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## { Alpha Digital }

Alpha Digital is a company specializing in the automation of processes in sales, marketing, and business development. It helps brands expand their audience and strengthen their market presence through the implementation of next-generation technological systems.

Our task was to create a design system that would reflect the company's values and its innovative character. It was important to emphasize the technological and progressive nature of the brand while maintaining simplicity and clarity in the visual language.

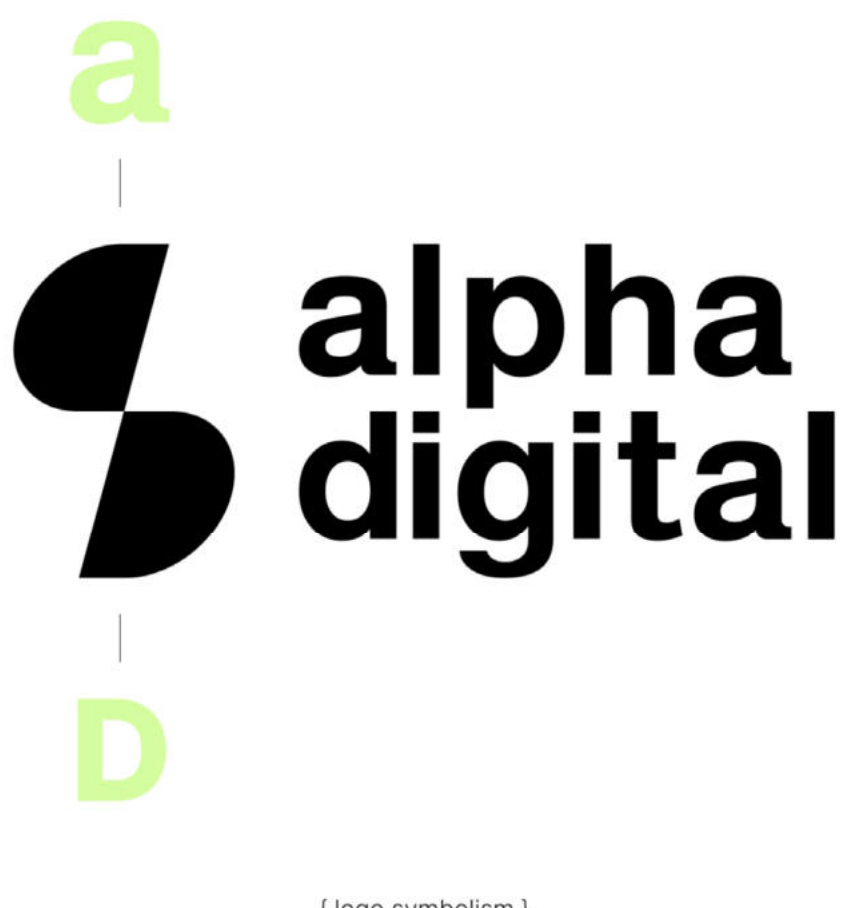
## { Concept }

After analyzing several directions, we chose a modern and minimalist style. The foundation was built on clean geometric shapes, a restrained yet expressive color palette, and a focus on clarity and functionality. This visual approach allows the brand to appear confident, technological, and contemporary, inspiring trust among its target audience.

