

1/6 **TOTEM**

Feel the connection between nature and you.



Solution

The totem is a symbol of a connection between humans and nature . Each animal stands for different behaviors . The owl represents wisdom, the wolf stands for power and the monkey for cleverness . I took the idea of the totems in my graphic design with fresh and bright colors, to show that their meanings are still useful in the modern times.

Status: 19.06.2018

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What is the story behind your design?

Trying to mix the tradition of a totem with a bright, fresh and contemporary design.

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Is there a connection between your design and the Victorinox brand?

By tradition of the totem and its symbolism of protection and assistance in connection with an appealing design, this version of the swiss army knife reflects the standarts of Victorinox.

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Please make sure you have filled out your country of origin in your profile! It's important that the regional Victorinox team understands the cultural background of your design.

Germany, Berlin

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Have you used any third-party material? Even if you've modified or combined it, please know that in this project no stock is accepted. See "mandatory requirements" (in the Brief) for details.

No

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Creative's profile



amathela
Art Director

Creative's top 5 skills

Graphic Design, Illustration, Product Design