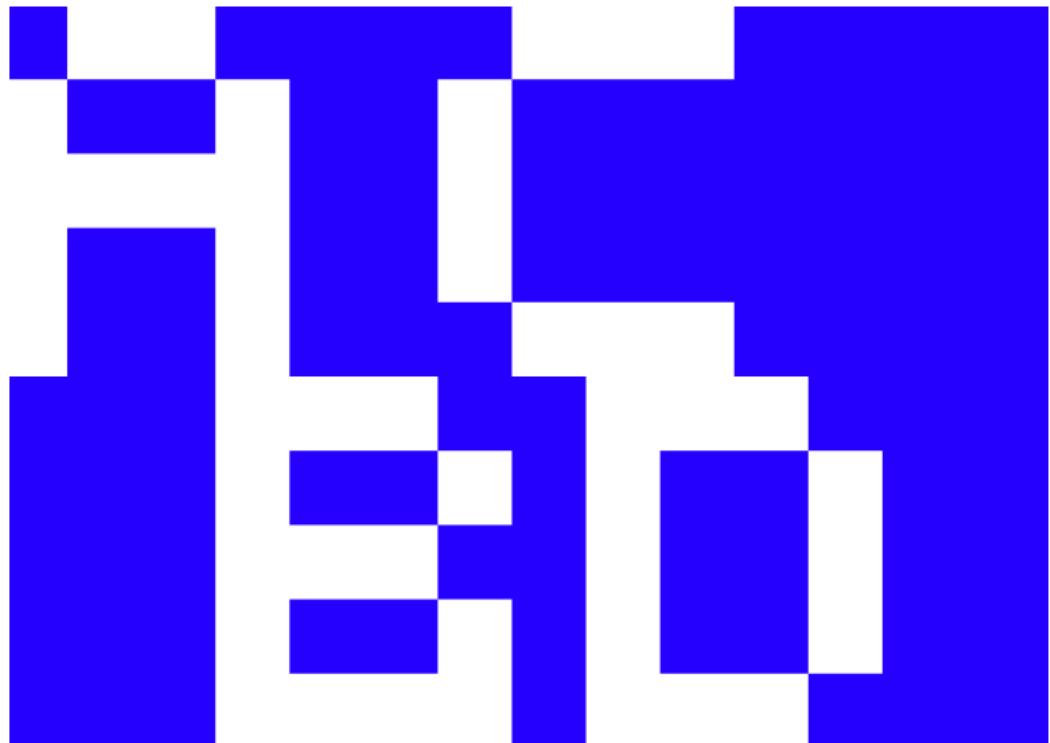
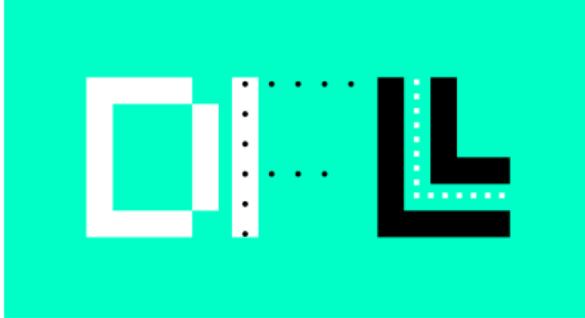


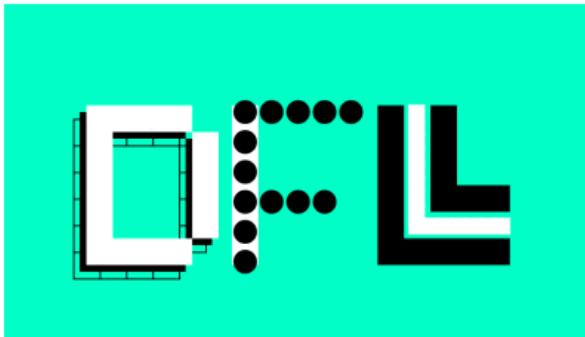
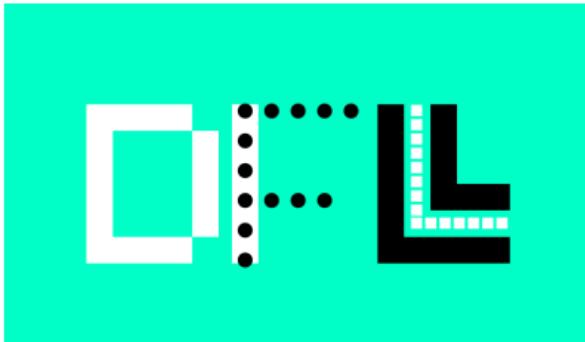
DFAB Lab: dynamic identity

