SLD / SHELUVDANNY

VISUAL IDENTITY & COLOR SYSTEM

Style Guide v1.0
Aesthetic Analysis

CORE COLOR PALETTE

Cyber Magenta	Electric Cyan	Acid Violet	Vapor Lime	Solar Yellow
#E6007E	#00A0E9	#8D1BFF	#00E676	#FFC700

Visual Style & Aesthetic

The visual identity synthesizes **early-2000s Web 1.0 digital nostalgia**, MS Paint / pixel art, and streetwear cutout collage. It pairs saturated, high-contrast rainbow primaries with stark line art and paper-texture elements.

Y2K DIGITAL · PIXEL ART · GRAFFITI · CUTOUT COLLAGE

VISUAL CONTEXT & SAMPLE COVERS



Key Design Elements (Do)

- **High-Saturation Gradients:** Use rainbow spectral sweeps or high-contrast duotones.
- **Pixelated Motifs:** Grid lines, cursor icons, and bitmapped avatars.
- **Paper & Collage Texture:** Lined paper backgrounds with white sticker outlines.

Brand Constraints (Don't)

- **Avoid Muted Earth Tones:** Steer clear of desaturated, corporate, or overly beige palettes.
- **Avoid Over-Polished Glassmorphism:** Keep graphics raw, nostalgic, and direct.
- **Don't Restrain Contrast:** Maintain vivid separation between background and foreground.