

Daniel Pauhl

Self Branding | Final Logo

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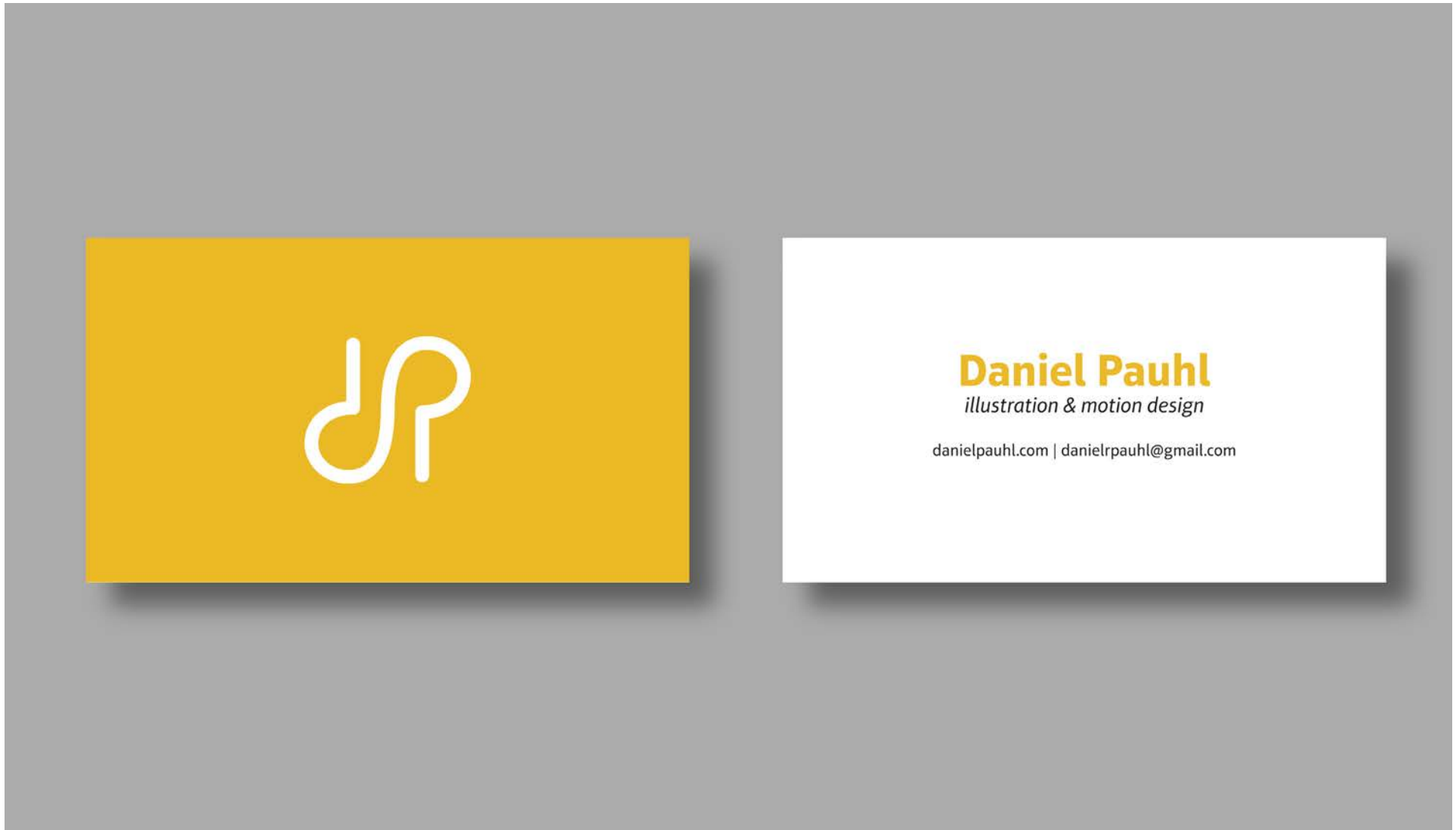
Committed to Curiosity

Dedicated
Wanderer
Genuine
Helpful
Gentle

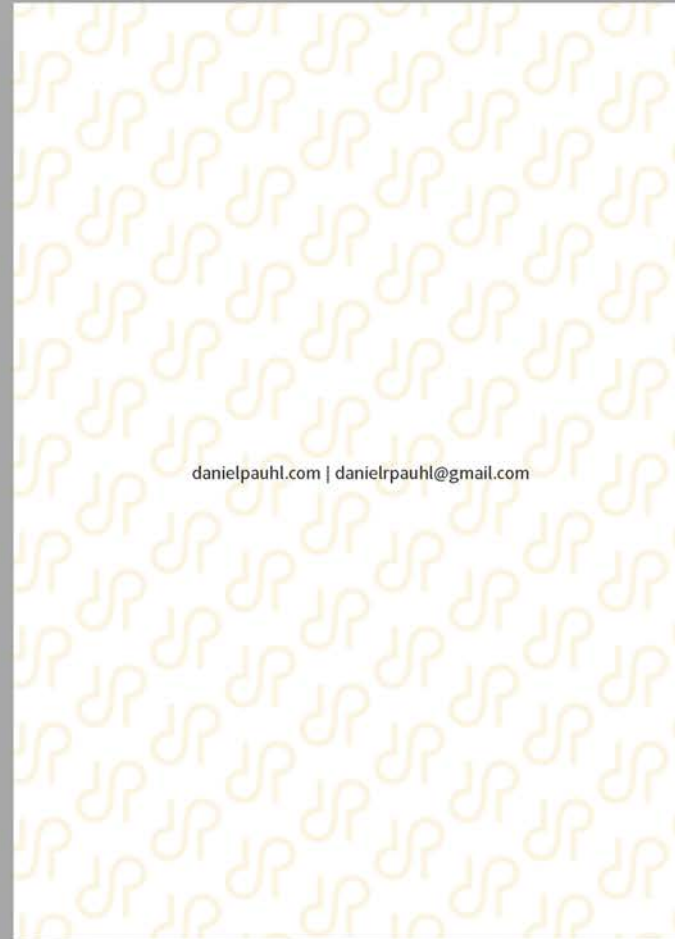
Simple and subtle, this logo successfully represents who I am. The double-take demonstrates a clever use of line and negative space which emphasizes my value on deeper meanings and curiosity. Yellow was chosen as the key colour because it is warm and welcoming. Although very symmetrical, the hand-done feel and curved lines refer to my gentle and considerate nature. The succinctness of the logo represents the level of thoroughness I strive for in all of my work.



