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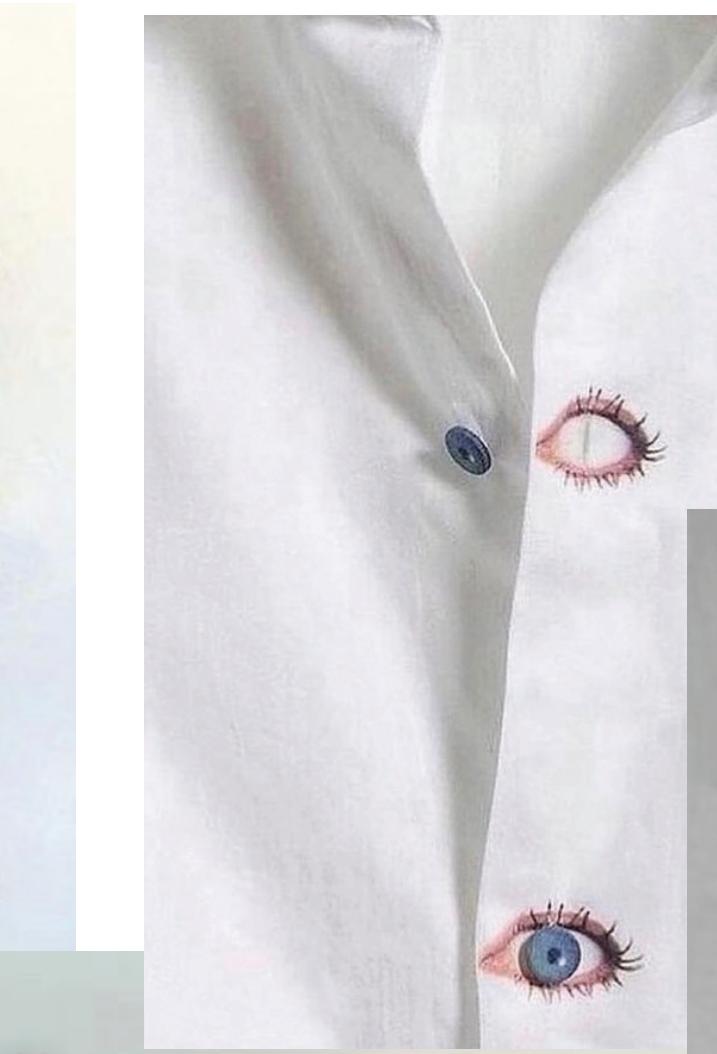
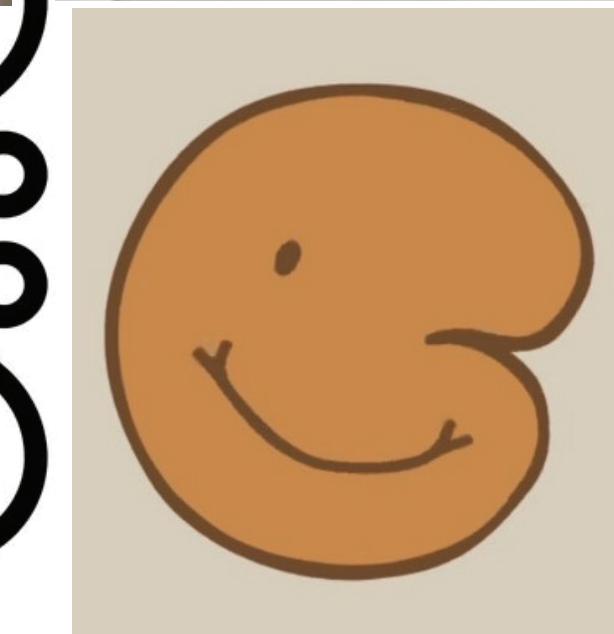
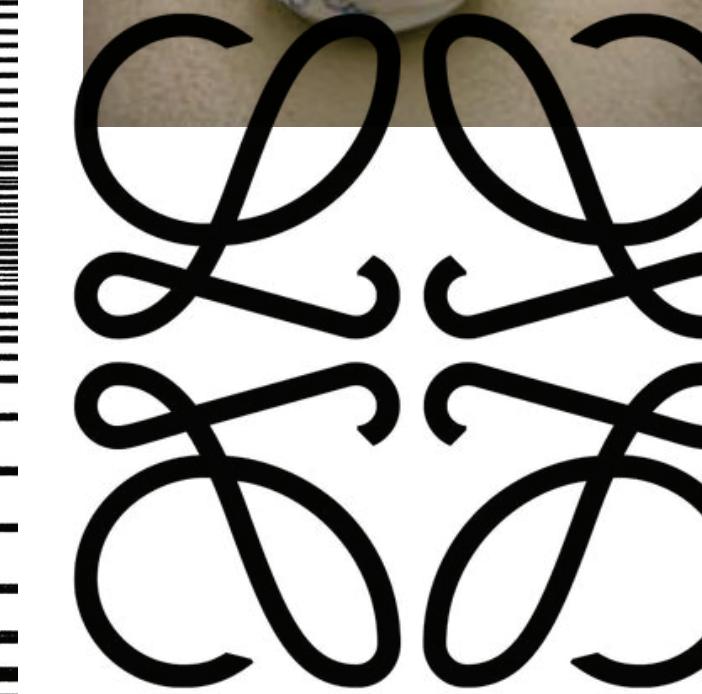
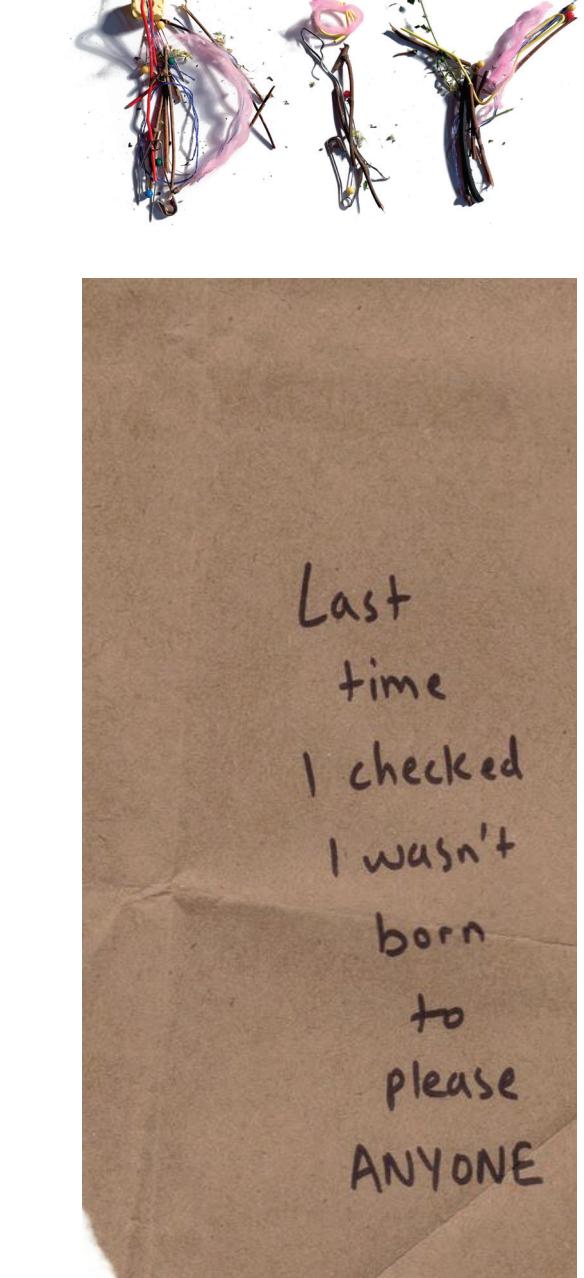
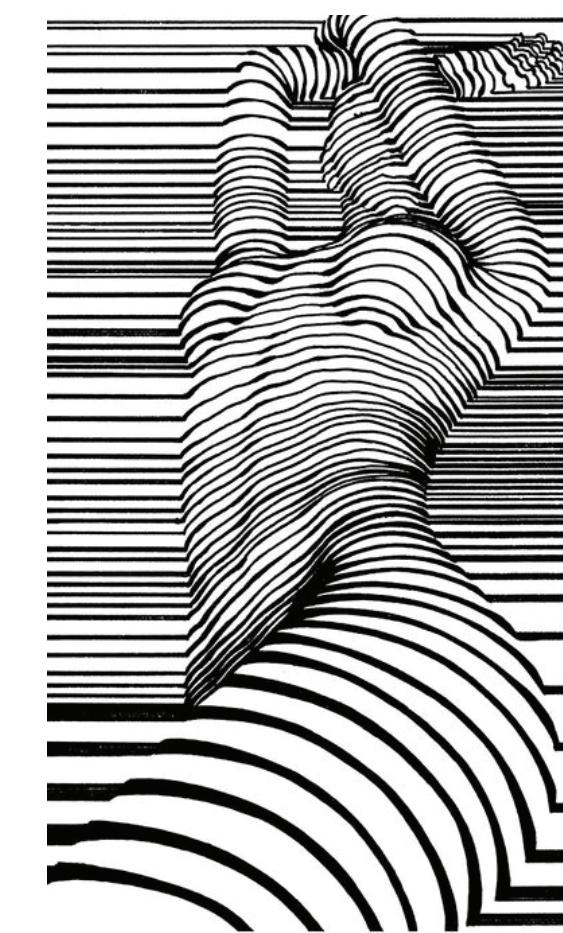
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LIBRARY OF CONGRESS

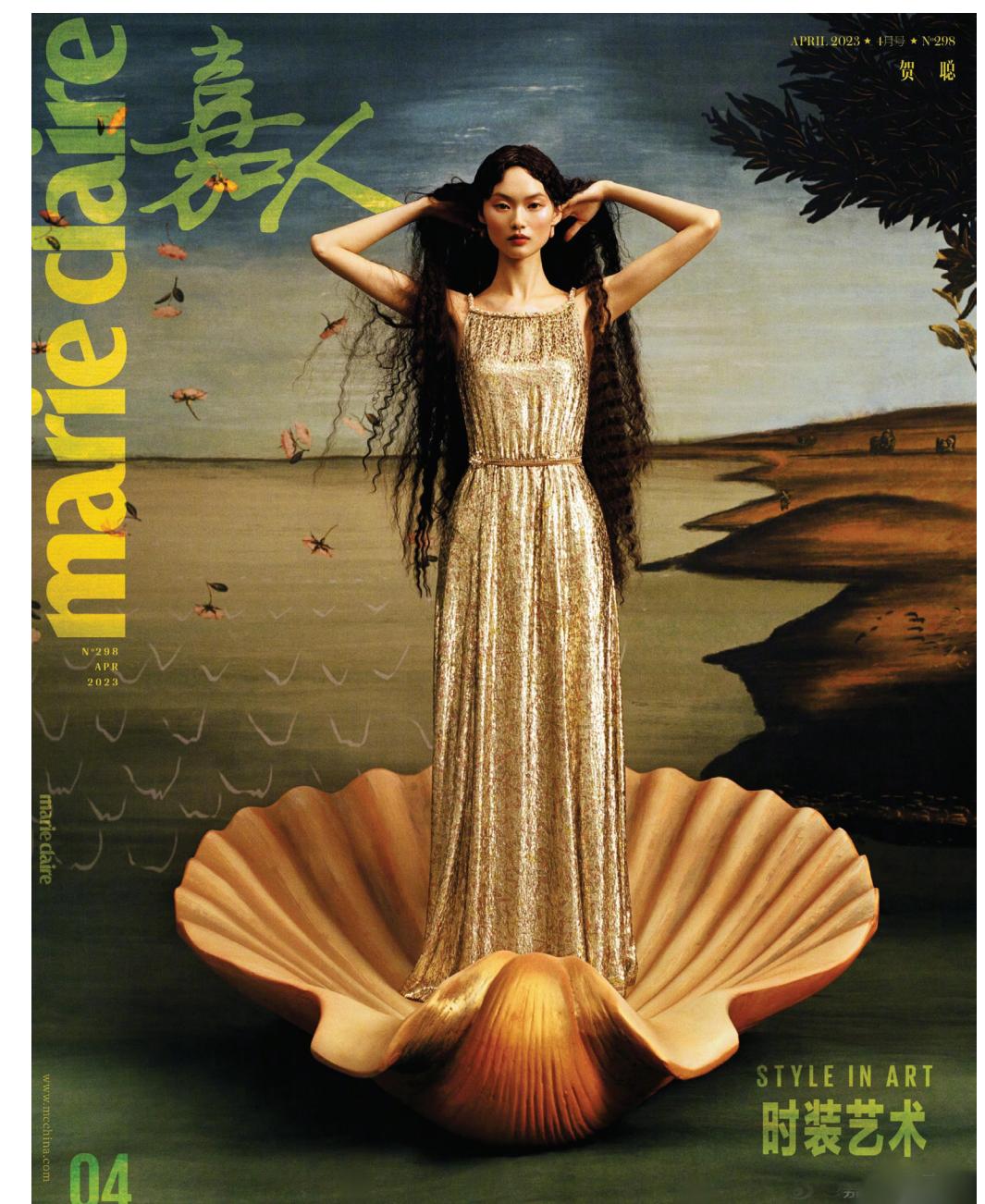
# WHAT IF WE COULD LITERALLY WALK ON EGG SHELLS ?



