

HyreValue Concept boards

VISUAL CONCEPTS

We currently have your logo, but now its time for some dope visual art directions, to turn your vision for HyreValue to life, to a brand and lifestyle.

Each visual art direction will show you one of the following in each application.

- Main Concept board
- Website homepage
- Business Letter & Business card
- Social Media
- Poster



HyreValue Concept boards

VISUAL CONCEPTS

MAIN CONCEPT A

This art direction focus on...
A strong visual gradient to make your brands
design pop in anything application its in.

This gradient will be applied to any hero images and

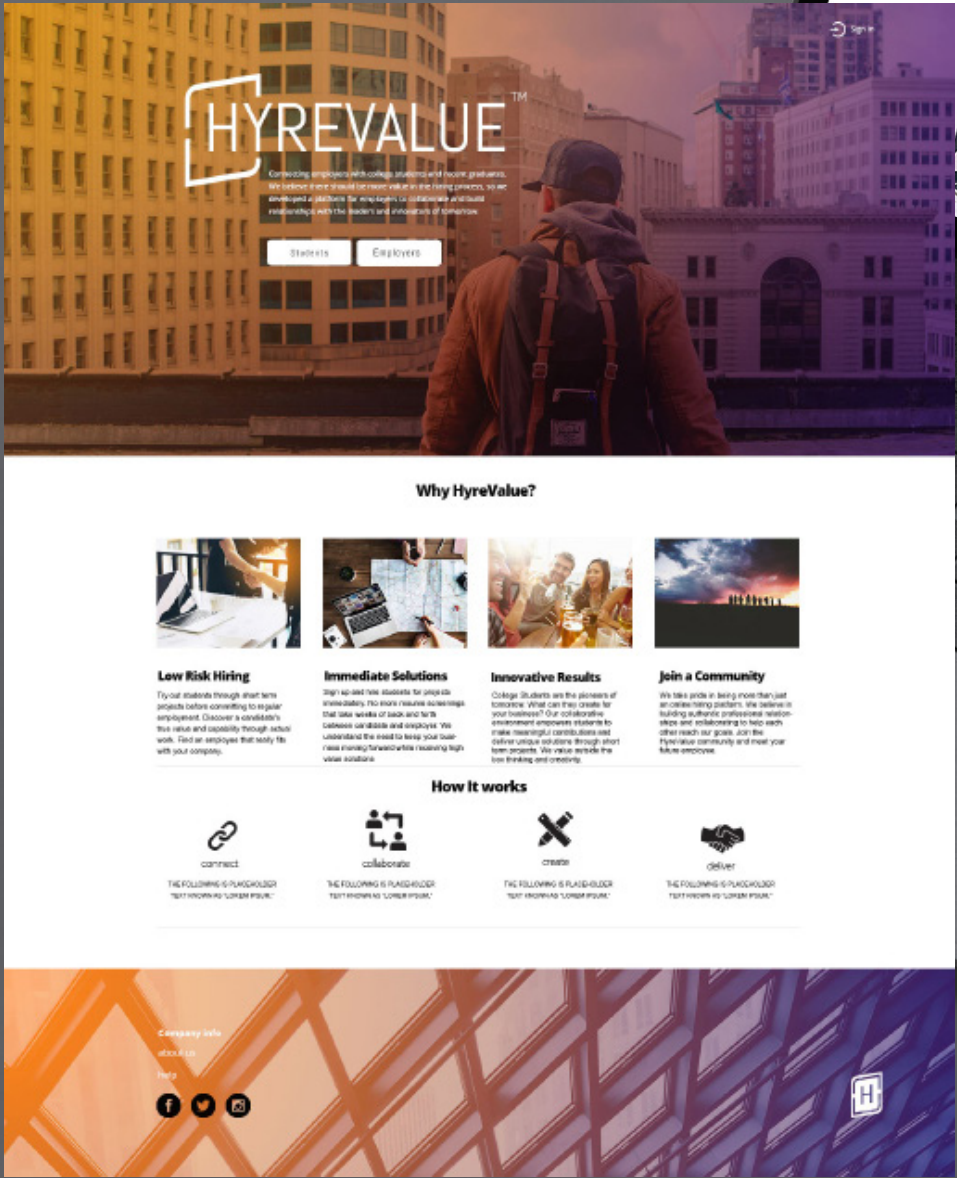
A person wearing a brown jacket, a dark cap, and a backpack is walking away from the camera on a city street. The background shows tall buildings under a hazy sky. The HyreValue logo is overlaid on the image.

