

MoooZik

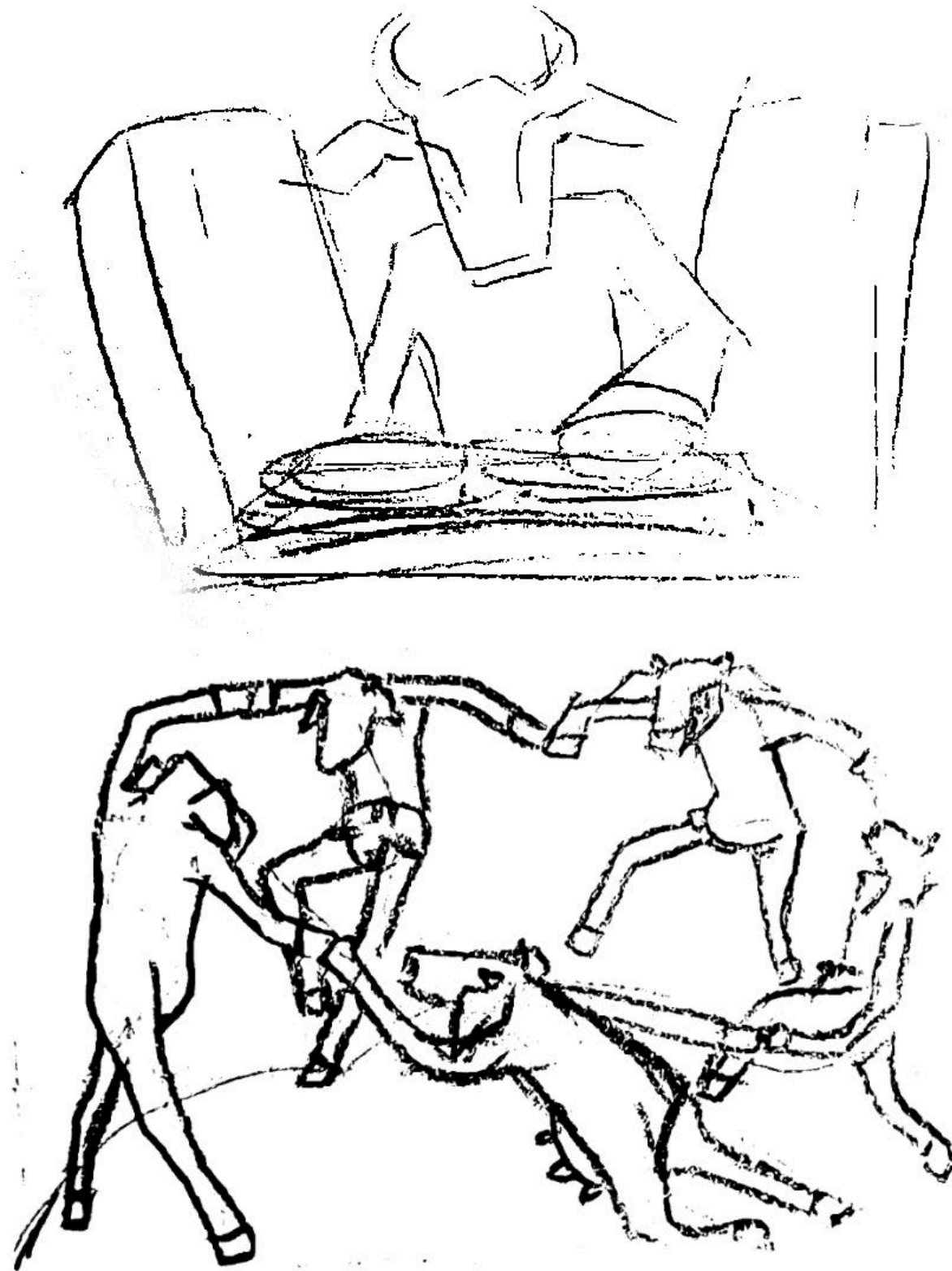
by Ana Bystrova

I selected this brand because of 2 things:

**1. for its interesting potential
to merge audio and visual elements.**

**2. the cow as a central image offers
greater flexibility and feels more
distinctive and less predictable
than the plant or cat options.**

