

MAGIC BRAND IN G 2

Magic Branding 2

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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

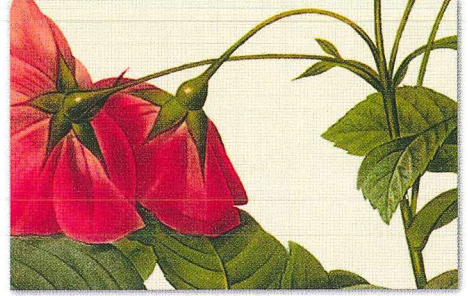
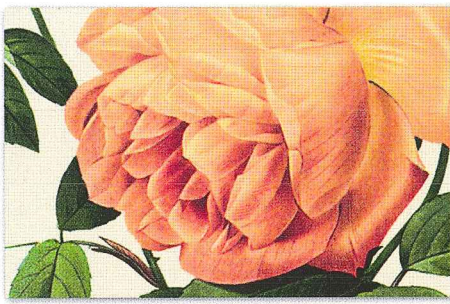
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ISBN 978-988-19564-7-7



MAGIC BRAND IN G 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.

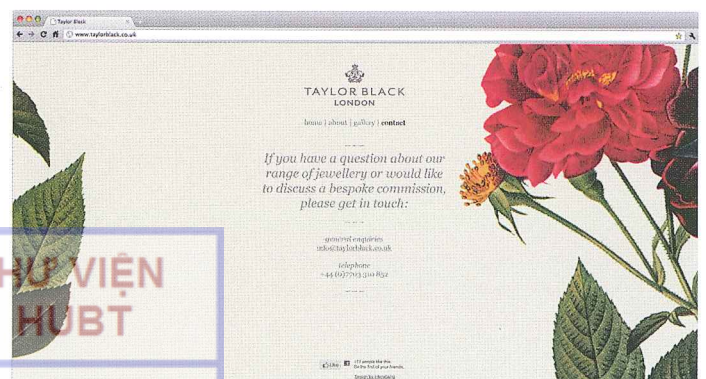
The signature rose became the key to the identity, reflected in the crown emblem and imagery. The vintage feel was highlighted through the use of original Victorian botanical illustrations, which were intensely cropped to give them a contemporary edge.

Client
Taylor Black

Design Agency
Interabang (UK)

Designer
Adam Giles, Ian McLean





THƯ VIỆN HUBT

TÀI LIỆU PHỤC VỤ THAM KHẢO NỘI BỘ



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

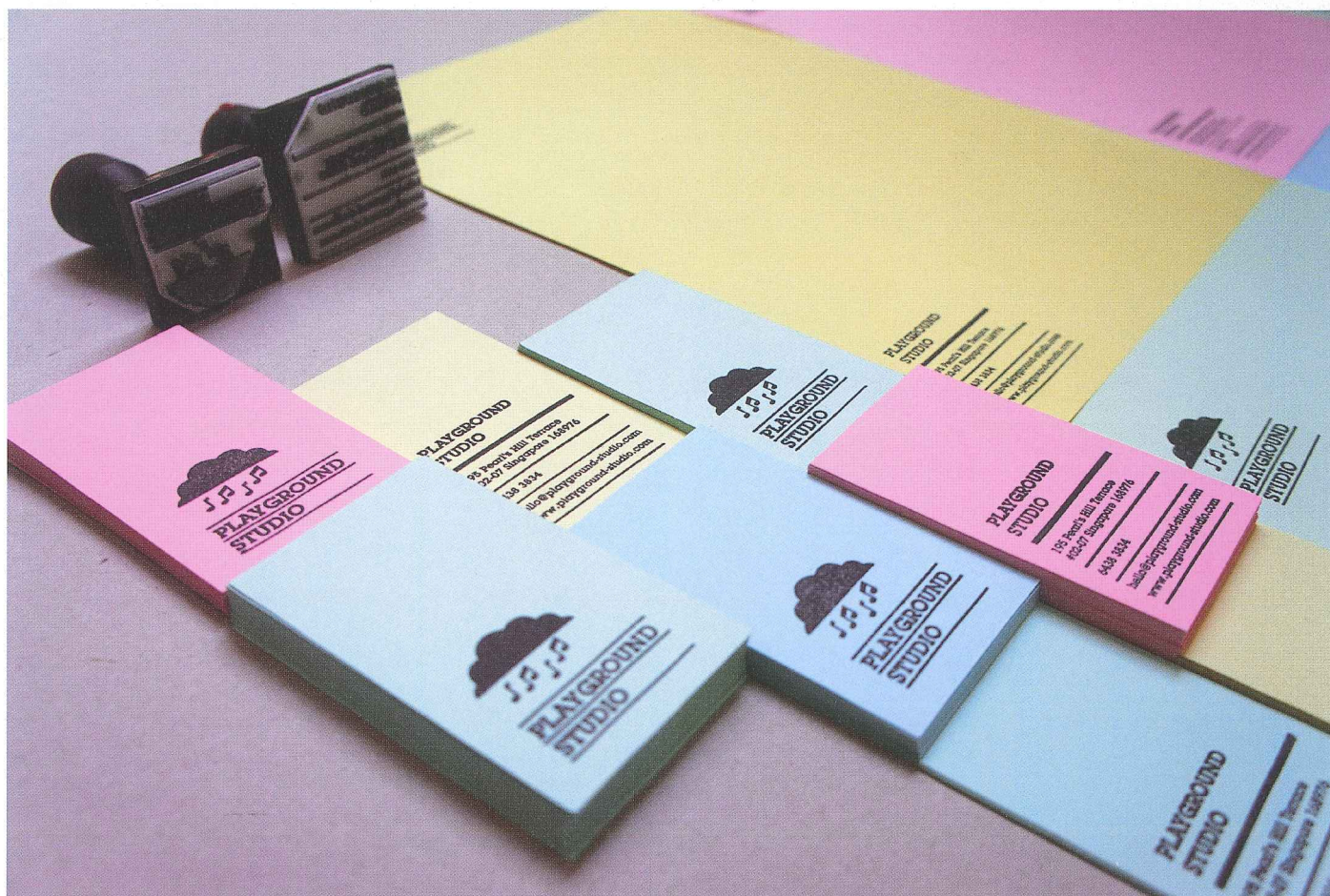
easily obtainable at the local stationery stores. They can be printed on a need basis – a truly sustainable and green effort without exercising the printing press.



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)

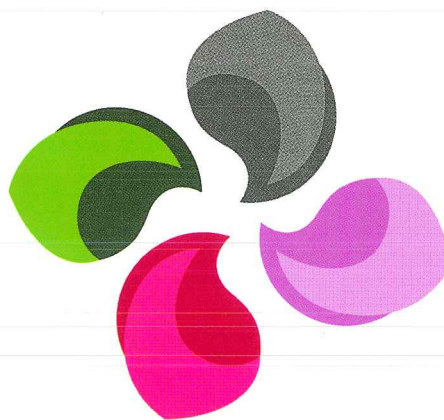
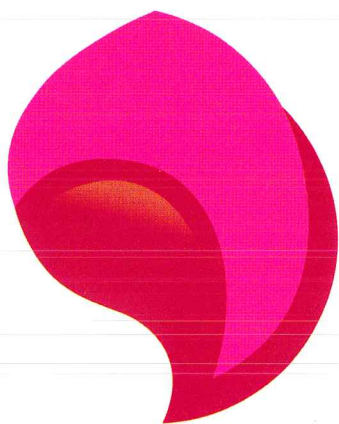
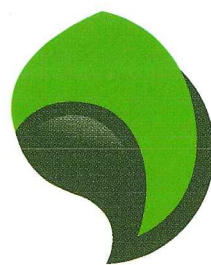
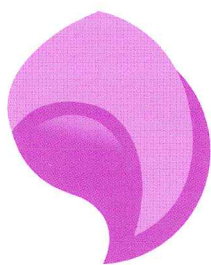
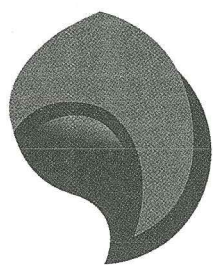
Designer
Tez Humphreys, Mike Johns,
Barry Darnell
Photography
Mike Johns





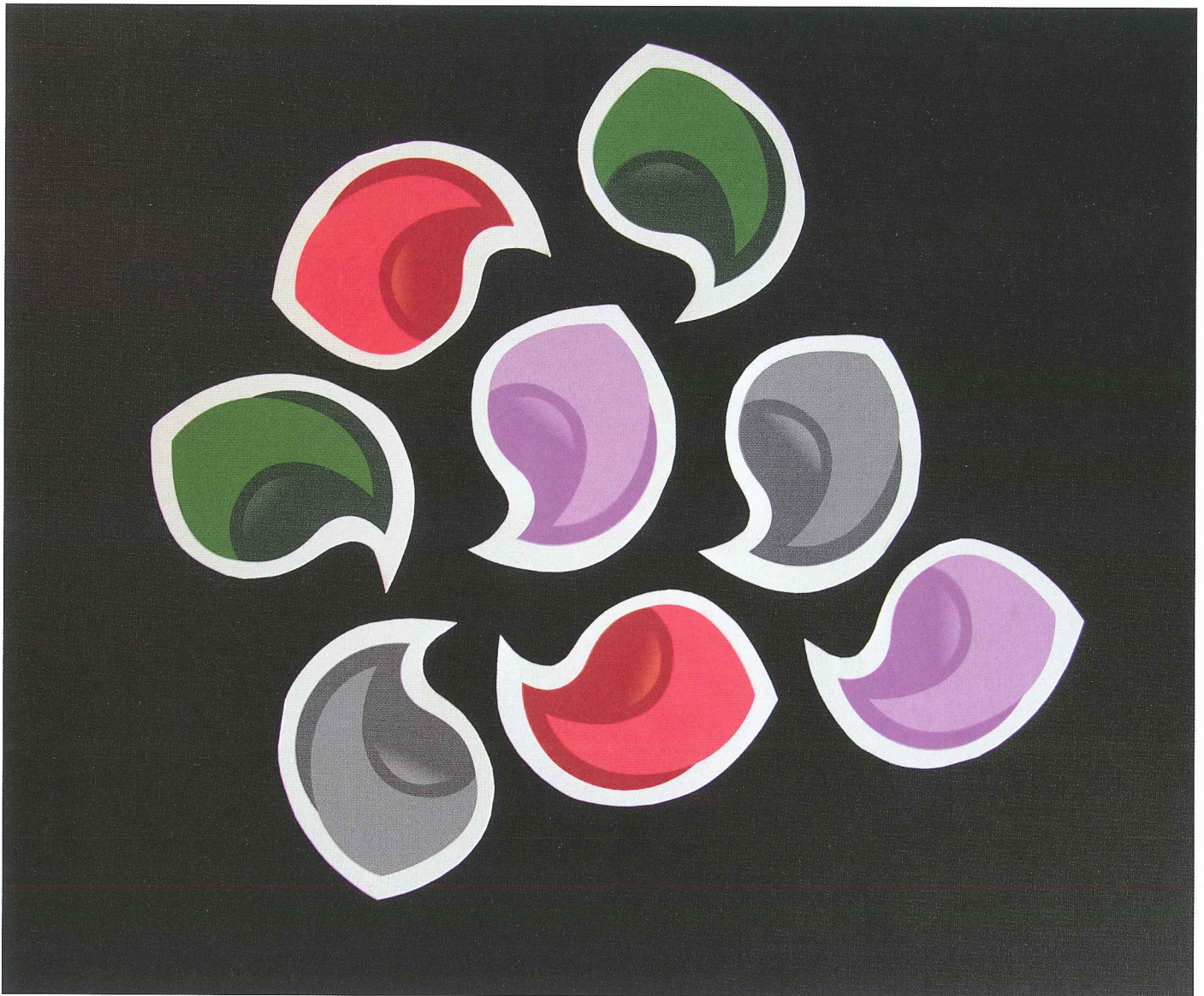






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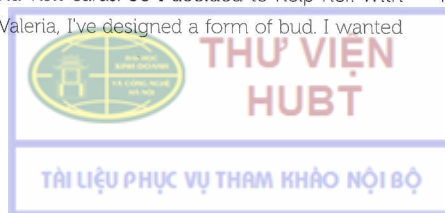
TÀI LIỆU PHỤC VỤ THAM KHẢO NỘI BỘ



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

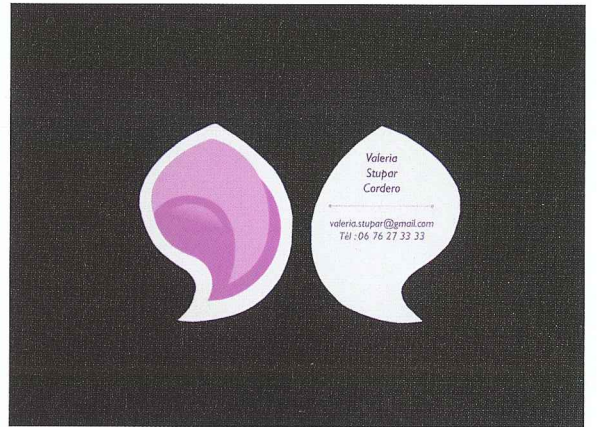
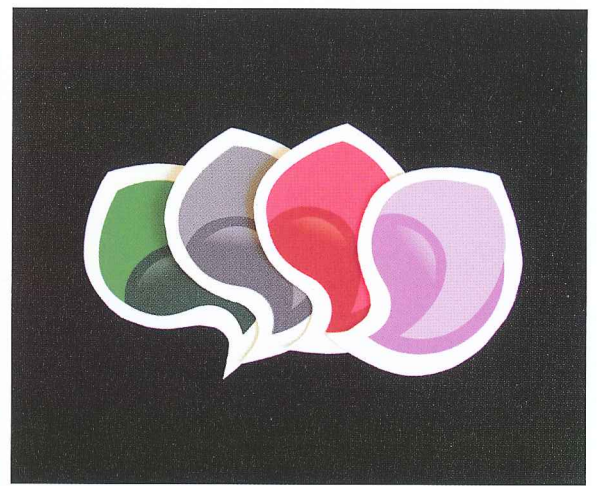
it to represent the outbreak of this beautiful flower. She is very girly and tells me she loves parma color, so I chose the colors present in Mexican flowers. I did a few version of visit cards and a layout for her resume.

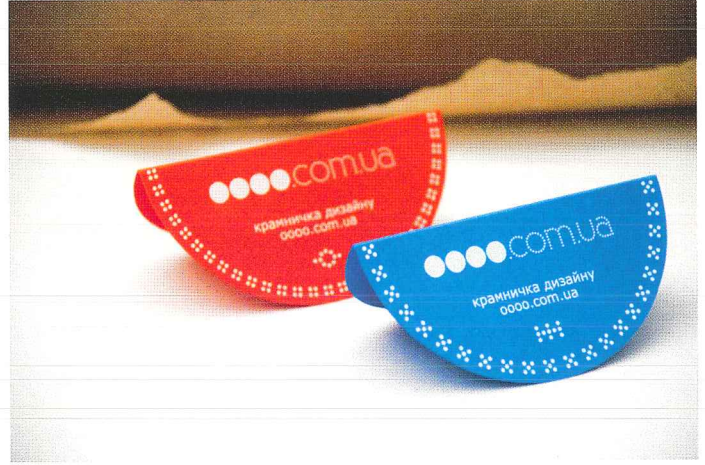
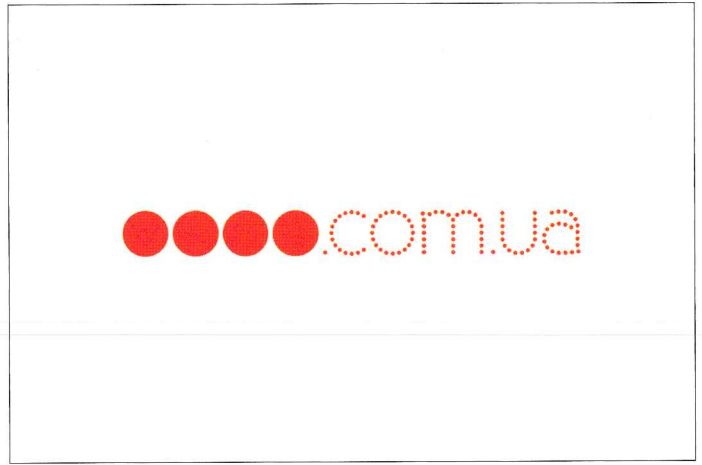
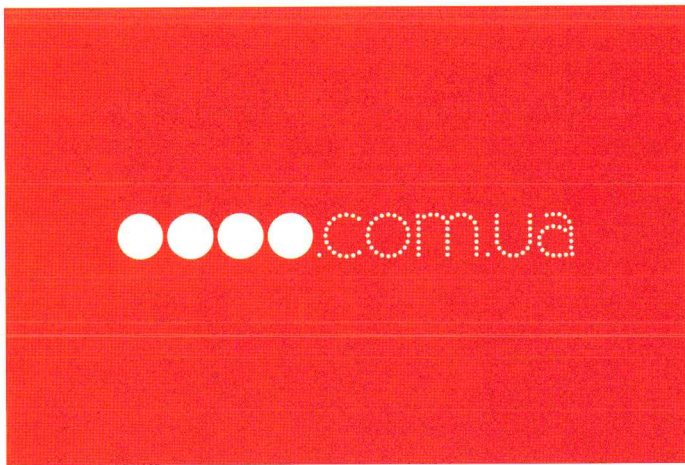




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TÀI LIỆU PHỤC VỤ THAM KHẢO NỘI BỘ





Design Shop 0000.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 0000.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 0000.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.

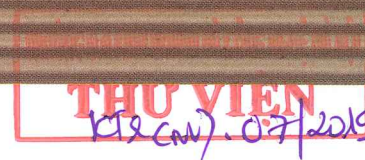
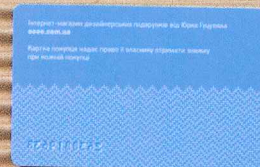
Gerdan is a beaded necklace in a form of a narrow strip made of colored beads that are strung on a beading thread or hair base. They create colorful geometrical and sometimes floral ornaments.

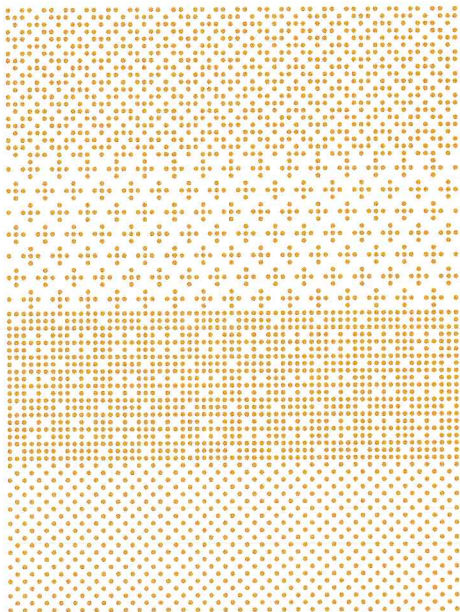


Client
Design Shop 0000.com.ua

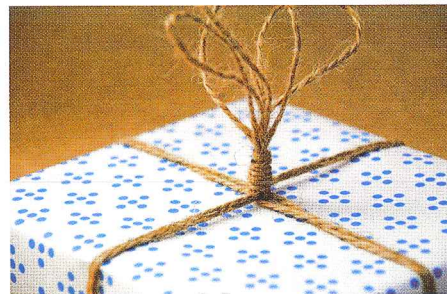
Design Agency
Graphic design studio by Yurko Gutsulyak (Ukraine)

Designer
Yurko Gutsulyak





перший шрифтовий
 • гердан •
 студія графічного дизайну
 юрка гуцуляка
 альфа



а б в г г д е е ж з и
 і ї к л м н о п р с т
 у ф х ц ч ш щ ь ю я



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Вітальні картки з конвертами

x3

com.ua

Вироблено в Україні
на замовлення ООО
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вул. Урлівська, 11/44, к. 264
тел. +38044 5853375
www.ooo.com.ua

Дизайнер Юрко Гуцуляк

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Дизайнер Юрко Гуцуляк

МІШЕНЬ

Паперові підставки під стакани та кружки

x6

Дизайнер Юрко Гуцуляк

Кількість в наборі: 6 шт.
Матеріал: пивний картон

☐ Колір білий
Код: 001-08-9



☐ Колір чорний
Код: 001-09-9



com.ua

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Дизайнер Юрко Гуцуляк

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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



