

Marchay Brand Design Explorations/ concepts

June 11th, 2013

Version 01

AV

Words and Ideas

High-end = Society

Exclusive = Recognition, Honor

Service = Discretion, Fidelity

Expertise = Simplicity, Focus

Travel = Movement

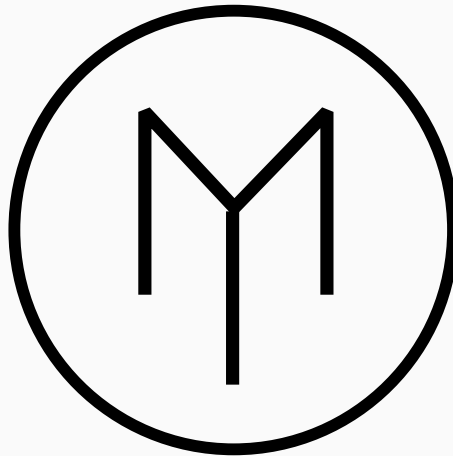
Symbols

Geometric

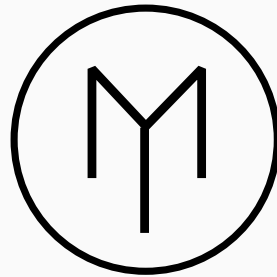
Structure

Texture

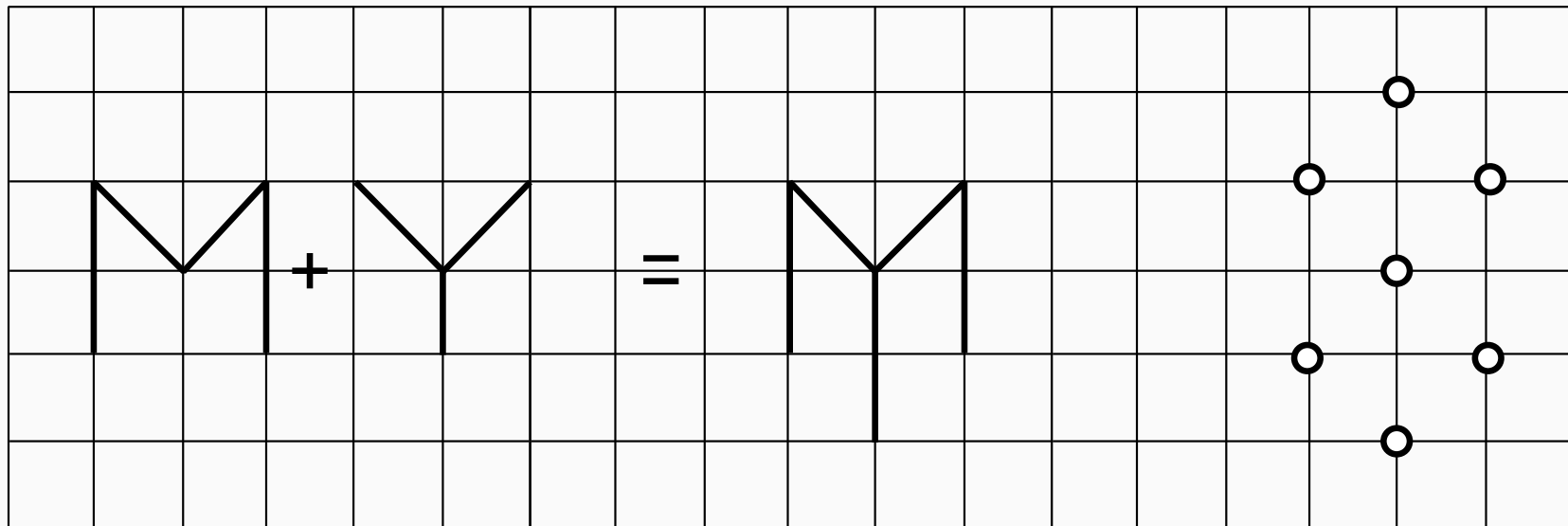
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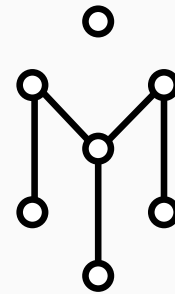
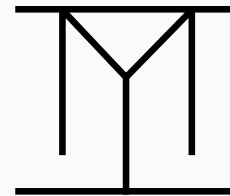
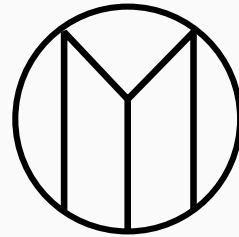
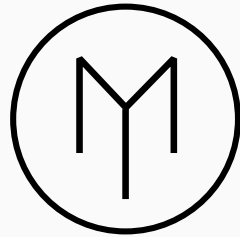
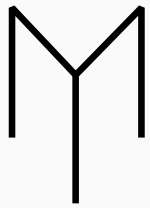


