



GRAPHIC  
DESIGNER

**Paul Von  
Excite**



1 My passion is the craft of custom logotypes, logo-marks and lettering designs

2 Started in 2012 as a hobby it soon became a full-time business

3 Paul is known for his **Unify**, **FitForm**, and **Chaser** designs.

4 Paul von Excite is a designer based in the heart of Amsterdam, Netherlands.

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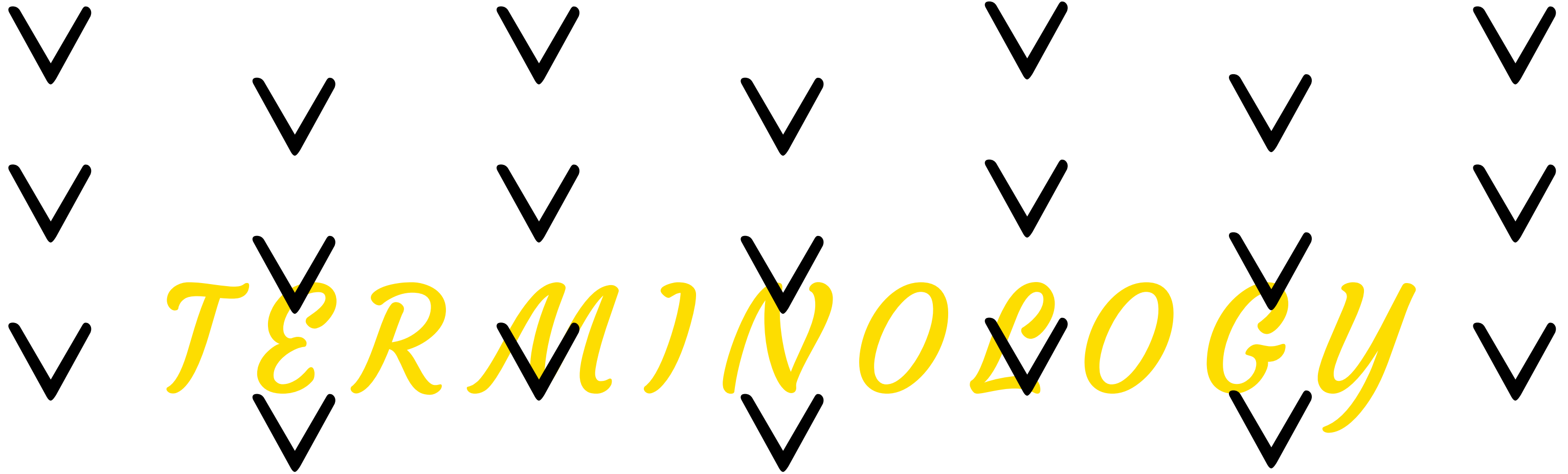
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# TURNING POINT

> > >

> > >

In the third year of creative college where I educated myself in being a website designer I came across Dribbble via a friend and classmate at that time. When I saw the work of Eddy Lobanovsky and Seanwes I was sold on logotype and lettering design and started to practice, practise and practise on what they did so well. One year later I had a consistent client base and decided to stop with college and focus myself 100% on being a logotype/lettering designer. A scary step at first but have never ever regretted taking that dive and so thankful for all the support on my work!



*1* simplicity

*3* stand your ground  
but don't be a dick.

