

Jester Co.

Brand Identity

Name: Jester Co.

Industry: Clothing Brand

Logo Style: Pictorialmark Logo

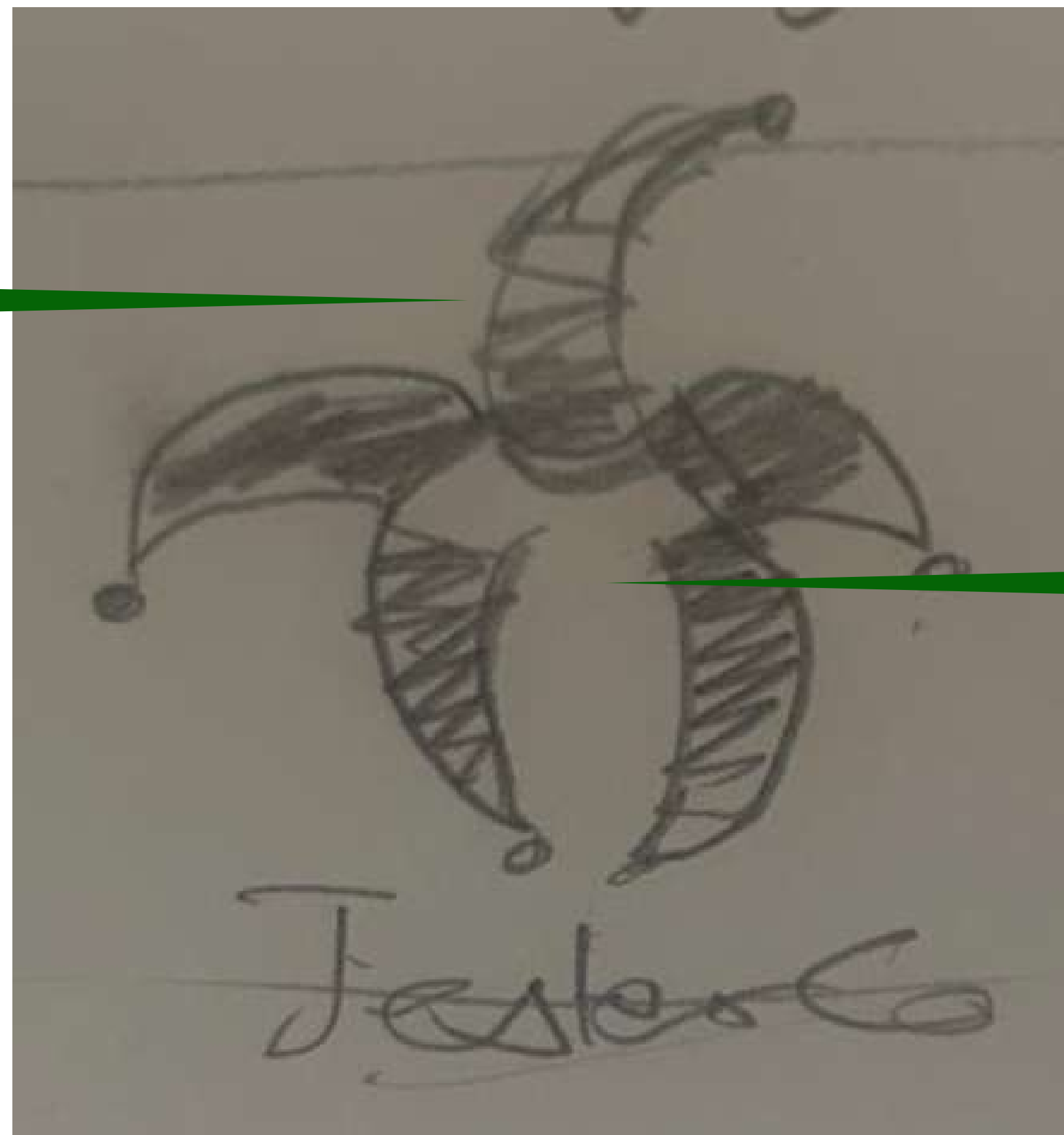
About

The Jester Co. logo creatively blends the shape of a jester hat with a hidden T-shirt formed in the negative space. The vibrant colors represent fun and energy, while the subtle T-shirt silhouette connects to the fashion or costume aspect of Jester Co.

