

KTr(NV).07

# MAGIC BRAND IN 2

DESIGNERBOOKS



THƯ VIỆN

# Magic Branding 2

Copyright © DESIGNERBOOKS

Organizer: Jeff Li

Editor: Fan Mingyi, Li Shen

Proofreader: Wei Xiaojuan

Publisher: DESIGNERBOOKS

Unit D, 16/F, Cheuk Nang 21st Century Plaza, 250 Hennessy Road,  
Wanchai, Hong Kong

Tel: +852-2575-5186

Fax: +852-2891-1996

E-mail: edit@designerbooks.com.cn

Distributor:

DESIGNERBOOKS

B-0619, No.2 Building, Dacheng International Center, 78 East 4th Ring Middle Road,  
Chaoyang District, Beijing, China

Tel: 0086-10-6406-1915 (Beijing) 0086-22-2341-1250 (Tianjin)

0086-21-5596-7639 (Shanghai) 0086-571-8884-8576 (Hangzhou)

0086-25-5807-5096 (Nanjing) 0086-23-6772-5751 (Chongqing)

0086-755-8825-0425 (Shenzhen) 0086-20-8756-5010 (Guangzhou)

0086-28-8665-0016 (Chengdu) 0086-27-6566-2067 (Wuhan)

Fax: 0086-10-5962-6193

E-mail: info@designerbooks.com.cn

<http://www.designerbooks.com.cn>

Printed in China

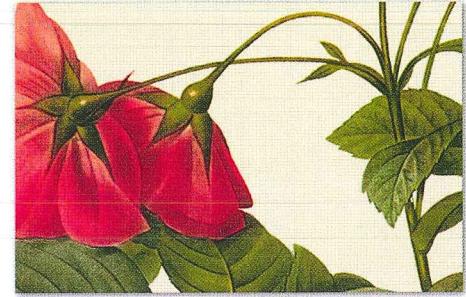
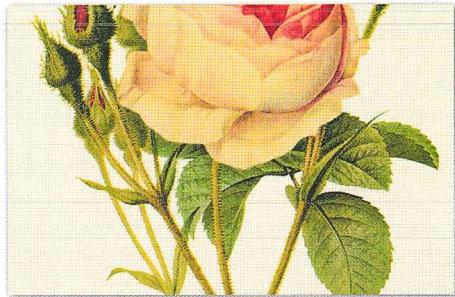
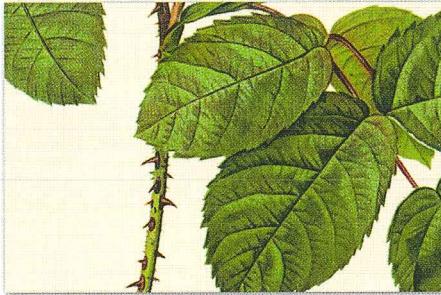
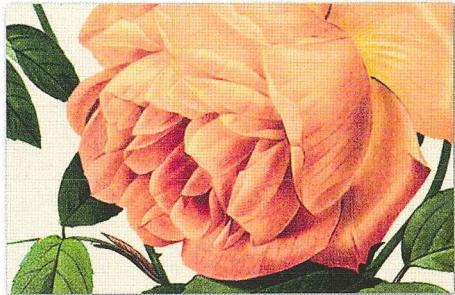
All rights reserved. No part of this publication may be reproduced in any form or by any means, graphic, electronic or mechanical, including photocopying and recording by an information storage and retrieval system without permission in writing from the publisher.

ISBN 978-988-19564-7-7



# MAGIC BRAND ING 2





## Taylor Black

Handmade in London by designer-maker Philippa Black, Taylor Black's jewellery is characterised by its contemporary take on classic jewellery such as solid perfume lockets and charms, all with a signature rose clasp.

The signature rose became the key to the identity, reflected in the crown emblem and imagery. The vintage feel was highlighted through the use of original Victorian botanical illustrations, which were intensely cropped to give them a contemporary edge.

Client

Taylor Black

Design Agency

Interabang (UK)

Designer

Adam Giles, Ian McLean



**TAYLOR BLACK**  
LONDON







## Playground Studio, Singapore

A re-branding project for a music laboratory with a philosophy that music is part and parcel of life, even a storm breaks out in notes. Business cards and letterheads using ink stamps and recycled color papers

easily obtainable at the local stationery stores. They can be printed on a need basis – a truly sustainable and green effort without exercising the printing press.

Client

Playground Studio, Singapore

Design Agency

Foreign Policy Design Group (Singapore)

Designer

Yah-Leng Yu, Cheryl Chong







## Branding Development

The Hang Gang is a new UK store, which stocks interesting and original items around the world including toys, art, apparel and lifestyle products. For the branding we created a complete 'gang' of characters that enable the company to have a unique and playful identity that is constantly evolving. We

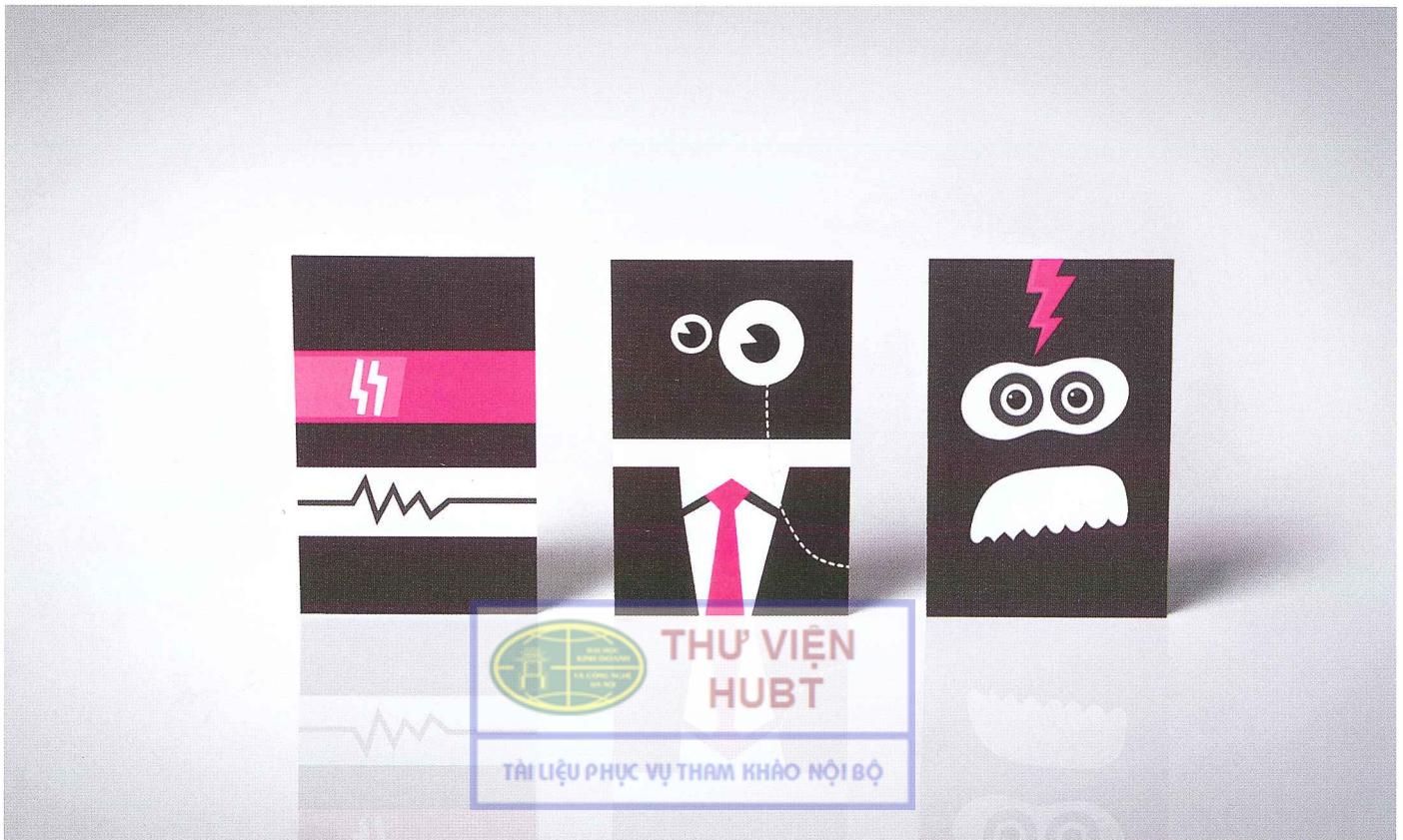
also photographed an eye catching image featuring some of the toys they carry arranged in the order of the spectrum. As well as being used for promotional purposes, we made it available as desktop wallpaper, which was given away as a free download.

Client  
The Hang Gang  
Design Agency  
Analogue (UK)

Designer  
Tez Humphreys, Mike Johns,  
Barry Darnell

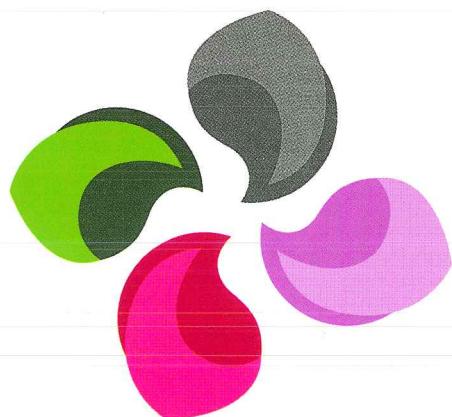
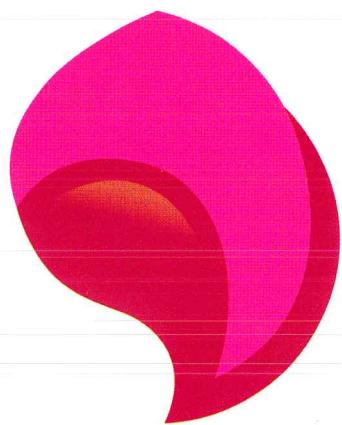
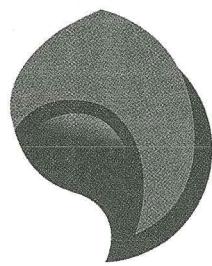
Photography  
Mike Johns

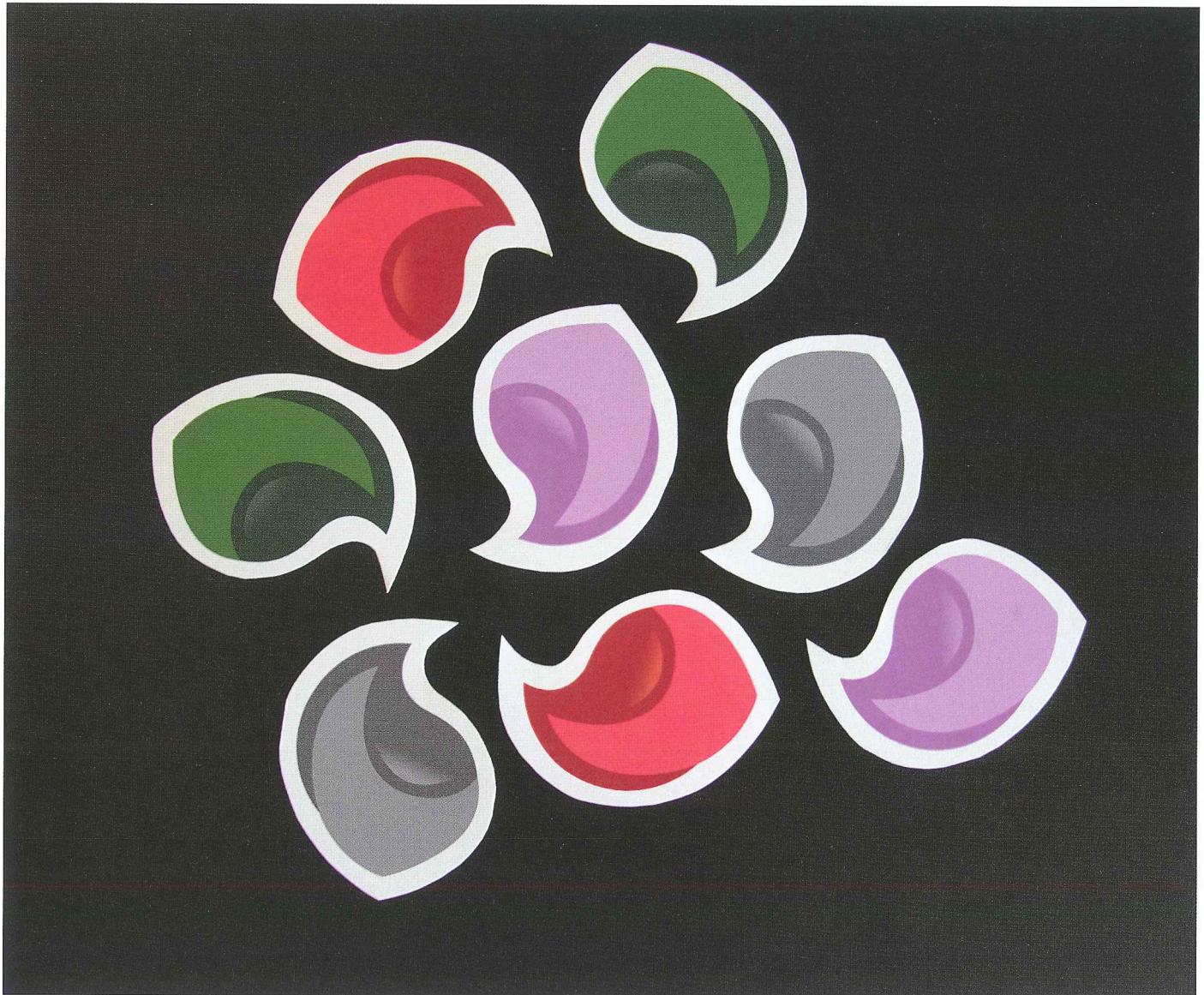






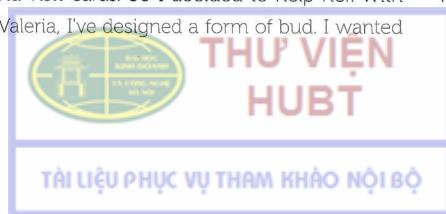




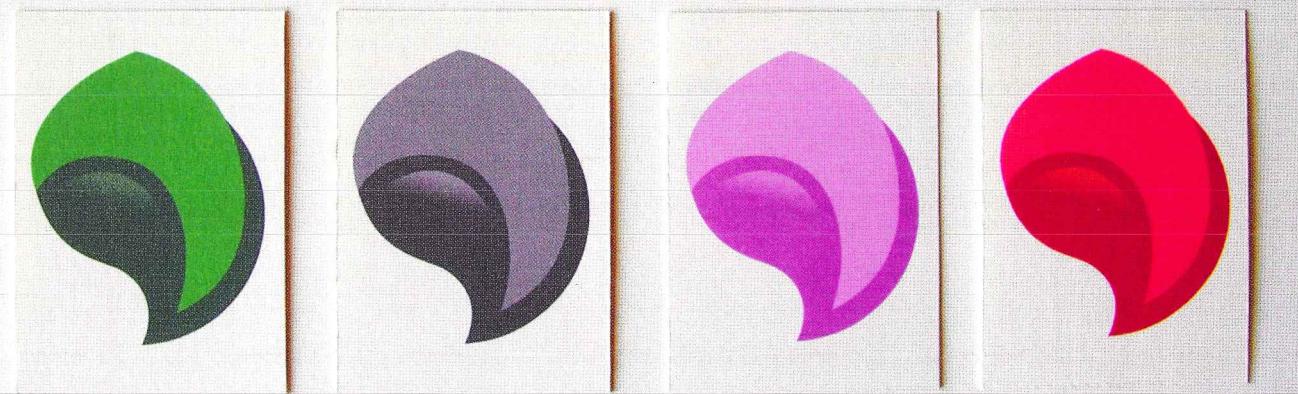
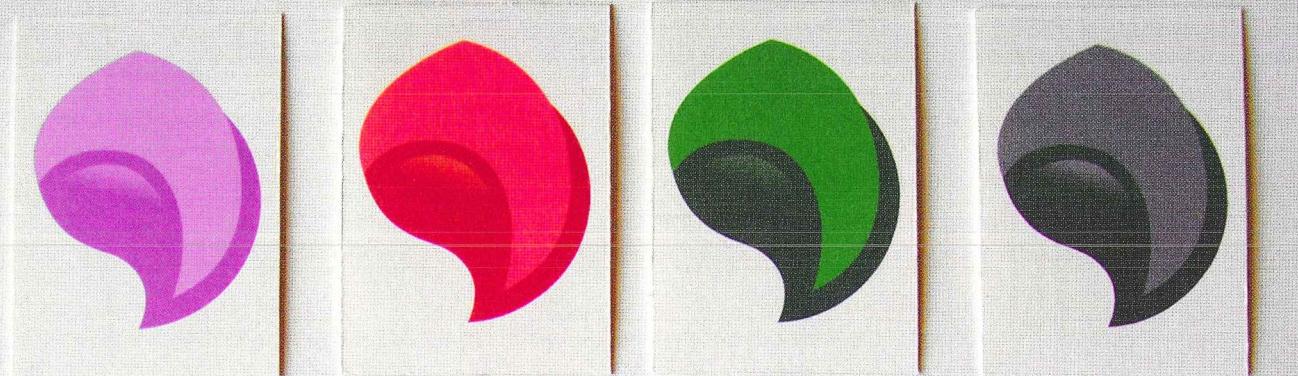


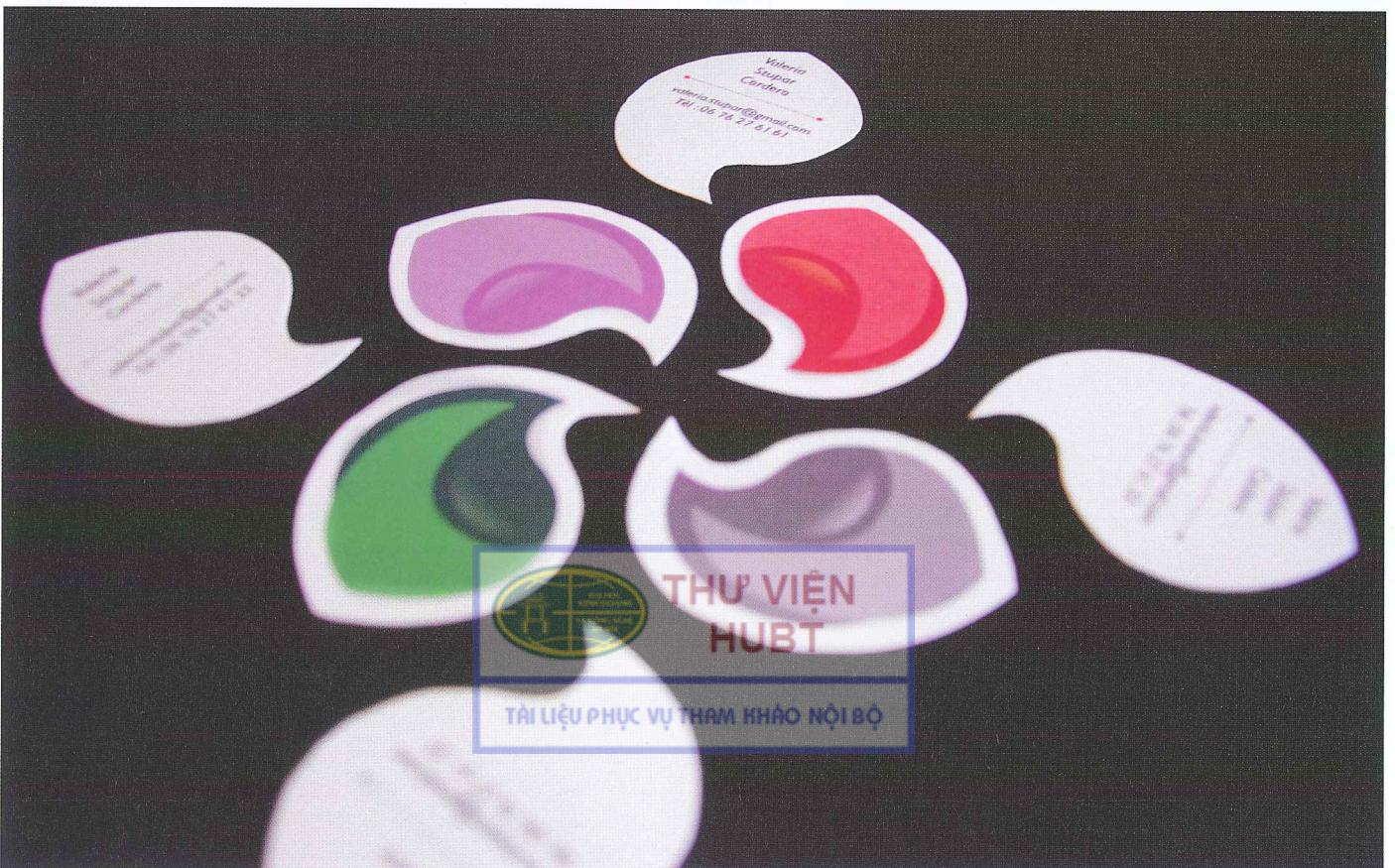
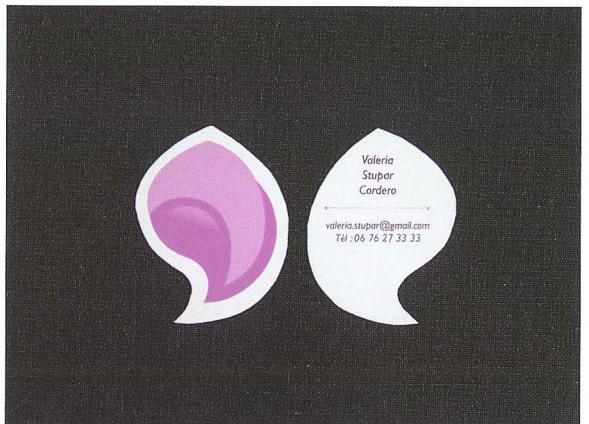
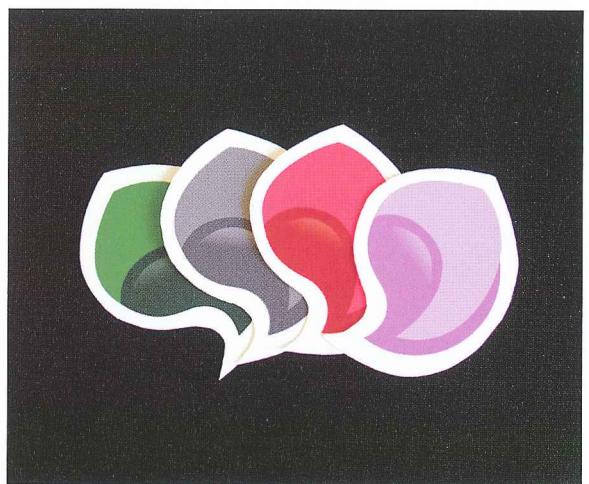
## Valéria

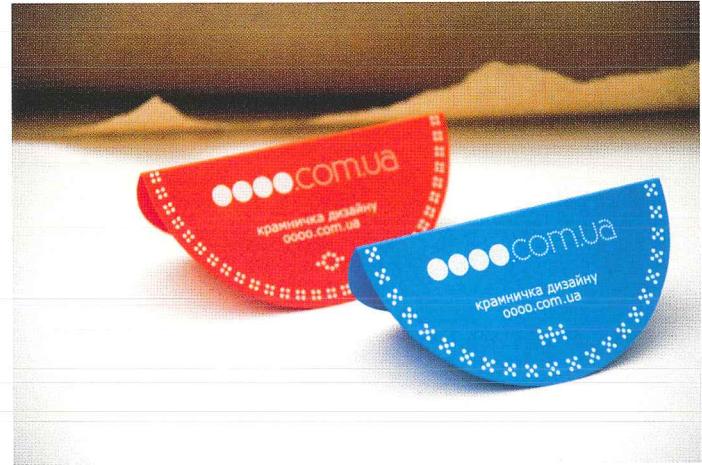
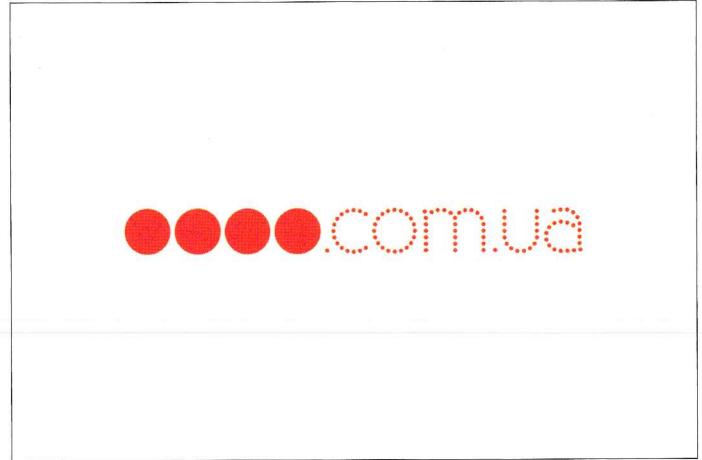
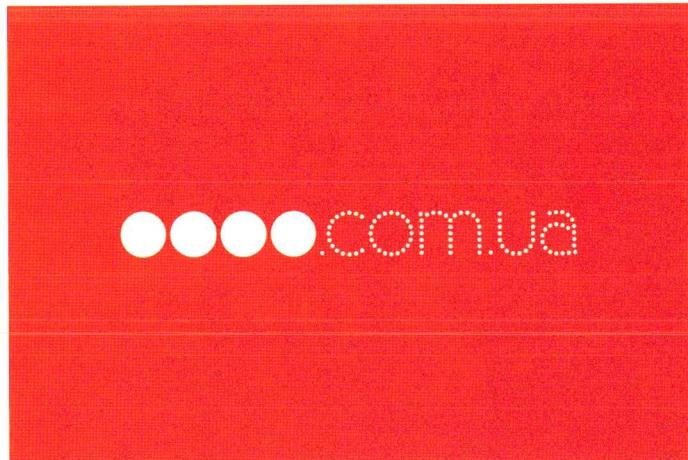
Valéria is a beautiful and talented women, who is looking for a job in marketing and international MBA. She comes from Mexico and needs an identity for her resume and visit cards. So I decided to help her. With the 'V' of Valeria, I've designed a form of bud. I wanted



it to represent the outbreak of this beautiful flower. She is very girly and tells me she loves parma color, so I chose the colors present in Mexican flowers. I did a few version of visit cards and a layout for her resume.





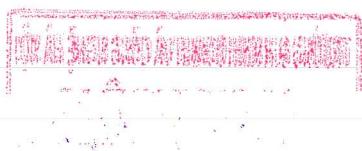


## Design Shop oooo.com.ua

It was essential to create a graphically simple name that is easy to read (first of all, visually) and quick to remember. It is all about the way a certain name looks, not the way it sounds. The name itself defines the project's Internet address, which should be conveyed to the target audience as simply as possible. It should be also equally perceived in Roman and Cyrillic fonts as well as graphic language. So, we came up with oooo.com.ua name, where 'O' is an object, a fascination and a display of emotion, and finally its a circle, which is one of the simplest basic figures. It is a constant basis for an infinite number of developments in absolutely all

spheres of design. One of the main components of the oooo.com.ua identification appears to be an original decorative font designed specifically for this project. We called it Gerdan as each letter looks like small beads that decorate and emphasize a connection between contemporary design and traditional Ukrainian arts and crafts.

Gerdan is a beaded necklace in a form of a narrow strip made of colored beads that are strung on a beading thread or hair base. They create colorful geometrical and sometimes floral ornaments.



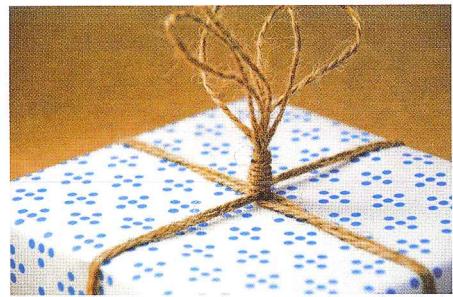
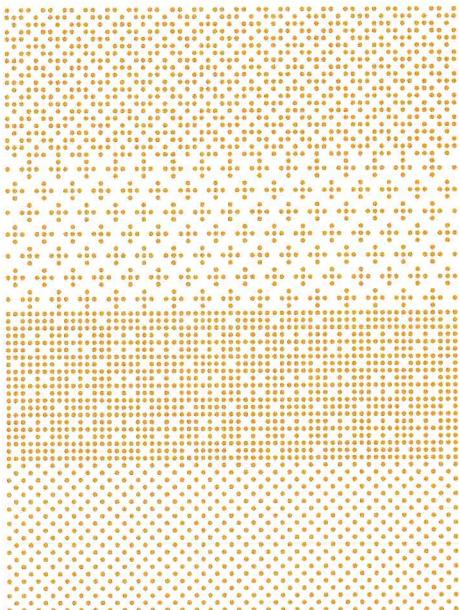
Client  
Design Shop oooo.com.ua

Design Agency  
Graphic design studio by Yurko Gutsulyak (Ukraine)

Designer  
Yurko Gutsulyak



THƯ VIỆN  
17/07/2019







## Trigger / Identity

'Trigger Oslo' is a new PR company focusing on engaging communication. The identity is developed to create a range of personal signatures within the same visual language and color palette. The colors and design emphasize an agency that focus on a more

welcoming approach, inviting customers for a good conversation and a nice atmosphere rather than the cynical and corporate identities that colors the rest of the industry.

Client  
Trigger Oslo

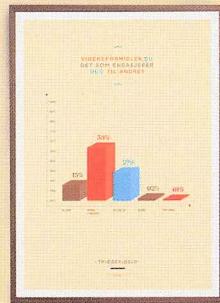
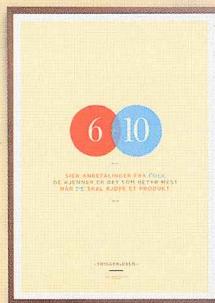
Designer  
Anti (Norway)

Graphic Design  
Martin Yang Stousland

Technical development  
Modulez/Sigbjørn Hagaseth

Project Manager  
Tine Moe







Client

BIG Group

Design Agency

ARTENTIKO (Poland)

Designer

Marcin Kaczmarek

Photography

Marcin Kaczmarek



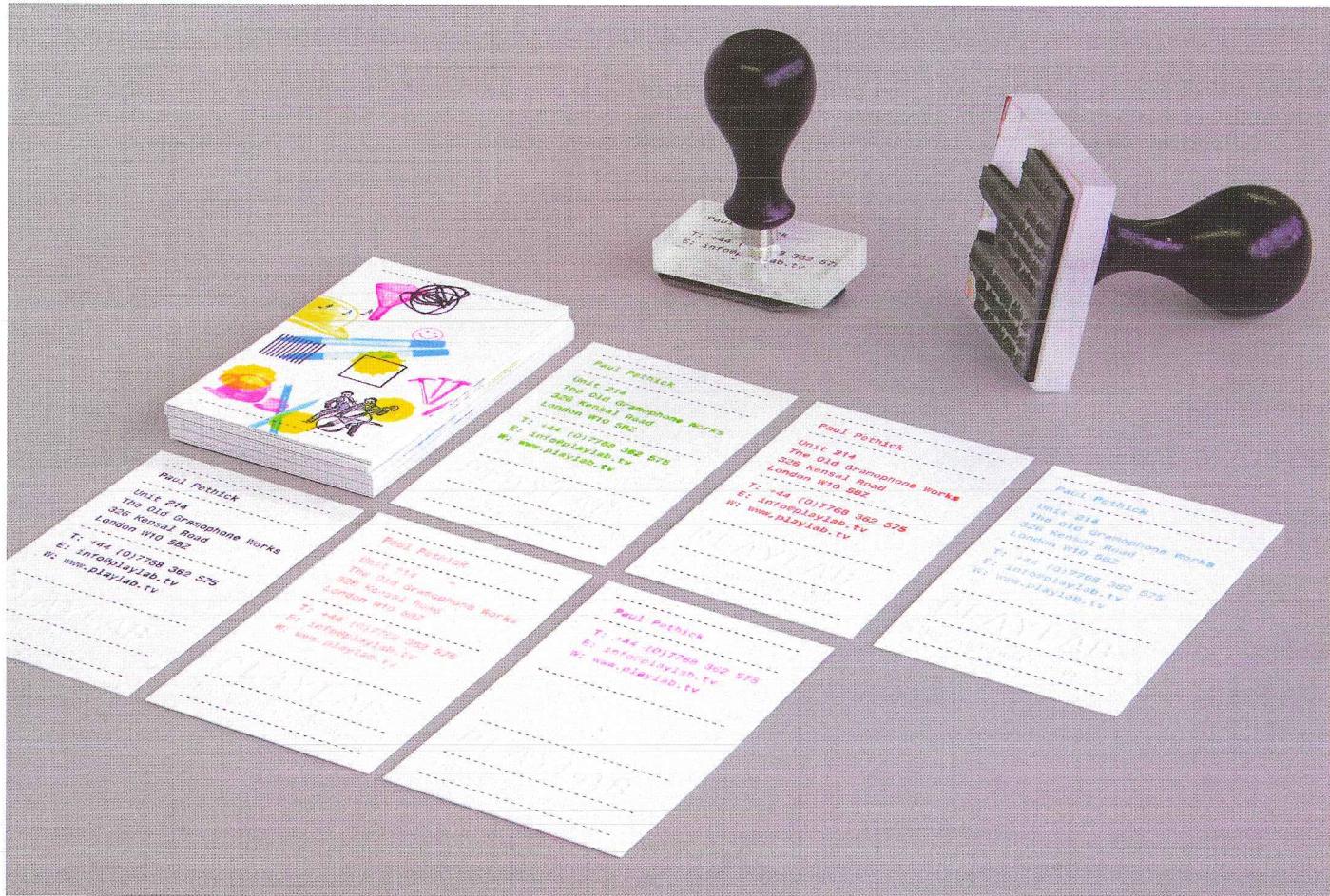


## BIG Group

ARTENTIKO developed complete visual identification of the BIG Group company which build and lease large-format advertising spaces. We began with the logo design. After that we processed to corporate materials.



Developing them was so much fun! Key visual based on logo has been spread on a whole stationary, so the identity of BIG group is colorful, expressive and happy.



## Playlab Identity

Identity and stationery for Playlab, a workshop space aimed to be a creative playground for stressed adults. The illustrations used are a mixture of scientific elements and random fun images. The stationery is

printed in fluorescent Pantone colours while the actual logo is just blind embossed. The address details are filled in using a rubber stamp.

TÀI LIỆU PHỤC VỤ THAM KHẢO NỘI BỘ

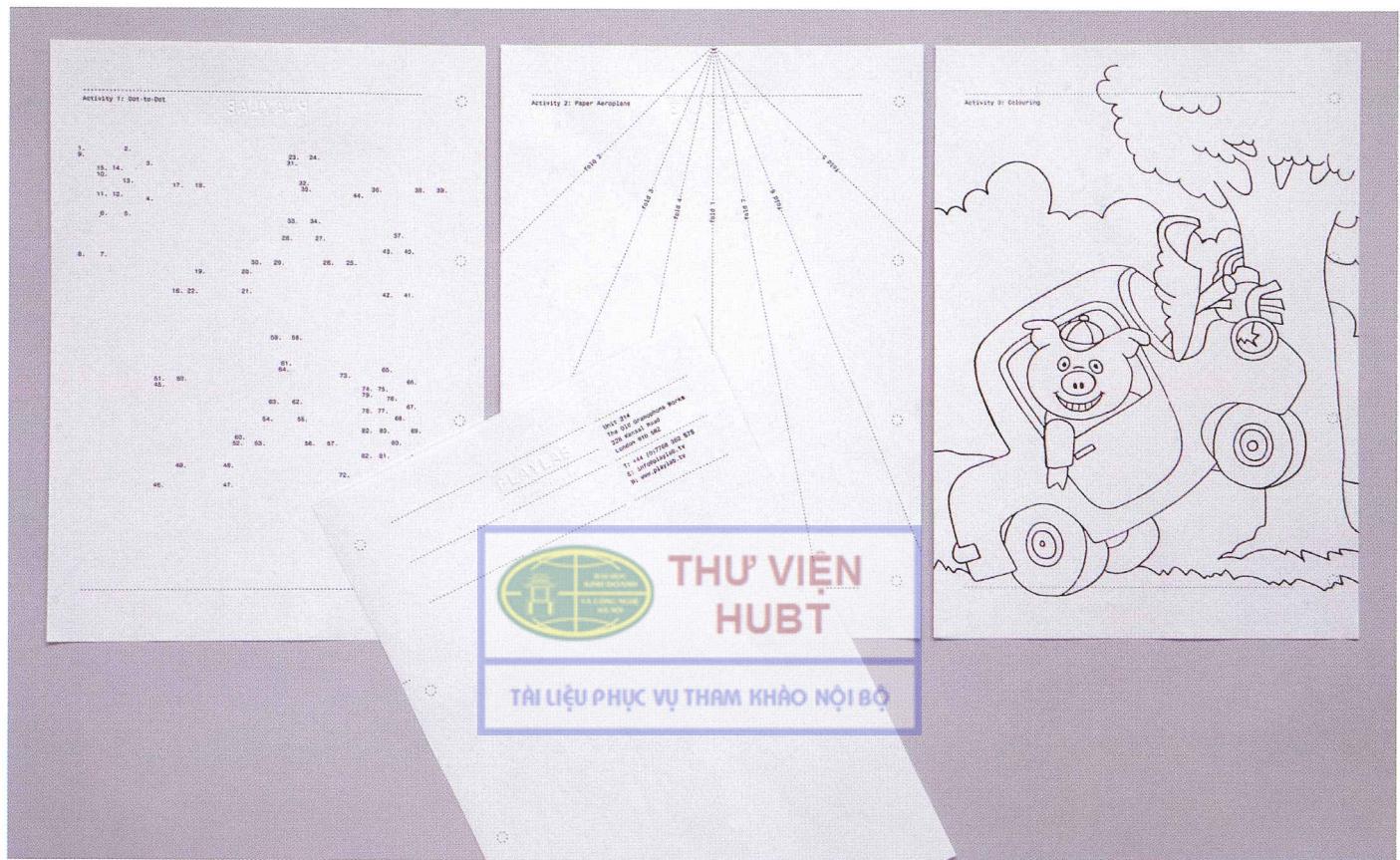
Client  
Playlab

Design Agency  
Mind Design (UK)

Creative Director  
Holger Jacobs

Art Director  
Craig Sinnamon

Illustration  
Craig Sinnamon

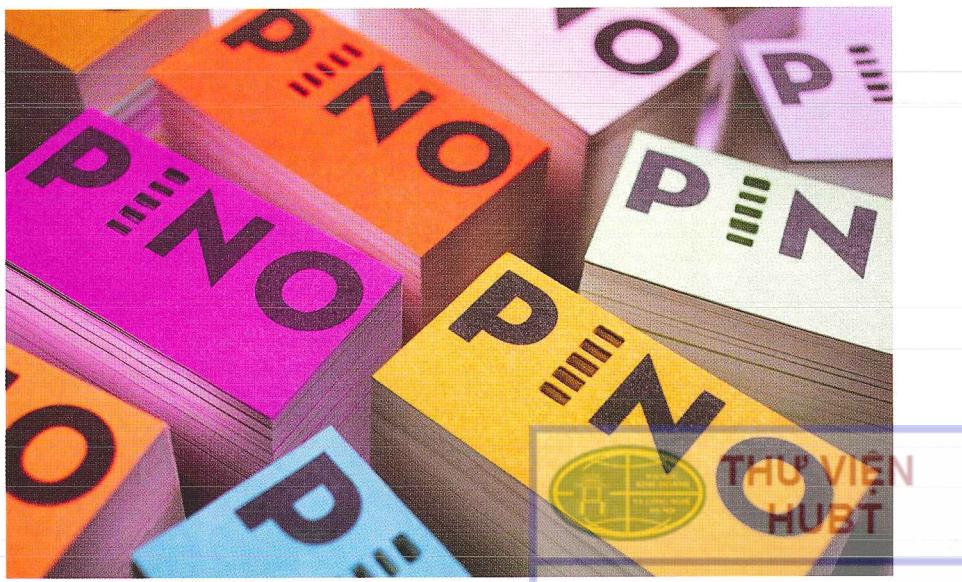




## PINO

The store concept for interior decoration shop Pino is based on its name, which means a 'pile' or a 'stack' in Finnish. That is taken visually into the new logo and the design of the shop fixtures. The interior design

concept, with its subtle palette, works as a neutral background for the fresh, colorful visual identity and products.



Client

Pino – Interior Decoration Shop

Design Agency

Bond Creative Agency (Finland)

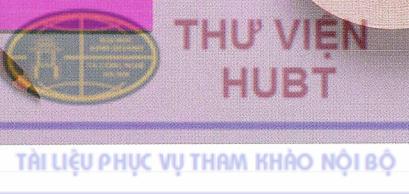
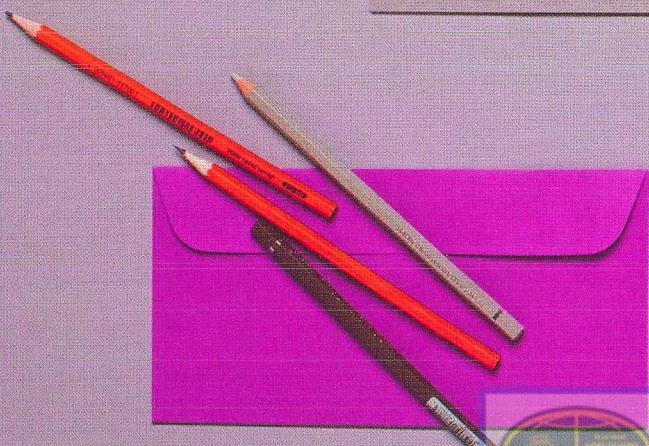
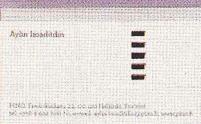
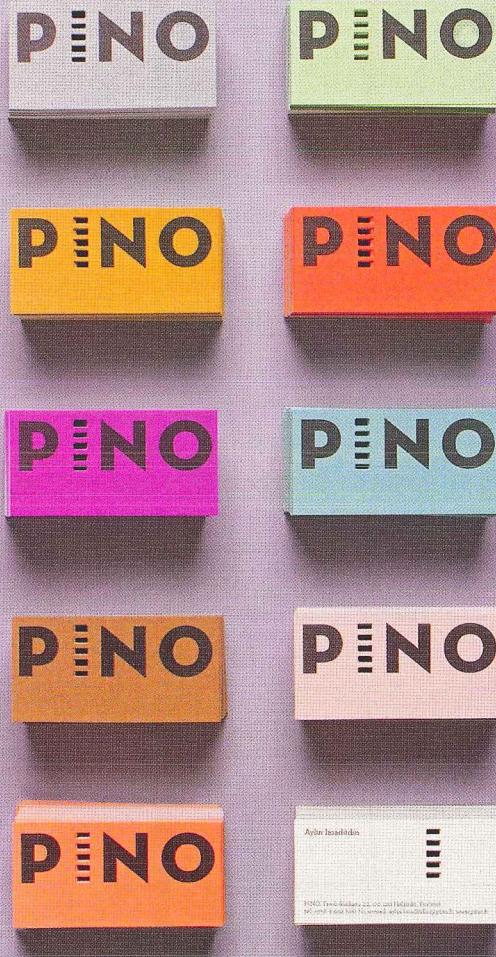
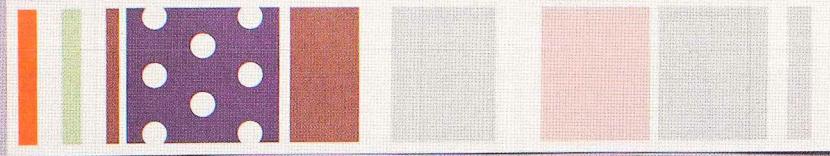
Designer

Jesper Bange, Aleksi Hautamäki

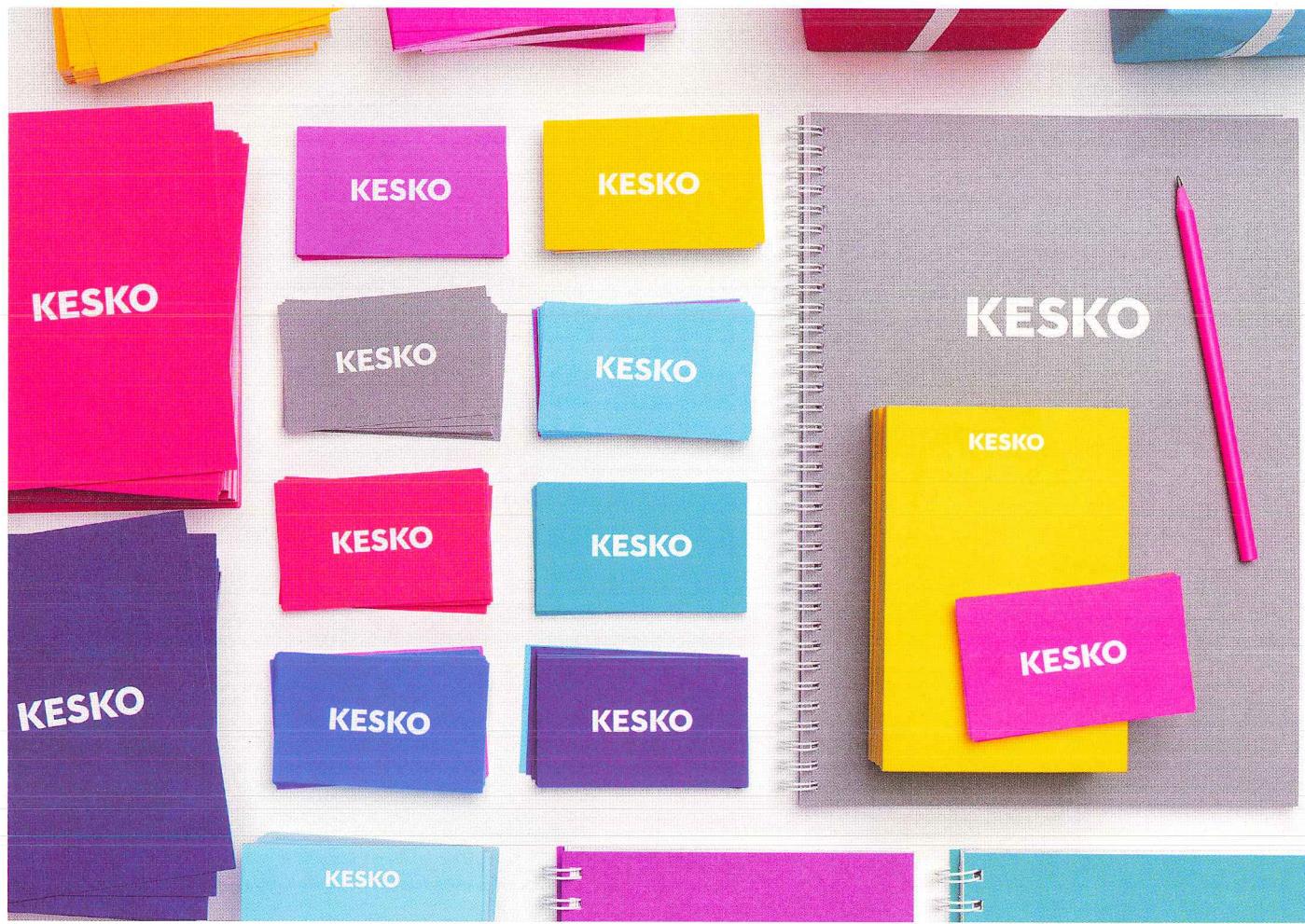
Photography

Paavo Lehtonen









## KESKO

Kesko is a leading provider of trading sector services. Company's updated identity is colorful, simplified and positively happy. The elements are simple and time-resistant. As part of the identity update the corporate logo is modernized delicately. The colorful identity reflects corporation's entrepreneurial culture and its versatile brands and services.

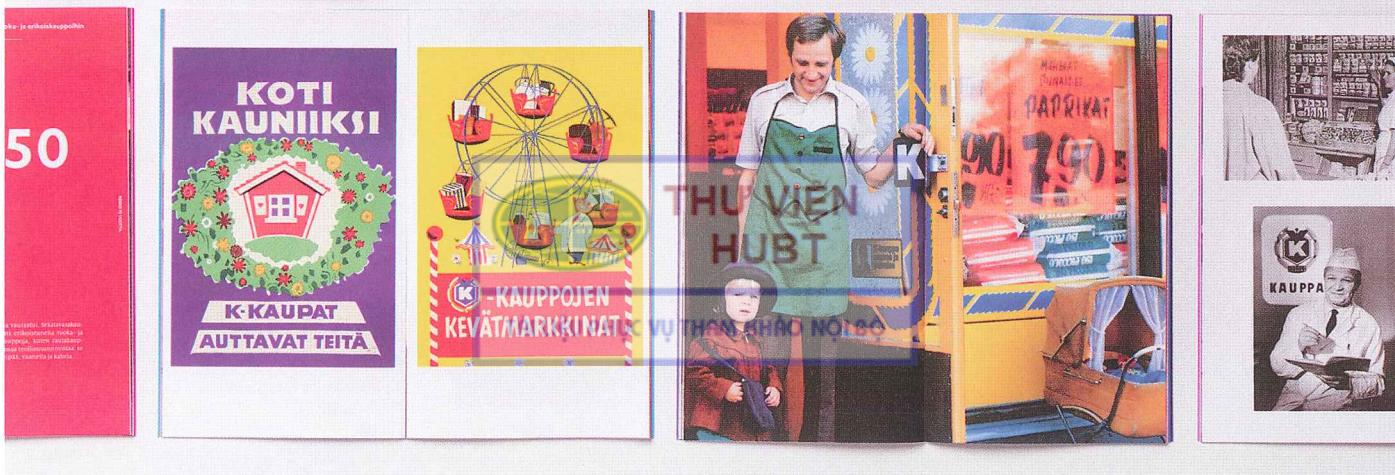
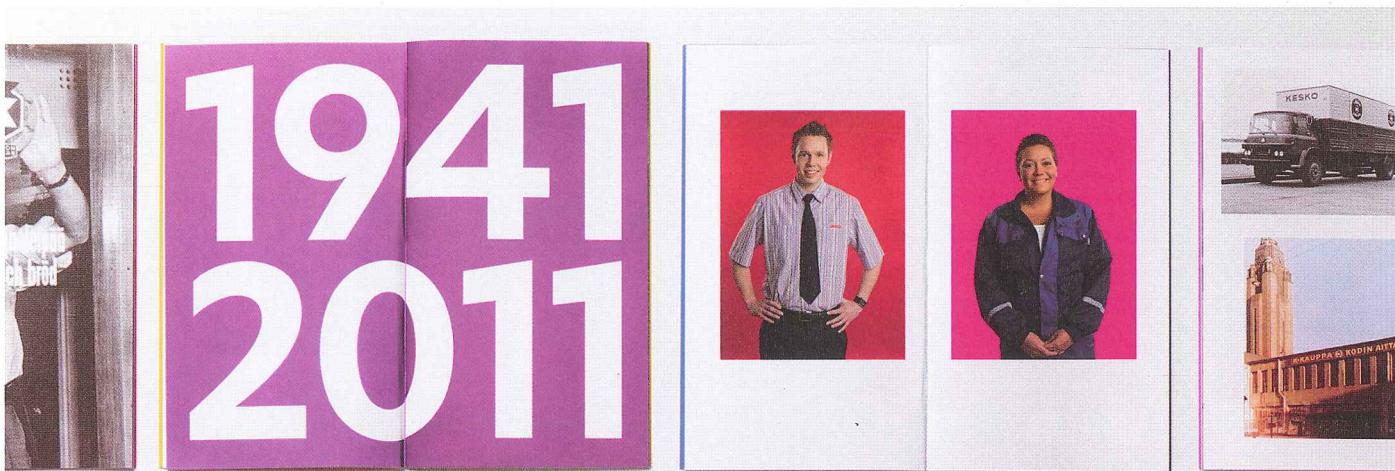
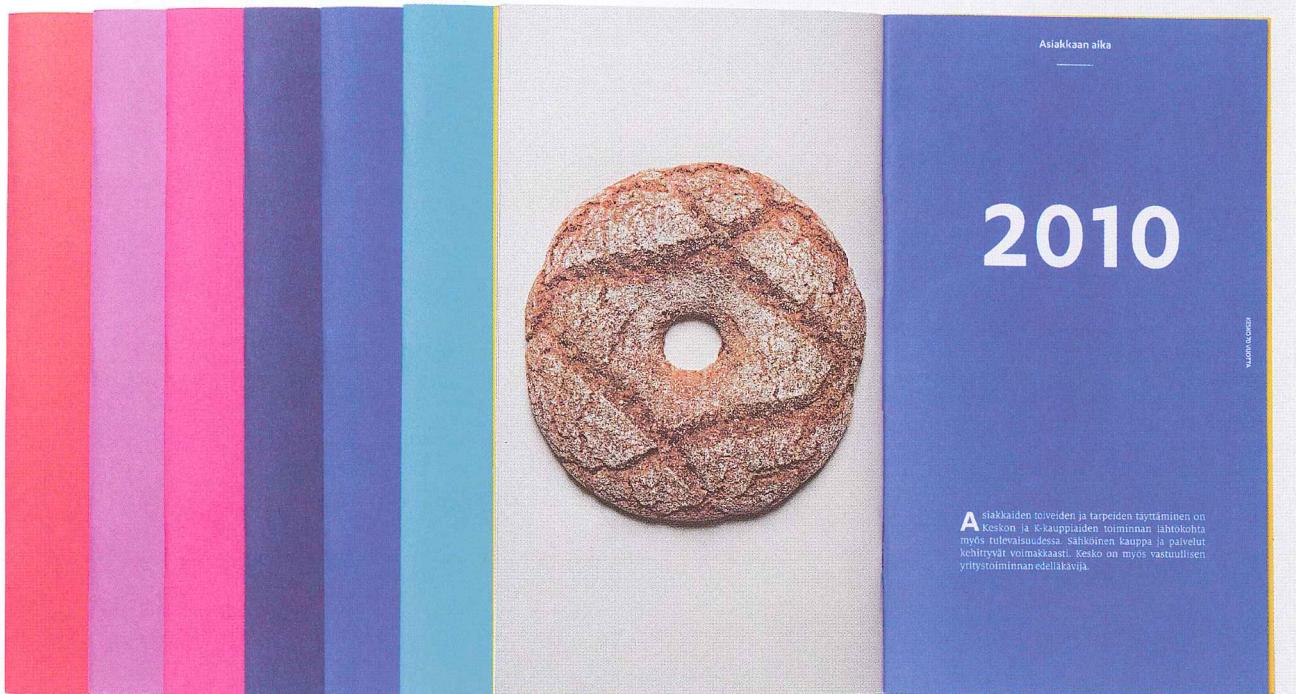
Client  
Kesko

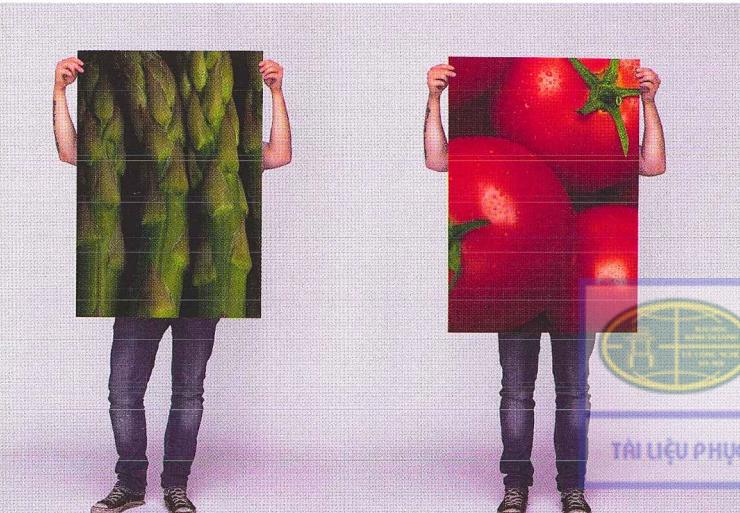
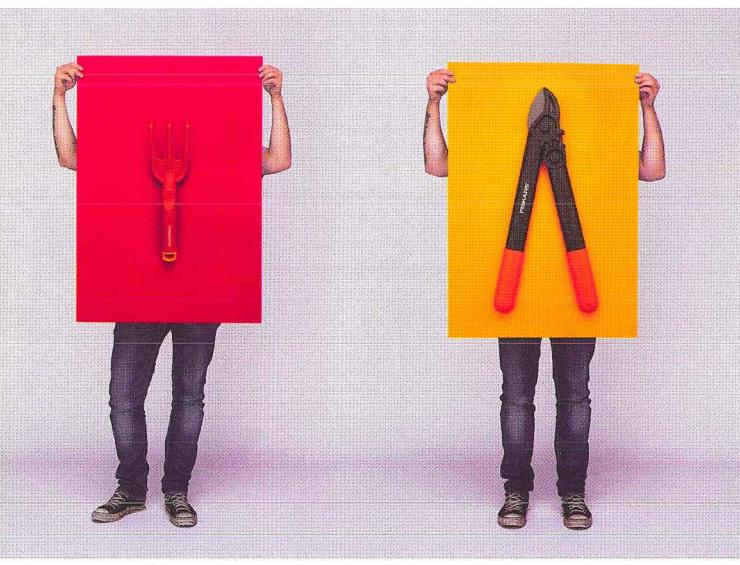
Design Agency  
Bond Creative Agency (Finland)

Designer  
Jesper Bange, Toni Hurme

Photography  
Paavo Lehtonen







THƯ VIỆN  
HUBT  
TÀI LIỆU PHỤC VỤ THẠM KHẢO NỘI BỘ

THƯ VIỆN  
HUBT





belmacz

belmacz

belmacz

belmacz

belmacz

Client  
Belmacz

Design Agency  
Mind Design (UK)

## Belmacz Identity

Belmacz is a London based jewelry company that will open its first shop and gallery in London Mayfair soon. For this reason we have re-designed the original identity and worked in collaboration with Jump Studios on the interior.

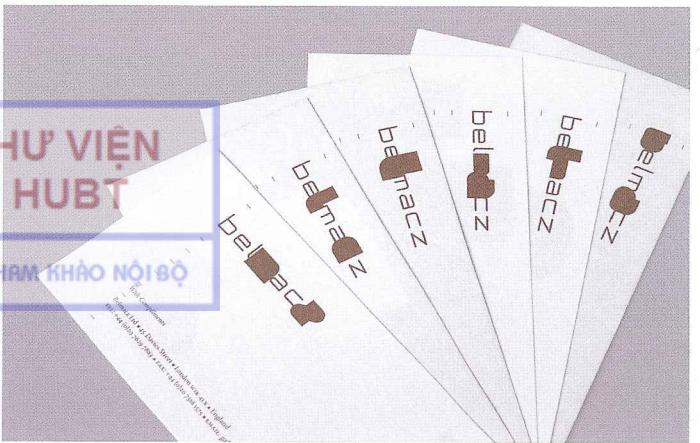
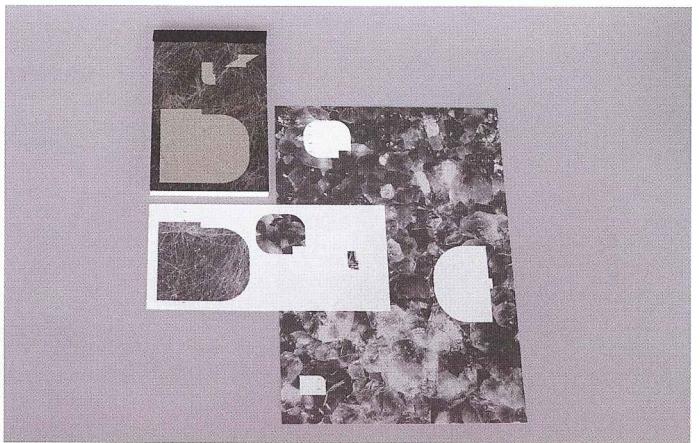
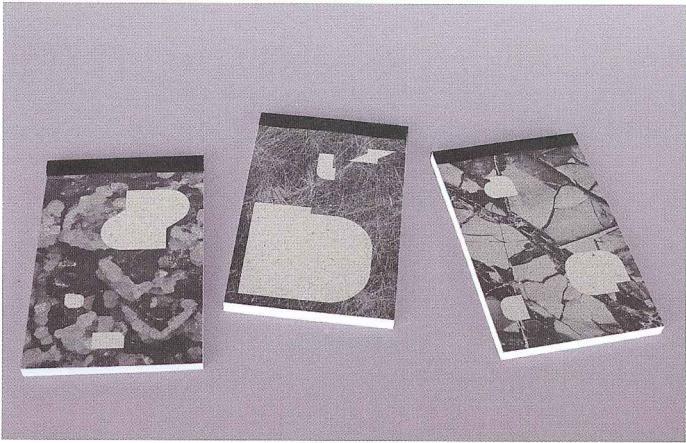
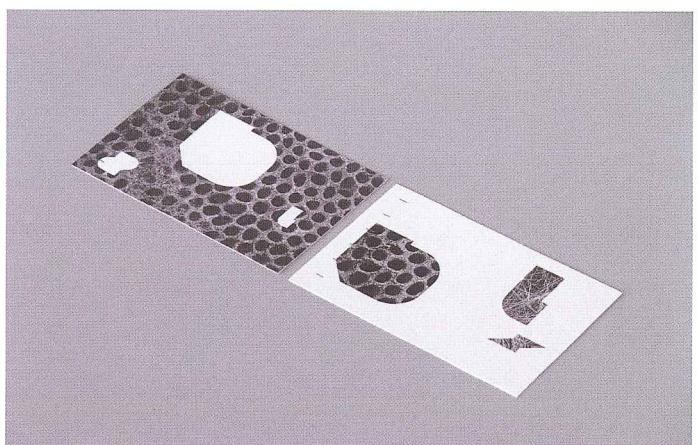
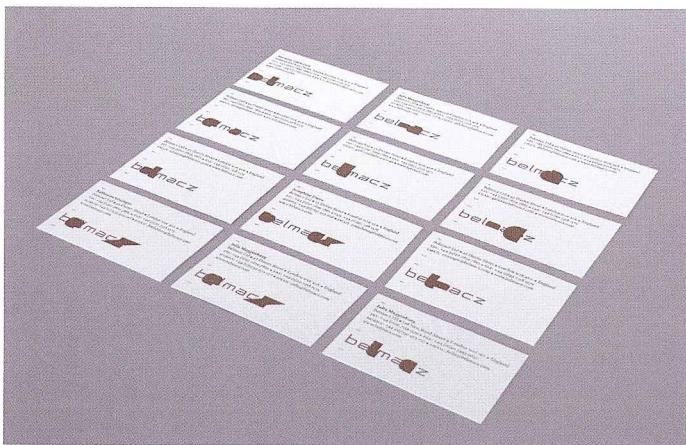
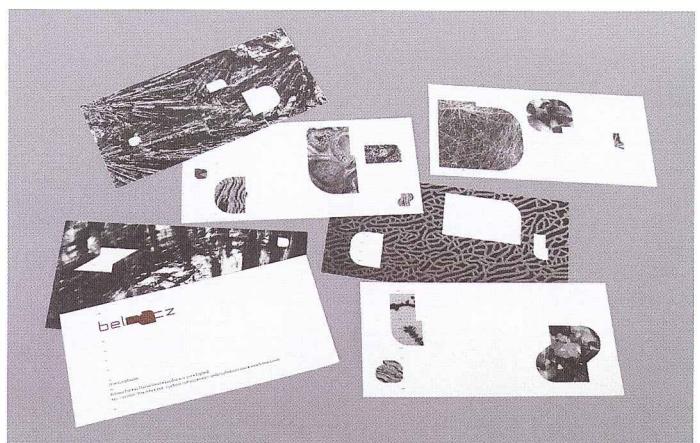
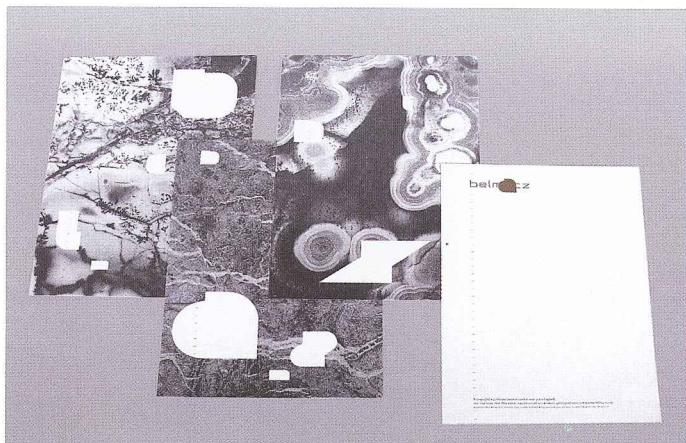
The new identity takes the original logo (which has been in use for about 8 years) but adds a variety of thicker 'raw' letter shapes. Those shapes relate to the process in which raw minerals and diamonds are more and more refined until they become a piece of jewelry. The visual reference start with the mines, goes to the raw materials, then the raw letter shapes, and in the end becomes the refined letter shapes of the original logo.

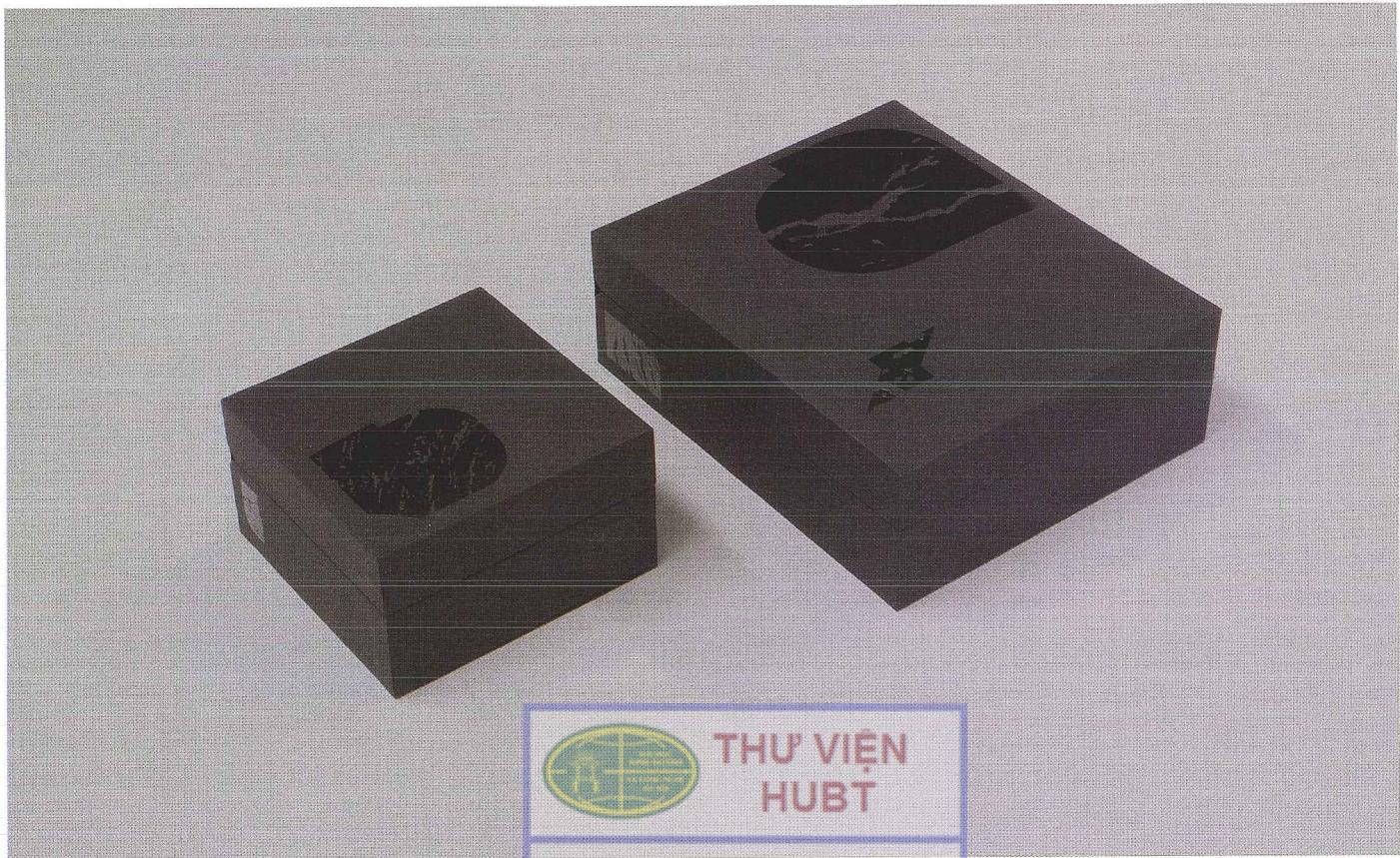
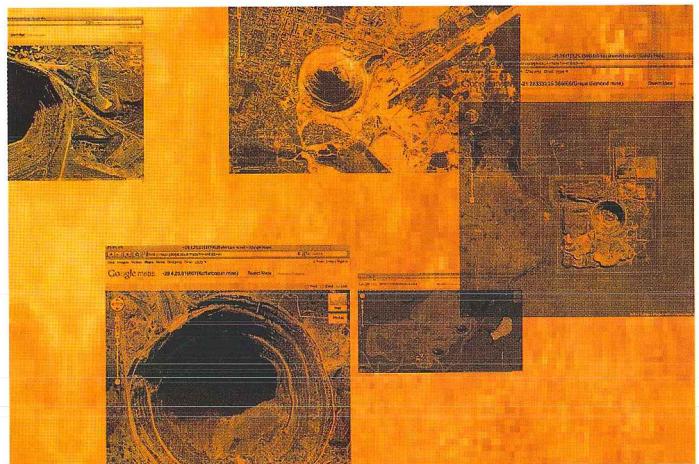
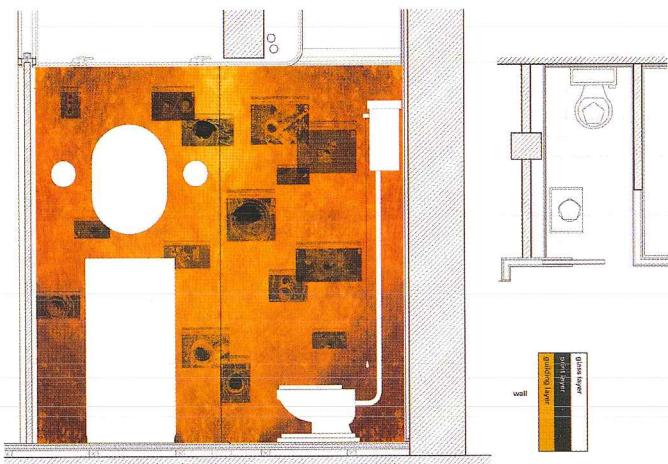
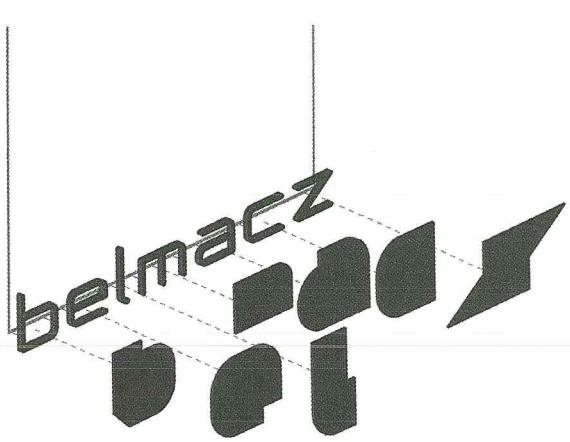
Mining is a brutal confrontation with the environment where often massive holes are 'cut out' of the earth. The conditions under which people work in mines, for example in Africa or Siberia, are hard and their life could not be more different from that of the rich

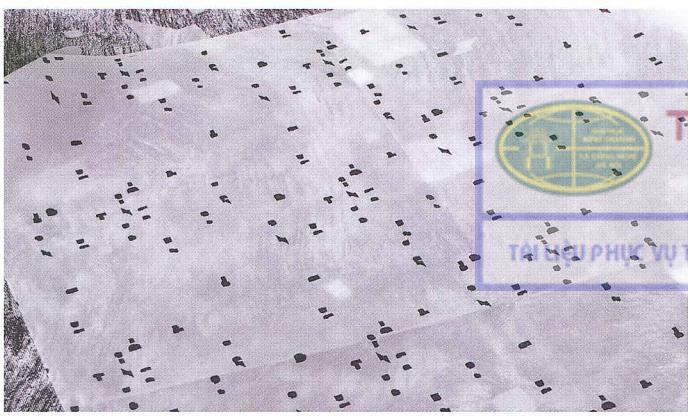
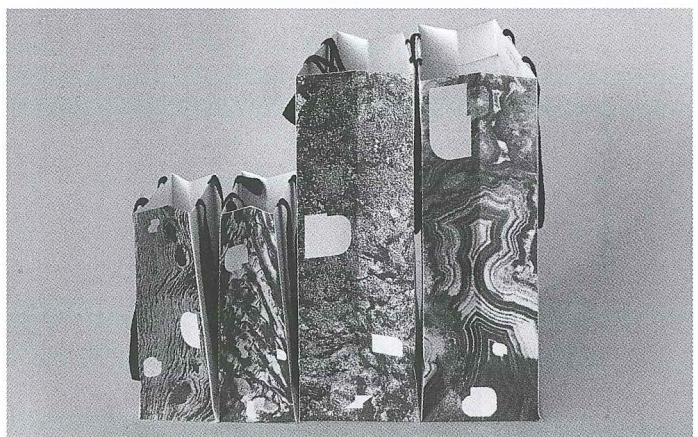
clientele shopping in Mayfair.

On their journey from the mine to the jewelry shop in Mayfair, the materials go through many hands and constantly change location. Not only do the raw materials travel but also the final pieces of jewelry are often passed on from one generation to the next, given away as presents, get stolen or auctioned. It was important to visualise this idea of dislocation and constant travel. The new Belmacz identity is a complex system of connections and works across many different items and media. Every shape that has been cut out on one item of communication re-appears on another. For example a shape missing on a business card can re-appear on a carrier bag.

The design of the bathroom wall goes back to the origin of the jewels. We see it as a place for reflection. It shows Google Earth images of large diamond mines, screenprinted on glass which is covered by leaf gold from the back.









Client

The Limited Hungary Ltd.

