



COMBINING MULTIPLE AESTHETICS TO CREATE ONE BRAND

STRUGGLING TO CREATE A COHESIVE BRAND
BECAUSE YOU LOVE SO MANY DIFFERENT STYLES
& AESTHETICS?? THIS GUIDE WILL INTRODUCE YOU
TO MY PROCESS SO YOU NEVER HAVE TO CHOOSE!



Hey!

I'M LUNE CASELLE

I believe in embracing the glorious strangeness that sets you apart, breaking free from the mundane, and challenging the never-ending journey of self-exploration. I do that by designing dark & dreamy brands for misfits like you! I also love helping business owners grow their businesses, which is why I'm offering this freebie to help you on your journey. Let's begin!

[MUSEANDMISFIT.COM](https://museandmisfit.com)

[@MUSEANDMISFIT](https://www.instagram.com/museandmisfit)





YOUR
BRAND'S
VISUALS
ARE LIKE
THE ICING
ON THE
CAKE.

Aesthetics are so much more than trending styles and labels ending in -core.

Aesthetics are what initially attracts someone to your business. They communicate the story of your brand instantly. They help you stand out from the competition. They ensure that your brand is recognizable and unforgettable.

Aesthetics are crucial when it comes to establishing a lifestyle brand and creating a community of enthusiastic customers & clients.

So yeah, the way your brand looks does matter.

It's. Really. Freaking. Important.

IS YOUR BRAND HAVING AN IDENTITY CRISIS?

Maybe your brand feels disjointed because you're attempting to mix multiple aesthetics that don't seem to go well together.

Or, maybe your brand is a watered down version of the vision you have for your business because you're not sure how to bring it to life in a cohesive way.

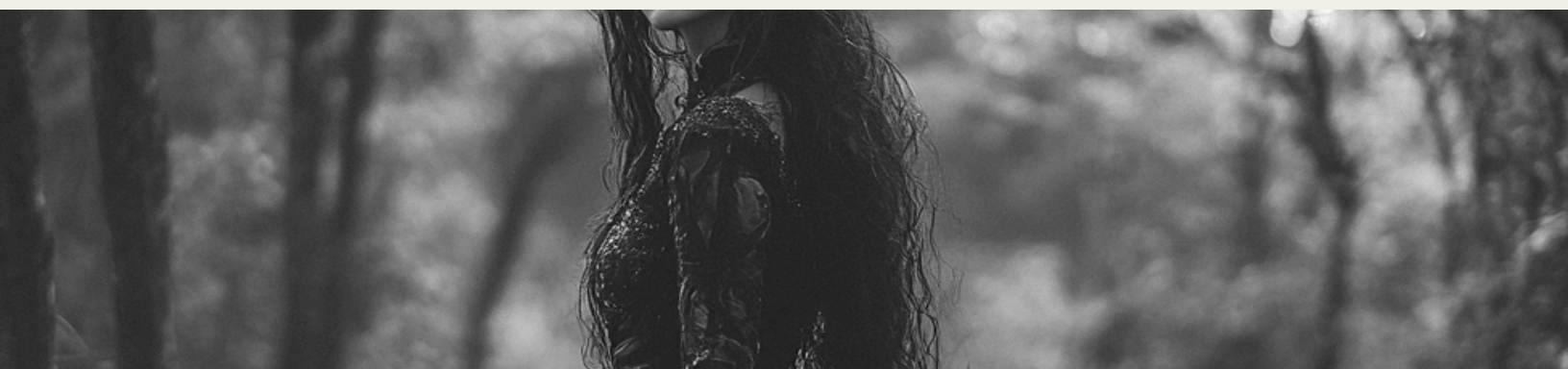
Either way, there are consequences!

If you, the brand owner, doesn't understand the aesthetic of your own brand, how can you expect your customers to understand it??

Any time a customer's experience looks or feels confusing or sketchy, it raises major red flags. *Is this a legit business? Is the product or service even worth the price?*

A lack of trust leads to a lack of sales.

Consistency is key to maintaining trust and meeting expectations.



Don't worry, I'M AN EXPERT

If you're thinking, "It's impossible to choose only one aesthetic for my brand because I love sooo many different styles"... you're not alone.

I am that person. Nearly every single one of my clients are that person too!

Because of that, I've gotten good at mixing aesthetics so you never have to choose.

I even created a series on Instagram Reels where I show you exactly how I do this. Be sure to check it out sometime: [@museandmisfit](#)






Gift OR A CURSE?

Sometimes loving multiple aesthetics can feel like a curse. it's easy to imagine how much easier life would be if you liked one aesthetic for your clothing, your home decor, and your brand.

But when it comes to your brand's visual identity, your love of different styles is actually a gift! By mixing multiple aesthetics, you're able to create something completely unique to your brand.