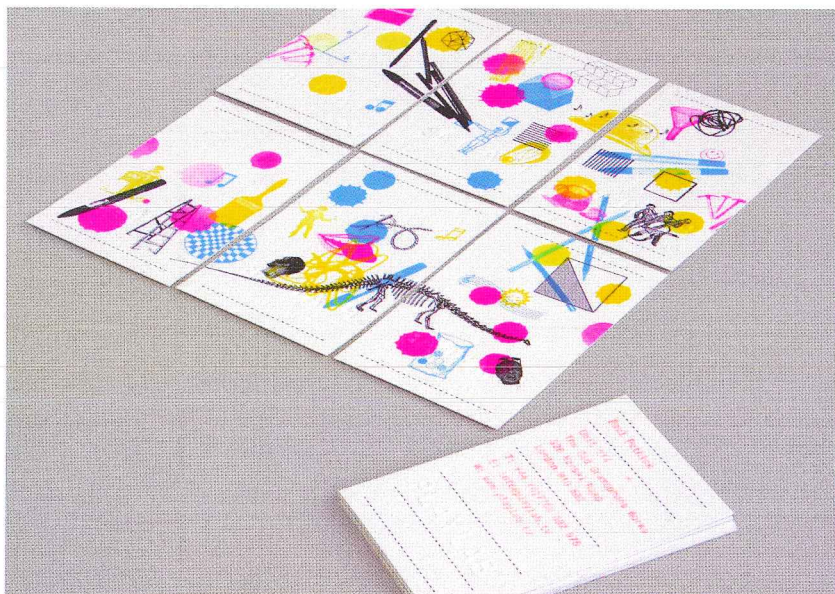
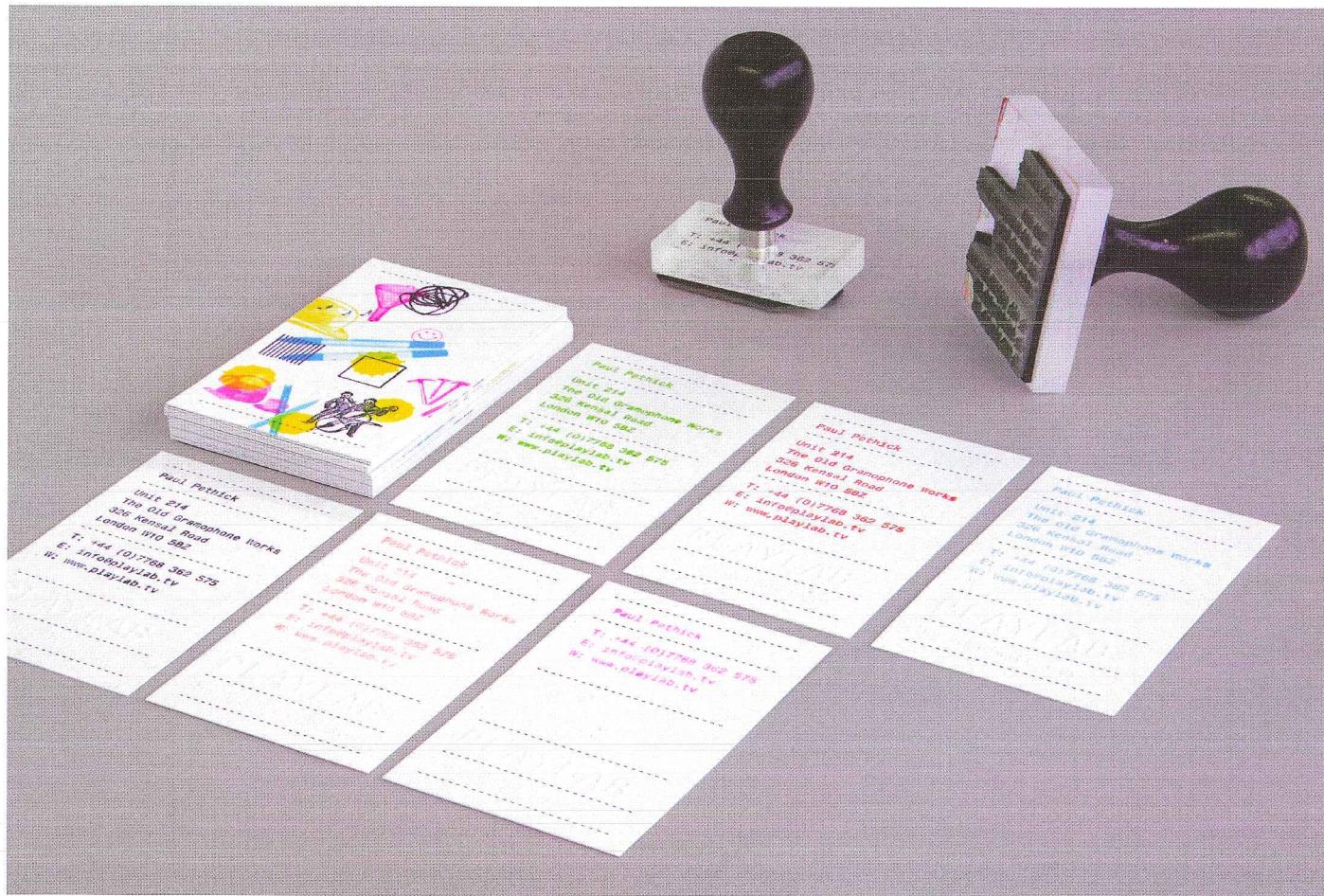


BIG Group

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 stationery, so the identity of BIG group is colorful, expressive and happy.



Client
Playlab

Design Agency
Mind Design (UK)

Creative Director
Holger Jacobs

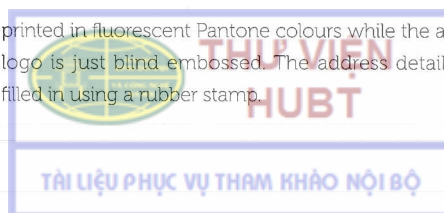
Art Director
Craig Sinnamon

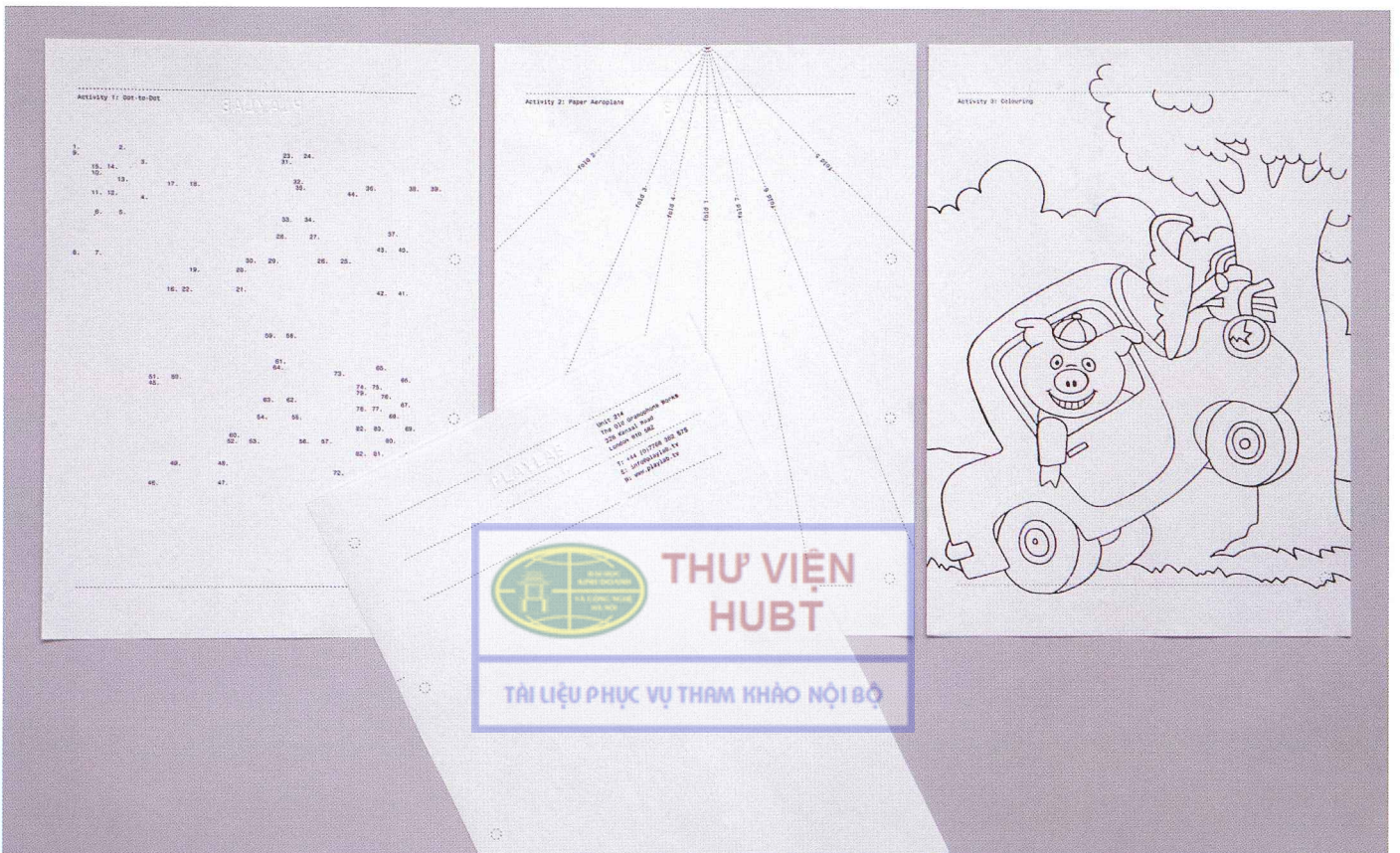
Illustration
Craig Sinnamon

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.



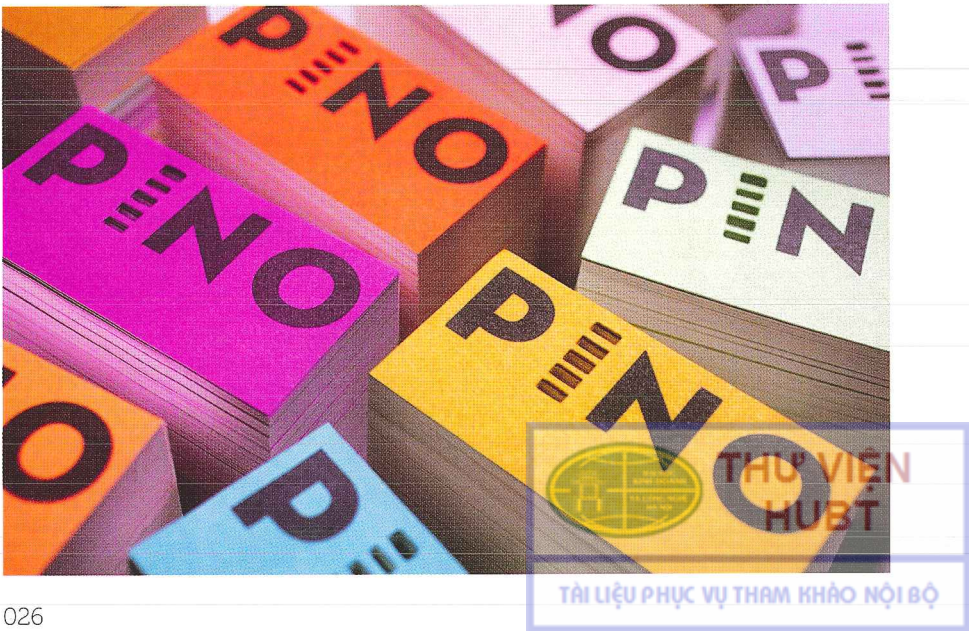




PINO

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, Aleksí Hautamäki

Photography
 Paavo Lehtonen






THƯ VIỆN
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TÀI LIỆU PHỤC VỤ THAM KHẢO NỘI BỘ



 **THƯ VIỆN
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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.

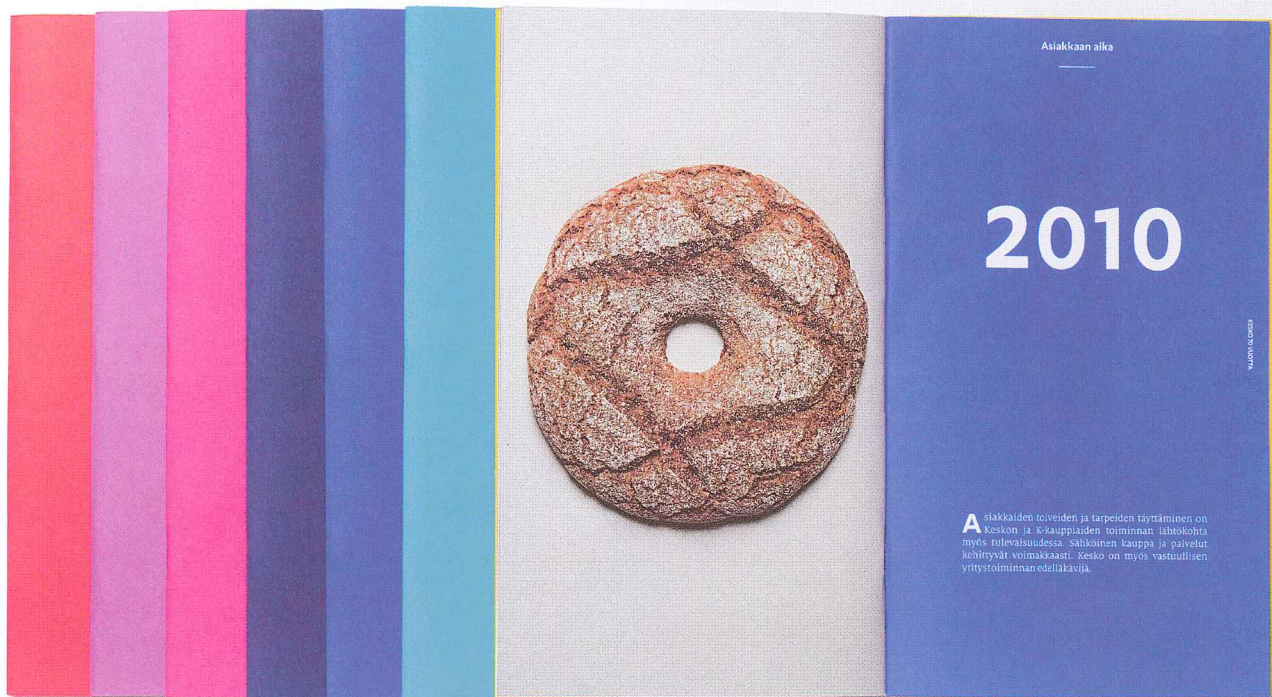
Client
Kesko

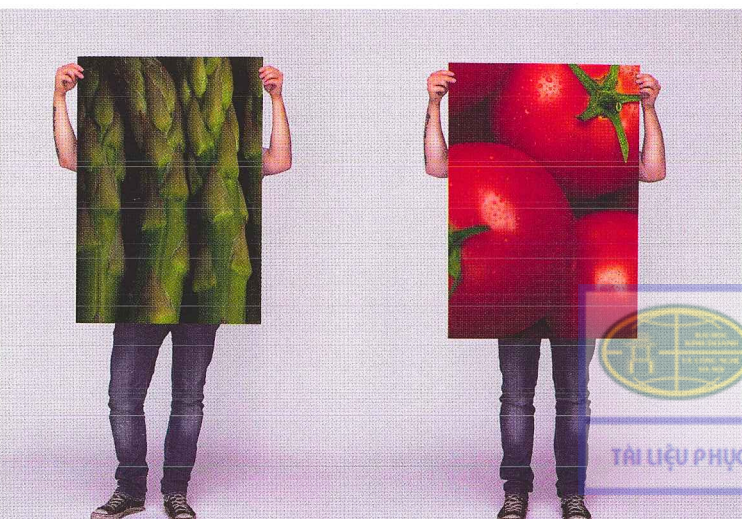
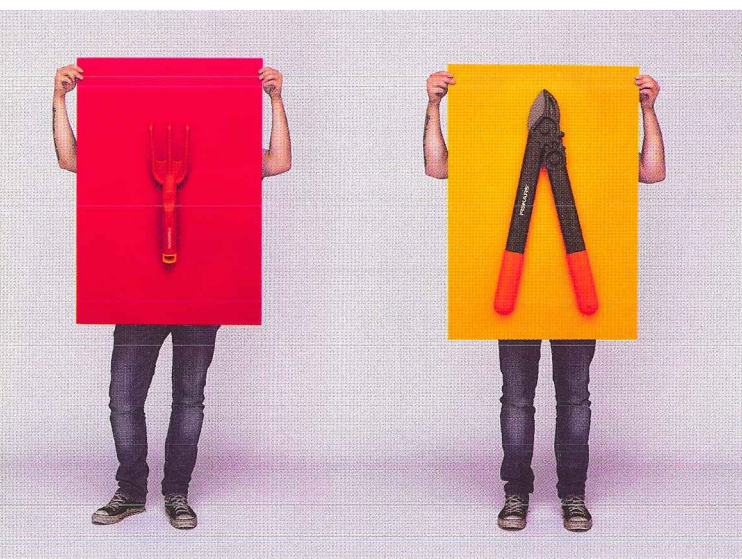
Design Agency
Bond Creative Agency (Finland)

Designer
Jesper Bange, Toni Hurme

Photography
Paavo Lehtonen

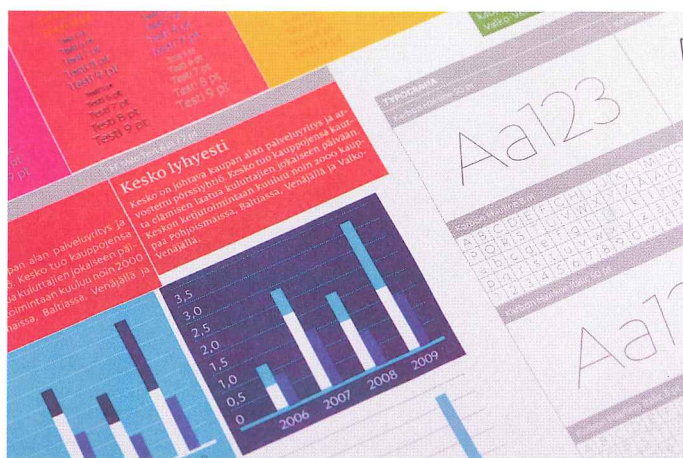






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belmacz

belmacz

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belmacz

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.

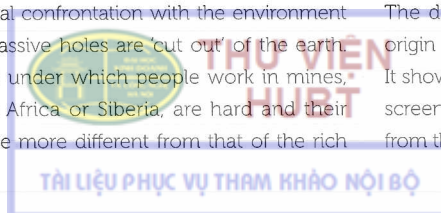
Mining is a brutal confrontation with the environment where often massive holes are 'cut out' of the earth. The conditions under which people work in mines, for example in Africa or Siberia, are hard and their life could not be more different from that of the rich

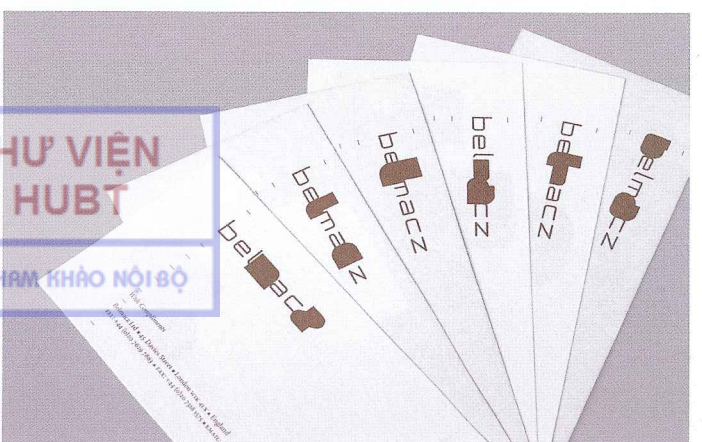
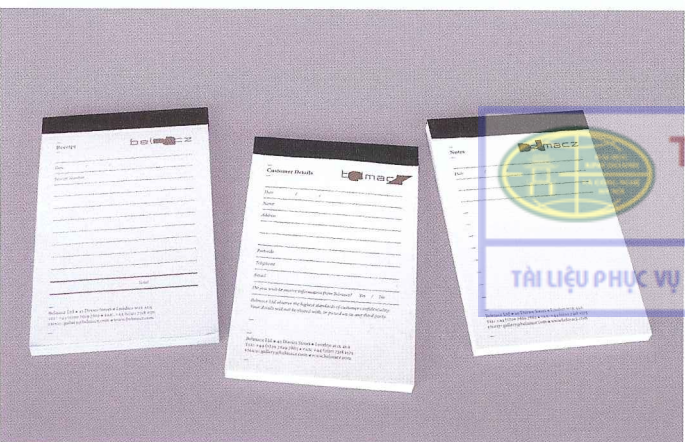
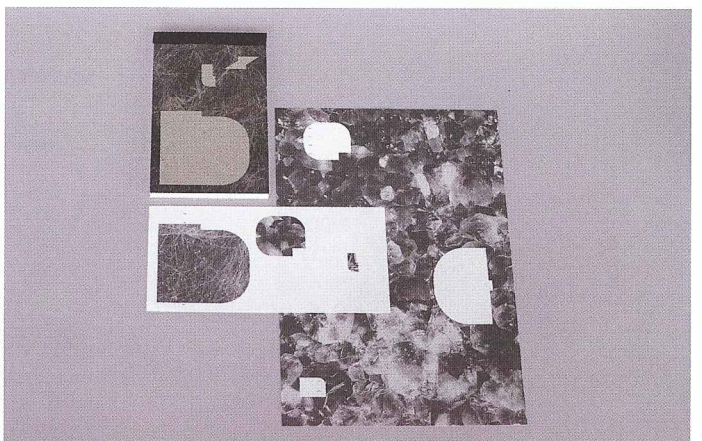
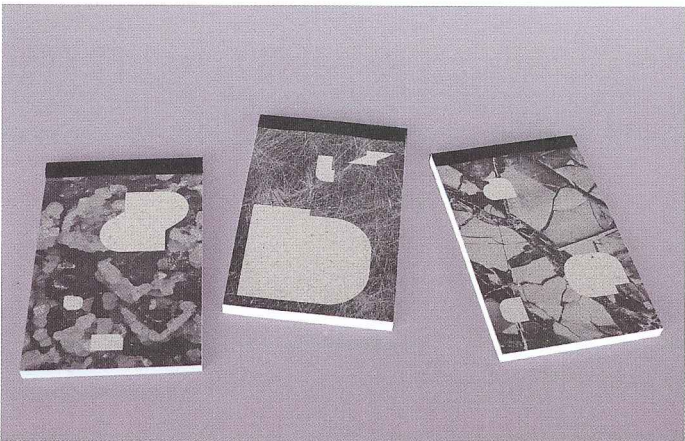
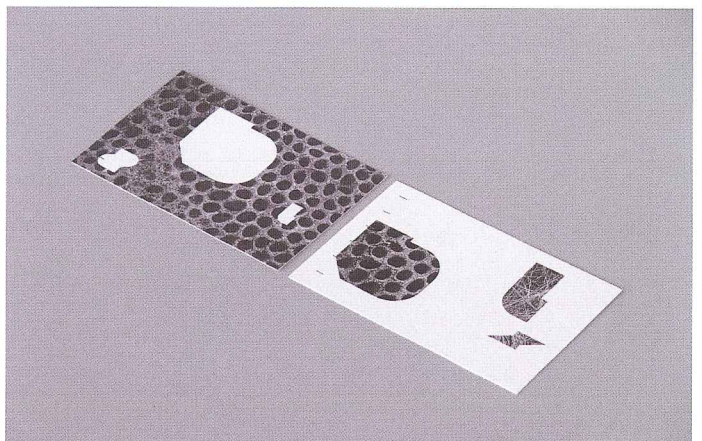
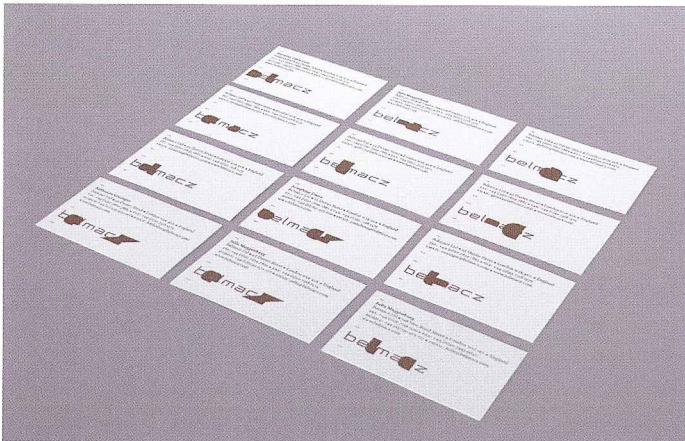
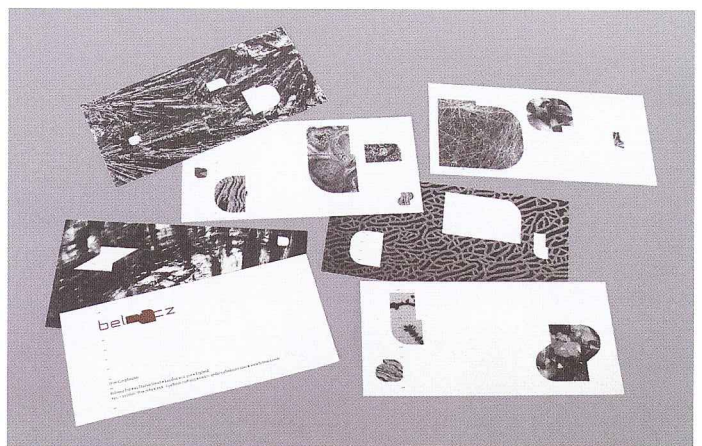
clientele shopping in Mayfair.

