

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.

Aa

Acumin Variable Concept
Extra Condensed Extra Light

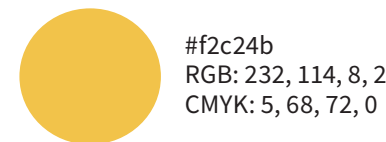
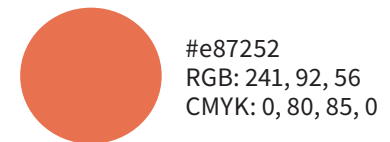
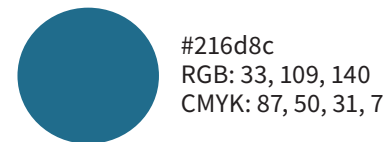
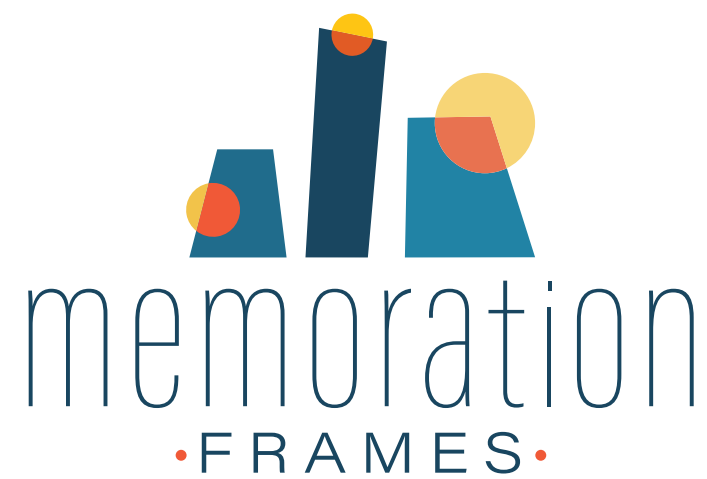
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890,!.?

Aa

Acumin Variable Concept
Condensed Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890,!.?





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.

Aa

Acumin Variable Concept
Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890,.,!?

Aa

Acumin Variable Concept
Wide

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890,.,!?

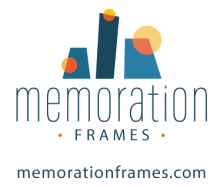
Aa

Acumin Variable Concept
Condensed

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890,.,!?

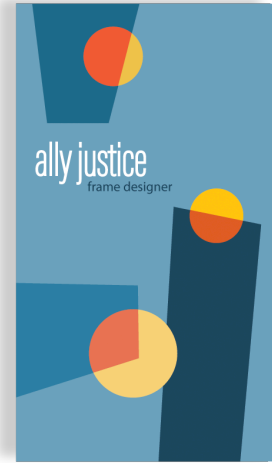


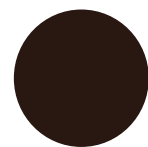
Memoration Frames
43 Market St.
New York, NY 10002



(654)317-1181
allyjustice@memframes.com

43 Market St.
New York, NY 10002
memorationframes.com

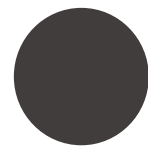




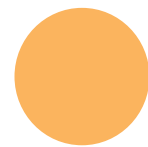
#2b1914
RGB: 43, 25, 20
CMYK: 58, 71, 71, 77



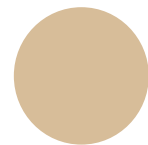
#f9f2e1
RGB: 259, 242, 225
CMYK: 2, 3, 11, 0



#423d3c
RGB: 66, 61, 60
CMYK: 65, 62, 61, 49



#fcb45f
RGB: 252, 180, 95
CMYK: 0, 33, 71, 0



#d6be9a
RGB: 214, 190, 154
CMYK: 16, 23, 42, 0

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.

