



Client

Jean Paul Levan

Project

logo & corporate identity

Date

2005

synopsis

Logo for Jean Paul Levan (Belgium). Key concepts: high-quality wall paints and finishing products for interior and exterior decorating; colour; Belgium; art. Concept development

Proposal 1:

Based on a quotation from a truly great artist: René Magritte. The proposal symbolically merges the world of decoration and the world of high art. Since Magritte was one of the most famous Belgian painters, the quotation underscores the firm's link with both Belgium and art. Though the logo is content rich, it is immediately accessible with the paint-brushing morphing into a tree, thus reinforcing the ecological message.

Proposal 2:

The logo breaks through the boundary between brush stroke and canvas, escaping and transcending it to exemplify how a wall is not merely end and limit of decoration but permeates throughout the environment it encloses.



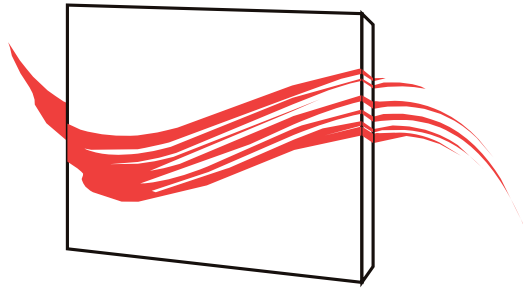
JeanPaul  Levan

JeanPaul  Levan

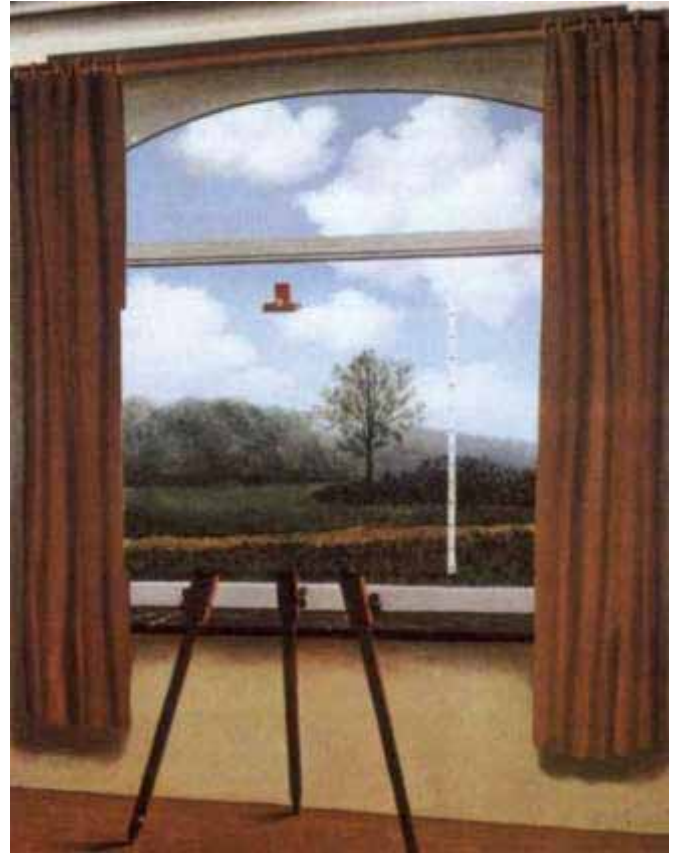


René Magritte - La belle saison

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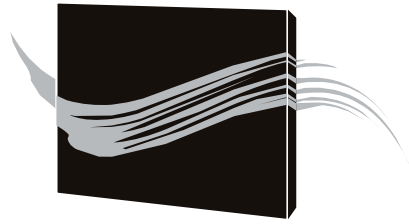