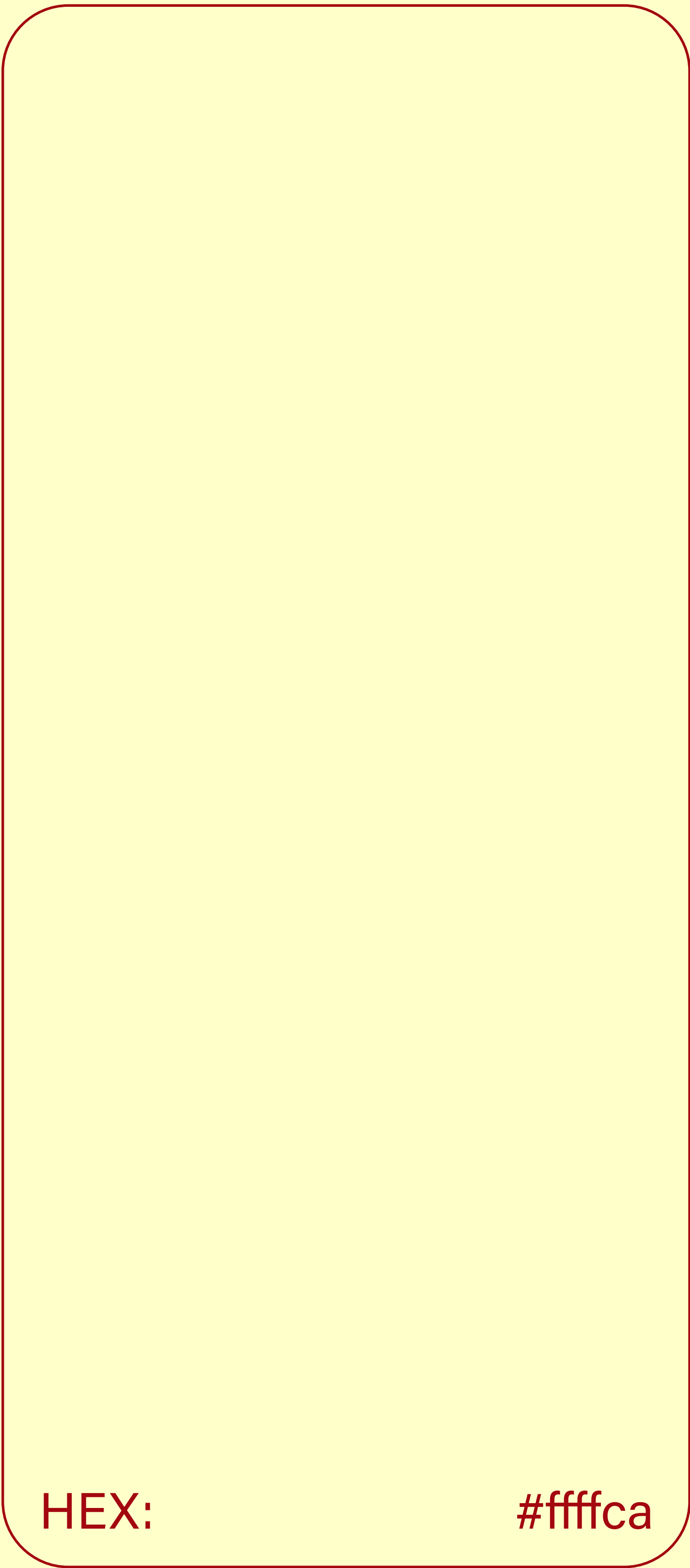
Rough Sketch

This logo began as a rough hand-drawn sketch capturing the idea of a playful jester's hat and also used T-shirt in the negative space to saw Clothing Brand. The sketch helped shape the final balanced and bold design of Jester Co.