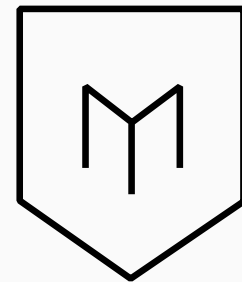
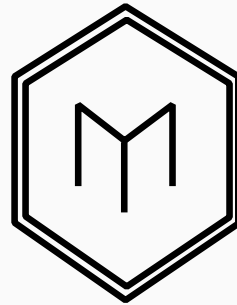
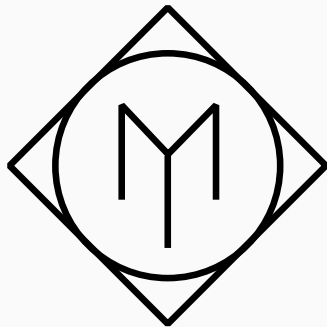
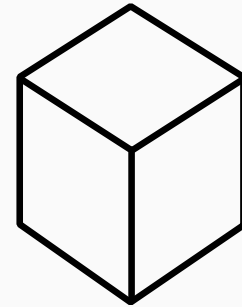
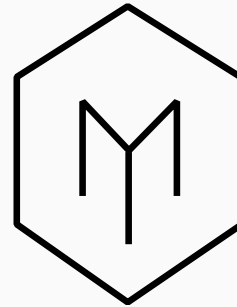
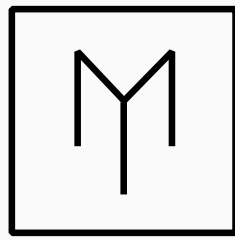
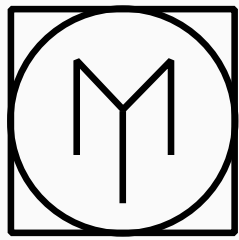
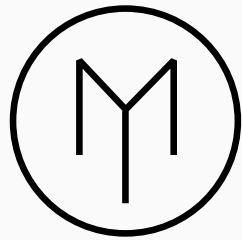
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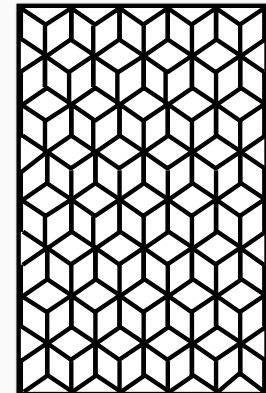
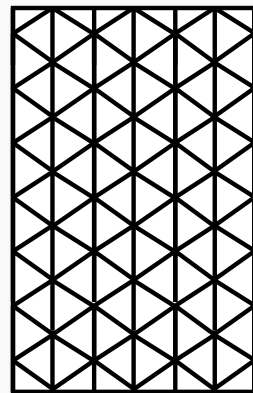
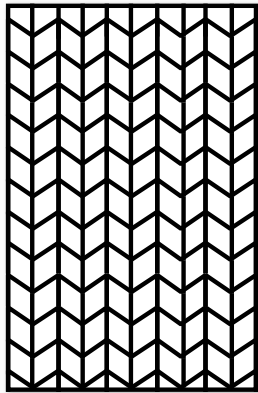
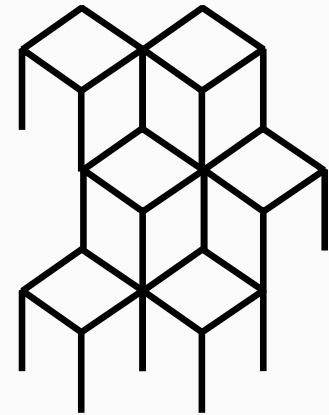
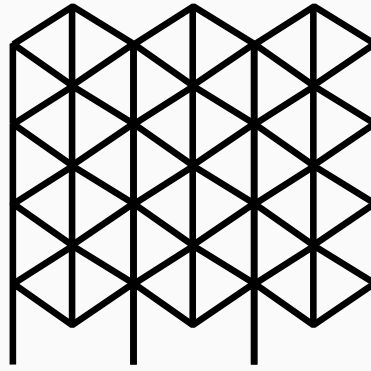
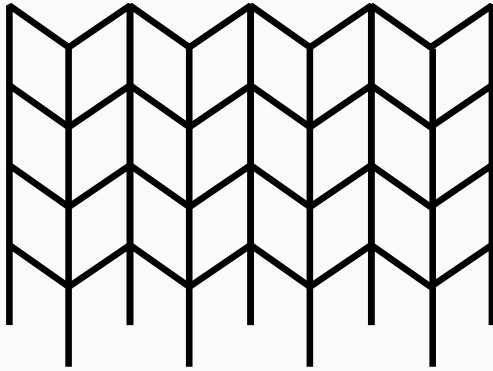
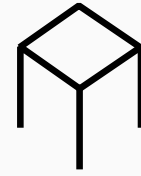


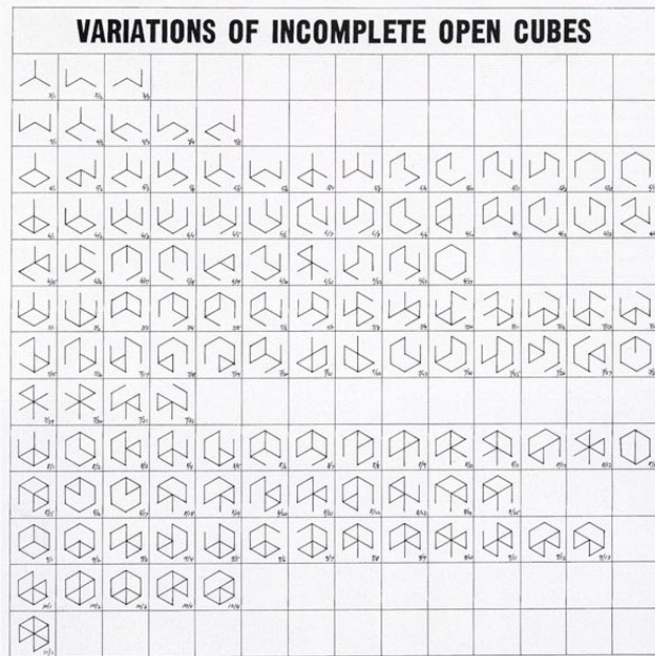
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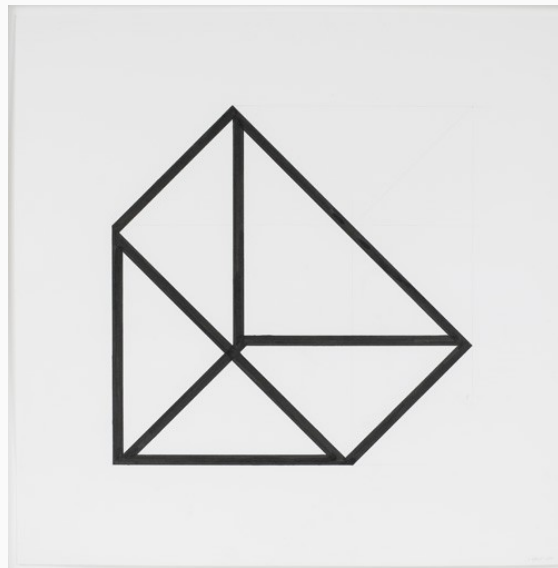




