DUTCH UNCLES

Brand Identity

Dutch Uncles is a first-of-its-kind leadership platform designed to assist first-generation entrepreneurs in delivering cutting-edge value propositions to their customers.

Client Name	**Dutch Uncles**
Project Duration	**2020**
Impact	**Brand Idenity**

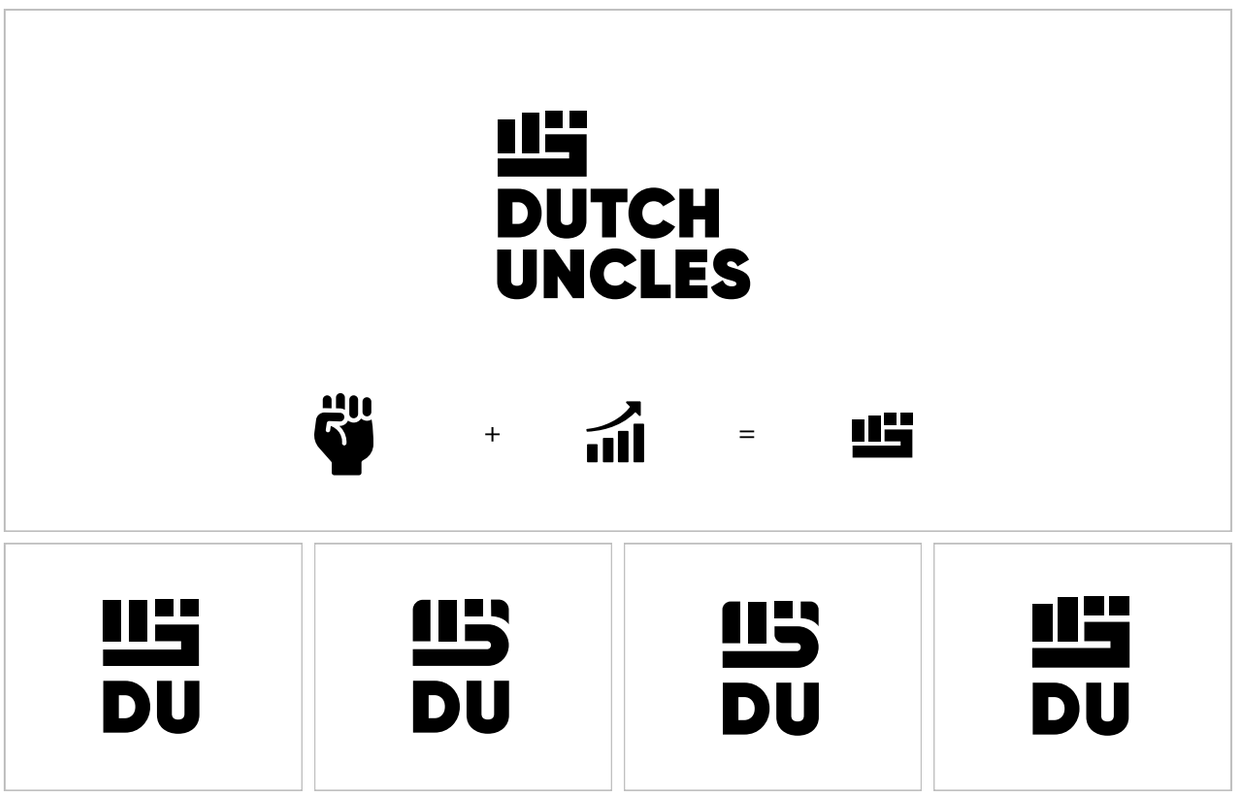
Aspire. Do. Succeed.

Design Brief

Dutch Uncles is a B2B service provider that reaches small businesses and first-generation entrepreneurs and adds value by assisting them with various products and services. Dutch Uncles wanted to be the big brother for entrepreneurs and business learners by providing them knowledge and resources about business. They wanted an identity that symbolizes strength and knowledge, and also motivates people to learn more. We need to design an Identity that stands for the values of the brand

Logo Iterations

Selected Direction (Explorations)



This identity is inspired from the very common and natural human gesture for success. A closed fist represents achievement, and also the increasing contour of the fingers of this fist represents growth.

