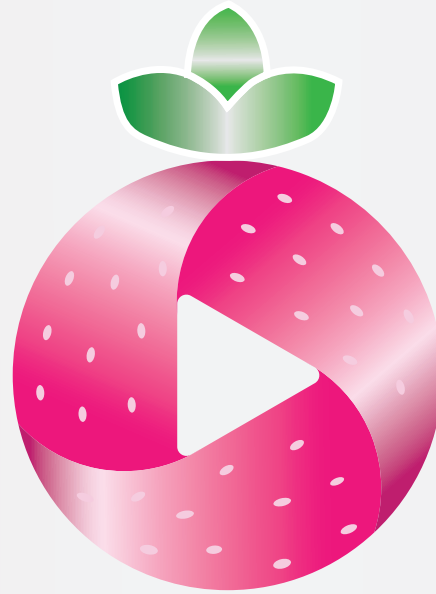




STRUBYRRY
MEDIA
Portfolio Design System

Ruby May Singular



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LOGO CONCEPT

The logo is simple and straight forward. I want to show simplicity and readability on my designs with the credibility of my personal touch.

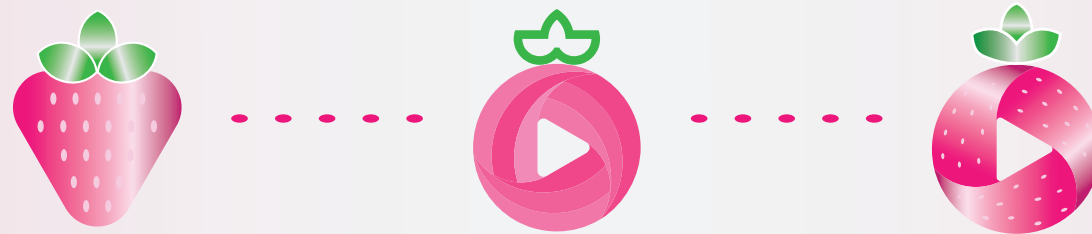


Strawberry is my favorite fruit and pink is my favorite color. Combining the two and my name Ruby explains the brand name.



This media icon at the center explains the new media aspect of the brand.



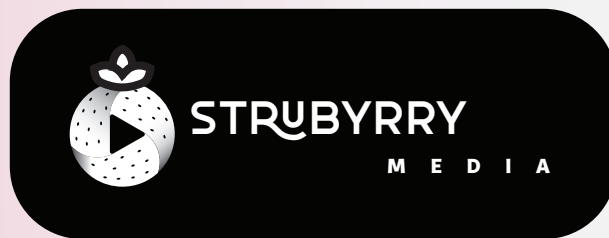


LOGO PROCESS

By combining the 2 icons / shapes, I came up with simple and readable logo. Without too much elements on the logo is easy to understand and recognize.



LOGO VARIATIONS



BRAND VALUES



Strubyrry Media's style is dynamic and innovative, reflecting the owner's passion for creativity and technology. The brand aims to present a colorful and high-tech perspective, showcasing how technology can make the world a more creative place. This approach is reflected in the company's branding and design, which are eye-catching and memorable.

The dynamic and innovative style of Strubyrry Media is all about pushing boundaries and exploring new ideas. The owner believes that technology can be used to unlock creativity and empower individuals and businesses to achieve their full potential. With this in mind, the brand strives to create designs that are both visually appealing and thought-provoking.

The use of color is a crucial aspect of Strubyrry Media's style. The brand uses bold and vibrant colors to make its designs stand out and capture the viewer's attention. The use of color also adds an element of playfulness and fun, reflecting the brand's commitment to creativity and innovation.

The high-tech aspect of Strubyrry Media's style is all about embracing new technologies and using them to create cutting-edge designs. The brand is always exploring new tools and techniques, looking for ways to push the boundaries of what is possible. This approach allows Strubyrry Media to stay at the forefront of digital design and offer its clients the latest and most innovative solutions.



BRAND PURPOSE



The logo of Strubyrry Media is simple and straightforward. The owner wanted to showcase the simplicity and readability of their designs with the credibility of their personal touch. The logo is a reflection of this commitment to quality, as it is both visually appealing and easy to remember. The use of the owner's name in the logo adds a personal touch, making it clear that each project is handled with care and attention to detail.

