



brand book.

by shira avidor.

1

overview.

a handmade ceramic studio specializes in creating unique and intricate pieces of art using clay. with a focus on traditional techniques and modern aesthetics, each piece is crafted by skilled artisans using high-quality materials. from functional items like dishes and vases, to sculptural works, the studio is dedicated to bringing beauty and personality to homes and spaces. by promoting a connection between the creator and the user, the studio hopes to inspire a sense of warmth and wonder in those who appreciate the art of handcrafted ceramics.

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imagine a store that embodies the beauty, simplicity, and timelessness of handmade ceramics. every piece in the store has been crafted with care by artisans using traditional techniques passed down through generations. The shelves are filled with an array of vibrant glazes and earthy hues, each one unique and full of character. the store's interior is warm and inviting, with natural light streaming in, highlighting the intricate details and textures of the ceramics. this is a place where you can find the perfect gift for a loved one or treat yourself to something special that will last a lifetime. This is the vision for our brand of handmade ceramic utensils, a celebration of the beauty and utility of this ancient art form.

vision.





values.



Craftsmanship: a ceramic handmade business values the art of creating handmade, one-of-a-kind pieces using traditional techniques and tools. the focus is on quality and attention to detail, producing beautiful and functional pieces that are meant to last.

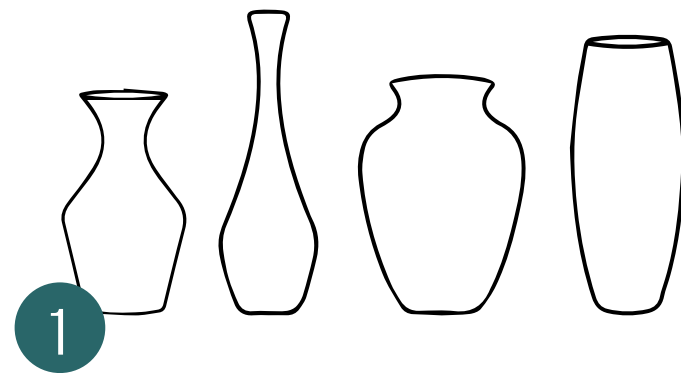


Creativity: this type of business values artistic expression and the freedom to create unique pieces that are not limited by mass production processes. each piece is designed and made with creativity, originality and an individual touch.



Sustainability: a ceramic handmade business is often driven by a desire to create pieces that are environmentally friendly, made from natural materials and produced in a way that minimizes waste. additionally, handmade ceramics are often made to last, reducing the need for frequent replacements and minimizing waste.

7

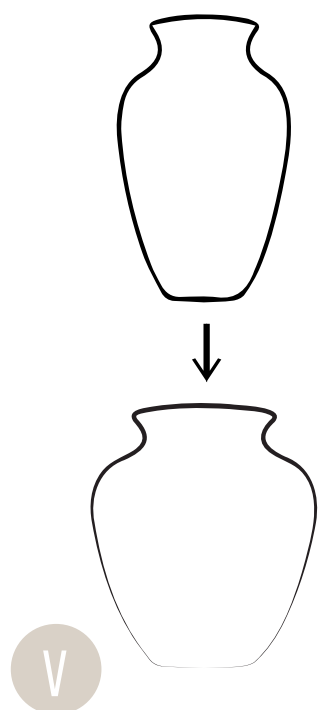


4 OSNAT'S + ceramics

logo.

logo creation process.





OSi'S
↓
OSi'2

we took the third urn, expanded it a little and added more life to the outline of the illustration by 'moving' the line and changing its thickness.

at the beginning of the construction of the logo and the brand we chose the first name of the artist, when we decided to change the structure of the logo we considered it appropriate to shorten the brand name to a name that is more catchy, memorable and rolls off the tongue.so we chose Osnat's nickname - Osi.

we chose to add the letter s which represents belonging, and invert it to create symmetry.

symmetry represents perfection, which is an integral part of the brand's ambitions.





the logo's designated clearing space helps to maintain its visibility and impact by ensuring that no other design elements obstruct its presence



logo.

clearing space.

10

do's.



