

PAULA AMBROSIO

INTERIOR DESIGN

SPACES FOR A MORE MEANINGFUL LIFE

Branding, Visual Identity & Digital Styleguide

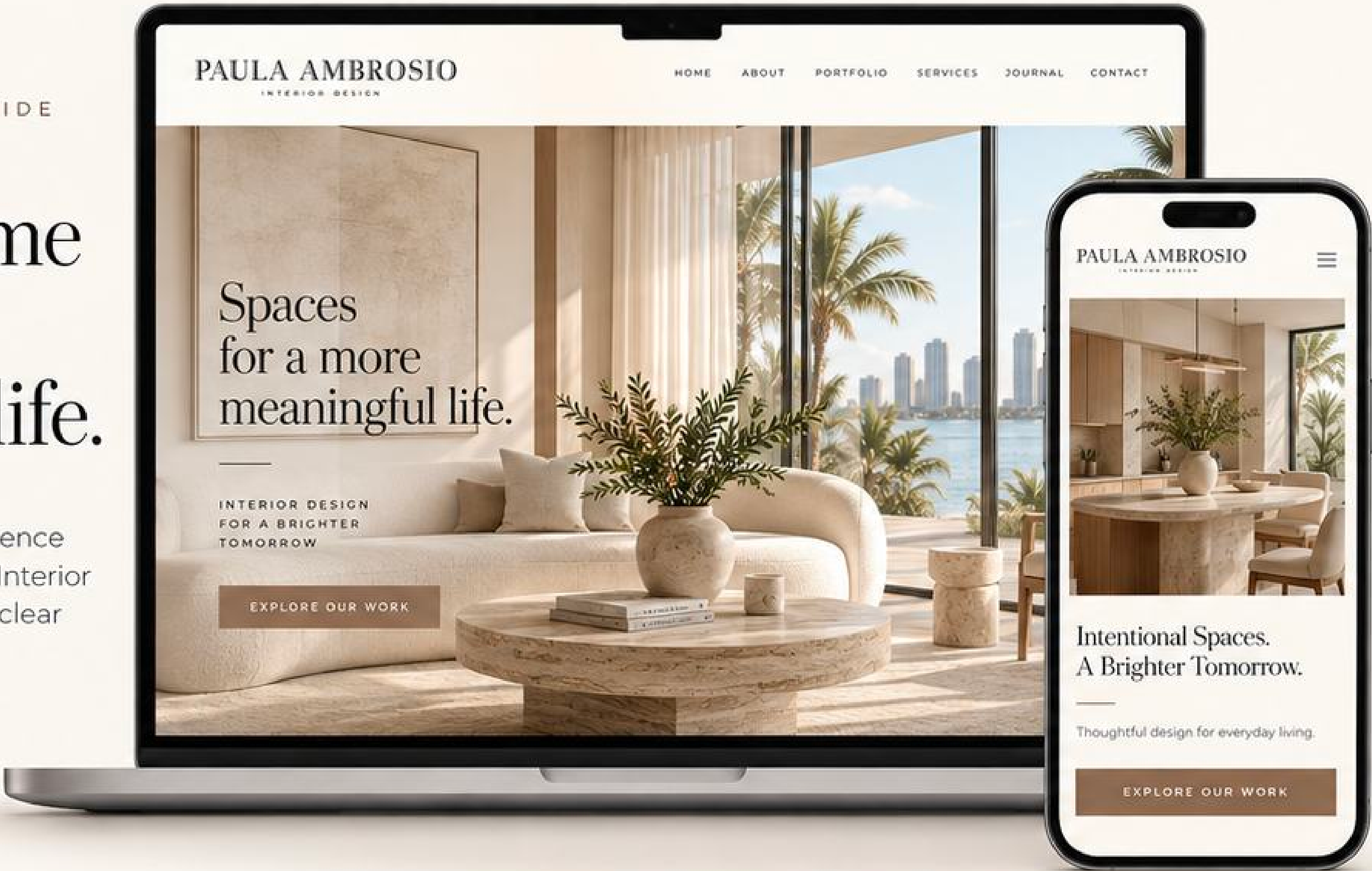
PAULA AMBROSIO INTERIOR DESIGN

A refined visual direction for a more
beautiful, intentional tomorrow.



A digital home
for a more
meaningful life.

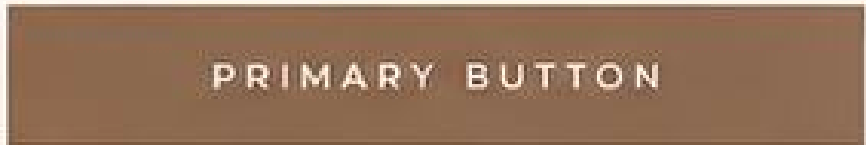
A refined, intuitive online experience
that brings the Paula Ambrosio Interior
Design brand to life—elevated, clear
and beautifully considered.



