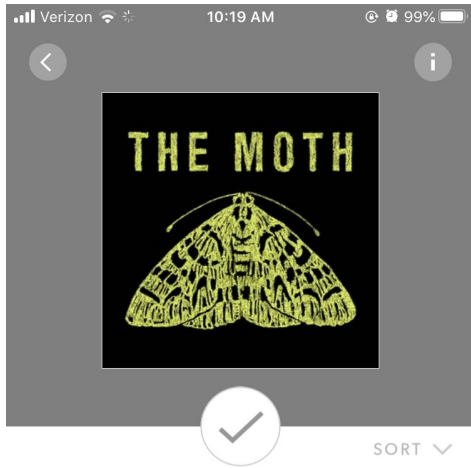


Maya Kapur & Storey Pearson

Inspiration



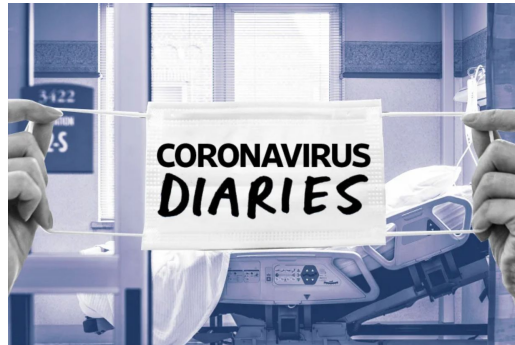
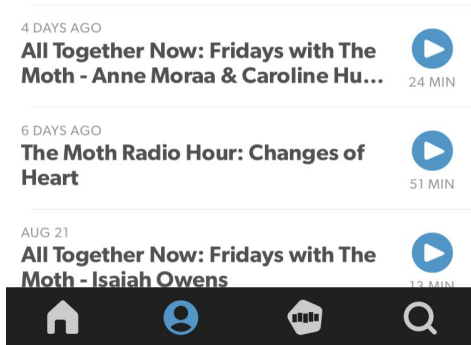
“You don’t leave New York without...”

A weird subway encounter.

A drunk story.

A crazy roommate.

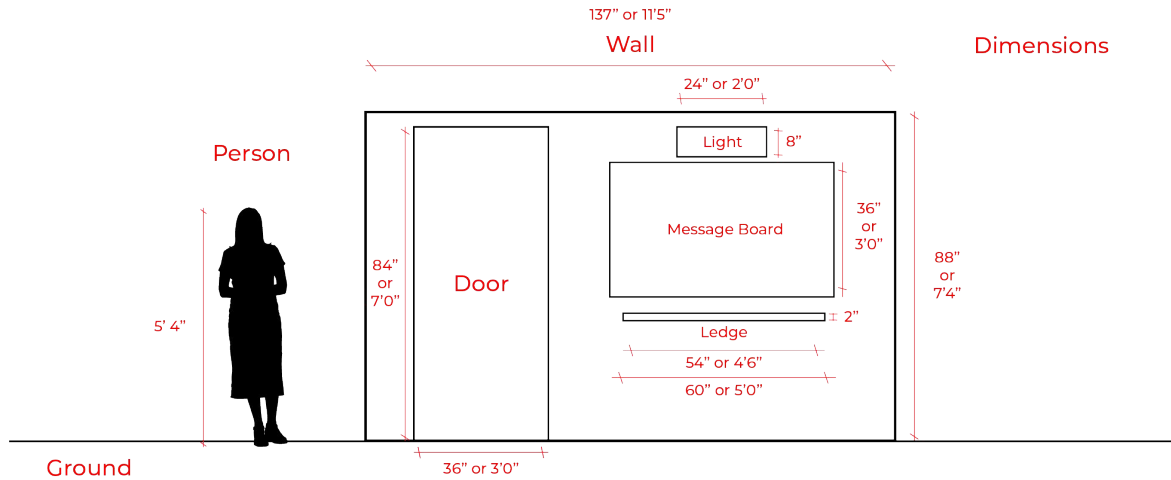
An awful breakup.



