

SIMONE RUBI

Multidisciplinary Designer + Artist

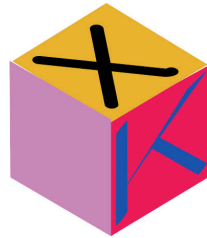
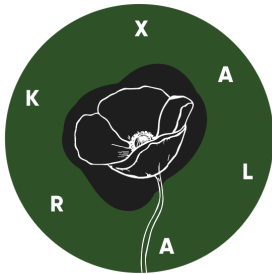
Specializing in:

Art Direction, Graphic Design,

Brand Identity, Photo, Video + Editing,

Media Management, Content

contact: simone@simonerubi.com ig: @prismvision



Logo designs for "XKARLA" Los Angeles Stylist Karla Welch



CAPRI

MARFA



CAPRI

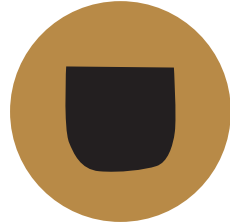
MARFA

Logo Design, Capri Restaurant + Bar, Marfa, Tx



Logo Design, Capri Restaurant + Bar, Marfa, Tx

GOOSE
C P



Logo design, signage, style guide "GOOSECUP"

ZAMBIA KASAMA

DRIED APRICOT | BLACKBERRY | HAZELNUT



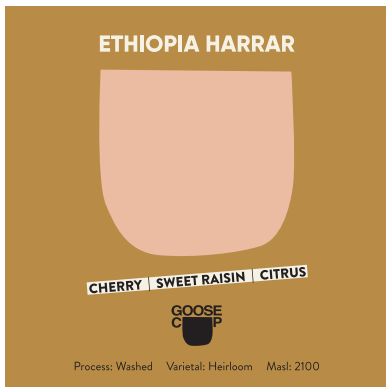
Process: Natural Anaerobic

Varietal: Heirloom, Typica

Masl: 1500

KASAMA

Label Design for retail bag of coffee beans for "GOOSE CUP"



Label Designs for retail bag of coffee beans for "GOOSECUP"



GOOSECUP



MINIMUM SIZE

The smallest the primary logo should be represented is .25" wide.



MINIMUM SIZE

The smallest the horizontal logo should be represented is 1.5" wide.

PRIMARY LOGOS

These are the logos that will be used across primary brand applications. This trademark helps customers easily identify Goosecup's extensive facade, web presence, ads, flyers, and other materials. It enhances the professionalization of the brand so is essential to the success of the brand that these logo designs be applied with care and respect in every application according to these guidelines.



SECONDARY LOGOS

Secondary logos can be used in replace of the primary logo (but should never be used directly next to the primary logo). For instance, don't use A as the profile if the primary logo is used for the header - it looks repetitive and isn't a good use of the brand elements.

Taglines or sub-headers can be used with or without the primary logo but should be used carefully as graphic accents.

LOGOS

1-7) Cup Icon (No Background)

8-10) Horizontal Logo

A-U) Cup Icon Circle

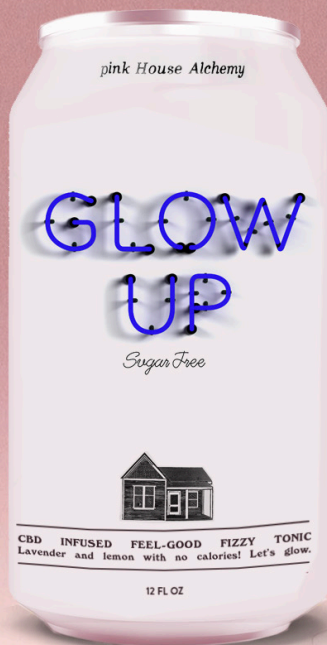


Brand style guide for "GOOSECUP"

