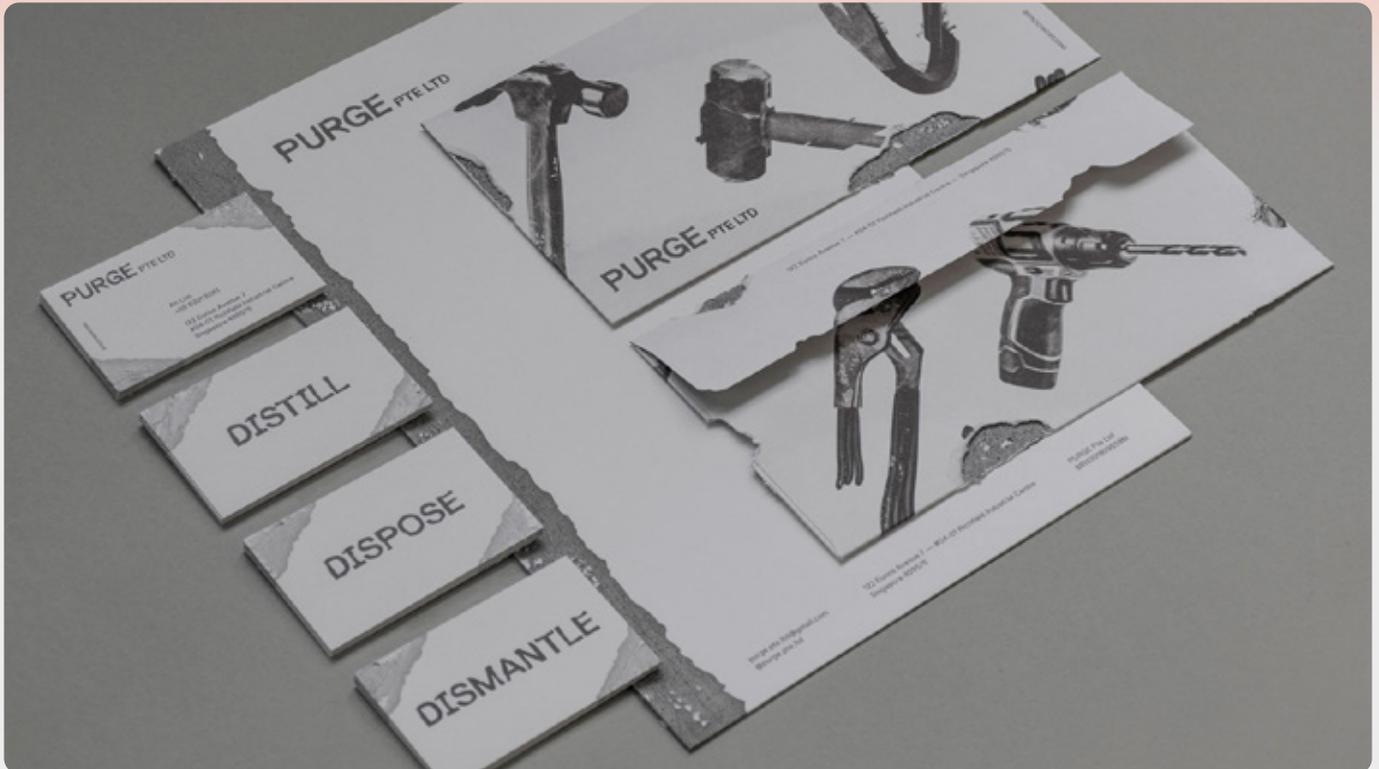


BrandNew

“I WOULD BE DAMNED IF PURGE WASN'T THE FIRST DEMOLITION COMPANY I WOULD CALL UP BASED ON ALL THESE RUGGEDNESS.”



PURGE is a team of demolition contractors in Singapore, specializing in dismantling of stuff, hauling of stuff, and disposing of stuff. The identity, designed by local designer Jay Liu, is very different from the usual projects I select for Friday Likes and I would even imagine some people wondering if my design compass has gone haywire because this isn't the most sophisticated or foil-stamped of designs but there is plenty to celebrate here. The late 1990s grunge typography for the logo is a couple of decades late but it sets up the premise of building a system around destruction that Jay didn't just complacently Photoshop his way out of but translated into the physical manifestation by scraping away at the corners of the business cards and ripping away pieces from envelopes. It's the kind of method designing that's often missing. There are also some blunt images of power tools that are not exactly cool but I would be damned if PURGE wasn't the first demolition company I would call up based on all these ruggedness.

FULL ARTICLE –
www.underconsideration.com/brandnew/archives/friday_likes_301.php