

23:59

八王子 初台 首都高
Hachioji Hatsudai SHUTOKO
千駄ヶ谷 新宿駅西口
Sendagaya Shinjuku Sta.
7-20
7-20
414 414

カラオケ&パーティーのカラオケ歌広場

洋楽の音曲
京王百貨店向い

LA SHINJUKU

global 8
Only One の住まい
THEグローバル社

PROMIS 90

docomo

7-20
7-20
50m

CREATED BASED ON

A FEELING. A CONVICTION.

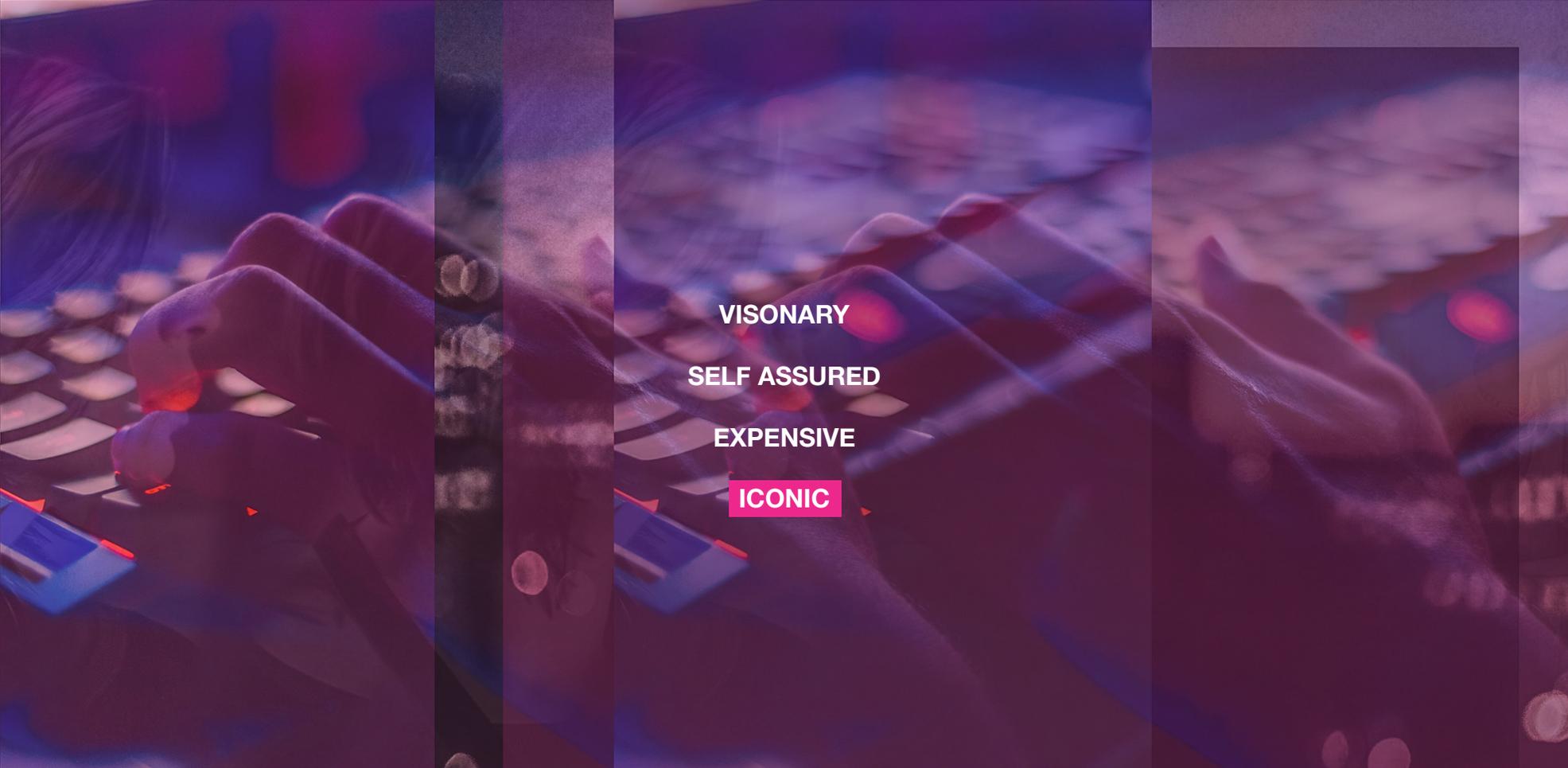
**SOCIETY HAS CONDITIONED US TO PLAY IT SAFE, TO HOLD BACK, AND TO TAKE
NO RISKS.**

SOCIETY PRESSURES US TO ADAPT.

