



BRAND DEVELOPMENT

BY MICHAEL MCGILLYCUDDY

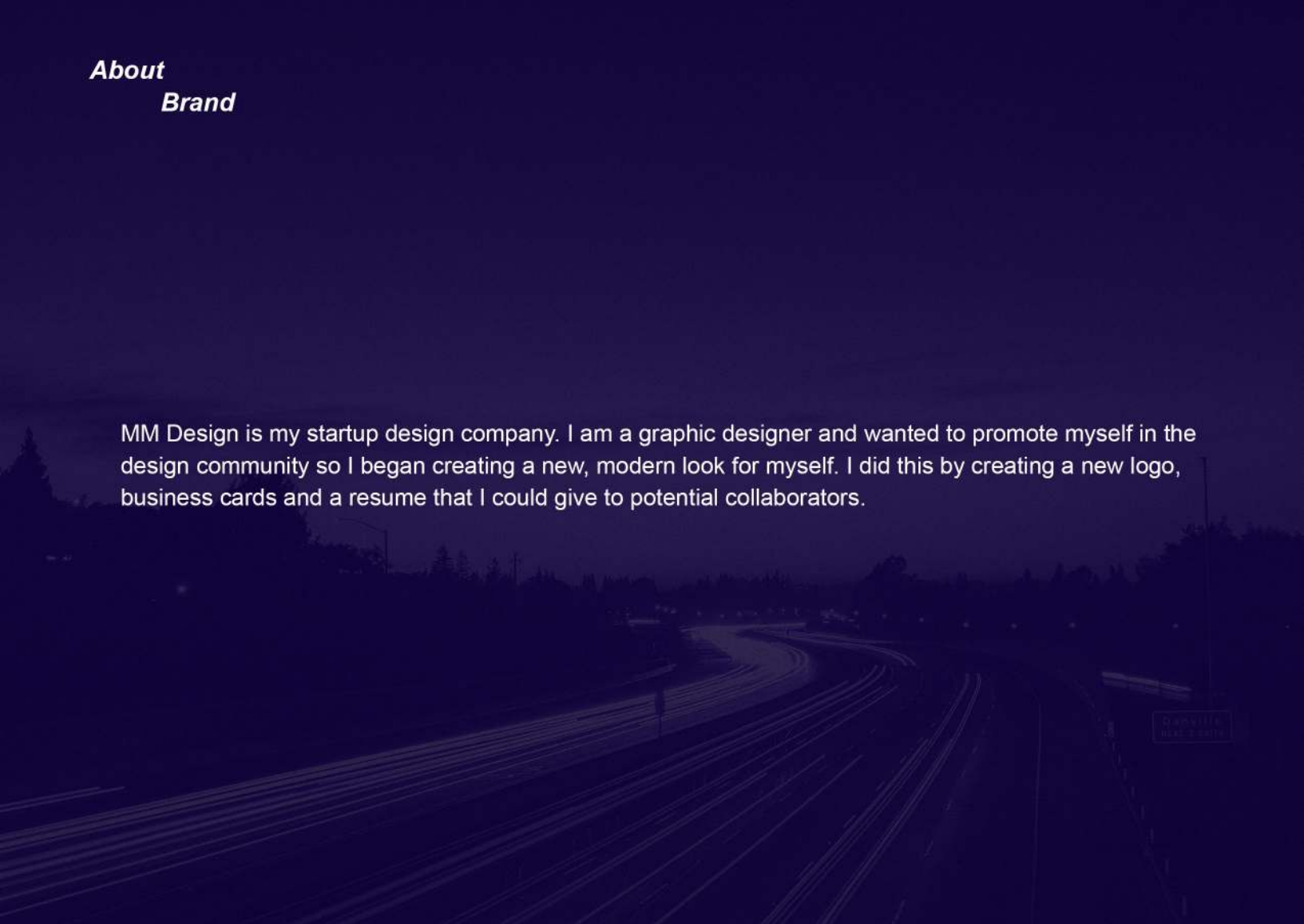
MM Design



Michael McGillicuddy
Designer.

