

P1: Personal Identity Campaign

Calum Boone
Identity & Brand Design
Spring 2022
Prof. Budnitz

Process

Hello.

My name is Calum Boo

PALM BEACH



LOS ANGELES



mezcal

MEZCAL

MEZCAL

MEZCAL

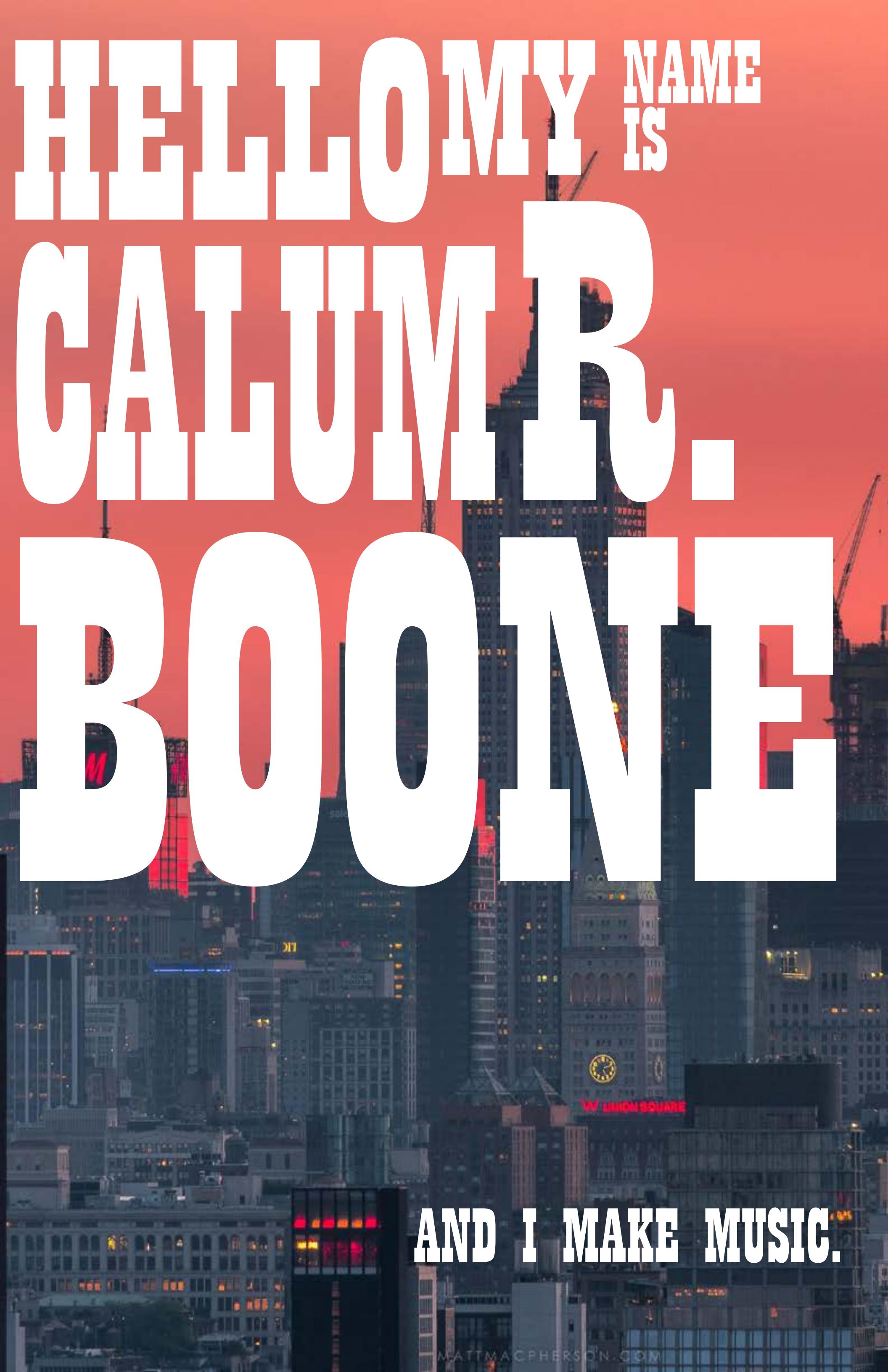
MEZCAL



I am so lonely
please come back



HELLO MY NAME
IS
CATCHUMBOONEE

A vibrant, nighttime cityscape featuring a dense cluster of skyscrapers and buildings. The scene is bathed in a warm, orange-red glow from the setting sun, which sits low on the horizon behind the buildings. The city lights are reflected in the windows of the buildings, creating a shimmering effect. In the foreground, there's a mix of modern glass-fronted skyscrapers and older, more traditional brick buildings. A prominent building on the right side features a large clock tower and a sign that reads "UNION SQUARE". The overall atmosphere is energetic and dynamic, reflecting the theme of the text.

