



# ORIGAMI JEWELS

Branding Identity Process Book  
Company Name: Origami Jewels  
Spring 2020  
Designer: Mara Mendoza

Table of

# CONTENTS

- 03 Creative Brief/ Design Statement
- 04 Logo Creation
- 05 Logo Creation (Responisve Logo)
- 06 Logo Description
- 07 Logo Usage
- 08 Logo Usage Cont.
- 09 Icon Creaton
- 10 Colors Guide
- 11 Font Family
- 12 Process Statement ( Conclusion )

## Design Statement

# CREATIVE BRIEF

**Company Name:** Origami Jewels

**Brand Description:** Origami Jewels is an independent small shop, with casual jewelry designs. They offer a variety of styles for different piercing types. They're priced very affordably. Their competitors would be other jewelry shops such as Mejuri, Onni Jewels, Gorjana, and other Etsy shops. They were established in 2015, and have over 70,000 sales. An obstacle for Origami Jewels is that these other brands have a strong branding presence, and they don't, which makes the company very forgettable if you're browsing.

**Project Summary:** I want to clearly define their brand. I noticed they have an inconsistent logo, from watermarks and their main logo. I want to also make a color scheme that would compliment their jewelry, but something that's not too minimal and just white and black. The way they photograph their jewelry is also inconsistent, so I would also like to make the images more appealing and clear in order for customers to see what the jewelry looks like. Overall, I mainly want to create a very clear, strong, and direct branding for them as it seems like that is what is lacking for this company.

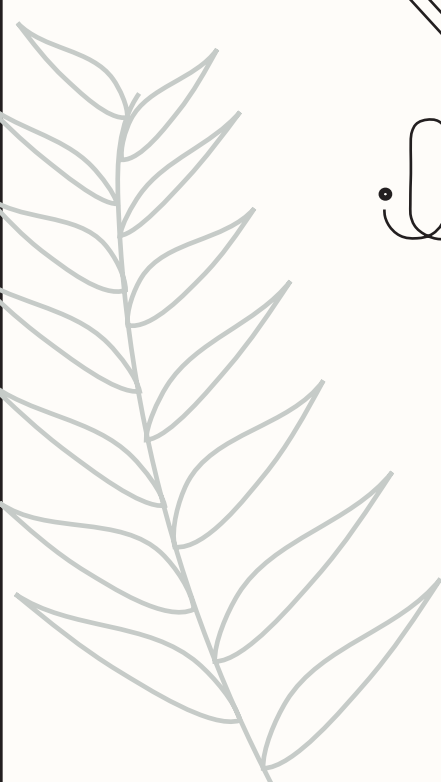
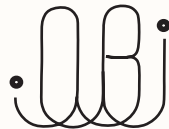
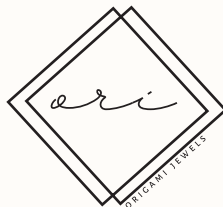
**Target Audience:** The targeted audience is female teens to young adults looking for luxury items without the luxury tag.

**Desired Message & Tone:** I want the message to be luxury without the luxury tag. I would want the company to have an elegant, feminine, modern, and sleek tone.

**Problem Analysis/Define:** One of the biggest problems I noticed, was the inconsistent logo. They have a main logo, but have a different one for their watermarks and jewelry insert. The logo also doesn't stand out, it's presence is very miniscule. It's a logo that you wouldn't remember after seeing it once. The photographs are also inconsistent. They have very distracting backgrounds, and some have too much blur. It's hard to focus on the jewelry presented with so much going on. They don't have much of a color scheme, but their logo does have some pink, and the rest is pretty much white.

20 Sketch Ideas

# LOGO CREATION



Responsive Interaction

# LOGO CREATION



ORIGAMI JEWELS



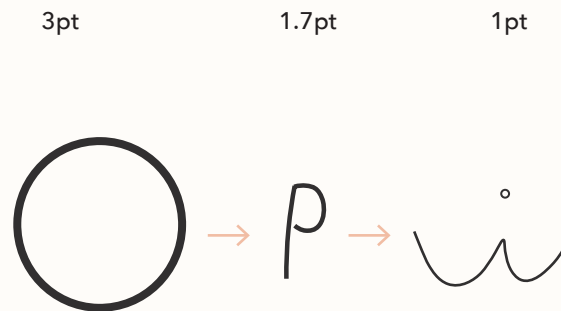
# LOGO DESCRIPTION



This logo was created to embody the curves and organic shape that jewelry tends to have. I wanted it to represent a ring, necklace, and earring, with the way the logo flows and with the shapes it creates. The main logo is expressing “Ori” which is short for “Origamijewels”. Origami jewels would be too long and wouldn’t allow for a more effective logo. I wanted the logo to also be more memorable. I want it to stick in a customer’s mind, so they can come to recognize and be affected by the brand.

(dimensions/safe zone/acceptable/unacceptable)

# THE LOGO USAGE



The logo is comprised of four separate components. A circle, the hand lettered P and I which will flow together to form an "RI". The tittle of the I should be only an outline and never filled. The strokes for each line, varies, therefore should be kept consistent.



