



Brand Portfolio
Juju Park

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Capabilities / Clients

Capabilities

Art Direction
Brand Identity
UX / UI Design
Ecommerce Design
Prototyping
Book Design
Editorial Design
Campaign
Collateral Design
Logo
Illustration

Clients

Kaval
Krewe
QMS
6 Shore road
Nili Lotan
Lincoln Center Young Patron
Lincoln Center Student Art Council
Explorers Club Outpost
Prismsport
1111
Outlier
ATM
Solid&Striped
Hill House Home
Necessiare
Veronica De Piante
Gift Me Chic
Ahmad Tea
Goodlife
Spotlight Oral Care
USM
Baltic Born
Splits59
JoannaCzech
Halebob
Legend Bracelet
Leaf & Flower

Branding Process

I approach branding with a simple and proven methodology that delivers client-centric solutions through:



Discovering / Understanding

- Mission
- Vision
- Culture & Values
- Business Strategy
- Product & Services
- Direct Competitors
- Market Research



Analyzing

- Company Goals
- Target Audience
- Brand Personality
- Strengths & Weaknesses
- Brand Attributes
- Essential Differentiators
- Market Trends
- Internal Resources
- Key-people



Defining

- Position
- Selling Proposition
- The Brand Voice
- Brand Strategy



Creating / Identifying

- Logo & Logomark
- Visual Identity & Applications
- Vision
- Brand Idea & Story
- Brand Personality
- Key Messages
- Visual Style
- Graphic Platform
- Brand Guidelines
- Digital Platform

