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October 20, 2011

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Strongman Moammar Gadhafi was killed by an air strike on his convoy as he attempted to flee his hometown of Sirte, the National Transitional Council official Abdel Majid said. (AP Photo)

Libyan Prime Minister: 'Moammar Gadhafi Has Been Killed'

Libyan dictator Moammar Gadhafi, the most wanted man in the world, has been killed, Libyan Prime Minister Mahmoud Jibril said today. The flamboyant tyrant who terrorized his country and much of the world during his 42 years of despotic rule was reportedly cornered by insurgents in the town of Sirte, where Gadhafi had been born. "We have been waiting for this moment for a long time. Moammar Gadhafi has been killed," Jibril said in Tripoli.

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Palin: Obama 'Lacks Class' With 'Bush Burn' Rapper

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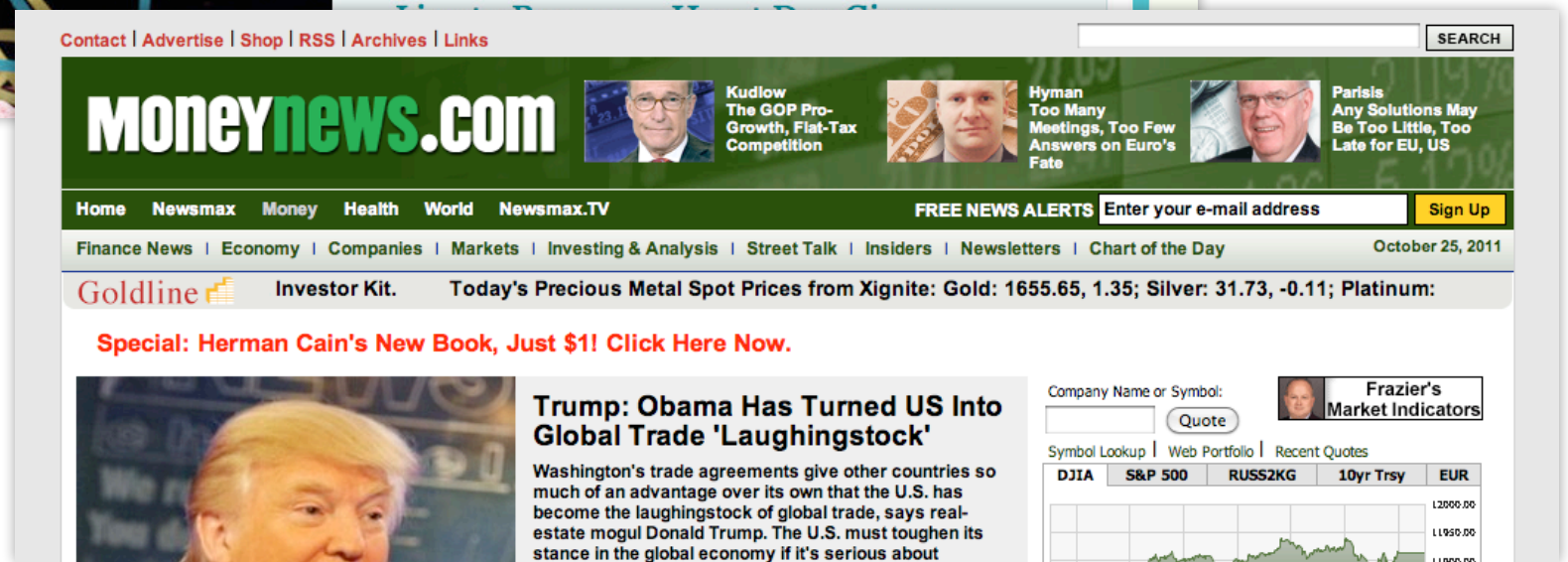
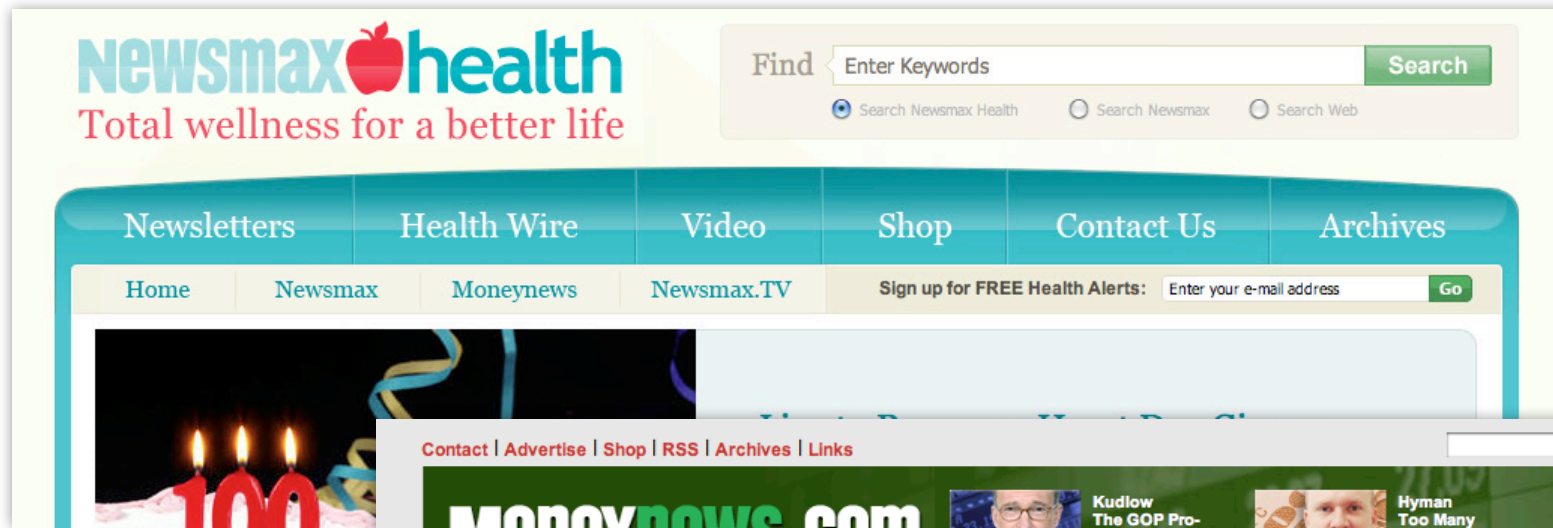
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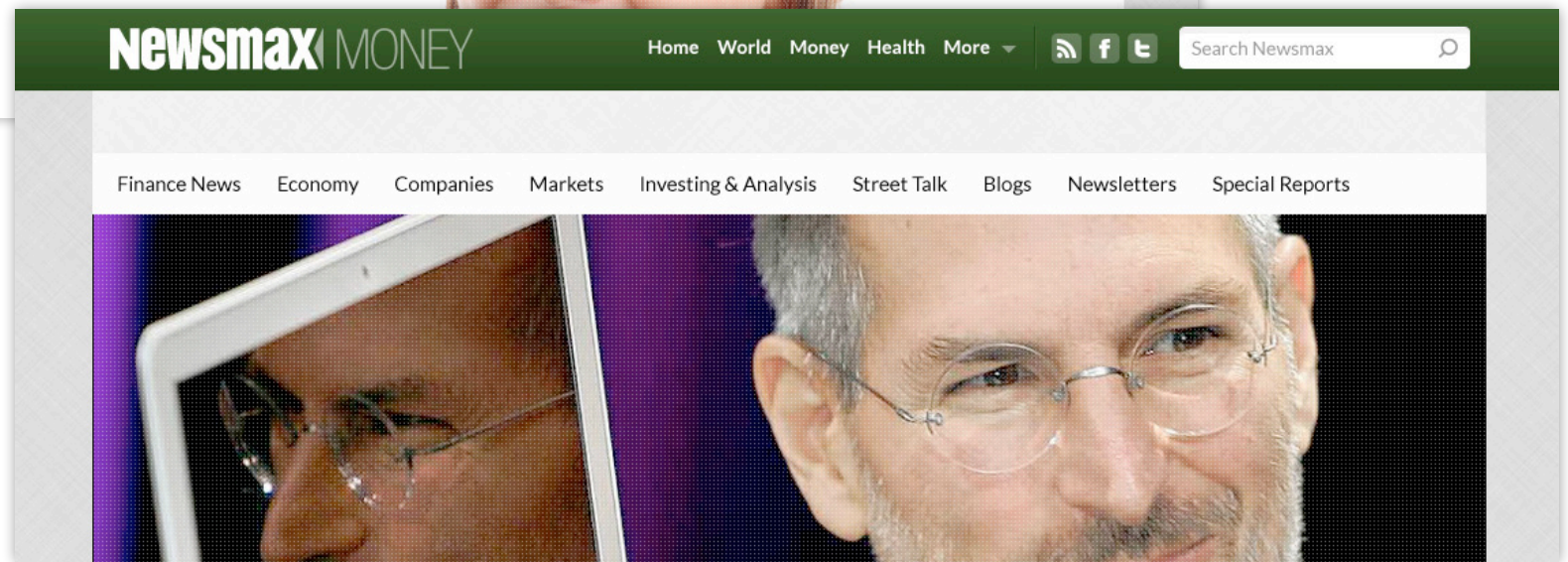
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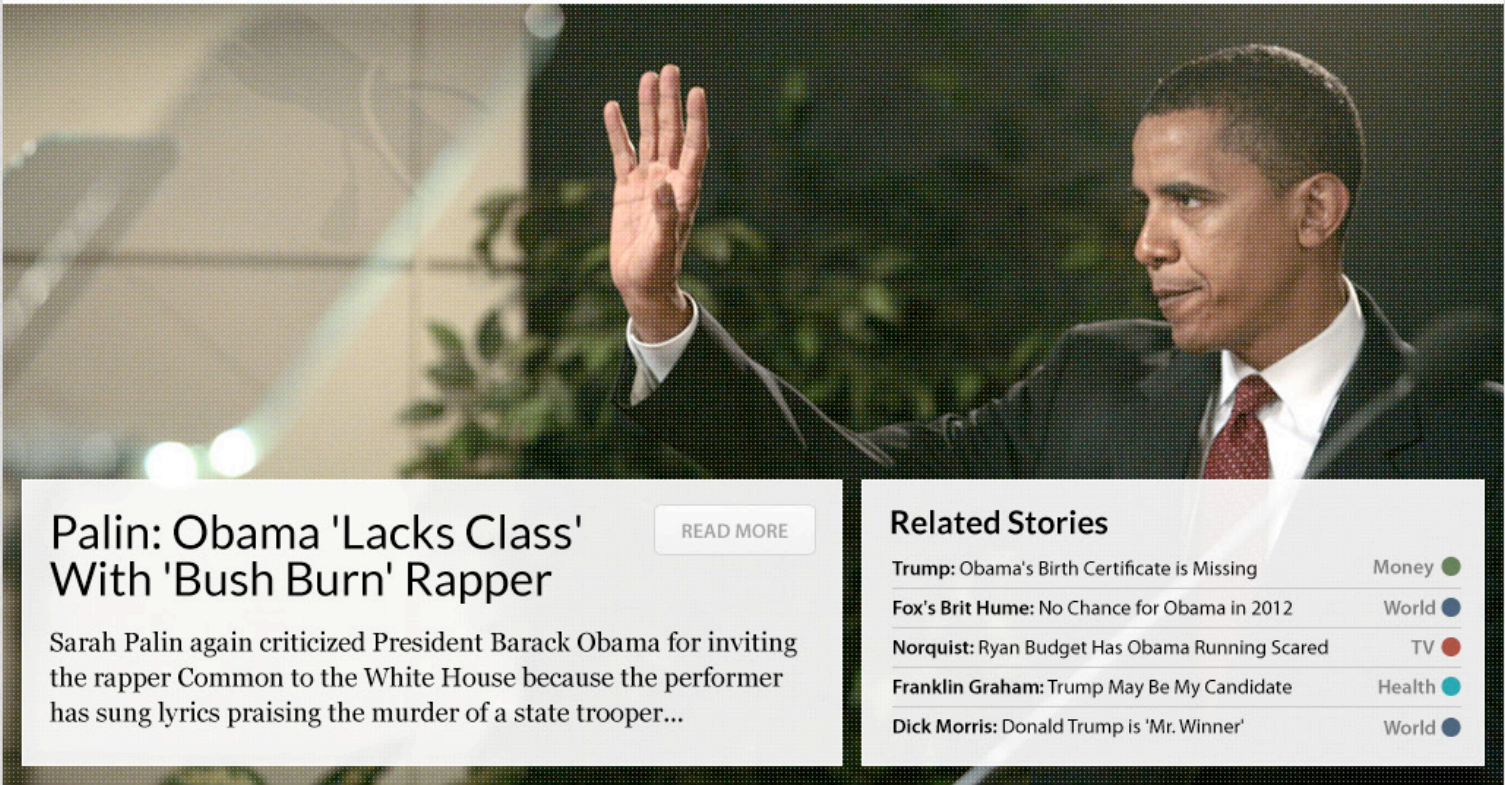


