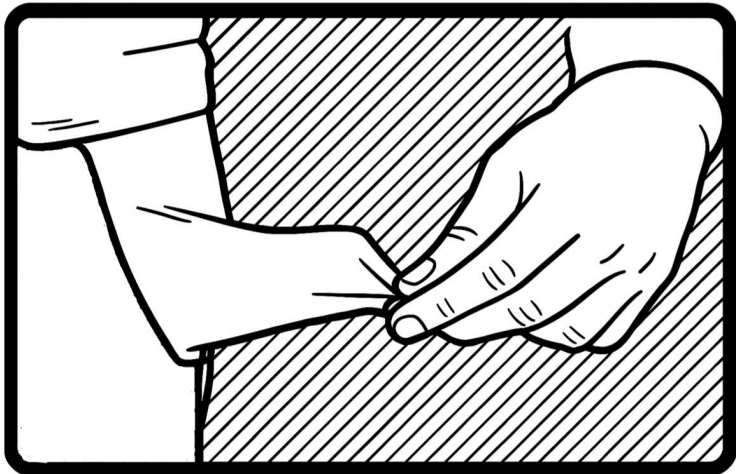


LINT brand guide



Jake McMichael

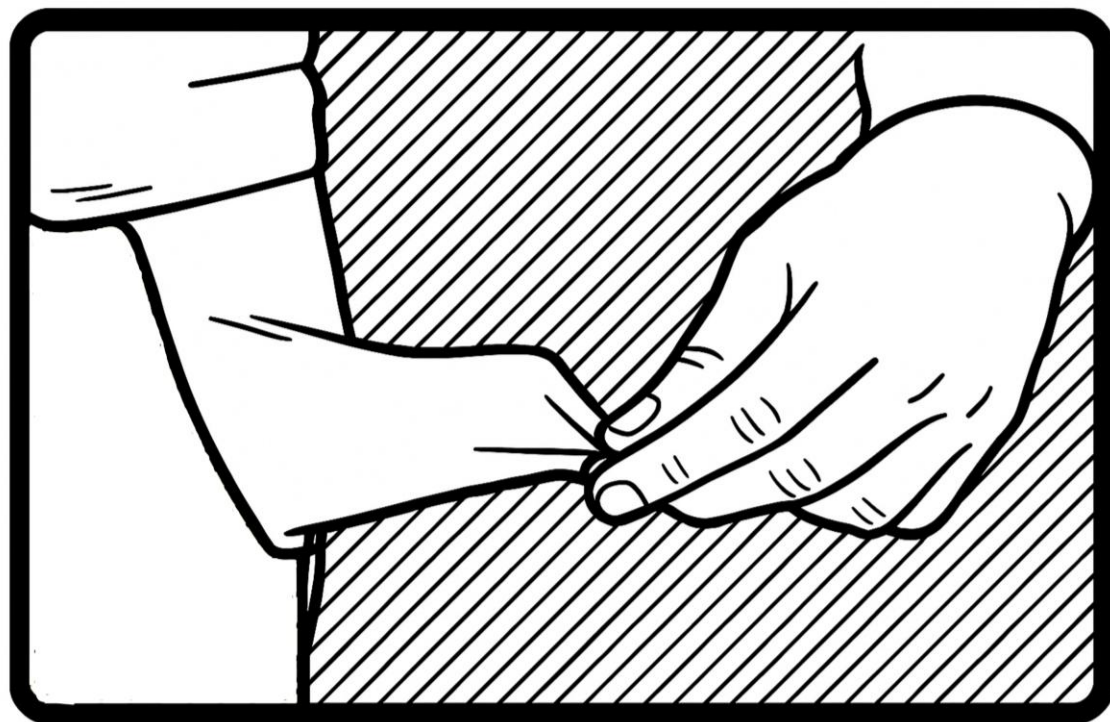
My fashion brand idea

I really like pockets. Everyone uses pockets. Pockets look rather cool. Why not put more pockets on everything. Lint will focus on fashionable utility, for the everyday person who's got shit to do. Lint understands the peace of mind you can get while being sure that all the things you left the house with are still on you, as well as any essentials you might carry around.

