

**FEMALE MODERN
ARTISTS ONLY CLUB**

Brand Identity

Club for Female Artists

Throughout the history of art, male artists have always dominated. As with many other fields, women were discouraged from pursuing a career in the arts. Although these barriers, women have been leading in many artistic movements from the Italian Renaissance to American Modernism. From the Italian Renaissance painter Sofonisba Auguissola to the 20th-century icon Frida Kahlo, female artists have changed the art world.

The primary objective of the brand is to encourage women to pursue their artistic goals and to discover the joys of art. In addition, it will help to raise awareness about the female artists that we need to know.

TARGET AUDIENCE

- Gen Z–Millennial
- Women who love art
- Creative
- Innovative
- Open minded
- Passionate

DELIVERABLES

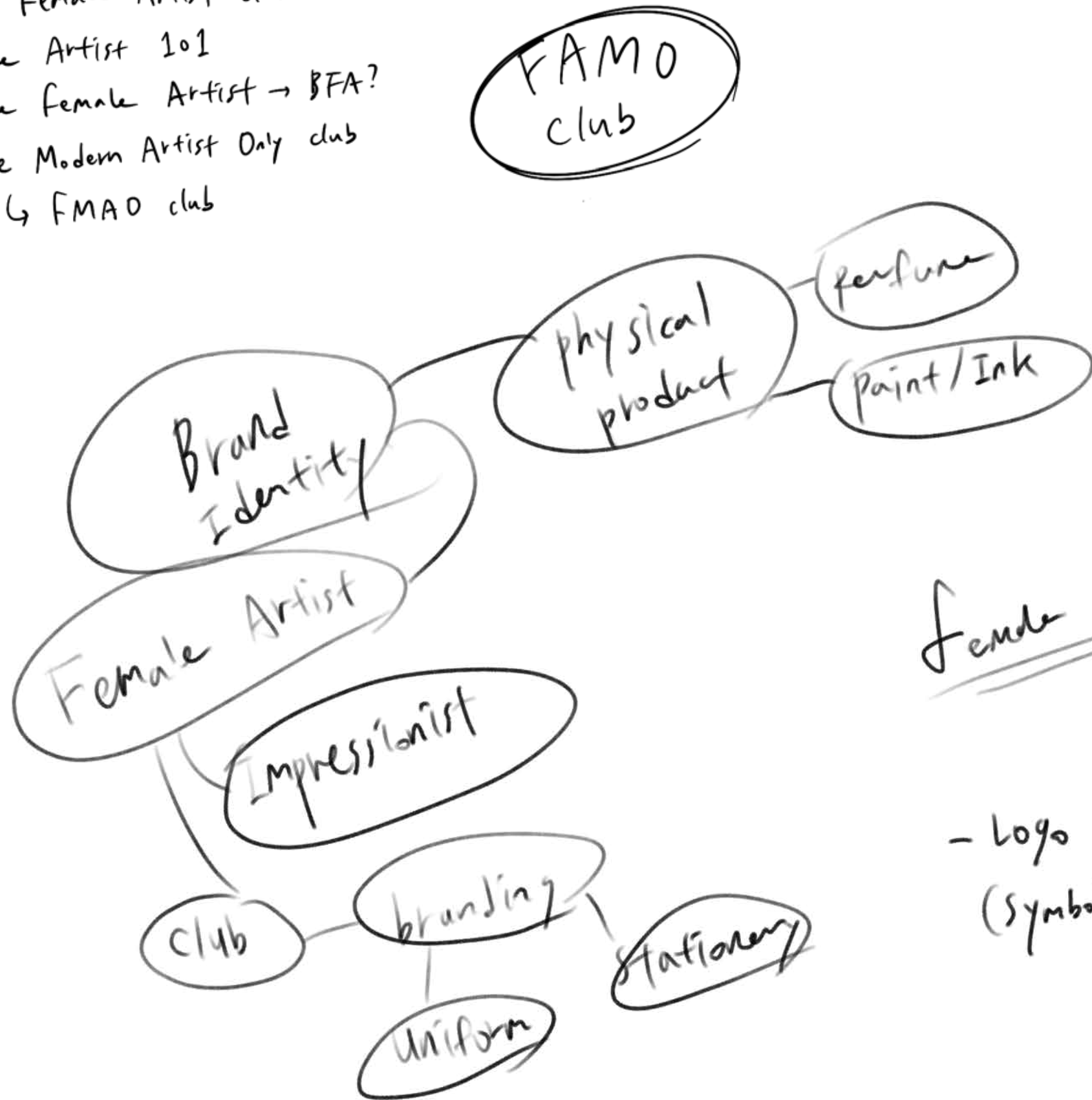
1. Logo System
2. Posters
3. Gift Shop Merchandise
(stationery, notebook, bag, pins, paint brush, etc.)
4. Van Wrap