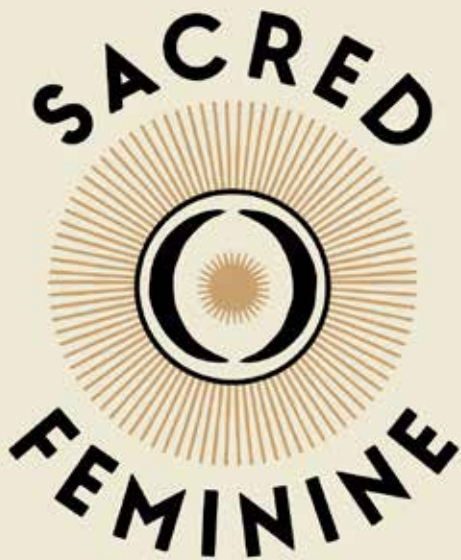
DIRT



Logo for "DIRT" plant shop, Tucson, AZ + Marfa, Tx



Product design for "Pink House Alchemy"



Logo Design for retreat company in Los Angeles



Poster design and screenprinted during the pandemic for small towns



Totebag Design, Do Your Thing

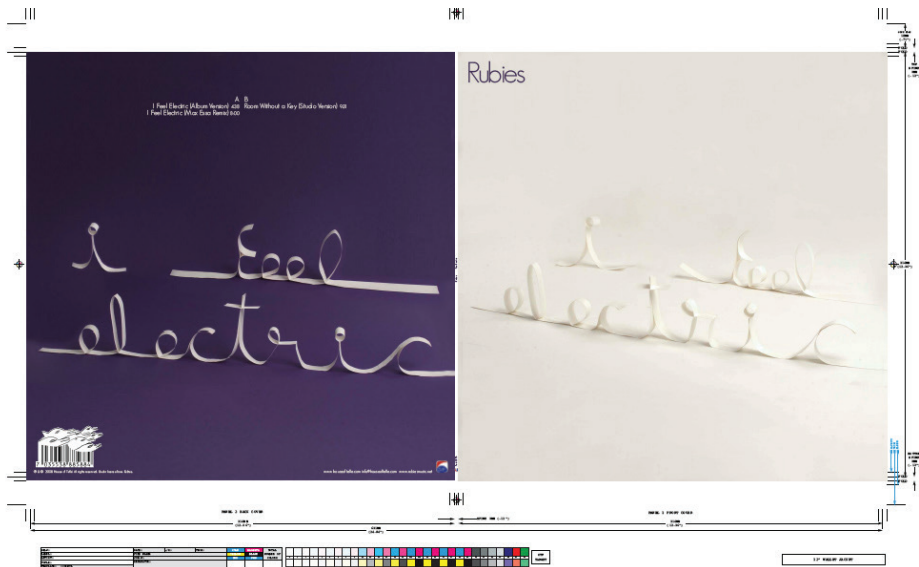




Album Cover, Band: Lucius



Product design for "Pink House Alchemy"



Album Cover/Back + Handmade Typography, Band: Rubies



Album Cover, Band: Rubies



Album Cover, Band: Gungor



METHOD

BUILDING CO.

MARFA . TEXAS

Logo design for "Method Building Co."



Web Design + Logo, Bar Nadar



DUCK BUTTER

ALIA SHAWKAT LAIA COSTA

NETFLIX PRESENTS IN ASSOCIATION WITH THE ORCHARD
A DUPLASS BROTHERS PRODUCTION "DUCK BUTTER"
STARRING ALIA SHAWKAT LAIA COSTA MAE WHITMAN HONG CHAU KATE BERLANT
CASTING BY AMEY RENE, CSA CINEMATOGRAPHY BY HILLARY FYFE SPERA EDITED BY CHRIS DONLON
PRODUCTION DESIGNER ANGEL HERRERA COSTUME DESIGN BY LINDSAY MORAHAN
SOUND DESIGN BY ZACH GOHEEN MUSIC BY KAITLYN AURELIA SMITH
EXECUTIVE PRODUCERS JAY DUPLASS MARK DUPLASS PRODUCED BY MEL ESLYN NATALIE QASABIAN
WRITTEN BY MIGUEL ARTETA & ALIA SHAWKAT DIRECTED BY MIGUEL ARTETA

NETFLIX



Movie Poster for "Duck Butter" - Illust. John Wesley

SECONDARY LOGOS

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LOGOS

A) Logo w Marfa, Tx

B) Monogram

C) Stacked

D,E,F,G) Monogram Color Options

A. **HOTEL SAINT GEORGE**
MARFA, TX

B. **HSG**

C. **HOTEL
SAINT GEORGE**

D. **HSG**

E. **HSG**

F. **HSG**

G. **HSG**

COLOR PALETTE

Color is an integral part of brand identity. Consistent use of the color palette will not only reinforce the consciousness of the brand, but color also serves a psychological purpose by communicating a certain feeling to your audience.