Jester Hat



T-shirt in the
negative space



Primary Typeface

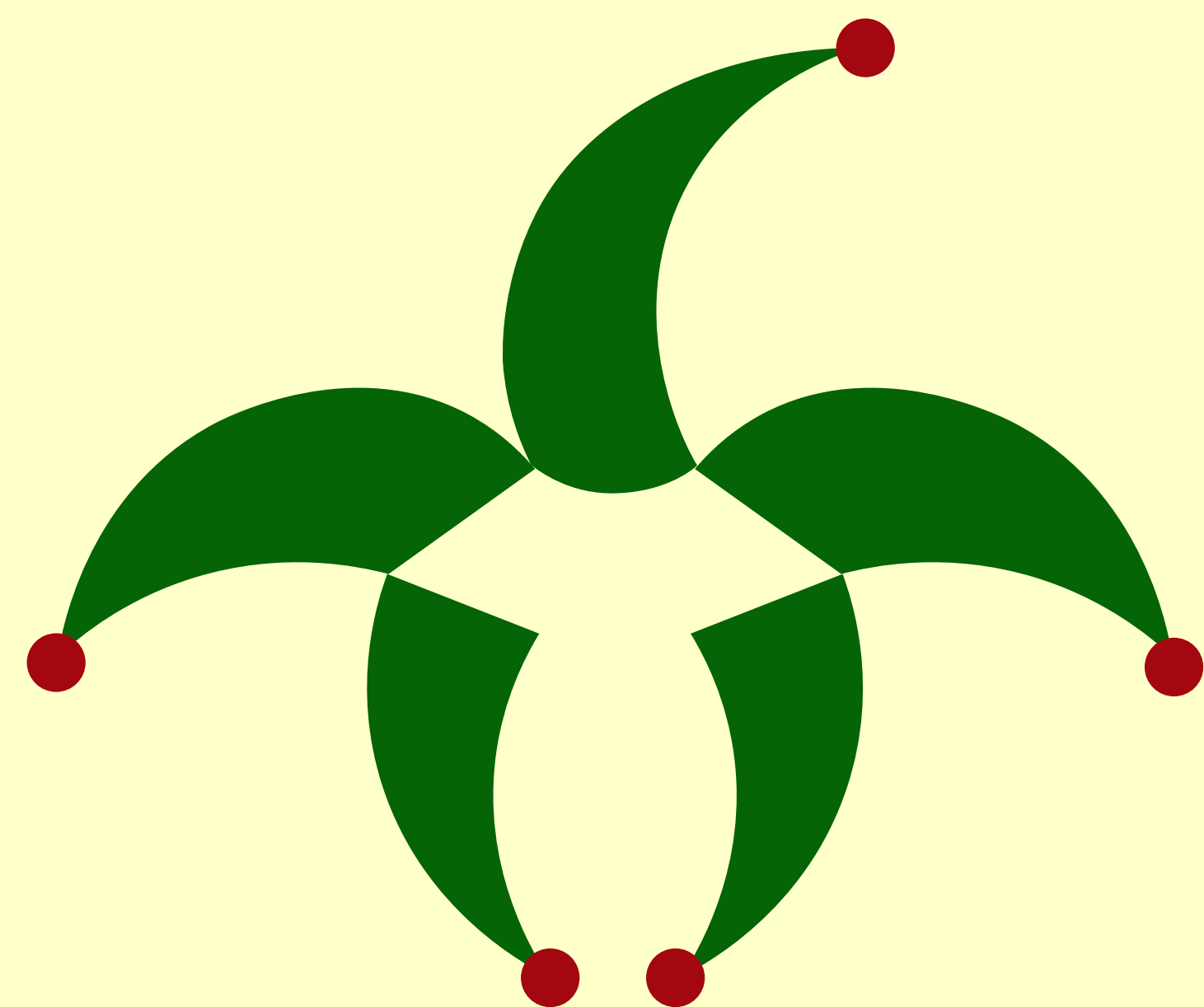
