



DESIGN ASSET REPOSITORY

Roman Distefano

PROJECT STATEMENT

Asset Depot is a digital repository of design assets and textures. The goal of this project is to create a brand that provides designers with unique assets that inspire them to create. Whether it be a part of a collage, brand, or advertisement, Asset Depot aims to fuel creatives by refreshing their asset collections. Boston lies at the center of this project. The surrounding areas are where I found, photographed, and scanned all of the materials in the collection. The goal with these asset packs is to highlight the subtle beauty in the world around us. In a collaged style of texture and photography I want to show that anything can be successful design once it becomes a part of a bigger system.

AUDIENCE STATEMENT

I wanted to start small with this leg of the project and mainly target CAMD students who need affordable and refreshing design material. In order to reach this audience, I have created a series of posters that will be displayed around Ryder Hall. Asset Depot is designed to scale up and inspire designers all across the internet.

PROBLEM STATEMENT

How do I stand out in a saturated market of design products?

 Provide unique design assets

 Give designs a sense of purpose

 Teach about the intention behind the project

 Interact with an exciting brand

BRAND GUIDELINES

ASSET DEPOT

LOGO



COLORS + TYPOGRAPHY



ROC GROTESK COMPRESSED LIGHT
COMPRESSED BOLD
REGULAR **BOLD**

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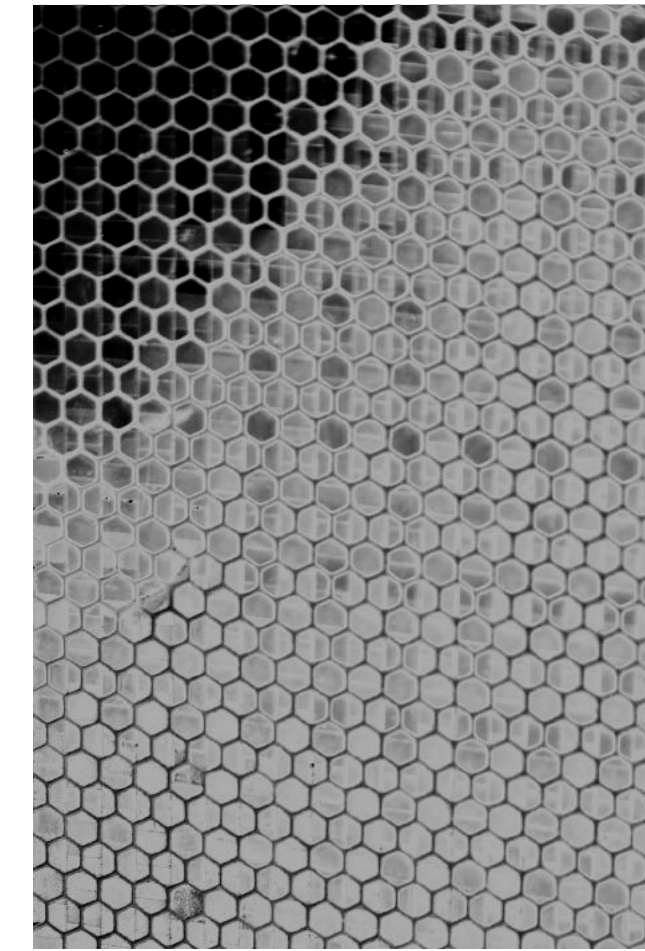
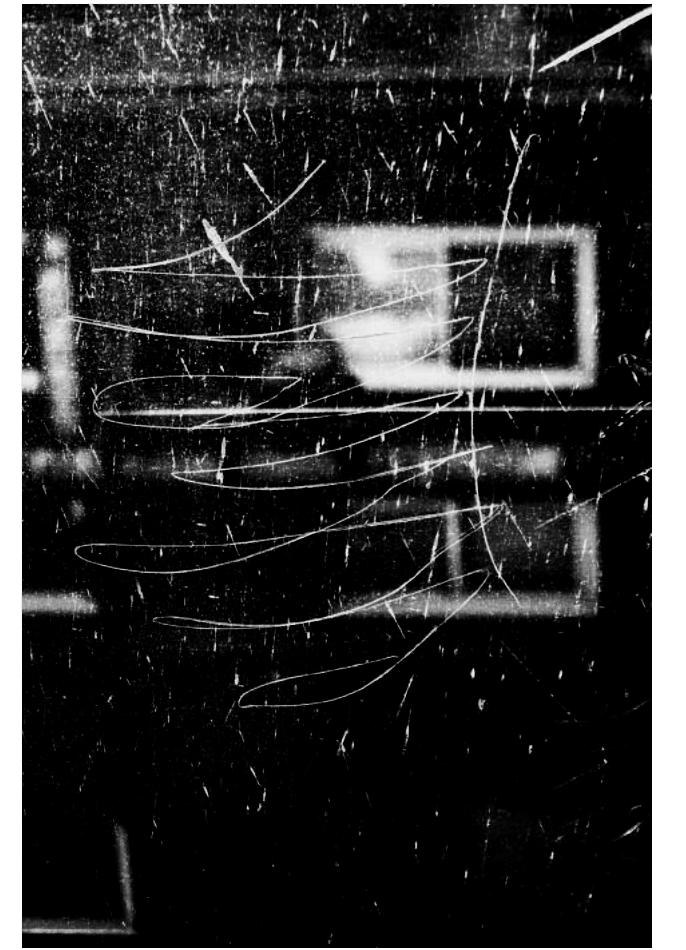


