

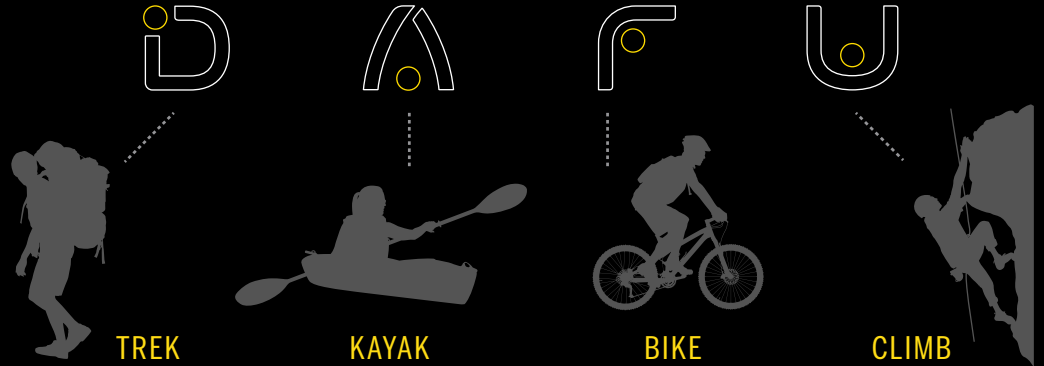
# DANISH ADVENTURE RACE UNION / VISUAL IDENTITY

DARU

# DANISH ADVENTURE RACE UNION

Adventure race combines two or more disciplines. Teams of 2-4 people plan their own route and compete in races lasting 1-10 days. Teams must finish together. DARU is a non-profit organization, with a vision to unite and improve the sport.

The 4 yellow dots symbolise route waypoints, the headlights of the 4-team members and the union. The DARU logo expresses energy and rawness while referring to the main sport disciplines: Trek, Kayak, Bike, Climb.

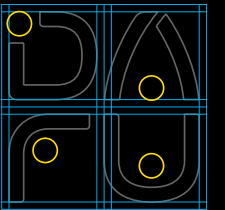


TREK

KAYAK

BIKE

CLIMB



TREK



KAYAK



BIKE



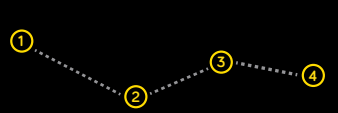
CLIMB



CHECKPOINTS



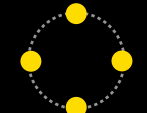
NAVIGATION



WAYPOINTS



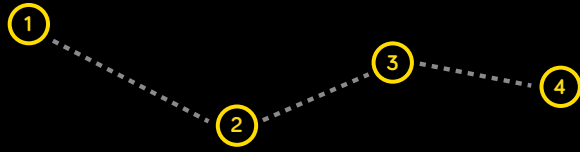
HEADLIGHTS



TEAM + UNION

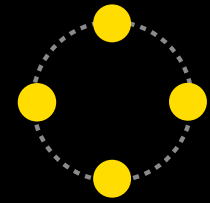


DANISH  
ADVENTURE  
**RACE**  
UNION



WAYPOINTS

# DAFU



HEADLIGHTS

TEAM + UNION

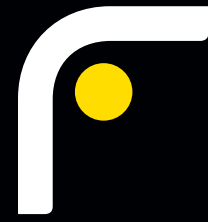




TREK



KAYAK



BIKE



CLIMB



DA  
RU



DK MAGAZINE

DANISH  
ADVENTURE  
RACE UNION

DA  
RU



DK MAGAZINE

DANISH  
ADVENTURE  
RACE UNION



שארט

DANISH  
ADVENTURE  
RACE  
UNION

קאנאדא  
אדווענטור  
ראיס

TREK KAYAK  
BIKE CLIMB



TREK



KAYAK



BIKE



CLIMB



TIME



MAP



TROPHY



CHECKPOINTS



SWIM



NAVIGATION





מסלול מסלול מסלול  
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מאגנטה טכנולוגיות  
מפתח ופותרת אתגרי  
אנרגיה וסביבה  
מפתח ופותרת אתגרי  
אנרגיה וסביבה



DANISH  
ADVENTURE  
**RACE**  
UNION

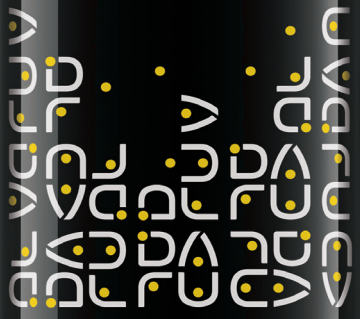
דאראו

DANISH ADVENTURE RACE UNION



דאראו

DANISH ADVENTURE RACE UNION





## CLAUS RYSSER OGIHARA

Experienced Graphic designer & Art director with more than 15 years of experience and a Master's degree in Visual Communication and Design from the Danish Design School. Having worked at/with some of the top Design agencies and Advertising agencies in Denmark and abroad.

Working mainly with Corporate Visual Identity, Packaging design & Webdesign. In the past I have rendered my skills to global & prominent brands such as:

AIAIAI / NOVO NORDISK / NESTLÉ / AAGAARD JEWELLERY / INTERSPORT / UNILEVER / BECEL / GEORG JENSEN / FRITZ HANSEN / DELL / UBISOFT / ARLA / VELUX / LEGO / SELECT / TDC / ROCKWOOL / WIDEX / TV2 / CPH AIRPORT / DANISCO / SONY MUSIC / TELIA / STATOIL / TEMPUR / NESCAFÉ / JACK & JONES / DYRBERG KERN / MUNTHE + SIMONSEN / WOK / CSIS SECURITY / DANSK SUPERMARKED / SUNDAY / SONISTO / WULFF & KONSTALI / BRYGGERIET VESTFYEN / BESTSELLER / SHELL / TOMS / HALDOR TOPSOE / TV3+ / NØRREBRO THEATER / UDVIKLING FYN / ELDORADO / CANE-LINE / LØGISMOSE / SELECTED / DUBEX / BIOTEX / TERUMO BCT / NEUTRAL / DARU / DANPO / MAC BAREN / OMA / VISITDENMARK / SEAS NVE / H+H / MULTIWING / QUANT SERVICES / PEOPLEGROUP / DHI / COMENDO / SUMMERBIRD / REPEAT FITNESS /

My work have been nominated for and has won several internal design awards and is featured in numerous prestigious design books and magazines.



CLAUSRYSSER.COM / HELLO@CLAUSRYSSER.COM