



As seen on  
**domdesign.com**

# CORPORATE IMAGE ELEMENTS

Logos  
Symbols  
Constructions  
Slogans



**Logo** is an entry point of the brand.



## Going Beyond identity

At 37 it is hardly the time to call something life's work, but being in the professional game for almost two decades and with more than 100 professional logos behind me, I have felt that, pardon the pun, I needed to draw the line and gather all of my work at one place. Primarily to make the sense of it. To make accounts, see where I am, what I have achieved, how far I have reached and most importantly to see who I am. If you want to know a person, look at his work and for a creator that is first an introspection. I have also felt that I have reached a level and that I am at a ceiling, both in quality and energy wise. The task of brand identity creation is fulfilled and perhaps something new is waiting if one is able to make a completed work of something. Making something complete of my identity design work is not straight forward. I never thought of it as a unity, I never knew the waters I was treading, I just walked the path and never intended to get this far. Design is another thing that is not quantifiable, there are no competitions, no real results. One must create and measure his own results, which are at the end and always just his own.

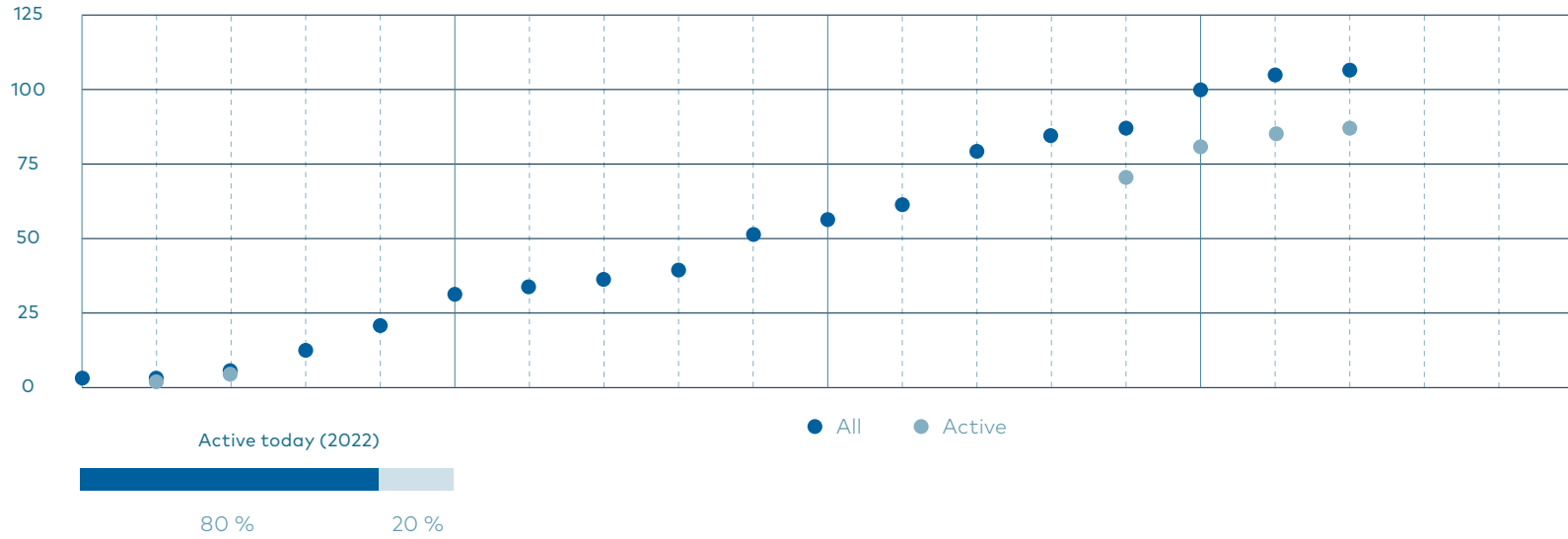
For me, this will be a completion to one of my yearnings, freeing me from this spiritual push or manifestation of a higher purpose. My best works may only be coming and perhaps there is so much more and better coming in the next iteration, but I feel having this in front of me, being freed from it, learning from the patterns of my progression, can open that new door.

But this definitely is my Magnum Opus, a game played to the end, a field mastered, still open to new additions and next level creations.

