REAU STUDIO · BRAND BOOK

BRAND IDENTITY · 2024

Vanessa Fabila

BRAND BUILD AND WEBSITE

Vanessa was dabbling in styling and wanted to move into the industry properly. She needed a portfolio and a cohesive brand to pitch herself for commercial styling work and to private clients. In short, she wanted to turn an interest into a business.

We built the business around her eye. The identity pairs a classic Bodoni with a confident red: editorial enough for a magazine credit, warm enough for a private client.

We directed the shoot that became her portfolio, packaged her services into clear offers for private clients, and built vanessafabila.com to show the work across editorial, artist styling, and film and TV.

DELIVERED

Brand Strategy & Positioning

Positioning · Messaging · Brand voice · Offer and package structure · Pricing structure

Creative Direction

Brand identity · Name lockup and monogram · Colour and typography · Photography direction · Portfolio shoot · Package one sheet

Websites & Platforms

Website design and development · Portfolio galleries · Enquiry page

IN THE FIRST 21 DAYS

4

New clients signed after her new website launched

SINCE 2024

80+

Styling jobs and clients landed



VANESSA FABILA, CHICAGO WARDROBE STYLIST
VANESSA FABILA

VANESSA
FABILA

RED ON WHITE

VANESSA
FABILA

WHITE ON RED



RED ON WHITE



INK ON STUDIO BLUE



WHITE ON RED

COLOUR

The palette

Red

#DA2C09

SIGNATURE

Ink

#0B0B0B

TYPE

White

#FFFFFF

GROUND

Off White

#F3EFE8

GROUND

Studio Blue

#B7CACA

PHOTOGRAPHY

WARDROBE & EVENT STYLING

STYLED BY

Vanessa Fabila.

HEADLINES

Bauer Bodoni

SUBHEADINGS

CANVA SANS

BUILDING THE VOICE

Warm, sharp and personal.

Her voice sounds like a friend with very good taste: clear about what she does, personal with every client, and never stiff.

Direct	Says what she does in a sentence.
Personal	Speaks to one client at a time, as “you”.
Playful	Light, lowercase and full of life.
Assured	Confidence first, in every outfit.

A personal style that puts you and your confidence at the forefront of every outfit.

IN HER WORDS

I

Editorial

STYLING

II

Artist

STYLING

III

Film

& TELEVISION







THE PORTFOLIO SHOOT



PHOTOGRAPHY DIRECTION
VANESSA FABILA







IN BLACK AND WHITE

REAU STUDIO

She came to us with an interest.
She left with a business.

Begin your own chapter ↗

REAU STUDIO

REAUSTUDIO.COM · NOW TAKING ENQUIRIES FOR 2027