

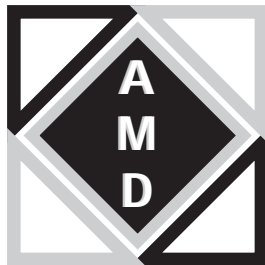
Ackerman
Marketing +
Design



Ackerman Marketing
+ Design



Ackerman
Marketing +
Design



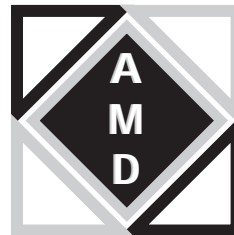
Ackerman Marketing
+ Design



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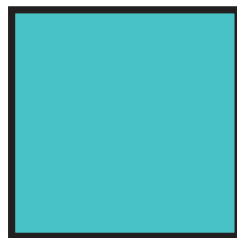
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Design

Alien Encounters
Regular

Kahinoor Bangla
Semibold

Rationale:

Ty wanted a balanced design for her company. With her company she is trying to show her marketing and business side while connecting it to her design. She also gave me a list of dos and don'ts for colors to use. The blue was her favorite when I showed her during the process so I stuck with that for the final. I tried to show balance through the stacked letters, as well as the geometric diagonal square, supported by the triangles on every corner.



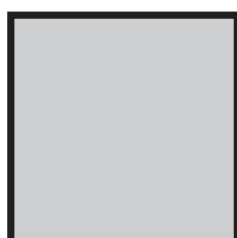
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M: 0%
Y: 26%
K: 0%

R: 72 G: 194 B: 197



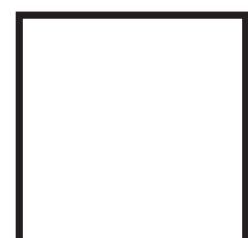
#231F20
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M: 0%
Y: 0%
K: 100%

R: 35 G: 31 B: 32



#C7C7C7
C: 0%
M: 0%
Y: 0%
K: 22%

R: 199 G: 199 B: 199



#FFFFFF
C: 0%
M: 0%
Y: 0%
K: 0%

R: 255 G: 255 B: 255