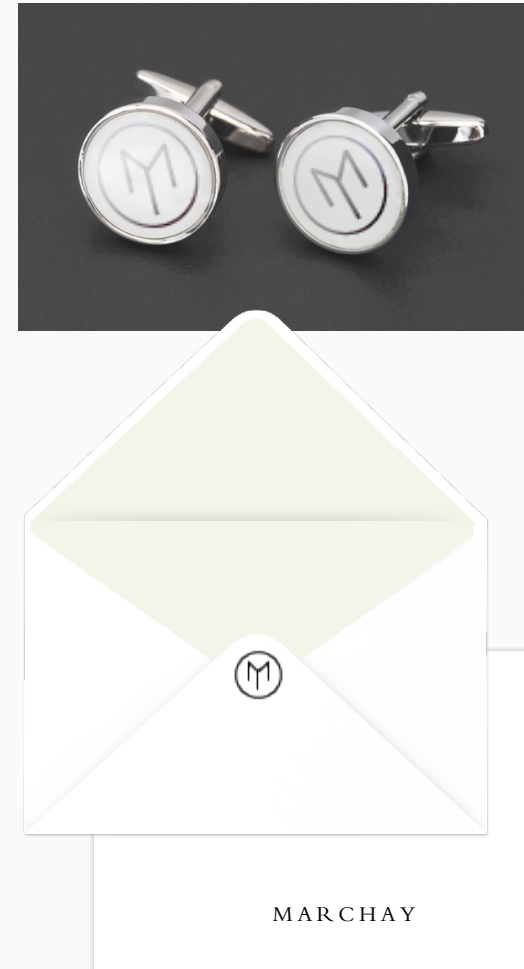
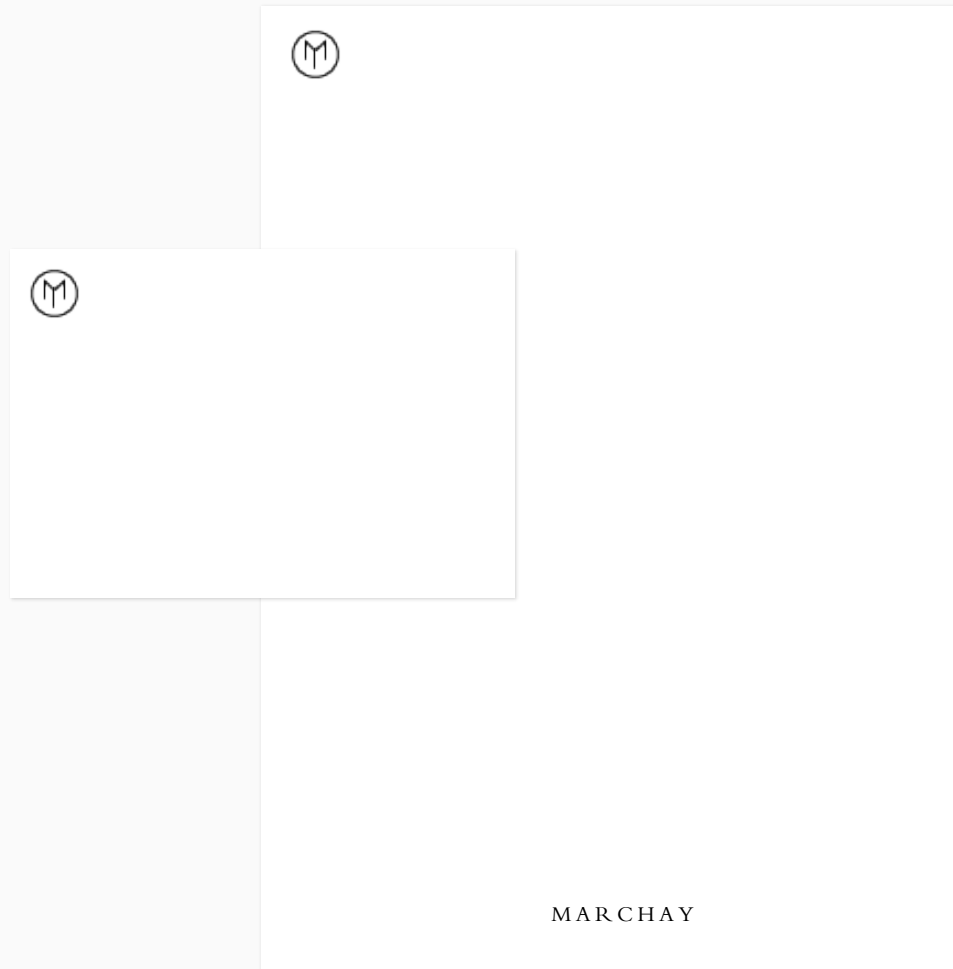




