

Ça

c'est formidable!

chante Gilbert BÉCAUD



Vespa

Vintage

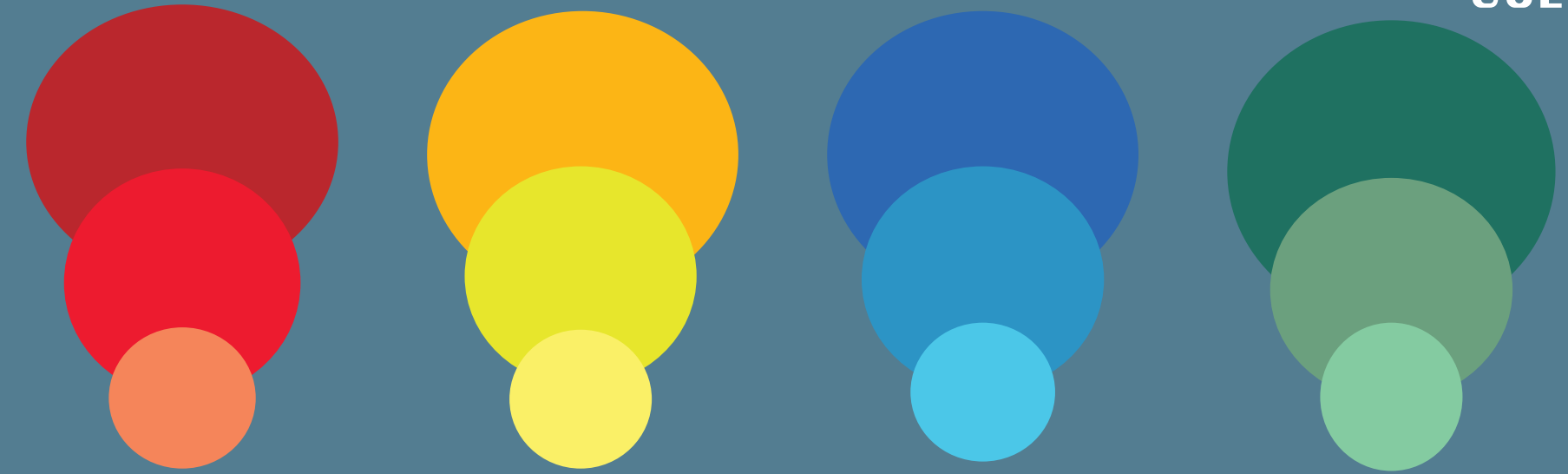
- reinvented

MOOD BOARD

Karlina Kluce



COLOURS



These colours define the fast and optimistic rhythm of 1950's, when all- the economic and cultural processes began to rise and develop with a bang, products like Coca Cola, Marlboro cigarettes, also television became trends in a daily life.

