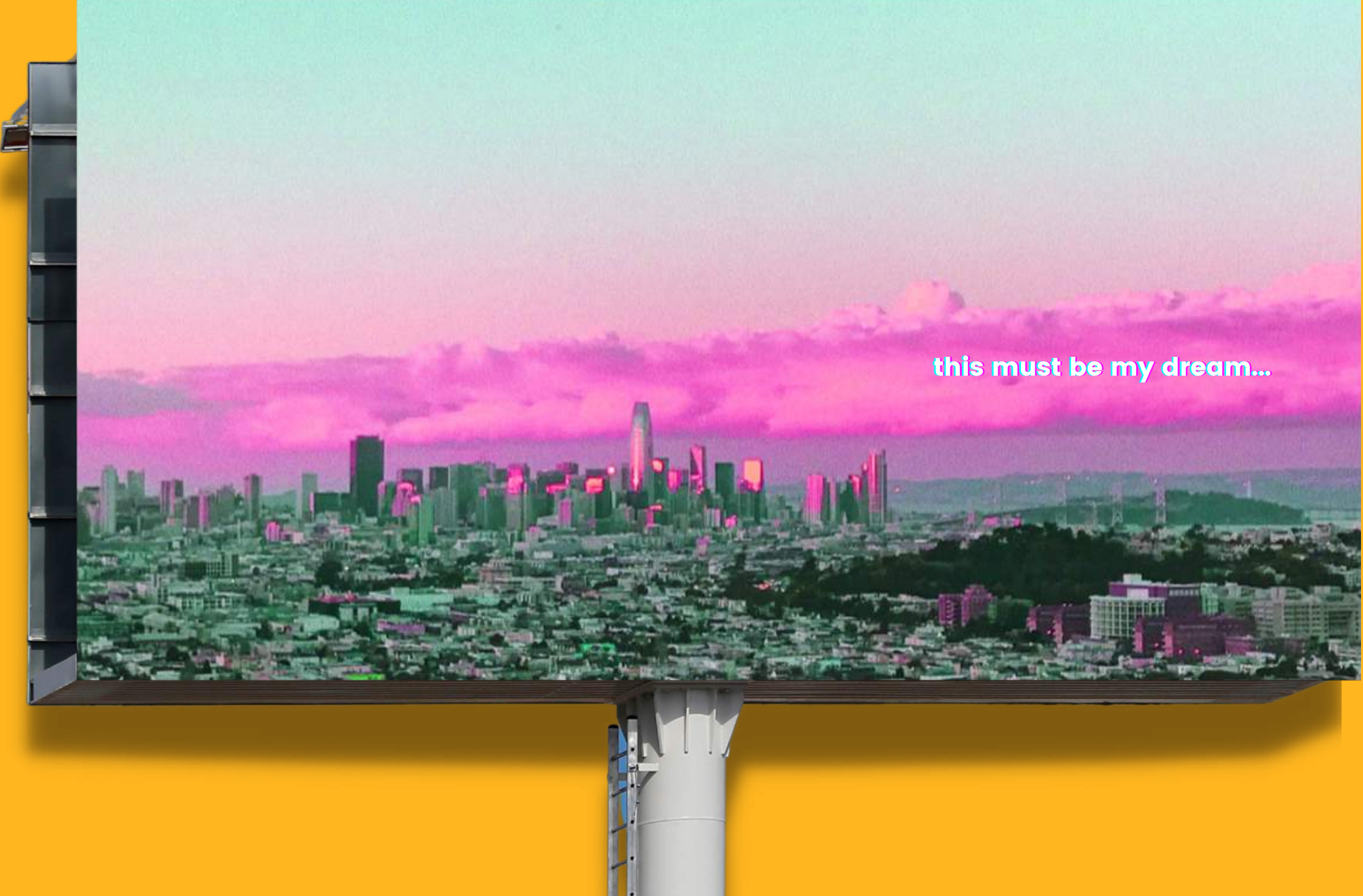




**aanya**sharma.



this must be my dream...

