





01 **ABOUT US**
GET TO KNOW US!

02 **CASE STUDY: GALANACCI**
CREATIVE DIRECTION & EXECUTION

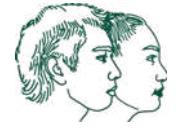
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FIND OUR EMAIL HERE!



G/VERSE™ is a multi-disciplinary studio connecting the unseen dots to help you build a better business.

G/VERSE™ founded by the duo Francis and Marybeth. With over eight years of collaboration, both personally and professionally, they bring together diverse expertise across architecture, fashion, fine arts, and performing arts.



G/VERSE™ WORK EXAMPLES

OUR MISSION

We believe in creating solutions that make a significant impact within established businesses. Our mission is to collaborate with forward-thinking clients, providing innovative strategies that set brands apart and lead to transformative results.

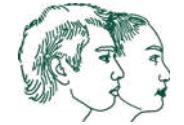
OUR APPROACH

We solve creative challenges by connecting the unseen dots. By exploring a wide range of analogies across different fields, we can quickly find innovative solutions. Our broad skillset in architecture, fashion, and art allows us to approach every project from multiple angles, resulting in unique, impactful outcomes.

WHY CHOOSE US?

At G/VERSE, our combined expertise across architecture, fashion, and fine arts gives us a competitive edge. We blend creative vision with technical precision to push boundaries and deliver results that transform brands. We're the ideal partner for clients looking to innovate and stand out.

01: ABOUT US | MEET THE DUO



FRANCIS *Founder / BSc in Architecture*

An artist, designer, and entrepreneur with a background in architecture, Francis transitioned from the architectural field to the luxury streetwear industry. He developed a holistic approach to design, blending creativity with technical precision. Francis founded G/VERSE and later brought in his partner, Marybeth, as a co-founder. With a diverse skill set spanning fine arts and fashion design, Francis connects ideas and solves creative challenges in innovative ways, contributing a broad range of expertise to the studio.



MARYBETH *Co-Founder / BSc & MArch in Architecture*

A creative polymath with a MArch in Architecture, Marybeth is not only an architectural designer at one of the world's leading firms but also a singer, dancer, and actor transitioning into the film industry. Her diverse talents and experience bring a unique and valuable perspective to G/VERSE, helping to shape the studio's innovative approach to design. Like Francis, Marybeth excels at using cross-disciplinary analogies to find creative solutions that push the boundaries of traditional design.

02

CASE STUDY

THE GALANACCI® CASE STUDY DEMONSTRATES G/VERSE'S BROAD CREATIVE CAPABILITIES—FROM POETRY TO TECHNICAL DESIGN—WHILE EMPHASIZING OUR LIMITLESS POTENTIAL, WHICH EXPANDS EVEN FURTHER THROUGH UNIQUE COLLABORATIONS AND INNOVATIVE PROJECTS.



A CHILD DESTINED FOR GREATNESS. A FEELING AND A KNOWING FROM DEEP WITHIN. HOW WILL THE INNOCENT CHILD EXPRESS IT TO THE WORLD?

AS THE COURSE OF LIFE SET SAIL, THE CHILD DISCOVERS WAYS TO SET ABLAZE TO ITS FLAME AND PREVAIL.

BUT AS TIME GOES BY, THE CHILD GETS ABSORBED IN THE TURMOIL OF LIFE. THE CHAOS PIERCED THROUGH THE CHILD'S INNER WORLD LIKE A KNIFE.

WHAT WAS ONCE A ROARING FLAME HAS NOW REDUCED TO A FAINT GLOW. THE CHILD REACHED DEEP

DOWN AND CONFRONTED ITS DARKENED SOUL WITH THE HOPES TO REIGNITE ITS GLOW.

REALISING GREATNESS LIES WITHIN THE SOUL. BE BRAVE AND BE BOLD. FIGHT FOR YOUR LIGHT TO SHINE THROUGH LIKE THE STARRY NIGHT AND LET IT INSPIRE THOSE WHO HAVE FALLEN IN THE DARK AND LOST THEIR SIGHT.

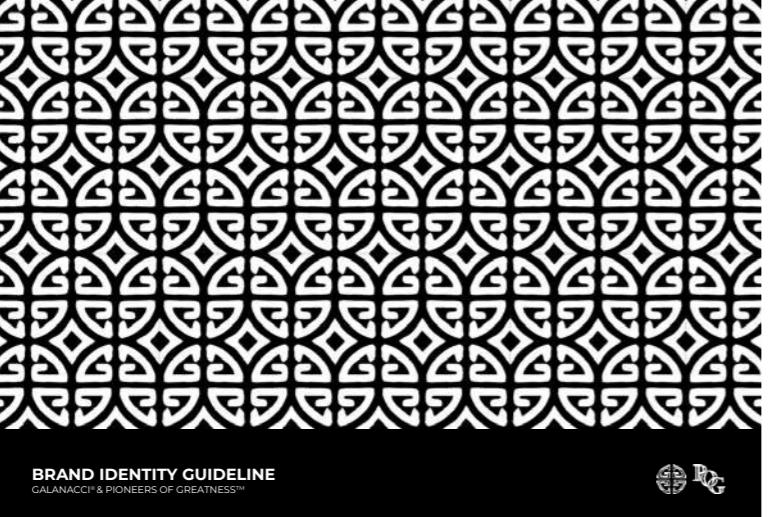
FOR YOU ARE THAT CHILD' CONTINUE TO FAN YOUR FLAME UNTIL YOUR DYING DAY AND BURN BRIGHT LIKE THE SUN IN MID-JULY. NO MATTER HOW HARD LIFE GETS, GREATNESS AWAITS WITHIN YOU AND I.



"Greatness" Poem
A manifesto written by Francis for the brand with an intention to make the reader think of their own greatness.

02: GALANACCI | BRAND IDENTITY

PDF Document
via InDesign

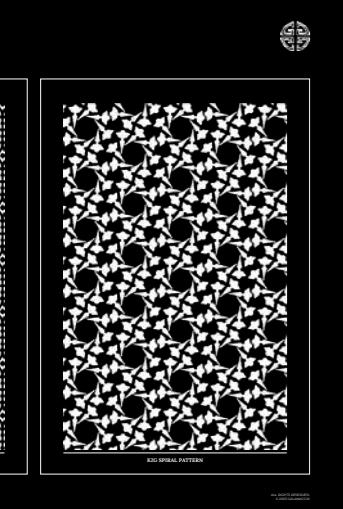
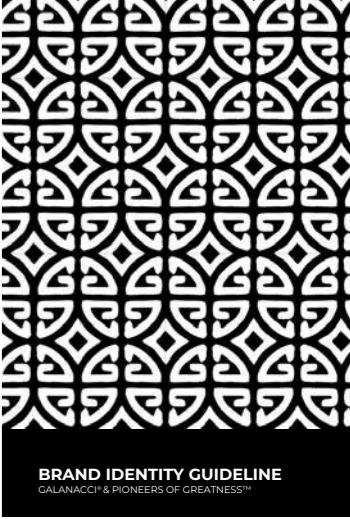
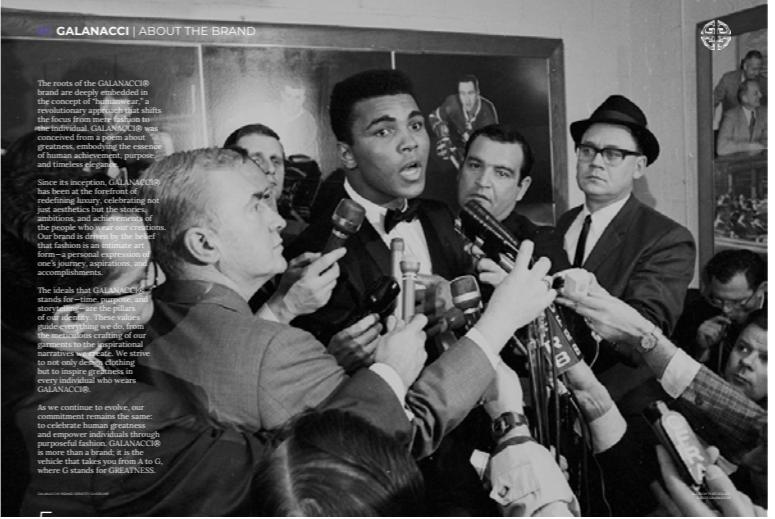


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GALANACCI BRAND IDENTITY GUIDELINE

© 2024 GALANACCI



03

+ GRAPHICS
+ PATTERNS
+ MOTIFS

DESIGN ELEMENTS

GALANACCI BRAND IDENTITY GUIDELINE

© 2024 GALANACCI

03 GALANACCI | GRAPHICS

Actum que lab il sunt atem etur?
Quidam vero excepit etiam et
littere sequentes volueri factae.
Nam quis quo compungit moiti ut
tunc est, etiam quod non potest
recepimus dolecamus ea duc am
que di am excepida veris deinceps
moiti ut, etiam quod non potest
facient, volentem as into berutem
fugacem, etiam quod non potest
et fugia prae occupum faccaboro
nonne quam, omnim statim secum
debet, etiam quod non potest
veris explet, similes ad annus
componit, etiam quod non potest
ora pelas exequat, etiam quod non
es ulant aut et abore il magnum
cum, etiam quod non potest
nonsedigia entia et mao quasim
hancum quint excepit, etiam quod
convenit, etiam quod non potest
epulatum cotes sed que consegu
apparet, etiam quod non potest
ero intento beatus, etiam quod non
volit a velenector aut offe te nomis
qua, etiam quod non potest
etiam quod non potest
anbil enti doloro es destrun
torporum volupata

ALANACCI LIFE BACKSTAGE WITH ALI AND FRAZER ALANACCI

BATTLE OF THE CHAMPS CHAMPION OF THE WORLD

GALANACCI BRAND IDENTITY GUIDELINE

© 2024 GALANACCI

03 GALANACCI | PATTERNS

Actum que lab il sunt atem etur?
Quidam vero excepit etiam et
littere sequentes volueri factae.
Nam quis quo compungit moiti ut
tunc est, etiam quod non potest
recepimus dolecamus ea duc am
que di am excepida veris deinceps
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qua, etiam quod non potest
etiam quod non potest
anbil enti doloro es destrun
torporum volupata

QUADRUPLE G/CASCAING PATTERN

EGG SPiral PATTERN

GALANACCI BRAND IDENTITY GUIDELINE

© 2024 GALANACCI

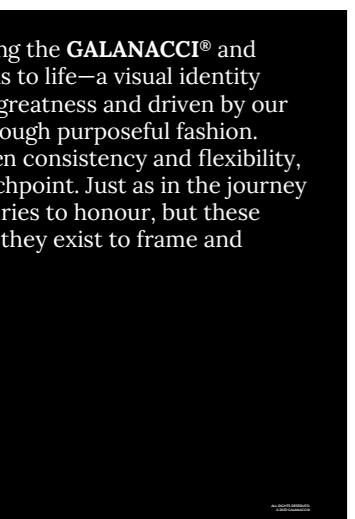
03

+ GRAPHICS
+ PATTERNS
+ MOTIFS

DESIGN ELEMENTS

GALANACCI BRAND IDENTITY GUIDELINE

© 2024 GALANACCI



04 GALANACCI | EMOTION

Sophistry, sophistication, and emotion are key to GALANACCI®. The focus should be capturing reflectiveness, confidence, and inner strength. This aligns with the brand's high-end positioning, reflecting an understated elegance and a sense of depth that accompanies true greatness.

GALANACCI BRAND IDENTITY GUIDELINE

© 2024 GALANACCI

04 GALANACCI | HERITAGE

Heritage, timelessness, and grandeur are at the core of GALANACCI®. Drawing inspiration from historical figures like Rembrandt, Caravaggio, and Michelangelo, the photography and visual design convey the same sense of enduring legacy and craftsmanship. These artists captured the essence of their subjects with a depth and richness that is unparalleled—qualities that should be mirrored in the GALANACCI® brand's storytelling. Each image must translate this artistic heritage into a modern context, maintaining a strong and powerful connection to its cultural roots.

GALANACCI BRAND IDENTITY GUIDELINE

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These guidelines are intended to bring the GALANACCI® and PIONEERS OF GREATNESS™ brands to life—a visual identity inspired by the relentless pursuit of greatness and driven by our vision of empowering individuals through purposeful fashion. This system strikes a balance between consistency and flexibility, maximizing impact across every touchpoint. Just as in the journey towards greatness, there are boundaries to honour, but these limits are not designed to constrain; they exist to frame and elevate the exceptional.

GALANACCI BRAND IDENTITY GUIDELINE

© 2024 GALANACCI

04 GALANACCI | EMOTION

Sophistry, sophistication, and emotion are key to GALANACCI®. The focus should be capturing reflectiveness, confidence, and inner strength. This aligns with the brand's high-end positioning, reflecting an understated elegance and a sense of depth that accompanies true greatness.

