

PROJECT:

TWO HEADS 221

BRANDING / LOGO DESIGN

Draft II

By Ethel Tawe

Two Heads 221, from “two heads are better than one”, is a symbol of creativity and collaboration. The brand visuals encapsulate the idea of two African women, two sisters collaborating in the creative industries.

CONTENT

/

The Logo

The Process + Concepts

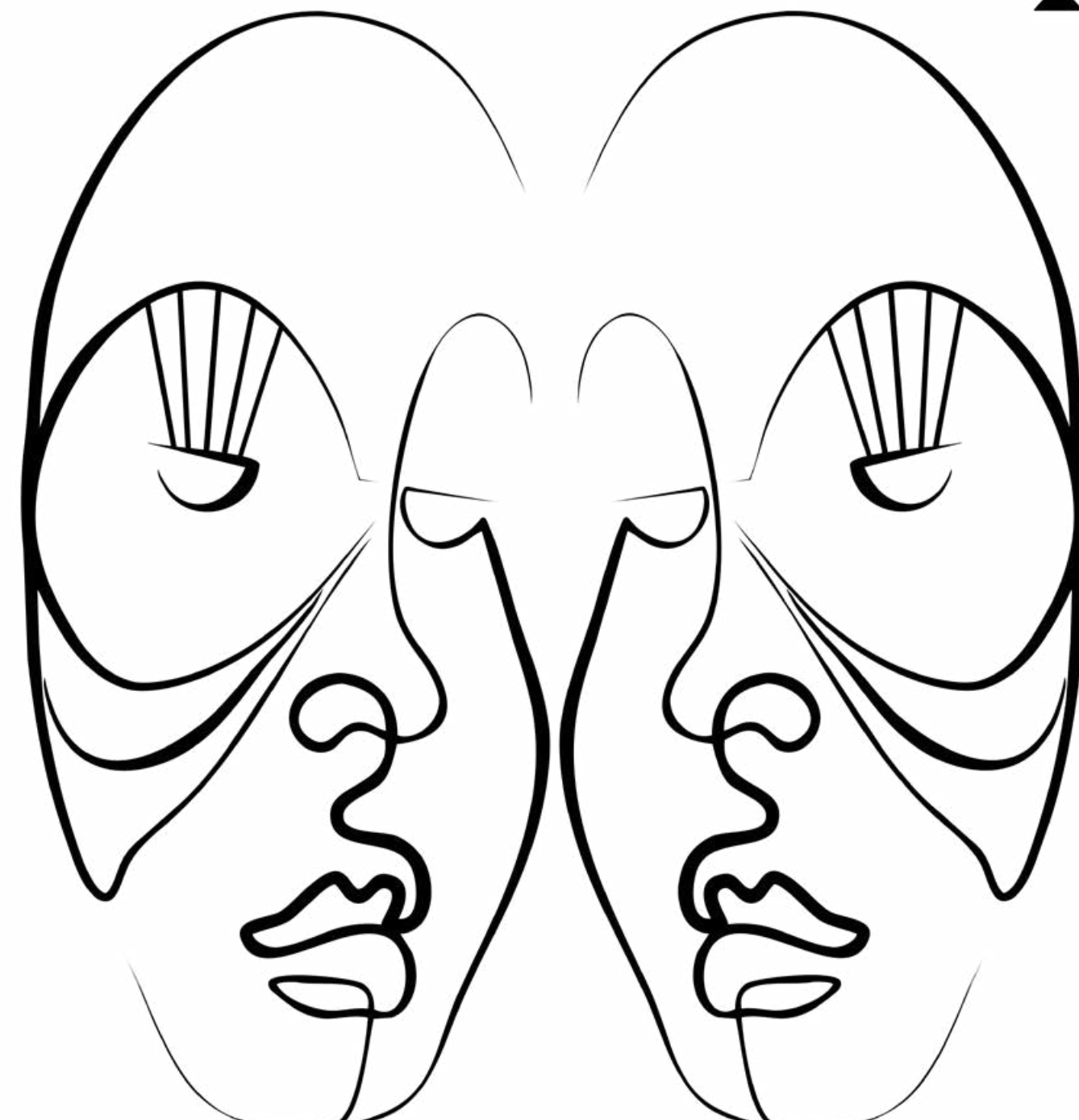
Font Logo Options

Mock Ups

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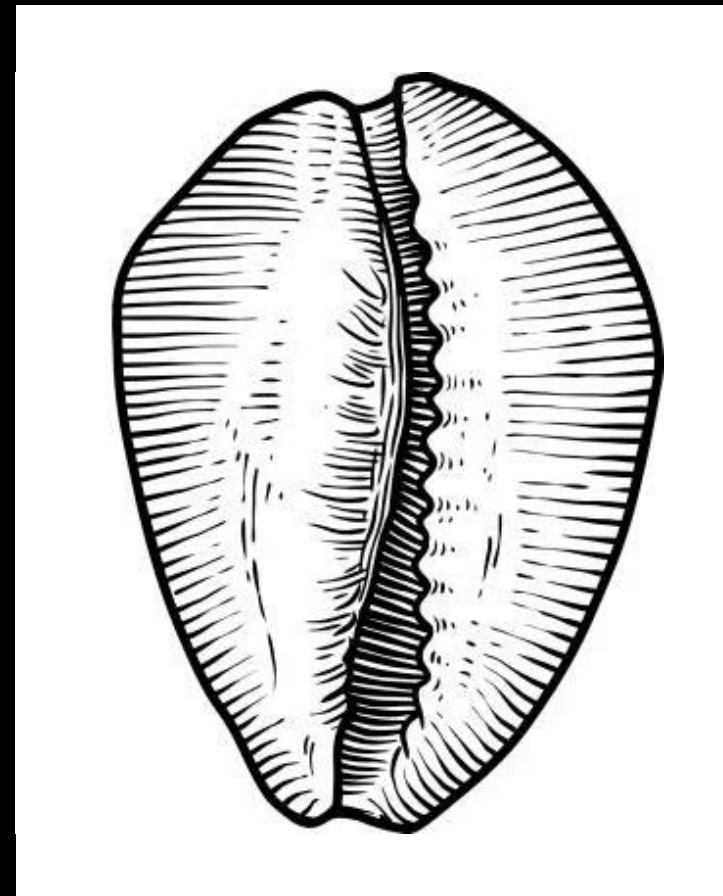


PROCESS / CONCEPTS



AFRICAN MASKS /

The Mukuyi/Okuyi Mask is a female Bantu mask from the Gabon region, believed to harness the powers of female ancestors. They are worn and danced in communal rites of passage such as funerals, youth initiations, and births.



COWRY SHELL /

The shape of the cowry as a symbol of fertility, creativity, currency and womanhood. An element of water and resilience, the face/mask-like silhouette encourages viewers to look within.



CROWN /

A symbol of autonomy, regality and power of self. 2 heads with one crown, one vision: to lead. The crown is placed above the eye alluding to this guided vision.



PICASSO / CUBISM

A cubist profile and frontal view on a singular portrait, depending on the viewers perspective. In this case, two heads literally become one (sisterhood/collaboration), with an emphasis on form and salient features of the face.

