



Blacksoil

Branding

VERSION 2018

The Projects

CREATED BY **BLACKSOIL AGENCY**

We work hard on all kind of different projects. Next to Web & App design, User Experience design and User Interface design we also do Branding. With this there are all sorts of clients coming from the corporate side as well as entertainment, fashion and our own concepts.

Ofcourse we always try to get the best result and give meaning to their brand. At the right there is a list of logo's we've created. Each of them has a page that shows it a bit more. In all these projects we followed our own branding process to make sure the designs look good and fit the right mood.



P 01 - 03



P 01 - 03



P 01 - 03



P 01 - 03



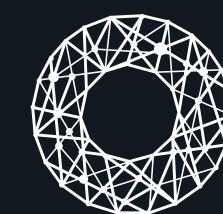
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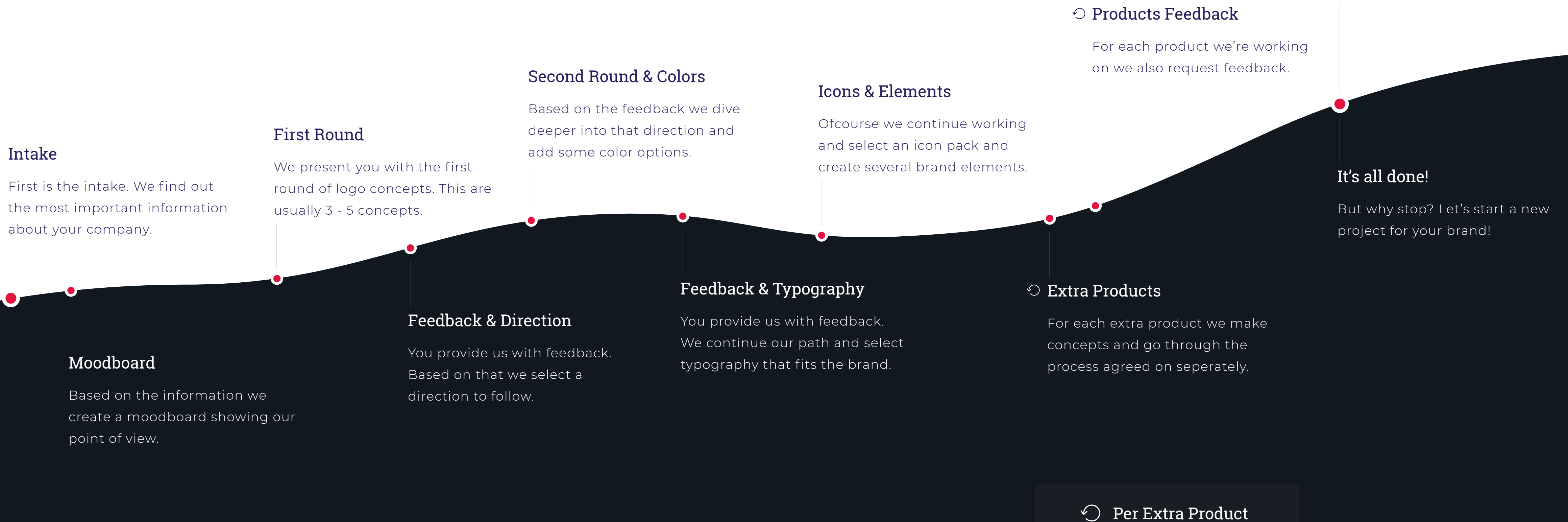
P 01 - 03

The Process

WE USE AT **BLACKSOIL AGENCY**

Each time we do a project we go through this process. It provides some structure in the process and protects our time. And ofcourse you can see what you can expect when diving into a project with us!

As you can imagine we try to keep this workflow as much as possible as it is. However, sometimes a project is bigger. Then we just add extra steps to it or simply take more time. We're pretty flexible!

