

SEAGER
GRIT COMPANY



Look 01

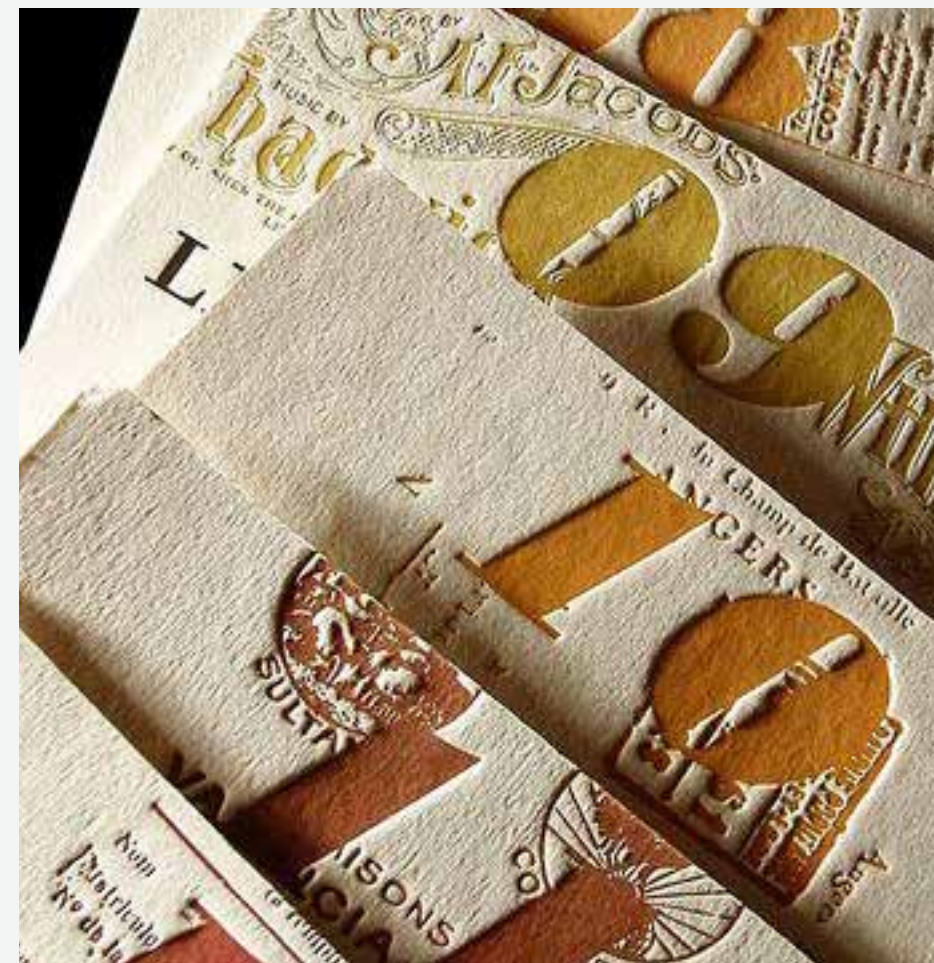
Typography Look

DESIGN ELEMENTS

- Western Type
- Letterpress Texture
- Layered Colors
- Could also be very simple
- White on Black

PROS

- Simple and Impactful
- Speaks to Western Grit
- Can easily show info





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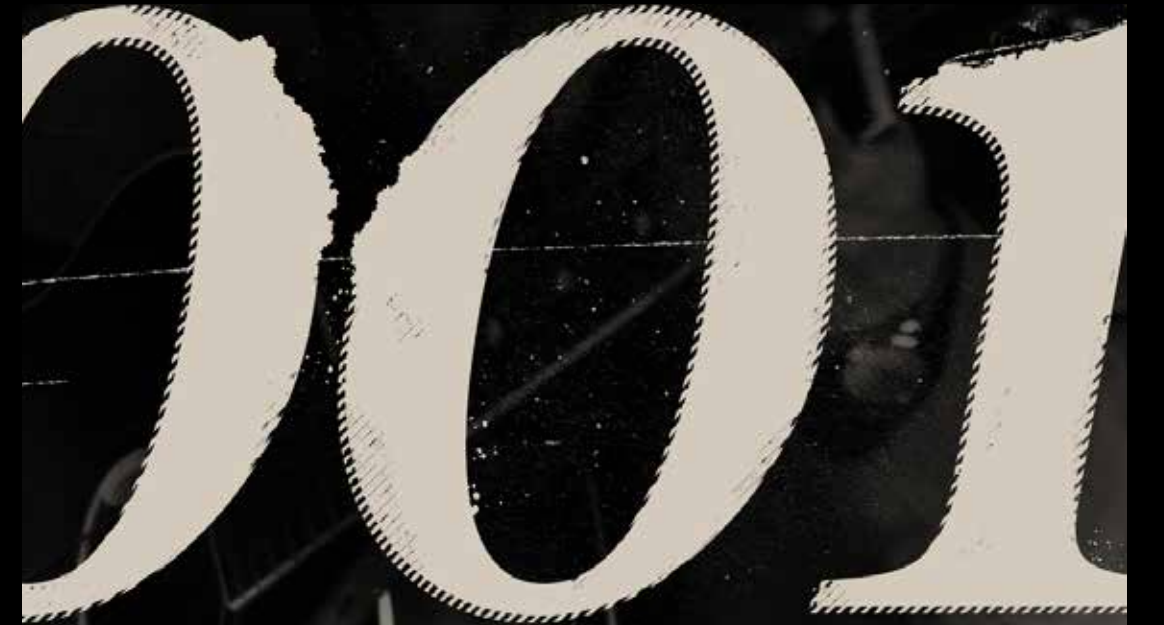
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SEAGER *Story Time*

