

STEPHANIE NICHOLAS

Name *generation*



NAME GENERATION

Impression - a synonym for the word print. Playing on the feeling of 'First Impression' two options to consider;

'Impression Ready' meaning the products are ready to produce a good reaction.

Impression Ready

NAME GENERATION

'Rare impression' - the feeling of something unusual that you have produced giving a rare impressive feeling.

Rare Impression

NAME GENERATION

Weird and Wonderful. Short concise and memorable. The expression you want to achieve from customers and clients for the unique patterns/ products you design. Also links back to Welsh Heritage (Welsh wow!)

WaW!

NAME GENERATION

Alchemy: aims to purify, mature, and perfect certain objects.

Pattern Alchemy

NAME GENERATION

Alchemy: aims to purify, mature, and perfect certain objects.

Surface Alchemy

SURFACE ALCHEMY

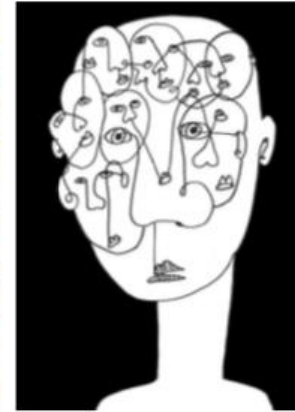
Branding

journey



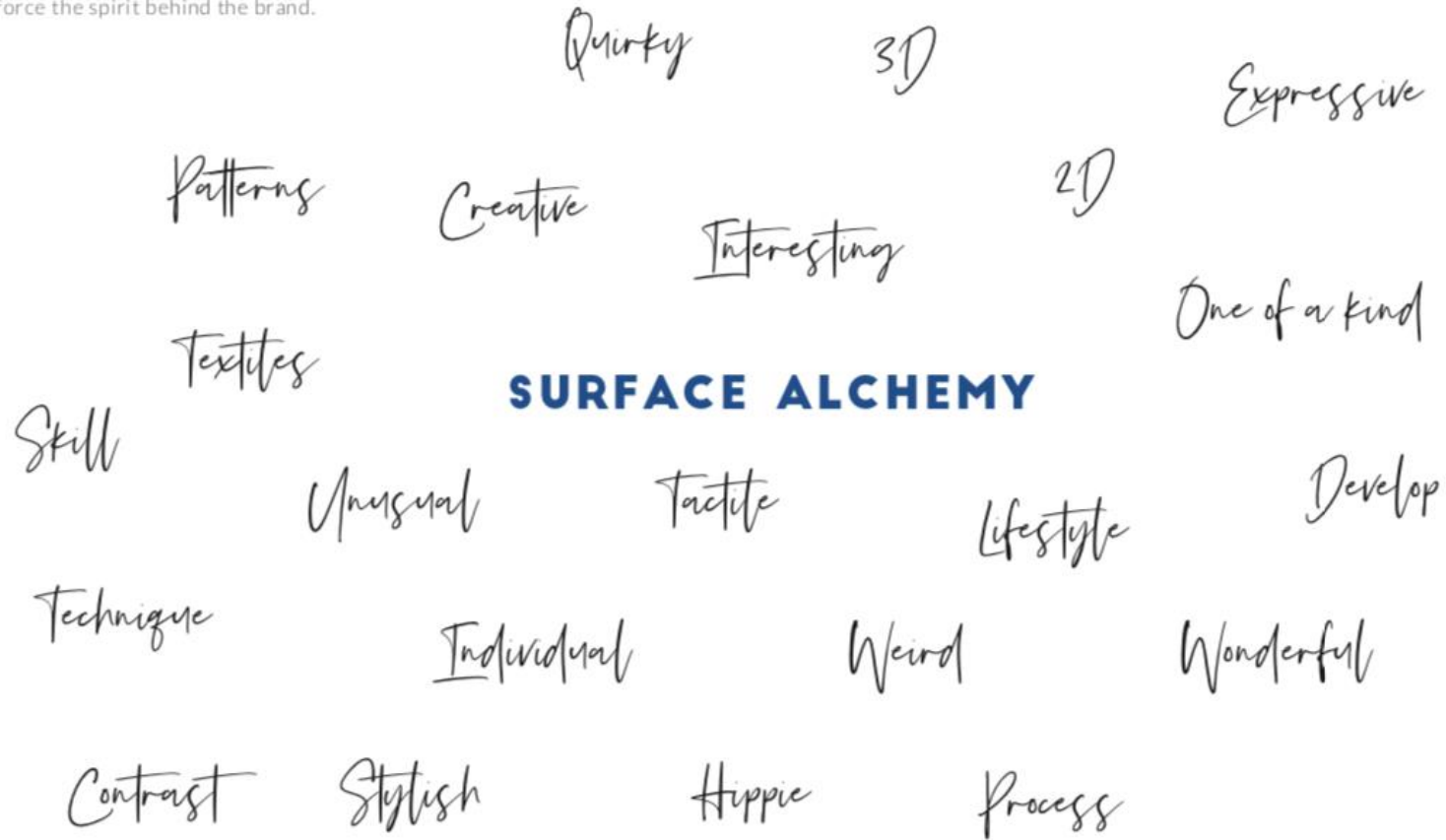
CHOSEN IMAGES

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BRAND WORDS

A list of brand words relating to all things Surface Alchemy. These can be utilised in brand messaging and storytelling to reinforce the spirit behind the brand.



SURFACE ALCHEMY

Concept

one



COLOUR PALETTE

Colours based on the firelight palette.
Warm, intense and subtle.



GOLD



MALACHITE



TANZANITE



TERRACOTTA

MAIN IDENTITY

A modern minimalist sans serif typeface called DIN is used for this identity. Combined with a alchemist inspired logo.

The Hand: Symbolising creation - handmade

The Sun: The ancient alchemy symbol of gold. Worshipped in many cultures, specifically Egypt where Amon-Ra was personified by the evening sun setting at the end of the creative process. Alchemists understood the process of creation, and utilized the symbol of the sun to focus on creating desired effects in their practice – both physically and philosophically.

The Moon: Alchemically speaking, the moon represents Silver, the Lesser Work, or Mercury. It conjoins with the sun, or Gold in the Greater Work. In more practical terms, the moon represents fertility, resurrection, occult power, immortality and intuition. The moon is a feminine property and alchemists would incorporate it with the sun (gold) to assure balance.

The Eye: This is the spiritual ancient alchemy symbol for the right eye of the soul, by which it looks to the eternal. This symbol allows focus on higher, finer spiritual vibrations. It also ascertains the infinite nature of our soul, and our capability to tap into the infinite universe.

The 4 elements: Earth, Wind, Fire & Water - the four core elements that are the foundation of everything you create and processes you use.





MAIN IDENTITY

A combination of a serif typeface with a more creative script typeface. This identity can be used standalone as is or can be combined with brand assets / marks to add interest and energy to express the creative process.

SURFACE *alchemy*

SURFACE *alchemy*

BRAND DETAILS

Using abstract marks the combination of brand application is infinite. We can keep it minimalist or expressive depending on where it is to be used.



The background is a light lavender-grey color. It is decorated with several large, organic, hand-painted style shapes in muted colors: teal, terracotta, mustard yellow, and navy blue. There are also numerous small, dark blue speckles scattered across the composition, particularly in the upper left and lower right areas.

SURFACE

alchemy

Thank
you

