

3PI  
SPORTS

# Vikings



alphabet and symbols



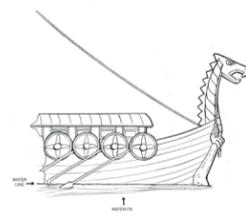
Vikings were Norse seafarers, speaking the Old Norse language, who raided and traded from their Scandinavian homelands across wide areas of northern and central Europe, as well as European Russia, during the late 8th to late 11th centuries.

The period from the earliest recorded raids in the 790s until the Norman conquest of England in 1066 is commonly known as the Viking Age of Scandinavian history.

Vikings are portraided: Big, muscular, dirty, lots of facial hair, armed, vicious



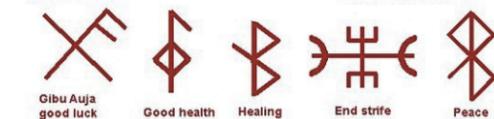
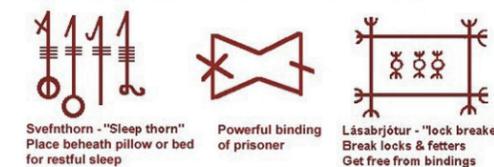
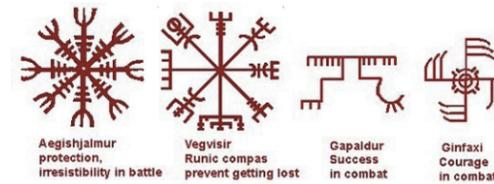
main symbols: vikings hat, vikings ship



## THE VIKING RUNES

	<b>FA</b> To HELP		<b>AR</b> To ASCEND
	<b>UR</b> To HEAL		<b>SIG</b> To WIN
	<b>THORN</b> To PROJECT		<b>TYR</b> To SACRIFICE
	<b>OS</b> To ACCEPT		<b>BAR</b> To DESCEND
	<b>RIT</b> CEREMONIAL		<b>LAF</b> COSMIC LAW
	<b>KA</b> CAPABILITY		<b>MAN</b> SPIRITUALITY
	<b>HAGAL</b> UNIVERSE		<b>YR</b> ROOTS
	<b>NOD</b> KARMA		<b>EH</b> COSMIC UNION
	<b>IS</b> TRUE EGO		<b>GIBOR</b> LIFE, SELF

	<b>5. Uruz</b> Strength		<b>4. Othila</b> Separation		<b>3. Ansuz</b> Signals		<b>2. Gebo</b> Partnership		<b>1. Mannaz</b> The Self
	<b>10. Algiz</b> Protection		<b>9. Eihwaz</b> Defense		<b>8. Inguz</b> Fertility		<b>7. Nauthiz</b> Constraint		<b>6. Perth</b> Initiation
	<b>15. Teiwaz</b> Warrior		<b>14. Kano</b> Opening		<b>13. Jera</b> Harvest		<b>12. Wunjo</b> Joy		<b>11. Fehn</b> Possessions
	<b>20. Raido</b> Journey		<b>19. Hagals</b> Disruption		<b>18. Laguz</b> Flow		<b>17. Ehwaz</b> Movement		<b>16. Berkana</b> Growth
	<b>25. Odinn</b> Inknowable		<b>24. Sowelo</b> Wholeness		<b>23. Isa</b> Standstill		<b>22. Dagalaz</b> Breakthrough		<b>21. Thuriaz</b> Gateway



"love"



