

**BLY  
NK**

— 001.

Tayson Trends

Brand Presentation

# TAYSON Trends

**Branding Identity Kit**

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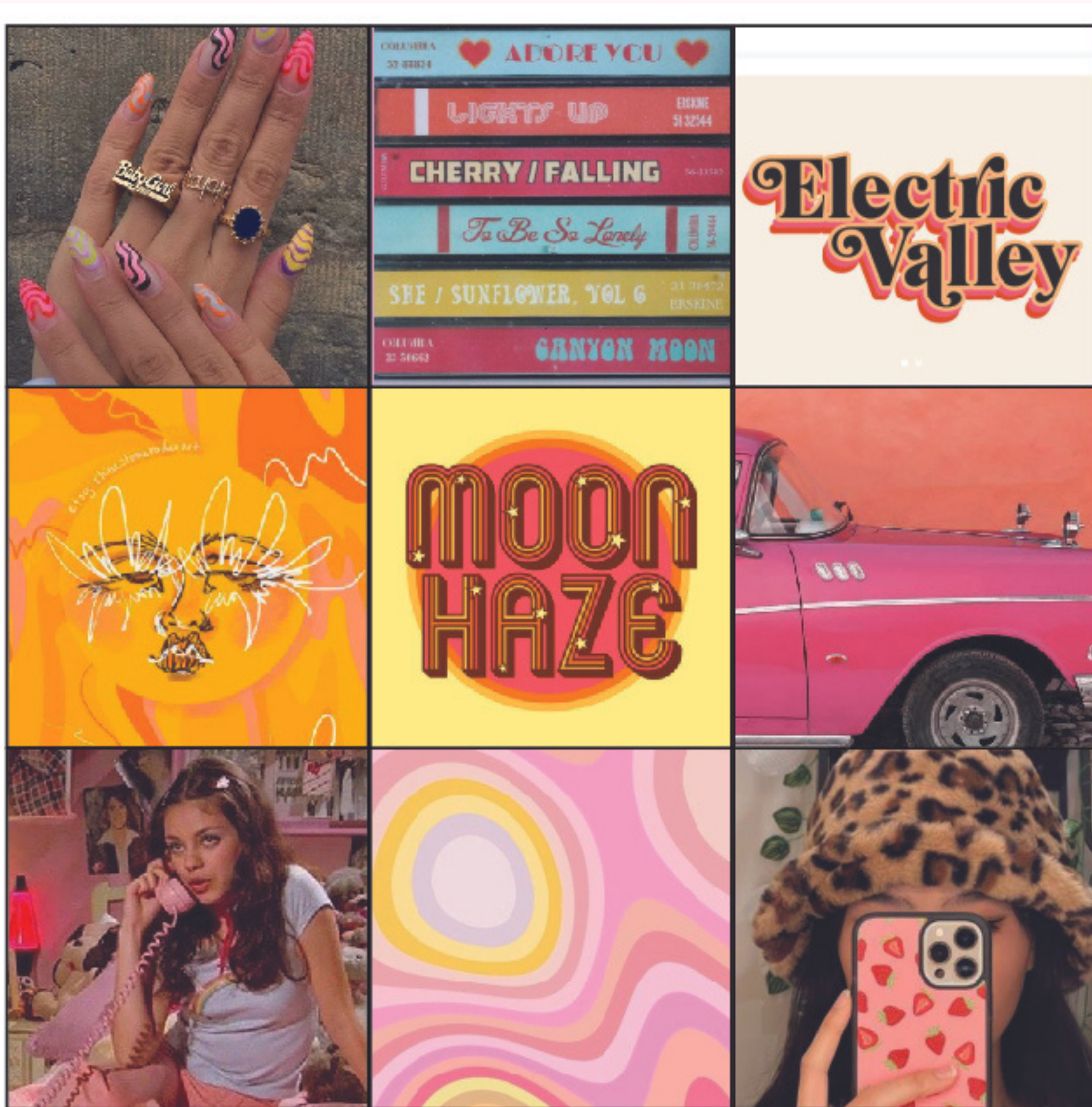
**INCLUDED IN YOUR KIT...**



# Mood Board

Your mood board is a visual tool that communicates our concepts and visual ideas. It is intended to evoke or project a particular style or concept.

