

Kampagn Visual Concepts



KAMPAGN









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CONCEPTS FERNANDO:

Cool animated Designs towards the top:

<https://www.awwwards.com/99-creative-logo-designs-for-inspiration.html>

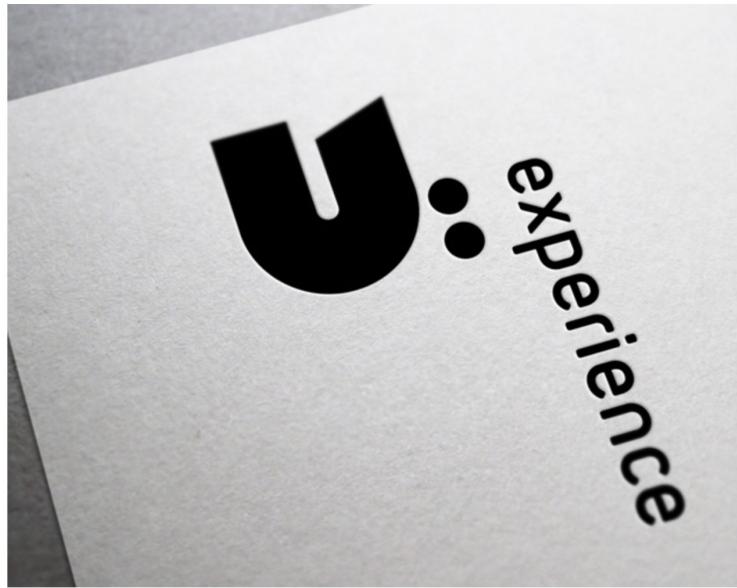
1.



BLACK INK

2.

The You Experience



Firm: 28 Design Consultancy

Creative Team: Nuno Pereira, Anis Bengiuma (art directors/designers)

Client: The You Experience

Description The You Experience is a newly established advertising agency in Dubai, that aims to be different through the philosophy of cutting through advertising jargon and delivering smart ideas that don't try to change people's needs or behavior. The corporate identity design is an experimental approach to The You Experience's vision, by simplifying the 'You' in English to the Urban dictionary and combining the 'Ya' letter in Arabic with the two dots and where intentionally it becomes a colon in English to tell a narrative for the written or visual language, defining a flexible and lasting identity.

3.



1 TARGET

5.



SOCIAL EMPOWERMENT

4.



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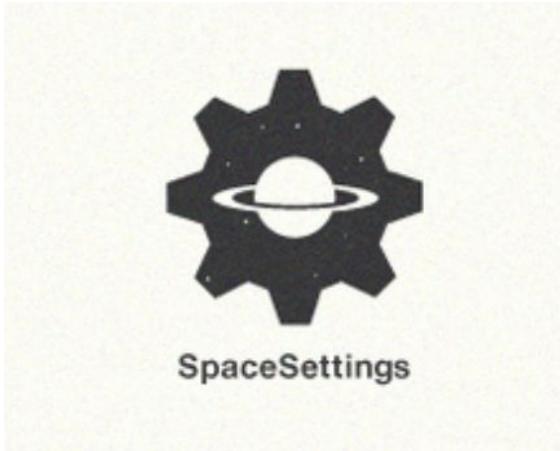
6.



8.



7.



9.



10.



12.



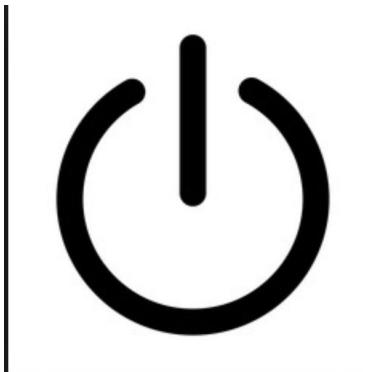
11.



13.



“RIGHT FROM THE START”



ROUGH IDEAS

