

Jester Co.

Brand Identity

Name: Jester Co.

Industry: Clothing Brand

Logo Style: Pictorialmark Logo

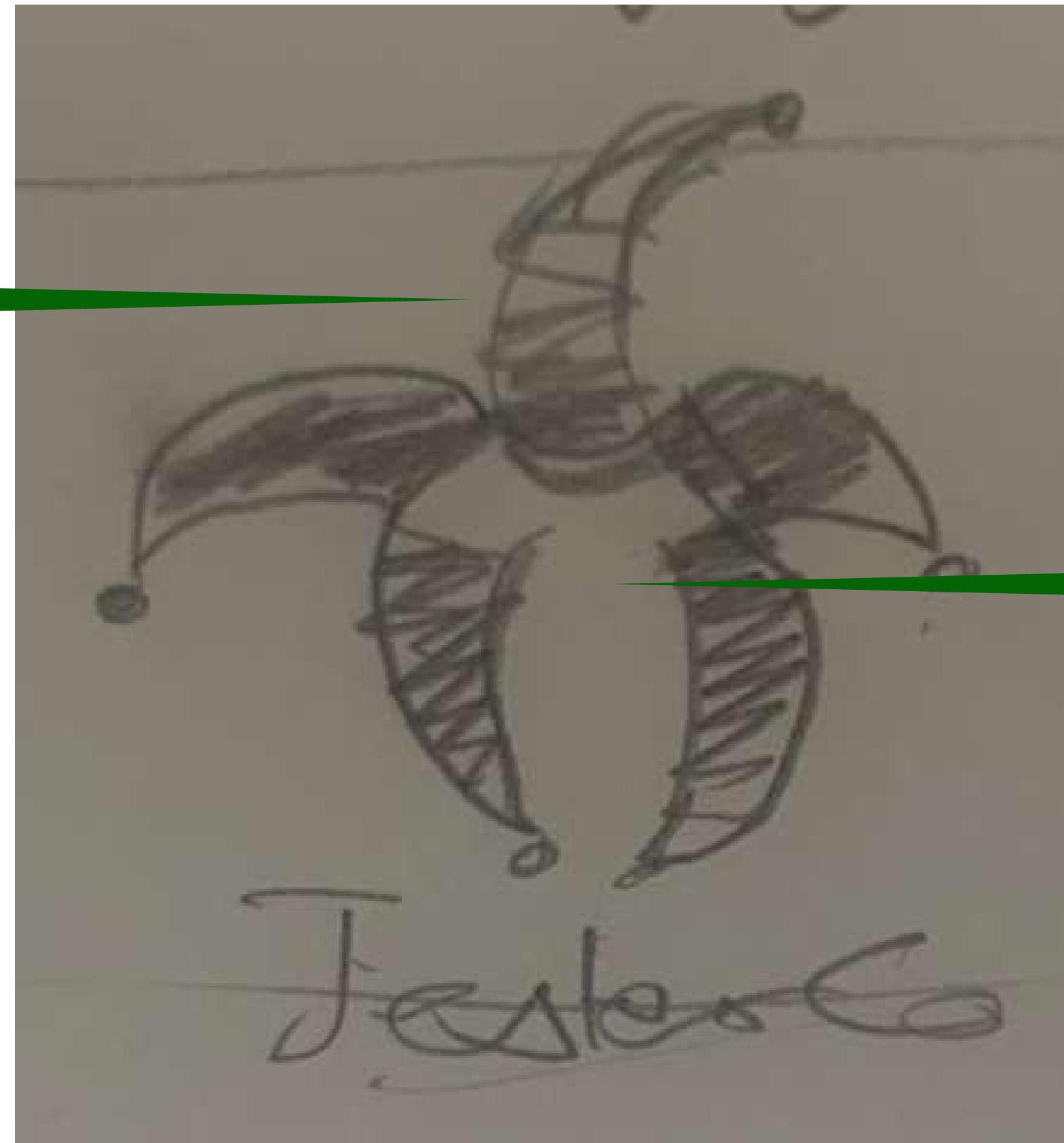
About

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

HEX:

#05640

HEX:

#a3070f

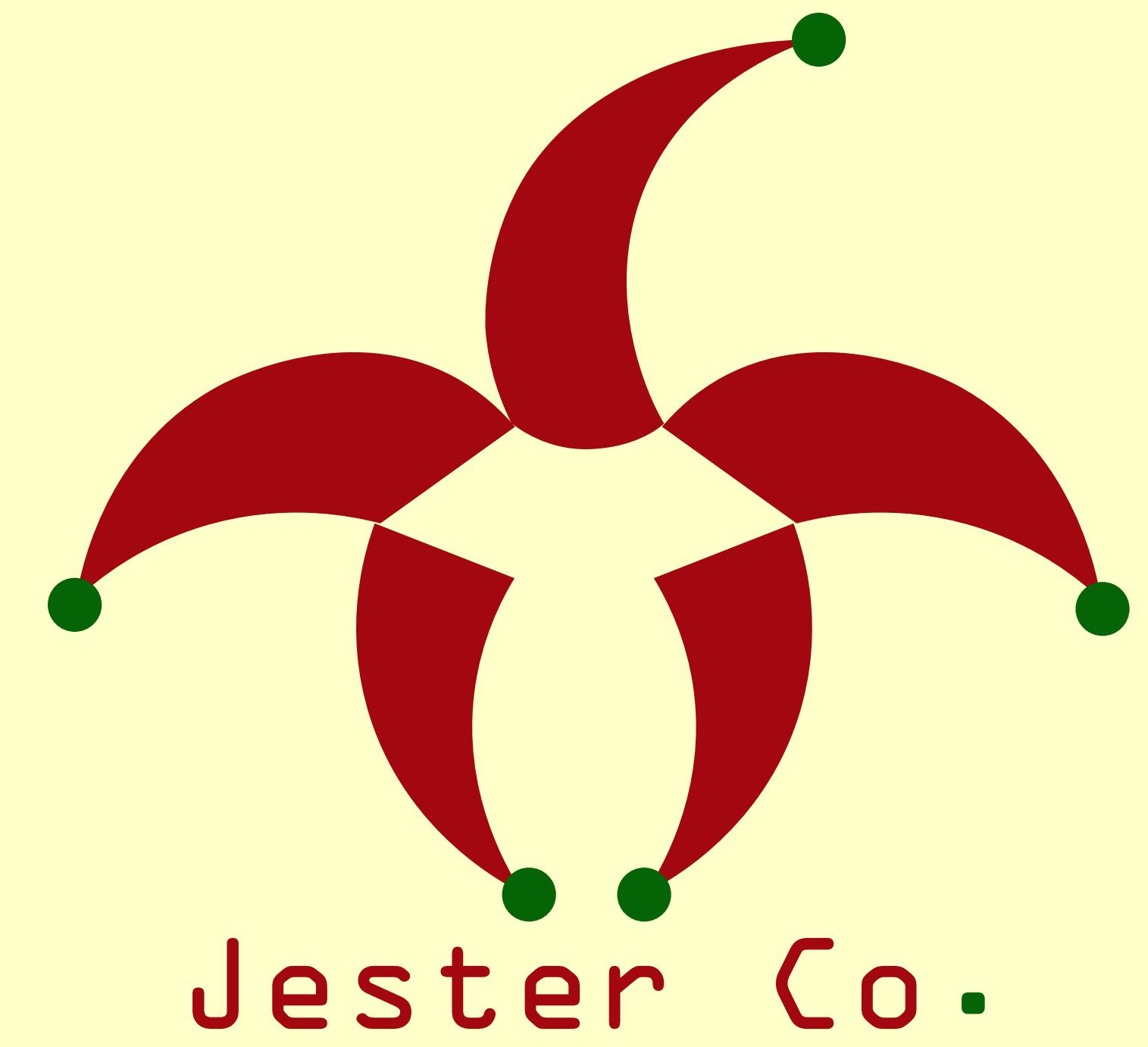
