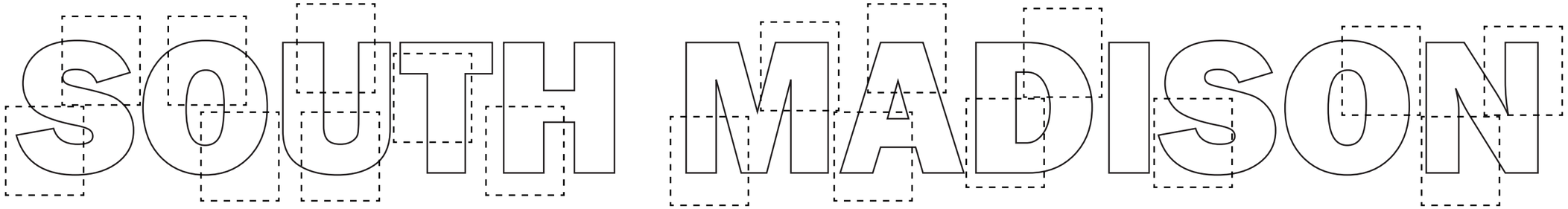
BRANDNU DESIGN
ART DIRECTION FOR NEW PARKING GARAGE FOR THE VILLAGE ON PARK STREET

OCTOBER 7, 2022

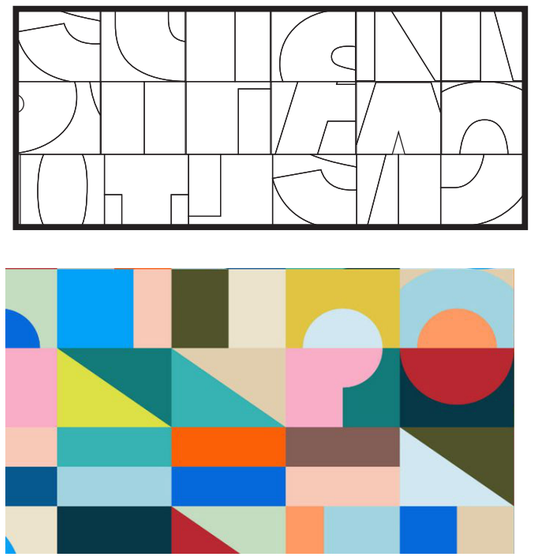
STEP 1: SOUTH MADISON

SOUTH MADISON

STEP 2: EXTRACT PORTIONS OF LETTERS



STEP 3: EXTRACT PORTIONS OF LETTERS TO CREATE ABSTRACT GRAPHIC



STEP 4: IDENTIFY PHOTOS OF PAST, PRESENT, AND FUTURE LEADERS OF THE SOUTH SIDE

STEP 5: COMBINE PHOTOS WITH ABSTRACT PATTERN AND STATEMENT OF CONTRIBUTION

NOTE: THIS IS NOT THE FINAL GRAPHIC, IT IS A PRECEDENT FOR DESIGN DIRECTION.

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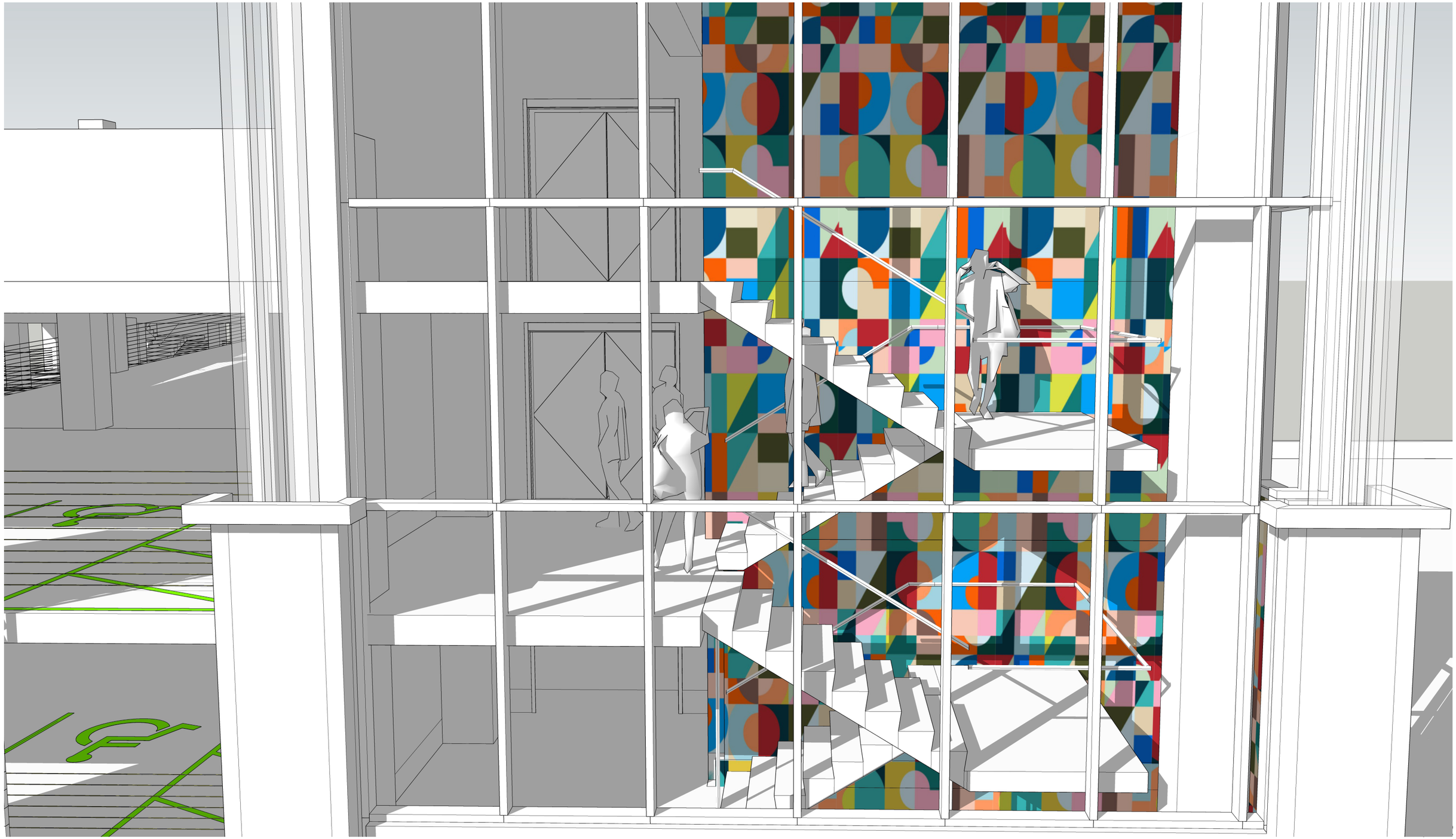

