

2021

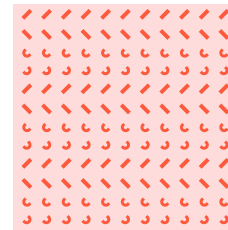
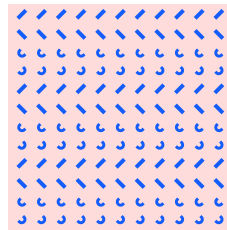
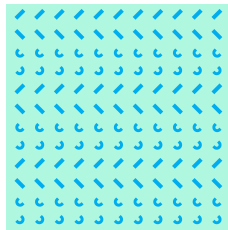
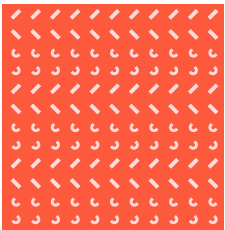
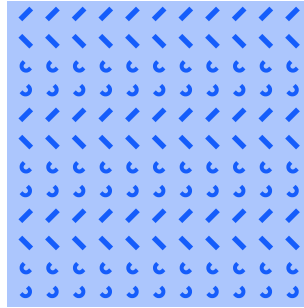
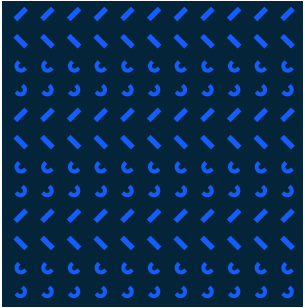
Balfour&Co. Branding Excercise



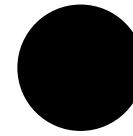
Lauren Nelson – Option 2

# PATTERNS

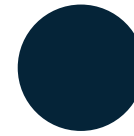
Taking the U and breaking it into pieces to create the patterns



# COLORS



#000000



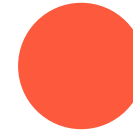
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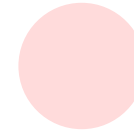
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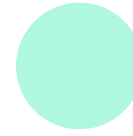
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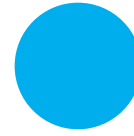
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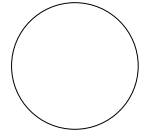
#fedcdb



#b0f7e0



#00adee



#FFFFFF

# TYPOGRAPHY

## DIN CONDENSED

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SsTtUuVvWwXxYyZz  
1234567890!@#%&^\*"?

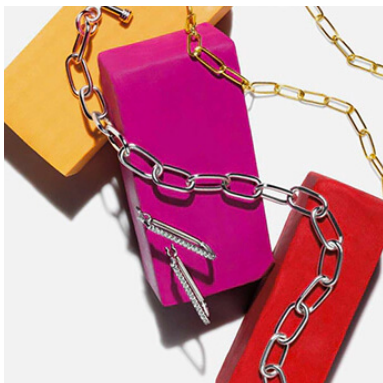
## *Merriweather*

***BOLD ITALIC***

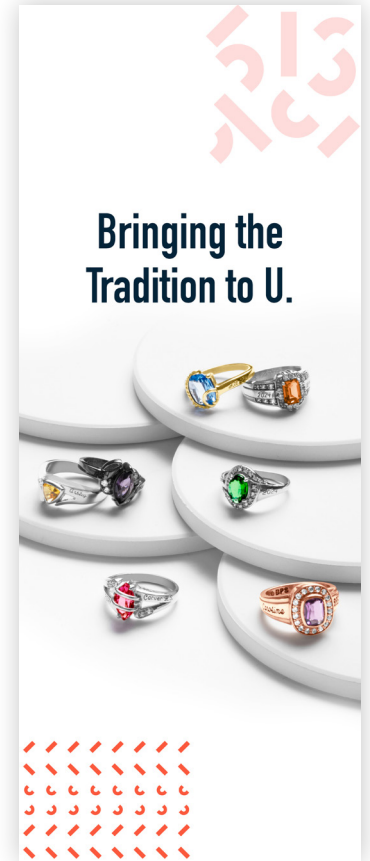
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1234567890!@#%&^\*"?

# IMAGERY

- Overlapping the patterns onto images
- Bold backgrounds with harsh shadows



# Balfour & co





# IMAGERY



# POWERPOINT SLIDE

(Title)





**POWERPOINT SLIDE**  
(Background for information)

# Balfour & co

A Family of Brands

**aac**  
american achievement corporation

**ICONIC**  
G R O U P

**balfour**

  
commemorative  
BRANDS INC

**Taylor**  
PUBLISHING

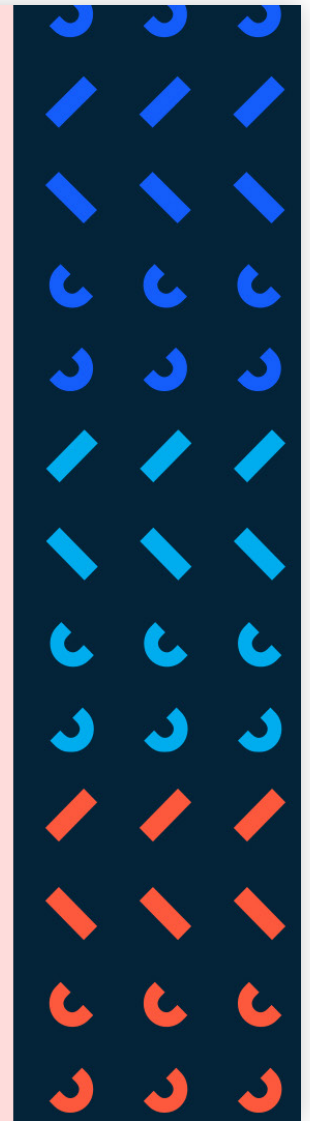
 **GRADIMAGES**

**ARTCARVED**

**U**  
UNIVERSITY PHOTO

**keepsake**

**Gaspard**  
since 1909



# TRADESHOW BOOTH



# TRADESHOW BOOTH

(V1)





# POSTERS