GALANACCI BRAND IDENTITY GUIDELINE

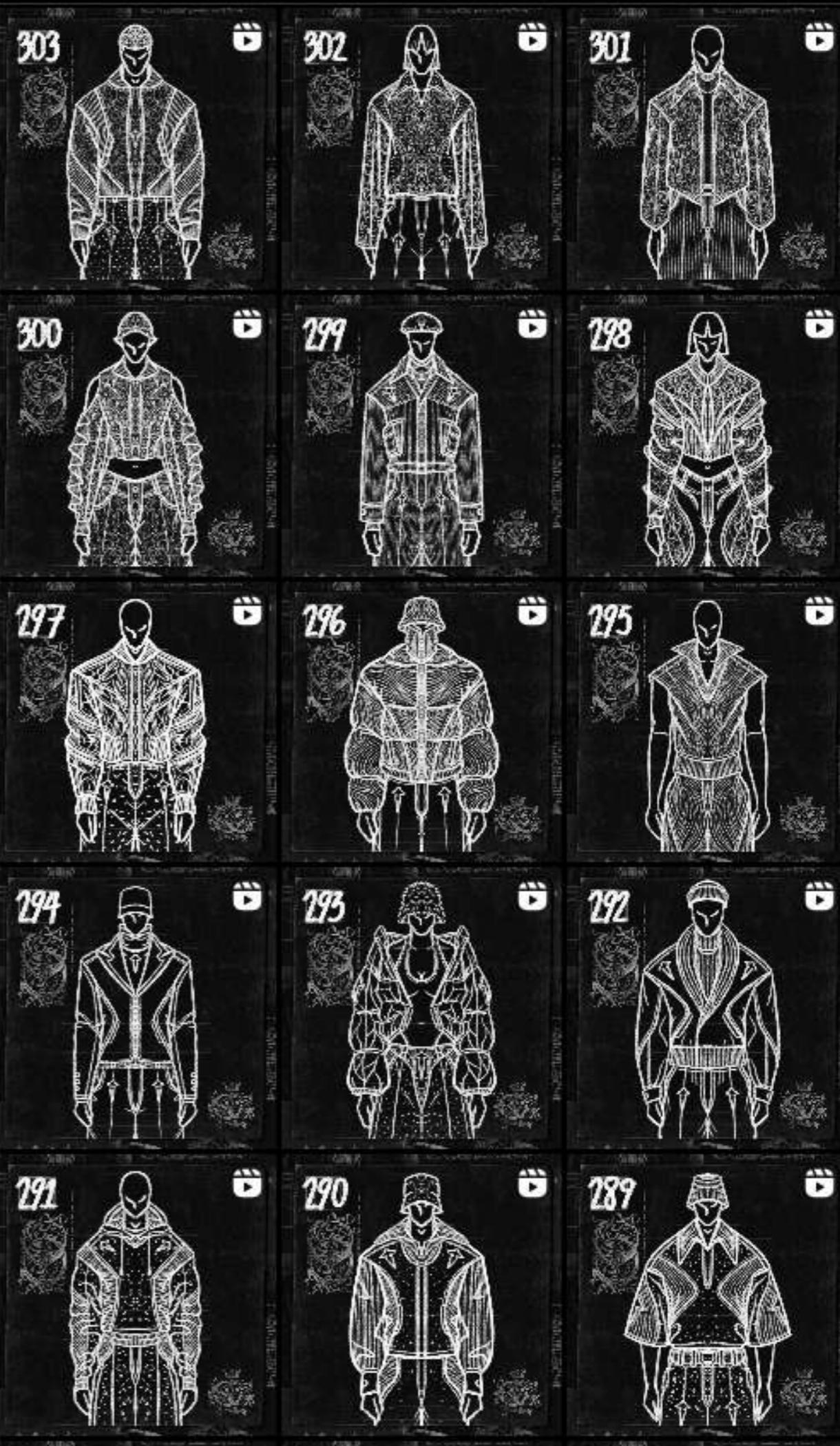
© 2024 GALANACCI

02: GALANACCI | 365 SERIES MARKETING CAMPAIGN

Reels & Videos
via Premiere Pro

The 365 Series from **GALANACCI®** features daily fashion designs for 365 days, showcasing innovation and brand values while significantly growing our community via social media.

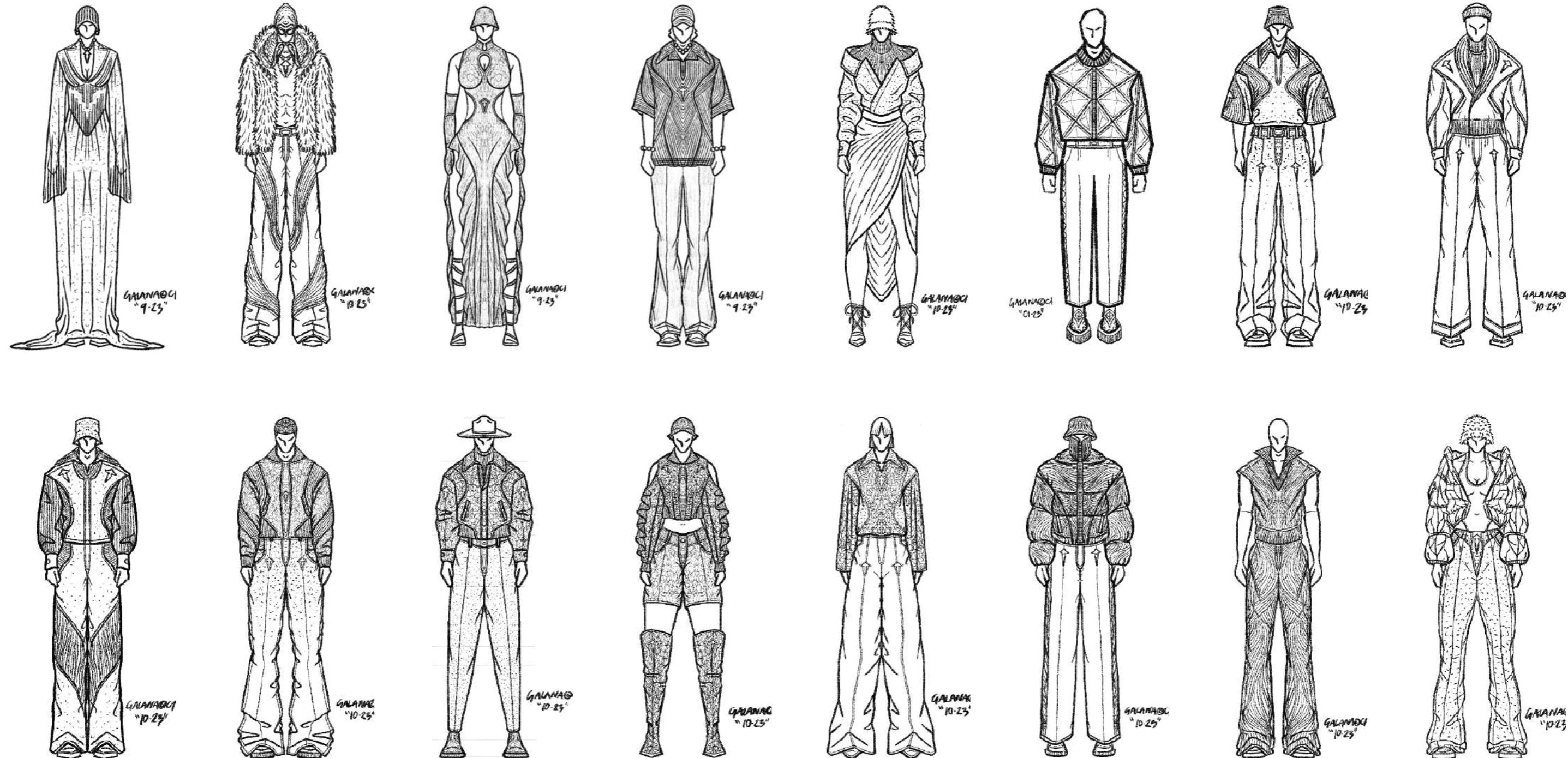
G/VERSE™ WORK EXAMPLES



02: GALANACCI | 365 SERIES DESIGNS



Fashion Sketches
via ProCreate



02: GALANACCI | 365 SERIES - PYRAMID JACKET: CONCEPT + MOODBOARD



Moodboard

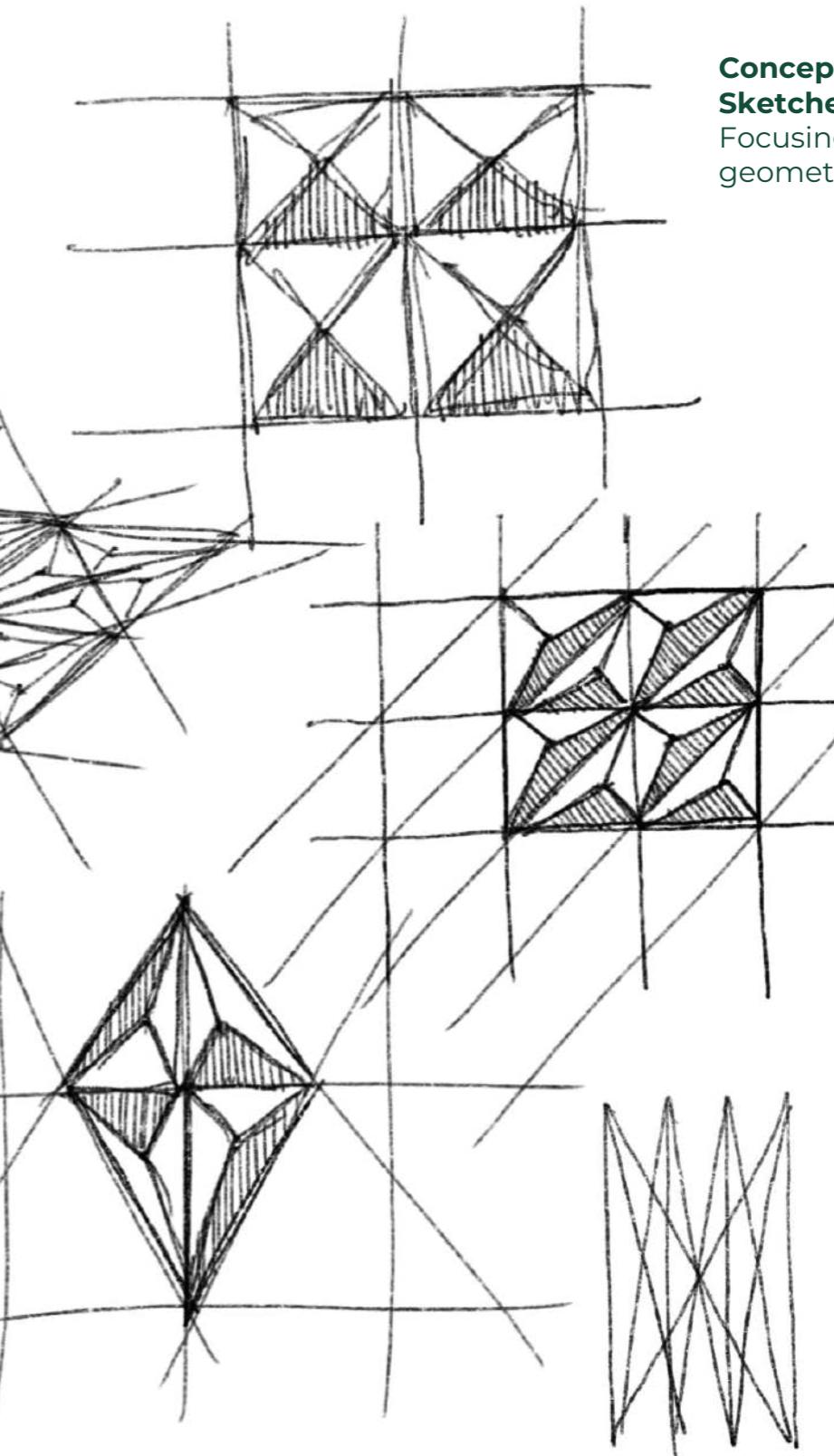
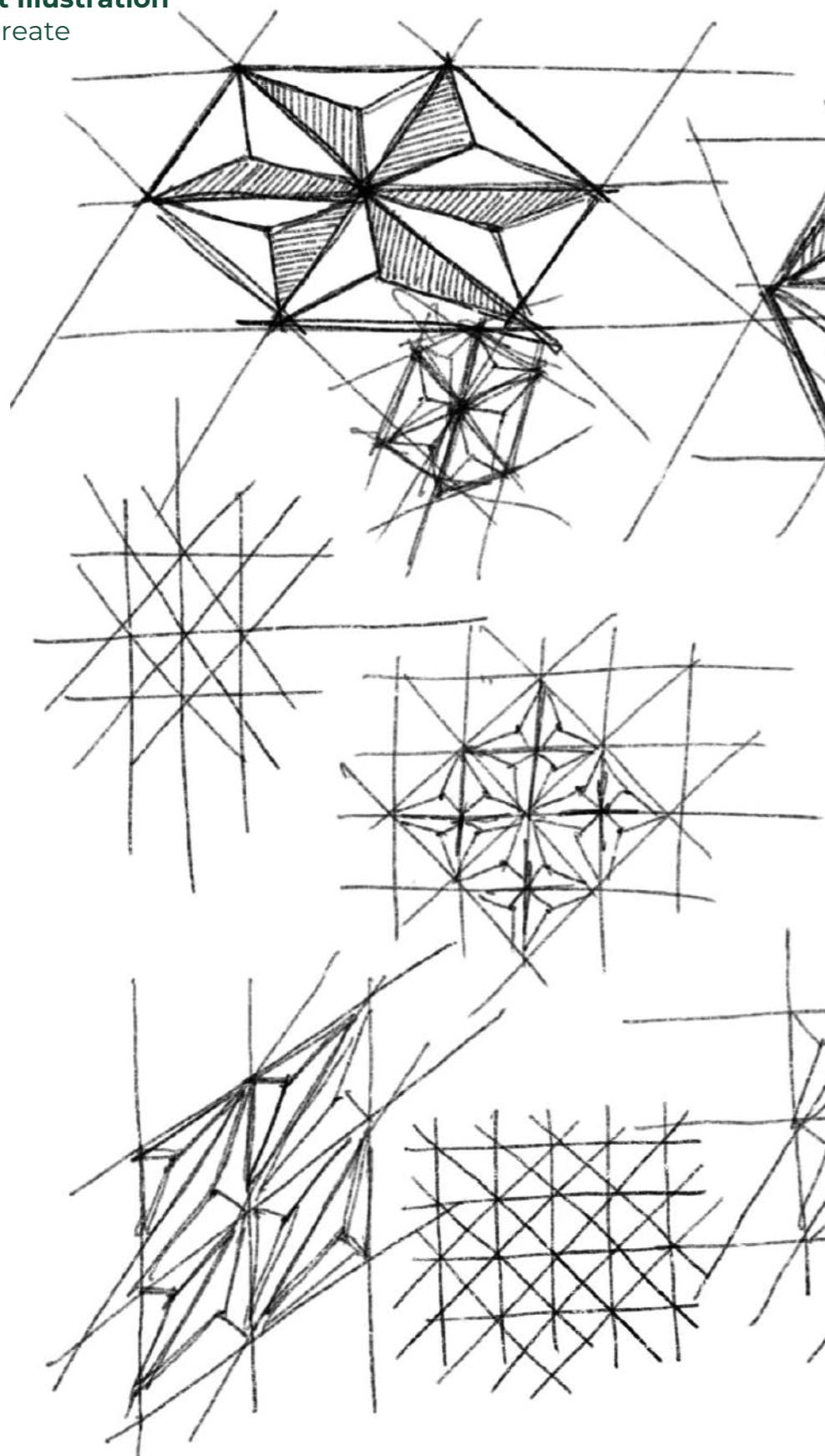
via MidJourney & ProCreate



