

CAREER

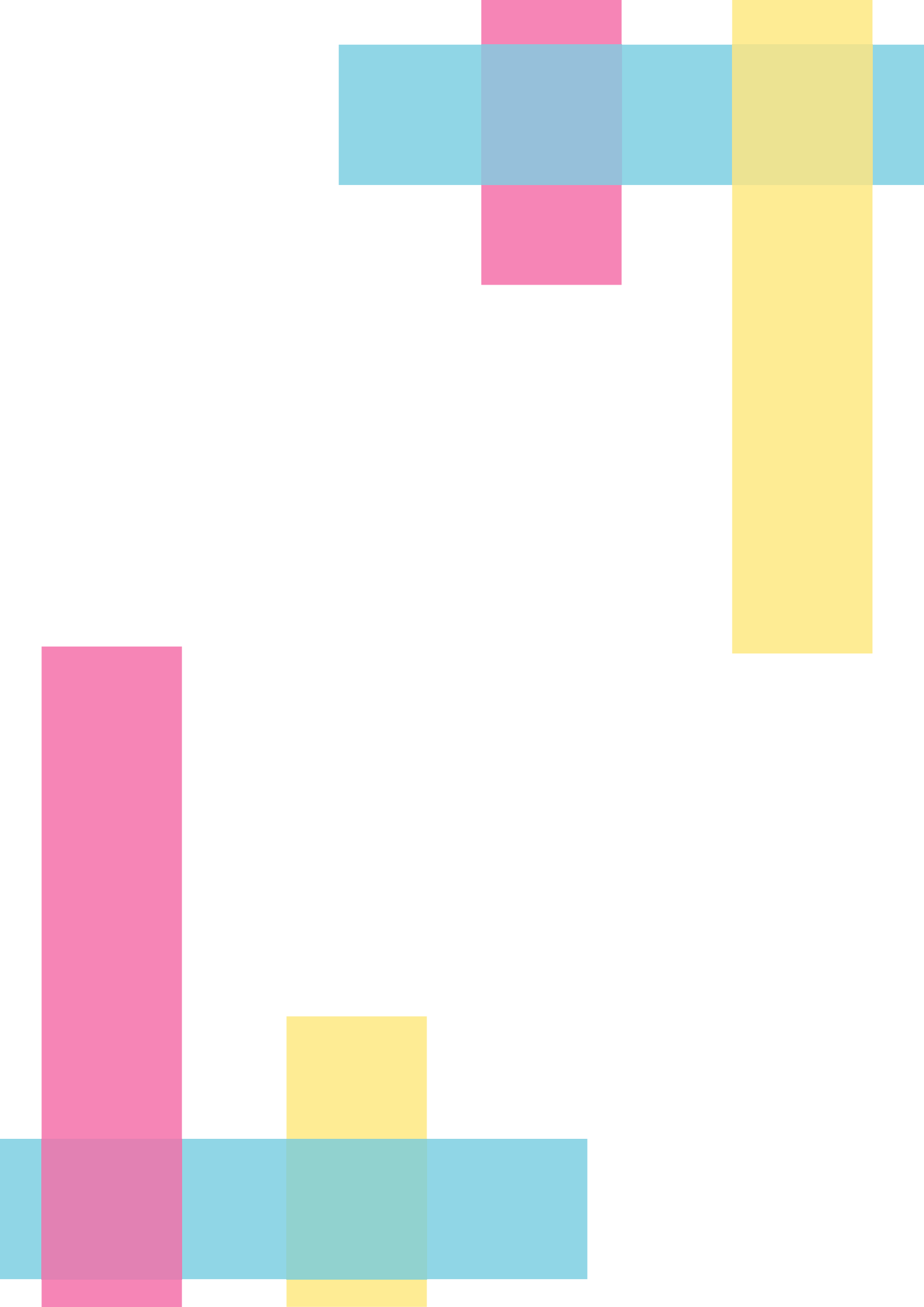
ACTIVE

# Start Somewhere

BLOGGERS

*Inspiration for when you don't know  
where to begin.*

**Jessica Harkins**



**Start**

**Somewhere**

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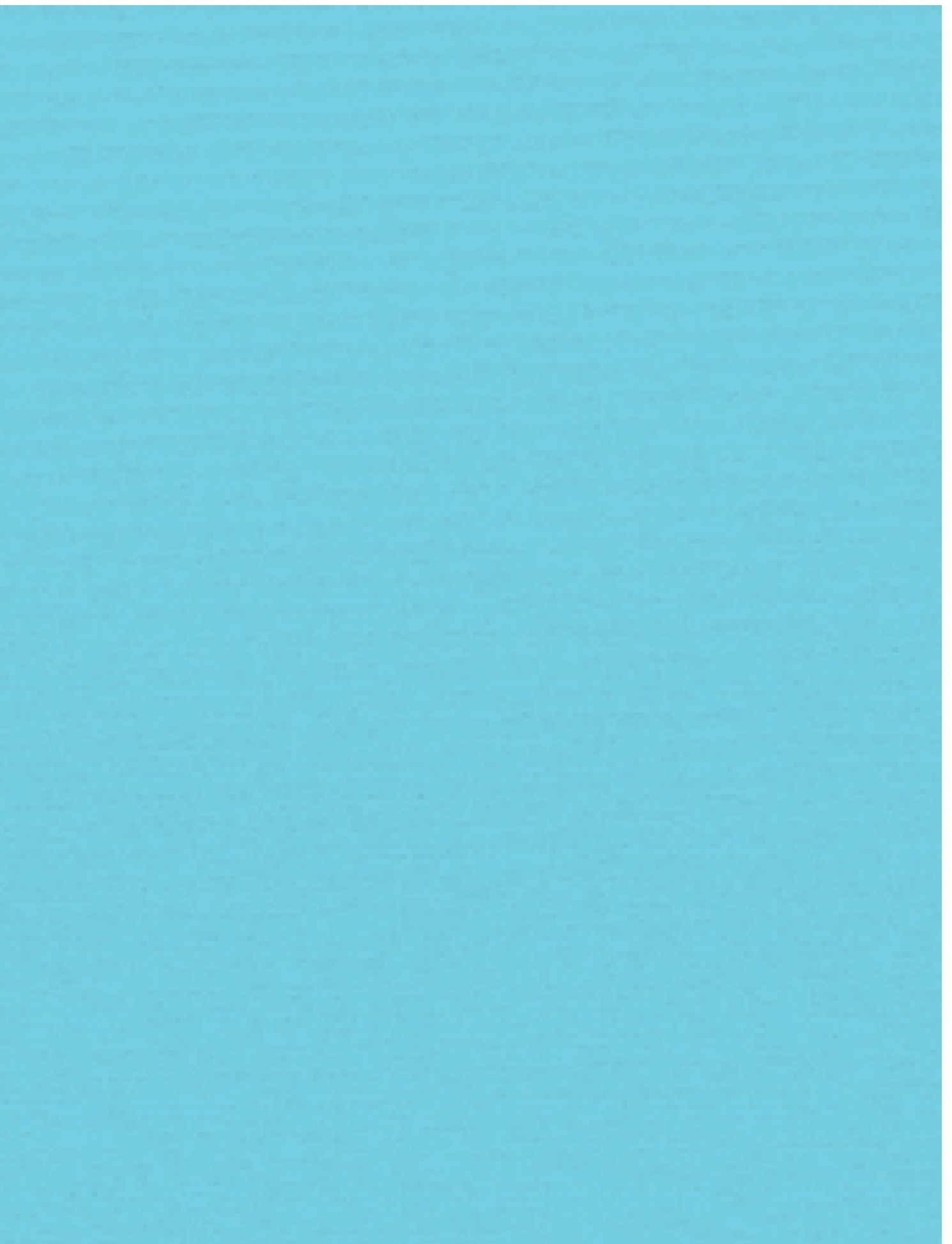
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# CREATIVE BLOCK



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# WHAT IS CREATIVE BLOCK?

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Creative block can happen at any point in a creative person's life. It has an impact on your creative output and motivation, which can negatively impact your views on your work.

Creative block occurs when there's little to no flow of ideas and/or motivation. This can make a person feel more stress and pressured to produce an impeccable product. In many cases, it happens because of burnout, perfectionism, imposter syndrome or indecisiveness.

It may also develop when a person is under pressure to produce an outcome in a short time frame or when someone has been socially conditioned into believing that they need to produce something immediately.

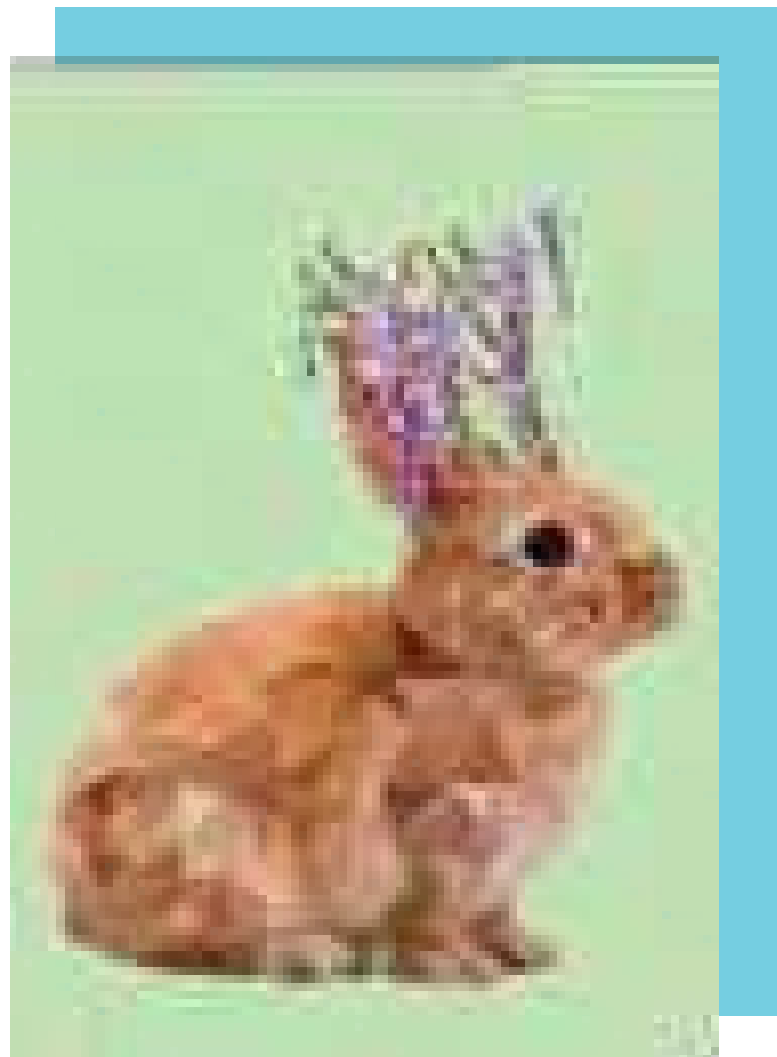
As a result, their creativity may feel limited and the outcomes they produce may feel childlike to them and they may start to feel unsure about their abilities.

This can affect not only the amount of work they produce, but also a person's confidence.

Over time, creative block can develop into burnout, especially when a person feels consistently unable to produce ideas or meet their own expectations.

This can affect both motivation and confidence, making the creative process feel more overwhelming and restrictive.

However, creative block can be managed through a variety of approaches that encourage exploration and reduce pressure.



# WHAT HELPS WITH CREATIVE BLOCK?



Engaging in creative activities such as visiting museums, galleries, or exhibitions can introduce new perspectives and inspire fresh ideas.

Similarly, hands-on practices like sketching, photography, or collaging allow individuals to experiment freely without the expectation of producing a final outcome.

Creative block can also be alleviated through more reflective methods, such as writing down any thoughts or ideas that come to mind, often referred to as 'blue sky thinking'.

This process helps to remove limitations and encourages a free flow of ideas, no matter how unrealistic they may initially seem.

Looking back at previous work can also be beneficial, as it reminds individuals of their abilities and progress, helping to rebuild confidence.

In some cases, simply stepping away from the task and taking time to clear the mind can be just as effective.

By allowing space for rest and reflection, individuals may begin to regain clarity, develop new ideas, and approach their work with a renewed sense of confidence and direction.

# Artists



# Illustrators

*Illustration is a versatile form of inspiration that allows ideas to be expressed in imaginative and personal ways. Illustrators use line, colour, and form to create unique visual styles, often transforming everyday subjects into something new.*

*This encourages creatives to explore their own voice and approach, making illustration a valuable tool for developing originality.*

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# Henri de Toulouse-Lautrec

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Henri de Toulouse-Lautrec is a French artist most associated with the post-impressionism movement. Influenced by Edgar Degas, Henri produced artwork in painting, printmaking, illustration and drawing; his work recorded many details of the late-19th-century bohemian lifestyle in Paris (wikiart, n.d.).

Using bold outlines, flat colour, and striking compositions, his work transforms everyday scenes into dynamic visual storytelling.



Toulouse-Lautrec in 1894  
(Wikipedia Contributors, 2019)



High Museum of Art. (2020).

