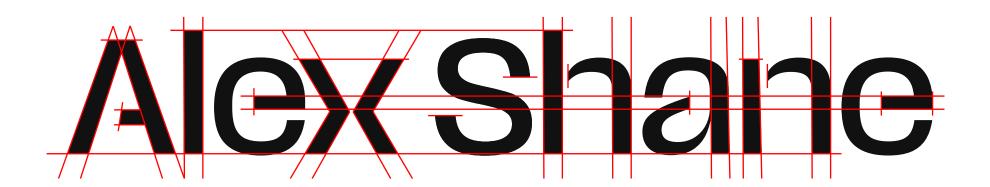
Personal Brand For Alex Shane

Intent Note:

After watching the vlog created for Alex Shane, an idea came to me when I heard his comment about possibly placing an "Alex Shane" logo on his terrace. That thought inspired me to design a complete art direction around his personal brand, to visually translate his universe and identity.

The goal of this proposal is to develop a coherent, recognizable, and professional image for Alex, while staying true to his personality and aesthetic.



Typographic Compositions







Color Palette Proposal

Alex Shane

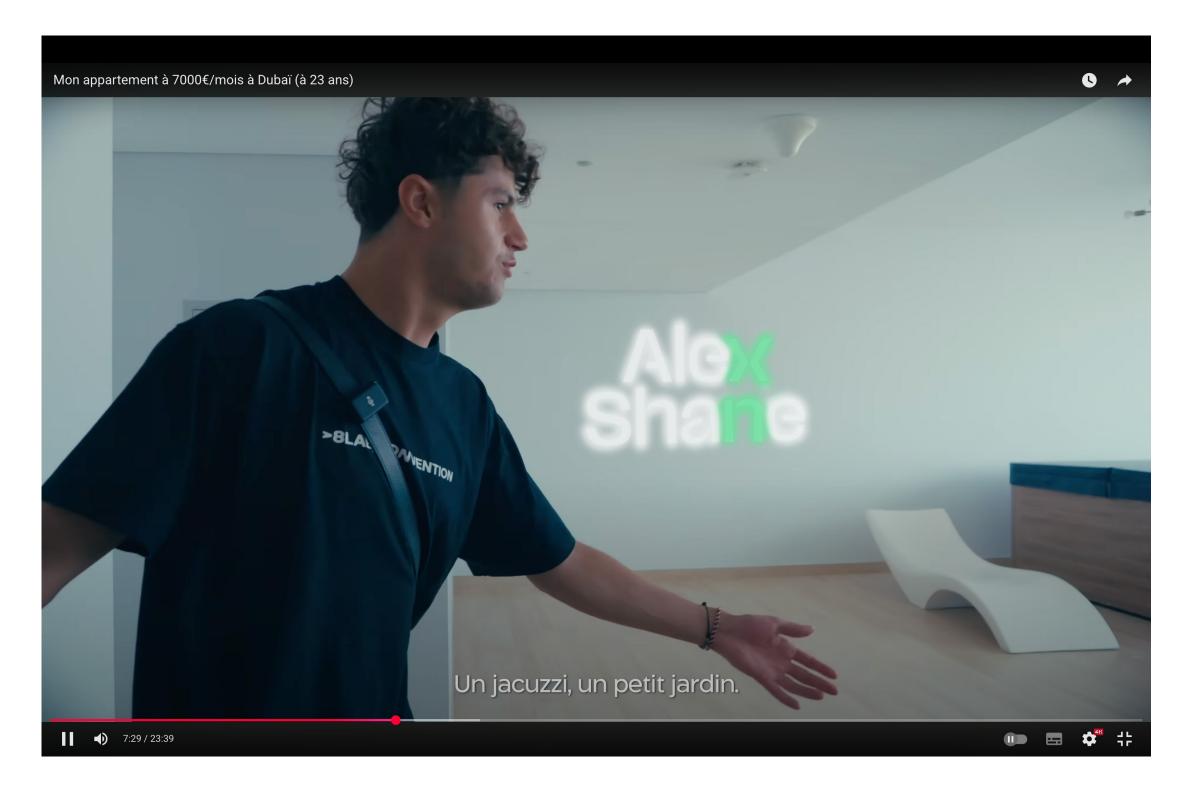
Alex Shane

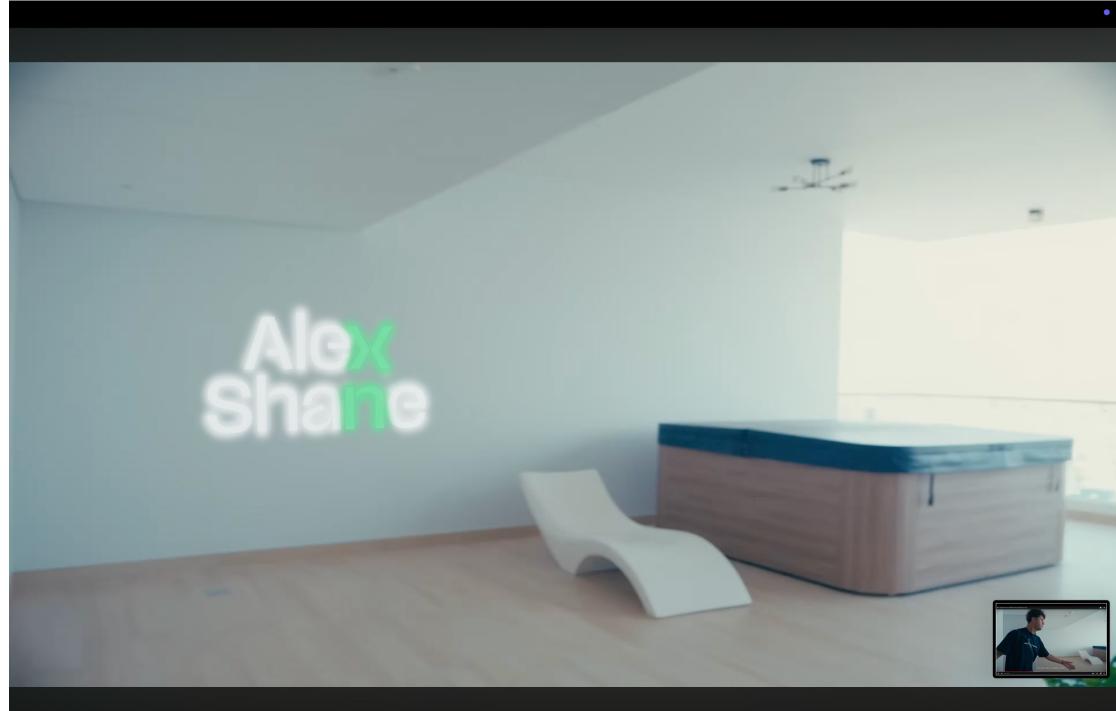
Alex Shane

Alex Shane

AleX Shane

Mockup







Textile Proposal



Visuals made by **Studio Keaz**

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