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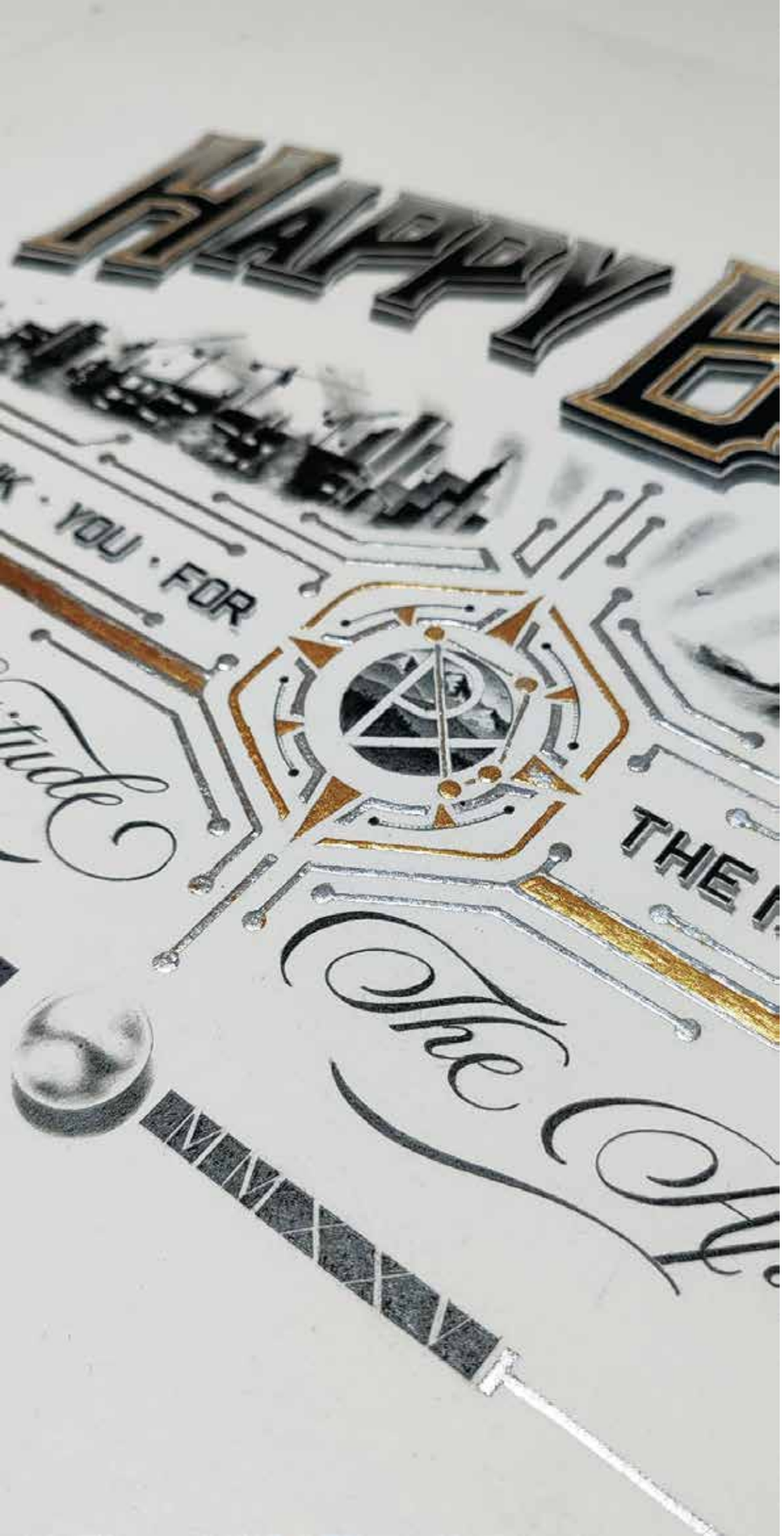
BRANDING & LETTERING SERVICES

ESTD. 2007

HAND DRAWN CORPORATE ARTWORKS

by Eugen Golumbeanu



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HAPPY BIRTHDAY

Anniversary Artwork

THE CONCEPT

Hand-drawn Birthday Artwork, featuring symbolic graphic elements that encapsulate the entirety of Mr. Adrian Polec's business endeavors, elegantly referencing all associated brands.

