

CORPORATE IDENTITY MARKS

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Visual Identity Systems
GD 356, Spring 2021
M/W 1:30-3, Section 501

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GLYPH

CHICAGO RED STARS

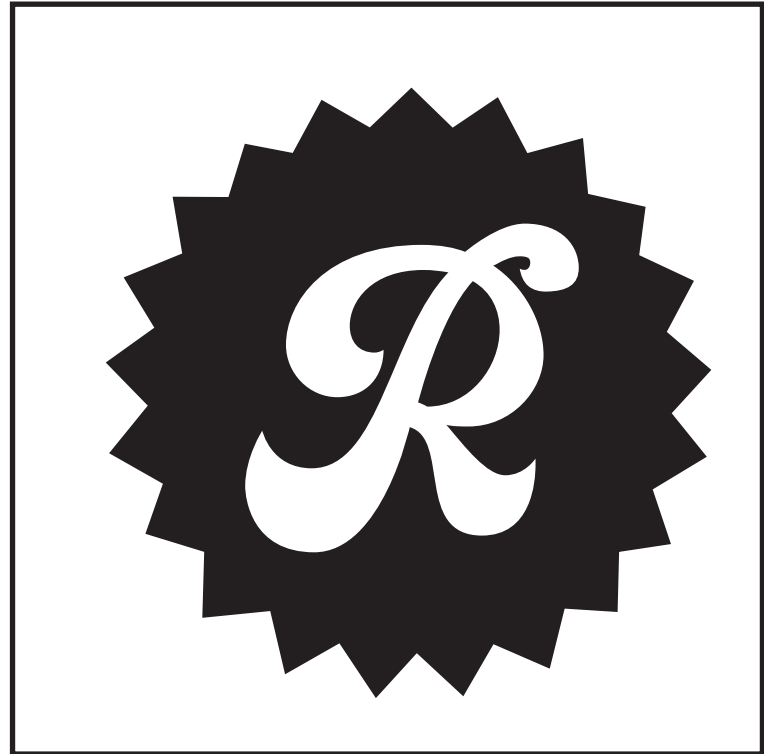
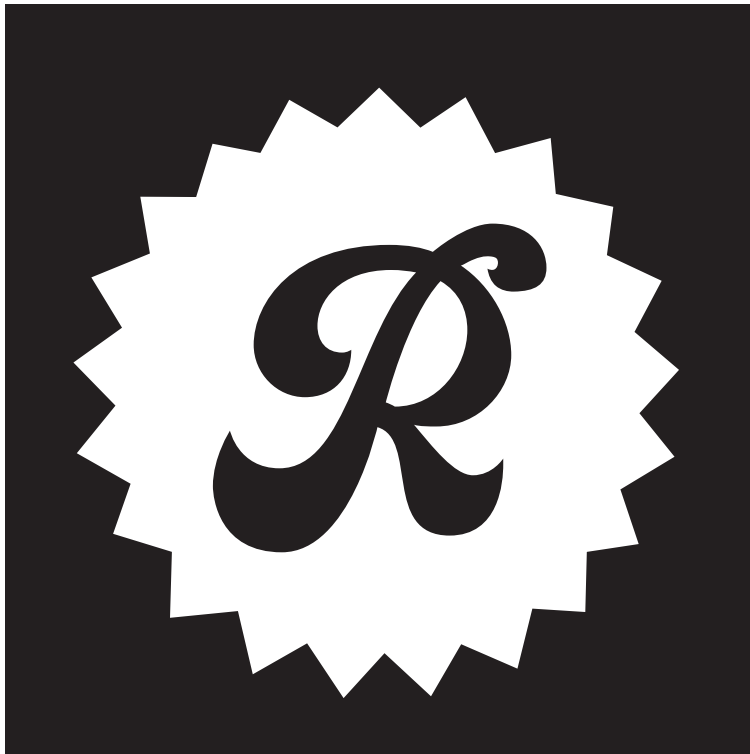
Chicago's womens
soccer team



