**Client's Brief**

Le Jardin Moderne wanted to adopt the new logo with the new communication of the lastest 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 first was to create custom typography that represented the dynamic movements within martial arts, while still being solid.

**Design Philosophy**

Galang took inspiration from the Brazilian martial art. Dorsata. Here the two fighters move as 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 plastic, or too harboring joking, and it must reflect the four dots and the same color palette. It must be more engaging 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 user-pod. It could also be viewed as hands, a controller, a craze box, etc.

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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 community-like, the logo was used as a social place needed to resonate well with the bar’s image of the biggest place or home with a crowd of the super cynical young creative individuals.

**Design Philosophy**

Before the redesign, the chameleon’s characteristics were never really taken into account, but now Zeck Crowe have used those 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 surface. The redesign included a new font 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 description.