Strubyrry Media's services are focused on helping companies achieve business growth. Social media has become an essential part of modern-day marketing, and Strubyrry Media understands the importance of leveraging this platform to reach a wider audience. The

company specializes in creating social media content that is both engaging and informative, helping businesses build a loyal following and increase brand awareness.



BRAND OBJECTIVE



Website design and development are also crucial for business growth. A well-designed website can be a powerful tool for attracting new customers and increasing sales. Strubyrry Media has the expertise to create custom websites that are not only visually appealing but also optimized for search engines. This ensures that potential customers can easily find the website and learn more about the business.

Video making and editing are also important components of digital marketing. Videos are an excellent way to showcase products or services, provide informative content, and engage with customers. Strubyrry Media offers a range of video services, including scriptwriting, filming, and editing. The owner's personal touch ensures that each video is crafted to meet the unique needs of each client, helping them stand out in a crowded market.

Strubyrry Media is a digital service company that offers social media, website design/development, and video making & editing services. The owner's personal touch and commitment to quality ensure that each project is handled with care and attention to detail. The simple and straightforward logo reflects the company's focus on simplicity and readability, while also showcasing the owner's credibility. Strubyrry Media is dedicated to helping businesses achieve business growth, leveraging the power of social media, website design, and video marketing.

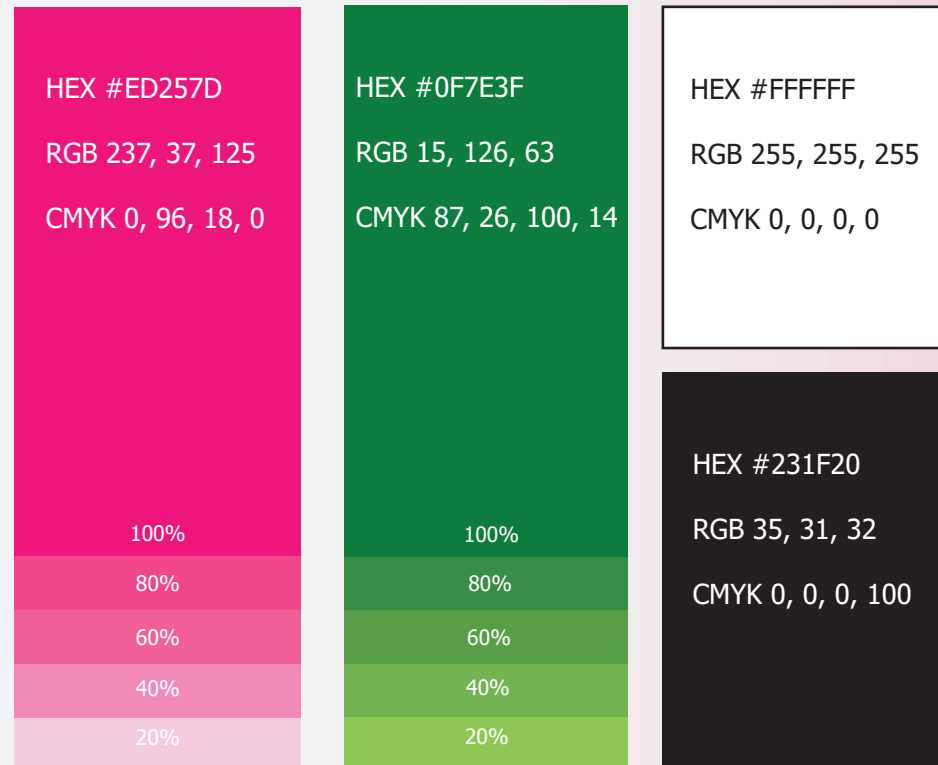


COLOR

The brand color palette portraying bold and vibrant, reflecting the brand's dynamic and innovative style. The use of playful and fun colors is also likely to be a key aspect of the brand's design.

The high-tech aspect of the brand's style may be reflected in the use of metallic or neon colors, creating a futuristic and cutting-edge look.

The brand's color palette is likely to be eye-catching and memorable, capturing the viewer's attention and reflecting the brand's commitment to creativity and innovation.