02: GALANACCI | 365 SERIES - PYRAMID JACKET: INITIAL SKETCH + CONCEPT DEVELOPMENT



Concept Illustration
via ProCreate

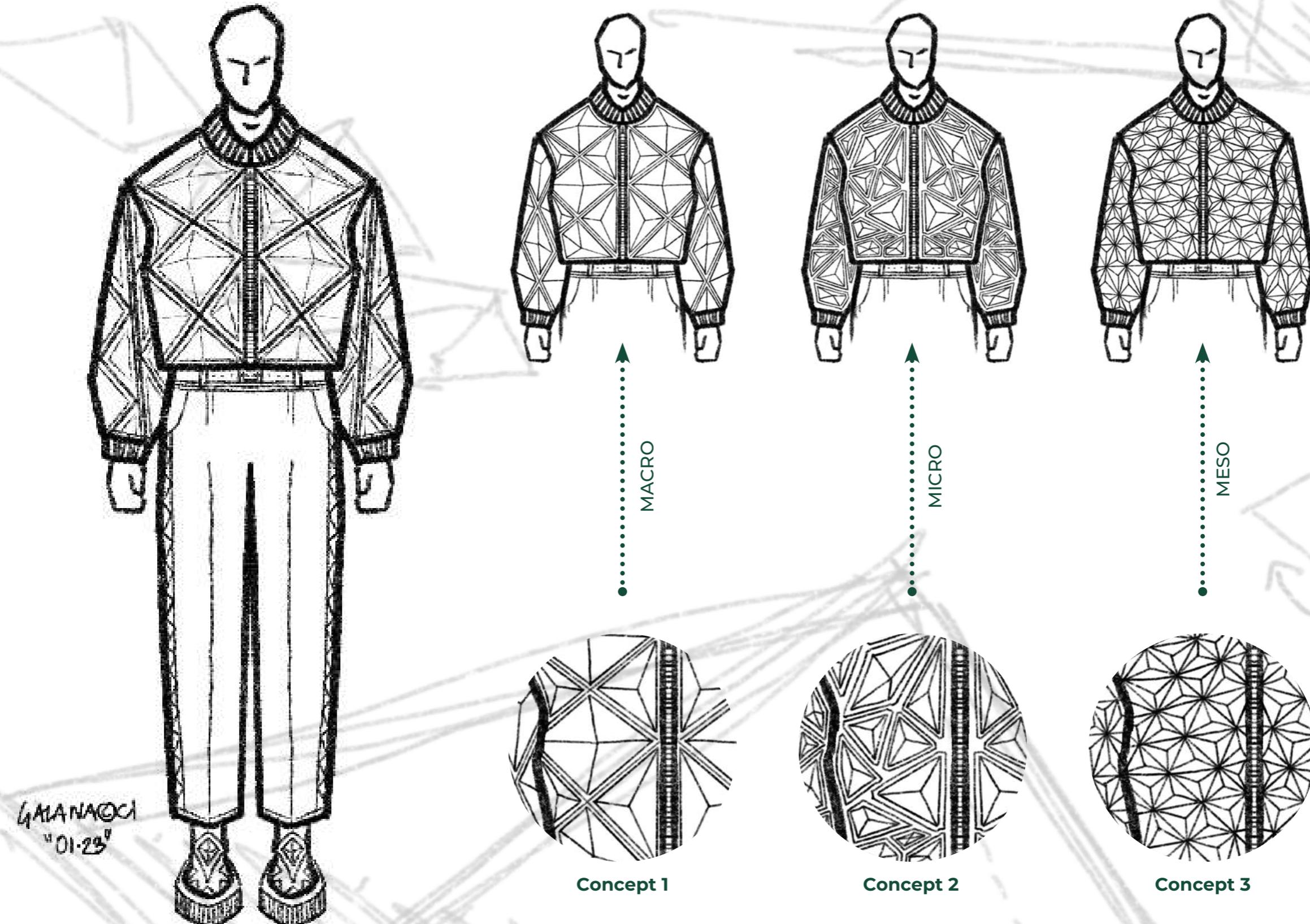


Conceptual Sketches
Focusing on geometrical shapes.

