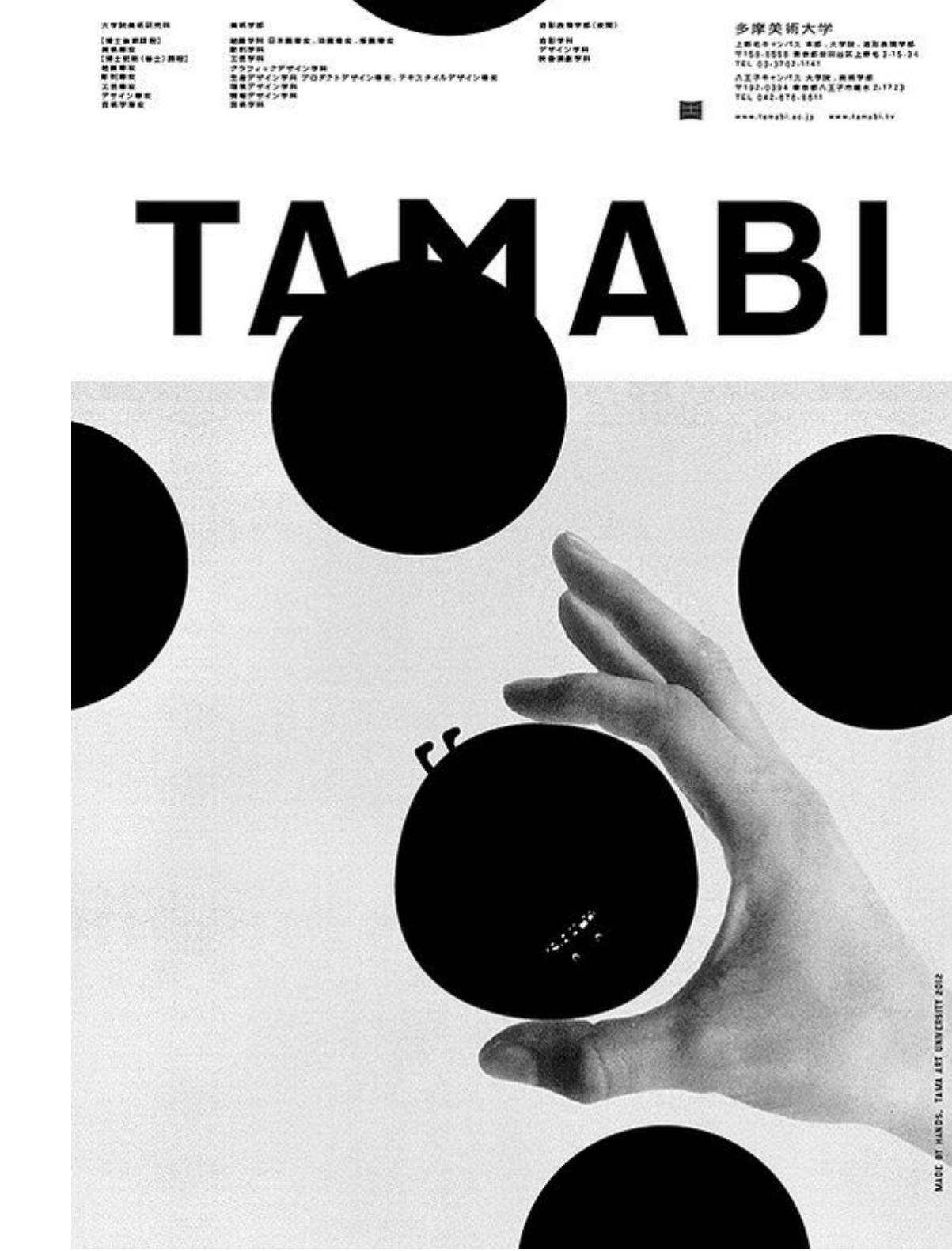
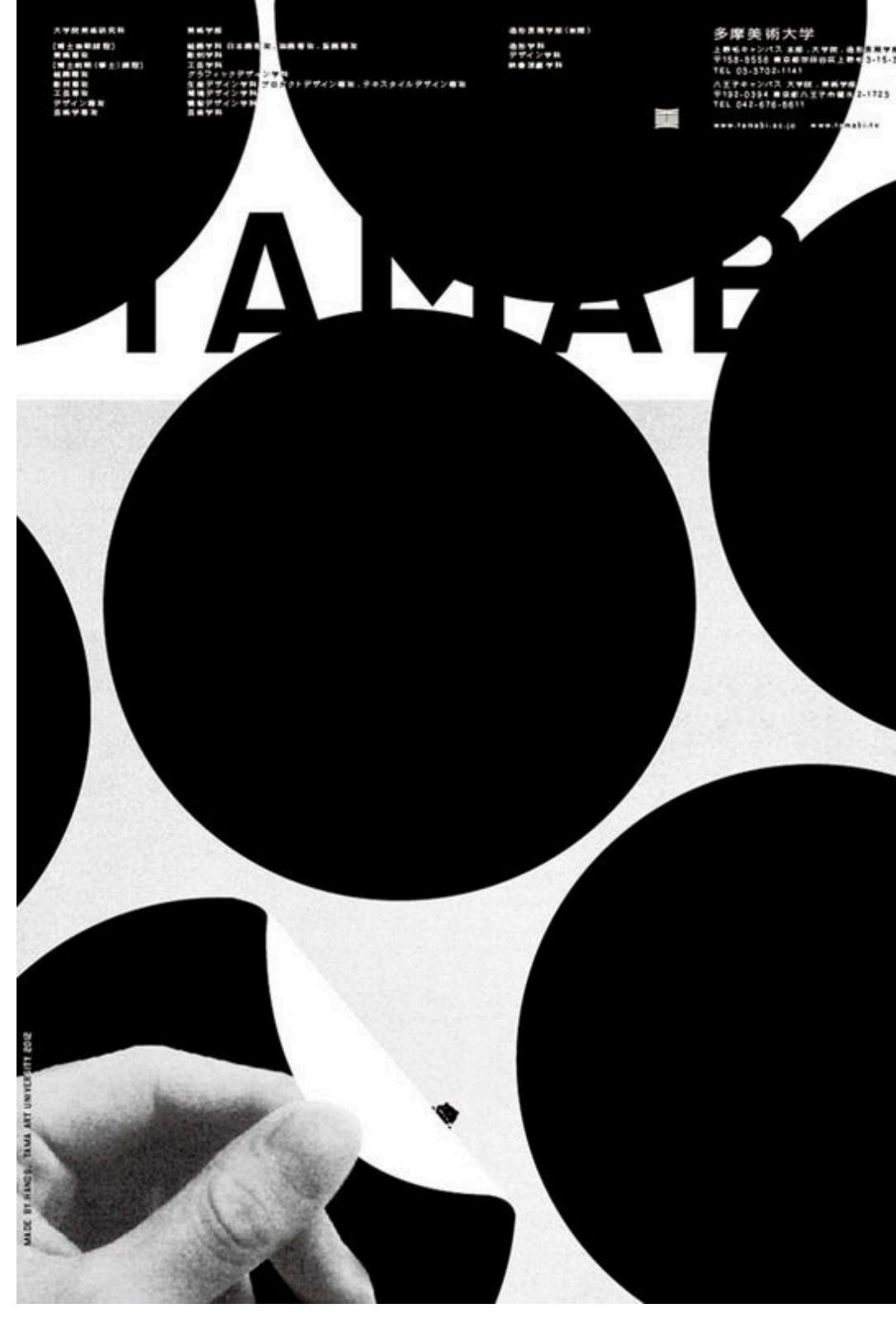
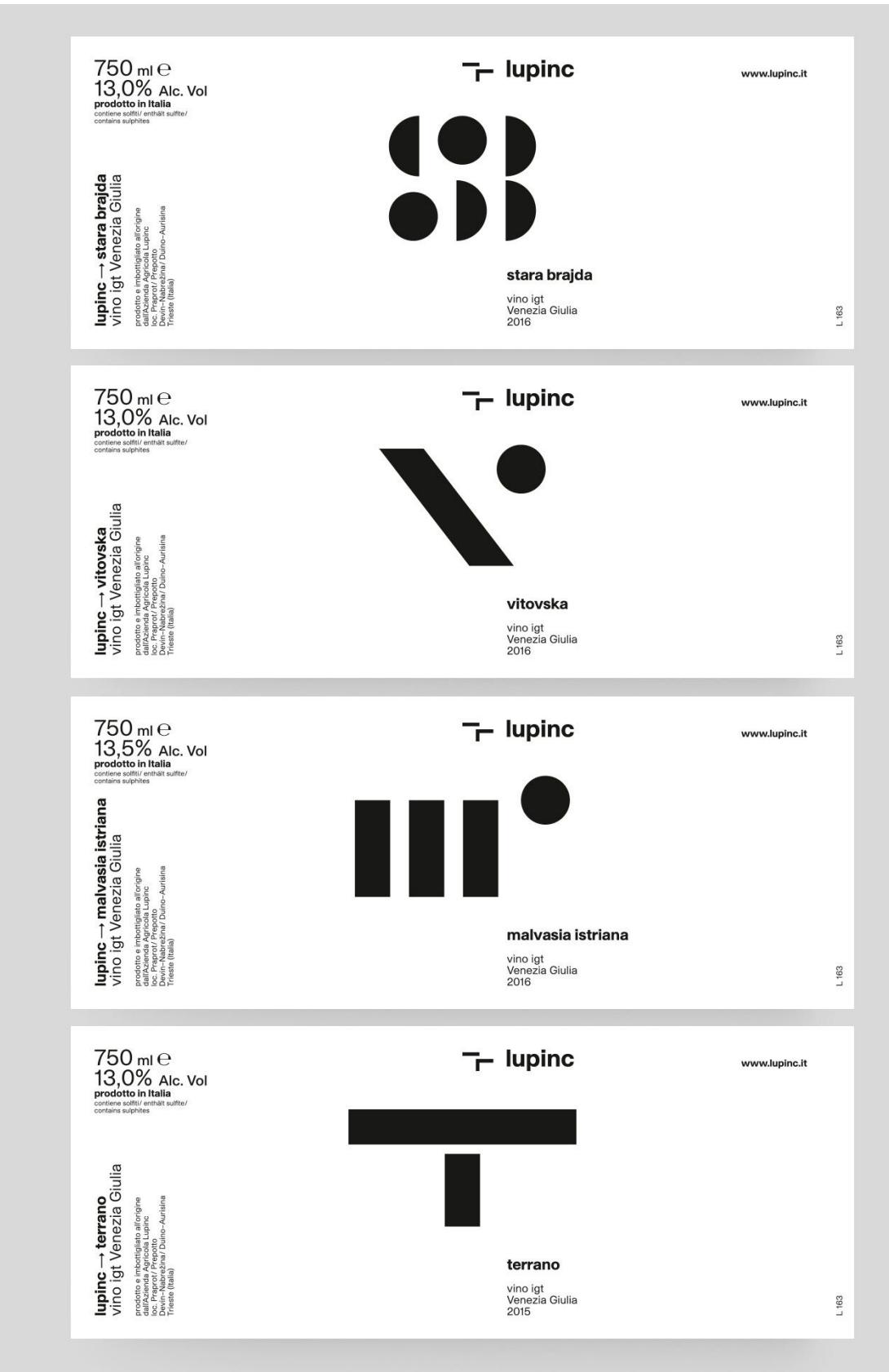


