
THE
BRAND
SPECTRUM

ABOUT

EXPERIENCE

Designing since 2023

SOCIALS

CHROMALLIA

ADRIEN DARBES

SPECIALTY

Branding / Typography

CHROMALLIA

I'm Chromallia (a.k.a Adrien) - the designer behind Spectrum.

I started SPECTRUM in 2023 as a simple creative outlet. Now years later, I serve businesses and individuals seeking to distinguish themselves through their branding via various mediums.

Having lived all across the world and coming from a business background, I bring a different perspective to design, one grounded in usability, adaptability and efficiency.

TOOLS

Ai Ps Ae Id P



SPECTRUM

by CHROMALLIA

SPECTRUM is a design practice bridging business strategy and creative execution to build brand identities that are distinct, cohesive, and built to last. Grounded in a background in business analytics and data science, we approach design as a strategic decision, not just a visual one.

THE NAME

SPECTRUM is all about creative liberty. The range of designs, colors, tools or mediums used in projects reflects an intrinsic trait of the brand rather than a lack of direction.

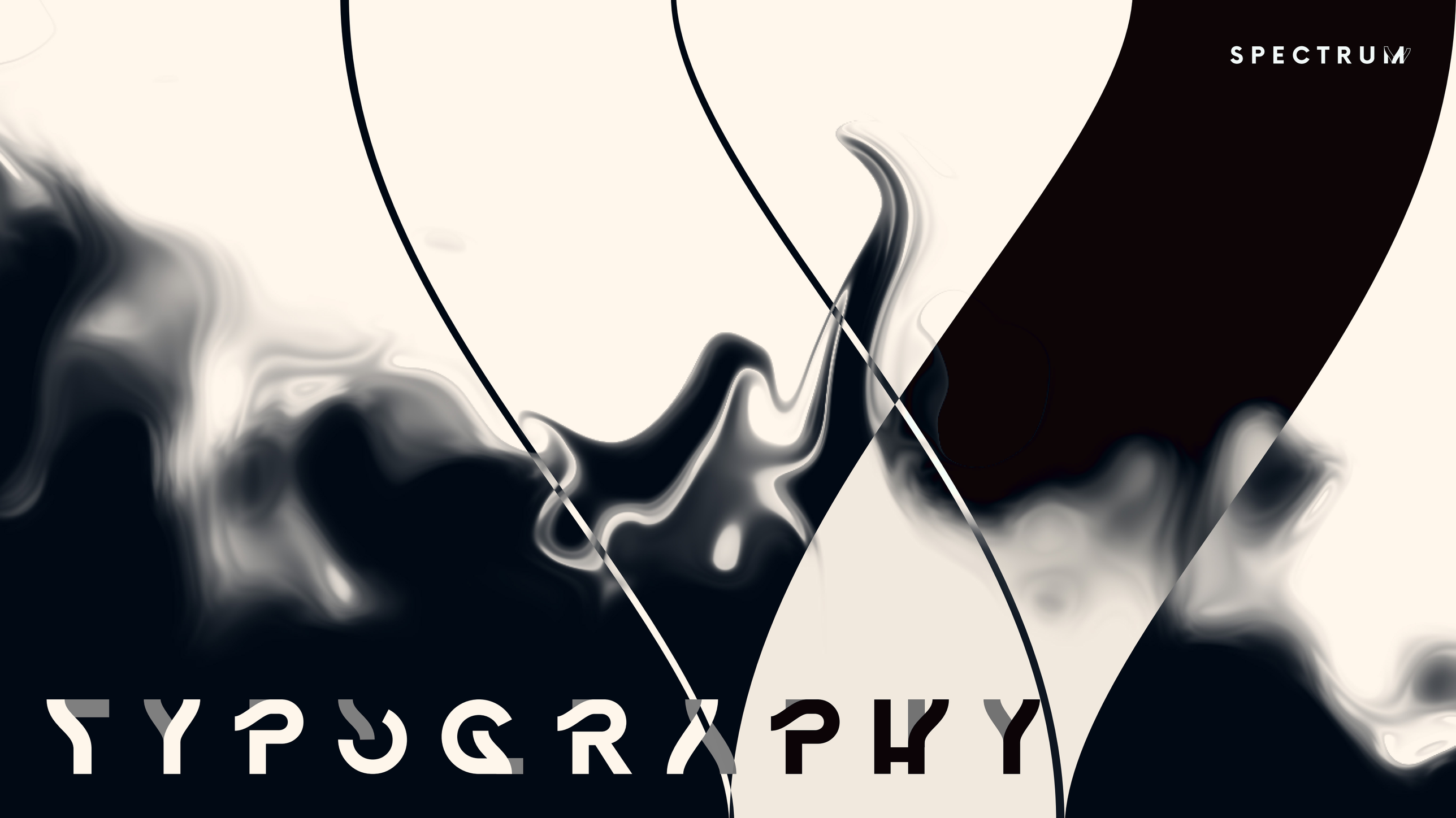
PHILOSOPHY

Perpetual adaptability.