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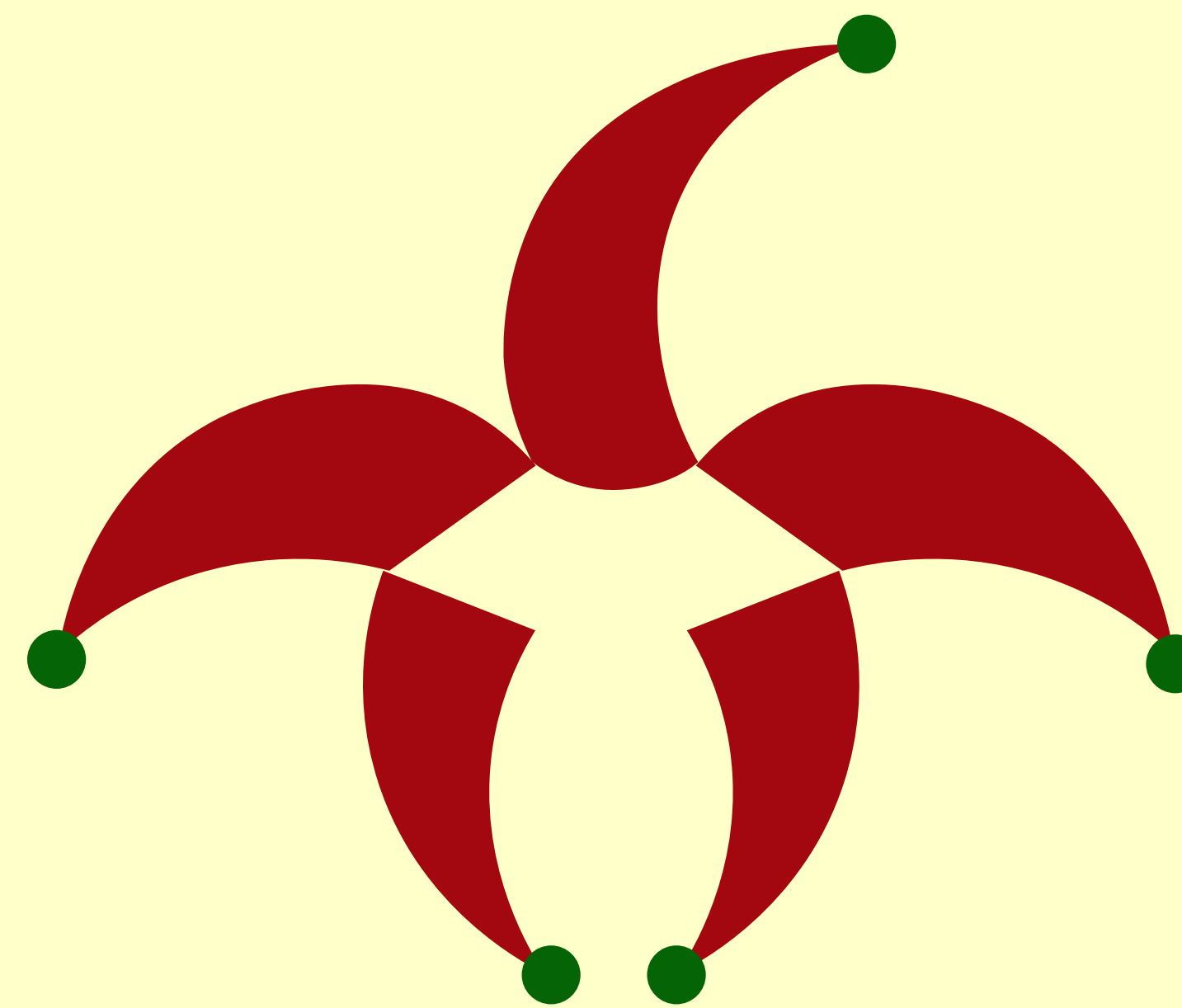
1 2 3 4

