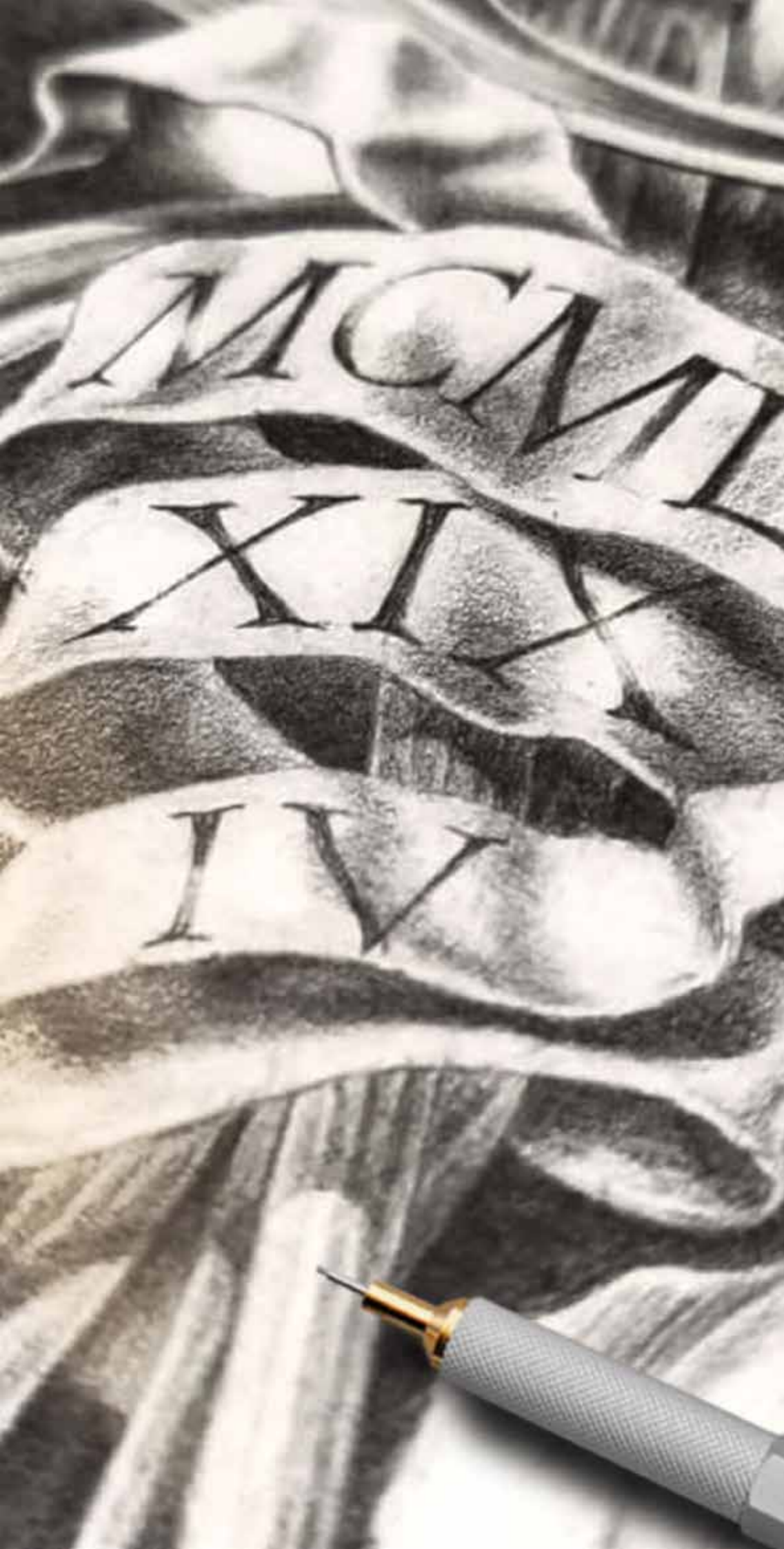




— by Eugen Golumbeanu —



EXPRESS YOUR UNIQUENESS

Intro Concept Composition Bibliography Outro
The Brand

The Creative Balloon (TCB): Branding And Drawing Studio dedicated to Premium, Tailor-Made Identity Design - Your Personal Designer, Crafting Exclusive Visuals that elegantly capture your Brand's Unique Essence.

A magic place, where timeless artistry meets strategic elegance.