Under SPECTRUM, creativity can be expressed without any predefined or perceived limitations; always being able to reinvent itself and adapt to projects.

VISION

In a constant state of flux, SPECTRUM creates designs that stand the test of time and remain adaptable to any medium, never accepting rigidity.


SPECTRUM
TYPOGRAPHY



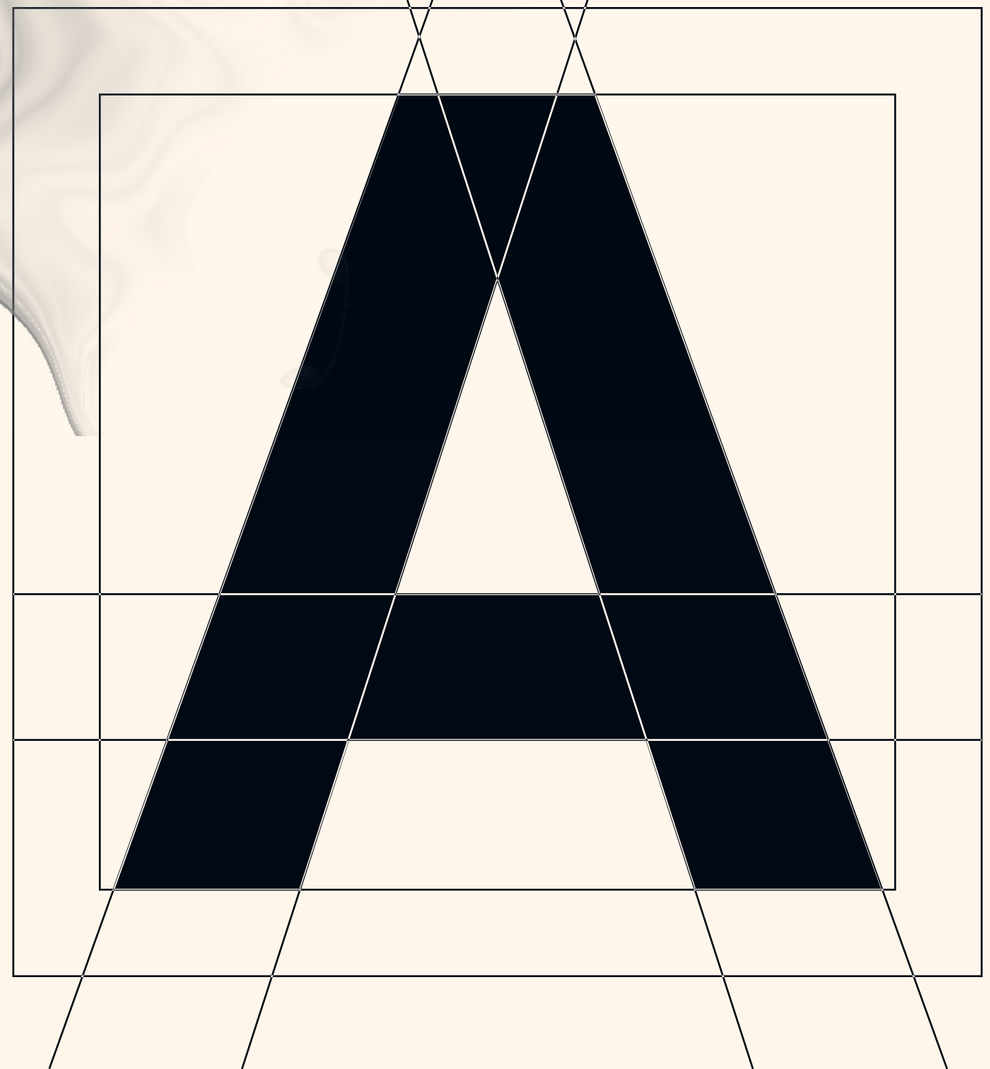
DISPLAY

To properly encapsulate the essence of SPECTRUM, a custom display typeface was developed. This typeface uses parts of the distributions present in the icon and incorporates transparency in order to adapt to any background, reflecting the philosophy behind the brand.

