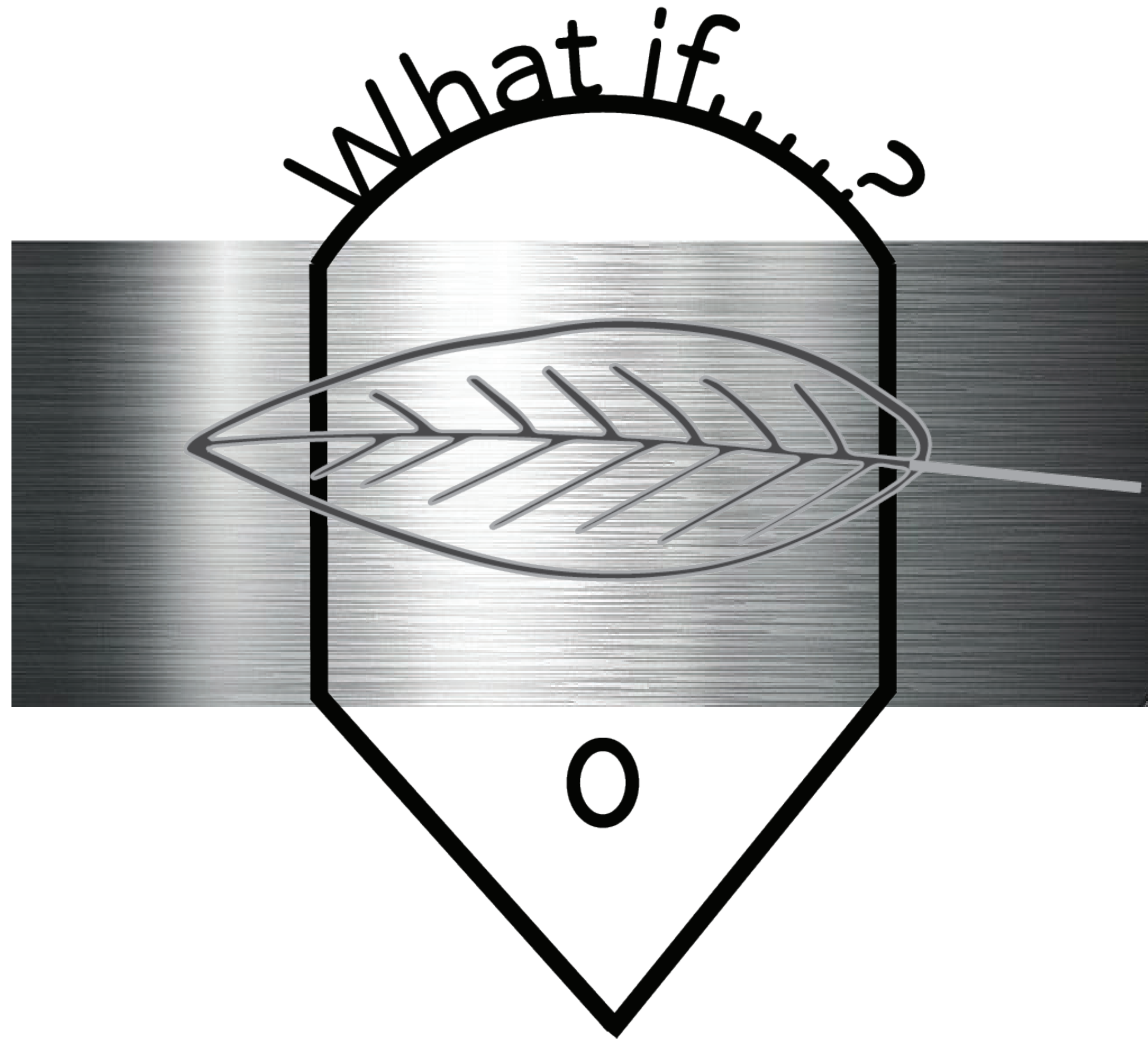


Marley Jacobs + FASM 210 + Prof. White + Summer 2023



Marley Jacobs + FASM 210 + Prof. White + Summer 2023

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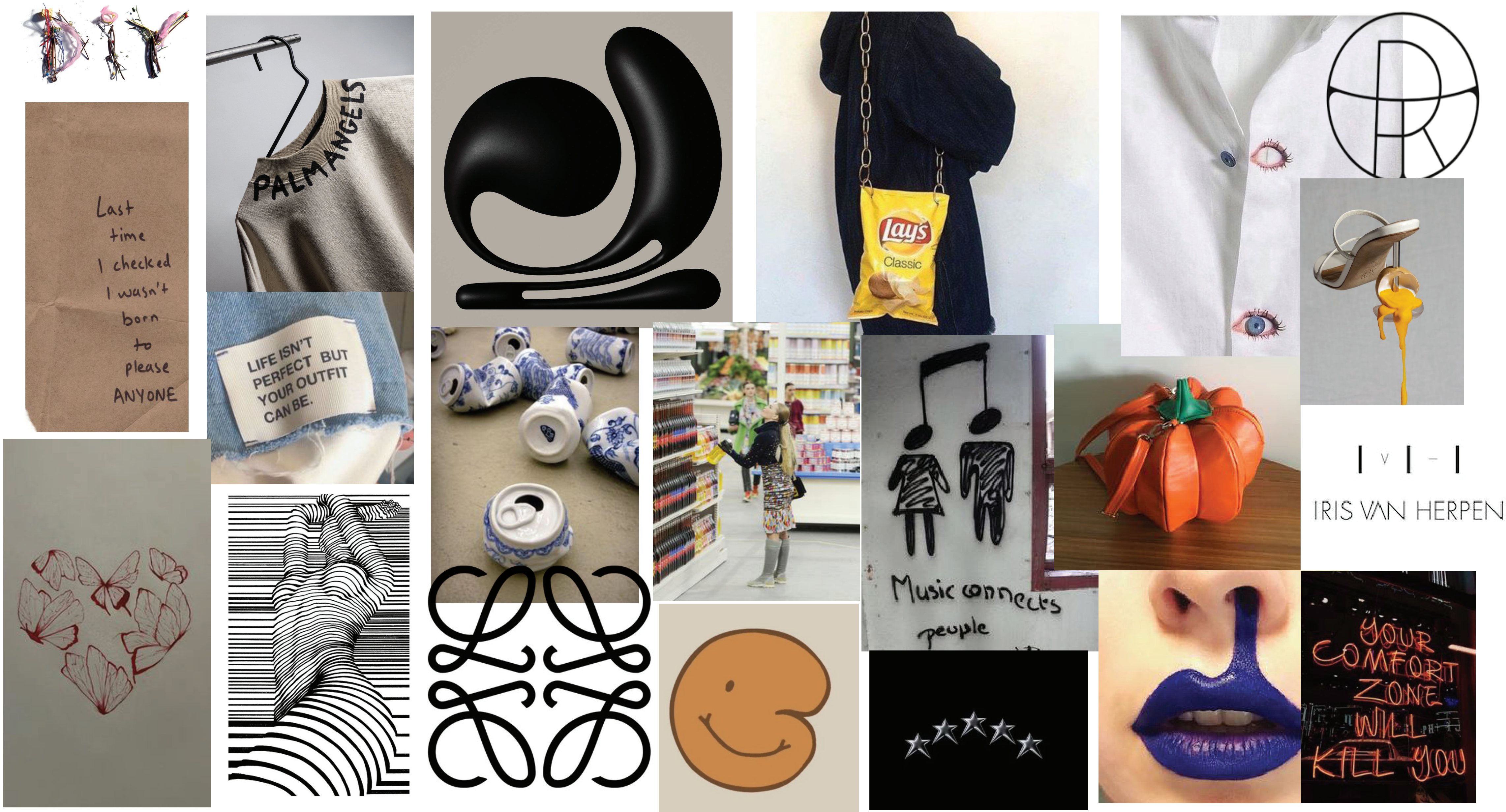
- 1+ Design board
- 2+ Design board
- 3+ Personal board
- 4+ Key words
- 5+ Brand Statement
- 6+ Preliminary Logo Sketches
- 7+ Font and Typeface hierarchy
- 8+ Refined Logo Design directions
- 9+ Top 3 Logo Design directions
- 10+ Color Story
- 11+ Final Visual Identity System
- 12-19+ Mockups



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WHAT IF WE COULD LITERALLY WALK ON EGG SHELLS ?



WHAT IF WE BLED LIPSTICK AND OUR TEARS WERE EYELINER ?