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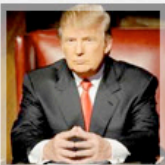
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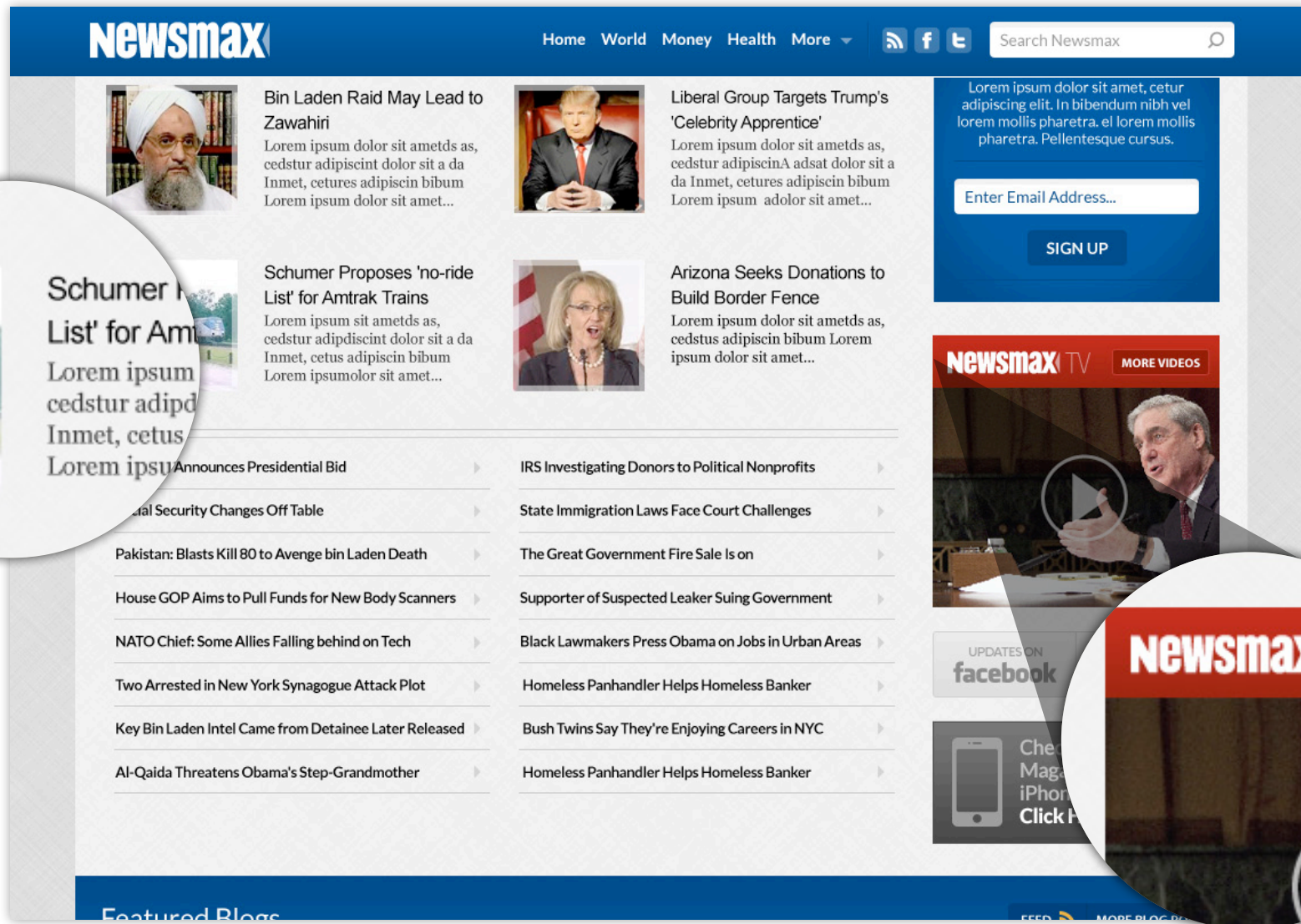
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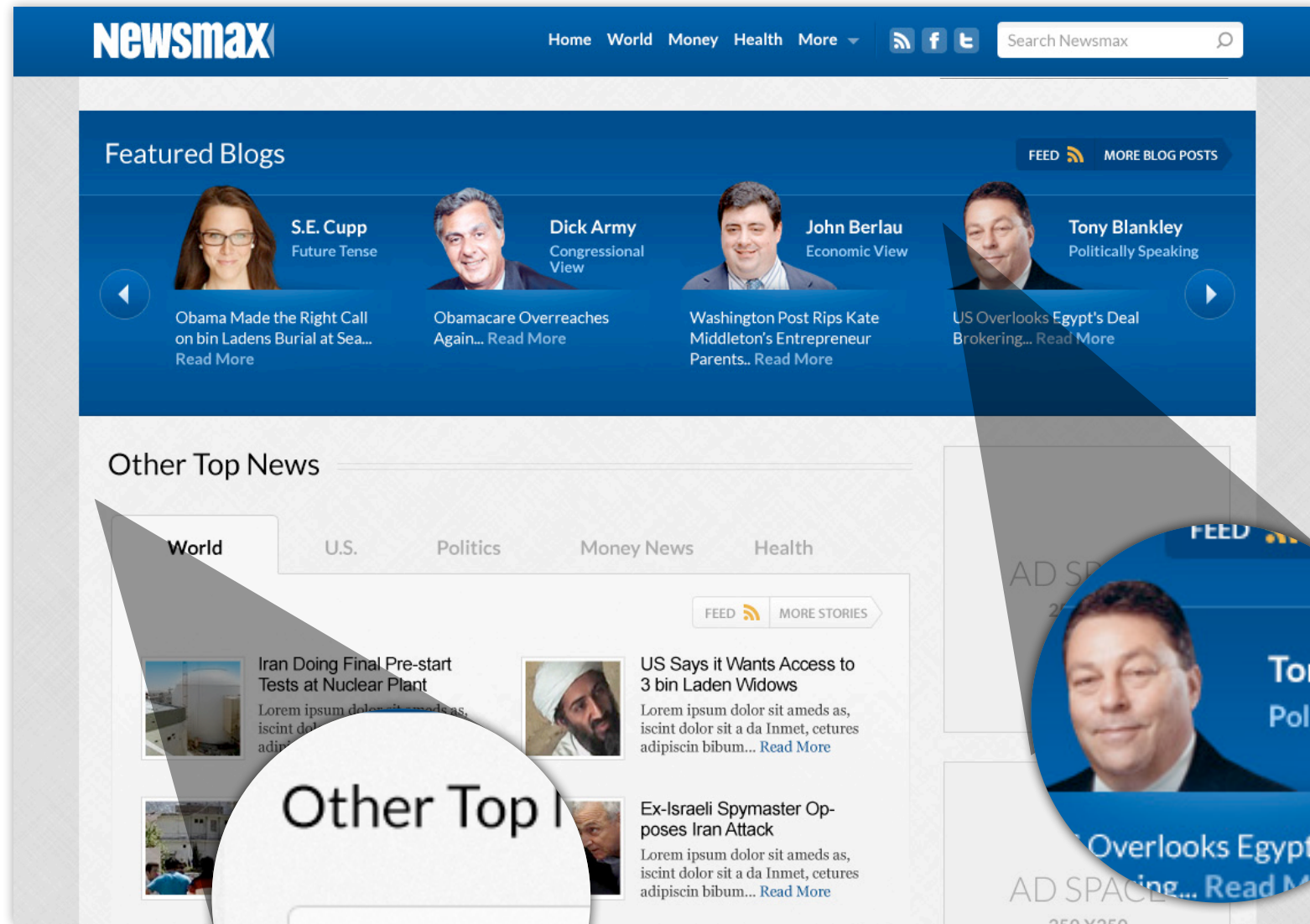
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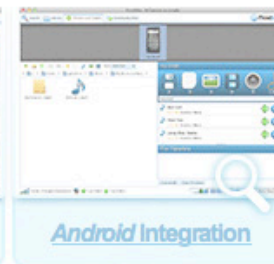
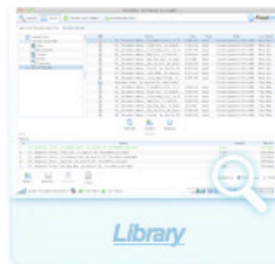
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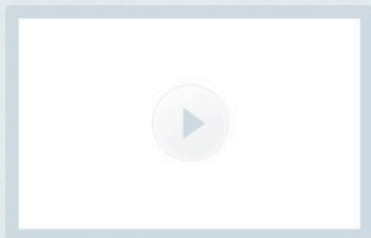