HAND DRAWN CORPORATE ARTWORKS
By Eugen Golumbeanu



EXPRESS YOUR UNIQUENESS

Intro Concept Composition Bibliography Outro
The Artwork Style

↔

In the same way that a hot air balloon navigates pushed by air currents, we are driven on the path of our destinies only by our Uniqueness and how we choose to Express it. As part of a larger Branding Project, this Hand-drawn Corporate Artwork, is portraying the TCB's "call to action" Slogan: "Express Your Uniqueness", featuring symbolic elements & Ornamental Typography Design, that encapsulate the essence and philosophy of TCB studio, referencing to the brand's distinctive Style and Craft Services.

HAND DRAWN CORPORATE ARTWORKS

By Eugen Golumbeanu



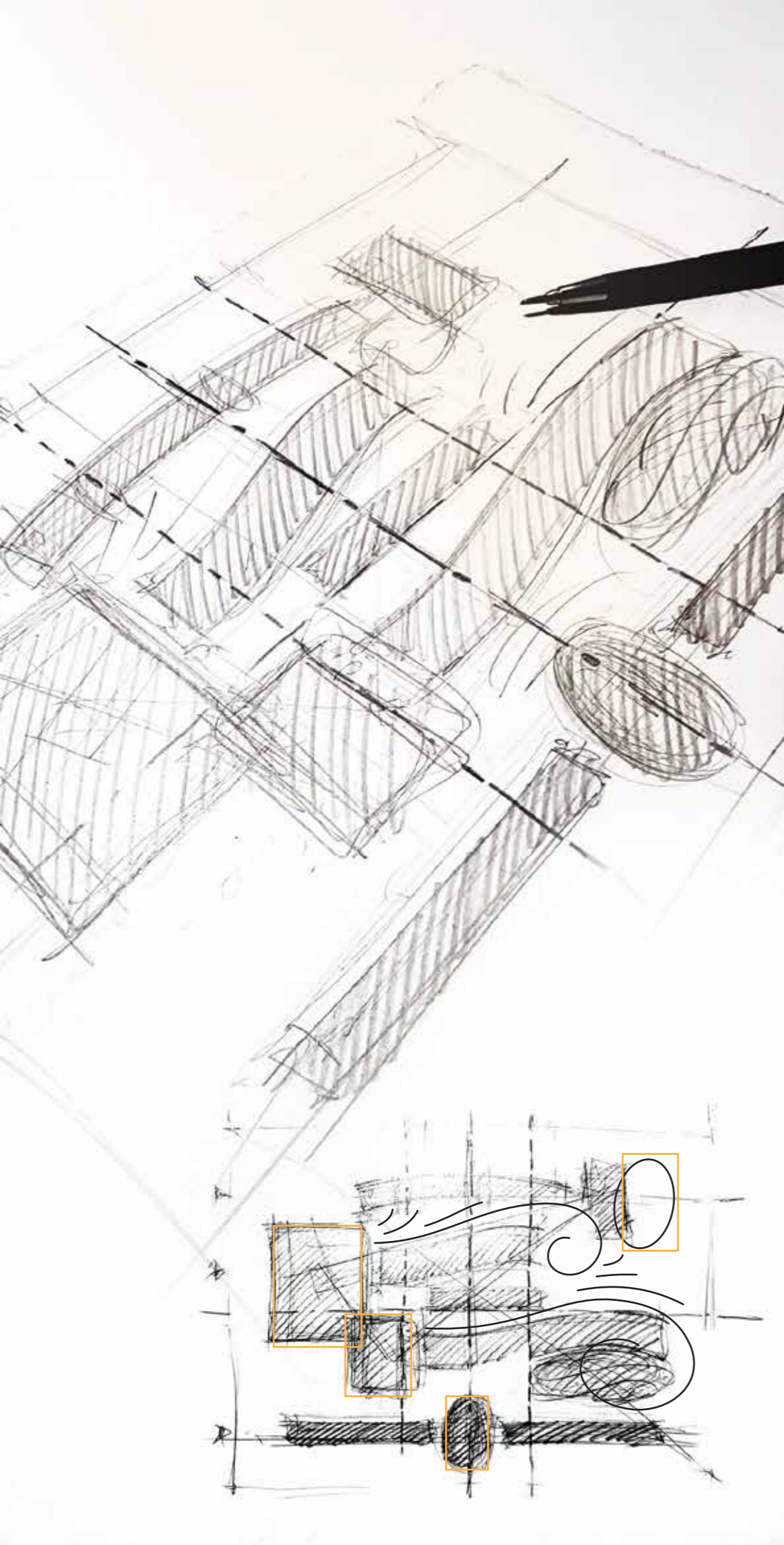
EXPRESS YOUR UNIQUENESS

Intro Concept Composition Bibliography Outro
The Artwork Style



This artwork is crafted in American Heritage Handwriting design style, inspired by the Gilded Age era, resembling the 1865 - 1902 Stocks and Shares, Dollar Bills, Insurance Policies & Letterheads exquisite design.