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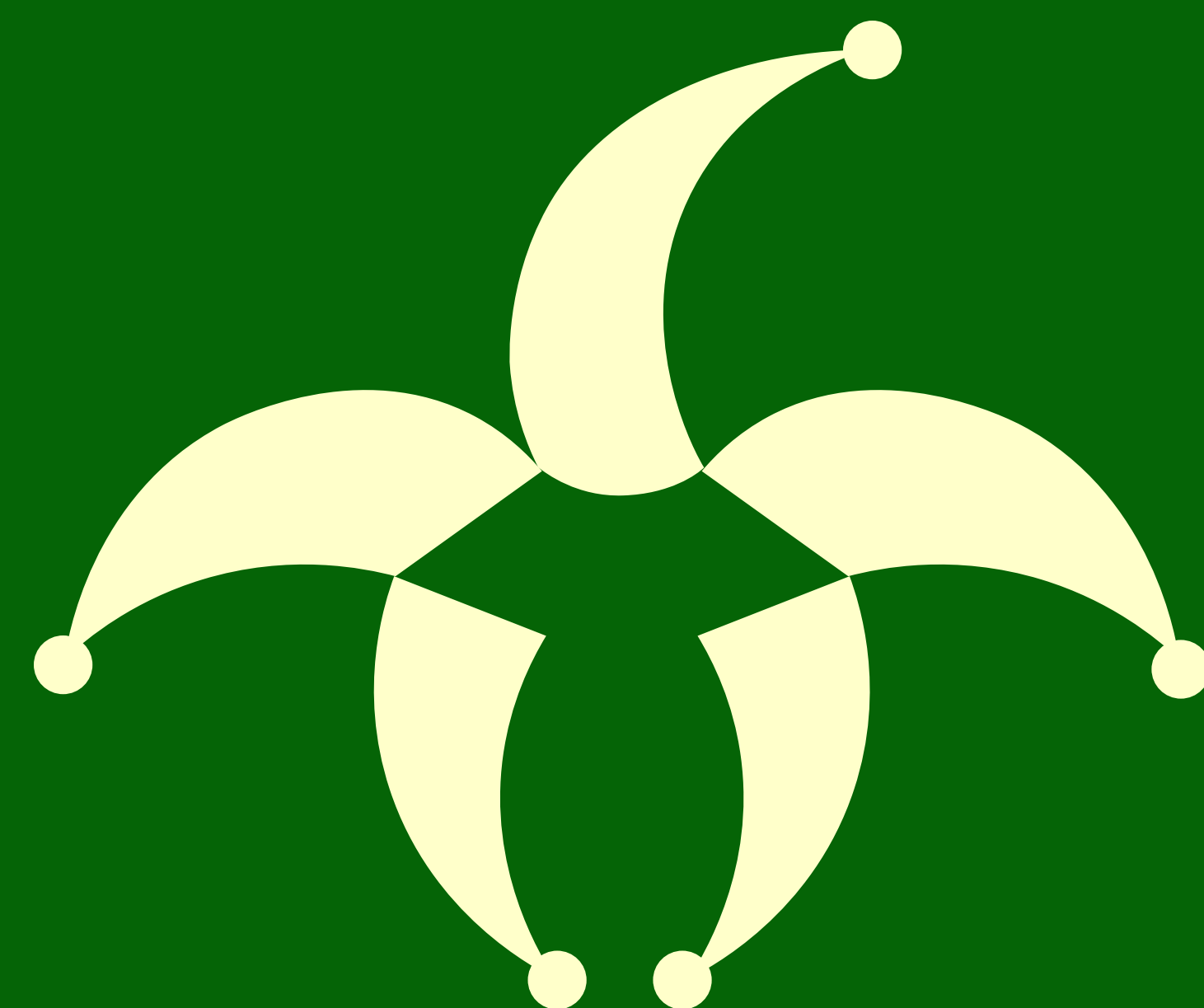
Acumin Variable Concept