**Title:** *Moulin Rouge: La Goulue*

**Artist/Maker:** *Henri de Toulouse-Lautrec (French, 1864–1901)*

**Date:** 1891

**Medium:** *Brush and spatter lithograph in four colors on three sheets of wove paper*

**Dimensions:** *75 1/4 x 46 inches*



(High Museum of Art. 2020)

**Title:** Miss Églantine's Dance Troupe (La Troupe de Mademoiselle Églantine)

**Date:** 1896

**Medium:** Crayon, brush, and spatter lithograph in four colors on wove paper

**Dimensions:** 24 7/16 x 31 9/16 inches



(High Museum of Art. 2020)

**Title:** La Goulue and Her Sister or La Goulue and La Môme Fromage at the Moulin Rouge (La Goulue et sa soeur ou La Goulue et La Môme Fromage au Moulin Rouge)

**Date:** 1892

**Medium:** Brush and spatter lithograph in five colors on wove paper

**Dimensions:** 18 1/8 x 13 5/8 inches



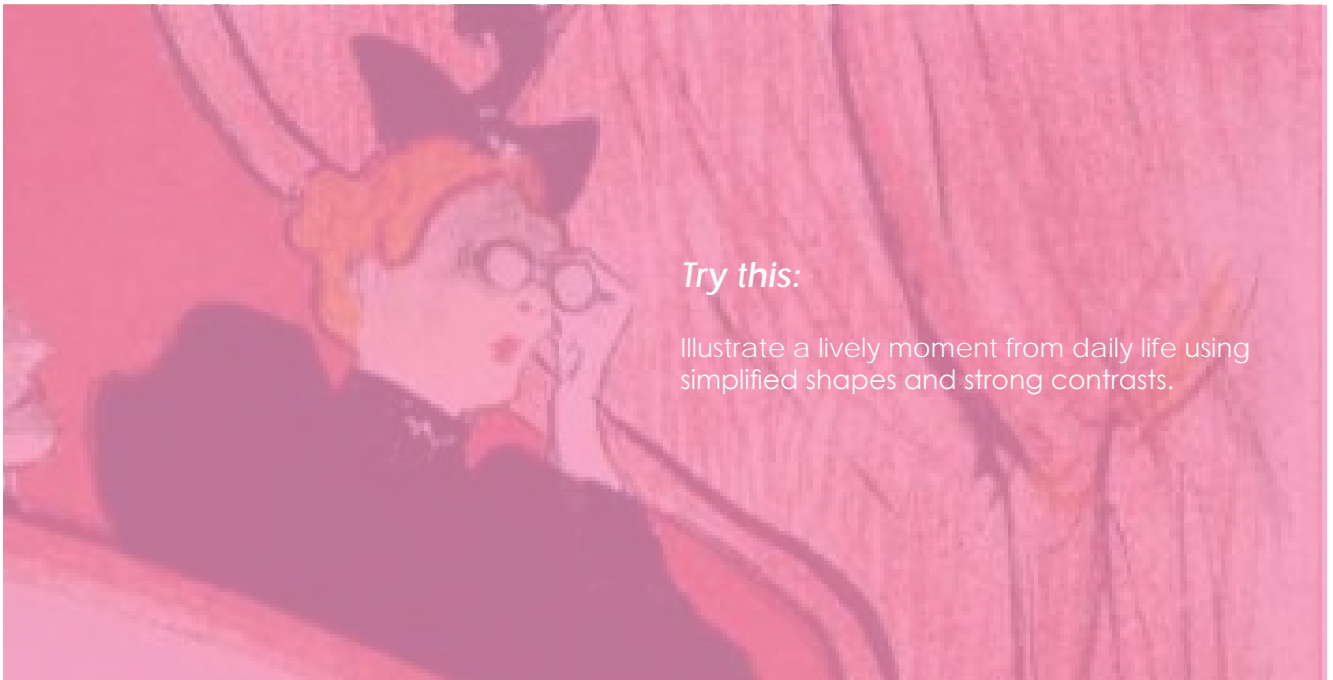
(High Museum of Art, 2020)

**Title:** Box seat with a Gilded Mask (La Loge au mas-caron doré)

**Date:** 1893

**Medium:** Crayon, brush, and spatter lithograph in five colors on wove paper

**Dimensions:** 12 1/8 x 9 1/2 inches



**Try this:**

Illustrate a lively moment from daily life using simplified shapes and strong contrasts.

---

# Sarah King

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Sarah King is an illustrator and visual artist inspired by her surroundings and the weird and wonderful details of everyday life.

Her work combines illustration with graphic design, using typography to form expressive shapes and compositions. Her portraits make striking use of white space, with text acting as shading to build depth and character.



**Sarah King**  
(Sarah King, 2026)



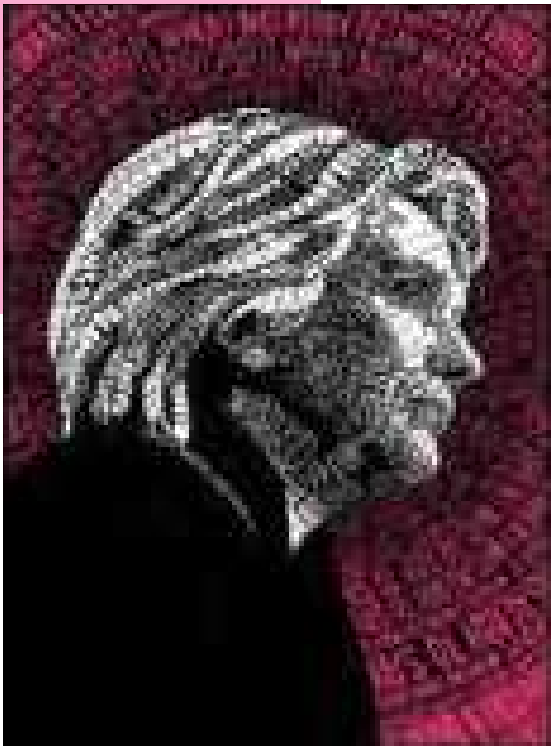
(King, 2019)

Title: *JACQUES COUSTEAU*



(King, 2019)

**Title:** DALI, LE MONDE MAGAZINE



(King, 2019)

**Title:** HILLARY CLINTON: THE BAFFLER



(King, 2019)

**Title:** CHARLES DARWIN



*Try this:*

Try this: Create a portrait using only words or phrases to define light, shadow, and form.

---

# Bodil Jane

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Gaining inspiration from flea markets and botanical gardens, Bodil Jane is an illustrator that creates a vast range of media, from editorial illustration, packaging, patterns, products, book covers and portraits.

Bodil's style is known for its watercolour inspiration featuring bold colours, organic shape with a playful and expressive aesthetic.



**Bodil Jane**  
(Bodil Jane, n.d.)



Bodil Jane (2019)

**Title:** *Not Another Bill x Bodil Jane*

**Year:** 2022

**Description:** *Not Another Bill x Bodil Jane silk collection: silk scarf, scrunchie and eye mask. The pattern is inspired by a modern take on astrology and celestial themes.*

**Pattern:** *Starry Night.*



Jane (2019)

**Title:** Flow Magazine

**Year:** 2025

**Description:** Illustrated fill out form "Journal of Me" for the Dutch issue of Flow Magazine.

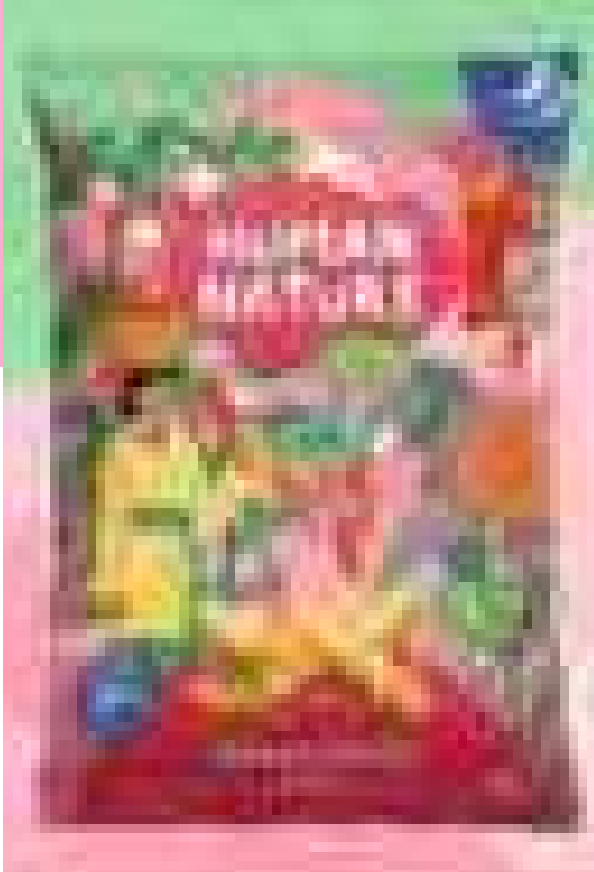


(Jane, 2019)

**Title:** Nike x Rebel Girls

**Year:** 2022

**Description:** Portrait of Dutch football player Lieke Martens for a Nike x Rebel Girls partnership. The illustration was featured in a digital campaign on Nike's website and published in a booklet that was distributed during the Euro Cup 2022. For the World Cup 2023, Rebel Girls created a new booklet and asked to extend the illustration and adjust the colours.



**Title:** Human Nature x Bodil Jane

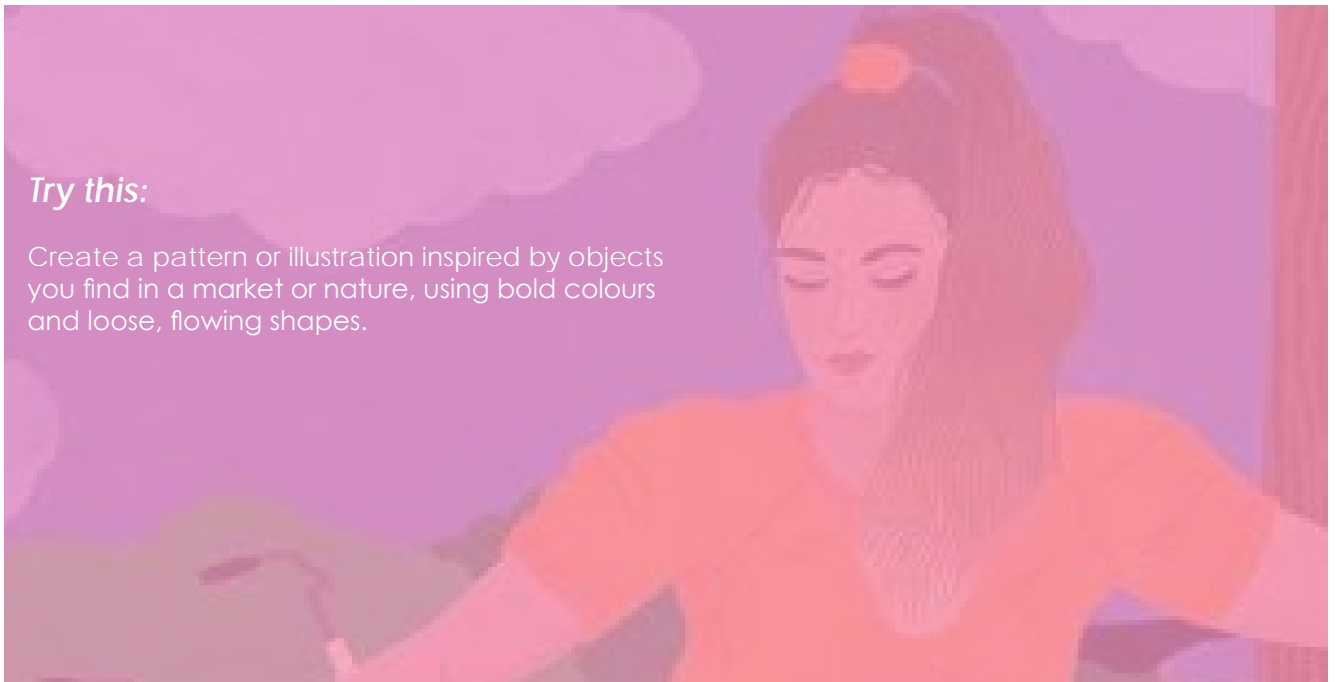
**Year:** 2021

**Description:** Four illustrations for the packaging of Human Nature plant-based lentil crisps. The British brand Human Nature is committing to be a net positive climate footprint and plants a tree for every pack sold.

(Jane, 2019)

### *Try this:*

Create a pattern or illustration inspired by objects you find in a market or nature, using bold colours and loose, flowing shapes.



# STREET ARTISTS

*Street art provides inspiration through its boldness, scale, and connection to public spaces. It often communicates strong messages and emotions, using colour, typography, and imagery in expressive ways. Its raw and unfiltered nature encourages creatives to take risks, experiment freely, and think beyond traditional boundaries.*

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# Eduardo Kobra

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Eduardo Kobra is a street artist known for creating large-scale, photorealistic murals inspired by historical figures and cultural icons. He is often painting on a monumental scale, transforming public spaces into powerful visual statements.

His work combines realism with bold geometric shapes by using vibrant triangles and squares to build colour and depth, it creates a striking visual impact.