Designer

kissmiklos (Hungary)

Designer

Miklós Kiss

Photography

Miklós Kiss,

Poster's photo by Bettina Gál

## The Limited Night Party Identity Concept

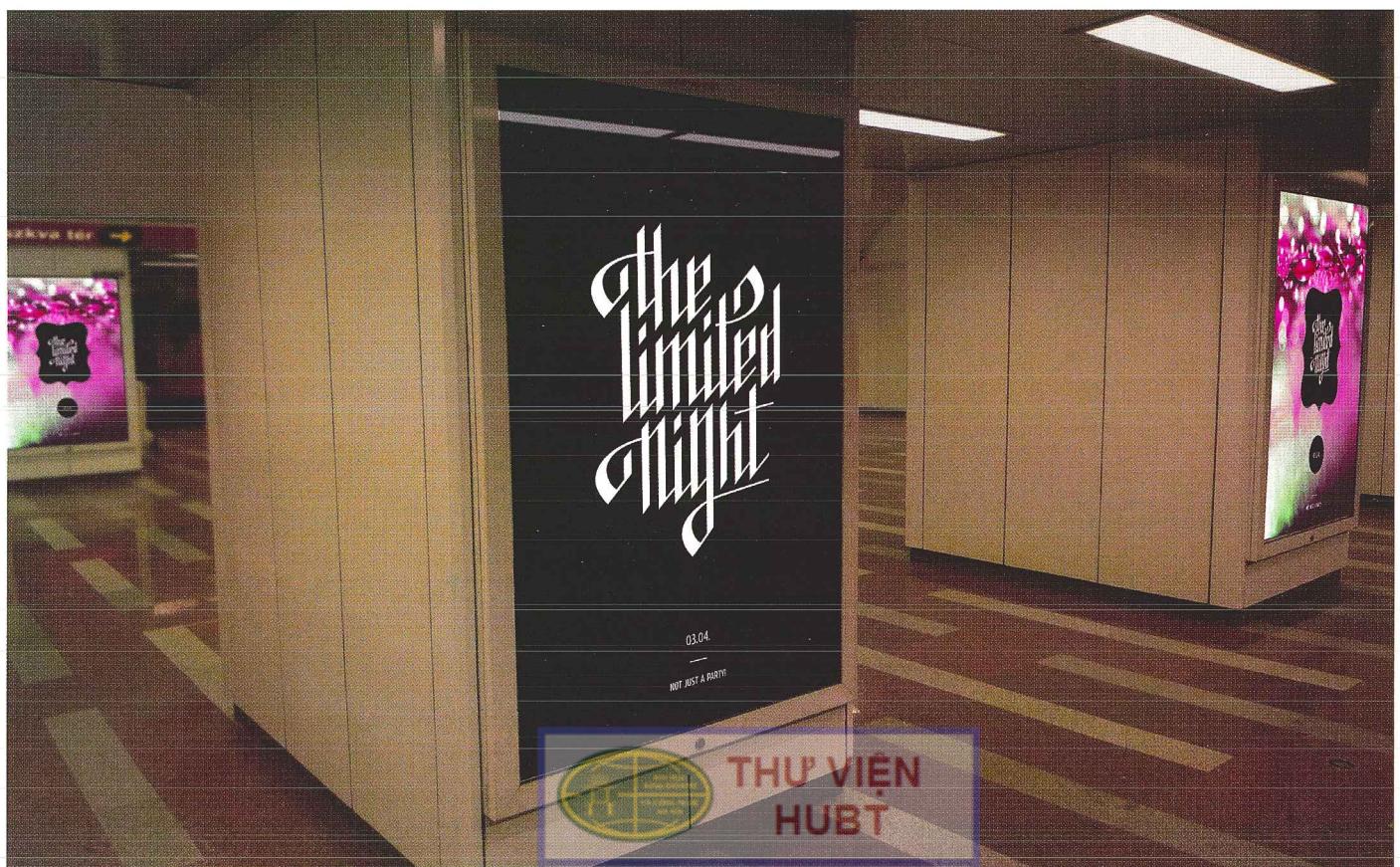
Identity and slogan concept for a pop party series.

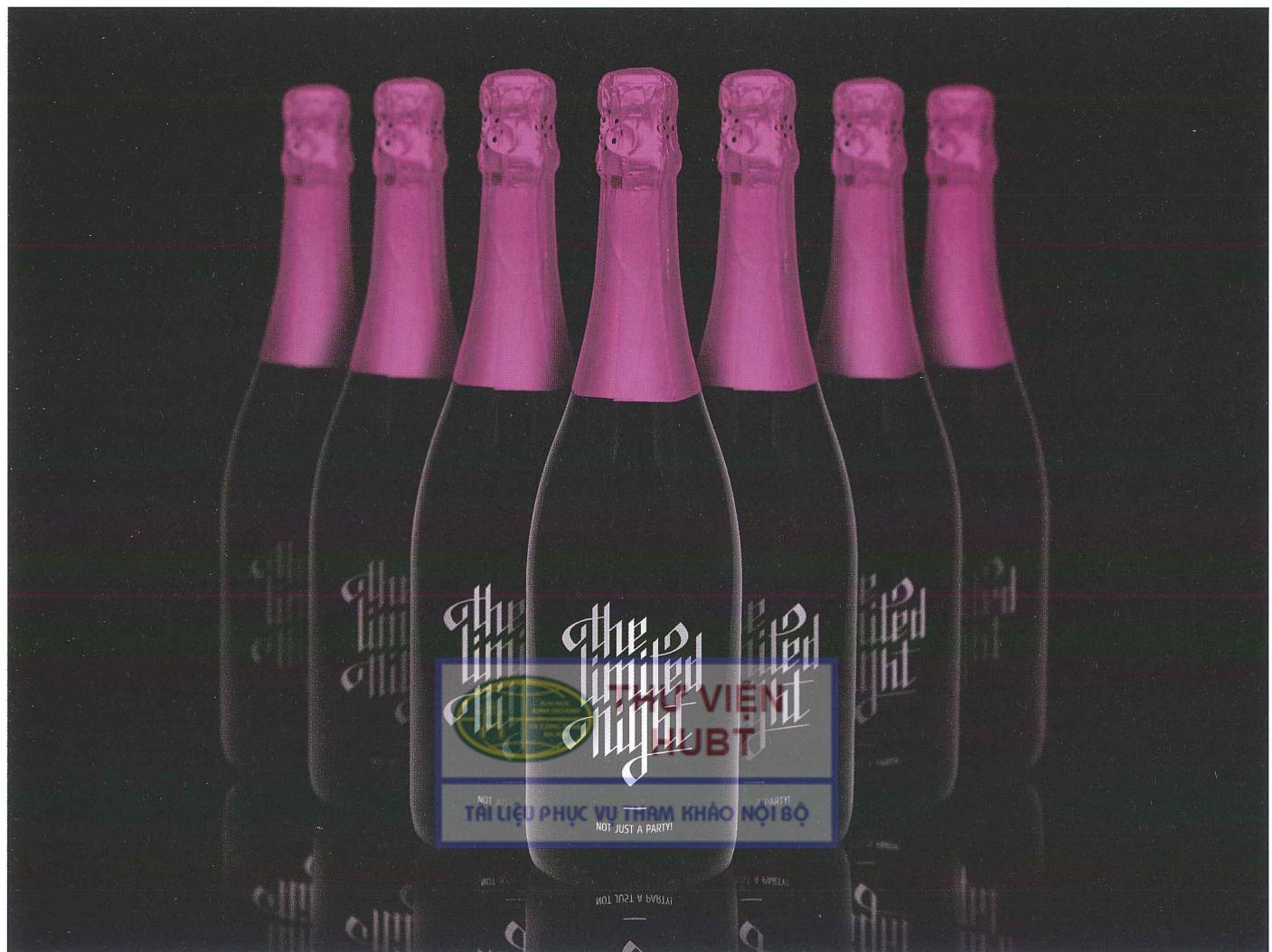
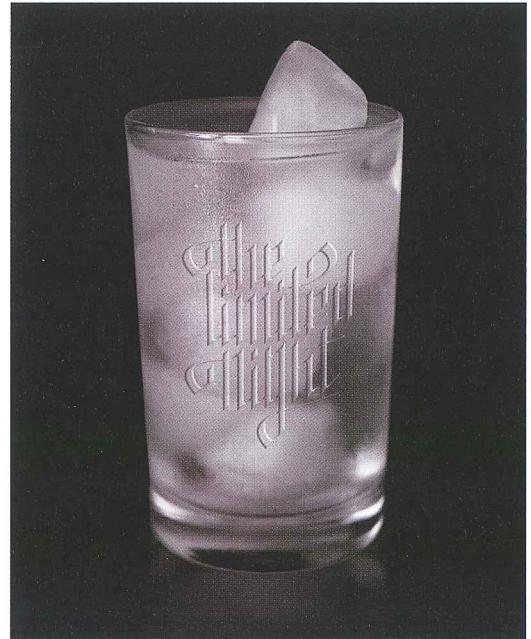
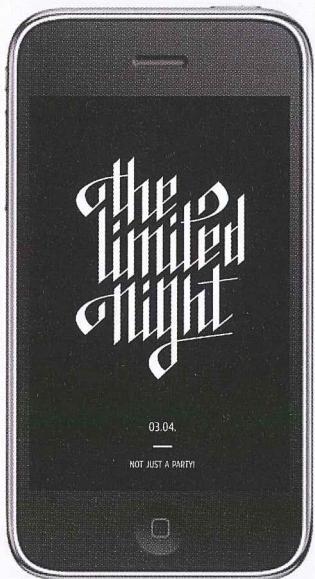


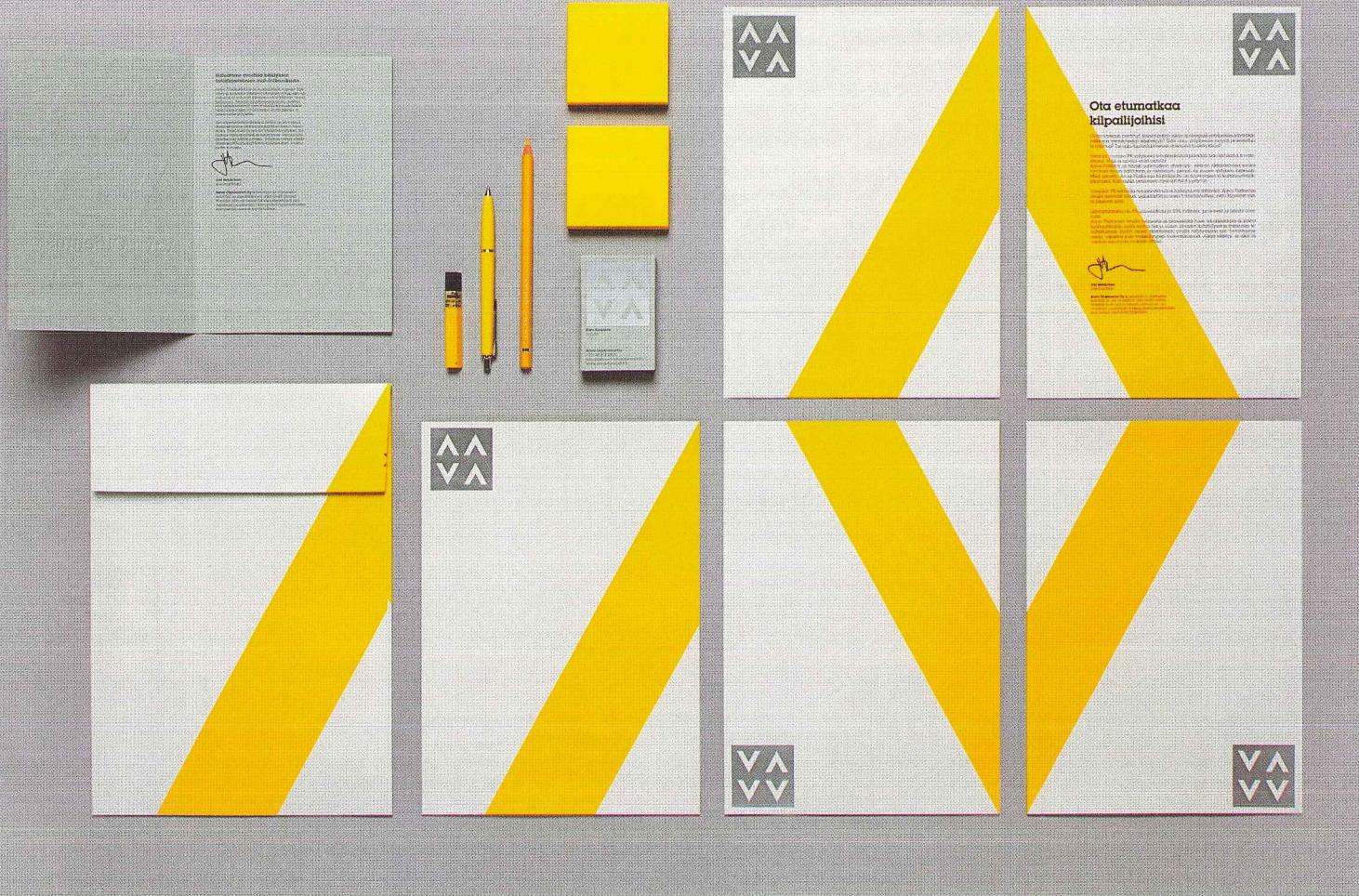


THƯ VIỆN  
HUBT

TÀI LIỆU PHỤC VỤ THAM KHẢO NỘI BỘ







## AAVA

A growing IT company Aava needed an identity and basic sales tools that stand out. Minimalistic branding that stylishly uses the letters of the logo differentiates Aava from its competitors.

Client

AAVA – IT COMPANY

Design Agency

Bond Creative Agency (Finland)

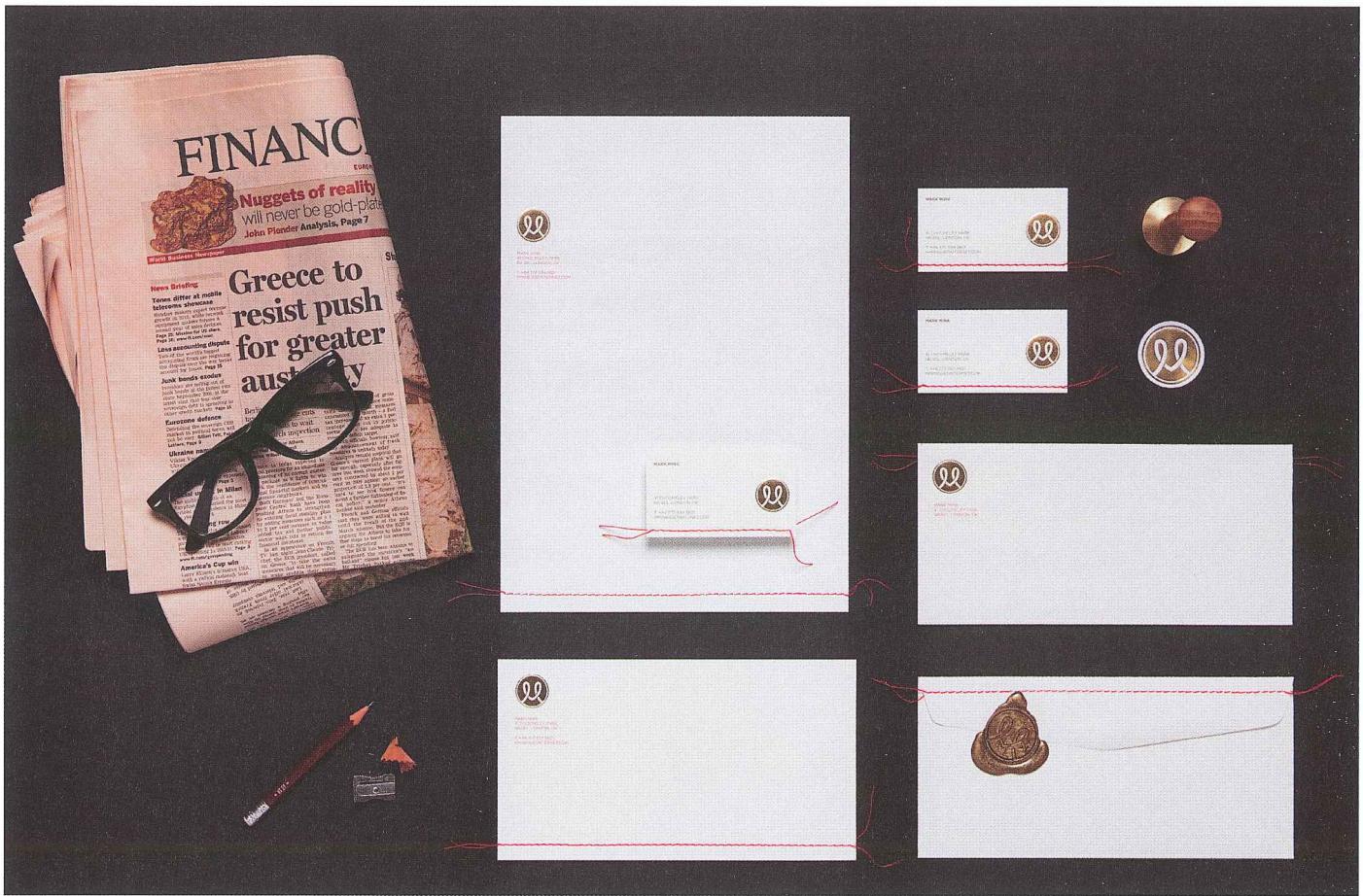
Designer

Jesper Bange

Photography

Paavo Lehtonen





## Personal Branding

A dignified brand identity with high quality materials and finishes, designed for an international businessman.

Client  
International Businessman

Design Agency  
Bond Creative Agency (Finland)

Designer  
Jesper Bange

Photography  
Paavo Lehtonen





## The Healing Arts Identity

The Healing Arts is a London based collective that "was born out of a desire to explore both the collective creative process, and an interest in how ideas propagate. It originally formed around an interest in experimental music but we quickly realized a shared curiosity for the arts, science, technology and society at large."

We were approached to design and develop The Healing Arts identity and web presence. After narrowing down the groups influences to a few key areas, such as mysticism, symbolism and alchemy,

we started the process of developing the identity. In our research, we stumbled upon Antahkarana, an ancient Tibetan symbol for healing. The meaning of Antahkarana in many ways related to the values of the collective while also incorporating the mysticism and symbolism. Hence, we made the symbol the base for the new logotype.

The foiled business cards were designed as the three separate parts of the symbol, each card carrying one of the initials on the back.

Client

The Healing Arts

Design Agency

Lundgren+Lindqvist (Sweden)

Designer

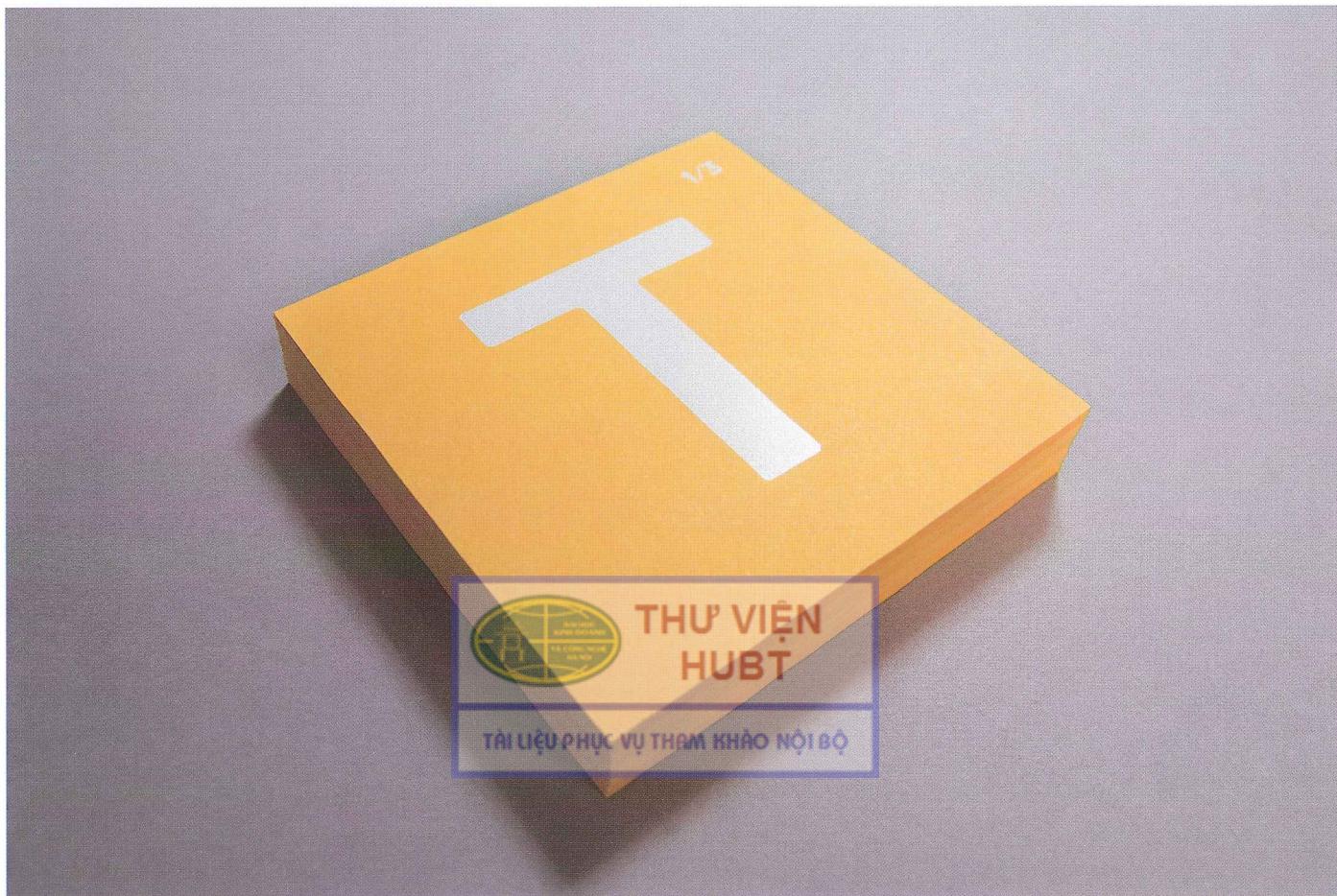
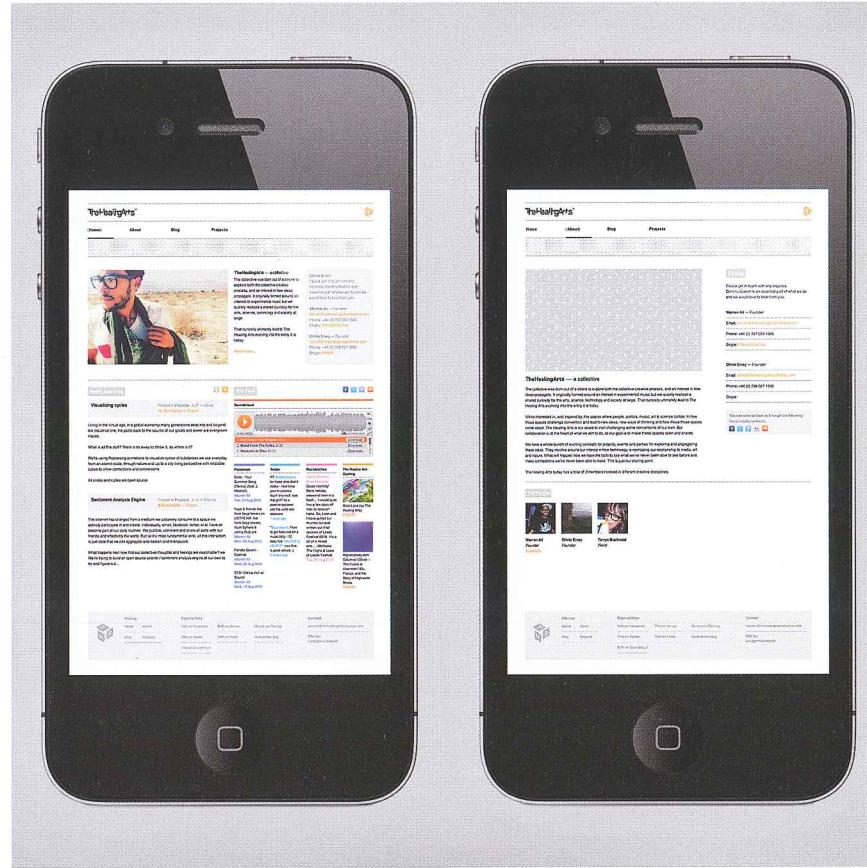
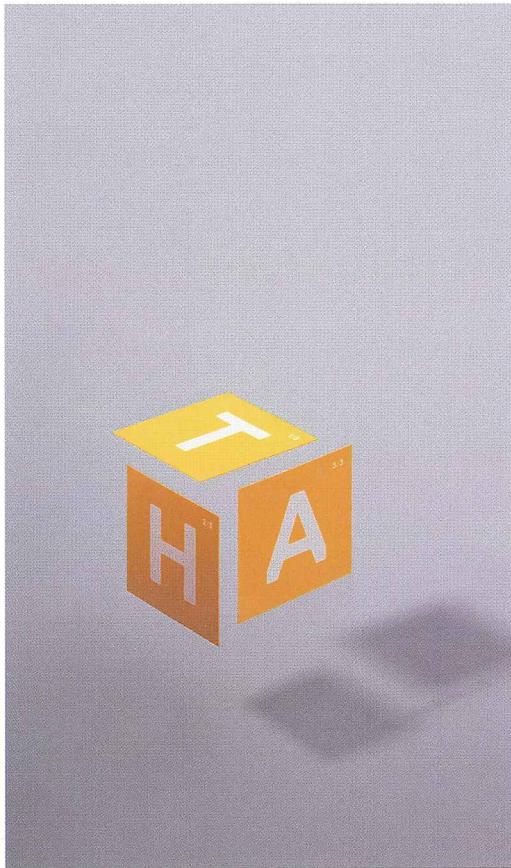
Andreas Friberg Lundgren,

Carl-Johan Lindqvist

Photography

Cora Hillebrand







## Bang Chau Kaffeforretning

Bang Chau Kaffeforretning is owned by Bang Chau, a vietnamese "coffee-nerd" born in Oslo.

The shop location Vibes gate is the street where her parents and siblings were welcomed in 1977 as refugees from Vietnam.

We were tasked with creating a generous, unformal, mystic platform.

The mark is a combination of the two vietnamese accents in her name. The shape recall an asiatic glyph,

a figure with raised arms, a container that filter and a sort of holy grail. The different fonts used in the mark are meant to underline a contaminated place. The mark is used as a stamp of quality across the various applications.

The logo group is made to be completed by hand or by standard stamps (ie opening hours on the window or date on the cups). The colour palette is black and white to make the products stand out.





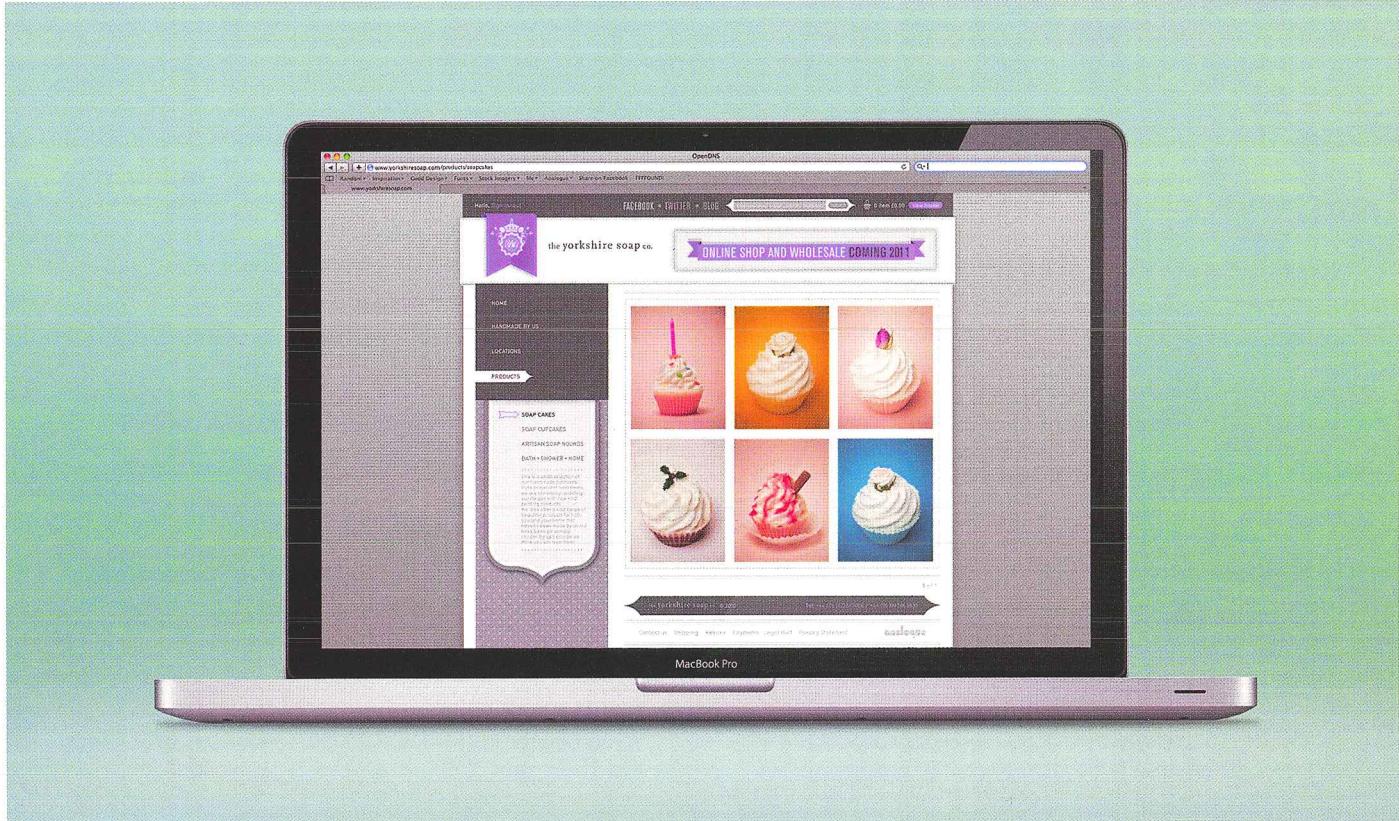
Client  
Bang Chau Kaffeforretning

Designer  
DesignersJourney (Norway)

Designer  
Henrik Olssøn, Erika Barbieri

Photography  
Axel J. Bauer





## Branding / Packaging / Web Design

Their boutique stores sell handmade cake-style soaps using the finest ingredients, with the utmost care and attention, and it shows. Analogue complimented their unique vision with simple and elegant branding, including foil embossed paper engineered handbags,

tags and soap packaging. We also crafted a beautiful website and an online store for them, allowing them to expand their business and offer their exquisite creations to the rest of the world.

Client  
The Yorkshire Soap Company

Design Agency  
Analogue (UK)

Designer

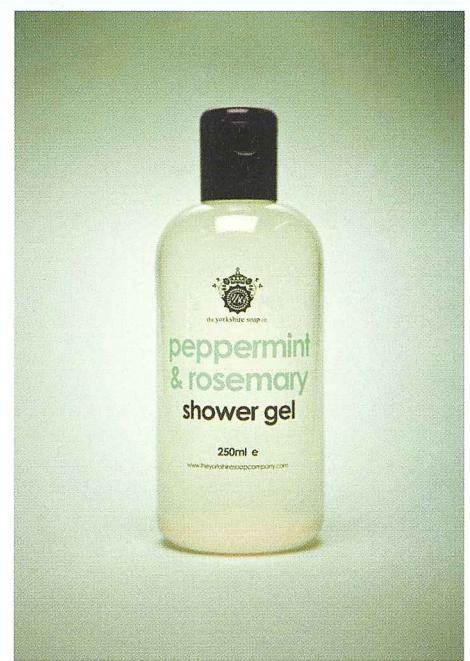
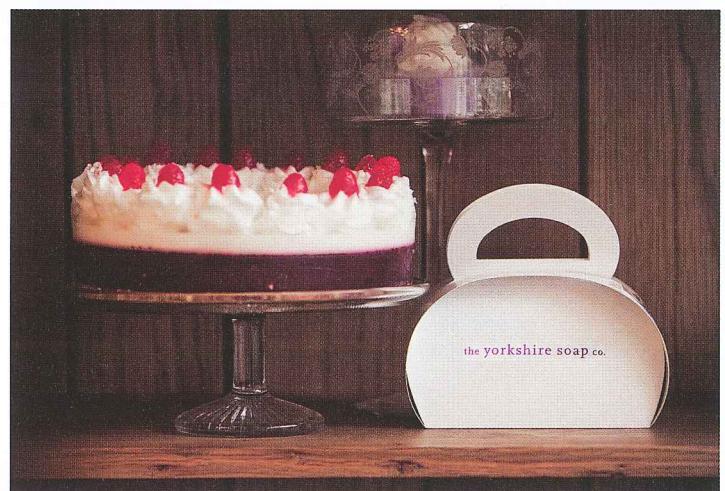
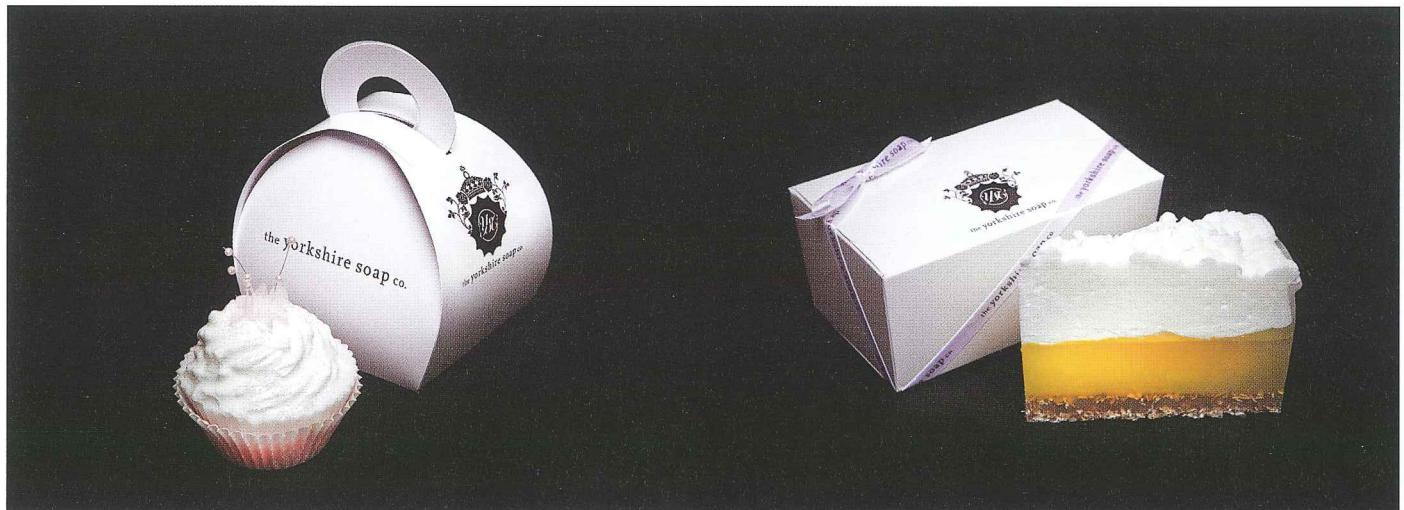
Tez Humphreys, Mike Johns,

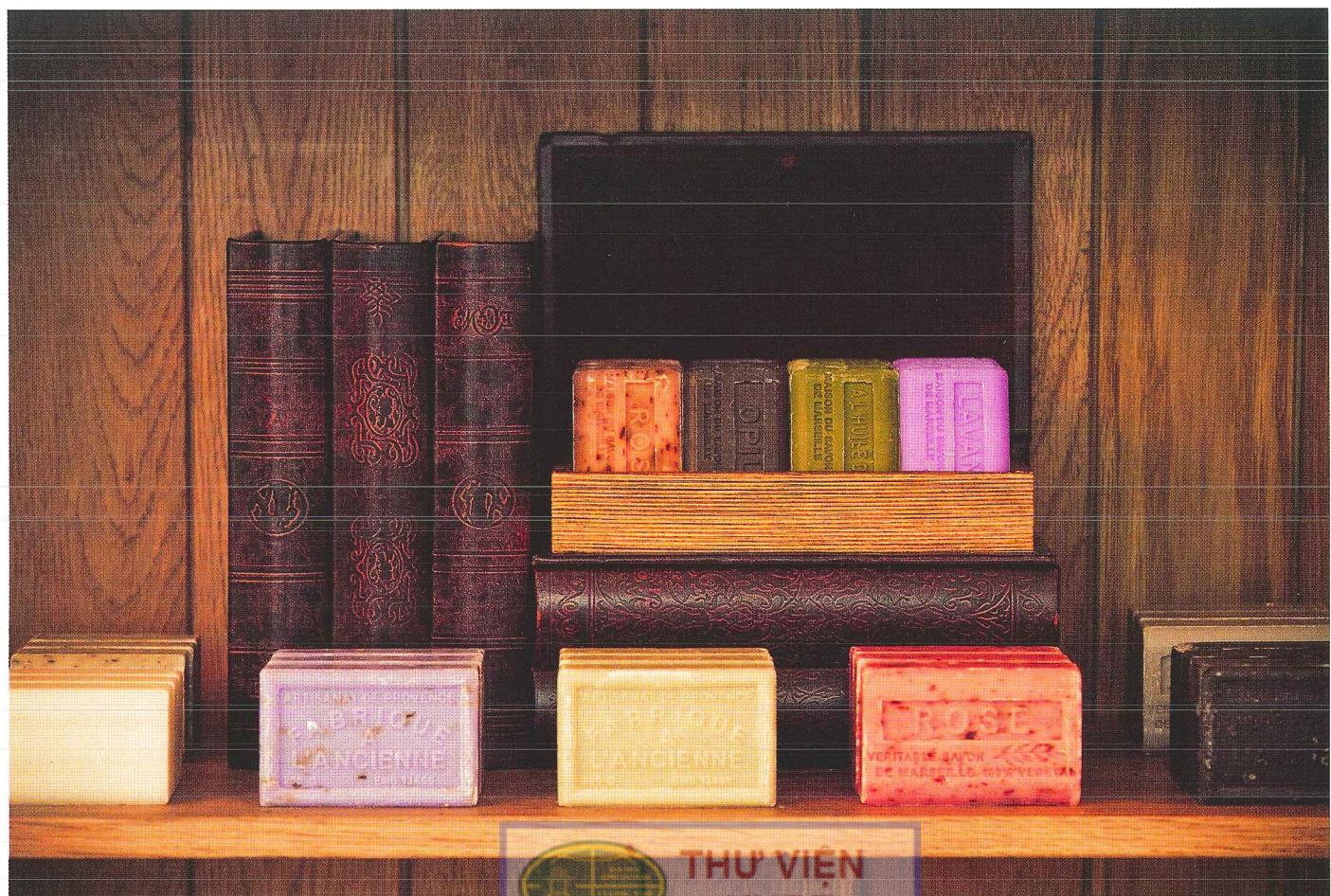
Barry Darnell

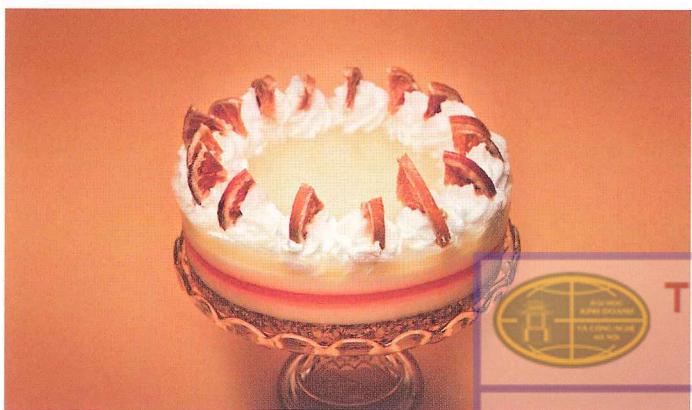
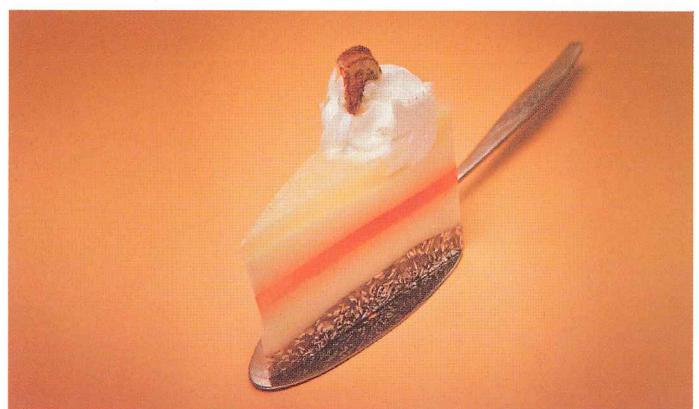
Photography

Rob Booker



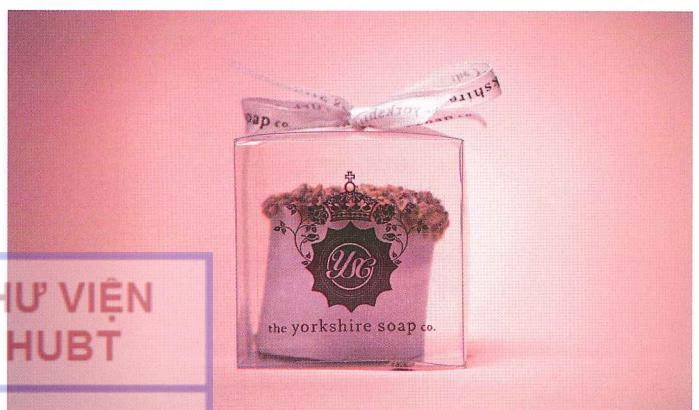






THƯ VIỆN  
HUBT

TÀI LIỆU PHỤC VỤ THAM KHẢO NỘI BỘ



# SUGAR!

Client  
Eszter Horváth, Gergely Lábady

Design Agency  
Graphasel Design Studio (Hungary)

Designer  
David Drozsnyik, Dóra Vágfalvi,  
Péter Szőke, Zsuzsa Nonn,  
Attila Bolgár, László Ördögh

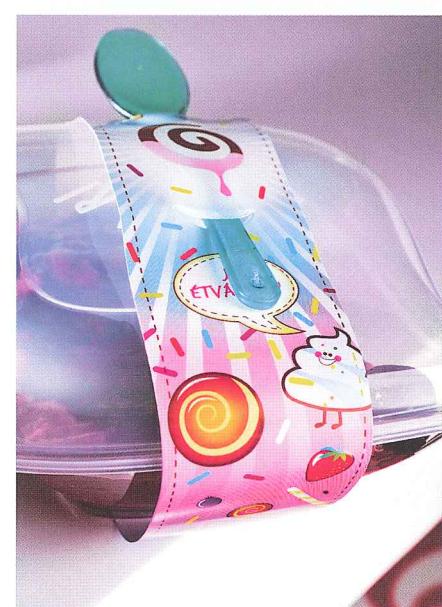
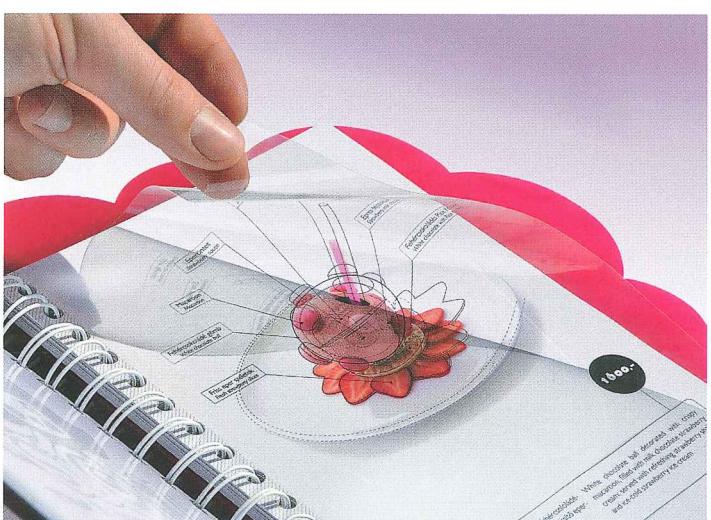
Photography  
Tamás Bujnovszky, Graphasel

## SUGAR! Design Confectionery Identity

Our client, a fashion stylist has blended the confectioner traditions of her family with her own profession – and created SUGAR! Design Confectionery. We have designed an extraordinarily

diverse, flexible and colorful identity, which is annually updated when a new confectionery collection is introduced, including packages, the seasonal menu and the website.







# SUGAR!

SUGAR! PRODUCTS ORDER PARTY SERVICE PRESS ROOM NEWSLETTER CONTACT

If you choose a tiered cake, you may choose different flavors for each tier.

H-1042 BUDAPEST, PETŐFI S.U. 35 • DESIGN CONFECTIONERY • OPENING HOURS: MO-SU 10 AM-7 PM

# SUGAR!

SUGAR! PRODUCTS ORDER PARTY SERVICE PRESS ROOM NEWSLETTER CONTACT

CLICK ON THE CAKES

YOU DON'T KNOW, WHICH ONE TO CHOOSE? NO PROBLEM! START AT THE BEGINNING!

H-1042 BUDAPEST, PETŐFI S.U. 35 • DESIGN CONFECTIONERY • OPENING HOURS: MO-SU 10 AM-7 PM

# SUGAR!

SUGAR! PRODUCTS ORDER PARTY SERVICE PRESS ROOM NEWSLETTER CONTACT

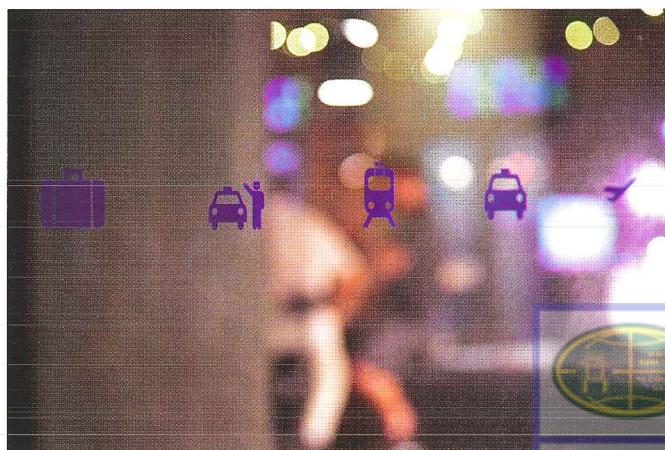
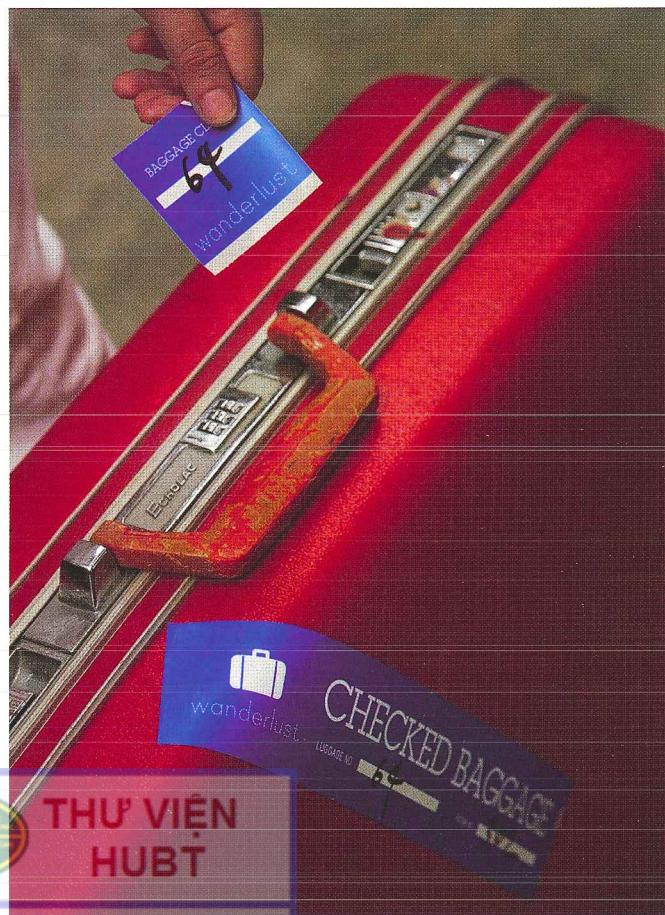
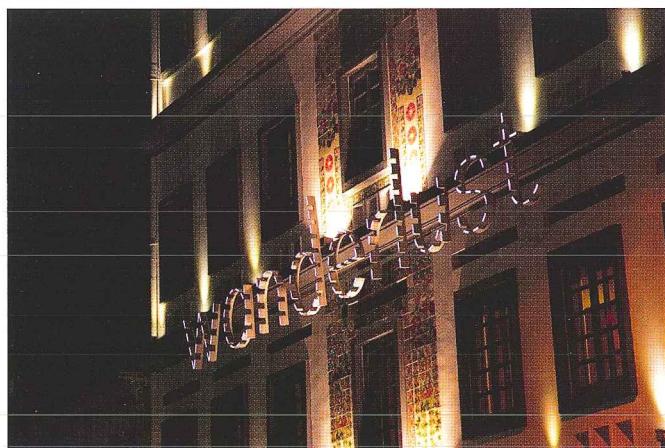
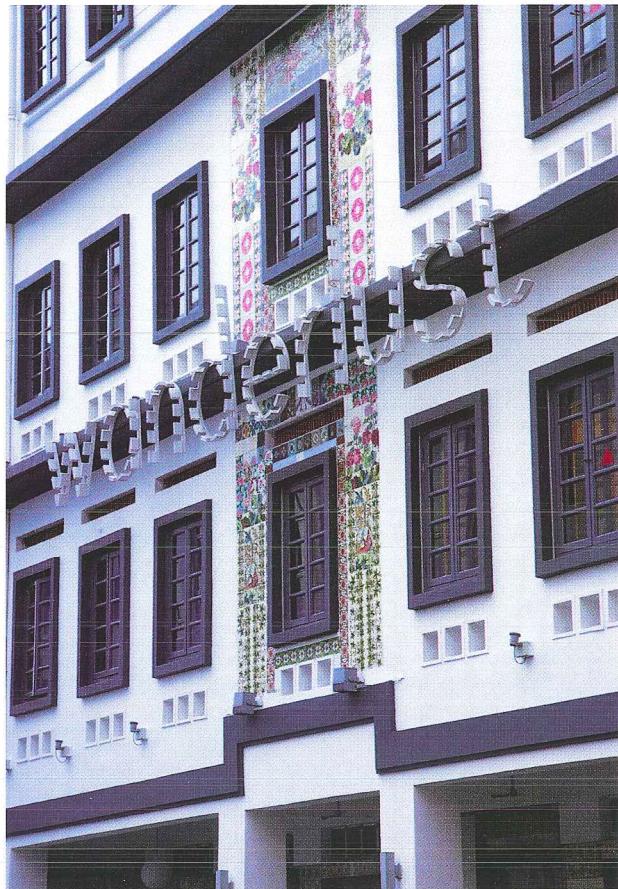
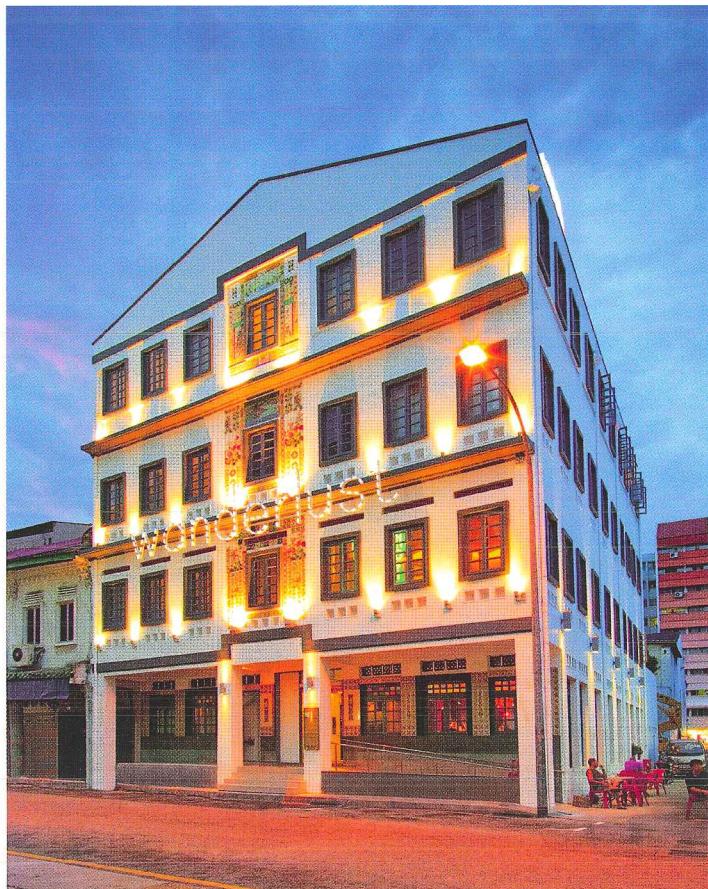
CAKE SIZES:

Slice numbers: 8, 10, 16, 30, 50, 75.  
Tiered cakes may be ordered with different flavors!

Attention, cake heights may vary!  
Depending on the design, we may use 5, 4, or at times 3 sponge tiers for one cake! Please remember this upon selecting the slice number of your cake, as slimmer slices should be cut out of taller (4 and 5 tiered) cakes!

A részletek kigondolásakor húj minélképpen a kártérképet, a kártérkép a részletek körülbelül 10%-kal kisebb lesz.

H-1042 BUDAPEST, PETŐFI S.U. 35 • DESIGN CONFECTIONERY • OPENING HOURS: MO-SU 10 AM-7 PM





## Wanderlust Hotel, Singapore

Wanderlust as the dictionary defines, is a strong innate desire to travel.

The custom made logotype expresses the feeling of dreaminess, fantasy and the discovery of the surreal landscape of a new world. The dash lines evoke the impulse to join the lines, as with the impulse to travel. The act of joining the lines is also analogous with the marking of lines from point to point, like a traveler would do on his map to plan/track his route.

The airmail tricolor band is synonymous with traveling and correspondence - the conveyance of the emotions and thoughts kindled during a journey via mail.

Various forms of ephemerals and keepsakes experienced during a journey were carefully studied,

considered and deployed onto the collateral set. Bus ticket for rate cards; air ticket for brochure inserted into an Air-ticket Wallet; notebook aptly named **ITINERARY** as a multi-purpose room-directory/guide book/journal for the guests, etc.

The deployment of **ITINERARY** has completely changed the way guest checks into a hotel and elevated the wanderlust experience. Various visa stamps are ink-stamped onto the **ITINERARY** depending on the various activity the guests partake - checking in, assignment of room number and wi-fi password, payment etc. The notebooks are useful guidebooks with area maps, train/bus maps, shops and restaurants to check out as well as blank pages for notes.

### Client

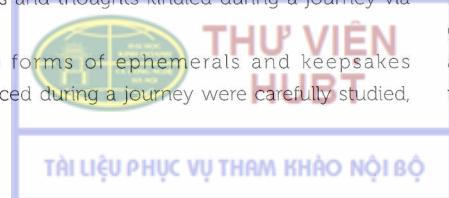
Wanderlust Hotel, Singapore

### Design Agency

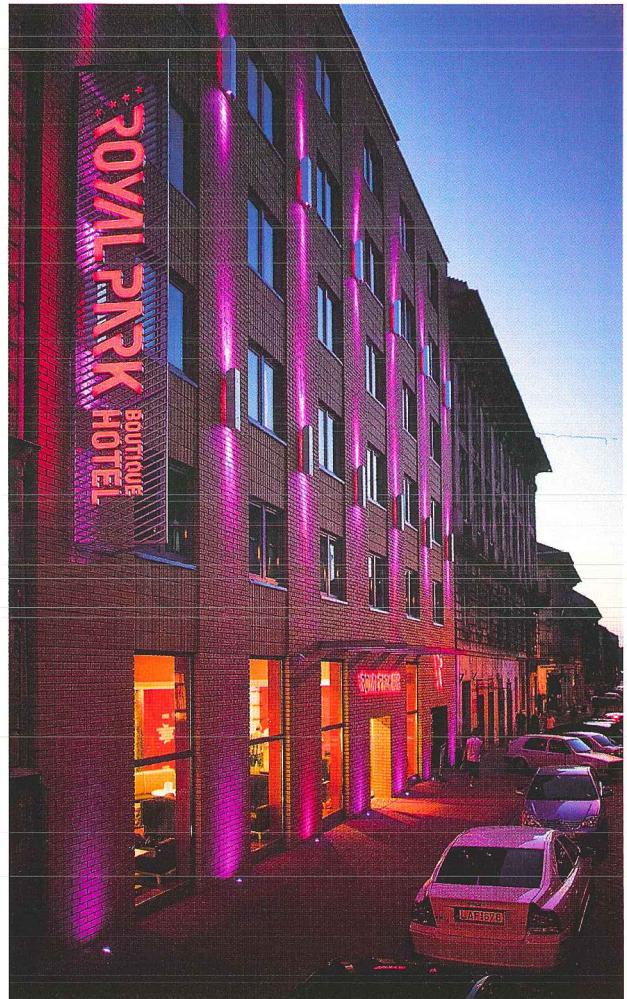
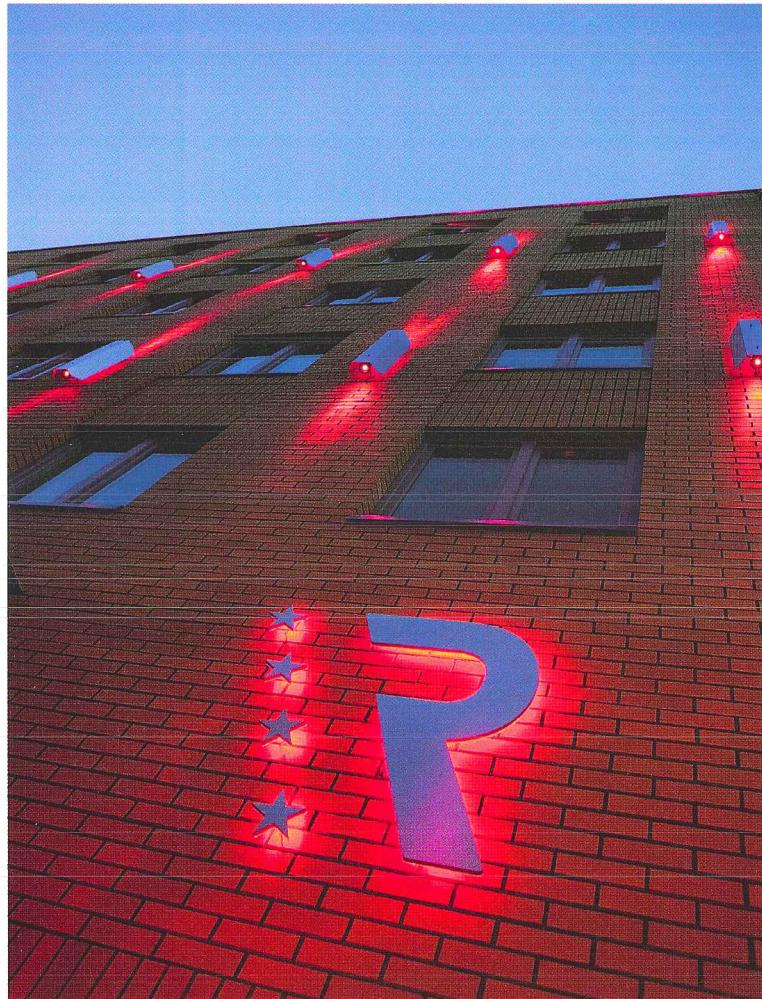
Foreign Policy Design Group (Singapore)

### Designer

Yah-Leng Yu



# ROYAL PARK BOUTIQUE HOTEL



## Royal Park Boutique Hotel Identity

Since the Hotel primarily aimed to invite young tourists, we decided to design a spectacular and striking identity. We used pictograms to indicate the function of all pieces of equipment which, besides providing a

funny appearance, also emphasizing functionality. The front light was accomplished by using environment-friendly LED technology, the concept of which fits well into the identity that primarily uses recycled materials.

Client  
Royal Park Boutique Hotel

Design Agency  
Graphasel Design Studio (Hungary)

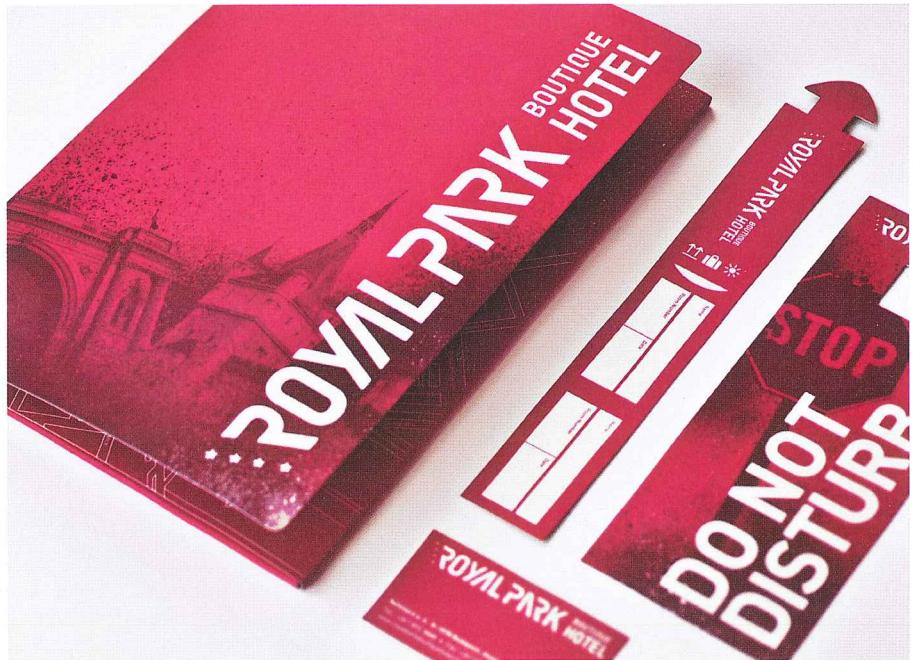
Designer

László Ördögh, Dóra Vágfalvi,  
Péter Szóke, David Drozsnik,

Zsuzsa Nonn, Attila Bolgár,  
Sándor Polyák

Photography  
Attila Balázs





**ROYAL PARK BOUTIQUE HOTEL**

Aktuelle  
...  
80 Euro  
...  
Reservation

**Guest rooms**

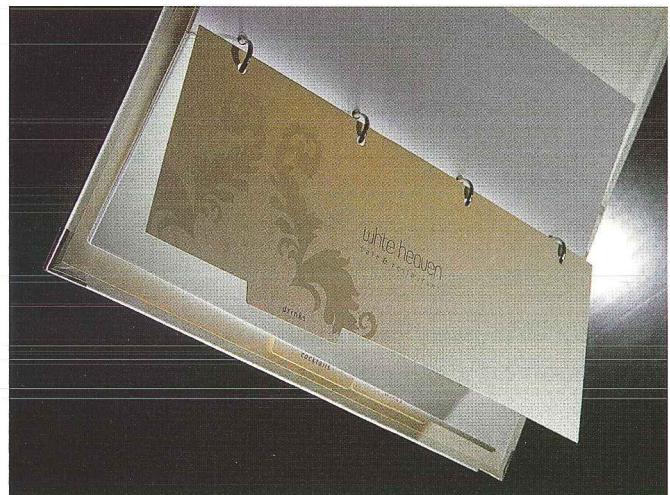
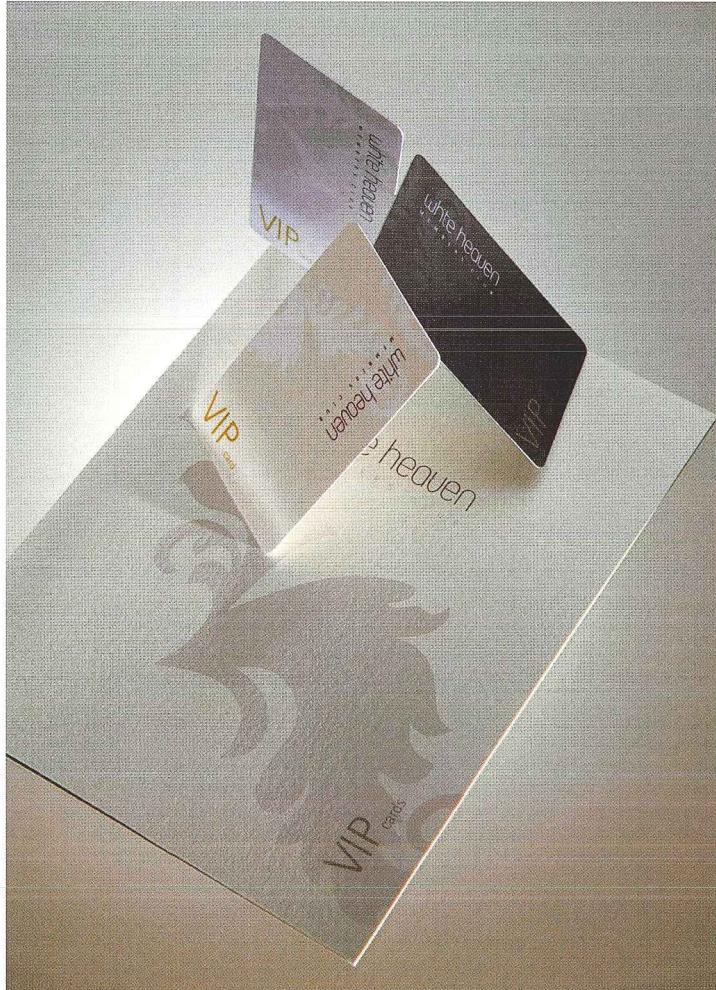
**Photo Gallery**

**Guest rooms description**

**Useful information**

**Map**





## White Heaven Cafe and Restaurant Identity

The restaurant, also serves as a members club, aims to invite wealthy guests to have some rest. The identity reflects on the name of the restaurant, therefore, we aimed to introduce and use white colour as many

ways as possible during the design of the identity. In terms of printed materials, we designed on elegant materials by using various print techniques to achieve a matte-nacreous, tone-in-tone result.

Client  
White Heaven

Design Agency  
Graphasel Design Studio (Hungary)

Designer  
David Drozsnik, Péter Szóke, Dóra Vágfalvi, László Ördögh

Photography  
Graphasel











# OPERA-GARDEN HOTEL & APARTMENTS



Client  
Opera Garden Hotel & Apartments

Design Agency  
Graphasel Design Studio (Hungary)

Designer  
László Ördögh, Dóra Vágfalvi, Péter Szőke,  
David Drozsnik, Attila Bolgár, Zsuzsa Nonn

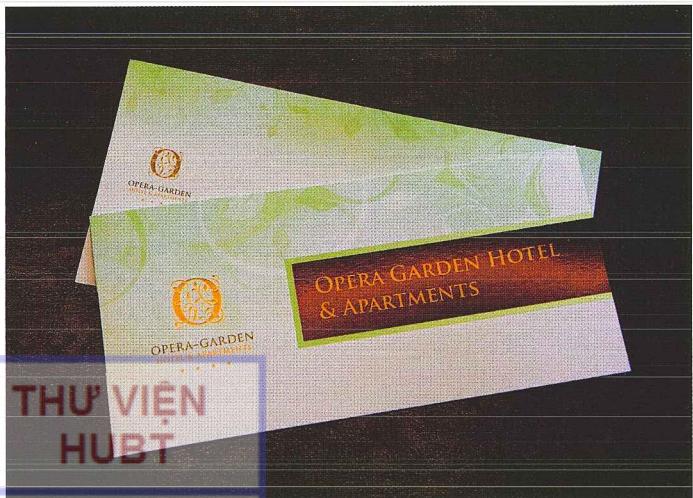
Photography  
Attila Balázs

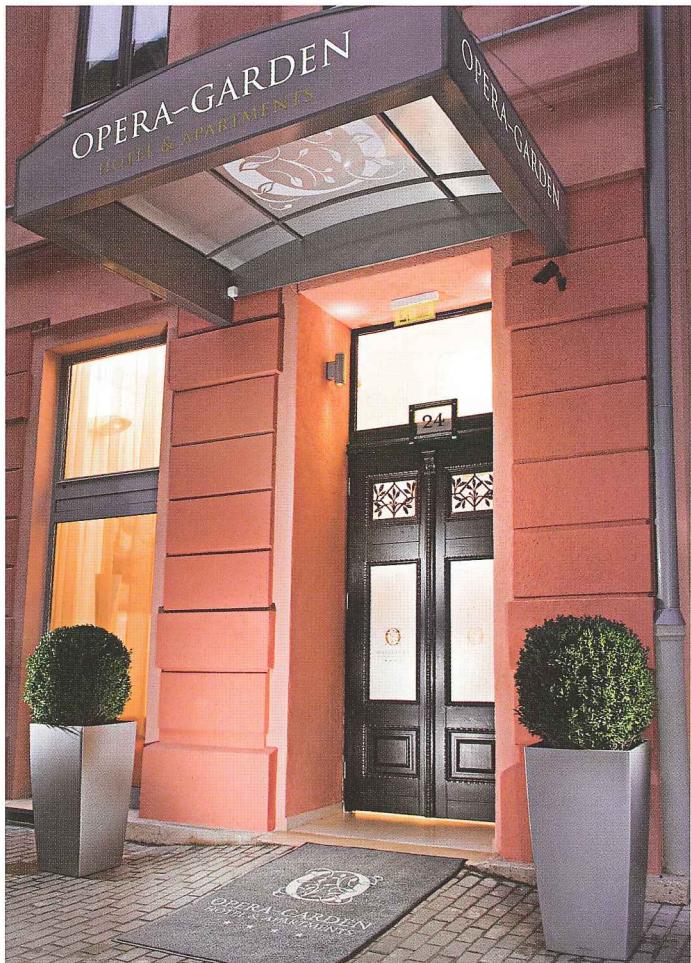
## Opera Garden Hotel & Apartments Identity

The Opera Garden Hotel & Apartments is perfect for those, who would like to have some rest as well as visiting the exciting centre of Budapest.

The reconstructed hotel waits its guests with

contemporary designed apartments. The identity of hotel perfectly reflects the atmosphere of the past century and still harmonizes with the 'green' modernism of the building.







## Zara Hotel Identity

This hotel was built in the city centre of Budapest for young businessmen. The main expectations of our client were as follows: the identity should be elegant and reflect his Middle-Eastern origins; moreover, he also insisted on the use of golden colour throughout the hotel. The identity covers all elements of the hotel, and during the design period we also considered that the hotel could expand to a chain of hotels in the future.