NOW

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
0 1 2 3 4 5 6 7 8 9 % ! ?

regular **bold**



TEXT

While being a simple yet robust sans serif, the Now font family brings order to the otherwise chaotic identity of the brand. Two styles of the Now font are used under SPECTRUM; Now Regular for regular text and Now Bold for titles and accents.

TEXT FORMATTING

Text formatting guidelines for titles and paragraphs are important for consistent text formatting. Different combinations of tracking, case, font and opacity help achieve a distinctive look that remains regulated and precise.

Titles must always be followed by a trailing line with a minimum stroke weight of 1 pt.

TITLE

Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat.

Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat.

Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue duis dolore te feugait nulla facilisi.

TITLES

Tracking :: 200
Case :: UPPERCASE

Font :: Now BOLD
Opacity :: 100%

PARAGRAPH

Tracking :: 0
Case :: Variable

Font :: Now Regular
Opacity :: 80%

SIZE

Paragraph :: X

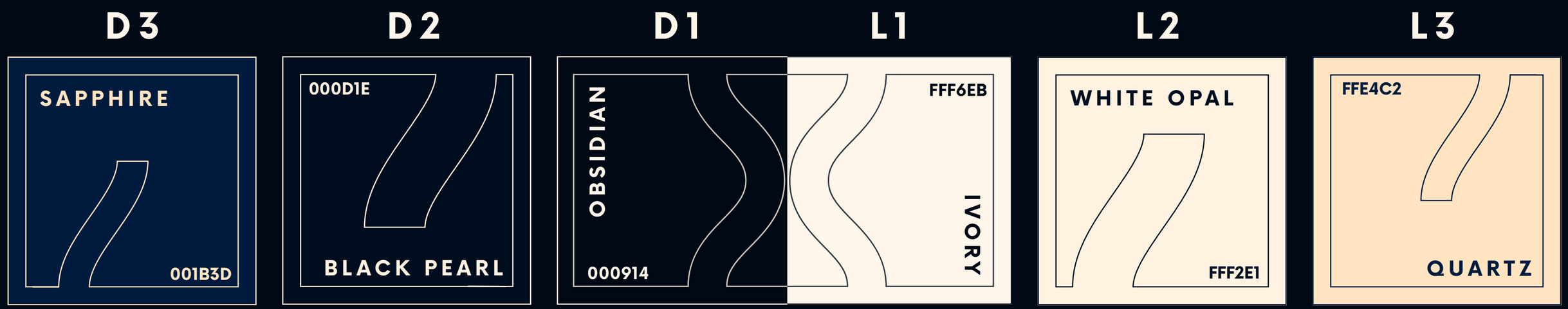
TITLES :: X + 4


SPECTRUM
PALETTE

