



Selling handmade gifts with love

BRAND GUIDE

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Selling

“

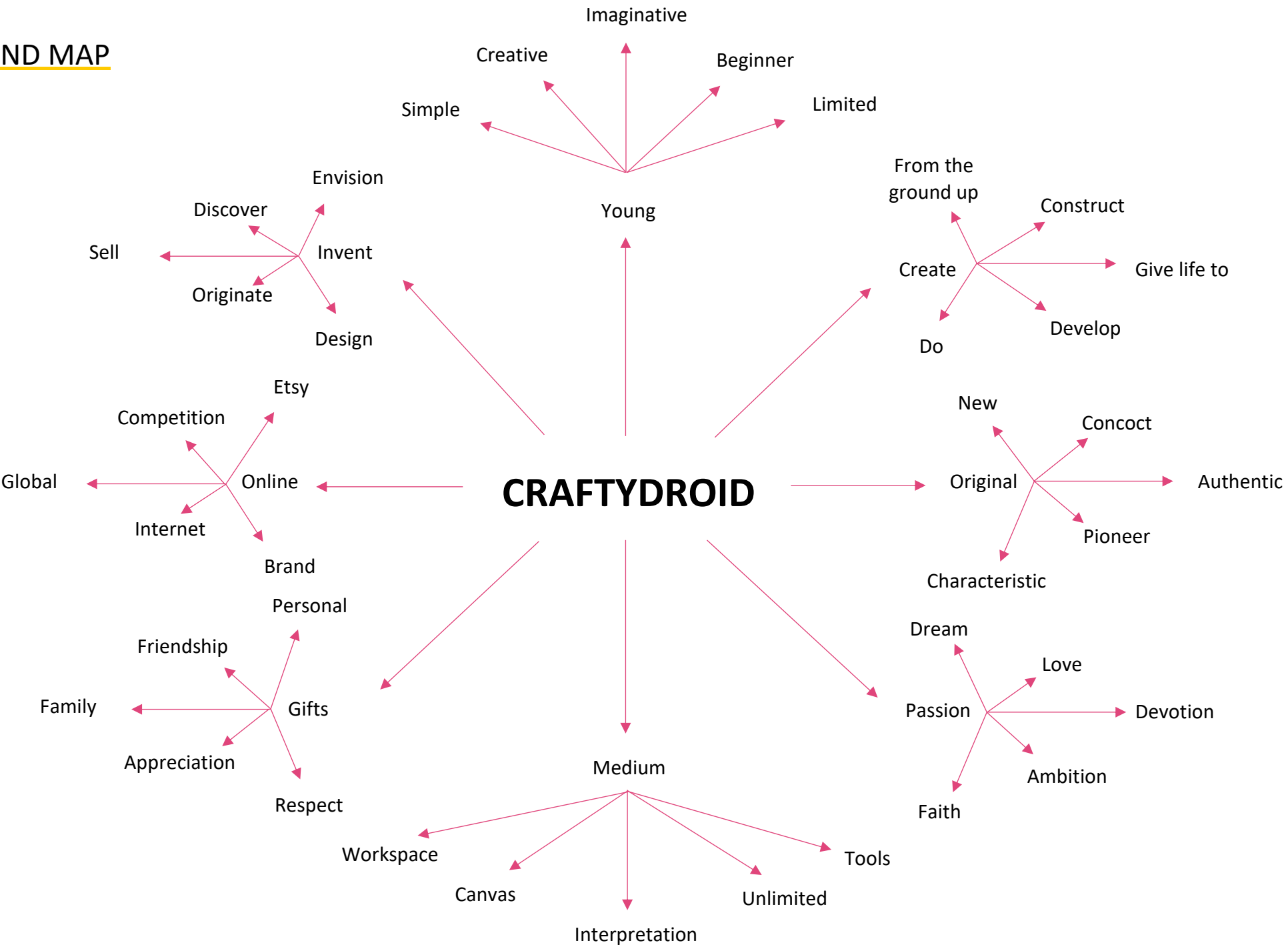
handmade

Sarah from a young age loved to create and be original. She first started to draw. Then she started to make objects from cardboard. With time her passion only grew. She started exploring other technologies and medium to invent and create. She did so as gifts for her loved ones, but soon wanted to share her love and creations by selling her items online.

