



Brand logo design project

Leopardo Nero

For casual wear



First explanation

The first idea started with some idea for a logo for a brand This brand specializes in manufacturing clothing. The name of the brand was chosen, which is (Leopardo Nero), which is the translation of the name Black Panther in Italian.

Requirements

- 1 - Icon drawing by Leopardo Nero
- 2 - Draw the first two letters of the logo, which are LN
- 3 Writing the main title of the logo (Leopardo Nero)
- 4 Flexibility
- 5 Using the characteristics of the animal from which the logo is taken
- 6 Use the main colors of the animal

step 1

More than one type of font was chosen to express individuality, strength and intelligence, and at the same time express the brand in the field of clothing manufacturing. Write the brand name + the first two letters of the name

The font family was chosen :

AbrilFatface-Regular

step 2

Study and determine the specifications of (Leopardo Nero)

Which are: solitary - nocturnal activity - night hunting - muscular strength - speed - climbing - swimming - the ability to hide and ambush prey.



Follow step 2

Also, his location and livelihood are in the countries of Southeast Asia, Malaysia, and India, and he is rarely seen and has a strong presence



Image: ASEAN

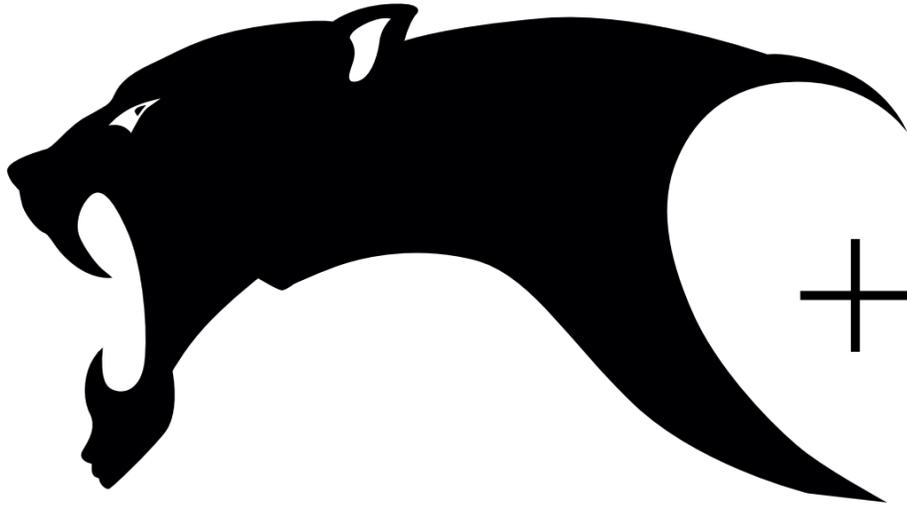
Start designing the project

L + N

The first icon



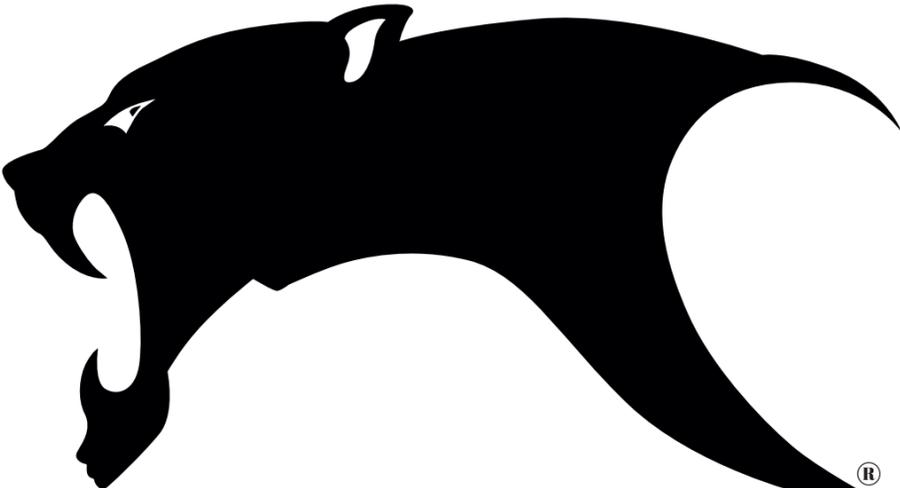
Main icon drawing



+

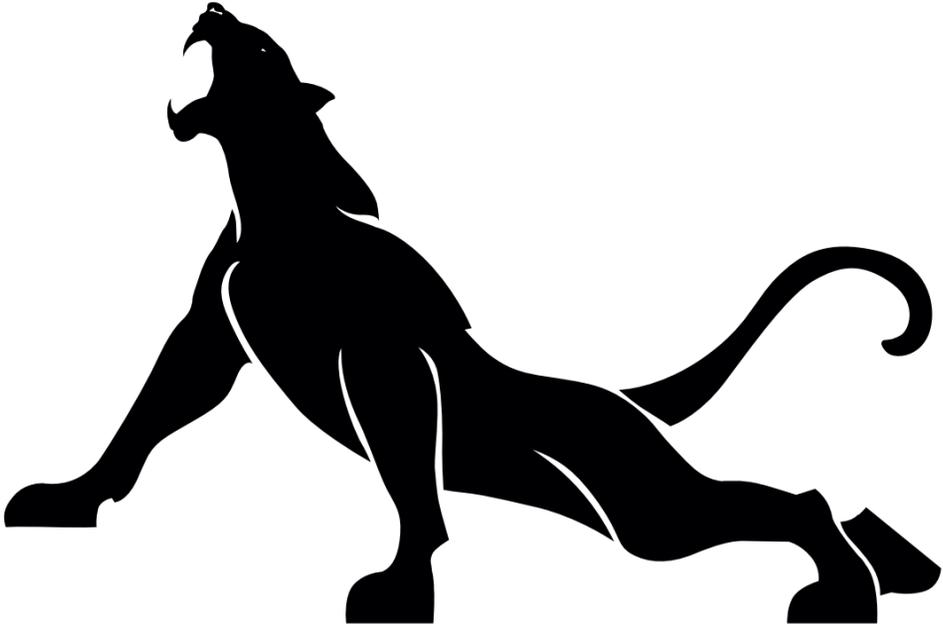
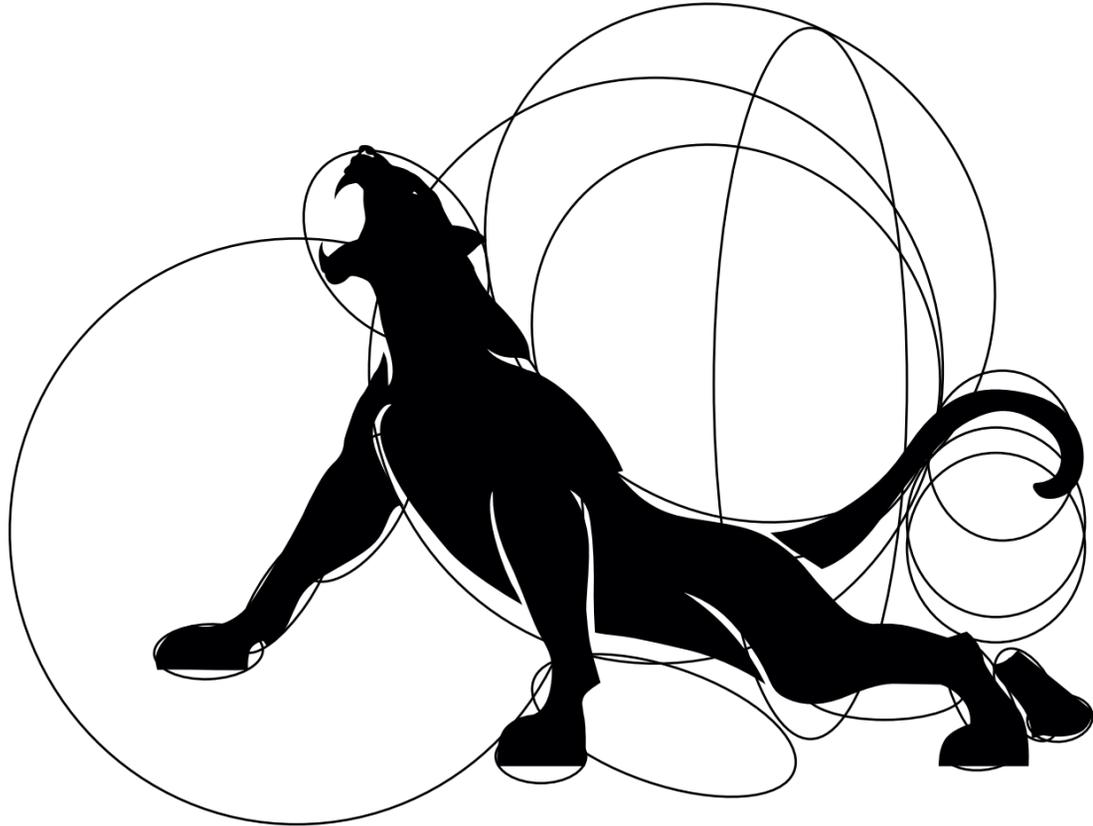
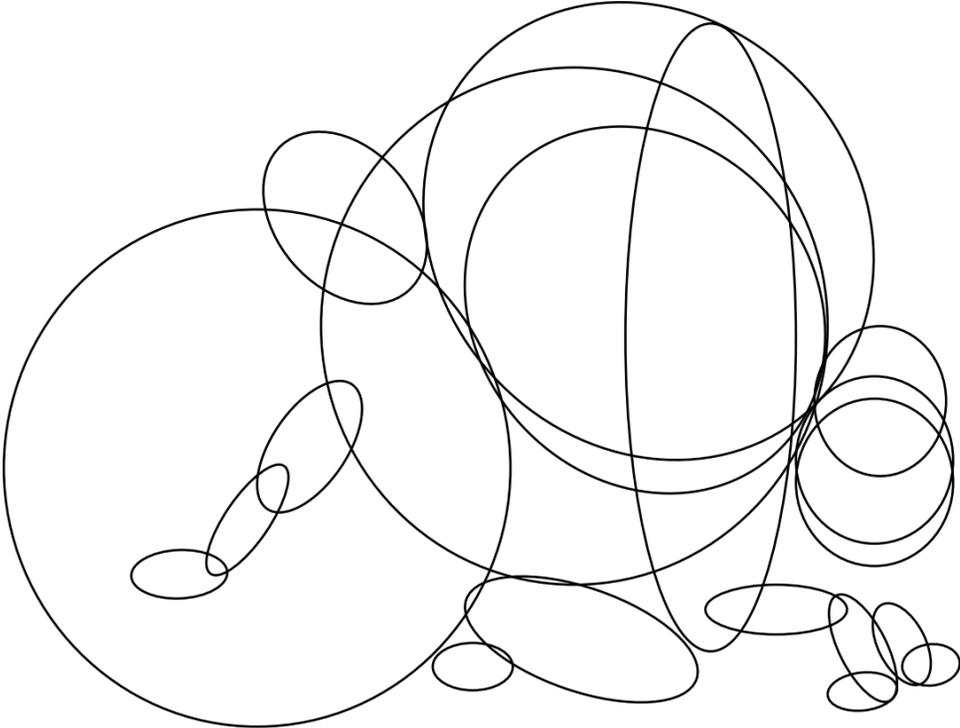
LEOPARDO NERO

