





### The Brief

Asia E. Jones is a Personal Brand based in the United Kingdom, owned by Asia Effiong Jones. A Brand that niches in Hosting/MC, Voice Over, Advocacy and Fashion Modelling

### The Goal

The goal is to create a brand identity that is exciting, noticeable, loud and commands attention

### Approach

Considering the multi-dimensional nature of the brand, a letter-mark logo was used, so as to cover the different arms of the brand,

### Solution

The letter-mark was taken from the initials of the brand name, Asia Effiong Jones, creatively crafted with an element which further depicts the brand value



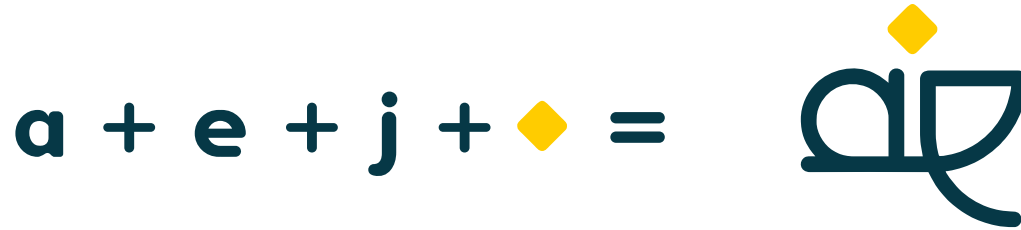
# Brand Values

## Values

The brand values informed the direction of the identity design, in terms of choice of fonts and colours.



## Logo Ideation



**a-** Asia

**e-** Effiong

**j-** Jones

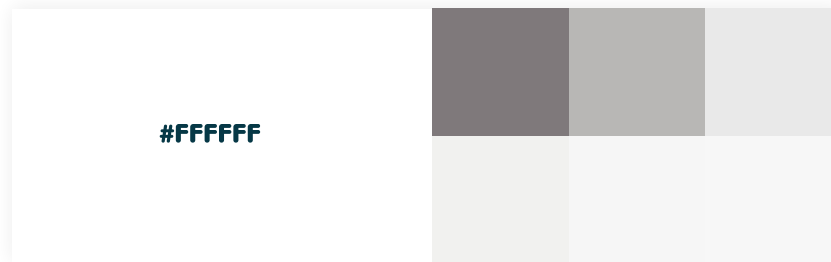
- ◆ - Squares and rectangles translates to the feelings of Boldness, it also gives the feeling of **Standing Out**, therefore **commanding attention** in human mind.



