

The Archive Reissue
Logo Remix Digital Campaign



A portrait of SZA with long, dark, curly hair, wearing a blue GAP sweatshirt with the word 'GAP' in large white letters. The background is white with torn paper edges. A semi-transparent blue box with the word 'GAP' in large white letters is overlaid on the image. Below the box, the text 'THE ARCHIVE REISSUE' and 'LOGO REMIX' is displayed. At the bottom, a white banner with 'SZA' is visible, and a blue banner with 'GAP' is at the very bottom.

GAP

THE ARCHIVE REISSUE
LOGO REMIX

SZA

SHOP IT



A portrait of Metro Boomin with short dreadlocks and a blue bandana, wearing a blue and red GAP hoodie with the word 'GAP' in large white letters. The background is white with torn paper edges. A semi-transparent blue box with the word 'GAP' in large white letters is overlaid on the image. Below the box, the text 'THE ARCHIVE REISSUE' and 'LOGO REMIX' is displayed. At the bottom, a white banner with 'METRO BOOMIN' is visible, and a blue banner with 'GAP' is at the very bottom.

GAP

THE ARCHIVE REISSUE
LOGO REMIX

METRO BOOMIN



A portrait of Naomi Watanabe with long dark hair in two braids, wearing a dark blue GAP t-shirt with the word 'GAP' in large white letters. The background is white with torn paper edges. A semi-transparent blue box with the word 'GAP' in large white letters is overlaid on the image. Below the box, the text 'THE ARCHIVE REISSUE' and 'LOGO REMIX' is displayed. At the bottom, a white banner with 'NAOMI WATANABE' is visible, and a blue banner with 'GAP' is at the very bottom.

GAP

THE ARCHIVE REISSUE
LOGO REMIX

NAOMI WATANABE



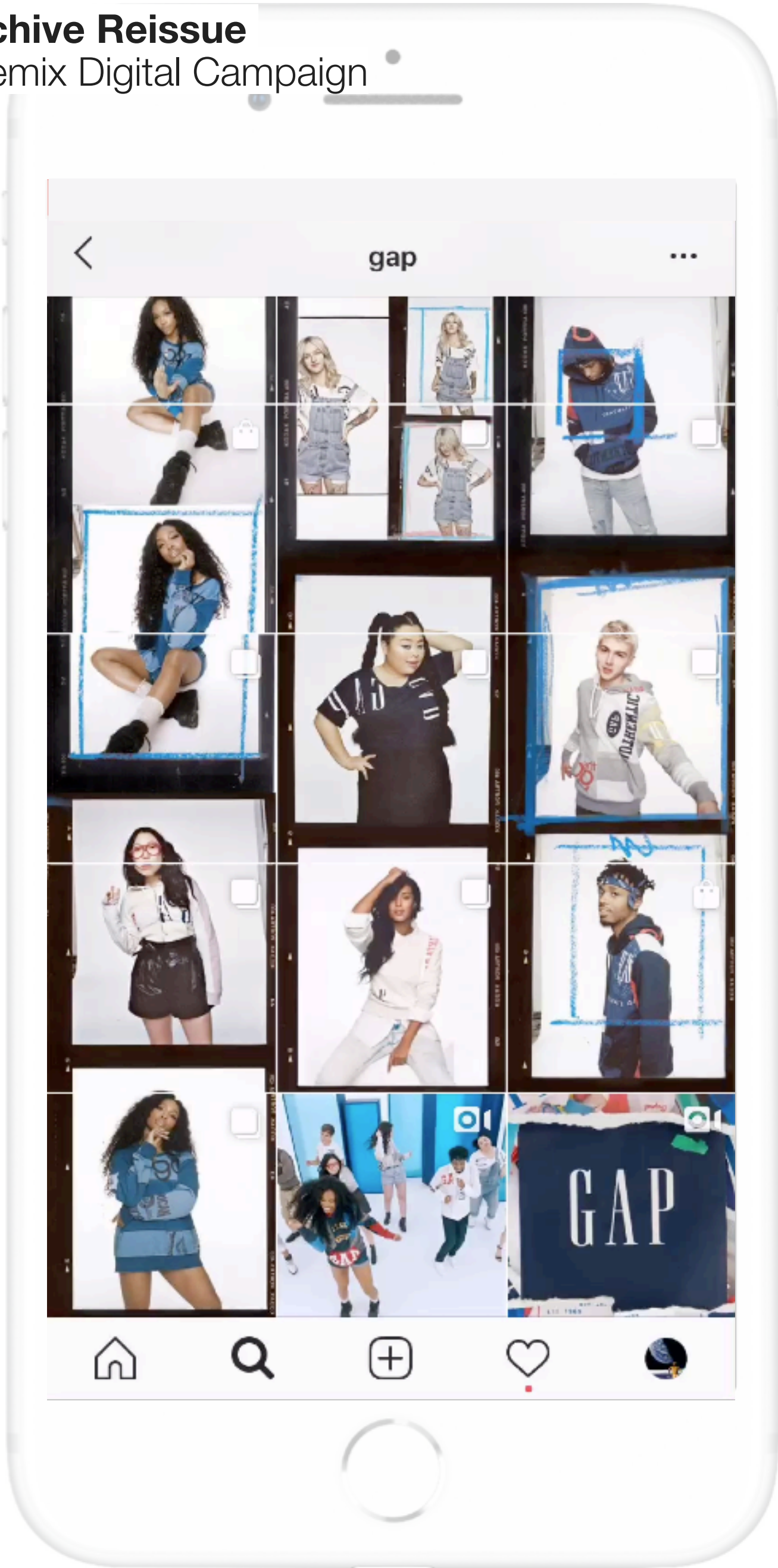
A portrait of Maya Jama with long dark hair, wearing a white GAP sweatshirt with the word 'GAP' in large white letters. The background is white with torn paper edges. A semi-transparent blue box with the word 'GAP' in large white letters is overlaid on the image. Below the box, the text 'THE ARCHIVE REISSUE' and 'LOGO REMIX' is displayed. At the bottom, a white banner with 'MAYA JAMA' is visible, and a blue banner with 'GAP' is at the very bottom.

