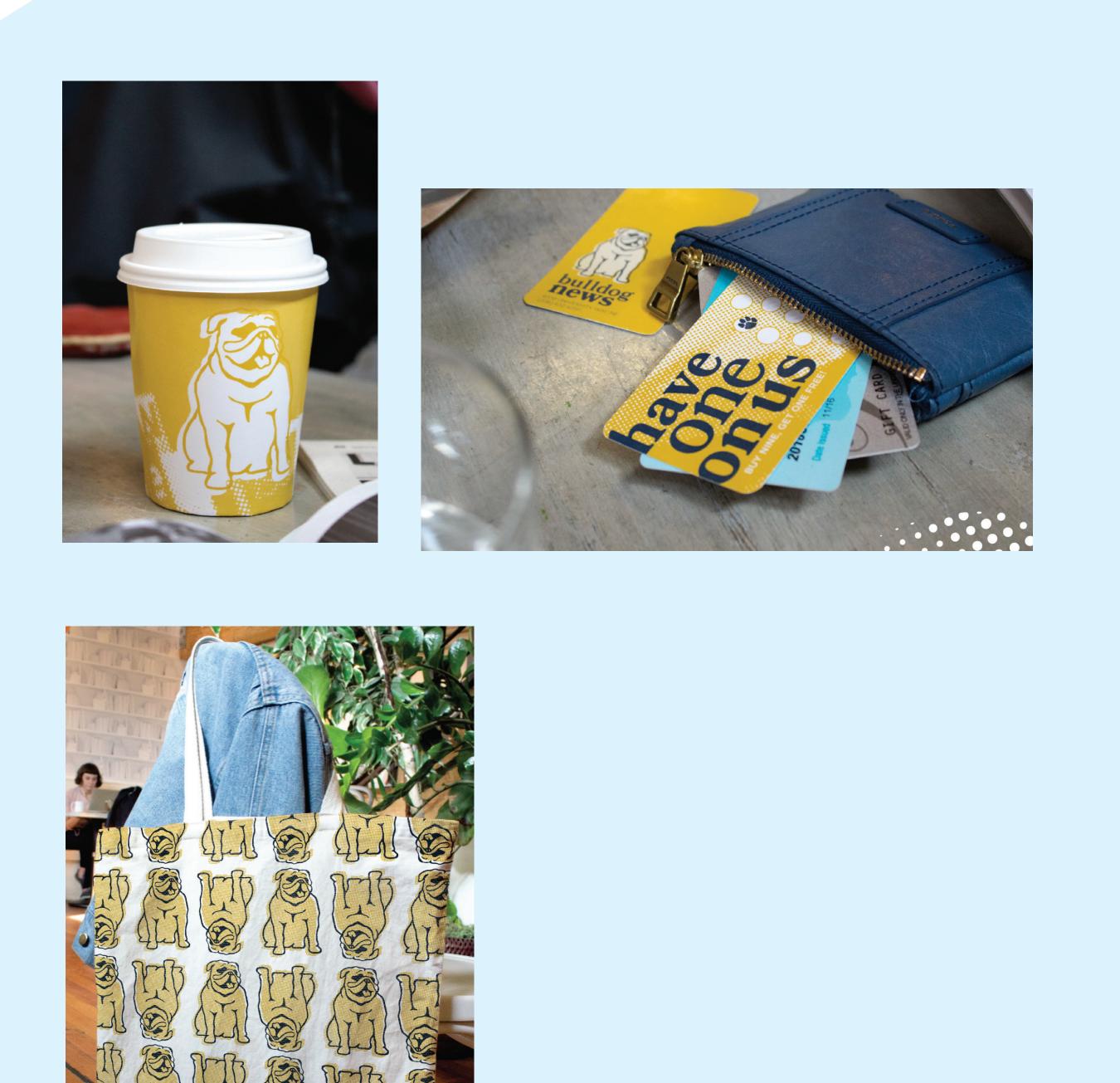


**GENERATING A BRAND CONCEPT** 







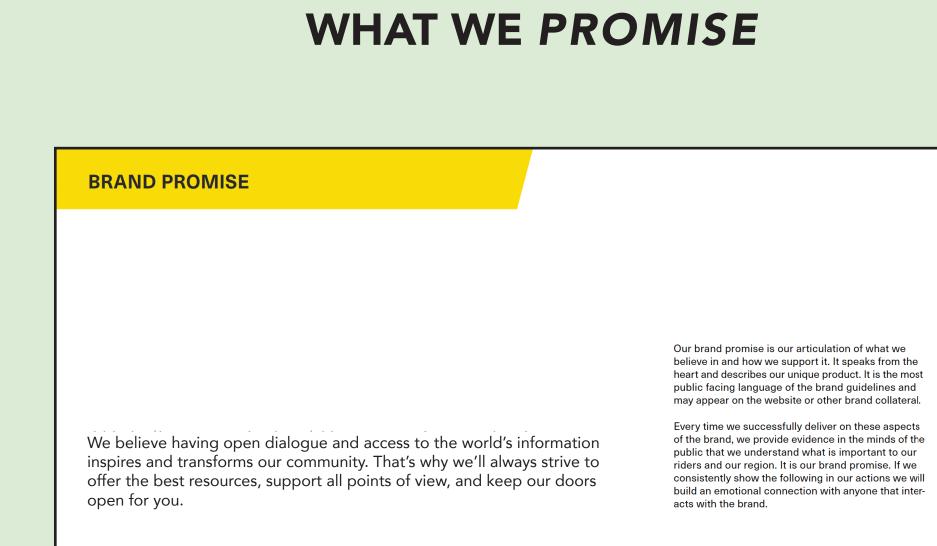












HOW WE ARE UNIQUE/DIFFERENT

FROM OUR COMPETITION

**BRAND POSITIONING & IMPACT** 

For the curious mind, Bulldog News is a newsstand and coffee shop that provides the widest range of magazines and newspapers in Seattle.

