



HEMPEST

CANJIE ZHAO

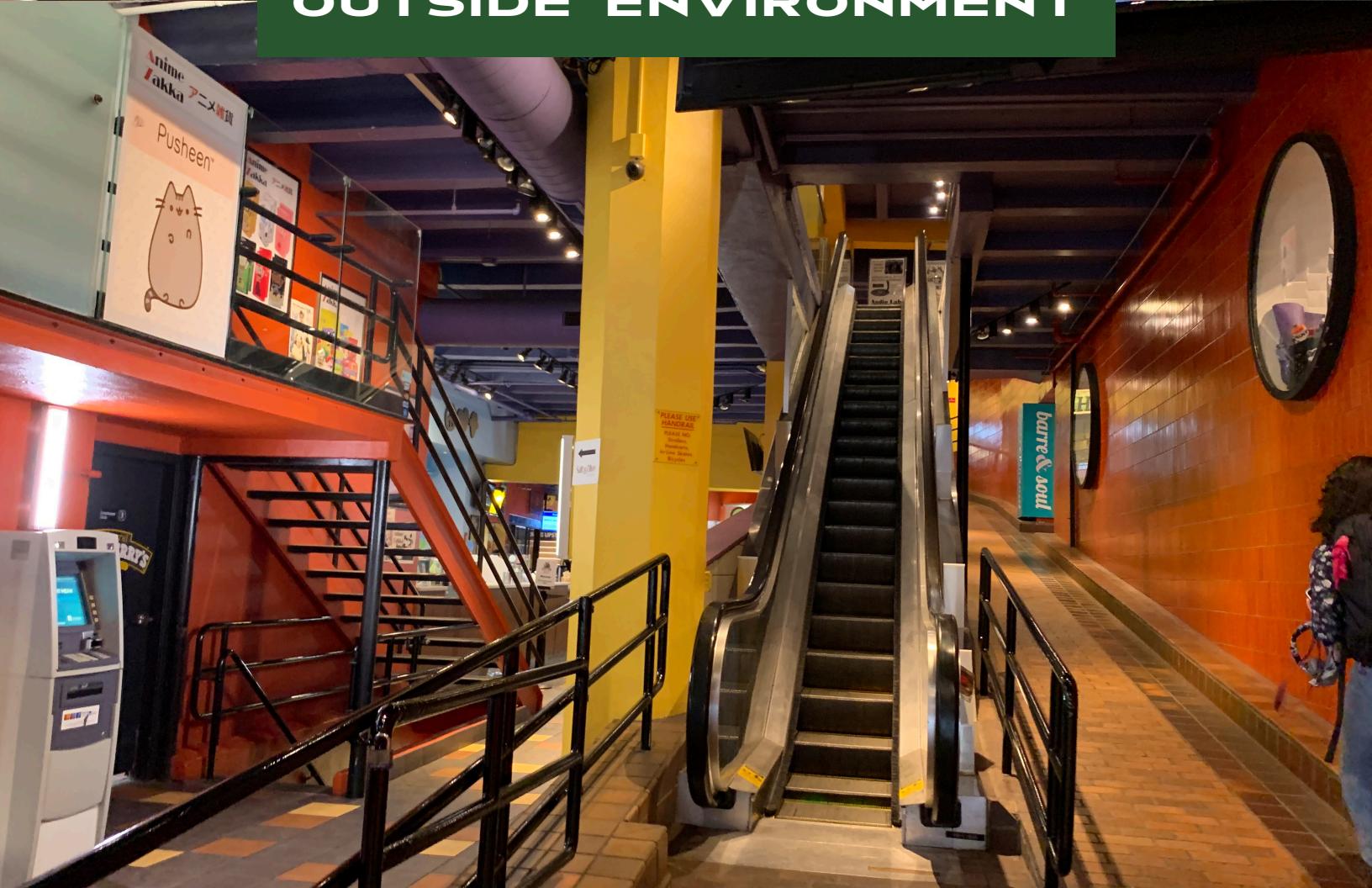
OVERVIEW

The Hempest is a clothes store, open over 25 years. Applying a license to sell marijuana, and they will be the first and only one store selling marijuana products in Harvard square area, where is a busy commercial location. And they are clearing all the cloth to make the space. The Hempest is located in Harvard square, inside one of the retail building, Logo is clear, but not popping. not so much personality. Consumer is face to random people who walking on the street or residence around. The store is changing their style, from clothing to more medical or marijuana, they have already put in some smoke tools and medical stuff, such as CDB medical, marijuana picture, but those thing would not get people hype so far. They want to change the Name from Hempest to Hempest HC, Adding the HC to the end, means make people hyper.





OUTSIDE ENVIRONMENT



THE HEMPEST

THE CURRENT LOGO



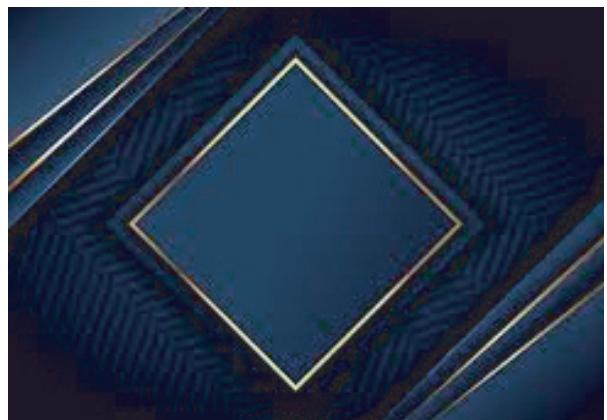
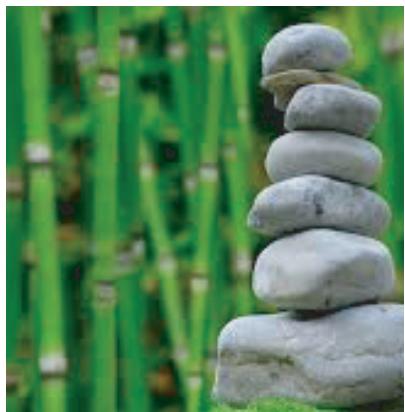
HEMPEST

