



(Steph)anie Basoli ✨ Brand Identity, Website, and Experimentation Portfolio



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2*30

Nice to meet you!



I'm a French Digital & UI Designer, currently based in Seattle, WA. Since 2018, I've been freelancing for various design & marketing agencies. Eventually, I decided to create my own studio, focusing on designing brand identity and websites specifically for small businesses and women entrepreneurs.

I get inspired by doing things other than design – by cooking, looking for cute bodegas, spending time with the fam, and simply having a long walk with my dog.

Right now, I'm open to new opportunities and excited to collaborate!

3*30

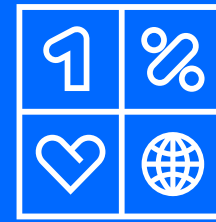
One for the World

CREATIVE DIRECTION, BRAND IDENTITY,
WEBSITE, SQUARESPACE, DEVELOPMENT,
CSS, JAVASCRIPT, DIGITAL DESIGN, SOCIAL
MEDIAS, PROJECT MANAGEMENT.

One for the world is a non-profit organization revolutionizing charitable giving to end extreme poverty. Their aim is to raise awareness of the effectiveness of giving, and to increase the amounts donated to their non-profit partners. They are also active on university campuses around the world, training volunteers to recruit 1% donors, coordinate events and support various One for the World initiatives.

I did everything from brand identity, collateral materials, internal templates to the website, which is the final point of contact with users. In terms of brand identity, it was very important for us to convey a sense of playfulness and modularity in the identity. That's why the website and social media are colorful and easy to understand, so that volunteers can make them their own.

4*30



One for the World

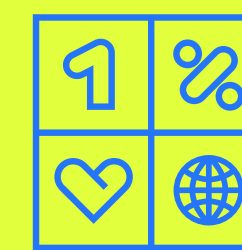
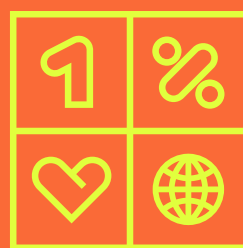


The logo creatively embodies the association's main slogan, "Give 1% to the world", aiming for sustainability and playfulness that resonates with campus volunteers. We wanted something modular, so we created an infinite number of possible variations.

5*30



One for the World



One for
the World



Blue Crayola

CMYK 85, 53, 0, 3
RGB 38, 117, 248
HEX #2675F8
PMS 2727 C

Chartreuse Traditional

CMYK 16, 0, 92, 0
RGB 226, 255, 62
HEX #E2FF3E
PMS 380 C

Pink Lace

CMYK 2, 16, 0, 0
RGB 254, 219, 253
HEX #FEDBFD
PMS 7436 C

Orange Crayola

CMYK 0, 73, 84, 0
RGB 251, 106, 55
HEX #FB6A37
PMS 1645 C

White

CMYK 0, 0, 0, 0
RGB 255, 255, 255
HEX FFFFFFFF

Black

CMYK 71, 68, 66, 80
RGB 24, 21, 21
HEX #181515

Cobalt Blue

Yellow Green

Violet Web

Chili Red

Forma DJR Deck

Medium

Neue Haas Grotesk

Display

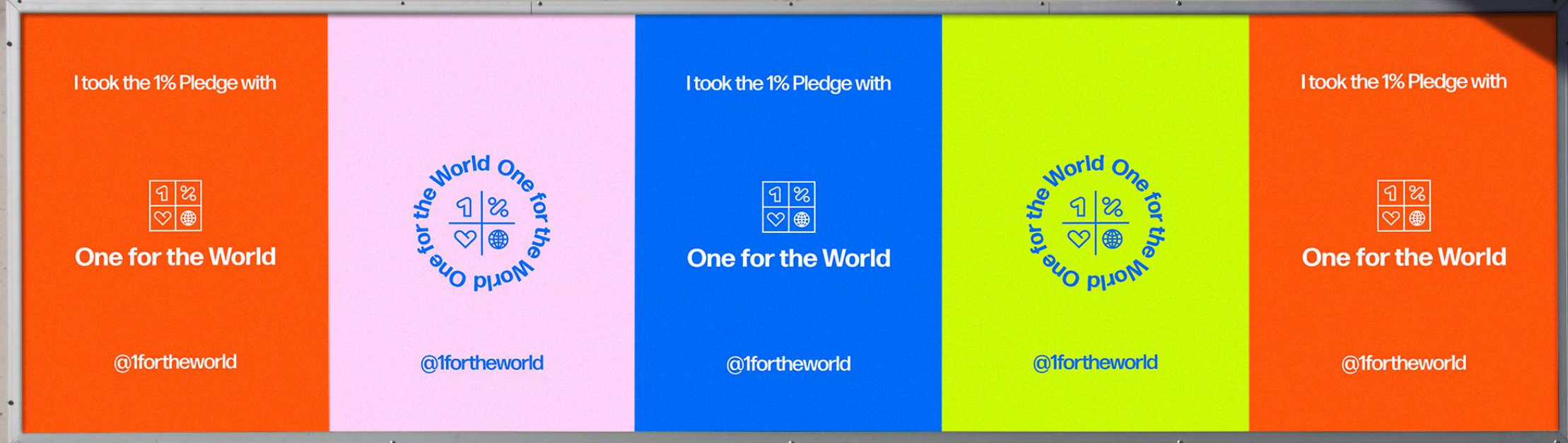
Heading
Body

Aa Bb Cc 01234
Aa Bb Cc 01234

Iconography



The typography was carefully chosen to nourish the editorial aesthetic of their content. We wanted something minimal, durable and recognizable. I also created a series of tools ranging from internal templates to guidelines for volunteers, as well as a series of iconography use-cases to help them communicate their key ideas.



9*30



10*30



Extreme Poverty

The 1% Pledge

About One for the World

Join the Movement

One-Time Donation

Take the Pledge

What is the One for the World 1% Pledge?

To take the 1% Pledge with One for the World is to commit to addressing preventable disease and global poverty.

One for the World regularly updates our portfolio of nonprofit partners to ensure that you are always maximizing your impact. We also provide you with an Impact Report that tells you how effective your dollars have been at preventing disease and saving lives.

TAKE THE 1% PLEDGE!



