

NIKKI BRAND
STUDIO
LA

Art Director + Brand Specialist
PORTFOLIO

1. **HOUSE PARTY MAGAZINE**
2. **HOUSE OF SPOILS**



As Art Director of this high-end 300-page print publication I lean on my experience in editorial design and curation, working alongside Editor, Joe Bullmore ('Gentleman's Journal'), and a network of the world's best storytellers, photographers, and creators. House Party is defined by fun writing, beautiful imagery, and eclectic contributors, all told through brilliant art and thoughtful design. Feature Highlight of Issue #1: "Interview with Walter looss Jnr".



HOUSE PARTY

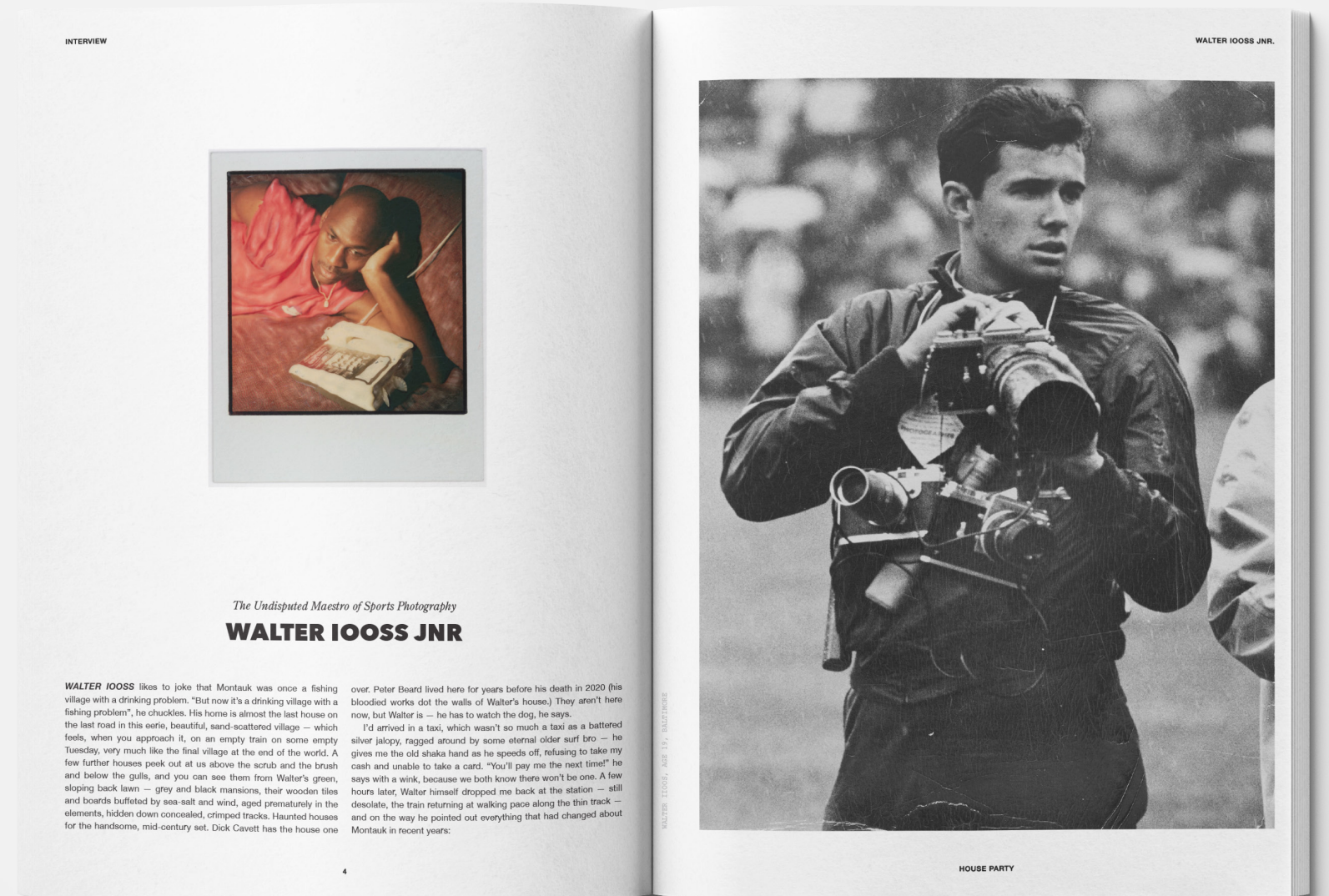
Limited Edition Box Set Design (above).
Vol.01 Cover ft. Walter looss (right).



HOUSE PARTY
Walter looss Interview Layout



HOUSE PARTY
 Walter Iooss Interview Layout



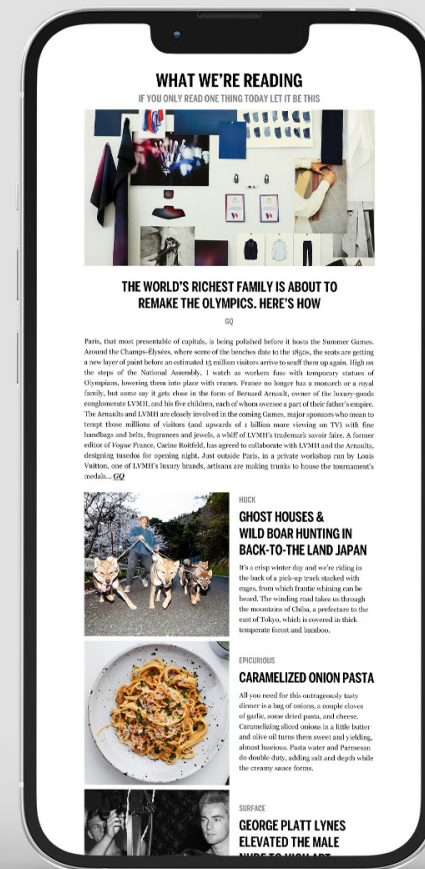
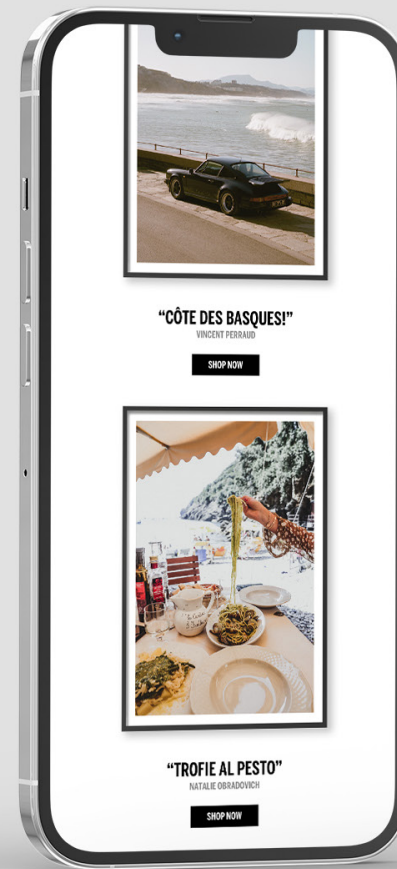
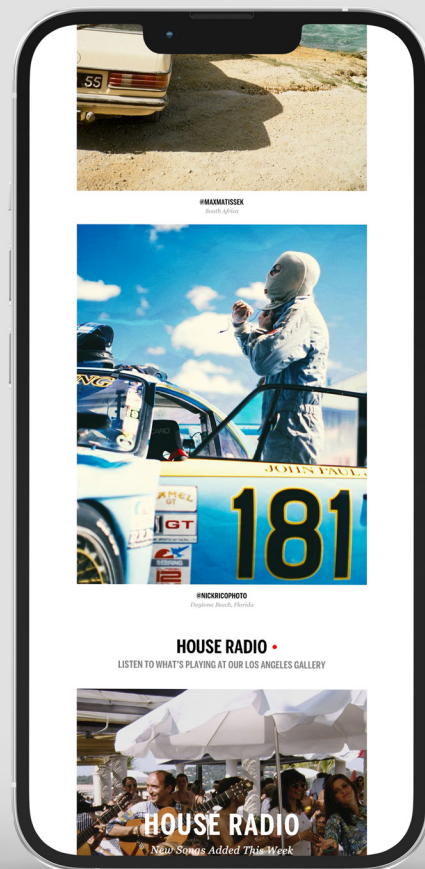
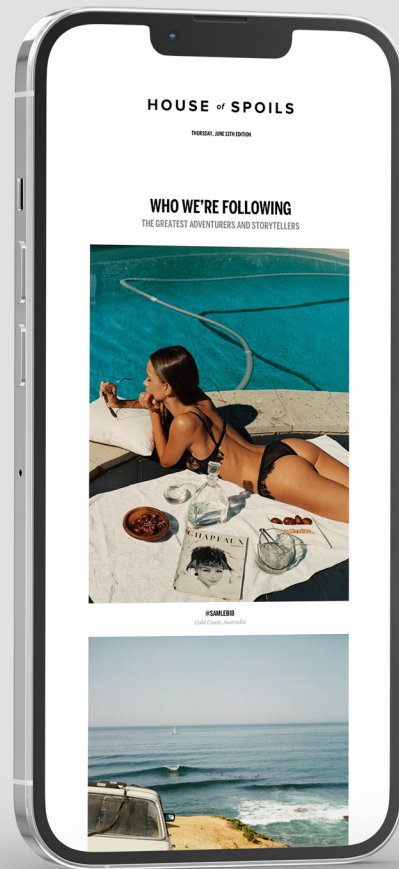


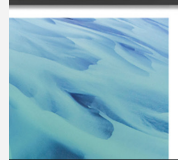


HOUSE PARTY
Palio de Siena Feature Layout



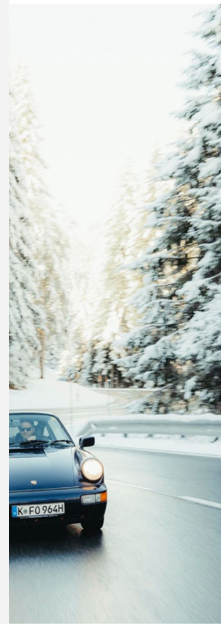
House of Spoils Editorial (e-newsletter) is delivered tri-weekly to over 500k dedicated international readers' inboxes. With an average open-rate of over 50% and above industry-standard engagement, this Editorial is a thoughtfully-curated, image-heavy collection of the best and latest art, stories, news, and media. It exists to promote House of Spoils' Brand, Print Releases, and product offerings, driving readers to the House of Spoils online store and boasting a high sales conversion rate.



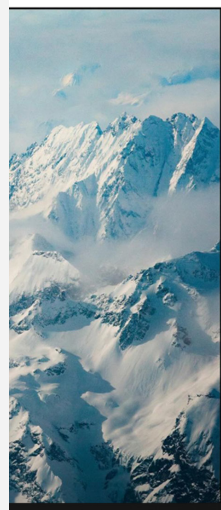


ITION

OLLOWING
AND STORYTELLERS



RES



SPOILS

ITION



@TANNERSEYMOUR
Club



@AKILA_BERJAOUI
Italy



@DOMINIKAPOLASZ
Maldives, Spitz

HOUSE RADIO •

LISTEN TO WHAT'S PLAYING AT OUR LOS ANGELES GALLERY



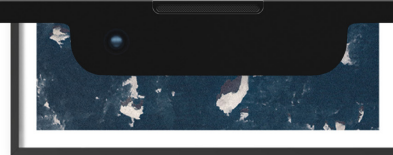
LISTEN NOW



"CHEERS WORTHY"

JOHN BARTON

SHOP NOW



#HERMESAUDIANCEHERMES



"YUCATÁN BREEZE"

NIKKI BRAND

SHOP NOW

WHAT WE'RE READING

IF YOU ONLY READ ONE THING TODAY LET IT BE THIS



DISPATCHES FROM THE ADDERALL EPIDEMIC

PIONEER WORKS

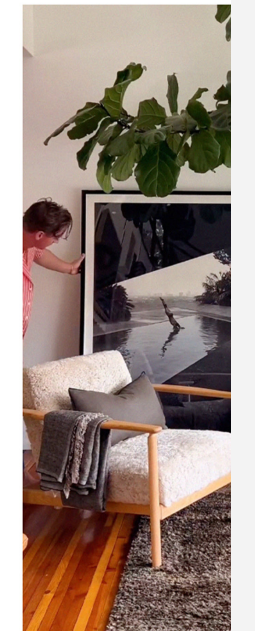
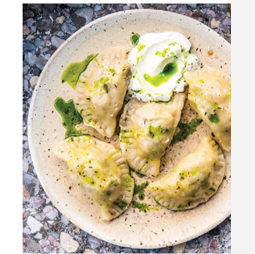
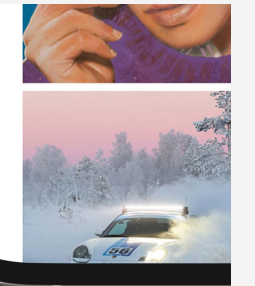
America runs on Adderall. From Silicon Valley to Wall Street, through prep school and grad school, in ad agencies and magazines, many of our most powerful minds are flying on prescription-grade speed. And all these uppers do a lot more than increase productivity. They induce a particular set of behaviors—a passive-aggressive management style, a manic discourse, a sarcastic affect—that can fuse into a culture when the number of users reaches critical mass. This culture is only becoming more pervasive. The last few years have seen the biggest spike in ADHD prescriptions since Adderall first passed FDA approval in 1996. If Adderall were not considered a productivity drug—economically beneficial, on balance—we would almost certainly be talking about an amphetamine epidemic. And maybe we should be. Adderall's efficacy for treating ADHD, and its popularity among the Professional Managerial Class, has helped obscure what a strange and deleterious drug it can be. Adderall is highly addictive, the returns it delivers are steadily diminishing, and the risks of heart disease and psychosis increase by the year. In the meantime, it just makes you kind of annoying. The drastic increase in Adderall use hasn't raised nearly as much uproar as the national shortage it helped cause. The consternation at the peak of the drought was understandable: our country was suddenly lacking one of its key ingredients. Productivity declined by 3%. Twitter started to suck. People raised on Adderall started unwittingly dabbling in meth. At Broadcast, we took this as an opportunity—a kind of pause—to reflect on the impact this pervasive drug has had on our culture. While Adderall use is widespread and normalized among a certain class of Americans, almost no one talks about it publicly. We were curious: What cultural shifts have come out of this incredibly upbeat epidemic? What are the short- and long-term consequences of millions of people getting hooked on speed?... *Pioneer Works*



ANOTHER
**HOW RICHARD BERNSTEIN
CREATED INTERVIEW'S
ICONIC 1980S COVERS**

Who but Richard Bernstein (1931-2002) could create portraits for the cover of Interview that embodied the spirit of Andy Warhol's pop art empire with a perfect blend of glamour and panache?

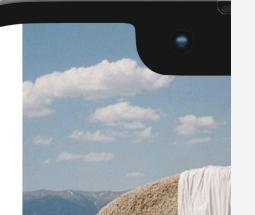
GENTLEMAN'S JOURNAL
DAI VINCI A MUTANT



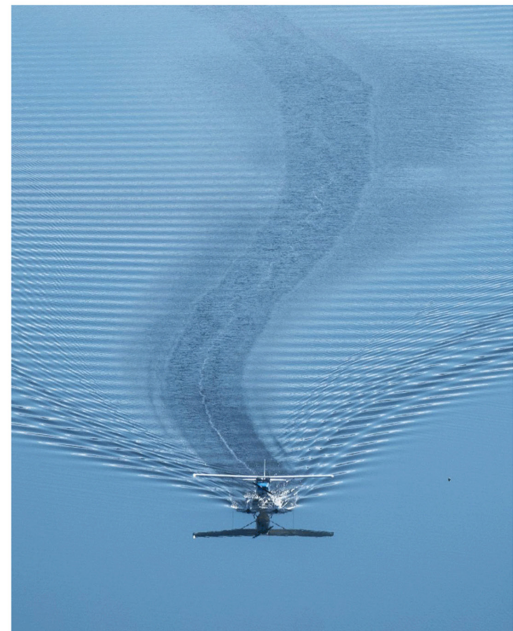
MORE C



No longer want
House of Spoils



WHO WE'RE FOLLOWING
THE GREATEST ADVENTURERS AND STORYTELLERS



@EVANLEWIS.EXPEDITION
Istanbul



@DONARIBRAXTON
New York City, New York



@KELSCALLISTER
Utah

LISTEN TO WHAT'S PLAYING AT OUR LOS ANGELES GALLERY



HOUSE RADIO
New Songs Added This Week

LISTEN NOW



"WE'LL MISS YOU"
AARON BRIMHALL

SHOP NOW



"NAVAJO NATION"
JARED CHAMBERS



"RUNNING TO NOSTALGIA"
AARON BRIMHALL

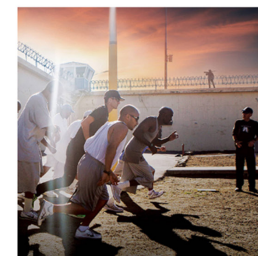
SHOP NOW

WHAT WE'RE READING
IF YOU ONLY READ ONE THING TODAY LET IT BE THIS



THE DAY RAM DASS DIED
THE NEW YORKER

Ram Dass's life is the subject of multiple documentaries, an autobiography, and a docuseries in development starring "High Maintenance"'s Ben Sinclair. He was born Richard Alpert in 1931 to a wealthy Boston family. His pedigree was sterling: a Stanford psychology Ph.D., tenure track at Harvard, visiting professorship at Berkeley. In 1963, after five years at Harvard—much of it spent studying psychedelics with his fellow-psychologist Timothy Leary—he was fired for giving psilocybin mushrooms to an undergraduate. He hopped around for a few years, often taking obscene amounts of mind-altering substances with Leary at the Hudson Valley estate of his friend Peggy Hitchcock. In 1967, like so many other Westerners of the time, he travelled to India in pursuit of exotic answers to life's biggest questions. He'd grown disenchanted with the psychedelic world, which had come to seem rote defined by highs and comedowns. In India, he met a Californian hippie named Kermit Riggs and followed him to a village called Kainchi, in the Himalayan foothills, to meet Riggs's guru. The guru was an old, squat man named Neem Karoli Baba. Before long, an enthralled Alpert was reborn as Ram Dass, or roughly "servant of God." He returned to America later that year, arriving at the airport dressed in white robes and with a long, scraggy beard, and began his career as a spiritual teacher. Most of what he talked about, from 1967 to his death, were the experiences he had with Neem Karoli Baba, whom he called Maharaj-ji ("great king"), and the spiritual beliefs that emerged from those experiences. — *The New Yorker*



SATISFY RUNNING
26.2 TO LIFE WITH CHRISTINE YOO

26.2 to Life is a documentary that follows the story of The 1000 Mile Club as they train for the upcoming San Quentin Prison Marathon, which involves running 105 laps of the yard. It's a chance to achieve something they never thought possible and redefine themselves beyond their crimes.