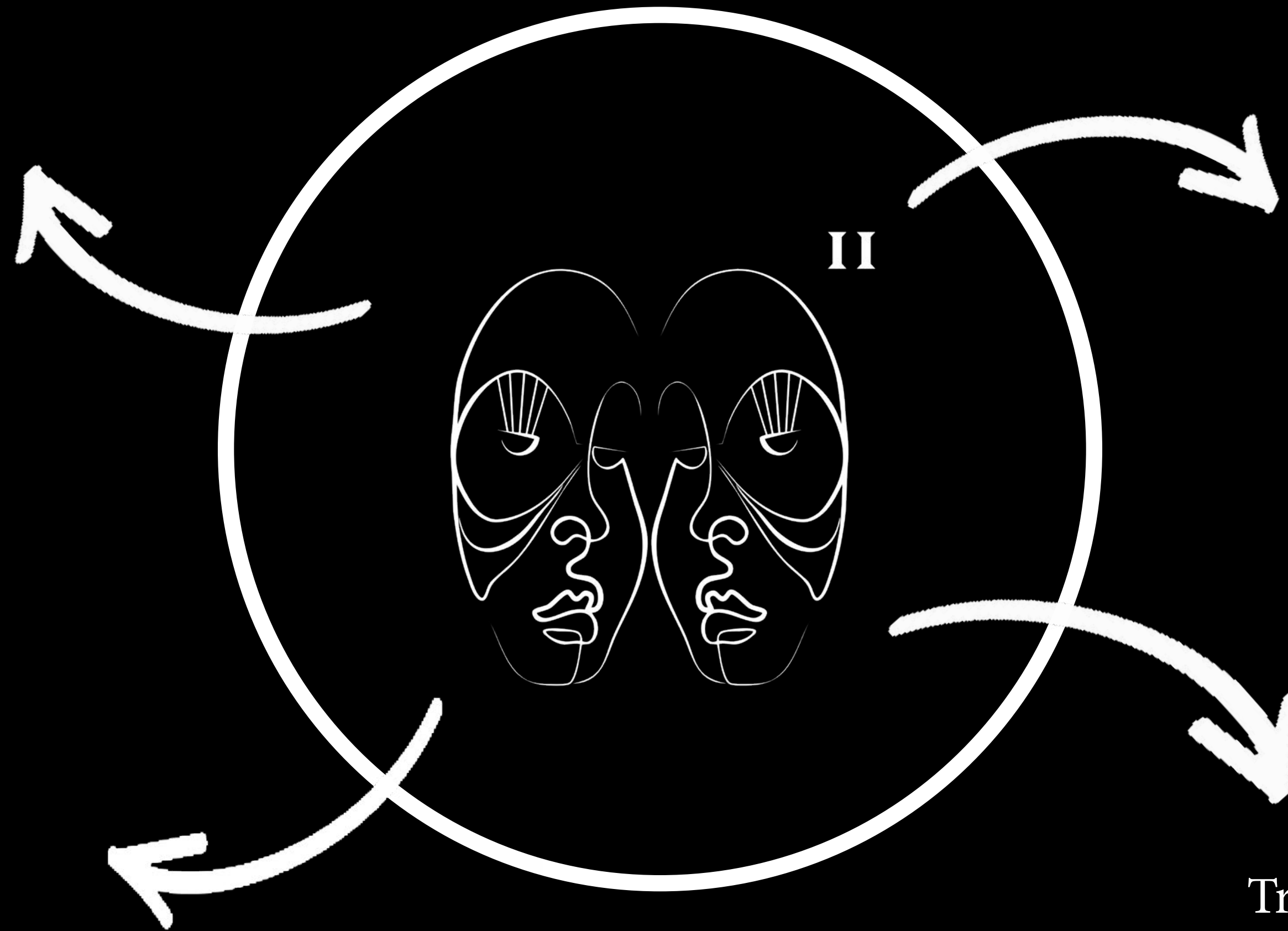
**Animation will aim to highlight this*



LINE DRAWING /

The continuity and flow of the contour line drawing highlights the form but allows the mind to complete the rest. This alludes to the power of the subconscious.

Afrofuturist qualities:
multidimensional
perspectives +
a feminine gaze



Roman numeral 2 /
Position: 'squared'

2 head shape.
2 distinctive heads coming
together to form an abstract
3rd entity at center

Tribal marks / scarification.
Feminine 'eye lashes'
double as a crown

FONT LOGO

/ options /

II
HEADS
221

TWO HEADS 221

MOCK UPS



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Mark Flexier
Blackwell Street
Alaska

14 September 2020
Stationery & Branding Mockup

Dear Human,

Cras venenatis, ex ut rhoncus semper, velit dolor finibus dui, eget volutpat elit dui nec lectus. Suspendisse facilisis lacus ligula, et viverra lectus laoreet vel. Morbi ullamcorper urna semper, accumsan nulla eu, iaculis lacus. Nunc iaculis arcu a scelerisque luctus. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Aliquam ut tempor dolor, id varius ante. Sed interdum sit amet nulla venenatis suscipit. Nunc tellus ipsum, fermentum quis interdum non, posuere imperdiet nibh. Vivamus avec faucibus et dui ut laoreet. Aliquam scelerisque lectus metus, nec aue interdum odio volutpat eget. Nullam a arcu ac ex volutpat tempus. Phasellus at pharetra tortor, eu convallis mauris.

Vestibulum dictum volutpat magna non ultricies. Praesent mcus ligula ex, ac venenatis felis tincidunt id. Sed aliquet sed odio in tristique. Sed sed ullamcorper velit. Class aptent taciti sociosqu ad litora torquent per conubia nostra, per inceptos himenaeos. Mauris bibendum in felis zero egestas faucibus. Curabitur sollicitudin varius lorem id semper.

