



Brand Design

Logo Design & Branding

Stylescape



This a breakdown of the complete brand design process from client brief and brand design inspirations provided. The stylescape at the top shows the birth of a rebranded design for Bosso brewery, depicting colour, font, texture, and the possible mood the brand will give to the potential clients.

Logo Concept



Letter C



Letter V



Location Icon



Mark

Icon & Typography



Corporate Typeface

Lato

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789
!@#\$%^&?

Raleway

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789
!@#\$%^&?

Palette

#203468



#F49A22



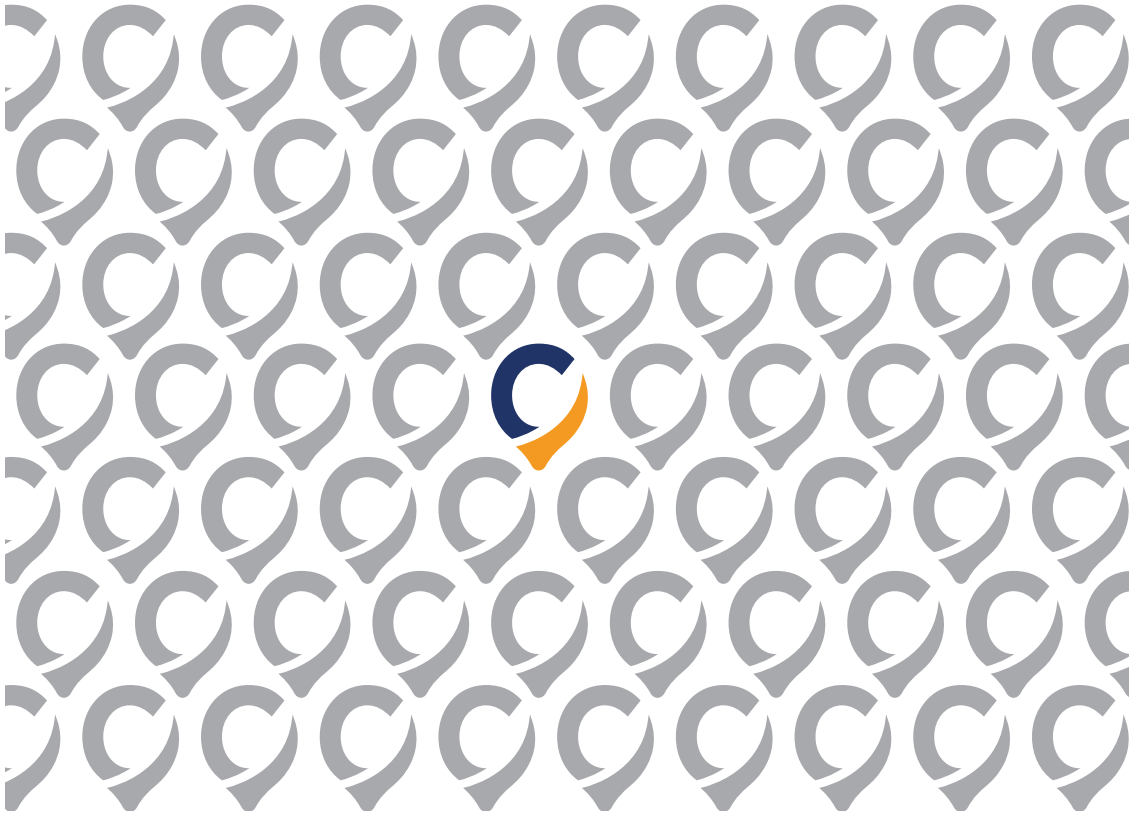
#F7CB1B



#A8A9AD



Corporate Pattern



Imagery





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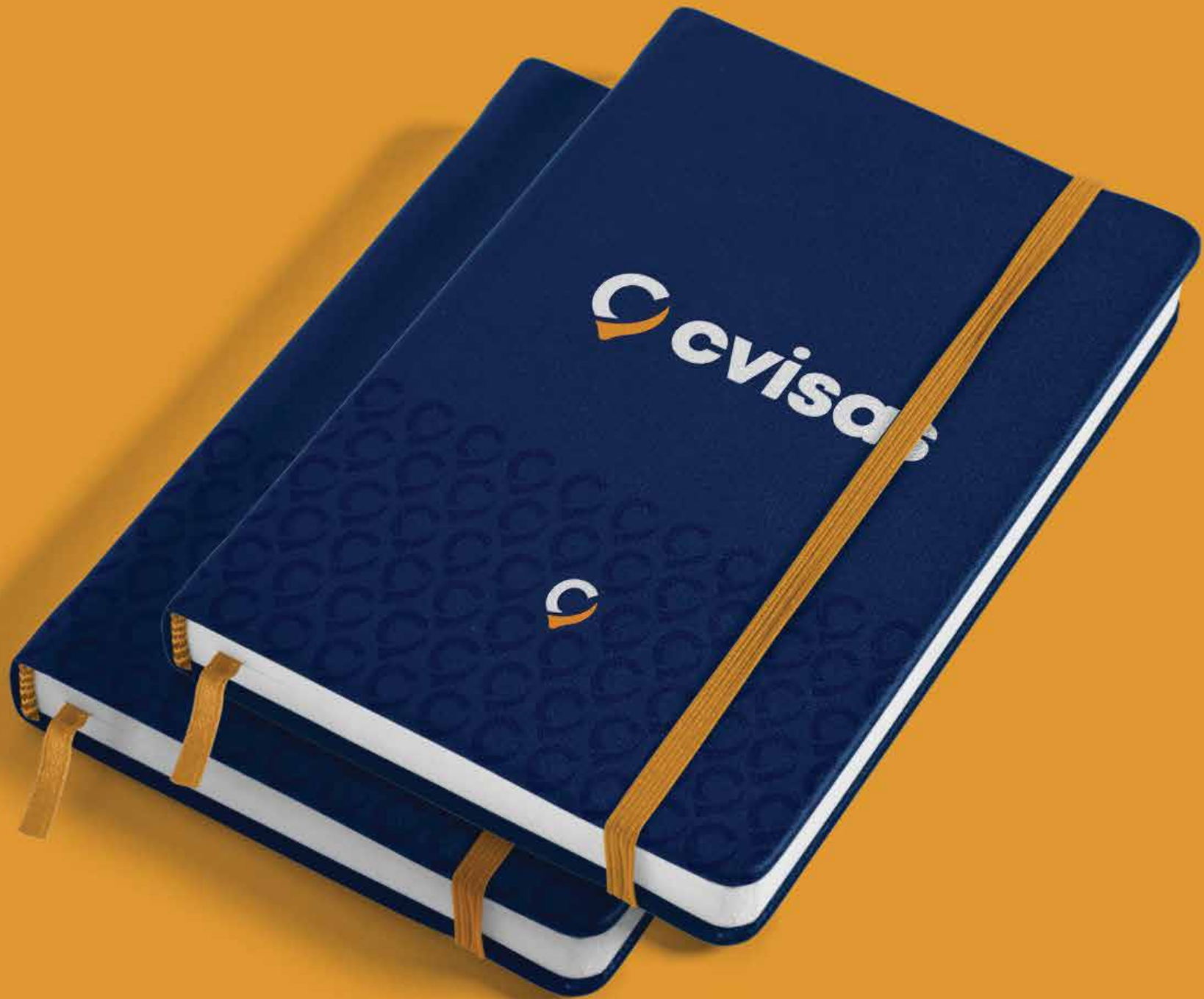


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The logo for Cvivas, featuring a stylized 'C' with a yellow and orange swoosh, followed by the word 'cvisas' in a bold, white, sans-serif font, set against a dark blue background with a repeating pattern of the 'C' logo.

