

GWYNETH GUNAWAN ✱

✱ Brand Guideline



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Artist Statement

I aim to bring my ambition and curiosity into my designs through particular choices in every part of the work, down to the details. By bringing my personality into my designs, I hope to be unembarrassingly myself and let passion shine through in a world of increasingly soulless “art”.

With my interest in furniture, I hope to one day have my designs in people’s homes, integrating with the space and welcoming interaction not only between users and products, but between users and other people.

01

Logo Designs

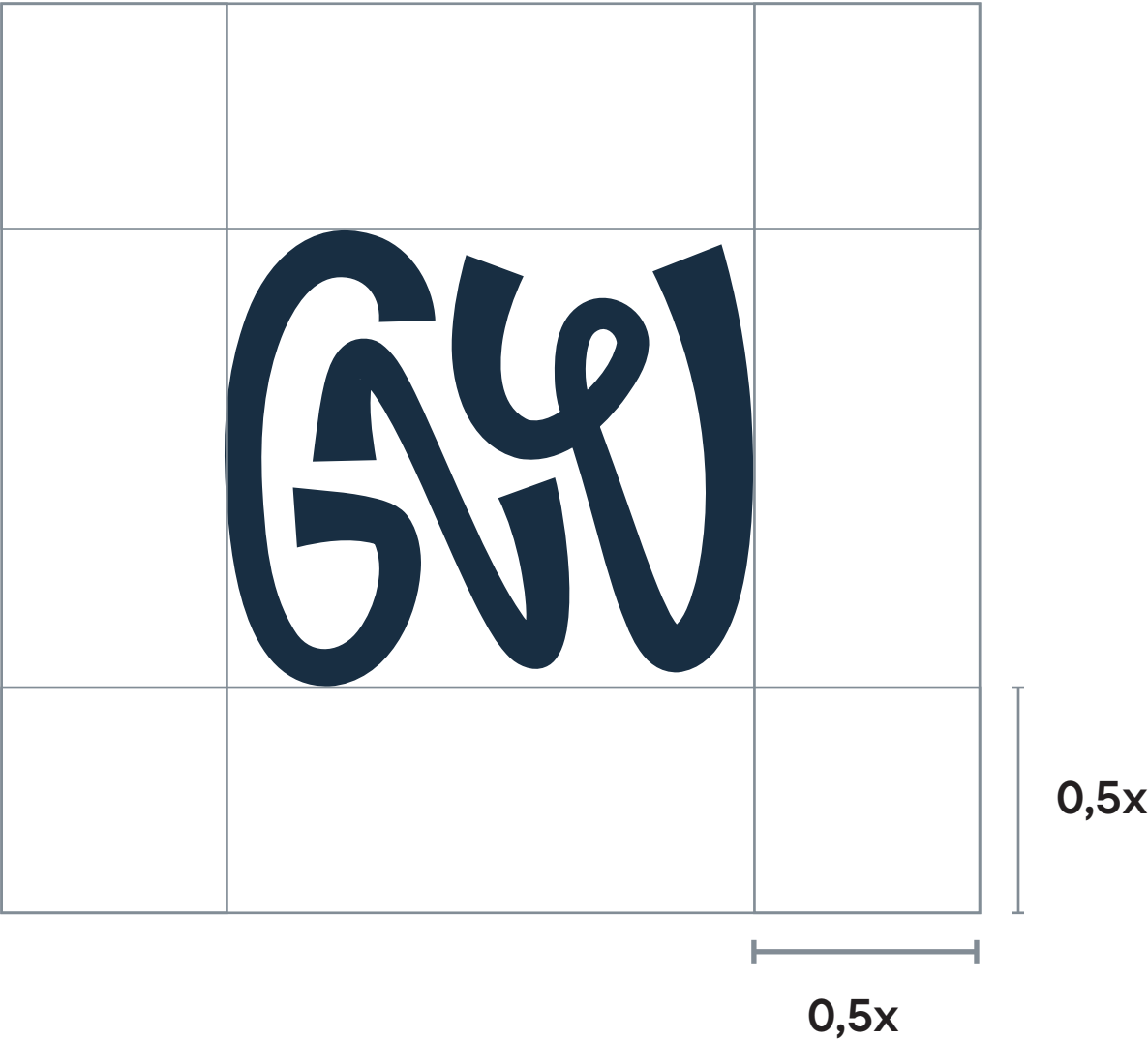
Monogram

Gwyneth Gunawan

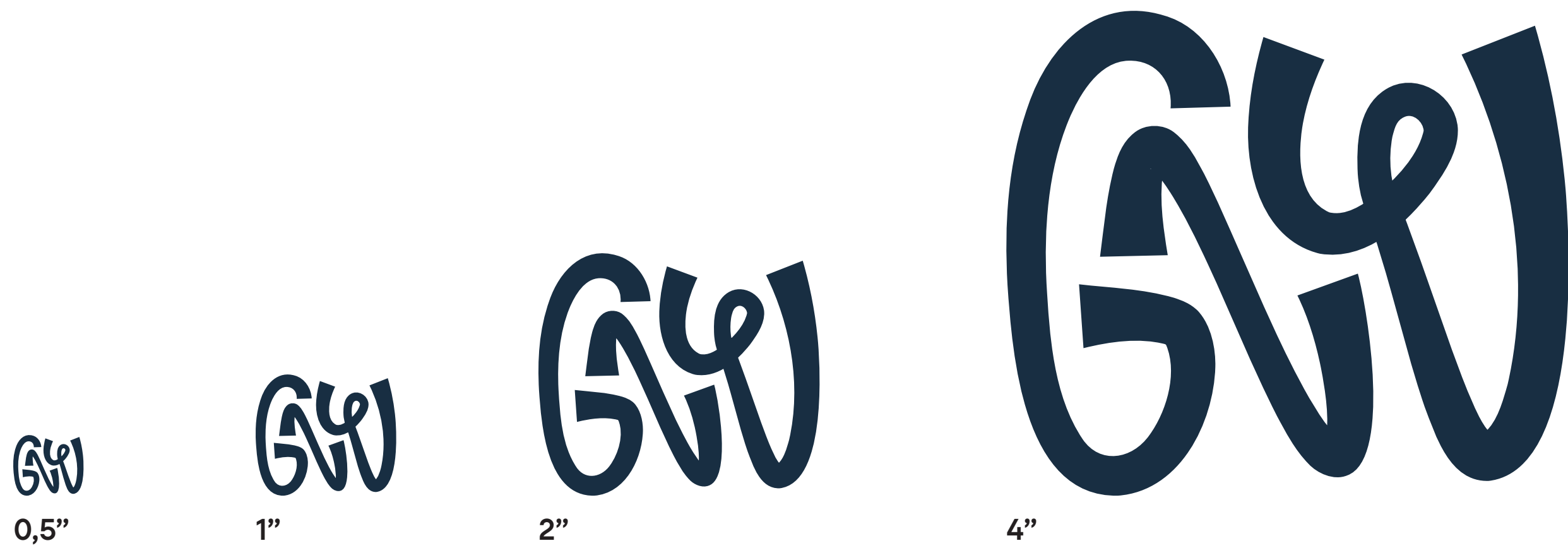
GWYNETH GUNAWAN



Logo Spacing



Size Variations



Color Variations



Light Background