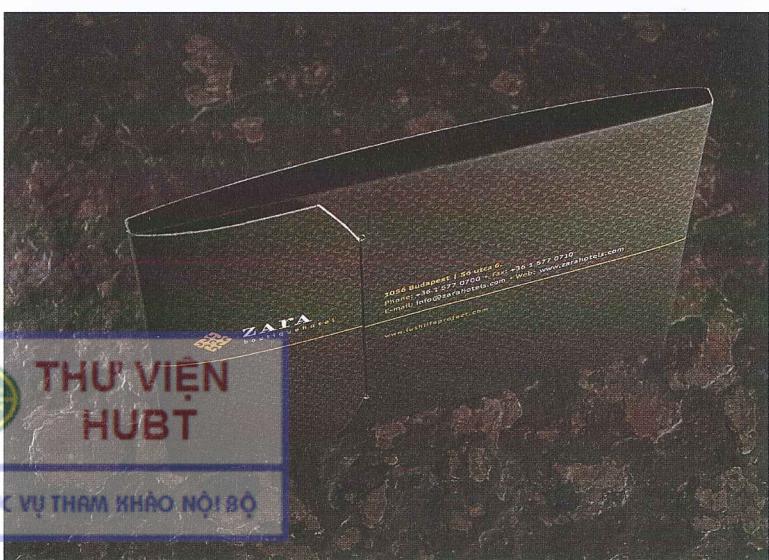
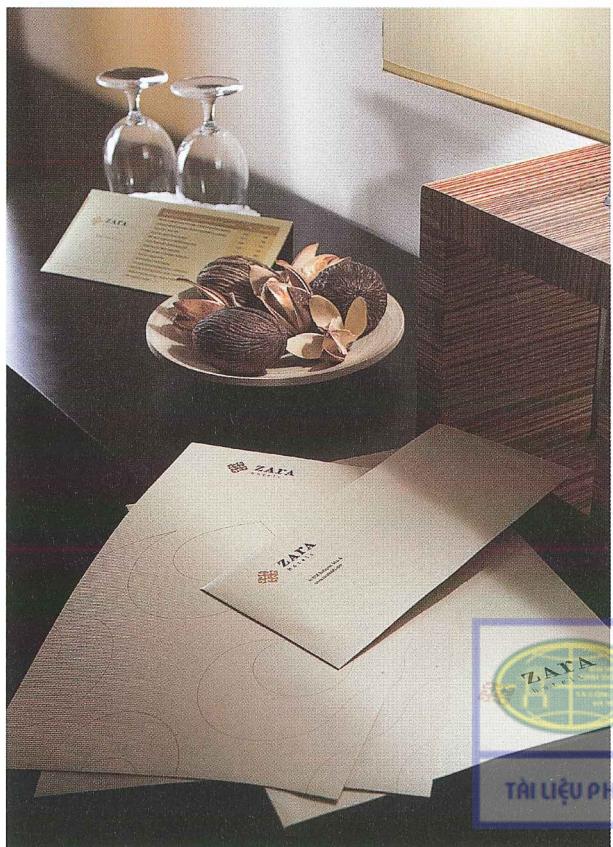
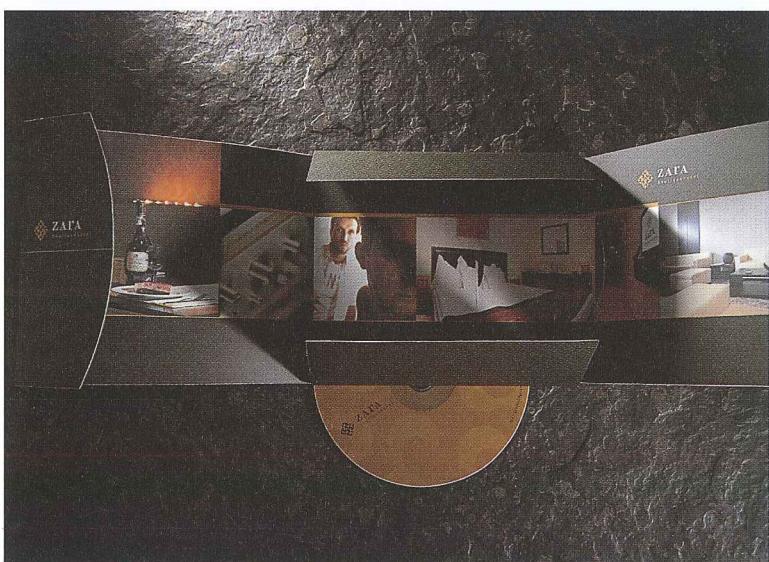
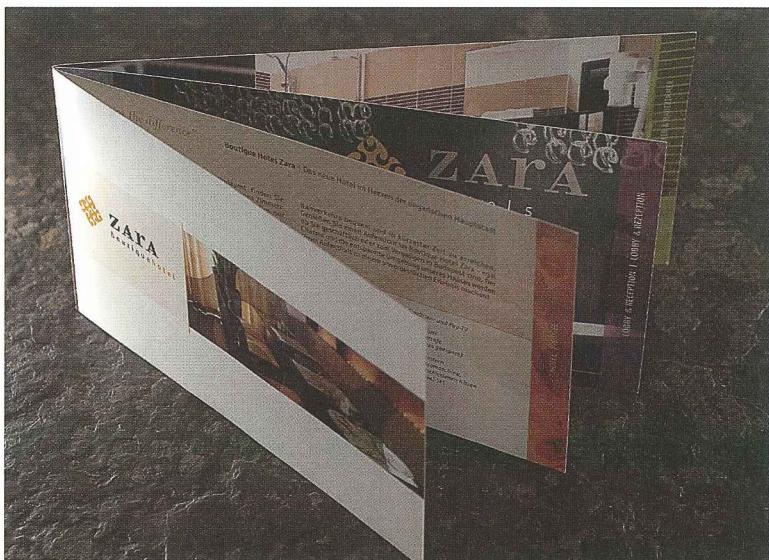
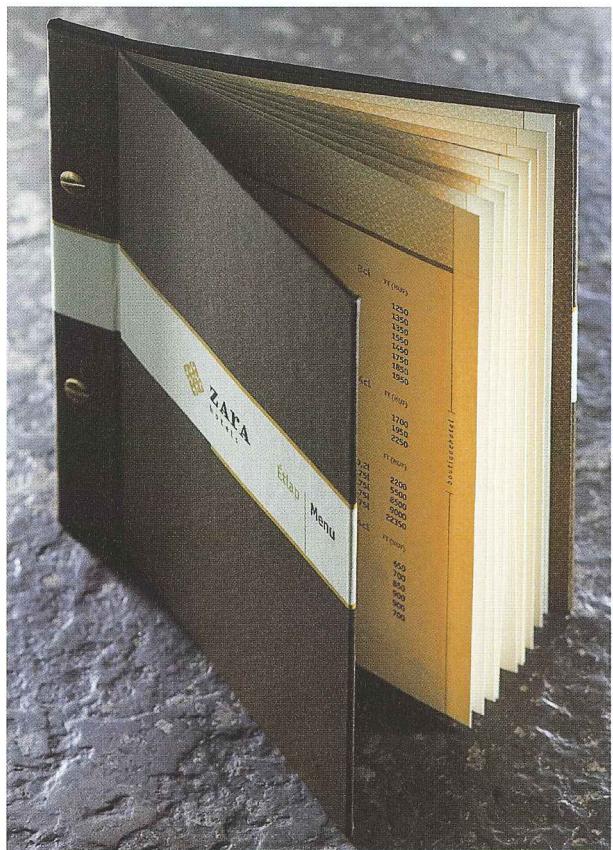
Client  
Zara Hotels

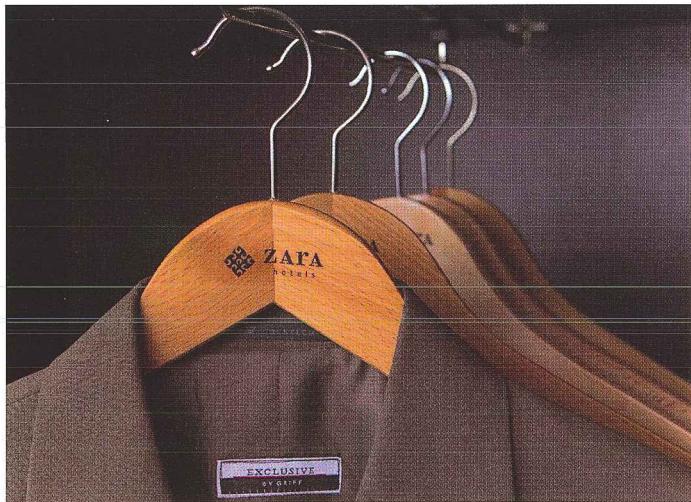
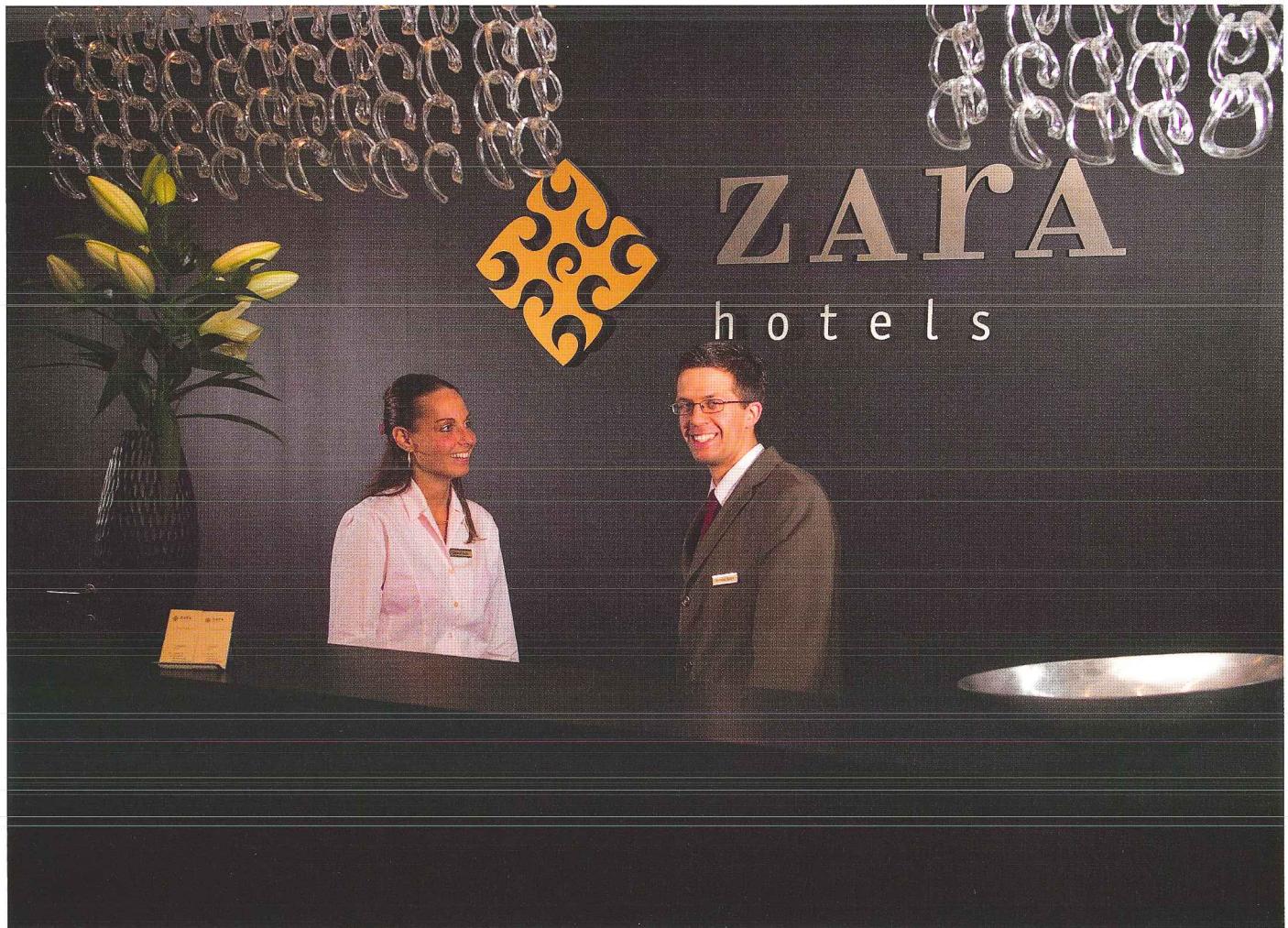
Design Agency  
Graphasel Design Studio (Hungary)

Designer  
László Ördögħi, Péter Szőke,  
David Drozsnik

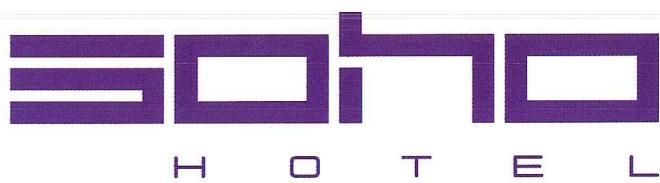
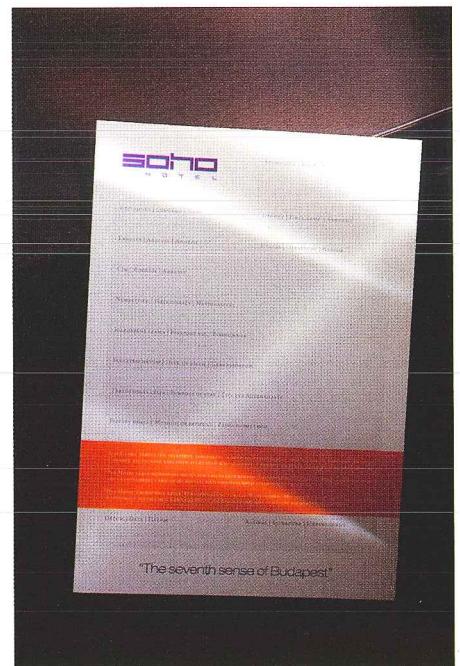
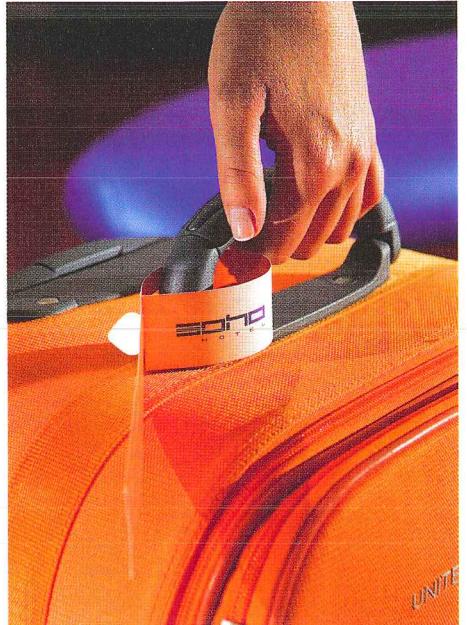
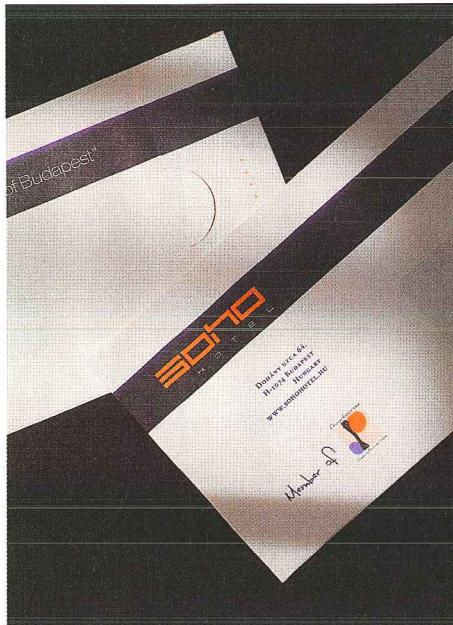
Photography  
Attila Balázs











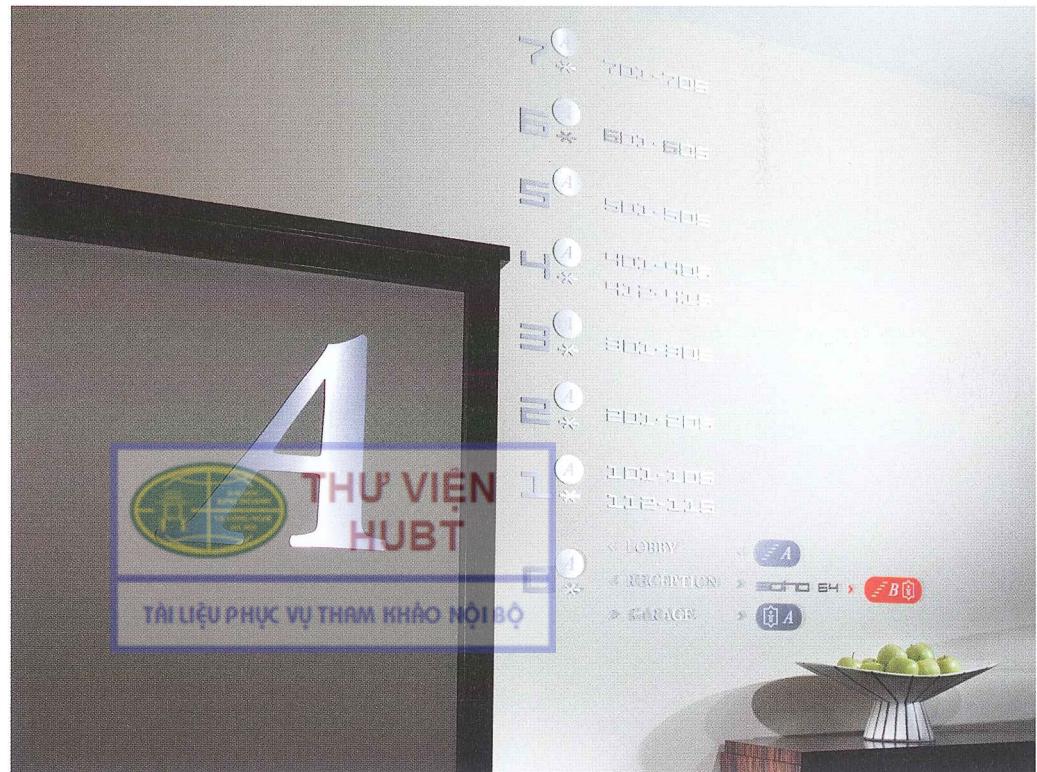
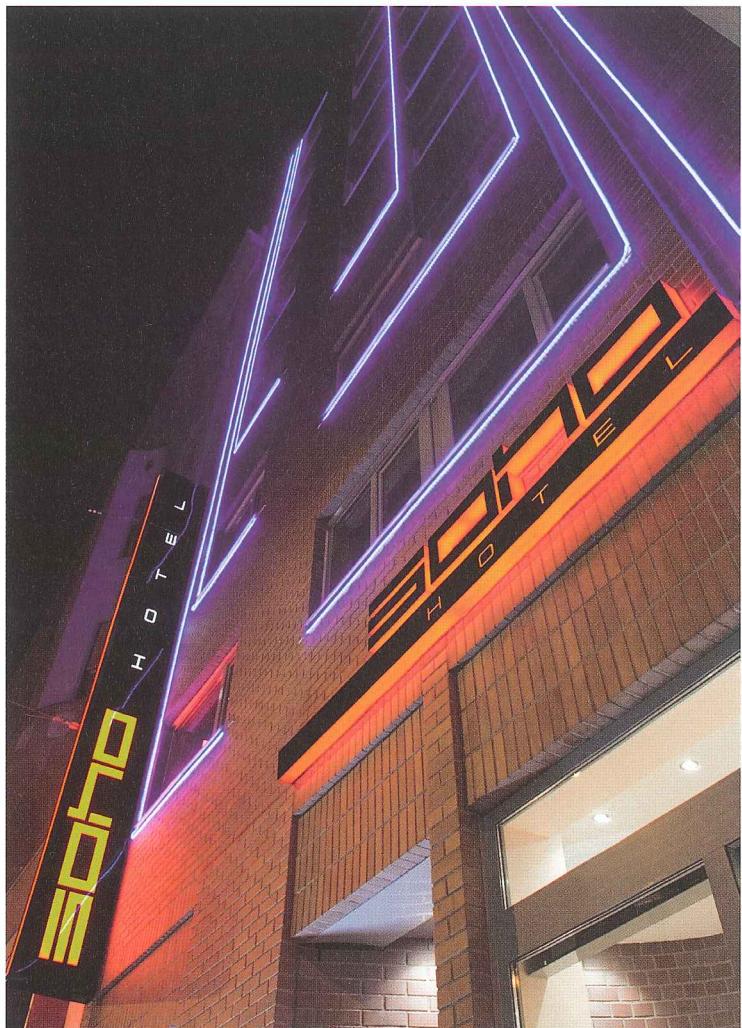
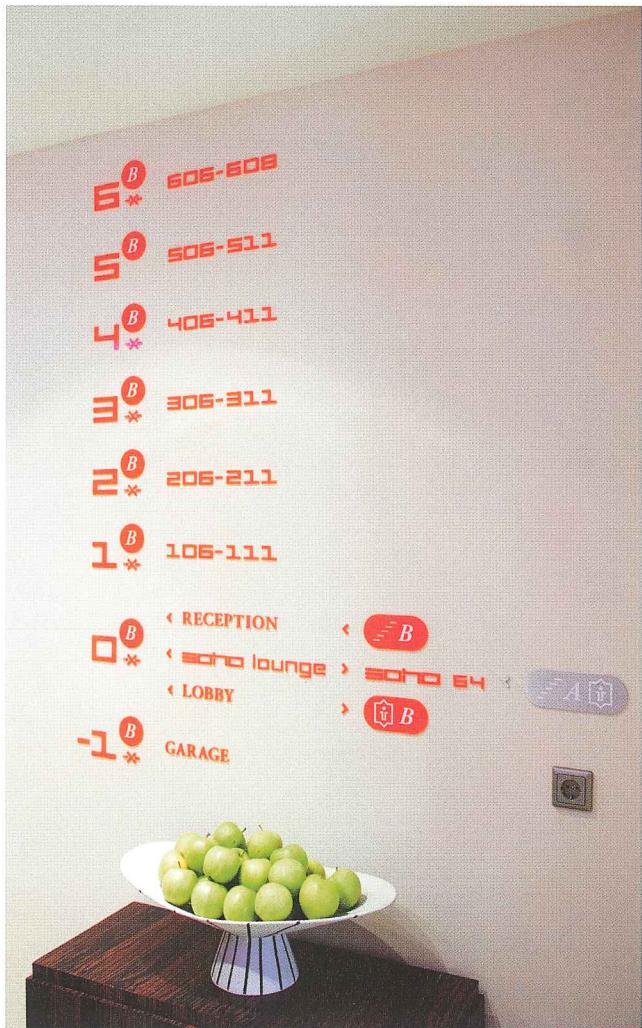
## Soho Hotel Identity

We undertook to design a comprehensive visual communication for the Hotel. Besides the materials presented here, the decoration of rooms, as well as the design of the hotel uniform was also included in our

work. The main expectation of our Client was to create a fresh and lovely environment that reflects on the lively life in Budapest.



TÀI LIỆU PHỤC VỤ THAM KHẢO NỘI BỘ



Client  
Soho Hotel

Design Agency  
Graphasel Design Studio (Hungary)

Designer  
László Ördög, David Drozsnik,  
Dóra Vágfalvi, Péter Szőke,  
Zsuzsa Nonn, Attila Bolgár

Photography  
Attila Balázs



## StreetLife – Bitumen Innovation Technology

Company specialized in asphalt, working for the environment. We have chosen the metaphor of the tree with her hair done in the percentage of the advantages of the product, the trunk with the company

name. A road that turns into a tree.  
The slogan as a result of a mathematical formula: useful way to 100%.

Client

StreetLife – bitumen innovation technology

Design Agency

L-enfant (Italy)

Designer

Pierfrancesco Annicchiarico





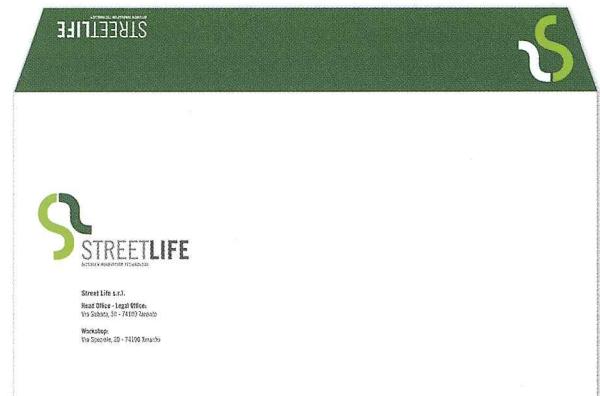
Street Life s.r.l.  
Head Office - Legal Office:  
Via Salaria, 20 - 00140 Roma  
Workshop:  
Via Salaria, 20 - 00140 Roma

tel. +39 069.7799314  
fax. +39 069.7799313  
web. [www.street-life.it](http://www.street-life.it)  
e-mail. [info@street-life.it](mailto:info@street-life.it)



Dott.ssa Giuseppina  
General Manager

tel. +39 069.7799317  
e-mail. [giuseppina@street-life.it](mailto:giuseppina@street-life.it)

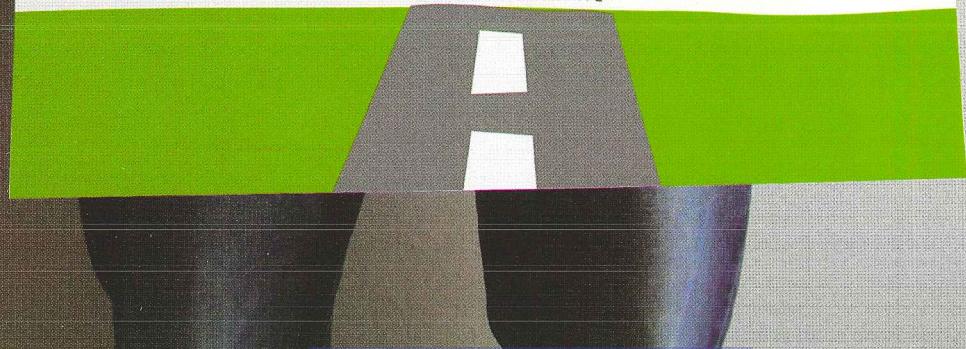


STRADA  
UTILE AL  
100%



-20° 100% +40%  
+50% -50%  
65° 100%  
+20° -40% -50%  
-10% 25° × 3  
+50% 0% -15%  
+40%

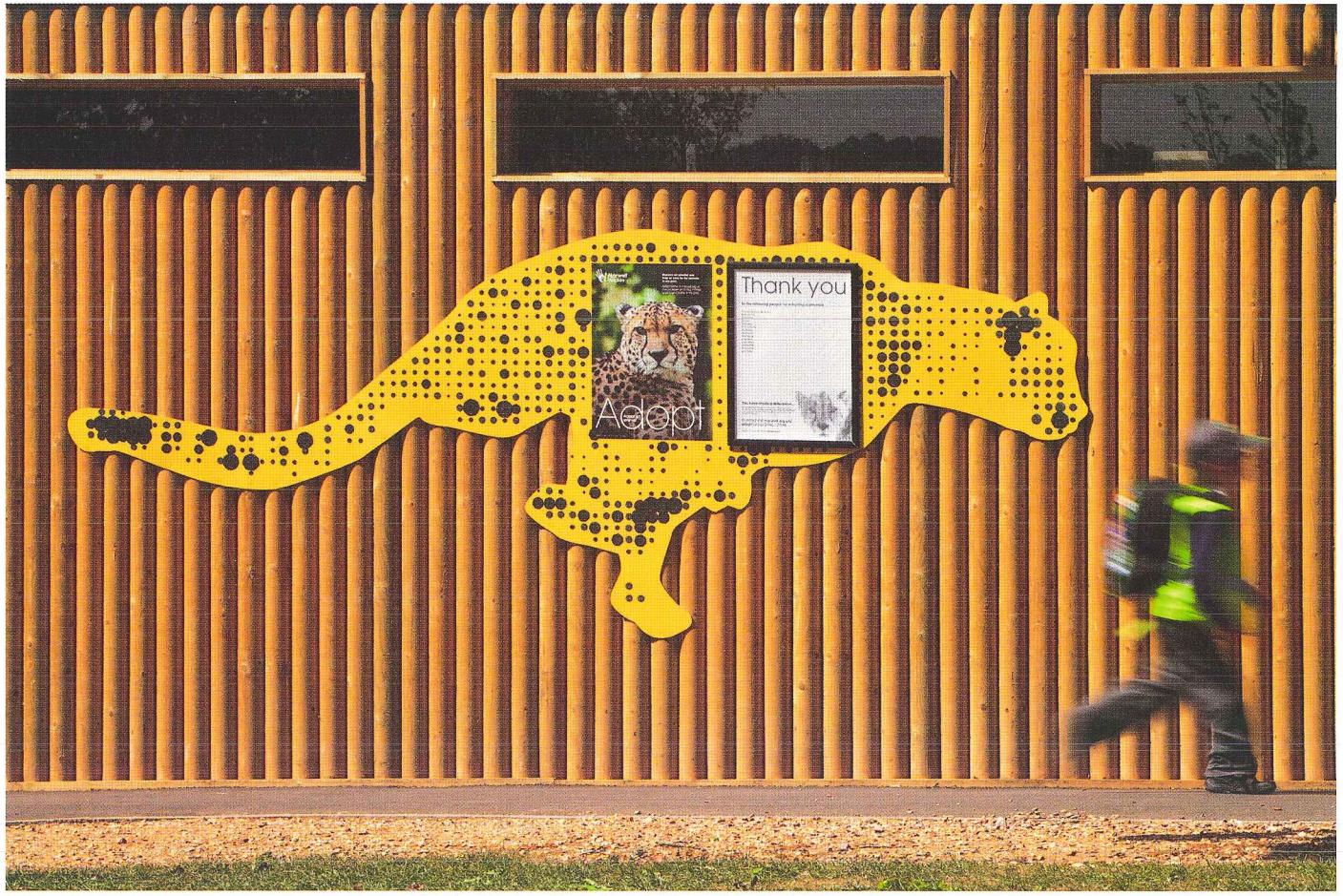
Street  
**LIFE**  
BITUMEN  
INNOVATION  
TECHNOLOGY



THƯ VIỆN  
HUBT

TÀI LIỆU PHỤC VỤ THAM KHẢO NỘI BỘ



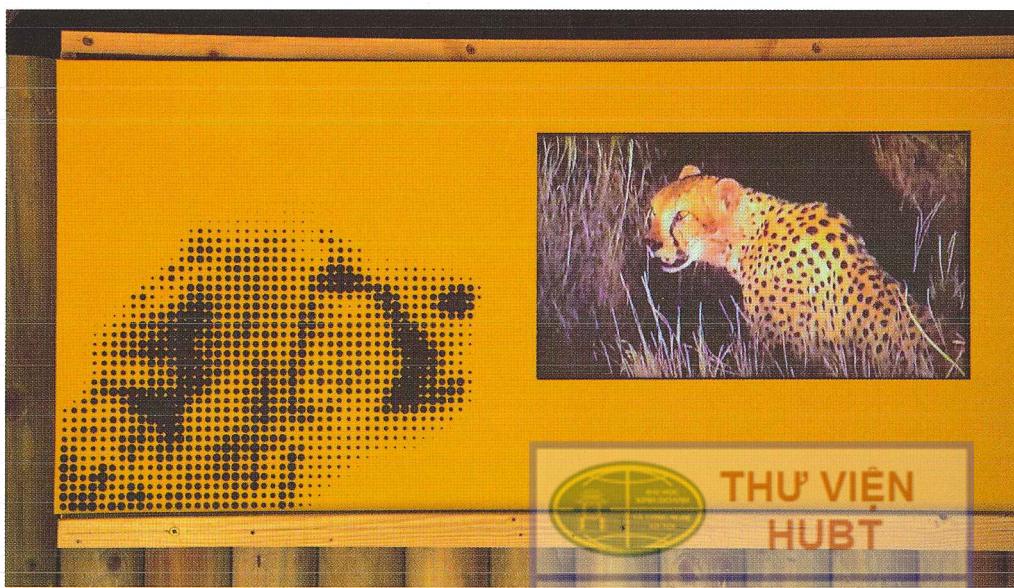


## Savannah Tracks

Marwell Wildlife is a 140-acre park, home to over 180 exotic and endangered species in beautiful, landscaped surroundings. Savannah Tracks is the new elevated walkway cheetah enclosure.

A filter was used to produce a blur / spots effect - a

graphic interpretation of cheetahs. This language was used across typography and imagery. Project scope: Identity, wayfinding, manifestations, plasma screen housing, running track, advertising, invitations, screen savers.

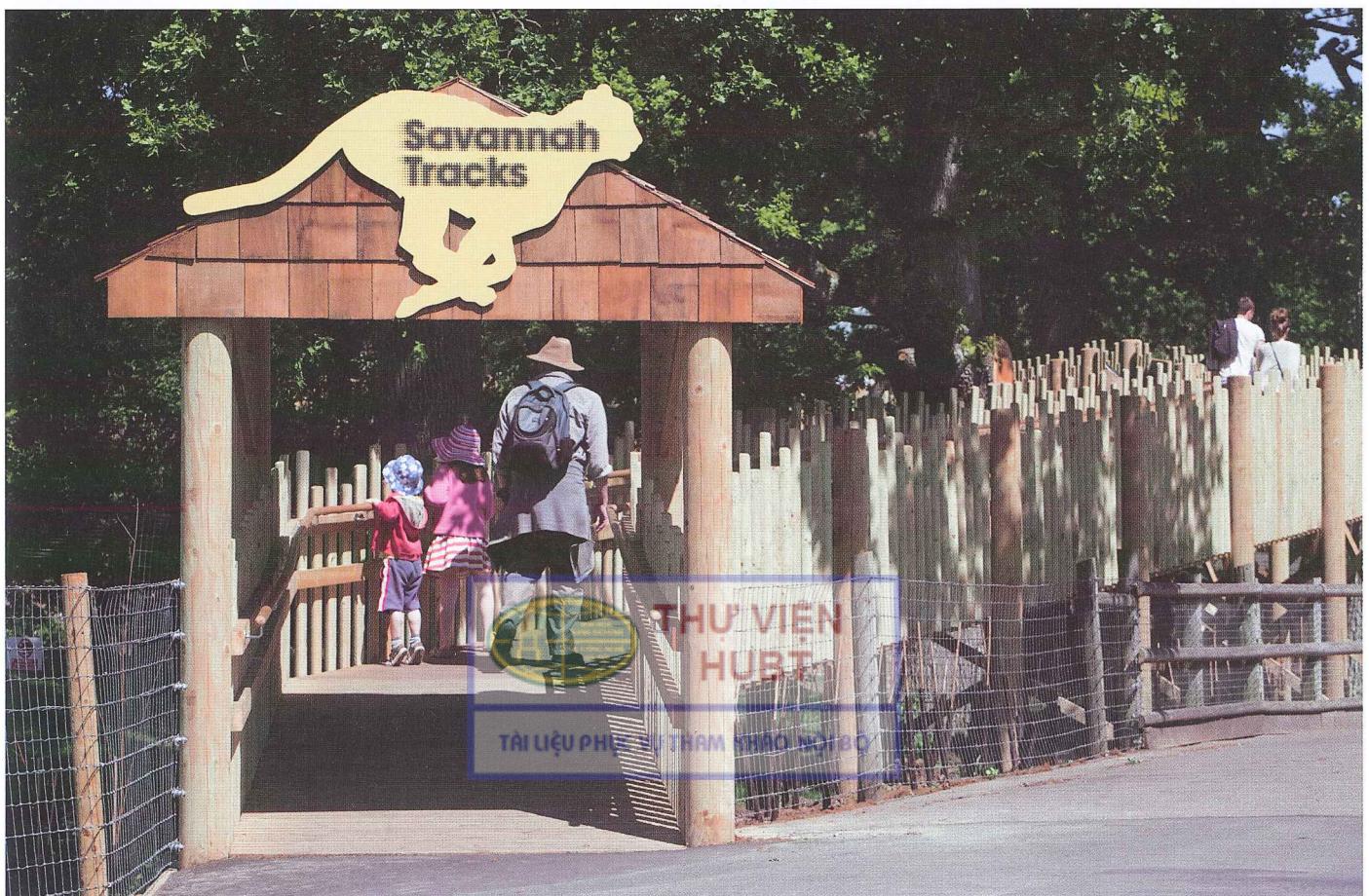
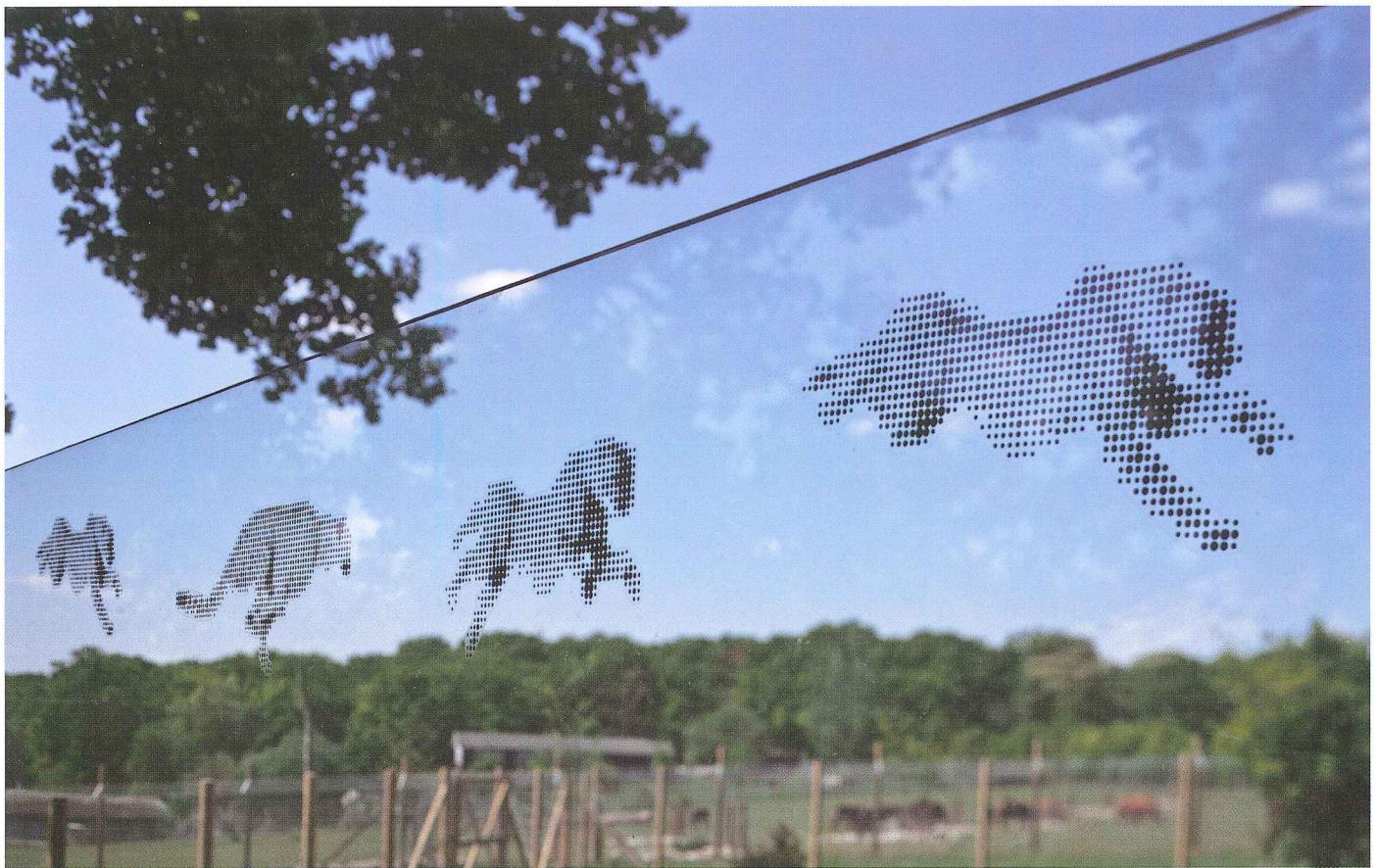


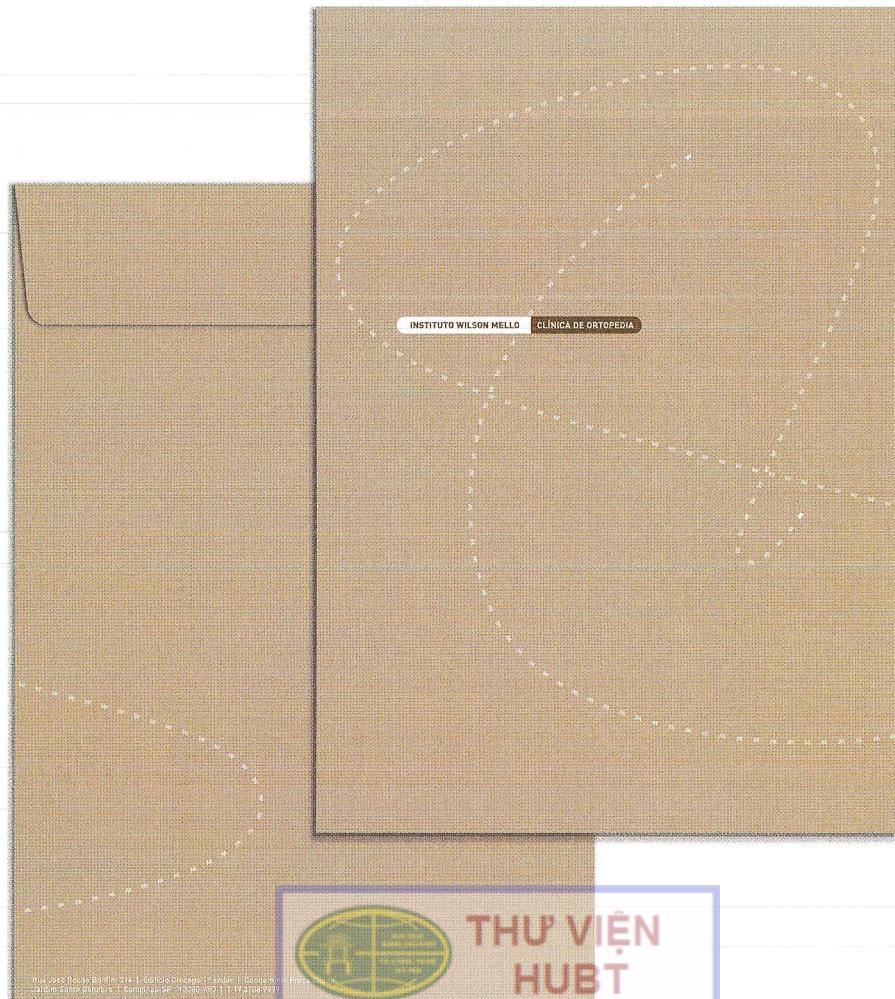
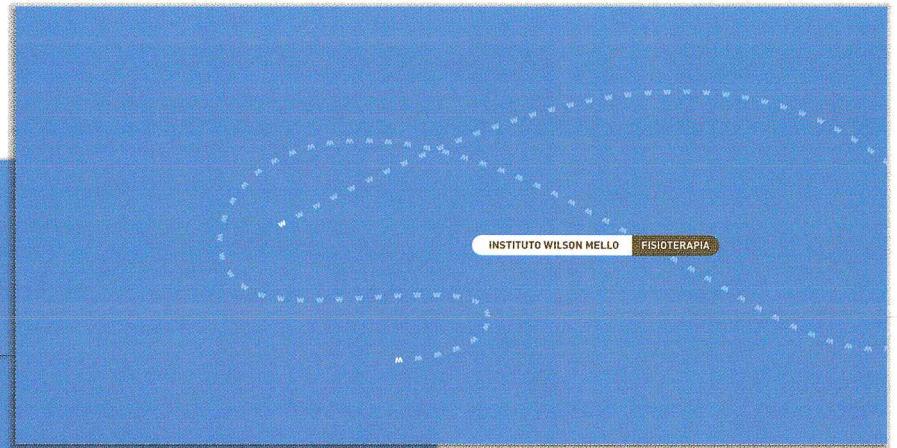
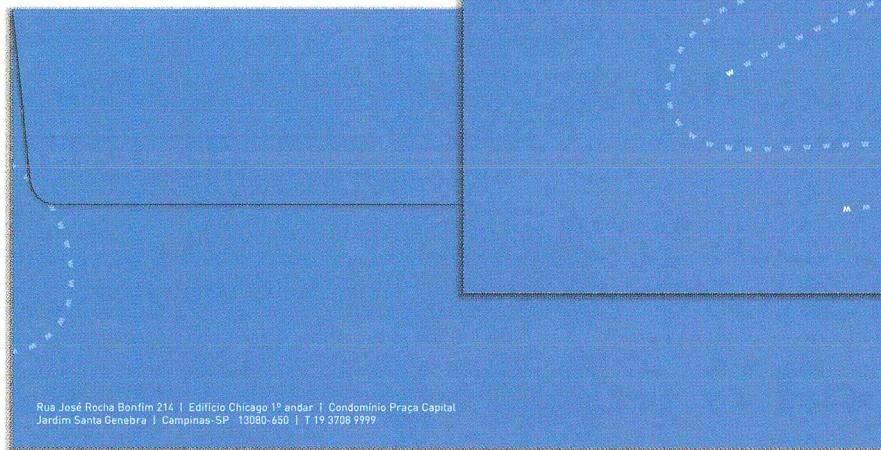
Client  
Marwell Wildlife

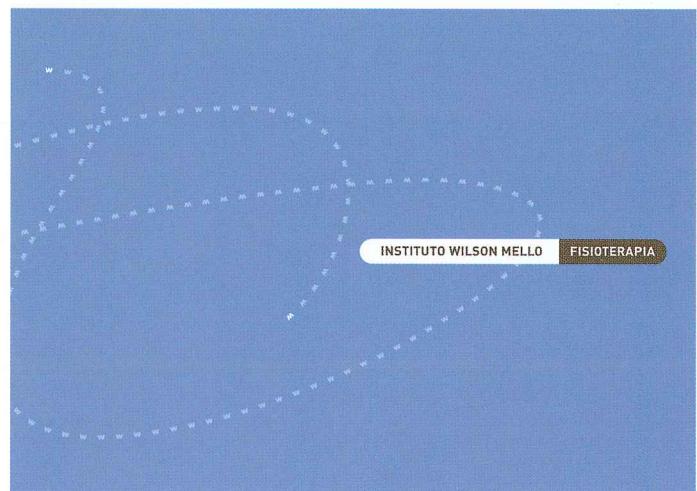
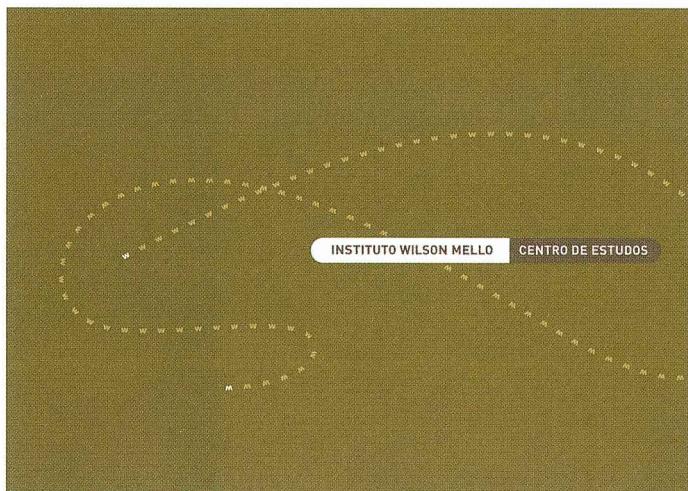
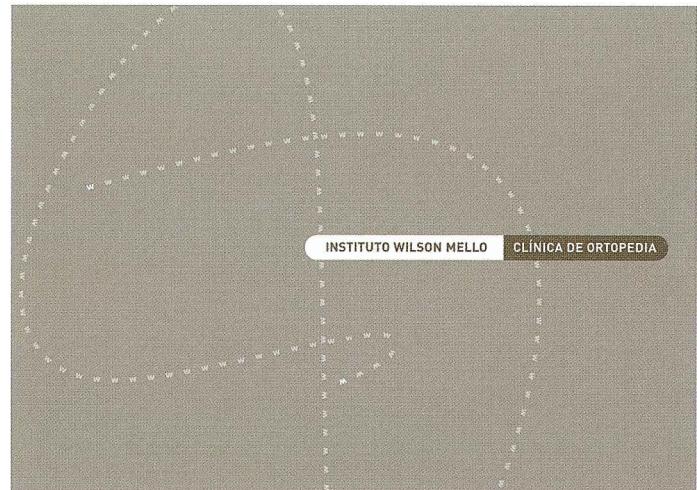
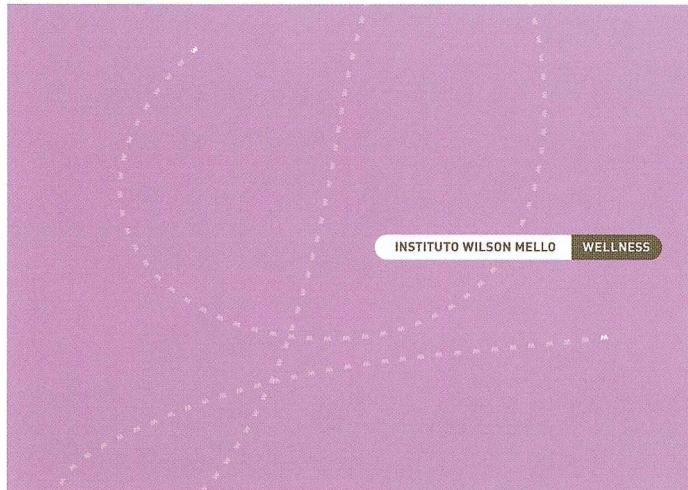
Design Agency  
Interabang (UK)

Designer

Adam Giles, Ian McLean







Design Agency  
Casa Rex (Brazil)

Creative Director  
Gustavo Piqueira

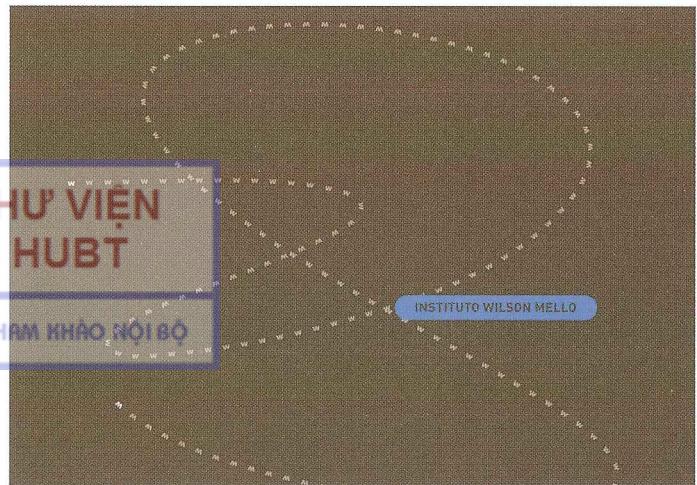
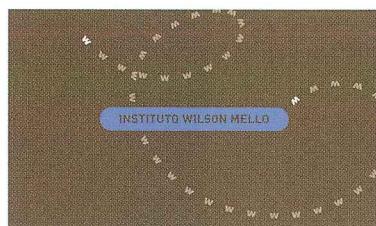
Designer  
Gustavo Piqueira, Samia Jacintho

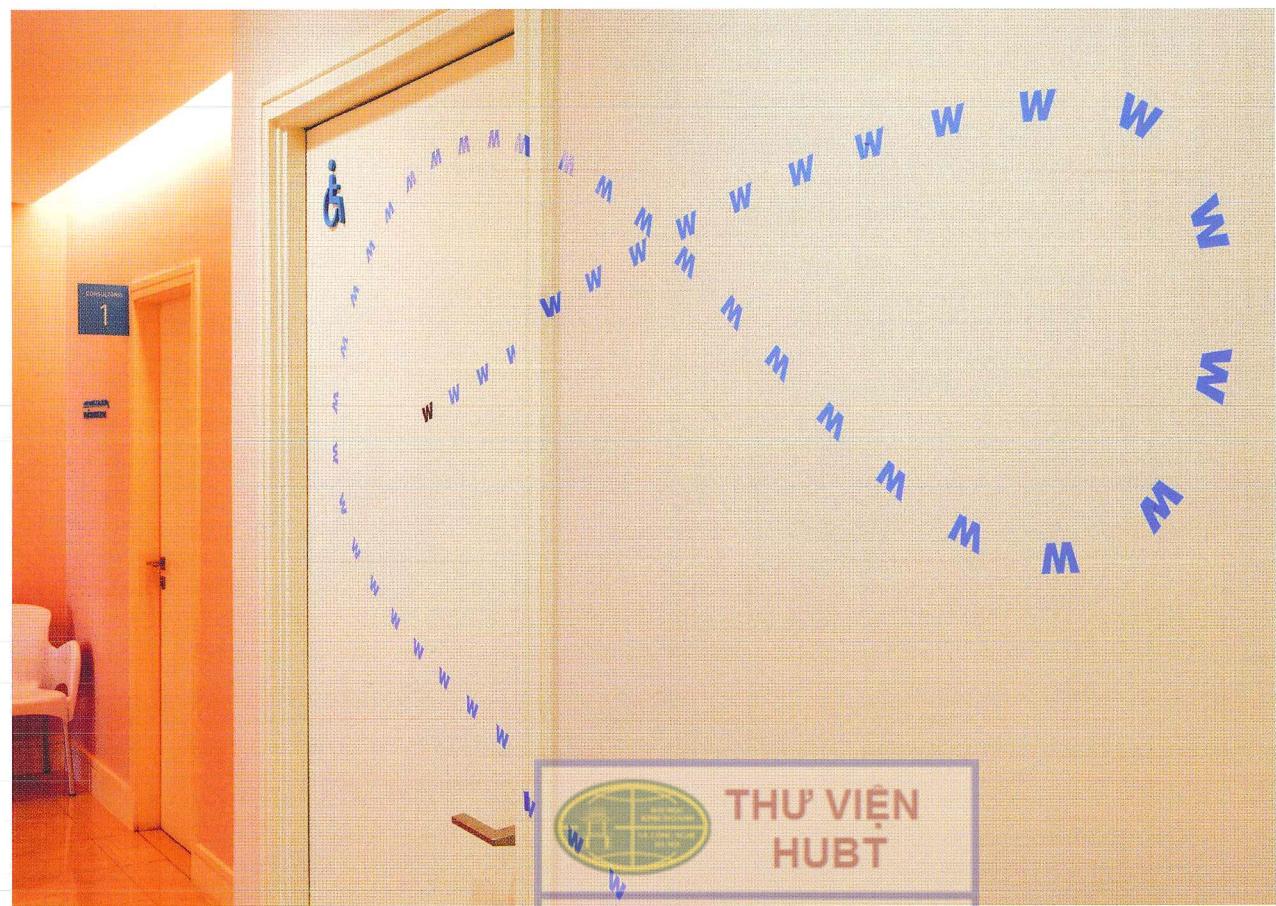
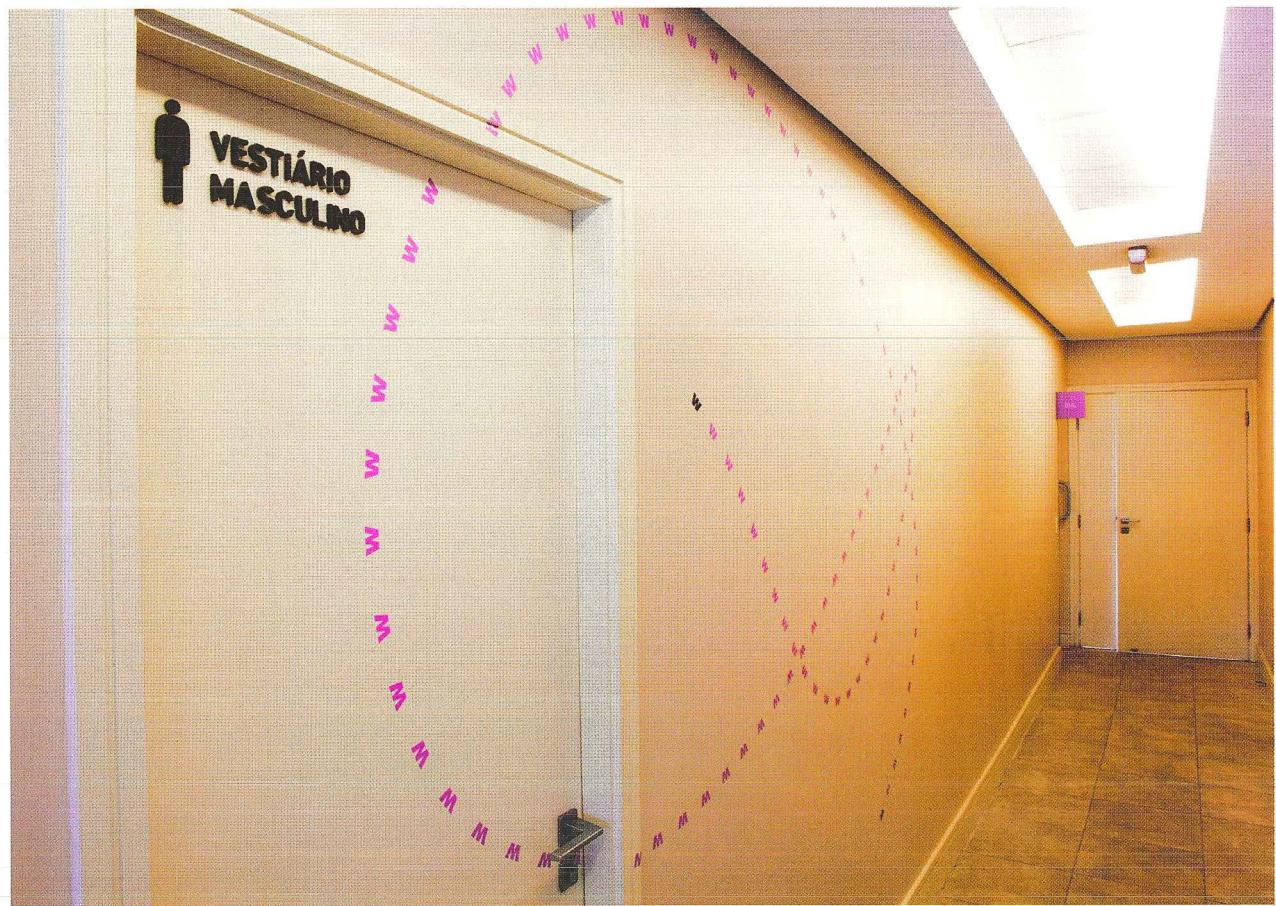
Assistant Designer  
Camile Leão

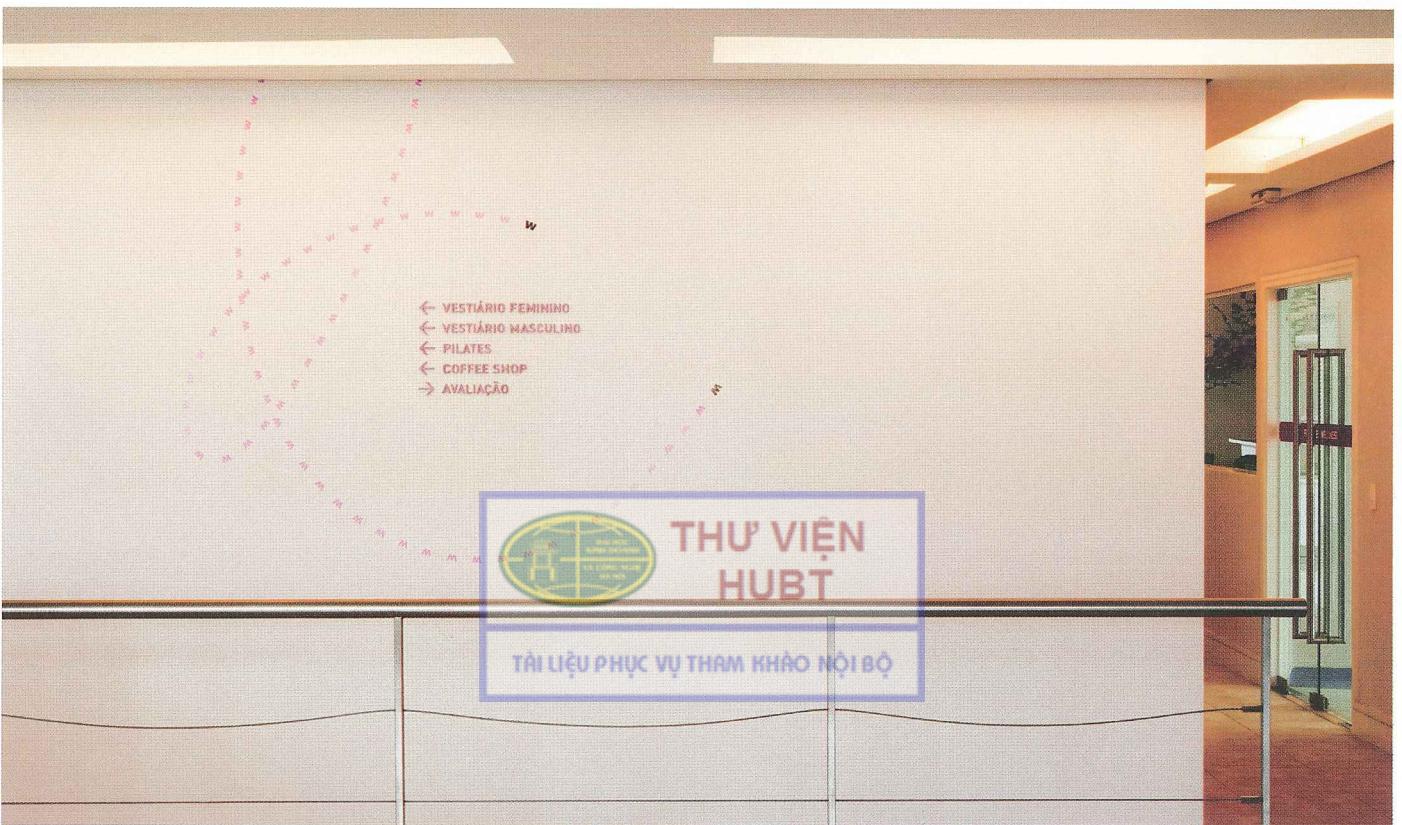
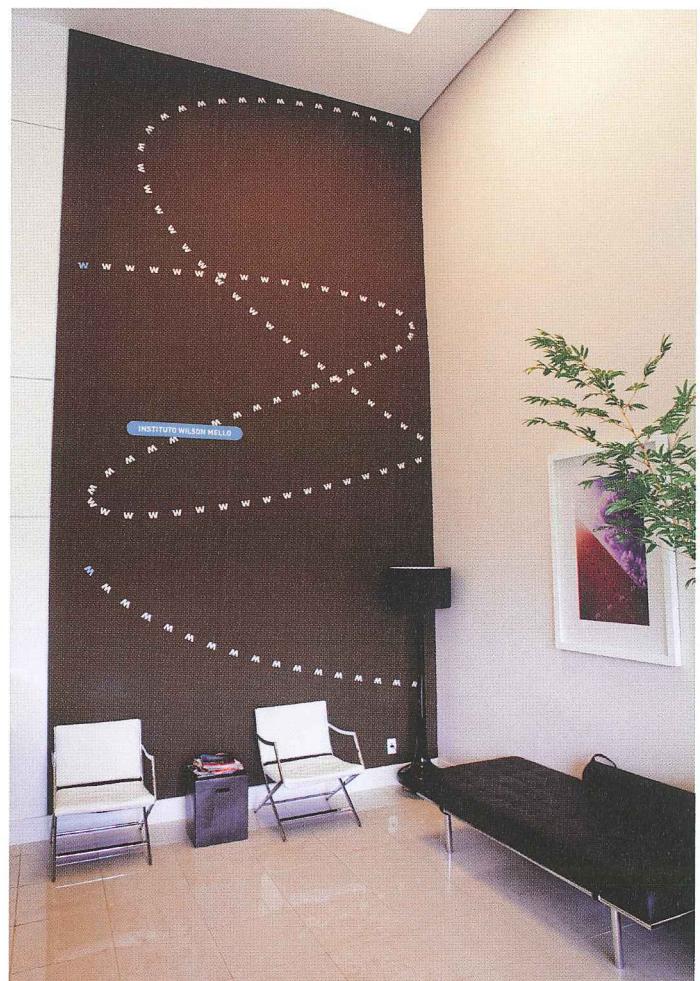
## Visual identity for Wilson Mello Institute

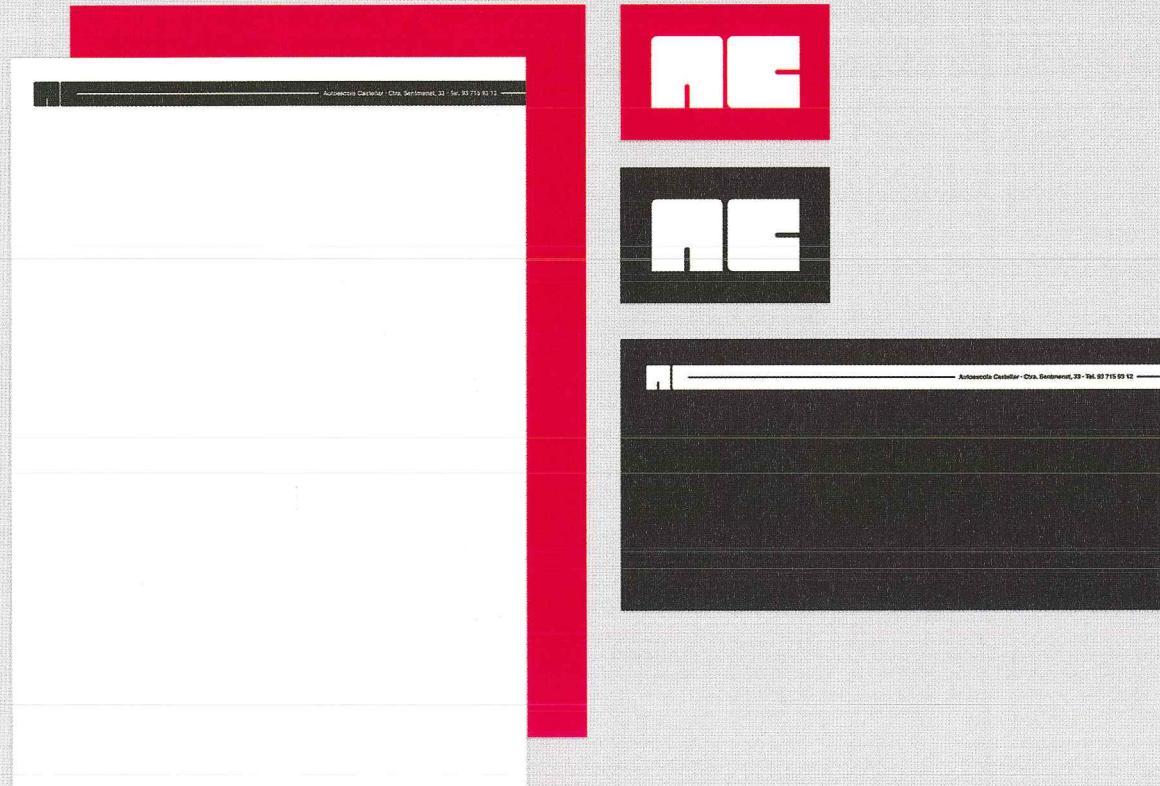
The corporate identity developed for the Wilson Mello Institute was implemented throughout each of its four Centres: Orthopaedic, Wellness, Physiotherapy and Studies. In order to express one of the Centre's main purposes — helping the human body to progress from clinical rehabilitation to optimised fitness — a versatile

and flexible structure was developed and the brand initials WM have been used to form 'graphic footsteps' that flow as you travel through different environments of the Centre, creating a sense of movement and energy.









## Autoescola Castellar Identity

This work is the Corporate Identity for Autoescola Castellar (a driving school).

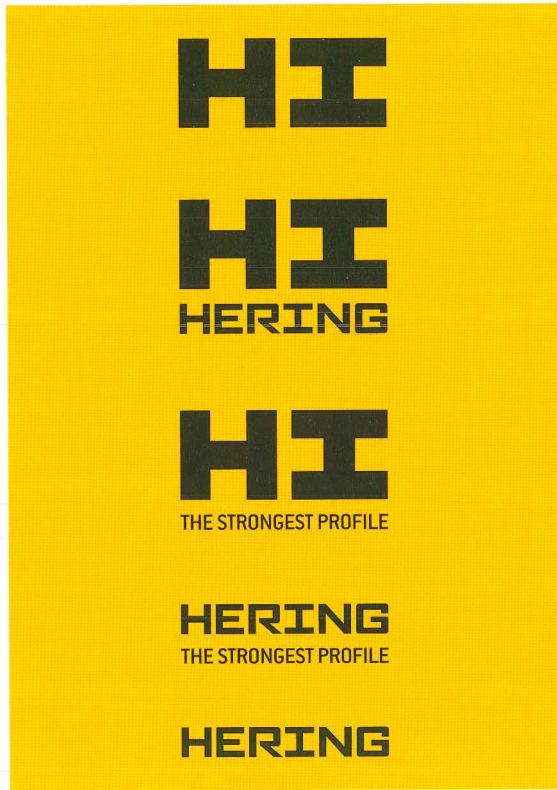
Client  
Autoescola Castellar

Design Agency  
Brigada Creativa (Spain)

Designer  
Raquel Catalan







## HERING - Visual Identity for Civil Construction Company

Hering is a shortcut for engineering of Herzegovina. Letters H & I are used to underline the construction style. Specifically, this is story of I profile, being the strongest one in building process. All standards in civil

construction have been settled long time ago with using a yellow color. In this case, yellow is used to adjust new identity to the existing strict standards.

### Client

HERING - Široki Brijeg (Bosnia and Herzegovina)

### For Client

Ladislav Bevanda

### Design Agency

SM-ART, RAGUŽ & BARBARIĆ DESIGN Mostar (BA)

### Creative Director

Miro Raguž

### Art Director

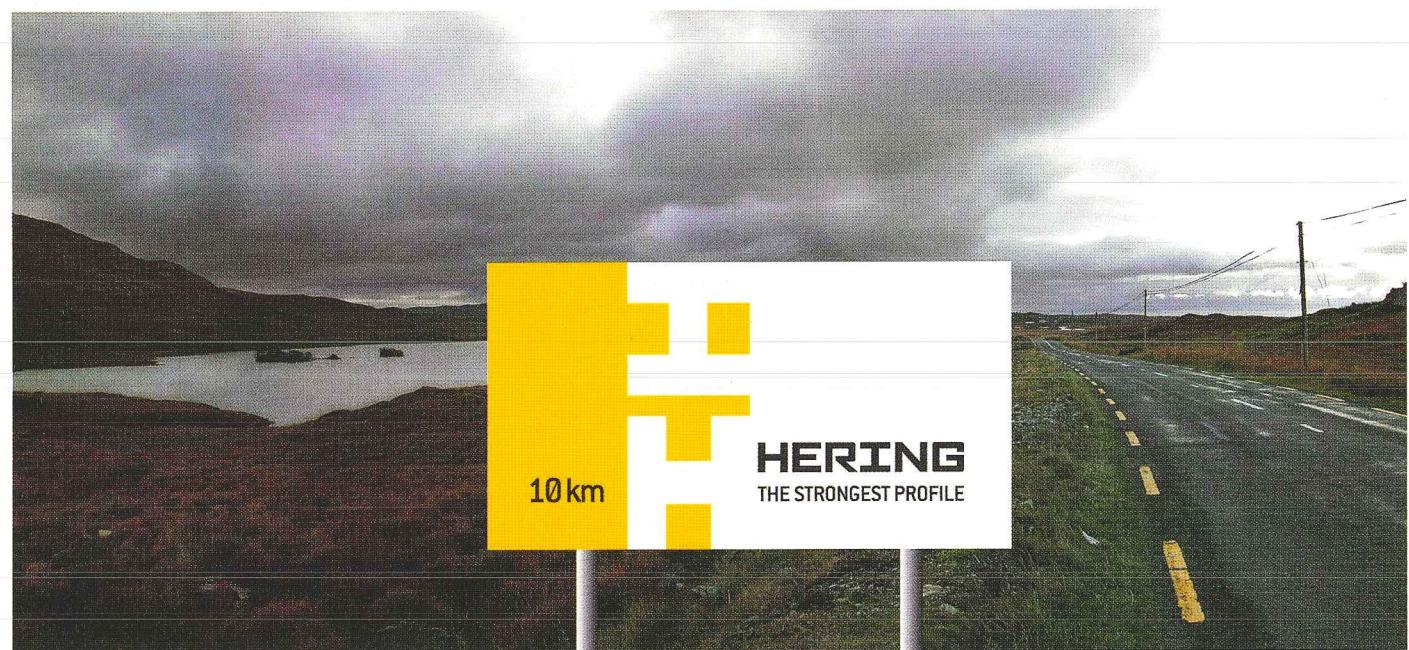
Stjepan Barbarić

### Designer

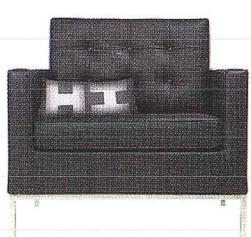
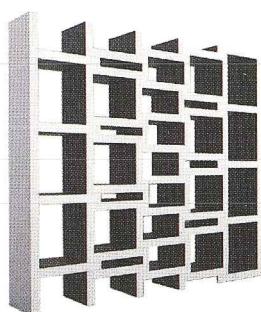
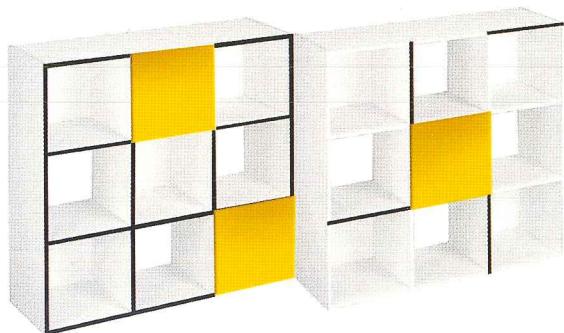
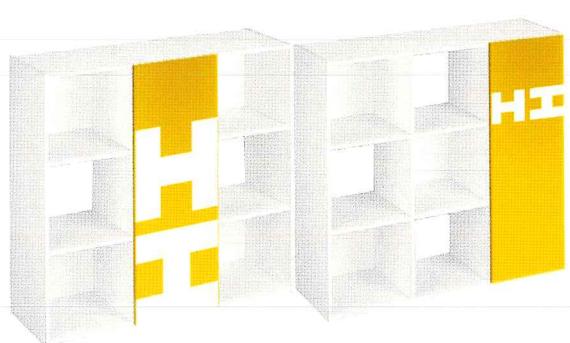
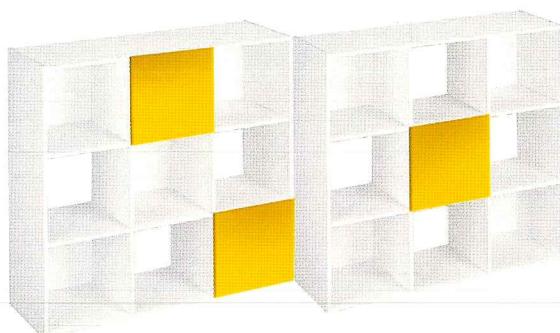
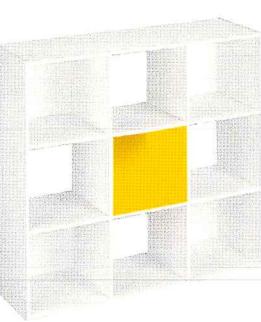
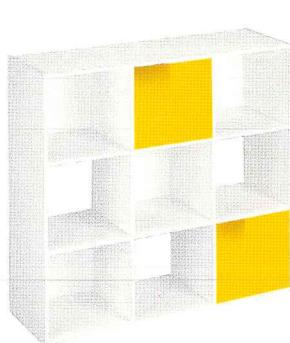
Manlio Napoli, Ana Zovko





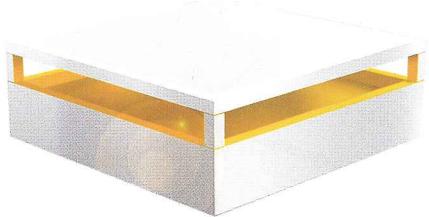


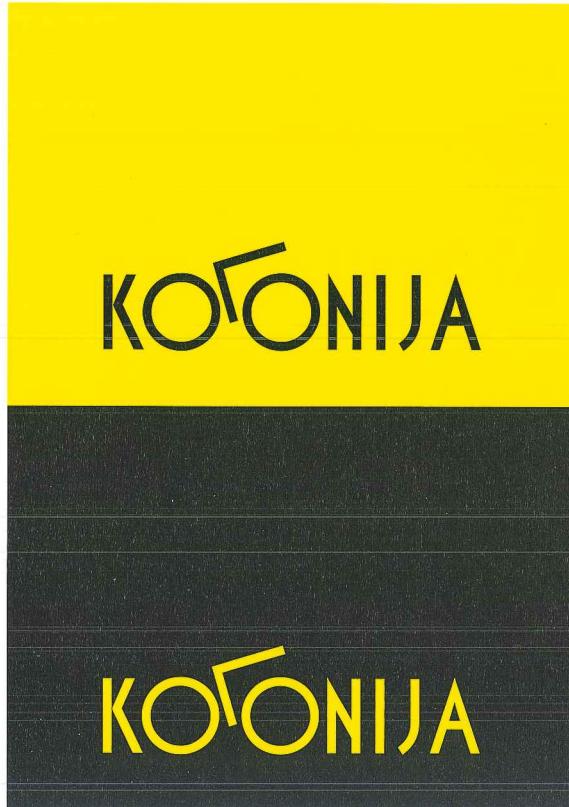




THƯ VIỆN  
HUBT

TÀI LIỆU PHỤC VỤ THAM KHẢO NỘI BỘ





## KOLONIJA - Visual Identity of Restaurant-Pizzeria

Local restaurant-pizzeria is located in a suburb called Kolonija, which means a colony in English. But the real meaning is not connected to this historic term. Attempting to attract all population, logo has

humoristic elements such as bicycle, or even funny portrait. Transforming the logo into a traffic sign makes the story more enigmatic and original.

### Client

ARS-POOL - Mostar (Bosnia and Herzegovina)

### For Client

Vanja Batinić

### Design Agency

SM-ART, RAGUŽ & BARBARIĆ DESIGN Mostar (BA)

### Creative Director

Miro Raguž

### Art Director

Stjepan Barbarić

### Designer

Manlio Napoli, Ana Zovko



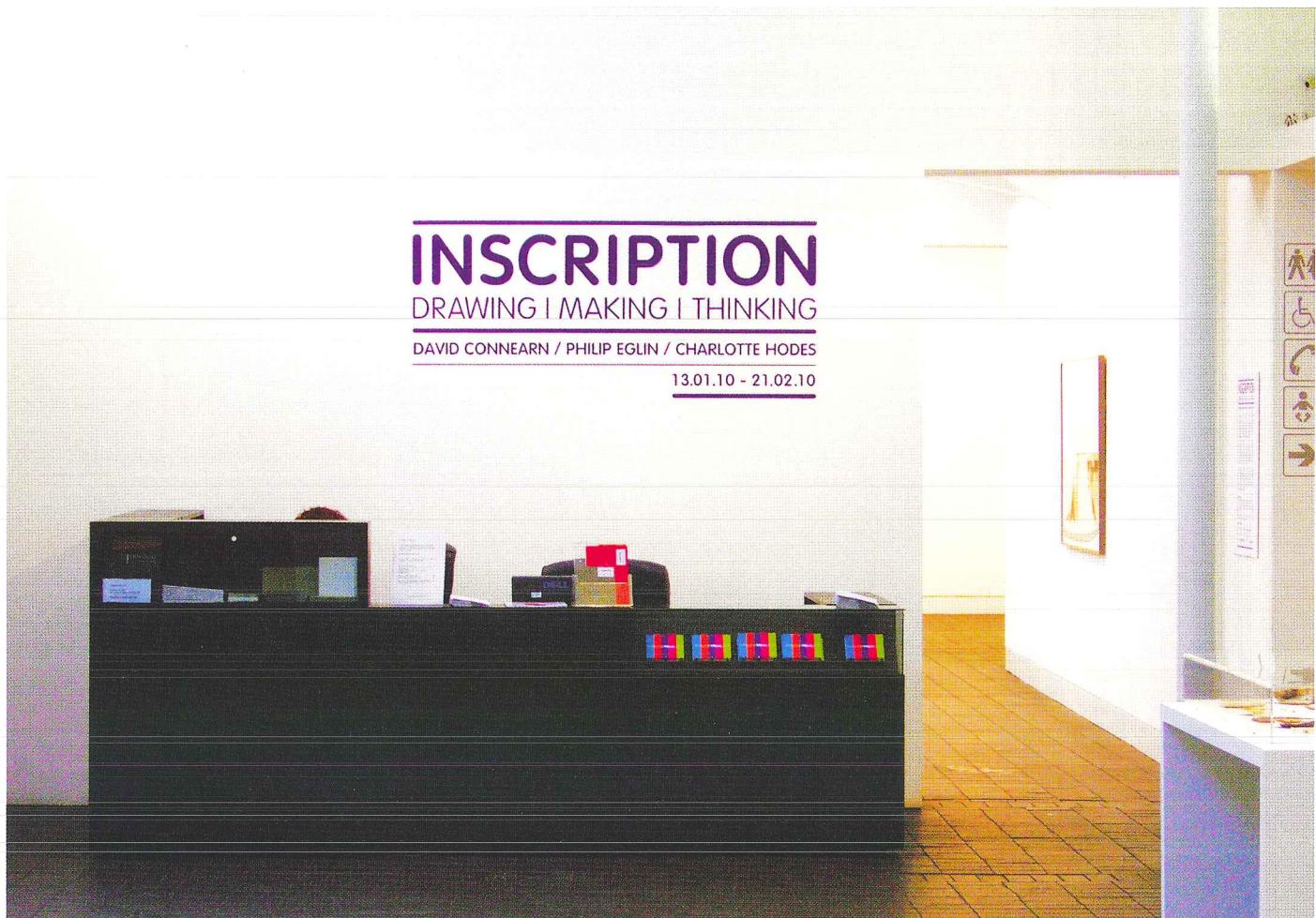


# INSCRIPTION

DRAWING | MAKING | THINKING

DAVID CONNEARN / PHILIP EGLIN / CHARLOTTE HODES

13.01.10 - 21.02.10



## Jerwood Encounters - Inscription

Curated by Amanda Game and Anita Taylor as part of the Jerwood Visual Arts Encounters series. INSCRIPTION: Drawing, Making, Thinking brought together the work of three contemporary artists: David Connearn, Philip Eglin and Charlotte Hodes

and included drawings, ceramics, moving image and evidence of their working process. We created the logo, a heavyweight foiled invitation and custom folded poster that were all sent out in translucent envelopes.