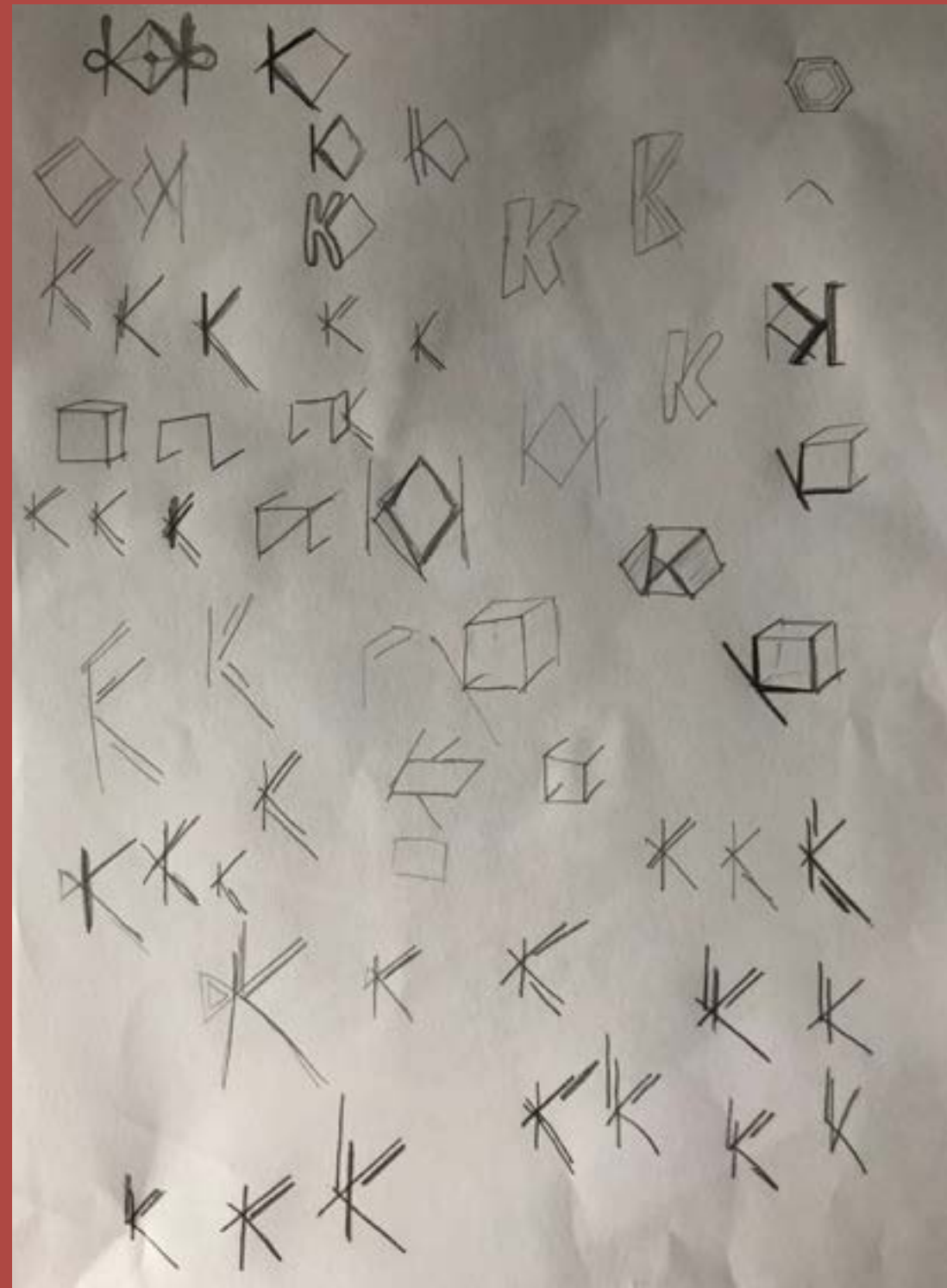
Idols like Elvis Presley and Audrey Hepburn inspired the society to follow the new trends in music - rock'n'roll, and movies, to pay attention to art movies.

My logo

These logo sketches were inspired from contemporary art style because I wanted to make a simple, clean and fresh logo.

I really like geometry, dimensions and lines, I think playing with letter lines can be a good visual tool.

Those two “KK’s” are my name initials because I wanted to make my logo personal.



Headlines

Eldwin Script

abc

123

RIG SOLID

ABC

123

or

TYPOGRAPHY

→ A lot of dimensions, could be used only for small amount of words

→ This font has a retro style, very feminine, but it could be very hard to read it in big articles because of the thin sherifs.

Texts, conents, articles

Serenity

SERENITY

serenity

123

Abcabcabcab-

cabcabcabcabca

→ Readable in big paragraphs. Very light and narrow letters. Could use in big or small size.

Quotes

Ququette

abc

123

→ Looks fancy and playful. Could be a good accent. It contrasts between the big paragraphs.

TEXT EXAMPLES

Polaroid



“Polaroid” has been a trusted global brand for 80 years and is best known for pioneering instant photography.

Edwin Land first conceived of the instant camera in 1943.

Products ranging from instant and digital still cameras, TVs, mobile apps.

I think, for teenagers Polaroid cameras are a big trend right now.

Camera cases, stickers and lens presents the significance of appearance not the memories that polaroid should give.



TEXT EXAMPLES

Logo's

Vintage and retro style is very popular in 21.century barbershops.

In interiour design, barbershop artist business cards, advertisement posters we can see vintage typography, colours and simbols.

It seems that the artists wants to keep the historical values, “Elvis Presley” rough boy look and maskulin behavior.