PP. identity

MOODBOARD



CONCEPT

Geometric shapes

Contrast between abstract, straight shapes and rounded shapes.

Rectangles

Symbolize order, trust, **stability**, and being grounded.

Used to **organize** and define a design, adding comforting structure along the way.

It inherently establishes **trust and security** in the viewer.

Circles

Circular shapes and round shapes have meaning in graphic design.

Their rounded curves are **graceful, feminine, and warm**.

TYPOGRAPHY

DTL Nobel T

Light

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890

Regular

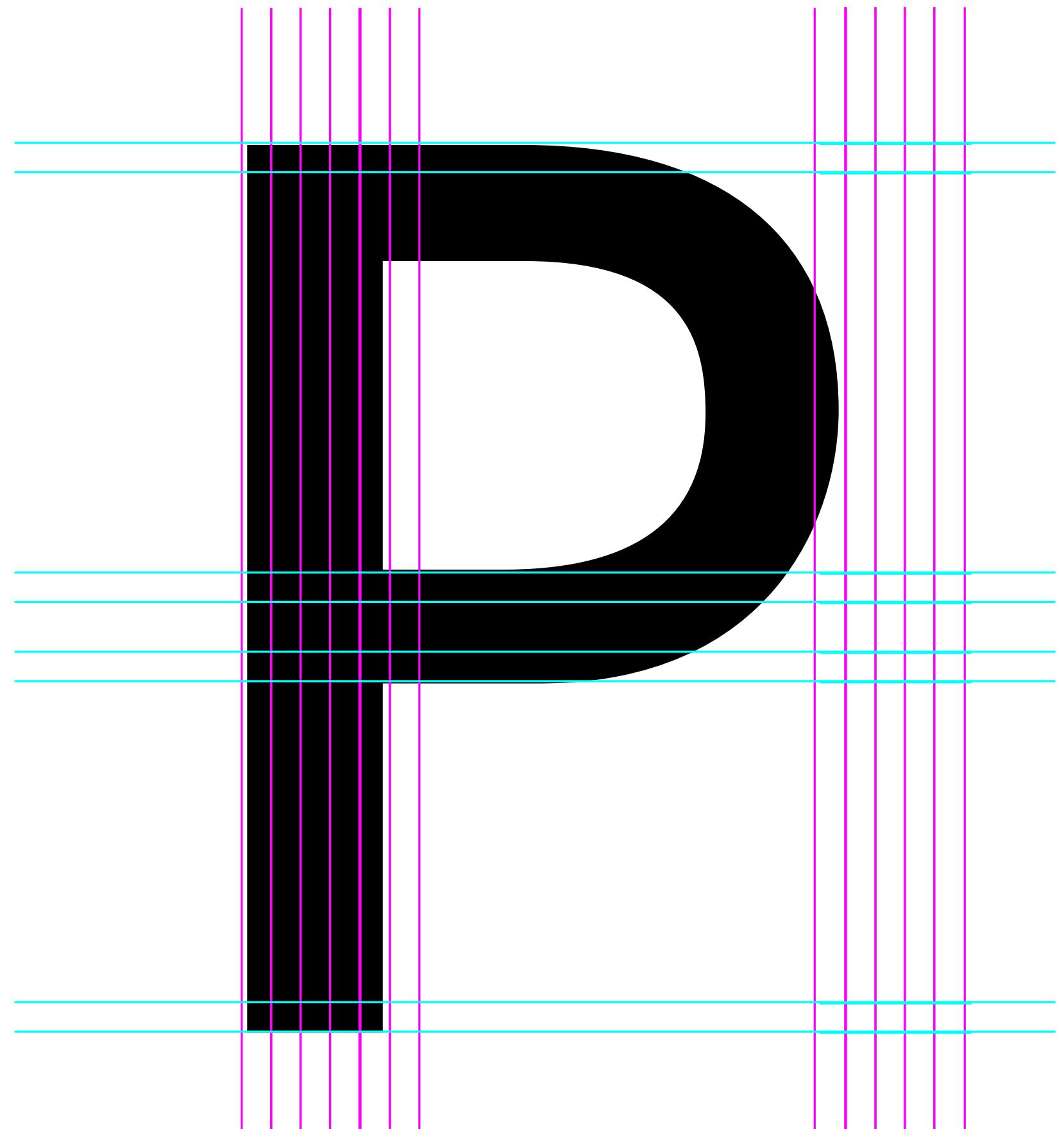
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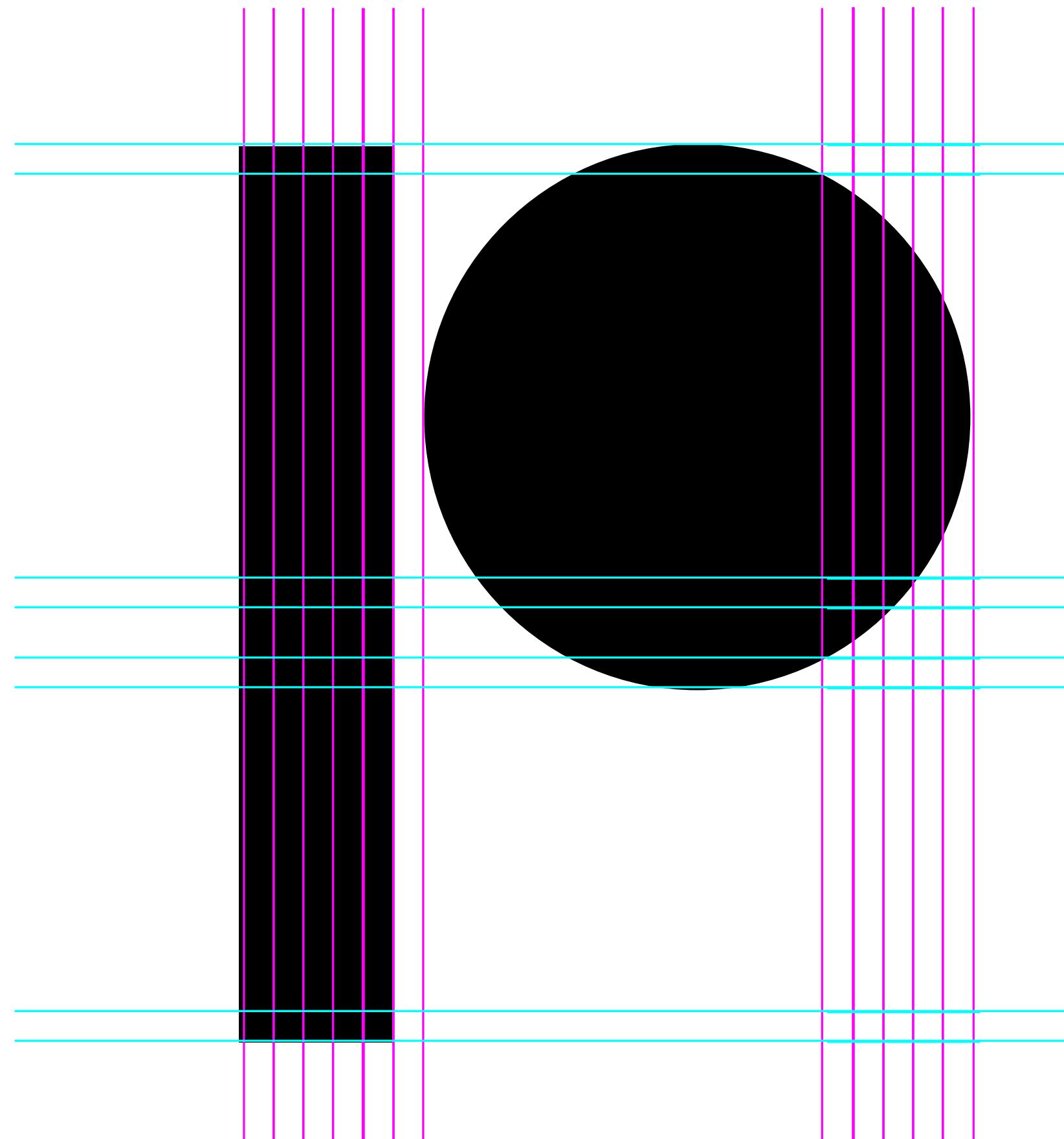
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DTL Nobel was created in 1929 for the Amsterdam Type Foundry as a response to **Futura** and Berthold Grotesk.