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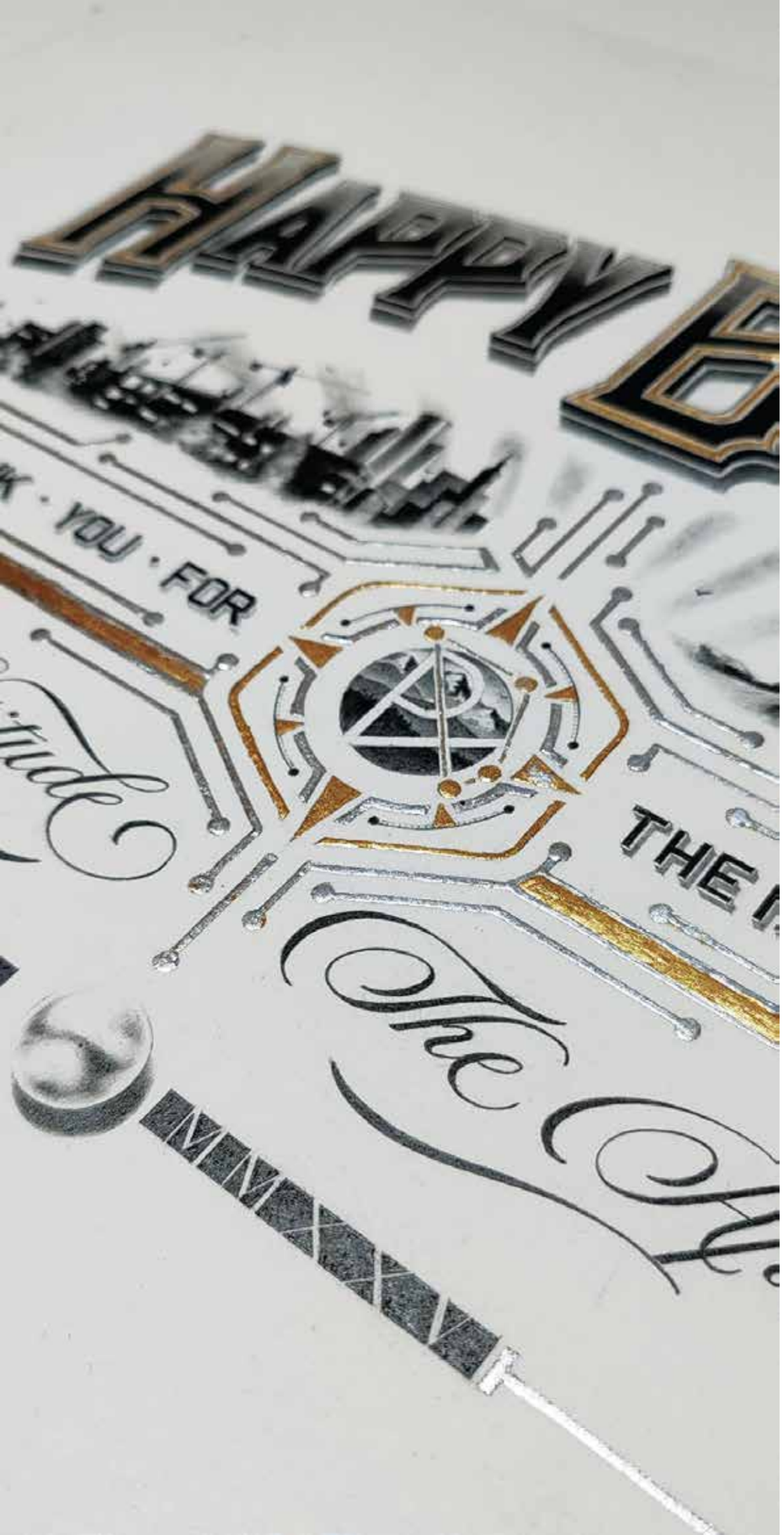

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THE TITLE

HAPPY BIRTHDAY header, crafted in an uppercase display font, evoking a commanding and masculine presence. The gold leaf embellishment serves as a refined nod to analytical strength and masculinity, symbolizing abundance as the cornerstone of any successful enterprise.