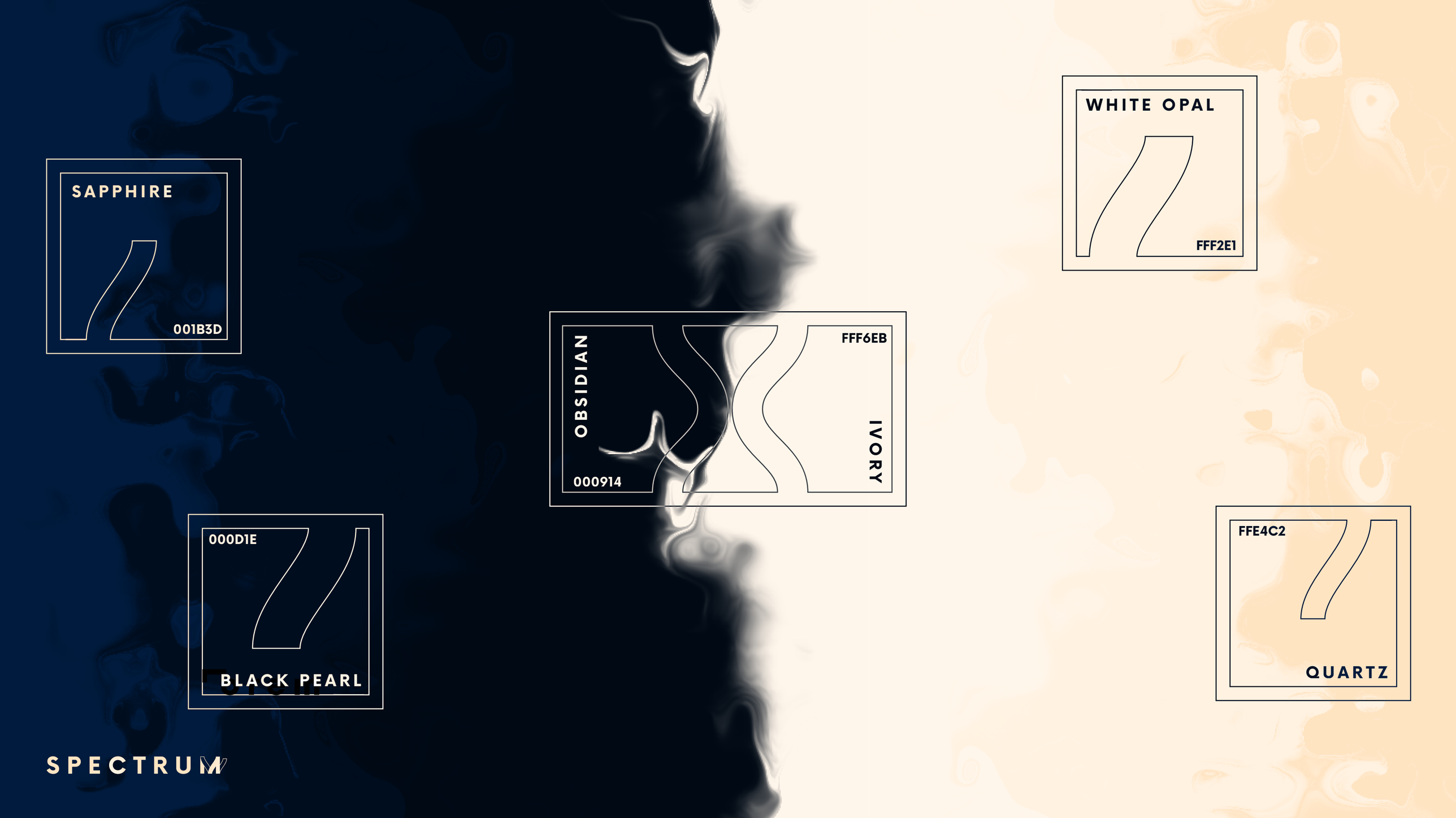
COLOR PALETTE

The SPECTRUM color palette is antipodal meaning that each color's mirrored opposite is included in the palette.
This principle allows the palette to be a system rather than an arbitrary choice of colors.

Ranging from deep blacks to vivid whites, the palette is versatile and adaptable to content of various contrast.



Obsidian and Ivory serve as primary colors for SPECTRUM while the rest of the colors in the palette are used for accents depending on the contrast.


SAPPHIRE
001B3D
WHITE OPAL
FFF2E1
OBSIDIAN
000914
FFF6EB
IVORY
000D1E
BLACK PEARL
FFE4C2
QUARTZ
SPECTRUM


SPECTRUM
ICON

ICON

Just as light is distributed on a spectrum, the icon incorporates and distorts these distributions.

The outward transparency present in the icon allows it to adapt to backgrounds of any color, reflecting the philosophy of constant adaptation present within the brand.



CONCEPT

As with the color palette, the icon is symmetrical. This property makes the icon feel like a system rather than random iconography.

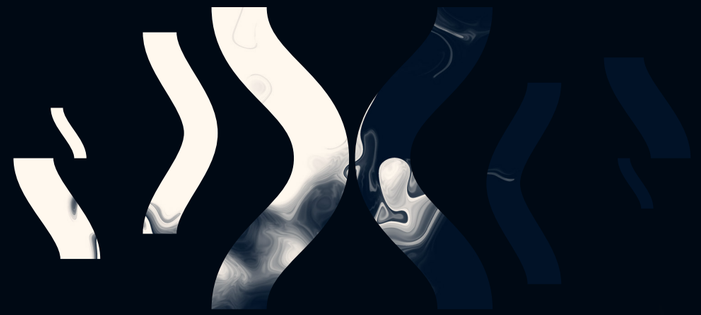
The two central distributions form the axis of symmetry.



