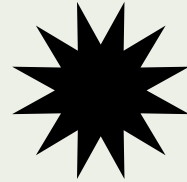


PROJECT TYPE
Full Brand Identity + Custom
Website Design

CLIENT
Maggie Smith



Allie Rudy
Design

BRAND PRESENTATION

MAGGIEBOO PHOTOGRAPHY



ESTD

MAGGIEBOO

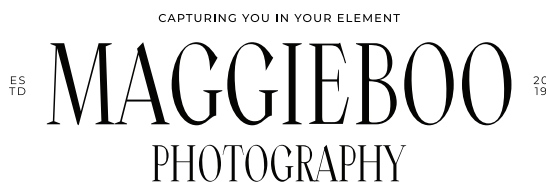
2019

photography

CULTIVATING A SELF-LOVE EXPERIENCE

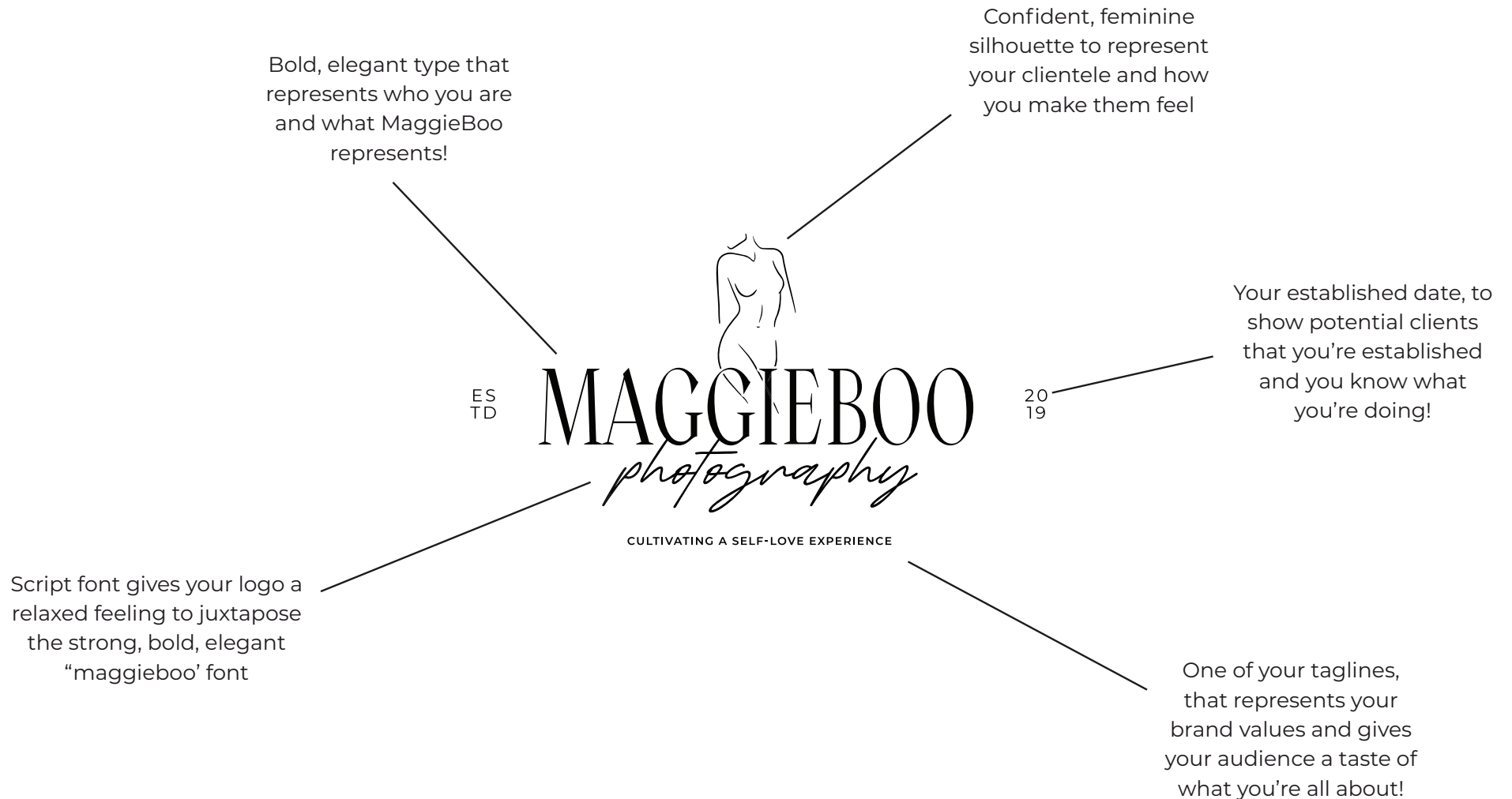
LOGO SUITE

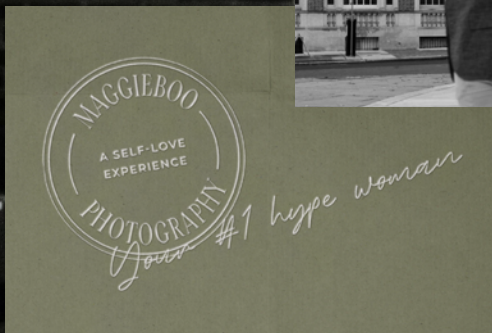
These are the various logos for your branding. There are a variety of options for you to choose from that all look cohesive, and represent MaggieBoo! Every logo seen here will be provided to you in each color of your palette, along with black and white, in both PNG and EPS format.



CONCEPT & REASONING