**Eduardo Kobra**  
(Mag, 2022)



(Will, 2016)

*Title: Stop Wars You Will*  
*Date: 2016*



(street art bio, 2020)

**Title:** The Kiss

**Date:** 2012



(Jane, 2019)

**Title:** Abraham Lincoln

**Year:** 2013



**Title:** Let Me Be Myself

**Date:** 2016

(STRAAT Museum, 2016)

*Try this:*

Take a realistic portrait and overlay it with bold geometric shapes, using bright colours to create contrast and energy.

---

# Cristian Blanxer

---

Cristian Blanxer is a Spanish visual artist and illustrator known for his surreal compositions that merge the human form with natural and architectural environments.

Working across digital and mixed media, his work explores perception, scale, and illusion, blending figures seamlessly into landscapes and interiors. His compositions often challenge the viewer's sense of reality, creating dreamlike scenes where body and space become one.



**Eduardo Kobra**  
(BLITZEN, 2019)



(Street Art For Mankind, 2022)



(Street Art For Mankind, 2022)



(Street Art For Mankind, 2022)



(Street Art For Mankind, 2022)



*Try this:*

Combine a human figure with a landscape or interior space, using perspective and scale to blur the boundary between the two.

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# Axel Void

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Axel Void is a multidisciplinary artist who works across a wide range of mediums, including photography, film, audio, music, editorial projects, archival interventions, drawing, sculpture, and painting.

His work often explores themes of identity, memory, and social experience, combining traditional and contemporary techniques to create layered and thought provoking pieces. Through this variety of mediums, he is able to document and interpret human stories in both personal and collective contexts.



**Axel Void**  
(Javier, 2023)



(Axelvoid, 2025)

**Title:** Dialogue - **Date:** 2015

**Description:** "This mural is situated in the main plaza of Mosciano, a small town in the region of Abruzzo. This town holds a strong historical identity; around 1750 it was a poor town located just outside of Borbonic Napoli and it remained separate, regardless of many attempts to be included. It still holds some of the fascist architecture from the fascist regime, including an old stencil of Mussolini on one of the houses, and there's a strong presence of the Catholic church. It oscillates from the left to the right but still remains with its own strong identity and sense of community.

**The mural stands on the top of where the "Anunciatta" church used to be. It was a symbolic church in the town that was demolished in 1962 and replaced by a now abandoned bank. There was a small metal flag on top of the church that showed the wind's direction and also represented change in human kind.**

**I went to a nearby church to see some of the sculptures that were recuperated from the "Anunciatta" church and I found a figure of baby Jesus that I interpreted for this mural. The piece shows the figure split in half, negating its spiritual nature and therefore treating it as an object that means nothing without human's interpretation. This is what this mural talks about. Symbols, ideologies, theories or religions don't mean anything without human interpretation. This piece intends to give value and pays homage to the more human approach of the thought or the ideal." (Axel Void, 2025)**



(Axelvoid, 2025)

**Title:** You're Not Here

**Date:** 2020

**Description:** "You are not home, you are not on this side, you are not on our side or their side, you are not present, you are not absent or evaded enough, you are not centered or on the edge, you are not in nature or natural, you are not artificial, you are not who you are or what you do, you are not welcome, you are not allowed to leave, you are everyone and everything, thus you are nothing, you are not there. Your borders are not the corners of your body or your self. You are not on the right side of the fence." (Axel Void, 2025)



(Axelvoid.com, 2025)

**Title:** Alone Together - **Date:** 2021

**Description:** "I painted a wall in the Karantina neighborhood of Beirut. I found this area to be particularly welcoming and beautiful, despite the challenges it has historically faced and continues to experience. Saad (third photo) was one of the kids that were hanging out while painting, a very sharp kid with whom I ended up befriendng. He one day offered to make us lunch. I fondly remember eating "Warak Enab" and playing chess on the curb after we had been kicked out for painting a wall that was too close to the military wall that besieges this neighborhood. We spoke of the Quoran, he explained how he cooked the meal with his mom, and showed me photos of them cracking olives to marinate. I shared how in Andalusia we do this too." (Axel Void, 2025)

**Title:** Mediocre - **Date:** 2015

**Description:** This mural is part of Banksy's theme park "Dismaland".

"This space used to be a water park called Tropicana. It was the town's main attraction, it had a cheesy, tropical design to it with Victorian architecture. It is built right on the beach, given that this beach isn't ideal because of its brown muddy tone the water park was a good alternative.

Weston Super Mare, even though it is one of the number one vacation sites, has a very bizarre feel to it. You can find bright loud attractions, arcades, fish and chips, plastic beach toys, old people that are afraid of flying to a better place, karaoke bars, a very prolific Elvis impersonator, and a large amount of drug addicts that were brought to town from other places in order to go through rehab but ended up bringing the drug dealers as well, following their best clientele.

This wall is part of the Mediocre series. A satire and homage to mundanity and our every day life. It is situated on the inside facade of the main building. Fitting the concept of Dismaland that to me, is a very clever parody and a critic of art and our society.

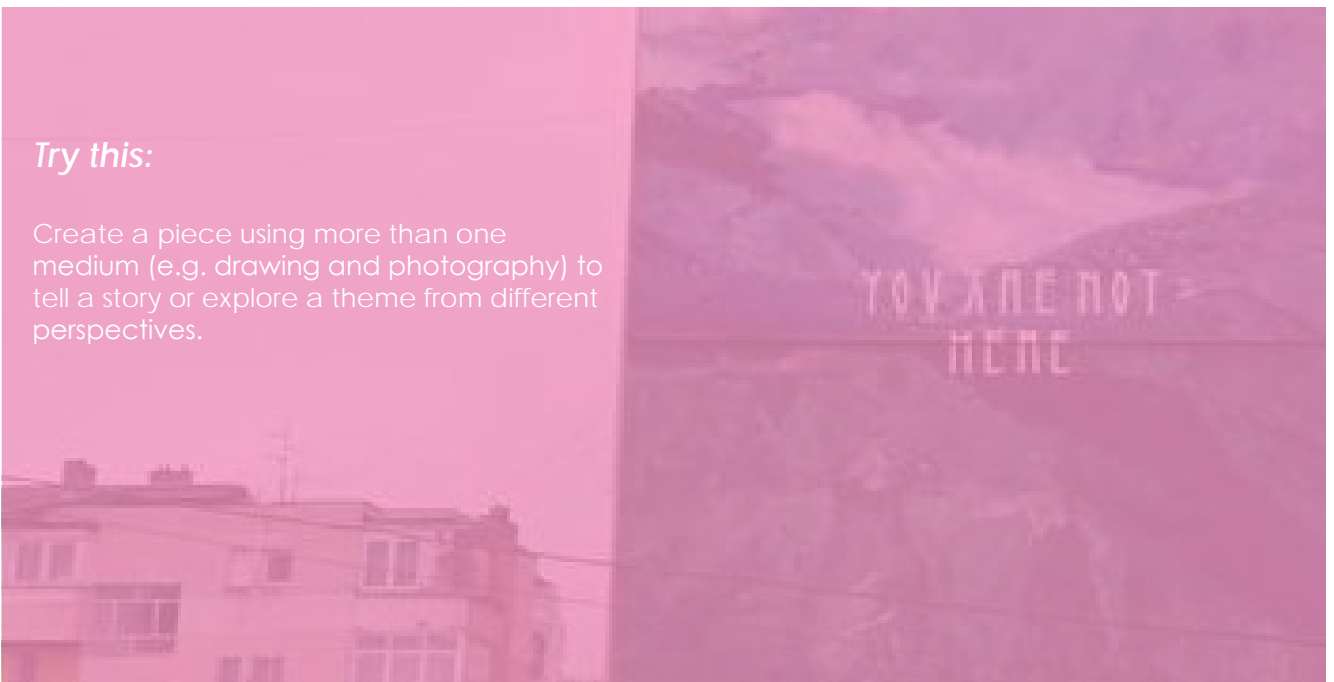
Special thanks to Banksy, Escif and every one in the crew for their help, hospitality and friendship." (Axel Void, 2025)



(Axelvoid, 2025)

### Try this:

Create a piece using more than one medium (e.g. drawing and photography) to tell a story or explore a theme from different perspectives.



# PHOTOGRAPHERS

*Photography captures moments, emotions, and perspectives that might otherwise go unnoticed. It can inspire creativity by encouraging observation of light, composition, and subject matter. Through photography, creatives can explore storytelling, atmosphere, and framing, which can be applied to a wide range of visual and conceptual projects.*

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# Henri Cartier-Bresson

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Henri Cartier-Bresson was a pioneering photographer influenced by modern photography and artists such as Helen Levitt and Diane Arbus.

He is best known for the concept of "the decisive moment," capturing fleeting, spontaneous instances with precise timing. His approach focused on authenticity, rarely altering his photographs after they were taken.



Toulouse-Lautrec in 1894  
(Wikipedia Contributors, 2019)



(SINGULART, 2023)

**Title:** Rue Mouffetard, Paris  
**Date:** 1952



**Title:** Seville, Spain  
**Date:** 1953

(SINGULART, 2023)



**Title:** Behind the Gare Saint-Lazare  
**Date:** 1932

(SINGULART, 2023)



**Title:** Portrait of Alberto Giacometti

**Date:** 1961

(SINGULART, 2023)

*Try this:*

Capture a candid moment in everyday life, focusing on timing and composition rather than editing.

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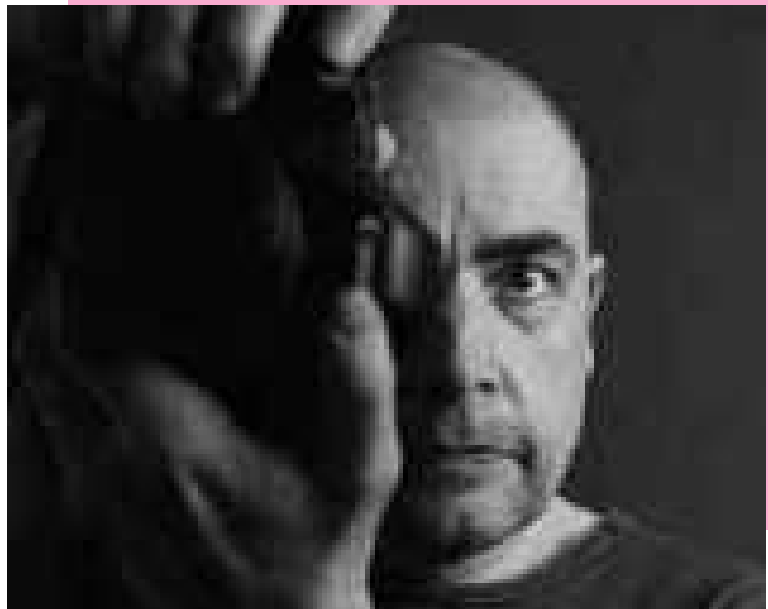
# Neil Harkins

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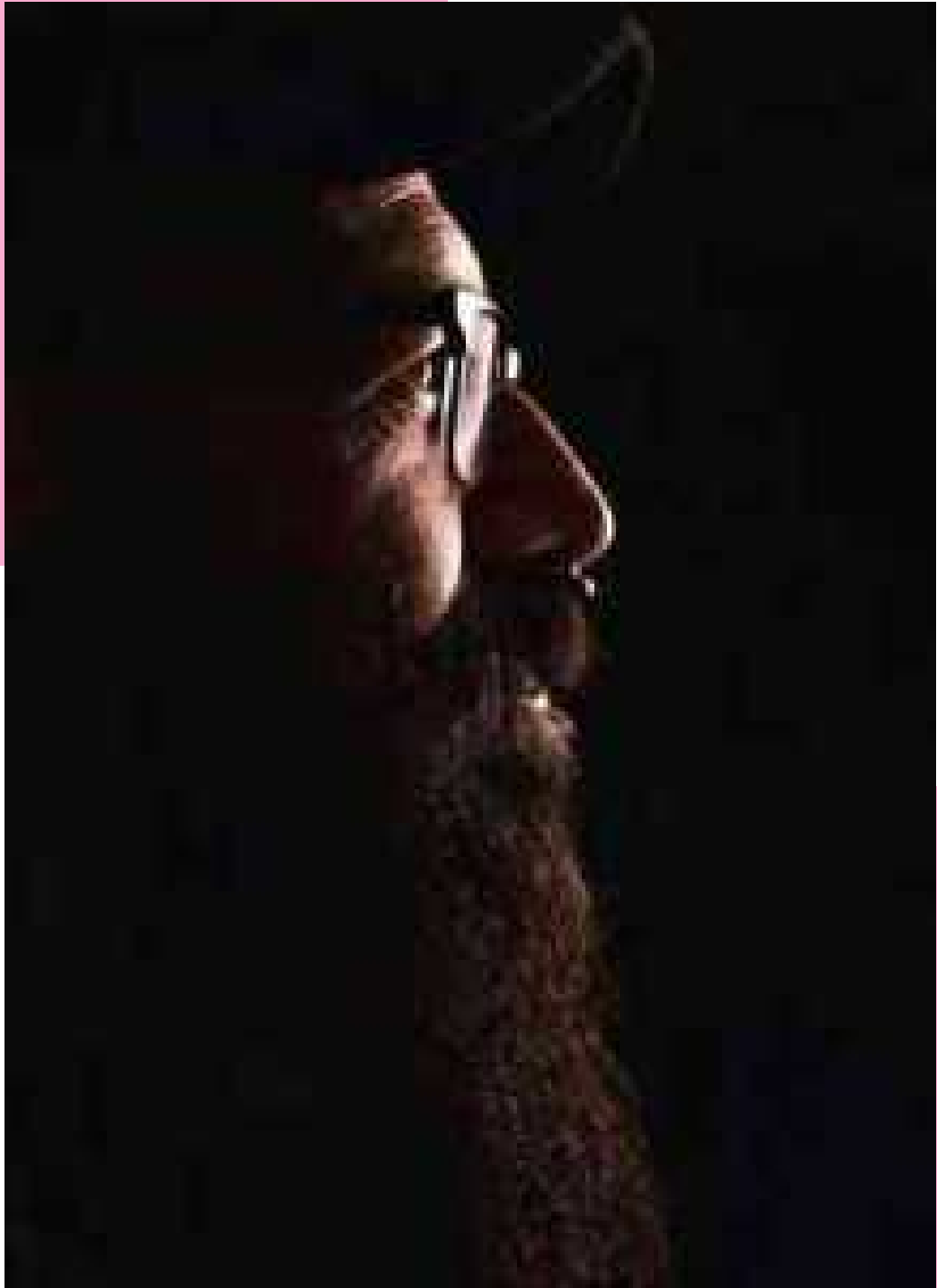
Neil Harkins is a photographer influenced by a range of artists, including Henri Cartier-Bresson, H. R. Giger, and Lee Miller, as well as drawing inspiration from his family.