Site Elevations

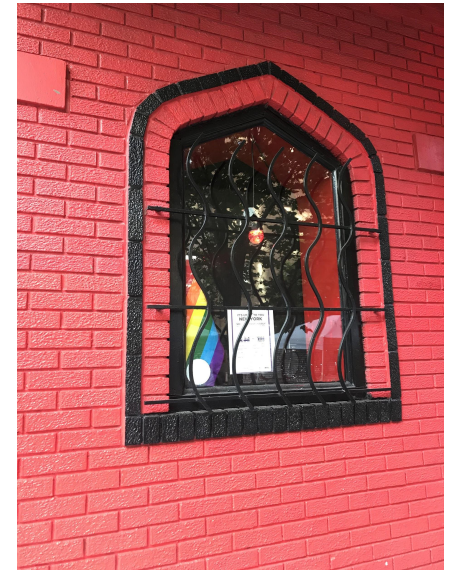
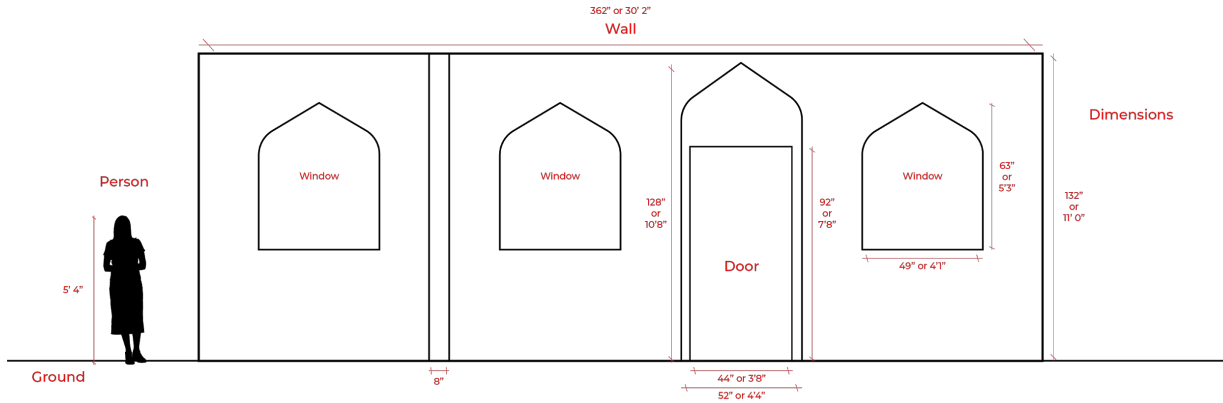
Site Selection #1: Apartment

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



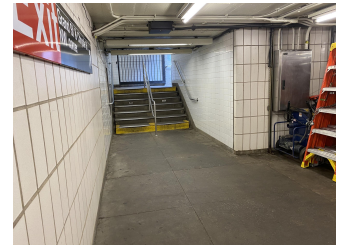
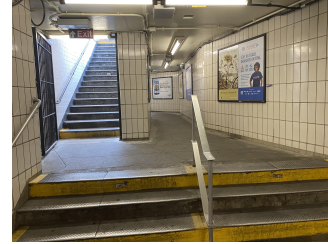
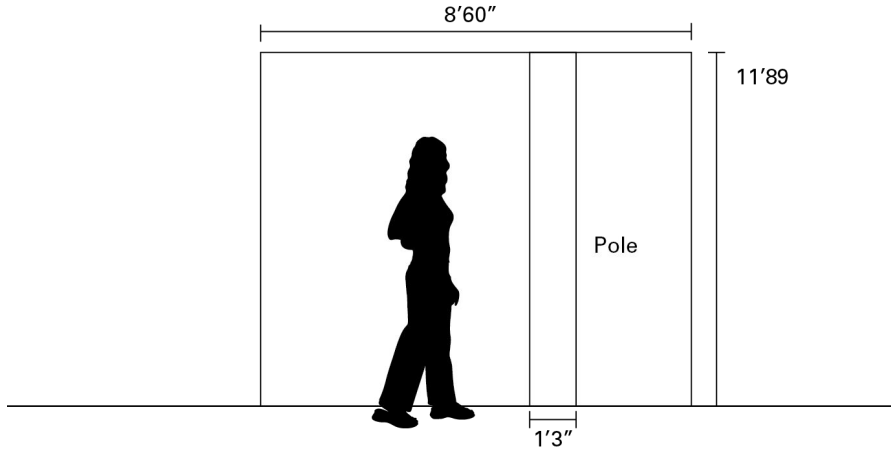
Site Selection #2: Bar