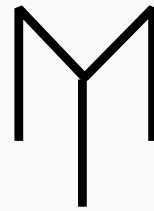
Conceptual art work of Sol Lewitt



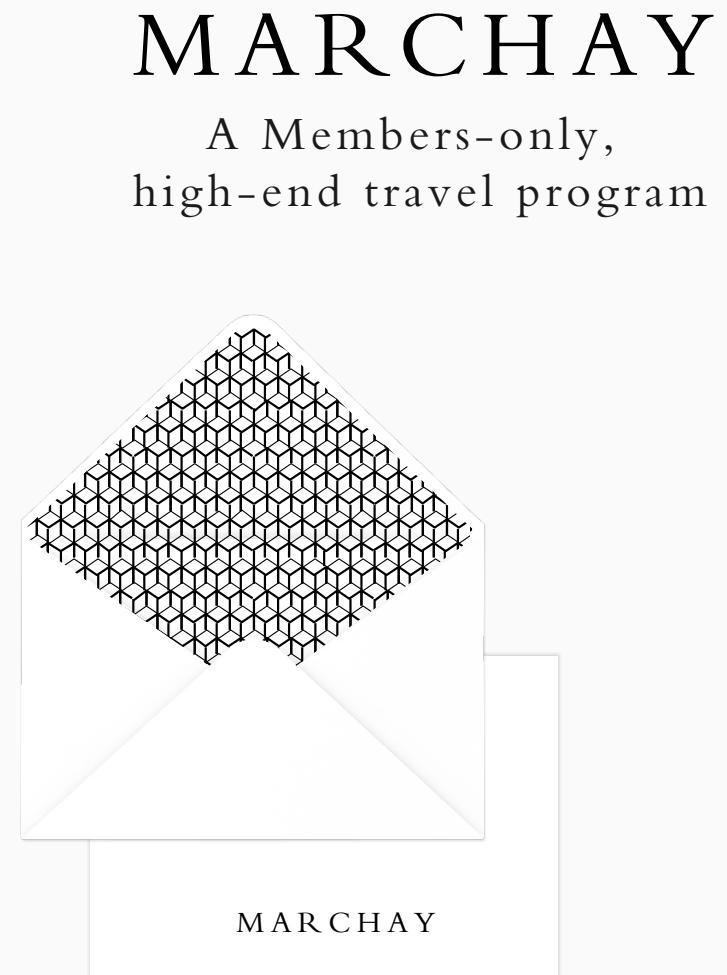
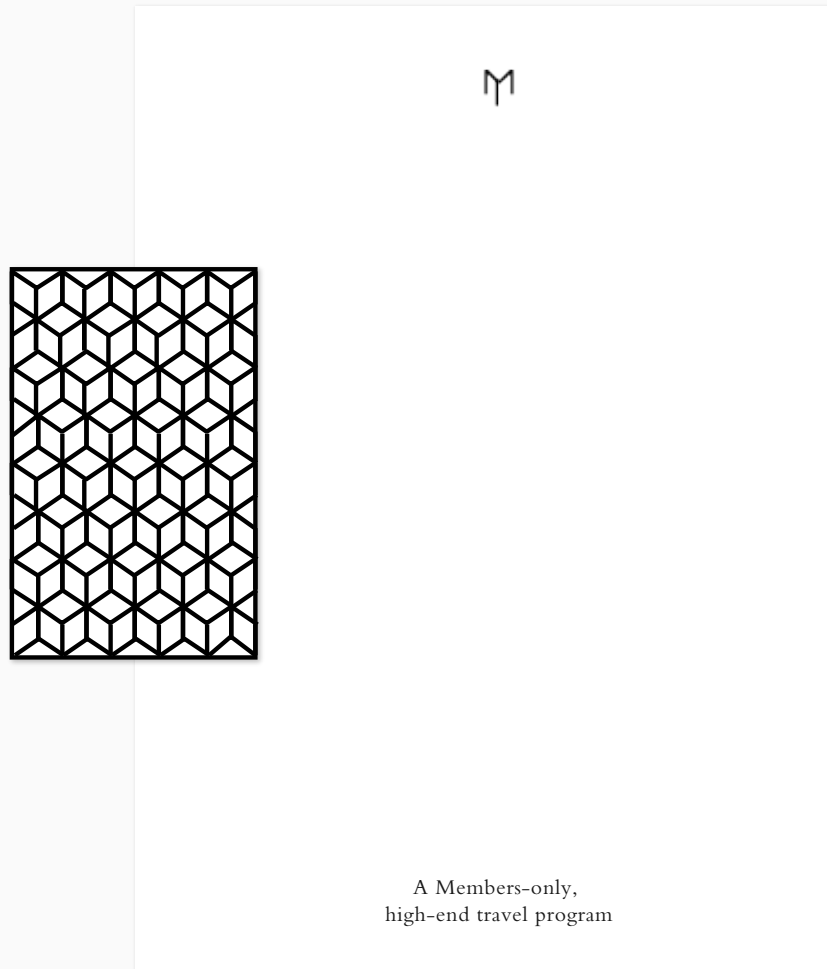
Famous monograms







