



# CONCEPT

## EVERYTHING OLD IS NEW AGAIN

Welcome to a personal exploration of retro-style in a contemporary world. Since I was young, I've had a fascination with art and fashion of the past and their impacts on style of the present. I retrieve inspiration from the mid-to-late 20th century—namely pop art and neo-expressionist movements—and fuse them with my own creative take, featuring vivid design and color. My brand is characterized by notable juxtapositions in style and character; it is eccentric yet appealing, refined yet whimsical.



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# PALETTE

Warm tones paired with bold pops of color are imitative of art and fashion of the recent past. The palette evokes a sense of nostalgia while maintaining a fashionable relevance.

*Tomato Soup, Tiffany, & Marilyn* are the show-stoppers. Taking a contemporary twist on primary colors, these swatches remain design staples while adding flare. *Polaroid, Coupe de Ville, & Film Noir* are the backbone of the palette. Serving as accenting colors for contrast and background, they keep it sharp and classy.

## TOMATO SOUP

cmyk(0,87,82,10); rgb(230, 29, 42); hex #E61D2A

## TIFFANY

cmyk(100,4,0,20); rgb(0, 194, 203); hex #00C2CB

## MARILYN

cmyk(0,28,100,0); rgb(255, 184, 0); hex #FFB800

## POLAROID

cmyk(0,0,2,4); rgb(244, 243, 238); hex #F4F3EE

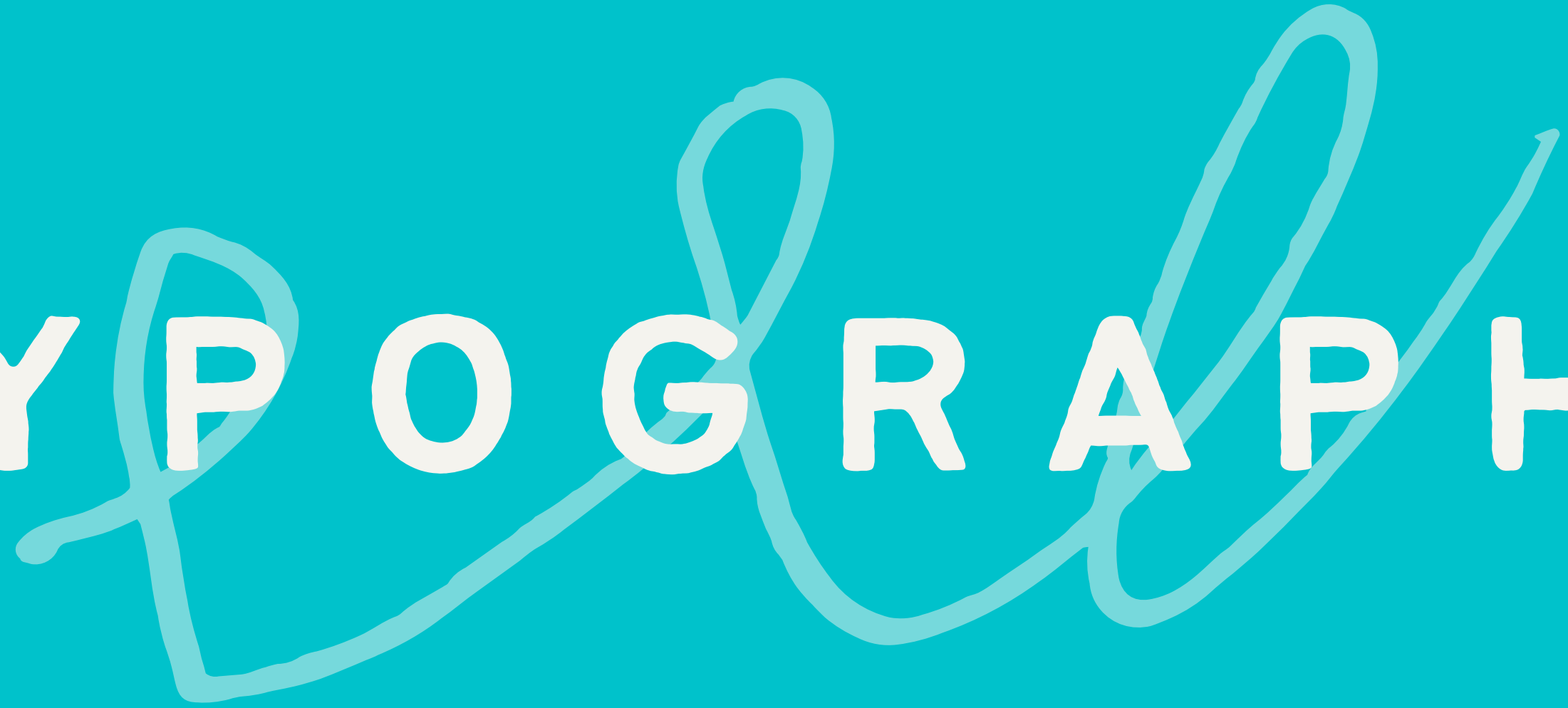
## COUPE DE VILLE

cmyk(0,0,2,4); rgb(244, 243, 238); hex #F4F3EE

## FILM NOIR

cmyk(0,0,0,100); rgb(0, 0, 0); hex #000000

T Y P O G R A P H Y



# BANTAYOG REGULAR

TITLE & SUBTITLES

ABCDEFGHIJKLMNOPQRSTUVWXYZ

ABCDEFGHIJKLMNOPQRSTUVWXYZ

## Times New Roman

Body

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

## *Vintage Goods*

*Logo Font*

*ABCDEFGHIJKLMNOPQRSTUVWXYZ*

*abcdefghijklmnopqrstuvwxyz*