This is your primary logo for MaggieBoo Photography! You wanted a brand that's moody, cheeky, empowering, sexy, and feminine, and your logo suite totally encompasses that.





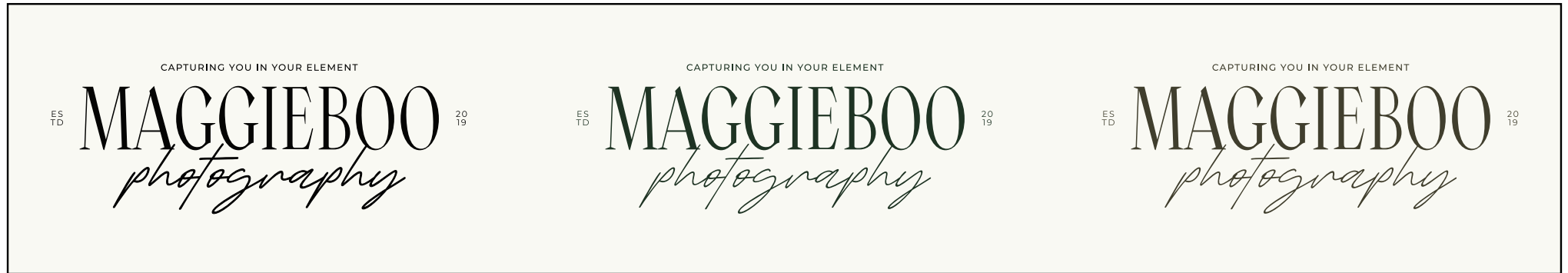
PRIMARY LOGO

This is your primary logo in all of the color versions that will be provided in your final package.



SECONDARY LOGO

This is your secondary logo in all of the color versions that will be provided in your final package.



BRAND MARK

This is a circular version of your brand mark in all of the color ways that will be provided in your final package. A fun addition to your logo suite that can be used for story highlights, as a watermark, and overall to put your stamp on your work!