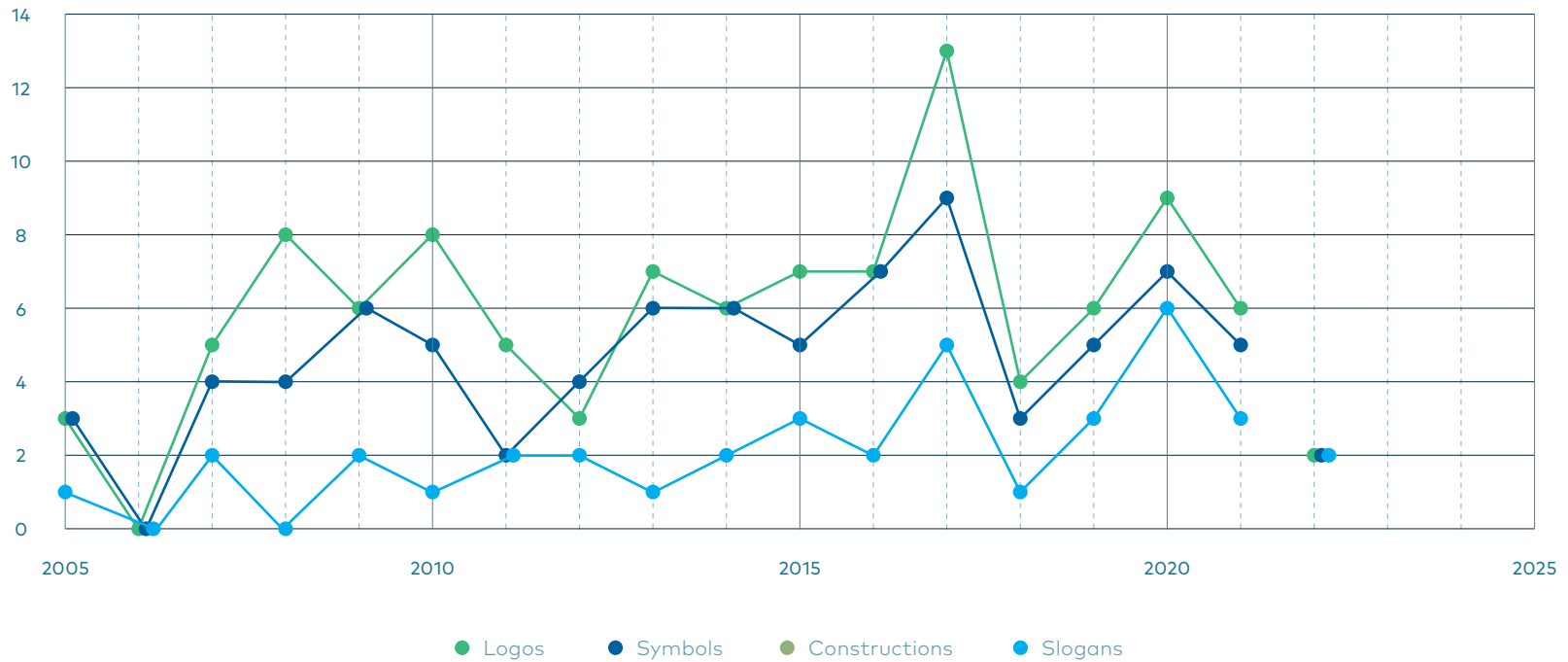
**Dominik Černelič,**  
*the creator*

Ičići, May 2022

## All and active logos



## Elements by year



LOGOS



The Acrobatic Breakers  
Brežice, 2005–06



Rudolf Gas  
Brežice, 2005–



Akrobatik Breakers  
Brežice, 2005–2008



Domdesign  
Brežice, 2007–14



Collection 69  
Ljubljana, 2007–10



Provoco  
Ljubljana, 2007–



Larne Violette  
Hong Kong, 2007–14



Violette  
Hong Kong, 2007–14



Zavod Primat  
Brežice, 2008–10



Plesni klub Akrobatik  
Brežice, 2008–14



Brežice Moje Mesto  
Brežice, 2008–



Avantgard  
Ljubljana, 2008–09



BRD  
Ljubljana, 2008–09



ZKD Brežice  
Brežice, 2008–



Akrobatik Breakers  
Brežice, 2008–14



PRSTaN  
Brežice, 2008–14



Couture Sixtynine  
Ljubljana, 2009–



Pretorian  
Novo mesto, 2009–11



Soltec  
Dobova, 2009–14



DominoArtist  
Ljubljana, 2009–



Glasmaher  
Brežice, 2009–



Optika Center  
Kočevje, 2009–2022



Collection 69  
Ljubljana, 2010–



Agencija Antonov  
Ljubljana, 2010–



Agencija Spin  
Brežice, 2010–



Megel  
Krško, 2010–17



Nikolić-Pogljajen  
Brežice, 2010–



Manuel Dark  
Sevnica, 2010–



Provoco St. Tropez  
Ljubljana, 2010–12



Shayton Equilibrium  
Ljubljana, 2010–



Lee Loo Jamais  
Brežice, 2011–17



Sailsation  
Ljubljana, 2011–



Društvo študentov Brežice  
Brežice, 2011–



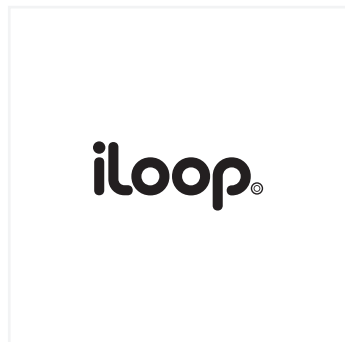
Hanaivo  
Brežice, 2011–



Frekvenca spleta  
Brežice, 2011–



DominoCMS  
Brežice, 2012–



iLoop  
Ljubljana, 2012–



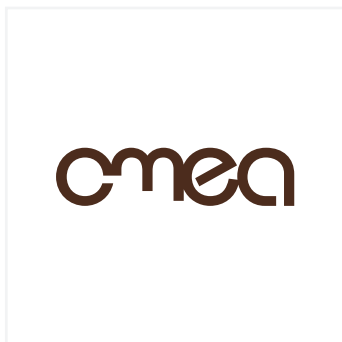
Mestna hiša Brežice  
Brežice, 2012–



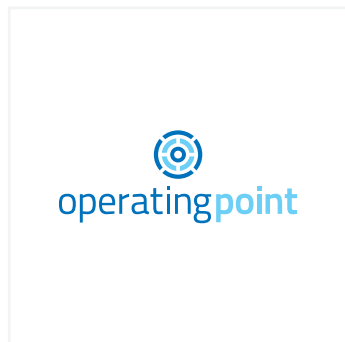
Vortex Copters  
Brežice, 2013–14



Grozdina senčila  
Brežice, 2013



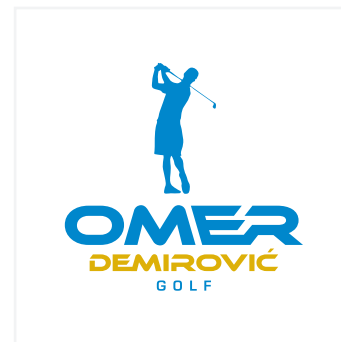
Omea  
Brestanica, 2013–17



Operating point  
Ljubljana, 2013



Seffit  
Brežice, 2013–



Omer Demirović  
Grosuplje, 2013–



Academia Nautica  
Ljubljana, 2013–





Bibo  
Brežice, 2014–



Domdesign  
Brežice, 2014–16



TMS Brežice  
Brežice, 2014–



Junicus  
Ljubljana, 2014–



Primus  
Brežice, 2014–15



Mreža Dialog  
Ljubljana, 2014–18



MMA Brežice  
Brežice, 2015–



Apus  
Ljubljana, 2015–



Ekdis  
Ljubljana, 2015–



Modra sova  
Brežice, 2015–18



Rival varovanje  
Krško, 2015–



Alufinal  
Krško, 2015–



Tehniška založba Slovenije  
Ljubljana, 2015–



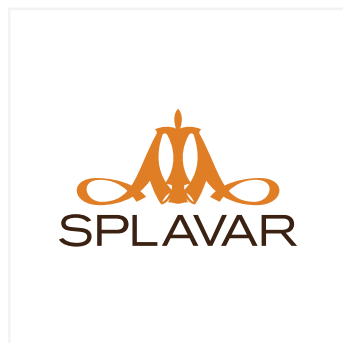
Antea  
Bojsno, 2016–



Golf klub Grad Mokrice  
Rajec, 2016–



Tri lučke  
