

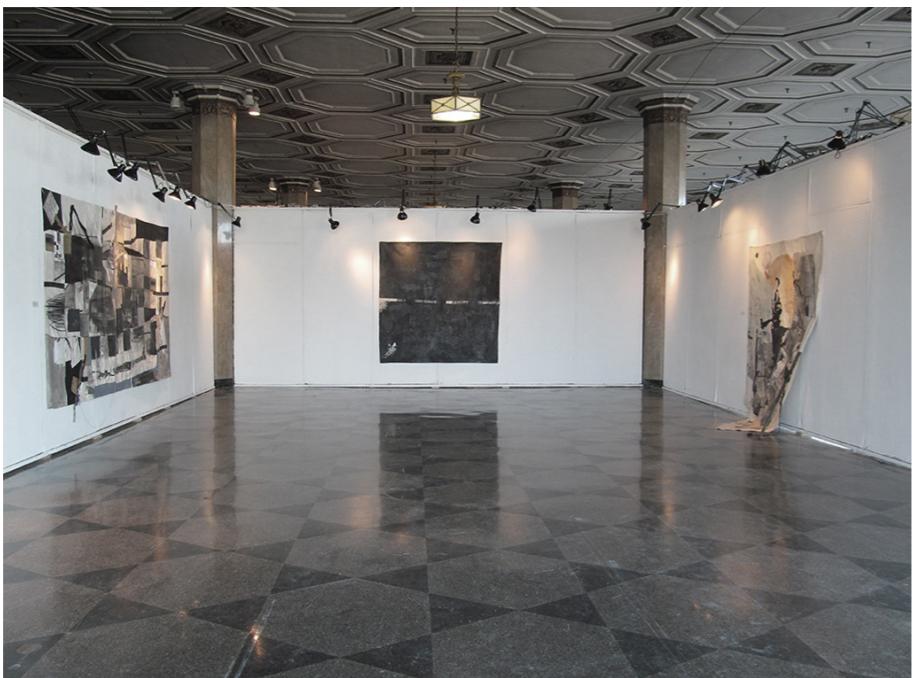
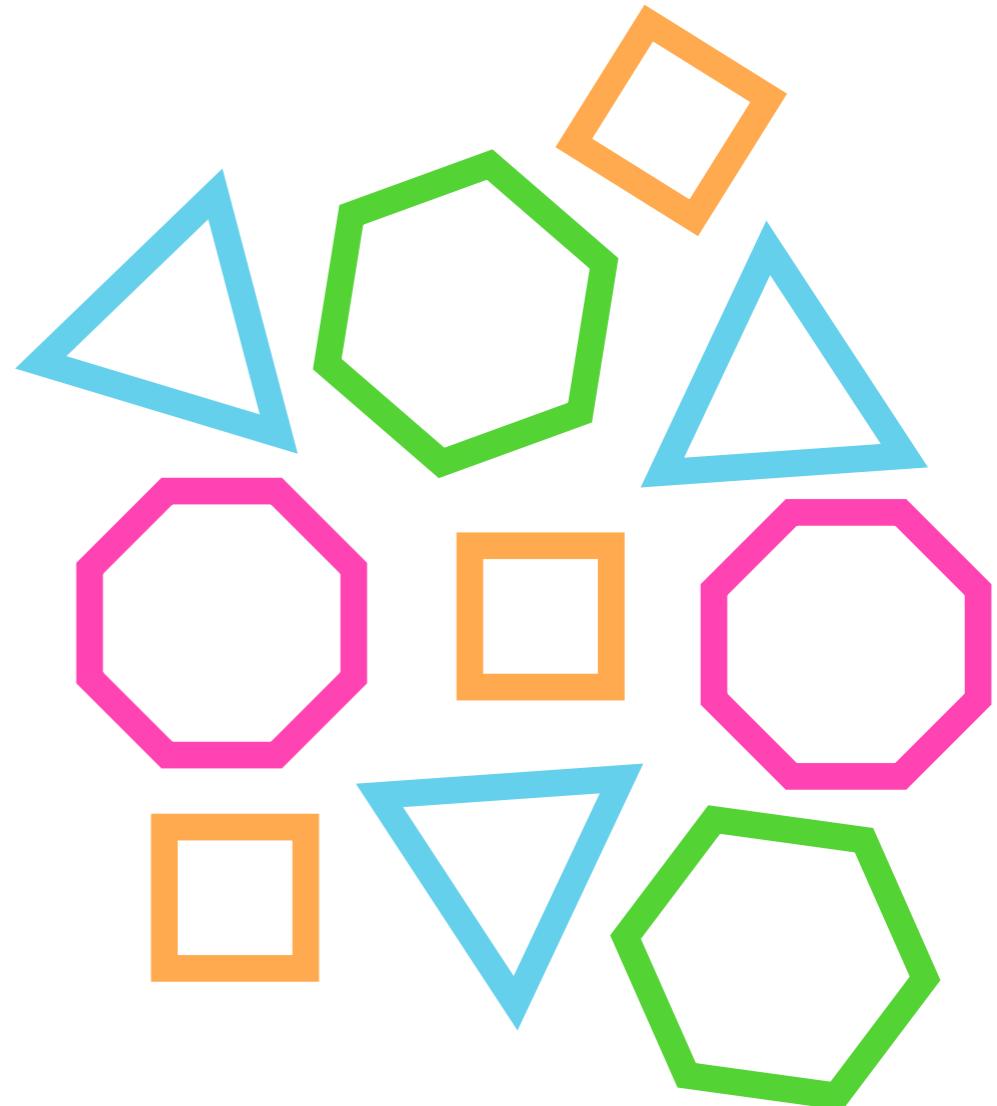
continuum