Dark Background

02

Logo Type

Modified Bipls Sans

GWYNETH GUNAWAN

Rest: Avenir

Eldwin Script

GWYNETH
GUNAWAN

Logo Combination 1



Logo Combination 2



GW GWYNETH
GUNAWAN

GW GWYNETH
GUNAWAN

GW GWYNETH
GUNAWAN

GW GWYNETH
GUNAWAN

03

Typog*ra*phy

Primary Typeface

Neulis Cursive

Medium

Bold

Aa

AaBbCcDdEeFfGgHhIiJjKkLlMmNn
OoPpQqRrSsTtUuVvWwXxYyZz
0123456789
? ! / < > @ % \$ # * ; : () { } []

Secondary Typeface

Neulis Sans

Medium

Bold

Aa

AaBbCcDdEeFfGgHhIiJjKkLlMmNn
OoPpQqRrSsTtUuVvWwXxYyZz
0123456789
? ! , < > @ % \$ # * ; : () { } []

Hierarchy

Titles

Headers

Sub-Headers

Body Text

Neulis Cursive Bold

Neulis Cursive Regular

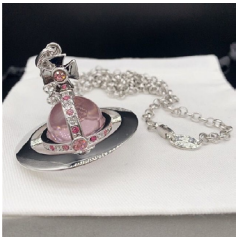
Neulis Sans Bold

Neulis Sans Medium

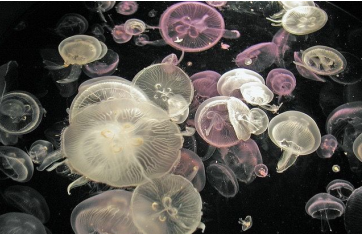
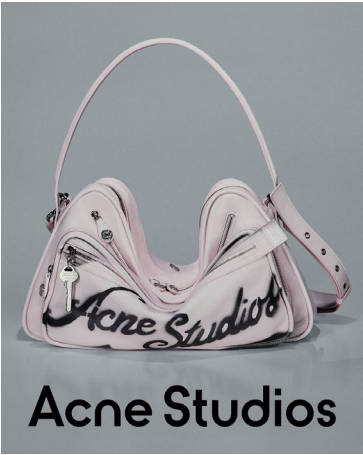
04

