



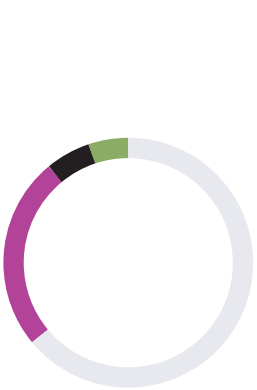
FLOWER MART

BRAND EXPANSION STUDY

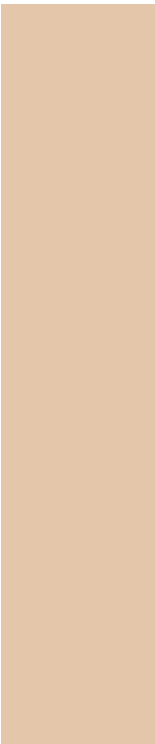


VISUAL RESEARCH

MOOD BOARD (JULY '17)



RENDERINGS



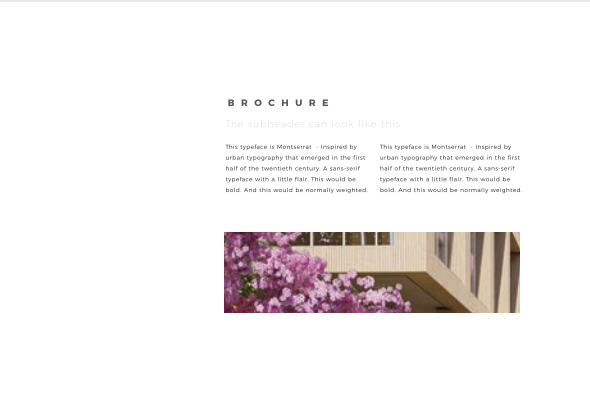
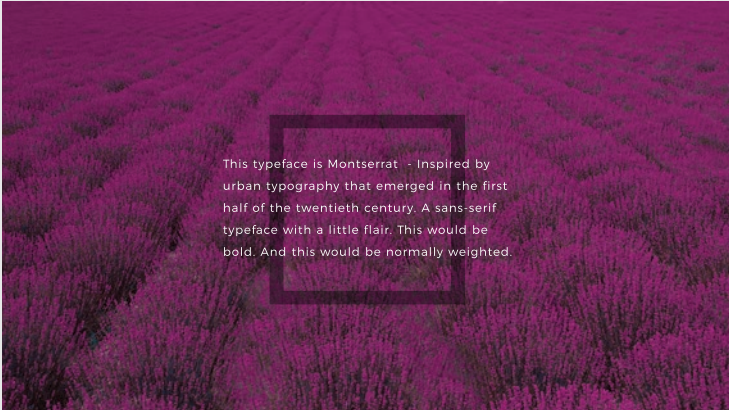
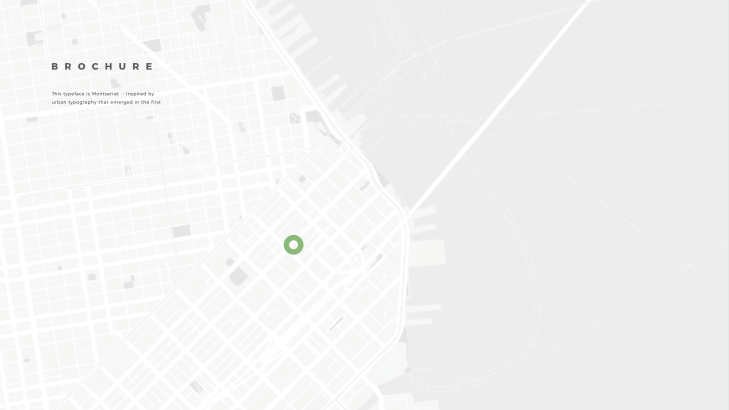
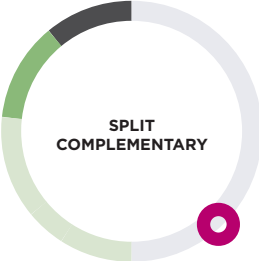
INITIAL STUDY

2

PROPOSED BRAND FROM ROUND 1

A muted green with varying shades of saturation successfully complements the berry color that pepper the renderings.

Can find desaturated photography to play second fiddle to the colorful renderings.