GLYPH

REESE'S

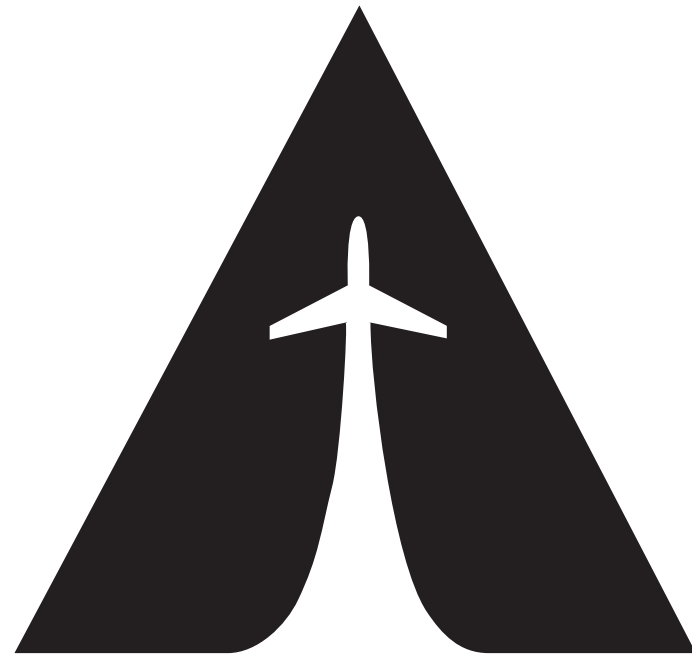
Peanut butter
chocolate treat



ALPHA GLYPH

AMERICAN AIRLINES

A major national airline
headquartered in Fort Worth



ALPHA GLYPH



Japanese multinational
camera company

IND

IND

SYMBOL

WINGS OVER HAITI

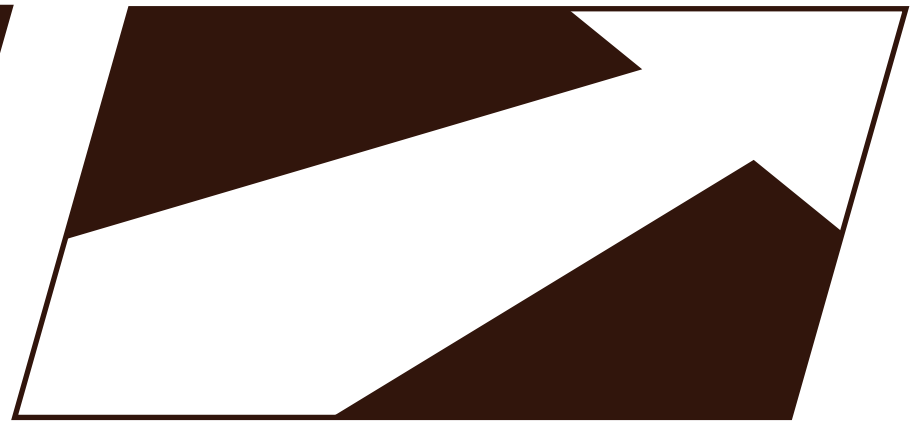
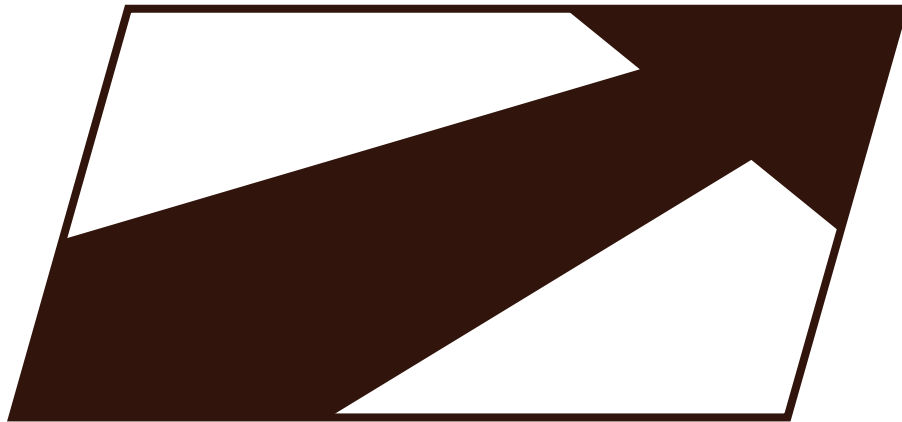
Non-Profit focused on providing education and resources to communities in Haiti