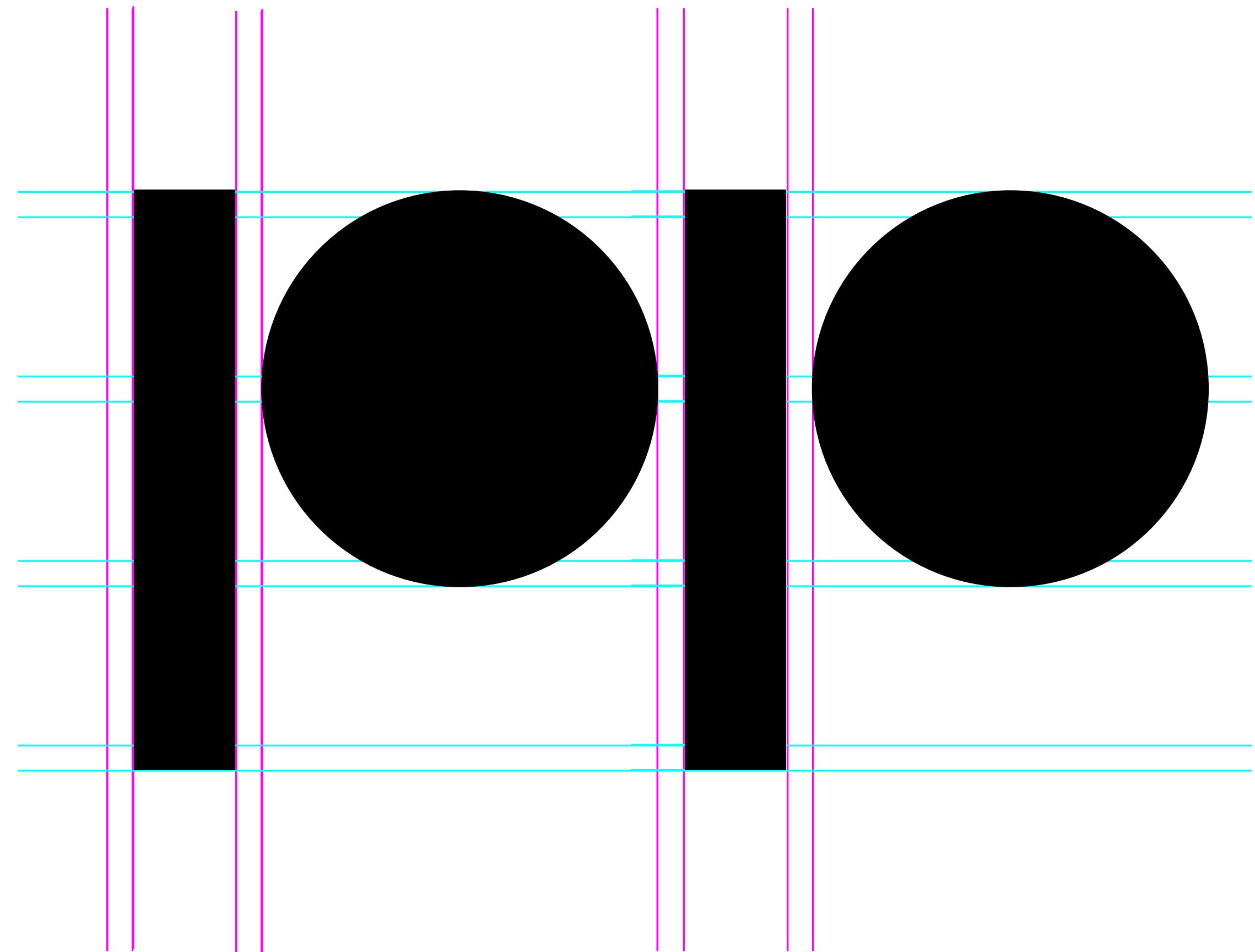
LOGO



LOGO



LOGO

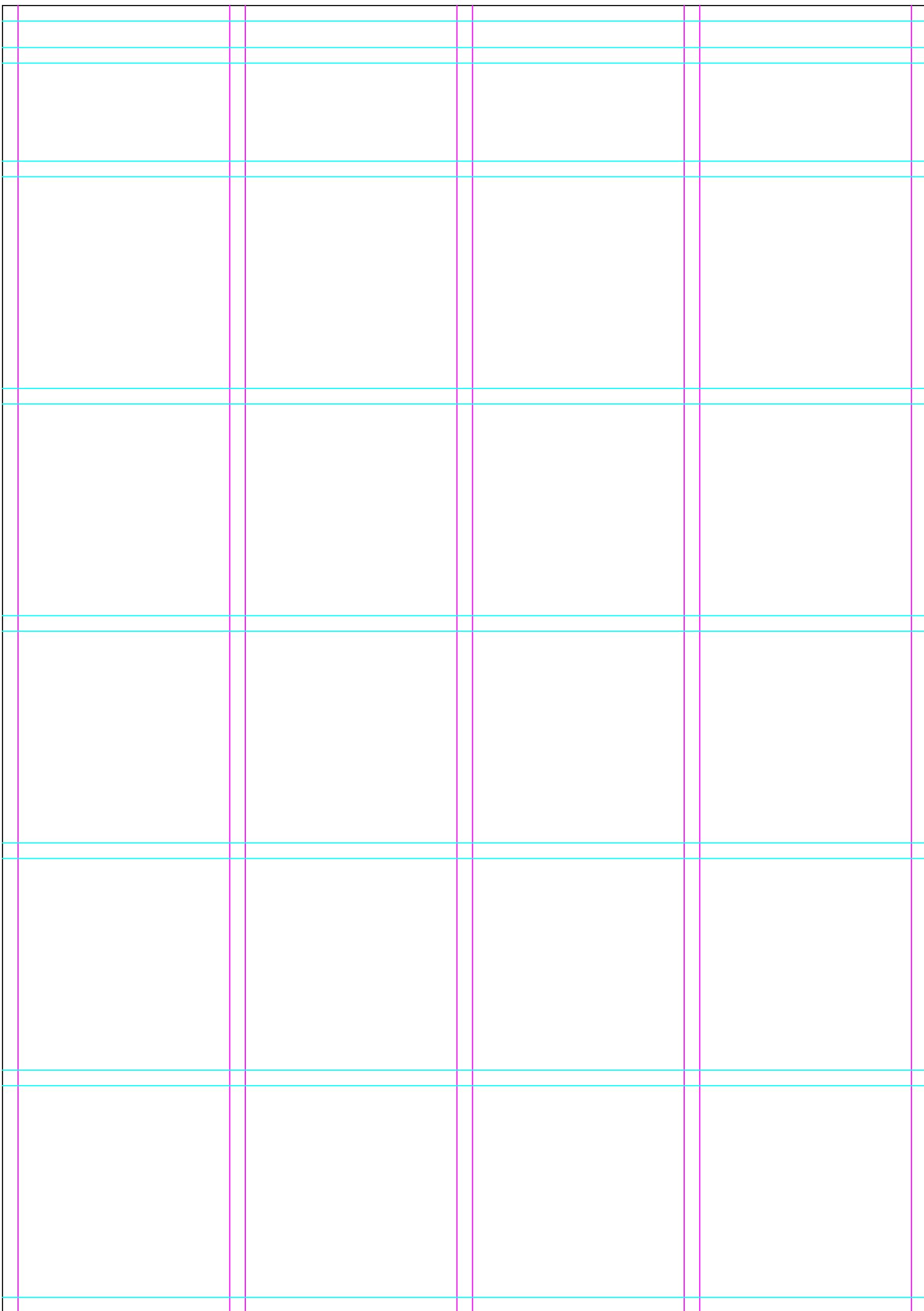


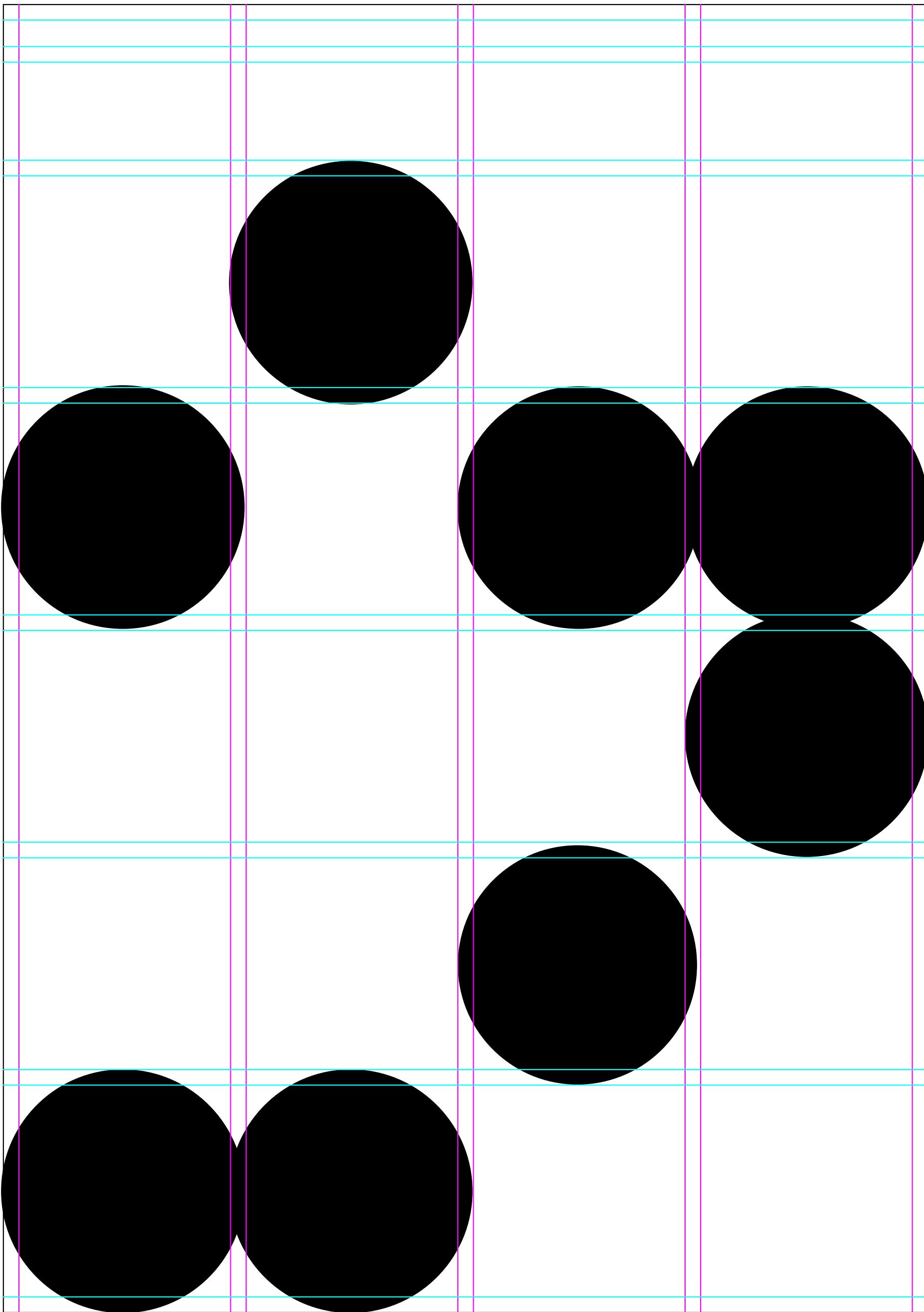
