



THE DESIGN WORKFLOW



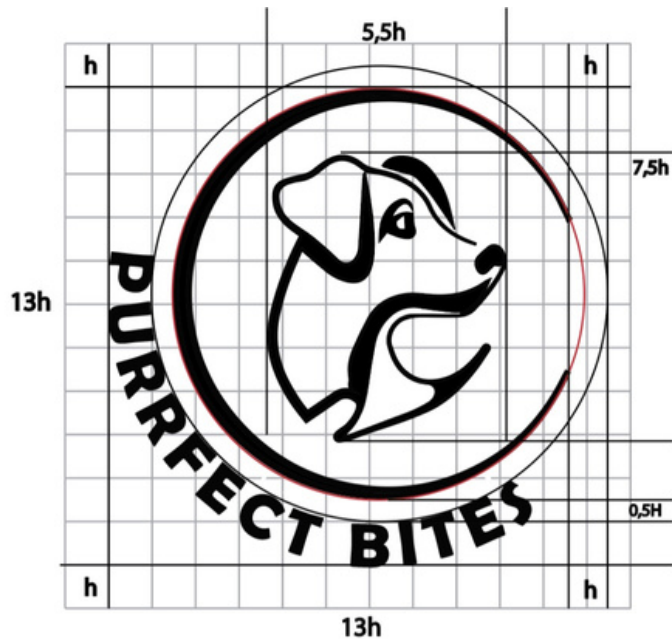
Selection of a suitable logo

I develop multiple logo variations to provide the client with a range of design options. This process allows for a more tailored selection, ensuring that the final logo aligns with the brand's identity, values, and target audience. By refining and iterating based on feedback, I deliver a logo that is both visually impactful and strategically effective.



Modular grids

Modular grids are a design tool that helps structure content, ensuring logical organization and visual harmony. They consist of horizontal and vertical guides that divide the space into equal or proportionate modules. This simplifies element placement and makes layouts more structured and readable. Modular grids are used in print design, web design, and UI/UX, allowing for flexible and adaptive compositions.





Color variations of a logo

A logo is created in multiple color variations to ensure versatility across different backgrounds and applications. These variations help maintain brand identity and readability in various contexts, whether on light or dark surfaces, in print or digital formats.



Business cards



Letterheads



LLC «PURRFECT BITES»
Hiheels street. h. 3. New York, 10001, USA
+13456789,purrbites@gmail.com,purrfectbites.com

ERDPOU 44358154, Universal Bank MFO 567800
US89370400440532013000



LLC «PURRFECT BITES»
Hiheels street. h. 3. New York, 10001, USA
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US89370400440532013000



Envelopes

LLC «PURRFECT BITES»
Hiheels street. h. 3
New York
10001
USA
+13456789
e-mail: purrbites@gmail.com
purrfectbites.com



LLC «PURRFECT BITES»
Hiheels street. h. 3
New York
10001
USA
+13456789
e-mail: purrbites@gmail.com
purrfectbites.comipsum





CONTACT INFORMATION

✉ Email: piterzzfka@gmail.com

📍 Location: [Odesa, Ukraine]

📞 Phone: +380983645647

◆ Telegram: @yuziinny