FOR US, ADAPTING WAS NEVER AN OPTION.

BECAUSE WE ARE 2 3 : 5 9





VISIONARY

SELF ASSURED

EXPENSIVE

ICONIC

CONCEPT

**MIXING THE VARIOUS ELEMENTS OF CREATIVE ACTIVITIES WITH GRAPHIC DESIGN,
OUR PIECES REPRESENT A LIFESTYLE UNCONDITIONED BY SOCIETY.**

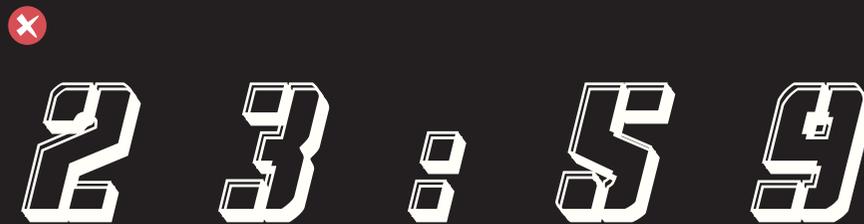
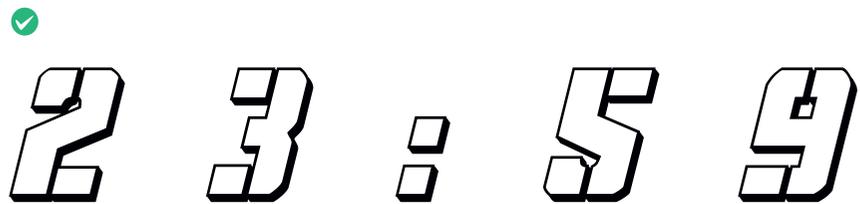
**WE DRAW INSPIRATION FROM ALL THINGS AROUND US, EVEN THOSE WE CANNOT
SEE, TOUCH, OR HEAR.**

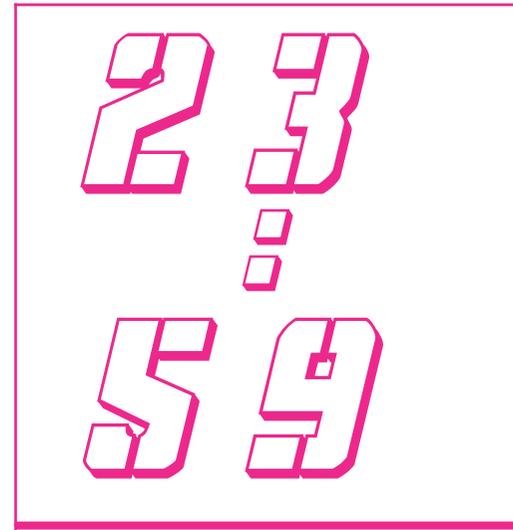
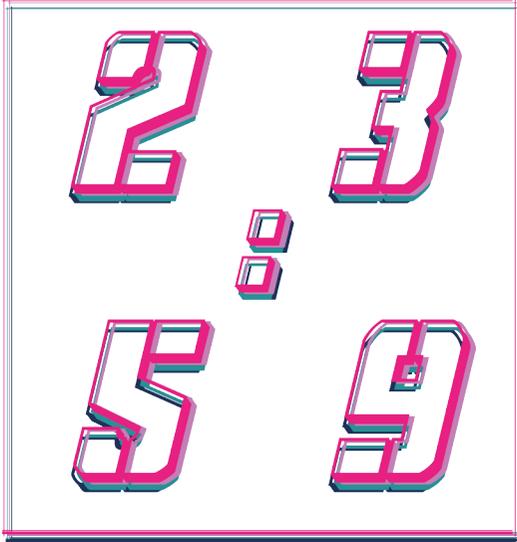
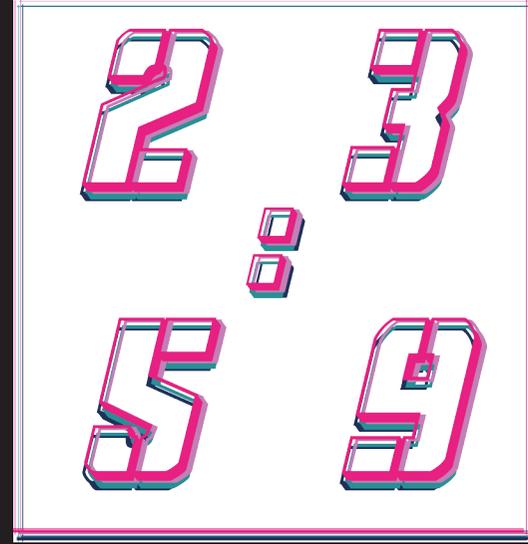
WE DO NOT FOLLOW RULES.

