

 **Hello, Metaleap!**

# Project One: Mosaic

Original Logo



**MOSAIC**  
CONSULTING, INC.

Redesign



## Logo

mosaic

mosaic

## Colorway



## Typography

### Century Old Style Bold

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz

### Futura PT Medium/Book

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz

## Branding Elements



# Project Two: Porter Steel

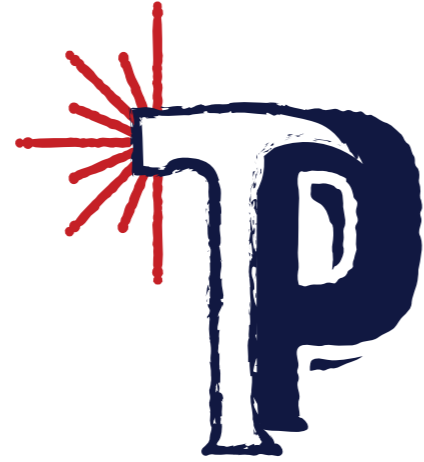
Original Logo

PORTER  
STEEL

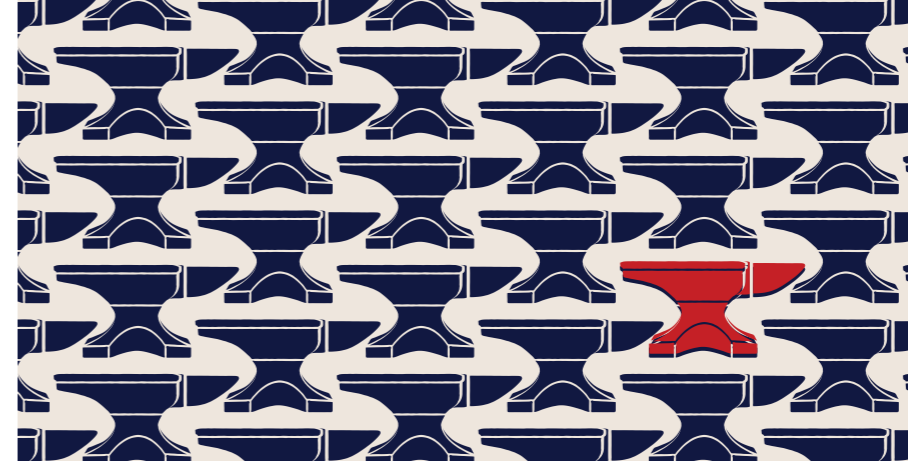
Redesign

 PORTER  
STEEL  
INC. 1983

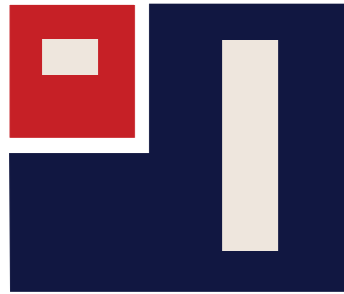
## Logo



## Branding Elements



## Colorway



## Typography

### BURFORD RUSTIC BOOK

A A B B C C D D E E F F G G H H I I J J K K L L M M N N O O P P Q Q R R S S T T U U V V W W X X Y Y Z Z

### Proxima Nova Regular

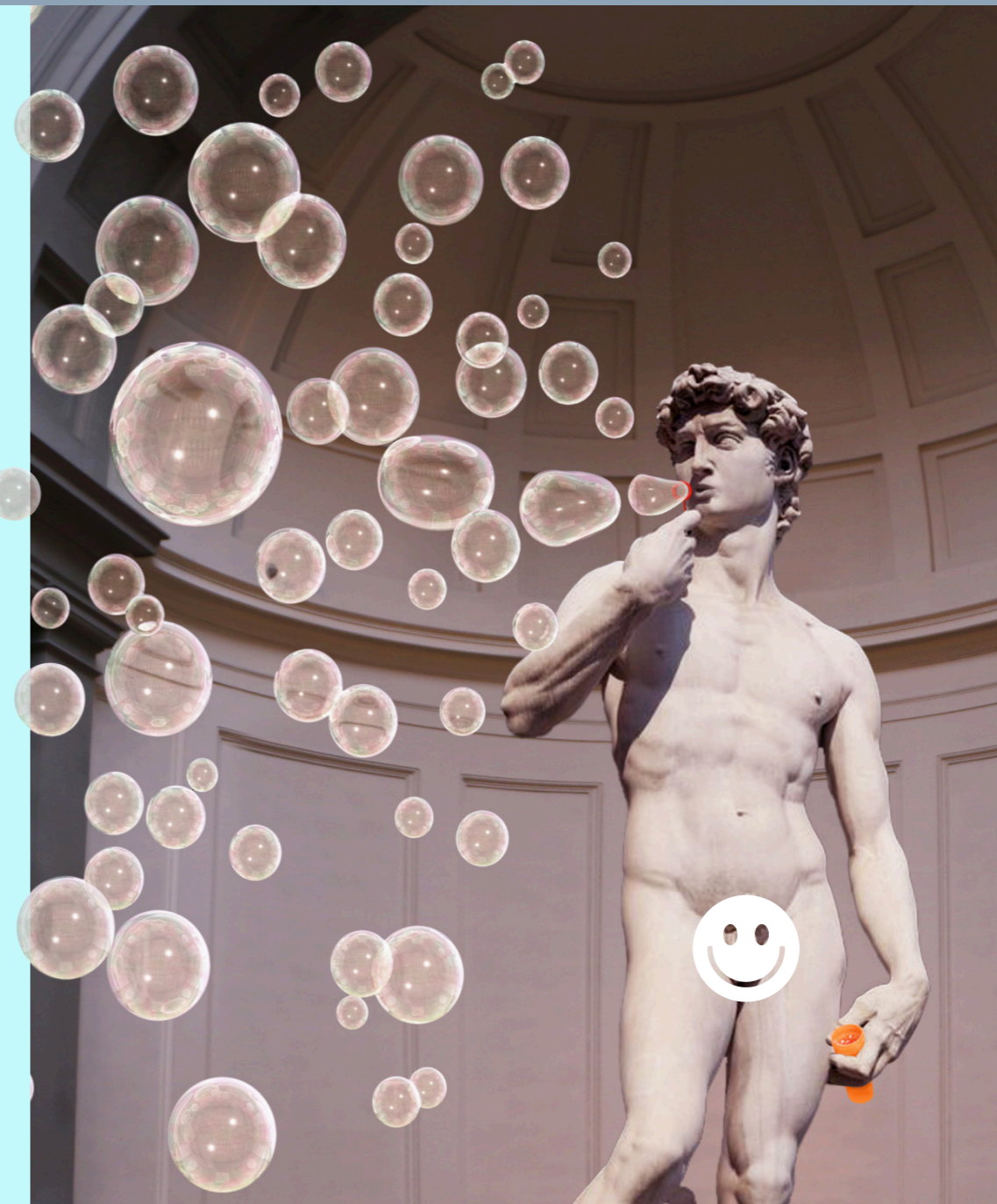
A a B b C c D d E e F f G g H h I i J j K k L l M m N n O o P p Q q R r S s T t U u V v W w X x Y y Z z



# Project Three: Phoria



Phoria is a  
place where  
adults can  
live out  
their second  
childhood



PHOTOGRAPHY BY STEVE ASH

# 01 THE BUBBLE GARDEN

A floating wonderland  
of fragrant dreams

A place where flowers and bubbles play together. A stream of tiny pink bubbles is released throughout the day, helping keep the plants hydrated and nourished.

NO BEES WERE HARMED  
IN THE MAKING OF THIS MIRACLE

Birds and bunnies love the bubble garden. In fact, it's home to over 20 bird species! We don't blame them. We'd like to live here too.



HOW MANY SMILES WILL YOU HAVE IN THIS GARDEN?  
ALL OF THEM!

“The bubbles in this garden aren’t the product of your typical childhood bubble juice. When they pop, the residue fertilizes the flowers and coats them in an all-natural pestiside that protects the blooms from harmful insects and diseases.”

