

vail gaylord  
project 01, fasm 210, prof white



# WEARING *party hats* AT DINNER\*

\*dress code is whatever goes & at 9pm, you must go home.

# —POST CARD—



*Much love to my friends,*

*Illustration and invitations. Writing and words. Me as a mood. The mission. At my core. The vision. Moonshots. The start of sketching. Color story.*

*Logo design. Visual identity system. Typeface hierarchy. Business card. Letterhead. Match boxes. Invitations. Party mug.*

*The end,  
Vail Gaylord*





- |                                                  |                                             |
|--------------------------------------------------|---------------------------------------------|
| <input checked="" type="checkbox"/> AUTHENTIC    | <input checked="" type="checkbox"/> HAPPY   |
| <input checked="" type="checkbox"/> BOLD         | <input checked="" type="checkbox"/> JOYFUL  |
| <input checked="" type="checkbox"/> COLOR        | <input checked="" type="checkbox"/> RADIANT |
| <input checked="" type="checkbox"/> CHAOTIC      | <input checked="" type="checkbox"/> VIBRANT |
| <input checked="" type="checkbox"/> EFFERVESCENT | <input checked="" type="checkbox"/> WARM    |
| <input checked="" type="checkbox"/> FUN          | <input checked="" type="checkbox"/> WITTY   |

LOPNIMLYPORATEQLR  
EYGIAZBLOJPHQPIAI  
FZAQTAUTHENTICLDYZ  
FPCBHLQJIKTFRI AHL  
EMLOWAEYJOPMAXUEO  
RAESLLWZAYVNUOVCZ  
VOMDMOJBFTKWITTY  
EIWARDZRLUNOVJTITH  
SZBZEFHGBLEMWRBPOL  
CMIRLCHAOTICLIABZCN  
ERYTAGMIGSPWRCXUF  
NOSGJNURIZRHMBLUX  
TEFISYTHAPPYVPNYA

MUCH LOVE  
to my FRIENDS

"mentally: out partying at a club;  
realistically: at dinner/drinks with friends."

"COPENHAGEN: design oriented, intentional  
people, and colorful!"

"NEW YORK!! It's so "alive", fashion-forward, and  
welcoming" to everyone."

"YOU INVITE PEOPLE IN!"

"a pure color bath of serotonin."