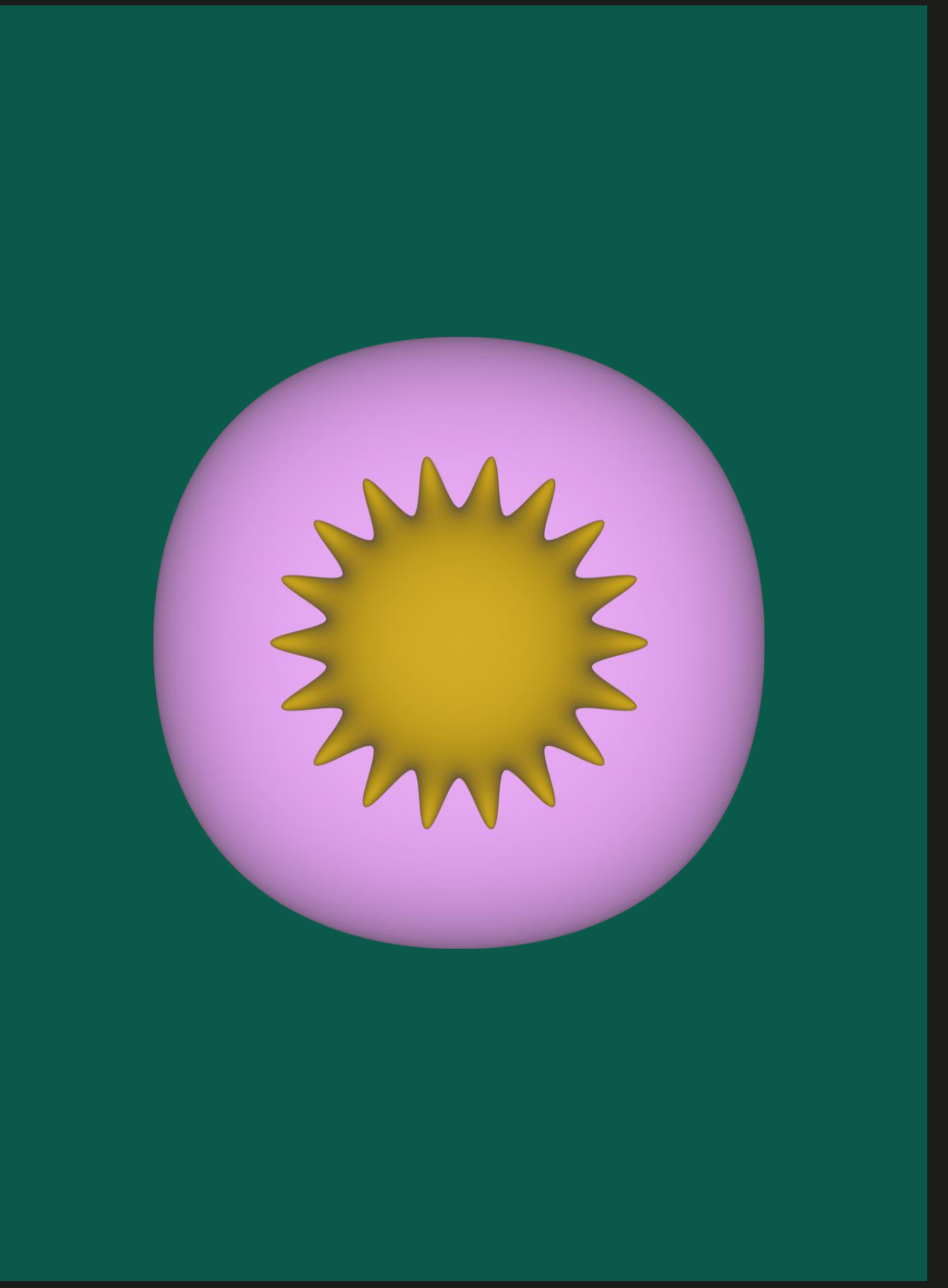
11*30

The Directory Club

Creative Direction, Brand Identity, Website,
Squarespace, Development, CSS, Javascript,
Social Medias, Spark AR Studio, Newsletter.

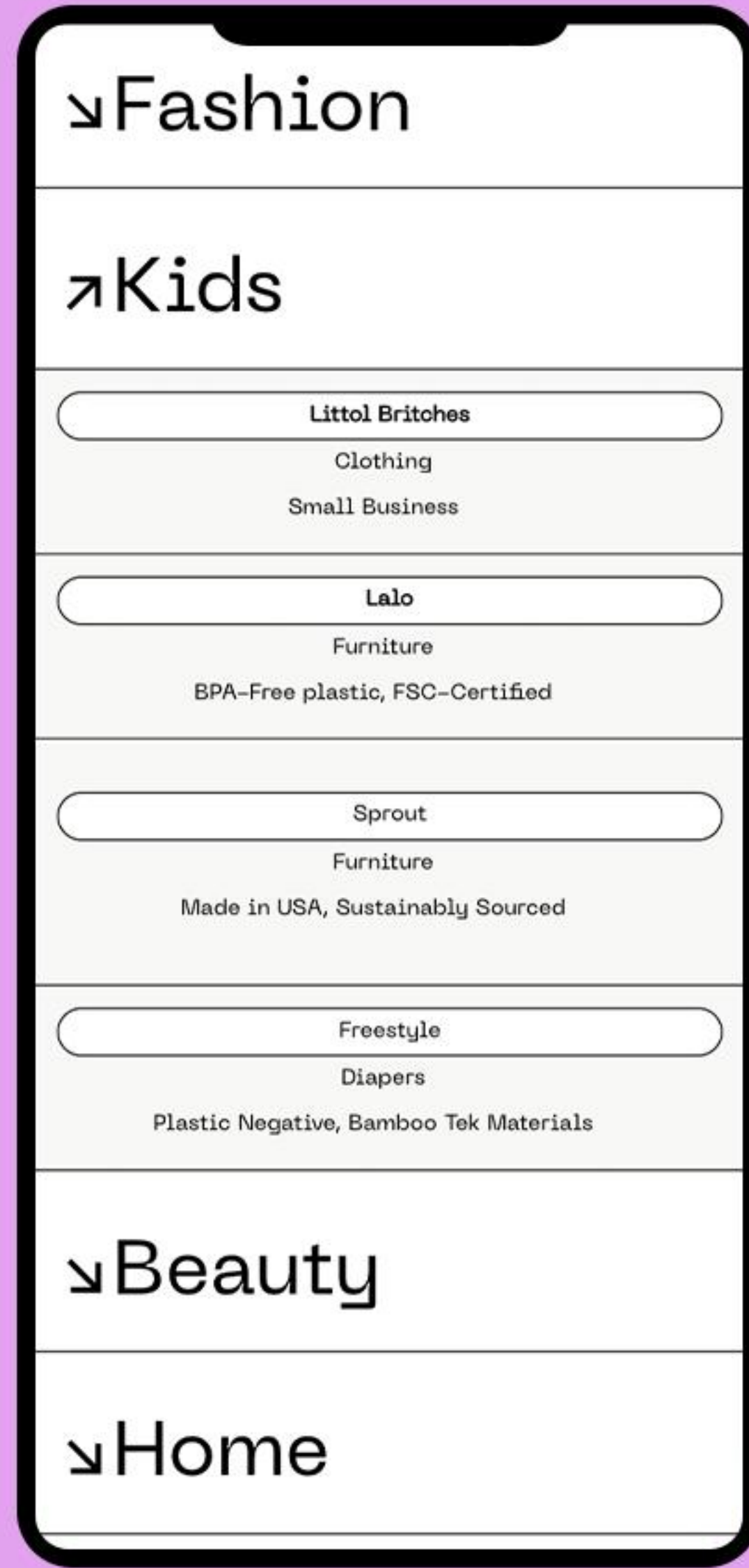
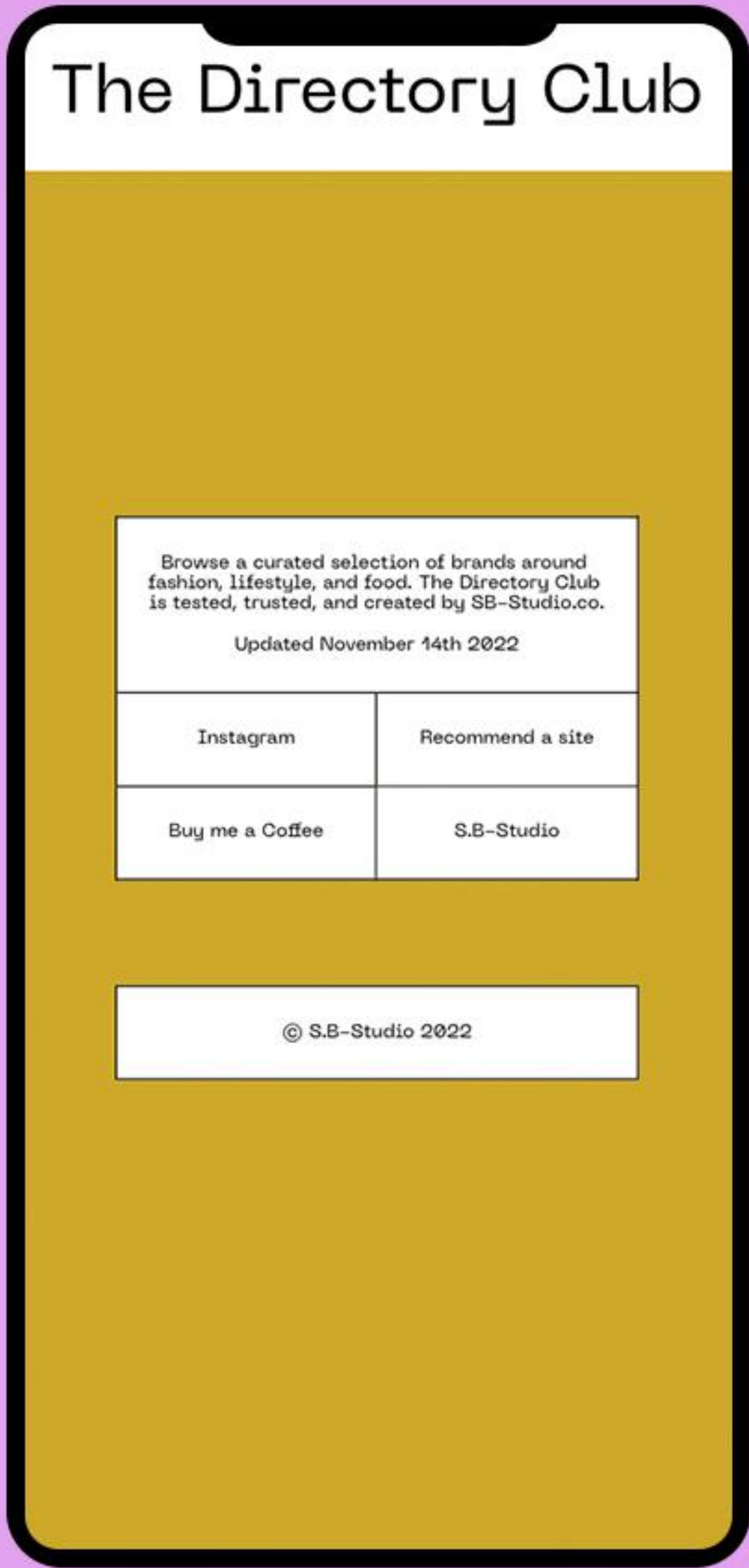
For as long as I can remember, I've enjoyed sharing and curating products ranging from fashion to gourmet foods to kitchen goods (my favorite topic). The Directory Club was a side project I self-initiated that made sense as a way of organizing and sharing my findings. It has become one of my favorite places to experiment with social media, newsletter, and website management with weekly new drops.