Aa

**Source Sans Variable
Bold**

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890,.!?**

Aa

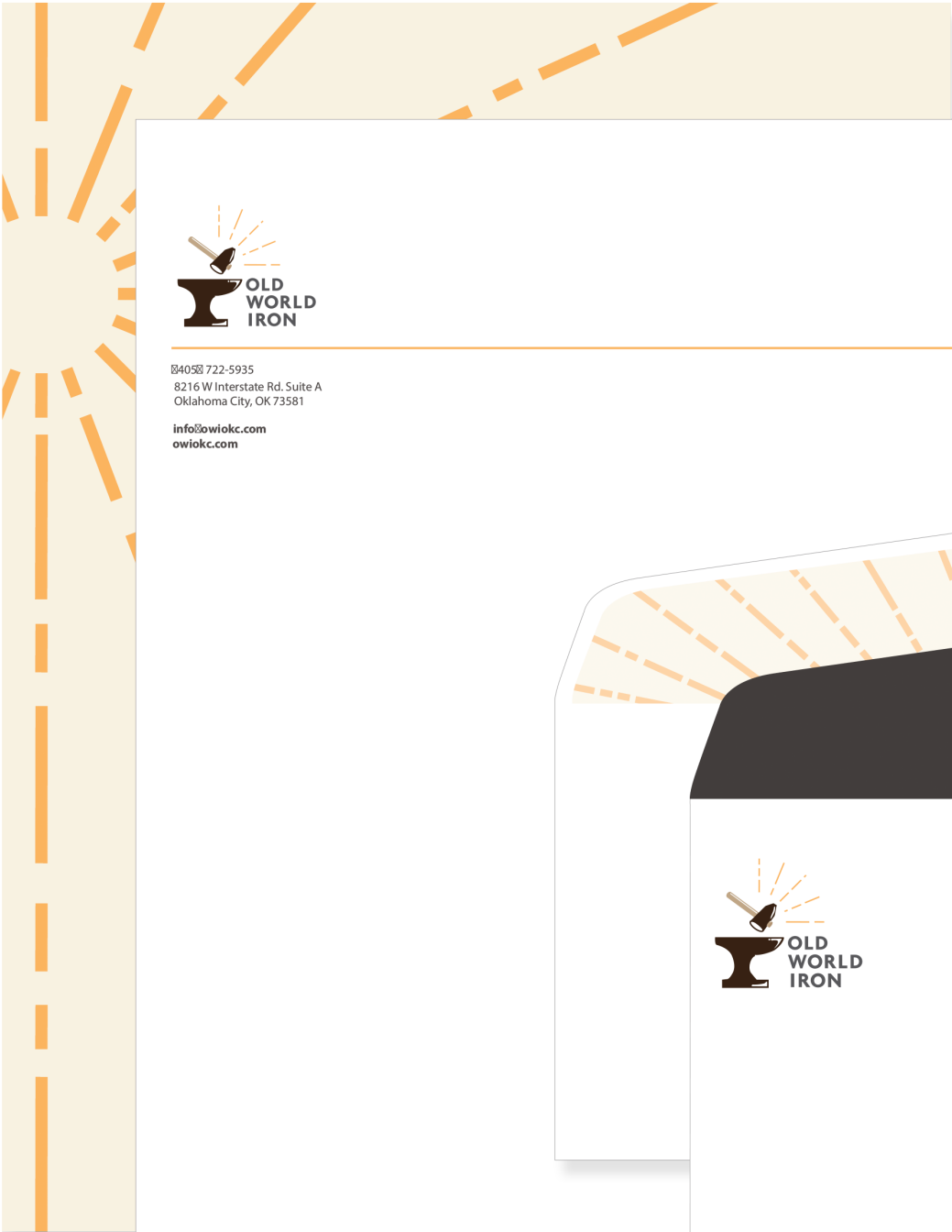
**Source Sans Variable
Regular**

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890,.!?

Aa

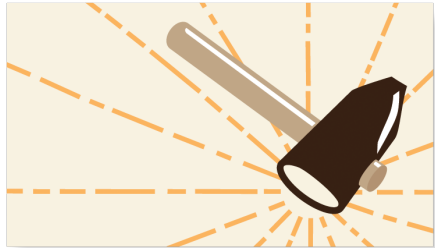
**Source Sans Variable
Light**

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890,.!?



