

# Maya Kapur & Storey Pearson

**Inspiration**



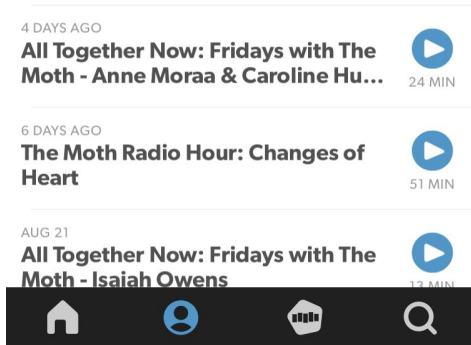
**“You don’t leave New York without...”**

A weird subway encounter.

A drunk story.

A crazy roommate.

An awful breakup.

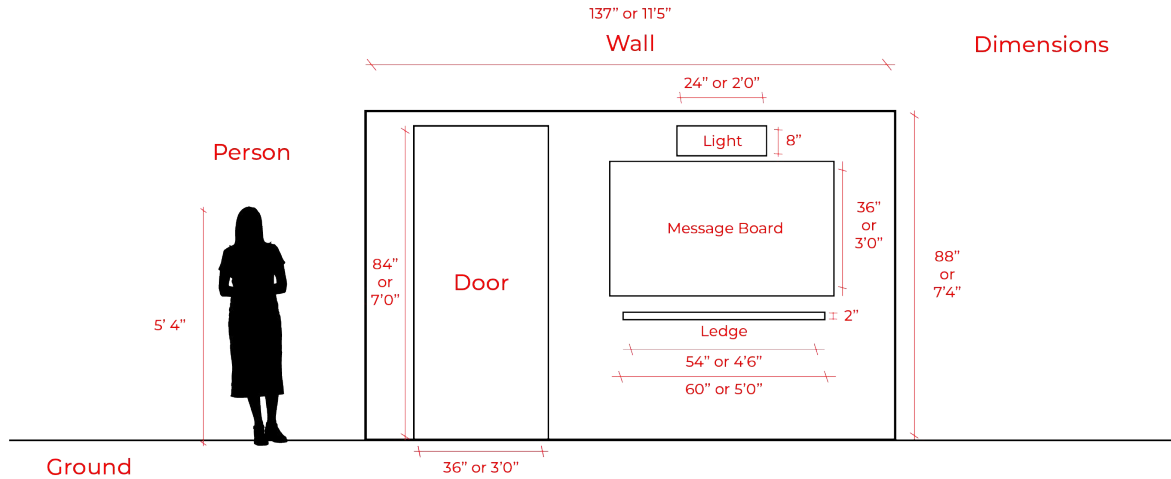


# Site Elevations



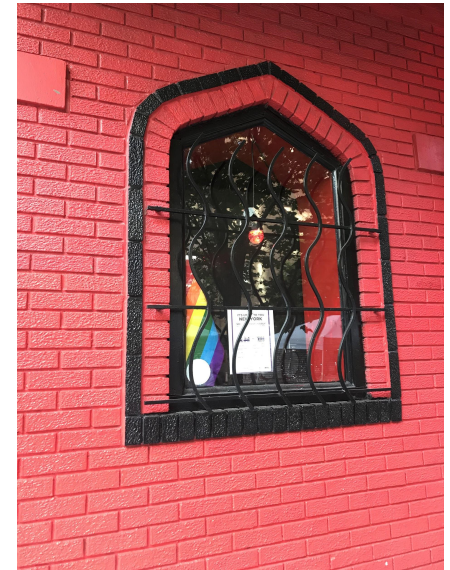
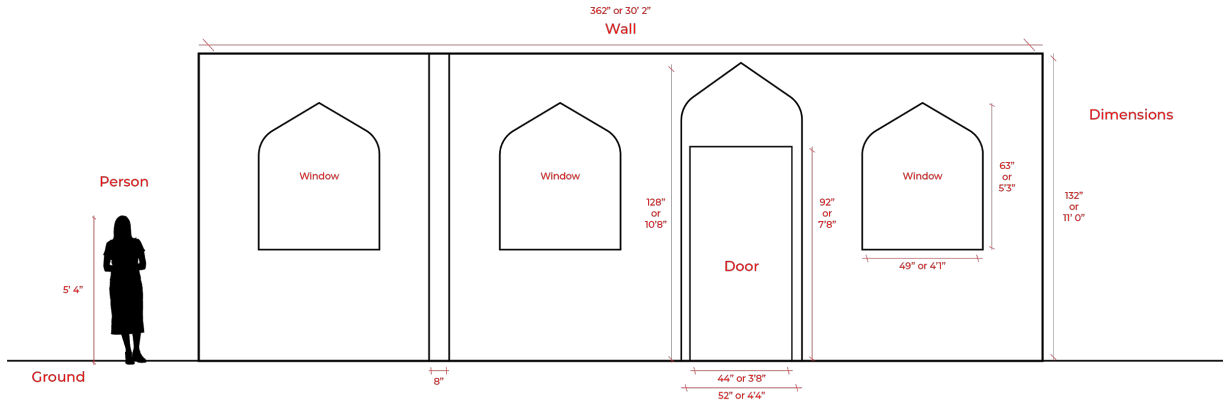
## Site Selection #1: Apartment

