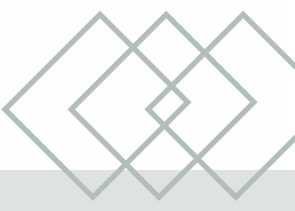


elements



Reflecting branding through visual action while incorporating its core consumer through clever design, Spartan Golf Club has a logo that drives home who it is and what it offers. Using an earth tone base color for its design, Spartan's logo remains strong without falling into a harsh high contrast color scheme. A slight shadow at the bottom of the golfer completes the visual trick of the design while serving as a border to separate the company name and bringing both sides of the design together.

Logos

The bold imagery of this 2010 anti-racism festival logo from Greece captures the connectivity of human beings and their inherent struggle to coexist amongst different races and classes. Combining two distinct motions with conflicting actions while polarizing both elements in a highly charged red backdrop, this logo delivers an intense message. Humans possess the power to both heal and harm.



Print

This print ad by Pedigree does a great job of bringing into focus what a scene can be when things are added or removed. The wide-angle photography with long depth of field and a downward facing subject creates an isolated and lonely feeling. The addition of a dog into the frame immediately changes the viewers perception and guarantees a quick smile and a feeling of relief for the subject in the first frame. Man's best friend saves the day once again.



When the use of a clever visual twist delves deeper into the psyche of sexuality and societal hurdles, a powerful ad is born. MasterCard's "Priceless" campaign delivers once again and places an iconic symbol of femininity on a traditionally male course. There is true power hiding in this cunning and whimsical ad that emerges the more you think about it.

Web



guillaumetomasi.com

In stark contrast to the eye candy of Google's *Abbey Road Studios*, Guillaume Tomasi's stripped down website feels incomplete and abandoned. A simple side-scrolling site with just photographs and written notes, a viewer may experience their breathing slowing down while taking in each photograph. Tomasi's haunting imagery of abandoned places is amplified through the simplicity of this web build and allows for each piece to convey what secrets they hold without interruption.

With a legacy that spans decades and includes some of the largest names in music around the world, only another juggernaut of talent could capture Abbey Road Studios in an immersive and visually stunning web experience. Google created this user engaging and historically packed website that offers musician's stories, hands on audio mixing, full access to every corner of the Abbey Road studios and much more. Carve out an hour and take the tour!

insideabbeyroad.withgoogle.com

