

A stylized white logo of a lit match. The matchstick is angled upwards and to the right, with a red flame at the tip. The word "Phosphorus" is written in a white, gothic-style font, starting from the middle of the matchstick.

Phosphorus

Ethan Johnson

P

Phosphorus

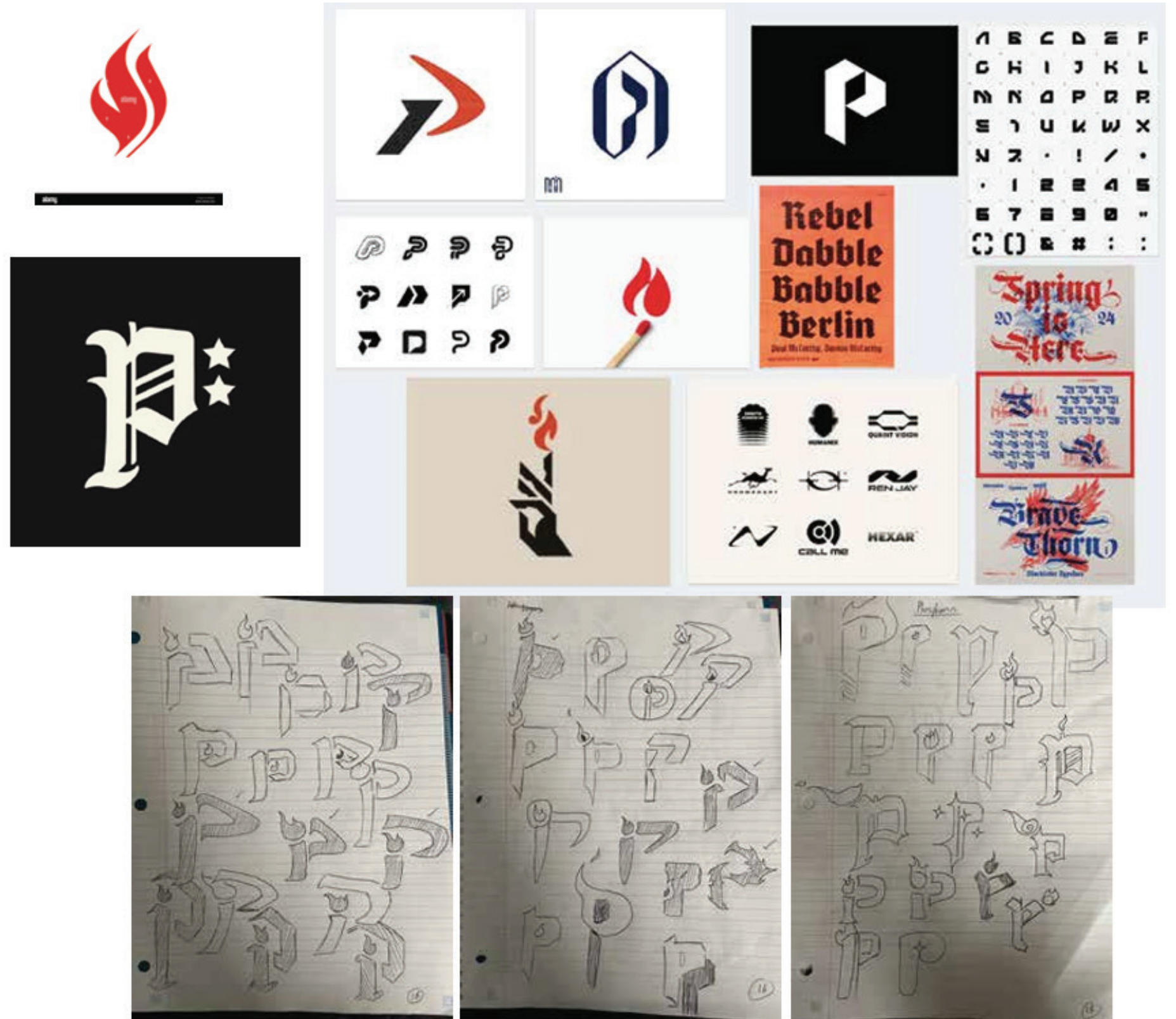
Phosphorus

Phosphorus is an element associated with energy storage in the body as well as on the tips of matches.

