



ROSENDALE IDENTITY

RICHARD ROSENDALE + BASE ART CO.

CONCEPT PRESENTATION 02 / JULY 23, 2012



Rosendale

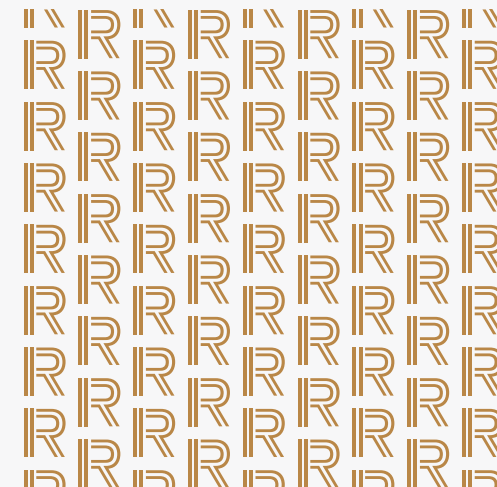
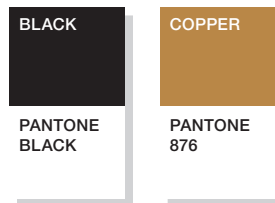
Brand Concept Presentation 1

CONCEPT 1



Rosendale
Brand Concept Presentation 1

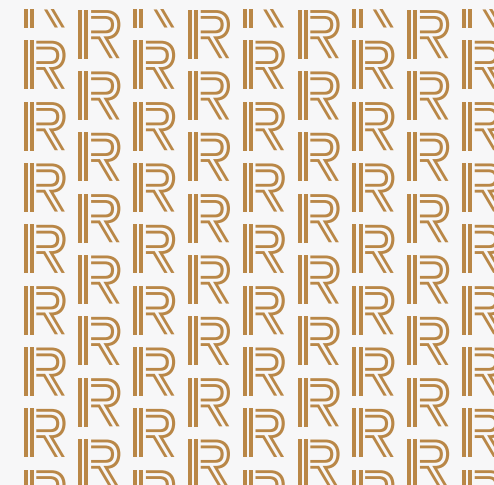
Concept 01
ORIGINAL
COLOR PALETTE





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Brand Concept Presentation 1

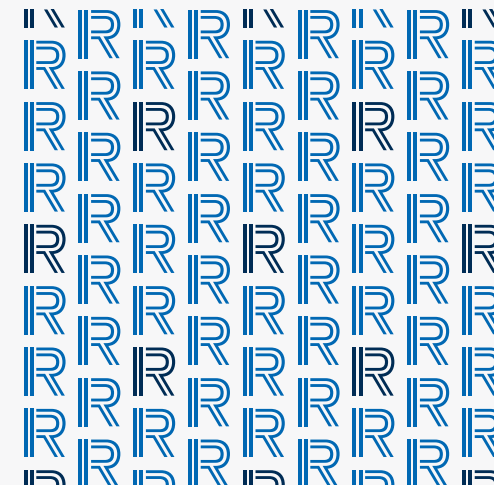
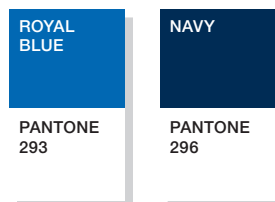
Concept 01
COLOR PALETTE A





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Brand Concept Presentation 1

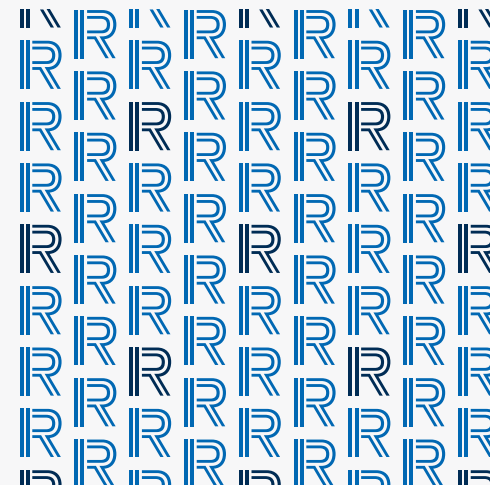
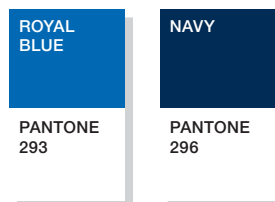
Concept 01
COLOR PALETTE B





