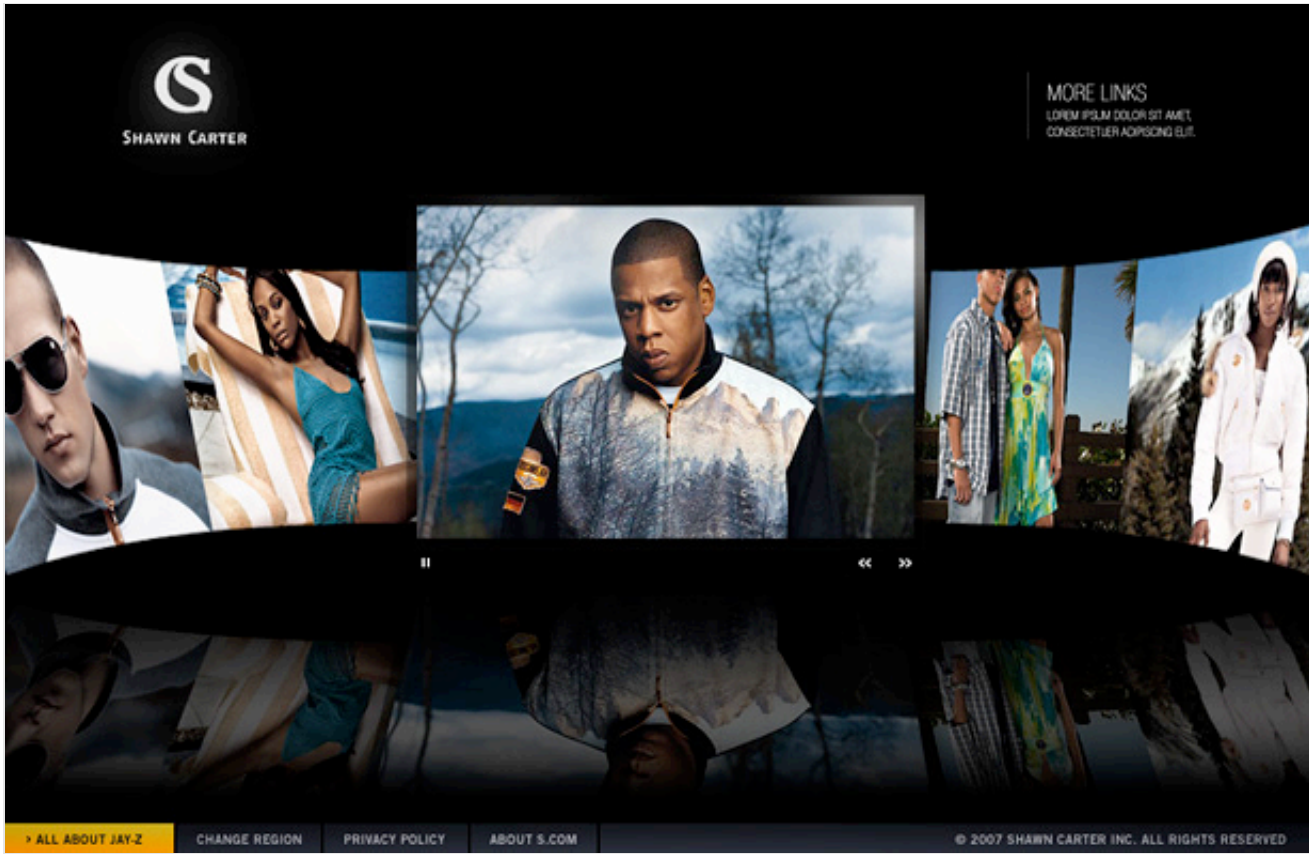


Shawn Carter Identity

We were approached by Rocafella (<http://www.rocafella.com/>) to do the art direction for a new emotional brand portal for Jay-Z (<http://www.taobot.com/projects/interactive/shawn-carter>), which is supposed to be the center of all his different brands and also the Shawn Carter brand itself. In addition we were asked to do parts of the CI for this project. This is the first final result in form of the new Shawn Carter logo.





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