պուժա յմ	20	02	my story
պիտե՛նի եռու՛մ	40	04	brand identity
պիգրոգրֆ	60	06	typography
պիքսմի	80	08	imagery
րուօր	01	10	color
օրօլ	21	12	logo
քրքսս	41	14	usage

**a russian name.  
a south-asian heritage.  
a southern upbringing.  
a west coast mindset.**

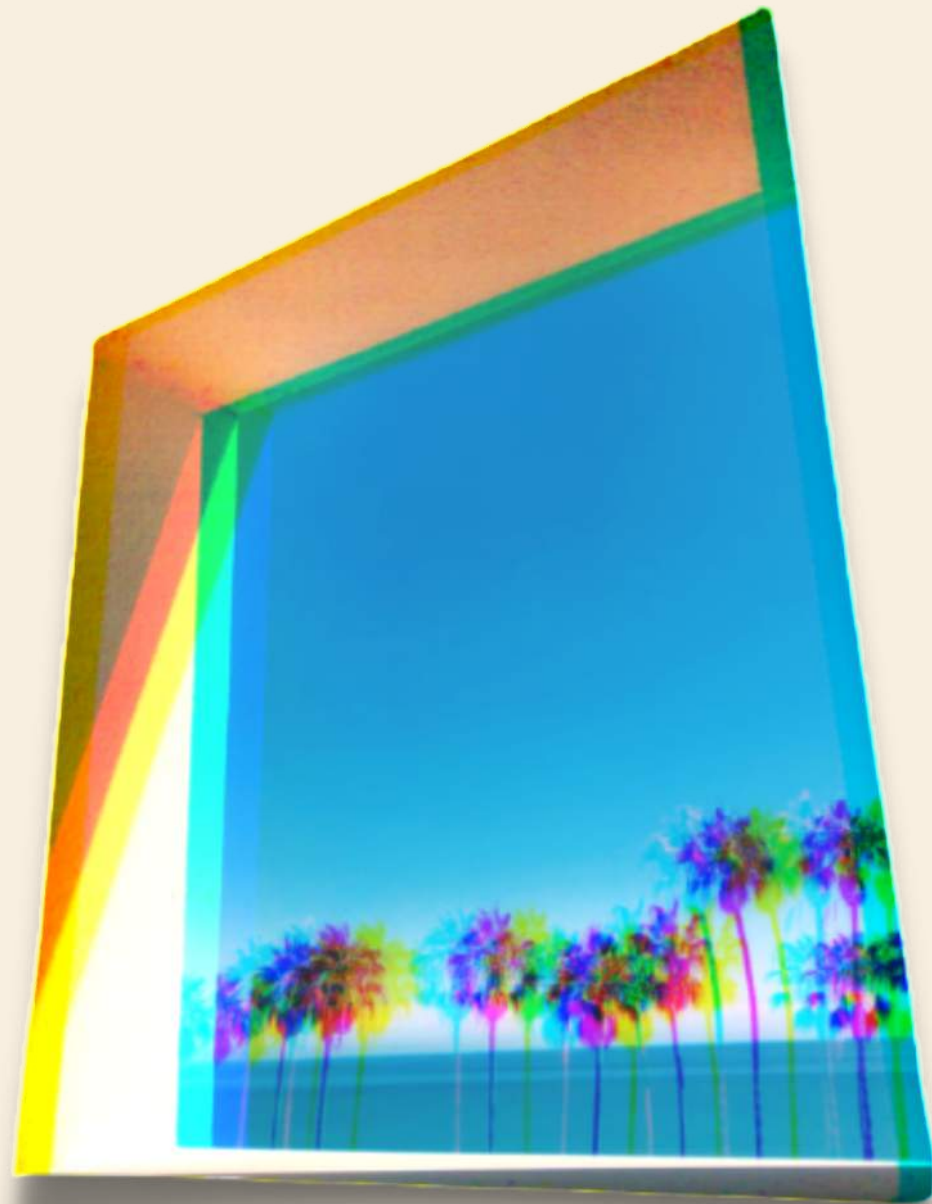
**hey it's me,  
aanya sharma.**

hello!

we all have  
a shadow.