Sremitič, 2016–



Splavar  
Brežice, 2016–



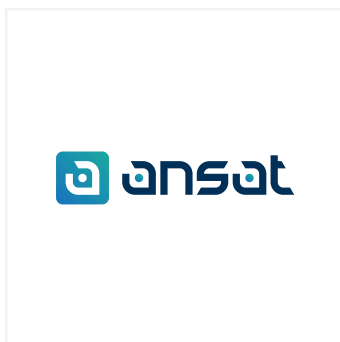
Aristotel  
Krško, 2016–



Zala KR  
Krško, 2016–



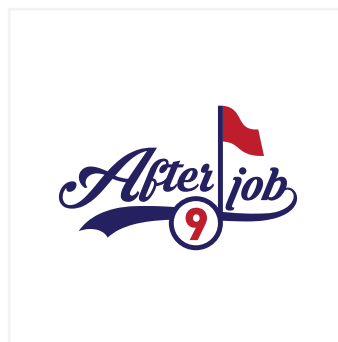
Domdesign  
Brežice, 2016–



Ansats  
Krško, 2017–



Living MMA  
Brežice, 2017–



After job 9  
Ljubljana, 2017–



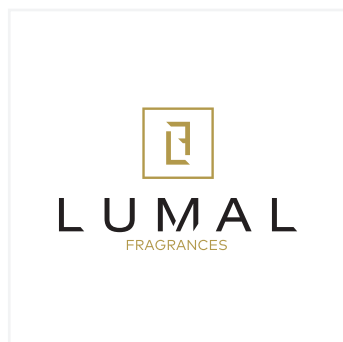
Stey  
Velika Gorica, 2017–



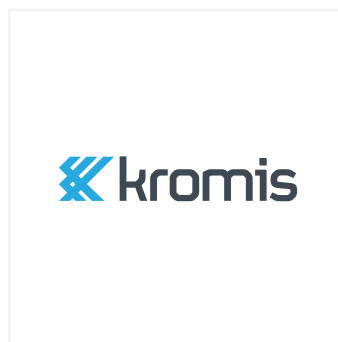
Misteral  
Krško, 2017–



Modus  
Brežice, 2017–



Lumal  
Ljubljana, 2017–



Kromis  
Krško, 2017–



Kavarna Elikzir  
Krško, 2017–



Kostak  
Krško, 2017–



Kostag  
Beograd, 2017–



Kres PSI  
Šentjernej, 2017–



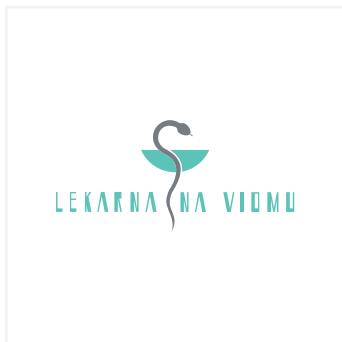
Heraldica Slovenica  
Ljubljana, 2017–



DominoCMS  
Brežice, 2018–



Kostak GIP  
Krško, 2018–



Lekarna na Vidmu  
Krško, 2018–



ZDEKS  
Dobrníč, 2018–



ePosavje  
Krško, 2019–



Lekarna Sevnica  
Sevnica, 2019–



DominoCMS  
Brežice, 2019–



Gitri  
Ljubljana, 2019–



Litebox  
Brežice, 2019–



Barve laki  
Krško, 2019–



ZKD Krško  
Krško, 2020–



Lucky Shots  
Brežice, 2020–



Estetic  
Krško, 2020–



Lukem  
Ljubljana, 2020–



Identiteta.si  
Brežice, 2020–



Koss  
Ljubljana, 2020



FS Group  
Ljubljana, 2020–



HPG Brežice  
Krško, 2020–



Kostak Bau  
München, 2020–



Vulkanizerstvo Lašič  
Brežice, 2021–



Zavod Averroes  
Ljubljana, 2021–



Dragon's Dream  
Ljubljana, 2021–



Intermarket Brežice  
Brežice, 2021–



Melitini okusi  
Krško, 2021–



Reval  
Kompolje, 2022–



Metalna Senovo  
Senovo, 2022–



Komunala Sevnica  
Sevnica, 2022–

SYMBOLS



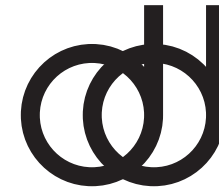
Acrobatic Breakers  
Brežice, 2005



Rudolf Gas  
Brežice, 2005



Akrobatik Breakers  
Brežice, 2005



Domdesign  
Brežice, 2007



Collection 69  
Ljubljana, 2007



Provoco  
Ljubljana, 2007



Larne Violette  
Hong Kong, 2007



Zavod Primat  
Brežice, 2008



BRD  
Ljubljana, 2008



ZKD Brežice  
Brežice, 2008



PRSTaN  
Brežice, 2008



Couture Sixtynine  
Ljubljana, 2009



Pretorian  
Novo mesto, 2009



Soltec  
Dobova, 2009



DominoArtist  
Ljubljana, 2009



Glasmaher  
Brežice, 2009



Optika Center  
Kočevje, 2009



Collection 69  
Ljubljana, 2010



Agencija Antonov  
Ljubljana, 2010



Megel  
Krško, 2010



Nikolić-Poglajen  
Brežice, 2010



Shayton Equilibrium  
Ljubljana, 2010



Sailsation  
Ljubljana, 2011



Frekvenca spleta  
Brežice, 2011



DominoCMS  
Brežice, 2012



iLoop  
