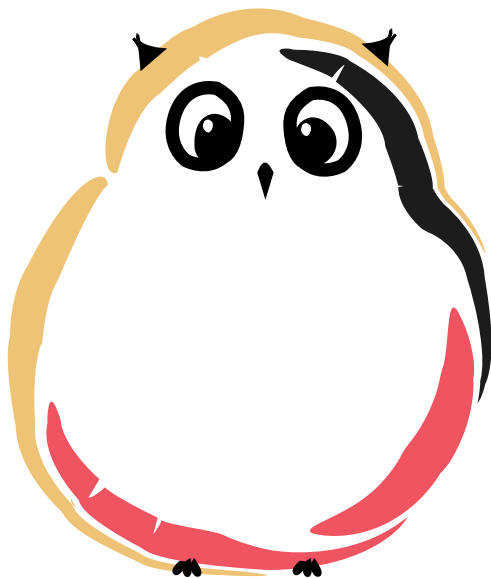


BRAND DEVELOPMENT GUIDE



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**My start-up creates
comics that put life
into perspective.**



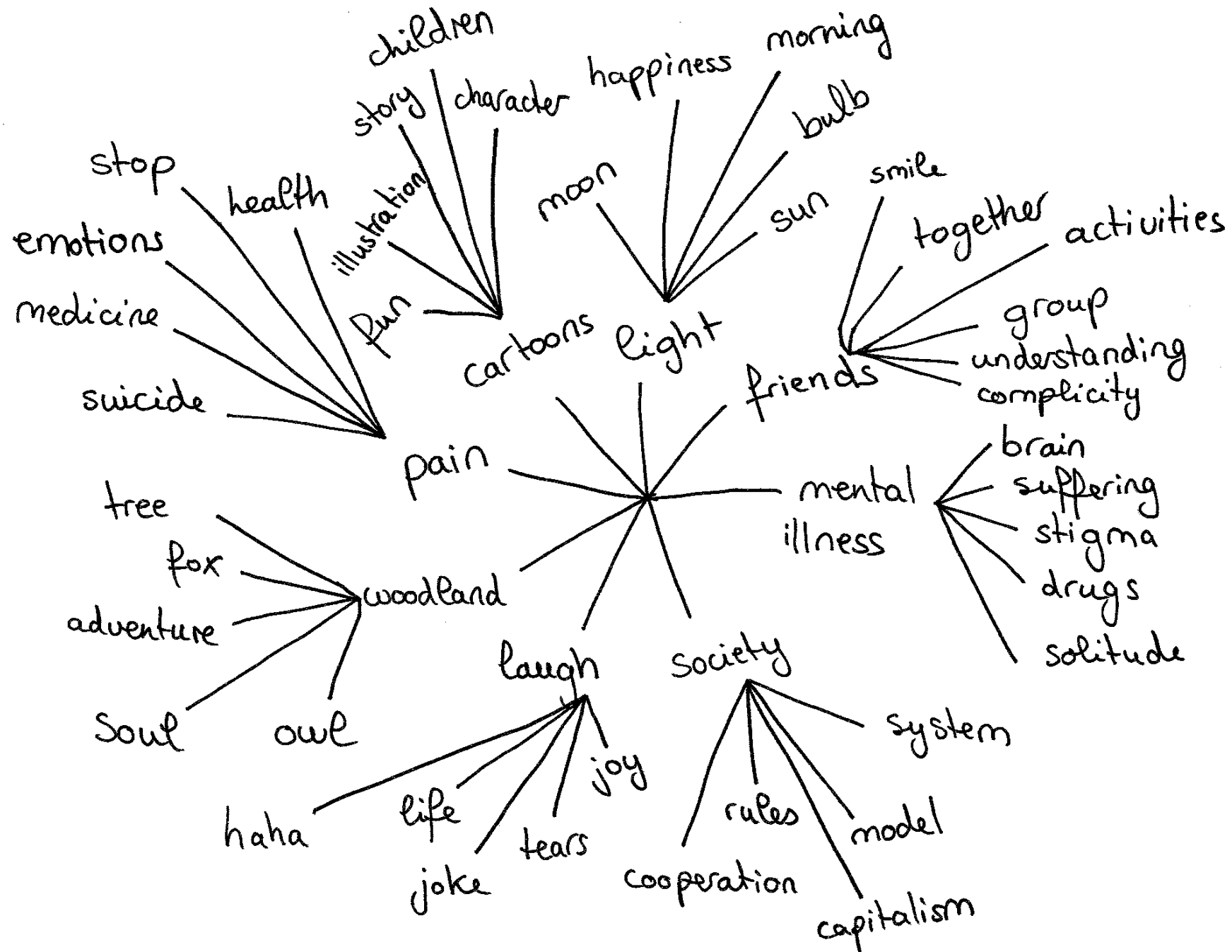


Ten years ago, Kate MacMillan and Jen Craig, two best friends, noticed that too many people around them have mental illness and that it wasn't always right in their own head despite the fact that they had everything to be happy.

According to them, most problems are linked to the society we are living in and they have learned from their experience that sometimes laughing at a situation is enough to reduce the pain or forget the shame.

