

The client is an avid adventurer and traveler. He captures his outdoor adventures and produces quirky documentary style videos out of his home studio: Good in the Woods Productions. He wanted a brand look and feel that mimicked his fun adventurous personality and ventures. I created a pictorial logo of a retro smoking yeti with sunglasses and headphones using the letter forms of the name of the company.



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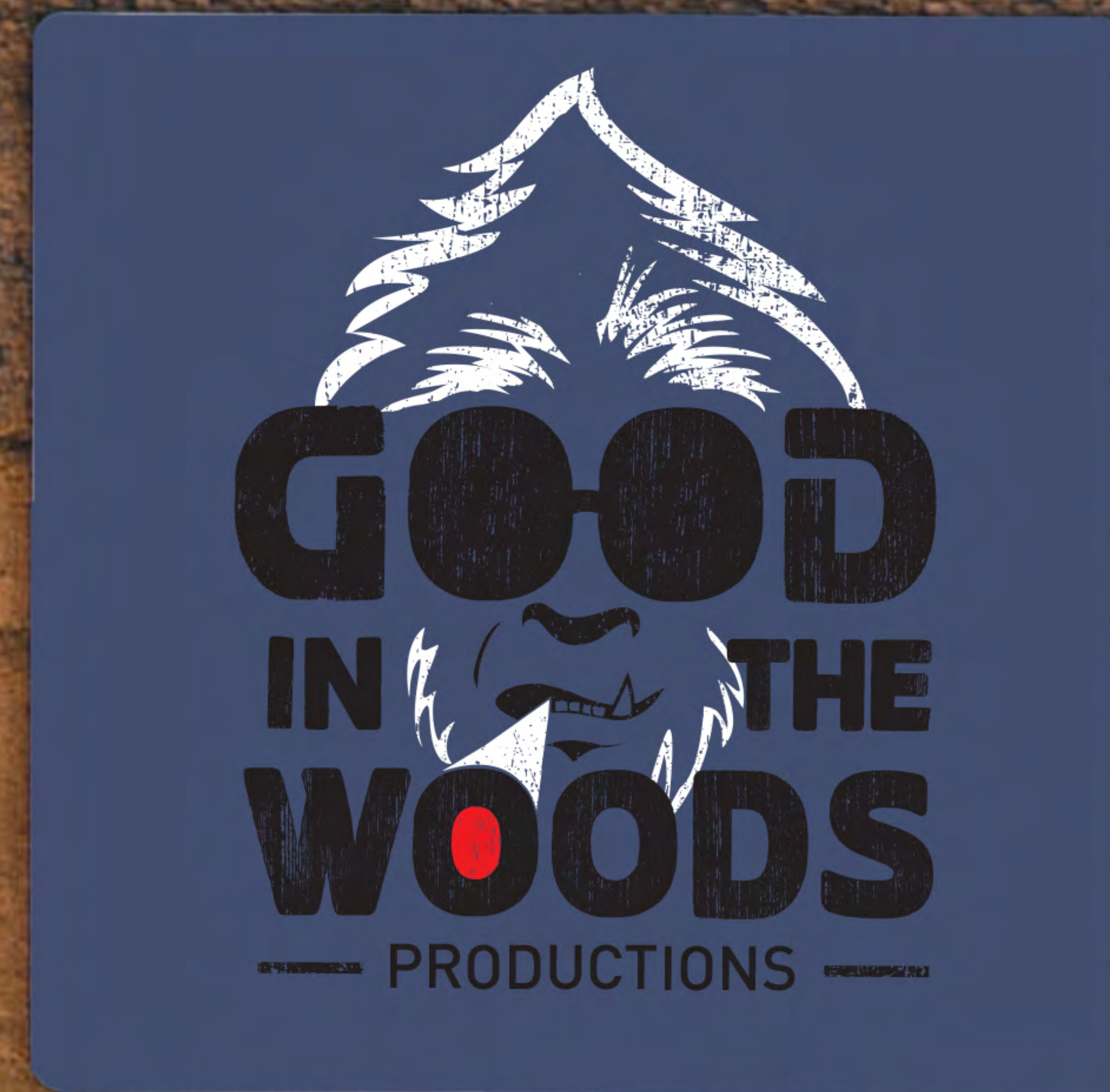


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