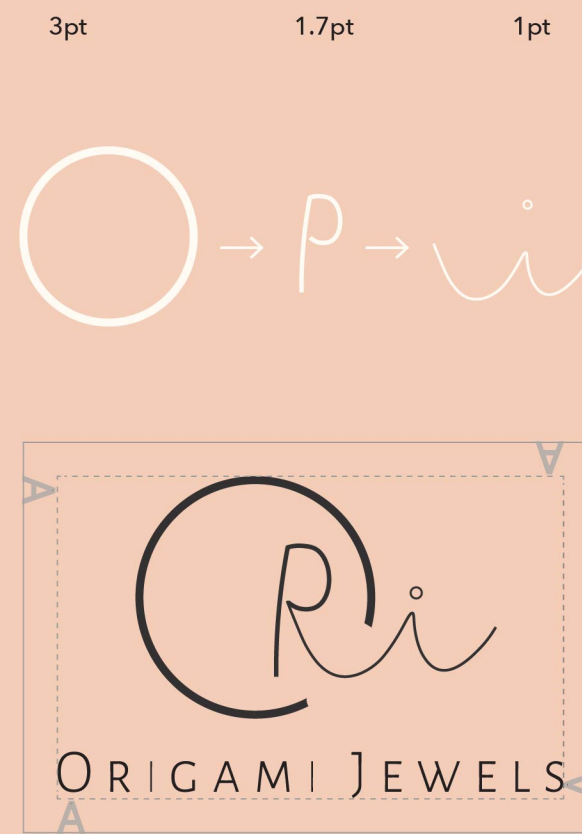


# ORIGAMI JEWELS

## DESIGN STATEMENT

The way I want to design the products is to tie it to the whole brand. I want it to be consistent with the tone of the company, in terms of color and even texture. I want the products to have a very light feel, and have a modern look. I want to keep the colors matching with the previous created color palette to make the brand and products cohesive. I want to make the jewelry boxes, a jewelry bag to store the jewelry that keep it from getting damaged, insert cards that go inside the box, and the shopping bag for items that purchased in store. I also want to create a mock up of the store front sign, and promotional posters that could be placed inside the store, or be put up on Instagram, on the website, or so on. I want all the products to be cohesive and not vary too much that they take away from the whole design. For the website and app mock ups, I want to also keep that consistent. I want it to be very light and minimal so that the products stand out and there isn't anything that would take focus away from them.

