



Oddly Nice

Professionally Playful



Brand Overview

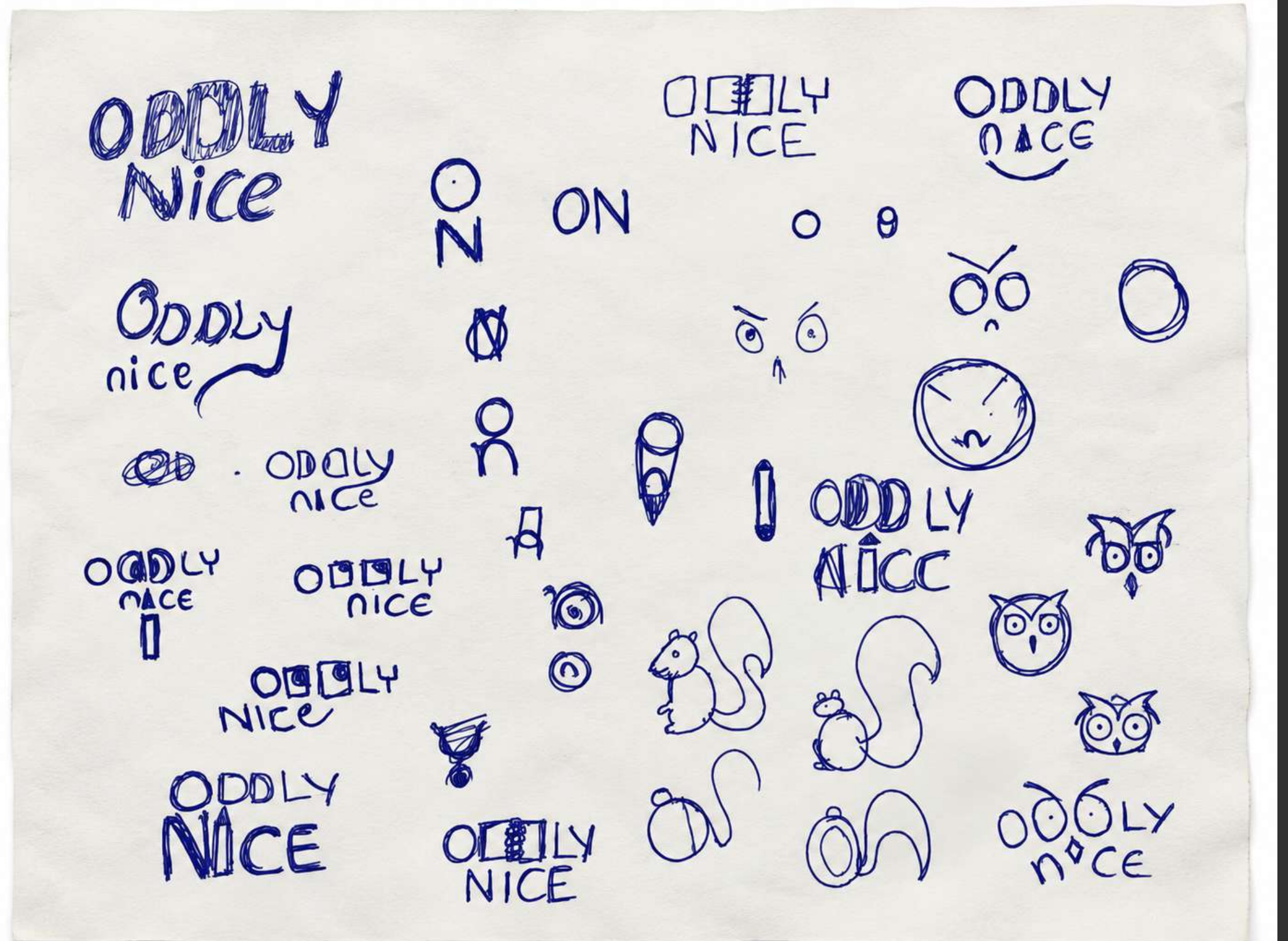
Oddly Nice is an independent stationery and paper goods brand created for people who genuinely enjoy putting pen to paper. From notebooks and notepads to cards, stickers and desk accessories, the brand makes everyday stationery feel a little more enjoyable.