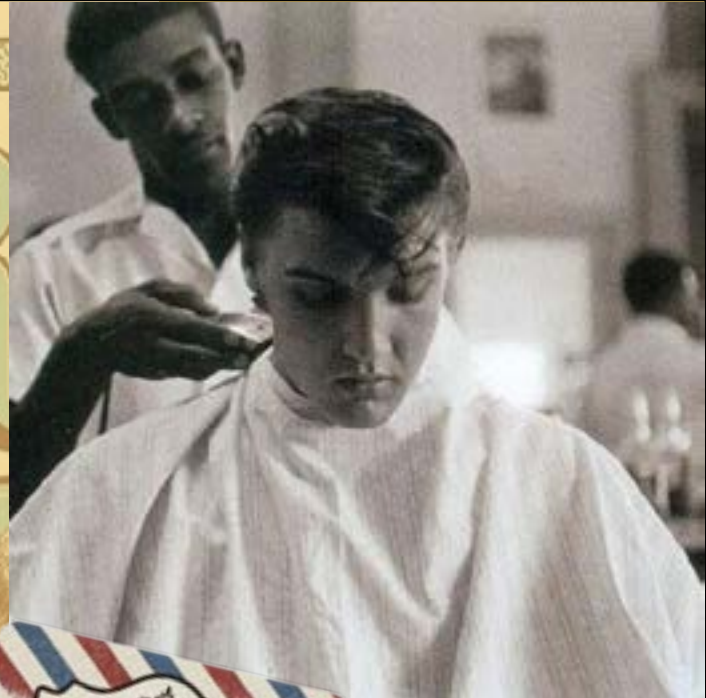
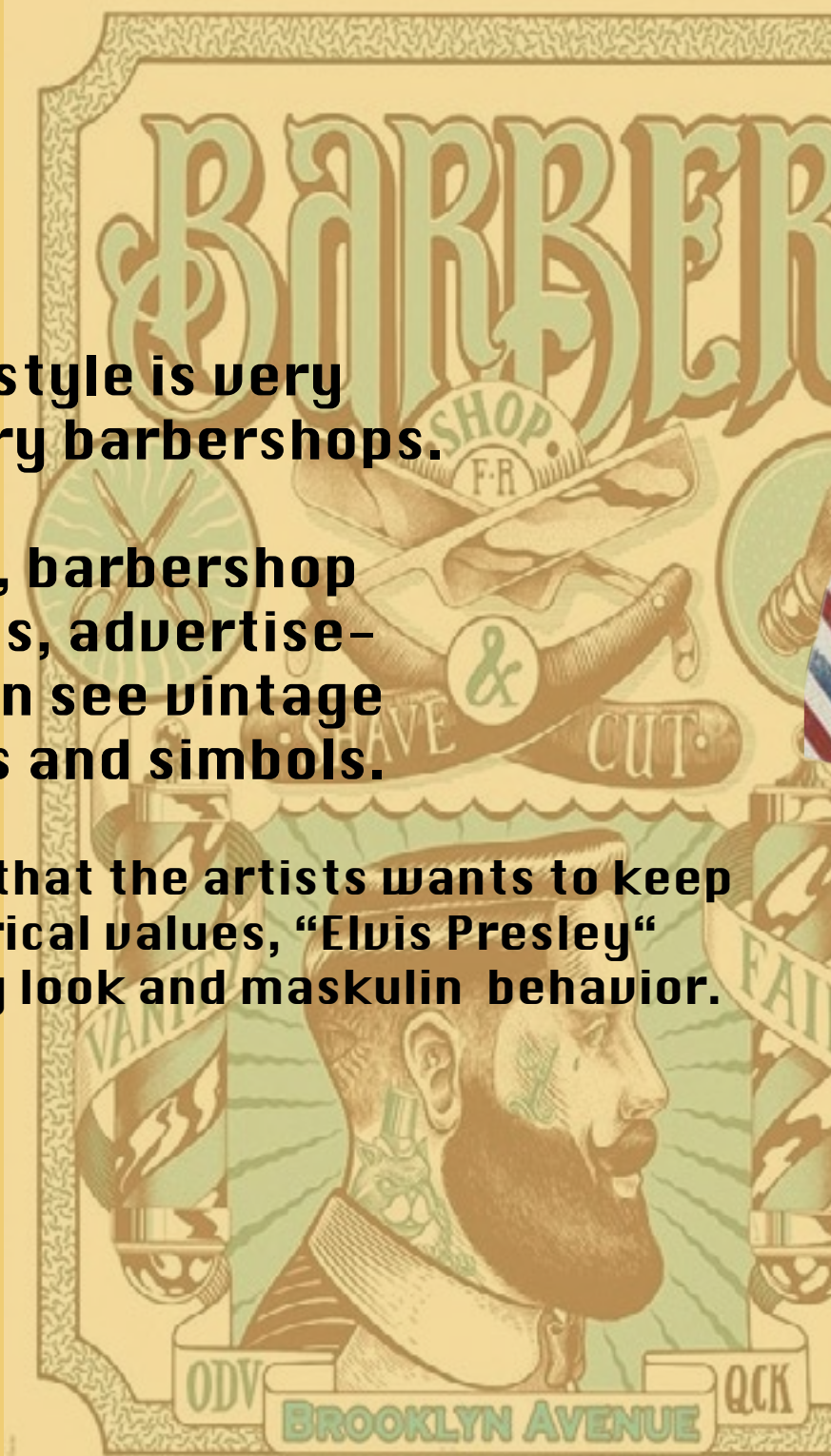


IMAGE ASSETS

342 × 500 pixels
DPI- 72, quality- 100%



86 × 125 pixels
DPI- 72, quality- 100%



171 × 250 pixels
DPI- 72, quality- 100%