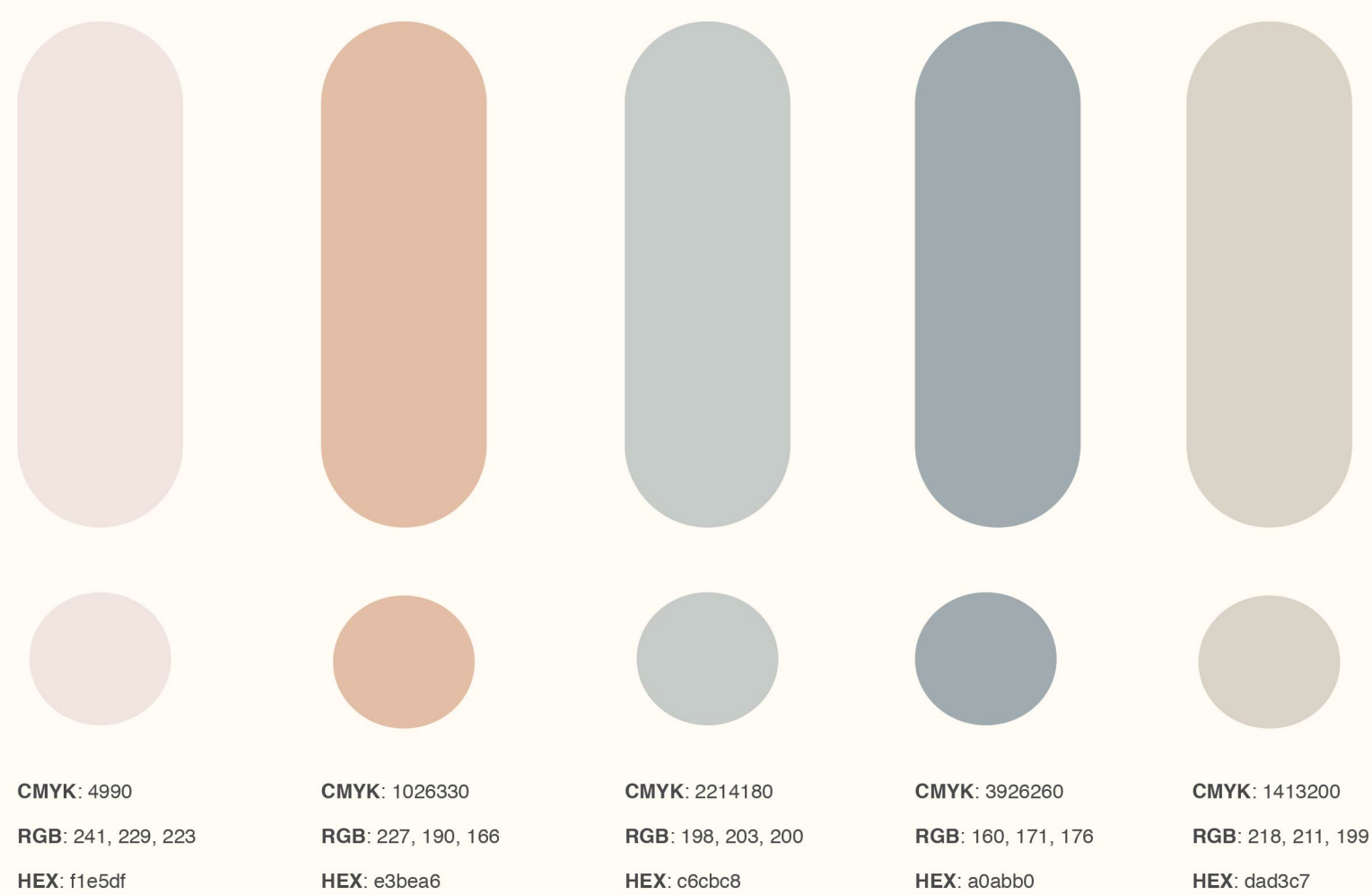
## LOGO USAGE



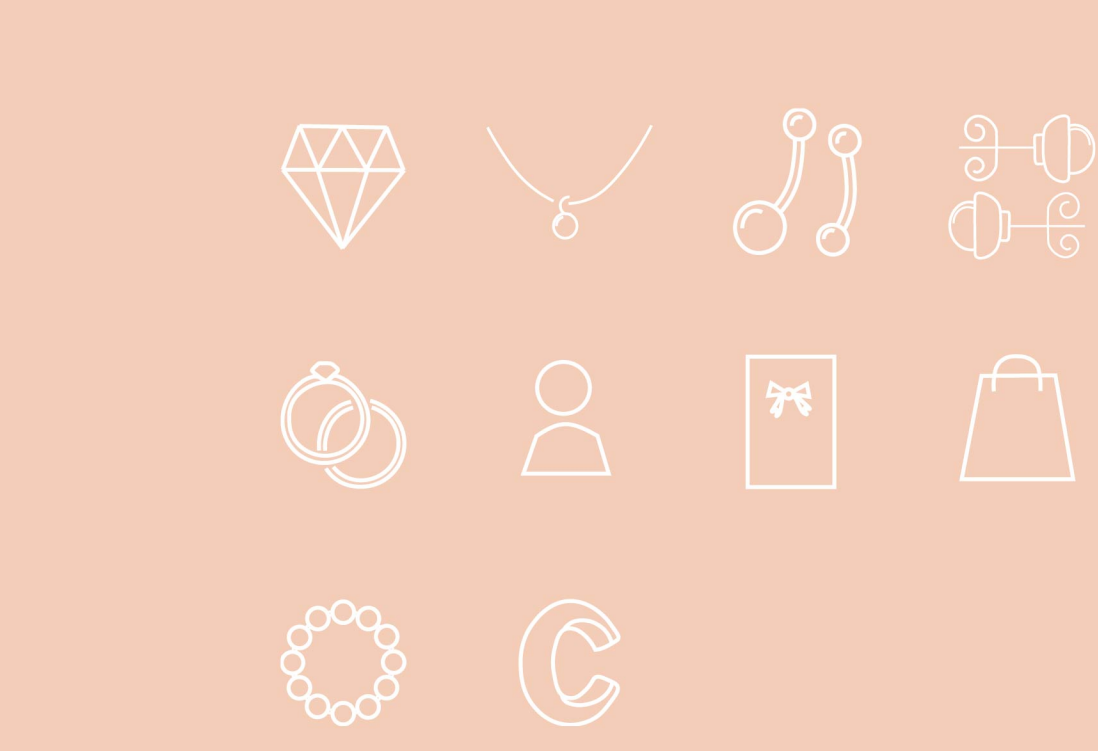
The logo is comprised of four separate components. A circle, the hand lettered P and I which will flow together to form an "Ri". The title of the I should be only an outline and never filled. The strokes for each line, varies, therefore should be kept consistent.