# Logo Variant



# Colour Variation







# Colour Gradient



## Typography

Primary

---

Simply Rounded family

Secondary

---

Montserrat font family

Simply Rounded

ABCDEFGHIJKLMN  
OPQRSTUVWXYZ

abcdefghijklmn  
opqrstuvwxyz

123456789

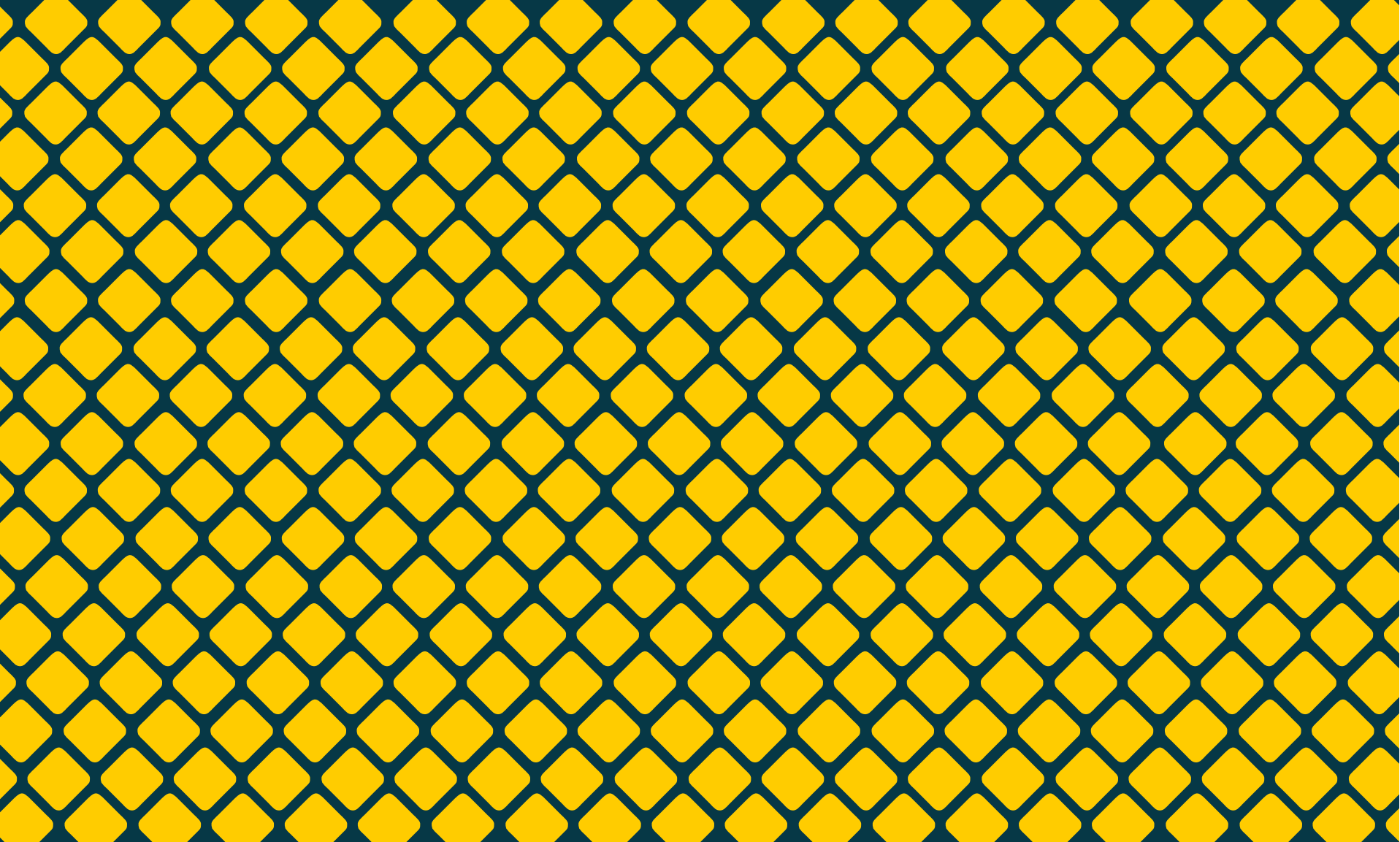
Montserrat family

ABCDEFGHIJKLMN  
OPQRSTUVWXYZ

abcdefghijklmn  
opqrstuvwxyz

123456789









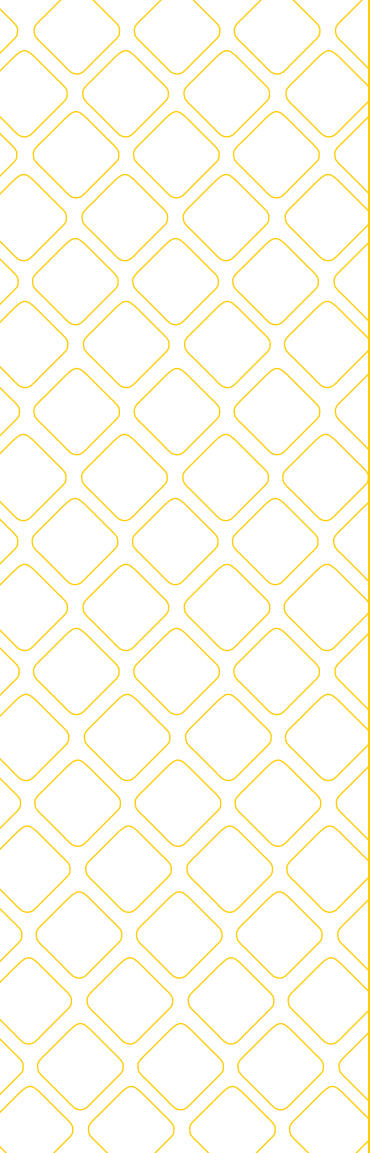
























Asia E. Jones

## **Conclusion**

Adequate research and deep thought process was made in the process of designing this Logo. Every aspect of the logo has been accounted for in this document