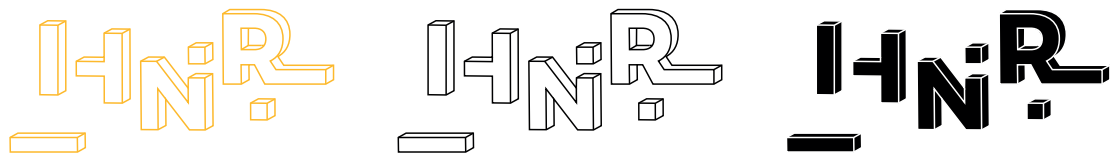
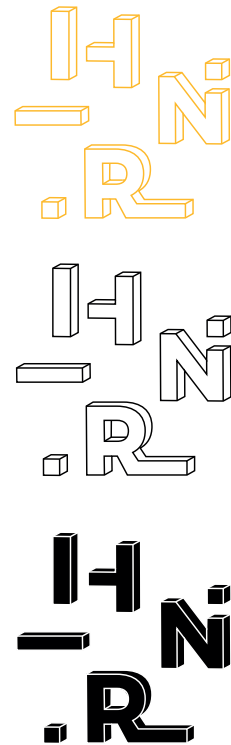


square (1x1)



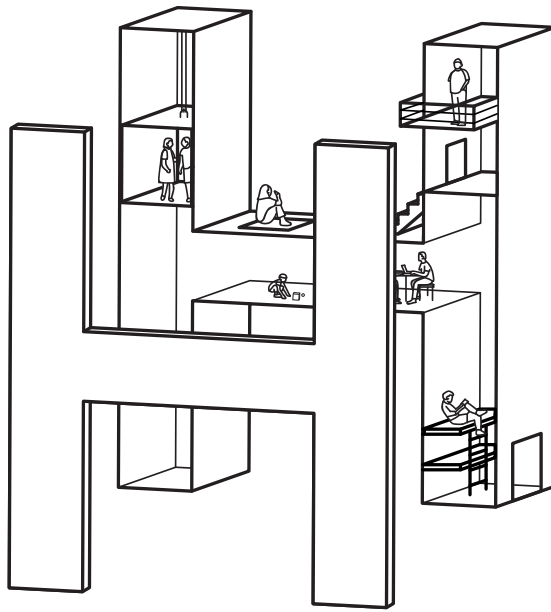
long (9x4)

Logo Rationale

The goal behind Hack & Roll is to encourage 'building' and I wanted to incorporate this mission of the brand into its logo.

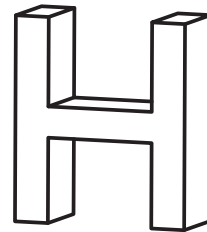
The abbreviation of Hack and Roll - HNR (or is it H&R? I could change that) is created with blocks that are often associated with the act of building. Through this basic form of building with something as simple as blocks, it reflects the core values of HNR which is to just **build** regardless of complexity or wow-factor. This also promotes a more inclusive mindset that even the most basic form of building is welcomed.

The deconstructed pieces hovering around the logo creates motion in the otherwise still logo. The blocks that complete the letter when put together also represents the idea of community and how the bits and pieces created by the individual help to form the HNR community.



HACK & ROLL

large



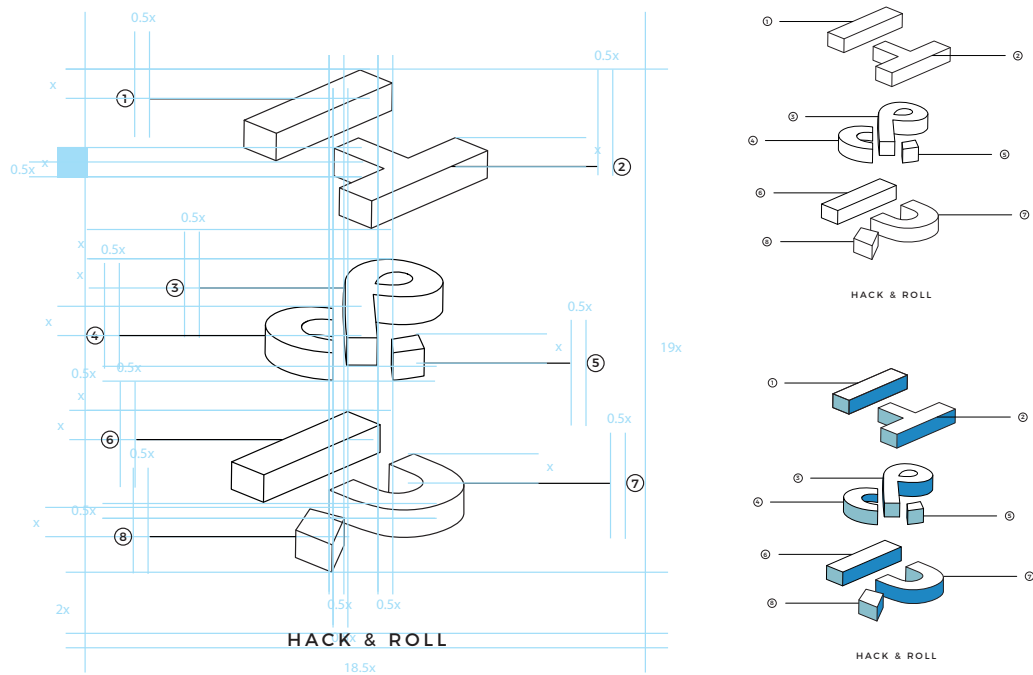
HACK & ROLL

small

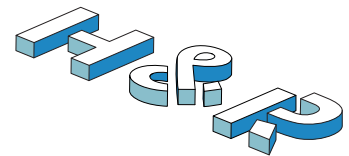
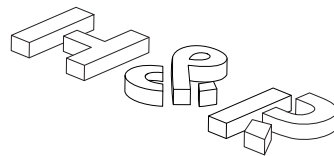
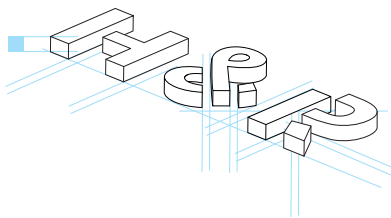
Logo Rationale

Featuring a cross-section of the letter H (in **H**ack & roll) with 2D people working/socialising/eating, basically the essence of what Hack & Roll is. With the amount of illustrative details inside the H, it might not work as well as a logo than an accompanying visual element. Keeping in the mind that the details might get lost when the logo is shrunk down, it would only be recommended to be on a larger print such as t-shirt.

For a smaller variation, which could be used as the logo, I kept the 3D look to it but removed the details entirely thus creating a similar visual that is still recognizable as related to the large version while not compromising the visibility.



large



small

Logo Rationale

Focusing again on the 'building' side of Hack & Roll, I took elements from exploded-view drawings which are often in manuals to show the order of assembly of various parts. These parts come together to form the abbreviation of Hack & Roll, H&R.

As with the intention of manuals which is to assist the user in building something, this logo reflects H&R mission which is to also assist people in building a product.

For a simpler look for smaller application, the small logo (on the bottom) would be recommended while the large logo (on the top) could be used as a visual element for t-shirts.