

fanatiko

logo proposal

noor adel bekhiet

that's me



i took four directions.

1. protection minimalist
2. funko premium
3. bubble bold
4. utility precision



inspo

✱ **protection
minimalist**

Clean, engineered, monochrome luxury with a single bold accent; reads like a curated product drop.

✱ **funko premium**

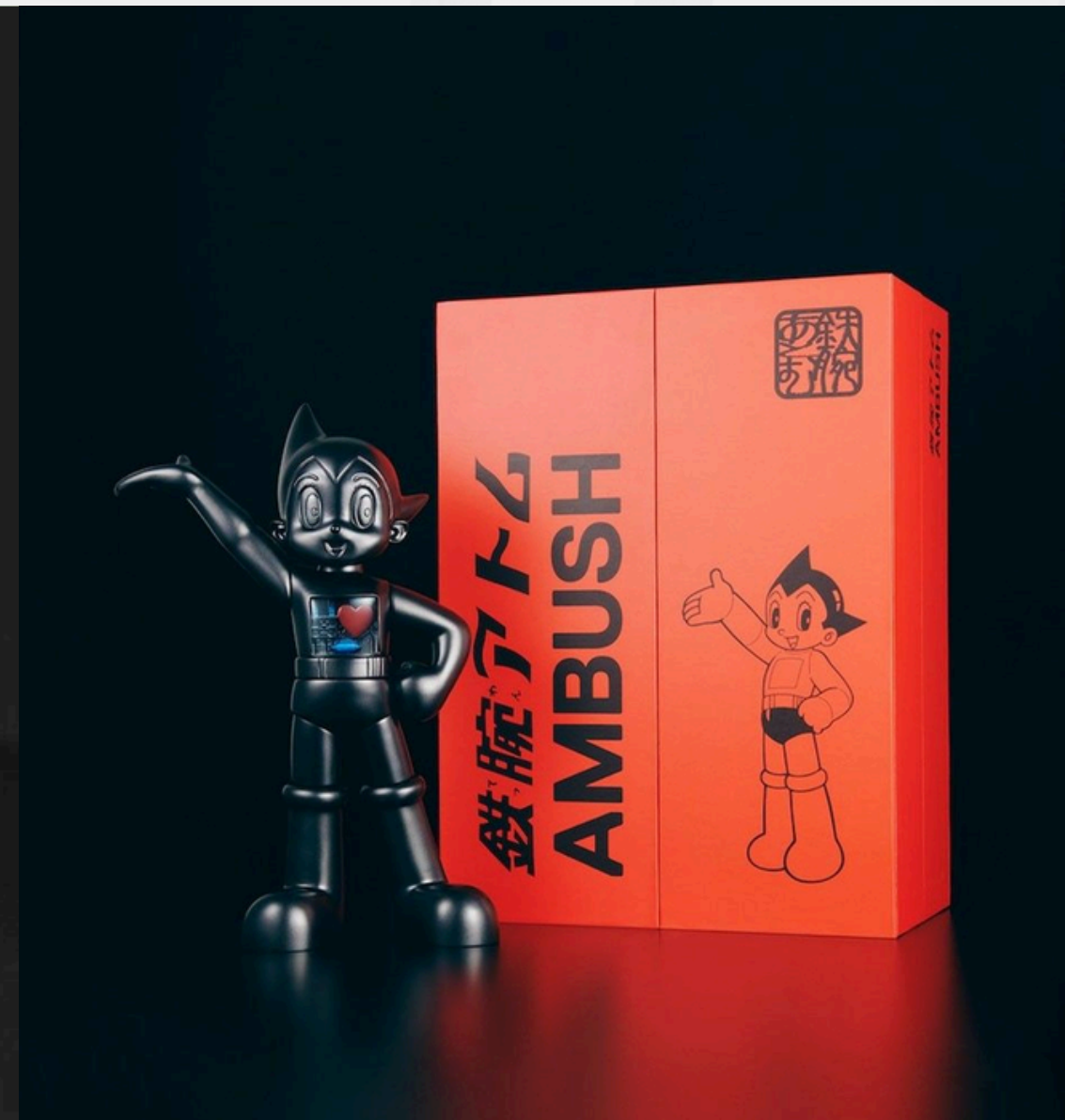
Character-led and collectible, anchored by the crowned mascot for a playful streetwear-toy feel.

