



ALISON
SOONG



THE LOGO



ALISON
SOONG



ALISON
SOONG

ACCEPTABLE USES

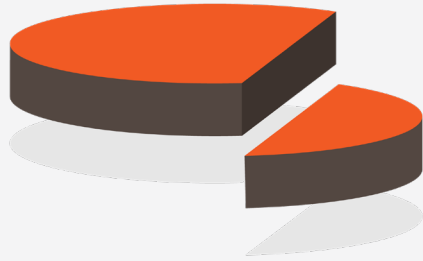
Strong Contrast

Strong contrast between the logo and the background is required. All colors of the logo should be distinguishable from the background (especially the gray shadow). This applies to the monochrome version as well.

The Full Picture

While the text may be omitted, no other part of the logo should be obscured from view. As such, a horizontal version may be used in place of the original, vertical version.

HORIZONTAL ORIENTATION

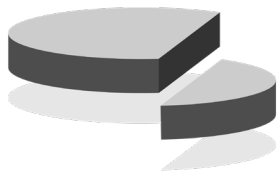


ALISON
SOONG

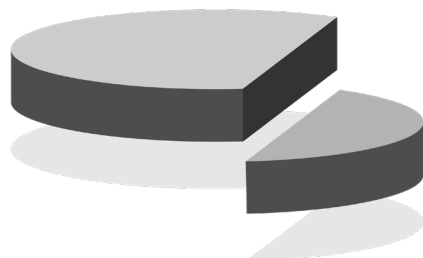
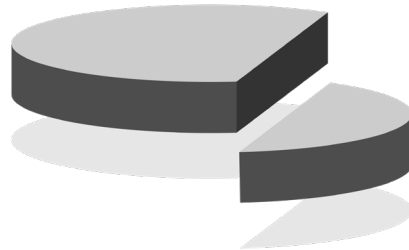
Alternate Version

For when only shades of gray can be used.

MONOCHROME



ALISON
SOONG



ALISON
SOONG

ANIMATED

Animated Version

For digital use only.

Access using this link:

<https://tinyurl.com/alisonsoonganimatedlogo>



ALISON
SOONG

1 3D disc starts on the ground



ALISON
SOONG

2 3D disc rises from the ground



ALISON
SOONG

3 Disc separates into 2 pieces

BEHIND THE LOGO

Alison Soong

Two ellipses, representing the two O's in "Soong" and joined together to create a 3 dimensional disc, was only the start for this logo. When separated into two pieces, the disc transforms into an abstract S, further highlighting the importance of Alison's last name in her identity.

The abstractness, simplicity, organized elements, and bright colors in her logo all highlight Alison's designer identity. Just as orange represents creativity, Alison hopes to combine creativity with new technology to create satisfying designs.

FONTS

TITLES JAF DOMUS TITLING - REGULAR
ABCDEFGHIJKLMN OPQRSTUVWXYZ
XYZ 1234567890

Subtitle *Proxima Nova - Bold Italic*
ABCDEFGHIJKLMN OPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

Caption Proxima Nova - Regular
ABCDEFGHIJKLMN OPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

Body P22 Underground - Light
ABCDEFGHIJKLMN OPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

DOMUS TITLING

Proxima Nova

Proxima Nova

P22 Underground

LOGO

Myriad Pro - Regular

ABCDEFGHIJKLMN OPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

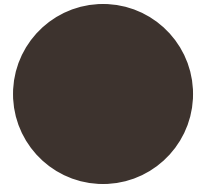


ALISON
SOONG

LOGO COLORS

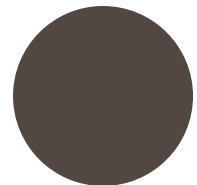


R: 61 G: 51 B: 46
C: 61.03 M: 63.6 Y: 67.14 K: 58.8
HEX: #3D332E



1

R: 83 G: 71 B: 65
C: 57.61 M: 60.42 Y: 63.7 K: 41.92
HEX: #534741



2

R: 241 G: 90 B: 36
C: 0 M: 79.92 Y: 96.69 K: 0.01
HEX: #F15A24



3

R: 230 G: 230 B: 230
C: 8.5 M: 6.1 Y: 6.63 K: 0
HEX: #F15A24



4

R: 255 G: 255 B: 255
C: 0 M: 0 Y: 0 K: 0
HEX: #FFFFFF

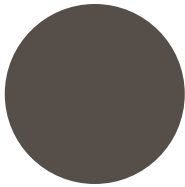


5*

*Mostly used as a background color

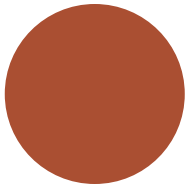
SECONDARY COLORS

1



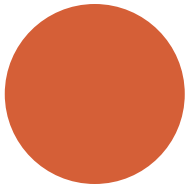
R: 87 G: 78 B: 75
C: 59.18 M: 58.93 Y: 59.07 K: 36
HEX: #574E4B

2



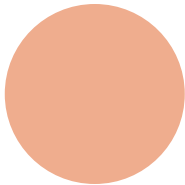
R: 170 G: 80 B: 50
C: 24.3 M: 77.14 Y: 89.23 K: 14.8
HEX: #AA5032

