

Third Angle Poets

CREATIVE REVIEW

C A I
L I N
A L C
O C K

Initial Concepts

11/21/25

3 Initial Concepts/Directions

TYPOGRAPHIC

ICONIC

SYMBOLIC

TYPOGRAPHIC

THIRD
ANGLE
POETS



LOGO_Concept1_IC



ICONIC



LOGO_Concept2_IC



SYMBOLIC

 **3RD angle**
POETS



LOGO_Concept3_IC

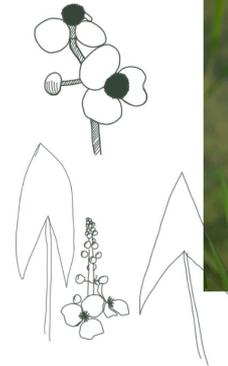
Broadleaf Arrowhead

3 petals
Native to North America
Arrow-shaped leaves
"Duck potato" - edible, starchy tubers
shallow water, marshes, edges of ponds + streams

White 3 petals &
yellow center, arranged
in whorls of 3 on a
stalk.

Emergent perennial
→ grow from same
root system each yr

Filtrates water
stabilizes banks
Provides habitat



THIRD
ANGLE
POETS



LOGO_Concept1-3_IC for Comparison

C•A

Revisions

R1

12/3/25

TYPOGRAPHIC

Design note

Original concept 1 with client suggestions applied.

THIRD
ANGLE
POETS



ORGANIC SPRINKLE

**THIRD
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POETS**



Design note

Consistent font-face used to enhance the contrast of the “angle” + organic feature.

**THIRD
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POETS**

**THIRD
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LOGO_Concept1-3_IC for Comparison

C•A

Revisions

R2

12/16/25

**THIRD
ANGLE
POETS**



LOGO_Concept1_R2





LOGO_Concept1_R2



Colour Exploration

R1

12/16/25

3 Initial Palettes

ELECTRIC

RETRO

INDUSTRIAL

ELECTRIC



clarity,
intelligence,
trust,
technology

urgency,
attention,
disruption

grounding,
seriousness,
depth

humanity,
reflection,
sensitivity

growth,
balance,
healing

passion,
action,
urgency



Design Note

On the left, see *potential* colour combos. Primary & Secondary palettes can be refined once a theme is decided on.

RETRO



confidence,
intelligence,
boldness

energy,
movement,
creativity,
warmth

passion,
action,
urgency

calm,
openness, and
accessibility

fresh,
optimistic,
soothing

creativity,
introspection,
softness



Design Note

On the left, see *potential* colour combos. Primary & Secondary palettes can be refined once a theme is decided on.

INDUSTRIAL



introspective,
intellectual,
poetic

protest,
labor,
movement

grounded,
ancestral,
resilient,
permanence

radical,
electric,
modern

serious,
institutional,
authoritative

haman,
calm,
accessible



Design Note

On the left, see *potential* colour combos. Primary & Secondary palettes can be refined once a theme is decided on.

Examples of Application

R1

12/16/25

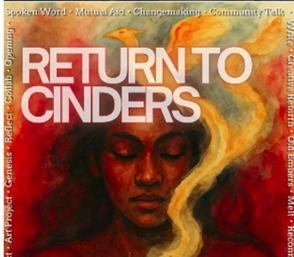
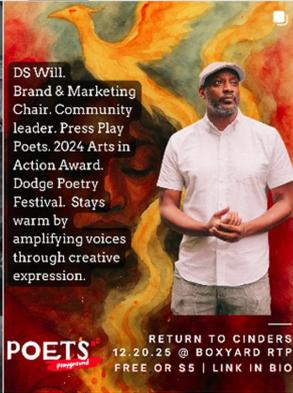


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Third Angle Poets it/they Poetry collective for social change Poets' Playground @boxyardrtp Sharing third spaces turned into hot places... more boxyard.rtp.org/events/poets-playground-return-to-cinders