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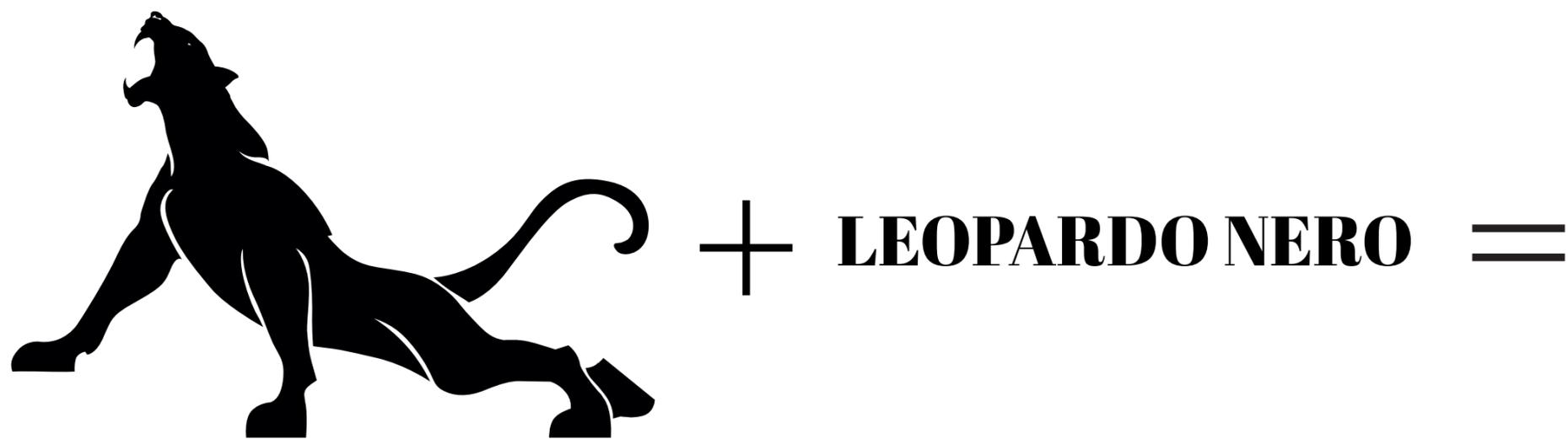


