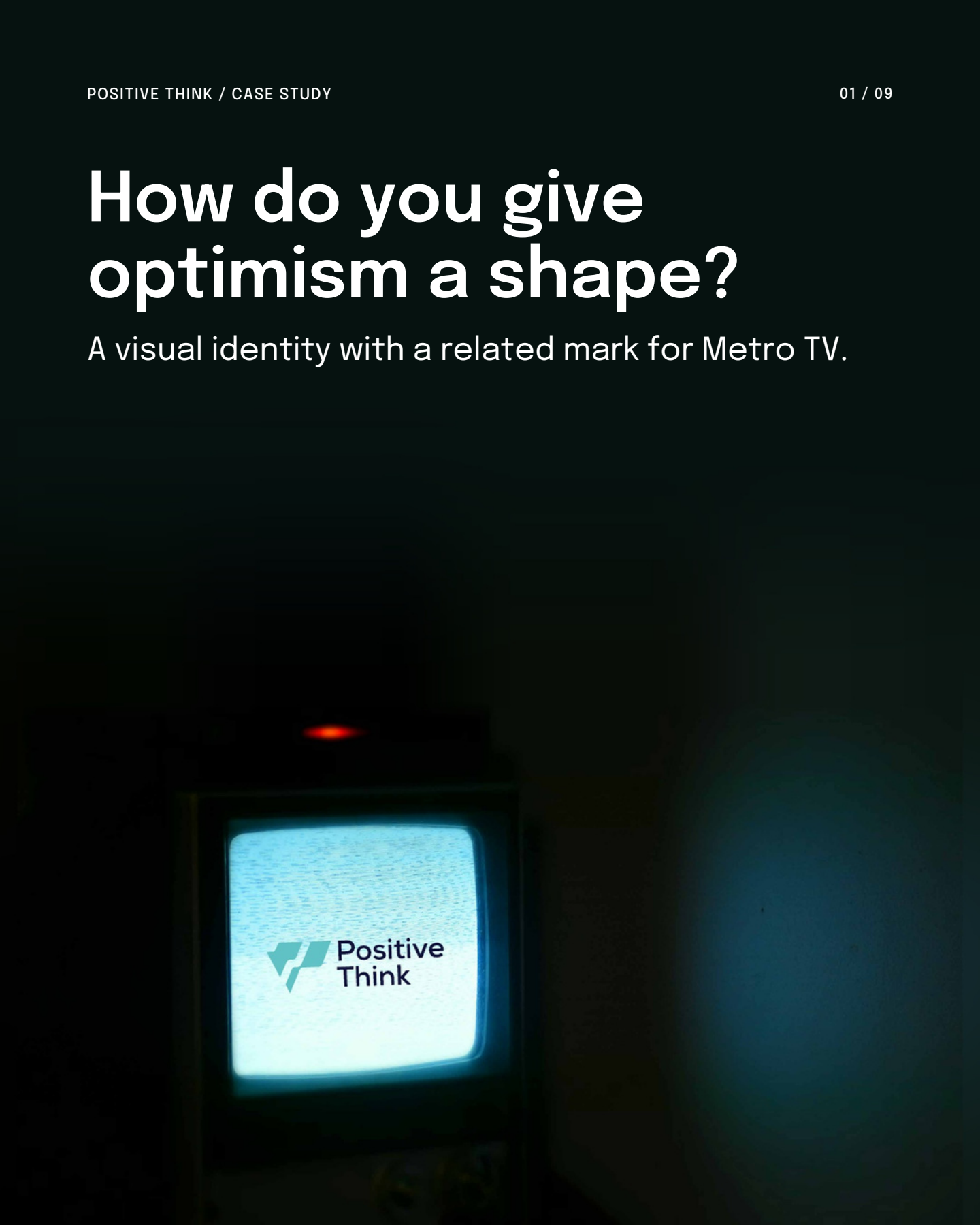
How do you give optimism a shape?

A visual identity with a related mark for Metro TV.



Three shapes move upward.

