

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.

Alex Shane

Alex Shane

Alex Shane

Alex Shane

Alex Shane

Typographic Compositions

Alex
Shane

Alex
Shane

**Alex
Shane**

**Alex
Shane**

Alex
Shane

Alex
Shane

Color Palette Proposal

Alex Shane

Alex Shane

Alex Shane

Alex Shane

Alex Shane

Alex Shane

Alex Shane

Alex Shane

Mockup

Mon appartement à 7000€/mois à Dubaï (à 23 ans)



Un jacuzzi, un petit jardin.



7:29 / 23:39





Alex
Shane

Un jacuzzi, un petit jardin.

Textile Proposal



Contact

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Visuals made by **Studio Keaz**