Ljubljana, 2012



Akrobatik Breakers  
Brežice, 2012



Mestna hiša Brežice  
Brežice, 2012



Vortex Copters  
Brežice, 2012



Grozdina senčila  
Brežice, 2012



Operating point  
Ljubljana, 2013



Seffit  
Brežice, 2013



Omer Demirović  
Grosuplje, 2013



Academia Nautica  
Ljubljana, 2013



Bibo  
Brežice, 2014



Domdesign  
Brežice, 2014



TMS Brežice  
Brežice, 2014



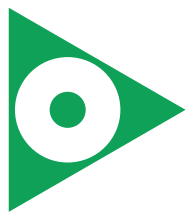
Junicus  
Ljubljana, 2014



Primus  
Brežice, 2014



Mreža Dialog  
Ljubljana, 2014



Ekdis  
Ljubljana, 2015



Modra sova  
Brežice, 2015



Rival varovanje  
Krško, 2015



Alufinal  
Krško, 2015



Tehniška založba Slovenije  
Ljubljana, 2015



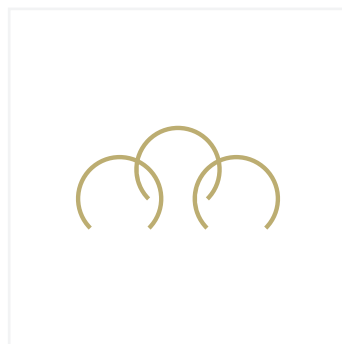
Symbols



Antea  
Bojsno, 2016



Golf klub Grad Mokrice  
Rajec, 2016



Tri lučke  
Sremič, 2016



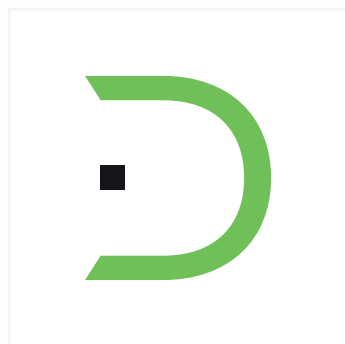
Splavar  
Brežice, 2016



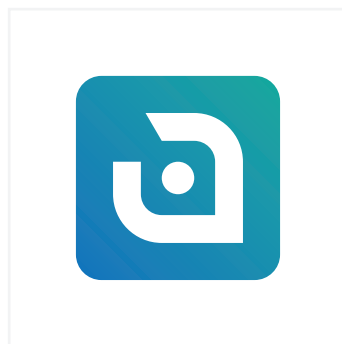
Aristotel  
Krško, 2016



Zala KR  
Krško, 2016



Domdesign  
Brežice, 2016



Ansat  
Krško, 2017



Stey  
Velika Gorica, 2017



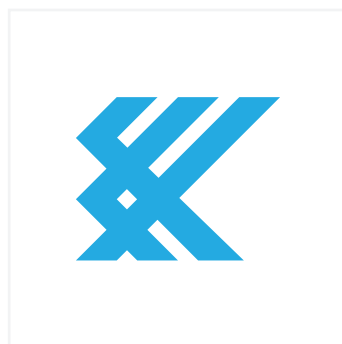
Misteral  
Krško, 2017



Modus  
Brežice, 2017



Lumal  
Ljubljana, 2017



Kromis  
Krško, 2017



Kostak  
Krško, 2017



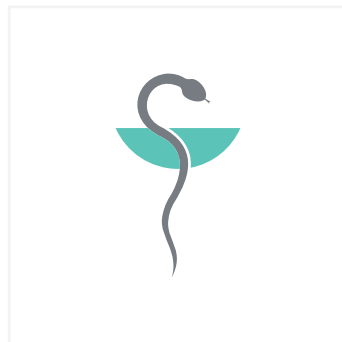
Kres PSI  
Šentjernej, 2017



Heraldica Slovenica  
Ljubljana, 2017



DominoCMS  
Brežice, 2018



Lekarna na Vidmu  
Krško, 2018



ZDEKS  
Dobrnich, 2018



ePosavje  
Krško, 2019



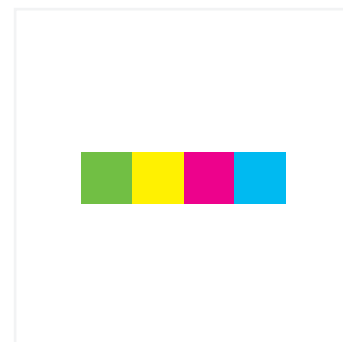
Lekarna Sevnica  
Sevnica, 2019



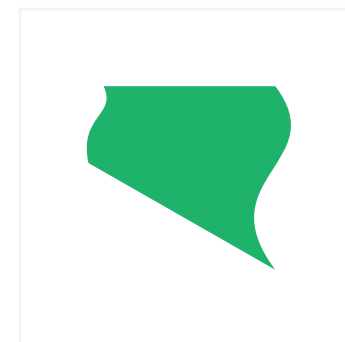
DominoCMS  
Brežice, 2019



Litebox  
Brežice, 2019



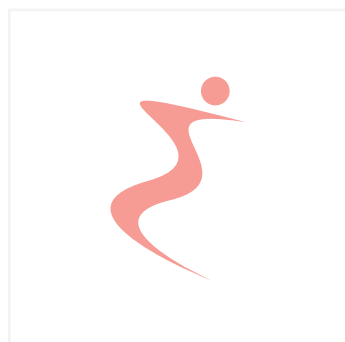
Barve laki  
Krško, 2019



ZKD Krško  
Krško, 2020



Lucky Shots  
Brežice, 2020



Estetic  
Krško, 2020



Lukem  
Ljubljana, 2020



Identiteta.si  
Brežice, 2020



FS Group  
Ljubljana, 2020

Symbols



HPG Brežice  
Krško, 2020



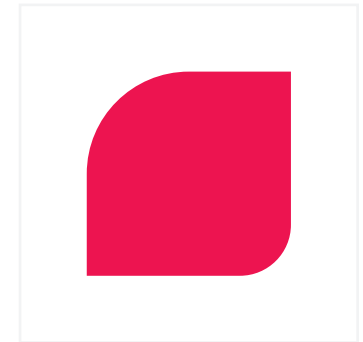
Vulkanizerstvo Lašič  
Brežice, 2021



Zavod Averroes  
Ljubljana, 2021



Dragon's Dream  
Ljubljana, 2021



Intermarket Brežice  
Brežice, 2021



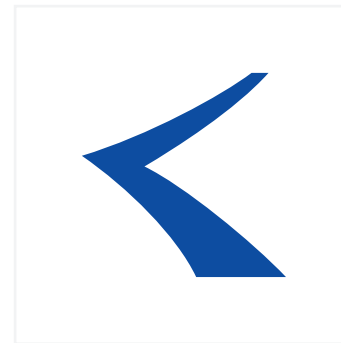
Melitini okusi  
Krško, 2021



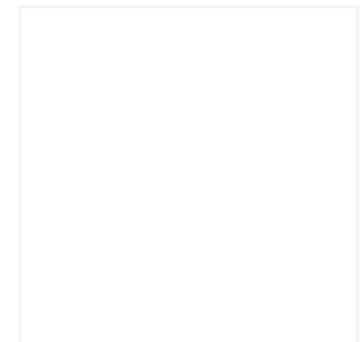
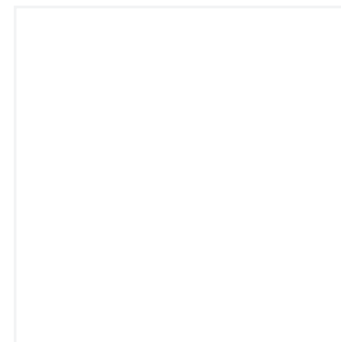
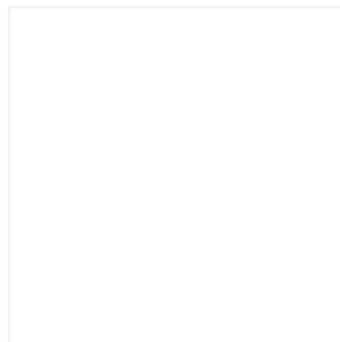
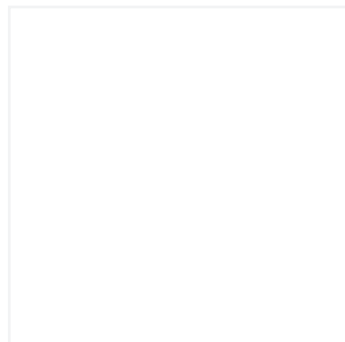
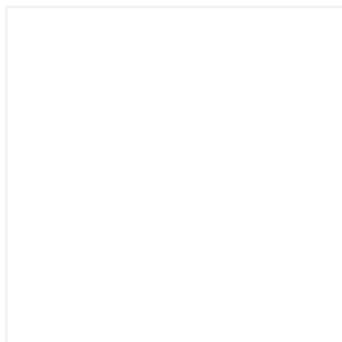
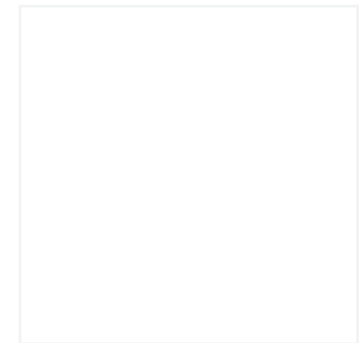
Reval  
Kopljje, 2022