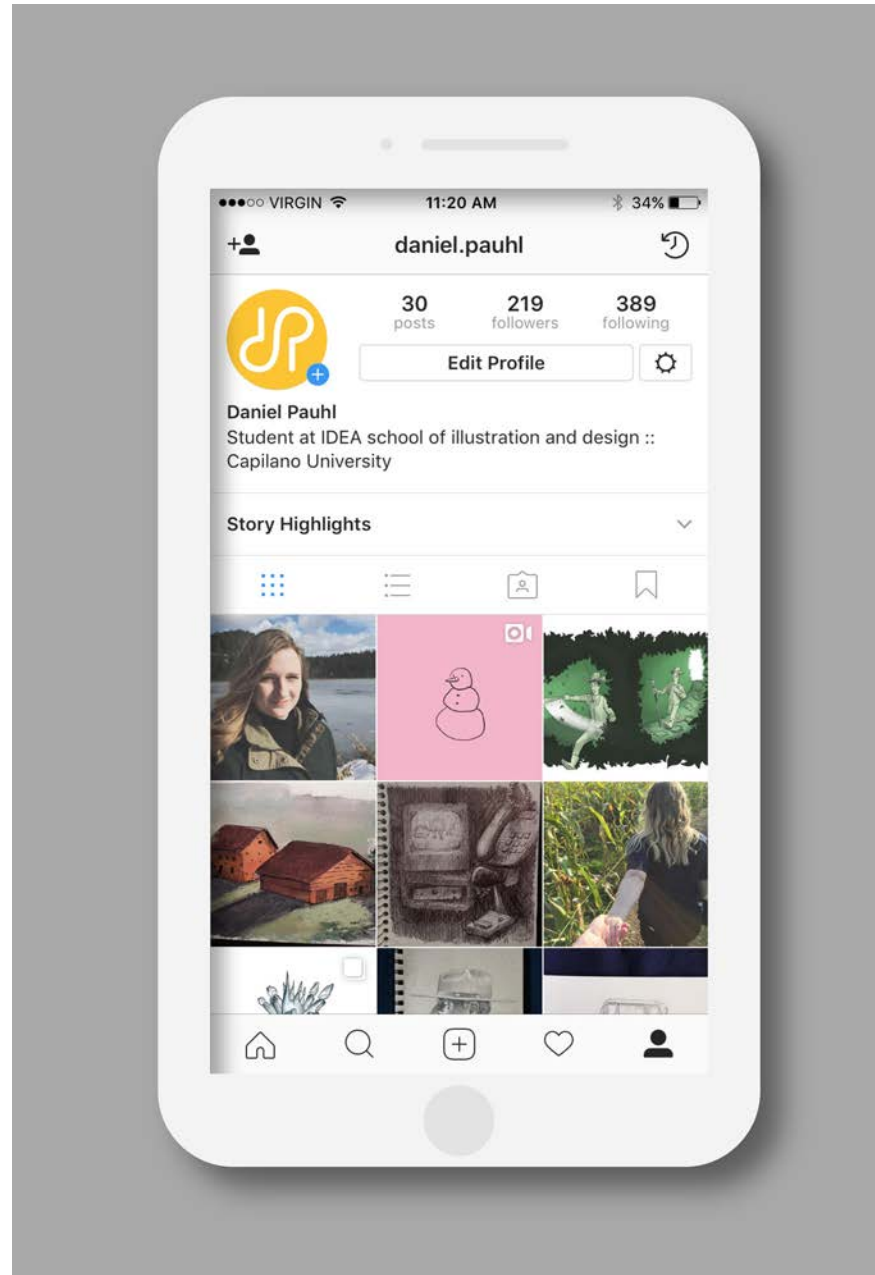
Business Card



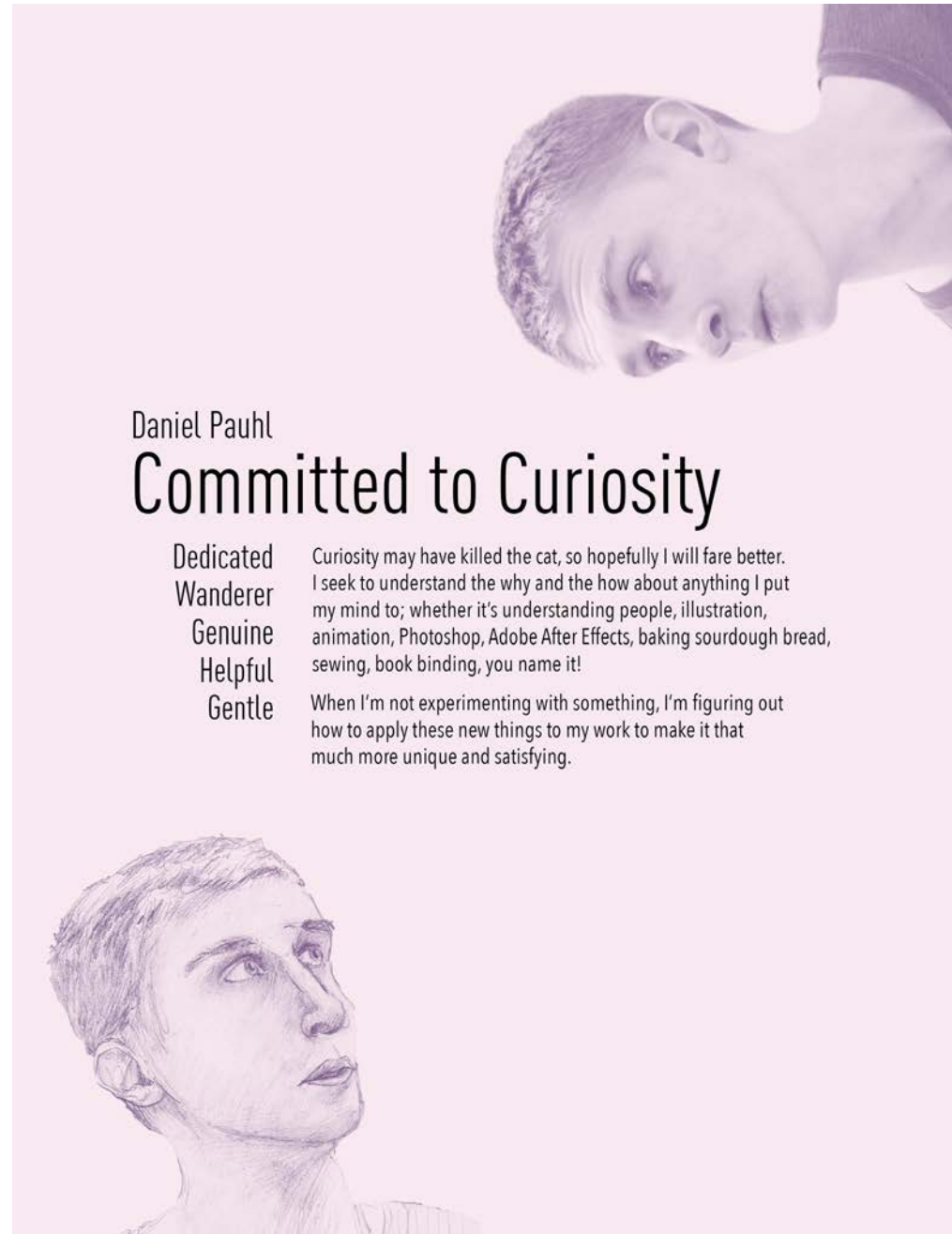
Mail-out



Instagram

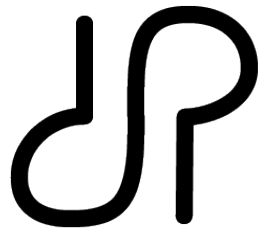


Snapshot Poster

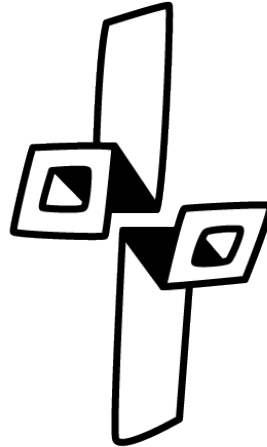


3 Concepts

Concept 1



Concept 2

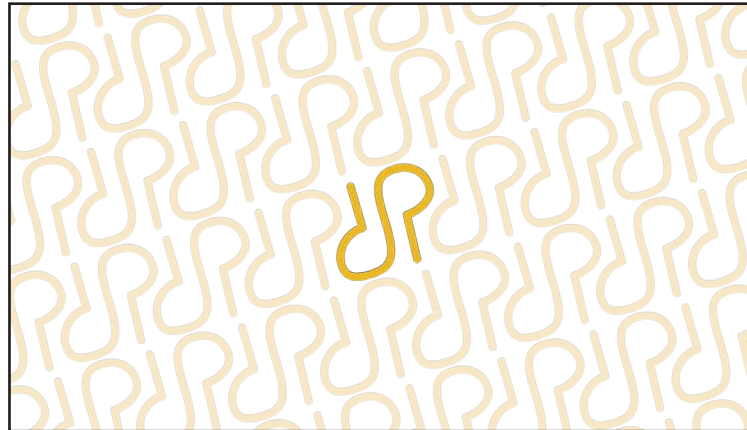
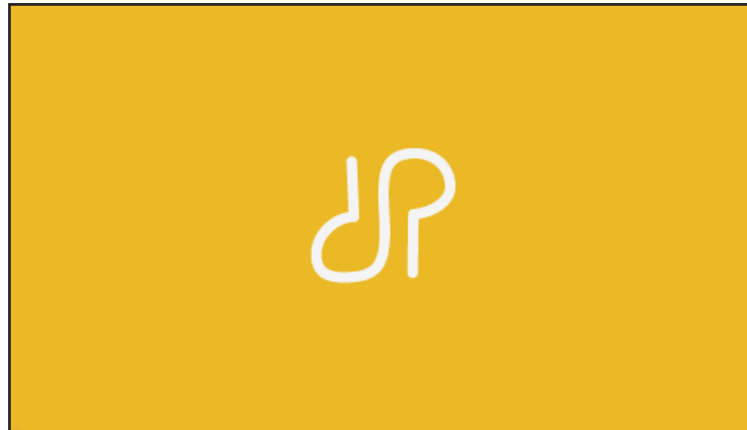
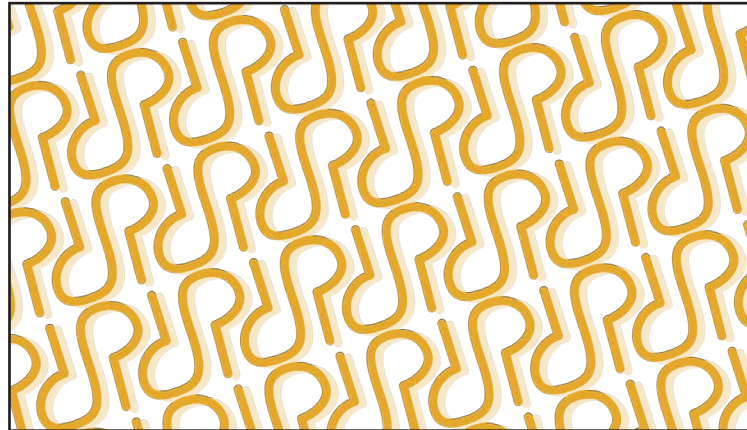
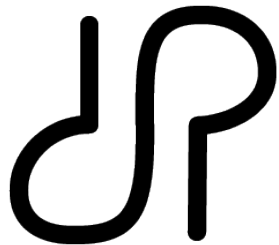


Concept 3



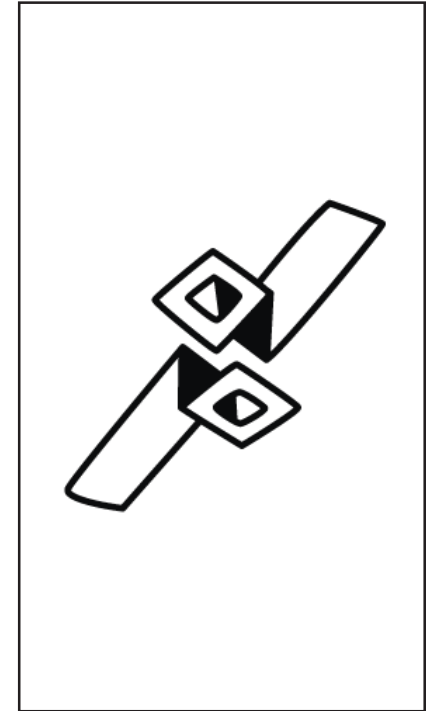
