

NEW UPDATED BADGE



CLIENT: KALIA INC.

INDUSTRY: INDUSTRIAL

PROCESS: EMBOSSING

SOLUTION: BADGE

OBJECTIVE

Refresh the look of a logo.

CHALLENGE

The main challenge was to improve the look of the current logo. The client wanted a new logo that was sleek, modern and discreet and sophisticated. They wanted a logo that blended with their line so the focus would be on the product itself and not on the brand. The product also had to respect the clients' specific environment requirements for bath and kitchen products.

SOLUTION

To improve the overall appearance of the product, BCH Image suggested adding an aluminum logo with embossing to create a new modern look that was very different from their previous logo. We created a classy design that met the clients' high-end expectations. We created a unique effect using a brushed and embossed aluminum.

In conclusion, BCH Image gave a fresh new look to their product while providing elegance and durability that will last for years to come.