Client  
Jerwood Charitable Foundation  
/ Jerwood Space

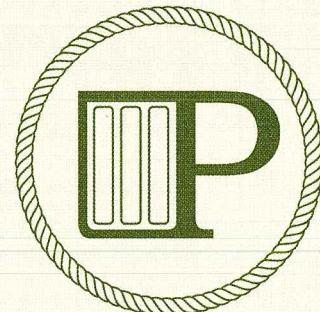
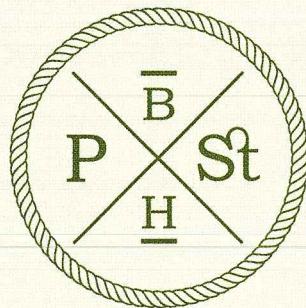
Design Agency  
Teacake Design (UK)

Designer  
Graham Sykes, Robert Walmsley

Photography  
Sebastian Matthes



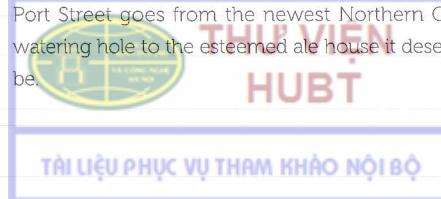




## Identity and Promotion

Working with the good people from Common, we created an identity for their brand new beer house venture including a roped crest and range of typographic signage. With a brimming menu of selected ales from around the world, Port Street's aim is to inject a touch of finesse into the local area with patrons swapping dancing for dominoes of an

evening. Now in its first few weeks of service the pints and punters are flowing with equal measures of enthusiasm and our work can be seen on every glass in the establishment. More work will follow as Port Street goes from the newest Northern Quarter watering hole to the esteemed ale house it deserves to be.



# PORT St. BEER HOUSE

Craft beers from here, there and everywhere.

Port Street Beer House,  
39-41 Port Street,  
Manchester, M1 2EQ

Blog  
[twitter.com/portstreetbeer](http://twitter.com/portstreetbeer)  
[info@PortStreetBeerHouse.co.uk](mailto:info@PortStreetBeerHouse.co.uk)



Client  
Port Street Beer House

Design Agency  
Teacake Design (UK)

Designer  
Graham Sykes, Robert Walmsley

Photography  
Sebastian Matthes





## RFRM Jewelry

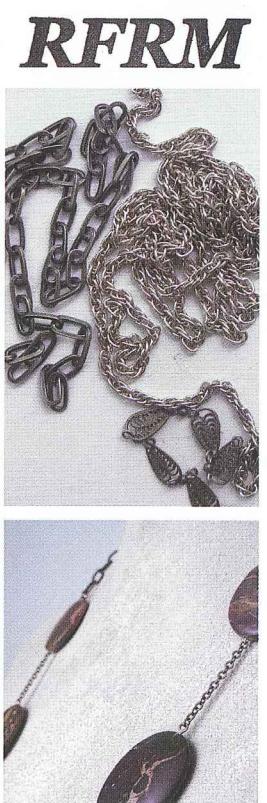
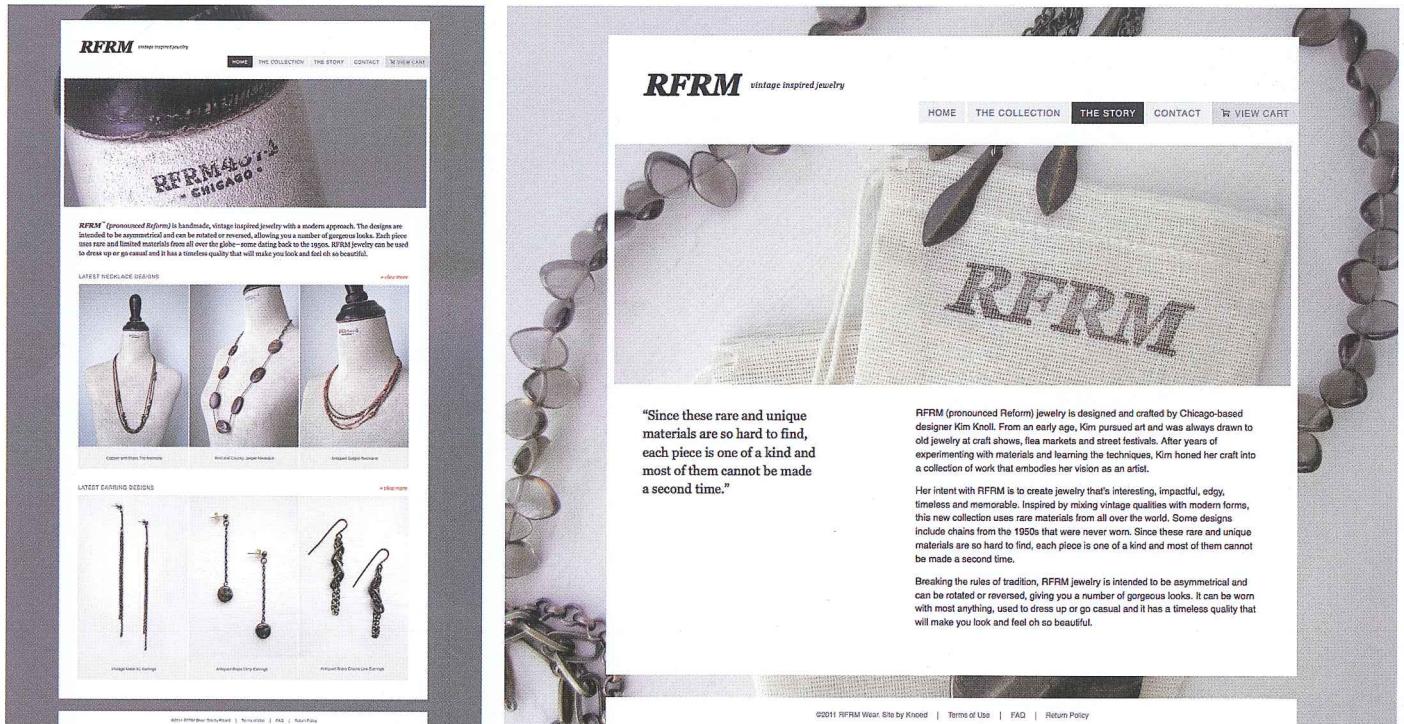
RFRM (pronounced 'Reform') is handmade, vintage inspired jewelry with a modern approach. To reflect the nature of the jewelry, a new brand was created using elements of handmade materials, such as turning the logo into a stamp, handwritten tags and handsewn drawstring pouches. An e-commerce website was designed to be modern in feel while the photography preserves the qualities of old.

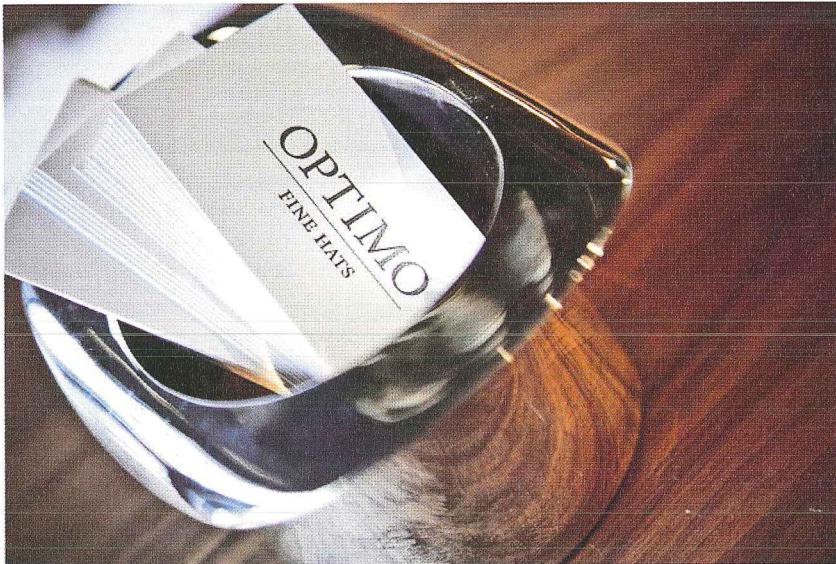
Client  
RFRM Jewelry

Design Agency  
Knoed Creative (USA)

Creative Director/Designer  
Kim Knoll  
Web Developer  
Kyle Eertmoed







**OPTIMO**  
FINE HATS

**GRAHAM THOMPSON**

10215 SOUTH WESTERN AVENUE  
CHICAGO, ILLINOIS 60643  
773.238.2999

OPTIMOHATS.COM

## Optimo Hats

Located on the South Side of Chicago, Optimo is one of the last remaining traditional hat shops in the world, fashioning the world's finest materials with precise handcrafting to create hats of unmatched refinement.

We worked with Optimo to redefine their identity, print and online materials to give them a modern look while 'tipping our hat' to the old world of fine hat making.

Client

Optimo Hats

Design Agency

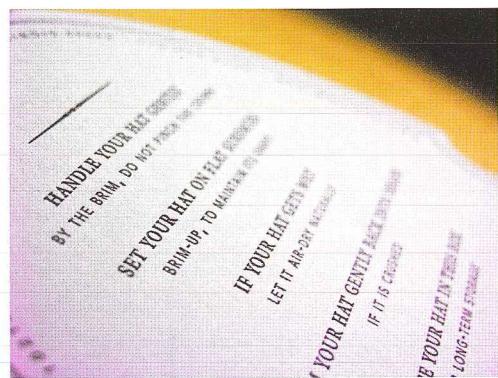
Knoed Creative (USA)

Creative Director/Designer

Kyle Eertmoed

Photography

Tadd Myers, Chris Lake



## THE OPTIMO MILAN STRAW

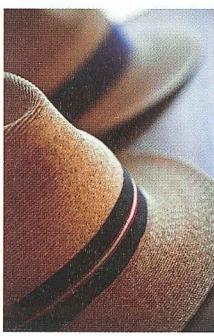
Bringing Back A Legend



Early in my apprenticeship, my mentor, master-hatter Johnny Tys, taught me how to work with Milan Hats. I remember him telling me how all the Milans being made today were phony—that they didn't make real Milans anymore. Over the years, we've worked on hundreds of hats, and it is always obvious which ones are real. The real Milans age gracefully, have a beautiful feel, texture and color.

It wasn't until several years in business that I realized the real Milan wasn't entirely extinct. I had made a Montecristi Panama for a famous milliner in Tokyo, and in return he made me a beautiful Milan. He told me this braid was very rare and expensive, and a handful of craftsmen were still weaving it in a small town in rural China.

Thus began the treasure hunt and Optimo's quest to revive the Milan.



The Milan (pronounced Mylan) hat, with its unmistakable soft golden hue, is one of the all time classic straw hats.

Made from hand-braided wheat straw, hats have mostly abandoned making the Milan in the last 30 years, due to the high cost of producing the braid. The Milan found on the market now is invariably made with hemp synthetic fibers, or a very coarse version of the straw braid.

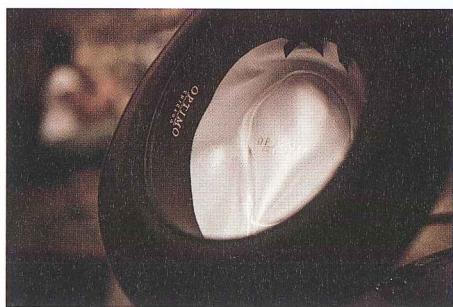
Optimo is proud to bring the authentic Milan hat back from extinction, returning to the time-consuming, high quality craftsmanship of the early 1900s. After nearly half a century ago, we located the region in China which first began making this weave in the 1800s and encouraged them to produce a straw braid that was once again worthy

of the Milan name: finely woven and richly colored. We have achieved this by reinstating the following methods:

- Proper harvesting of straw (appropriate time of year, no fertilizer, protection of the crop)
- Quality control in selecting straw, sorting straw, bundling straw braid, serving braid, machines (we use 100-year-old machines built specially to make this braid), finest silk thread, washing and conditioning straw braid, proper blocking
- Return to traditional weaving methods, which results in less yield, but a more luxurious hat

Optimo offers a limited number of genuine Milan hats which are custom woven and dyed exclusively for our factory.

10215 S. WESTERN AVENUE, CHICAGO, IL 60643 . 773.238.2999 . OPTIMOHATS.COM



## IN THIS ISSUE

PAGE 1  
The Optimo  
Milan StrawPAGE 2  
The Straw with the  
Golden HuePAGE 3  
The Optimo  
Difference

## PAST ISSUES

From the Hatter's  
Bench—Issue OneFrom the Hatter's  
Bench—Issue TwoFrom the Hatter's  
Bench—Issue Three

## DOWNLOAD

From the Hatter's  
Bench—Issue Three

Download This Issue

HISTORY OF  
THE NAME  
MILAN

The Milan braid is produced from a special type of wheat that grows where soil conditions are favorable for the growth of straw. In the 1900s, it was originally called the "Milan braid" after the region of England which yielded the optimal soil. The weaves was also known as "Mylan" in Belgium, Italy, Japan and China, but production in these locales divided into two paths: a large and strong supplier. By the 1920s, production was essentially limited to China.

During the 1940s, in the aftermath of the U.S.-placed embargo on Chinese goods, the Chinese braid was sent to Italy where it was woven together into "hat bodies", marked "made in Italy", then shipped to the U.S. The belief is that these hats, shipped from Milan, led U.S. hatters to believe they were Milan hats, hence the name and miss-pronunciation used today.

Contrary to this belief, the Milan got its name much earlier. The Italian "Twist" arrived in Britain in the mid-1800's. In 1867, the first Chinese versions were imported to Britain, by then referred to as "Milan".

OPTIMO  
FINE HATS

MONTECRISTI  
SERIES A — NATURAL

COLLECTIONS

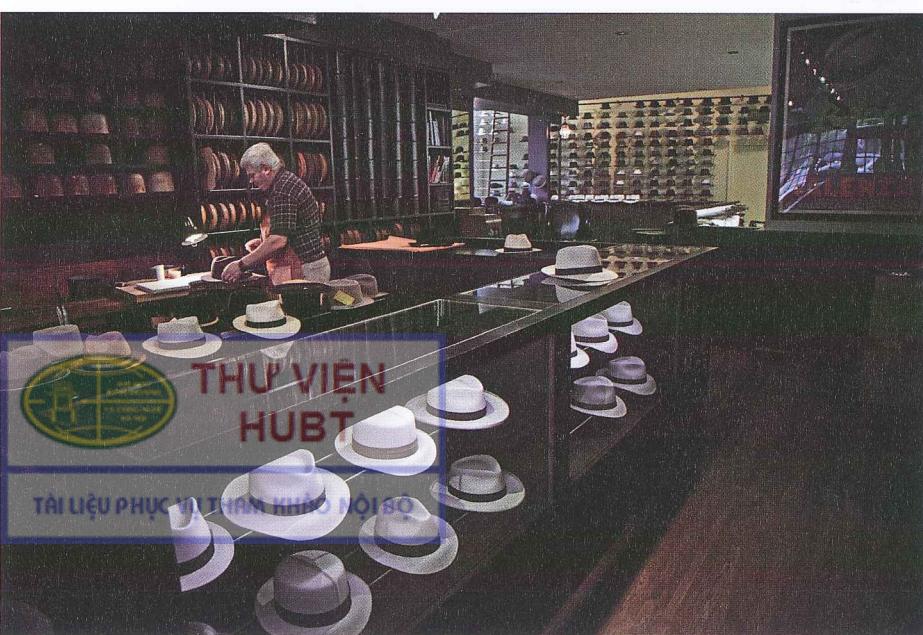
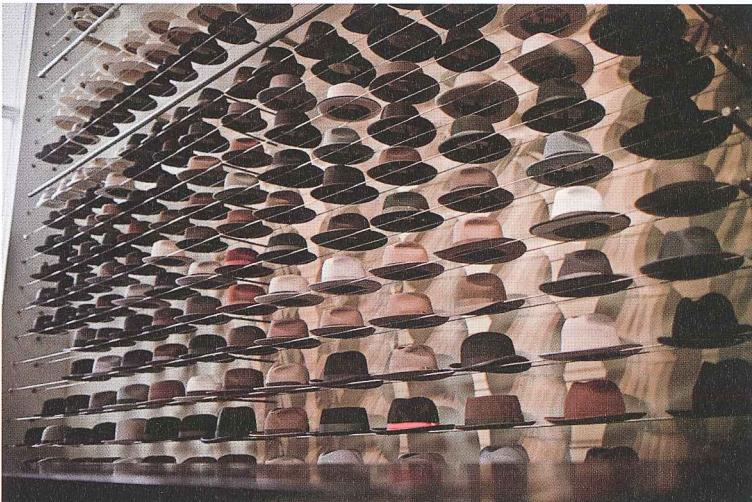
MONTECRISTI  
MILANS  
FEDORAS  
HOMBURGS  
PORKPIES

MONTECRISTI, SERIES A  
MONTECRISTI, SERIES B  
MONTECRISTI, SERIES C  
MONTECRISTI, SERIES D  
MONTECRISTI, OPTIMO

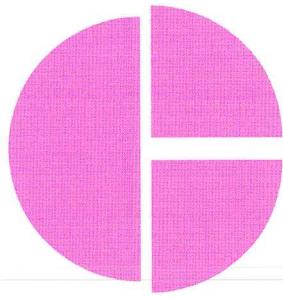
THE LEGENDARY MONTECRISTI PANAMA

CUSTOM ORDER THIS HAT ▶

JOHN OUR WAITING LIST | © 2015 OPTIMO HAT COMPANY



THƯ VIỆN  
HUBT  
TÀI LIỆU PHỤC VỤ THAM KHẢO NỘI BỘ



CAKE UNION

The People's Cake Company  
+44 (0)7876 762 245  
triciadurr@cakeunion.co.uk  
cakeunion.co.uk

TRICIA DURR

CAKE UNION



Client  
Cake Union

Design Agency  
Interabang (UK)

Designer  
Adam Giles, Ian McLean

## Cake Union

Cake Union is the people's cake company. They take an egalitarian approach to baking, so each celebration cake is unique: a union of the client's creative input and their baking prowess.

Graphic slices of cake were used to create a large 'C'. The identity employs a strong campaign feel, reflecting the name.







## Zealandia Eats & Retail Treats

Wellington's eco-sanctuary, Zealandia, opened its new visitor centre complete with a store and café with the view to maximise its position as a major New Zealand tourism destination. Designworks' task was to create both the store and café brand concepts.

The store concept needed to be an extension of the

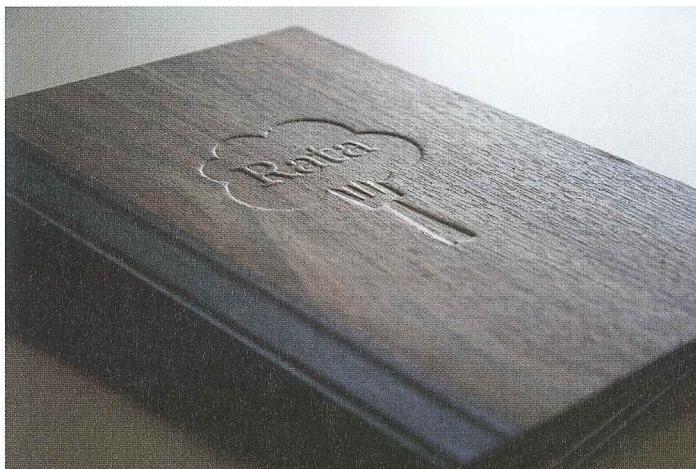
Zealandia brand. The café concept brief differed from the store as it needed to be a standalone brand and a destination in its own right. It did, however, need to be consistent with the Zealandia brand values by incorporating sustainability.

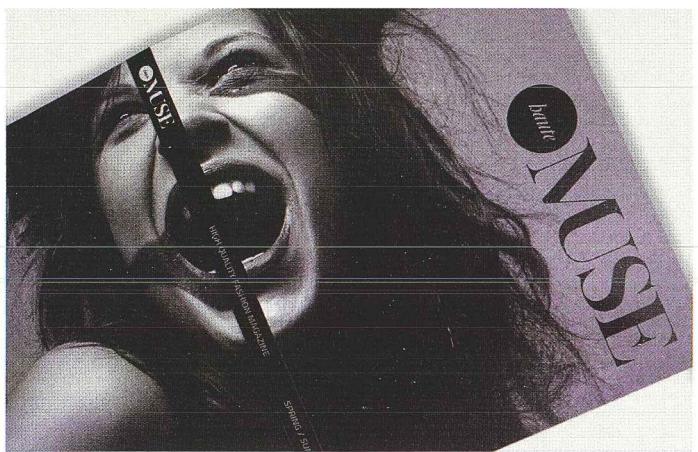
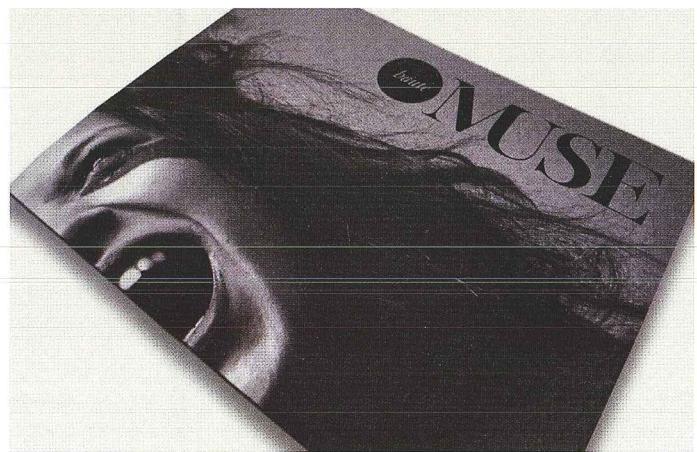


Client  
Zealandia

Design Agency  
Designworks (New Zealand)

Designer  
Ying Min Chu and Paul Johnson





Client  
HauteMuse magazine

Design Agency  
kissmiklos (Hungary)

Designer  
Miklós Kiss

Photography

Miklós Kiss, Cover's girl photo by Bettina Gál

## Hautemuse Fashion Magazine's Identity Concept

HauteMuse magazine is a new Qatari fashion magazine. I wanted to design a logotype, which is classic like VOGUE, or Harper's BAZAAR, but fresher.





## Hotel Ambrose Identity and Wine Selection Label

Ambrose is a little hotel in Montreal. The hotel occupies two Victorian style buildings, built in 1910. I wanted to design a logotype, which is classic like Victorian style but fresh. Additionally, I made some other concepts, for example Wine Label.

Client

Hotel Ambrose

Design Agency

kissmiklos and imprvd (Hungary)

Designer

Miklós Kiss

Photography

Miklós Kiss

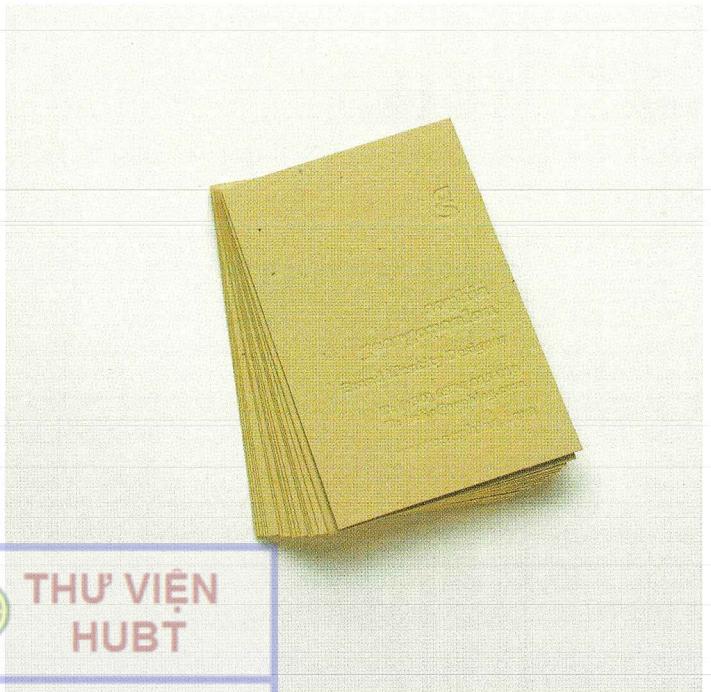




## Sophia Georgopoulou Corporate Identity

A logo was created based on the initials of the designer's name ('S' for Sophia and 'G' for Georgopoulou, in lowercase). This is designed with a fresh-mint color that connotes freshness and youth. The logo is compact, austere but also friendly, it pops and is eye-catching.

The whole identity is an eco-friendly solution because none of the elements are printed. Round stickers with various messages and colors are used as the main means of communication; the business card is printed using the 'de-bossing' method on thick recycled paper. The same stickers are used on the letterheads, compliment slips, envelopes etc. As a result, each piece of communication is different and unique every time.

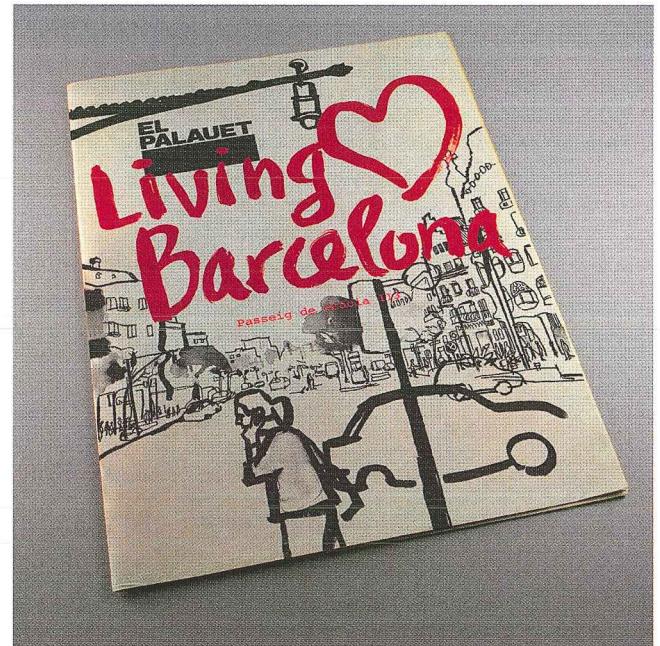




Client  
Sophia Georgopoulou

Designer  
Sophia Georgopoulou (Greece)

## Photography



## El Palauet Living

The client asked us to design Business Cards, Notebooks, Brochure and Do not disturb card for luxury apartments.

### Client

El Palauet Living

### Design Agency

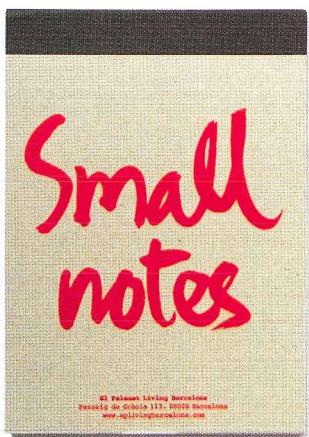
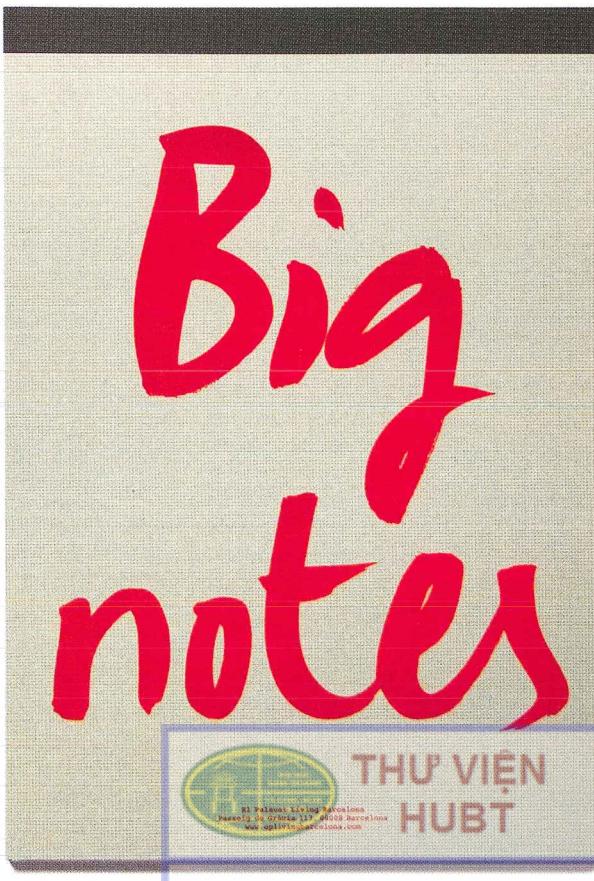
Marnich Associates (Spain)

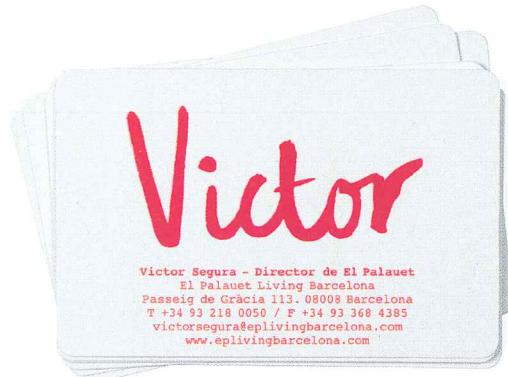
### Designer

Wladimir Marnich and Iris Tárraga

### Lettering

Pol Montserrat

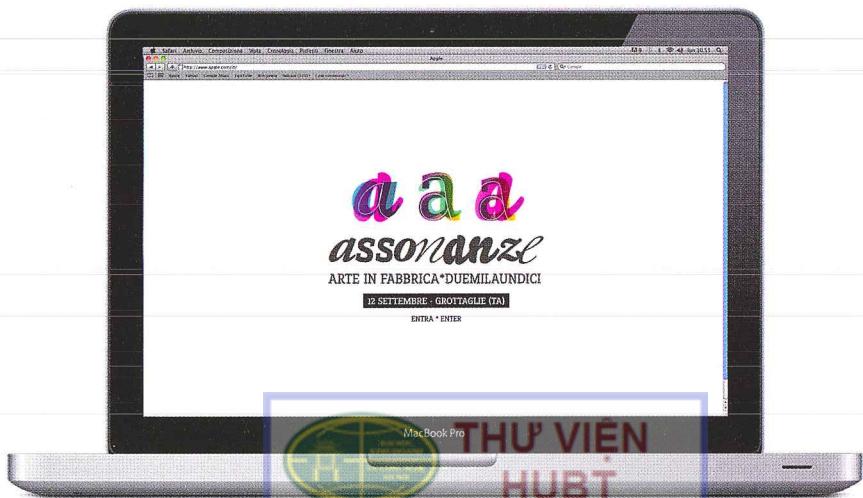


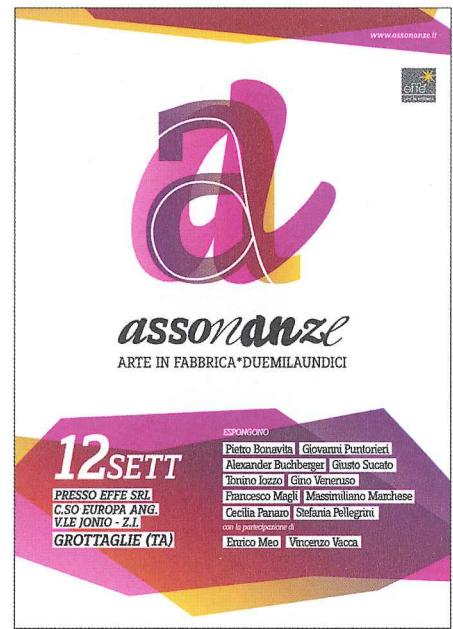
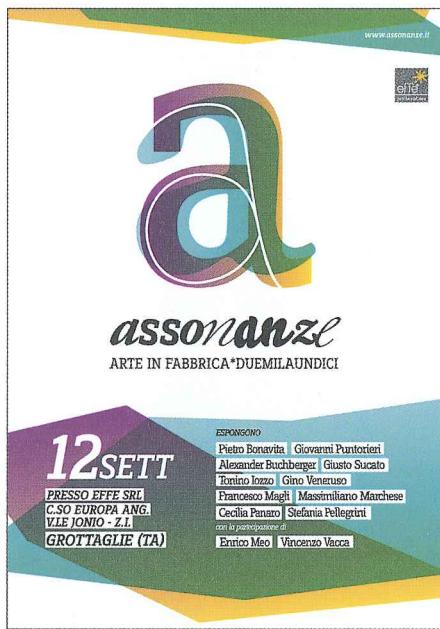




# assonanzel

ARTE IN FABBRICA\*DUEMILAUNDICI





## Assonanz

Assonaze (assonance) is the name of an event to be held in September. Ten artists will design and create installations and site-specific works within a company. The design will use different typefaces for the same letter, different shapes, similar visuals, all for A, as in art, as artist, as in assonance.



Client

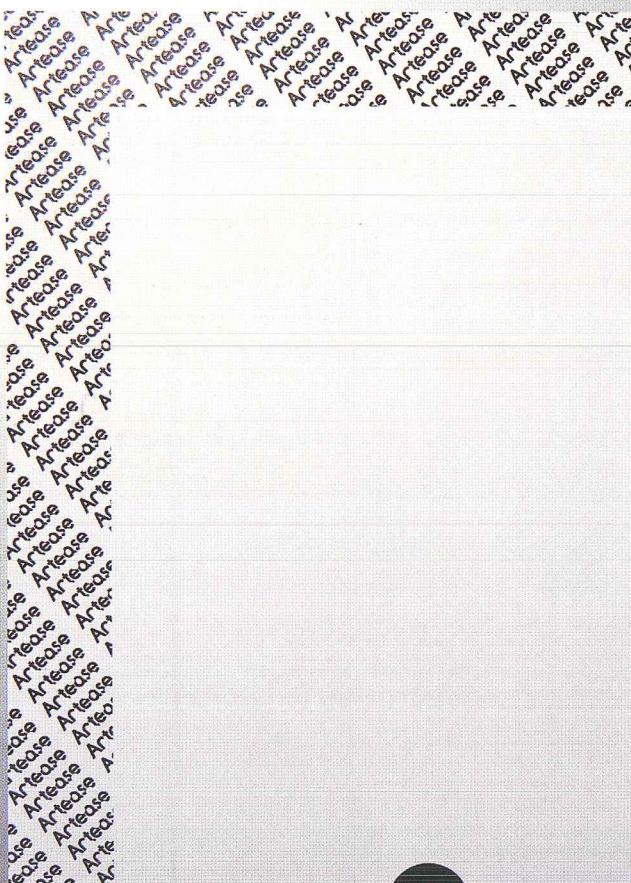
Effe srl

Design Agency

L-enfant (Italy)

Designer

Pierfrancesco Annicchiarico



Tanjong Pagar Plaza #01-35 Singapore 082001 Tel: +65 6222 6966 Fax: +65 6222 6956 www.Artease.sg



Tanjong Pagar Plaza #01-35 Singapore 082001 Tel: +65 6222 6966 Fax: +65 6222 6956 www.Artease.sg

#### Tea

	Regular	Large
1 Black Tea	190	270
2 Jasmine Green Tea	190	270
3 Oolong Tea	190	270
4 Passion Fruit Rose Tea	240	350
5 Peach Oolong Tea	240	350
6 Lemon Tea	290	430
7 Honey Black Tea	290	430
8 Honey Fruit Green Tea	290	430
9 Peach Green Tea	290	430
10 Plum Green Tea	290	430

#### Tea + Chew

	Regular	Large
11 Bubble Milk Tea	240	350
12 Bubble Caramel Milk Tea	240	350
13 Hazelnut Milk Tea with Boba	350	490
14 Grass Jelly Milk Tea	150	490
15 Ai Yu Ice Tea	350	490
16 Passion Fruit Green Tea with Almond	350	490
17 Peach Green Tea with Coconut Jelly	290	430

#### Cocoa / Coffee

	Regular	Large
18 Cocoa	290	430
19 Chocolate Milk	290	430
20 Milo Latte	290	430
21 Cofe Mocha	350	490
22 Caramel Macchiato	350	490
23 Cappuccino	350	490
24 Black Coffee (espresso)	240	350
25 Coffee (espresso)	290	430
26 Cafe Latte (espresso)	350	490

#### Pudding / Jelly

	Regular	Large
27 Milk Tea	240	350
28 Green Milk Tea	240	350
29 Oolong Milk Tea	240	350
30 Honey Milk Tea	290	430
31 Tea Latte	290	430
32 Caramel Milk Tea	290	430
33 Hazelnut Milk Tea	290	430
34 Vanilla Milk Tea	290	430

#### Gross Jelly

	Small	Large
22 Caramel Egg Pudding	240	240
23 Tea Jelly	210	210
24 Coffee Jelly	210	210
25 Gross Jelly	210	210



Tanjong Pagar Plaza #01-35 Singapore 082001 Tel: +65 6222 6966 Fax: +65 6222 6956 www.Artease.sg

## Artease Café Identity and Collaterals

With a cheeky tagline like that, who can resist being part of the fun? Three punched-out holes in the logo recall the tapioca 'pearls' that give bubble tea its name. The irreverence shows up too in the made-in-

Singapore mascot and illustrations. We have helped create a truly local rendition of the Taiwanese-originated beverage – that's the Artease difference in a crowded market.

Client  
Artease

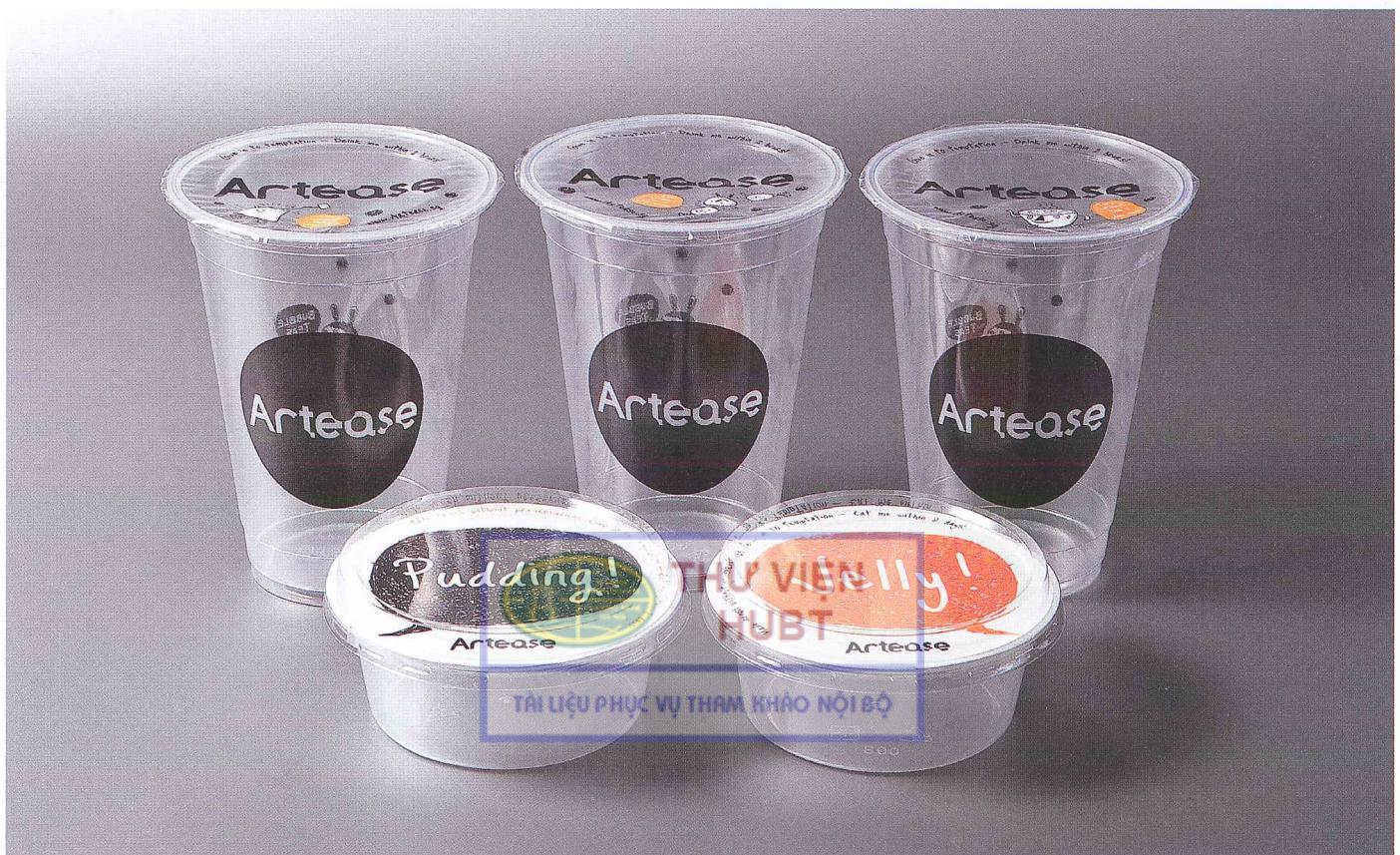
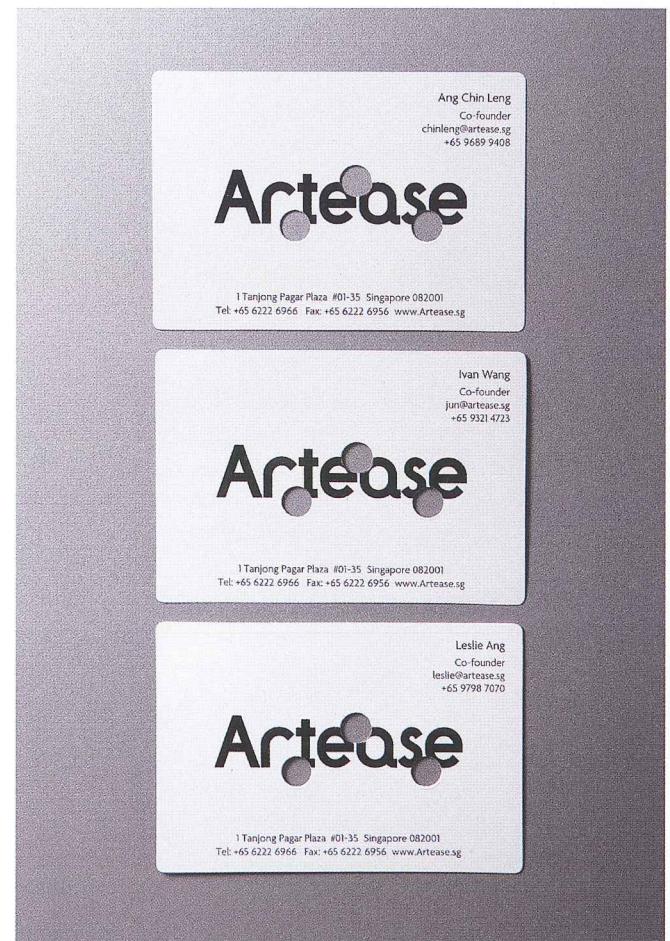
Design Agency  
Splash Productions Pte Ltd  
(Singapore)

Designer  
Stanley Yap

Copywriter  
Low Jat Leng

Illustrations  
Eeshuan







## Brownice Vegan Ice Cream

Can ice cream ever be good for you? Yes, if it is Brownice ice cream, made from real, vegan ingredients. We've gone wholesome for its identity

and collaterals too – with cursive type, pastel blue and awning illustrations that recall ice-cream stands of the good old days. In a word – sweet.

Brownice<sup>®</sup>



Client  
Wholesome Delights Pte Ltd

Design Agency  
Splash Productions Pte Ltd  
(Singapore)

Designer  
Norman Lai, Lim Cailing

Copywriter  
Terry Lee, Dominic Leong,  
Michelle Fun

Web Design & Development  
Lim Cailing, Terence Yap



Hazelnut Chocolate



Banana Oats



Chocolate



Green Tea



Peanut Butter Caramel



Vanilla



Lavender Chocolate



Coffee Hazelnut



Pumpkin Coconut



Mulberry



Tropicana



Chendol



Durian

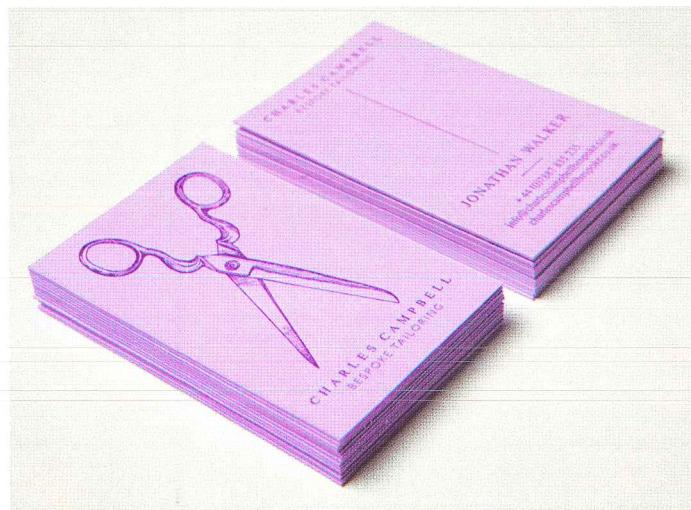
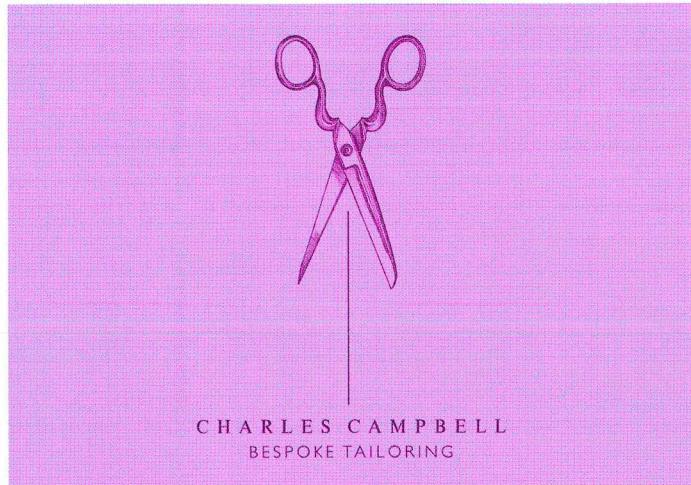


Lemongrass sorbet



Ginger tea sorbet





## Bespoke Tailoring Identity and Website Design

Every man needs a tailor and every bespoke tailor needs a bespoke identity to promote their traditional craft to a modern and sophisticated audience. It was our job to do just this and with the help of the very talented illustrator Ilyanna Kerr, we created this logo using a traditional serif typeface and traditional line drawing of

a master tailor's most important tool. So far we have produced a set of hand pressed business cards on stunning lilac color plan in a robust 540g. Packaging and a full website are underway including carrier bags, shirt boxes and silk tie envelopes for their new showroom.

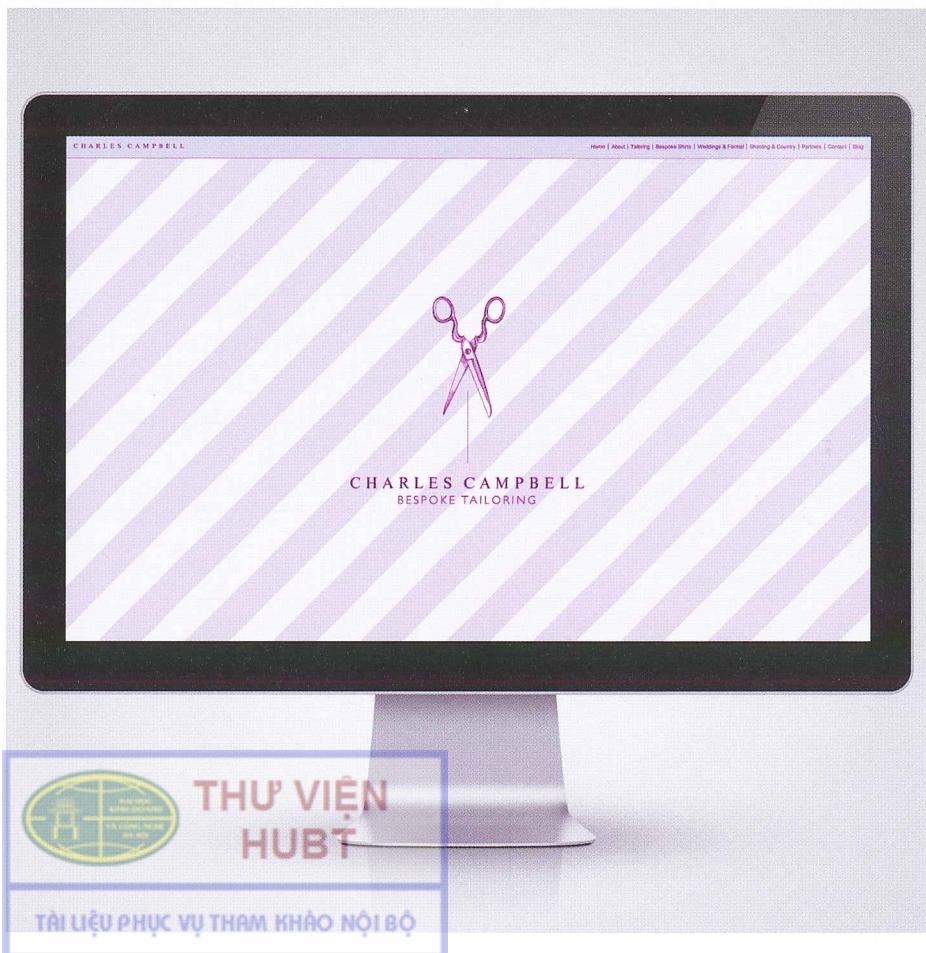
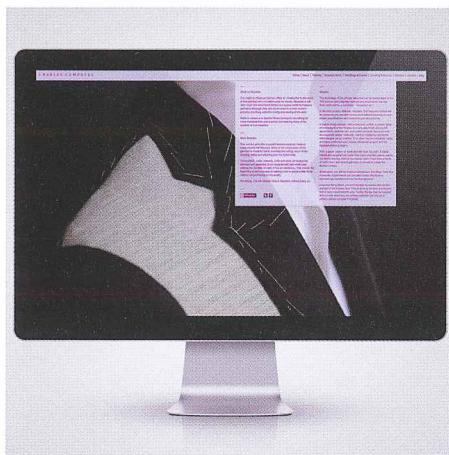
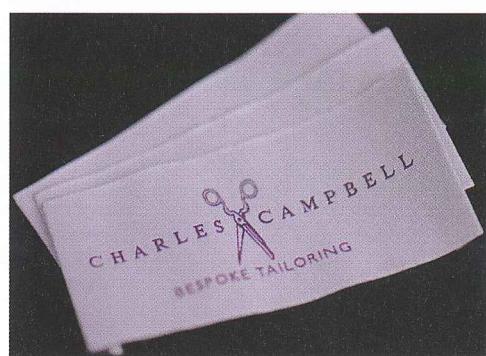
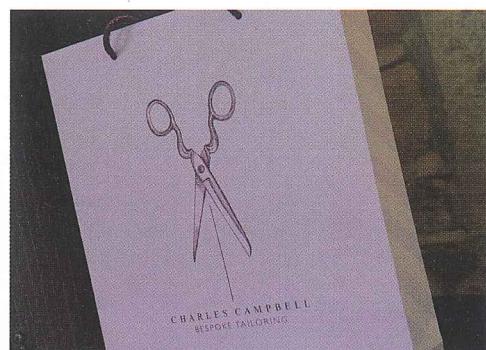
Client  
Charles Campbell

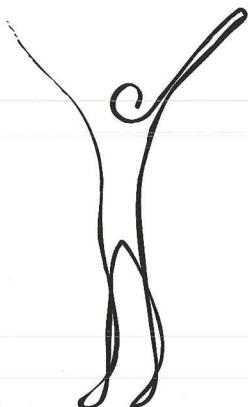
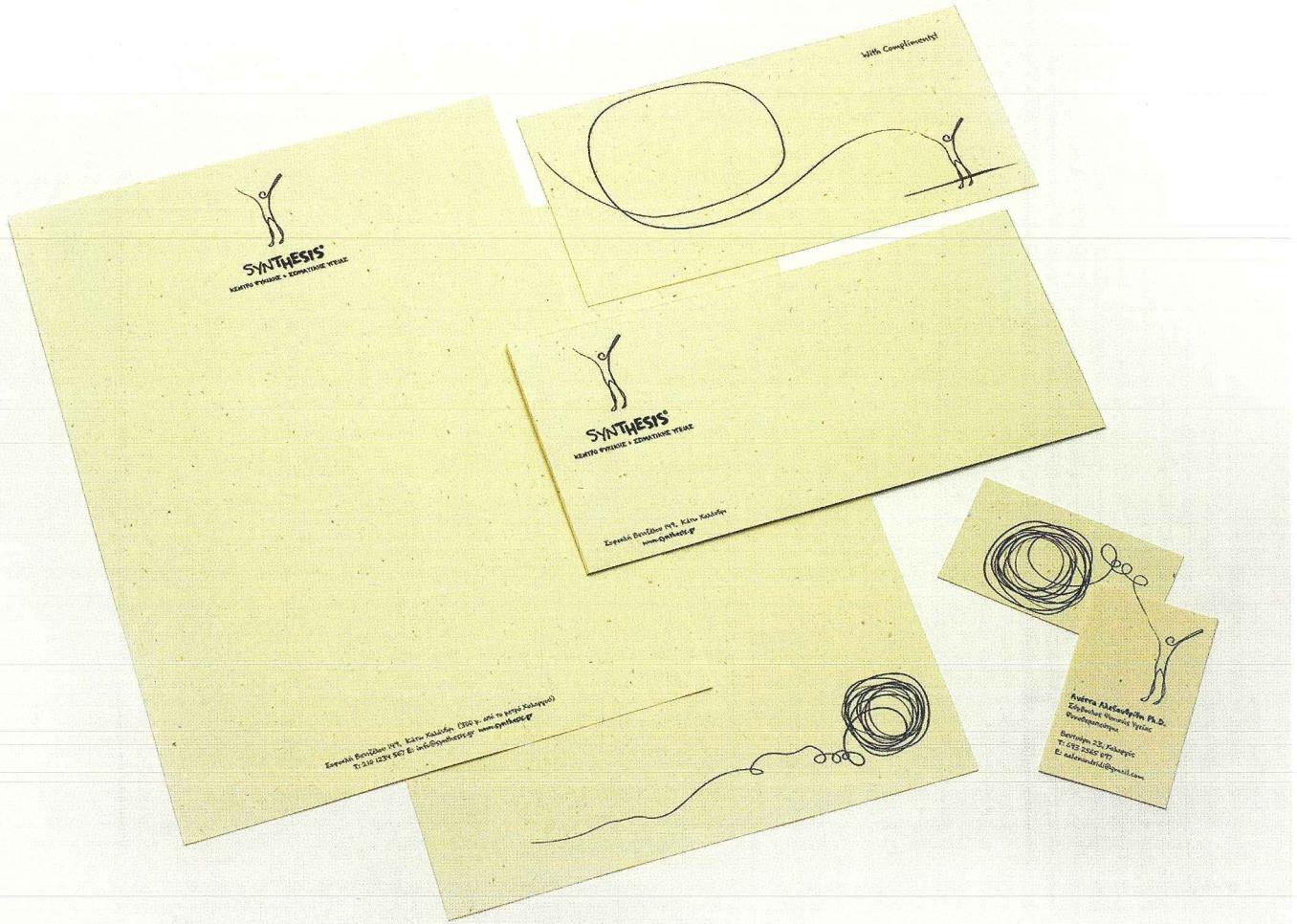
Design Agency  
Teacake Design (UK)

Designer  
Graham Sykes, Robert Walmsley

Photography  
Sebastian Matthes







# SYNTHESIS®

## Synthesis Center

'Synthesis Center' is a center of physical and spiritual Health in Athens, Greece. The services provided are consulting, psychotherapy, stress management, astanga yoga and more. The concept of this corporate identity in general, is a 'ball' that represents one's soul and/or body that 'unrolls' after being taken care through therapy and yoga.

As a result, the symbol of this logo represents the physical and spiritual 'lift-up' of a human figure, 'the ending point' and the 'result' of this whole experience. In order to express its unique character, the logo was created from one single, handwritten, black-inked line.

TÀI LIỆU PHỤC VỤ THAM KHẢO NỘI BỘ

Client  
Anetta Alexandridi

Designer  
Sophia Georgopoulou (Greece)

Photography  
Michalis Kloukinas



## 'Fruita Blanch' Handmade Jams and Preserves

Fruita Blanch is a family business with a long tradition. Generation after generation, Fruita Blanch has grown fruit and produced their own jam, preserved products and organic juices.

Fruita Blanch's new product line is known for their low-sugar, chemical free preserved products, produced from 100% organic, self-harvested fruit.

Fruita Blanch has developed a versatile set of

multisized labels to fit every jar. These labels have been designed to reveal as much of the jar product as well as to emphasize its artisanal nature.

Tradition, artisan methods and the deepest care about what they do is what defines Fruita Blanch. Gourmet product creations of the future made with the values of the past.

### Client

Fruita Blanch

### Design Agency

ATIPUS (Spain)

### Designer

Javier Suárez / Eduard Duch



## Identity and Promotion Design

This bi-monthly publication is distributed nationwide and contains all the essential need-to-knows for every truly discerning indie kid! Written by Dan and Hannah, the founders of not only the zine but also the PYT club nights and emerging indie pop record label, this A5,

12 page publication has received a great deal of praise from the music industry including Artrocker, NME, Marc Riley and Radio One legend Steve Lamacq who very kindly said this on-air "<i>A lot of 6Music listeners will like it, it's nice, compact, tidy and free."

Client

Pull Yourself Together /  
A Place Called Common

Design Agency  
Teacake Design (UK)

Designer

Graham Sykes, Robert Walmsley

Photography

Sebastian Matthes









## Event Branding

Now in its second year this musical weekend opener connects the dots between electro, indie, disco, outsider pop, cosmic nonsense and forgotten gems.

We just really love this lowercase Century F, luckily so do the people who keep popping back to Common!

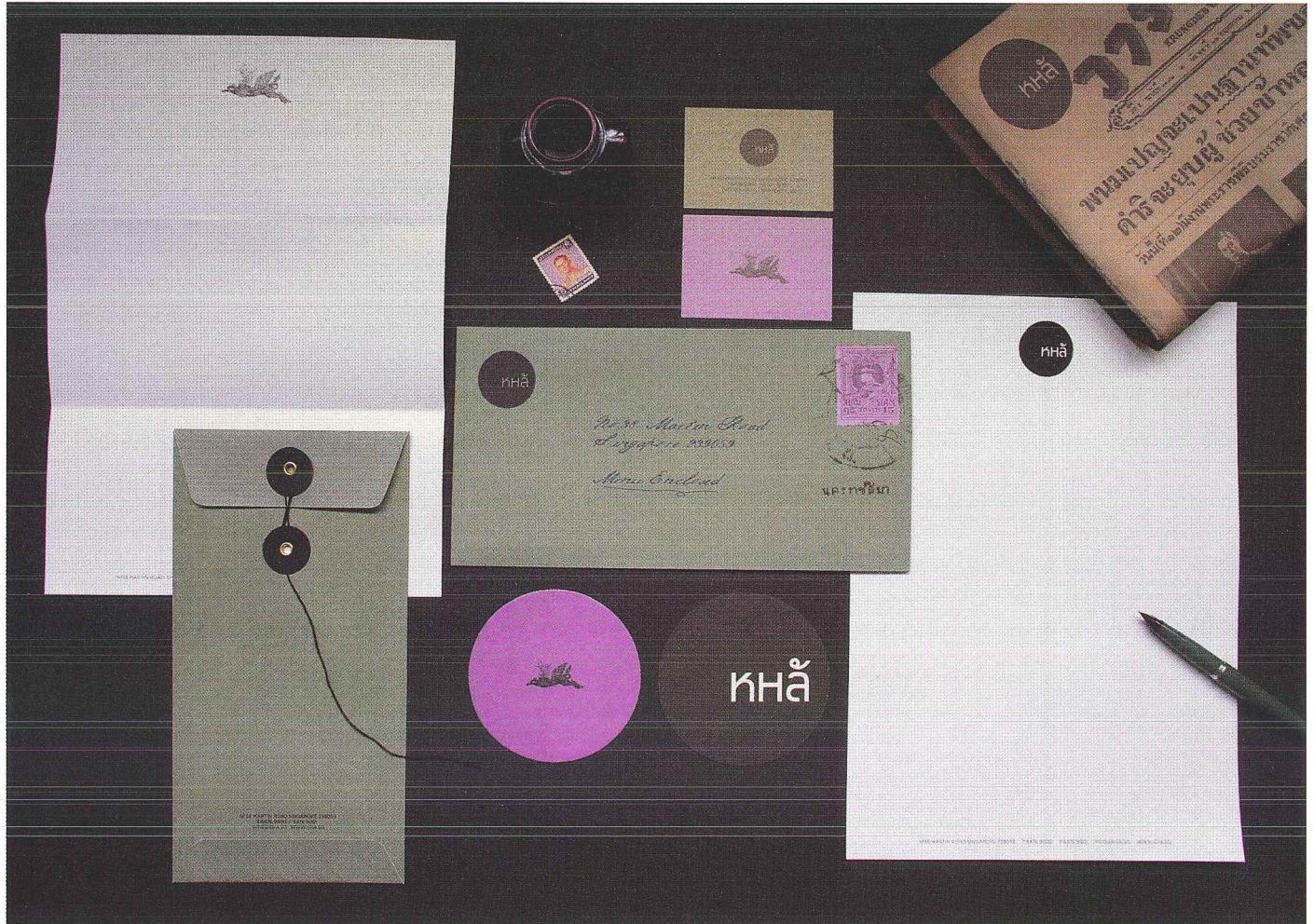
Client  
A PLace Called Common  
/ Sebastian Matthes

Design Agency  
Teacake Design (UK)

Designer  
Graham Sykes, Robert Walmsley

Photography  
Sebastian Matthes





## Kha, Singapore

Kha is a casual bistro serving authentic Thai food including home-cooked selections from the chef's family recipes and a collection of innovative, modern interpretations of Thai dishes, taking cue from the modernization of the classic Thai cuisine, the brand looks to the era of Kings Rama IV and Rama V—the former welcomed westernization in Siam while the

latter, who had a full western education, took the kingdom to modernization. Archival articles of the Rattanakosin Kingdom during this period were carefully examined and considered for this branding effort. The restaurant is positioned to be atypical from the usual Thai eateries—it is classy and elegant without the superfluous stereotypical Thai elements.

Client

Kha, Singapore

Design Agency

Foreign Policy Design Group (Singapore)

Designer

Yah-Leng Yu

Web Developer

Tianyu Isaiah Zheng (TY)





## The Roof

The identity of The Roof bar is very much inspired by wheat-paste-glued posters on the streets of old Shanghai back in the days, plus elements from the current architecture of the hotel. We deployed the idea of the vintage newspaper adhering to recycled

wood for the menu with a wheat-paste-like glue. The use of the wood takes cue from the hotel's windows and wooden decks of the rooftop – which are wood reused from these 1930s old buildings & warehouses in Shanghai.

### Client

The Roof at Waterhouse, Shanghai

### Design Agency

Foreign Policy Design Group (Singapore)

### Creative Director

Yah-Leng Yu, Arthur Chin

### Designer

Tianyu Isaiah Zheng (TY)

### Design & Craft Production

Tianyu Isaiah Zheng (TY)





## Design Wars

DesignWars is a brand new place for peoples to submit, and buy t-shirt designs created by artists around the world. Designers upload their t-shirt designs

to the website, where visitors and members of the community score them. Winning designs are selected for printing and creators receive a prize of cash.

Client  
Design Wars

Design Agency  
Noecko (Poland)

Designer  
Michał Sycz



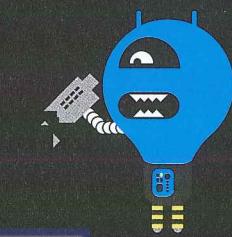
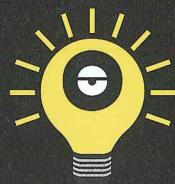
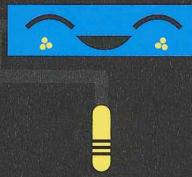
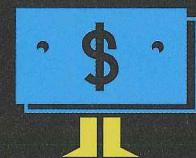
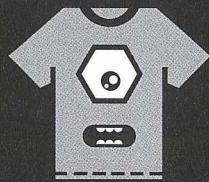
Sign



Inspirations



Illustration Style  
Characters



TÀI LIỆU PHỤC VỤ THAM KHẢO NỘI BỘ

# AaBbCc 01234

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLM NOPQRSTUVWXYZ

0123456789 \$%&@#{.,;!:?}

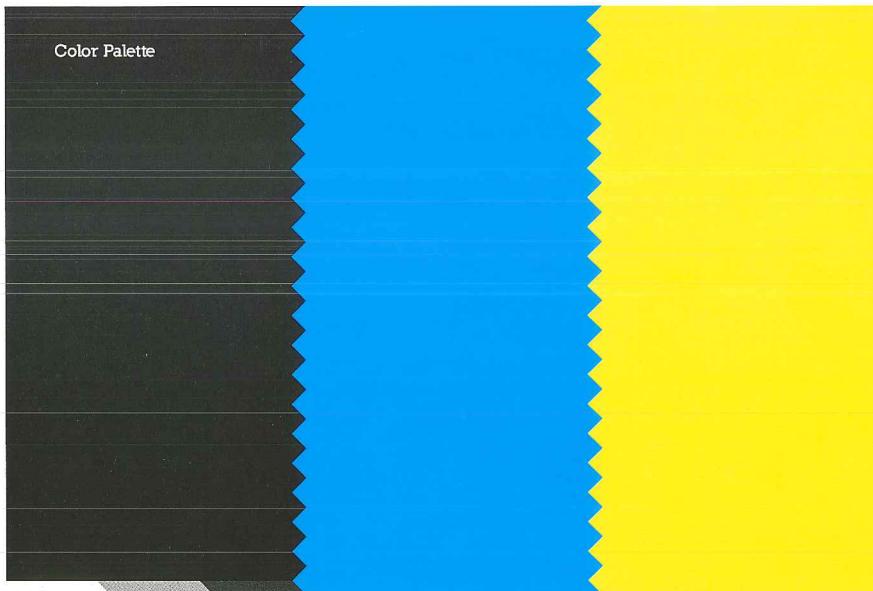
Niland Regular

*...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.*

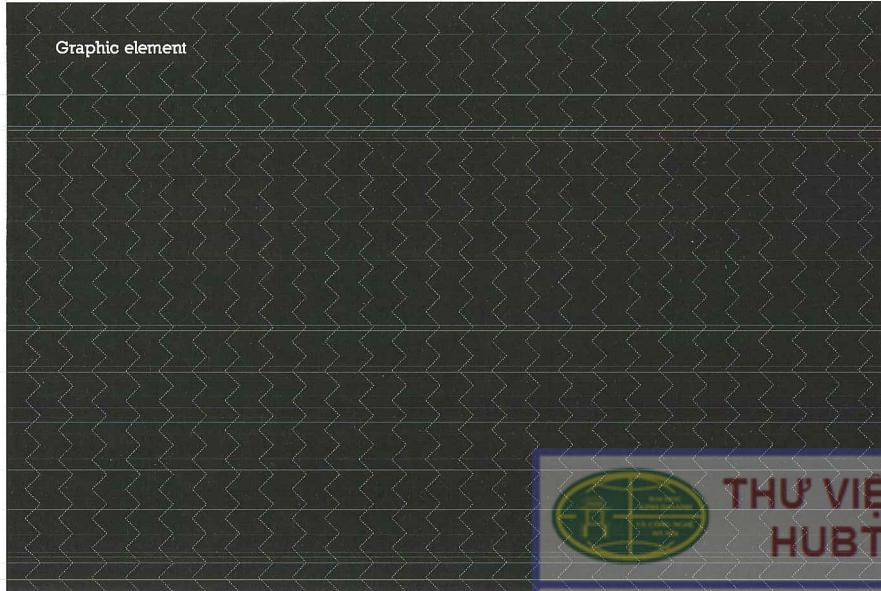
Niland Bold

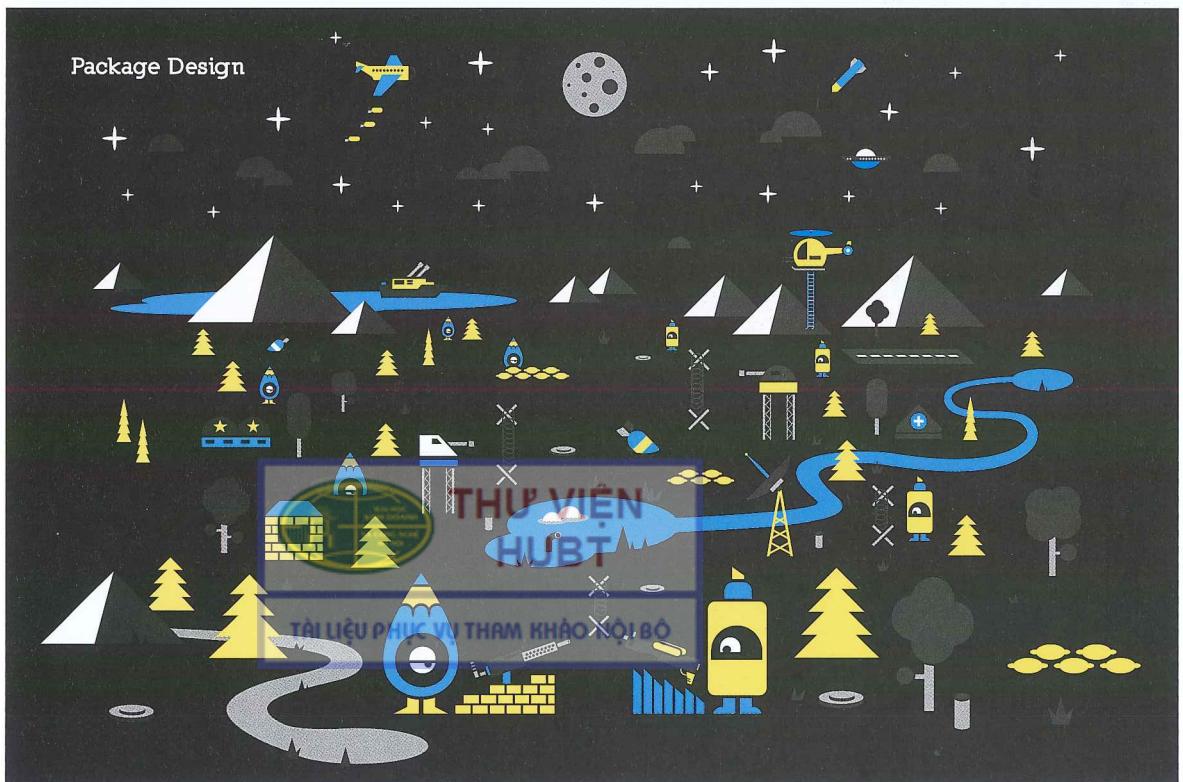
*...Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.*

Color Palette



Graphic element







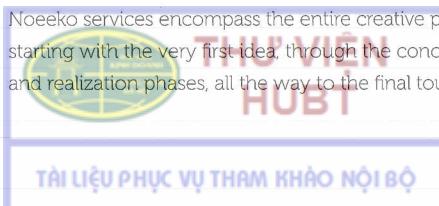
Noeeko

Noeko is a studio established by Art director and Graphic designer Michal Sycz. Open to any form of expression, Noeko combines photo manipulations, illustrations and motion graphics.

The areas of specialization include: illustration, web, vectors, hand drawn elements, and 3D shapes.

design, print design, branding, interactive and social media.

Noeko services encompass the entire creative process, starting with the very first idea, through the conception and realization phases, all the way to the final touches.



Client  
Noeeko

Design Agency  
Noeeko (Poland)

Designer  
Michał Sycz



Untitled

VOEKO

ILLUSTRATION  
DESIGN  
IDENTITY  
MOTION  
WEB

ALL

ABOUT  
CLIENTS  
NEWS  
CONTACT

Next 0 / 11

Featured on Behance.net

My private studio is the studio of part I designed in the studio of part II. It is a copy studio for a studio and a studio. It is a studio.

Behance Behance

Untitled

VOEKO

BACK

ALL ILLUSTRATION DESIGN IDENTITY MOTION WEB

Neeko Identity / Identity

Chips in the city / Web / Identity

Barcelos / Design

Malv Glad / Illustration

Big Star / Web

Mouse 2000 / Illustration

Boosteractive / Web

Milk Sticks / Design

Heart Beats / Illustration

Gumarch Loyalty / Motion

War Brings Chaos / Illustration

Neeko Posters / Design

Nuclear War / Illustration

Neeko Magazine / Design

Color Your Space / Design

Behance Behance



# Loft Investments Identity

Loft Investments is an exclusive holding company constructing new financial products that are better suited for the future than the conventional counterparts. Utilizing many years of experience within different parts of the financial sector they have developed a method of gaining more profit for investors through taking a higher, yet calculated, risk within the option.

Loft approached us to design their identity, stationery, website as well as digital presentation material. In a

highly conservative market Loft needed an identity that, with subtle quirkiness, would separate them from the bulk without scaring anyone off. The logotype was designed in a constructed manner corresponding with the nature of Loft's approach when developing new products. A bold graphical approach, with bright colours, strong typography and use of infographics, was chosen in order to establish a feel of trust and illustrate the steady hands (or analytic minds) of the individuals steering the company.