You may use the colors in pairs or a maximum of 3. This palette is meant to complement each other. Colors used per entity must remain consistent to each other. The two neutrals (sand and gray) can be interchanged.

Black and white materials are exempt from this palette and can use shades of gray.

SAINT GEORGE HALL



PANTONE NEAR-CRIMSON BLACK C
PANTONE COOL GRAY 4 C
PANTONE 1795 C

LAVENTURE



PANTONE 1795 C
PANTONE 820 C
PANTONE 4305 C

HOTEL SAINT GEORGE & BAR SAINT GEORGE



PANTONE 170 C
PANTONE 419 C
PANTONE 660 C

BAR NADAR

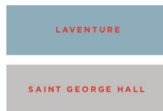


PANTONE 1795 C
PANTONE 335 C
PANTONE 2336 C

MARFA BOOK COMPANY



PANTONE 2336 C
PANTONE 556 C
PANTONE 5645 C

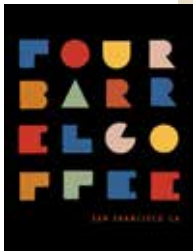
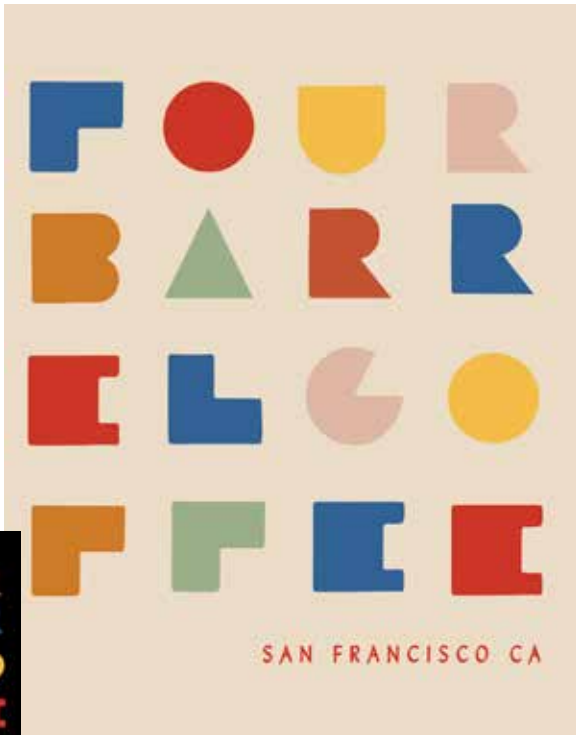


THE BIG BEND
Sentinel



THE BIG BEND *Sentinel*

THE *Sentinel*



Logo Design for Merch, Four Barrel Coffee, San Francisco, Ca



Logo Design for Merch, Do Your Thing, Marfa, Tx



Album Cover, Band: Planet Moon



Planet Moon

Album Cover, Band: Planet Moon



Product Photography + Label Design, RITUAL Candles



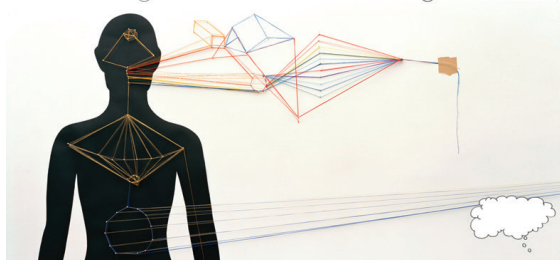
Product Photography + Label Design, RITUAL Candles