This allows you to stand out from the competition...even if they have similar vibes. Plus, it doubles your opportunity for attracting new clients and customers.



"THERE'S NO
WAY THE
STYLES I LIKE
WILL GO
TOGETHER!!"

Do your chosen aesthetics really not go well together or is it just in your head??

Just because you haven't seen it done before doesn't mean that it's impossible.

I have yet to find 2 styles that can't be tied together in some way - no matter how opposite or different they may be.

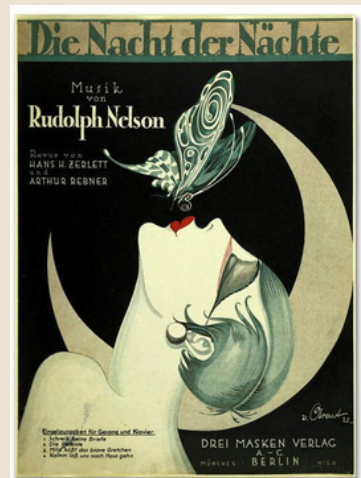
This is one of the reasons I build out full brands rather than giving you a single logo.

You can't put your entire identity into one logo. That's impossible. But an entire brand? Yeah, I can work with that.

Part One

FIND STYLES YOU LOVE

The easiest way to begin your search is by opening up Pinterest but you can use any method to collect images for your mood board. Simply save every image you're drawn to. Don't be afraid to add textures, illustrations, and photos. Save as many images as you'd like - this isn't an exact science.



Aesthetic IDEAS



Dark Academia



Bohemian



Grunge



Witchy



Fantasy



Victorian



Soft Academia



Cyberpunk



Vampire



Punk



Medieval



Gothic



Post Apocalyptic



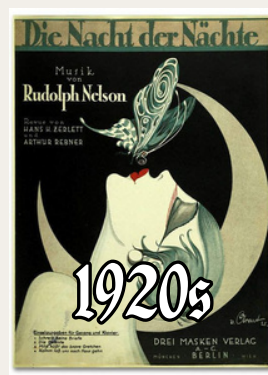
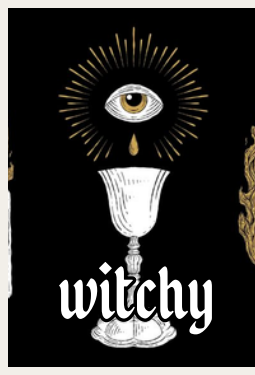
Whimsigothic



Baroque



Art Deco



Part Two

EXAMINATION+

Label each image with a style or aesthetic name. If you aren't sure what to call it, make something up! Then, see which style or aesthetic is featured the most in your collection of images.

For example, in the selection of images above, I see that 1920s has the most images.

Therefore, that will become my Primary Aesthetic. The other style becomes the Secondary.

Primary AESTHETIC

Your Primary Aesthetic will act as the backbone for the entire style of your brand. This is the foundation.

Secondary AESTHETIC

The Secondary Aesthetic will become the accent style. The flourish, if you will.

WARNING WARNING WARNING WARNING WARNING WARNING WARNING WARNING

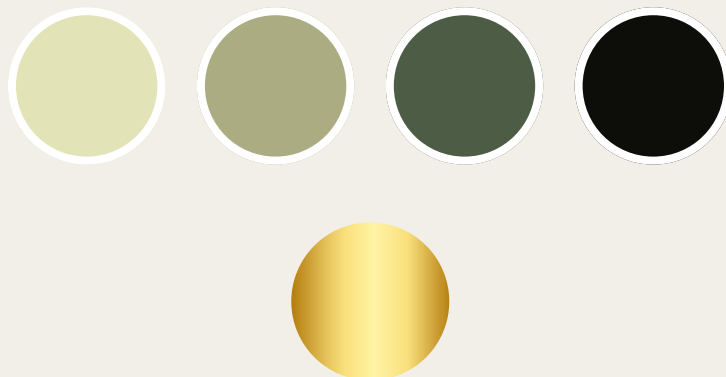
You may be tempted to choose more than 2 aesthetics. I know, I know. There are SOOO many styles you're obsessed with. Since you're still new to mixing styles, let's stick with 2. For now.

Part Three COMMON THEMES



Look for common themes between both of your chosen styles.
Are there a similar textures, colors, patterns, fonts, or imagery?

In my example, I see a lot of greens and golds. Color will
be a perfect way to tie these two aesthetics together.



Part Four

THE PERFECT MIX

Now, it's time to combine your Primary and Secondary Aesthetics to create something new.

Since 1920s is my Primary Aesthetic, I'd use a 1920s inspired typeface for the logo. Then, I'd add elements from my Secondary Aesthetic (witchy) to the chosen font. For imagery, I'd use a 1920s style graphic but give it some witchy influence.



