

alco re-branding

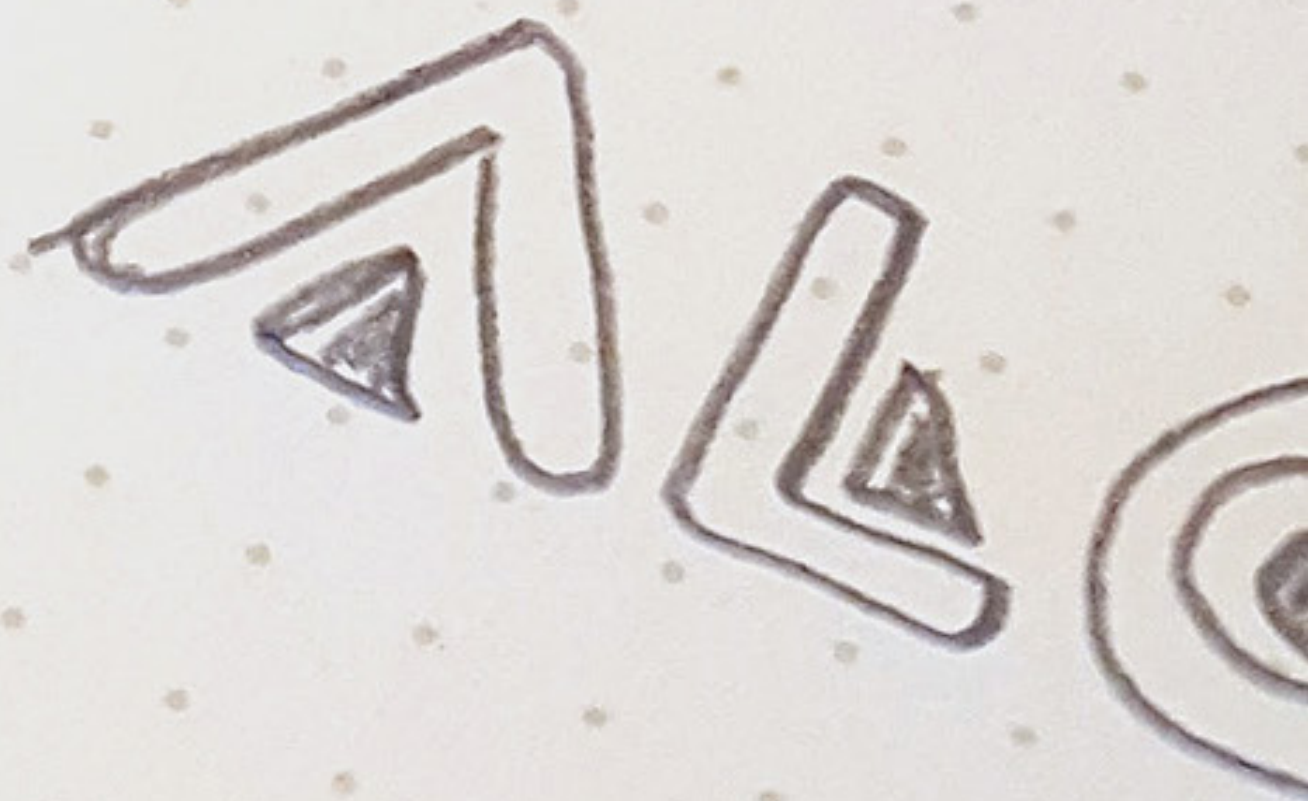
case study



initial sketches

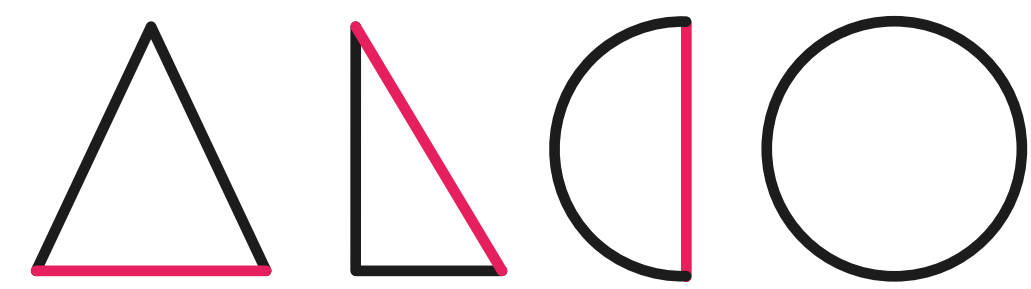
Handwritten sketches and text on a grid background. The sketches include various geometric shapes and symbols, such as triangles, rectangles, and circles, some with internal lines or dots. The text includes the word "alco" written multiple times, a circled letter "A", and other illegible markings.