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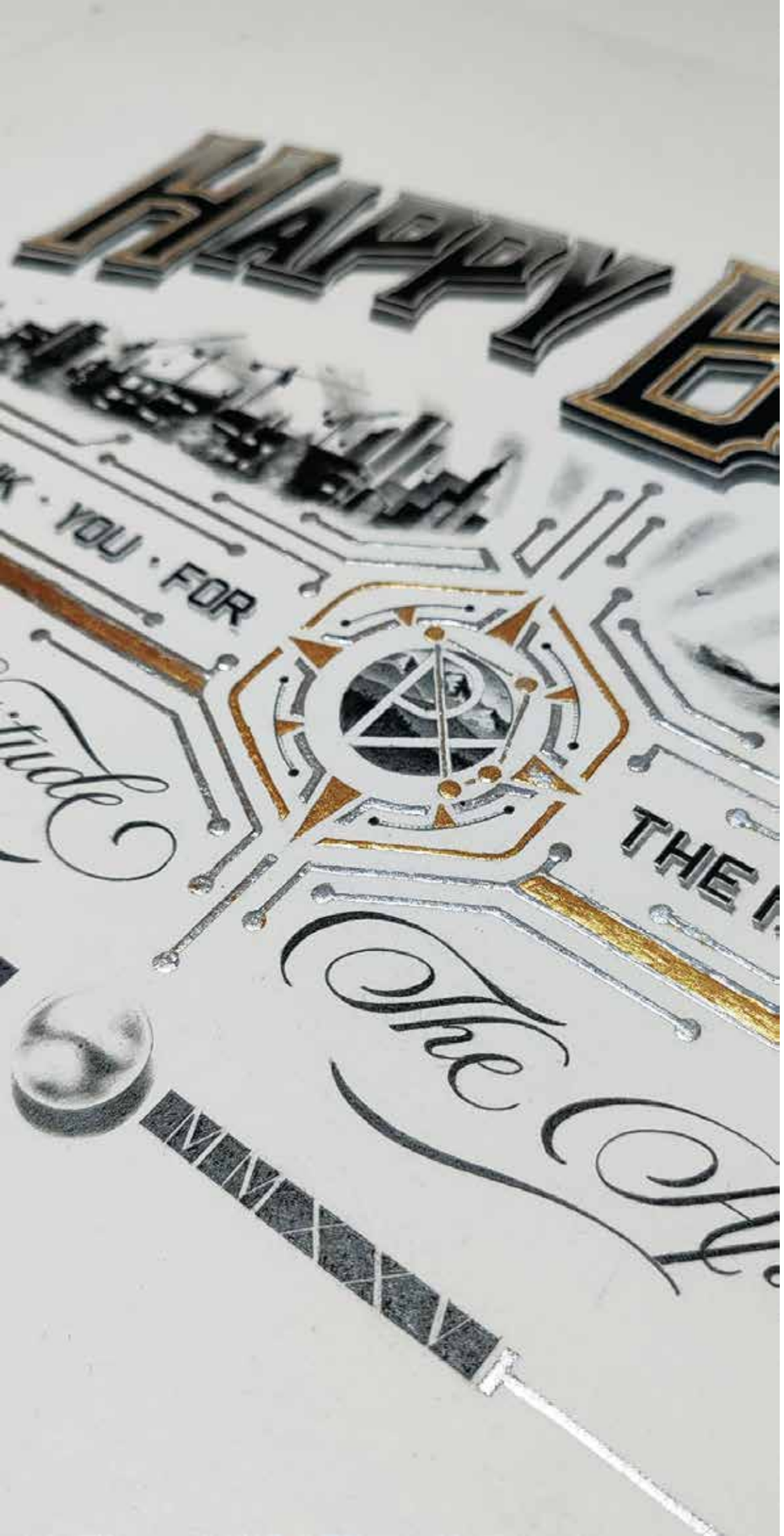

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THE VIGNETTES

The vignette on the left depicts a city skyline, prominently featuring a dynamic construction site in the foreground, while the background is dominated by completed buildings—some designated for residential use, others potentially serving as office spaces.