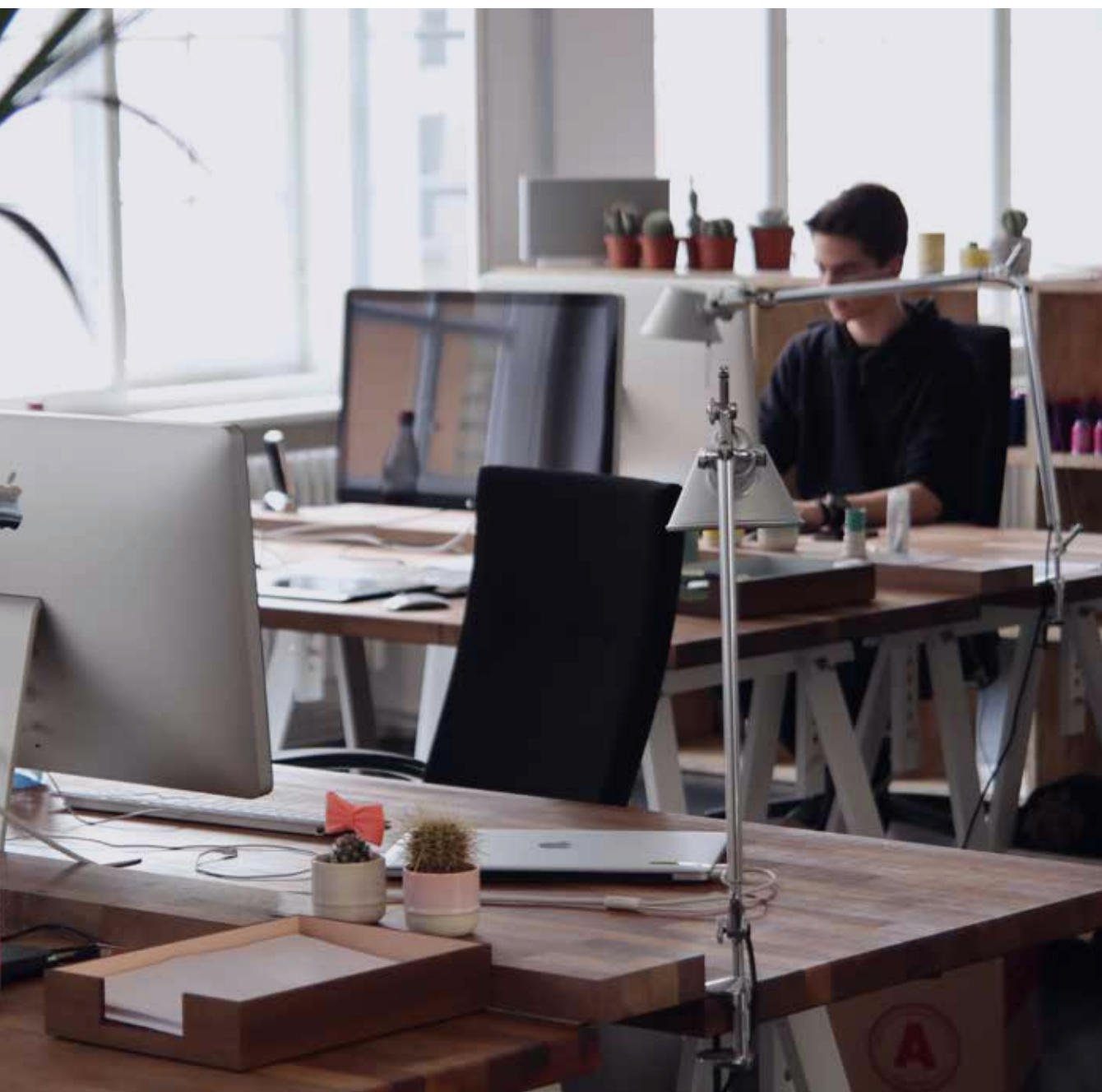


UX Mix

CREATED FOR UX MIX IN JANUARY 2018

UX Mix is a company that focusses on designers. UX (User Experience Design) is an analytical and technical way of looking at the service or product that is sold and designing or improving it in a way that fits the user best. Currently it is mostly used in web and app design but UX Mix wants to educate people in using the different methods and mixing them to fit any other business market there is.

