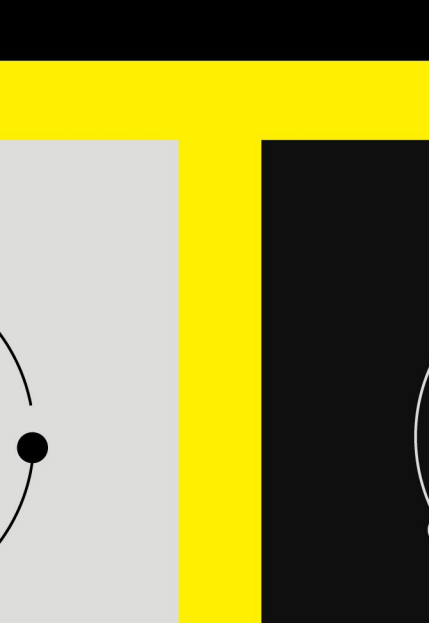


PROJECT

ZRINKO ANDELIC



ROLE

Online Marketing / Sales / Coaching / Video Digital Products



About

ZRINKO ANDELIC

No matter how experienced you and your employees are, you cannot expect to have all the skills and knowledge your business needs, particularly as requirements change as your business grows. For growing businesses, continually facing new problems and opportunities, they need for advice can be even greater.

ZRINKO ANDELIC always there for you to help you. For your professional and personal life challenges. He helps others grow and be profitable, both personally and professionally.

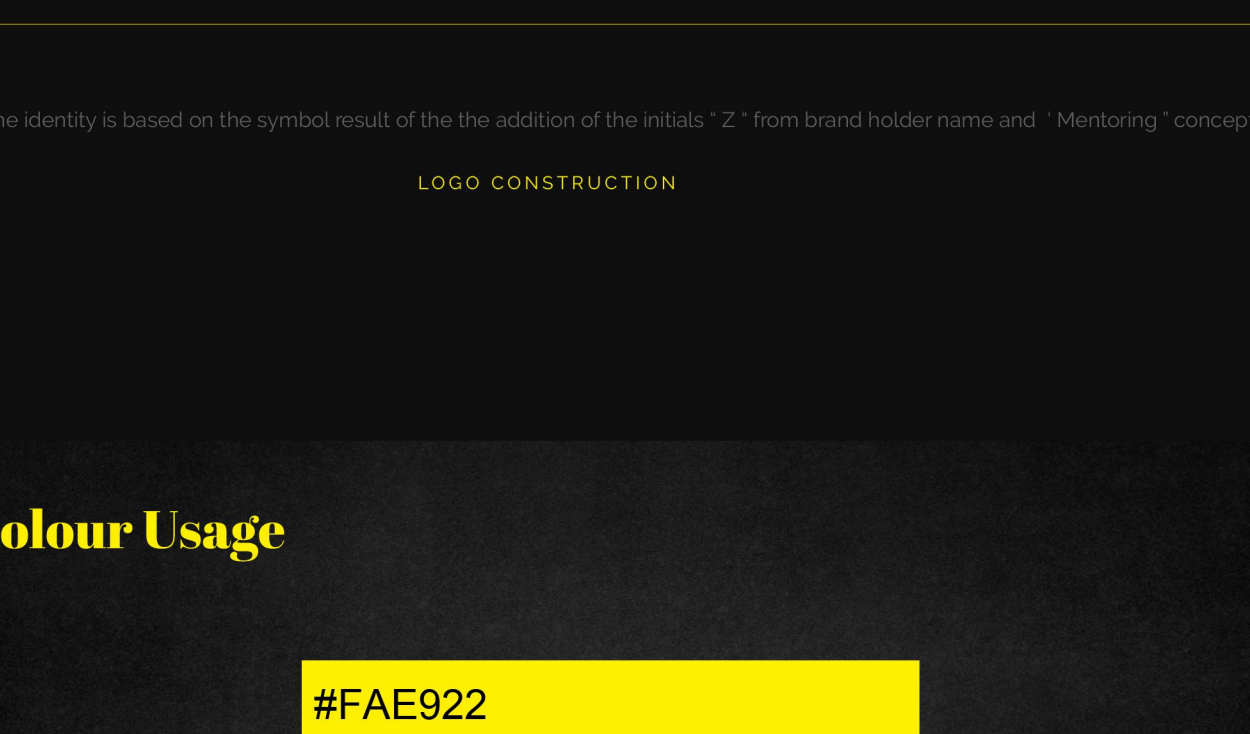
He does online marketing and sell his knowledge as digital products. He is offering mentoring and coaching to help a business through changes, providing support on ...

