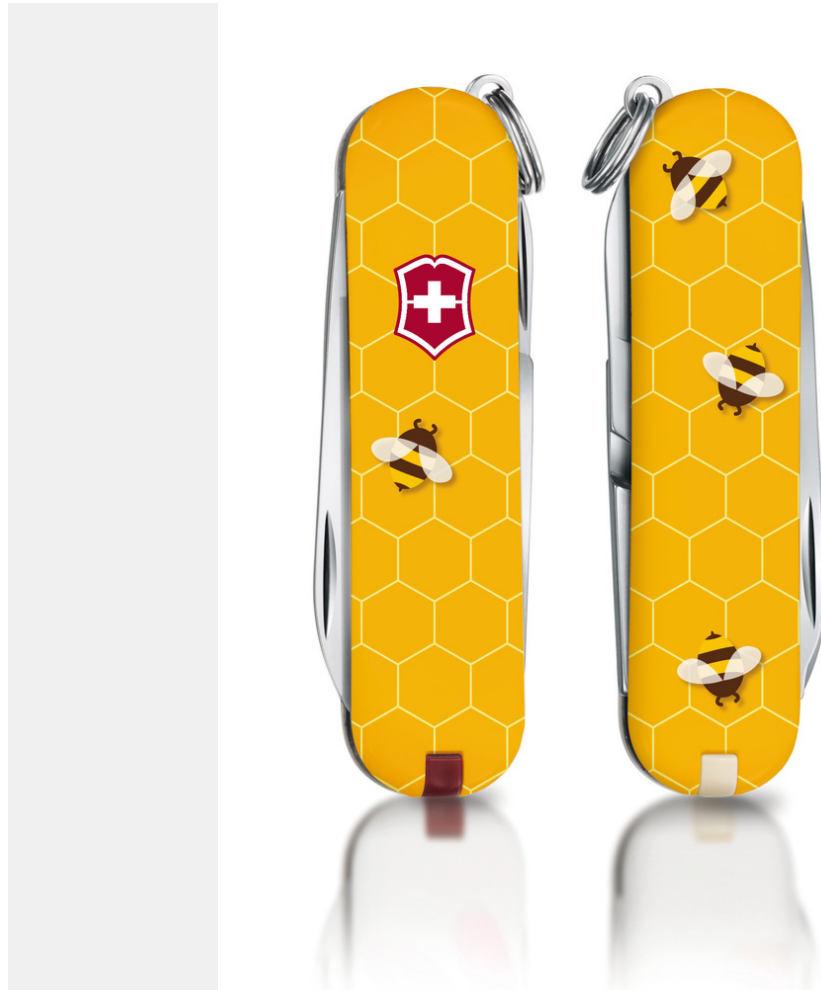


1/9 **Busy Bee**

The idea is that the Victorinox Logo has a honeycomb-like shape.



*Busy
Bee*

VICTORINOX

Solution

I framed the Victorinox Logo in a honeycomb, around that busy bees are flying.

2/9

Busy Bee

The idea is that the Victorinox Logo has a honeycomb-like shape.

Which animal(s) did you choose as a visual and why?

Busy bees, because they always have something to do. Like a swiss knife, they are very versatile.

3/9 **Busy Bee**

The idea is that the Victorinox Logo has a honeycomb-like shape.

What culture or region does the animal stand for?

Europe

4/9

Busy Bee

The idea is that the Victorinox Logo has a honeycomb-like shape.

What story does your design tell?

Bees are creating and designing there honeycomb, like that you can create and design with your swiss knife.

5/9

Busy Bee

The idea is that the Victorinox Logo has a honeycomb-like shape.

What style did you choose for your design and why?

Flat vector - in the tradition of swiss design from Adrien Frutiger to Josef Müller-Brockmann.

6/9

Busy Bee

The idea is that the Victorinox Logo has a honeycomb-like shape.

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.

Europe, Germany

7/9

Busy Bee

The idea is that the Victorinox Logo has a honeycomb-like shape.

Have you used any third-party material? Even if you've modified or combined it, please know that in this project no stock material is accepted. See "Guidelines, regulations & comments" (in the brief)

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8/9

Busy Bee

The idea is that the Victorinox Logo has a honeycomb-like shape.

To be featured on facebook as the Victorinox "Pick of the Day" please write a short statement about you (see more details in the brief).

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9/9

Busy Bee

The idea is that the Victorinox Logo has a honeycomb-like shape.

Creative's profile



ad_bjoernk PRO
Art Director

Creative's top 5 skills

Copy Writing, Graphic Design