NAME:

CHARLEY CROCKETT

PERSONAL LEGEND:

MUSICIAN / COUNTRY SINGER

MENDICINO, CA

03

Look 02

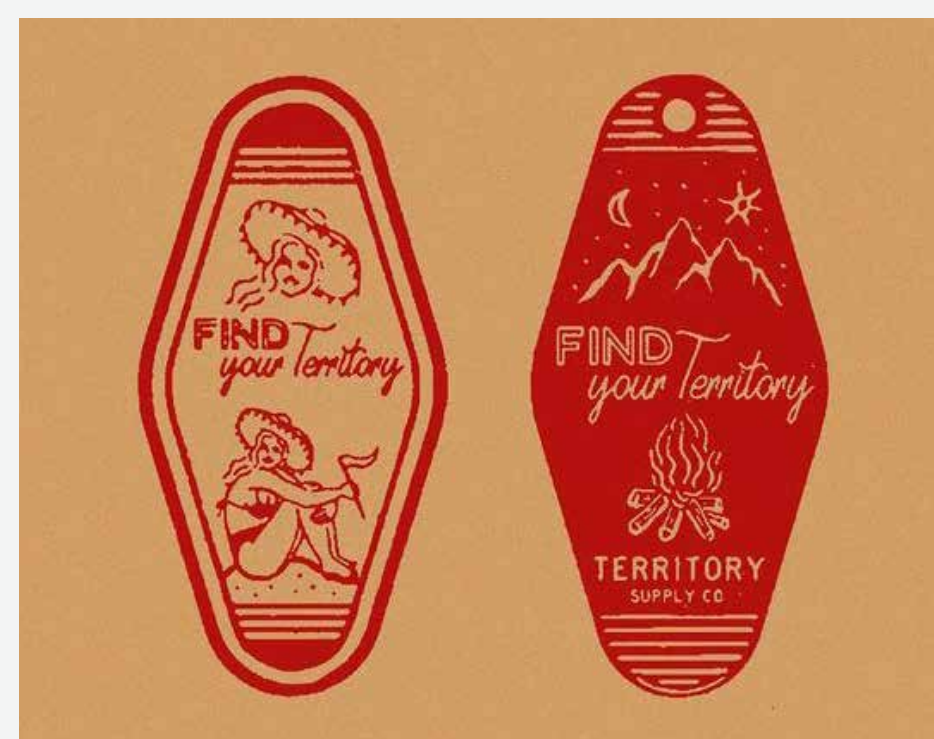
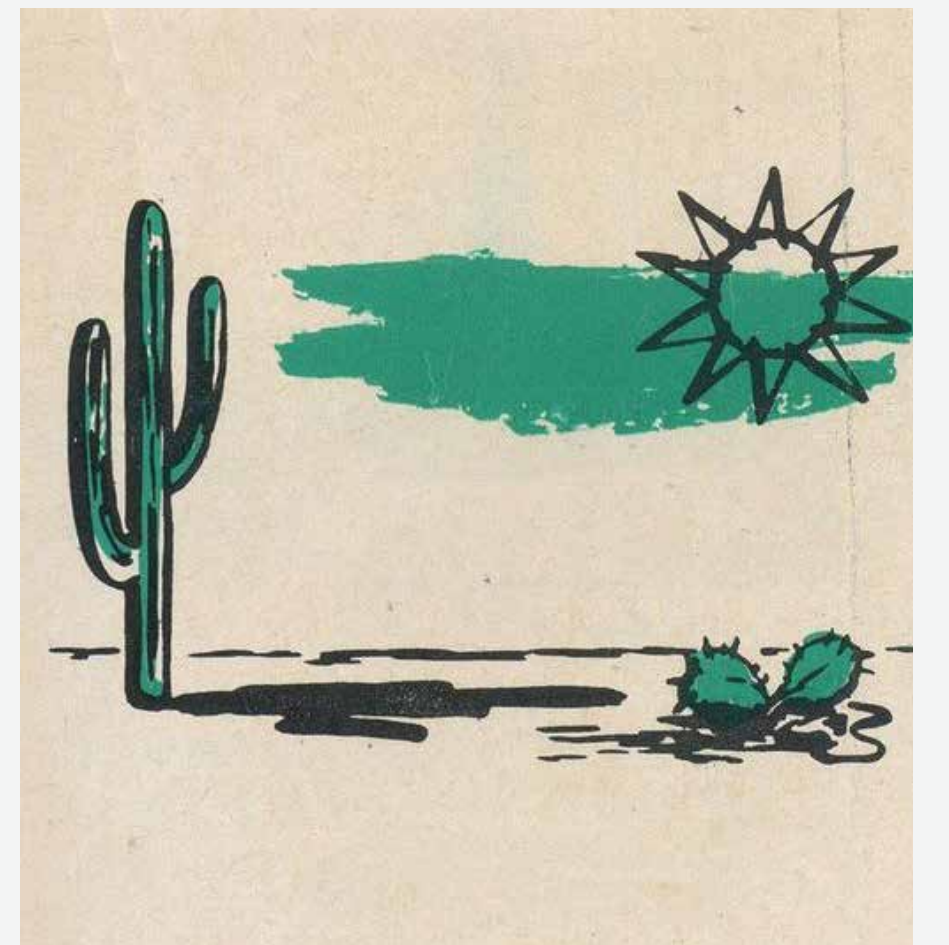
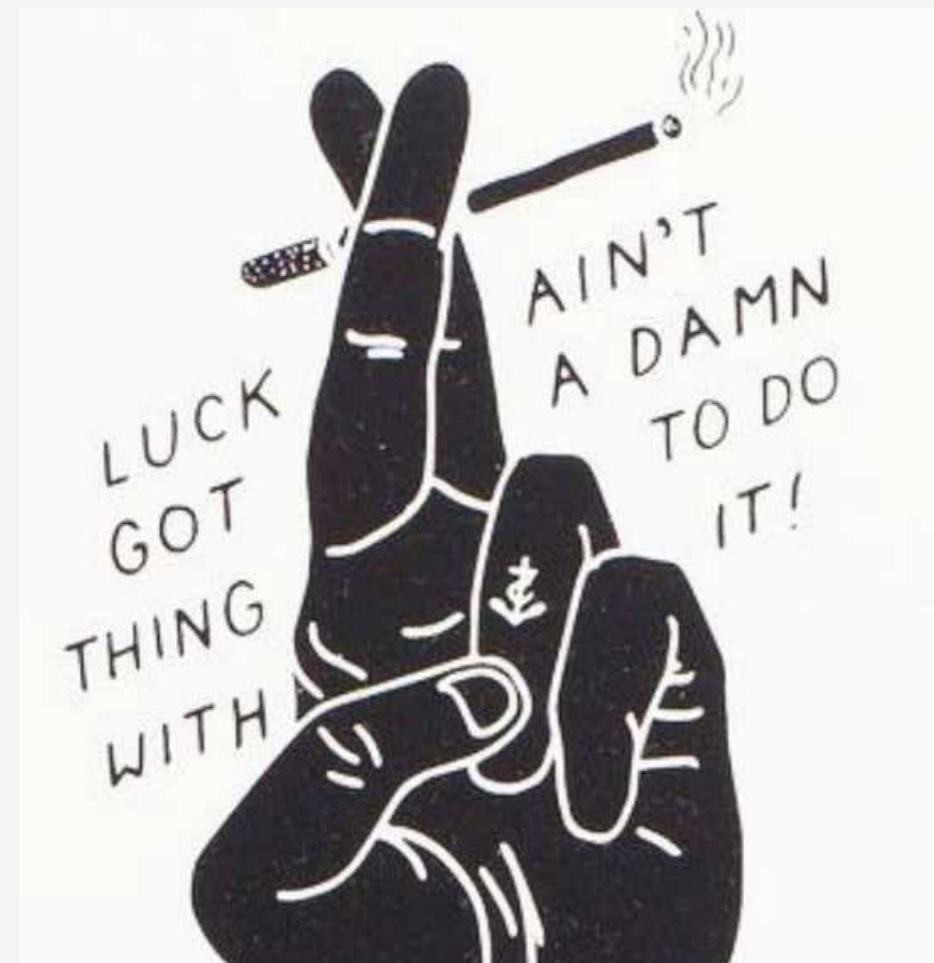