About Brand

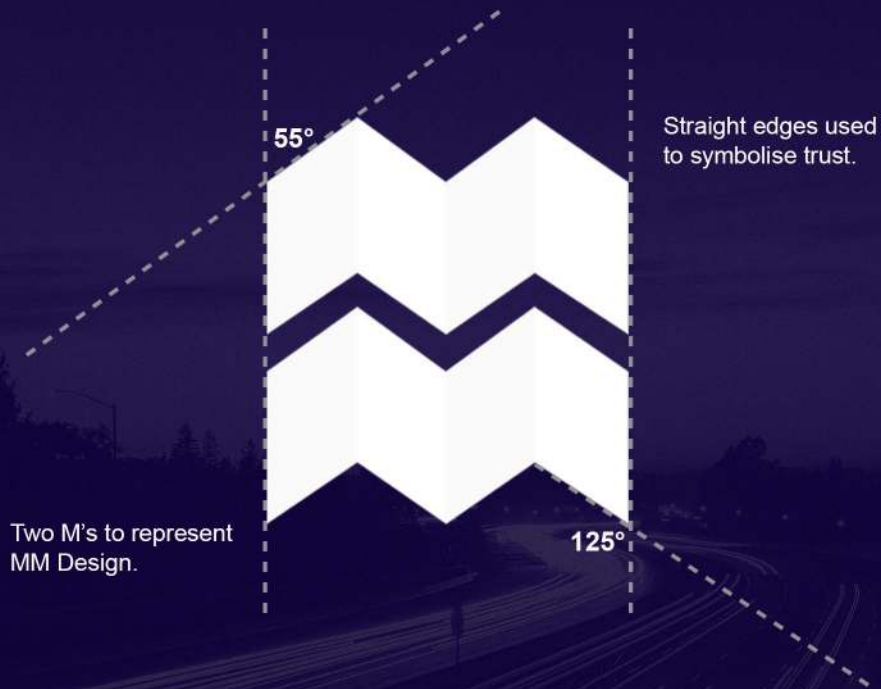
MM Design is my startup design company. I am a graphic designer and wanted to promote myself in the design community so I began creating a new, modern look for myself. I did this by creating a new logo, business cards and a resume that I could give to potential collaborators.



Logo
Concepts



Logo Breakdown



Typography

Arial

AaBbCcDdEe12345

Bold

Black

Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

Black

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

Brand Identity



Food For Thought

FOOD FOR THOUGHT.

*Michael McGillicuddy
Designer.*



About Brand

Food For Thought is a mental health initiative that aims to shed light on mental health issues to aid those experiencing them. Food For Thought is based in UCC and therefore, their target audience is young college students. I wanted to give the brand a fresh new look.

*Logo
Concepts*

FFT

**FOOD FOR
THOUGHT.**

**FF
T.**

**food for
thought**



**FOOD FOR
THOUGHT**

*Logo
Breakdown*



**FOOD FOR
THOUGHT.**

The logo is simplistic
and smart.

The hand drawn logo
represents creativity.

Typography

Alte Haas Grotesk

AaBbCcDdEe12345

Regular

Bold

Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

Brand Identity



Puck Fair



PUCK FAIR

*Michael McGillicuddy
Designer.*



About Brand

Puck Fair is one of Ireland's oldest fairs that takes place every year in August, in my home town of Killorglin, Co. Kerry. Puck Fair is over 400 years old and I have been attending it for the past 20 years. I wanted to give the festival's never changing promotion work a new feel.

Logo
Concepts



Logo
Breakdown

Artistic font to give logo
Arts Festival look.



Goat horns used in logo
to represent King Puck.

Typography

Friz Quadrata Std

AaBbCcDdEe12345

Medium

Bold

Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

Brand Identity





***THANK
YOU***