BG #26211B
LOGO #F2F2F2



BG #F2F2F2
LOGO #26211B



BG #D9D1C7
LOGO #26211B

the logo can only be used in its original form, on a white background or on one of the following colors. In case the logo is on a dark background, it will be found in a light color

logo.

do's and dont's



don't's.



don't change the shape or size of the object / text.



don't destroy the symmetry of the letter "s".



there is no more than one color in the logo.



the logo will not be placed on a background with a color that is not designed as allowed.



don't change the text font.



don't tilt or rotate the logo.

font for logo and titles

Playfair Display

Aa Aa Aa Aa Aa Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

fonts.

runnig text

Alumni Sans

Aa Aa Aa Aa Aa Aa Aa Aa

1 2 3 4 5 6 7 8 9 0 , . : ? ! ¢

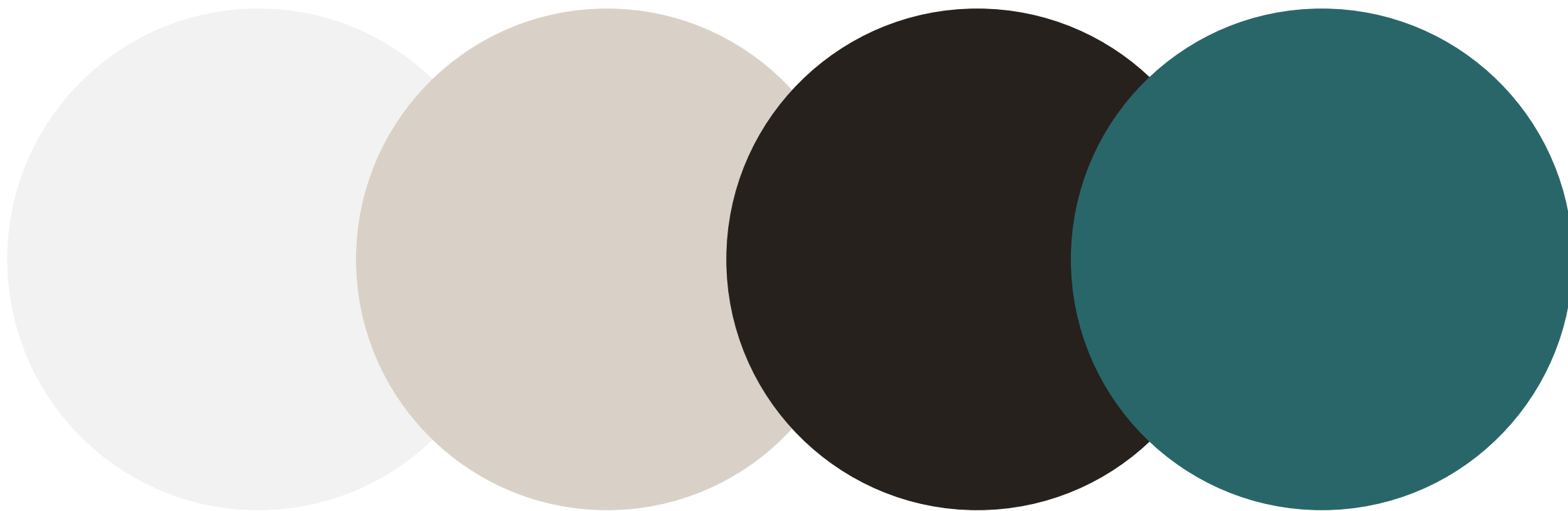
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

colors.



#F2F2F2

RGB: (242)(242)(242)

CMYK: 4,2,2,0

#D9D1C7

RGB: (217)(209)(199)

CMYK: 14,14,19,0

#26211C

RGB: (38)(33)(28)

CMYK: 65,65,69,74

#296669

RGB: (41)(102)(105)

CMYK: 84,44,52,21

13

ui kit.

An exclusive UI kit for an online store can greatly improve the user experience for customers visiting the site. The kit provides a cohesive and stylish look to the site, and helps create a strong brand identity. The user interface kit includes custom design elements such as buttons and icons. These templates streamline the design process and ensure consistency throughout the site. Through an exclusive user interface kit, the online store can stand out from its competitors and offer a unique and unforgettable shopping experience to its customers.