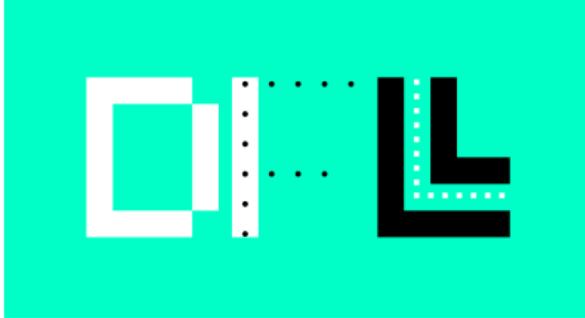
starting point



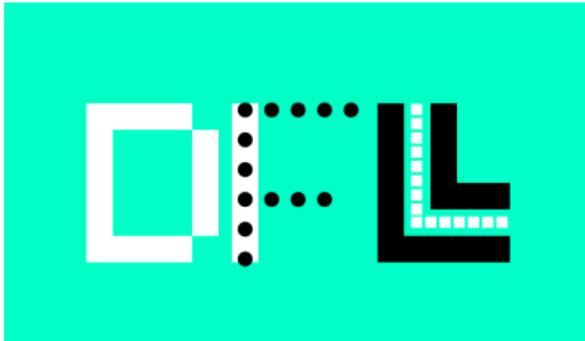


first draft

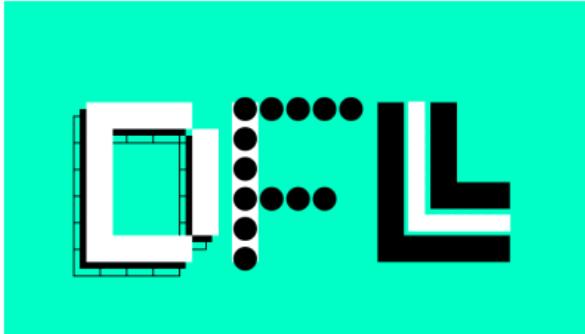




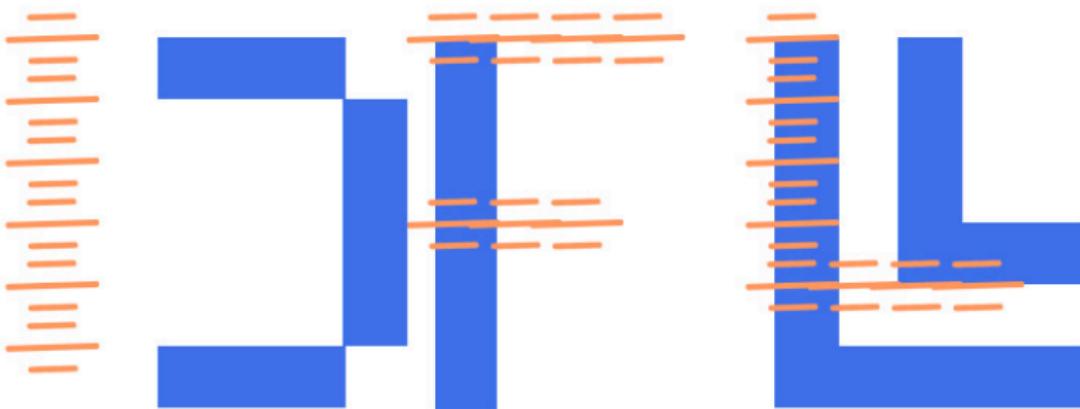
first draft



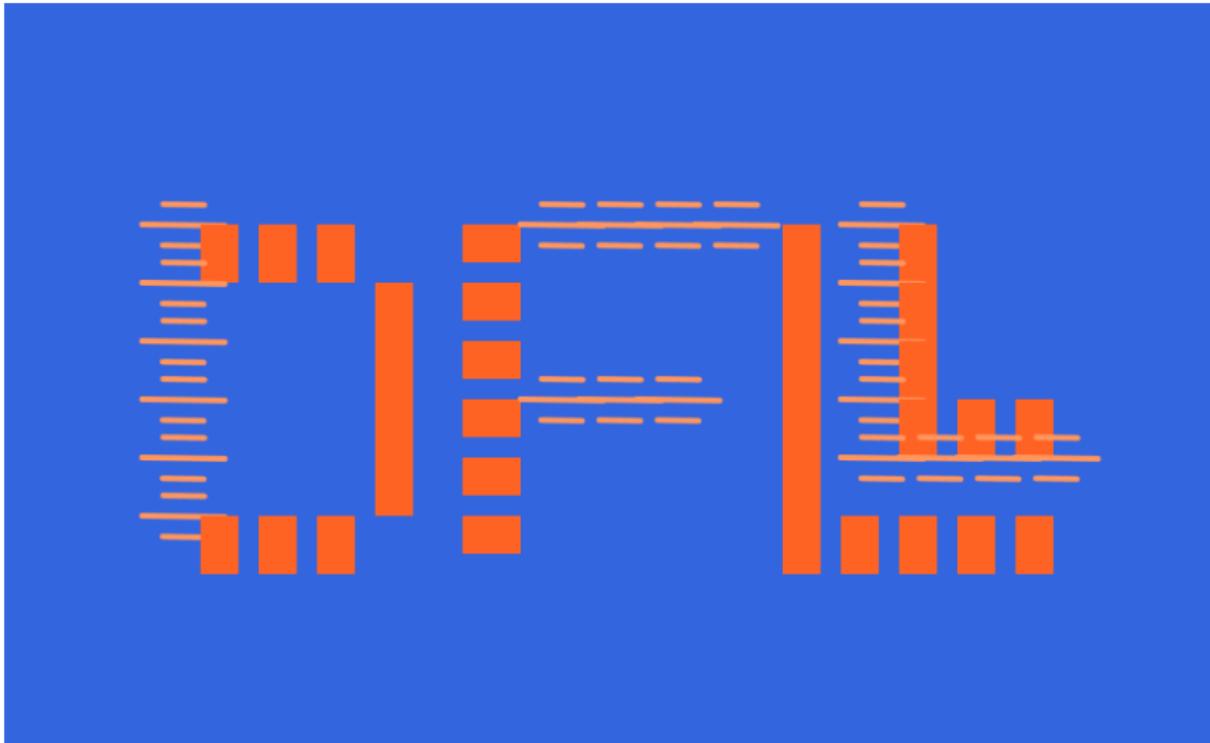
issues:
uniformity
style
datapoints



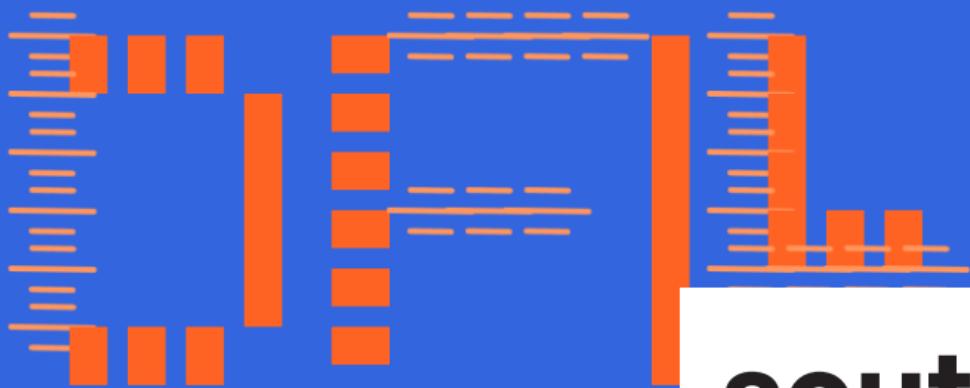
round two



round two

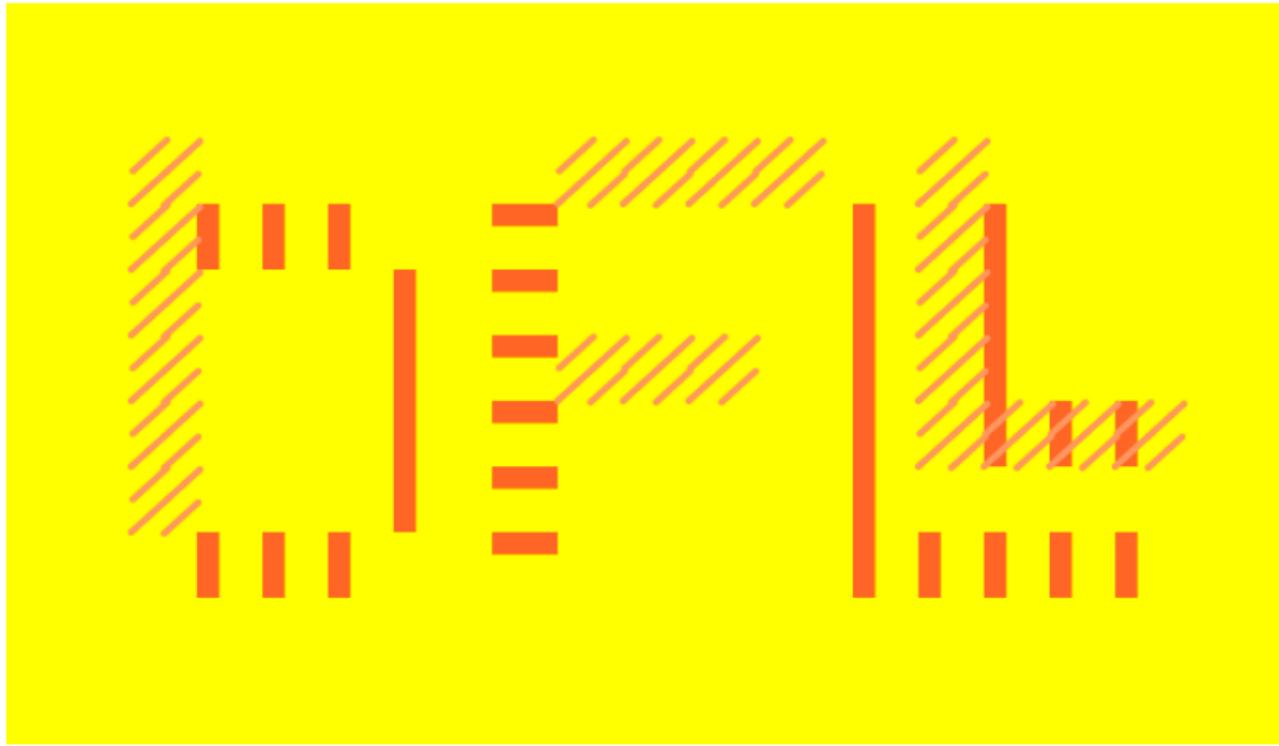


round two



**southwest
airlines?**

round two



round two



Introducing the new DFAB Identity.

learn how the data affects the mark.