**THERE IS ONLY ONE GOAL:
TO CREATE AN EXPERIENCE.**

THAT EVERYBODY WANTS BUT ONLY A FEW CAN GET

LOGOTYPE





EXAMPLE



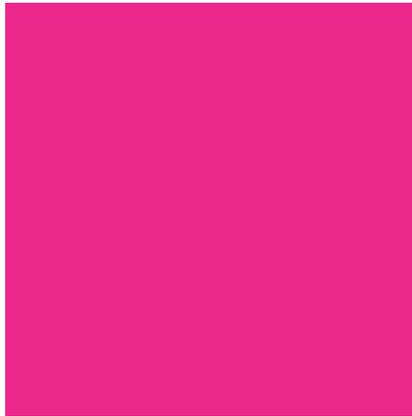
EXAMPLE



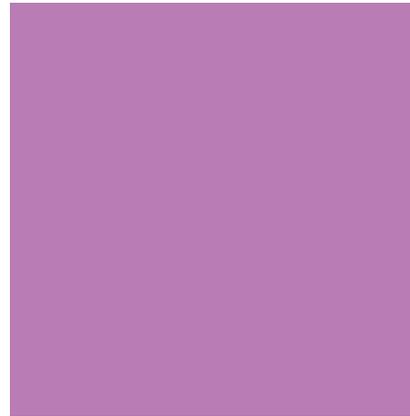
COLORS



#258f96



#e72481



#c17fb5



#1e3058



THEY HATE US
BECAUSE THEY WANT TO BE US



TYPEFACE

2 3 : 5 9 - HEAD

THE TYPEFACE COVERT OPS 3D ITALIC HAS BEEN CHOSEN TO BE THE LEAD WITH ALL MAIN BRAND MESSAGING FOR 2 3 : 5 9. ALL HEADLINES, SIGN-OFFS AND URL'S ARE TO BE DESIGNED USING THIS TYPEFACE

COVERT OPS 3D - ITALIC

A B C D E F G H I J K L M N

O P Q R S T U V W X Y Z

0 1 2 3 4 5 6 7 8 9

2 3 : 5 9 - BODY

THE TYPEFACE HELVETICA NEUE HAS BEEN CHOSEN TO BE SECONDARY FONT. ALL BODY COPY OR PARAGRAPHS WHERE LOTS OF TEXT IS NEEDED WILL BE DONE IN THIS TYPEFACE