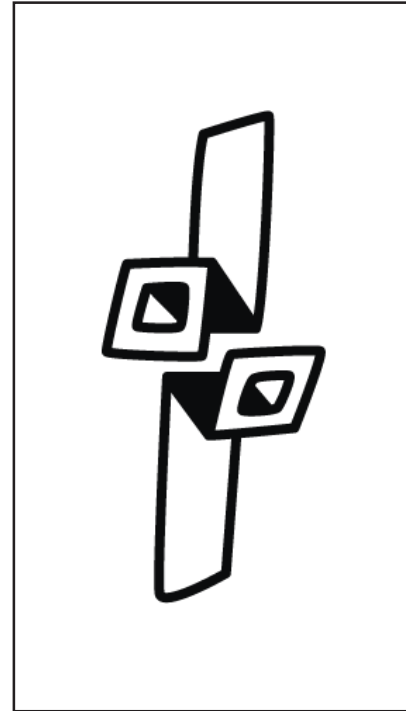
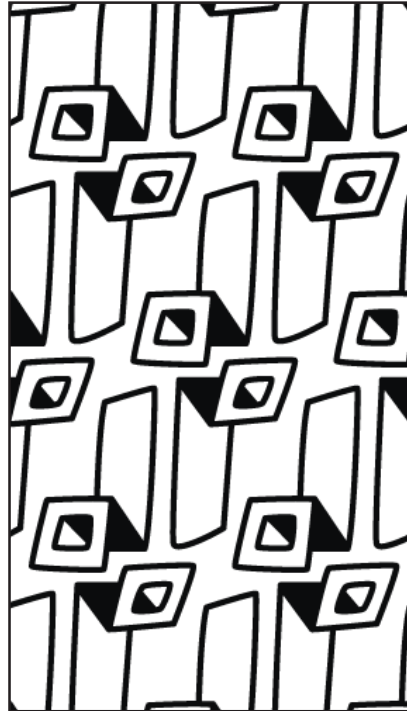
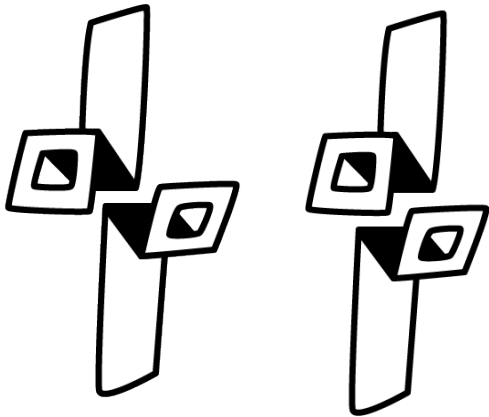
Concept 1

This logo focuses on the use of subtle meaning that I always seek out with my work. There is a double-take that demonstrates the clever use of line and negative space, further emphasizing that there is always meaning beyond first glance. The warm yellow is welcoming and the gentle lines point to my gentle and open nature.