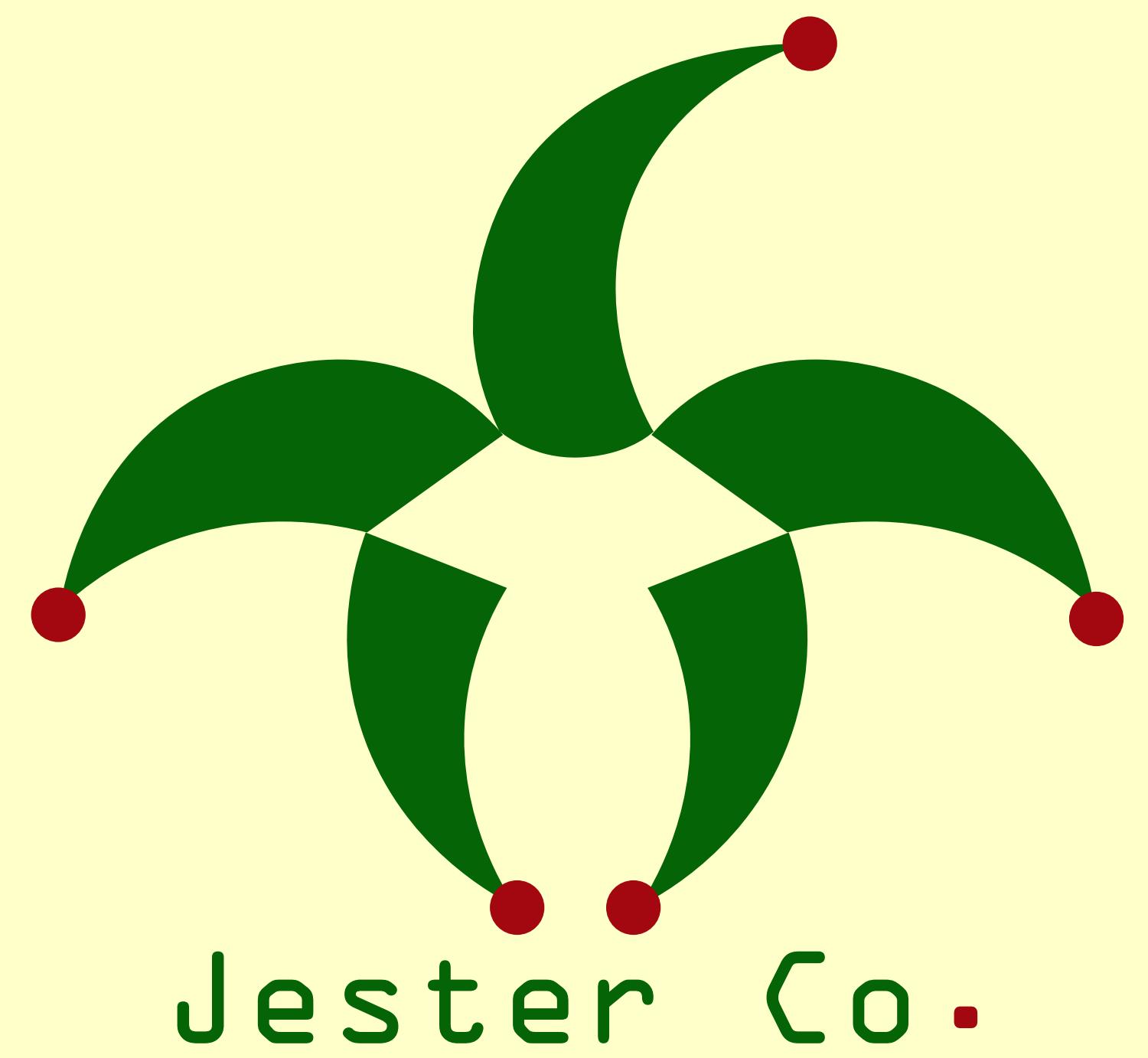
HEX:

#ffffca

Primary Typeface

A B C D
a b c d
1 2 3 4
! # ? &

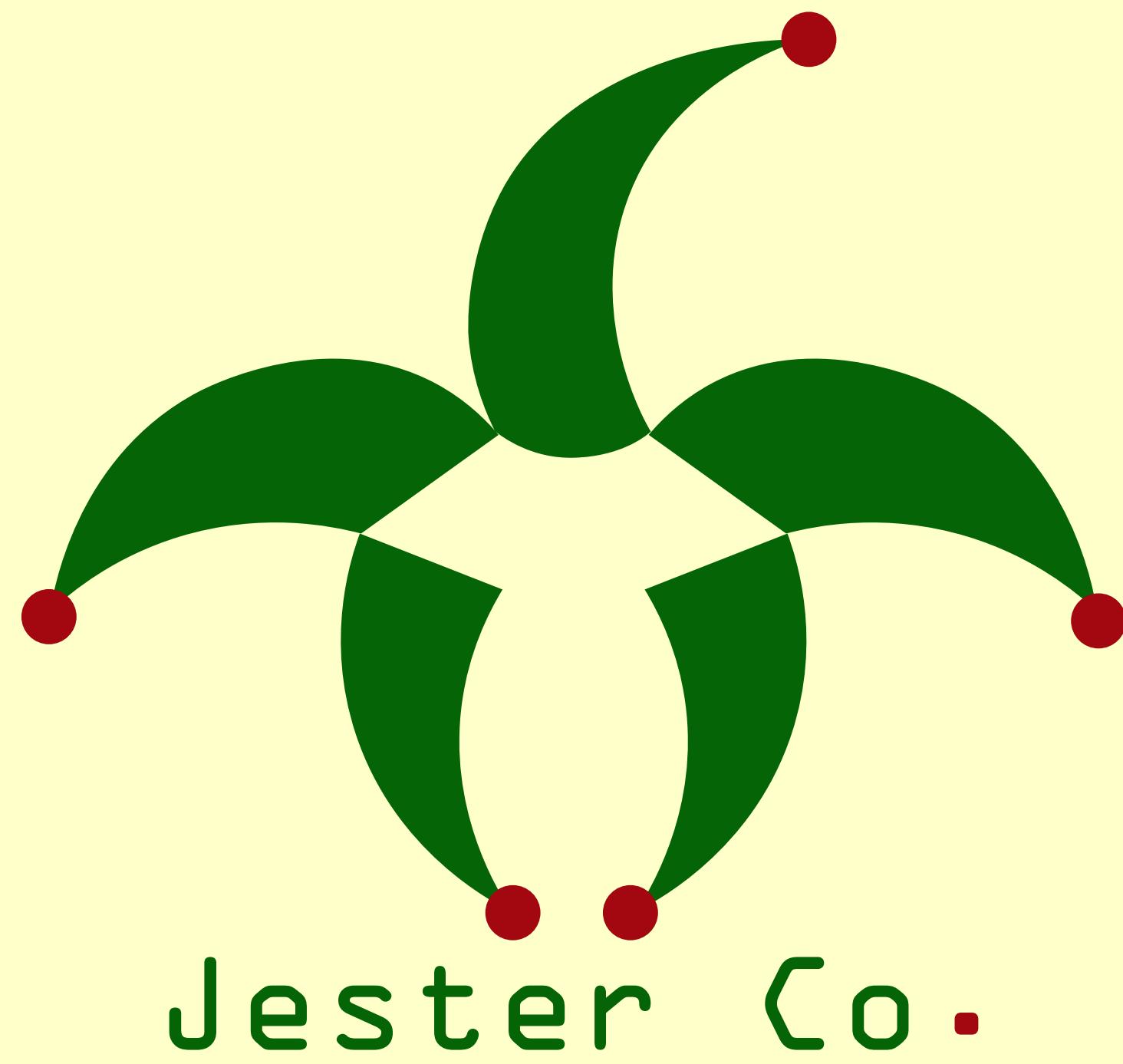
Acumin Variable Concept



