

BARNEY

GLOBAL CONSUMER PRODUCT
SEASONAL ASSET PACK

VALENTINE'S DAY



My contributions to this project:

I led the creative development of a Barney Valentine's Day asset pack, building a complete visual language from concept to execution.

This included original graphic design, editorial direction, and the curation of color and typography.

The result is a flexible, production-ready asset system designed to drive cohesive storytelling across global consumer products.

Q1 - (NEW) BARNEY 2025 LOVE ASSET PACK



GRAPHICS, PATTERNS, AND BADGES CENTERED AROUND SELF-LOVE AFFIRMATIONS, HEARTS, JOY, AND PLAYFUL EXPRESSIONS OF FRIENDSHIP LOVE



More self Love
Self Love club
Self Hug
You Glow Girl!
Find what makes you glow
I love being friends with you
I love you, I love me too

Albus

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

NOTE: fonts available to purchase at myfonts.com

FATTTY FAT

ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

NOTE: fonts available to purchase at myfonts.com

Include another Font

SEASONAL ASSET PACK

GRAPHICS



PRINTS



FONT

Albus

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

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COLOR

