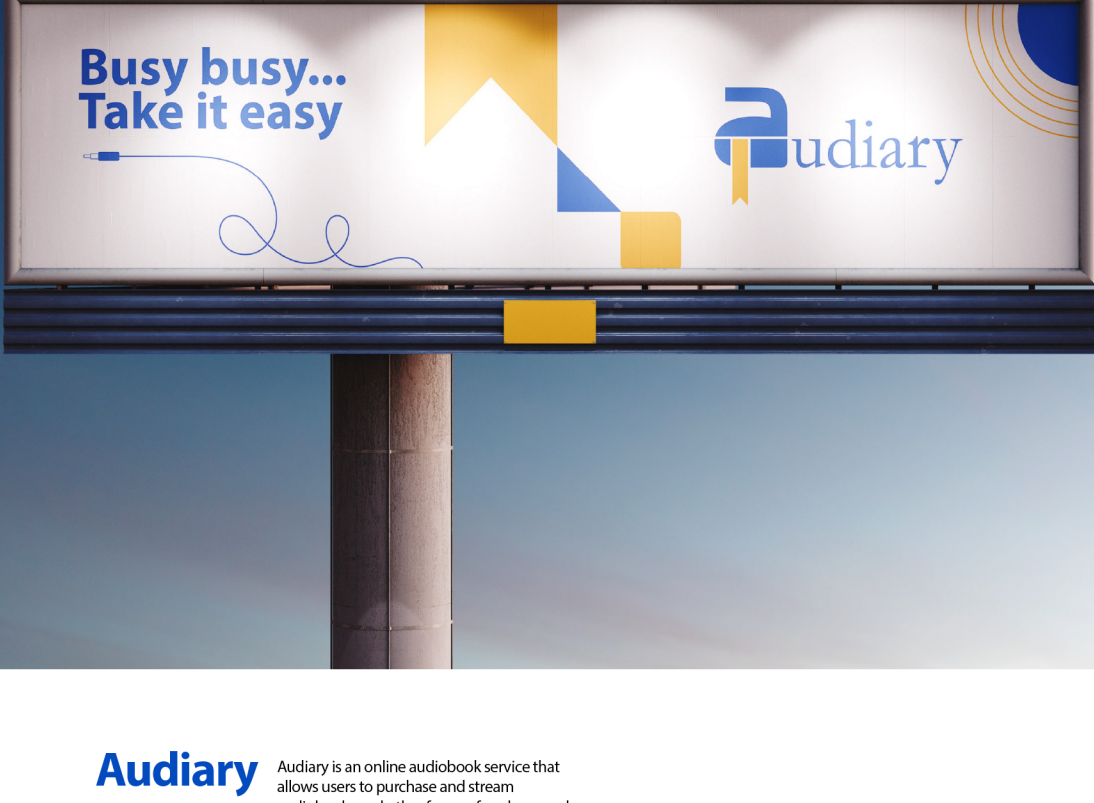
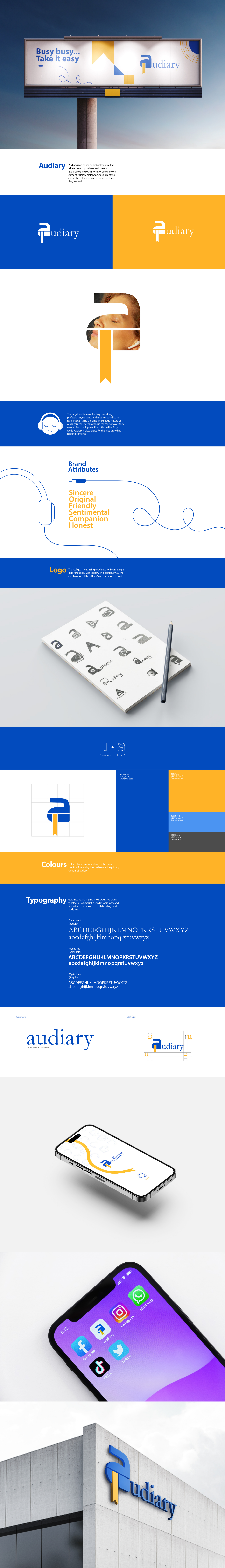
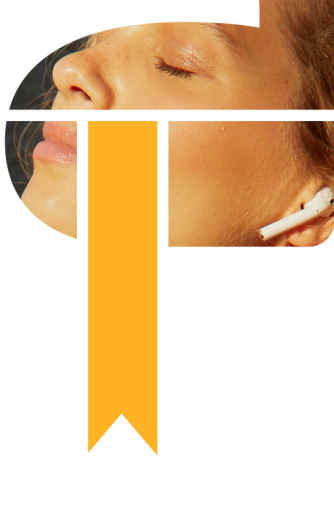
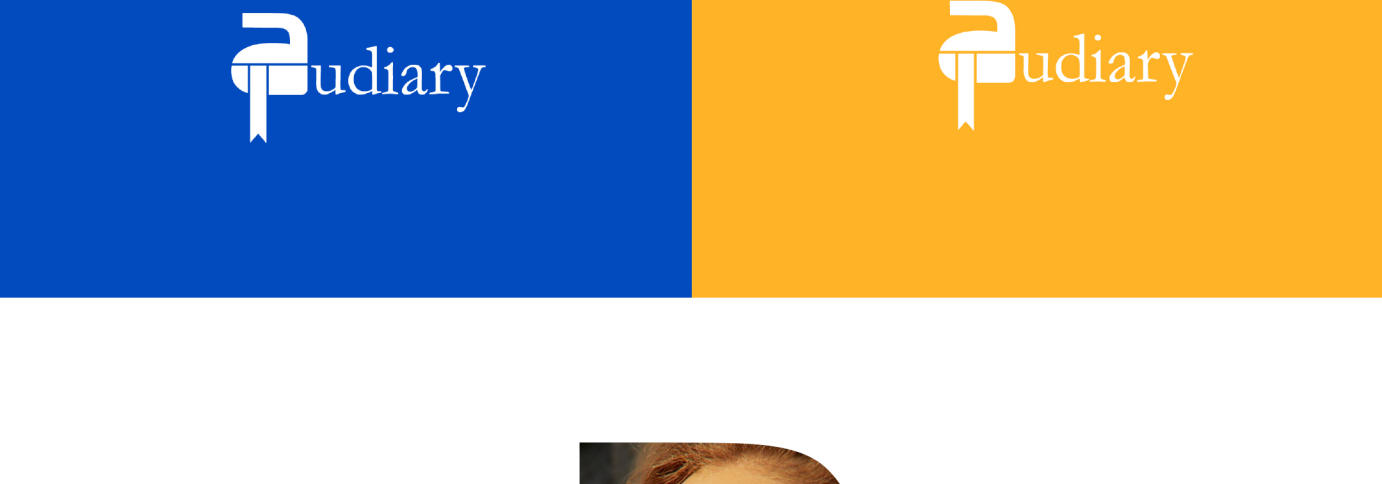


