



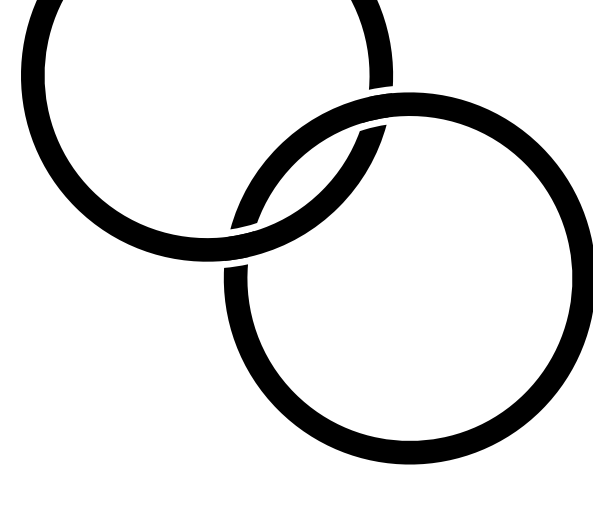
STYLECHAIN

IDENTITY BRIEF

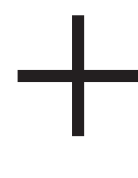
The goal is to create a logo and an app interface for an online shopping company - Style Chian. The owner wants to combine the idea of chain and S to form a logo. As for the color palette, the logo comes with a black & white, and 3 colors gradient color.

Stylechain - it's designed for YouTubers or social media influencers to sell and promote merchandise on the platform. At the same time, they earned incentives when their shoppers/followers shop through their page.

