



Personal Branding

I'm a visual and UX designer with over 7 years of experience designing for businesses and nonprofits; and over 6 years designing and managing web design projects.

For my personal identity, I opted to make a simple, bold and memorable mark/symbol. That is how I want to be recognised visually. I mostly wanted to create a gothic shape, with resemblance of the letter "Y" and also focused on creating a beautiful, sharp rounded and pointy edges symbol/mark.

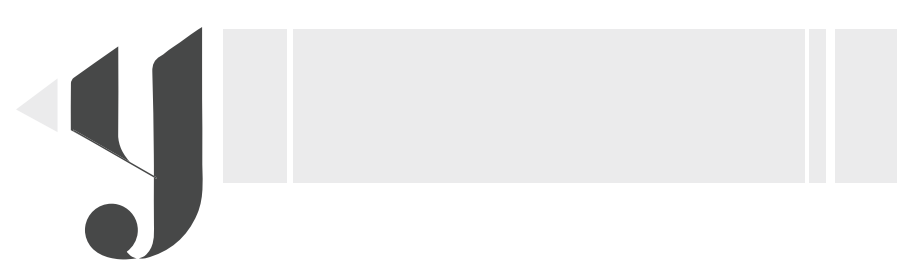


Logo Design

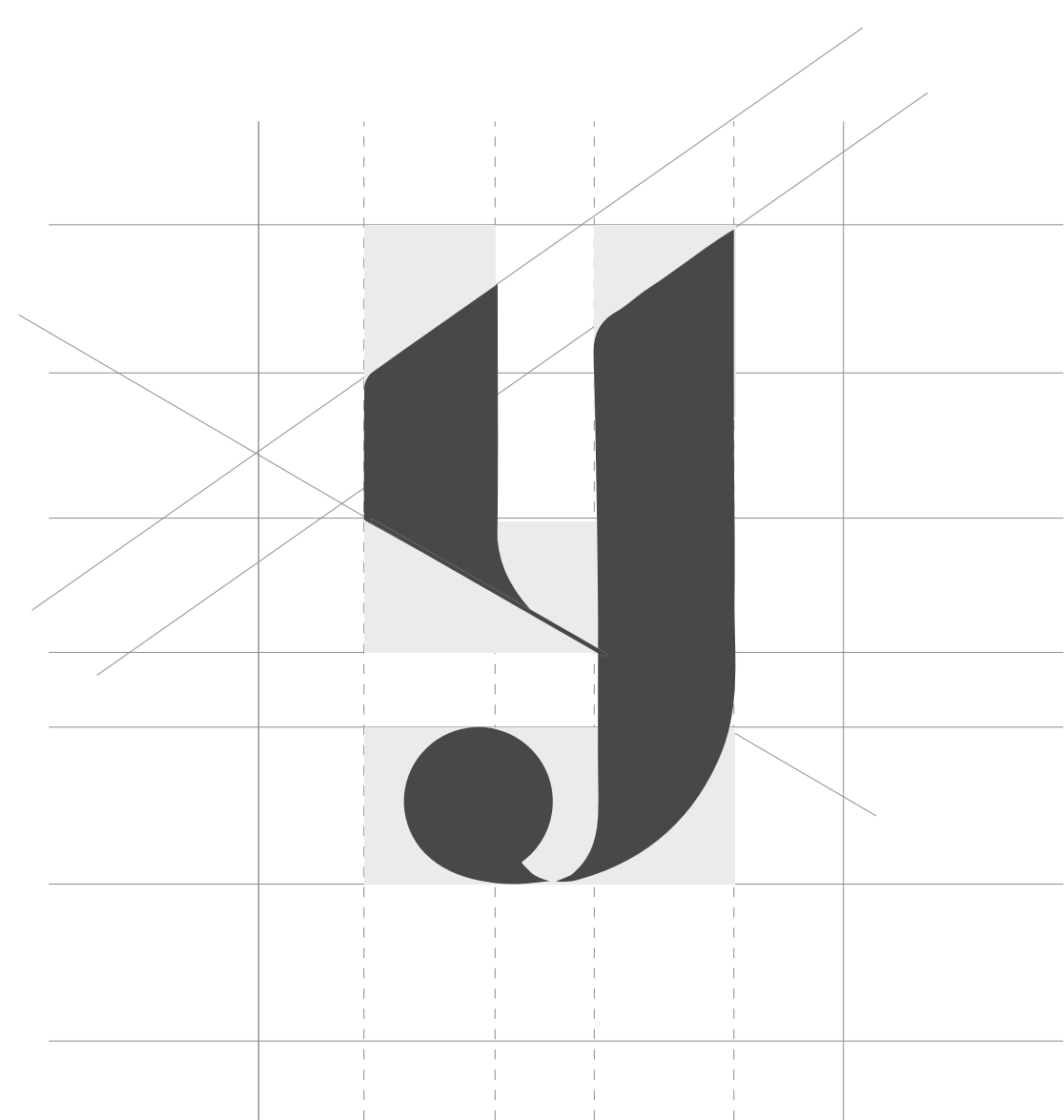
The first phase of design logo layout



Overlaying of primary color



Led pencil idea



Concept Inspiration

The creation of a concept and inspiration process



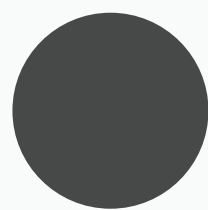
Rectangle

+



Triangle

+



Circle

+



Yooshan

=



Typography

Fonts used for all the branding materials

Aleo Regular

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 !£@\$%^&*()-,;?/

Aleo Italic

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 !£@\$%^&*()-,;?/

Helvetica Neue LT Pro 35 Thin

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 !£@\$%^&*()-,;?/

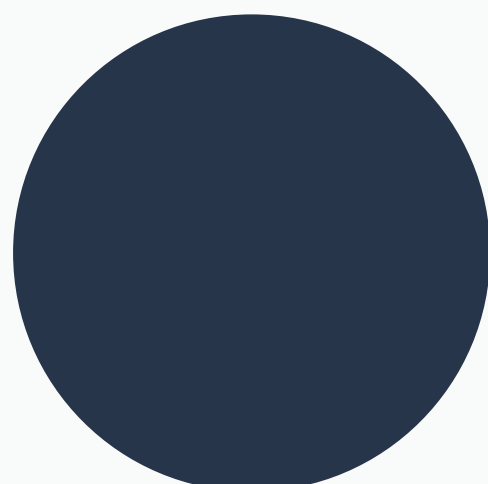


Color Palette

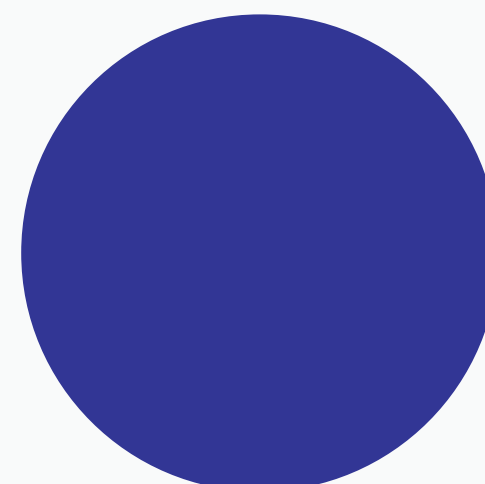
Here shows a whole color palette that used in branding



Cool Gray



Dark Blue



Navy Blue



Logo Variations

Preferred and alternate versions



YOOSHAN