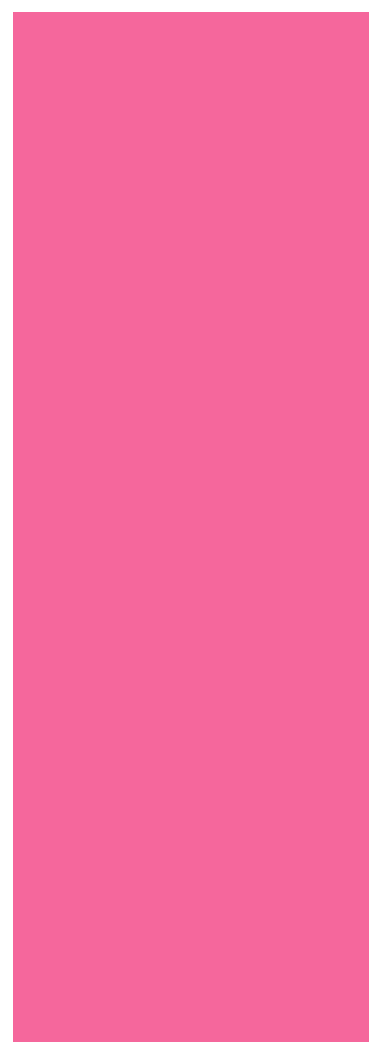
- Gave us a process to build a clear design story that we want to use for your branding.
- Using a mood board helps to express the vision we have in mind for the project.



# Color Palette

Import these codes to any design software such as Canva, Photoshop, Powerpoint, etc. to remain on brand in all social and marketing materials.

#F5679C



#F2A8CA



#F6A136



#9BD9E1



#FAB67F



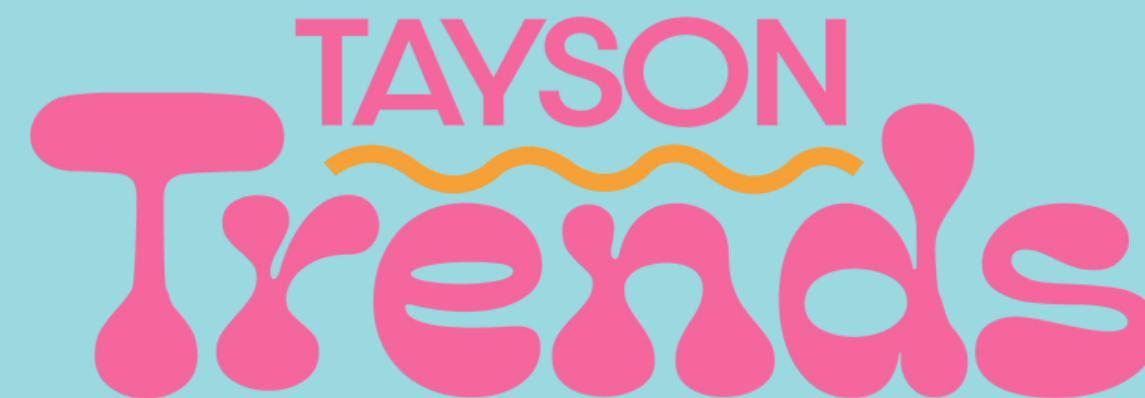
+ GRADIENT ELEMENTS



# Primary Logo



— 005.



+ COLOR VARIATIONS

# Secondary Logo

— 006.