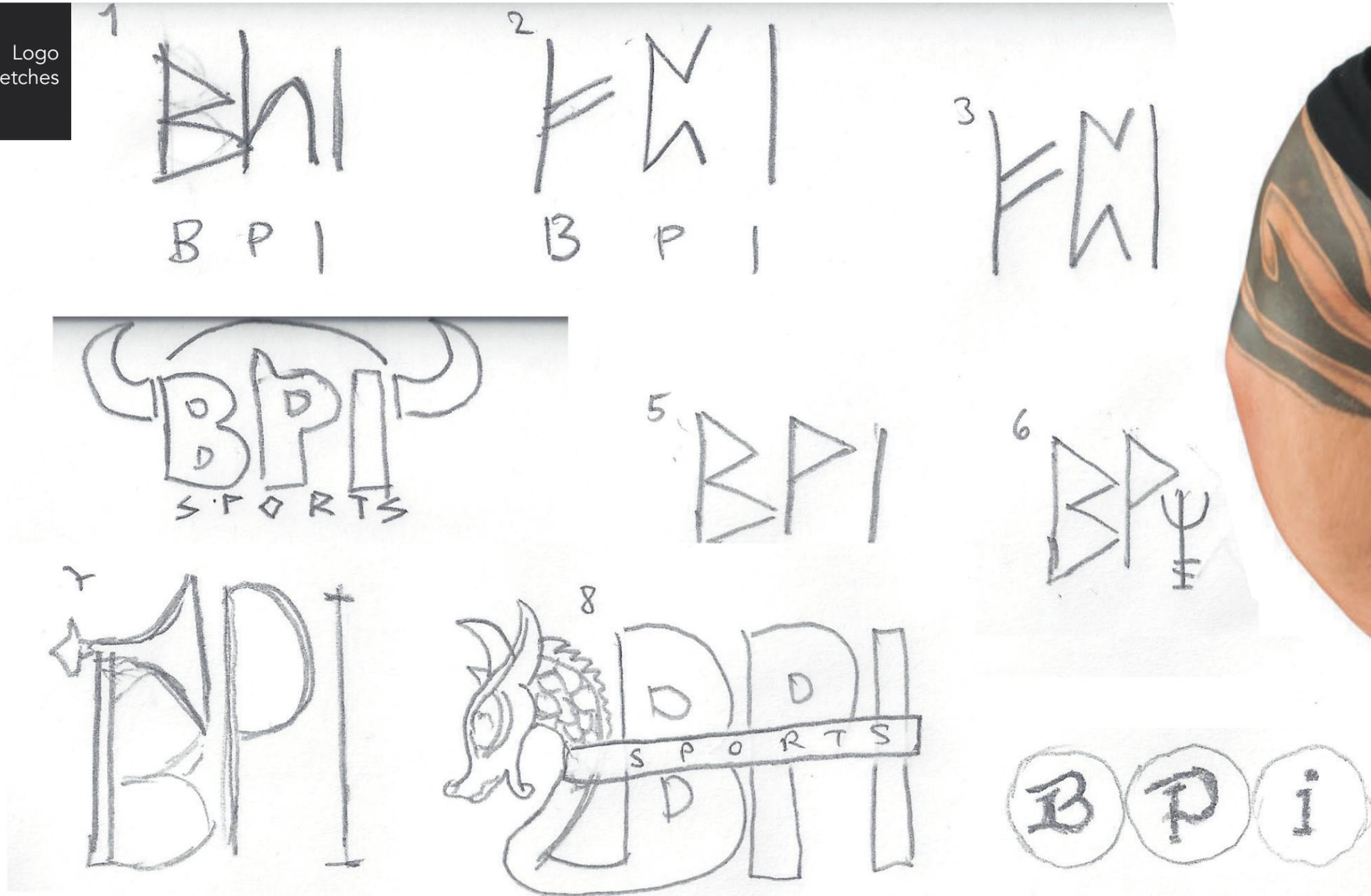
"When there's will there's power"

REBRANDING  
**Bpi sports**

Rebranding for BPI Sports, a premier sports nutrition company that sells supplements and apparel for bodybuilders. The company's new value system is Power, Growth, Build, Recover and Harvest - values that where existed at the Vikings era.

The products of BPI sports, and so does the company's ads are devided according to the five main values. Sample products for each value: Whey Protein (Growth), Pre-Training powder (Power), Branched Chain Aminos (Build), Post Workout shakes (Recover), Anabolic Mass Gainer (Harvest).