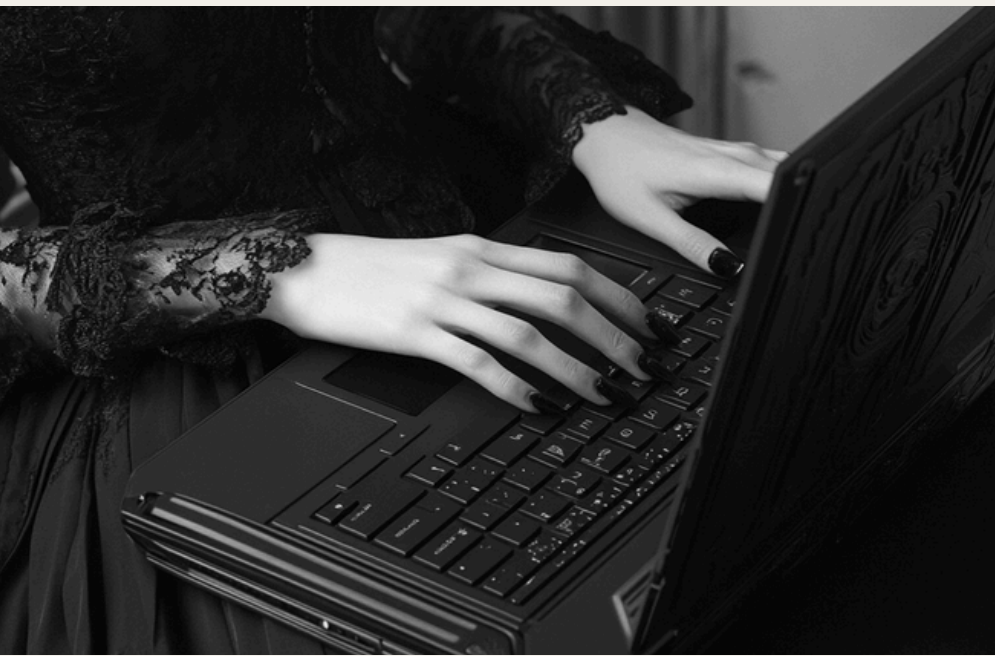
See how this method creates something that feels cohesive?

Now, it's your turn. TIPS



Avoid choosing styles and aesthetics that are currently trending if the sole reason you're choosing that style is because you like it in the moment. The trend will come and go, but your brand is something you should love for the next 5 to 10 years.

One of the coolest parts about using this guide to combine multiple aesthetics, is that there are so many different combinations you can create using the same 2 styles. If you try something and it misses the mark, try again...like making your Primary Aesthetic secondary and your Secondary Aesthetic primary.



LET ME HELP!

I hope this guide makes combining your favorite styles into one, cohesive brand a much easier process! But, if you still feel like something's missing, I can help.

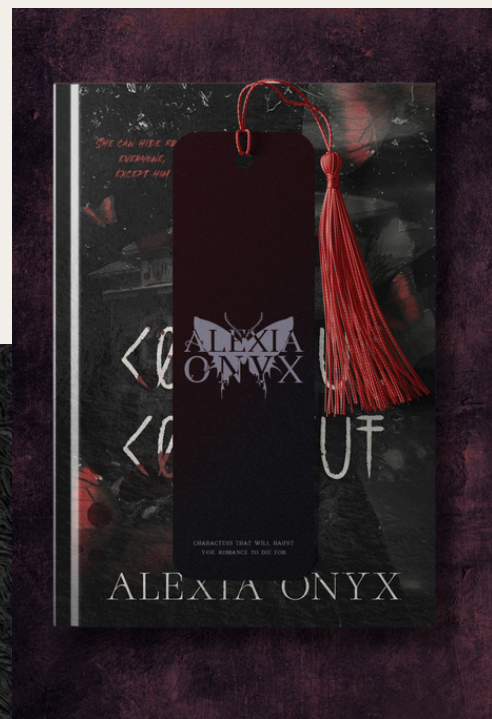
Creating a brand that mixes your favorite styles in a way that feels cohesive AND makes sense to your audience, can take a lot of practice. I have so many tricks up my sleeve and years of experience that takes this task from one that feels impossible, to one that feels like “where has this been my entire life?!”.

If you're ready to bring your dark & dreamy brand to life...let's work together!

Want to WORK WITH ME?

DARK & DREAMY BRANDS FOR MISFITS

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READY FOR YOUR CULT BRAND? READY FOR YOUR CULT BRAND? READY FOR YOUR CULT BRAND?

READY FOR YOUR CULT BRAND? READY FOR YOUR CULT BRAND? READY FOR YOUR CULT BRAND?



Imagine a brand where you get to show up as your true self everyday. A brand that inspires others to show up as their truest selves too. That's magic. I design brands for misfits. For dreamers. For strange & enchanted women like YOU.

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