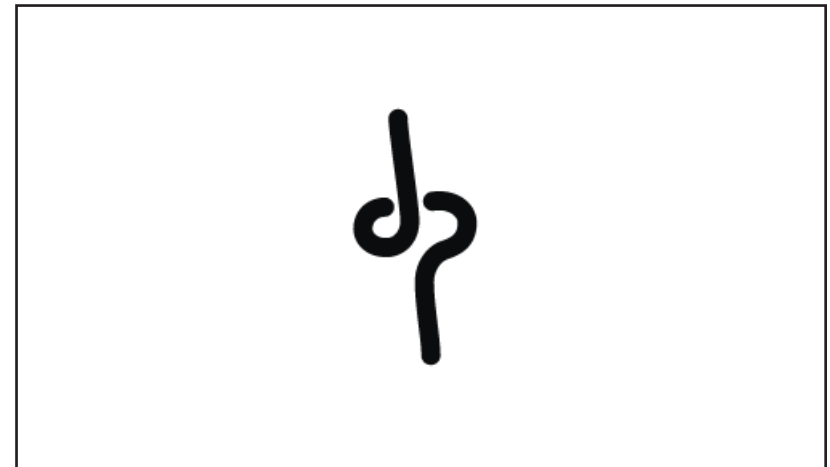
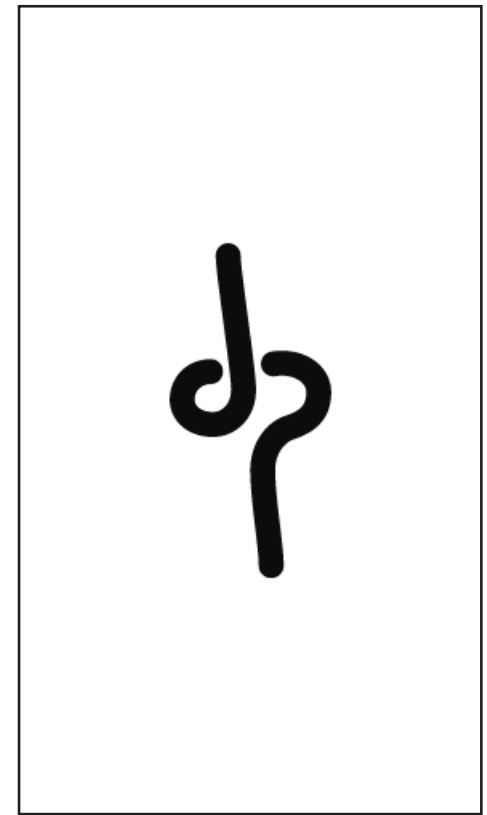
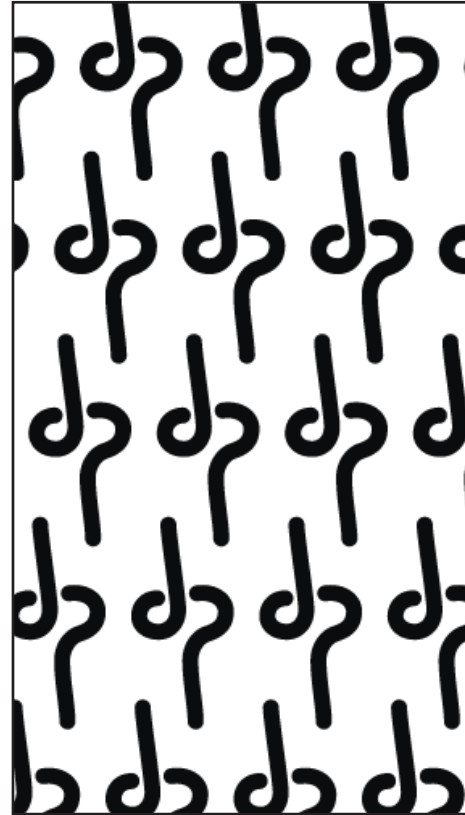
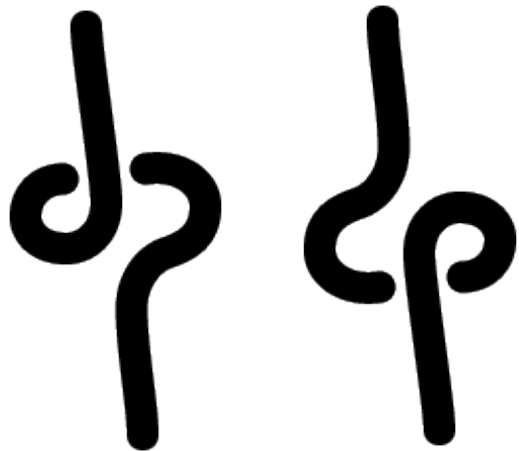
Concept 2

Referencing my use of cut paper illustrations, this logo emphasizes hand-crafted elements. The logo isn't entirely clean cut but has small inconsistencies and bends to subtly contribute to the overall "human-touch" idea. The use of depth creates an added layer of dimension and interest that sells the idea of tactility. The opportunity for animation is here and the form lends itself to bring in more graphic devices for different platforms.



Concept 3

Based on the idea of a unique signature, the simplicity and imperfection speaks to my illustration side. The ease and flow of the line is inviting to look at and speaks of my gentle and friendly personality. The completeness of the logo allows the logo to hold its own in any space, making it versatile across many mediums, including animation.



Design Moodboard



Typography Moodboard

**Circular
&Flex**

Friday

CONDENSED

**Amster
dam**

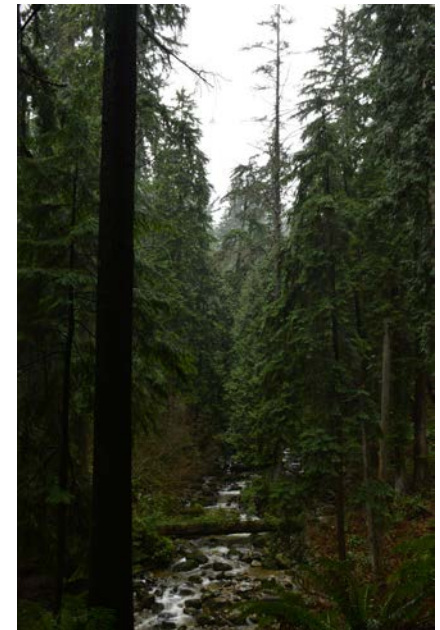
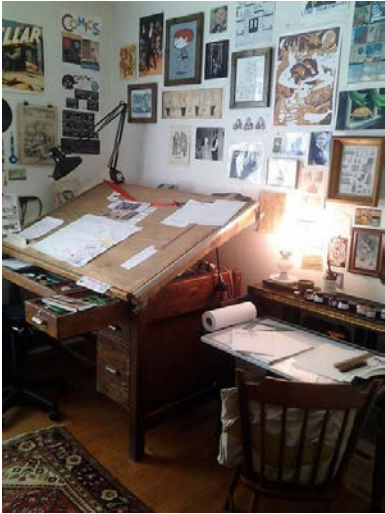
Goodhertz

