



A

ALYSSA LONG





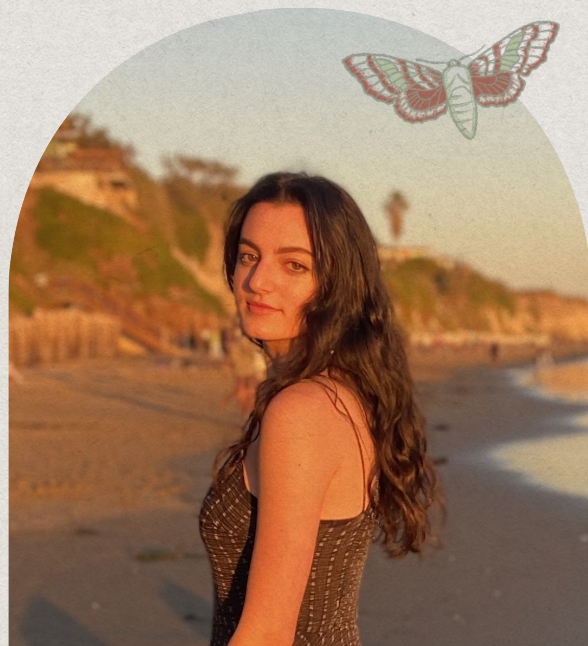
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# HI THERE, I'm Alyssa.

Art has been a constant in my life since before I could walk, and I spent much of my childhood writing and illustrating my own fairy tales with my trusty Crayola markers. I have managed to cling to this wild imagination long enough that it has shaped my practice as an artist, illustrator, and designer. With my head in the clouds, I create in order to spread joy, to encourage others to celebrate their own creativity, and to share my perspective — that even the most mundane situations are best approached with a sense of wonder.



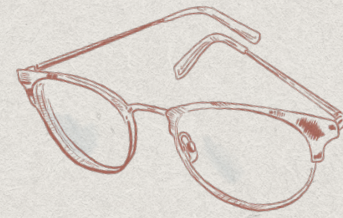
# BRAND VOICE

whimsical  
ethereal  
eclectic  
creative  
&  
classic

My brand is inspired by daydreams. A subtle sense of whimsy and wonder underlies every branding decision, because I believe there is magic to be discovered in the most ordinary moments. Elegance never goes out of style, so my design approach is classic and timeless with a hint of nostalgia. Incorporating magical illustrations, colors pulled from nature, and textures from my paintings, my brand speaks to those who stubbornly refuse to outgrow their imaginations.



*“Above all,*



watch with glittering eyes the whole world around you, because the greatest secrets are always hidden in the most unlikely places. Those who don't believe in magic will never find it.”

ROALD DAHL



saturday afternoons  
creative flow  
a good book  
& a work in progress



# THE LOGO



The logo incorporates my initials within the 'A' from the font Doppelgänger. Its shape is reminiscent of an easel, propped up and ready for creativity. The sharply contrasting line qualities of this serif font, and the unexpected flourish of the 'A' against straight lines, embody the brand's whimsical sense of elegance.



The logo looks best in Witching Hour, Linen, Sage, Shadow, Oxblood, or Cloud (See *Color Palette*), as long as the color choice allows for plenty of contrast between the logo and background.

The logo should not be stretched and should never overlap with other smaller elements (such as lines, text, or illustrations).

# The Wax Seal

To me, writing a letter is perhaps the most beautiful way to communicate. Every step of the process is a creative choice, from choosing the right paper to conveying your personality through handwriting.

I chose to put my logo on a wax seal because of my affinity for handmade notes and eclectic stationery. Wax seals are an elegant, mystical rarity in today's digital world, which makes them perfect for unconventional branding.



# — TYPOGRAPHY —

TENEZ IS  
FOR TITLES,

IvyPresto Display  
Light is for  
Subheadings,

&

Faune Text is for  
*body text.*

Aa Bb Cc Dd Ee Ff Gg  
Hh Ii Jj Kk Ll Mm Nn  
Oo Pp Qq Rr Ss Tt  
Uu Vv Ww Xx Yy Zz

Aa Bb Cc Dd Ee Ff  
Gg Hh Ii Jj Kk Ll Mm  
Nn Oo Pp Qq Rr Ss Tt  
Uu Vv Ww Xx Yy Zz

Aa Bb Cc Dd Ee Ff Gg  
Hh Ii Jj Kk Ll Mm Nn  
Oo Pp Qq Rr Ss Tt  
Uu Vv Ww Xx Yy Zz

Tenez is a charming serif font with the classic whimsy of an antique book. For titles, it is in all caps, with a point size of 40 and a tracking of 75.