Elevation:  $1/4" = 1' - 0"$   
Apartment



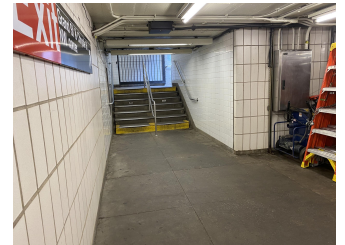
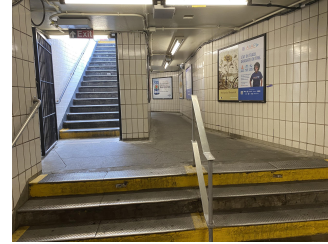
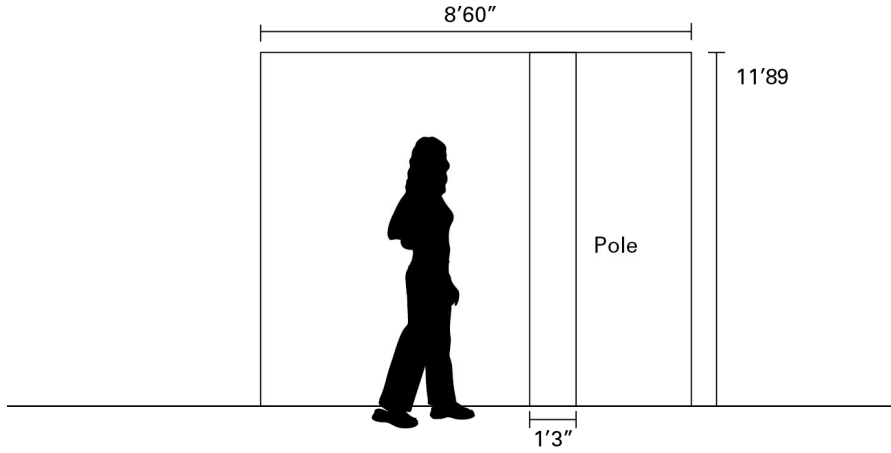
## Site Selection #2: Bar