sketches

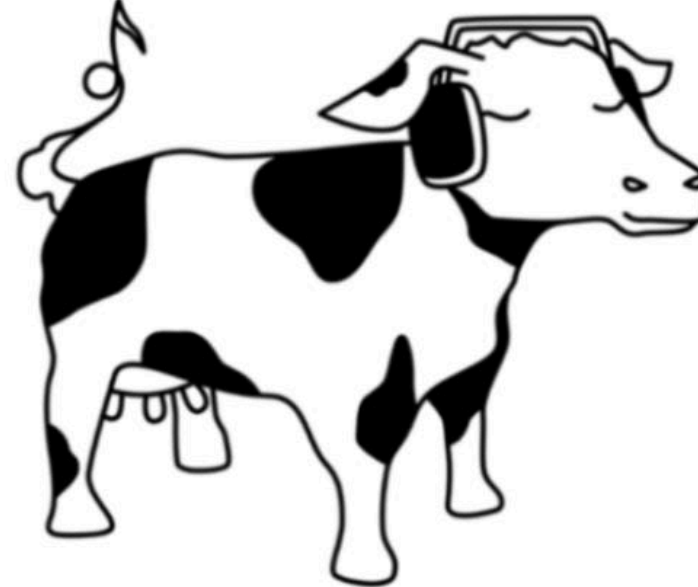
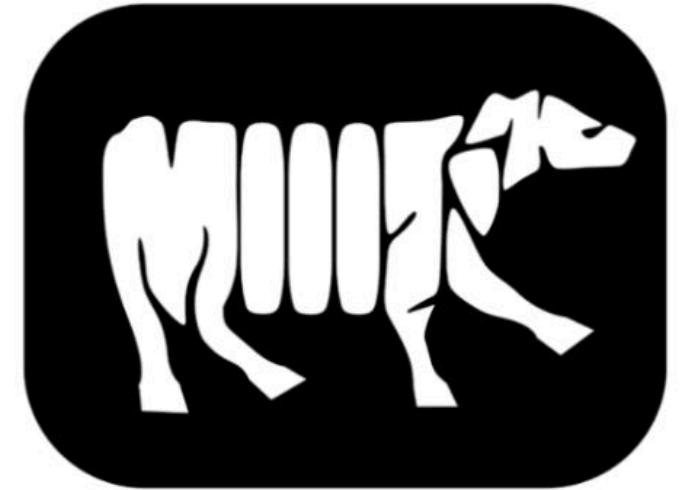
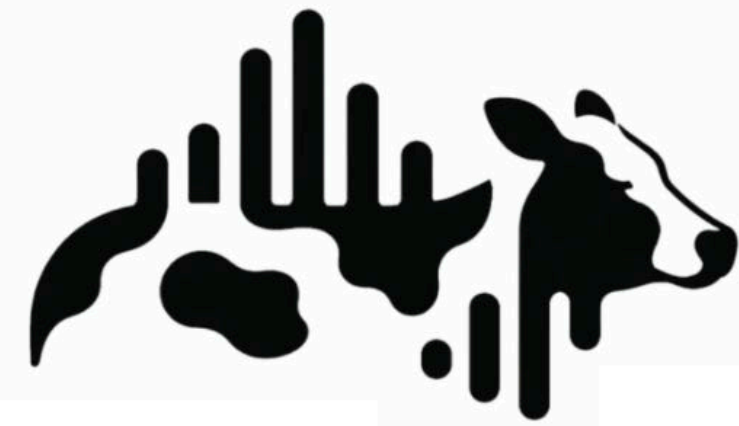


