

assist first-generation entrepreneurs in delivering cutting-edge value propositions to their customers. Client Name **Dutch Uncles** Project Duration 2020 **Brand Idenity**

Dutch Uncles is a first-of-its-kind

leadership platform designed to

Impact

Aspire. Do. Succeed.

Design Brief Dutch Uncles is a B2B service provider

that reaches small businesses and first-

wanted to be the big brother for

generation entrepreneurs and adds value by assisting them with various products and services. Dutch Uncles

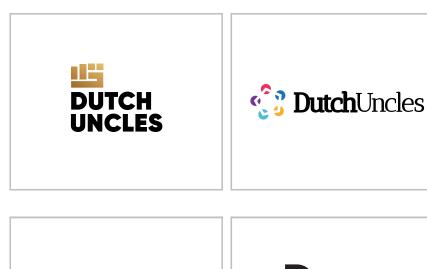
entrepreneurs and business learners by providing them knowledge and resources about business. They wanted an identity that symbolizes strength and knowledge, and also motivates people to learn more. We need to design an Identity that stands for the values of the brand **Logo Iterations**

> Dutch Uncles

DUTCH UNCLES

DUTCH

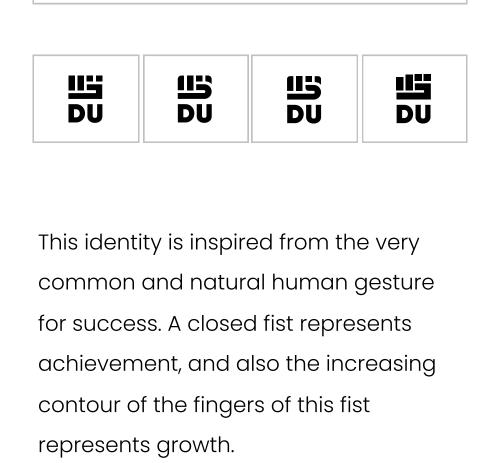
DutchUncles



DutchUncles



Selected Direction (Explorations)





Construction

Colour Scheme

#B58240 - #D7A95D

#845C29

#D7A95D

#263238

#455A64

Header

Gilroy

the languages.

to be used.

1234567890 !@#\$%^&*()

1234567890 !@#**\$%^&***()

Typeface

Dutch Uncles primary font is Gilroy. The font is a paid font, and supports most of

The Gilroy Font comes with 6 weights, but only Medium, Bold and Heavy are

Gilroy Medium

abcdefghijklmnopqrstuvwxyz

Gilroy Bold

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

ABCDEFGHIJKLMNOPQRSTUVWXYZ

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#B58240

#F6C87B

#000000 #FFFFFF

Gilroy Heavy abcdefghijklmnopqrstuvwxyz **ABCDEFGHIJKLMNOPQRSTUVWXYZ** 1234567890 !@#**\$**%^&^{*}()

Body Typeface

most of the languages.

Montserrat

Montserrat

abcdefghijklmnopqrstuvwxyz **ABCDEFGHIJKLMNOPQRSTUV**

Medium

WXYZ

1234567890 !@#\$%^&*()

Montserrat

are to be used.

1234567890 !@#\$%^&*()

Regular abcdefghijklmnopqrstuvwxyz **ABCDEFGHIJKLMNOPQRSTUVW** XYZ

Dutch Uncles body font is Montserrat.

The font is a paid font, and supports

The Montserrat Font comes with 6

weights, but only Regular and Medium

DUTCHUNCLES

25+ Logo Iterations

2 Extraordinary Designers