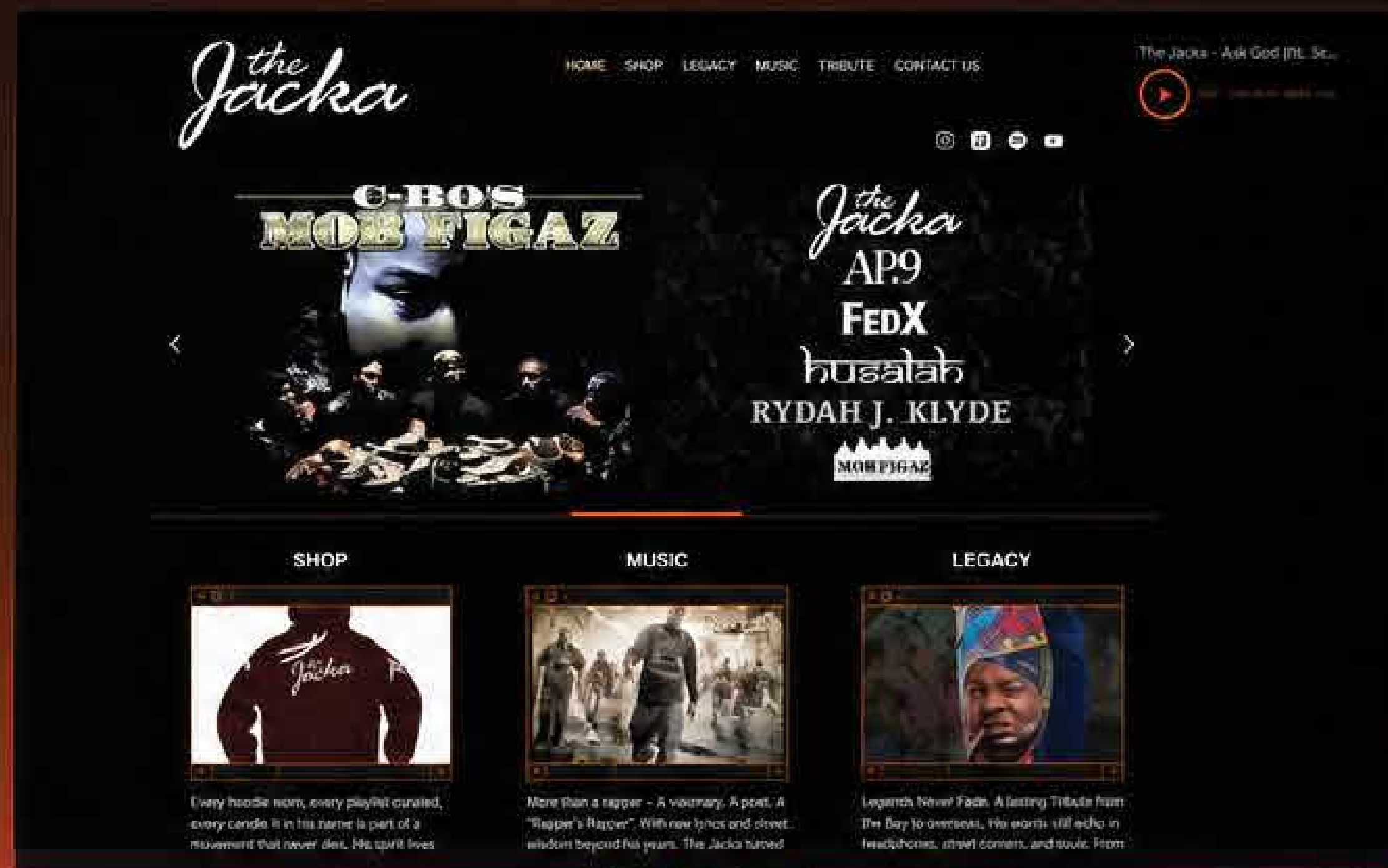




INDUSTRY

Music, Culture & Merchandise

YEAR

2025

PROJECT TYPE

Legacy Platform Design

THE JACKA **LEGACY** IS A TRIBUTE PLATFORM

A digital experience designed to honor the life, music, and influence of The Jacka — preserving his legacy for fans, new generations, and the culture. The platform brings together music, merchandise, stories, and community in one immersive space.

01 —

PURPOSE

To create a meaningful digital space that celebrates The Jacka's legacy, connects his community, and keeps his music, story, and influence alive for generations to come.