Positioning

Oddly Nice sits between sophisticated design and playful stationery. It brings personality and colour into everyday products without becoming childish, overly cute or overly minimal.

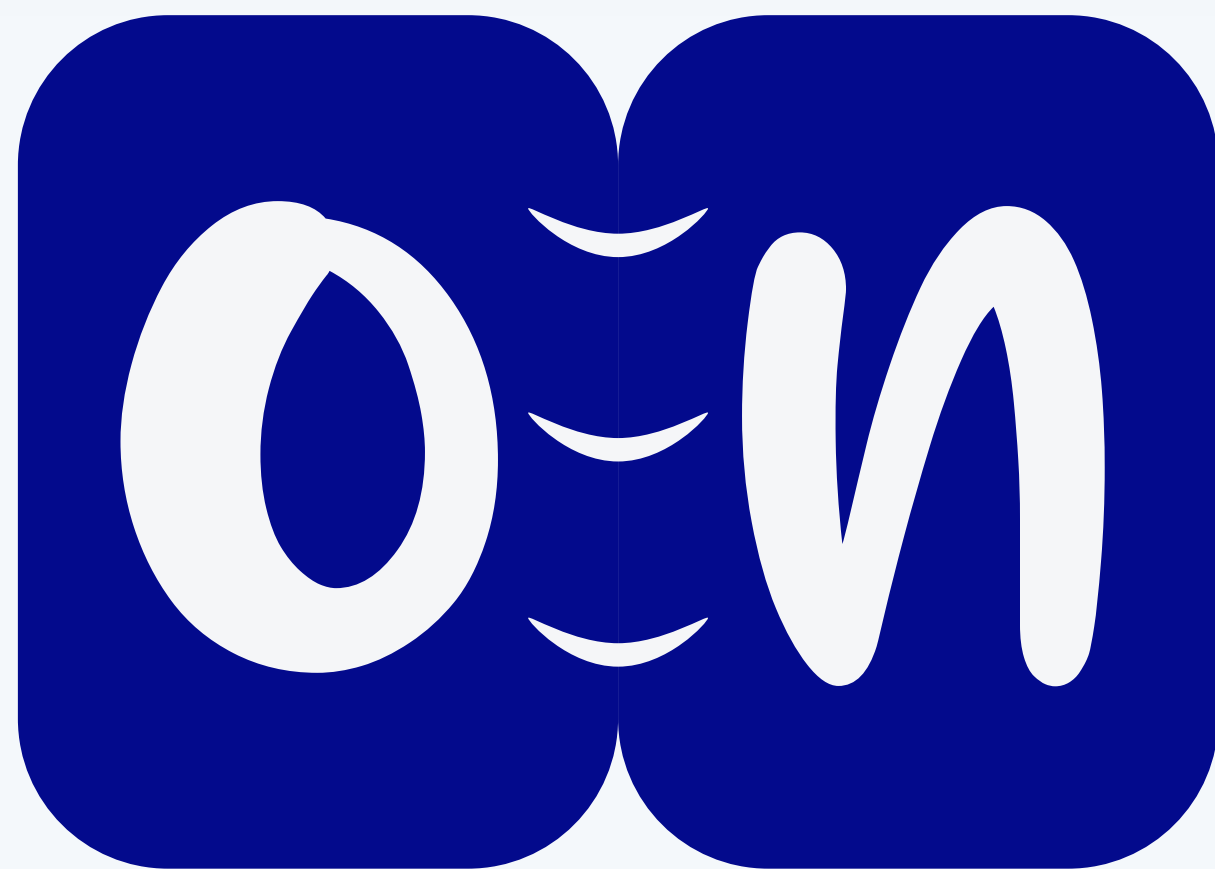
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wanted to feel clever and quirky without looking childish. The goal was to create a classy identity that wasn't overly minimalist or traditionally feminine.



