



DESIGNS
BRANDING & DESIGN STUDIO

A dark, moody photograph of a desk. On the left, a gold-colored fountain pen lies diagonally across a dark blue or grey sheet of paper. The background is a dark, textured surface, possibly a desk or a book cover, with some light reflecting off the edges of the paper and the pen. The overall atmosphere is professional and sophisticated.

About

At AIDesigns, we believe in the power of storytelling through design. With a passion for creating distinctive brand identities, we specialize in providing innovative solutions for businesses of all sizes. Our portfolio encapsulates our commitment to crafting unique narratives and delivering exceptional design experiences.

A dark, moody background featuring a stack of papers and a gold pen. The lighting is dramatic, highlighting the textures of the paper and the metallic sheen of the pen. The overall aesthetic is professional and sophisticated.

Expertise

- **Brand Strategy:** *Defining Your Brand's Essence*
- **Logo Design:** *Crafting Memorable Identities*
- **Visual Identity:** *Consistency Across All Touchpoints*
- **Packaging Design:** *Standout Product Presentation*
- **Print & Digital Collateral:** *Engaging Brand Communication*
- **Website Design:** *Seamless Online Experiences*
- **Brand Guidelines:** *Ensuring Brand Consistency*

Our Approach

○ **Discovery:**

Understanding Your Vision

○ **Strategy:**

Crafting Tailored Solutions

○ **Design:**

Bringing Brands to Life

○ **Collaboration:**

Partnering for Success



PORTFOLIO

Logo and Brand Identity



Logo



Logo Mark



Style Guide

AVC+ | Color Palette

Color Palette

NAVY
PMS 2766
RGB 20 27 77
CMYK 100 87 0 58
HEX 141B4D

LIGHT BLUE
PMS 660
RGB 64 126 201
CMYK 74 44 0 0
HEX 407EC9

TEAL
PMS 3272
RGB 0 164 153
CMYK 100 0 51 0
HEX 00A499

MEDIUM BLUE
PMS 7685
RGB 44 86 151
CMYK 90 66 0 0
HEX 2C5697

AVC+ | Typography

Typography

Franklin Gothic Medium

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
1234567890

Franklin Gothic Book

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp
Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
1234567890

AVC+ | LOGO

Responsive Logo



AVC+ | LOGO

Logo Variation





Sukoon

Where Peace, Wisdom,
and Contentment Merge

Book Now



Website Design and Development



Color Palette

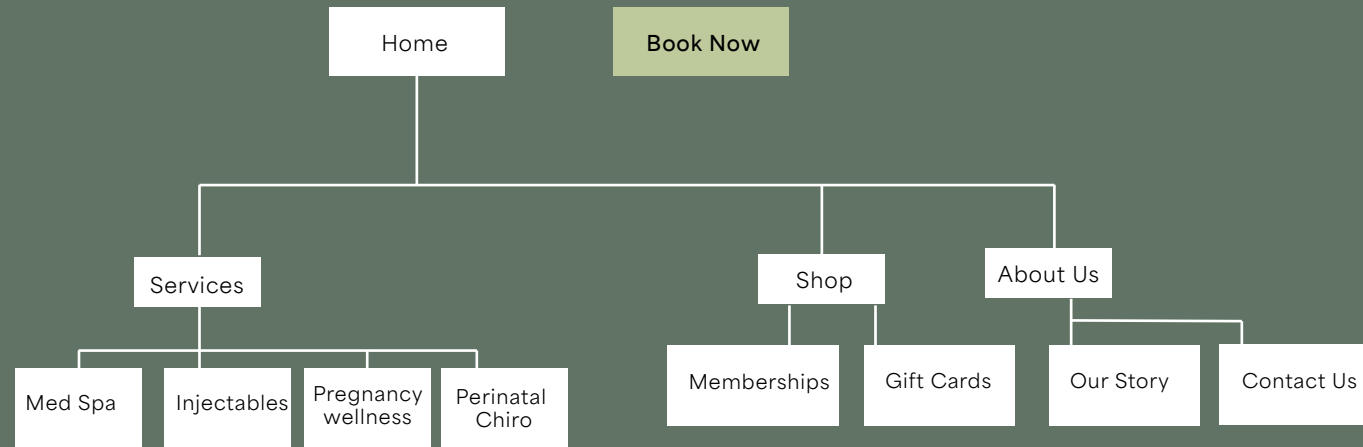


UNVEILING THE POWER OF DESIGN

@AIDESIGNS CRAFTS THE ULTIMATE UI/UX EXPERIENCE FOR SUKOON SPA!