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.

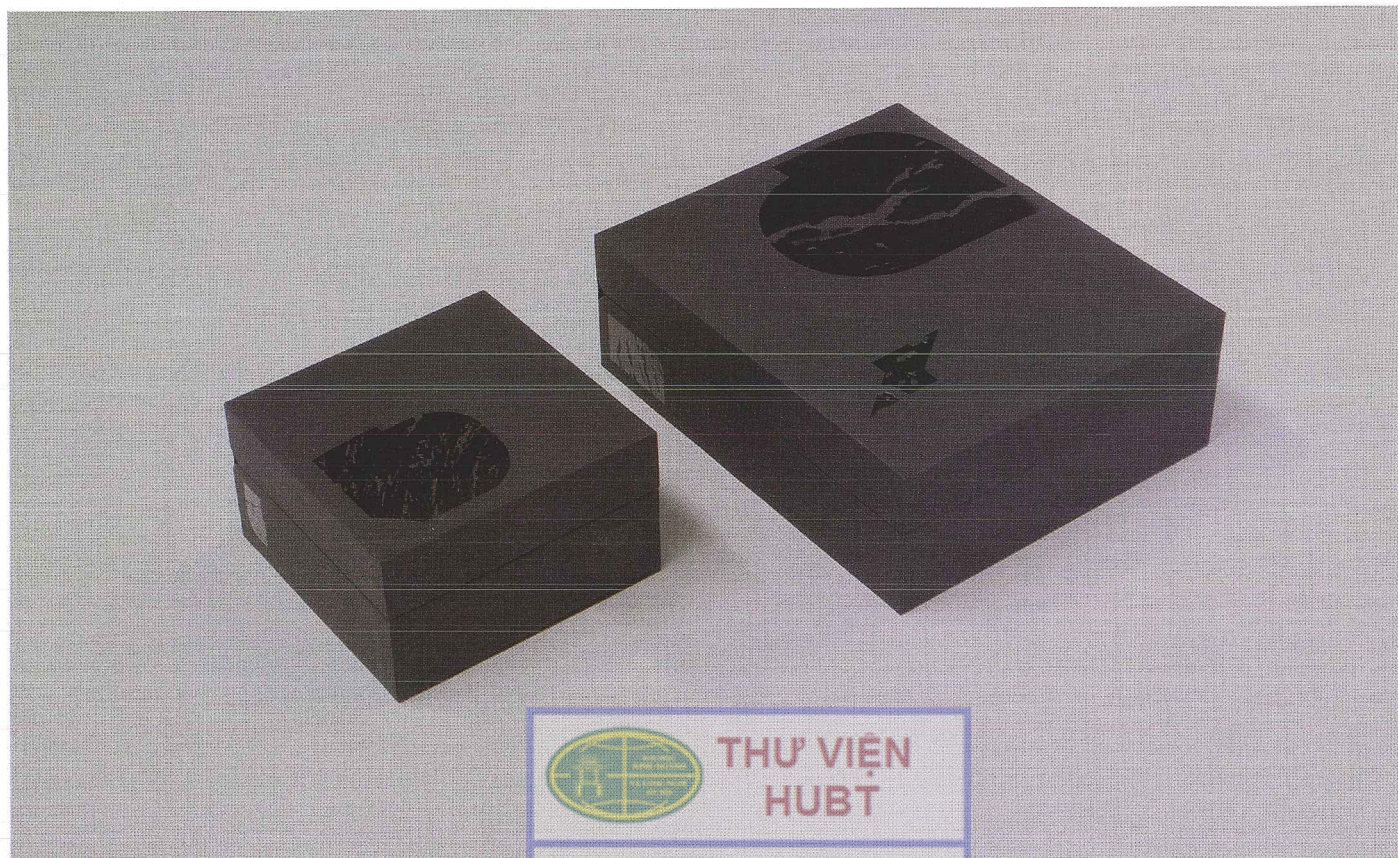
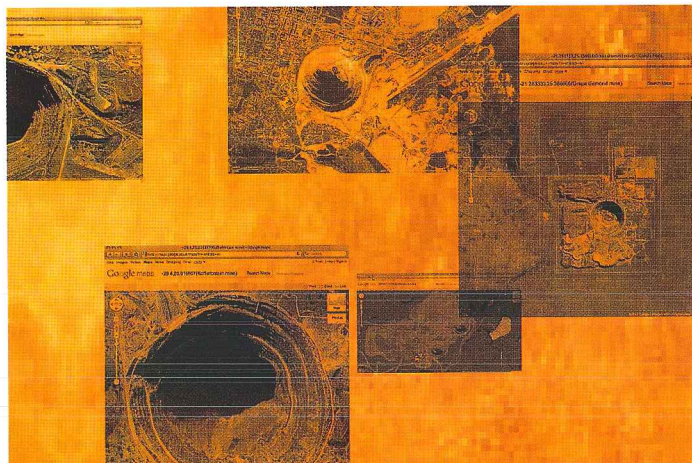
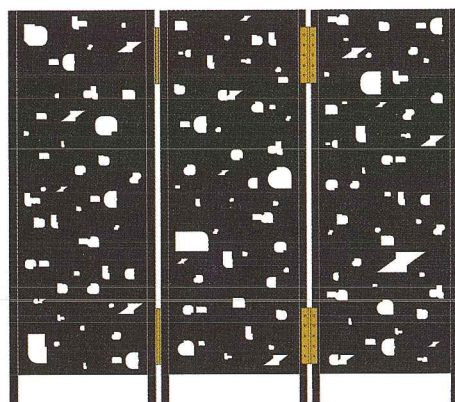
The design of the bathroom wall goes back to the origin of the jewels. We see it as a place for reflection. It shows Google Earth images of large diamond mines, screenprinted on glass which is covered by leaf gold from the back.

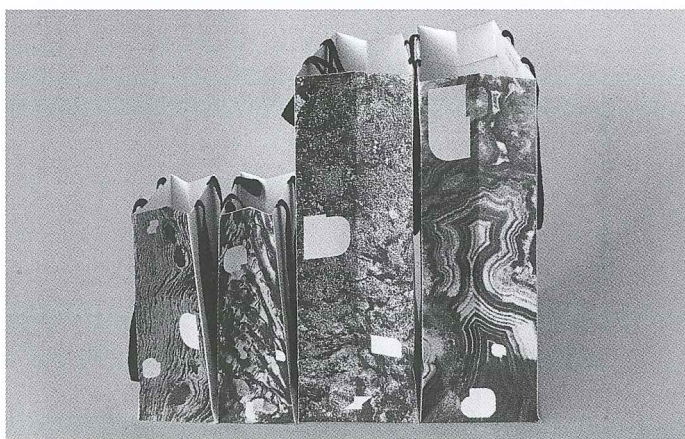
Client
Belmacz
Design Agency
Mind Design (UK)



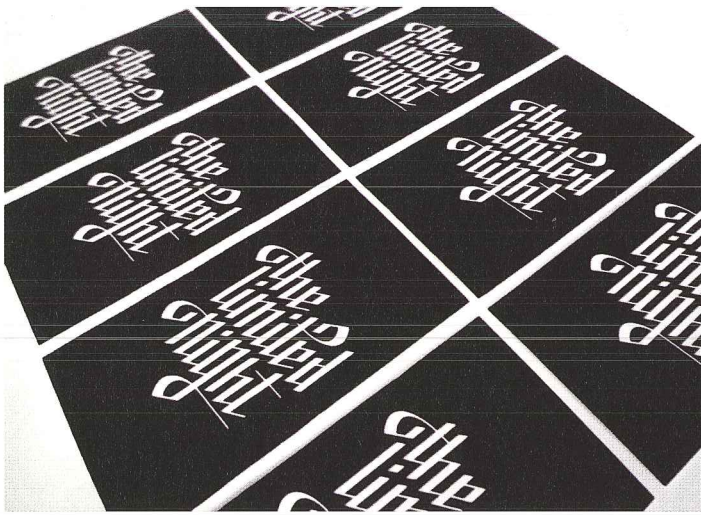


belmacz






**THƯ VIỆN
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Client
The Limited Hungary Ltd.

Designer
kissmiklos (Hungary)

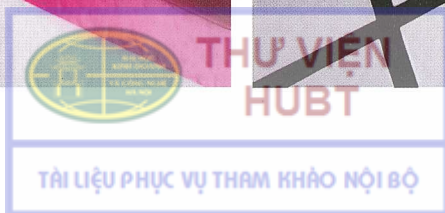
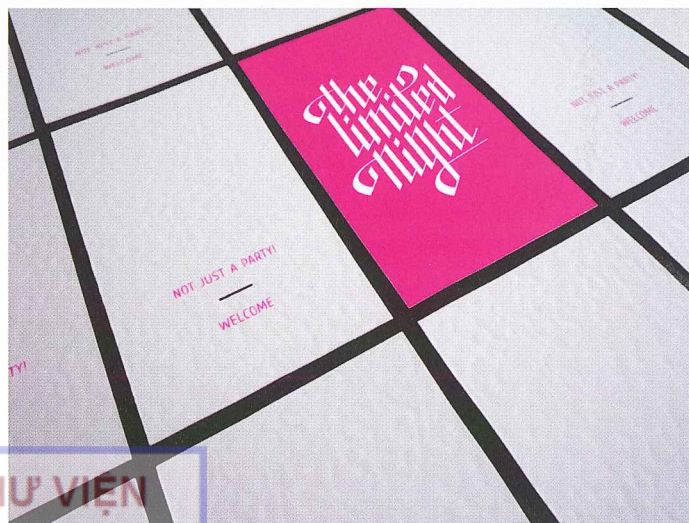
Designer
Miklós Kiss

Photography
Miklós Kiss,
Poster's photo by Bettina Gál

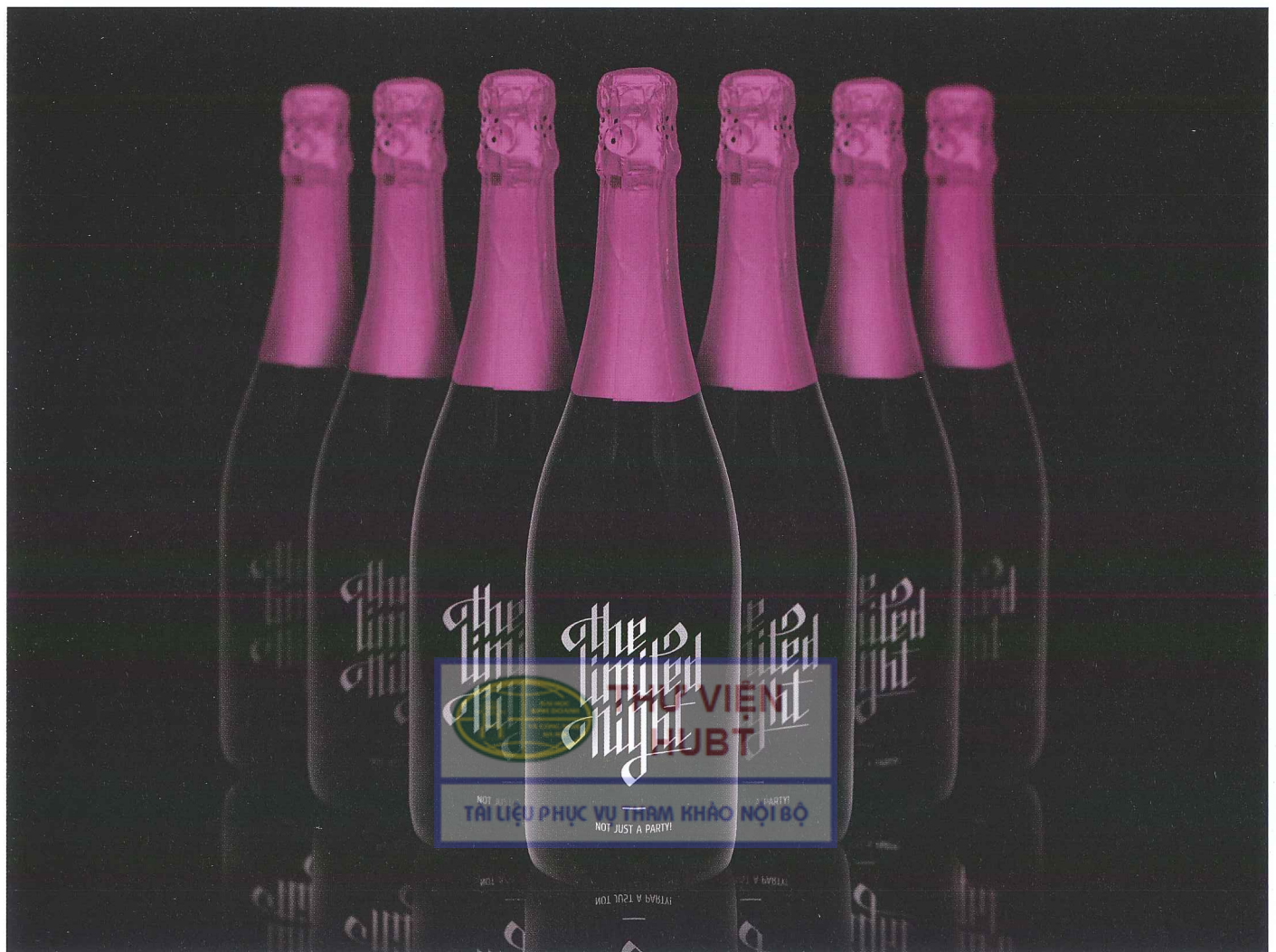
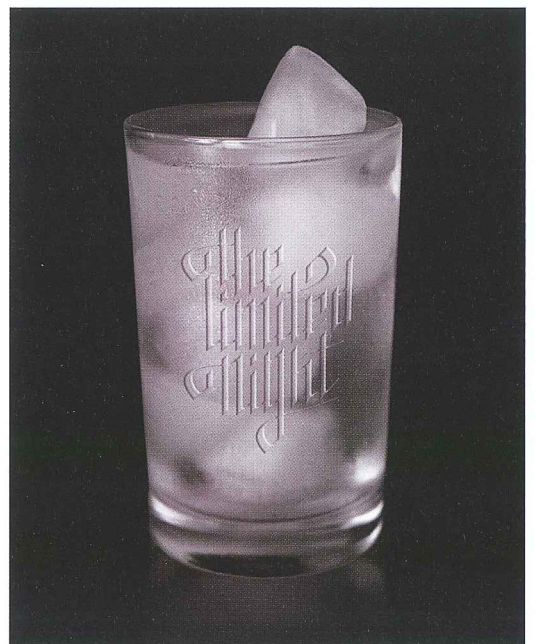
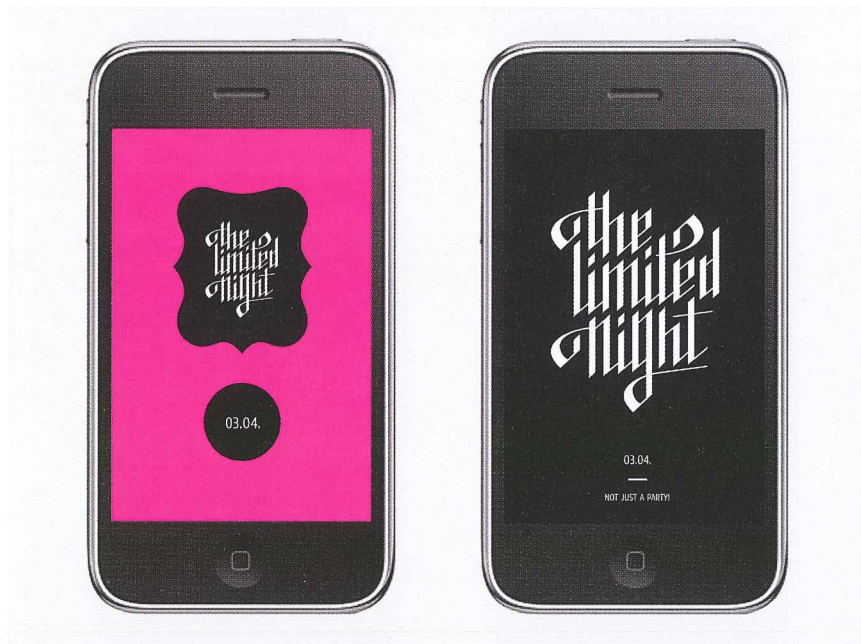
The Limited Night Party Identity Concept

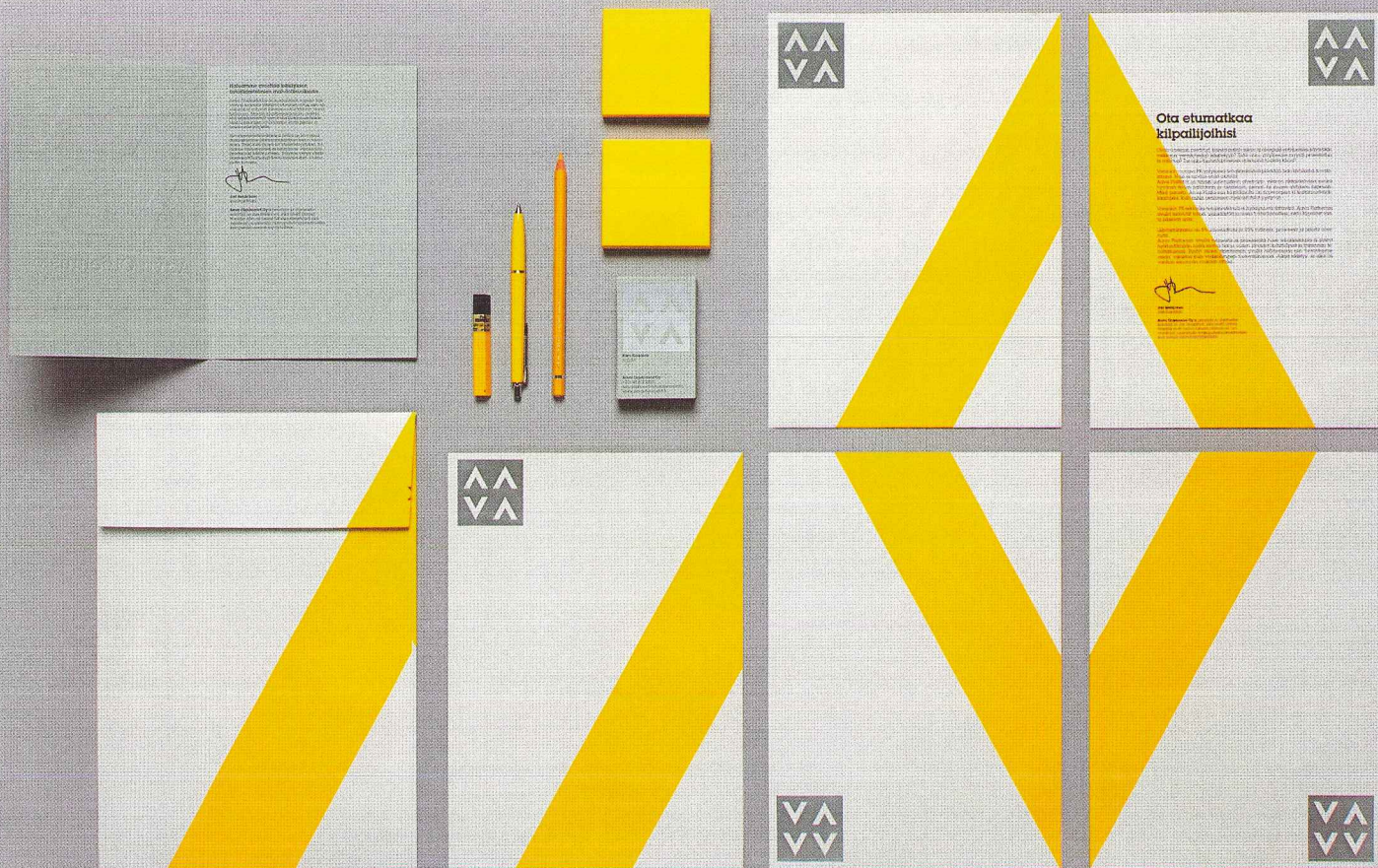
Identity and slogan concept for a pop party series.