GAP

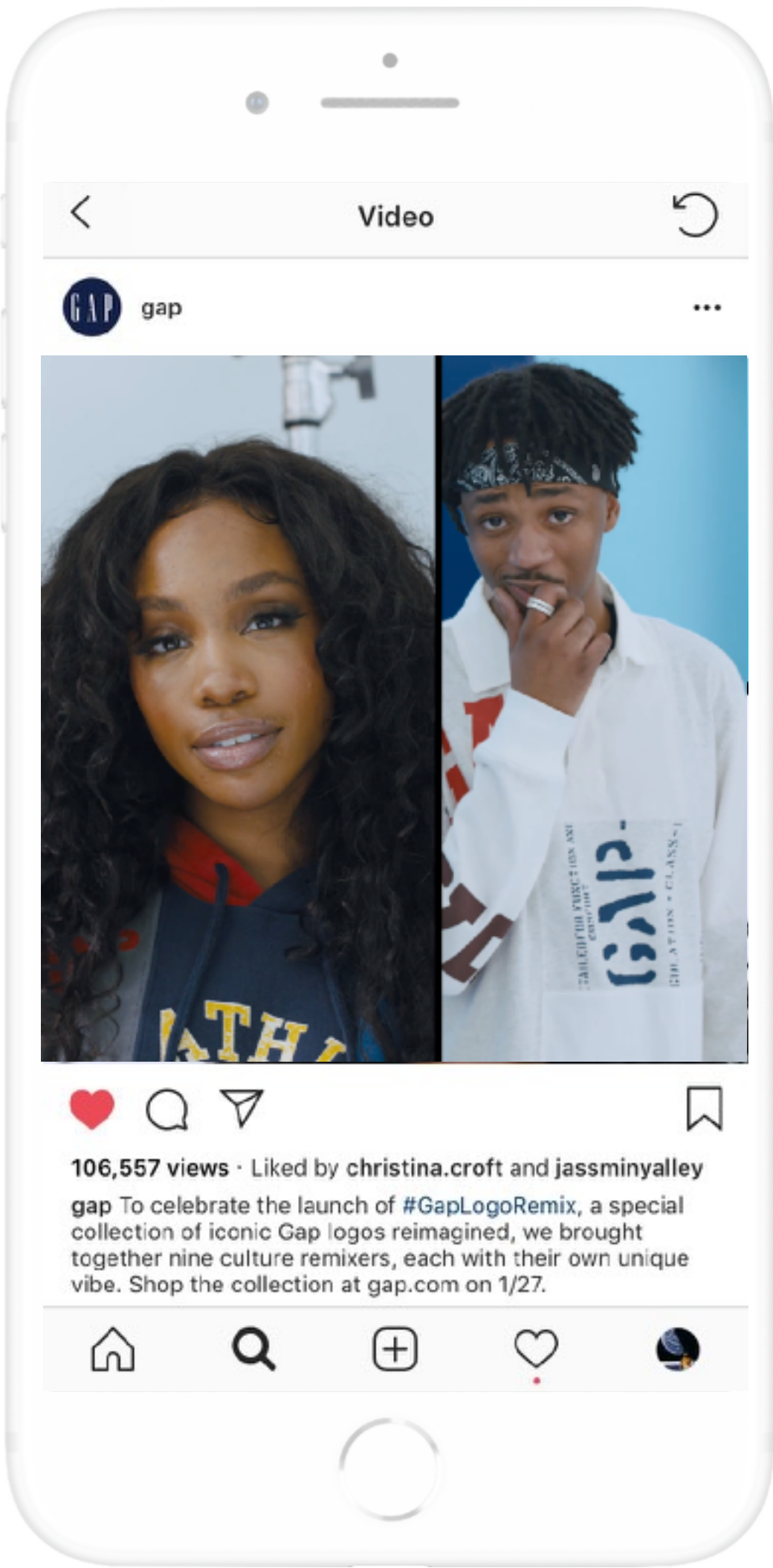
THE ARCHIVE REISSUE
LOGO REMIX

MAYA JAMA

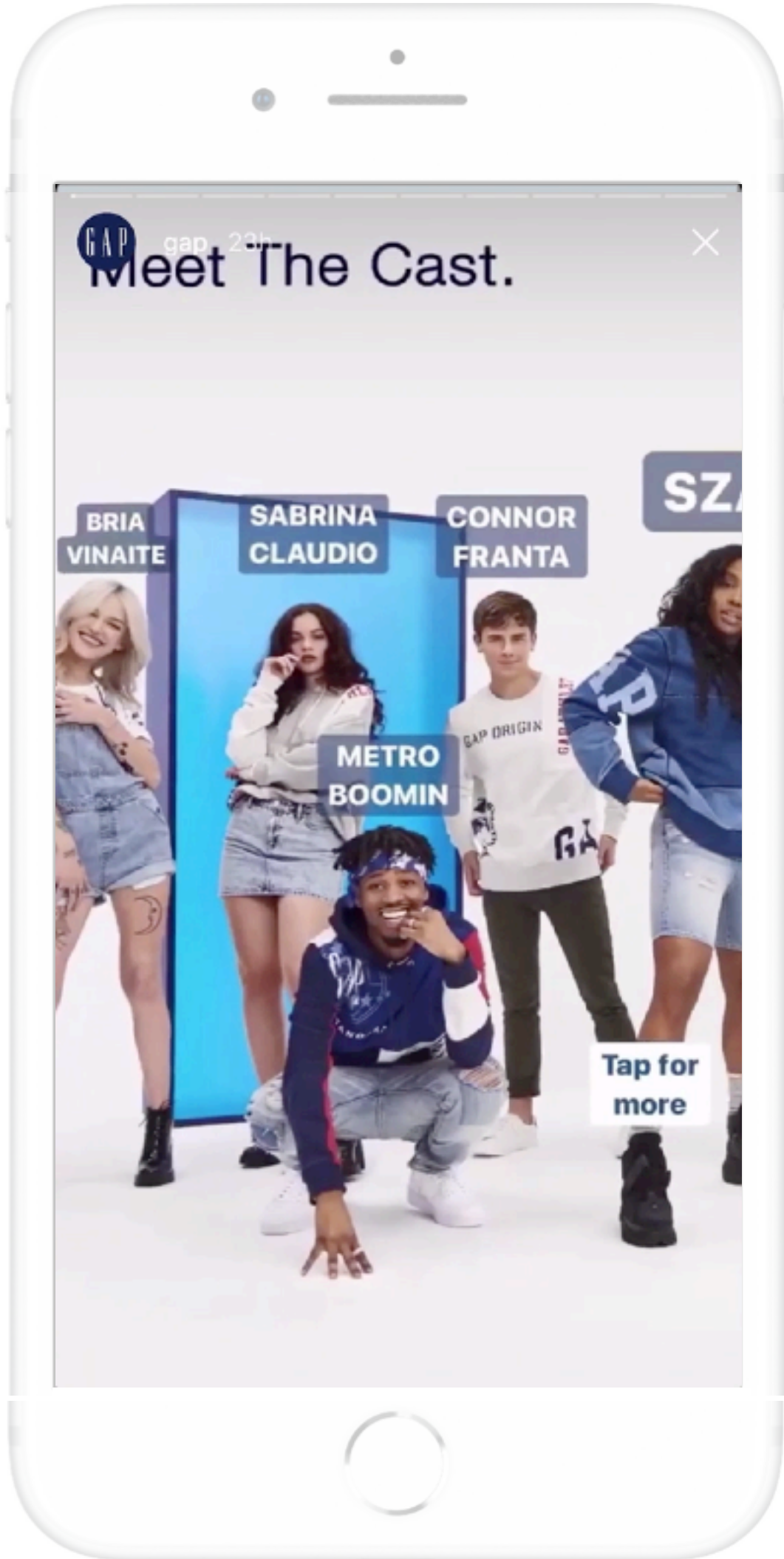