| v | - |

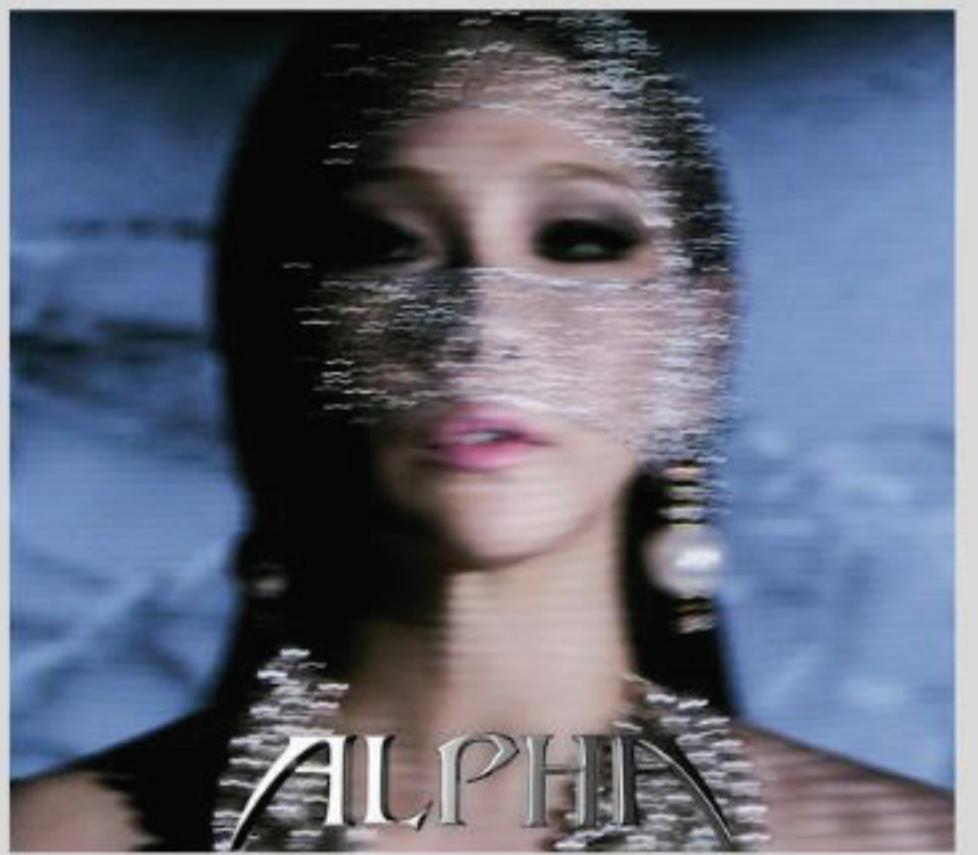


# WHAT IF WE BLED LIPSTICK AND OUR TEARS WERE EYELINER ?

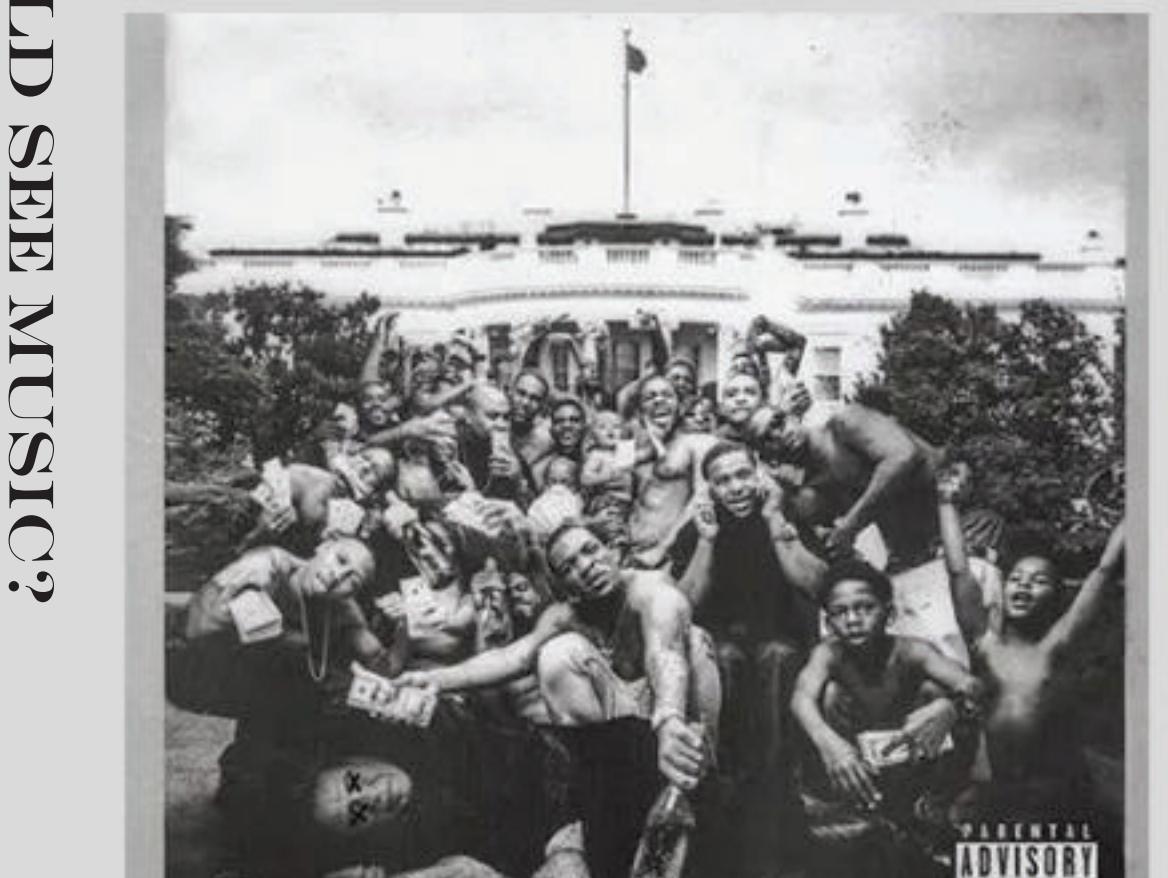
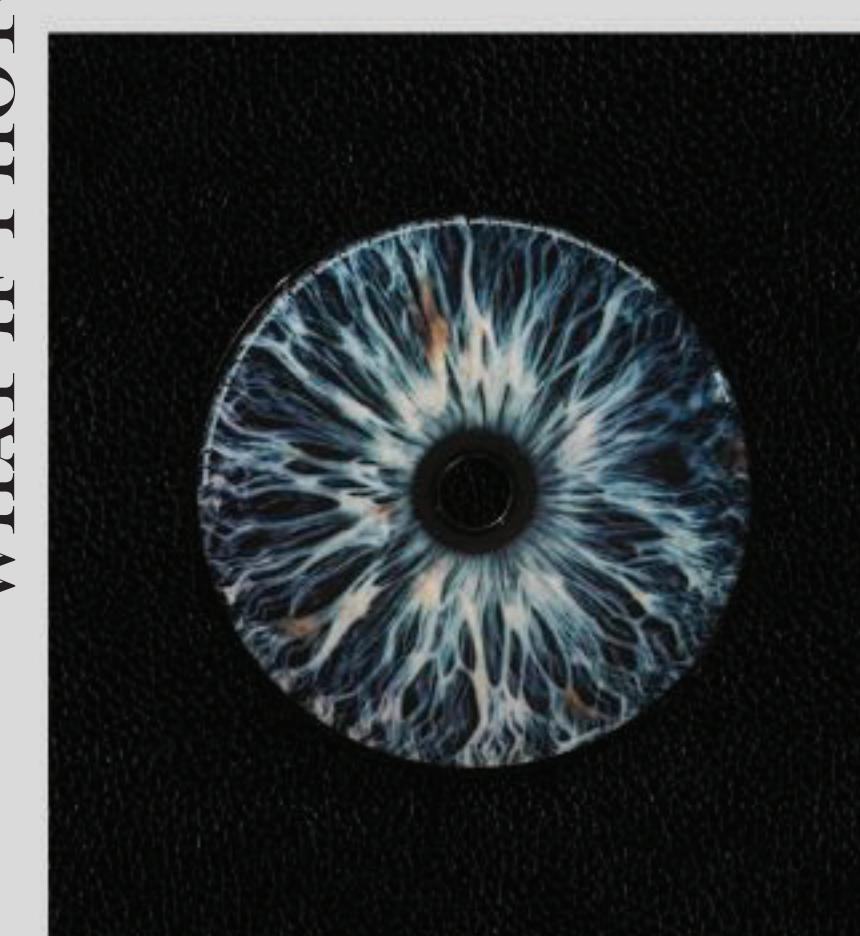
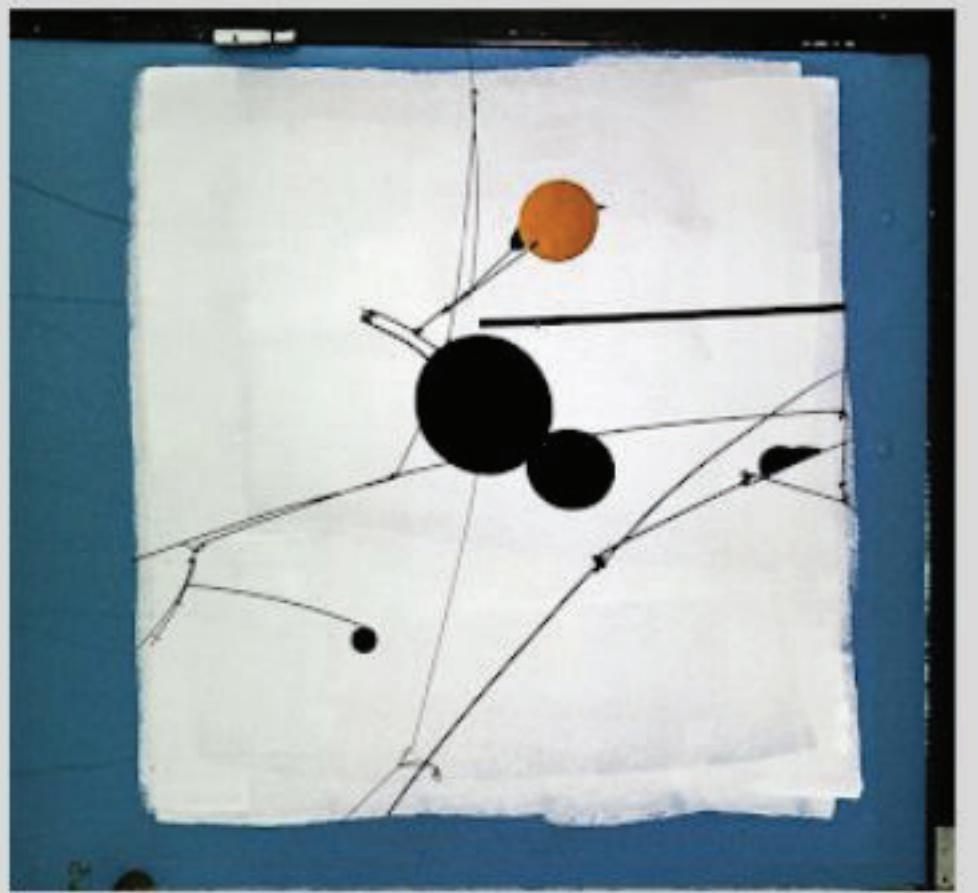
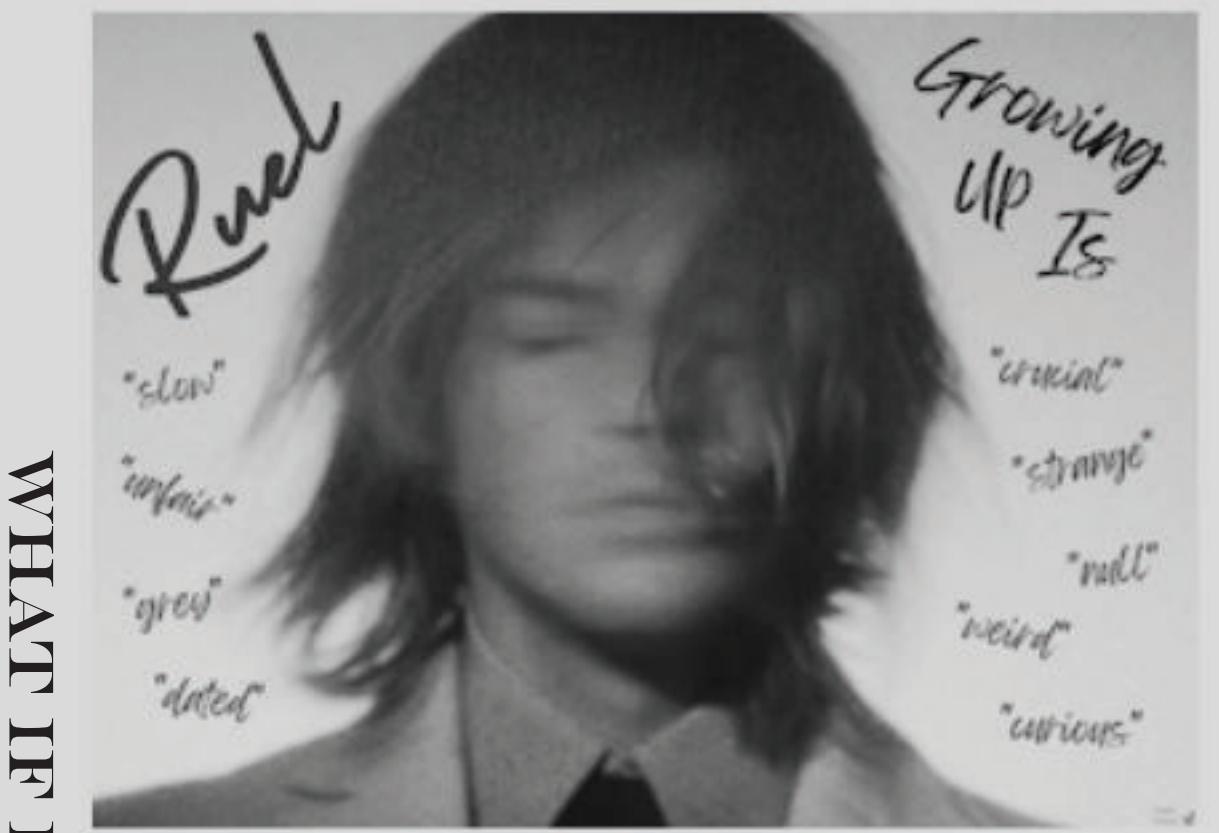