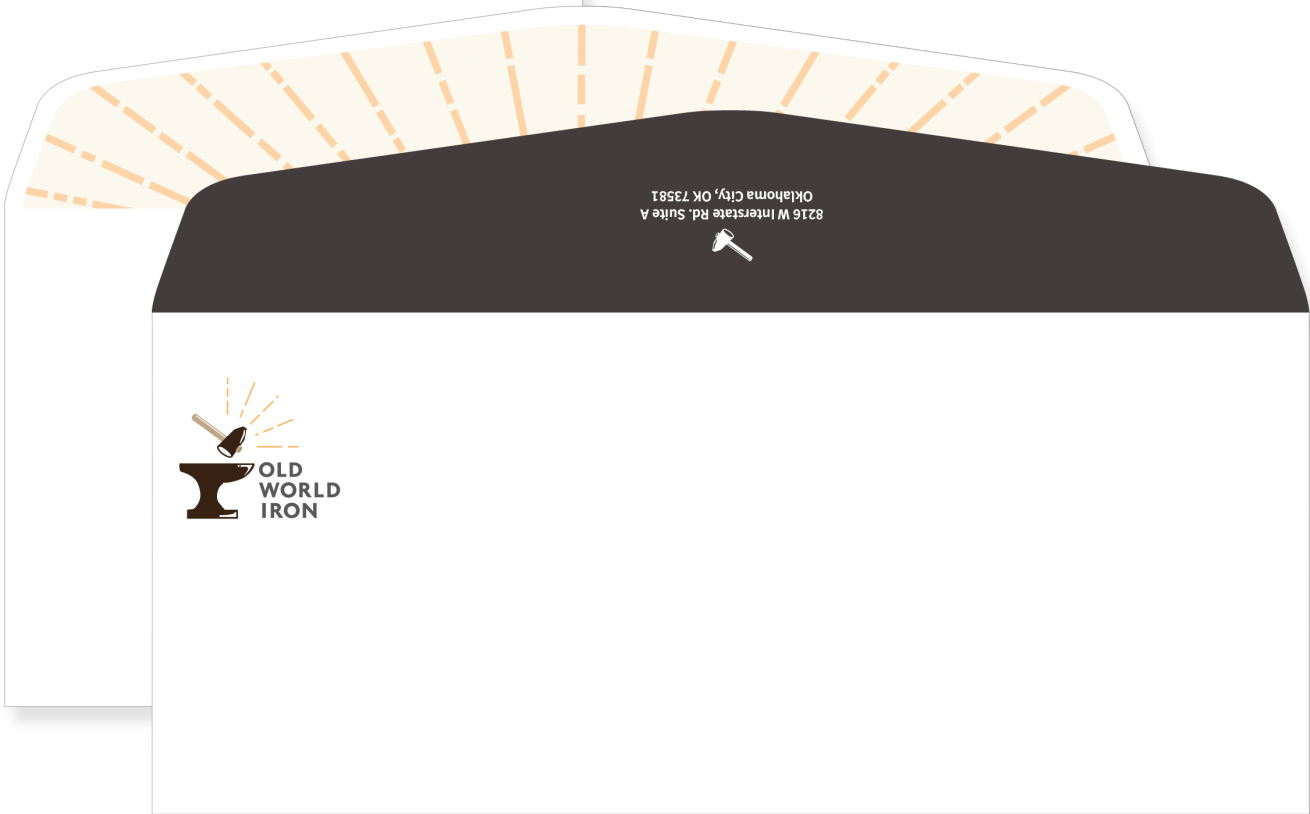
☎405 722-5935
8216 W Interstate Rd. Suite A
Oklahoma City, OK 73581

