

# School of Practical Philosophy Rebrand

## Objective

“Can you make our brand look less, um, cult-ish?”  
(actual prompt)

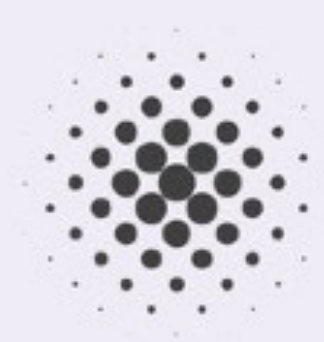
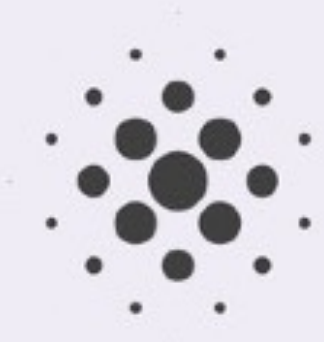
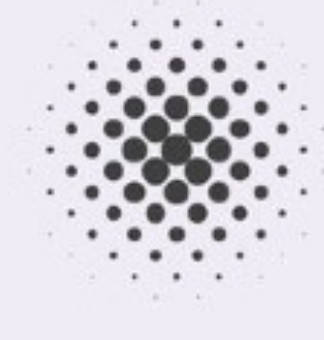
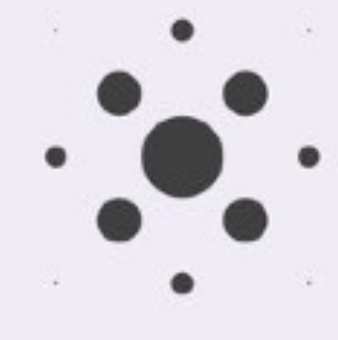
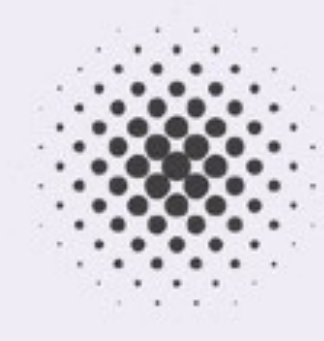
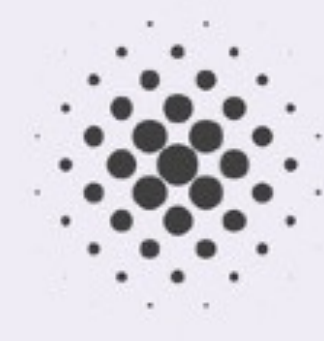
## Insight

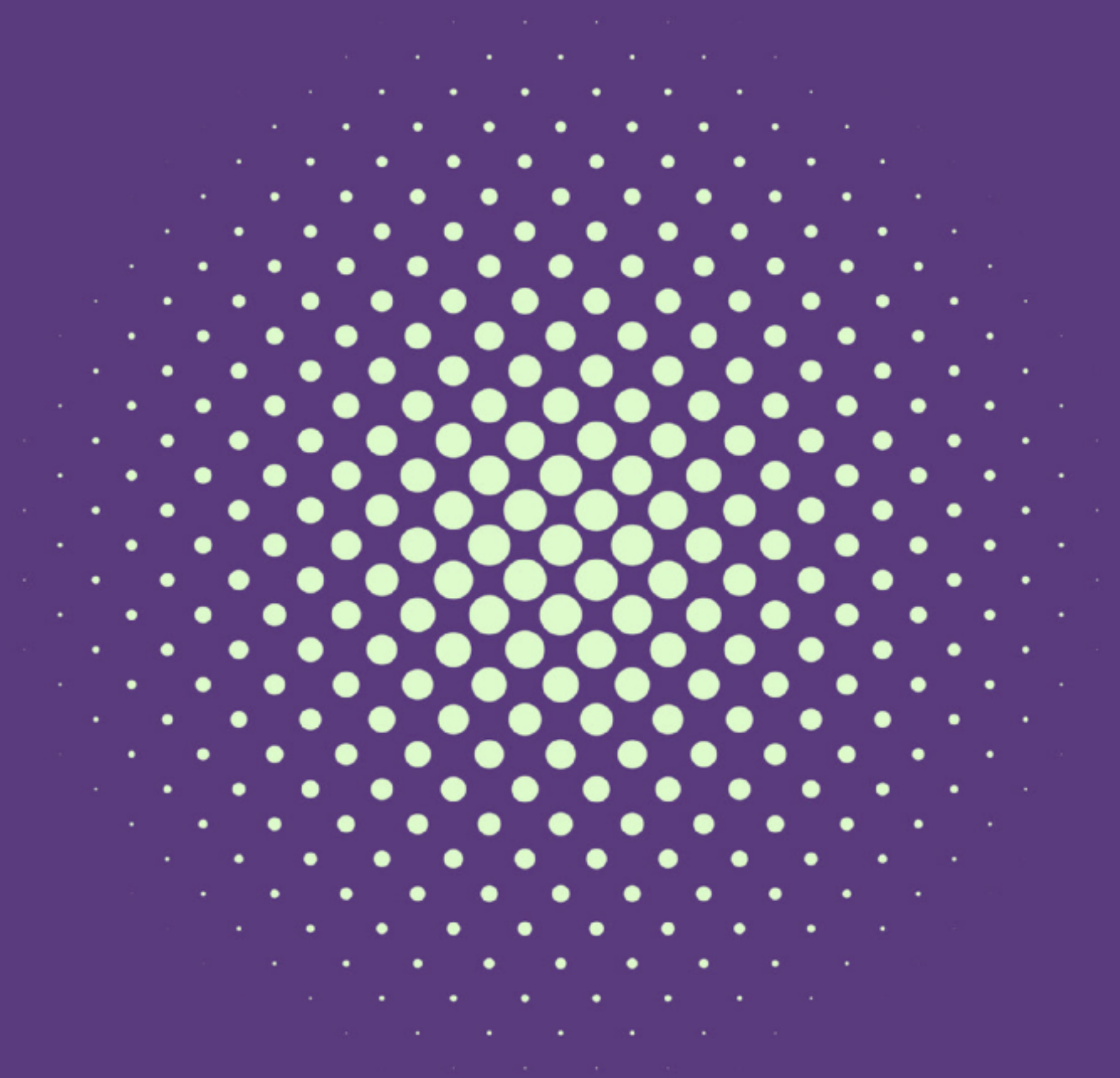
Practical philosophy was simply described by the founder as spotting a light in the darkness, then utilizing it to find your way.

## Solution

We created a dynamic identity that locks up a new structured wordmark with a “light source” created from dot matrix filter. Through an aperture effect, the brand can focus its light from different distances, animating its enlightening content.

I’ve written about my experience working on this rebrand [here](#), on Medium.





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