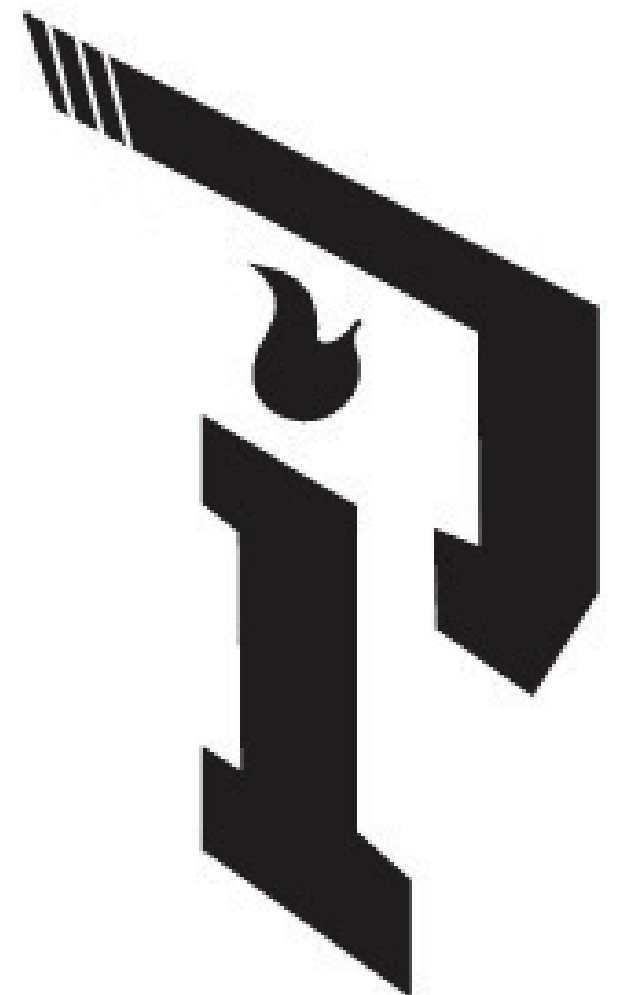
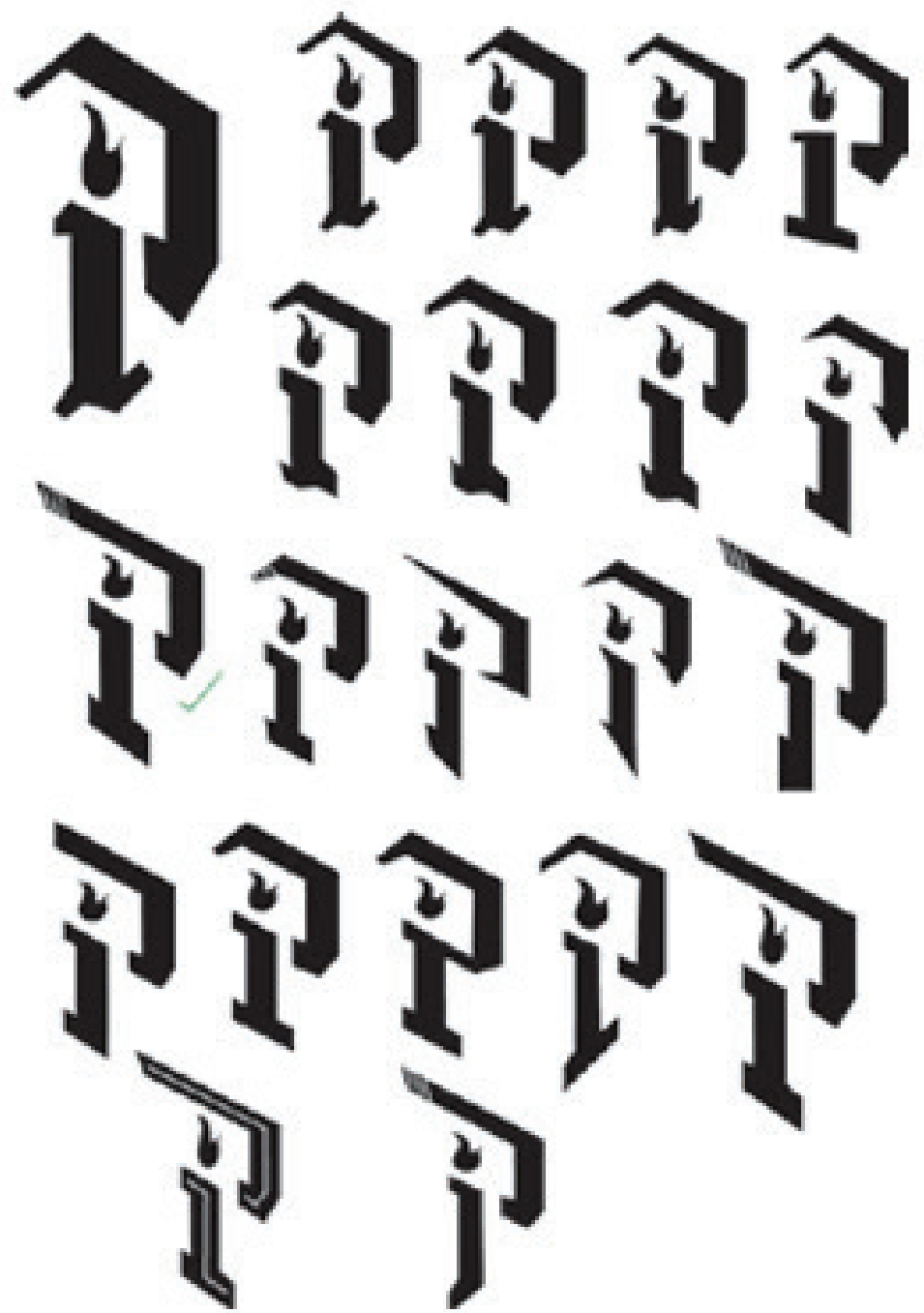
The element creates phosphate bonds that can be broken for ignition and energy release.

