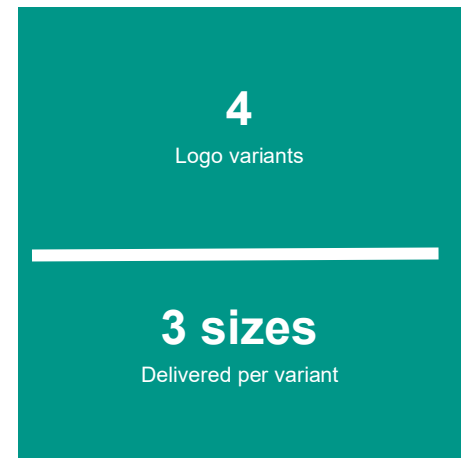


# Svetim Logo Suite

Lead Graphic Design · 5-week sprint · Figma

Solo end-to-end

Rough Drafts → **Final Drafts**



## Problem

The photographer/streamer needed a rugged yet playful cross-platform brand identity.

## Solution

A minimalist logo suite (primary, secondary, sub-mark, favicon) featuring a custom camera gestalt within the wordmark.

## Process Highlights

- Client interview to distill 'rugged playful' keywords.
- Typeface exploration (40+ fonts) → Josefin Slab bold italic.
- Custom 't-i' camera icon + signature red dot.

## Takeaway

Small, well-placed details (camera icon & color accent) nailed playful tone without sacrificing professionalism.

[View full case study →](#)