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THE VIGNETTES

The vignette on the right pays homage to one of Romania's most iconic landmarks, the Bucegi Sphinx, serving as a subtle reference to the esteemed travel agency,
World Synergy Travel."

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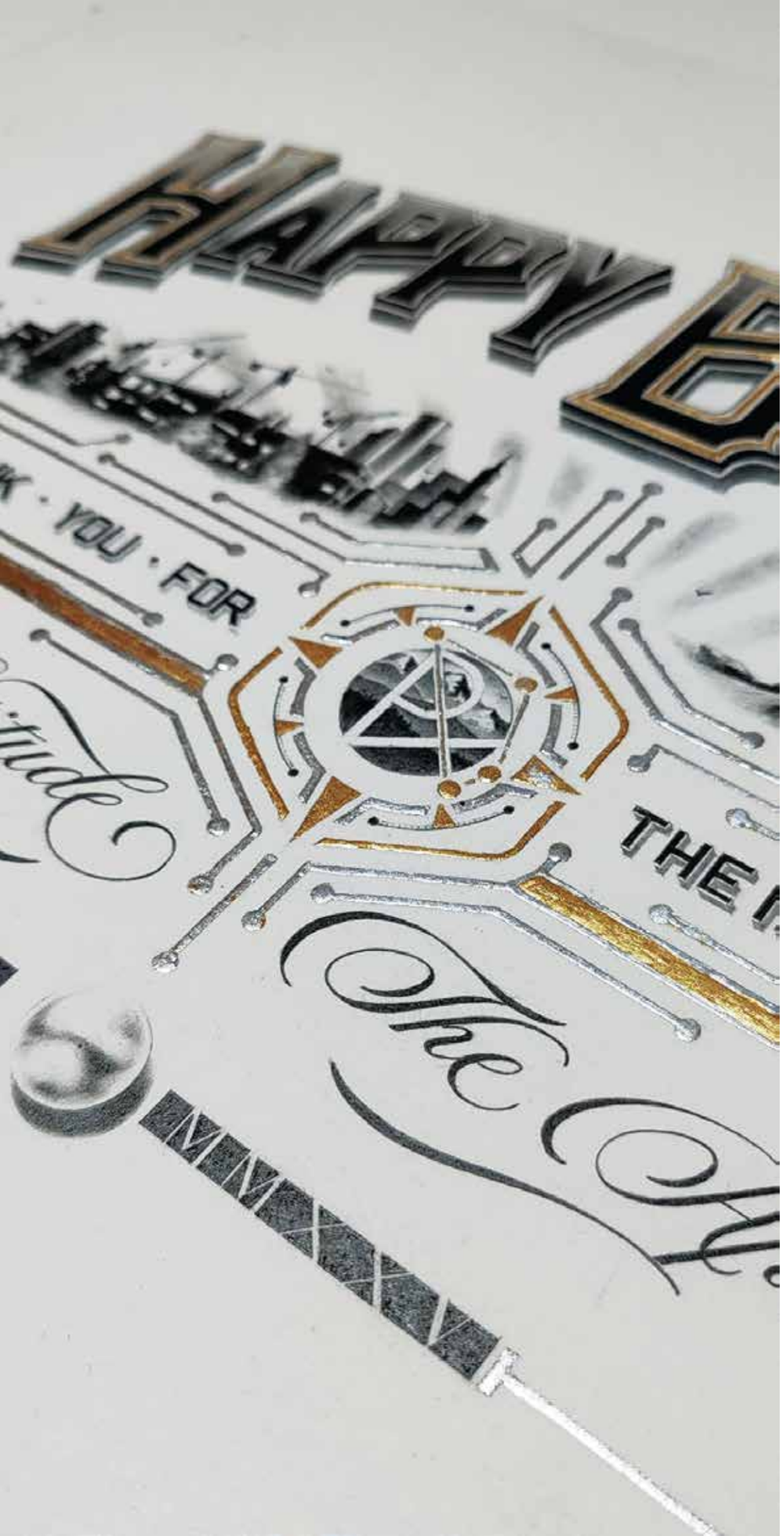

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THE MIDSECTION

The Central area is dominated by a series of elements symbolizing the essence of renowned brands such as World Synergy Travel, represented by a symbolic compass.
The Hexagonat shape is a homage to the Prime Batteries logo.
At its core lies the APX Hotels emblem, seamlessly integrating a Constellation composed of four ‘stars,’ each representing a key location in Romania where the hotels are established: Sibiu, Braşov, Bucharest, and Snagov. When overlaid on the map, this constellation aligns with the mentioned cities.

