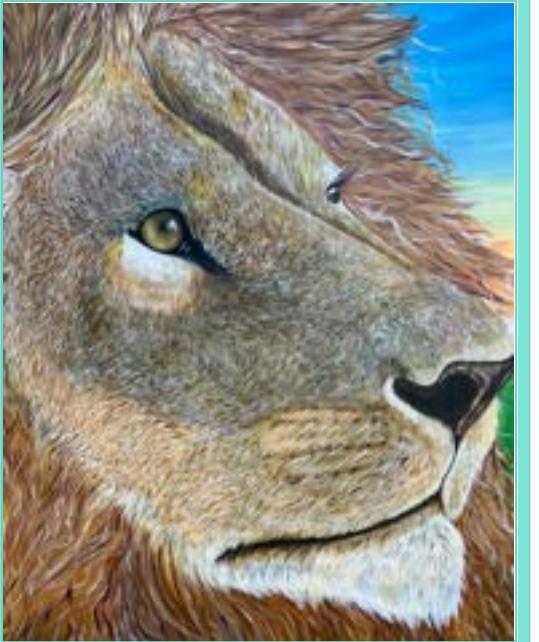


## The Lion



### Lion

- Created in June 16, 2022
- 40in x 60in
- Finished after 55 hours
- Acrylic

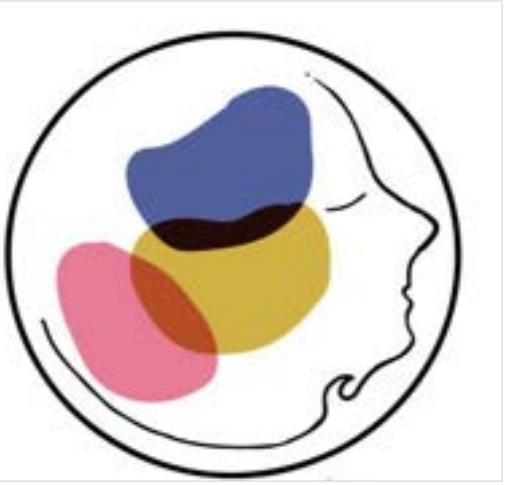
Tawny Silva, Artist

+61 412 7264 394

[tsilva2@madisoncollege.edu](mailto:tsilva2@madisoncollege.edu)

**Due date: Thursday 25th August.**

## The brand



### Brand personality

- Creative
- Artistic
- Authentic
- Modern but Playful
- Emotional

#D7B737

Old Gold

#435393

Victoria

#E66586

Deep Blush

#2B5B25

Everglade

## Target Audience

**My goal is to share my art with young artists, designers, and anyone who appreciates creativity and expression.**



## Goals

### Objective

My goal is to share my art with young artists, designers, and anyone who appreciates creativity and expression. One of the core messages I hope to convey is this: *I aspire to great things, and I believe that art exists to inspire hope and bless people's lives.*

This belief is at the heart of my work. I hold on to the conviction that there is something greater—greater than pain, greater than sorrow, greater than loss, and even greater than illness. For me, that "something greater" is what art represents.

And it's that message I want to share with you.

### Creative direction

### Product concept

*Art exists to inspire hope and bless people's lives. Bless someone's life today with a beautiful, unique piece of art.*

### Things to include

- The origin of the creative process
- How to draw a parrot with pen and ink
- Information about using charcoal

**Packaging must be fully compostable**

## References



I really like the minimal branding here



Love the bold hand made type