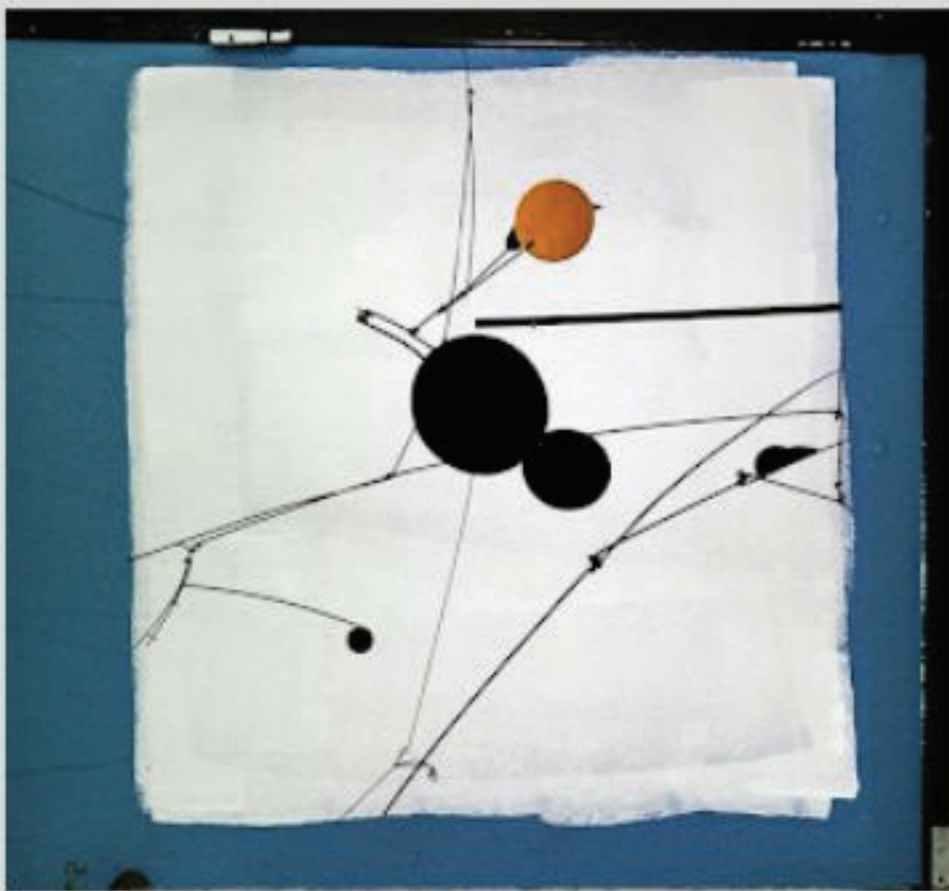
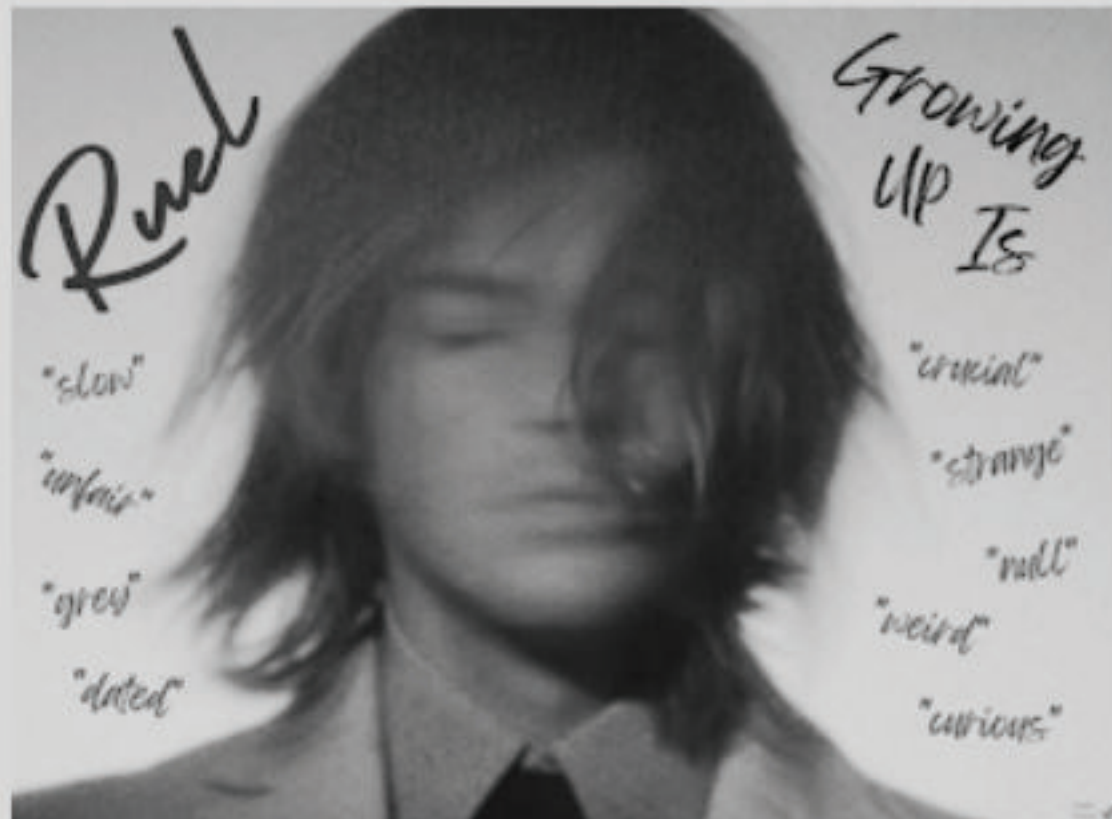
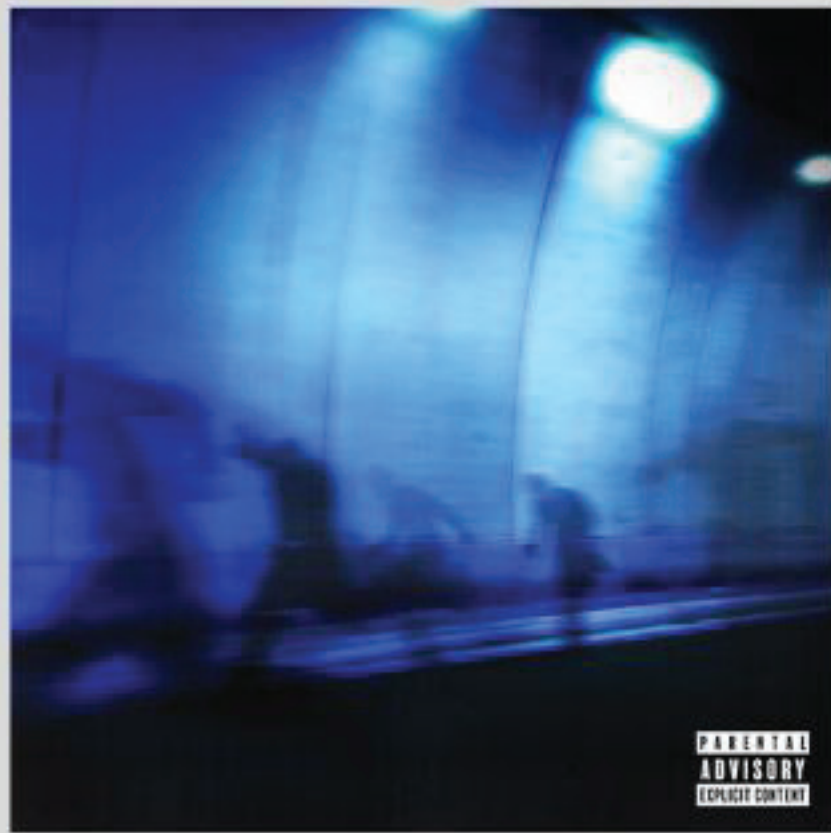
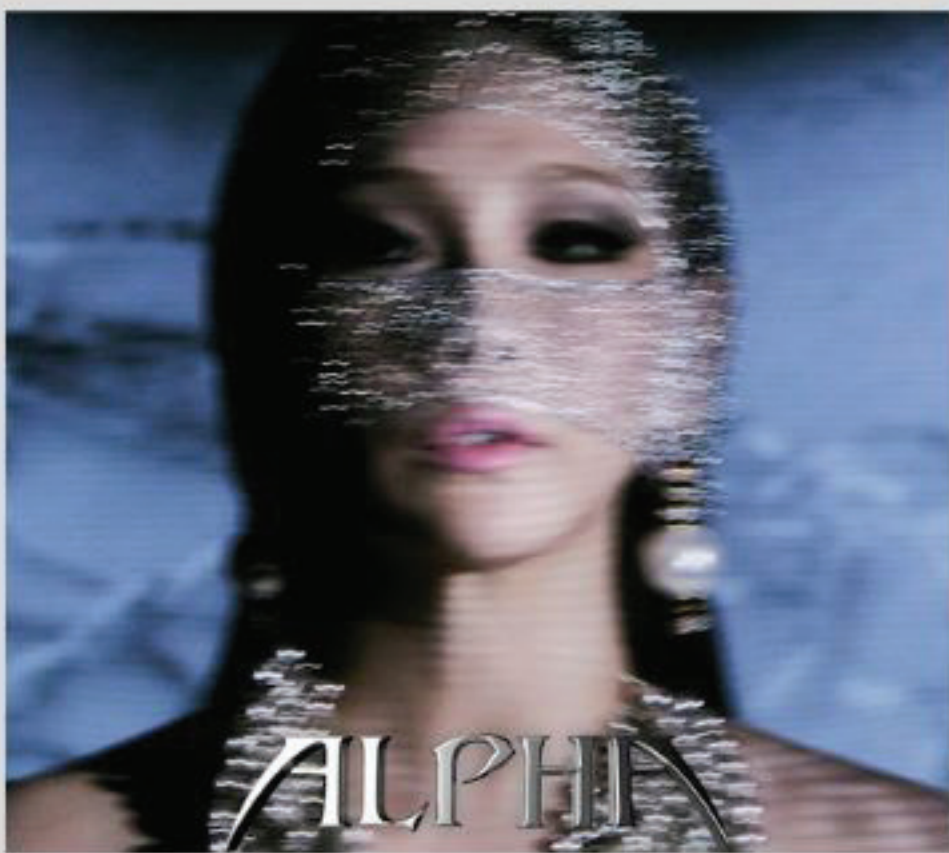
# WHAT IF PHOTOGRAPHY COULD ACHIEVE THE IMPOSSIBLE ?



DESIGN BOARD









# KEYWORDS



THOUGHT PROVOKING  
UNSERIOUSLY FUNCTIONAL  
FEARLESS  
BEAUTIFULLY GORY  
METALLIC ENTHUSIASM  
EVER CHANGING & FREE FLOWING  
ANATOMICAL  
CALMLY CHAOTIC  
UNLIMITED TENACITY  
ASYMMETRICAL & INVERTED



KEYWORDS



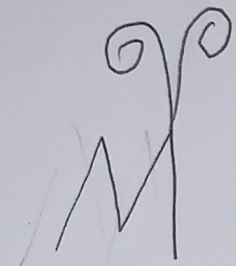
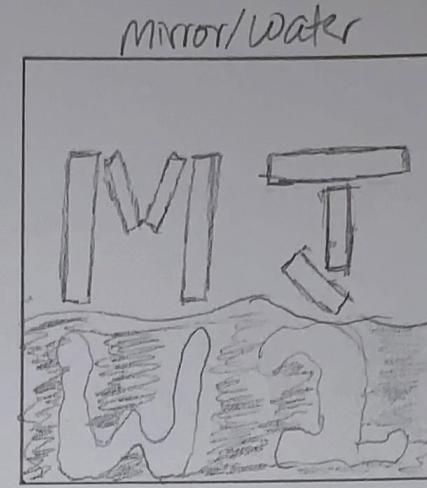
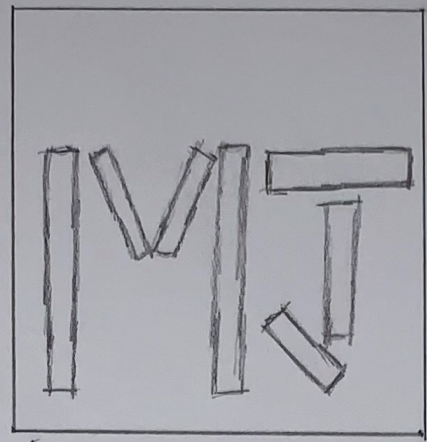
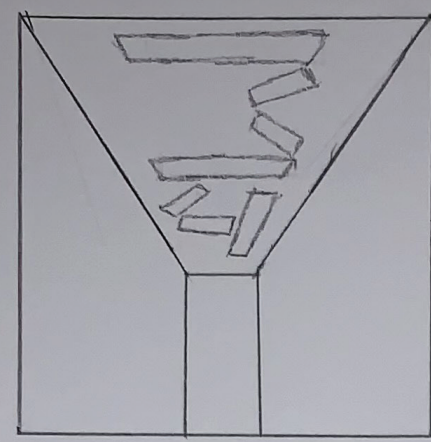
# BRAND STATEMENT

WHAT IF FASHION COULD PIQUE YOUR CURIOSITY AND  
GIVE ANSWERS ALL AT ONCE ?