**abcdefghijklmnop
klmnopqrs
tuvwxyz**

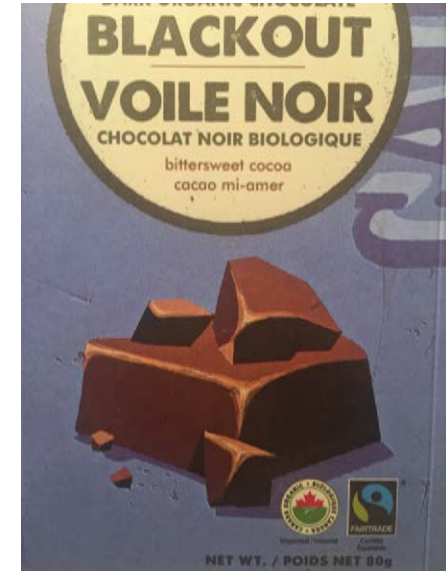
Windsor DOT
URW++

Kitty's
KOMBUCHA

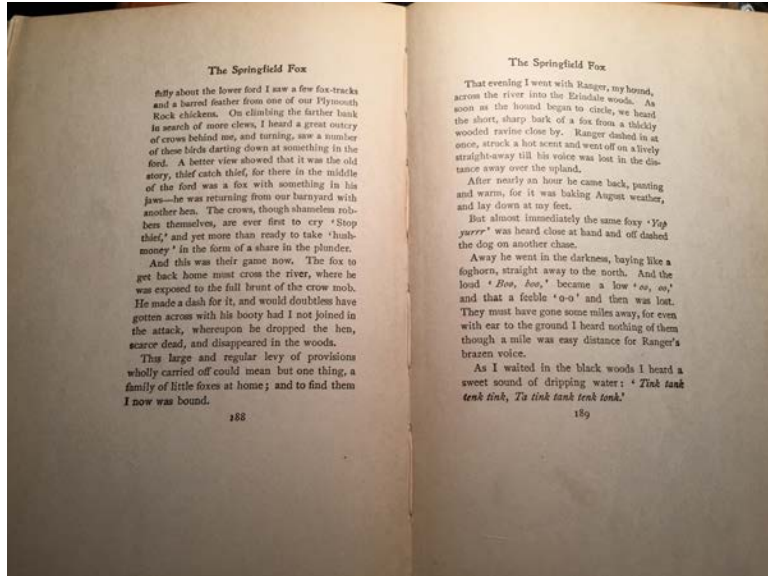
Places to Work and Play



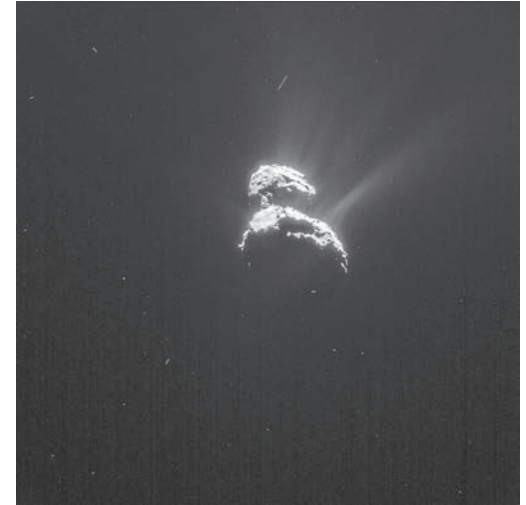
Tastes



Smells



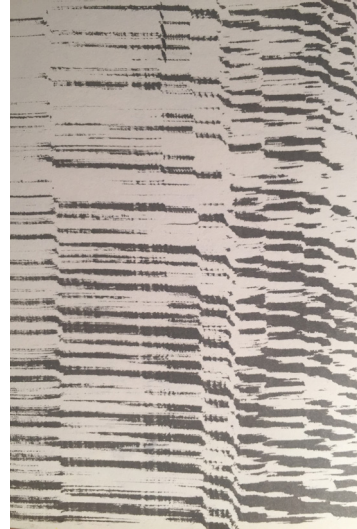
Sights



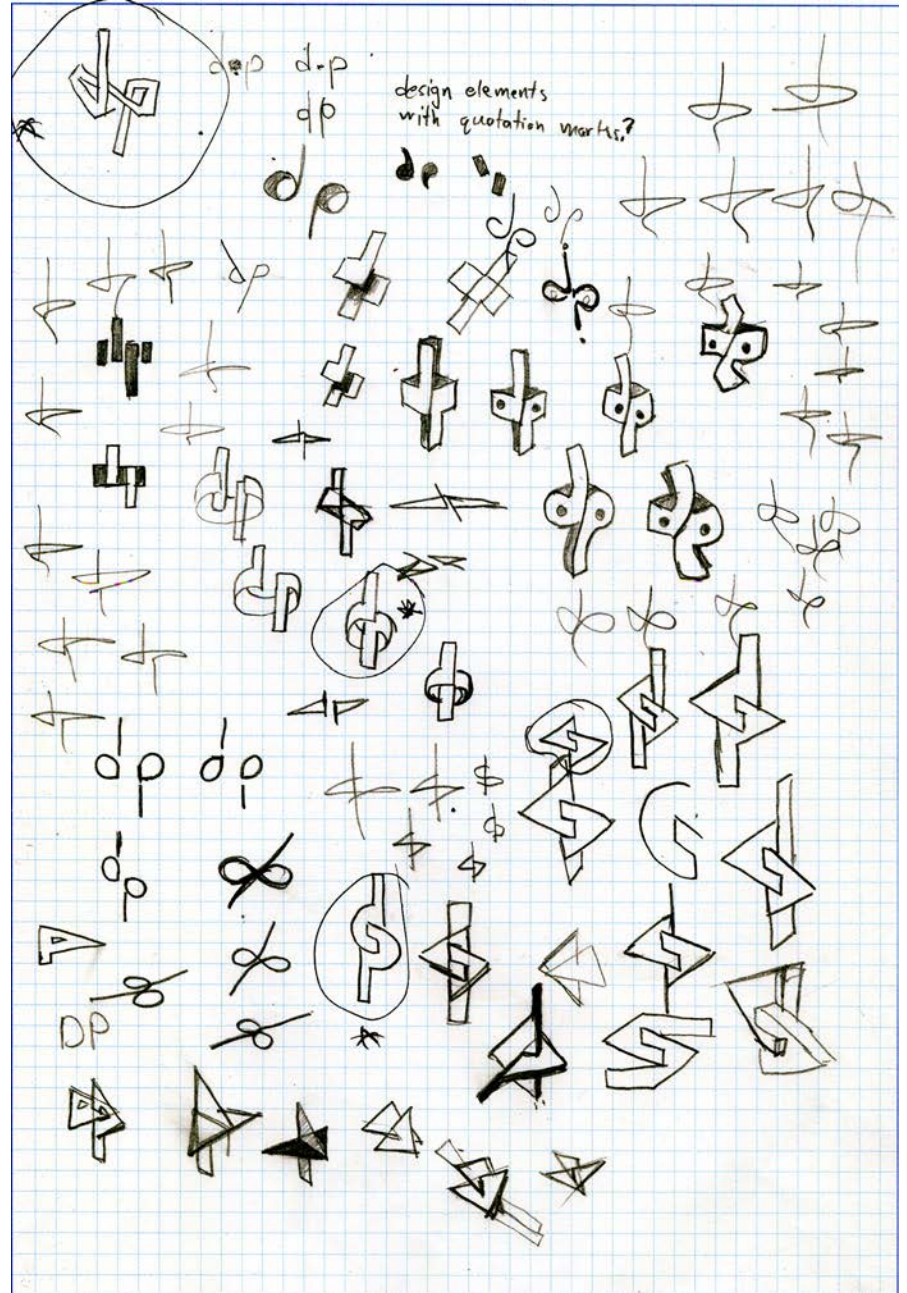
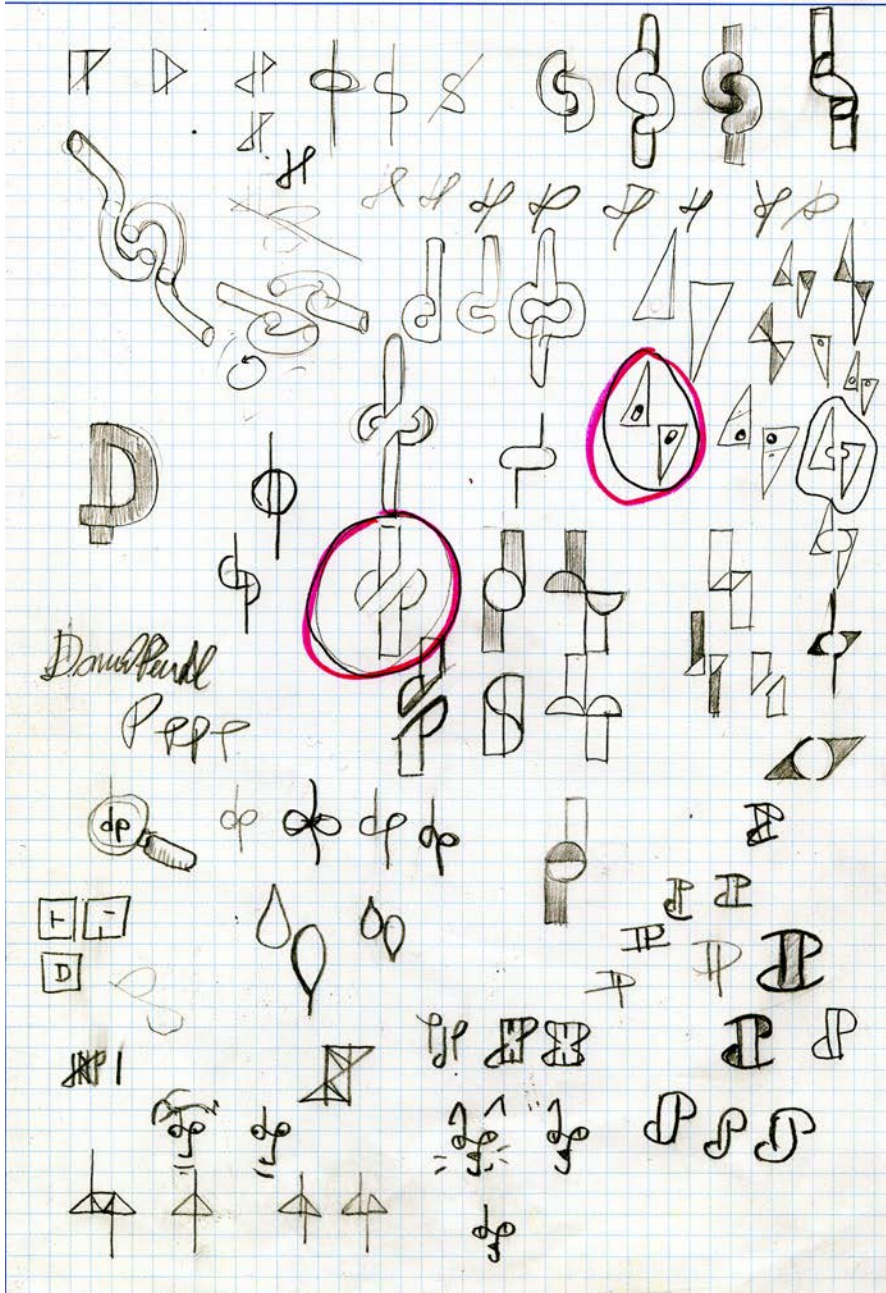
Sights