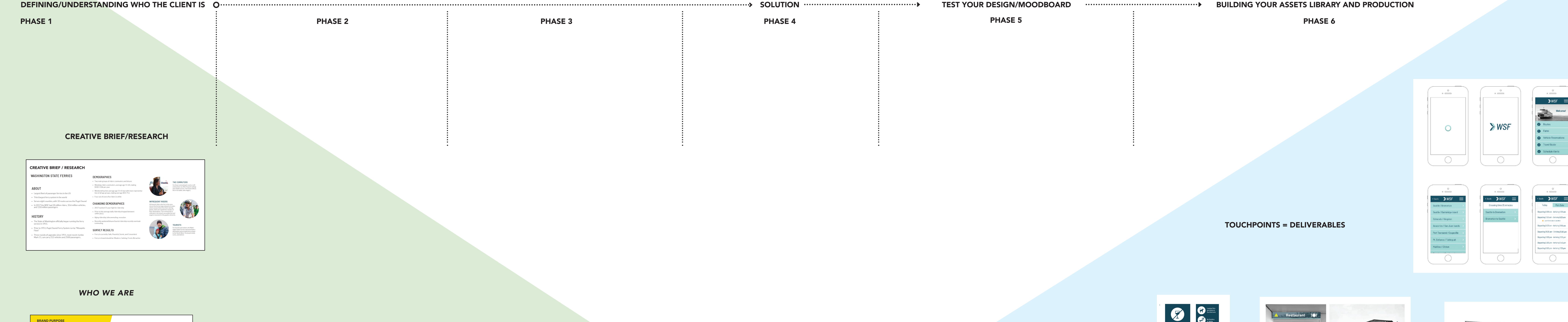
Our brand is chosen because we engage with our community, encourage honest discussion, and provide a warm gathering space.