# ILLUSTRATIONS *and* INVITATIONS





The



derbie



*l'épicerie*

the cursive on the windows of  
L'ÉPICERIE d'OLIVIER PITOU  
23, RUE SAINT PÈRES

*The*  
**HERBERT  
CLUB**

CLASSIC,  
WITH A TWIST

# WRITING *and* WORDS

*Dreaming  
of a  
Slow  
life*

STYLISTIC SET 01

*a d g h i k  
b m o r t u y*

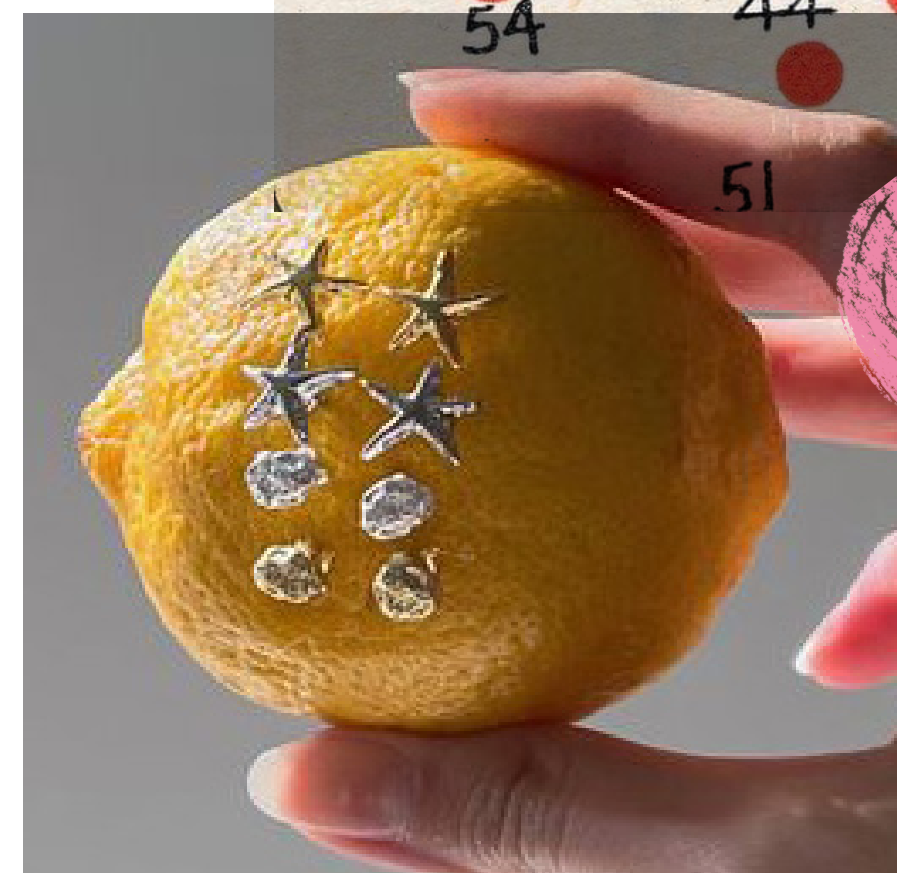
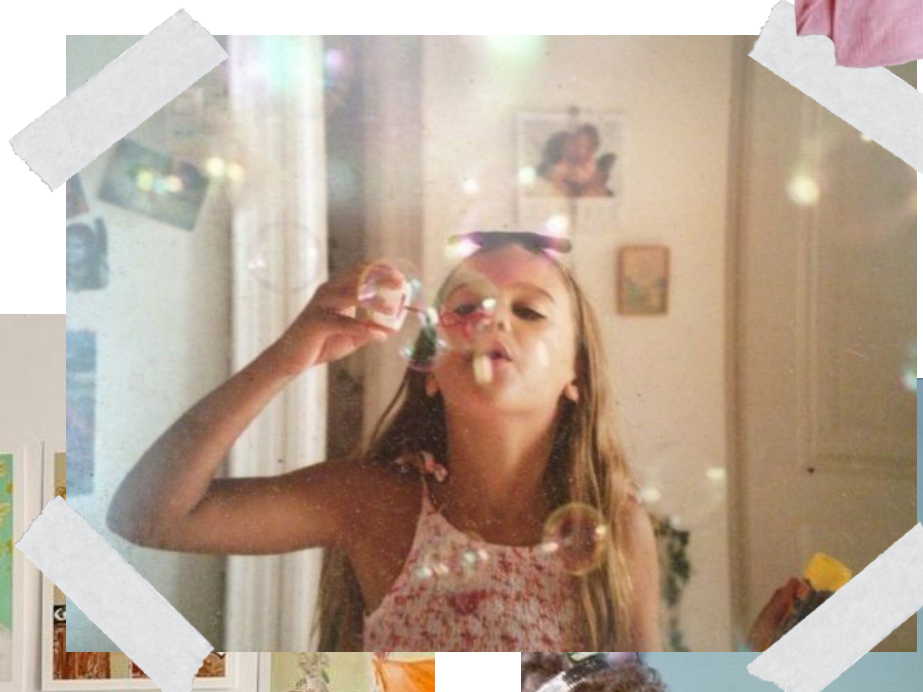
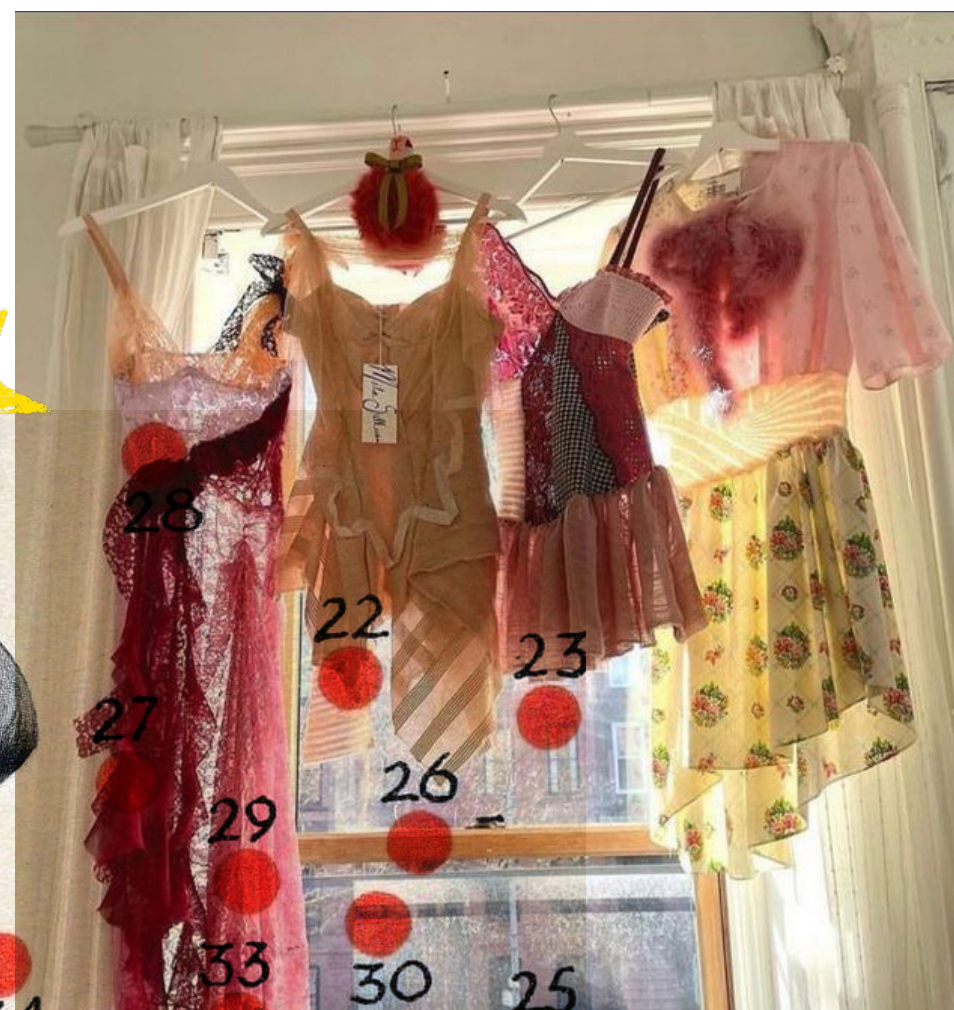
ENXYCLO STUDIO  
SOC IDN / 024