Metalna Senovo  
Senovo, 2022



Komunala Sevnica  
Sevnica, 2022



# Where to see our logos?

• München

• Ljubljana

• Kompolje

• Sevnica

• Krško

• Brežice

• Zagreb

• Kočevje

• Beograd

• Germany

• Slovenia

• Croatia

• Hong Kong



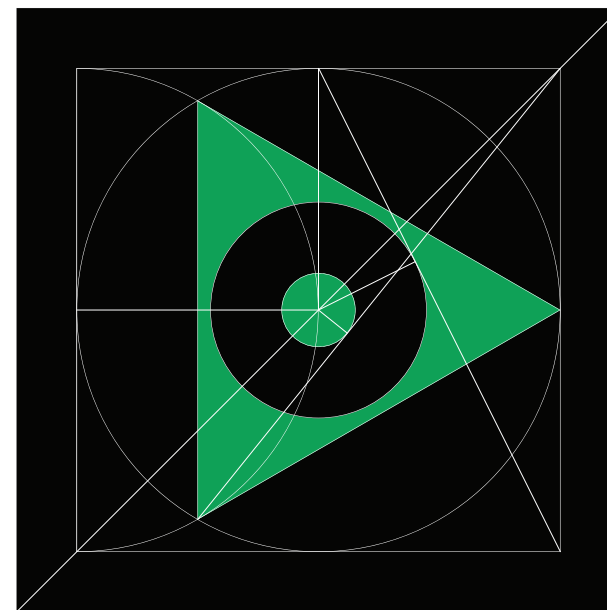
CONSTRUCTIONS



Academia Nautica  
Ljubljana, 2013



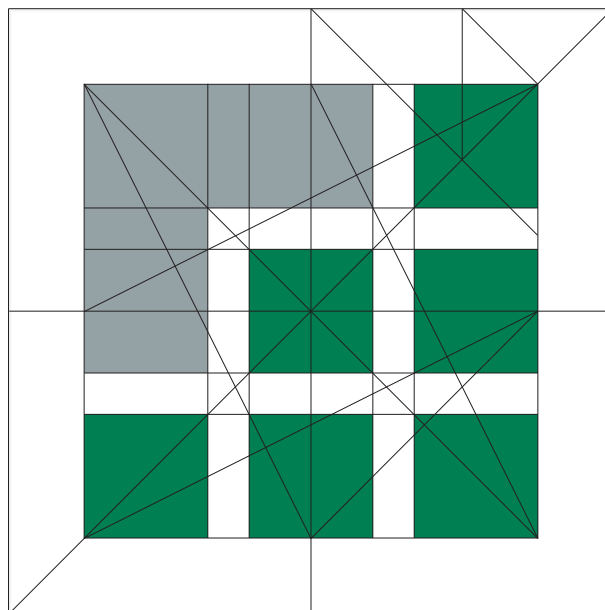
Bibo  
Brežice, 2014



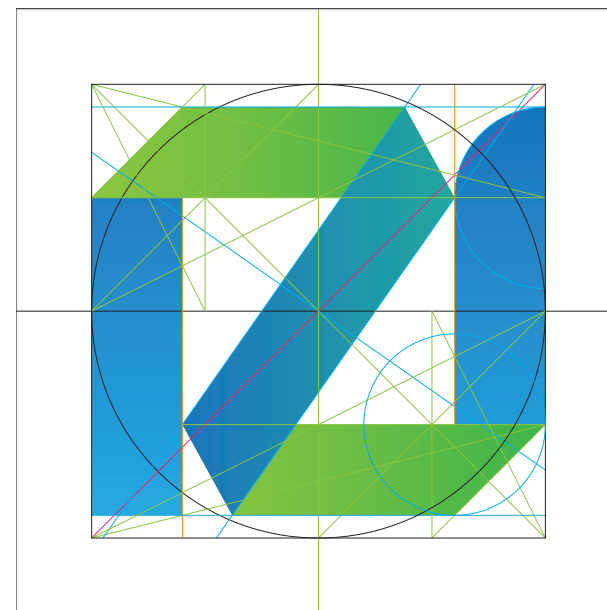
Ekdis  
Ljubljana, 2015



Rival varovanje  
Krško, 2015



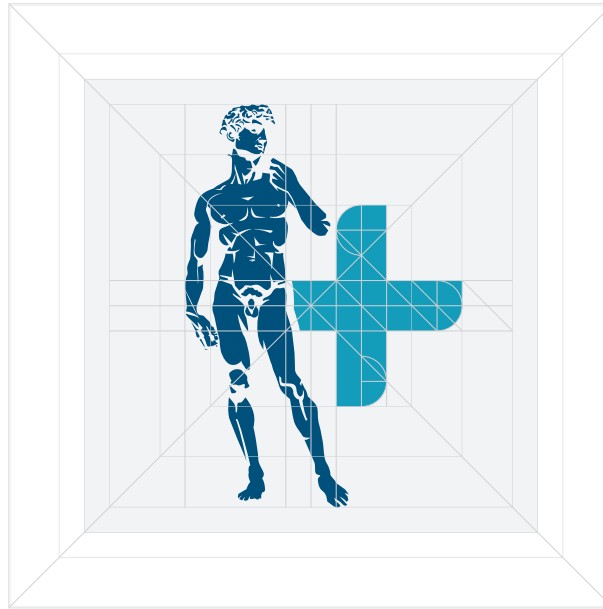
Alufinal  
Krško, 2015



TZS  
Ljubljana, 2015



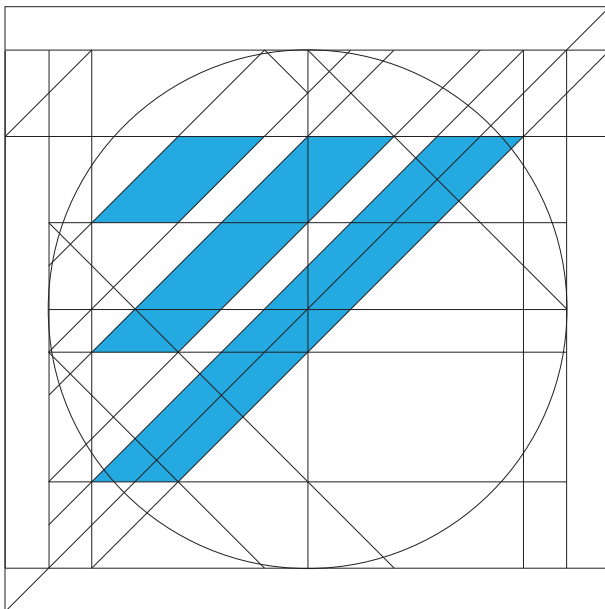
Tri lučke  
Krško, 2016



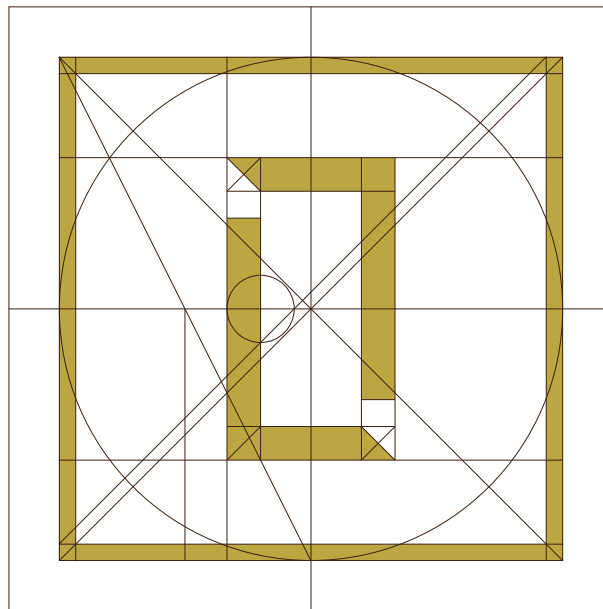
Aristotel  
Krško, 2016



Ansat  
Krško, 2017



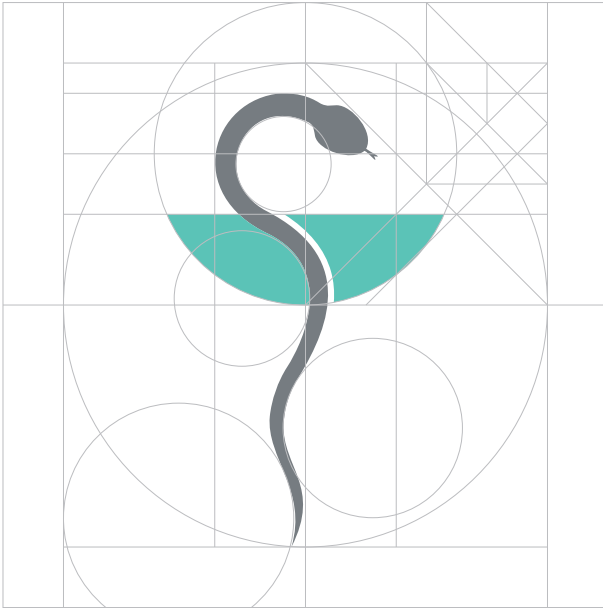
Misteral  
Krško, 2017



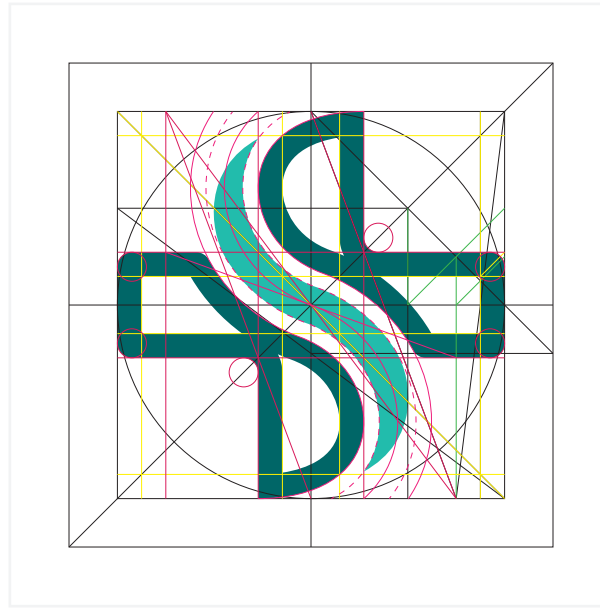
Lumal  
Ljubljana, 2017



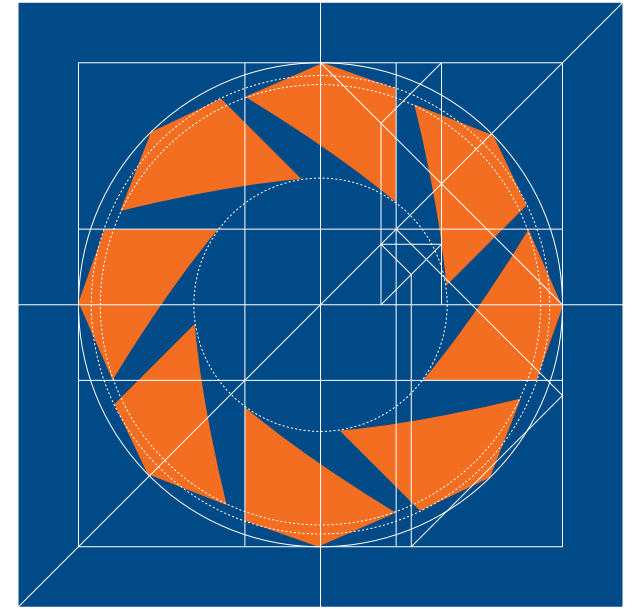
Kostak  
Krško, 2017