Brand Identity Design Project

Visual identity for a hypothetical brand



Audiary Audiary is an online audiobook service that allows users to purchase and stream audiobooks and other forms of spoken word content. Audiary mainly focuses on relaxing content and the users can choose the tone they wanted.

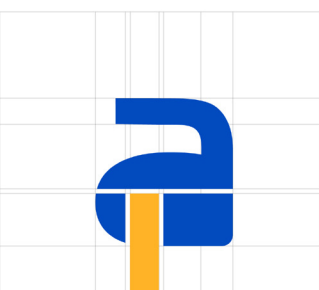


The target audience of Audiary is working professionals, students, and mothers who like to read, but can't find the time. The unique feature of Audiary is, the user can choose the tone of voice they wanted from multiple options. Also in this busy world Audiary makes it easy for them by providing relaxing contents

Brand Attributes

Sincere
Original
Friendly
Sentimental
Companion
Honest

Logo The real goal I was trying to achieve while creating a logo for audiary was to show, in a beautiful way, the combination of the letter 'a' with elements of book.



HEX #02486f
RGB (2,72,111)
CMYK (99,51,0,28)

HEX #f9b23e
RGB (255,179,62)
CMYK (0,30,85,0)

HEX #4094d7
RGB (64,146,215)
CMYK (69,39,0,5)

HEX #4c4c4c
RGB (76,76,76)
CMYK (0,0,0,70)

Colours Colors play an important role in this brand identity. Blue and golden yellow are the primary colours of audiary

Typography Garamount and myriad pro is Audiary's brand typefaces. Garamount is used in wordmark and Myriad pro can be used in both headings and body text

Garamount (Regular)
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Myriad Pro (Semi Bold)
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Myriad Pro (Regular)
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Wordmark



Lock-Ups