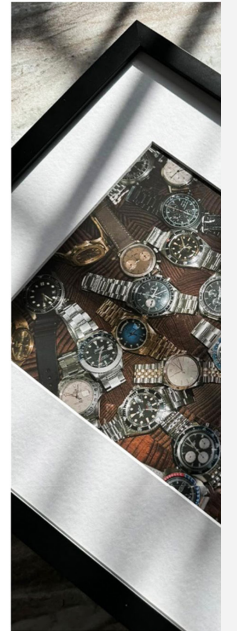
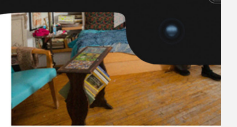
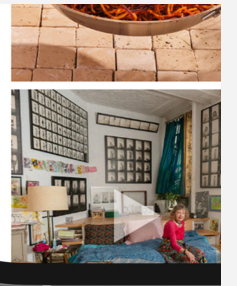


SAVEUR
SPAGHETTI ALL'ASSASSINA ('KILLER' SPAGHETTI)

Hailing from Bari, Italy, spaghetti all'assassina is a relatively new entry into the pasta canon. It's made by simmering spaghetti in spicy tomato sauce until the pasta is al dente and the sauce is mostly absorbed or evaporated and about as thick as tomato paste. It's then fried until the pasta turns golden brown and crispy in



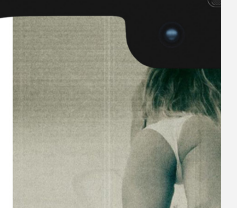
YOUTUBE
DOCUMENTING AN ARTIST



MORE C



No longer want
House of Spo



HOUSE *of* SPOILS

HOUSE OF SPOILS LOGO

House of Spoils Logo Design (above).
House of Spoils Logo Application - signage for Chiltern Steet Gallery, London (right).



spoils[®]



SPOILS 5-PANEL DESIGN

Artwork for 'Spoils 5-Panel' Hat design (above).
Product Studio Photography for House of Spoils Online Store + Marketing Media (right).



PRODUCT STUDIO PHOTOGRAPHY

Clint Robert's 'Fleetwood' Framed Full-Bleed Print and 'Spoils 5-Panel' Hat (above).
Apparel Studio Photography for House of Spoils Online Store + Marketing Media (right).





HOUSE *of* **SPOILS**

THE ART OF LIVING



Fine art photography from the world's
most adventurous photographers

DIRT AVALANCHE
Aaron Brimhall



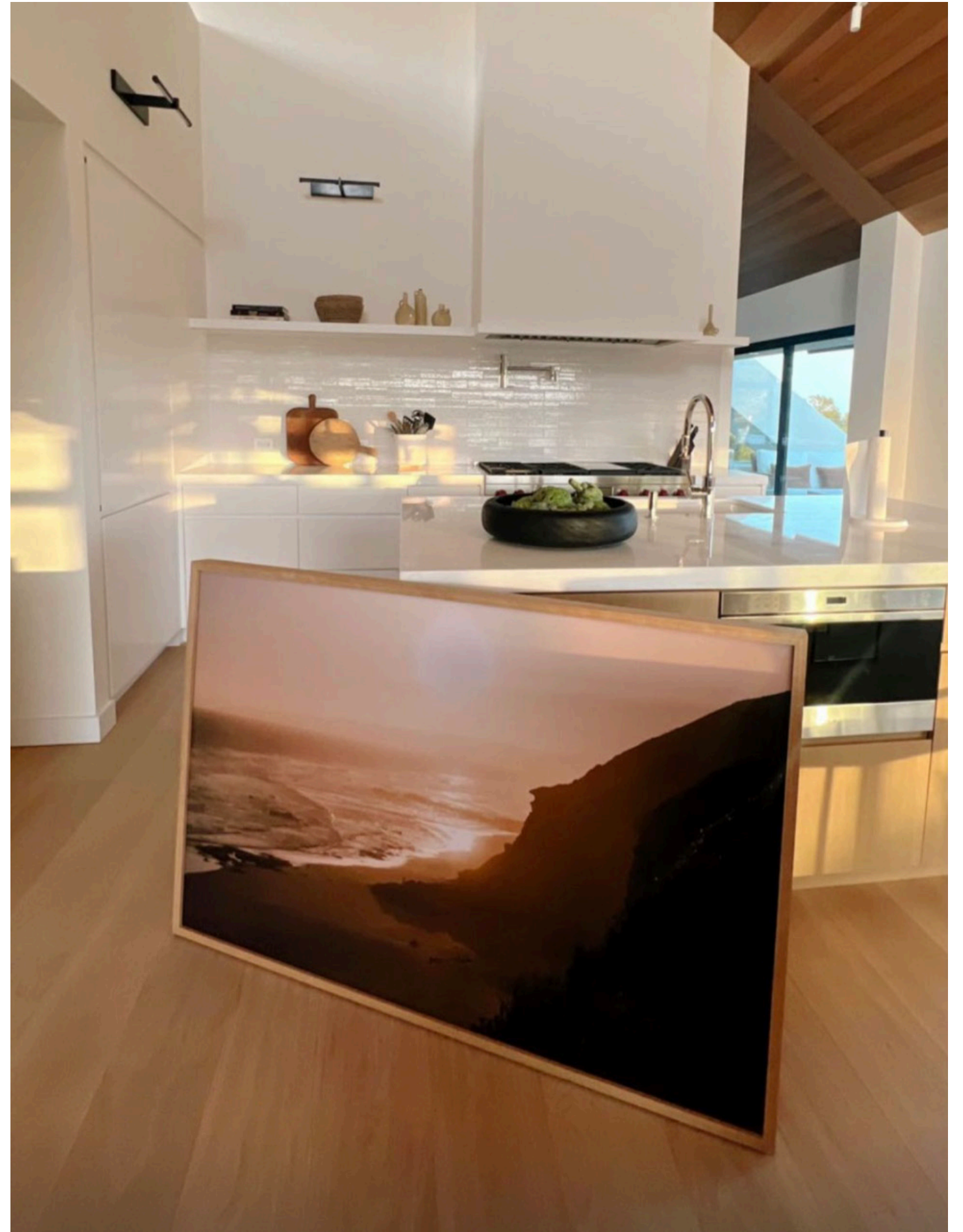


HOUSE OF SPOILS

Artist

2015 - Current

From a roster of 30 of the world's greatest photographers, I was chosen by Genevieve Gergis, Co-Owner and Chef of renowned Los Angeles Restaurant, Bestia, to create a custom framed artwork for her home in Los Angeles. Collaborating closely with Gergis and the House of Spoils production team, I created a Gallery-Quality 38" x 56" piece valued at \$6,000.



'WILDERNESS'

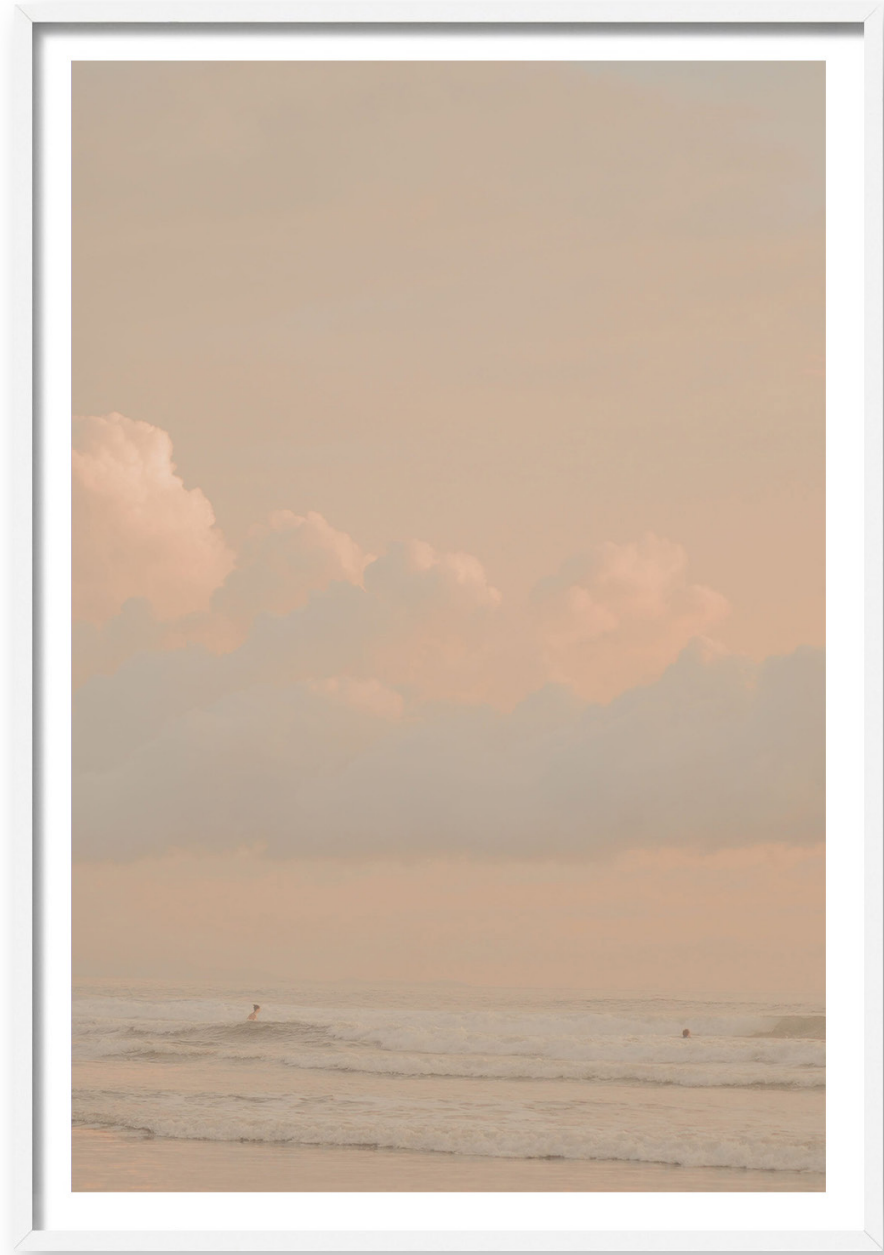
Custom Framed Limited Edition Print for House of Spoils 'Atelier'.



'NIGHT SWIMMERS'

From the House of Spoils Core Collection.





'PINK SKIES'

From the House of Spoils Core Collection.

NOT BAD AGENCY

Owner, Creative Director

2020 - Current

1. **HI.TI HAUS**
2. **SUPER NATURAL SUPPLY**

A Los Angeles-based Brand-focused Creative Agency; Not Bad was founded as a space and platform to collaborate with my growing network of top-tier creatives helmed by a vision to extend creative reach to projects that demand a tailored and dedicated approach. (*notbad-agency.com*)

NotBad
AGENCY

LOS ANGELES 90291

HI.TI HAUS

Founder, Creative Director // Branding, Art Direction, Design, Photography.

Founded in 2020, hi.ti. Haus was a Nootropics company offering plant-powered supplements in the consumer packaged goods arena, targeting the then-emerging wellness and alcohol-alternative industries in the United States. The flagship product was plant-based adaptogenic, prosocial capsules.

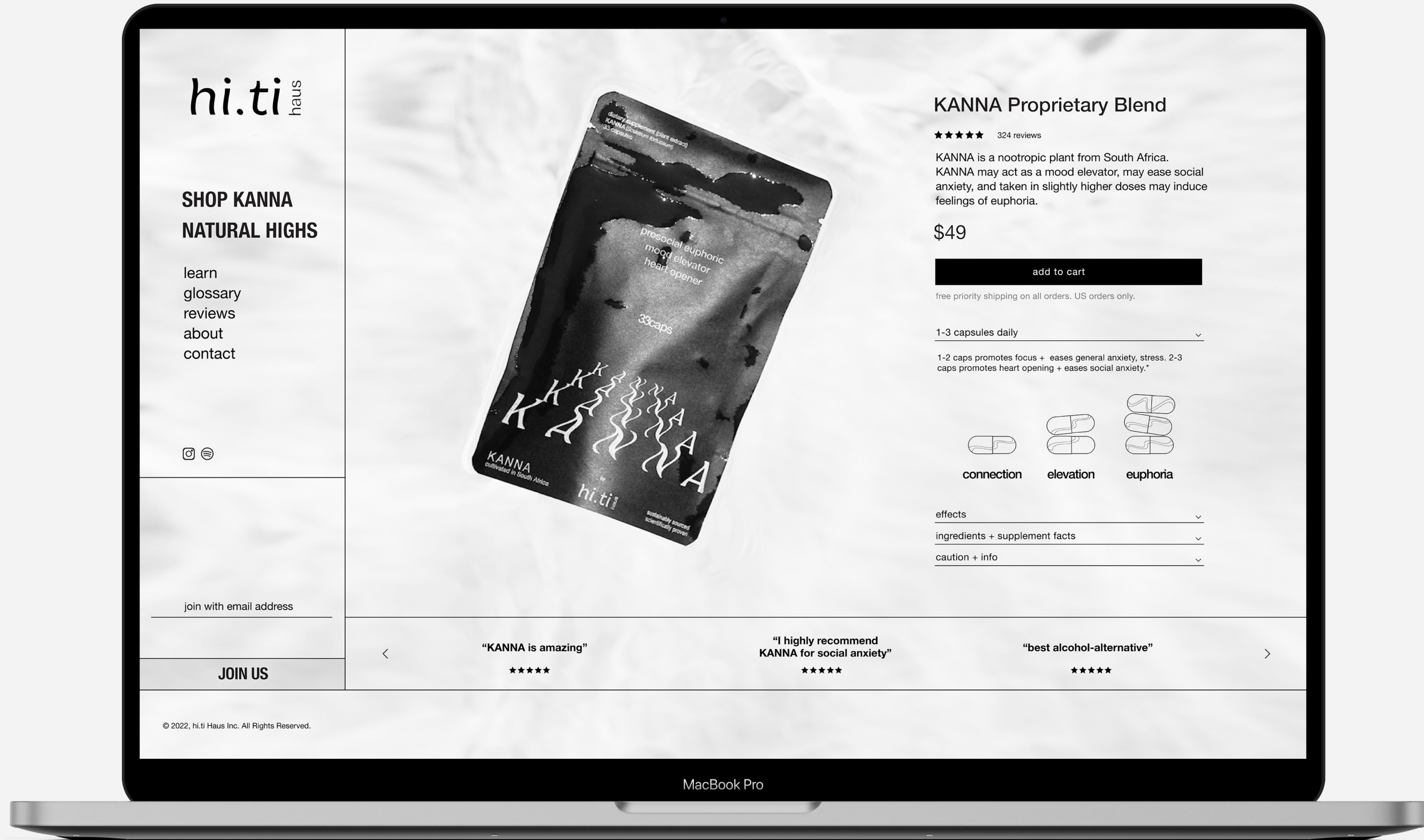
hi.ti haus

PRIMARY LOGO



PRODUCT GRAPHIC + PHOTOGRAPHY

Flagship Product Graphic for Packaging, CPG Materials, and Media.
Product Photography (Kanna Capsules).







HI.TI HAUS Investment Fund

Target Market + Audience / USA

Target Audience

DEMOGRAPHICS

21-45 years of age

50/50 female / male

\$100K+ / year earning capacity

1 Los Angeles
Venice, Santa Monica, Malibu, Hollywood, Silverlake

2 California + NYC
Los Angeles, NYC, San Diego, Santa Barbara, San Francisco

3 US Cities
Austin, Miami, Chicago, Oahu, Portland, Denver

CHALLENGES

wants to socialize without social anxiety or hangovers

lack of knowledge or awareness around nootropics

is currently on or is taking chemical SSRIs

other nootropics products making claims of efficacy

DEMOGRAPHICS

years of age

40% male

earning capacity

BEHAVIORS

HABITAS

MUD|WTR

Seed*

EREWHON ORGANIC GROCERIES & CAFE

KIN.