МУЗЫКА КЛАКТИВ Ч КОРОВА
НАУШНИКИ УНЫИЕА
КОЛОДКИ
ДУАИИИ
ТАИИИИ

Moozik



process

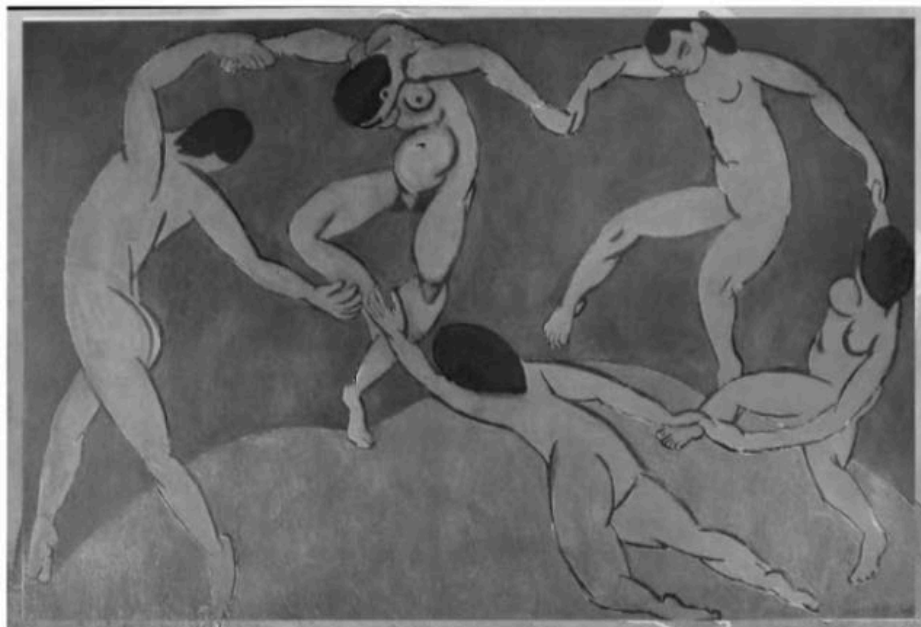


Final logo

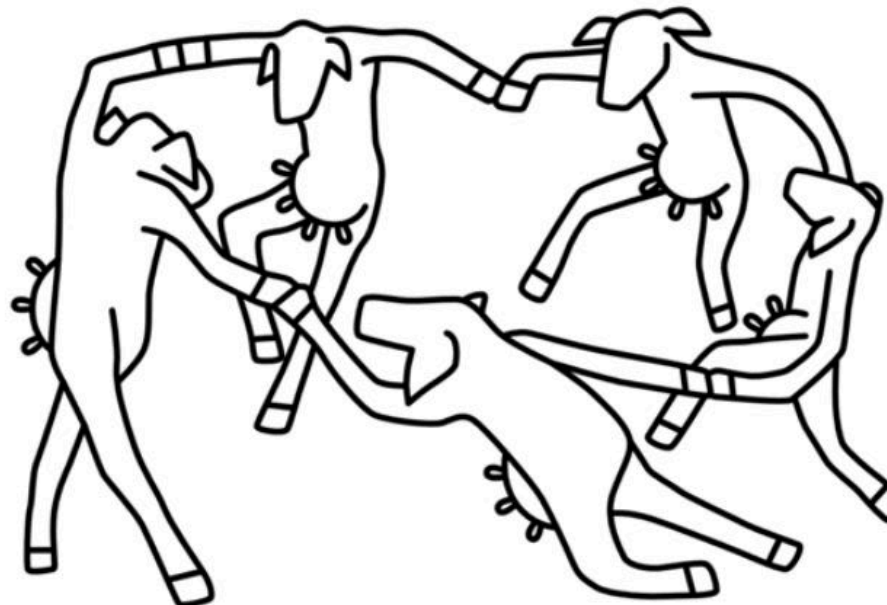
var. 1

The logo draws inspiration from Matisse's **Dance II** – a circle of figures symbolising rhythm, continuity, and harmony.

Matisse “Dance II”

