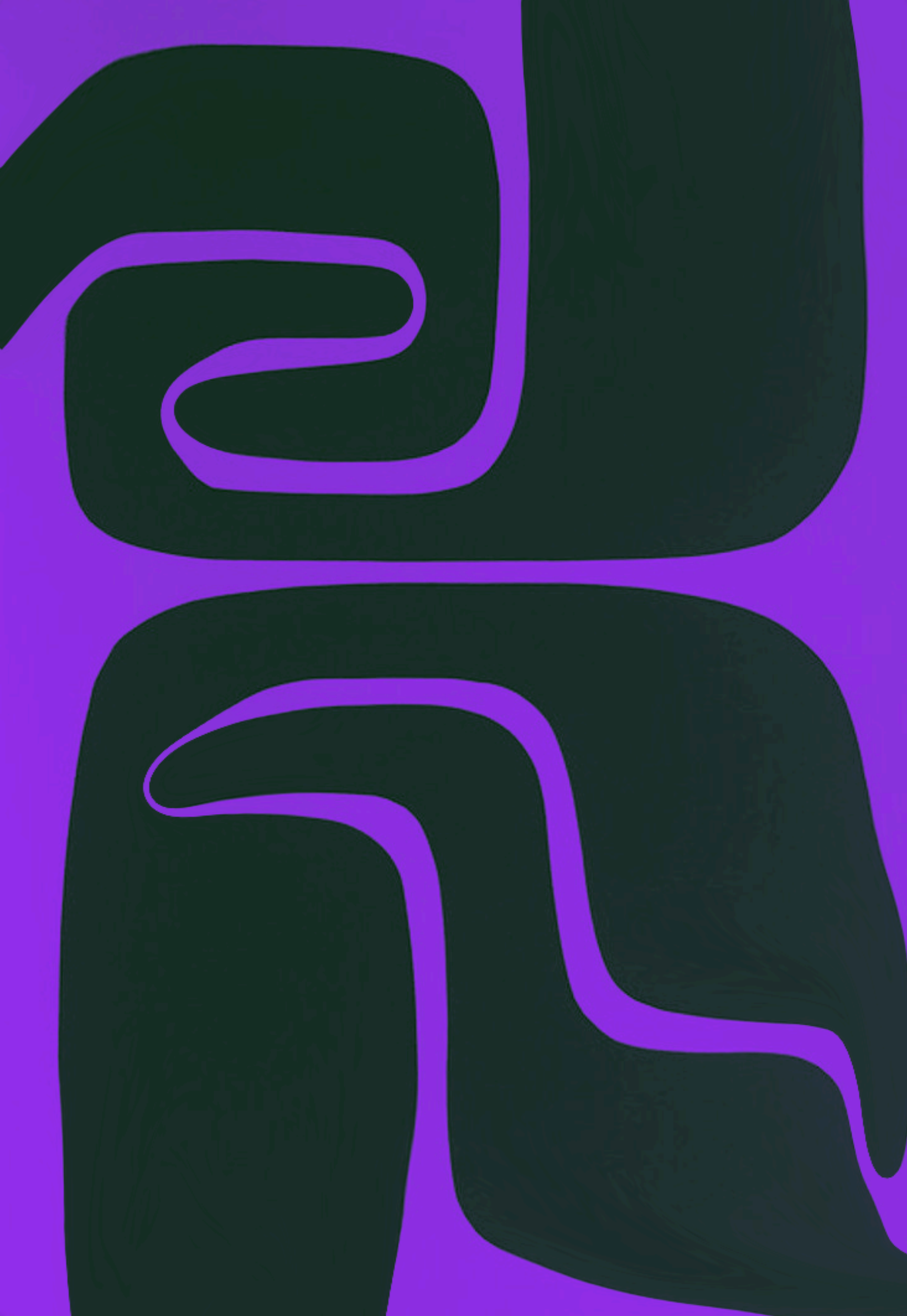


Kuumpel*



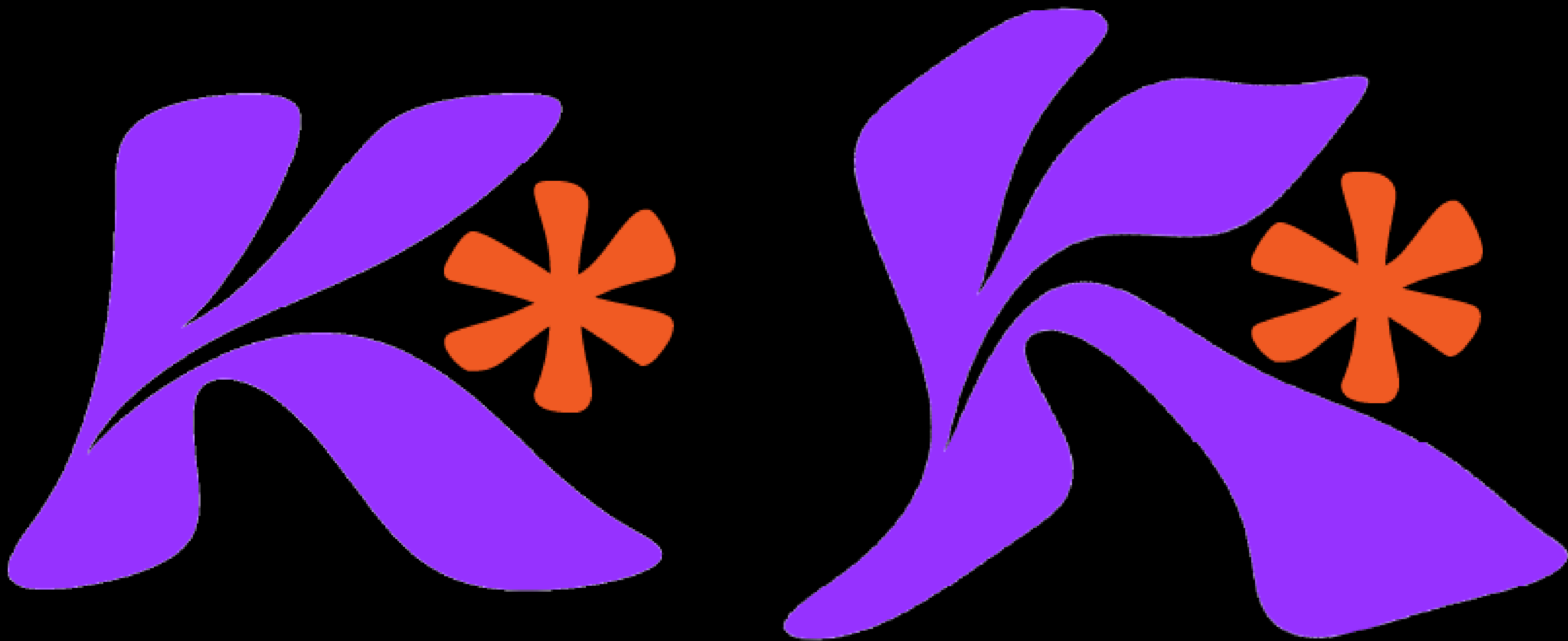
Based on the first feedback session, we decided to go with a botanical-inspired K and focus on making it more legible while keeping the organic character of the form. I refined the shape so the letter reads clearly while still maintaining the plant-like quality we discussed. I'm sharing the K both on its own and combined with the star symbol so we can compare the two options. Conceptually, I liked the idea of a plant appearing in the club environment, something calm, grounding, and refreshing in the middle of chaos. The K represents Kumpel, symbolizing the idea of friends within the crowd, reflecting how the Kumpel* collective approaches care: looking after people as if they were our own friends on the dancefloor. The star acts as the helping sign, representing presence, support, and intervention when someone might need it. Personally, I think the version with the star makes the logo more distinctive and communicates this idea and message more clearly, but of course the final choice is yours depending on what direction resonates most with you.

I chose purple and orange because they create a strong visual contrast while also carrying symbolic meaning that fits the purpose of the Kumpel* awareness collective. Purple is often associated with empathy, emotional intelligence, and care.