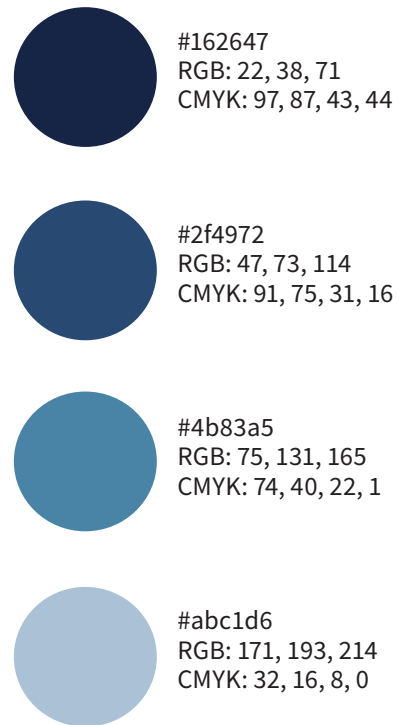
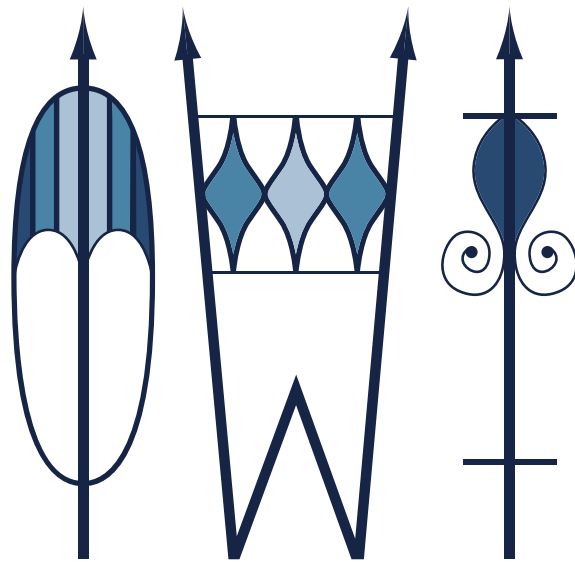
info@owiokc.com
owiokc.com



Chris Wallace
Production Manager

(405) 722-5935
owiokc.com | info@owiokc.com
8216 W Interstate Rd. Suite A
Oklahoma City, OK 73581





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

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890,!.?

Aa

Acumin Variable Concept
Wide

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890,!.?

Aa

Acumin Variable Concept
Condensed

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890,!.?

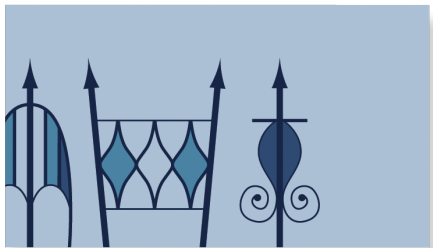


8216 W Interstate Rd. Suite A
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(405) 722-000
info@owiokc.com
owiokc.com



Old World Iron
8216 W Interstate Rd. Suite A
Oklahoma City, OK 73581

owiokc.com



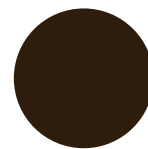


(405) 722-000
8216 W Interstate Rd. Suite A
Oklahoma City, OK 73581
info@owiokc.com
owiokc.com

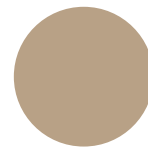
Chris Wallace
Manager



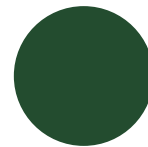
Little Jar Gardens



#2f1e0f
RGB: 47, 30, 15
CMYK: 56, 69, 80, 75



#b8a186
RGB: 184, 161, 134
CMYK: 29, 34, 49, 1



#254c30
RGB: 37, 76, 48
CMYK: 81, 44, 85, 46

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.

Aa

American Typewriter
Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890,.,!?

Aa

Americana
Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890,.,!?

Aa

Baskerville
Semibold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890,.,!?

Little Jar
Gardens




**Boston
Pickling
Cucumber**

Green, thin-skinned, with full ends. Their flesh is crisp and is receptive to plenty of pickling spices.

70 Days to harvest

Net Wt. 200 mg

Little Jar
Gardens



**Crystal
White
Onion**

Also known as White Bermuda, this medium sized, juicy, sweet onion is dependable and always a delightful addition.

150 Days to harvest

Net Wt. 200 mg

Little Jar
Gardens




**Red
Chili
Pepper**

Made from the ground fruit of a plant in the Capsicum family. The fruits can be red or orange pods which can grow to about the length of one's thumb.

150 Days to harvest

Net Wt. 200 mg

Little Jar
Gardens




**German
Extra
Garlic**

Long, flat grasslike leaves and a papery hood around the flowers. Very strong smell and taste and is used in cooking and pickling.

240 Days to harvest

Net Wt. 200 mg

Little Jar
Gardens



**Dwarf
Fernleaf
Dill**

A slow-bolt variety often grown for its leaves, popularly used in cooking.