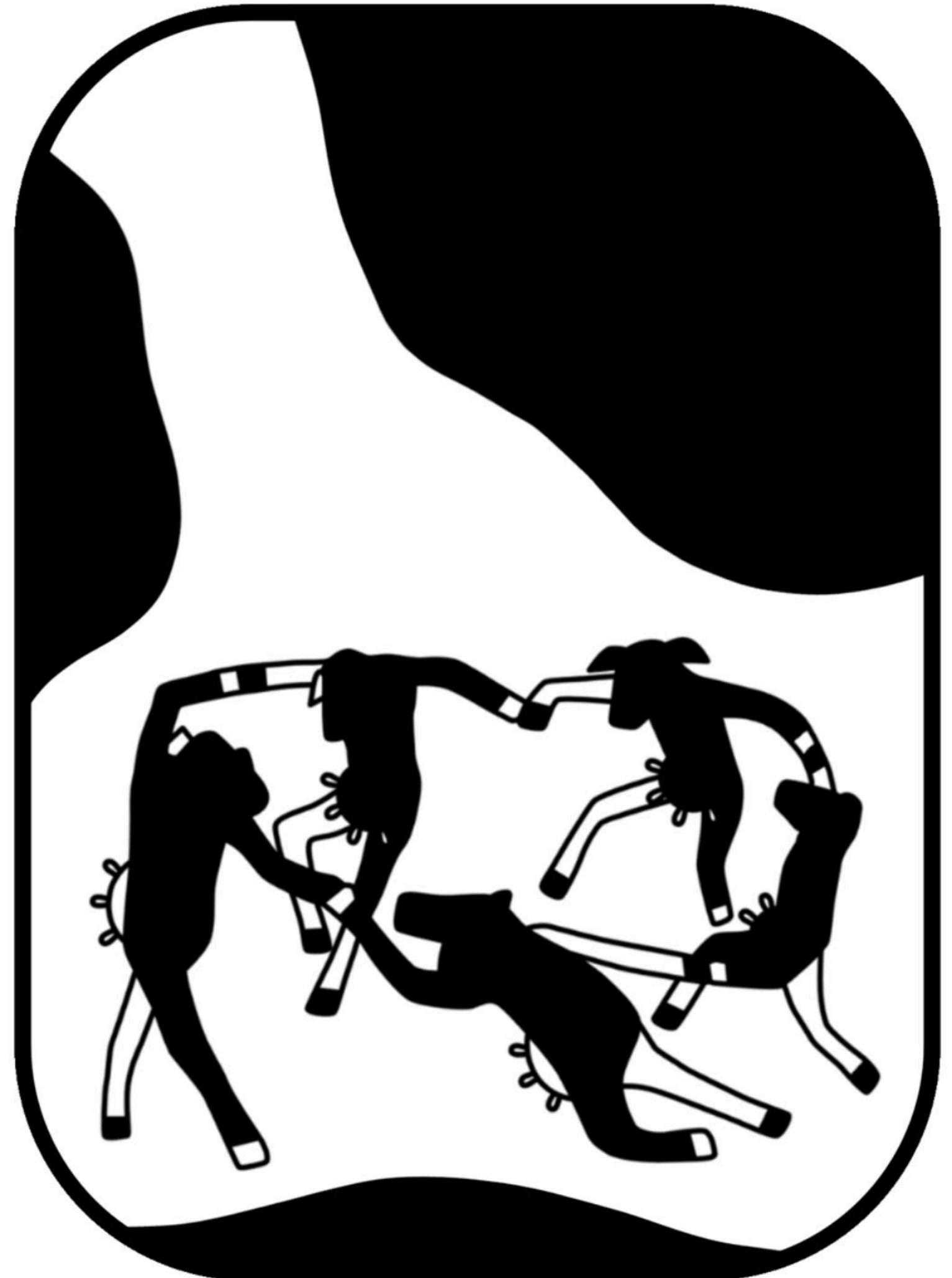
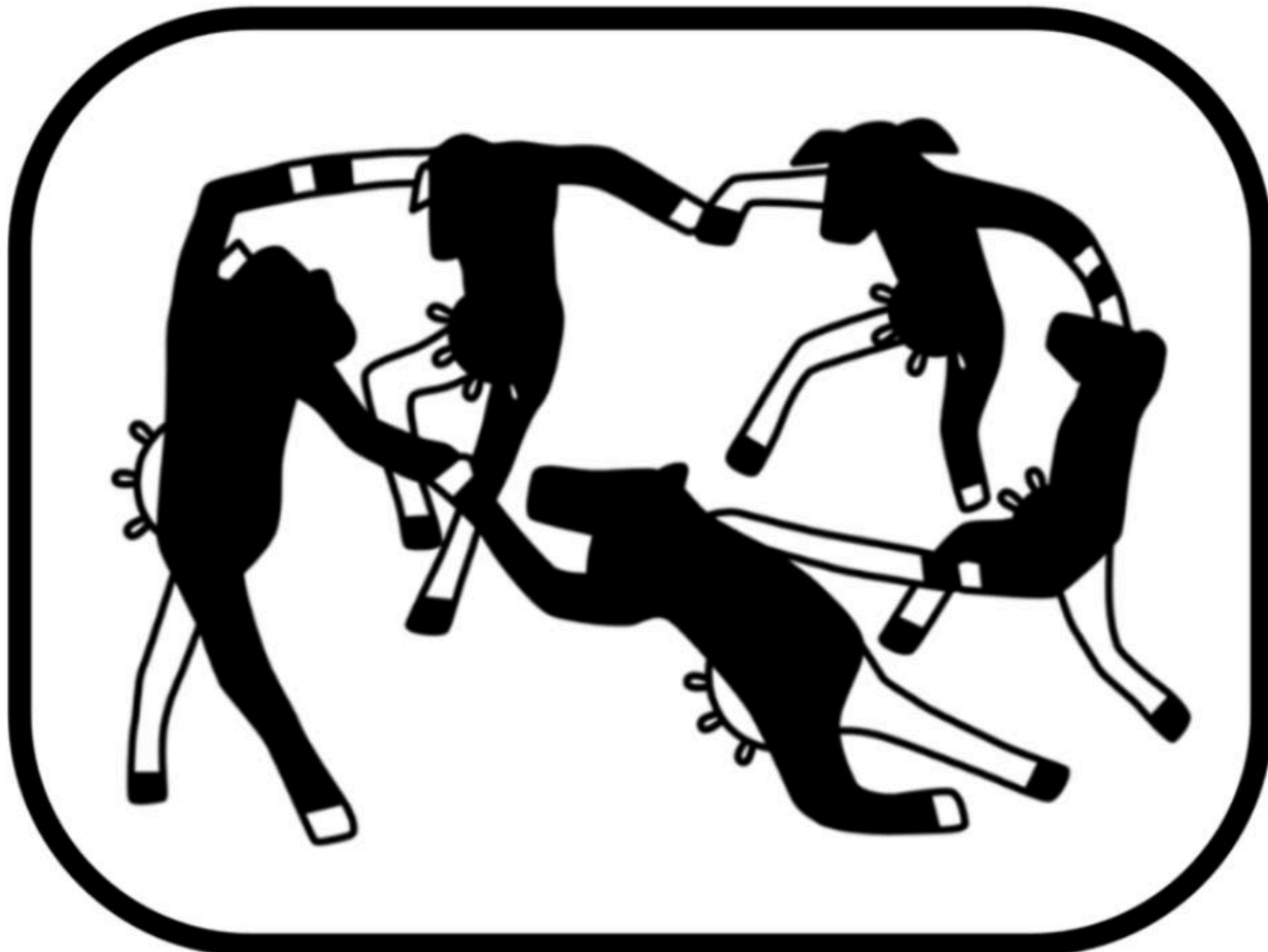


In my interpretation, cows form a closed composition conveying synchrony and “musical interaction.”