Jean Paul
LEVAN

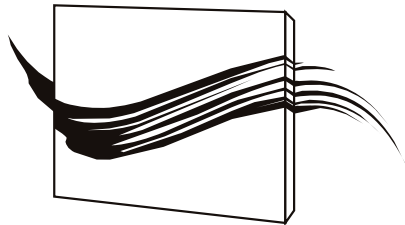


René Magritte - La condition humaine I

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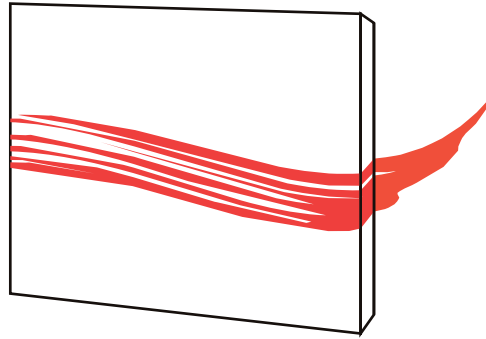
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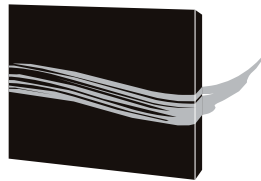
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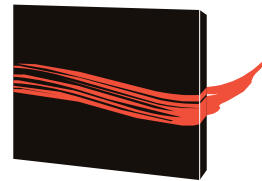
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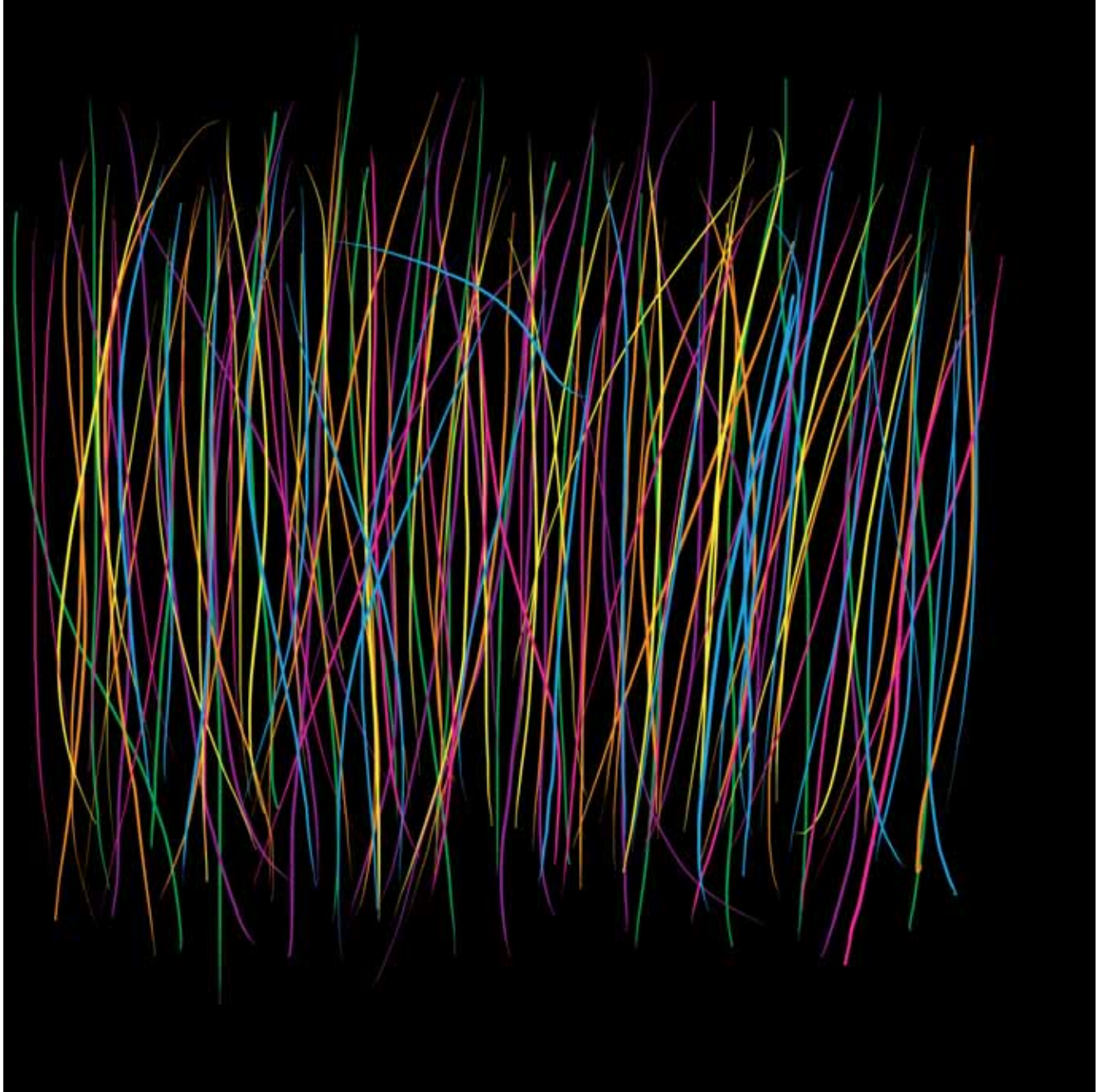