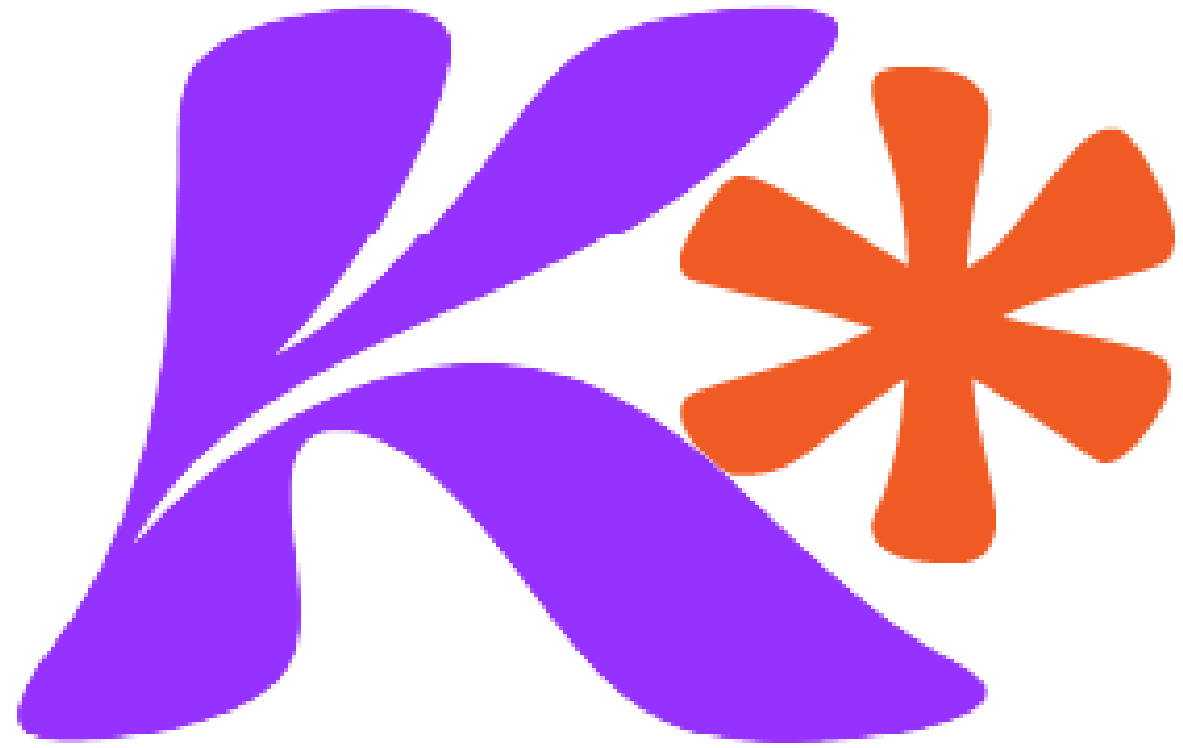
qualities that reflect the supportive presence of the awareness team within the crowd. Orange, on the other hand, functions as a signal color. It is warm, noticeable, and often used in safety contexts, which makes it ideal to represent help, attention, and intervention when needed. Together, the colors balance care and visibility: purple communicates trust and emotional support, while orange ensures the symbol remains noticeable and approachable in a dark club environment. The contrast also helps the logo remain legible in different applications such as vests, stickers, social media, and signage.