LOGO CONCEPT



Chains



Letter S

LOGO VARIATIONS

Vertical



STYLECHAIN



STYLECHAIN



Social Avatar



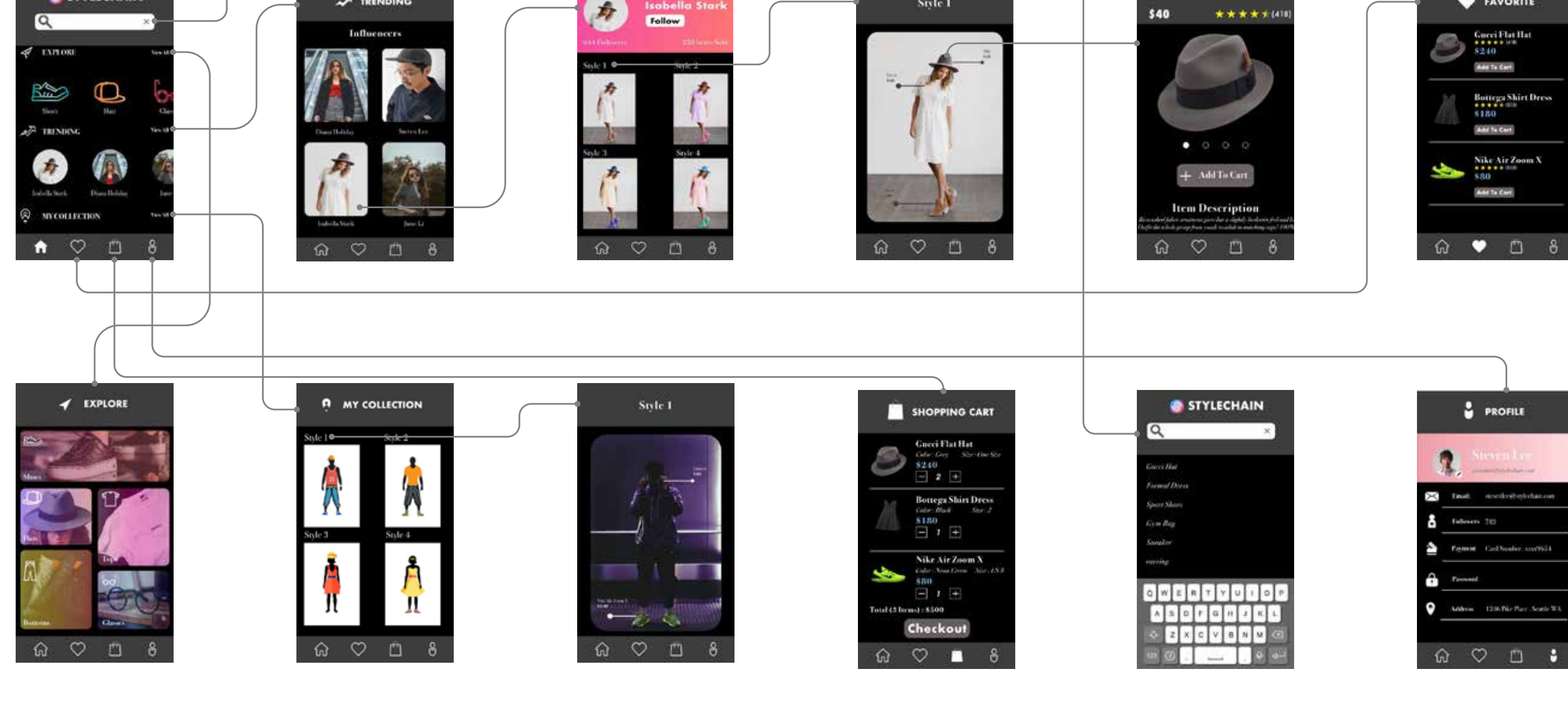
Horizontal



BREATHING SPACE



UI WIREFRAME



COLOR PALETTE



R:18
G:194
B:233

#12c2e9



R:196
G:113
B:237

#c471ed



R:246
G:79
B:89

#f64f59



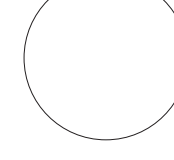
R:35
G:31
B:32

#231f20



R:229
G:230
B:231

#e5e6e7



R:255
G:255
B:255

#ffffff

FONTS

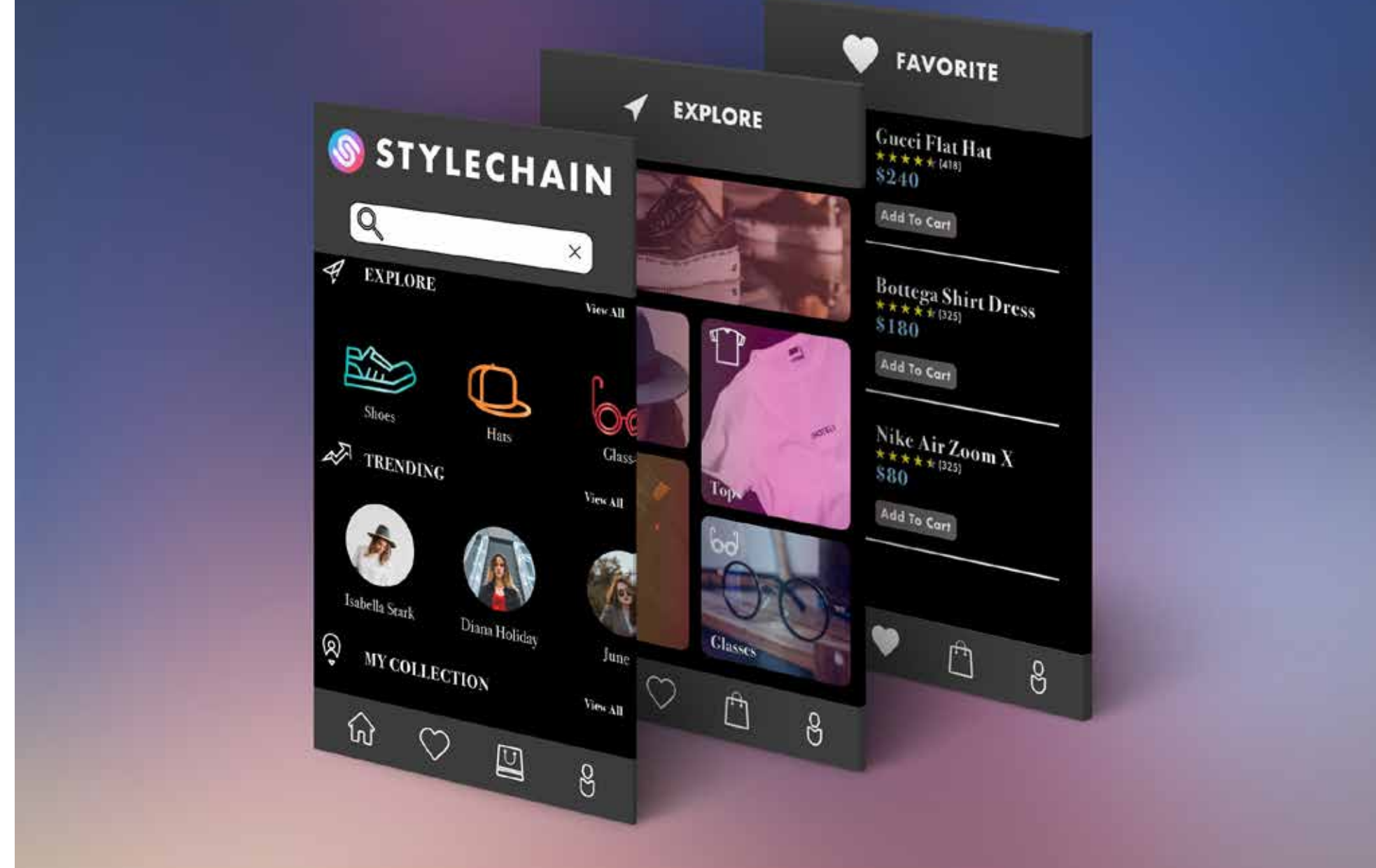
Futura

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

a b c d e f g h i j k l m n o p q r s t u v w x y z

1 2 3 4 5 6 7 8 9 0

SIMULATION



STYLECHAIN