12*30

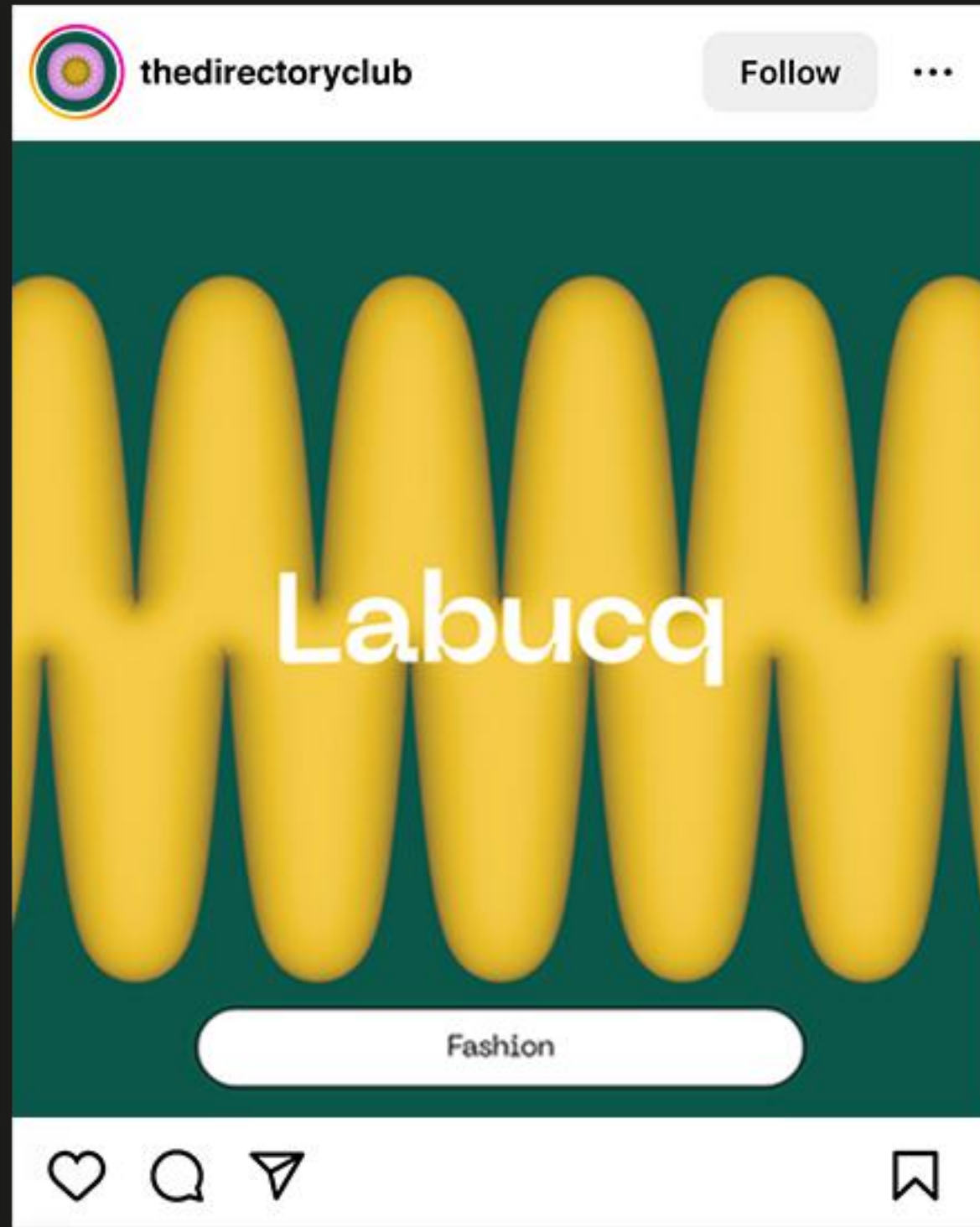


The brand identity is minimal, playful and very colorful, from the various 3D shapes to the rotating gradient on the website. This became my playground, where I experimented with creating brand filters for Instagram and also creating 3D elements.

13*30



14*30



15*30

The Directory Club

‣ Fashion

‣ Kids

‣ Beauty

‣ Home

Browse a curated selection of brands around fashion, lifestyle, and food. The Directory Club is tested, trusted, and created by SB-Studio.co.

Updated November 14th 2022


Instagram

Recommend a site

Buy me a Coffee

S.B-Studio

© S.B-Studio 2022



The Directory Club

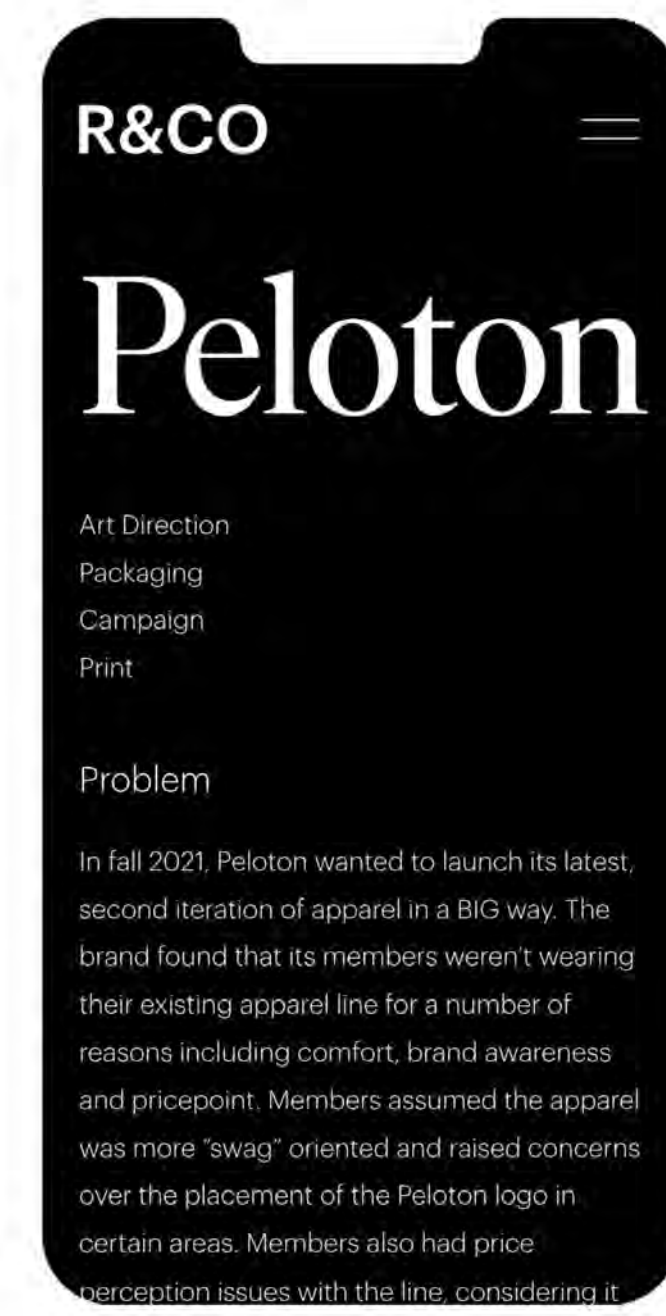
17*30

Regej & Company

Consultant Senior Designer.