Why this works:

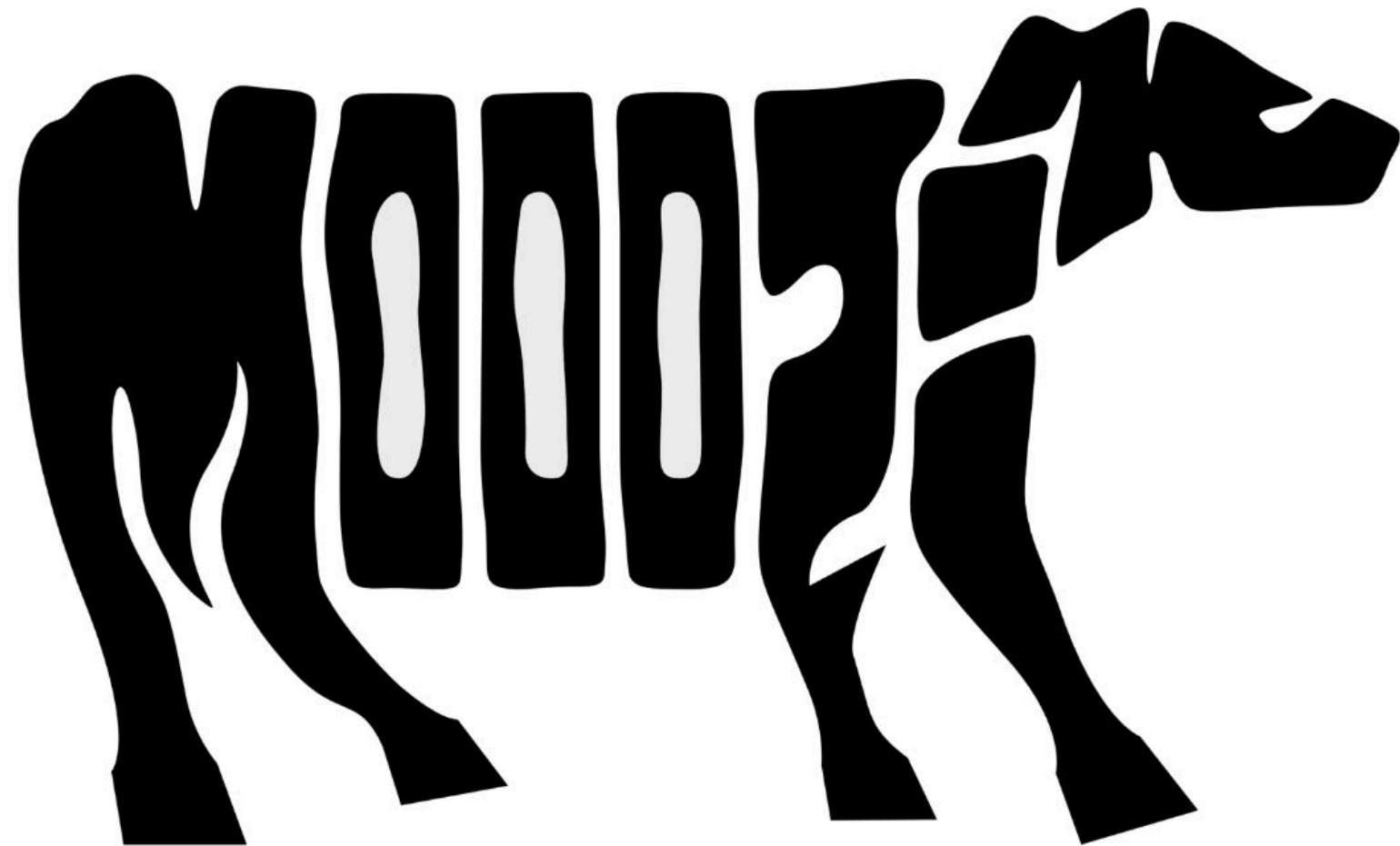
- The circle : recurring rhythm
- The movement of the figures : a response to sound
- The art reference deepens the brand's cultural resonance