HAND DRAWN CORPORATE ARTWORKS
By Eugen Golumbeanu



EXPRESS YOUR UNIQUENESS

Intro Concept Composition Bibliography Outro
Over All The Header The Midsection The Footer

A perfectly balanced composition, with the Header, stating the Company's Name, and the Footer, as the main Descriptor, listing the Company's main Services, symmetrically positioned along the central horizontal axis, elegantly framing the Slogan, as the inner section, the most important part of the artwork.

The text's sinuous, fluid lines create the impression of a gentle breeze, carrying a balloon—with a silver and gold nib as the nacelle—toward realms of creativity, grandeur, and boundless abundance.

HAND DRAWN CORPORATE ARTWORKS
By Eugen Golumbeanu



EXPRESS YOUR UNIQUENESS

Intro Concept Composition Bibliography Outro
Over All The Header The Midsection The Footer



“TheCreativeBalloon”

The title is rendered in vintage display font, featuring Old English capital letters with a 60-degree angled shade. Encased in delicate floral ornaments, symbolizing creativity and abstract thinking, it is gilded in traditional gold leaf, for the radiant essence of solar energy, masculinity and analytical reasoning.

Watch the making of this section video [HERE](#).





EXPRESS YOUR UNIQUENESS

Intro Concept Composition Bibliography Outro
Over All The Header The Midsection The Footer