That is why a few years later, they decided to create cartoons about their everyday life. Drawings don't seem like much, but sometimes it is enough to bring some light to people's lives. Those cartoons aim to be a weapon against loneliness and conformism.

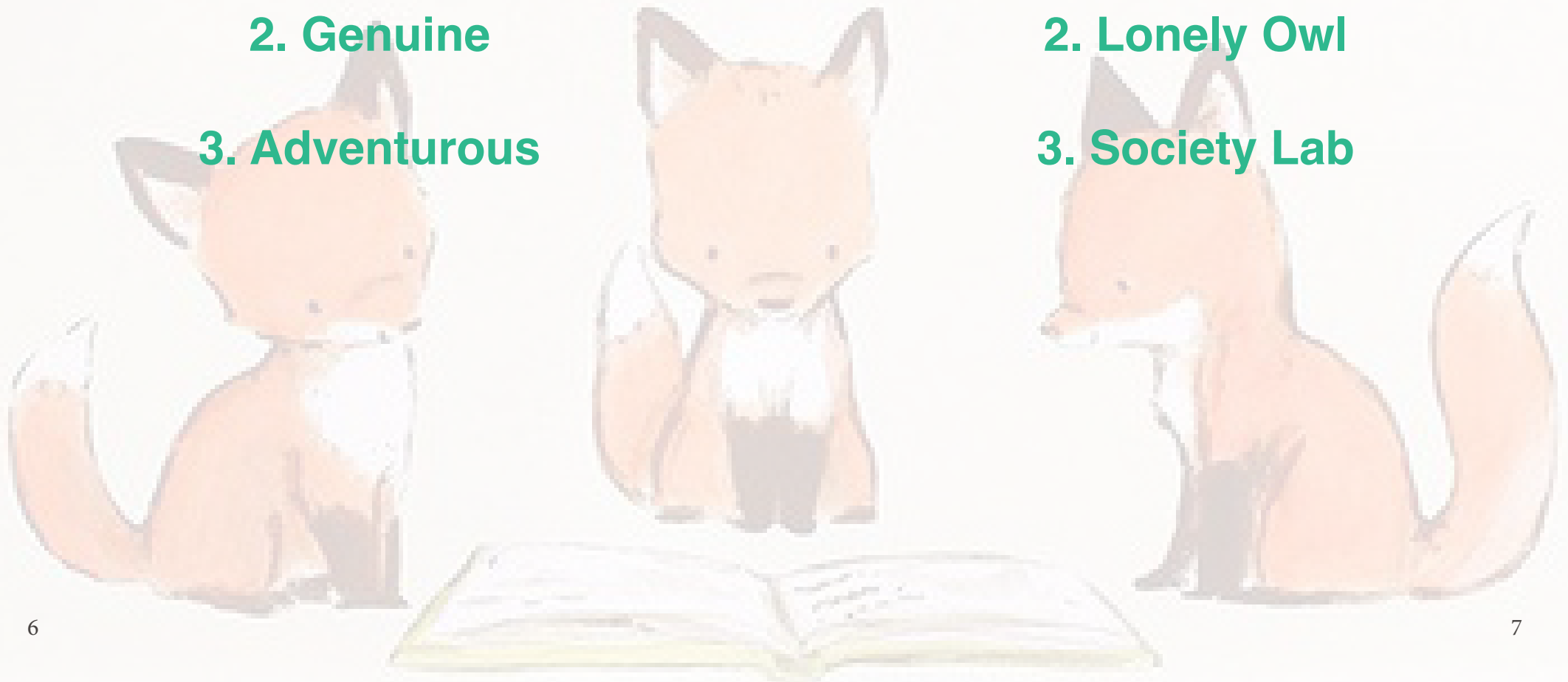
Both loving animals and thinking that human beings have a lot to learn from them, they decided to adopt two little woodland animals that would look at our society from their own point of view and make us realise human's contradictions.



