Assignment 1 - e-portfolio (blog)

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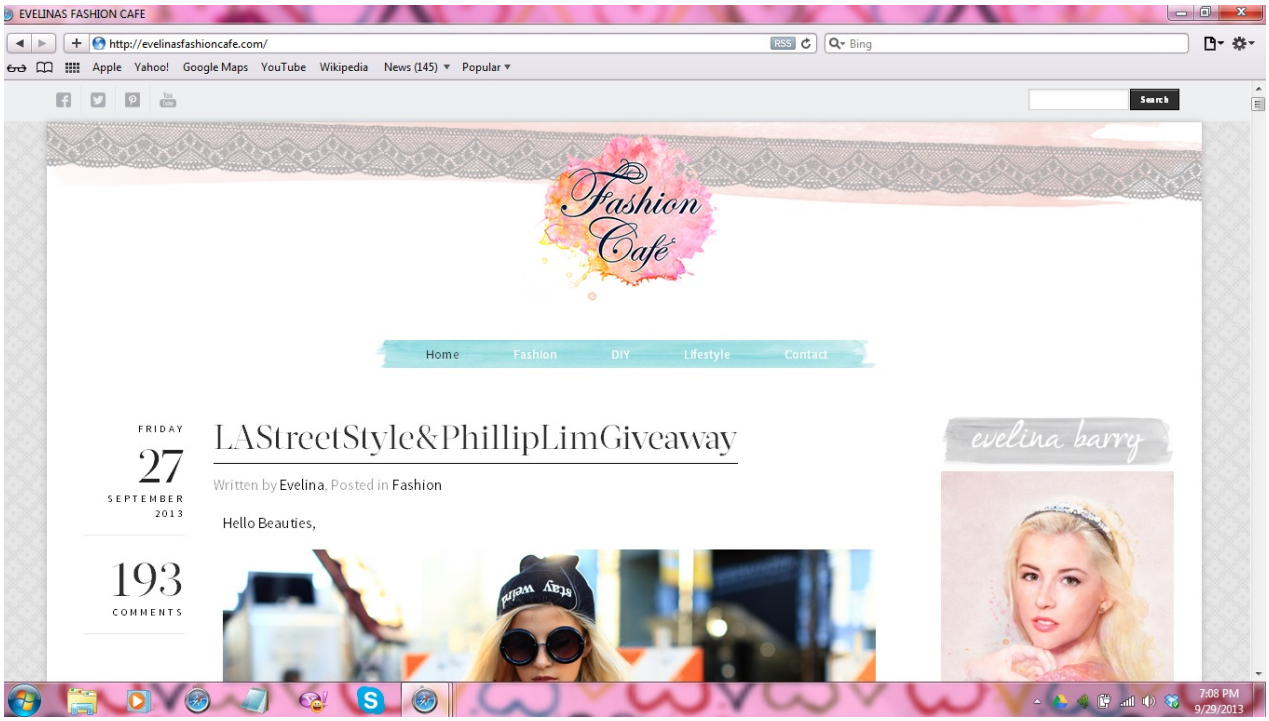
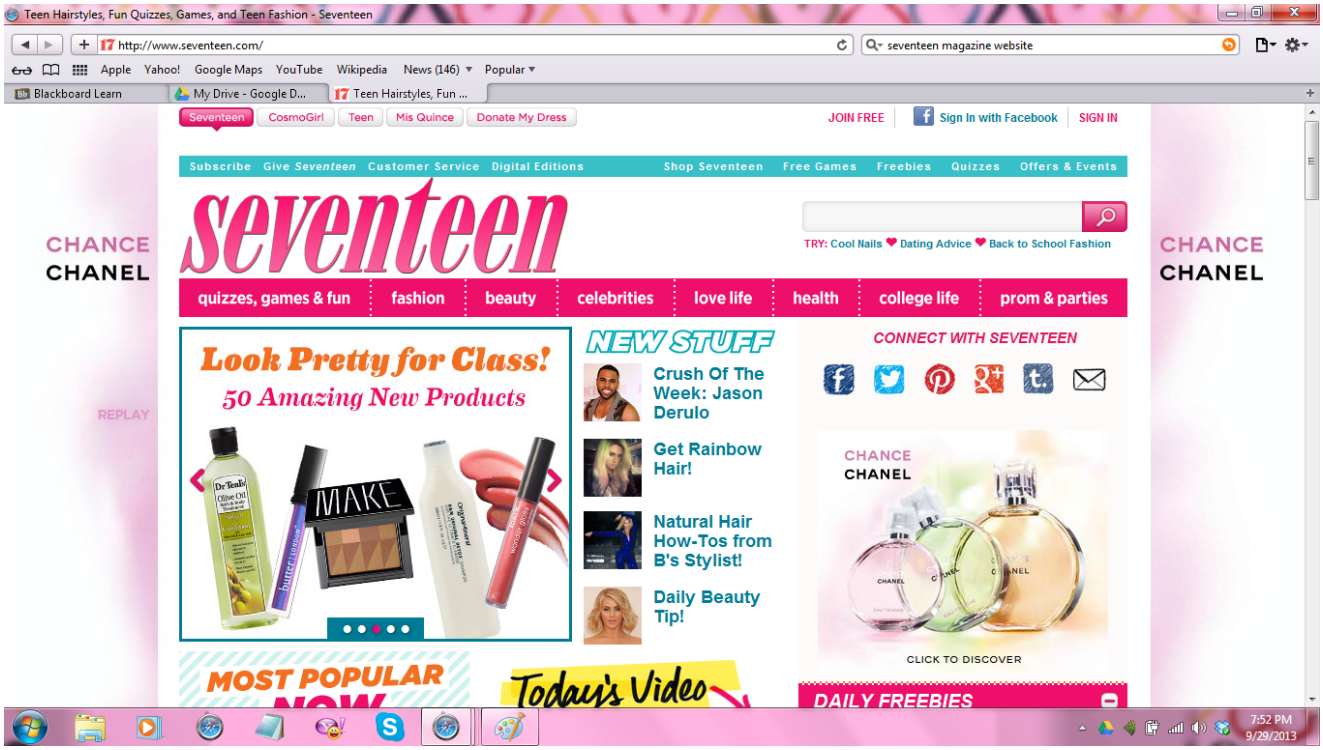
My OpenLab: http://openlab.citytech.cuny.edu/members/ameralulu/