BRAND STATEMENT



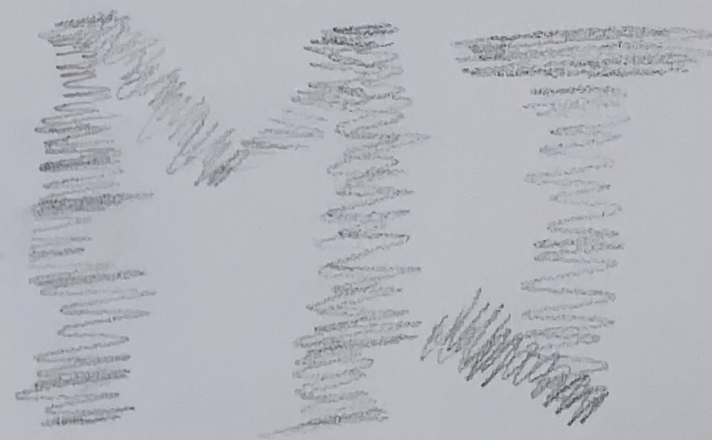
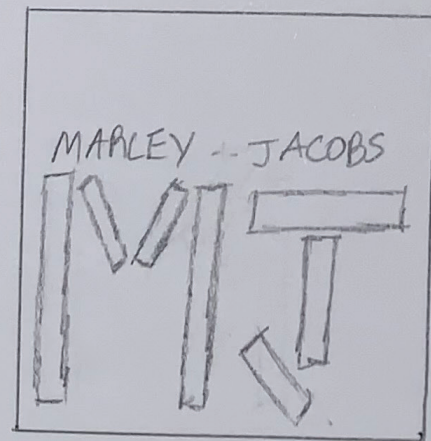
# PRELIMINARY SKETCHES



Marley

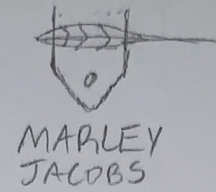
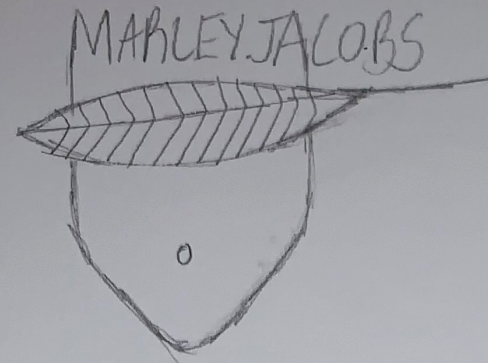
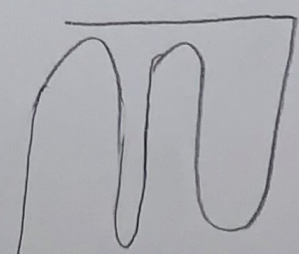
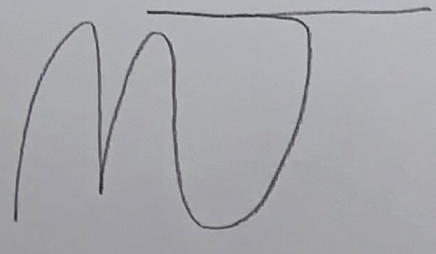
Marley

Marley  
+  
Jacobs

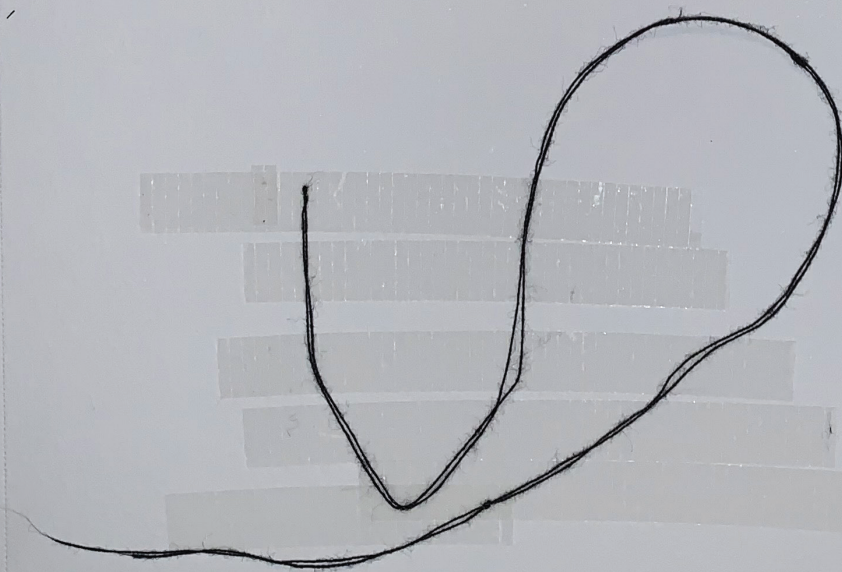
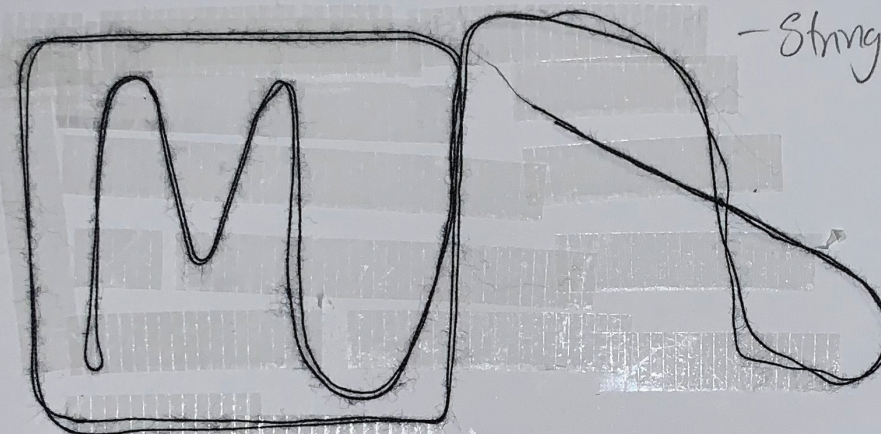


Mirley Jacobs

MARLEY JACOBS



## - String Exploration



- wind

- leaf

JACOBS


- Hangel

MARLEY JACOBS

- Hanger

- Hanger

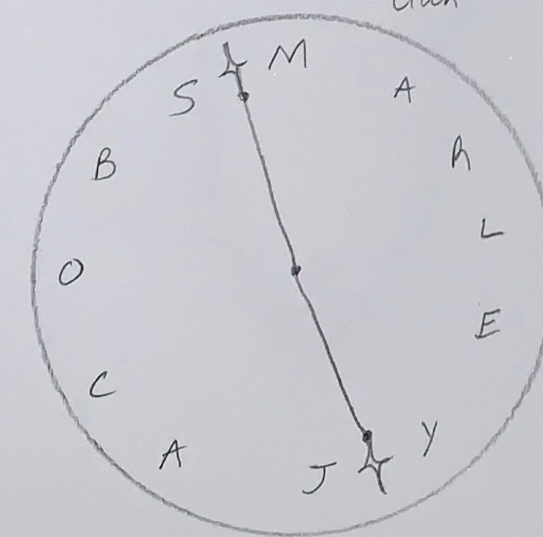
MARLEY JACOB



- Hangers

MARLEY JACOBS

- Clock

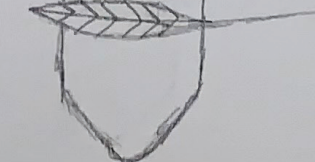


- press on hanger

MORLEY  
JACOBS

MARLEY  
JACOBS

MARLEY  
JACOB



# BEGINNARY SKETCHES



# HEADER

ENGRAVERS MT- ALL CAPITAL LETTERS

## SUBHEADER

MINION PRO- ALL CAPITAL LETTERS

Body

Quiverleaf cf- Regular

SPECIALTY

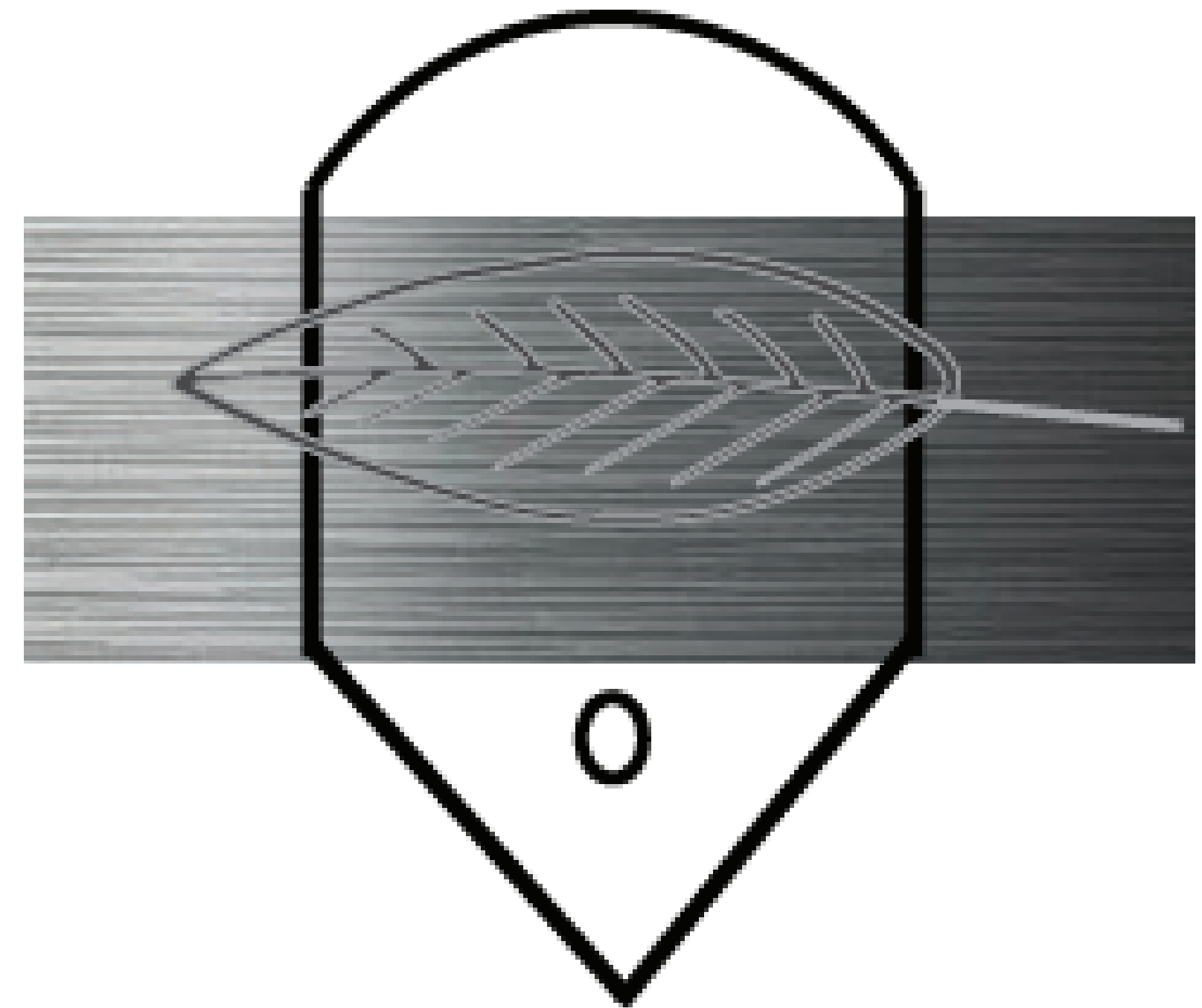
(HANTAL LIGHT

P22 Eaglefeather (OTF)

**Bold**

**Koplik bold**

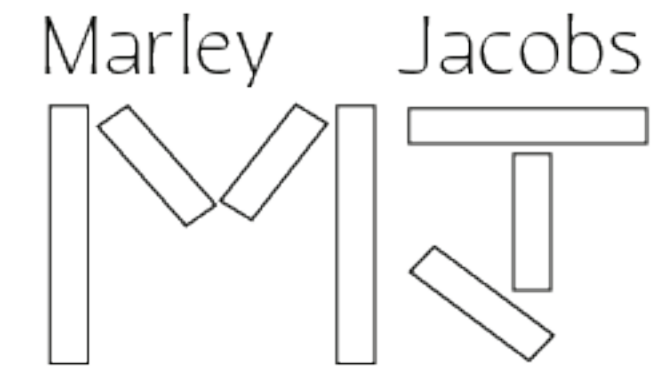
Who goes on top and  
who goes in the middle?