LINT

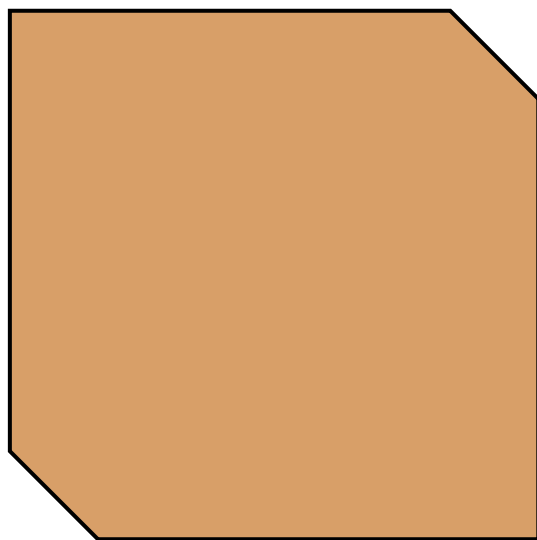
LINT

LINT

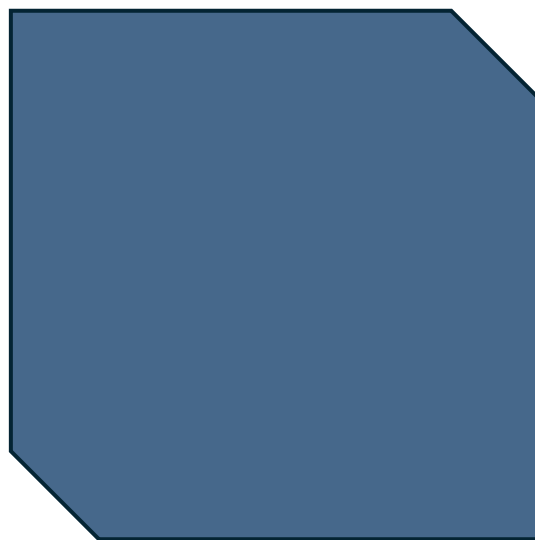


Logo(s)

Color Palette



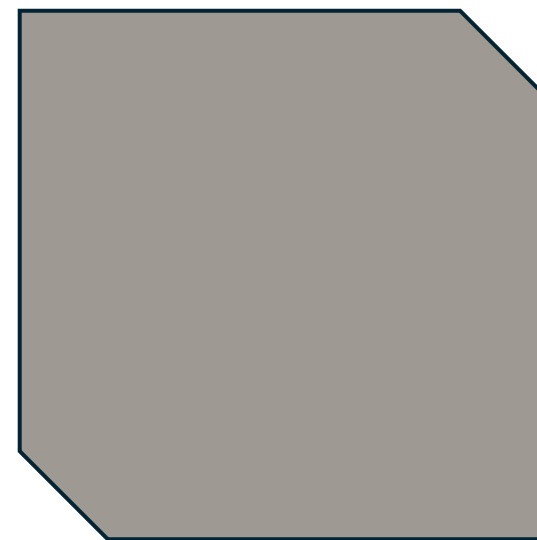
Crayola Tan
(#d89f68)



Queen Blue
(#46688b)



Black Olive
(#3b3f30)



Spanish Grey
(#9e9a93)