Cvivas



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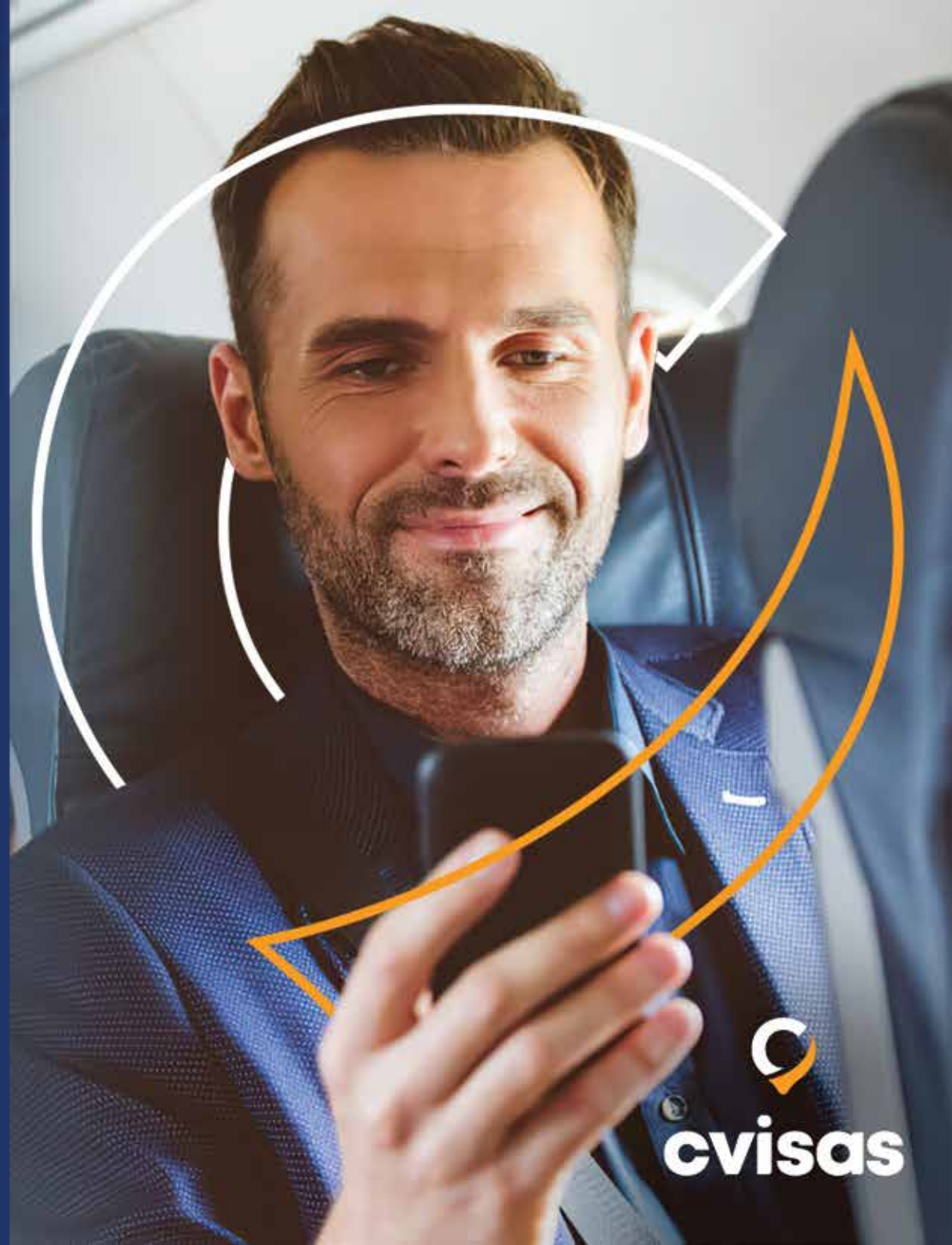

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