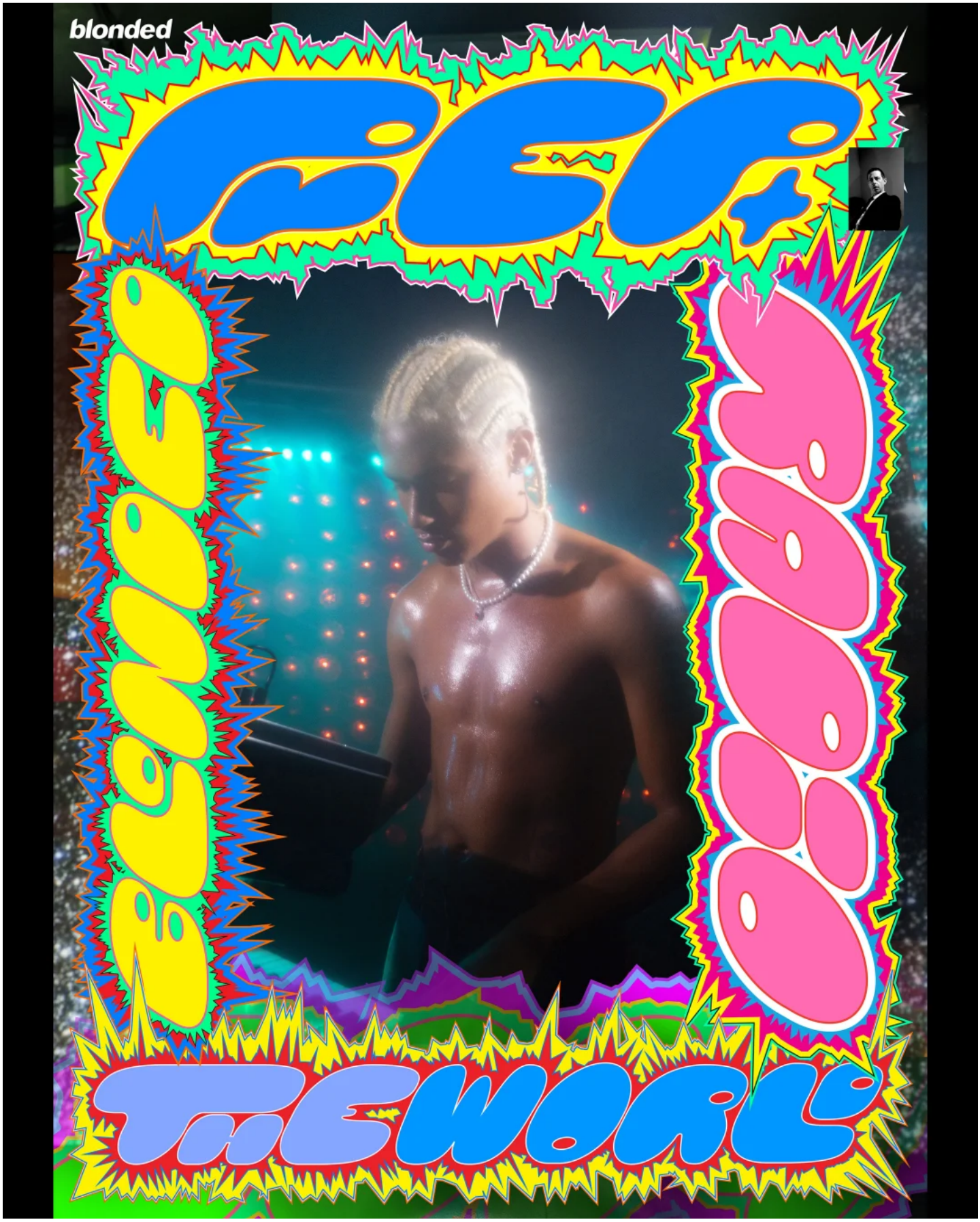
PrEP by Frank Ocean

Frank Ocean organized a series of events loosely based on the theme of 80s club culture and named after PrEP, a preventive aids medicine. At the core of the visuals was the custom typography consisting of a soft bubble interior and a hard-edged outer core. The letterings had to contain enough visual energy to live on large placements, such as a poster, or in miniature contexts, like record labels.