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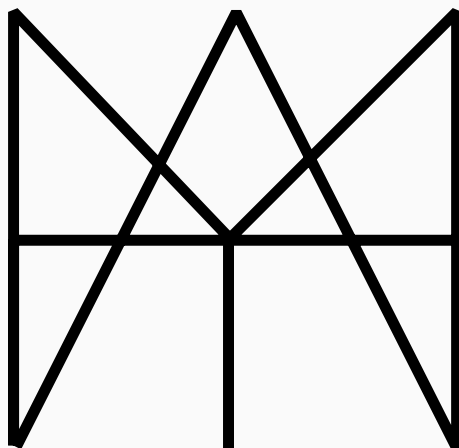
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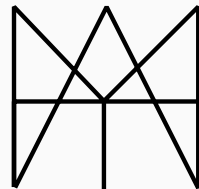
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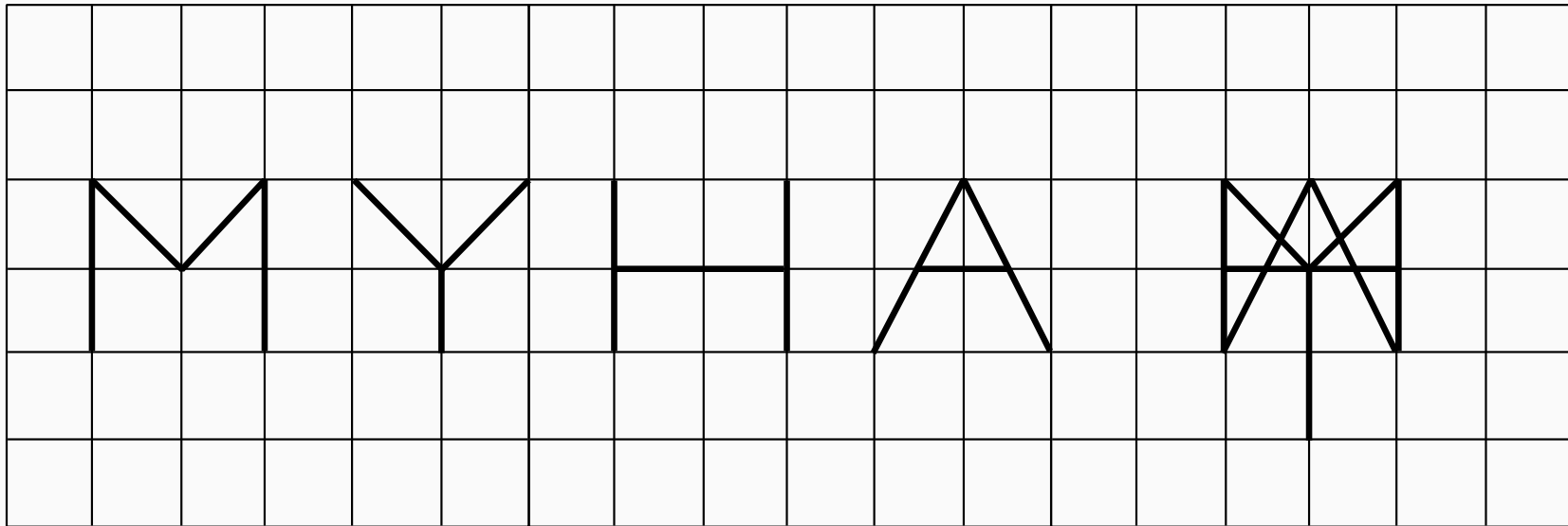
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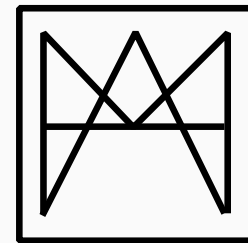
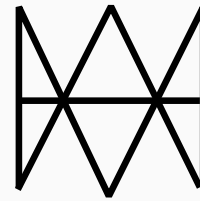
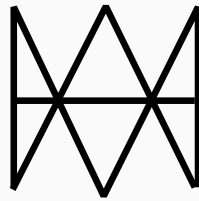
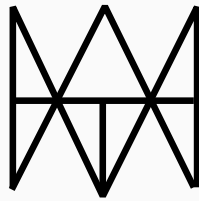
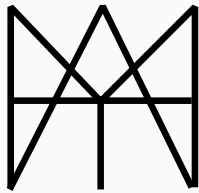


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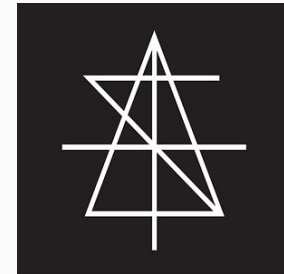




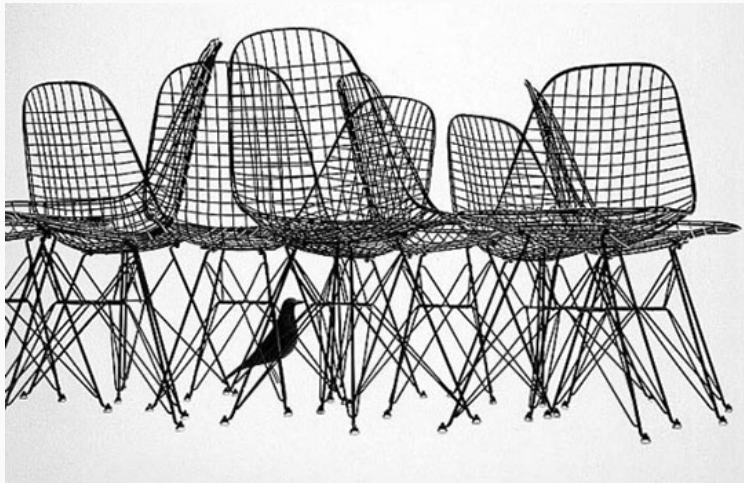
Classic Design References

1. Eames chair
2. Eames chair
3. Noguchi table
4. Noguchi table
5. Surface to Air logo

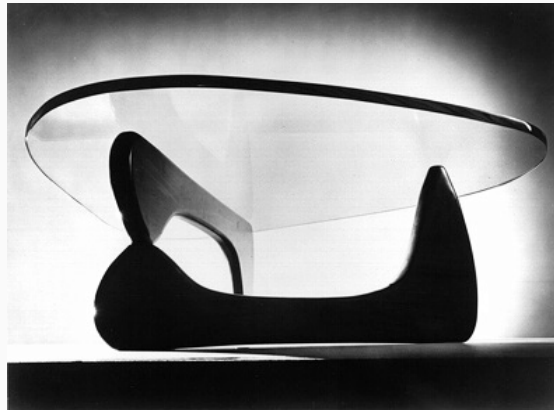
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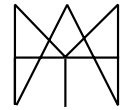


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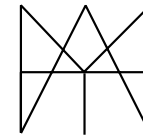


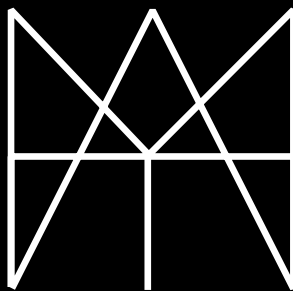
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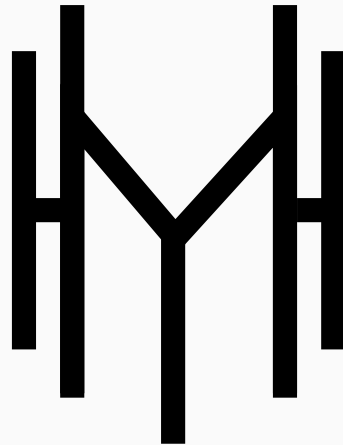