# WHAT IF PHOTOGRAPHY COULD ACHIEVE THE IMPOSSIBLE ?

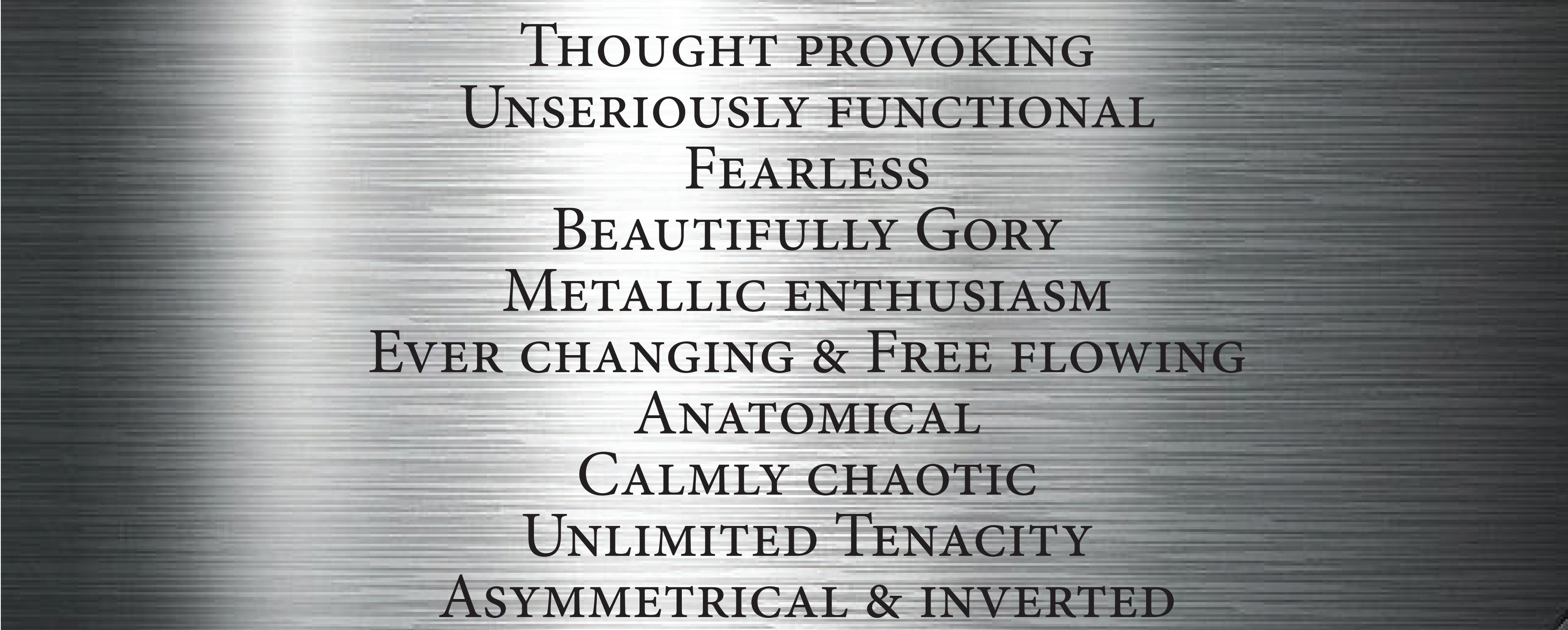




WHAT IF PHOTOGRAPHY WE COULD SEE MUSIC?



# KEYWORDS

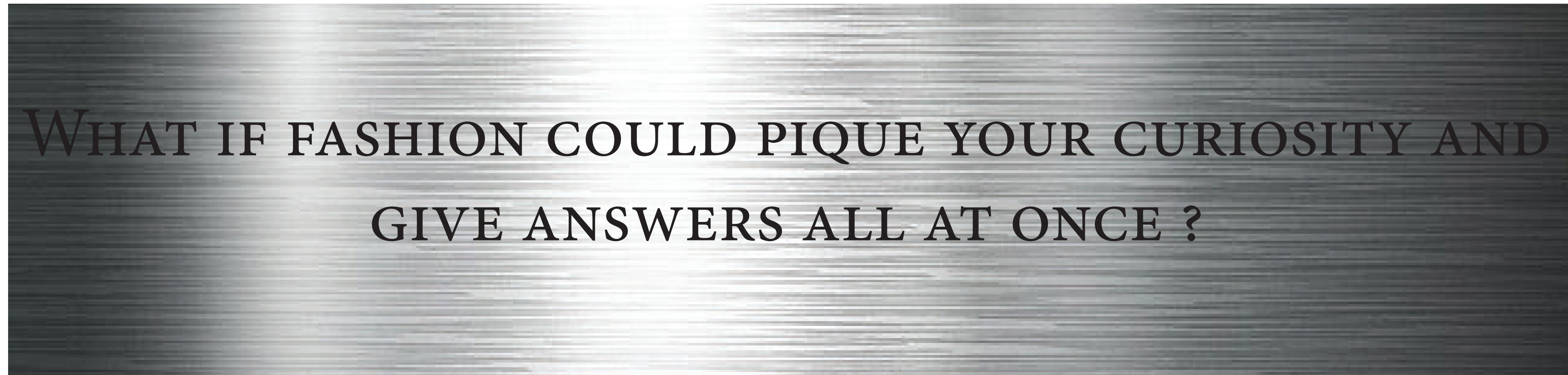


THOUGHT PROVOKING  
UNSERIOUSLY FUNCTIONAL  
FEARLESS  
BEAUTIFULLY GORY  
METALLIC ENTHUSIASM  
EVER CHANGING & FREE FLOWING  
ANATOMICAL  
CALMLY CHAOTIC  
UNLIMITED TENACITY  
ASYMMETRICAL & INVERTED