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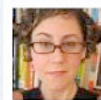


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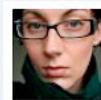
So easy to use, I have never felt more confident sharing my files and documents. Love FrostWire!

Jamie - New York



I started using FrostWire back in 2000, it is the only file sharing software I trust, now, and will ever!

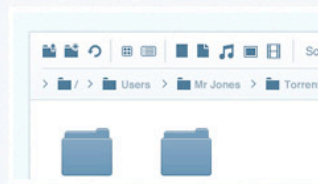
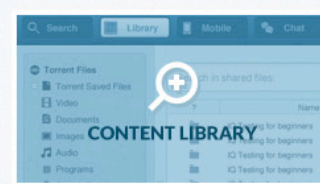
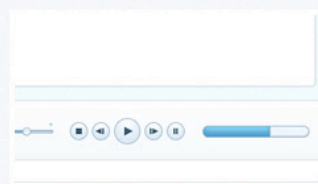
Marie - San Francisco



Making the use of file sharing on my Android has never been easier, I love updating documents on the fly with Frostwire!

Lauren - Dallas

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Thrillist



Where They Are...



Current Brand Mark

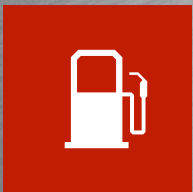
We thought the best place to start in developing a proposition for your brand mark is at the beginning. The Thrillist logo must present be able to be displayed on a range of different devices consistantly without alteration or change in order for the brand to grow and become recognizable.

We feel in it's current set up, the brand cannot effectively be spread over a range of devices and advertising collateral effectively without altering the mark in some way, which echoes a weakness in the brand.



Brand Marque

Alternative presentation



Brand Marque

Development



Current



Developed

First of all we set about altering the current logo. We did this by enhancing the colour sets to add depth by introducing subtle gradients throughout the reds and greys.

We also felt it would be better transitioned across a range of media if the logo were straightened up on its central axis, as tilting it did not bring any visual benefit to the mark itself.



