

BEAUTIVERSE 2018

Brand Identity System

Graphic Design 3 | Fall 2018 | Evelyne Rendon | Professor Fischzang

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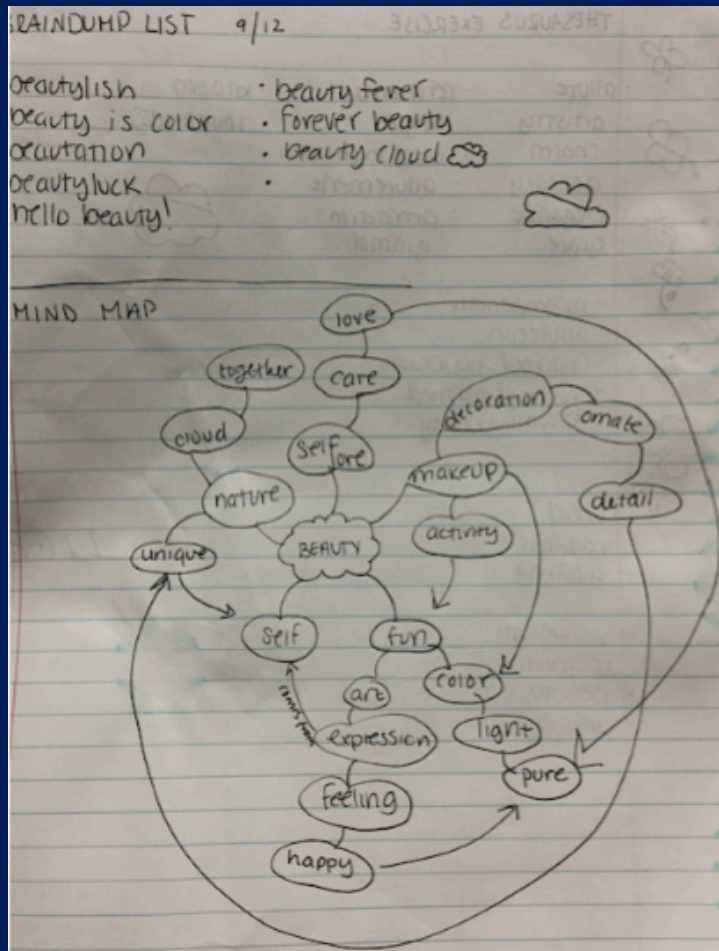
WHAT IS BEAUTIVERSE?

Beativerse is a 2 day event for people who are enthusiastic or curious about makeup. This convention will hold workshops, group panels, and other activities for attendees to engage in.

01

NAMING PROCESS

NAMING PROCESS



THESAURUS EXERCISE

allure	refinement	bloom
artistry	style	loveliness
charm	adorableness	
delicacy	allurement	
elegance	attraction	
grace	glamor	

- bloombeauty
 - allurecon
 - Charmed by beauty
 - beauty charmed
 - blooming beauty

vivid
 radiant
 glowing

- vivi beauty
 - radbeauty

After many attempts of combining names, Beautiverse was born in the spur of the moment.