A MEMBERS-ONLY
HIGH-END TRAVEL
PROGRAM





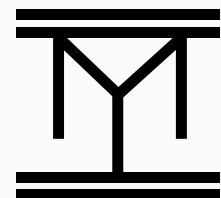
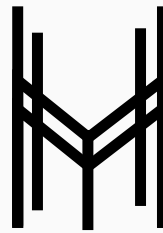
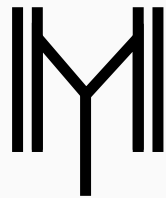
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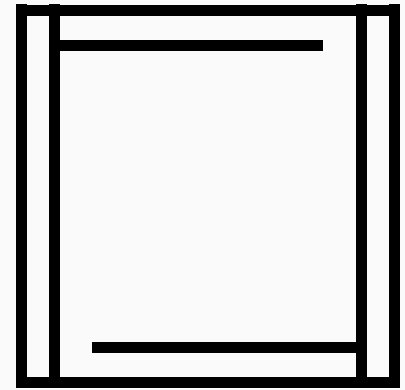
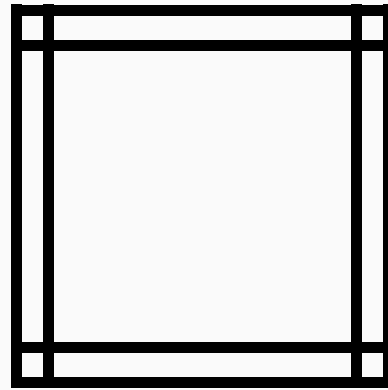
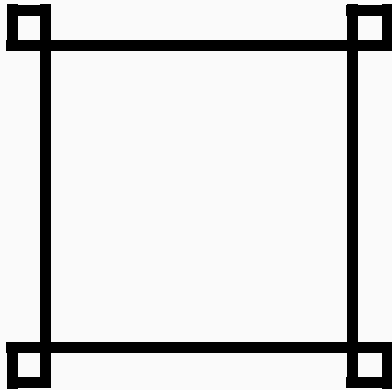


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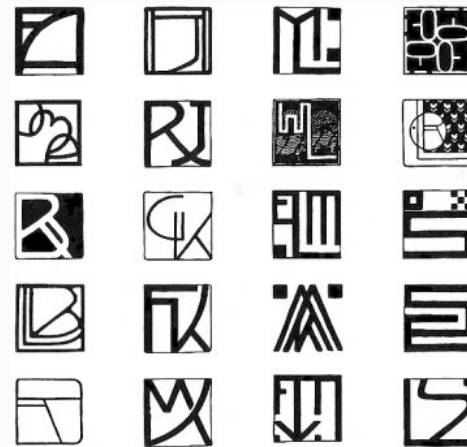