LEOPARDO NERO

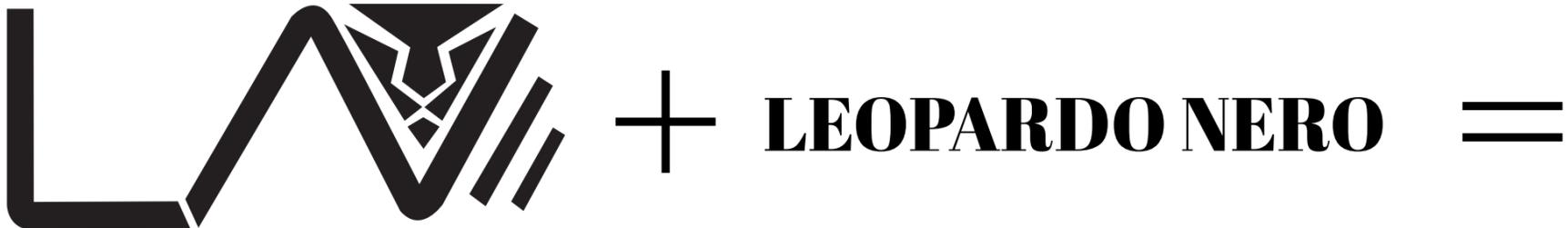
Main icon drawing



Integrate the logo with the brand name



Integrate the second logo with the brand name



Colors



C	M	Y	K
0	0	0	100
70	50	50	50
70	50	50	100
50	0	100	0
85	25	100	10
70	50	50	60
0	0	0	20

	R	G	B
1#d1d1b	29	29	27
3#e4b4d	62	75	77
#020504	2	5	4
96#c11f	150	193	31
137#f35	19	127	53
#354041	53	64	65
#dadada	218	218	218