His work focuses on black and white fine art portraiture, rooted in the tradition of humanist photojournalism.

Through his images he captures the dignity emotion, and truth of his subjects, aiming to reveal the human soul and the depth of everyday experiences.



Neil Harkins  
(Harkins, 2026)



(Harkins, n.d)

---

**Title:** Into The Light

**Date:** N/A

**Description:** About being a recovering alcoholic



(Harkins, N.D)



(Harkins, N.D)



(Harkins, N.D)

*Try this:*

Create a black and white portrait that focuses on emotion and expression, aiming to capture the true character of your subject.

---

# Cindy Sherman

---

Cindy Sherman is a contemporary artist who uses photography to explore identity, perception, and representation.

Her images are often intentionally unsettling, encouraging viewers to question what they see and think differently about identity and appearance. Through staged portraits, she transforms herself into different characters, challenging societal expectations.

*"I thought: if you don't like me like this maybe you will like me like this? With curly hair? Or like this?"*

- (Tate, 2019)



Cindy Sherman  
(Wikipedia Contributors, 2019)



(Tate, n.d.)

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**Title:** Untitled A

**Date:** 1975



**Title:** Untitled B  
**Date:** 1975

(Tate, 2011)



**Title:** Untitled C  
**Date:** 1975

(Tate, 2011)



**Title:** Untitled D  
**Date:** 1975

(Tate, 2011)

*Try this:*

Create a self-portrait where you transform yourself into a different character or identity.

# Graphic Designers

*Graphic design offers inspiration through its use of layout, typography, and composition to communicate messages clearly and creatively. It demonstrates how visual elements can be arranged to guide attention and create impact. By exploring graphic design, creatives can develop stronger visual communication skills and create work that is both engaging and purposeful.*

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# Paula Scher

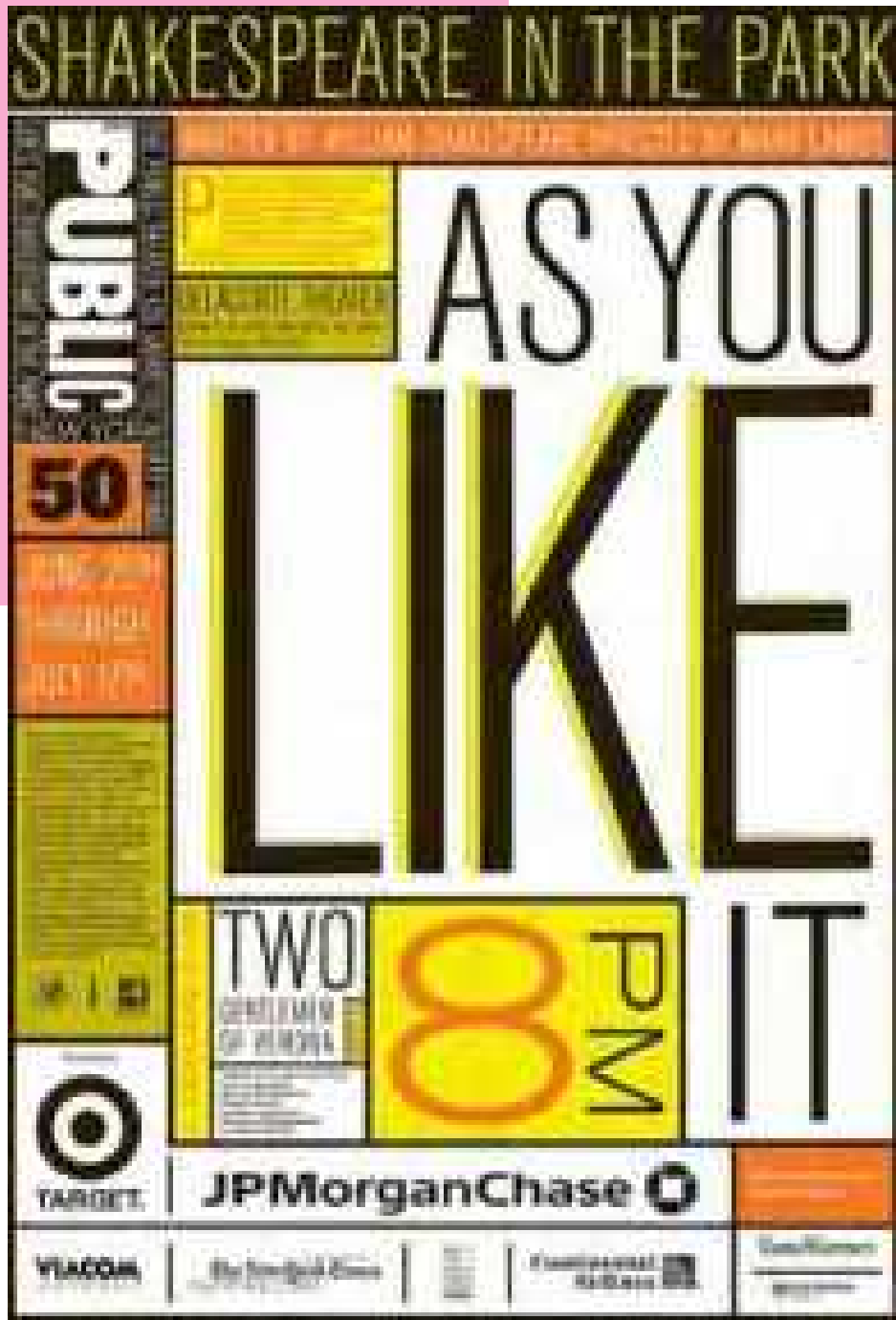
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Paula Scher is a graphic designer whose work was influenced by New Wave design and designers such as Neville Brody, as well as her husband Seymour Chwast.

Her designs are known for bold typography, vibrant colour, and striking imagery, creating visually engaging and dynamic compositions that capture the viewer's attention.



**Paula Scher**  
(Wikipedia Contributors, 2019)



(Esposito, 2021)

Poster for the 2005 Shakespeare in the Park festival



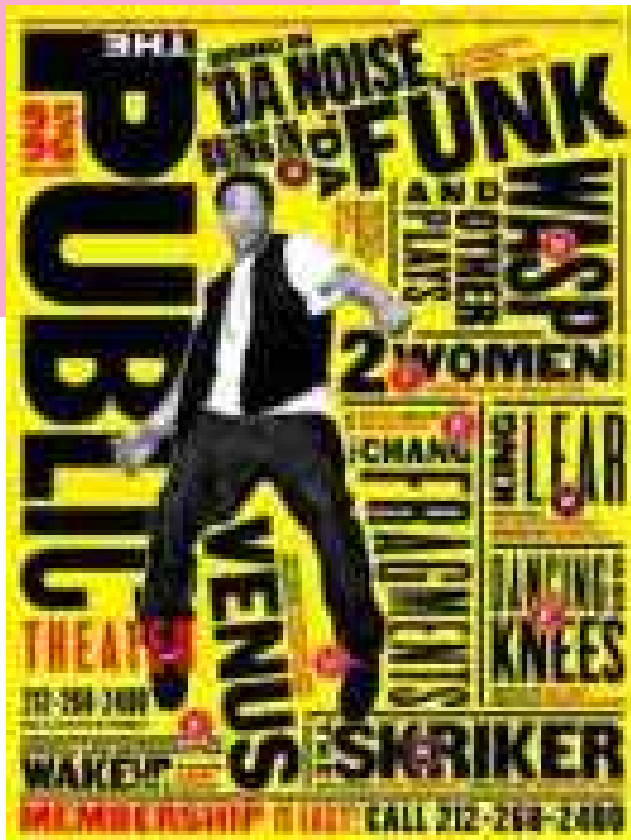
(Esposito, 2021)

**Paula Scher's sketch and final design for the CityBank logo**



**Posters for the 2013 Sundance Festival**

(Esposito, 2021)



Poster for Bring in 'da Noise, Bring in 'da Funk

(Esposito, 2021)

*Try this:*

Create a typographic design using bold colours and oversized text to make a strong visual impact.



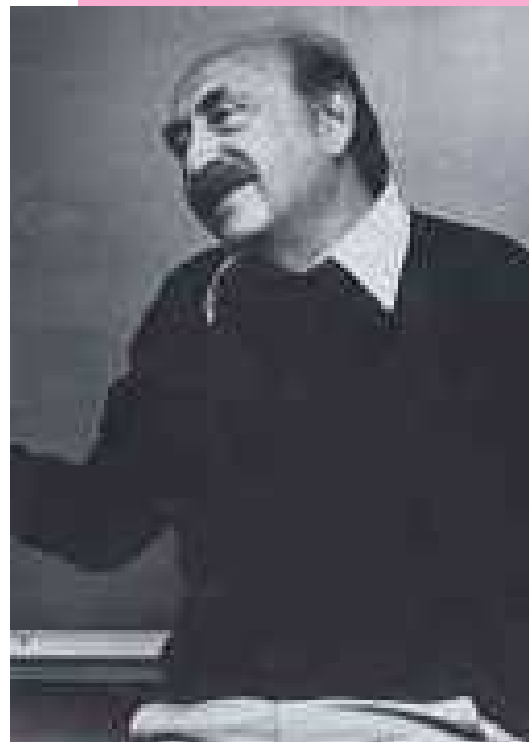
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# Saul Bass

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Saul Bass was a graphic designer and filmmaker known for his iconic film posters and title sequences.

His work uses simple shapes, bold colour, and minimal design to communicate ideas clearly and powerfully, often reducing complex concepts into striking visual forms.

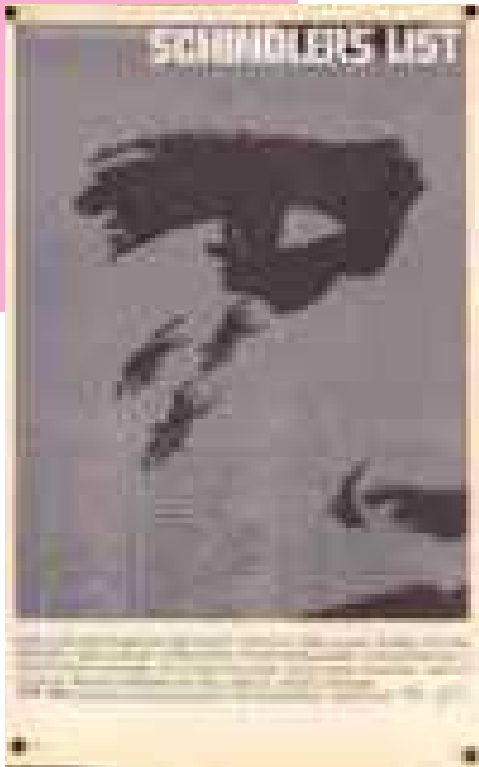


**Saul Bass in 1979**  
(Wikipedia Contributors, 2019)



(Gallery, 2025)

Advise and Consent 1962



Schindlers List 1993

(Gallery, 2024)



AT&T Graphic Design Awards 1988

(Gallery, 2021)

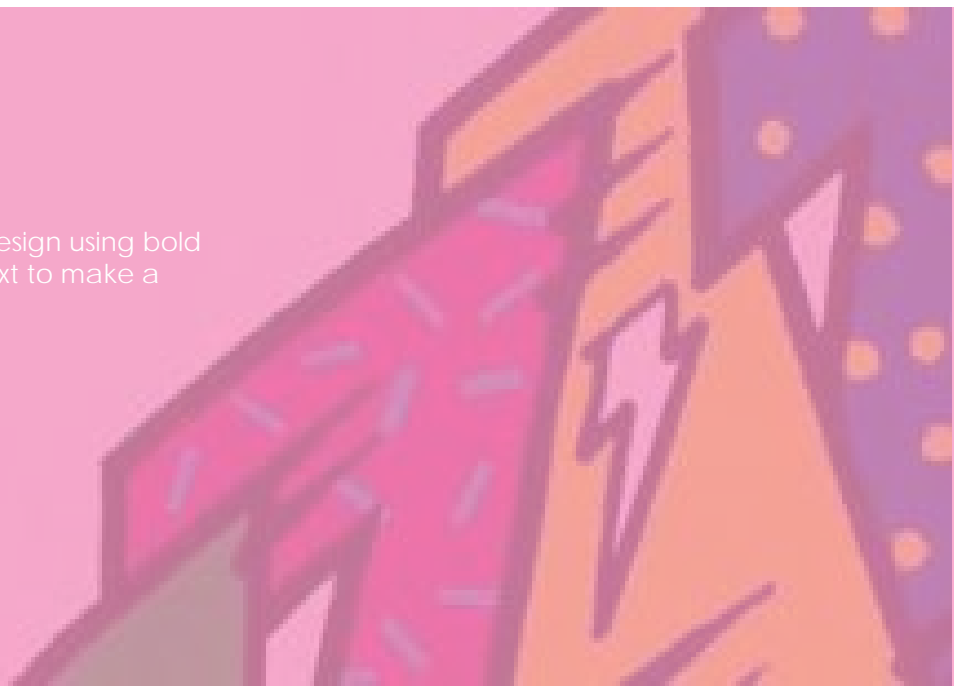


The Shining 1980

(Gallery, 2021)

**Try this:**

Create a typographic design using bold colours and oversized text to make a strong visual impact.