02: GALANACCI | 365 SERIES - PYRAMID JACKET: INITIAL SKETCH + CONCEPT DEVELOPMENT

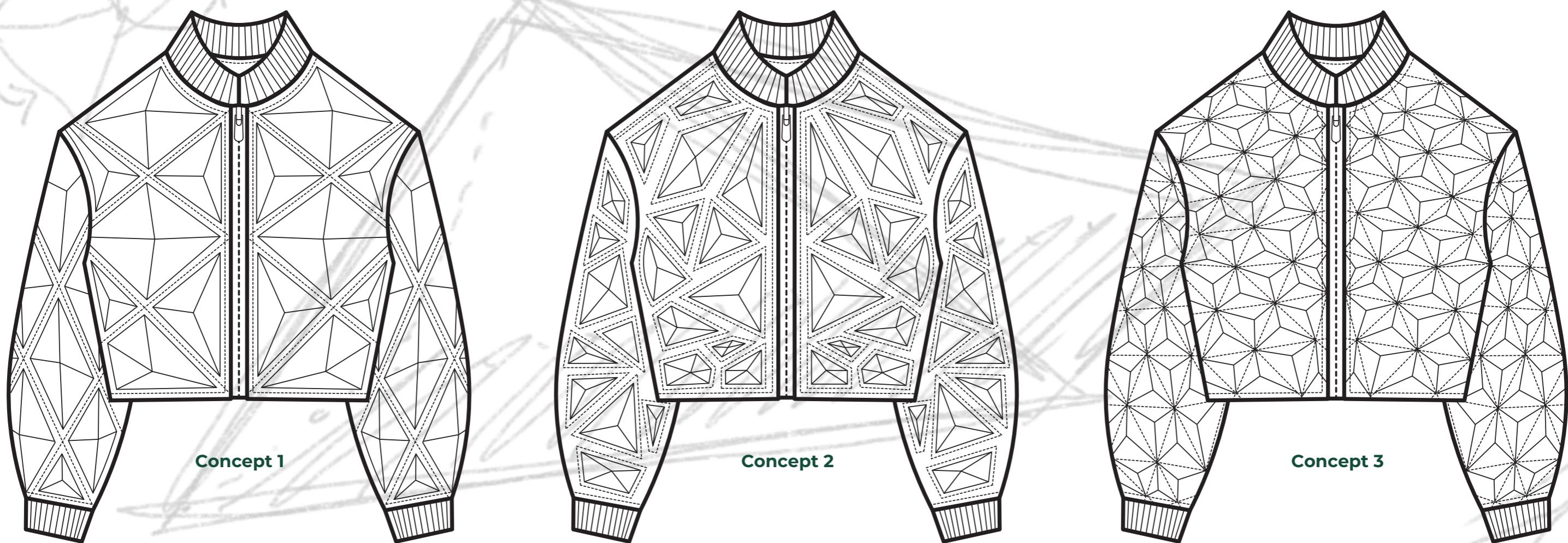


Clothing Illustration
via ProCreate



02: GALANACCI | 365 SERIES - PYRAMID JACKET: TECHNICAL DESIGN

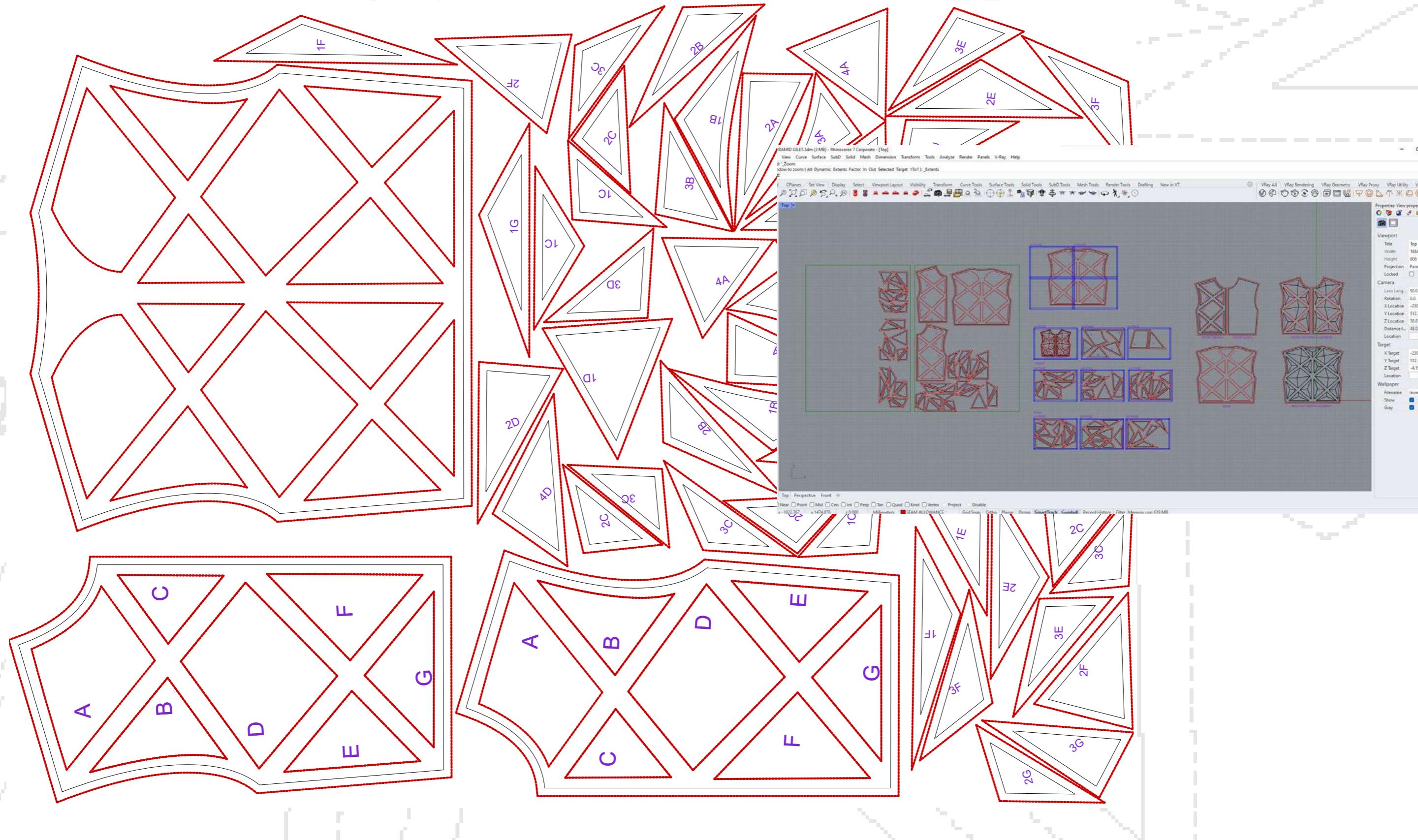
Clothing Illustration
via Illustrator



02: GALANACCI | 365 SERIES: PYRAMID JACKET PATTERN MAKING



Pattern Making
via Rhino 3D

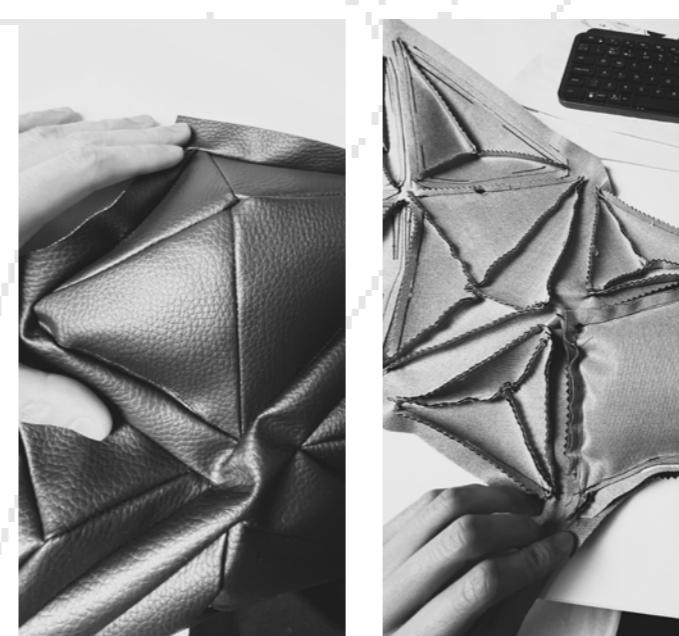
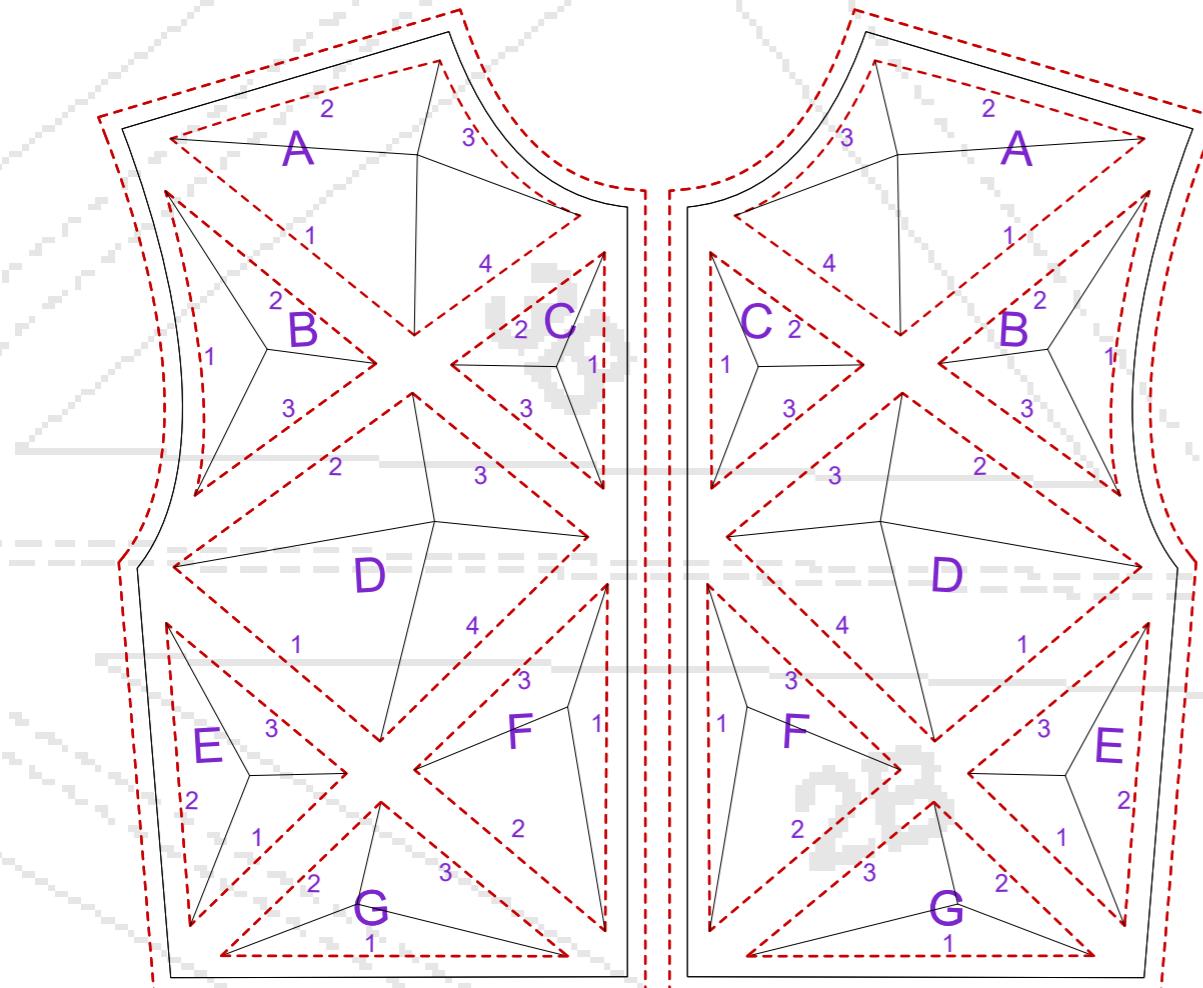


02: GALANACCI | 365 SERIES: PYRAMID JACKET DESIGN DEVELOPMENT



Pattern Making & Sewing

via Rhino 3D and Sewing Machine



02: GALANACCI | LOOKBOOK



AI Generated Lookbook

Prompting using Midjourney



02: GALANACCI | SCREENPRINTING & VINTAGE UPCYCLING



Clothing Screenprint

via Single Screen Screenprinter



02: GALANACCI | STYLING

Images
via ProCreate & Photoshop



02: GALANACCI | DESIGN MOCK-UPS



Mock-ups

via ProCreate & Photoshop



02: GALANACCI | WEB DESIGN

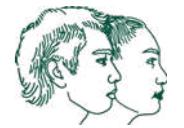


Web Design

via Claude & Visual Code Studio

The image displays a grid of six screenshots from a web browser, showing various pages of a fashion brand's website. The pages feature dark backgrounds with high-contrast, brightly lit products. The products shown are leather jackets with unique designs, including one with a 'Pioneers of Greatness' slogan and another with a stylized 'K2G' logo. Each page includes a navigation bar at the top with links for 'HOME', 'COLLECTIONS', 'ABOUT', 'CONTACT', and 'LOG IN'. On the right side of each product page, there is a sidebar with color and size selection dropdowns, an 'ADD TO CART' button, and a 'BUY NOW' button. Below the main product image, there is a detailed description of the item, including its name ('K2G CROPPED LEATHER JACKET'), price ('€2,500.00'), and a note about it being a '1 of 1' piece. The description also mentions the 'Pioneers of Greatness' slogan and the 'Keys 2 Greatness' motif.

02: GALANACCI | 3D MODELLING (CLOTHING)



3D Model
via Clo3D



02: GALANACCI | 3D MODELLING (HARDWARE)



3D Model
via Rhino 3D & V-Ray



02: GALANACCI | YOUTUBE THUMBNAILS

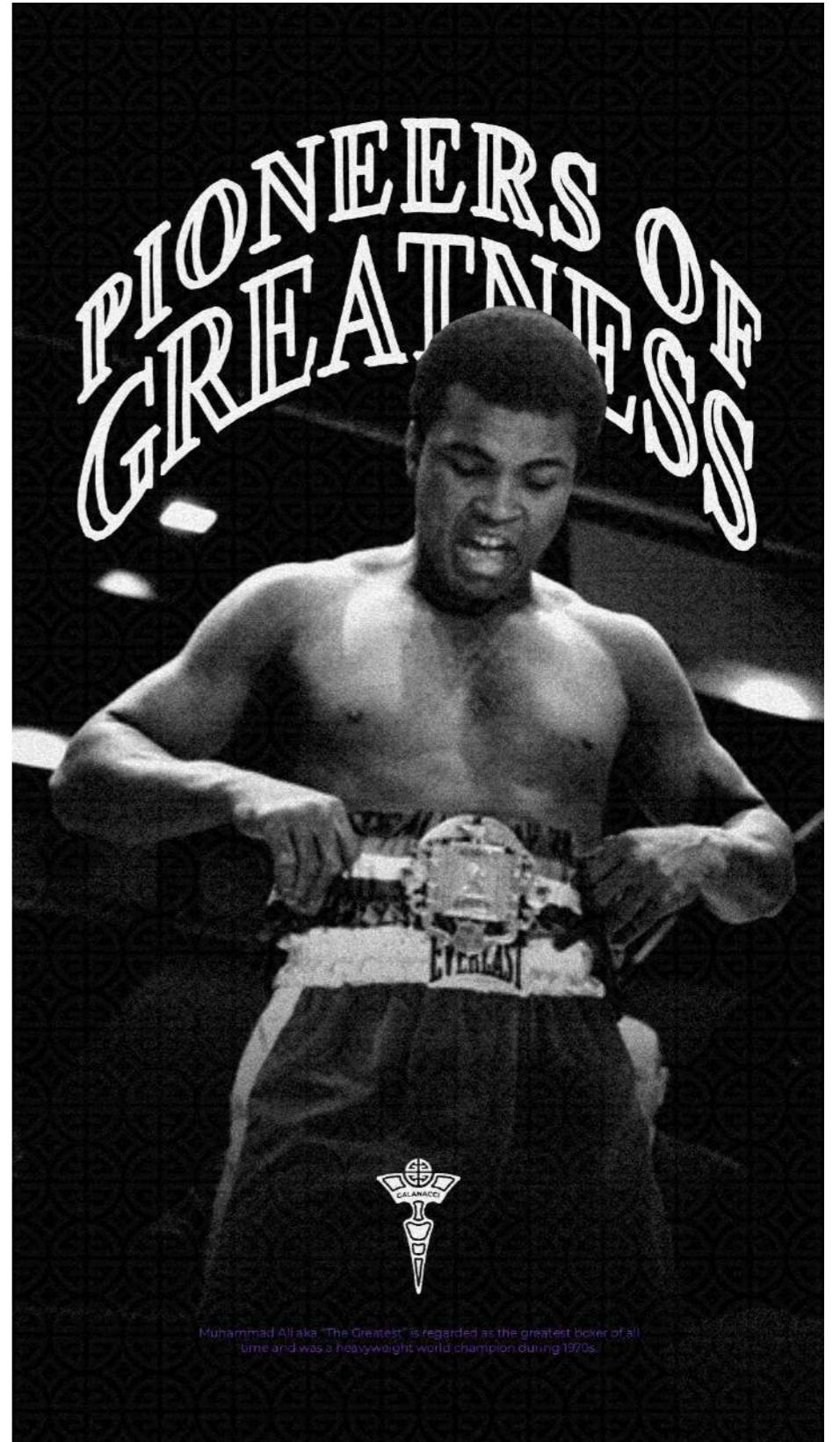
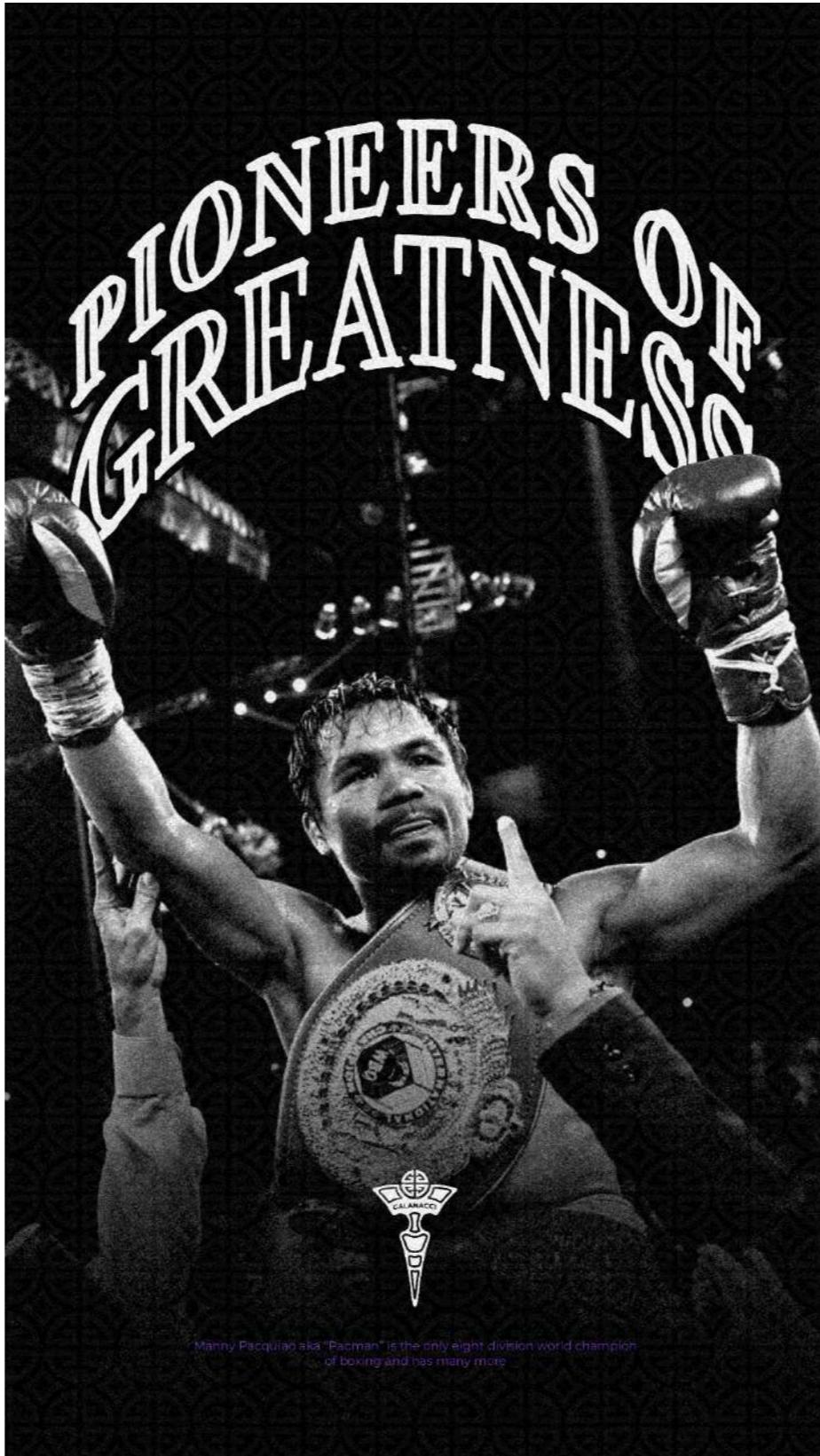
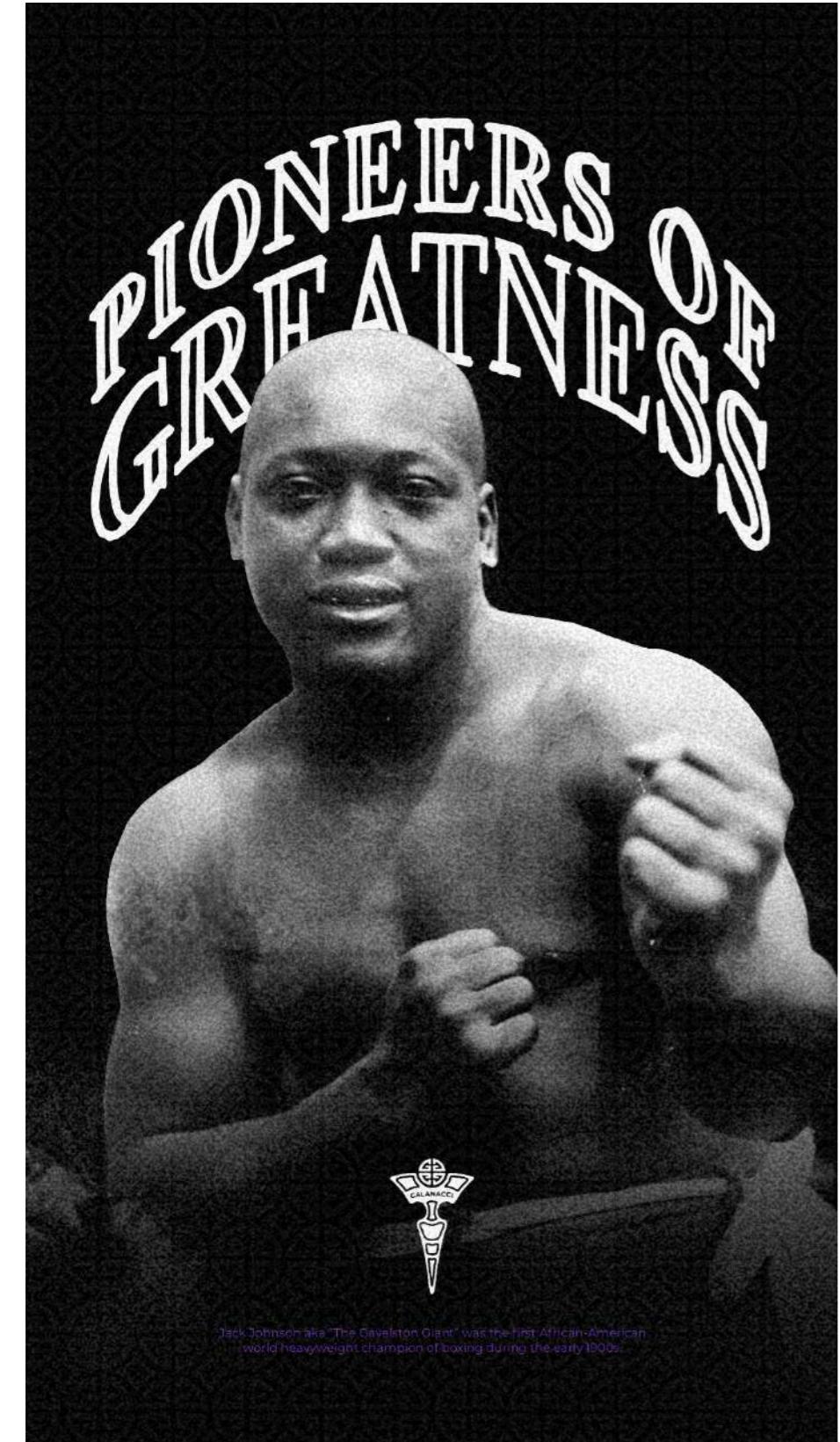


