

Branding Portfolio

von Aurelia Niebler

Das hier sind keine fertigen Brand-Bibeln, sondern kleine Seelenauszüge: Mini-CIs, die zeigen, wie unterschiedlich Marken aussehen können, wenn sie gefühlt statt nur gestaltet werden. Denn jede Marke erzählt seine ganz eigene Geschichte: individuell, stimmig und voller Persönlichkeit. ♥



GÄSTEHAUS CENTRO

IN KONSTANZ

FARBPALETTE



#bea6a0
RGB: 190, 166, 160
CMYK: 0%, 13%, 16%, 25%



#a3806e
RGB: 163, 128, 110
CMYK: 0%, 21%, 33%, 36%



#c49675
RGB: 196, 150, 117
CMYK: 0%, 23%, 40%, 23%



#99654e
RGB: 153, 101, 78
CMYK: 0%, 34%, 49%, 40%



#7a5536
RGB: 122, 85, 54
CMYK: 0%, 30%, 56%, 52%



#627364
RGB: 98, 115, 100
CMYK: 15%, 0%, 13%, 55%



#94a396
RGB: 148, 163, 150
CMYK: 9%, 0%, 8%, 36%



#8f806f
RGB: 143, 128, 111
CMYK: 0%, 10%, 22%, 44%



#655b4a
RGB: 101, 91, 74
CMYK: 0%, 10%, 27%, 60%



#3d3728
RGB: 61, 55, 40
CMYK: 0%, 10%, 34%, 76%

SCHRIFTEN

SCHRIFTEN

Montserrat

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

ELEMENTE



MOODBOARD INSPIRATION





Alena von Aufschnaiter

Farben



#52807D



#B7A085



#F4D73C

Schriften

Host Grotesk

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!@£\$%^&

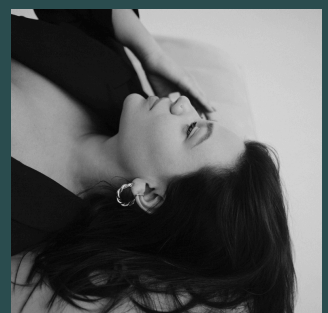
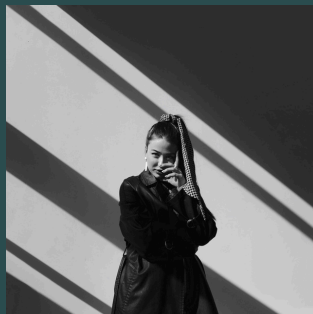
Montserrat

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!@£\$%^&

mood board



DANIELLE DE BOUVIER

SECONDARY LOGO



TYPOGRAPHY

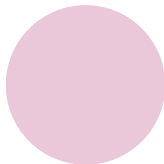
Cormorant SC
Überschriften

Raleway
Fließtext

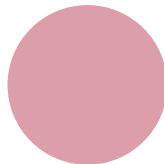
DANIELLE DE BOUVIER

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Convallis convallis tellus id interdum velit laoreet id donec ultrices. Dui sapien eget mi proin sed libero enim sed faucibus, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.

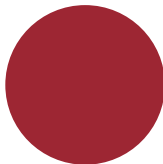
BRAND COLORS



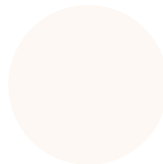
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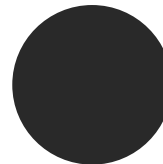
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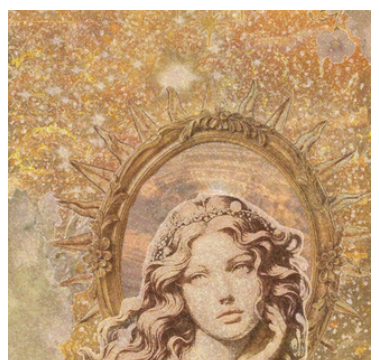
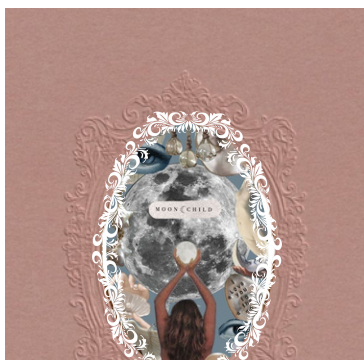
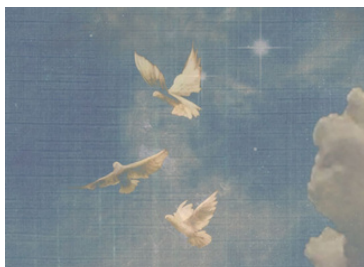


#fdf8f3



#292929

MOODBOARD





marketingmavens



Loémie

F A R B P A L E T T E



HEX #055534
RGB 5,85,52
CMYK 94%, 00%, 39%, 67%



HEX #708663
RGB 112,134,99
CMYK 16%, 00%, 26%, 47%



HEX #a6be9f
RGB 166,190,159
CMYK 13%, 00%, 16%, 25%



HEX #6d9fa4
RGB 000, 000, 000
CMYK 34%, 03%, 00%, 36%



HEX #715843
RGB 113,88,67
CMYK 00%, 22%, 41%, 56%



HEX #a67c52
RGB 166,124,82
CMYK 00%, 25%, 51%, 35%



HEX #c49675
RGB 196,150,117
CMYK 00%, 23%, 40%, 23%

S C H R I F T E N

Montserrat

Aa

Signature

Aa

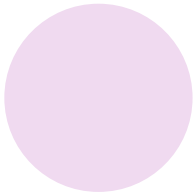
M O O D B O A R D I N S P I R A T I O N



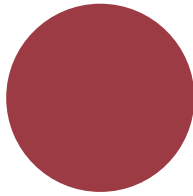
AURELIA NIEBLER

Selfful Branding & Visibility Coach

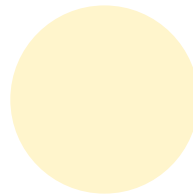
Farbpalette



#F0DAF0



#9D3B44



#FFF5CC



#DCE8FF

Schriften

Blesta Script

Poppins

Prata

Roboto light