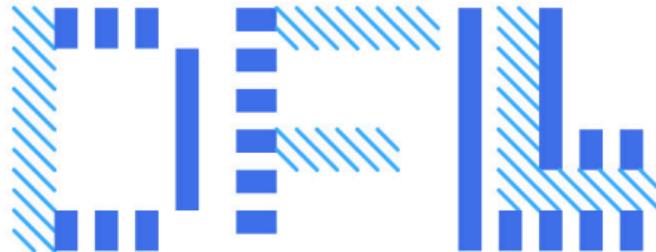
laser cutters in use



people in the workshop



3D printers in use

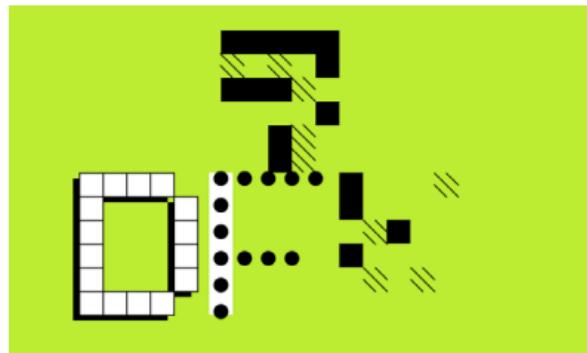
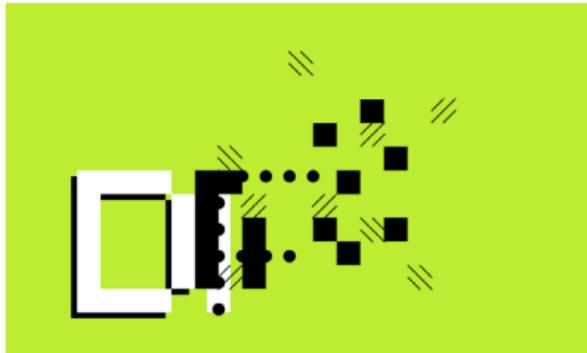


round two experiments



experiments (and accidents)