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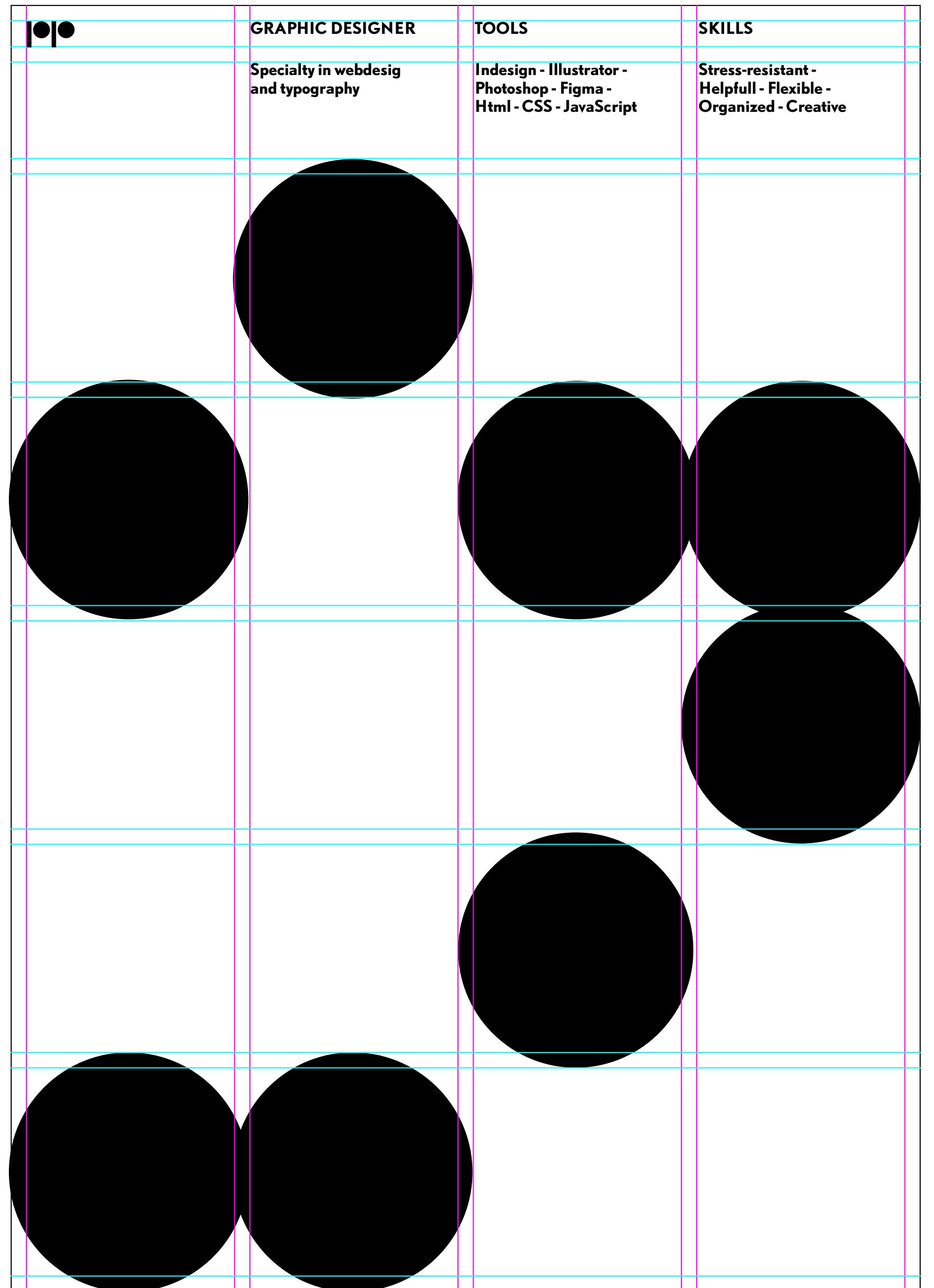
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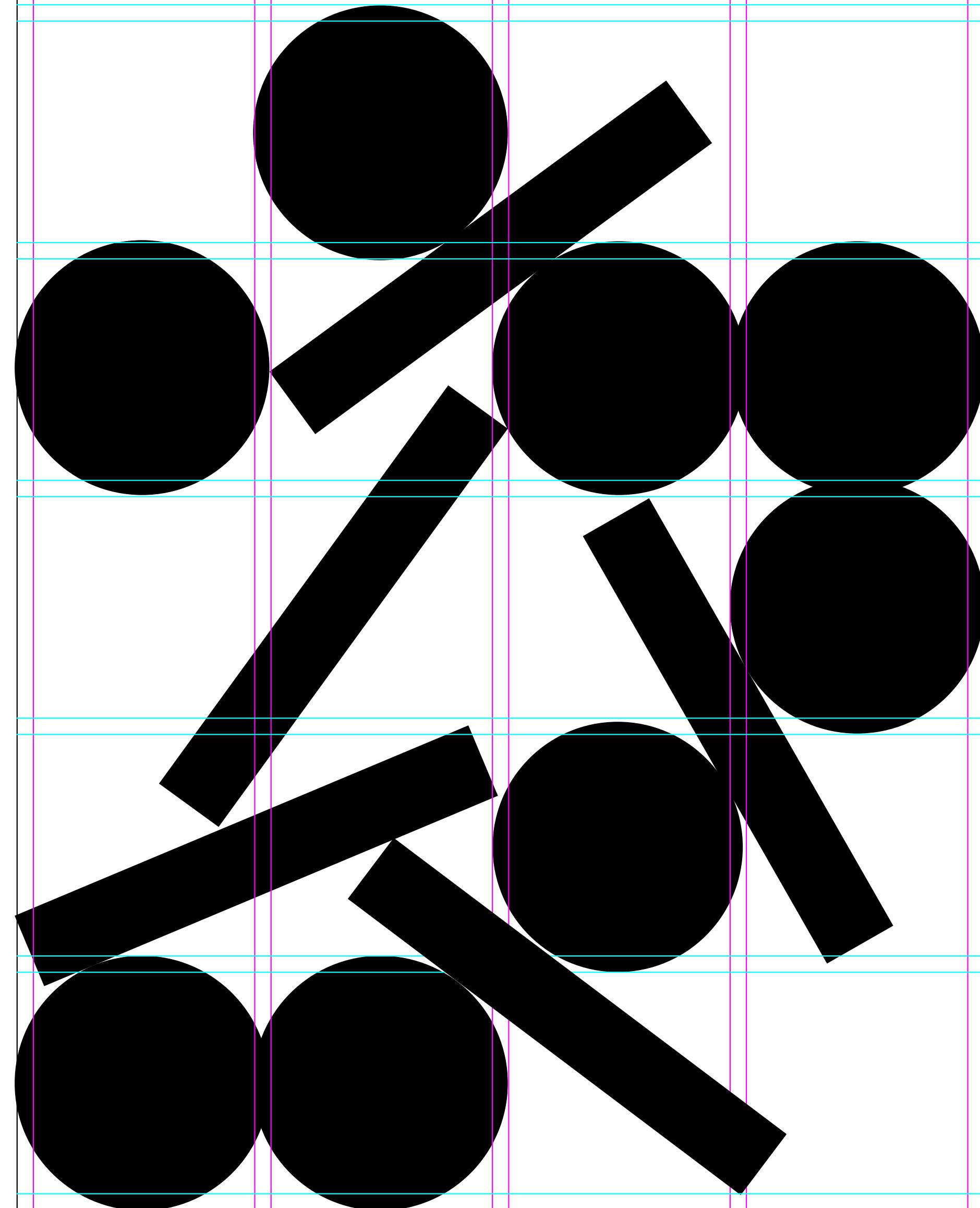