Le Bon Marché

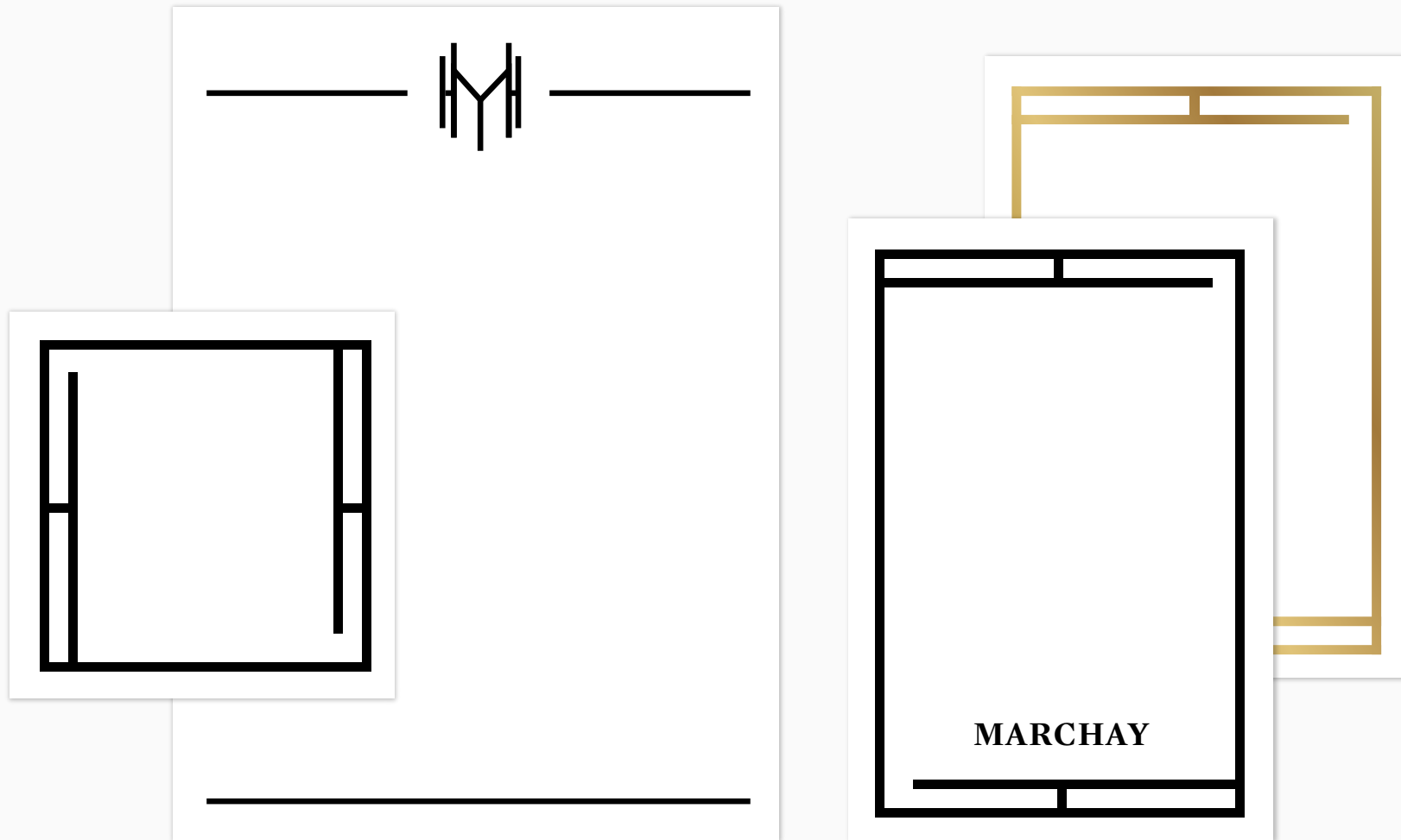


Arts decoratifs style



Monograms Vienna Secessionists







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PARIS

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DUBAI

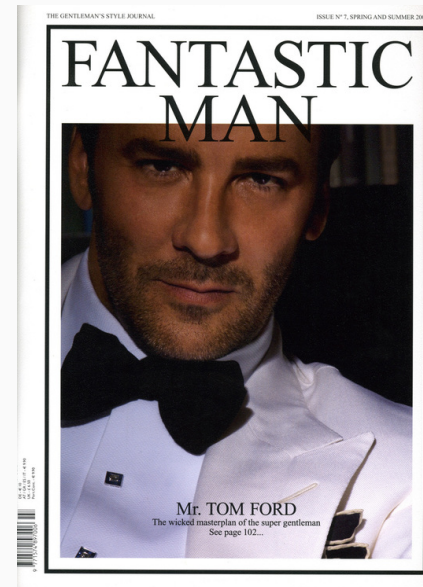
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NEW YORK



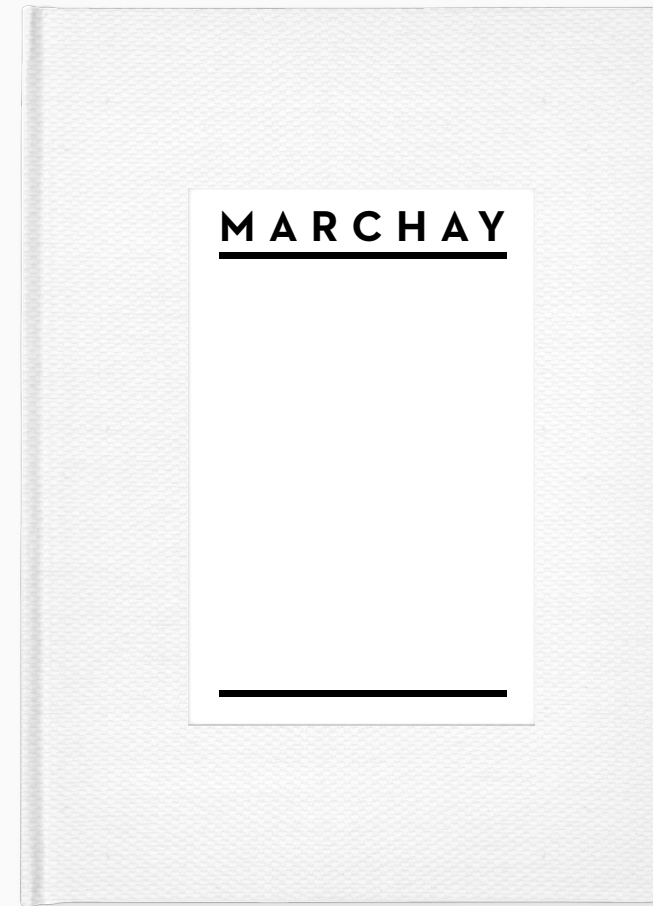
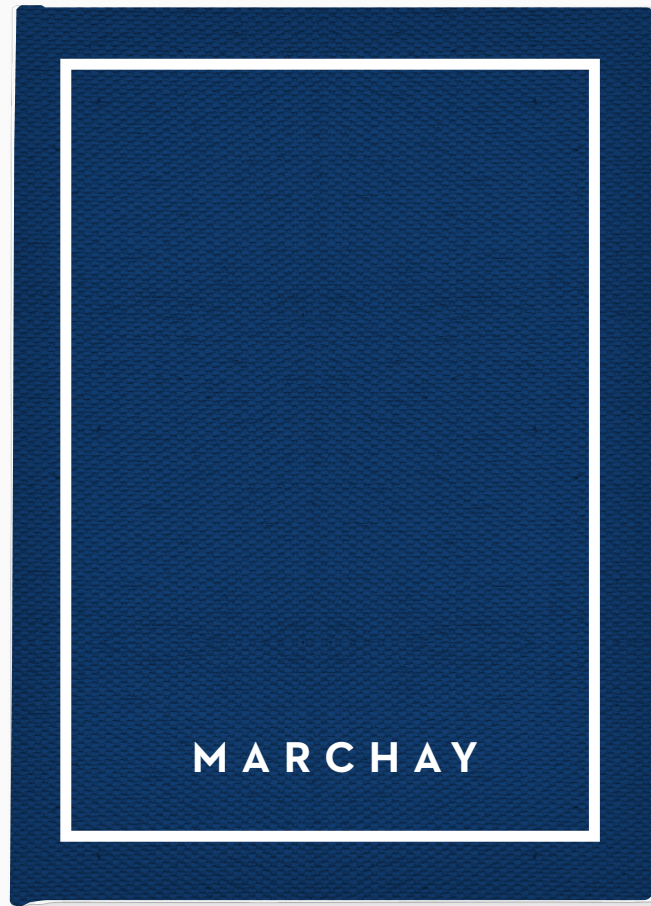
St. REGIS, New York