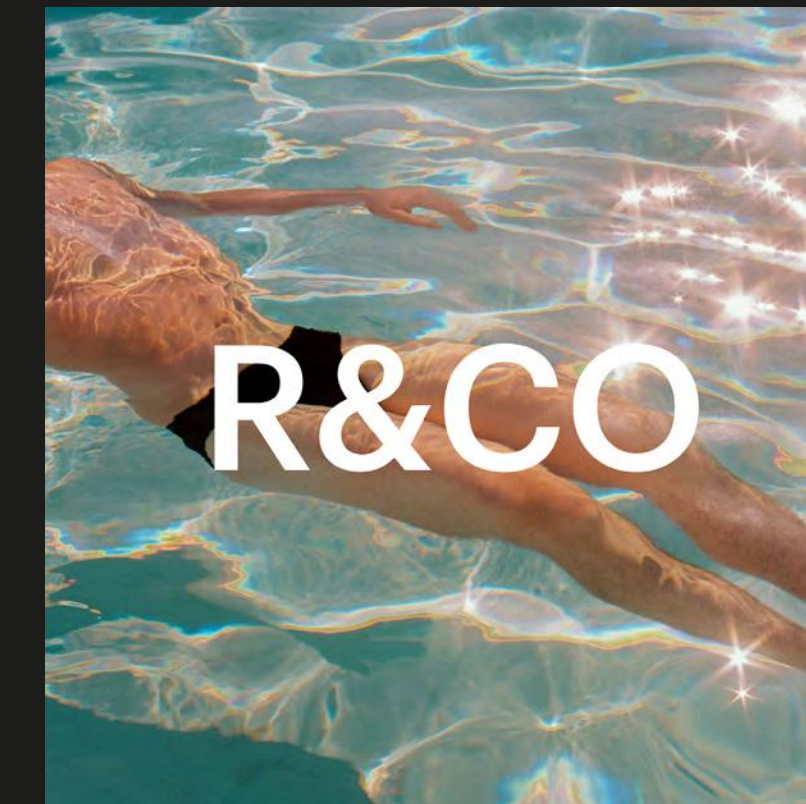
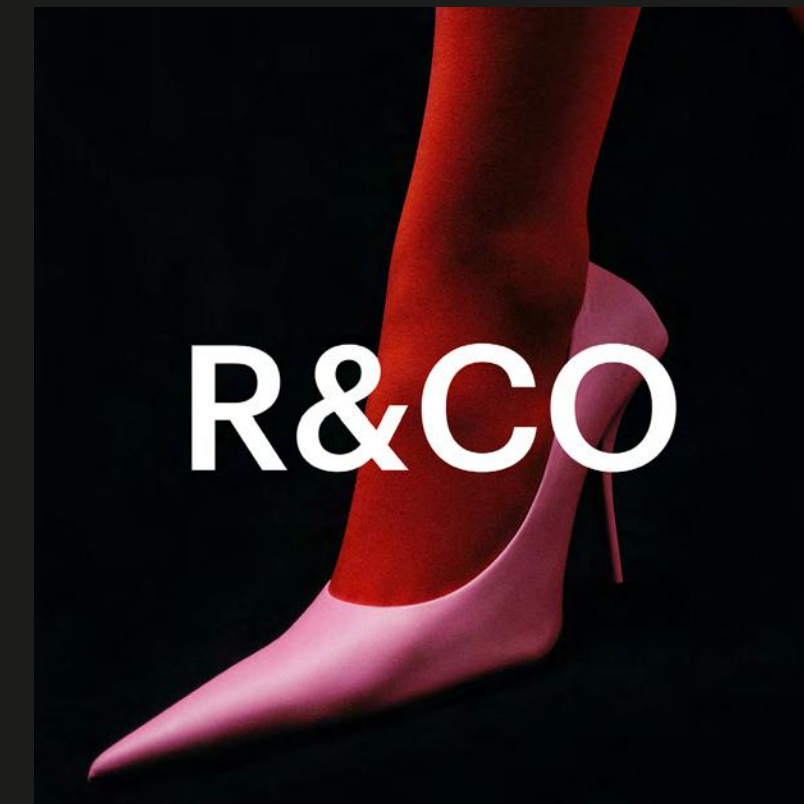
R&Co is a creative agency I worked with for a few years. I helped develop their identity, designed their entire website and collaborated on various projects for international companies and small businesses.

18*30

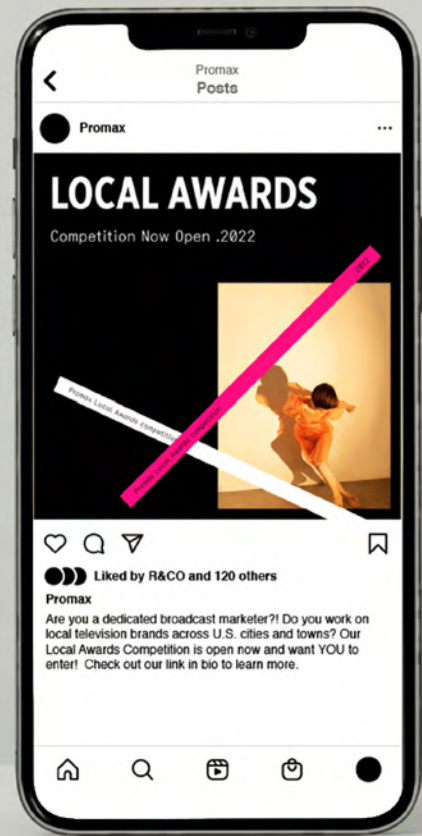


The website was completely redesigned on Squarespace. We wanted the site to be timeless and evolve with the times, but also to be easy for the team to manage. I set up a few micro-interactions to give clarity and playfulness to site navigation.

