

OTHER WORK: GRAPHIC DESIGN

KOREAN ADVANCED INSTITUTE OF TECHNOLOGY:
INFORMATION DESIGN 2019

brief:

create an original brand image for a fictional startup dealing in male grooming products, including logo, business cards and a company booklet

approach:

we emphasized natural ingredients, fairness and transparency in our brand design.

many design elements contain imagery related to a more primitive form of masculinity, while still retaining a certain refined elegance.

the goal of this is to conjure the image of a man that is well-groomed and in touch with nature and himself.



the logo:

the logo embodies this approach by showing a bearded man in the shape of a tree with deep roots, visualized in the style of ancient celtic art.

you can view the full booklet [here](#)

