

CONSTRUCTED, NOT DESIGNED

**PORT-
FOLIO**

**LION-
SIGN**

Architecture for Identity-Driven Brands

LIONSIGN

**is a focused design studio specialized in
dobermann kennels and identity-driven brands**

Scope

:

Logo systems

Exhibition branding

Print & merchandise

Visual communication assets

LOGO SYSTEMS

IDENTITY MARKS DESIGNED FOR RECOGNITION,
REPRODUCTION
AND LEGACY

Each logo is built to function across:

print
textile
digital
exhibition environments



**If it doesn't communicate,
it doesn't exist**

STRATEGIC LOGO DESIGN

Beyond kennel space-
adapted for broader commercial and brand
applications



**Pridruži se 6C Biznis
Mastermind zajednici i nauči
kako da izgradiš biznis koji
funkcioniše bez tebe**

Sistem, fokus i zajednica koja te gura napred, bez
haosa i bez nagađanja - sve za samo 47e/mesečno



FORM

Form defines perception

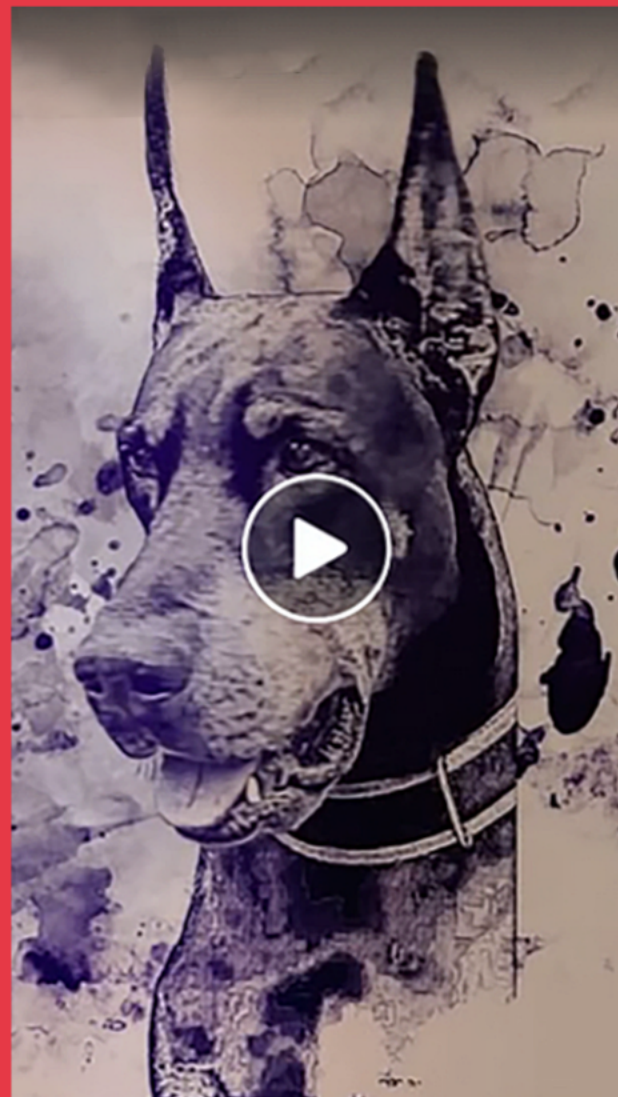
2D BANNERS

Compositions focused on clarity,
hierarchy and instant readability in
high-noise environments



3D BANNERS

Depth-driven visuals designed to create presence, impact and spatial illusion within digital and print formats



Built to be seen

BILBORDS

Large-scale communication built for distance, speed and attention capture



EXHIBITION VISUALS

Visual systems created for dog shows and kennel presentations—designed to stand out in competitive environments

II DOBERMAN CUP

16.mart 2024. god.



MARKER
Nemanja Karas



SHOW SCHEDULE

8:00 Official opening

9:00 Work courage test

11:00 Judging (part1)

16:00 Judging (part2) and the finals



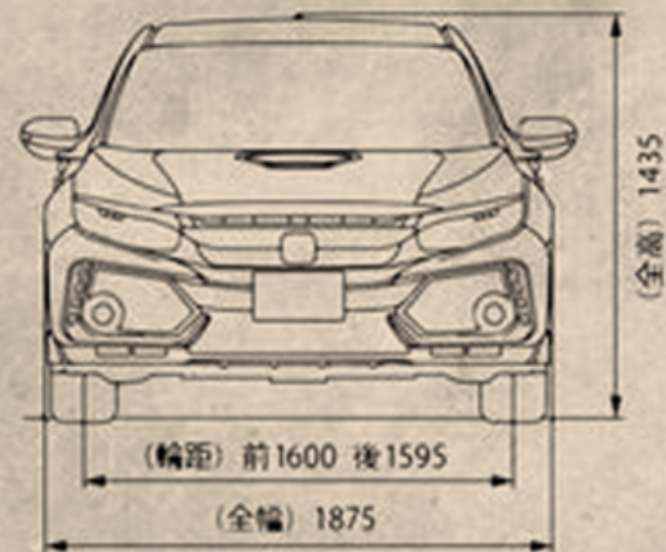
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POSTERS

Bold narrative visuals combining typography, composition and identity marks into statement pieces



MARK

Mark creates recognition

T-SHIRT Design

Wearable identity-designs that translate brand presence into everyday objects



Not soft

Not safe

Not forgettable

PRINT SYSTEMS

Consistent brand extensions across
physical **materials**:

business cards
letterheads
stickers
branded assets



SIGNAL

Signal drives attention

CATALOGUES

Editorial systems that balance
content, hierarchy and visual impact
without losing clarity

Ander logo in het nieuwe jaar



Wisseling logo in 2025

Een nieuw jaar een nieuw logo, vanaf 1 januari gaan we ons nieuwe logo voeren. Waarom zou je zeggen een nieuw logo, het oude was zeker een mooi logo waar wij onszelf ook in konden vinden, echter gaf het logo vaak problemen met het afdrukken van dingen, zoals de kampioenschaal, het zwart van de hond en het hoefijzer werd vaak een zwart vlak, of niet te graveren. Dit is de reden van het veranderen van het logo.



Wij hebben Kristina Radosavljevic bereid gevonden om voor ons een nieuw logo te ontwerpen, met toch het herkenbare van het hart in het logo wat ook verwijst naar de gezondheid van onze dobermann, wat bij ons op nummer 1 staat.

STRUCTURE

Structure holds everything together

OTHER MEDIA PRINT

Experimental and custom print solutions
tailored to specific brand needs



Not designed

Engineered

CONSTRUCTED, NOT DESIGNED

Design is not decoration
It is positioning

LIONSIGN

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