THE REMINDER

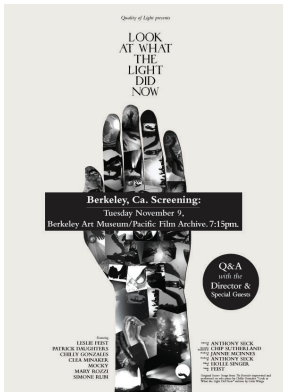
BY FEIST



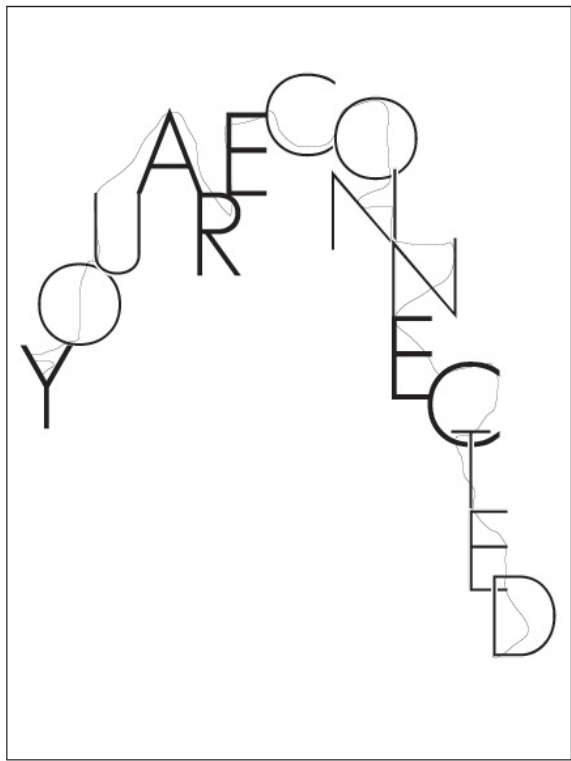
Album Cover, Band: Feist



Mural, Photos, + Album Design, (Lots more unpictured) Band: Feist



Paper Typography Montage, Opening Credits, Feist Documentary



Typography + Poster, New York Fashion Week Show



Couture Newspaper Book Design for Photographer Mary Rozzi

JANUARY 13

M
A R F A
C O N T
E M P O R A
R Y

● Autumn Knight ●
☾ Grand Opening/Grand Closing ☾

Performance: 6pm
☾ Closing Party After ☾

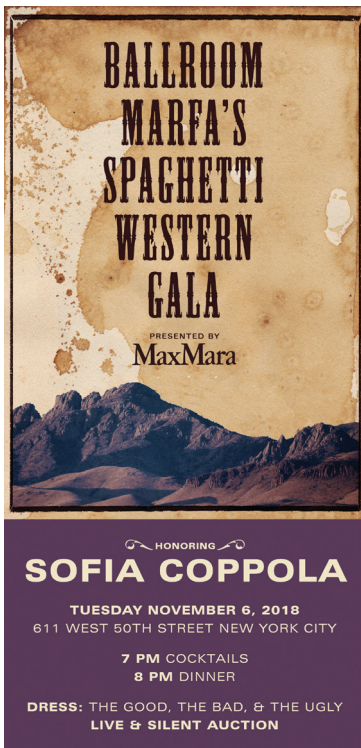
FREE & EVERYONE INVITED

www.marfacontemporary.org 432.729.3500 100 East San Antonio, Marfa, TX 79843

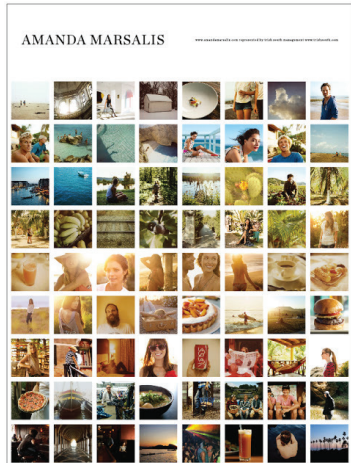
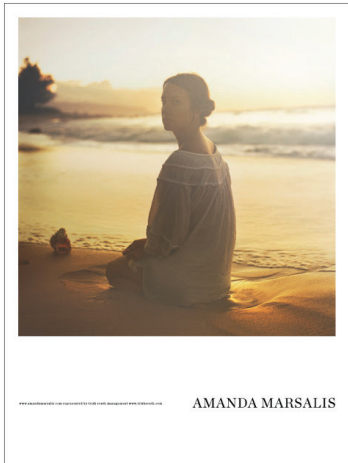
Poster Design: Simone Sabi