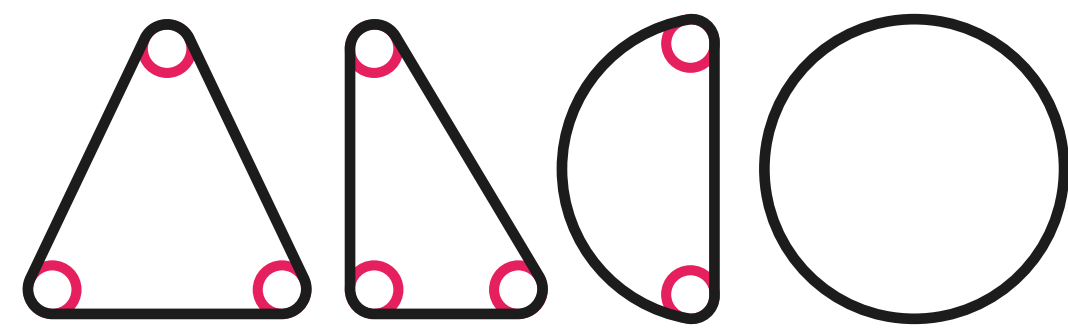


thought process

ALCO







ALCO

ALCO



logo definition



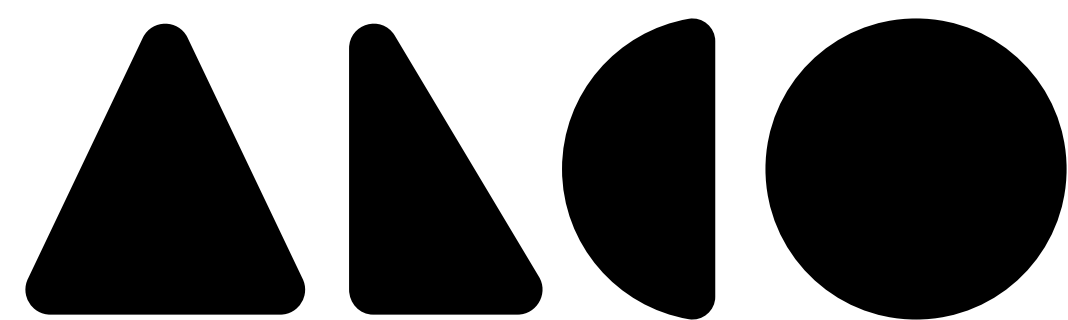








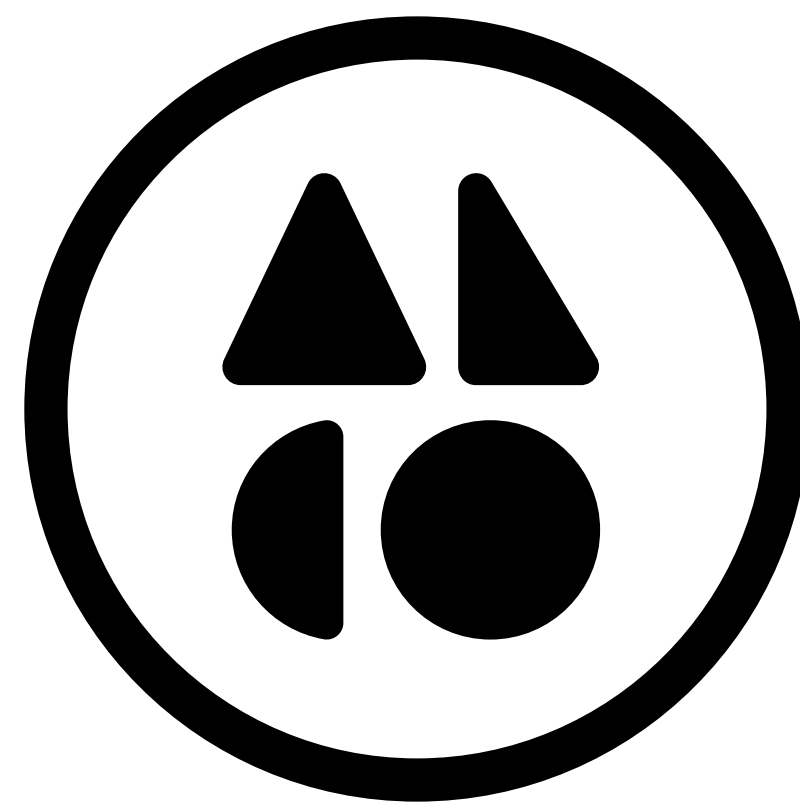


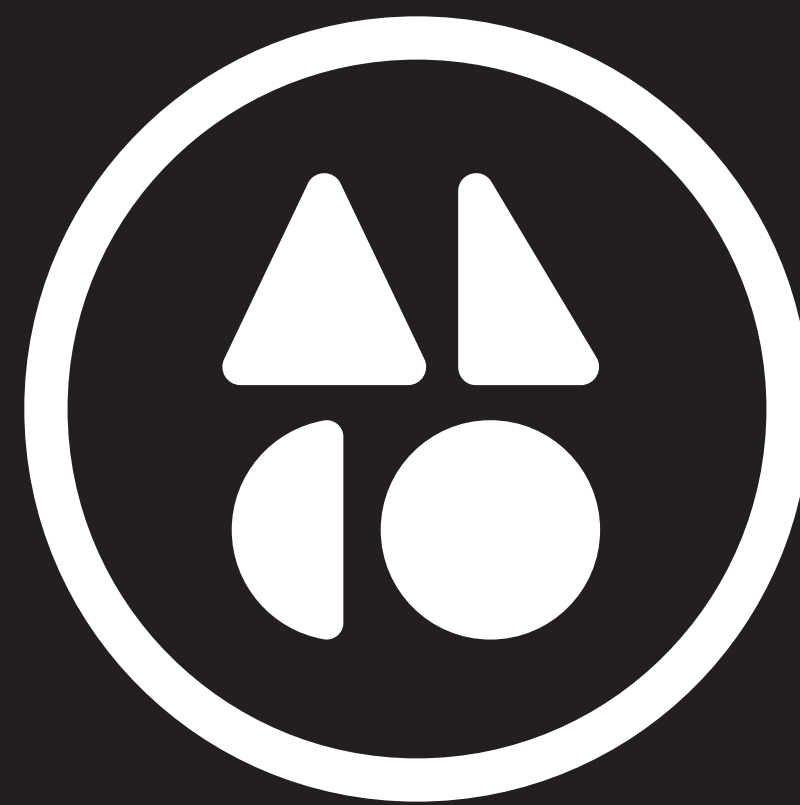