1. Spontaneous

2. Genuine

3. Adventurous



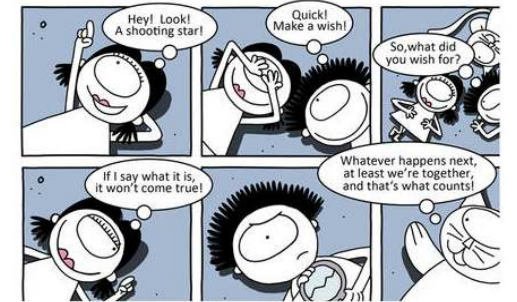
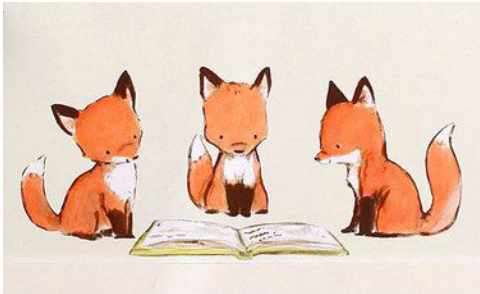
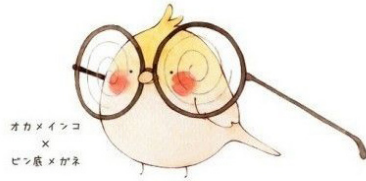
1. Woodland wisdom

2. Lonely Owl

3. Society Lab

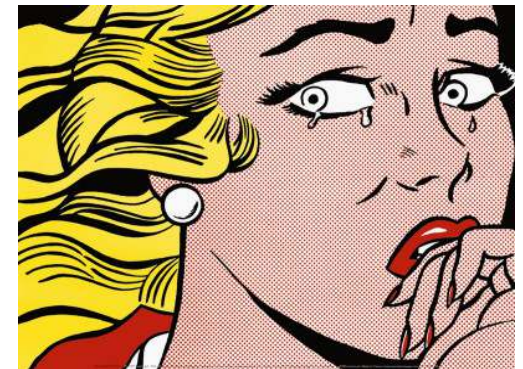
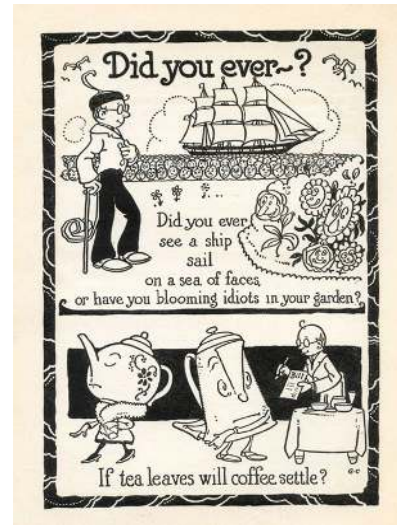
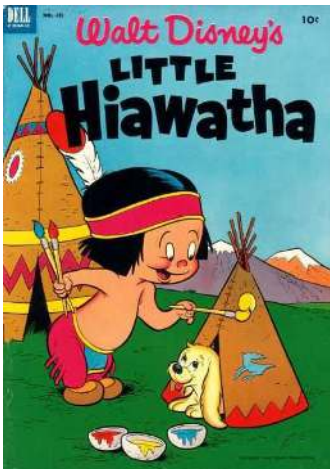


