

Think

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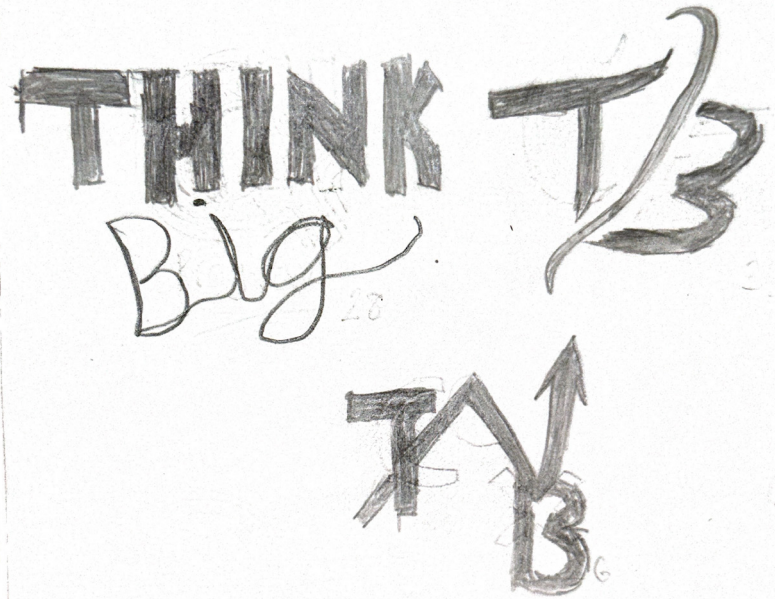
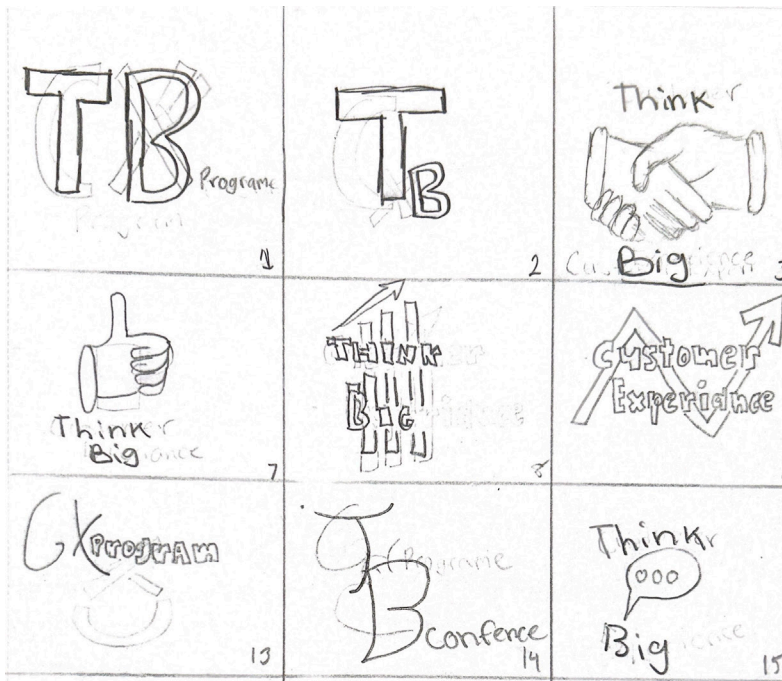
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CONFERENCE



LOGO DESIGN & FONT EXPLORATION



Font Exploration:

Reey Regular

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
1 2 3 4 5 6 7 8 9 0 ! # \$ % & () [] { } . , / ?

Minion Variable Concept

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
1 2 3 4 5 6 7 8 9 0 ! # \$ % & () [] { } . , / ?

ZUUME ROUGH BOLD

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
1 2 3 4 5 6 7 8 9 0 ! # \$ % & () [] { } . , / ?

Arial Black

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
1 2 3 4 5 6 7 8 9 0 ! # \$ % & () [] { } . , / ?

Nickel Gathic Variable

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
1 2 3 4 5 6 7 8 9 0 ! # \$ % & () [] { } . , / ?

Brush Script MT Italic

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
1 2 3 4 5 6 7 8 9 0 ! # \$ % & () [] { } . , / ?

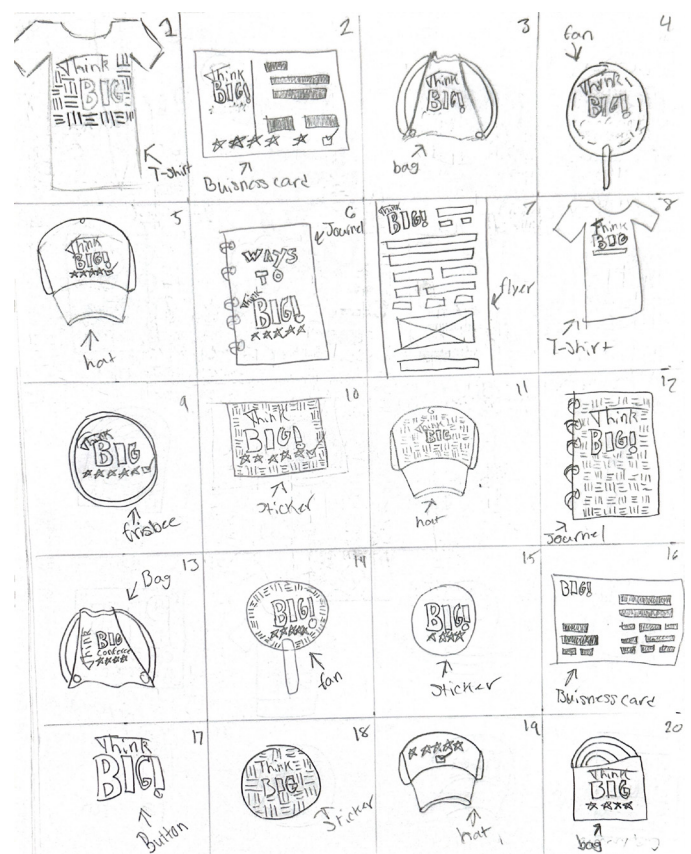
DESIGN BRIEF & SKETCHES

Think Big Campaign is for a conference aimed at promoting and helping businesses increase consumer satisfaction, leading to greater customer retention and stronger brand reputation.