Final Identity

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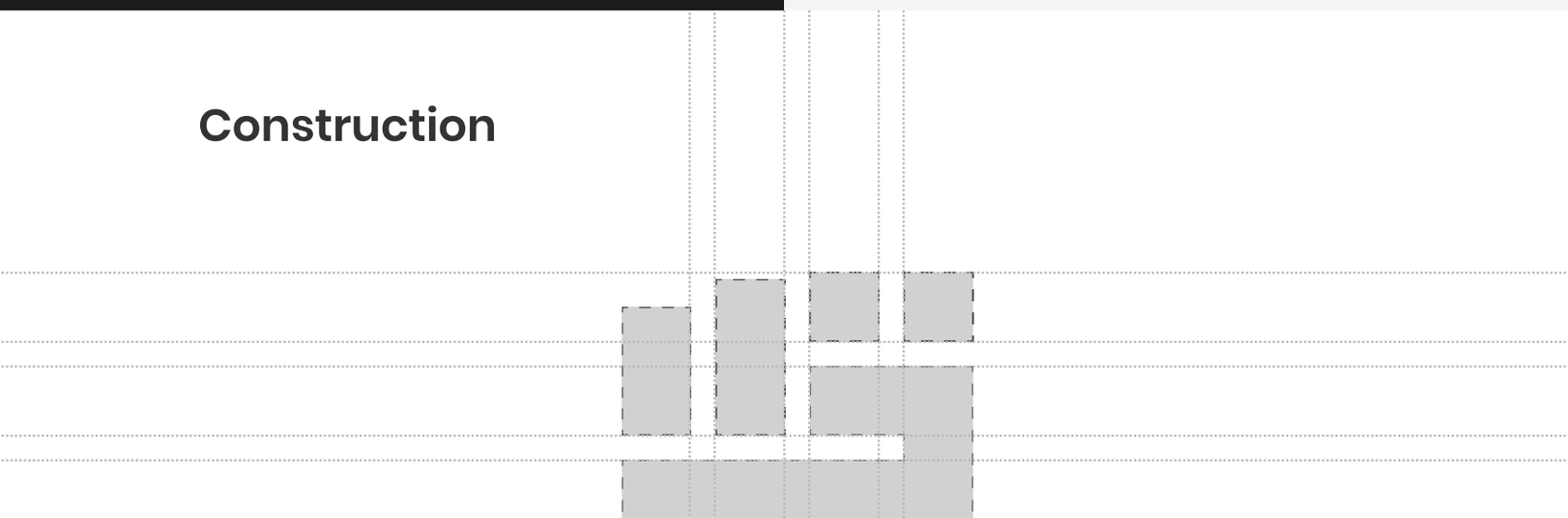
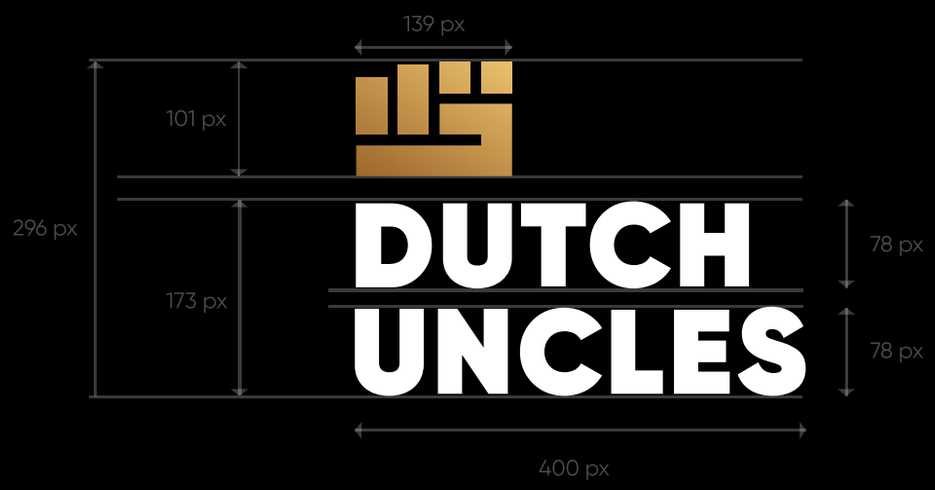
DUTCH UNCLES

Construction





Colour Scheme

#B58240 - #D7A95D

#845C29	#B58240	#D7A95D	#F6C87B
#263238		#455A64	
#000000		#FFFFFF	

Header Typeface

Gilroy

Dutch Uncles primary font is Gilroy. The font is a paid font, and supports most of the languages.

The Gilroy Font comes with 6 weights, but only Medium, Bold and Heavy are to be used.

Gilroy Medium

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890
!@#$%^&*()

Gilroy Bold

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890
!@#$%^&*()

Gilroy Heavy

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890
!@#$%^&*()

Body Typeface

Montserrat

Dutch Uncles body font is Montserrat. The font is a paid font, and supports most of the languages.

The Montserrat Font comes with 6 weights, but only Regular and Medium are to be used.

Montserrat Regular

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVW
XYZ
1234567890
!@#$%^&*()

Montserrat Medium

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUV
WXYZ
1234567890
!@#$%^&*()

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UNCLES

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25+ Logo Iterations

2 Extraordinary Designers