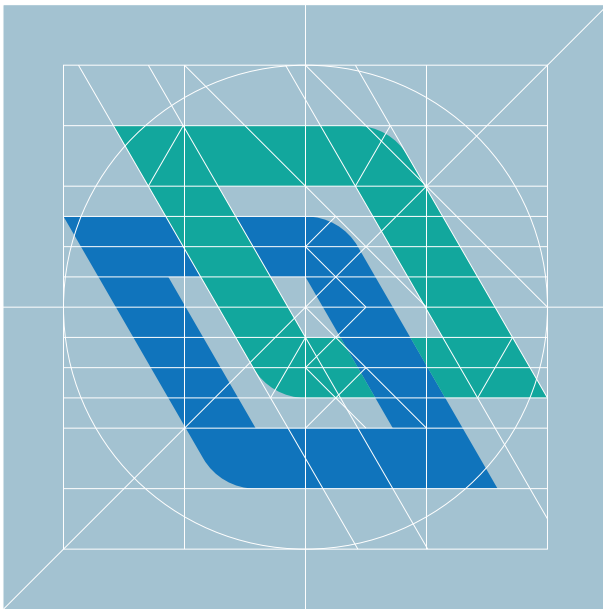
Lekarna na Vidmu  
Krško, 2018



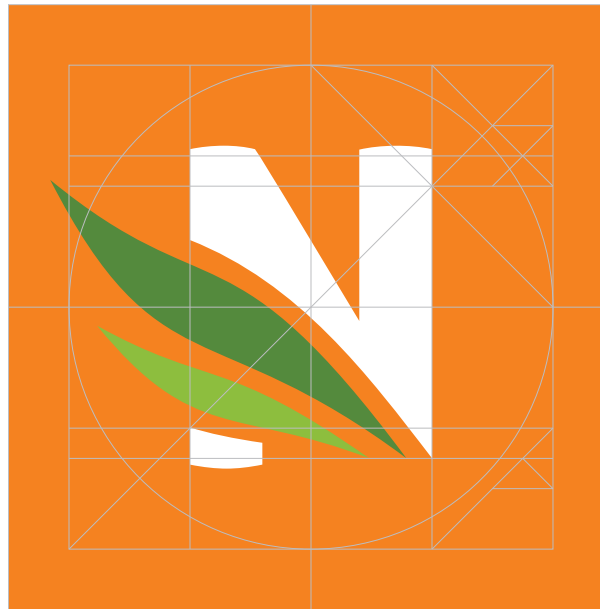
Lekarna Sevnica  
Sevnica, 2019



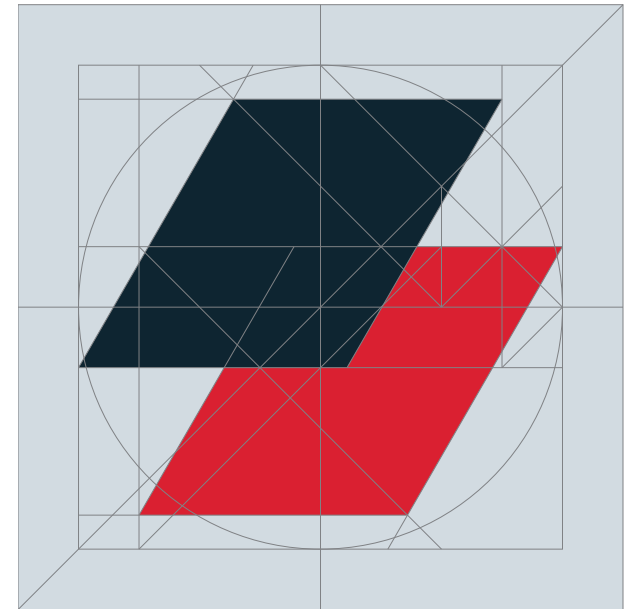
TMS Brežice  
Brežice, 2020



Lukem  
Ljubljana, 2020



Narayan  
Krško, 2020



FS Group  
Ljubljana, 2020

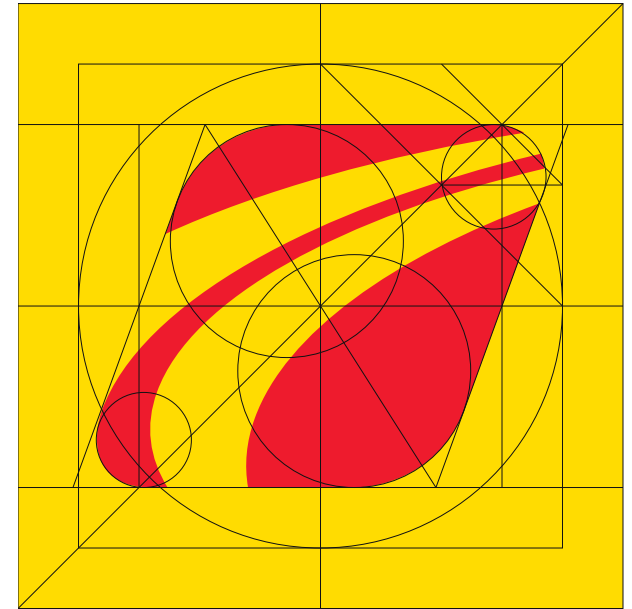




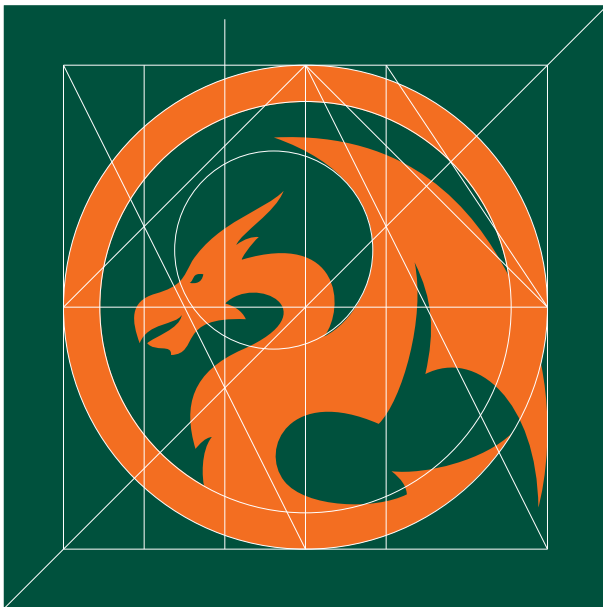
HPG Brežice  
Brežice, 2020



Kostak AG  
Krško, 2020



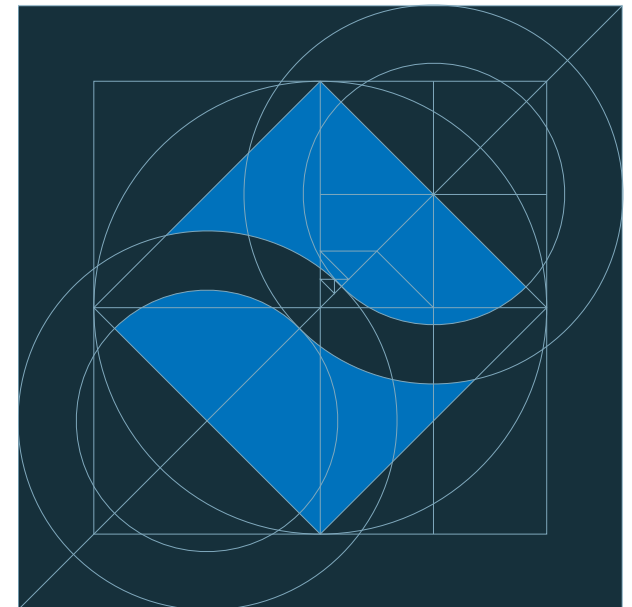
Vulkanizerstvo Lašič  
Brežice, 2021



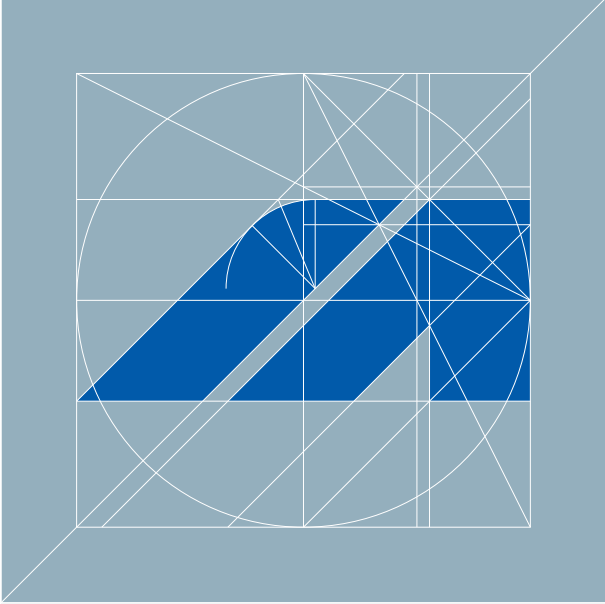
Dragon's Dream  
Ljubljana, 2021



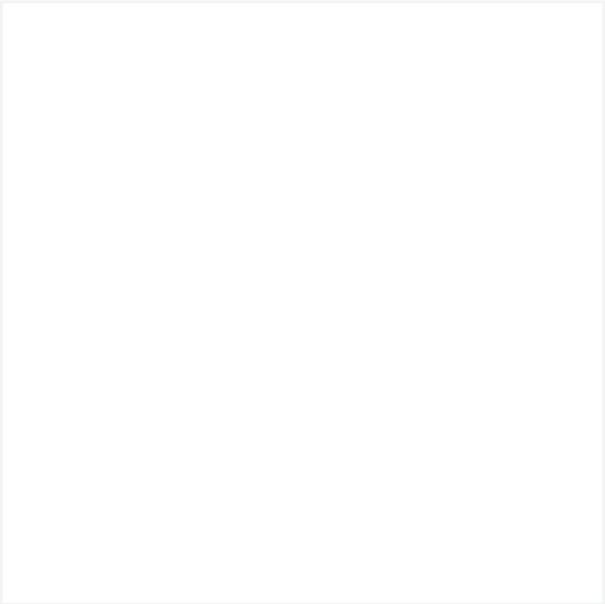
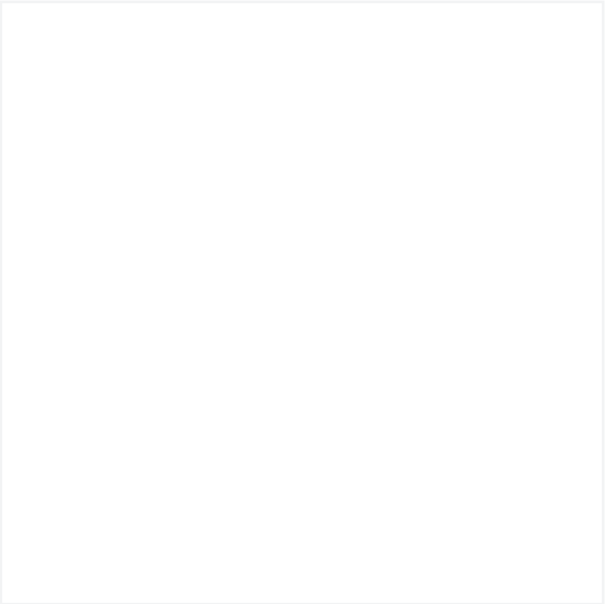
Kostak GTS  
Zagreb, 2022



Reval  
Kompolje, 2022



Metalna Senovo  
Senovo, 2022



SLOGANS

*Ustvarjamo šov!*

Akrobatik Breakers  
Brežice, 2005

lepotaoblake.

Domdesign  
Brežice, 2007

STATE OF PASSION

Provoco  
Ljubljana, 2007

*Balance of Light and Shade.*