NAVIGATION (DESKTOP)

HOME / ABOUT / PORTFOLIO /
SERVICES / JOURNAL / CONTACT

BUTTONS



SECTION HEADING EXAMPLE

Our Work

Beautifully considered interiors, designed
for how you live today and tomorrow.

COLOR TOKENS



TYPE TOKENS

Didot Regular

Loew Bold

Open Sans Regular

PAULA AMBROSIO

INTERIOR DESIGN

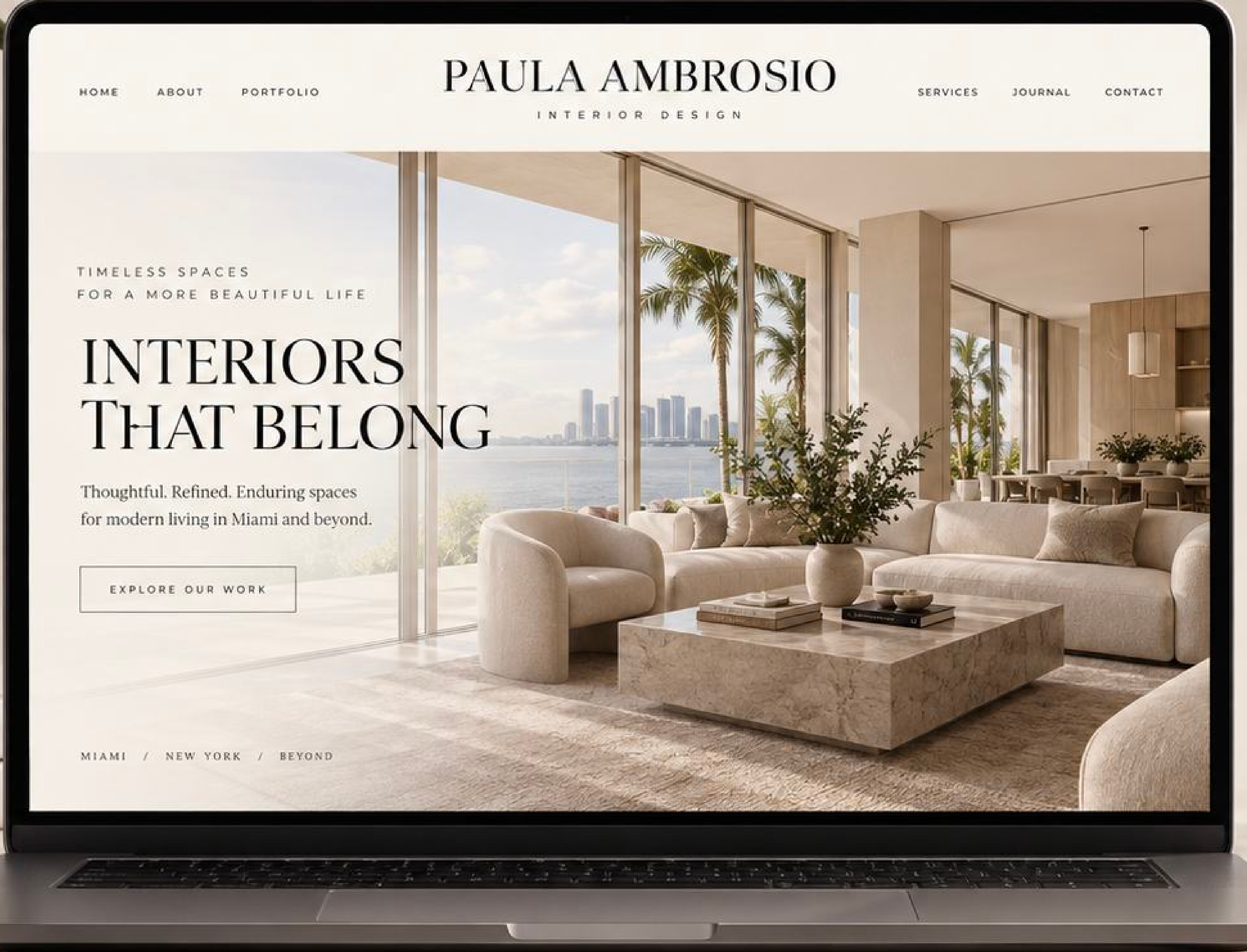
05 / ART DIRECTION

A more meaningful visual world

The visual direction is bright, timeless, warm and architectural—rooted in quiet luxury and natural materiality.