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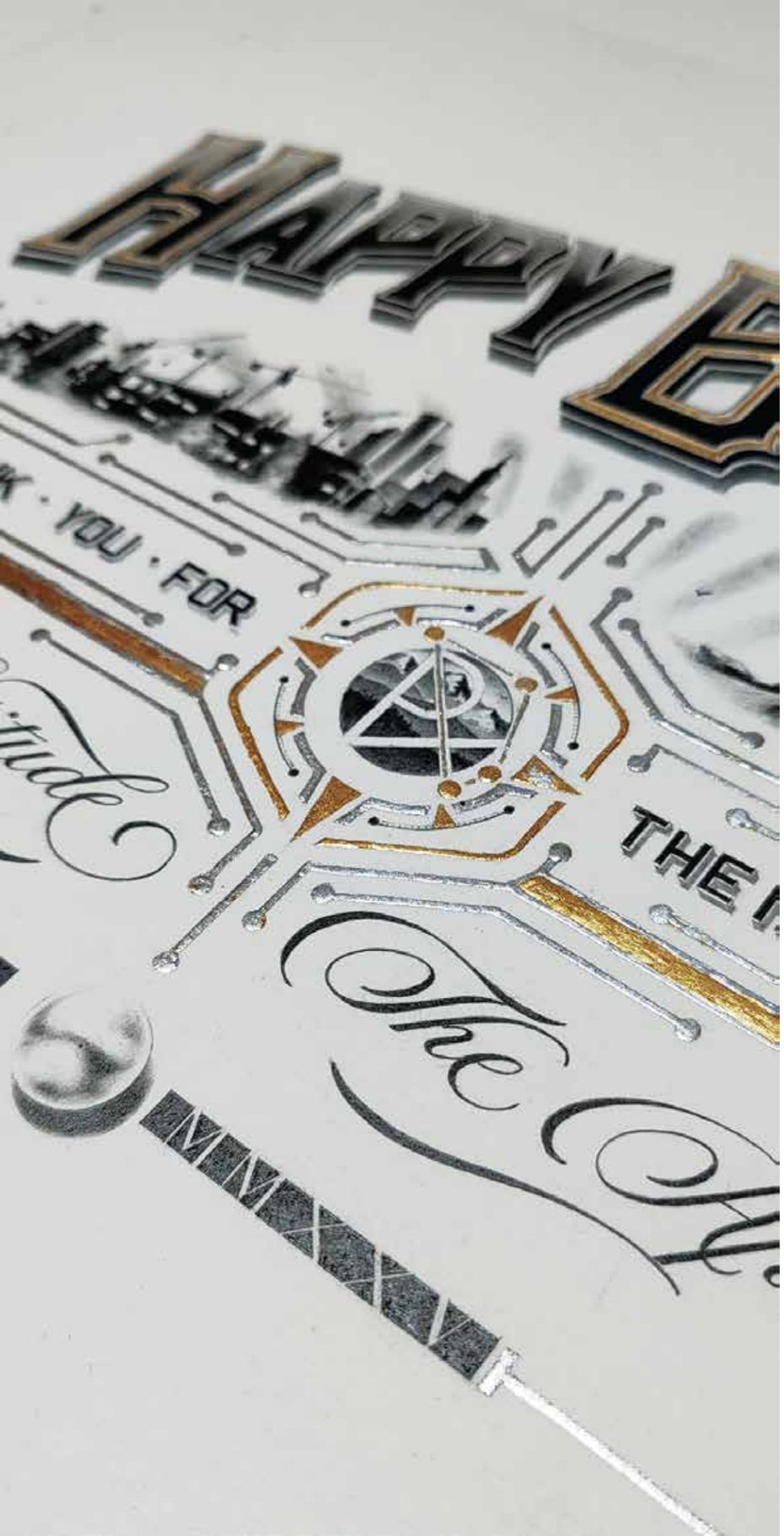

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THE MIDSECTION

The lateral sections are dedicated to the phrase 'Thank you for the inspiration,' elegantly set in a clean, geometric typeface that ensures readability while harmonizing with the title font. This inscription is framed within a design reminiscent of motherboard circuits, subtly alluding to the innovative identity of HBF Robotics."