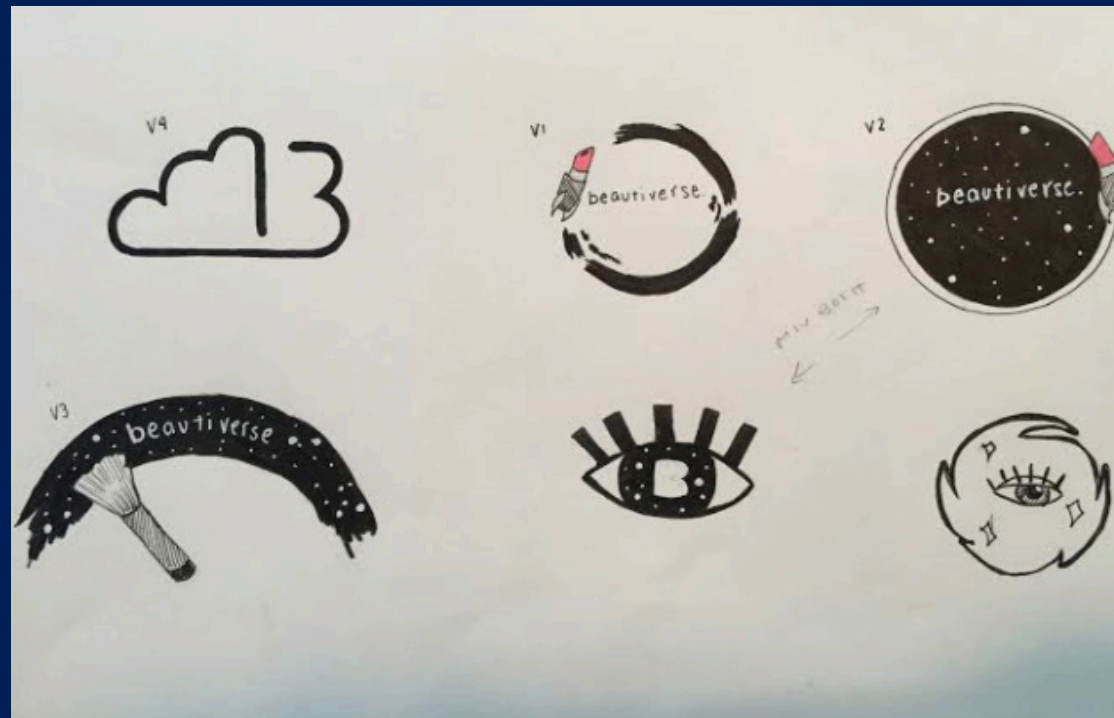
Beauty + Universe = Beautiverse

An entire universe that encompasses everything relating to makeup.



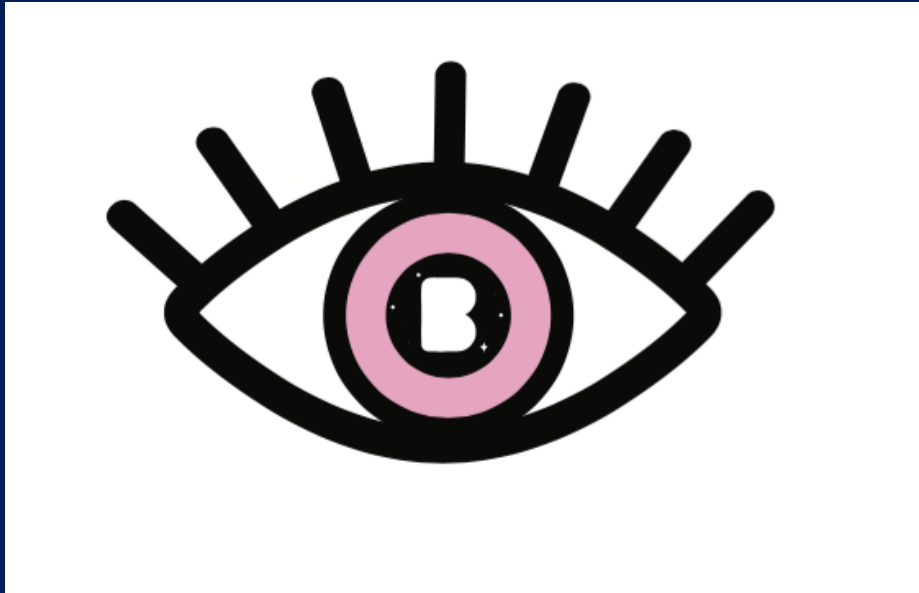
LOGO PROCESS

LOGO PROCESS



Hand rendered sketches.

