AMETI

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Project Proposal

BRIEF

Ameti is a minimalistic and charming brand that embodies flexibility and dynamism. Its modular design allows elements to come together or stand alone, while remaining consistently recognisable. Primarily used in digital contexts, Ameti thrives in responsive layouts that highlight its adaptability.

The brand reflects core values: simplicity, adaptability, and clarity. It aims to present a visually appealing identity without overwhelming or oversaturating its audience.

My design philosophy aligns with this approach: keep it simple and make it understandable. I strive to create accessible, inclusive designs that resonate with diverse audiences. I'm especially drawn to the contrast between simplicity and intricacy—where clean design still manages to captivate.

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Key points

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Aesthetic -

- Minimalistic
- Charming
- Simplistic
- Intricate

Function -

- Flexibility
- Dynamic
- Multiple Elements
- Ledgible

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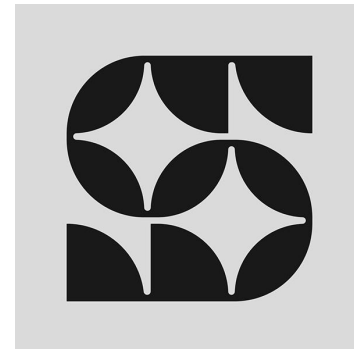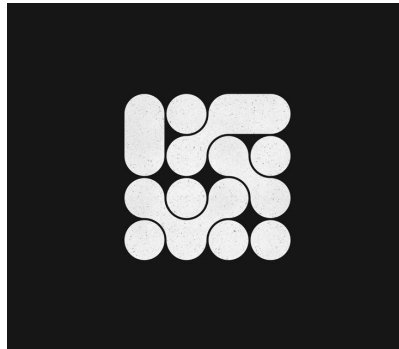- Dynamic
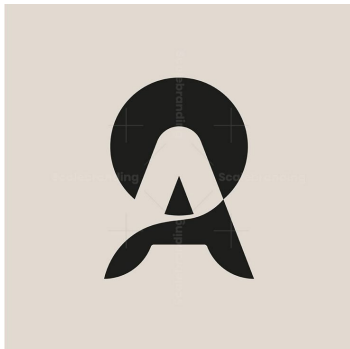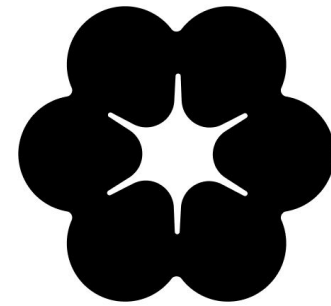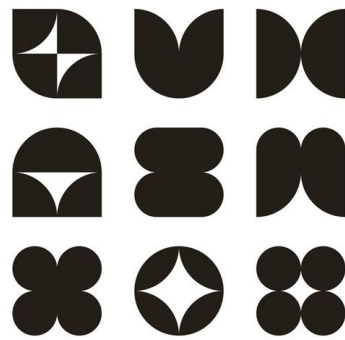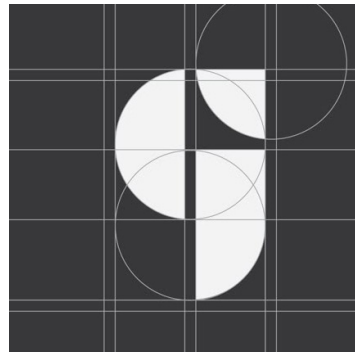- Multiple Elements
- Ledgible