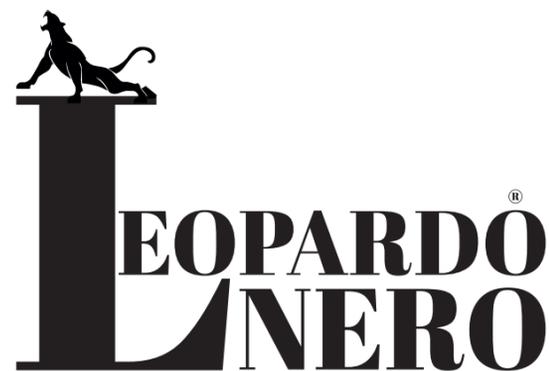




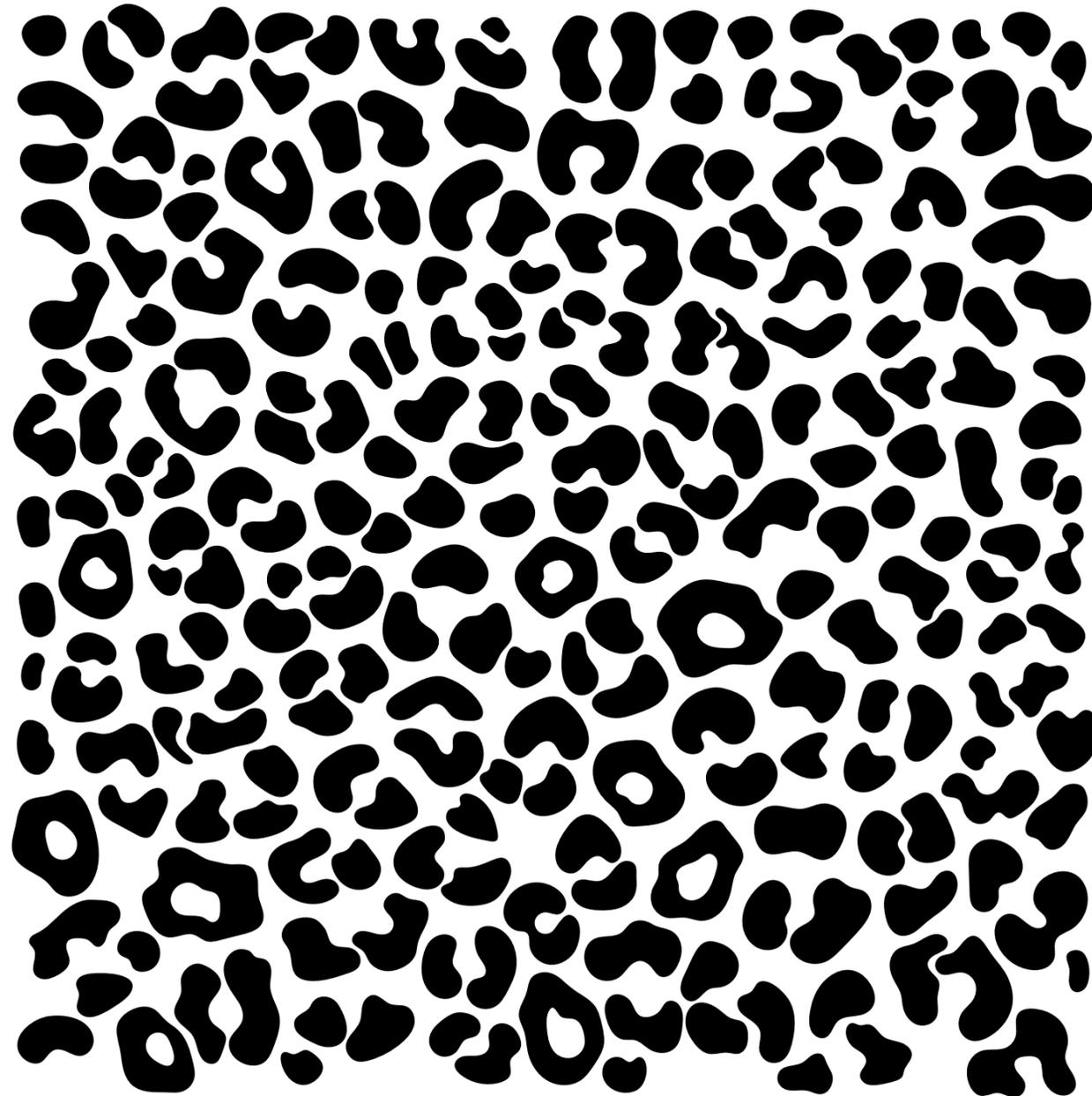
Change shape