Brand Marque

Further Enhancements

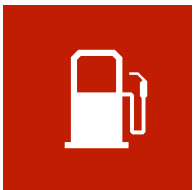
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We then stepped away from the target approach and set out development of the actual typeface used in the logo. We felt that currently, it seems a little heavy and cumbersome, and as important as it is for the mark to be strong and bold, we chose to lighten the typeface, and simplyfy any effects encroching on the typeface.

We have brought in the font 'Lato' which is a modern, web font that can be implemented across media types such as web and mobile.



Brand Marque

Further Enhancements



Finally we further developed the logo to incorporate an emblem, which can be used as a supporting device to the main logo, or can be used on it's own on such things as mobile application icons, favicon for websites or signoffs on documents.

We have kept the route of using a crosshair as a target as we feel this matches up nicely for the target demographic, but the above logos implement it in a more subtle way by using the T from the Thrillist wording to form part of the crosshair.

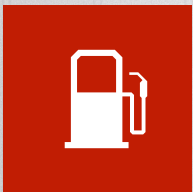


Brand Marque

Our chosen re-design



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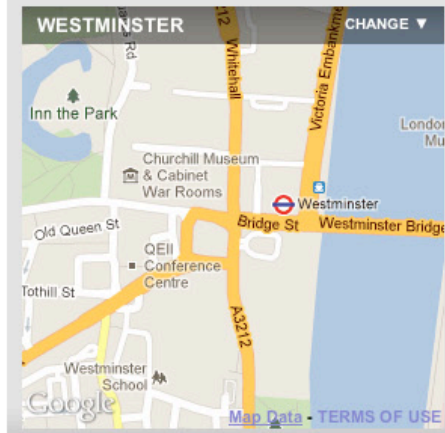
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& **Blackboards in P*rn**
Apparently, it's not just gibberish

Because working in adult entertainment means you've seen more X's than your average mathematician, now there's Britain's own Blackboards in P*rn. Celebrating "pornographers who go the extra mile" by set-dressing classrooms with actually, curiously intelligent slate scrawlings, BiP transcribes everything, dissects it, and grades it for accuracy -- so...

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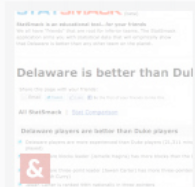
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jeans online shops



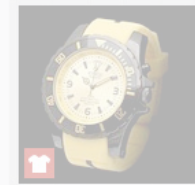
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KYBOE! Watches

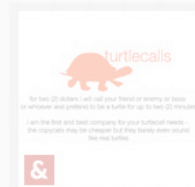
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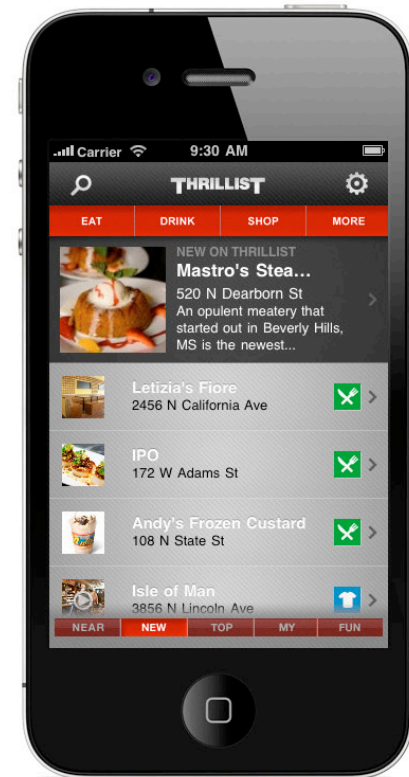
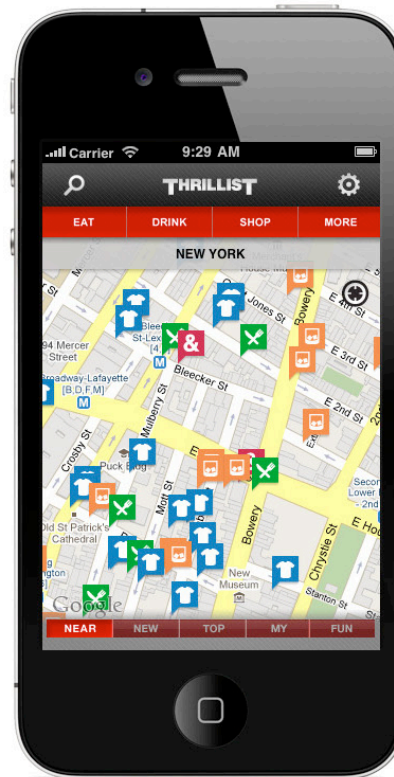
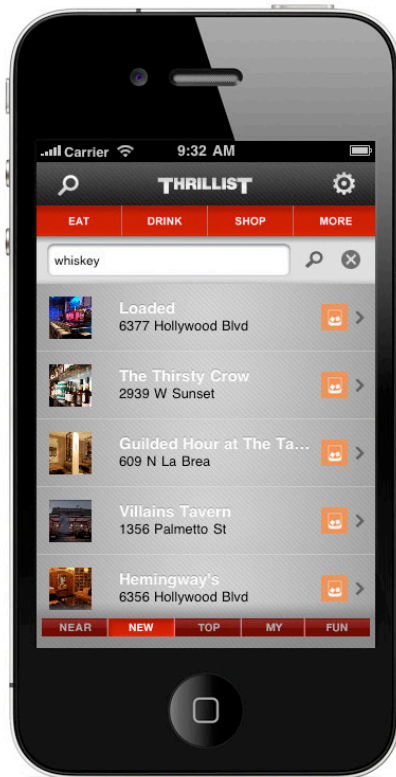