Part One

1. Design references

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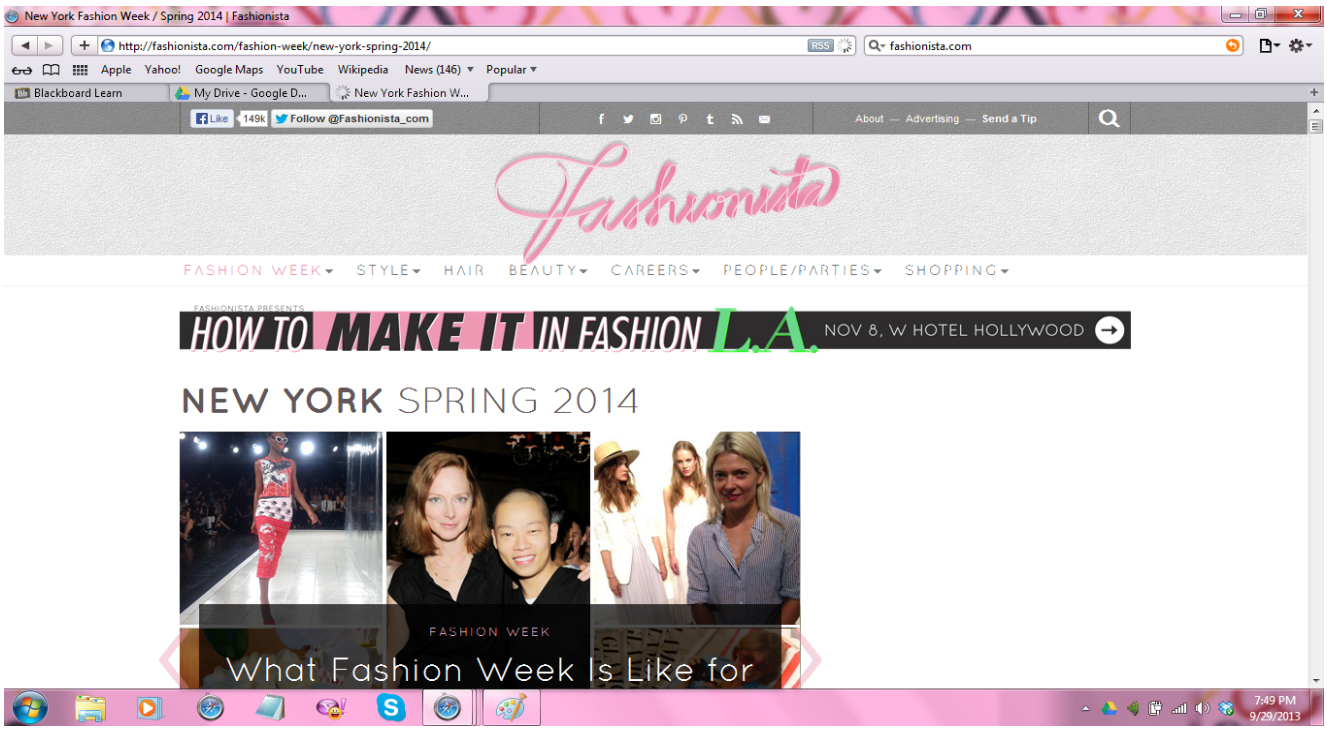
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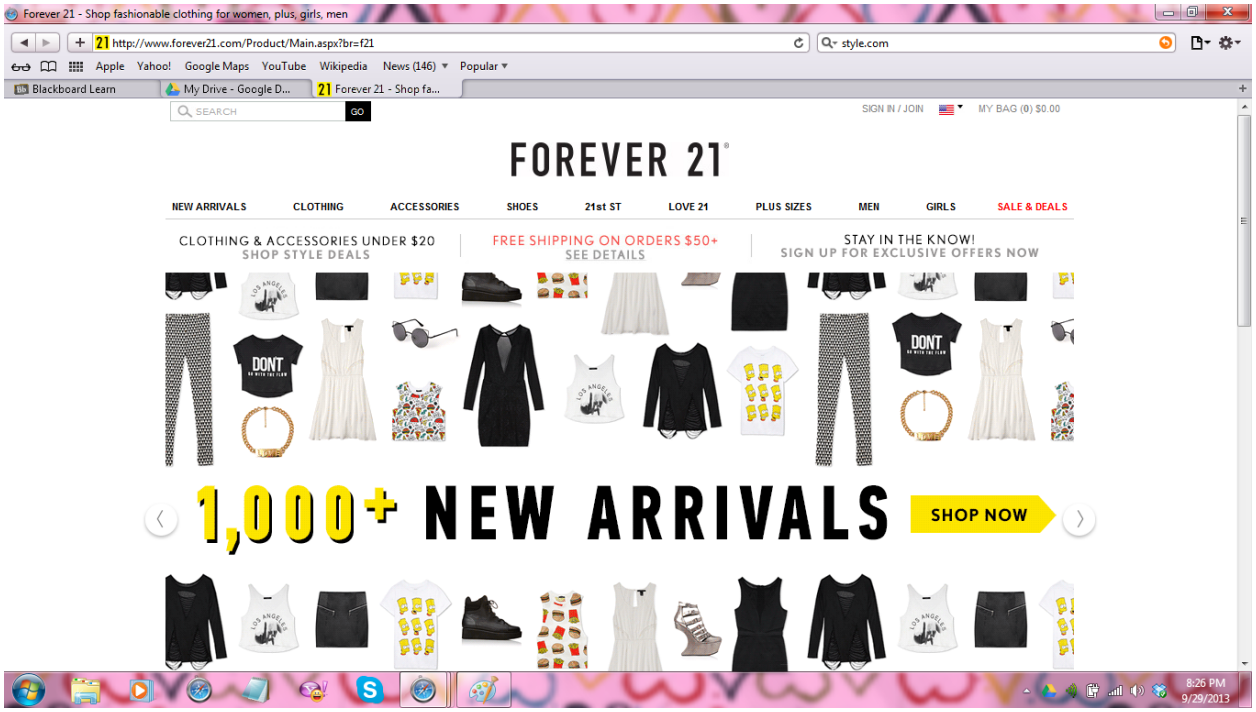

Part Two

Preliminary web page designs

2. Brand Identity

a. Visual and verbal expression of the brand

My brand is about being stylish and powerful, I
I would describe my signature look as a glam preppy girl with a touch of edge. I love classic and clean lines with a touch of retro glamour and i would like my website to be same. I love fashion and i'm interested in fashion design and i would like my website to reflect it.

1. Logo or logotype (of company or name)

2. Brand color - your specific corporate colors (spot color)

a. Pantone

b. Brand palette (based on Brand (Corporate) color

1. Hexadecimal color - web site

2. Process (Cyan, Magenta, Yellow, K-black) - print

3. RGB (red, green, blue) - online, interactive images

Pantone / colour swatches

www.bloomize.com