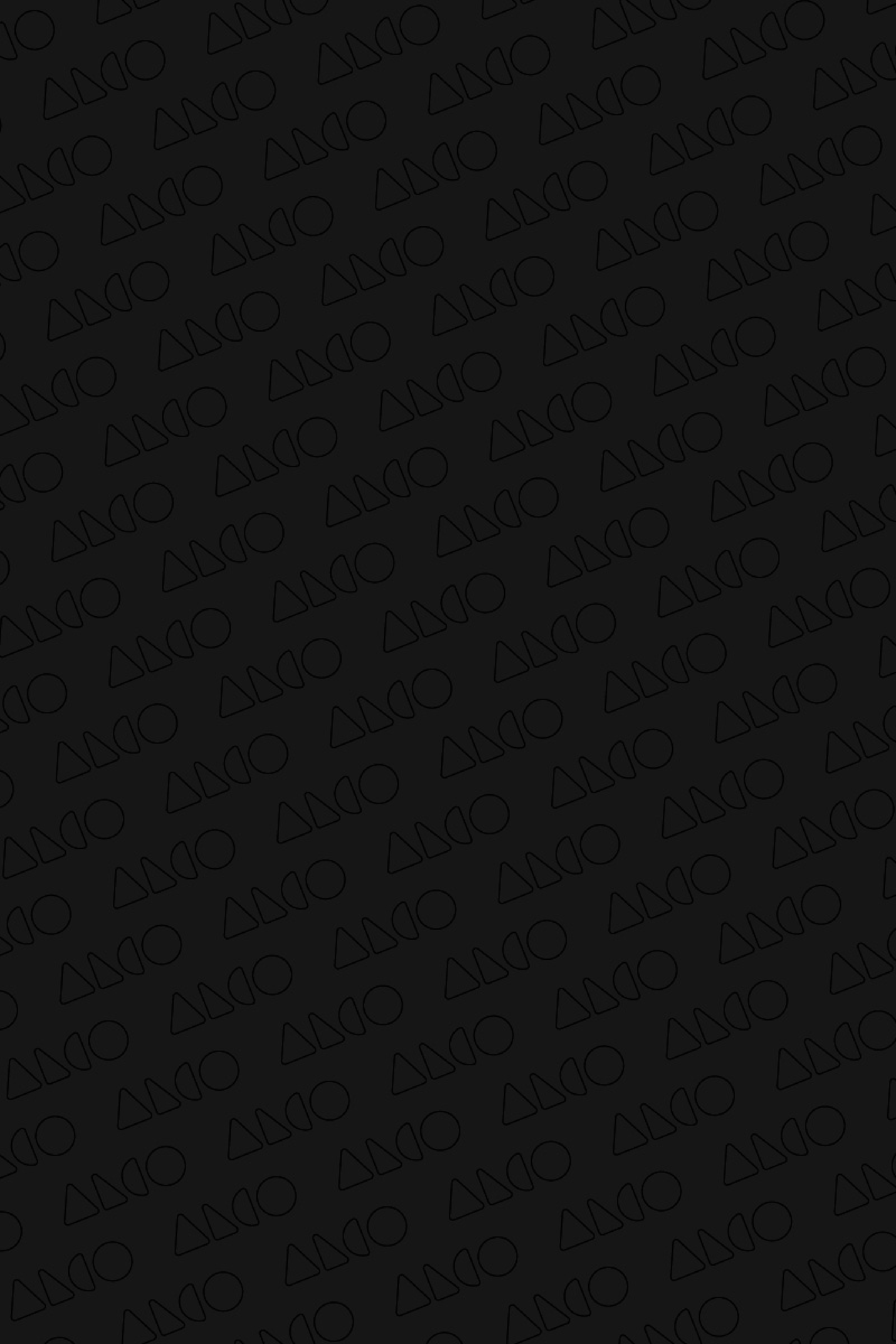


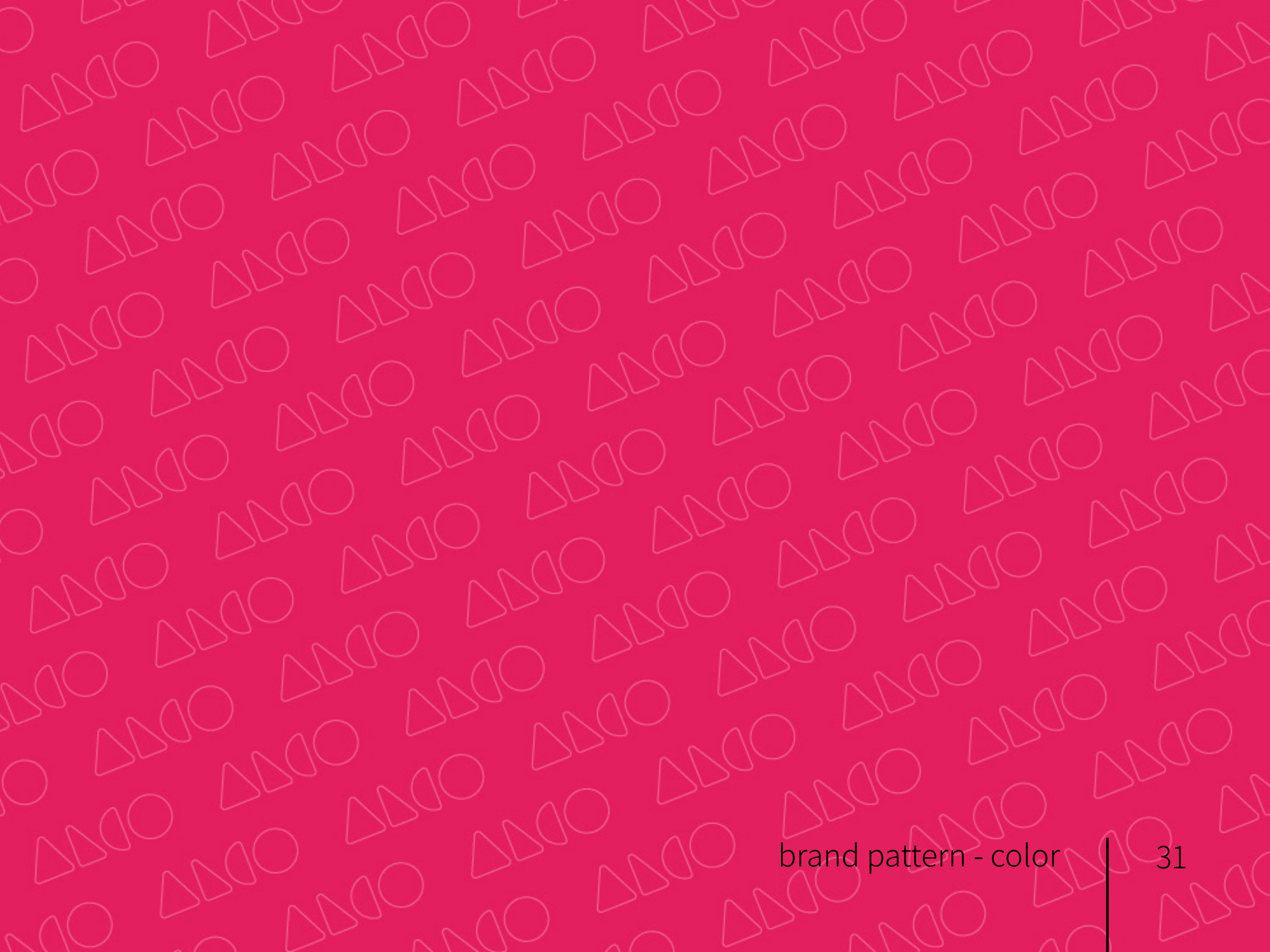






core branding elements





Noto Sans Light

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0123456789!"#\$%&/()=?*{}:"<>?\[];' ,./
中国信也与此排版工作