Logo sketches

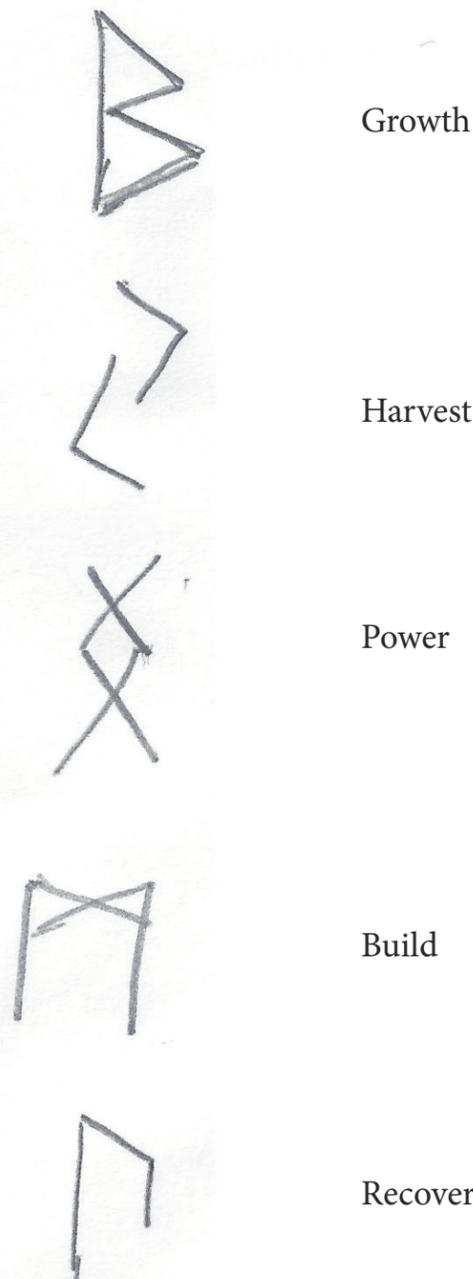


WORDS: muscle | power | strength | build | weight | fight | fist | men | testosterone | neanderthal | agresive | sexy | foundation | improvement | innovation | camaraderie | unity

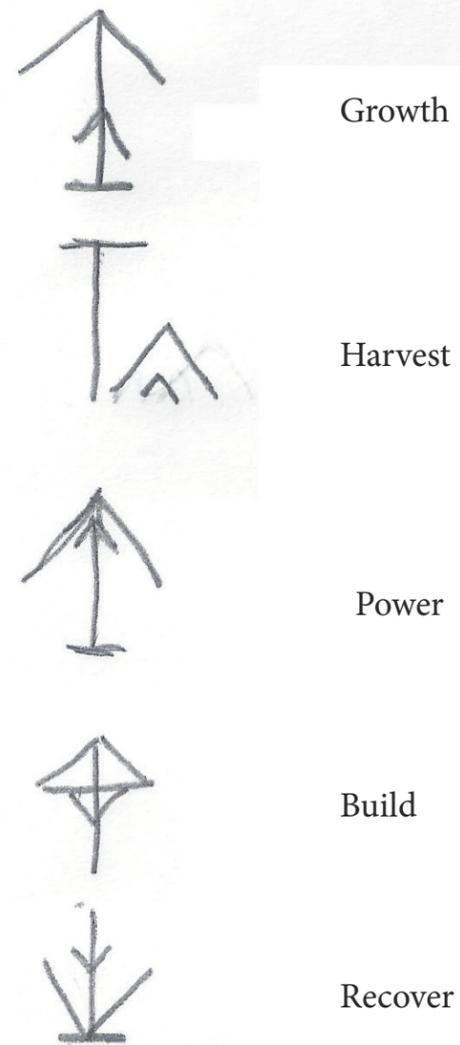


# creating values system

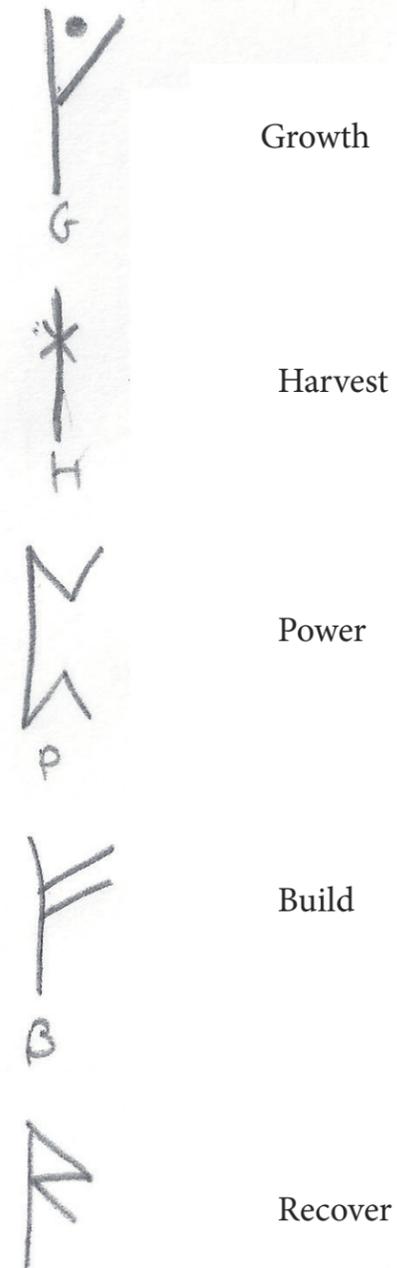
Concept 1:  
Value symbols based on the real symbols of the Vikings



