



## D\*VOLVE // YOUTH CULTURE AND DESIGN

### BACKGROUND

D\*volve tapped into Soulsight's experience with youth culture design to help develop their skate-inspired line. The original philosophy of D\*volve was rooted in creating one-of-a-kind, handmade skateboard decks for a small but loyal following. Soulsight leveraged this philosophy in their creative design and branding.

### SOLUTION

Soulsight collaborated with the D\*volve team to refine ideas that began as napkin sketches and quickly evolved into bold expressions of the brand. Soulsight incorporated screen printing, spray paint, and hand lettering into every aspect of the D\*volve brand, including a new landmark, apparel, and skateboard graphics. This approach also set D\*volve apart from the typical mainstream surf/skate apparel outfitter and has set the tone for this highly influential demographic.

### RESULTS

D\*volve continues to grow as an underground staple to skate and BMX enthusiasts. The brand has developed a devout following, who proudly wear gear inspired by the extreme sports company.