The logo we designed for them displays a clean type to give it more authority. The symbol consists of the letters U and X which are integrated in the ongoing flow of the processes. The left circle displays a magnifier showing the focus on the user.



What we did.

- + Branding
- + Concepting
- + Logo Design

Iryna Tokarieva

CREATED FOR IRYNA TOKARIEVA IN FEBRUARY 2018

Iryna Tokarieva is from origin Ukranian woman who started her company in international & taxation law. She was looking to find a way to stand out from the crowd of legal companies and show the work she does is at a professional level without even saying a word yet. A good way to do this is by looking at branding.

The logo we created uses colors that are showing trust and authority. With that the type and mark itself look professional by the clean shapes and clear text. The symbol included a pillar, referring to the courthouse, and a paragraph mark which refers to the symbol used in law to legal code.



What we did.

- + Branding
- + Logo Design

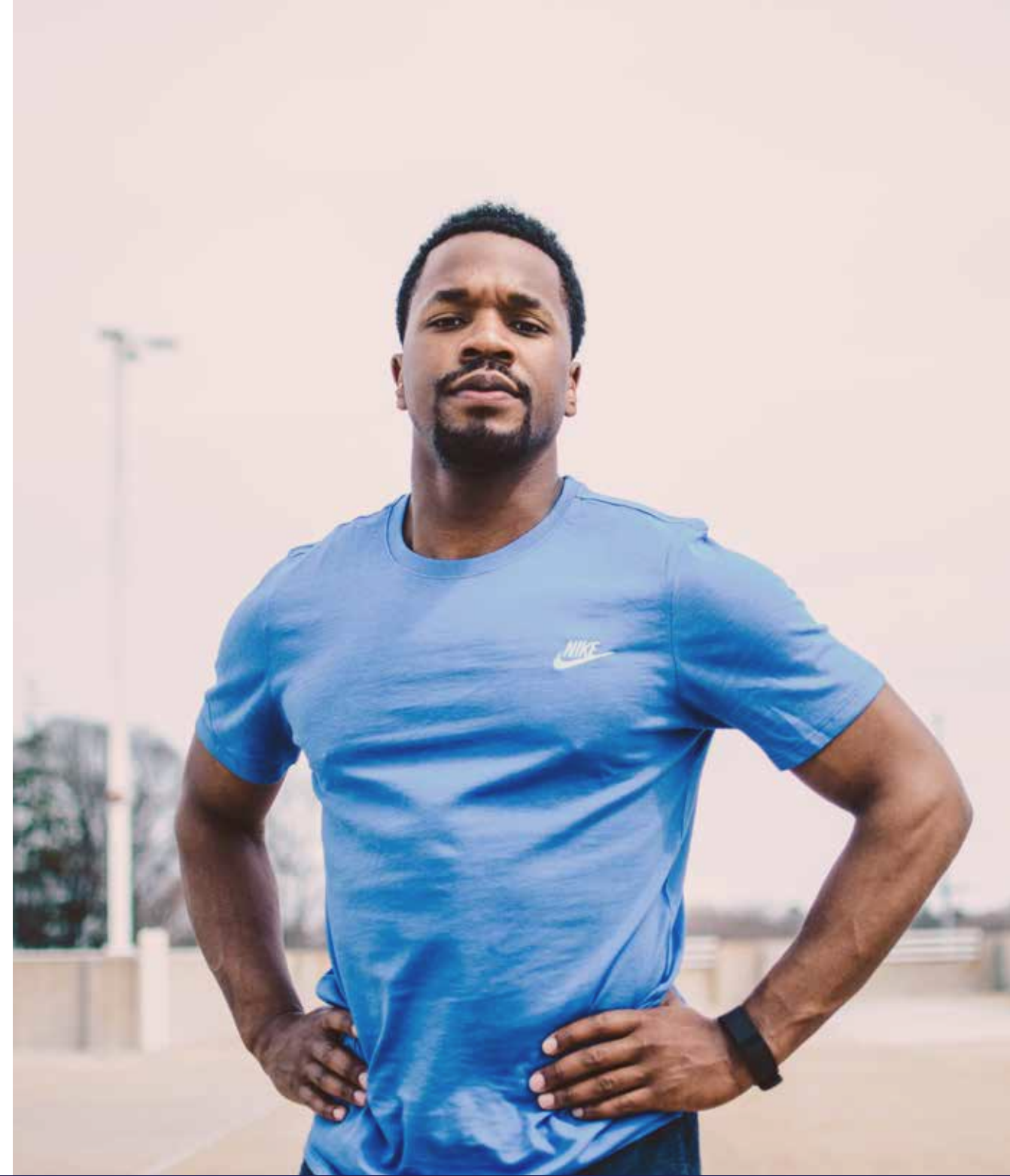


Workout Survivor

CREATED FOR **WORKOUT SURVIVOR** IN JANUARY 2017

When you are going through a workout at the gym, CrossFit box or in the outdoors you push yourself to make it further or be better than before. Sometimes this can almost be too much and after the workout you survived and made it. That is exactly where the strong Workout Survivor brand is all about.

With this logo we wanted to give a post apocalyptic feeling but stay strong as well. Giving the feeling that you can survive anything, much like soldiers in the army. That is why we chose to use a strong text with a glitch like effect to show that you took a beating, but still stand strong. The symbol shows three barbells put together, much like a symbol used for special forces in the army.



WORKOUT SURVIVOR

ONLY THE TOUGHEST SURVIVE.

What we did.

- + Branding
- + Concepting
- + Logo Design



RAWR

CREATED FOR RAWR IN MARCH 2017

