

AK

ONTARIO CANADA



Project Credits

Client: AK Care
Program: Branding (Logotype)
Location: Ontario, Canada

Design: 2019
Completion: 2020

Design: Atelier RZLBD / Reza Aliabadi
Project Team: James Chungwon Park

As the epitome of the branding campaign for the AK Care, a clinic in transition towards a more holistic role of “caring” its patients, the logo “AK” expresses the most basic yet fundamental understanding of health and beauty—symmetry and simplicity. Like any human face or body, which arranges its various components in a symmetrical and complementary relationship along the central line, the two figures—“A” and “K”—are arranged dichotomously within a square, a geometrical shape that represents perfection, each formed by the same geometrical system of triangle and bisection, creating an image of balance that evokes difference and similarity between its two constituents simultaneously. The logo and its concept serve as a foundation for all the subsequent designs, including website, business card, and many miscellaneous templates.