



Hi, I'm Jason Lang
This is my portfolio.

*Branding
& Print*

Zinc Logo and Mark

Rebranding a growing company can be challenging, so a strategic approach was taken when considering the new Logo and Mark.

We wanted a fun, quick and professional feel. Something that would stick with you and stand out from the blue and green competition.

Additionally, colors and spacing were chosen specifically to help bridge the gap for users transitioning from the old brand as well as reduce the time to implement the new assets across the platform.

Official logo



*Official mark -
Used as a basis for app icons*



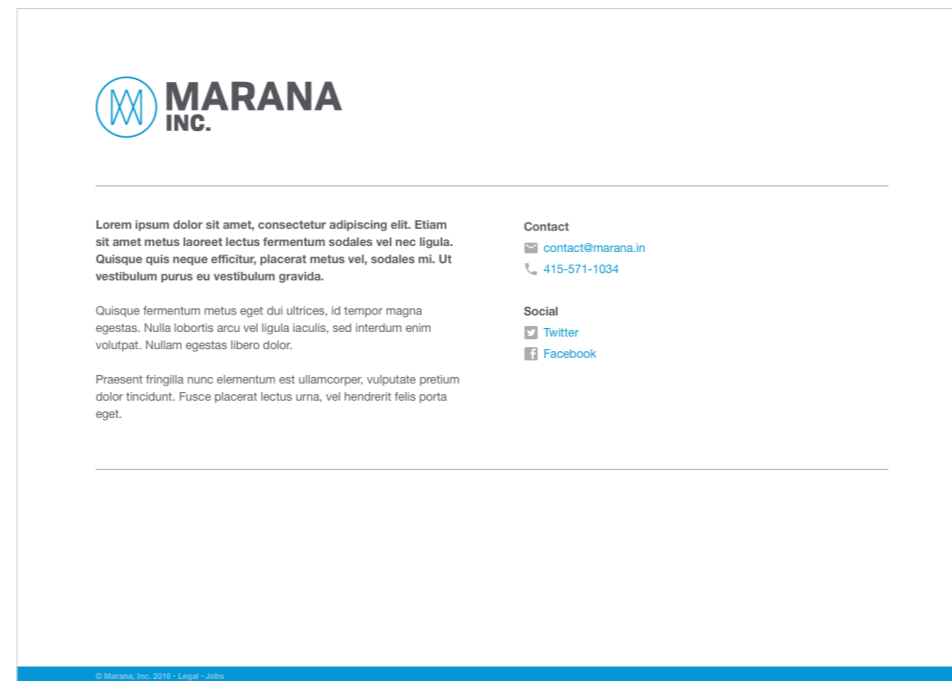
Zinc Tradeshow

Following the rebrand, Zinc needed all new tradeshow design and collateral. Each of these banners and wraps were produced at large scale.



MARANA Logo

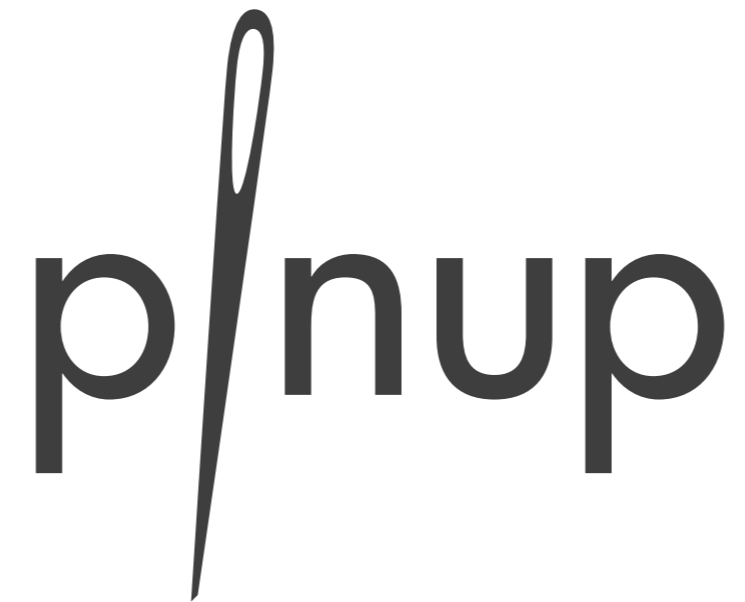
This identity is for a new consulting business, specializing in enterprise compliance. The client wanted a logo, micro-site, and collateral with a strong yet professional look. The cards and logo needed to stand out from a stack of boring corporate business cards.



Various Marks and Logos



Side project



Small business



Concept