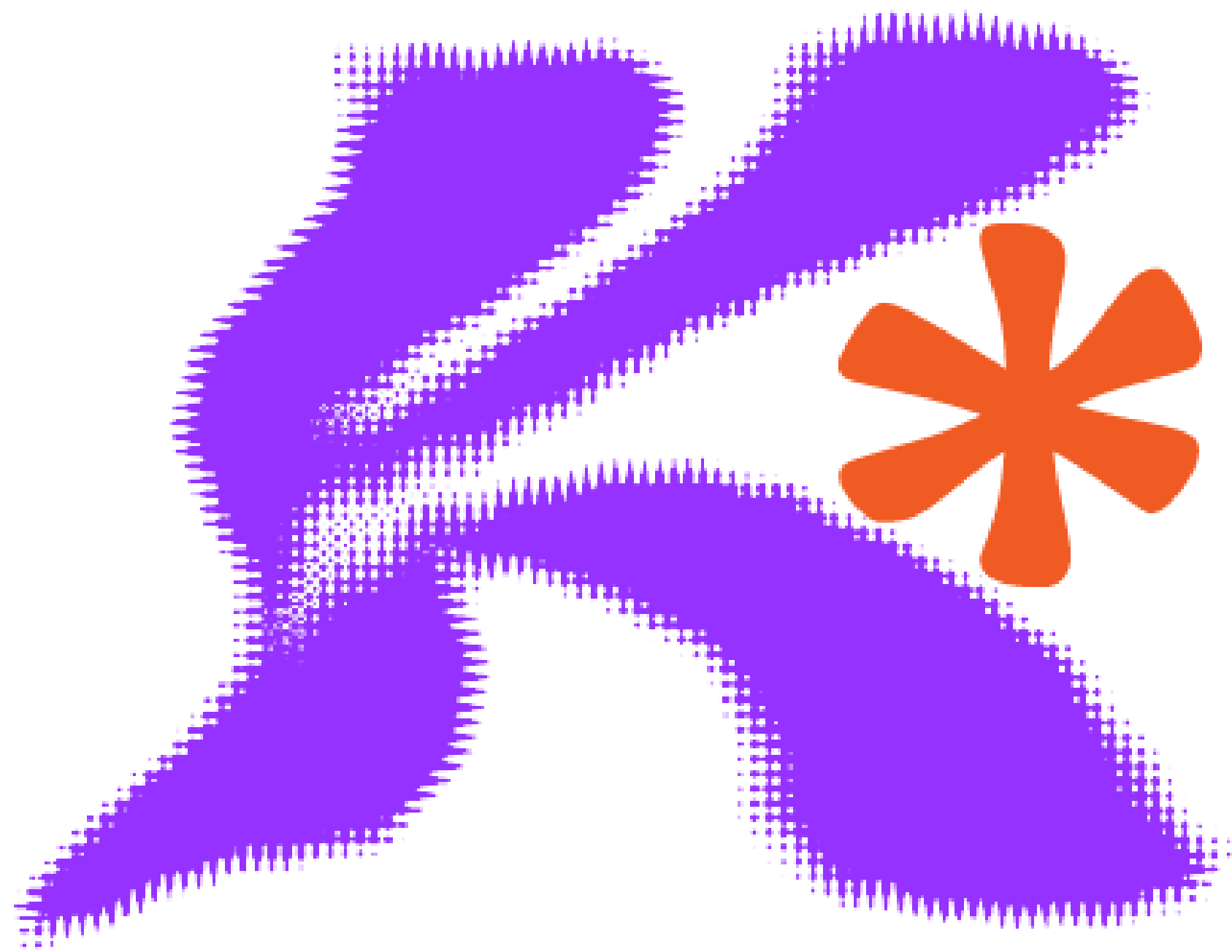


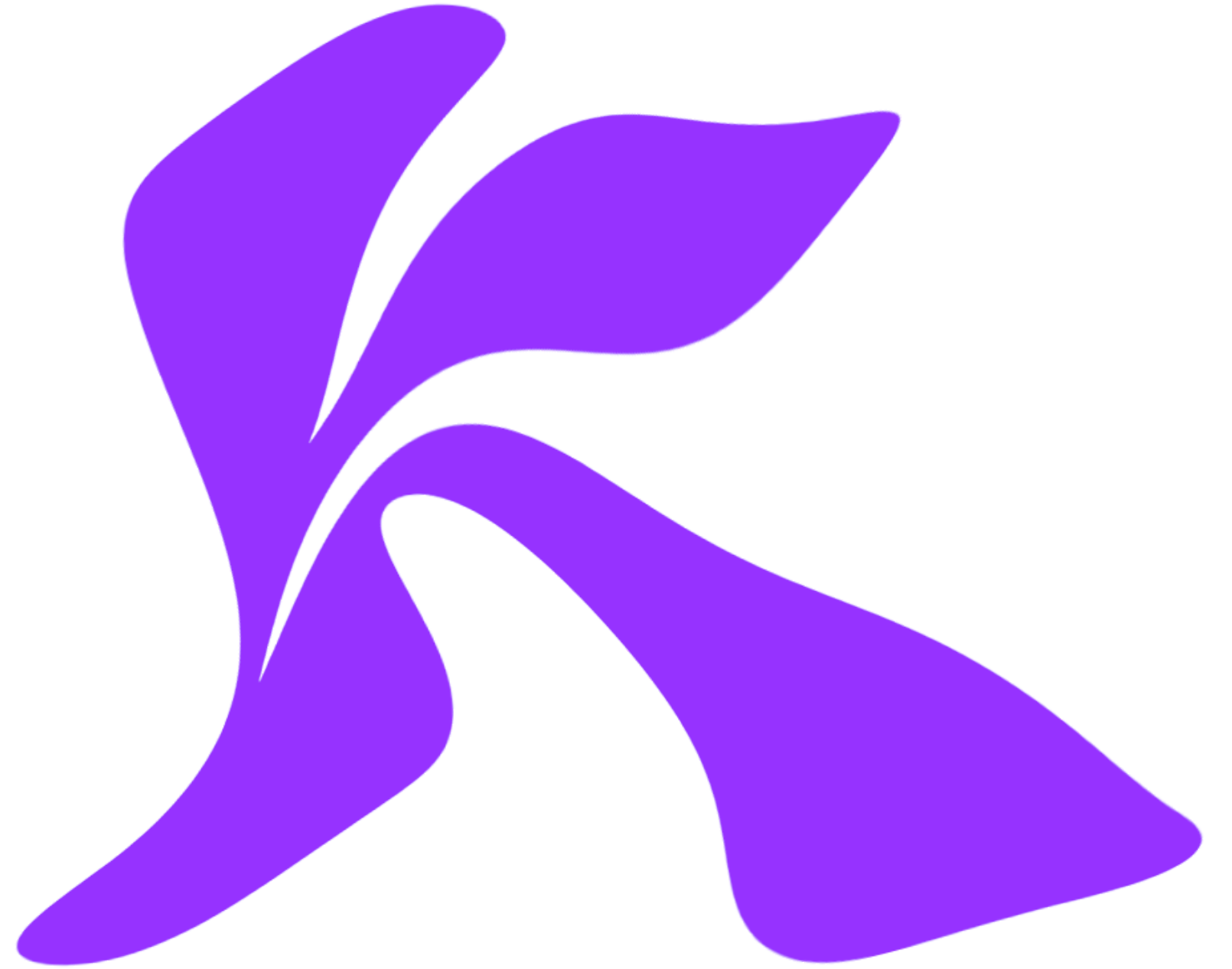
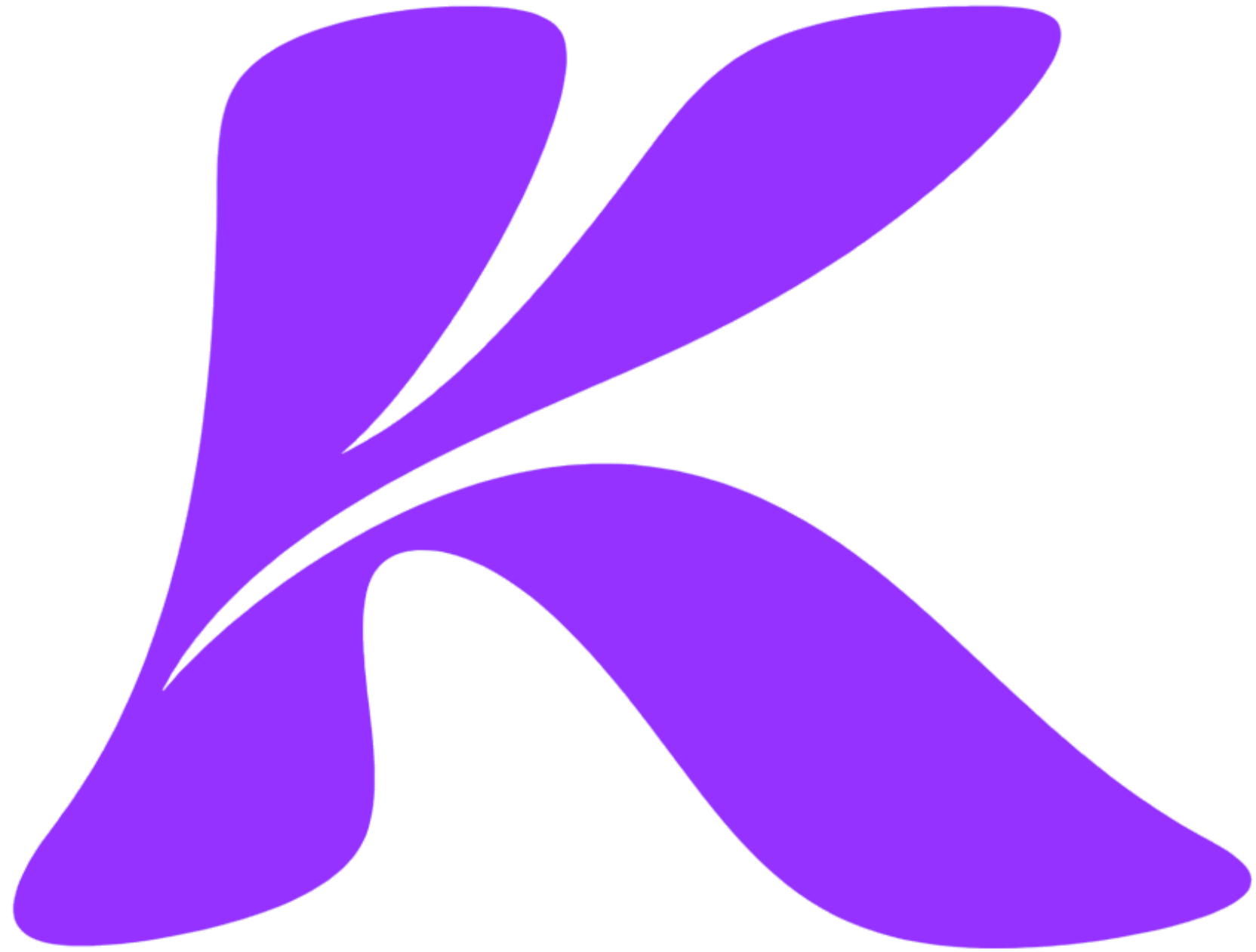
Among the logo proposals, you could choose one as the primary logo and another as a secondary variation depending