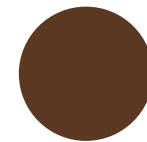
90 Days to harvest

Net Wt. 200 mg

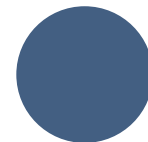




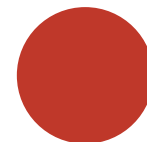




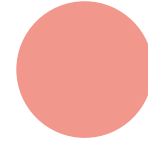
#5b3923
RGB: 91, 57, 35
CMYK: 44, 68, 84, 51



#446082
RGB: 68, 96, 130
CMYK: 80, 61, 30, 10



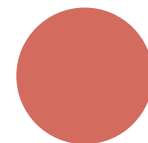
#bd3b2a
RGB: 189, 59, 42, 18,
CMYK: 91, 96, 8



#f4988c
RGB: 244, 152, 140
CMYK: 1, 49, 38, 0



#dc4326
RGB: 220, 67, 38
CMYK: 8, 89, 100, 1



#d36c5e
RGB: 211, 108, 94
CMYK: 14, 69, 62, 1

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.

Aa

Myriad STD
Tilt

ABCDEFGHIJKLMNOPQRSTUVWXYZ
TUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890,;!?

Aa

Myriad Pro
Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
TUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890,;!?

Aa

Myriad Pro
Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
TUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890,;!?