Regards,

Mark Flexier

**OFFICIAL
INVITATION**

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II



Mark Flexier
Blackwell Street
Alaska

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Dear Human,



II



**II HEADS
221**

MUNA LOBE
CO-FOUNDER

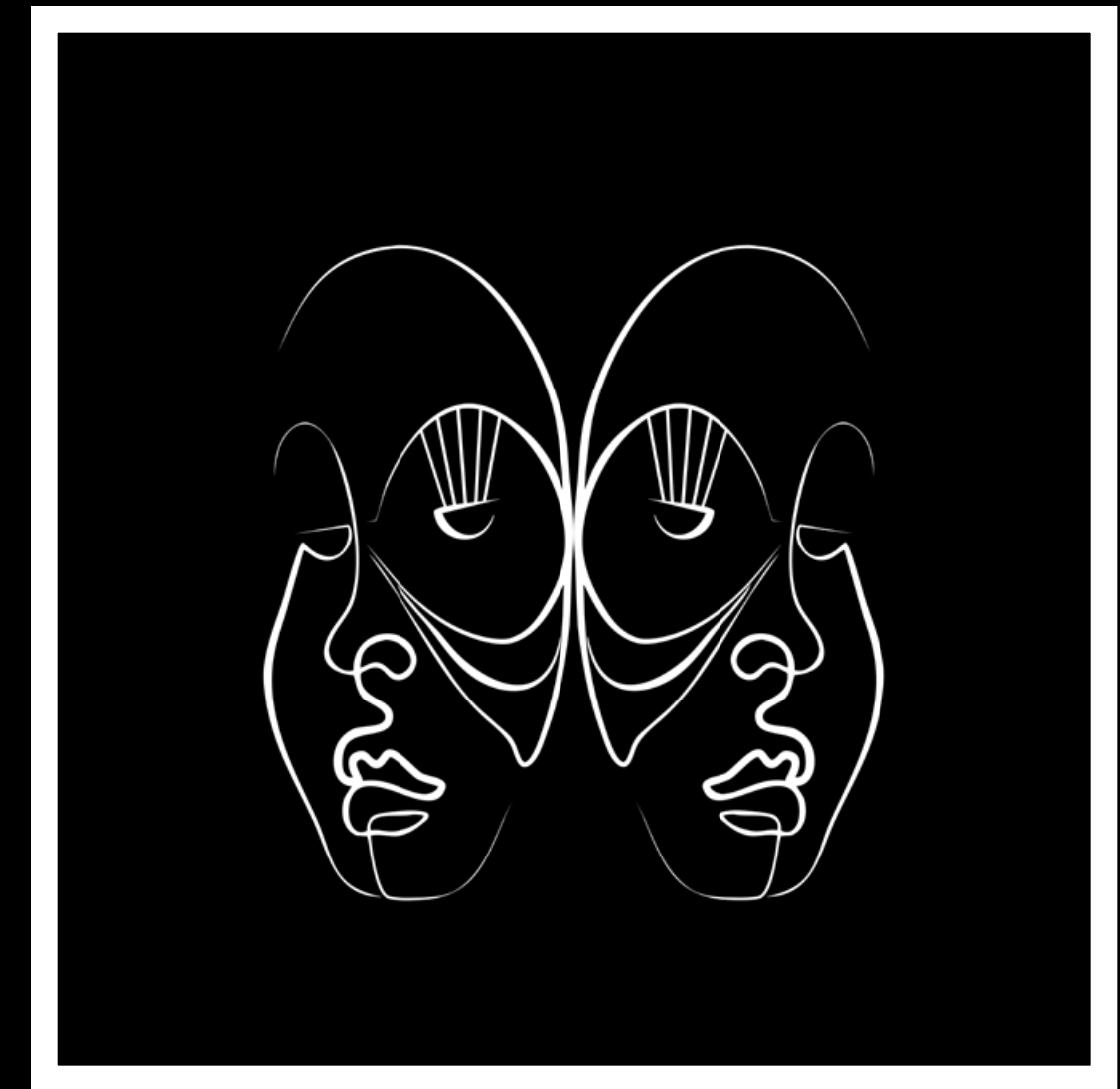
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ADDITIONAL ITERATIONS



THANK YOU

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