year	2019
client	Frank Ocean
type	identity
label	Blonded
art direction	Michael Abel




blonded
BEST
SONG
EVER
IN THE WORLD



Posters for PrEP events, photography by Michael Marcelle



Cayendo, 7-inch vinyl



Dear April, 7-inch vinyl



Single artwork for DHL, with Michel Egger, portrait by Ian Kenneth Bird



Single artwork for In My Room, with Michel Egger, portrait by Ian Kenneth Bird




blonded
M
STYLE: 810019310690
SIZE: M
COLOR: White/Blue
810019310690



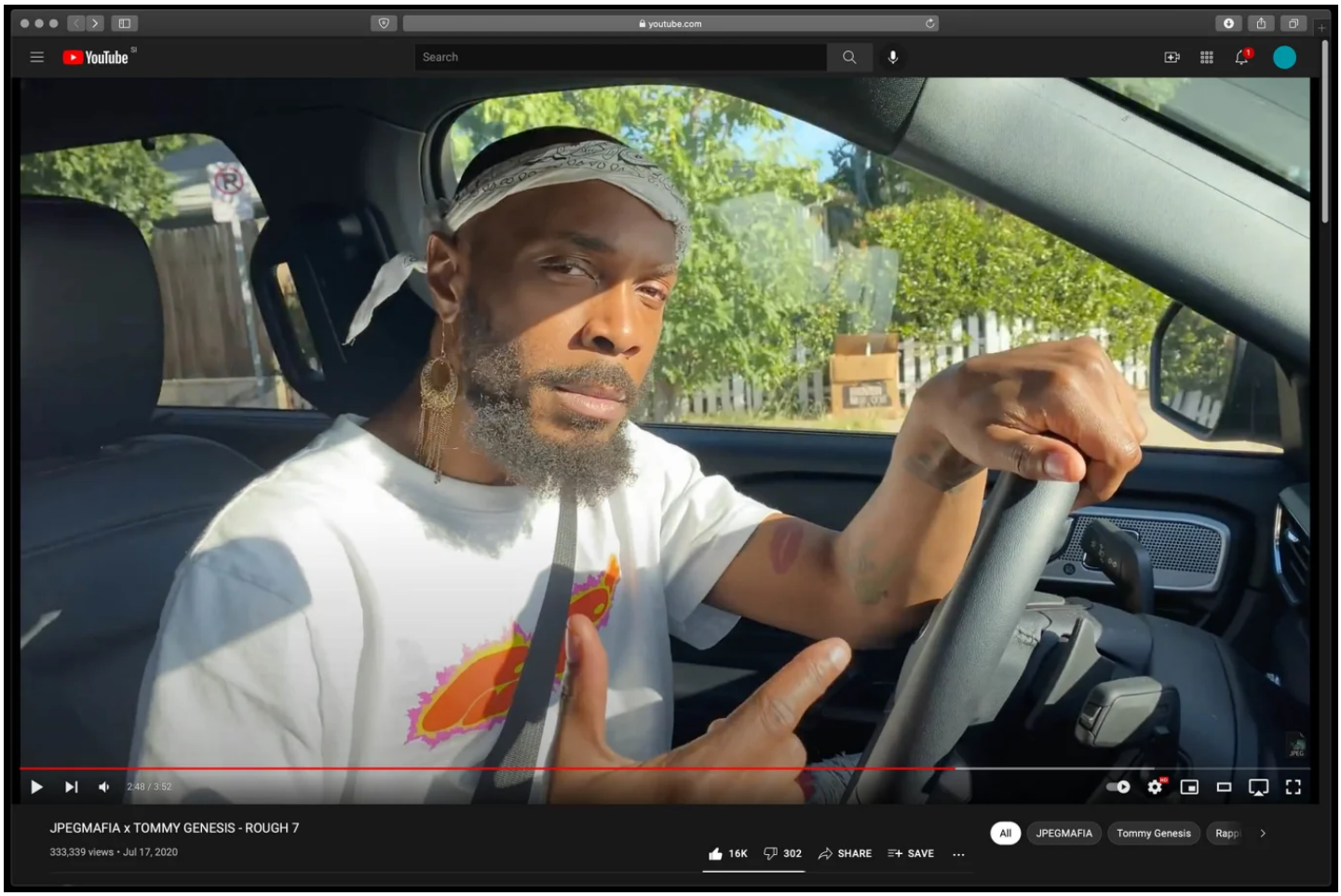
T-shirts with 5-color screen printing



T-shirt detail



Poster for the third PrEP event, photography by Michael Marcelle


youtube.com
YouTube
Search
2:48 / 3:52
JPEGMAFIA x TOMMY GENESIS - ROUGH 7
333,339 views • Jul 17, 2020
16K
302
SHARE
SAVE
All
JPEGMAFIA
Tommy Genesis