

TWENTY ONE PILOTS

- intriguing
- neg. space?
 - shapes/border
 - not super outlined
- look cooler than reality
- reggae? japanese char.? mask/logo?

- 1 How do you perceive yourself?
- 2 How do you want to be perceived?
- 3 How do fans perceive you?

- *simple sells best
- *consistent stroke length
- *"power to the local dreamer"

Cool, but too much?

TWENTY

ONE
PILOTS



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Logo as '01' in one?
centered



TWENTY

ONE

PILOTS



Too much

Shark-jaw teeth?
15th reggae?



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ONE PILOTS

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Pilots
Twenty One
Pilots



1/3's