Added Notes -
- Doesn't want the name in the logo
- Wants multiple conponets that could be taken apart as a simpler logo design and put back together for the full effect
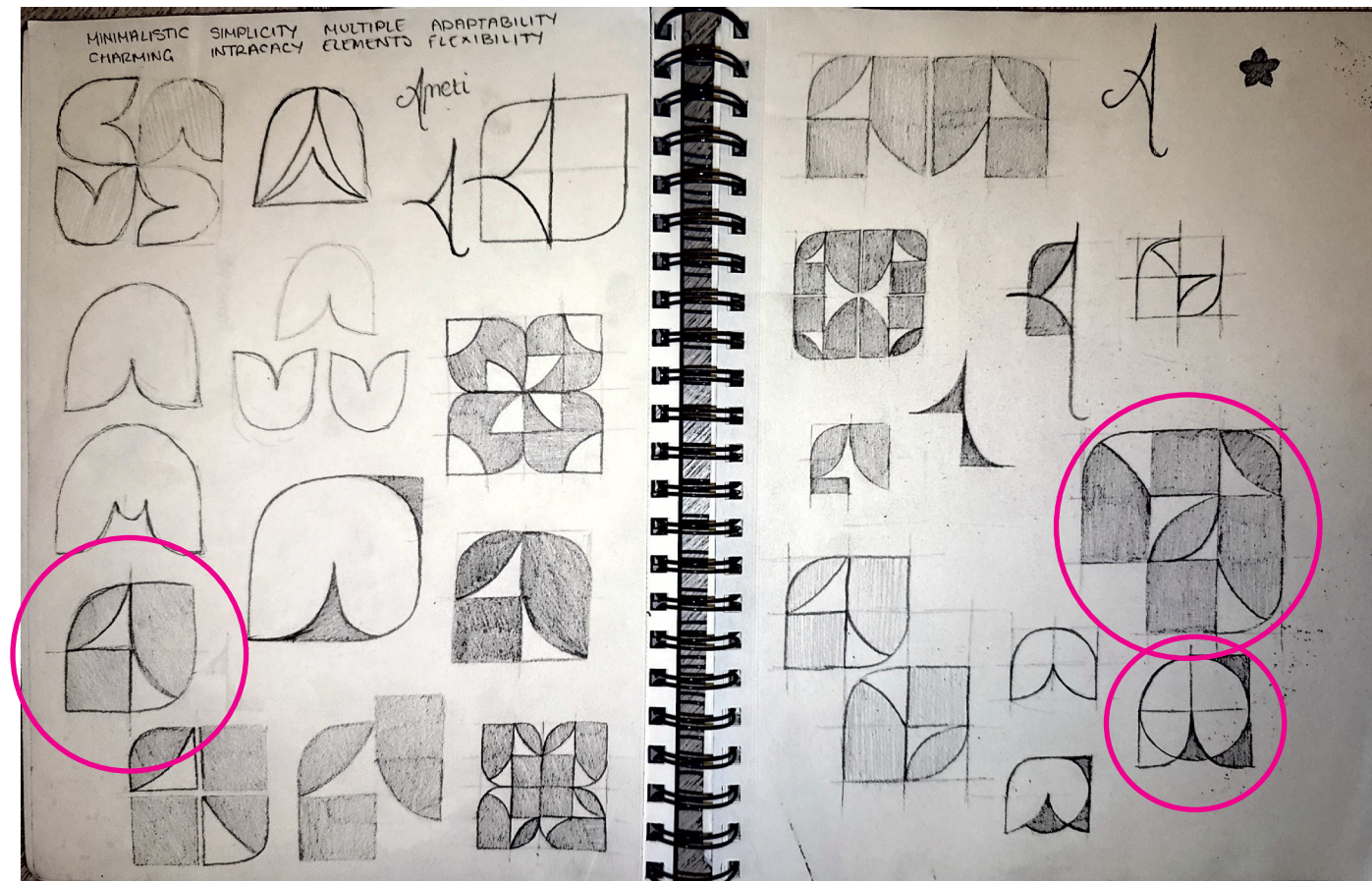
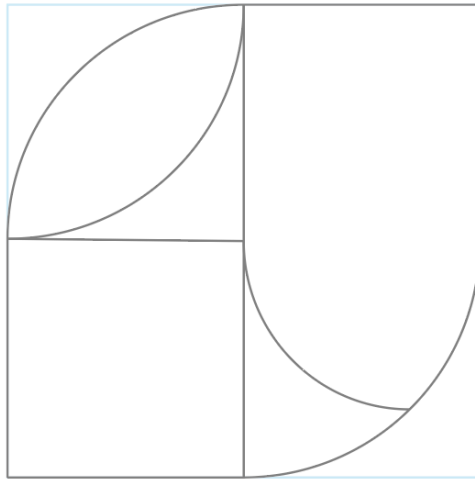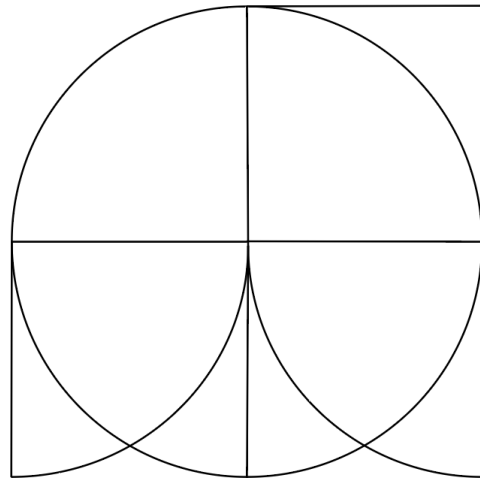# COLOUR PALLET
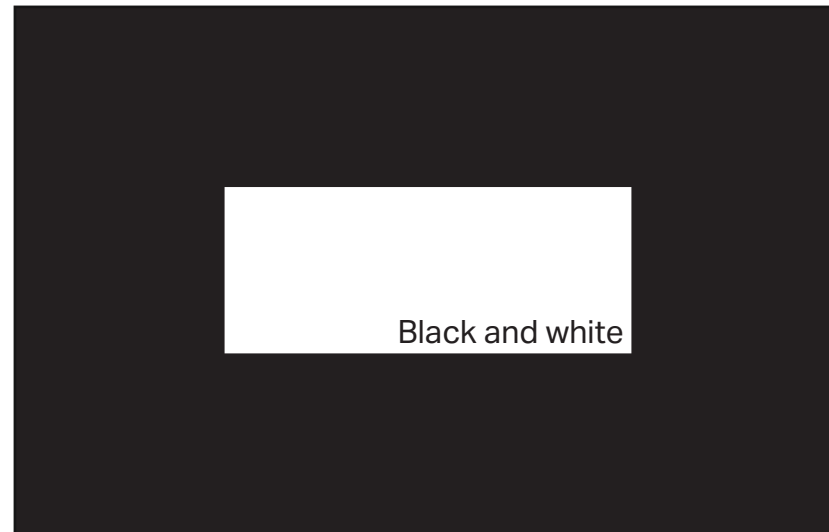
Black and white

INSPO

SKETCHES

DIGITAL 1

DIGITAL 2

DIGITAL 3