Keeping these qualities in mind, I began by sketching and exploring various ideas before narrowing them down to the final direction. To balance fun with sophistication, I kept the logo simple while using energetic, playful colors to bring the personality to life.

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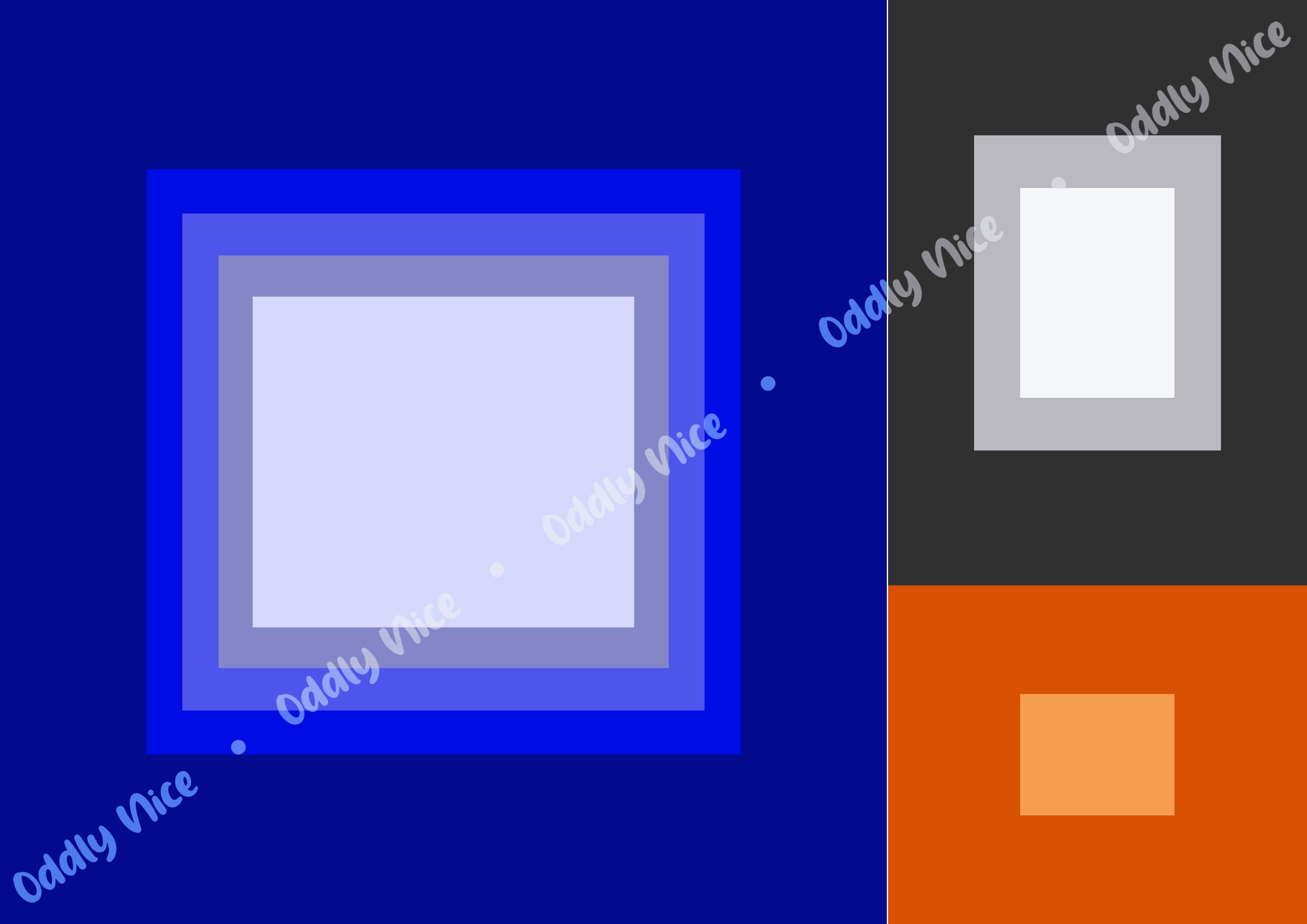
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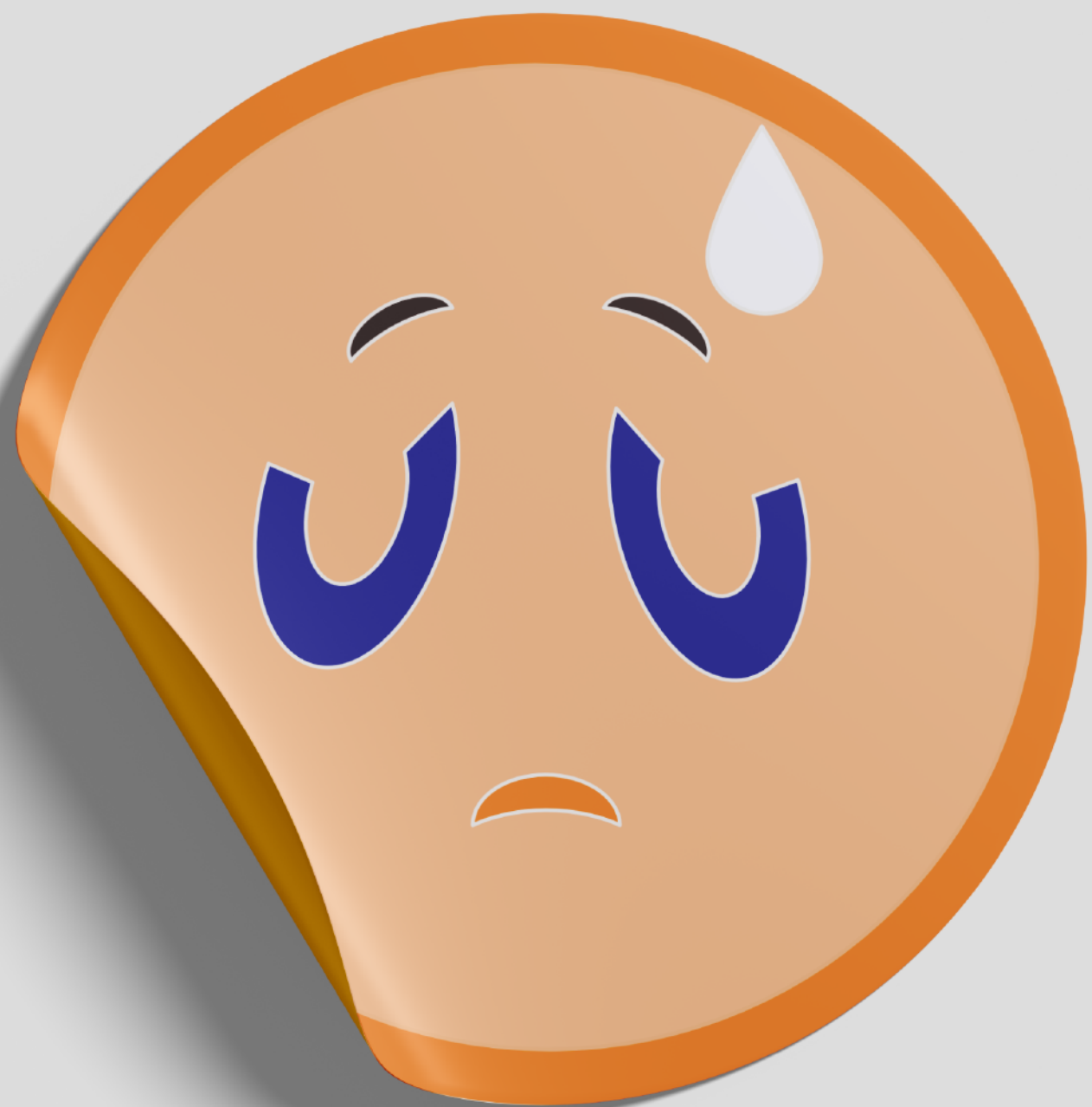
Primary Typeface
Super Fashion

