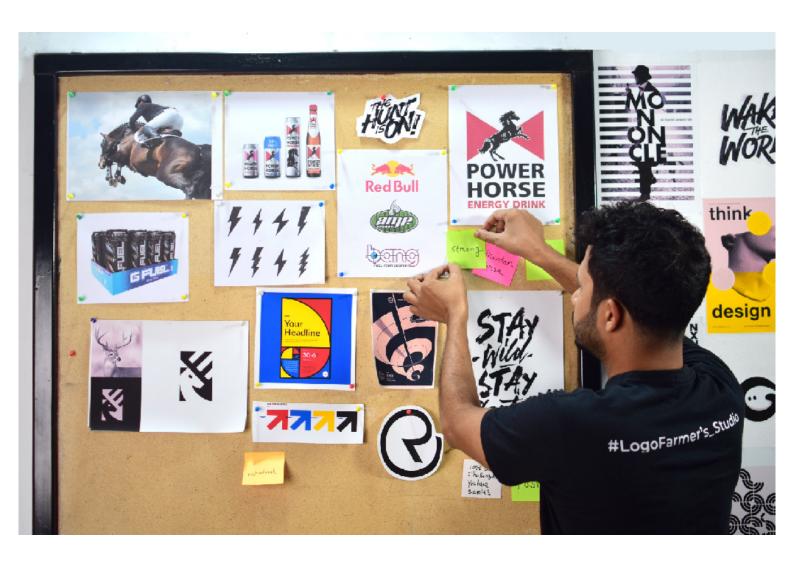


Client Brief: Thunder Horse is an energy drink brand targeting urban and active individuals. The questionnaire reveals their goals: bold, powerful identity, fitting both digital and physical environments.



Moodboard & Research: A visual board featuring reference brands like Red Bull and Power Horse, showcasing inspiration from lightning, speed, and urban energy culture.



Sketching & Concept Exploration: Initial hand-drawn sketches exploring horses, lightning bolts, and the letter 'T' to represent thunder, movement, and strength.



Refinement Stage: So	elected concepts were	refined digitally	to test shape clarity,	balance, and the i	conic feel of the logo.



Final Log	o Design:	The	chosen	design	features	a bol	ld thunder	bolt	forming a	stylized	horse's	head.	Designed	in black
and white	for strong	cont	rast and	d recogn	nizability.									



Mockup:	The logo	applied to	packaging f	or a 6-pacl	k can design	ensuring	consistency	in retail	presentation	and bold
shelf app	oeal.									



Business Card Design:	Typography and	I spacing opt	timized for o	clean, high-end	d branding.	Includes the sl	ogan 'Ride the
Storm' as part of the bra	and voice.						



Stationery & Advertising:	Visual	consistency	applied	across	posters,	letterheads,	notebooks,	and	outdoor	campaigr	is to
establish strong, unified b	rand ic	lentity.									