#ILoveTheseGuys Creative Inspiration: Moniker

Shillington students from around the world share the work of creatives who inspire them in the #ILoveTheseGuys series. In this post, Sydney student Abraham Markos highlights projects from San Francisco-based design agency, Moniker.

Moniker is a design agency from San Francisco specialising in branding and visual identity. A recent competition held by ICON magazine invited Moniker to create the branding for the new Hyperloop project. I love how they used the idea of the Hyperloop and created a new name for the project called ‘hoop’ by removing the middle letters from Hyperloop. While creating two circular ends of the tube to mimic shorter journey times which is emphasised by the strong use of colour and repetition of these shapes for the brand identity.

Hyperlook Re:Think

Want to discover more studios and creatives from around the world? Check out our previous #ILoveTheseGuys posts.

https://www.shillingtoneducation.com/blog/moniker-sf/