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# David Carson

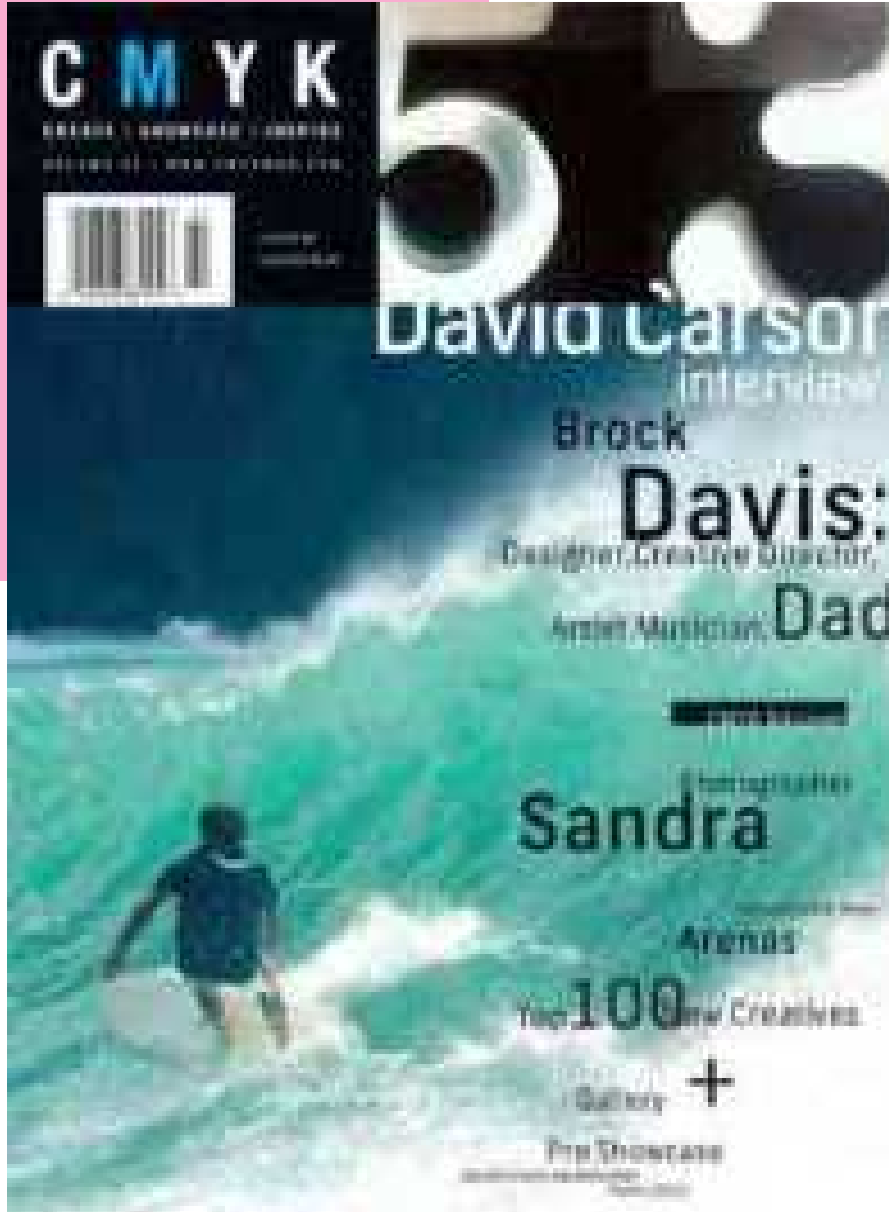
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David Carson is a graphic designer known for his experimental and unconventional approach to typography and layout.

His work often breaks traditional design rules, using distorted text, layered compositions, and expressive visuals to create raw, emotional, and visually engaging designs.

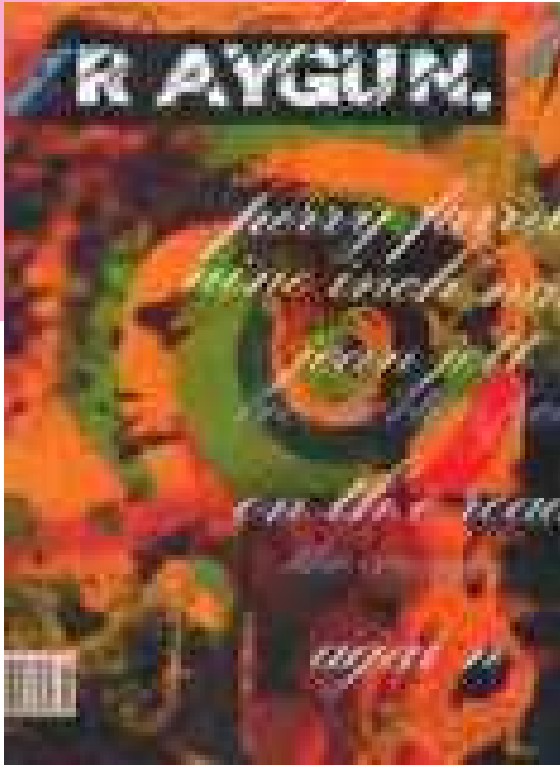


David Carson  
(Barrett, 2022)



(Outré Journal, 2024)

The cover of CMYK 53



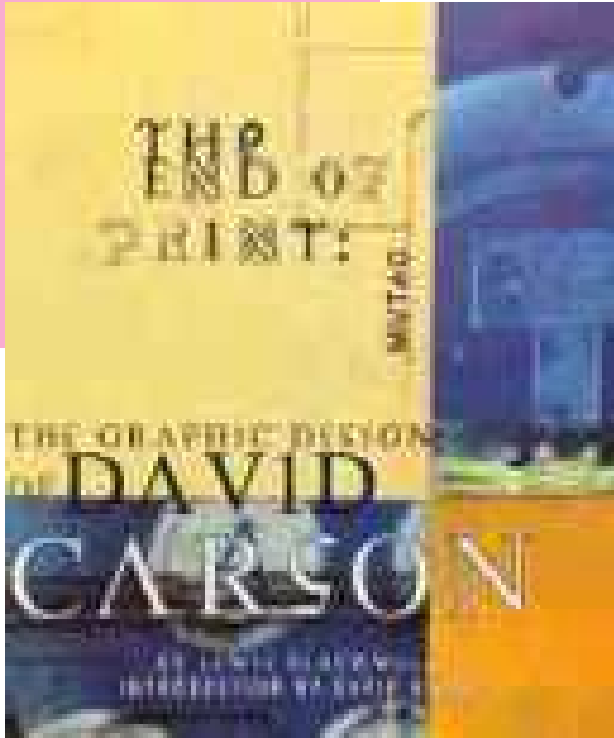
The cover of RayGun Magazine Issue 17

(Outré Journal, 2024)



The cover of The Fall 2015 program brochure for Harvard Graduate School of Design

(Outré Journal, 2024)



The cover of The End of Print

(Outré Journal, 2024)



Fashion

Designers

*Fashion can be a powerful source of inspiration as it combines colour, texture, shape, and movement to communicate ideas and emotions. Designers often tell stories through garments, using silhouette and material to express identity and culture. This makes fashion a valuable reference for any creative project, encouraging experimentation with form, contrast, and visual storytelling.*

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# Alexander McQueen

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Alexander McQueen was a fashion designer known for his dramatic and theatrical approach to design.

His work combined craftsmanship with storytelling, often exploring themes of identity, nature, and emotion. Through bold silhouettes, intricate detailing, and dark romanticism, his designs challenged traditional ideas of beauty and fashion.



**Alexander McQueen**  
(Alexander McQueen: NYU, A. 2015)



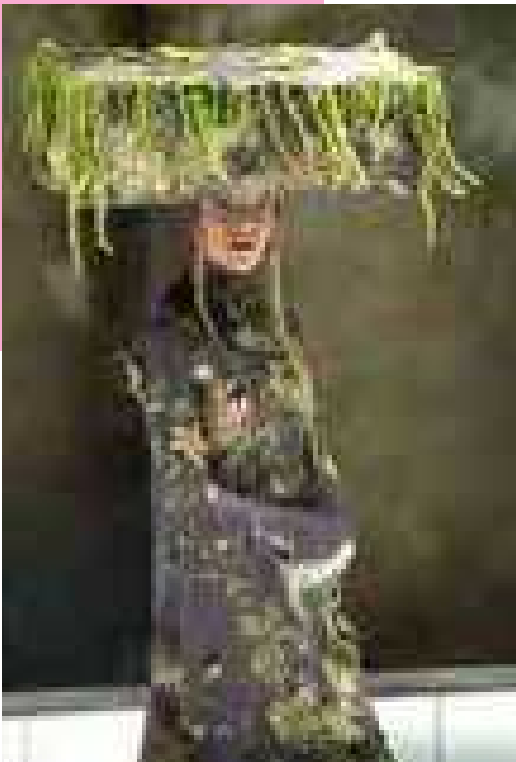
(Alexandermcqueen, 2023)

Spring Summer 1999 'No.13' photographed by Robert Fairer



(Firstview, 2026)

Alexander McQueen - Ready-to-Wear - Runway  
Collection - WomenSpring / Summer 2003



(Firstview, 2026)

Alexander McQueen - Ready-to-Wear - Runway  
Collection - WomenSpring / Summer 2001



Alexander McQueen - Ready-to-Wear - Runway  
Collection - WomenFall / Winter 2008

(Firstview, 2026)

*Try this:*

Design a piece or illustration that tells a story or expresses an emotion, using dramatic shapes and strong visual contrast

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# Cristian Siriano

---

Christian Siriano is a fashion designer known for creating bold, inclusive, and expressive designs.

His work features strong silhouettes, flowing fabrics, and vibrant colour, often celebrating individuality and diversity. He is recognised for designing for a wide range of body types, challenging traditional standards within the fashion industry.



**Cristian Siriano at Ozy Fest in July 2018**  
(Wikipedia. 2022)



(Firstview, 2025)

Christian Siriano - Ready-to-Wear - Runway  
Collection - Women Fall / Winter 2025



Christian Siriano - Ready-to-Wear - Runway  
Collection - WomenFall / Winter 2014

(Firstview, 2026)



Christian Siriano - Ready-to-Wear - Runway  
Collection - Women  
Spring / Summer 2020

(Firstview, 2020)



Christian Siriano - Ready-to-Wear - Runway  
Collection - WomenFall / Winter 2015

(Firstview, 2026)

***Try this:***

Create a design that celebrates individuality, using bold shapes and colours to express personality.

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# Robert Wun

---

Alexander McQueen was a fashion designer known for his dramatic and theatrical approach to design. His work combined craftsmanship with storytelling, often exploring themes of identity, nature, and emotion.

Through bold silhouettes, intricate detailing, and dark romanticism, his designs challenged traditional ideas of beauty and fashion.



**Robert Wun**  
(Subair, E. 2023)



(Barga, G. 2024)

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Robert Wun - Haute Couture - Runway Collection -  
Women Fall/ Winter 2024



(Firstview, 2024)

Robert Wun - Haute Couture - Runway Collection -  
Women  
Spring / Summer 2024



(Firstview, 2024)

Robert Wun - Haute Couture - Runway Collection -  
Women  
Spring / Summer 2024



Robert Wun - Haute Couture - Runway Collection -  
WomenSpring / Summer 2023

(Firstview, 2023)

### *Try this:*

Design a piece that transforms the human form, focusing on shape, structure, and unexpected silhouettes.

# Colour Theory



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# WHAT IS COLOUR THEORY?

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Colour theory plays an important role in how we understand and use colour within creative work. It influences the way colours interact, as well as how they are perceived by the viewer.

Different colours can evoke certain emotions and subconscious associations, which can impact how a piece of work is interpreted. For example, warm tones may feel energetic or comforting, while cooler tones can create a sense of calm or distance.

Understanding these relationships allows creatives to make more intentional decisions when building colour palettes. It also helps in creating visually engaging compositions that communicate mood, meaning, and atmosphere.