**Bantayog Regular** is a sans serif font with a bold, classic feel. It's mild jaggedness in the cap and baselines embrace a subtle quirkiness while maintaining a polished feel. The use of an all-caps font allows for letter uniformity and a clean look when presented in large sizes.

**Times New Roman** is simply timeless. It's narrow characters allow for relatively compact presentation, making it the ideal body font. This combined with loose tracking provides wonderful readability. These characteristics allow it to be the standard font for many print and online systems.

**Vintage Goods** gives an old-school feel with a touch of playfulness. The font's decorative swashes combined with a lighter weighted stroke give it whimsical character while still maintaining a refined feel. Notably, when using the lowercase "a" and "c" together in the logo, the slanted axis brings fluidity.

# PLAY BY THE RULES

Titles should always be larger than subtitles, but there is no fixed size restriction for either. They must maintain a good level of contrast to one another and content on the page to ensure it is noticed. Tracking (letter spacing) of both titles and subtitles should be 206pt. Due to the all-caps nature of the font, all titles and subtitles should be written in only lowercase characters.

The body text should be used accordingly to proper grammatical rules, utilizing lower and uppercase characters. It may be italicized to denote an emphasis on something or a proper title or name. There are no size restrictions but one must maintain a good level of contrast to other text to ensure it is noticed. Body text should include a tracking of 100pt and a leading (line spacing) of 1.4pt.

The logo font should only be utilized for purposes of recreating the logo with varying colors. The only characters used are "a" and "c" which should be presented in lowercase only.