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)

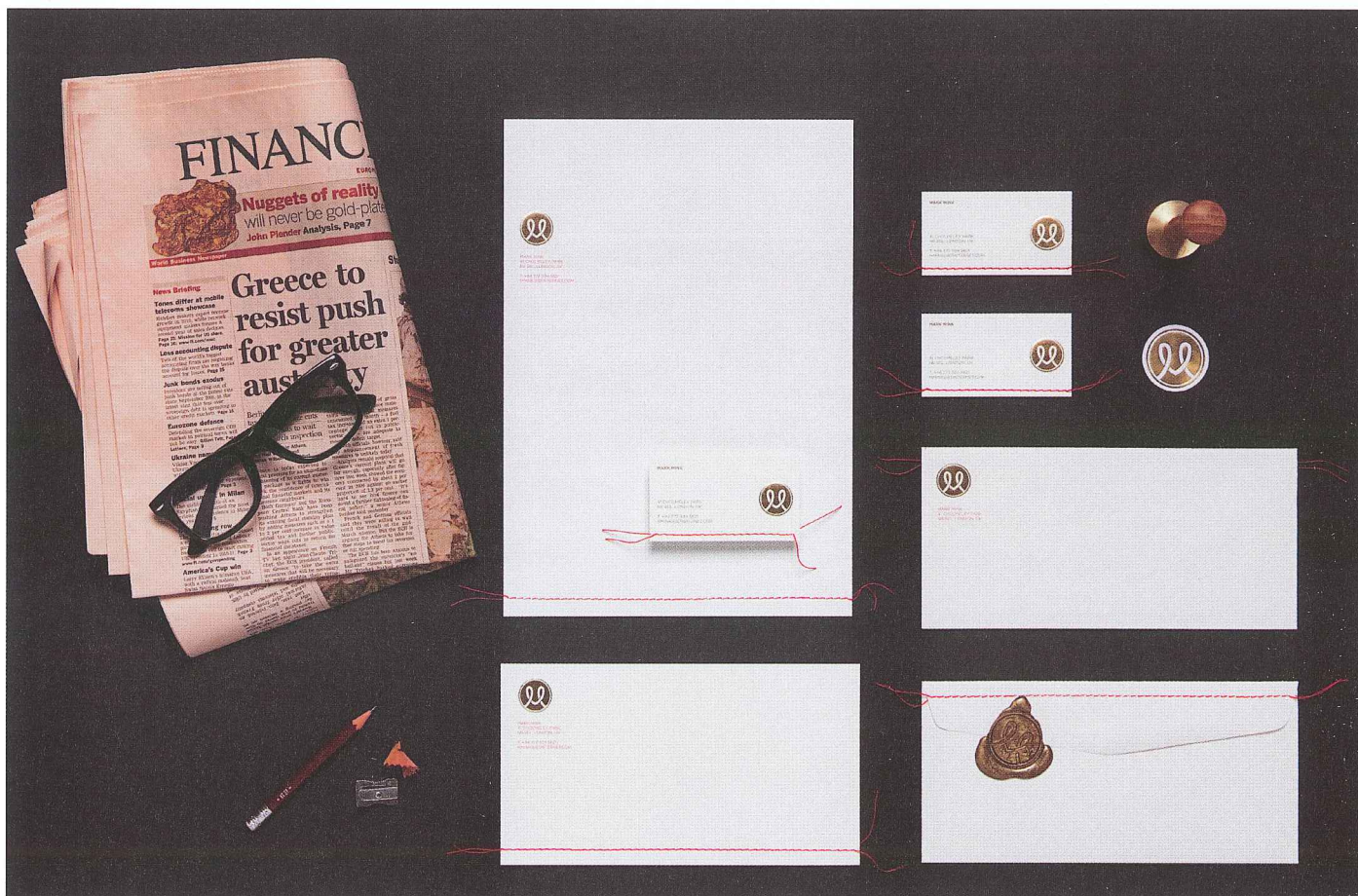
Designer

Jesper Bange

Photography

Paavo Lehtonen





Personal Branding

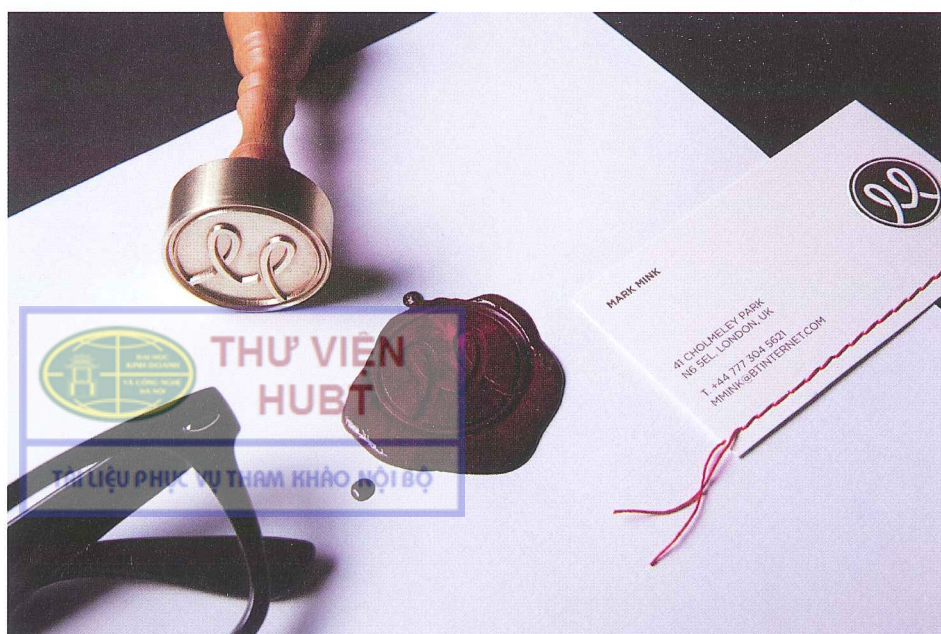
A dignified brand identity with high quality materials and finishes, designed for an international businessman.

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

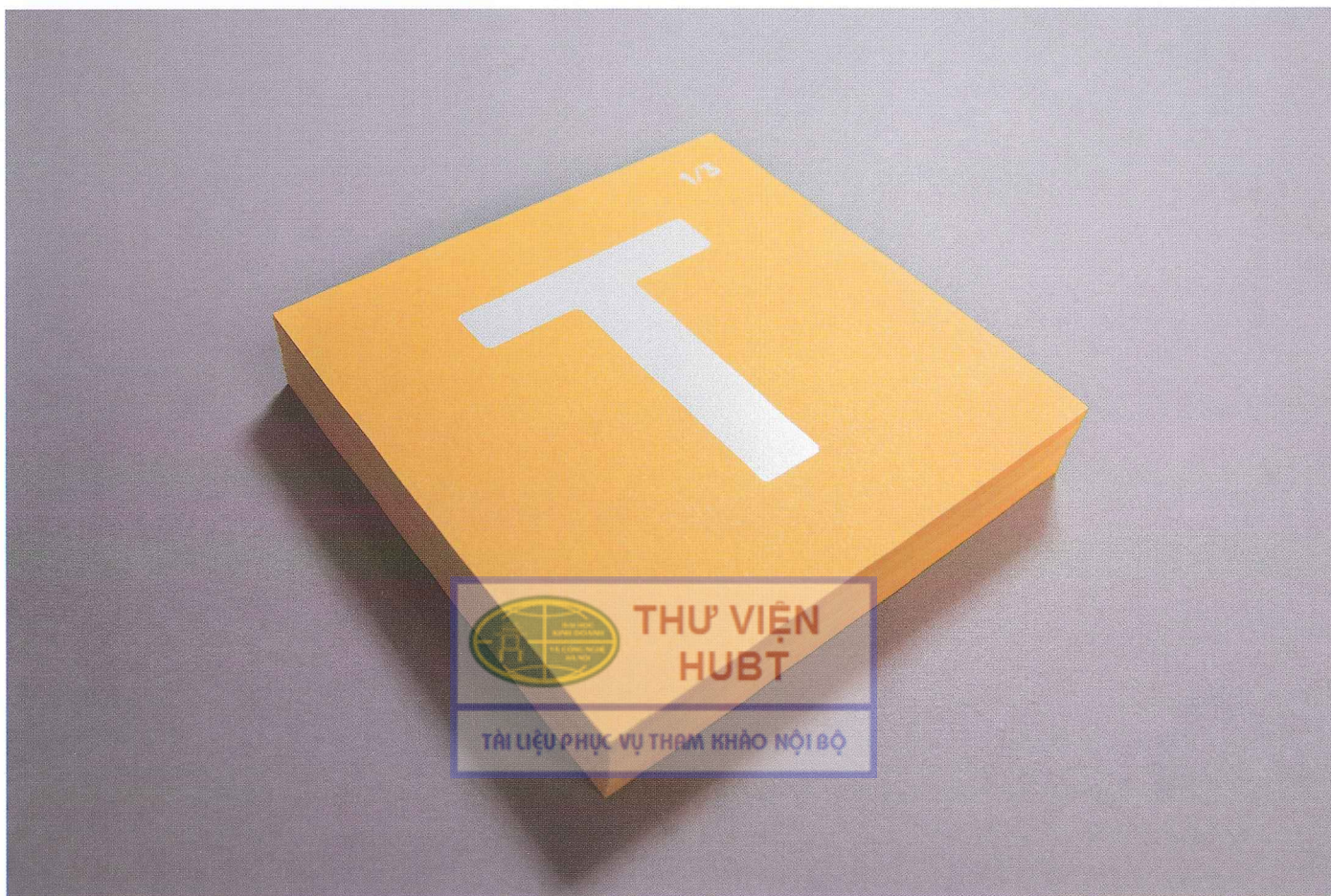
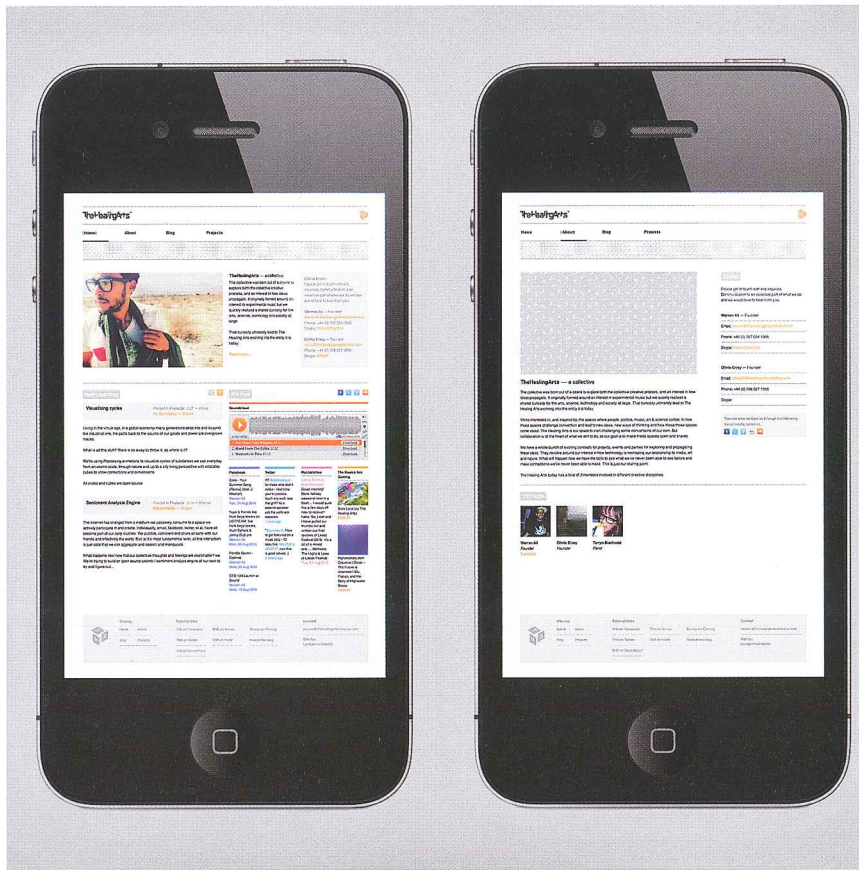
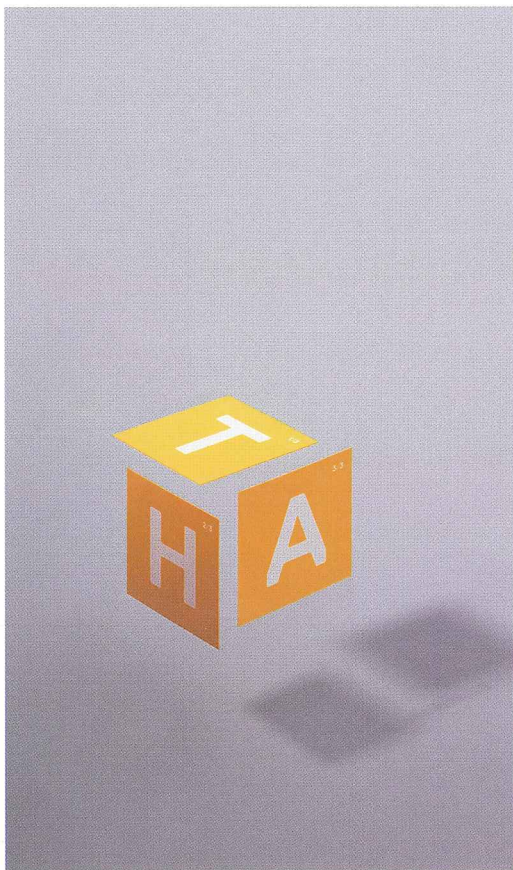
Andreas Friberg Lundgren,

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 to stand out.





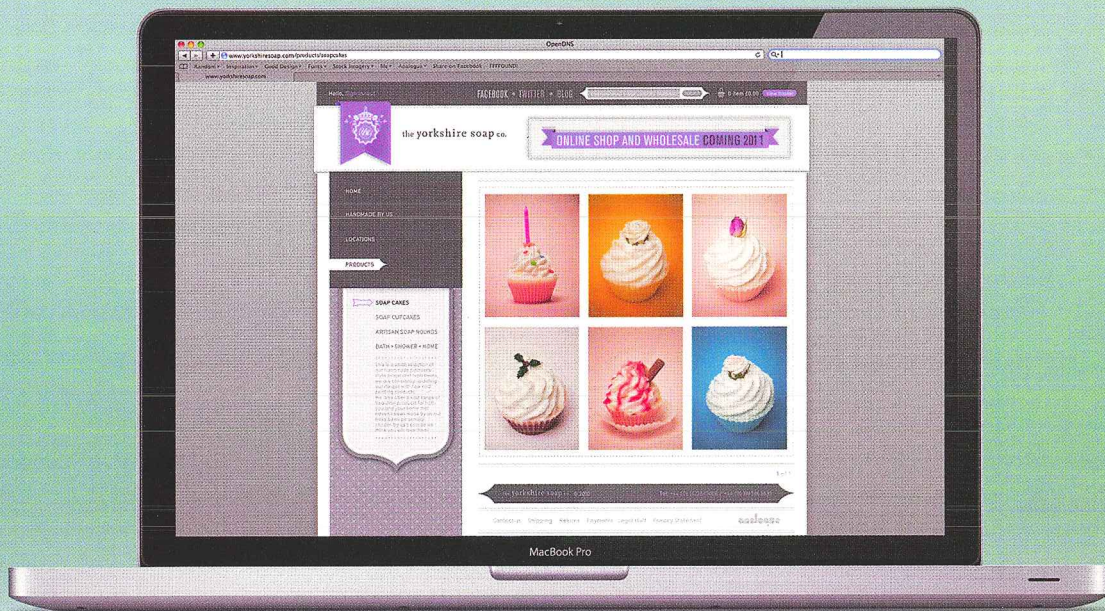
Client
Bang Chau Kaffeforretning

Designer
DesignersJourney (Norway)

Designer
Henrik Olsson, 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 there exquisite creations to the rest of the world.

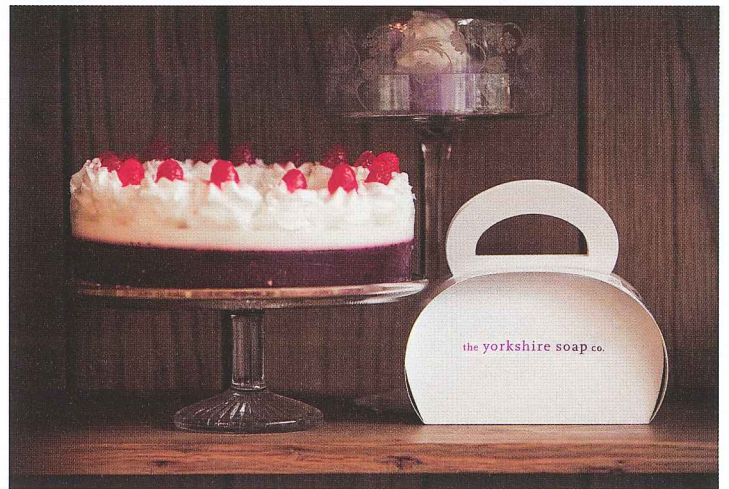
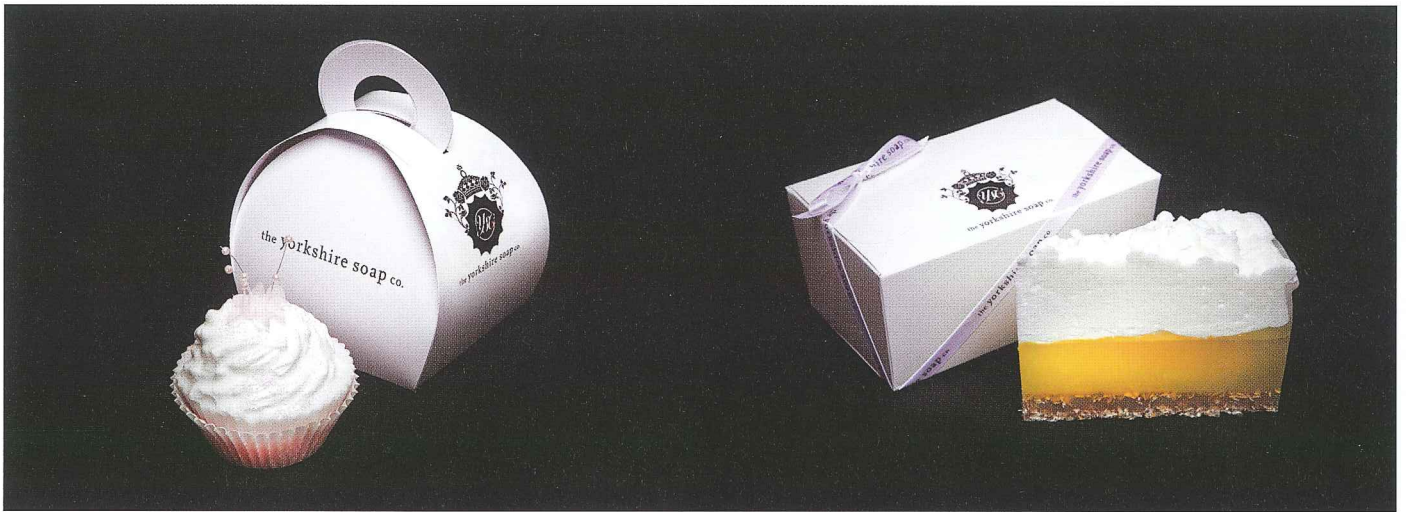
Client
The Yorkshire Soap Company

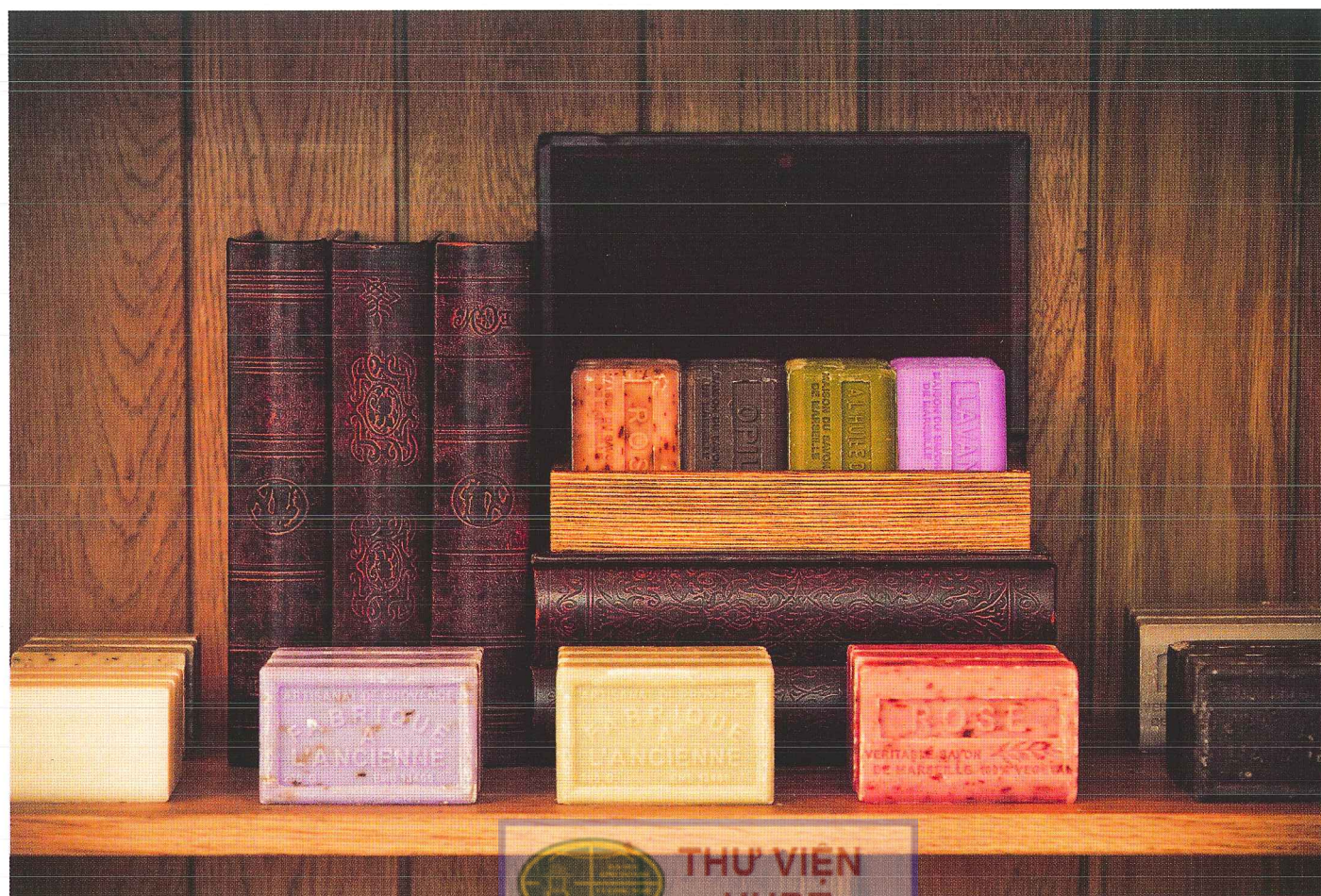
Design Agency
Analogue (UK)

