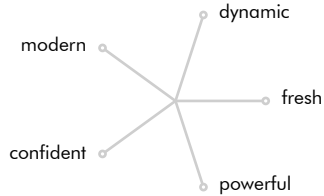


# BFK rebrand

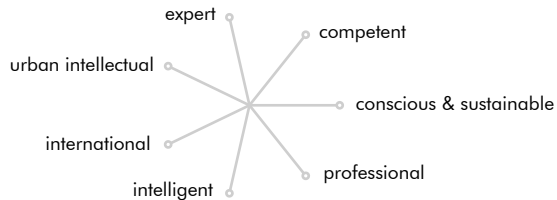
## BRIEF

The Hungarian KKBK Inc. (Centre for Major Governmental Investments) rebranded itself to be the Budapest Innovation Centre (BFK). The corporation handles urban planning, real estate and sports planning related tasks in the capital. With the new name came a brand new logo and identity. This work is a proposed idea for the rebrand tender.

### Key words specified for the logo



### Key words specified for the identity



## AUDIENCE

The brief specified that the logo of BFK is targeting Budapest residents, specifically young adults who are invested in the prospects and future of the city.

## PROPOSAL

The logo design builds on the angular, high-tech forms of the original KKBK logo, while providing it a fresh, modern look. The square shaped, centralised design is simple, easily recognisable and allows for a wide range of variations when combined with text.



Budapest  
Fejlesztési  
Központ



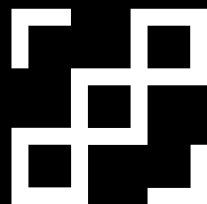
**BFK**



original logo



rebrand logo







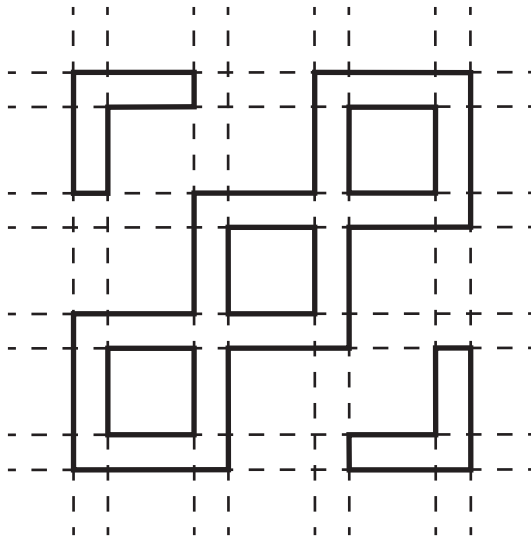
## BFK rebrand — logo design

The logo design builds on the angular, high-tech forms of the original KKBK logo while providing it a fresh, modern look.

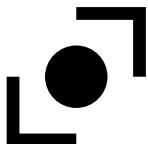
---

The V-shapes on the upper left and lower right in the logo work as a framing device, bringing focus to the shape in the middle, and angular staircase-like structure going upwards, representing progress.

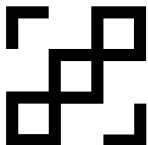
The central, almost target reticule-like shape of the logo conveys that the institution is the central point of innovation.



The square-shaped design is simple, easily recognisable and allows a wide range of applications and variations.



This preliminary logo version is already based around the two main aspects of the final design, the V-shaped frames in the corners and the overall square shape design. The circle in the middle represents the centre. It conveys that the institution is a central point of innovation.



C78 M6 Y55 K0  
R6 G166 B140  
#02A68C



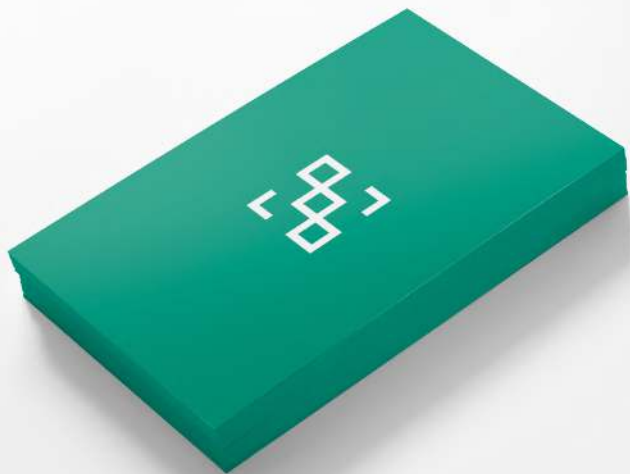
C100 M100 Y100 K100  
R0 G0 B0  
#000000



C0 M0 Y0 K0  
R255 G255 B255  
#ffffff



**BFK rebrand** — business cards





**BFK rebrand — t-shirts**

