

Thunder Horse Branding Case Study



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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.

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

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

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Refinement Stage: Selected concepts were refined digitally to test shape clarity, balance, and the iconic feel of the logo.

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Final Logo Design: The chosen design features a bold thunderbolt forming a stylized horse's head. Designed in black and white for strong contrast and recognizability.

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Mockup: The logo applied to packaging for a 6-pack can design, ensuring consistency in retail presentation and bold shelf appeal.

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Business Card Design: Typography and spacing optimized for clean, high-end branding. Includes the slogan 'Ride the Storm' as part of the brand voice.

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Stationery & Advertising: Visual consistency applied across posters, letterheads, notebooks, and outdoor campaigns to establish strong, unified brand identity.