AND I MAKE MUSIC.

THIS IS
OUR
CITY
TO
GO
TO
GAIUM
BOONE



CHALLENGE
YOUR
EXPECTATIONS
OF
REALITY

Critique

WITH
ARE
YOU





IN THIS
VAST
MULTI-
VERSE



Refinement



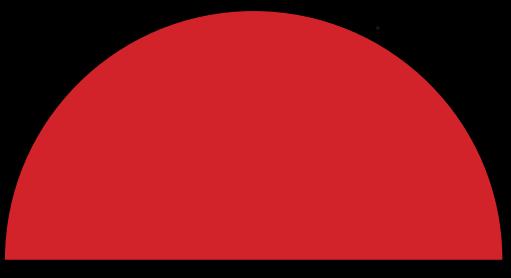




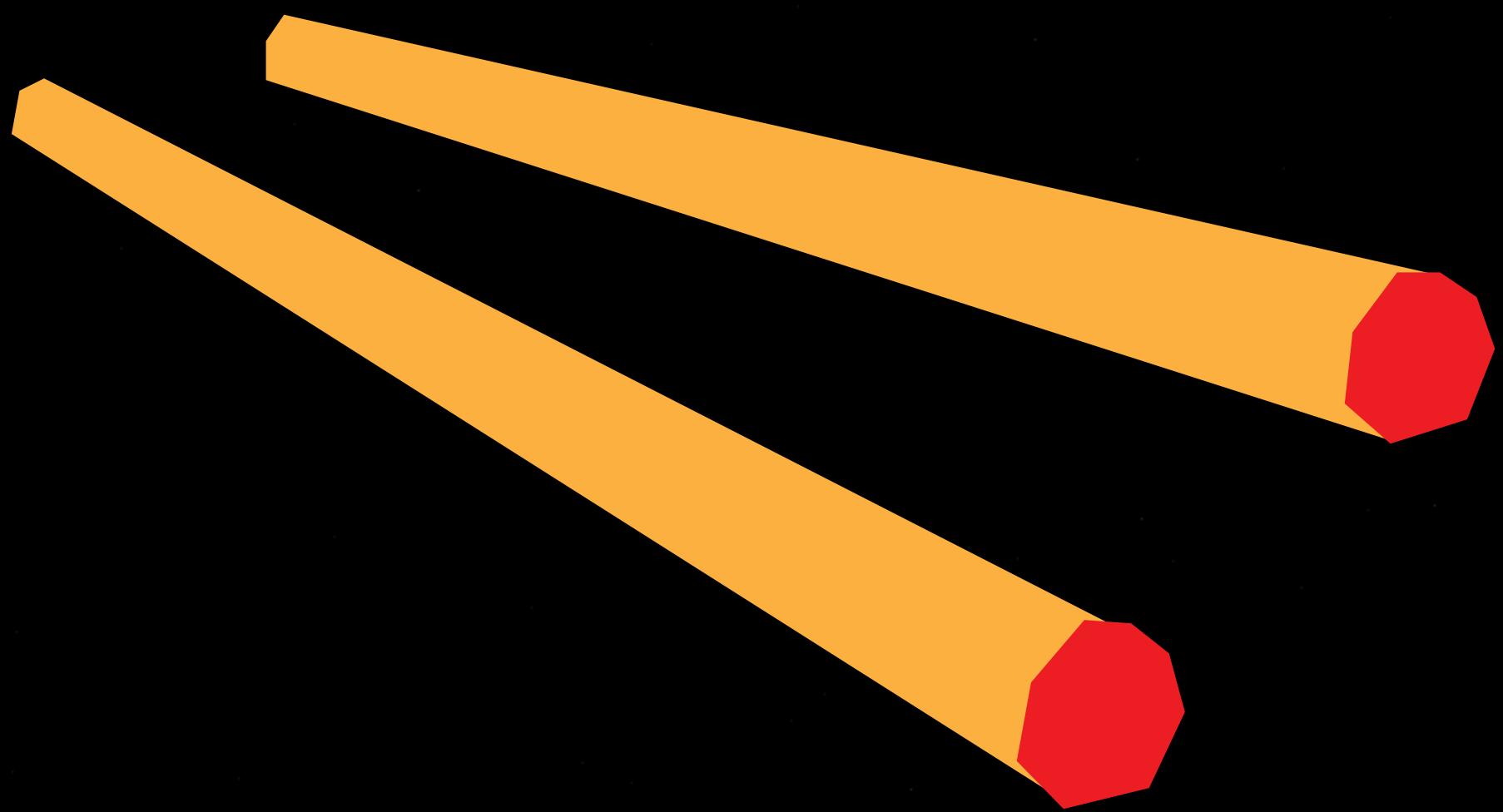
P2: Brand Development

Calum Boone
Identity & Brand Design
Spring 2022
Prof. Budnitz

Process



MERCHANT OF MONACO





MERCHANT OF MONACO



MERCHANT OF MORACO

World-famous edibles for fun and relaxation



World-famous edibles for fun and relaxation

MERCHANT OF MONACO

Specialty, designer bongs
made from craftsmen across 13
different countries—and each
with different specialties.