art **modern** **honor** **memorable**
girl **inspire** **positive** **activity**
show **ideas** **creative**
social **action** **act**
joyful **club**
influential

03 | BRAINSTORMING

- Female Artist Club

- No Male Allowed club
- Female Artist club
- Only for Female Artist club → oFFA...
- Great Female Artist club
- Female Artist 101
- Become Female Artist → BFA?
- Female Modern Artist Only club
↳ FMAO club

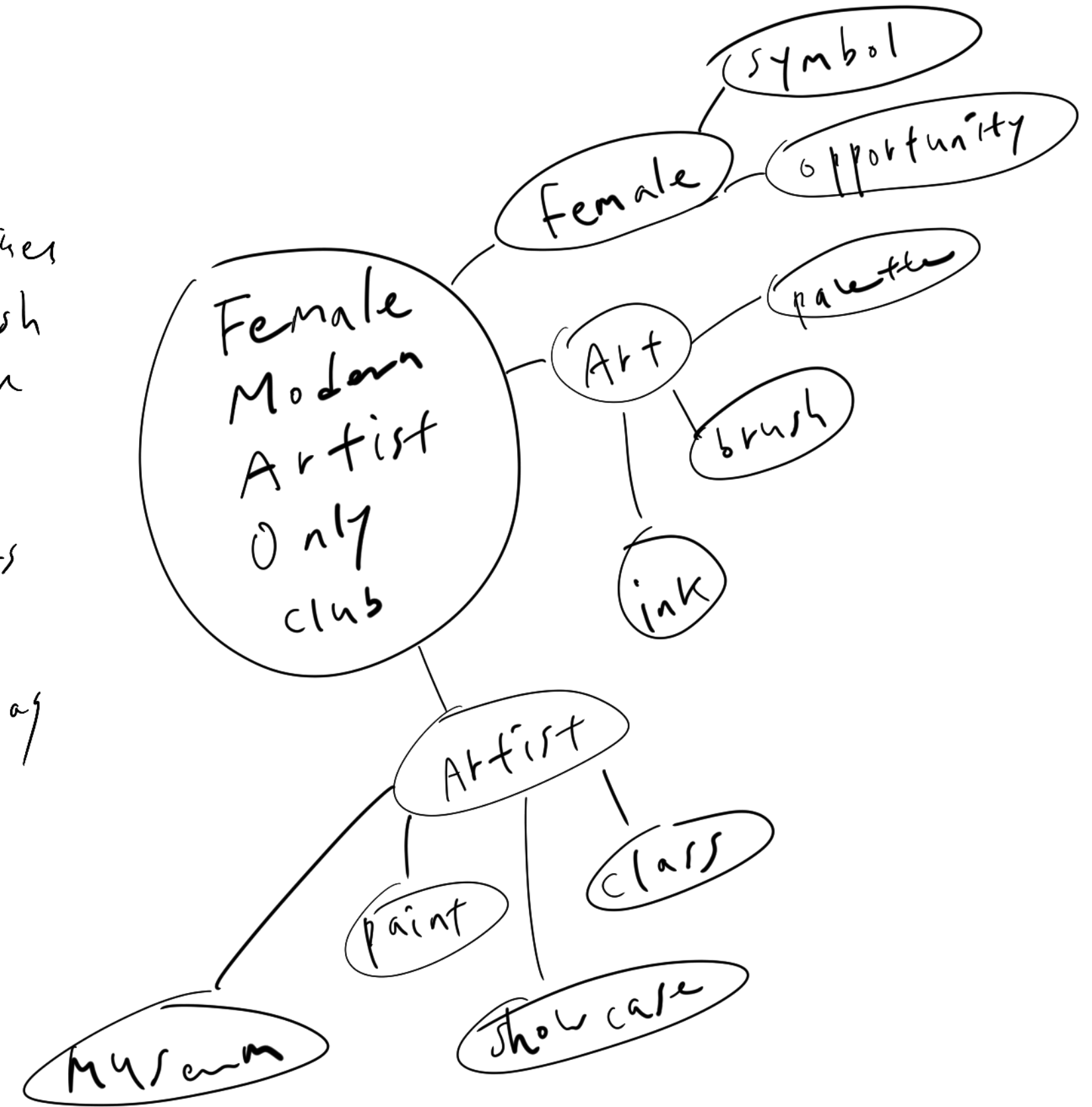


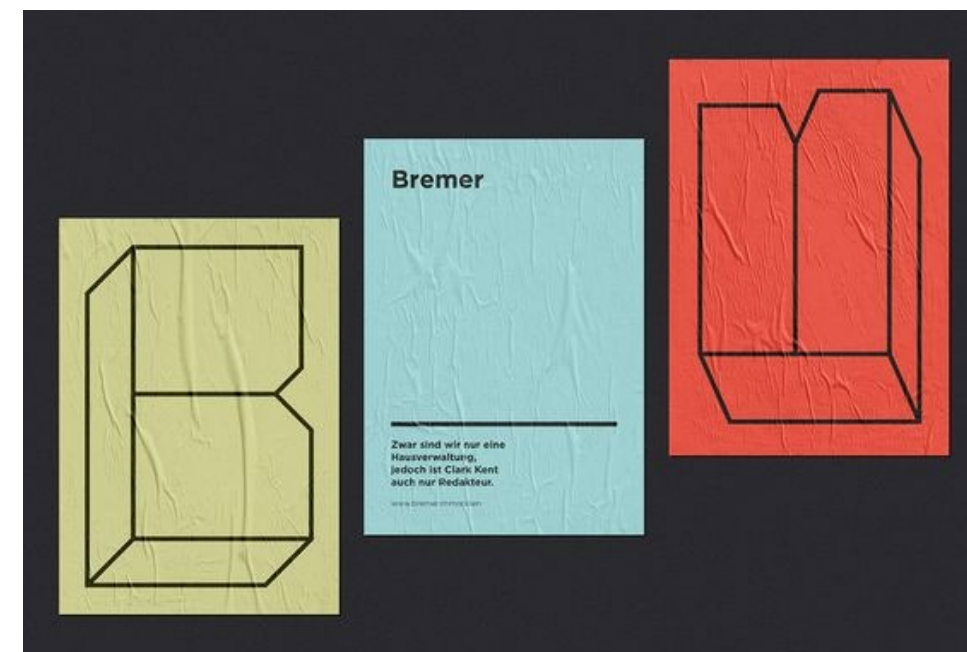
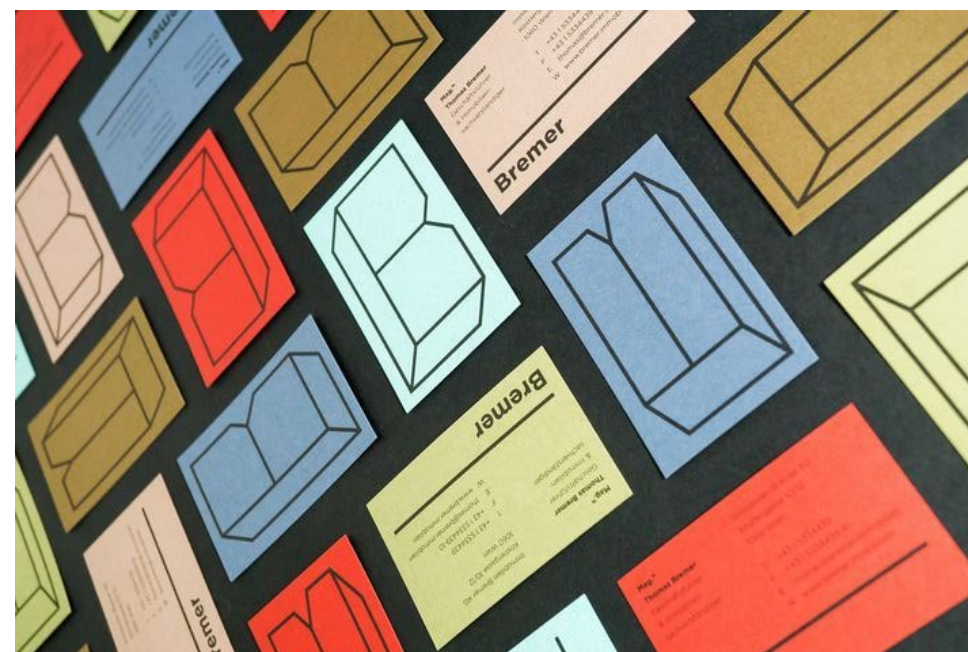
Female Artist Club

