

DESIGN BRIEF

Primary logo

NATIVE PIKIN (Torch font included in files)

(Pikin means "child" in West African Pidgin English)

Brand slogan

"A Product Of The Diaspora"

CONCEPT

Looking for a clean and modern secondary logo for a African inspired streetwear brand that matches look and feel of primary logo. "NATIVE PIKIN" is West African slang for "Native Child". The brand will represent young millennial first-generation Africans who are the children of African immigrants. 1st gen Africans who were born and raised or moved to the diaspora when they were young often grow up in a mixture of both African and Western culture. This brand is meant to celebrate and express the multicultural fusion between their native African heritage and Western upbringing through cool streetwear clothing.

These are concepts are what I had in my head and what I'm mainly going for. If you have a unique concept/rendition/spin then give it a go

BUT PLEASE ABSOLUTELY NO LOGOS OF AFRICAN ANIMALS, AFRICAN MASKS, OR AFRICAN WOMAN WITH HEADWRAP. It's cliché and literally every African related brand has done it already 100x over.

Final design should communicate the following themes:

- Africa
- International Diaspora
- African immigrants
- Culture
- Millennial demographic
- Streetwear
- Modern

MOCKUPS

***Please create 2 variations. One with "NATIVE PIKIN" and another with "NATIVE" and slogan**



***Again, PLEASE no African animals, masks, or woman with headwrap**