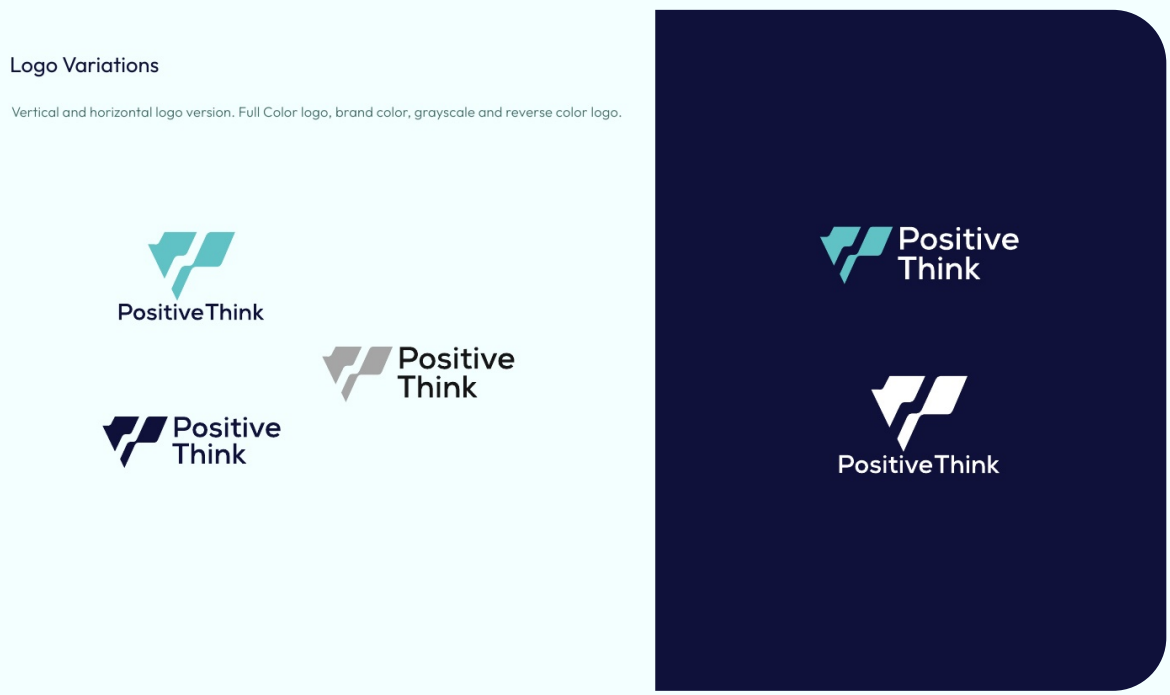
The mark steps from lower left to upper right. Three teal forms turn the idea of progress into a gesture the identity can repeat.



PRIMARY STACKED LOCKUP

Give the mark room to travel.

The wordmark comes in horizontal and stacked arrangements. Full-colour, monochrome and reversed versions give each arrangement a place to work.



ORIGINAL LOGO VARIANTS

Show the link to Metro TV.

The relationship has dedicated lockups. The red Metro TV mark and the teal Positive Think mark each retain their own colour and shape.

PARENT AND SUB-BRAND LOCKUPS

Sub Brand Logo









Teal carries the gesture.

The teal makes the upward movement visible. Navy anchors the name and gives the lighter mark a dark field to sit on.



Teal

#60C2C4

Navy

#0F113B

COLOURS FROM THE ORIGINAL PROJECT GUIDE

Let the mark run across the fold.

The envelope uses an enlarged section of the symbol. A smaller lockup signs the face of the envelope.



One mark, two scales.

The profile uses the small symbol while the header builds a larger pattern from the same shapes. The full lockup sits between the two scales.

SOCIAL COVER AND PROFILE ARTWORK

Social media Covers & Profile Pictures



Give an idea a repeatable form.

The upward shapes carry through the parent relationship, social graphics and a set of printed pieces.

VISUAL IDENTITY, SUB-BRAND LOCKUPS AND APPLICATIONS

Connect the unconnected.



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A multidisciplinary thinker and maker passionate about connecting ideas, challenging conventions, and building what's next.

Let's get connected!

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