Thai Khafe

MUSIC | GAMES | PRIZES

10 CELEBRATE YEARS TOGETHER

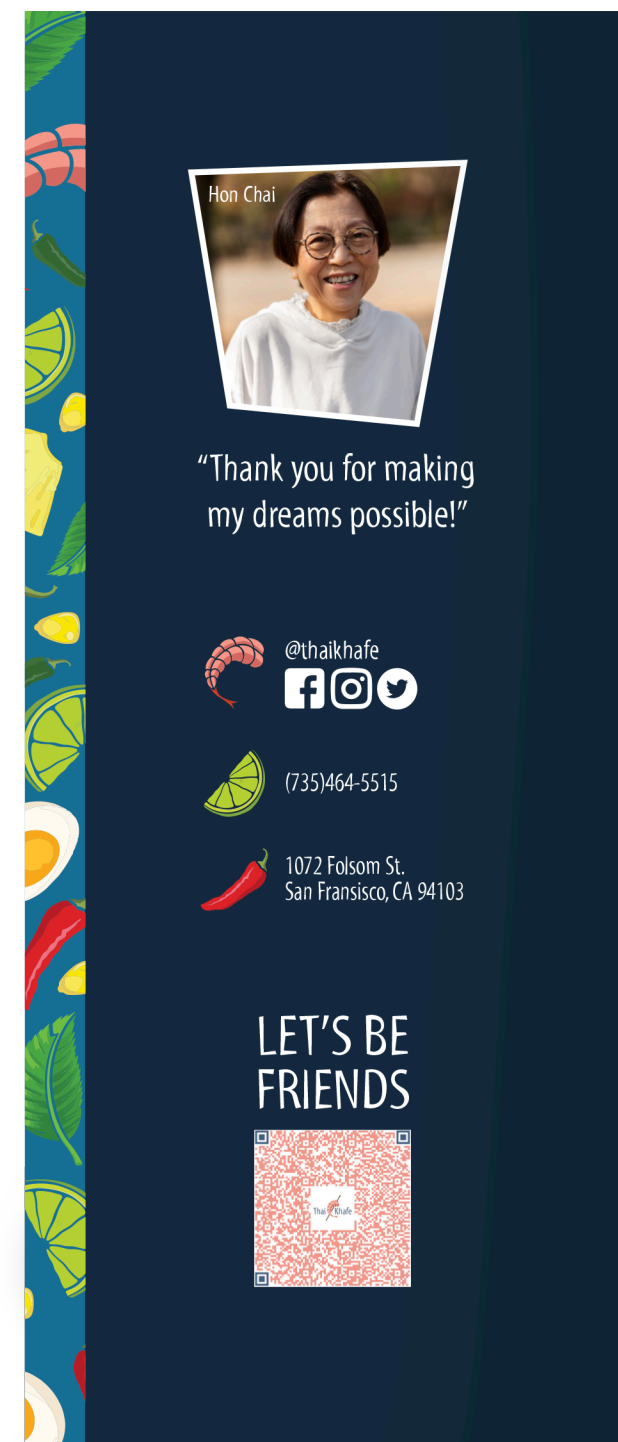


Let our food
show you the
meaning of
Thai cuisine

23
SEPT

@thaikhafe
f i t

1072 Folsom St. San Francisco, CA 94103



Our Story

Thai Khafe is a Thai cafe owned and run by Hon Chai and her family. She was born and raised in the city of Pattaya and holds many secret family recipes passed down all the way from her great grandmother. The goal is to stay as true as possible to traditional Taiwanese food. In Bangkok, the food is convenient, delicious, and cheap. Chai believes that this is the best way for those in America to get in touch with her culture.

Thai Khafe strives to fill the stomachs of those with roots in Thailand. We want to remind those far from their home of the nostalgia they feel from their younger years. Our specialties include seafood and curry along with the combinations of rice and noodle dishes. Because we are based in San Francisco, Thai Khafe guarantees the freshest seafood in our dishes. From Chai's many years of experience, she's able to make the best quality cuisine from scratch. We find purpose though being able to provide for those with the same background as Chai as well as bringing a bit of Taiwanese culture to the comforts of San Francisco.

Gluten Free Appetizers

Egg Rolls (2)

Vegetables and beef
eggroll shell, served
\$3.50

Dumplings (6)

Minced pork with
garlic, wrapped in
dumpling sauce, served
\$7.99

Fried Shrimp (6)

Shrimp and yellow
shell, served with
dumpling sauce, steamed or fried.
\$7.99

Tempura Rolls (6)

Fried shrimp and
vegetables, served with
house sweet and sour sauce.
\$7.99

Fried Tofu (6)

Fried tofu served with a choice of peanut and
cucumber sauce or sweet tamarind sauce, topped
with crushed peanuts, cilantro, and chili peppers.
\$5.99

Soups

Vegetable Soup

Vegetable soup in a light broth with fried garlic,
cilantro and green onions.
\$4.99

Tom Kha Gai

Creamy coconut milk soup with chicken, tomato,
yellow onion, mushroom, lemongrass, kaffir leaves,
and galangal spiced in lime juice.
\$5.99

Po-Tak (Spicy Tom Yum Seafood Soup)

Seafood, lemongrass soup with jumbo shrimp, shrimp,
calamari, mussels, tilapia, crab legs, tomatoes, yellow
and green onions, mushrooms, kaffir leaves, yellow
cilantro spiced with Thai chili and lime juice, served
with steamed rice.
\$15.99

Fried Rice

Fried Rice

Rice sautéed with egg, tomato, yellow & green onion, and
choice of meat. Garnished with lime and cucumber.
\$9.99

Tuk Tuk Bacon & Spinach Fried Rice

Rice sautéed with bacon and spinach. Garnished with
tomatoes, cucumber, and crispy bacon strips.
\$10.99

Pineapple Curry Fried Rice

Rice sautéed with pineapple, egg, yellow & green onion, and
choice of meat. Garnished with lime and cucumber.
\$10.99

Noodles

Pad Thai

Thai famous stir-fried rice noodle with egg, bean sprouts,
chopped green onion, and crushed peanut.
\$10.99

Thai Lo Mein

Stir-fried lo mein noodle with cabbage, broccoli, carrot, and
snow peas in a light brown sauce.
\$10.99

Tuk Tuk Vermicelli

Fresh vermicelli noodle with broccoli, snow peas, lettuce,
bean sprouts, crushed peanut, and choice of meat. Served
with side of our special house sauce.
\$10.99

Curry

Panang Curry

Rich panang curry with coconut milk, bell peppers,
jalapenos and kaffir leaves.
\$7.99

Green Curry (Gang Keow Waan)

Light green curry with coconut milk, bamboo shoots,
jalapenos, bell peppers, and basil.
\$10.99

Yellow Curry (Gang Garee)

Yellow curry with coconut milk, yellow onion
and potatoes.
\$10.99

Red Curry (Gang Dang)