SAFE ZONE

For a standardized use, a safe zone is constructed around the icon to ensure proper placement and spacing.

These safe zones must be respected at all times to ensure proper spacing and a unified look in documents.



FULL ICON

epending on the medium, differential transparency may be used with the icon.

If the software being used does not allow for differential transparency, the regular SVG must be used.

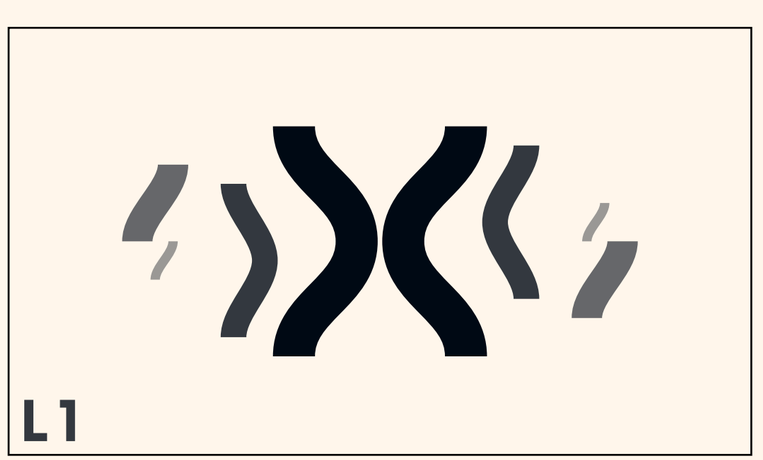
ICON
COLOR GUIDANCE

The icon should be displayed in obsidian or ivory primarily. If the icon is on a black pearl, white opal, sapphire or quartz background, the corresponding opposed color must be used according to the SPECTRUM palette.

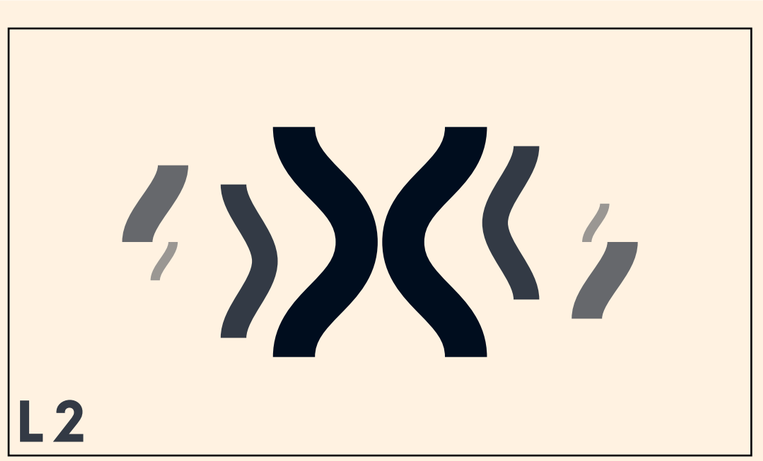
The icon may not be recolored in any way that is not presented here. For background colors not present here, either use obsidian or ivory as primary fallbacks.

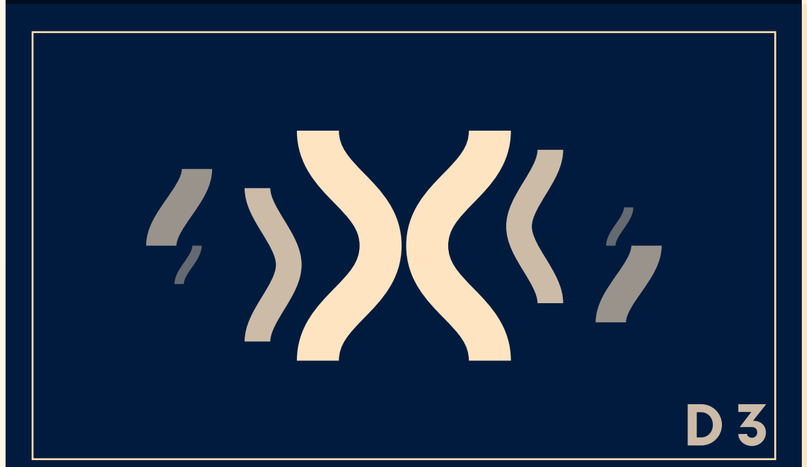
The guidelines also apply for the wordmark.