Elevation: 1/4" = 1' - 0"  
Apartment



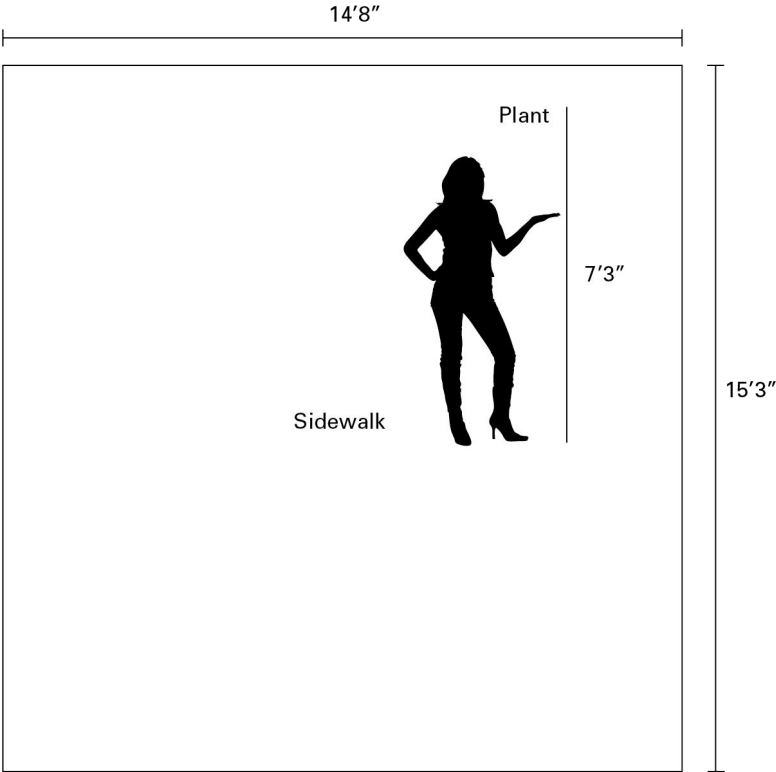
### Site Selection #3: Subway Grand BD

Elevation: 1/4" = 1' - 0"



Site Selection #4: Coffee Shop

Elevation: 1/4" = 1' - 0"

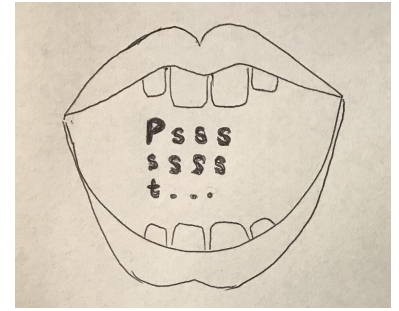
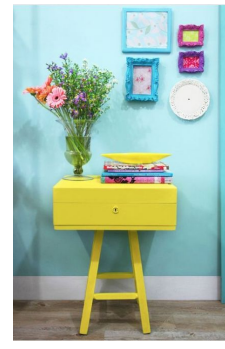


# Final Identity

# Direction

Title + Moodboard + Sketches + Color + Type + Signage

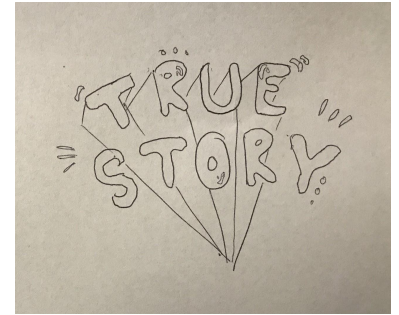
Identity Direction: Moodboard + Sketches



**"BUSY BODY"**



**Be Nice**





# Our FONTS.

## 212 Moon Child Sans

Used for Display and Logo

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890~!@#%&\*()\_+{|: "<>?

## Montserrat Bold

Used for Headers and Subheaders

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890~!@#%&\*()\_+{|: "<>?

## Montserrat Light

Used for Headers and Subheaders

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890~!@#%&\*()\_+{|: "<>?

# Our COLORS.

These colors add to the personality of our brand.  
We are bright, colorful, and playful.

## Primary Color Palette

Our primary colors should be the first choice to use in design so it reinforces our brand consistently across all of our communications.



### Radical Red

#FF4359  
R255 G67 B89  
C0 M87 Y56 K0



### Mine Shaft

#333333  
R51 G51 B51  
C69 M63 Y62 K58



### White

#FFFFFF  
R255 G255 B255  
C0 M0 Y0 K0

## Secondary Color Palette

Our secondary colors should be used sparingly in signage so our primary palette can be the most dominant.



### Web Orange

#FFAC00  
R255 G172 B0  
C0 M37 Y100 K0



### Lime Green

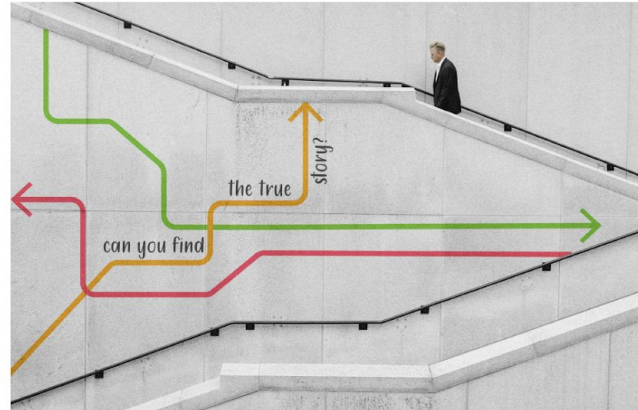
#76CC1F  
R118 G204 B31  
C57 M0 Y100 K0



Our  
LOGO.