PRIMARY

MULTIDISPLAY

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!@#\$%^&*()<>?/

SECONDARY

AUTORICH SANS

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!@#\$%^&*()<>?/

WEB-FRIENDLY

Tahoma

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!@#\$%^&*()<>?/

TYPOGRAPHY

The typography may feature clean lines and sharp edges, creating a sleek and professional look. The use of sans-serif fonts is also likely, adding a contemporary and high-tech feel to the brand's design.



TYPE SCALE

The typography may feature clean lines and sharp edges, creating a sleek and professional look. The use of sans-serif fonts is also likely, adding a contemporary and high-tech feel to the brand's design.

Name	Weight	Size
Heading 1	Bold	32px
Heading 2	Bold	24px
Heading 3	Semi-bold	20px
Body	Regular	16px
Body	Bold	16px
P	Regular	14px
<i>emphasis</i>	Italic	14px



COMPONENT ICONS



COMPONENT BUTTONS

Small

Medium

Large

Small

Medium

Large

Small

Medium

Large

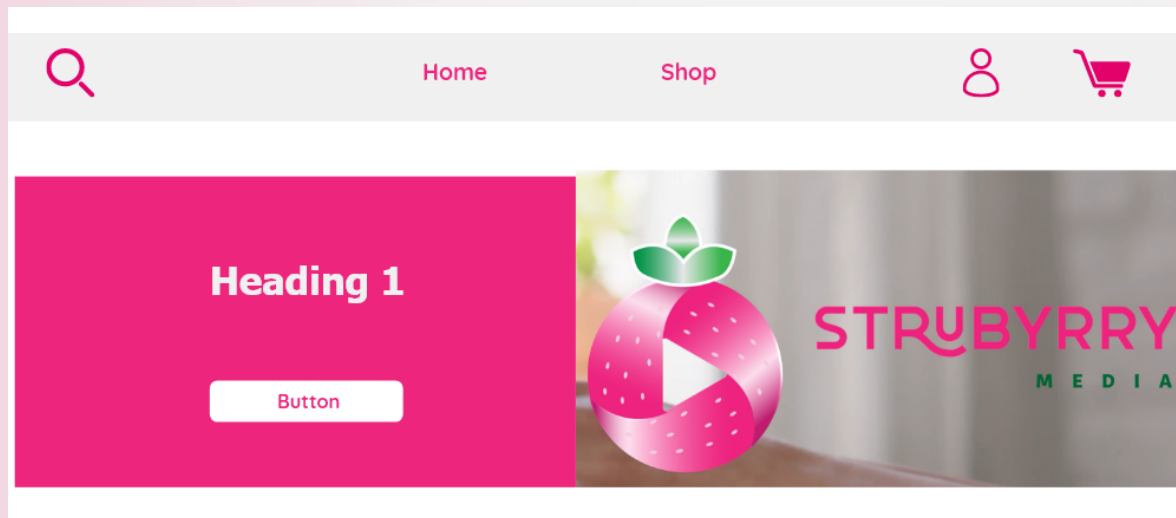
Small

Medium

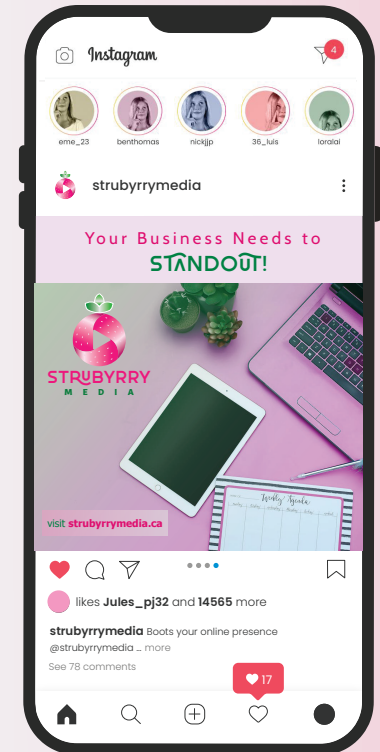
Large



MEDIA



https://youtu.be/R6XQjkrYe_U



This logo was created last semester, the reason why I still choose this logo is because I designed this with the thought of using this as my portfolio branding. This branding represents my personality and the that I want to describe with my design are bold and creative. It embodies my perspective to design reflecting the brand's dynamic and innovative style.