TAYSON Trends

TAYSON Trends

TAYSON Trends

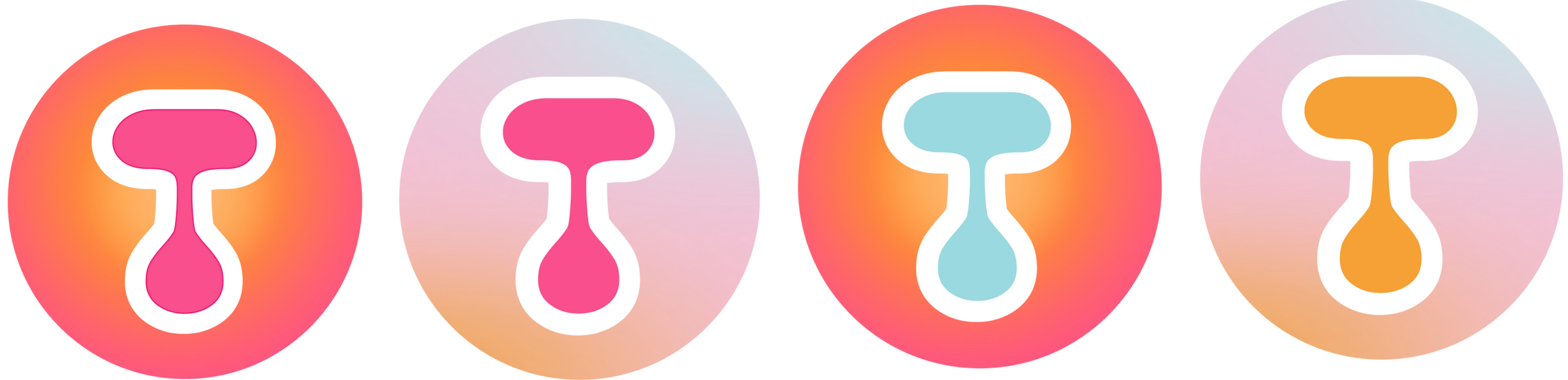
TAYSON Trends

TAYSON Trends

+ COLOR VARIATIONS

# Submark Logo

— 007.



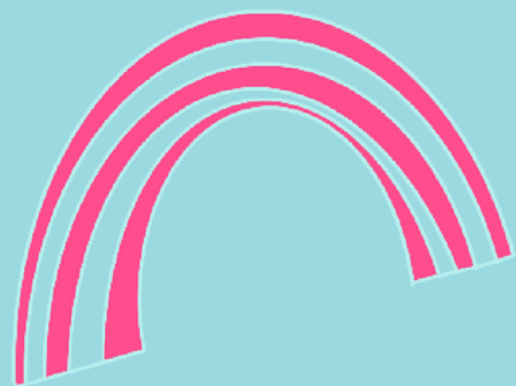
+ STYLE VARIATIONS



# Brand Icons

Use your brand icons for things like stickers, stamps, website anchors, email signatures, tshirts, and so much more! You can also use these assets to build your own social templates or fliers.



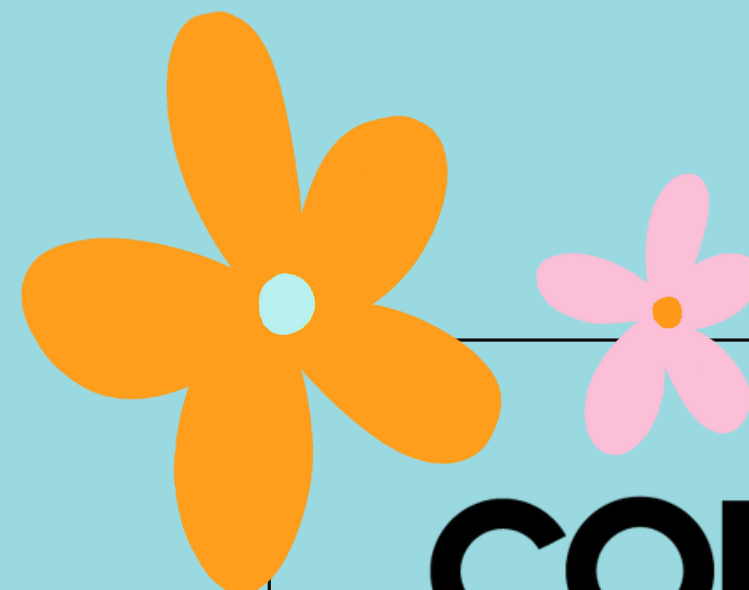


— 009.

# Typography

Be sure to purchase these fonts for  
COMMERCIAL USE if you want to use them  
in marketing, social, website, etc.

Available on Adobe Fonts, Google Fonts,  
and more. I suggest just Googling the name  
+ commercial use license.



