



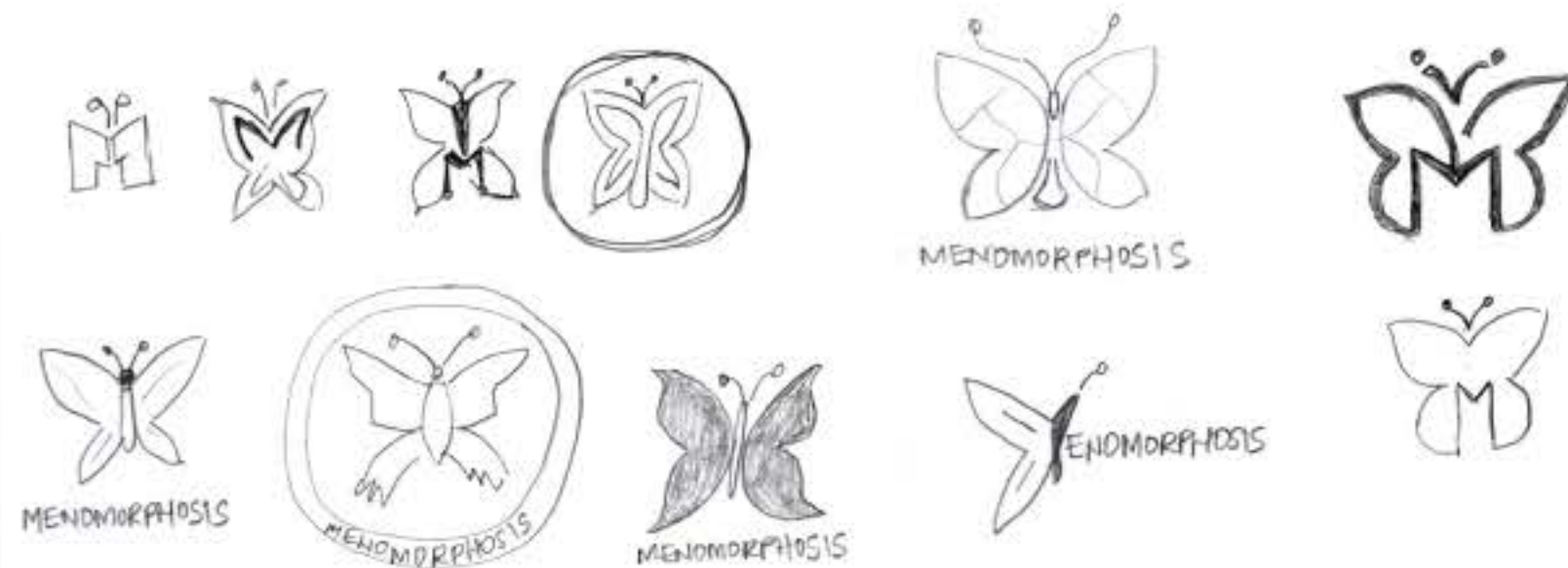
# Design

Branding | High-fidelity Wireframes | Prototypes



## Branding - Logo

I designed a logo and used colors that **symbolize the values** of the users. I sketched out thumbnails, chose the one that best represented my mission, and made the final design using **Adobe Illustrator**.



MENOMORPHOSIS





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Branding | High-fidelity Wireframes | Prototypes

## The Butterfly

**Transformation and Change** – The metamorphosis symbolizes personal growth, evolution, and significant life changes.

**Rebirth and Renewal** – Transformation - symbolizes starting anew and emerging from a period of growth or struggle into a new phase of life.

**Hope and Optimism** – The emergence of a butterfly from a cocoon is a powerful metaphor for hope and optimism, symbolizing the potential for positive change and the promise of brighter days ahead.

**Beauty and Grace** – Their delicate and colorful nature symbolize beauty, grace, and the appreciation of life's ephemeral moments.

**Freedom and Lightness** – Their ability to fly gives butterflies a sense of freedom, lightness, and a carefree existence, representing the soul's liberation and the joy of living.

**Spirituality and Soul** – In many cultures, butterflies are seen as symbols of the soul and its journey, representing spiritual transformation.