”

gifts with love

MIND MAP



NAMING OPTIONS

Craftydroid

DIYers

HandmadeLovers

ADJECTIVES

Handmade

Original

Personalised

CONTEMPORARY IMAGES



HISTORICAL REFERENCES



TYPE SKELETONS

Hugs and Kisses xoxo

craftydroid

Sofia

craftydroid

Arenq

CRAFTYDROID

GrutchShaded

craftydroid

Kraft Nine

CRAFTYDROID

VARIATIONS

af y

af y

craftydroid

af y

af y

CRAFTYDROID

CRAFTYDROID

CRAFTYDROID

CRAFTYDROID

CRAFTYDROID

MINOR CHANGES

Craftydroid

CraftyDroid

Crafty-Droid

crafty.droid

craftydroid

FINAL LOGO

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COLOUR PALETTE

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MARK/ICON



SECONDARY TYPEFACES

Architects Daughter

craftydroid
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 abcdefghijklmnopqrstuvwxyz
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 0123456789

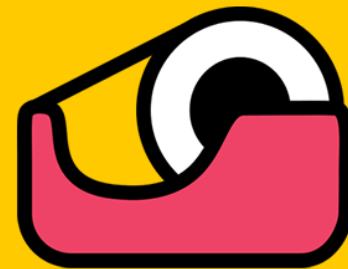
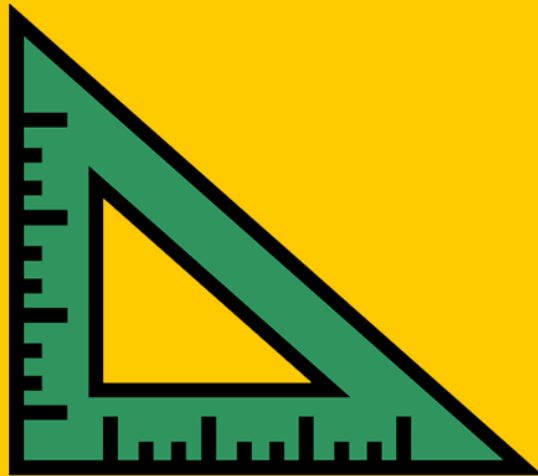
Bad Script

craftydroid
 Handmade with Love
 abcdefghijklmnopqrstuvwxyz
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 0123456789

IMAGERY FOR ADVERTS



crafty ^{room} droid



SECRET INGREDIENT



Craftydroid's secret ingredient is its mark which is synonymous with the brand. The thread for the needle can be made out to spell anything which will catch the eye of the audience. Also, the colour palette chosen all mix well together as well makes any advert piece recognised by anyone.

