

**Rejected and
unpublished
logos and
brands**

BY KASPAR KAUR



ABOUT ME

My name is Kaspar. I have been working in graphic design for about 20 years, both at creative agencies, print houses, and on freelance projects. I have spent years working with A-list brands on international campaigns, mass-produced package designs, and dabbled in start-ups, organized events, worked on avocado farms, tended bars, and spent years on the stage of the National Opera.

This booklet features some of the many designs I've created over the years that simply did not make the cut. Because they were terrible. Or misunderstood? Maybe both?

ENJOY! OR NOT. YOUR CALL.

Süüa- ka!

SA EI PEA SELLEKS
OLEMA NUBLU,
ET SUUSAPRILLE KANDA



KINDLA PEALE VÄLJA

Püha müristus! ⚡⚡

ÜLE VEE NAGU
JEEBUS. JA SEDA TÄIESTI
KUIVA JALAGA.

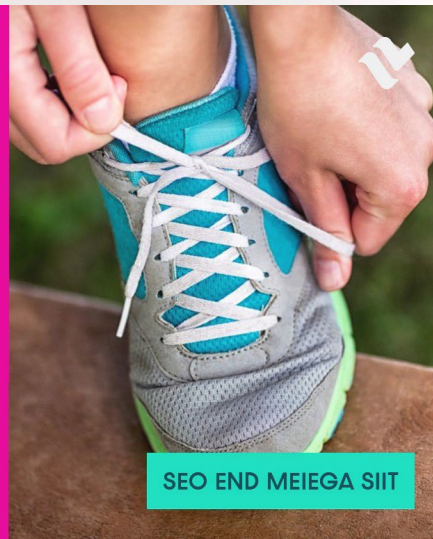


LUNASTA PILET SIIT

27 sõlme



KAUA KULUB KETSIDE SIDUMISEKS?
SEST UMBES NII KIIRELT VIIME ME
SIND OTSE HELSINKI KESKLINNA



SEO END MEIEGA SIIT

Tallink

In late 2018 I had the opportunity to design a few mockups for a Tallink campaign. I did not hold back with the outrageous copy or blasphemous iconography.

Turns out they kind of loved it and it actually ended up in a real job offer.

Sadly, not for me though.

DECEMBER 18, 2018



Hea raamatusõber!

Selle kuu uudiskiri lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.



Kuu raamatusoovitus!

KUS LAULAVAD LANGUSTID DELIA OWENS

Ma ei suuda sõnadega väljendada, kui väga mulle see raamat meeldis. Ma oleksin tahtnud, et see kestaks igavesti! – Reese Witherspoon

Romaan "Kus laulavad langustid" on erakordselt peen ood loodusele, habras täiskasvanuks saamise lugu ja painav mõrvamüsteerium. Delia Owensi mõtlemapanev, elutark ja sügavalt liigutav romaan tuletab meile meelde, et meid jääb alatiseks saatma see laps, kes me kord olime. "Kus laulavad langustid" on ilmumisest alates olnud New York Timesi raamatumüügi edetabeli tipus.

Uuri lähemalt!

Kuu populaarseimad raamatud:



Hei, suvitaja!

Kas Sul on juba kodurannal või lemmikpargis lugemiskoht ootamas? Aga kas ka raamat valitud? Teame, kui keeruline on vahel otsustada, kas kulgeda mööda metsiku looduse ilu, rännata ajas 1960ndate New Yorgi kunstimaailma, filosoferida suurte mõtletegaga või miskit hoopis muud. Suvi on puhkamiseks ja mängimiseks ning seega mõtlesime, et lahendame selle keerulise küsimuse "mida head ma lugeda võiks?" Sinu eest ära!

Oleme oma menukite, uute saabujate ning vana-hea klassika läbi tuhninud, et sõelale jäänud juulikuiste lugemissoovituste seast leiaksid õige kirjanduskaaslase just endale!

LUGEMISELAMUS OOTAB SIINI!



SINA MAGA, MINA PESEN NÕUD

Stig Claesson

1-2 lauseline kirjeldus raamatu kohta. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.

LUGU KADUNUD LAPSEST

Elena Ferrante

1-2 lauseline kirjeldus raamatu kohta. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.



PS Oivalist suvelugemist leiad kindlasti ka meie 2021. aasta TOP raamatute seast!

RAHVA RAAMATU 2021. AASTA TOP

Jälgi meie tegemisi sotsiaalmeedias



Meie uudiskiri tekitab elevuse asemel pigem ärritust? Loobu meie uudiskirjast vajutades [silia](#).