Lystra

Sun Potion

OSEA

BARRY'S

THE NUC CO

11

WH Propriet

subscription + refill model

proprietary formula

custom premium capsules

HI.TI HAUS Brand Guide

HI.TI HAUS Investment Fund



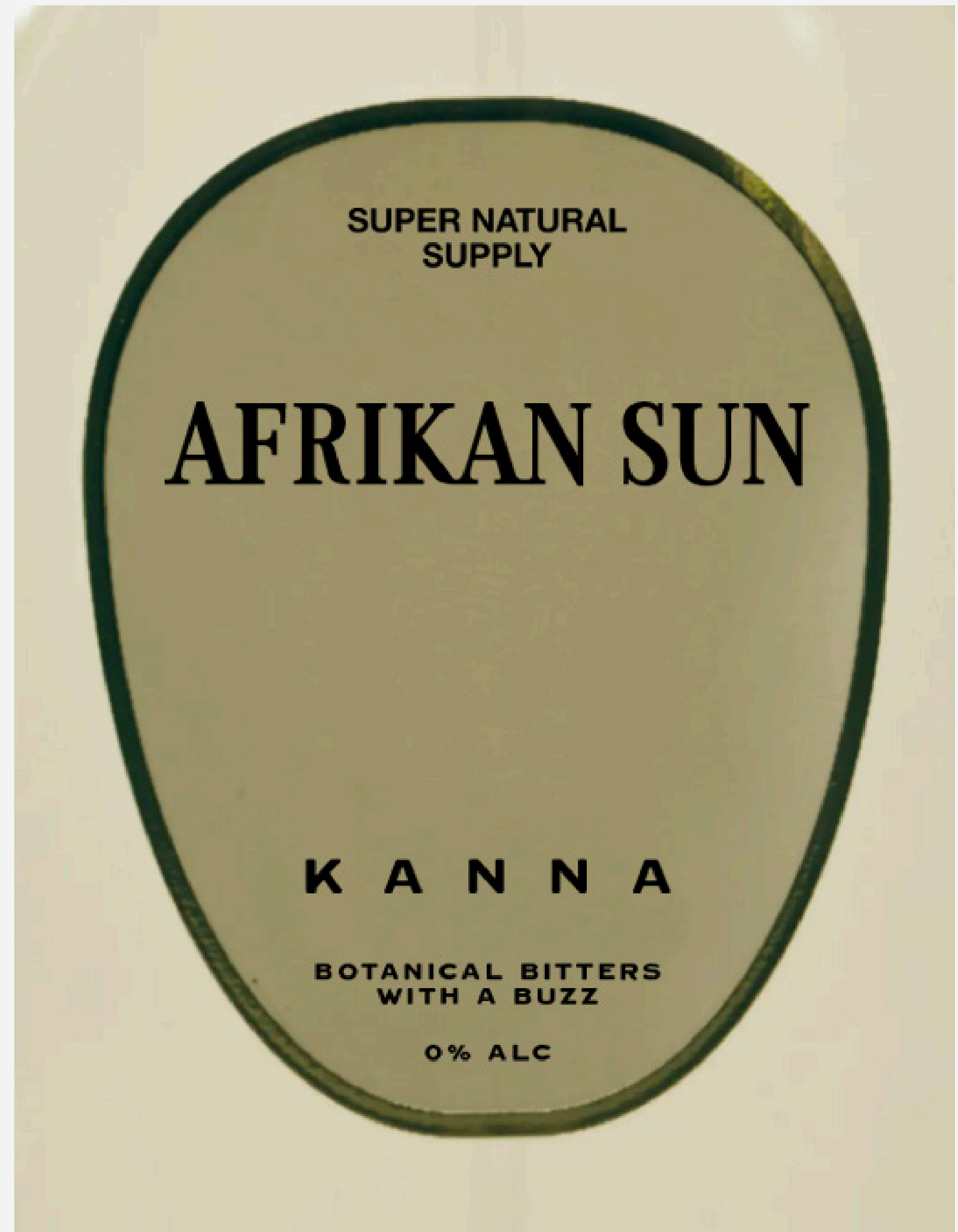
BRAND LIFESYLE PHOTOGRAPHY

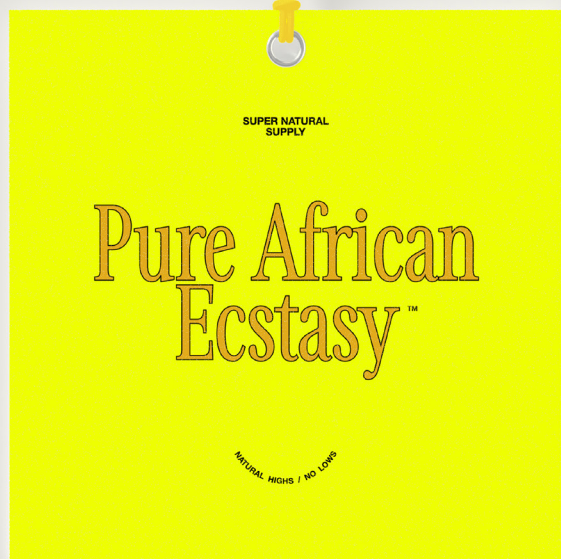
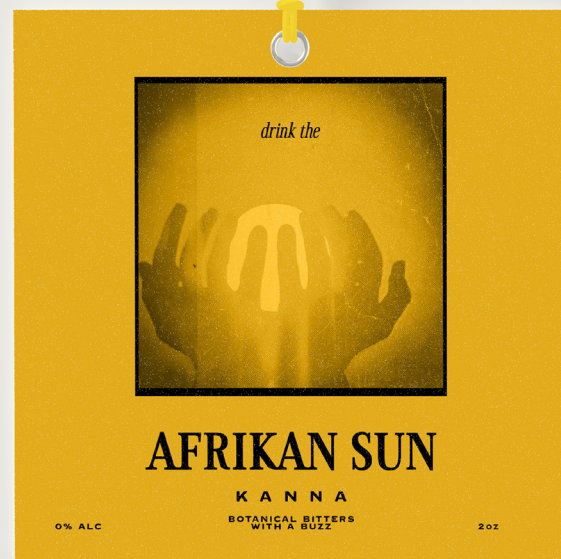
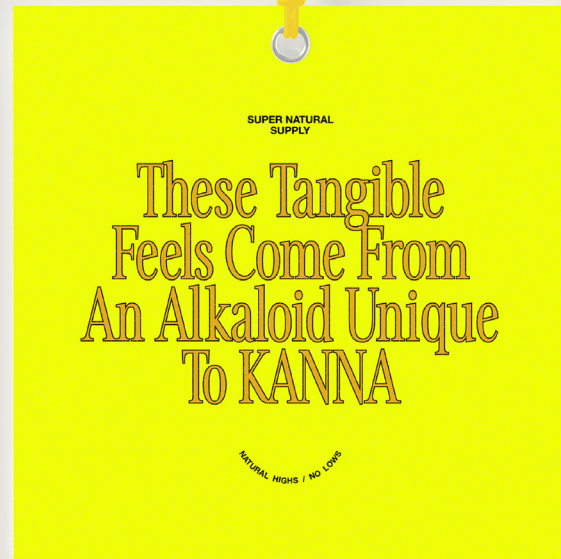
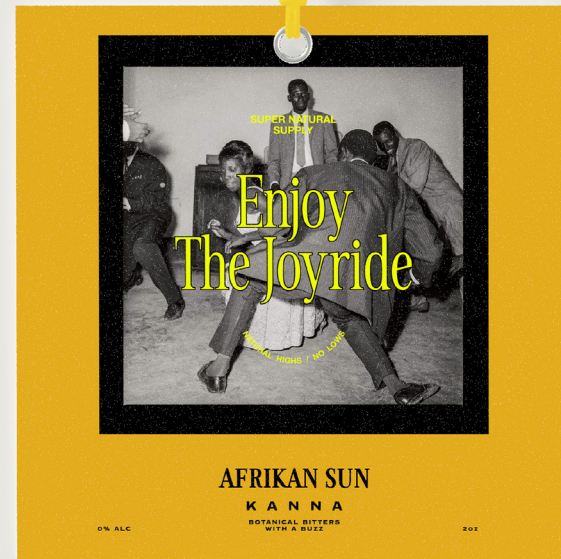
SUPER NATURAL SUPPLY

Founder, Creative Director // Branding, Art Direction, Design, Photography, Formulation.
Super Natural Supply was founded as a platform and brand to house innovative, exciting, and functional high-end products in the wellness, non-alcoholic consumables, and nootropics supplement space. Super Natural Supply's launch product, *Afrikan Sun*, is a non-alcoholic botanical bitters infused with Kanna, offering consumers a novel, healthy, natural, and safe way to feel a 'buzz' and socially connected without the negative consequences of conventional drugs or alcohol.

SUPER NATURAL SUPPLY

LOGO + PRODUCT BRANDING
Primary Logo (above).
Product Branding + CPG Label (right).





PRODUCT TAGS

Branded Tags for Afrikan Sun Bitters Bottle (above).
Advert Design for Afrikan Sun (right).

drink the
AFRIKAN SUN



Formulated with flax glycerin infused with an irresistible blend of botanicals, spices, barks, and—the star of the show—South Africa's treasured succulent extract, KANNA .

*0% alcohol *KANNA *BOTANICAL BITTERS *NATURAL HIGH

**SUPER
NATURAL
SUPPLY**

These statements have not been assessed by the FDA. Do not consume if taking SSRIs. Do not consume if pregnant or breastfeeding

As an integral member of this best-in class team, I worked side-by-side with acclaimed Chef and food pioneer, Camille Becerra, building and nurturing a brand aligned with her culinary vision – a casual yet high-end dining experience – that saw the best of New York City’s foodies, critics, press, and celebrities (Maggie Gyllenhaal, Jesse Tyler Ferguson) become daily regulars; all the result of a brand crafted to be both experiential and tangible.

DE MARIA

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DE MARIA

LOGO

Logo Design (above).

Logo application - Restaurant signage in Nolita, NYC (right).



A presentation of the De Maria brand and concept, showing the process of concept to brand identity creation, and the application thereof across all brand touchpoints and platforms. The early-makings of brand and identity was integral to informing the makings of the restaurant; from interior design, art, brand collateral, menu and food styling, uniforms, voice and language, and the in-person brand experience. The brand naming and logo was inspired by a trip to Upstate New York's Dia Beacon Gallery with Chef Camille Becerra, where an ethereal Walter De Maria installation started it all.



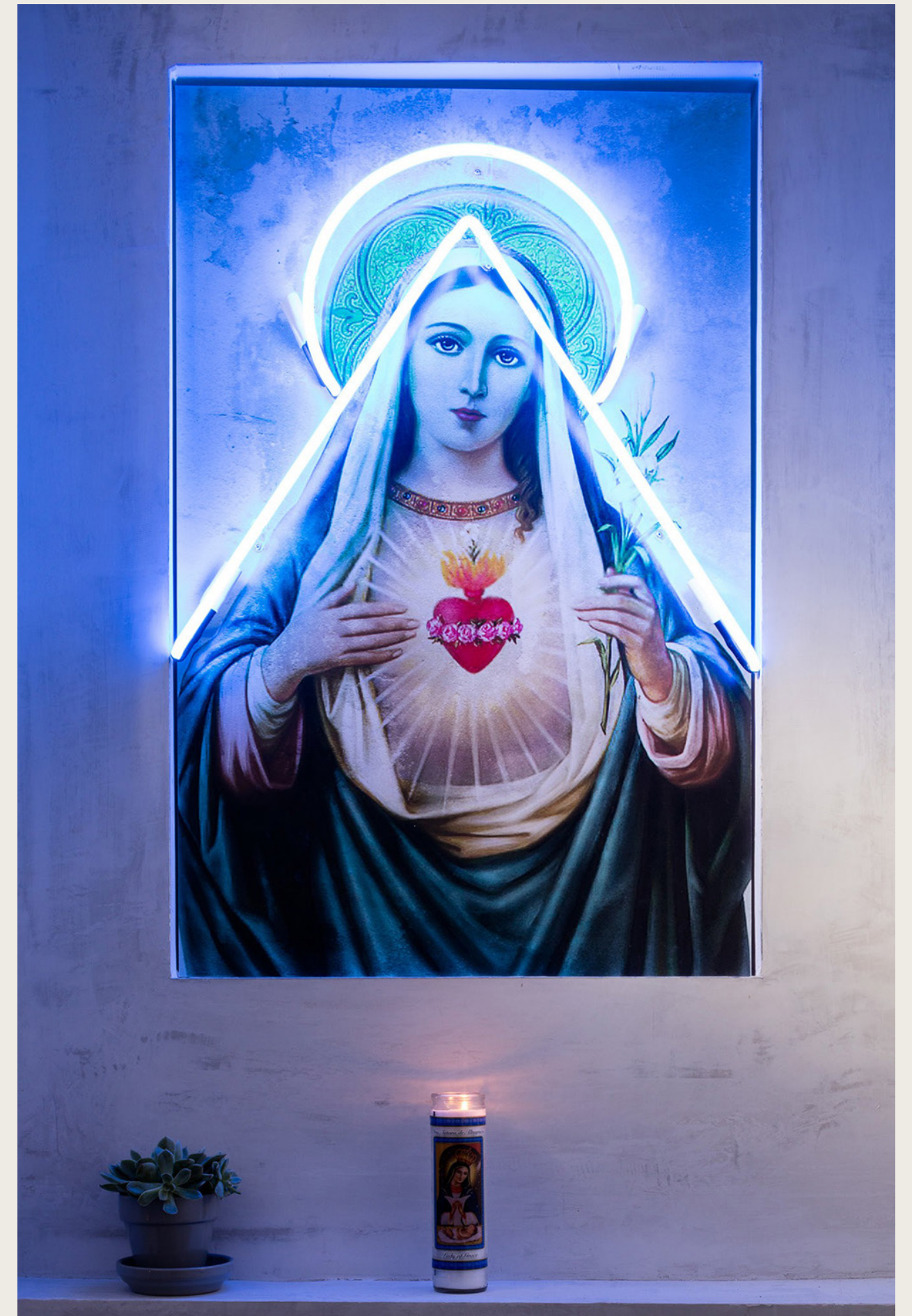
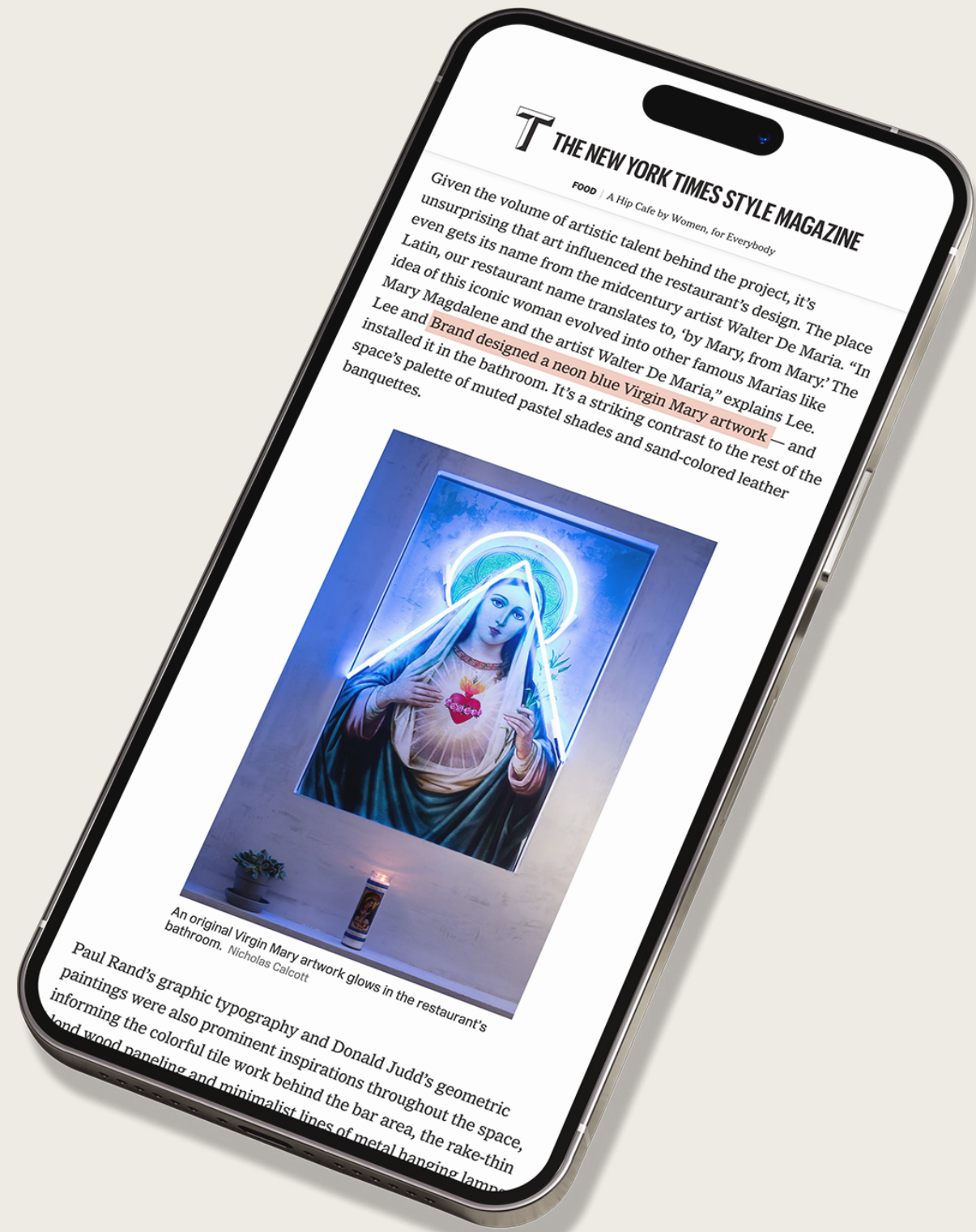






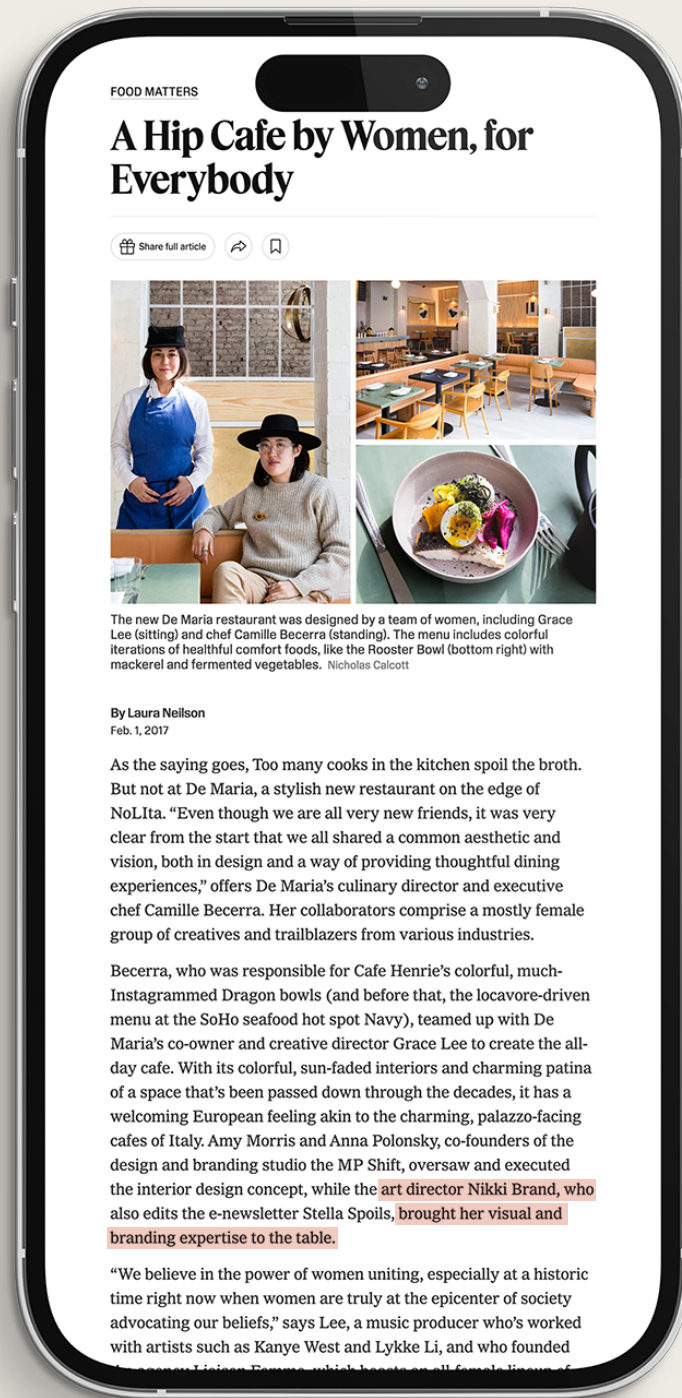






RESTAURANT ARTWORK

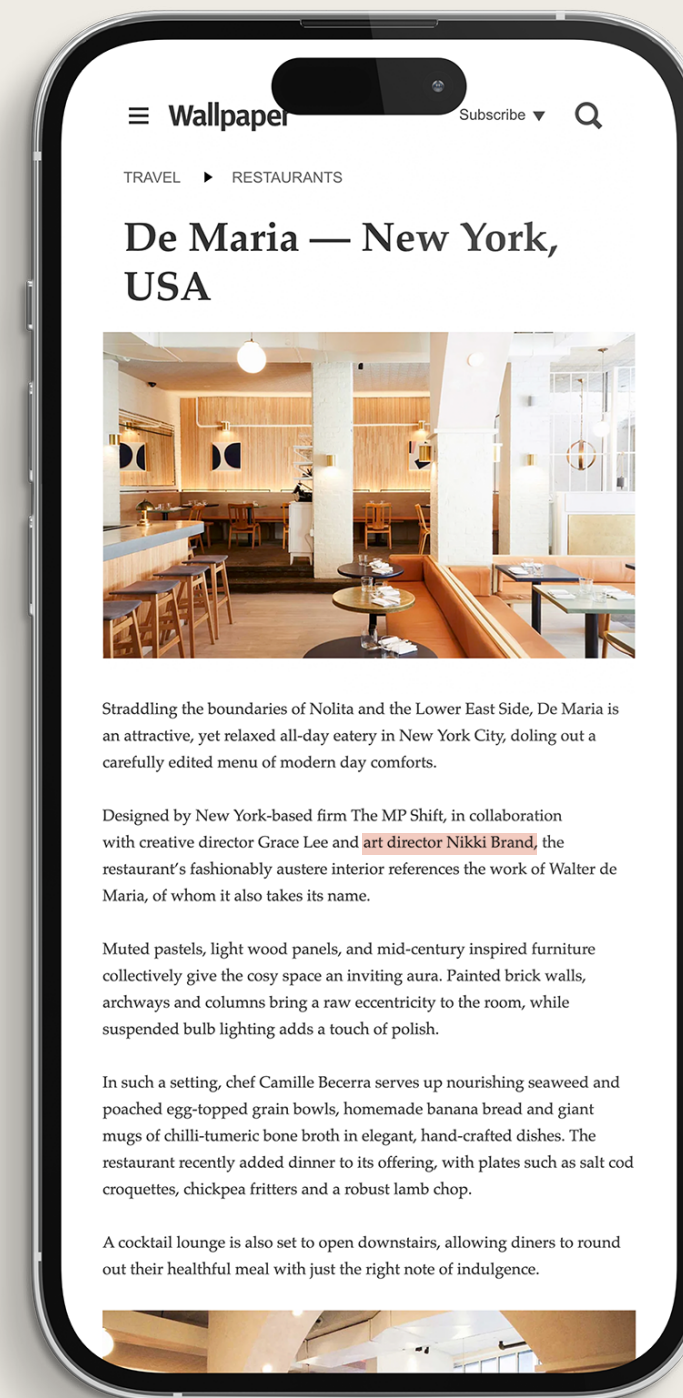
Mixed Media Artwork installed in De Maria's Bathroom (right).
Featured in *The New York Times Style Magazine* (2017) (above).