Followed by angelicawhitehorne and a.w.ords



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POETS
playground

x

THIRD
ANGLE
POETS

Homecoming

A communal poetry jam

Saturday, August 23
Boxyard RTP | 4PM to 8PM

THIRD
ANGLE
POETS



POETS
playground

Have
metaphors,



Homecoming

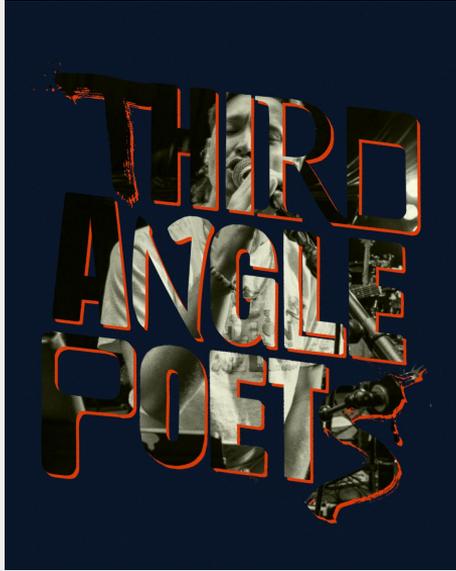
A communal poetry jam

Saturday, August 23
Boxyard RTP | 4PM to 8PM

POETS
playground

THIRD
ANGLE
POETS





Design Note

Experimental graphics for social or print.

Font Suggestions

R1

12/16/25

THIRD ANGLE POETS

This is Third Angle Poets

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Albert Sans ExtraBold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#%&*?'

Karla Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
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THIRD ANGLE POETS

THIS IS THIRD ANGLE POETS

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Inter Regular
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THIRD ANGLE POETS

THIS IS THIRD ANGLE POETS

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Lisu Bosa Regular
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1234567890!@#%&*?'

Design Note

A couple font suggestions for titles and body copy

Revisions

R3

01/13/26

**THIRD
ANGLE
POETS**



LOGO_Concept1_R3



INDUSTRIAL

introspective,
intellectual,
poetic

protest,
labor,
movement

grounded,
ancestral,
resilient,
permanence

radical,
electric,
modern,
disruptive

serious,
institutional,
authoritative

human,
calm,
accessible









thirdanglepoets

Following

Message

⋮

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 Poetry collective for social change
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 📖 Sharing third spaces turned into hot places... more
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Followed by angelicawhitehorne and a.w.ords



thirdanglepoets

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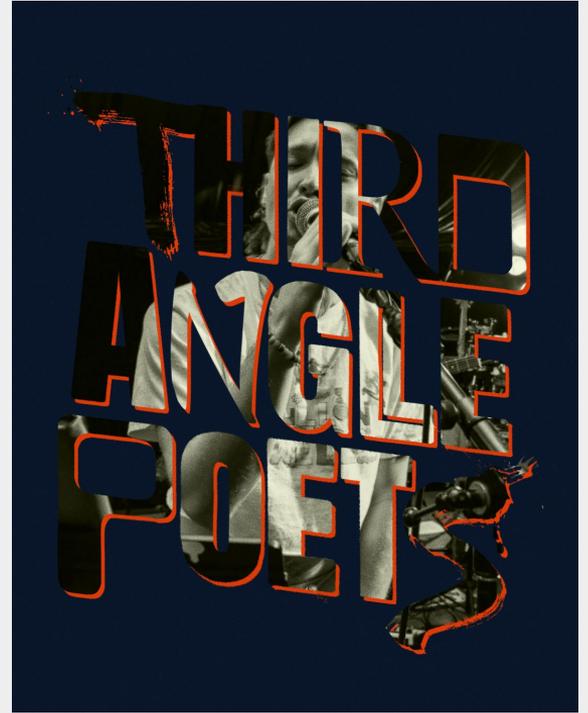
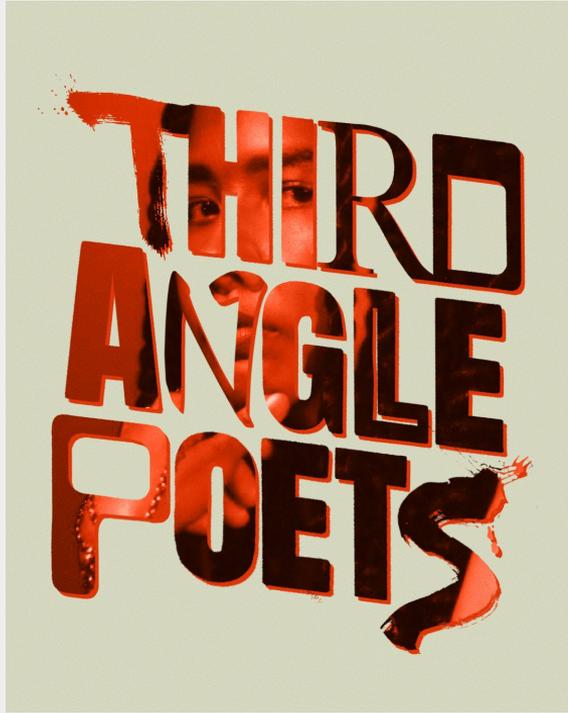
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TAP_Application_R2