Website Navigation



All pages linked to Book Now page

Book Now

Footer

services shop about us contact us
 Social media links Terms & Conditions HIPPA

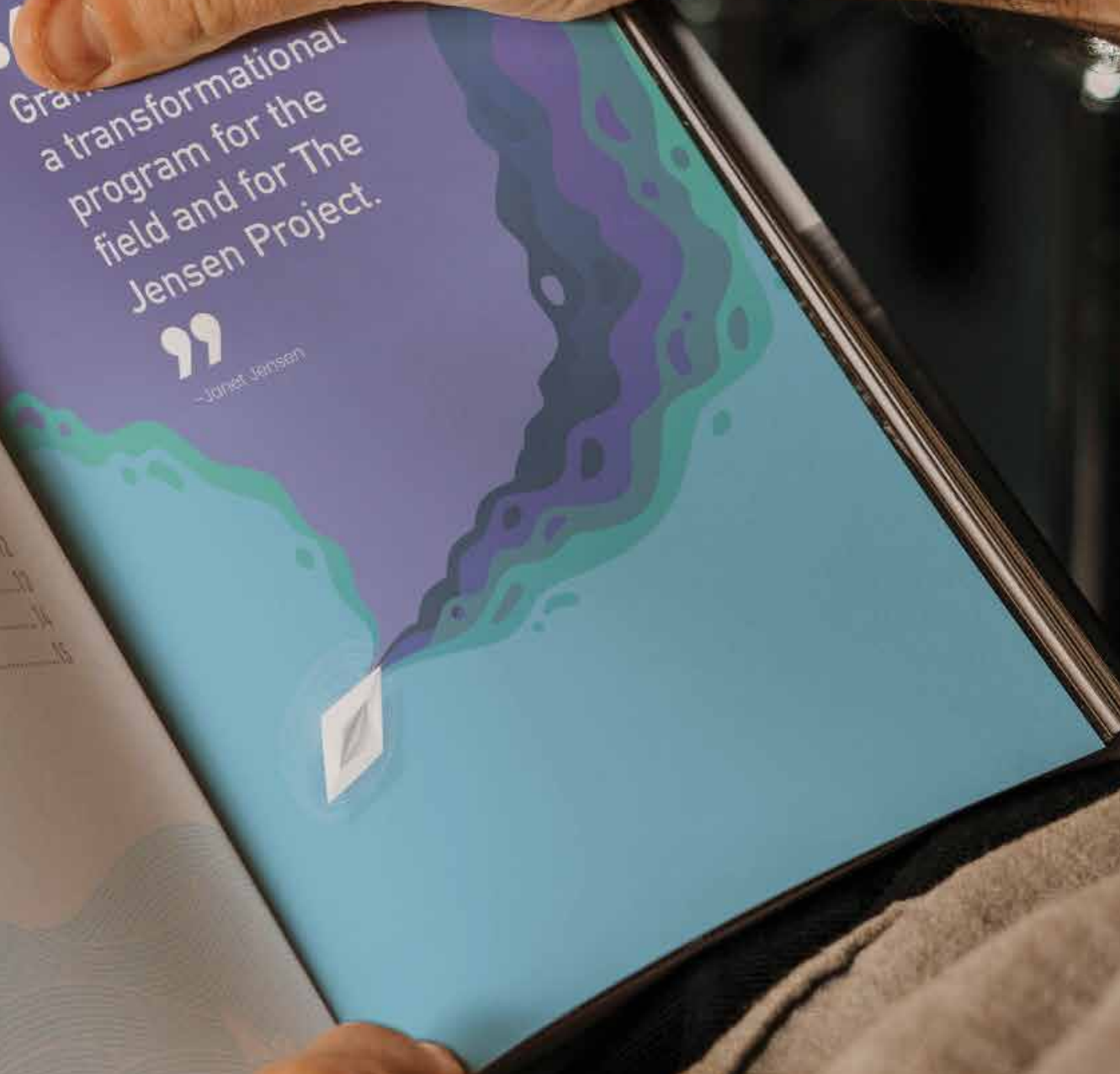


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6
Grant
a transformational
program for the
field and for The
Jensen Project.

