How do you draw the idea of partnership?

Identity and company materials for Best Trade Corporation.



Draw a globe that suggests a handshake.

The mark brings together a globe in perspective, a handshake and an infinity loop. Their curves form a continuous shape beside the company name.

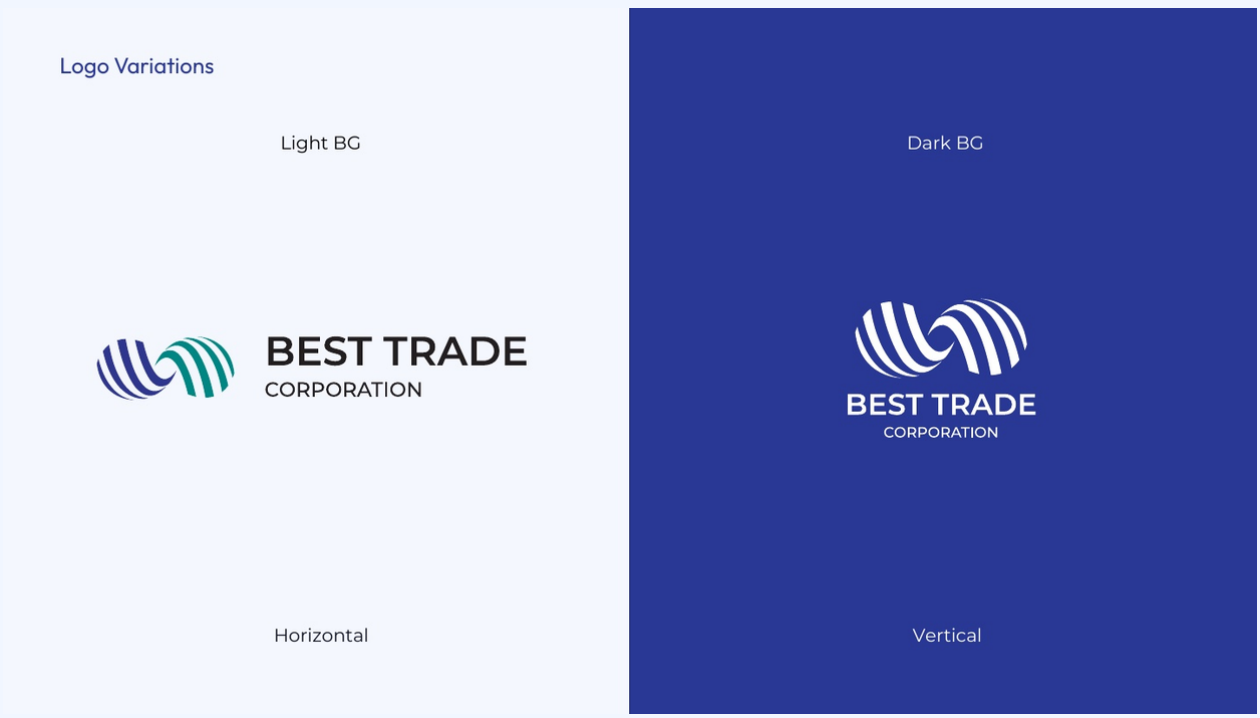
ORIGINAL SYMBOL CONSTRUCTION

Logo Construction



Give the mark more than one arrangement.

The horizontal version leaves room for the name beside the mark. On the dark field, the symbol and name stack in white.



ORIGINAL LIGHT AND DARK LOCKUPS

Carry the two halves across the system.

Endeavour blue and Dark Cyan first meet in the symbol. Across print pieces, they can also take turns as the main colour.



Endeavour blue

#293895

Dark Cyan

#0B8B89

COLOURS FROM THE ORIGINAL BRAND GUIDE

Give the company a clear reading voice.

The guide uses Montserrat across four weights. Larger headings give quick points of entry, while the lighter weights carry supporting information.



ORIGINAL MONTSERRAT SPECIMEN

Make the two sides of the card do different jobs.

One side puts a QR code and contact details together. The other leads with the full company lockup and leaves room around the name.



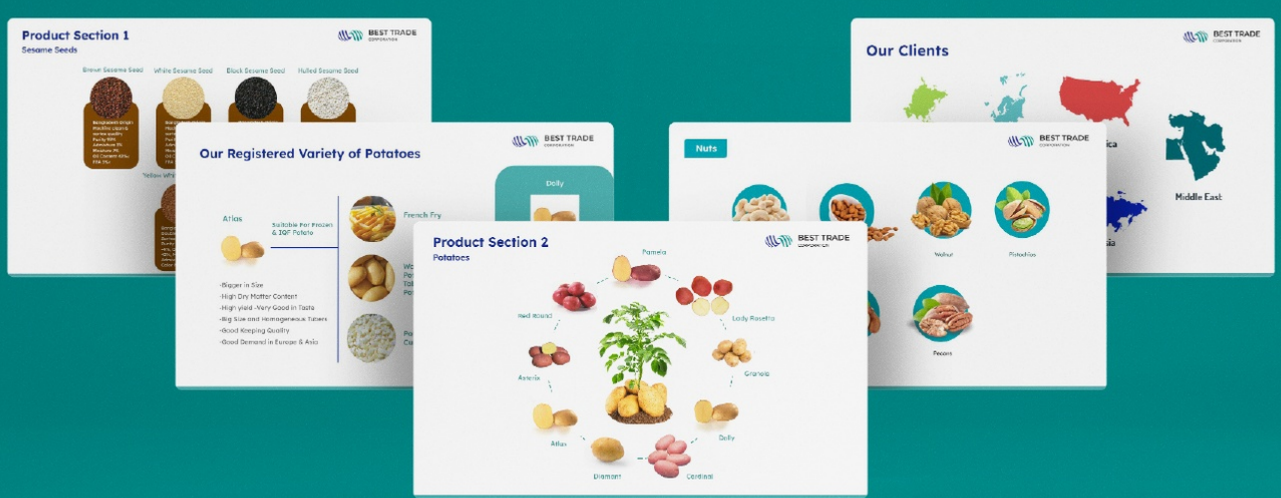
ORIGINAL BUSINESS CARD MOCKUP

Give the company and its products room.

The brochure uses diagrams, maps and product images to turn company information into spreads a reader can scan.

ORIGINAL COMPANY BROCHURE SPREADS

Company Brochure



Carry the partnership idea into print.

The linked curves and two-colour palette connect the company mark to the materials people use to introduce the business.

IDENTITY, STATIONERY AND COMPANY BROCHURE

Connect the unconnected.



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A multidisciplinary thinker and maker passionate about connecting ideas, challenging conventions, and building what's next.

Let's get connected!

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