*people are people and  
Sometimes we change  
our minds*





YES YOU ARE ALWAYS  
WELCOME  
HERE AND  
NO YOU ARE  
NOT A BURPEN.  
OF COURSE I WANT TO  
KNOW WHAT  
YOU DID TUESDAY  
AND WHILE YOU  
ARE AT IT-  
TELL ME EVERYTHING  
YOU LOVE...



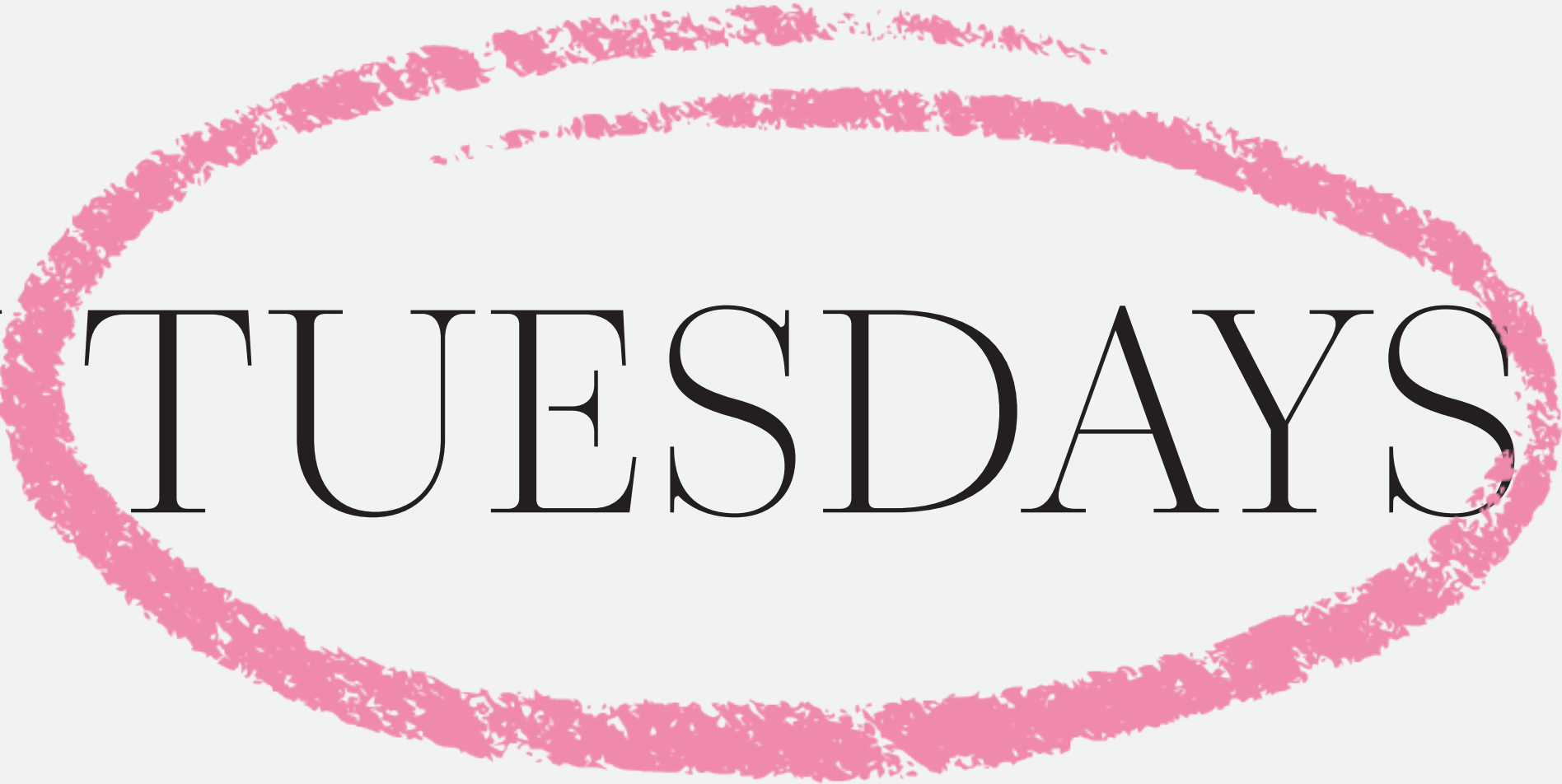
ME as a  
MOOD





*the mission*

CELEBRATE ON  TUESDAYS





- ✦ UNBRIDLED *curiosity*
- ✦ *resplendant* CHAOS
- ✦ ADORATION FOR “*the why*”
- ✦ *childlike* EXPERIMENTAION