VARIATIONS



version 1



TYPEFACES

Logo Type:

Hussar Woodtype

**ABCDEFGHIJKLM-
NOPQRSTUVWXYZ**

**abcdefghijklmnopqrstu-
vwxyz**

0123456789

Supporting Text/Body Text:

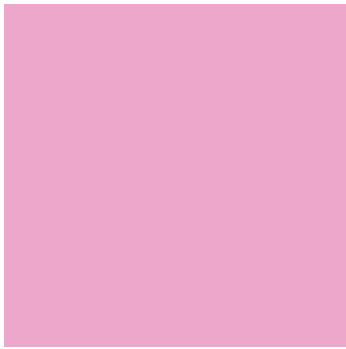
Avenir

ABCDEFGHIJKLMNOPQRSTU-
VWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

COLOR PALLETTE



HEX: #FFC0CB
CMYK: 0.00 0.25 0.20 0.00



HEX: #003366
CMYK: 1.00 0.50 0.00 0.60

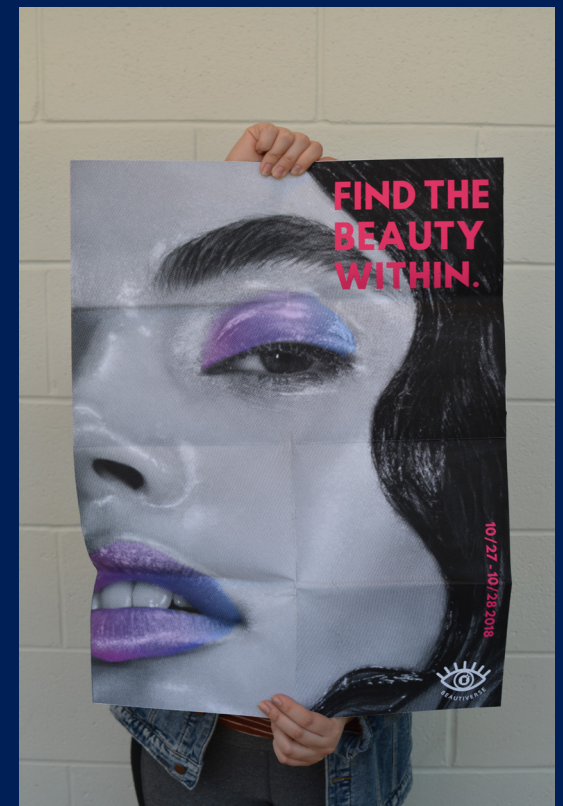
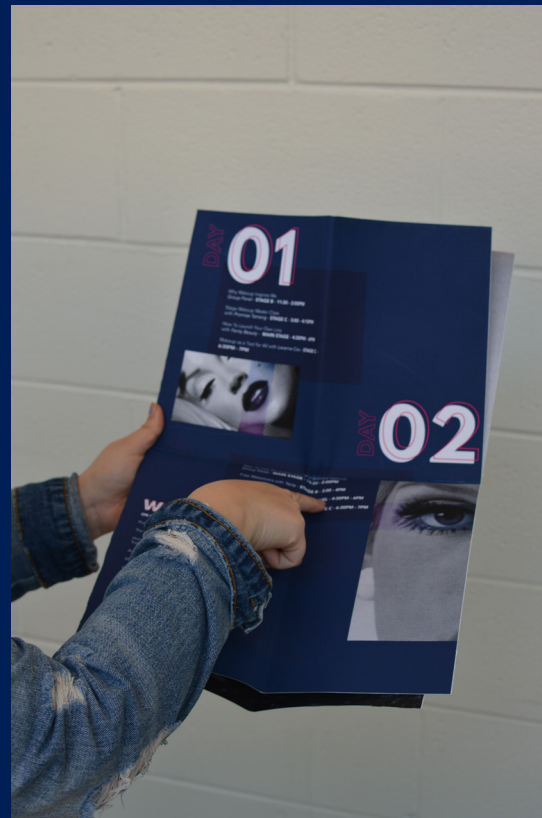


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03

BROCHURE/POSTER

BROCHURE/POSTER



04 DELIVERABLES

DELIVERABLES - TICKETS



DELIVERABLES - ID TAGS



DELIVERABLES - PINS



DELIVERABLES - TOTE BAGS



05

MEDIA BASED PIECE



Thank you!