



**AB DE VILLIERS
BRAND IDENTITY CONCEPT**



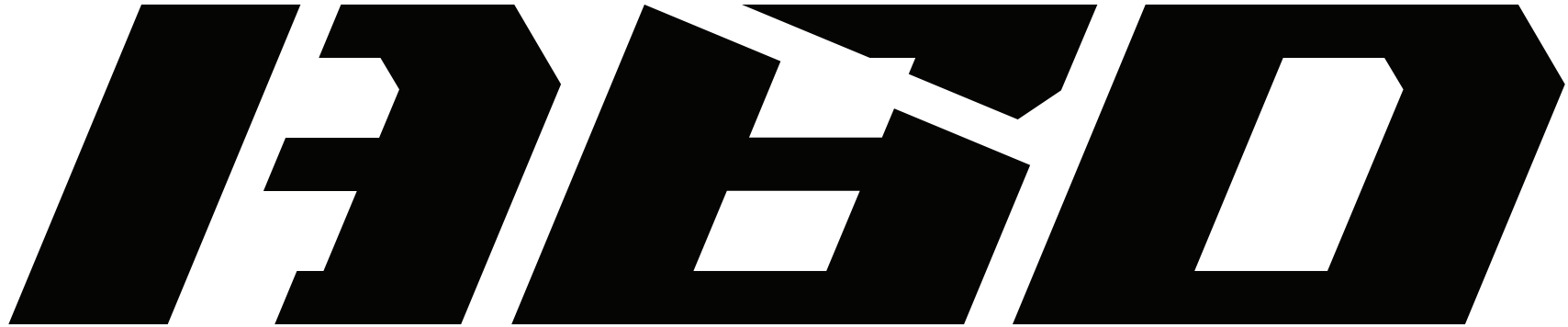
AB de Villiers is one of the most celebrated cricketers of all time. Known universally as ABD, His signature attribute: the ability to hit in any direction, earning him the nickname 'Mr. 360.'

Despite his global profile, ABD had no personal brand mark — no logo, no visual identity, no mark that could outlive his playing career and carry his name into merchandise, academies, media appearances, and commercial partnerships.

This project set out to answer one question: what would a personal mark look like for AB de Villiers — one that encoded his identity, not just his legacy?

The Concept

A dual-reading mark — one geometric form that simultaneously reads as 360 and ABD. As a number it references his most famous attribute. As initials it encodes his full identity: 3 = A, 6 = B, 0 = D. One shape. Two complete meanings.



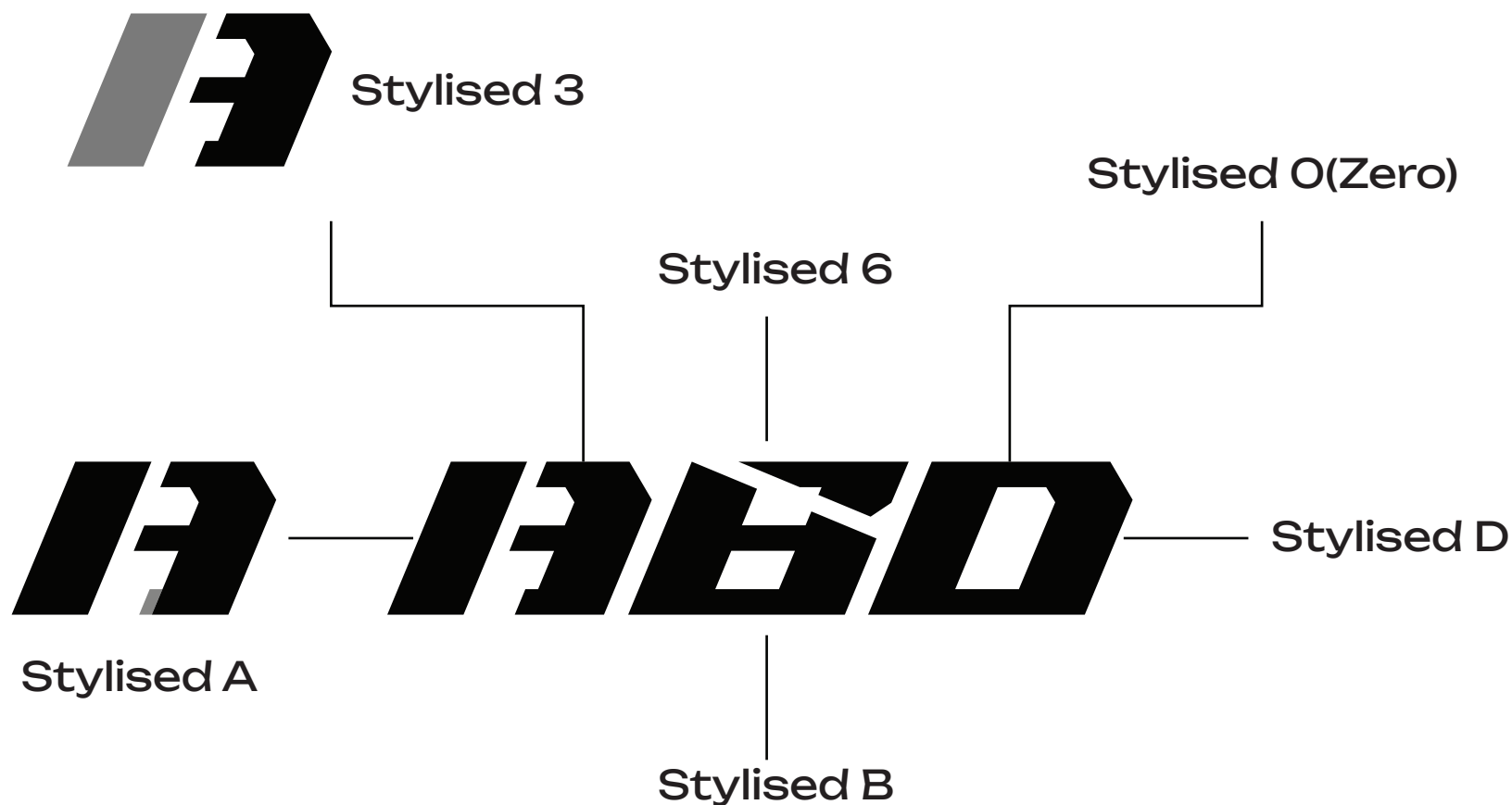
Mark Breakdown

3 = A — The angular cuts of the 3 form the shape of a capital A. The crossbar aligns with the mid-point of the numeral, making the dual reading visually consistent.

6 = B — The bowl of the 6 forms the lower counter of a B. The upper stroke curves back to suggest the upper bowl. The most complex of the three readings — rewarding the viewer who looks closest.

0 = D — The oval is constructed with a flat left edge and curved right edge — the exact geometric form of a capital D. The cleanest and most immediately readable of the three.

A shatter cut runs through the 6/B element — referencing the power and force of his hitting. It breaks the symmetry intentionally, adding aggression to an otherwise geometric form.



ABD



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