**COUTURE  
BOLD**

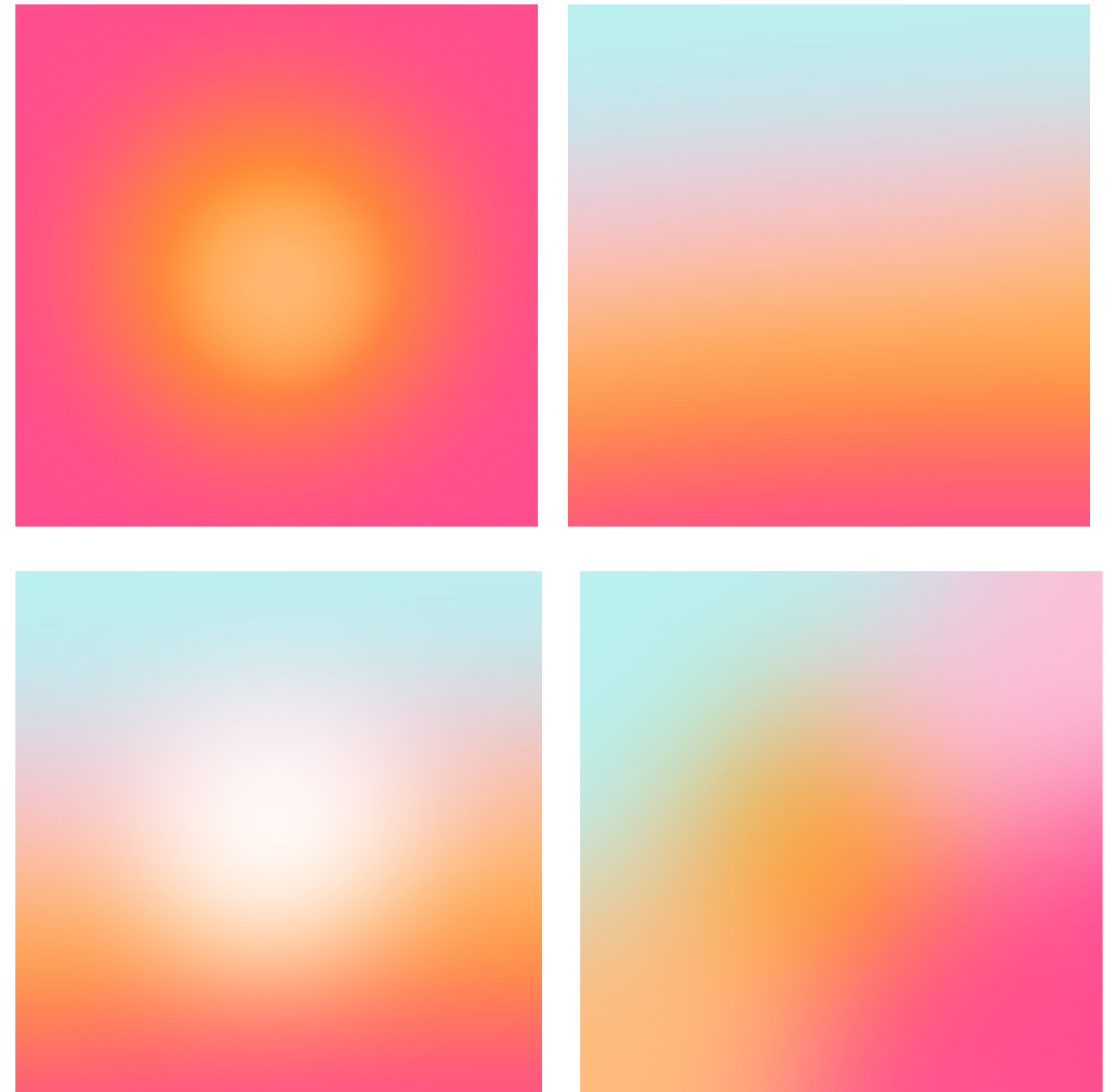
**Popstone  
Variable  
Heavy**

# Brand Gradients

Use your custom brand gradients for panels on the website, screen-savers, IG story backgrounds, social post backgrounds, tissue paper, napkins, thank you cards, and wayyy more.



— 010





# Highlight Covers

— 011.



