

# Branding

These projects involved around a corporate campaign. The first example shows off a logo design for Kenichiro Nishihara, the second for Zilonis, and the third for EVO.



The objective was to create a logo icon for the music artist Kenichiro Nishihara. The design's main element is the artist's initials. The font choice was a round, bubbly text to match Nishihara's genre, jazz. The colors and imagery were picked because his album covers typically have a plethora of life and vibrant colors.