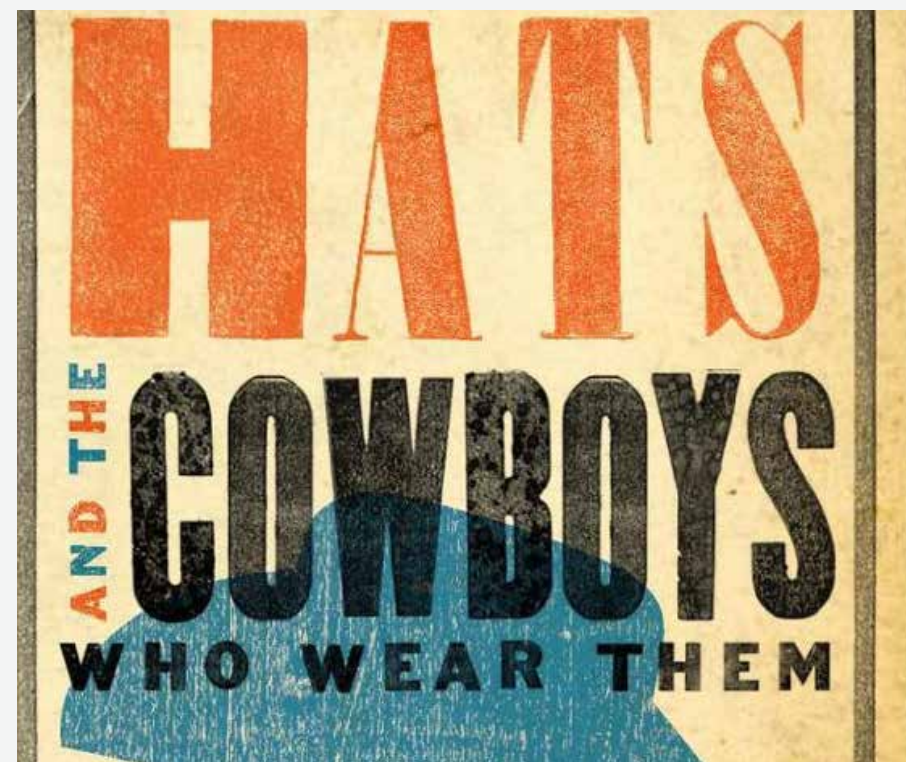
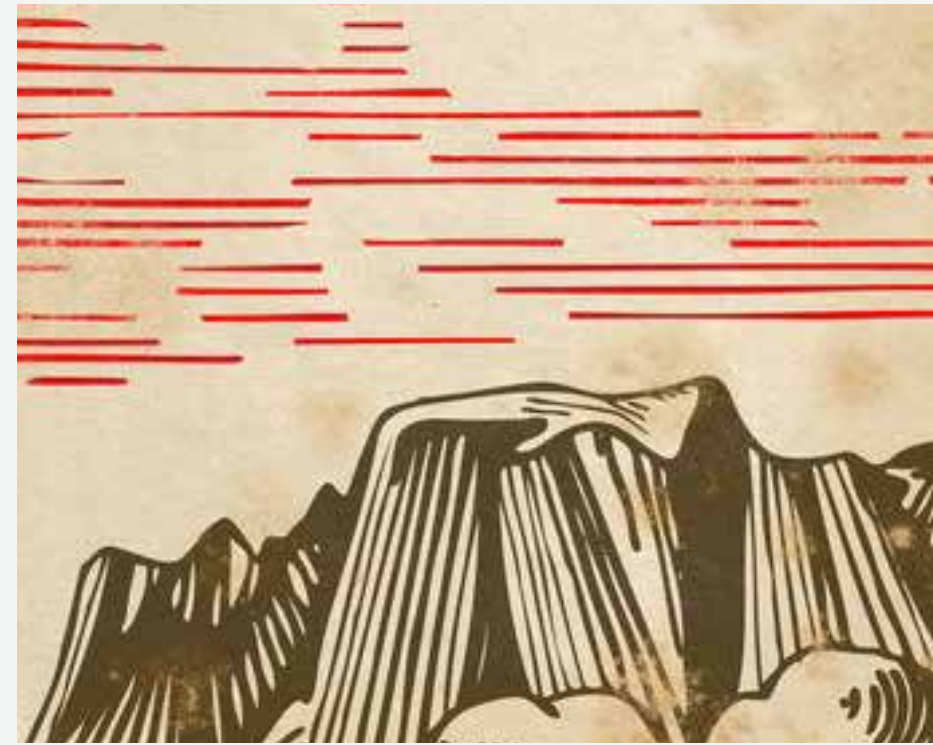
Illustration Look

