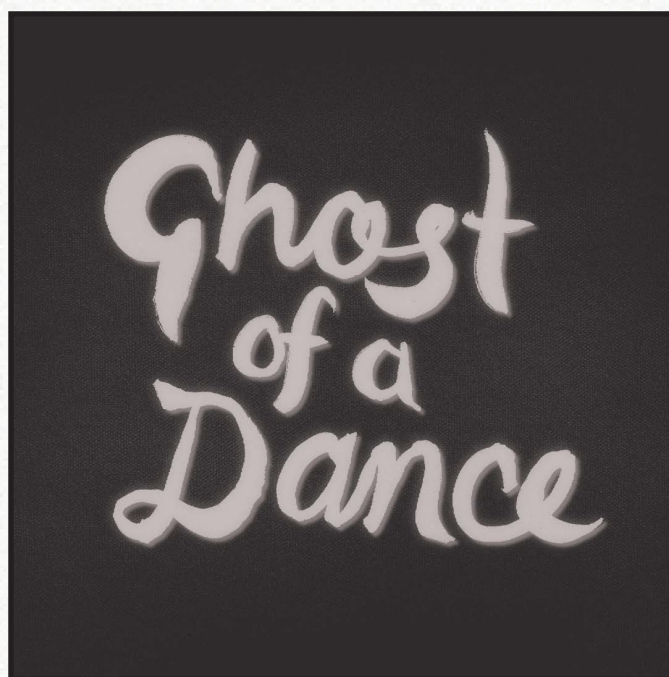
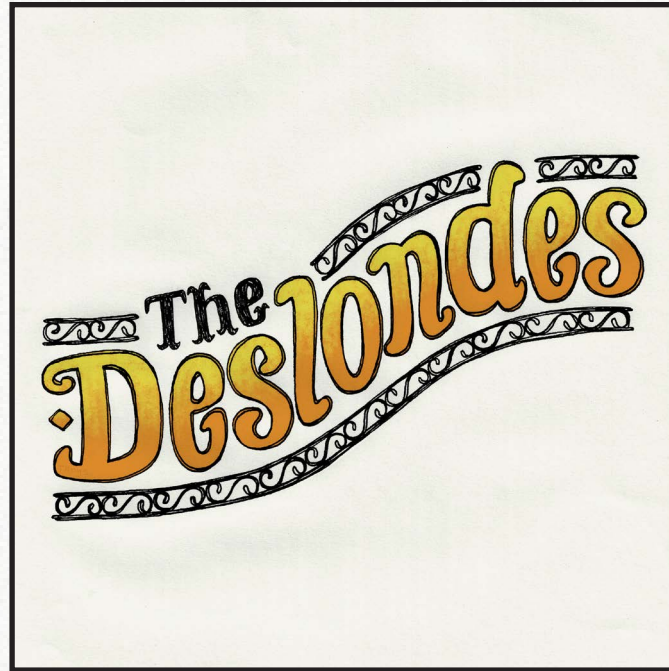
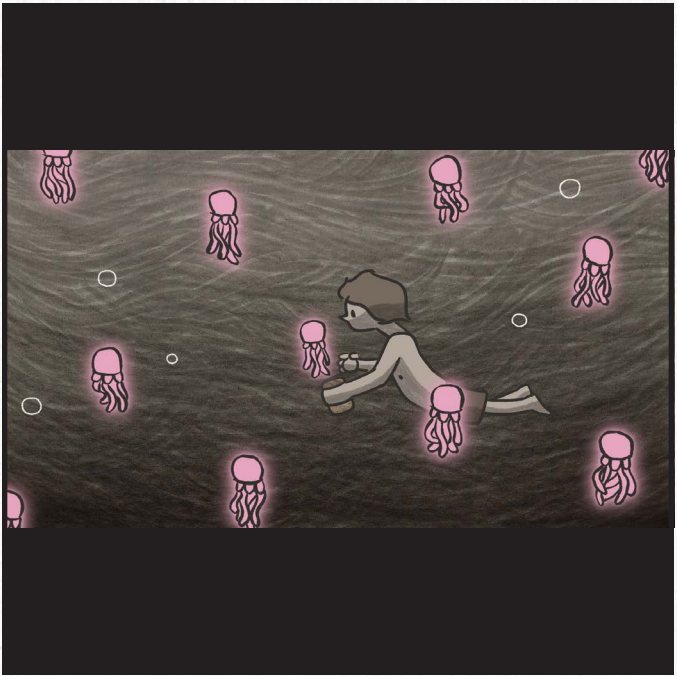
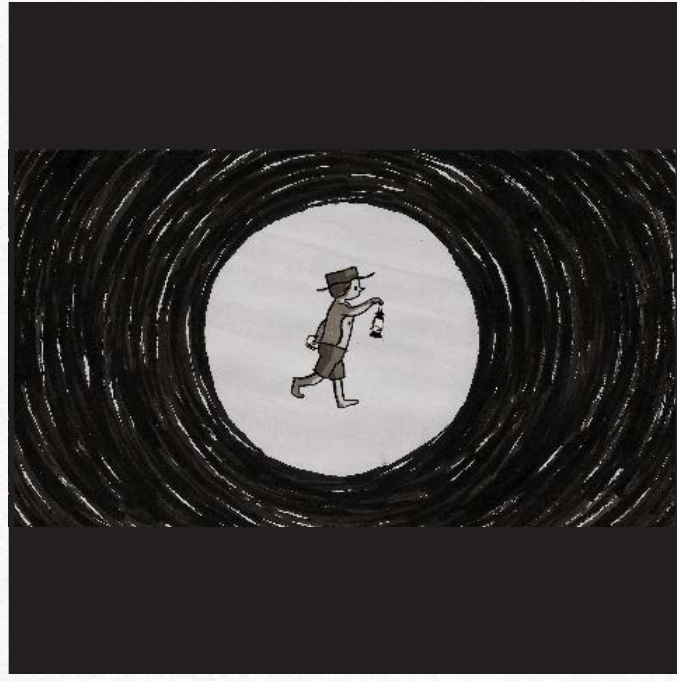




design, 2015



**hand lettering**  
examples of hand lettered  
designs for use on promo-  
tional material, business  
cards, and video title cards