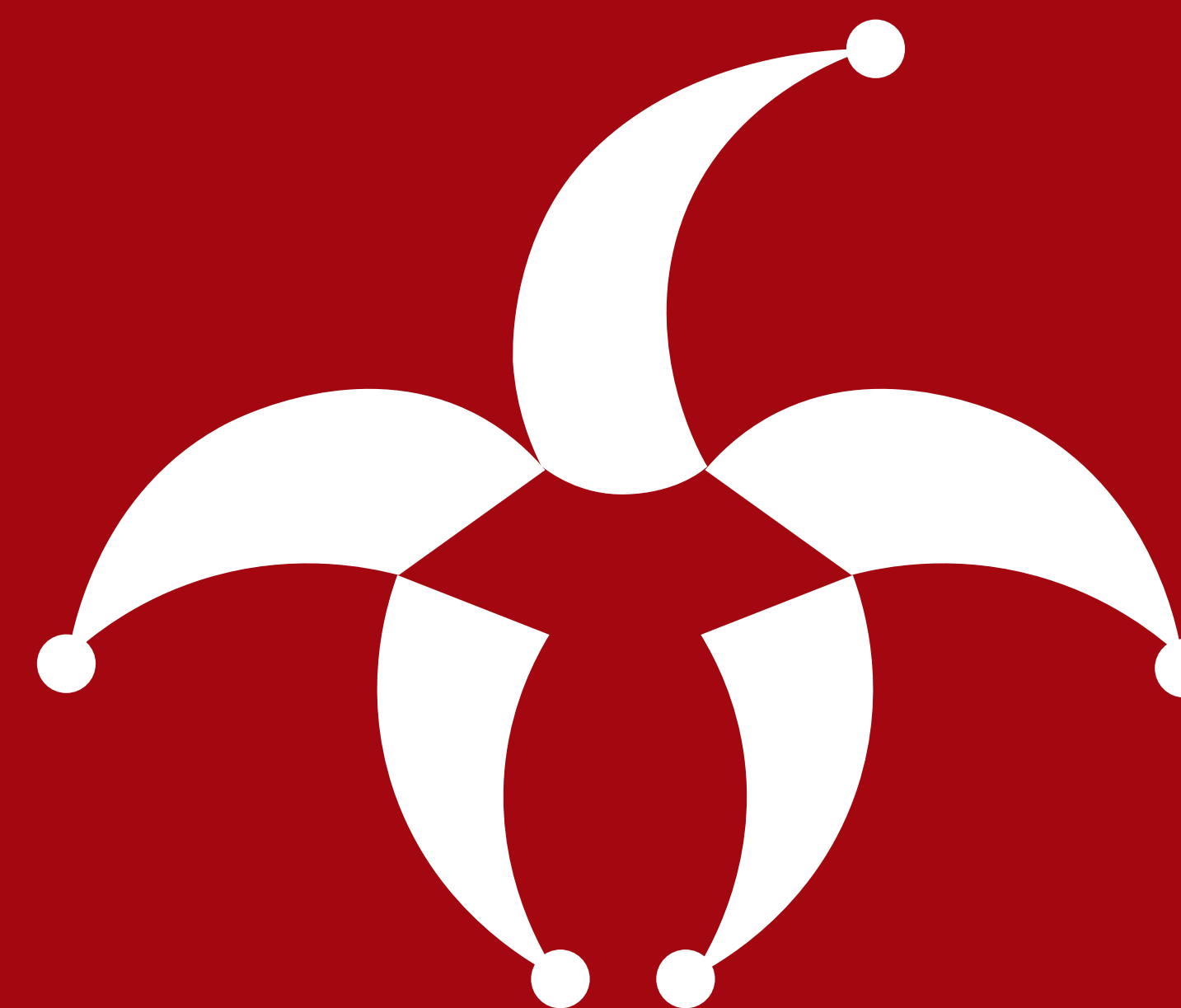
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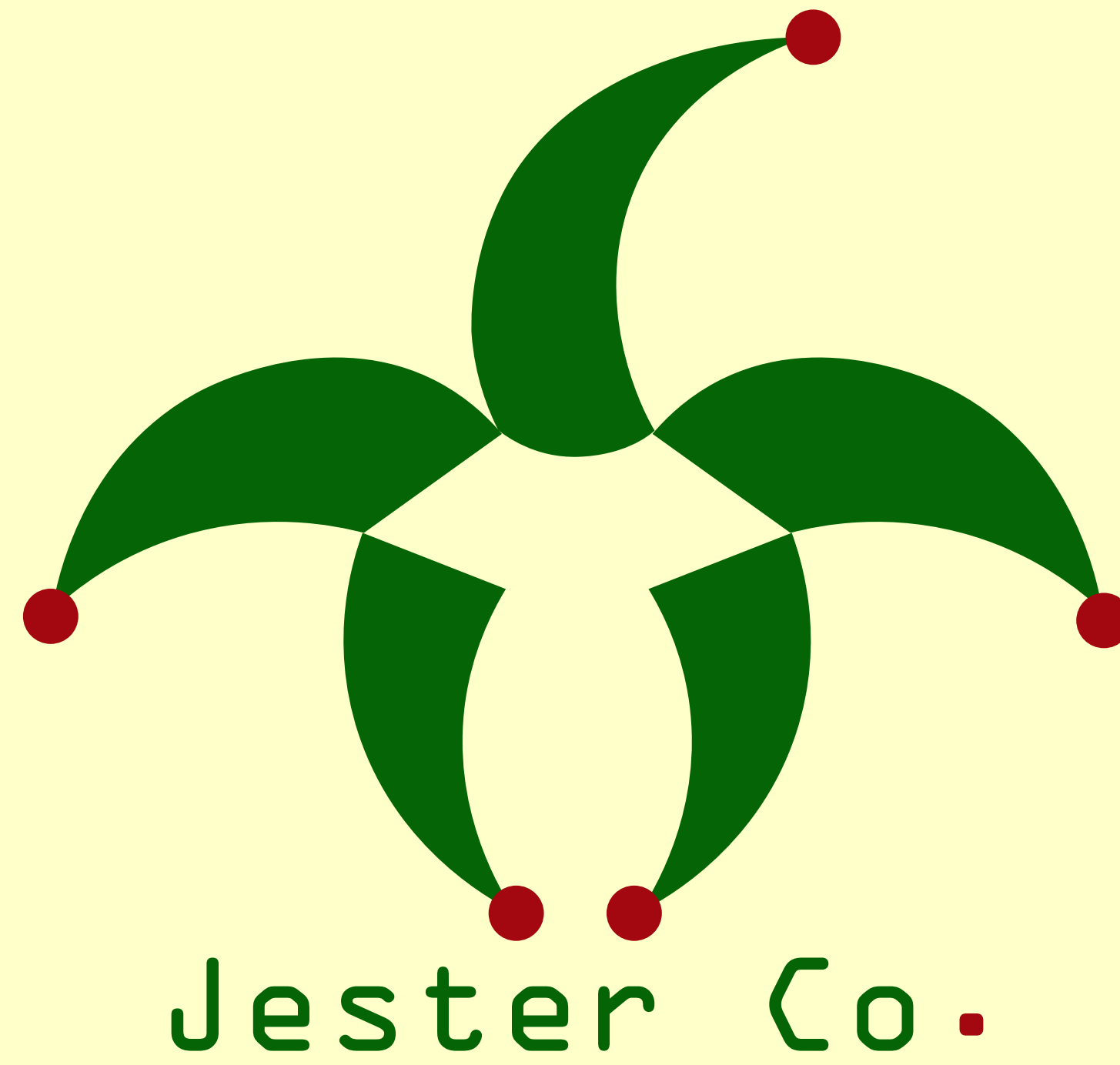