ADD TO BAG

ADD TO BAG

- 1 +

SEND IT NOW

SEND IT NOW

CHECK OUT

CHECK OUT

PAY NOW

PAY NOW

BUY NOW

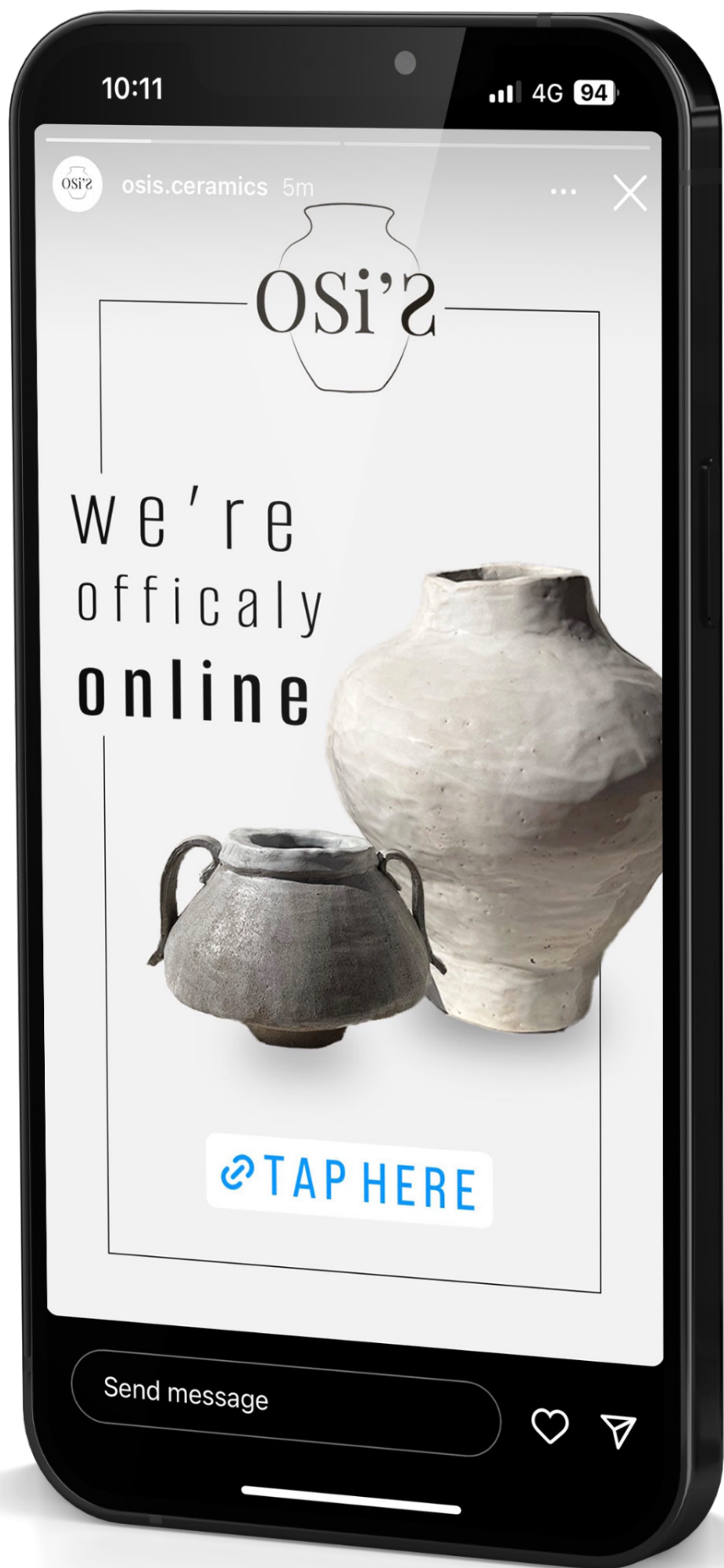
BUY NOW

ig story.