thesis branding system

by olivia gelard and selina gerosa

concept

inspired by the geometry of
the ceiling and floor patterns
in the 808 gallery



typefaces

display: **yatra**

secondary: space mono

copy: mr. eaves

colors



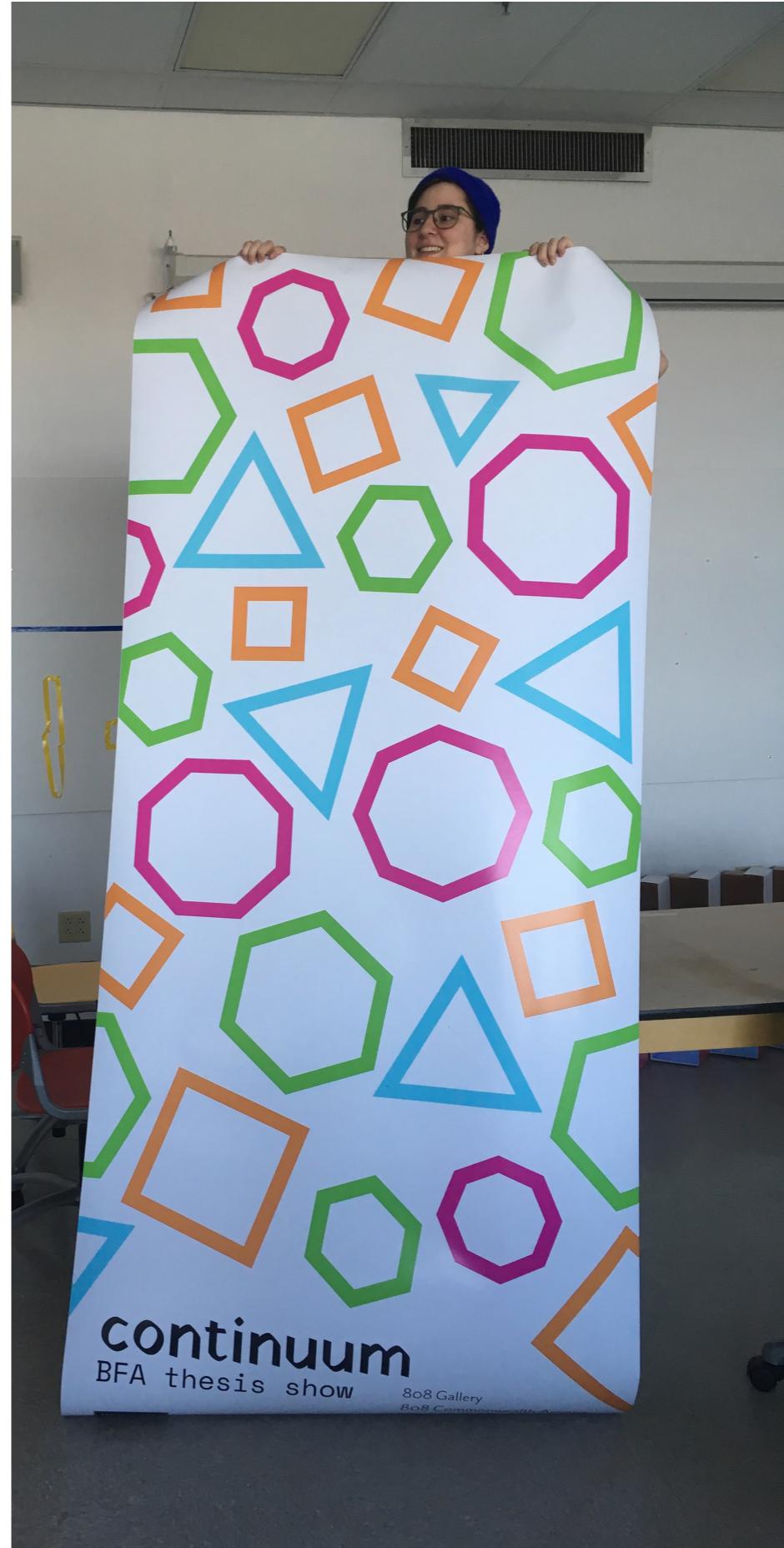
influences



banners

hung on either side of
the 808 entrance —
pattern is an abstraction
of the geometry from
the space and set in the
brand colors, 42x96”





posters
inspired by mobius
strips, representing
continuousness and
infinity, like the union
of us as visual artists,
15x22.5" distributed
to each senior, 40x60"
incorporated stickers
used outside cfa and
warren towers





stickers

stickers were used as a guerrilla ad campaign, distributed at the show, and used as an element of the 40x60 poster design



digital invitations

digital invitations sent
to a variety of mailing
lists and posted on sva
website

at 808 commonwealth avenue on **friday**,
may fourth, 2018, bu college of fine arts
will be presenting the school of visual
arts undergraduate **thesis show**. the show
is called **continuum**. all of us worked
very hard on the artwork we are showing.
you should come and look at it.
6-8 pm.

at 808 commonwealth avenue on
friday, may fourth, 2018, bu
college of fine arts will be
presenting the school of visual
arts undergraduate **thesis show**.
the show is called **continuum**.
all of us worked very hard on
the artwork we are showing. you
should come and look at it.
6-8 pm.

show card

card with show information and student names which was distributed at the gallery opening



website

bought and designed
thesis.show a digital
poster and collection
of senior portfolios.
ideally the site will be
updated annually and
serve as an archive
of past year's thesis
shows

thank you!

