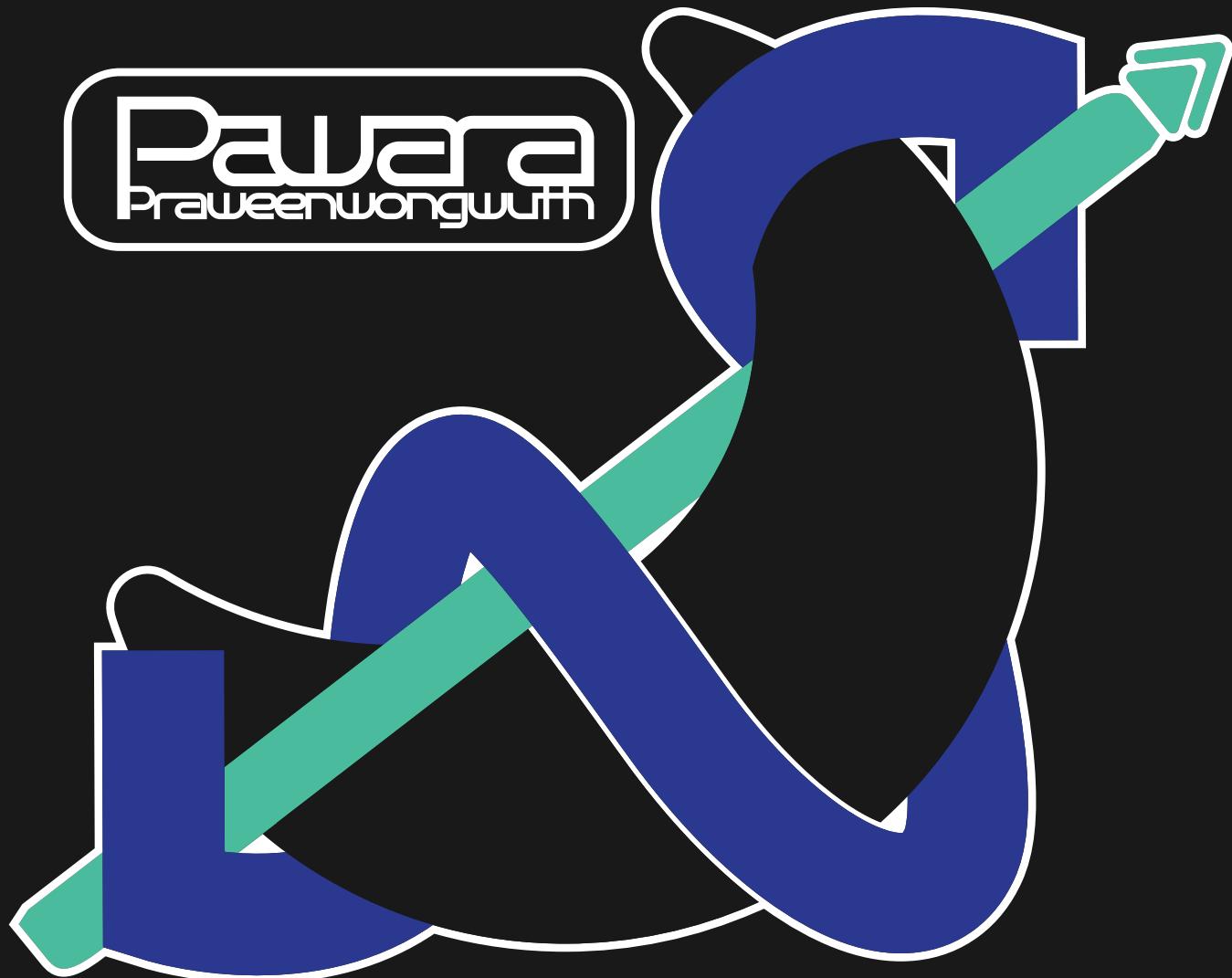


Pawara  
Praweenwongwut



# Brand Book

## Personal Logo

MDIA 3305

Pawara(Giselle) Praweenwongwuth

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# Introduction

This is a personal branding project by Pawara (Giselle) Praweenwongwuth.

This personal brand represents a fusion of her passions, experiences, and values. It is a reflection of the countless moments that shaped her, the lessons she has learned, and the dreams she continues to pursue.

# **“To The Moon and never Back”**

*go forward, go high up, do everything the best you can do  
so that you don't have to regret the past.*

*Not too formal, not too playful.*

*Not too vintage, not too modern.*

*Not too plain, not too complicated.*

*Not too simple, not too fancy.*

The brand is designed to embody a sense of professionalism and sophistication while maintaining a youthful charm.