TEXTURE

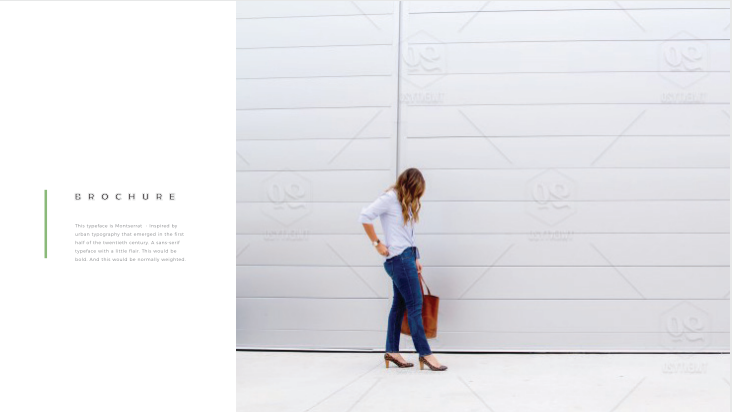
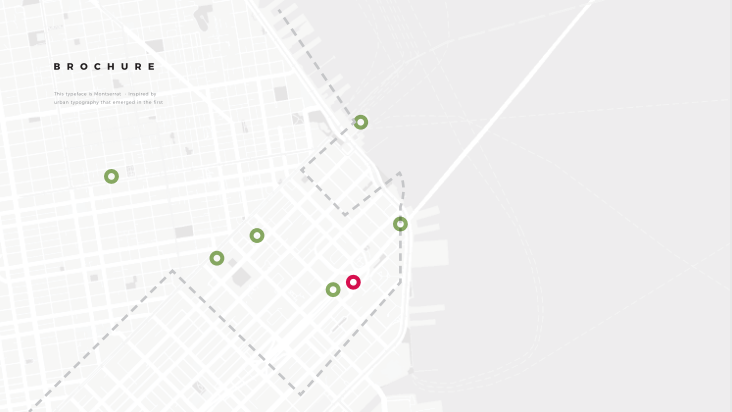
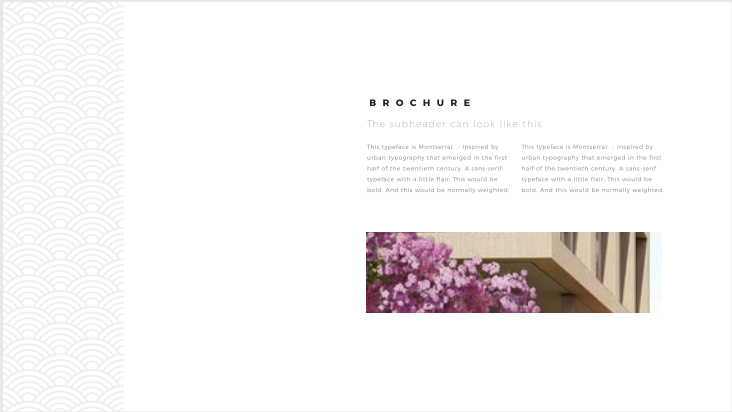


PROPOSED BRAND 2 (REVERSED PALATTE)

COLOR
A bright red accented with with varying shades of muted sage

TYPOGRAPHY
Montserrat
100% black title
100% sage subtitle
60% gray body

GRAPHICS
(1) the seigaiha wave,
(2) floral illustrations,
(3) the square from the logo used to frame bold statements