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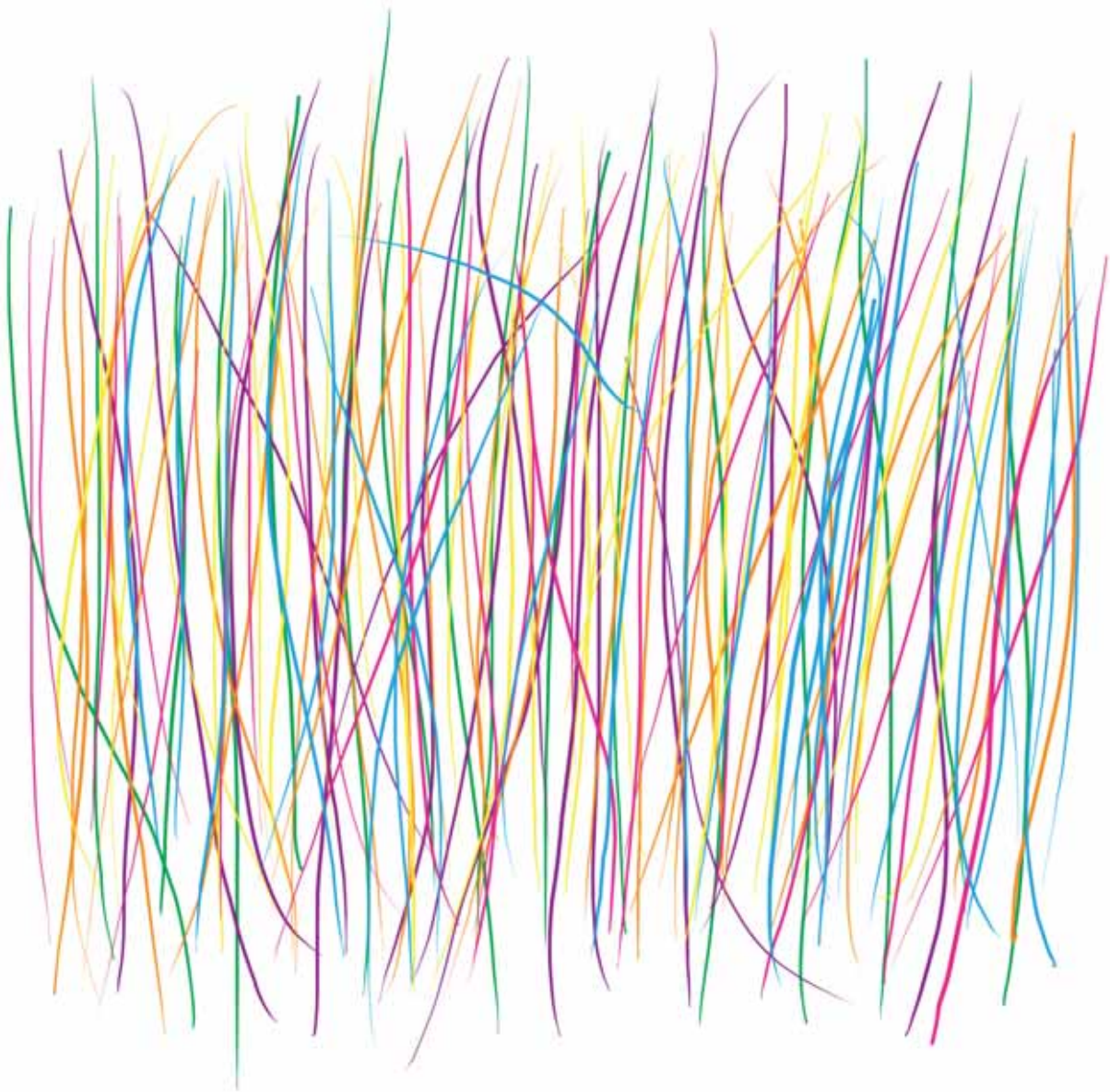
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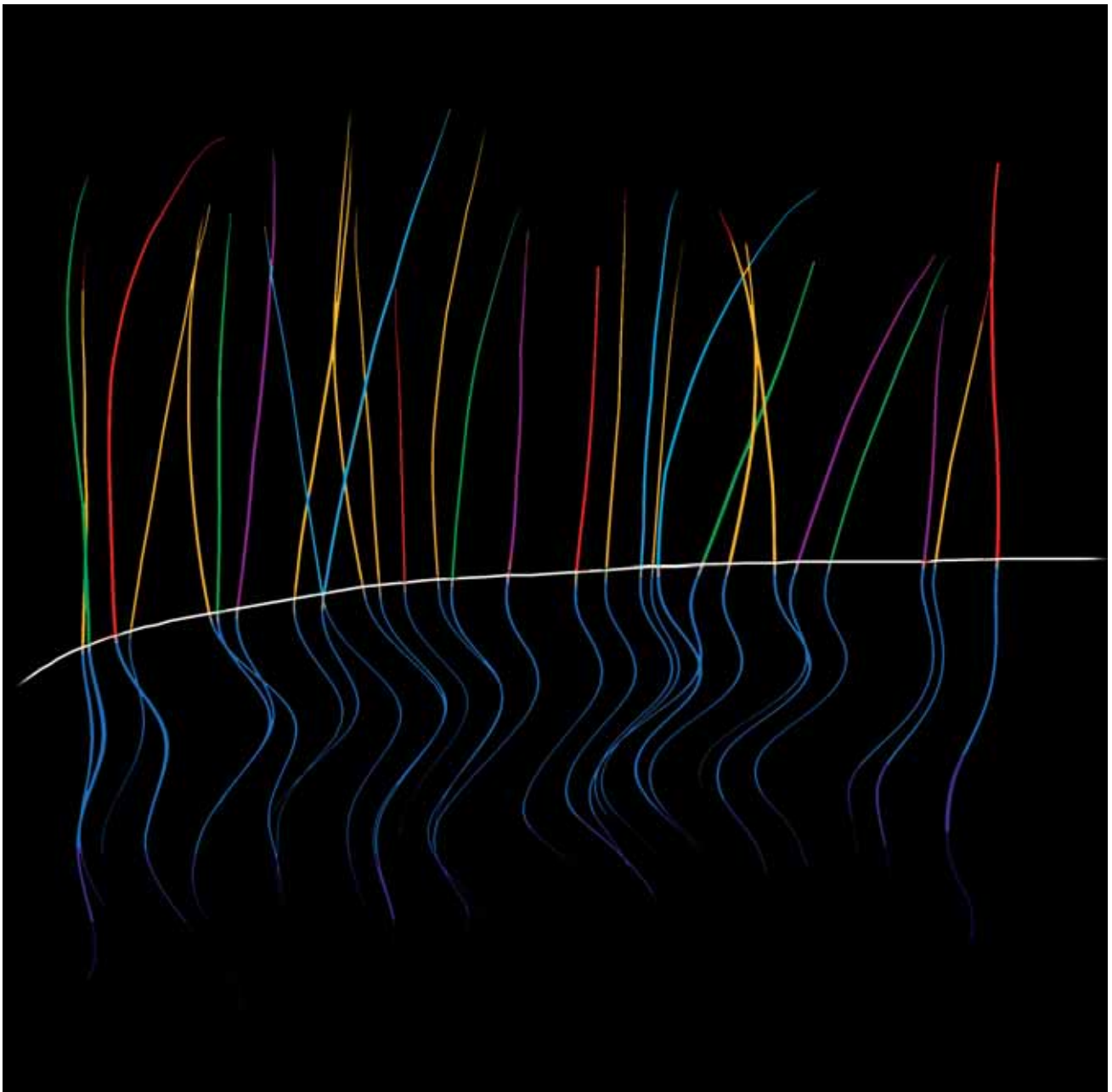
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COORDINATO "colori"

