



INSPIRATION



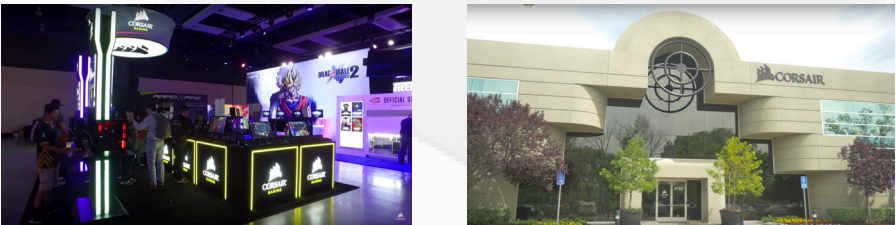
BRAND ANALYSIS

Corsair is a computer peripherals and hardware company founded in 1994 in Fremont, California, selling a variety of products for computers such as DRAM modules, ATX power supplies, memory and case cooling solutions, gaming peripherals, computer chasses, SSDs, and more.

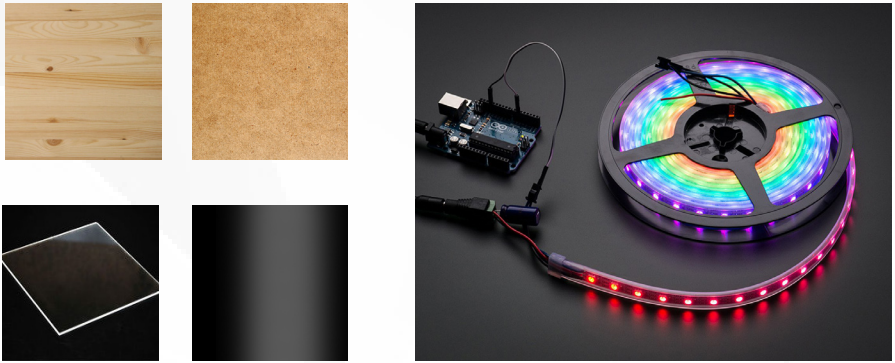
The majority of the products are mainly focused towards PC gamers, thus most of the products are innovated to create an even greater PC gaming experience. Corsair’s products are well known for their high quality products often featuring illumination with RGB LEDs implemented in most of their peripherals. The sleek “gamer” design of their products have a distinct appearance that provide both style and function.

Many of Corsair’s products are featured as elements in “dream builds” for custom computers and setups, and have gained worldwide recognition for its technology and innovation. The goal of the company is to provide top-of-

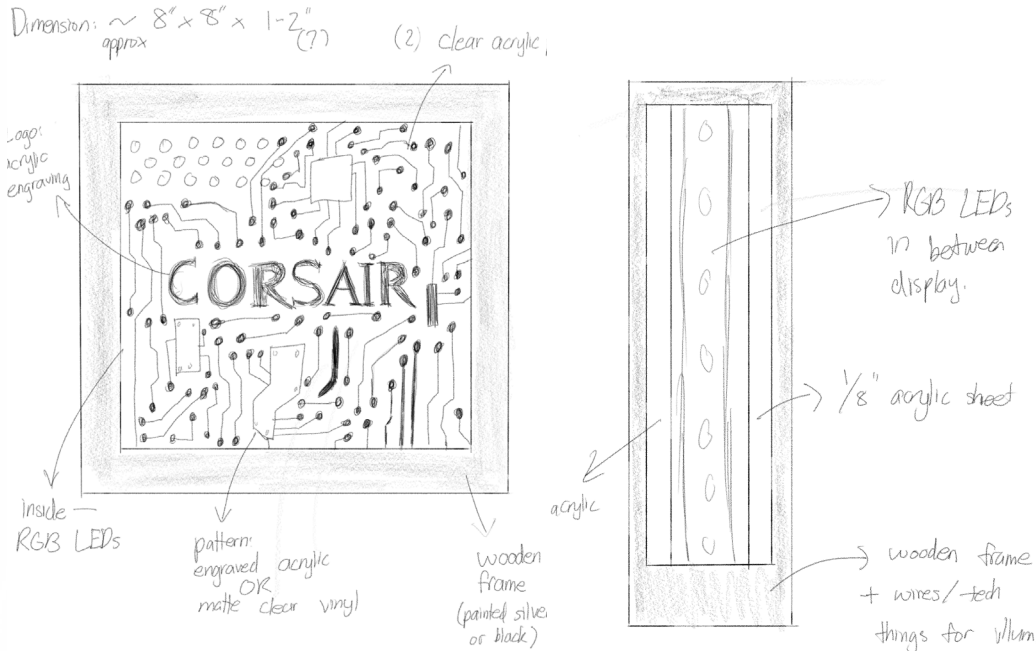
LOCATION



MATERIAL PALETTE



SKETCHES



SKETCH MONTAGE





PROCESS



MONTAGE AND MODEL