DELIVERABLE #1: THE PACKS

ALLEYWAYS



THE T



LETTERFORMS

A A A B C C D
D E E E G H I L O
O P P Q R R R S S
S T V W X X Y Z

0 1 2 3 4

5 6 7 8 9

1 2 3 4 5

5 7 8 &



Roman Distefano

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Subscribe

Welcome to Asset Depot! Download one of three Boston-inspired asset + texture packs. Connect your designs to the city around you! Get inspired to create with purpose.



Alleyways

★ No ratings \$1+



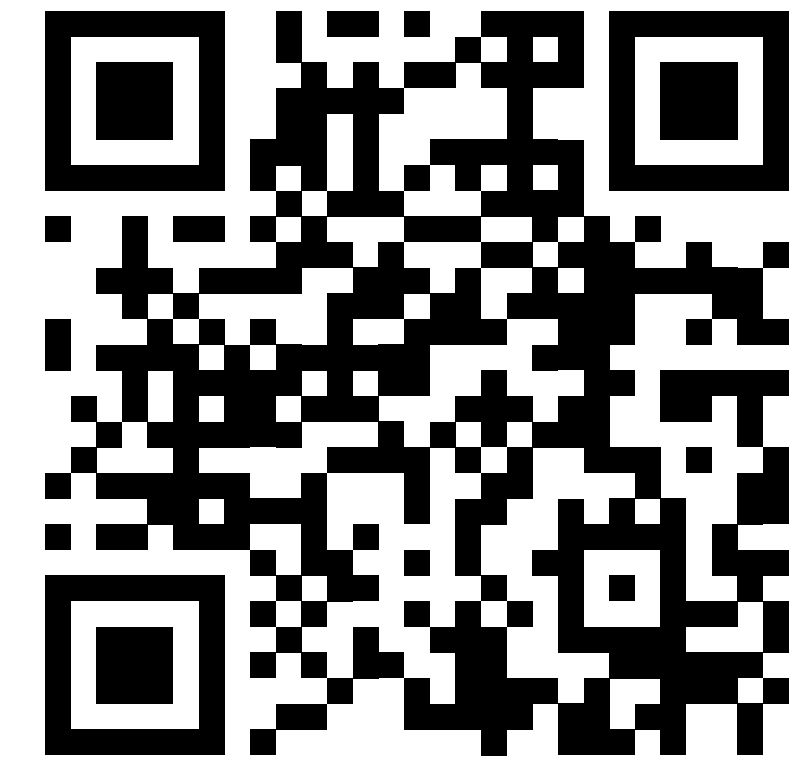
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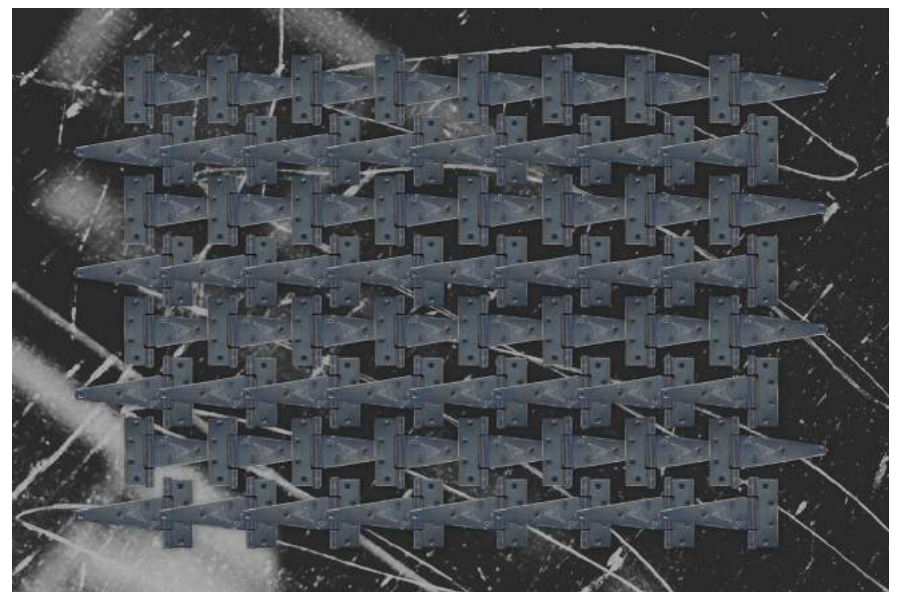
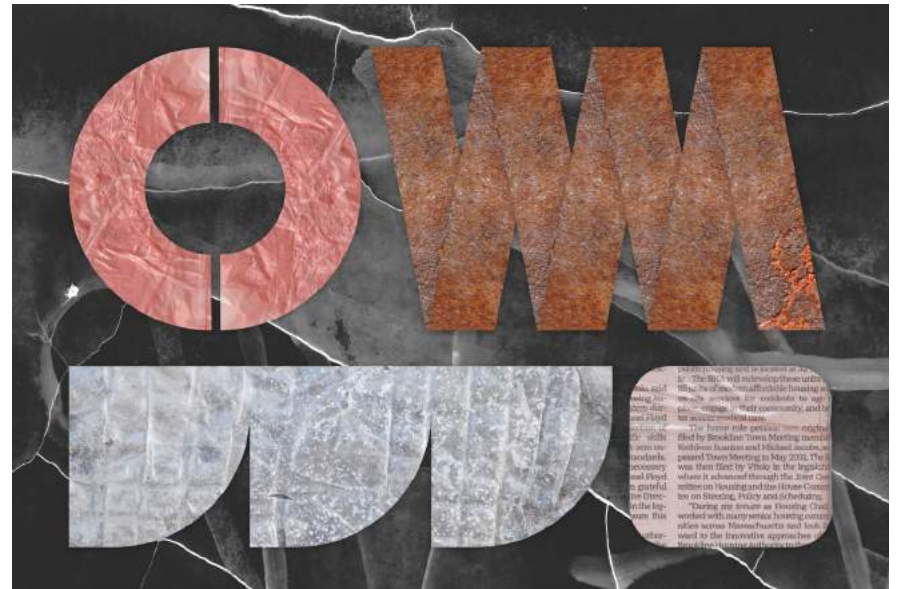