# KEYWORDS

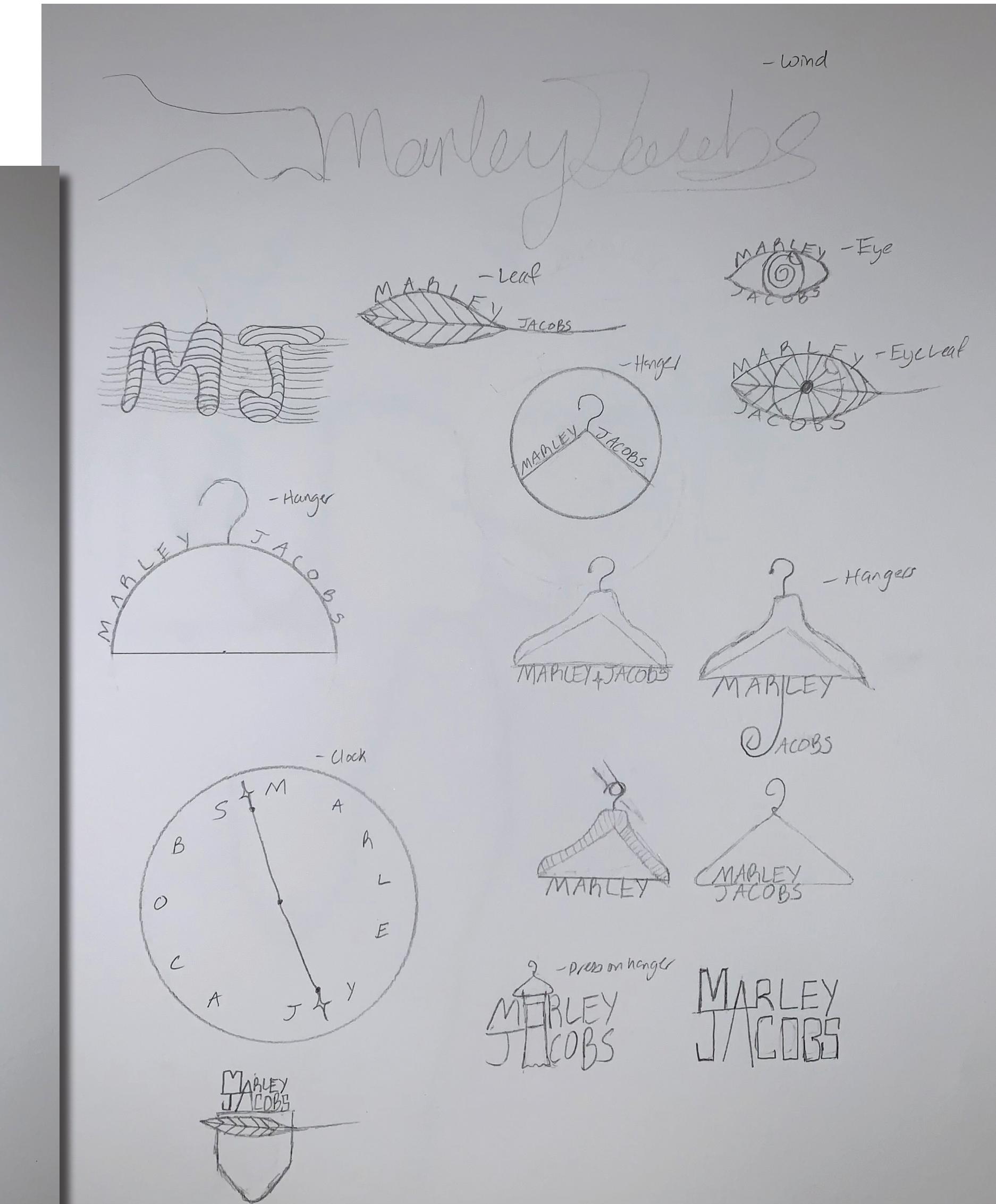
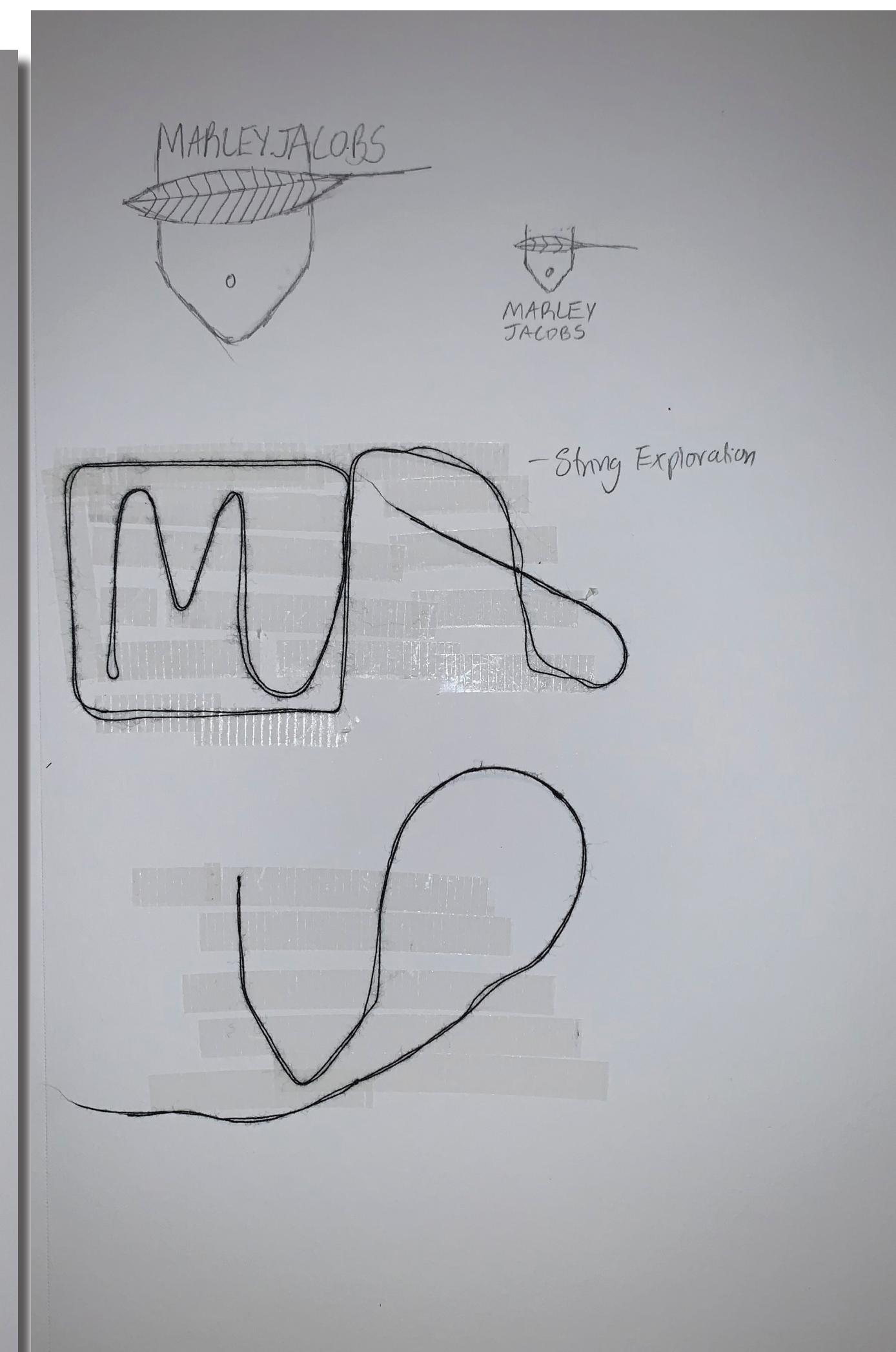
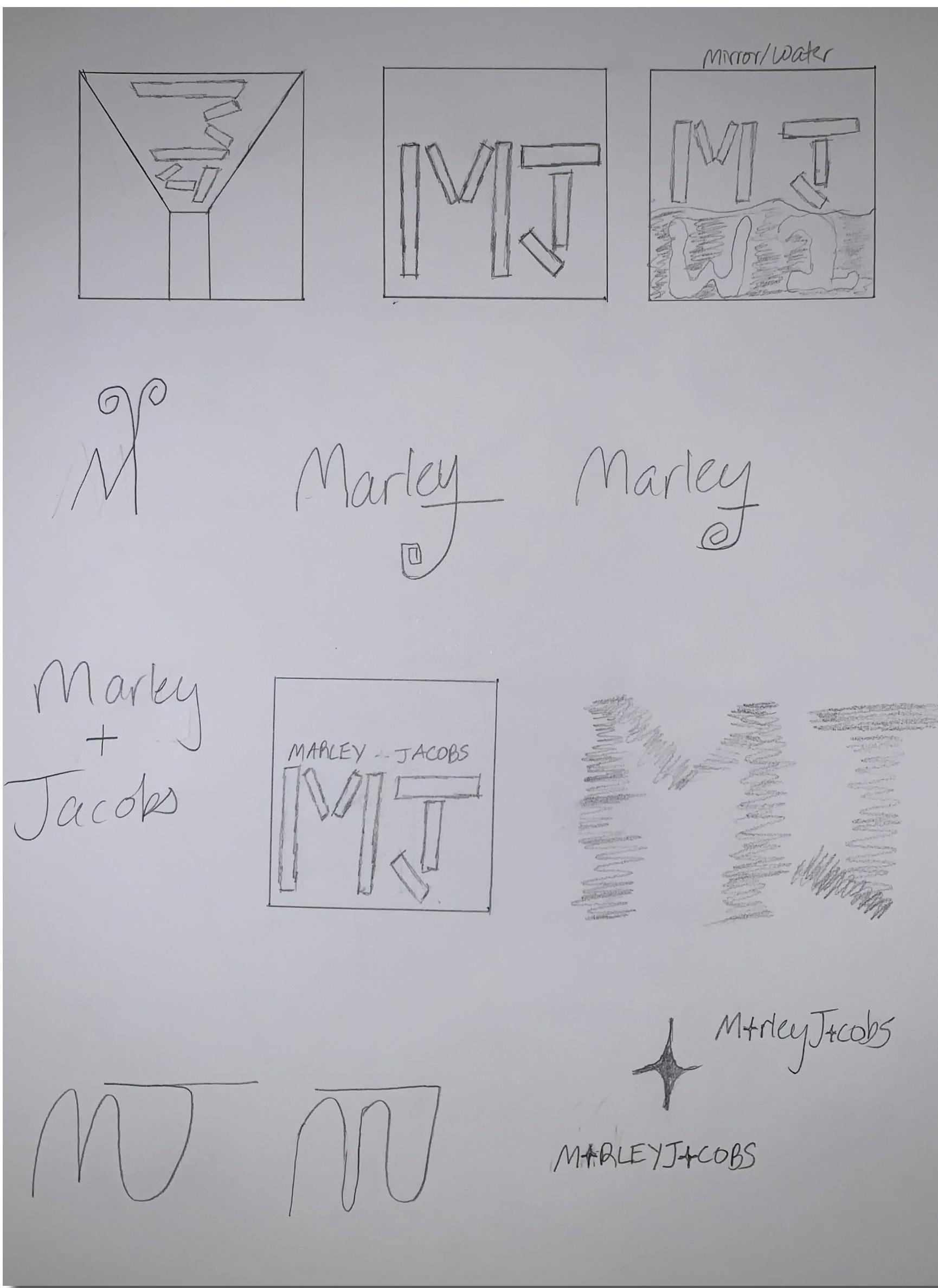
# BRAND STATEMENT



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

BRAND STATEMENT

# PRELIMINARY SKETCHES



# БЕГИЧАВЪ СКЕЛЧЕС

HEADER

ENGRAVERS MT- ALL CAPITAL LETTERS

SUBHEADER

MINION PRO- ALL CAPITAL LETTERS

Body

Quiverleaf cf- Regular

SPECIALTY

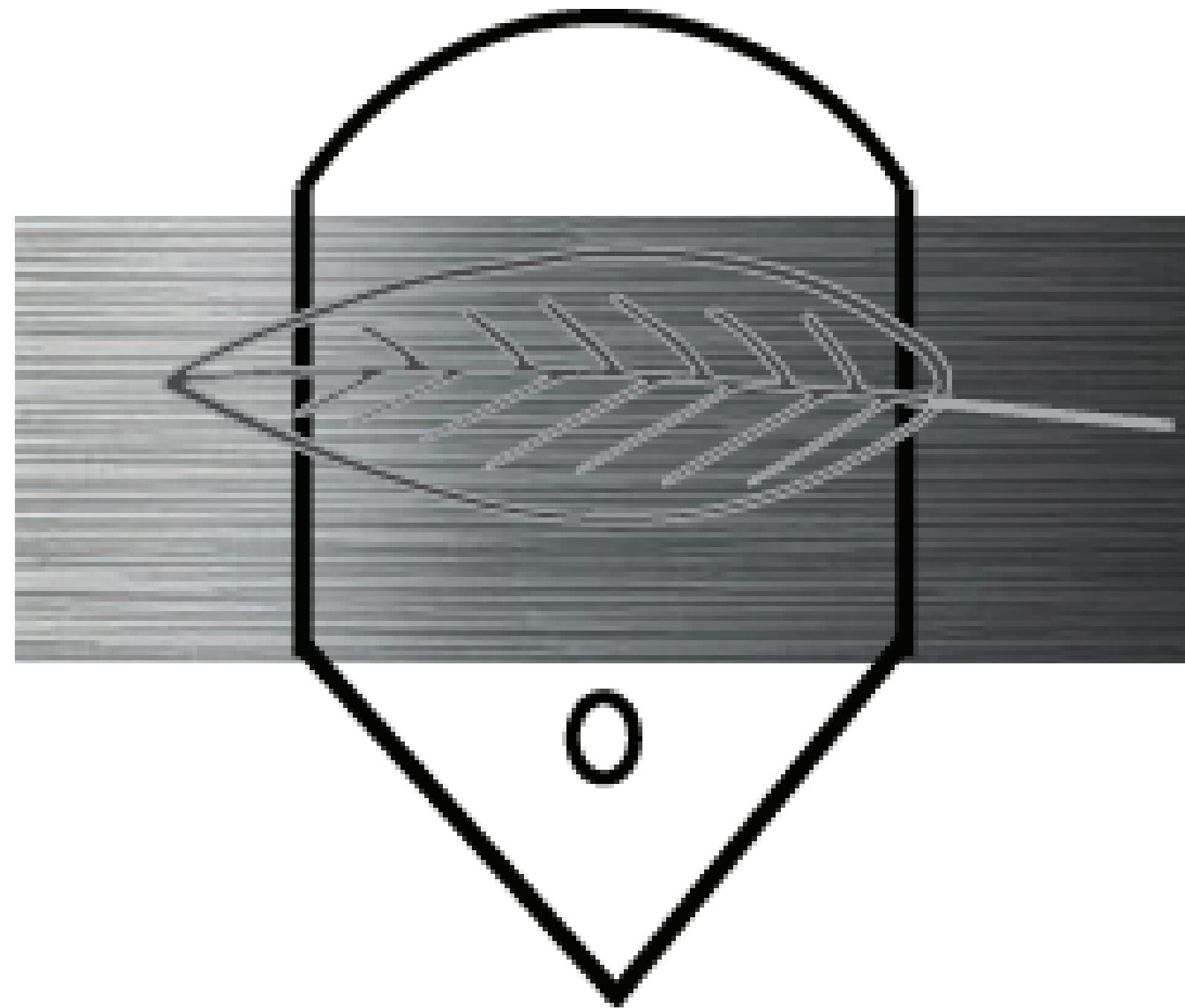
CHANTAL LIGHT

P22 Eaglefeather (OTF)

**Bold**

Koplik bold

Who goes on top and  
who goes in the middle?



