

BRAND DEVELOPMENT

BY MICHAEL MCGILLYCUDDY

BRAND
DEVELOPMENT

MM Design



*Michael McGillycuddy
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

ABCDEFGHIJKLMNPQRSTUVWXYZ

abcdefghijklmnpqrstuvwxyz

1234567890

Black

ABCDEFGHIJKLMNPQRSTUVWXYZ

abcdefghijklmnpqrstuvwxyz

1234567890

Brand Identity



Food For Thought

**FOOD FOR
THOUGHT.**

*Michael McGillycuddy
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**

FF

**FOOD FOR
THOUGHT**

© 2011
DDB Worldwide

Logo

Breakdown

The logo is simplistic and smart.

FOOD FOR
THOUGHT.

The hand drawn logo represents creativity.

Typography

Alte Haas Grotesk

AaBbCc**DdEe12345**

Regular

Bold

Regular

ABCDEFGHIJKLMNPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

Bold

ABCDEFGHIJKLMNPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

Brand
Identity



Puck Fair



PUCK FAIR

*Michael McGillycuddy
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



PUCK FAIR



PUCK FAIR

PUCK FAIR

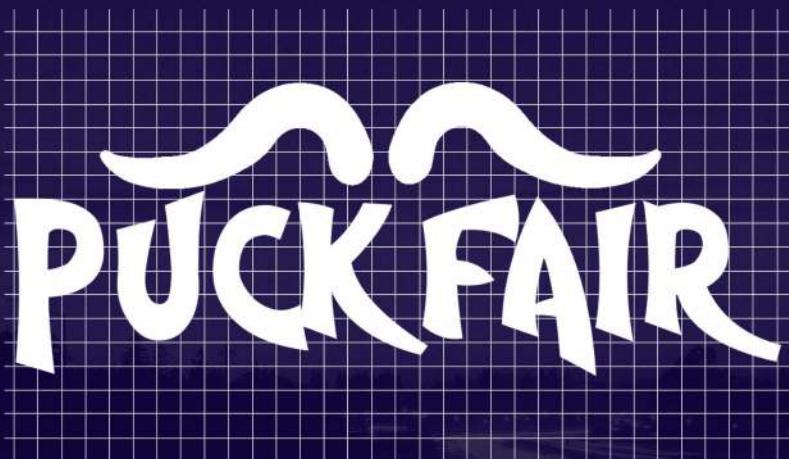
Puck FAIR

© 2011
DUSTY
HOME & GARDEN

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

Bold

ABCDEFGHIJKLMNPQRSTUVWXYZ

ABCDEFGHIJKLMNPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

abcdefghijklmnopqrstuvwxyz

1234567890

1234567890

Brand

Identity





**THANK
YOU**