**Color**Warmer tones
Secondary and tertiary colors
Earth tones

VISUAL ATTRIBUTES OF TONAL TERRITORIES



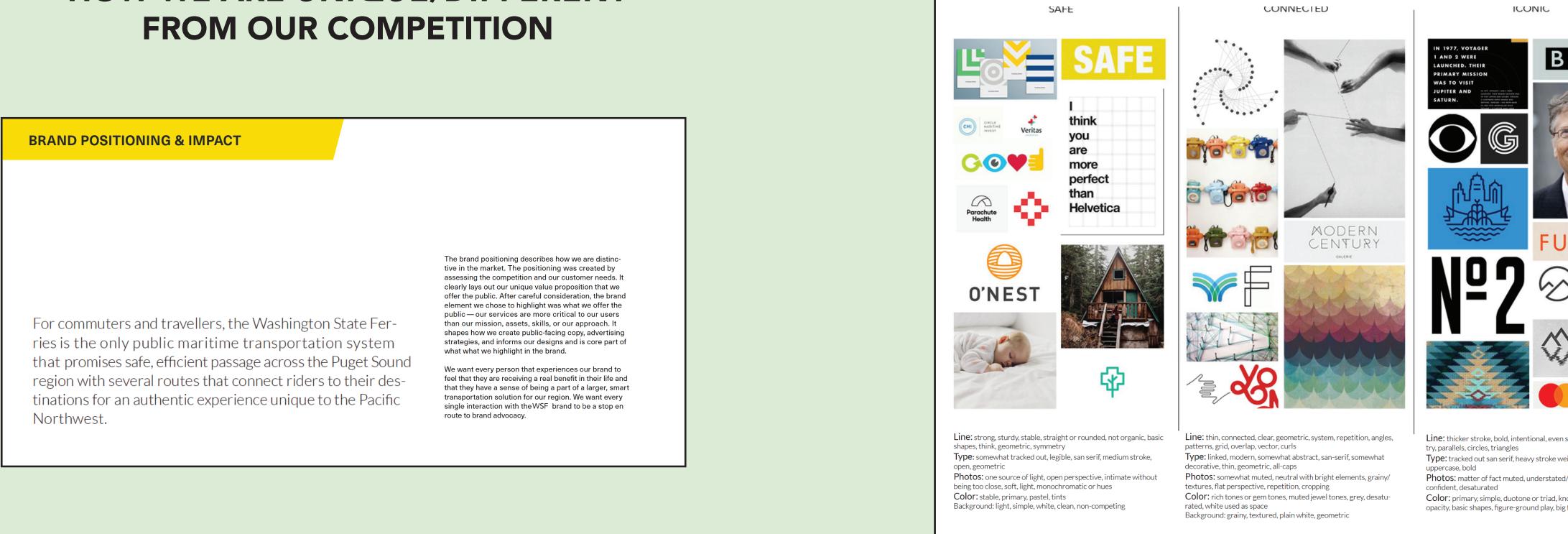


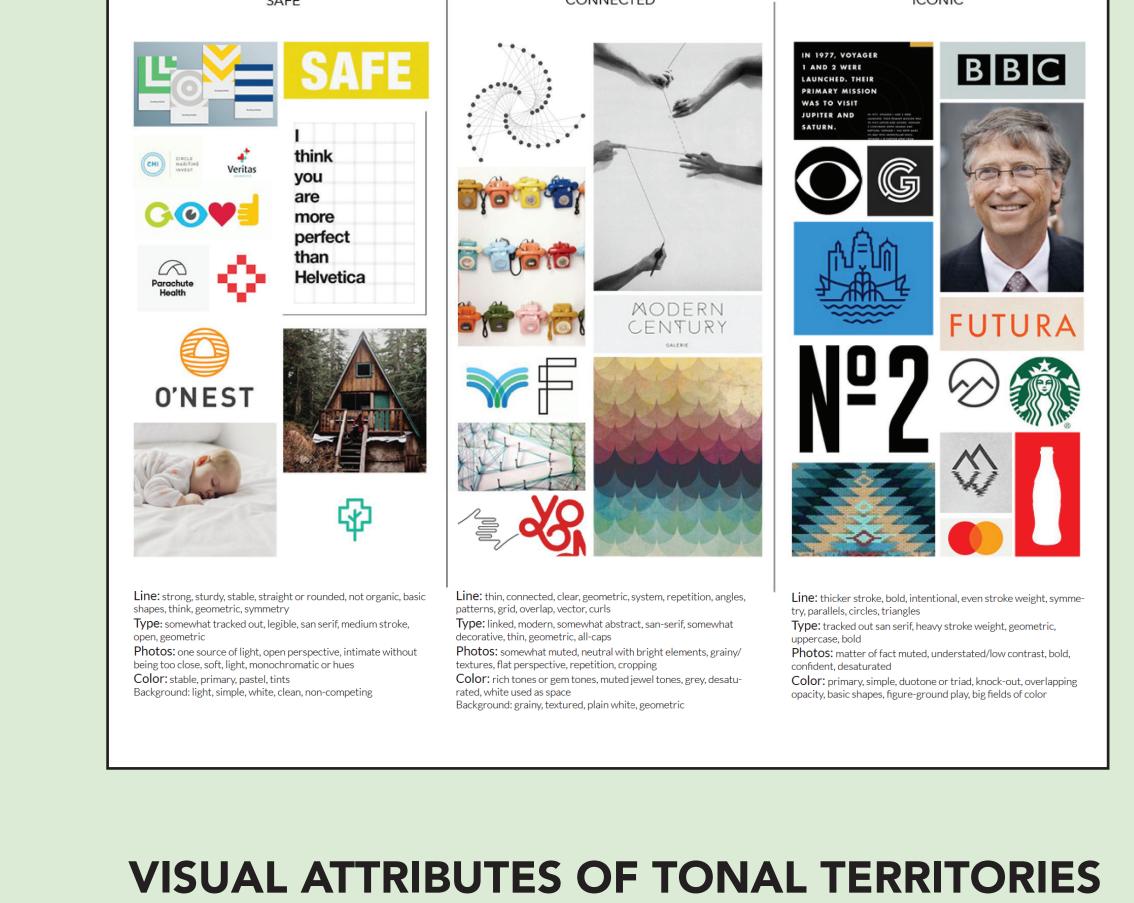


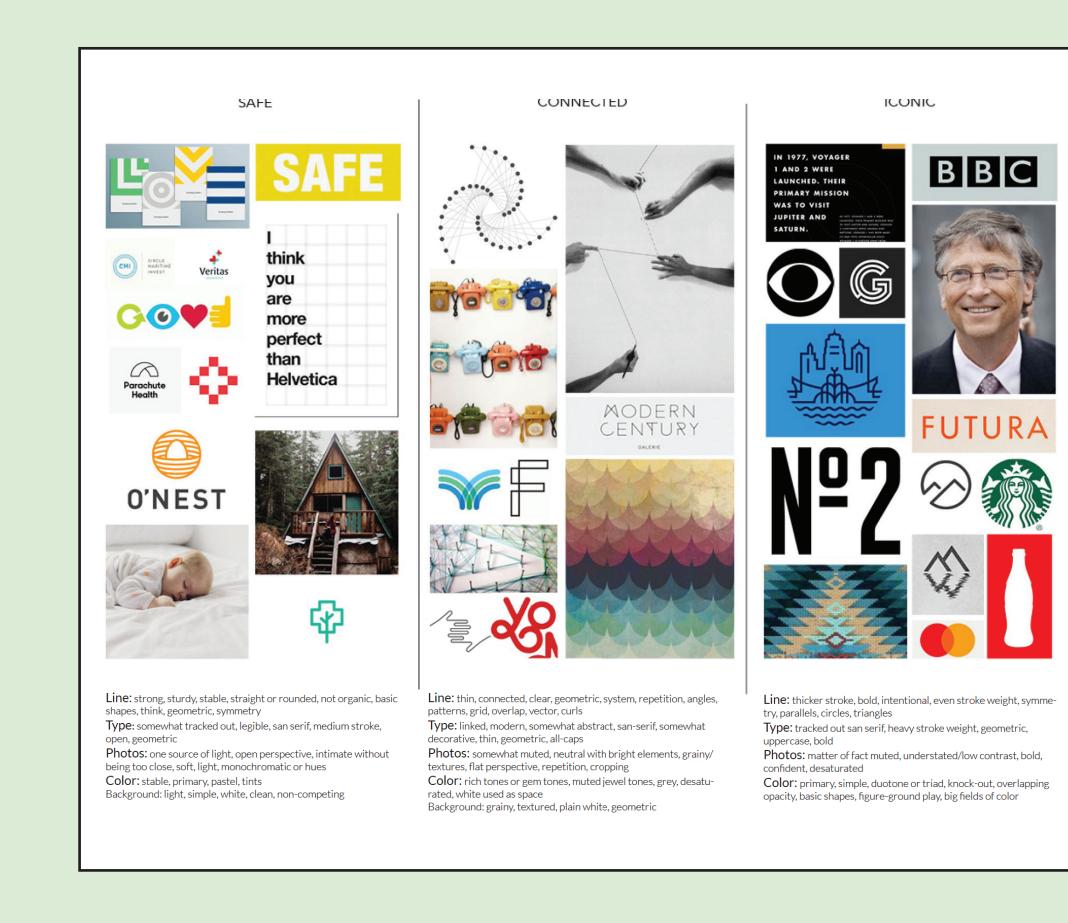
Since 1951, the Washington State Ferries has connected