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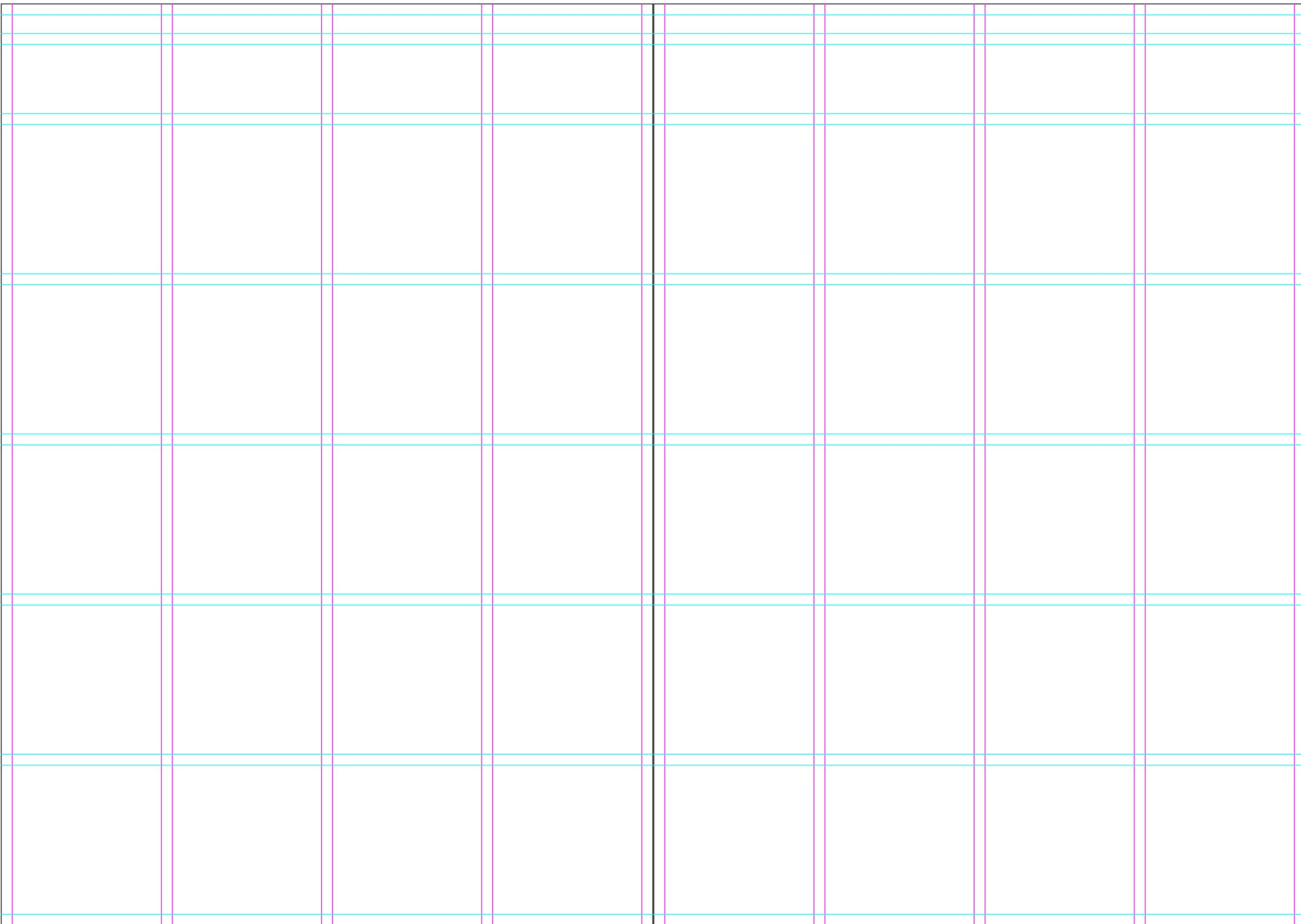