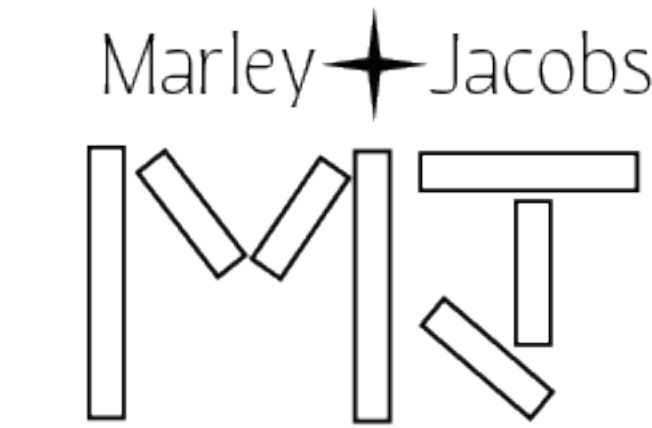




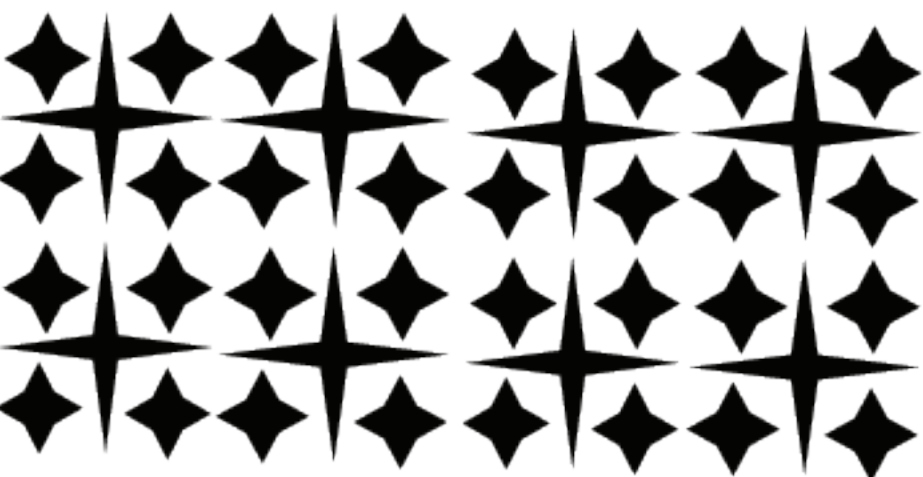
Horizontal Wordmark



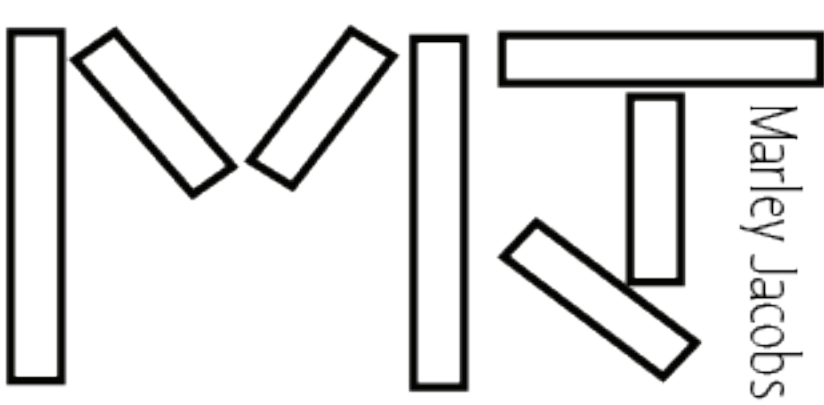
Horizontal wordmark + Icon



Horizontal wordmark + Icon



Pattern



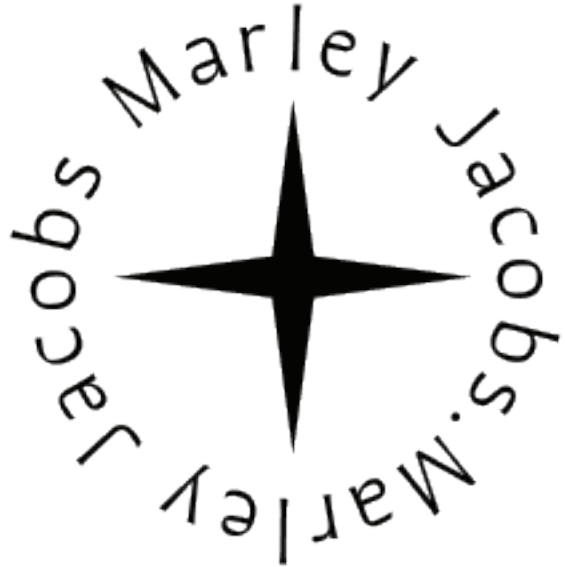
Special Mark 1



Special Mark 2



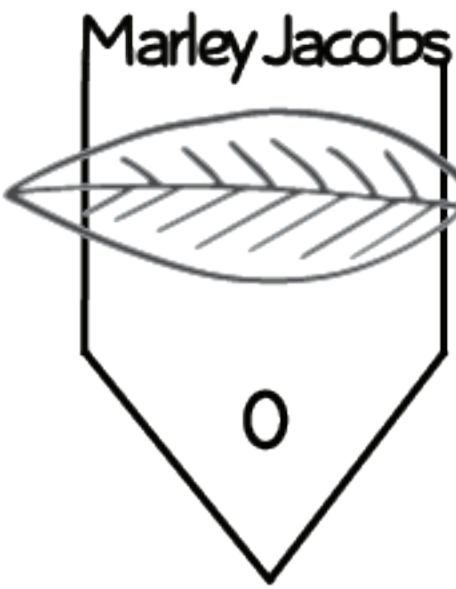
Stacked Wordmark



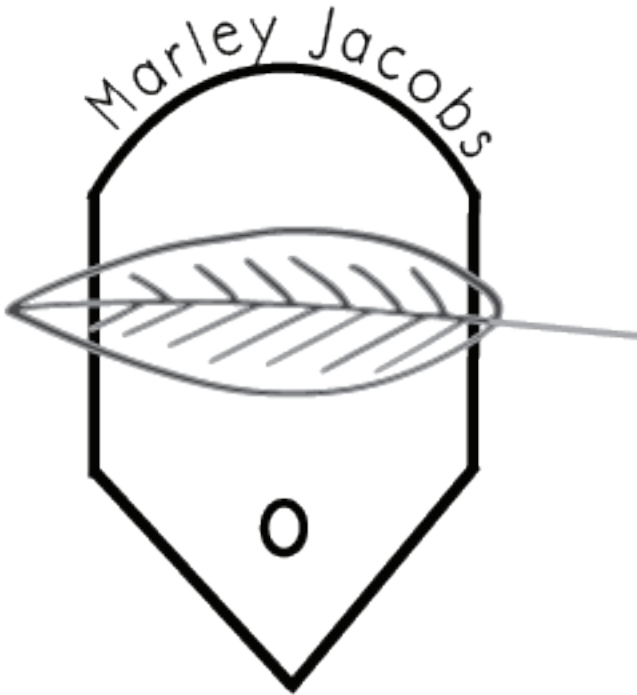
Badge/Stamp Logo

Marley Jacobs

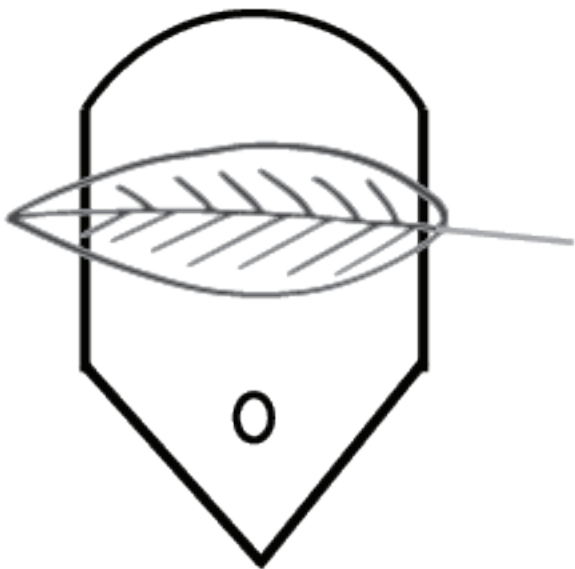
Display (Specialty typeface)