Rahva Raamat

A while back Rahva Raamat was looking for a copywriter. We made some quick mockups for the design language and ended up... getting offered the position. But due to unforeseen circumstances we had to decline at the last moment. But it left me with some cool mailing list mockups on my hard drive.

Like with most of those things, they gave us no CVI assets to work with, so everything was sourced from public sources on the old interwebs.

JUNE 15, 2021

ELVE

ELECTRIC VEHICLE



ELVE

ELVE? As in... Electric Vehicle. Whoa, that's clever, innit? In 2014 we were pitching an electric mobility startup who had found themselves in possession of a bunch of affordable french electric vehicles and planning on building an app to rent them out.

They are now also defunct. Both of them. Shame.

ELVE



OCTOBER 16, 2014

∞clipster

ettevõtte
täislahendus

Clipster

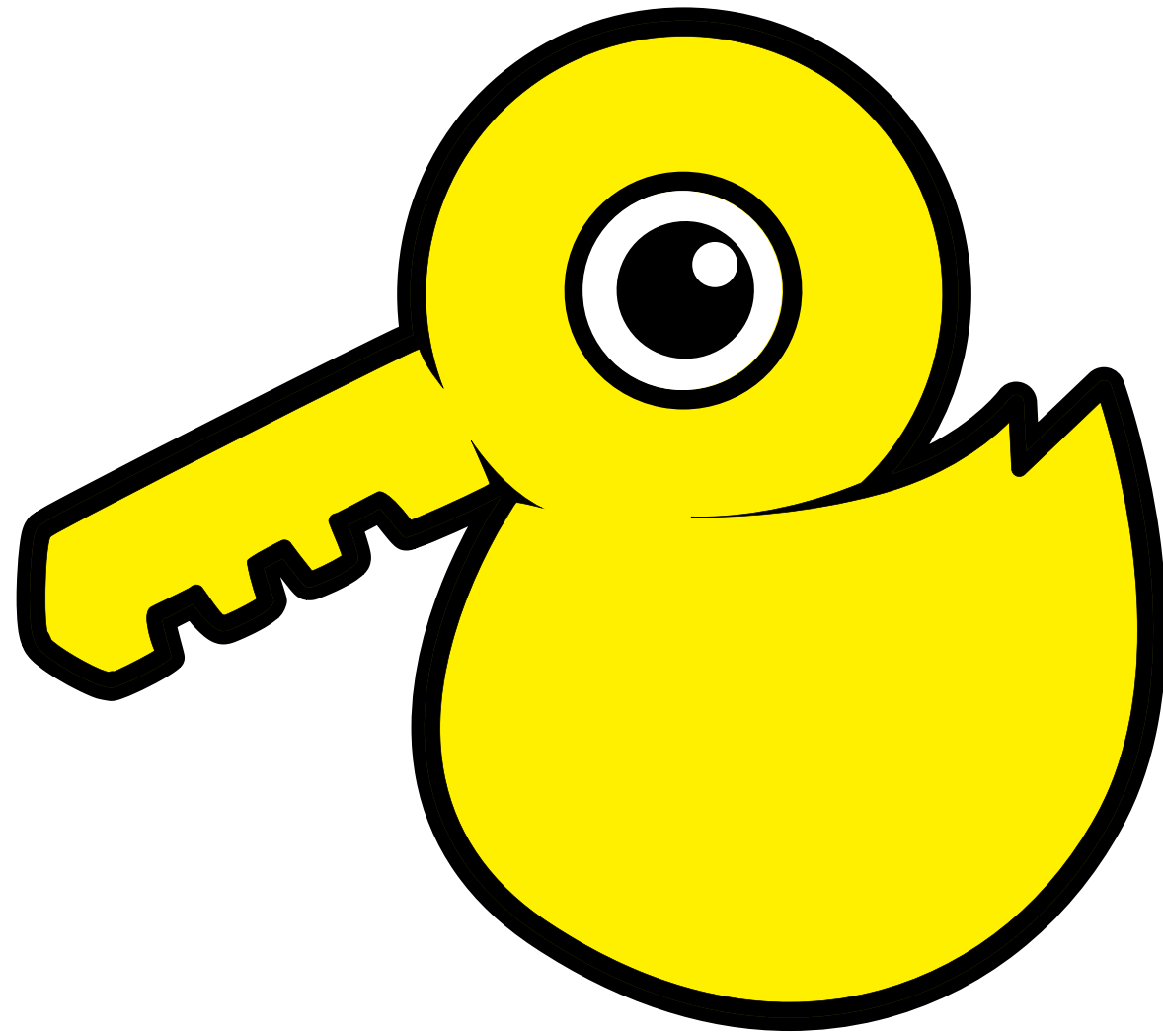
So this one's a weird one, since it actually operated as a company and even had some limited success. Despite that the visual language has fallen into obscurity, securing it a place in this magnum opus.