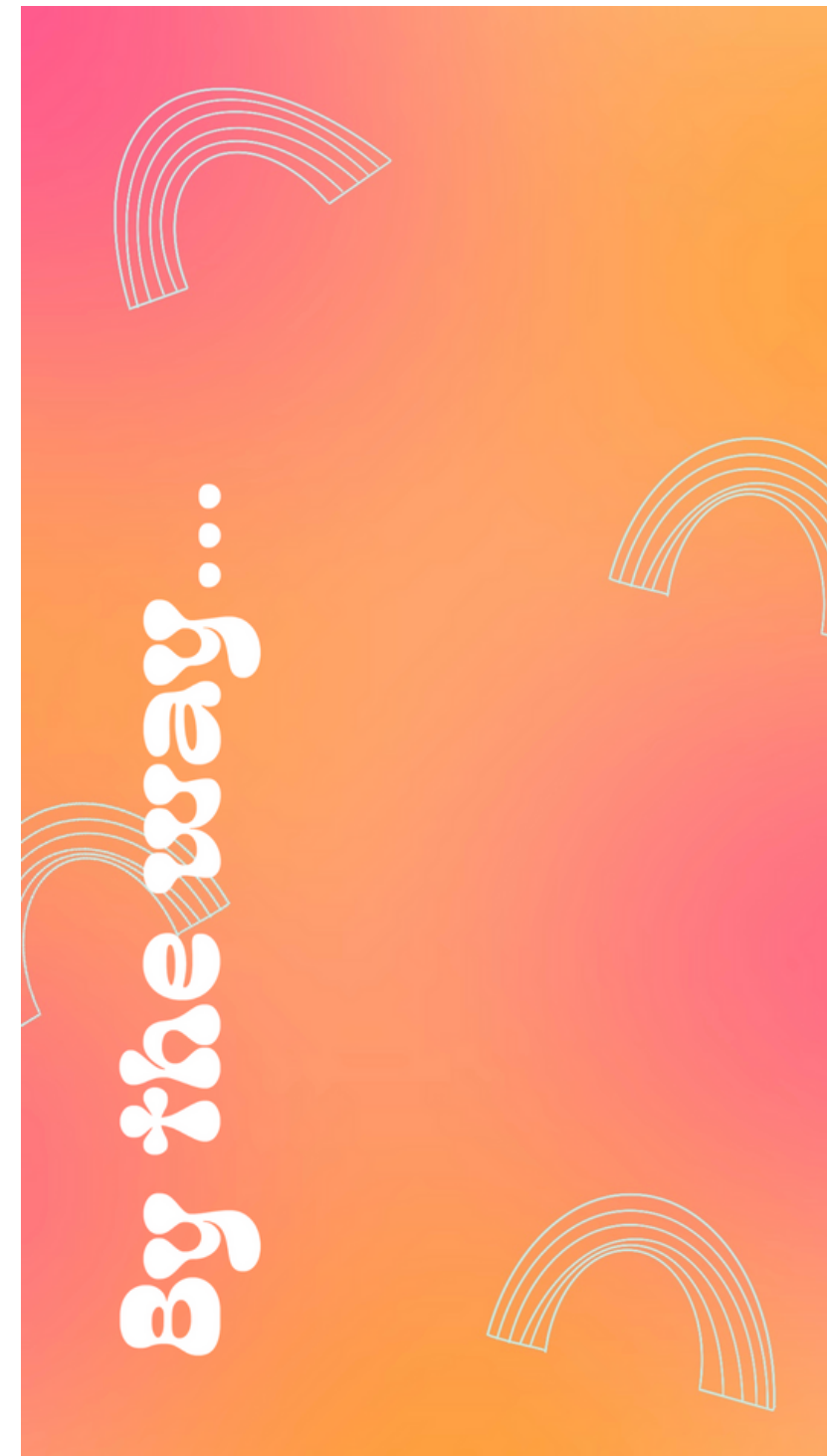
# Feed Templates





# Story Templates