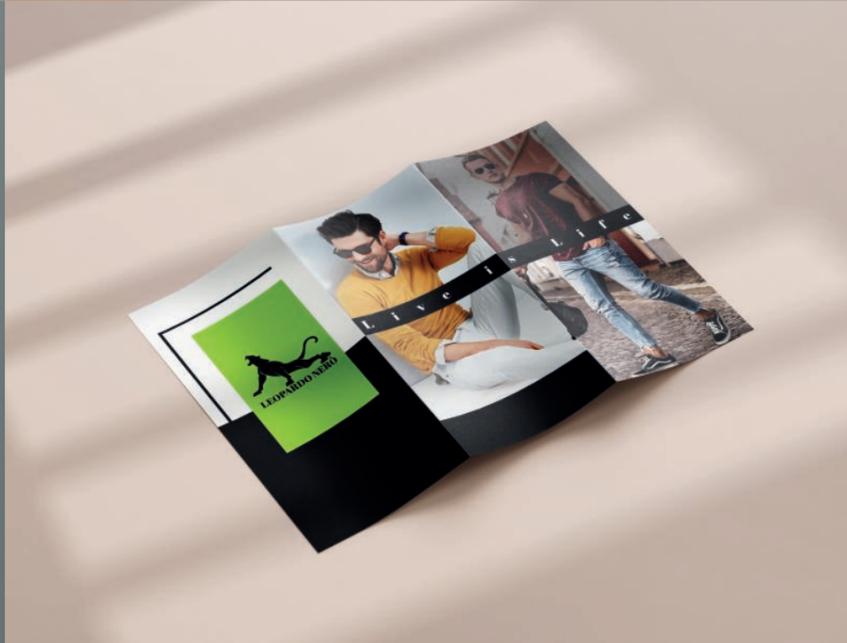


Change shape



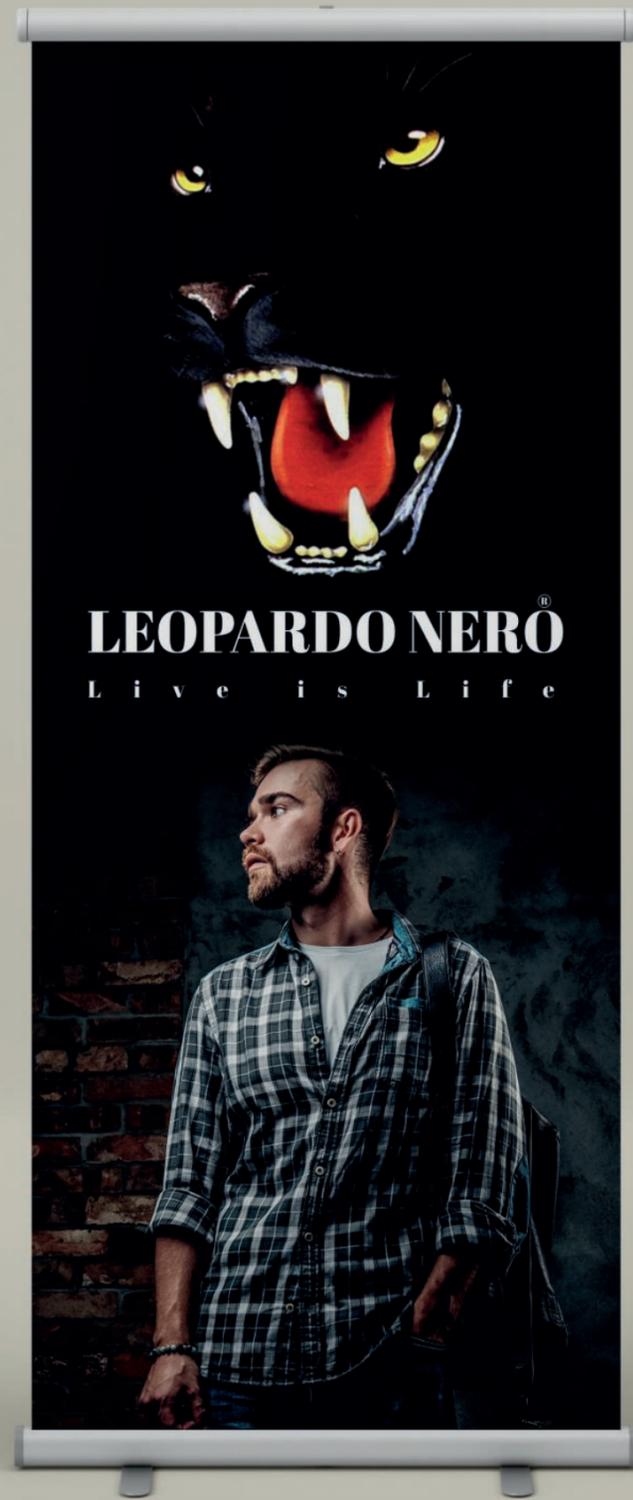