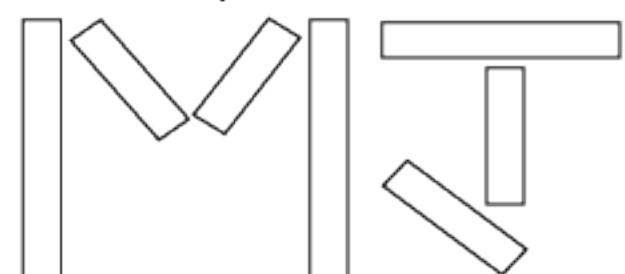
Marley Jacobs

Marley Jacobs

Marley Jacobs

Horizontal Wordmark

Marley Jacobs

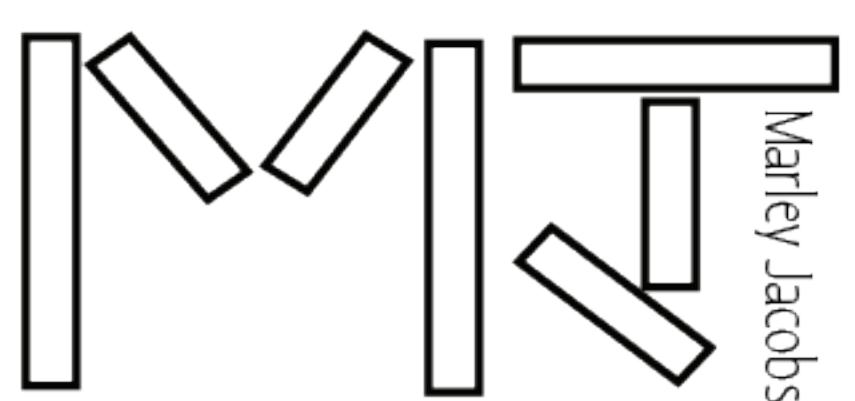


Horizontal wordmark + Icon

Marley Jacobs



Horizontal wordmark + Icon



Special Mark 1



Special Mark 2

Marley Jacobs

Stacked Wordmark

Marley Jacobs

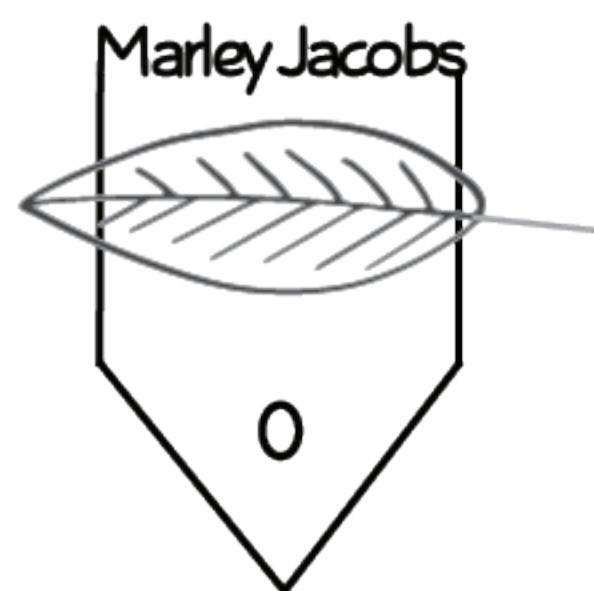
Marley Jacobs



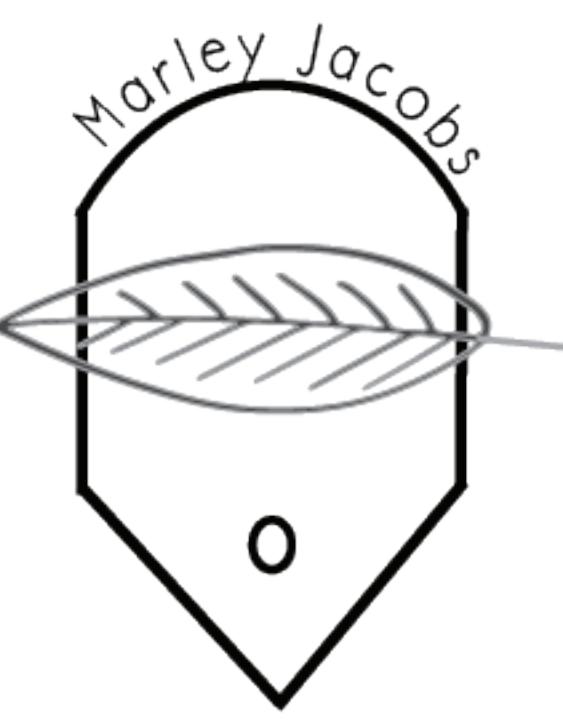
Badge/Stamp Logo

Marley Jacobs

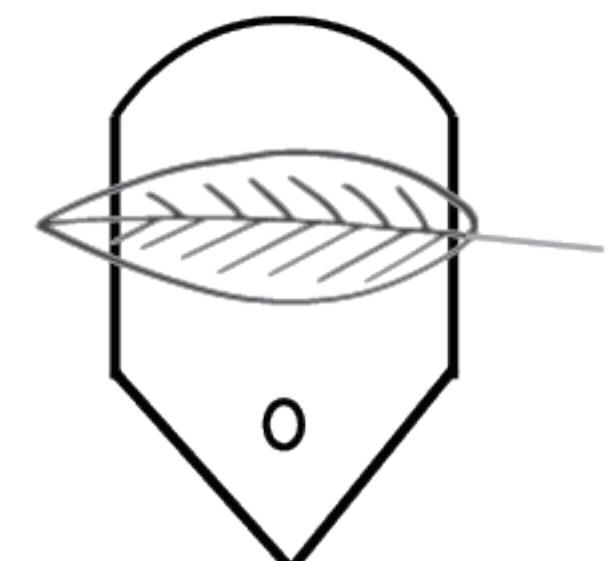
Display (Specialty typeface)