RANGE

Range



Range



Range



Range



STORE



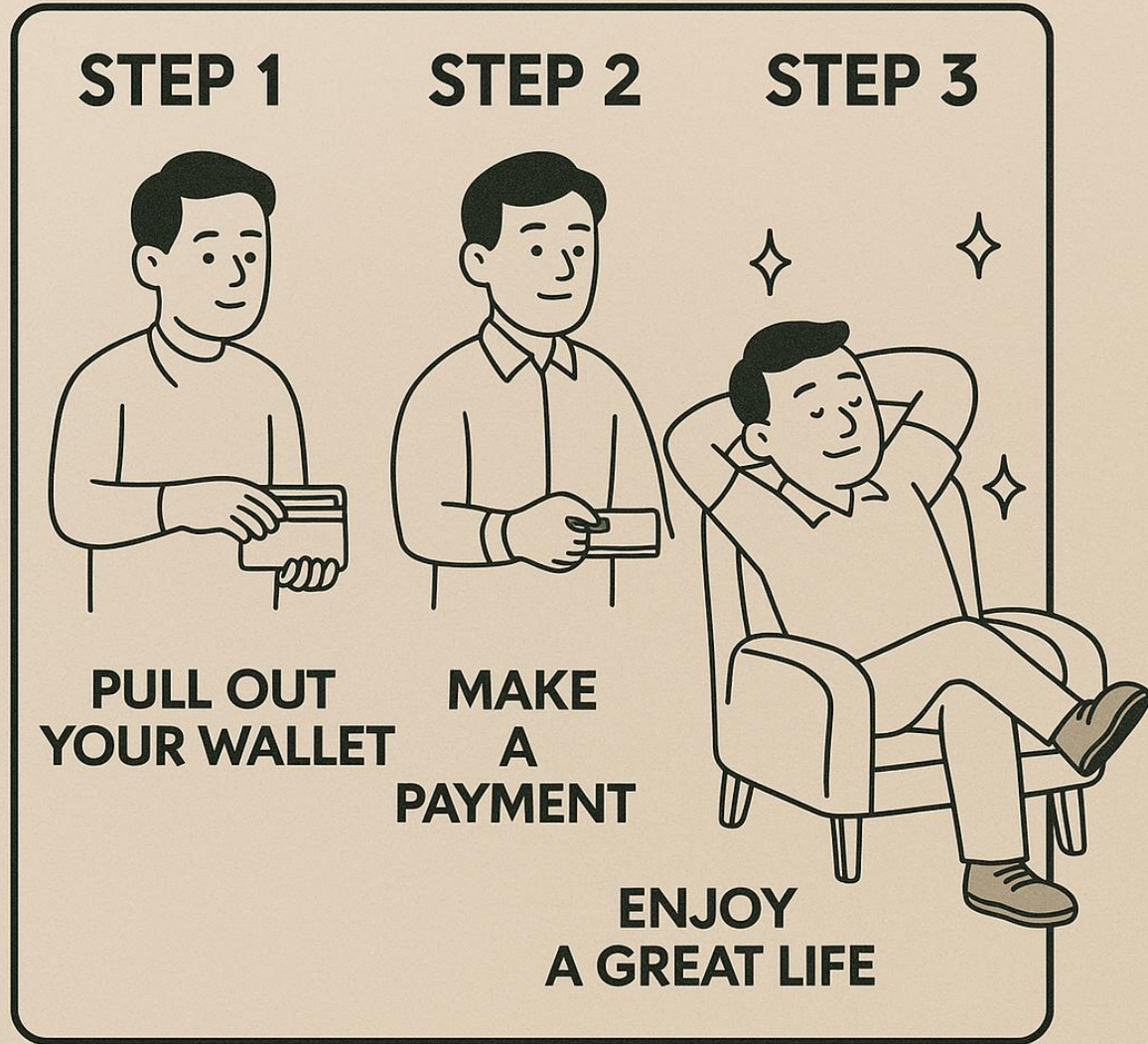
Store



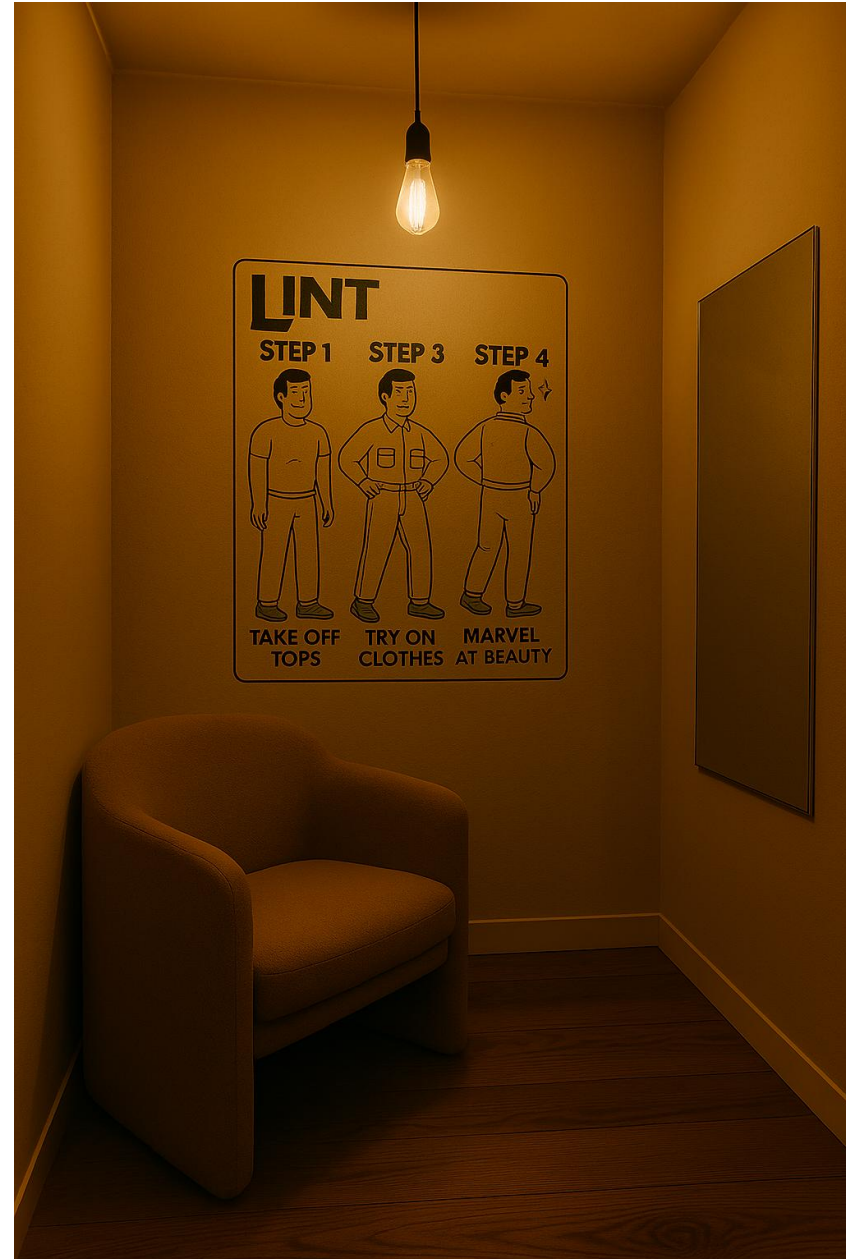
