

Morag Myerscough

Booklet, logo and poster

CONTEXT

Study designer Morag Myerscough, who transforms the city through colour, then design a booklet, a logo and a poster in her spirit.

OBJECT

Booklet, logo, poster

SUBJECT

Morag Myerscough

TYPE

School project, École Bleue

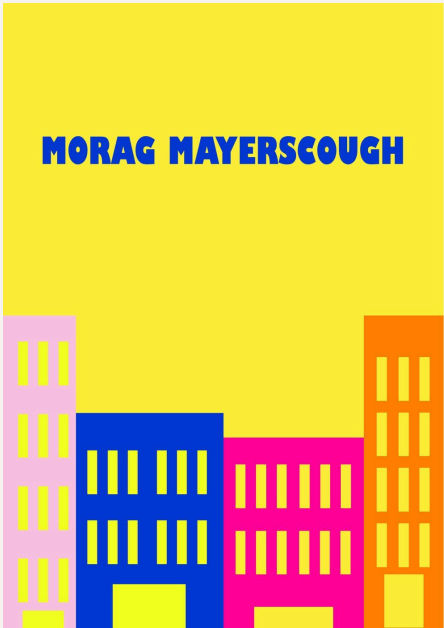
THE IDEA

Fluorescent flat colour, bold type and geometric forms. The logo, a keyhole with an eye, invites us to look through the door.



The booklet

Cover, contents, chapter opener and back page.



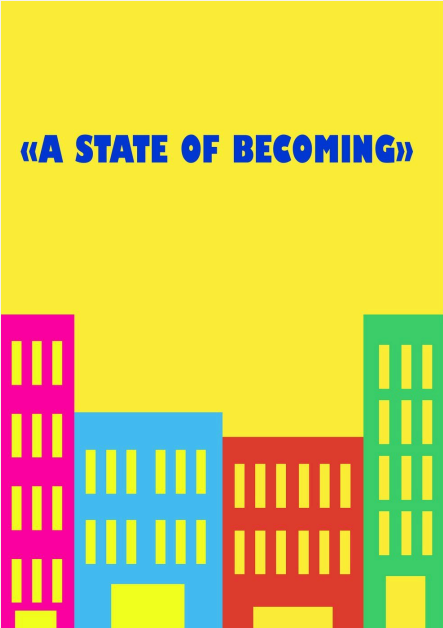
Booklet cover

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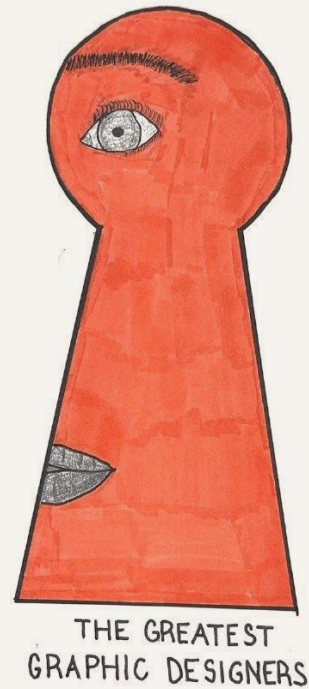
Chapter opening



Last page

Research 1/2

Logo options, type studies and a first version of the poster.



"The Greatest Graphic Designers" series logo



First logo ideas

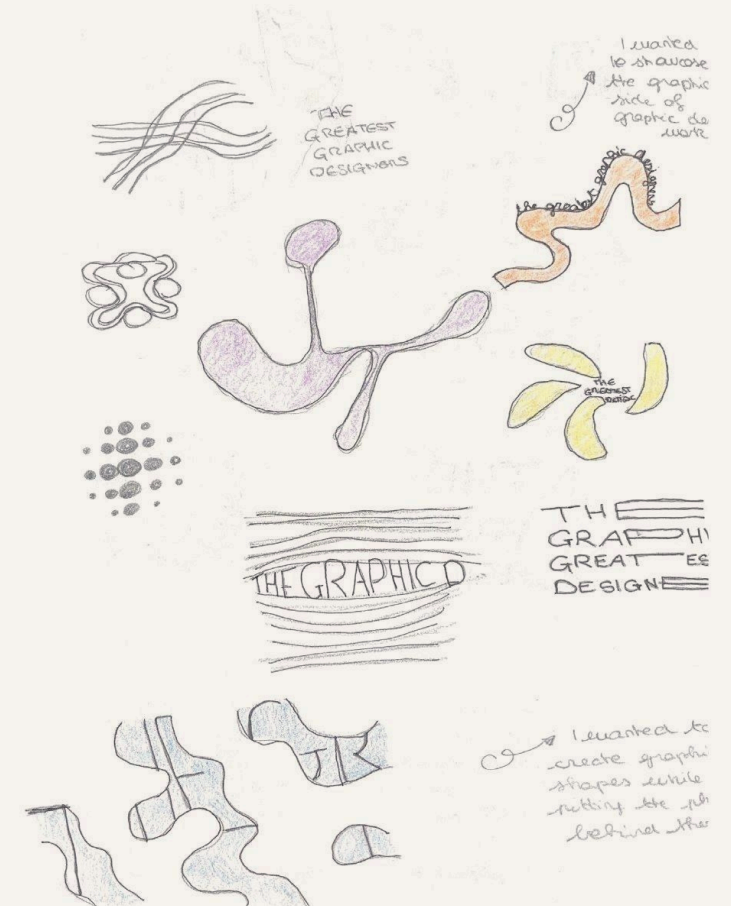


Type studies

Research 2/2



First version of the poster



Graphic studies

Let's open the door together.

Looking for a 3- to 6-month internship from April 2027 in a high-end interior architecture or design studio in Paris.

SCHOOL PROJECTS, NOT AFFILIATED WITH THE BRANDS AND PLACES MENTIONED.

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