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



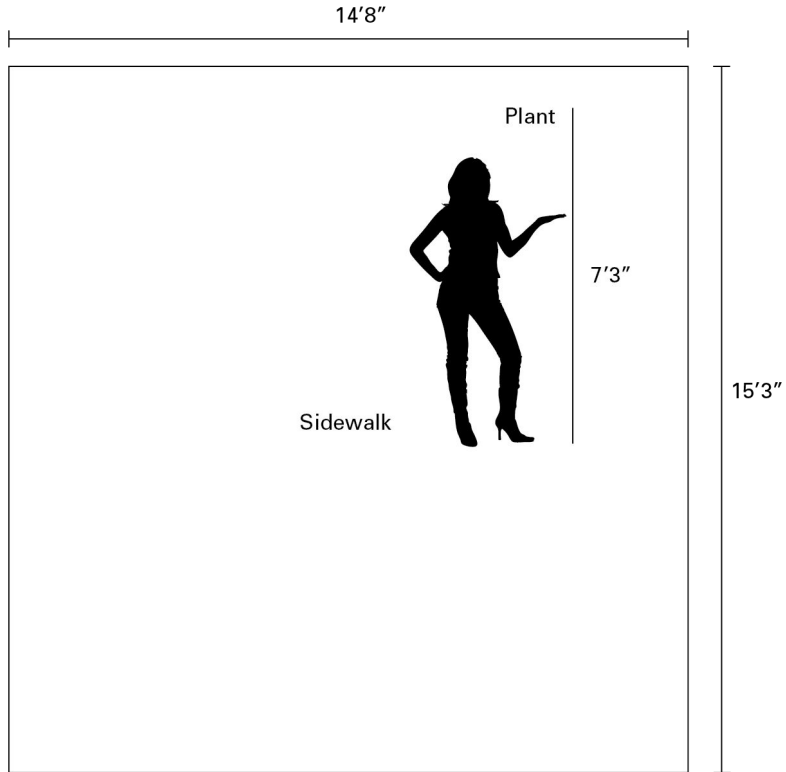
Site Selection #3: Subway Grand BD

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



Site Selection #4: Coffee Shop

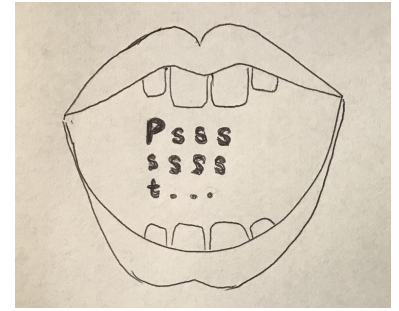
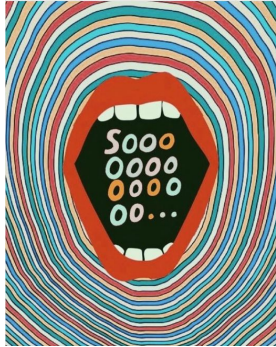
Elevation: 1/4" = 1' - 0"



Final Identity Direction

Title + Moodboard + Sketches + Color + Type + Signage

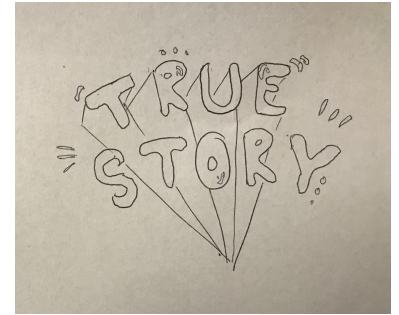
Identity Direction: Moodboard + Sketches



**"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 Body Text

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.