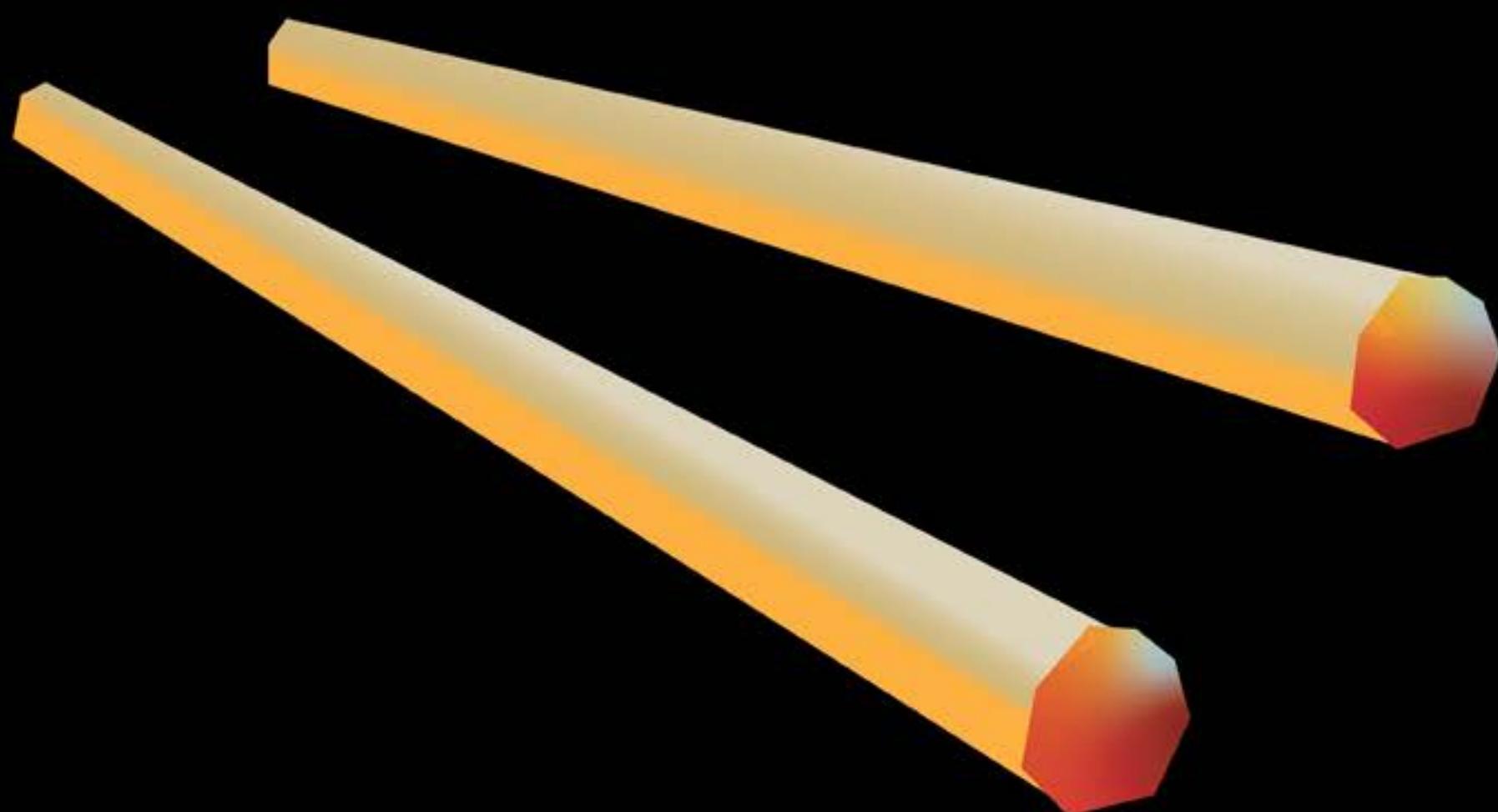
Located in Toronto | Vancouver
| Chicago | Los Angeles | San
Diego | New York City

Find our locations from the
symbol below.



MERCHANT OF

Monaco



2x | \$10

Superior burn.
Smooth taste.
Carefully curated joints from
vendors across the world.