Without consideration of colour theory, designs may feel unbalanced or lack emotional impact, whereas thoughtful use of colour can strengthen both the visual appeal and the overall message of a piece.



Geometric Gradient (Harkins, 2026)

# COLOUR ASSOCIATIONS

**Red:** anger, warning, danger, passion, love, urgency. Often increases arousal and draws attention quickly.

**Blue:** calm, trust, security, competence, stability, sadness. Commonly used in finance and healthcare branding.

**Yellow:** optimism, happiness, energy, caution, attention-grabbing. Can also signal anxiety when overused.

**Green:** nature, health, growth, balance, wealth, freshness. Frequently linked to sustainability.

**Orange:** enthusiasm, friendliness, creativity, warmth, affordability, action. Often used for calls-to-action.

**Purple:** luxury, royalty, imagination, spirituality, wisdom, mystery.

**Pink:** romance, softness, nurturing, femininity, playfulness, compassion.

**Black:** power, sophistication, elegance, authority, mourning, seriousness.

**White:** purity, cleanliness, simplicity, peace, innocence, minimalism.

**Grey:** neutrality, balance, professionalism, practicality, formality, detachment.

**Turquoise/Teal:** clarity, emotional balance, calmness. Used in wellness, technology, and modern lifestyle branding.

**Gold:** wealth, prestige, success, achievement, luxury.

**Silver:** modernity, sleekness, innovation, elegance, technology.

**Brown:** reliability, earthiness, comfort, durability, warmth, rusticity.

**Maroon:** ambition, sophistication, passion, control. Popular in academic branding.

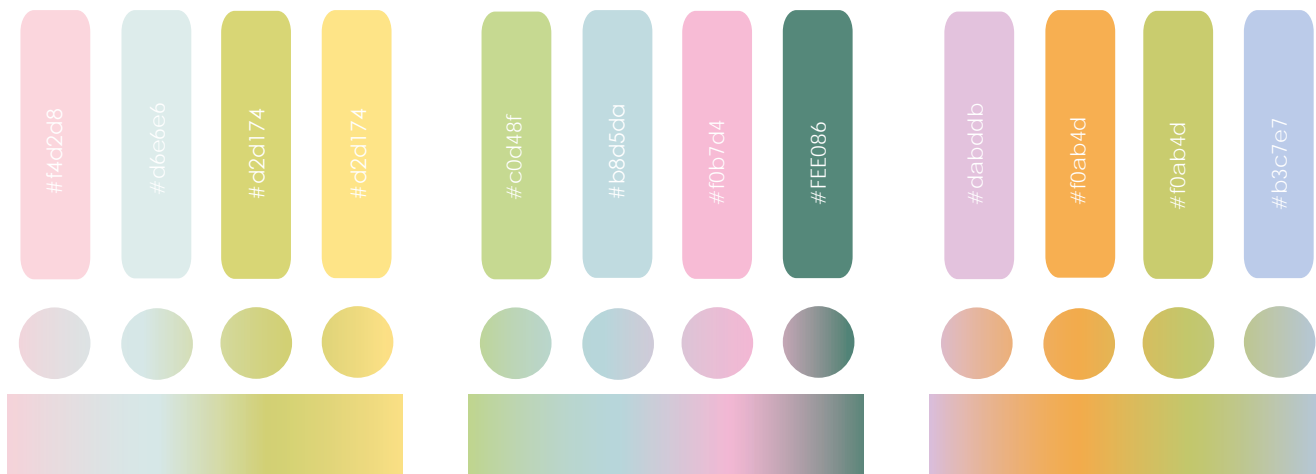
**Lavender:** serenity, grace, femininity, relaxation, imagination, softness. Often linked to beauty and wellness.

**Beige:** simplicity, calmness, warmth, neutrality, comfort, understated elegance. Often used in minimalist design.

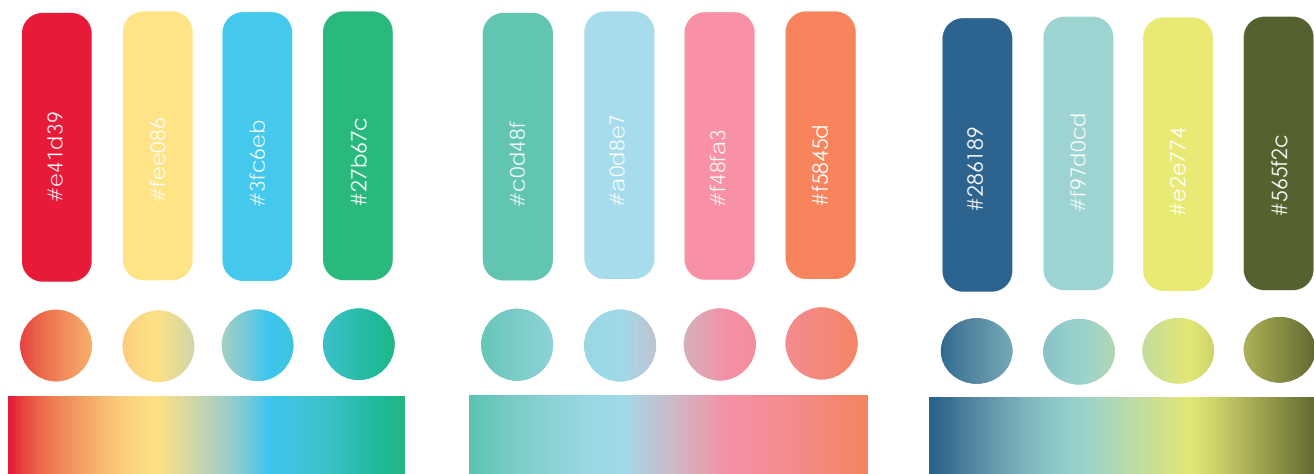
# COLOUR PALETTES



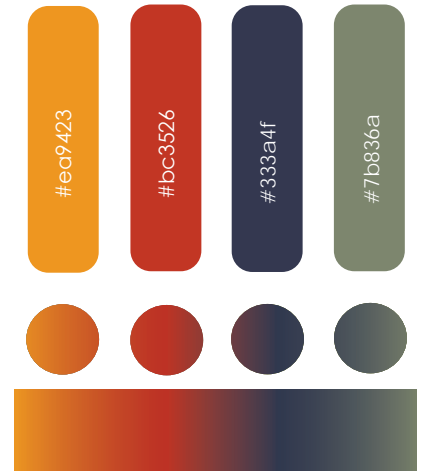
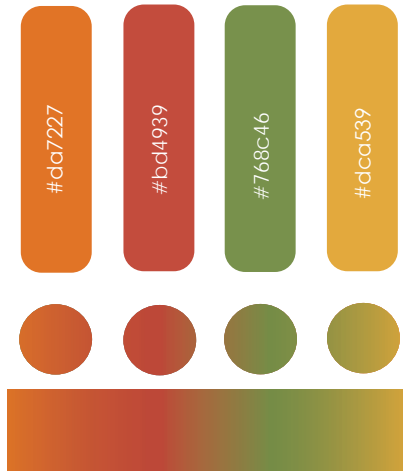
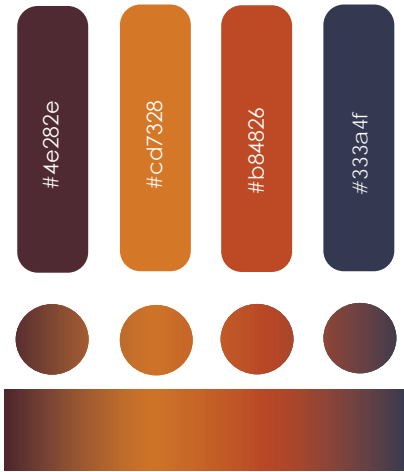
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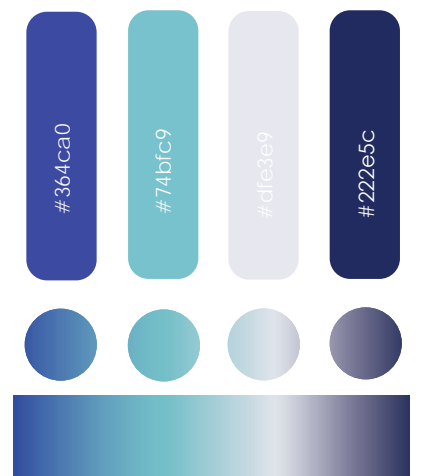
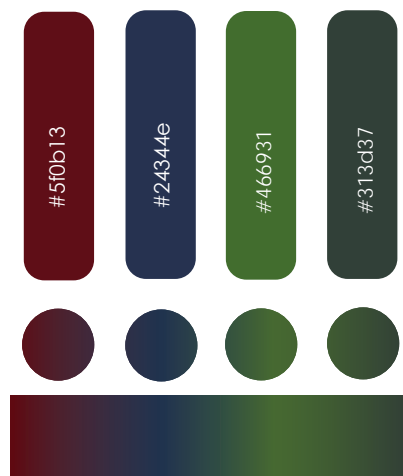
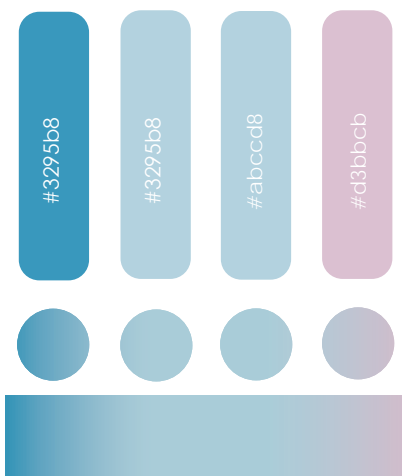
# Summer



