



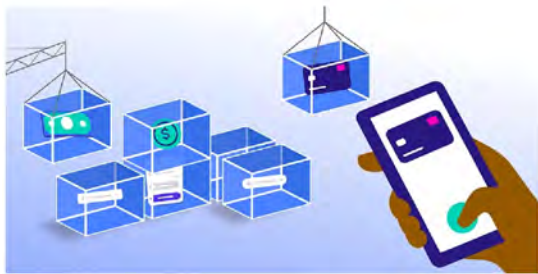
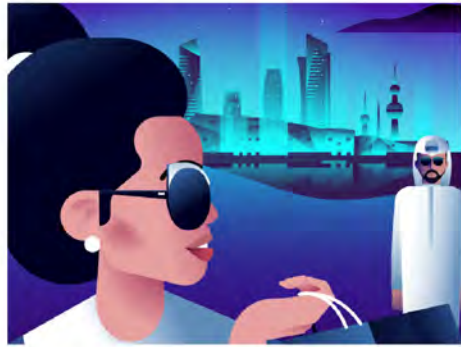
Vector Badges

Objective

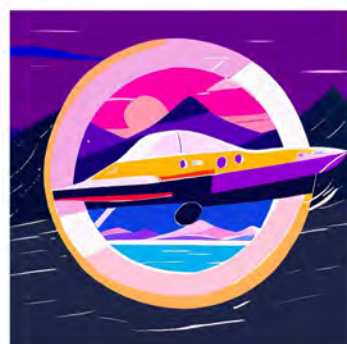
Design a set of 3 badges to promote the Lyft brand and increase ridership against competitors. Use AI as a starting point to kick off inspiration for sketches.