Located in Toronto | Vancouver
| Chicago | Los Angeles | San
Diego | New York City

Find our locations from the
symbol below.



merchant of monaco.



12x | \$18

High-quality edibles with ingredients sourced around the world. Available in sativa or indica.

Located in Toronto | Vancouver
| Chicago | Los Angeles | San
Diego | New York City

Find our locations from the symbol below.



Creatures of Contrast



Creatures of Contrast



Creatures of Contrast



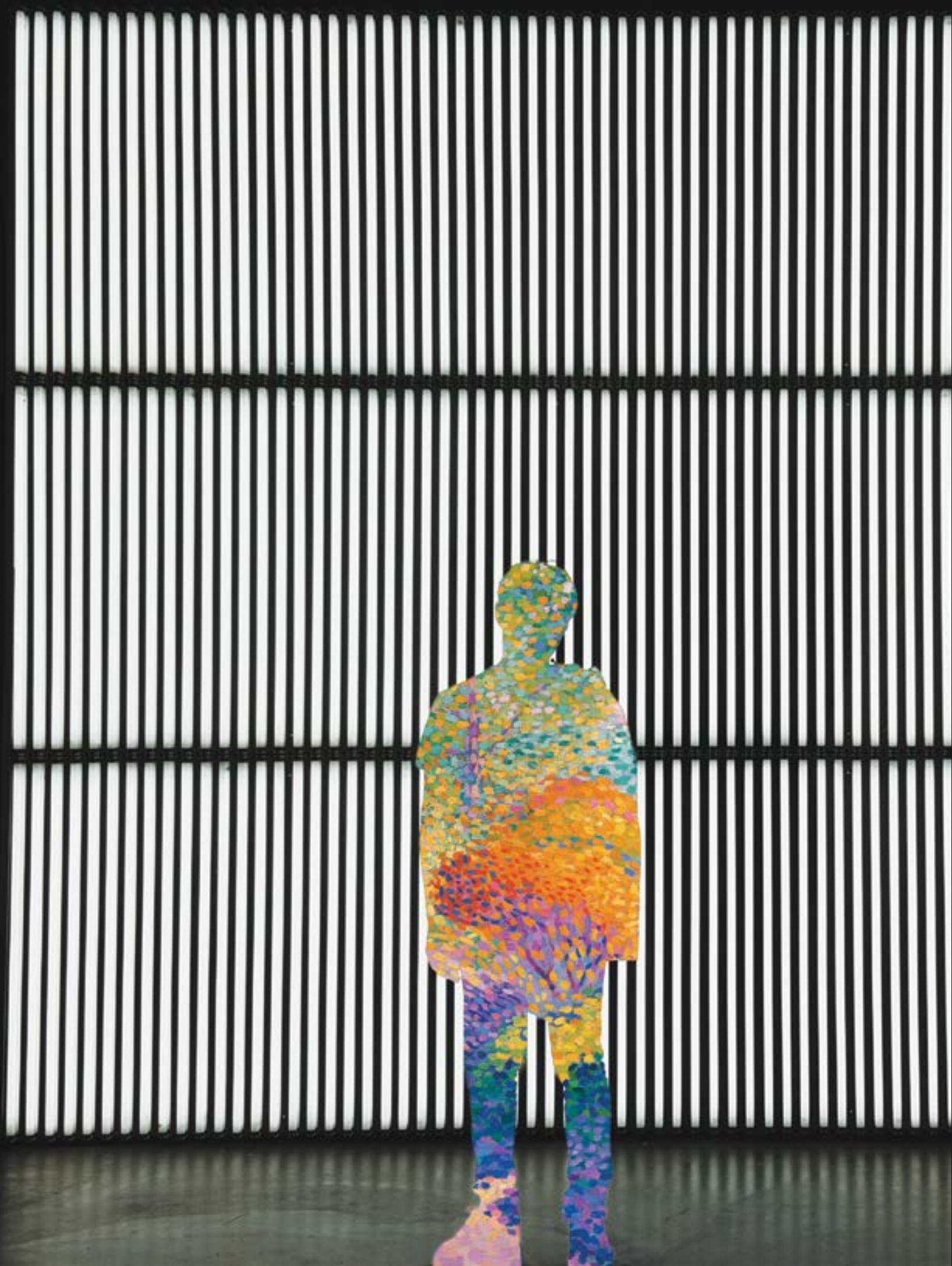


COO

Creatures of Contrast