Brand concept

ZRINKO ANDELIC

Mentoring

Mentorship is a relationship in which a more experienced or more knowledgeable person helps to guide a less experienced or less knowledgeable person. Mentoring is a process for the informal transmission of knowledge, social capital, and the psychosocial support perceived by the recipient as relevant to work, career, or professional development; mentoring entails informal communication, usually face-to-face and during a sustained period of time, between a person who is perceived to have greater relevant knowledge, wisdom, or experience (the mentor) and a person who is perceived to have less.



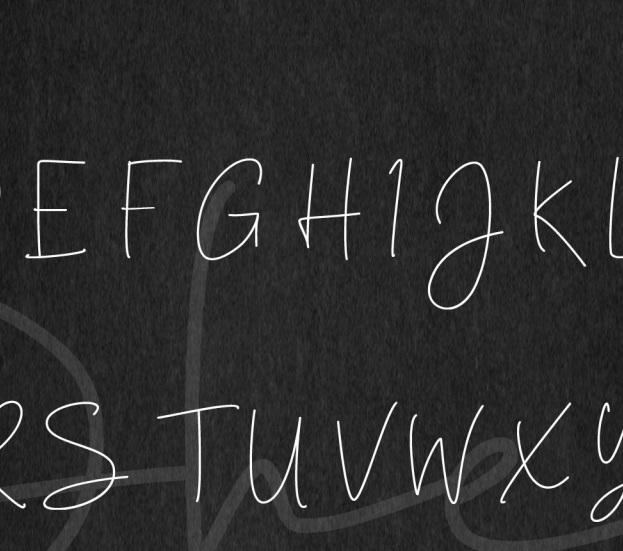
MENTORING



The identity is based on the symbol result of the addition of the initials "Z" from brand holder name and "Mentoring" concept.

LOGO CONSTRUCTION

Colour Usage



TYPOGRAPHY



A B C D E F G H I J K L M N O

P Q R S T U V W X Y Z

a b c d e f g h i j k l

w x y z

Raleway SemiBold

A B C D E F G H I J K L M N O

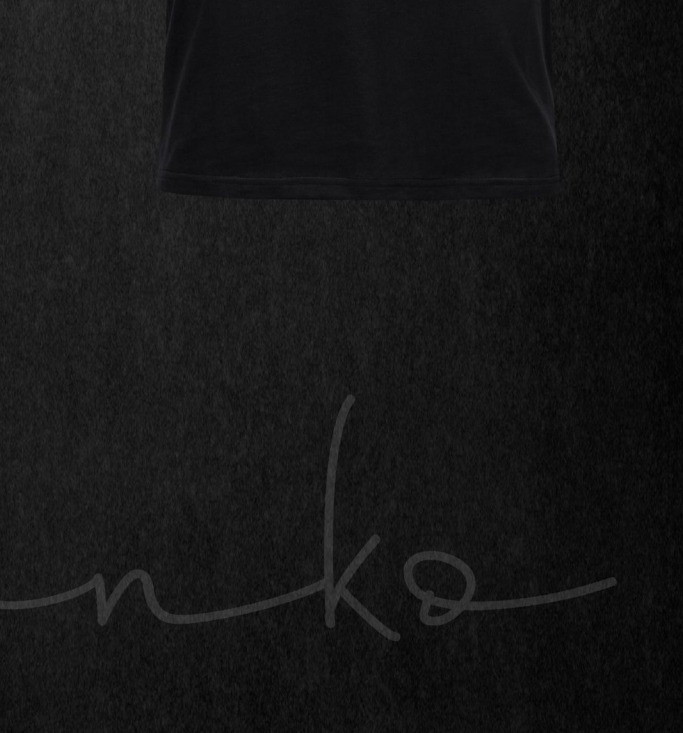
P Q R S T U V W X Y Z

a b c d e f g h i j k l m

n o p q r s t u v w x y z



THINK OUTSIDE THE BOX



Zrinko