

WANDIA

W A N D I A
D I G I T A L

REBRAND PROPOSAL

PRINCIPLES
OF EFFECTIVE
LOGO



SIMPLE

POWERFUL

MEMORABLE

VERSATILE

APPROPRIATE

WANDIA

D I G I T A L

digitally amplifying your brand

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LOGO ADAPTATION

A digital billboard stands in the center of a modern shopping mall corridor. The billboard has a dark green background and displays the 'WANDIA' logo in large, yellow, stylized letters. To the right of the logo, the word 'DIGITAL' is written vertically in white, uppercase letters, followed by the tagline 'digitally amplifying your brand' in a smaller, white, lowercase font. The mall floor is made of light-colored tiles, and the ceiling features a grid of recessed lights. On either side of the billboard are glass-fronted retail stores. The store on the left displays various items, while the store on the right features mannequins dressed in formal attire.

WANDIA

DIGITAL

digitally amplifying your brand













WANDIA
DIGITAL
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The word "WANDIA" is written in a bold, orange, sans-serif font. The letters are slightly irregular, giving it a hand-drawn or artistic feel. The 'W' and 'A' are particularly stylized.

WANDIA

D I G I T A L

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THANK YOU