02 —

CHALLENGE

The challenge was to design a platform that feels authentic to The Jacka's culture and voice, while organizing diverse content — music, visuals, merchandise, and stories — into a seamless, engaging experience.

03 —

STRATEGY

We focused on a bold, cinematic design approach with a dark aesthetic, powerful imagery, and intuitive navigation. The platform highlights key content, makes legacy stories easily accessible, and creates direct pathways to music, merchandise, and community engagement.

MORE
THAN MUSIC.
A MOVEMENT.

"LEGENDS
NEVER
FADE."

CULTURE
LIVES ON
FOREVER.

*the
Jacka*

THE JACKA LEGACY

Official collections

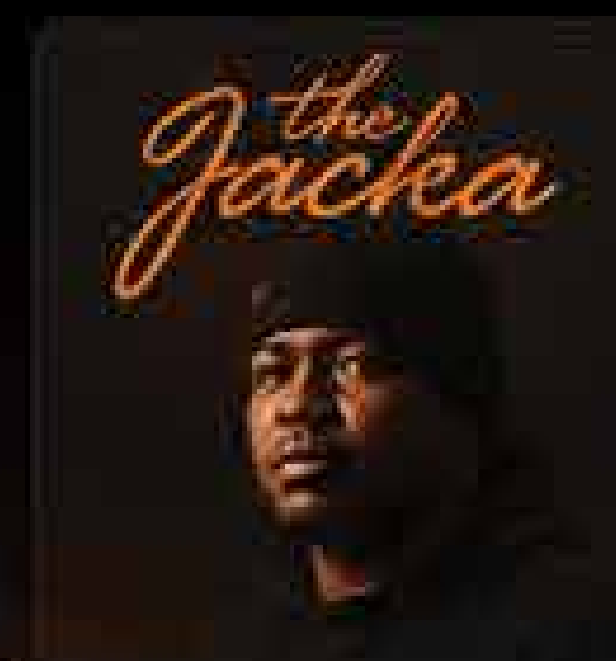
The Jacka collections. Built for legacy.

Represent the movement.
Wear the legacy.

Shop Collections



View All Products



Legacy Lives On

Exclusive apparel and
music honoring
The Jacka's legacy.

100+

Premium
items across
exclusive
collections.

01

Legacy.
One movement.
The Jacka.
Forever.



SHOP EXCLUSIVE COLLECTIONS.

Curated apparel and music inspired
by The Jacka's legacy. Quality pieces
for the real ones who keep the
movement alive.

[01]



JACKA X COOKIES

View Collection

The official Jacka x Cookies
collection. Iconic streetwear.
Limited drops. Real recognition.



[02]



JACKA LEGACY

View Collection

Legacy apparel that honors
The Jacka's impact and
keeps his memory alive
through every piece.



[03]



CAPSULE COLLECTION

View Collection

Exclusive capsule drops.
Limited runs. Premium
quality. For the true fans.





the Jacka

WE HONOR THE JACKA'S LEGACY, STORY, AND CULTURAL IMPACT FOR A NEW GENERATION.

LEGENDS NEVER FADE.

Celebrating the life, music, and influence of The Jacka — a Bay Area legend whose voice, wisdom, and authenticity continue to inspire.

LEGACY IN NUMBERS



LEGACY & IMPACT

The Jacka's music and message shaped a generation. His storytelling, authenticity, and street wisdom left a permanent mark on hip-hop and the Bay Area.

50+

TRIBUTES / STORIES MOMENTS

From fans, artists, and community members keeping The Jacka's name and legacy alive through stories, music, and memories.

97%
LEGACY
LIVES ON

His influence continues to impact fans and artists across generations. The Jacka's voice will never be forgotten.



THE JACKA'S LEGACY STAYS IN MEMORY.

Years Remembered

1977–2015

Forever in our hearts.

Progress: 100%

Cultural Reach

BAY AREA
TO THE WORLD



PHILOSOPHY

The Jacka was more than a rapper. He was a voice for the streets, a mentor to the youth, and a storyteller of real life.

His music gave truth to our struggles and pride to our culture. His legacy is not just in the songs — it's in the people he inspired every day.

We keep his name alive by remembering, sharing, and carrying his message forward.

Explore Tribute

LEGACY



We adapted The Jacka experience for mobile, keeping the same energy, legacy, and visual impact in a compact format.



the Jacka

THE JACKA COLLECTIONS

LEGACY. MUSIC. STREET KNOWLEDGE.

Official merchandise inspired by The Jacka's legacy.
Represent the movement. Keep the memory alive.

