

Marina's Worlds,  
Personal YouTube Channel



# marina's worlds

## personal brand design guidelines

Marina's Worlds,  
Personal YouTube Channel

# brand logo design and color palette

# primary logo

In a colorful world full of exploration and the beauty of diversity Marina's journey begins, setting out to create her universe.

This universe is about fun, adventure, and the magic of being a kid.



# primary logo breakdown



Name "Marina's", written in bubbly pink letters, feels like it's skipping and jumping across the globe, full of energy and joy, just like herself.



The blue planet in the logo shows how exciting the world is, and represents the boundless skies and vast oceans.



The heart nestled within the map represents the love she pours into everything she does.



The word "Worlds," in bold cyan letters, signifies the many adventures, stories, and experiences that she curates.

## secondary logo

The secondary logo design serves as a compact and versatile variation of the primary logo, crafted to meet future marketing needs while retaining the essence of the brand.

This shortened form is a more streamlined version that is perfect for use in merchandise, social media, and other applications where simplicity and recognizability are crucial.



# color palette

## Tickle Me Pink

primary color

**HEX** FC82AD  
CMYK 00 48 31 01  
RGB 252 130 173

## Vivid Sky Blue

primary color

**HEX** 3CC3E1  
CMYK 73 13 00 11  
RGB 060 195 225

## Xiketic

secondary color

**HEX** 101325  
CMYK 56 48 00 85  
RGB 016 019 037

## Azure X 11

secondary color

**HEX** ECF7F9  
CMYK 05 00 00 02  
RGB 236 247 249

# logos & colors



# brand main visual elements design

# headers, thumbnails and main visual





Marina's  
WORLDS

# release thumbnails, 1080x1920



# instagram stories and youtube shorts, 1920x1080



**font used for  
inner titles and  
thumbnails  
titles**

**A B C D E F G H I J K L M N O  
P Q R S T U V W X Y Z**

**А Б В Г Д Е Ж З И Й К Л М Н  
О П Р С Т У Ф Х Ц Ч Ш Щ Ъ  
Ы Ь Э Ю Я**

**MARVIN FONT  
REGULAR**

**А Б В Г Д Е Є Ж З И І Й К Л  
М Н О П Р С Т У Ф Х Ц Ч Ш Щ  
Ь Ю Я**

# brand character, artificial intelligence

# project mascot

Meet Sky, the playful AI companion who travels alongside Marina on her adventures through life and learning. It's a bright, digital friend with a spark of magic and curiosity.

At the center of Sky's glowing shape is a vibrant purple chip, symbolizing all the wisdom and fun it holds. The word "SKY" stands out proudly on the chip, reminding Marina that this AI buddy is always here to help her explore the world.



# project mascot

The design of Sky balances a playful, child-friendly appearance with subtle technological sophistication, making it both approachable and functional. The balance of tech-inspired forms with soft, organic elements ensures that the character is engaging for a younger audience

Can be used on dark background in the same native color palette, as on light background.



HERESNEWAY.



BRANDS  
AND  
CHEMISTRY  
2024

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