YouTube Thumbnails
via ProCreate & Photoshop





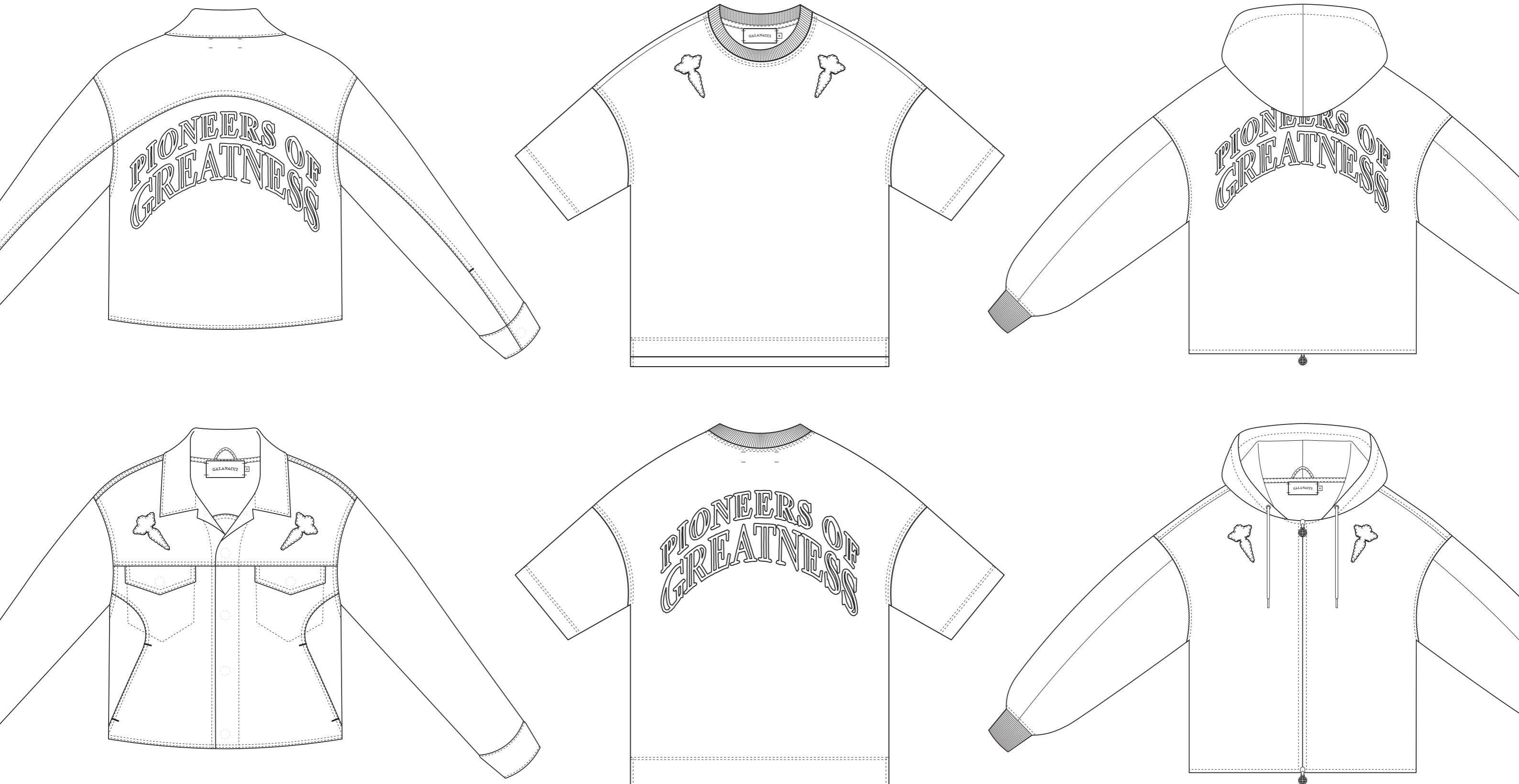
Instagram Story Images
via Photoshop



02: GALANACCI | FLAT DRAWINGS



Technical Illustrations
via Illustrator



02: GALANACCI | TECHNICAL PACKAGE



PDF Documents

via InDesign & Illustrator

The image displays a grid of technical apparel design documents for a Core T-Shirt. The documents include:

- FRONT:** A detailed front view showing various garment features with numbered callouts (1-8) pointing to specific parts like the neckline, sleeves, and hem.
- CORE T-SHIRT:** A section containing:
 - SKETCH:** Front and back views of the t-shirt.
 - BILL OF MATERIALS:** A table listing components like Main Fabric (Jersey Cotton, 300G), Collar (Plain Ribbed, 160G), and Neck Tape (Jersey Cotton, 240G).
 - NOTES:** Instructions for assembly, such as "ALL MEASUREMENTS ARE IN CENTIMETERS AND TAKEN FLAT (EXCEPT FOR 'H' - IT IS MEASURED ON THE GARMENT). SIZES ARE SAMPLED BEFORE PRODUCTION."
- CORE T-SHIRT:** A section containing:
 - CALLOUTS (FRONT):** Detailed callouts for the front of the t-shirt.
 - NOTES:** Instructions for assembly, such as "ALL MEASUREMENTS ARE IN CENTIMETERS AND TAKEN FLAT (EXCEPT FOR 'H' - IT IS MEASURED ON THE GARMENT). SIZES ARE SAMPLED BEFORE PRODUCTION."
- CORE T-SHIRT:** A section containing:
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03

FASHION ILLUSTRATION



Developed initial illustrations for the COS X YEBOAH collaboration, which were incorporated into the pitch deck and contributed to bringing the partnership to fruition.