The logo should be spaced at least an "A" letter length all the way around. Nothing else should be in or tightly near this space.

(dimensions/safe zone/acceptable/unacceptable)

# THE LOGO USAGE

Acceptable



Unacceptable



The logo should have a white stroke when put against a color background. It should remain black, or a shade of gray when placed against a white background.



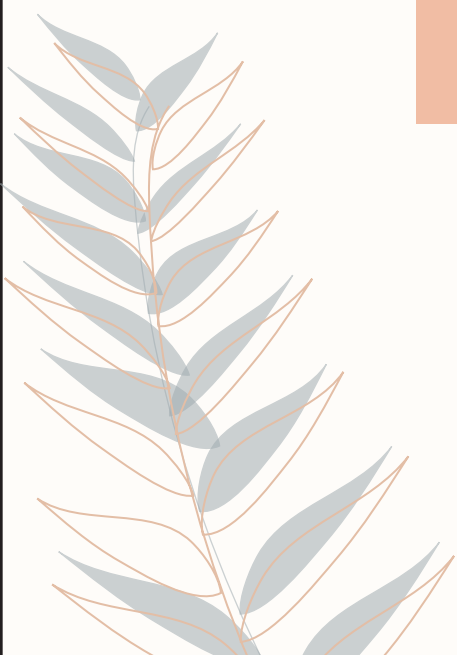
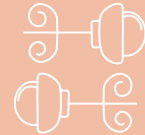
The logo stroke should be kept at base guidelines. Nothing should be made thicker or thinner.



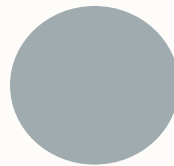
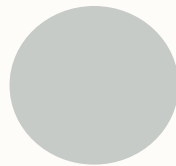
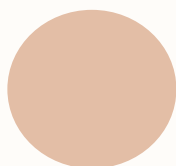
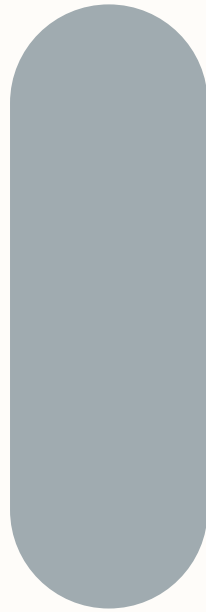
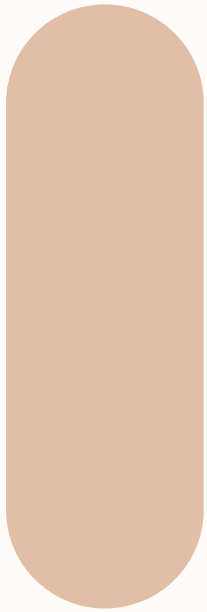
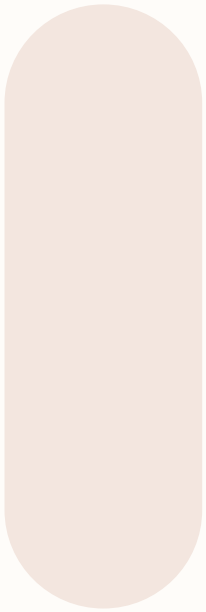


# ICON CREATION

(10 Universal Icons)



# COLOR GUIDE



**CMYK:** 4990

**RGB:** 241, 229, 223

**HEX:** f1e5df

**CMYK:** 1026330

**RGB:** 227, 190, 166

**HEX:** e3bea6

**CMYK:** 2214180

**RGB:** 198, 203, 200

**HEX:** c6cbc8

**CMYK:** 3926260

**RGB:** 160, 171, 176

**HEX:** a0abb0

**CMYK:** 1413200

**RGB:** 218, 211, 199

**HEX:** dad3c7

# FONT FAMILY

## **Avenir Next**

Ultra Light

Regular

**Demi Bold**

Aa Bb Cc Dd Ee  
Ff Gg Hh Ii Jj Kk  
Ll Mm Nn Oo Pp  
Qq Rr Ss Tt Uu  
Vv Ww Xx Yy Zz

## **Helvetica**

Light

Regular

Aa Bb Cc Dd Ee  
Ff Gg Hh Ii Jj Kk  
Ll Mm Nn Oo Pp  
Qq Rr Ss Tt Uu  
Vv Ww Xx Yy Zz

---

# PROCESS STATEMENT

(Conclusion)

This design process involved communicating with the company's boss, as this redesign is intended for her business. We went through many drafts to conclude in this version of the logo. We intended for a lighter, simple logo to compliment the jewelry. The color palette was also made to include both warm and cool tones. We went with more modern colors that could be found in other jewelry shops. The icons were made to be very simple and straight forward. The fonts chosen were best for a simple, clean, and modern look. The overall feel that was kept in mind throughout this process was very clean, casual, and feminine. The goal for the redesign was to make a light, casual yet luxurious tone to the company.