T THE NEW YORK TIMES STYLE MAGAZINE

PRESS - 'THE NEW YORK TIMES STYLE MAGAZINE'

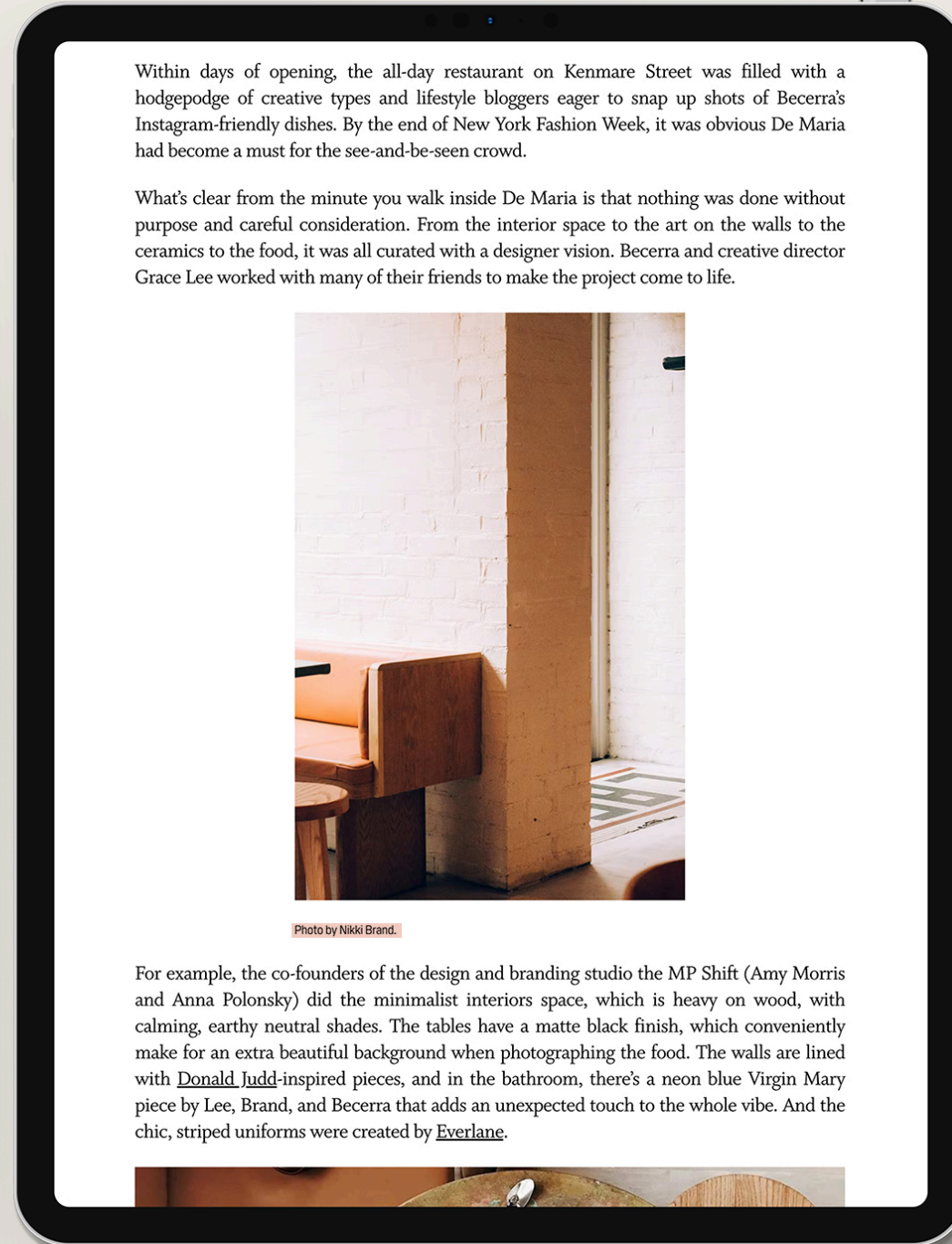
De Maria featured in *The New York Times Style Magazine* (2017).
Personal mention as Art Director + Brand Specialist.



Wallpaper*

PRESS - 'WALLPAPER' MAGAZINE

De Maria featured in *Wallpaper Magazine* (2017).
Personal mention as Art Director.



PRESS - 'W MAGAZINE'
De Maria featured in W Magazine (2017).
Photography credit (right).



De Maria NYC. Photo: @demarianyc

In keeping with Becerra's cooking style, the food leans on the healthy side, but it's still full of flavor, not to mention color. The vibrant Dragon Bowl, iterations of which existed at Café Henrie, is a flavorful blend of turmeric-poached egg, black chickpea grains, avocado, and tarragon tahini—perfect for breakfast, lunch or even a late afternoon snack. Turmeric, which continues to be a health fad, also comes into play in the chili-turmeric bone broth with milk-foam, herbs, and mustard seed oil, which comes in a big, beautiful ceramic mug with an exaggerated handle by Workaday Handmade. On a cold winter day, the sprouted grain porridge with miso butter and cranberry molasses is the perfect way to warm up your morning. And the lemon-vanilla-black lava salt focaccia is a can't-miss for any time of the day.



Photo by Nikki Brand.

The Space Becerra and Lee enlisted a team of artistic talents to collaborate on the sun-faded space, which was helmed by Amy Morris and Anna Polonsky of the design and branding studio the MP Shift, along with art director Nikki Brand, who also lent her expertise to the project. On the walls, you'll find works by Donald Judd, Paul Rand, and a neon blue Virgin Mary piece that's worth going to the bathroom just to see it.

The Playlist A hybrid of Nigerian '70s music, casual jazz, chill tones, and Nina Simone on repeat.

Tribes Local Nolita-ites and a steady stream of stylish people in Becerra and Lee's orbit, from designers to artists and photographers.

The Menu There's an all-day breakfast menu with pastries (like lemon-vanilla-black lava salt focaccia and banana bread with coconut and hemp seed) and plates (chili turmeric bone broth and a Rooster bowl with sprouted grains and mackerel). From the lunch specials the colorful Fire Dragon bowl with turmeric-poached egg and black chickpea grains is a can't-miss. Weekend additions include a Bergamont chocolate waffle and house yogurt coddled egg. Beverages include fresh juices, coffee, cocktails, and wine. Breakfast starts at \$4, lunch at \$11, and wine at \$7.

Basics 19 Kenmare Street, New York, New York, 10012. Call 212-966-3058 for reservations. Hours: Open daily for breakfast, lunch and aperitivo pre-dinner (8:30 a.m. to

W

PRESS - 'W MAGAZINE'

De Maria featured in W Magazine (2017).
Photography credit, personal mention as Art Director (right).

DE MARIA

All Day Breakfast

PASTRY

Banana Bread 5
flaxseed, coconut, ginger (gf)

Cheese Biscuit 5
guava jam, butter

PLATES

Chili-Turmeric Bone Broth 6
milk foam, herbs, mustard seed oil

Egg Sandwich 11
*potato, fermented fennel pickle,
cress, caper aioli*

Toast 14
*avocado, lavender cured salmon, honey egg,
tarragon tahini*

Rooster Bowl 15
*grains, cured fish, honey cured egg, seeds,
seaweed gomasio, served w/ a cup of bone broth*

Whole Grain Porridge 5
choice of miso butter or rose-date molasses

Home-Made Tahini Yogurt 9
apricot, sumac, urfa beiber

WKND ADDITIONS

Skillet Coddled Egg 14
fermented chili, yogurt, mustard leaf chermoula

Chocolate-Chestnut Waffle 14

Lunch

Crudite 9
sesame, chili, lime

Fire Dragon Bowl 15
*tumeric-poached egg, heirloom beans,
grains, avocado, tarragon tahini*

Nigella Seed-Potato Crisp 15
tumeric-poached egg, chorizo, aji mayo

Endive + Poached Chicken Salad 16
pickled goji, barberry, spicy seeds

Chicories + Seaweed 15
avocado, hazelnut

Breaded Pork Cutlet Sandwich 15
tonkatsu sauce, watercress, fermented cabbage

ADD-ONS

avocado / egg +4
billionaire bacon / chorizo / chicken +5

Please inform your server of any allergies and dietary restrictions.



BRAND PHOTOGRAPHY

Featured in various Press, Publications, Social Media.

Brought on as Art Director and Brand Specialist to facilitate the brand extension and company expansion of the Gjusta Group (Los Angeles) in changing hands into new ownership. This asked for the creation of brand and style guides of the current brand, reframing and designing the UX of the new websites and digital experience (app) as well as the brick-and-mortar experience, and designing and envisioning materials such as investment decks, labels, packaged goods, and meal delivery materials. (gjusta.com)

The image shows the word "Gjusta" written in a fluid, blue, cursive script font. The letters are connected, with a prominent loop at the start of the 'G' and a long, sweeping tail on the 'a'. The font is centered on the page.