SARAH'S SCRIBBLES





「コドモノクニ」昭和3年6月号表紙



TYPE EXPLORATION

a	d m	W	N	S	M
ɑ	d m	W	N	S	M
Woodland	wisdom	WOODLAND	WISDOM		
a	d m	W	N	S	M
<i>a</i>	<i>d m</i>	<i>W</i>	<i>N</i>	<i>S</i>	<i>M</i>

LETTER SHAPES

Woodland wisdom

Woodland wisdom

Woodland wisdom

WOODLAND WISDOM

Woodland wisdom

Woodland wisdom

TYPE SKELETONS

Woodland wisdom

WOODLAND
WISDOM

WOODLAND
WISDOM

Woodland
i**s**dom

WOODLAND
WISDOM

W^{oo}Dland
i**s** D^{om}

CAVORTING EXPLORATIONS

LOGOTYPE DEVELOPMENT

Woodland
i**s**dom

Woodland
i**s**dom

Woodland
i**s**dom

WOODland
i**s**dom

WOODland
i**s**dom

WOODland
i**s**dom

Woodland
Wisdom

FINAL LOGOTYPE

Woodland
Wisdom

Woodland
Wisdom

Woodland
Wisdom

COLOR PALETTE

Woodland
Wisdom

Woodland
Wisdom

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Woodland