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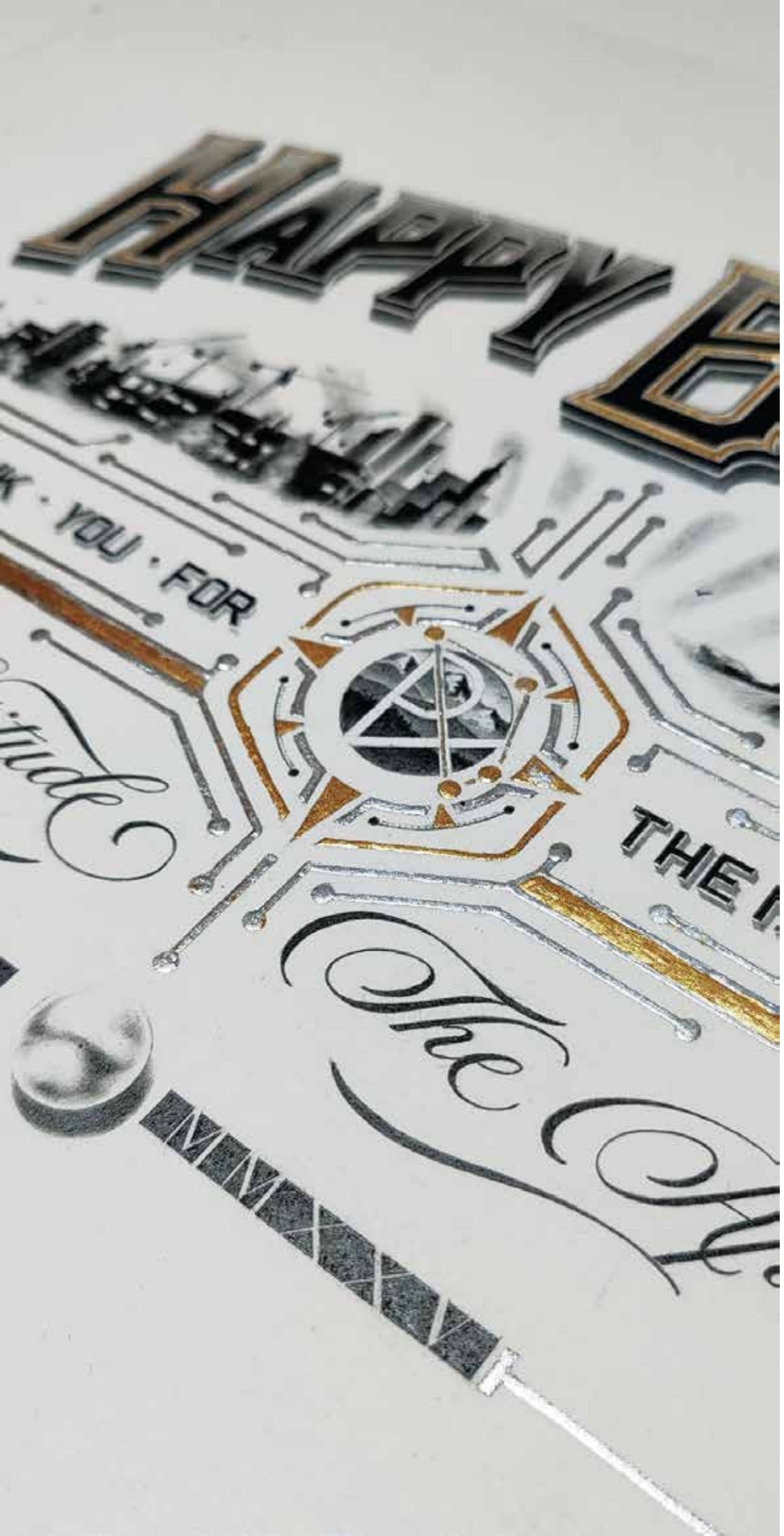

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THE MIDSECTION

Beneath this section, the phrase 'With gratitude, the APX team' is elegantly inscribed in a calligraphic script reminiscent of handwritten text, evoking the impression of a signature and symbolizing the personal dedication of the APX team members.

