

Brand Identity Design Project

Visual identity for a hypothetical brand



The image features a stylized logo on a blue-to-orange gradient background. On the left, there are three horizontal blue bars of varying lengths, stacked vertically. To the right of these bars, the word "yeng" is written in a bold, orange, cursive script font.

About the brand

YENG is a footwear brand , that focuses on fun , energetic and youthfulness values. The brand sells soft , comfortable and fashionable footwears, for the young minded audience.





The brand focuses on young, energetic and enthusiastic groups as their ideal audience. The target group for the brand is as follows :

Age 20-35 years

Middle and Upper Middle Class

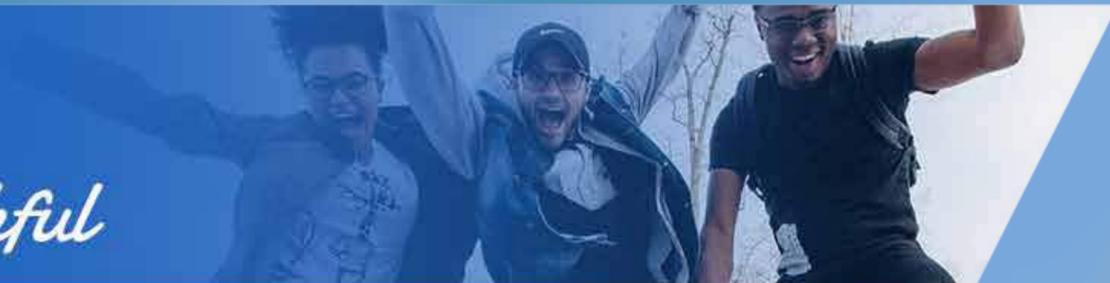
Urban and Semi Urban lifestyle

Target Group

YENG provides footwear that soft , comfortable and fashionable , for the age group of 20-35 years that will be available online and in stores to buy.

Brand Objective

Youthful



Energetic



Movement



Fun



Simple



Brand Attributes

Simple —●— *Complex*

Youthful —●— *Established*

Subtle —●— *Bright*

Friendly —●— *Authoritative*

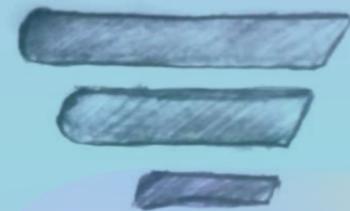
Playful —●— *Serious*

Casual —●— *Elegant*

Voice of Brand

The design objective was to develop brand guidelines for the brand YENG , a footwear company from scratch. The logo tries to represent the **movement** and **continuity** the brand tagline “Pick , Pop . Don’t Stop!” stands for.