**I’ve never seen anything like it! I can’t tell what’s prettier- the flowers or the bubbles.**

PHORIA PARK VISITOR



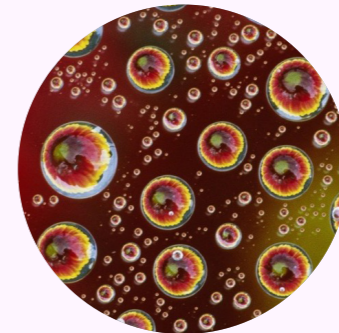
**If I’m having a bad day, I’ll go out of my way to take a walk through the bubble garden.**

PHORIA PARK VISITOR



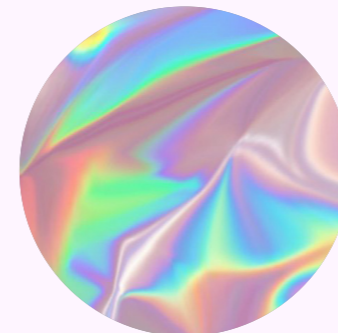
**Phoria has created an efficient way to defend plants against harm, while also being super-pretty. I’m impressed.**

A SCIENTIST



**I wish I could live in the bubble garden. It’s like a good dream I don’t want to wake up from.**

PHORIA PARK VISITOR



# 02

## THE FIELD OF DREAMS



Remember what it was like to be a kid playing outside at dusk? Fireflies. Sidewalk chalk. Pretending to be a fairy or a firefighter or a flying superhero. Overcoming imaginary obstacles with supernatural powers. The Field of Dreams is a place to revisit that way of thinking. Adults are too concerned with concrete things. We enclose ourselves in a bubble of worries and anxieties. We think the best way to pop that ego-bubble is by blowing even, bigger, bubbles. Take an afternoon to forget about your mortgage and student loans, and come blow some big-ass bubbles.



**Forget about your worries and your strife.**



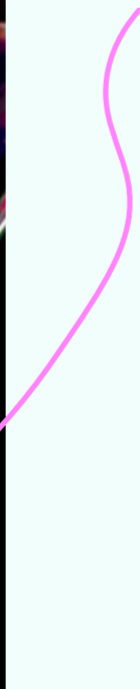
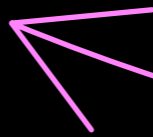
**blow a giant bubble**

**watch it slowly float away**

PHOTO TAKEN AT PHORIA BUBBLE PARK'S FIELD OF DREAMS



This guy gets it.





**We can either pop our own bubble of perspective, or we can stay comfortable inside our colorful globes and let the future ambush us as we watch helplessly while the best parts sneak by. So, do we stay inside our bubbles? The time to choose is now.**

Bubbles always seemed so innocuous when we were small. But then, they were just the product of a bubble wand, some soap, and a puff of air. We didn't have to worry about living inside one. It turns out there's not a whole lot of breathing room in there. It turns out that they're bound to pop after a while.

Perspective is tough to gain inside a bubble. But perhaps it's better to pop ours, rather than wait for time or fitful winds to do it for us. It seems as if we're floating toward the heavens when, in fact, we're just getting farther from the ground. On the ground the future is clear. Bubbles warp and distort it so much it becomes fantasy. Isolation and willful ignorance may make life more pleasant in the here and now, but they blind us to the road ahead.

If only we could see the brilliance of the future from inside the bubble. If only we could know what's waiting on the other side.

Pop.



Put your troubles into bubbles

and blow them away

An essay on how the simple act of blowing bubbles helped one woman overcome grief and embrace the simple beauties of life.

As long as people show their love for one another, they can live life to the fullest.

Every time I look at the sunshine, my mind flashes back on many different memories I have with one of my best friends. There is a memory of us at a restaurant taking silly pictures, and another one of us excitedly talking about our love lives, among many more. Then,

She is no longer with me, but I think of her and smile every time I see a bubble.

reality snaps me back to the present. I don't have any new memories with this good friend because she was killed by a high driver two years ago. Even though I yearn to have her physically return in my life, I now believe in living life to the fullest for her and me.

One main action I always keep close to my heart is blowing bubbles. Some people wonder why I even bother doing that, but the reason actually connects

with my deceased friend's philosophy about life. She lived by her own quote "put your troubles into bubbles and blow them away" to solve any problems. Whenever she would preach this, she would provide the biggest smile on her face as another source of comfort. I explained this powerful quote's meaning on a spiritual retreat at my college. Her inspiring words of wisdom have now been positively communicated all around my college community.



No matter what I do, the most important way to live a fulfilling life is to express love for family and friends every day. As long as people show their love for one another, they can live life to the fullest, just like acknowledging a sweet sunshine for her bright encouragement.

 **Thank you!**