



Iskra Brankova

Web & Graphic Designer

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Brand Identity Design Hyped.

Project Overview

Brand



Industry
Online second-hand fashion / lifestyle brand

Project Type
Brand identity design

Deliverables

- logo design
- visual identity
- brand elements
- stickers and packaging elements
- clothing branding (embroidered logo)



Context

Hyped began as an online second-hand clothing shop but gradually evolved into a personal lifestyle brand reflecting the founder's passions for outdoor sports, nature and animals.

The brand identity needed to represent the personality behind the brand, not only the shop itself.

Challenge

The main challenge was to create a visual identity that:

- reflects the founder's lifestyle and values
 - feels authentic and personal
- works across both digital and physical products
- remains flexible as the brand evolves beyond a second-hand store

My Role

Brand & Graphic Designer

Responsibilities:

- developed the logo concept and brand identity
 - defined visual elements and color palette
- designed brand applications including stickers and merchandise
 - adapted the brand for clothing and physical products

Brand Concept

The logo was designed to visually represent the founder's lifestyle and passions.

Key symbolic elements included:

Mountain elements

Representing snowboarding and outdoor adventure.

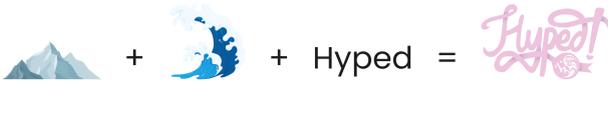
Ocean elements

Reflecting the founder's work as a kite instructor.

Heart shape

Symbolizing passion and personal connection with the brand.

The color palette centered around rose pink, creating a distinctive and memorable visual identity.



Special Collection – Moris Tribute

During the project the founder's dog Moris, a golden retriever, passed away. To support the founder and celebrate the dog's role in the brand's story, I designed a custom dog-shaped graphic element inspired by Moris.

This element became part of a limited hoodie collection dedicated to Moris, where the shape was integrated into the clothing design.

I also created a series of stickers featuring the silhouette, allowing the brand to share the story with its community.

