



Featured

Indigo Logo

RENDERED

Variation & detail



BRAND PERSONA

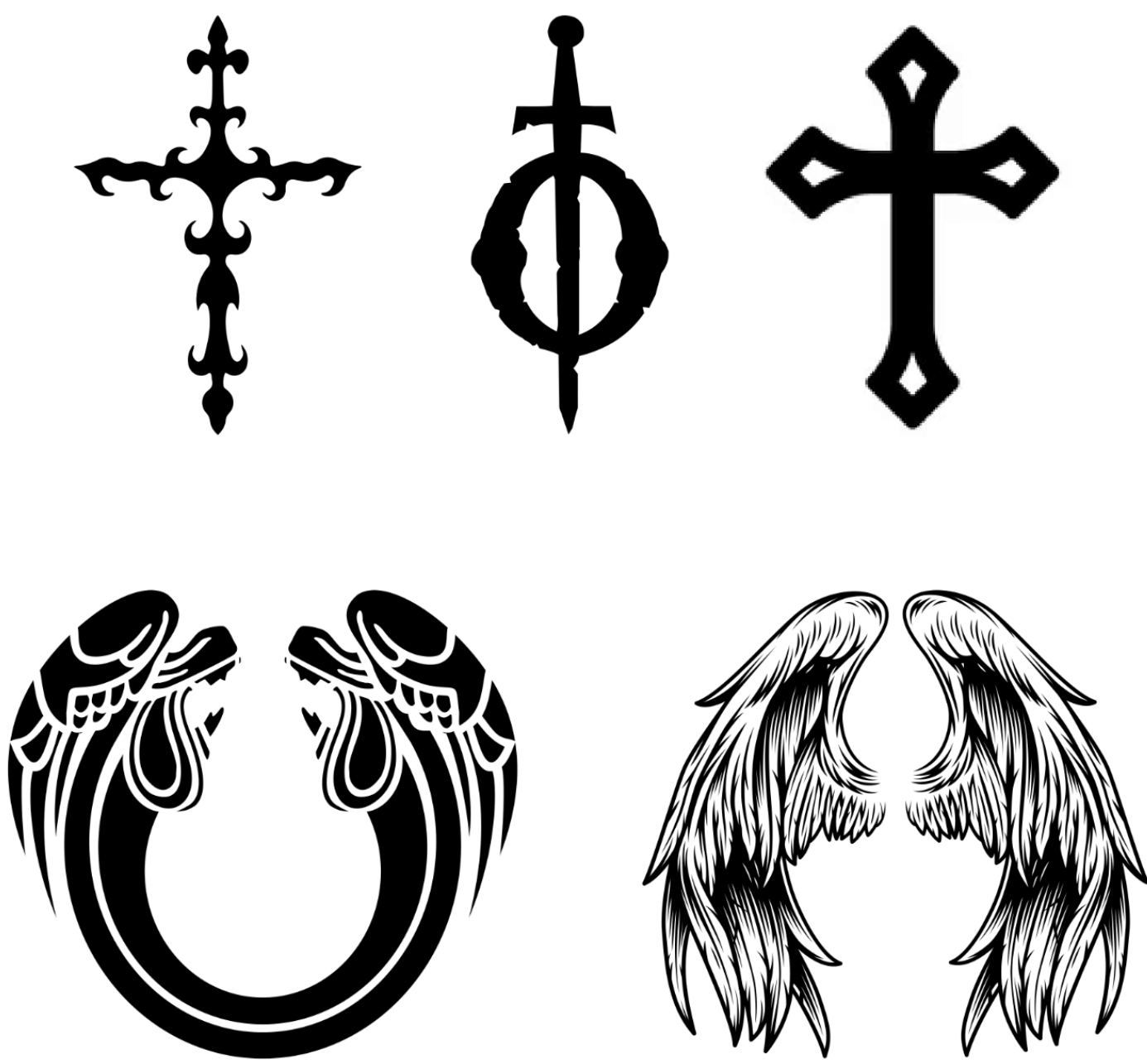
Indigo is not just a fashion brand; it's a movement that combines style with a powerful message of faith. Inspired by the profound belief that Jesus died for our sins, Indigo aims to create clothing that makes its wearers feel chosen by Jesus, just as Jesus chose to give his life for humanity.

KEY WORDS

powerful/faith/beief

DESIGN ELEMENTS

Angels/Depiction of Jesus Christ (any)/Cross/ornamental/sword



Exploring Typography

for such a strong persona, the client made a right choice with the font, but for our design, using the given font as model, following are the typographic explorations, which will be later defined ahead.

INDIGO

Font - Crusades

INDIGO

Font - Andalus

INDIGO

Font - Deutsch Gothic

INDIGO

Font - Zanier

OPTION - 1

for the first option we have chosen the font Deutsch Gothic, and incorporated the design as outlined below, which leads to the final sketch.

INDIGO

Font - Deutsch Gothic

I + T = T

With careful consideration of the Type Anatomy, we infused the cross within the type to make it look more unique.

TNDTGO

this type alone has the potential of becoming a logo with further refining, more options are explored ahead;

TNDTGO

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TNDTGO

the pre-designed font added to another element, which gives a little abstract look, this can also be considered as option.



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exploration of a possible Ident for the brand.



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