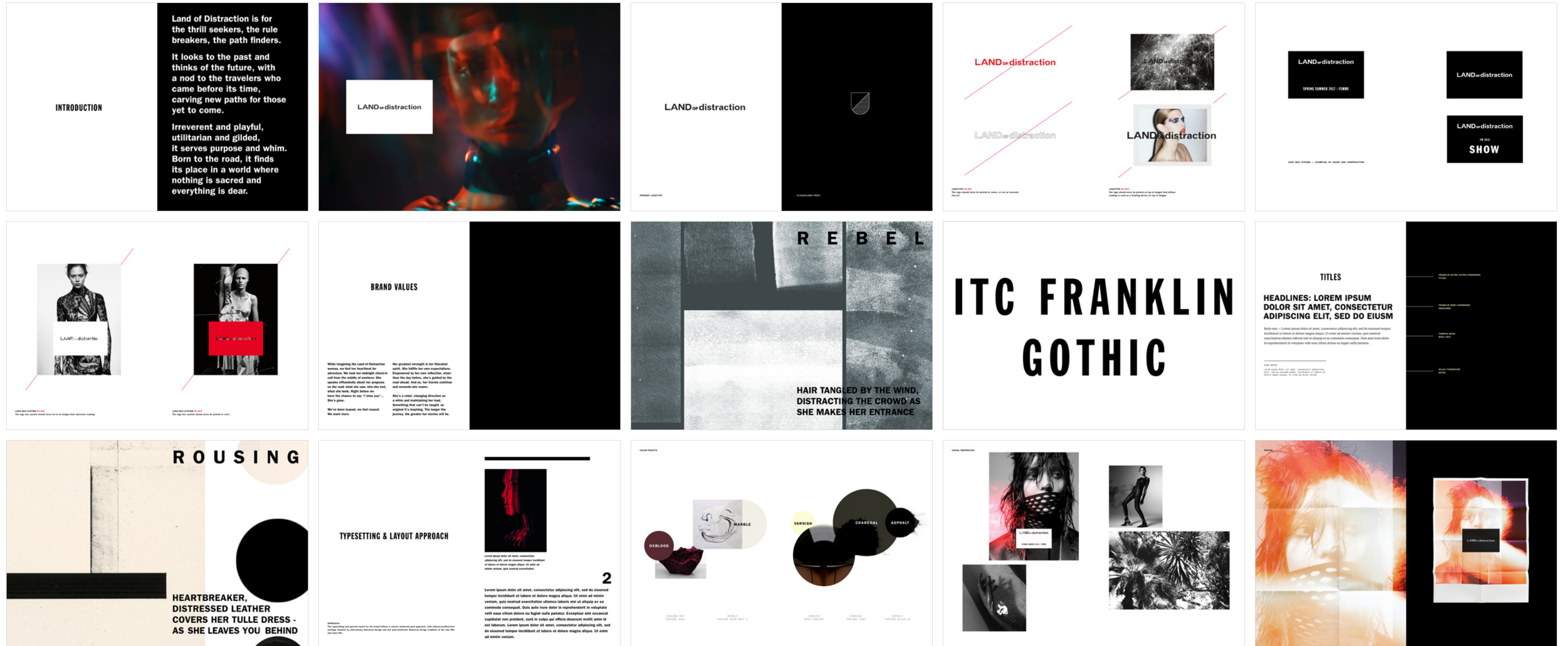
Case Study 01

Land of Distraction

Land of Distraction

Land of Distraction is a Los Angeles based modern women's fashion brand inspired by Rock 'n' Roll, motorcycle culture, and the organic energy of the 1970's. The founder, Danita Short, hopes to convey a sense of authority through the brand's clothing and allow women to express themselves through the brand's style. Since the brand voice portrays a unique vibe through its bold aesthetic of fun, colorful, and alluring collections, I created their brand identity by pulling inspiration and narrative from a post-hippie generation of fashion. As such, I visualized the brand in the context of freedom, cultural experimentation, music, and romanticism.





LAND_{of} distraction



TITLES

HEADLINES: LOREM IPSUM DOLOR SIT AMET, CONSECTETUR ADIPISCING ELIT, SED DO EIUSM

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SIDE NOTES

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FRANKLIN GOTHIC EXTRA CONDENSED
TITLES

FRANKLIN DEMI CONDENSED
HEADLINES

TIEMPOS BOOK
BODY TEXT

ATLAS TYPEWRITER
NOTES



Brand Application - Land of Distraction









Billboard Campaign Mockups - Land of Distraction





Case Study 02

Quaker Marine Supply

Quaker Marine Supply

Quaker Marine Supply is a New York based men's wear heritage brand best known for its oysterman hats made famous by Ernest Hemingway in the 1960s. As the brand offers a small collection of essentials that complement the simple pleasures of life (on the water and in the great outdoors), I illustrated the visual identity of the brand message in its brand logo using the color, expression, typography and collateral mockups associated with QMS' history and value.

STRONGER THAN THE SEA

BRAND VALUES

PRESENT
We would rather be in the moment than of the moment.

WEATHERED BY TIME
We celebrate that which only time can perfect.

SEEKING OUT THE EPIC
We add a touch of symbolism that sets our customers on their adventure.

LIVING ADVENTUROUSLY
We embrace life in all its uniqueness, daring to see the fun side of it.

COLOR PALETTE

PRIMARY COLOR
BLUE-GREY
HEX: 024B36
PMS: 3005

BRAND COLORS

- DEEP SEA INDIGO
HEX: 002D62
PMS: 283C
- TWILIGHT CYAN
HEX: 008080
PMS: 3356C
- HERITAGE BLUE
HEX: 0070C0
PMS: 437779A
- SHALLOW BLUE
HEX: 00AEEF
PMS: 296C

