

Brand Packages

for Kelsey Jordan's Portfolio Site

Proposed by Kira Gresoski

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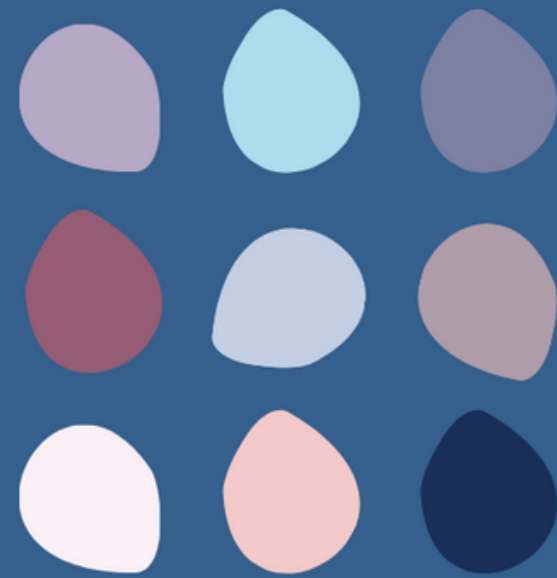
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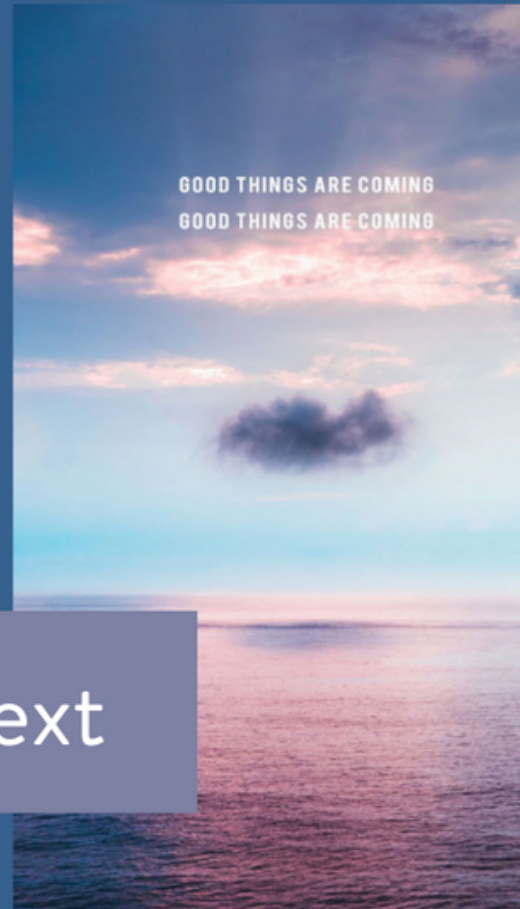
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Selkie & Siren



