

## BRANDING



### BRANDING DESIGN

## JEROME



### PURPOSE & CONCEPT

Developed a dynamic and professional brand identity for Jerome Badminton Academy, a premier training center for aspiring athletes. The concept centers on energy, movement, and precision, captured through a bold logo of a player in action and a clean visual language that reinforces discipline and performance.

### DESIGN APPROACH

The branding uses a confident blue and red palette—blue for trust and focus, red for passion and vitality. The logo integrates a silhouette of a badminton player with circular motion lines to evoke momentum. The visual system is applied consistently across business cards, letterheads, and stationery. Clean typography, structured layouts, and branded accents create a cohesive and credible identity. Supporting elements, including custom iconography and precise grid alignment, reinforce professionalism and clarity.

### RESULT

A robust, contemporary identity that positions Jerome Badminton Academy as a trusted and inspiring place to train. The branding presents a unified image across print and digital touchpoints, enhancing recognition and conveying a sense of movement, dedication, and excellence.

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### BRANDING DESIGN

## iPLUG



### PURPOSE & CONCEPT

Designed a strong, modern brand identity for iPlug, an electrical solutions company. The concept focuses on delivering clean, simplified power, captured through a bold, grid-based logo that merges the letter "I" with a plug symbol. The tagline "Power Simplified" reinforces accessibility, clarity, and trust in the brand's core promise.

### DESIGN APPROACH

The branding utilizes a dynamic blue and orange color palette—blue signifying reliability and precision, orange representing energy and innovation. The logo was designed with visible grid structure to highlight balance and technical precision. Applications span across packaging, billboards, wall-mounted signage, business cards, mobile UI, dashboard interfaces, and a custom logo pattern, creating a seamless visual ecosystem. Typography is clean and confident, amplifying brand authority.

### RESULT

A bold and cohesive identity that reflects professionalism, innovation, and ease of use. The brand system positions iPlug as a trustworthy and future-ready electrical brand, with consistent visual expression across both physical and digital environments.

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### BRANDING DESIGN

## PIXIE



### PURPOSE & CONCEPT

Designed a modern, minimal brand identity for Pixie, a tech company focused on innovation and connectivity. The logo's stylized "X" symbolizes digital networks and smart tech.

### DESIGN APPROACH

Used soft geometric backgrounds with bold typography for contrast. A clean pink and cream palette adds approachability, while tech-inspired icons reinforce Pixie's futuristic edge across print, packaging, and digital assets.

### RESULT

A sleek, standout identity that balances tech sophistication with visual warmth, positioning Pixie as an innovative, user-friendly brand in the digital space.

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