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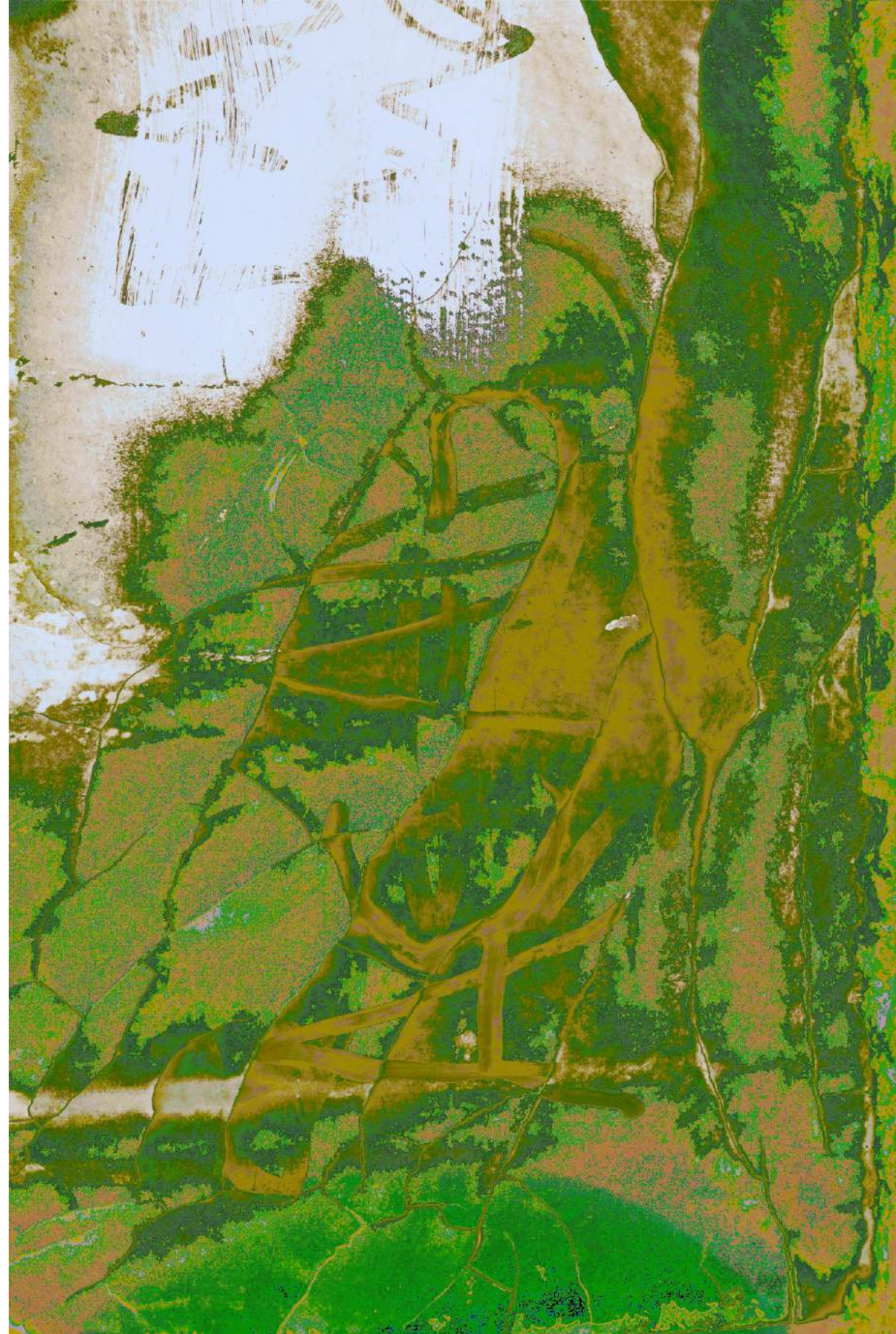
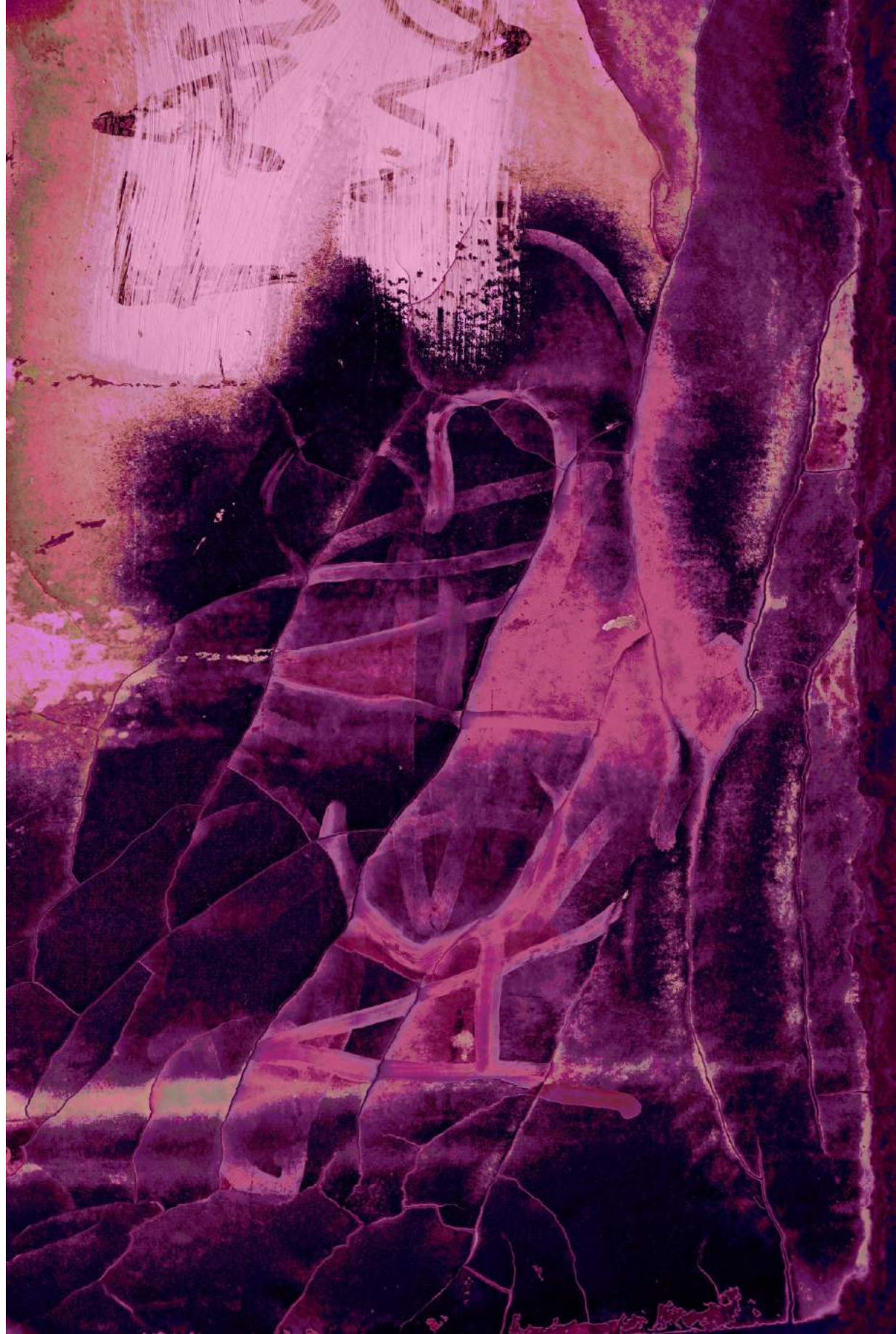
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	<p>Alleyways romandistefano.gumroad.com/l/alleyways</p>	0	\$0	\$1+	● Published

