

## Practitioner's Statement

### ***Alchemy Business Identity***

Alice Harry

Alchemy is a contemporary and sophisticated astrological business located on Rundle Street, Adelaide. Astrology business' are commonly cliched in terms of visuals, so Alchemy's aim was to separate themselves and establish its own refined and appealing identity which attracts attention from a more sophisticated clientele. The starting point and drive of Alchemy is to connect the world of astrology to a demographic who are interested in gaining knowledge about their personal astrological placements, attributes and influences of the planets, such as horoscopes and natal charts, which create appeal through a visually effective and refined branding.

Visual and conceptual inspiration for the identity came from important symbols of astrology and the cosmos, such as the stars, moon and planets. Initial exploration into the elements of each star sign, such as key colours and characteristics, were able to be reflected back into initial designs, also influenced by a variety of celestial inspired graphics where my response to Purpose Design Studio was pivotal in the development of my logo. Fractured concepts behind Kylea Borges' symmetrical and detailed collages were used as inspiration for the incorporation of the moon into my final logo design.

Alchemy had the singular purpose of establishing an identity unlike others in the same business; something which was reflective in the mystery of the planets and outer-space, yet still mature and able to attract the attention of a contemporary audience. An app was created in order to connect Alchemy to this discerning demographic in a manner relevant to the present-day. There are also traditional printed natal charts which continue the history of astrology but are redesigned in a way that is functional and visually appealing to the target audience. Consequently particular detail was paid to the refined and pleasing presentation of the natal charts as this is the initial attraction and can be displayed as a poster and artwork. The same idea was applied when designing the business card, as it is a primary source of information for the client and needed to convey Alchemy's aesthetic.

Aspects such as line and point are consistently evident throughout the folio, as designers such as Miso, Murmure Design and Fundamental Design were studied and their specific detailed style had a strong influence on the outcome of Alchemy. Miso's works are intricate and detailed, using processes such as pricking paper to create dimension and refined yet detailed linear drawings seen in her tattoo designs. Murmure are bold and contrasting in their strong use of monochrome, however add subtlety through the meticulous incorporation of point. Fundamental Design create sketch-like illustrations with a combination of line or point which results in textured and shape-based graphics. Through the development of this practical I discovered and developed my own minimal and refined aesthetic. The identity of Alchemy effectively communicates a contemporary and sophisticated business, with a visually refined and minimalistic style fitting the brief. I learnt that by using a shape-based logo the purpose of the company was successfully visually conveyed, and a monotone colour scheme displayed the simplistic nature of Alchemy.