



# ROWLENA

*Creative Brief*

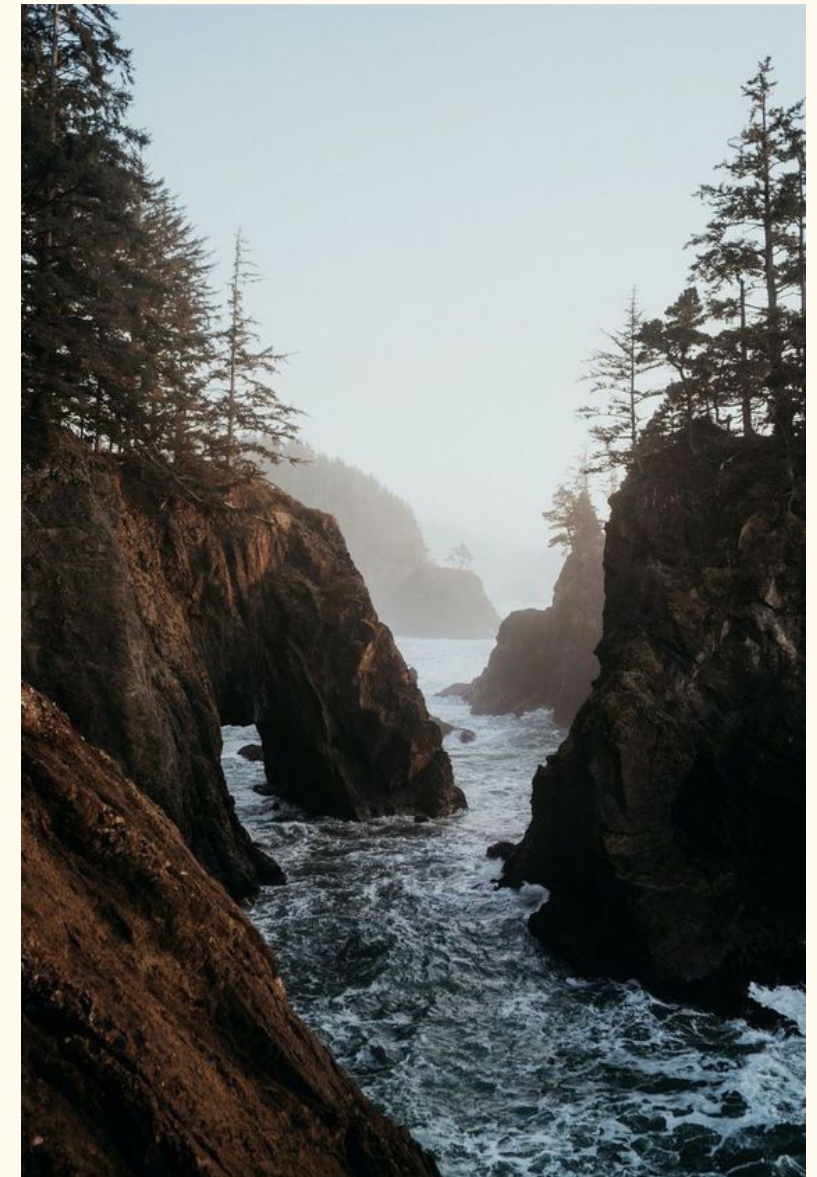
## What is *Rowena*?

Rowena is a brand of 3 collections inspired by the geographical regions of Oregon. Each collection consists of a series of goods, from apparel to accessories, designed specifically for the environments they are inspired by. Utilizing color palettes and visual language from the naturally occurring landscapes of Oregon, Rowena celebrates what makes the state unique and beautiful.

