

Take 1: option 1

name

Time Warner Benefits

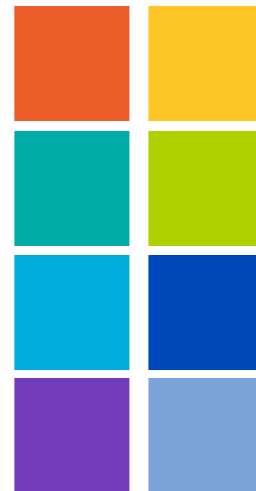
rationale

- Photographic
- Calm
- Personable
- Familiar
- Evolving
- Caring

inspiration



colours



poster mockup example/brand development



Take 1: option 2

name

Benefits for you

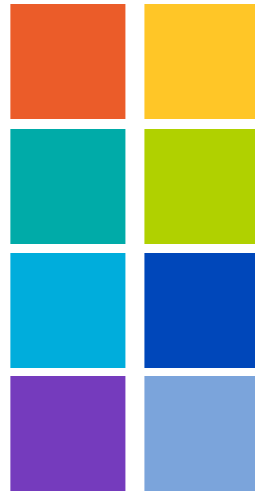
rationale

- Photographic
- Colourful
- Abstract
- Energising
- Lively
- Positive

inspiration



colours



poster mockup example/brand development



Take 1: option 3

name

Imagine

Benefits to suit your story

rationale

Illustrative

Fun

Versatile

Simple

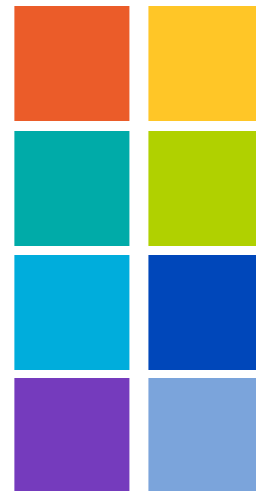
Adaptable

Creative

inspiration



colours



poster mockup example/brand development