 HYREVALUETM

HyreValue Concept boards

VISUAL CONCEPTS

Homepage



HyreValue Concept boards

VISUAL CONCEPTS

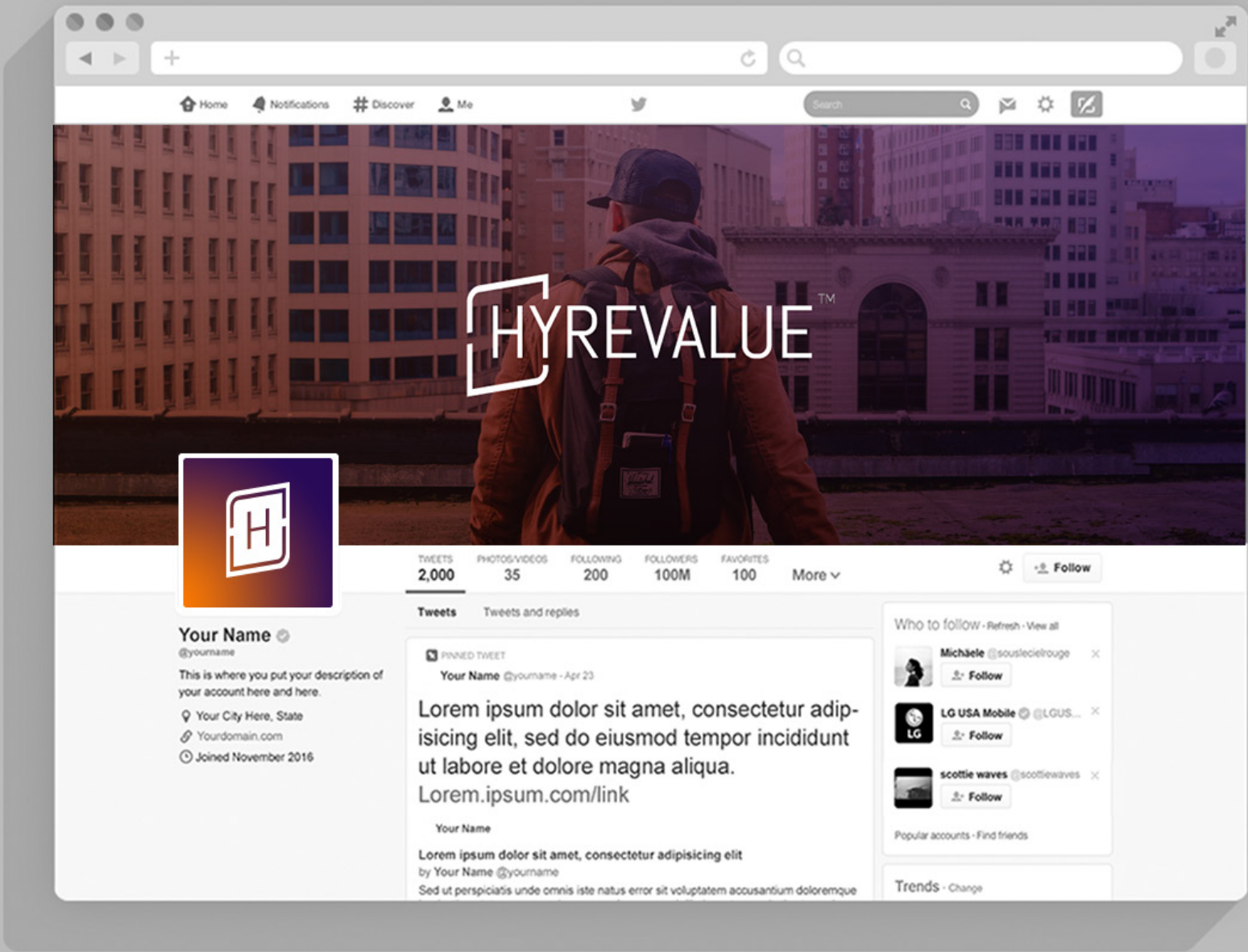
Letterhead & Business card



HyreValue Concept boards

VISUAL CONCEPTS

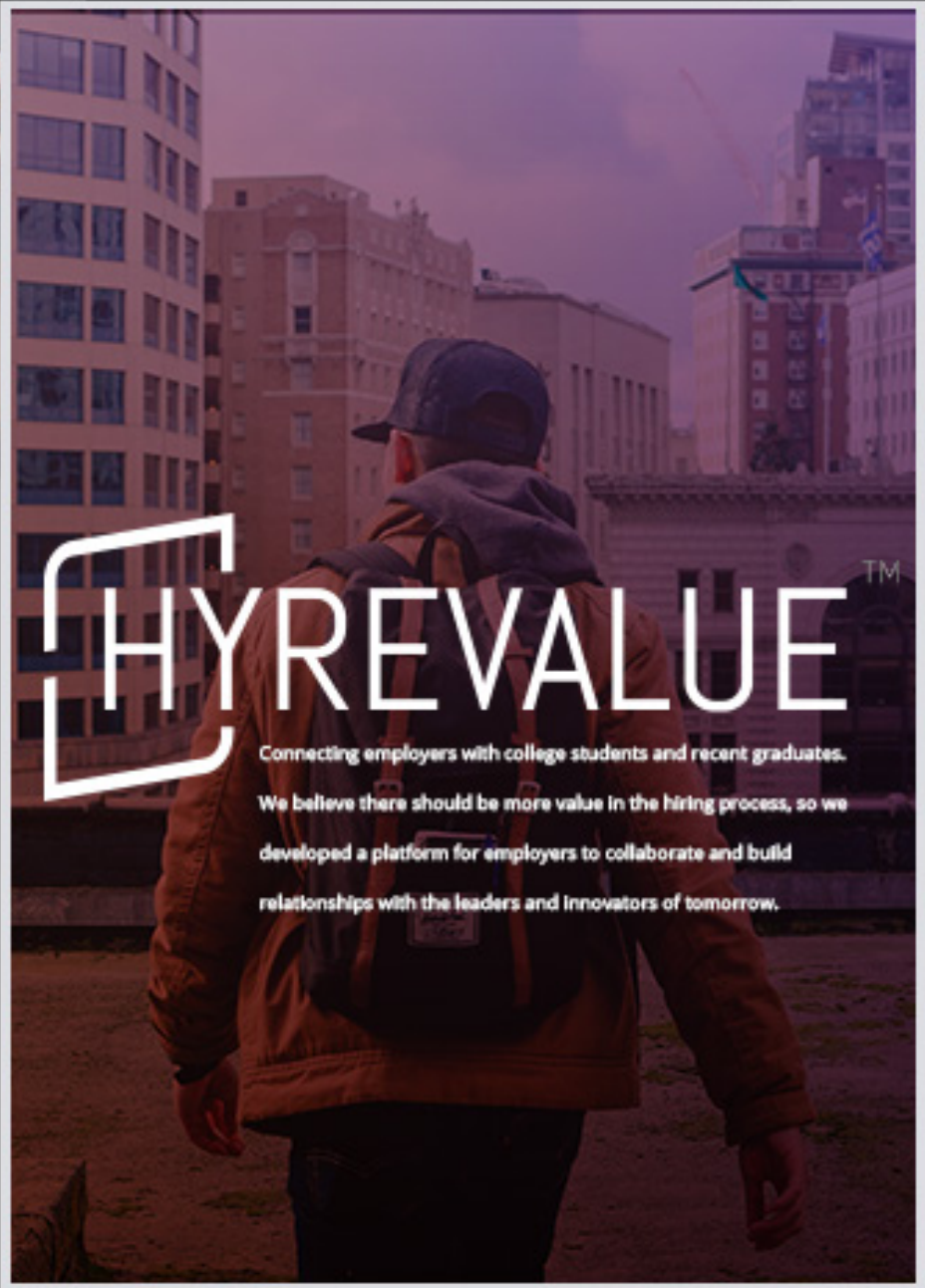
Social Media



HyreValue Concept boards

VISUAL CONCEPTS

Poster



HyreValue Concept boards

VISUAL
CONCEPTS

B



HyreValue Concept boards

VISUAL CONCEPTS

MAIN CONCEPT B

This art direction focus on...
Adding a graphic element to your hero images and
applying a subtle white gradient from the top left.

The key to this art direction is natural light with the
photography.

