

# VOICE OF SUBCULTURES

SCHOOL & STUDIO



## Cicada

Logo redesign for the Cicada Studio

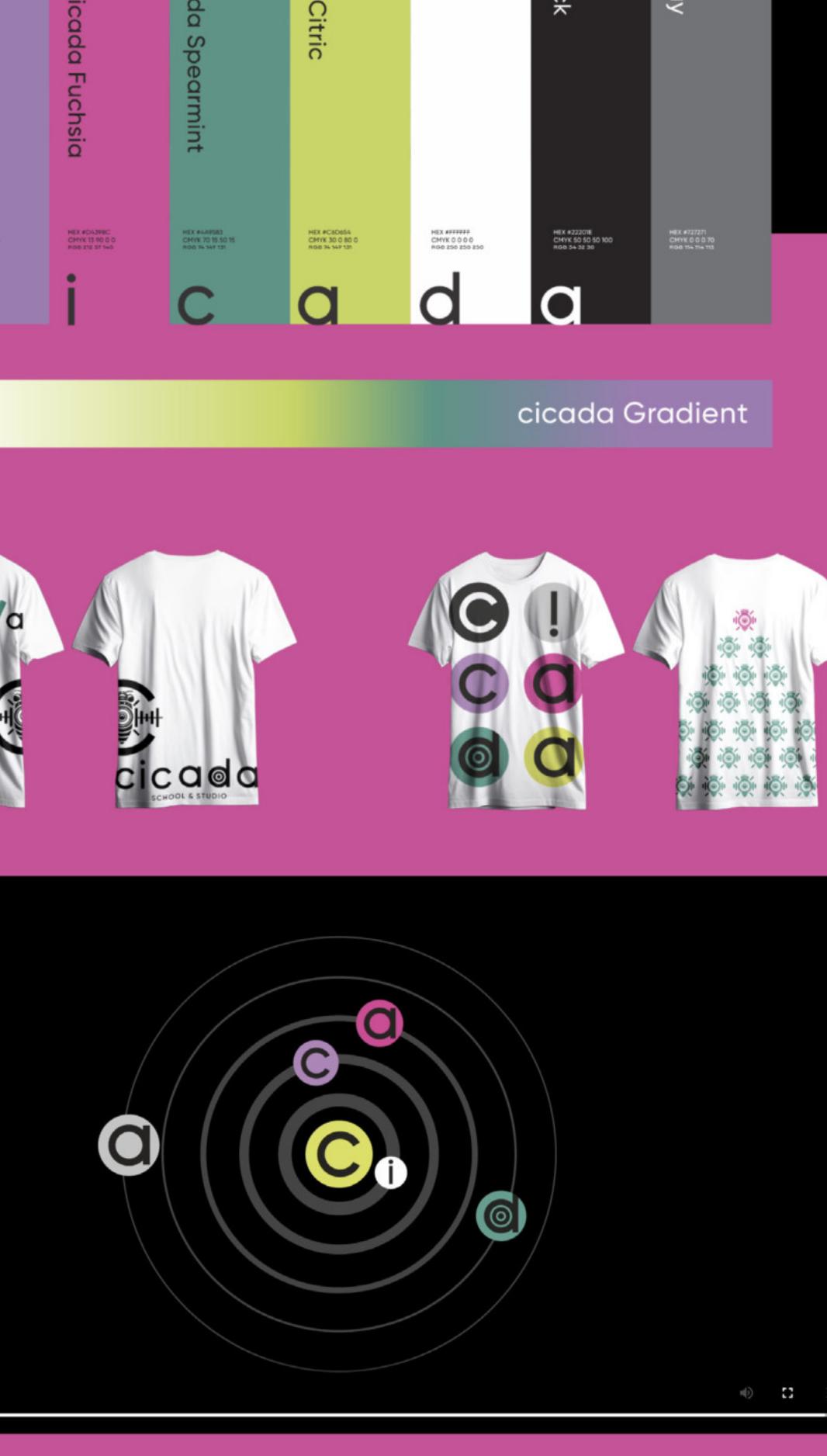
Developed in 2024

Our task was to update and actualize the logo for the company specialized in innovative technologies to improve and optimize business processes.

First we analyzed the existing trends (conducted a series of studies to understand which visuals reflect company's passion and commitment to innovation at the best). We went through many concepts and design decisions to create a logo that in our opinion perfectly represents Cicada values and spirit.



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Created in 2024

Project development period: 4 weeks

Project team:

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

Technology:

Design thinking, Methodology, Coloristics

Branding

Key visual

Logo

Project support:

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