✱ **bubble bold**

Loud, rounded, and high-energy with POP MART-style attitude, but cleaner and more premium.

✱ **utility precision**

Sharp, functional, system-driven design that feels technical, structured, and quietly high-end.



protection minimalist

A clean, engineered look that signals premium quality through restraint — bold color blocks, generous negative space, and confident typography. The logomark is carried over from the original identity but upgraded: lighter, more geometric, and more premium, doubling as a seal of authenticity. Color stays minimal but bold for packaging that feels less like retail and more like a curated drop.

1

protection
minimalist

*ejemplo de packaging para ver cómo se vería, no
representa el diseño final que vamos a desarrollar



POTENTIAL LOGOS

FANATIK O

FANATIK O

POTENTIAL LOGOMARKS

[O]

[O]

What changed? Logomark rebuilt on an isometric grid; flame "O" preserved, framed in brackets as a premium seal.

POTENTIAL FONT COMBINATIONS

SILVER

PROTECTORS

PREMIUM PROTECTION

PREMIUM

PROTECTION

5-PACK PROTECTORS

*Imágenes generadas por IA como mockups para ayudar con visualización; la mayoría de los detalles más allá de la aplicación del logo no son exactos



2



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funko
premium

A bold, collectible-driven look that turns the product into a character drop. The hand-drawn crowned "O" mascot leads — playful, expressive, and instantly ownable — paired with clean rounded type for a streetwear-toy feel. Drawing from KAWS and Funko-style packaging (graphic silhouettes, strong color, character-front layouts), it balances fun with premium polish. This is a logo that reads less like a product and more like a must-have collectible.

2

funko premium

*ejemplo de packaging para ver cómo se vería, no
representa el diseño final que vamos a desarrollar



POTENTIAL LOGOS

fanatiko

fanatiko

FANATIKO

POTENTIAL LOGOMARK



What changed? Original sketch "O" kept fully intact; given a crown to lean into the collectible-character feel.

POTENTIAL FONT COMBINATIONS

SILVER

PROTECTOR

PREMIUM PROTECTION

PREMIUM

PROTECTION

5-PACK PROTECTOR



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3

BOLD



bubble
bold

A loud, playful look built on personality. The chunky rounded Fanatikó wordmark feels friendly and modern, with the flame-topped "O" carried over as a bubbly logomark. It calls to POP MART-style branding — saturated color, oversized type, attitude-forward — while reading noticeably cleaner and more premium than the old packaging. Big, bold, and high-energy, made to stand out on sight.

3

bubble
bold

*ejemplo de packaging para ver cómo se vería, no
representa el diseño final que vamos a desarrollar



POTENTIAL LOGOS

PANATIKO 

PANATIKO 

POTENTIAL LOGOMARKS



What changed? Flame "O" untouched in spirit; rounded and thickened to match the softer, bolder wordmark. Refined to be more sleek.

POTENTIAL FONT COMBINATIONS

**SILVER
PROTECTORS**

PREMIUM PROTECTION

**premium
protection**

5-pack protectors



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utility
precision

A sharp, modern look built on clarity and confidence. The bold sans-serif Fanatikó wordmark feels technical and clean, with the flame-topped "O" carried over as a refined standalone logomark. It calls to functional branding — flat color, system-driven layouts, precise typography — while reading far cleaner and more premium than the old packaging. Structured, utilitarian, and quietly high-end, made to feel engineered.

4

*ejemplo de packaging para ver cómo se vería, no representa el diseño final que vamos a desarrollar

utility
precision



POTENTIAL LOGOS

FANATIKO

FANATIKO

POTENTIAL LOGOMARKS



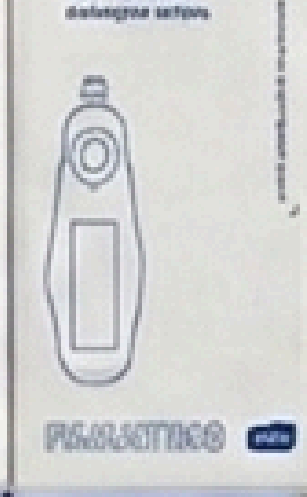
What changed? Original mark refined, not redrawn; tightened proportions and cleaner edges for a more engineered finish.

POTENTIAL FONT COMBINATIONS

SILVER PROTECTORS

PREMIUM PROTECTION

PREMIUM
PROTECTION
5-PACK PROTECTORS



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thank you.

noor adel bekhet
that's me