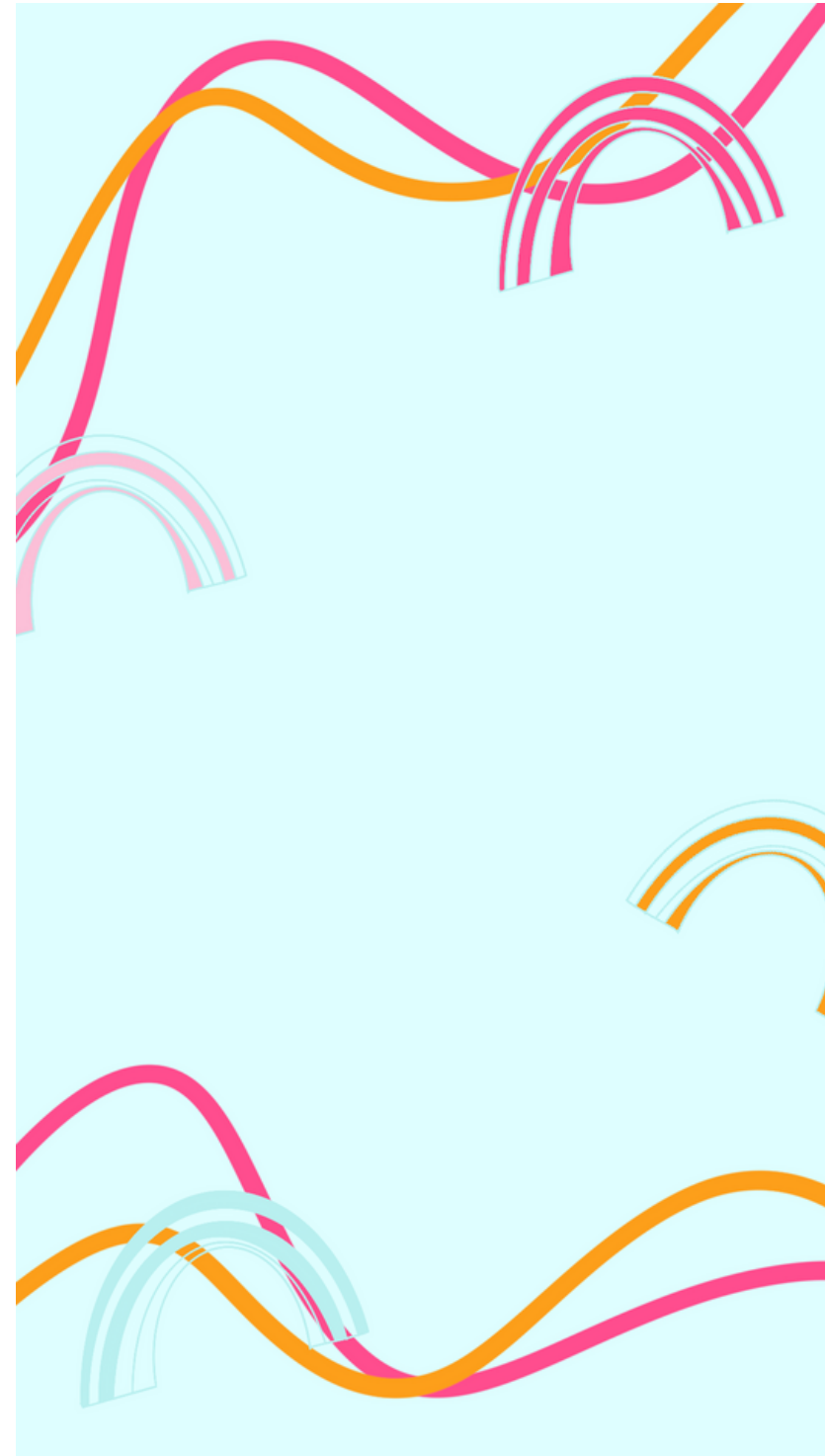
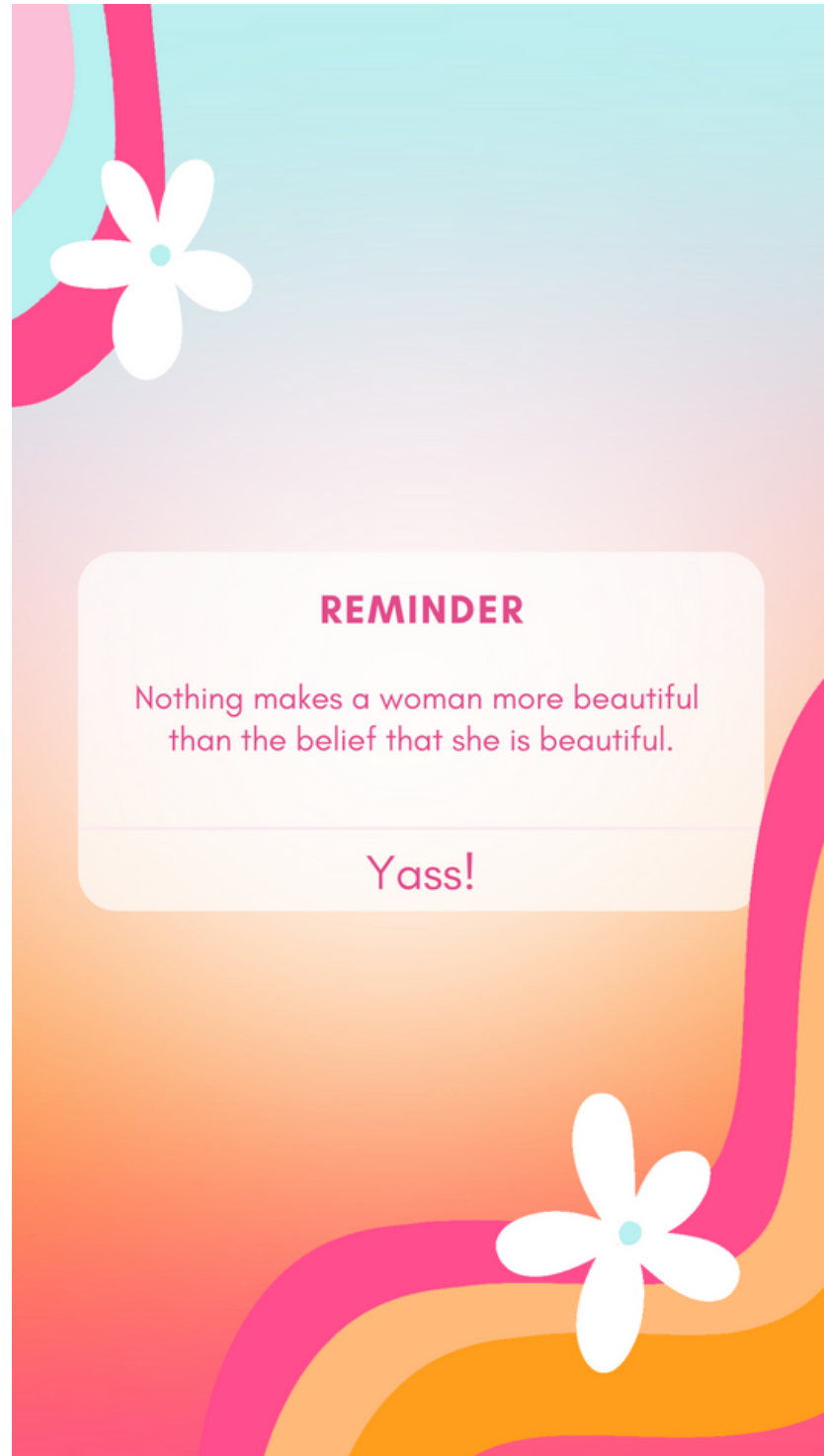
— 013.





