

Karen

Logo Identity

- Evokes the confidence and ignorant unwillingness to change

-The middle roll represents the "Classic" Karen Haircut in contrast to the masked surrounding



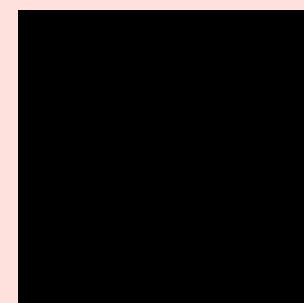
Typography

NOW

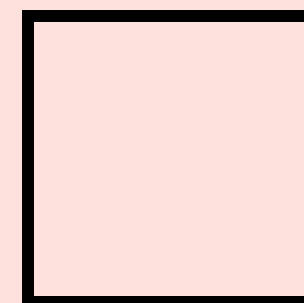
abcdefghijklmnopqr
stuvwxyz!?.

Primer

*abcdefghijklmnopqr
stuvwxyz!?.*



#000000



#FFD8C8

- Light pinks captures the soft and the forceful nature of the branding



Billboard Ad