

WEEK 1
VISUAL INSPIRATION: MATERIALISM

The false promise of materialism entices us with beauty. This week uses lots of black, but in a clean way. The wordmark is being over burdened by its surroundings.



WEEK 2
VISUAL INSPIRATION: GOD'S TRUTH IS FREEDOM, THE WORLD OFFERS BONDAGE

As we uncover the lie that our identity can be found in "stuff", things can get a little messy. This week, the look and tone are intentionally dirty.



WORDMARK USAGE

A: CON\$UMED

B: CON\$UMED

C: CONSUMED

D: CONSUMED

^ the CONSUMED identity has the flexibility to be represented in numerous ways (A & B). One thing that remains constant though, is using the Univers wordmark to break in or out of a black shape (C & D).

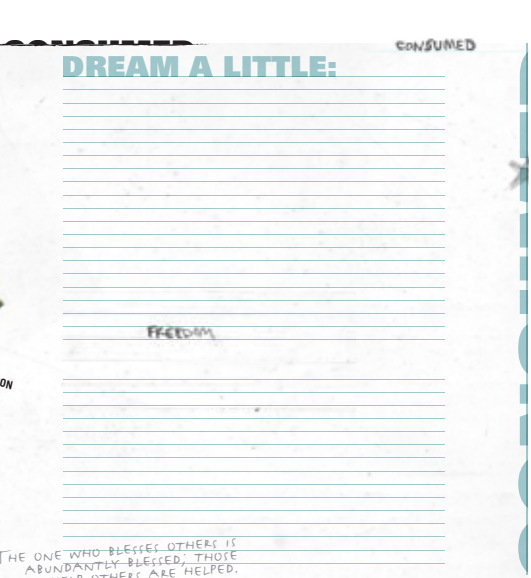


WEEK 3
VISUAL INSPIRATION: CONSUME LESS

Seeing God's truth means changing our perspective. Finding beauty in the things we have. Focusing on gratitude. This week, the identity uses found objects and poses the question; "what if we could do with less?"

DO YOU OWN YOUR STUFF? OR DOES YOUR STUFF OWN YOU?

CONSUMED



WEEK 4
VISUAL INSPIRATION: DREAM

Generosity frees us from the bondage of materialism. This week we start to strip away even more of a visual identity and leave room to dream, to write, to reflect on freedom.

WORDMARK EVOLUTION

the wordmark is set in Univers 85 Extra Black (-20 kerning). It evolves from a being surrounded by black to being completely white and surrounded by green.

CONSUMED

W1

CONSUMED

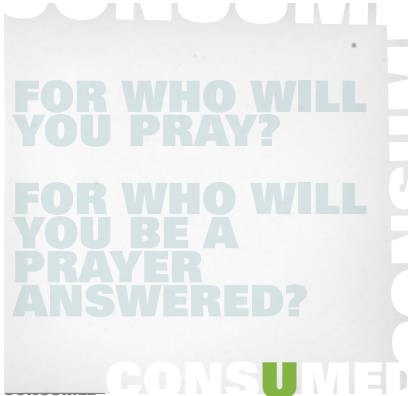
W2

CONSUMED

W3

WEEK 5
VISUAL INSPIRATION: PRAY / ACT

Taking week 4 one step further, we lean into God in prayer. The identity simplifies one step more. The black of week 1 is almost completely gone.



I AM

CONSUMED

freedom

WEEK 6
VISUAL INSPIRATION: CELEBRATE / BE FREE

Turning a corner and seeing the wordmark completely white on a color field represents a life consumed by God. The overall look is simple, but not sterile. It's beautiful.

the CONSUMED identity is an exploration in evolution. it evolves from a satirically slick marketing montage that consumes our senses and tempts us to materialism, then to the darkness of debt. introducing God's truth brings light, hope and simplicity to the identity.

in the end, the identity reflects the beauty of being CONSUMED by God, which is freedom.

CONSUMED JOURNEY BRANDING / DESIGN PRINCIPLES:

WEEK1

WEEK2

WEEK3

WEEK4

WEEK5

WEEK6