Clipster was a company specializing in office supplies. Anything from paperclips to... slightly larger paperclips. The logo was a combination on the infinity symbol and a paperclip, twisted on it's central axis.

BRANDON TEXT BY HANNES VON DÖHREN AT HVD FONTS.

MARCH 21, 2015





Duckey

It's a duck! It's a key! It's ducky! Imagine an app that allows you to share your passwords easily and safely? That's what this duck intended to do. Sadly, it was not to be. Duckey never swam in the big seas, falling into obscurity on my hard drive...

OCTOBER 21, 2014

love MASTER

LOOP MASTER

Loop- master Luke

Loopmaster Luke (aka Ernesto Cantalones) is widely recognised as the best DJ and producer in the world. Despite being the favourite DJ of your favourite DJ, his name is mostly unknown to the wider audiences.

Loopmaster Luke presents:

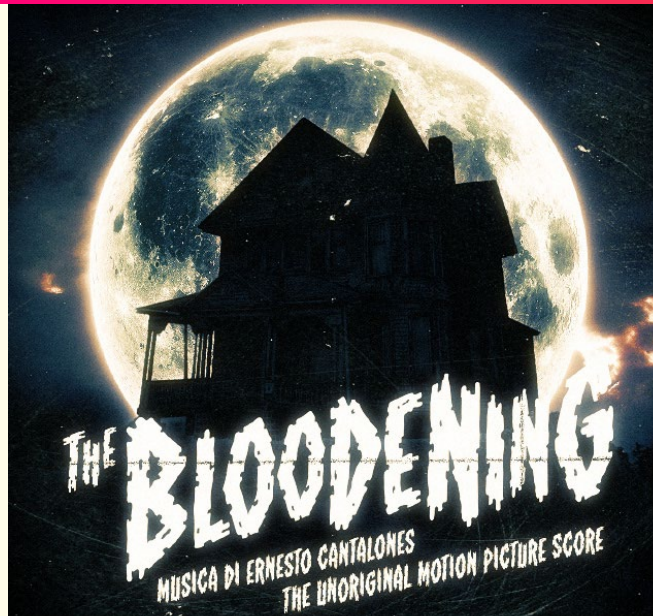
Welcome to
Neverland
a selection of unreleased demos and tracks

