



Amorella

BEAUTY

(Process Book)

Myla's Attribute List

Diverse

- Adaptable
- Understanding
- Abundance
- Variance
- Unity
- Integration

Blissful

- Lovely
- Joyous
- Enchanted
- Euphoric
- Delicate
- Delight

Angelic

- Radiant
- Ethereal
- Divine
- Dazzling
- Vixon
- Serene

Fun

- Excite
- Energy
- Amuse
- playful
- Vivacious
- Lively

Exceptional

- Bond
- Healer
- Mender
- Unique
- Impressive
- Remarkable

Potential Names

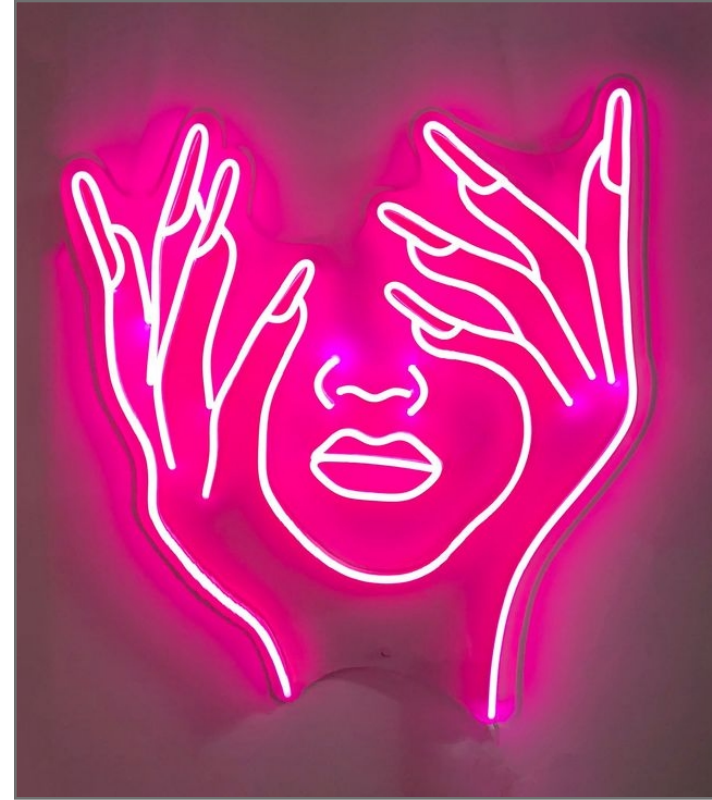
- Amusae Beauty
- Musae beauty
- Glamuse Beauty
- Amora Beauty
- Gemuse
- Amorella

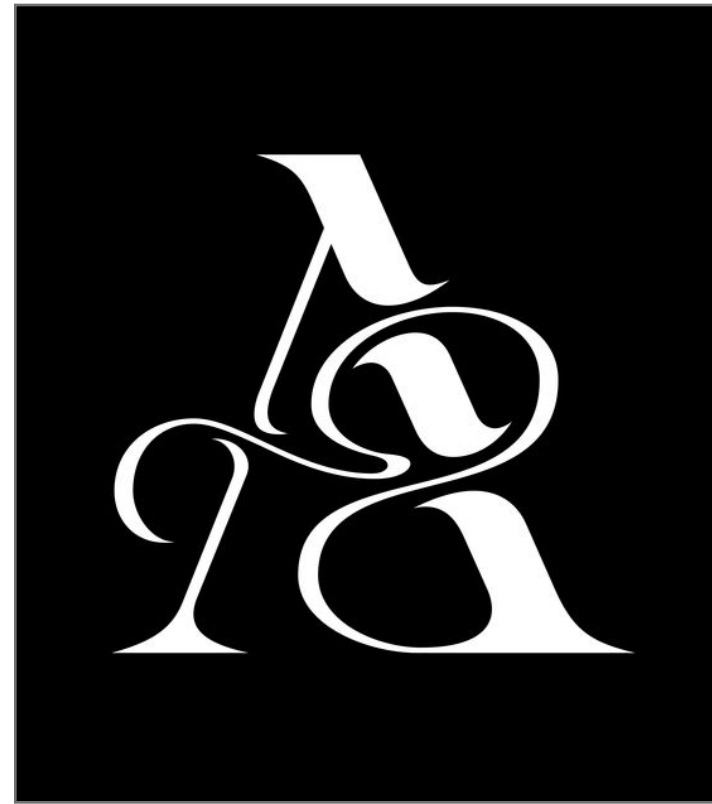
- Serenus
- Solise
- Meliora
- Dianora
- Virtuose
- Becalme

- Reste
- Reine
- Gloria
- Jaliese Beauty
- Acela Beauty
- Daja Beauty

- Mystia
- Myliste
- Myreine
- Mylare
- Myluve
- Myace

Vibe Board







Sketches

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15



2

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Amorella
Beauti 



Font Explorations

Amorella
• B E A U T I •

My name is Myla and I am a licensed cosmetologist. I've been in the beauty industry for 3 years but been in love with everything beauty related since I was able to even pick up a brush.

Font: Figtree, regular

Amorella
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Font: Raleway, regular

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Font: Mulish, regular

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Font: Cardo, regular

Amorella
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Font: Spectral, regular

Amorella
• B E A U T I •

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Font: Ovo, regular

Primary Logo



Alternative Logos



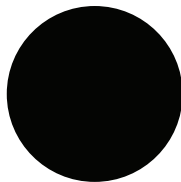
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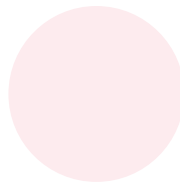
Color Palette



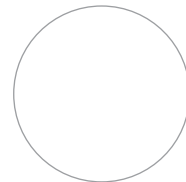
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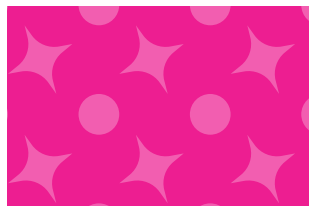
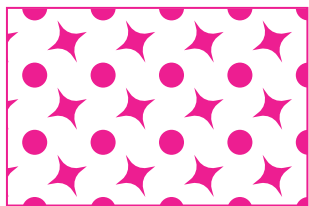


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Pattern



Icon



Fonts

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1 2 3 4 5 6 7 8 9 10 !?&*

Logo font: Wondershine, regular

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Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
1 2 3 4 5 6 7 8 9 10 !?&*

Complimentary font: Ovo, regular