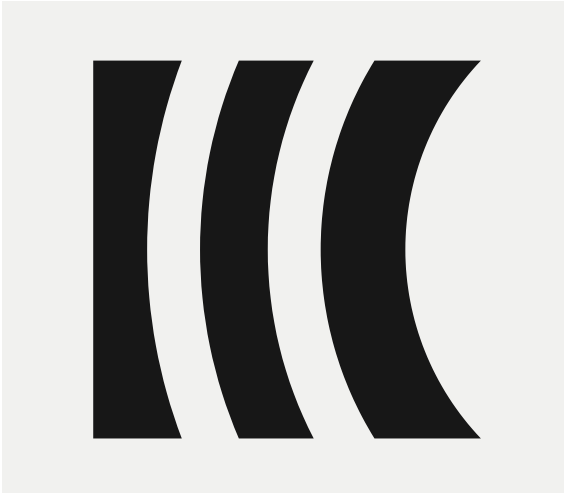


Single pulse.

A wave moves through the six bands that frame SOUND. The name holds still.

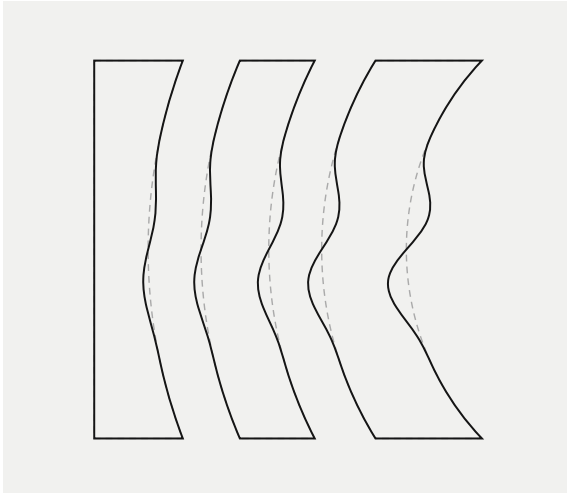
Drawing the wave.

The two ends mirror each other. Each keeps its flat outside edge and meets the letters at the same height.



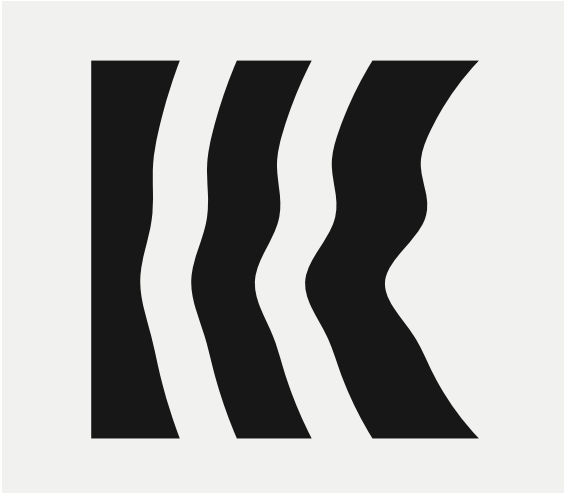
Concentric arcs

Three bands share a center. Their weight falls by a fifth with each step toward the outside.



One oscillation

A tapered sine wave bends the inner edges. The dotted lines trace the arcs before the bend.



Outward echo

In motion, the inner band moves first. The next two follow, then all three settle after 1.35 seconds.



L&Co. workshop, Kofu, Japan

The buyer gets the last look.

L&Co. sends the buyer a video of the finished piece for approval before it ships.

A wave in silver.



925 sterling silver / L&Co.

Look closely at the band and you can see rows of tiny nested arcs. They led me from the listing on Arcade to the jeweler’s bench in Kofu.

Behind the work.

An independent identity study by Kov Rastogi. I redrew the bands around Sound's lettering, then carried their rhythm into a title sequence and a maker spotlight.



The identity in motion

Play the outward echo and explore the company studies.

The five company studies

Get Access, fal, Factory, Warp and Anomaly Insights.

Sound Ventures

The firm's original signature informed the redraw.

L&Co. on Arcade

Maker storefront and buyer approval process.

Sterling silver band

L&Co. product image, published on Arcade.

L&Co. craftsmanship

Workshop photograph from the maker's Kofu studio.