# Autumn



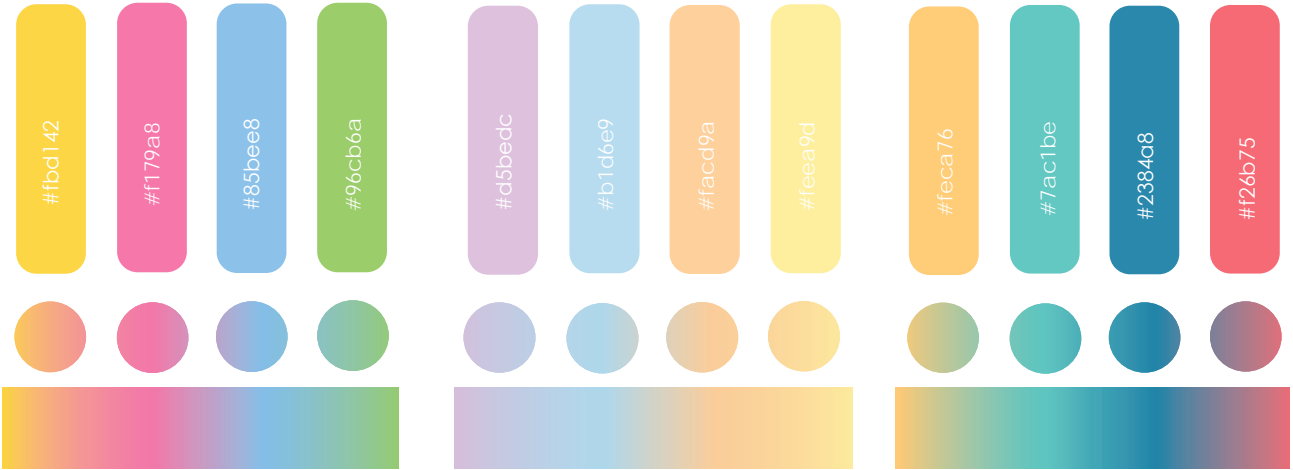
# Winter



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# Happy

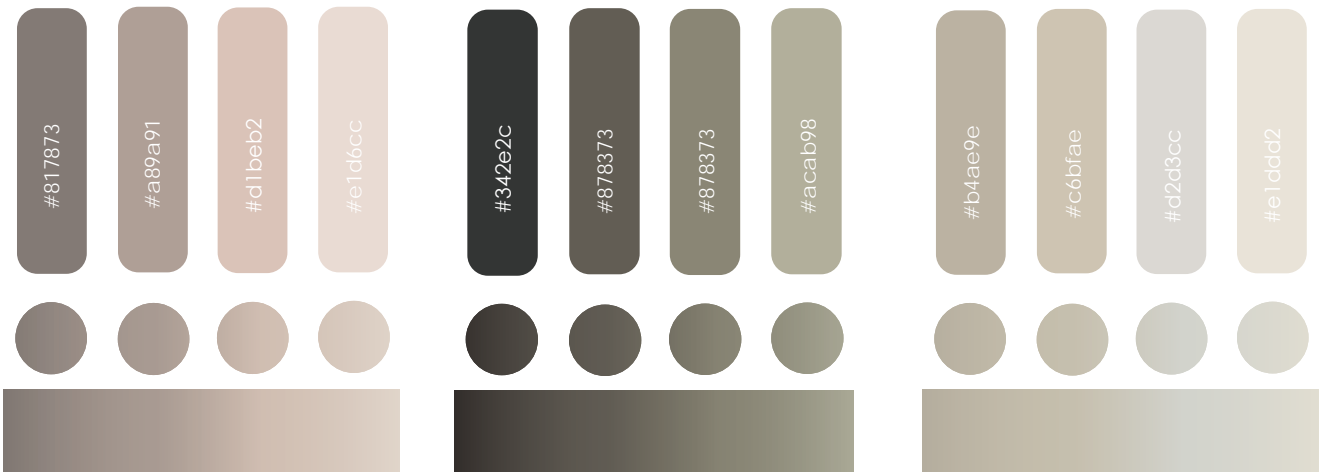
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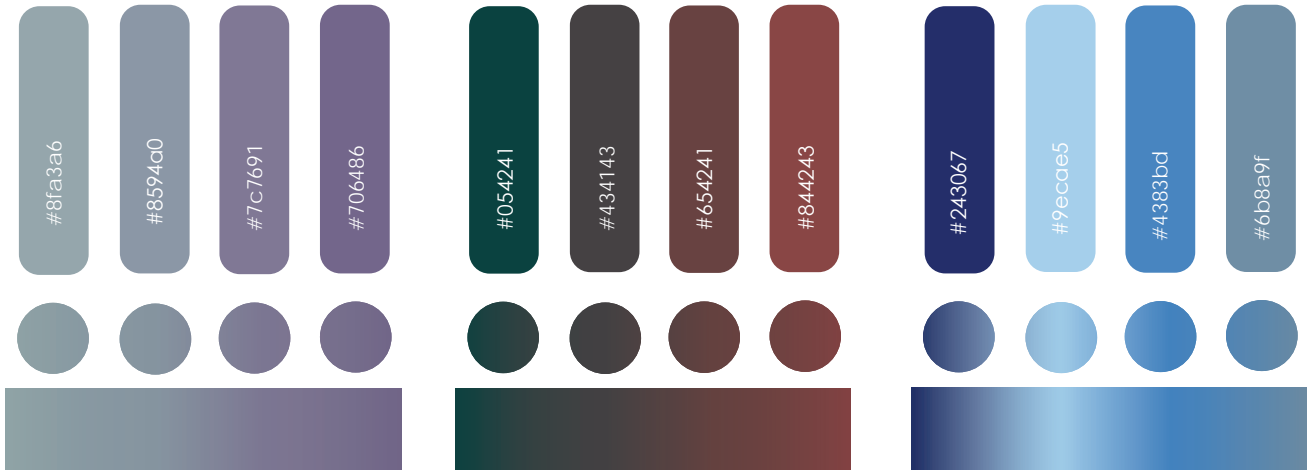
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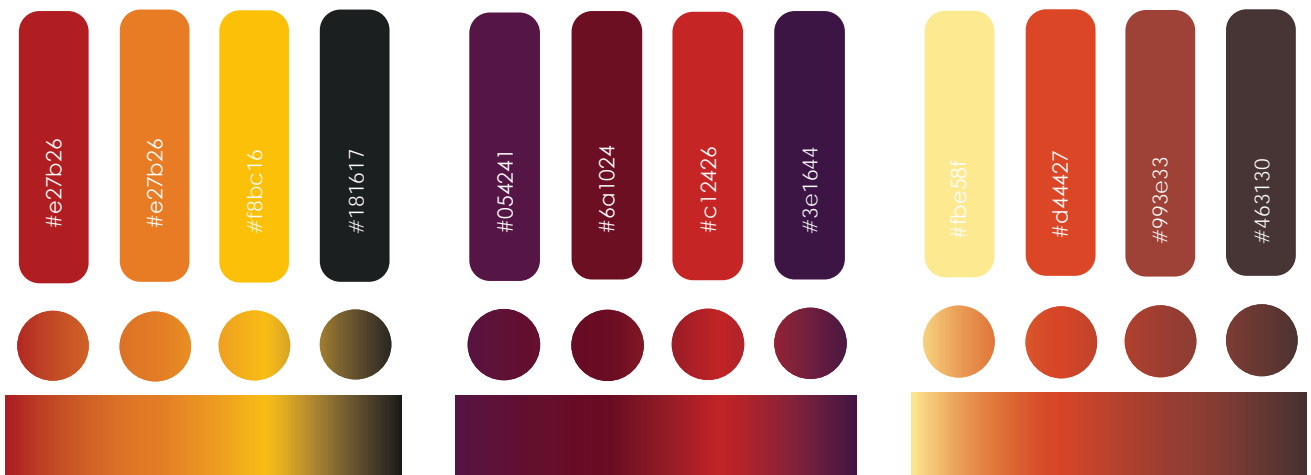
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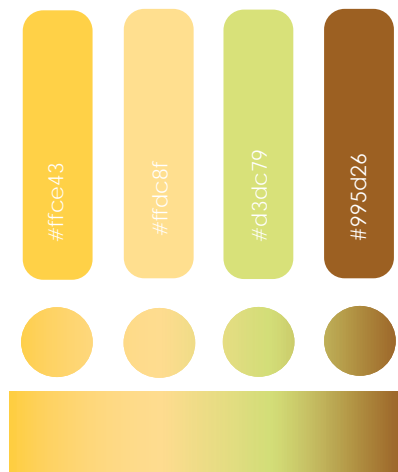
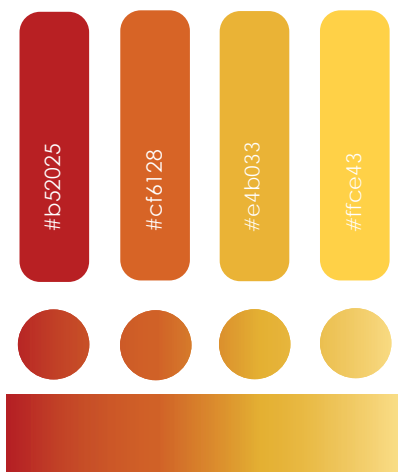
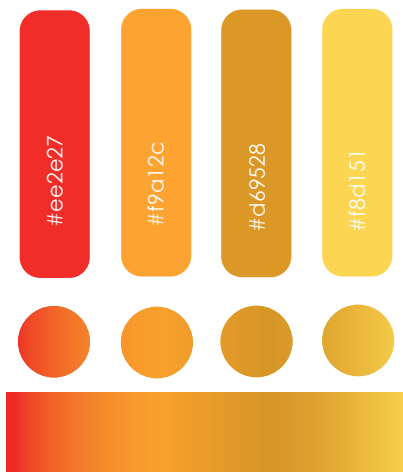
# Sad



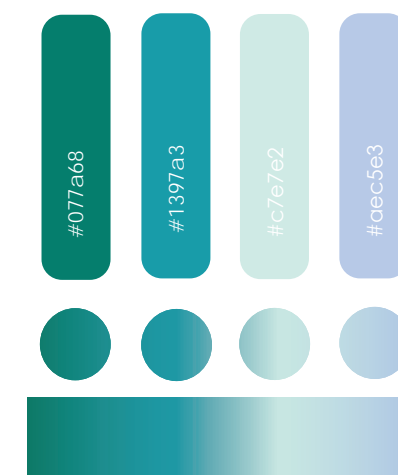
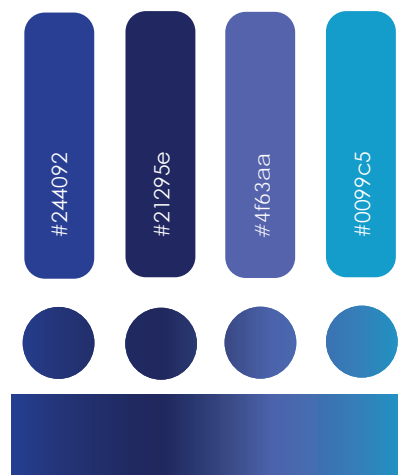
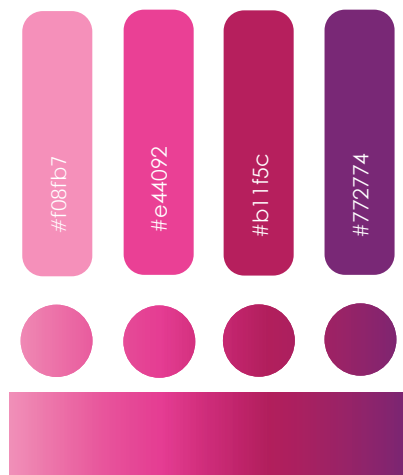
# Anger



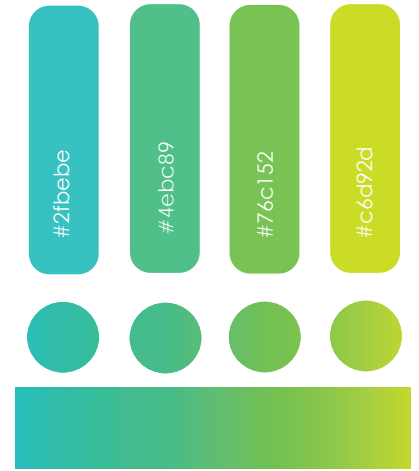
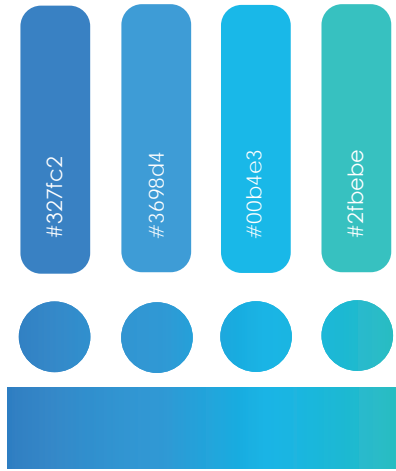
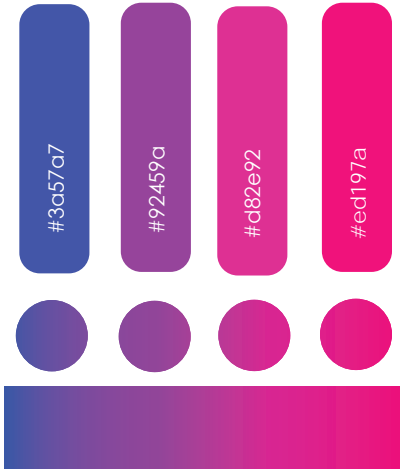
# Warm



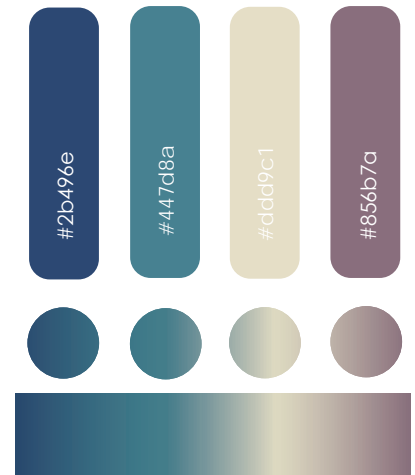
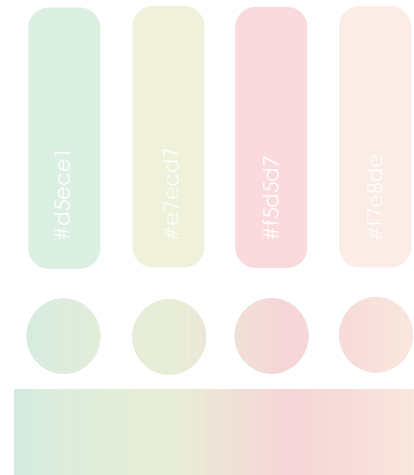
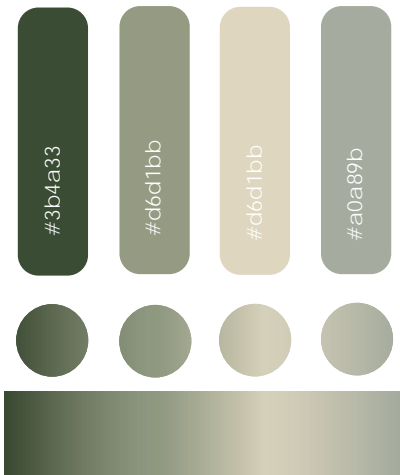
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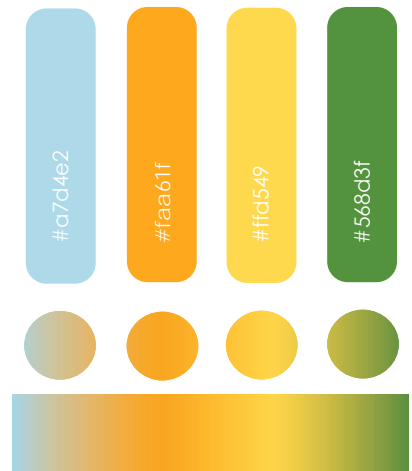
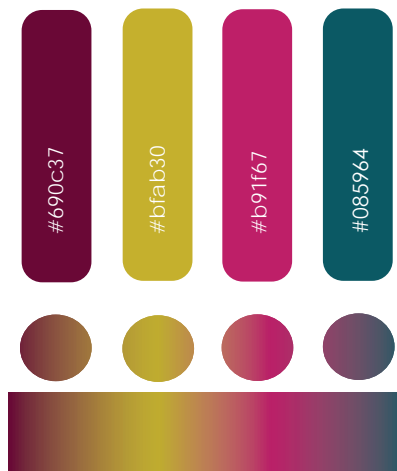
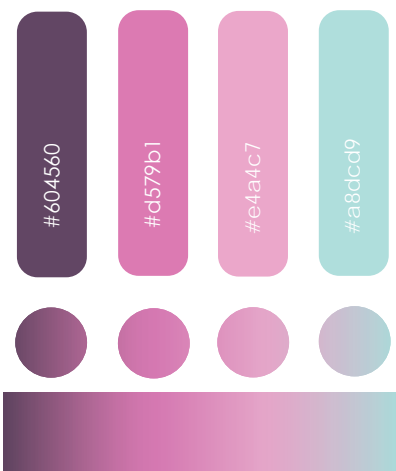
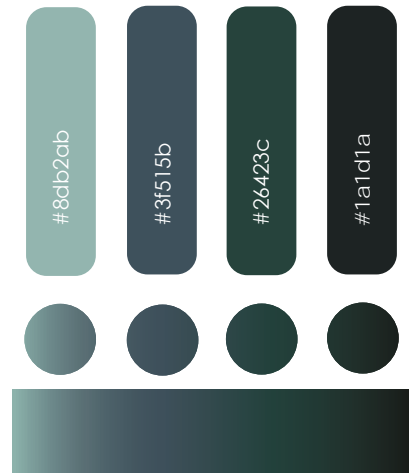
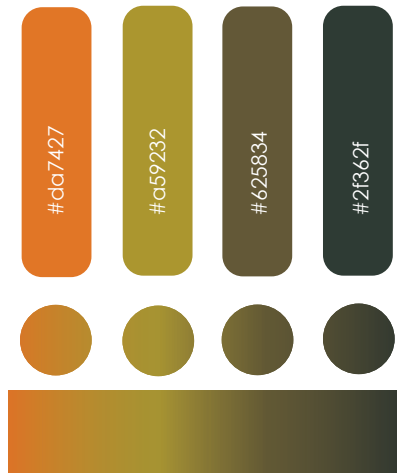
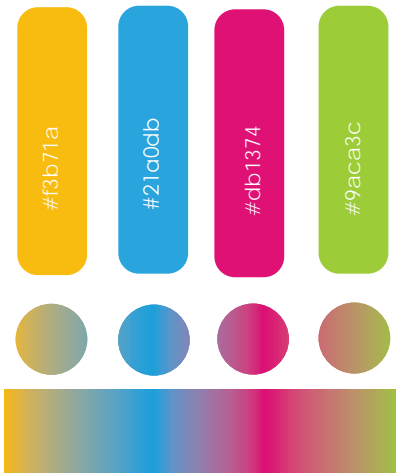
# Vibrant