BRAND LOGO

FULL LOGO
QUAKER MARINE SUPPLY EST. 1949

SIMPLE LOGO
QMS

DO'S & DON'TS

DO'S & DON'TS

DO'S & DON'TS

DO'S & DON'TS

TITLES

HEADLINES: LOREM IPSUM DOLOR SIT AMET, CONSECTETUR ADIPISCING ELIT, SED DO EIUSM

LOGOS EMBROIDERED IN BRAND COLORS

REFLECTIVE

LETTER HEAD

SEW IN TAG

HANGTAG

STICKERS

QUAKER MARINE
Q SUPPLY EST. 1949



TITLES

HEADLINES: LOREM IPSUM DOLOR SIT AMET, CONSECTETUR ADIPISCING ELIT, SED DO EIUSM

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SIDE NOTES

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DIN 2014
BOLD

DIN 2014
DEMI

DIN 2014
REGULAR

CASLON 540LT STD
ROMAN

DIN 2014
LIGHT

Brand Application - Quaker Marine Supply



Business card / Letterhead mockups

Brand Application - Quaker Marine Supply





Meet the New Arrival

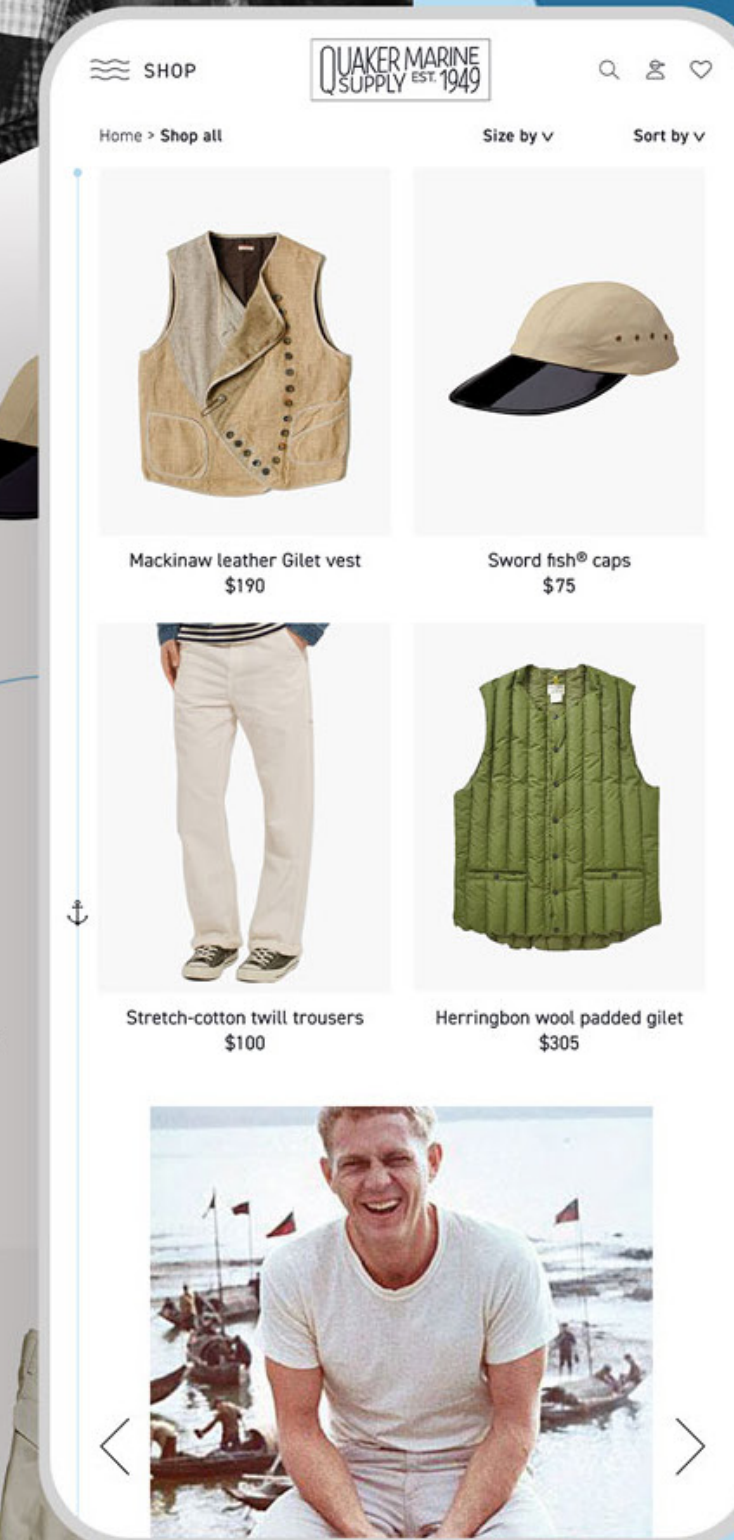
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[SEE MORE](#)



Seeking out the epic

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SHOP QUAKER MARINE SUPPLY EST. 1949

Ernest Hemingway

The Ernest Hemingway collection of products captures the spirit of the man who lived large in the hearts and minds of his readers. The Ernest Hemingway collection of products captures the spirit of the man who lived large in the hearts and minds of his readers. The Ernest Hemingway collection of products captures the spirit of the man who lived large in the hearts and minds of all his readers.

