





Brand Packages for Kelsey Jordan's Portfolio Site

Proposed by Kira Gresoski

Beneath the Skin of the Moon

Each night I sleep naked, no covers, moonlight soaking into my skin through a gauze of clouds. Anaïs Nin wrote how moon-bathing makes a woman glow and no one can resist her.

The egret visits the creek before each dawn. Through the mist and the willows she dips her beak for steelhead. The tribes that called this valley their home no longer exist, but they told of how the white bird brings change.

You never see them, but the river otters swim at night Their great, round eyes challenge the skies. Orb to orb, they consume the milk-light a reminder that our species was once wild.

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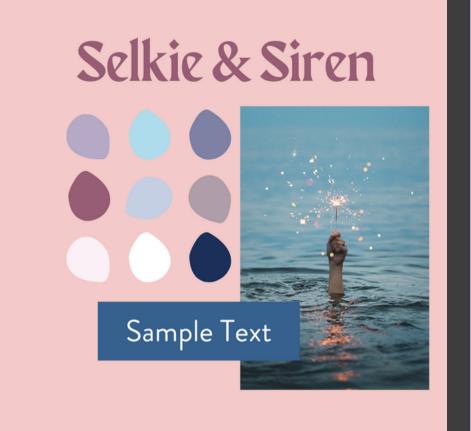
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Selkie & Siren Sample Text

Direction One // Selkie & Siren

Main Design Features: Typography + Color Blocking Combinations + Sunrise Ocean Photos

Mood + Vibe: Warm, Feminine, Friendly, Down-to-Earth, with a touch of Folklore and Magic

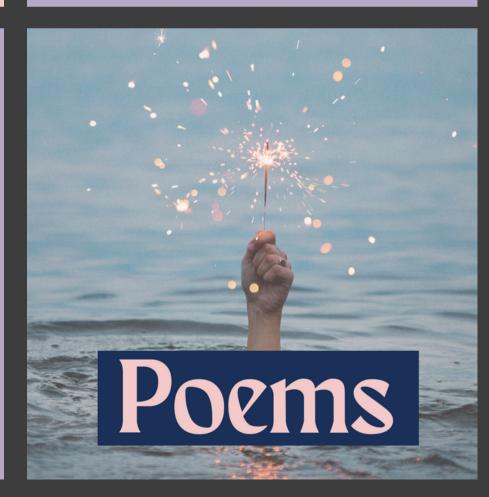




Poet, Mystic, Mama

Selkie & Siren

Sample Text





Beyond the Water's Break

Still covered in the thick white cream of my womb I coax her out of her coat, soft caul of fur, knotted around her limbs like bark on driftwood.





Direction Two // Wild Child

Main Design Features: Sacred Geometry + Gold Foil + Bright Sunsets + Ocean Textures + Digital Collage

Mood + Vibe: Vivid, Powerful, Mysterious, Sacred, Wild, Bold, with a touch of 80's inspiration

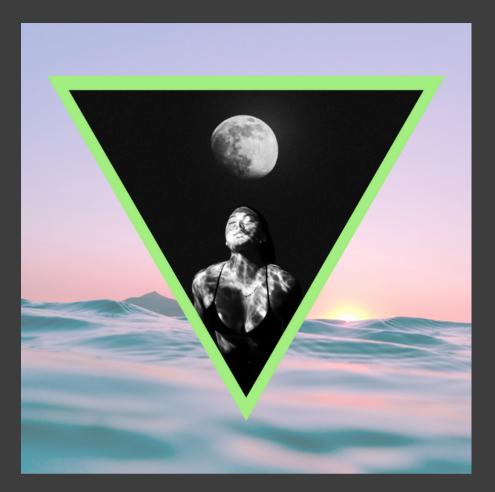












poem title

poems poems poems musings odes to the moon songs of the sea



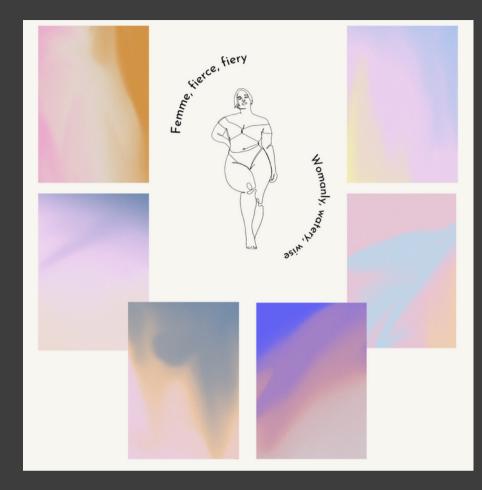
The Mystical Village of Women & Girls

Main Design Features: Water Color Backgrounds, Monoline Illustrations, Pastel and Jewel-Toned Auras, Grainy Backdrops

Sleek

Direction Three //

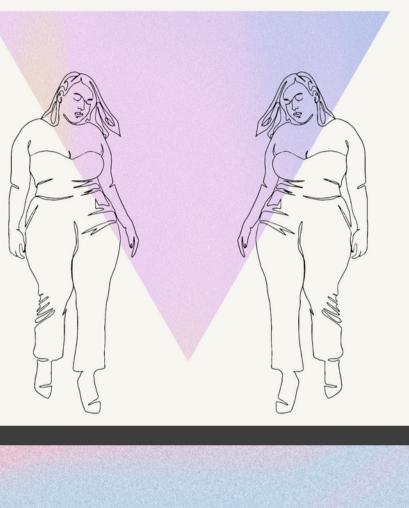
Mood + Vibe: Vintage yet Modern, Fresh, Fierce, Bright, Clean,

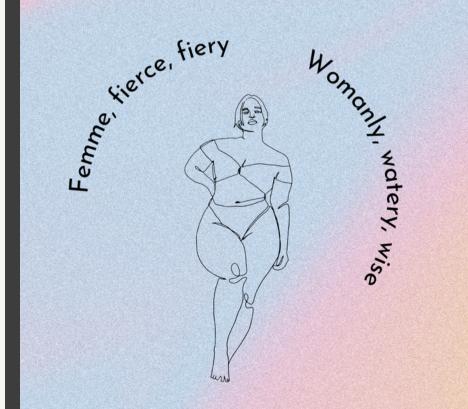












Next Steps

Spend some time with these three different directions and notice how each feels and resonates

Share any feedback you have about what you love/don't love with each direction

We'll schedule a quick call to talk through your thoughts and decide on one direction

You'll share any notes and feedback you have on colors, fonts, and imagery, and I'll make necessary revisions. I'll then send you a revised brand package, with three logo options for you to choose from

Sample Text

wild child

Sample Text Sample Text