Client

Loft Investments

Design Agency

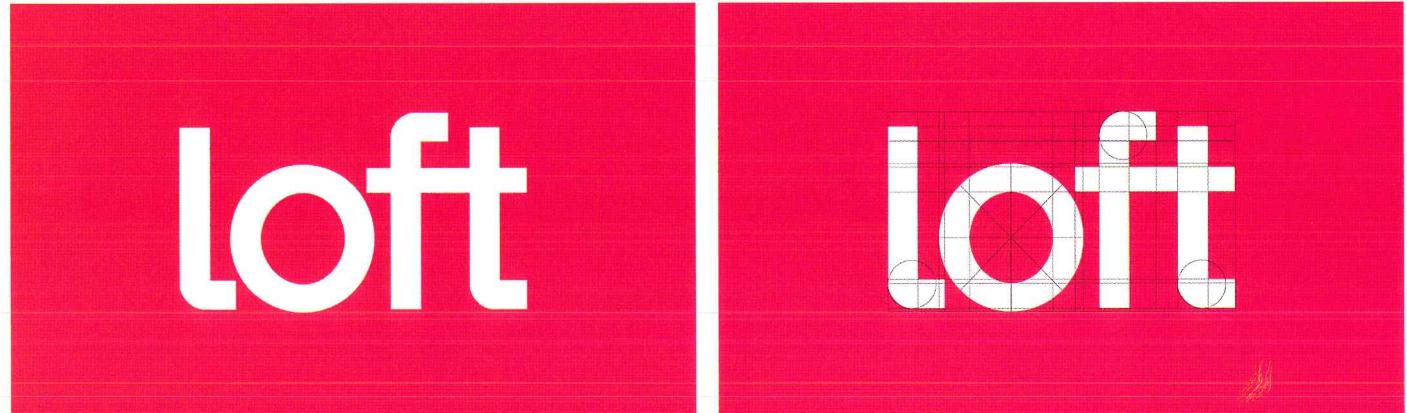
Lundgren+Lindqvist (Sweden)

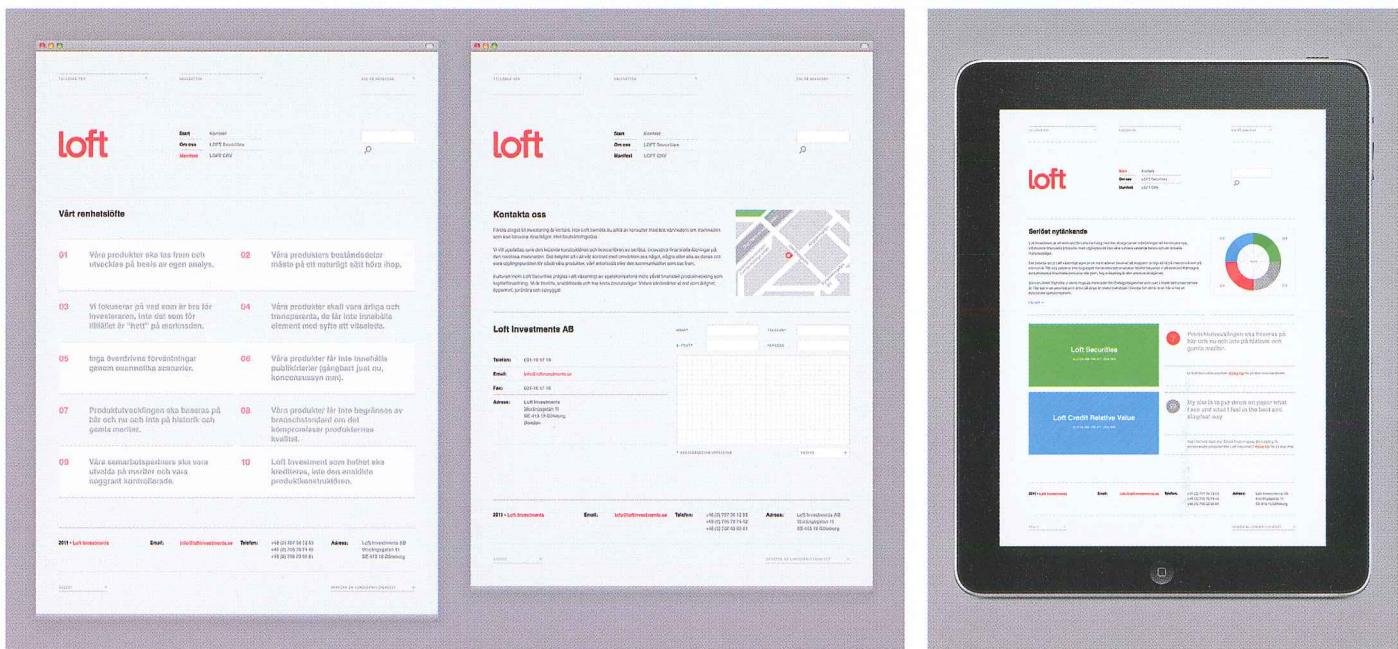
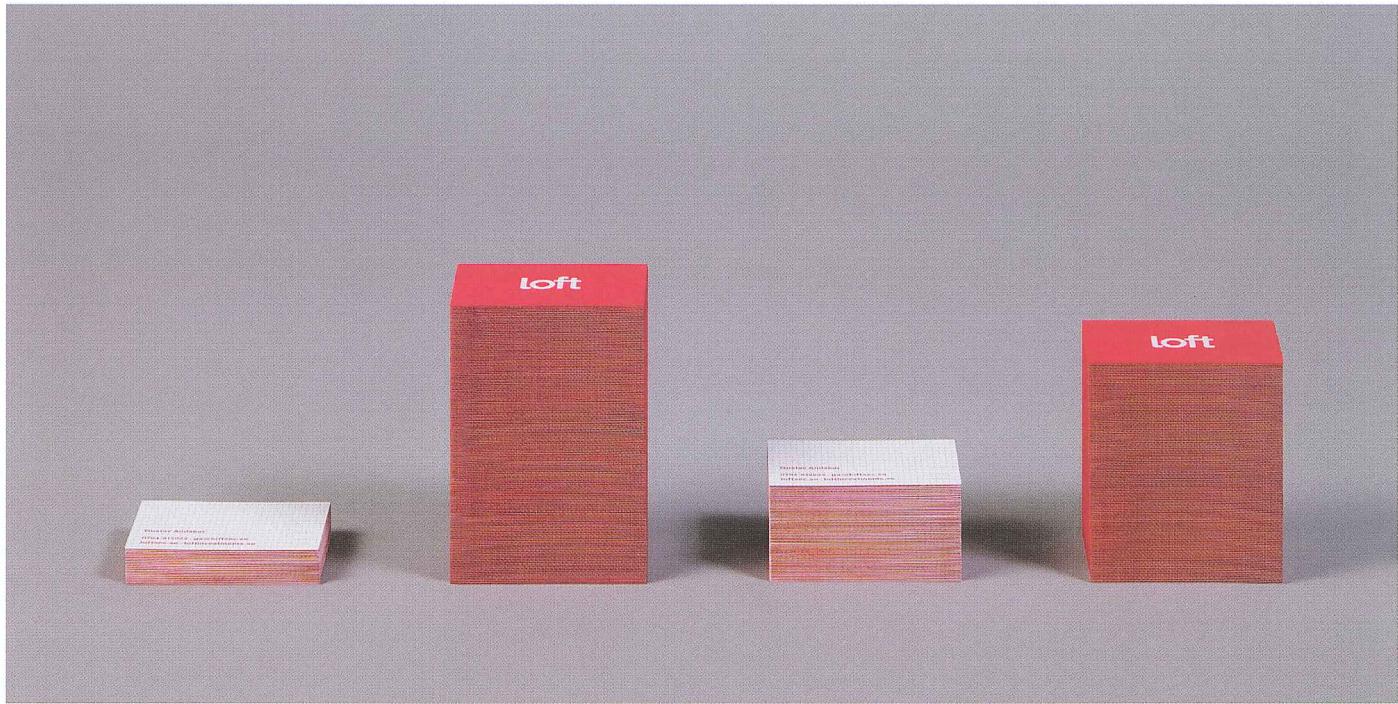
Designer

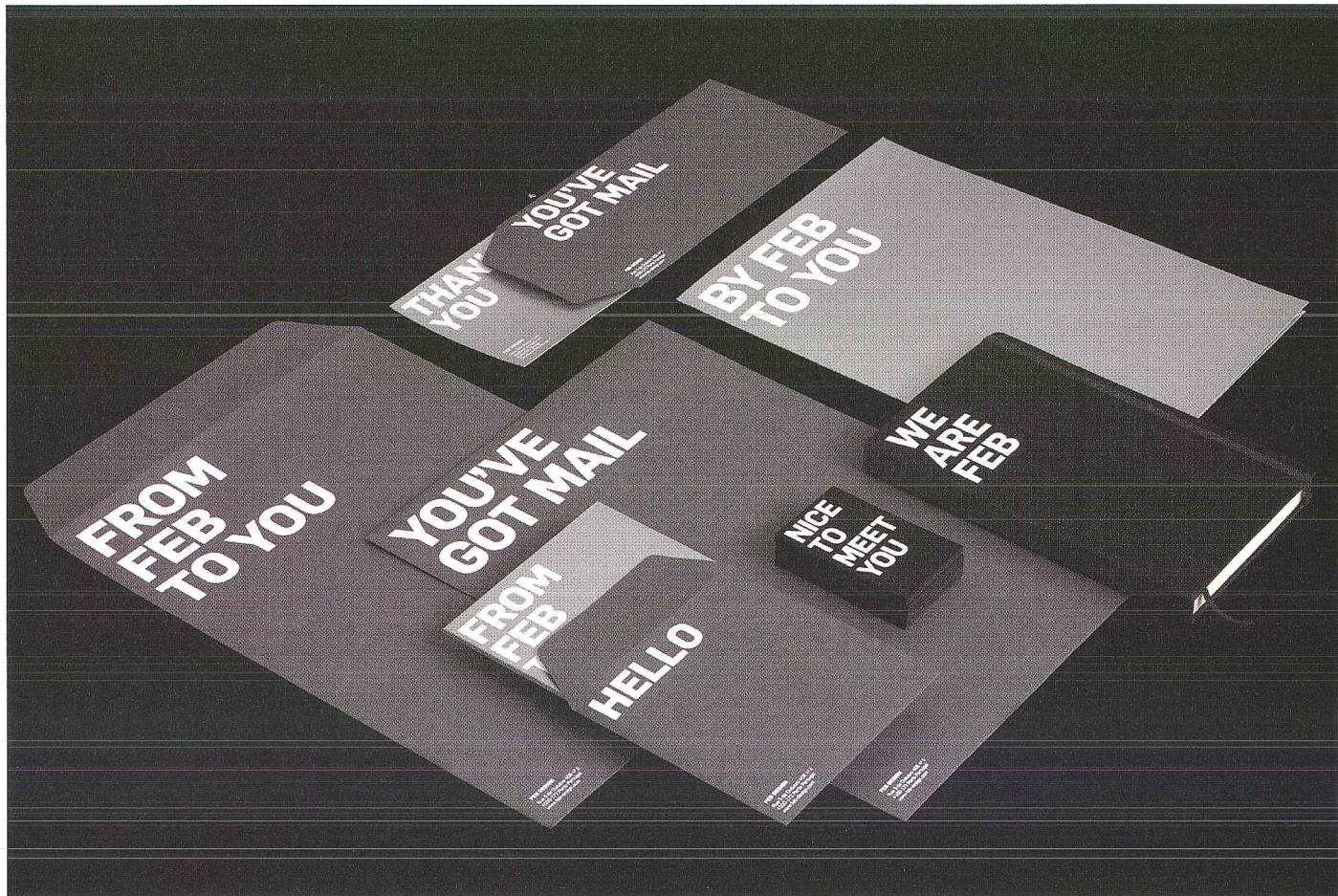
Andreas Friberg Lundgren,  
Carl-Johan Lindqvist

Photography

Cora Hillebrand



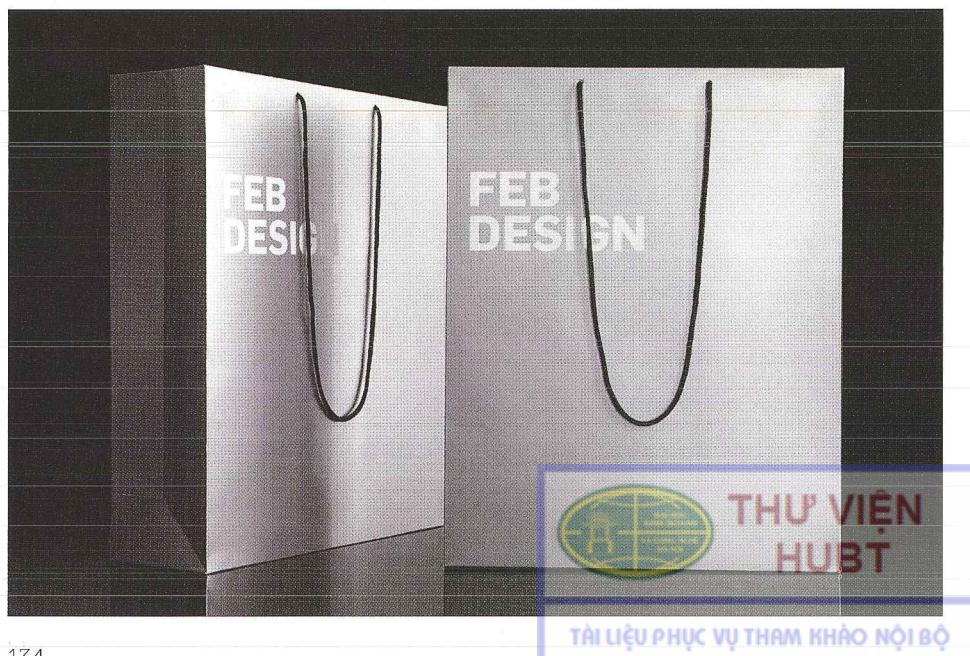




## FEB Design Stationery

For our own stationery, we aimed to show the communicative quality of each one of its materials, so the media becomes the message and the central

character of this assignment. The tone of the selected sentences reflects the close relationship that we daily nourish towards our customers.



Client  
FEB Design

Design Agency  
FEB Design (Portugal)

Designer  
Marta Fragata, Miguel Batista

Photography  
Miguel Batista



**FEB DESIGN**  
Marta Fragata e Miguel Batista  
Rua 5 de Outubro 406 44 E  
4100-172 Porto Portugal  
+351 226 008 525  
+351 936 348 416  
+351 918 669 698  
www.feb-design.com  
ola@feb-design.com  
flickr/feb-design  
facebook/feb-design





## Estoril Fashion Art Festival

Corporate identity, brand system and visuals development for Estoril Art and Fashion annual festival 2010, organized by Moda Lisboa to promote tourism in the Estoril coast.

For Estoril Fashion Art Festival was created a catalog, invitations, and all the pieces to all the exhibits and shows of the festival. The visuals intended to pass all

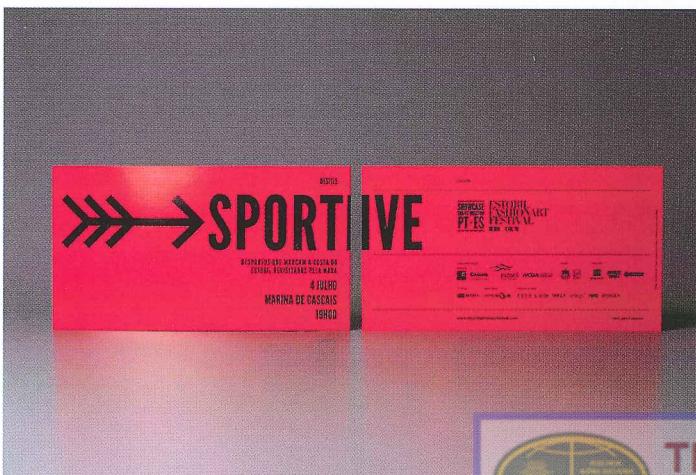
the contents related to the festival in an experimental and artistic spirit values thus increasing the festival and the artists involved. Based on two colors of the festival (black and red) as well as a variety of papers according to the areas and the artists involved, make these pieces also an artistic piece in itself.

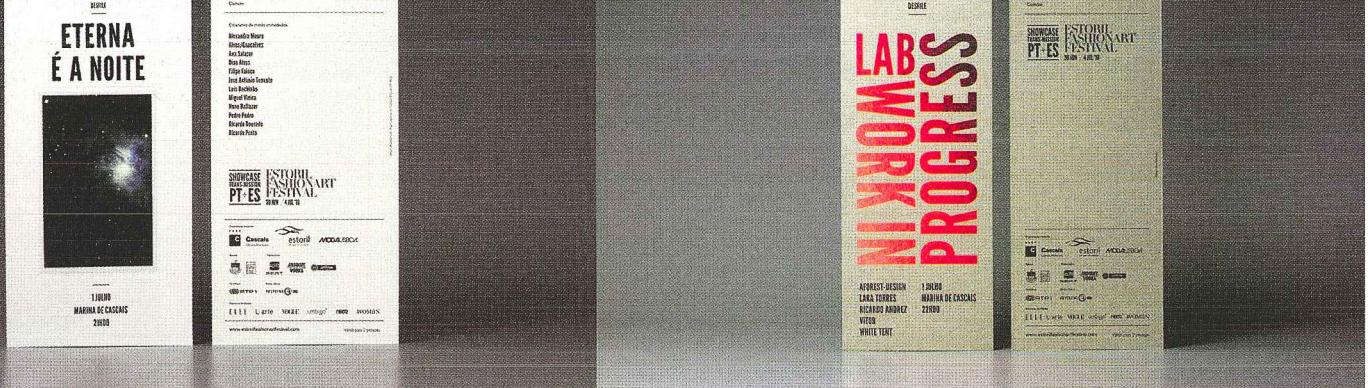
Client  
Moda Lisboa

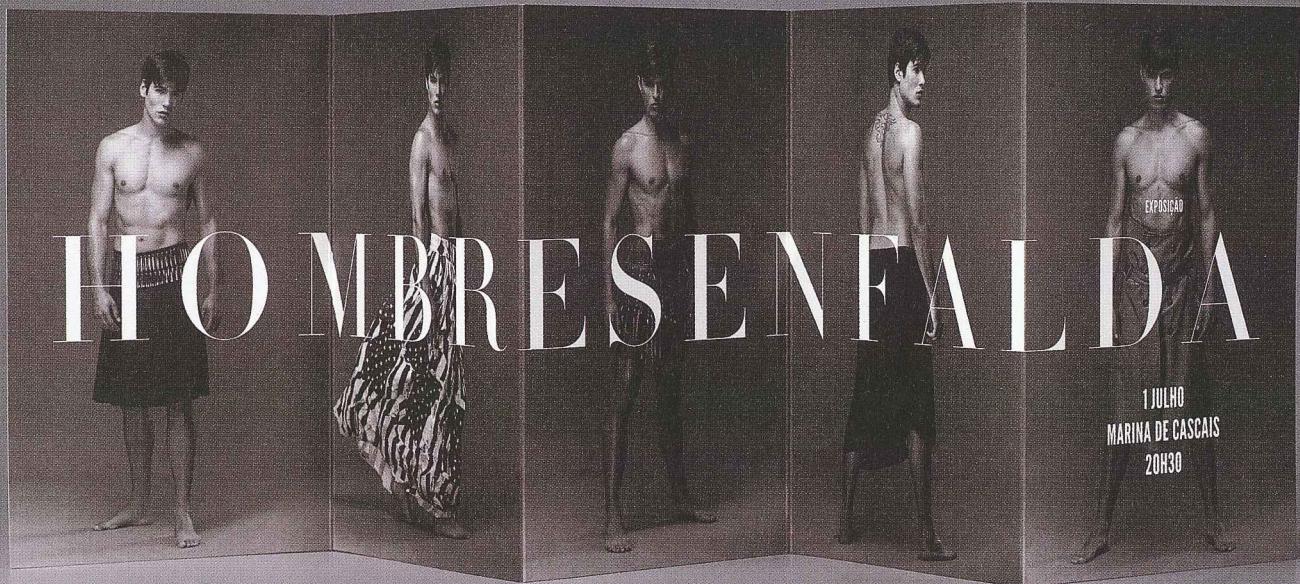
Design Agency  
MusaWorkLab (Portugal)

Designer  
MusaWorkLab

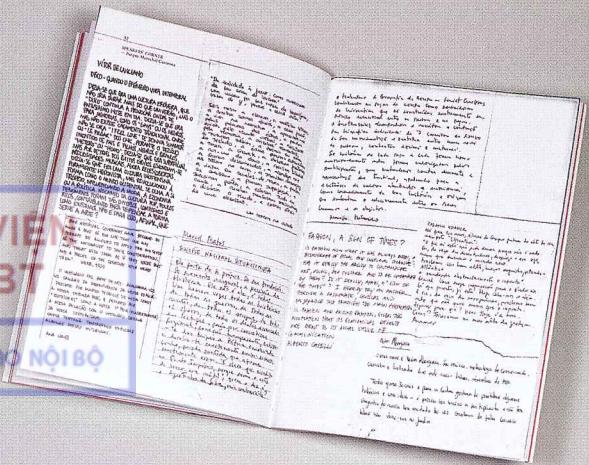


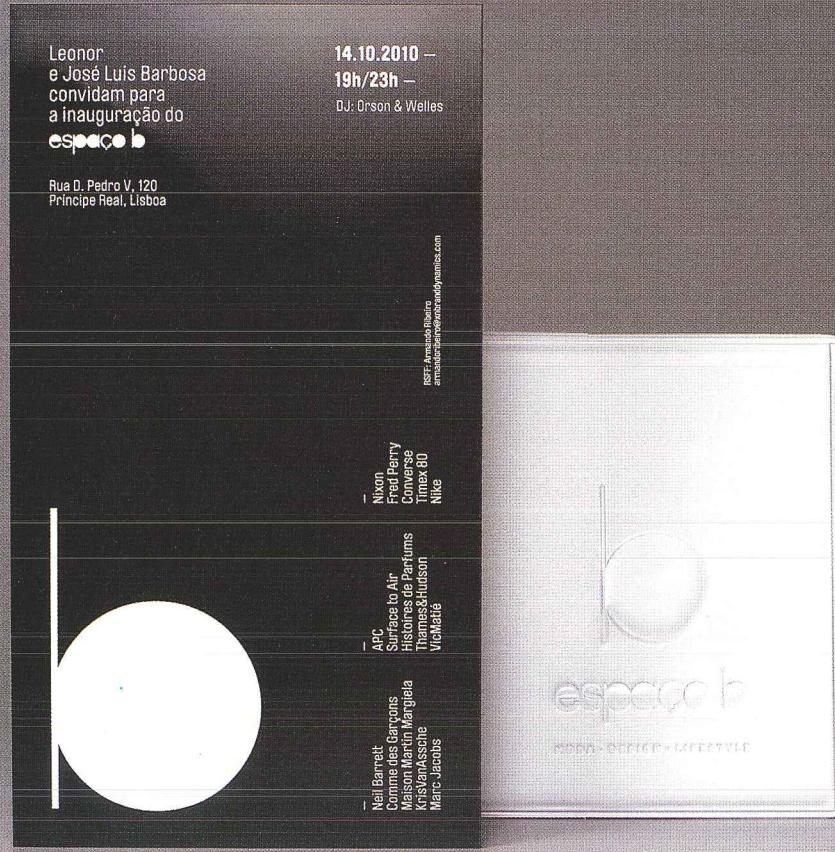






THƯ VIỆN  
HUBT





## Espaço B invitation

Invitation for the opening store "Espaço B", a boutique of fashion, design and lifestyle. The whole shop is based only in black and white, both interior and all the products. The aim was to create an invitation to the image of the store, and so the monochrome and the

materials were chosen to detail. The Invitation shiny black acrylic with white silkscreen, and an envelope matte white PVC, create a unique piece that level scored by its impact.

### Client

Espaço B

### Design Agency

MusaWorkLab (Portugal)

### Designer

MusaWorkLab

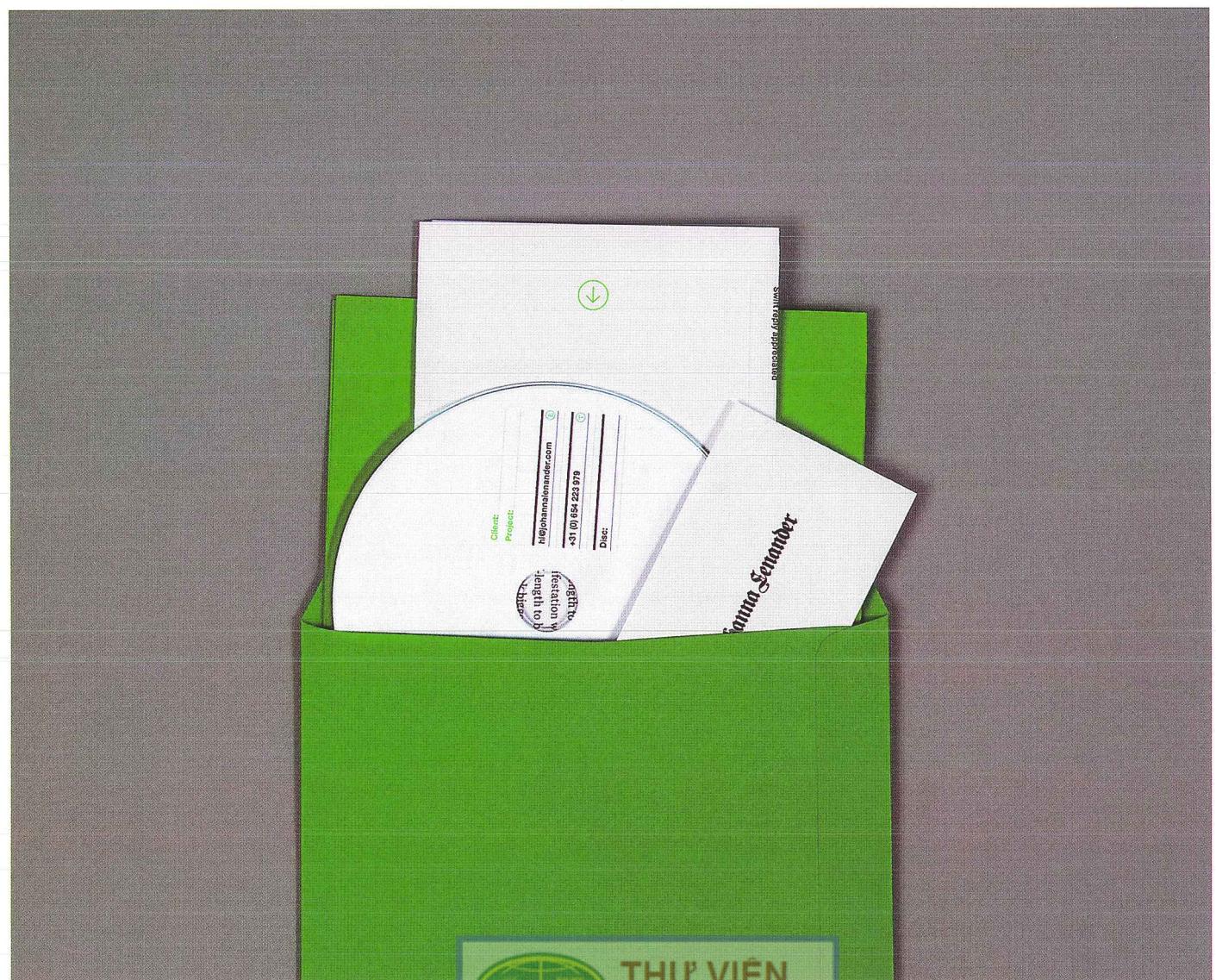




Leonor  
e José Luis Barbosa  
convidam para  
a inauguração do

14.10.2010 –  
19h/23h –  
DJ: Orson & Welles







## Johanna Lenander Identity

Johanna Lenander is a Writer & Editor, living and working in New York City. Johanna is also the author of the book *Hair Wars*. Working for prestigious clients, such as Style Magazine (New York Times), Elle, Gucci and Karl Lagerfeld, Johanna needed a site that not only displayed her writing skills but also reflected her sense of style. We were approached to design and build the site and to design Johanna Lenander's identity and printed matter.

The site was built so that it would give the visitor

a quick overview enabling them to assess the information of interest rapidly. The aesthetic, both of the identity and website, follows the editorial tradition of classic newspapers, but with a modern twist. We used the WordPress CMS as a platform for the site which enables Johanna to easily edit the site and upload new work. Printing techniques include relief and fluorescent inks and high quality paper stock such as the uncoated Munken Polar 400gsm was used for the stationery.

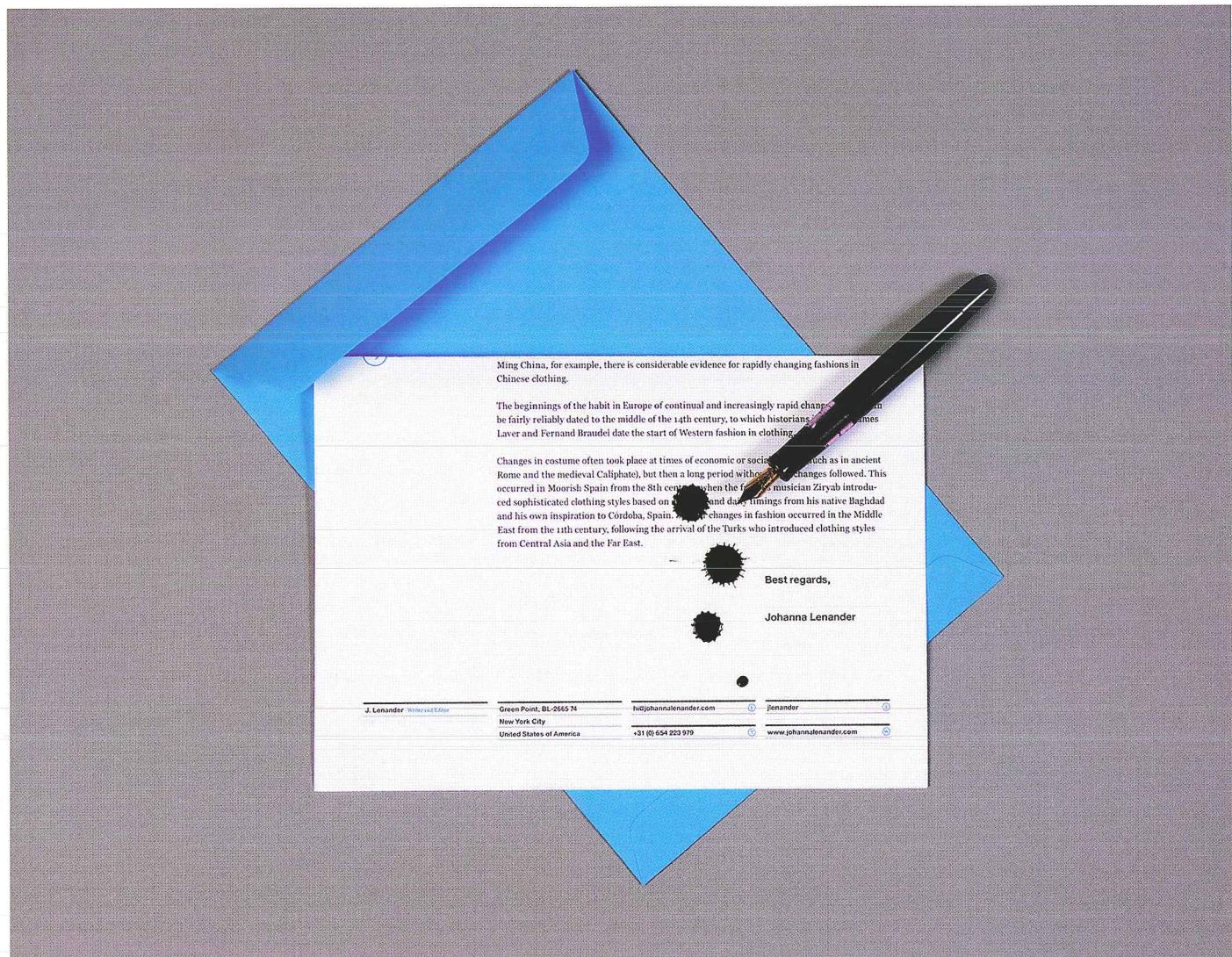
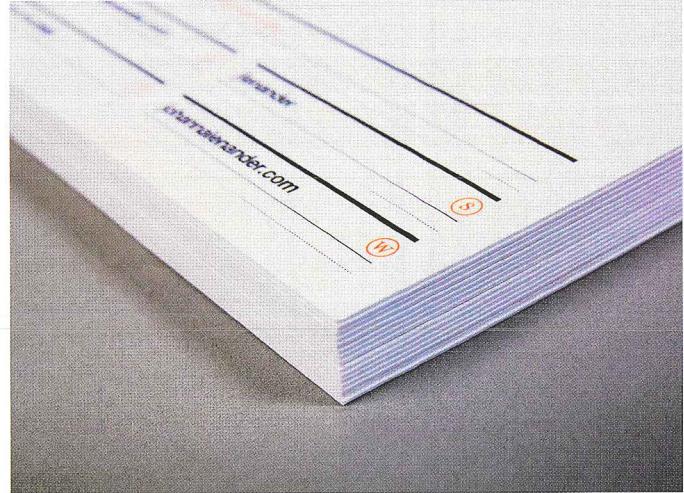
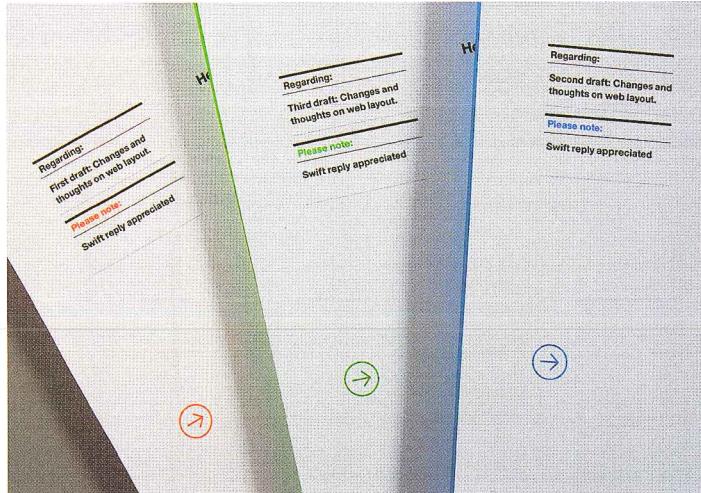
Client  
Johanna Lenander

Design Agency  
Lundgren+Lindqvist (Sweden)

Designer  
Andreas Friberg Lundgren,  
Carl-Johan Lindqvist

Photography  
Cora Hillebrand





# Johanna Lenander

Writer and Editor

---

**About**

Johanna Lenander is a New York-based, Swedish-born journalist and consultant who specializes in design and fashion with a particular interest in socially responsible design and artisan craft. Her services range from editorial writing to PR consultancy and copy writing. She is currently the managing editor of Verant.com

**Contact** -- how to get a hold of me

---

**Expertise** -- what I do

**Clients** -- in selection

---



---

**Latest from the blog:**

— [Ellie's Tales](#)

I recently interviewed the artist and former model Ellie Bullock & for the online magazine I edit, [verant.com](#). Here's a bit that didn't make it to the piece. It's Ellie talking about the story behind her beautiful video *The Last Poem*. And, kind of like Ellie herself, it's mysterious and somewhat ethereal: "It's a short movie that I made for the New York Times that was inspired by Veronese's *Wings of Desire* aesthetically, but it's not a auto-biographical. When I was growing up in Bologna, my family hosted today after lodgings, rooms service and a crash course in Italian...

**Latest posted project:**

— [Night At The Museum](#)

Remember when the design book was the easiest thing ever? Well, now it's about as lived as a fresh haircut. Forget sleek and pristine: books courtesy of Philippe Baud or Andree Putman. Forget harqued wall panels and leather-upholstered beds. Today's *It Factor* is all about the unique, human, expressive and imperfect beauty of sculptures, paintings and installations. The this-ness of contemporary art is what's most important. "It's a very specific kind of art," says Sophie Léman, director of prestigious art center *The Drawing Center* in New York. "It's art that's honest today after lodgings, rooms service and a crash course in Italian..."

---

Next post: 1-2-3

Next project: 1-2-3-4-5-6-7-8-9-10

---

© J. Lenander - All rights reserved

Email: [info@johannalenander.com](mailto:info@johannalenander.com)

[HOME](#) • [Clients](#) • [Expertise](#) • [Contact](#)

[BLOG](#)

[PROJECTS](#)

Website by Lundgren+Lindqvist

# Johanna Lenander

Writer and Editor

---

**About** -- the general background

**Contact**

---

**Expertise** -- what I do

**Clients** -- in selection

---



---

**Latest from the blog:**

— [Night At The Museum](#)

Johanna, when the design book was the easiest thing ever? Well, now it's about as lived as a fresh haircut. Forget sleek and pristine: books courtesy of Philippe Baud or Andree Putman. Forget harqued wall panels and leather-upholstered beds. Today's *It Factor* is all about the unique, human, expressive and imperfect beauty of sculptures, paintings and installations. The this-ness of contemporary art is what's most important. "It's a very specific kind of art," says Sophie Léman, director of prestigious art center *The Drawing Center* in New York. "It's art that's honest today after lodgings, rooms service and a crash course in Italian..."

**Latest posted project:**

— [Night At The Museum](#)

Remember when the design book was the easiest thing ever? Well, now it's about as lived as a fresh haircut. Forget sleek and pristine: books courtesy of Philippe Baud or Andree Putman. Forget harqued wall panels and leather-upholstered beds. Today's *It Factor* is all about the unique, human, expressive and imperfect beauty of sculptures, paintings and installations. The this-ness of contemporary art is what's most important. "It's a very specific kind of art," says Sophie Léman, director of prestigious art center *The Drawing Center* in New York. "It's art that's honest today after lodgings, rooms service and a crash course in Italian..."

---

Next post: 1-2-3-4-5-6-7-8-9-10

Next project: 1-2-3-4-5-6-7-8-9-10

---

© J. Lenander - All rights reserved

Email: [info@johannalenander.com](mailto:info@johannalenander.com)

[HOME](#) • [Clients](#) • [Expertise](#) • [Contact](#)

[BLOG](#)

[PROJECTS](#)

Website by Lundgren+Lindqvist

# Johanna Lenander

Writer and Editor

---

**Name**

[Blog](#)

**Journalism**

Celebrity Interviews

**Public Relations**

Culture

**Also:**

Books

---

**Projects**

Design & Architecture

Fashion

Fashion PR

Curating

---

**Now Booking – Dutch Treat**

— Client: *T: The New York Times Style Magazine* – Journalism - Design & Architecture - Travel

**Absolutely Ashley – Ashley Olsen interview**

— Client: *FASHION MAGAZINE* – Journalism - Celebrity Interviews - Journalism

---

**Grey Matters – Drew Barrymore and Jessica Lange**

— Client: *FASHION Magazine* – Journalism - Fashion

**Culture Icon – Daria**

— Client: *FASHION Magazine* – Journalism - Fashion

---

**Bodies of Work**

— Client: *FASHION Magazine* – Journalism - Fashion

**Golden Girl – Renée Zellweger shines on and off the silver screen**

— Client: *Zoo Magazine* – Journalism - Celebrity Interviews

---

**For Your Pleasure – Bryan Ferry from Roxy to Dylan and back again**

— Client: *Zoo Magazine* – Journalism - Celebrity Interviews

**Melanie Ward – The Imagist**

— Client: *Surface Magazine* – Journalism - Fashion

---

**Seoul Patrol**

— Client: *Surface Magazine* – Journalism - Design & Architecture

**Seoul Patrol**

— Client: *Surface Magazine* – Journalism - Design & Architecture

---

© J. Lenander - All rights reserved

Email: [info@johannalenander.com](mailto:info@johannalenander.com)

[HOME](#) • [Clients](#) • [Expertise](#) • [Contact](#)

[BLOG](#)

[PROJECTS](#)

Website by Lundgren+Lindqvist

# Johanna Lenander

Writer and Editor

---

**Name**

[Blog](#)

**Journalism**

Celebrity Interviews

---

**Public Relations**

Culture

**Also:**

Books

---

**Projects**

Design & Architecture

Fashion

---

**Now Booking – Dutch Treat**

— Client: *T: The New York Times Style Magazine* – Journalism - Design & Architecture - Travel

**Culture Icon – Daria**

— Client: *FASHION Magazine* – Journalism - Fashion

---

**Shoved. Proud. Ambivalent.** That's how Daria Werbowy describes her reaction to learning that she will be the second model, after Liya Kebede, to be inducted into Canada's Walk of Fame

"My first reaction was like: 'What? What?' she says, kicking back on a couch in a bright and airy NYC photo studio after *FASHION's* cover shoot. "I was really surprised." And how does she feel now? "Part of me feels like I don't deserve it. But the other feels like, 'I'm a good person, I'm a good citizen, I'm a good mother, I'm a good friend.' I've really treasured that." The model also returned to her home city of Vancouver after a year of work in New York. "I had a lot of mixed feelings about what I do," she confesses. "A lot of the time, I feel like I'm part of the problem when it comes to all the superficiality and vanity that impacts the way girls grow up." But ultimately, the model has no regrets about her desire to do what she does to effect positive change. "Being honoured for what I do gives me the confidence to continue to do other things," she says.

**Download PDF**

one page | 3 pages

---

**Golden Girl – Renée Zellweger shines on and off the silver screen**

— Client: *Zoo Magazine* – Journalism - Celebrity Interviews

**Melanie Ward – The Imagist**

— Client: *Surface Magazine* – Journalism - Fashion

---

**Seoul Patrol**

— Client: *Surface Magazine* – Journalism - Design & Architecture

**Seoul Patrol**

— Client: *Surface Magazine* – Journalism - Design & Architecture

---

© J. Lenander - All rights reserved

Email: [info@johannalenander.com](mailto:info@johannalenander.com)

[HOME](#) • [Clients](#) • [Expertise](#) • [Contact](#)

[BLOG](#)

[PROJECTS](#)

Website by Lundgren+Lindqvist

THƯ VIỆN HUBT

TÀI LIỆU PHỤC VỤ THAM KHẢO NGHỆ

145



## Brand Development

Lisn Music is an online music-licensing library designed for media professionals who need high quality audio to accompany projects they are working on. We were asked to design and create a site that makes both adding and purchasing music as simple

as possible in a visually stunning way. To promote the site we produced a simple fold out mailer that housed a cd and reflected their cutting edge and forward thinking approach to music synchronization.



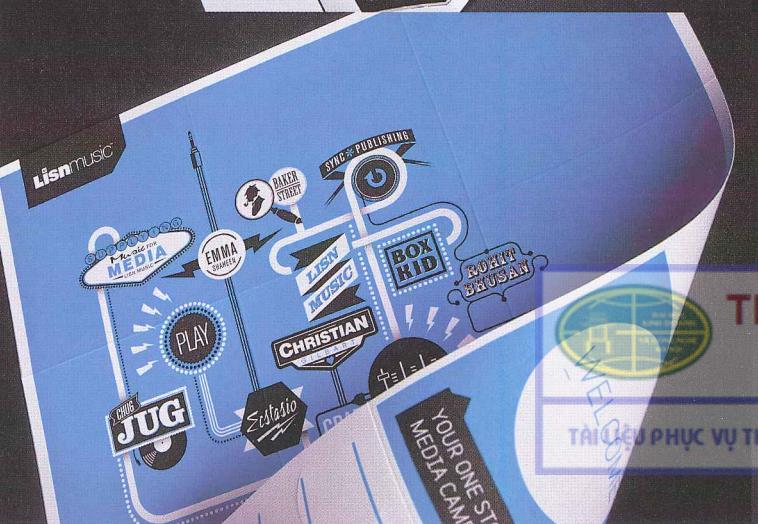
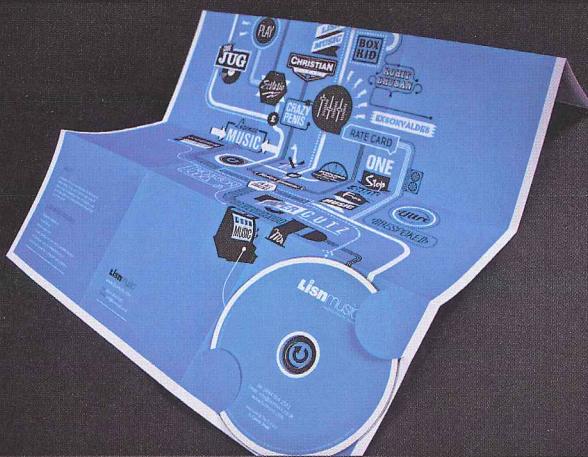
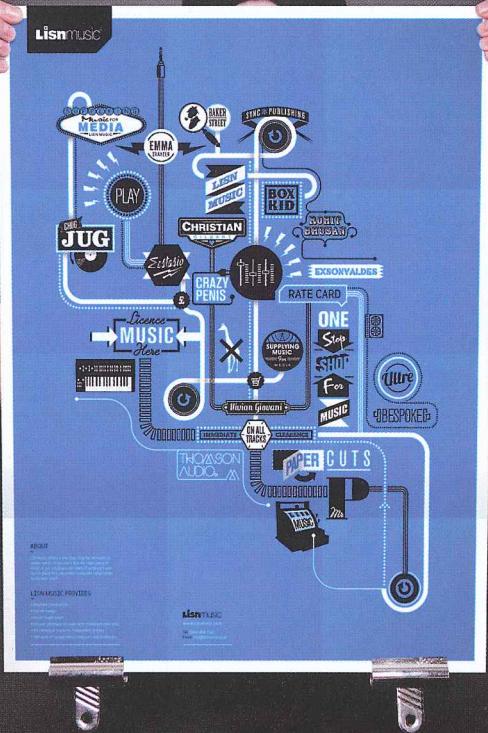
Client  
Lisn Music

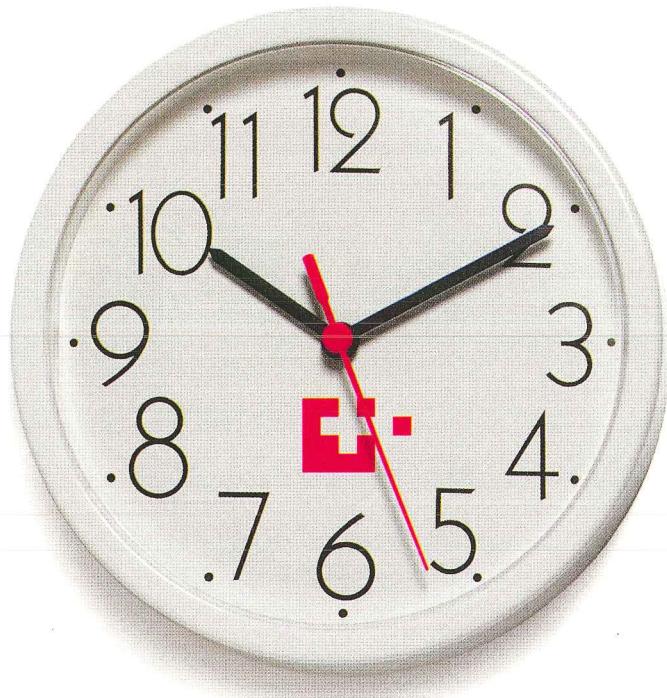
Design Agency  
Analogue (UK)

Designer  
Tez Humphreys, Mike Johns,  
Barry Darnell

Photography  
Mike Johns

Wed Developer  
Romain Fournioux



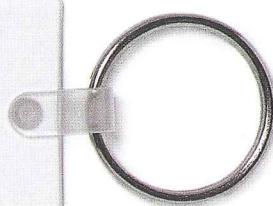


## University Clinic Center of Mostar - Visual Identity, Manual of Graphic Standards

The cross has been one of the most iconically powerful symbols in history. For that, it is always hard to invent and design a new one. In this particular case, logo for university clinic center was created in a way

to keep its main meaning, but also to bring out the element of university, education. For those who know less, croatian coat of arms and national flag contain red and white squares combined like chess fields.





#### Client

University Clinic Center of Mostar  
(Bosnia and Herzegovina)

#### For Client

Eugen Šušak

#### Design Agency

SM-ART, RAGUŽ & BARBARIĆ  
DESIGN Mostar (BA)

#### Creative Director

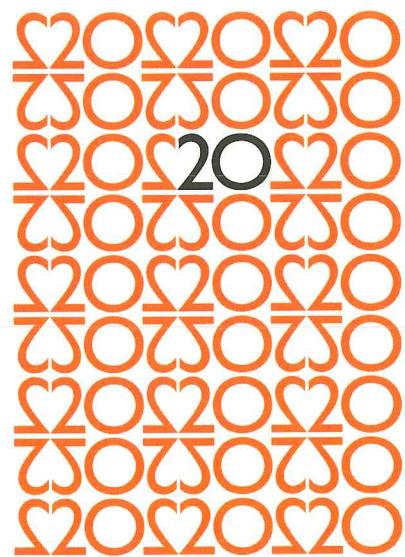
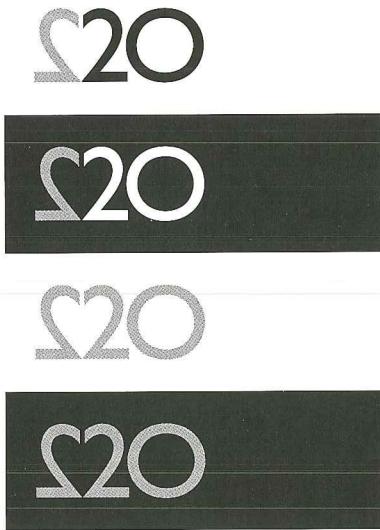
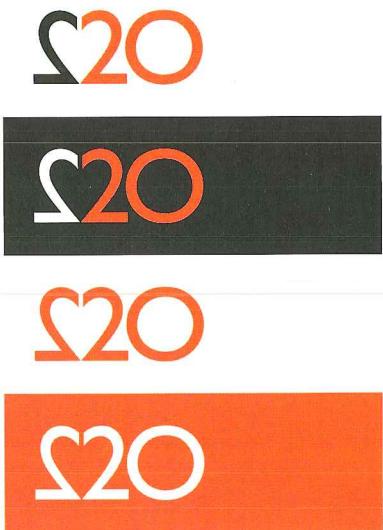
Miro Raguž

#### Art Director

Stjepan Barbarić

#### Designer

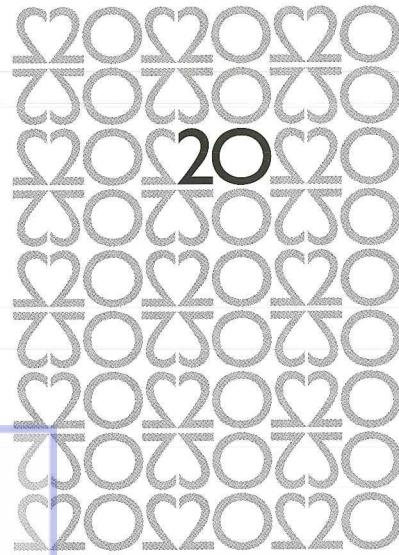
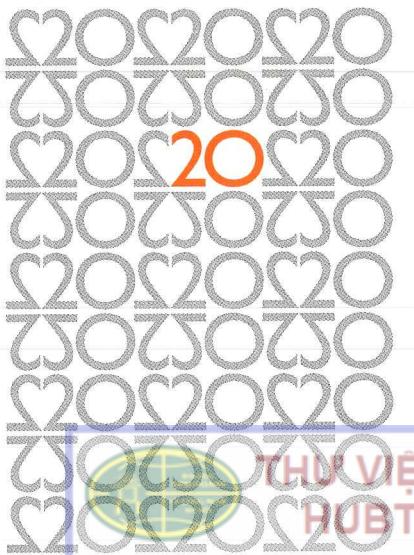
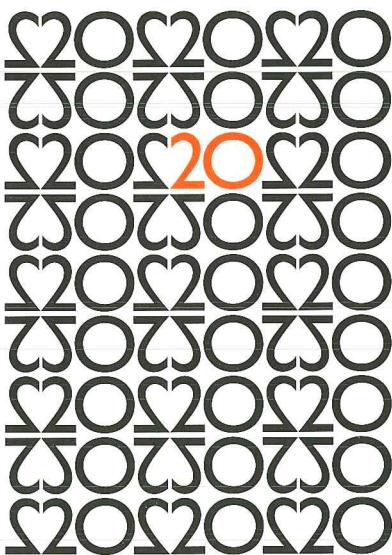
Manlio Napoli, Ana Zovko



Ω20  
Dvadeset godina inspiracije!

Ω20  
Dvadeset godina inspiracije!

Ω20  
Dvadeset godina inspiracije!





## 20 Years of Inspiration - Design of Events Visual Identity

Temporary logo for the 20th anniversary of a local company that distributes paints and varnishes. Using previous standards of color, new pattern is created using the number twenty. Reflecting it, the eternal heart shape is created. '20 years of inspiration' is the slogan that follows this simple design.







Client

DUGA TEHNA - Čitluk (Bosnia and Herzegovina)

For Client

Davorin Dodig

Design Agency

SM-ART, RAGUŽ & BARBARIĆ DESIGN Mostar (BA)



Creative Director

Miro Raguž

Art Director

Stjepan Barbarić

Designer

Manlio Napoli, Ana Zovko



## Noguera & Vintró

Noguera & Vintró is a gift and stationery distributor.



Client

Noguera & Vintró

Design Agency

Marnich Associates (Spain)

Designer

Wladimir Marnich and Iris Tárraga





## Lights Of Hope

Logo and corporate image for Lights Of Hope, a Non Gubernamental Organization who works in India helping children to get their basic education.

The 'OF' of the logo is, with a simple movement, a little children that allows us to build many different icons of the Indian children like, for example, the kite.





## Movie Teller Films

MovieTeller is a Film production company specializing in short Films, documentaries and internet advertisement videos. The business card has this

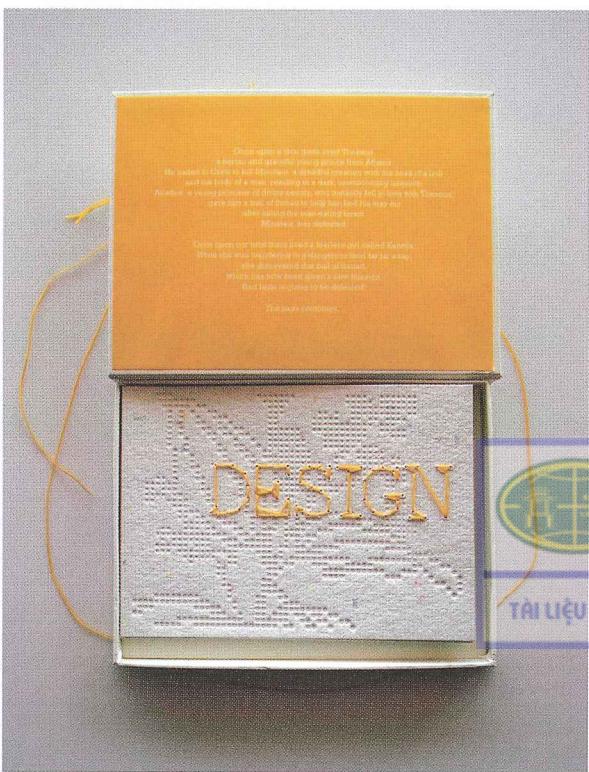
unusual shape because it reflects the fact that Movie Teller views everything from a unique perspective. This shape continues in all the identity.



Client  
K. Pilavios

Design Agency  
Kanella (Greece)

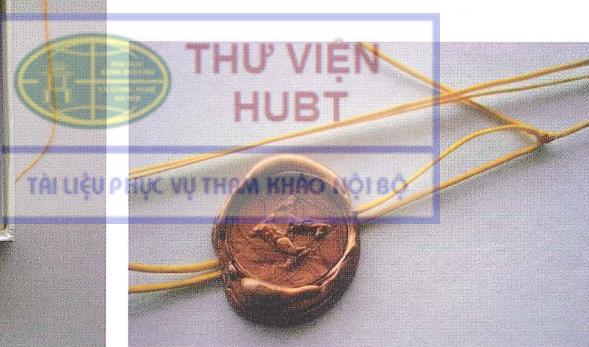
Designer  
Kanella Arapoglou



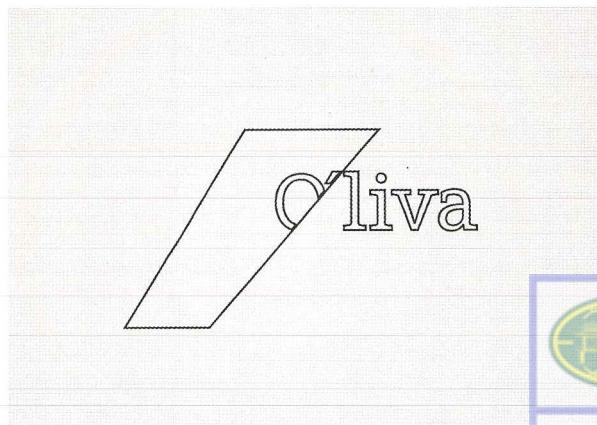
## Kanella's Yellow Thread

Four hand-crafted, de-bossed and woven cards that reveal a secret. The idea behind the project is based on the story of Ariadne and her thread, which has been adapted and now it focuses on the importance of good taste. The main goal was to praise design by actually using a yellow thread.

DESIGN is the KEY to the PATH towards the SUN.



Client  
Kanella  
Design Agency  
Kanella (Greece)  
Designer  
Kanella Arapoglou

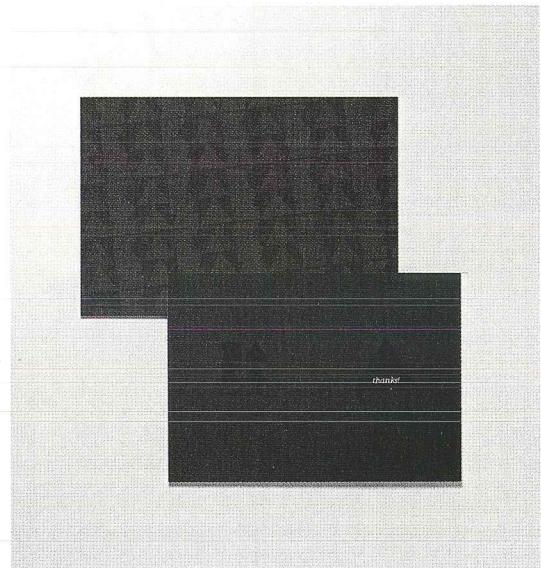
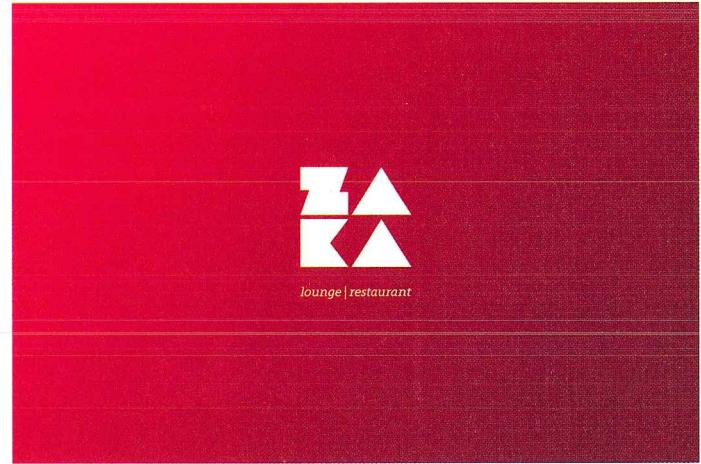
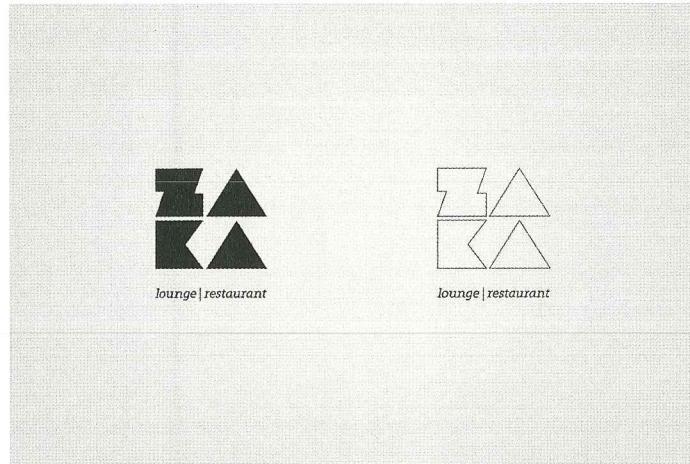


## O'liva

New brand for a mixture between grocery and a delicatessen store with a little french touch. We call it 'delicampessen'.





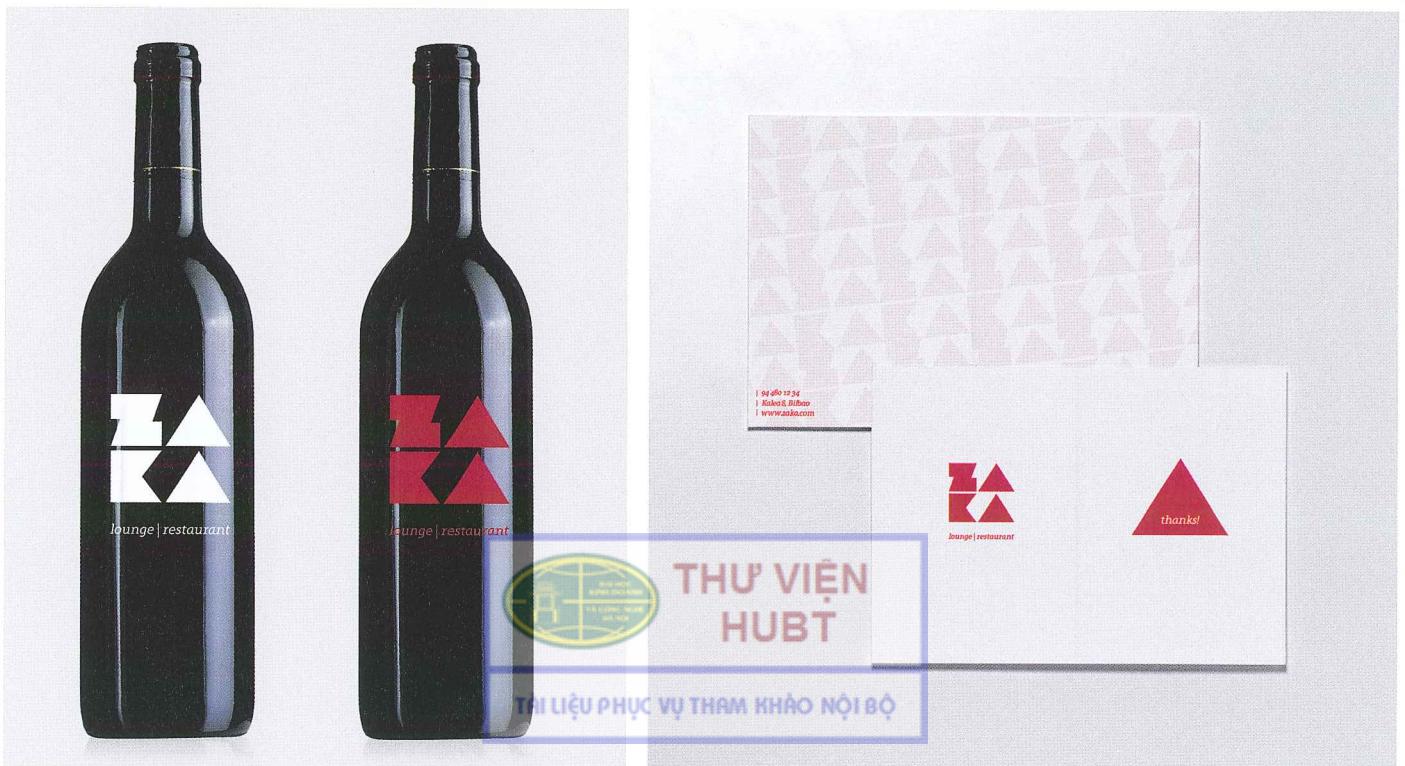


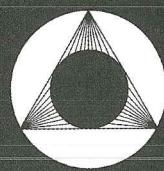
## Zaka

Zaka brand creation for a new lounge/restaurant in Bilbao (Spain). The name is derived from the owner's grandfather's name, Zácaras.

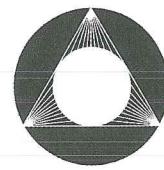


Design Agency  
Isusko

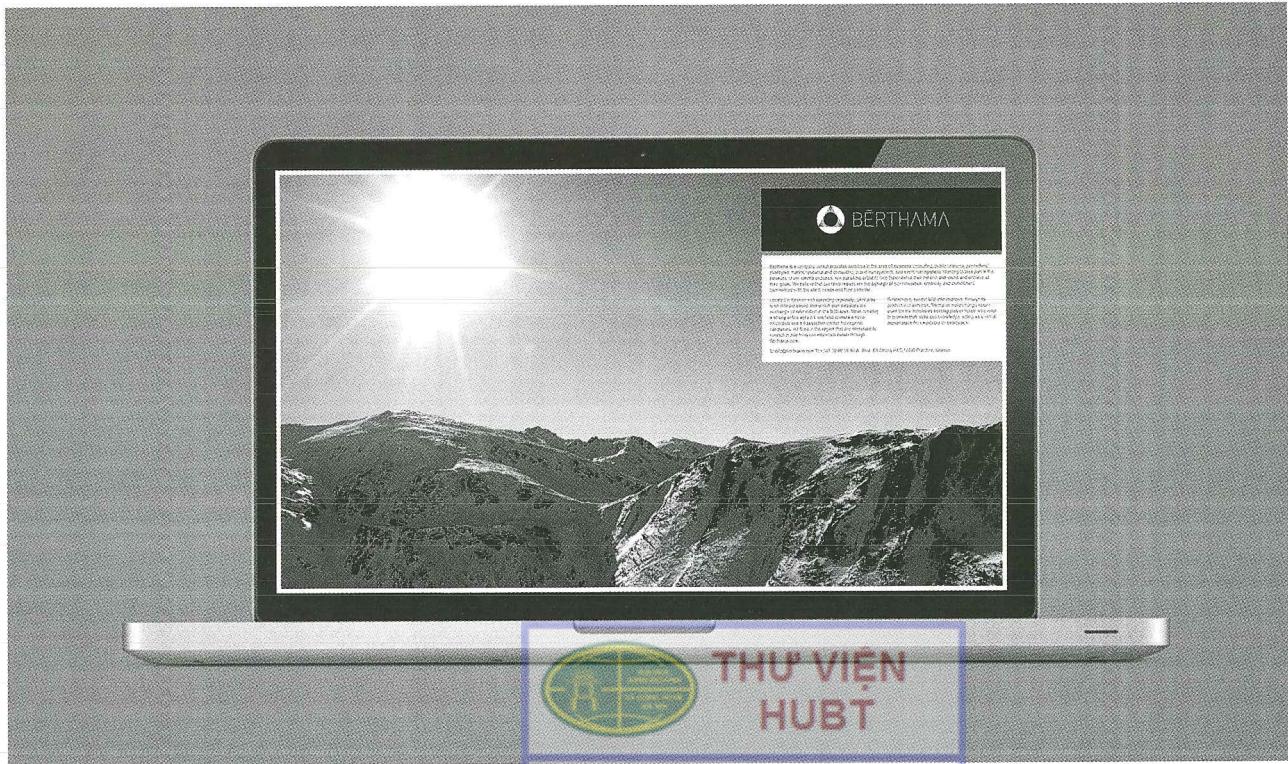


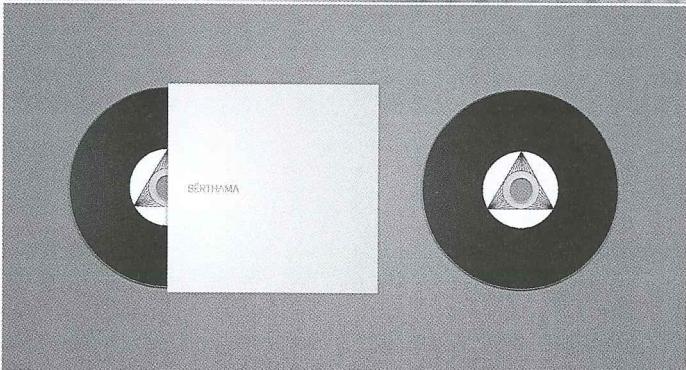
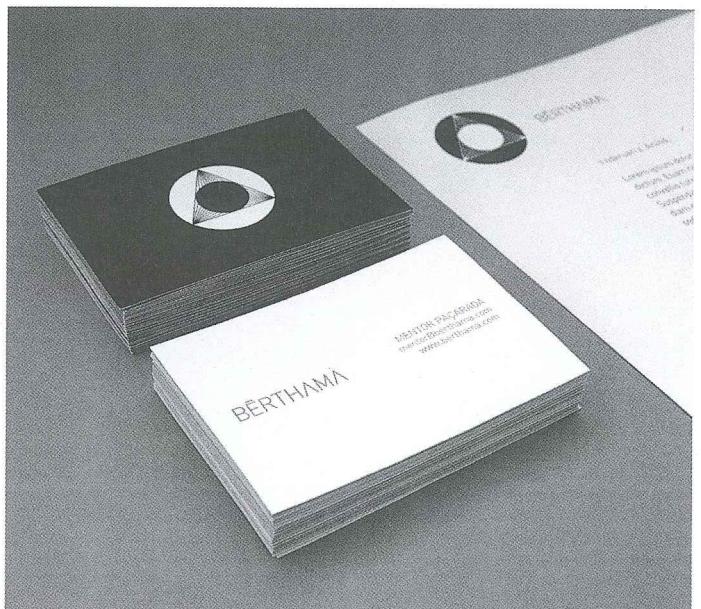
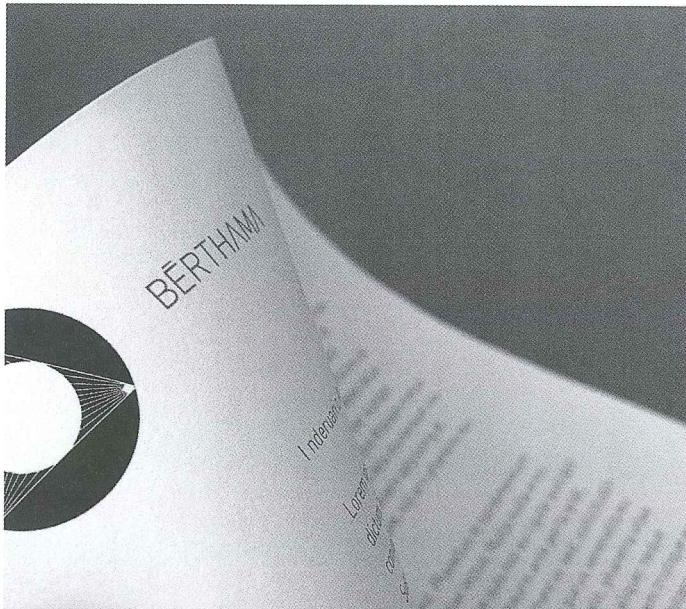


BĒRTHĀMA



BĒRTHĀMA





## BÉRTHAMA / Logo & Visual Identity

BÉRTHAMA is a new company that currently is mainly concentrated in advertising services. Moreover, through new ways and methods, BÉRTHAMA tends to become the main regional intersection for communication between the businesses. In Albanian BÉRTHAMA means THE CORE. The main idea was to create the logo that describes the services of company. Three triangles as rays represent different business information from the outside three dimension space, collected through the lines symbolizing our working methods, which concentrate in a center while creating the Core, which stands in the center of society. The

above process facilitates peoples finding new ways of communication. White and black colors characterize the idea of the work which symbolically would be that the hidden and unknown are illuminated and got known. The visual shape of the logo is created by a ring and a triangle, 3 corners of the triangle touches the outside lines of the ring, as the sides of triangle touches the inner lines of the ring. In general, the overall look of the logo looks like an eye that sees in three dimensions and that what sees reflects it in the surrounding space.

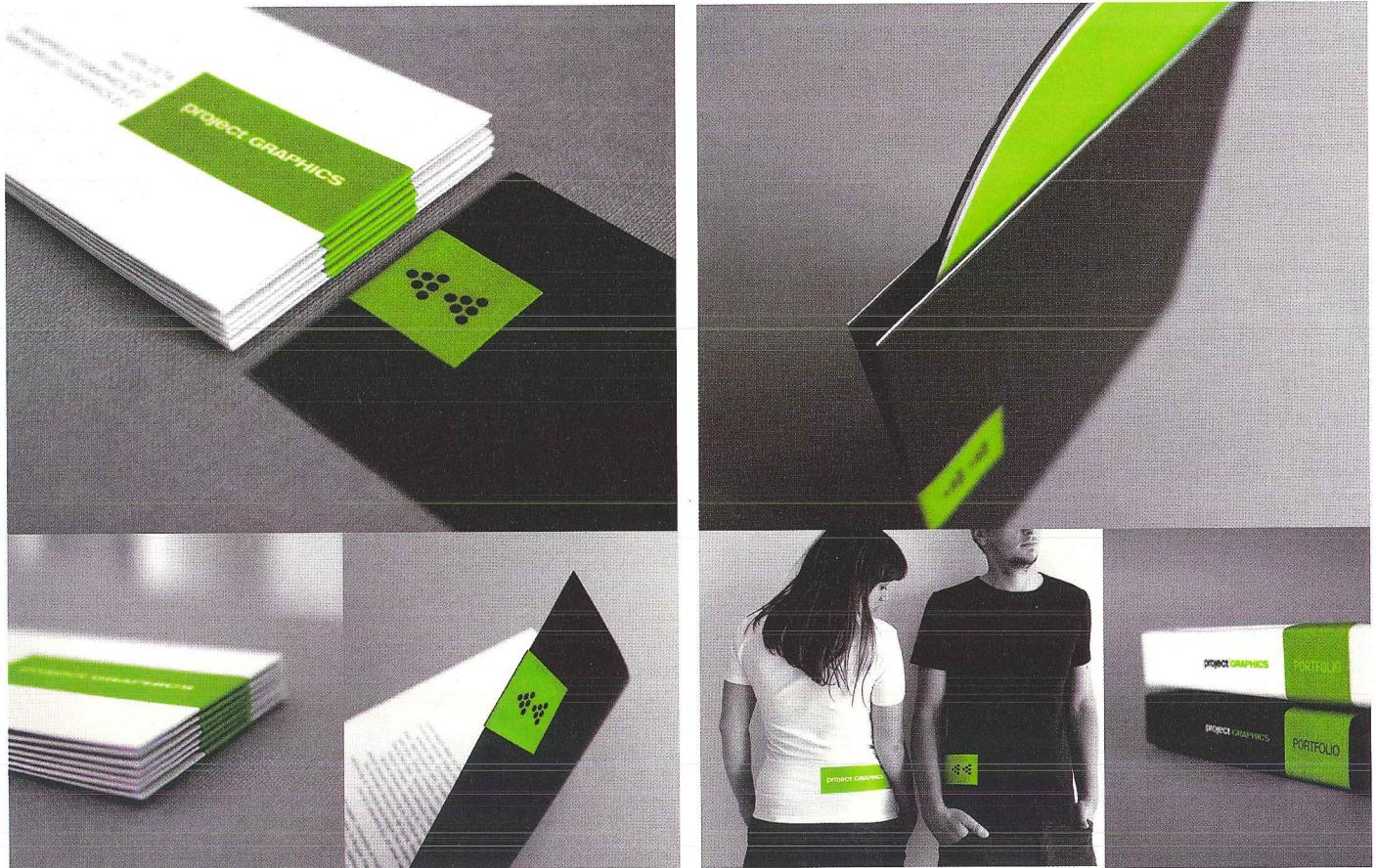
Client  
BÉRTHAMA LTD

Design Agency  
projectGRAPHICS (Kosovo)

Designer  
Agon Çeta, Armelina Hasani

Photography  
Agon Çeta





## projectRAPHICS Visual Identity

The objective for the corporate identity was to create a minimal visual concept and an easy way to produce it, while following the colors and the direction of our logo.