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

Selkie & Siren



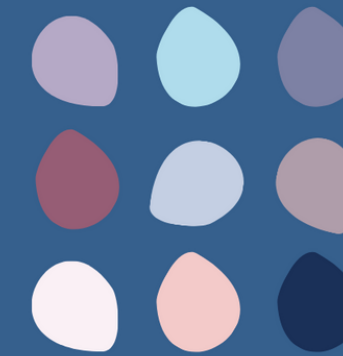
Sample Text

Kelsey Jordan



Poet, Mystic, Mama

Selkie & Siren



Sample Text

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.*



wild child



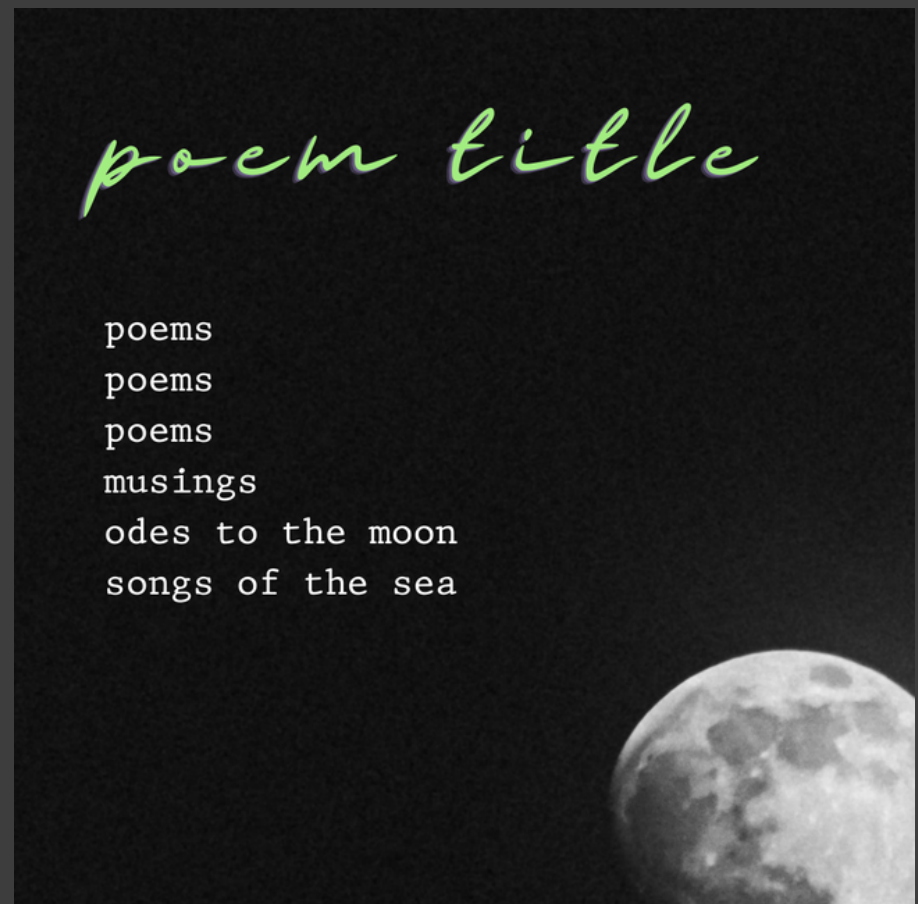
Sample Text
Sample Text

Direction Two //

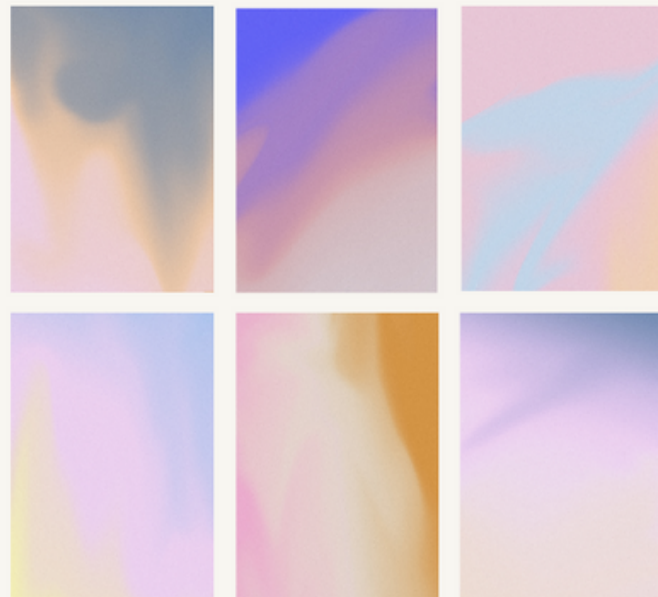
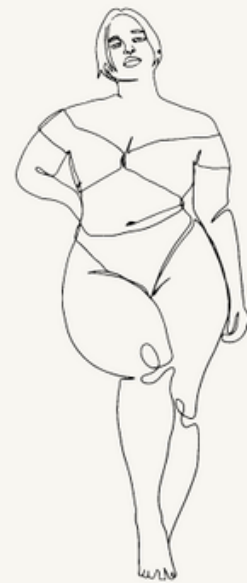
Wild Child