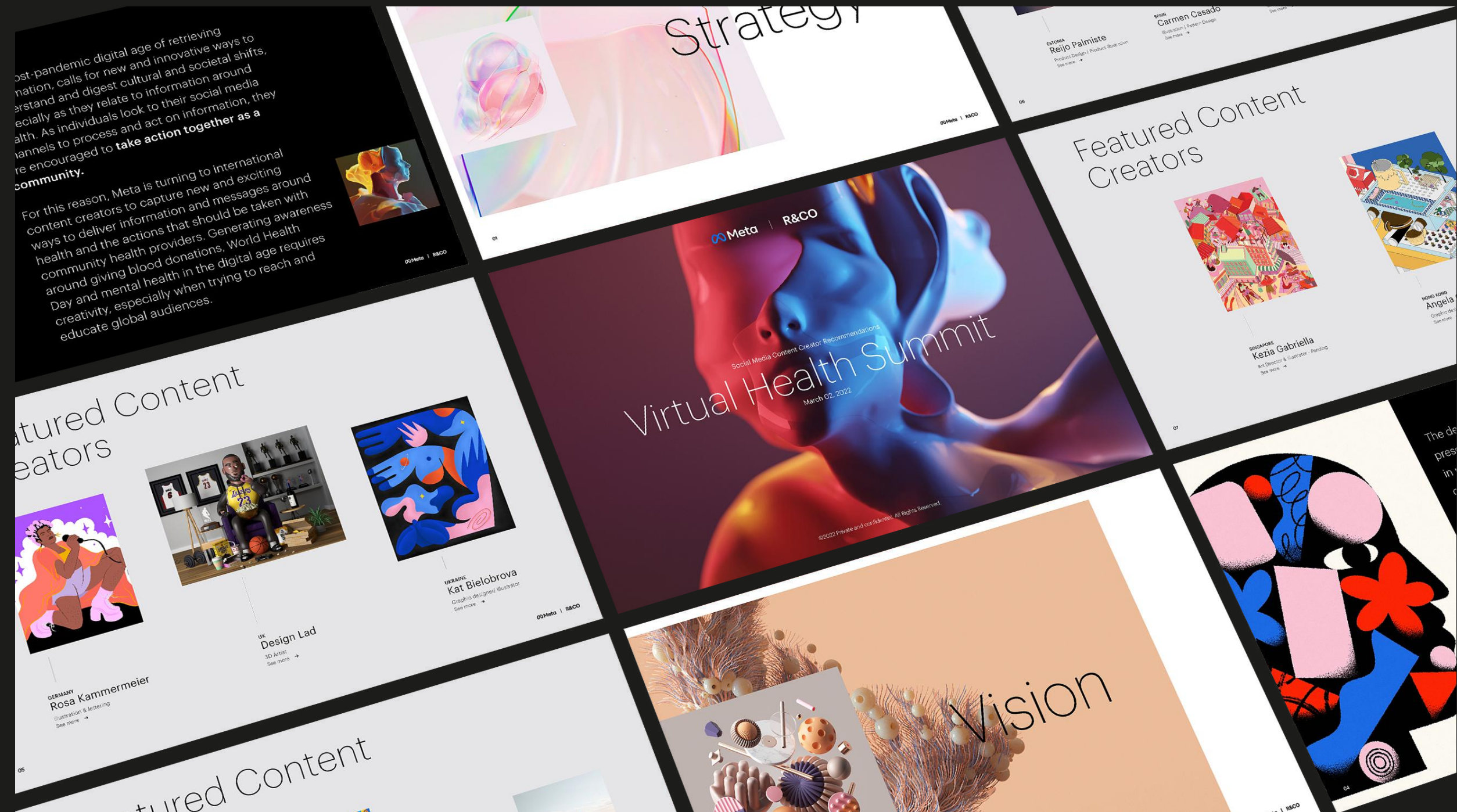
19*30



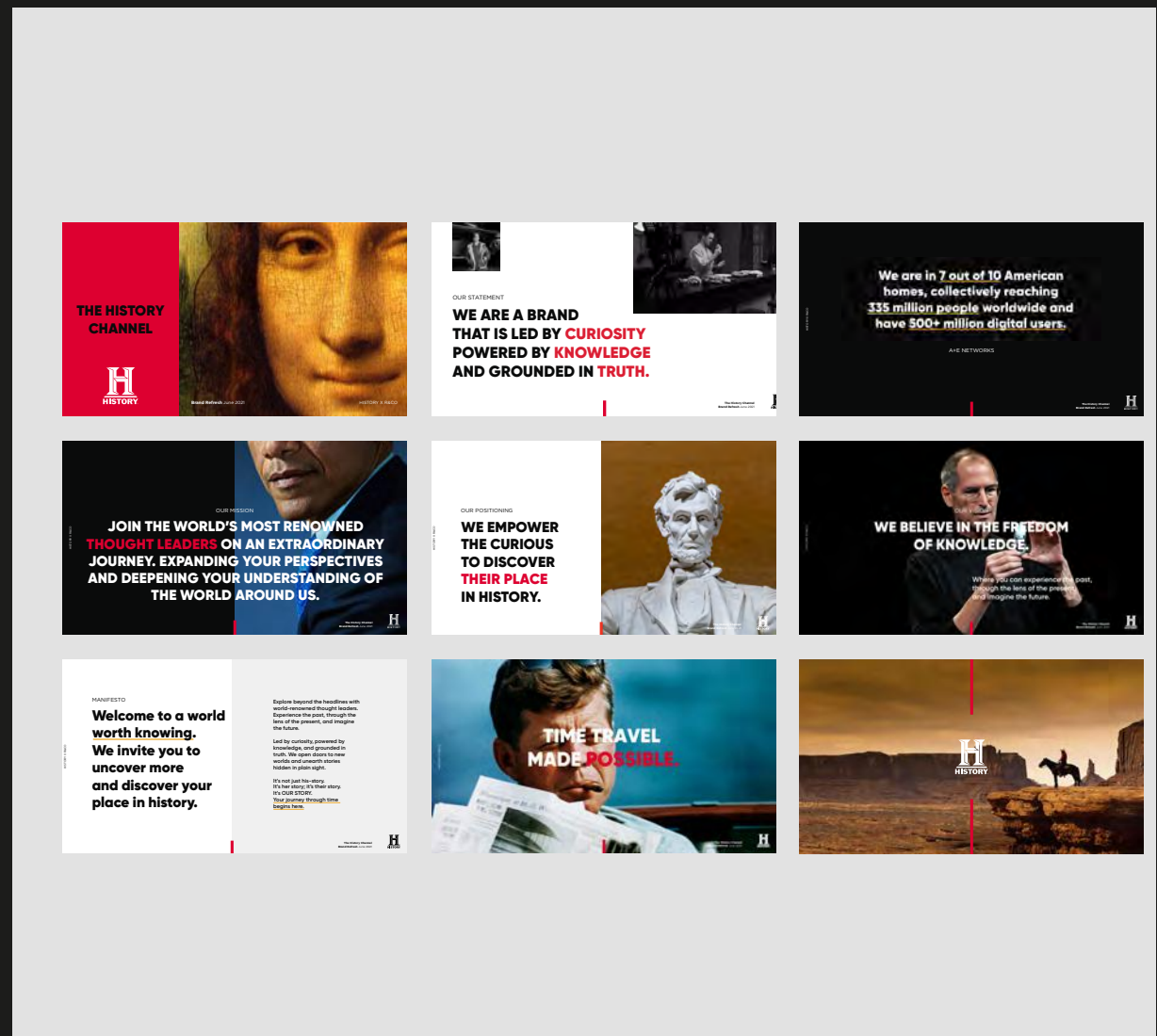
20*30



Overhaul of Promax's Social Media Assets and Strategy



Strategy, Conceptualisation and Artists Curation for the Meta's Virtual Helath Summit 2022



Messaging and Strategy for History Channel

21*30

Cauli Market

Creative Direction, Brand Identity, Brand
Collaterals, Storefront Design, Social Medias.

Cauli Market is a small, local, women-owned grocery store offering healthy foods, organic snacks and pantry staples. We collaborated on the creation of the entire brand identity and collateral materials, as well as the design of their storefront.

22*30

CAULI MARKET

Snack Healthy



In terms of brand identity, it was really important for us to convey a sense of dynamism and movement. We chose to give movement to certain letters, almost like a movement of writing. The choice of color palette was a range of deep neutrals and bright colors.