Wisdom

Woodland
Wisdom

Woodland
Wisdom

Woodland
Wisdom

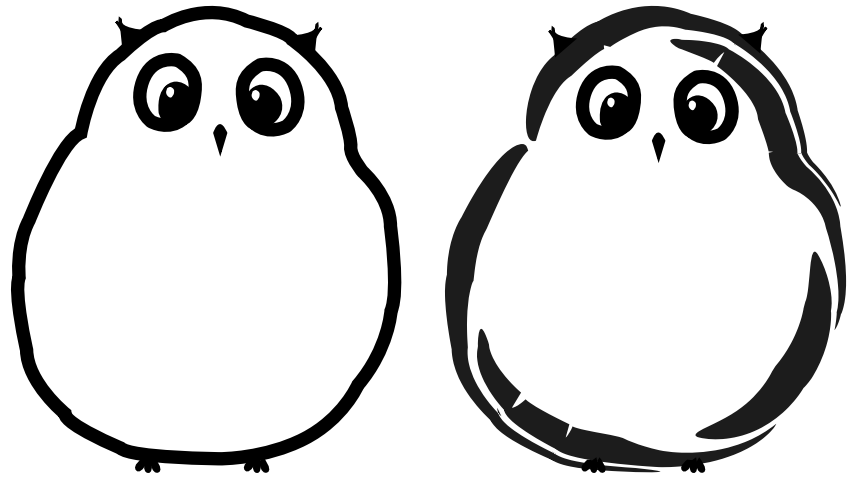
Woodland
Wisdom

Woodland
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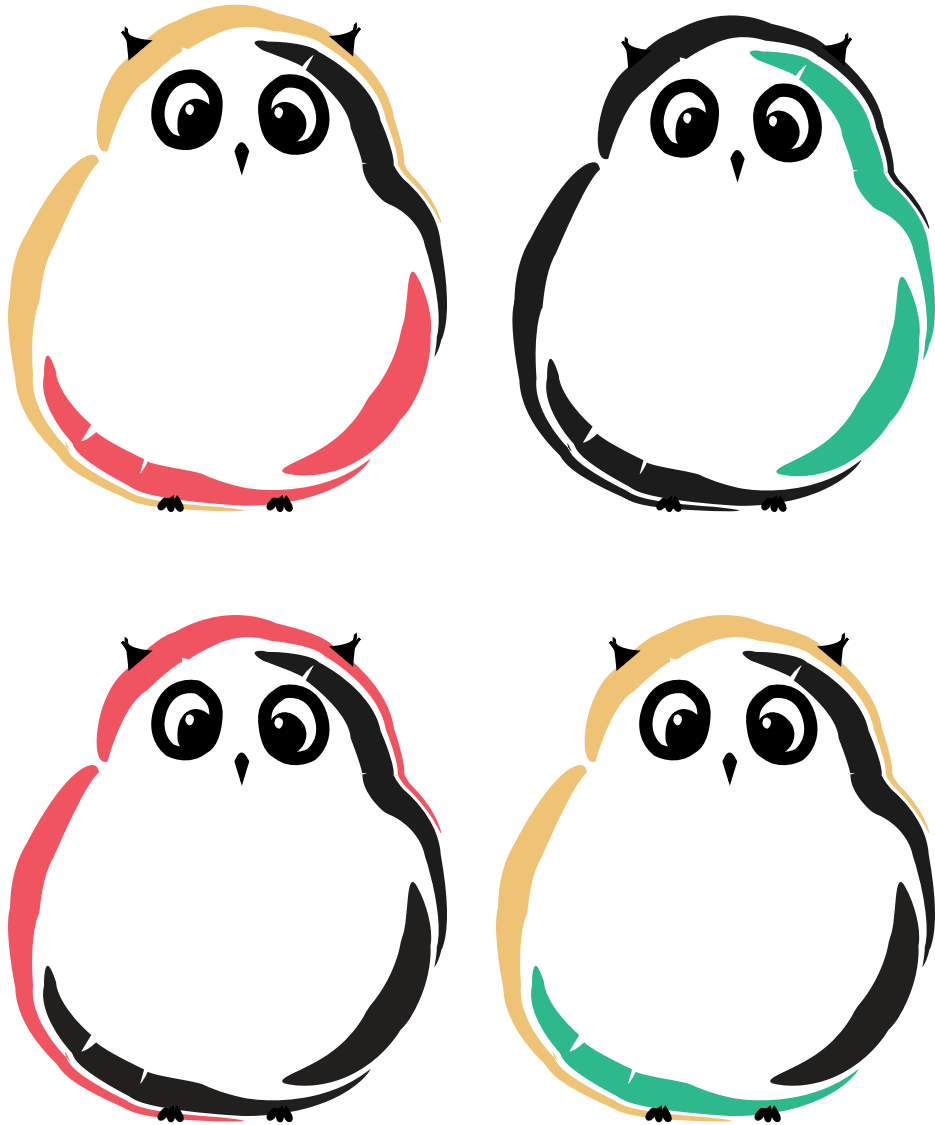
Woodland
Wisdom

Woodland
Wisdom

MARK



COLOR MARK



SECONDARY TYPE

**SELF-MOCKERY
MAKES LIFE
BRIGHTER**

LOOKING AT HUMAN CONTRADICTIONS

LOOKING AT HUMAN CONTRADICTIONS

Self-mockery
makes life
brighter

- Outsiders for self-mockery -

Looking at human contradictions

LOOKING AT HUMAN CONTRADICTIONS

Both loving animals and thinking that human beings have a lot to learn from them, they decided to adopt two little woodland animals that would look at our society from their own point of view and make us realise human's contradictions.