- Logo System (symbol, typography, mascot)

- FMAO club

- Logo
- posters
- Merchandise
 - paint brush
 - Notebook
 - pin
 - Apron
 - stickers
 - Mug
 - Tote bag





**FEMALE MODERN
ARTISTS CLUB**

Raleway (Black)

**FEMALE MODERN
ARTISTS CLUB**

Loos ExtraWide (Black)

**FEMALE MODERN
ARTISTS CLUB**

Prompt (ExtraBold)

**FEMALE MODERN
ARTISTS CLUB**

Acumin Pro Wide (Black)

**FEMALE MODERN
ARTISTS CLUB**

Bungee (Regular)

FEMALE MODERN
ARTISTS CLUB

Arbotek (Light Rounded)

**FEMALE MODERN
ARTISTS CLUB**

Aileron (Bold)

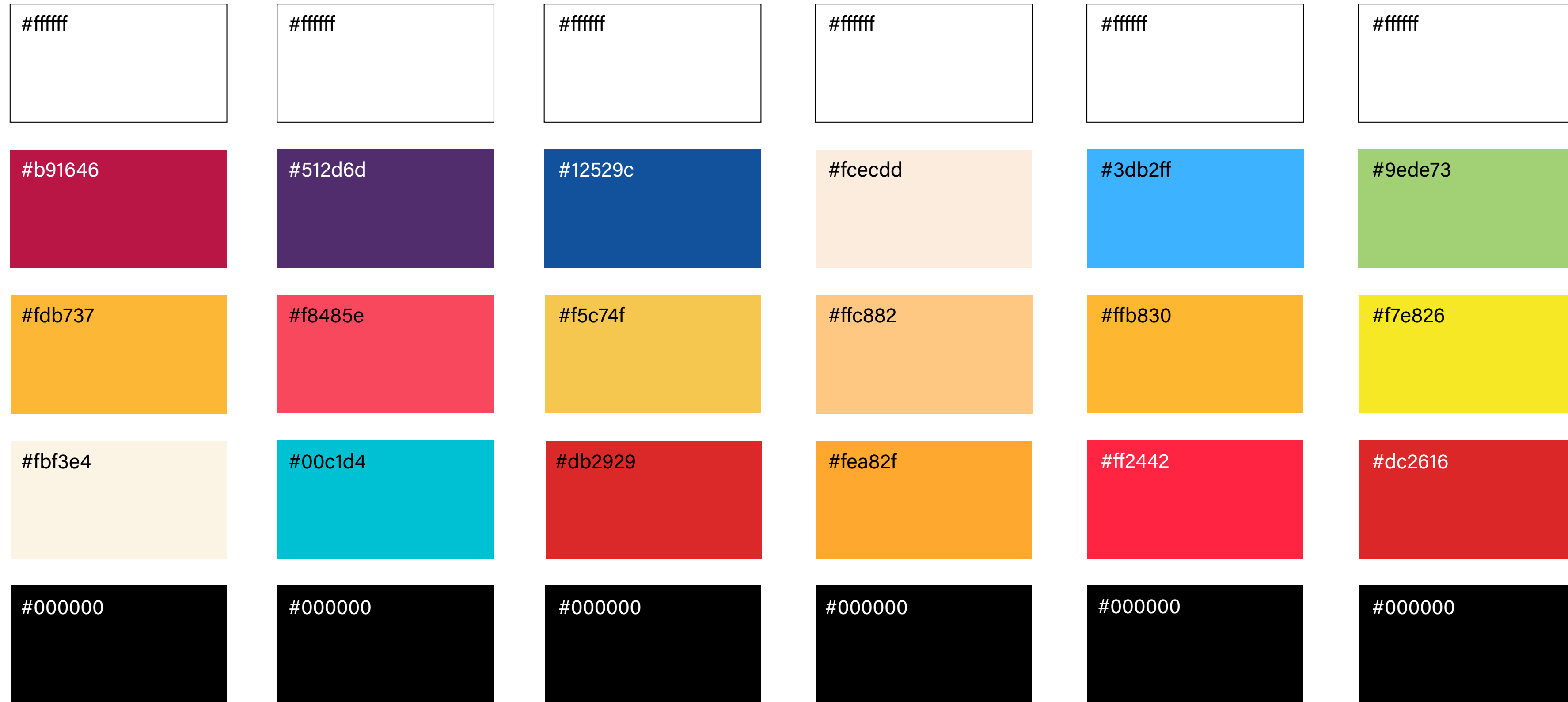
**FEMALE MODERN
ARTISTS CLUB**

Hero New (Super)

**FEMALE MODERN
ARTISTS CLUB**

Poppins (ExtraBold)