23*30



CAULI MARKET

Snack Healthy

CAULI MARKET

Snack Healthy

CAULI MARKET

Snack Healthy

CAULI MARKET

Snack Healthy

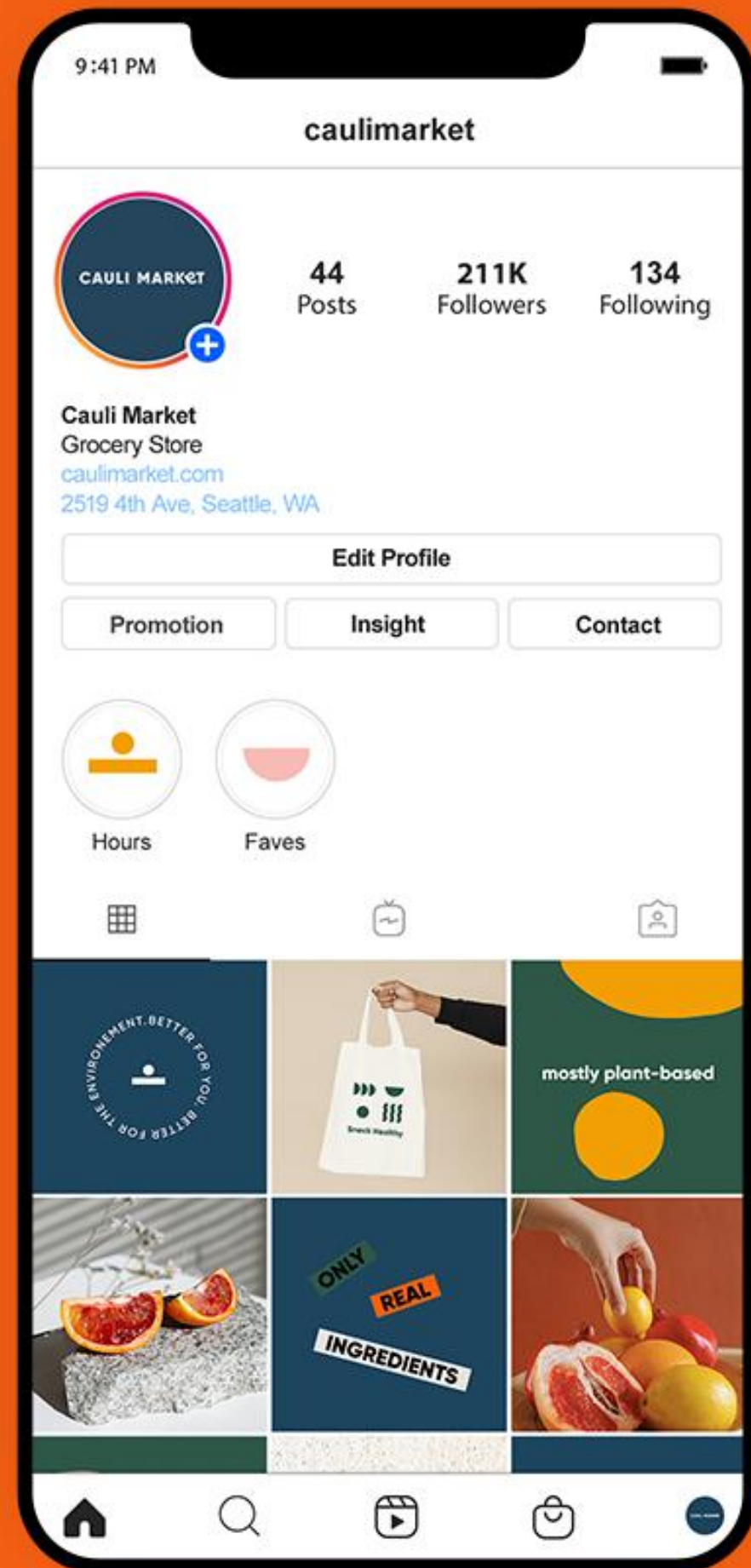
CAULI MARKET

Snack Healthy

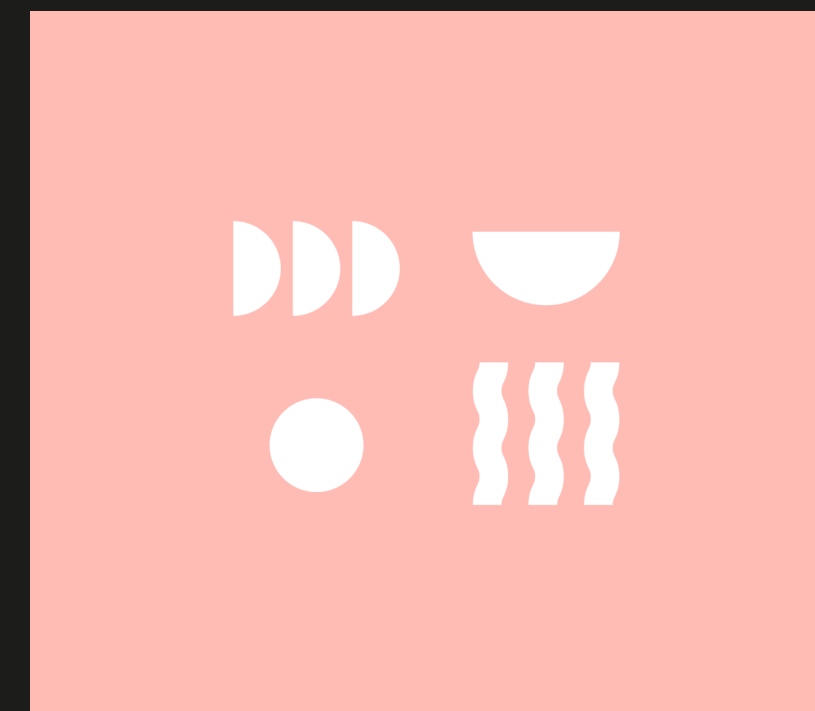
CAULI MARKET

Snack Healthy

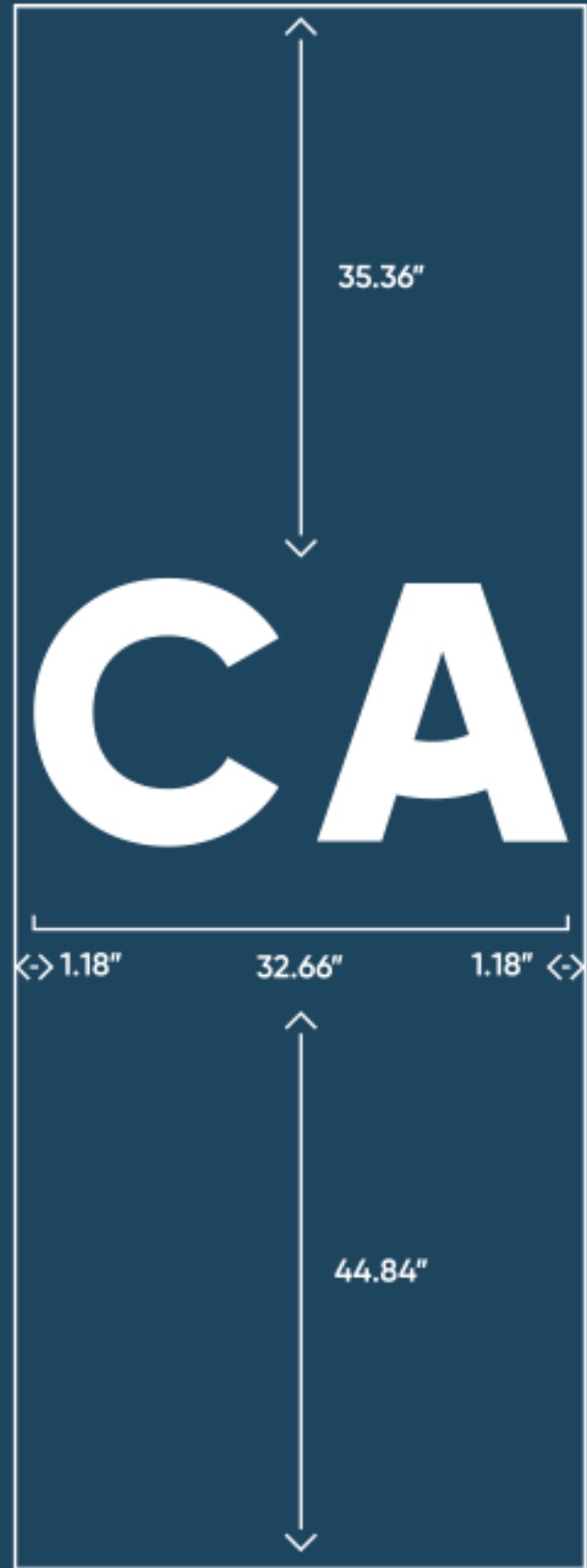
24*30



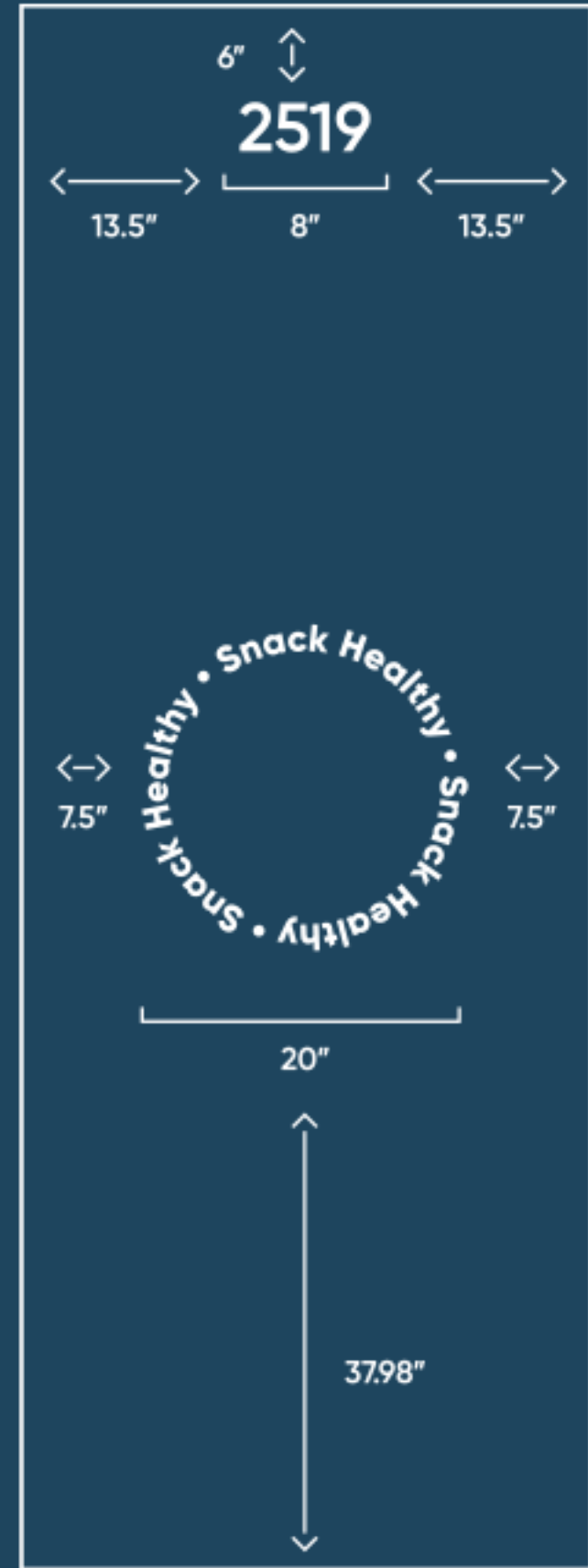
The logomark is composed of geometric and organic shapes that lend a playful character to the brand. We created numerous collateral materials so that the business could easily communicate with its customers.