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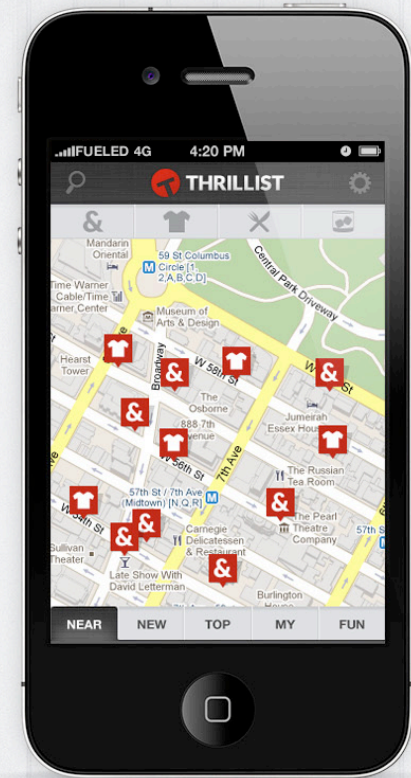
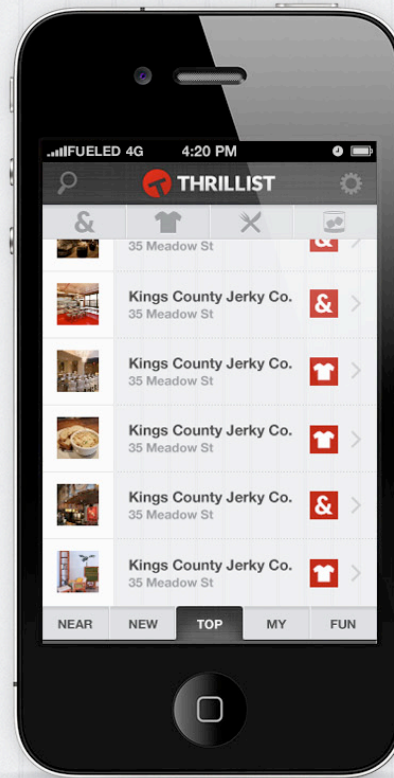


Existing iPhone App



iPhone App

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JOHNNIE WALKER BLENDED
SCOTCH WHISKY, 40% ALC/VOL
680ml / IMPORTED BY DIAGEO,
NORWALK, CT

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The Playbook

Craft Beers, Our Favorite Sports Bars, and a Guacamole Music Video


Pub: Cooper's Craft & Kitchen







Setting up in the shockingly shuttered Kurve spot, this Irish ale house sports familiar pubby touches (figurative tons of flatscreens, literal tons of wood, chalkboard menus) and'll feature 25 tapped brews, a slew of house-infused liquors, and serious bar eats including beer-braised bacon mac & cheese, Scotch eggs, and a meatloaf sandwich, the eating of which suggests whomever's sleeping with you would do anything for love.


Head down there and scope out more at [CoopersNYC.com](#) when the site goes live

87 2nd Ave, nr 5th St; East Village; [646.606.2384](#) [Map](#) [Website](#)



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Beer Alternative: Hard Cider Revival



Cider week apparently now exists, and

eShot Re-Design

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HEY HANDSOME

“You make boats want to be cars”

NEW YORK
3.17.11



Read About Hearing: SXSW Band Rundown

With SXSW right around the corner, hit our Band Rundown to hear some of the festival's hottest acts dish on everything from public sex, to the Beastmaster movie series, to getting a foot massage from Charlie Rose, suggesting one can be a beast master outside the cinema as well.

[Get the fully loaded Band Rundown here](#)



Read Boozy Tagging: Graffiti Cocktail Shaker

Designed to look like an actual can of spraypaint, this stainless steel mixer features a faux Krylon logo on its white exterior, and comes with a decorative red plastic cap that covers a non-operational nozzle -enjoy too much of its contents and you may end up having that in common.