Gjusta
IS
**CALIFORNIA
CULTURE**

HERITAGE

from the
Source

Authentic

Institution

ARTISANAL

Handcrafted,
Rustic

Laidback
Charm

SIMPLE

Low
Intervention

Bread

Understated

BAKERY



Bakery Opens
2014

Full-Service Cafe
2018

**GOODS &
FLOWERS**



Goods Opens
2020

Flower Shop Opens
2020

GROCER



Grocer Opens
2022

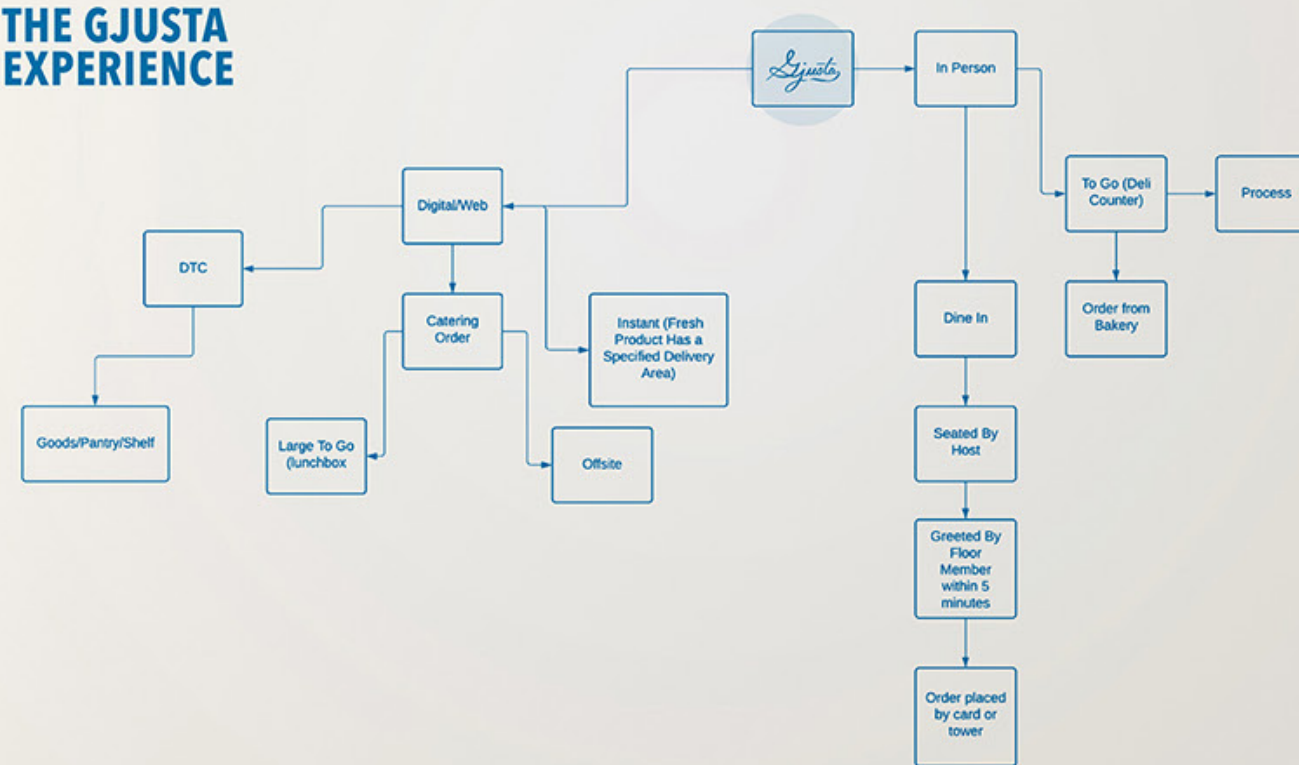
GROW A GLOBALLY LOVED CALIFORNIA BRAND

1. Acquisition
2. Optimization
3. Systems
4. E-Commerce Consolidation
5. Develop V.2
6. Scale Responsibly

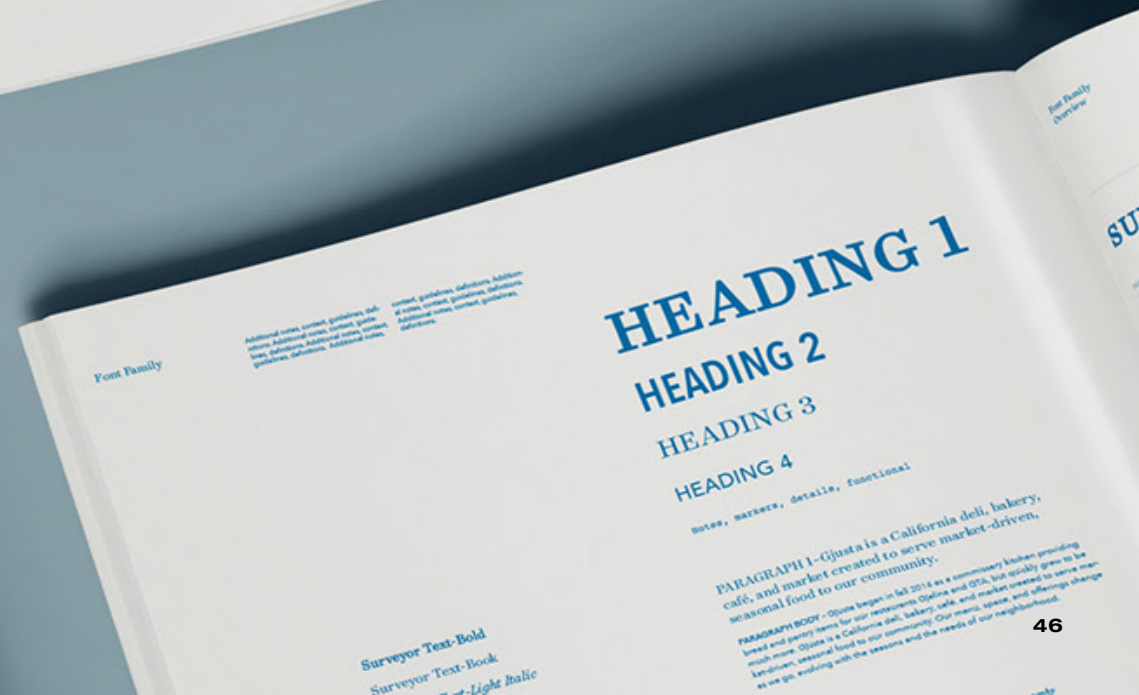


Gjusta

Rearchitecting THE GJUSTA EXPERIENCE



Gjusta

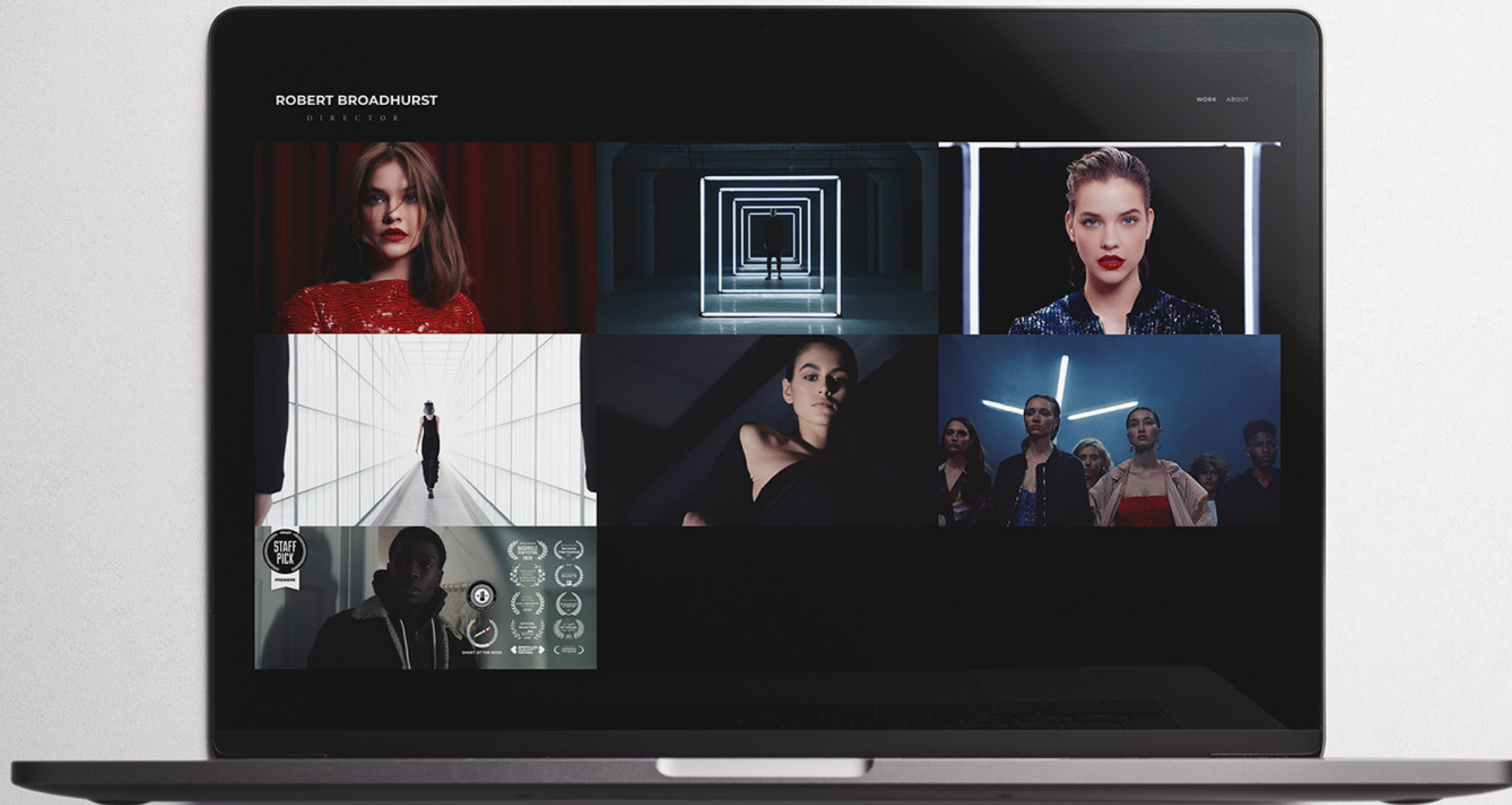


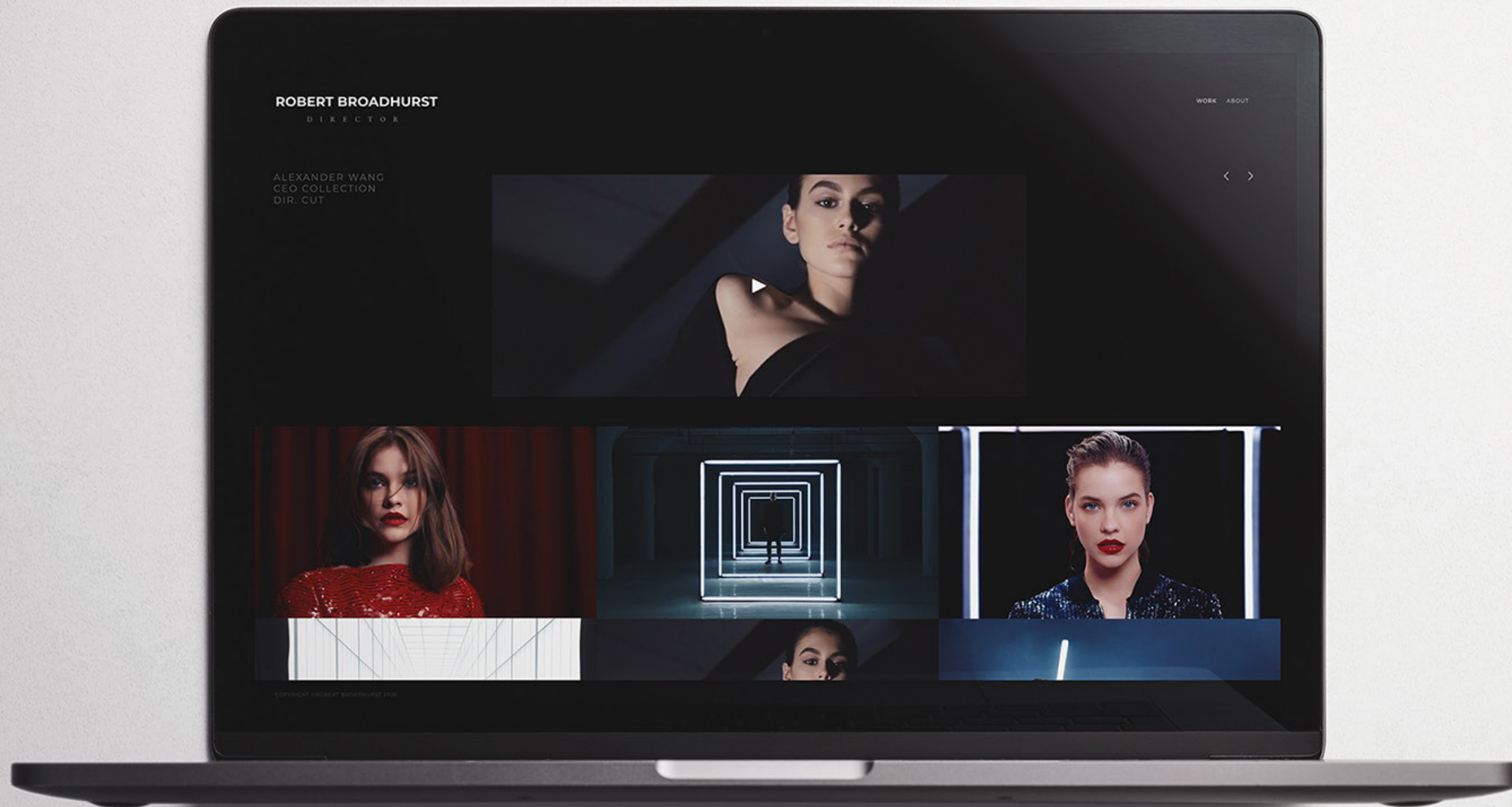
GJUSTA V2 INVESTMENT DECK



▶ ROBERT BROADHURST

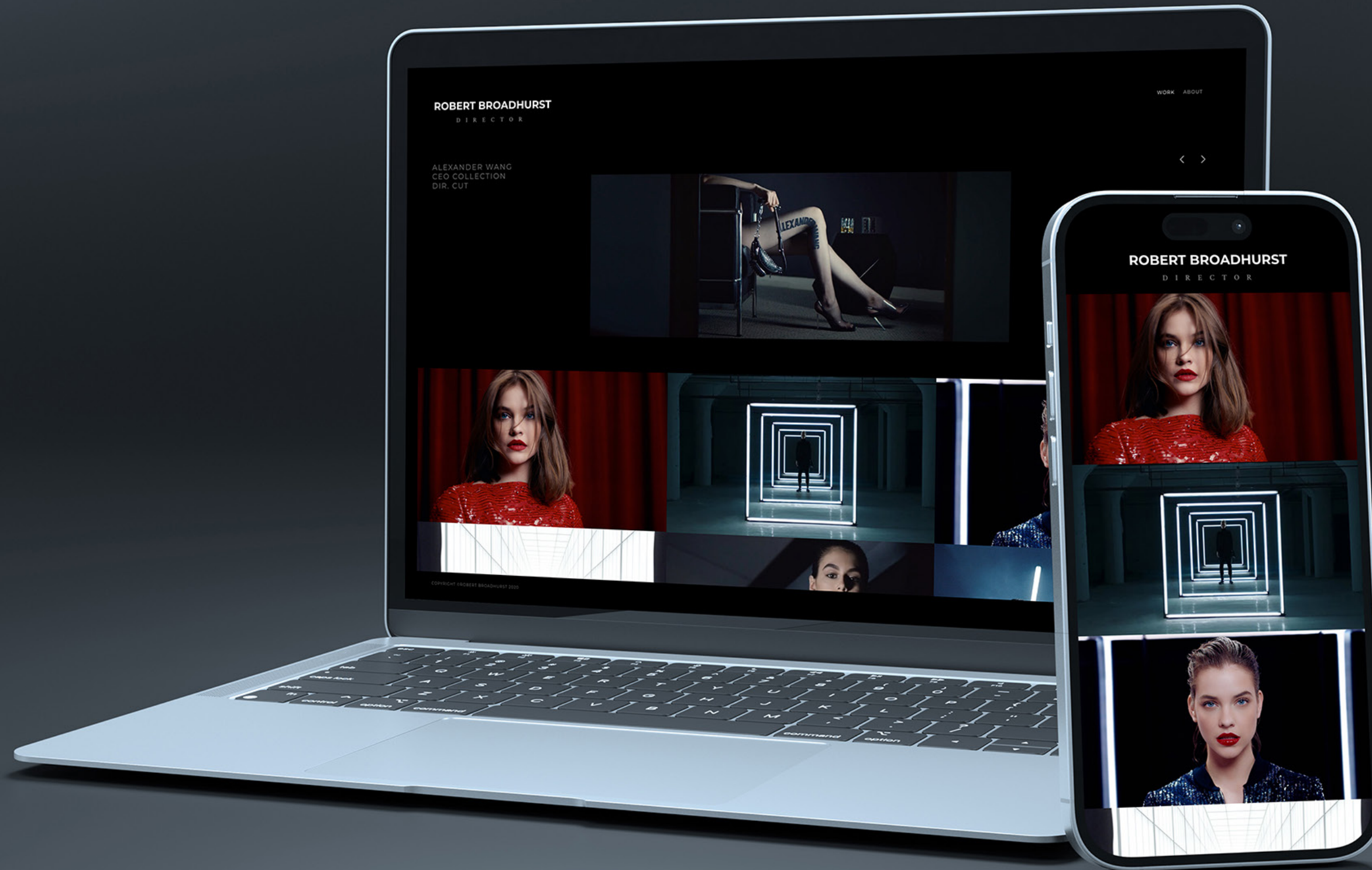
LOGO





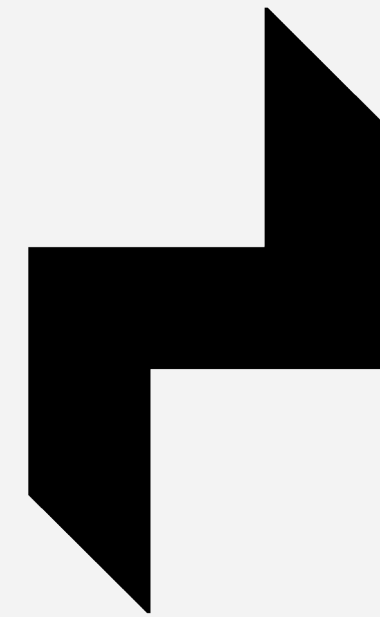


WEBSITE DESIGN



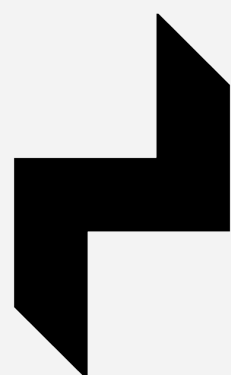


PRIMARY LOGO

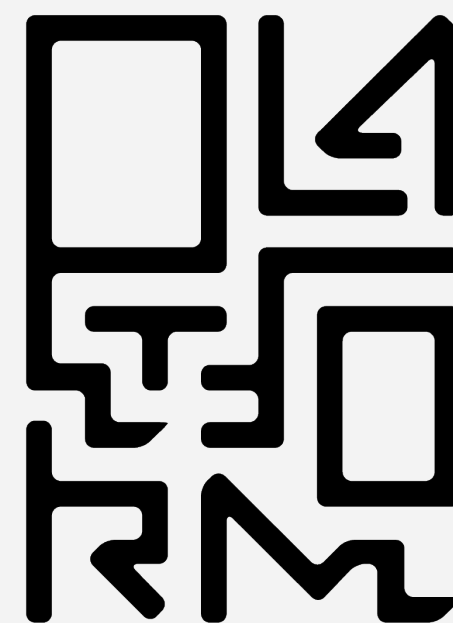


LOGO SET

Primary Logo (above).
Brand Mark (right).



PLATFORM



LOGO SET

Secondary Logos.



Platform is

- OPTIMISTIC + INSPIRING
- HONEST + INCLUSIVE
- CONNECTING + ENCOURAGING
- LAYERED + ORIGINAL
- INSTINCTIVE + INNOVATIVE
- FRESH + FEARLESS



- i The place to discover what's next.
- ii A destination for fashion, beauty, design, food, art, and music.
- iii Incubating young, fresh brands so they can grow, reach, and fulfill their potential.
- iv The dream creative neighborhood anchored by brick-and-mortar stalwarts and ever evolving takes on fashion, beauty, design, food, art, and music.
- v A space for LA and the world to get inspired, get involved, and shape the future.

Brand Pillars



Unadulterated Creation

Necessity is the mother of invention, and passion makes beauty possible. We stand behind fearless and thoughtful creators.



Unwavering Taste

Every brand and person at PLATFORM is carefully considered; catapulting innovative up-and-coming businesses on to equal footing with established companies like Reformation, Sweetgreen, and Aesop. Once inside the PLATFORM family, brands gain access to an ever-growing network of leading creatives and business owners.



Incubation

PLATFORM brands are chosen not for what they are, but for what they can become. We operate as a risk-free launching pad for young companies to grow, innovate, experiment, pivot, fail, and succeed.

Collaboration

The proximity and diversity of PLATFORM's brands are more than consumer conveniences, they're an opportunity for our collection of talent to work together to form new, unexpected projects and explore uncharted territory.



Community Focus

A meeting point for Angelenos, PLATFORM is a destination for taste-defining food, on-the-rise designers, bar-setting beauty, and a global perspective on where culture is heading next. A range of price points, a community park, art installations, and event pop ups engage and serve every demographic.



First to Market

Standout and stand alone, PLATFORM sets itself apart with an ever-changing roster of tenants and experiences exclusive to Los Angeles, commanding in-person foot traffic and encouraging social content.



Brand Dictionary

DO NOT USE:

"Unique "

Generic words meaning special, instead always choose specific details that illustrate the uniqueness of a person/brand/business/object

Culture-shaping

Fearless

Original (not authentic)

Creators (not makers)

Innovative

Taste-defining

Bar-setting

Fresh

Destination

Collection /

Collective

Hangout (i.e. creative hangout)

Community Connectors

or Builders (not real estate developers)

Tone of Voice

The Platform voice should reflect the Platform brand values across online and offline communications. It is stylish and transparent, inviting and informed, global and spirited, crisp and energetic.

Speaking to an educated, curious customer who sets and is an early adopter of lifestyle trends, Platform is designed to keep him or her inspired and confident.

The Platform Voice is

Chic not Elite

Clean not Cold

Spontaneous not Disorganized

Authentic not Boring

High-Spirited not Overzealous

Fearless not Corporate

Enlivening not Preachy

Brief not Unemotional

Fresh not Young

Asks Why Not? not Why?

Branded Emails

Examples

The Platform email voice is a continuation of platformla.com, acting as a call to action through inspiring introductions of new talent, ideas, products, and events.

As Platform's most effective way to directly reach its dedicated audience, emails can have an editorial tone, with Platform talent choosing favorite products/events/etc of the week, seasonal market stories, news, and storytelling (meet the makers—who is behind this brand/installation/event/etc). Continually informing the customer as they do each other.

Emails should be informative and swift, specific and illustrative. Succinct but emotional.

L

i

INSTEAD OF: Meet Mila & Emma at their Halloween Pumpkin Patch

Throughout the month, Mila and Emma Stauffer (@kcstauffer) are making special appearances at their pumpkin patch to meet, greet and make new friends. Famous for their adorable videos and photos on Instagram, Facebook and YouTube, they've touched the hearts of millions around the world and are excited to see you!

TRY: Instagram's funniest toddlers are providing Halloween inspo at Platform

Twins Emma and Mila Stauffer, better known as @kcstauffer to their 4.1 million Instagram followers, have taken a break from posting their viral videos to create a children's dreamland pumpkin patch at the Hayden Tract. Come for the seasonal decorations, stay for the mini animal petting zoo. Better yet, get the Halloween-born sisters' hilarious opinions on coordinated costumes when they make special appearances throughout the month.

ii

INSTEAD OF: Don't Tell Comedy brings secretive, intimate comedy shows to you and the Don't Tell Comedy Festival is doing just that

TRY: A secret comedy show featuring some of the best up and coming and headlining comedians—but you won't know who's on the bill until they step on stage. [HERE: The most important information is moved to the top!]

Social Media

The Platform social voice should be the voices of its creative community. It is irreverent, not try hard; sophisticated, yet tongue-in-cheek.

It uses internet language confidently, while remaining slightly aspirational—the account of a very smart, cool friend. This can be somewhere between the inspirational quotes on @_nitch (sourced from Tract profiles on makers and the Platform community), @americantwohot's early friend call outs (show Platform community hanging out and doing things together), @intothegloss-posed questions and inclusion of it's audience in its main feed (a call and response #topshelfie).

Examples

i

TRY: Quotes from original interviews with Platform talent:

"The line between used and new is blurring" @reformation founder @yaya_afiayo is shaping the future of fashion with the past. Tap the link in our bio for her take on why sustainability is style.

ii

TRY: Seasonal market stories:

Spring break is only 3 weeks away. @janessaleone shares her tips for packing the perfect (hat-friendly) beach getaway bag in bio.

Website

7

For news, profiles, and basic about info, text is lively, illustrative, and conversational (never use words you wouldn't use in conversation (i.e. say nails, not talons)). It avoids generic and overused adjectives in favor of specific details to illuminate what makes a subject notable.

The platformla.com voice is succinct, poignant, and fresh.

Examples

i

INSTEAD OF:

"Clove & Creek is a boutique mercantile celebrating local makers and artisans while fostering a tightknit community ruminating throughout the Catskills of New York. Nestled in the historic town of Kingston..."

ii

TRY: Clove & Creek

What: Adventure gear, gifts, home decor, & design objects made in the Catskills
Founders: Scott Neild and Michael Cook
From: Kingston, NY
Platform Exclusive: The country's first and only in-store spa (borrowed from Aesop, but tell me what's special about this destination) (then add their Instagram + any related Tract features)

Logo Set +
 Graphics



VI-
 SU-
 ALS

Influence + Inspiration



Architecture.



Grid,
 Golden Ratio.



Prism,
 Theory of Colours
 - (Goethe).



Ben Ben Stone.



Building Blocks,
 Community,
 ShipContainers.



Design 80s,
 Design 90s,
 Ray Gun Mag.

Form, layout, design,
 typography, structure.

Branches into "Swiss
 Style" or "International
 Typographic Style" (1950s).

Design, layout, structure,
 building blocks, balance.

a grid is the "most legible
 and harmonious means for
 structuring information"

Grid + Golden Ratio = the
 ultimate harmonious design.

"Color arises from a dynamic
 interplay of light and dark."

Platform as the Prism - a
 object that produces the
 color spectrum*.

*Platform as the prism +
 tenants as the spectrum.

An important symbol in
 ancient and Egyptian history
 - Hieroglyphics.

The initial building blocks of
 creation itself. Meaning "To
 Rise".

Known today in architecture
 as the Ben Ben Stone - the
 pinnacle / top point of a
 building / pyramid

Piecing together parts to
 the bigger whole. Building
 blocks, stacking, climbing,
 rising up. Community.

Shipping containers as
 architectural building blocks.

Making magic by redefining
 how space is used.

The spectrum and glamor
 of 80s "out-there" graphic
 design. Anything Goes.

The rebellion and "grunge"
 culture reflected in 90s
 graphic design and
 unrestrained typography.

Ray Gun: David Carson,
 rebellious, experimental,
 redefine the rules.

Logo Set

Icon / Primary Logo



Icon created for Platform to be used throughout the brand. Designed to be a recognizable, powerful symbol of the Platform brand. This is its marker, its signature, its seal.

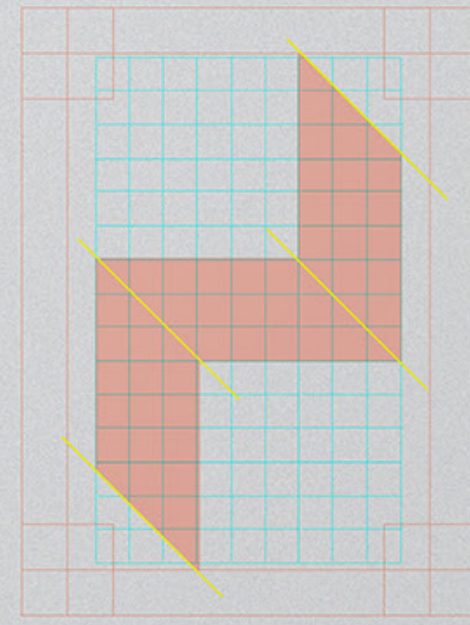
Created on the grid, the Icon is perfectly symmetrical, rotatable and works as an easily adaptable graphic element.



Logo Set

Icon / Primary Logo

Construction



Created on the grid, this icon is perfectly symmetrical, rotatable and works as an easily adaptable graphic element.

Logo Set

Logo Type: Horizontal

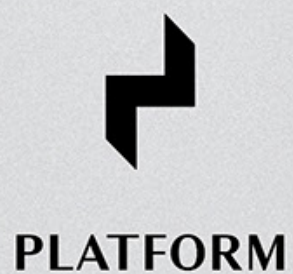
Logo Type: Cube

Primary Logo Type integrating and working alongside the icon. Two versions (1 + 2) have been created to add versatility to the use of the logo.

1.



2.



Logo Set

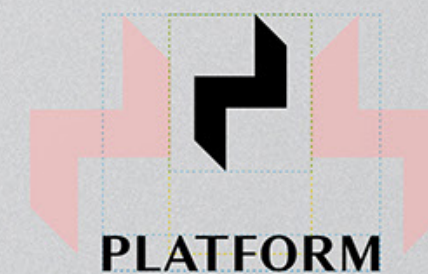
Construction

Primary Logo Type integrating and working alongside the icon. Two versions (1 + 2) have been created to add versatility to the use of the logo.

1.



2.



Horizontal Logo Type

Platform Logo Type for primary use or layouts / applications that require a horizontal format.

Construction Details

Based of "Granville" font (bold). Type area is measured against + equal to the size of Cube Logo Type. Area and spacing scaled to real width of the icon.