Flyer Designs:



Merchandise Designs:



Their audience is mainly professionals between 30 and 60 years old, working in industries like retail, tech, hospitality, and e-commerce. The client wanted the brand to feel powerful, professional, and motivational. The concept of “Think Big” inspired a bold typographic approach and energetic color palette.

FINALIZED LOGO DESIGN



Reey Regular

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
1 2 3 4 5 6 7 8 9 0 ! # \$ % & () [] { } . , / ?

ZUUME ROUGH BOLD

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
1 2 3 4 5 6 7 8 9 0 ! # \$ % & () [] { } . , / ?

Arial Black

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
1 2 3 4 5 6 7 8 9 0 ! # \$ % & () [] { } . , / ?



PANTONE P 24-8 C

C= 0 M= 50 Y= 100 K= 0

HEX: f6871f



PANTONE P 1-1 C

C= 0 M= 50 Y= 100 K= 0

HEX: e6e7e8



PANTONE P PROCESS BLACK C

C= 0 M= 50 Y= 100 K= 0

HEX: 231f20

IN PROGRESS

Flyer Design:



Notebook Design:

Banner Design:



The phrase "Elevate. Innovate. Dominate." became a driving theme across the visuals, setting the tone for a forward-thinking, results-driven atmosphere.

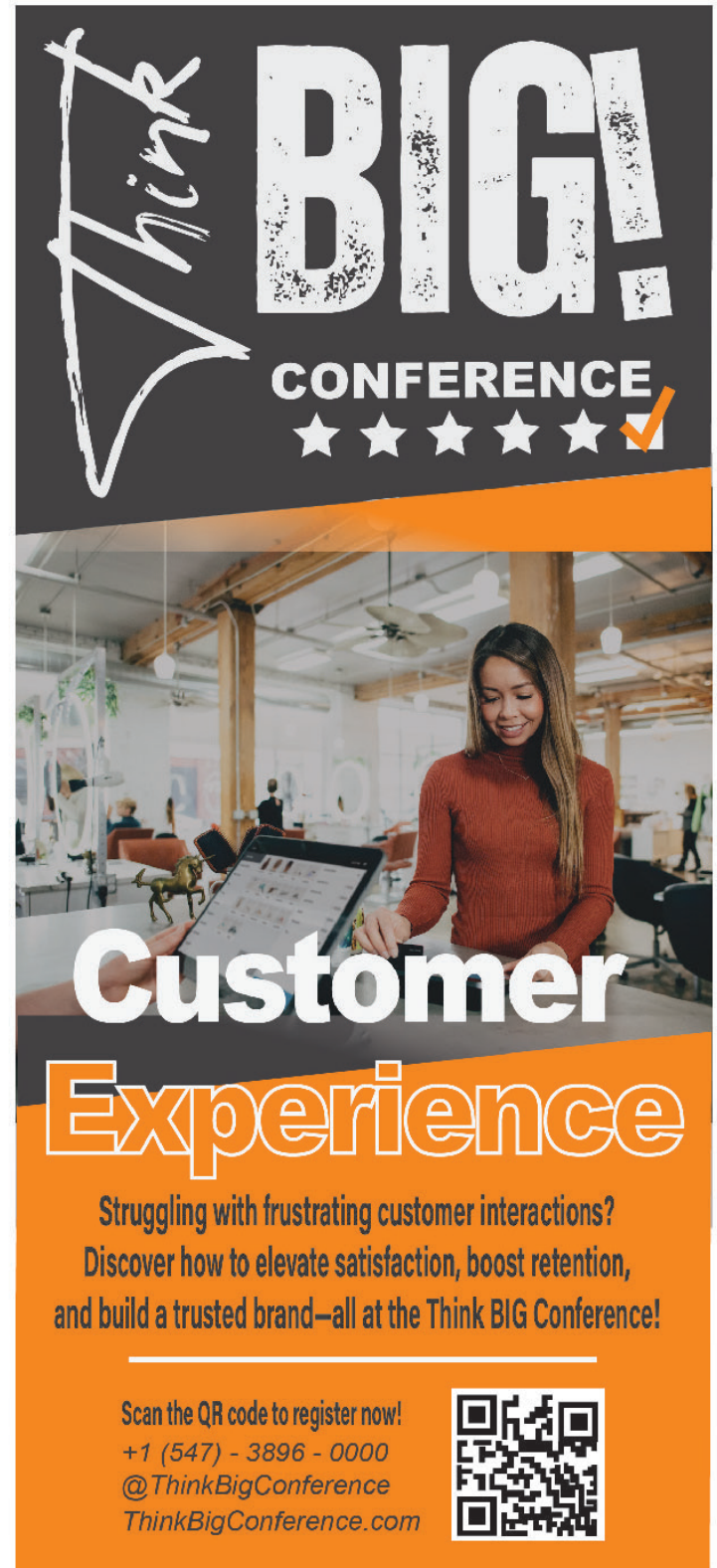
FINISHED MARKETING MATERIALS

Flyer Design:



Notebook Design:

Banner Design:



MOCKUPS