The brand targets the young generation but still has some sense of the classic style of the past.

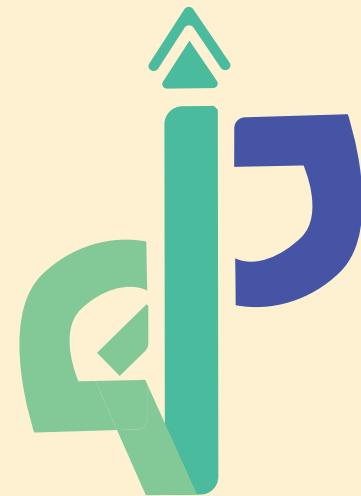
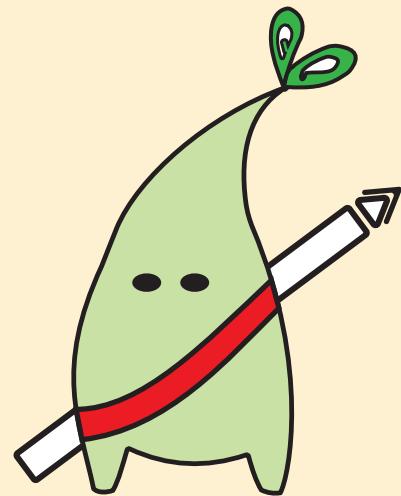
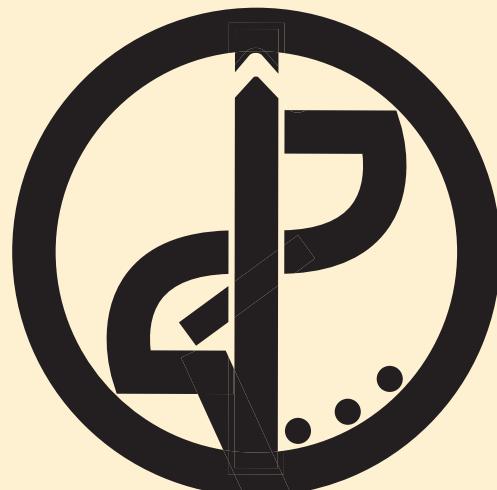
# Concept Map



# Thumbnails

The logo of Pawara (Giselle) aims to capture her multifaceted personality, passions, and aspirations. It blends elements that reflect her hobbies, ambitions, style, and vibrant character.

The logo is designed to embody a sense of professionalism and sophistication while maintaining a youthful charm. The color and typography are scrutinizingly chosen to strike a delicate balance between formality and playfulness.



# Logo Construction



< > : depicting coding symbol, what she wants to pursue.

Pen : depicting graphic design, what she likes to do.

The moon : she is a night owl person, this depict her character.

The loop : depicting the infinite, All rounder.

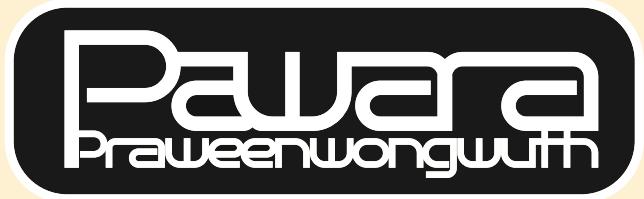
P : a pen and a moon creat character 'P', the first character from her name 'Pawara'

U: the first character from her Thai name 'ປ່າຮາ'

