

Round 01

BRAND DIRECTIONS

PREPARED FOR:
The Artichoke Group

SUBMITTED:
August 28, 2019

Brand Direction 01

ILLUSTRATIVE

FEATURES

- Illustrative Logo and Branded Elements
- Bright Color Palette
- Playful Imagery

QUALITIES

- Friendly
- Playful
- Whimsical
- Warm

INSPIRED BY

- [Blue Apron](#)
- [Mulberry & Vine](#)
- [Buffy](#)
- [The Wing](#)
- [Van Leeuwen](#)
- [Airbnb](#)
- [Chobani](#)



Brand Direction 02

CLASSIC

FEATURES

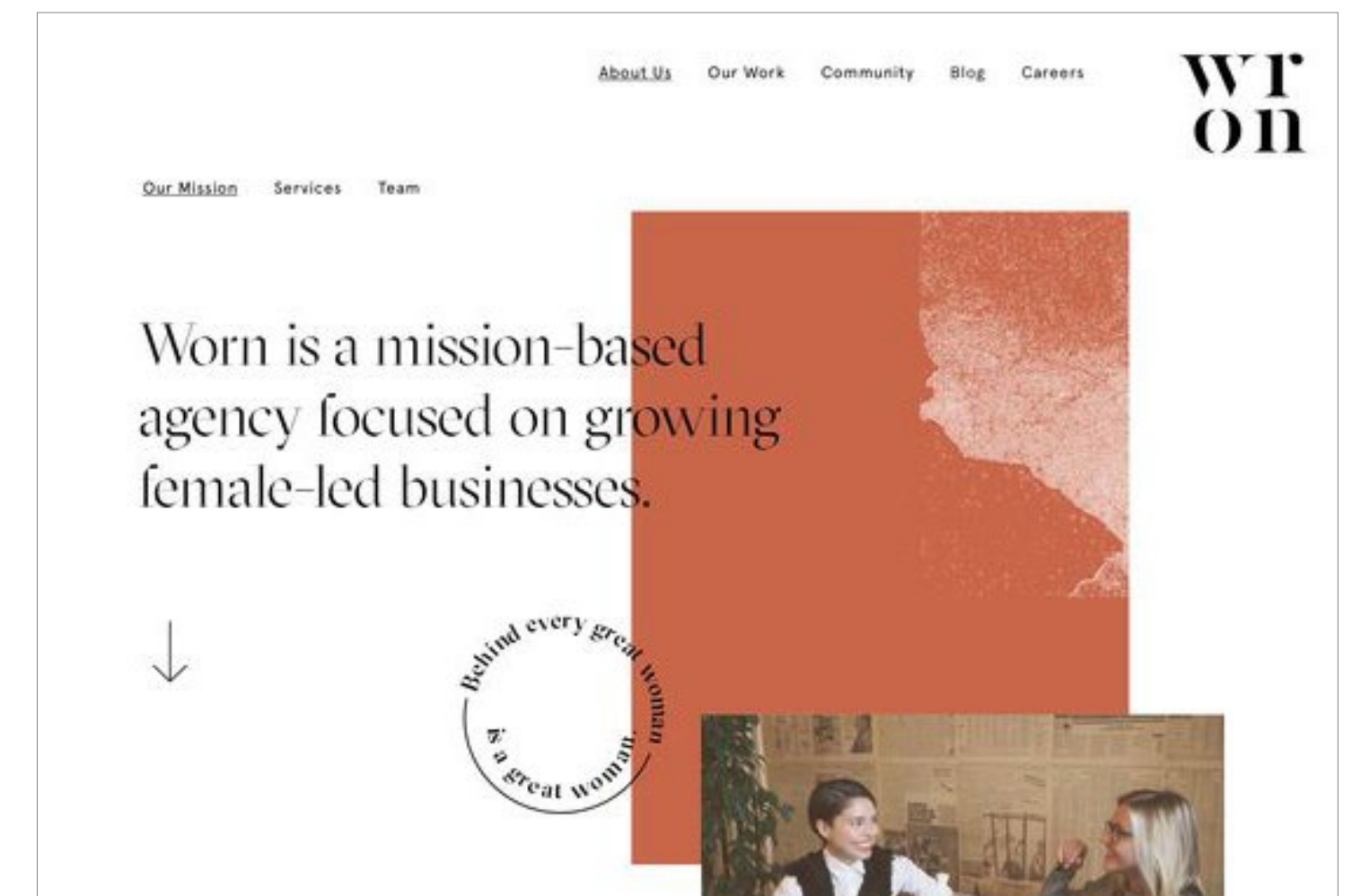
- Simplified Logo with Classic Typeface
- Muted or Darker Color Palette
- Clean Photography