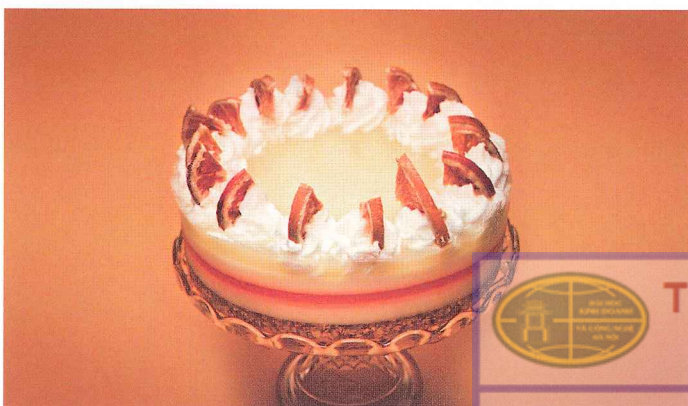
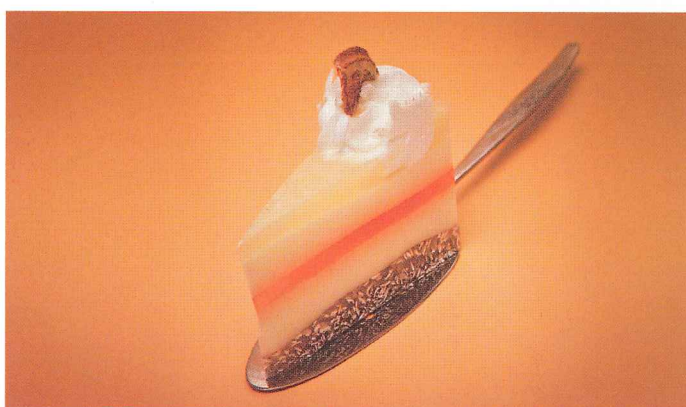
Designer
Tez Humphreys, Mike Johns,
Barry Damell

Photography
Rob Booker









THƯ VIỆN
HUBT
TÀI LIỆU PHỤC VỤ THAM KHẢO NỘI BỘ



Client
Eszter Horváth, Gergely Lábady

Design Agency
Graphasel Design Studio (Hungary)

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

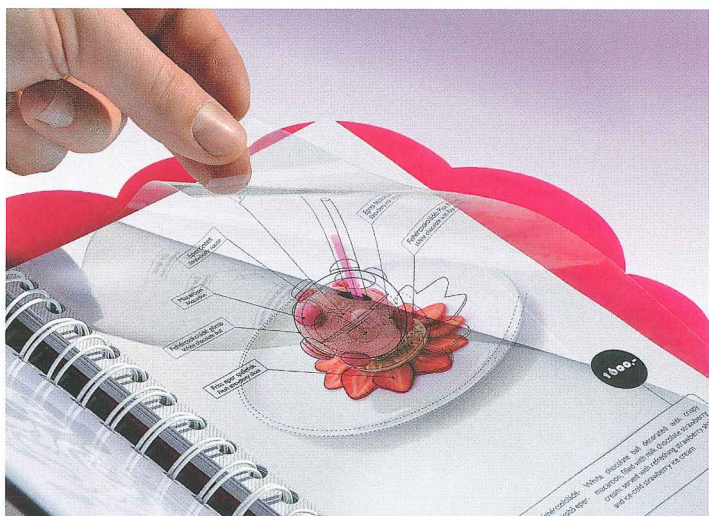
Photography
Tamás Bujnovszky, Graphasel

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 confectionary collection is introduced, including packages, the seasonal menu and the website.







SUGAR!

SUGAR! PRODUCTS ORDER PARTY SERVICE PRESS ROOM NEWSLETTER CONTACT

FLAVOURS

SIZES

Royal chocolate
Belgian chocolate cream
between chocolate
sponge layers

Citrus
A unique combination
of lemon, lime and
blood-orange
in one cake

Punch

Grapefruit

Royal orange chocolate
This classic flavor is
achieved by using dried
orange and Florida
blood-orange

Esterházy
(with cooked nut cream)

Strawberry

Raspberry

Cottage cheese
Home made curd cheese,
house-proud recipe

SUGAR! Royal
Cooked chocolate cream
with a stylish colored
marzipan layer

Royal chili chocolate
Chocolate cream is
spiced with chili

SUGAR! super Royal
Cooked chocolate cream
with stylish, colored
marzipan dots

Vanilla
Cooked vanilla cream
with real Bourbon
vanilla

Forest fruit

Toffee

CAKES

GIFTS

MUFFINS
PETIT FOURS
MINI CAKES

PARTY CAKES

CHOCOLATES
CANDES
LOLLIES

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

Home Made

MP
CRYSTAL CAKES

Wedding cakes

FASHION
SUGAR
CONFECTIONERY
PHILIP
CELEBRATION

EASTER

CHOCOLATE CAKES

DESIGNED BY

Valentine cakes

Birthday

Christmas

CLICK ON THE CAKES

CAKES

GIFTS

MUFFINS
PETIT FOURS
MINI CAKES

PARTY CAKES

CHOCOLATES
CANDES
LOLLIES

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

FLAVOURS

SIZES

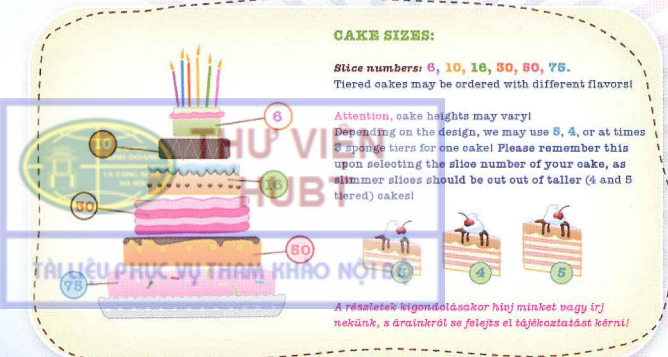
CAKE SIZES:

Slice numbers: 6, 10, 16, 30, 80, 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 summer slices should be cut out of taller (4 and 5 tiered) cakes!



A részletes megrendeléshez kérjük, hogy írja fel nekünk, a árainkról és feljelszi el tájékoztatást kérni!

CAKES

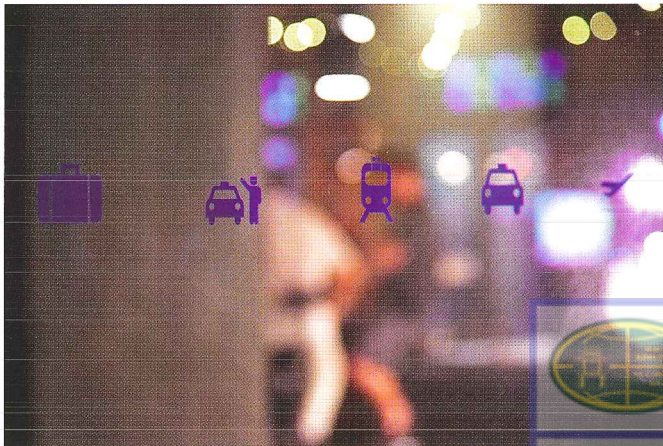
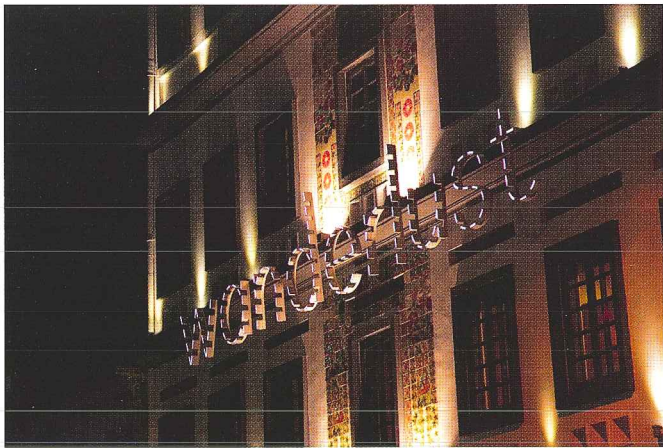
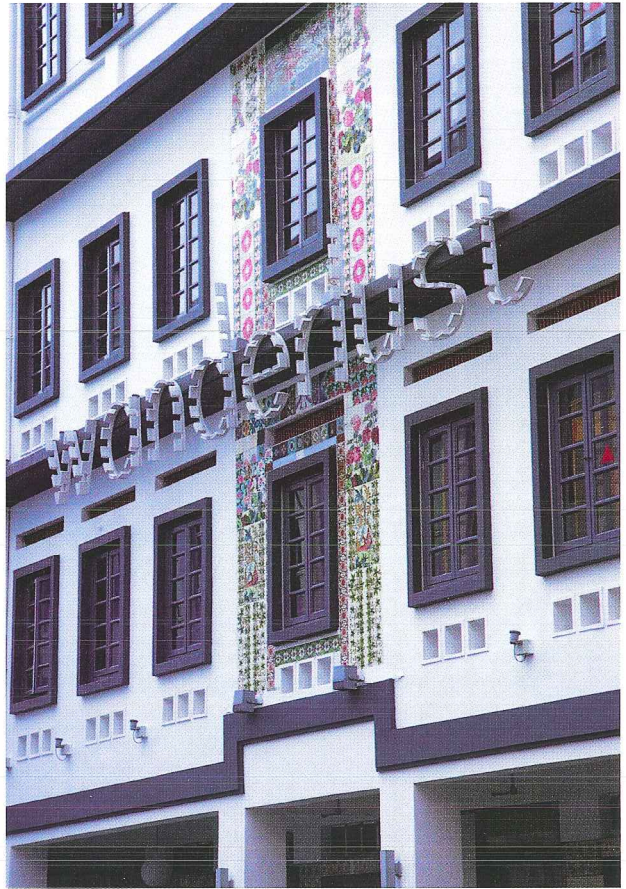
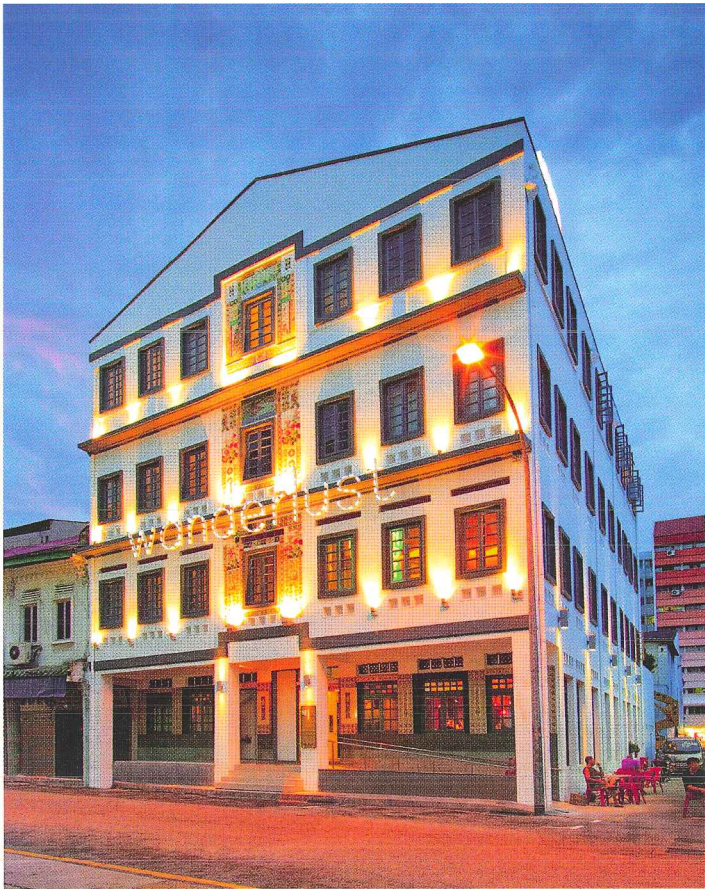
GIFTS

MUFFINS
PETIT FOURS
MINI CAKES

PARTY CAKES

CHOCOLATES
CANDES
LOLLIES

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.

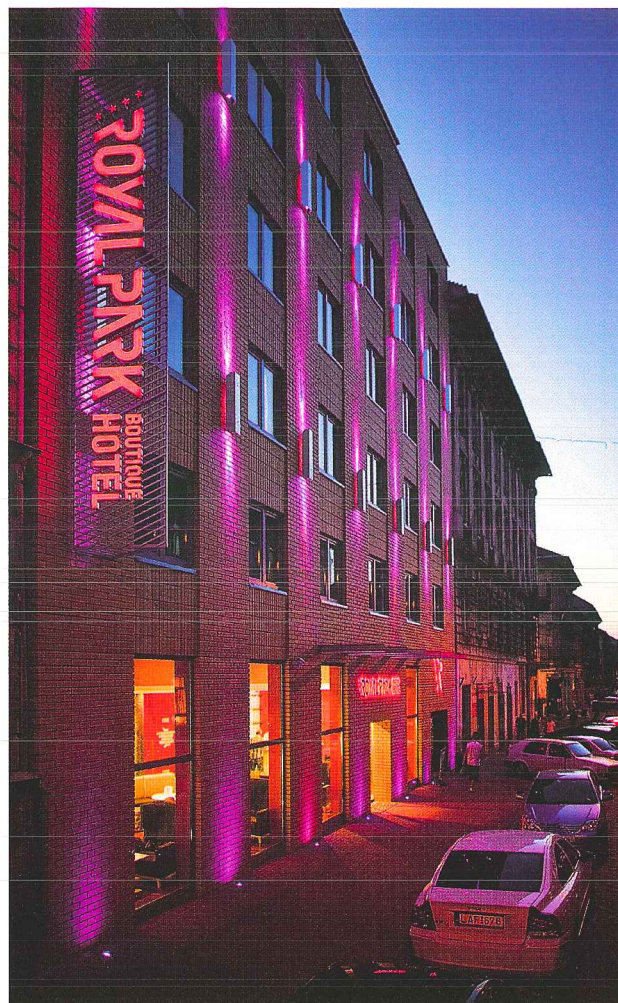
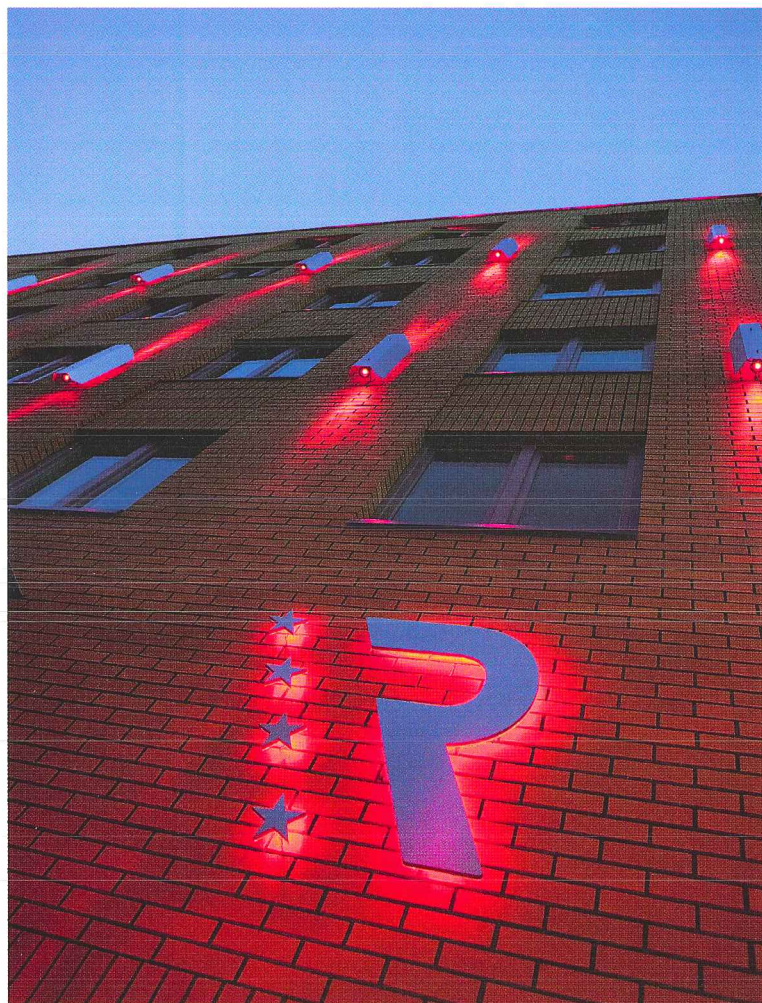
Client
Wanderlust Hotel, Singapore

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,

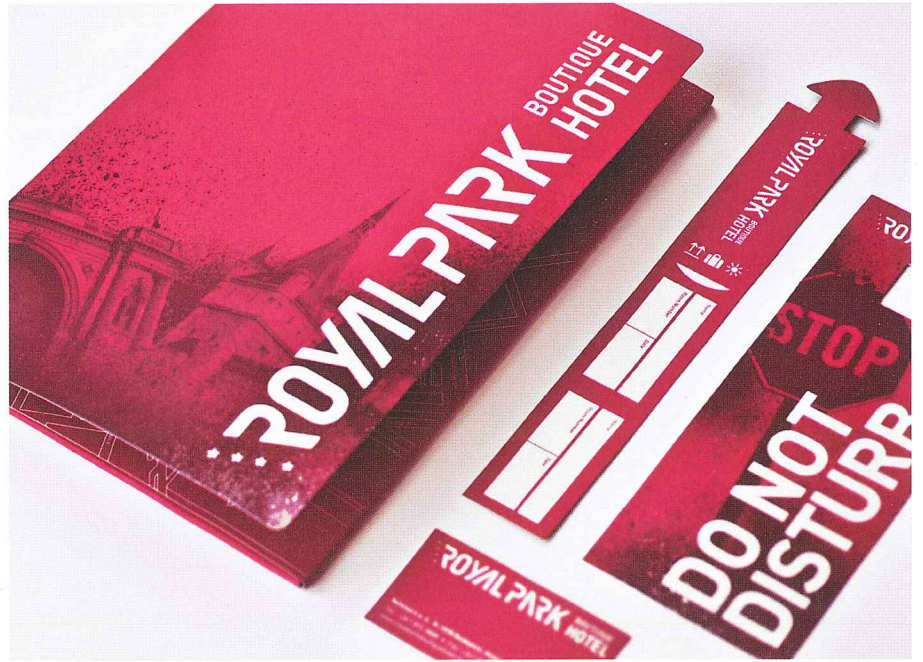
Zsuzsa Nonn, Attila Bolgár,

Sándor Polyák

Photography

Attila Balázs







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 Drozsnyik, Péter Szóke, Dóra

Vágfalvi, László Ördög

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 Drozsnyik, Attila Bolgár, Zsuzsa Norn

Photography

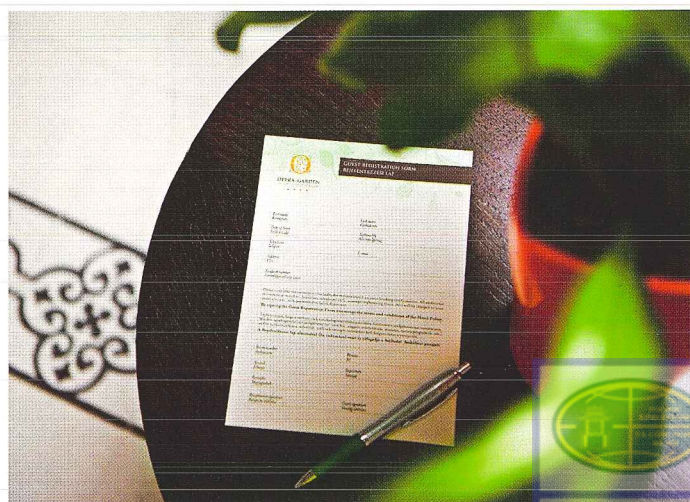
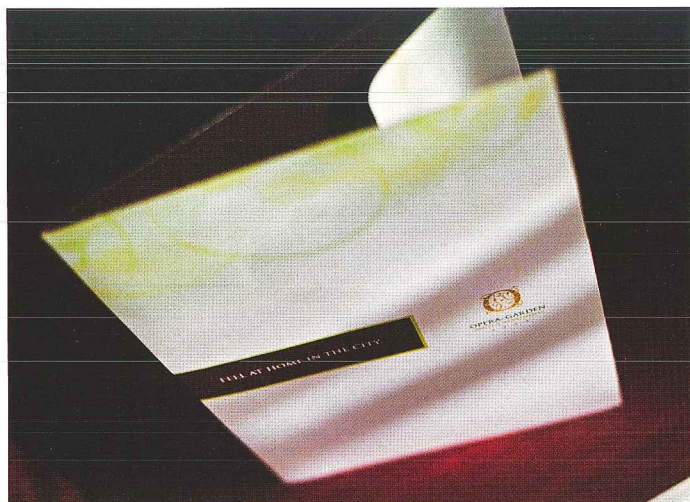
Attila Balázs

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.