Campaign Shoot Illustration
Illustrating on-site

03: COS X YEBOAH | A SELECTION OF INITIAL ILLUSTRATIONS



Metamorphosis
Collection
Illustrations
via ProCreate

03: COS X YEBOAH | A SELECTION OF INITIAL ILLUSTRATIONS



**Metamorphosis
Collection
Illustrations**
via ProCreate

03: COS X YEBOAH | A SELECTION OF FINAL GARMENTS



Lookbook Shots

Courtesy of COS



03: COS X YEBOAH | CAMPAIGN SHOOT

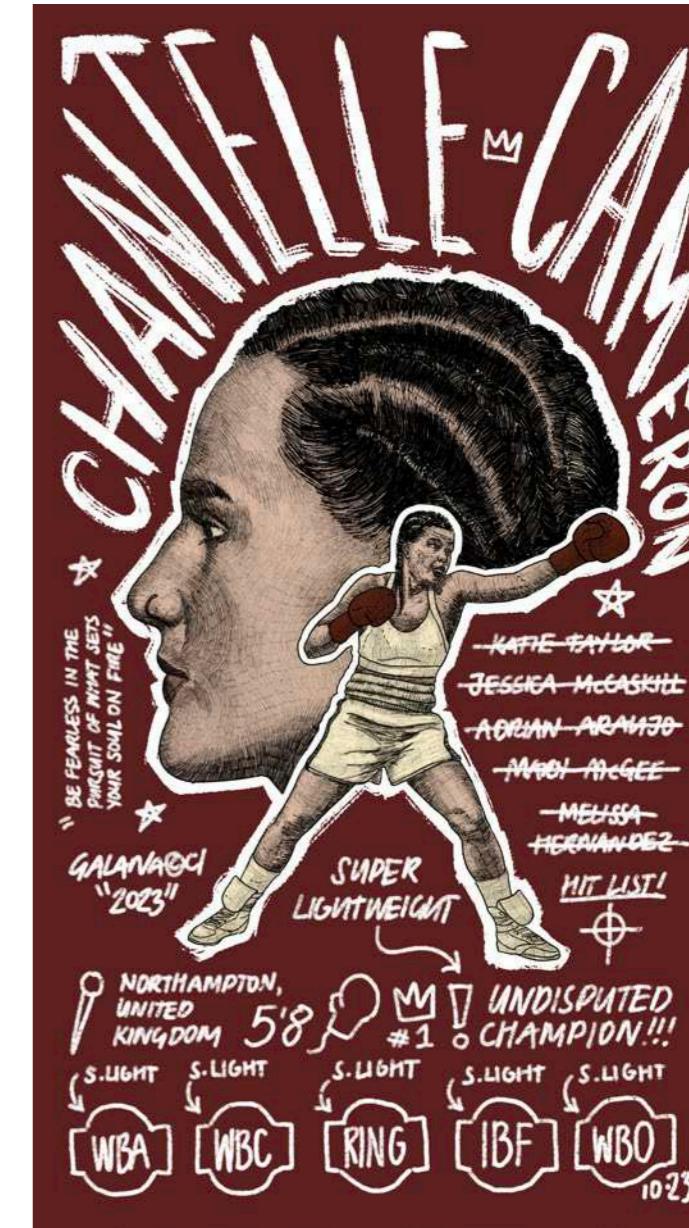
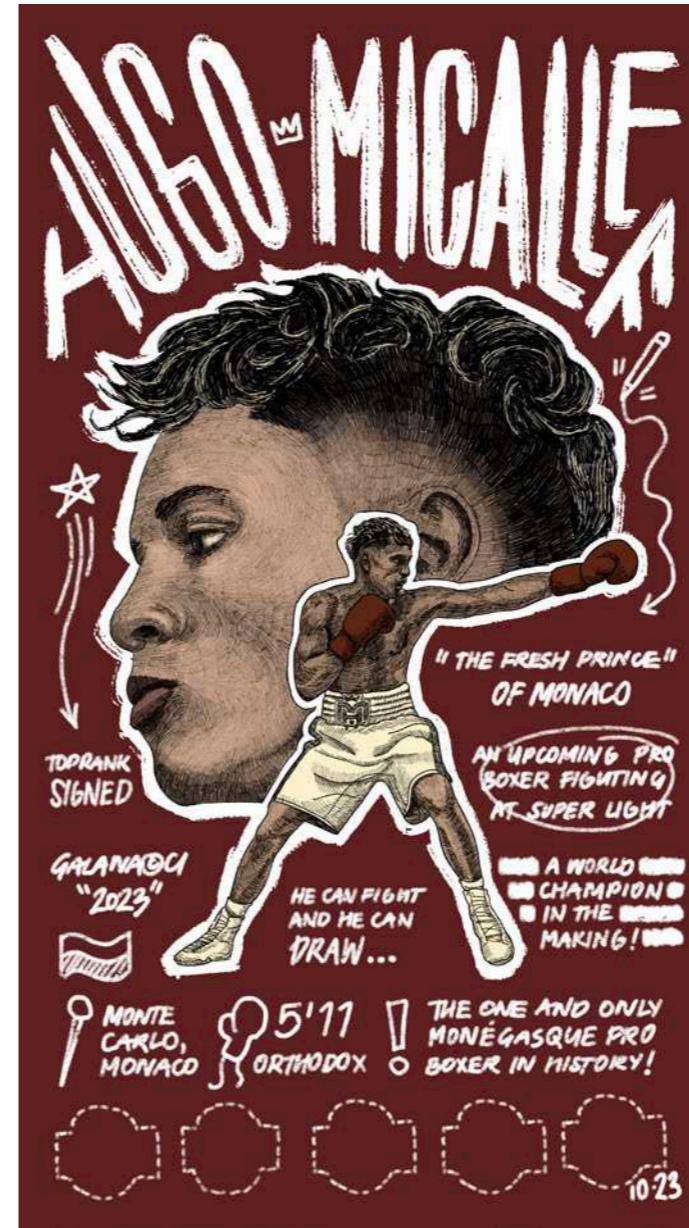
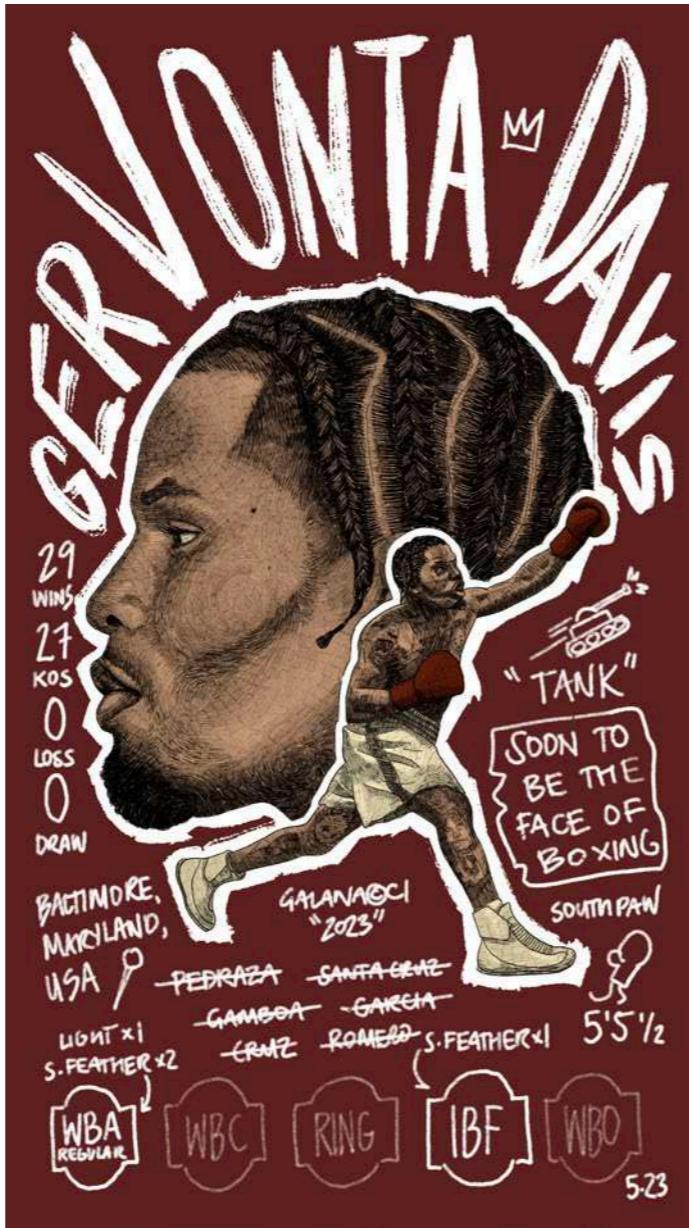
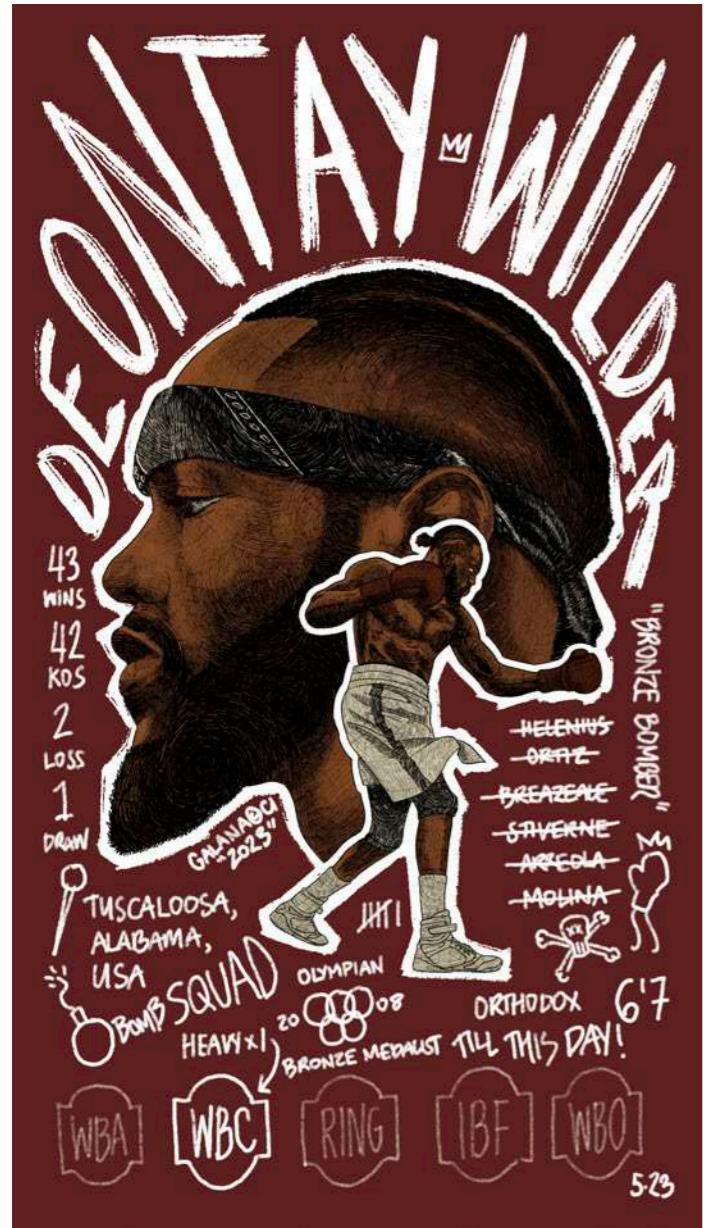
Campaign Shoot

Shot by Campbell Addy



04

FINE ART



Branding and Illustrations
via ProCreate on the iPad

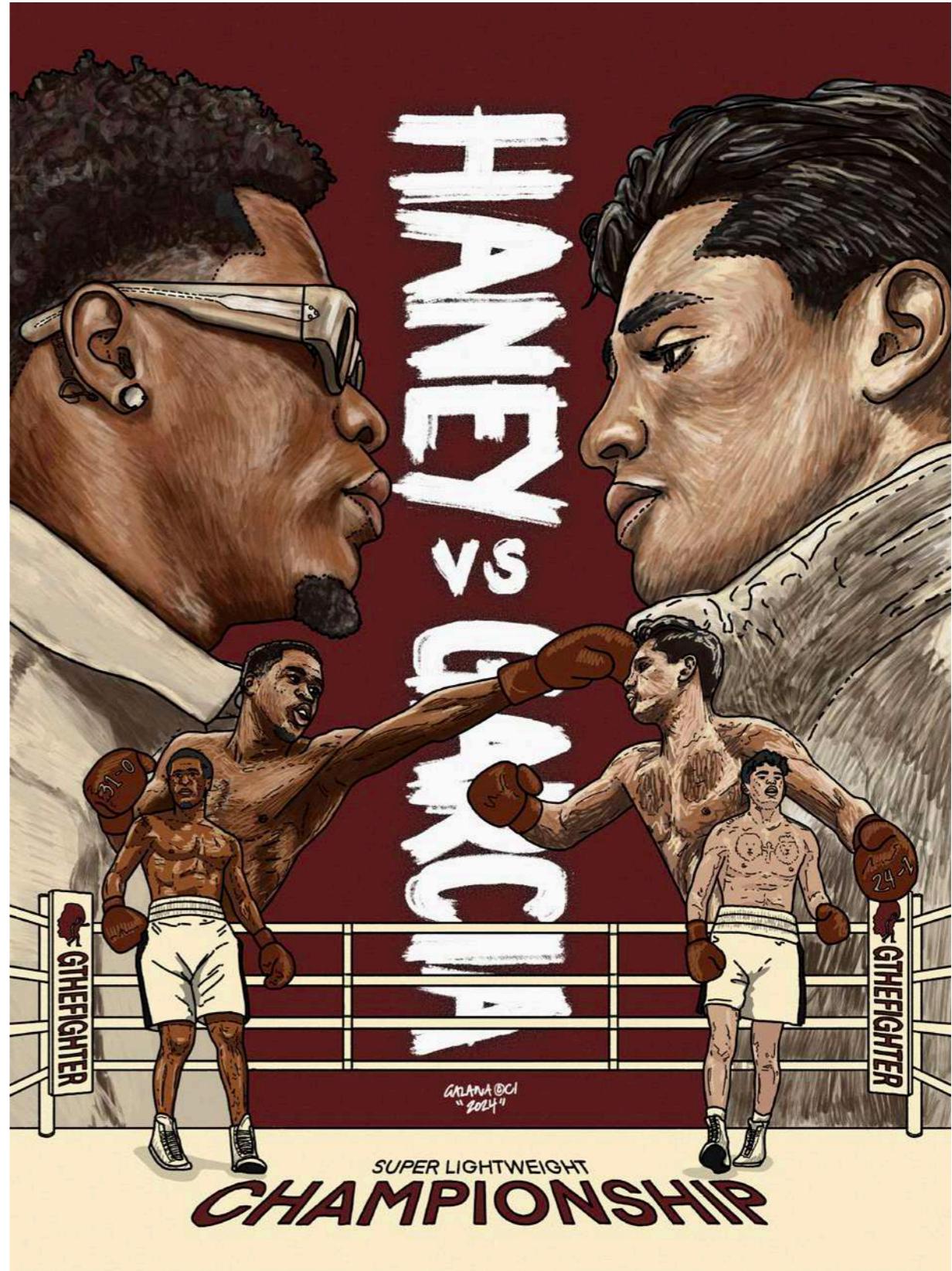
Executed branding and ongoing illustrations for GTHEFIGHTER an art collection exploring boxing's greats.

04: GTHEFIGHTER | FIGHT POSTER ARTWORKS



Digital Art

via ProCreate (iPad Pro)