QUALITIES

- Minimalist
- Elevated
- Trusted
- Refined

INSPIRED BY

- [Net-a-Porter](#)
- [Everlane](#)
- [Sunday Riley](#)
- [Four Seasons](#)
- [Kristen Ess](#)
- [Diptyque](#)
- [Le Labo](#)



Brand Direction 03

HIGH CONTRAST

FEATURES

- Impactful Logo with Heavy Typeface
- Bright Color Palette
- High Contrast Photography

QUALITIES

- Bold
- Clean
- Modern
- Geometric

INSPIRED BY

- [Vitaminwater](#)
- [Dropbox](#)
- [JoyLab](#)
- [Spotify](#)
- [Tigermilk](#)
- [Museum of Ice Cream](#)



Round 02

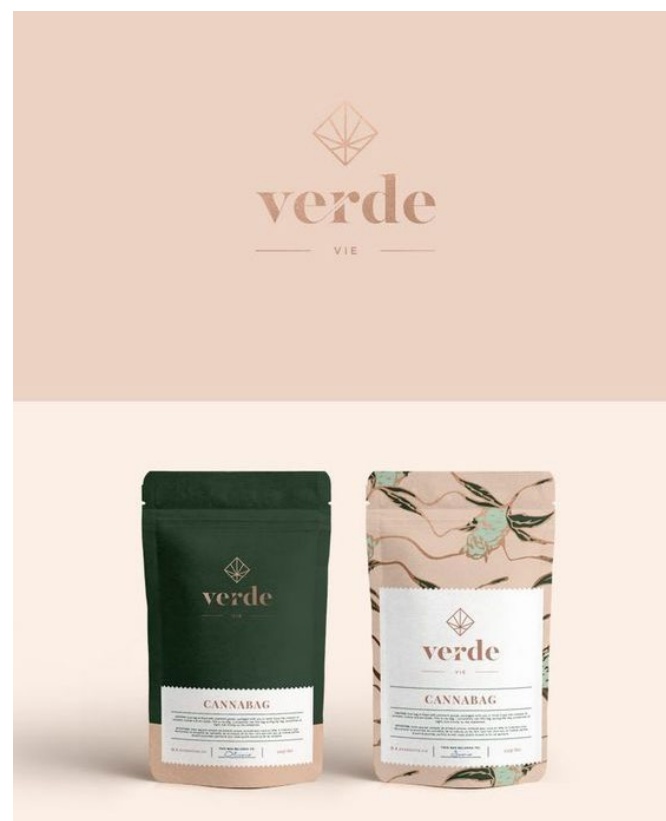
BRAND DIRECTIONS

PREPARED FOR:
The Artichoke Group

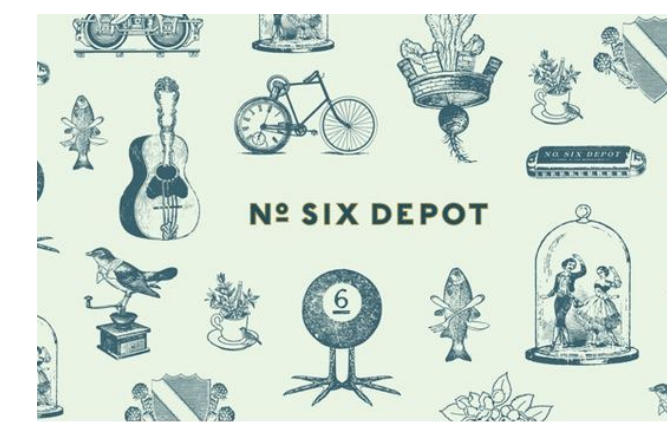
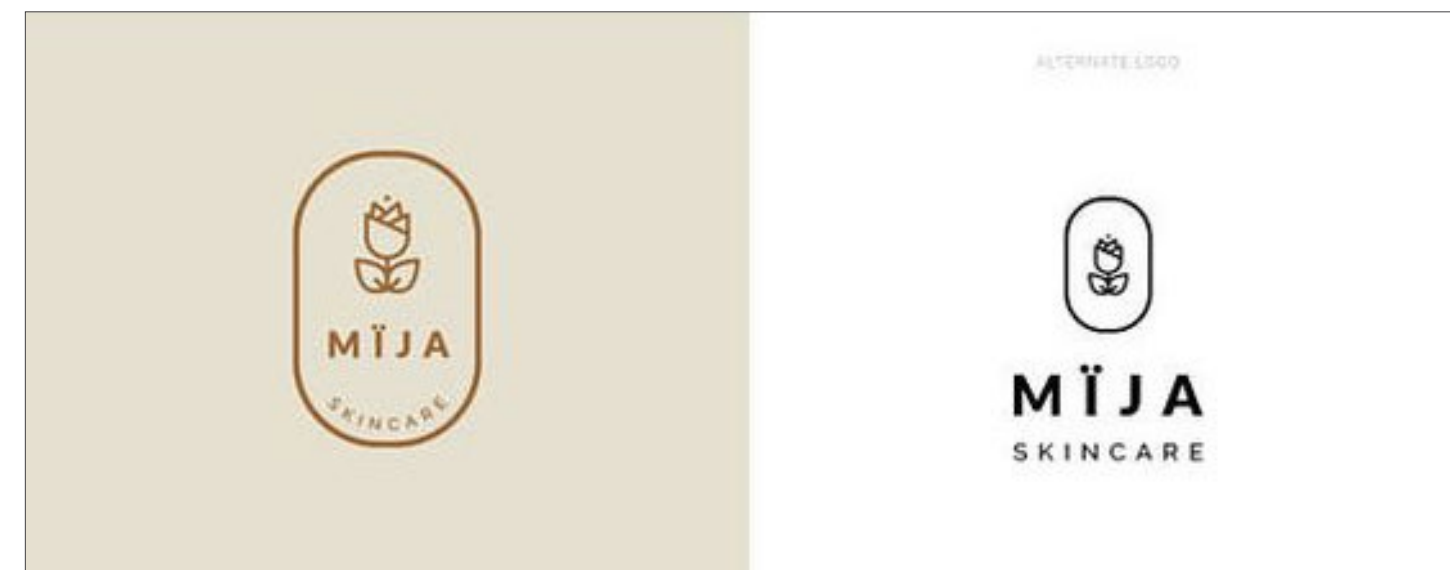
SUBMITTED:
September 05, 2019