Cairo Extra Bold Lisu Bosa Regular

THIS IS THIRD ANGLE POETS

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Final Files

02/09/25

THE LOGO



THIRD
ANGLE
POETS

Primary
For larger assets
(e.g. website, fliers)



3RD
A

Secondary
For limited space
(e.g. IG profile)

COLOR PALETTE

Ember

#E03A08

RGB 224 58 8

CMYK 0 80 100 12

Pantone 1665 C

Creme

#D8DAC3

RGB 216 218 195

CMYK 3 0 10 15

Pantone 7527 C

Lime

#99FF00

RGB 153 255 0

CMYK 40 0 100 0

Pantone 375 C

Moss

#294F44

RGB 41 79 68

CMYK 48 0 14 69

Pantone 560 C

Midnight

#0A182D

RGB 10 24 45

CMYK 65 48 0 82

Pantone 2965 C

Slate

#46455D

RGB 70 69 93

CMYK 25 26 0 64

Pantone 7669 C

FONTS & TYPE

Headers & Titles: Cairo Bold

Body & supporting copy: Lisu Bosa Regular

THE BRAND IN USE

COLOR COMBOS

Primary

**Lorem ipsum
dolor sit amet.**

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sit amet.

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**THIRD
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**THIRD
ANGLE
POETS**

COLOR COMBOS

Secondary

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ANGLE
POETS**

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dolor sit amet.**

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sit amet.

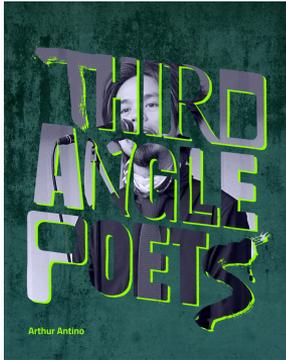
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aliquam erat volupat.

**THIRD
ANGLE
POETS**

BACKGROUND ELEMENTS



MEET THE CLAN



'WE'RE MOVING' FLYERS

We're Moving Towards Community.



Join us for a
Poets Meet & Greet
with Anna Weaver
+ a welcome reading by
Third Angle Poets

At Triangle Po Fest
March 20-21 | Boxyard RTP



Sign Up

THIRD
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We're Moving Towards a Break.



Join us for
LINE BREAK:
a word-dance cypher
with Raleigh Rockers.

At Triangle Po Fest
March 20-21 | Boxyard RTP



Sign Up

THIRD
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POETS

We're Moving Towards Resistance.



Join us for
We Are All Wildflowers:
A poetry-planting tea ceremony
with Angelica Whitehorne.

At Triangle Po Fest
March 20-21 | Boxyard RTP



Sign Up

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Third Angle Poets

THANK YOU!

C A I
L I N
A L C
O C K