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Project 1 - Creative Brief

Project:

Your Logo Type Design

Description:

The union of the serif and san serif type faces in this logo type help to show how design functions. With the Raf portion being in Dehuti Alt, the top portion helps gently guide the viewers down to the Naps portion which is in Kanit and heavier and more impactful. The italicized forms give the logo motion, even with the heavier font being at the bottom, it shows that it isn't just a monolith but a driving force and a solid foundation for the top portion of the logo.