

SILVER LEMON



BRANDING

SOCIAL MEDIA // PRINT

PROJECT OVERVIEW

Silver Lemon Calligraphy is a small lettering company from Abbotsford, BC. The company offers custom brush-lettering prints and event stationery.

PROJECT OBJECTIVES

Silver Lemon Calligraphy's objective is to expand the brand into new markets and services and expand their online presence. The objectives for this project are to design a brand that can be easily extended into social media platforms and promotional print material. The service offered is a local, hand-made, craft product and the branding should reflect these aspects.

TARGET AUDIENCE

The target audience for this project are people living in the Fraser Valley that appreciate hand-lettered calligraphy and strive to support local artists. Specific target demographics are those in need of the service, like wedding planners, or stores that sell locally-made products.

DESIGN CHALLENGE

Designing an identity that has a locally-made aesthetic while still appearing professional and experienced. The calligraphy market is saturated with a lot of amateur practices, so the brand needs to be unique and eye-catching.

DESIGN SOLUTION

Using a bright and vibrant yellow paired with hand-lettered script and a modern slab-serif typeface allowed the branding to be artful and impactful. The use of the watercolour branding graphics clearly send the message of the services and products offered by Silver Lemon.

ALL CALLIGRAPHY FEATURED IN THIS PROJECT WAS MADE BY SILVER LEMON CALLIGRAPHY.

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