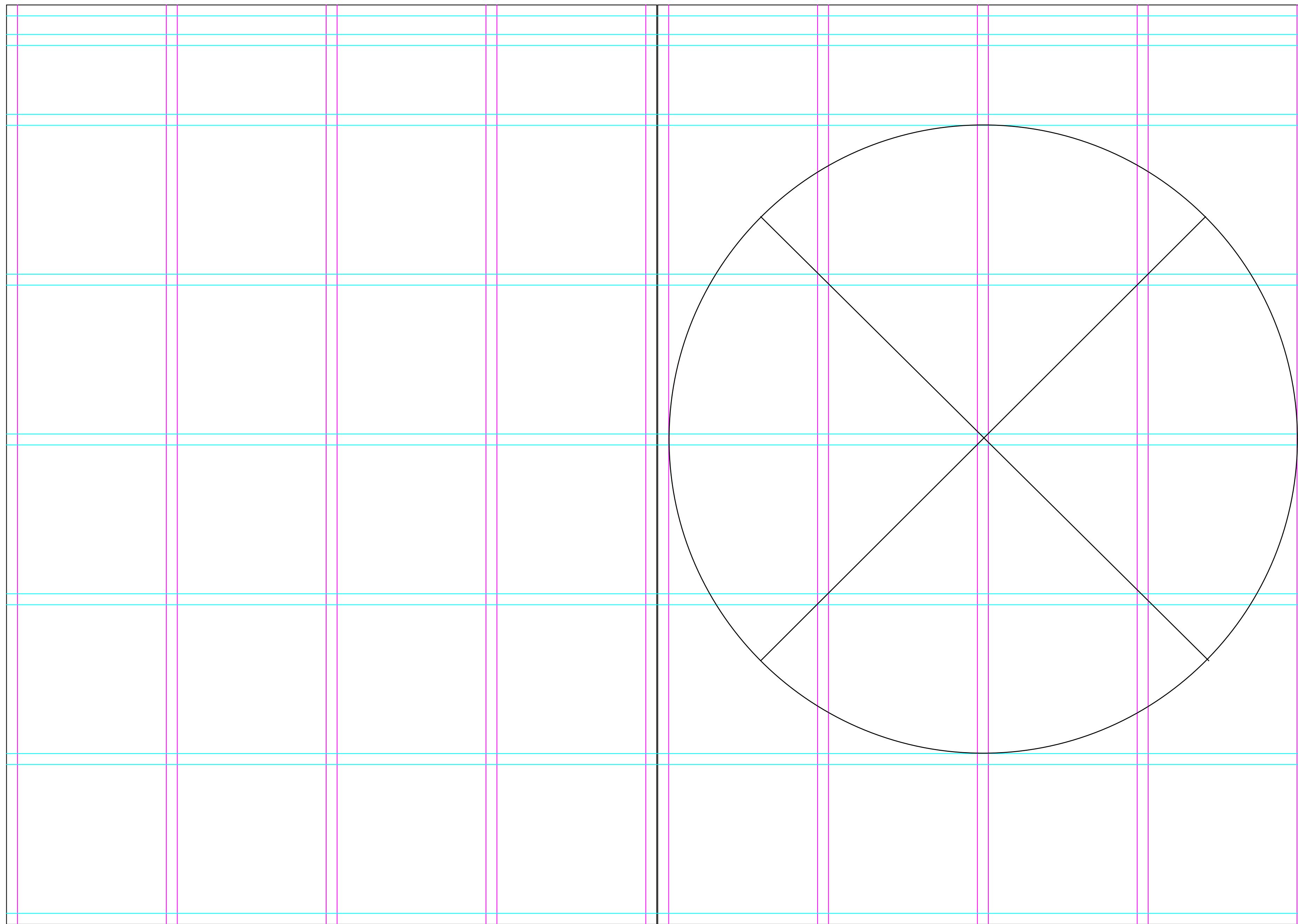


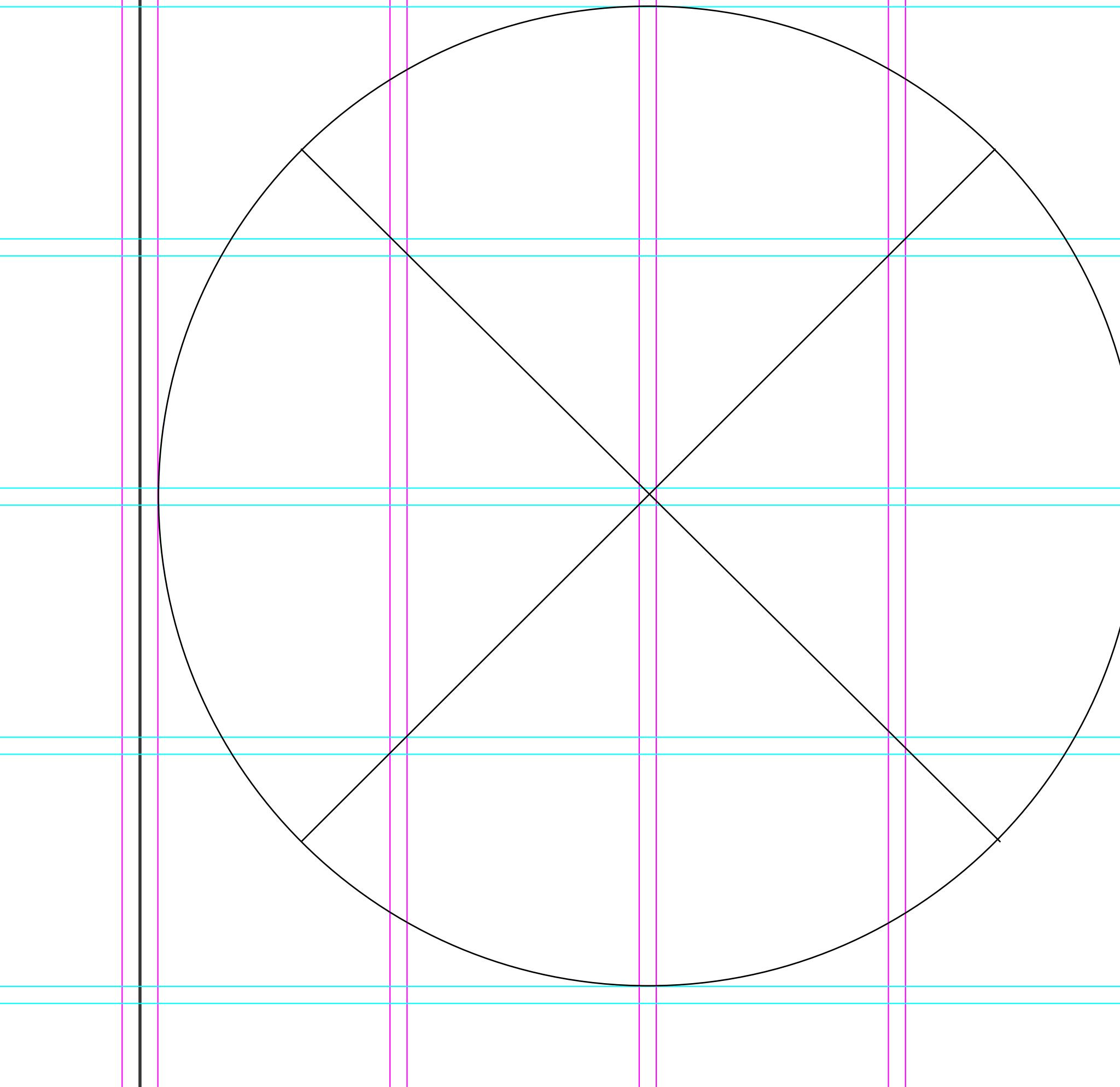
TOP	GRAPHIC DESIGNER	TOOLS	SKILLS
	<p>Specialty in webdesign and typography</p> 	<p>InDesign - Illustrator - Photoshop - Figma - HTML - CSS - JavaScript</p>	<p>Stress-resistant - Helpfull - Flexible - Organized - Creative</p>

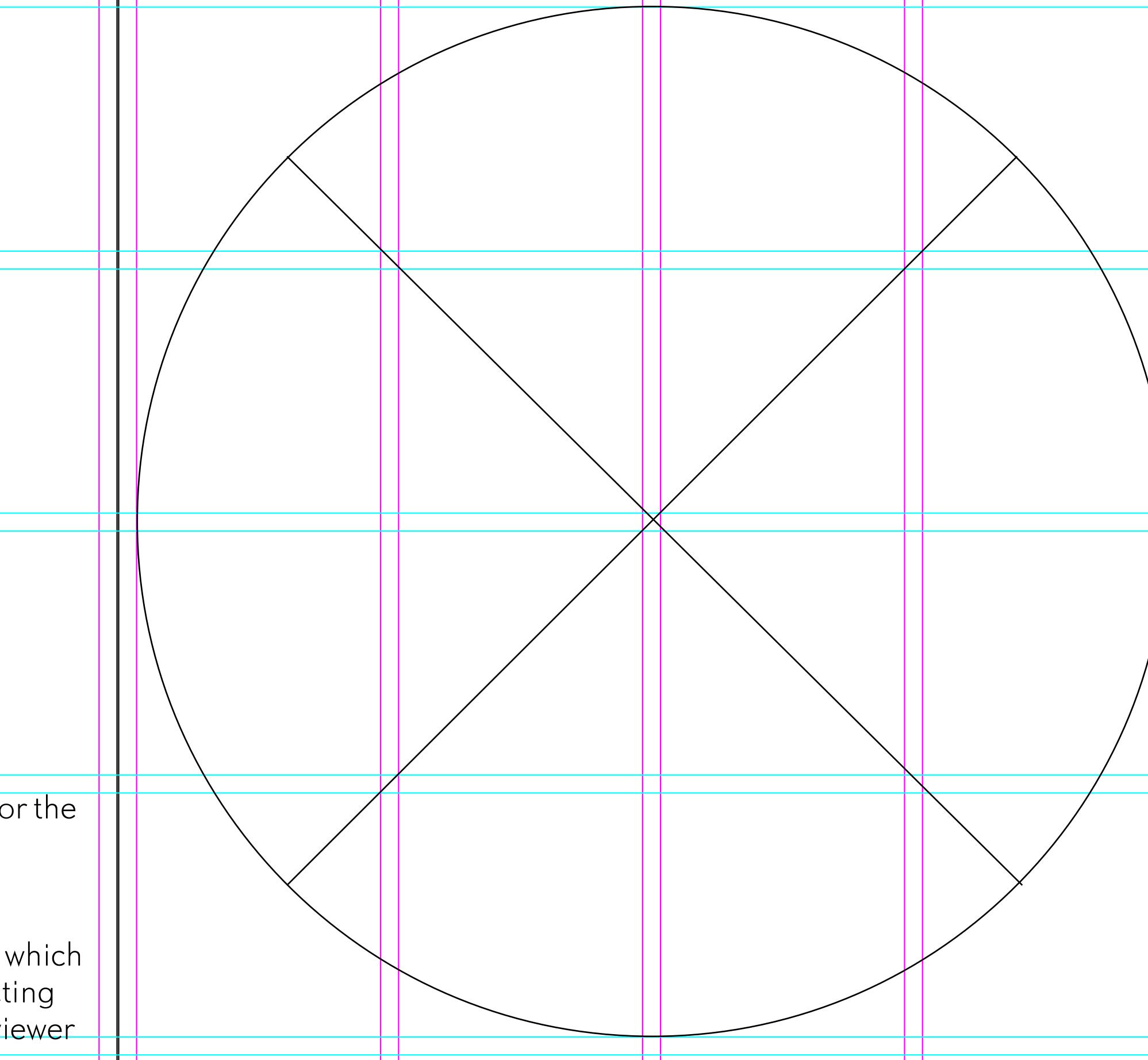
01 04 2022



01 04 2022



A	TOOLS Indesign - Illustrator - Photoshop - Figma	COLLABORATION Ece Sahin & Merlin Royer SPD
		 Galleria d'Arte Moderna gam-milano.com

A	TOOLS Indesign - Illustrator - Photoshop - Figma	COLLAB Ece Sahin & Merlin Royer SPD
GAM Identity Together with Merlin Royer and Ece Sahin, we created a new identity for the museum in Milan, Galleria d'Arte Moderna. For the logo, we based ourselves on the neoclassical decoration, from which we extracted one striking shape. This shape was then used when depicting paintings. It provides a new visual look at the works to encourage the viewer to visit the museums. It also uses bright striking colors to represent the contrast between the neoclassical building and modern art.		Galleria d'Arte Moderna gam-milano.com

