

Brand Identity

Dutch Uncles is a first-of-its-kind leadership platform designed to assist first-generation entrepreneurs in delivering cutting-edge value propositions to their customers.

Client Name **Dutch Uncles**

Project Duration **2020**

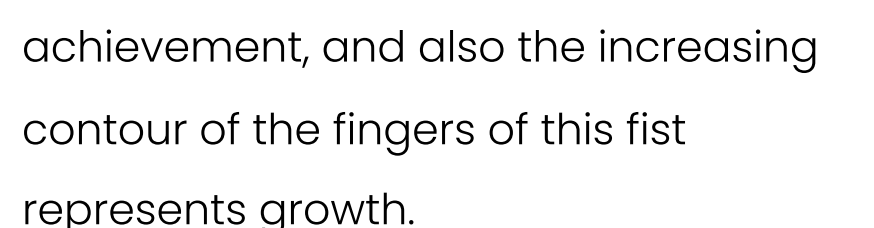
Impact **Brand Identity**

Aspire. Do. Succeed.

Design Brief

Dutch Uncles is a B2B service provider that reaches small businesses and first-generation entrepreneurs and adds value by assisting them with various products and services. Dutch Uncles wanted to be the big brother for 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

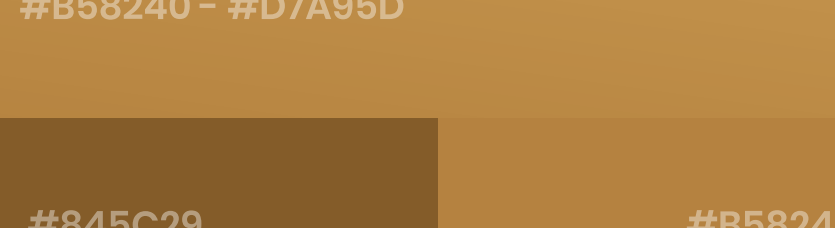
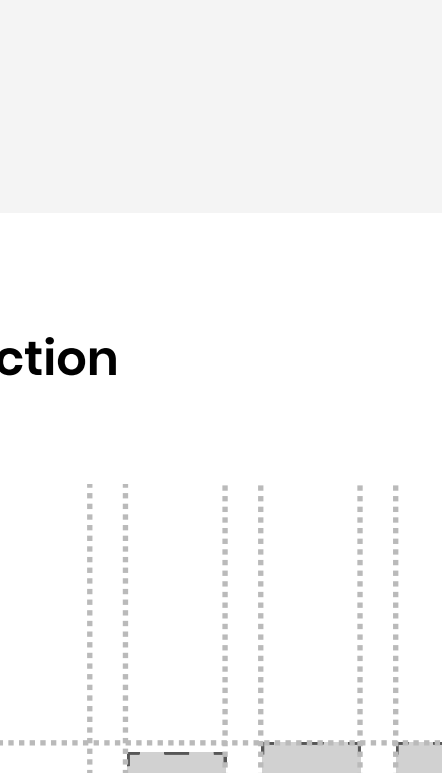
Logo Iterations



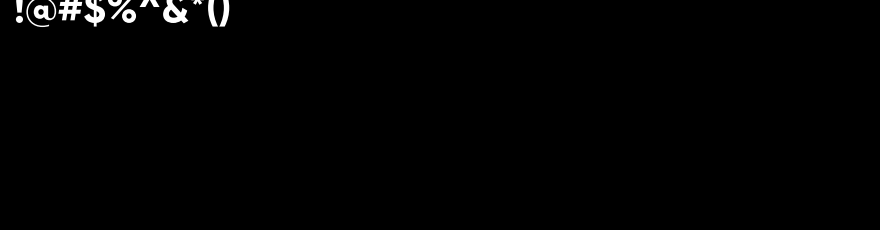
Selected Direction (Explorations)



This identity is inspired from the very common and natural human gesture for success. A closed fist represents achievement, and also the increasing contour of the fingers of this fist represents growth.



Construction



Colour Scheme

