LABONG
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THE DESIGNER

COLORS
BITE ME
Changing a challenge into an excuse results in delay or quitting. People do what they do and follow their routine.
MISSION

By surprising people in a positive way, LA BONG tries to break their thinking pattern just for a moment.

La Bong represents a 'give your thoughts a thought' style.
BRAND VALUES

Humor

Surrealism

Minimalism
They use me for:
"peace"
&
"fuck you"

Anything better than being the nosepicker...
INSPIRATION

All inspiration for LA BONG comes out of daily life.

USP

The humoristic artwork which is all handmade plays with the environment.
Why? Why not.
GROUP TARGET
TARGET GROUP

Creative

Adventurous

Festivals

Friends matter

Active on social media
I WILL CLAP WHEN I'M IMPRESSED
TONE OF VOICE

Real down to earth
Play with 2D and 3D (surrealistic character of the brand).

Fresh, streetstyle in a direct and simple way.

ANGLE

LA BONG
I’LL CLAP WHEN I’M IMPRESSED
**PASSPORT**

<table>
<thead>
<tr>
<th>Kingdom of LA BONG</th>
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</thead>
<tbody>
<tr>
<td>Mr. Bowman: Male</td>
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<tr>
<td>Birthday: June 8th</td>
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<tr>
<td>Place of birth: Amsterdam, The Netherlands</td>
</tr>
<tr>
<td>Height: 2 meters</td>
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<tr>
<td>Weight: 80 kilo</td>
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<tr>
<td>Profession: Designer at LA BONG</td>
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</tbody>
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Get's inspired by daily life, wants to travel the world.

To turn every difficult moment into a challenge instead of making it an excuse Mr. Bowman managed to become the designer of his own brand, LA BONG, this makes him very proud.

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**MR. BOWMAN** The Designer

Doesn’t smile much, but loves making others laugh

Little goofy and unlucky

Down to earth

Graphic designer

Not a morning person

Realist
Handdrawn and written. Image combined with a word or an oneliner in English. Max four colors, rarely using a gradient. No fancy filters, vectors, details or decoration.

Font: New Cicle

New logo
I'M NOT IN THE MOOD...