Self-mockery
makes life
brighther



- Outsiders for self-mockery -

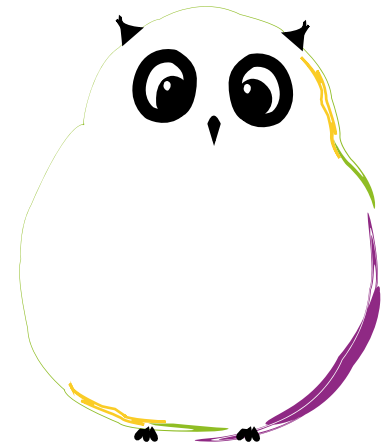
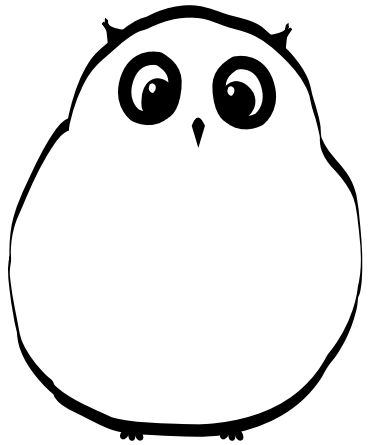
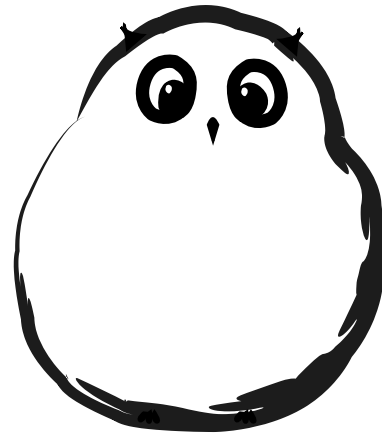


Woodland
Wisdom



SELF-MOCKERY
MAKES LIFE
BRIGHTER

MODULAR SYSTEM



The brush that outlines the body of the owl will change depending on the media. It will also have more original brushes to celebrate milestones of the project; like clothes that it would only wear for special occasions.