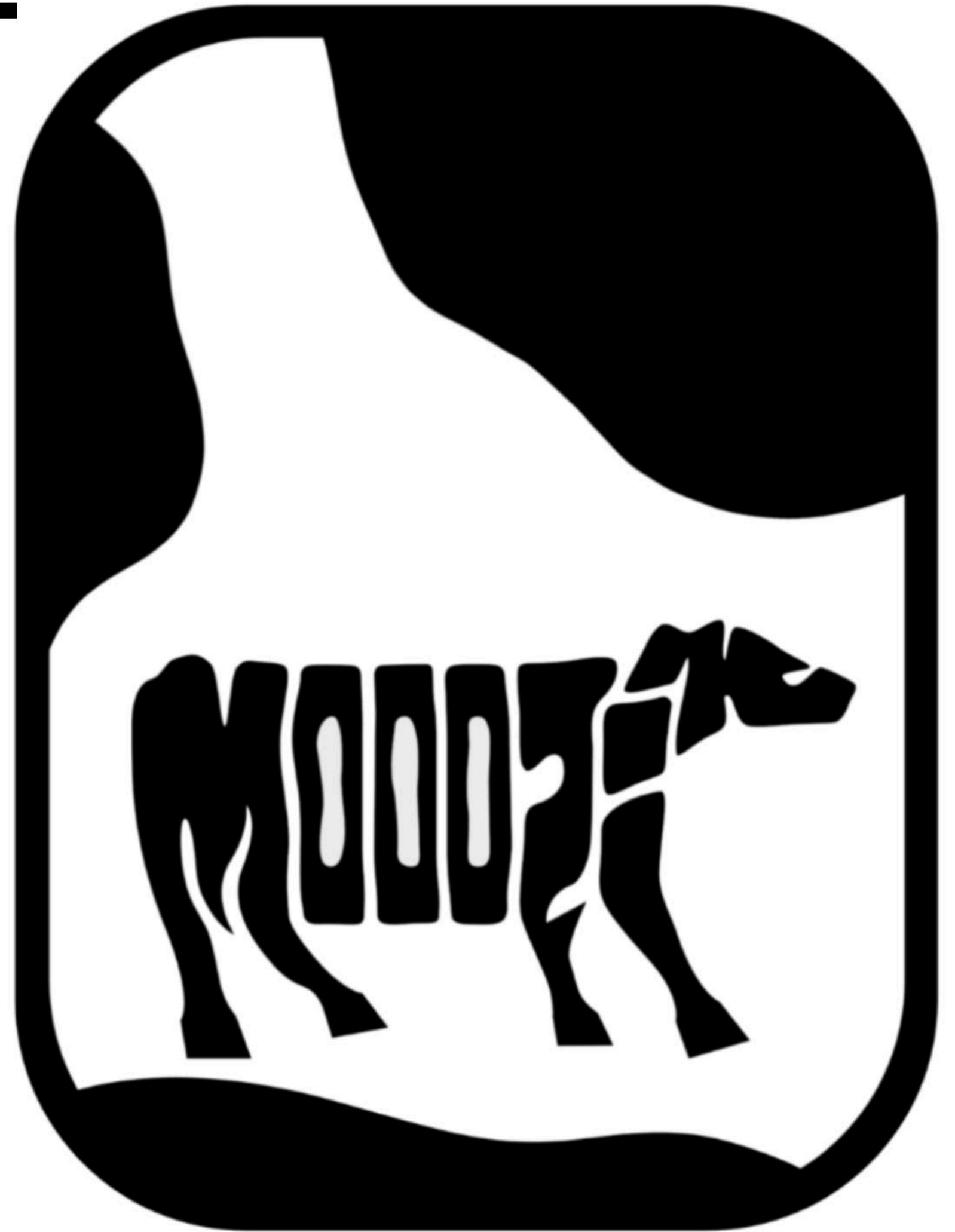
final logo var. 2

The cow's silhouette is merged with the brand name – the letters become part of the body, visually “embedded” into the form.



final logo var. 2

This option conveys the idea that music directly affects the cow – sound becomes part of her through the integration of text and form.