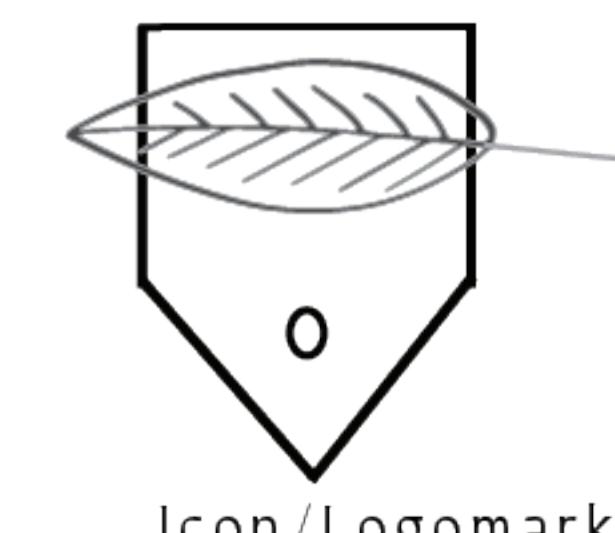
Special Mark 3



Special Mark 4



Icon/Logomark



Icon/Logomark



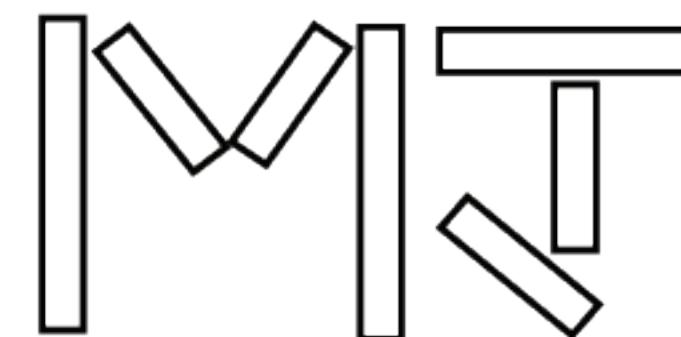
Icon/Logomark



Specialty Logo



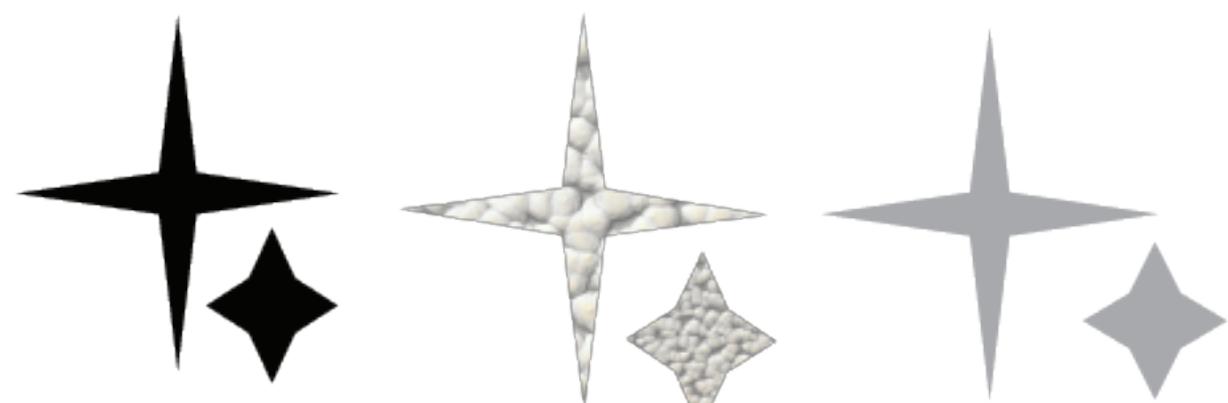
Monogram - Silver



Monogram logo - No fill



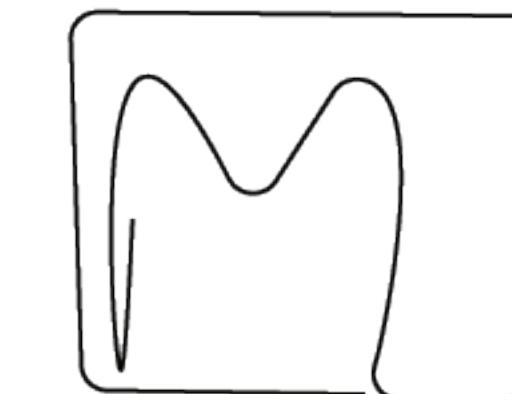
Pattern



Icon/ Logomark

M J M

Lettermark



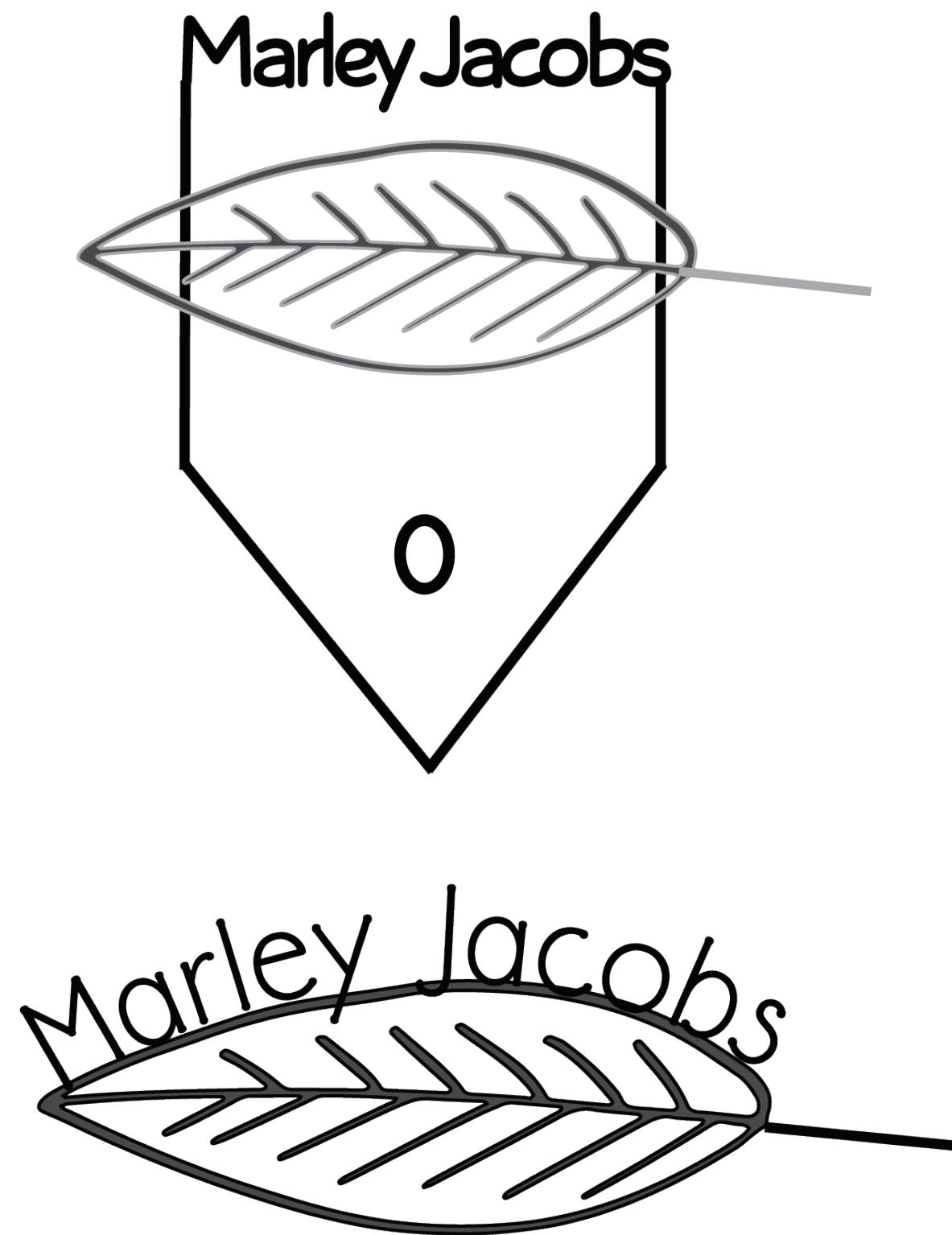
Monogram



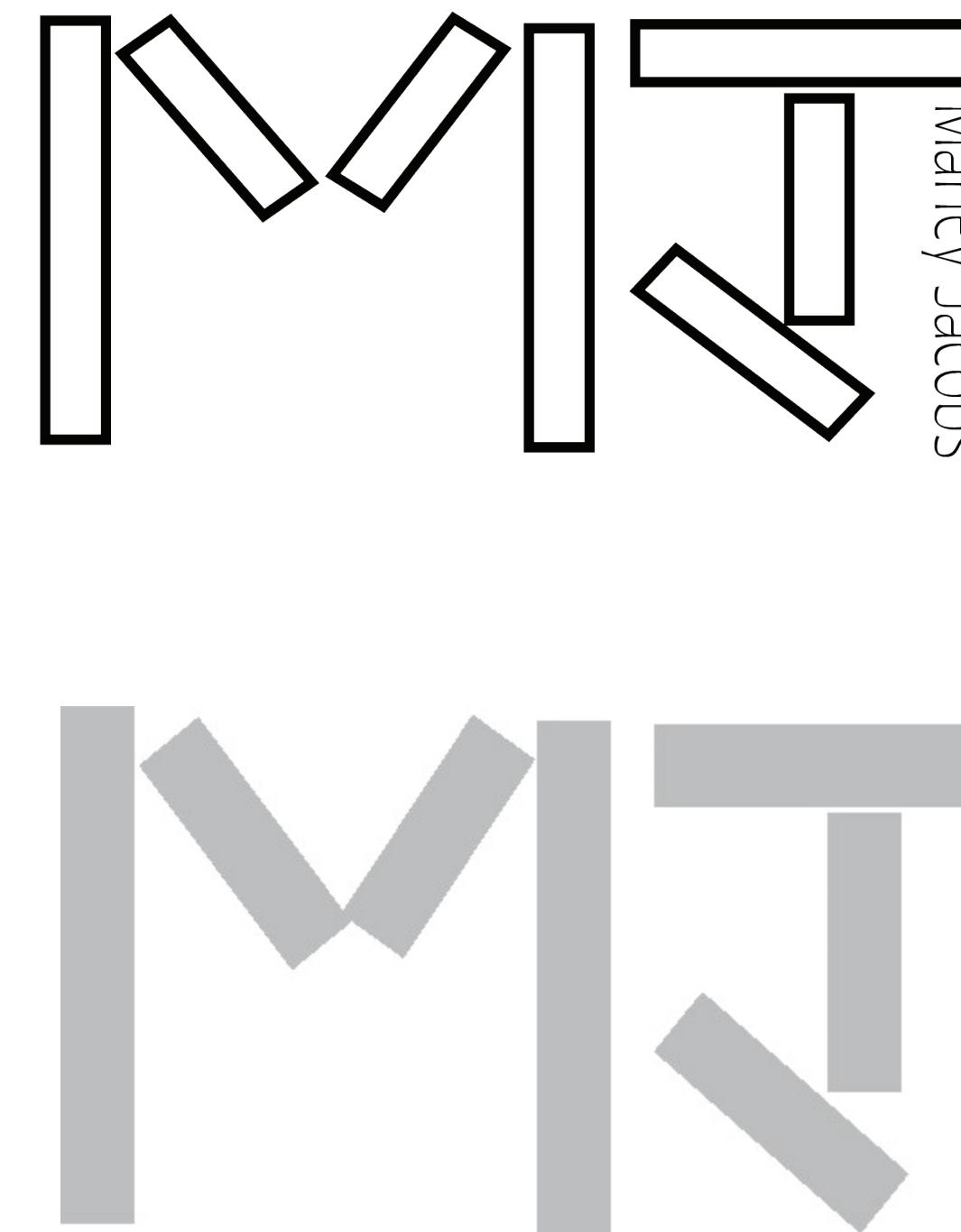
Monogram logo - Black fill

# REFINED LOGO DESIGN DIRECTIONS

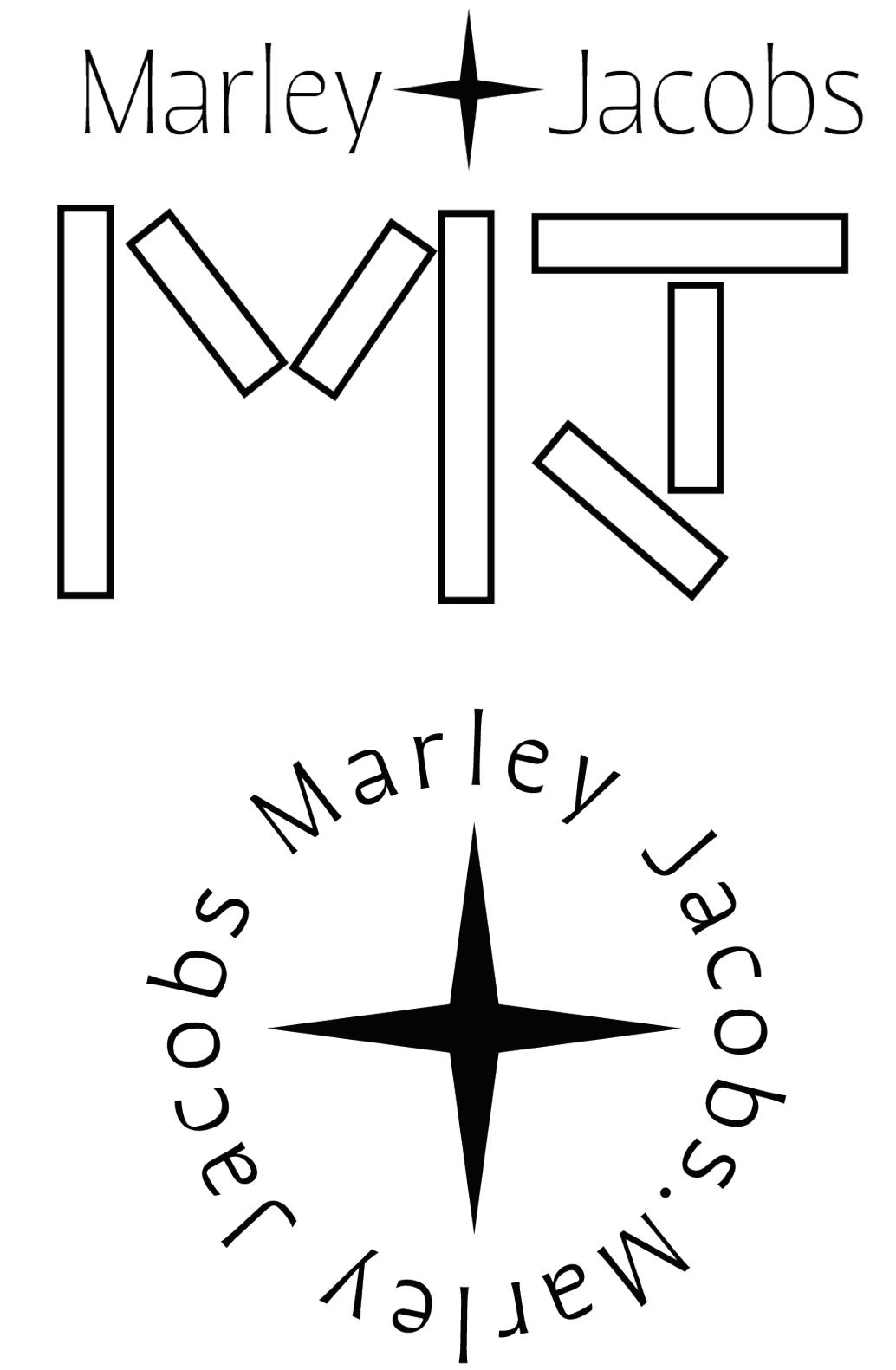