B

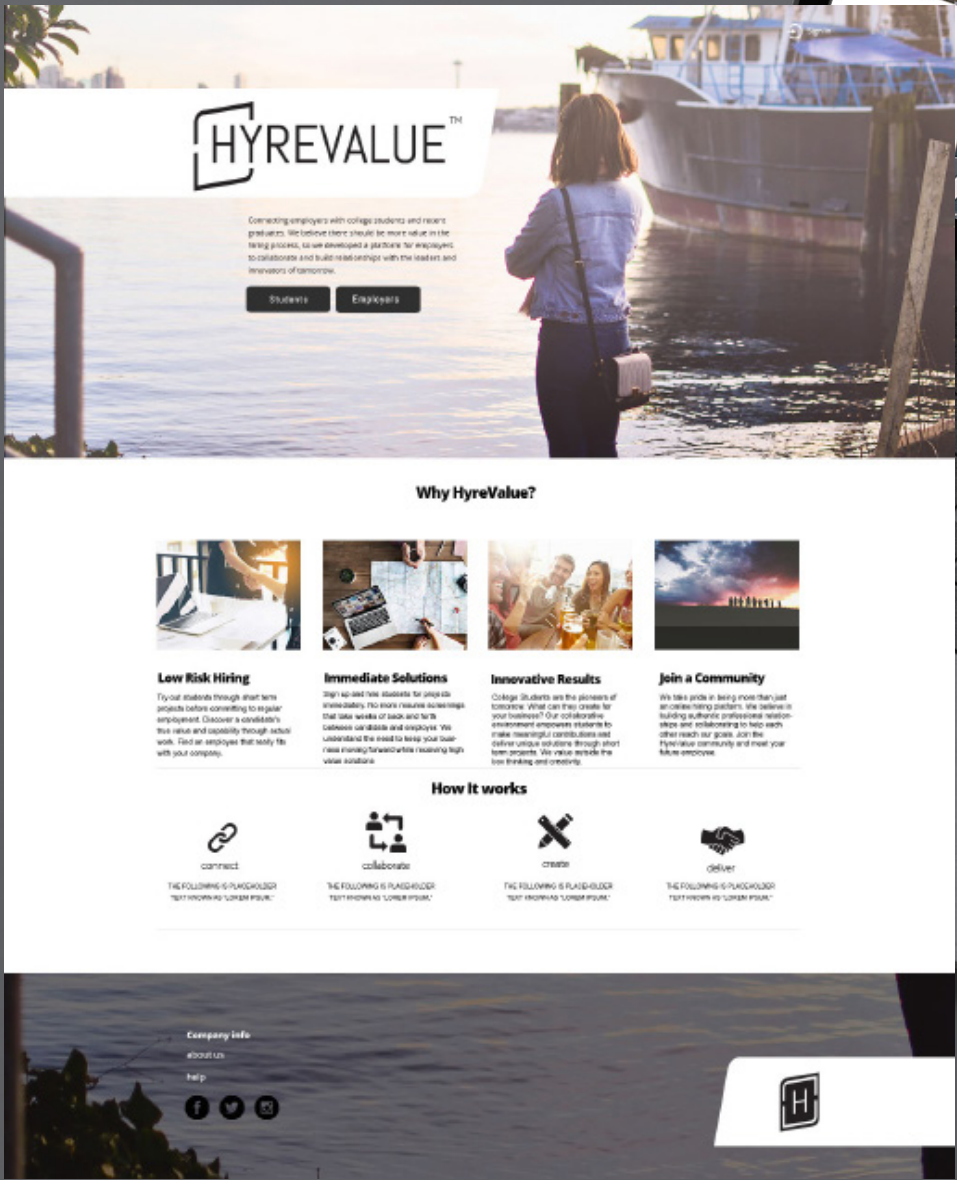


 HYREVALUE™

HyreValue Concept boards

VISUAL CONCEPTS

Homepage



HyreValue Concept boards

VISUAL CONCEPTS

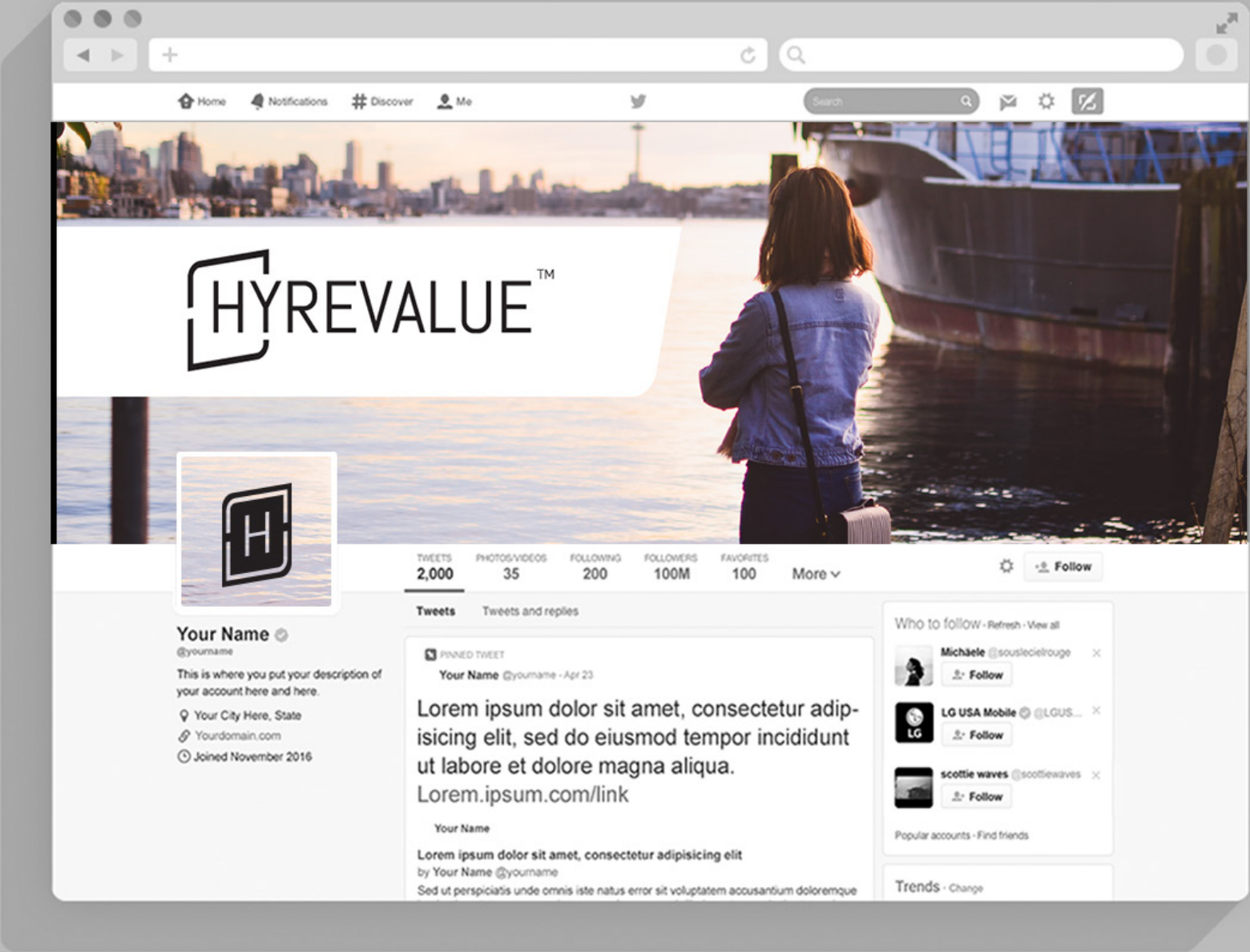