PP. Project

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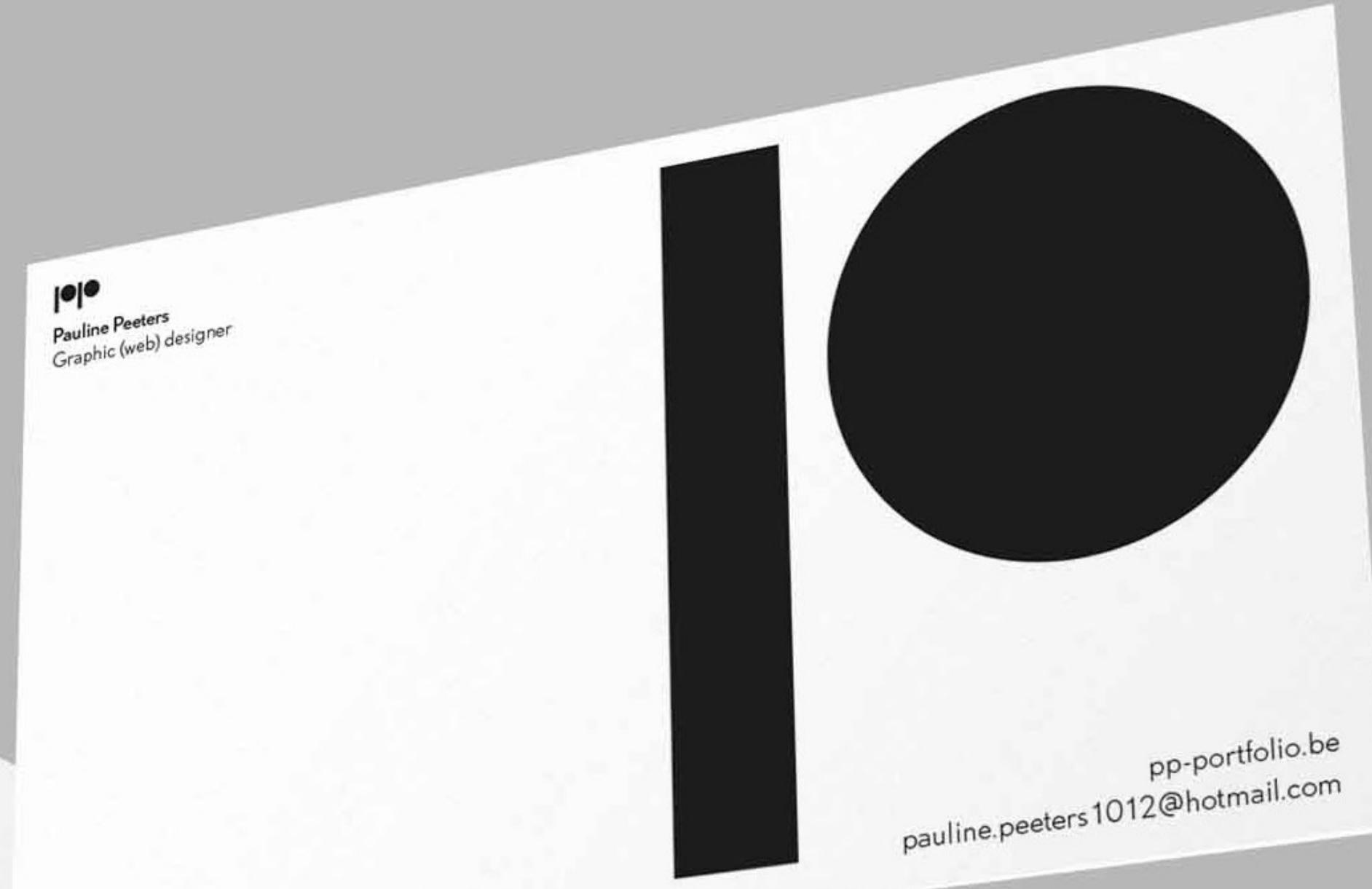
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Pauline Peeters
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3

TOOLS
Indesign - Illustrator -
Photoshop - Figma

COLLABORATION
Ece Sahin &
Merlin Royer

GAM.Identity
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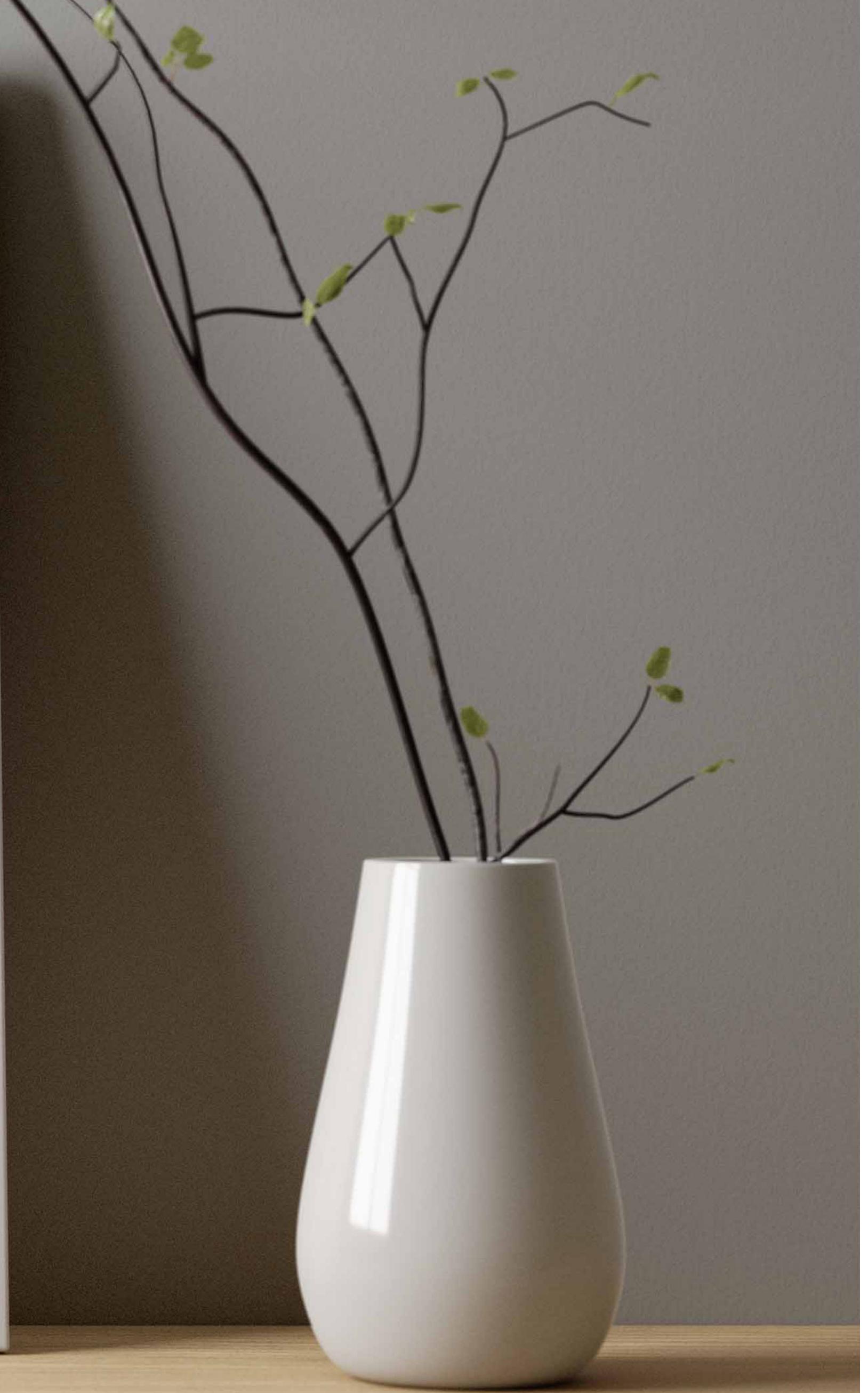
Galleria d'Arte Moderna
gam-milano.com

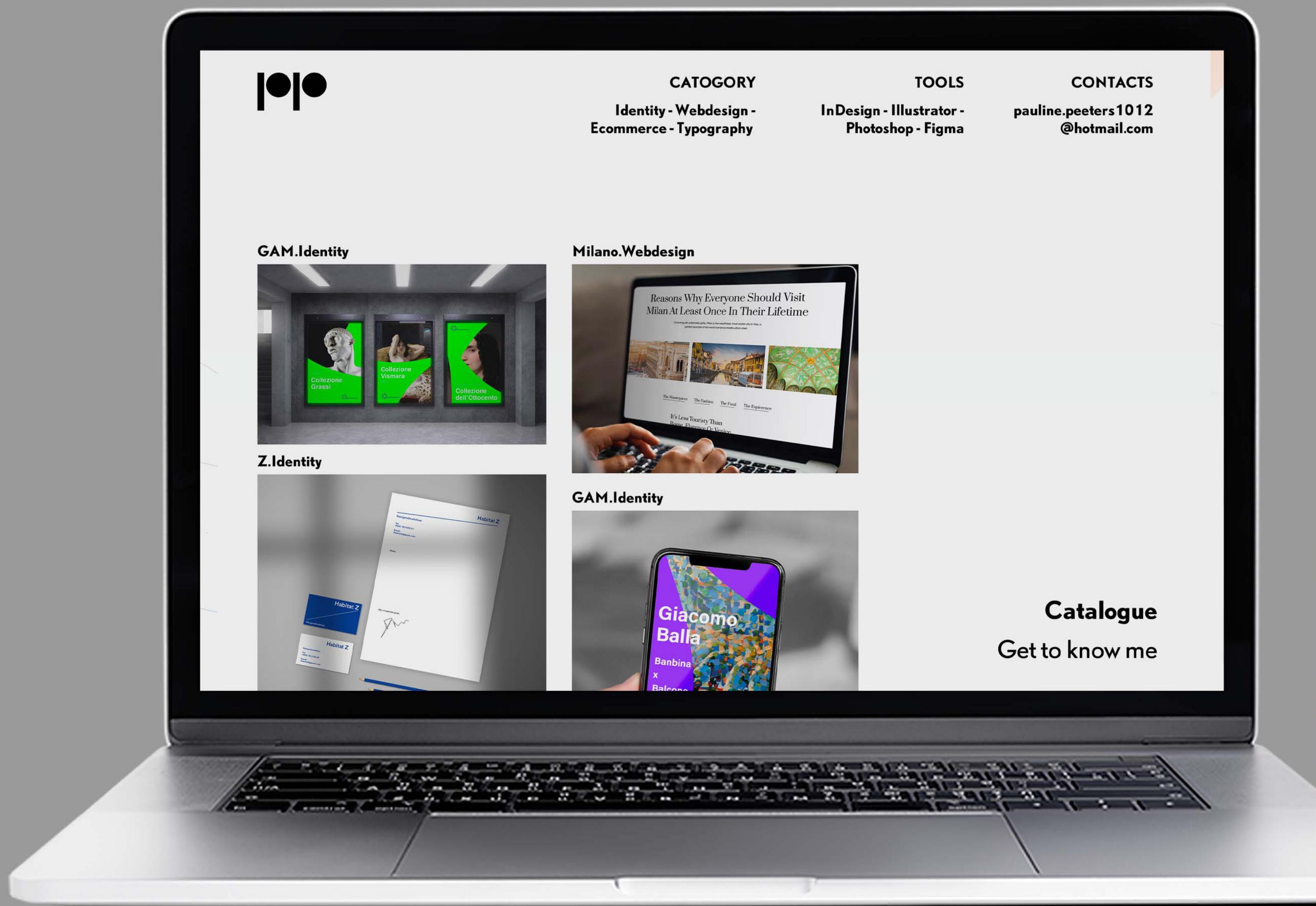
GRAPHIC DESIGNER
Specialty in webdesign
and typography