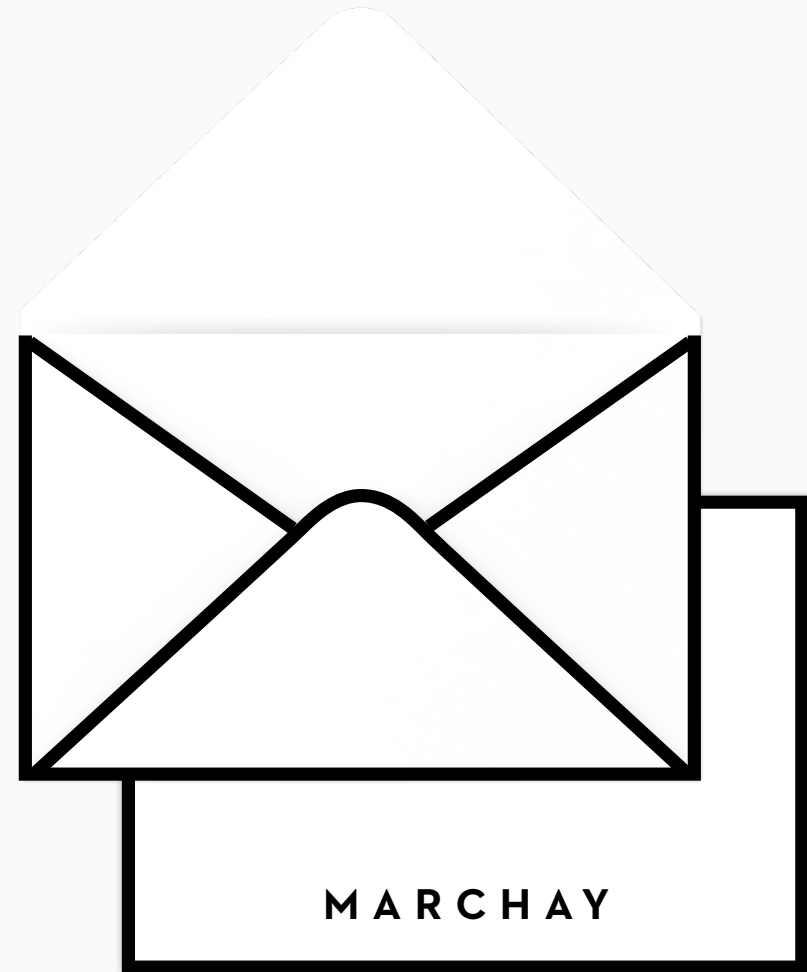
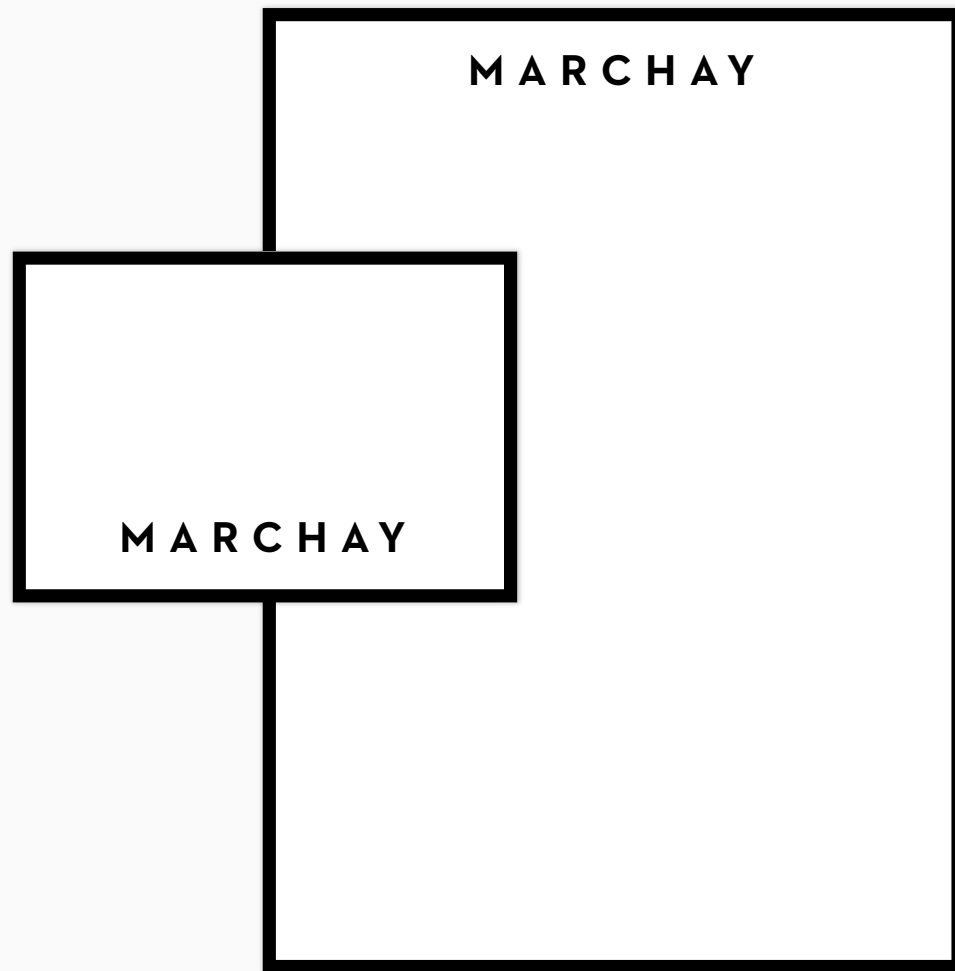
Chanel packaging



Fantastic Man and Gentlewoman magazine



◆
**A Members-only,
high-end travel program**
◆



T O K Y O

L O N D O N

P A R I S

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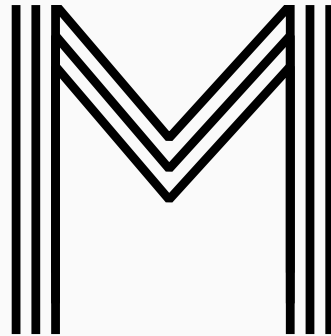
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LONDON

THE CONNAUGHT

5.0



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Abstract texture



Embossing technique



Paper, shades of white







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PROGRAM



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