Poster Design, Marfa Contemporary

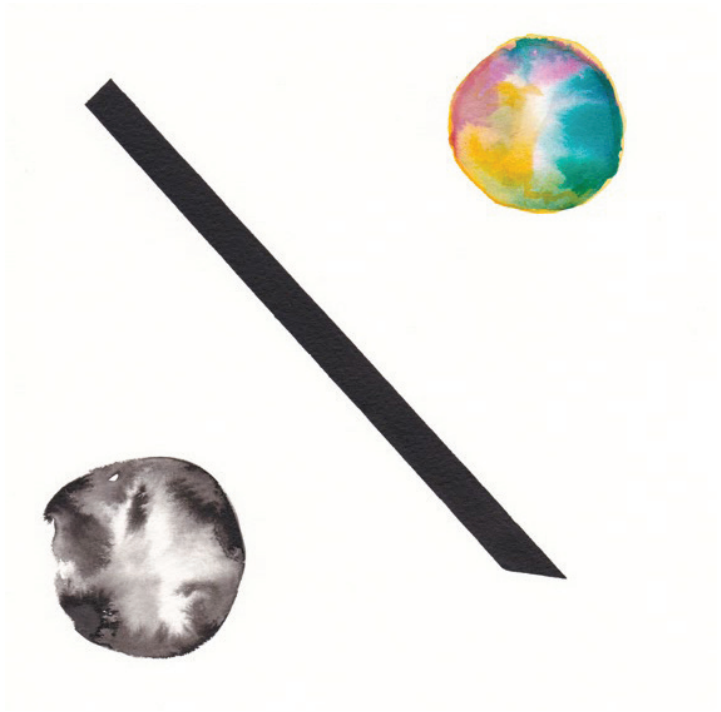




Gala Tri-Fold Invite, Ballroom Marfa



Poster Mailer for Photographer Amanda Marsalis



Watercolor for Just Breathe Magazine, Berlin

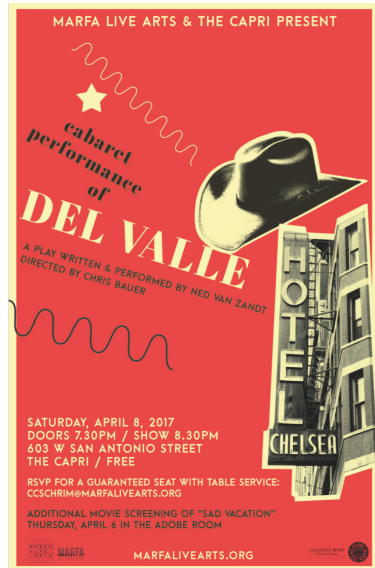
PIRATES PRESS

Scale document up

6206-390-067



Album Cover/Back, Band: Kacey Johansing



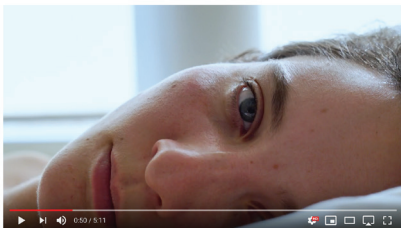
Poster Designs for Marfa Live Arts

The Brilliance

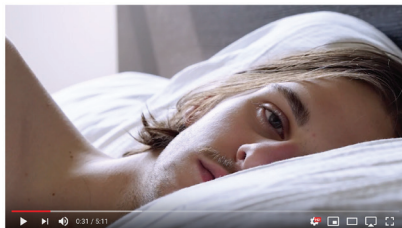
All is not lost



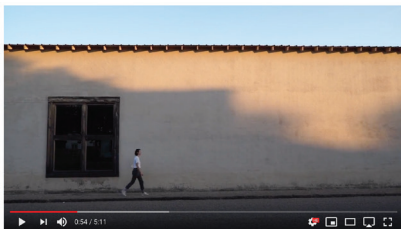
Album Design + Photography, Band: The Brilliance



The Small Crowd "Not yet"