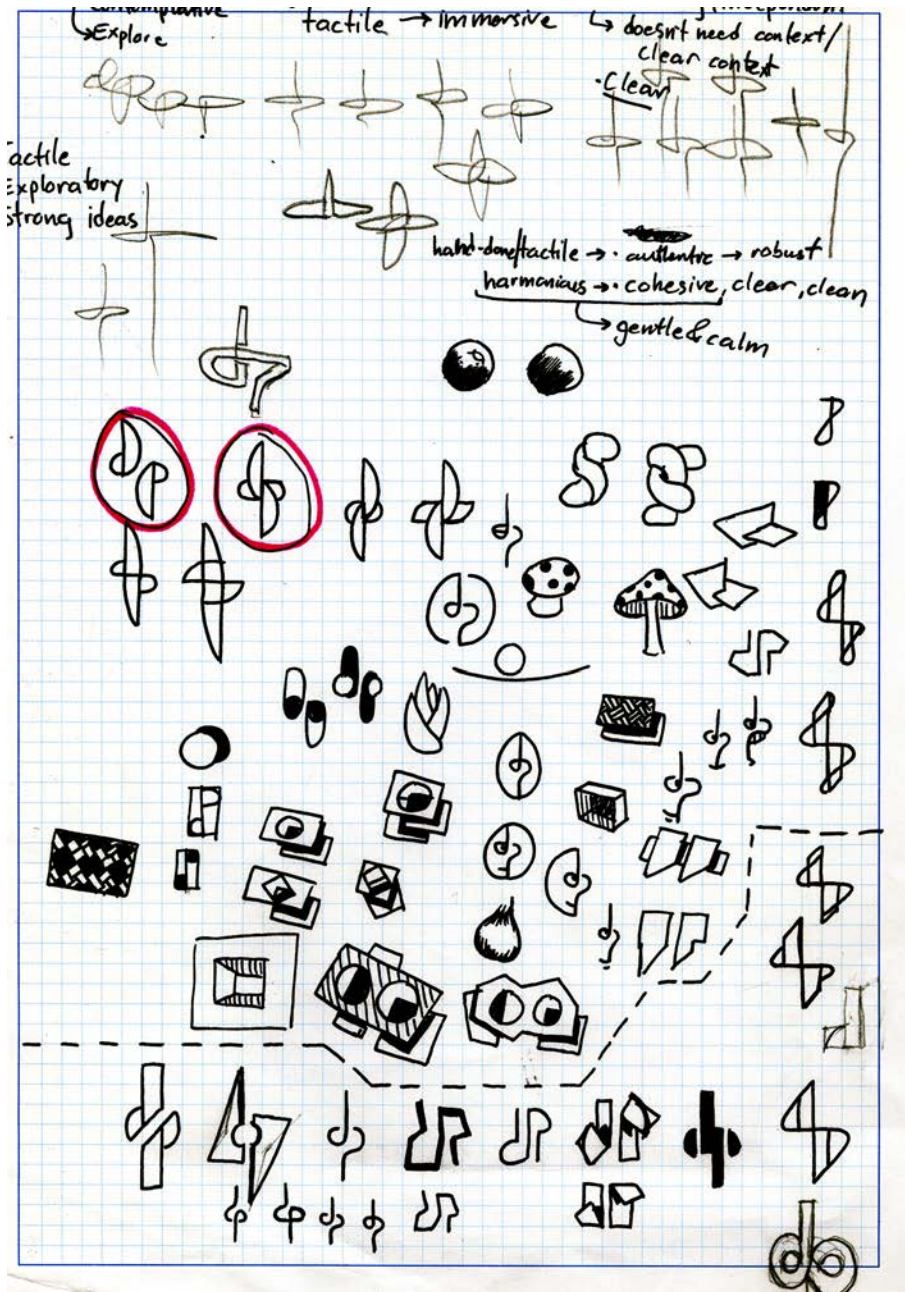
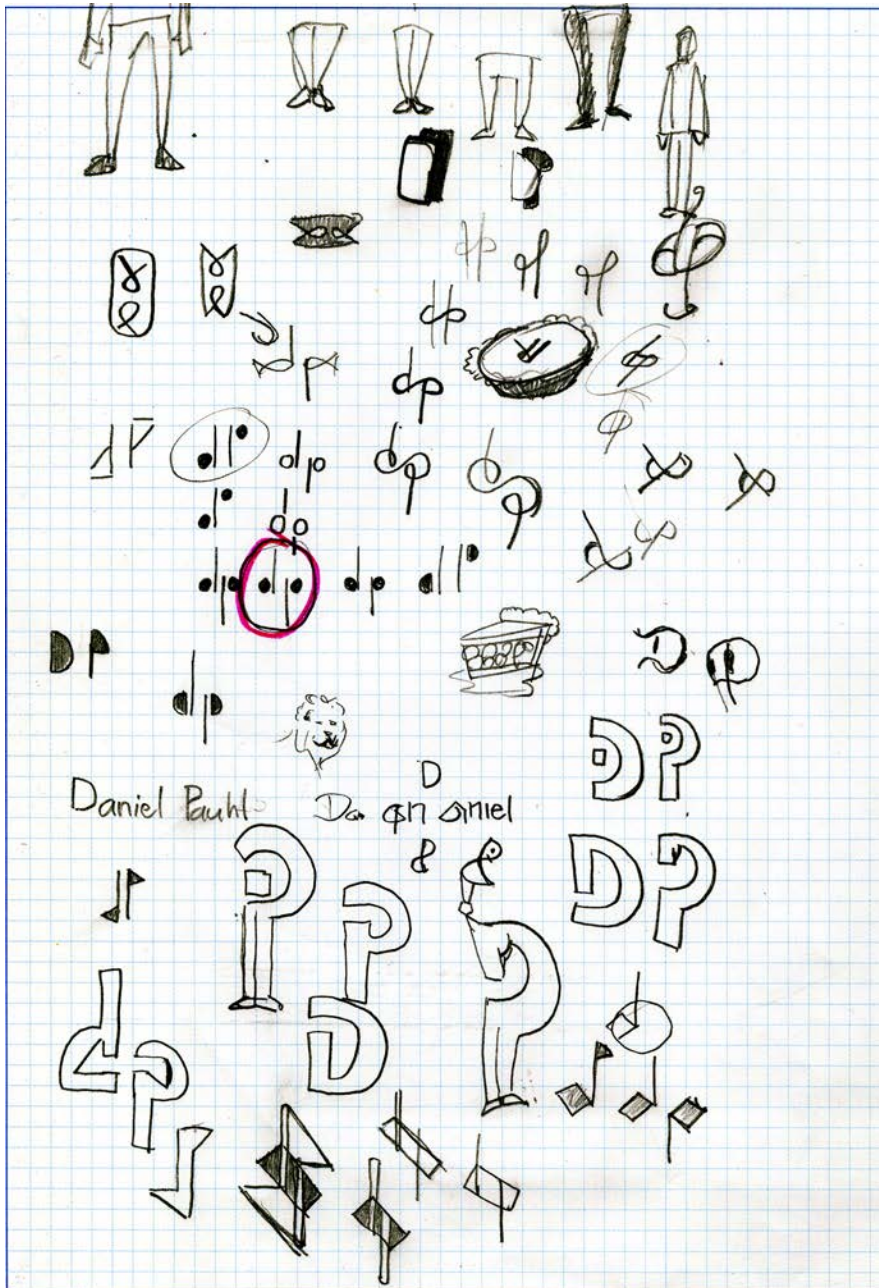
Textures