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.

## COLOR PALETTE



## ICONS



## 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

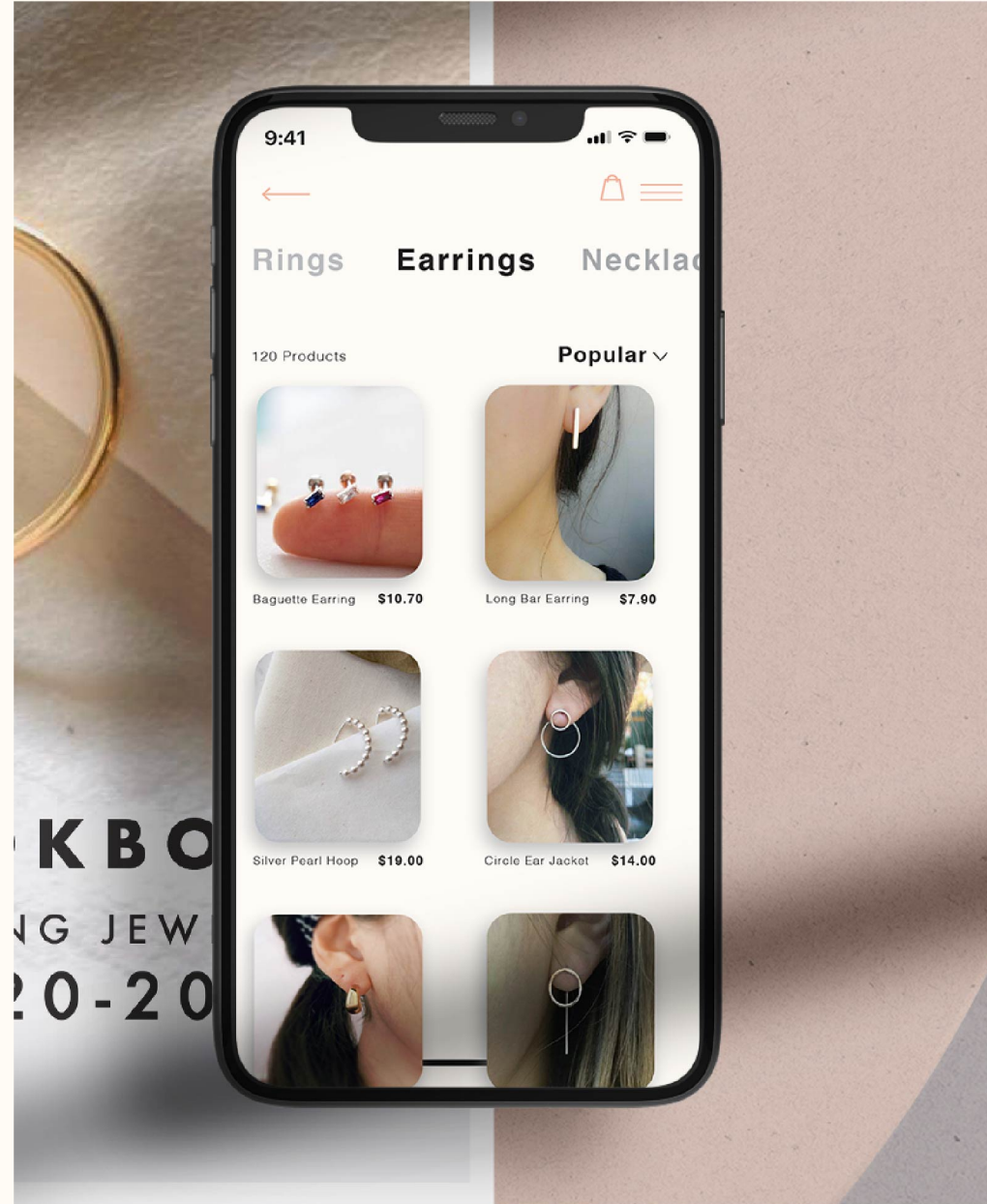
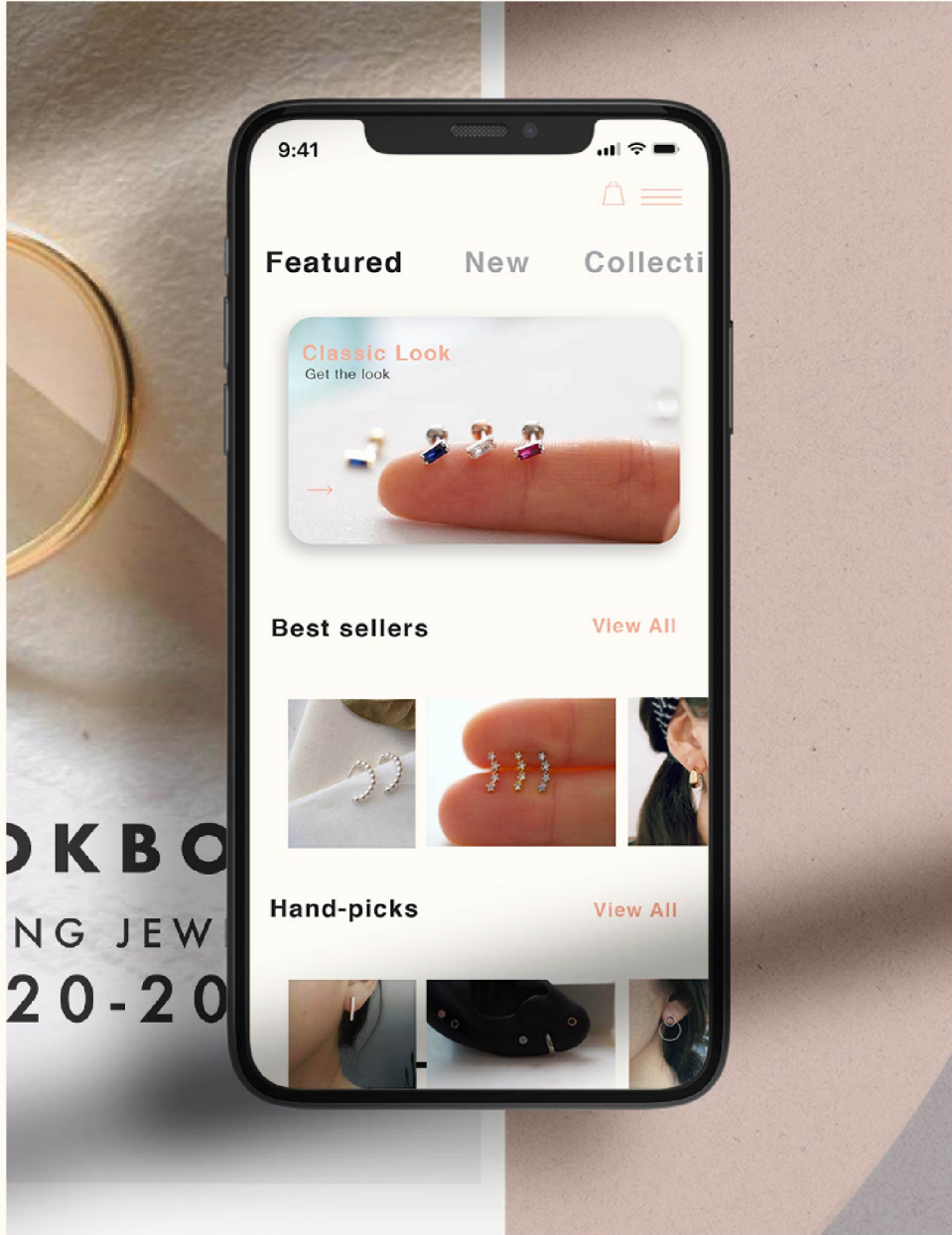
## BRAND ESSENCE