Exploration

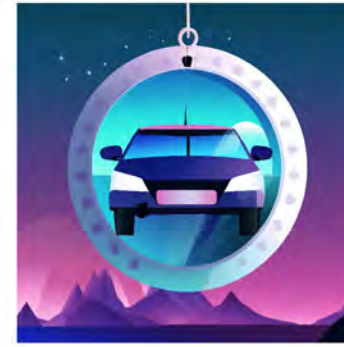
Inspiration



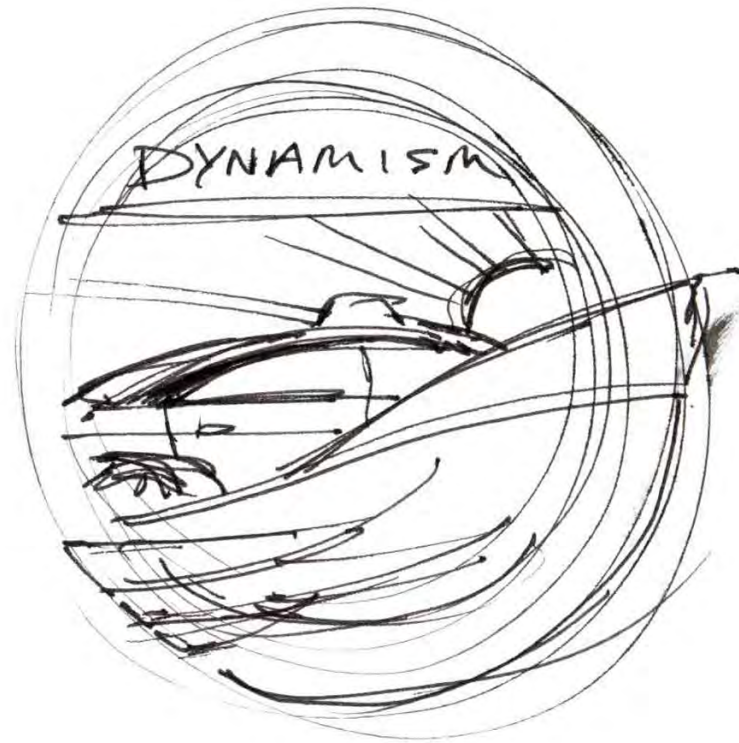
AI Output



Lyft Badges — Assurance • Dynamism • Efficiency



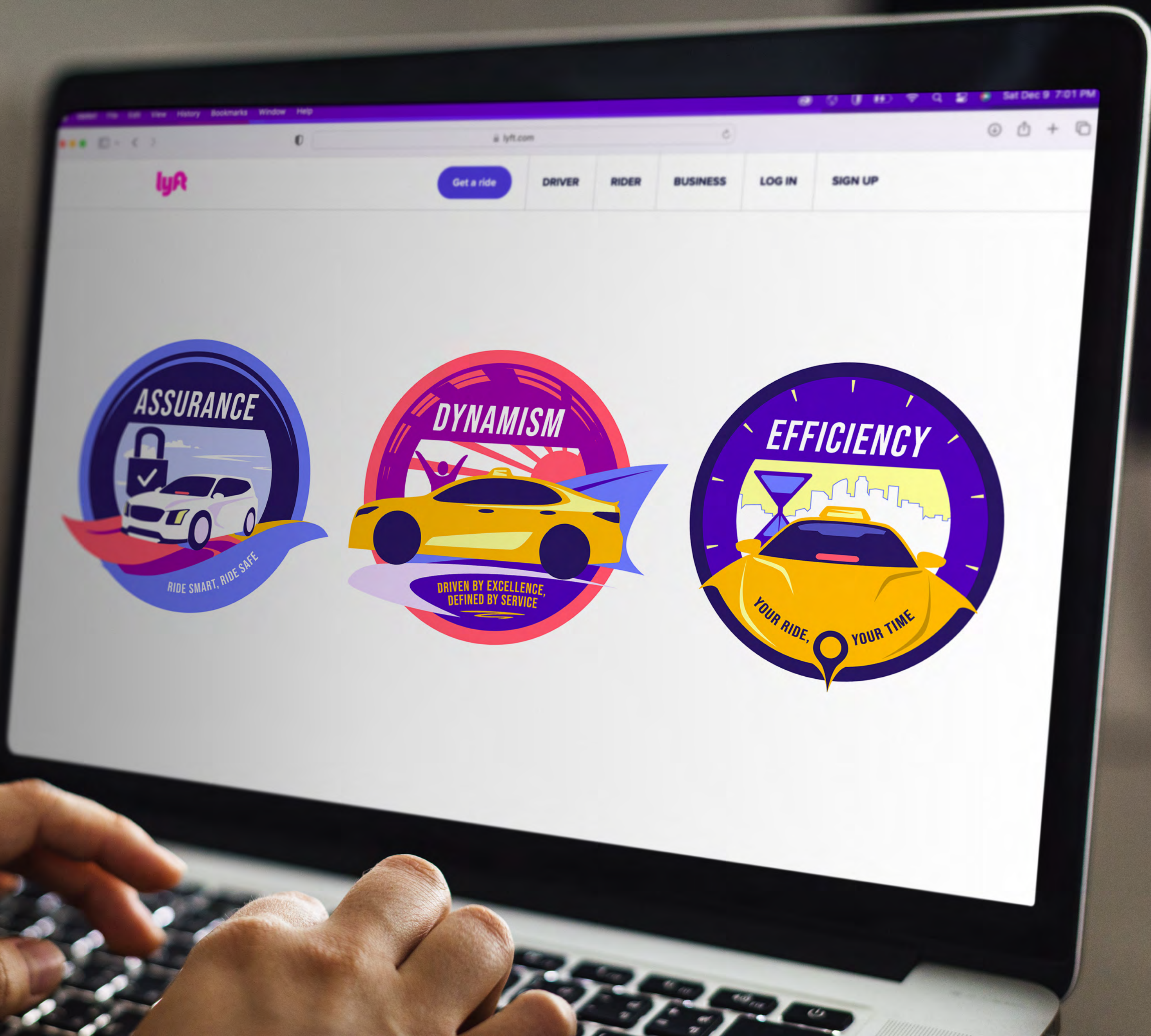
Rough Sketches

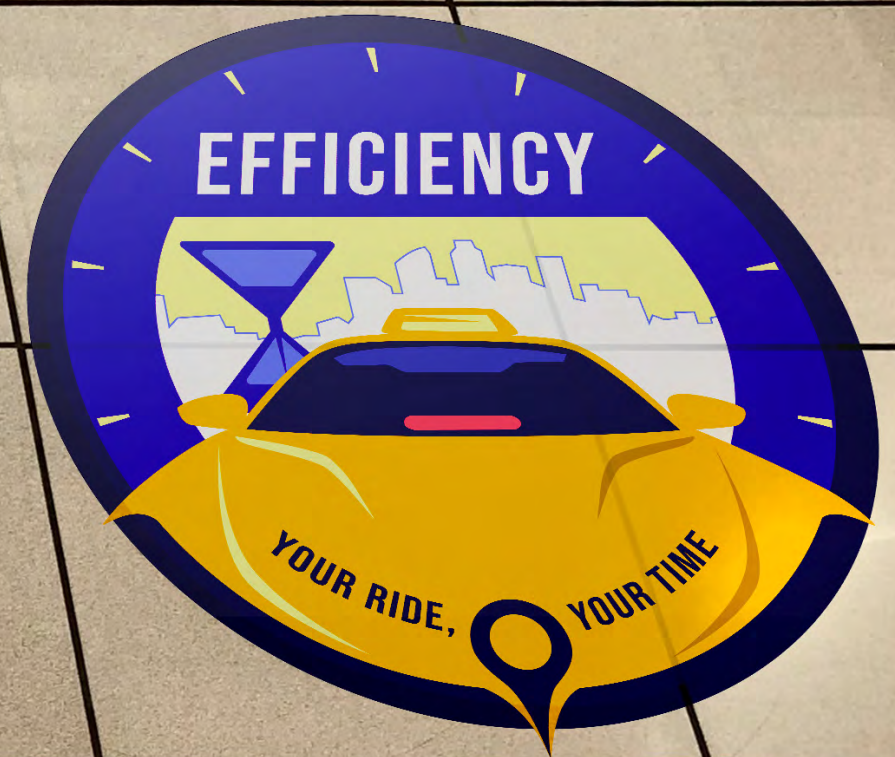


Final Sketches



Applications





Thank You!