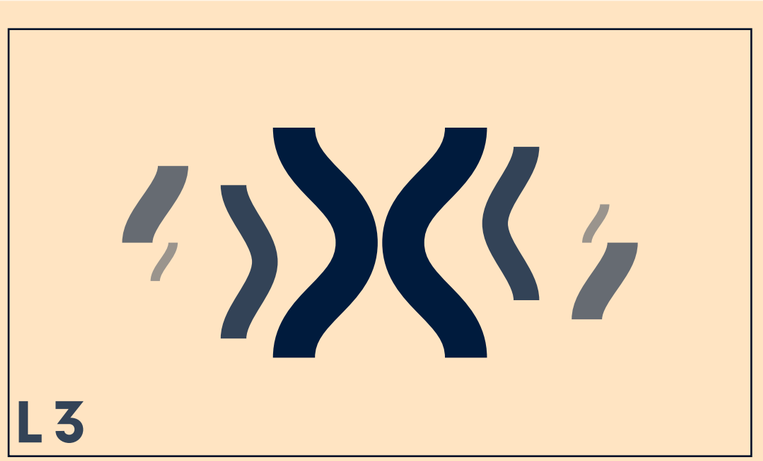


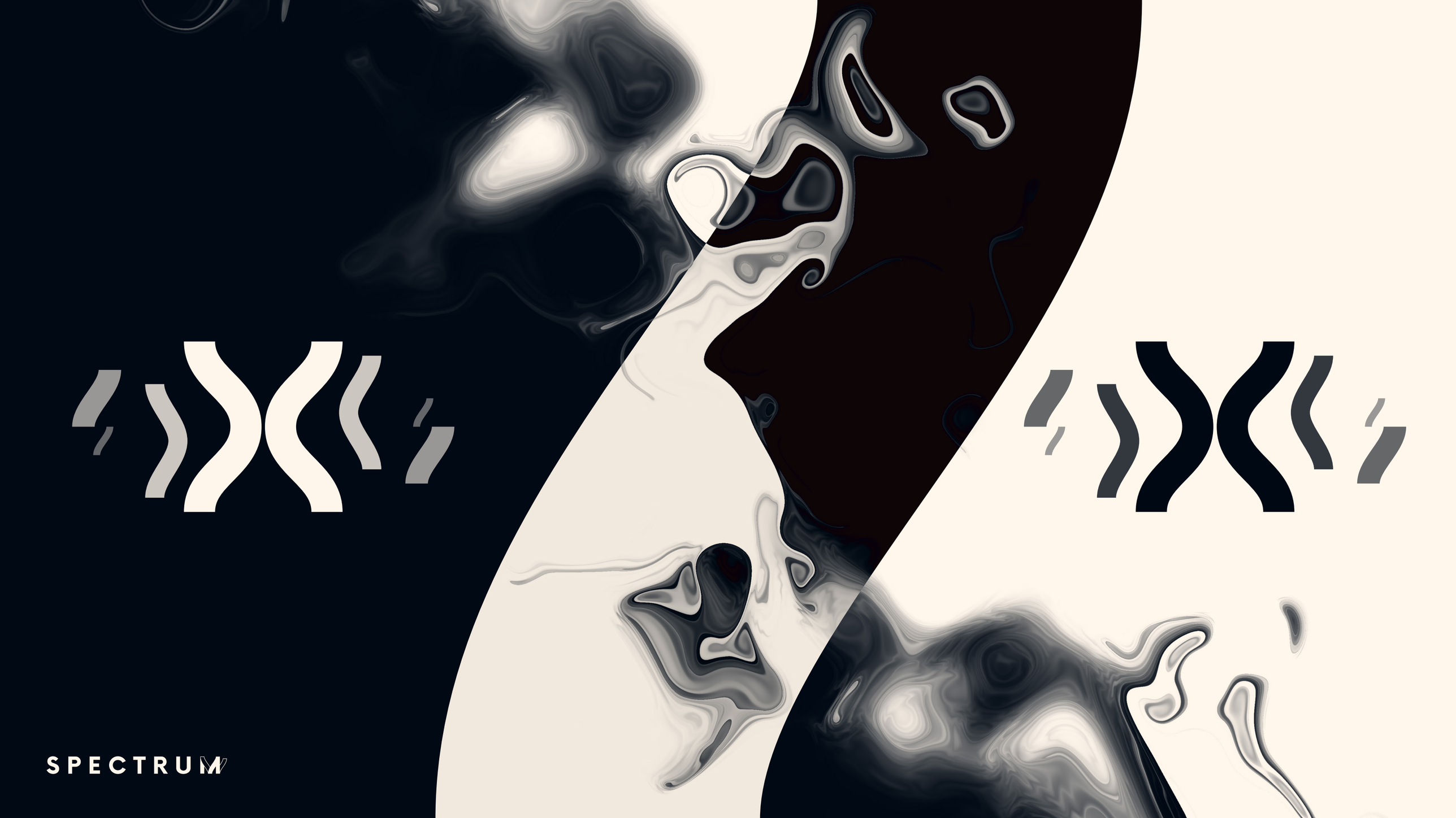











SPECTRUM

BRAND PARTNERHIPS

When presenting in the context of partnership, commission or collaboration, the icon must be laid out in a way that respects the safety zone but also looks visually balanced. The logos may be laid out horizontally or vertically. Depending on the contrast of the background, the obsidian or ivory version of the logo may be used.

Partner logos should be optically balanced in scale. Depending on the partner logo's aspect ratio, the SPECTRUM icon may be adjusted to achieve visual balance.



LOGO



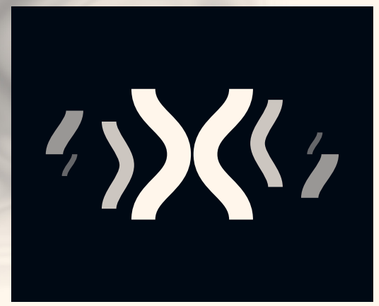
LOGO



LOGO

ICON PROPER USAGE

VALID USE



DARK CONTRAST



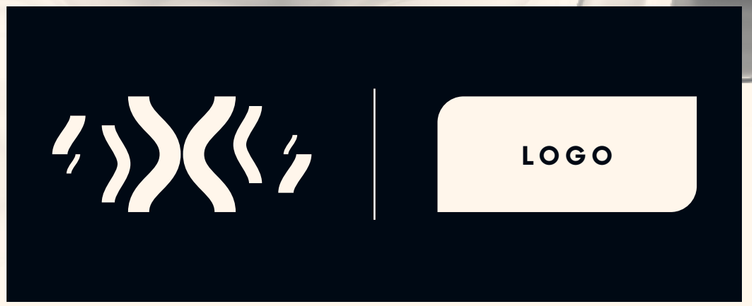
LIGHT CONTRAST



DIFFERENCE



PARTNER VERTICAL



PARTNER HORIZONTAL

INVALID USE



CLIPPING