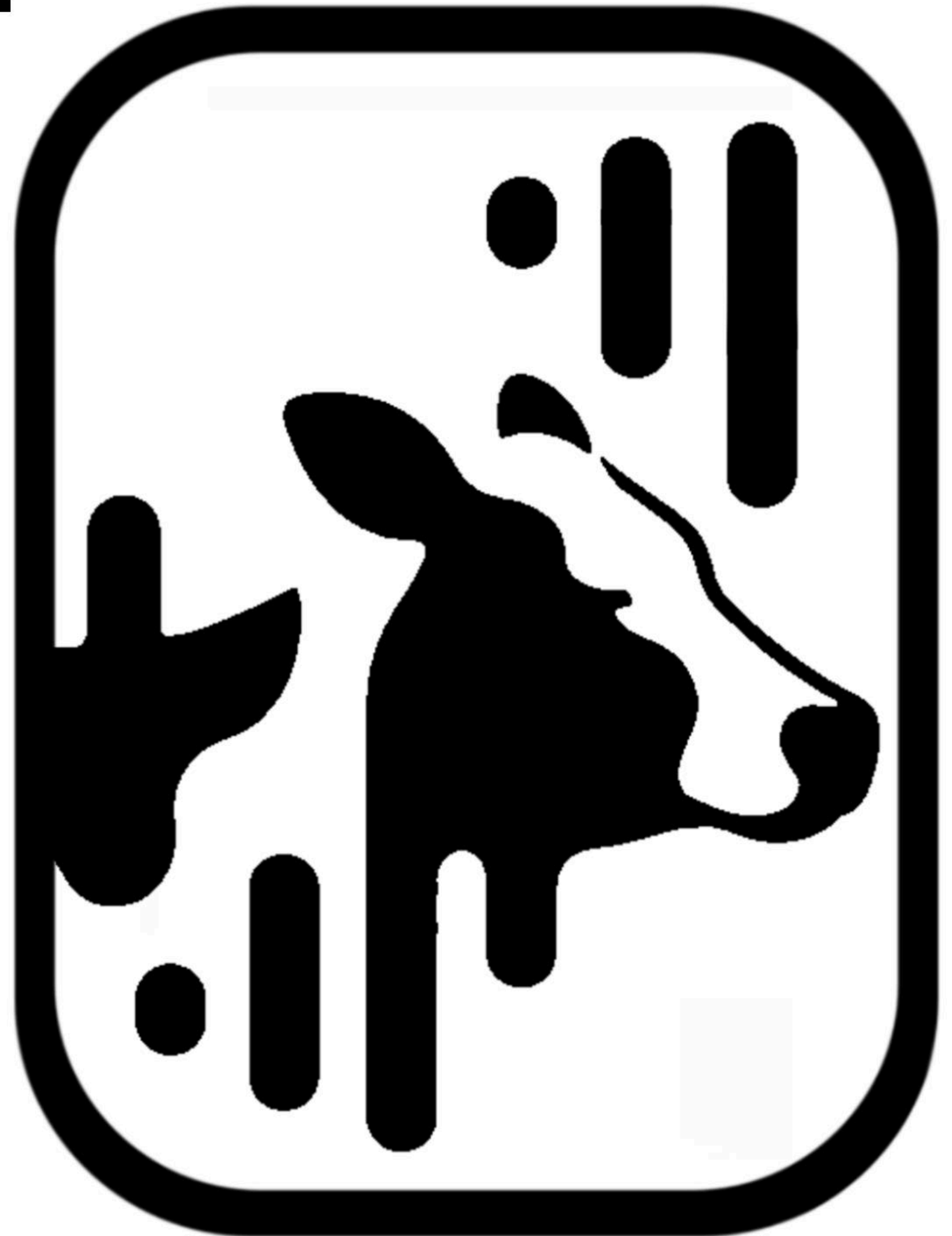
Mooozik



final logo

var. 3

A combination of a cow silhouette and sound wave graphics – a direct, contemporary visual language uniting the themes of music and animal.