The green sticky tape is the main element used in our entire corporate identity. Through its use, we create

a connection between all of our corporate identity materials.

In order to emphasize the symbolizing green of our identity, we combined it with elegant black and white, creating light in the black side whilst giving life to the white side.

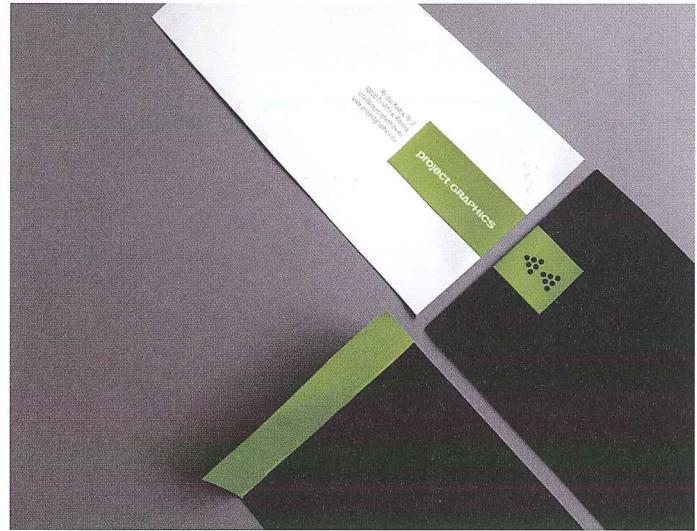
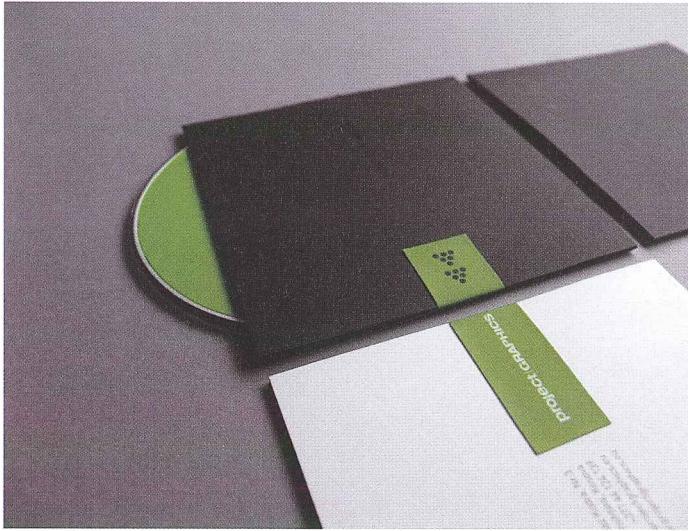
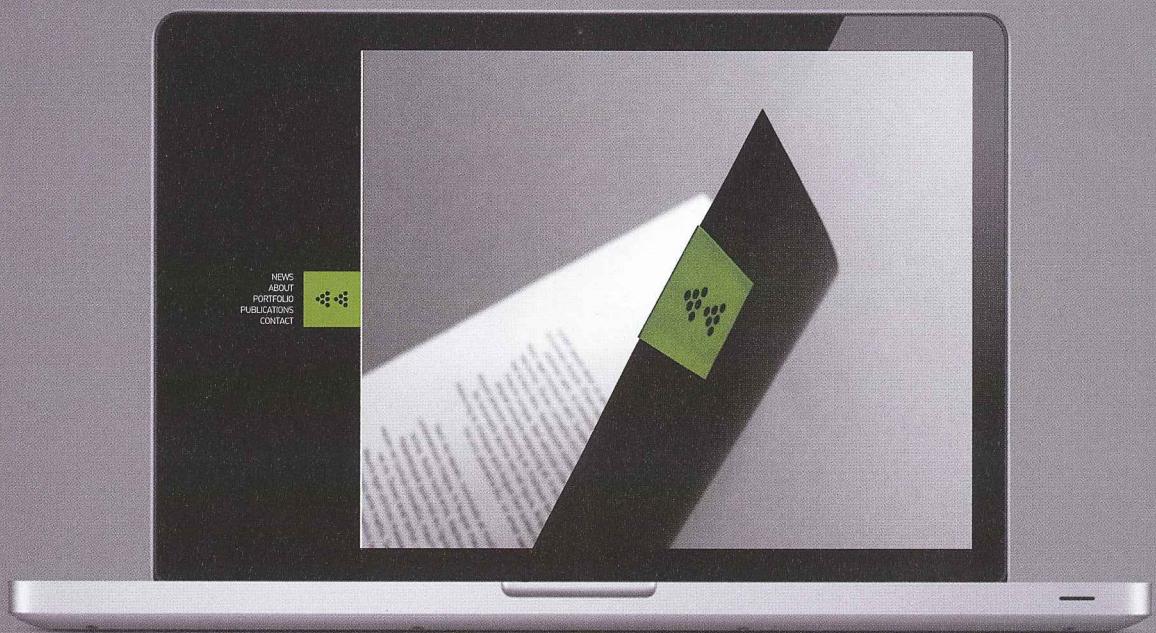
Client  
projectGRAPHICS

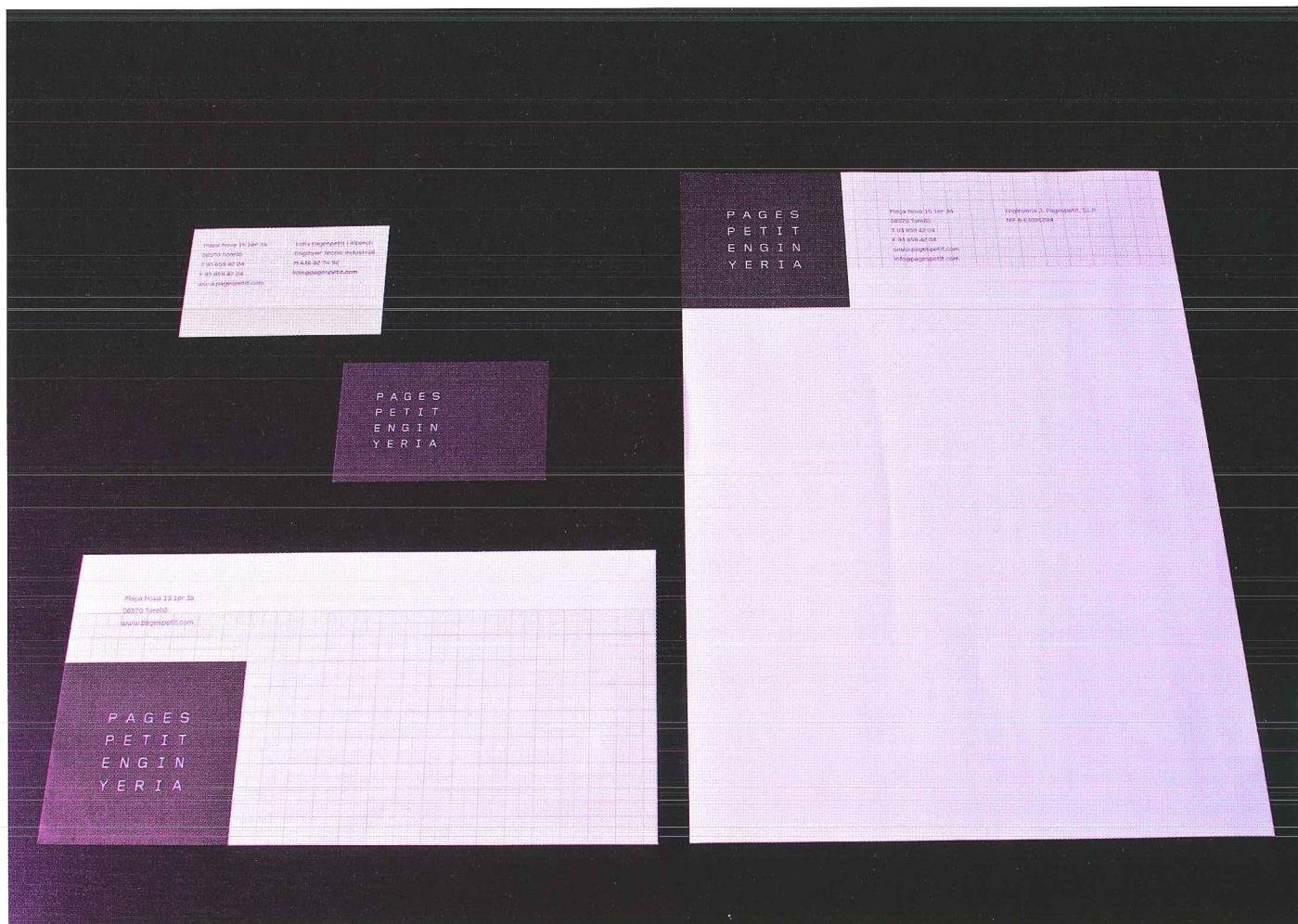
Design Agency  
projectGRAPHICS (Kosovo)

Designer  
Agon Çeta, Armelina Hasani,  
Arbëri Matoshi

Photography  
Agon Çeta







## Corporate image and brand

We are invited to design the corporate image and brand for an industrial engineering company.

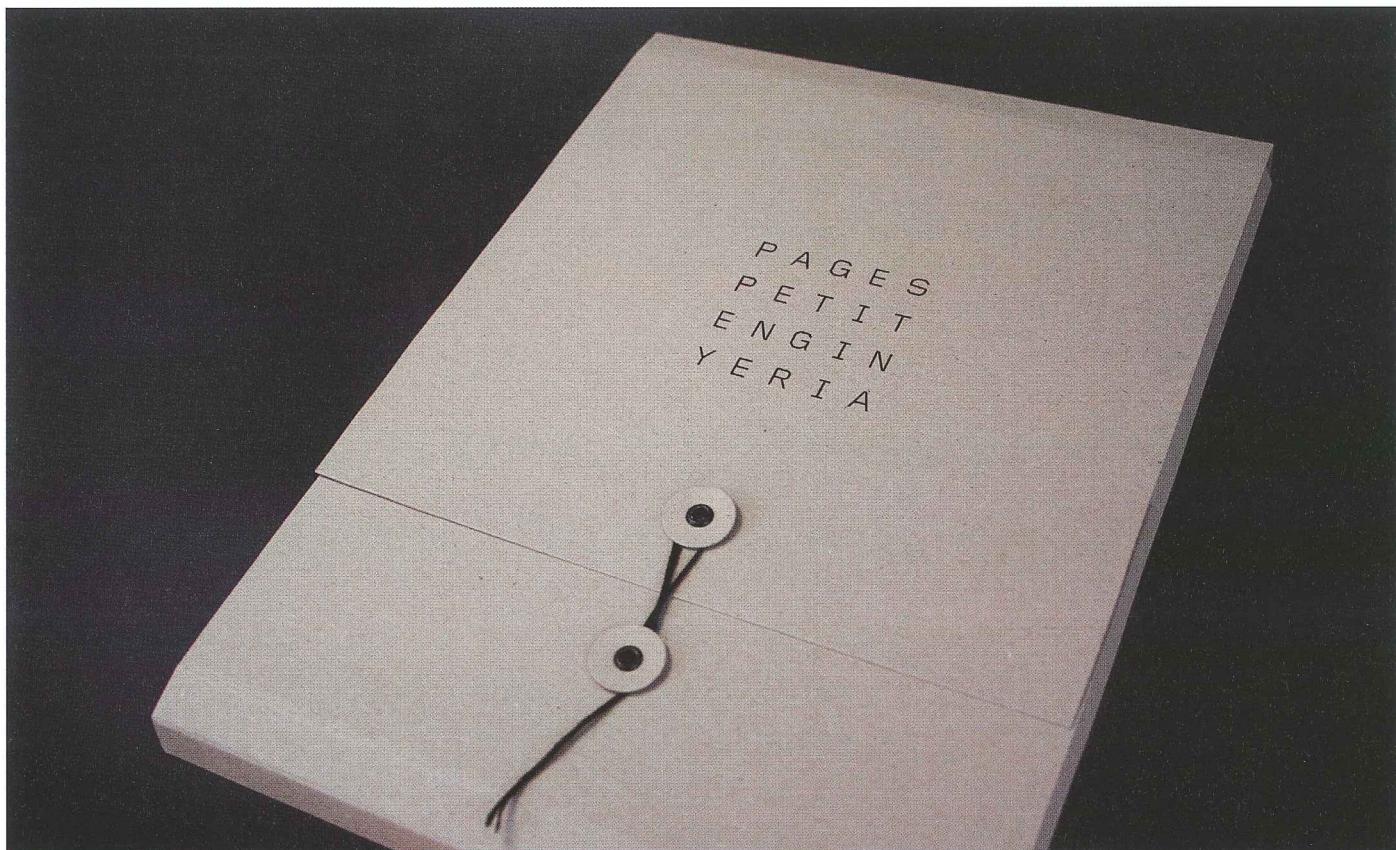
Client  
Pagespetit Enginyeria

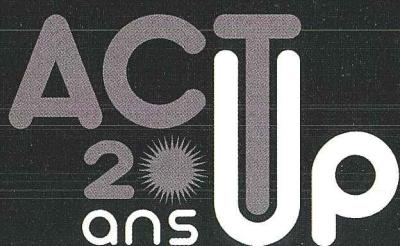
Design Agency  
Zoo Studio (Spain)

Designer  
Xavier Castells

Photography  
Xavier Castells







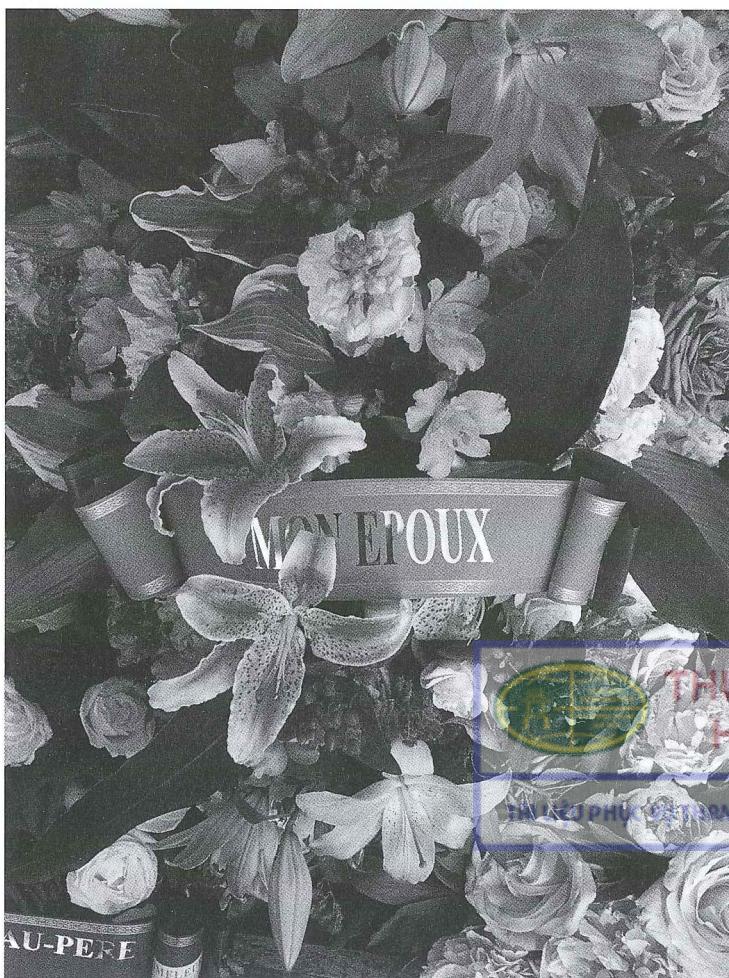
## Act Up

Act-Up is a French association against AIDS. On the occasion of their 20th anniversary, they needed a new logo to refresh their identity. I used a form of typography to illustrate a condom, which is a big claim of the association. The zero in the logo is the 'virus' shape which reminds one of the dangers of AIDS. The colors used were black and red, strong, dark, and

bloody. I made some badges with the logo, and a poster with a funeral crown. On the crown is written 'Happy birthday,' and the ironic message at the bottom is 'Act Up is sorry to announce its 20th anniversary,' because it's an anniversary of the death caused by AIDS.



Designer  
Laure Massal



**GÖTEBORGS TRYCKERIET**

[Startsida](#) [Om företaget](#) [Medireator](#)  
[Invitation](#) [Business Print](#) [Mjöb & anslut](#)  
[Book&Display](#) [Kontakt](#)

[Tryckarkatagot](#) [Tryckställ](#) [Pepparkatagot](#) [GALLERI](#) [LISSTY](#) [FILMSCREEN](#)

Ex 001.

**Bok: Hunger - Jens Assur**  
 Published: 2011-01-23

Design: Studio Jens Assur /  
 BankerWessel  
 Teknik: Förläng, Lock, Ofsettryck  
 Papper: Invanteo Create



Ex 002.

**Bok: Nitty Gritty**  
 Published: 2011-01-27

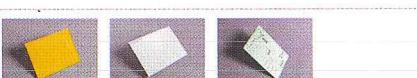
Design: Victor Walöö  
 Teknik: Bokbeteck, Förläng  
 Papper: Munkm press Crown 300 g  
 Munkm press White 115 g



Ex 003.

**Övrigt: Arkitekturmuseet**  
 Published: 2013-08-24

Design: Happy F&B  
 Teknik: Pröpling  
 Papper: Invanteo Alstro 280 g



Ex 004.

**Bok: Perspektiv på Göteborg**  
 Published: 2010-09-24

Design: Patrik Leo  
 Teknik: Koppling, Ofsettryck  
 Papper: Arctic 80k 170g, Gellax LS  
 Söder



Ex 005.

**Box&Display: Akademiska Hus**  
 Published: 2010-08-24

Design: Happy F&B  
 Teknik: Förläng, Ofsettryck, Stamping  
 Papper: Invanteo G 300g



Ex 006.

**Bok: Tiogruppen**  
 Published: 2010-09-24

Design: Dunkers Kultthus  
 Teknik: Rastertryck  
 Papper: Munkm, Munkm press white 150g, Munkm press white 300g



Ex 007.

**GÖTEBORGS TRYCKERIET**

[Startsida](#) [Om företaget](#) [Medireator](#)  
[Invitation](#) [Business Print](#) [Mjöb & anslut](#)  
[Book&Display](#) [Kontakt](#)

[Tryckarkatagot](#) [Tryckställ](#) [Pepparkatagot](#) [GALLERI](#) [LISSTY](#) [FILMSCREEN](#)

Ex 001.

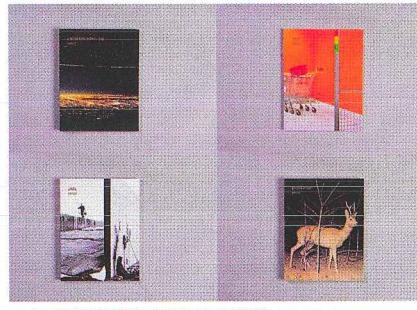
**Bok: Hunger - Jens Assur**  
 Published: 2011-01-28

Design: Studio Jens Assur /  
 BankerWessel  
 Teknik: Förläng, Lock, Ofsettryck  
 Papper: Invanteo Create



**Svenska Publishing-Priset**

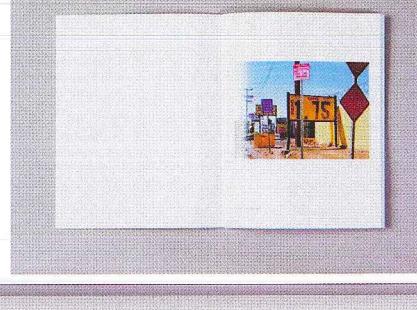
**Hybrispris**  
 Jörgens motivering: För en brottslöst  
 provocerande gestaltning av  
 tyssamhållet, i en grint provocerande  
 lyxörförändring



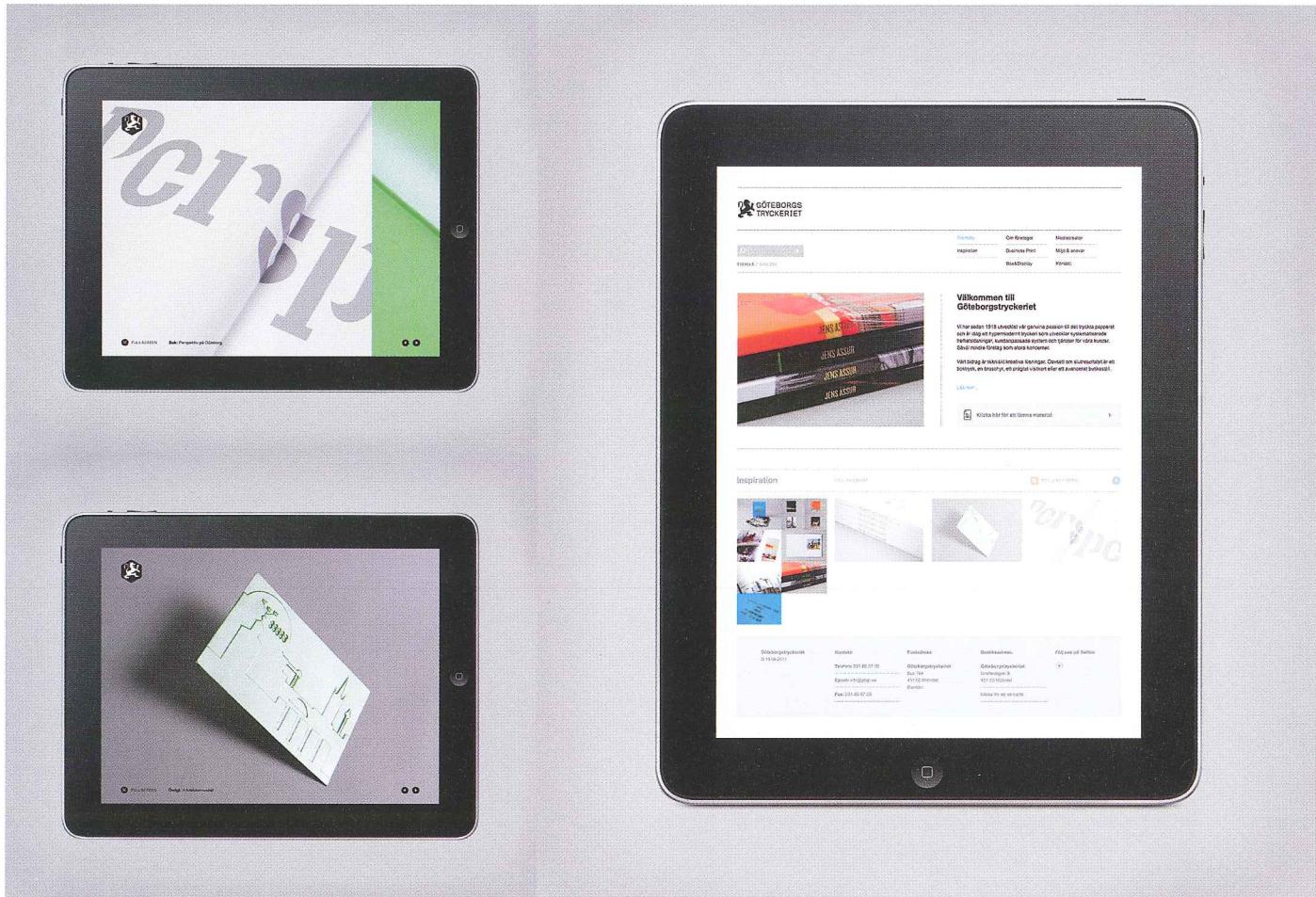
Ex 002.



Ex 003.







## Göteborgstryckeriet Web Presence

Göteborgstryckeriet (henceforth GBGT) is one of Sweden's leading print houses. With four divisions, each with their own specialty, they can handle every type of job ranging from the most technically advanced to the most extensive. Founded in 1918 by the present CEO's grandfather, GBGT have since long established themselves as the printer of choice for both designers and Marketing Executives.

After having undergone a recent rebranding, led by Happy F&B, GBGT approached us to rethink and redesign their website. Early on, we identified some key needs and features that we, being buyers of their services ourselves, thought would make the site not only a reference hub, but a good starting point when planning a print project. For that reason, we decided to build the site around an inspiration gallery, containing a vast selection of reference projects. This was to become the natural focal point of the site and the feature that would attract the most visitors.

By categorizing projects both by type (e.g. book), printing technique/s (e.g. embossing) and paper type (e.g. uncoated) we allow visitors to sort projects according to interest.

Perhaps a designer wants to see what silver foil on coated and uncoated paper looks like before making a final decision on which one to go for? The Inspiration Gallery will then serve as an aid in helping the designer making a well informed decision.

The second part of the project was art directing and photographing all the projects that were to be featured in the gallery. Wanting to release the site with a solid number of posts, we gathered quite a few pieces of printed matter from the GBGT archive (32 projects resulting in a total of 145 images) that we shot together with photographer Cora Hillebrand. Mixing overview images with close-ups and detail shots we displayed both the objects in full and specific printing techniques.

### Client

Göteborgstryckeriet

### Design Agency

Lundgren+Lindqvist (Sweden)

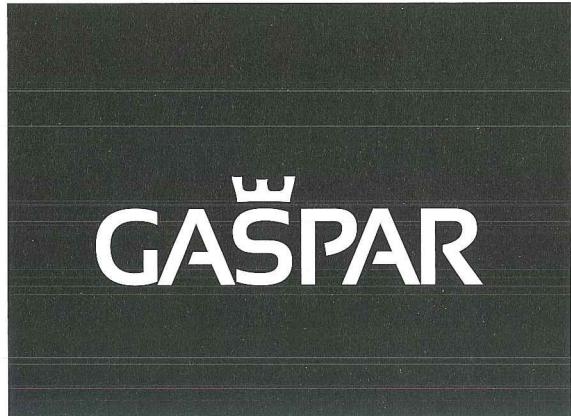
### Designer

Andreas Friberg Lundgren,  
Carl-Johan Lindqvist

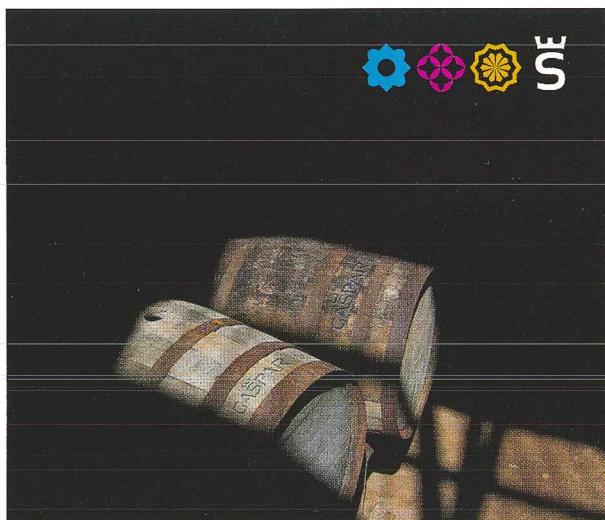
# GAŠPAR WINERY - Brand Visual Identity, Label & Packaging Design

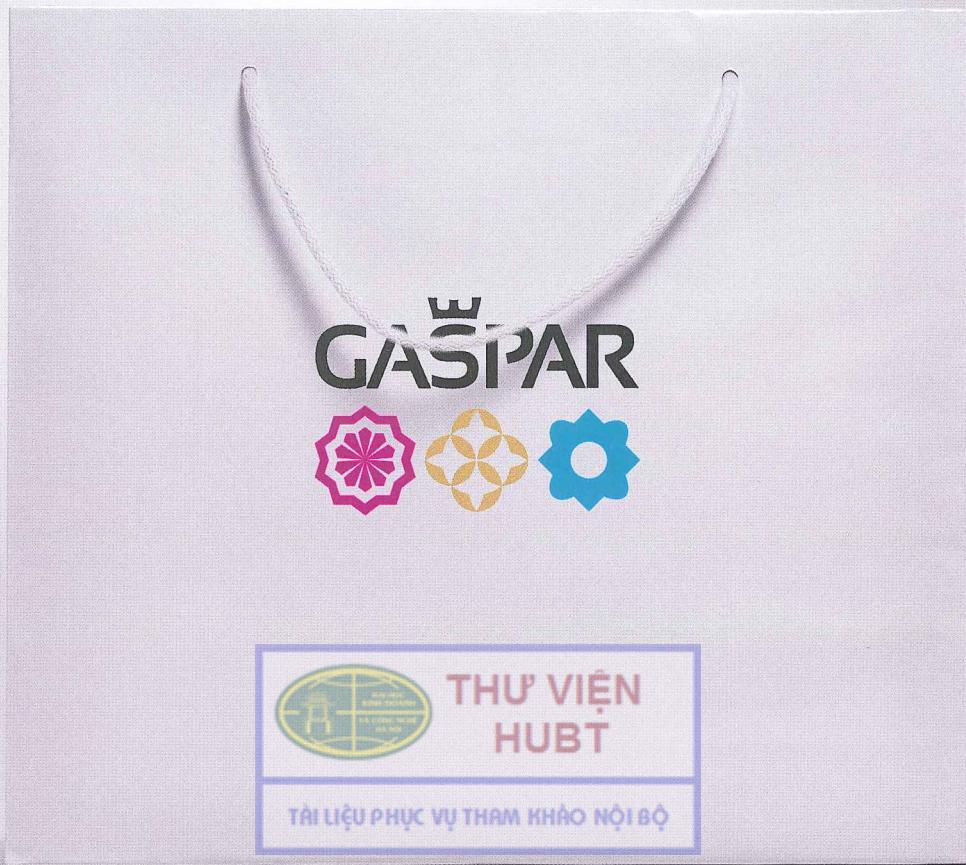
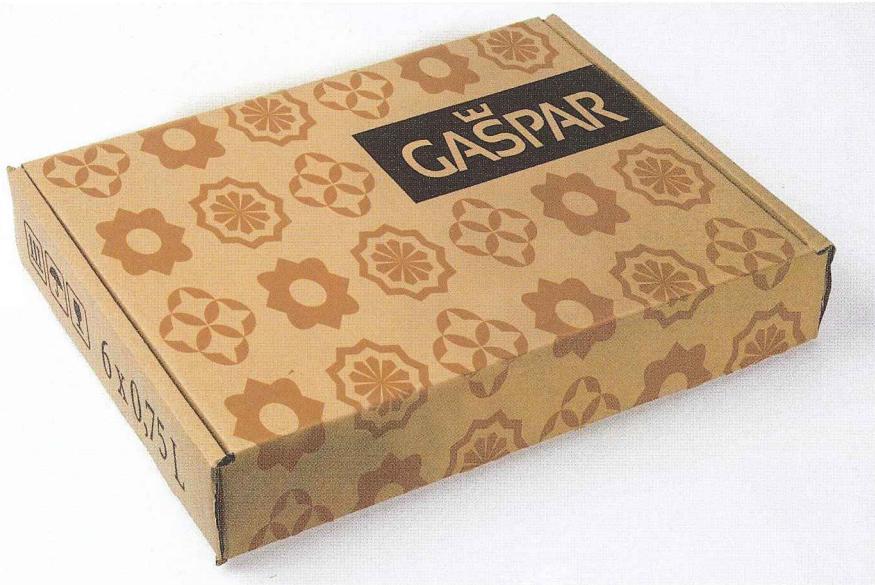
**GAŠPAR**

Gaspars are the owners of their family homestead where, among many other things, they produce wine. The story is unique because of the fact that one of the Bible's, Three Kings was called Gaspar. This special character Š is turned into the base of brand story that starts with the crown symbol. Three different wines are marked with three different symbols, imitating the famous story of the three gifts brought to baby Jesus.



Client	Creative Director
GAŠPAR obiteljsko gospodarstvo - Vrgorac (Croatia)	Miro Raguž
For Client	Art Director
Boris and Dario Gašpar	Stjepan Barbarić
Design Agency	Designer
SM-ART, RAGUŽ & BARBARIĆ DESIGN Mostar (BA)	Manlio Napoli, Ana Zovko





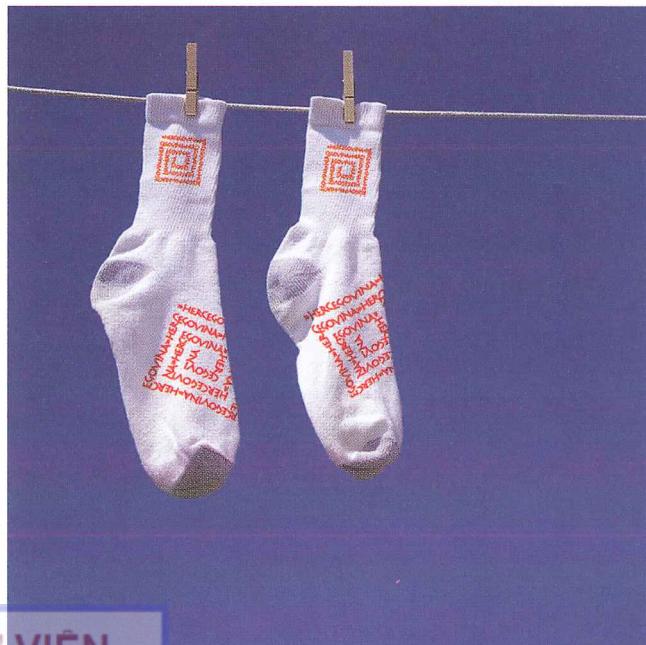


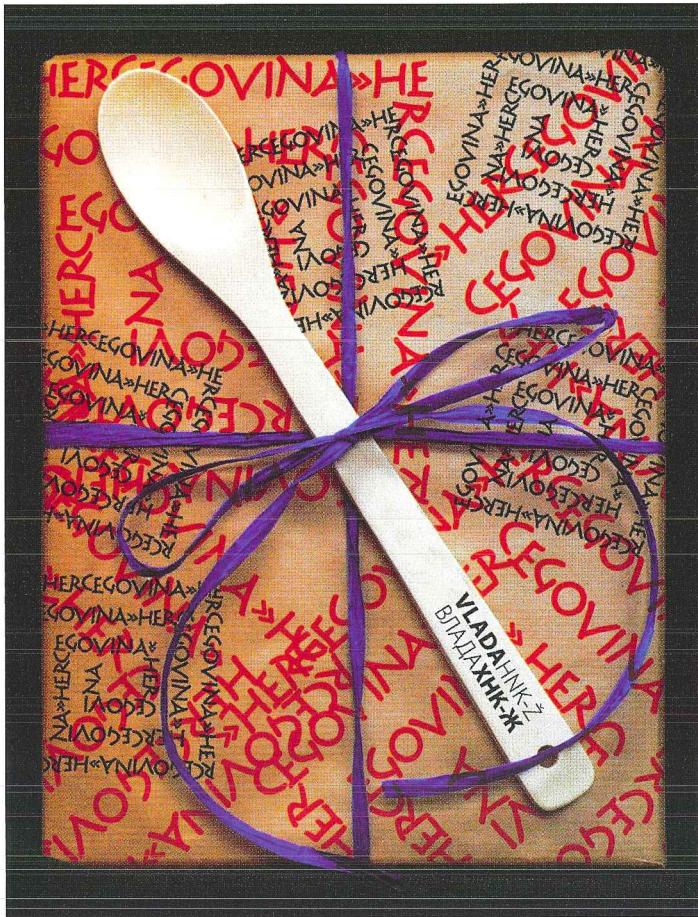
## Herzegovina - Region Brand Identity

Logo discovers a spiral form, created of the repeating word 'Hercegovina'. This particular form is used to associate this brand story with one of the oldest literacy monuments from Bosnia and Herzegovina, dated to the 10th/11th century - the Humac tablet.

It is found in Humac near Ljubuški in Hercegovina, containing an inscription in Bosnian Cyrillic script, as well as a few Glagolitic letters. Today it is kept in the museum of the Franciscan monastery in Humac.







Client

Government of Herzegovina-Neretva Canton -  
Mostar (Bosnia and Herzegovina)

For Client

Srećko Boras

Design Agency

SM-ART, RAGUŽ & BARBARIĆ DESIGN Mostar (BA)

Creative Director

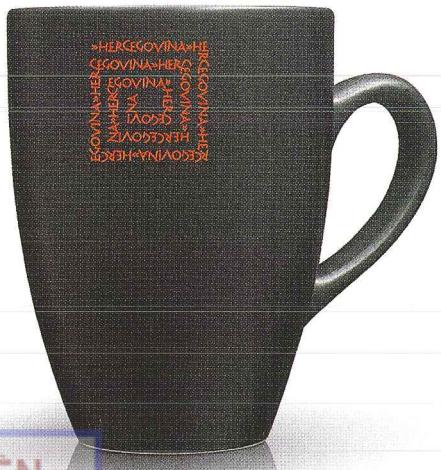
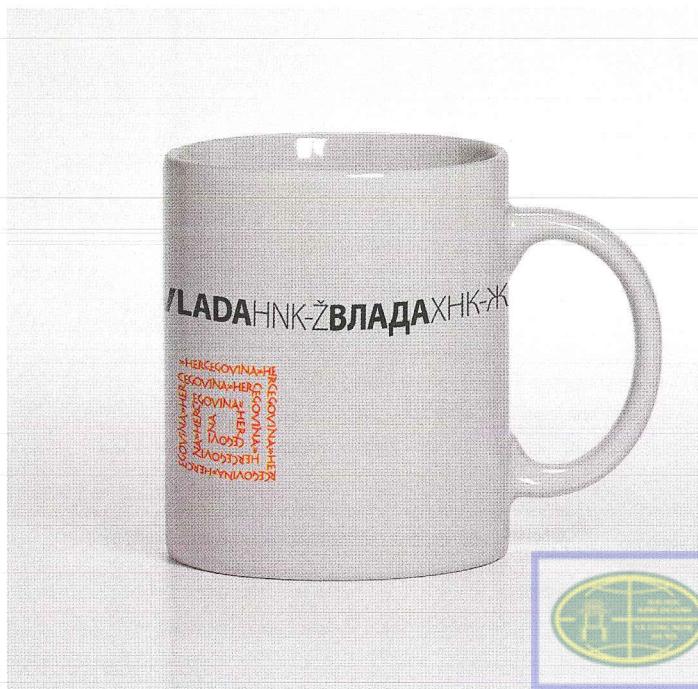
Miro Raguž

Art Director

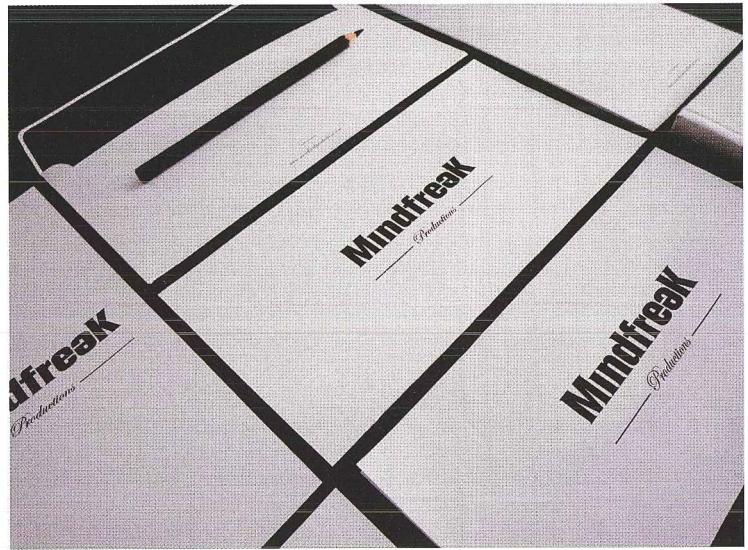
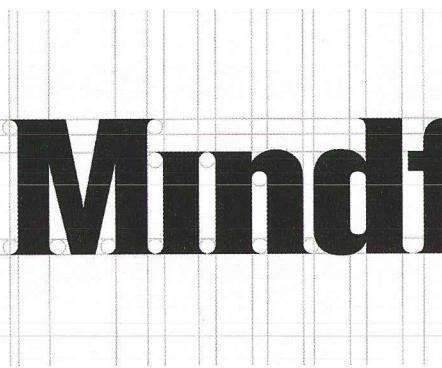
Stjepan Barbarić

Designer

Manlio Napoli, Ana Zovko

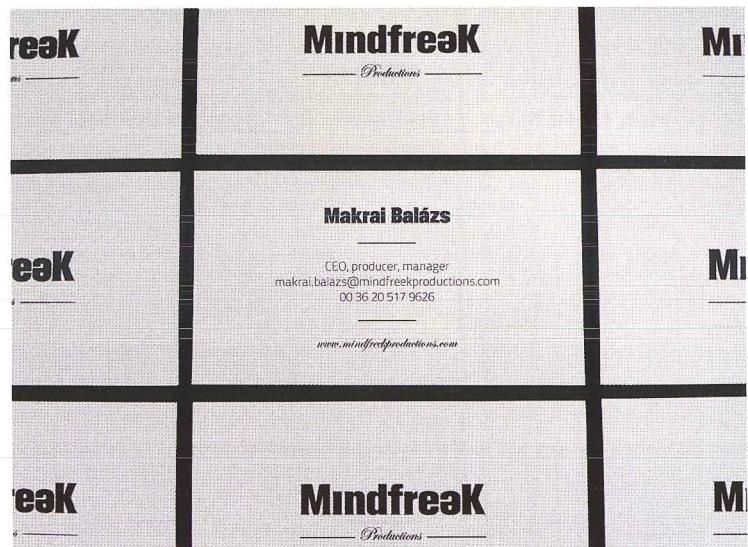






*Free*  
**your** mind  
**it** Make  
*... freak*

*Thank*  
**you**



## Mindfreak Productions Identity

Mindfreak Productions is a Hungarian start-up production office, which produces movies, TV ads and manages music bands. They asked me to make a classic but a little bit playful logotype, which shows

the word-play between Mindfree and Mindfreak. Thank you for Balázs Makrai, István Hanzel and Daniel Magyar giving scope for my abilities.

Client  
 Mindfreak Productions

Design Agency  
 Kissmiklós (Hungary)

Designer  
 Miklós Kiss

Photography  
 Miklós Kiss





*Motion Blur ca  
1910*



*Motion Blur ca  
1940*



*Motion Blur ca  
1970*



*Motion Blur ca  
1980*



*Motion Blur ca  
2010*

## Motion Blur - Identity/Web

### Client

Motion Blur

### Design Agency

Anti (Norway)

### Creative Director

Kjetil Wold

### Consultant

Kenneth Pedersen

### Graphic Design

Fredrik Melby

### Technical Development

Modulez/Sigbjørn Hagaseth

### Project Manager

Tine Moe

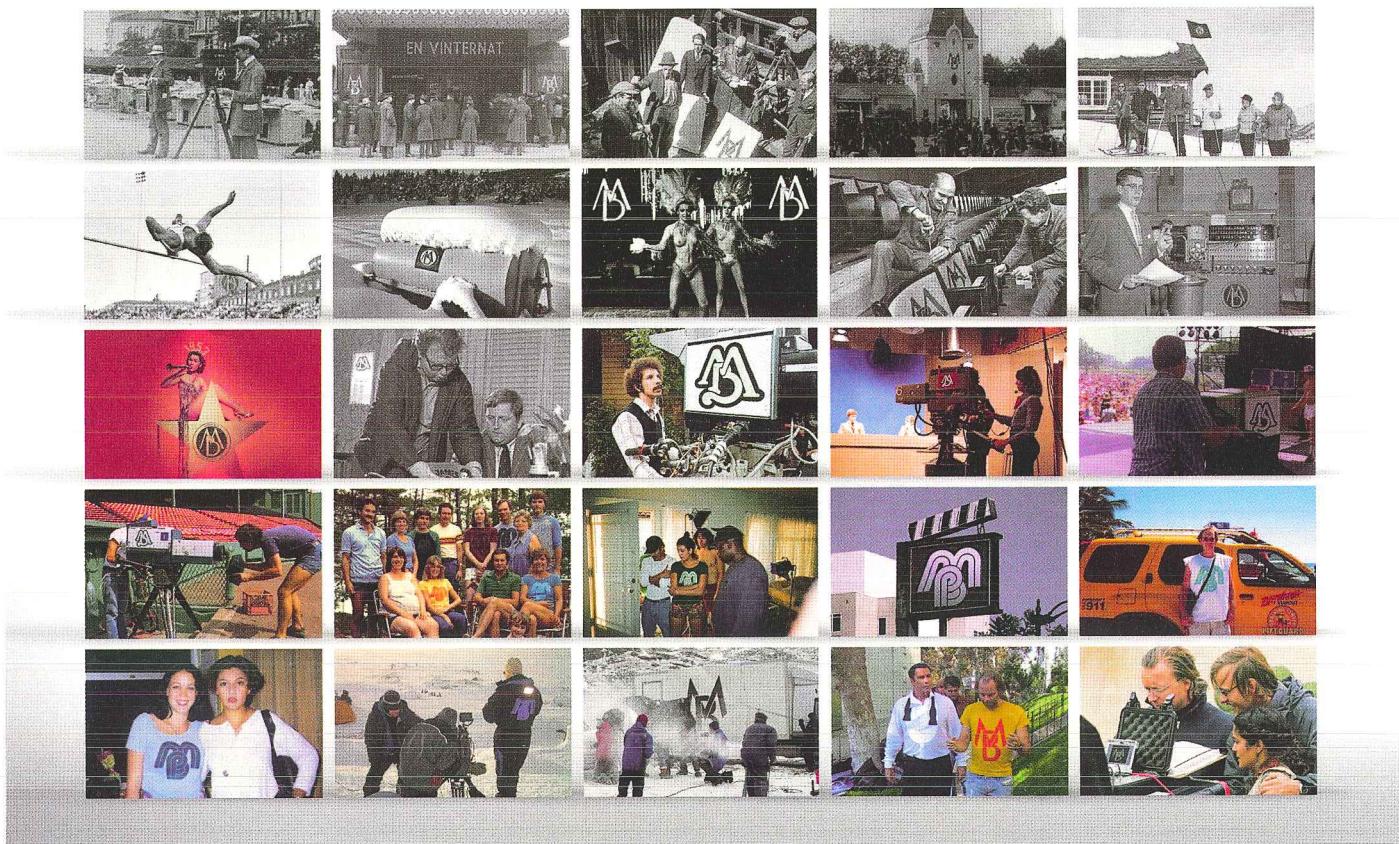
Motion Blur is one of Scandinavia's leading film/advertising production companies.

It has worked with all the big brands and also developed international acclaimed movies like 'Karate Kid' and 'Bandidas'. Celebrating their impact opened up for a new identity and website. We developed a fake

100 anniversary for Motion Blur and designed their identity journey from the very beginning- up until today, including all the tweaks of the logo and visuals they have more or less successfully lived thru in the past 100 years.

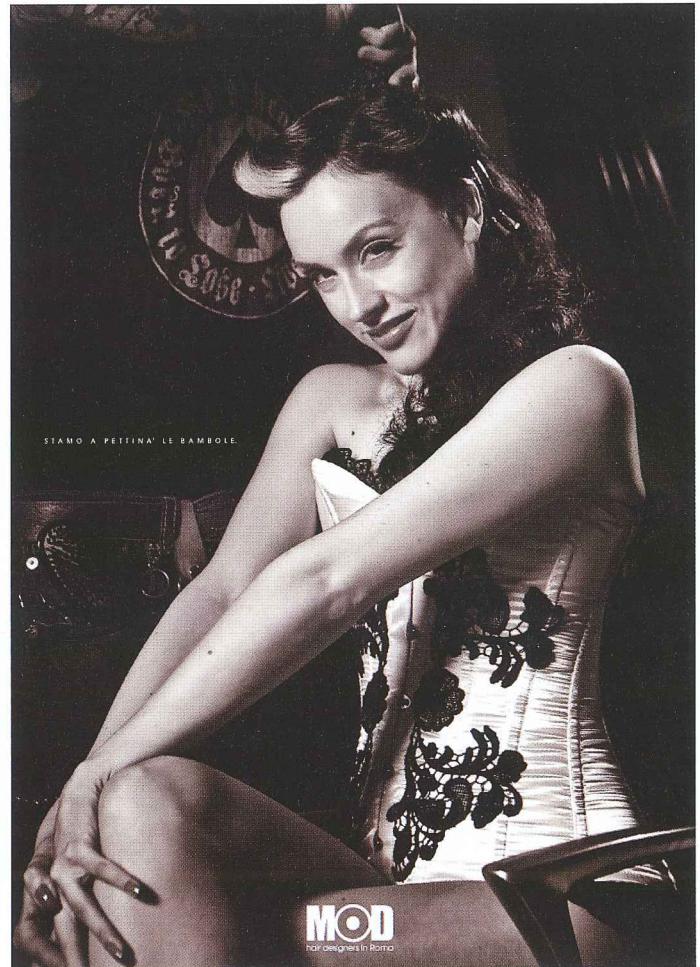
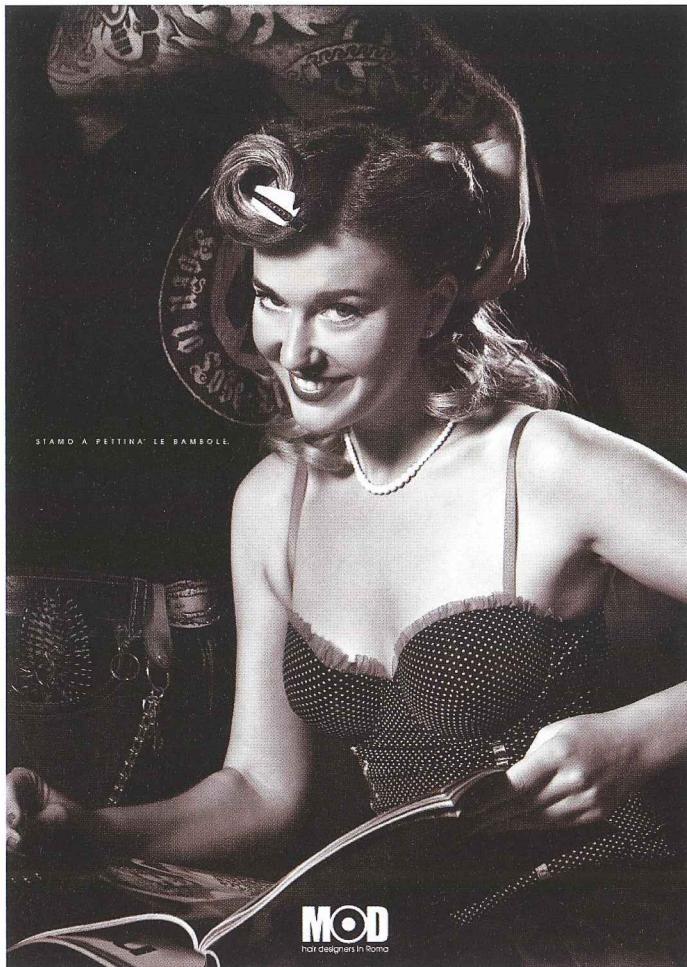


# 100 Years Of Magic Brilliance









## Musical Comb Business Card

MODhair is the Rome's most famous Rock' n Roll style hair salons.

They needed a groovy business card.

This comb plays a classic rock theme when rubbed by fingernail, using the same principle of a musicbox comb.

Client  
Wordless design

Design Agency  
Fabio Milito design (Italy)

Designer

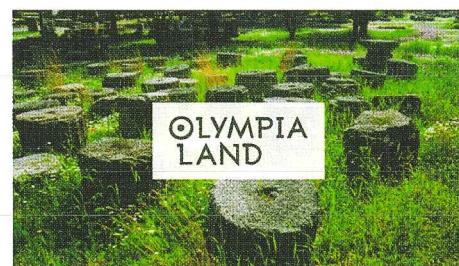
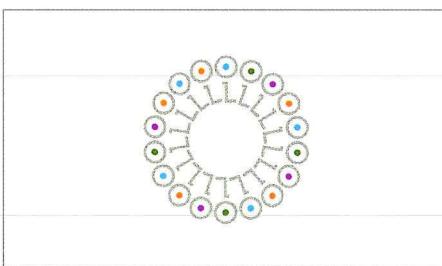
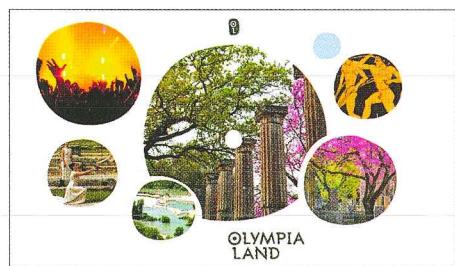
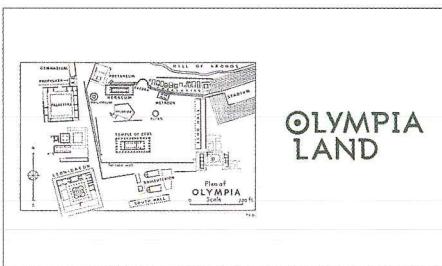
Fabio Milito

Photography  
Fabio Milito





# OLYMPIA LAND



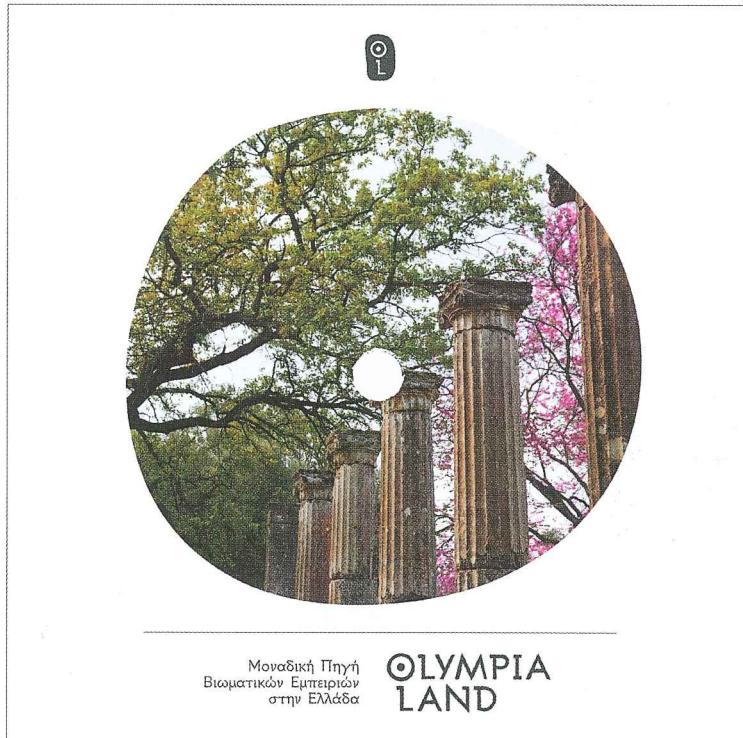
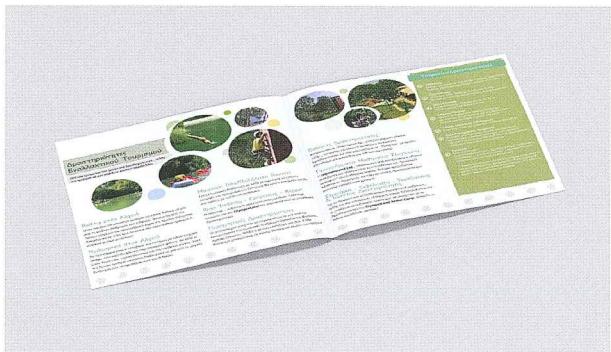
## Olympia Land

Olympia Land S.A., located in Ancient Olympia (and the shores of Alfeios River) is a company that provides niche liveable travel experiences, cultural events and educational programs in the Greek Tourism Industry. Services and programs include travel services in Ancient Olympia, live reenactments of ancient Olympic Pentathlon-Games, Alfeios Festival (on Outdoor

Music Event), Year-round alternative tourism services (rafting, kayak, river trekking, paintball, beach volleyball, mountain biking, team building, off-road trekking, etc.), educational programs for all ages, and adhoc tourism services & activities.

The logo was inspired by an old map of ancient Olympia and the 'vibes' of this holy venue!





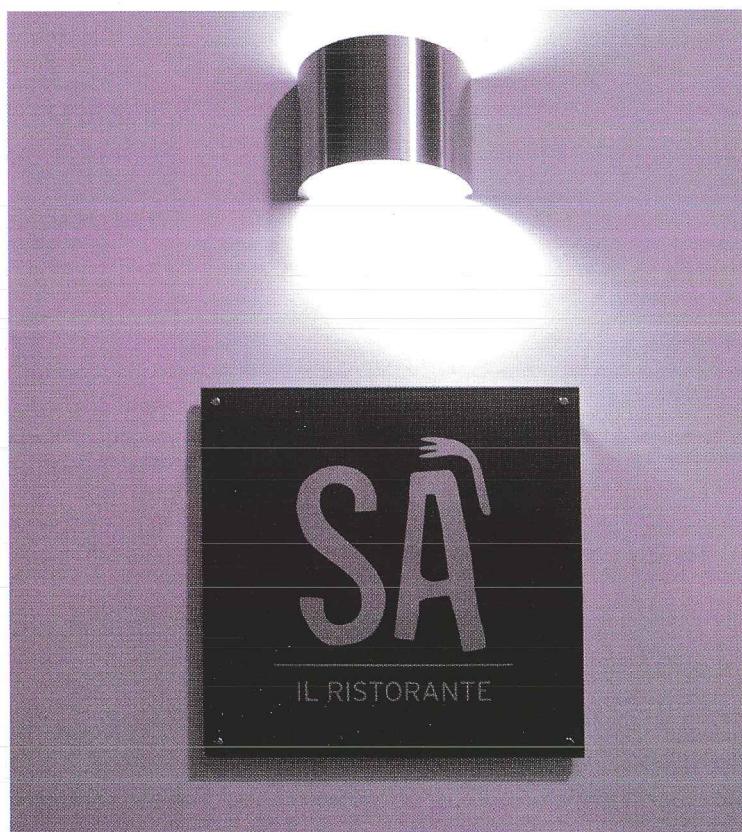
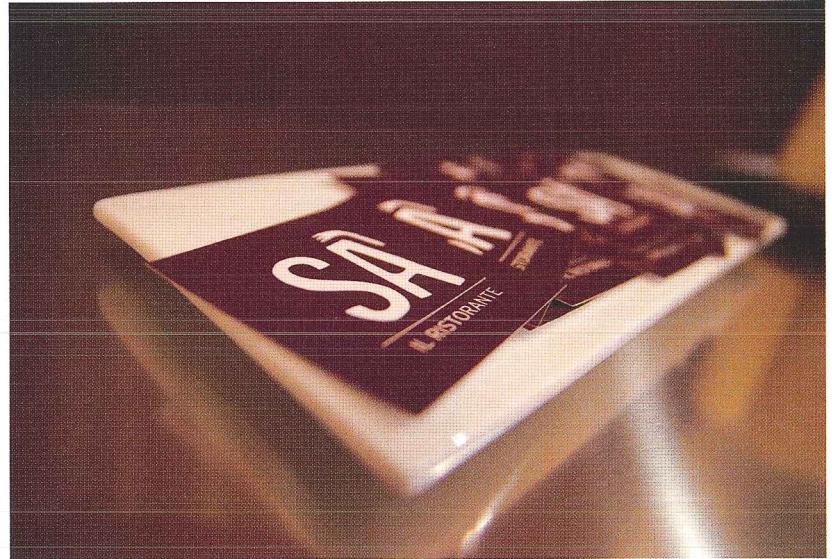
#### Client

Theodosis Sagiadinos,  
Stathis Sagiadinos,  
Angelos Tsakonas

#### Designer

Sophia Georgopoulou (Greece)





## Sa' - Restaurant

Restaurant specialized in fresh seafood.

Client

Sa'

Design Agency

L-enfant (Italy)

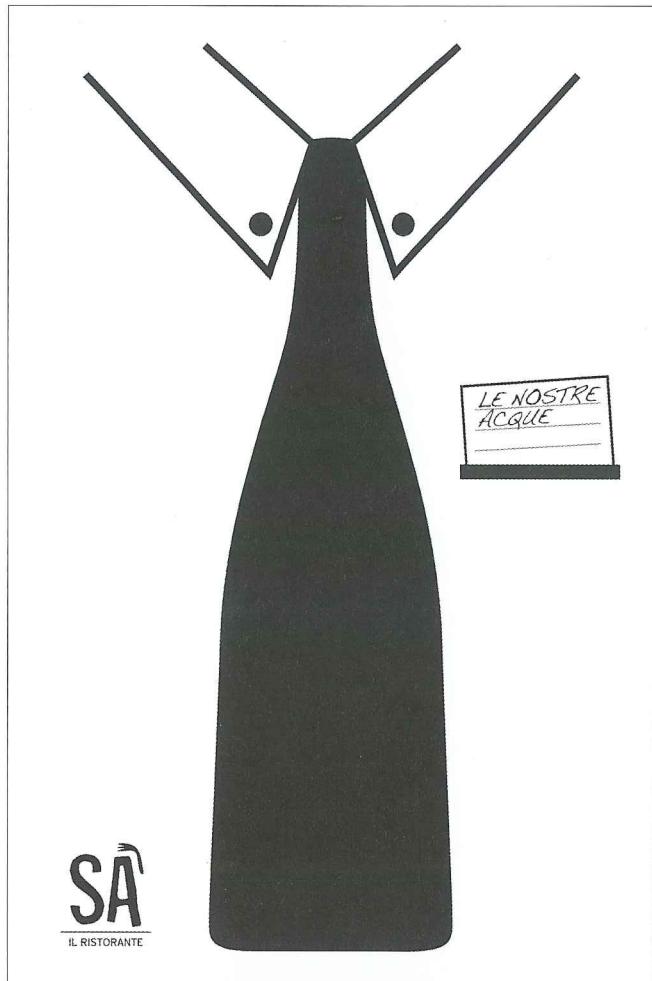
Designer

Pierfrancesco Annicchiarico

Photography

Dario Miale

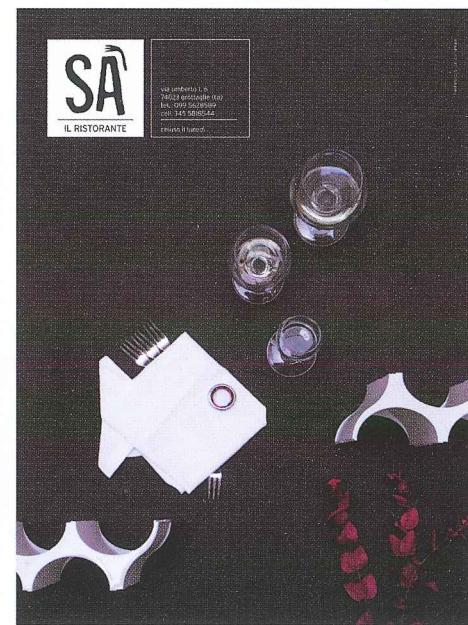




**SA**  
IL RISTORANTE



**SA**  
IL RISTORANTE





## Wise Up

Wise Up Academy is a social project focused on developing educational programs for children with learning problems. The program is meant to develop children's learning skills in all disciplines. The 'Wise

up' method is a practical and results-oriented way of learning the subjects effectively through a series of interactive games for each level skill played by children at home or at the academy facilities.

Client  
Wise Up Academy

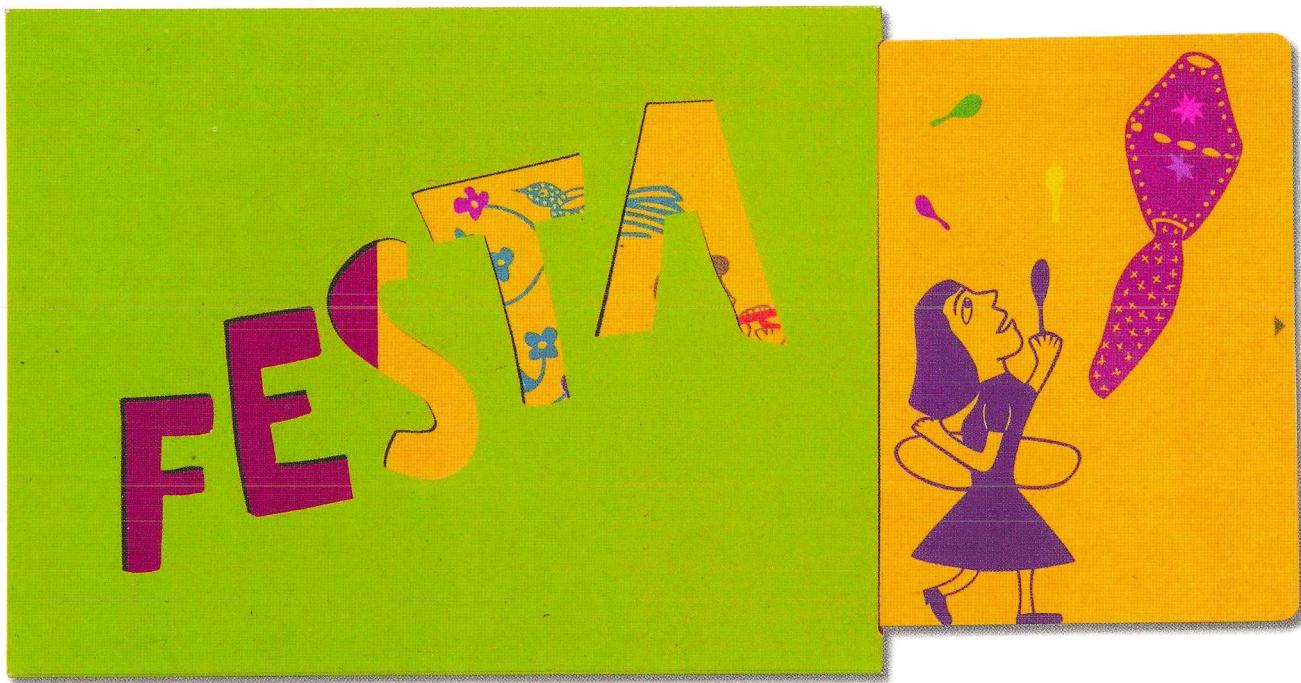
Design Agency  
thisislove studio (Portugal)

Designer  
Joana Areal and Inês Veiga

Photography  
thisislove studio and Adriana Pacheco



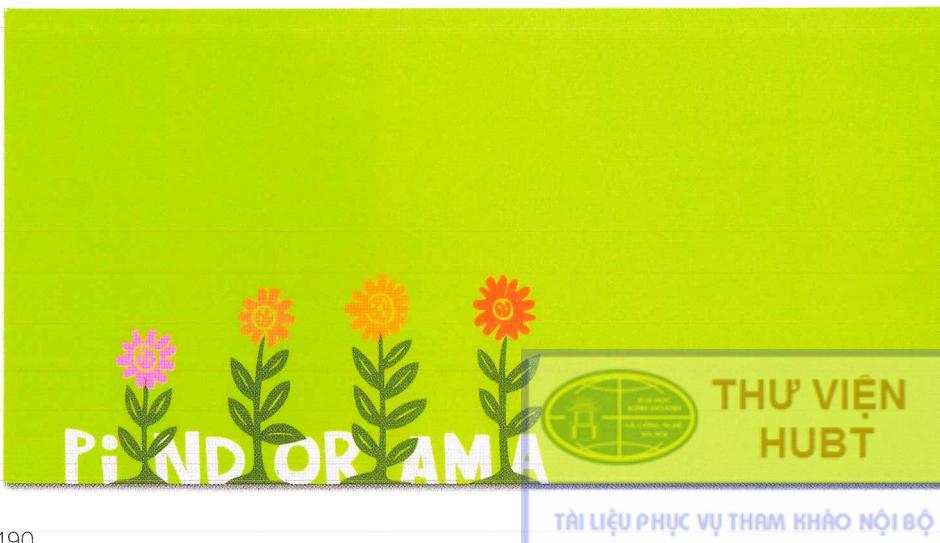




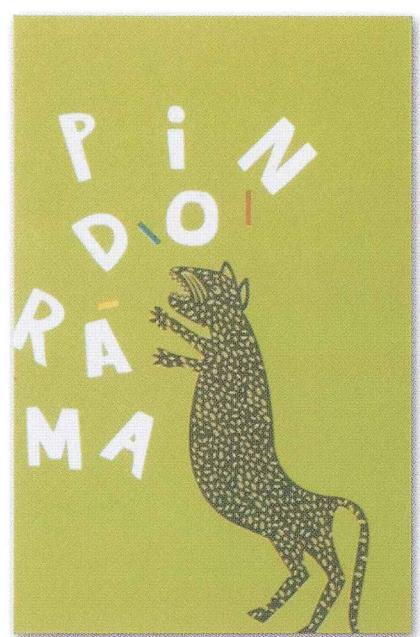
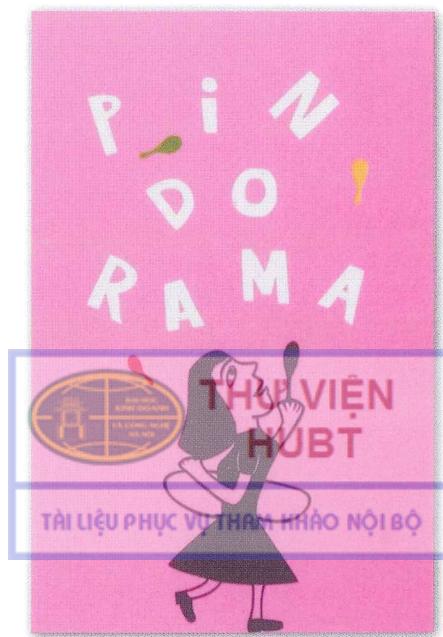
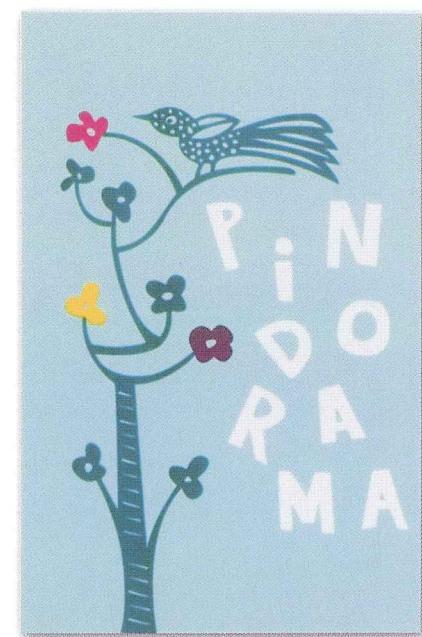
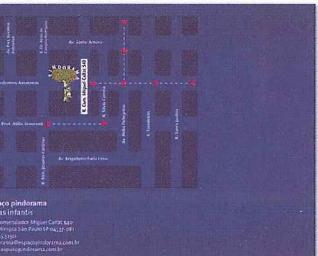
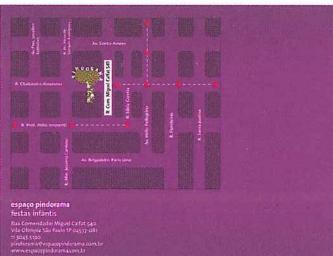
## Visual identity for Espaço Pindorama

We created the visual identity for Espaço Pindorama, a multi-purpose activity centre that offers a range of party options for children. One of the objectives of the branding was to make a clear distinction between Espaço Pindorama and the mini-amusement parks that are scattered throughout São Paulo city. Focusing

on the interactive nature of the concept, the starting point for the branding was the popular north-eastern Brazilian 'xilogravura'— and this traditional wood-cut technique was used to create the fun and unique illustrations.



Client  
Espaço Pindorama  
Design Agency  
Casa Rex (Brazil)  
Creative Director  
Gustavo Piqueira  
Designer  
Gustavo Piqueira, Samia Jacintho



# Adorn Identity System

The Adorn identity system was created as a very flexible system that can be applied across the multiple platforms of a craft company. Colors and patterns are used to provide variation and distinction from one area of the company to the next.