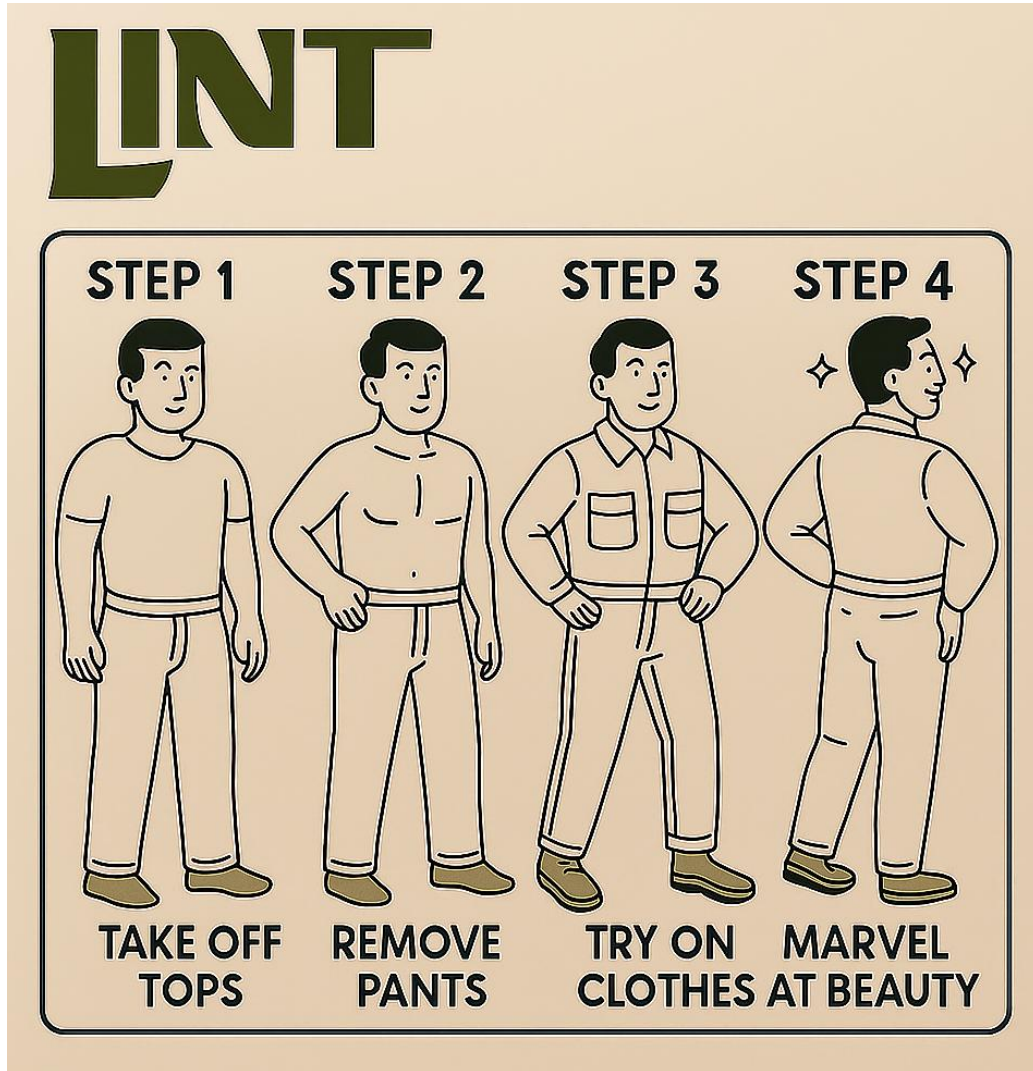
Displays