MAGGIEBOO
PHOTOGRAPHY



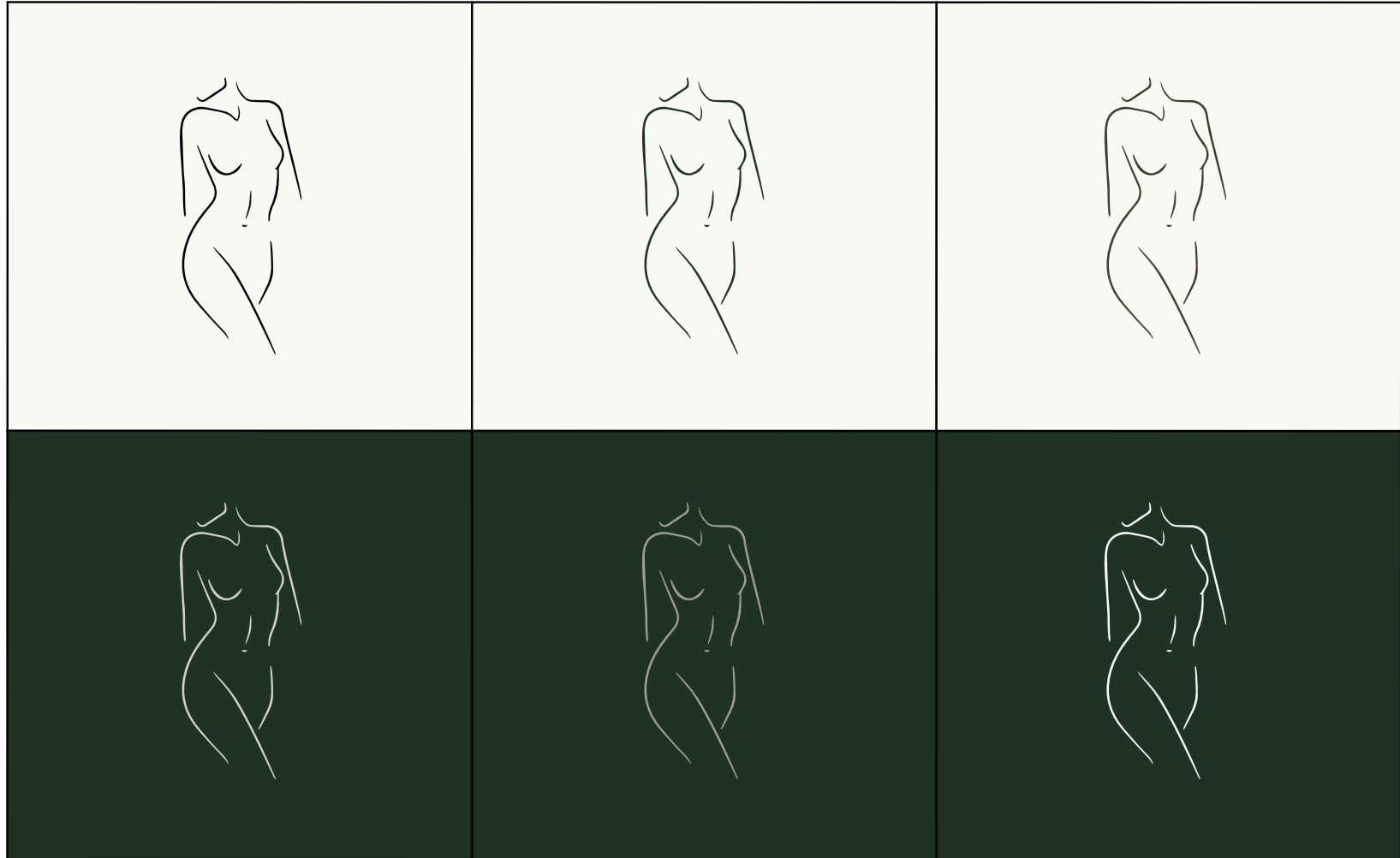
SECONDARY BRAND ICON

This is a brand icon I created for you, in all of the color ways that will be provided in your final package. Another fun addition to your logo suite that can be used for story highlights, as a watermark, and overall to put your stamp on your work!



BRAND ICON

This is your brand icon in all of the color ways that will be provided in your final package. It's featured in multiple of your logo versions, and really represents MaggieBoo as a brand!