APPLICATION: T-SHIRTS AND TOTE BAGS





APPLICATION: BUSINESS CARDS AND LETTERHEAD



craftydroid.com

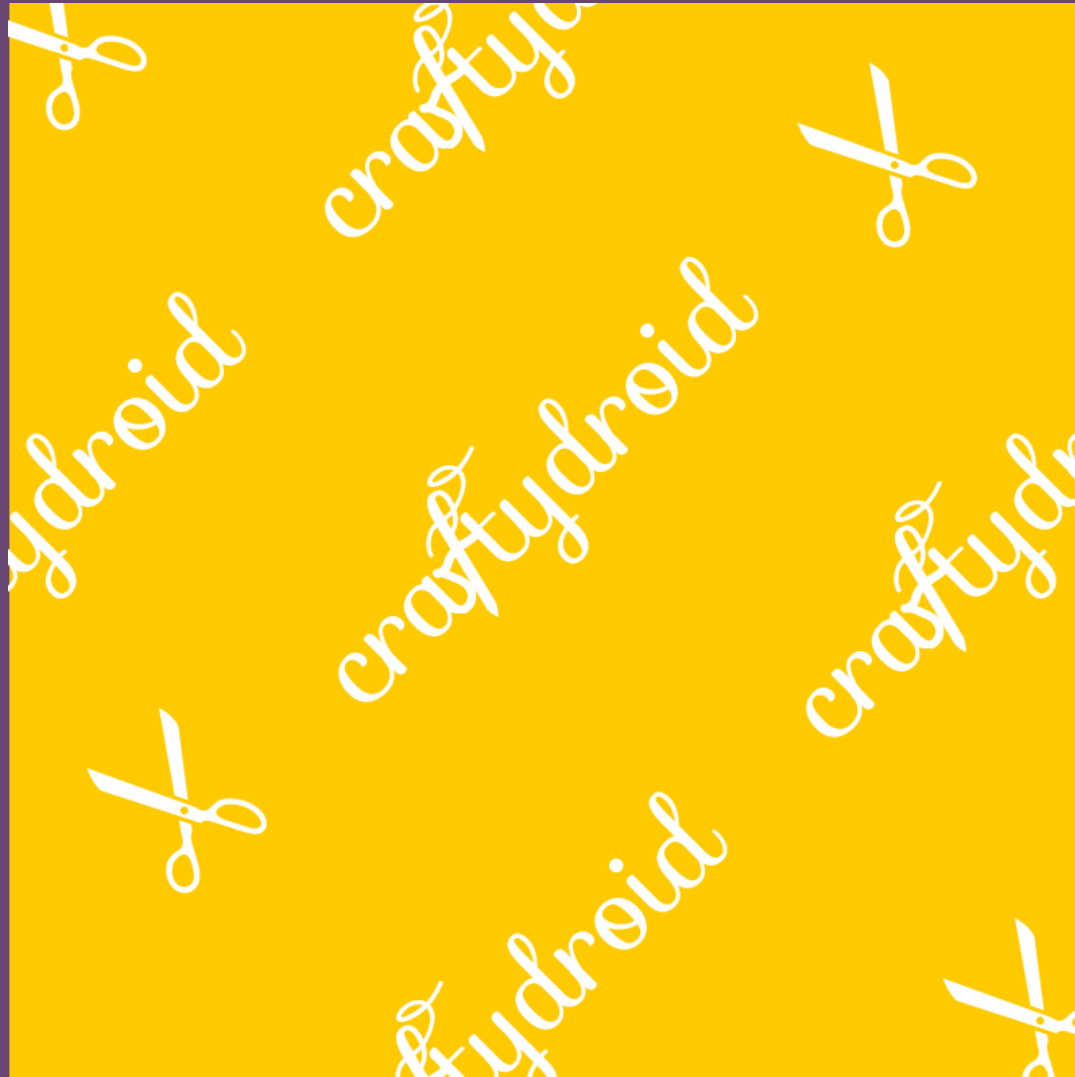
Sarah Mizzi

123 456 789

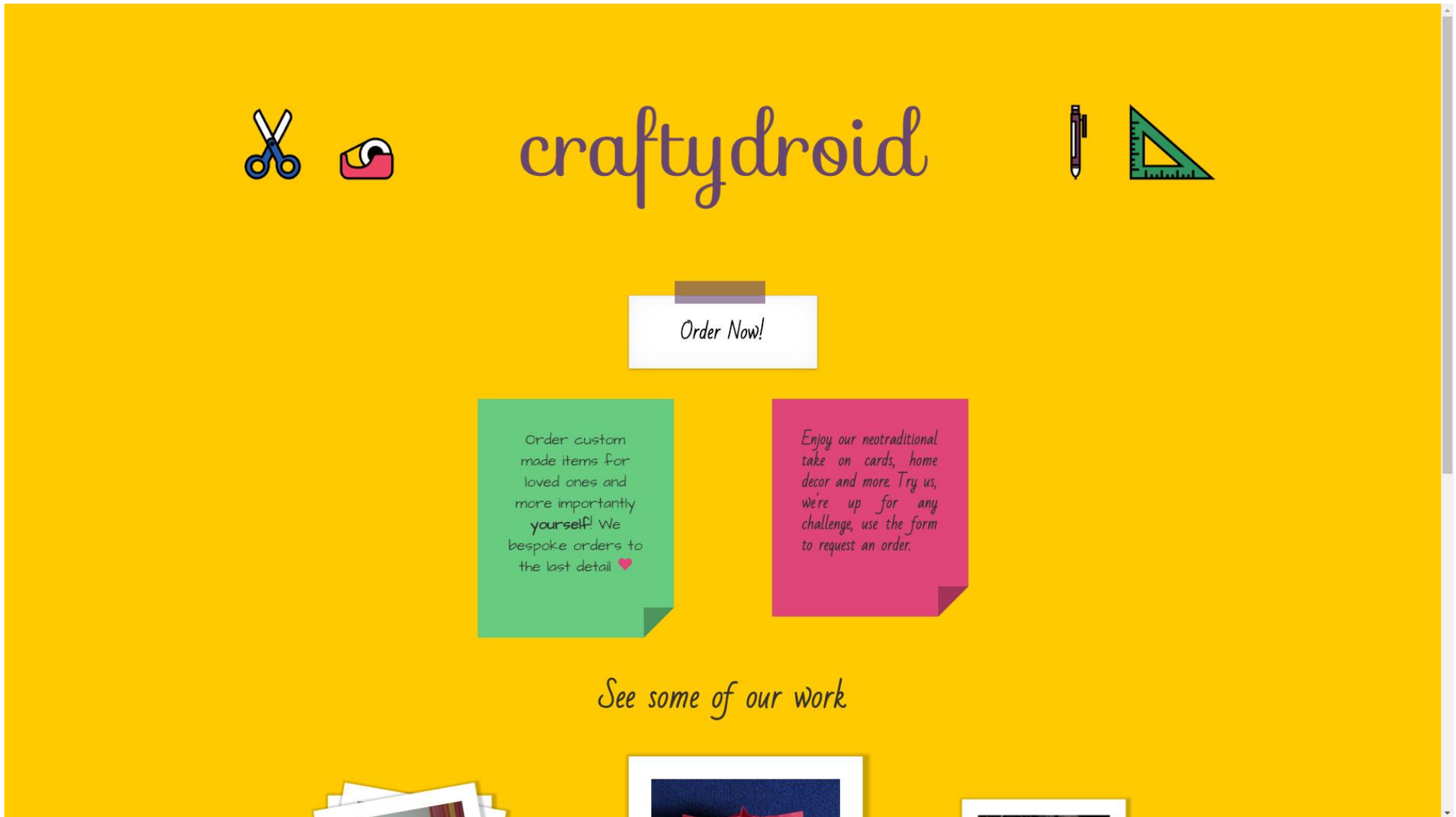
sarah@craftydroid.com



APPLICATION: PACKAGING WRAPPING PAPER



APPLICATION: WEBSITE – FRONT PAGE



APPLICATION: WEBSITE – ORDERS FORM



craftydroid



Place or enquire about an Order

Full Name *

Email address *

Contact number *

Description *

Tell us a bit about the item you had in mind, any particular colours? Is it a gift? Any special requests?

Submit image

Upload a sketch or other visual aid to help us get your order just right

Choose File

No file chosen

SUBMIT

FOR MORE INFORMATION CONTACT US AT

WWW.CRAFTYDROID.COM