

47 Le Jardin Moderne



48 ZUMBI



49 VideoGamer.com



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:Client's Brief
Le Jardin Moderne wanted to adapt the new logo with the new communication of the leaflet-poster.
:Design Philosophy
The logo was put in negative to highlight the light beams. The direction of the light beams was changed as well.

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:Client's Brief
Zumbi is a freestyle martial arts movement, that needed a rebranding as they grew more professional. The brief was to create custom typography that represented the dynamic movements within martial arts, while still being solid.
:Design Philosophy
Calango took its inspiration from the Brazilian martial art, Capoeira. Here the two fighters move so close together, their art becomes something between a dance and a well crafted clockwork.

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:Client's Brief
The aim was to create an updated and spruced up version of the VideoGamer.com logo. The new logo should look modern but not very playful or too futuristic looking, and it must retain the four dots and the same color palette. It must be more original than just four dots.
:Design Philosophy
The brackets around the dots suggest a screen and the dots inside could be seen as gamers or a joy-pad. It could also be viewed as hands, a controller, a cross-hair, etc.

50 BIKOFE



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:Client's Brief
The new owners of the BIKOFE bar wanted to refresh the image, but at the same time the new logo should not disrupt the continuity. More importantly the solution for the well-established social place needed to resonate well with the bar's image of the hippest place in town with a crowd of the super crytical young creative individuals.

:Design Philosophy
Before the redesign, the chameleon's characteristics were never really taken into account, but now Zek Crew have used these features as the starting point for the redesign. Just like the real chameleon, the logo can adapt to any surrounding just by placing the cut out image on almost any kind of surface. The chameleon's extended tongue was another feature of the real life animal that was put to use here. It can either be used as a logical continuation of the sign or just to border the logo's inscription.