Creatures of Contrast

COO





COO

Creatures of Contrast



COO

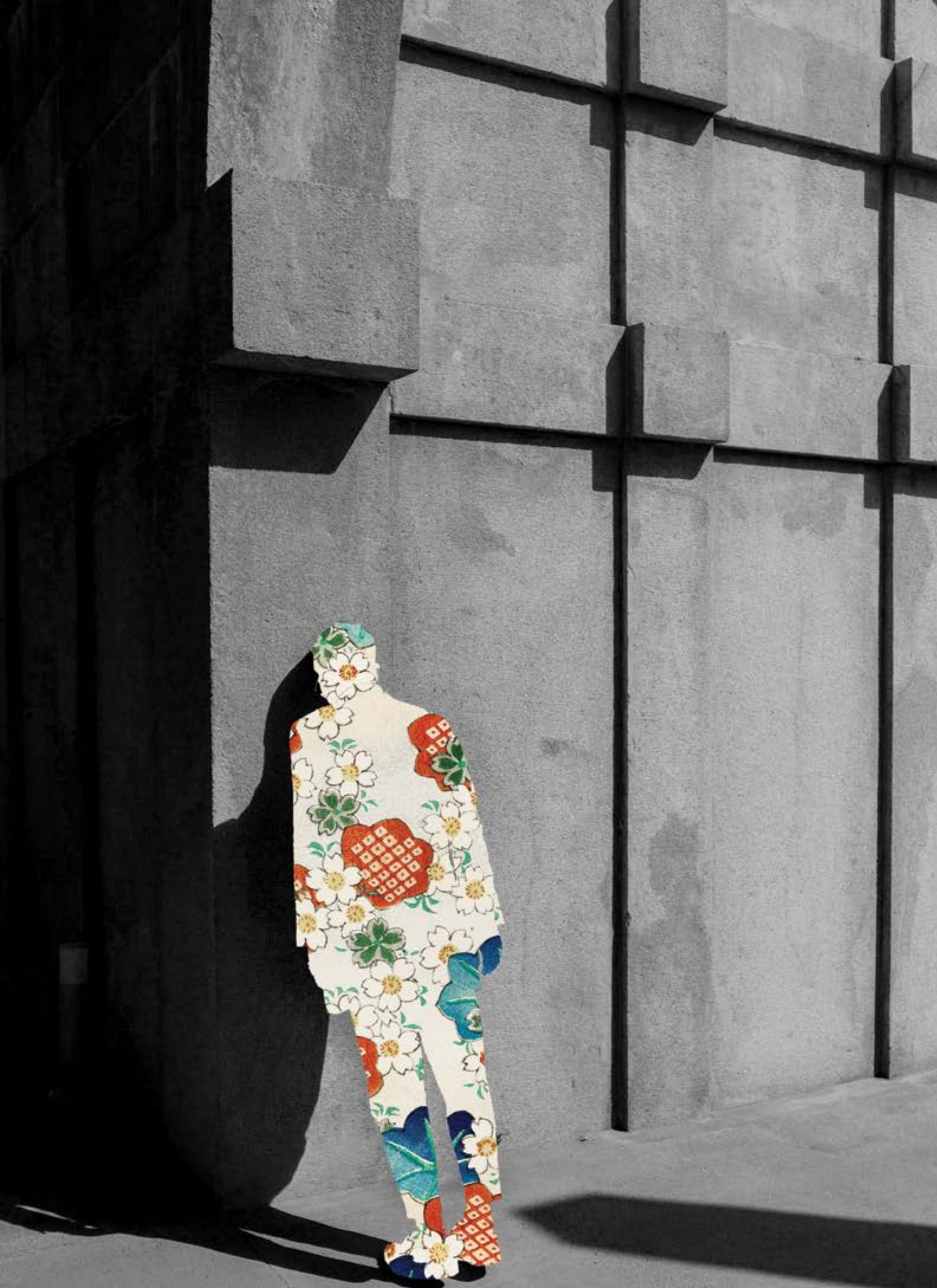
Creatures of Contrast

Critique



COO

Creatures of Contrast



Creatures of Contrast
COO

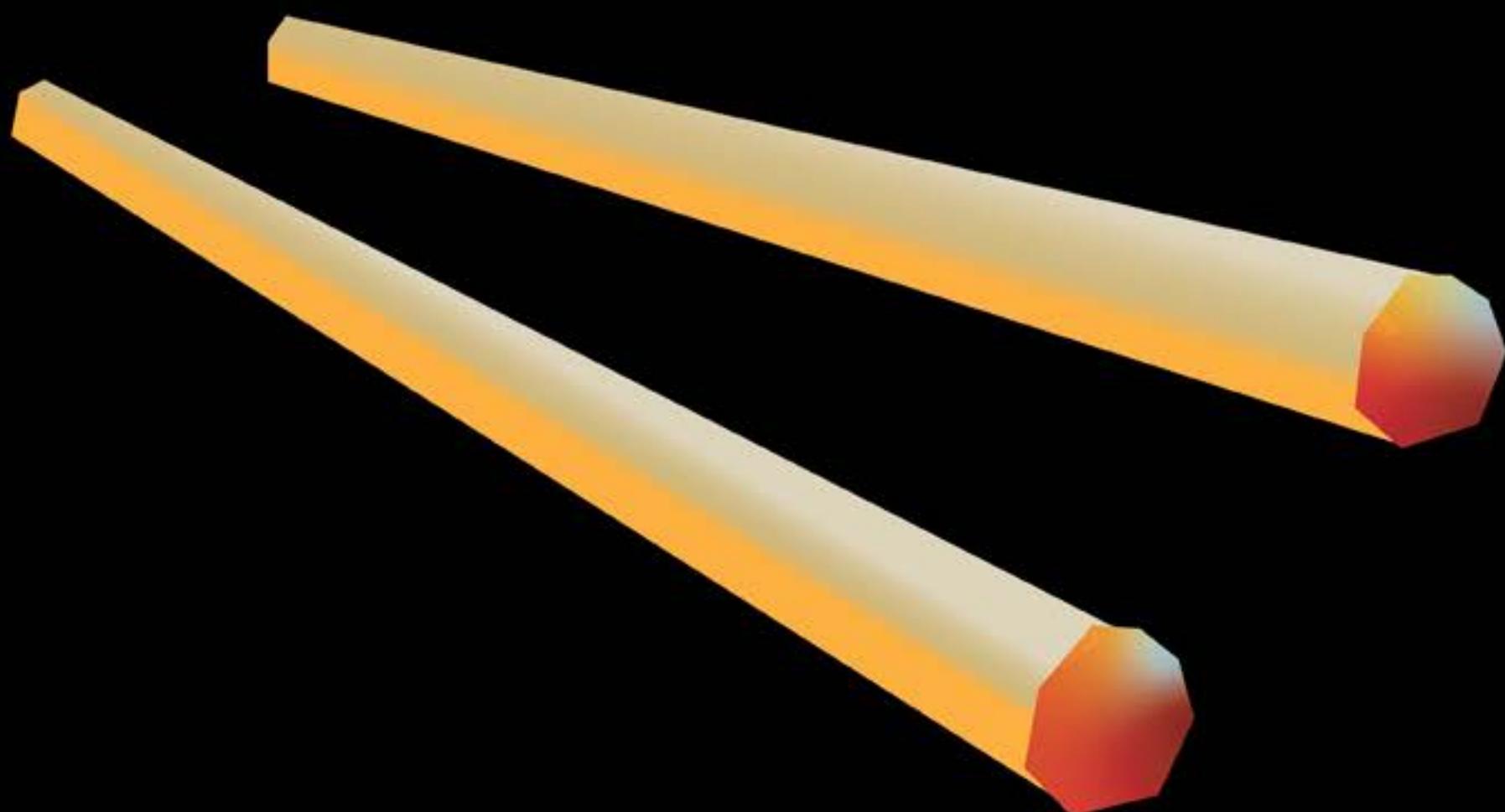


COO

Creatures of Contrast

MERCHANT OF

Monaco



2x | \$10

Superior burn.
Smooth taste.
Carefully curated joints from
vendors across the world.

Located in Toronto | Vancouver
| Chicago | Los Angeles | San
Diego | New York City

Find our locations from the
symbol below.



merchant of monaco.



12x | \$18

High-quality edibles with ingredients sourced around the world. Available in sativa or indica.

Located in Toronto | Vancouver
| Chicago | Los Angeles | San
Diego | New York City

Find our locations from the symbol below.



MERCHANT OF MONACO

Specialty, designer bongs
made from craftsmen across 13
different countries—and each
with different specialties.

Located in Toronto | Vancouver
| Chicago | Los Angeles | San
Diego | New York City

Find our locations from the
symbol below.



