

TopTrek

A silhouette of a person climbing a mountain peak, positioned within the letter 'r' of the 'TopTrek' logo. The person is in a crouching position, suggesting a steep climb. The background shows a mountain range under a cloudy sky.

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**This graphic identity portrays
the brand in its own way.**

I analyzed TopTrek's values, target audience, and competition to develop a minimalistic logo that reflects its adventurous spirit and reliability. The final design successfully communicates the company's core values and will help it stand out from competitors, attracting customers who value high-quality trekking experiences.

The main objective was to create a brand identity that would reflect the company's reliability, responsiveness, and energetic vibe. To achieve this, I took a minimalistic and modern approach, focusing on simplicity and clean design.

TONE

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