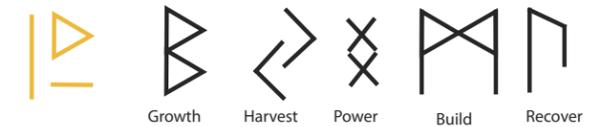
Concept 2:  
Value symbols combined from decoding the same elements



Concept 3:  
Value symbols based on the first letter of the word- in Viking alphabet



## the chosen values: first computer sketches





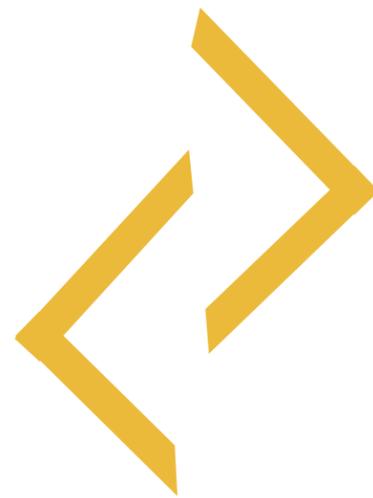
A B C D E F G H I J K L M N O  
P Q R S T U V W X Y Z



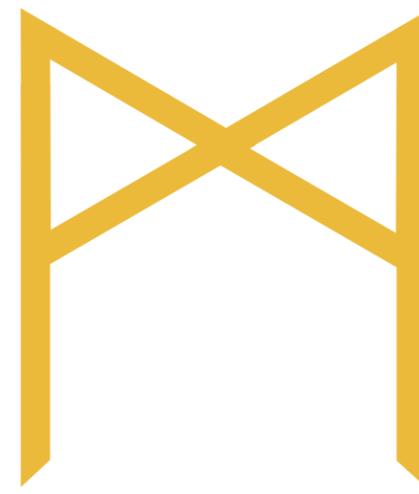
Power



Growth



Harvest



Build

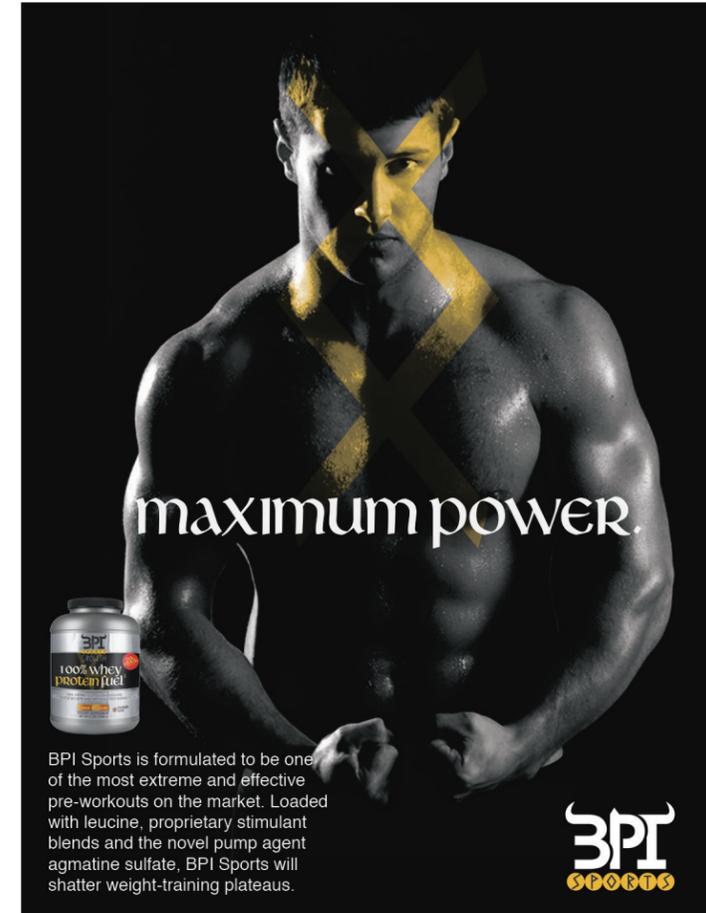
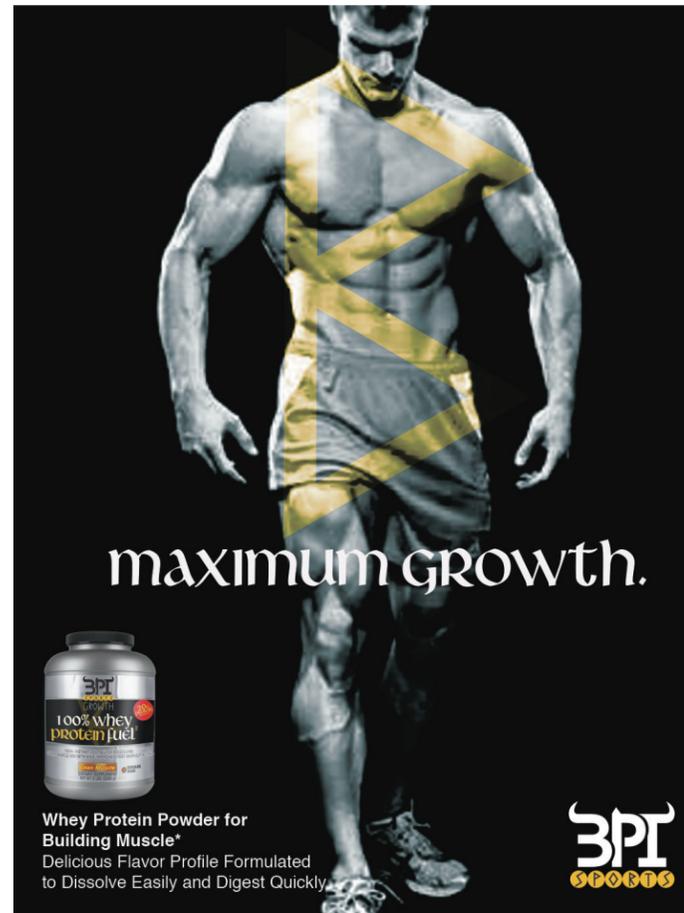


Recover

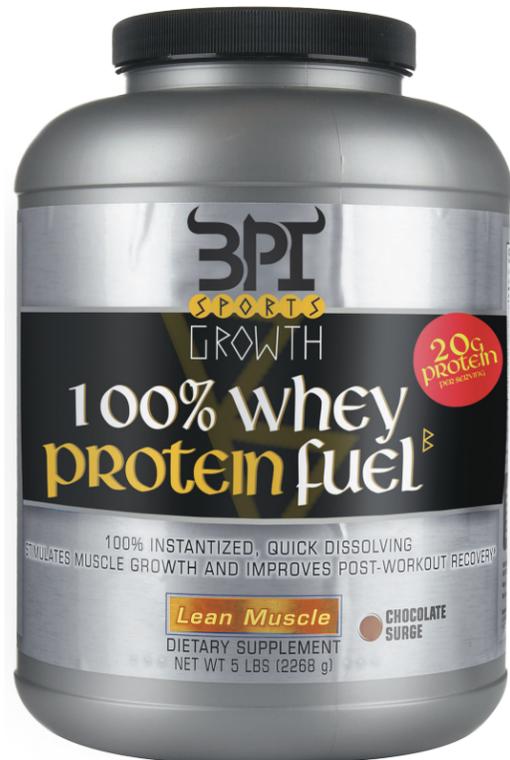
Final Logo



Protein Powder Label



Advertisements



Protein Powder - Product



Recover Shakes - Product