on the context of use. For example, one version might work better for clear identification on materials like vests or badges, while another could function well for stickers, merch, or social media. The remaining variations, if you find them interesting, can still be used as part of the visual language and foundation for imagery on social media, helping create a consistent yet flexible identity across different platforms and formats.

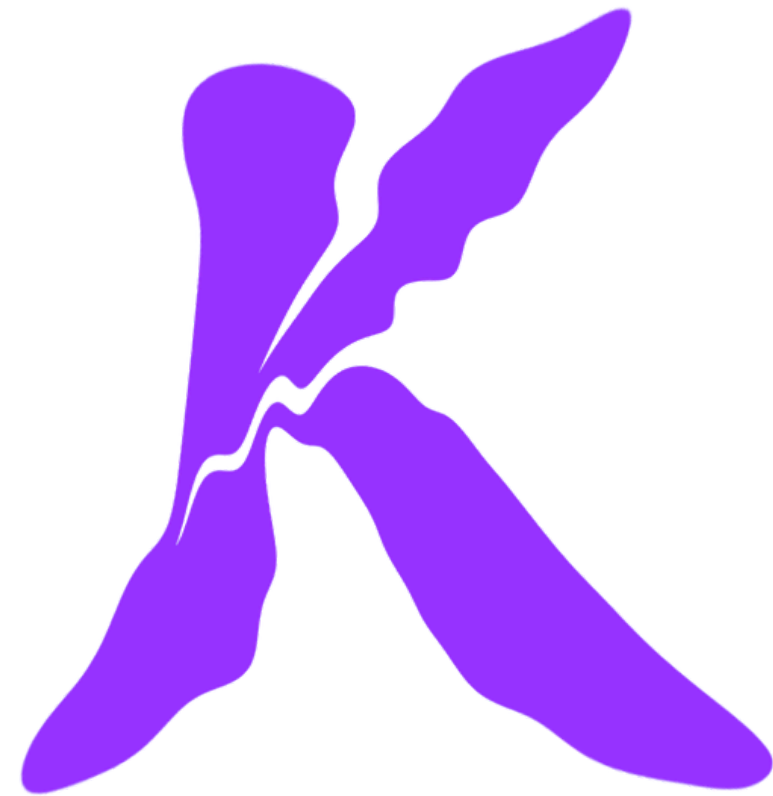