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



The Mystical
Village
of Women
& Girls

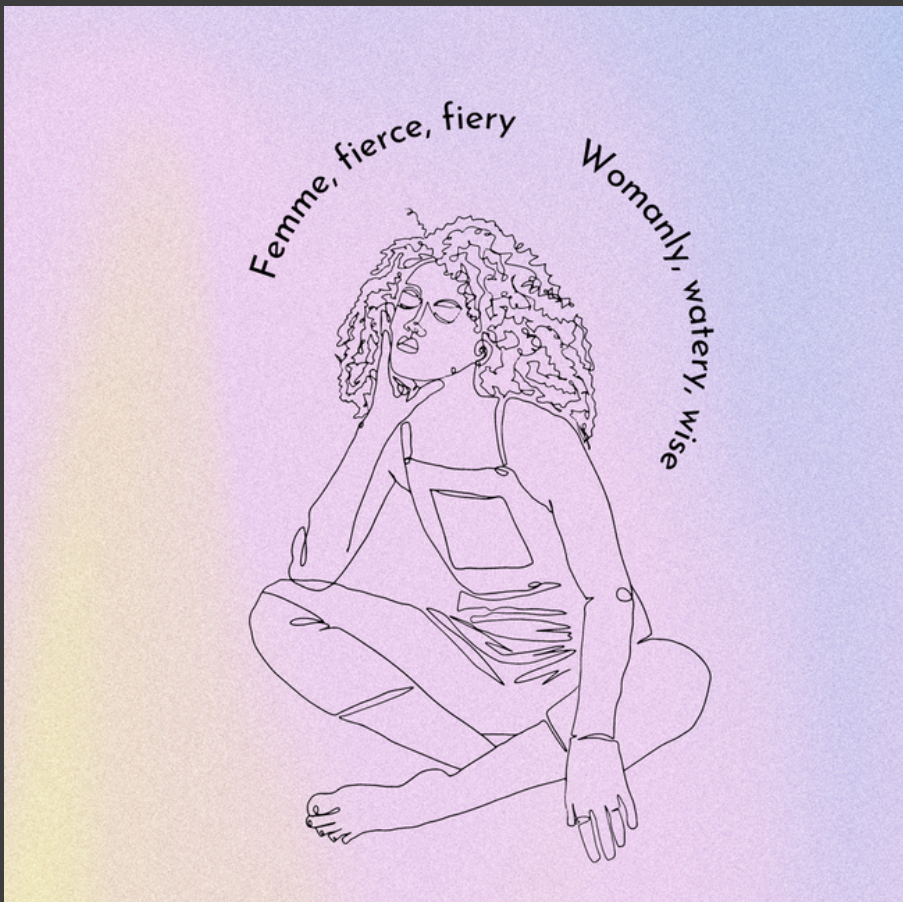
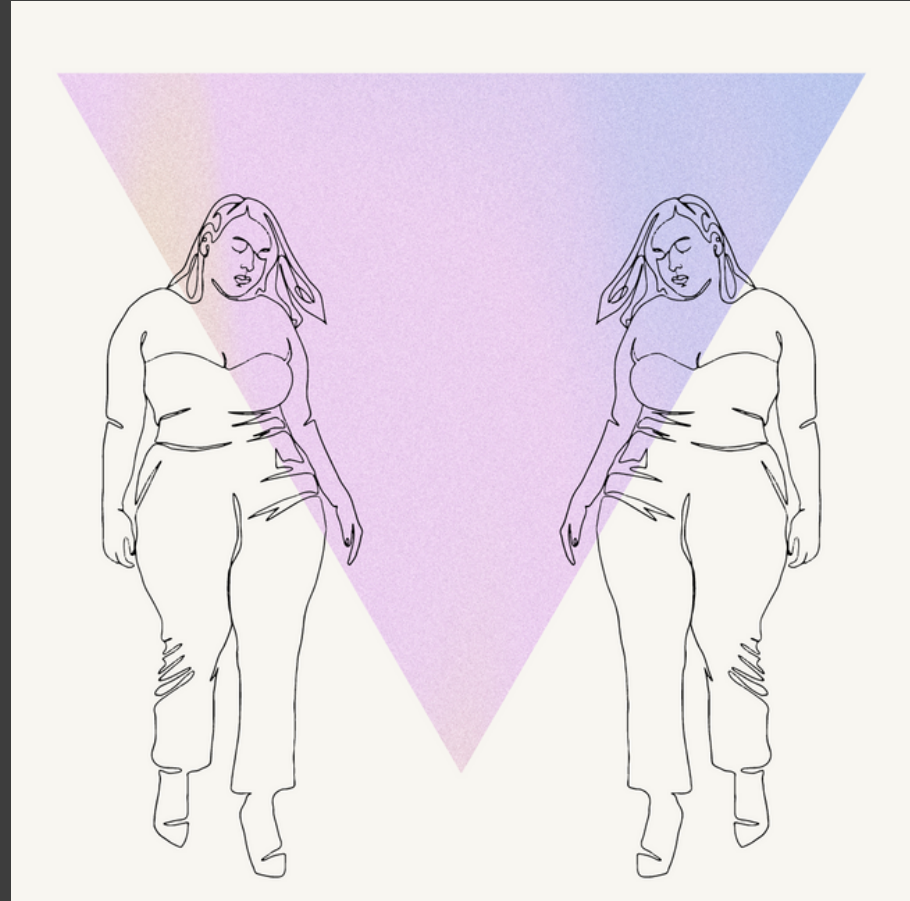
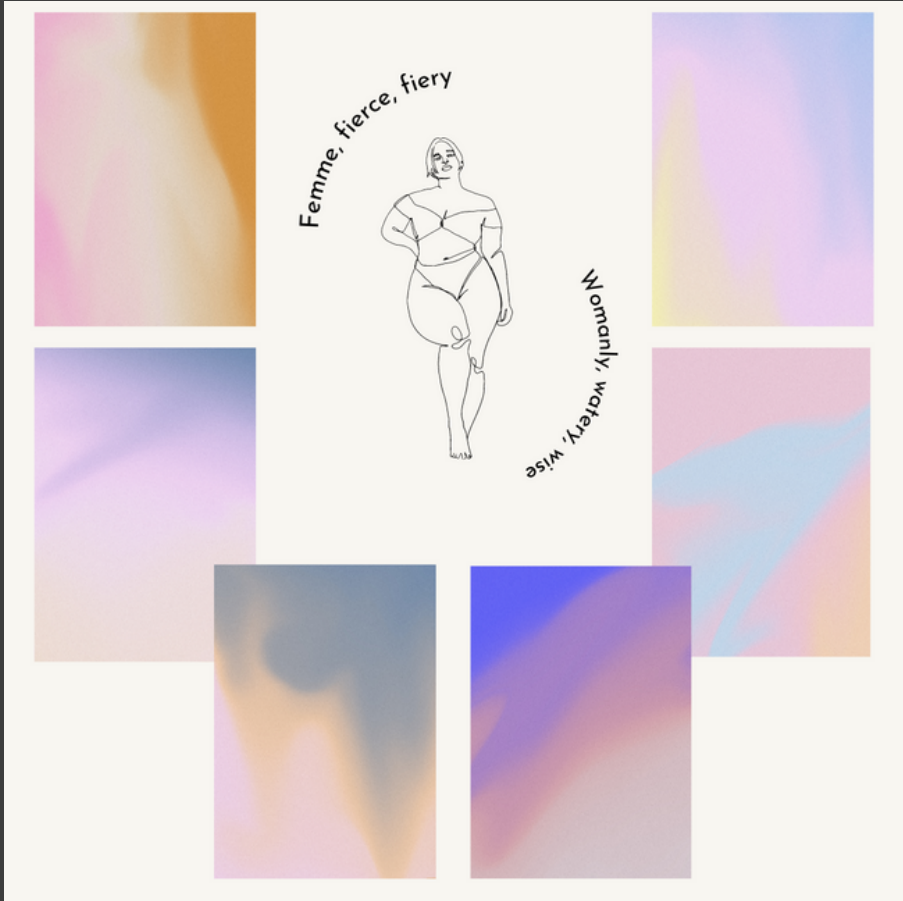


Direction Three //

The Mystical Village of Women & Girls

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

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



Next Steps

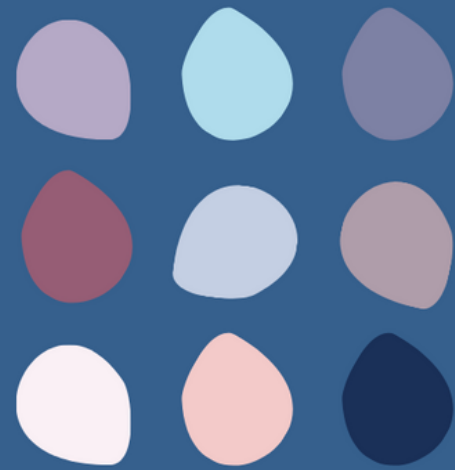
Spend some time with these three different directions and notice how each feels and resonates

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

Selkie & Siren



Sample Text

wild child



Sample Text
Sample Text

The Mystical Village of Women & Girls

