

Style & Characteristics

Issued: 15 September 2017

Deadline: 20 September 2017

Theme: Illustration Design & Illustrations for Collateral for Hotel Investment Brand

CHARACTERISTICS

<p>We are:</p> <ul style="list-style-type: none">- Premium- World Class- Sophisticated- Elegant- Contemporary- Diverse- Intelligent- Inquisitive	<p>We are not:</p> <ul style="list-style-type: none">- Obvious- Naïve / childish animation- Abstract concepts
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STYLES WE LOVE

The illustrations need to show the company's personality attributes in an intelligent and stylish way.

Visual References:

- Constructivism Genre
- Artist Iakov Chernikhov
- Modern versions of iconic railway posters
- Positive and negative space
- Royal Ascot

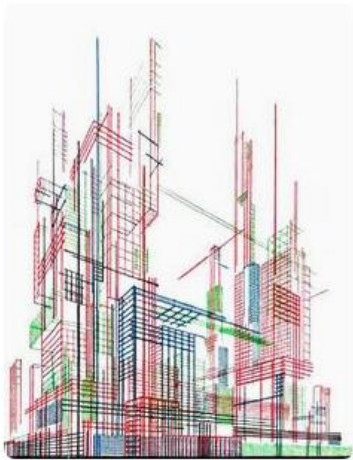
Constructivism Genre

A few samples from incredible artist **Iakov Chernikov** on **Pinterest**

Style & Characteristics



Iakov Chernikhov,
Composition 21, 1930
by rosswolfe1

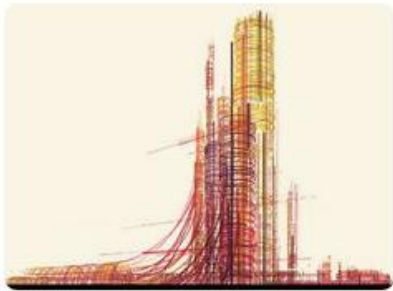


yakov chernikov - Google
Search



Chernikhov

Other Constructivism Samples:



Constructivism



"JAPAN BY CAR" by James
Gilleard
behance.stfi.re



Skyline

Style & Characteristics

Some beautiful animated illustrations

<https://www.pinterest.co.uk/pin/560205641139432896/>

<https://www.pinterest.co.uk/pin/560205641139432901/>

<https://www.pinterest.co.uk/pin/560205641139432894/>



GIF

Fall in love with these gorgeous 8-bit GIFs of Japan



GIF

[https://www.tumblr.com/dashb](https://www.tumblr.com/dashboard?utm_medium=email)



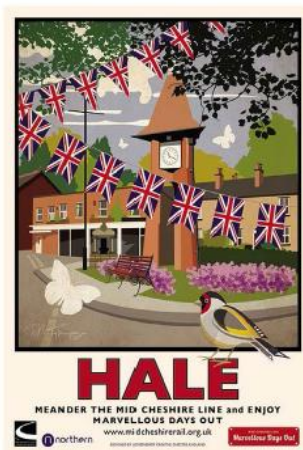
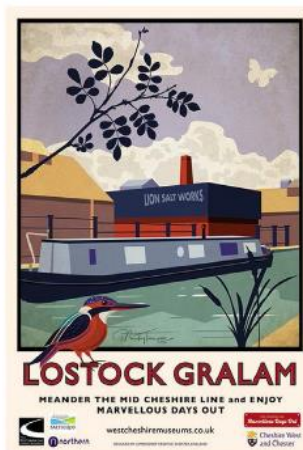
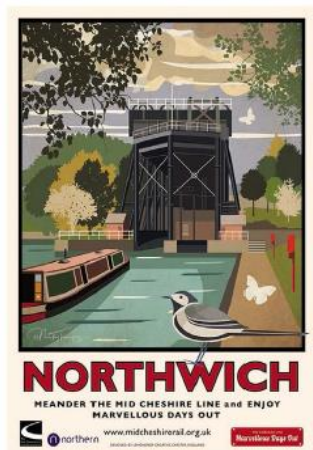
GIF

[모바일 데이터 주의] 2D도트의 매력 | Daum 루리웹

Brands Using Illustration



Iconic Railway Posters



Style & Characteristics

Positive & Negative Space