Special Mark 3



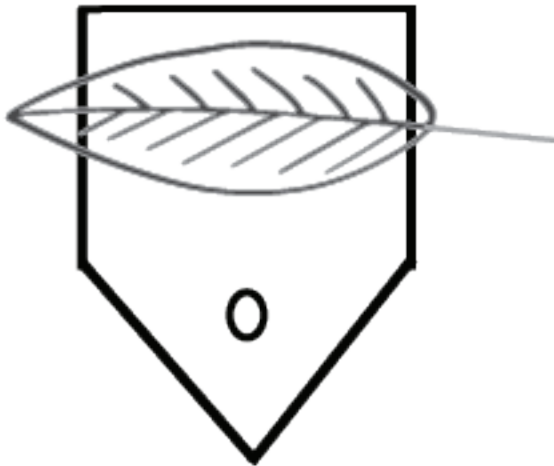
Special Mark 4



Icon/Logomark



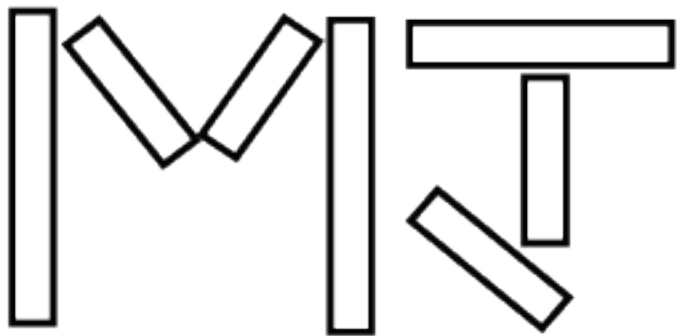
Monogram- Silver



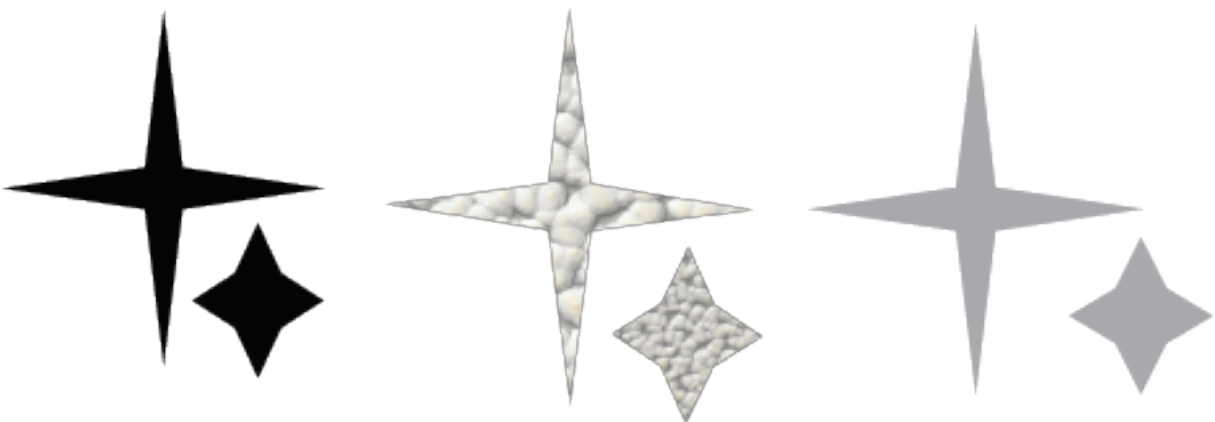
Icon/Logomark



Specialty Logo



Monogram logo- No fill



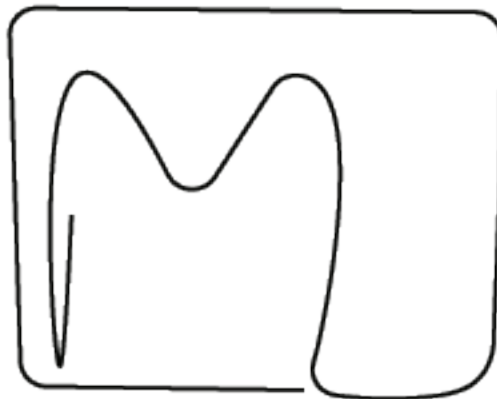
Icon/ Logomark



Lettermark



Monogram



Monogramlogo- String

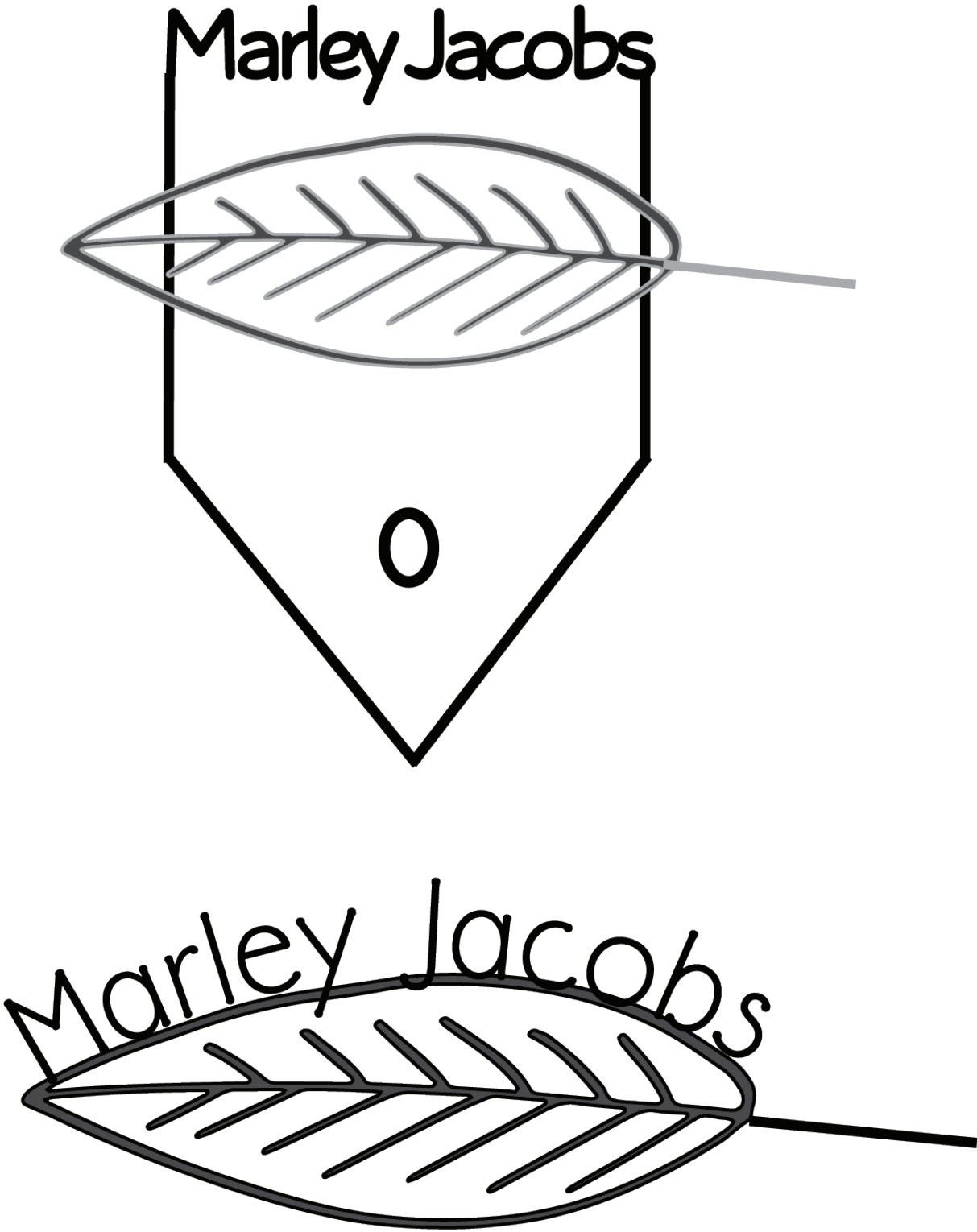


Monogramlogo- Black fill