BRIGHT / TIMELESS / WARM /
ARCHITECTURAL / QUIET LUXURY





PAULA AMBROSIO

INTERIOR DESIGN

03 / COLOR PALETTE

A refined palette for a more meaningful life.

The color palette is intentional and timeless—rooted in natural hues, architectural materials and quiet luxury.



BLACK
#000000

For authority



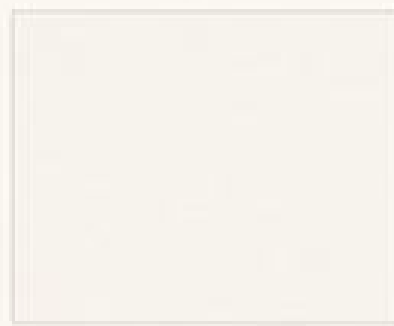
TAUPE
#8C6A54

For warmth



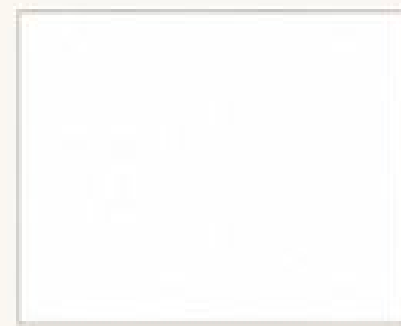
SAND
#CEB297

For soft accents



IVORY
#F9F5F0

For atmosphere



WHITE
#FFFFFF

For balance



A mark of a brighter tomorrow.

The Paula Ambrosio logo is elegant, timeless and editorial. It should always appear with generous breathing room and must never be stretched, retyped or modified.



PRIMARY MARK



INVERSE MARK



CLEAR SPACE



Maintain a clear space equal to the height of the letter 'A' around the entire logo.

MINIMUM SIZE

PAULA AMBROSIO
INTERIOR DESIGN

1.5 in (print) / 120 px (digital)

USAGE PRINCIPLES

- Maintain clear space
- Preserve legibility
- Do not alter proportions
- Use approved colorways only
- Keep a minimum size

PAULA AMBROSIO

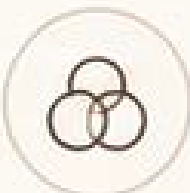
INTERIOR DESIGN

07 / DESIGN.MD

Website Design System

IMPLEMENTATION RULES

A consistent, refined system creates a seamless experience across every page. These guidelines ensure the website feels cohesive, elevated and true to the Paula Ambrosio Interior Design brand.



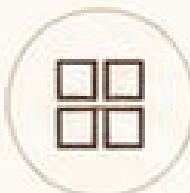
01 DESIGN TOKENS

- Refined color palette
- Consistent spacing
- Reusable styles
- Unified visual language



02 TYPOGRAPHY SCALE

- Elegant type hierarchy
- Clear readability
- Consistent usage
- Defined for all devices



03 GRID & SPACING

- 12-column system
- Generous white space
- Consistent margins
- Balanced proportions



04 BUTTONS & LINKS

- Clean, minimal design
- Clear states (default/hover)
- Consistent behavior
- Accessible and intuitive



05 IMAGERY

- Natural, elevated aesthetic
- Consistent tone and light
- People-optional
- Lifestyle-driven storytelling



06 COMPONENTS

- Reusable modules
- Flexible and scalable
- Consistent styling
- Easy to maintain



07 ACCESSIBILITY

- WCAG 2.1 AA compliant
- High contrast and legibility
- Keyboard navigation
- Inclusive user experience



08 PERFORMANCE

- Optimized assets
- Clean, efficient code
- Fast load times
- Seamless on all devices



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INTERIOR DESIGN

01 / BRAND ESSENCE

Designing spaces around the way people truly live.