Luxury Modern  
Minimal Statement  
Perfection

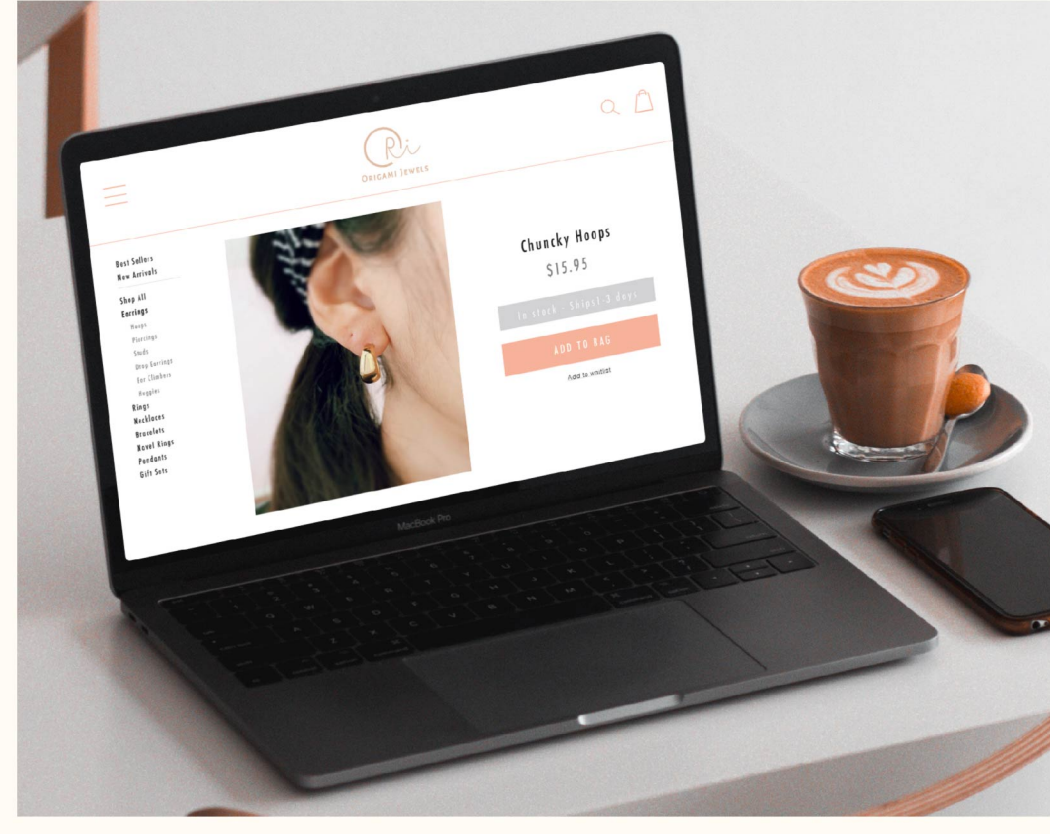
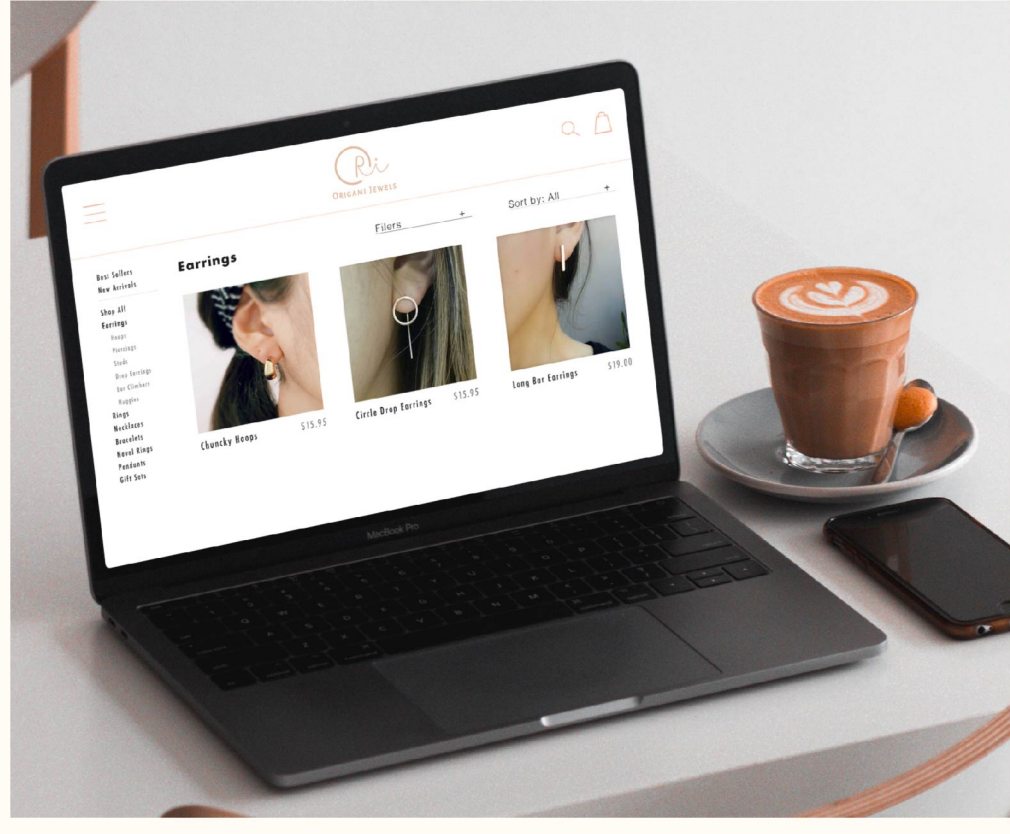