- 3 collections (forest, desert and coastal)
- printed and tangible products to display at the oral defense
- a type system and brand guidelines
- a mock website to showcase the products

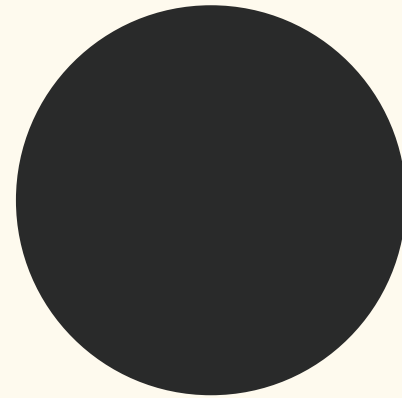
## Who is the *audience*?

- locals of oregon
- visitors to oregon (tourists!)
- people who love the outdoors, but not exclusive to the most experienced or hardcore
- lovers of art and design, but not exclusive to those who have a background or education in art

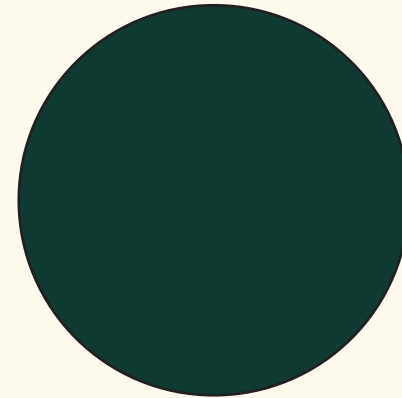


## Methods & Materials

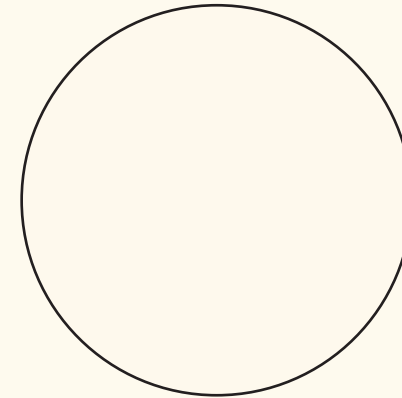
*Website & Logo*



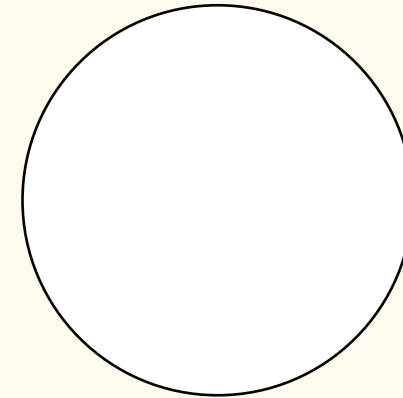
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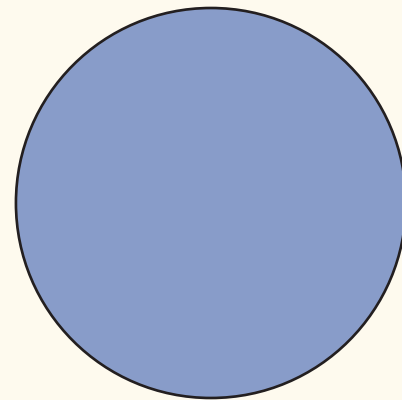


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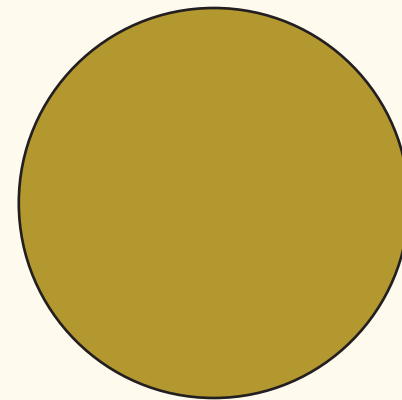


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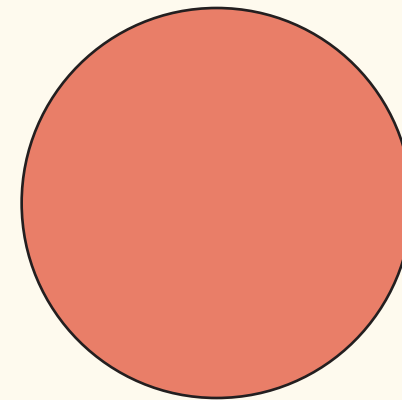
*Accent Colors*



