



carey estes design



The following are initial concepts for:

Kate's Cases

A custom phone case creation brand which incorporates fun, bright colors and active, energetic energy.

The first objective was to establish strong typography that could stand alone without an accompanying mark or illustration.

Bodoni 72 was chosen to represent Kate's Cases. Bodoni is a leading font in the design and fashion world, used in many fashion brands and magazines.

The strong mixture of heavy, vertical lines and ultralight horizontal cross lines give the Kate's Cases letterforms a dynamic, hyper-modern look that scales well to any size. The flourishes in the comma and serifs make it playful and fun, just like the Kate's Cases brand.

Kate's Cases

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The Button

This design captures the funky vibes of Kate's Cases, with a three dimensional aspect, relating to the process of using a 3D printer to produce the cases. It can have many color version, which give it a lot of unique styles.





The Flower

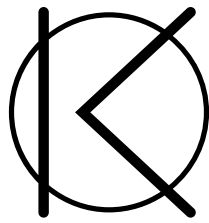
This design conceptualizes a kaleidoscope in the shape of phone cases. In the color version, which will be the most common usage, we can overlay the colors in a lot of interesting ways to make different fun flower designs.



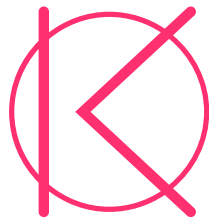


Styled Lines

The concept of this design was to keep everything very simple. The collection of three basic shapes, a circle with two lines creates a stylized K as well as a C in a rather abstract way.



Kate's Cases

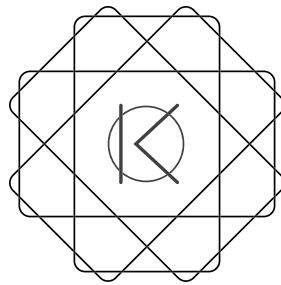


Kate's Cases



Flower mixed with Stylized Lines

The design blends the stylized lines along with the flower kaliedescope. The benefit of this design is it incorporates the letterforms as the main symbol, or mark, but still includes the colorful, playful flower design.



Kate's Cases

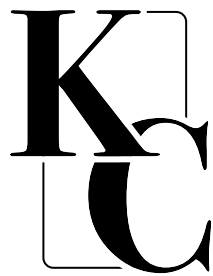


Kate's Cases

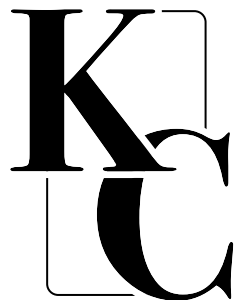


High Fashion Style

This design takes its inspiration from high fashion brands, such as Dolce & Gabbana, Louis Vuitton, and Jimmy Choo. It takes a more elegant, reserved approach to the design.



Kate's Cases



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