

Branding

- Brand strategy

- Typography

- Logo

- Colours

Art Direction

- Tone of voice

- References

- Photography

- Editing

Branding strategy

Interviews > Film series > Social
media documentation > Cookbook

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Our logo

This general logo has been curated in collaboration between New Agency and its theme of the cookbook. Used as this whole composition. Can be changed to various colours to theme.



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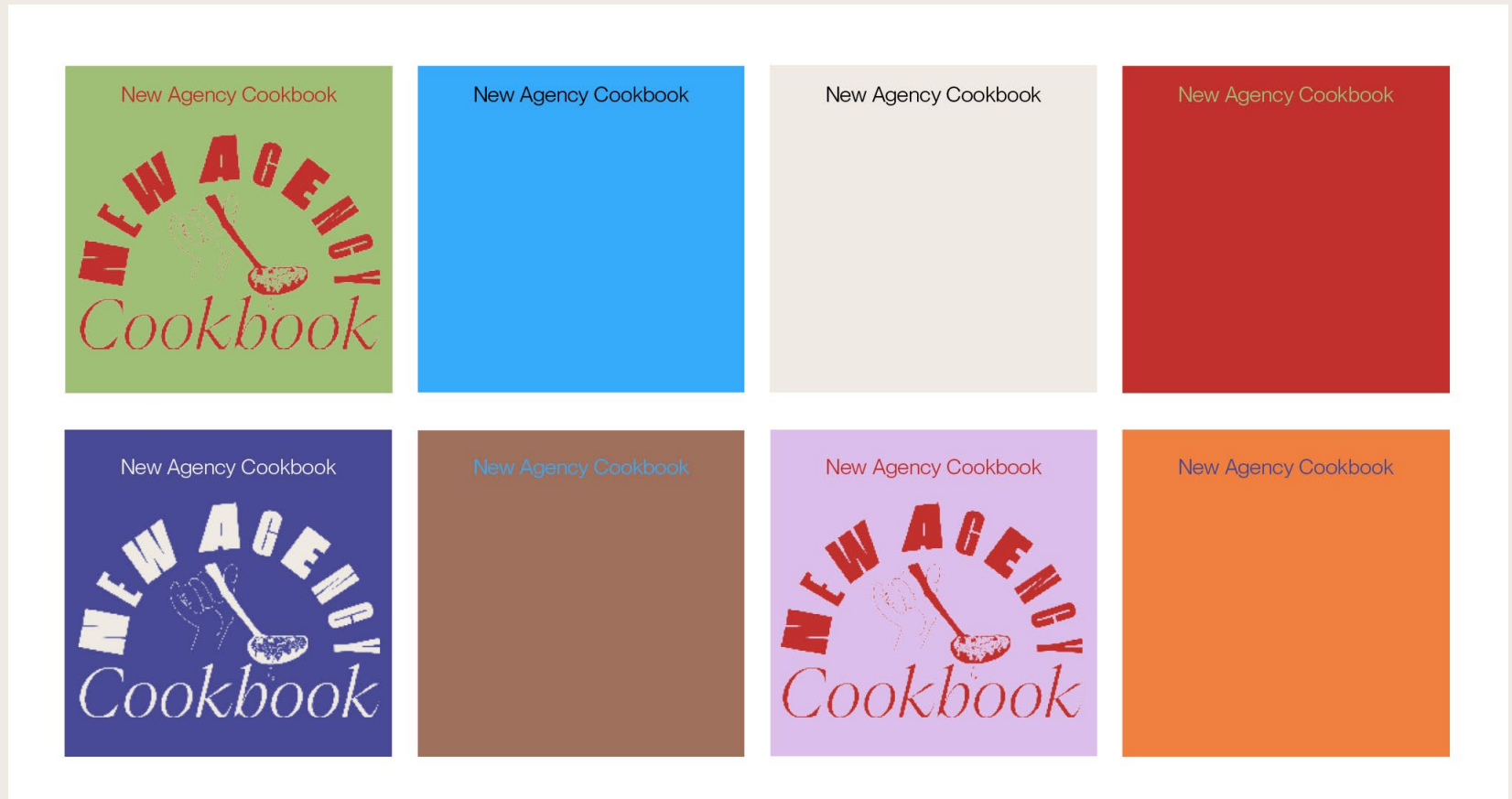
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Art Direction/ visual brand identity

Approach

As a creative platform whose vital role is to document many creatives with different styles. The art direction is important to be able to clearly communicate. It is extremely necessary to have a consistent/ foundational style which the layout of information creates. Alongside playful ingredients/ illustrations in synergy with a cinematic style of photography. To create a balanced, inclusive understood, open and free space for sharing.



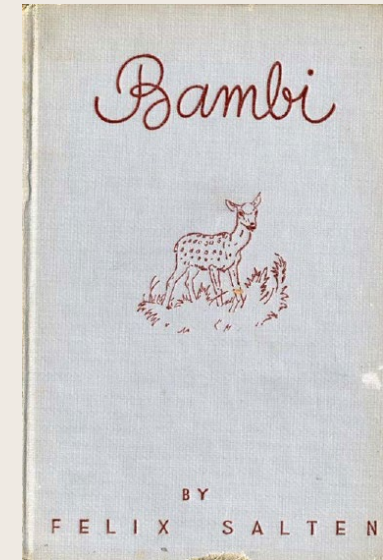
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Photography

Photography is a vital component to this project as it brings us closer to the artists/ individuals environment. We want to make sure we are not intrusive but also capture true details of there work or space. Highlight the beautiful reflection of there ideas and ingredients.

Cinematic qualities are applied to these casual posts celebrating either there everyday lifestyle within a studio or whatever makes up there practise. It slightly romanticizes where necessary, thinking about shadow and dimension when looking at objects.

Step into there world when thinking about what to capture and what angle to take from. Taking into account that every individual acts differently in front of a camera, so should approach naturally.