#8b9dc7



#b29730



#e87e69

**MAIN HEADING:** CANELA MEDIUM

**SUBHEADER:** *Canela Light Italic*

**body copy:** ANDALE MONO REGULAR

## The Deliverables

### *forest collection:*

- t-shirt
- patch
- water bottle
- beanie
- hoodie

### *coastal collection:*

- t-shirt
- patch
- water bottle
- tote bag
- bucket hat

### *desert collection:*

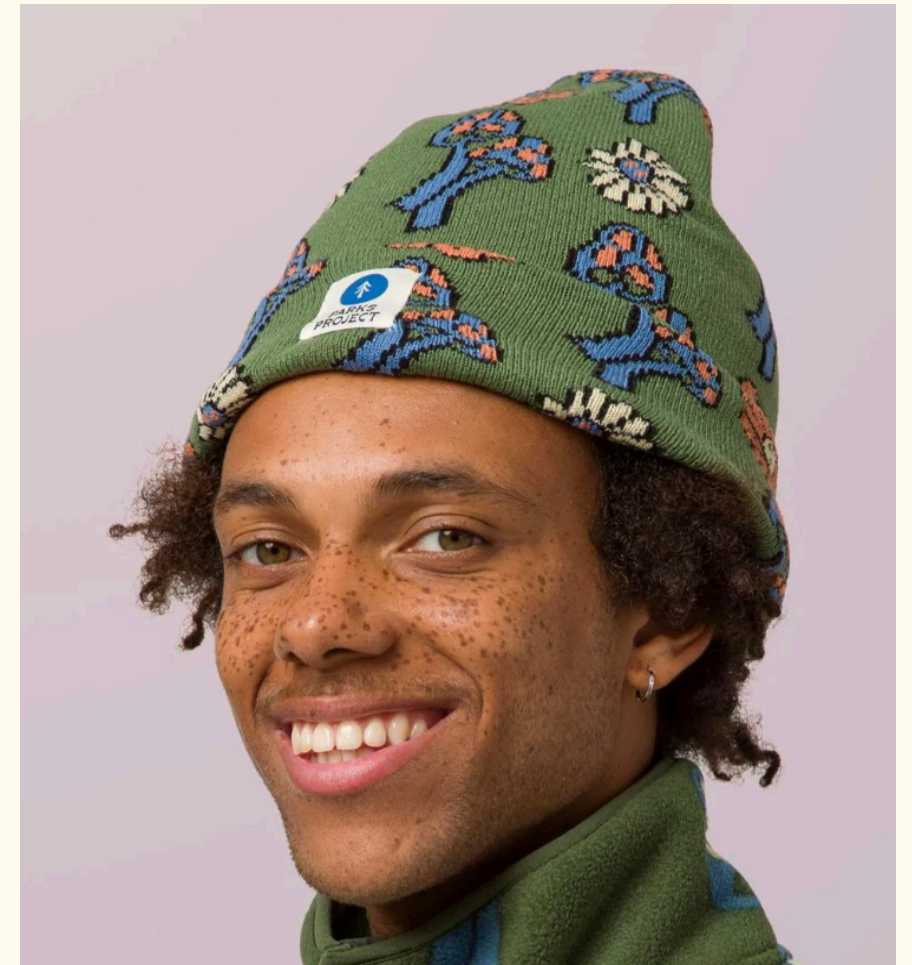
- t-shirt
- patch
- water bottle
- sling bag
- cap

### *general assets:*

- rowena logo
- brand guidelines
- website mockup
- printed materials

# Comparative *Media*

The Parks Project





## Marketplace *Application*

Rowena showcases my skills and understanding in creating a cohesive brand identity, while also combining the strongest aspects of my creative practice together — Illustration and Graphic design.

Whether it launches as an active brand through my website, or is simply a catalyst into a branding and design career, Rowena is a cumulation of four years of practice and study to showcase some of my best work as a designer and illustrator.