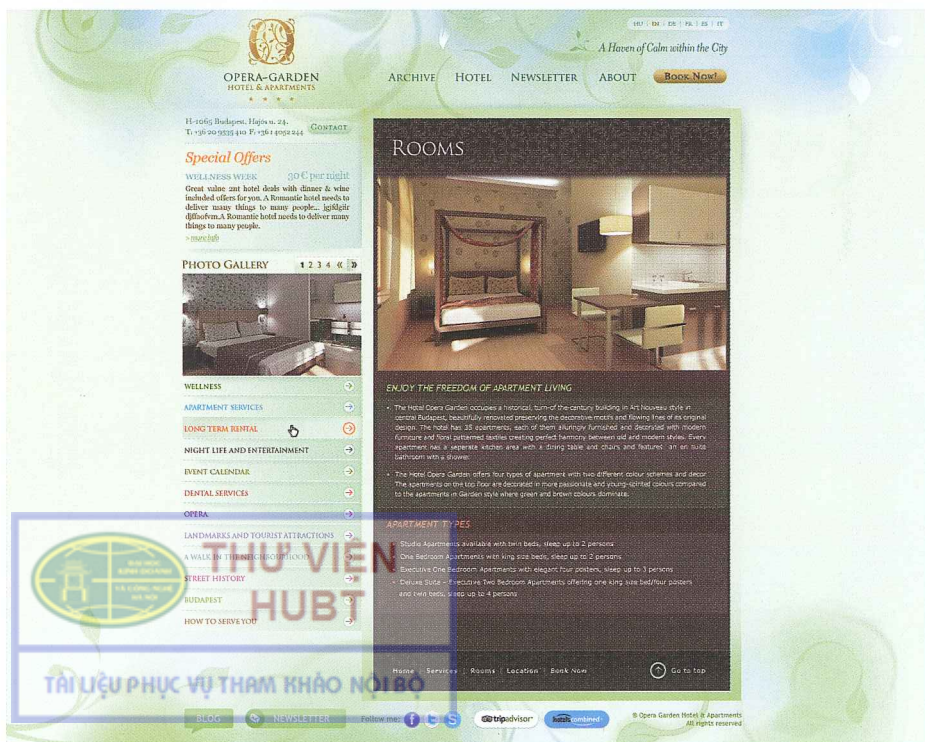
The reconstructed hotel waits its guests with

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.



THƯ VIỆN
HUBT

TÀI LIỆU PHỤC VỤ THAM KHẢO NỘI BỘ





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.



ZARA
boutique hotel

Client

Zara Hotels

Design Agency

Graphasel Design Studio (Hungary)

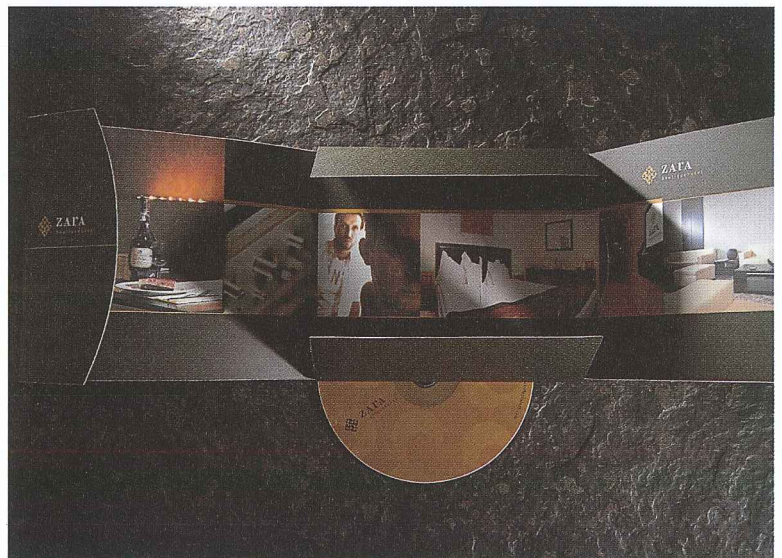
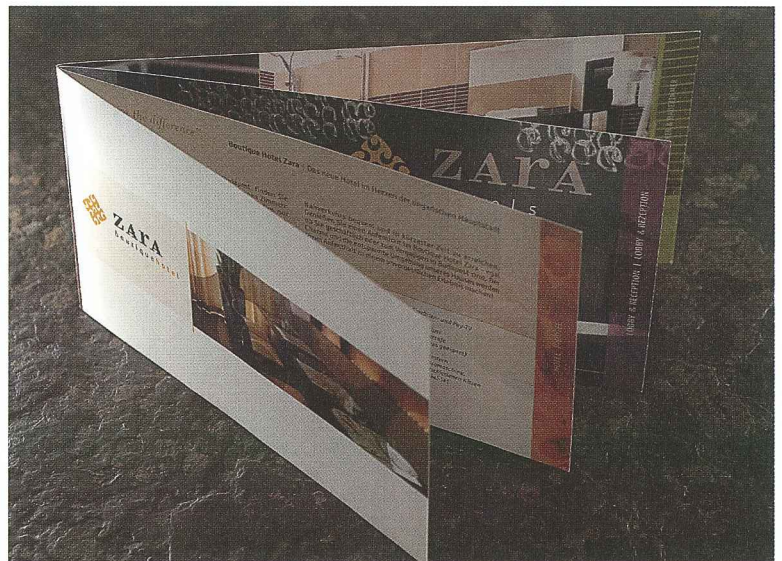
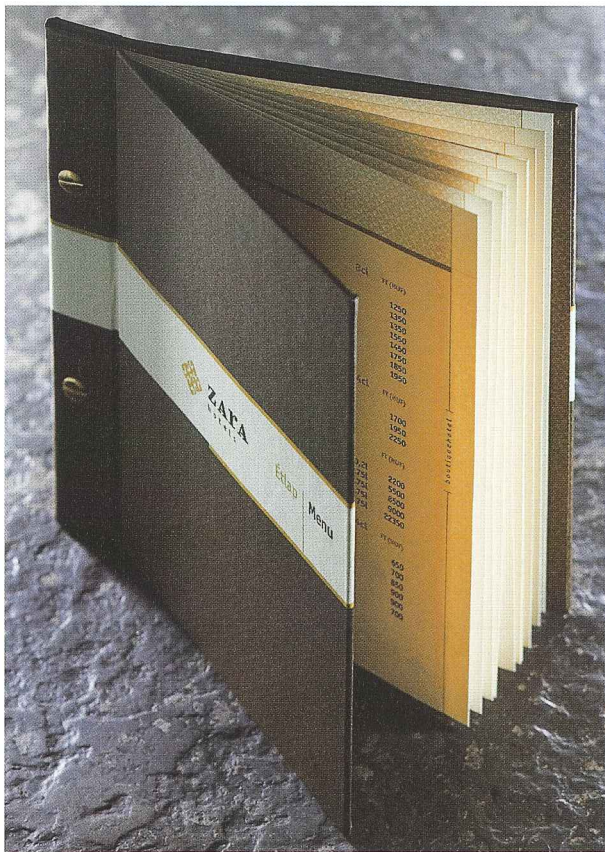
Designer


László Ördög, Péter Szóke,
David Drozsnyik

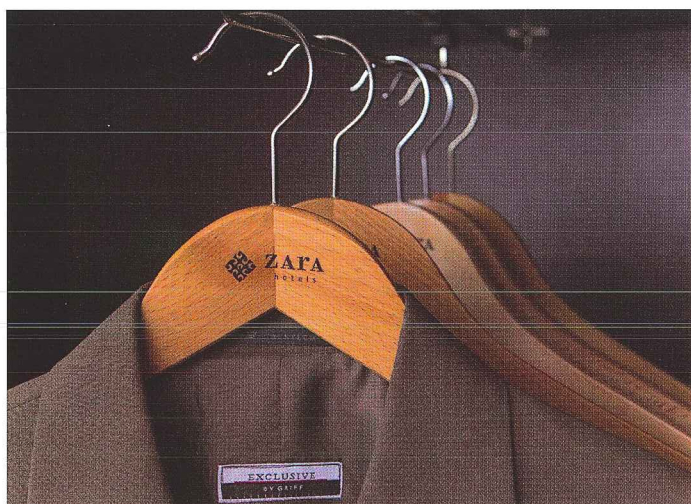
Photography

Attila Balázs

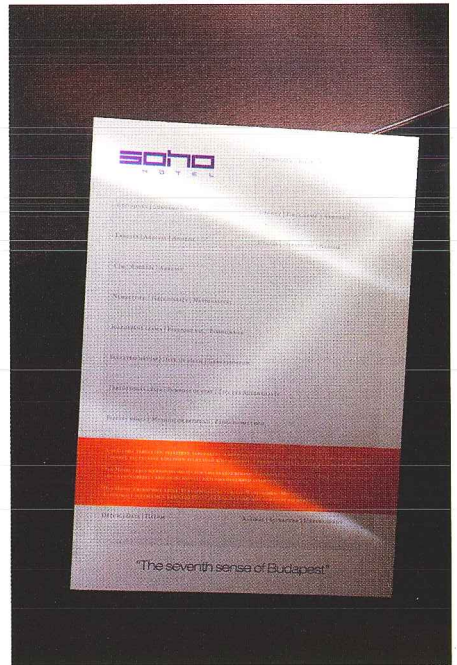
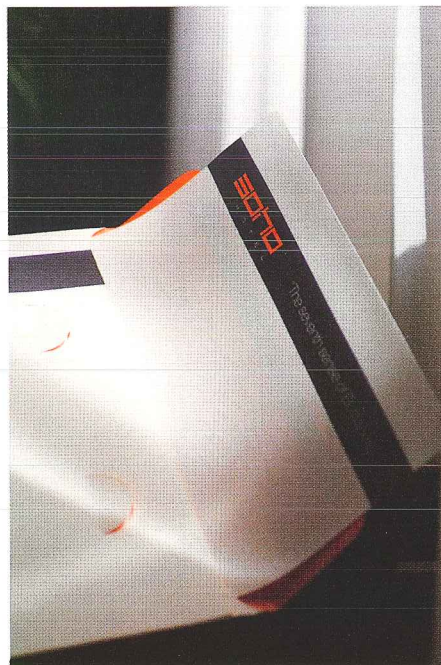
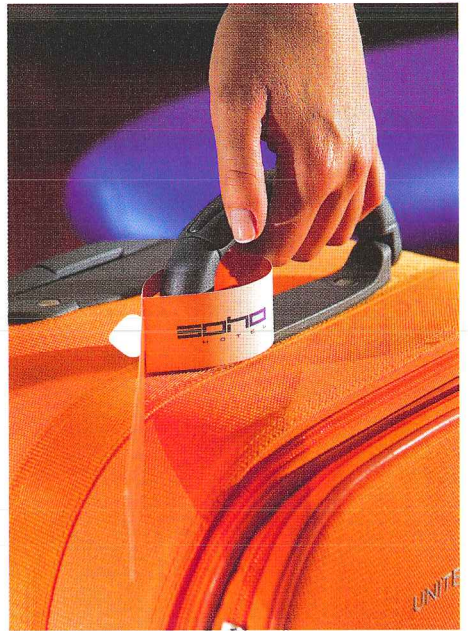





THƯ VIỆN HUBT
 TÀI LIỆU PHỤC VỤ THAM KHẢO NỘI BỘ







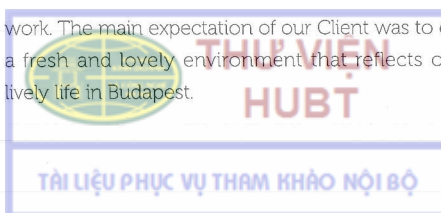
soho

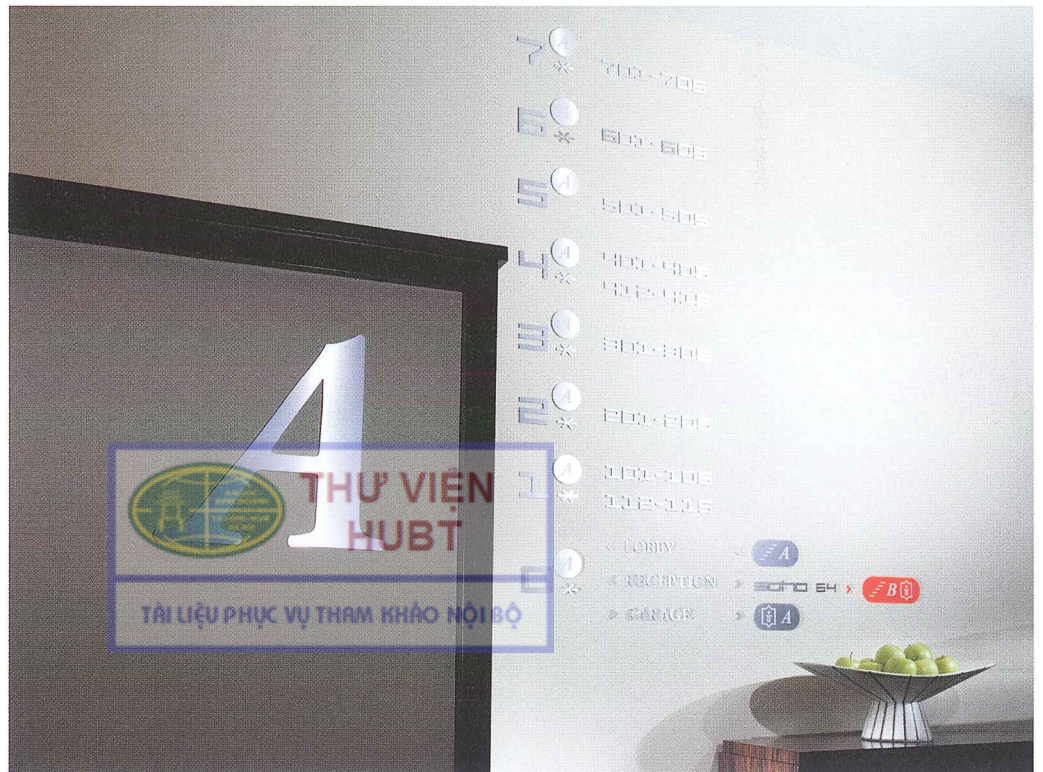
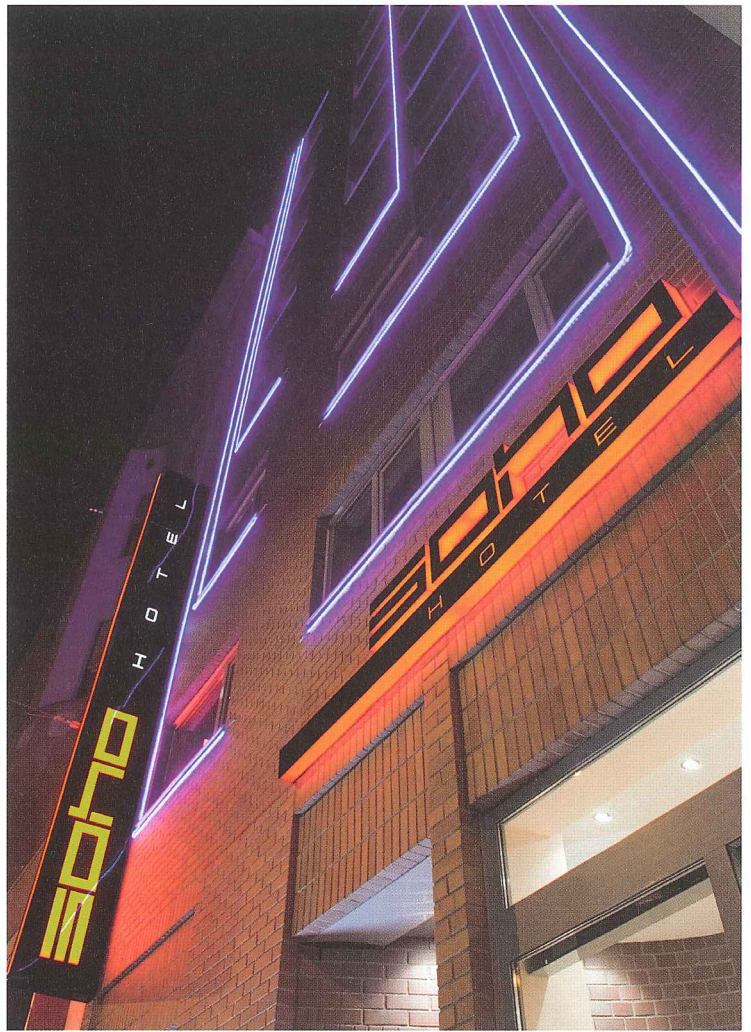
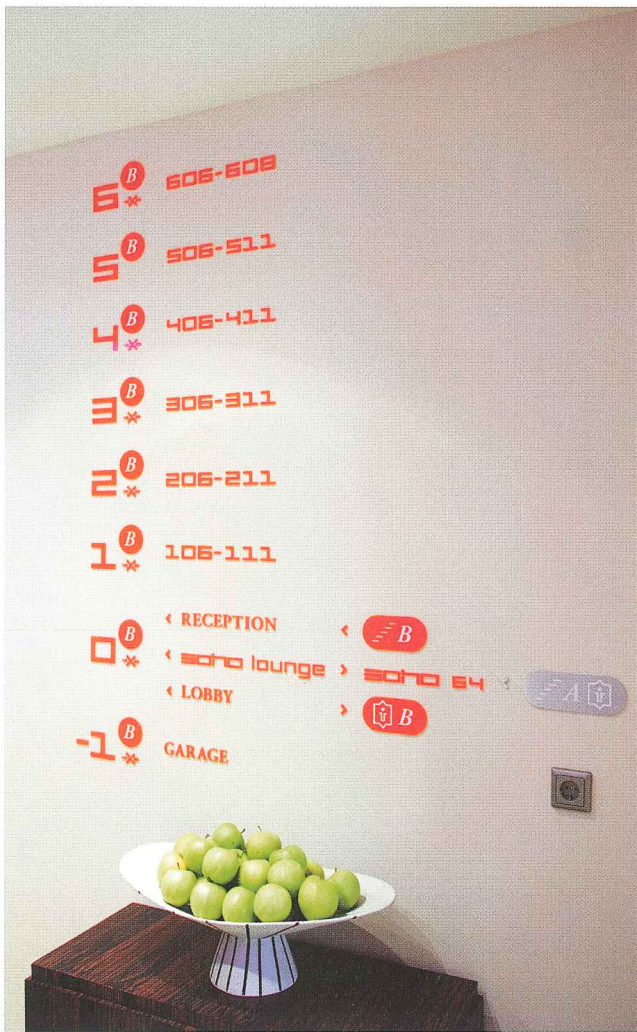
HOTEL

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.



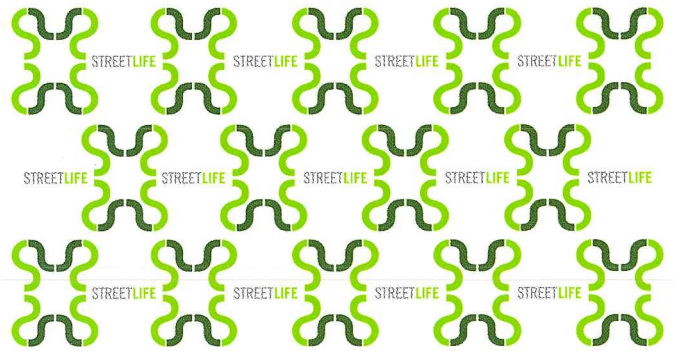


Client
Soho Hotel

Design Agency
Graphasel Design Studio (Hungary)

Designer
László Ördögh, David Drozsnyik,
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 Salsola, 33 - 74100 Taranto
Workshop:
Via Salsola, 33 - 74100 Taranto

tel: (+39) 099 7780924
fax: (+39) 099 7780915
web: www.street-life.it
e-mail: info@street-life.it



Dott.ssa Giuseppina
General Manager

mobile: +39 099 7780927
e-mail: info@street-life.it



STREETLIFE

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Lorem ipsum
Lorem ipsum ipsum
ipsum ipsum ipsum

25 NOV
CENTRO
CONGRESSI
ore 18.00



Nuove tecnologie
e prodotti innovativi:
il mondo Street Life



THƯ VIỆN
HUBT

TÀI LIỆU PHỤC VỤ THAM KHẢO NỘI BỘ

GIOVEDÌ
25 NOV
SALA 8B
(SALA CONGRESSI)
ore 10.00 - 11.30

STRADA
UTILE AL
100%



> +40%
-20° 100% -15%
> +50% -50%
65° 100% -50%
+20° -40% -50%
-10% 25° +x3
+50% 0% -15%
+40%

