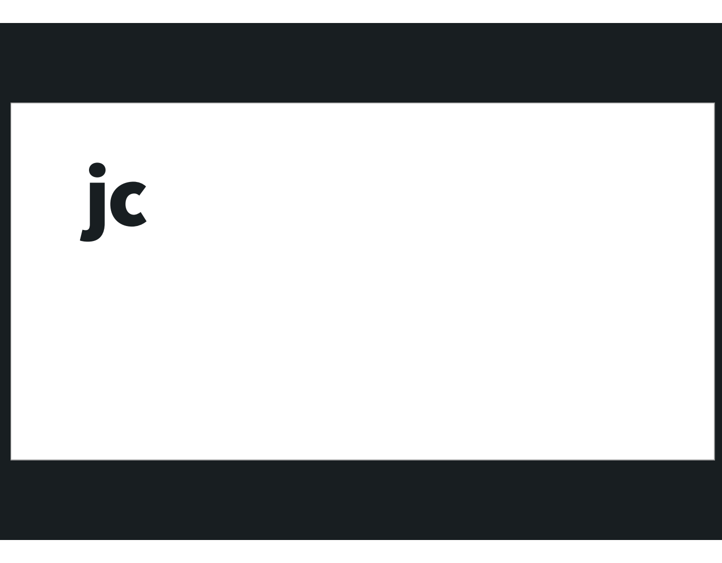
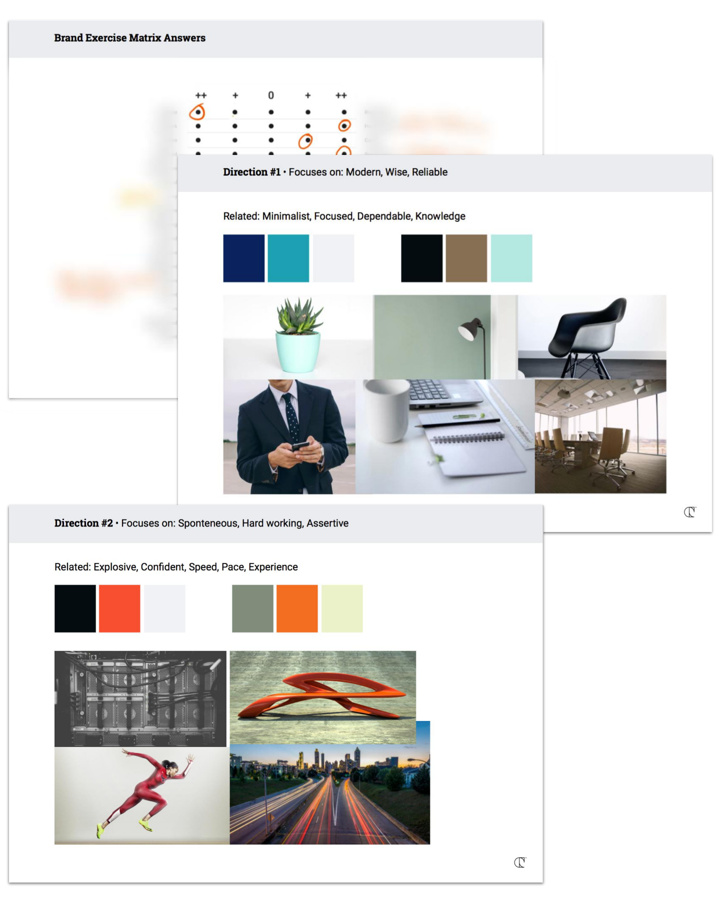
jc

jc is a personal brand representing Jonathan Chouinard, an experienced Cloud IT Consultant. The visual identity positions itself for clients wanting the best modern and dependable Enterprise Cloud Solutions.



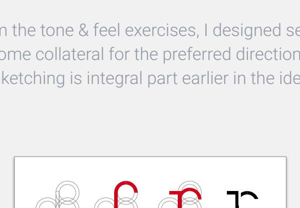
Brand Tone & Feel Orientation

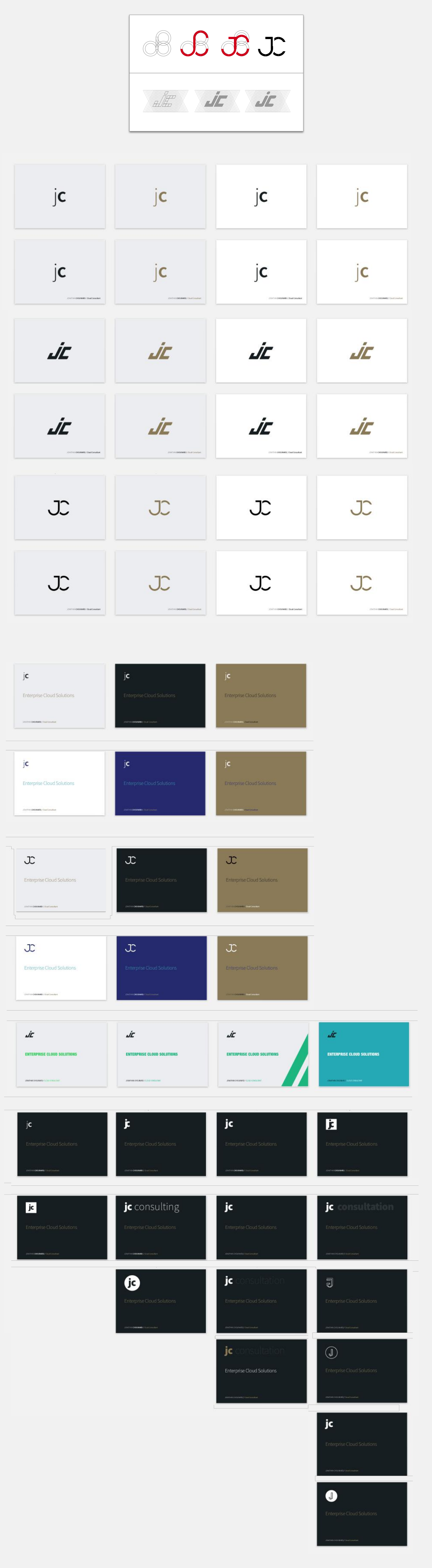
Together, we perform a series of exersices that help articulate the brands tone & feel. This step helps set the stage for ideation.



Ideation Artifacts

Using the styles from the tone & feel exercises, I designed several visual identity concepts with some collateral for the preferred directions. Although not pictured here, sketching is integral part earlier in the ideation process.





That's a wrap 😄
Goodbye!

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