

# Deezer

During the month of January, I held an internship at Base Design in Brussels, Belgium. In collaboration with a small team of designers and writers, we developed the brand positioning and identity for Deezer, a music streaming platform based in France.

The concept is centered around the idea of amplification—the idea that people come to life with music. The brand needed to be able to flex between simplistic and expressive, using words and sounds to show how music feels, and to amplify the persona we create when we put our headphones in.

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Agency  
Base Design

Client  
Deezer

Design Team  
Thierry Brunfaut  
Thomas Leon  
Sander Vermeulen  
Aurélia de Azambuja  
Delphine Volkaert  
Gaston Lafond  
Whitney Badge  
Madeleine Carrucan

Typefaces  
Deezer Condensed (Unreleased)  
Helvetica Bold Extended

# Design Improv

Asking a series of "what if" questions and responding to each prompt visually, iterating until nothing else can be made.