





KAIROS

2021

MOODBOARD



ELEMENTS



INK BLOTS X BLACK/YELLOW COLOR BLOCKING

Kairos is an event based on action and power with strong females taking the wheel. The imagery you see here represents bold energy. It makes a strong statement that says, "I'm not afraid to find my purpose." It's also playful and organic.

Grunge meets organic beauty.

I love the idea of ink blotting because everyone sees something different in a blot. Every woman is their own version of ink. We can all identify with something different but can appreciate it's organic value.





TYPOGRAPHY

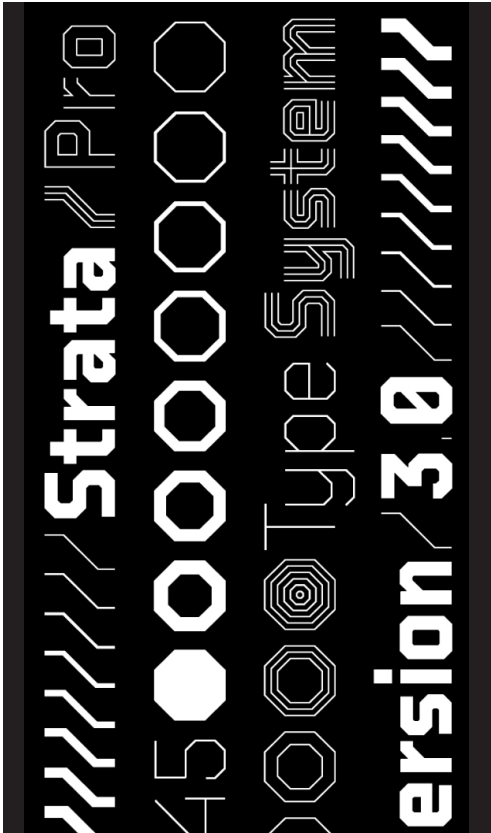


PURE HEART

Imagery to the left is a representation of how typography would be applied to photography.

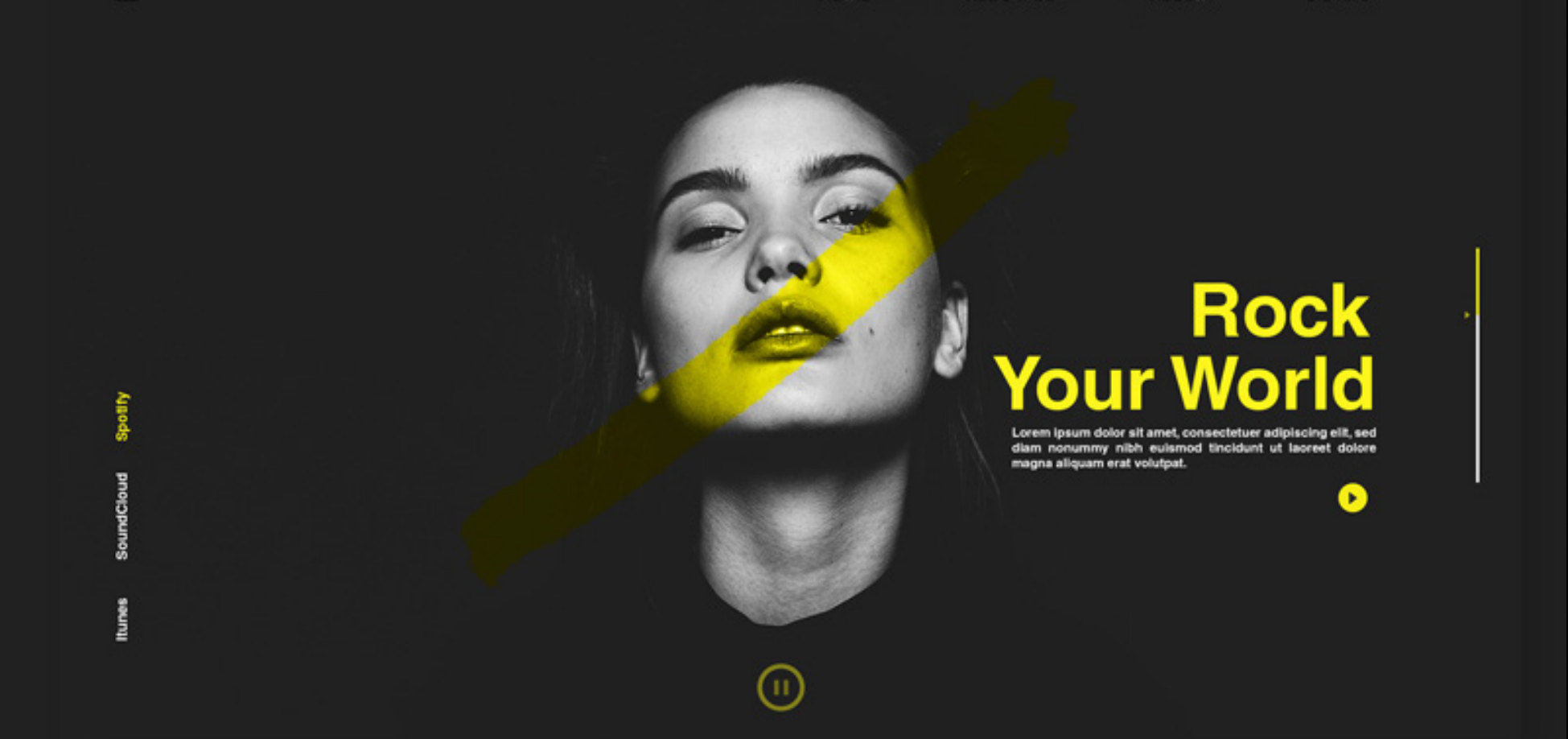
BB STRATA PRO

BB Strata Pro would be used for numerical callouts. The organic brush strokes of pure heart paired with strata pro would be a unique matchup!





PHOTOGRAPHY



APPLICATION

Strong imagery with applied paint details and typography. We are dependent on stock photography unless you have an outside source.

THANK YOU.