HELVETICA NEUE - BOLD

ABCDEFGHIJKLMN

OPQRSTUVWXYZ

0123456789

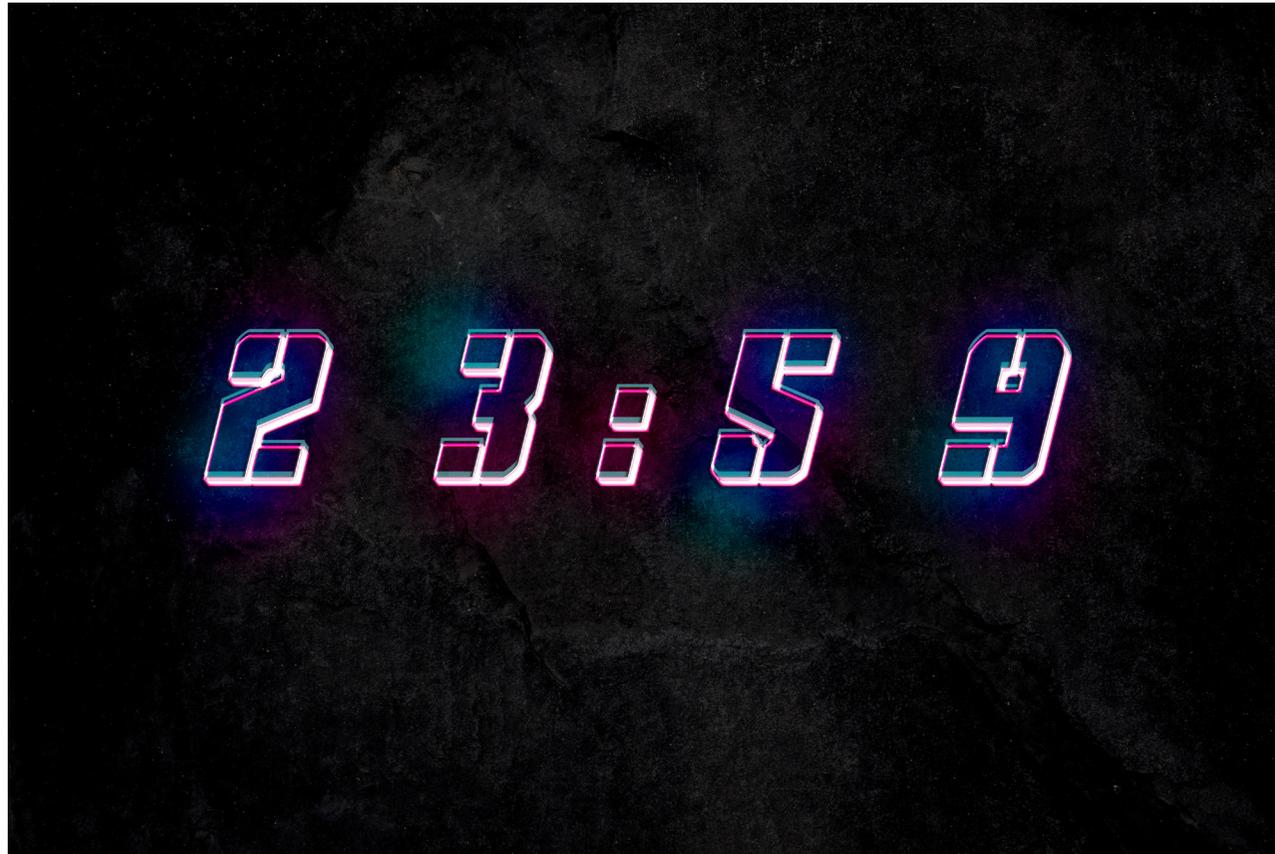
TONE OF VOICE

**the aim of 23 : 59 is to create a seamless experience between a vision and feeling for the elite
by portraying it in a way that the brand finds consumers that understand the feeling in a informal way**