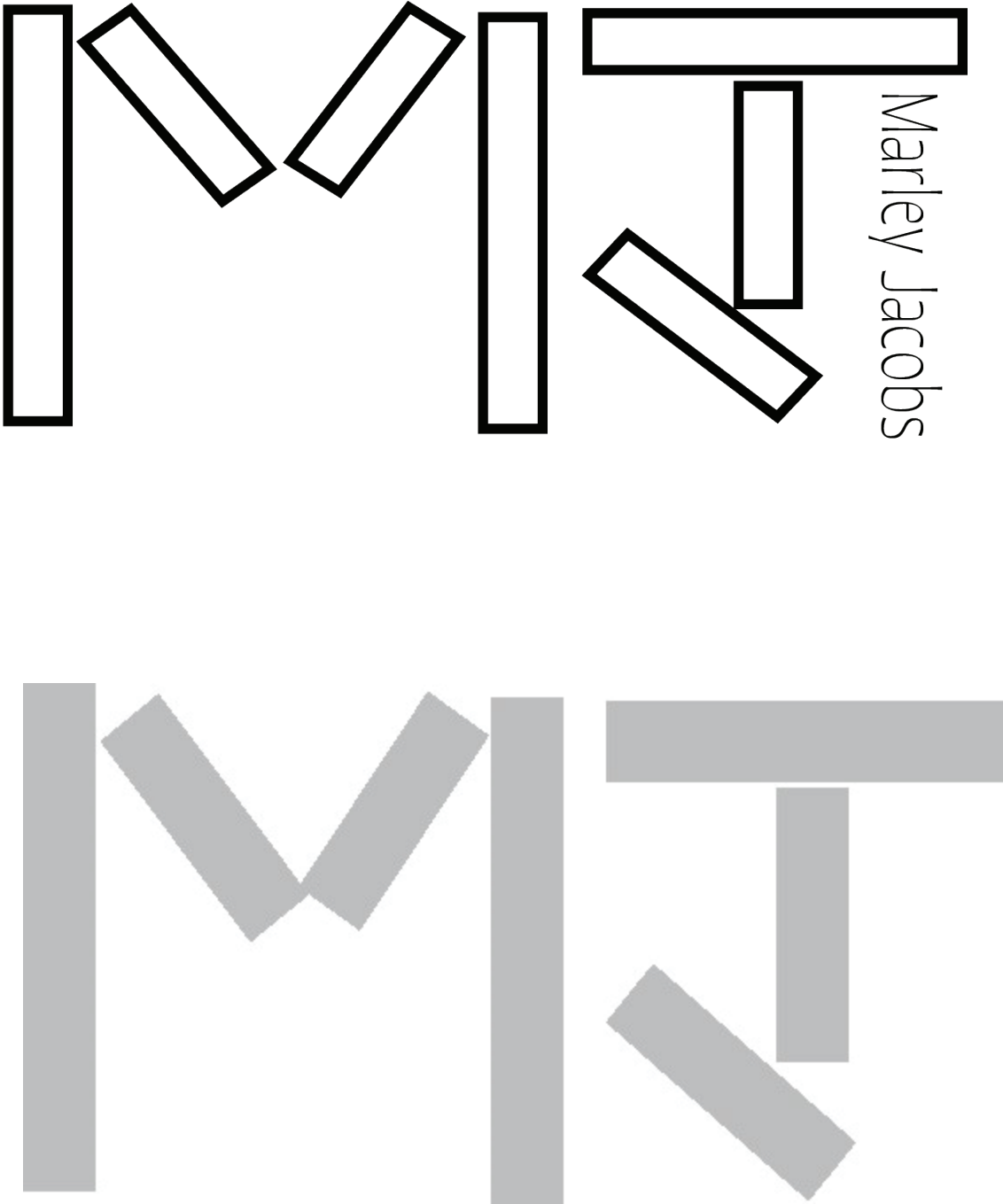


REFINED LOGO DESIGN DIRECTIONS

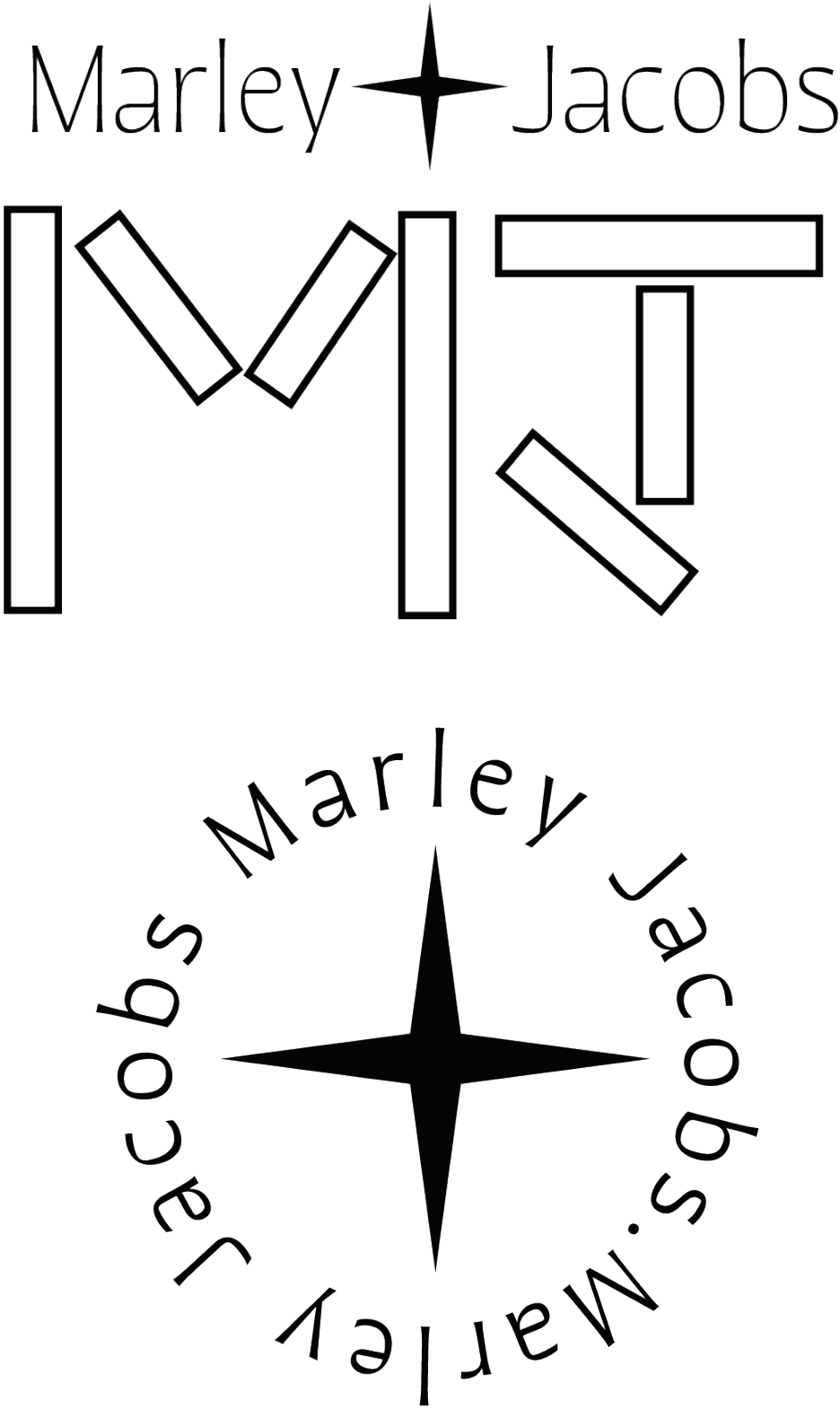
1.Inspired by stylized croquis



2.Inspired by wraparound lights



3. Inspired by wraparound and stars



REFINED LOGO DESIGN DIRECTIONS



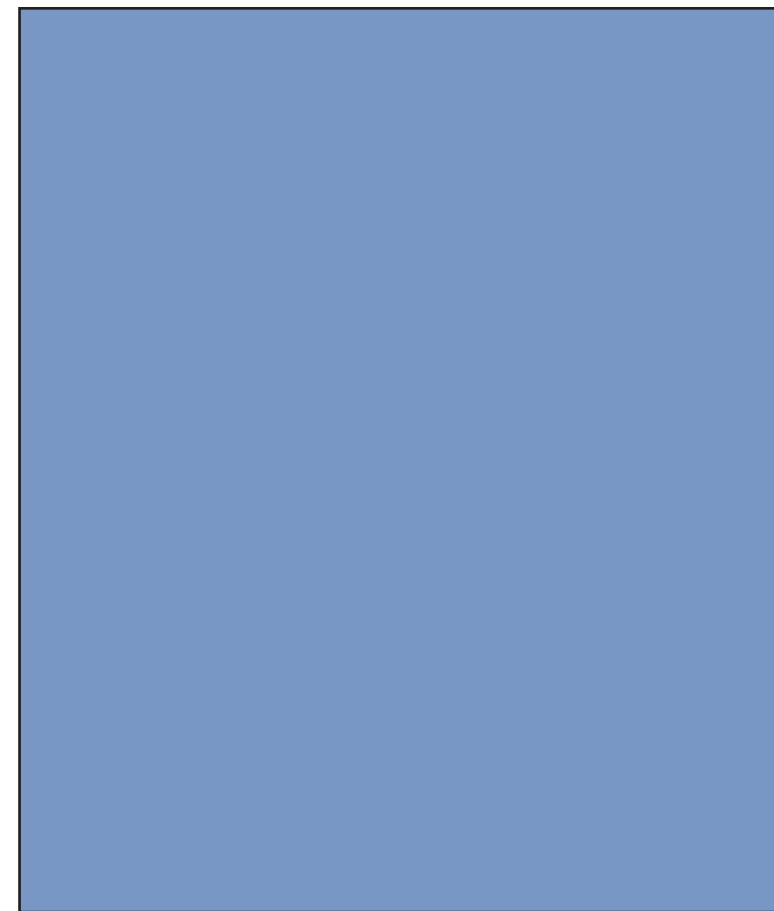
# WHAT IF PEOPLE COLORS COULD TALK?



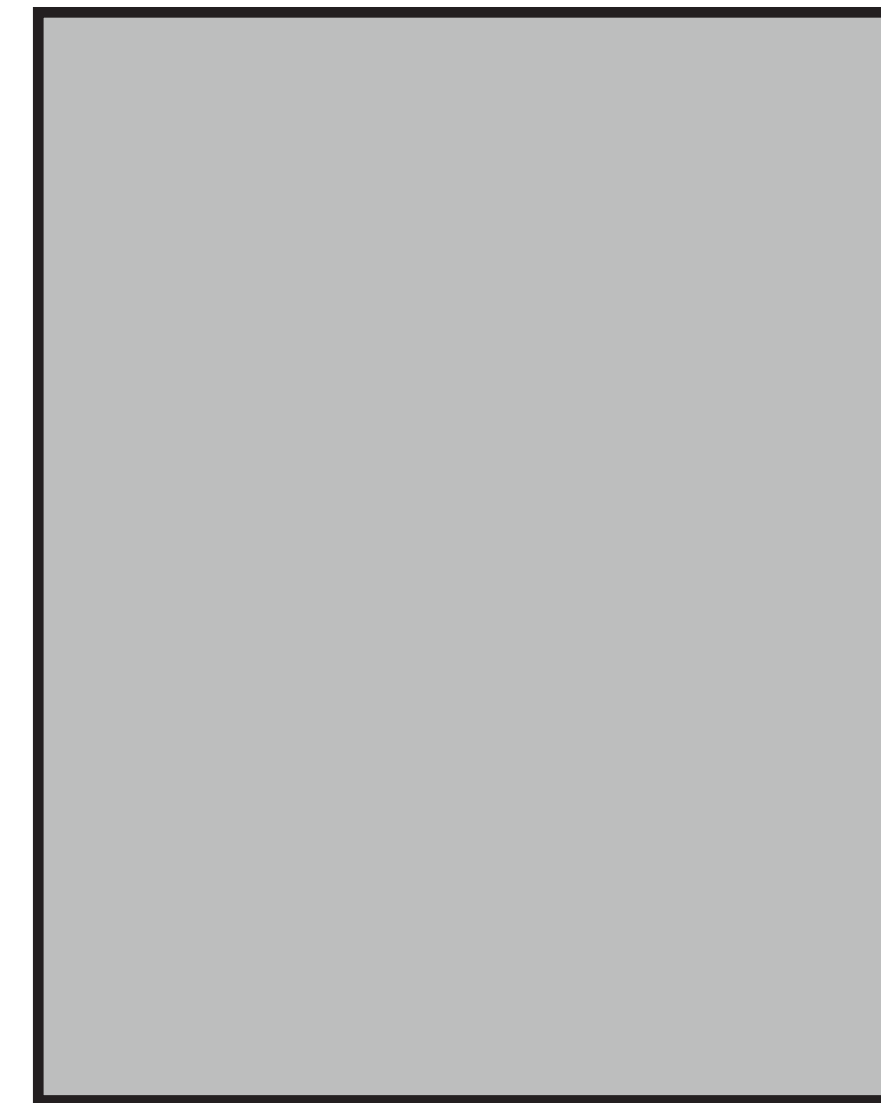
CMYK 0, 0, 0, 100  
RGB 0,0,0  
HEX #000000



