



tBE®

Cliente: Bart Street

Diseño de marca gráfica

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Enfoques: Arte, street wear, urbano, fashion, re-diseño de marca gráfica, etiqueta, diseño gráfico, lettering, grafiti, comunicación, Neoyorquino.



We *build brands* by producing *exceptional work*
with an *exceptional team* for *exceptional clients*.
We know that together we *can create great things*
while still having fun in the process.

THE MISSION

Our mission was to take Bart Street to the next level, designing a lifestyle brand which is compelling in its own right.

This was a unique challenge, how to give the brand a strong independent personality while maintaining the flexibility and adaptability to serve as a blank canvas for creators.

To achieve this, we knew, the logo needed a memorable element that is as powerful and iconic as it is flexible and adaptable.



THE BART ST. STORY

Originally conceived in 2020 to collaborate with contemporary artists to design a bold new world through the intersection of creativity and commerce, the BART St. brand aims to appeal to the artist within all of us.

B +   = 

**BART ST.
INSPIRATION**



**Downtown
& Brooklyn**





INSPIRE WITH **DESIGN**

Dare to 

street
art®

BART'S MISSION IS TO BRING A LINE OF LIFESTYLE PRODUCTS, ACCESSORIES AND CLOTHING TO MARKET FEATURING AUTHENTIC ARTISTS' IMAGERY, VOICE AND MESSAGES. PRODUCT BRANDING WILL FEATURE INDEPENDENT CONTEMPORARY, AVANT GARDE AND STREET ARTISTS FROM THE POP, NEO, FLASH, GRAFFITI COMMUNITIES AND MORE.

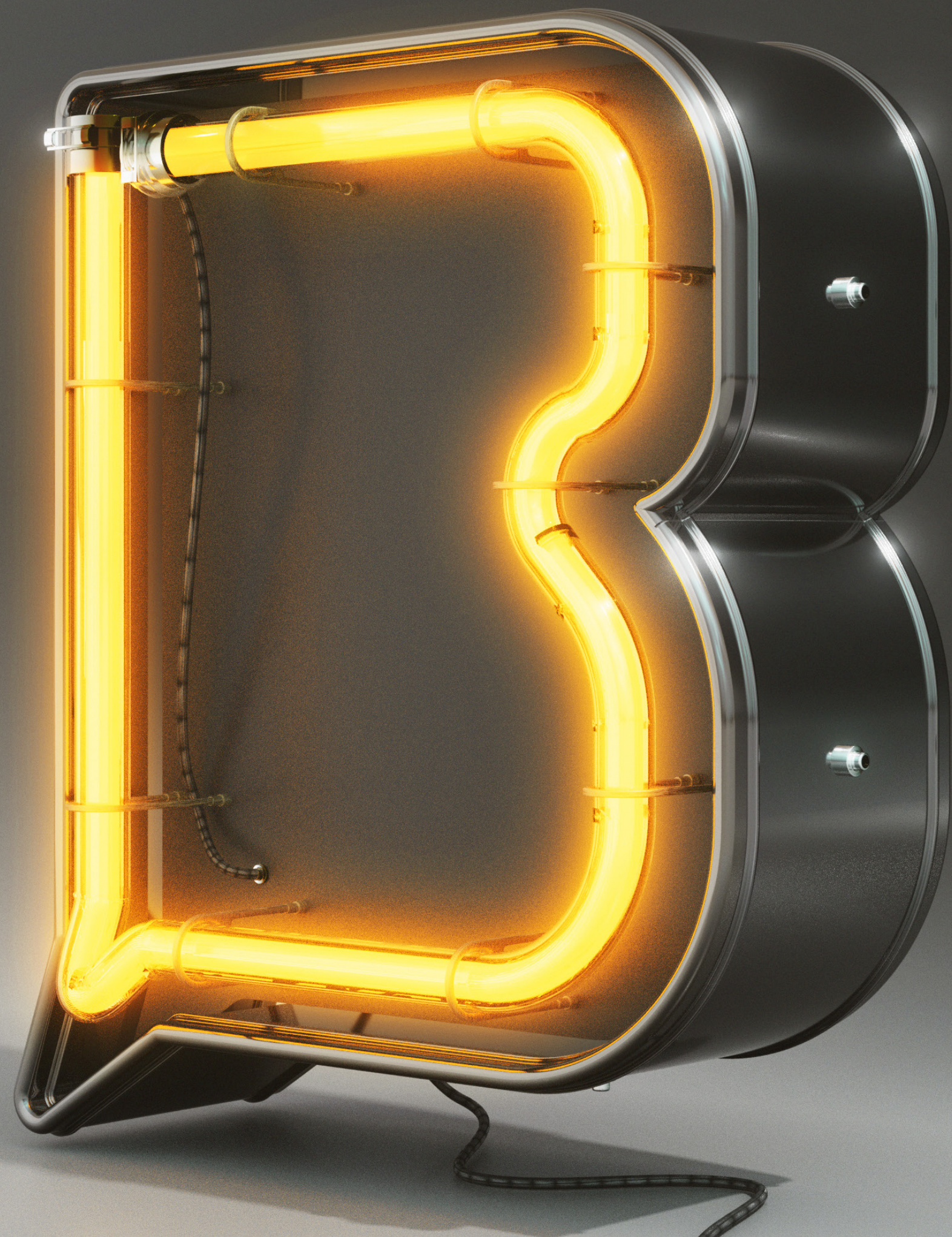
THE MISSION OF BART STREET IS TO CELEBRATE THE ARTIST WITHIN





