

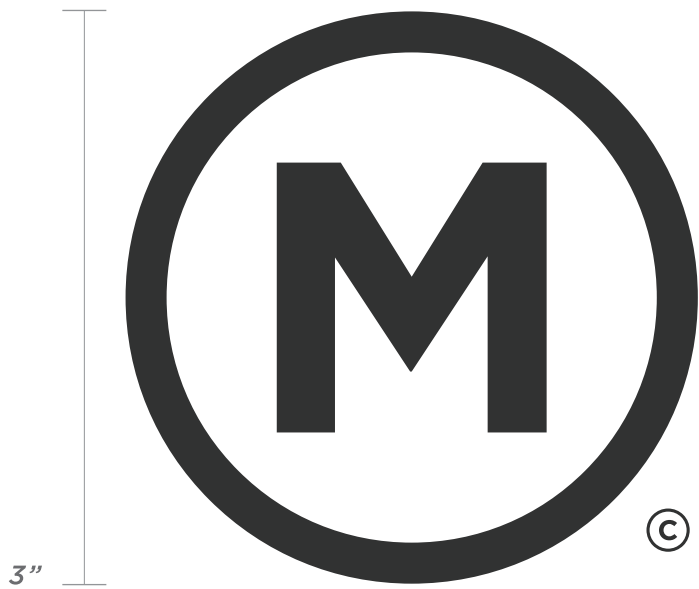
MARK CARRIONE | BRAND IDENTITY

6 OCTOBER 2015

DESIGNER STATEMENT

I have always been most comfortable communicating ideas and opinions through visual and literary representations. As a visual communicator, I strive for effective design solutions that communicate a clear and concise message, using just the right amount of information necessary. My brand not only represents this style, but also acts as a way for me to voice my opinion in a medium in which I feel most comfortable.







 **MARK CARRIONE**
VISUAL COMMUNICATION

 **MARK CARRIONE**
VISUAL COMMUNICATION



Breast Cancer Awareness



Prostate Cancer Awareness



Yogi Berra Tribute



#merica



(RED)



ANTI SMOKING



AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPp

QqRrSsTtUuVvWwXxYyZz

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPp

QqRrSsTtUuVvWwXxYyZz

Gotham

GOTHAM TYPEFACE

Gotham is a family of geometric sans-serif digital typefaces designed by American type designer Tobias Frere-Jones in 2000. Gotham's letterforms are inspired by a form of architectural signage that achieved popularity in the mid-twentieth century, and are especially popular throughout New York City.

Gotham was prominently featured in 2004 as the typeface on the cornerstone for the Freedom Tower at the World Trade Center site, itself owned by the Port Authority of New York and New Jersey, which also owns the bus terminal that inspired the typeface.

Primary



CMYK: #333333
RGB: R-51 G-51 B-51

CMYK: #FFFFFF
RGB: R-255 G-255 B-255

Secondary



CMYK: #E64D3B
RGB: R-230 G-77 B-59

CMYK: #5EACDF
RGB: R-94 G-172 B-223

CMYK: #FFCB04
RGB: R-255 G-203 B-4

CMYK: #4CB96E
RGB: R-76 G-185 B-110