Java

#1FB3CA
R31 G179 B202
C73 M6 Y18 K0



Web Orange

#FFAC00
R255 G172 B0
C0 M37 Y100 K0



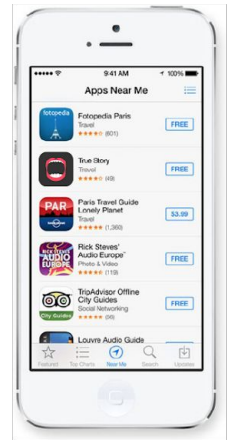
Lime Green

#76CC1F
R118 G204 B31
C57 M0 Y100 K0

Our
LOGO.



Our APPLICATIONS.



Site Renderings

Site Selection #1: Apartment



Site Selection #2: Bar



Site Selection #3: Subway Grand BD



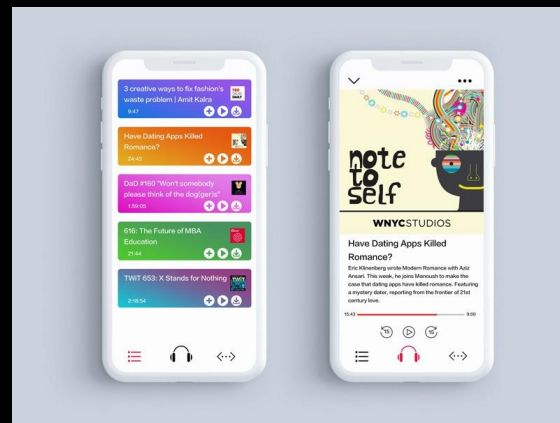
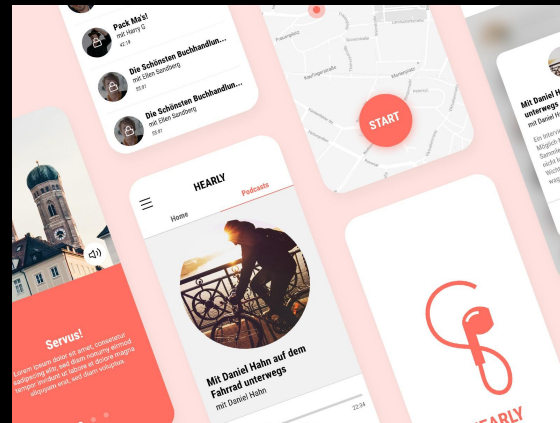
Site Selection #4: Coffee Shop



Companion Piece

Moodboard + Wireframes + Content (audio)

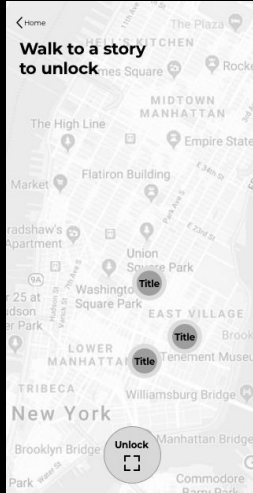
Moodboard



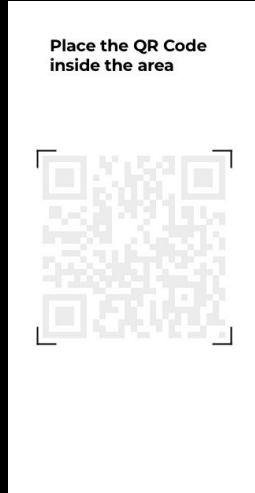
Initial Wireframes



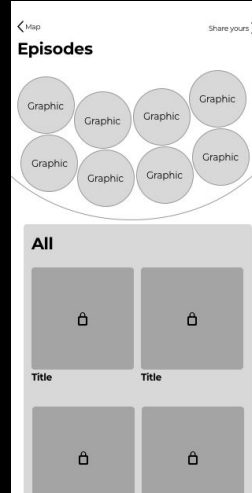
LP



Map



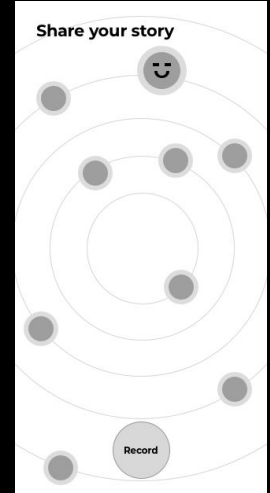
QR scanner pop up



Episodes



Click into episode



Share

Working Prototype