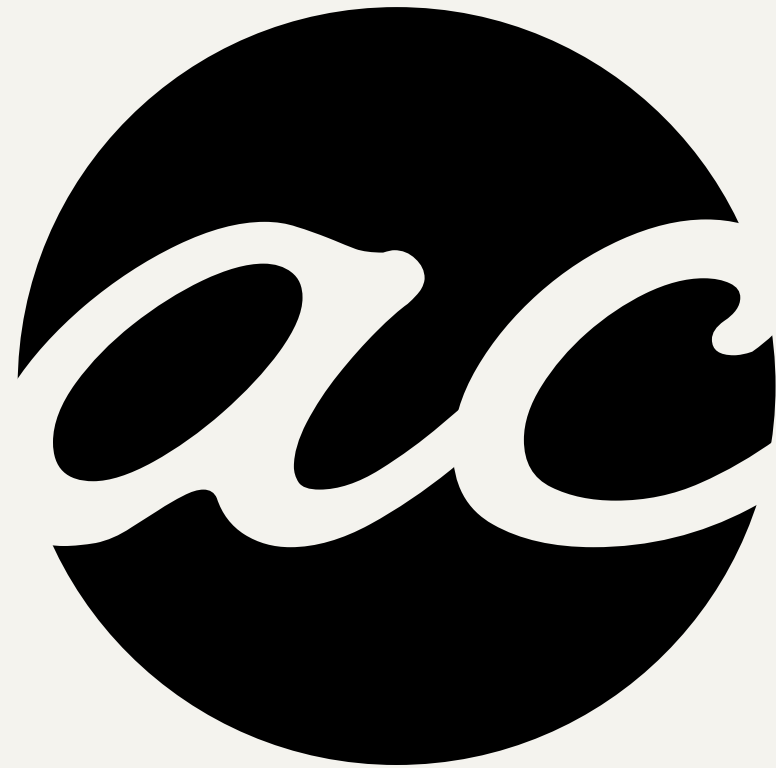
L O G O S

L O G O S

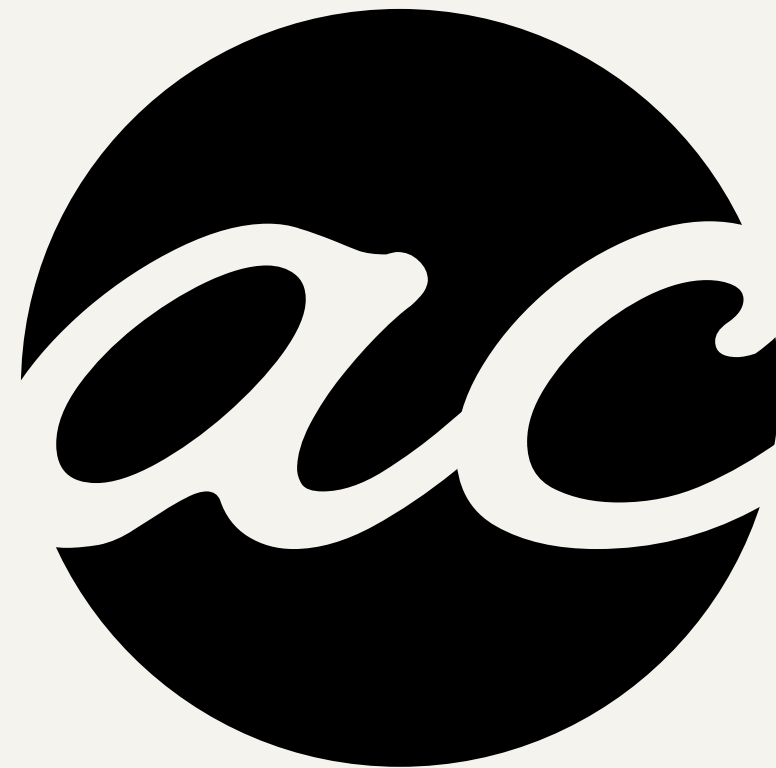
L O G O S



## PRIMARY LOGO



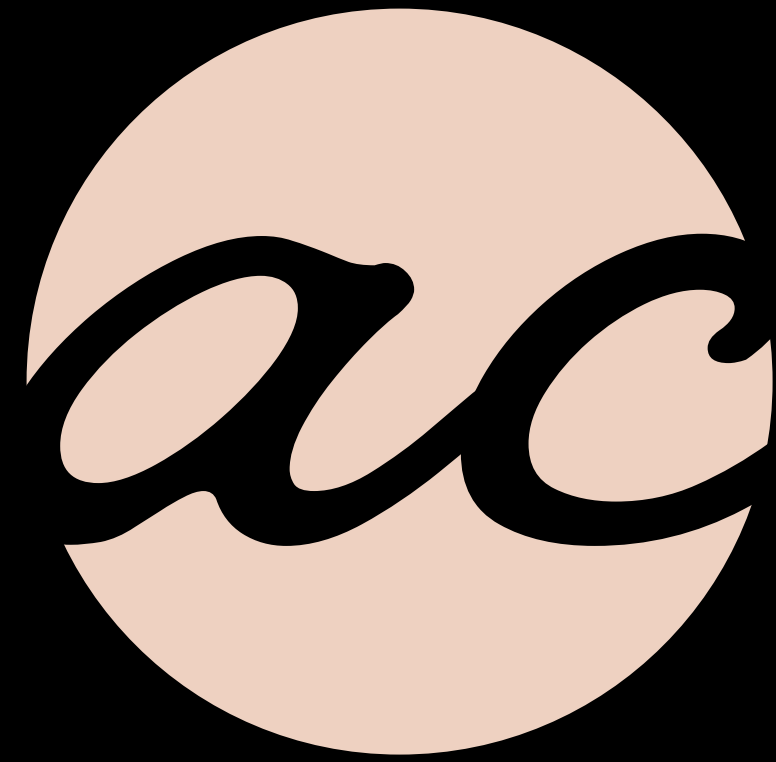
## SECONDARY LOGO



**ANNA CONSTANTINO**

## MY HALLMARK

My logo is *simple, timeless, and whimsical*. An extension of my retro-take, it is an adaptable logo with understated character. Its simple presentation allows for widespread use in a variety of sizes and color modification with ease. The circular nature allows it to fit wonderfully on branding materials such as stamps and signs. The vintage relevance of the handwritten signature is brought into play with a bold, cursive font type. The characters are whimsical in the sense that they tastefully break the boundary of the circle and dance on a slanted, cursive path.





**CONSTANTINO**

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WWW.PORTFOLIO.COM  
SANTA BARBARA, CALIFORNIA

 @myinstagram  
 @mytwitter



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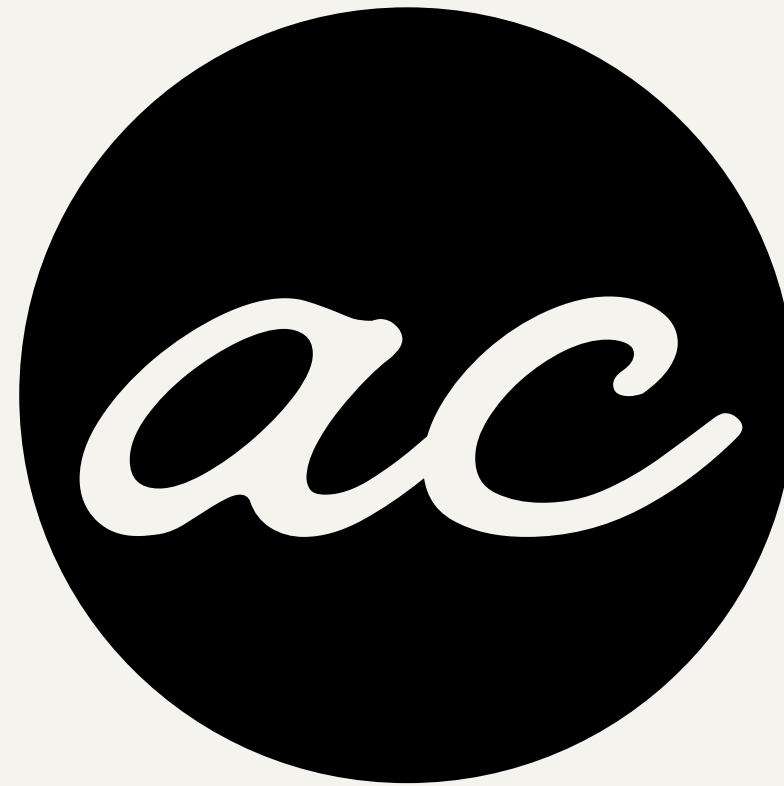
 @myinstagram  
 @mytwitter



## INCORRECT USES

The logo should not be presented in which the lowercase "a" and "c" visibly bleed outside of the cropped line to which you can see the letter strokes outside of the circle, nor should it bleed and be cropped further than the set parameter of the original logo.

Additionally, the logo should not use any of the colors that are not within the restraints of the brand color palette. This being said, one should still take caution when presenting colors "Polaroid" and "Coupe de Ville" together in the logo as low contrast makes it slightly illegible, specifically when presented in smaller sizes.







## IMAGES THAT INSPIRE

Inspiration for this brand is drawn from the works of *Andy Warhol*, *Jean-Michel Basquiat*, and other artists who were pioneers of their craft. The combination of raw Neo-expressionism paired with pop-art allows for a fusion of styles that exceed the limitations of minimalism and modern notions of "perfection". I aim to mimic the simplicity of these works while dually allowing there to be a sense of controlled chaos.

Image Sources: Andy Warhol "Liz", *The Velvet Underground* & *Nico* album art by Andy Warhol





~~GOOD~~ BYE