Inspired by his work, travels, and appetite for life, these select products and services represent the best of the Hemingway lifestyle. A prolific writer, world-traveler, and constant adventurer, Hemingway's spirit lives on with timeless appeal. Each piece of the Ernest Hemingway collection is marked by superb craftsmanship, attention to detail, and an authenticity in materials, design, and construction. Hemingway products are timeless and enduring. Authenticity and quality are hallmarks of the brand, in design and construction. The romantic and international appeal of the Hemingway legend is embodied in the select group of products fit to bear the Ernest Hemingway name. Inspired by his work, travels, and appetite for life, these select products and services represent the best of the Hemingway lifestyle.

SHOP QUAKER MARINE SUPPLY EST. 1949

Home > QMS Story

QMS Story

Hi, We're Quaker Marine Supply!

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.

SHOP QUAKER MARINE SUPPLY EST. 1949

Home > History

History

1949 - Founded by Coast Guard veteran Joseph Kadison on the docks of Philadelphia, QMS begins selling marine clothing, hardware and equipment to local seamen.

1961

1968

1975

1980's

1983

2003

2011

2012

2018

NEWSLETTER SIGN UP

Sign up for the Quaker Marine Supply newsletter to get the latest news, announcements, special offers and event information

ENTER YOUR EMAIL →

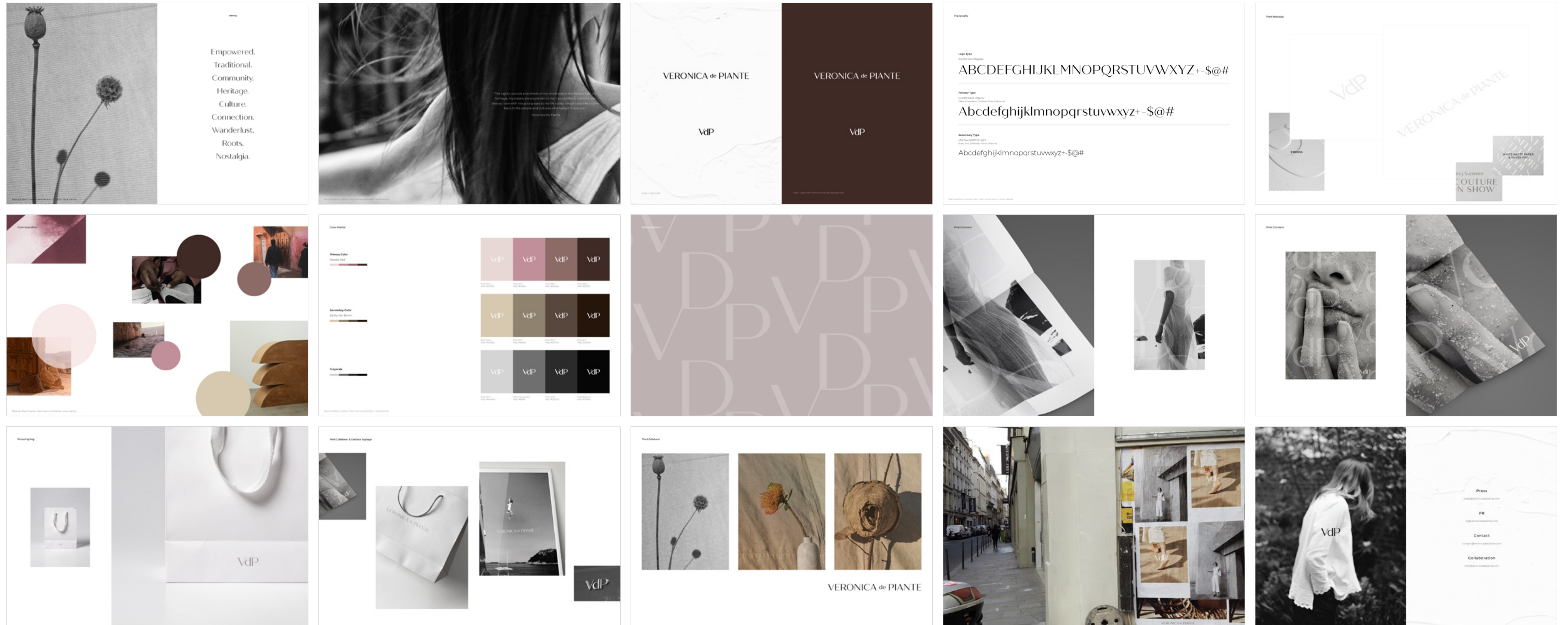
Case Study 03

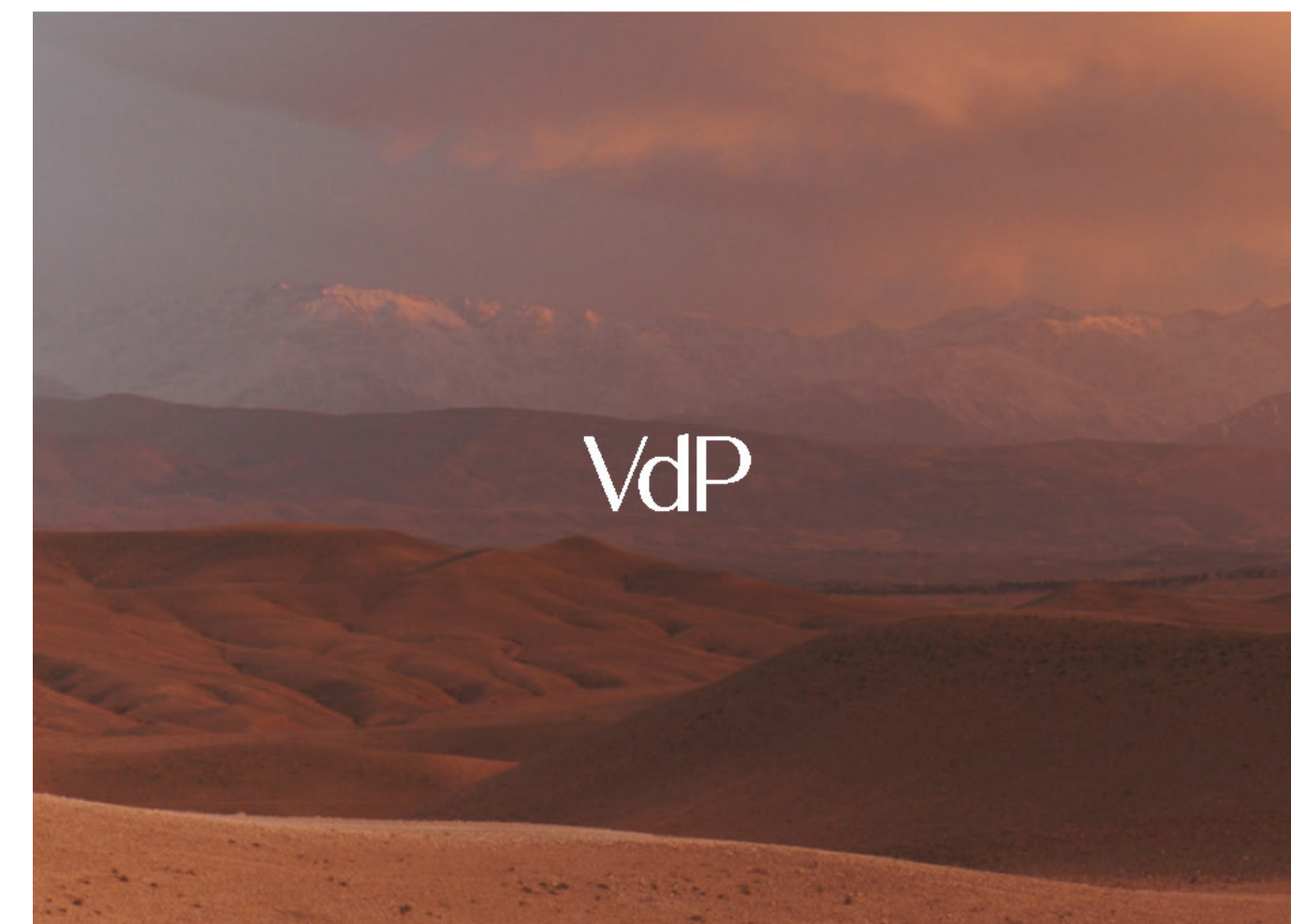
Veronica De Piante

Veronica De Piante

Veronica De Piante is a self-named new brand launching high-end and ready-to-wear fashion. The core vision of the brand is to help women feel confident and empowered by leveraging the brand's exquisite, artisanal collection. My role was to manage their brand identity and define an expansive manual and guideline to align its identity with the founder's vision.