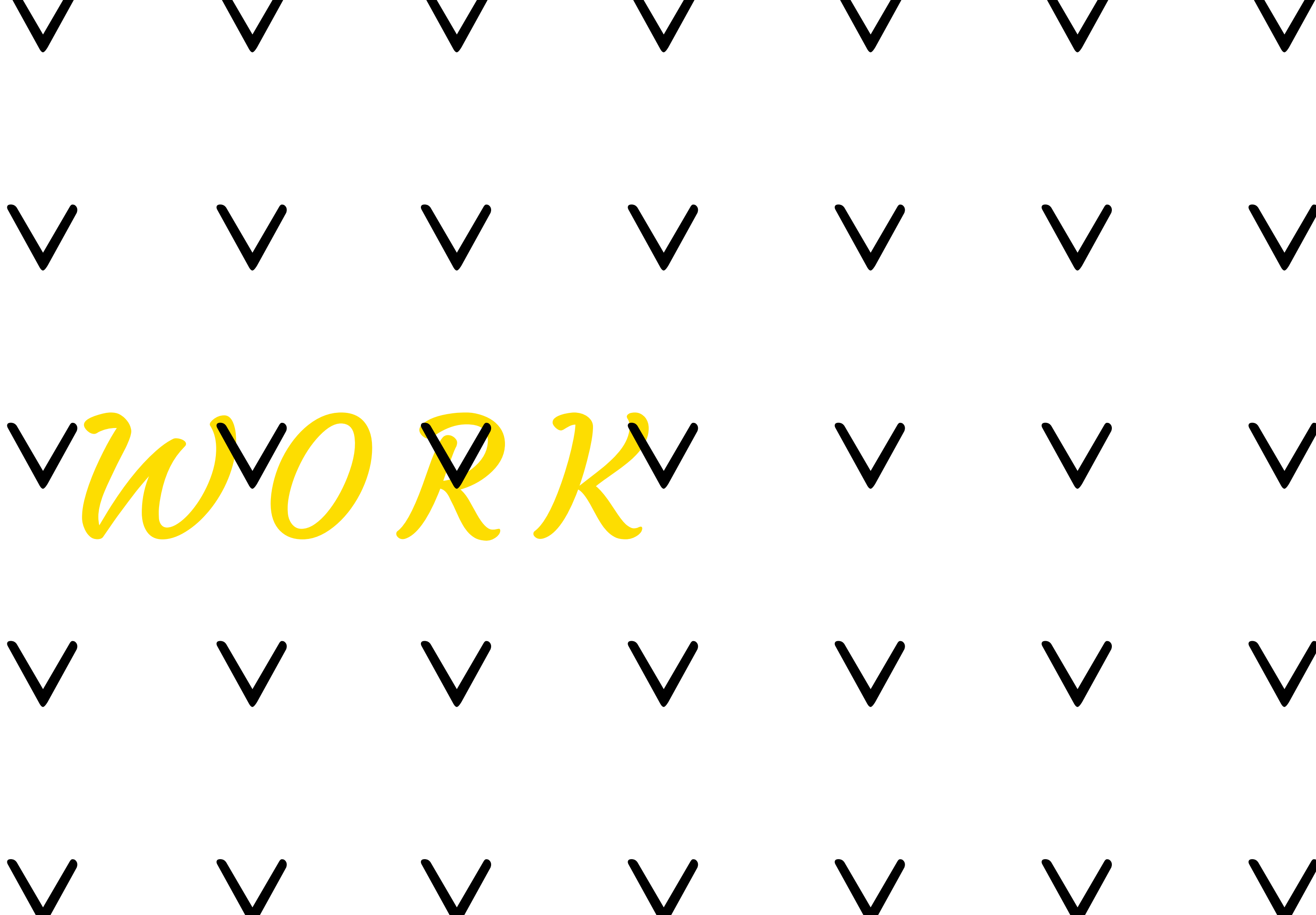
*5* flawless

*7* designs are useable  
and beautiful.

*2* minimalistic

*4* logos depict finesse

*6* the appearance was  
softer and friendlier.



marvel

interesting connection.

"Z" is solid!

Stencil

Roundness is nice!

connection effect.

Believe

interesting on the "L"?

underline?

nice slant!

connection effect.

Coffee

too angled?

or the "n"?

Streamup

Love the style.

disconnected letters?

Frantz  
on fitness

Marvel

Marvel

Marvel

Marvel

Marvel

Marvel

*marvel*

BEFORE

*Marvel*

AFTER



*marvel*

PURE™

**PURE™**



BEFORE



AFTER

inspire

READS AS "UNHO"  
CONNECTION CHECK  
SMALLER TERMINAL  
BIGGER DISCOUNTER  
ROTATE TO RIGHT  
LOWER DESCENDER  
CHECK SPACING  
MORE ROUND

SAMENWERKEN  
inspire

inspire

inspire.

CO CO SO CO  
CO CO CO CO

designmodo

designmodo

BEFORE

**designmodo**

AFTER

**designmodo**





designmodo





**PREMIER**

*Premier.*

HANDMADE  
IN AUSTRALIA

*P.*

*La  
Grand*

laGrand

LA  
GRAND

*la  
Grand*

laGrand®

Jaci



QUOTE

**“Mix between simplicity and elegance. When it pops out over the rest and considered eye candy I am all in.”**

> > >

WHY > >

IS THIS >

QUOTE

RELEVANT?

> > >

1 Rather than over complicating concepts and ideas, combining simple and elegant designs that become eye candy against others.

2 By remembering less is more, designers can stop being afraid that their design is too simple and focus on acute details to make a design a design.

3 Young/inexperienced designers often over complicate when creating logos.

4 Less is more. Design is in the details.

**Justine Lee**

Project Manager

**Ruben Mosquera**

Art Director

**Ron Ramlall**

Production Artist

**Erin Mayoyo**

Presenter

**Kyasia Brown**

Presenter

*ROLES*

