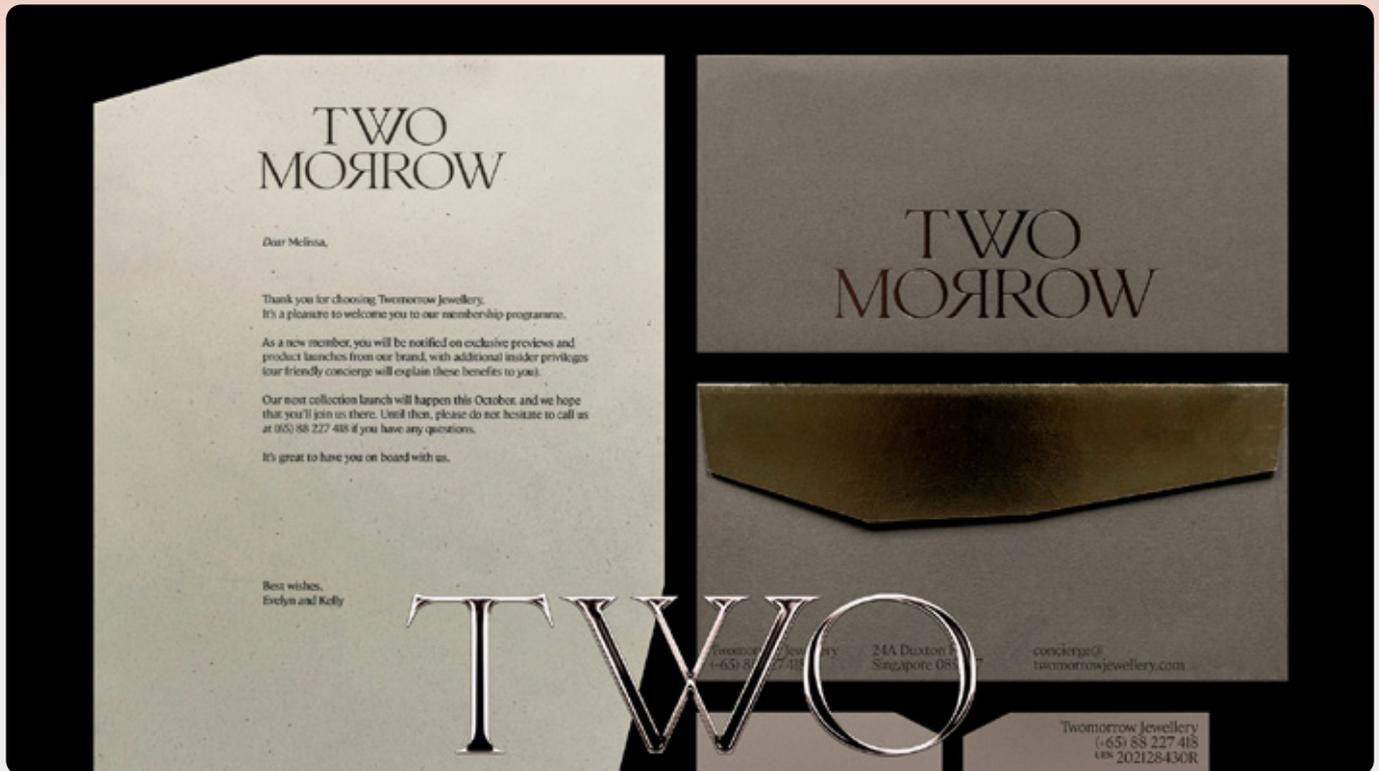


BrandNew

“OVERALL, A VERY ELEGANT AND SOPHISTICATED IDENTITY WORTHY OF AT LEAST A VVS1 OR VVS2 DIAMOND.”



Where the identity shines is in the application where the print production is top notch and while the high production values could have been enough to carry this, there are some nice, out-of-the-box executions that elevate it beyond just a large budget. Like, those invoices, in the rough-angled letterhead, are excellent standalone applications and they didn't need to be. They are invoices. But that same attention to detail extends to all the various envelopes, boxes, and bags for a truly high-end look. The lilac color is so good too... and unexpected. The sewn binding on those little care guides is excellent but the crude illustrations and stroked typography are odd choices although it could be argued that they help make the brand feel a tad more accessible. Overall, a very elegant and sophisticated identity worthy of at least a VVS1 or VVS2 diamond.

FULL ARTICLE –
www.underconsideration.com/brandnew/archives/new_logo_and_identity_for_twomorrow_by_jay_liu.php