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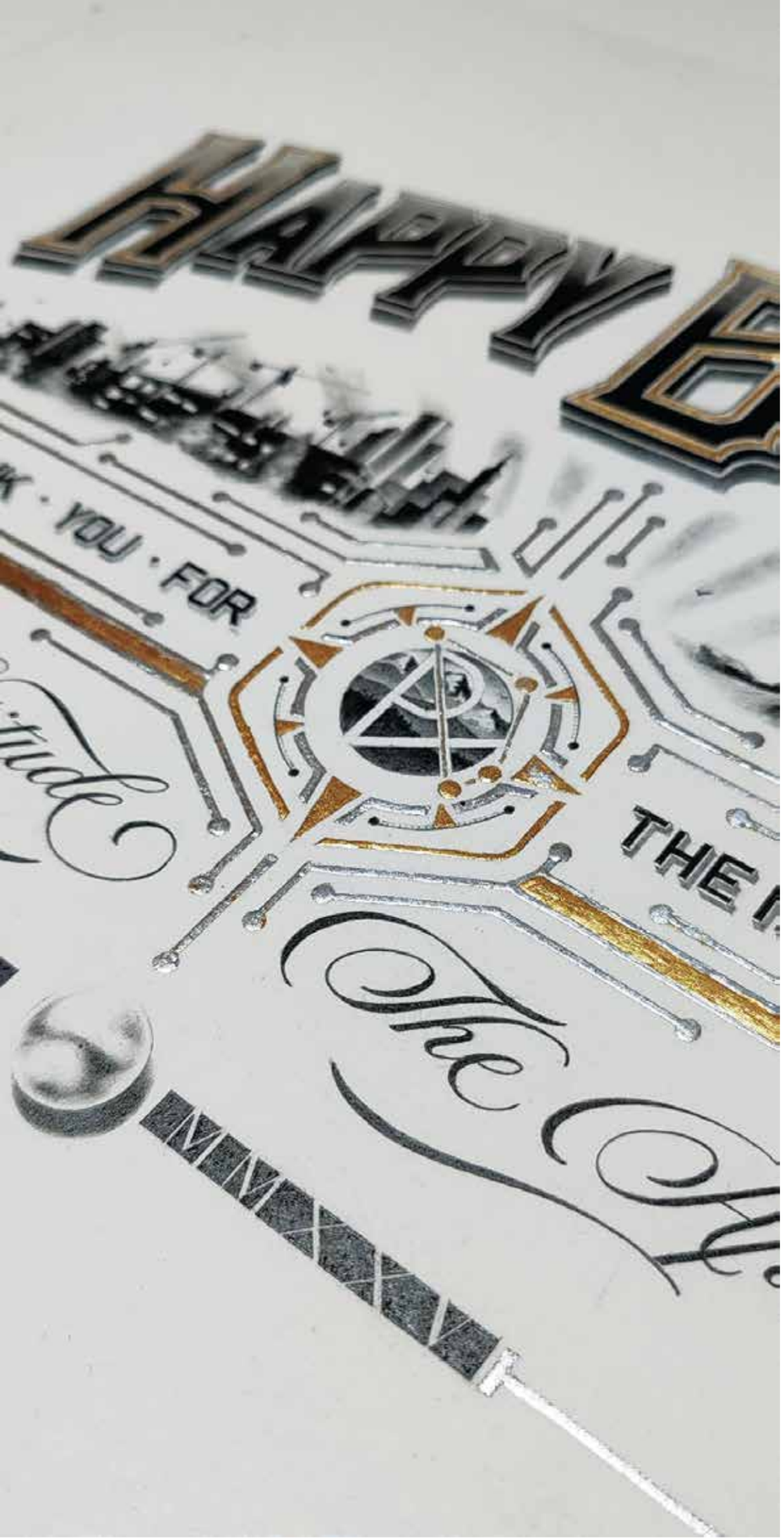

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THE FOOTER

The composition is gracefully concluded with a row featuring the birth date at its center, adorned with a pearl—an emblem of the Sun Industries brand's essence.
The pearl's primary symbolism reflects purity and cleanliness, while its secondary connotations embody wisdom, balance, integrity, grace, and elegance.