Store continued



Store continued





Uniforms



**PACKAGING/
COLLATERAL**

COLLATERAL

Packaging



Packaging





Transportation



FASHION

SHOOT



Product Shots

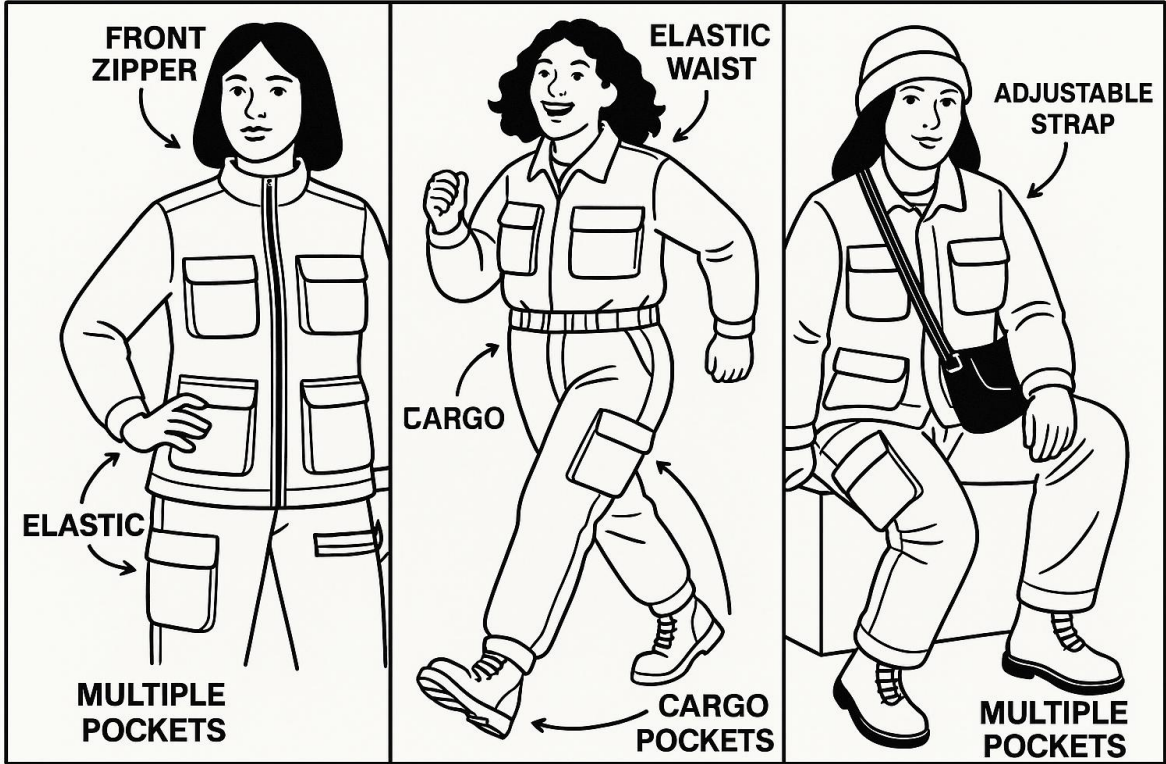
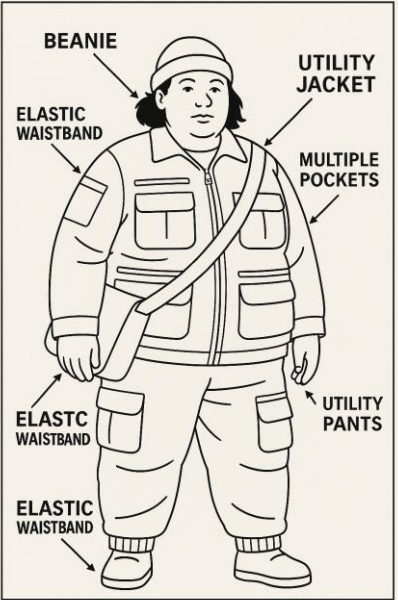
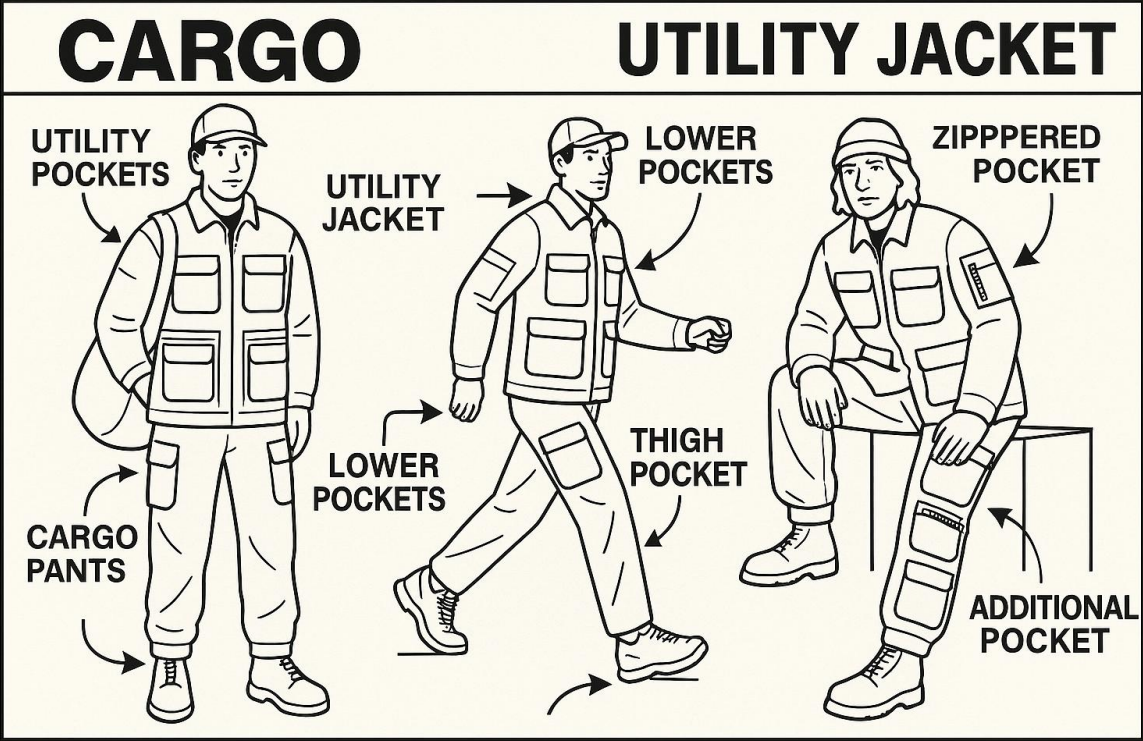