Use

Do not replicate logo with font / live text. Do not stretch or distort. Use as whole. Use when Type needs to / should take priority.

Cube Logo Type

Platform Logo Type for primary use or layouts / applications that require or are suited to cube-like dimensions.

Construction Details

Based of "Granville" font (bold). Type area is measured against + equal to the size of Horizontal Logo Type. Area and spacing scaled to real width of the icon.

Use

Do not replicate logo with font / live text. Do not stretch or distort. Use as whole. Use when Icon should needs to / should take priority.

Logo Set

Crest

The Platform Crest, created as a secondary logo or graphic element for the brand. Inspired by and significant of the idea of building blocks, community, shipping containers, playgrounds.

Representative of different parts (tenants and the community) coming together to become a part of a bigger whole. Visually representative of map / floor plan, a puzzle and it's pieces, a whole and its parts.

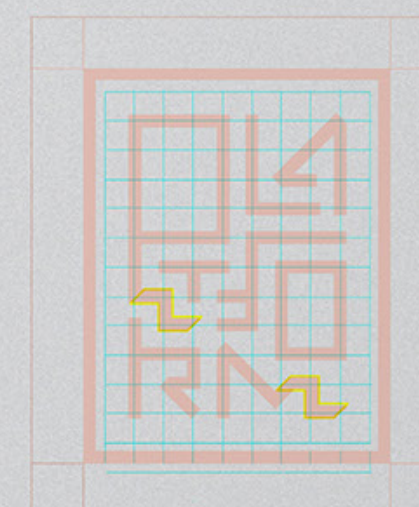


Platform Crest, finished with stylized, softened edges for a more "hand-made" feel - an ode to makers and creators. It also speaks to the industrial and automotive history of Platform's grounds and environment.

Logo Set

Crest

Construction



Crest

The Crest logo was conceptualized and based on the grid. It speaks to and should inform the general flow of Platform's visual identity.

Construction Details

Deconstructed and reconstructed "Platform". By hand and based of architecture and the grid. Styled with softened edges to imitate the feeling of the railway / Hayden tract and rawness of a past time.

Use

Use whole or deconstruct / use fragments of. Created to be treated and communicated as a recognizable visual element strongly associated with the brand and visual language. Use

Use

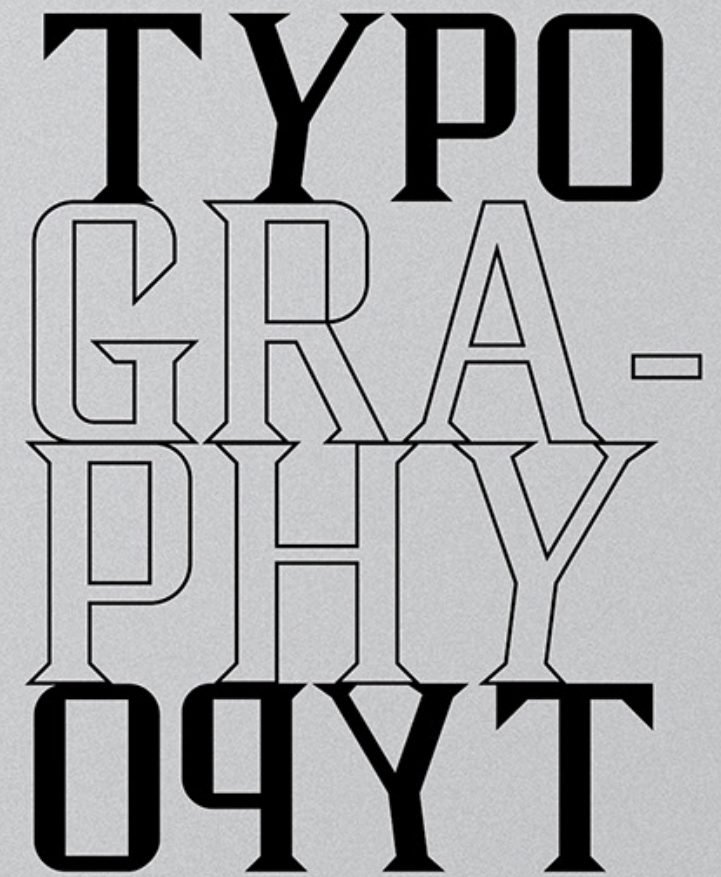
Use as a stamp / crest / sign-off / wax-seal. Use in brand graphics and take a part to make use of singular elements. Consider for applications and tactile collateral.

Logo Set + Graphics Library

Logo Set

Graphics Library

Typography



Platform Logo Set

Icon / Primary Logo, Cube Logo Type, Horizontal Logo Type, and Crest—which crosses into the graphics library for use as

a strongly-branded and brand-associated element. Refer to element-specific page for use guide and restrictions.

Platform Graphics Library

Graphic elements based on and created along with the Platform visual identity and brand collateral. These should be strategically and intentionally applied to visual and

branded materials to both enhance the content and communicate the brand.

1. Graphic type using "PLANK" font: use when enhancing visuals with type.
 2. Crest, showing an example of deconstruction. Enlarge for effect.

Typography

Overview

Type Collection

Platform's typography and takes notes from aesthetics of 80s and 90s design, David Carson's counter-culture, ahead-of-the-times *Ray Gun Magazine* and the structure and composition of "Swiss Style" typography which has deep roots in architecture, design and the grid system.

San-Serifs (FF Real Family) take the typographic lead, making up headings, sub-headings, body / paragraph text and more visual pull-quotes and highlighted text. This is true across the website.

Platform's typography should always pay special attention – and abide to – the grid system, to which this entire document is structured on. If not following the grid system, the use should be intentionally off-grid for graphic / visual or communication reasons and treatments.



FF Real Family

Real Head Pro

Available on Adobe Fonts

Real Text Pro

Real Text Pro

GRANVILLE

Available on Adobe Fonts

GRANVILLE

PLANK

Provided in Branding Pack

PLANK

Typography

Details + Hierarchy

Headline

2 COL
Real Head Pro | Book

Headline Two

1.5 COL
Real Head Pro | Medium

Headline Three

1 COL
Real Head Pro | Book

Paragraph Lead

0.5 COL
Real Text Pro | Medium

BODY
Real Text Pro | Book

HIGHLIGHTS / PULL
Real Text Pro | Medium

LABELS / HIGHLIGHT
Granville | Regular, Bold | UPPER

Necessity is the mother of invention, and passion makes beauty possible. We stand behind people who create things that they believe in because they need them to exist, because they're bold enough to experiment. We stand for authenticity and fearless makers.

Each brand within platform's roster is vouched for, catapulting innovative up-and-coming businesses onto to equal footing

LABELS / HIGHLIGHT
SECTION LABEL

GRAPHICS
Plank

LA

The Tract + Newsletter | Typography*

* Editorial media should use general rules to the left. Additional styles/ treatments and hierarchy are shown below:

THE TRACT

The Tract Logo | Granville | Regular | UPPER

Website | Coded | EB Garamond | Bold

Article Header

Website | Coded | Granville

PLATFORM ORIGINALS

Website | <h5>

by | WRITER NAME

Tract article sub-heading, blurb or highlights

Website | <h2>

Website | <paragraph>

Website | <h3>

Necessity is the mother of invention, and passion makes beauty possible. We stand behind people who create things that they believe in because they need them to exist, because they're bold enough to experiment. We stand for authenticity and fearless makers.

ONCE IN A LIFETIME MAGIC

RULES

1. SIZING

Size and align display typography to document Grid. Size down & show hierarchy using document grid by ratio.

2. CASE

The use of UPPERCASE text formatting should be kept to a minimum. Refer to this page as guide for usage. Do not use UPPERCASE for headlines or large bodies of text.

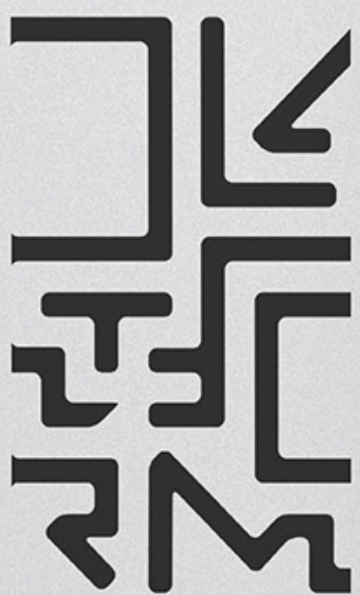
Color + Treatments

Color Use + Seasonal Palettes

Neutral Palette

Exploration

Note: below are examples of the brand stationary and how the chosen color palette will define it.



platform

Color + Treatments

Color Use + Seasonal Palettes

Neutral Palette



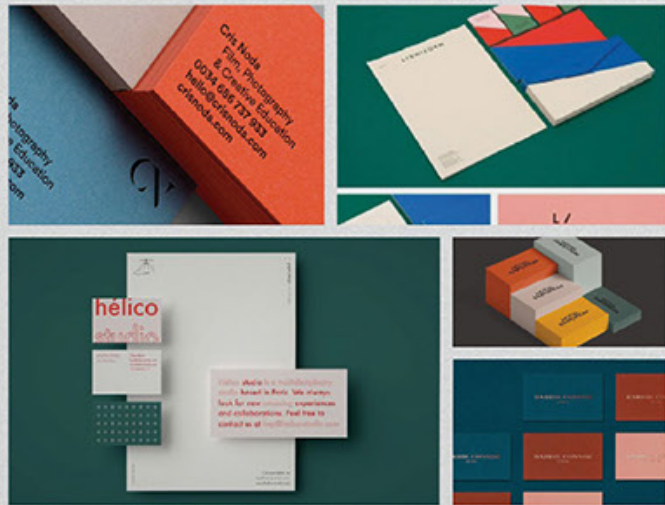
Color + Treatments

Color Use + Seasonal Palettes

Color Palette 1

Exploration

Note: below are examples of the brand stationary and how the chosen color palette will define it.

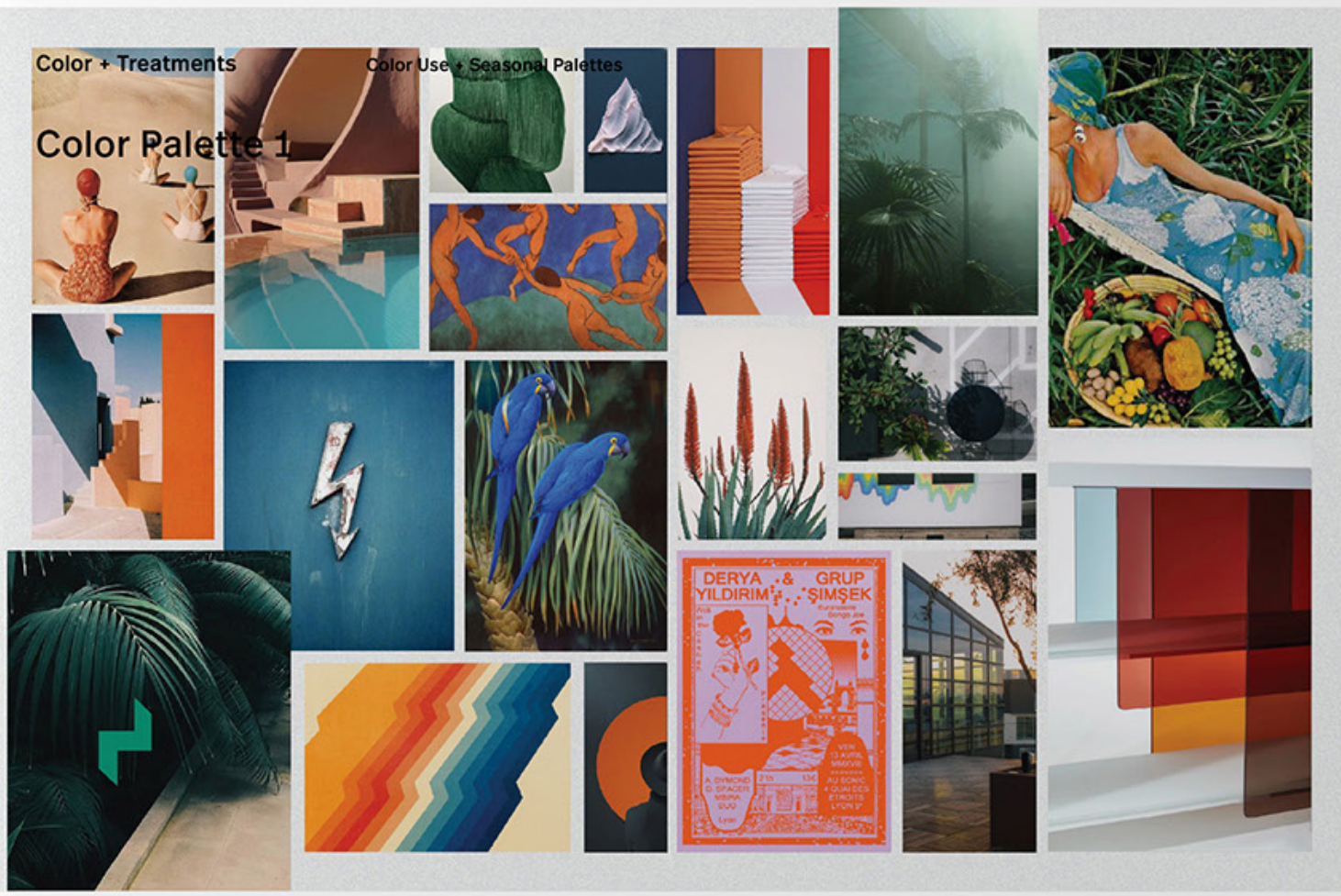


platform

Color + Treatments

Color Use + Seasonal Palettes

Color Palette 1



Color + Treatments

Color Use + Seasonal Palettes

Color Palette 2

Exploration

Note: below are examples of the brand stationary and how the chosen color palette will define it.

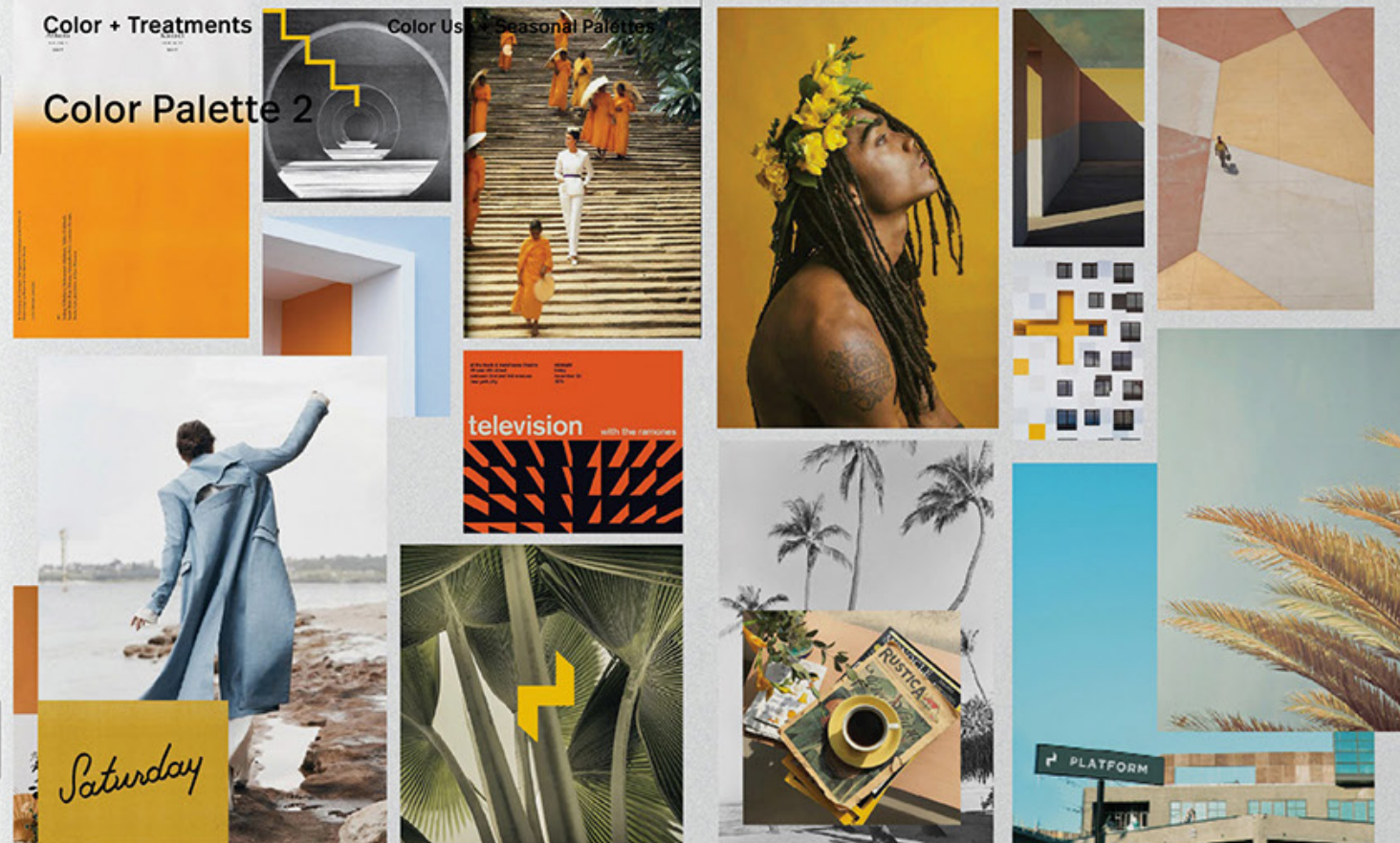


platform

Color + Treatments

Color Use + Seasonal Palettes

Color Palette 2



Stationary,
Digital Media +
The Grid



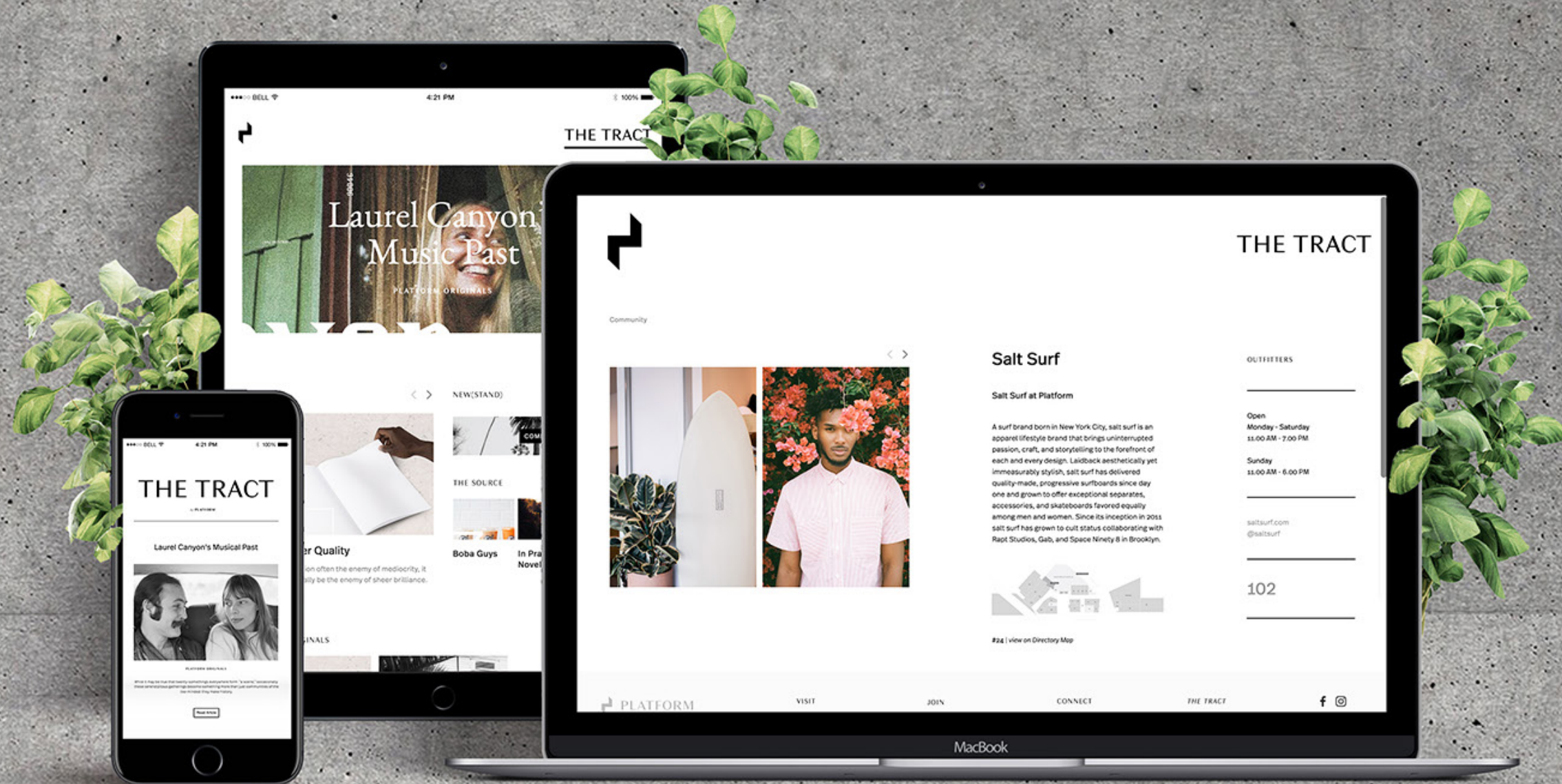
APPLI CATION S

Brand Stationery

The brand stationery had been created to accommodate a flexible color palette and fluid approach to treatments and aesthetics.