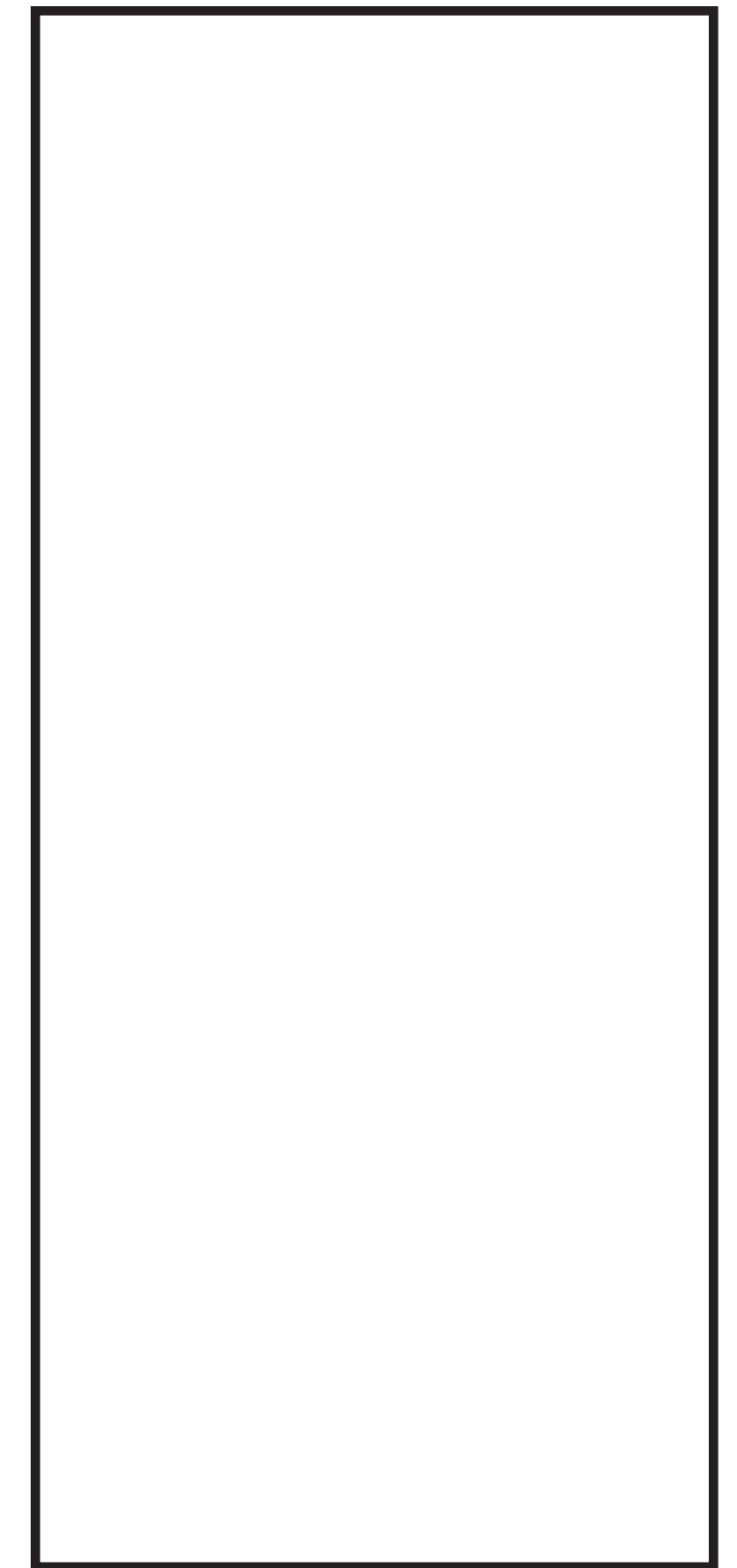
CMYK 87, 59, 44, 26  
RGB 41, 82, 100  
HEX #295264



CMYK 55, 33, 6, 0  
RGB 121,152,196  
HEX #7998c4



CMYK 26, 20, 20, 0  
RGB 189, 190, 191  
HEX #bdbebf



CMYK 0,0,0,0  
RGB 255, 255, 255  
HEX #ffffff

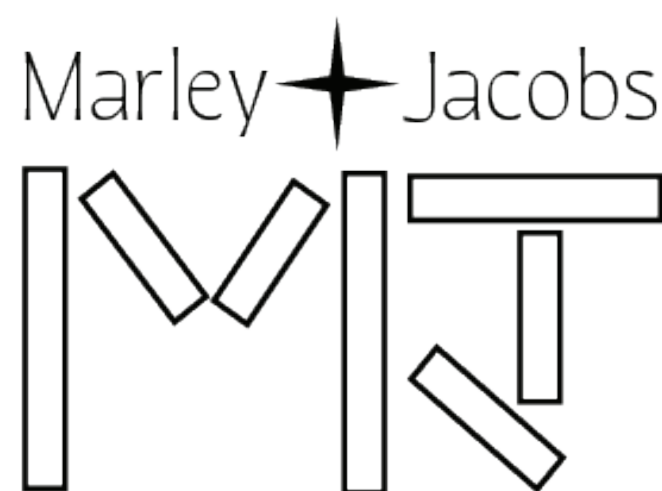
WHAT IF PEOPLE COLORS COULD TALK?



FINAL VISUAL IDENTITY SYSTEM



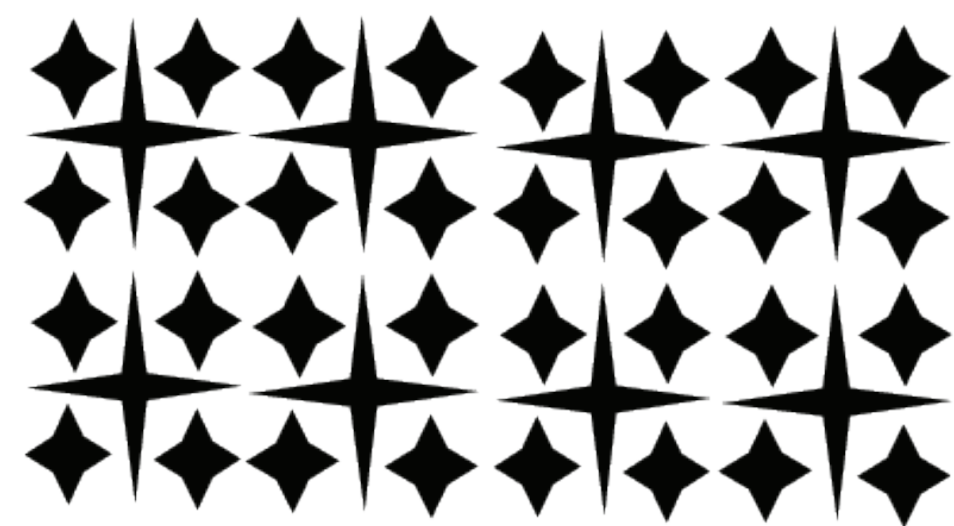
Badge/Stamp Logo



Horizontal wordmark + Icon



Lettermark - Black



Pattern

Marley Jacobs

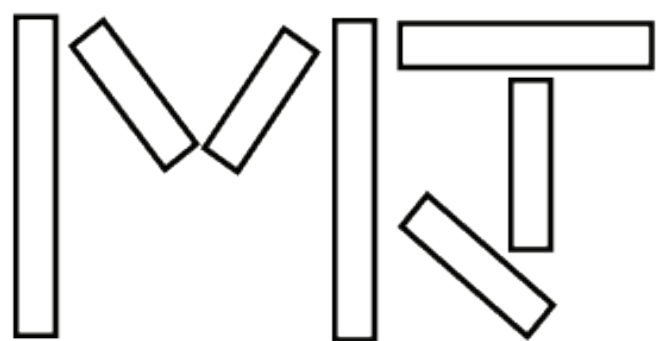
Horizontal wordmark



Watermark

Marley  Jacobs

Horizontal wordmark with star



Lettermark - Outline



Icon/ Logomark 1



Icon/Logomark 2



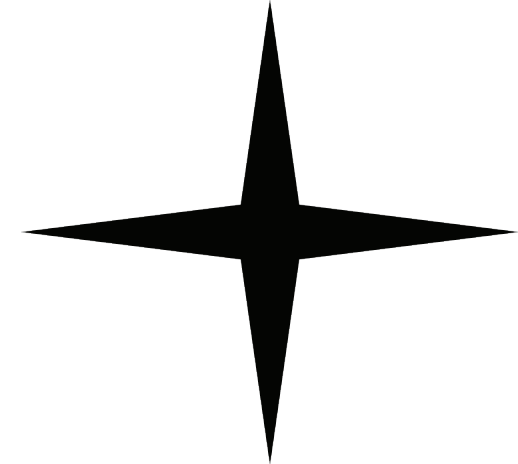
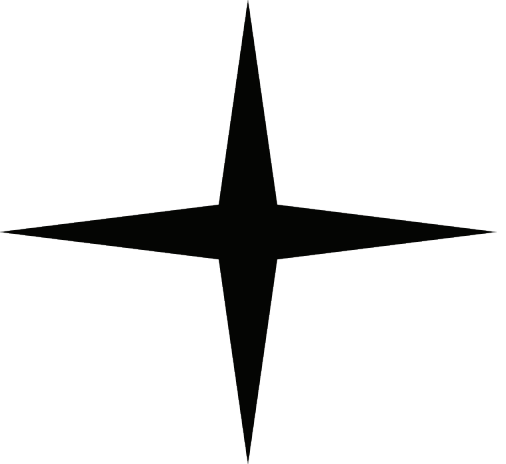
Specialty Logo



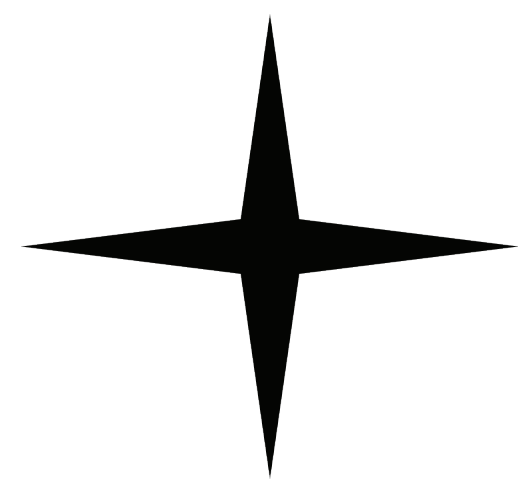
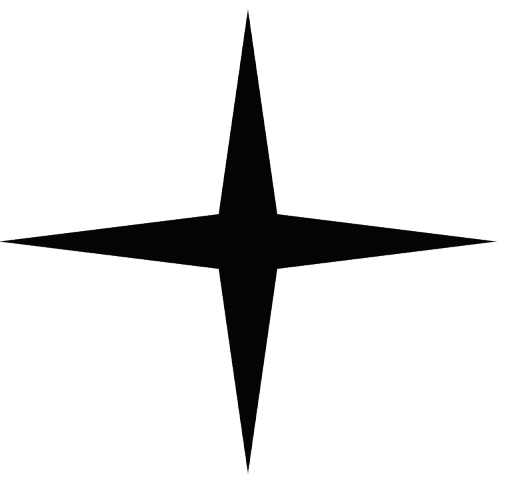
Lettermark - Silver