Refinement



Creatures of Contrast

COO



Creatures of Contrast
COO

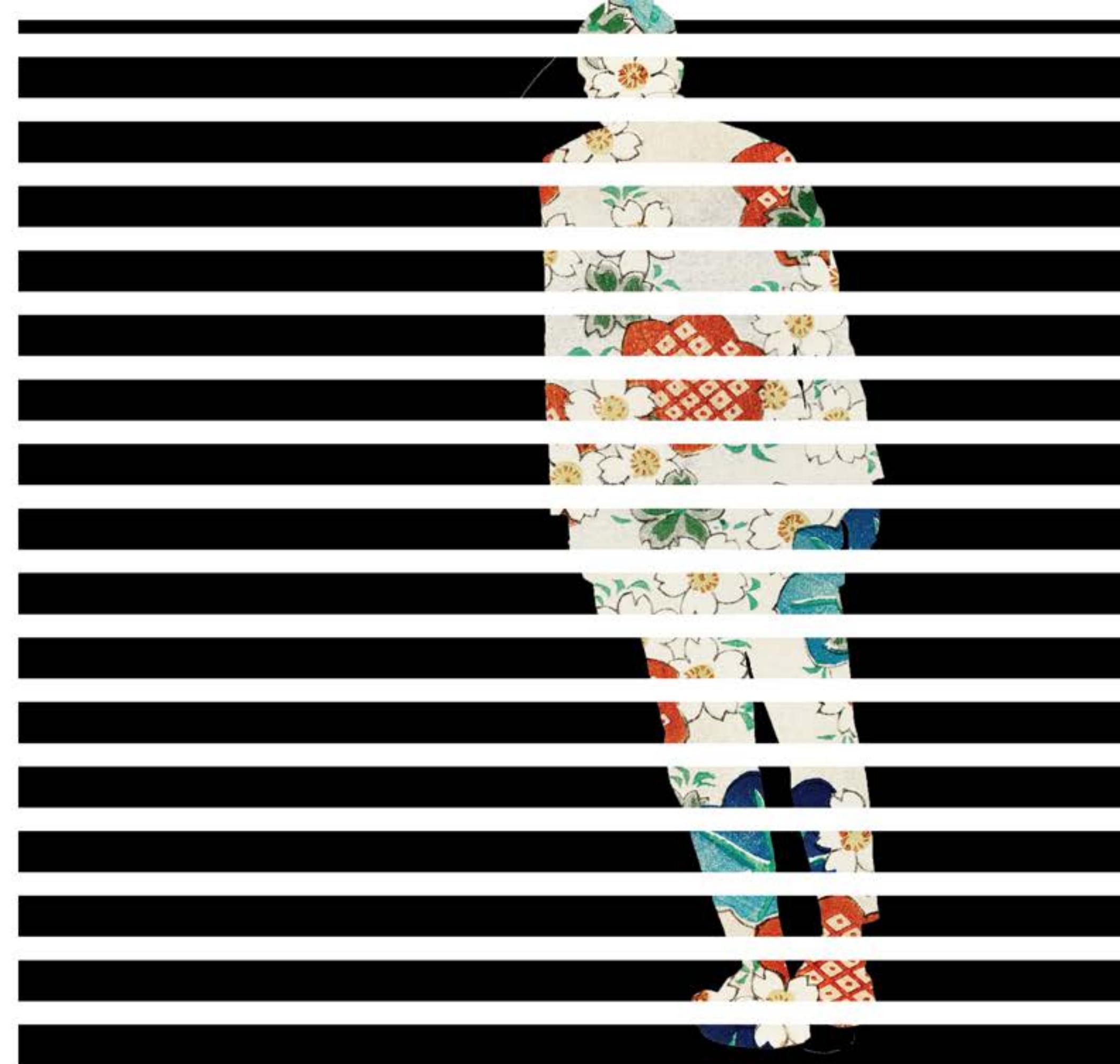


Creatures of Contrast
COO

P3: Brand Pivot

Calum Boone
Identity & Brand Design
Spring 2022
Prof. Budnitz

Process



creatures of contrast

fashion show every week
doors open at 7

22 alphabet lane
New York City, New York

featuring dj sets from zhu,
rufus du sol, dj diesel,
and others.



creatures of contrast

fashion show every week
doors open at 7

22 alphabet lane
New York City, New York

featuring dj sets from zhu,
rufus du sol, dj diesel,
and others.

fashion show every week
doors open at 7

22 alphabet lane
New York City, New York

featuring dj sets from zhu,
rufus du sol, dj diesel,
and others.

creatures of contrast





CREATURES
OF
CONTRAST

fashion show every friday
doors open at 7

22 alphabet lane
New York City, New York

featuring dj sets from zhu,
rufus du sol, dj diesel,
and others.

Don't touch my

F#%oKING

hat.



COO

Keep your
hands off my

G&D@MN

shoes.



COO

Get a stain on
my jacket and
I'll be mad as

F#@\$K.

(seriously.)



Critique



creatures of contrast show // 001

fashion show every friday
doors open at 7

22 alphabet lane
New York City, New York

featuring dj sets from zhu,
rufus du sol, dj diesel,
and others.



creatures of contrast

show // 002

fashion show every friday
doors open at 7

22 alphabet lane
New York City, New York

featuring dj sets from zhu,
rufus du sol, dj diesel,
and others.

fashion show every friday
doors open at 7

22 alphabet lane
New York City, New York

featuring dj sets from zhu,
rufus du sol, dj diesel,
and others.

creatures of contrast show // 003



Don't touch my
f#%king hat.