# Final Design



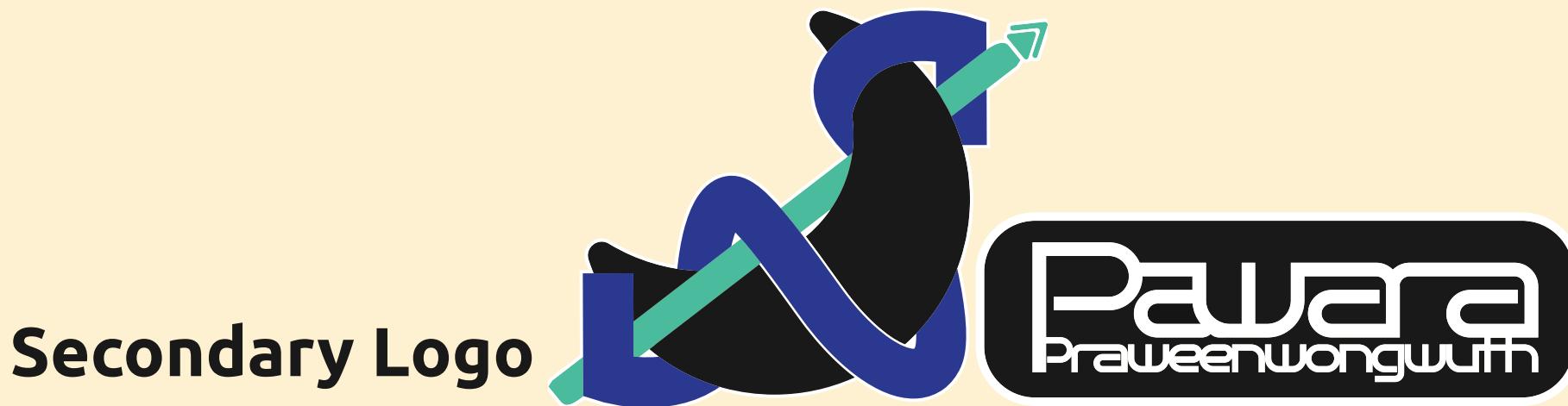
Primary Logo



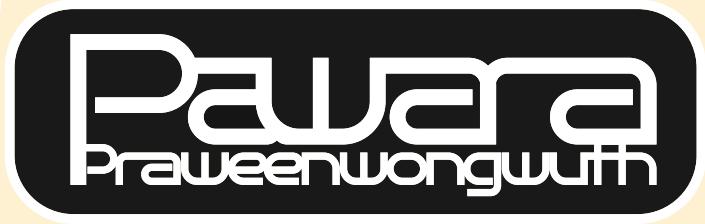
Submark



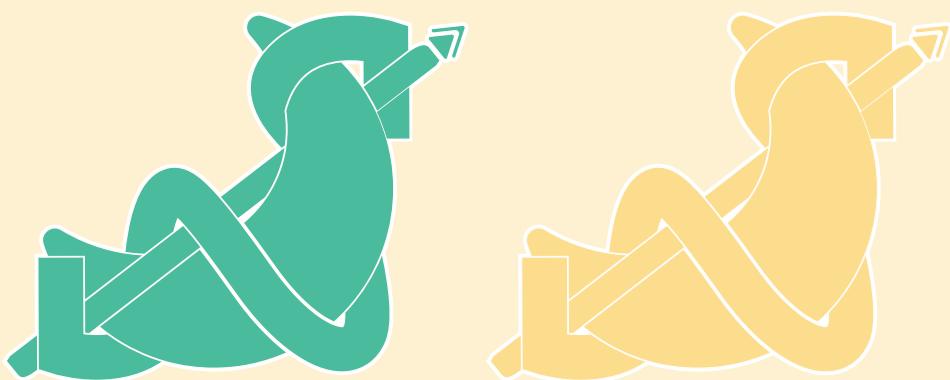
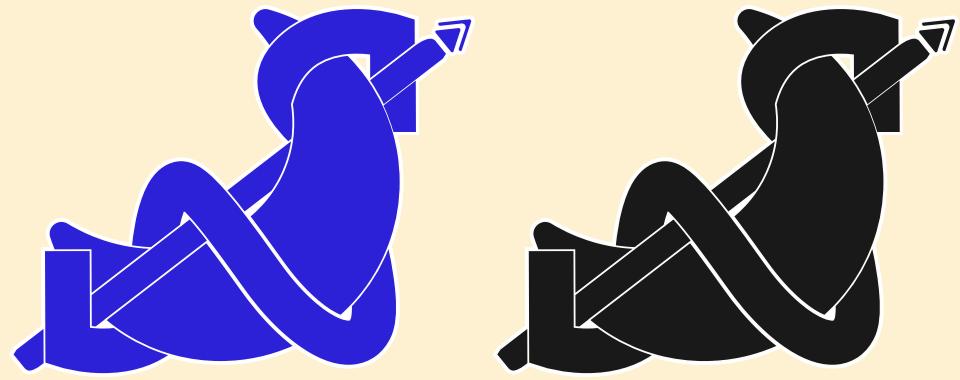
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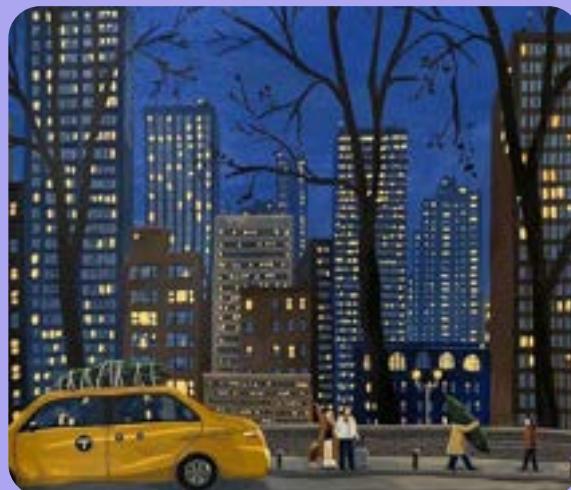
Secondary Logo