BRAND APPLICATIONS

1. BAGS



2. COMICS APP



Woodland Wisdom



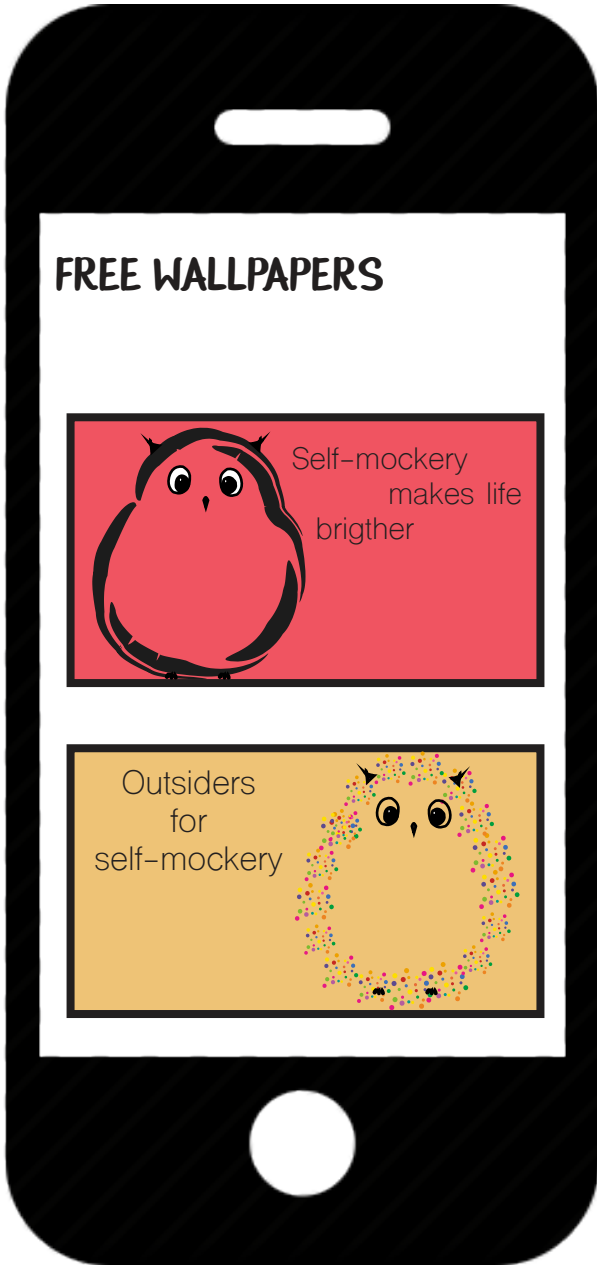
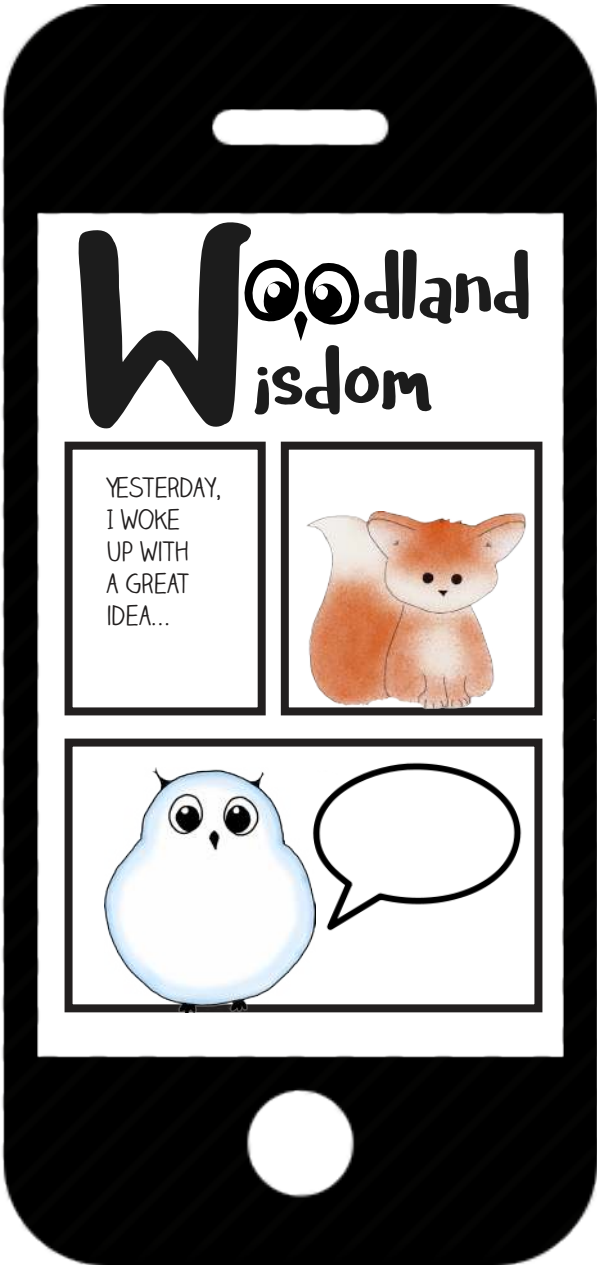
3. BOOKS / COMICS