Brand Direction 01

MODERN + MINIMALIST



Moodboard



Brand Direction 01

**MODERN +
MINIMALIST**

Color Palette



Type Ideas

GOTHAM

CHALET

FUTURA

KARLA

ACUMIN PRO

Brand Direction 01

**MODERN +
MINIMALIST**

Rough Logo Ideas



THE ARTICHOKE GROUP



The **Artichoke** Group

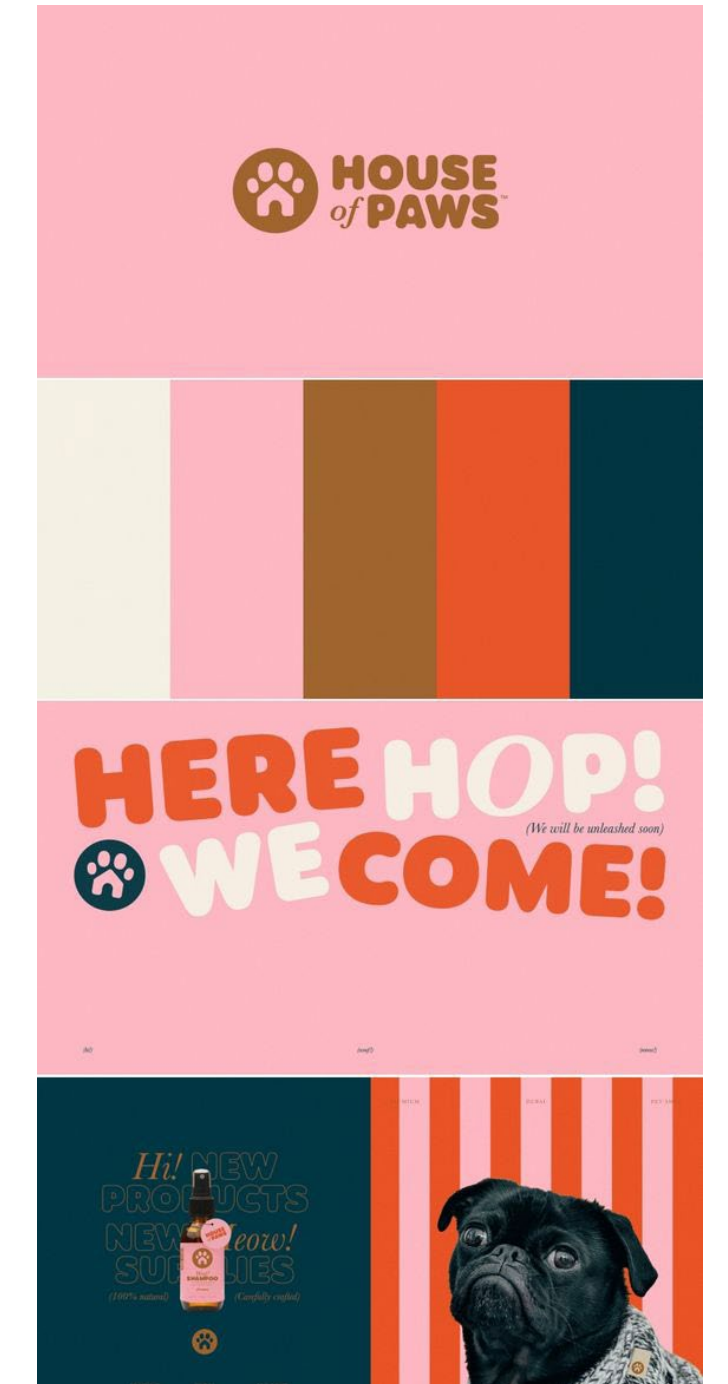


Brand Direction 02

**CLASSIC +
PLAYFUL**



Moodboard



Brand Direction 02

**CLASSIC +
PLAYFUL**

Color Palette



Type Ideas

GARAMOND

ORPHEUS

IVY MODE

Playfair Display

Value

Brand Direction 02

**CLASSIC +
PLAYFUL**

Rough Logo Ideas

THE
ARTICHOKE
GROUP

the artichoke group

THE