**jellyfish marmalade**  
wrote, directed & animated  
a short animated film

[vimeo.com/troyscarcliff/jellyfish](https://vimeo.com/troyscarcliff/jellyfish)



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### BRAND NAMING



### BRAND IDENTITY



### NAMING ARCHITECTURE



### PRODUCT NAMING



### NAMING ARCHITECTURE



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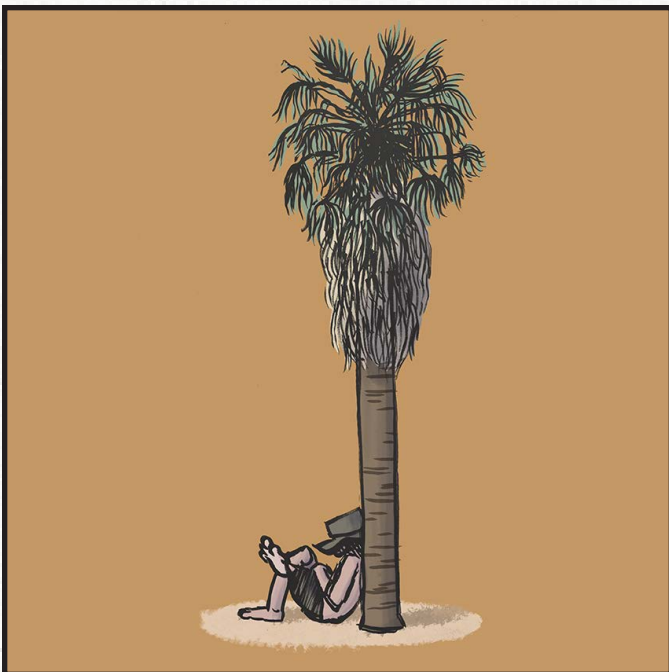
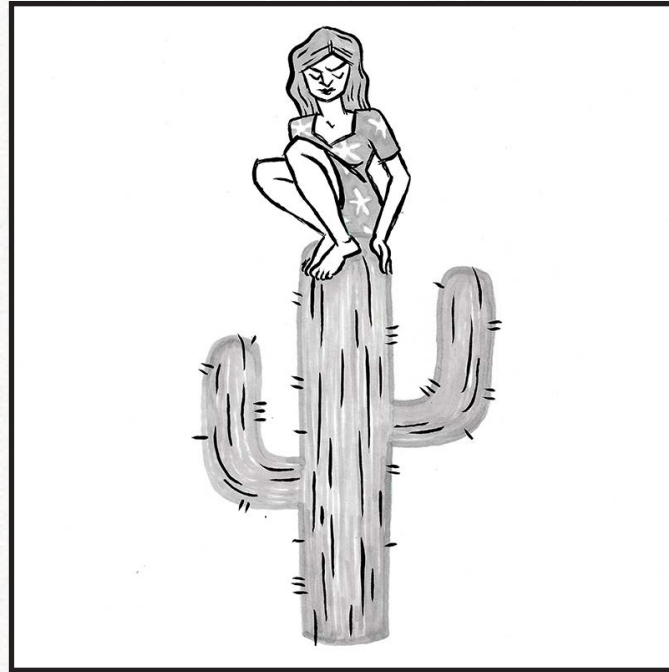
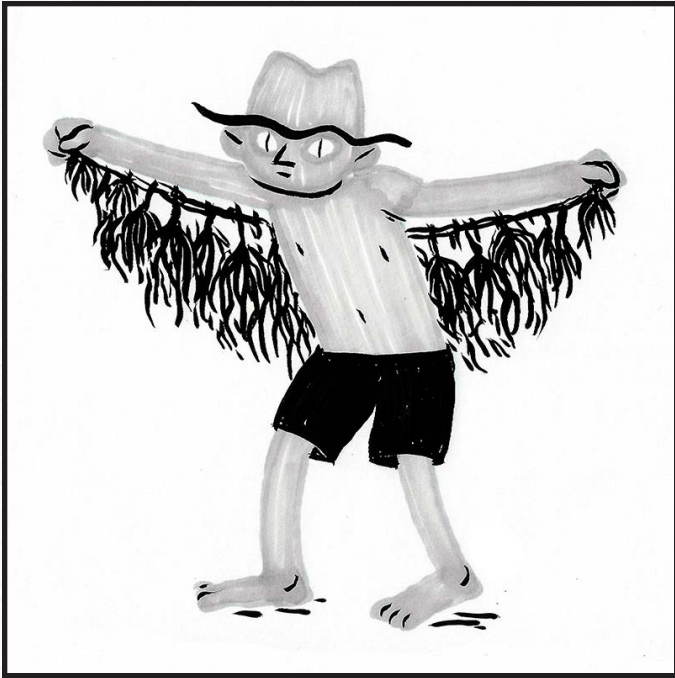
**web design**  
designed & maintained  
a website for Scarcliff  
Salvador Inc, a boutique  
branding agency



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**dela company**  
created, art directed &  
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