Letterhead & Business card



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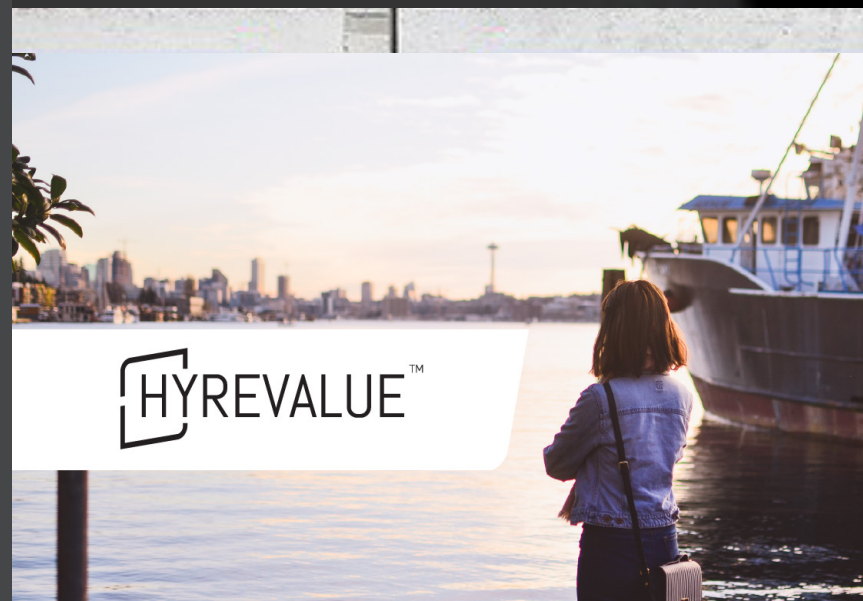
Social Media



HyreValue Concept boards

VISUAL CONCEPTS

Poster



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VISUAL CONCEPTS



HyreValue Concept boards

VISUAL CONCEPTS

MAIN CONCEPT C

This art direction focus on...
Negative space, and a low saturation photo direction.