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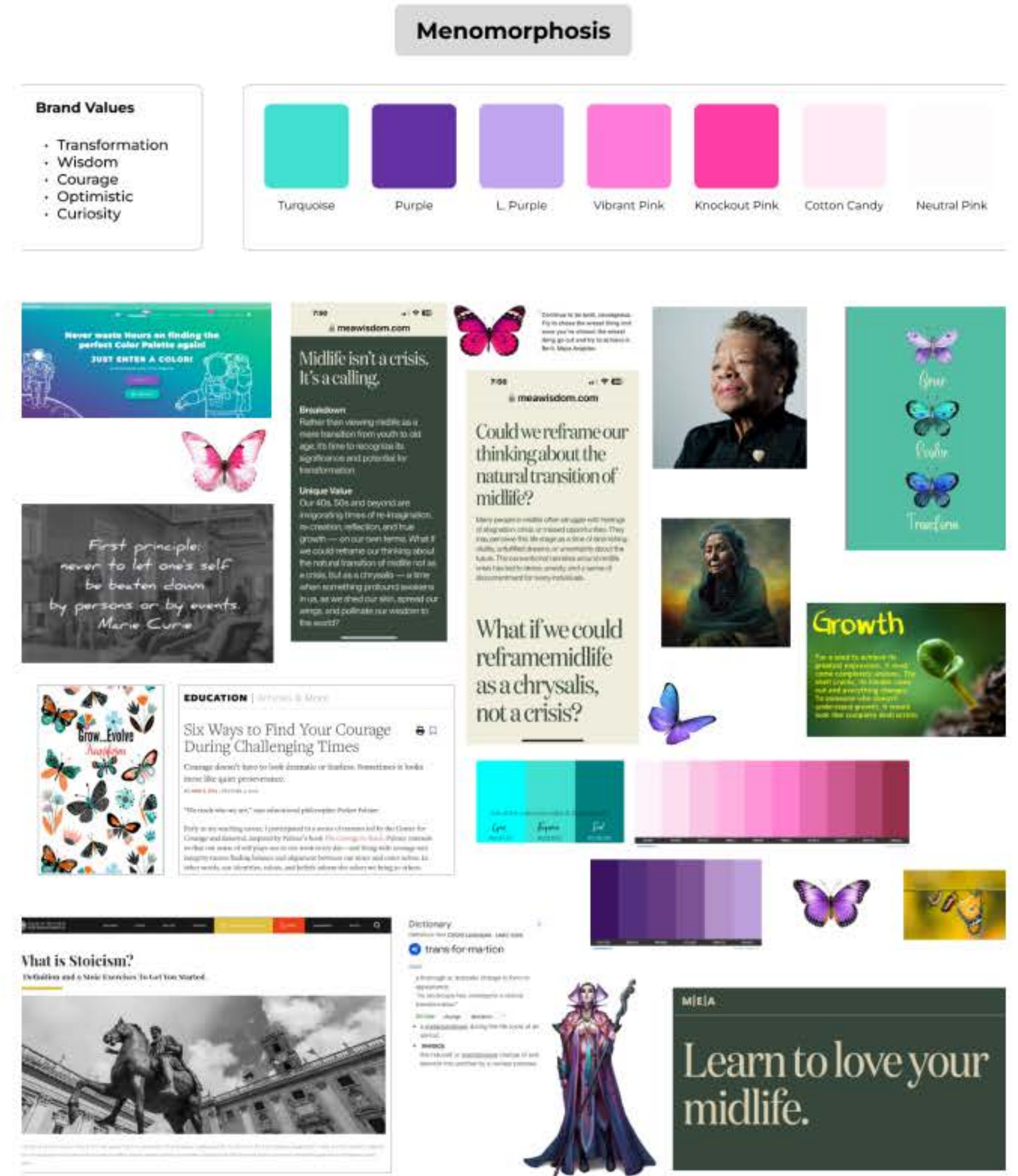


I used AI to help me generate words that represent my users values and then asked AI for colors that might convey those values.

For inspiration I used the words and colors to create a **Mood Board**. This helped lay the foundation for my branding and overall site design.

## Brand Values

Transformation | Wisdom | Courage | Optimistic | Curiosity







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## Branding - Colors

Once I had the basic colors I wanted to use, I created color charts to help me select the best color options, including colors that would contrast nicely, ensuring color accuracy throughout my design.

### Color Meanings

Combined the colors create rich symbolism for feminine wisdom, courage, and transformation



**PINK** - Associated with femininity. Deeper, more vibrant shades conveys courage. Represents inner strength and resilience.



**PURPLE** - Symbolizes feminine wisdom. The combination of blue (depth and stability) and red (energy and passion) represents a balance of these qualities.



**TURQUOISE** - Symbolizes courage and growth, and represents transitions and new beginnings. Blends the calming properties of blue with the rejuvenating aspects of green.



**GOLDEN** - Symbolizes wisdom, enlightenment, courage and confidence. Also indicative of transition and change - the passage of time.





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## Branding - Typography

I chose Montserrat, a sans-serif font with clean lines that exudes forward-thinking sophistication. The balanced and proportioned geometric shapes provides a sense of **stability and confidence** - which aligns with **courage**. The subtle touches of **personality**, like its unique uppercase "G" and distinctive letter spacing, add a **feminine touch** without compromising readability. Overall, Montserrat strikes a balance between modernity, femininity, and **wisdom**.

## Montserrat

**Hero Caption - 32 Extra Bold**

**Headline 1 24 Semi-bold**

Headline 2 20 Medium

Body 1 16 Medium

Body 2 16 Regular

**Quotes 28 Semi-bold**

*Sources 20 Italic*

[Source Links 16 Regular](#)

Reading Time Text 16 Regular

**Footer Links 16 Semi-bold**

**Button Text 20 Medium**