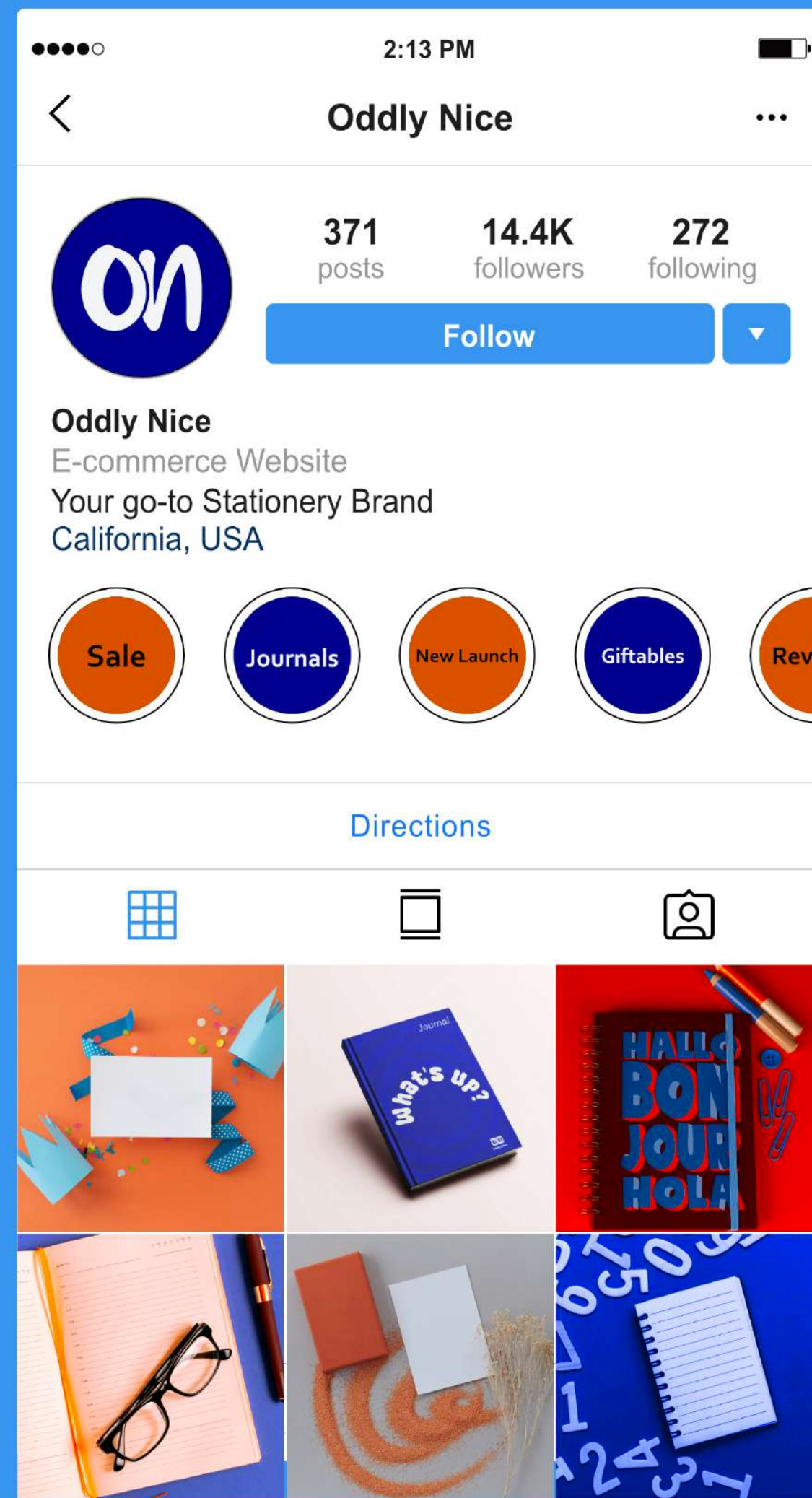
Secondary Typeface
Corbel



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