FINAL VISUAL IDENTITY SYSTEM

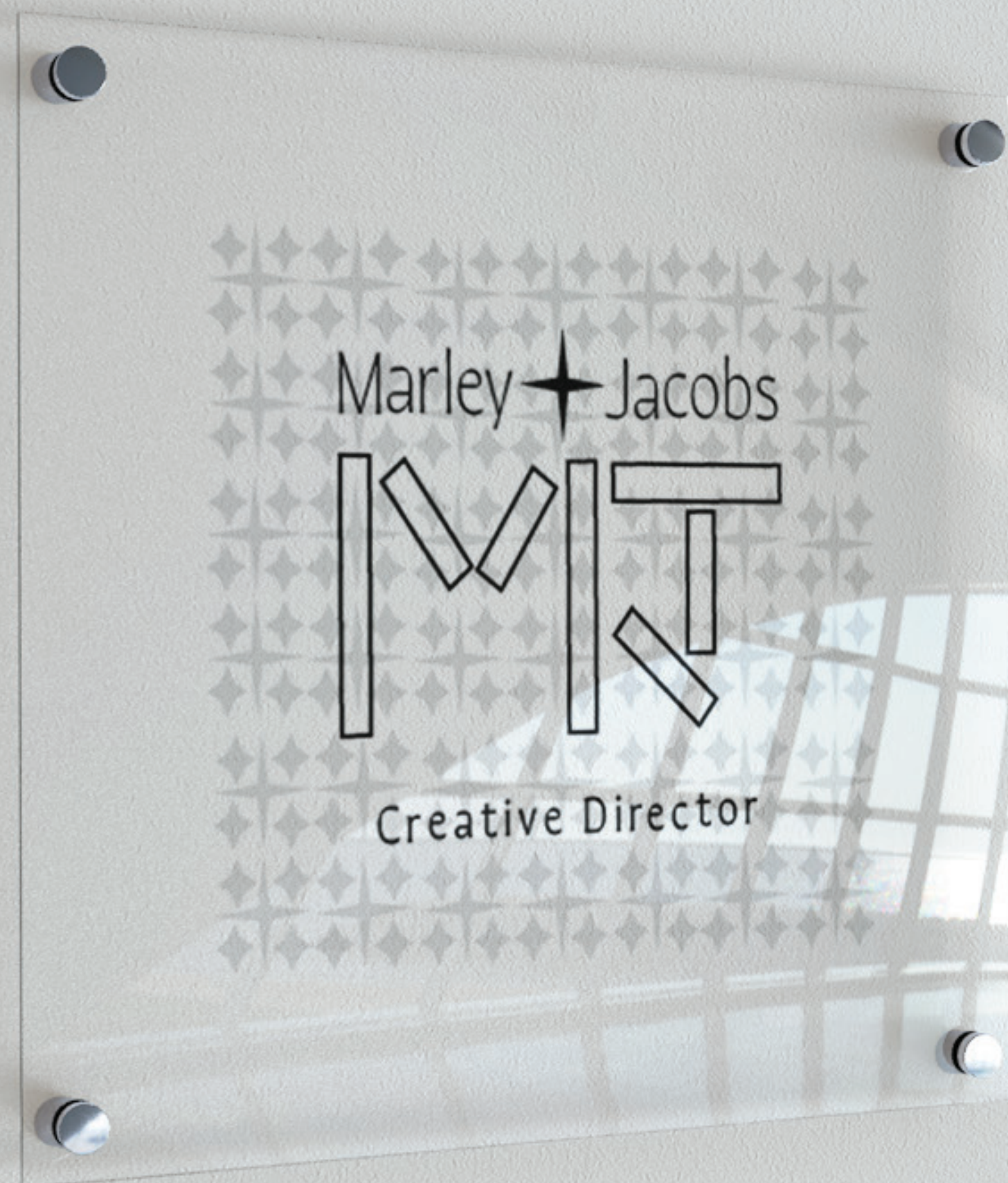




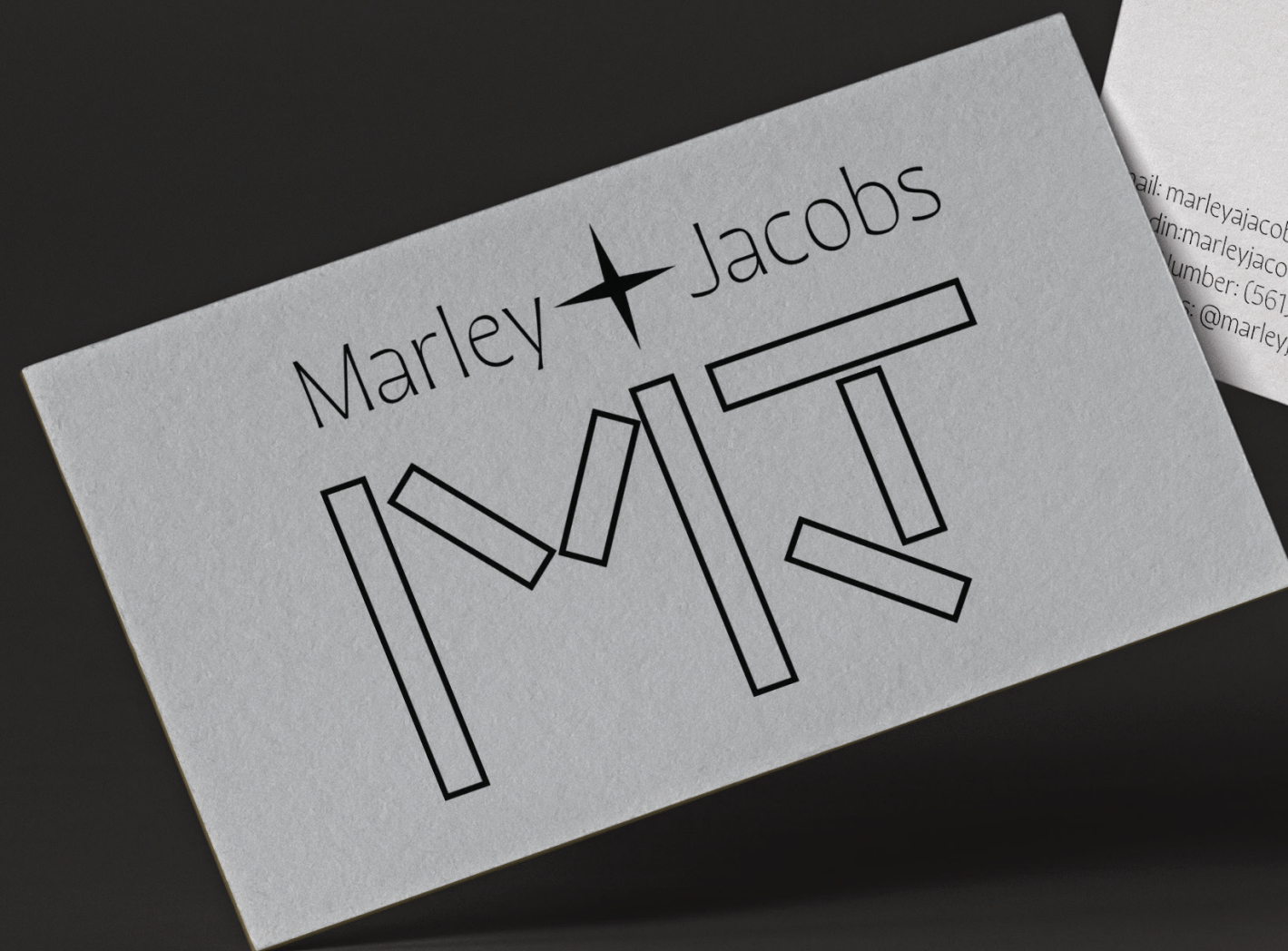
MOCKUPS













Marley ✦ Jacobs

MIT

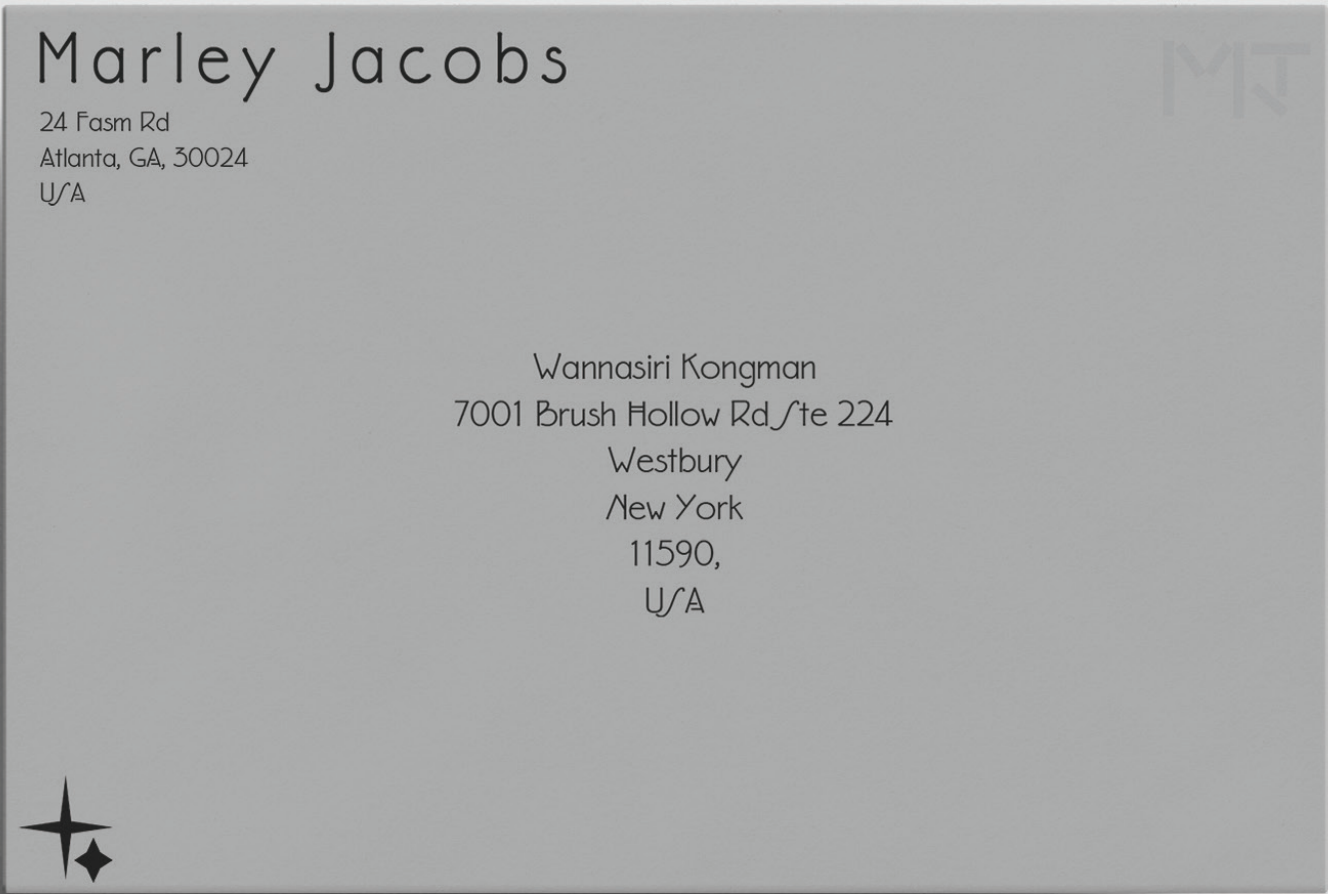
Email: [marleyjacobs@gmail.com](mailto:marleyjacobs@gmail.com)

Linkedin: [marleyjacobs](#)

Phone Number: (561)379-3194

Instagrams: [@marleyj28](#) & [@the\\_safetypin](#)

















Marley + Jacobs



Marley Jacobs + FASM 210 + Prof. White + Summer 2023

THANK YOU!

Marley Jacobs + FASM 210 + Prof. White + Summer 2023