**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.

**AUDIENCE**

The brief specified that the logo of BFK is targetting 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.
BFK rebrand — logo design
BFK rebrand — logo design

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

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

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.
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.
BFK rebrand — business cards
BFK rebrand — t-shirts