1. Inspired by stylized croquis



2. Inspired by wraparound lights

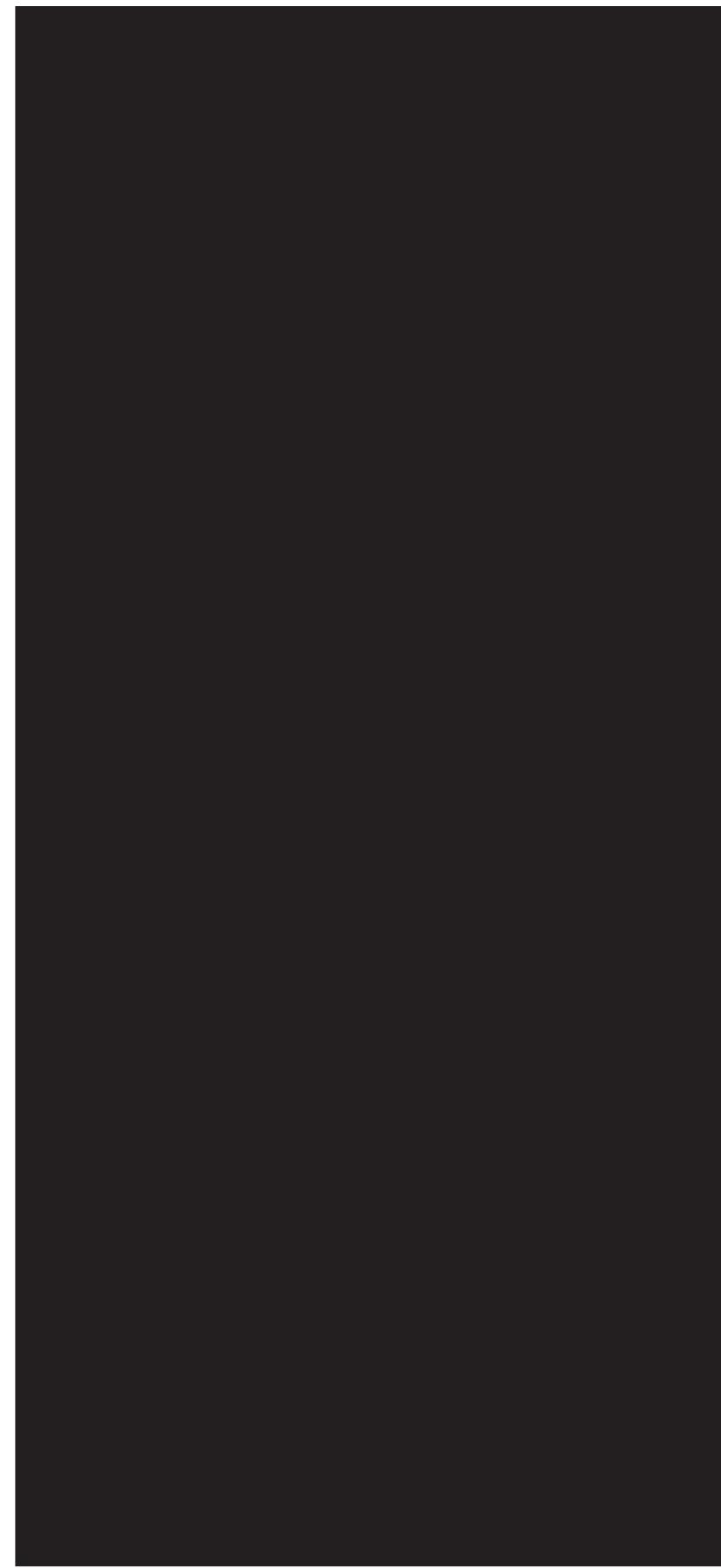


3. Inspired by wraparound and stars



REFINED LOGO DESIGN DIRECTIONS

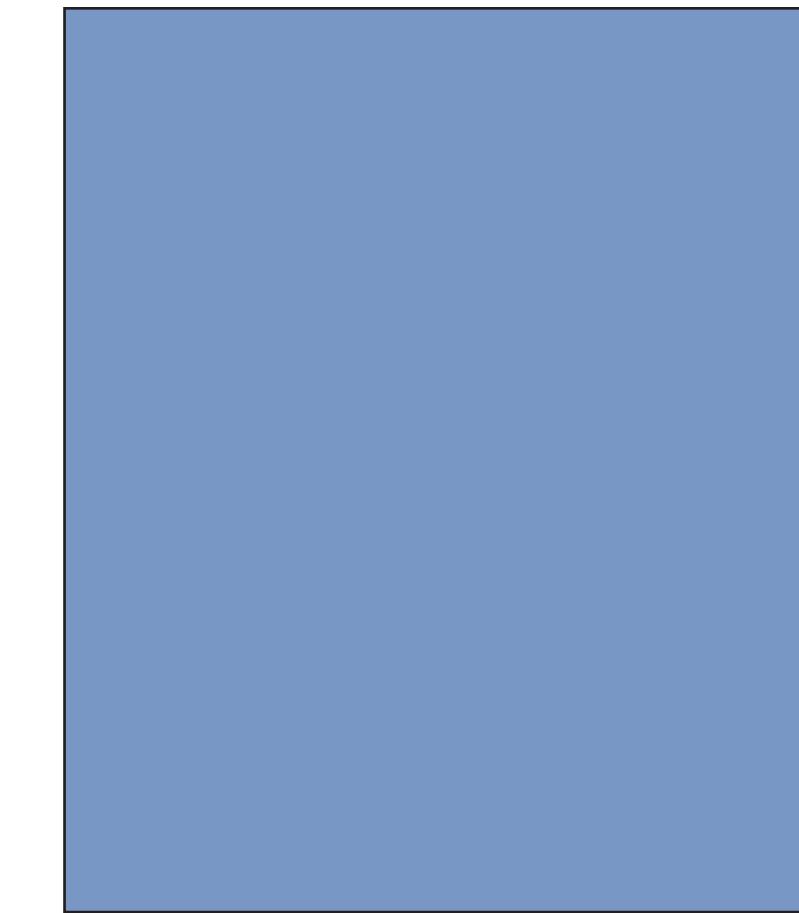
# WHAT IF PEOPLE COULD TALK?



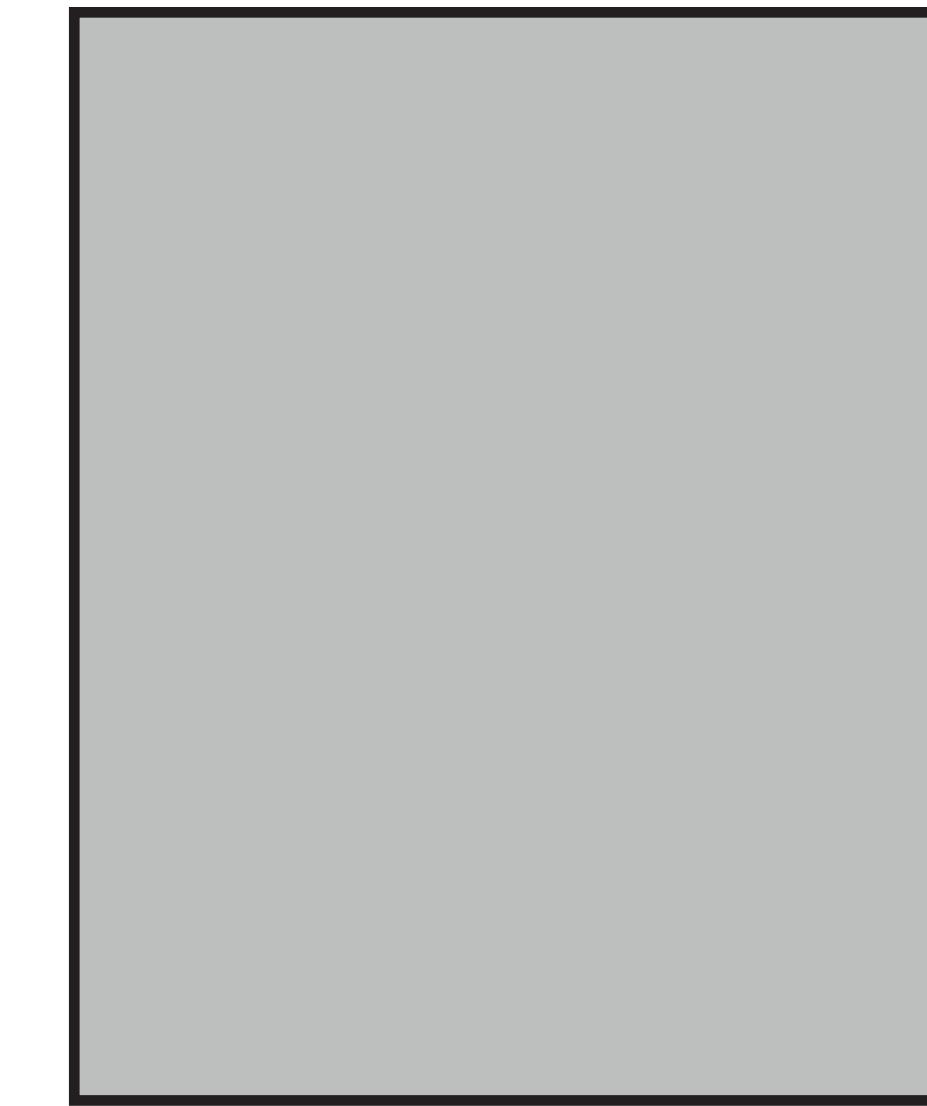
CMYK 0, 0, 0, 100  
RGB 0,0,0  
HEX #000000



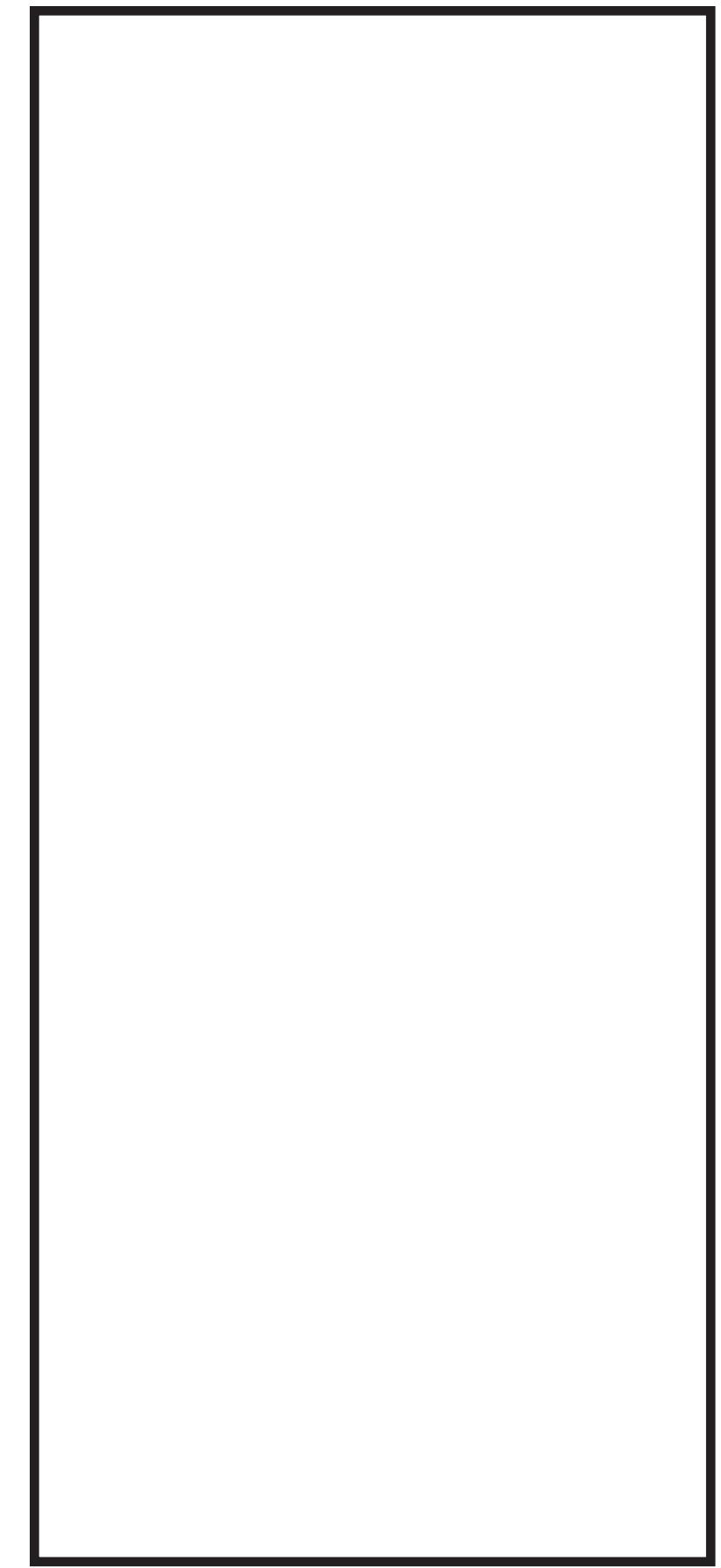
CMYK 87, 59, 44, 26  
RGB 41, 82, 100  
HEX #295264



CMYK 55, 33, 6, 0  
RGB 121.152,196  
HEX #7998c4



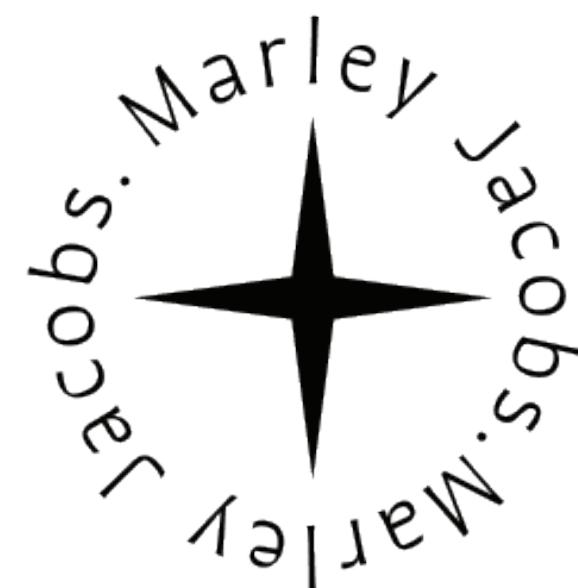
CMYK 26, 20, 20, 0  
RGB 189, 190, 191  
HEX #bdbef



