

Client Discovery Worksheet

Role: Designer

Client: N/A

Year: 2026

Project Description

This logo communicates an identity that is: energetic and bold: The use of fire imagery and vibrant blue suggests a brand that values high performance and heat- a common term in sneaker culture for rare or highly desirable sneakers.

Current Challenges

The challenge was to create a visual identity for Fuego Sneaker Co. that stands out immediately on a retail shelf or digital feed without falling into generic "fire" tropes or sacrificing professional legibility.

Project Prototypes



My Role

In a crowded streetwear and footwear landscape, my design choices dictate how the consumer feels before they even try on the product.

Problem/Solution

Street wear logos can't just look good on a flat computer screen. It must be versatile enough to transition across wildly different mediums from digital web banners and glowing screens to complex physical manufacturing such as embroidery, rubber shoe tags, etc.

Solution: Instead of relying on a standard font, I designed a bespoke, fluid wordmark that commands attention through heavy organic curves.