IvyPresto Display Light has a smart, editorial personality that grounds dreamy Tenez in reality. It looks best at a point size of 30.

Faune, a unique sans serif typeface designed by Alice Savoie, is inspired by the study of animal morphology. The regular and italic forms, when used together, create an eclectic yet effective reading experience. Body text should be a point size of 14.

Aa

Aa

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# COLOR PALETTE



*Witching Hour*

#171616



*Jade*

#C0CAAD



*Sage*

#98A692



*Linen*

#F1EFEC



*Shadow*

#738290



*Cloud*

#A4B8C4



*Clay*

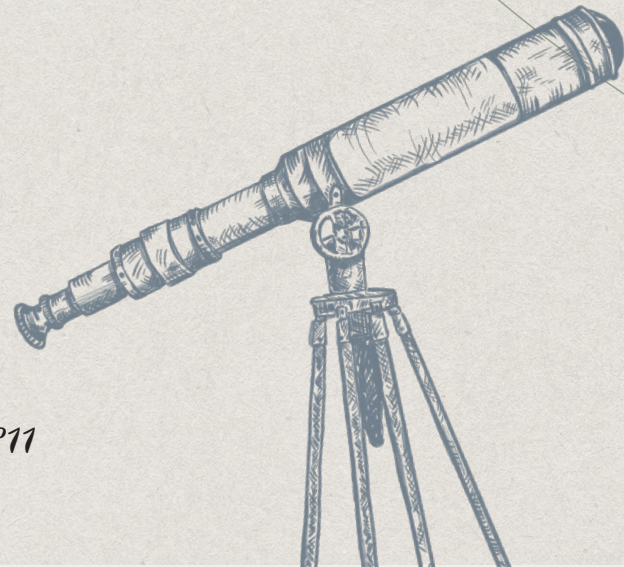
#B26E63



*Oxblood*

#592B20

This fresh combination of muted jewel tones is inspired by Mother Nature's natural color harmonies and the shades I gravitate towards when I paint. *Witching Hour* and *Linen* are for text, depending on the darkness of the background. I use *Jade*, *Sage*, *Shadow*, *Cloud*, *Clay*, & *Oxblood* in various opacities as accent colors and photo overlays.





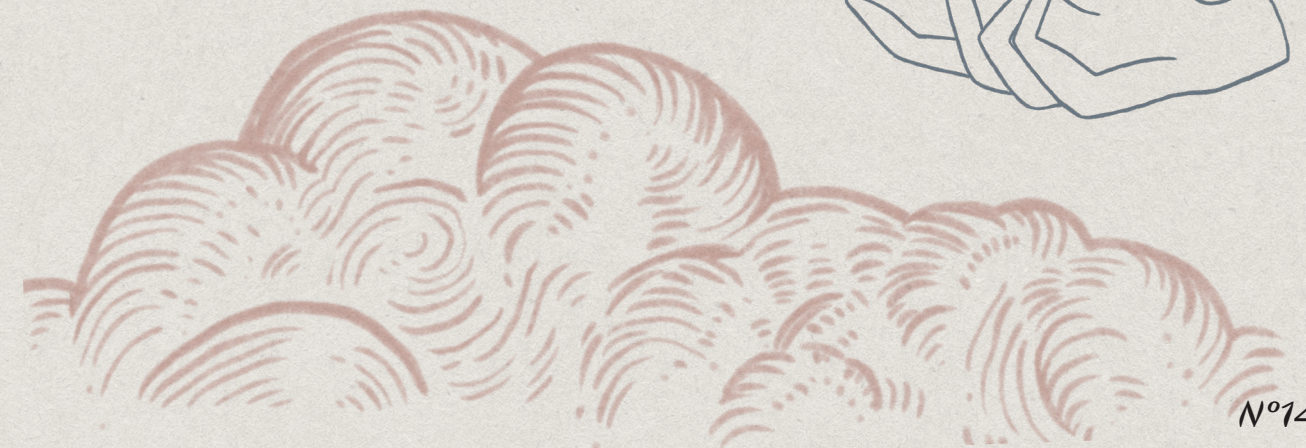
# IMAGERY

otherworldly  
illustrations  
inspired by  
the natural  
world  
&  
dreams



My art practice has shifted into the realm of digital art in the past few years, but I still prefer the organic, rough texture of ink on paper and the imperfections that arise from a wobbly hand. My brand uses paper textures and close-ups of my acrylic and watercolor paintings for backgrounds, and all of my smaller illustrations are drawn in the limited color palette with a digital brush made to look like an ink pen.

These illustrations may be a wide array of subject matters, as long as they depict everyday sources of magic: plants, moths, celestial bodies, clouds, antiques, fruit, books, etc.





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