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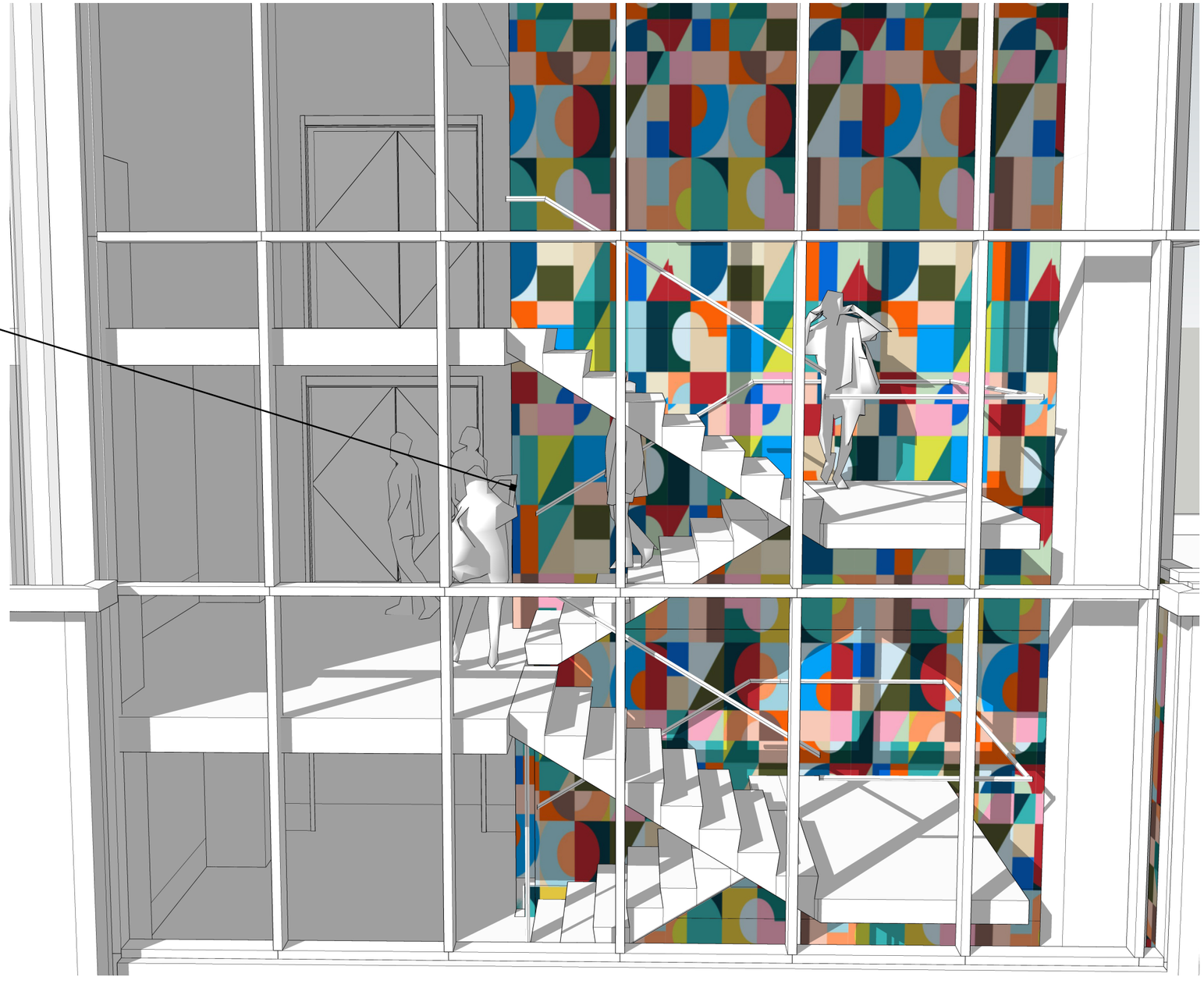
SIGNAGE EXAMPLE



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