**LOOP
MASTER**

*luke, Mom!
No Hands!*



**LOOP
MASTER**



2007 - 2024



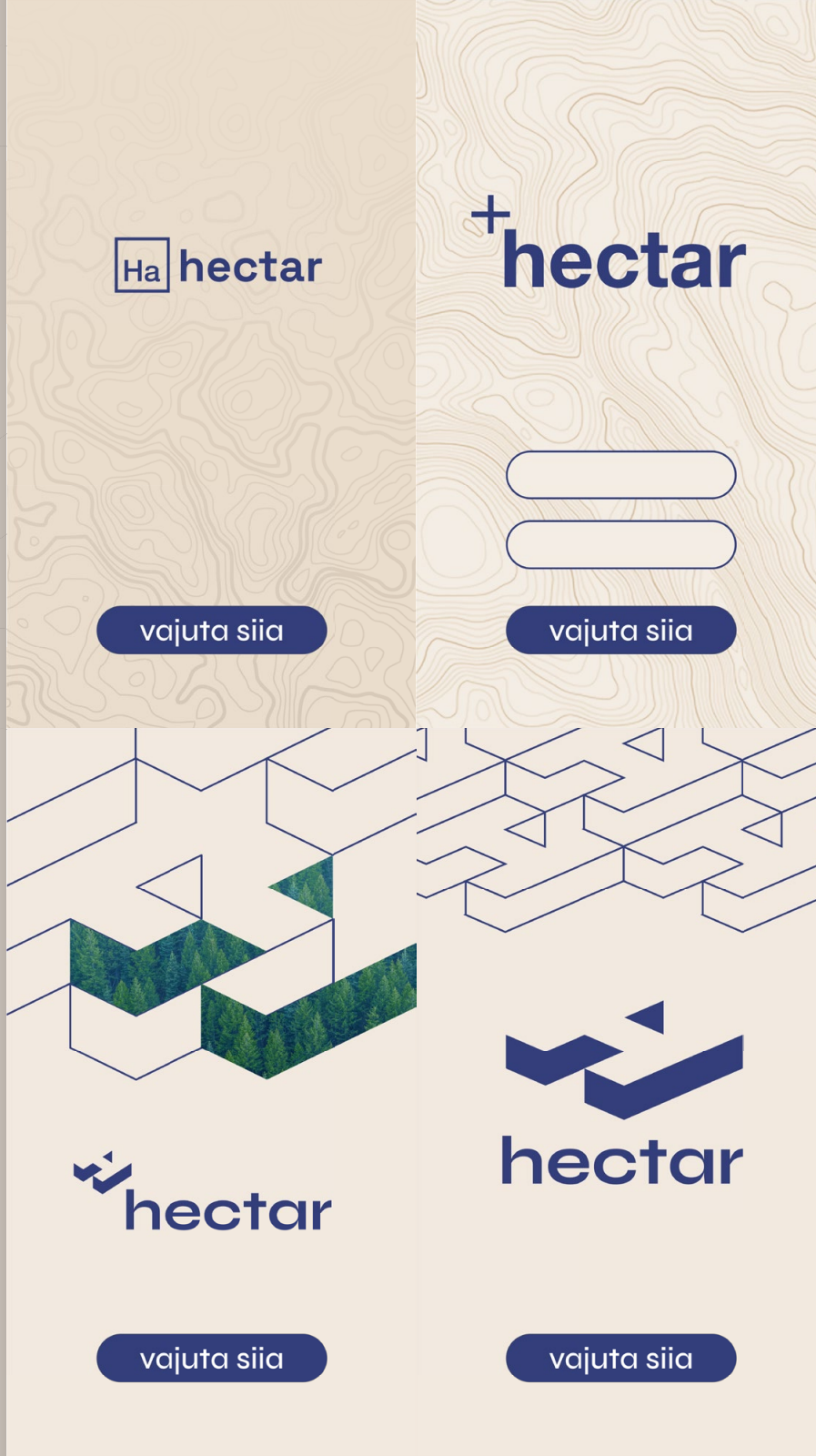
Active Selling

SELLING! SELLING! SELLING! ACTIVE! ACTIVE!
ACTIVE SELLING! MORE! FASTER! MORE PASSION!
MORE ENERGY!

Imagine needing a fictional company for a uni project and paying some poor schmuck 15 bucks to design it? Who'd be dumb enough to do that, right?

GOBOLD FONT BY SITUJUH NAZARA AT 7NTYPES

OCTOBER 21, 2014



Ha hectar

vajuta siia

hectar

vajuta siia

+ hectar

vajuta siia

hectar

vajuta siia

Hectar

Imagine you owned a slice of forest and would love to sell it for the highest price possible? Or with the least amount of bureaucracy?

I had the opportunity to design some early drafts and sketches for UI and logo design. They were all resoundly and profoundly rejected.

OCTOBER 2022

PEKO

P L A S T

Peko Plast

Imagine there's an offer that comes in – to design a logo for a plastic product manufacturer? It needs to be simple, quick and cheap. You shoot your best shot, inspired by the sudden burst of inspiration, fire away you draft and... nothing. No response, nothing. Turns out they went with another logo.

That company is now defunct. Guess who had the last laugh?

BRANDON TEXT BY HANNES VON DÖHREN AT HVD FONTS.

APRIL 28, 2015

PLUT⁰⁰NIUM⁹⁴
(244)



early logo concepts

Back in 2014 we were looking for a name and a brand concept for our new video and photography business. Rather than settling for something boring like an image of a camera or a lens or a... tripod, we explored some other, more out there concepts. In the end we went for... uh, yeah... a tripod.

SILVER PAPER HAT



PHOTO x VIDEO

SEPTEMBER 18, 2013



plug.it

find your nearest
power plug. easily

plug.it

Imagine finding yourself in a strange city filled with strange businesses and strange alleyways. You want to find your way out, maybe send a quick memo to the team about refilling the water cooler in the office... but your battery is nearly dead. If only there was an app to help you find the nearest power plug to use?

Could you imagine?

SEPTEMBER 27, 2014

THE END

VERSION 1.2
DECEMBER 2024

THANK YOU!