Classic Thai red curry with coconut milk, bamboo
shoots and basil.
\$10.99

Pineapple Curry

Spicy Thai red curry with pineapple, coconut milk,
jalapeno and basil.
\$9.99

Beverages

Soda

..... \$1.50

Iced Tea

..... \$2.00

Hot Green Tea

..... \$1.99

Hot Jasmine Tea

..... \$4.50

Thai Iced Tea

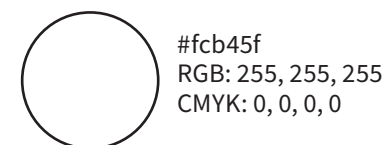
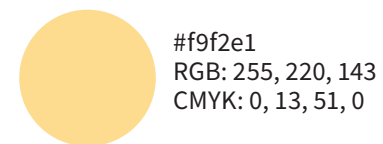
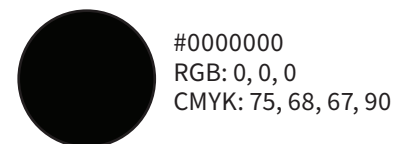
..... \$4.50

Thai Iced Coffee

..... \$2.00

Apple Juice

.....



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.

AA
EVIL EMPIRE
REGULAR
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890..!?

Aa
Myriad Pro
Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890..!?





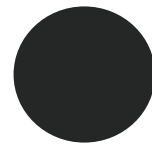
Texas Pop Co. is a company started by the brothers, Desi and Gilberto Gonzalez in Harlingen, Texas. For years they've been experimenting with the best popcorn recipes. The Gonzalez brothers are always up for a challenge and to this day, they still try to one up each other. Their competitive nature is 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.



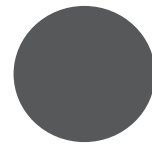




#272727
RGB: 39, 39, 39
CMYK: 71, 65, 64, 68



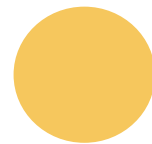
#eee1c9
RGB: 238, 225, 201
CMYK: 6, 9, 21, 0



#58595b
RGB: 88, 89, 91
CMYK: 0, 0, 0, 80



#b7ad9a
RGB: 183, 173, 154
CMYK: 30, 28, 39, 0



#f6c65e
RGB: 246, 198, 94
CMYK: 3, 22, 74, 0



#8a7c68
RGB: 138, 124, 104
CMYK: 5, 68, 72, 0



#f3d47e
RGB: 243, 212, 126
CMYK: 5, 14, 60, 0

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.

AA

IRON AND BRINE
REGULAR
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890,!?.

Aa

Cocogoose
regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890,!?.

Aa

Montserrat
Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890,!?.





7 25272 73052 6

Scan Me!

for more info

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 is 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 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, doctor or a physician . IF IN EYES: Rinse cautiously with water for several minutes. Remove contact lenses, if present and easy to do so. 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.


SPECIAL BUILD
• detail •

Street X Clean

CRYSTAL

glass cleaner

Spray.
Wipe.
Drive.



1899 Bell St. Houston, TX 77003
specialbulldetail.com
(281) 346 - 7138

MADE IN USA

RECYCLED

RECYCLABLE

16 US Fl. Oz. 473 ml

7 25272 73052 6

Scan Me!

for more info

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 is 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 in an effective and aesthetically pleasing way.

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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.


SPECIAL BUILD
• detail •

Street X Clean

WAVEY

wash n' wax

Polish.
Protect.
Drive.



1899 Bell St. Houston, TX 77003
specialbulldetail.com
(281) 346 - 7138

MADE IN USA

RECYCLED

RECYCLABLE

16 US Fl. Oz. 473 ml

7 25272 73052 6

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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 is 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 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, doctor or a physician . IF IN EYES: Rinse cautiously with water for several minutes. Remove contact lenses, if present and easy to do so. 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.


SPECIAL BUILD
• detail •

Street X Clean

TOKYO

tire shine

Clean.
Shine.
Drive.



1899 Bell St. Houston, TX 77003
specialbulldetail.com
(281) 346 - 7138

MADE IN USA

RECYCLED

RECYCLABLE

16 US Fl. Oz. 473 ml