**there are always two sides to every story.**

my entire life has been spent leaning between two separate personas.

an Indian family member; an American society member. a bold friend; a timid stranger. a home in Georgia; a dorm in California. inescapable struggles rooted within my embattled identities have shaped me into the person I am today. I am the definition of a hyphenated, hybrid identity.

I know what it's like to be different— to say the least. I'm not one to wear much makeup, but growing up, some part of me was always wearing concealer. I tried so desperately to blend into the background. I tried to lose all the things that made me different, just so I could fall into a dominant narrative that wasn't mine and didn't need to be mine — despite how much the world sometimes made (and still makes me feel) otherwise.

I've finally solidified myself an identity that firmly provides me a place to stand in the world.

I'm clumsy, but I break barriers. I find comfort in discomfort, but never wish to cause any for others. I never settle down, but I strive to make everybody around me feel at home.

four years in the warm & welcoming West Coast have taught me to openly embrace the duality that exists in every facet of life. for without any shadows, there would be no depth.

**we all have a shadow.**

**aanya™ is**

**bashful yet bold.**  
**relaxed yet driven.**  
**quiet yet articulate.**  
**subtle yet explicit.**  
**guarded yet playful.**

# my brand is everyone's brand.

i strive to see the good in everyone and deliver the good in everything i do. from the consumer experience to the end-product itself, aanya™ provides a "world of welcoming."

society often makes us feel the need to put on a shiny facade, but the likely reality is we are all fighting our own battles in the shadows.

designed with an open mind and a friendly tone, aanya™ is everybody's loyal companion. a genuinely customer-centric operation. a brand that gives you happiness. a brand that gives you purpose. a brand that makes sure you are heard.



**if you've got it, font it. these fonts float my boat.**



would u **stilu** love  
me as a serif?

versatile. bold. modern.

okay wait.  
that wasn't a typo??

playful & friendly.

what's **poppins**,  
homie?

clean & minimal.



**that's my type.**

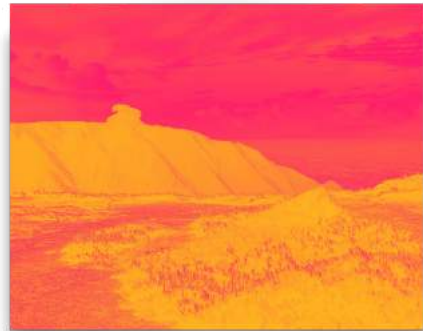
lowercase is your friend.

(there is enough capitalism in the world outside of this brand style guide)

to make up for the lack of capitals, text may be bolded or highlighted with a color from the palette to add emphasis.

this may also be achieved by adding a shadow or glitch effect to important letters or phrases.

use "adbhashitha" sparingly with kerning set to 40.



# never stop image-ining.

moving from atlanta to california, you could say my aspirations were sky-high. yet, some "trouble in paradise" over the years has kept me grounded and humbled me in my west coast "quest to boast."

following any dream on a path to alter your reality is far from straightforward. accordingly, my brand imagery is bright, bold, and glitchy (emphasis on the glitchy).



**colors that simply click.**





# a "cal"-or palette for you.

emulating my absolute favorite thing about california—the most perfect coastal sunsets— bright hues shine through here. the underlying neutral tones provide much-needed balance and stability.



sanda barbara



golden gate



frisco fuchsia



maliblu



go green



**a logo on the go go.**



## the specs behind my logo



my initials? somebody running? notice s(om)e resemblance?  
an intentionally interpretive logo, designed for an open-minded consumer.

# how to avoid a "no-go" logo

the lettermark and inverted logos may be used interchangeably.  
however, logos can only be applied at a limit of one symbol per product.

the entire logo must be fully visible on the product and should not run off the edge or overlap any text.

the logo should be placed fully-centered with sufficient space around the edges.

the logos must be within the pre-selected combinations, so as to properly adhere to the color palette guidelines.

inclusion of the brand name with the logo (aka a full lockup) on consumer products is optional. this should primarily be used for corporate business cards.





it's a go-go!



**cheers**



**aanya**sharma.