





# OVERVIEW

Best Brush is an innovation-driven design company dedicated to providing high-tech enterprises with visual communication and creative public relations solutions. The company's logo centers on simple lines and geometric shapes, reflecting a sense of technology and professionalism while embodying a meticulous attention to design details.

The brand's abbreviation, "B2," is inspired by the most powerful strategic bomber in the U.S., symbolizing precision and strength. It also represents our goal in design—to deliver breakthrough creativity and solutions that give clients a moment of clarity, like a strategic strike of inspiration.





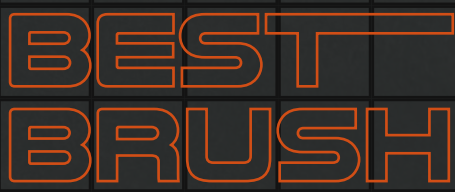
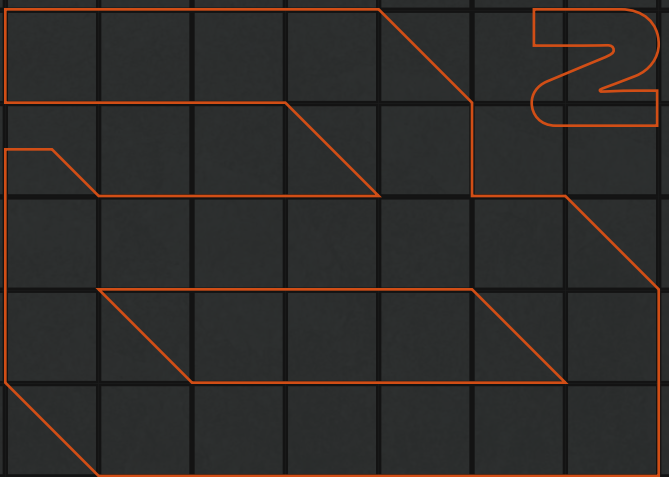




CATEGORY:  
BRANDING

YEAR:  
2025

STRATEGIC STRIKE  
OF INSPIRATION



This logo has a bold, modern feel with the angular lines and the strong use of the color orange.

It conveys energy and confidence, which aligns well with the goal of projecting a sense of professionalism and technological sophistication.



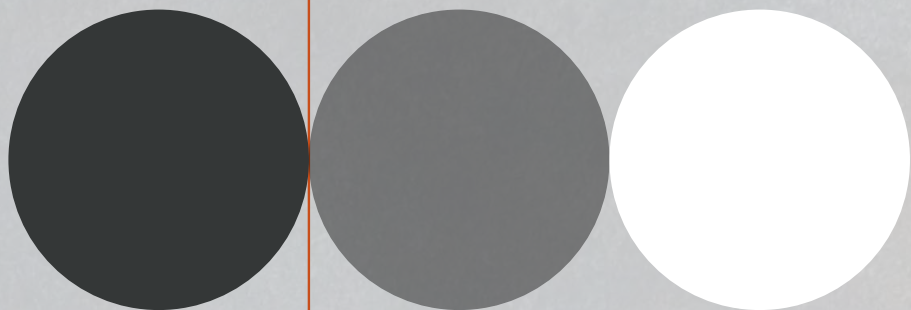


# Major Typface

## Arial

ABCDabcd  
1234<>?

#343837  
#969696  
#FFFFFF



# Second Typface

HURTMOLD\_Regular

BESTBRUSH



#D24F16

# Headline

The incorporation of the "B2" as part of the design is clever, and the squared element adds a subtle mathematical or strategic nuance, tying nicely to the bomber reference and precision.









CATEGORY:  
BRANDING

YEAR  
2025

STRATEGIC STRIKE  
OF INSPIRATION



Technological and Brand Consistency: The orange lines and the brand logo displayed on the phone screen convey a strong sense of technology, aligning perfectly with the brand's identity.

HIGH-QUALITY  
DEVELOPMENT





CATEGORY:  
BRANDING

YEAR  
2025

STRATEGIC STRIKE  
OF INSPIRATION

The contrast between the dark gray background and the vibrant orange logo makes the branding stand out, exuding a sense of high-end quality and visual impact.



HIGH-QUALITY  
DEVELOPMENT





CATEGORY:  
BRANDING

YEAR  
2025

STRATEGIC STRIKE  
OF INSPIRATION



HIGH-QUALITY  
DEVELOPMENT

General |





CATEGORY:  
BRANDING

YEAR  
2025

STRATEGIC STRIKE  
OF INSPIRATION



Overall, the presentation is clean and impactful, making it an excellent choice for showcasing the brand in promotional or visual materials.





CATEGORY  
BRANDING

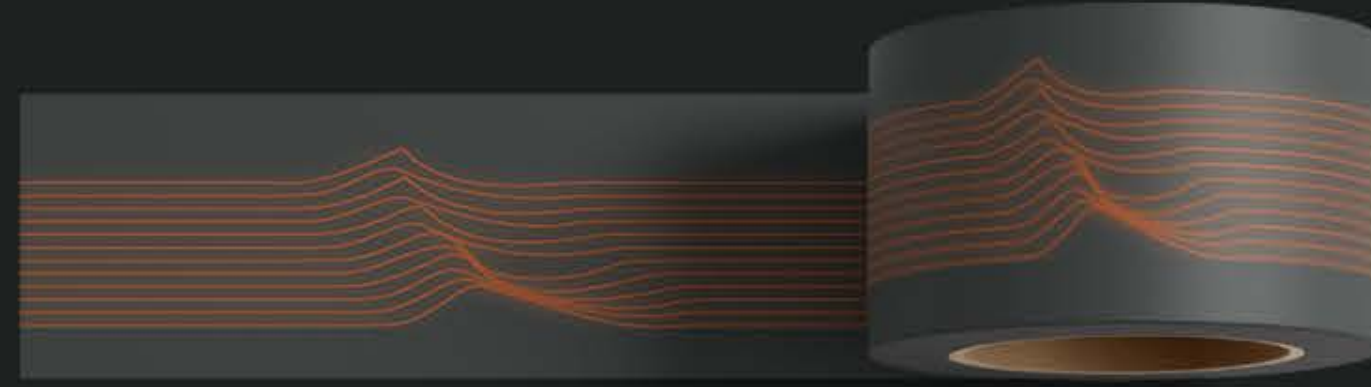
YEAR  
2025

STRATEGIC STRIKE  
OF INSPIRATION

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