RAWR is a brand that is meant to show dominance, give power and intimidate the competition. This sports brand is created for the most fierce and intimidating athletes and their fans. Building from the growl of a strong and mighty grizzly bear to the strength within each.

We created a logo that fits the grizzly bear by itself as well as the person associated with the brand. The text showing a rough grizzly hairy type and the symbol displaying an angry bear that is still dripping from sweat and adrenaline, ready to get started at round two.



What we did.

- + Branding
- + Logo Design

Belly Bakery

CREATED FOR BELLY BAKERY IN FEBRUARY 2018

Belly Bakery is explaining exactly what they are just in their name already, a bakery that focusses on making your belly happy. Not only the bellies of anyone who loves cake, but also the ones that are pregnant and need to watch their eating. Belly Bakery wants to make sure the cakes they sell is healthy for the baby and delicious for the mom.

We wanted to give the brand a look that shows their love for cooking and sweetness. We created a logo that looks like the whipcream lettering put on cakes and shows the personal touch of the bakery itself. A brand that would attract any person who walks in front of the store by only looking at these sweet letters.



What we did.

- + Branding
- + Concepting
- + Logo Design

The Barbell Games

CREATED FOR **BARBELL** IN AUGUST 2017

The Barbell Games, a way to compete with the muscled guy at the gym, your bossy brother or a braging colleague? No, these games are not for the untrained athletes. The games are meant to challenge the most tough athletes and teams and make sure they will be beaten to the dust if they didn't train hard enough. A true strong man challenge.

To make sure the character of what The Barbell Games is and should be is kept, but made open enough for people to try it out, we made sure the brand looks clear and strong. We added angles to type logo to give it more momentum and made it strong enough to show it is the real deal. Together with a new slogan to create a solid brand that is there to be taken serious.



THE BARBELL GAMES



THE BARBELL GAMES

BEATING THE CHALLENGE

What we did.