AT MY CORE



KNOW WHAT YOU  
BRING TO THE TABLE 

*the vision* 



ELOISE *running*  
DOWN HALLS OF THE  
PLAZA HOTEL WITH *sticks*

RSVPING IN *crayon*

TEA *at the end of*  
DINNER WITH *friends*

MOONSHOTS





# THE START<sub>of</sub> SKETCHING







*big balloon*

hex #: e81d1d  
rgb: 232, 29, 29  
cmyk: 3,99,100,0



*confetti*

hex #: ff8ecl  
rgb: 255, 142, 193  
cmyk: 0, 57, 0, 0



*happy tears*

hex #: b4e8ff  
rgb: 180, 232, 255  
cmyk: 26, 0, 0, 0



*buttercream*

hex #: ffe985  
rgb: 255, 233, 133  
cmyk: 1, 5, 58, 0



*candle wick*

hex #: 000000  
rgb: 0, 0, 0  
cmyk: 57, 68, 67, 90

COLOR STORY





LOGO DESIGN



handwritten logo



handwritten icon





# ✦VISUAL IDENTITY SYSTEM✦



casual written logo



primary icon



casual written logo w/ icon



speciality mark for parties

OPEN INVITE

formal logo type

*xx, vail gaylord*

formal tag

OPEN INVITE  
*xx, vail gaylord*

formal logo type w/ tag

OPEN  
INVITE  
*xx, vail gaylord*

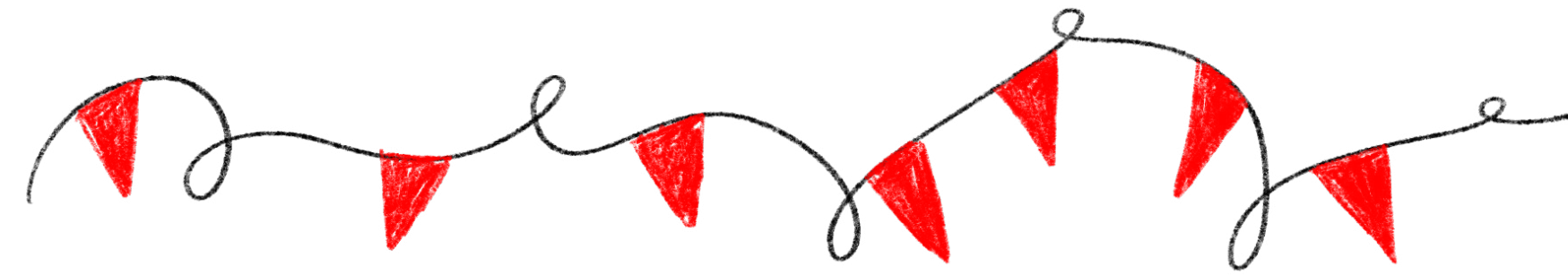
stacked formal logo





# TYPEFACE HIRARCHY

PRESTI DISPLAY BOOK  
logotype, headers, titles, etc.



OPEN INVITE

QUINN DISPLAY LIGHT ITALIC  
tags, sub-headers, sub-titles, etc.



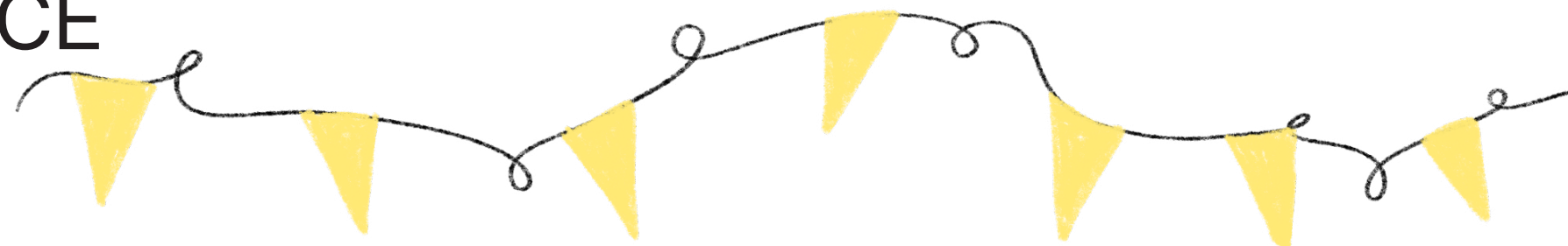
*xx, vail gaylord*

MARINE LIGHT  
body copy, page numbers, etc.



This is an example of body copy for a letter that would be sent from Open Invite. Hopefully, it is to invite you to something! However, it could be to sue you which would not be quite as exciting.

HANDWRITTEN CUSTOM TYPEFACE  
speciality logo and needs



*Open  
Invite*







BUSINESS CARD 



OPEN  
INVITE  
*.cc, vailgaylord*

My Friend  
1234 Your Street  
Home 43210

Hi there!

January 27, 2025

I think I will take this opportunity to talk through some of my core pillars/values while I have you here. My name is Vail Gaylord, and I am a Junior Fashion Marketing and Management major at Savannah College of Art & Design in Savannah, Georgia with a minor in Fashion Journalism. I love storytelling. I always have. It is why I chose the major that I did: I get to tell brands' stories through multiple types of platforms. I love every minute of it, and I hope to do it for many years to come.

As far as who I am, I believe my unbridled curiosity is at the root of who I am. It is why I have been successful in strengthening brand's strategies because I have allowed my curiosity to consider untapped ways of doing things. It is also a big part of why I connect with people so easily. I am genuinely curious about them. I always want to hear why they are the way that they are or why they bought the shoes that they did. I love to learn, and as my dad says, I hope to be a "life-long learner." Which leads me to another value of mine - an adoration for "the why." I am always searching for the root of things: why a brand wants to convey a sustainable message or why they chose that specific color pallet. "The why" will tell you so much.

As you can probably tell, I love color. My world is one of resplendent chaos, and I believe that the colorful messes that come with creating - whether literal or within my mind - are a part of a good creative process. When my floor is covered in magazine clippings and fabric swatches, I know something exciting is happening! This "mess" embodies my appreciation for childlike experimentation. I have found that having a willingness to be a beginner and try something, even if I do not know exactly how it will turn out, is how I grow. And what I have seen is that this freedom in experimentation leads me to more than staying in my comfort zone ever would.

All the best,

*vail gaylord*  
Vail Gaylord  
Founder and CEO of Open Invite

*Open  
Invite*





MATCH BOXES 









PARTY MUG 