ASSET DEPOT

DELIVERABLE #2: COLLAGES



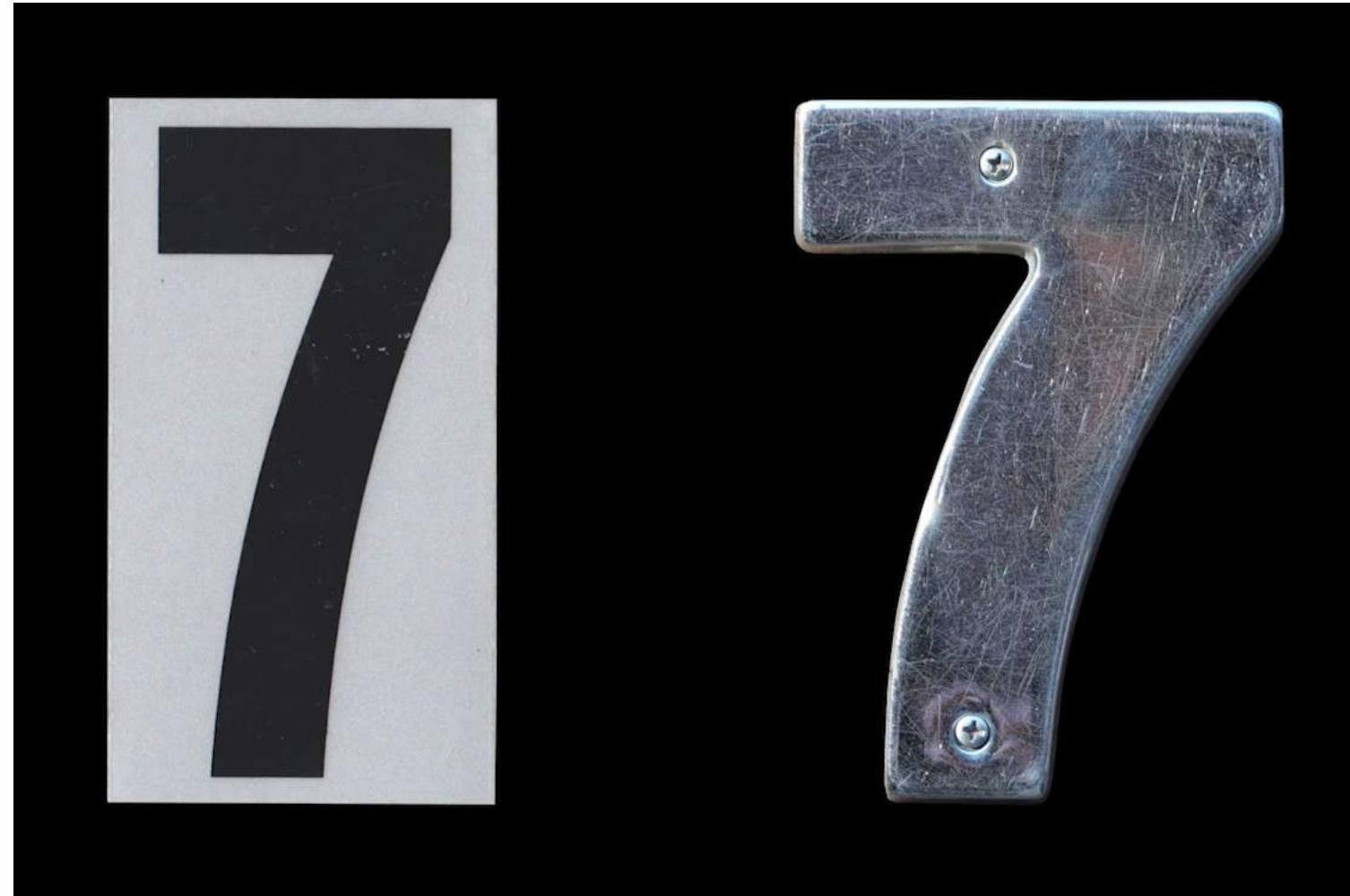




DELIVERABLE #3: PROMO







THANK YOU

ASSET DEPOT