DJ Spikevelli:

Purpose: To create and establish an identity that supports the dynamics of an inspiring disc jockey. This was accomplished by constructing a conservative, yet unique logo. The logo is composed of a bold sans serif font face. The legibility of the chosen typeface helps the audience distinguish one letter from another especially with the creative spin on the letters “K”, and “L’s”. The letter “K” was reversed to effectively create a play button (triangle) with the whitespace between the “I” and “k”. The “l’s” are simulating an equalizer, equipment used to adjust the amplitude of audio signals at particular frequencies. The play button and equalizer element were cleverly crafted into this logo, as they are related to a d-j and their music.

Methods:

* Sketched logo concepts
* Created logo

Services Provided:

* Brand Development
* Logo Design