Soltec  
Dobova, 2009

Optika z OKUSOM.

Glasmaher  
Brežice, 2009

*za popoln vid*

Optika Center  
Kočevje, 2009

AMOR VINCIT OMNIA

Collection 69  
Ljubljana, 2010

*Excited?  
You should be!*

Sailsation  
Ljubljana, 2011

Hear what you See,  
See what you hear.

Hanaivo  
Brežice, 2011

**Dominate Life.**

DominoCMS  
Brežice, 2012

**inspires.**

iLoop  
Ljubljana, 2012

Dotik narave. Touch of nature.

Grozina senčila  
Brežice, 2013

Dobra klima.

Bibo  
Brežice, 2014

*izBrane knjige.*

Primus  
Brežice, 2014

Ekspresno. Ekonomično.

Ekdis  
Ljubljana, 2015

Slogans

Pojem sodobnosti in kvalitete.

**Alufinal**  
Krško, 2015

Pot do znanja in idej.

**Tehniška založba Slovenije**  
Ljubljana, 2015

Ugodje bivanja.

**Antea**  
Bojsno, 2016

*Upočasni in uživaj!*

**Splavar**  
Brežice, 2016

Vaša prva izbira.

**Ansatt**  
Krško, 2017

vaše okno v svet.

**Misteral**  
Krško, 2017

Enter the Future.

**Modus**  
Brežice, 2017

