

# BRANDING THE EMOTIONS

## SADNESS

By: Nicolas Franzetti

THE LOGO IN BLACK



THE LOGO IN WHITE



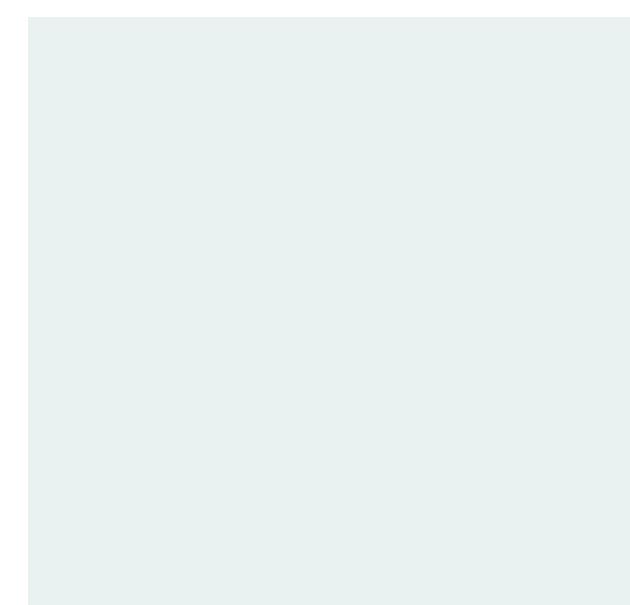
THE LOGO IN COLOUR



THE TAGLINE

A journey through sadness

THE BRAND COLOURS



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**D E P R I M '**

