Nobreza from mark to material

The archive follows two emblem directions through pattern, storefront, handbag and tag applications.



NOBRÉZA

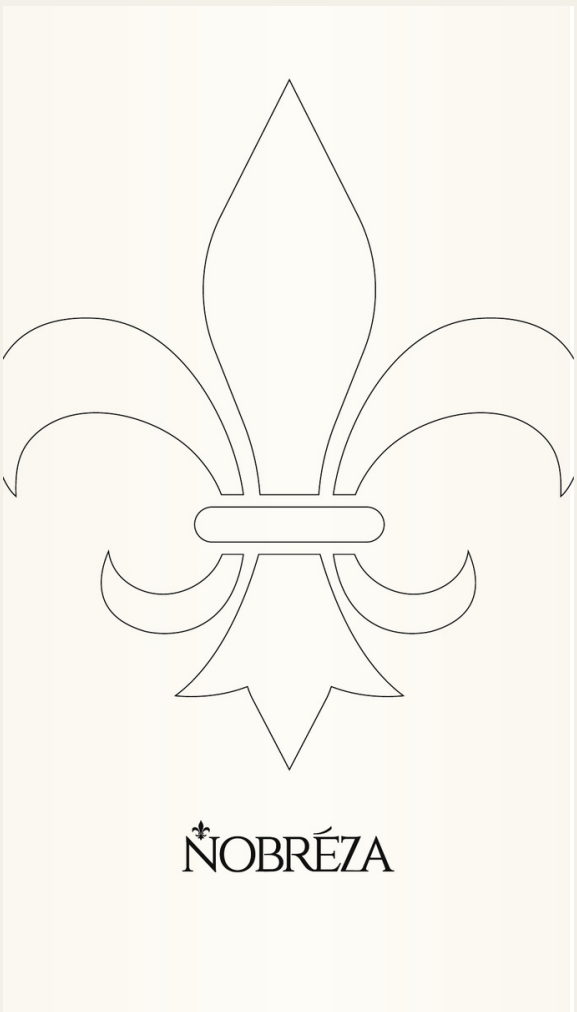
Keep the name recognisable as materials change

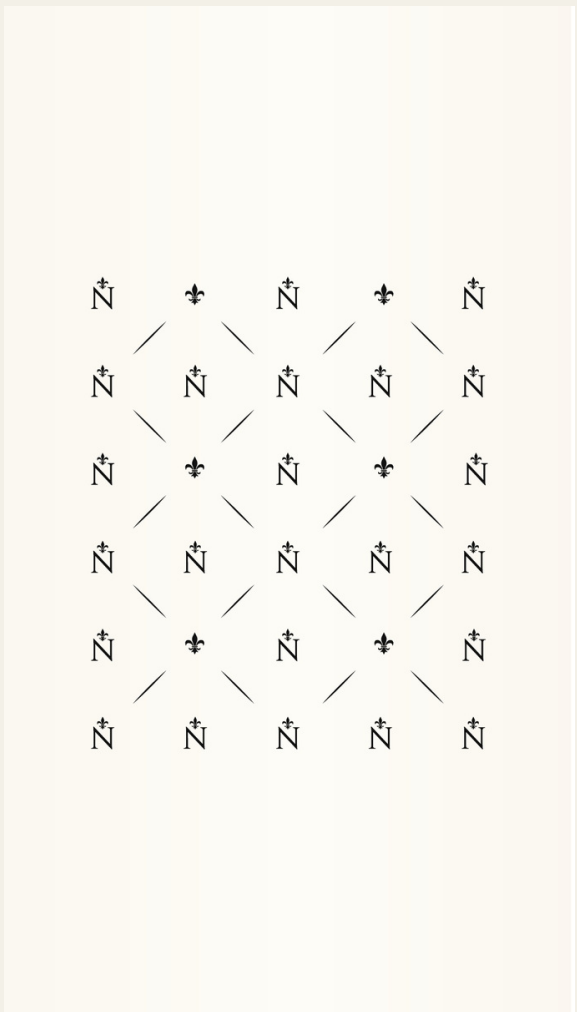
The v7 deck tests a serif wordmark and fleur-de-lis on grey, black, ivory and metallic surfaces.



Work out the repeat from a single emblem

The v7 studies scale the fleur-de-lis from a standalone symbol to a repeat that can run across a surface.





Test the emblem on a bag and at storefront scale

The application board shows the wordmark as a retail sign with the patterned identity carried into goods.



Explore a softer geometry

Another set gives the brand a looped monogram. Olive and ink versions show how it works with the wordmark.





ORIGINAL OLIVE AND INK LOCKUPS

Keep the monogram legible in a small print area

The kraft tag places the emblem and name above the product fields and leaves the stock visible around them.

ORIGINAL NOBREZA KRAFT TAG MOCKUP



Connect the unconnected.



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Let's get connected!

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