When creating the letter mark, I made the decision to join the L and the M together to allow for nice eye flow. The multitude of parallel lines are included to indicate the straight and direct focus I’m able to have on a task. However, the dynamic nature of the angles of which some of the points are facing displays the side of me that I consider edgy. I chose the color palette for this mark that reflects my interests. I gravitate to all black outfits for the sake of simplicity and aesthetic. In contrast to black, I connect with yellow because of the emotion that is associated with the color. It brings me happiness and allows me to project positivity to others around me.
Memoration Frames is a specialty frame store based in New York City. They provide a way for the young adults, who recently moved to the city, to search for an identity for themselves without losing sight of their family roots. The non-representation symbol is a depiction of a family as well as the skyscrapers in New York. To further explore the idea of a city, the colors used in the identity represent the warm lights in contrast to the cool buildings. The variation between the three figures shows the extensive collection of frames that can be produced in the store. The display typeface used is simplistic and does not compete with the mark’s complexity while complimenting the lines of the forms.
Old World Iron produces architectural and security fixtures, furnishings, and specialty pieces by incorporating the classic artistry of wrought iron. Forged and hammered by artisans and blacksmiths, the craftsmanship of these wrought iron pieces gives any space a unique and authentic touch. When working with this certain medium, it’s important to be precise so I pared this concept with a typeface reflected straight lines and perfect circles. The warm color palette represents the energy felt in the studio/forge. The illustrated bright orange sparks add excitement to the customization of each project.
In contrast to the previous identity mark, this letter mark creatively manipulates letterform to display the different components of wrought iron works. Iron, in its final form is cold to the touch which reflects the cool color palette. The patterns and elements are inspired from examples of wrought iron stair railings and fences found during my research.

Aa
Acumin Variable Concept
Regular
ABCDFGHJKLMNOPQRS
TUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890.,!

Aa
Acumin Variable Concept
Wide
ABCDFGHJKLMNOPQRS
TUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890.,!

Aa
Acumin Variable Concept
Condensed
ABCDFGHJKLMNOPQRS
TUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890.,!
Little Jar Gardens provide those with a green thumb to bring their favorite foods to their home garden. The representational symbol of the identity mark illustrate the process that the consumer will go through to produce their product. It starts out with a seed that grows into a sapling. That sapling eventually grows to become a delicious treat conveniently found in the jar of which they arrived home in. The typeface I selected resembles an old typewriter to visually communicate the message Little Jar Gardens wants to send to their customers. They hope to give people a reason to step away from their technology and return to the roots of our ancestors when we would grow everything ourselves.
Beginning in 2003, Little Jar Gardens have been giving the tools needed to create your own delicious snacks. We provide those with a green thumb to bring their favorite foods to their home.

Little Jar Gardens introduces their newest product, Pickles By You. This jar contains the seeds for dwarf fennel, dill, red chili peppers, crystal white onions, german extra garlic, and houston pickling cucumbers.

With these seeds, you'll be able to grow and learn about the ingredients needed to make our signature pickles.

1300 E Pickle St. Abilene, TX 79606
LittleJarGardens.com | (325)725-8827
Did you know...

The term “pickled cucumber” is derived from the cucumber’s ability to cool the temperature of the ambient air to our bodies.

How to Plant

Sow red chili pepper seeds 1/4 in deep. Water moderately, keep in full sun and keep warm. Make sure to maintain a temperature of at least 70°F. Plants should be about 10–15 cm tall. If nights get too cold, use a heat pad.
Little Jar Gardens provide those with a green thumb to bring their favorite foods to their home garden. The representational symbol of the identity mark illustrate the process that the consumer will go through to produce their product. It starts out with a seed that grows into a sapling. That sapling eventually grows to become a delicious treat conveniently found in the jar of which they arrived home in. The typeface I selected resembles an old typewriter to visually communicate the message Little Jar Gardens wants to send to their customers. They hope to give people a reason to step away from their technology and return to the roots of our ancestors when we would grow everything ourselves.
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23 SEPT

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LET’S BE FRIENDS
Our Story

ThakThai is a Thai café owned and run by Ion Ozy and his family. She was born and raised in the city of Pataya and holds many secret family recipes passed down all the way from her great-grandmother. The goal is to stay as close as possible to traditional Thai cuisine. The food is convenient, delicious, and cheap. Ion believes that food is the best way for those in America to get in touch with her culture.

ThakThai strives to fill the stomachs of those with roots in Thailand. We want to remind them of their home of the social milieu they feel from their younger years. Our specialties include stir-fried and curry dishes with the combinations of rice and noodle dishes. Because we are based in San Francisco, ThakThai guarantees the freshest ingredients ever. From Ion's many years of experience, she is able to make Thai cuisine from scratch. We like to ensure though, not to impress for those with the same background as Ion as well as bring a little Thai culture to the comforts of San Francisco.
Texas Pop Co. is a popcorn company started by the brothers, Desi and Gilberto Gonzalez in Harlingen, Texas. The purpose of this popcorn is to challenge the consumer and test to see how high their heat tolerance is. The combination of the color black, coffin shape, and the dynamic motion of fire are meant to indicate how spicy the product is. The inclusion of illustrations allows for the packaging to not come off as serious. Diablo Maiz is meant to be a fun challenge for people to take on with their friends.
Texas Pop Co. is a company started by the brothers, Desi and Gilberto Gonzalez in Harlingen, Texas. For years they've been experimenting with the best popcorn recipes. The Gonzalez brothers are always up for a challenge and to this day, they still try to one up each other. Their competitive nature is what sparked the idea of Diablo Maiz.

The Gonzalez brothers are here to challenge the consumer and test their heat tolerance. This product is for those looking to prove their pain and heat tolerance. Popcorn this hot can't be found anywhere else. It will have people in tears. Texas Pop Co. wants to see who is worthy of the Diablo Maiz popcorn.
Special Build Detail is a company started by two friends who formed a brotherhood through the car community and a shared passion for Japanese culture. Many of the elements used in the design are iconic elements from the Japanese culture. Most of this community are people with young and rebellious spirits. They enjoy excitement and chaos, which is evident in the illustration stylization. Special Build Detail knows their customers are devoted to their cars and are well versed in the car culture. The cars displayed on the Primary Display Panel catch the eye of people who know the status of these specific cars. Unlike generic car cleaning products, Special Build Detail caters to the people who are willing to spend a lot of time and money on their own works of art.
OUR STORY
Special Build detail is a started by two friends who formed a brotherhood through the car community and a shared love and passion for Japanese car culture. We know that working on one’s car isn’t only a hobby, but a lifestyle. Lots of time and money are spent on, what we consider to be, works of art. It makes sense that we want them to look the best they can. That’s why we make a product that gets the job done in an effective and aesthetically pleasing way.

Directions:
Shake well. Spray onto tires. Use brush to agitate and remove dirt. Rinse. Repeat as needed.

WARNING:
Keep out of reach of children and pets. If swallowed call poison control center immediately for advice. Call a doctor or a physician. If in eyes: rinse cautiously with water for several minutes. Remove contact lenses if present and easy to remove. Continue rinsing.

Note: Seller makes no warranty, expressed or implied, nor accepts any responsibility for any direct or consequential damages beyond purchase price since seller has no control over user’s handling.


Street Clean
Crystal glass cleaner
Spray. Wipe. Drive.

WAVEY wash n wax
Polish. Protect. Drive.

TOKYO shine
Clean. Shine. Drive.