1080 px

1920 px





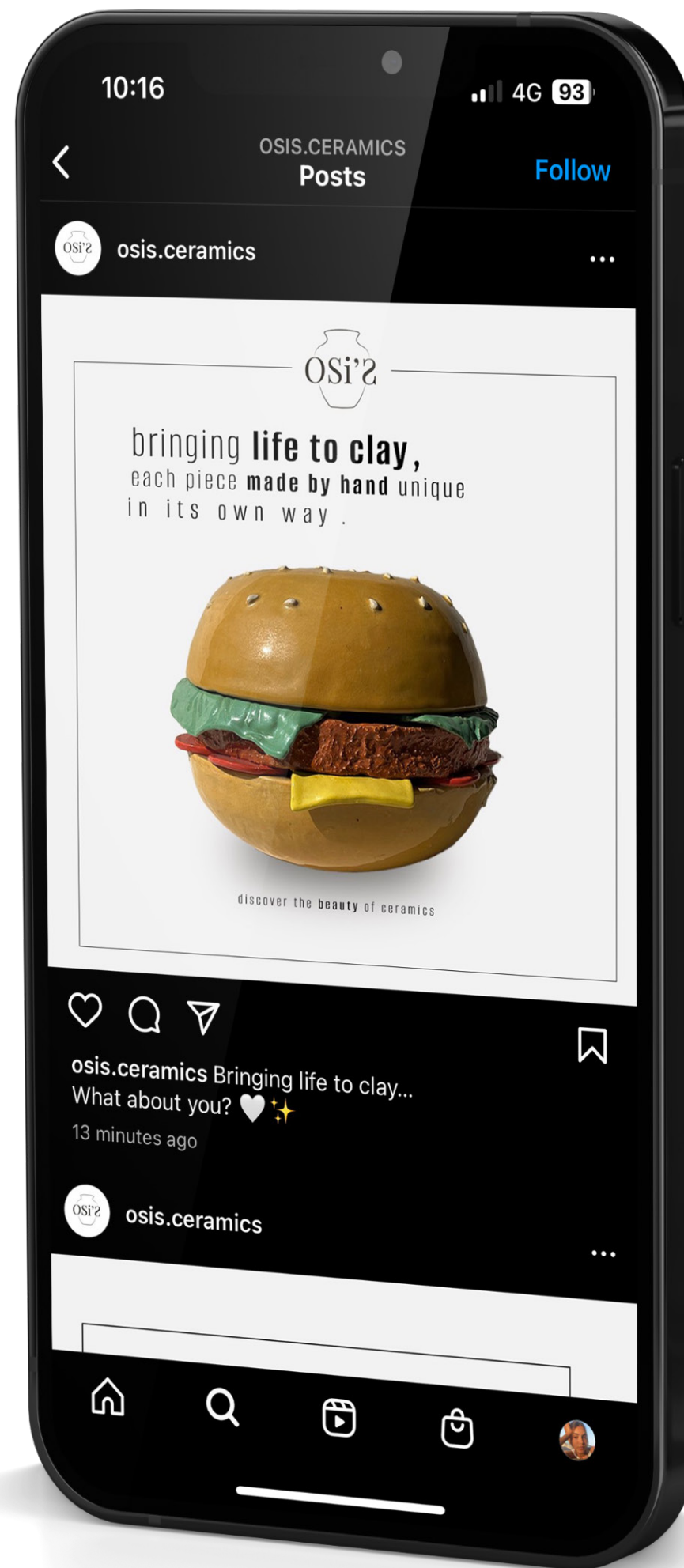
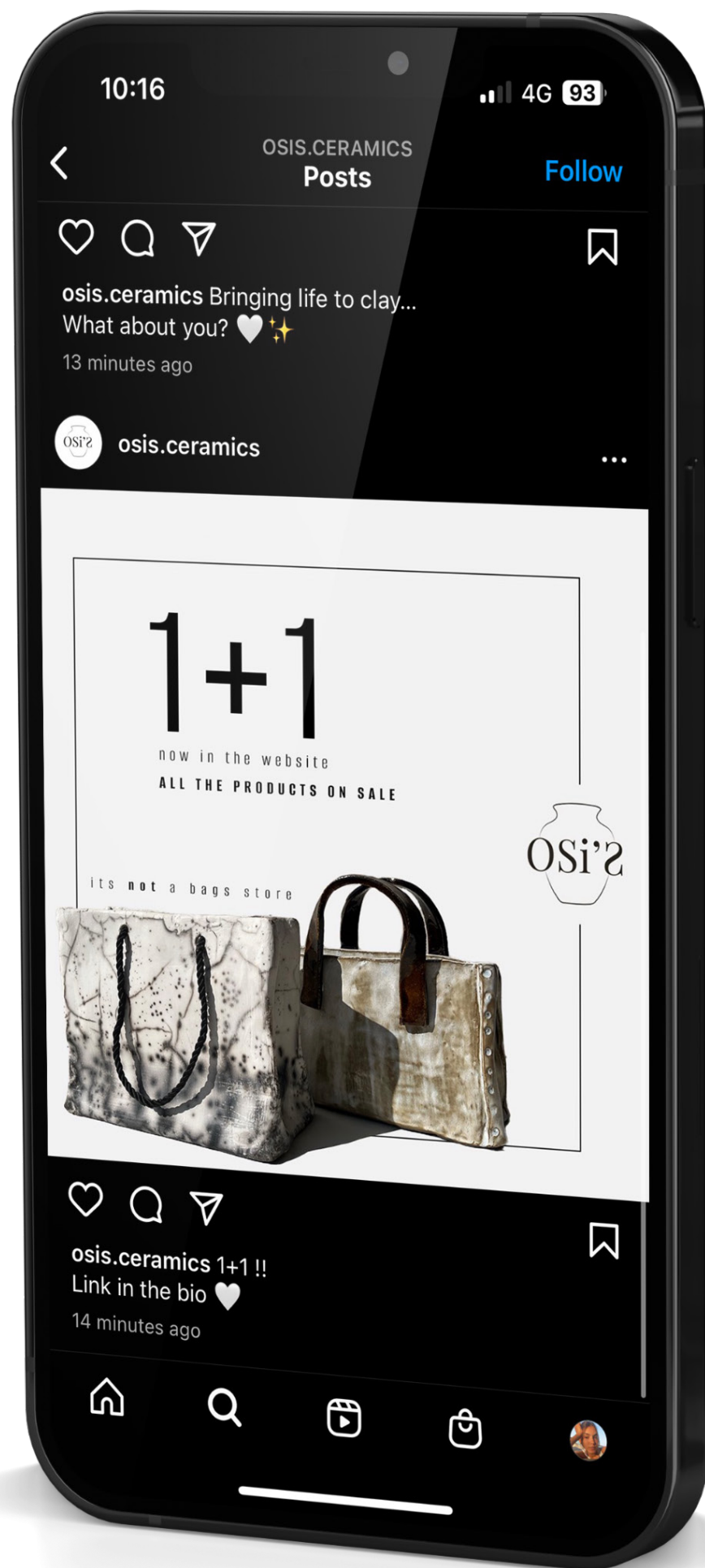
18