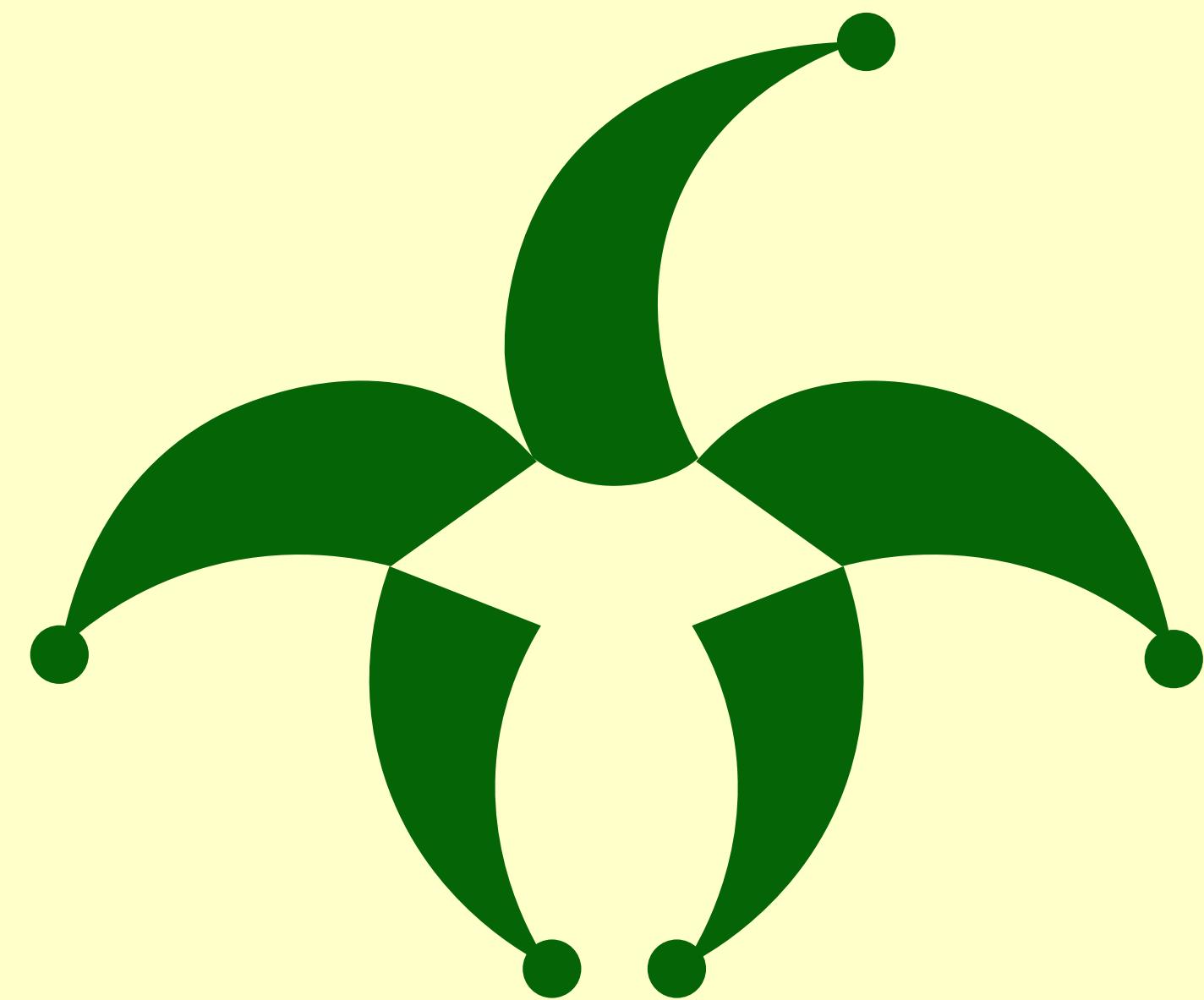


Jester Co.

Primary Logo



Logo Mark



Pattern







KYOTO
SUNSHINE
MALLERS



THANK YOU!