This layout shows a collections of stationery with the brand's identity integrated. With this, the Icon takes precedence.





RUNYON







Appendix
RUNYON HOSPITALITY



PRETZELS

A quintessential American snack,
re-defined for the modern consumer.

RUNYON HOSPITALITY PRETZELS Competitive Advantages

1. The market faces an incredibly limited number of competitors, namely Annie's and Weitzel's Pretzels. These two major players, left mostly unchecked by new entrants to the market, have a combined 1,200+ US locations, and an additional 600+ international locations.
2. That new brands taking on more established players in the CGSR market, have earned more than their fair share of the market. Examples like Shake Shack, Sweetgreens, Halo Top, and Tendergreens have all experienced early success and rapid growth, taking on well-entrenched competitors. Pretzels are made from flour. Flour provides the best COGS of any major food product, and is easy to source at large volumes. Pretzels are not cooked to order. The ability to re-use labor with an innovative production and distribution strategy is enormous. Consistency is not as challenging as most food products.
3. America spends \$550,000,000 on pretzels, per year.
4. Small real estate footprint.
5. Labor is undilled, meaning once again that anyone can be easily hired and trained for the job.
6. Concept fits easily and can carry cultural cache in many other venues.
7. Product drives large potential for an online business.



4

ITALIAN DELI

The classic American neighborhood staple, an old-school Italian deli, renewed with a new kid on the block energy

RUNYON HOSPITALITY ITALIAN DELI Concept Overview

People love Italian delis and are often in a faithful, committed relationship with "their own" deli, having frequented them for years.

- The concept clearly works and is 100% proven, but there has been no widespread modernization of the classic Italian deli. Why has no one taken this concept and really made it their own?
- Italian heroes on your lunch break, sandwiches with clips for your kids before you go to the park, groceries on the way home from work...
- a neighborhood's Italian deli is truly an all-encompassing destination. It blends all socioeconomic levels of customers and every neighborhood wants it.
- Classic Italian delis are so common on the East Coast but not so common in the midwest and more central suburbs.

'there has been no widespread modernization of the classic Italian deli'



• The Italian deli offers classic Italian sandwiches, a small selection of artisanal prepared foods, a wide range of artisanal Italian-based grocery options, and most importantly, house accounts. There is no reinventing the wheel.

• Runyon's modernized take on the Italian deli is "pubbica, local, punchy, and 'cool like that.'" Hip-hop music plays in the background and the decor / interior plays with iconography and kitsch.

Competitive Advantages

1. Cheap product / low cost of goods sold (house deli meats, etc.)
2. Long shelf lives of grocery items
3. Responsibilities are non-specialty, meaning anyone can easily be hired and trained for the job



Appendix
 RUNYON HOSPITALITY
 ITALIAN DELI
 Italian Deli

- SANDWICHES**
- ROSTOLINA, COTTO SALAMI, SWISS CHEESE
 - ROMA SALAMI, MORTARELLA, HAM, PROSCIUTTO
 - PROSCIUTTO
 - LAPPESSE
 - PROSCIUTTO
 - SPINACI E RICOTTA
 - JOIE PASTRAMI OF CORNED BEEF
 - TUNA SALAD
 - HOT MEATBALL
 - VEGIE ONLY

- SIDES + SALADS**
- LAPPESSE SALAD
 - CHICKEN SALAD
 - GREEK SALAD
 - SPINACI PASTA
 - SPINACI WITH PESTO
 - FUSILLI WITH PESTO
 - BARBARICO BEAN SALAD
 - PEPPERONCINI

- GROCERY BRANDS**
- DI BARBARICO CHOCOLATERIA (CANTER + CHRISTMAS PRODUCTS)
 - RICCIANO POLIANA (ITALIAN SOFTS)
 - ANGELO PANINI (BARTINER)
 - GIUSEPPE APOSTRA (PASTA)
 - MARIBISI (ITALIAN BISCUITS)
 - LE CACCIONE DEL COMIT (ARISTO RICE)
 - STRANIERA (TOMATOES)
 - PASTALAGLIA COFFEE
 - CUORE D'ITALIA (CLASSIC ITALIAN FLORA)

BRANDED DELI MERCH



Appendix
 RUNYON HOSPITALITY

5
 ITALIAN
 AMERICAN

A contemporary art take on the Italian-American restaurant, with comforting Italian dishes and modern American art.

RUNYON HOSPITALITY
 ITALIAN AMERICAN
 Italian-American

Shake Shack is a burger joint and SoulCycle is a spin class... the underlying concepts behind these brands have been around forever, but were simply repackaged in a new and exciting format. This is exactly the idea behind Runyon's Italian American restaurant.

• One could argue that Italian American restaurants are the most common type of restaurant in Runyon's Italian American concept to discover anything new. Rather, they will come to enjoy 1) first and foremost, the most delicious Italian American menu 2) in a refreshingly modern setting.

• Imagine: comforting Italian food within the galleries of the Whitney Museum of Modern Art (WMA).

Indulgent dishes one after the other. Clean, contemporary American art, elements of Scandinavian interior design, and modern, playful typography.

'Imagine:
 comforting
 Italian food...
 indulgent
 dishes... and
 elements of
 Scandinavian
 Interior'

Competitive Advantages

1. Wide range of demographic appeal
2. Menu is universally known and loved
3. Menu drives major takeout business
4. Low food costs - pizza, pasta





Appetite
 RUNYON HOSPITALITY

8

WINE BAR

A casual and inviting space to gather, enjoy good company, and discover great wines.

RUNYON HOSPITALITY WINE BAR

Concept Overview

Consumption of wine has always been associated with a stuffy, older crowd. In recent years - through the emergence of young, hip wine makers utilizing both creative branding and production (organic, natural, bio-dynamic) - we have seen a top-down democratization of the wine market.

Young people are now curious and engaged with hip, natural wine bars popping up everywhere from Mexico City to Shanghai. Like anything else, when trends spark in urban areas, suburban areas become aware of these trends but do not have access to it. Our goal is to provide this new age, wine bar concept that will quickly become the cool new gathering spot of any suburban market.

This is not your grandfather's dark and moody wine bar. It is bright, fun, communal, and engaging with small footprints and zero pretentiousness. Specifically tailored to each neighborhood.

'A comfortable and casual space that carries an exciting sense of discovery'

The Wine Bar is a true hospitality driven venture. If you don't know anything about wine, that's fine! Staff will eliminate the insecurity that often comes with a lack of knowledge about wine. Instead, they will keep the Wine Bar a comfortable and casual space that carries an exciting sense of discovery. If you like a bottle, you can also buy it to take home through the potential for a small retail component at the Wine Bar.

Competitive Advantages

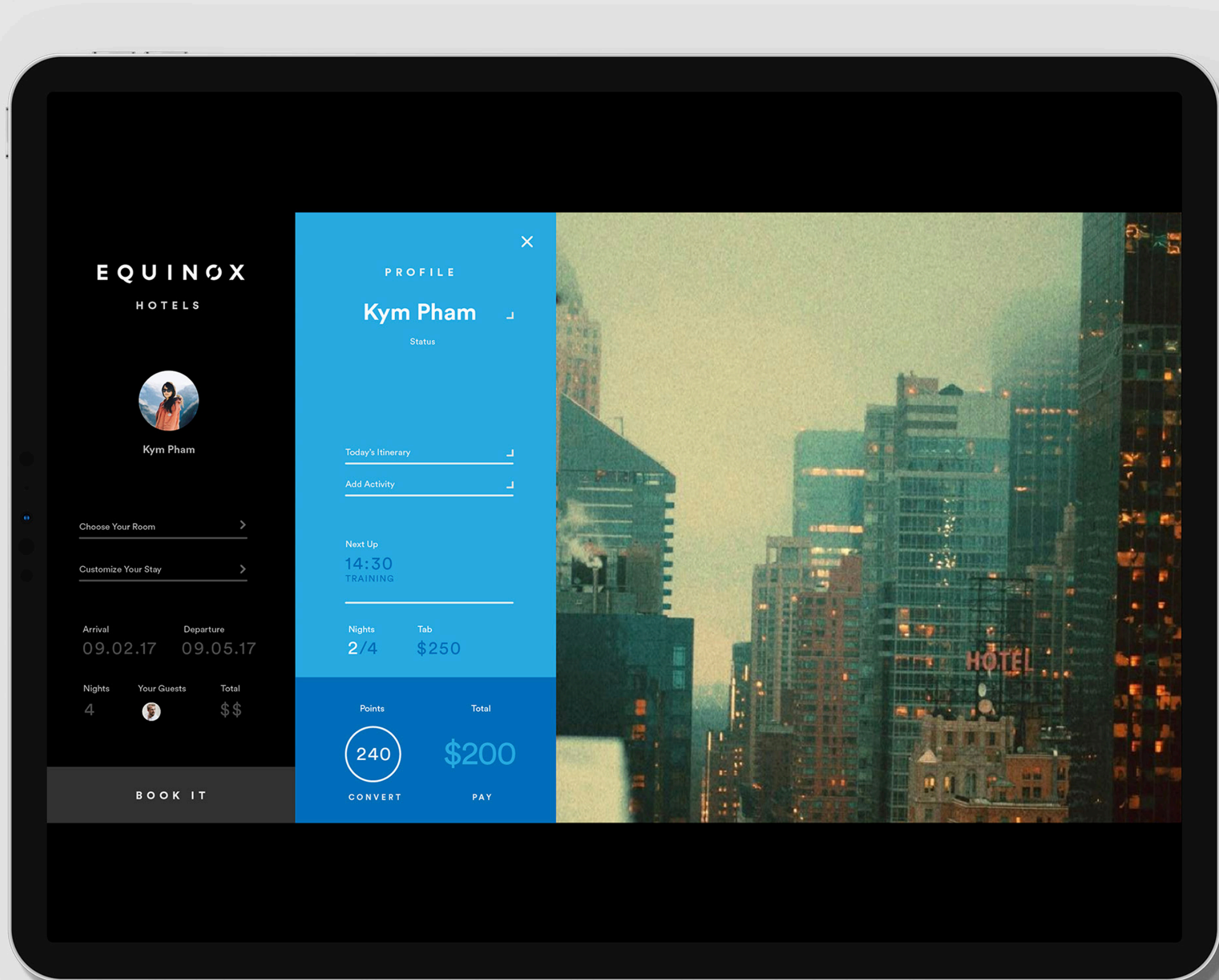
1. Low staffing costs, max three people ever on staff at one time
2. Appreciating product - there is no waste in keeping/using wine bottles
3. Low start-up costs
4. Ability to easily pair the Wine Bar concept with other hospitality concepts



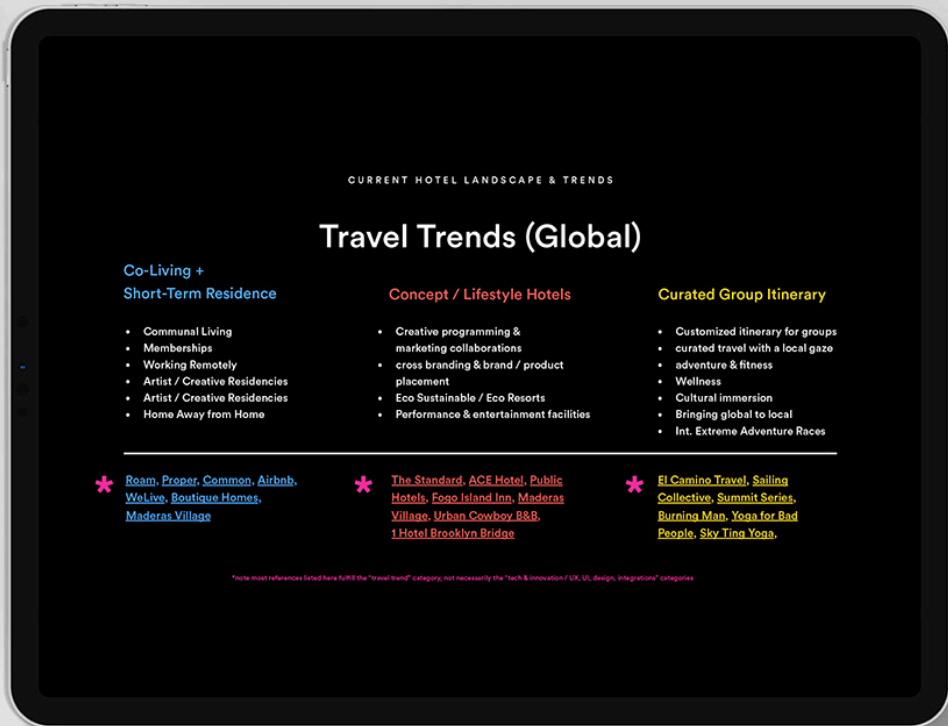
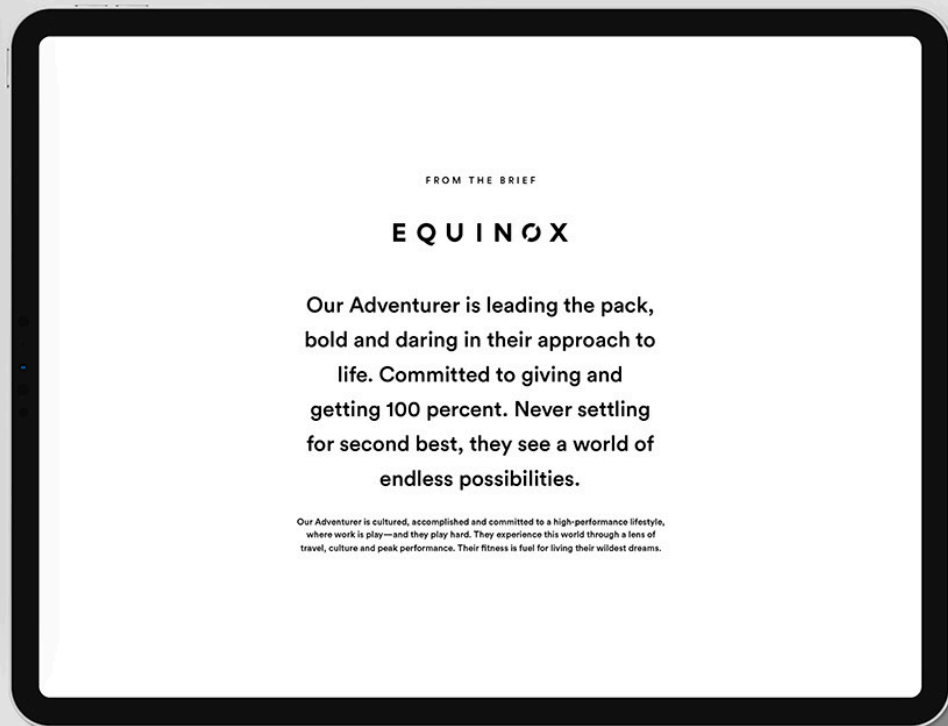
E Q U I N O X
H O T E L S

FOR

Chandelier



EQUINOX HOTELS PITCH



EQUINOX HOTELS PITCH

VISION FOR EQUINOX HOTELS

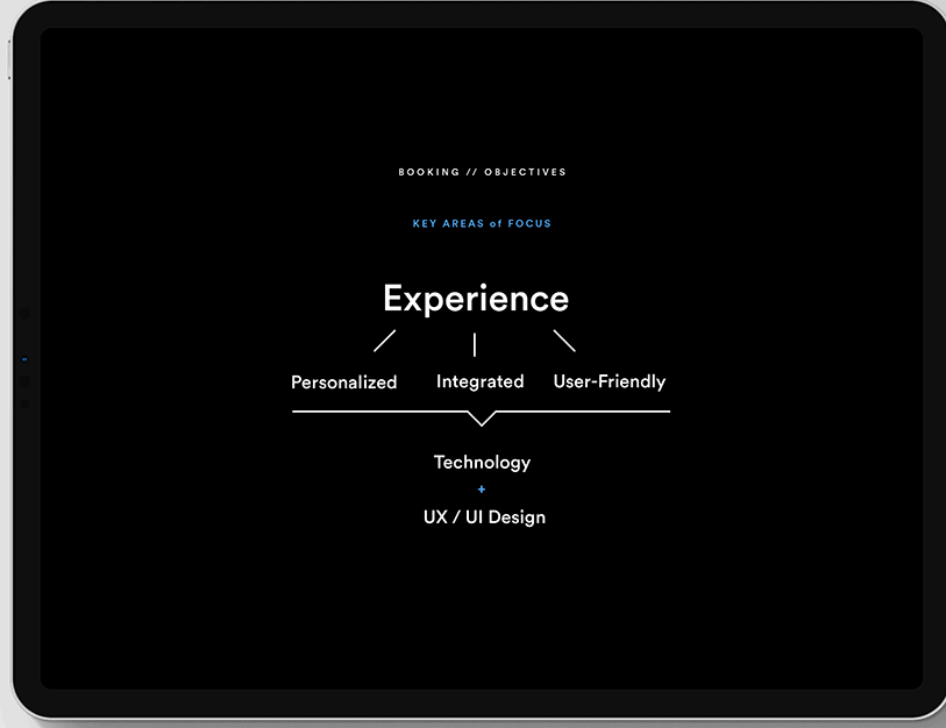
An innovative & futuristic look at how technology can make the booking process and experience seamless & more user-friendly.

BOOKING // THE LANDSCAPE

Booking Systems

A closer look at current booking systems and booking experiences (hotels, airlines, personal services), to establish their flaws, weak spots and problems and using those to find a better solution for a more personal, integrated and user-friendly guest experience.