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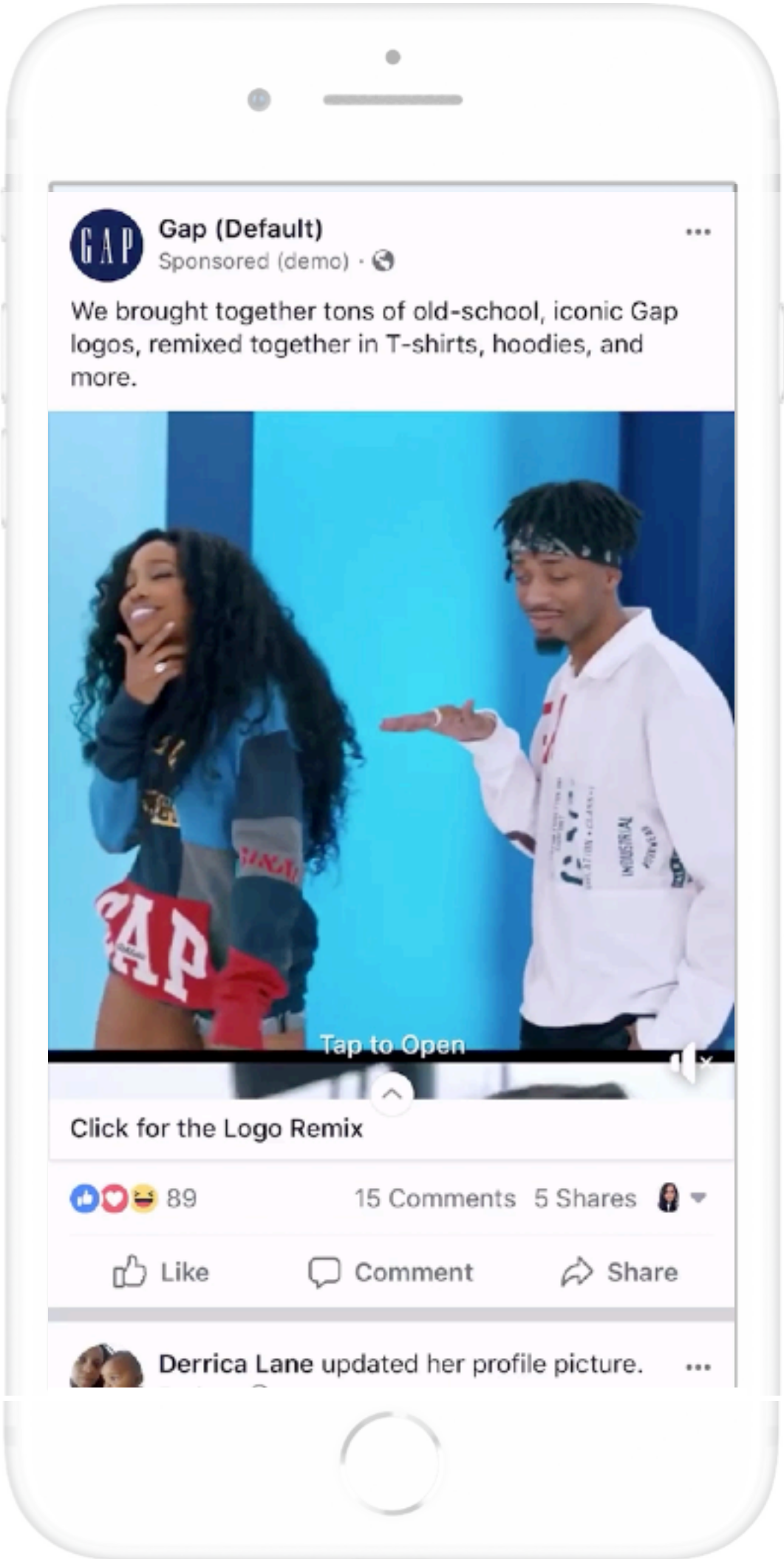
Dynamic grid (click for video)



Split screen video (click for video)



IG Stories (click for video)



Facebook Brand Canvas (click for video)