

The logo for deZignR features the word 'deZignR' in a white, lowercase, sans-serif font. The letter 'Z' is highlighted in a vibrant cyan color, and the letter 'R' is highlighted in a bright magenta color. The logo is set against a dark gray rectangular background with a subtle gradient.

deZignR

BRAND SECURITY

When Brand Identity is
compromised

THE COMICAL SIDE OF COUNTERFEIT GOODS

A comedian once said:
“My mum bought me a pair of
new trainers for Christmas. I
opened my present and it had
'Hike' on them. I said; “mum
who's 'Hike'”. She said “Hike
is Nike's cousin””



deZignR
BRAND SECURITY

IRRITATING COUNTERFEITS

The irritating side of compromised branding. This kind of counterfeit goods are slightly more sophisticated but still noticeable with the right level of training.

deZign
BRAND SECURITY



THREATENING COUNTERFEITS

The most dangerous side of compromised branding. This is when counterfeit goods change from being just harmless irritating fun to the possibility of taking a life. If the worst happens the first point of legal contact is the number on the box

One of these medicines is fake.
Can you tell which?



The logo for deZignR features the word 'deZignR' in a stylized font. The 'de' is in white, 'Zign' is in white with a blue diagonal stripe through the 'Z', and 'R' is in white with a pink vertical stripe through the 'R'.

deZignR

BRAND SECURITY

Security is not just about a padlock.

To find out more contact us :

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Thank you for your time and interest.