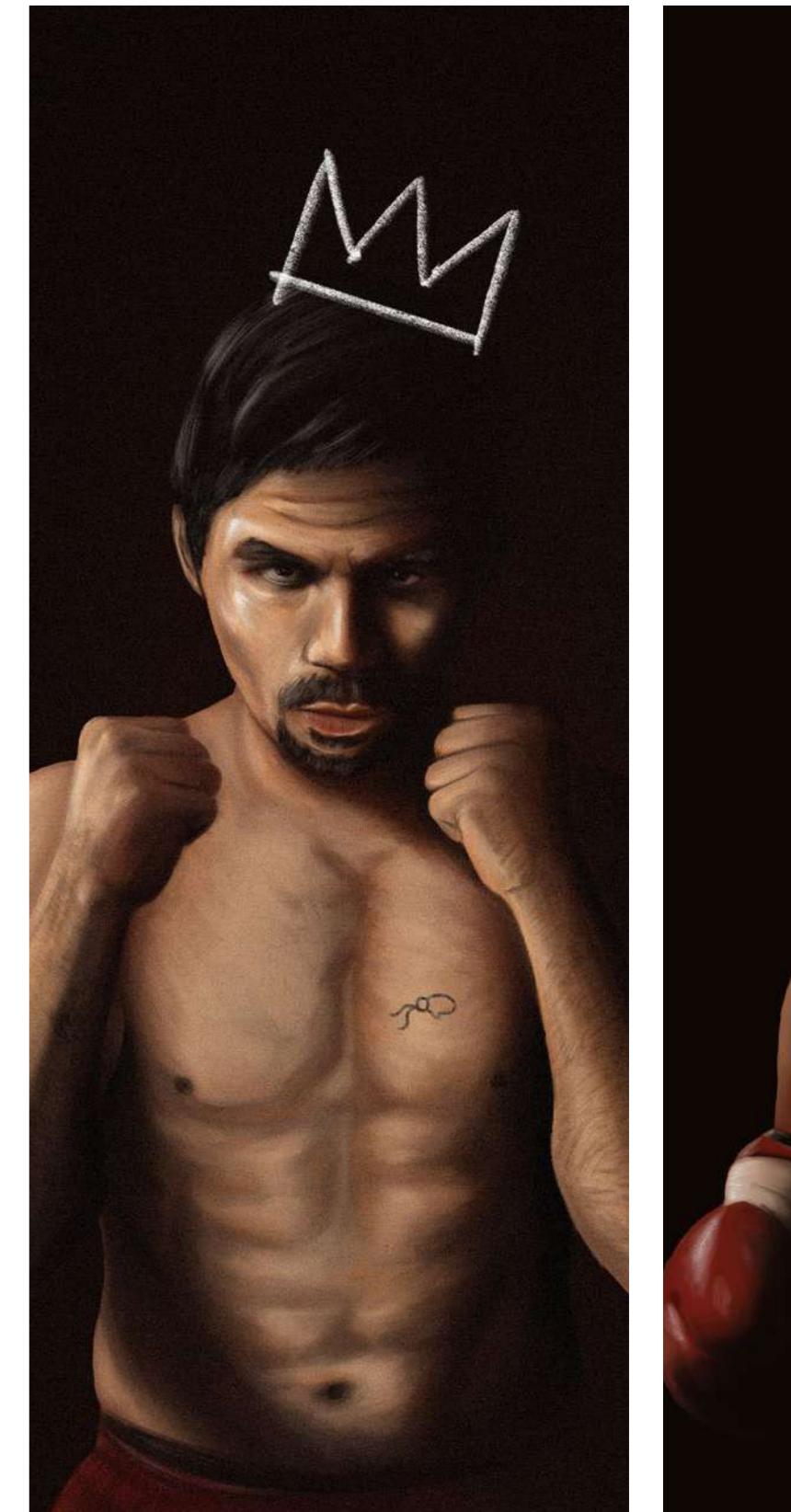
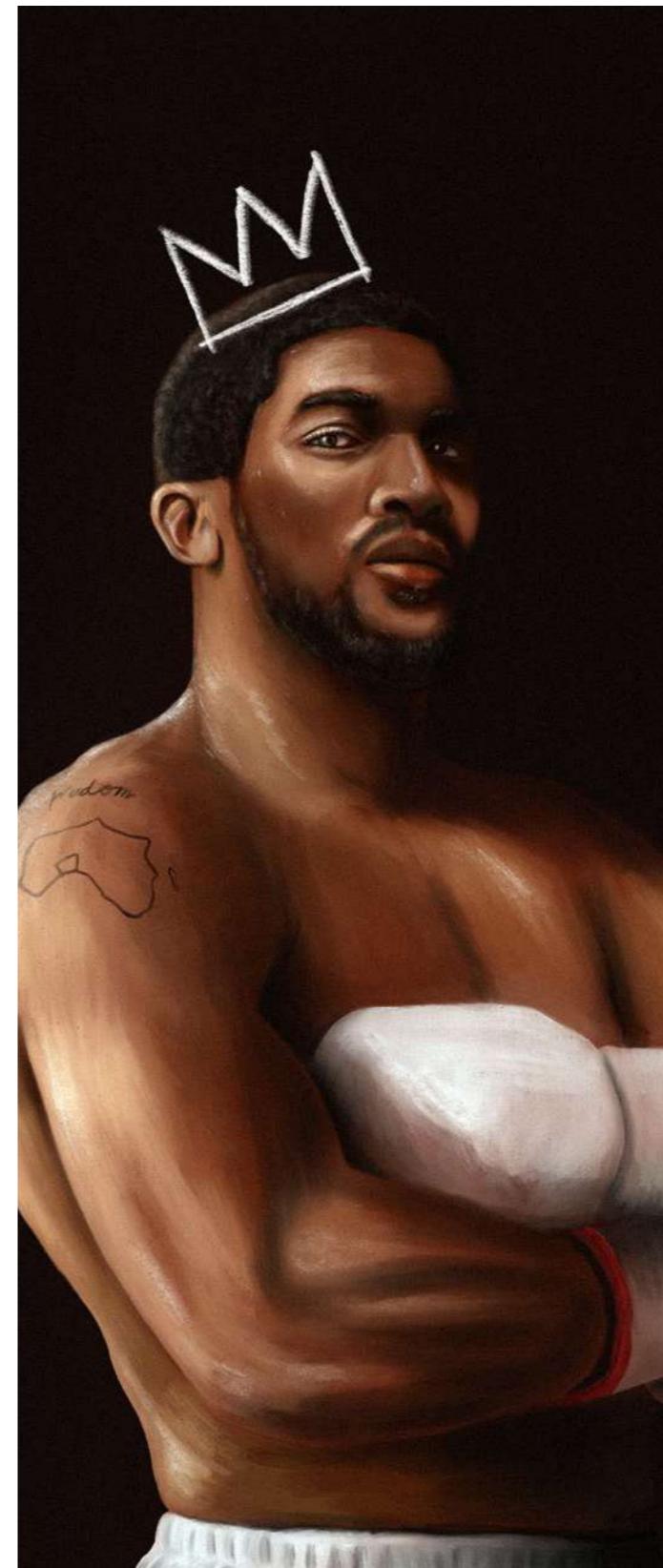
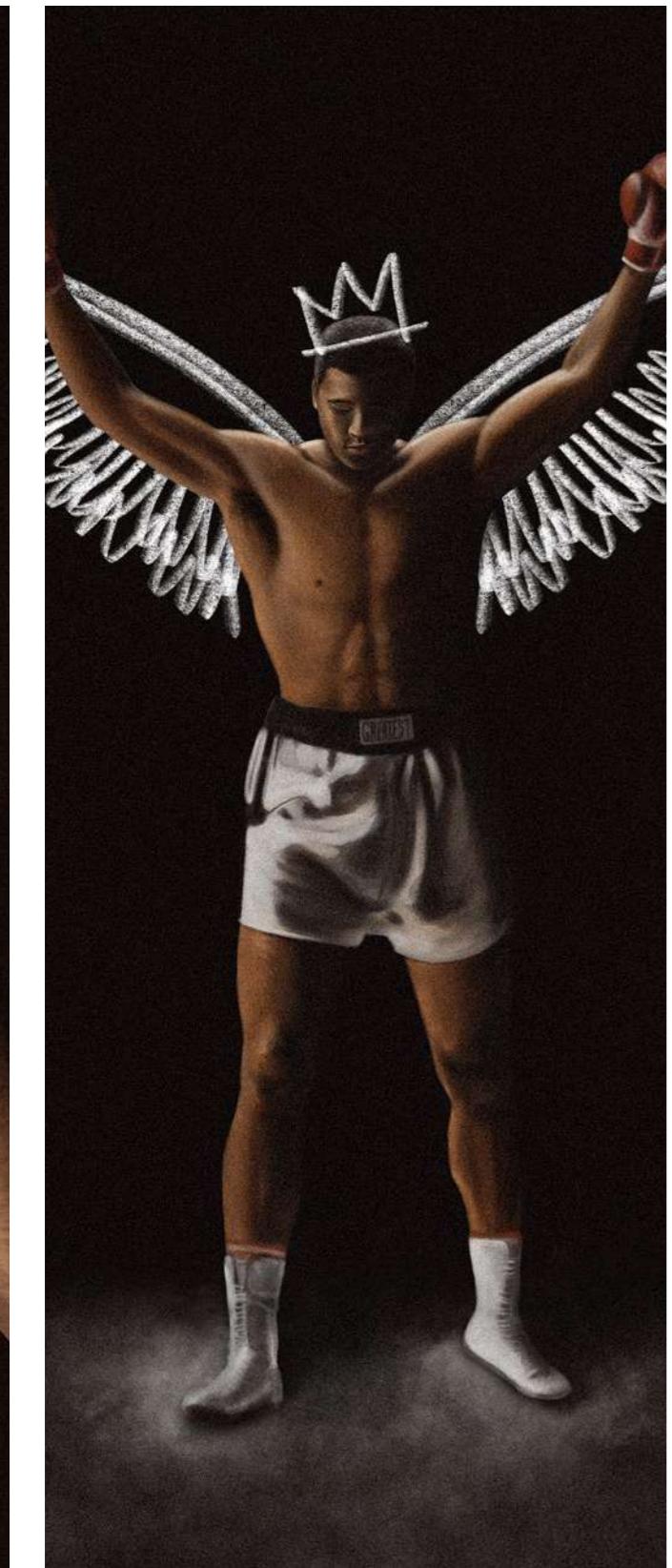


04: FINE ART | ARTWORKS



Digital Art

via ProCreate (iPad Pro)



05

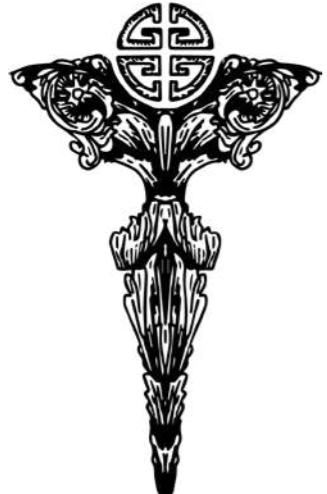
GRAPHIC DESIGN

05: LOGO DESIGN | EXAMPLES

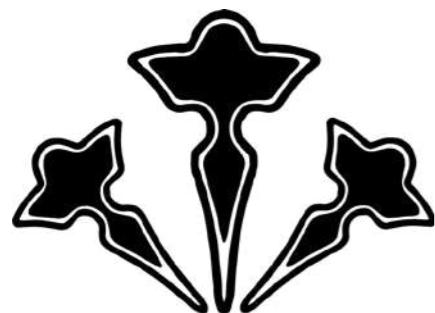


Logo Designs

via ProCreate (iPad Pro) & Illustrator



PIONEERS
OF
GREATNESS



POG



GREATNESS





THE PORTERWAY PODCAST



Image
Courtesy of TPWP

05: LOGO DESIGN | RHOGER “KIDLAT” VILLANUEVA



Image
Courtesy of Rhoger Villanueva

05: MERCH DESIGN | RHOGER "KIDLAT" VILLANUEVA



Image
Courtesy of KIDLAT

GVERSE™ WORK EXAMPLES

06

ARCHITECTURE



“The Hidden City” project reimagines Odhams Walk in Covent Garden by replacing skyscrapers with low-rise buildings to reduce crime and enhance livability, drawing on Oscar Newman’s “Defensible Space” for safer urban design strategies.

Renders
via Revit & Photoshop.



06: THE HIDDEN CITY | FURTHER RENDERS



Elevation Render

via Revit & Photoshop.



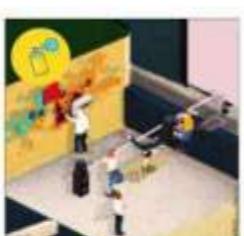
PLAY AREA

Play area will be provided outdoors for people living with their family in the area. There will be approximately 3 more small play areas for kids and young adults!



COMMUNITY GARDEN

Gardening and staying healthy are very popular in Peckham. Not just a good cause for the environment but this will also encourage the community to interact with one another.



GRAFFITI SPACES

Since Peckham is surrounded with Graffiti's I made an idea of having a graffiti area in parts of the building to let the artists visualize and enhance their skill.



CO-WORKING SPACES

One of the key elements that's needed in Peckham is a working space for the creatives, as we know Peckham is surrounded with talented people so providing them a space for collaborations etc. will be very beneficial since most of the users for my dwellings are students and business people.



SPORTS AREA

Sports areas are also provided around the building such as basketball courts, tennis court etc. this will give a friendly neighbourhood since everyone will have a chance to get to know each other on this spot.



ACTIVITIES FOR THE ELDERLY

Activities for the elderly people are offered for outdoors since they also need fresh air an exercise. a fitness instructor will be coming in twice a week to keep them healthy and fit.

06: THE HIDDEN CITY | FURTHER RENDERS



Section Renders

via Revit & Photoshop.



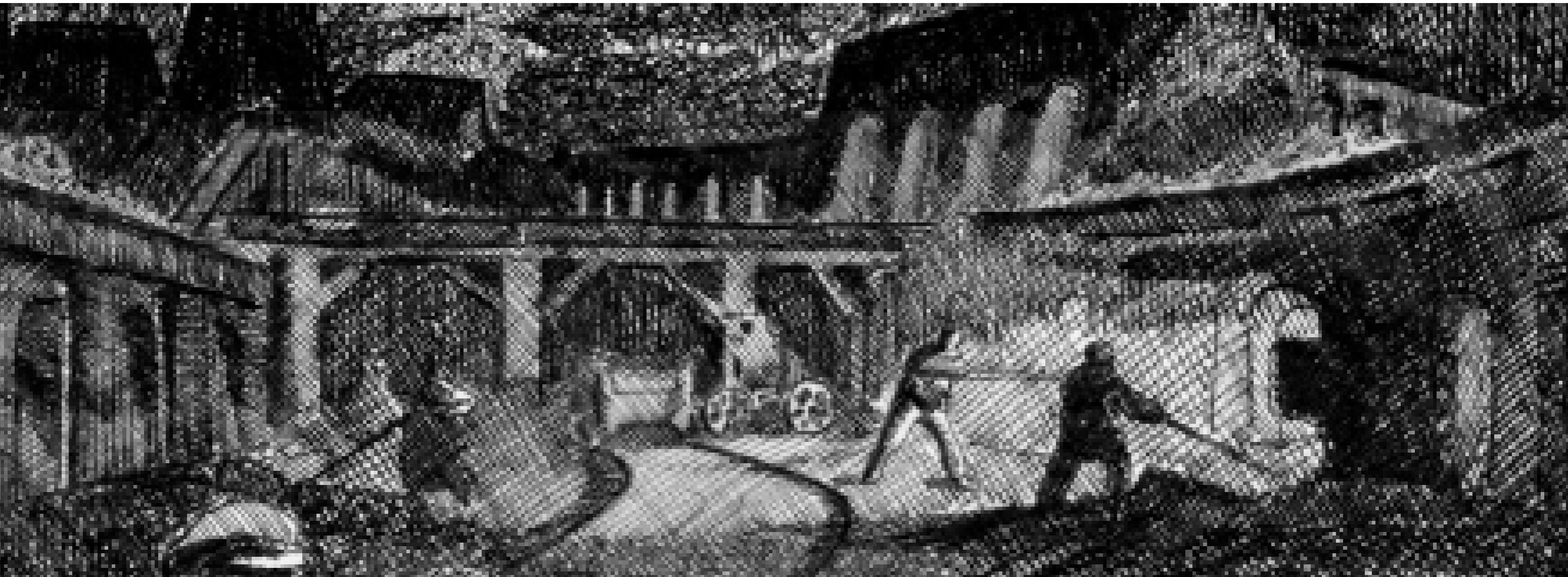
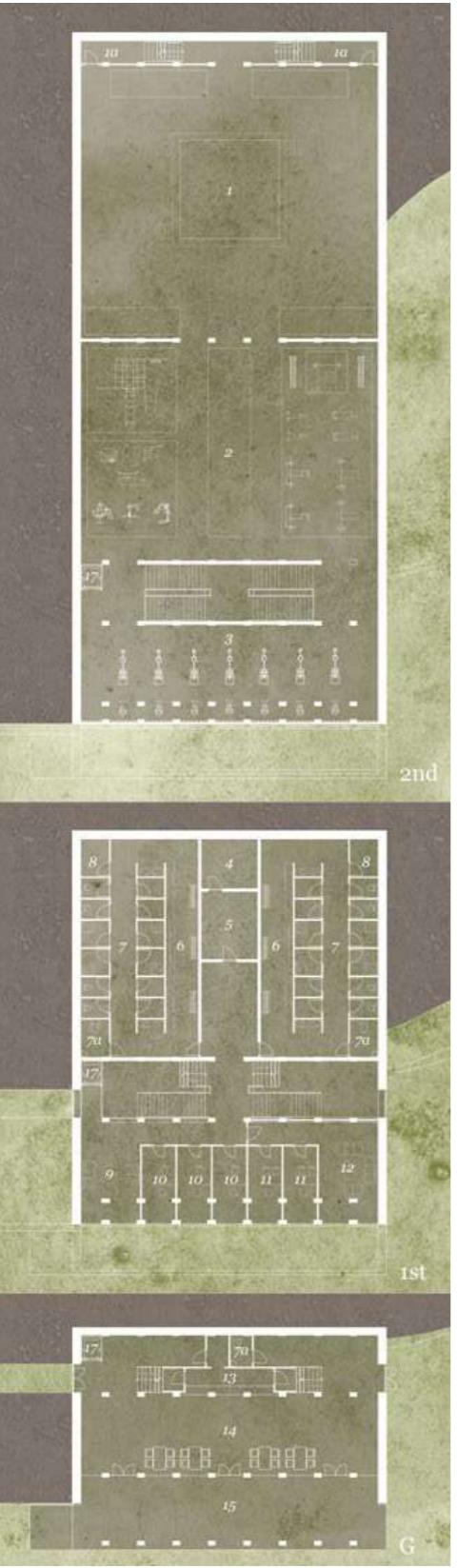