SYMBOL

UNITED PARCEL SERVICE

American multinational shipping,
receiving, and supply chain
management company



MONOGRAM

MUSEUM OF CONTEMPORARY ART

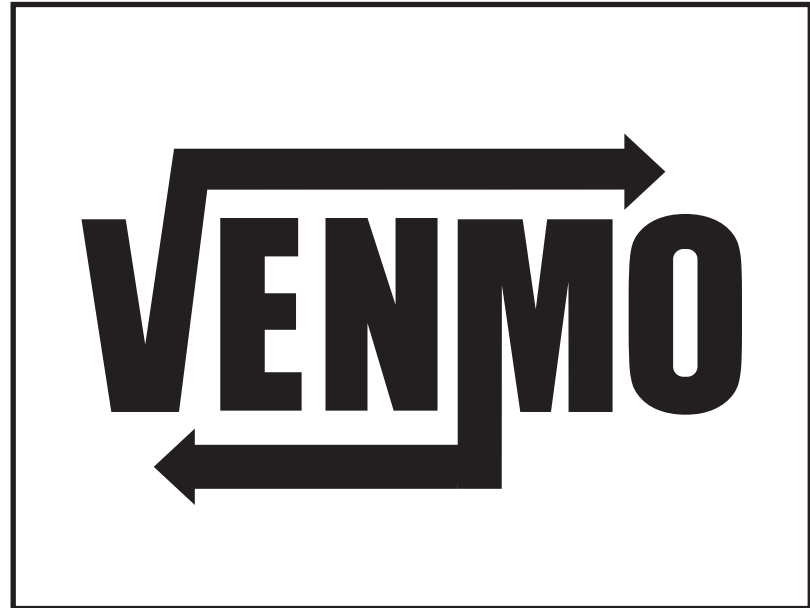
Chicago museum founded in 1967



LOGOTYPE

VENMO

Mobile payment app
used to send money
between users



COMBINATION

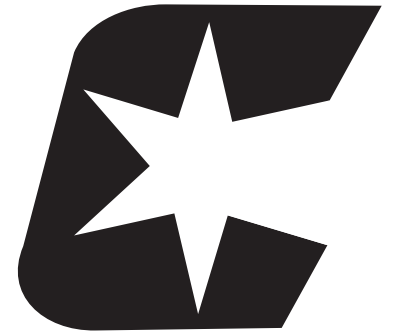
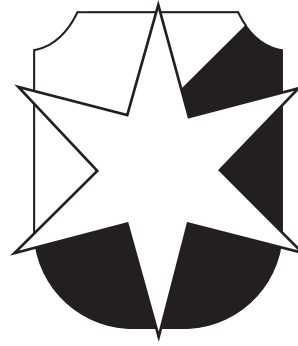
WHITE CLAW

Alcohol company selling
hard seltzers

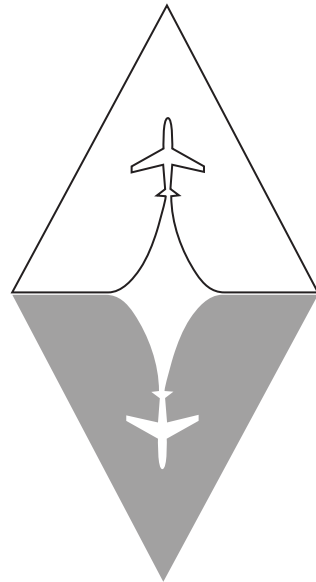
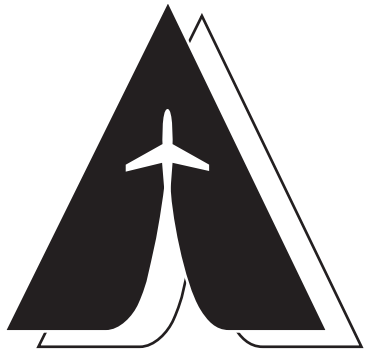


APPENDIX

SKETCHES



SKETCHES



SKETCHES

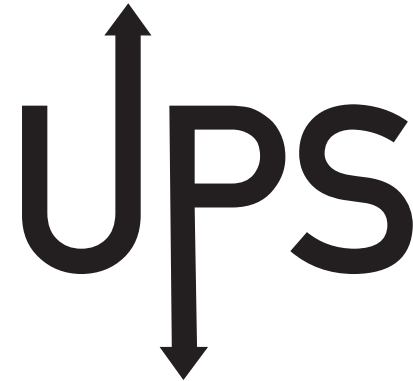


Museum of Contemporary
A R T

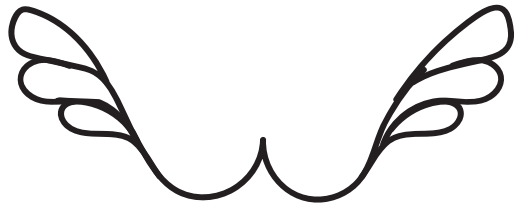


Museum of Contemporary Art

SKETCHES



SKETCHES



SKETCHES