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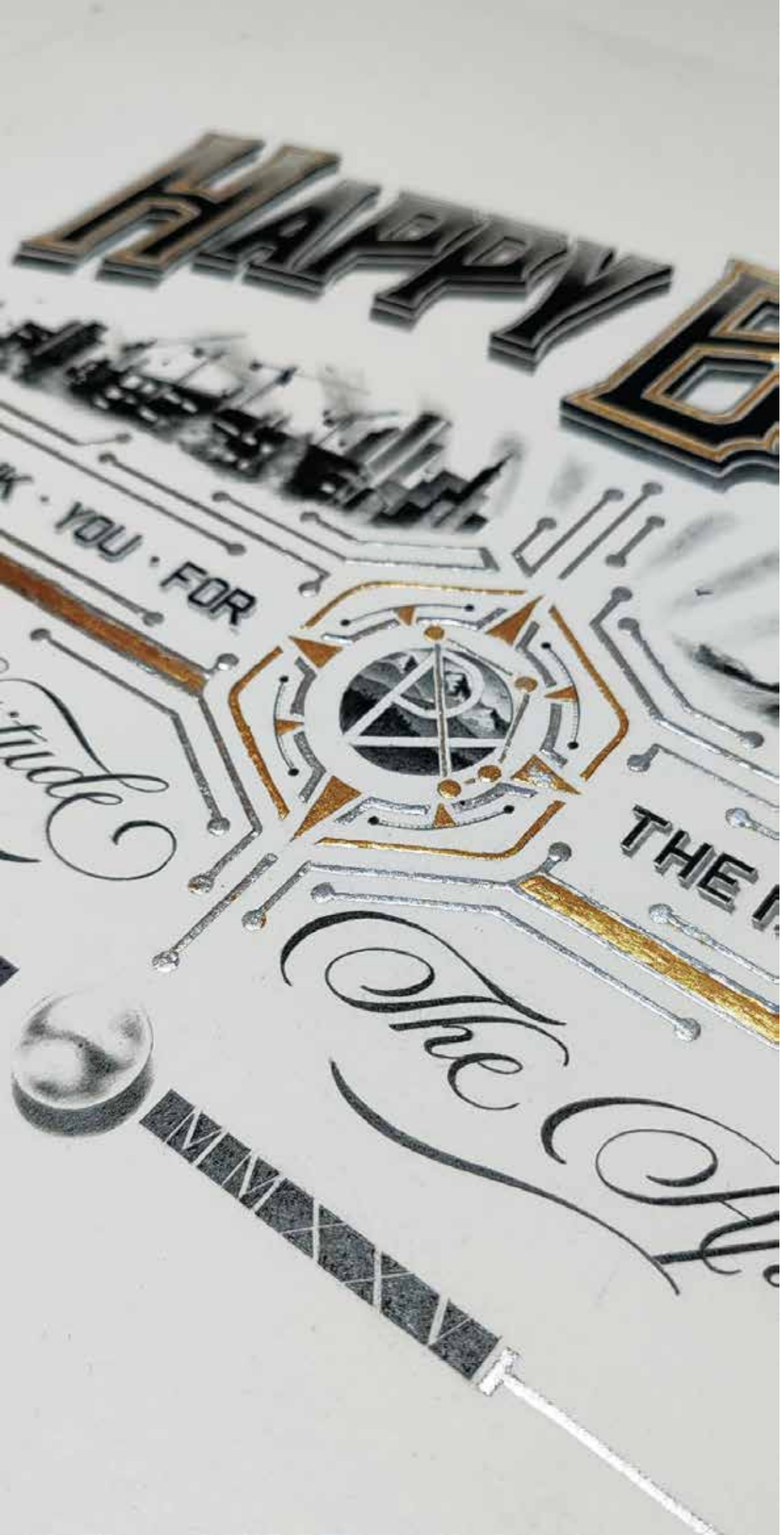

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Thank You!

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