

BRANDING

Afrigistics

Brief

Develop a corporate identity for a niche logistics company, focusing on export strategy and implementation for leading retailers in Africa.

Solution

The concept of support and connectivity is illustrated through the use of "links" or "chain" pieces that dynamically interact with one another. The "links" are not closed and don't meet up to suggest a flexibility and adaptability.

The use of dark blue with a warm grey creates an "established" presence to underpin security and reliability and translates very well to other design elements for a professional and steadfast corporate image.