DESIGN ELEMENTS

- Animated Illustration
- Woodpress Look
- Limited Color Palette

PROS

- Storytelling Aspect
- Unique
- Western Grit Look





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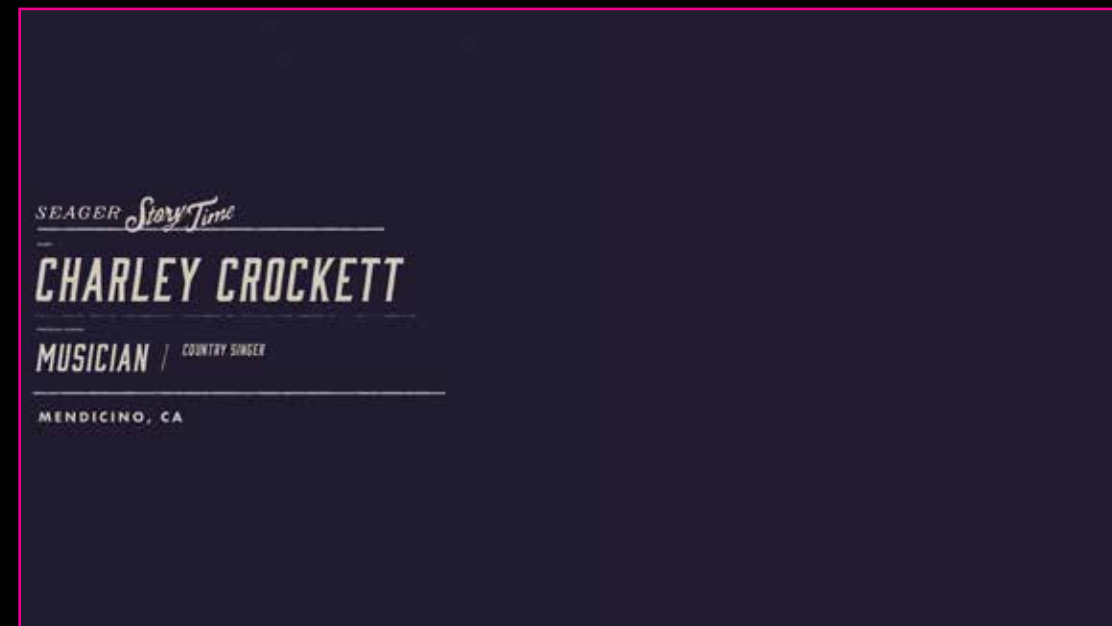
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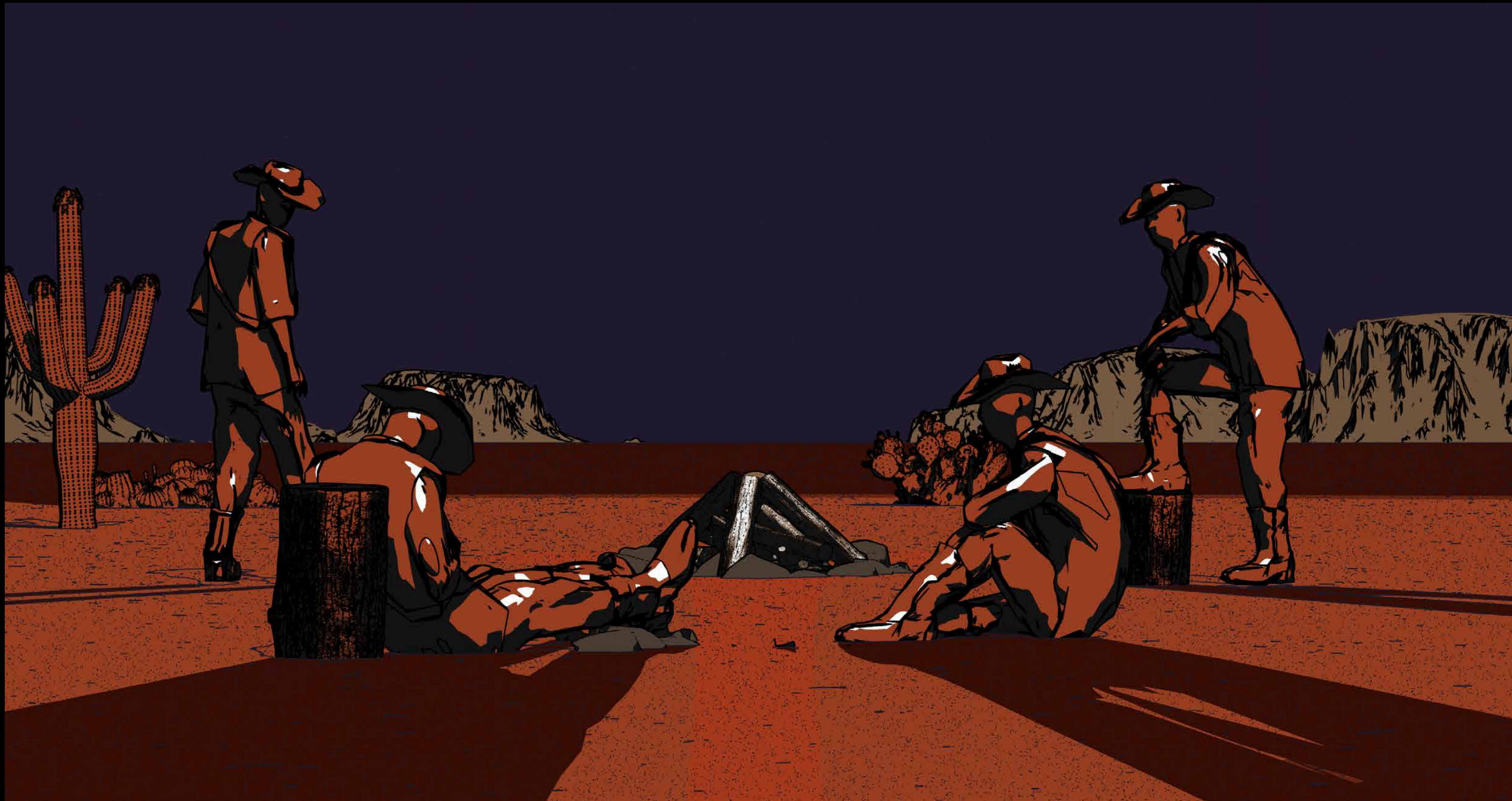
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Look 03

