LeverageCraft

@leveragecraft

Mihak & Tibak

PRESENTATION OF CONCEPTS//

next / lvl

leveragecraft.com

OVERVIEW//

Designers Assigned
Daniel C. / Richard O.

MIHAK & TIBAK

DESCRIPTION

MIHAK & TIBAK SRL is a Romanian company specializing in the trade of food and non-food products, with its primary goal being to provide solutions tailored to its customers' needs. It stands out through the diversity of its product range, which includes both staple goods and household items, all held to a high standard of quality. The company partners with reputable suppliers, ensuring that the products sold comply with food safety and hygiene standards.

NAME

Mihak & Tibak / Mihak Tibak

VISUAL STYLE

Figurative - Combination

COLOR PALETTE

Primary Color: **Orange** - symbolizes enthusiasm and energy. It is associated with affordable prices and friendly service.

TYPOGRAPHY

Bold - Sans Serif

FONTS SELECTION//

Designers Assigned
Daniel C. / Richard O.

MIHAK TIBAK

1. **Mihak Tibak**
   Gotham

2. Mihak Tibak
   Akrobat

3. Mihak Tibak
   Montserrat

4. **Mihak Tibak**
   Neusharp

5. ADITIONAL FONTS

COLORS SELECTION//

Designers Assigned
Daniel C. / Richard O.

MIHAK TIBAK



Crayola

Negru

Alb



Rosu (NCS)



Picton Blue



Russian Violet



Lime



Verde Mar



Ebony

next / timg

COMPETITION - MOODBOARD//

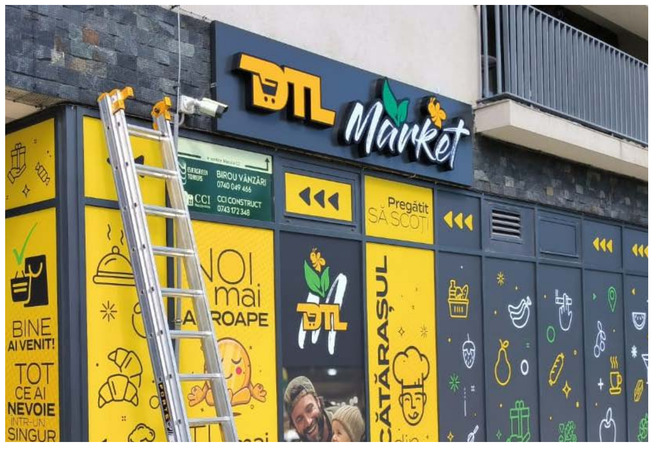
Designers Assigned
Daniel C. / Richard O.

























CONCEPT 1//

Designer Assigned
Daniel C. / Richard O.

MIHAK TIBAK



MIHAK**TIBAK** *market*



MIHAK**TIBAK** *supermarket*

next / img



Inspo: Lidl

Style: Monogram

VISUAL DESCRIPTION



M - Mihak



T - Tibak

LeverageCraft

CONCEPT 2//

Designer Assigned
Daniel C. / Richard O.

MIHAK TIBAK



MIHAKTIBAK
— SUPERMARKET —

next / img

VISUAL DESCRIPTION



Inspo:
La Doi Pasi | Albert Heijn

Style: Combination



M - Mihak T - Tibak shopping cart

LeverageCraft

CONCEPT 3//

Designer Assigned
Daniel C. / Richard O.

MIHAK & TIBAK

V1



V2



next / img



Inspo:
Carrefour Market

Style: Compus

VISUAL DESCRIPTION



M - Mihak + T - Tibak + Location Pin + GPS Roads

LeverageCraft

CONCEPT 4//

Designer Assigned
Daniel C. / Richard O.

MIHAK TIBAK







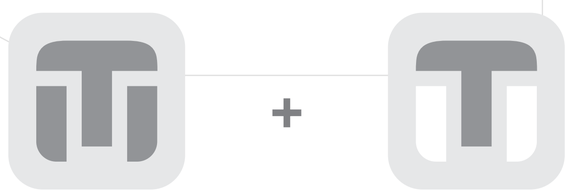
next / 1 / 9

VISUAL DESCRIPTION



Inspo:
Mega Image, Target

Style: Abstract



M - Mihak T - Tibak

LeverageCraft

CONCEPT 5//

Designer Assigned
Daniel C. / Richard O.

MIHAK TIBAK

V1

MiHAK TiBAK
– SUPERMARKET –

V2

MiHAK TiBAK
supermarket

next / 1 / 9

VISUAL DESCRIPTION

Inspo:
Mega Image, Penny

Style: Combination



M - Mihak + T - Tibak + Carucior de cumparaturi

LeverageCraft

CONCEPT BONUS//

Designer Assigned
Daniel C. / Richard O.

MIHAK & TIBAK



next / lvl / img



Inspo: ---
Style: Lettermark

PHOTOREALISTIC 1//



PHOTOREALISTIC 2//



PHOTOREALISTIC 3/



PHOTOREALISTIC 4//



PHOTOREALISTIC 5//



PHOTOREALISTIC 6//



Mihak & Tibak

THANK YOU//