Brand Guidelines - Veronica De Piante





Logo Type

Quiche Sans Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ+-\$@#

Primary Type

Quiche Sans Regular
Titles & Headlines (Website, Print Collateral)

abcdefghijklmnopqrstuvwxyz+-\$@#

Secondary Type

Montserrat(OTF) Light
Body Text (Website, Print Collateral)

abcdefghijklmnopqrstuvwxyz+-\$@#





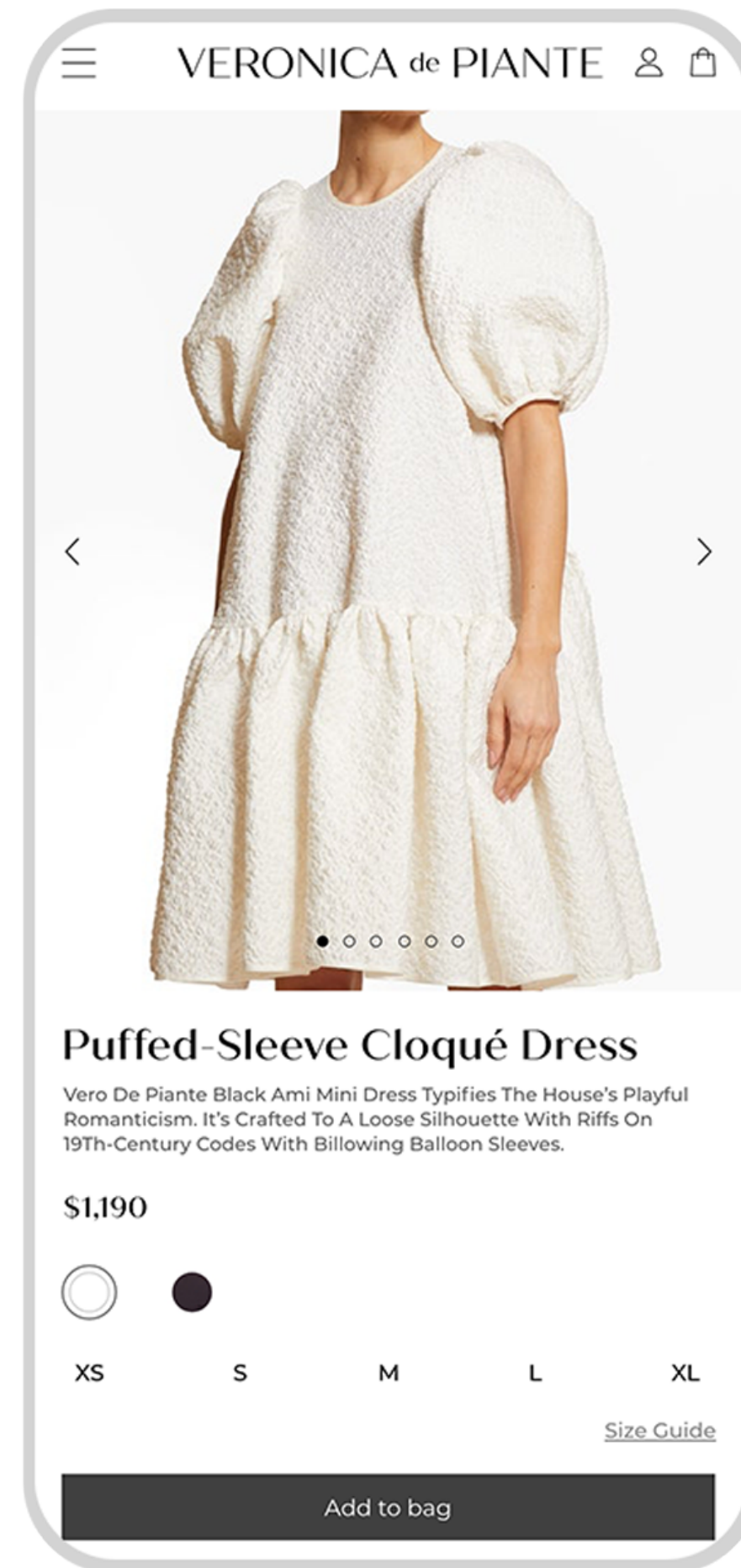
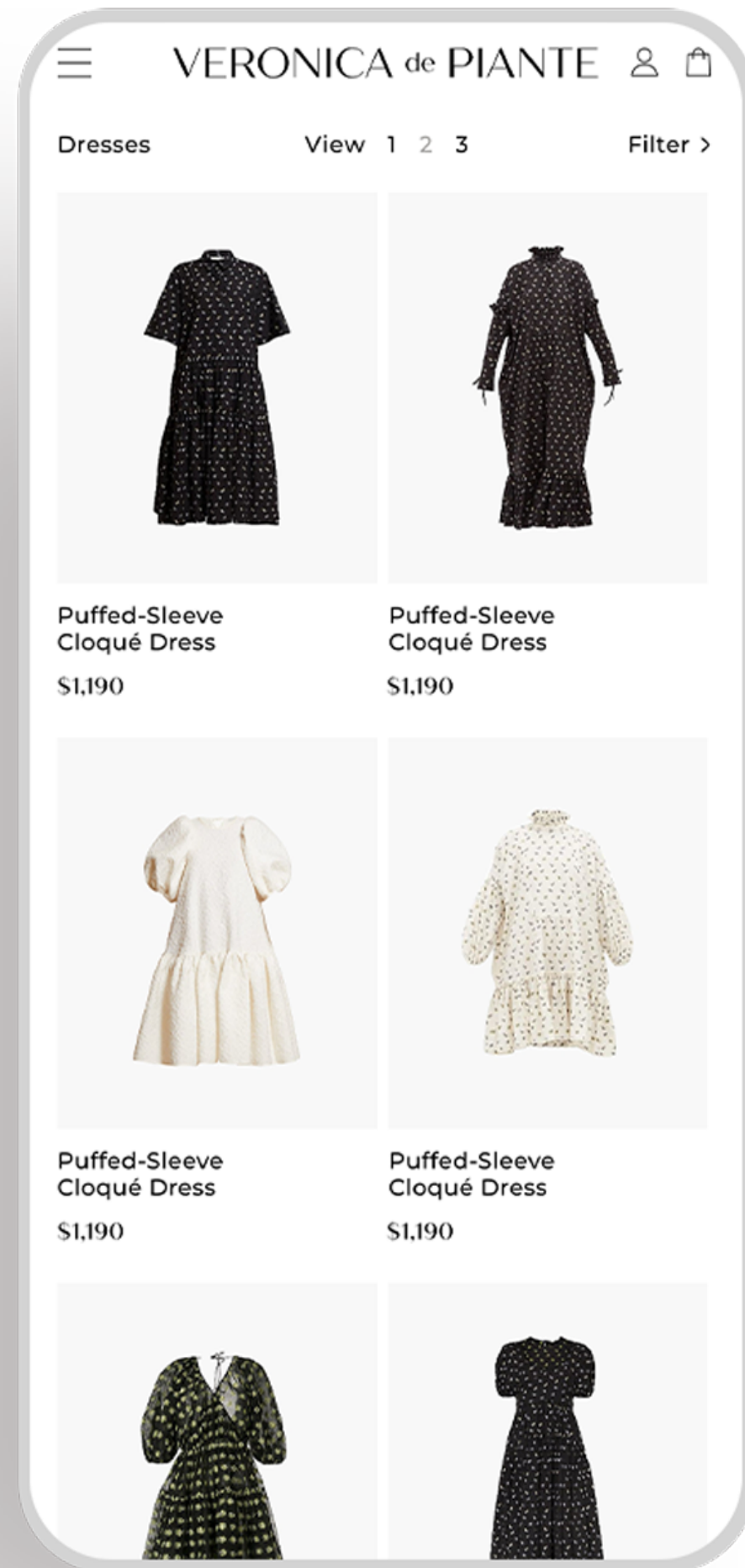


vdiP

VERONICA de PIANTE







Contact

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Thank you :)