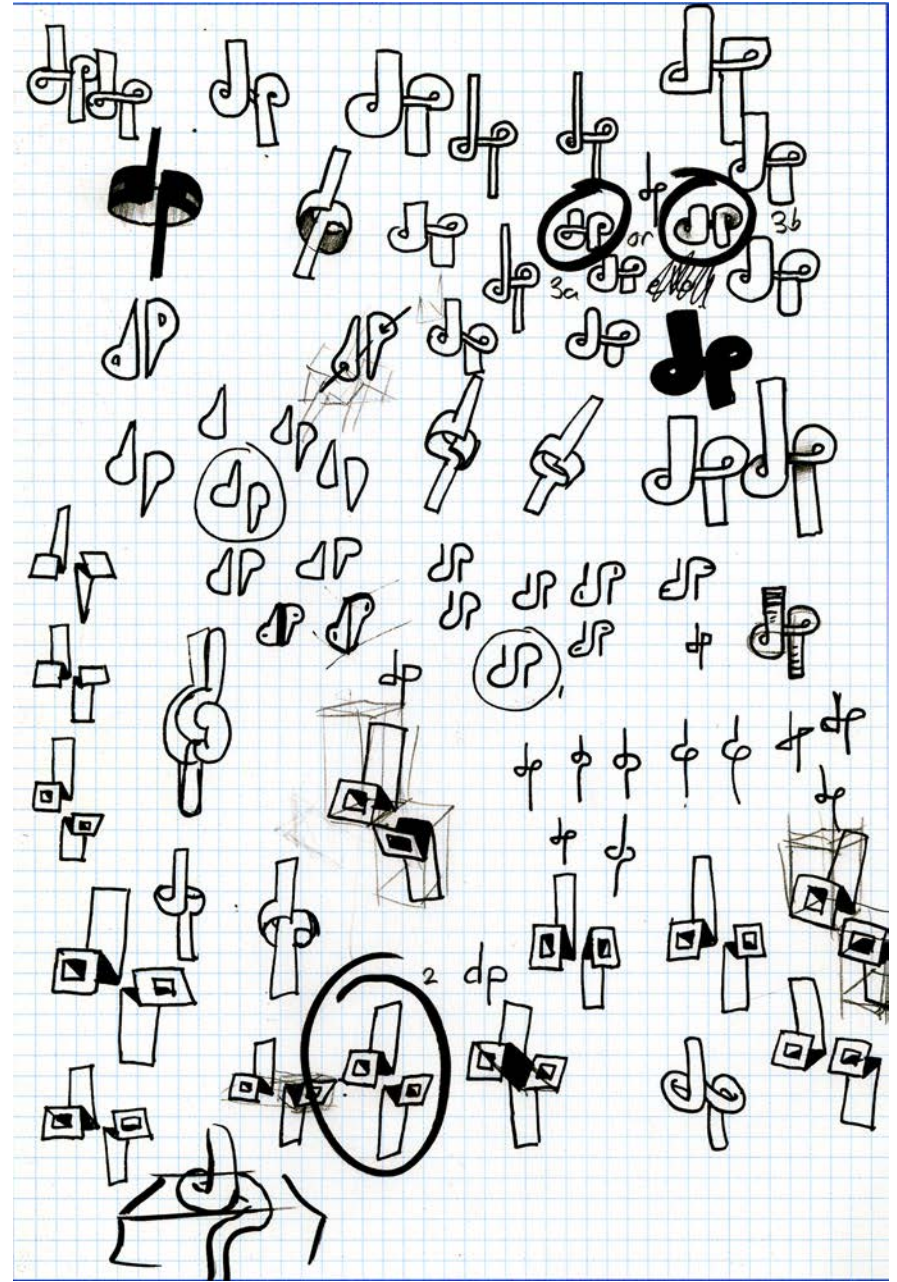
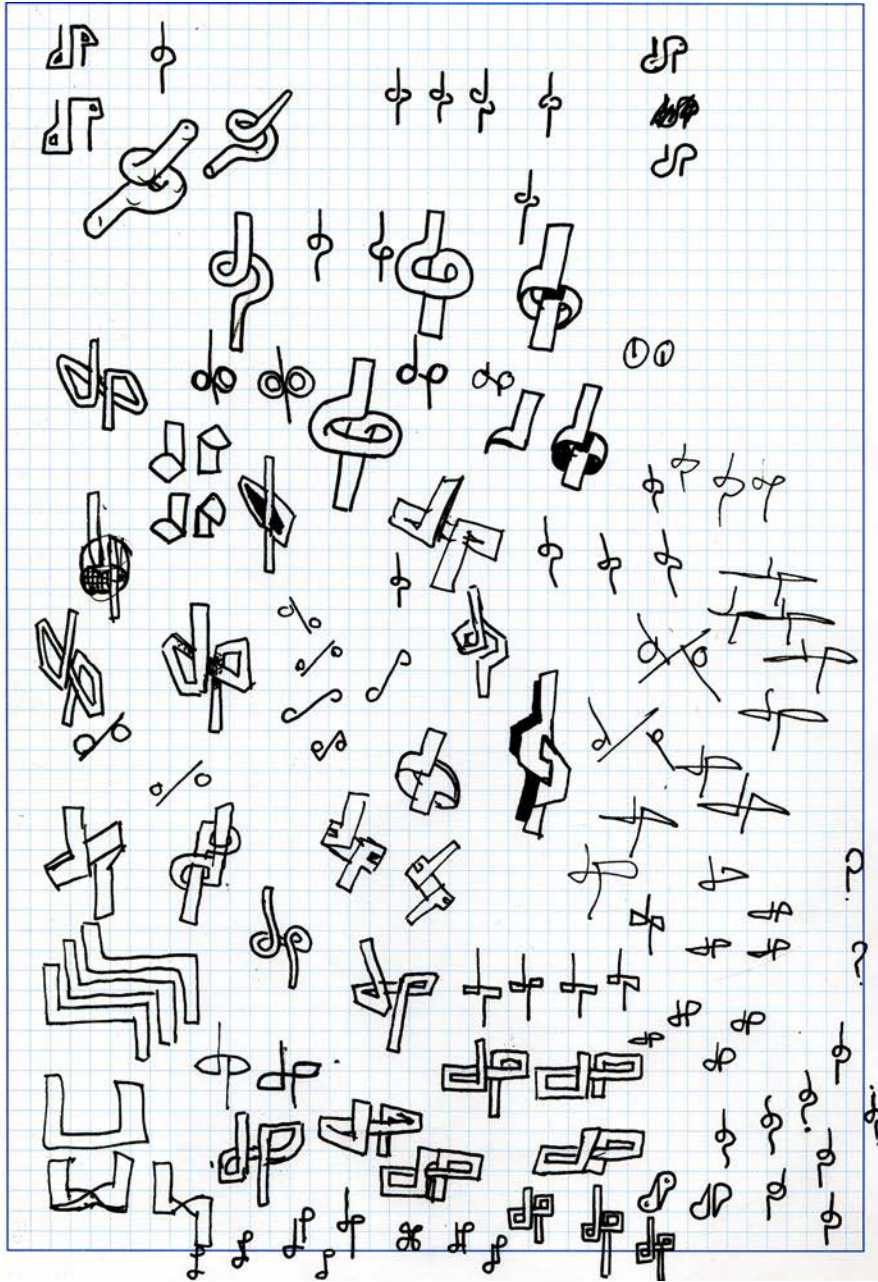
Sketches