01

P1: Logo Design



P1: Logo Design



01



P1: Logo Design

The final design for my logo incorporates the idea of containing energy with a match on fire.



02

P2: Brand Expansion

The color variations for the logo use a match-tip red color with a golden yellow as an accent color. The font choices are gothic and decorative to represent structure and stability around the fire.

#A93223

#363436

#FFFFFF

#E1A240

hosphorus

Angel Rhapsody Regular

Aa Bb Cc Dd Ee Ff Gg Hh Ii
Jj Kk Ll Nn Mm Oo Pp Qq Rr
Ss Tt Uu Vv Ww Xx Yy Zz

hosphorus

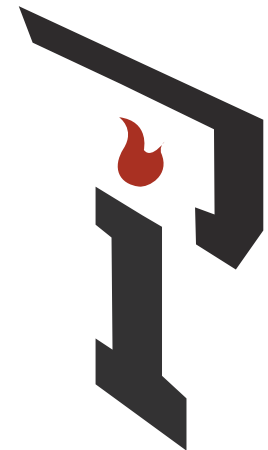
Texturina Bold

Aa Bb Cc Dd Ee Ff Gg Hh Ii
Jj Kk Ll Nn Mm Oo Pp Qq Rr
Ss Tt Uu Vv Ww Xx Yy Zz

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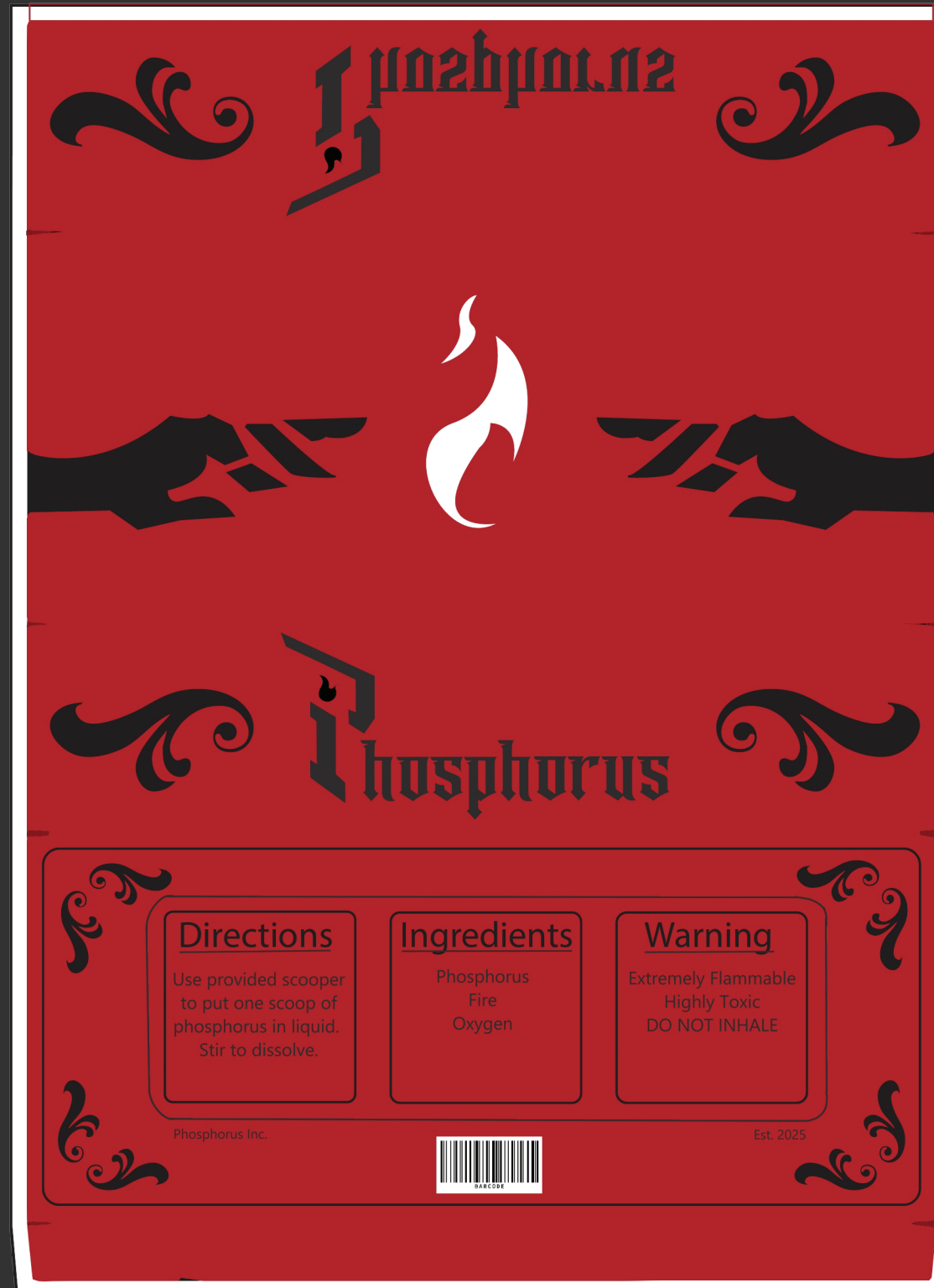
Brand Application

04

P4: Packaging

The design for the packaging incorporates the visual elements of the hands to evoke a sense of human movement.

The use of the fire in the packaging refers to the release of energy and idea of a match striking which Phosphorus is associated with.



04

P4: Packaging Continued

The final look for the packaging resembles a matchbox with a sliding drawer. Inside of the matchbox will be a plastic bag containing the Phosphorus



05

P5: Ad Campaign

The advertising campaign revolves around movement of the human body with runners and hands reaching for the Phosphorus to fuel them.



05

P5: Ad Campaign



06

P6: Logo GIF