Noto Sans Bold

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中国信也与此排版工作

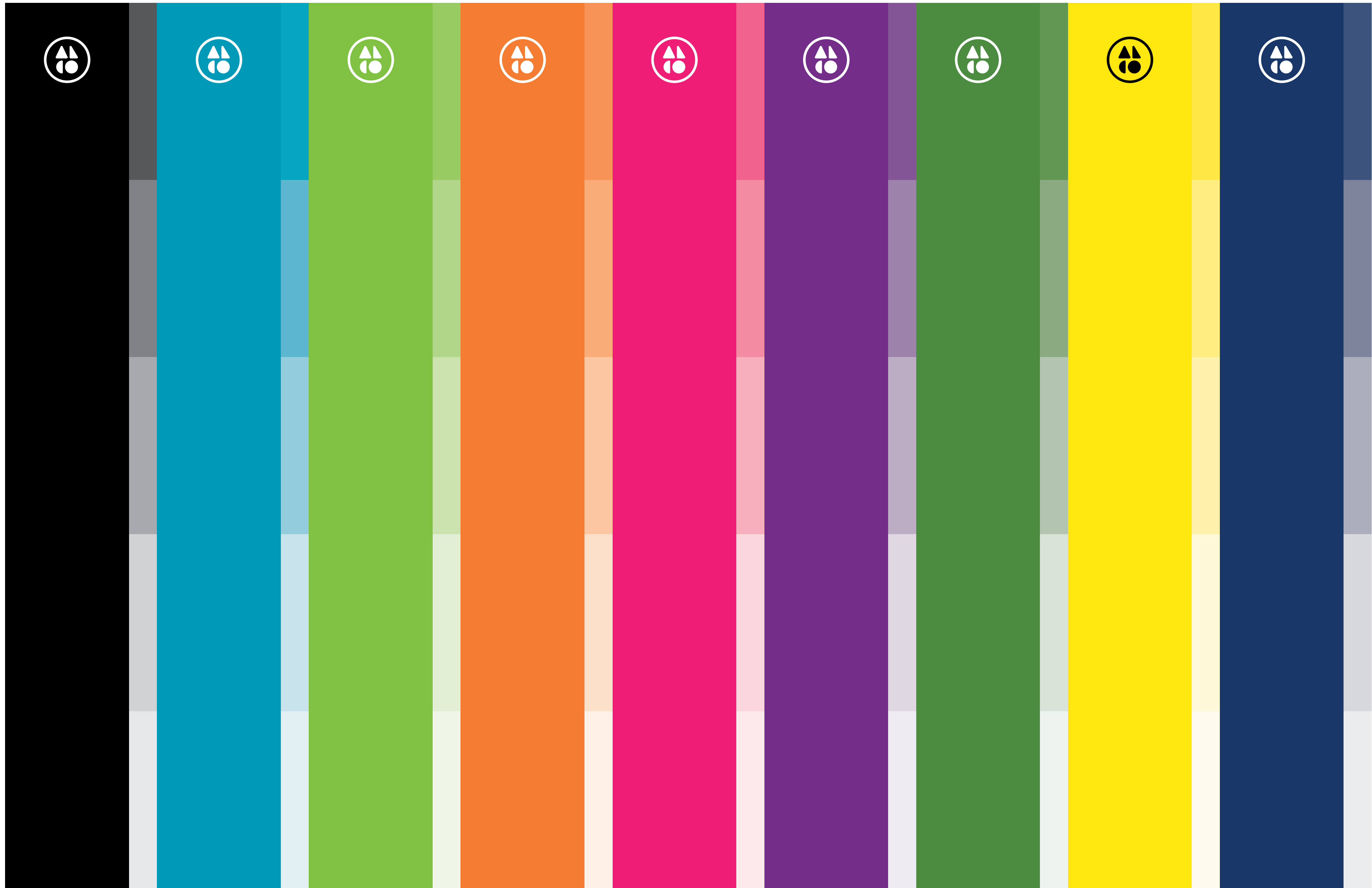
Noto sans light

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Black

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Pantone 368c

