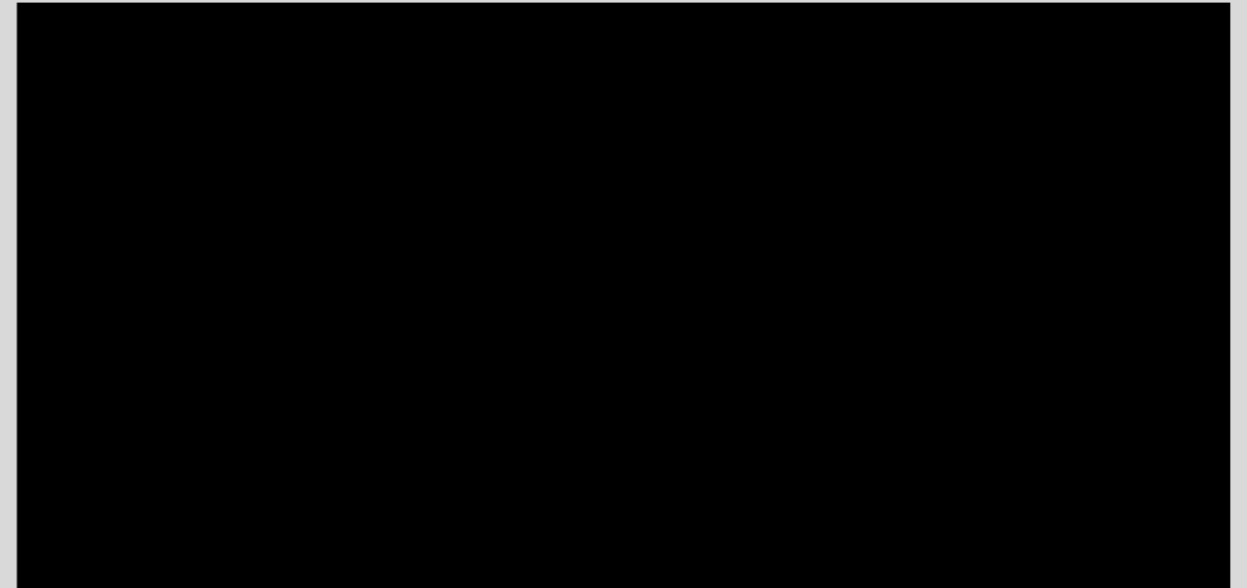


FABIAN
DELVEN

Brand Case Study

The brand is led by core values: Creativity, Authenticity, Precision, Collaboration, and Respect. Fabian Delven aims to elevate startups and small businesses through creativity, innovation, and collaboration. The brand story is ongoing, representing a brand identity designer who sees beyond the brief to create designs that reflect a brand's true identity, uphold sustainable practices, and contribute to a larger purpose.



Client

Fabian Delven

Timeline

1 Months

Project

Brand Guidelines

Date Completed

June 2020

Mission Statement

I aim to craft compelling brand identities that authentically represent and amplify a brand's story, fostering meaningful connections with its audience. He aims to deliver unique and memorable brand identities, contributing to client success by enhancing visibility, resonance, and engagement with their target audience.

My Beliefs

My beliefs are grounded in my core values: Creativity, Authenticity, Precision, Collaboration, and Respect. I believe in crafting compelling identities that authentically represent and amplify a brand's story. My actions are guided by honesty, ensuring communication transparency and design integrity. I place high importance on quality, promising to deliver exceptional design that aligns with the client's vision. I seek out innovation to encapsulate each brand's unique story and identity.





Passion and Learning

I am passionate about my work as a graphic designer and helping businesses grow their online presence through effective design. I understand the importance of a strong online presence and am committed to using my skills to help my clients succeed. I am always excited to take on new challenges and projects in this area.

Voice and Tone

Fabian Delven's voice is described as "authentic, consistent, and adaptable". It reflects a commitment to presenting a genuine, unified image, while also being flexible in tone to meet different situations and audience needs. This voice communicates principles of honesty and transparency, and it can adapt its tone to various circumstances. It is also described as a harmonious symphony of progressive design and unbridled optimism.



Logo

Fabian Delven logo is versatile, offering three distinct usage options: it can be utilized solely as an icon that merges the letters F and D, as just the letter mark "Fabian Delven," or in a combined format. In the combined format, the icon can be placed above the lettermark or to its left, forming a horizontal rectangle. This adaptability ensures the logo maintains its unique identity across various applications. The logo is a cohesive blend of the letters F and D, ingeniously combined to form a distinctive icon. Designed to focus on symmetry and balance, the logo embodies Fabian's identity in a square layout, emphasizing readability and aesthetic appeal, representing a fusion of personal branding and visual impact.



Wordmark

FABIAN
DELVEN



Icon



Logo Misuse



Do not alter the logo's colors in any way.



Do not lock up text to the logo.



Do not place the logo in a holding shape.



Do not add elements or shadows.

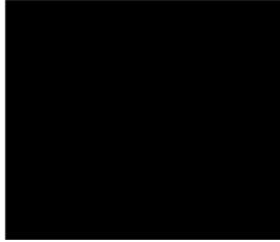


Do not alter the logo's shape in any way.



Do not change the relationship of components.

Color Paletts



Black: A symbol of sophistication and elegance, black is a robust foundation for your brand. It offers a strong contrast that enhances visibility and readability, making other colors pop while conveying a sense of authority and reliability. Black can anchor your brand's visual identity in text, backgrounds, and core design elements.



Yellow: As a primary color, yellow brings energy, optimism, and attention-grabbing vibrancy to your brand. It can stimulate feelings of happiness and creativity, making it an excellent choice for call-to-action elements and highlights and injecting a dynamic, youthful spirit into your brand identity. Yellow can be used to guide the user's attention and to highlight critical information or design elements.



White: Representing purity and simplicity, white provides a clean backdrop that allows other colors to shine. It introduces space, clarity, and breathability into your designs, facilitating a minimalist and user-friendly aesthetic. White can be utilized in background space elements to create a sense of balance and harmony within your design compositions.

Typography

Helvetica Now Family

Helvetica Now Bold: This weight is chosen for its assertiveness and clarity, making it ideal for headings, subheadings, and any text that requires emphasis or importance. Its bold presence stands out, ensuring that key messages capture attention effectively.

Helvetica Now Regular: The backbone of our textual content, Helvetica Now Regular is selected for body text, descriptions, and standard communication. Its clean, neutral appearance promotes readability and maintains a professional tone across all written materials.

Helvetica Now Light: Utilized for captions, footnotes, and less prominent text, Helvetica Now Light provides a subtle contrast to the more dominant weights. Its lighter stroke ensures that such text complements rather than competes with the primary content.

Helvetica Now

Aa

Helvetica Now Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Helvetica Now Black

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Helvetica Now Light

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