Client

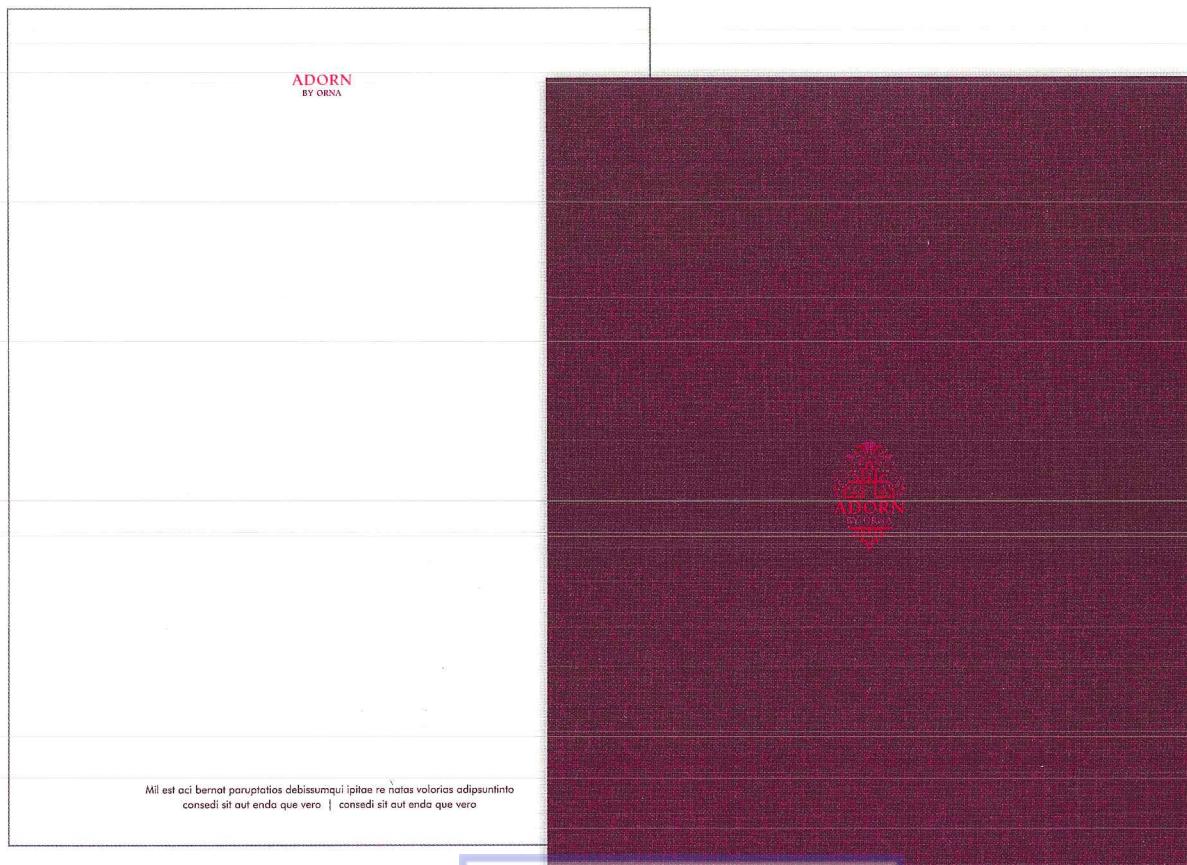
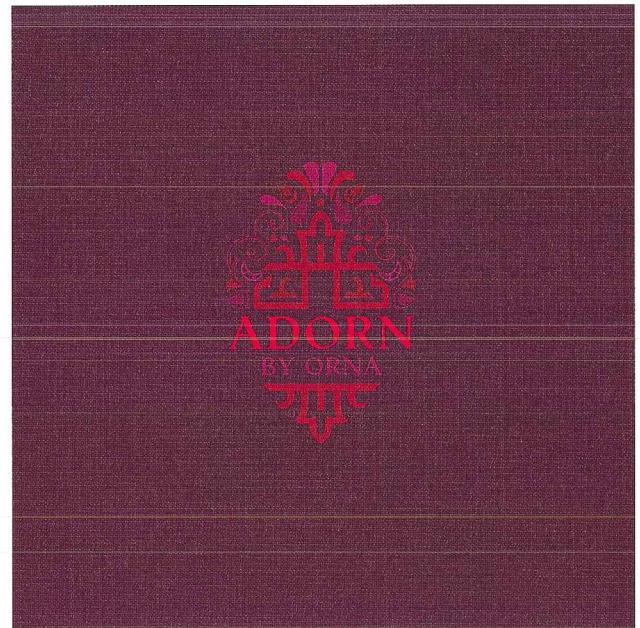
Adorn by Orna

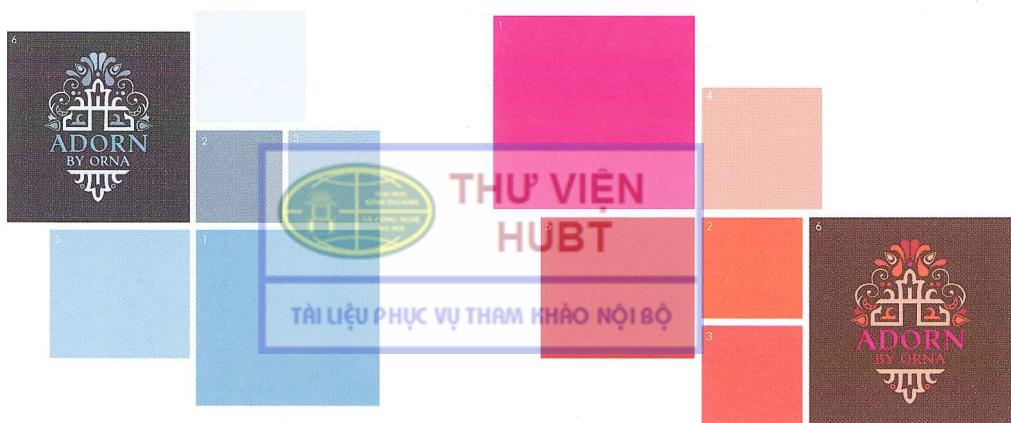
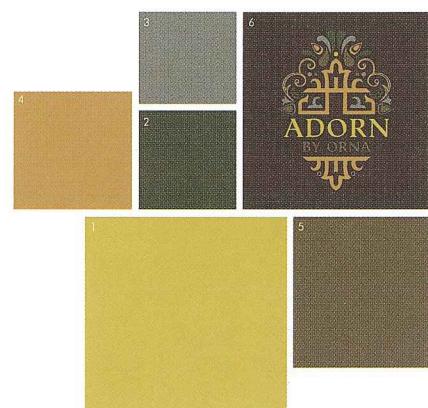
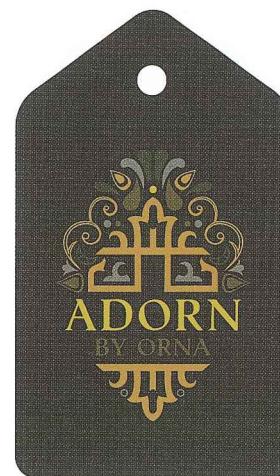
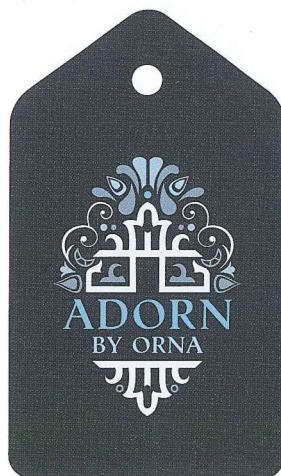
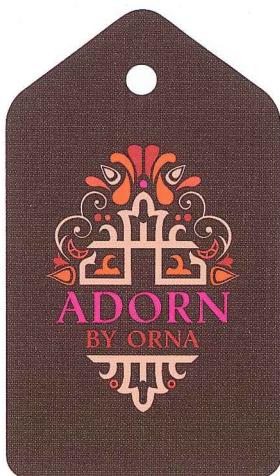
Design Agency

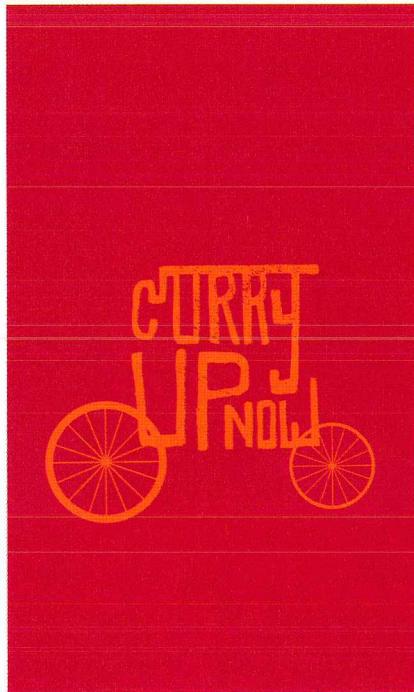
Duk Design LLC (USA)

Designer

Vanessa Hansford







## Curry Up Now

CurryUpNow is known as one of the first food trucks to hit the San Francisco Bay Area culinary scene. They specialize in authentic Indian street food with a fusion twist. With 4 trucks and its popularity among its bay area followers, the rebranding and recently-opened brick and mortar location was a natural progression for the company.

### Client

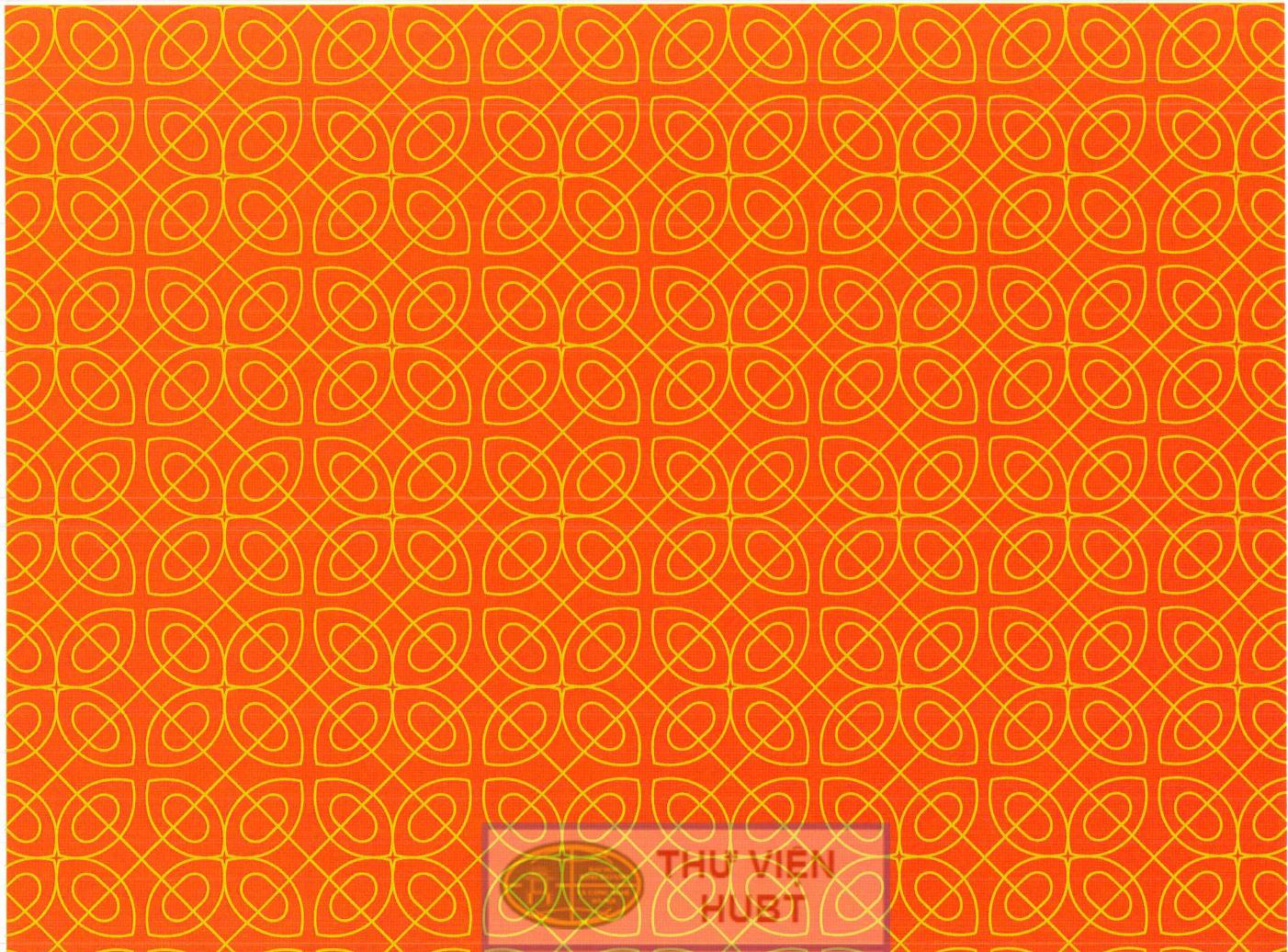
Curry Up Now

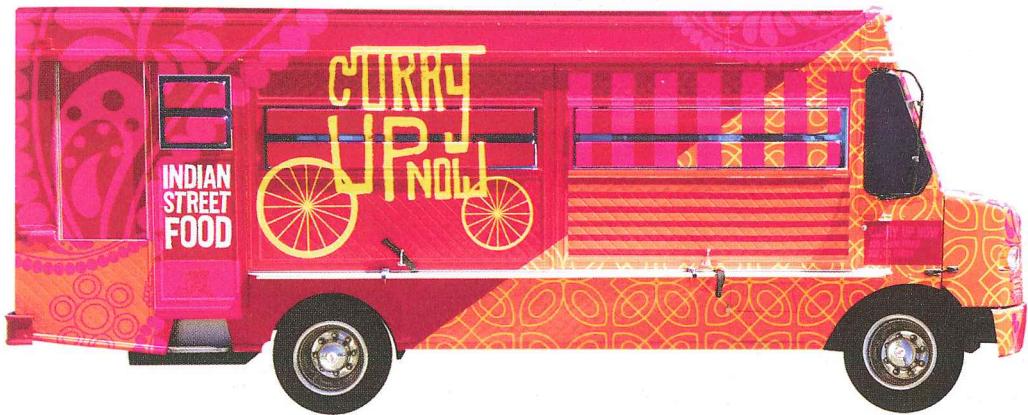
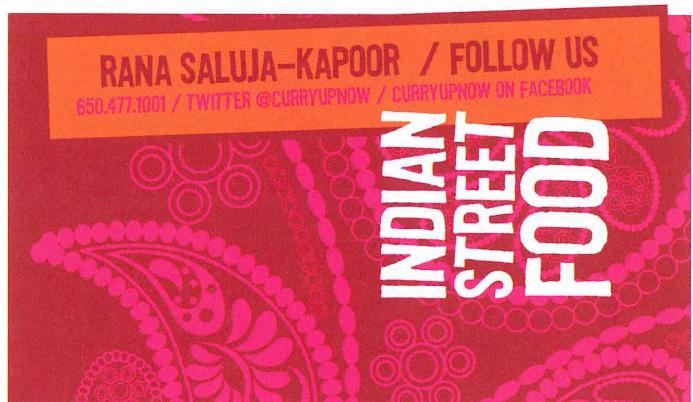
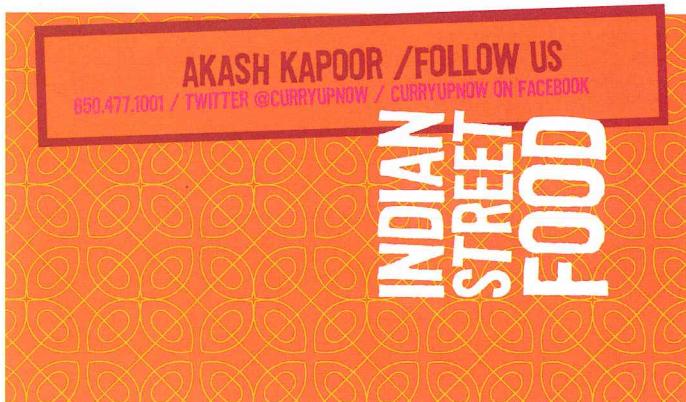
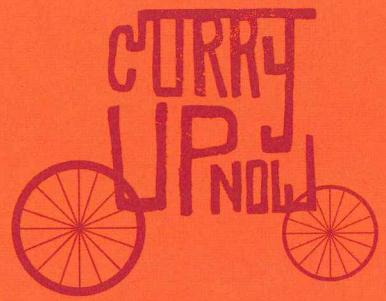
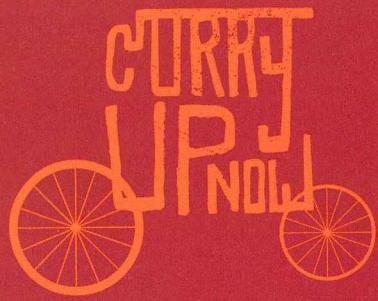
### Design Agency

Design Womb (USA)

### Designer

Nicole LaFave





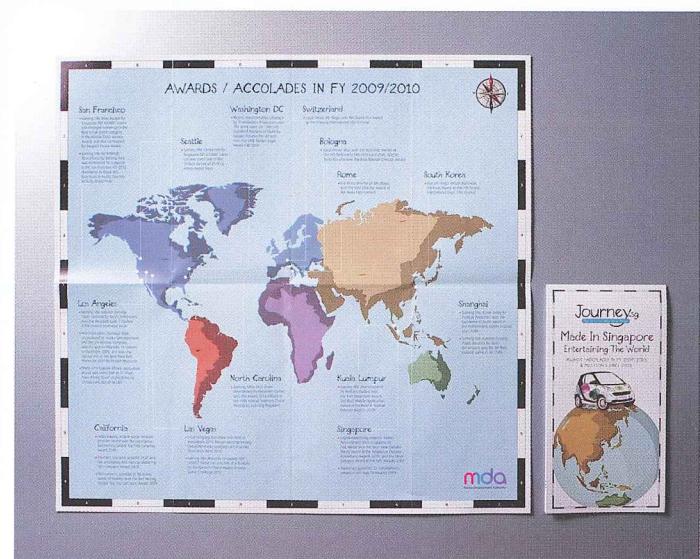
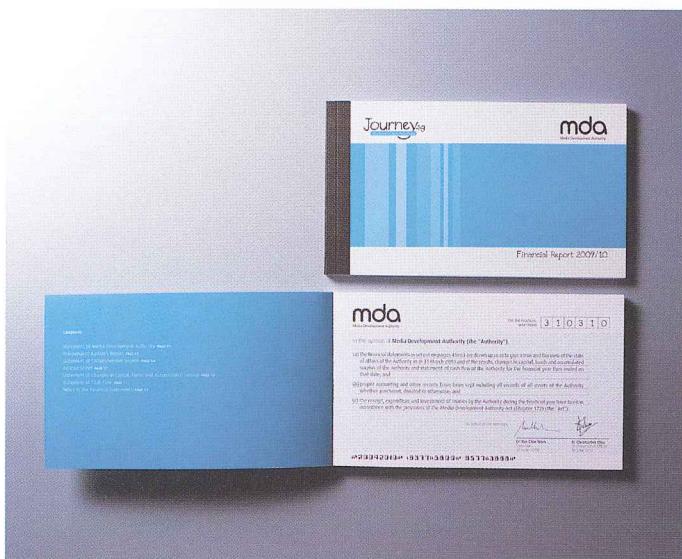
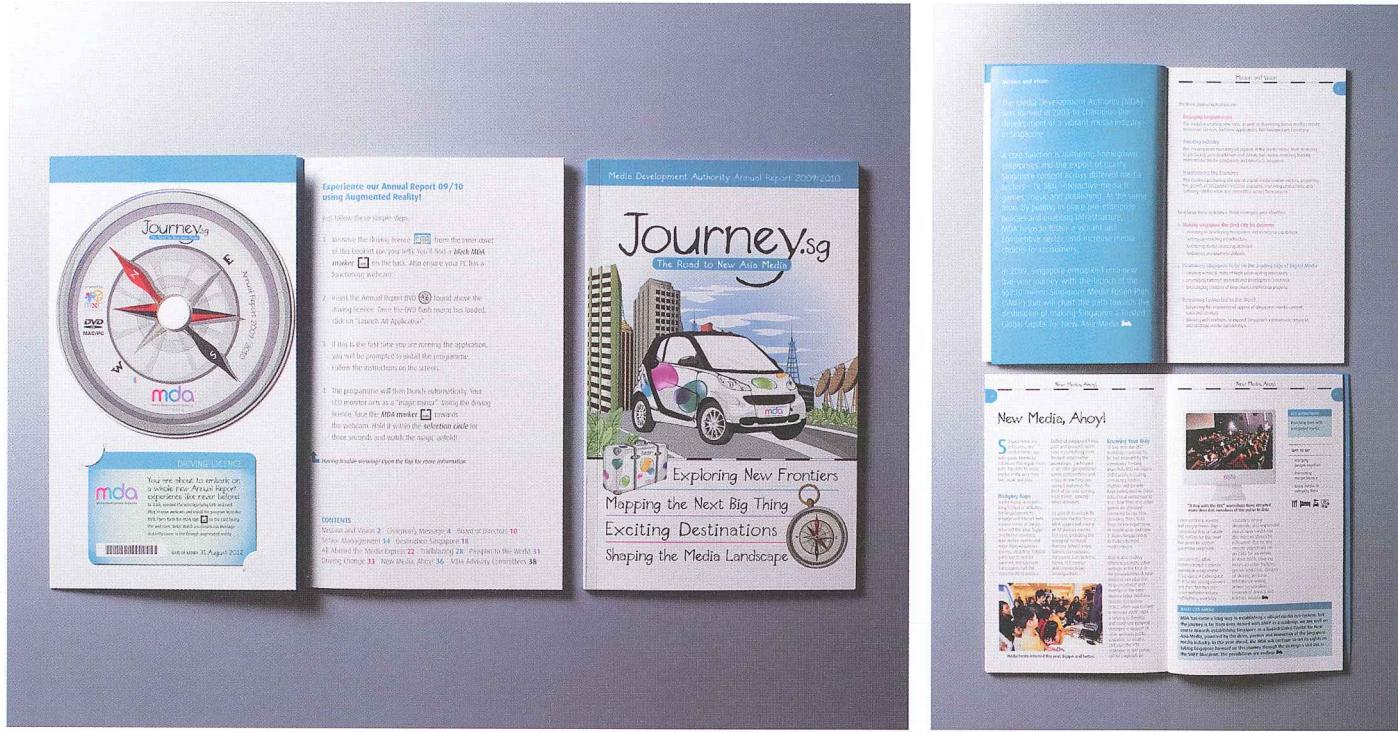


## Journey.sg

What better way to show how MDA has reached out to the world with quality Singapore content than with an annual report packaged in an attractive travel case?

Comes complete with a world map, travel guide and traveller's cheque book. Play the augmented reality CD and be transported to another world.





Client  
Media Development Authority (MDA)

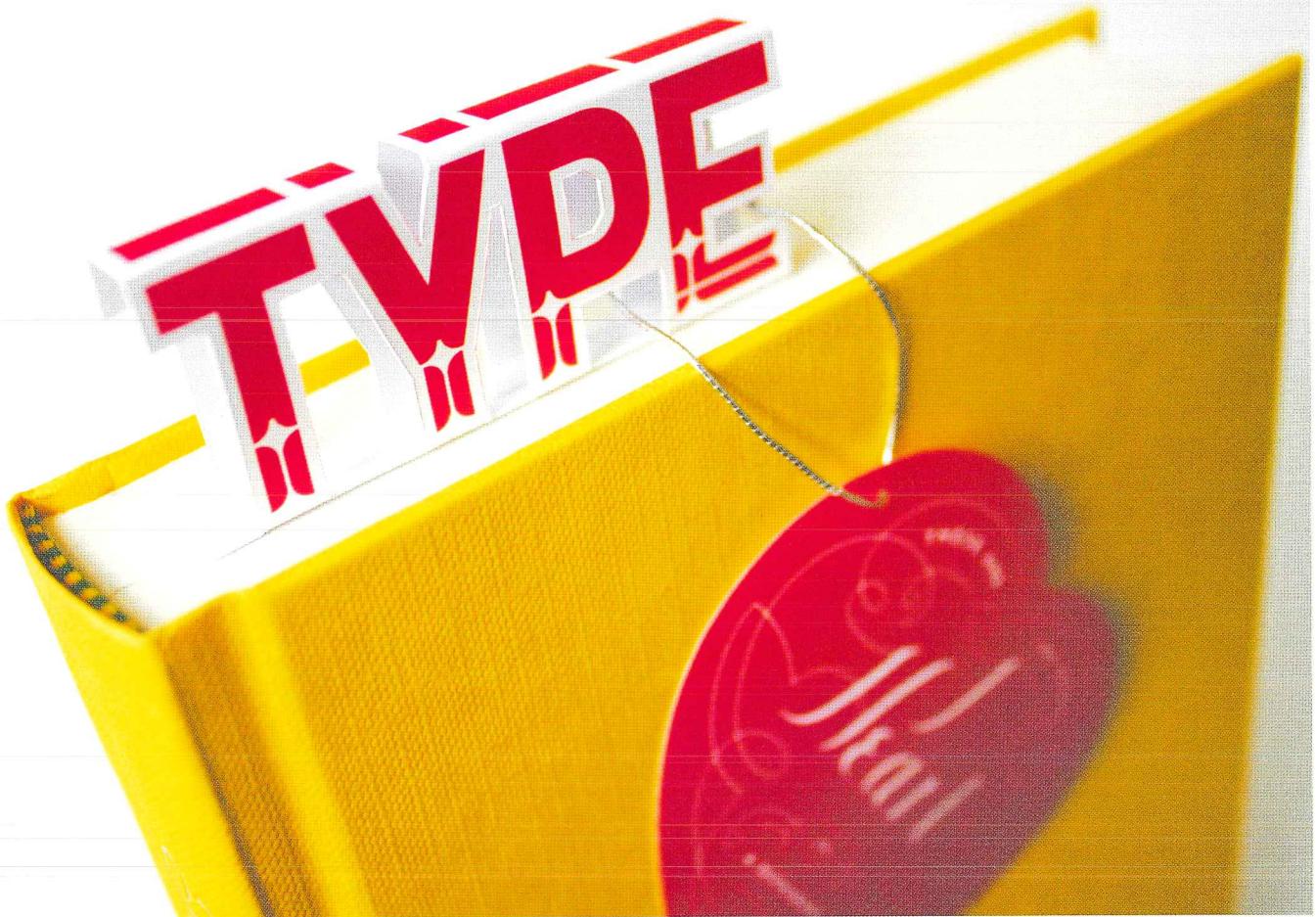
Design Agency  
Splash Productions Pte Ltd (Singapore)

Designer  
Stanley Yap, Wilmer Pan

Copywriting  
Terry Lee, Low Jat Leng

Illustrations  
Wilmer Pan





## I Heart It

I created this bookmark design as a promotional mailer that I sent out to a few of my favorite design studios just after I finished college. Using hand-lettered type, I listed a few of things that I heart. To make it even more special, I hand cut around the letters in the word "TYPE" and folded it in a way that made it three-dimensional.

The bookmark was enclosed in a long custom folded envelope that was then closed with a bellyband. The mailer was meant to be a thank you gift for the people who had inspired me through school. It was such a success that I was offered and accepted a job just ten days after I mailed out the first batch!

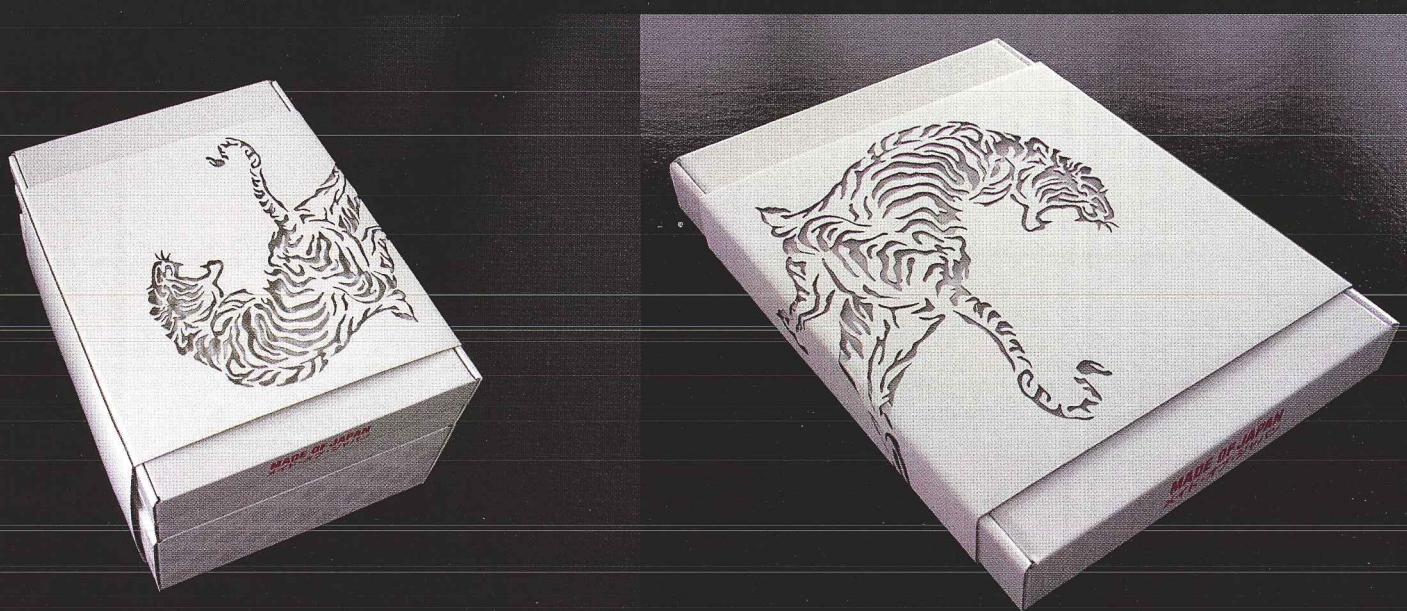


Client  
Self promotion

Design Agency  
Camila Drozd, freelance designer (USA)

Designer  
Camila Drozd







Client  
Mulholland International

Design Agency  
Smel creative and strategic design  
(Netherlands)

Designer  
Edgar Smaling, Carlo Elias,  
Sandor Lubbe, José Klap

## Limited Edition Onitsuka Tiger

Made of Japan is an international style magazine that was introduced to celebrate the 60th anniversary of the Japanese sneaker brand Onitsuka Tiger. Smel was commissioned by Zoo Magazine. In collaboration with Sandor Lubbe and José Klap, we developed a numbered limited edition: a gift box with the magazine, a pair of sneakers (Mexico 66 – 60 Years

edition) and a jubilee T-shirt. The concept of the box is influenced by the Japanese tradition of gift wrapping called furoshiki. Traditional features like the white color and Japanese prints in UV lacquer combined with modern materials and laser cutting technique makes the box look intriguing and exclusive.

1

2

3

4

5

6

7

8

9

10

11

12

13

14

15

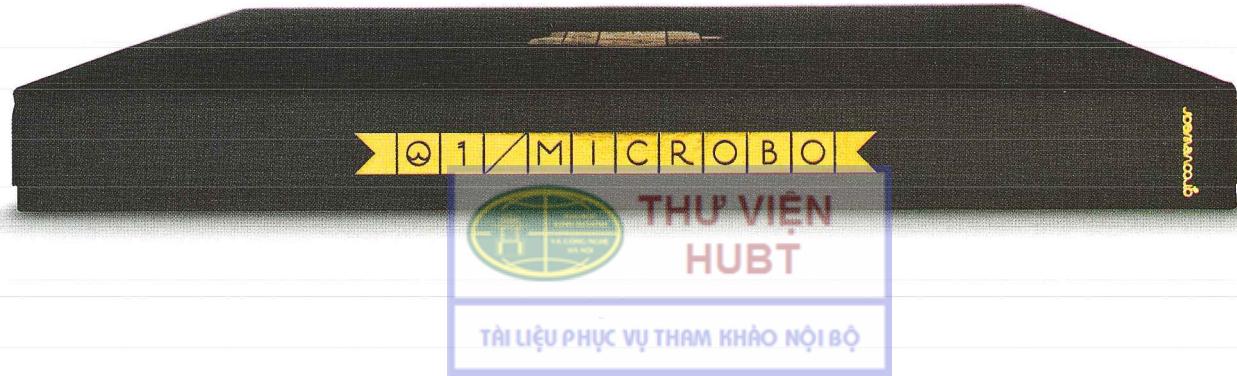
16

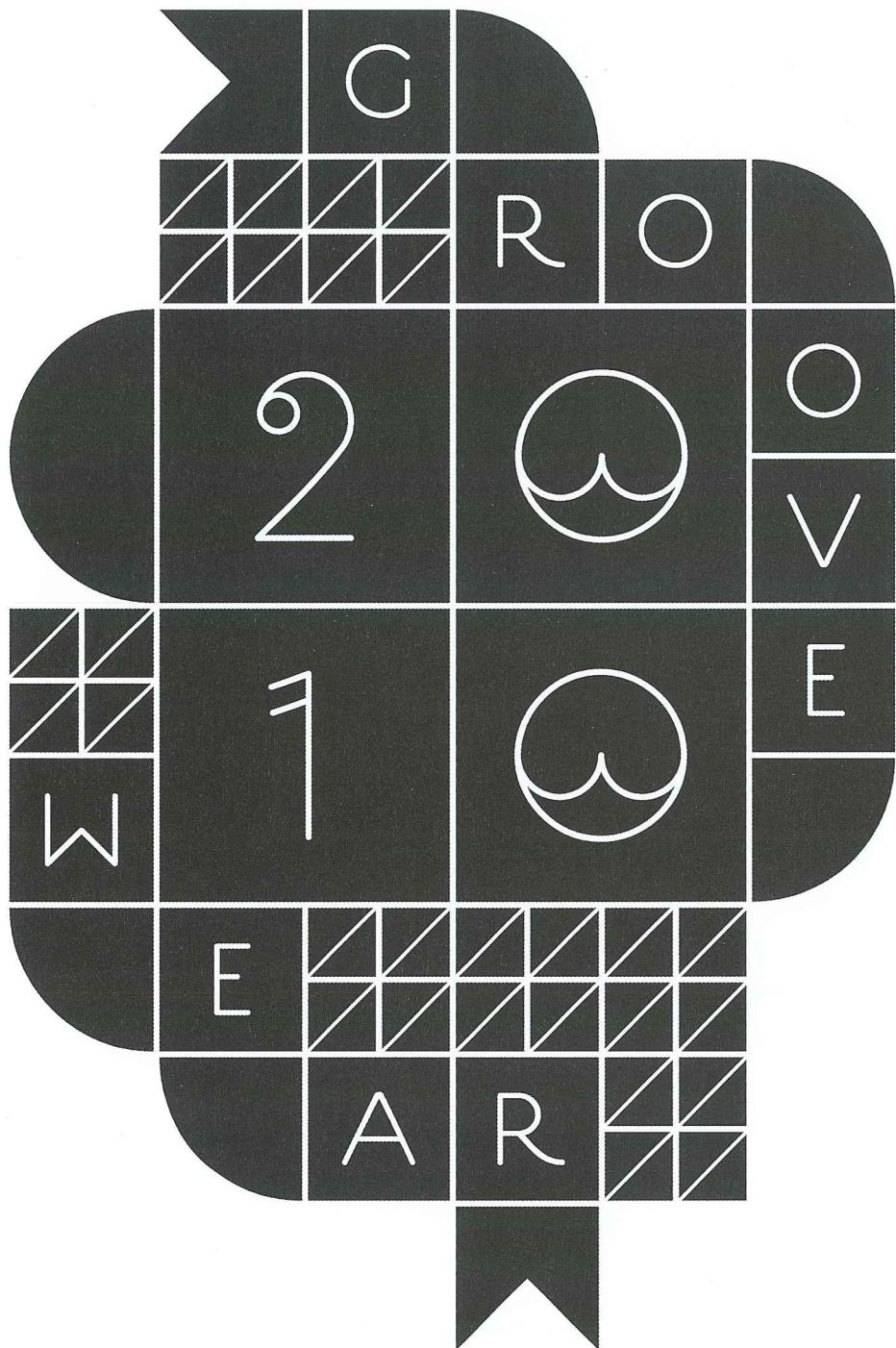
17

18

19

20





## Groovewear Special Edition Box

Groovewear special edition box contains a limited edition tee shirt and silkscreen by famous european street artists.



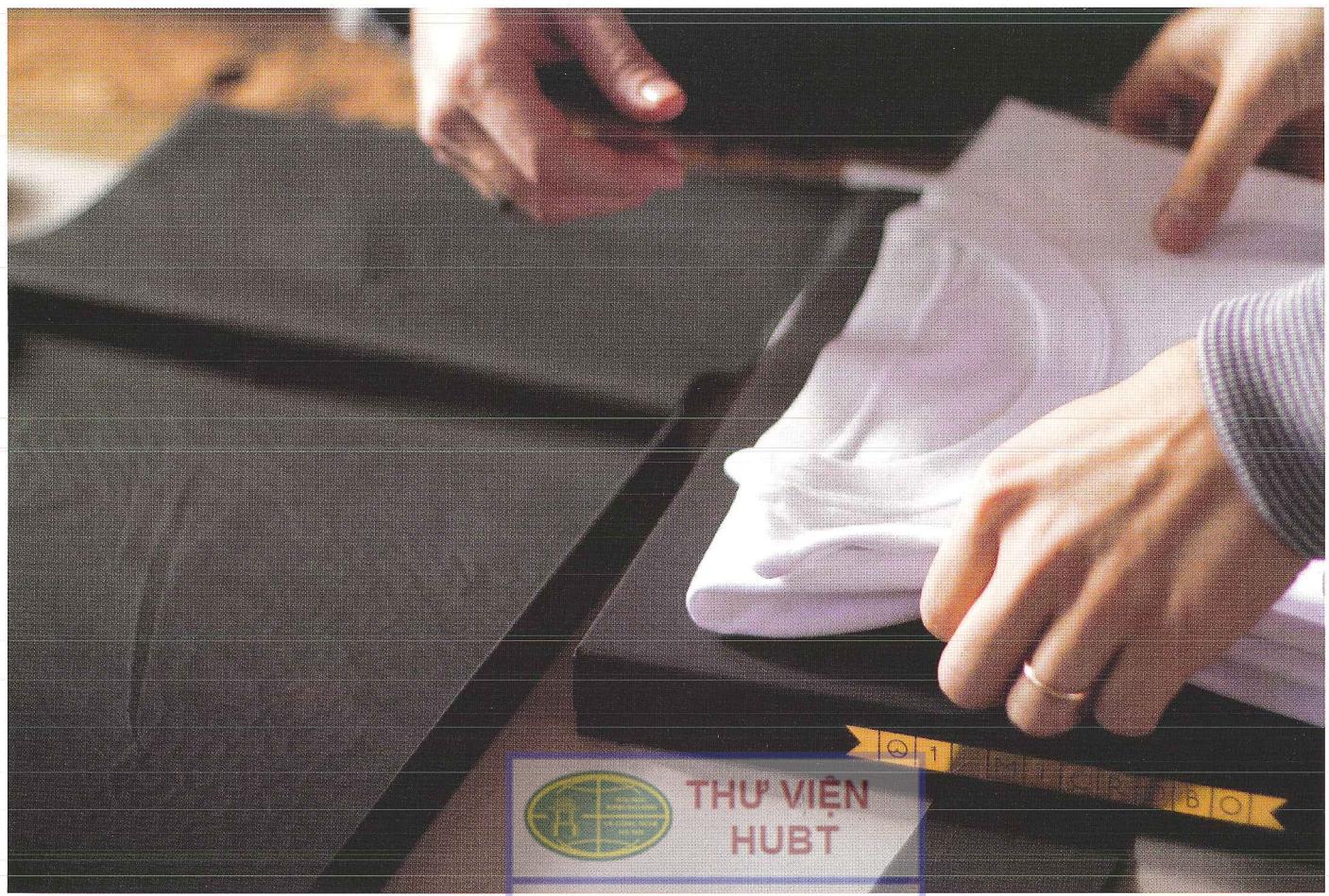
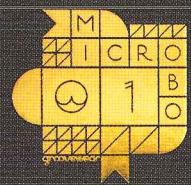
THƯ VIỆN  
HUBT

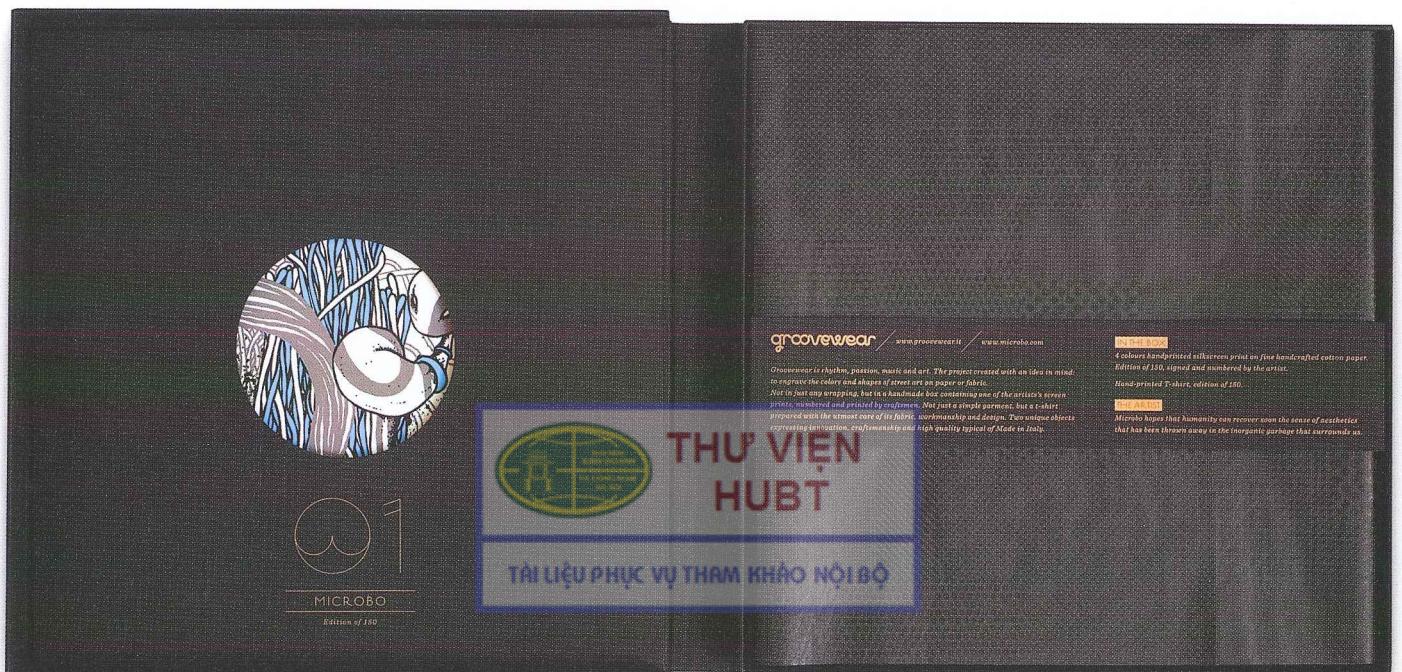
TÀI LIỆU PHỤC VỤ THAM KHẢO NỘI BỘ

Client  
Groovewear  
Design Agency

Design Agency  
La Tigre (Italy)

Designer  
Walter Molteni







## Cookies Kitchen & Bar

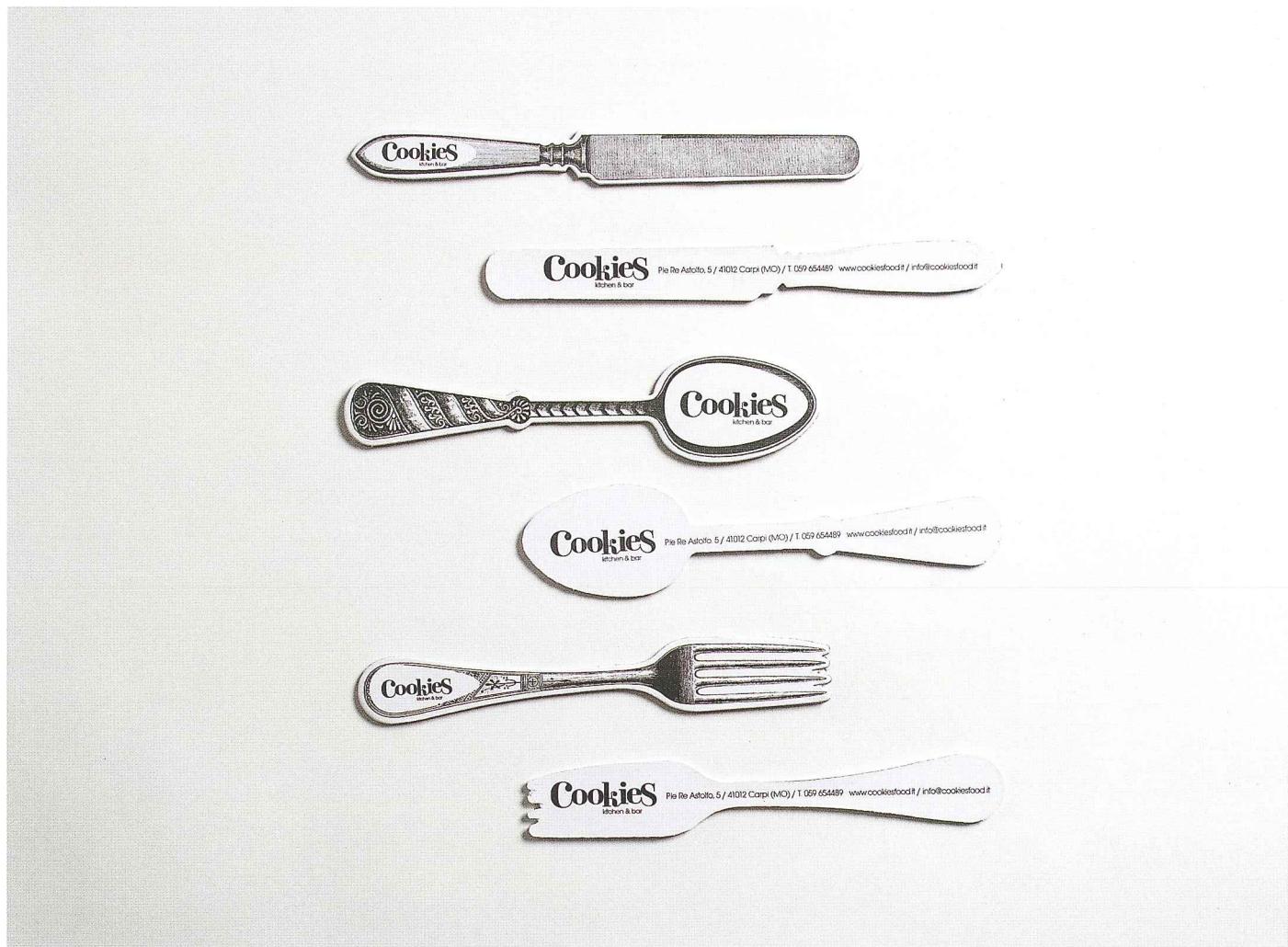
A card is made for the opening party with detachable cutlery as business card.

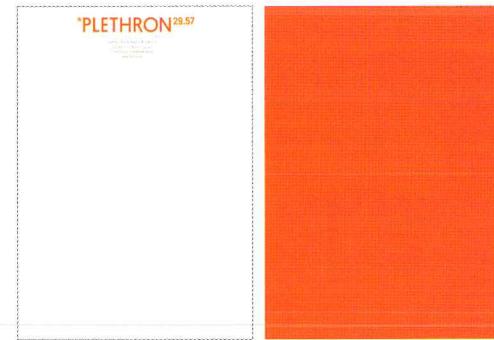
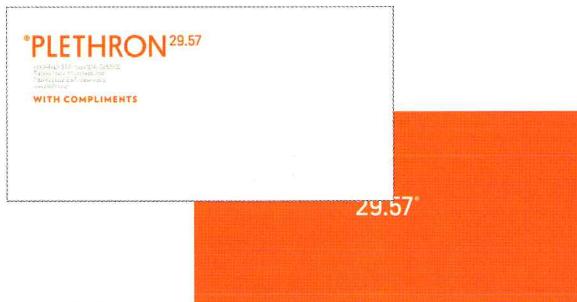
Client  
rouges srl

Design Agency  
Onthetable (Italy)

Designer  
Francesco Roncaglia







## Plethon

This work is the identity design for construction company Plethon, including the logo, letterhead, and stationary artworks as well as other visual applications.



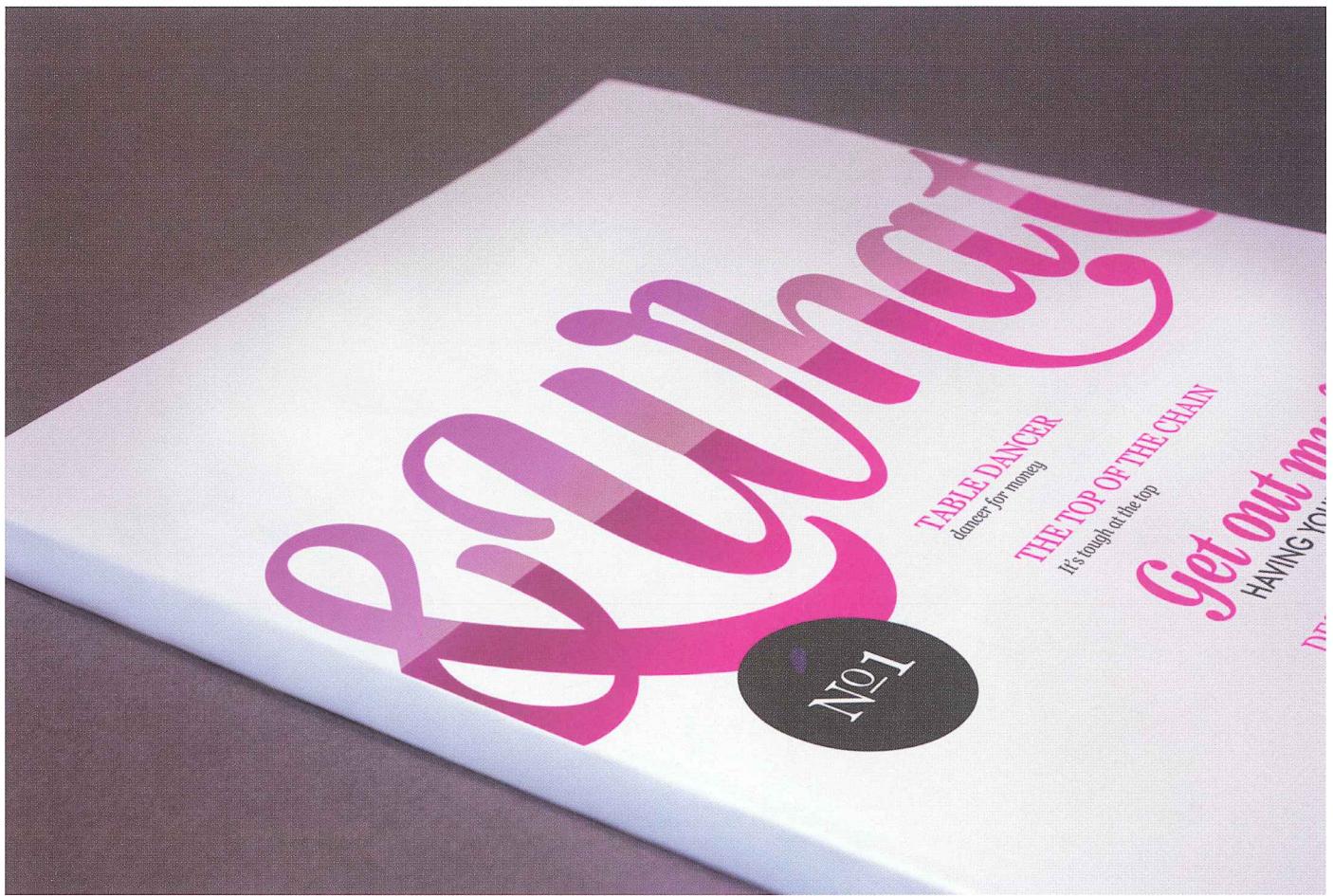
### Client

Plethon Construction Company

### Design Agency

BOB STUDIO (Greece)





## &What Magazine

A new magazine identity. The magazine will feature the designs, views and opinions of designers and illustrators. Content is largely made from submissions in reply to an open brief.

Client  
Self Initiated Project

Design Agency  
Made (UK)

Designer  
Andy Thirsk

Photography  
Andy Thirsk





## Identity, Cover Design, and Inside Design for LACK Magazine

### LACK identity:

I tried to visualize the word 'lack' on the type, and I wanted to design a logotype, which is classic like VOGUE, or big, classic fashion brands, but fresh and playful.

I wanted to differentiate between the company's logotype and the magazine's logotype, but at the same time keep them in sync.

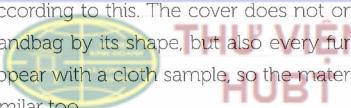
The magazine's logo is just a simple LACK type.

The company's logotype is like a label.

### Magazine cover:

I wanted to design a new progressive cover concept. In my opinion, most fashion magazines covers are boring; there's always a photo and a name on it,

but I wanted a more progressive and lively solution. I observed many times how the women hold the magazines in their hands and how often they get in inconvenient situations because they can't hold the magazines in a more comfortable way. Furthermore, I noticed that moving people potentially represent the best commercial. This was the base of my idea to create a cover which resembles a handbag. Women walk with it around more easily and it works like a live commercial. I've also designed the LACK logo according to this. The cover does not only resemble a handbag by its shape, but also every further issue will appear with a cloth sample, so the material would look similar too.





Client  
LACK magazine

Design Agency  
kissmiklos (Hungary)

Designer  
Miklós Kiss

Photography  
Miklós Kiss,  
Cover photo by Orsolya Hajas



L  
ACK

L  
ACK

L  
ACK

L  
ACK

L  
ACK

BACK

L  
ACK

L  
ACK



HOMME

Hommes

HGY

Hgy

BAZZAR

Bazaar

PIKABU

Divat ABC

TREND  
FORECASTING

Trend forecasting

OUTLOOK  
BEAUTY

Outlook Beauty

ART  
TARTALOM

Tartalom

FEEL  
ME

Feel Me

MASZKULIN  
MACZKOK

Maszkin Maczkok

TÜKRÖM  
MÖRZÜT

Tükrom, tükrom

OUTLOOK  
FASHION

Outlook Fashion

FASHION

Fashion

PRE  
ST

Impressum

ST  
REET

Street

PLAT  
FORM

KARRIERE

Karrier



PHOTO

Photo

GLAMOUR

Glamour

MODEL

Modell





## Can Dance

Periodical events program, brochure and catalogue for Industria night club located in Oporto.

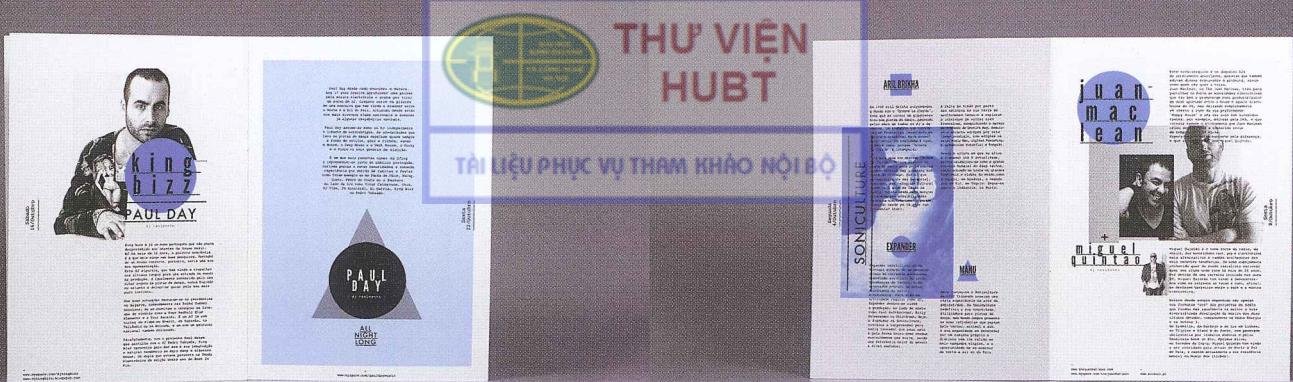
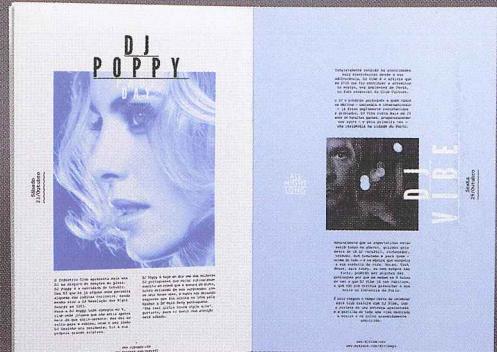
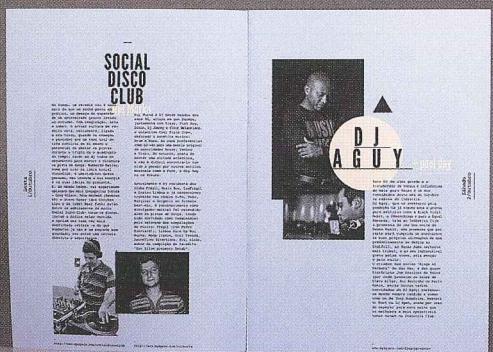
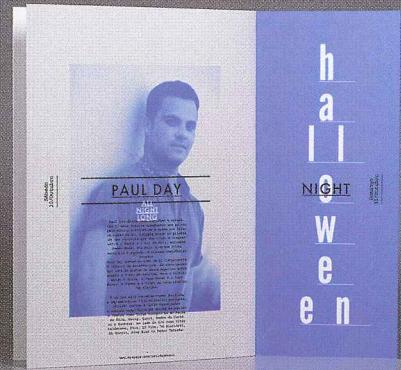
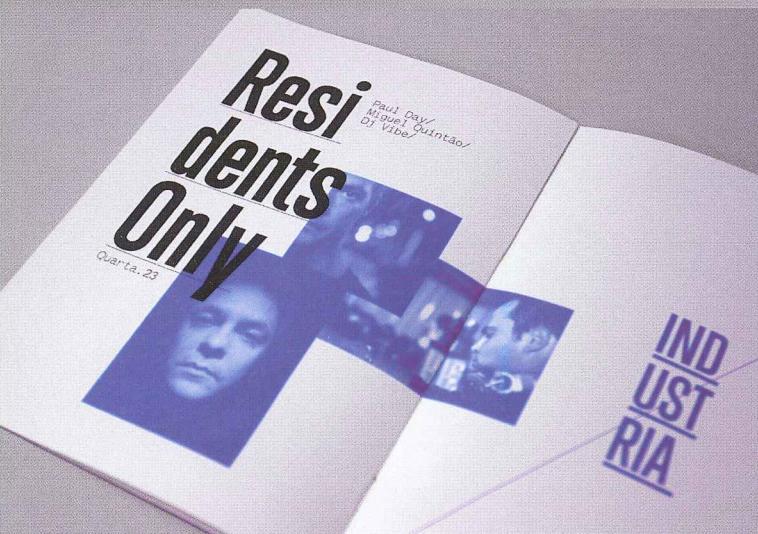
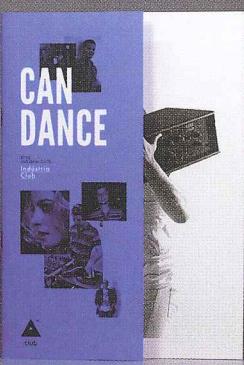
"Industria" was an old nightclub in Oporto that closed years ago and has now been opened again. To launch the theme was "Back Again".

The image of a man with paint dripping alluded to the changes and work done in the space, so that came with a new look.

The flyers try to be different to both the language used in the formats and colors, to show an attitude according to the electronic and dance music.

The various page sizes as well as the contrast of two colors used (strong blue and black) create a rhythm and a different attitude to the flyers that we wanted to be experimental and in line with a space dedicated to electronic and dance music.







## Martini Dolce & Gabbana

This invitation to the launch of Martini Gold is composed of two parts. A black wrap involved golden interior with information of the party. The wrap opened form a poster inside. The whole piece is based

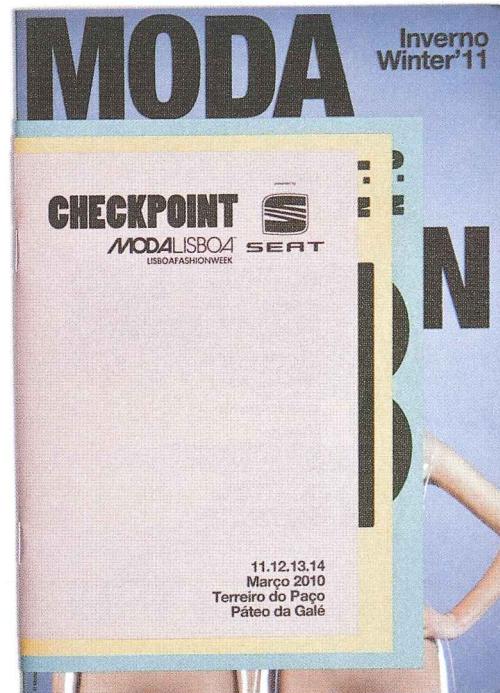
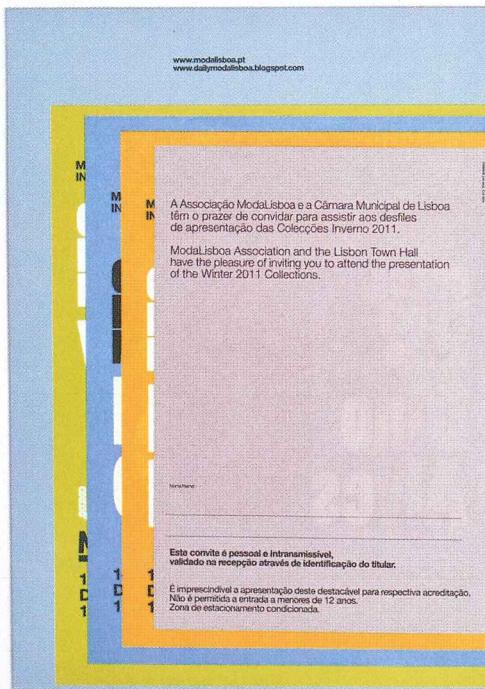
on the colors of the product (Black and Gold), as well as in the contrast between the high glossy papers in the exterior, with the matte gold invitation referring to the materials inside the bottle.

Client  
Bacardi-Martini Portugal

Design Agency  
MusaWorkLab (Portugal)

Designer  
MusaWorkLab

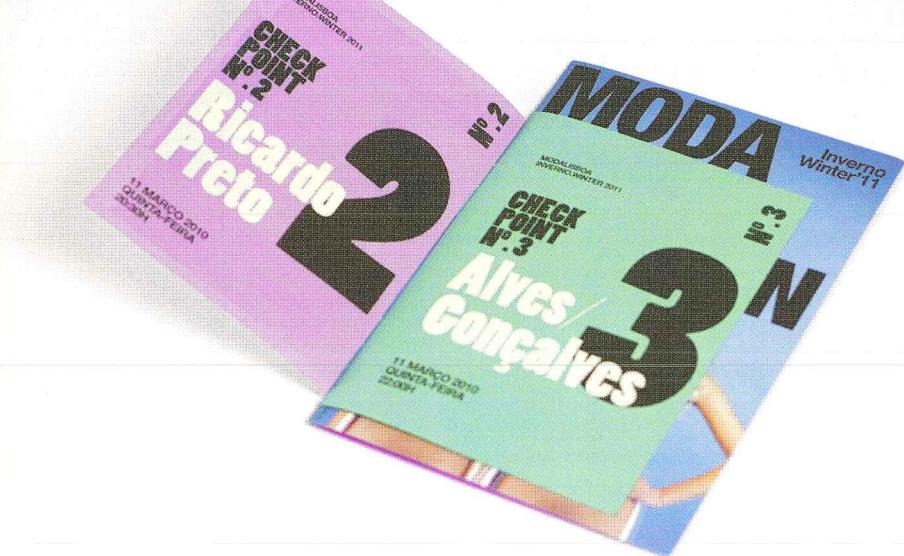




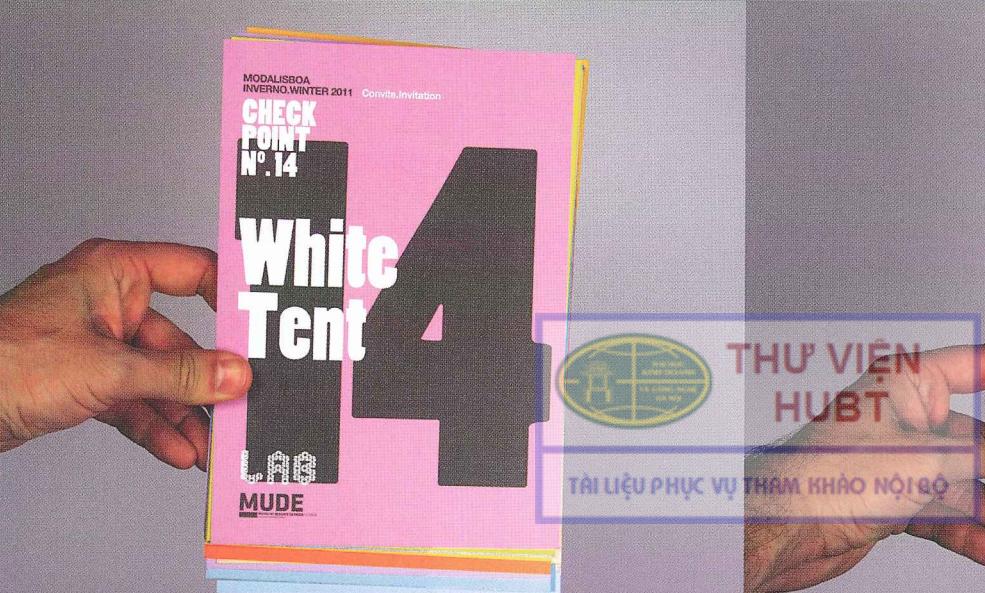
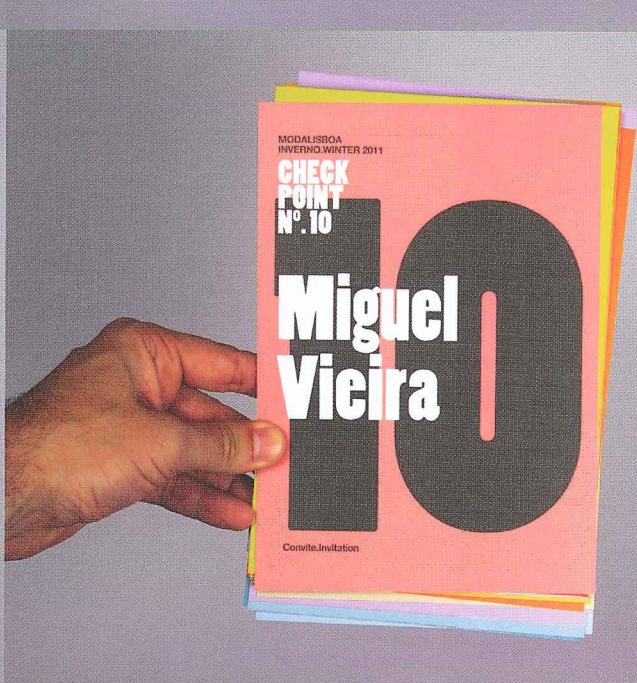
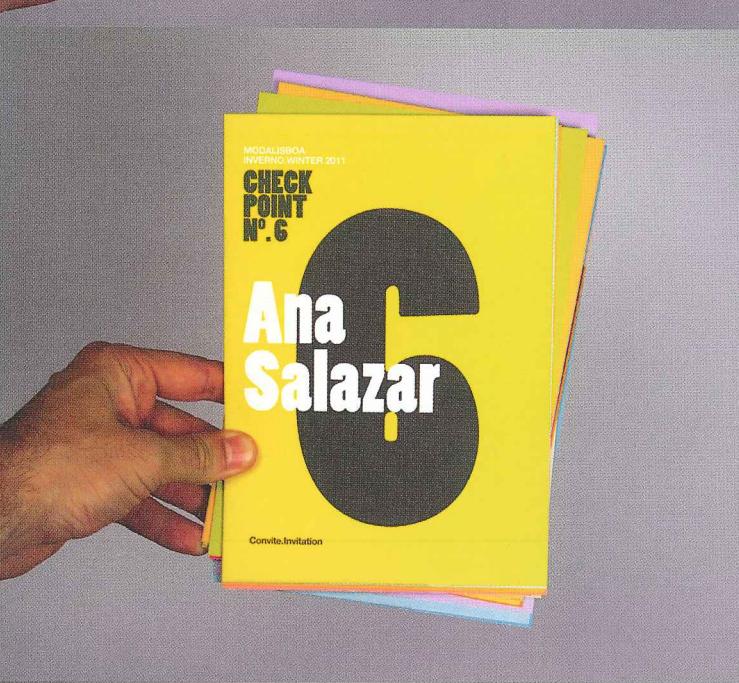
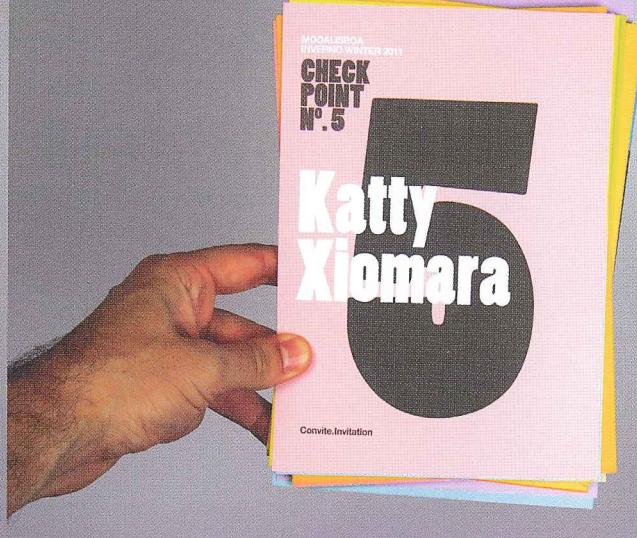
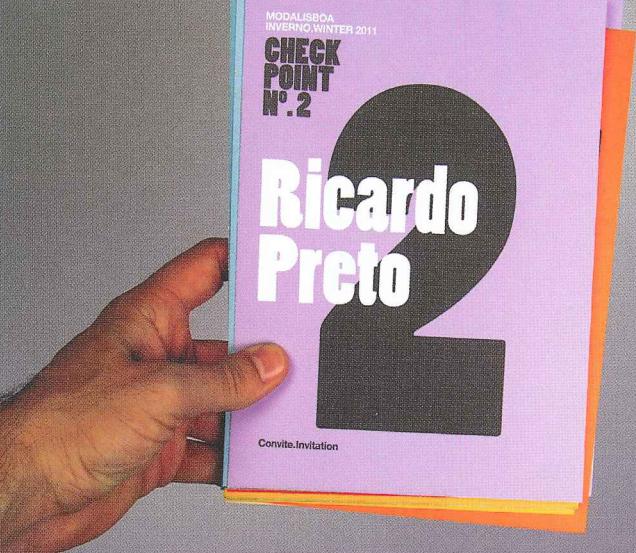
## Check Point

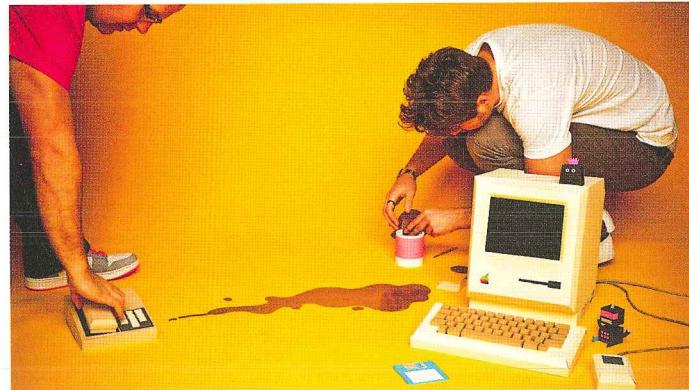
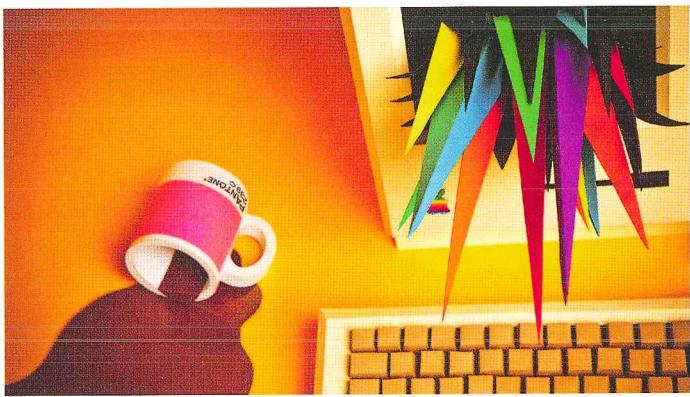
Invitations, magazine, gifts and visuals design, celebrating the 34th edition of ModaLisboa FashionWeek (Lisbon Fashion Week).





Client  
Moda Lisboa  
Design Agency  
MusaWorkLab (Portugal)  
Designer  
MusaWorkLab





## Analogue V3

One of the hardest projects for us to create the own identity for Analogue, since it's so personal. To refresh Analogue for 2011 we painstakingly crafted an original 1984 Macintosh 128k out of cardboard, accompanied by some other classic elements. We shot them in a professional studio and after a fun afternoon of posing,

pondering and repositioning, we captured these beautiful images. This new look has been applied to our blog, credentials document, new website and stationery. Also the images have been selected for use in a campaign for Orange Israel.

Client  
Analogue

Design Agency  
Analogue (UK)

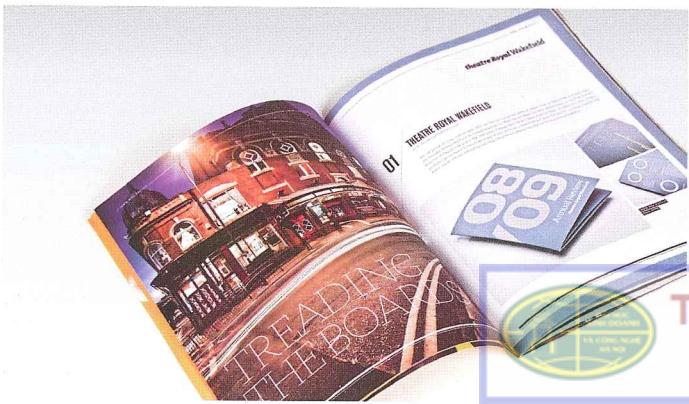
Designer

Tez Humphreys, Mike Johns,  
Barry Damell

Photography  
Rob Booker

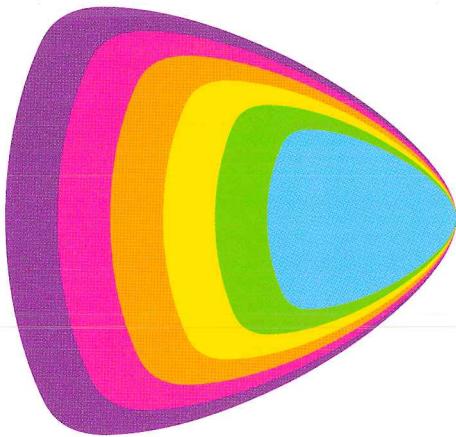
Web Developer  
Romain Forniou





THƯ VIỆN  
HUBT

TÀI LIỆU PHỤC VỤ THAM KHẢO NỘI BỘ



# LETNIA AKADEMIA JAZZU 2009

MIKE GREENE

LABORATORIUM

JAZZ KAMIKAZE

LORA SZAFRAN

BOBO STENSON TRIO

AL DI MEOLA

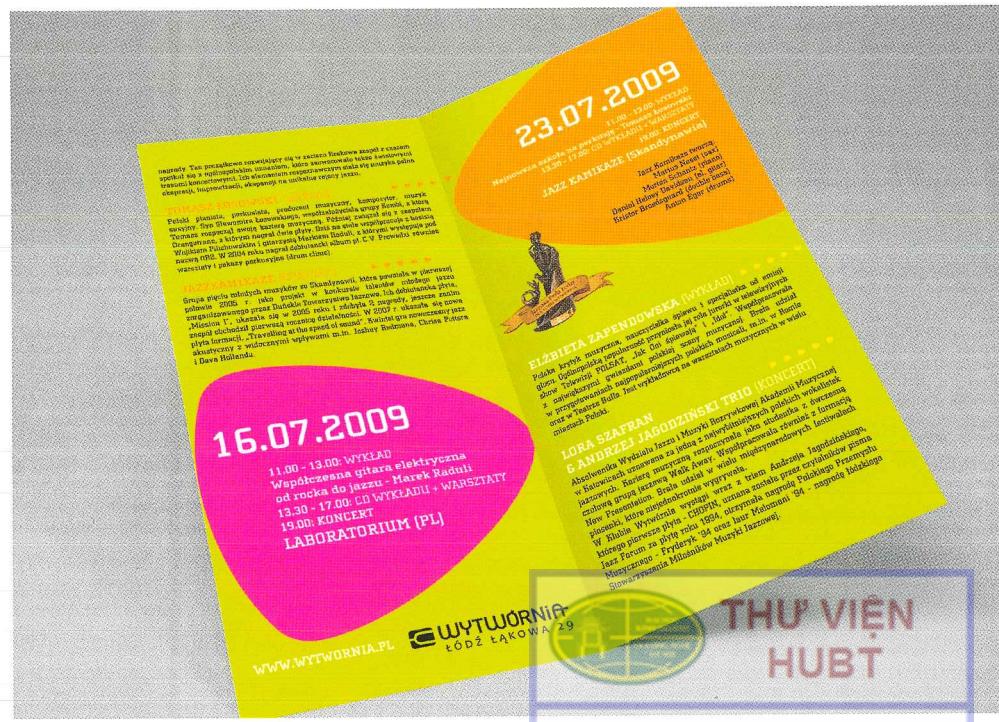
## Letnia Akademia Jazzu (Summer Jazz Academy)

Series of projects for Summer II Jazz Academy.

Throughout the summer, young musicians and jazz lovers could take part in many different workshops led by excellent musicians. Participants could also listen to

shows.

There were 6 days of concerts and workshops, 6 guitar masters, and 6 guitar picks.