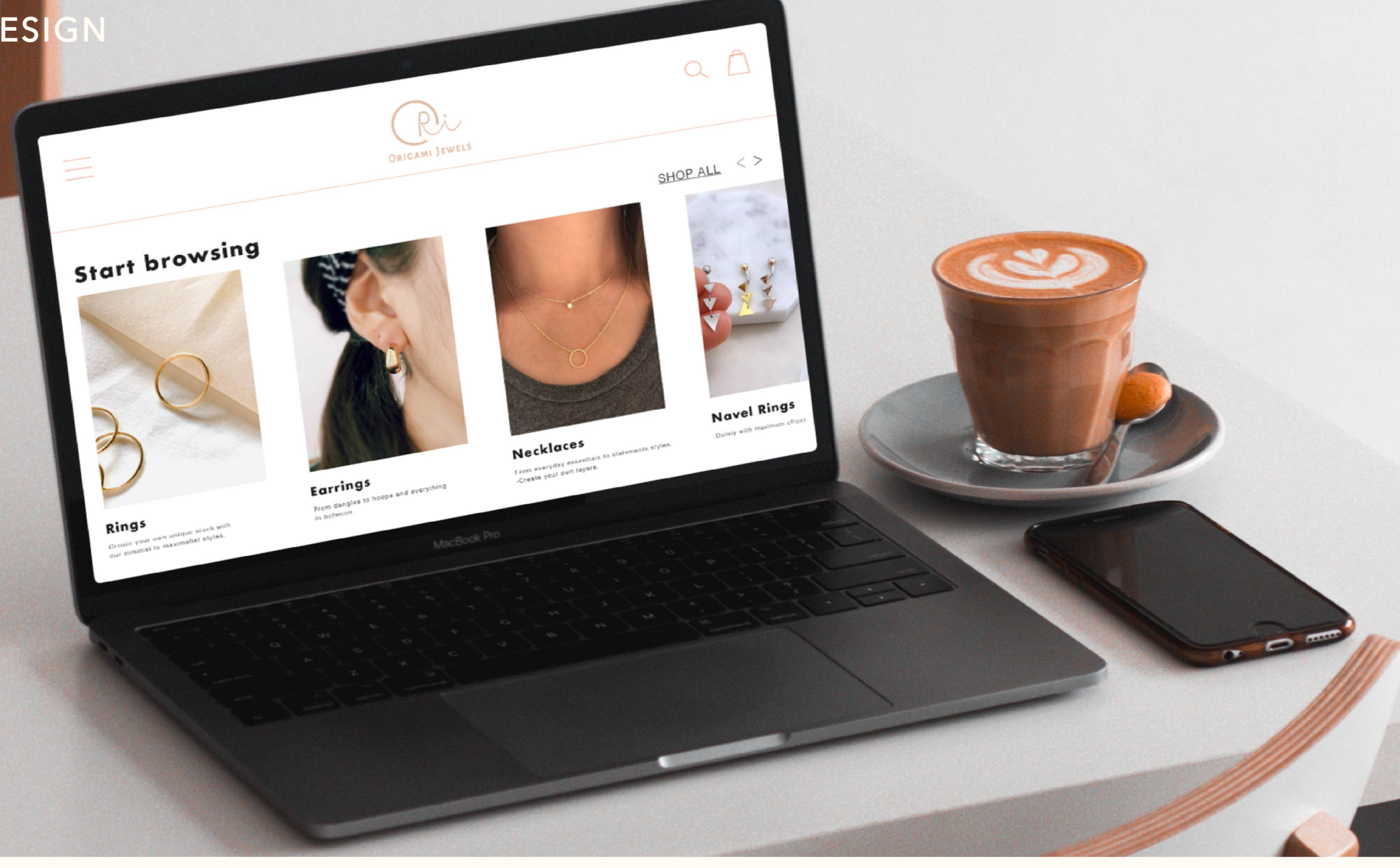
## STATIONARY



## APP DESIGN



## WEB DESIGN



## JEWELRY BOX