99
-Janet Jensen



Catalogue Design





WV
WV CAPITAL

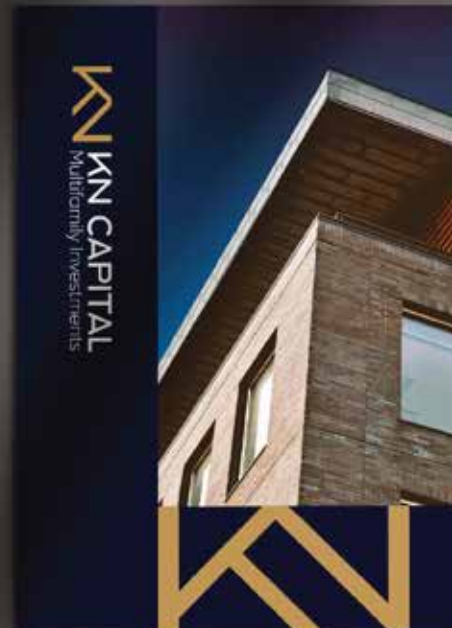


BRAND BOOK



STATIONARY

BOOKLET



KN CAPITAL
Multifamily Investments



LOVE IN FOR A NIGHT OF MUSIC

GARY LEVOX
The Portland and Denver Bands
of the Portland and Denver Area

JENSEN Project
An evening of live music

SEPTEMBER 7, 2023
The Roseburg Convention Center
Roseburg, Oregon

JANET JENSEN
The Roseburg Convention Center
Roseburg, Oregon



For more information, please visit www.loveinforanightofmusic.com
or call 503-535-1111

Invitation Cards

SAVE THE DATE



Join us for a
NIGHT
of **MUSIC**
for a Cause

GARY LEVOX
Lead Singer of Rascal Flatts
to raise support and awareness for

THE
JENSEN
PROJECT

SEPTEMBER 7, 2023
at 6 o'clock in the evening

The residence of
JANET JENSEN



Event Branding

frisco
Women





Brand Identity & Merch Design



VOCAB**B**BETT
Big words made simple.



VOCAB**B**BETT
Big words made simple.



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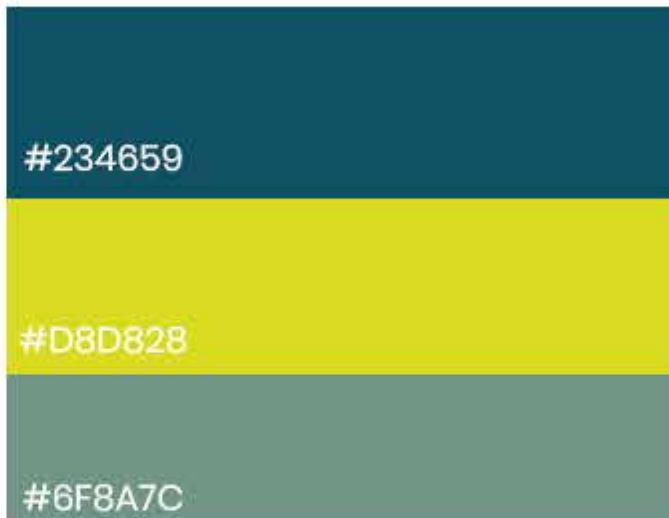


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VOCABBETT
Big words made simple





Companies

w o r k e d w i t h

- Sally Beauty
- Neiman Marcus Last Call
- Arteriors
- Risk Strategies
- The Jensen Project
- Brinks
- IDlife
- iClinDoc
- 2X
- UNT Recreation Center
- Ideas Workshop

Reviews

“

Ayesha was such a joy to work with! She is an absolute genius in the field of design, bringing my ideas to life in ways I couldn't even describe. 10/10 recommend! ”

“

Ayesha is an incredibly talented designer who worked across multiple mediums while working at IDLife. She was extremely versatile and always worked diligently to hit our deadlines. Not only was she a dream to work with professionally, she is also a joy to be around. She exudes positivity and a can-do attitude which is infectious in the workplace. I'd love to work with her again someday! ”

“

AMAZING! That's the one simple word that describes Ayesha and the work she does. She proved herself invaluable to our company's and client's needs. I always found her to be a creative, competent and highly motivated individual who would consistently bring something new and unique to the table. Ayesha's creativity and attention to detail have always shined through and I would strongly recommend her for any design project. ”

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