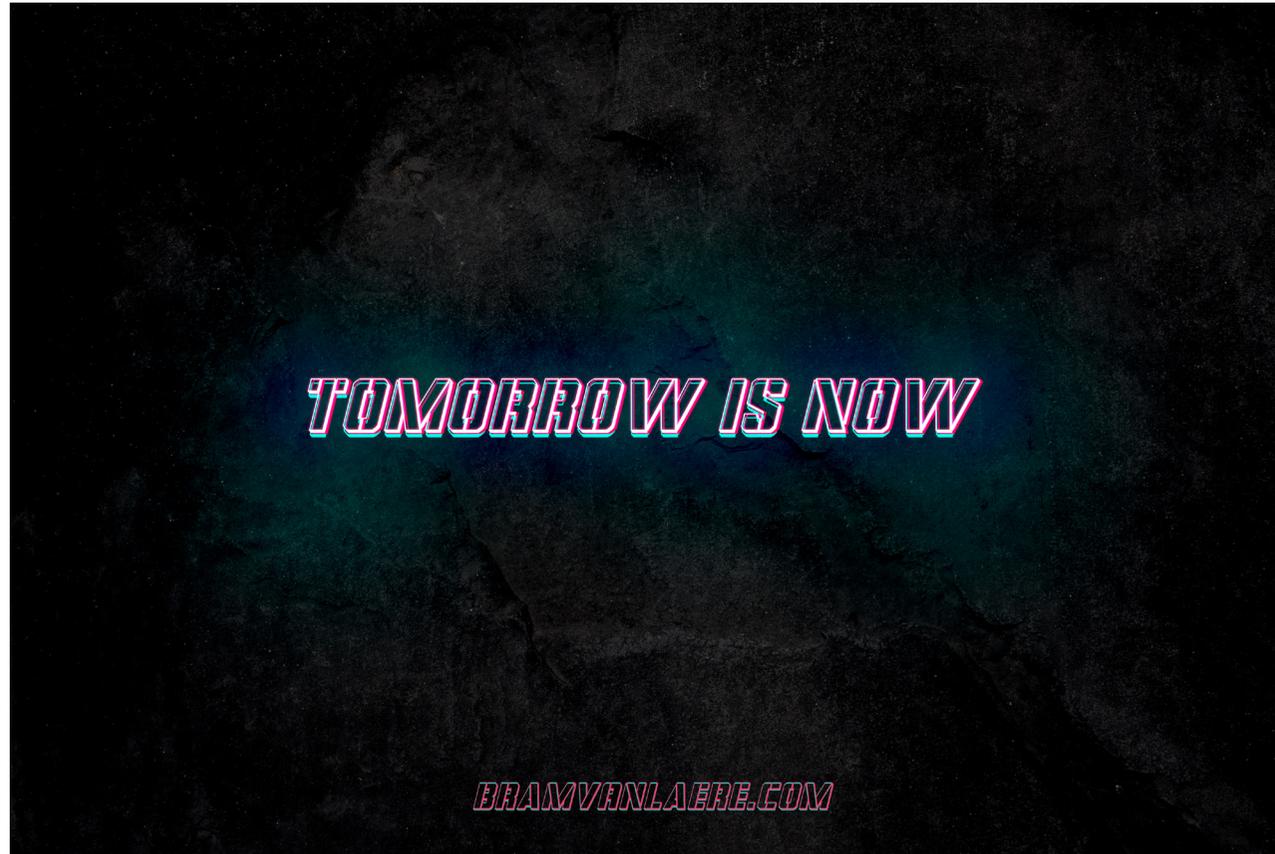


**IF YOU DON'T UNDERSTAND IT
YOU CAN NEVER BE PART OF IT**





“FRONT”



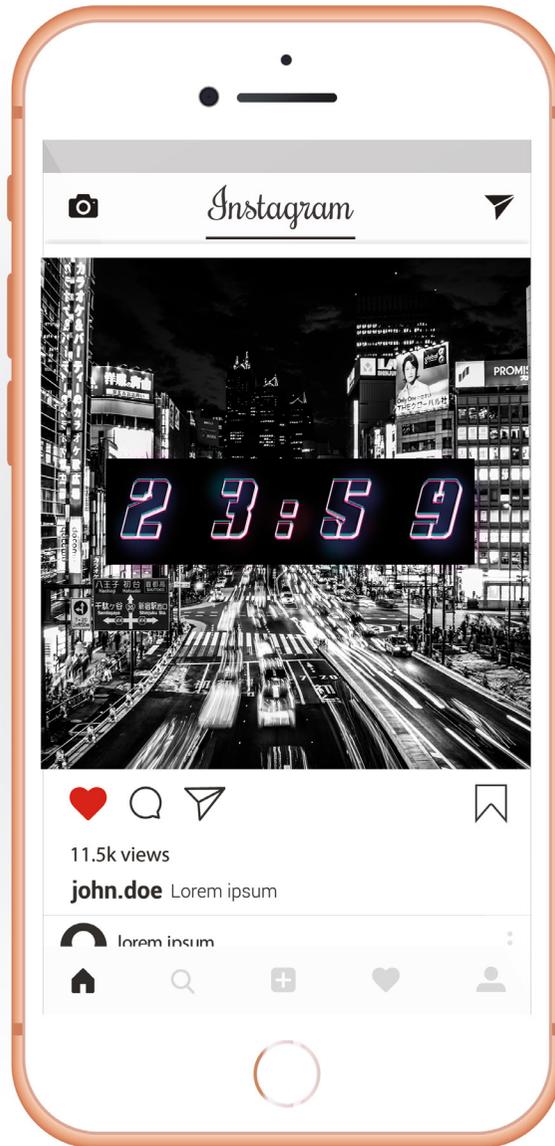
“BACK”

2 3 : 5 9

TOMORROW IS NOW

BRAMVENLAERE.COM

23:59





MAKE THEM LOOK

E-MAIL SIGNATURE

23 : 59

BRAM VAN LAERE

TEL : 0479953262 |

WEB : BRAMVANLAERE.COM |

EMAIL: BRAM.VANLAERE@GMAIL.COM

HMU



**DON'T BE DIFFERENT
BE THE ELITE**

CREATED BY



BRAM VAN LAERE

**SHOUT OUT TO THOSE
WHO CAN'T RELATE**