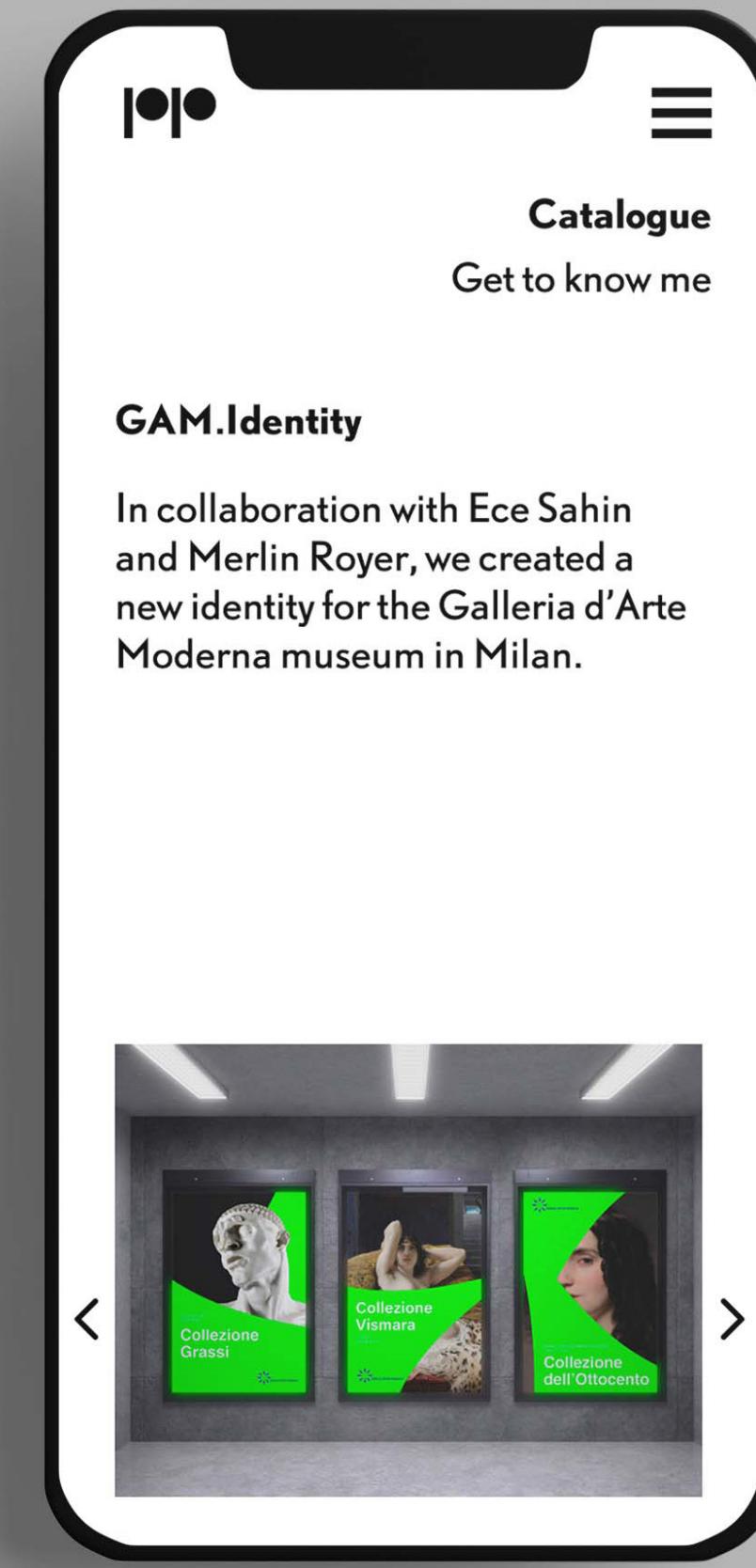
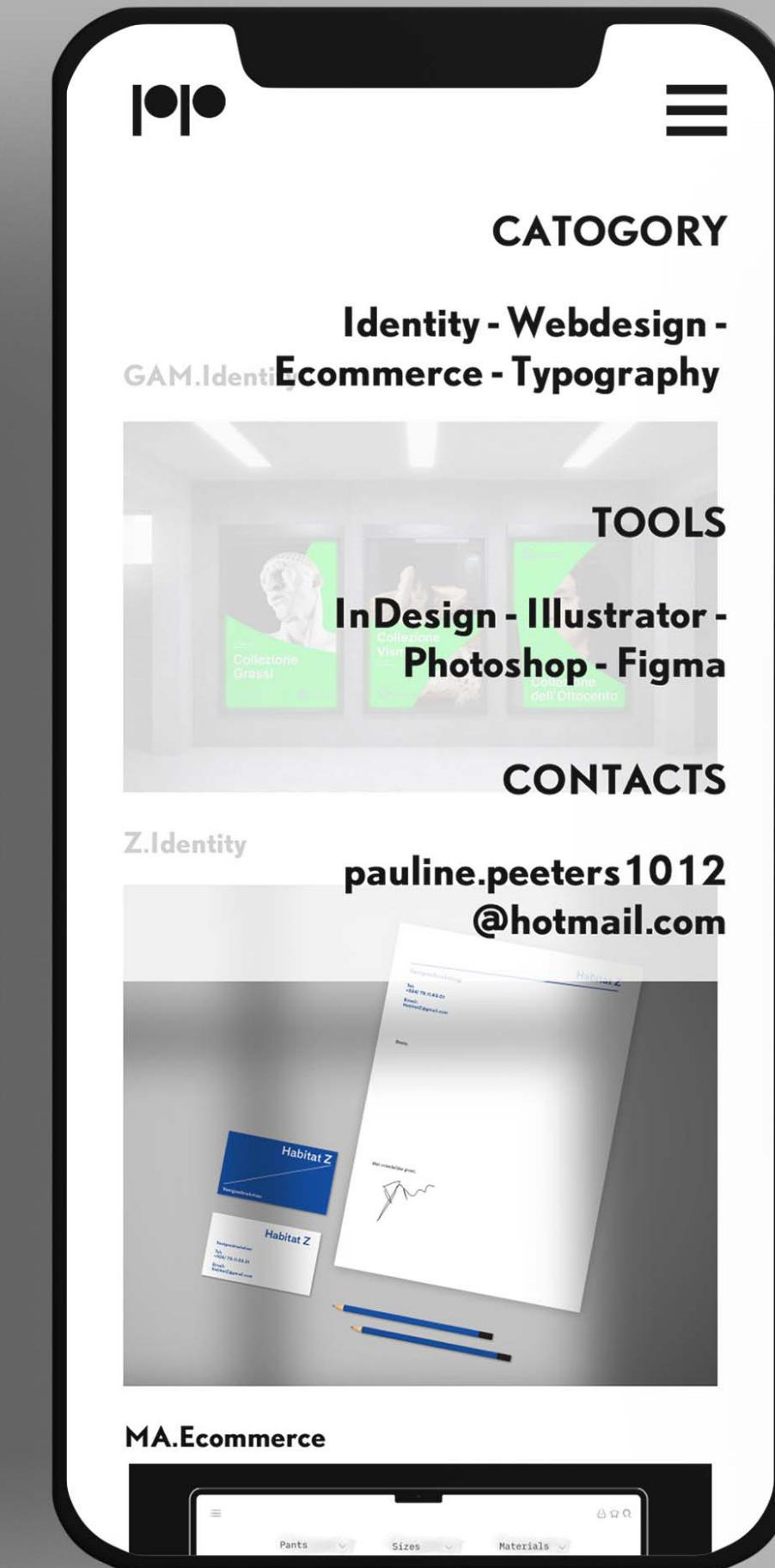
TOOLS
InDesign - Illustrator -
Photoshop - Figma -
HTML - CSS - JavaScript

SKILLS
Stress-resistant -
Helpfull - Flexible -
Organized - Creative











01 04 2022





Thank
You