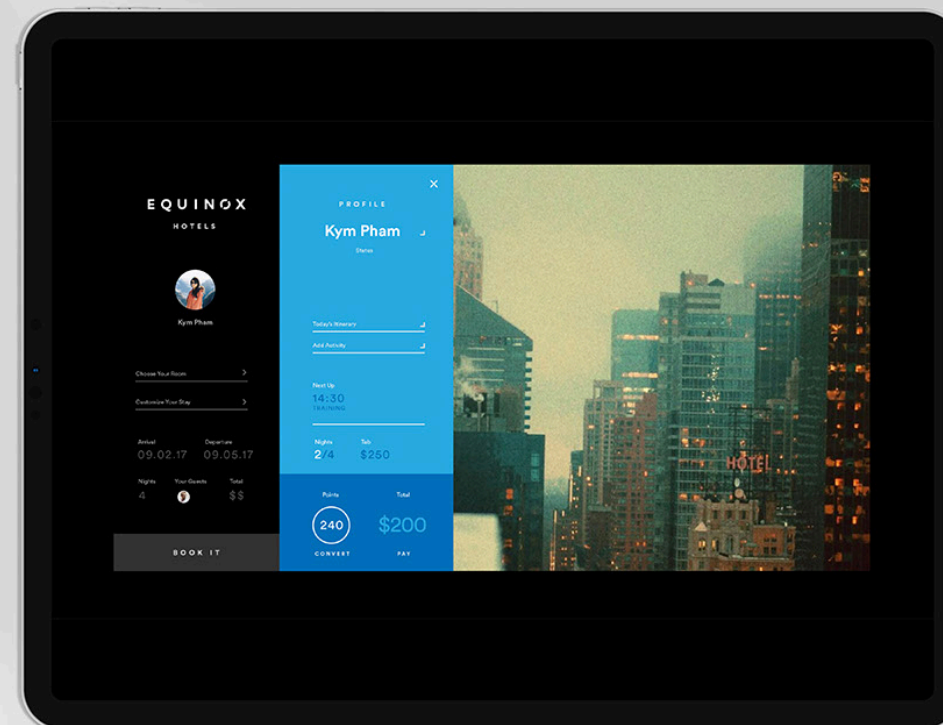
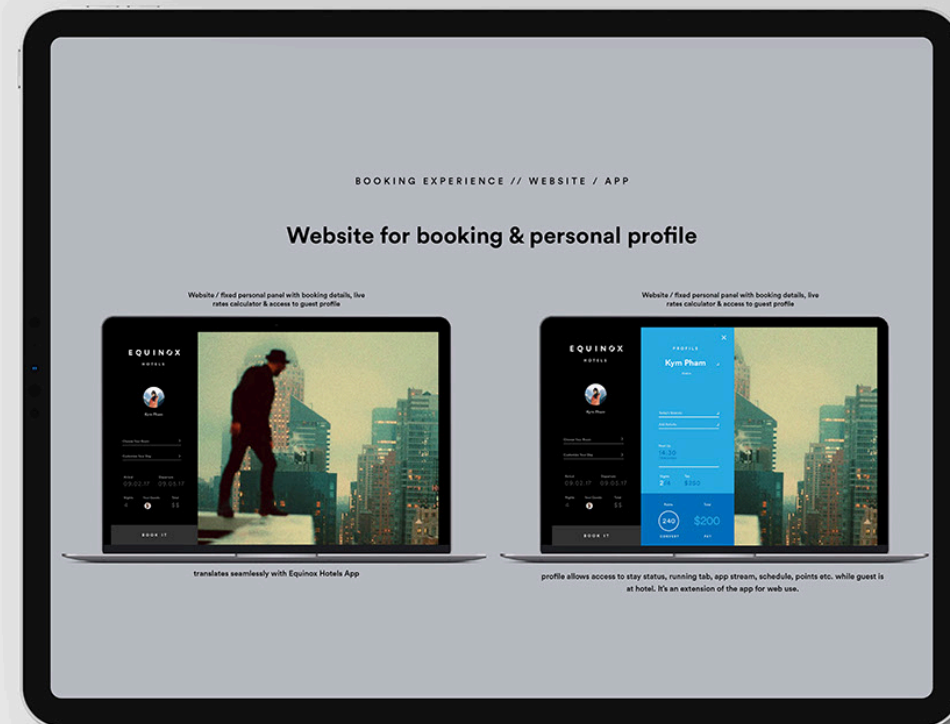
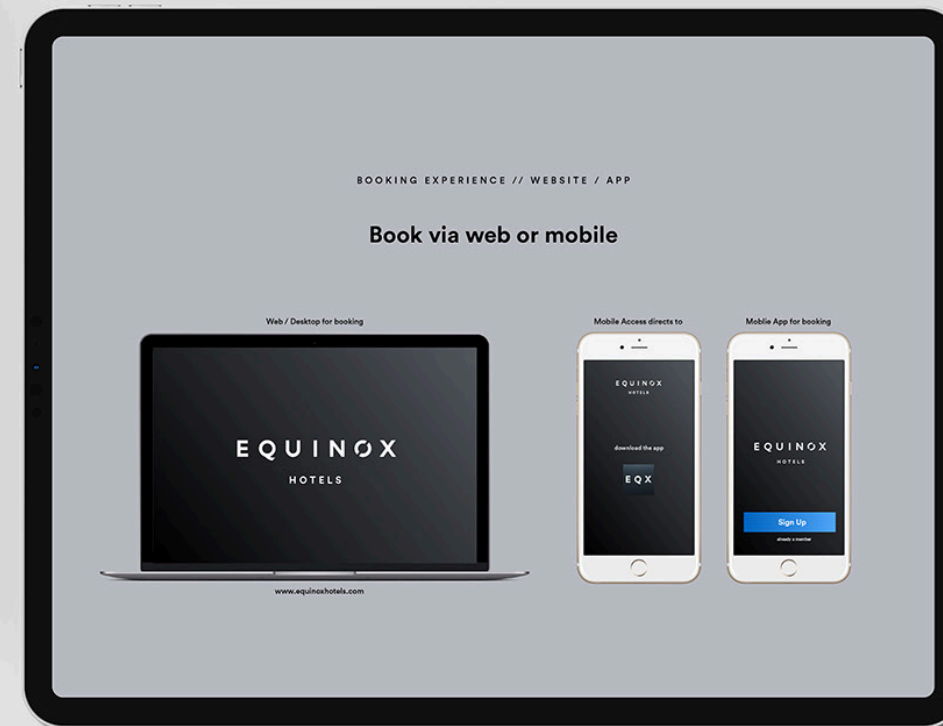
| Problems | Solutions |
|--|---|
| <ul style="list-style-type: none"> Not putting the user first / impersonal Overly complicated & bad UX / UI designs Unintegrated booking platforms across tech No transparency <ul style="list-style-type: none"> Fees & hidden costs Hotel / booking policies, payment methods, check-in/out times Too many steps Alienating design No follow through | <ul style="list-style-type: none"> Putting the user first - customizing the booking experience by making it about the user Better / simplified UX / UI design Cross-platform / media integration Absolute transparency throughout the booking process & carry-through Too many steps Beautiful & functional design technology that allows the booking process to carry-through to the user's stay & hotel experience |



Experience

Create a booking and guest experience that is **personalized, integrated / seamless, and user-friendly** by using technology and UX / UI design in innovative ways

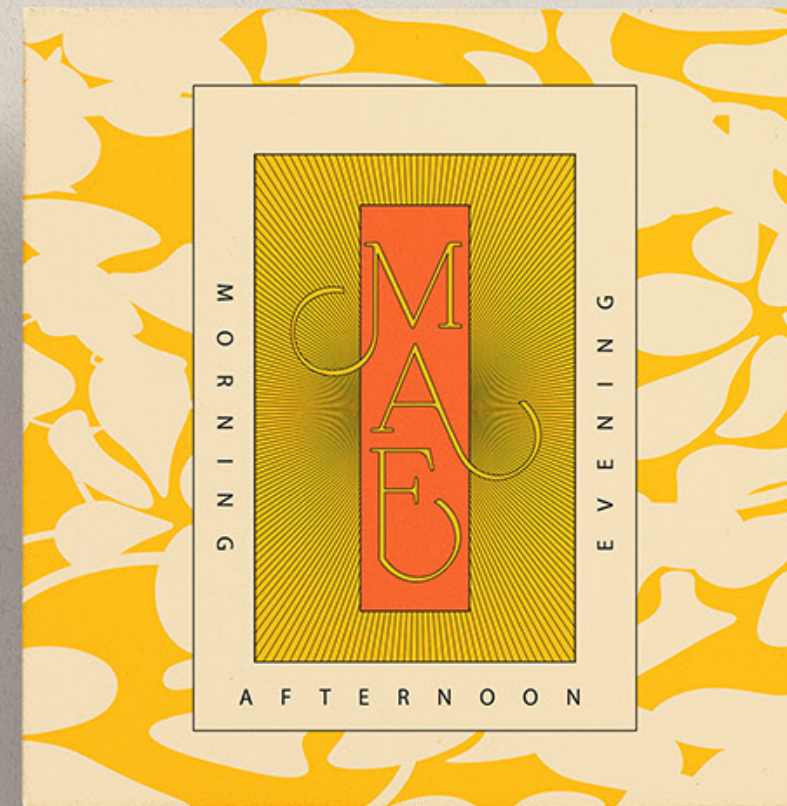
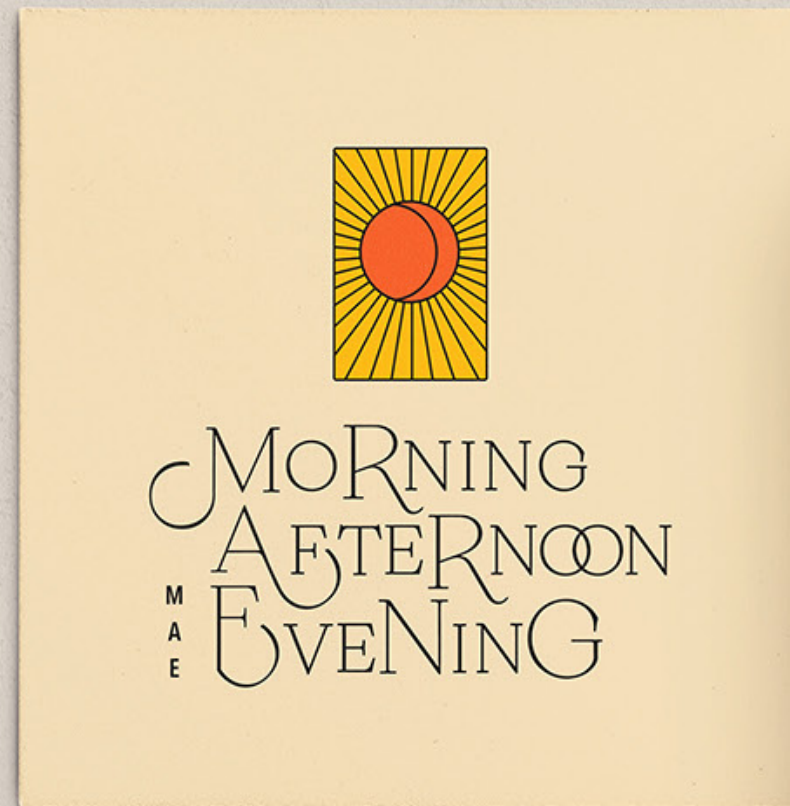
| Personalized | Integrated | User-Friendly |
|---|--|---|
| <p>A PERSONAL GUEST PROFILE</p> <p>Equinox Hotels booking and experience is all about the guest - catering the entire process and stay toward the guest's preferences and profile. From booking to paying to checking-in, sleeping-in, working-out, eating-out, and checking-out, it's all about the guest, based on their profile.</p> <p>Most hotel bookings are impersonal, complicated and alienating to users. This system is designed to know and assist the guest from the get-go.</p> <p>Technology + UX/UI Design</p> | <p>A SEAMLESS EXPERIENCE</p> <p>From booking online, and customizing the stay to creating and using their personal guest profile on the Equinox Hotels App and Website, guests' user-experience will be integrated and seamless across all digital platforms, hotel experiences (digital and in-person) and other services.</p> <p>Only Equinox Hotel's technology will be needed for the guest's experience, from booking to checking in to scheduling activities to keeping track of account / tabs. Everything is in one place.</p> <p>Technology + UX/UI Design</p> | <p>FLAWLESS USEABILITY</p> <p>With functional, clever and simple UX and UI design and intentional messaging / language, the booking process will make the user feel at ease and cater to their need as a guest looking to book a simple stay or special, customized experience. Personalizing the user is at the forefront and is made user-friendly using the right design and technologies. Guests having their own profile means their booking and everything related is in one place.</p> <p>This will also make room for complete transparency during booking and stay from fees, extras, policies, payment etc. No surprises, it's all right there.</p> <p>Technology + UX/UI Design</p> |





FOR

THE MORRIS PROJECT





LOGO SET

Primary Logo (above) + Secondary Logo (right)



LOGO



I AM THAT GIRL
LOGO 2/9
// SIZE GUIDE

1. **MAXIMUM:** This is the maximum size at which the logo should be used. This will predominantly be for DIGITAL purposes such as deck covers or where IATG brand takes prominence or is the highlight of the materials i.e. promotional.

2. **LARGE:** This size will mainly be used in printed / online materials such as decks to be displayed alongside other elements. Don't use when pages / materials are visually busy.

3. **MEDIUM:** The logo should most regularly be used at this size where possible. Sometimes it will have to be bigger / smaller, but remember a logo can be most effective when thoughtfully deployed smaller.

4. **SMALL:** The smaller version of the logo should be used when content is visually busy and when other visual elements will be prominent over the branding (e.g. posters). This size will be useful for web and social.

5. **MINIMUM:** The logo shouldn't be used smaller than this size. Only use the logo at minimum size when necessary like on social media posts or content with restricted dimensions.

I AM THAT GIRL
LOGO 3/9
// CONSTRUCTION



EXCLUSION ZONE: The exclusion zone refers to the area around the logo which must remain free from other copy to ensure that the logo is not obscured. As the diagram indicates, the exclusion zone is equal to that of the cap height of the "G". The same exclusion zone applies to all versions of the logo and brand marks.





I AM THAT GIRL
COLOR 1/4
 OVERVIEW



Color

I AM THAT GIRL: COLOR OVERVIEW

COLOR OVERVIEW:

The accompanying tag chart indicates the prescribed use (by means of ratio) of the 100% brand colors. As illustrated, the colors most associated with the brand and brand elements are **CORAL**, **ROSE**, **ASH**, **AQUA**, **YELLOW** & **VELVET**. These will be predominantly used in illustrations and as "pop" colors (especially velvet).



PRIMARY TAG COLORS

For branding, high-contrast tags, other branding elements, the website, social and web use. NEVER use as main or a substitute background color.

SECONDARY TAG COLORS

For branding and use as "pop" color to highlight or accentuate brand elements. Use sparingly.

IATG COLOR USE CHART

COLOR 2/4
 BRAND COLORS



IATG GIRL COLORS USING WHITE TINT SPECTRUM

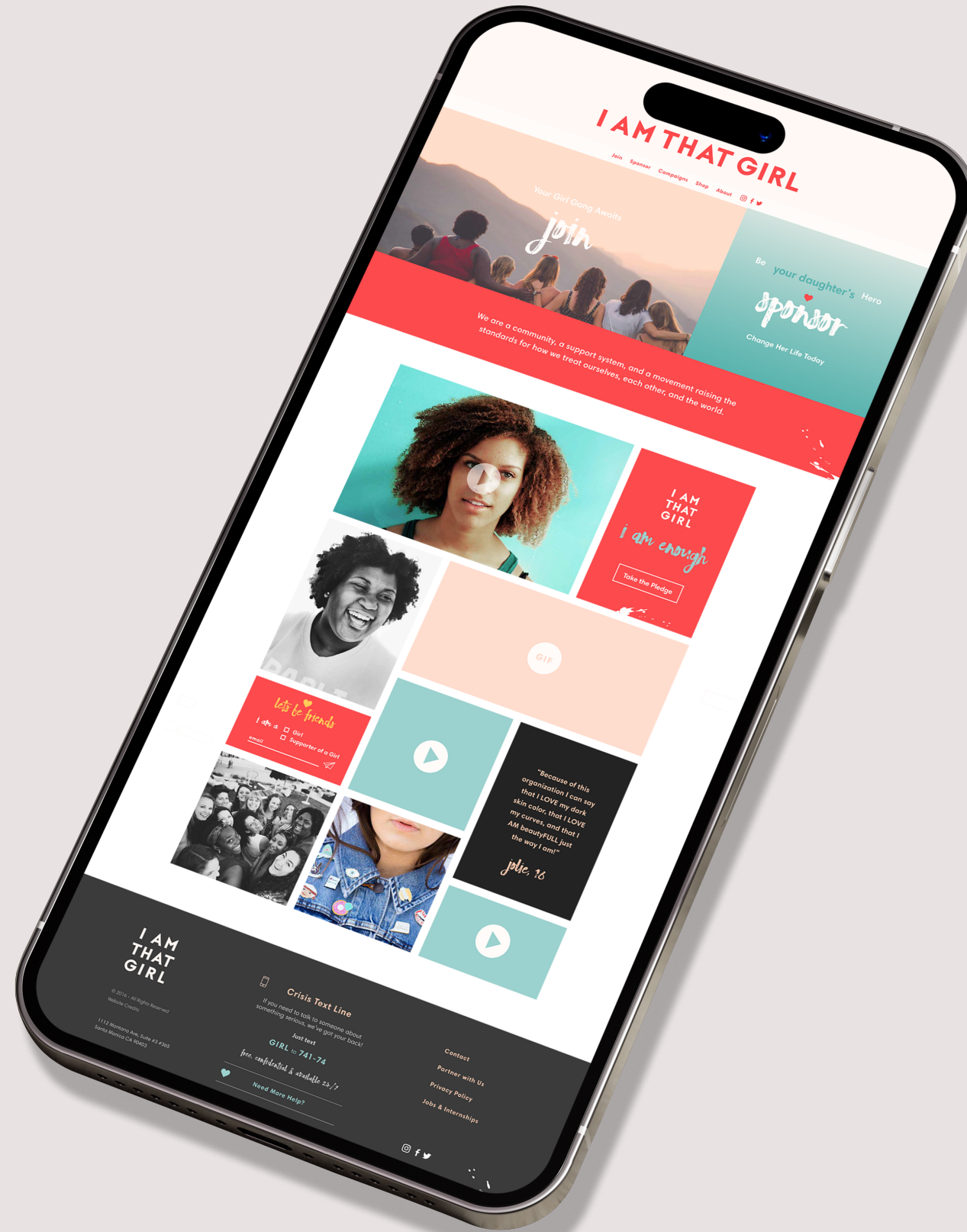


IATG GIRL COLORS USING WHITE TINT SPECTRUM: Chosen (left) 100% colors can make use of a white tint. Be sure to use the white tint in the specified increments of 10%. Do not change the color properties, only adjust the white value. Colors not shown in the white tint spectrum chart are to be always used as 100% colors. Do not change these.

USE & APPLICATION:

CORAL: Use coral color to soften busy and overly overpowering bright. Can be used as a substitute background color, or as a highlight tinted version.
ROSE: Substitute background when using the more heavily tinted version.
ASH: Use for creating hierarchy in orange or for graphic elements such as page numbers or secondary web text.
AQUA & YELLOW: Use tint in illustrations / graphics for highlights and lighting effects.
VELVET: Use colors and their specified tints as a visual color guide for photo creation, selection, editing and correction. The more higher white tinted CORALS & AQUA colors should feature plentifully in IATG imagery. This will make the primary and solid colors more effective when used.







THAT'S A WRAP!

NIKKI BRAND
STUDIO
LA

Art Director + Brand Specialist
PORTFOLIO