

# Design guide

Rosie Frankland

# Introduction

Based on strengths and wishes of the Artist (Rosie Frankland), it has been decided to create a design guide, which is aimed to form an overview of the Artist's visual identity and to describe the basic principles for the use of the logo, style, color and images.

It has been decided that the design should not stand in the way of the message the Artist wanted the world to see.

# Strategic Input

- Creative
- Rebellion
- Free soul
- Spiritual
- Pin Up
- Diversity
- Passion
- Unique
- Original
- Urban

# Logo Idea

## Moon Wolf Logo



Small



Large

# Logo Variations



# Logo Variations



# Logo Variations



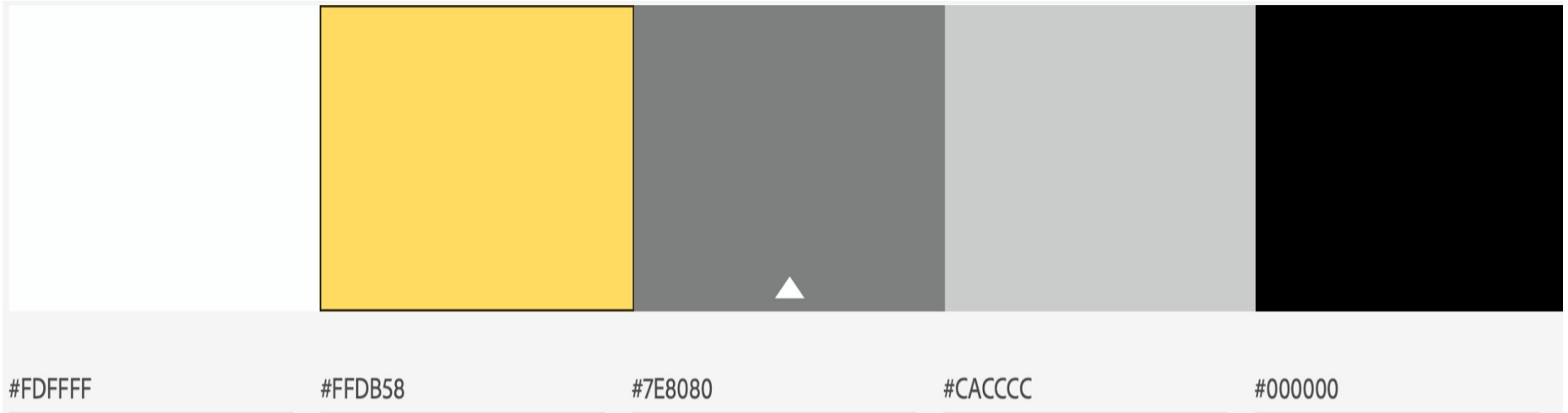
Typeface

Avenir

Lovely Home Regular



# Colours



Images









For more detailed info  
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