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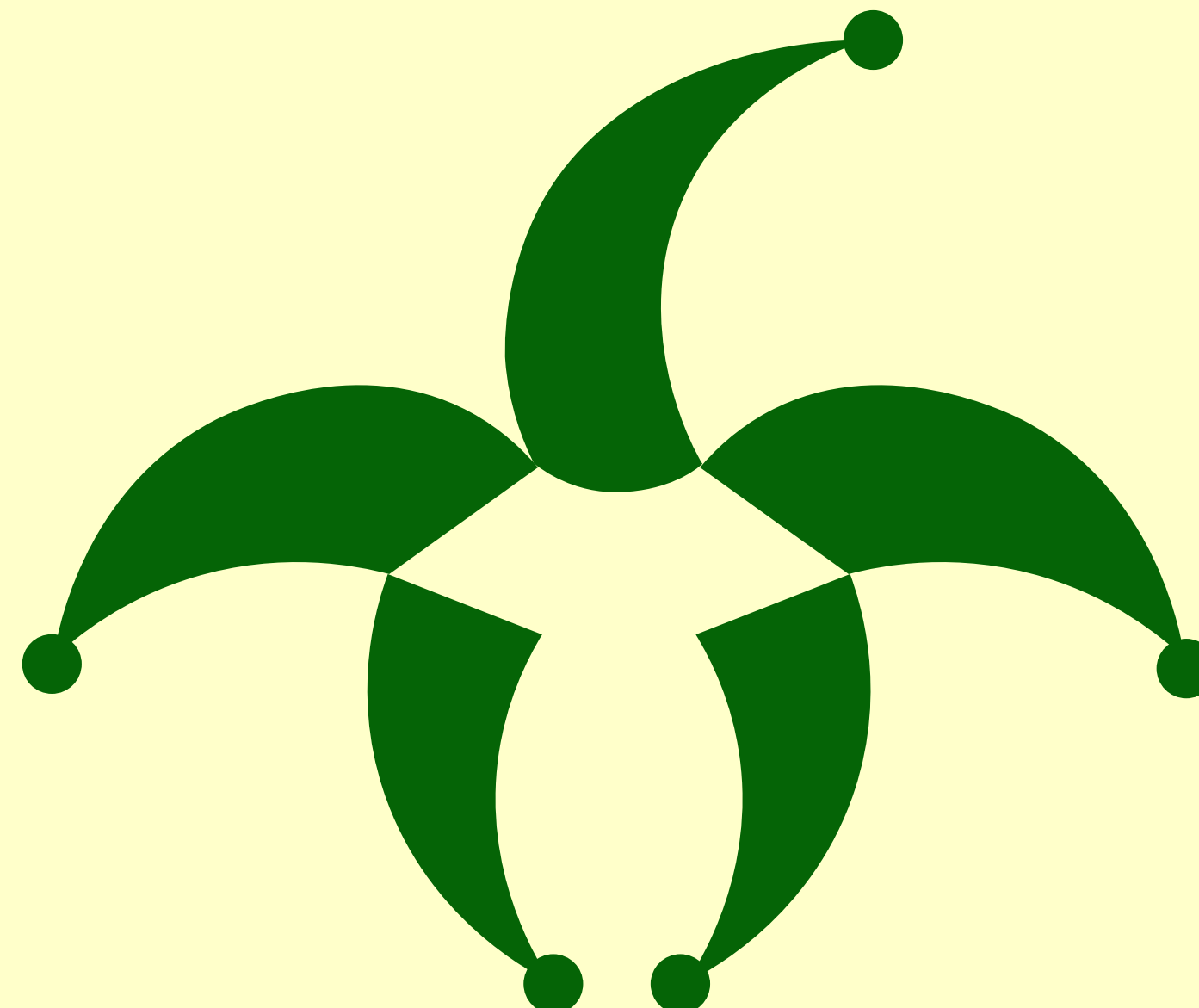