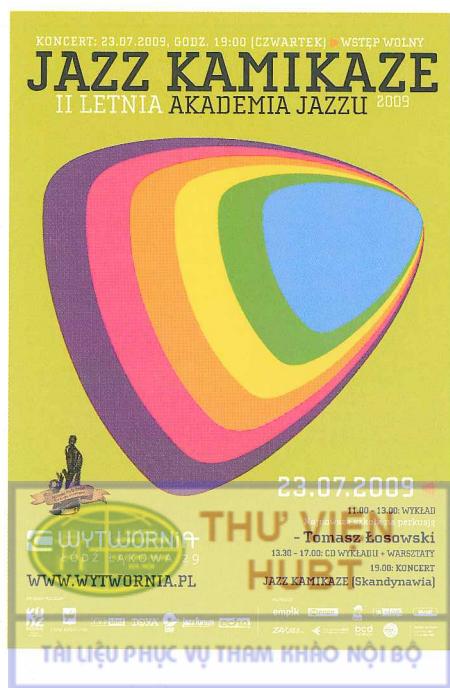


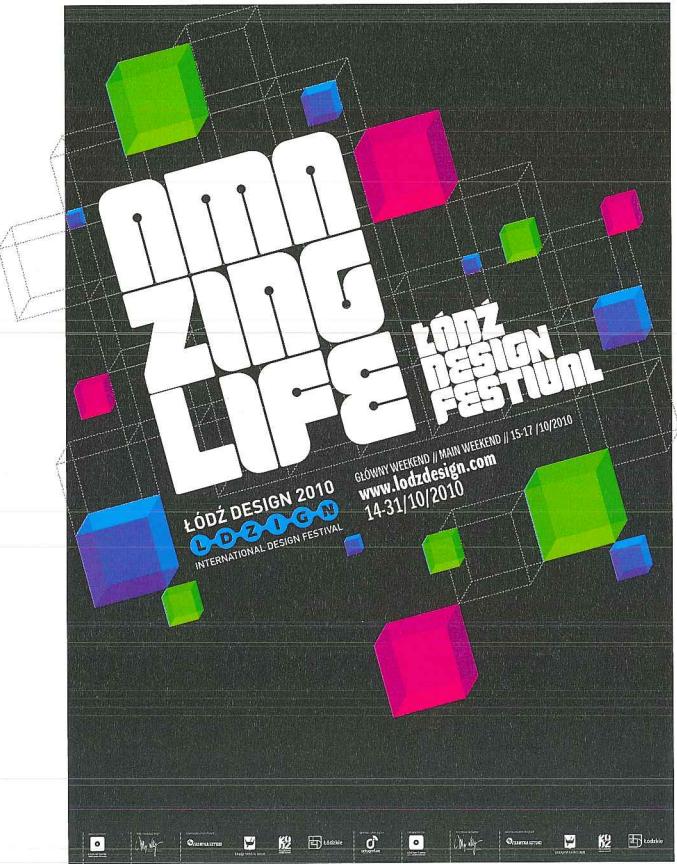
Client

Wytwornia

Design Agency  
Ortografika (Poland)

Designer  
Marcin Dąbrowski





## Lodz Design Festival

We were invited, by Lodz Art Center, to participate in a competition for visual identification of Design Festival - LDZIGN 2010. Our works didn't win, but many people found them interesting. Especially the innovative print ideas. In the process of design we wanted to highlight the main idea of the Lodz Design Festival-the EXTRAORDINARY of ordinary things. We wanted our

projects to show emotions connected with the main slogan of the festival. '...Amazing Life' - extraordinary life is color, which bursts through gray; it's power that remains despite everything that's known and saw again; amazing life goes on around us. That's how we got an idea for some unusual print techniques using 3D art, colorful foil, and Plexiglas.

Client  
Lodz Art Center

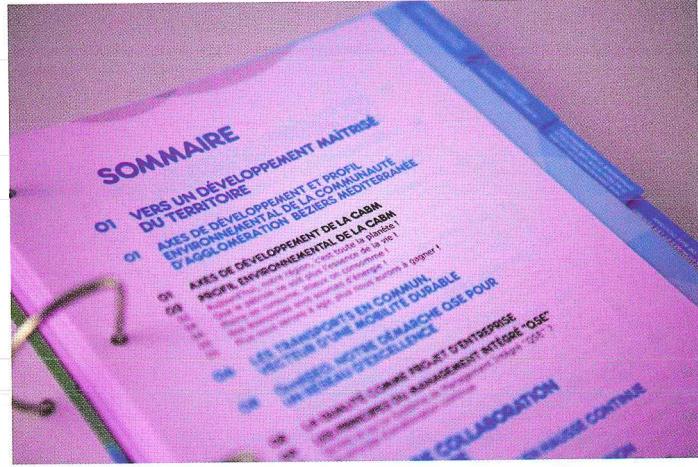
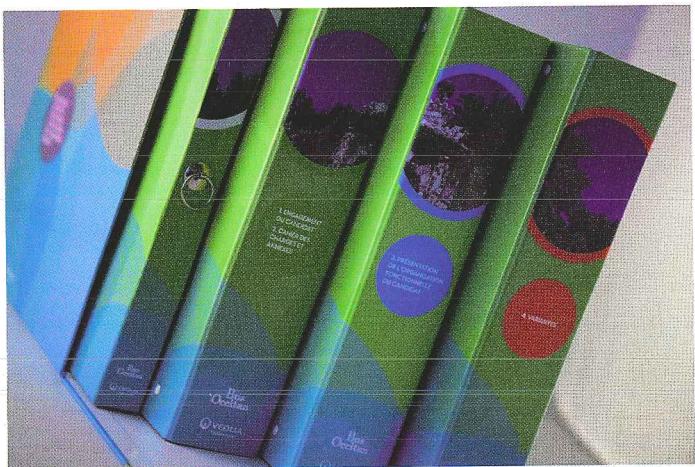
Design Agency  
Ortografika (Poland)

Designer

Marcin Dąbrowski, Joanna Namysłak







## Veolia Transport

Realization of a takeover bid file in order to contest to 'public service delegation for the operation of urban transport', launched by the CABEM in Béziers (South of France).

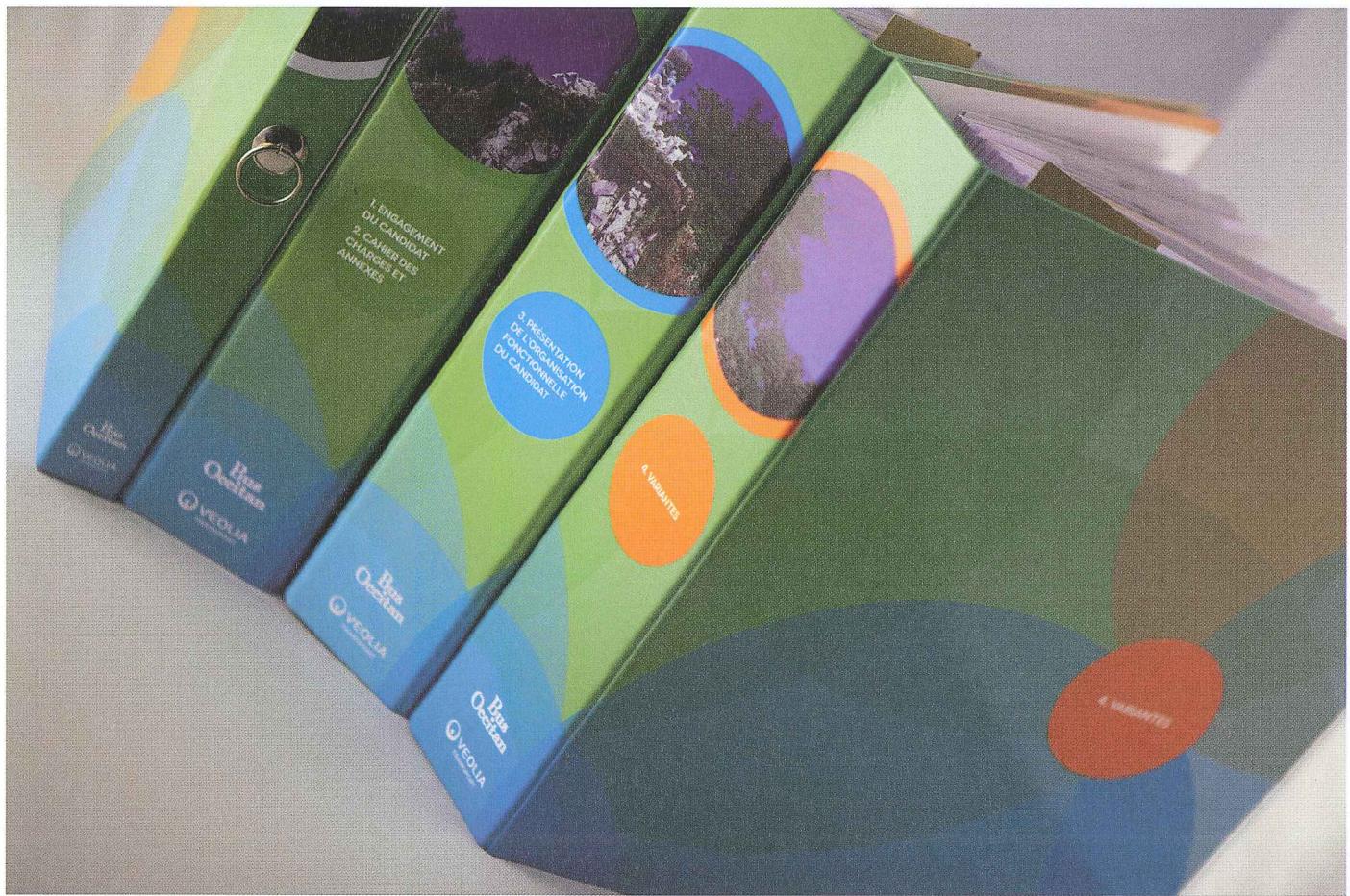


Client  
Veolia Transport

Design Agency  
Asensò (France)

Designer  
Romain Diant

Photography  
Romain Nègre

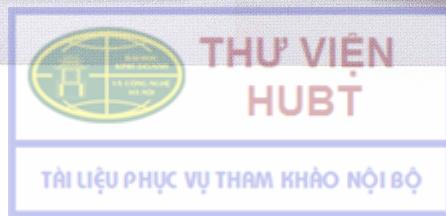




## Fotofestival 2010

Visual Identification For Fotofestival 2010.





Client  
Lodz Art Centre  
Design Agency  
POLKADOT (Poland)

Designer  
Hanna Niemierowicz, Aleksandra Woźniak  
Photography  
Damian Woźniak

# LOOPHOLE TO HAPPINESS / FURTKA DO SZCZĘŚCIA

## Loophole To Happiess

Promo materials to exhibition Loophole to Happiness. Curators would like to achieve a 'samizdat' look in the invitation card, poster, banner and exhibition labels, the





Client

MS Łódź / Museum Of Modern Art

Design Agency

POLKADOT (Poland)

Designer

Hanna Niemierowicz, Aleksandra Woźniak

Photography

Polkadot



## New Classics of Europe

Concept of logo and Catalogue to New Classics of Europe / The First International Theatre Festival of World Classics is a discussion on contemporary readings of the world's literary classics.

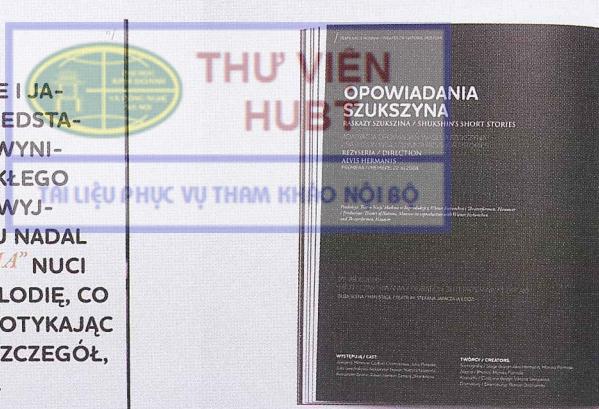
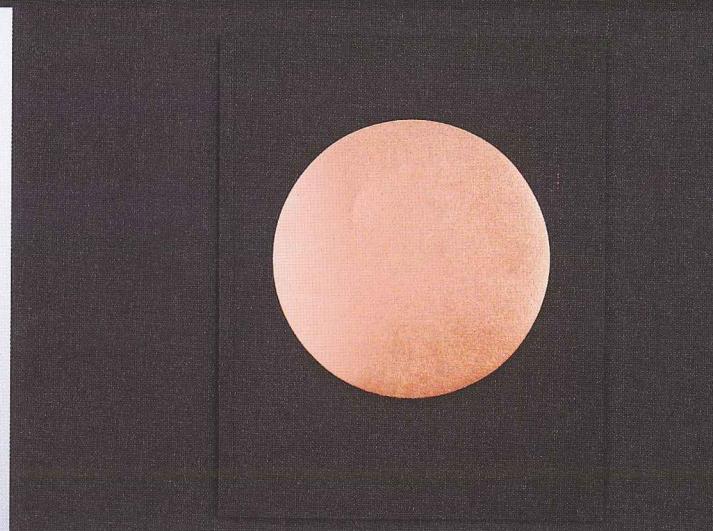
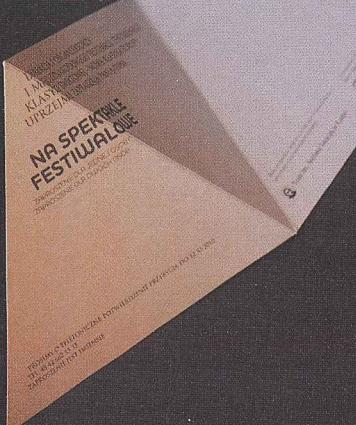


Client  
MS Łódź / Museum Of Modern Art

Design Agency  
POLKADOT (Poland)

Designer

## Photography





## Nordlandart 2010

Visual Identification For Nordlandart 2010.

Client

Fundacja Przestrzeń Wyobraźnia

Design Agency

POLKADOT (Poland)

Designer

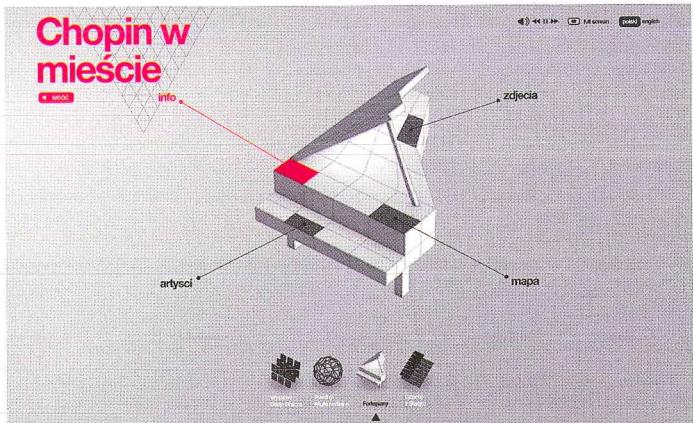
Hanna Niemierowicz, Aleksandra Woźniak

Photography

Damian Woźniak







## Chopin in the City

The project Chopin in the City enters Krakow into the cycle of celebrations of the Year of Chopin in an unusual way. All activities have been situated in public space, and particular elements of the project use non-standard actions and modern technologies.

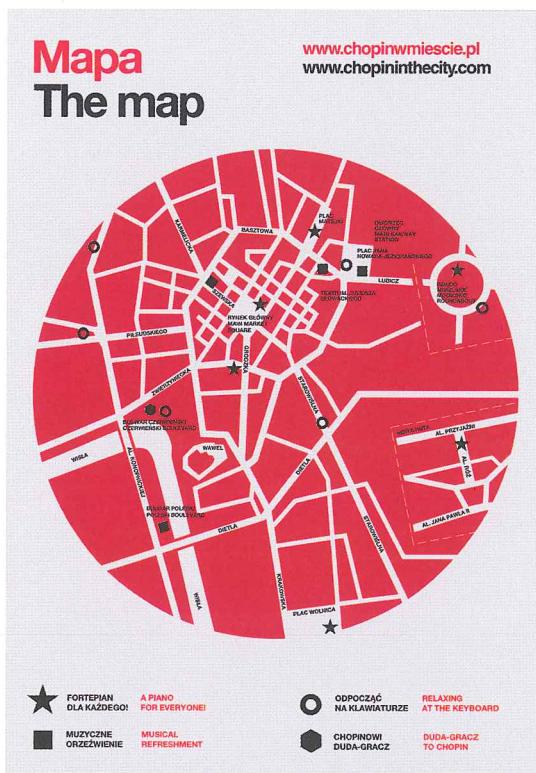
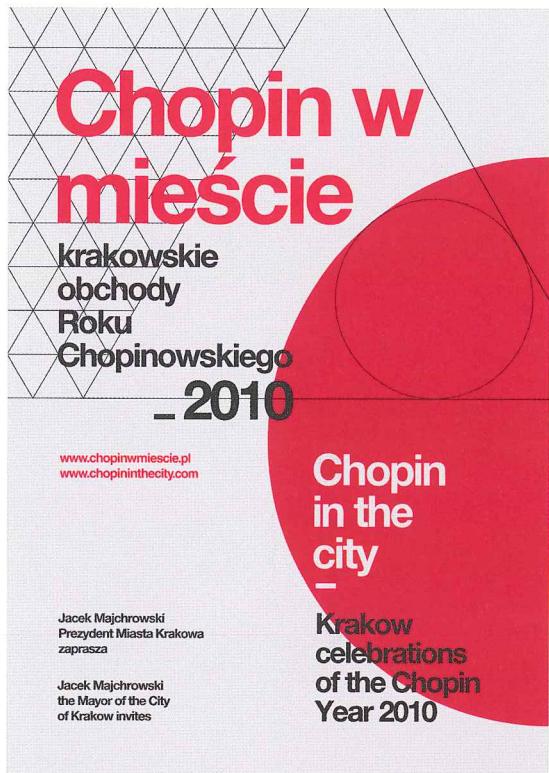
Noeeko was responsible for website and print design dedicated to promote this great event.

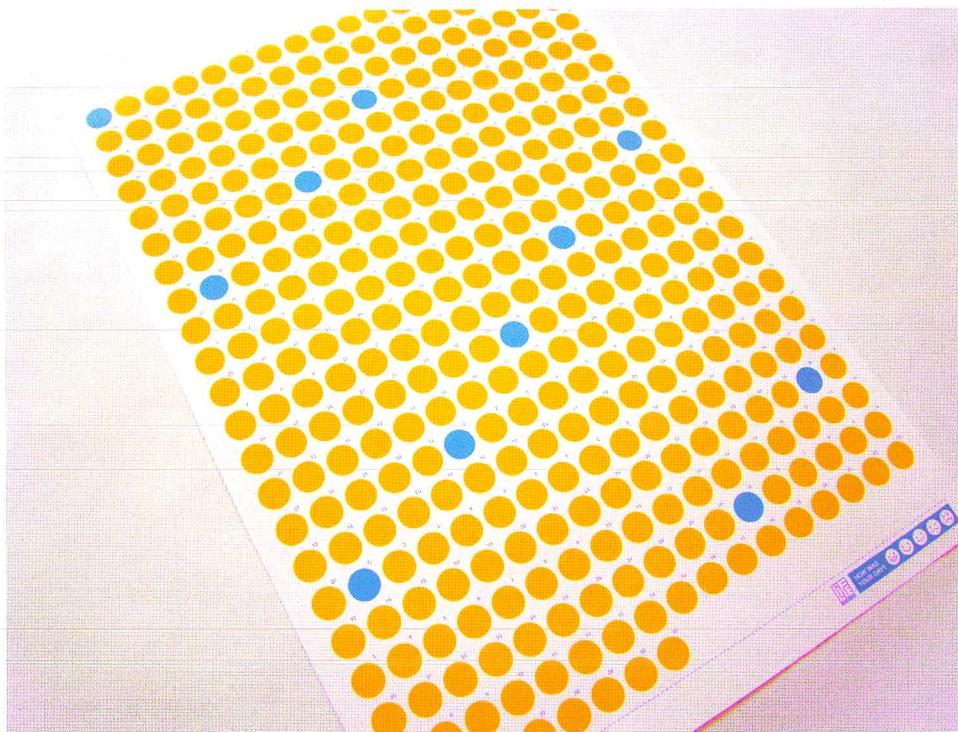
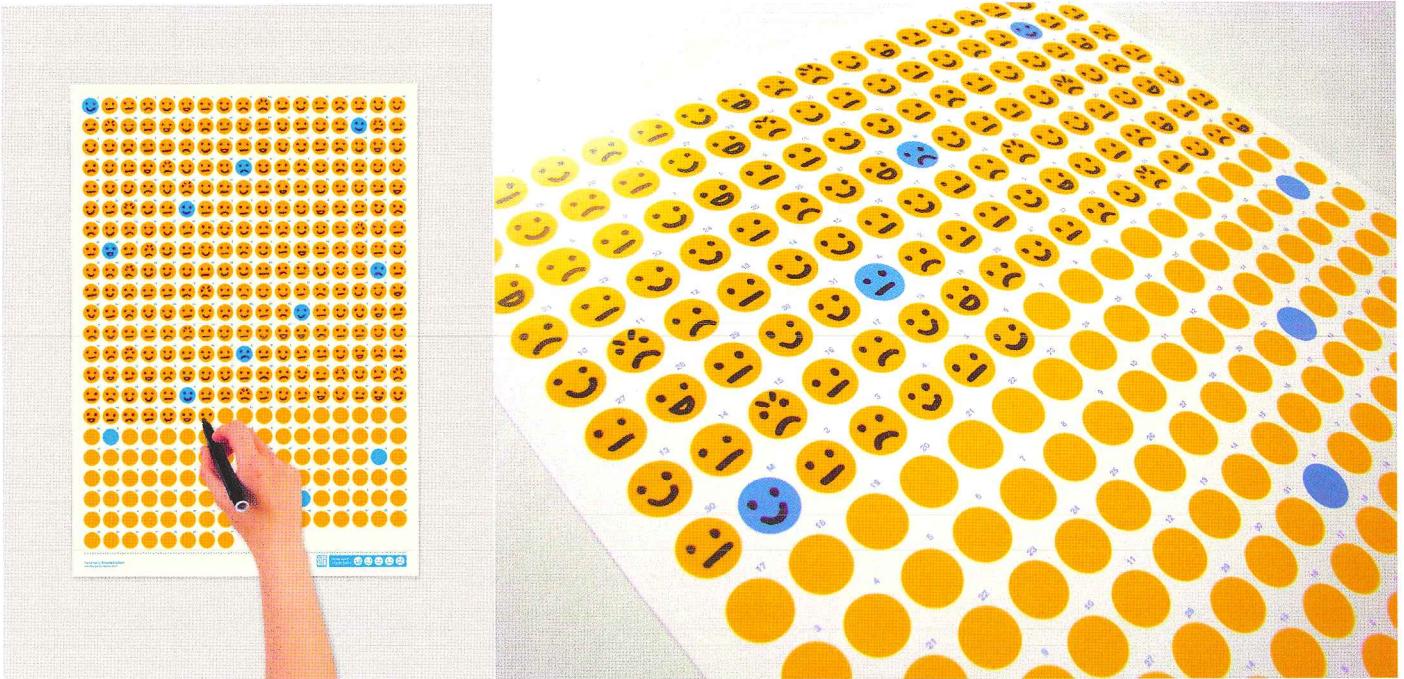
Client  
KBF

Design Agency  
Noeeko (Poland)

Designer  
Michał Sycz







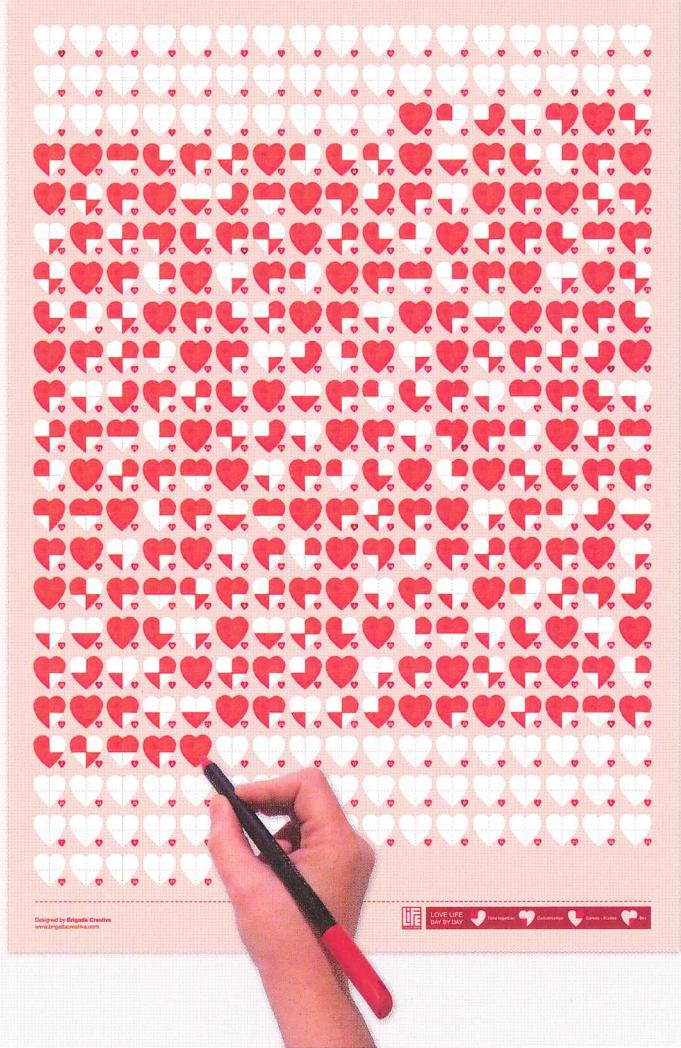
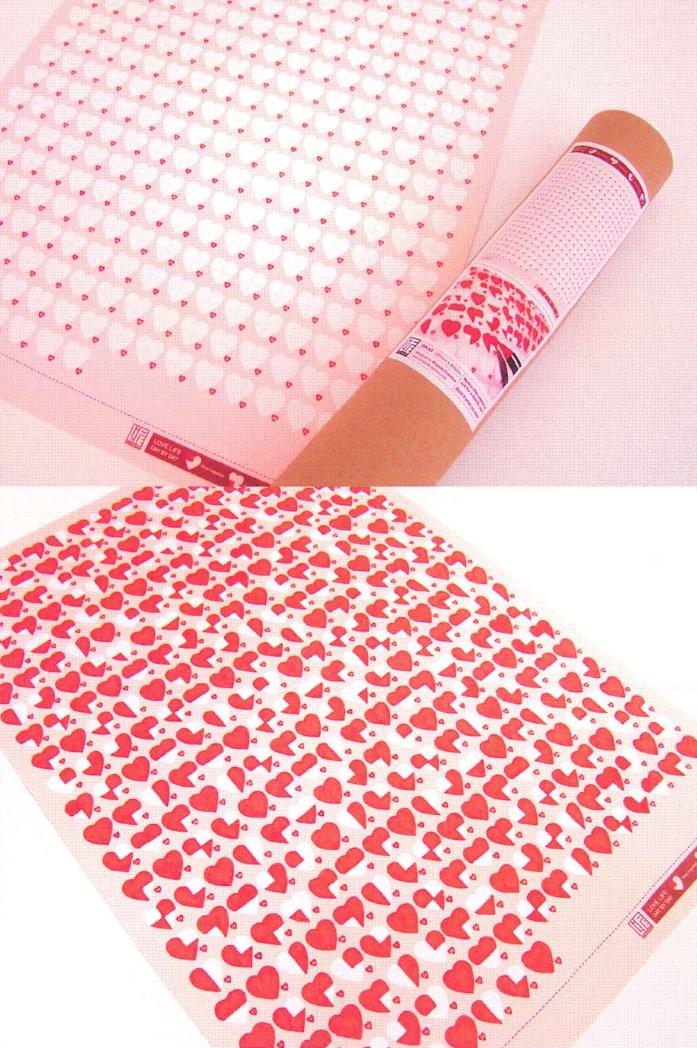
Client  
 Brigada Creativa  
 Design Agency  
 Brigada Creativa (Spain)  
 Designer  
 Raquel Catalan

## Life Calendar: How was your day?

Life Calendars is a series of different calendars which highlights an aspect of life. 'How was your day?' is the first of the series. The 365 days are represented by an

emoticon that you have to draw as the day goes on:  
 very good, good, regular, bad, very bad.





## Life Calendar: Love Life, Day by Day

Life Calendars is a series of a different calendars which highlights an aspect of life.

'Love Life, Day by Day' is the second of the series. The 365 days are represented by a heart divided into 4 parts: Time together, Conversation, Caress and Sex.

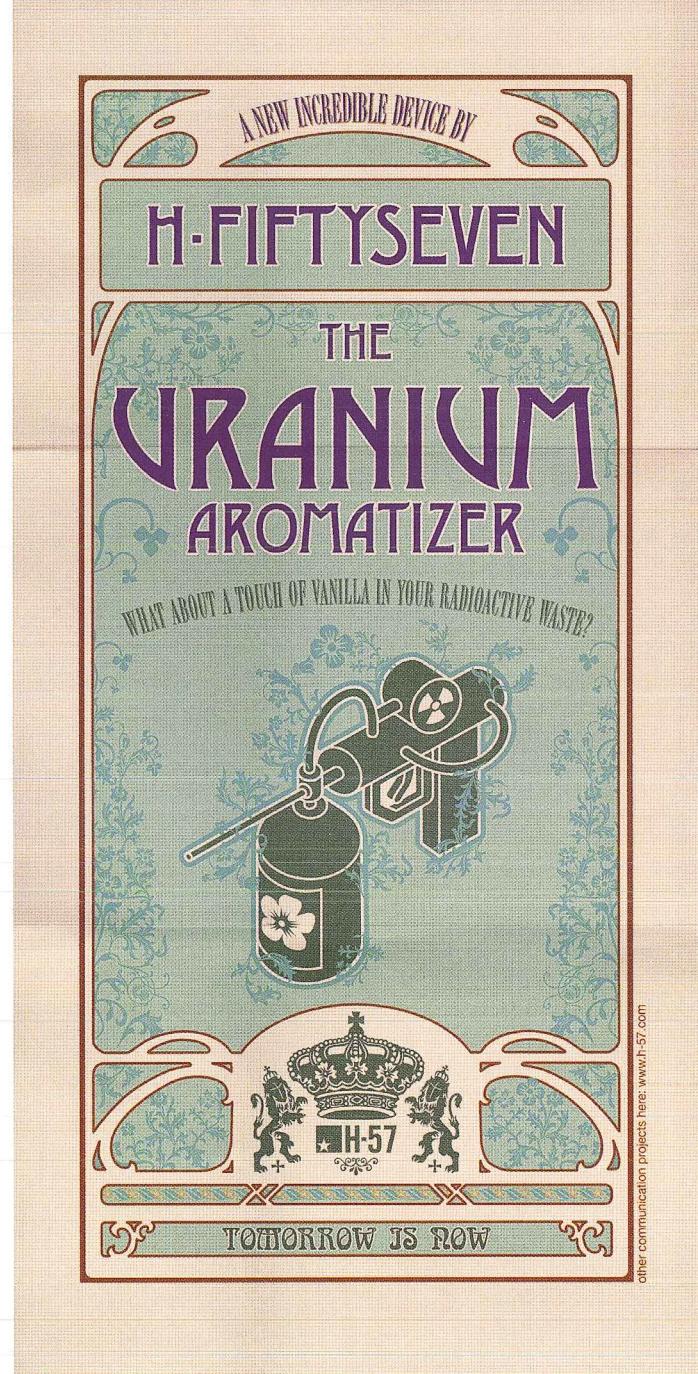
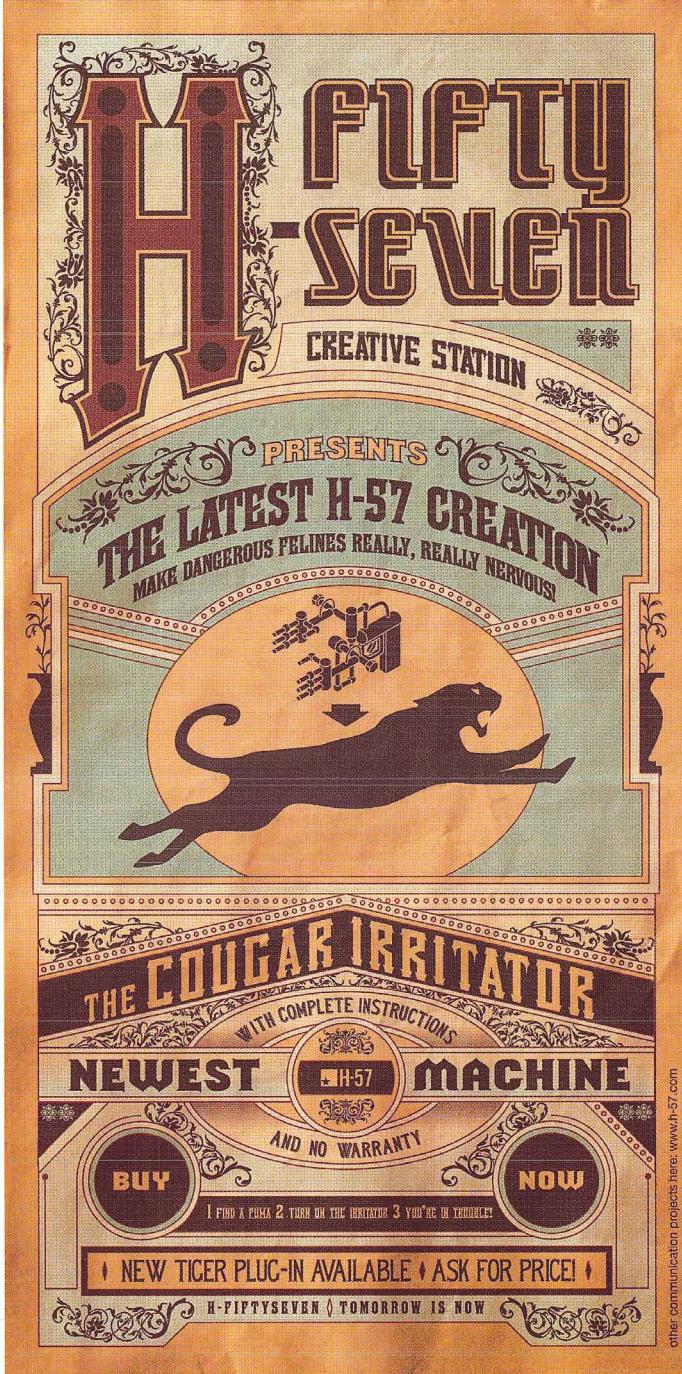
According to the activity you had with your couple every day, you must paint the piece of heart indicated. Thus, the more you paint the calendar red will mean more love in the couple.

Client  
Brigada Creativa

Design Agency  
Brigada Creativa (Spain)

Designer  
Raquel Catalan





## The Stupid Side of Technology

Self-promotion posters of impossible/useless devices. The posters are a pure graphic divertissement matched with absurd copywriting. The machines are not

available for the moment, but someday, who knows, you may order your 'Van Sharpener', 'Cougar Irritator' and 'Birthday Postponer'.

Client

H-57

Design Agency

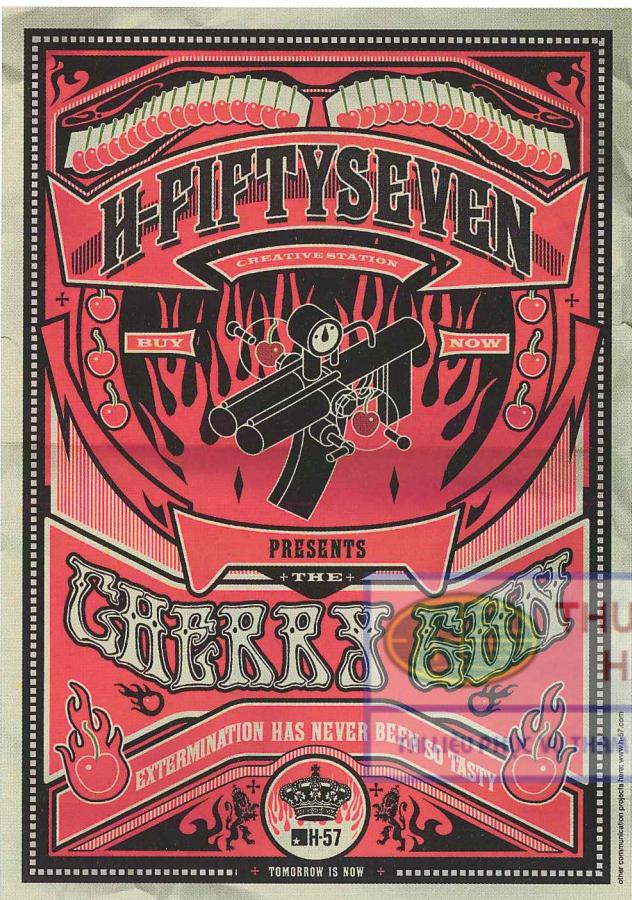
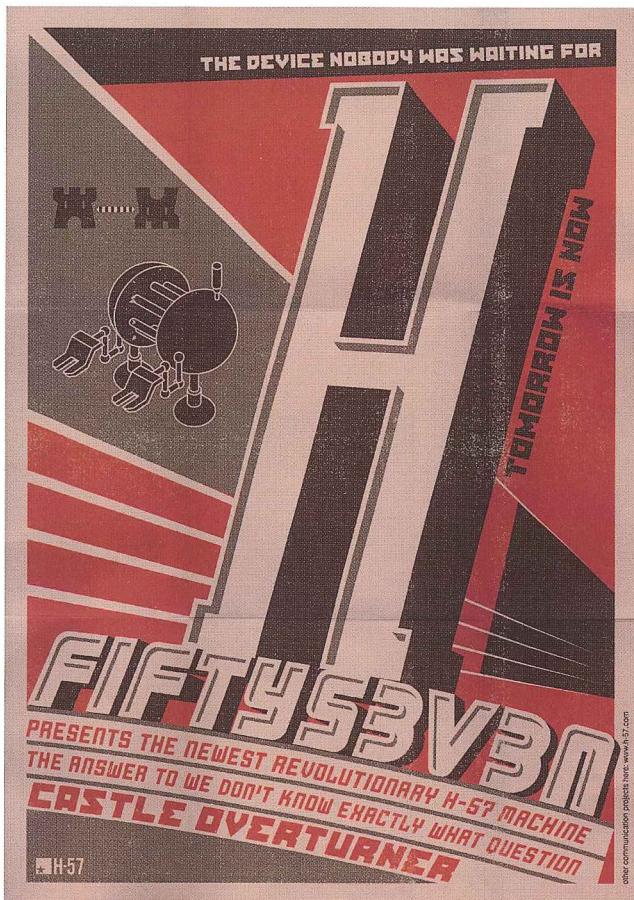
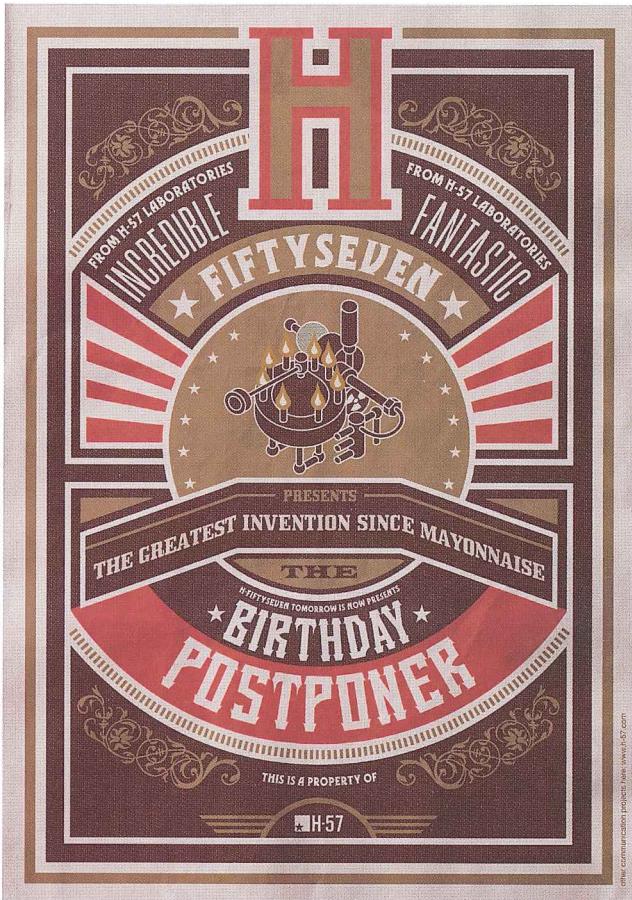
H-57 (Italy)

Designer

Matteo Civaschi

– copy Gianmarco Milesi







## Dan McKie

When DJ Dan McKie approached Superfried requesting, a re-brand it was quite a daunting prospect. During initial discussions we politely mentioned that his face was rather distinct. It was consequently suggested that this could provide the perfect solution. Initial attempts were too realistic or bared no resemblance to the subject.

Success was found upon observing a series of press shots. Amusingly it appeared that when DJing, Mr. McKie simply reduced to a cap and beard. As is usual with design, simplification was key and the new illustration provided immediate recognition and the bold and distinct style was carried through all other material. For the site and press pack we made use of existing press shots/event photography. The imagery was from a multitude of sources, so to create continuity all shots were re-colored using the brand's yellow. In addition, for style and distinction use of png transparency enabled the striped wallpaper to pass through onto the screen to match print mediums.

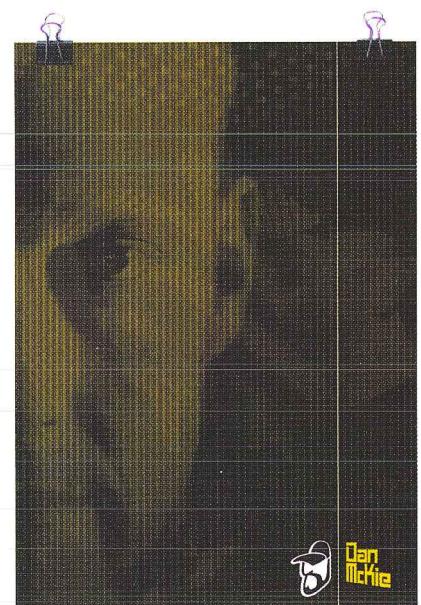
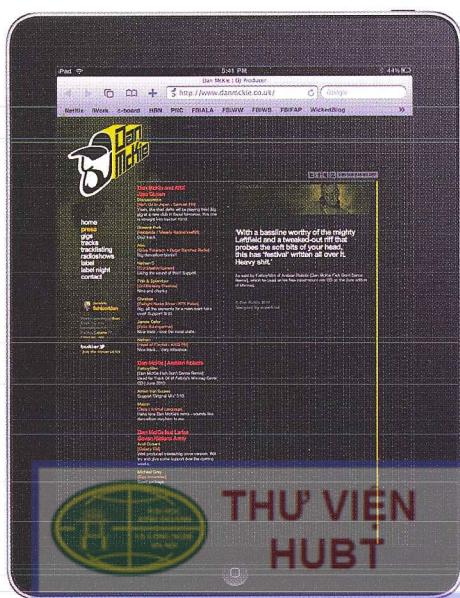
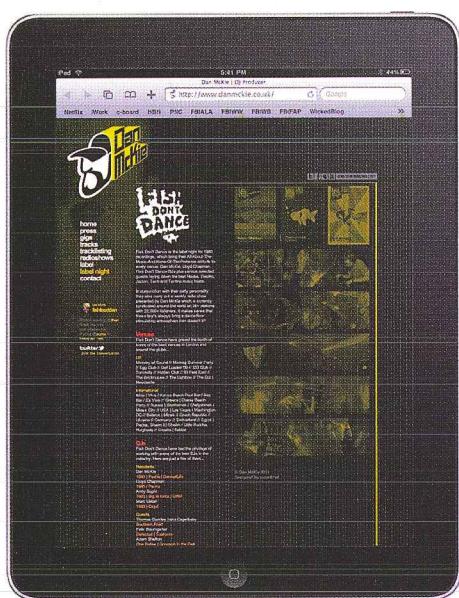


### Client

Dan McKie

### Design Agency

superfried (UK)





## HotFridge Records

HotFridge Records is an electronic music label. Superfried was asked to create a vibrant and flexible brand identity to cover all potential genres of dance music. HotFridge was an interesting name and it was too inviting not to create something that was both 'hot' and 'cold' simultaneously. This was a very difficult

balancing act to avoid falling into the very obvious. The breakthrough was reached upon the observation that the shape an ice cream cone is similar to a flame and it's torch. The combination of the two provides us with a flaming ice cream, which is probably a dessert on Heston Blumenthal's menu.



Client  
HotFridge Records

Design Agency  
superfried (UK)

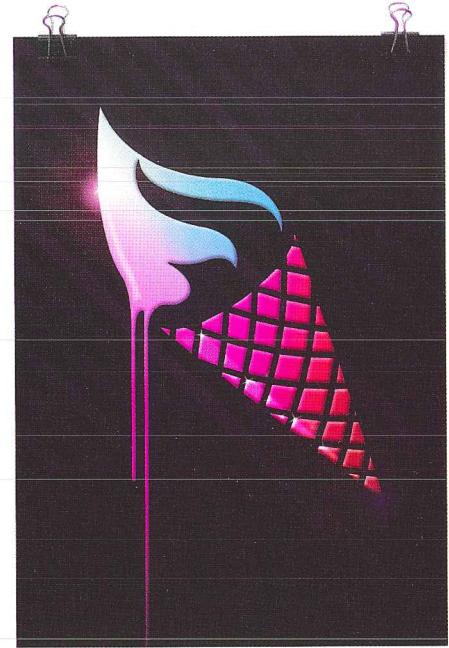
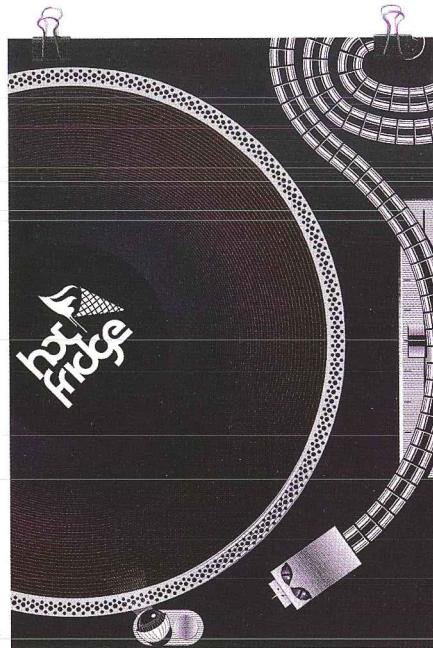
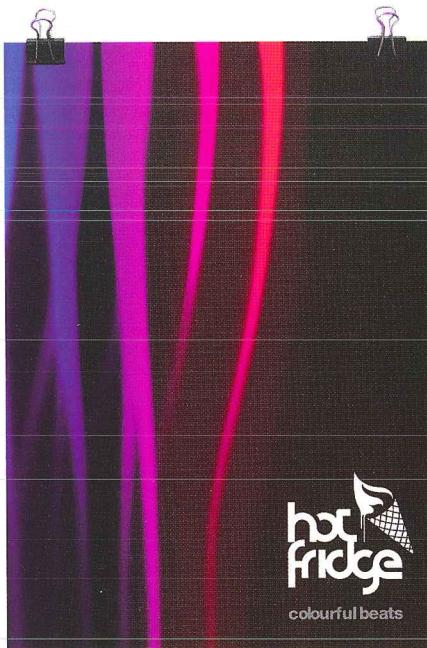
Philip Le Frick  
It's That Disco

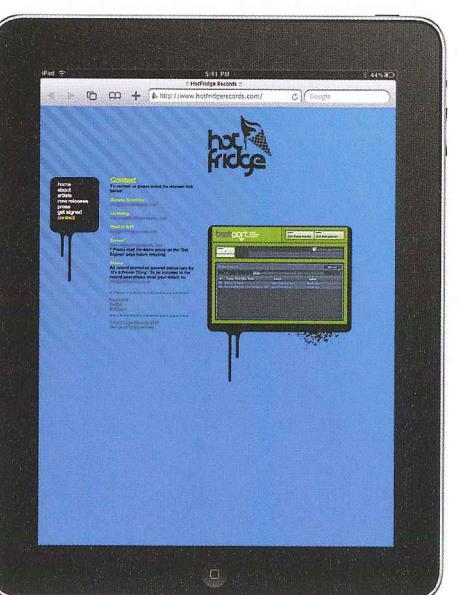
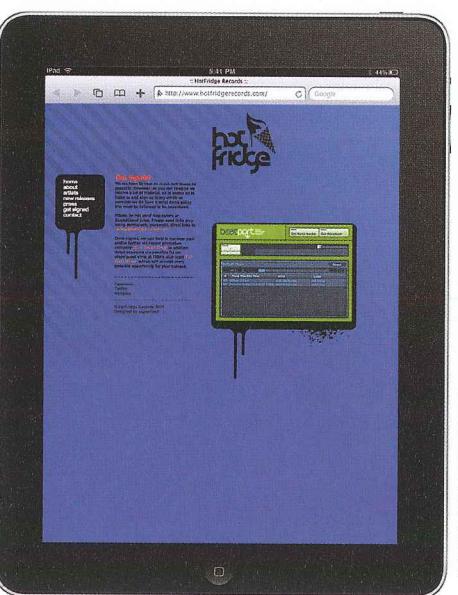
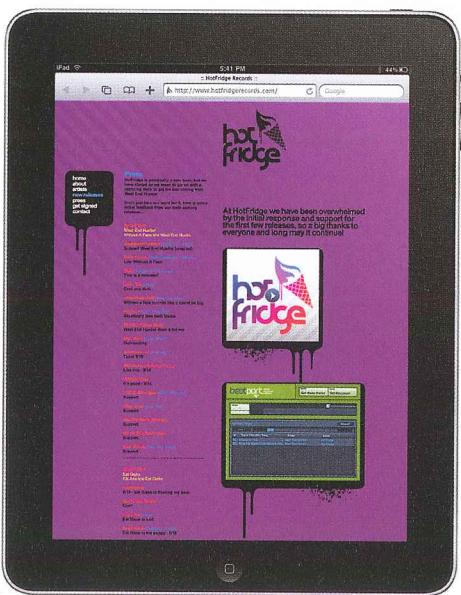
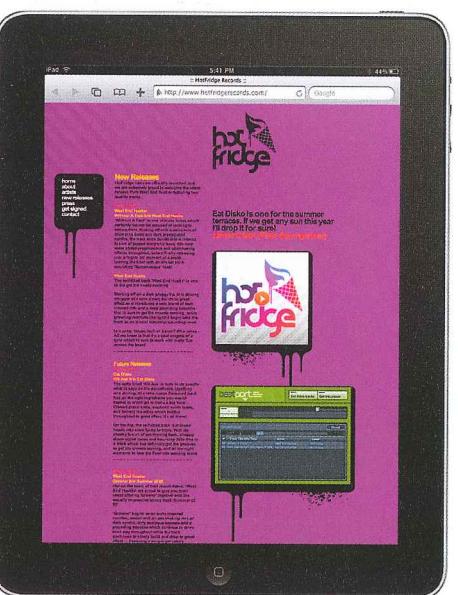
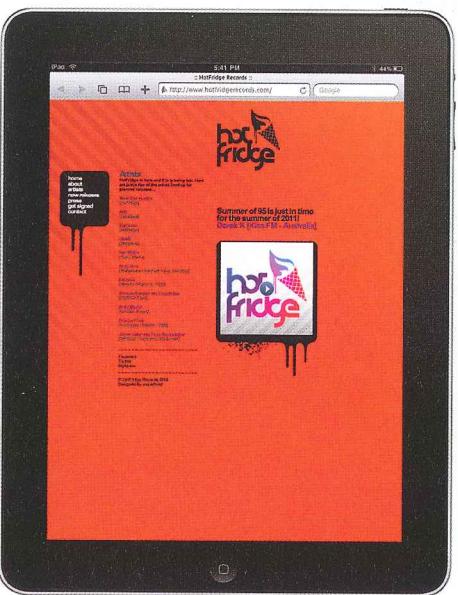
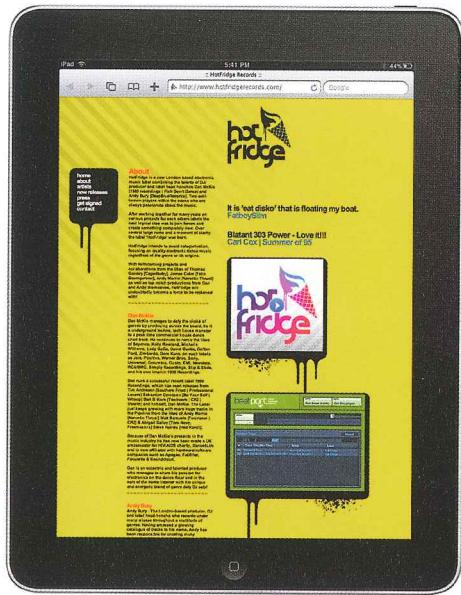
Eat Disko  
Eat Disko b/w Kik Ass

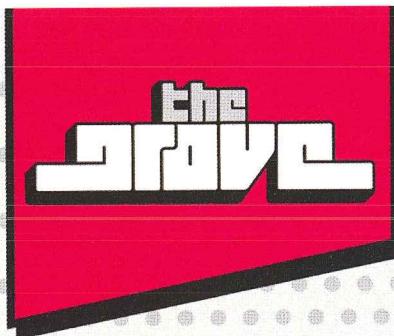
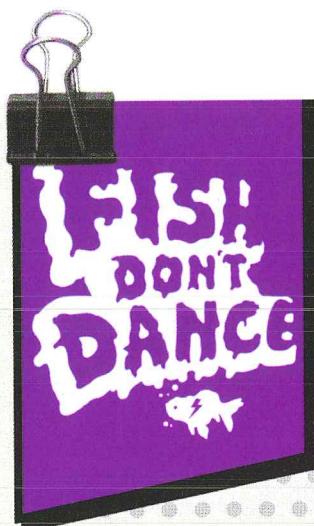
Dan McKie and AB  
Jazz Queen

West End Hustler  
Growler / Summer of

West End Hustler  
Without A Face  
b/w West End Hustle





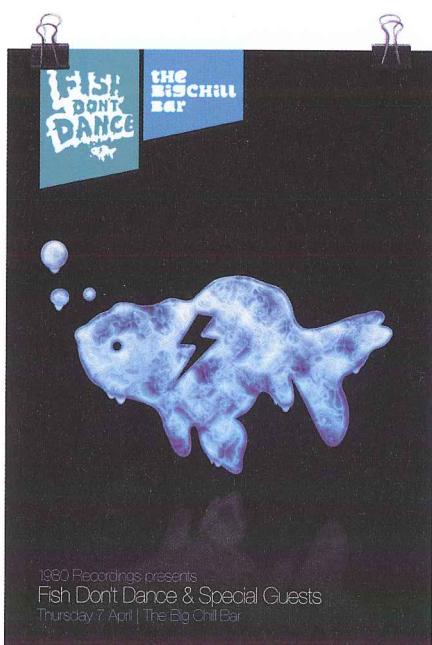
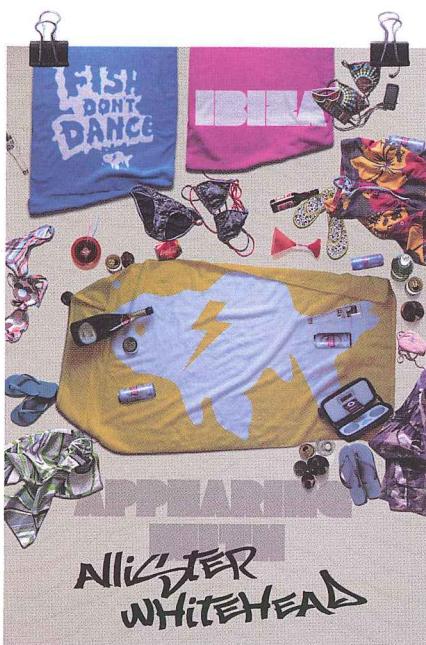
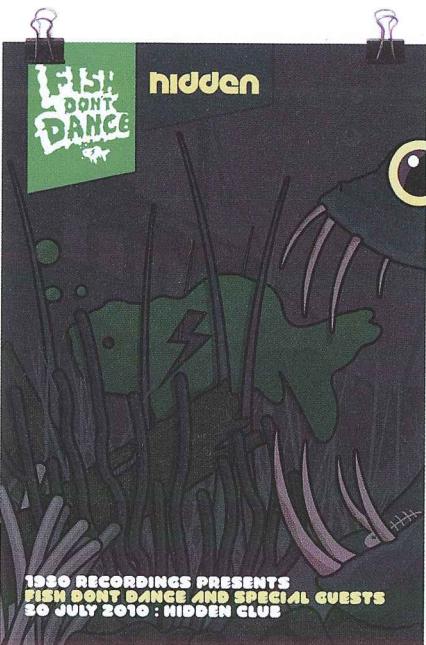
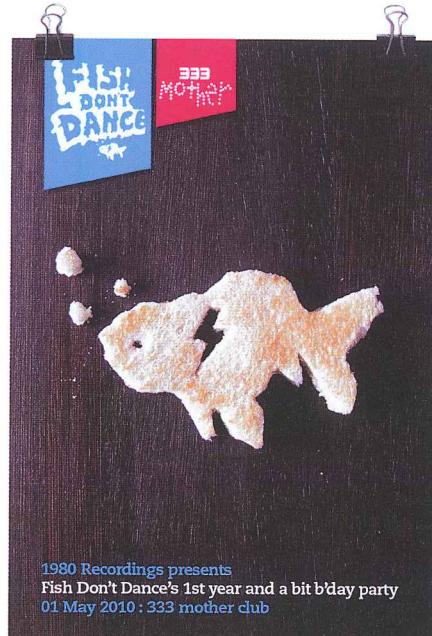
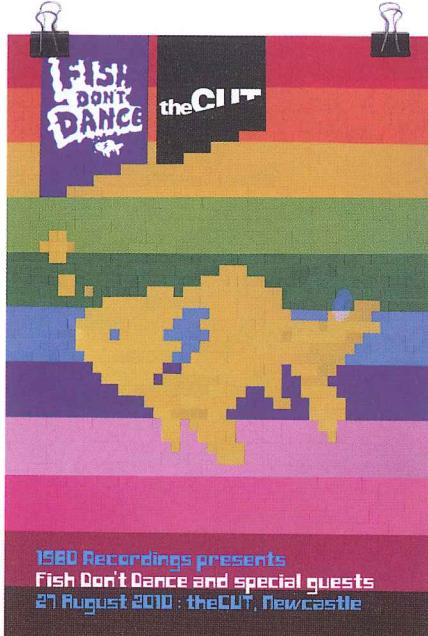


**FRIDAY 18 MARCH 2011**  
**1980 RECORDINGS PRESENTS**  
**FISH DON'T DANCE & SPECIAL GUESTS**  
**SAVING YOUR WEEKEND AT THE GROVE**



THƯ VIỆN  
HUBT

TÀI LIỆU PHỤC VỤ THAM KHẢO NỘI BỘ



We were asked by our friends at UK night club 'Fish Don't Dance' to develop their brand and a new marketing scheme. Working with the existing logo, super fried decided that the 'fish' should be the star of the show. For each new night club the fish would feature centre stage on the flyers and posters in a new

form. This provided us with great creative freedom using mediums such as lego, ketchup, illustration, photography and toast! Logos and typography were kept to a minimum to reduce intrusion on the artwork. To facilitate this, distinct container devices were developed for the FDD and venue logos.

Client  
Fish Don't Dance  
Design Agency  
superfried (UK)



## Minicooper

Selling cars has became so boring. So I came up with the idea of seeing a real car on a package along with a personal delivery. The delivery will incorporate several

branding actions in order to aware owners about the brand.

Client  
Minicooper

Design Agency  
Gworkshop Design (Ecuador)

Designer

José Luis García Eguiguren



# GREAT THINGS



Comes in small packages.



[www.minicooper.com](http://www.minicooper.com)

# JUST ARRIVED



Simply Irresistable.



[www.minicooper.com](http://www.minicooper.com)

# NEVER UNDER ESTIMATE



a small rival.



TÀI LIỆU PHỤC VỤ THAM KHẢO NỘI BỘ



[www.minicooper.com](http://www.minicooper.com)

# WHO SAID SIZE



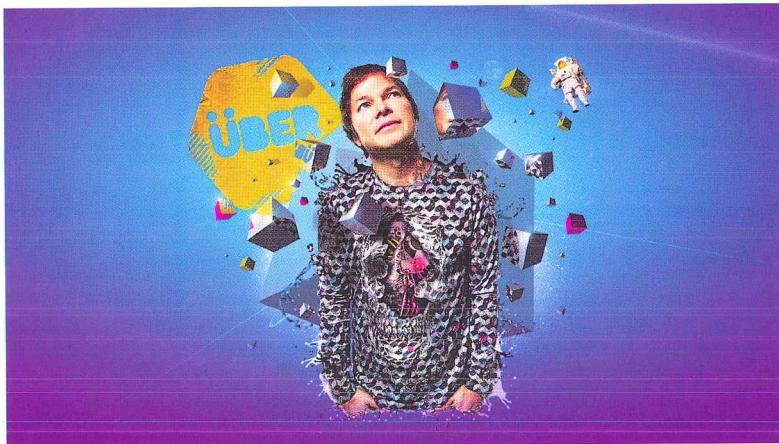
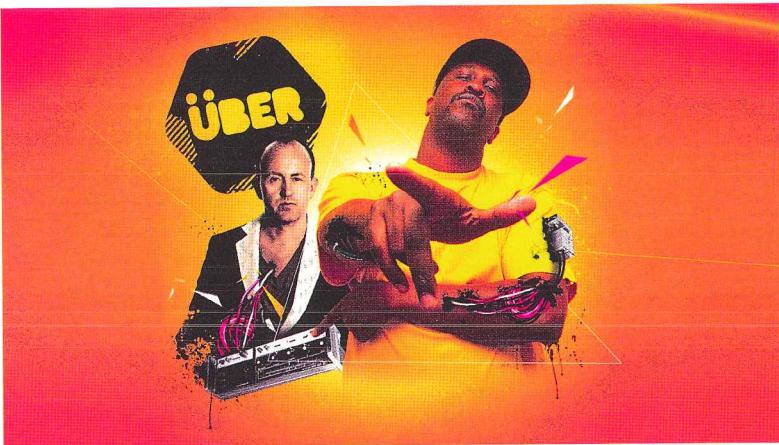
doesn't matter.



[www.minicooper.com](http://www.minicooper.com)

## Promotional Material

From initial concept to the present day we have continued to work with Uber on their branding and promotional material. The style is constantly evolving to keep it fresh and reflect the cutting edge music they bring to their home town, Carlisle. With Uber another year older and now in a brand new home we were given the perfect opportunity to develop the brand and take a more grown-up approach to the latest round of promotional material.

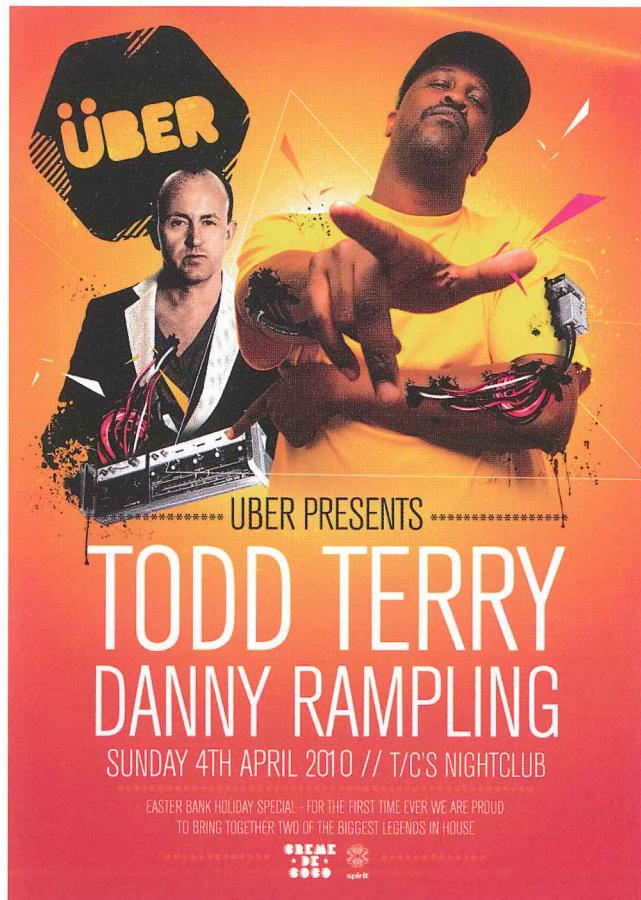


Client  
Uber

Design Agency  
Analogue (UK)

Designer  
Tez Humphreys, Mike Johns,  
Barry Darnell

Photography  
Mike Johns





## Sussex Coast College Art Prize Exhibition

Working closely with Parker Harris and the Jerwood Charitable Foundation we produced a range of exhibition pieces for the initial stages of the competition and the exhibition of the final winning piece by Danny Pockets. Taking a monotone version

of his initial submission we used a sky blue wash and clear typography for the invites and postcards. The initial exhibition work included ten A0 exhibition boards documenting each of the original five artists' credentials and entries for the competition.

Client

Sussex Coast College /  
Jerwood Charitable Foundation

Design Agency  
Teacake Design (UK)

Designer

Graham Sykes, Robert Walmsley

Photography  
Sebastian Matthes





## Liverpool English Pub



LIVERPOOL  
ENGLISH PUB

First classic English pub in Ukraine.

While working on this project, it was very important to show the connection between our brand and traditional England. Especially with its famous town – Liverpool. That's why we've started from analysis of history and key elements of town's name and logo.

Alexander Andreyev: The symbol of Liverpool is The Liver Bird. This bird is like legendary Phoenix and Sirin birds – there was no such a thing in real life, however, scientists still argue what kind of extinct birds could be its prototype. By itself, Liver is a symbol not only

of Liverpool town, it's also main part of logo of very famous English football club. The second part of the city's name means water because the city is located near the sea.

Artyom Kulik: After analysis stage we've found three main elements that need to be combined in a logo: The Liver Bird, location near the sea and heraldic style used in Britain during the birth of Liverpool. This has become the basis for the logo and identity of the brand at all.

Created in collaboration with marketing agency Pure.

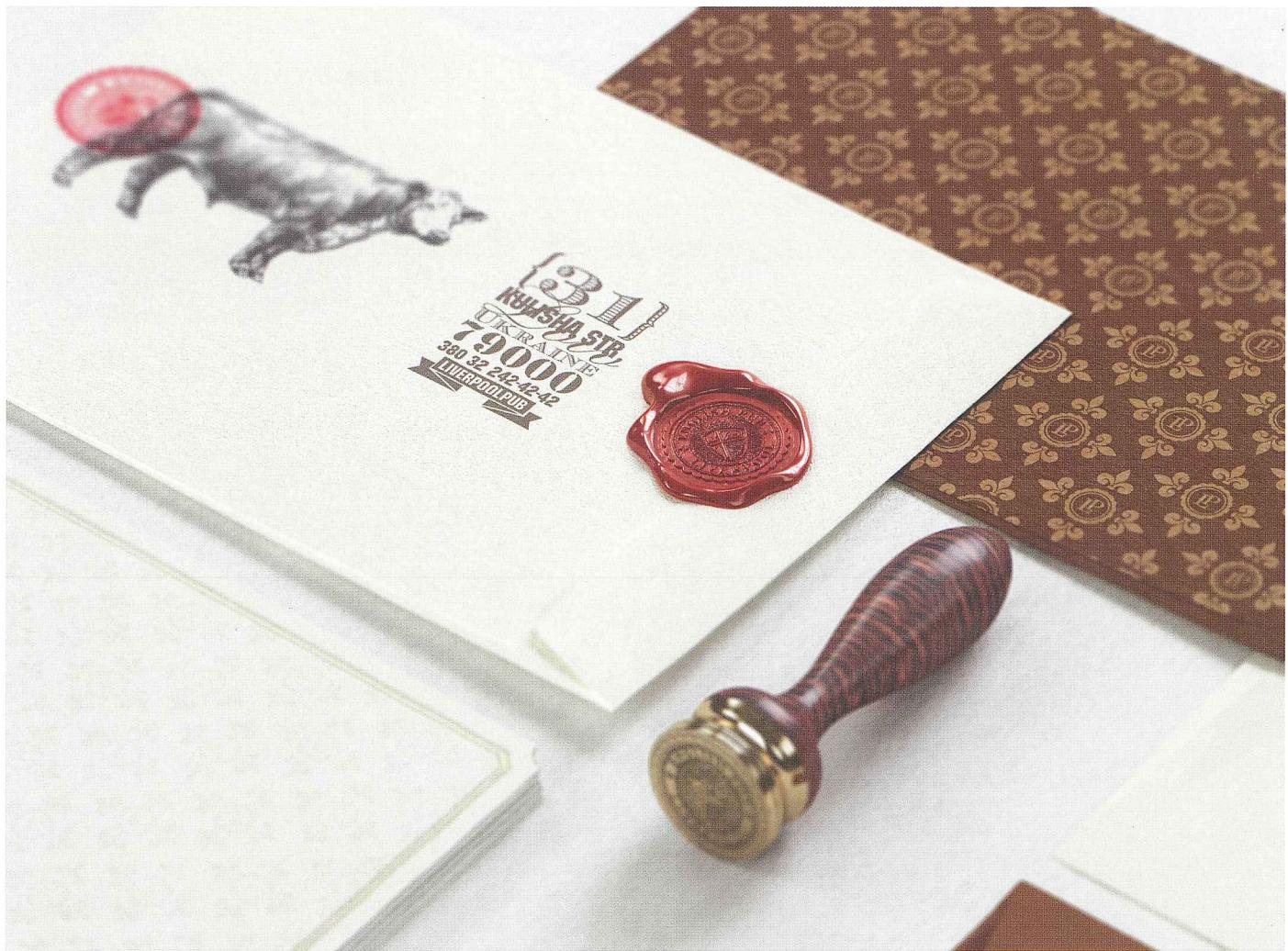


Client  
Liverpool Pub

Design Agency  
Reynolds and Reyner (Ukraine)

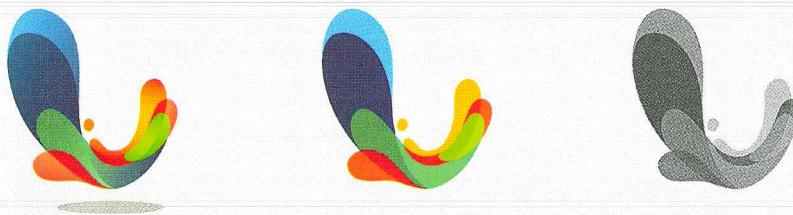
Designer  
Artyom Kulik, Alexander Andreyev





# Vision Trust

Vision Trust is an interactive agency for which we designed a logo with basic stationery. The aim was to create something fresh, colorful and flexible in its form. The sign expands on other CI elements and allows to create open-ended shapes.



Client  
Vision Trust

Design Agency  
Redkroft (Poland)

Designer  
Adrian Spoz, Maciej Frymus





# INDEX

## Analogue

[www.madebyanalogue.co.uk](http://www.madebyanalogue.co.uk)

P 008-011, 048-051, 146-147, 222-223, 254-155

## Anti

[www.anti-ink.com](http://www.anti-ink.com)

P 020-021, 179-181

## ARTENTIKO

[www.artentiko.com](http://www.artentiko.com)

P 022-023

## Asensò

[www.asenso.fr](http://www.asenso.fr)

P 228-231

## ATIPUS

[www.atipus.com](http://www.atipus.com)

P 119

## BOB STUDIO

[www.bobstudio.gr](http://www.bobstudio.gr)

P 208

## BOND CREATIVE AGENCY

[www.bond-agency.com](http://www.bond-agency.com)

P 026-037, 042-043

## Brigada Creativa

[www.brigadacreativa.com](http://www.brigadacreativa.com)

P 082-083, 242-243

## Camila Drozd

[www.camiladrozd.com](http://www.camiladrozd.com)

P 198-199

## Casa Rex

[www.casarex.com](http://www.casarex.com)

P 078-081, 190-191

## Design Womb

[www.designwomb.com](http://www.designwomb.com)

P 194-195

## DesignersJourney

[www.designersjourney.com](http://www.designersjourney.com)

P 046-047

## Designworks

[www.designworks.co.nz](http://www.designworks.co.nz)

P 102-103

## Duk Design LLC

[www.dukdesign.com](http://www.dukdesign.com)

P 192-193

## Fabio Milito design

[www.fabiomilito.com](http://www.fabiomilito.com)

P 182-183

## FEB Design

[www.feb-design.com](http://www.feb-design.com)

P 134-135

## Foreign Policy Design Group

[www.foreignpolicydesign.com](http://www.foreignpolicydesign.com)

P 006-007, 056-057, 124, 125

## Graphasel Design Studio

[www.graphasel.com](http://www.graphasel.com)

P 052-055, 058-071

TÀI LIỆU PHỤC VỤ THAM KHẢO NỘI BỘ

## Graphic design studio by Yurko Gutsulyak

[www.gstudiocom.ua](http://www.gstudiocom.ua)

P 016-019

## Gworkshop Design

[www.gworkshopdesign.com](http://www.gworkshopdesign.com)

P 252-253

## H-57

[www.h-57.com](http://www.h-57.com)

P 244-245

## Interabang

[www.interabang.uk.com](http://www.interabang.uk.com)

P 004-005, 076-077, 100-101

## Isusko

[www.isusko.es](http://www.isusko.es)

P 155, 158-161

## Kanella

[www.kanella.com](http://www.kanella.com)

P 156-157

## kissmiklos

[www.kissmiklos.com](http://www.kissmiklos.com)

P 038-041, 104-105, 178, 210-215

## Knoed Creative

[www.knoed.com](http://www.knoed.com)

P 096-099

## L-enfant

[www.l-enfant.com](http://www.l-enfant.com)

P 072-075, 110-111, 186-187

**La Tigre**  
[www.latigre.net](http://www.latigre.net)  
P 202-205

**Laure Massal**  
P 012-015, 168-169

**Lundgren+Lindqvist**  
[www.lundgrenlindqvist.se](http://www.lundgrenlindqvist.se)  
P 044-045, 132-133, 142-145, 170-171

**Made**  
[www.designbymade.com](http://www.designbymade.com)  
P 209

**Marnich Associates**  
[www.marnich.com](http://www.marnich.com)  
P 108-109, 154

**Mind Design**  
[www.minddesign.co.uk](http://www.minddesign.co.uk)  
P 024-025, 034-037

**MusaWorkLab**  
[www.musaworklab.com](http://www.musaworklab.com)  
P 136-141, 216-221

**Noeeko**  
[www.noeko.com](http://www.noeko.com)  
P 126-131, 240-241

**ONTHETABLE**  
[www.onthetable.it](http://www.onthetable.it)  
P 206-207

**Ortografika**  
[www.ortografika.eu](http://www.ortografika.eu)  
P 224-227

**POLKADOT**  
[www.polkadot.com.pl](http://www.polkadot.com.pl)  
P 232-239

**projectGRAPHICS**  
[www.projectgraphics.eu](http://www.projectgraphics.eu)  
P 162-165

**Redkroft**  
[www.redkroft.com](http://www.redkroft.com)  
P 260-261

**Reynolds and Reyner**  
[alxndr.andreyev@gmail.com](mailto:alxndr.andreyev@gmail.com)  
P 257-259

**SM-ART, RAGUŽ & BARBARIĆ DESIGN Mostar**  
[www.sm-art.ba](http://www.sm-art.ba)  
P 084-091, 148-153, 172-177

**Smel creative and strategic design**  
[www.smel.net](http://www.smel.net)

P 200-201  
**THƯ VIỆN  
HUBT**  
Sophia Georgopoulou  
[www.sophiag.com](http://www.sophiag.com)  
**TÀI LIỆU PHỤC VỤ THAM KHẢO NỘI BỘ**  
P 106-107, 118, 184-185

**Splash Productions Pte Ltd**  
[www.splash.sg](http://www.splash.sg)  
P 112-115, 196-197

**superfried**  
[www.superfried.com](http://www.superfried.com)  
P 246-251

**Teacake Design**  
[www.teacakedesign.com](http://www.teacakedesign.com)  
P 092-095, 116-117, 120-123, 256

**thisislove studio**  
[www.thisislove.pt](http://www.thisislove.pt)  
P 188-189

**Zoo Studio**  
[www.zoo.ad](http://www.zoo.ad)  
P 166-167



TÀI LIỆU PHỤC VỤ THAM KHẢO NỘI BỘ