Pantone 158c

Pantone 213c

Pantone 526c

Pantone 363c

Pantone 803c

Pantone 294c

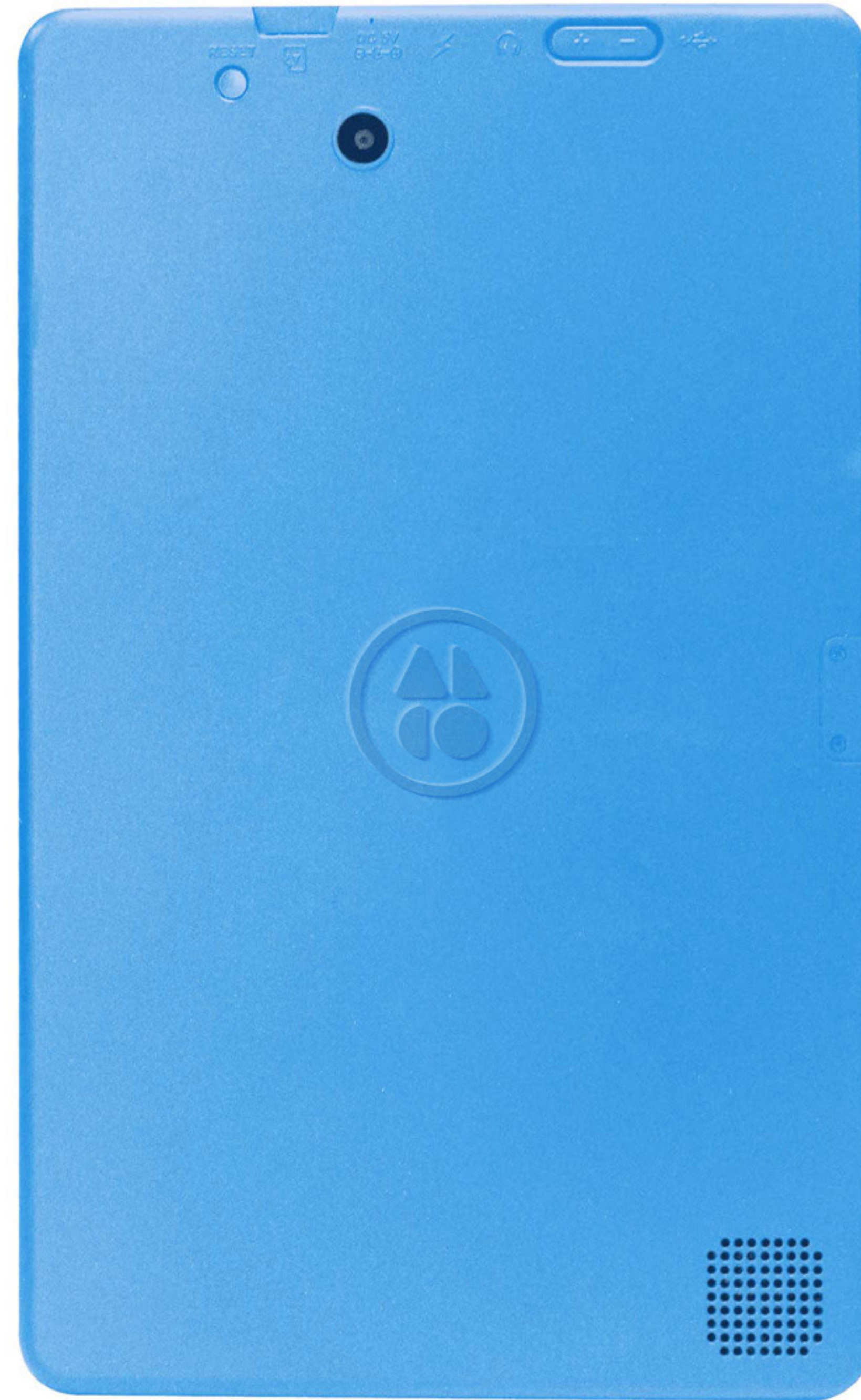
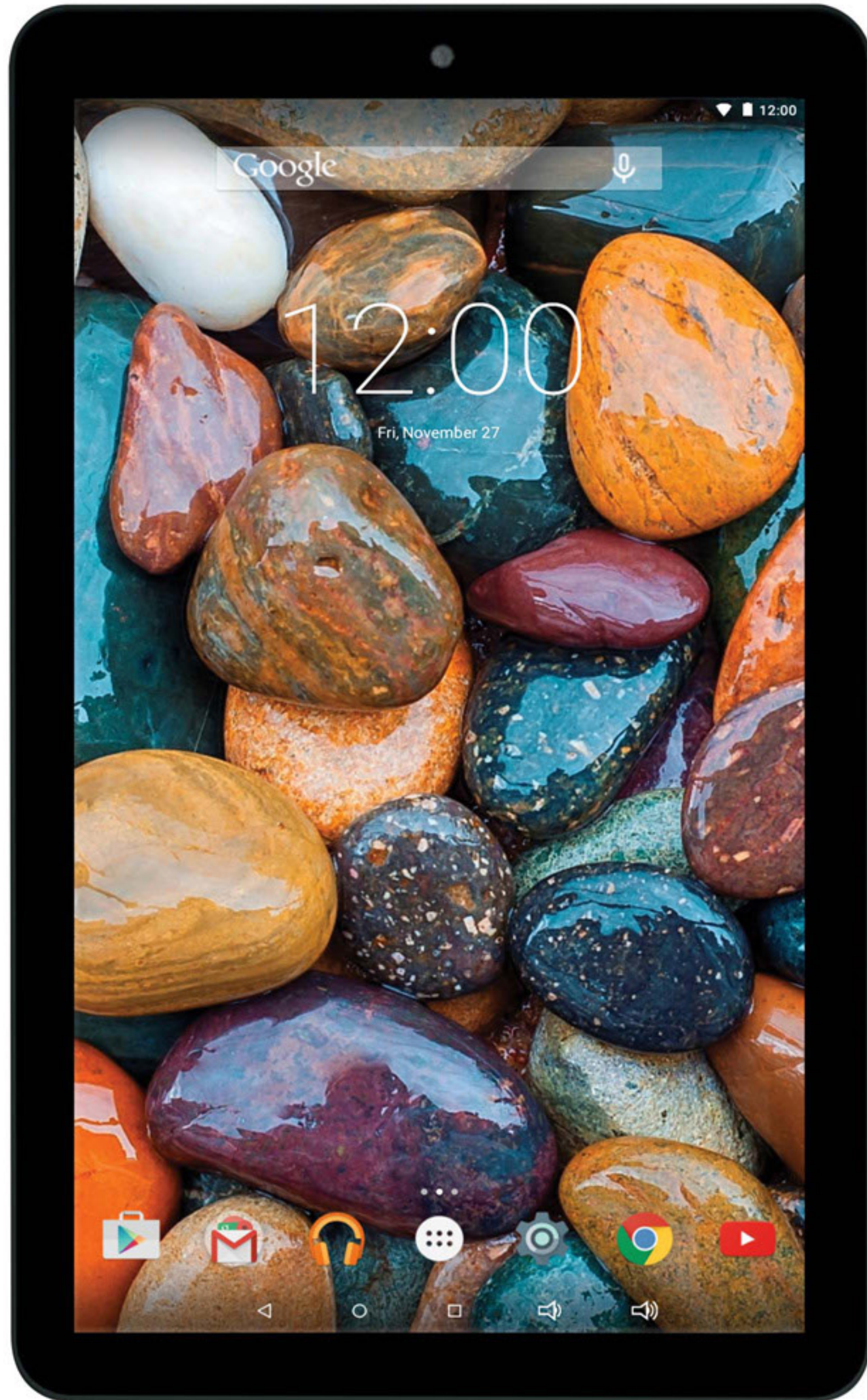
application





















all shapes & sizes



stay in shape



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stay in shape



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thank you for your time

concept, design & art direction:

Bojan Stefanovic

motion graphics:

Nenad Zivanovic

Belgrade, Feb 2016