

REMORA SURF

A surf brand with a skate-influenced edge.



THE IDEA

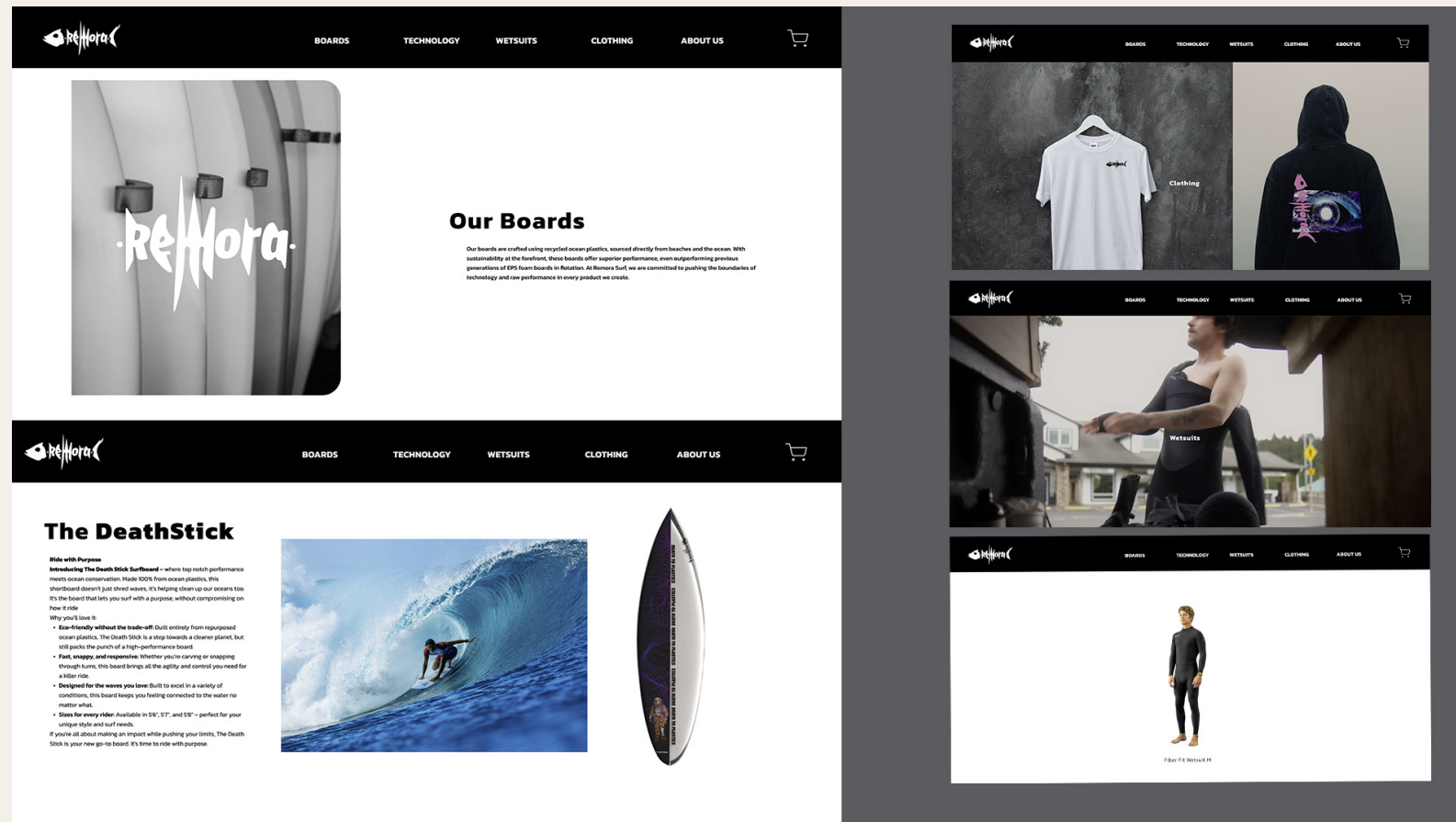
For my UMass Lowell capstone, I developed a surf-brand concept built around boards made from recycled ocean plastic. My own connection to surfing shaped the direction.

THE VISUAL LANGUAGE

I brought the raw energy of skate graphics into surf culture through a fish-shaped wordmark, distressed type, and dark imagery. The theme of death makes the threat of plastic pollution part of the identity.

One identity. Across every touchpoint.

The concept extends from product and apparel graphics into a website and editorial presentation.



EDITORIAL EXPRESSION

Oversized type, ocean imagery, and the pink-and-purple palette carry the brand into print.

WEBSITE DESIGN

The site brings together boards, wetsuits, and clothing. Simple navigation and product layouts give the more expressive graphics room to stand out.

EXPLORE THE PROJECT

Watch the website walkthrough

View the UMass Lowell capstone