- + Branding
- + Concepting
- + Documentation
- + Logo Design

Barbell

CREATED FOR BARBELL IN NOVEMBER 2017

There are many fitness shops / blogs / vlogs / video's out there. Some of them say this, some of them say that. Barbell is different. Barbell is a company that is all about truths in any way. Products / trainings / anatomy, everything is based on what really works and what the facts are. And with that, a strong, clean and transparent brand is necessary. Since you can never lift more weight then you can, even if you say differently.

This breand is going to be used in all kinds of communication and is all about transparency and strength. A clean and strong logo was our answer. A thick type with only clean lines to give no doubts about anything. You just got to believe it.

Barbell



B
Barbell

What we did.

- + Branding
- + Concepting
- + Logo Design
- + Documentation

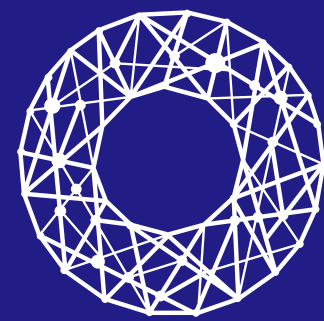
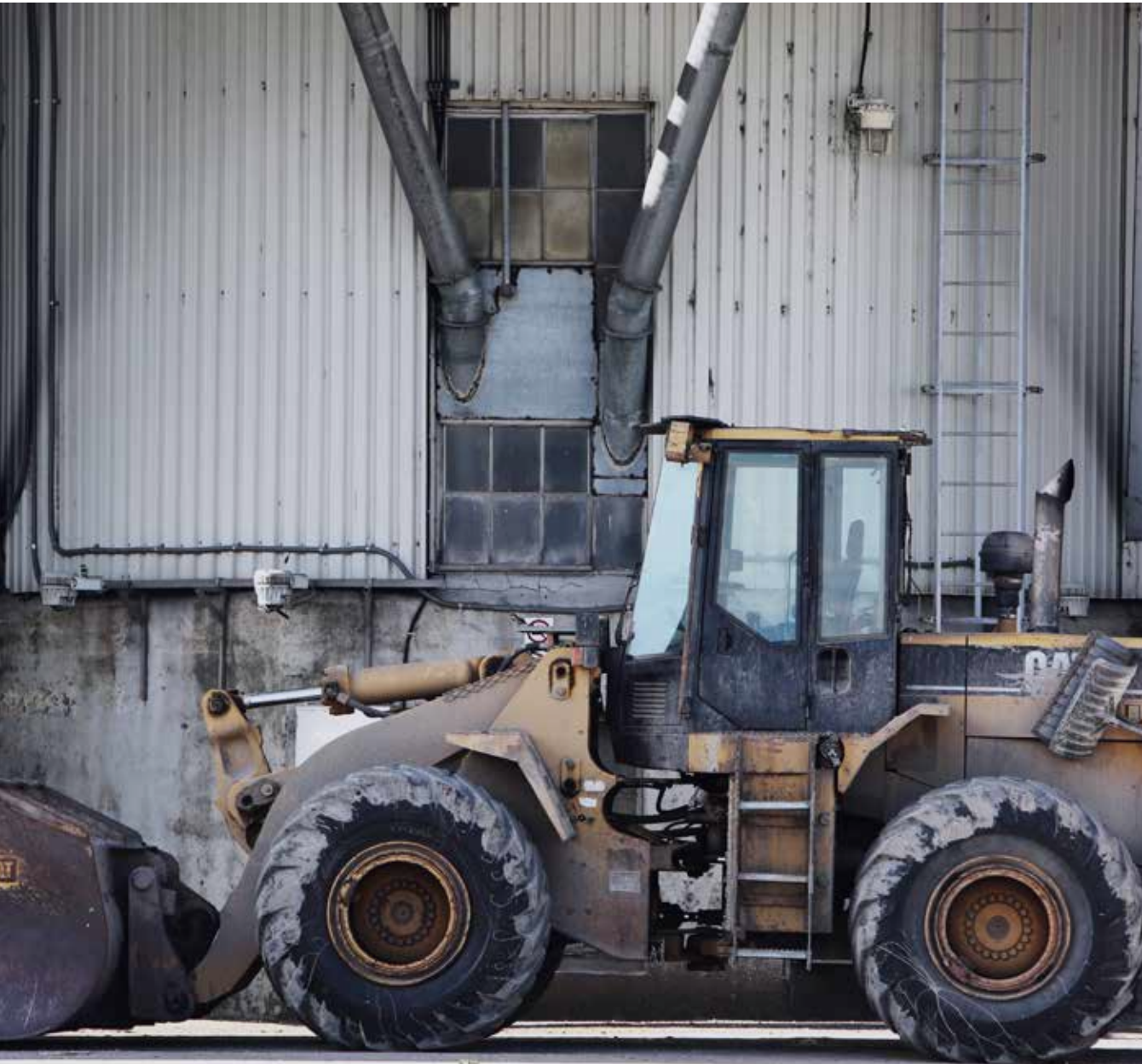