travellers to their destinations with safe, dependable service across the scenic Puget Sound region.

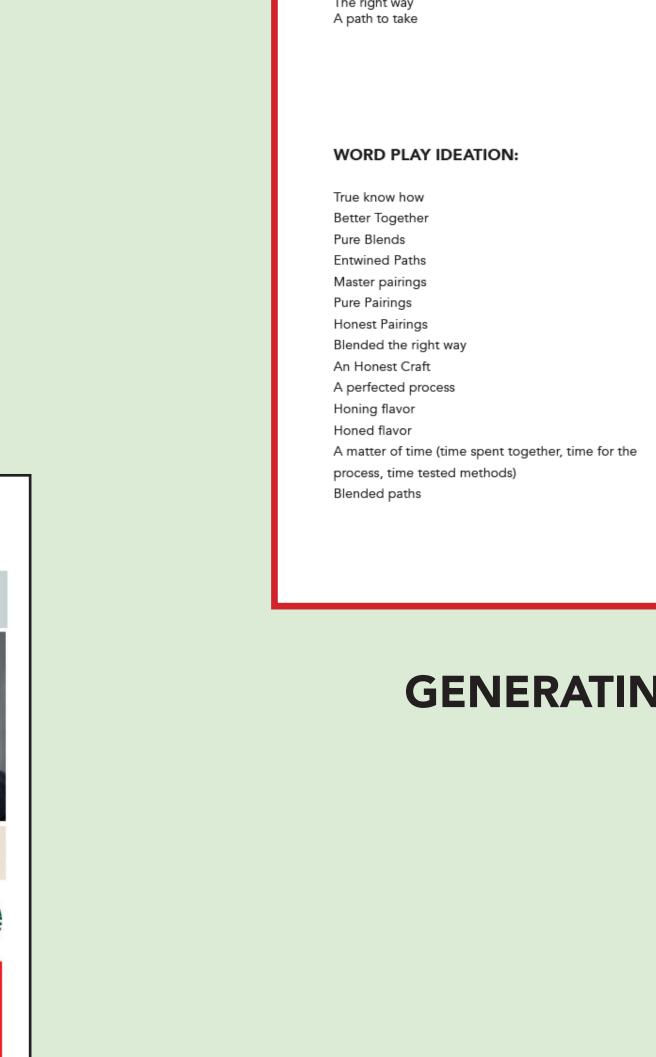
are at WSF. It creates alignment of our core reason for being within the organization and shapes our strategic decisions we make over time.