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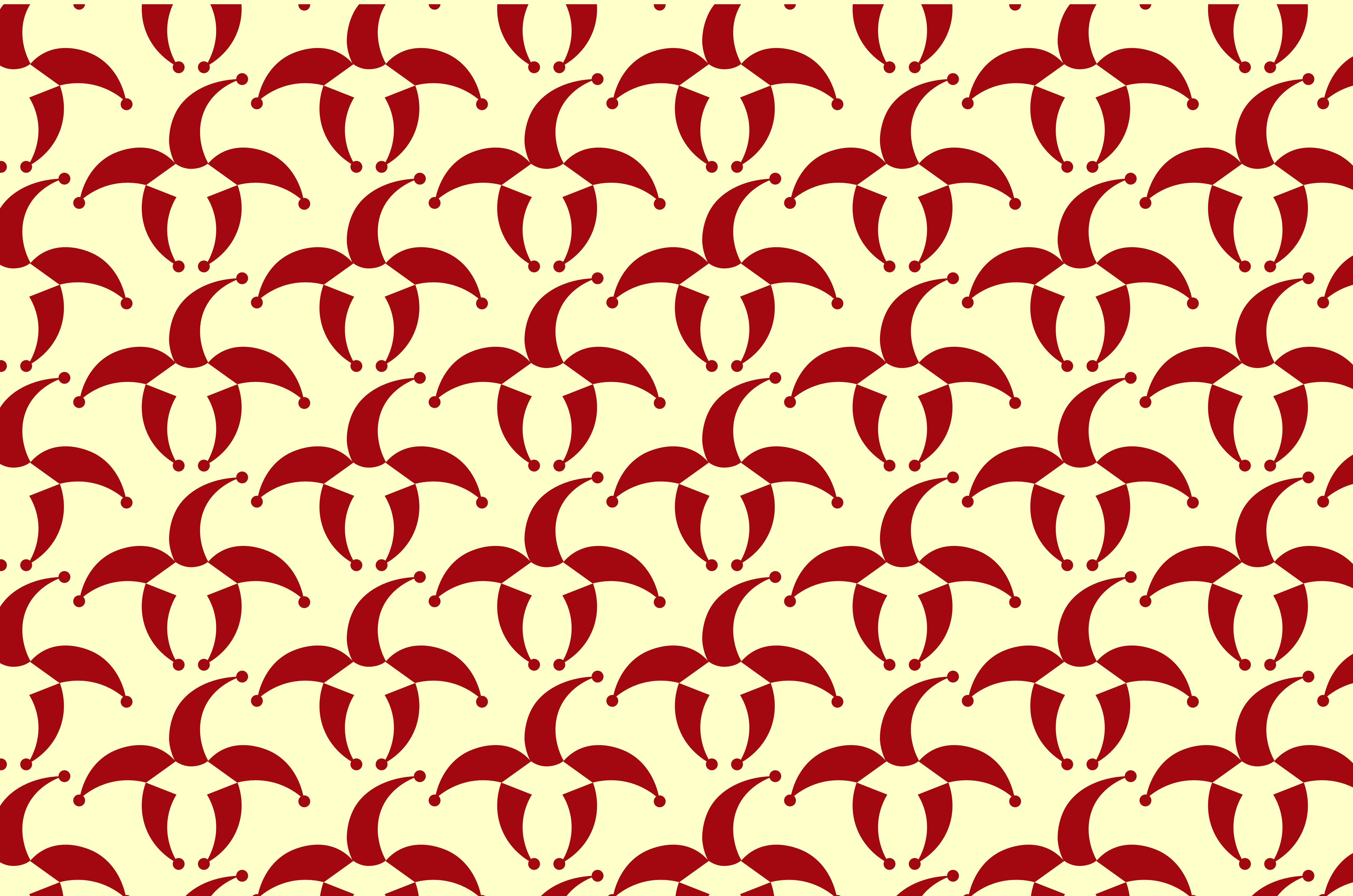
Primary Logo



Logo Mark



Pattern





SIZE
LARGE





Jester Co.

OTOYK
H8U2
MERS

OTOYK
H8U2



THANK YOU!