BRAND IDENTITY

Portfolio

Three concept identities in three very different styles: technology, couture and streetwear.



What is in this document

- Conversa.AI, the identity for my own AI automation business
- L'Atelier Révélé, a Parisian couture and bridal atelier
- Rawform, a streetwear label
- How I turn a client's inspiration into a complete brand system

These are self-initiated concept identities. I use AI-assisted tools to explore directions quickly, then select, refine and finish the work myself.

CONCEPT 01 | TECHNOLOGY

Conversa.AI

The identity for my own AI automation business, which builds chat agents, phone receptionists and booking systems for small businesses.





Direction

Approachable, trustworthy and modern. The brand has to feel like a friendly conversation with something clever behind it.

The mark

A chat bubble holding a small network of connected points: conversation on the outside, intelligence inside. It works in one colour and on any background.

Colour

#1C2C6B #6164E0 #FCF9F6

Deep navy and indigo on a warm cream. A gold finish is used for premium applications such as signage and covers (shown above).

CONCEPT 02 | COUTURE

L'Atelier Révélé

A made-to-measure couture and bridal atelier in a Parisian salon.





Direction

Quiet luxury, hand-finished and warm. Nothing shouts; the craft does the talking.

Identity

A widely spaced serif wordmark in capitals, and an interlocked LR monogram in a fine circle for seals, labels and small sizes.

Colour

#FAF5E9	#A9894F	#D9C3A0	#16120F	#7A1F2B

Cream, soft gold, champagne and black velvet, with a deep rose red used sparingly as an accent.

Photography direction

Soft window light, draped fabric, mannequins, roses and old wood, shot as if inside the atelier.

CONCEPT 03 | STREETWEAR

Rawform

A streetwear label built around heavyweight, honest garments.



Direction

Raw, quiet and urban. Concrete, stone and overcast light. The garment is the hero and the logo stays understated.

Identity

A clean, widely spaced wordmark in capitals, designed to read clearly when stitched or printed on the chest of a garment.

Colour

#7A7D82	#2B2D31	#0D0D0D	#F2F0EB

Photography direction

Overcast daylight, concrete walls, muted tones, models looking away from the camera.

PROCESS

How I work from your inspiration

Clients often arrive with a collection of images they love but cannot yet put into words. This is how I turn that into a brand.

1 Read the images

I study every image and note what they share: colour temperature, contrast, shapes, type style, mood and level of polish.

2 Agree the direction

I write a short direction statement for you to approve before any design starts, so we agree on the feeling first.

3 Three distinct concepts

Each concept has a logo, colours, fonts and samples of the brand in use, presented with the reasoning behind it.

4 Refine the one you choose

We refine the chosen direction together through a set number of revision rounds.

5 Deliver the full system

Primary and secondary logos, a submark, a colour palette with print and digital codes, font pairings and hierarchy, final logo files, and a brand guide.

What a brand guide covers

- Logo usage: clear space, minimum sizes and what not to do
- Colour palette and how to use it
- Typography, pairings and hierarchy, with web and Canva-friendly alternatives
- Photography and art direction
- Brand voice
- Simple rules for keeping everything consistent across a website, social media and marketing materials

On ownership and AI tools

I transfer all rights I hold in the final identity to the client. Parts of my exploration use AI tools, so I finish and refine every final logo myself and keep a record of the process. Copyright rules for AI-assisted work are still evolving, so I recommend a trademark search before registering a new brand.