

Autumn's brand presentation covers personal brand identity, service offerings, and logo design. Her brand offers services that include visual art, painting, sketches, photography, and video. Finally, the brand's values are rooted in traditional art styles, including physical canvas paintings and drawings, and it disengages from digital media.

In terms of the overall visual identity of "Art by Autumn", we present a simple design with the primary brand colour a muted blue and a secondary colour, a muted pink, both chosen for their complementary pairing. This colour palette, as explained, is nature-inspired, drawing on Hawaii rather than maritime tones and leaning toward deep, muted hues. The typography uses a simple sans-serif font called Futura, selected to keep the brand identity clean while allowing for global variations. The animation displays a Signature-based logo featuring an "AR" handwritten signature, chosen as an element to reflect on personal artistic identity. Finally, the logo's iconography represents the three core services, reinforcing the brand's visual identity.

The brand "Art by Autumn" conveys a strong contrast between itself and the artist's work. The Brand is displayed with simplicity; however, the work takes the viewer or client seeking services by surprise, making it a memorable element in the brand's identity. Furthermore, the logo's simplicity and hand-drawn visual identity are a clean connection to the approach the brand was built on, as the artist stated that her work avoids digital media, rather indicating that the services focus on a physical process.

Although the artist refrains from representing her home heritage, she chose to base her brand on Hawaii, which closely aligns with the themes of her work. The artist markets her work primarily on Instagram, her main channel, where she displays various acrylic paintings that primarily center on ocean-based themes such as whales, ships, and seas, hence the Hawaii theme. The pink secondary colours as part of the brand's visual identity may not fully align with the work, which can be argued to misalign with the service offered. Furthermore, while the distinction between Hawaii and maritime is an interesting framing choice, it is introduced

abruptly and lacks sufficient context for an audience unfamiliar with her work. To make the presentation more relevant, the artist could have illustrated clearer visual or thematic references to Hawaii, the colour palettes they chose, and how these colours work cohesively within the brand. However, the Hawaii theme is still present in the secondary colours, which closely align with Hawaii's pink flowers, which they like to represent, such as the Lokelani Rose. Overall, the chosen themes connect but may confuse the target audience.

Given the brand's choice of font, Futura is a great choice for its simplicity, adaptability, and overall recognition, which is what the artist intended. But the artist did not fully explore why this font was a stronger choice over the other sans-serif options. The artist's justifications for her choices were generic and vague, which can create a disconnection to the handmade work and ocean-inspired themes the services focus on. Therefore, emphasizing Futura as the main font is important to reinforce its connection to the brand, as it creates a strong relationship with the handwritten symbol.

As for the symbol, "AR" can serve as a strong visual element in the brand's presentation. The decision to make a handwritten signature brings a strategic choice, yet a personal display of identity. It shows authenticity when the artist markets their work digitally, with the handwritten symbol intentionally communicating their service without being direct.

The animation of the logo, done in After Effects, although it avoids focusing on digital media, demonstrates great technical skill and highlights ambition in multidisciplinary media and the services being offered. While the logo fades in and features line drawings, the lack of motion closely aligns with the static nature of the services offered, aside from videography.

The brand "Art by Autumn" offers a genuine, personal, and aesthetic point of view, aligned with its 3 core services being canvas painting, photography, and videography. The brand animation displays a logo that is persona, aesthetic, simple, and, most importantly, memorable. Additionally, the colours convey a strong perspective on Hawaii and thematic choices that

connect to the artist's work; however, they may need further justification for the audience to understand the brand's choices. Ultimately, the brand's foundation shapes the overall identity, but requires some considerations for clear communication.