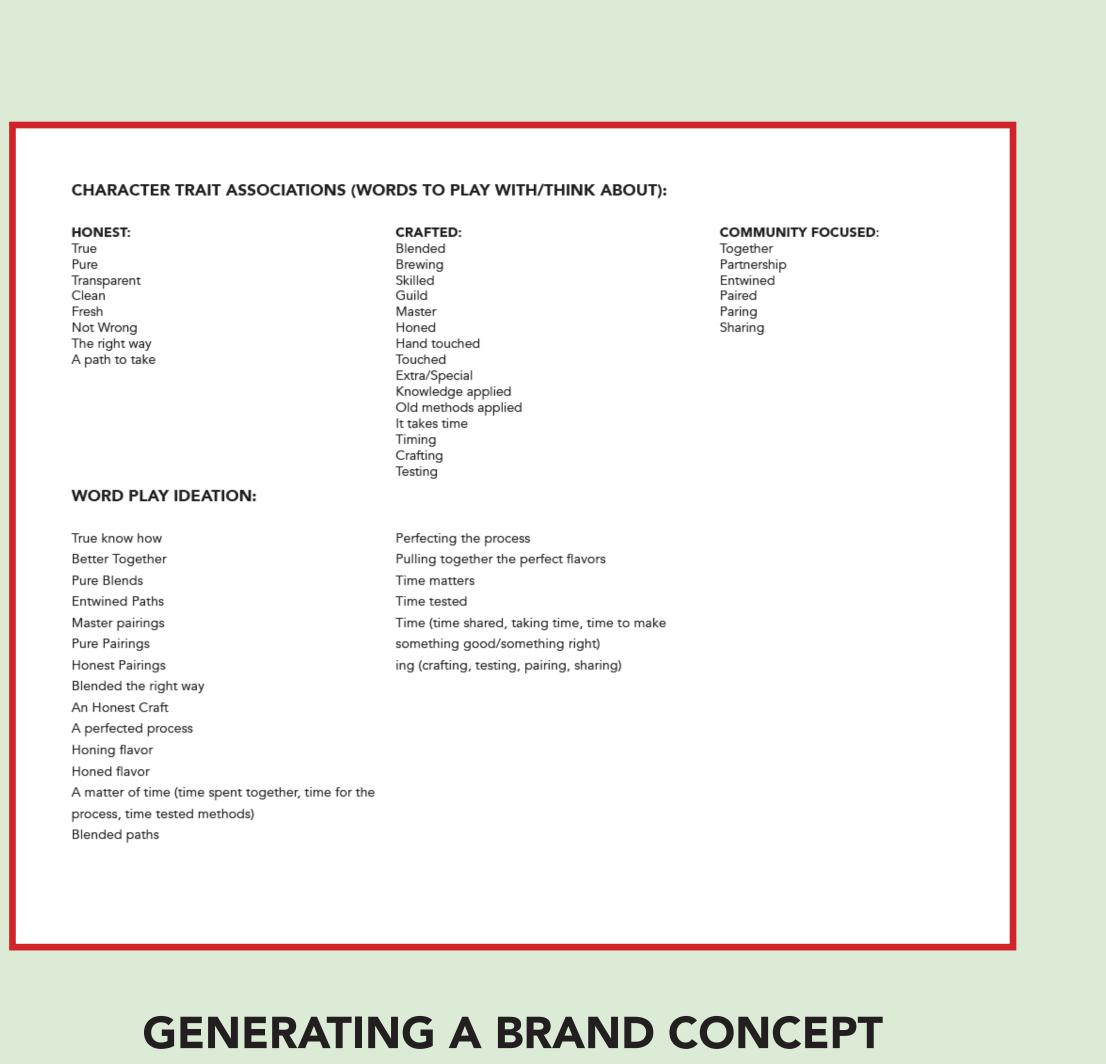


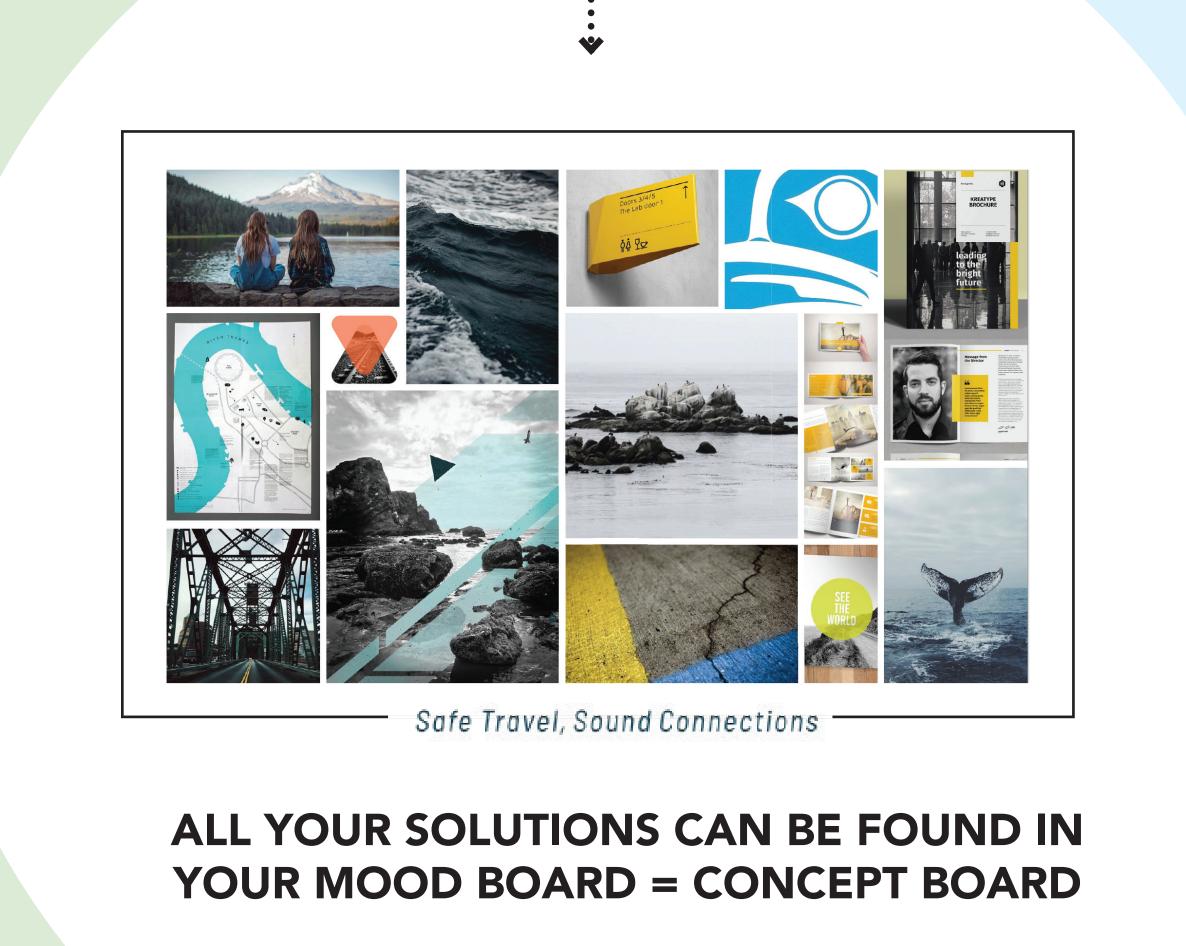




TONAL TERRITORIES







SOLUTION

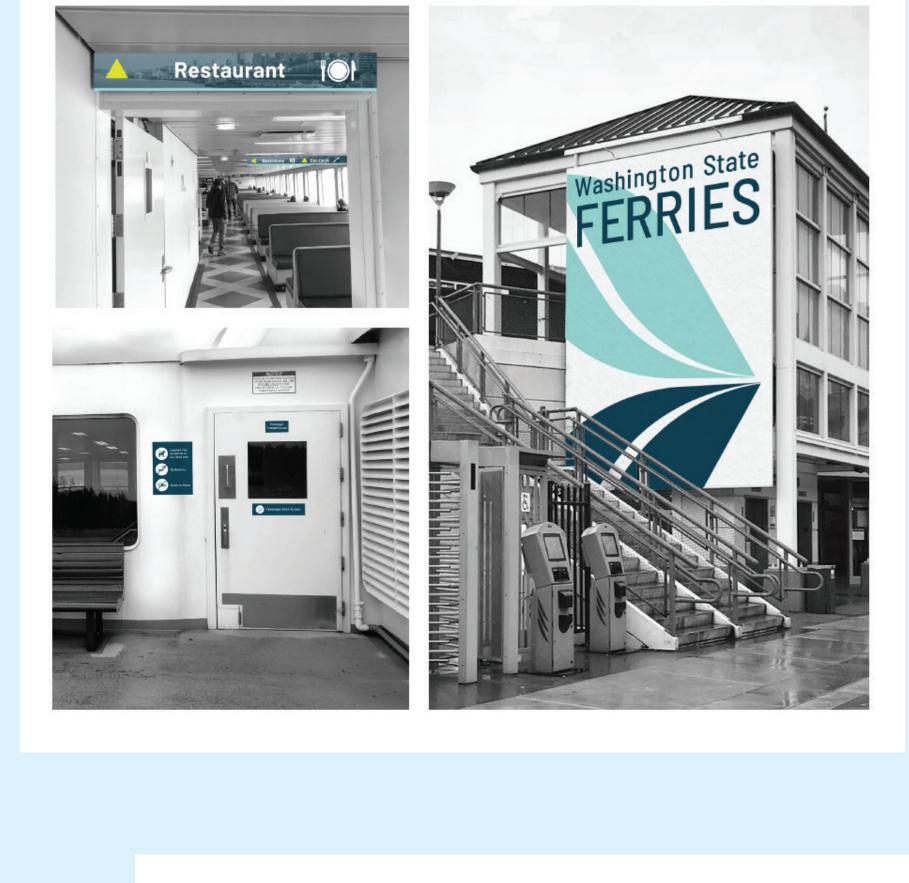