Rosendale
Brand Concept Presentation 1

Concept 01
TYPEFACE B





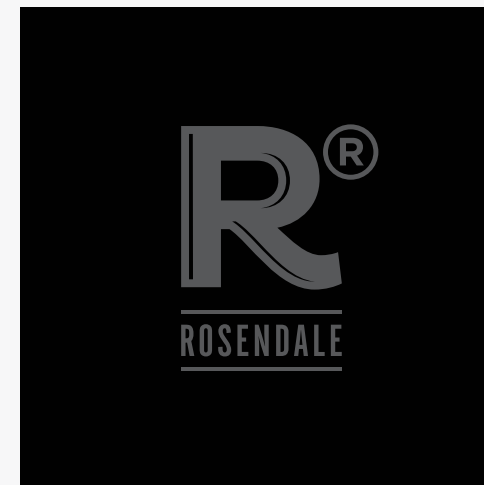
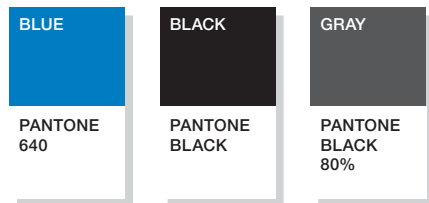
Rosendale
Brand Concept Presentation 1

CONCEPT 2



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Brand Concept Presentation 1

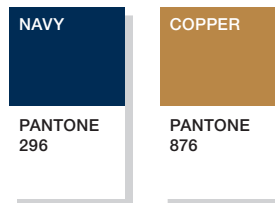
Concept 02
COLOR PALETTE A





Rosendale
Brand Concept Presentation 1

Concept 02
COLOR PALETTE B





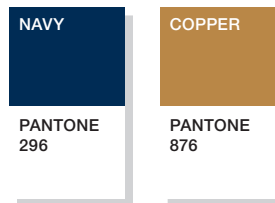
Rosendale
Brand Concept Presentation 1

CONCEPT 3



Rosendale
Brand Concept Presentation 1

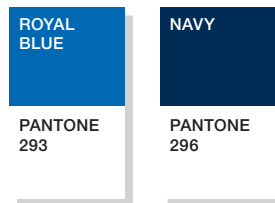
Concept 03
COLOR PALETTE A





Rosendale
Brand Concept Presentation 1

Concept 03
COLOR PALETTE B





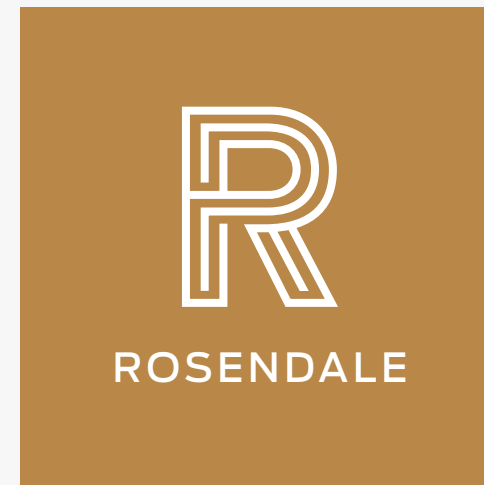
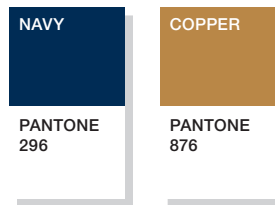
Rosendale
Brand Concept Presentation 1

CONCEPT 4



Rosendale
Brand Concept Presentation 1

Concept 04
COLOR PALETTE A





Rosendale
Brand Concept Presentation 1

Concept 04
COLOR PALETTE B