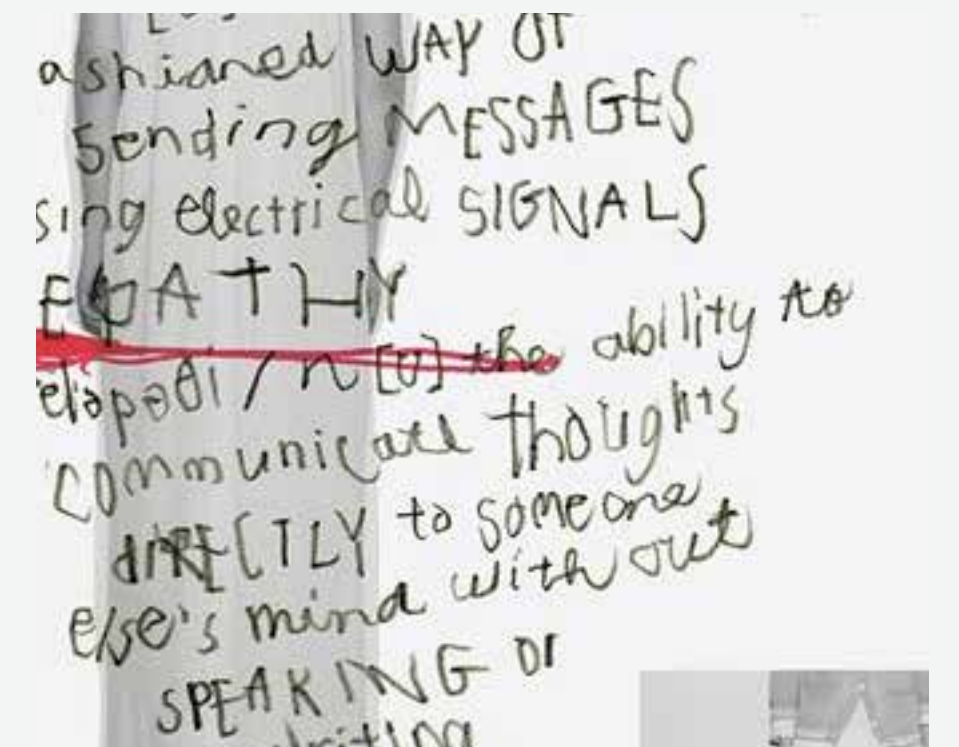
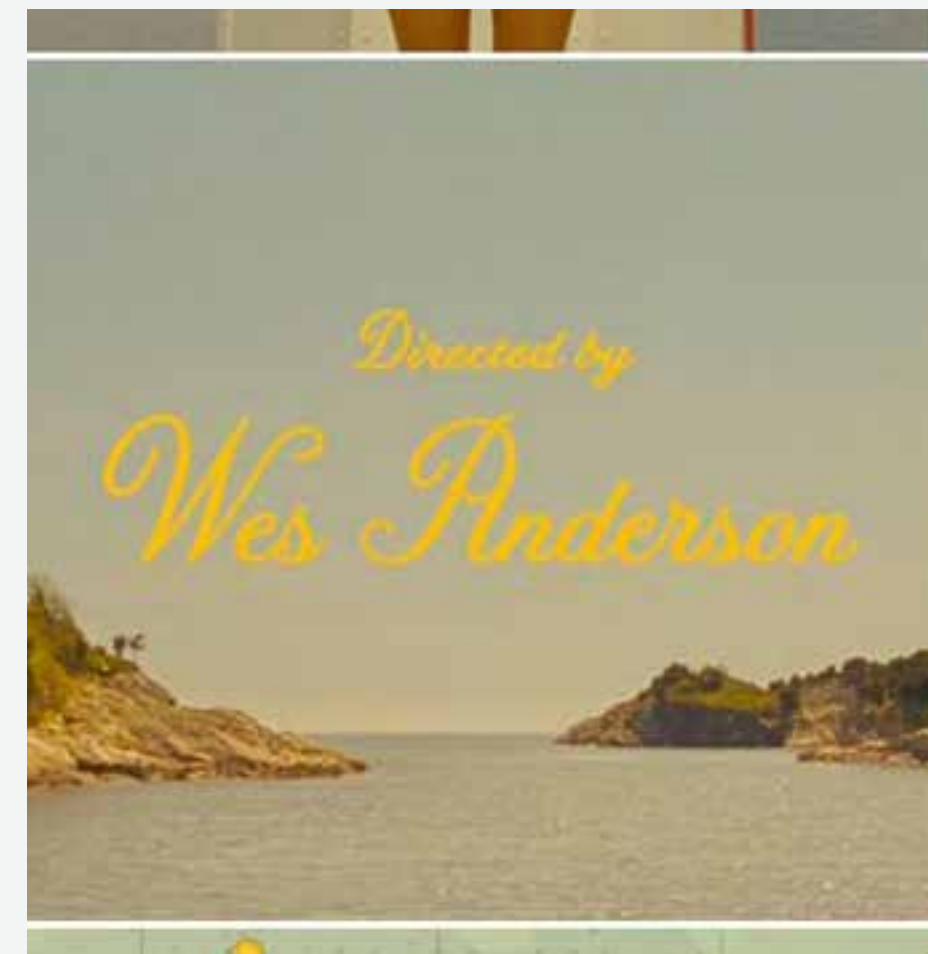
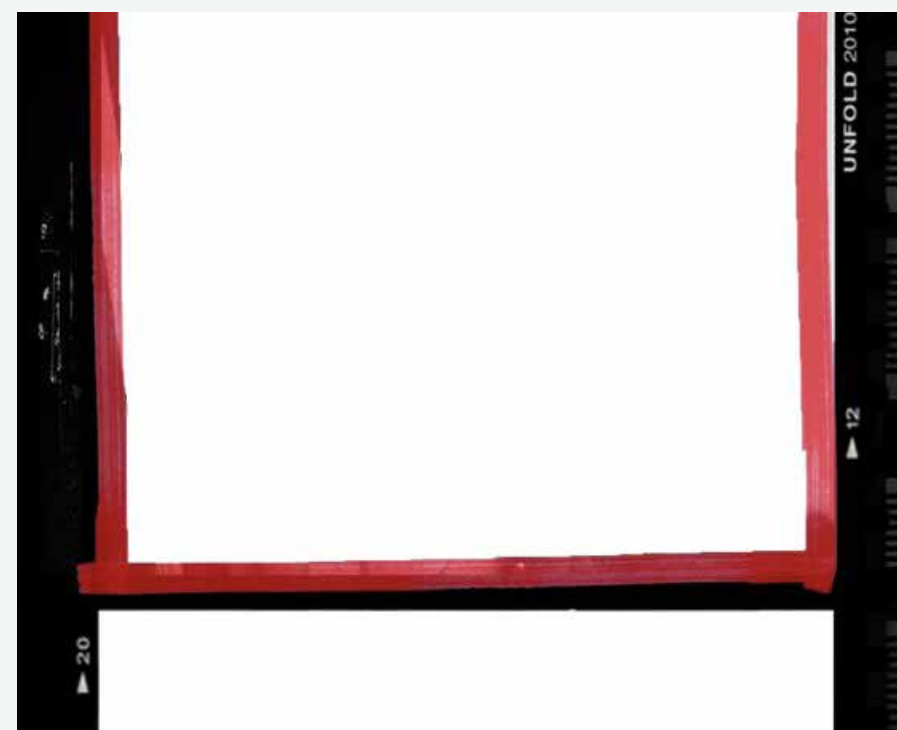