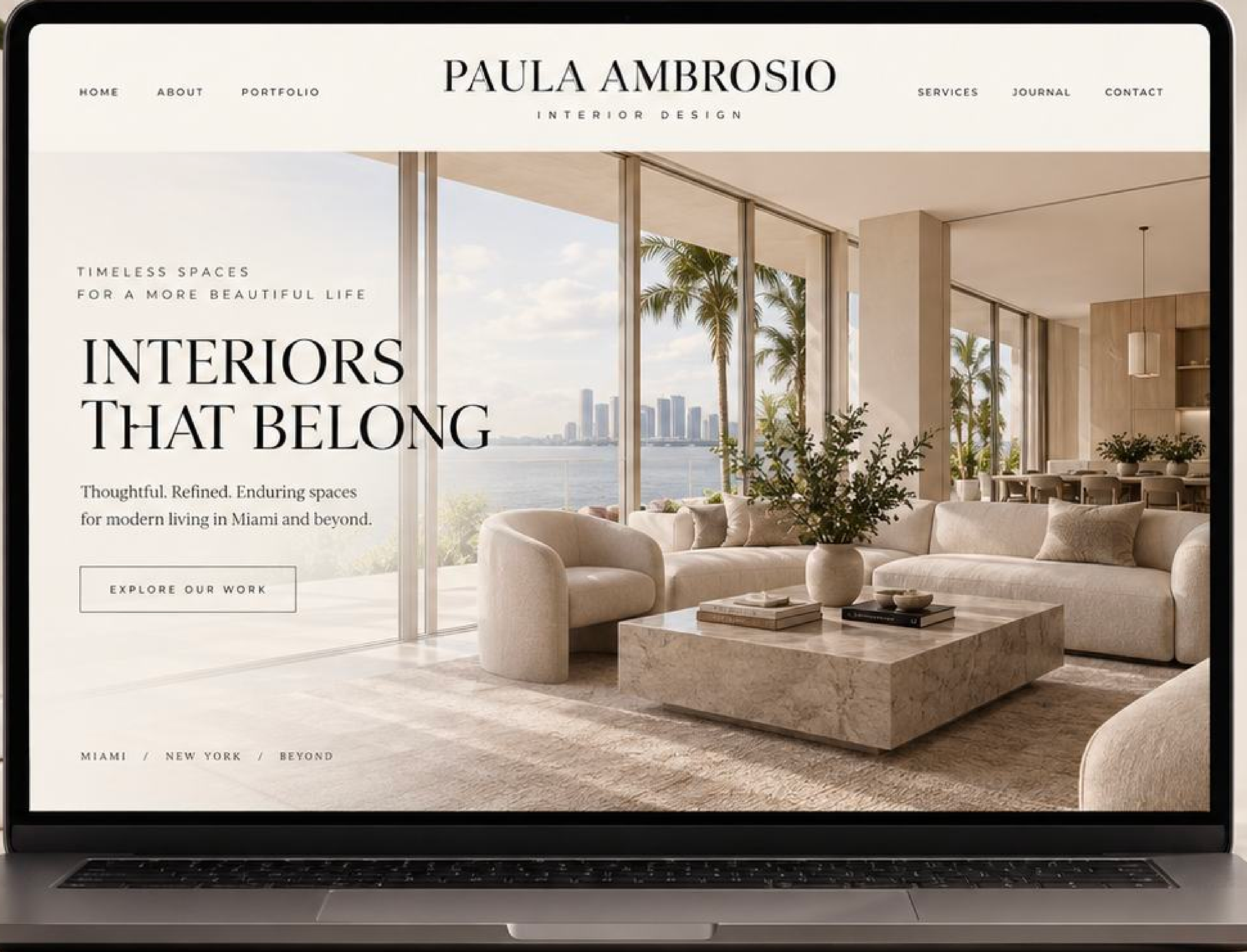
Paula Ambrosio Interior Design creates sophisticated, seamless environments that feel as good as they look. The work is timeless, warm and architectural—designed for a more meaningful everyday.

SOPHISTICATED / SEAMLESS / TIMELESS / WARM / ARCHITECTURAL

MIAMI / INTERIOR DESIGN / LIFESTYLE / ALWAYS A HIGHER STANDARD



DESIGN LIVES HERE



PAULA AMBROSIO
INTERIOR DESIGN

PAULA AMBROSIO
INTERIOR DESIGN

HELLO@PAULAAMBROSIO.COM
WWW.PAULAAMBROSIO.COM

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SPACES FOR A MORE MEANINGFUL LIFE

PAULA AMBROSIO
INTERIOR DESIGN

AT HOME IN MIAMI
ENFOLK HOME

PAULA AMBROSIO
INTERIOR DESIGN

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INTERIOR DESIGN

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INTERIOR DESIGN

A stone wall with a plaque for Paula Ambrosio Interior Design. The wall is made of large, light-colored stone blocks. The plaque is a rectangular stone slab with the name 'PAULA AMBROSIO' in large, dark, serif capital letters, and 'INTERIOR DESIGN' in smaller, dark, sans-serif capital letters below it. To the left, a dark vase with a plant sits on a stone pedestal. To the right, a plant in a stone pot is visible.

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April 12, 2024

Dear Client,

Thank you for the opportunity to collaborate. We believe exceptional spaces have the power to elevate everyday life, and we're honored to be part of your journey.

Our studio is dedicated to creating timeless, livable interiors that reflect your unique story. We look forward to what we can create together.

Warmly,

Paula Ambrosio
FOUNDER & CREATIVE DIRECTOR

PAULAAMBROSIO.COM

SPACES
PEOPLE
BELONG IN

PAULA AMBROSIO
INTERIOR DESIGN

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Thank You