# Logo Variation



# Moodboard



# Color Palette

**#2D21D7**  
R:45 G:33 B:215  
C:79 M:85 Y:0 K:16

**#2B388F**  
R:43 G:56 B:143  
C:70 M:61 Y:0 K:44

**#4ABB9D**  
R:74 G:187 B: 157  
C:90 M:0 Y:16 K:27

**#FCDC8D**  
R:252 G:220 B:141  
C:0 M:13 Y:44 K:1

**#292929**  
R:41 G:41 B:41  
C:0 M:0 Y:0 K:84

# Typography

**Bruno Ace**

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789 !@#\$%&\*()

**Ubuntu**

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789 !@#\$%&\*()

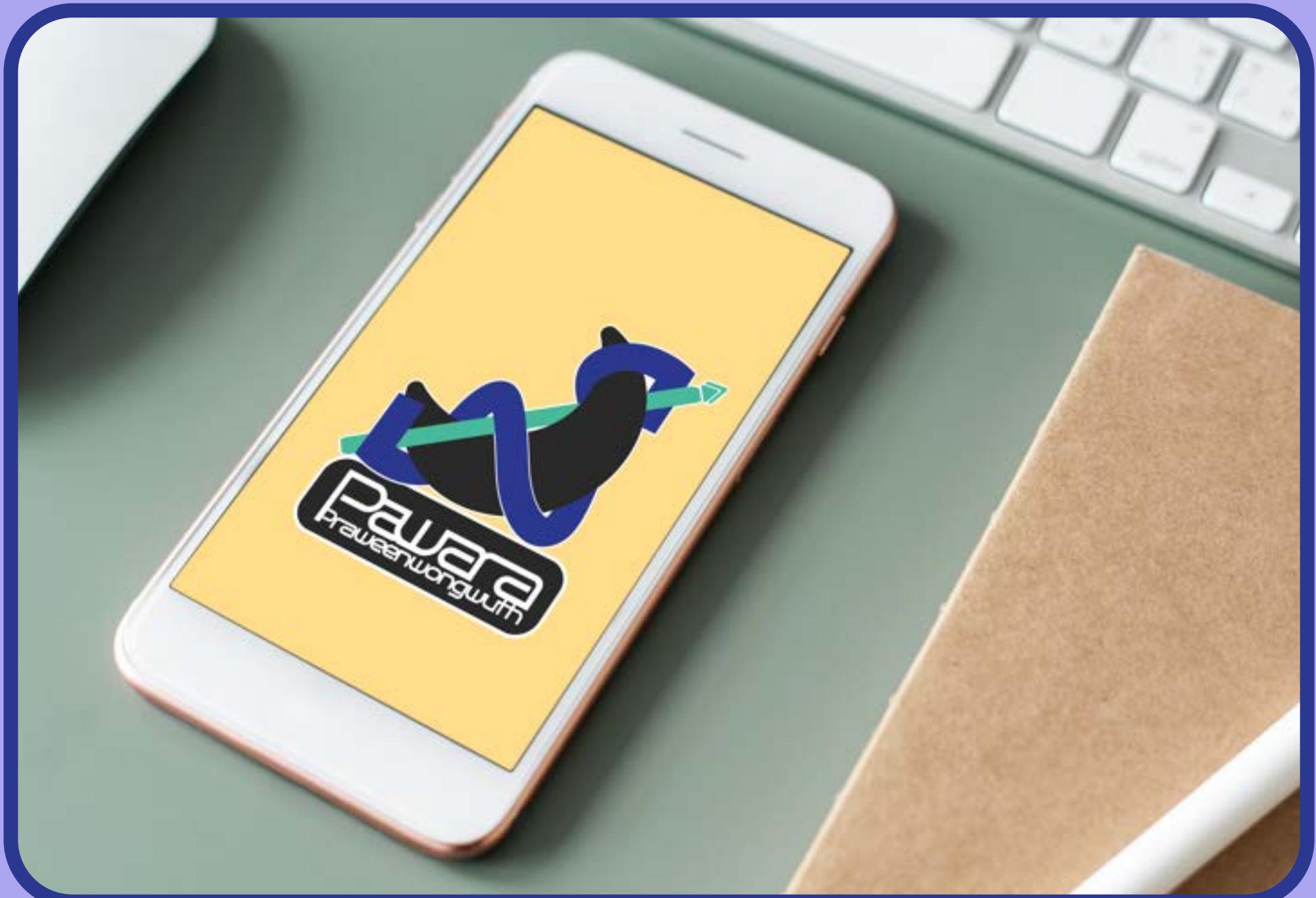
**Ubuntu**

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789 !@#\$%&\*()