Street
LIFE
BITUMEN
INNOVATION
TECHNOLOGY



THƯ VIỆN
HUBT

TÀI LIỆU PHỤC VỤ THAM KHẢO NỘI BỘ



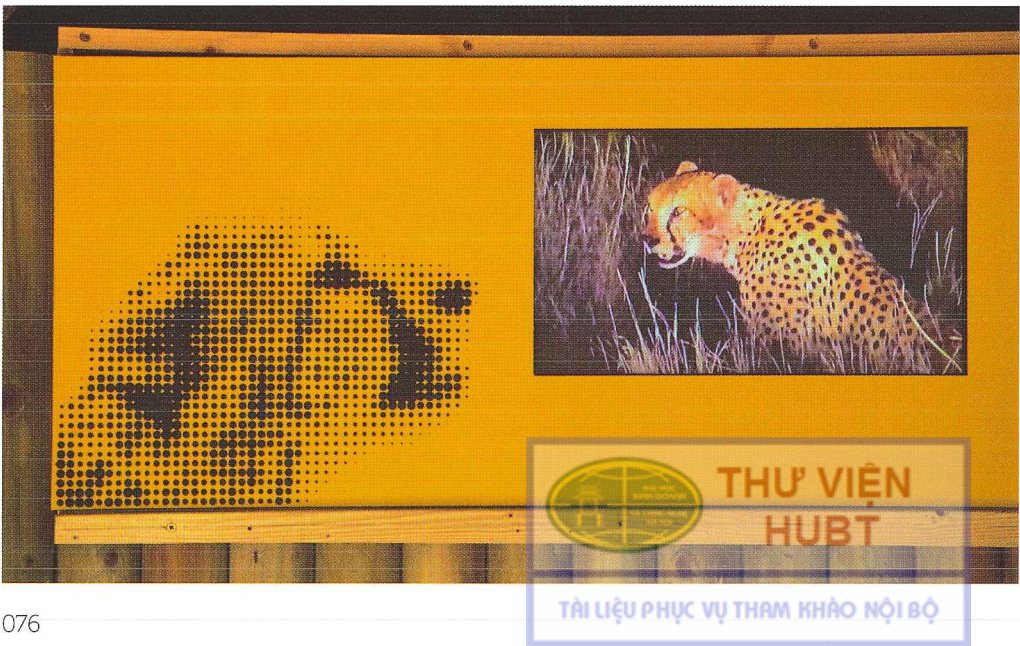


Savannah Tracks

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

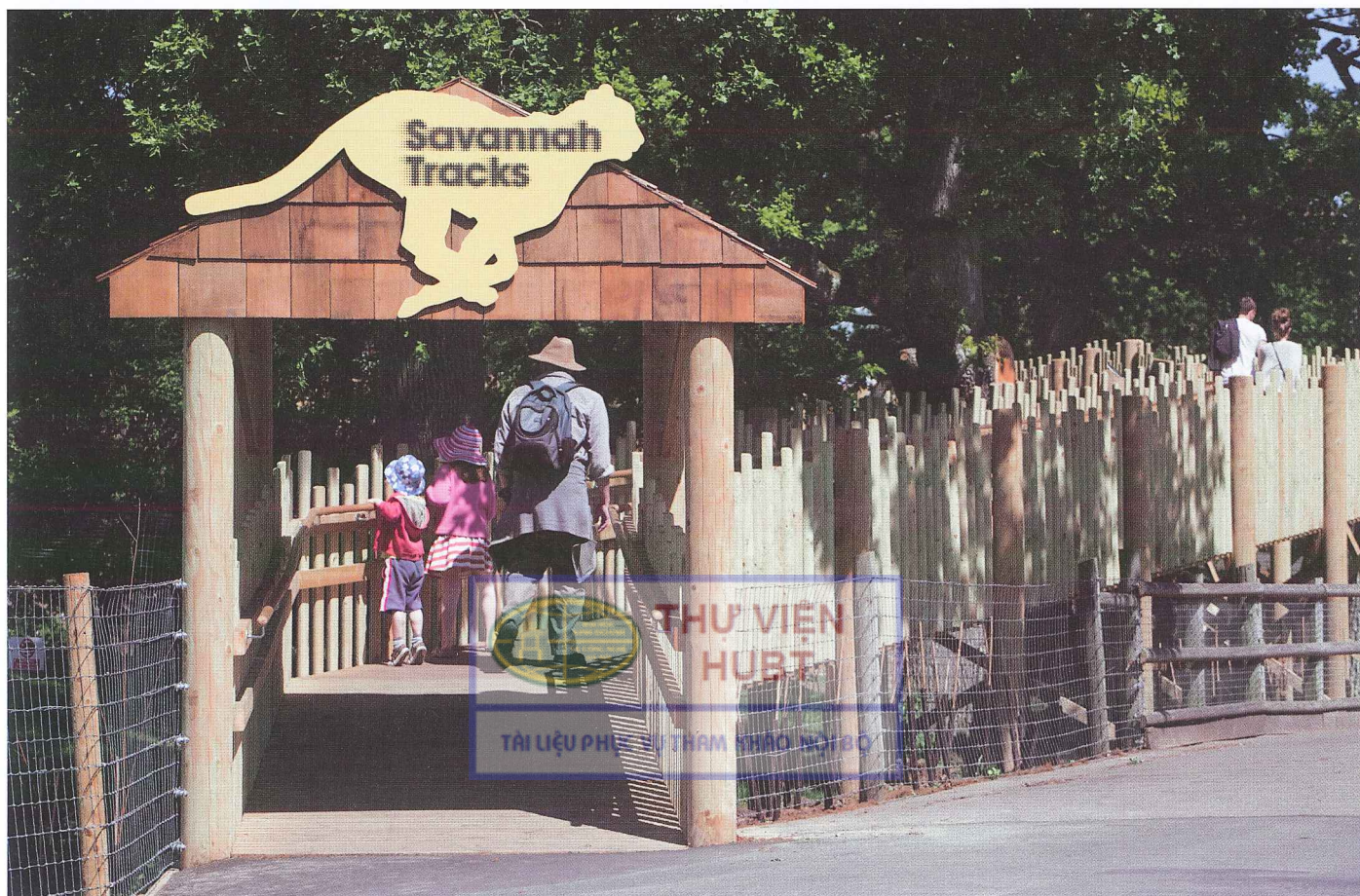
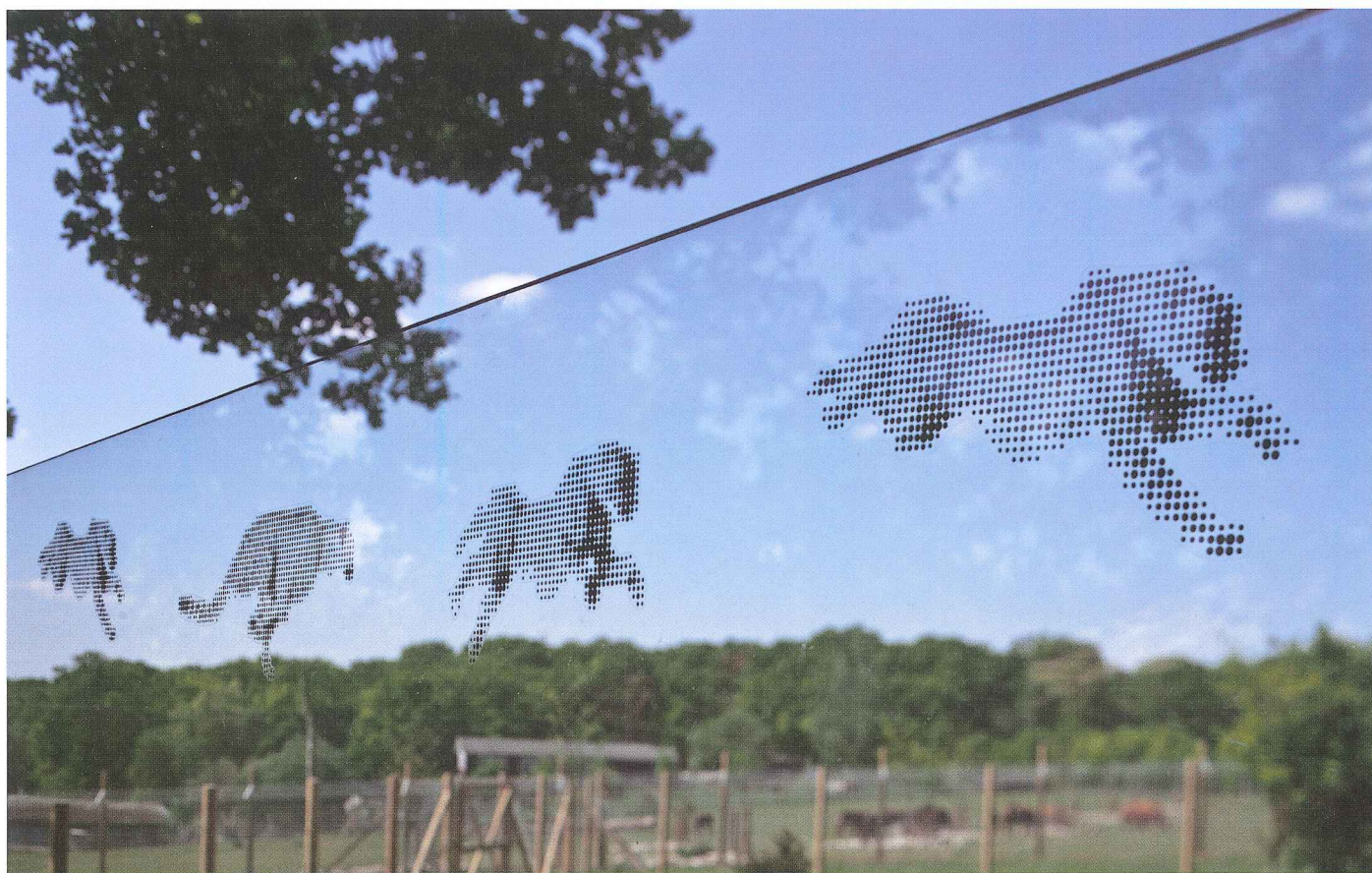
graphic interpretation of cheetahs. This language was used across typography and imagery. Project scope: Identity, wayfinding, manifestations, plasma screen housing, running track, advertising, invitations, screen savers.

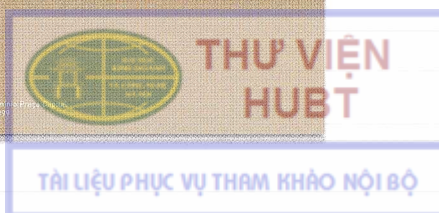
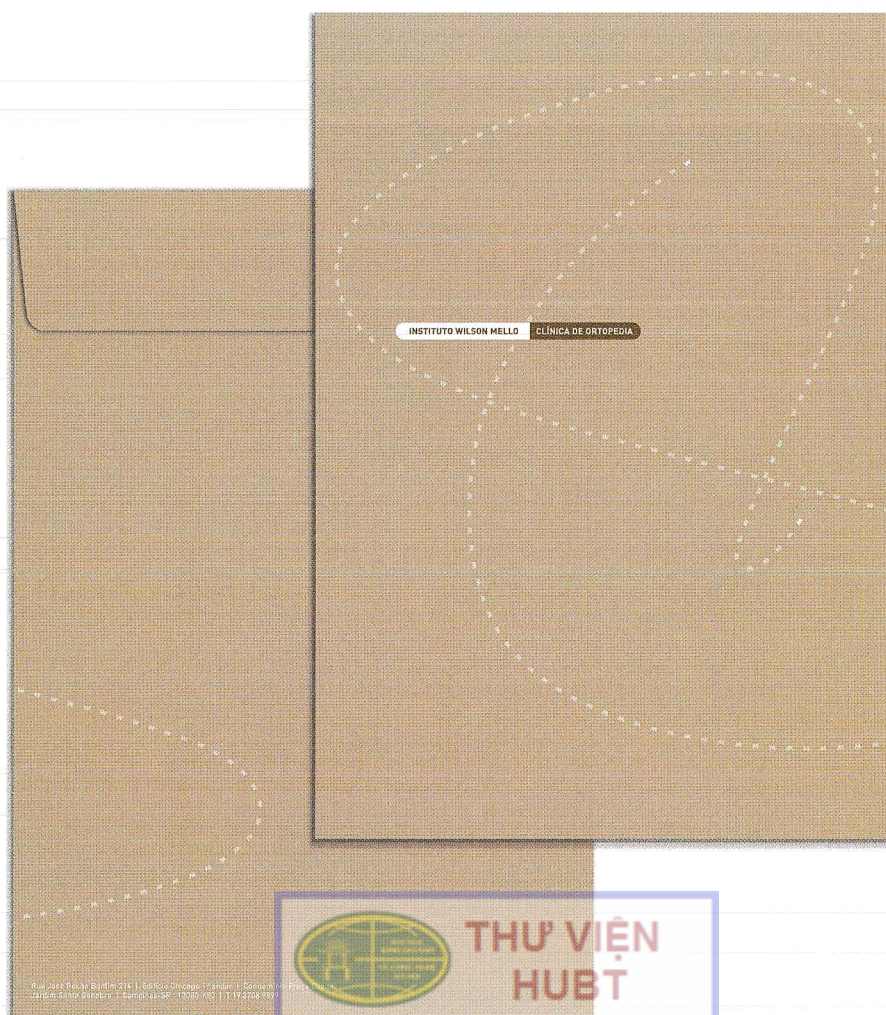
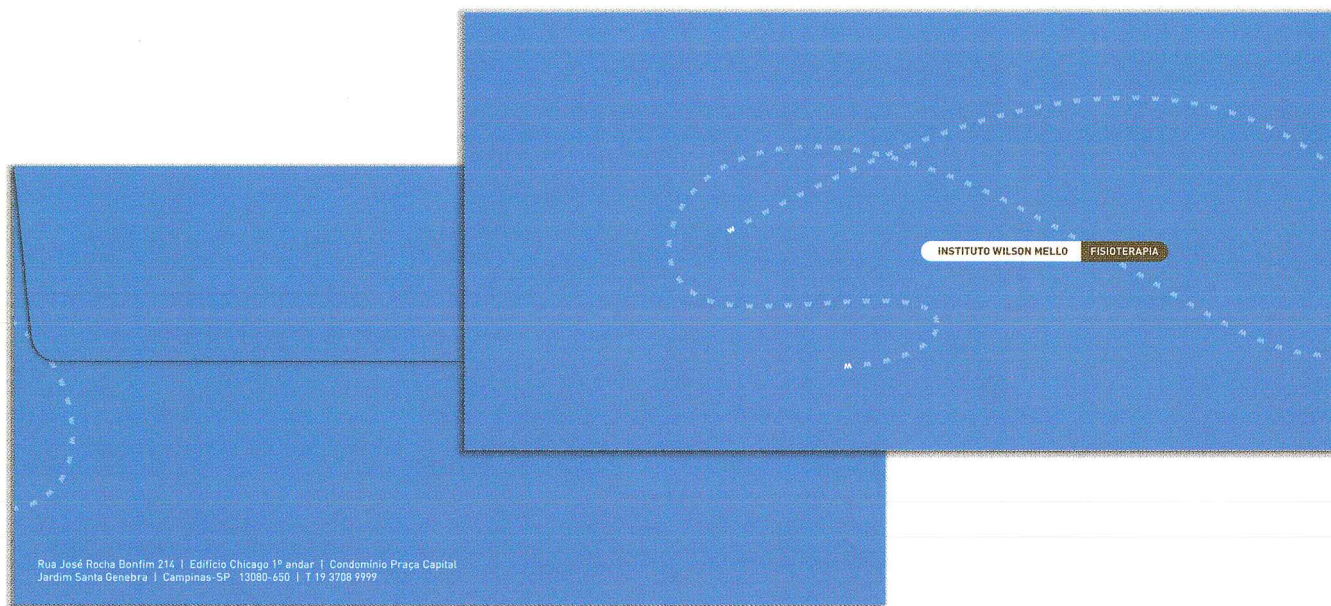


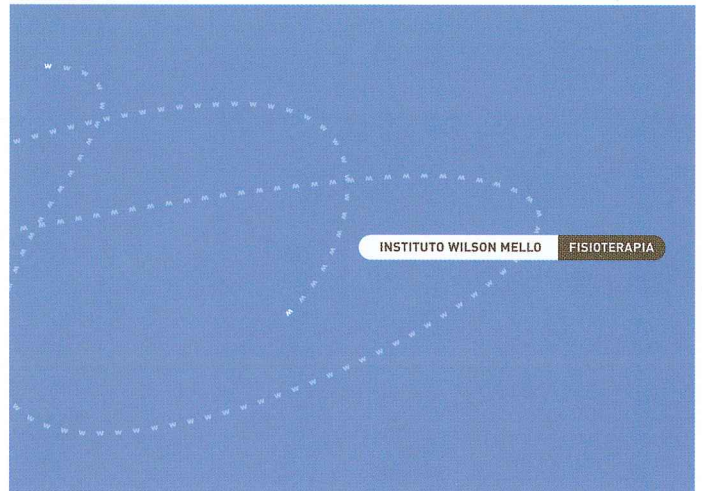
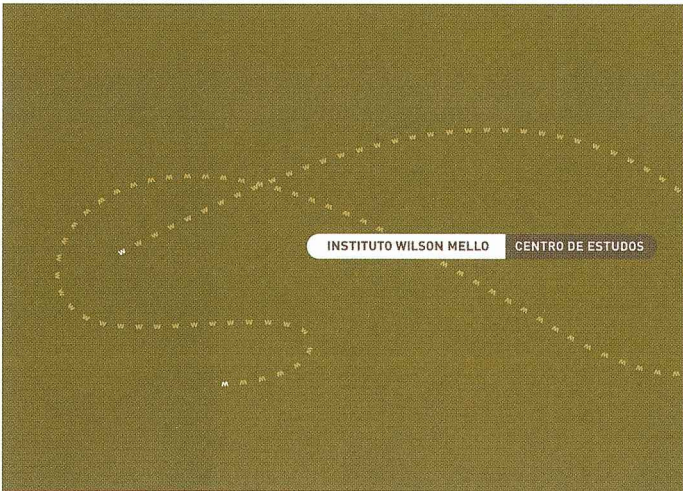
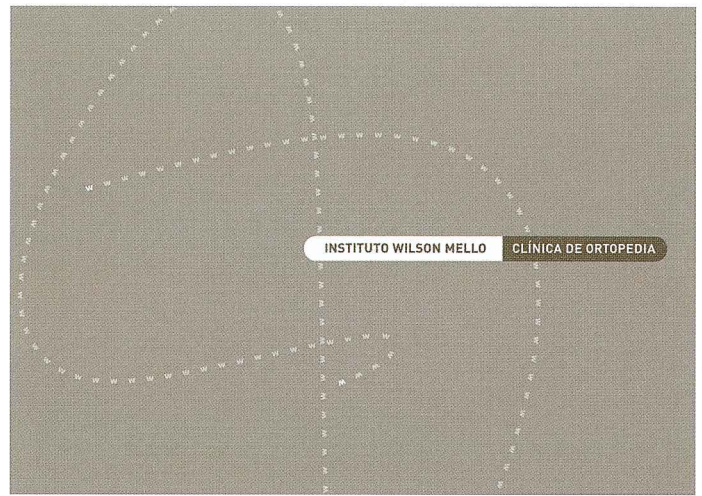
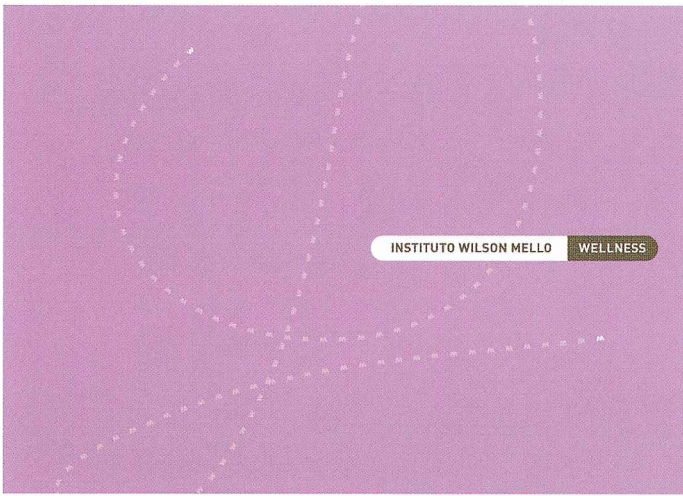
Client
Marwell Wildlife

Design Agency
Interabang (UK)

Designer
Adam Giles, Ian McLean







Design Agency
Casa Rex (Brazil)

Creative Director
Gustavo Piqueira

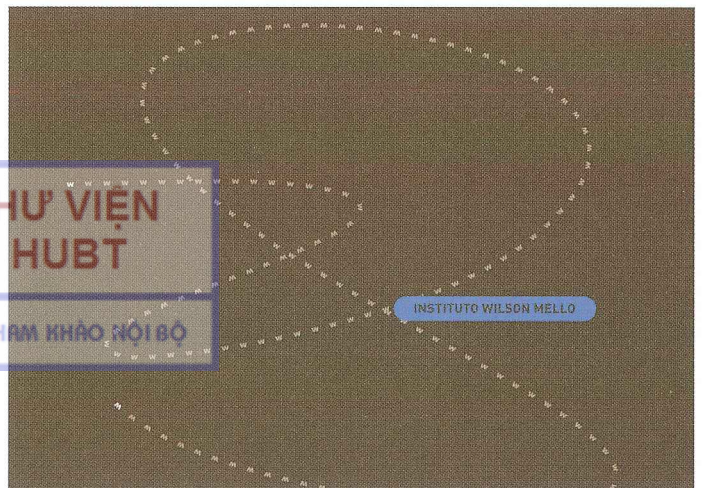
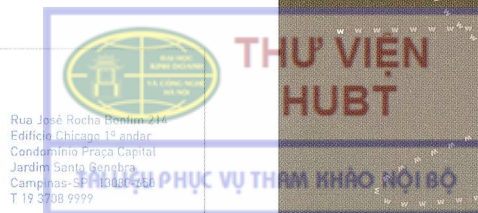
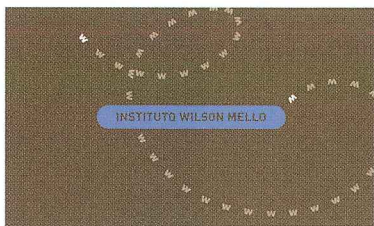
Designer
Gustavo Piqueira, Samia Jacintho

