

UNDERWOOD GLOBAL COMMUNITY



Rebranding of UGC

By Kurea Tachiiri



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Club Image

UGC Club Image

Compared to other major clubs in UIC, I believe UGC stands as a very entertaining, chill and easy-going club that has a welcoming environment.

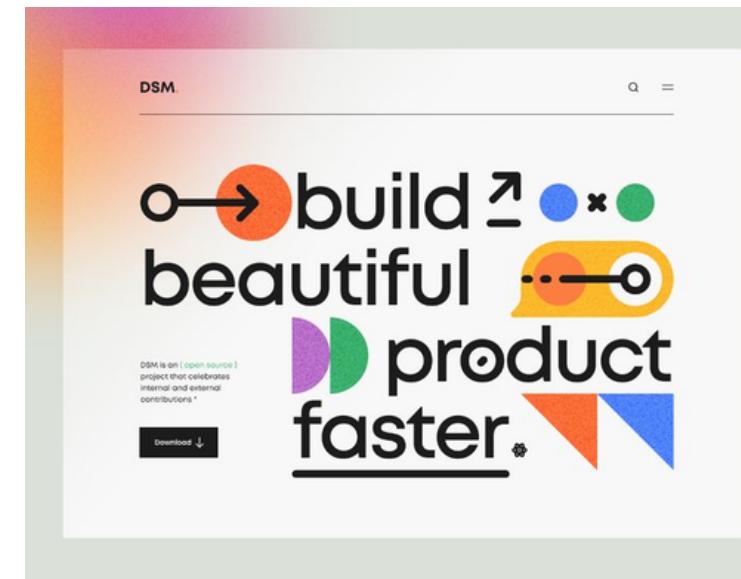
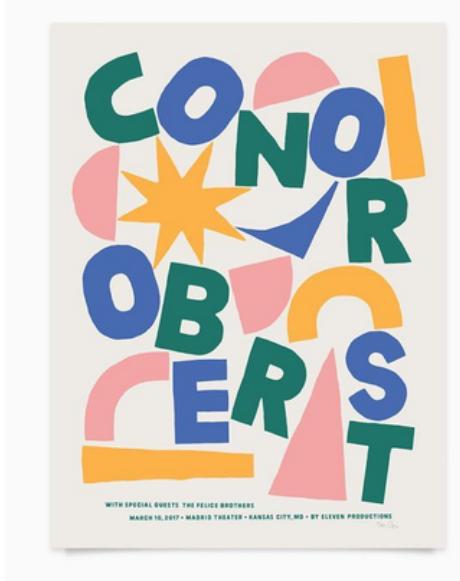
UGC Club Concept

As it stands as a student club with people from different backgrounds and ethnicities, I believe that the concept it can have is “**self-expression**” and “**uniqueness**”

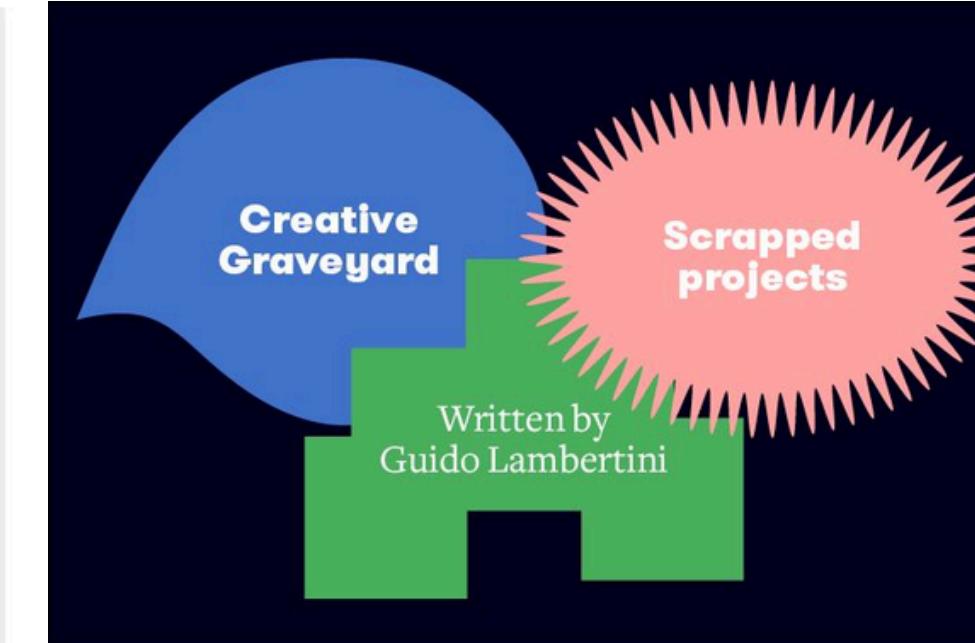
Concept Introduction

“Playful Modern”

UGC will have a playful modern concept: which involves abstract shapes, playfulness, and use of vibrant colors but also a mixture of modern simplicity to balance entertainment and professionalism. The use of diverse shapes will represent the variety and inclusivity that define UGC.