FINAL BRAND

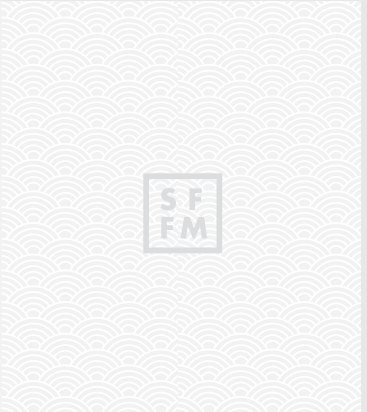
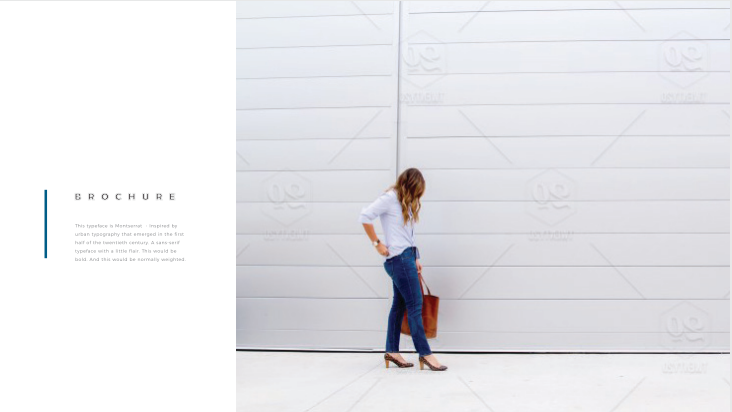
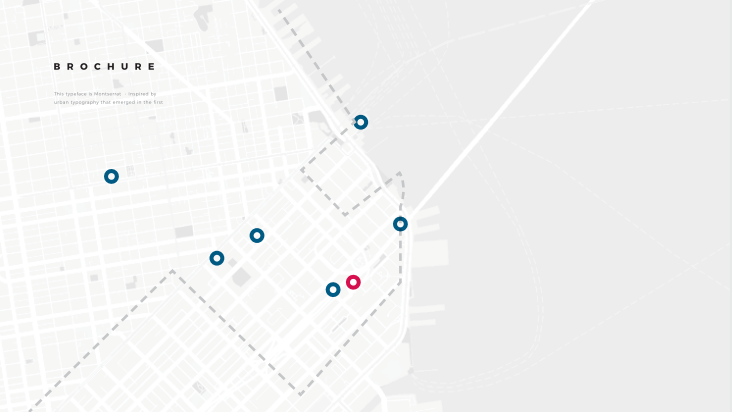
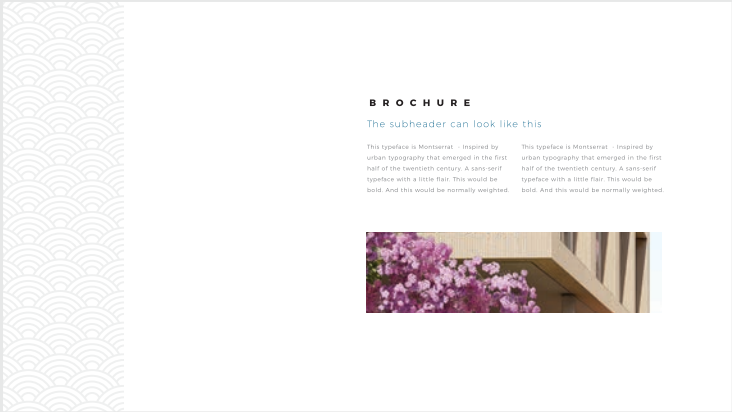
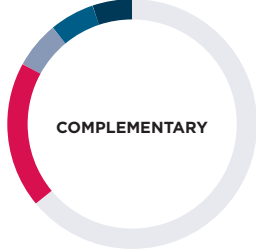


PROPOSED BRAND 3 (REVERSED PALATTE)

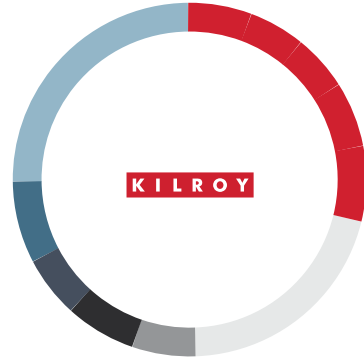
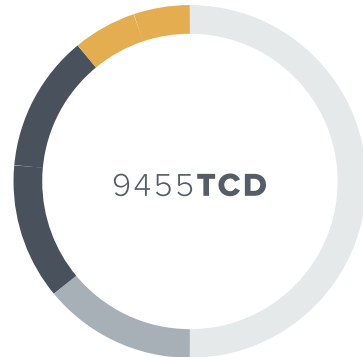
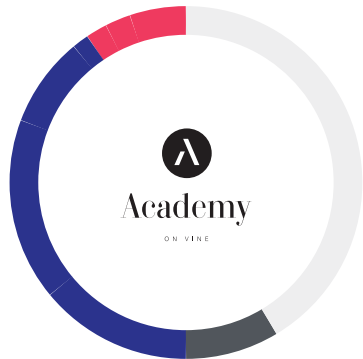
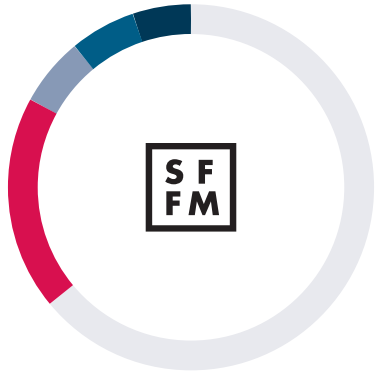
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statements