BRAND CREST

This is your brand crest, which will be provided in your final package. There are two options here. This is just a fun addition to your brand assets!





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MAGGIEBOO
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CULTIVATING A SELF-LOVE EXPERIENCE

MacBook Air

BUSINESS CARD

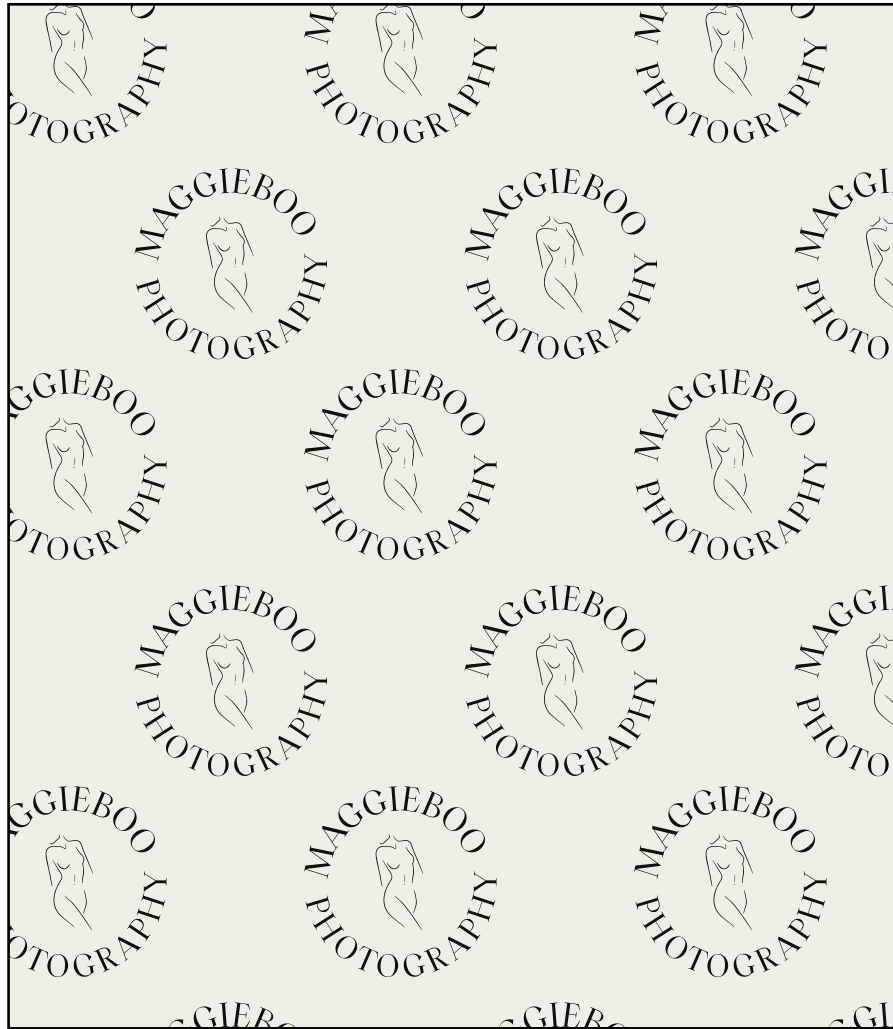
These are your business cards. The dimensions of the cards are [3.5" x 2"], and can be printed using the files provided in your final file package. You can choose one color, or if you use a printer like MOO (which I use for mine) you can pick multiple color options in one pack!





BRAND PATTERN

These are the two brand patterns for you to use in various print and digital media. You can use brand patterns on your website, in social media graphics, or on print collateral like brochures or tissue paper. These will be provided to you in each color of your palette to use on various backgrounds.



MB
photography

LAUNCH IMAGES

These are graphics you can use to launch your brand! These are some ideas I had, but if you have a specific vision in mind, let me know and I'm happy to work closely with you to achieve it! Launching your new brand identity AND website is huge. Let's get it right!

