

Year: 2023

Service: logo design

We opted for a minimalist approach in designing the logo for a jewelry brand based in Germany. The result is a delicate and elegant stylized diamond-flower shape, featuring thin lines that exude sophistication. The golden color of the design reflects the brand's focus on jewelry. Typography is curated using a trendy combination of regular font paired with italics, enhancing the overall aesthetic with smooth forms and dynamic elements, further reinforcing associations with high-quality jewelry products.

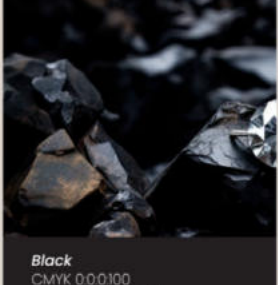
The logo boasts a clear, clean, and modern design, precisely as requested by the client. Its versatility allows for integration across various formats, including print and digital media. The client successfully implemented the logo across the brand's website, social media platforms, and flyers, showcasing its adaptability and effectiveness across different channels.



White
CMYK 0000
Pantone White C/U
HEX #FFFFFF



Gold
CMYK 2040670
Pantone 673 C/U
HEX #C95555

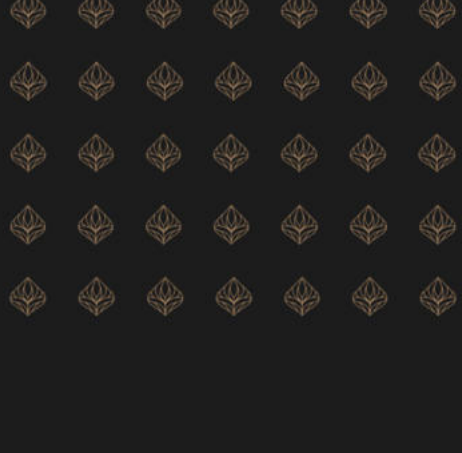
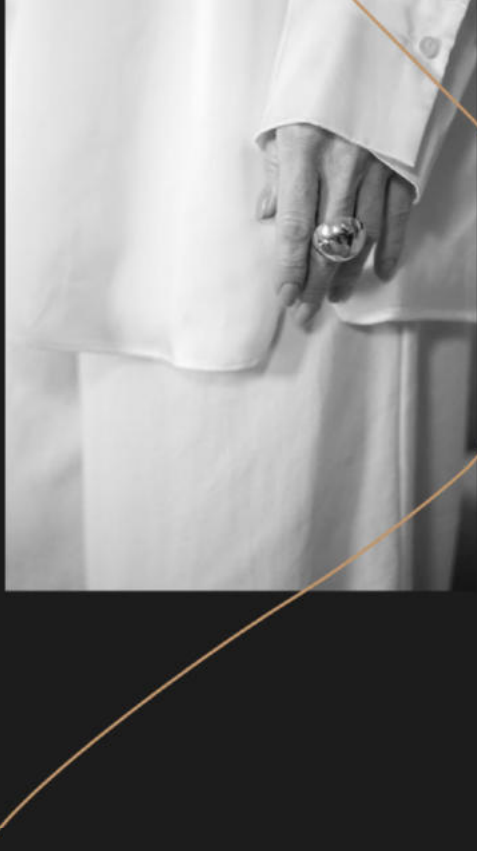
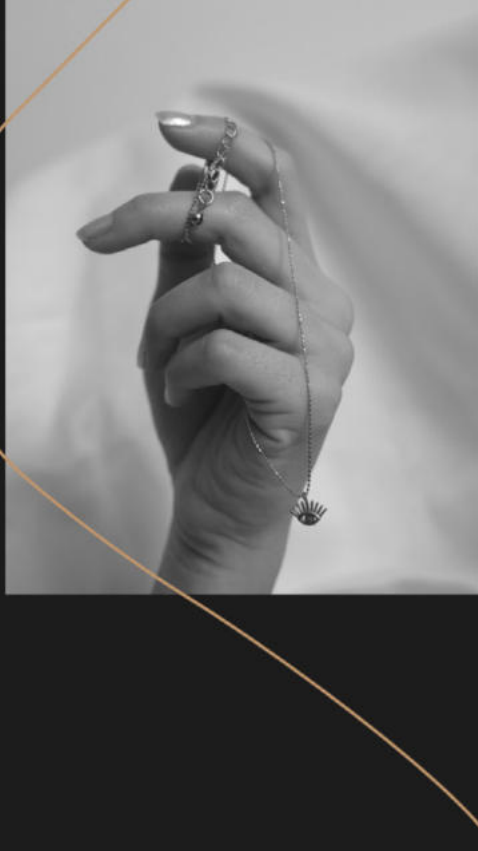


Black
CMYK 000100
Pantone Black C/U
HEX #2B2F2D



The logo was delivered with both transparent and white backgrounds, ensuring its adaptability across different contexts. Additionally, an animated version of the logo was created to add dynamic visual appeal. A concise logo guideline was also provided to ensure consistent usage and maintain the overall brand style.

The logo and key visual elements of the brand can be easily integrated into the products and branded packaging, ensuring consistency and reinforcing brand identity across all touchpoints.



Created in 2023

Project development period: 3 weeks

Project team:

Personal Account Manager of the project, Art Director, Brand Designer

Technology:

Design thinking, Methodology, Coloristics

Project support:

Project road map creation, disk space, creating a work chat, storing files, organizing online conferences with meeting minutes

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