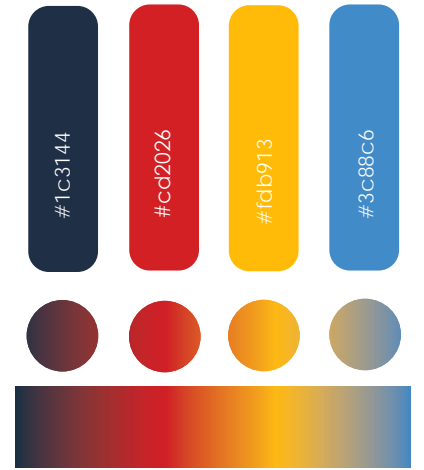
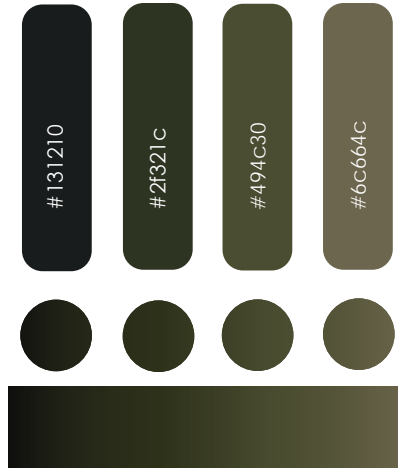
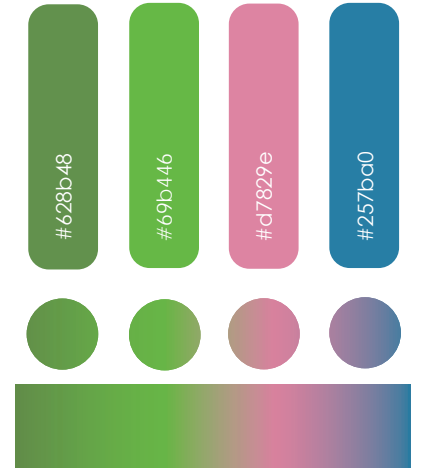
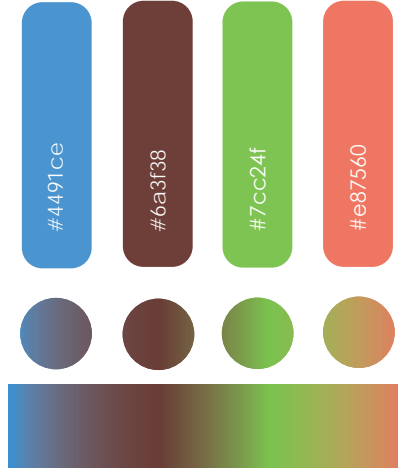
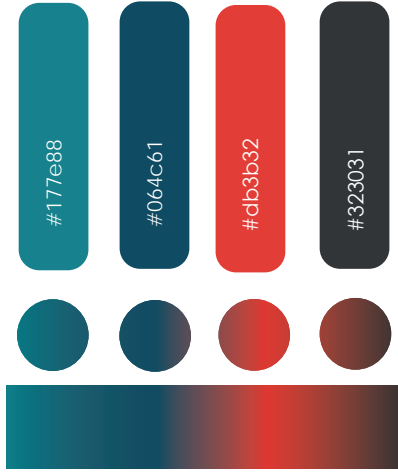


# Muted



# Example Colour Palettes





# Typefaces



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# TYPEFACE OR TYPOGRAPHY

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A typeface is the specific visual design of letters, numbers, and symbols, such as Arial, Helvetica, or Times New Roman.

It refers to how the characters look, including their shape, style, and personality.

A typeface may include different variations such as bold, italic, or light.

Typography is the wider art and technique of arranging text so it is clear, readable, and visually effective.

It includes choosing suitable typefaces, font sizes, spacing, alignment, hierarchy, and layout.

Good typography helps communicate a message, improves readability, and creates the right tone or mood in a design.

Serif and sans-serif are two main categories of typeface. Serif fonts have small decorative strokes or lines at the ends of letters, such as Times New Roman or Garamond.

Sans-serif fonts do not have these extra strokes, giving them a cleaner and more modern appearance.

Examples include Arial, Helvetica, and Calibri. Sans-serif fonts are commonly linked with simplicity, clarity, and digital readability, making them popular for websites and screen-based design.



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# WHY TYPOGRAPHY IS IMPORTANT

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Typography plays an important role in how information is communicated and understood within a design.

It influences how text is read, how meaning is interpreted, and how a viewer engages with the content.

The arrangement of type, including size, spacing, and layout, helps to create structure and guide the viewer through the page.

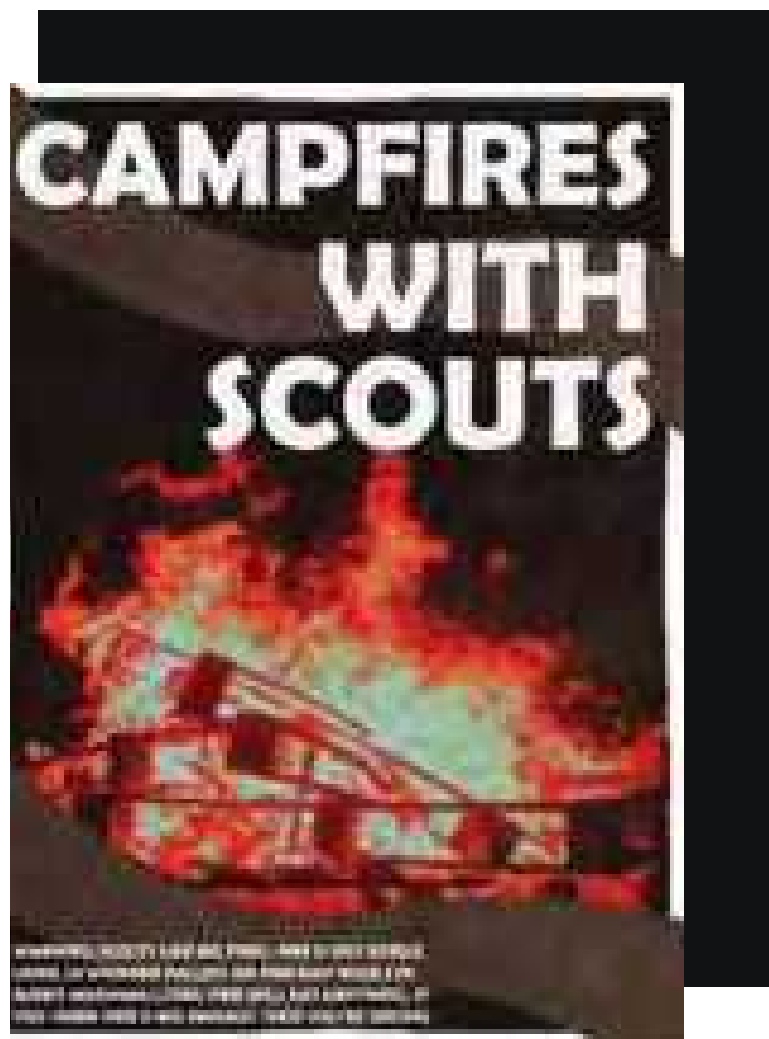
Without careful consideration, text can feel confusing or difficult to follow, reducing the overall impact of the work.

The choice of typeface is equally important, as different styles can create different moods and associations.

Some typefaces may feel modern and minimal, while others may appear more traditional or expressive.

These visual qualities can influence how a message is perceived on a subconscious level.

By selecting appropriate typefaces and using them consistently, creatives can create visually engaging designs that clearly communicate tone, meaning, and intent.



# Typeface Variations

Fonts sourced from Adobe Fonts.

Categories based on common design associations and visual characteristics

## 01 Artistic

creative, expressive, unique fonts designed for visual impact.

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<b>COMBA</b>	Comba
<b>Socket</b>	Socket
<b>LUBALINE</b>	Lubaline
<b>PATRIOT</b>	Patriot

## 02 Handwritten

personal, friendly, human, resembling handwriting.

---

<b>AMATIC SC</b>	Amatic SC
<b>Cortado</b>	Cortado
<b>SCRIBO</b>	Scribo
<b>Above the Beyond Script</b>	Above the beyond script

## 03 Industrial

strong, utilitarian, mechanical, structured forms.

---

<b>BANKGOTHIC LT BT</b>	Bank Gothic Lt BT
<b>Trade Gothic Next LT Pro</b>	Trade Gothic Next LT Pro
<b>Kade</b>	Kade
<b>DIN Condensed (OTF)</b>	DIN Condensed (OTF)

## 04 Elegant

refined, stylish, sophisticated. Often uses high-contrast serif fonts or scripts.

---

<b>Didot</b>	Didot
<b>Bodoni 72</b>	Bodoni 72
<b>Garamond Premier Pro</b>	Garamond Premier Pro
<b>Adobe Caslon Pro</b>	Adobe Caslon Pro

## 05 Minimalist

clean, simple, modern, uncluttered. Often uses sans-serif fonts with balanced spacing.

---

<b>Helvetica Neue</b>	Helvetica Neue
<b>Myriad Pro</b>	Myriad Pro
<b>Acumin</b>	Acumin
<b>Arial</b>	Arial

## 06 Vintage/Retro

inspired by past decades, nostalgic styles.

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<b>USURP</b>	Usurp
<b>Blippo</b>	Blippo
<b>JUNIPER</b>	Juniper
<b>Funkydori</b>	Funkydori

## 07 Futuristic

sharp, geometric, experimental, technology-inspired.

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Eurostile	Eurostyle
<b>Orbitron</b>	Orbitron
<b>BANK GOTHIC</b>	Bank Gothic
Microgramma	Microgramma

## 08 Luxury/Premium

personal, friendly, human, resembling handwriting.

---

Didot	Didot
<b>Bodoni</b>	Bodoni
<b>TRAJAN PRO</b>	Trajan Pro
Optima	Optima

## 09 Classic/Traditional

timeless, formal, reliable, usually serif-based.

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Times New Roman	Times New Roman
Minion Pro	Minion Pro
Garamond Premire Pro	Garamond premire Pro
Caslon	Caslon

## 10 Grunge/Distressed

rough, textured, rebellious, imperfect styles.


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<b>BRUSH UP</b>	Brush up
Alta Califor-	Alta California
<b>BALLERS DELIGHT</b>	Ballers delight
<b>Brushtones</b>	Brushtones

## 11 Playful

fun, informal, rounded, energetic styles.

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Comic Sans	Comic Sans
<b>Hobo Std</b>	Hobo Std
<b>variex</b>	Variex
	Smor

## 12 Bold

thick, heavy letterforms designed to stand out and grab attention.

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Impact	Impact
<b>BEBAS NEUE</b>	Bebas Neue
<b>Franklin Gothic Heavy</b>	Franklin Gothic Heavy
<b>Arial</b>	Arial



# Gallery





































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