LOGO
For the second proposal, we have chosen to work with the letters SU (Sofia University), as a starting point to create a dynamic, playful logo. Besides ‘SU’ the logo consists of the sublines “Sofia University”, and “St. Kliment Ohridski”. Alisina, a modern, lively sans-serif font, is used for the Logo.

17-PARTS
It is a 17-part logo, with a specific variation for each of the 16 departments plus a main logo for the university. The main logo uses all 16 styles employed for every department. By creating different logos for each department we try to convey their individuality, and the main logo stands for diversity, a fundamental quality we think Sofia University has to offer.

SCRIBBLY LOOK
The scribbly look of the logo relates to a common practice among students of all nations, and we chose it because of its timelessness and its inherent relation to student life. Drawing patterns while studying or during lectures is a recognizable habit for students of all ages, since all of us have done this at some stage in our lives. The use of black and white lends the logo a sense of simplicity and abstraction, while the style transmits a modern, dynamic atmosphere.

BRANDING MATERIALS
Apart from the mug, pen, t-shirt and bag, we have chosen a poster for the extra item to complete this identity. Because of its A-size (A0), it can be easily downscaled to a magazine or postcard format, and it’s therefore suitable for many more branding/advertising materials than just the poster.