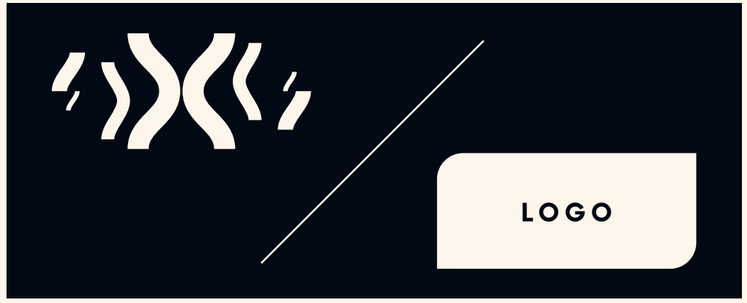
ROTATION



POOR CONTRAST



VISIBILITY ISSUE



PARTNER DIAGONAL

SPECTRUM

WORDMARK

WORDMARK

The SPECTRUM wordmark has been designed with adaptability in mind, reflecting the philosophy of the brand. Each version of the wordmark was made with a specific application in mind and remains legible at all sizes.

FILL

Official / Formal Documentation

SPECTRUM

TRANSPARENT

SPECTRUM

In the presence of the full icon, may be used in promotional material, concept art and other documentation

ICON

SPECTRUM

In the absence of the full icon, may be used in promotional material, concept art and other documentation

SPECTRUM

WORDMARK SAFE ZONE

The SPECTRUM wordmark has been designed with adaptability in mind, reflecting the philosophy of the brand. Each version of the wordmark was made with a specific application in mind and remains legible at all sizes.

