

KAYLA IRIS PROJECT 1
PROFESSOR WHITE

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LOGO INSPIRATION



SUSHI
S L O G A N

SKETCHES

KEY WORDS/STATEMENT

BRIGHT

not coming into a statement

24
I found
it at the
University of
London, where I was
studying for
my degree

X I'm trying Anything X X

Eclectic

EYE CATCH

Unity w/in Glazy

Love

a put together
piece of art
find my line,
and taking only one
step over it

33 left out of your
conform - zone. knowing
you look good if you're
for someone to love you



SKETCHES CONT.



*diff hand
& drawn
on each*



Type face



- Old Beach Brush

KAYLA IRIS



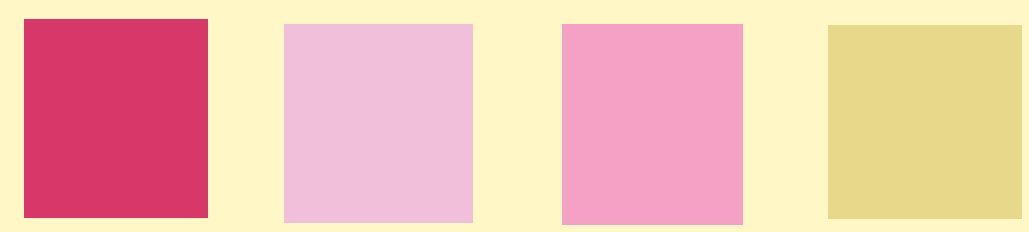
- Discondenced
- Caps lock

Kayla Iris



KAYLA IRIS
kayla iris

Color Story



PANTONE COLORS



icons for bus. card



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CONCEPT STATEMENT:
**MY BRAND IS A PUT TOGETHER FORM OF CRAZY.
TAKING YOU RIGHT OUTSIDE OF YOUR COMFORT ZONE
TO PRODUCE A BOLD STYLE. TRY ANY STYLE ONCE,
EVERYTHING IS A LEARNING EXPERIENCE, DONT
LIMIT YOURSELF. COOL CRAZY AND COLLECTIVE.**