Product Shots



Instruction Shoot





Print Ads





Print Ads



Outdoor ads



Outdoor ads

LINT

STEP 1 **STEP 2** **STEP 3**



MISS YOUR TRAIN **CHECK'RE ALL THERE** **BE LATE, BUT LOOK GOOD**

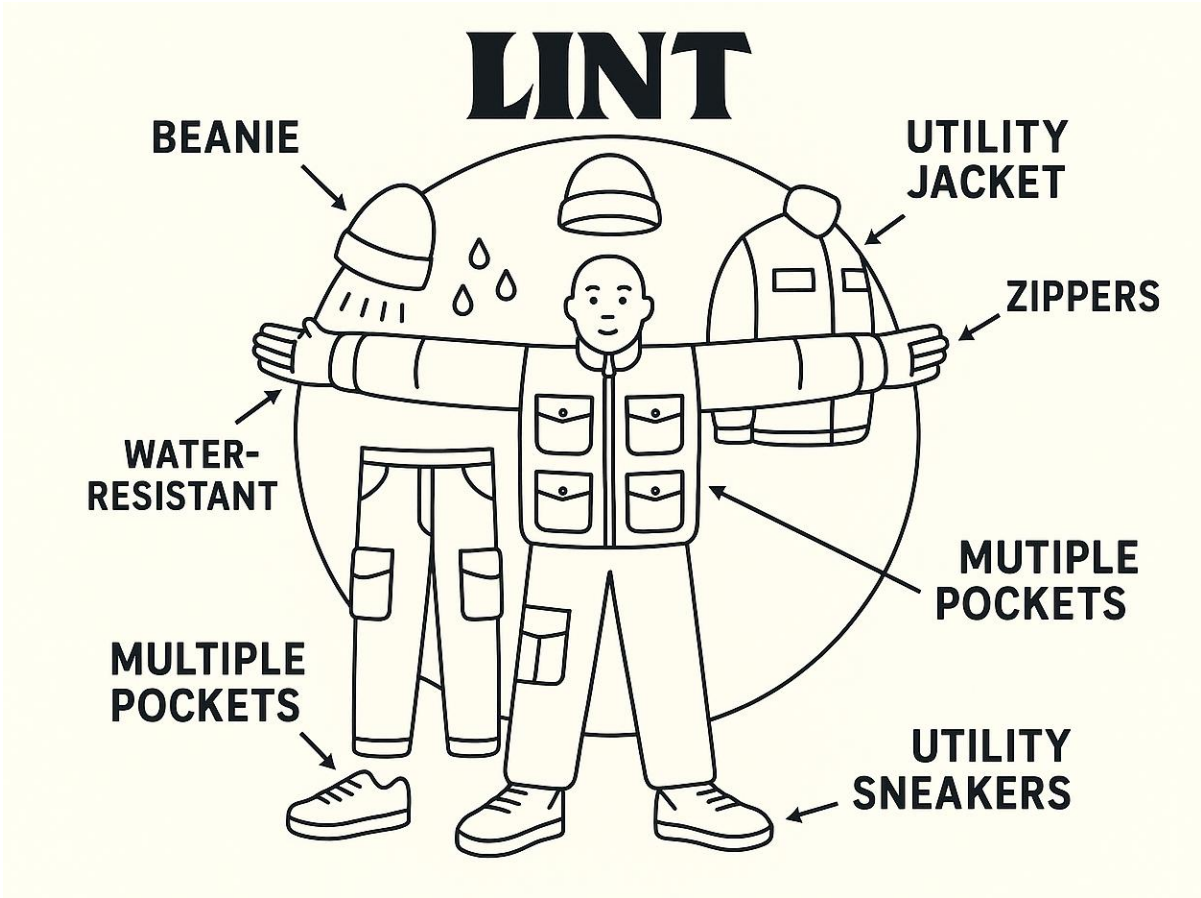
LINT

STEP 1 **STEP 2** **STEP 3**

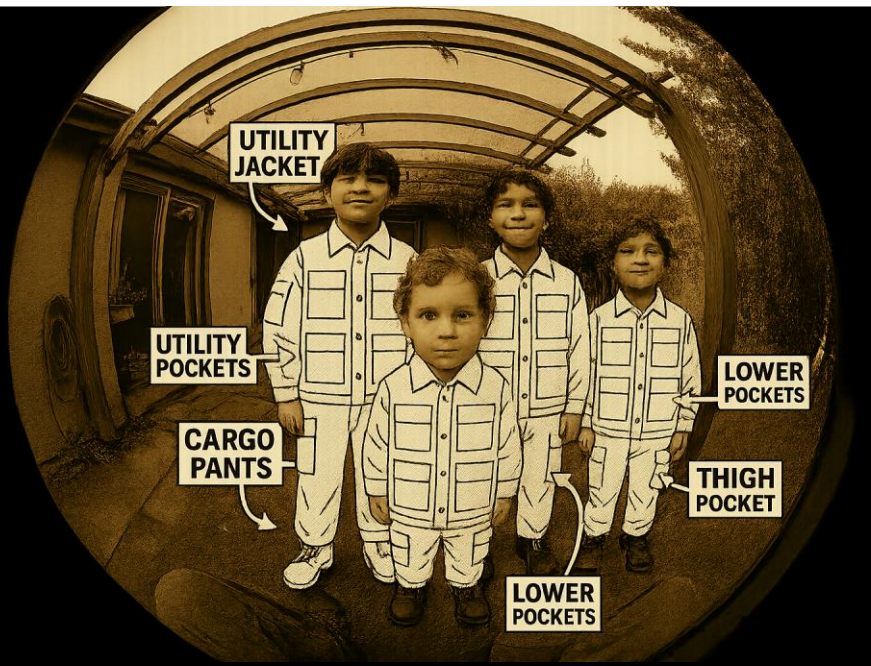


MISS YOUR TRAIN **CHECK'RE ALL THERE** **BE LATE, BUT LOOK GOOD**

Outdoor ads



Sphere Ad



THANKS