

STUPIDDOPE

BANNER

CONSIDERATIONS

By The SeekProject

In line with the direction you gave and with a bit of research on sites like Hypebeast, Format magazine I came up with a typographic solution for the banner that can be easily adapted to other surfaces (tshirts, pens, bookmarks etc) without straying too far from the original design(in terms of colour) in other for the readers of the magazine to easily embrace the change.

The following pages show the banner in context and in two different colour modes.

STUPIID DOPE

fashion. lifestyle. culture. music

I retained the emphasis on DOPE present in the existing banner using type of different weights, this serves as an allusion to the progression of excitement that occurs when one encounters a new or amazing product, person etc. I also believe this leads to a stronger design in terms of cross- cultural recall.

STUPIID **DOPE**
fashion. lifestyle. culture. music

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This option (upper image) retains the colour combination as well as the emphasis on DOPE seen in the present banner with a playful twist on the letters D, O and P.

The lower image represents the all black option.

STUPID DOPE

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This is a subtle variation of the first option. The text still applies: I retained the emphasis on DOPE present in the existing banner using type of different weights, this serves as an allusion to the progression of excitement that occurs when one encounters a new or amazing product, person etc. I also believe this leads to a stronger design in terms of cross- cultural recall.

BANNER

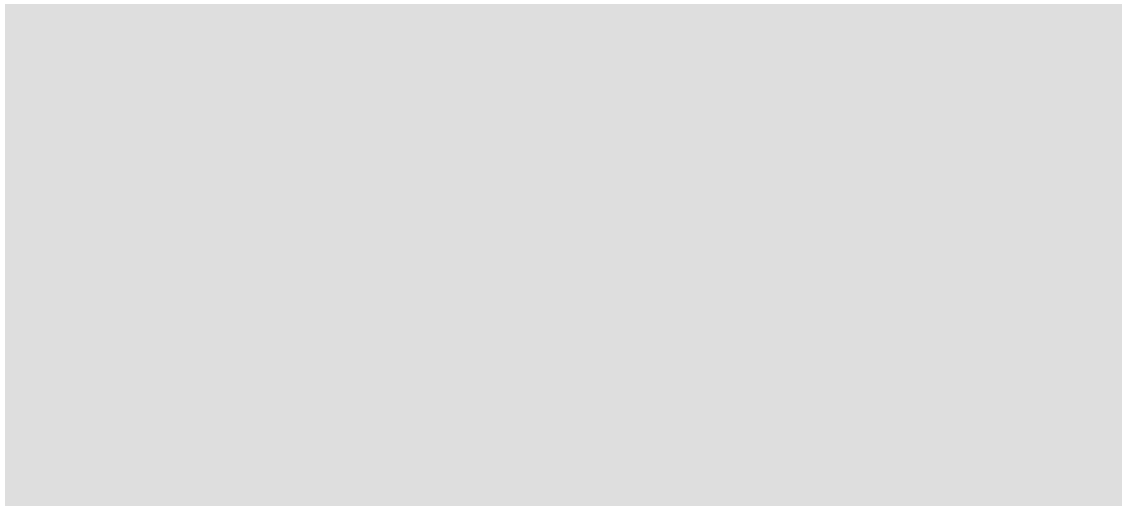
IN CONTEXT.

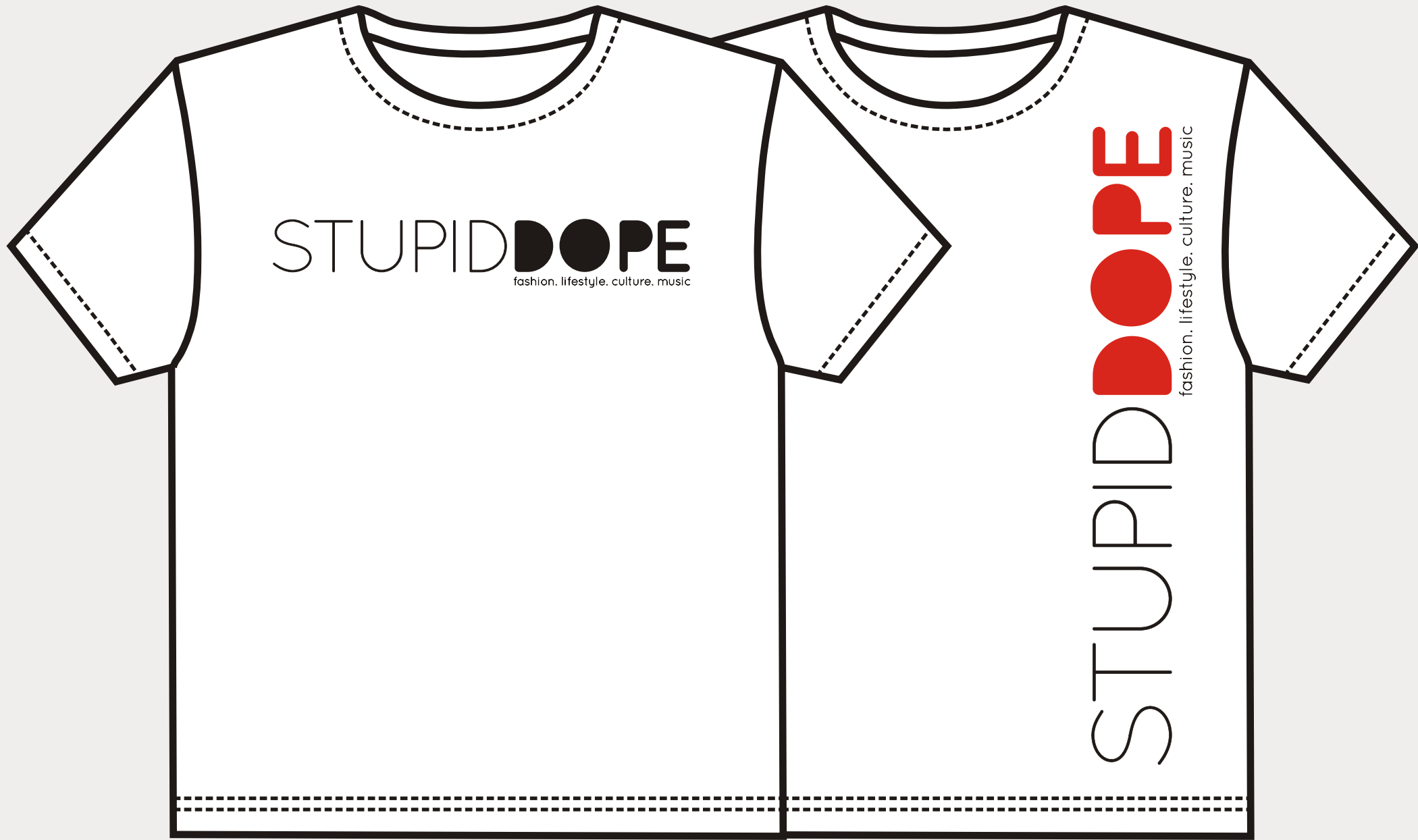
Webpage and t-shirts

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J.ROCC PRESENTS SUPREME MIXTAPE 2





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I look forward to
hearing from you.

Thank you.

Karo Akpokiere



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