BINDER e MAZZETONE

proposta 001-A



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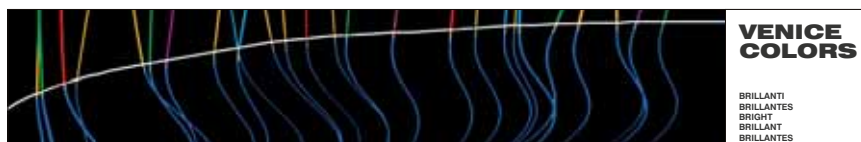
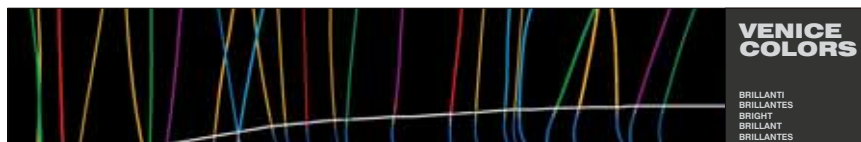
COORDINATO "colori"
BINDER e MAZZETONE
proposta 002-A



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COORDINATO "colori"
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proposta 002-C



Project Jean Paul Levan - logo & corporate identity

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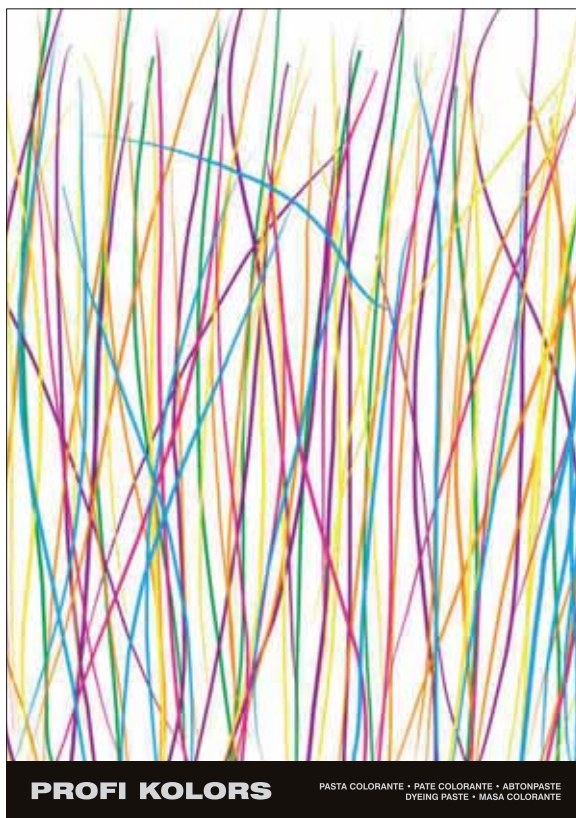


COORDINATO "colori"
BINDER e MAZZETTONE
proposta 001-C



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COORDINATO "colori"
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proposta 001-B



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CONCEPT
QU4TTRO

FINISHING TOUCHES
FOR DECORATION

A PAINTING IDEA FOR CREATIVE PEOPLE



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