**vztrajnost za  
prihodnost**

**Kostak**  
Krško, 2017

**vsakenkorak.**

**Kostak**  
Krško, 2017

**Die Webseite.**

**DominoCMS**  
Brežice, 2018

**GRADBENA ODLIČNOST**

**Gitri**  
Ljubljana, 2019

Zmešano z občutkom.

**Barve laki**  
Krško, 2019

**DISPLAY DIGITAL**

**Litebox**  
Brežice, 2019

**LINKINBUSINESS**

**Lukem**  
Ljubljana, 2020

**Prednost je v storitvi.**

**TMS Brežice**  
Brežice, 2020

Slogans

konstrukcije prihodnosti

Misteral  
Krško, 2020

*Building Your Success.*

FS Group  
Ljubljana, 2020

nove priložnosti  
bivanja

Koss  
Ljubljana, 2020

Naprej  naravi.

HPG Brežice  
Krško, 2020

*Nova vizija vožnje.*

Vulkanizerstvo Lašič  
Brežice, 2021

MORE THAN A HOSTEL

Dragon's Dream  
Ljubljana, 2021

*poskrbi zame.*

Intermarket Brežice  
Brežice, 2021

Nature in form.

Reval  
Kompolje, 2022

reach higher

Metalna Senovo  
Senovo, 2022





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