Statement of Purpose



Yeng

Yeng

Logo Exploration

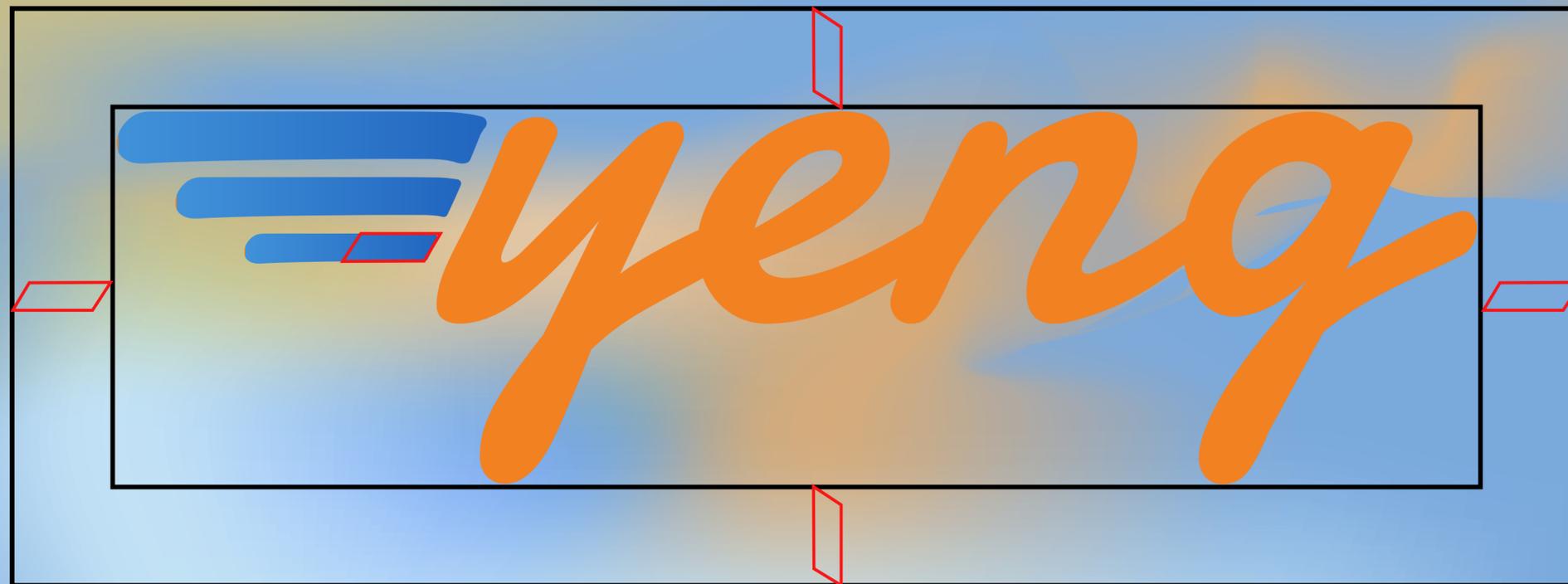
byeng



pick, pop. don't stop!



The logo represents the idea of **movement and continuity**.
The typeface gives the direction and the lines supports
them creating emphasis.



Logo Guidelines

#F2561D

#2265BE

#F28322

#4192D9

#A8D5F2

Font : Damion

yeng

Font : Satisfy Regular

*pick...pop
don't stop!*

Typography

Do's



place the logo towards
bottom left corner



use of partner logo



logo can be used across the dimensions

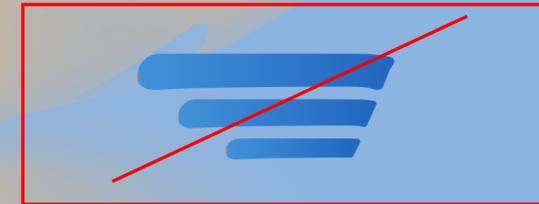
Don't



Don't apply shadows



Don't stretch the logo

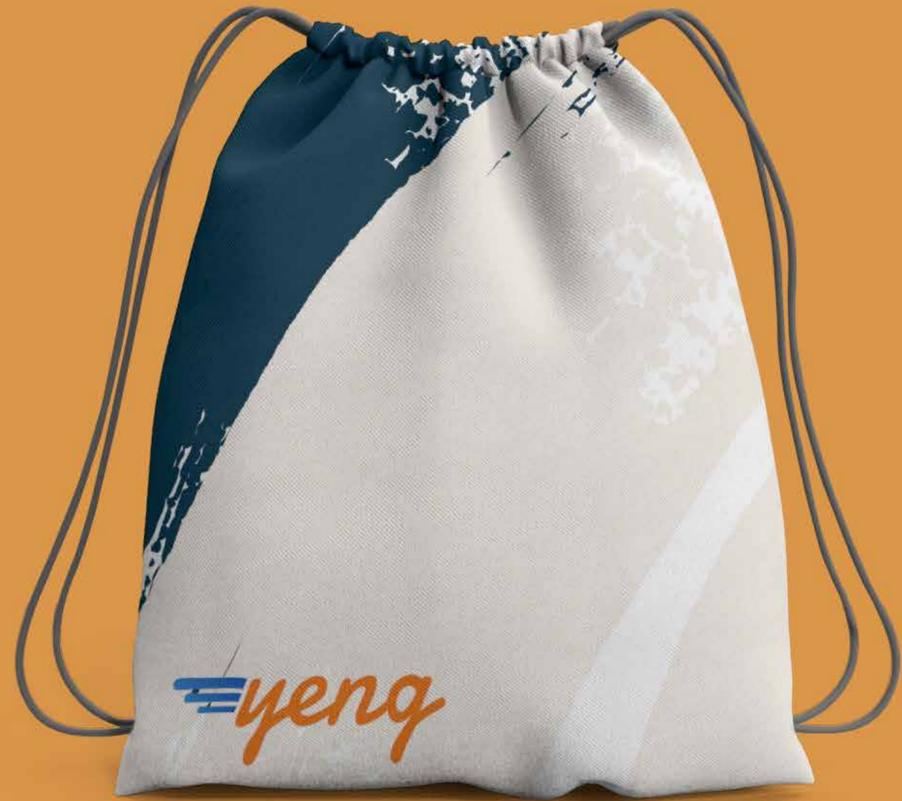


Don't use stripes alone in a portion



Don't use outlines







Thank You