ARTICHOKE
GROUP

The Artichoke Group

THE
ARTICHOKE
GROUP

The
ARTICHOKE GROUP



Round 03

BRAND DIRECTIONS

PREPARED FOR:
The Artichoke Group

SUBMITTED:
September 25, 2019

Brand Direction 01

**MODERN +
MINIMALIST**

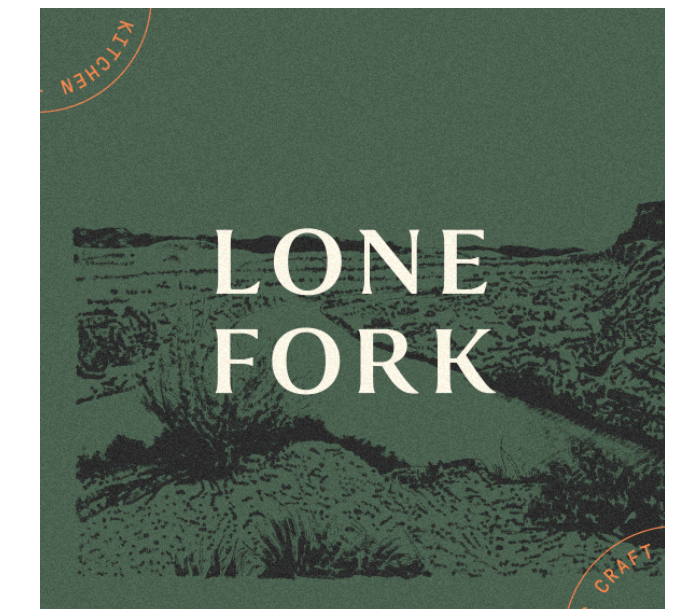
Logo Variations



Color Palette



Inspiration



Brand Direction 02

**CLEAN +
CLASSIC**

Logo Variations

The
Artichoke
GROUP



Color Palette



Inspiration



Brand Direction 03

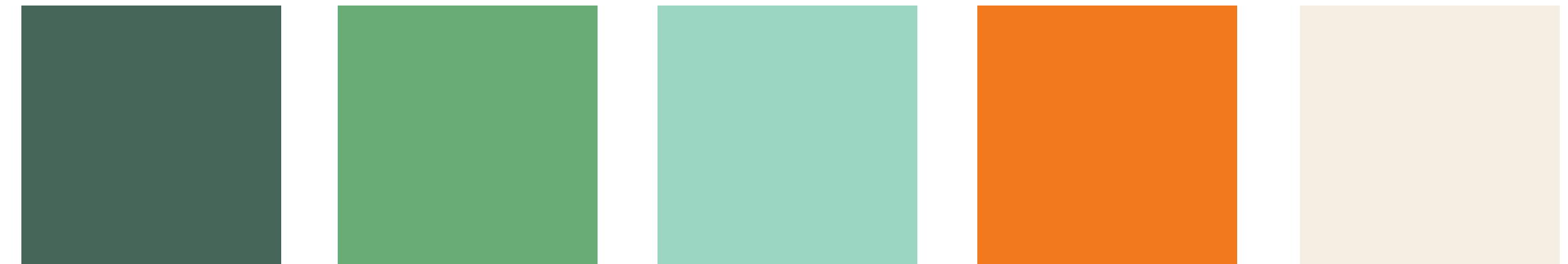
**WARM +
RUSTIC**

Logo Variations

THE
ARTICHOKE
GROUP



Color Palette



Inspiration



Round 04

BRAND DIRECTIONS

PREPARED FOR:
The Artichoke Group

SUBMITTED:
September 29, 2019

Logo Direction 01

**MODERN +
MINIMALIST**

Logo Options

The
ARTICHOKE
GROUP

Option 01

THE
ARTICHOKE
GROUP

Option 02

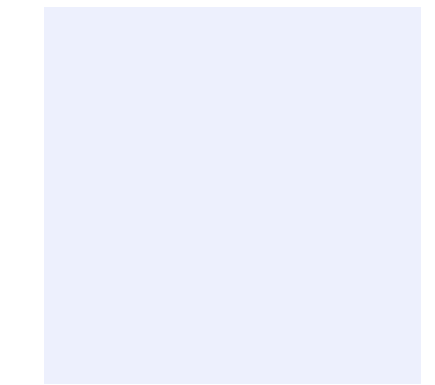
THE **ARTICHOKE** GROUP

Option 03

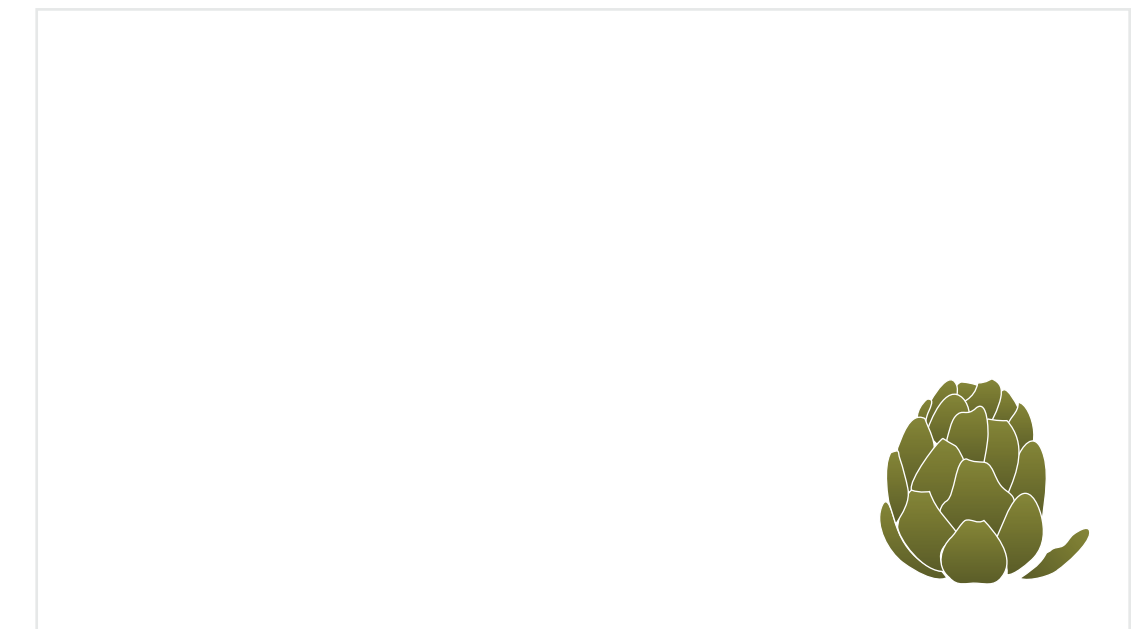
Logo Variations



Color Palette



Brand Application



Logo Direction 02

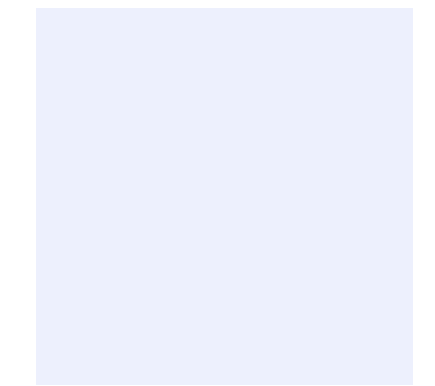
**MODERN +
MINIMALIST**

Logo Variations

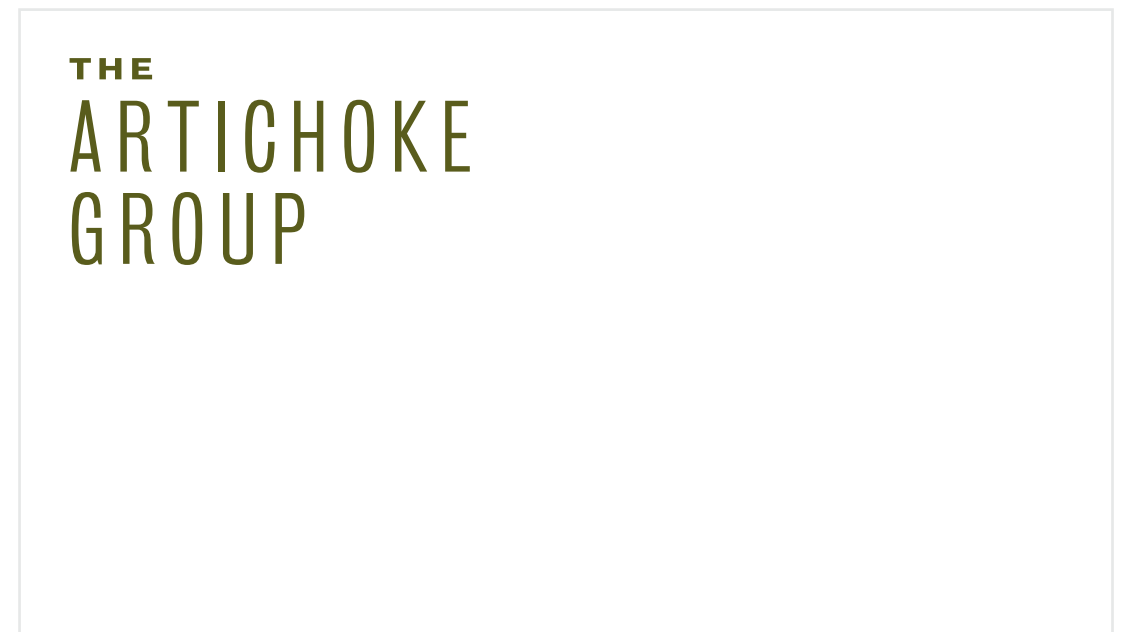
THE
ARTICHOKE
GROUP



Color Palette



Brand Application



THANK YOU

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