ig post.

1080 px

1080 px





20



banners.



final  sale
everithig on 60%



final  sale
everithig on 60%



final  sale
everithig on 60%

22

a3.

Unlock the **beauty** of handmade
ceramics with just one scan

visit our website now



Unlock the **beauty** of handmade
ceramics with just one scan

visit our website now



24

pop
- up

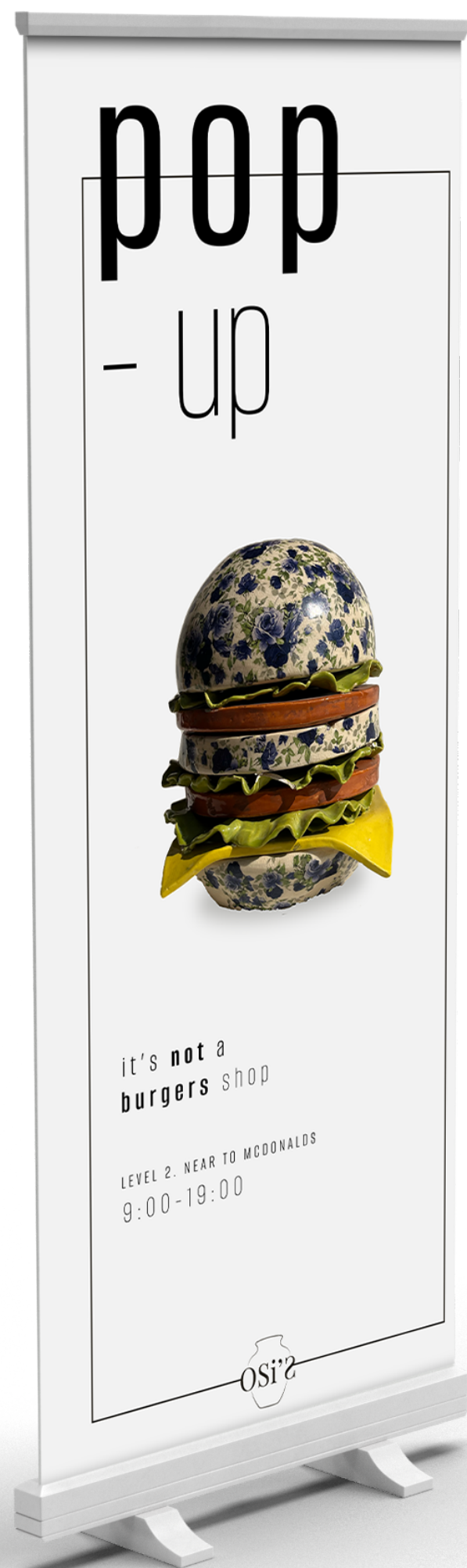


it's **not** a
burgers shop

LEVEL 2. NEAR TO MCDONALDS
9:00-19:00



roll
up.



26

light up the night.

join us for a fun-filled evening of **creativity and relaxation!**

on **february 14 at 6pm**, pour your own rain
candles into the beautiful ceramics you
made

snacks, drinks, and all supplies included
see you there.



light up the night.

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see you there.

OSi'2



discover beauty in every piece
visit our website



billboard.

discover beauty in every piece
visit our website