06 | COLOR STUDIES



Palette 1

Palette 2

Palette 3

Palette 4

Palette 5

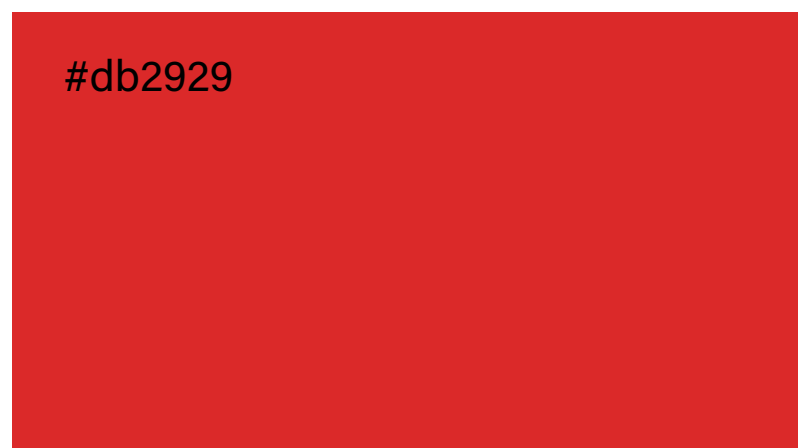
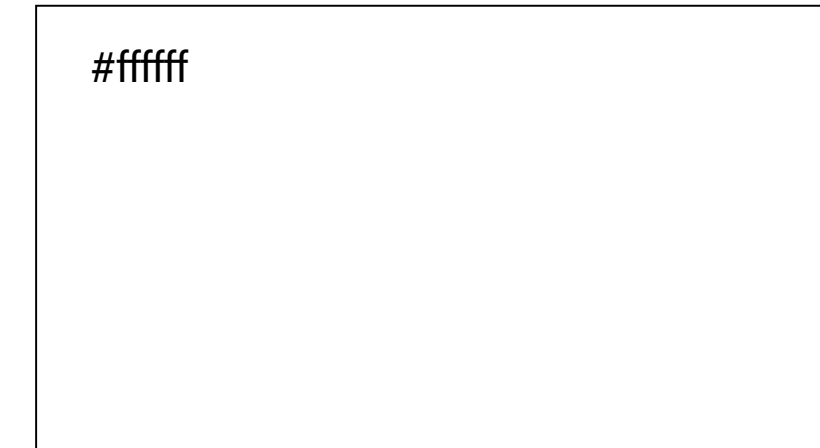
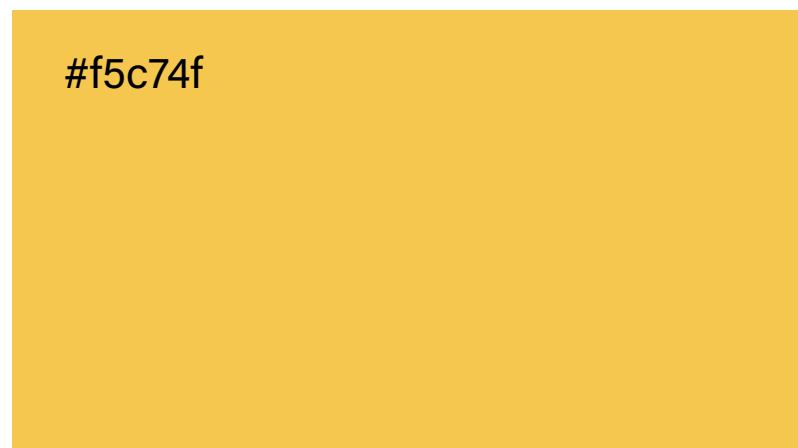
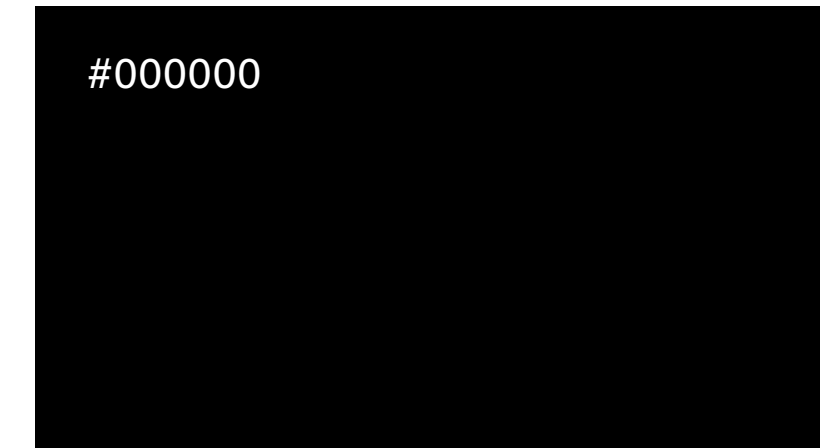