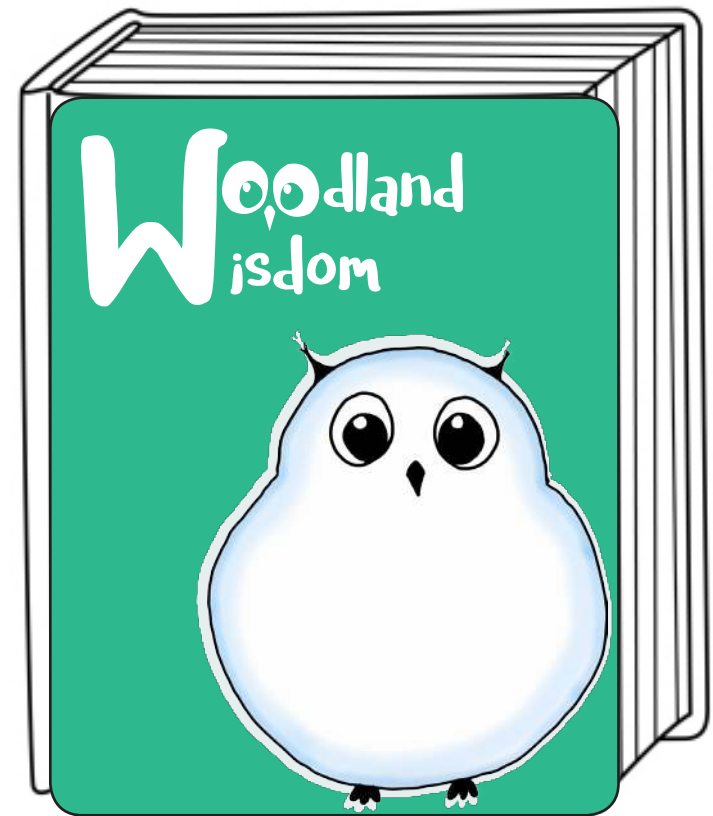
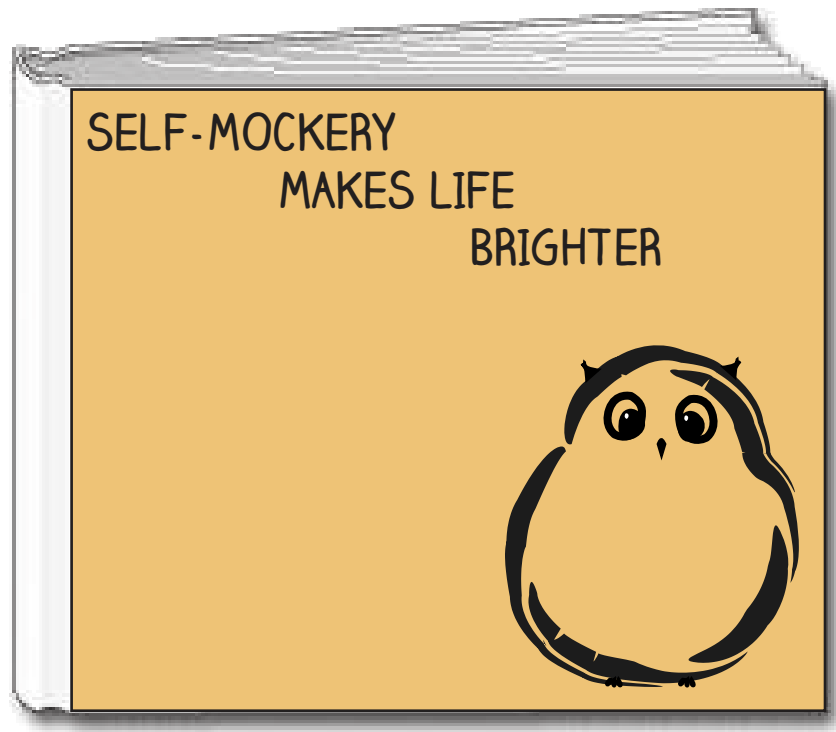


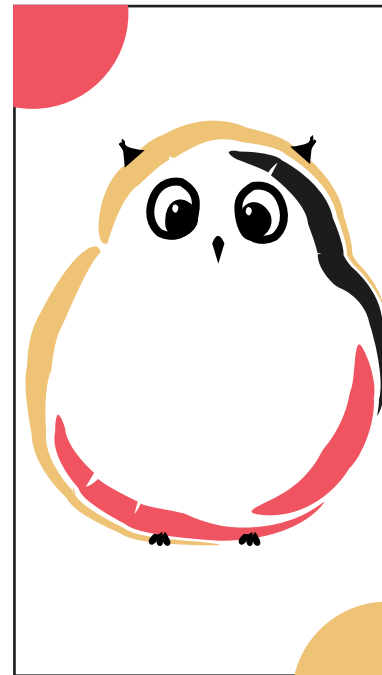
4. BUSINESS CARDS













Talissa Gasser
Specialization in Graphic Design
Capstone Project

Coursera/CalArts
2016

