

# Branding

Zilonis had more freedom when it came to creating its content due to its purpose being up to the designer in its guidelines.

I decided the company's purpose was to catalog information about animals due to its name meaning elephant, and the fact that elephants have an excellent memory.

The objective was to create a mock company's logo, stationery package, and an 4-page brochure based around its name.

The name of the company was Zilonis which is latvian for elephant. I wanted the work to have a contrast that emulates an elephants sizeable figure. To create this contrast the colors are primarily in black and white.