The Bart Street font is based on the NYC Subway font, giving this DNA that the brand needs.

95
Street

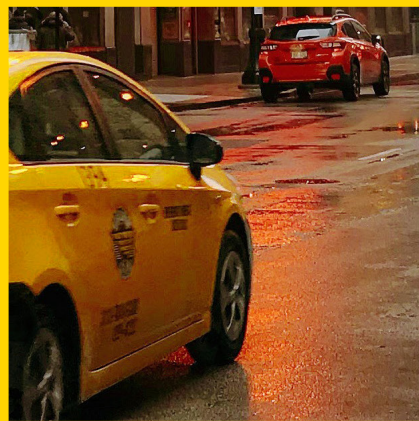


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MAKE DIFFERENCE



The soul of the color is the street yellow, color that you see on the yellow cabs, signage etc.



**Pantone:
Yellow Street**











TAGLINE

A tagline that invites you to be disruptive, that challenges you and provokes you to go further.







[Who said
art is only for
museums?]



[Who said
art is only for
museums?]





[www.unenchantingatbest.com]



[www.ilikethiscauseimhigh.com]



[www.founditonthewall.com]



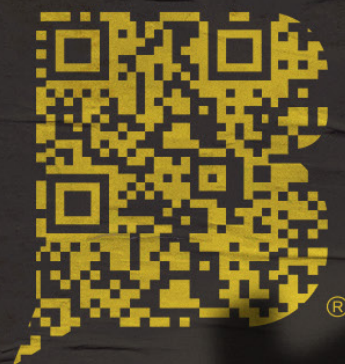
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93.68 2.70

A woman with dark hair pulled back, wearing a bright yellow hoodie, stands with her arms raised against a wall covered in vibrant graffiti. The graffiti features bold black outlines, red and blue shapes, and stylized eyes. The woman has a serious expression and is looking directly at the camera. The text 'Dare to Be' is superimposed over the center of the image, with the 'o' in 'to' replaced by a circle with a diagonal slash.