Color Palette

Color Inspiration

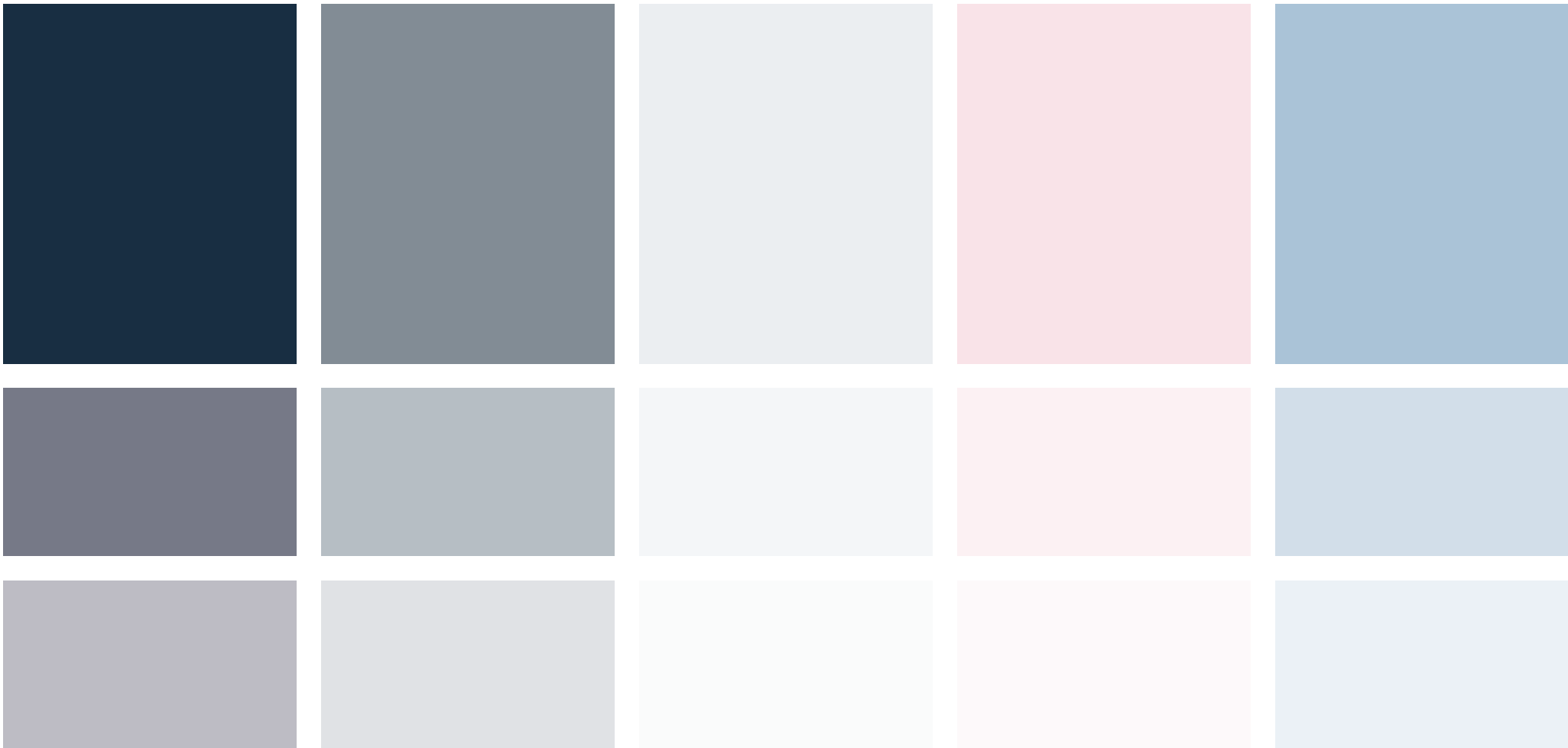


pink, blue, silver



Color Palette

soft, cool colors to invoke a comforting feeling.



Midnight Blue

Slate Gray

Frost White

Blush Pink

Powder Blue

Color Palette

Pantone 179-2 C
#eaecef

Pantone Black 6 UP
#1c2f42

Pantone 536 UP
#abc2d5

Pantone 71-9 C
#f8e3e7

Pantone Cool Gray 9 UP
#828c95

Gradients



05

Stationery



Business Card



front



back



Resume



Gwyneth

Gunawan

Product Designer

Los Angeles, California -
Jakarta, Indonesia

Website
gwynethgnw.com
Email
gwynethgnw@gmail.com
Instagram
@gwynn.pdf

Education

Bachelor of Science in Product Design

Anticipated 2028

ArtCenter College of Design - Pasadena, California

- Cumulative GPA 3.95

Professional Experience

Product Development Intern

June-July 2024

ViVeRe - Jakarta, Indonesia

- Worked full-time in the Research & Development department under the ViVeRe Home and Casaka division

- Assisted in market research on competitive companies

- Visited four factories to observe manufacturing and production processes

- Designed a stool for an upper-class market and calculated the pricing while maintaining efficient use of materials

Freelance Graphic Designer

2020-Present

- Design packaging, social media posts, logos, apparel, etc

Design & Make Ambassador

2025-Present

Autodesk - Remote

Honors / Awards

ArtCenter Donor Scholarship Award

2024-2025

Art Center College of Design - Pasadena, CA

Skills

Software

Solidworks, Keyshot Studio, Autodesk Fusion 360, Adobe Creative Suite: Photoshop, InDesign, Illustrator, Blender, Procreate, Microsoft Office, Google Workspace

Design

User Research, Technical Drawing, Rapid Prototyping, CAD

Languages

English (fluent), Indonesian (fluent), Mandarin Chinese (conversational)

Gwyneth Gunawan

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Thank You!