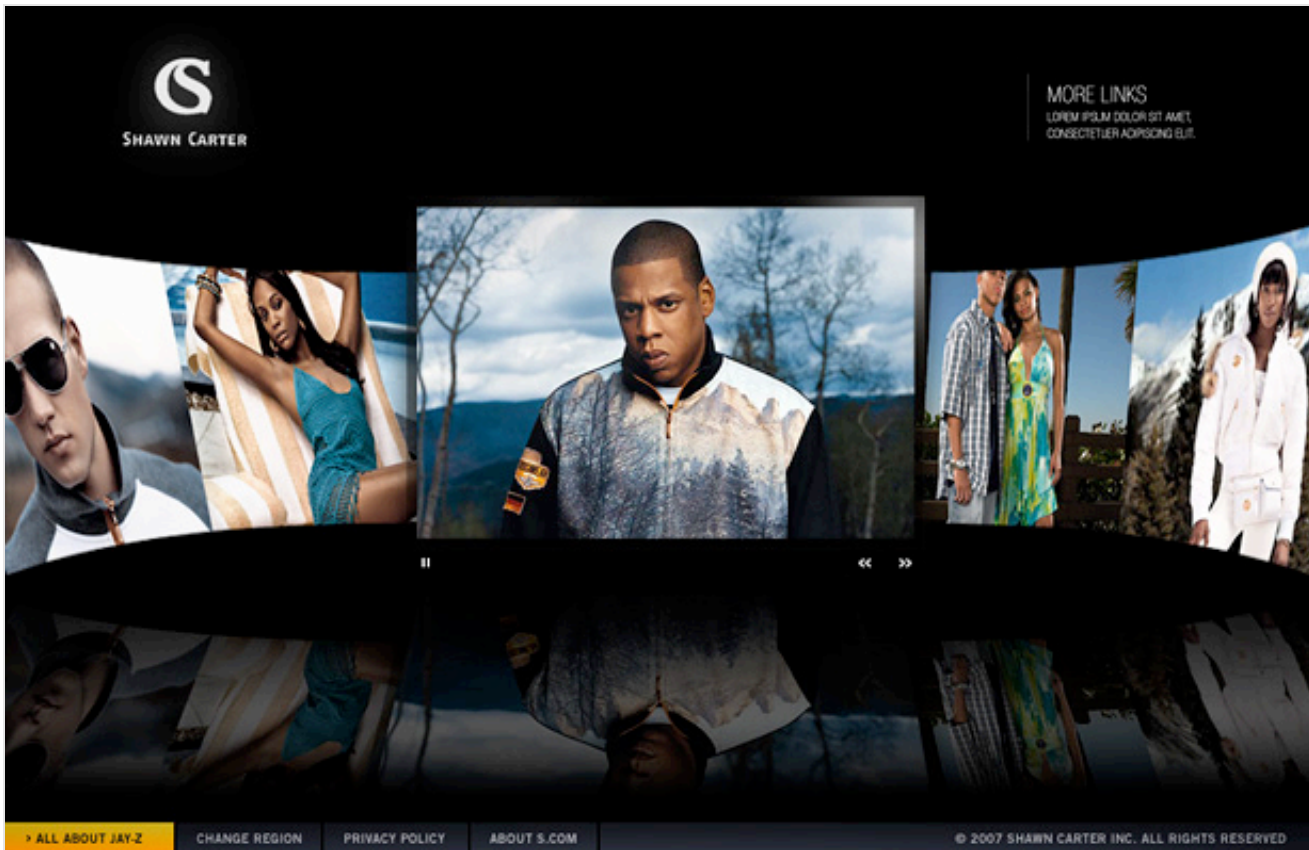
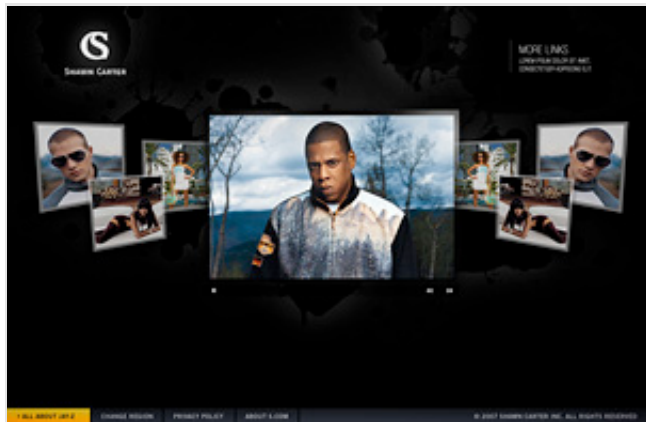
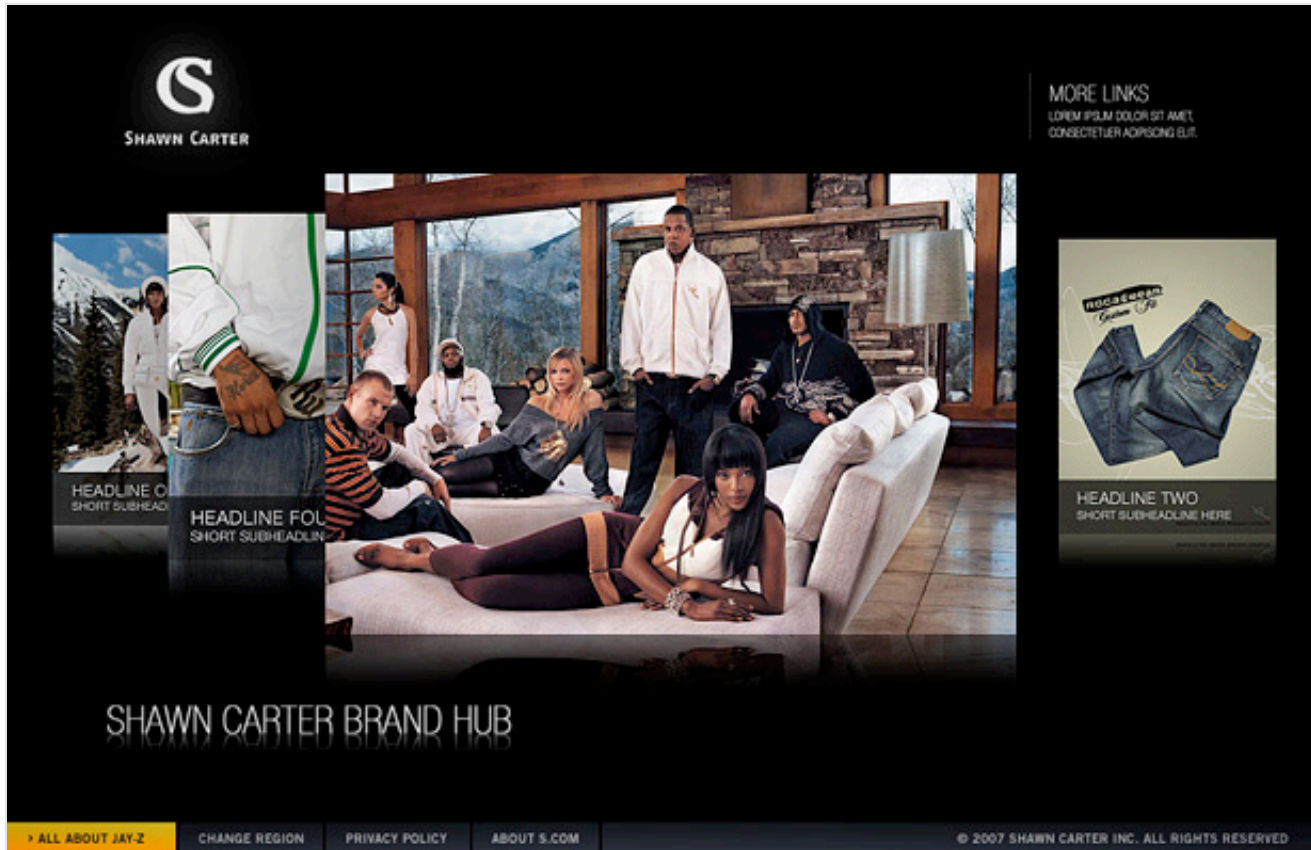


# Shawn Carter

Rocafella (<http://www.rocafella.com/>) approached us to do the art direction for a new emotional brand portal for Jay-Z, which is supposed to be the center of all his different brands and also the Shawn Carter brand itself. The direction you see on the first layout got approved by Jay-Z and Rocafella, but is on hold due to new record projects. So here we have a few of our screens for this project so far. We were asked to do parts of the CI for this project in addition. You'll find the first final result in form of the logo here (<http://www.taobot.com/projects/various/shawn-carter-identity>)





Taobot, Josefstraße 12, 55116 Mainz, Germany, +49 6131 2116568, hello@taobot.com

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