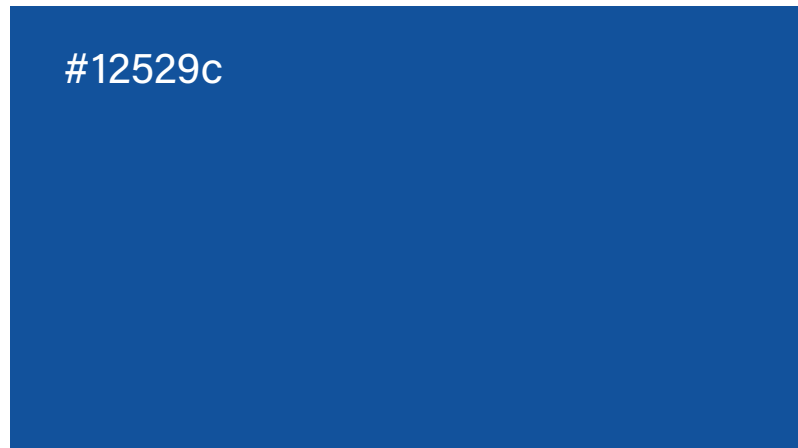
Palette 6

Aa **Raleway**

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890=!@#\$%^&*()_+[\|}]|;':",. <>?

Aa **Loos ExtraWide**

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890=!@#\$%^&*()_+[\|}]|;':",. <>?



