# DESIGN PROCESS

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Weka brand before refresh

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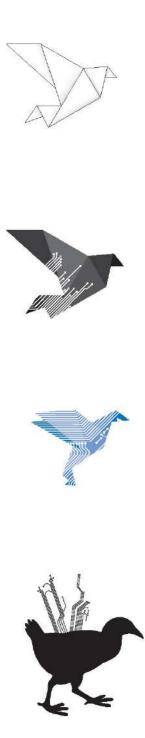












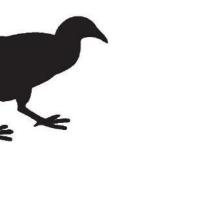
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### weka



## weka

### weka









## eka ZW **Wekd**





## Xweka Хшека

## X weka **X** weka



## Xwekd КМЕКО



# **Y**weko

**Ywekd** 



## X weka

## Yweka













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design distruption taking flight



design distruption taking flight













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### \* note the lines overtop are a silent UV printing technique

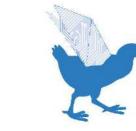




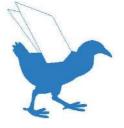




































Weka rebrand intermediate version

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#### **Option 1**

**Blue Base** 

**Original Blue** 

New Blue 1













#### **Option 2**

**Blue Base** 

**Original Blue** 

New Blue 2



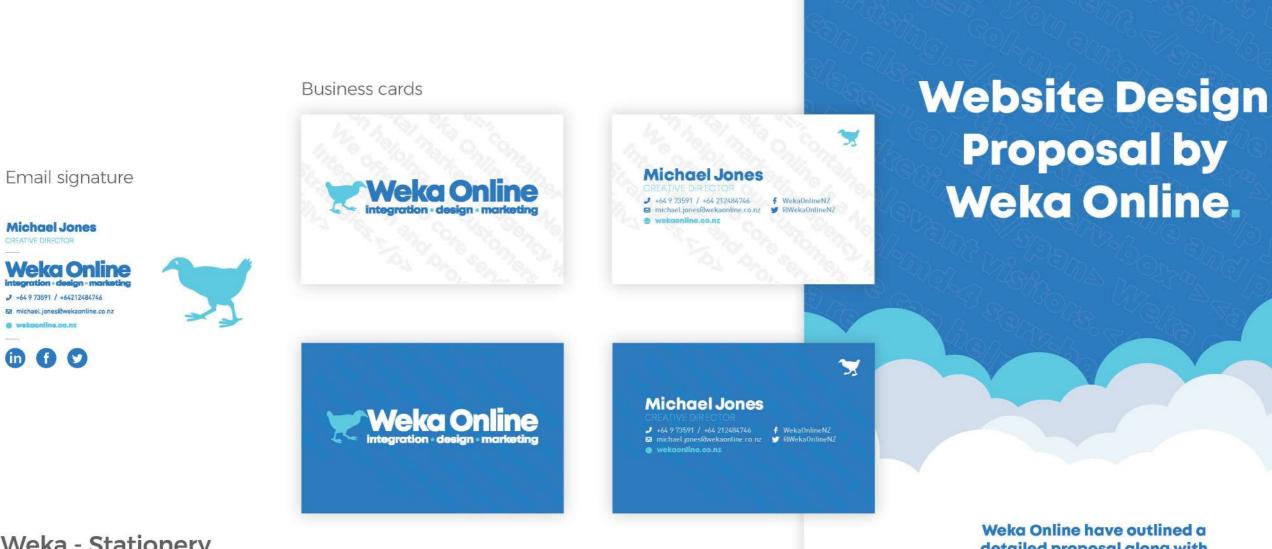








#### Brochure cover



### Weka - Stationery

For the new Weka stationery the concept of the code and clouds comes through in a subtle way with a silent UV over-coating on the business cards that reflects when you move the card around and the UV is also tactile to the touch. Other printed material will have the subtle code in behind also.

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detailed proposal along with an estimated time and cost.