SHOP THE COLLECTIONS



LEGACY
HONORING THE JACKA



MUSIC
THE SOUND. THE STORY.



STREET KNOWLEDGE
REAL TALK. REAL IMPACT.

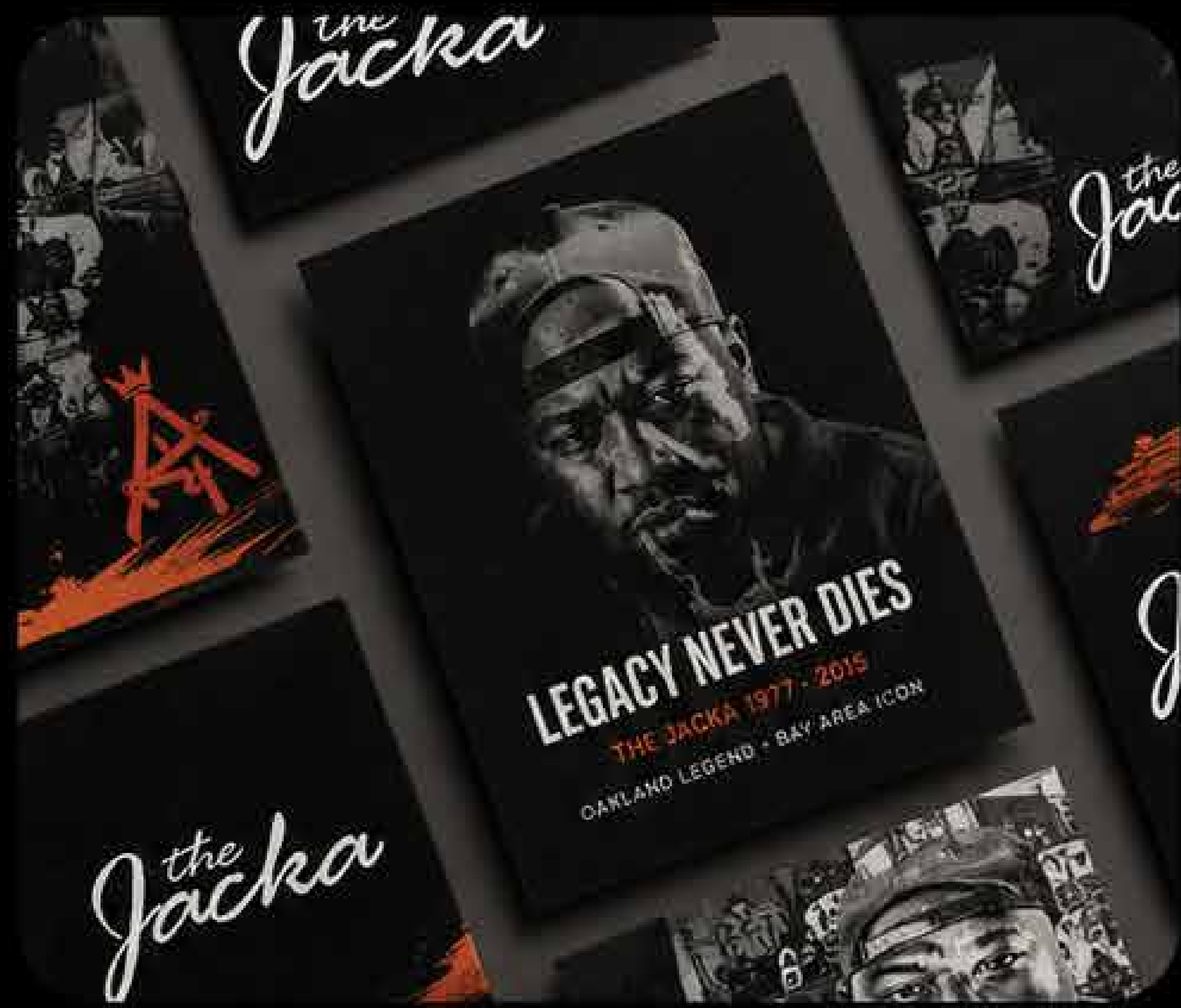


EXCLUSIVE
LIMITED. AUTHENTIC.

HONORING THE LIFE AND
MESSAGE OF THE JACKA



Tribute & Legacy



Tribute

Honoring The Jacka's life, music and legacy through a curated digital tribute featuring his story, artwork, and cultural impact.

Community

A space for fans, artists and the community to celebrate his influence through murals, fan art, and shared memories that keep his spirit alive.

