

REDSNOW LOGO RATIONALE

The REDSNOW logo is deliberately simple, typographical and confident, creating a strong identity suited to an alternative clothing and apparel brand.

The clean, bold lettering gives the name an immediate visual presence, while the snowflake cutting into the "O" also doubles as an asterisk. The asterisk is commonly used to "bleep" or censor bad language, giving the mark a subtle sense of attitude, irreverence and rebellion that fits the alternative nature of the brand.

The identity is designed as a single-colour mark, allowing it to work equally well in black, red or reversed in white when placed over imagery. This keeps the logo flexible across clothing, labels, packaging, signage, digital applications and promotional material.

The result is a mark that feels strong, contemporary and a little bit cheeky, with a simple visual idea that gives REDSNOW its own distinctive attitude.

REDSNOW

APPAREL / LIFESTYLE / ATTITUDE