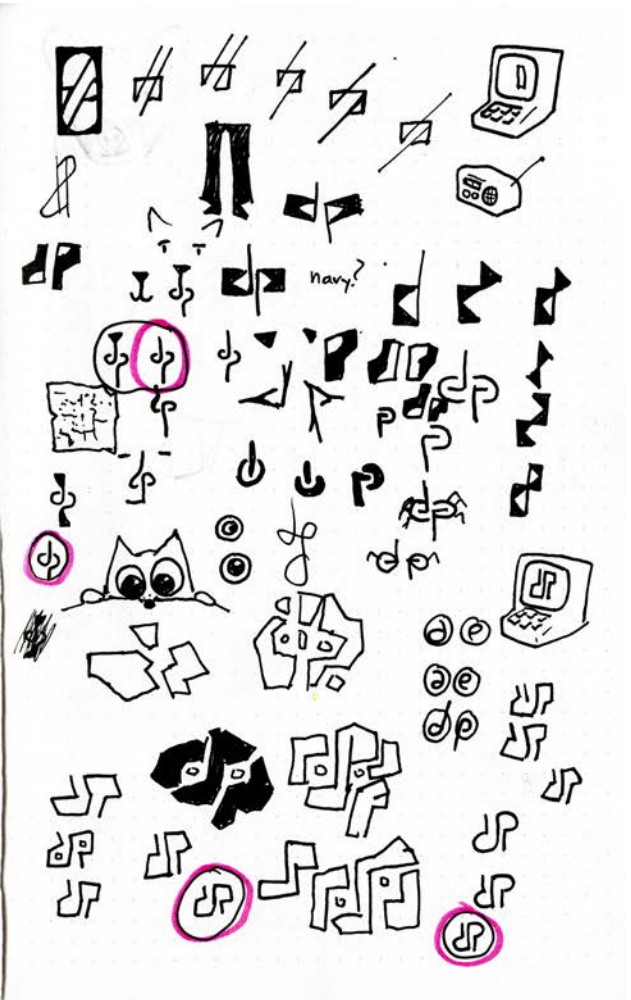
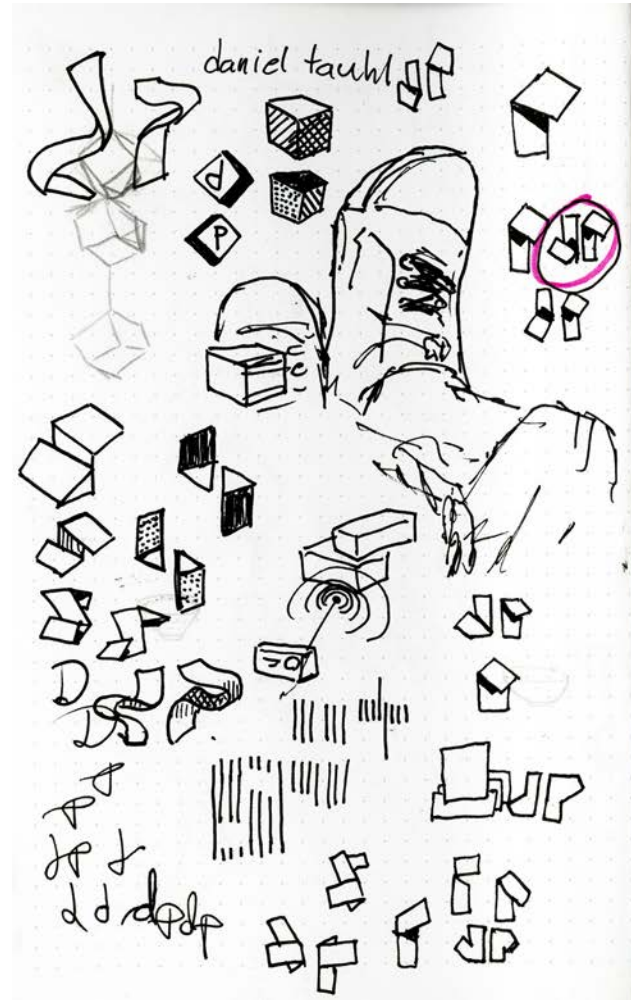
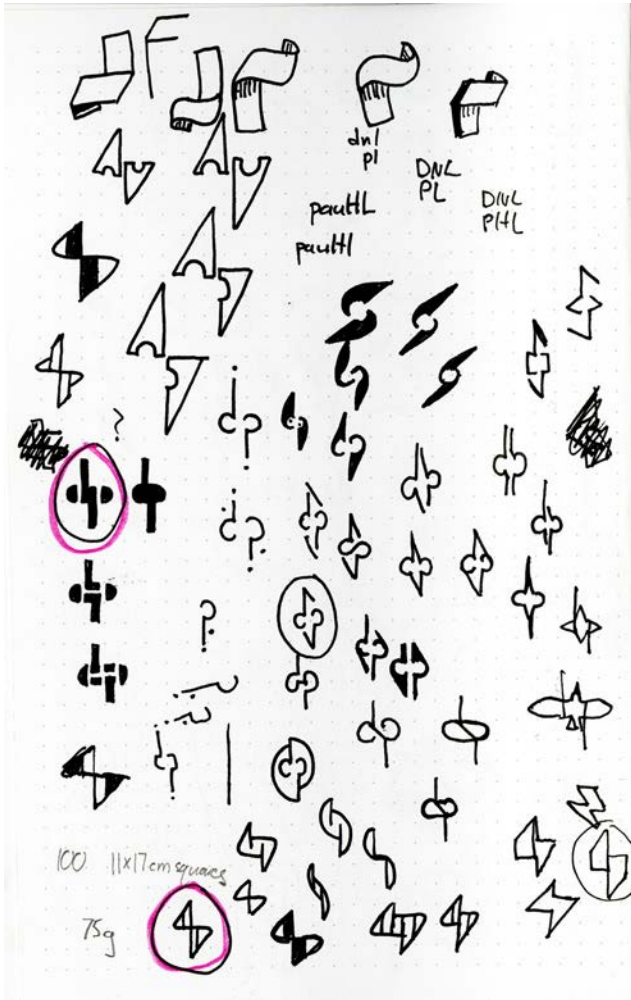
Sketches



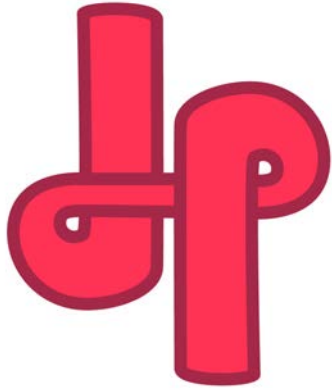
Sketches



Sketches



Drawing Room Floor



Creative Brief

Overview and Background:

Who? Daniel Pahl is looking to enter the creative industry as an illustrator who offers strong concept/story driven illustrations. Flavoured with hand-done tactility, his work is cohesive and balances clear messaging with subtle contemplation (USP). Daniel is always curious and dedicates his energy to fully understand the inner workings of things for the benefit of efficiency, effectiveness and authenticity.

Why? He wants to create a self-brand that will reflect and promote his professional work according to his personality and work.

Who are we directing this to?

Potential clients, including art/creative directors, looking for an illustrator.

What is...

The Message? Clear ideas/stories are strengthened by Daniel's clever subtleness.

He creates an immersive and memorable experience through cohesive and tactile applications of illustration, design and motion graphics.

The Tone? Subtle humor, gentle

Personality? Inviting, curious, contemplative

Why?

Why will they care? Clear and fresh, the brand will convey Daniel's personality and work essence.

What do we want them to care about? Tactile/exploratory approach to illustration/design backed by strong idea generation delivers memorable and relevant solutions.

Where

Deliverables? Personal logo, illustrated promotional mail-outs, website, business cards, social media, email. A comprehensive system for branding that is clear and recognizable.

Is there a specific place? Web and print platforms.

How

Mandatories? Must include printed mailout promotions.

Stay Away from? Cliché "crafty" elements, paint splatters, ink lines, random incoherent/irrelevant doodles.

Budget? However much postage and website costs are.

How will success be measured?

Job offers, positive responses, social media following (instagram)