

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



TWENTY
ONE
PILOTS

Logo as 'O' in 'ONE'
centered



TWENTY
ONE
PILOTS



Shark-jaw
teeth?
is that reggae?



Too much

TWENTY ONE PILOTS
ONE
PILOTS

Twenty ty?
One ne?
Pilots
Twenty
One
Pilots



catch phrase

1/3's