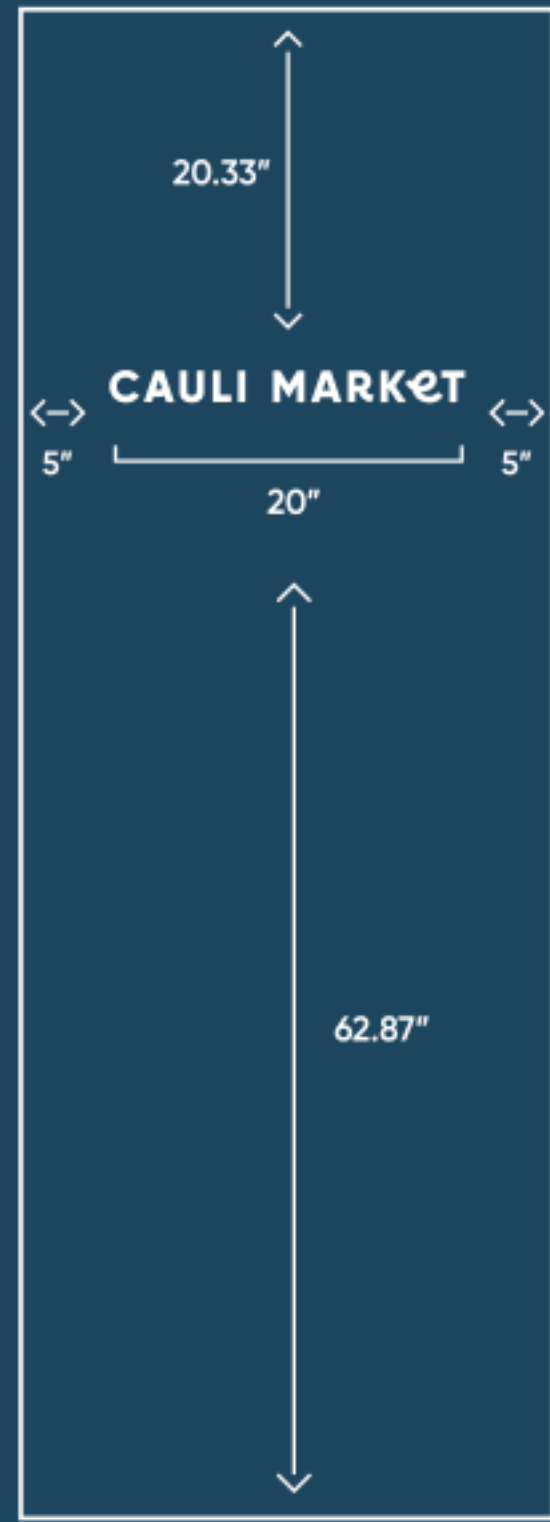
25*30



DOUBLE WINDOWS



LEFT WINDOW



LEFT DOOR



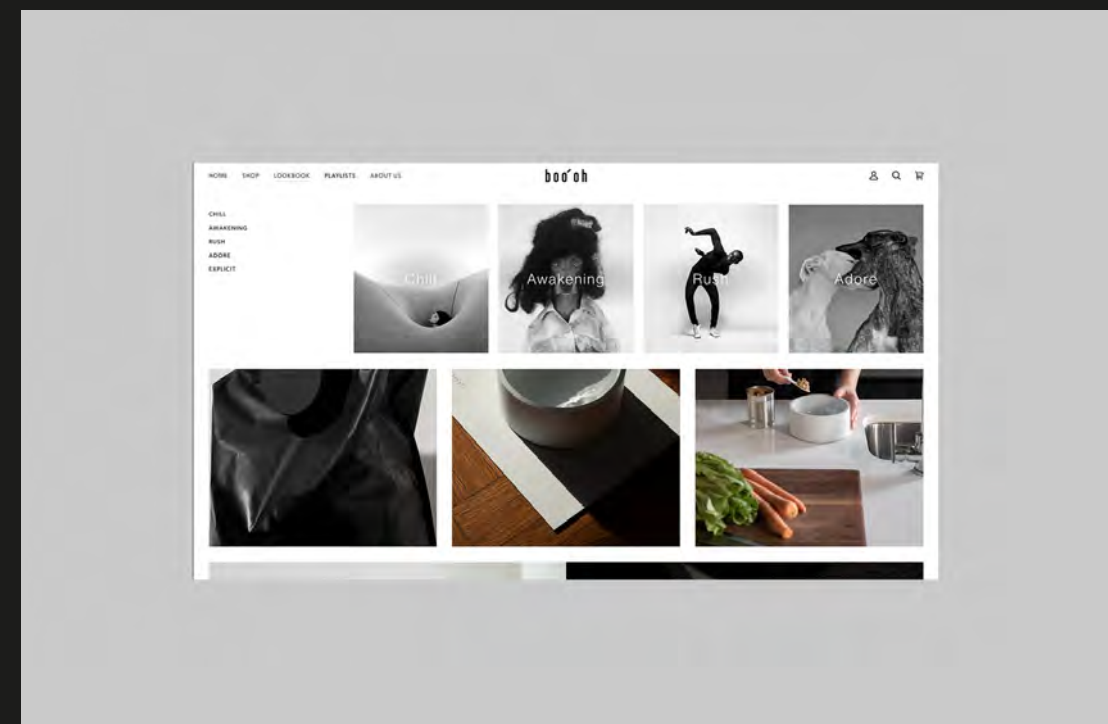
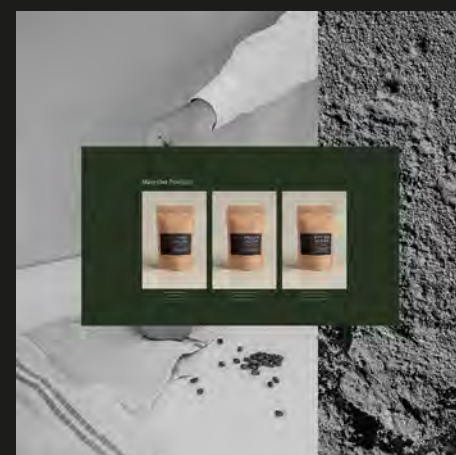
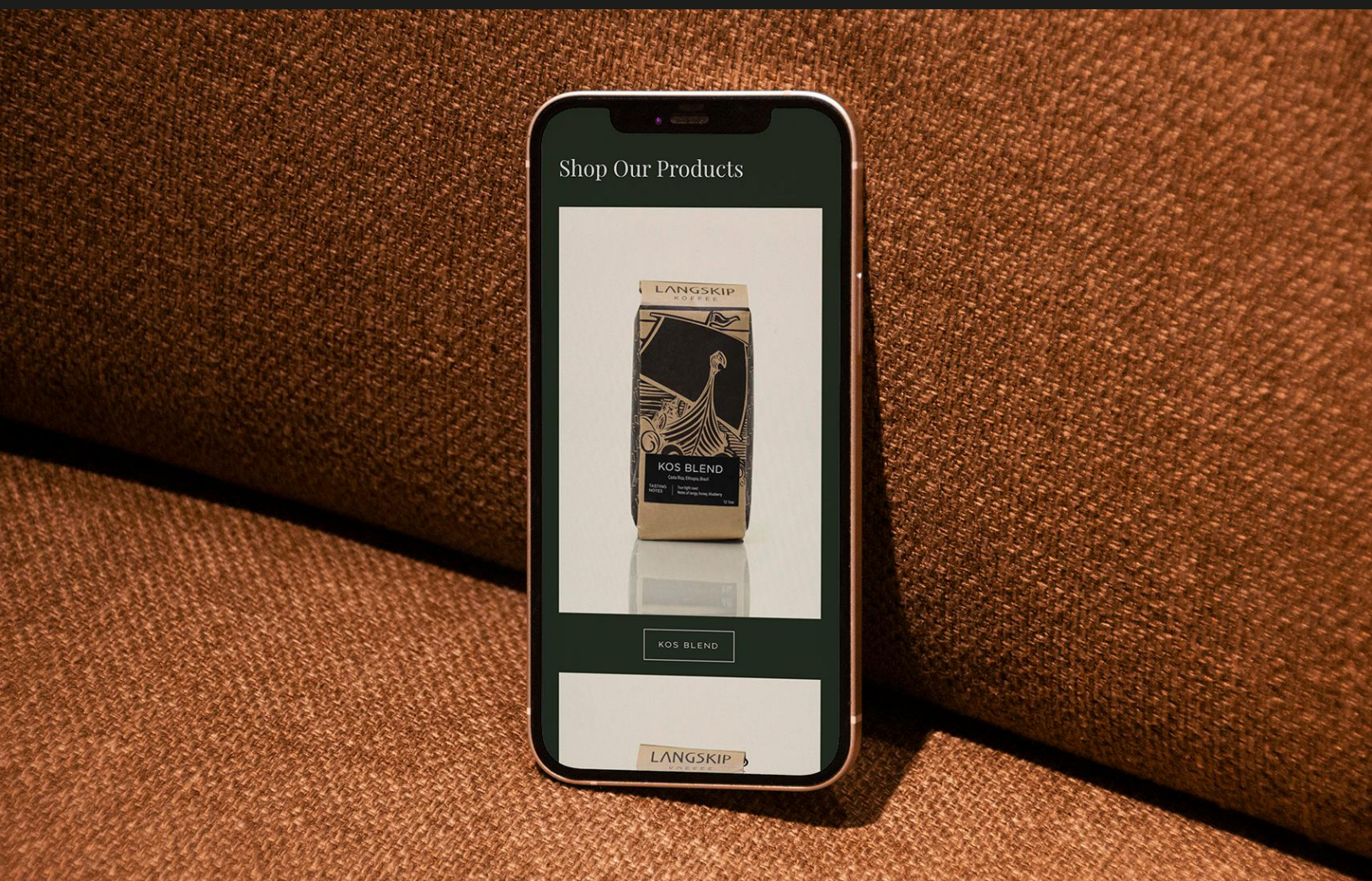
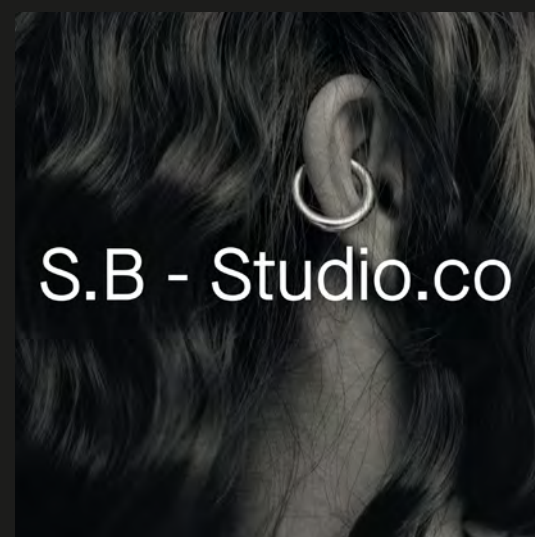
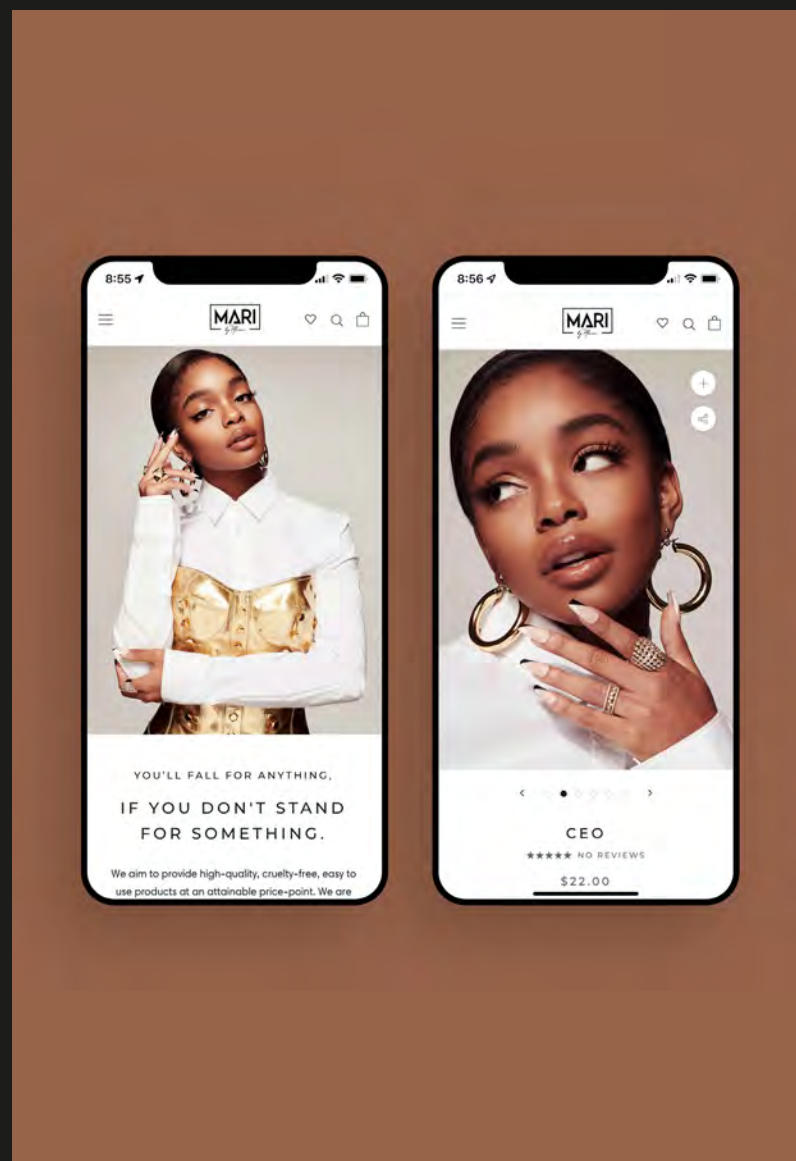