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STORE VISIT



MOODBOARD



20 KEYWORDS

GREEN

UNIQUE

LIGHT

FIRE

RELAX

DRUNK

HYPER

MONEY

GRASS

DISPENSARY

MEDICINE

FREEDOM

HEALTH

BIRD

SMOKE

PASSIONABLE

FLYING

GIGGLES

STORM

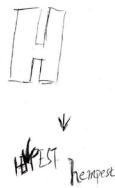
TEA

100 SKETCHES - I



100 SKETCHES - 2

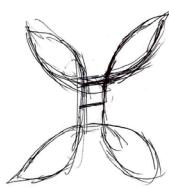
THE
HEMPEST
H.C.



hempest



Direction:
 $3 \times 3 = 9$
+ B & W
 $3 \times 3 = 9$
color



The HEMPEST H.C.



The
Hempest

The
nempest

Leaf
HEMPEST

THE
HEMPEST

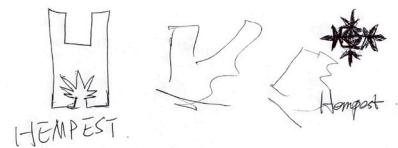
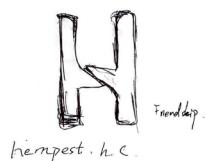


P
The
Hempest
H.C.



HEMPEST

REVISE SKETCHES



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DEGITAL REVISE - I



The HEMPEST HC



The HEMPEST HC



the hempest hc



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HEMPEST HC



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DEGITAL REVISE - 2



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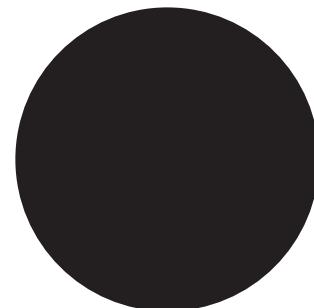
hempest



FINAL REVISE AND INSPIRATION

Circle
Shape





Serrate





Letter

HEMPEST
hempest

h

TYPOGRAPHY

HEMPEST

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abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890&?\$\$!";:,

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890&?\$\$!";:,

TYPOGRAPHY FINAL

ANISETTE

HEMPEST

ABCDEFGHIJKLMNOPQRSTUVWXYZ
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890€?\$/!;:,

HEMPEST

ABCDEFGHIJKLMNOPQRSTUVWXYZ
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890€?\$/!;:,

HEMPEST

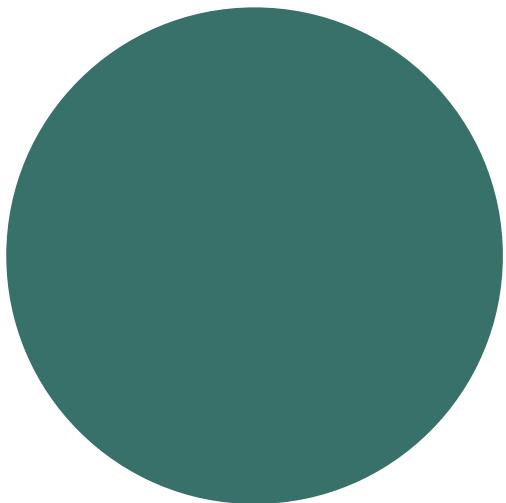
ABCDEFGHIJKLMNOPQRSTUVWXYZ
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890€?\$/!;:,

RIDLEY GROTESK

HEMPEST

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890&?\$/!;:,

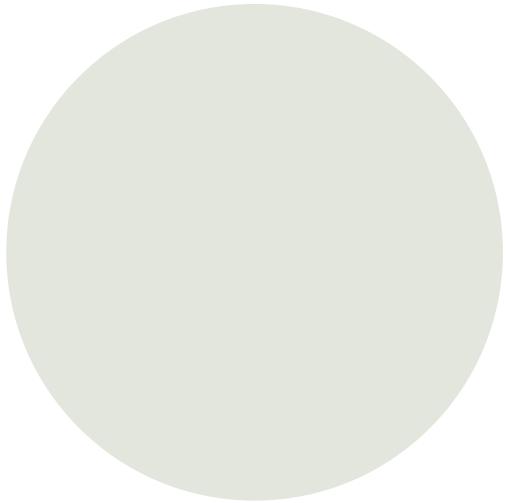
COLOR PALETTE



#33584B

RGB: 51 88 75

CMYK: 75 35 55 22



#E5E7D5

RGB: 229 233 219

CMYK: 10 6 10 0

LOGO BW



HEMPEST

LOGO COLOR



HEMPEST



BRAND ELEMENTS: BUSINESS CARD



BRAND ELEMENTS



GLASS CANS

BRAND ELEMENTS



GLASS CANS

BRAND ELEMENTS



GLASS CANS

BRAND ELEMENTS



GLASS CANS

HEMPEST