SPECTRUM

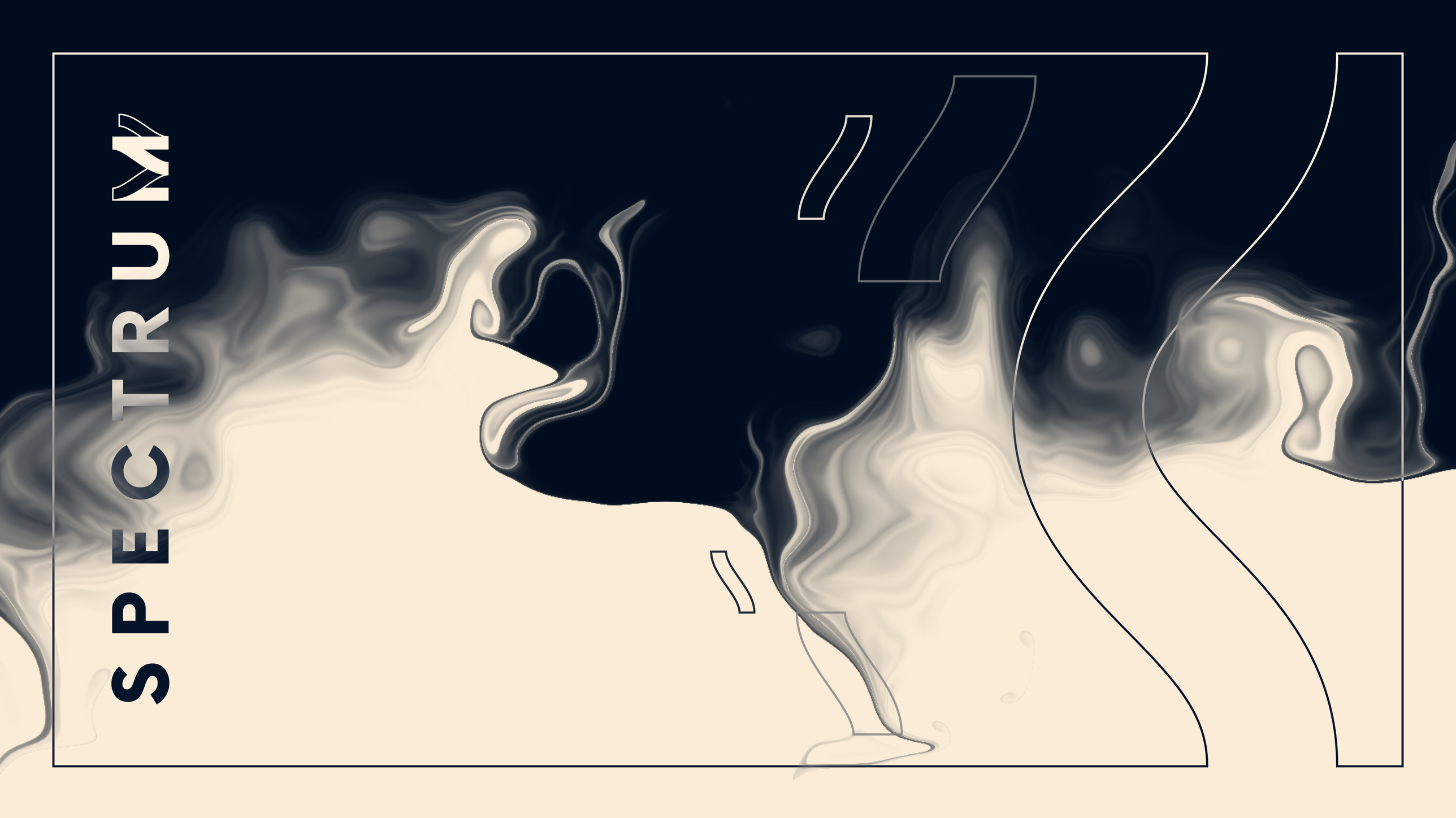
SPECTRUM

SPECTRUM




SPECTRUM

SPECTRUM


SPECTRUM

LET'S CREATE SOMETHING...

DISTINCT

If you want graphic design that stands out and stands the test of time, SPECTRUM is the choice for you.

Below are some of the services I specialize in. Larger and more complex projects will also be considered. Pricing is determined according to project scope and requirements.

BRAND IDENTITY

Logo & wordmark
Visual identity systems
Brand guidelines

VISUAL DESIGN

Editorial & campaign design
Typography systems
Icon & pattern design

APPLIED DESIGN

Presentation & document design
Social & digital assets
Print collateral

CONTACT

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