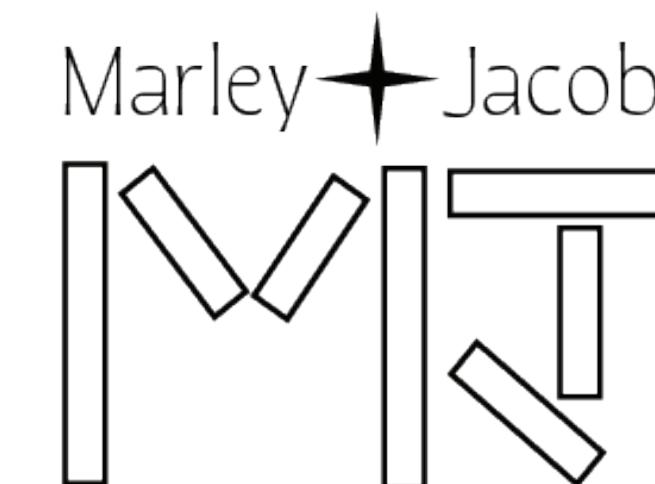
CMYK 0,0,0,0  
RGB 255, 255, 255  
HEX #ffffff

МНАЛ ИЕ ҮЕӨҮГЕ СОГОҚС СОЛГД ТАГКЭ

# FINAL VISUAL IDENTITY SYSTEM



Badge/Stamp Logo



Horizontal wordmark + Icon

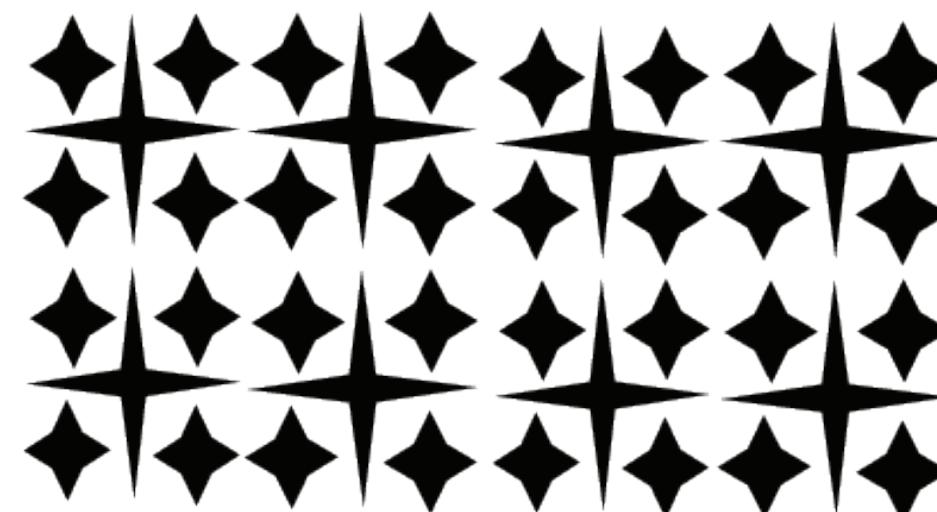


Lettermark- Black



Marley Jacobs

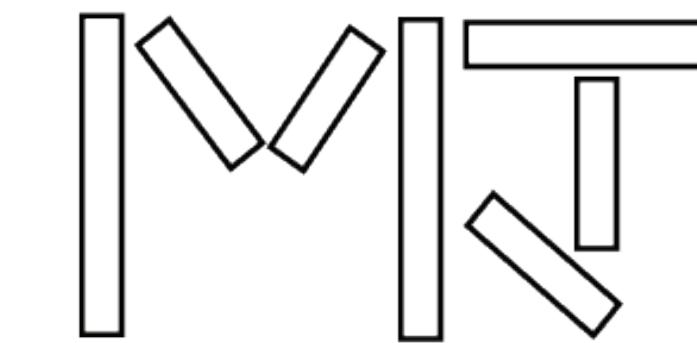
Watermark



Pattern

Marley Jacobs

Horizontal wordmark



Lettermark- Outline



Icon/ Logomark 1



Icon/Logomark 2



Specialty Logo



Lettermark- Silver

FINAL VISUAL IDENTITY SYSTEM

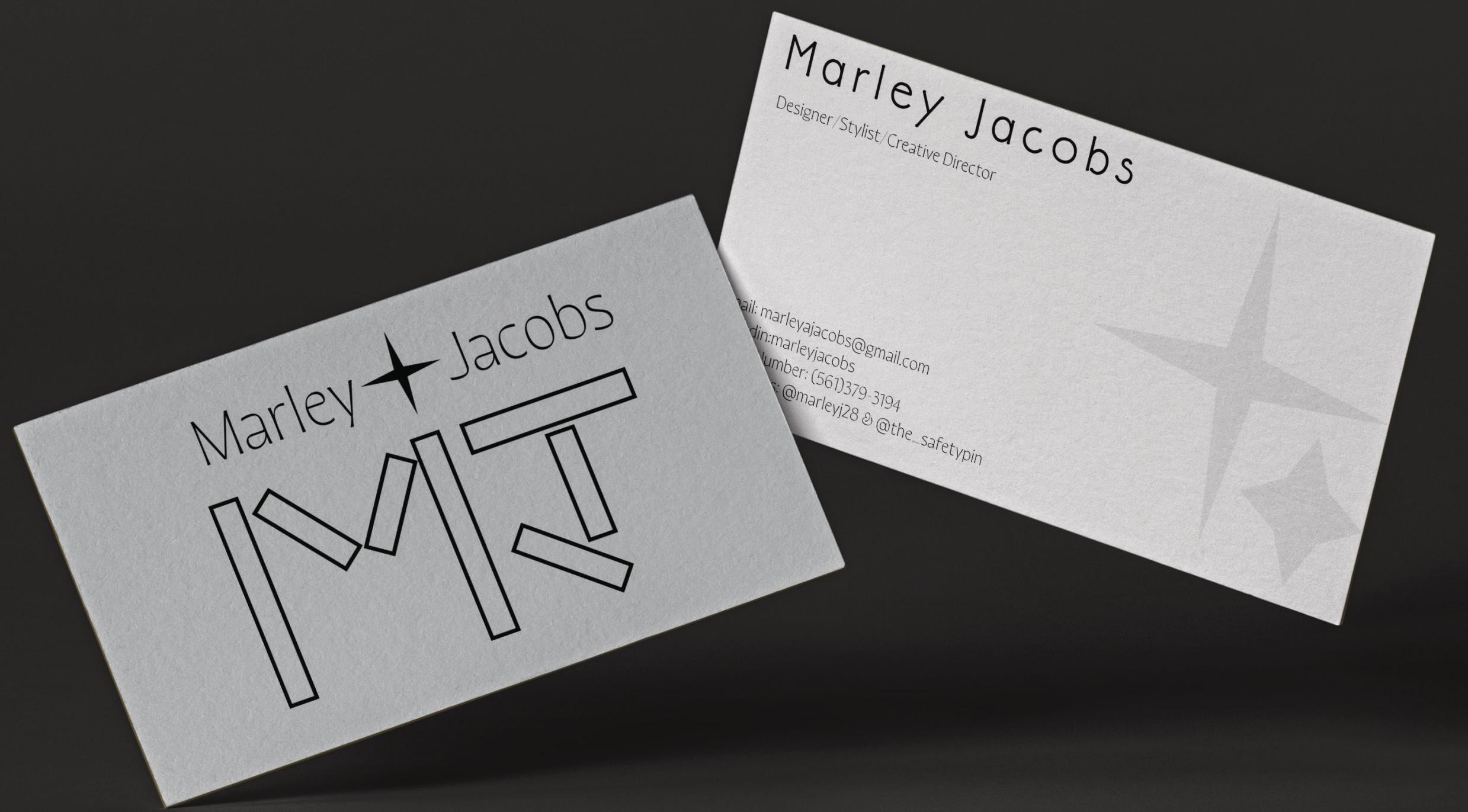


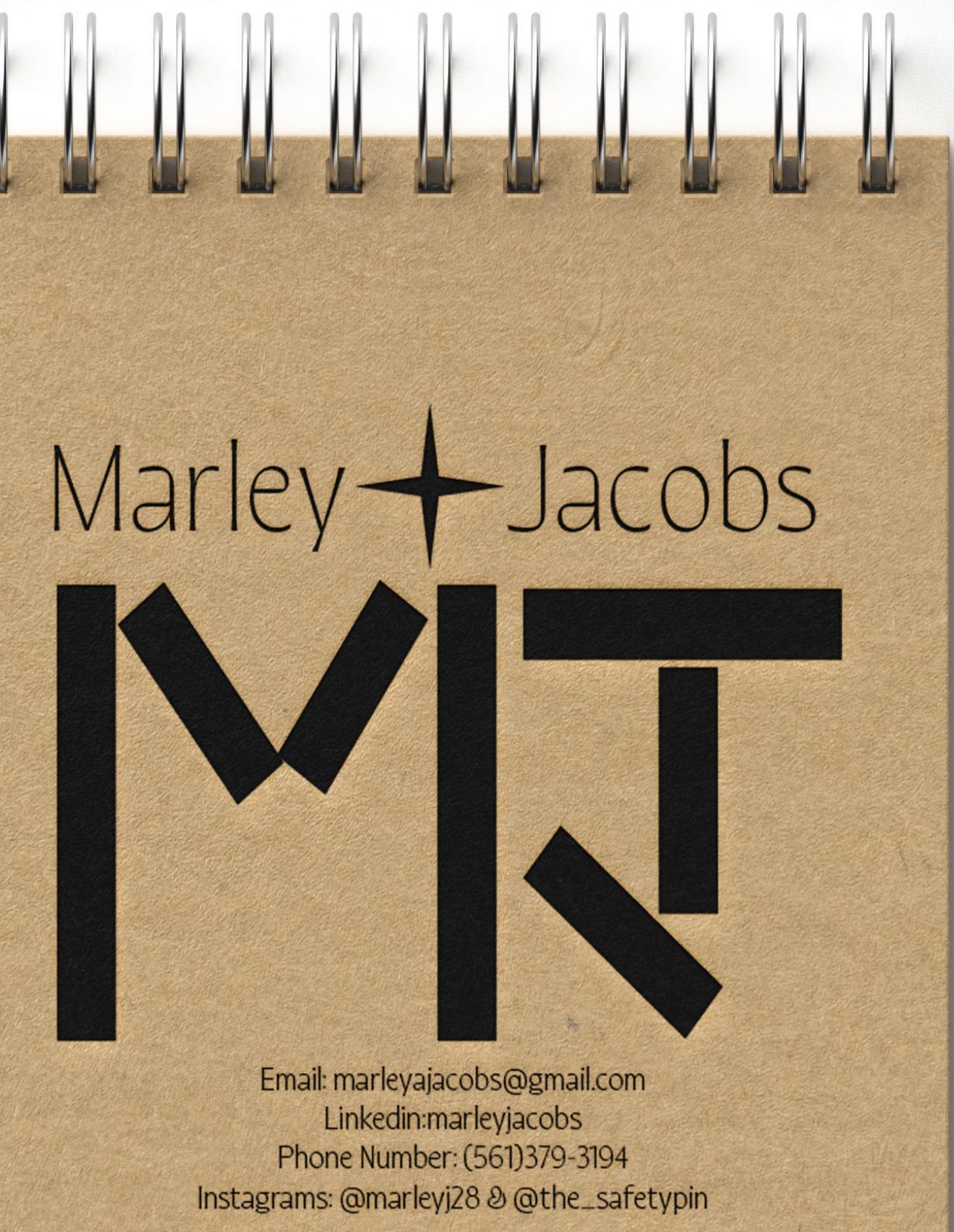
MOCKUPS

Marley + Jacobs



Creative Director







Marley Jacobs

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Marley Jacobs

THANK YOU!