FMAO
club

F — M
A — O
CLUB



F M Δ O

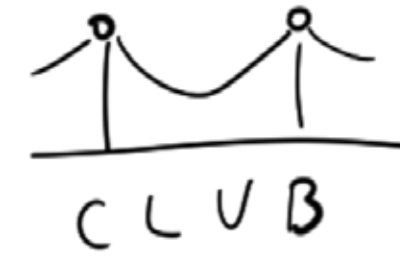


FMAO
CLUB

FMAO fMAO
club CLUB

MAO
CLUB

FMAO
CLUB



FMAO
CLUB

FMAO
CLUB

F M Δ O
C L U B

MAO
CLUB



F M Δ O

FMAO
CLUB



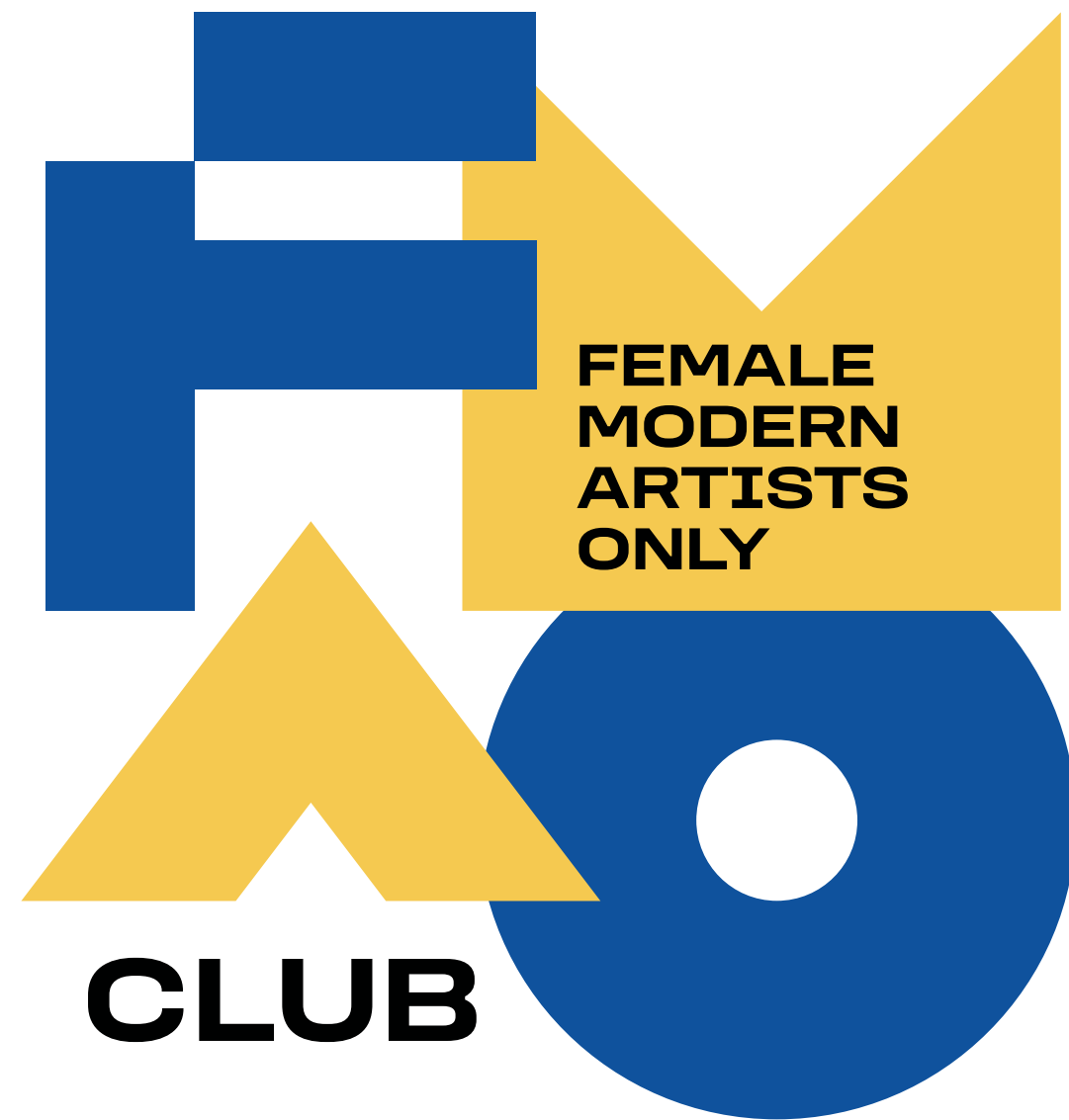
FMAO
CLUB

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FMAO
CLUB

FMAO
CLUB



PRIMARY LOGO

**FEMALE MODERN
ARTISTS ONLY CLUB**




SECONDARY LOGO



FM
FEMALE
MODERN
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ONLY
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JOIN US TO

**CELEBRATE
FAMOUS
ARTISTS**