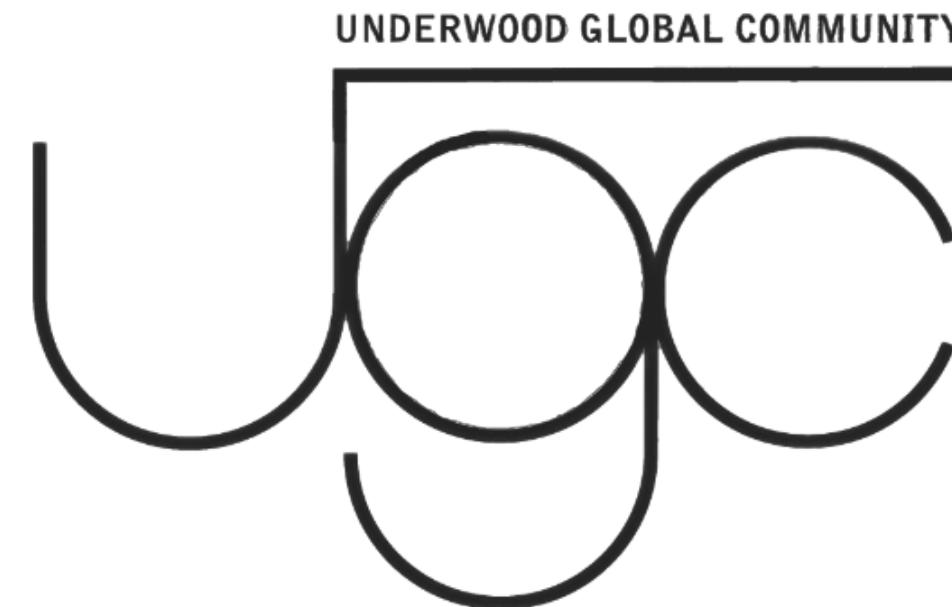
Additional Moodboard



Logo Change

Goal

Considering the current club image of UGC, the logo does not capture the vibrant and lively energy that could be felt through our events, and moreover the playful tone of our event posters. To better reflect the club's spirit, the new logo should integrate more elements that emphasize entertainment and fun, while still retaining key aspects of the original design.



Final Logo Design (Full)

Key Words

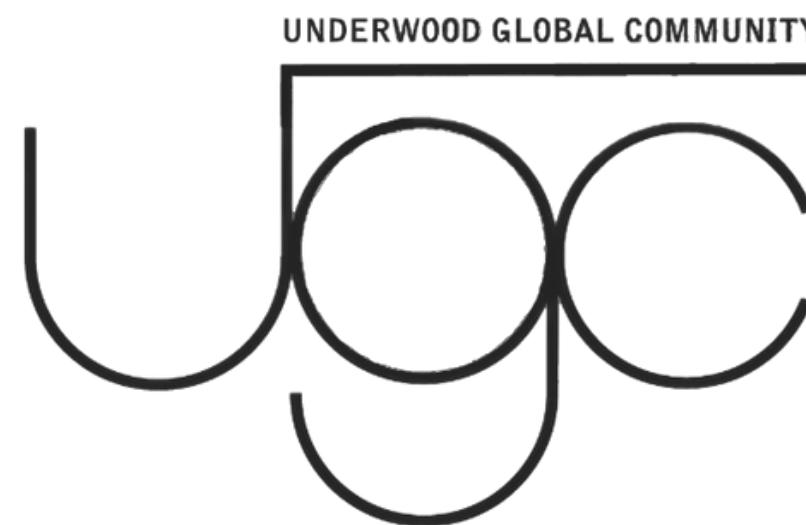
Minimalistic

Playful

Colorful

Geometric

Clean



For Profile Picture Use



Explanation

The altered logo has a thicker typeface, showing more presence and boldness of the club. Aligned more with the “playful modern” design concept, it utilizes geometric typeface that focuses on cleanliness and balance. By using rounded typeface, the design keeps the original logo's essence, ensuring a smoother transition while evoking a sense of nostalgia and avoiding a drastic change from the original.



With Color



Alternatives



Applied Design



Visual Identity

Typography

Korto Font Family

A B C D E F G H I J K L M N O P Q R S T U V X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z

Futura Condensed Medium

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z

Color Palette

Key Words

Bold

Vibrant

Softness