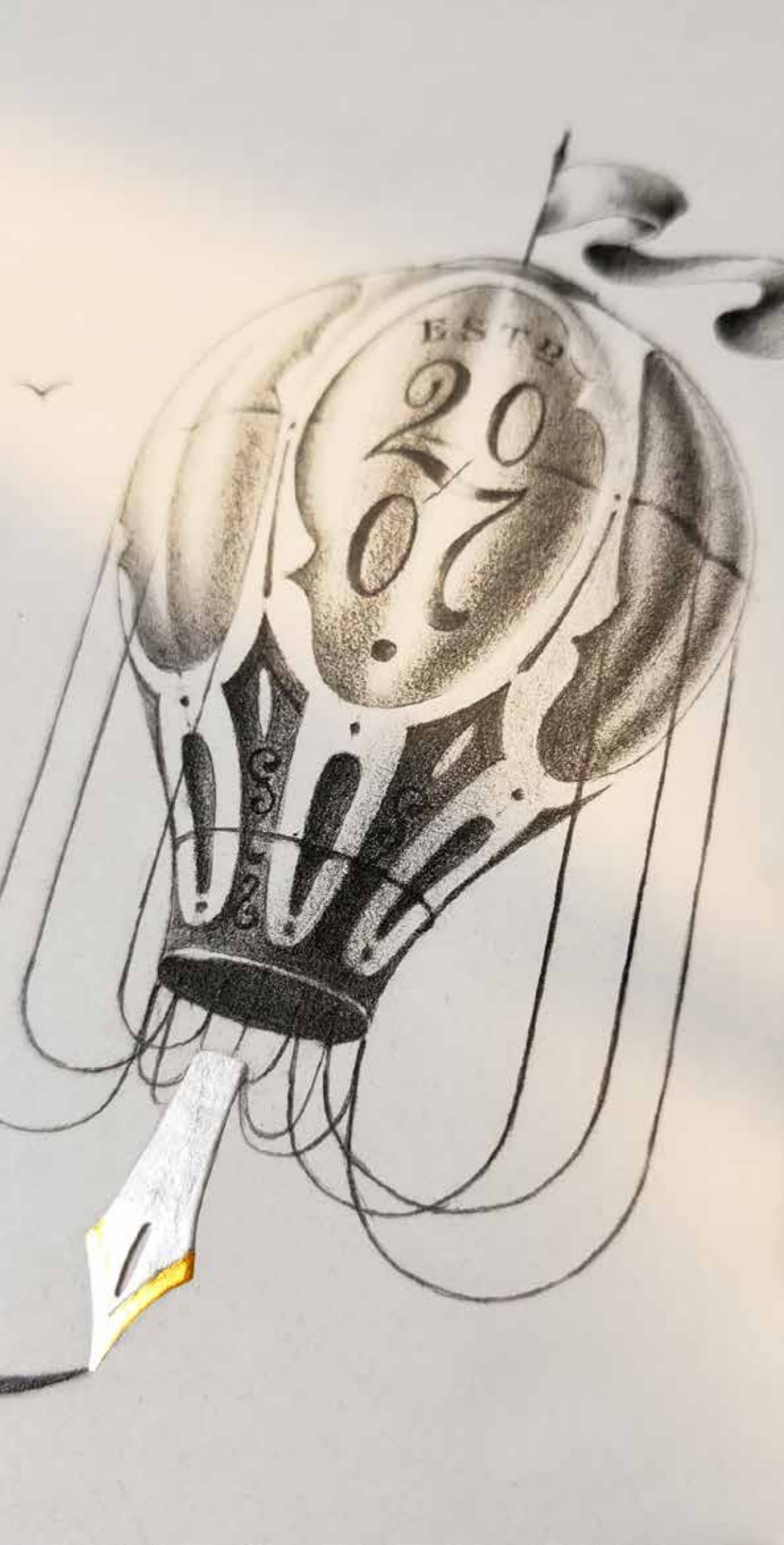


“.Com”

Elegantly hand-drawn in a fluid Flourished Copperplate Script, this entire section is composed of only three continuous lines. The line establishing horizontal dominance concludes beneath the Quill, creating the illusion that the entire composition was inscribed by the balloon as it drifted past.

Watch the making of this section video [HERE](#).





EXPRESS YOUR UNIQUENESS

Intro Concept Composition Bibliography Outro
Over All The Header The Midsection The Footer

↔

The balloon, designed in an exquisite Victorian style, features intricate ornaments resembling nibs tracing elegant lines, while large ovals serve as display spaces. Attached beneath as a nacelle, a silver and gold nib enhances its symbolism—gold embodying masculinity, analytical thought, and solar energy, while silver signifies intuition and abstract reasoning. Together, these elements metaphorically represent the balance between complementary forces.

Watch the making of this section video [HERE](#).

HAND DRAWN CORPORATE ARTWORKS
By Eugen Golumbeanu



EXPRESS YOUR UNIQUENESS

Intro Concept Composition Bibliography Outro
Over All The Header The Midsection The Footer

← ————— →

Inspired by Martin Gerlach's compositions, the capital "E" is designed in English Cursive, seamlessly flowing. Formed from Acanthus leaves, it symbolizes endurance, prosperity, and connection. At its center, three essential tools—pencil, brush, and pen—are elegantly wrapped in a silk ribbon, representing luxury, strength, and honor. A white pearl crowns the design, embodying purity, wisdom, divine inspiration, and grace.

Watch the making of this section video [ideo HERE](#)

HAND DRAWN CORPORATE ARTWORKS
By Eugen Golumbeanu



EXPRESS YOUR UNIQUENESS

Intro Concept Composition Bibliography Outro
Over All The Header The Midsection The Footer

—

The word Express is rendered in a refined display typeface, inspired by the distinguished design of the Legal Tender Issue (U.S. Notes) \$10 Note from 1875. Subtly reinterpreted, it features meticulously crafted gradient shadows that enhance the depth and sophistication of the letterforms, emphasizing their elegant volumes while preserving the historical essence of the original design.

Watch the making of this section video [HERE](#).

HAND DRAWN CORPORATE ARTWORKS
By Eugen Golumbeanu



EXPRESS YOUR UNIQUENESS

Intro Concept Composition Bibliography Outro
Over All The Header The Midsection The Footer

Throughout history, Oak leaves have been considered a symbol of strength, endurance, and stability. They are also associated with wisdom and knowledge, resilience, nobility, prestige, elegance, wealth and abundance. In ancient Rome, they were often associated with Jupiter, the king of gods, symbolizing power.

Watch the making of this section video [HERE](#).

HAND DRAWN CORPORATE ARTWORKS
By Eugen Golumbeanu



EXPRESS YOUR UNIQUENESS

Intro Concept Composition Bibliography Outro
Over All The Header The Midsection The Footer

—

The capital letter U, adorned in Acanthus Leaves symbolizing endurance, immortality, resurrection, and prosperity, stands in perfect symmetry, resembling two hands cradling a Pearl—an emblem of purity, unicity, grace, and elegance—exuding protection. Concluding in a nib, its central opening signifies a sacred conduit between the Celestial and the Earthly, allowing Divine Inspiration to flow through the Essence of the Spirit (the Pearl) and manifest through the Quill.