COO

Keep your
hands off my
g*dd@mn
shoes.



COO

My jacket is
too nice to be
~~f#*ked~~ with.



Refinement

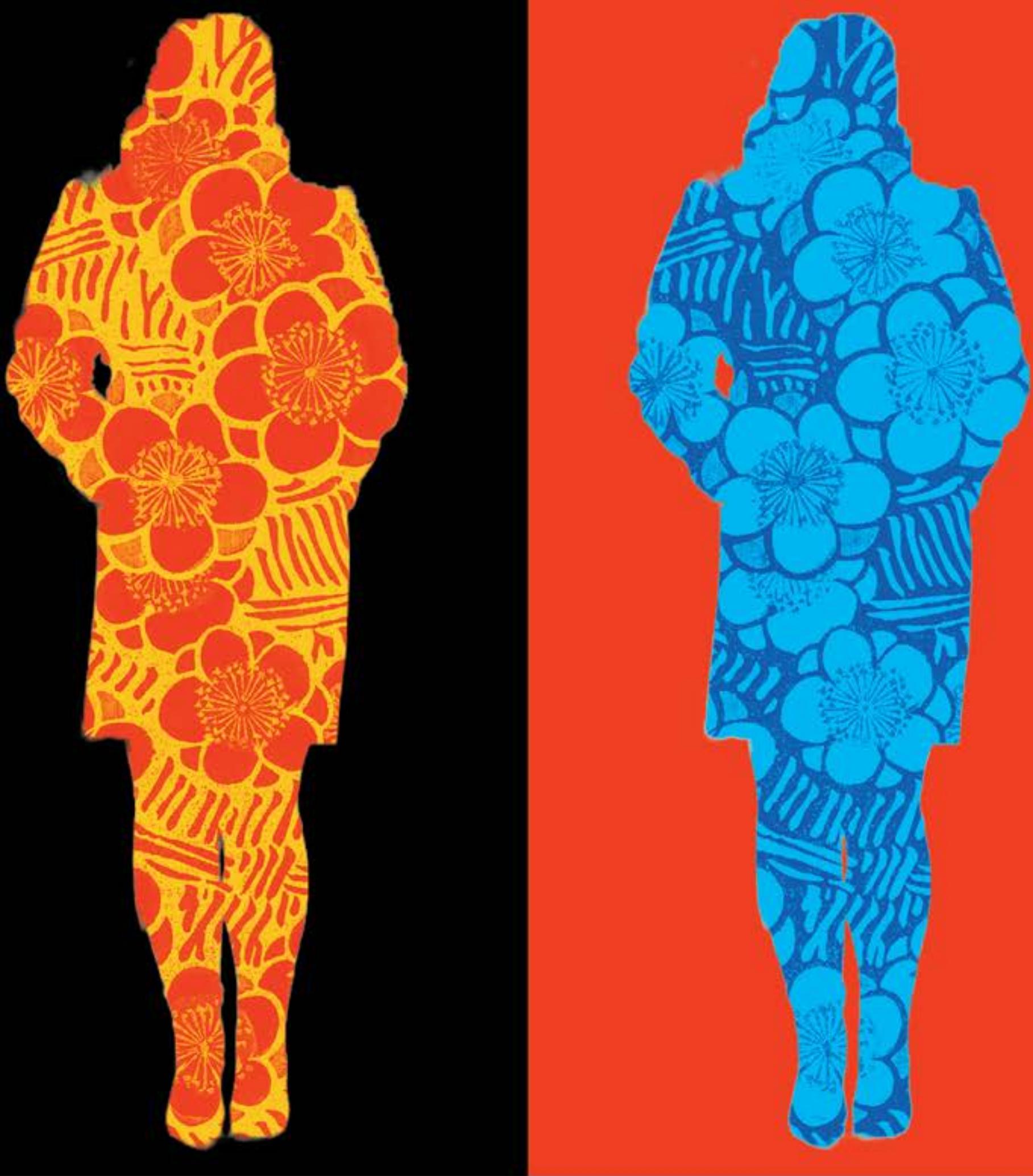


creatures of contrast show // 001

fashion show every friday
doors open at 7

22 alphabet lane
New York City, New York

featuring dj sets from zhu,
rufus du sol, dj diesel,
and others.



creatures of contrast

show // 002

fashion show every friday
doors open at 7

22 alphabet lane
New York City, New York

featuring dj sets from zhu,
rufus du sol, dj diesel,
and others.

fashion show every friday
doors open at 7

22 alphabet lane
New York City, New York

featuring dj sets from zhu,
rufus du sol, dj diesel,
and others.

creatures of contrast show // 003



**Thank you for the
fun semester!**