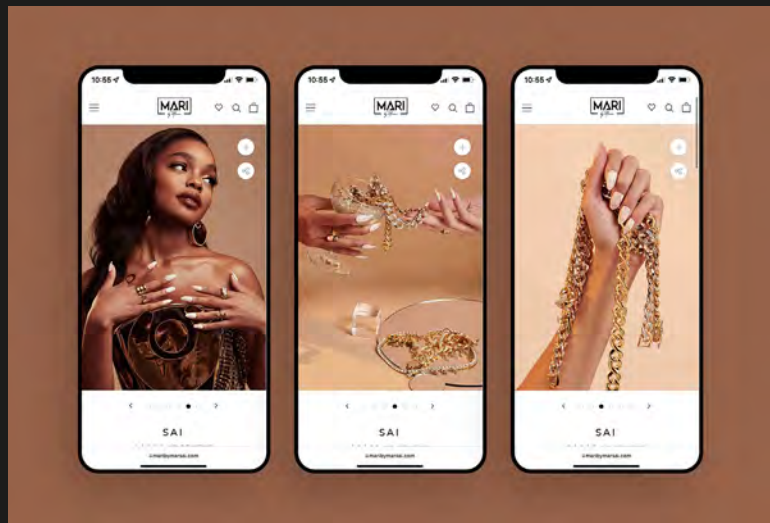


27*30

Various Projects

Here's a small selection of the experiments and projects I've worked on. These range from coffee roasting company Langskip Koffee to beauty products company Mari by Marsai and many more.

28*30



29*30

Thank you
(Merci!)