"Self-Portrait with Thorn Necklace and Hummingbird" by Frida Kahlo, 1940.


EVERY SATURDAY
4:00PM - 6:00PM

@PUBLIC MUSEUM
903 Brook St, Longwood, FL 32779
WWW.FMAOclub.COM

FM
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MODERN
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JOIN US TO

**BOOST
YOUR
CREATIVITY**



"Les Jeunes Filles" Tamara de Lempicka, 1930


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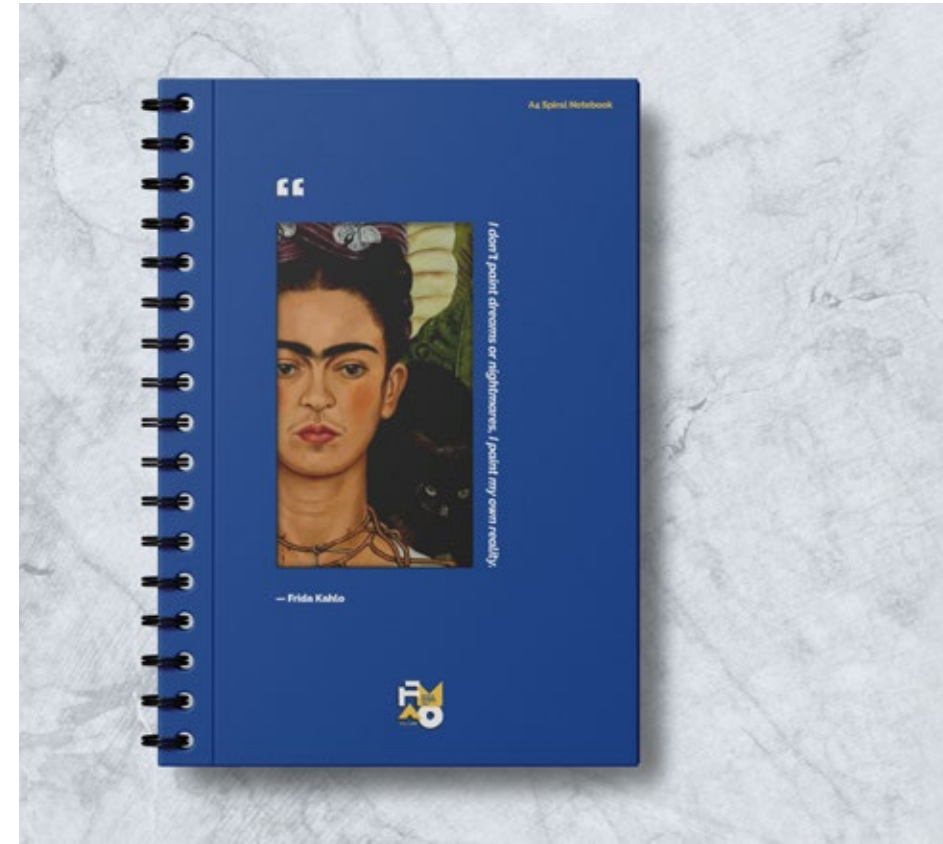
**PAINT
YOUR
DREAMS**



"Girl in Red Dress" Laura Wheeler Waring, 1935

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12 | MERCHANDISE



13 | VAN WRAP SKETCHES



