

# A NEW VISION OF BOXING

**BOXING VS ENTERTAINMENT ENDS  
WITH GLORIOUS K.O. ... FOR FANS**

*The Triller Fight Club franchise was created from the ground up through the development of a visual and conceptual identity that debuted in a PPV broadcast where a stadium was transformed into a cinematic set for A-list musicians, actors, and fighters.*





LOGO DESIGN



LOGO VERZUS COLLAB



VISUAL SYSTEM



TYPOGRAPHY DEFINITION

DRUK WIDE HEAVY CUSTOM 30° SLANT

ABCDEFGHIJKLMNOPQRSTUVWXYZ

DRUK WIDE HEAVY

ABCDEFGHIJKLMNOPQRSTUVWXYZ