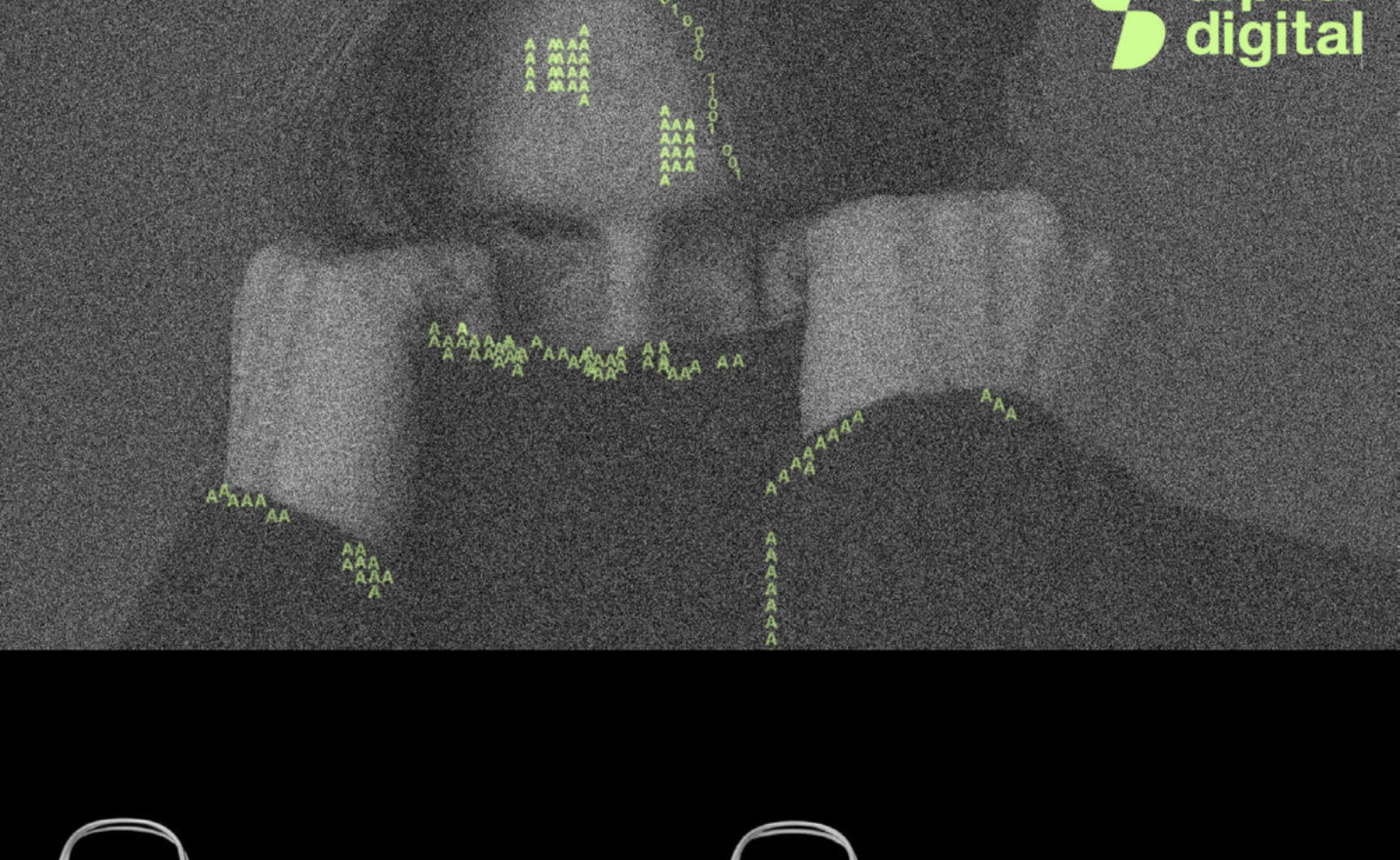
## { Result }

The final work is a design that highlights the dynamism and innovativeness of Alpha Digital. It conveys the image of a company that thinks on a large scale, moves forward with confidence, and shapes the future of its industry.

Year: 2024  
Service: Logo design, Branding



{ logo symbolism }



## { typography }

The primary typeface chosen for the project was Chivo. Its minimalist and contemporary character, combined with a subtle reference to code typography, reflects the company's field of activity.

This choice emphasizes the technological direction of Alpha Digital, highlighting its modernity and relevance.

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## { colors }

The main color of the project is a muted shade of green. This tone is closely associated with programming and technology, while its subdued character adds a sense of modernity and sophistication.

Complementary colors — black and white — support the minimalist concept, ensuring clarity and balance within the visual system.



Created in 2024

Project development period: 2 weeks

Project team:

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

Technology:

Design thinking, Methodology, Coloristics, Merchandising rules, Building planograms

Branding

Logo

Project support:

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

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