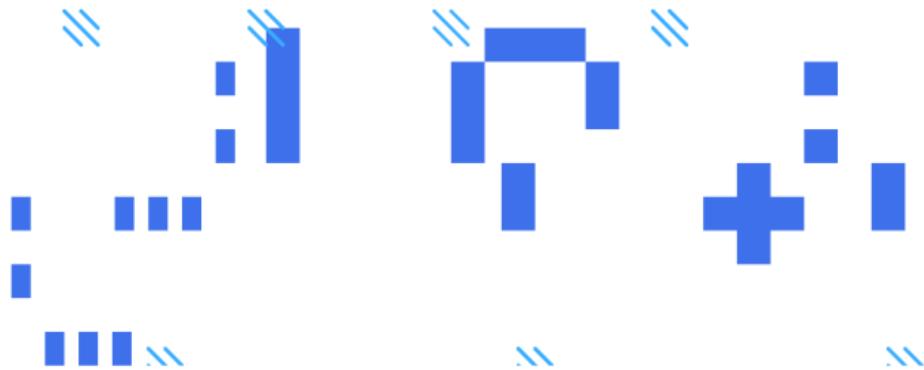
round two experiments



round two experiments



toFL



**for draft 3:
levels of data
motion**

**use DFAB's calendar
play with colors**

final mark



mark + interface

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← → ⌂ 127.0.0.1:63423/index.html

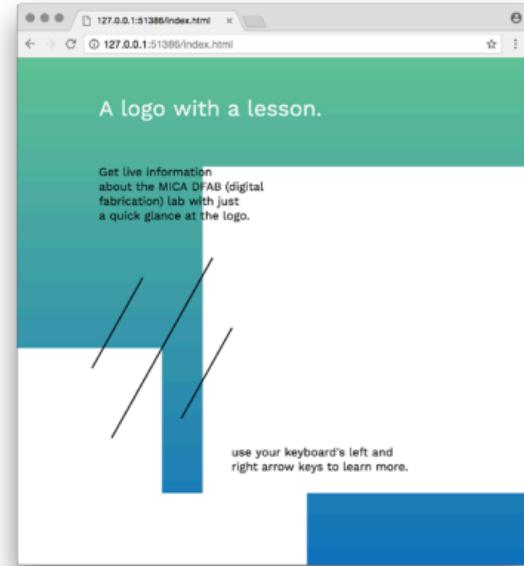
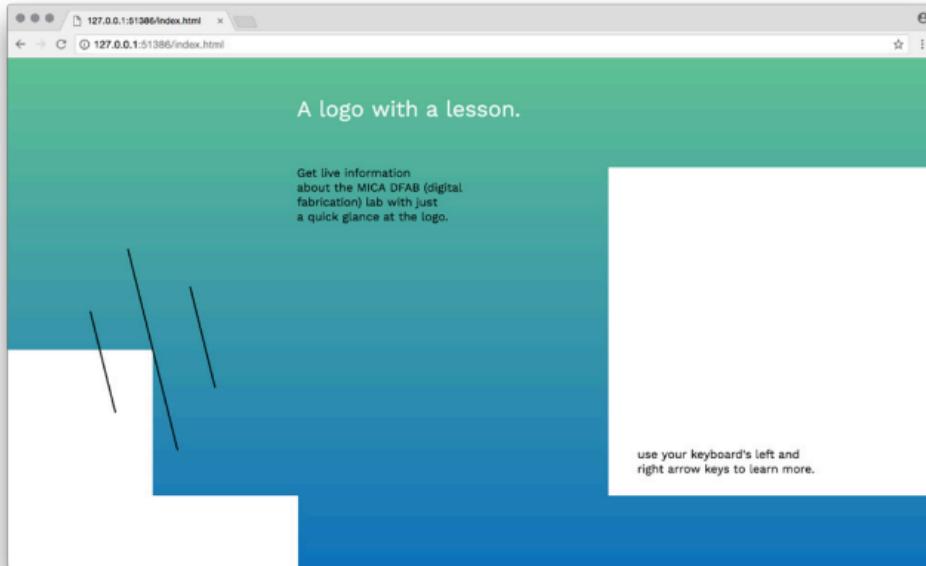
Introducing the new DFAB Identity.

move your cursor side to side to view possible logo iterations.

OPEN	CLOSED
1	5
OPEN WITH LASER TOOL	CLOSED
WORKSHOP	BERTH
OPEN WITH LASER TOOL	CLOSED
WORKSHOP	BERTH



introduction screen



demo