Illustration
via Ink and Paper

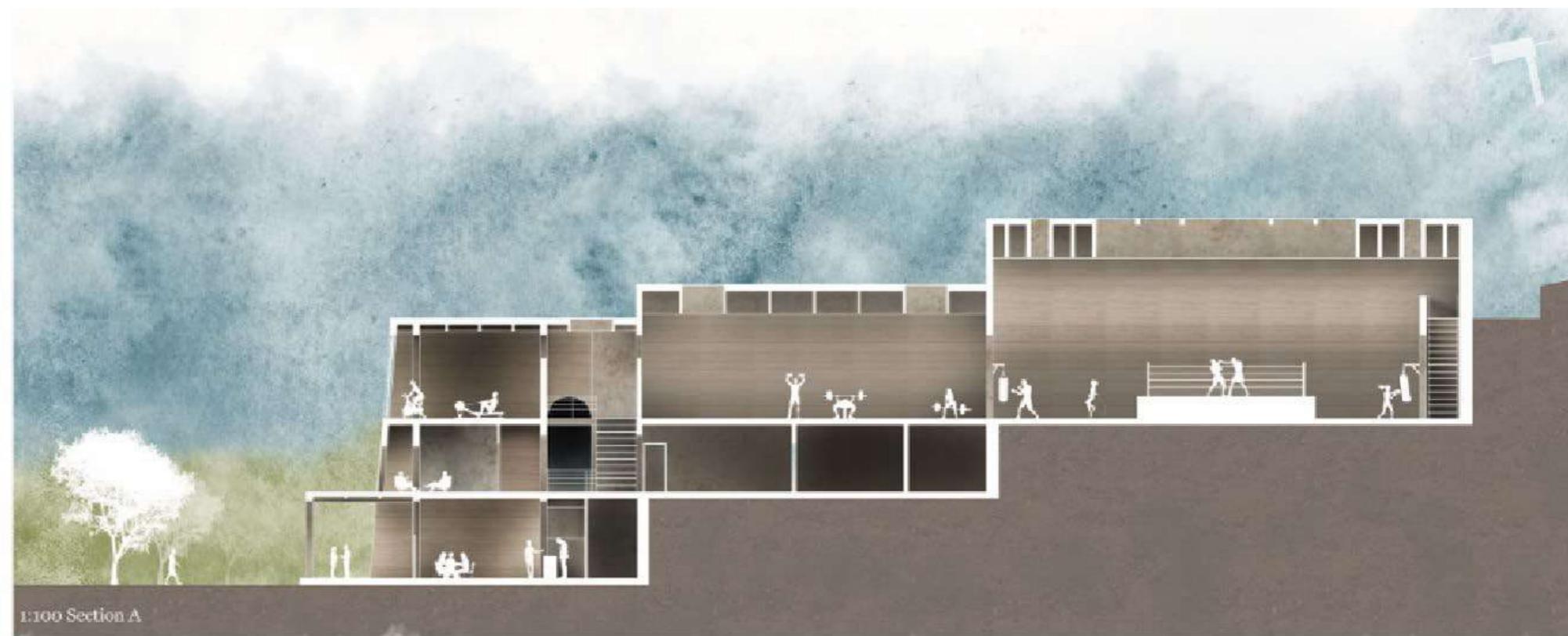
Using sport specifically boxing as therapy for mental health in Merthyr Tydfil, to leverage its historic boxing legacy. It advocates for prioritizing community well-being, learning from past industrial hardships, and utilizing the Cyfarthfa Ironworks location to create a successful social intervention.

06: THE CRAFT OF BOXING | MASTERPLAN



Masterplan and Close-up Renders
via Photoshop & Rhino3D

06: THE CRAFT OF BOXING | FRONT ELEVATION AND SECTION



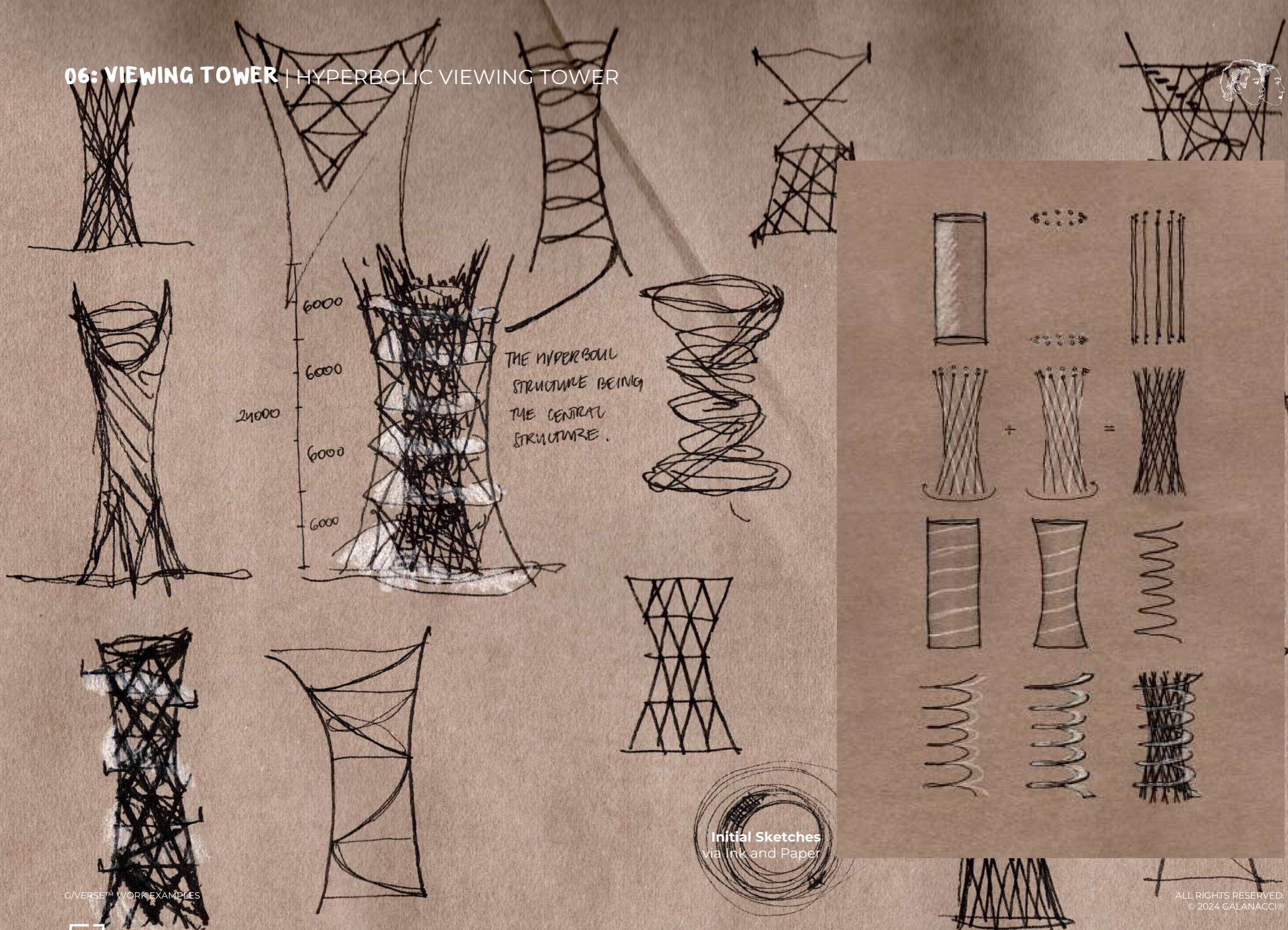
Front and Section Graphics
via Photoshop & Rhino3D

06: THE CRAFT OF BOXING | RENDERS

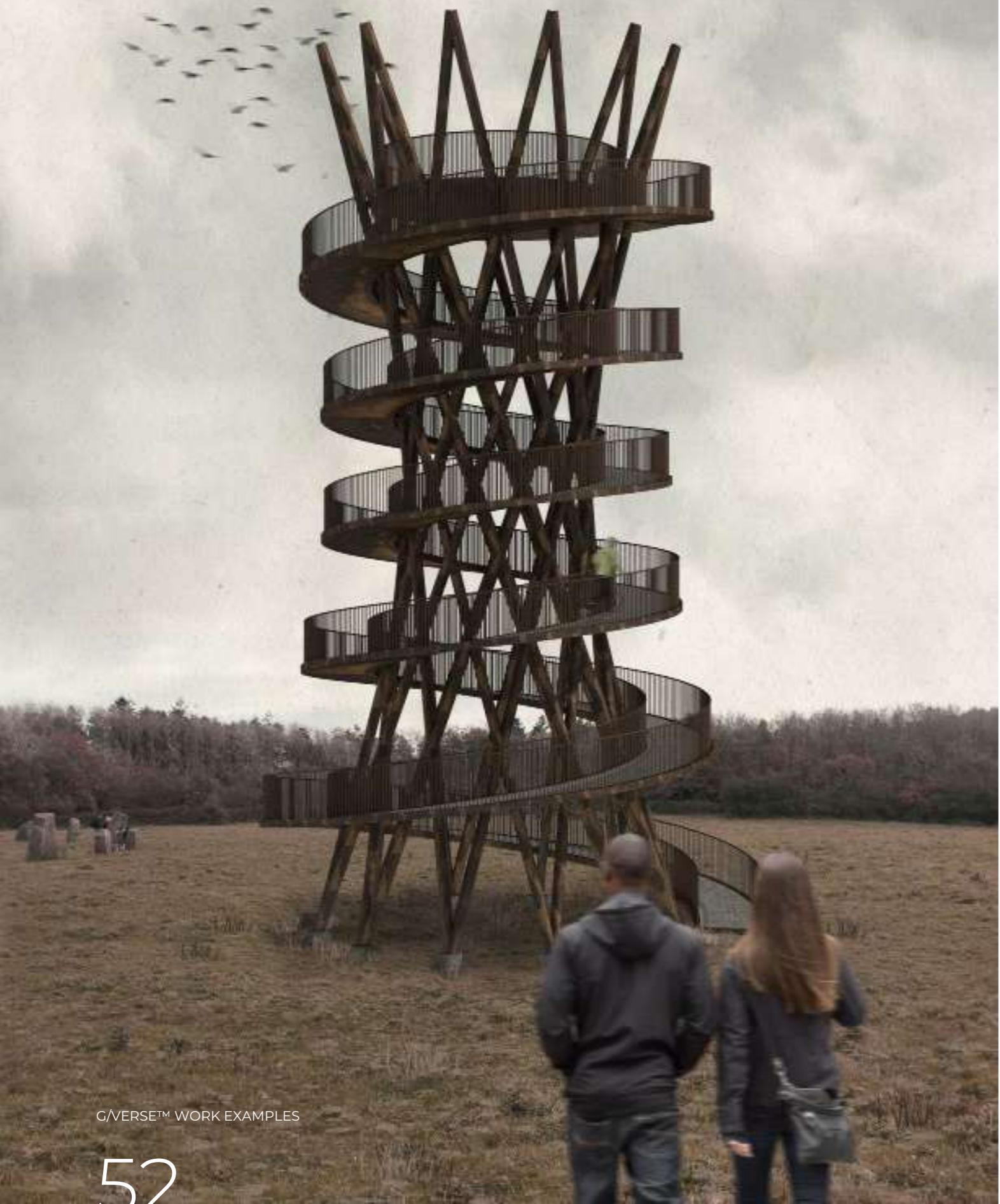


Renders
via Rhino3D, V-Ray &
Photoshop

06: VIEWING TOWER | HYPERBOLIC VIEWING TOWER



06: VIEWING TOWER | RENDERS



Renders

via Rhino 3D, Grasshopper & Photoshop.

07: GET IN TOUCH | CONTACT US VIA EMAIL



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TELL US ABOUT YOUR CREATIVE PROBLEM AND
WE'LL SEE HOW WE CAN HELP!