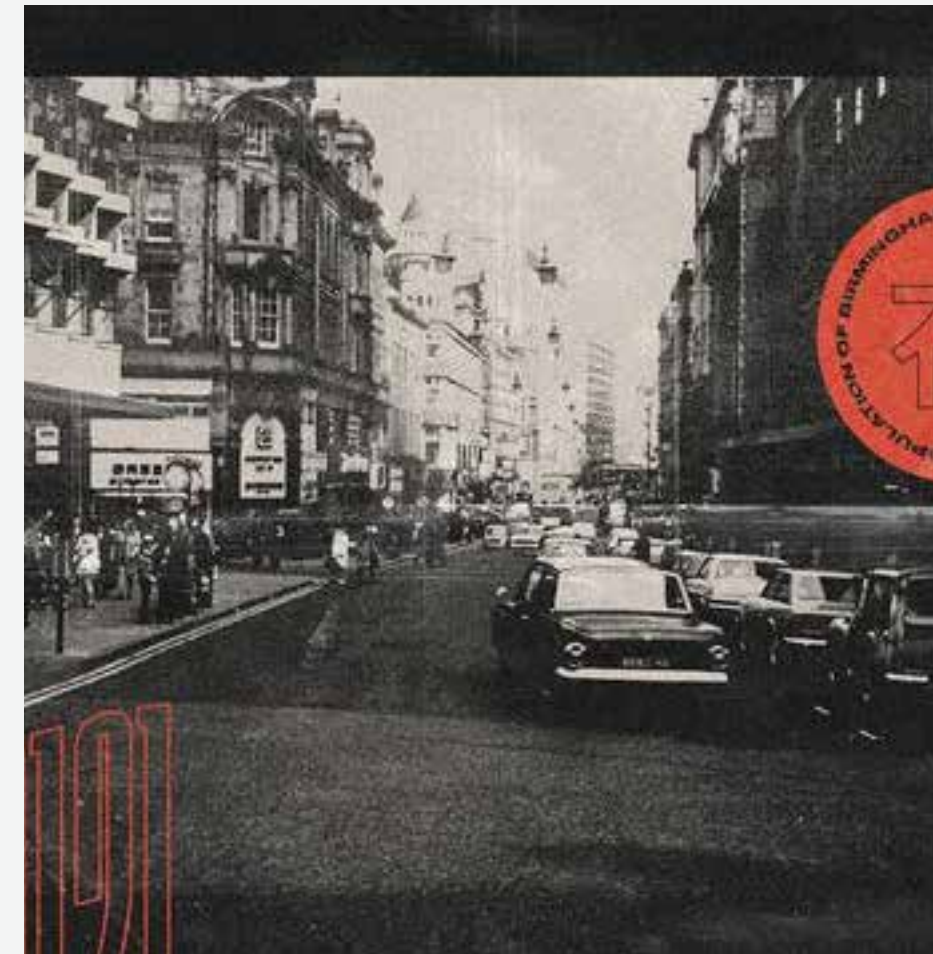
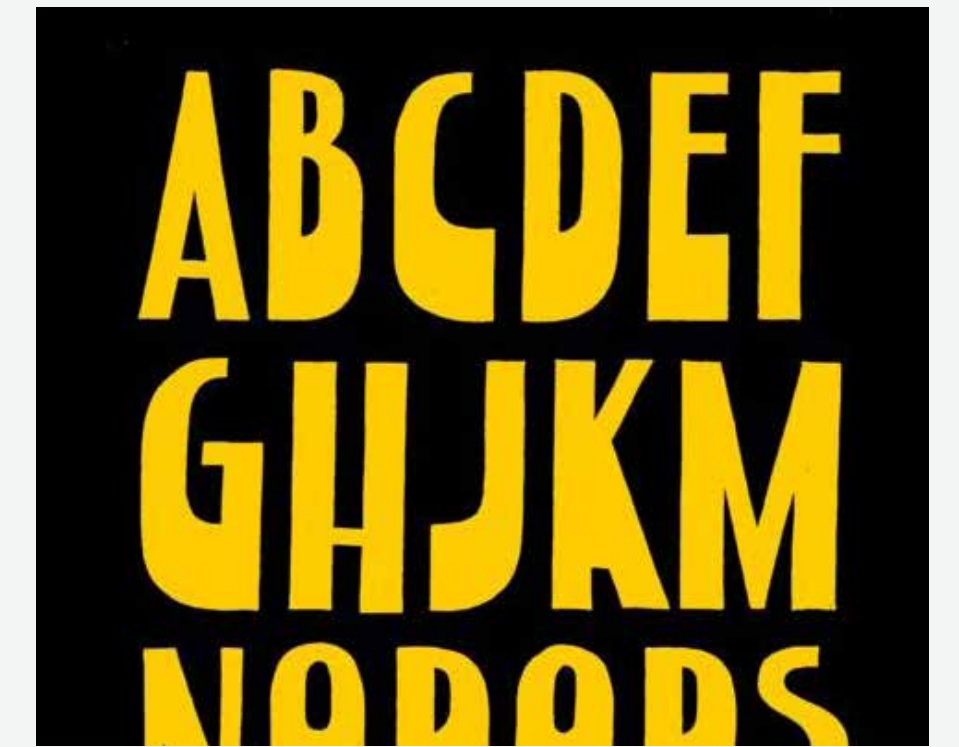
Film Projector Look