# Story Templates

— 014.



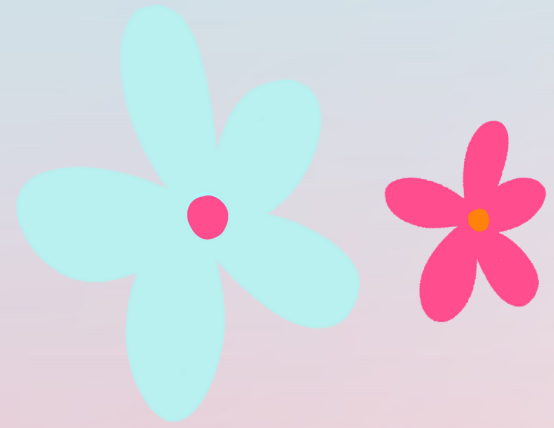












— THANK YOU

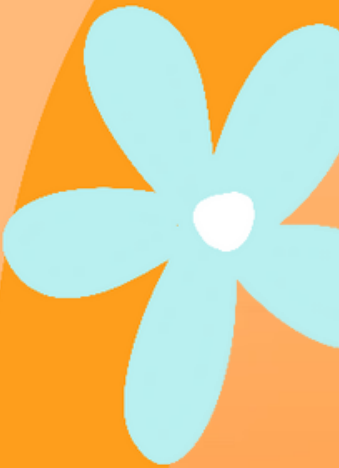
# What's next?

Any last minute changes? Let me know via Notion/email.

If not, I'll export all of your designs ASAP!

Go forth and implement your new branding in your socials, website, packaging, and more! Want me to do it? Let's talk...

Are you craving more? A new website, merch designs, or packaging? I'm all yours! I'd be more than happy continue working together.



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