The key to this art direction is modern composition

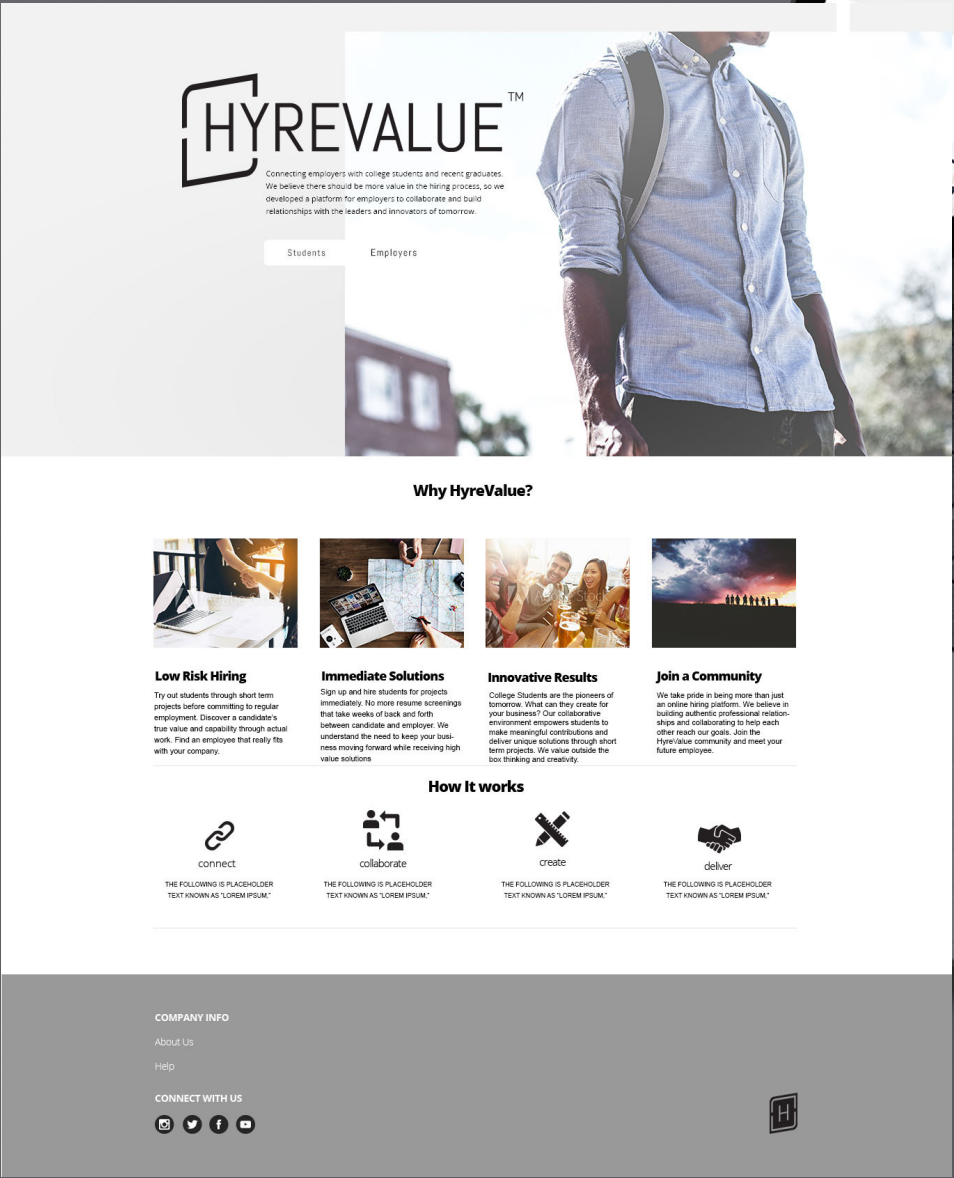
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VISUAL CONCEPTS