**This logo presents
Mooozik as a
technology-
driven, research-
based product.**

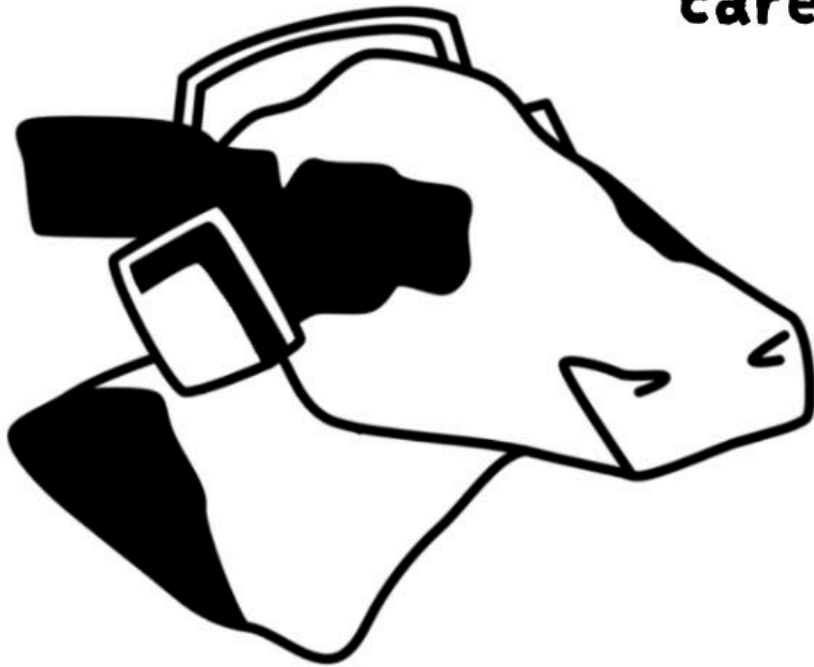


final logo

var. 4

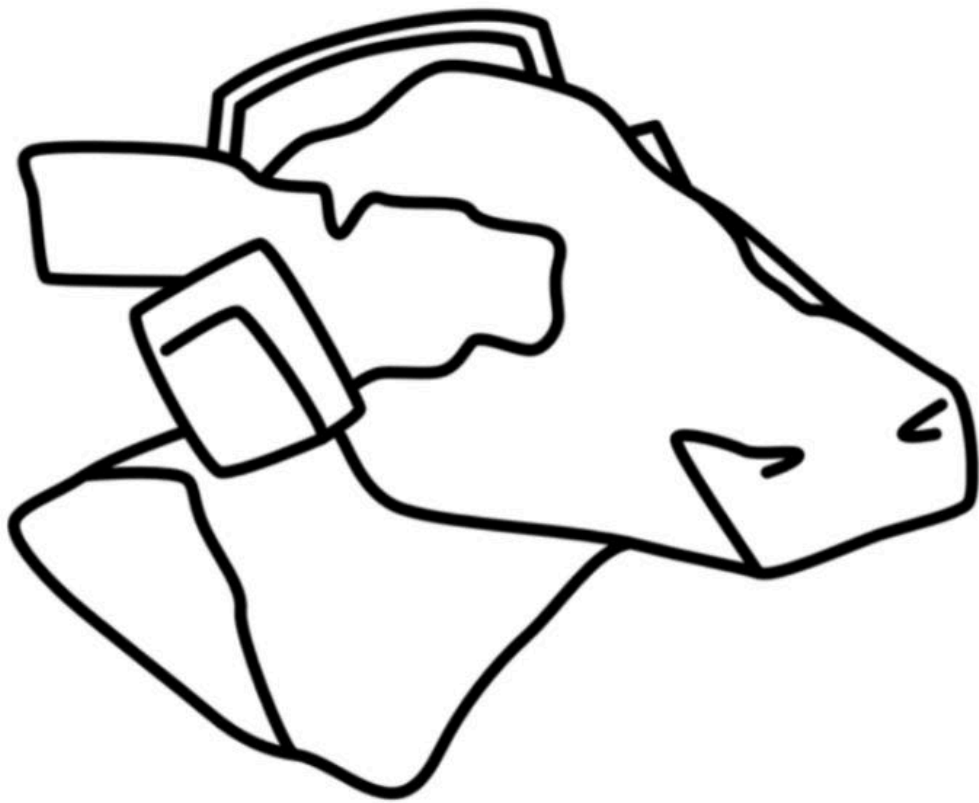
**A character-driven image – a cow
listening to music.**

**This option makes the brand more
approachable and emotionally
engaging, placing emphasis on
care for animal wellbeing.**



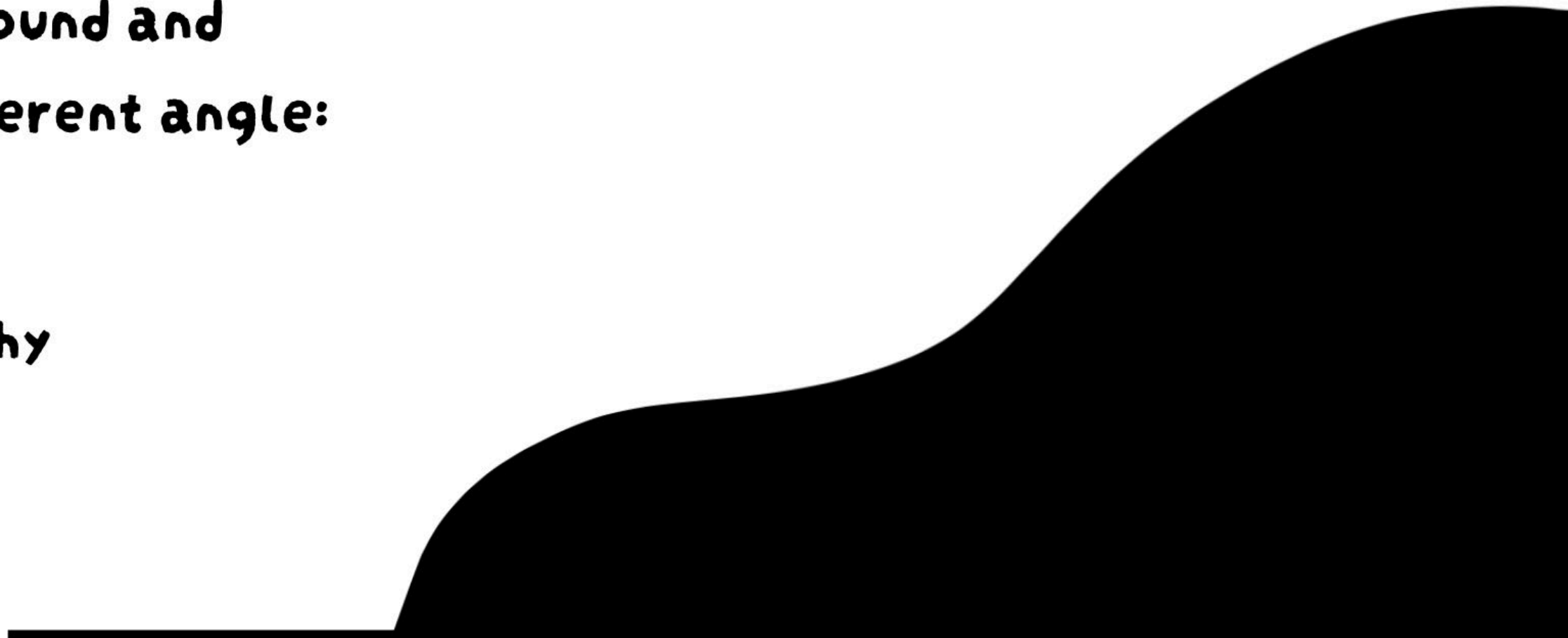
final logo **var. 4**

**It is the most intuitive and
friendly metaphor, communicating
the brand idea at a glance.**



**All four options explore a single idea –
the interaction between sound and
animal – each from a different angle:**

- through art
- through form and typography
- through technology
- through character



**Each concept explores a different visual
strategy within the same idea.**