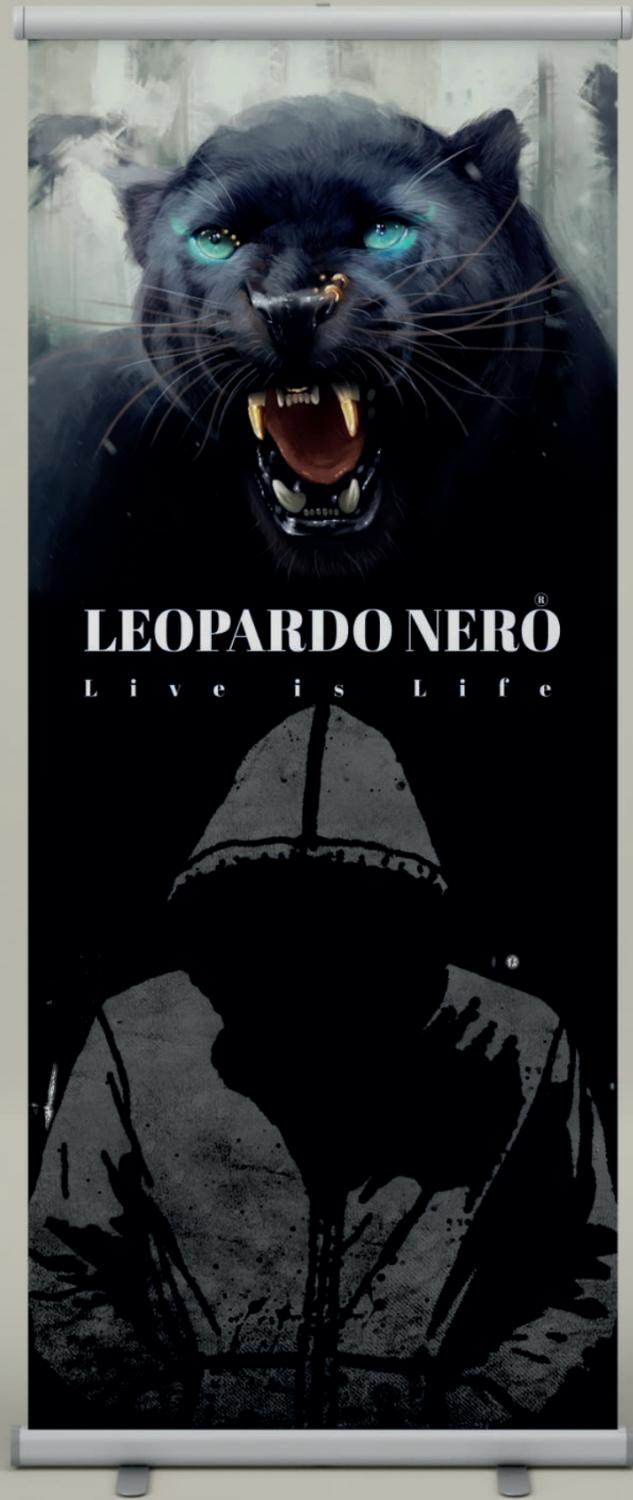
Leopard pattern





















Thank
you