MOOD BOARD = CONCEPT BOARD

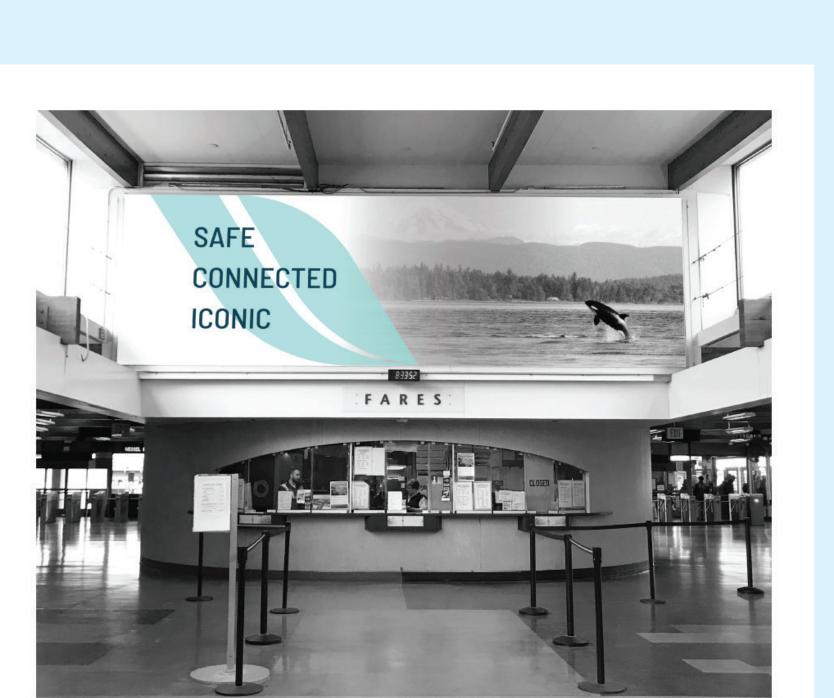


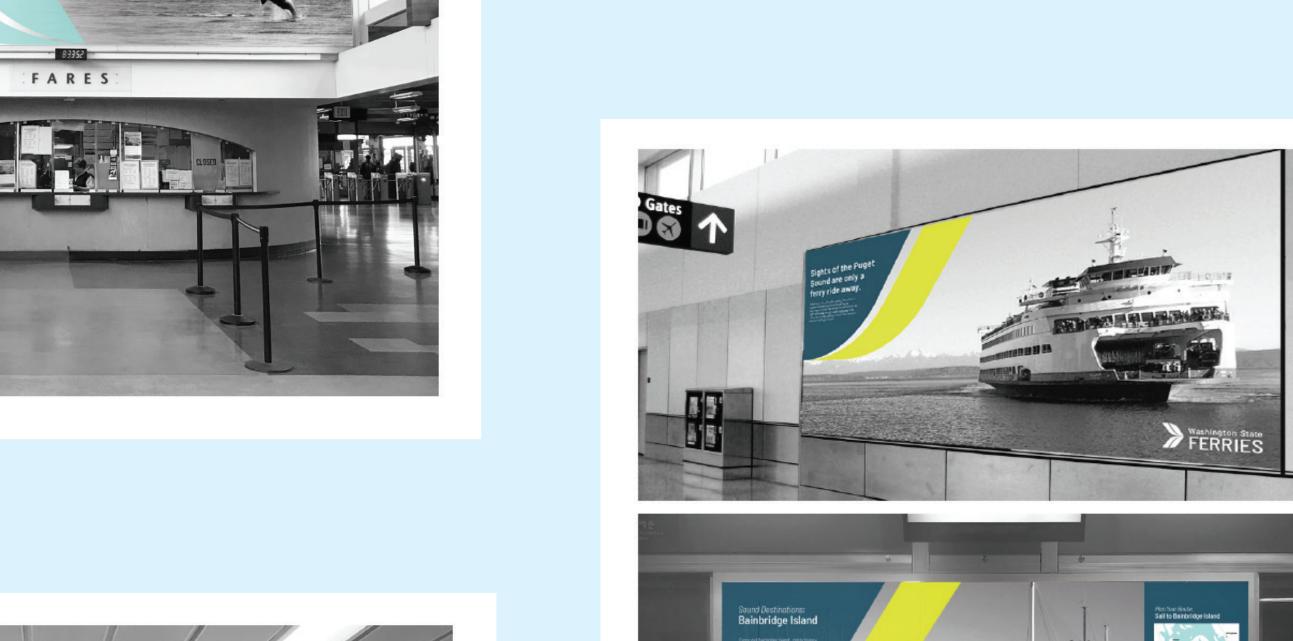