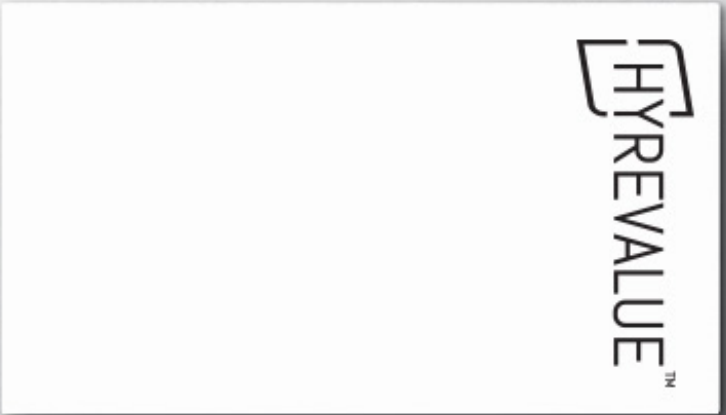
Homepage



HyreValue Concept boards

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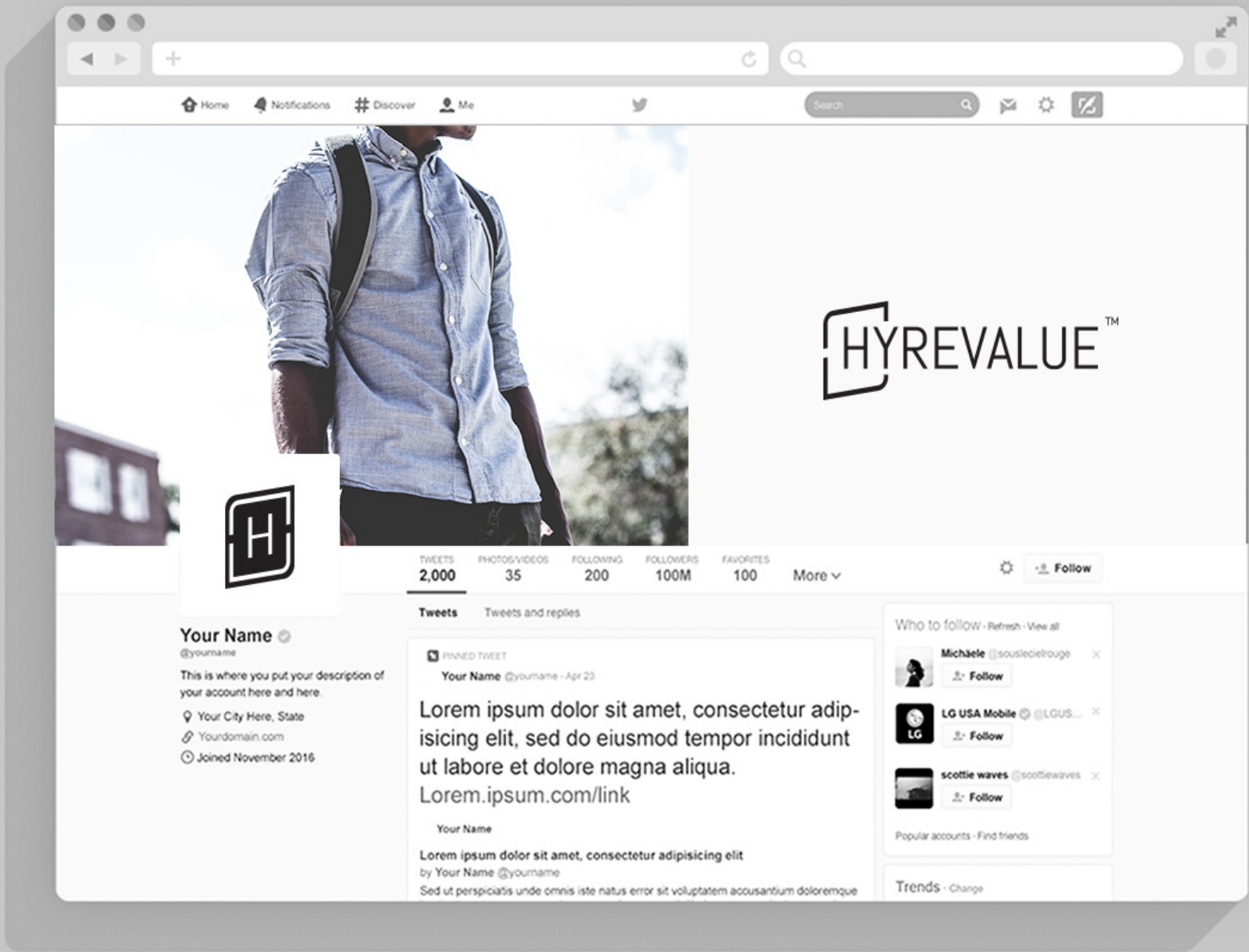
Letterhead & Business card



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