PALETTE
VS EXISTING BRANDS



4 MOCKUPS

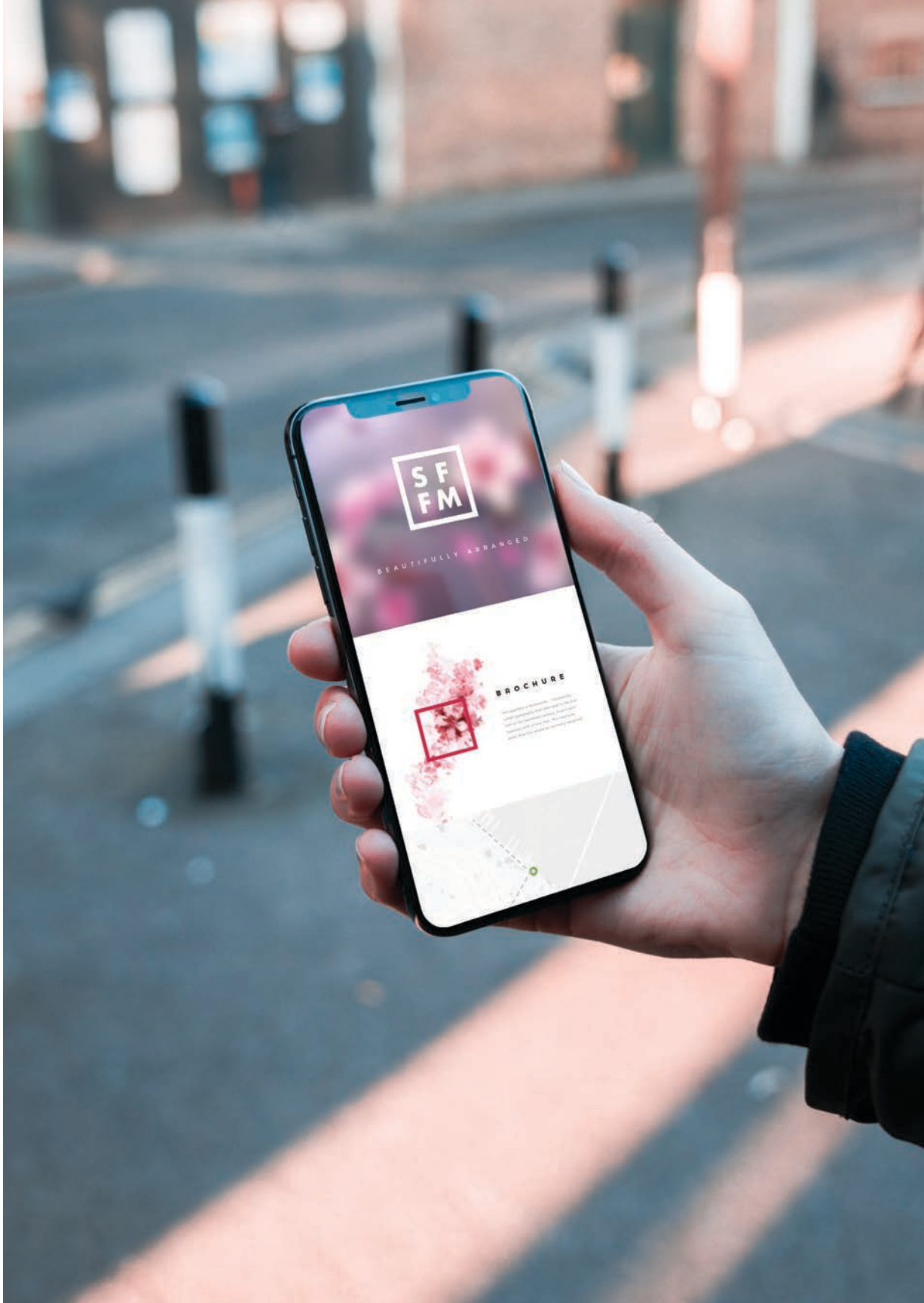
BROCHURE



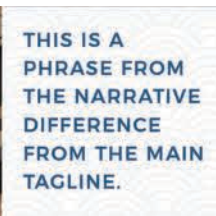
TRIFOLD



WEB / MOBILE



CONSTRUCTION SIGNAGE



BILLBOARD



SF
FM

BEAUTIFULLY
ARRANGED

20 K 44
20104164038



Coca-Cola

Antonio's Antiques

SWAG