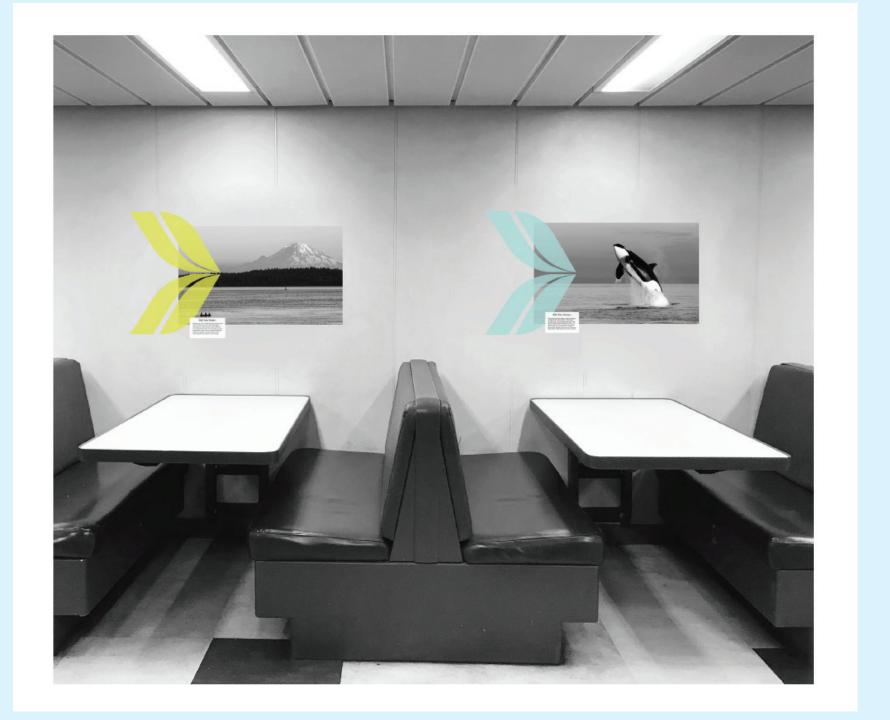


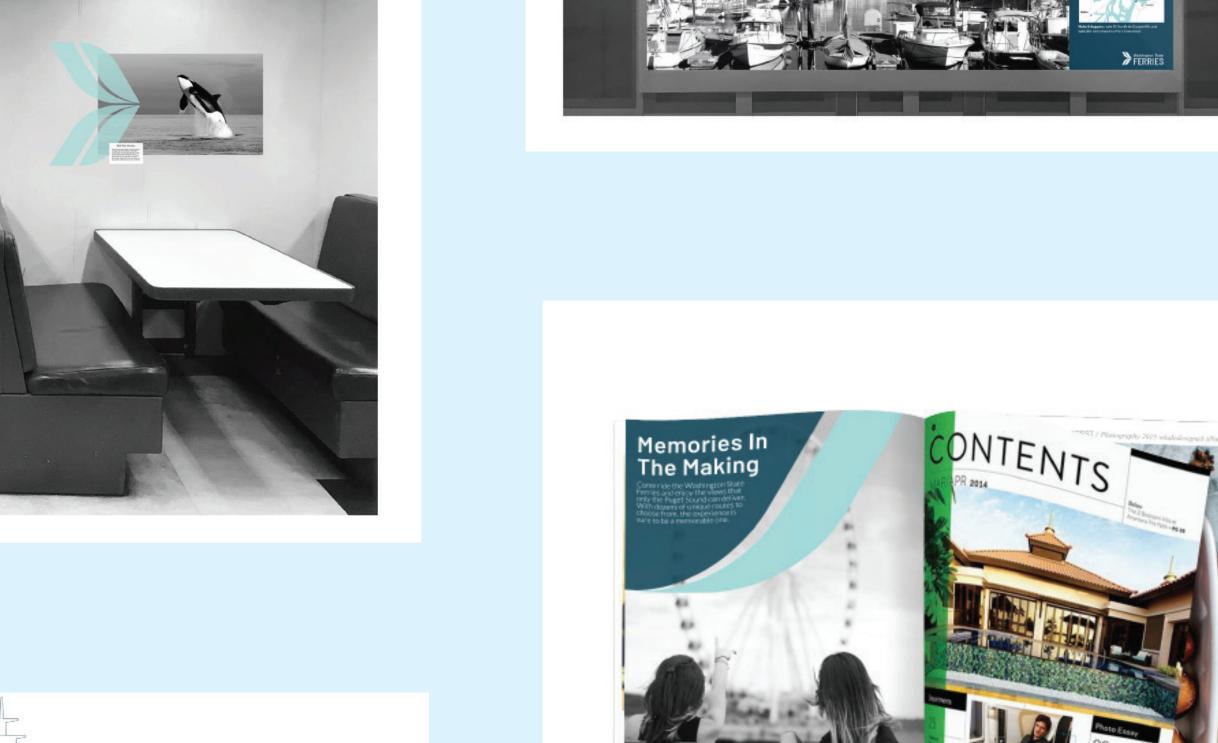
Restrooms 🛉 🚺 Sun Deck 🚅

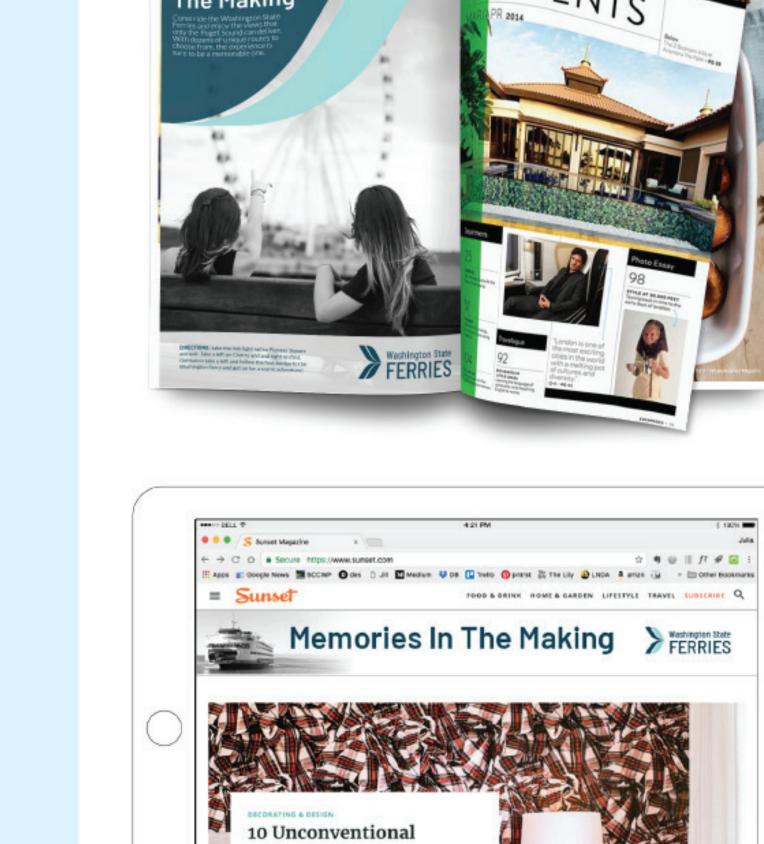






















We believe transit should be convenient and enjoyable. That's why we offer frequent, comfortable, and safe crossings around the Puget Sound region.