3



R: 211 G: 95 B: 55
C: 12.64 M: 75.57 Y: 88.77 K: 1.9
HEX: #D35F37

4

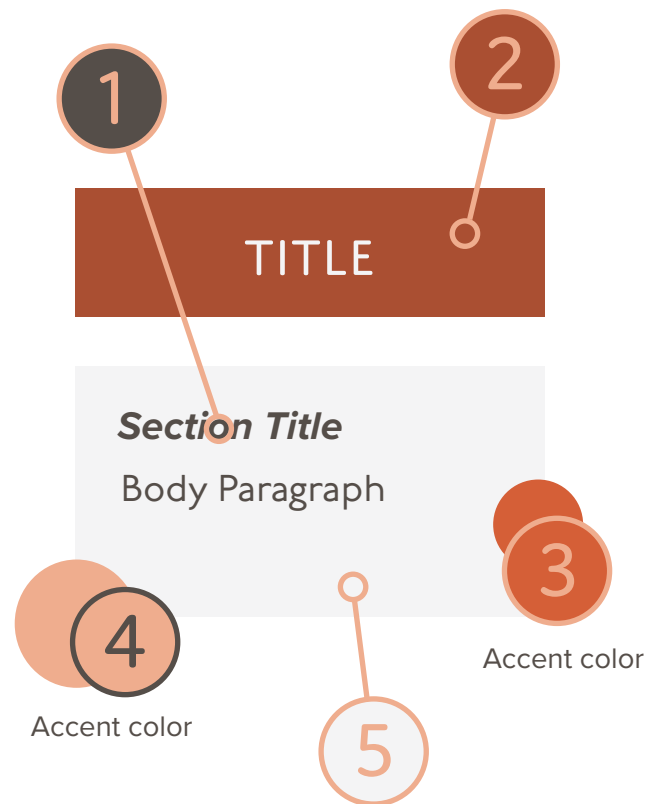


R: 239 G: 173 B: 143
C: 3.86 M: 36.58 Y: 41.77 K: 0
HEX: #EFAD8F

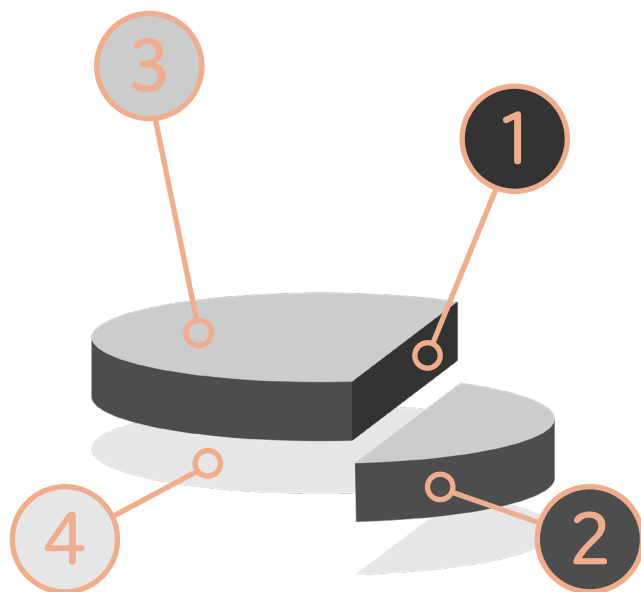
5



R: 244 G: 244 B: 244
C: 0 M: 4.12 Y: 1.36 K: 0
HEX: #FFF4F4



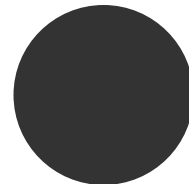
MONOCHROME SHADES



ALISON
SOONG

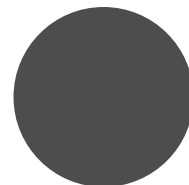


R: 51 G: 51 B: 51
C: 69.43 M: 63.23 Y: 62.1 K: 58.36
HEX: #333333



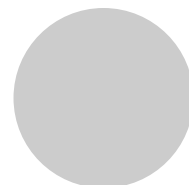
1

R: 77 G: 77 B: 77
C: 65.4 M: 58.02 Y: 56.82 K: 36.66
HEX: #4D4D4D



2

R: 204 G: 204 B: 204
C: 19.47 M: 15.02 Y: 15.64 K: 0
HEX: #CCCCCC



3

R: 230 G: 230 B: 230
C: 8.5 M: 6.1 Y: 6.63 K: 0
HEX: #E6E6E6



4

R: 255 G: 255 B: 255
C: 0 M: 0 Y: 0 K: 0
HEX: #FFFFFF



5*

*Mostly used as a background color

THE LOGO IN ACTION

- 1: premium felt bag
- 2: business cards
- 3: large paper bag
- 4: frosted glass water bottle
- 5: paper container for coffee + tea



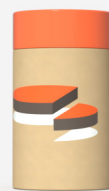
INDIVIDUAL DISPLAYS

Felt Bag



<https://adobe.ly/3Di5s82>

Paper Container



<https://adobe.ly/3Dicl9o>