Watch the making of this section video [HERE](#).

HAND DRAWN CORPORATE ARTWORKS
By Eugen Golumbeanu



EXPRESS YOUR UNIQUENESS

Intro Concept Composition Bibliography Outro
Over All The Header The Midsection The Footer

—

The term Uniqueness is elegantly rendered in an ornate display typeface, embodying the distinguished American Heritage style. Inspired by the rare Triple Signature 1882 Gold Certificate—of which only three exist, with one in private hands—it also traces back to the 1878 Silver Certificates, among the rarest Federal Notes. This exceptional scarcity eloquently reinforces the very essence of uniqueness itself.

Watch the making of this section video [HERE](#).





EXPRESS YOUR UNIQUENESS

Intro Concept Composition Bibliography Outro
Over All The Header The Midsection The Footer



Drawn in a simple, elegant, and classic Roman serif typeface, with flourished inflections and design elements characteristic of English and American typography, this section serves as the Descriptor, referring to TCB's Drawing Service and concluding the overall design. The frame flows seamlessly with classic flourishes, maintaining the composition's continuity, while the content text follows a breezy, undulating form, subtly evoking the infinity symbol.

Watch the making of this section video [HERE](#).





EXPRESS YOUR UNIQUENESS

Intro Concept Composition Bibliography Outro
Over All The Header The Midsection The Footer



Simetrical Descriptor Line, aligned to center, divided in the middle by the TCB Monogram, surrounded by ornamental elements, consisting in Acanthus Leaves Themed Frame, drawn in Graphite and Silver Leaf. This particular section of the artwork will be the official footer of some of the printed & online correspondence papers and letterheads, as well as the Certificates of Authentucity and more.

Watch the making of this section video [HERE](#).





EXPRESS YOUR UNIQUENESS

Intro Concept Composition Bibliography Outro
Over All The Header The Midsection The Footer



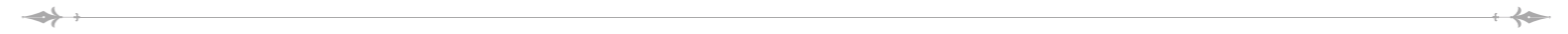
The TCB Monogram consists of four key elements: a Pearl, symbolizing Divine Inspiration, Wisdom, and Elegance; an Open Book for Knowledge; the blended letters C (Creative) and B (Balloon) for balance; and a Quill, representing one of the fundamental tools of calligraphy and lettering. Inspiration, enriched by knowledge, becomes art through the quill. Encasing the design, an Acanthus motif signifies Prosperity, Relationships, Networking, and Resilience.





EXPRESS YOUR UNIQUENESS

Intro Concept Composition Bibliography Outro
Books & More (click to view)



Books

- Das Gewerbe Monogram - Martin Gerlach 1881
- Allegorien Und Embleme - Martin Gerlach 1882 Vol.2
- Plain & Ornamental Alphabets - Fredrick S. Copley - 1870
- Album Graphique Recueil Dalphabets Francais 1867

Certificates

- Silver Certificate 10 Dollar Note 1878
- Silver Certificate 500 Dollar Note 1880
- Legal Tender Issue (USA Notes) 10 Dollar Note 1875
- Treasury Gold Certificate 100 Dollar Note - 1882





EXPRESS YOUR UNIQUENESS

Intro Concept Composition Bibliography Outro
Books & More (click on items to view)



Stocks and Shares

- The Horse Shoe Gold & Silver Mining Company Colorado
1882

Letterhead & Stationery / Envelope Design

- Pennsylvania Insurance Company 1854





EXPRESS YOUR UNIQUENESS

Intro Concept Composition Bibliography Outro
Videos, Portfolio, Info & Contact



Click below for:

- The full “Making of” Video Playlist
- The Conclusion video [HERE](#).
- Eugen Golumbeanu Linktree
(Portfolio, Presentation, Contact)

Thank You!

HAND DRAWN CORPORATE ARTWORKS
By Eugen Golumbeanu

THE CREATIVE BALLOON



Com



XPRESS
YOUR



INITIALS

HAND DRAWN CORPORATE ARTWORKS

Branding And  Lettering Services

[Click on picture to watch the Conclusion Video](#)