Zwart Techniek

CREATED FOR ZWART TECHNIEK IN MARCH 2017

A company that works worldwide, providing utility networks and power to remote areas and makes sure our own power keeps working. Zwart Techniek provides generators and utilities to any region. Making sure people can work, get water and have a light in the dark.

A powerful company that makes sure anyone in the world can do their job by creating power grids and backups needs a powerful logo as well. We created a brand that shows that this company has a goal, connecting the world and making sure everyone has access to it. The brand also shows that their goal hasn't been met yet and that there still is a big part that needs to be done. Providing the world with reliable and powerful utilities.



zwart
techniek

What we did.

- + Concepting
- + Logo Design

Meadow Festival

CREATED FOR MEADOW FESTIVAL IN JANUARY 2018

The country side of The Netherlands can be a little boring for teenagers. There is no distraction or it doesn't really suit your age. So what do you do then? Start a festival yourself! A group of friends did this. Three evenings of music, drinks and social. And ofcourse as any music festival, every year a new theme with an awesome stage.

We ofcourse want to support that, so we create logo's and artwork every year to make sure everything looks good. The top logo was the base of the first logo, which was later transformed into 3D. The bottom logo fits the theme of 2018, City of Illumination. It displays the letters as part of a neon style light.



What we did.

- + Branding
- + Logo Design
- + Print Design
- + Social Assets

Marcel Doornbos

CREATED FOR **MARCEL DOORNBOS** IN JUNE 2016

In our opinion everyone needs a logo for themselves aswell, like a signature but a little more fitting. That is exactly what we did for my brand. It needed to show the style, personality and be recognizable for anyone.

We created a logo that fits Marcel Doornbos perfectly. As you can see the symbol consists of the letters M and D. It is build out of clean thick shapes to show the strength and directness. The first shape is a triangle, the strongest shape there is. If you in your mind would make it bigger, it would grow with the diagonal lines of the M and D. That displays the growth and improvement in every stage. A logo that perfectly fits the mentality and personality of Marcel Doornbos.



What we did.