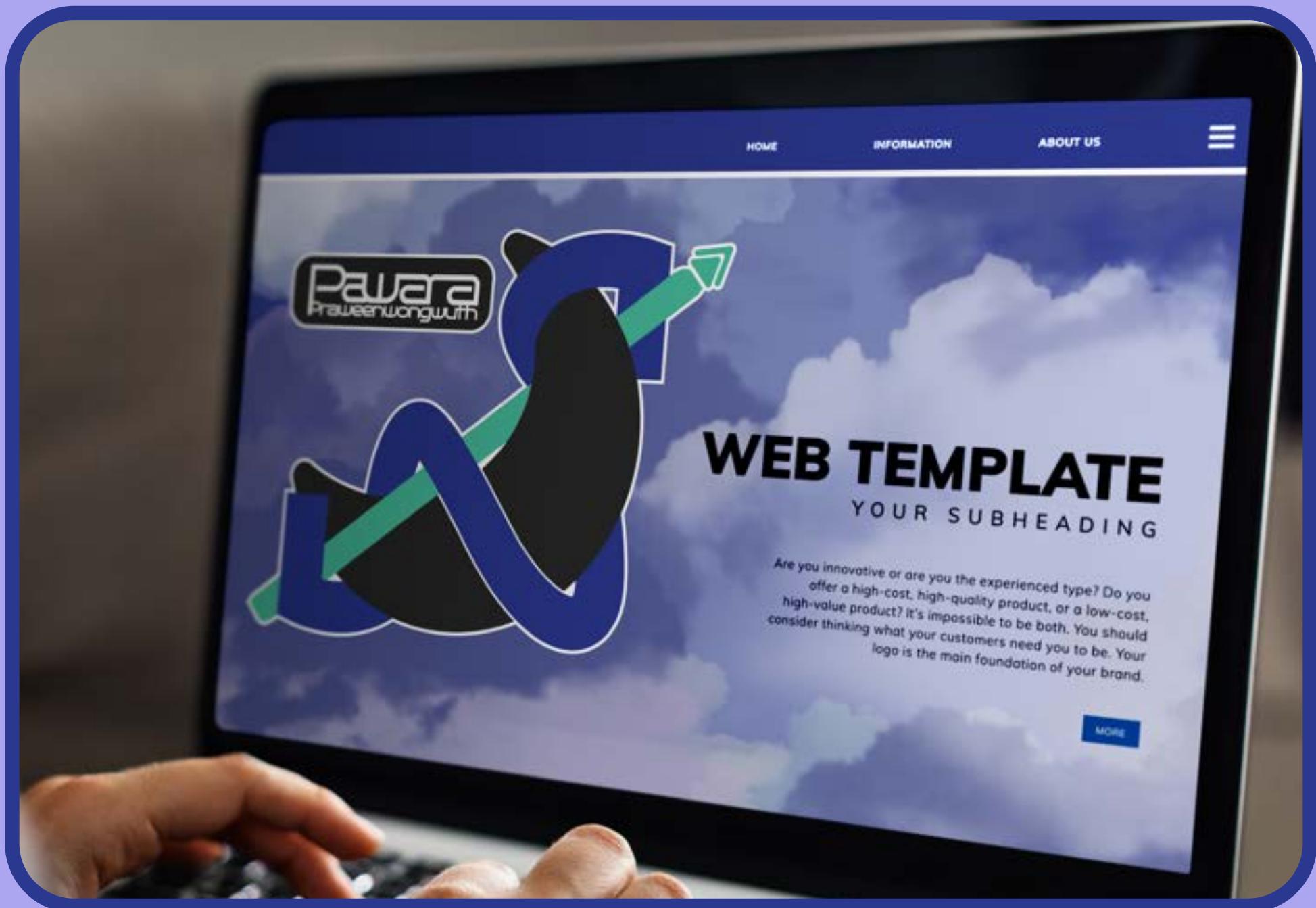
**Ubuntu**

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789 !@#\$%&\*()

# Implementations



# Implementations



# Implementations



# Implementations



