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As S is carved out in the U to compress URBAN.US as just US— the form becomes of Hugging.

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**Solution**

Inspired by the typeface (will have to be purchased) that is further abstracted for whole word mark. Two versions—a safe one and another more abstract to go minimal. The presentation shows (image used only for representation) how it fits snugly to the urban scape and some usages.

In letter spacing, the use of background space for cognizing the characters is the reason behind unusual spacing. Presentation is not focused only on IT startups but wider spectrum.

NOTE: Presently actual typeface is not used but this is very close. I see some scope of stylizing the typeface to get it closer to presented look. And little more creative.

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Creative's profile



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Creative's top 5 skills

Graphic Design, Product Design, User Experience