

HEAD



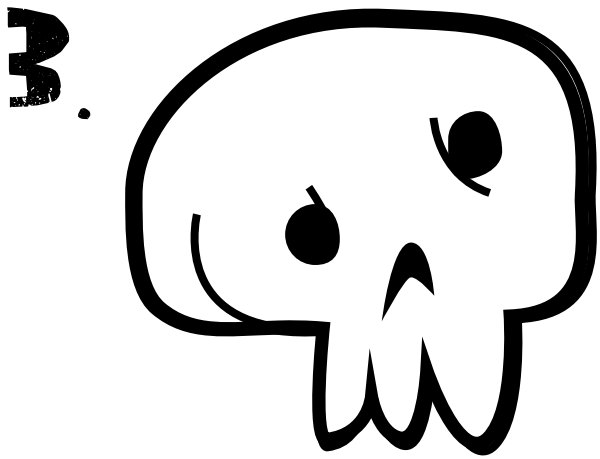
HEAD

PUBLISHING

DESIGN EXPLANATION

Mission Statement:

At Dead Head Publishing, we don't really care whether you like us or not. We are here to represent unadulterated media that challenges the conventional view. We thrive on the eccentric, embrace authenticity, and uplift the unorthodox. For the rebels, the misfits, and those who dare to question, we are here. We publish what matters to us- whether you get it or not.



SPECS

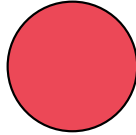
Typography:

HVD FONDK

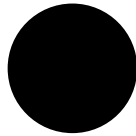
Book Antiqua

Colors:

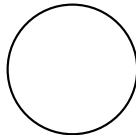
#EB4956



#231F20



#FFFFFF



Rationale:

Dead Head Publishing and its logo are all about the idea of subverting the norm. While the skull iconography is a rather common organic symbol, taking it and offsetting some of its major features allows it to break that traditional mold. The logo itself is clear and simplistic whereas the type is textured and chaotic, this juxtaposition give the characteristics of a iconoclastic brand to the logo itself. Breaking the rules and being unapologetic about it. Dead Head doesn't look to cater to the masses in its content and feels the same way about its design choices. So feel free to critique the look or the message, we don't really care either way.

INITIAL SKETCHES



Property of :