[Get the fully loaded Band Rundown here](#)



Win: March Mancave

Want to win a March Mancave so you can watch the tourney in style? Great, because Thrillist is teaming with StubHub to hook one winner up with a \$1,000 StubHub gift card, as well as killer cave furnishings including an HD projector, a 10ft screen, a Bose home theater system, an Xbox 360 w/ Kinect, and a La-Z-Boy with a built-in cooler, which un-coincidentally, is also how all your friends will start describing you if you win.

[Get the fully loaded Band Rundown here](#)



Shirts & Condiments: Sir Kensington's Mustache Polos & Ketchup

Expanding from condiments into clothes, the gourmet ketchup makers're backing up their new sampler packs with a crisp white-or-peach polo boasting an embroidered handlebar logo on the chest, aka, a bust-stache.

[Get the fully loaded Band Rundown here](#)

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Win Atmosphere's New Ish! Minneapolis' most rhyme-slayingest group are back with their new album The Family Sign, a new single 'n video "Just for Show", and starting on April 20th, a new

nationwide release party tour "The Family Tour", all the more reason to check out the finest in Minnesota hip-hop.

Win yourself a prize pack with the new vinyl LP, band tee, and copious Rhymesayers gear, [right here](#)

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MORNING QUICKIE

*Fans Forever And Ever: Plug in the name of any band/musician and this site'll create an auto-generated Geocities-esque fansite. **GO!***

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“tashe Mob: Get a free green Mustache and a mission to kick off your St. Paddy's at Sir Kensington Ketchup's 'tashe mob.”

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Hey GOOD-LOOKING

THRILLIST NATION 10.18.11

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Sea Ray Partners > Scheduling

Partnership Calendar

August 2011

month

week

today

Sun	Mon	Tue	Wed	Thu	Fri	Sat
	1	2	3	4	5	6
7	8	9	10	11	12	13
			10a Brian Fantana	1p Brian Fantana		
14	15	16	17	18	19	20
8-4a Ron Burgundy	1p Brian Fantana (pending)	8a Engine Maintenance	11a Brick Tamland (pending)	11a Brick Tamland (pending)		
			1p Ron Burgundy (pending)			10a Bottom Cleaning
21	22	23	24	25	26	27
Brick Tamland (pending)		6a Harbor Closed				7p Quarterly Partnership Meeting
28	29	30	31			
		10a Clock Maintenance				

Because billionaire playboy charades are hard to keep up when you can't afford to fill your swanky timeshare's butler's pantry with butlers and, like, super-nice pants, there's Jointli, a just-launched site helping you organize the timeshared ownership of *anything* you might want to flash for brief periods of time. From sports cars and boats, to Rolex watches and colorful Swatches, a robust set of tools will help you manage drawing up a contract, tracking/paying expenses, and even scheduling usage dates.

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unmainstream your commute: smart car


Check smart's **new fortwo**, the space-saving, eco-

eShot Re-Design

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HEY HANDSOME

“Drive a V-36”

THRILLIST NATION

3.17.11

&



Drive Time: Boys Toys Porsche 911

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Quisque at ipsum nunc, ut posuere diam. Vivamus sagittis semper congue. Nunc turpis orci, faucibus eu pretium nec, mattis ut nisi. Nullam erat erat, adipiscing nec faucibus id, consectetur id leo.

Aliquam vel elit lectus. Nullam eu velit lectus, in suscipit odio. Nam imperdiet neque tincidunt eros ultrices laoreet euismod orci tincidunt. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Quisque at ipsum nunc, ut posuere diam. Vivamus sagittis semper congue.




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Donec at mauris dolor, id dictum nulla. Etiam eget sapien nisi, quis vestibulum libero. Etiam imperdiet massa at ipsum mattis et dictum mauris faucibus. Vestibulum diam mauris, lacinia quis facilisis sit amet, commodo ullamcorper enim.

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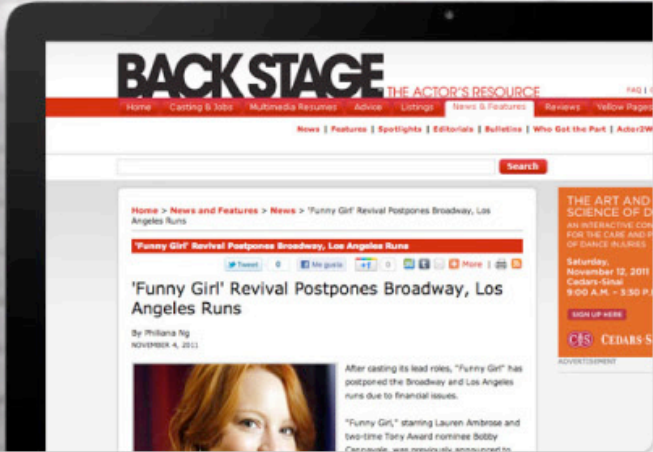
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