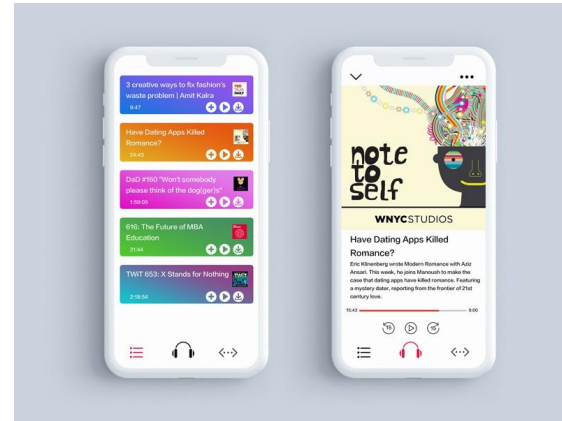
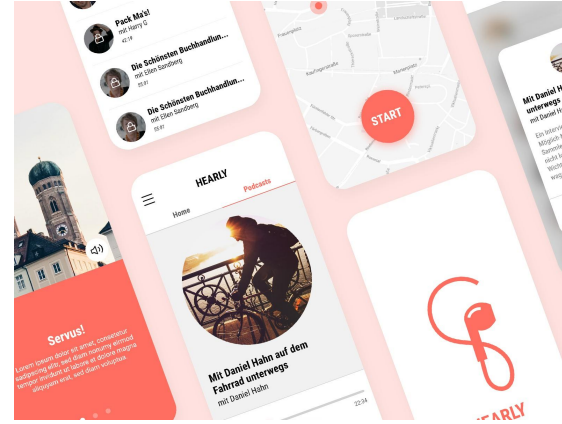
# Our APPLICATIONS.



# Companion Piece

Moodboard + Wireframes + Content (audio)

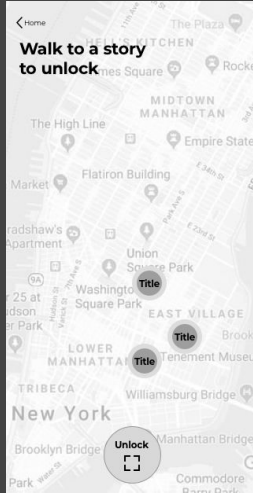
## Companion Piece: Moodboard



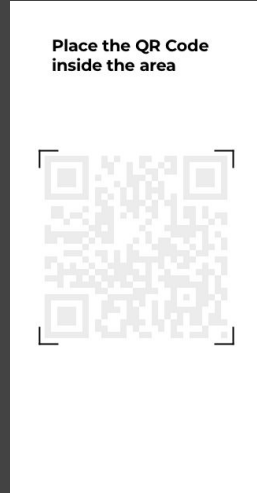
## Companion Piece: Wireframes



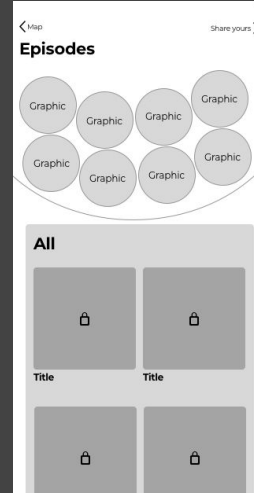
LP



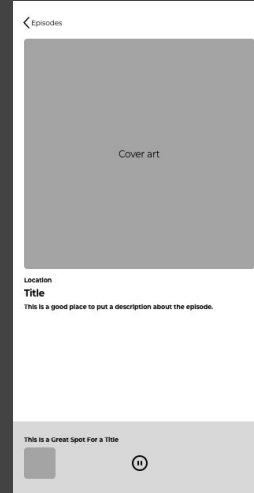
Map



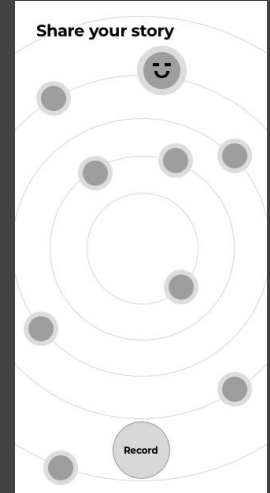
QR scanner pop up



Episodes



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