

Case Study Worksheet

Gather essential information about a new client's needs, goals, and challenges.

ROLE:	Designer
CLIENT:	Friend
YEAR:	2026
Project Discription:	The brand features two mirrored, stylized "M" shapes that are rendered with a 3D, isometric perspective. This architectural approach suggests stability, building blocks, and structural integrity.
Current Challenges	Consumers and businesses are currently forced to choose between two extremes: traditional industrial branding and high-end modern design.
Project Protypes:	
My Role:	Selected and customized a bold extended stencil inspired typeface for men, material, and machines to complement the heavy mechanical aesthetic of the central mark.
Problem/ Solution:	This project has the perfect opportunity to step into the spotlight as an authentic, premium brand for people who appreciate both heavy-duty machinery and high-end design.