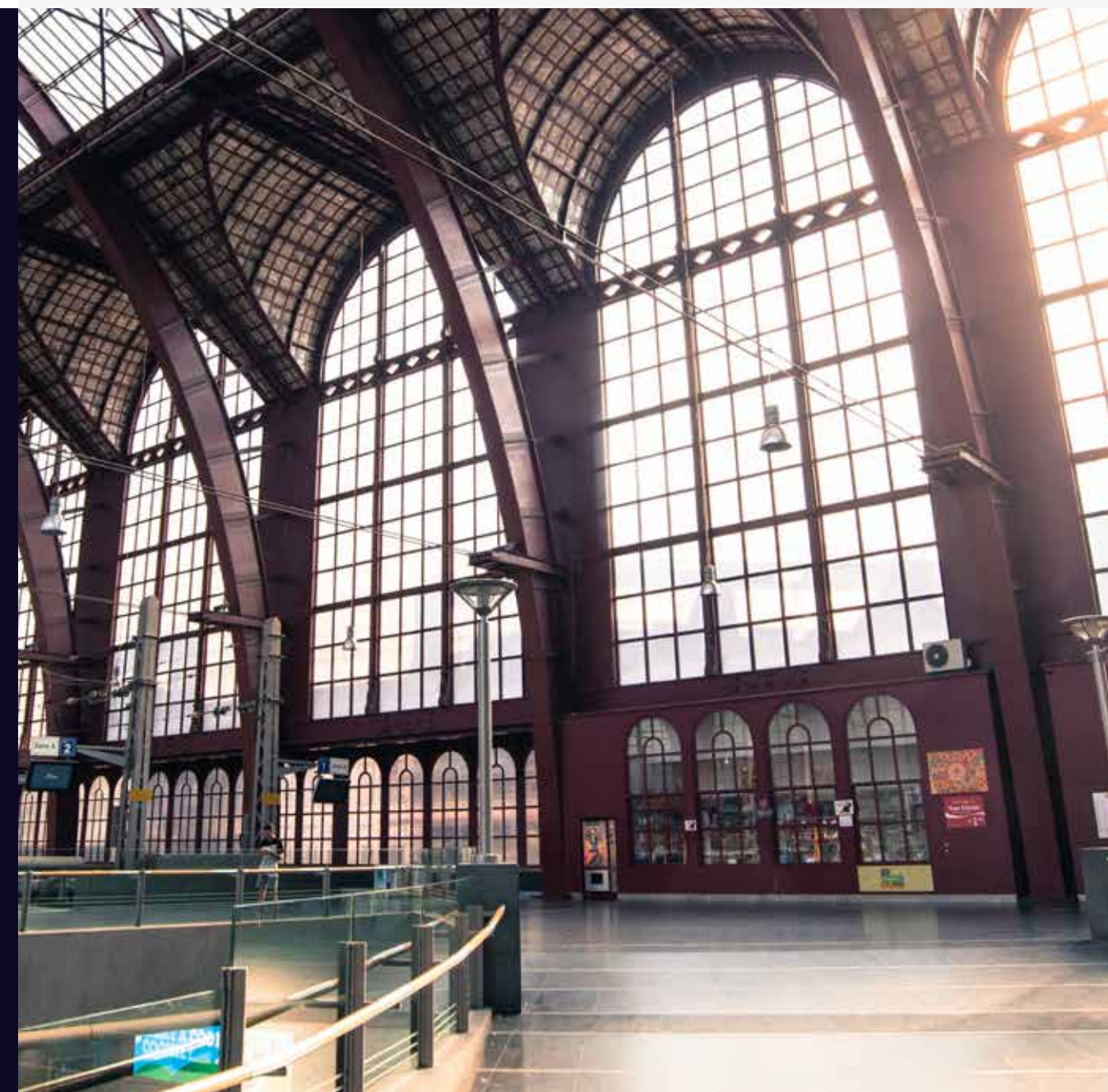
- + Logo Design
- + Webdesign

Het NLP Instituut

CREATED FOR HET NLP INSTITUUT IN FEBRUARY 2018

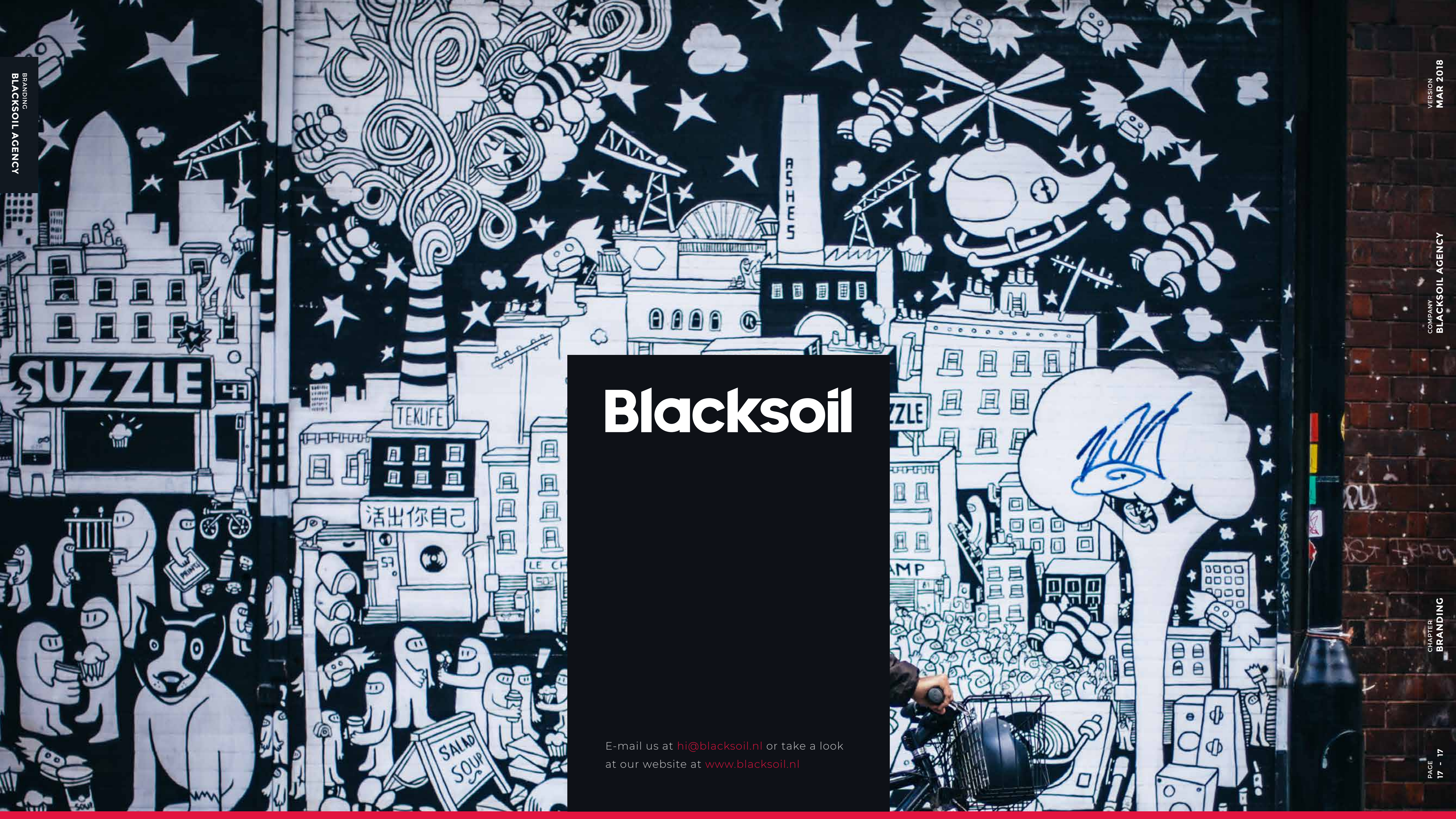
Het NLP Instituut is a dutch company that helps you grow. Not in a physical way, but in a psychological way. The current generation wants to improve themselves and their way of living, making sure they like their life and get the most out of it. Through coaching and training Het NLP Instituut makes this possible for anyone in need of guidance.

The brand we created for them has a clean and energetic type that still shows authority and knowledge like an institute does. The symbol shows the path that is taken by participants, showing the road to success through guidance of the institute, which is displayed as the orange and white circles. A brand that will grow out to be a household name for training and guidance.



What we did.

- + Branding
- + Logo Design
- + Social Assets
- + Webdesign



Blacksoil

E-mail us at hi@blacksoil.nl or take a look at our website at www.blacksoil.nl