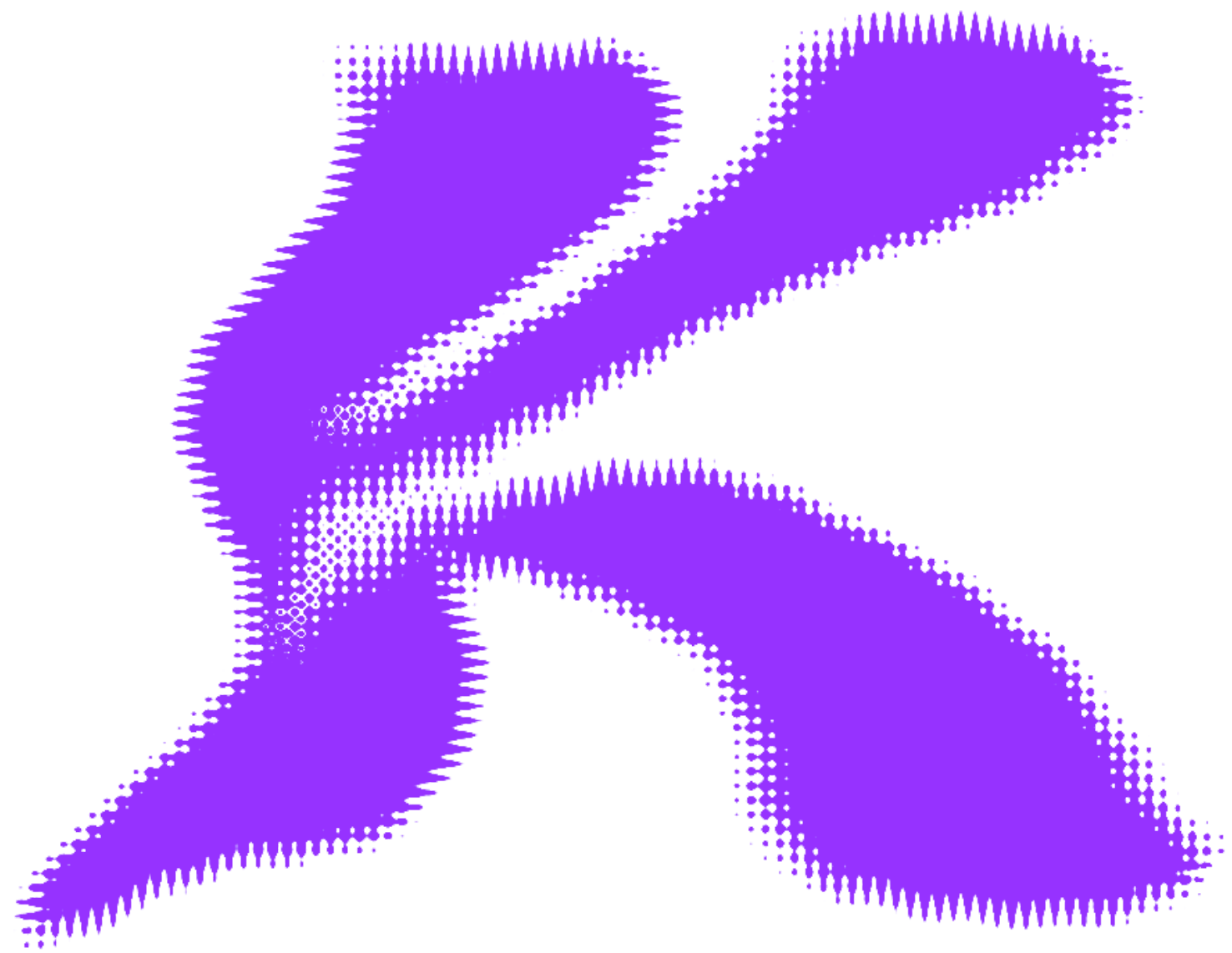


The identity is designed to feel organic and human within the artificial environment of the club, a visual reminder that care and support exist within the crowd.













***TT* Thanks**