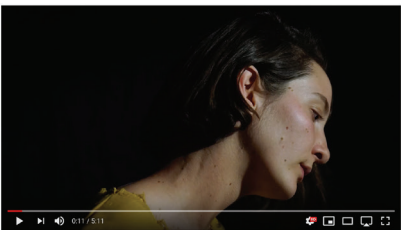
The Small Crowd "Not yet"



The Small Crowd "Not yet"



The Small Crowd "Not yet"



The Small Crowd "Not yet"



Direction, DP, Art Direction, Editing, Music Video band "The Small Crowd"



Gungor - Long Way Off [Official Video]



Direction, Art Direction, Editing, Music Video for the band "Gungor"



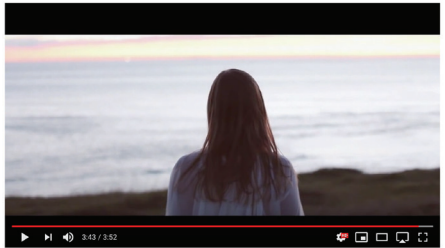
Kacey Johansing - Honey



Kacey Johansing - Honey



Kacey Johansing - Honey



Kacey Johansing - Honey

Direction, Art Direction, Editing, Music Video for the band "Kacey Johansing"



DP, Art Direction, Editing, Music Video for the band "The Watson Twins"



I Am Mountain | Gungor (Official Music Video)



I Am Mountain | Gungor (Official Music Video)



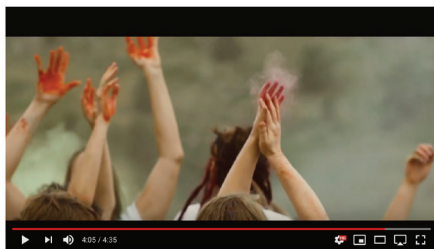
I Am Mountain | Gungor (Official Music Video)



I Am Mountain | Gungor (Official Music Video)

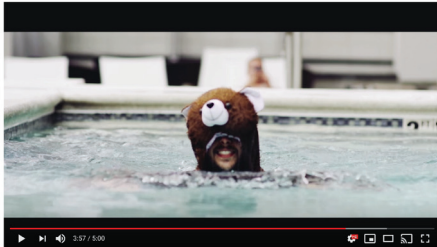


I Am Mountain | Gungor (Official Music Video)



I Am Mountain | Gungor (Official Music Video)

Art Direction, Editing, Music Video for the band "Gungor"



Wilderman - Sentimental Bear (OFFICIAL VIDEO)



Wilderman - Sentimental Bear (OFFICIAL VIDEO)

Direction, DP, Art Direction, Editing, Music Video for the band "Wilderman"



Nurture Nature (official video)



Nurture Nature (official video)

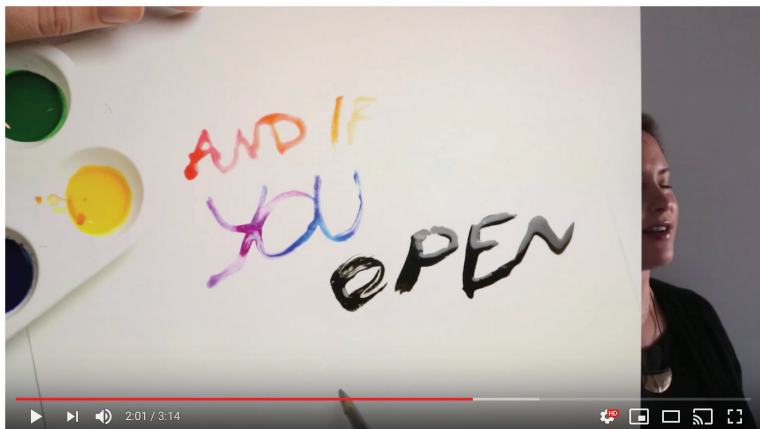


Nurture Nature (official video)



Nurture Nature (official video)

Direction, DP, Art Direction, Editing, Music Video for the band "Wilderman"



DP, Art Direction, Editing, Music Video for me, musician "Simone Rubi"

NO
MASK
NO
SERVICE

PLEASE

HELP US KEEP BROOKLYN SAFE

Poster Screenprinted Design for Businesses during Covid-19