**Dare
to Be®**



**Dare
tø
Be**

are
to
Be



Dare
to
Be



 street
art[®]

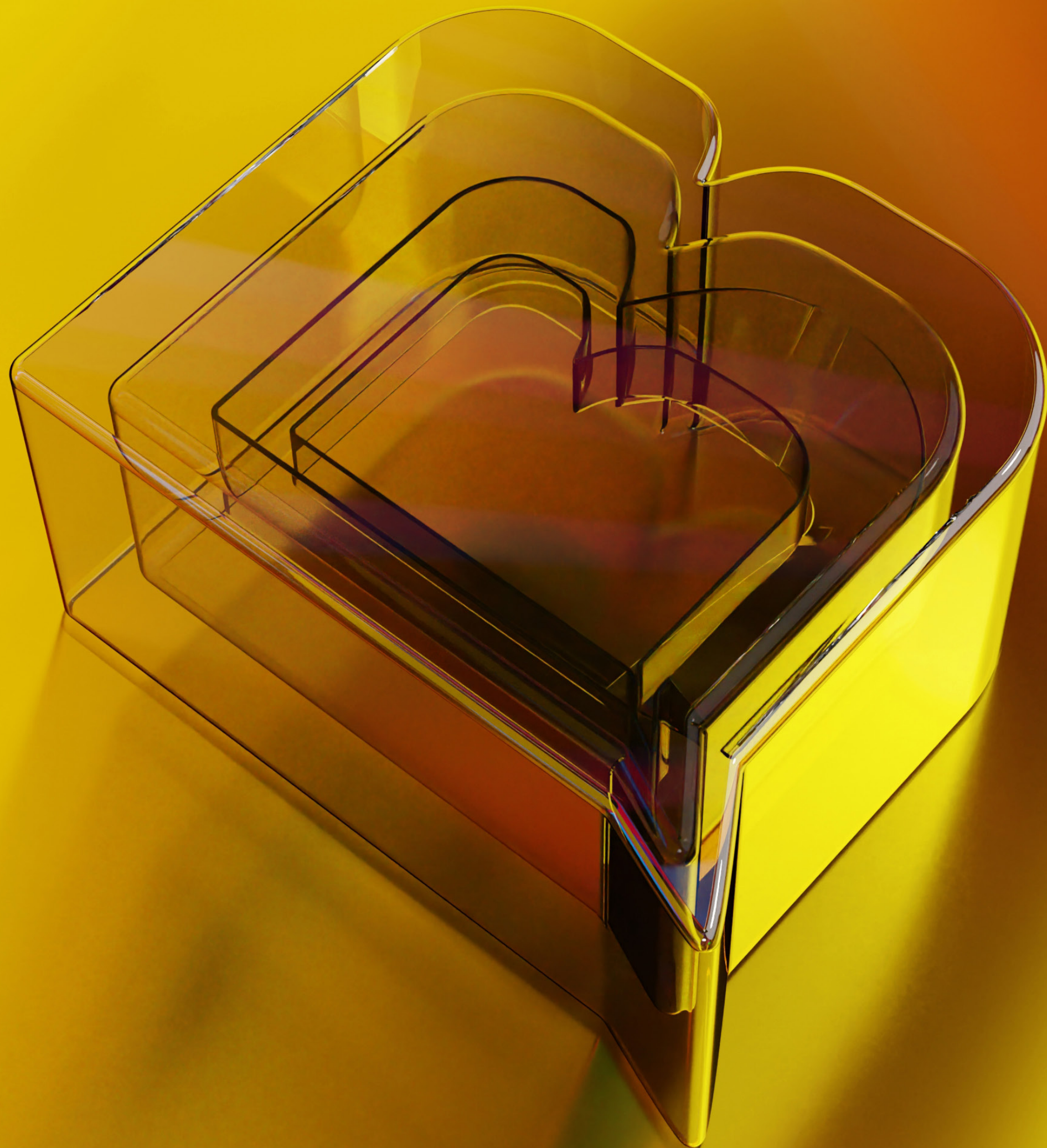


Dare
to
Be

Dare tø Be

street
art®





We love what we do and appreciate the opportunity
you gave us to express our art through your brand.
We worked hard and had fun; *we trust it shines*
through in the results.

tBE® DISRUPTIVE

Thanks.