DESIGN ELEMENTS

- Film Light Leaks
- Futura Typeface
- Yellow Type Color
- Projected onto Cardboard

PROS

- Able to show the Brand
- Speaks to Previous Seager Edits





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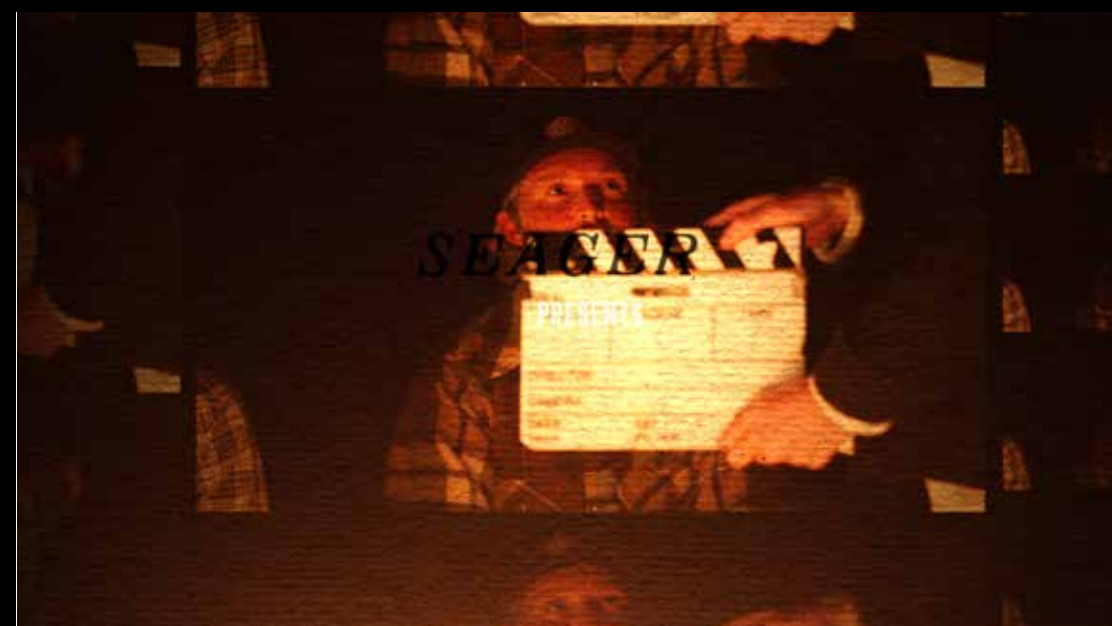
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