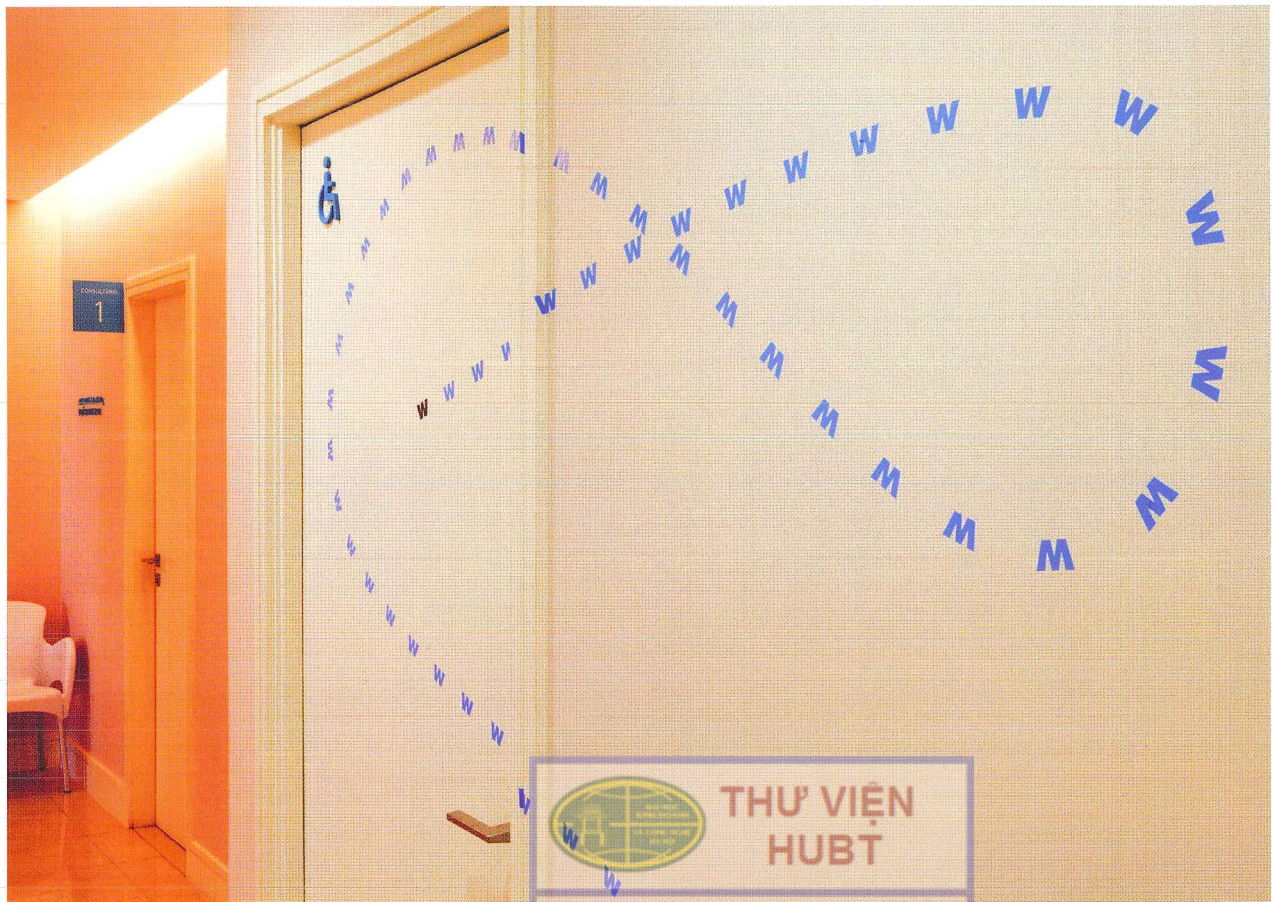
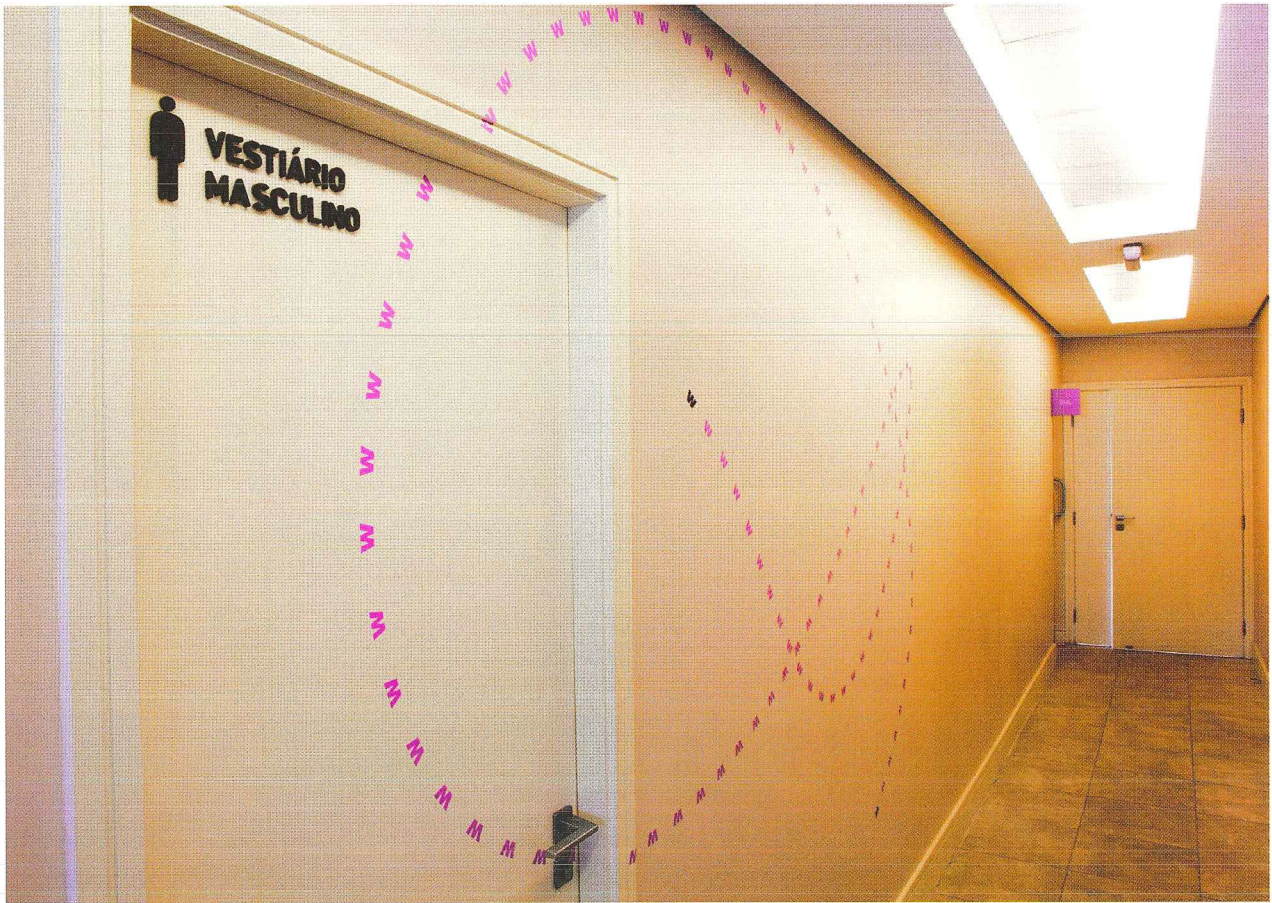
Assistant Designer
Camile Leão

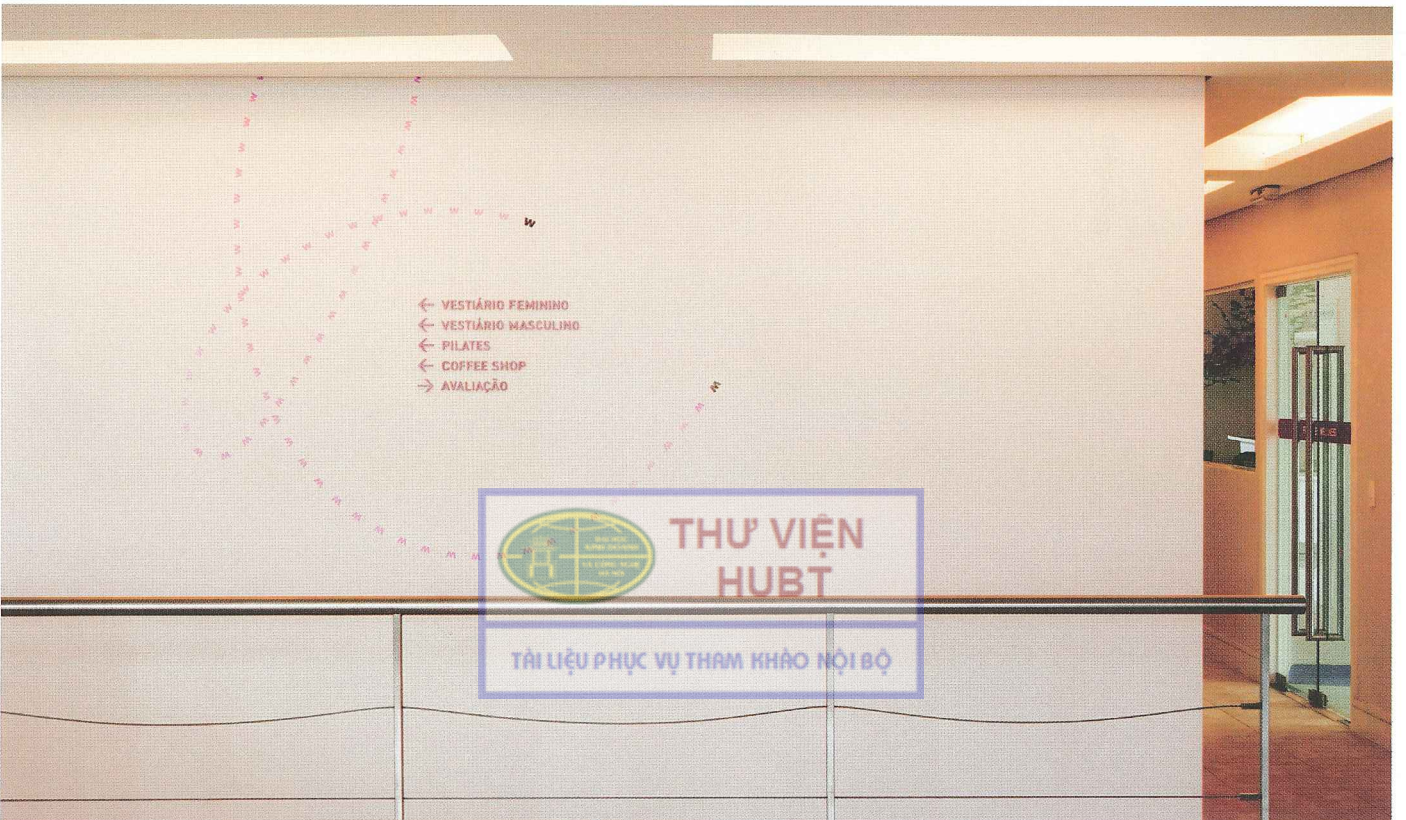
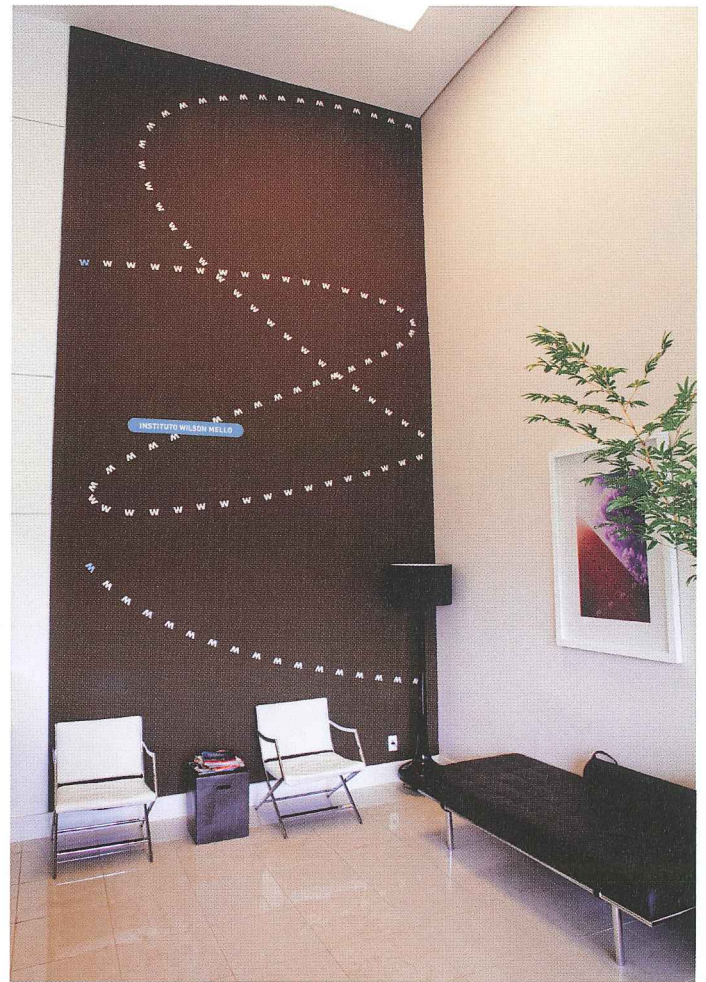
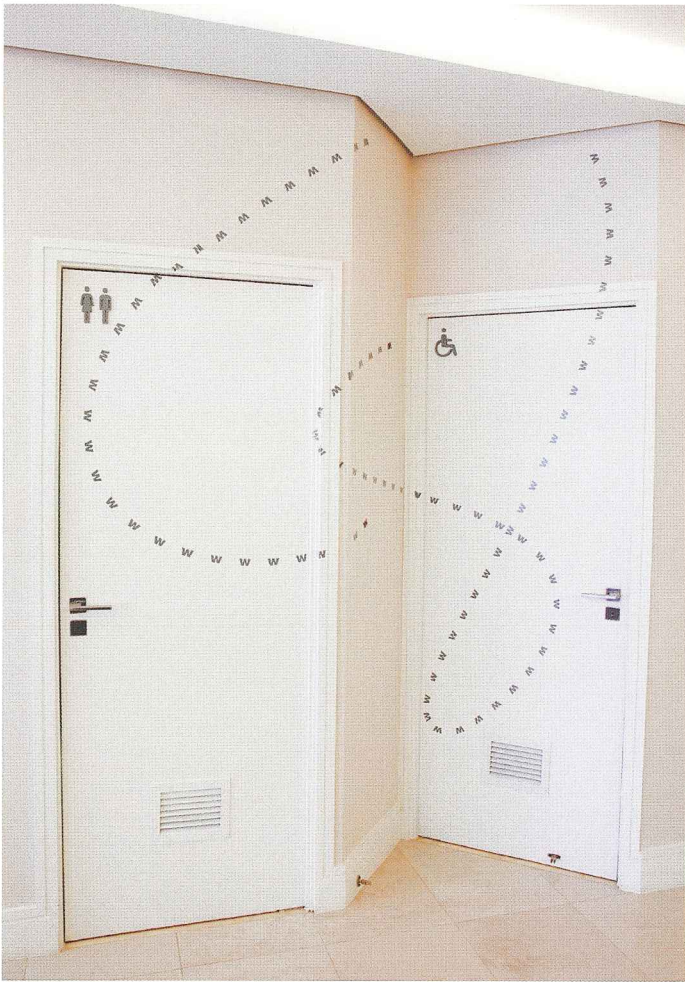
Visual identity for Wilson Mello Institute

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.









Autoescuela Castellar Identity

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

Client
Autoescuela Castellar

Design Agency
Brigada Creativa (Spain)

Designer
Raquel Catalan





HI

HI
HERING

HI
THE STRONGEST PROFILE

HERING
THE STRONGEST PROFILE

HERING



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 Raguz

Art Director

Stjepan Barbarić

Designer

Manlio Napoli, Ana Zovko





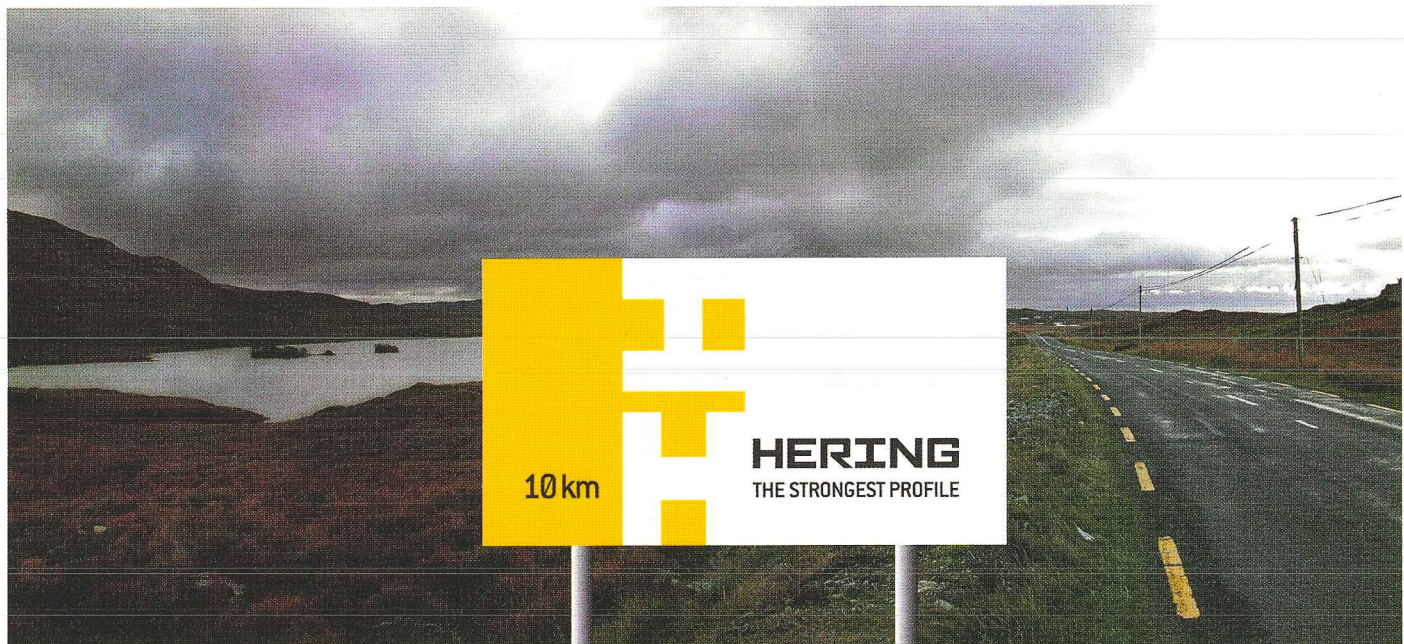


HI
HERING

Hering dd za projektiranje i graditeljstvo Široki Brijeg
adresa: BA-89220 Široki Brijeg, Pravo bb
tel: (+387 99) 705 198, 705 988 www.hering.ba

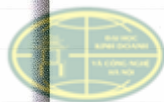
NAZIV PROJEKTA

SPORTSKA DVORANA



10 km

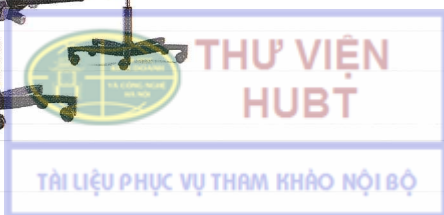
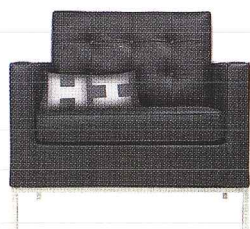
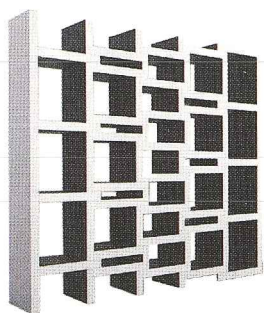
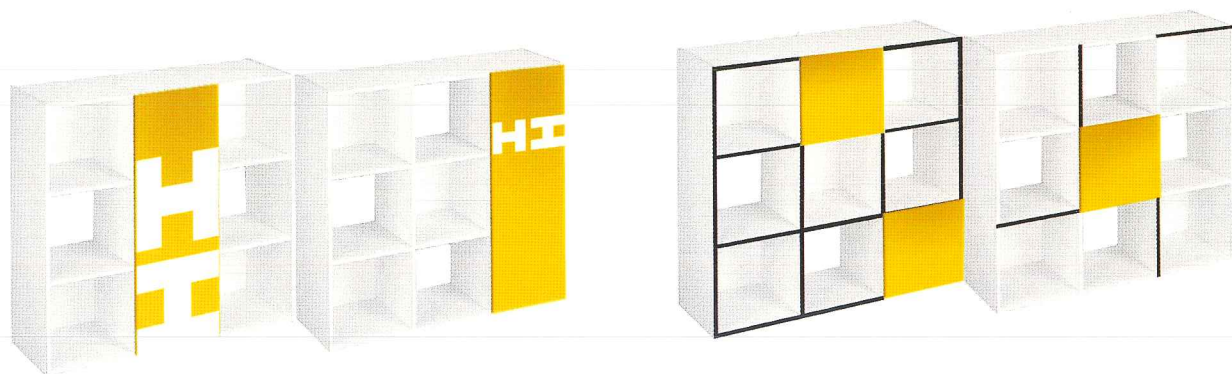
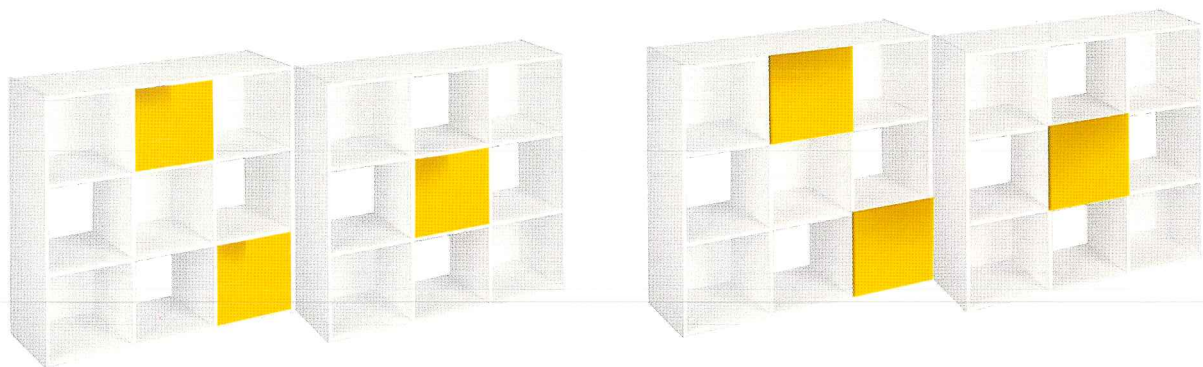
HERING
THE STRONGEST PROFILE

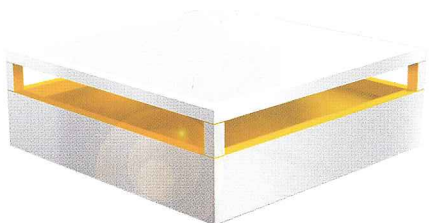


**THƯ VIỆN
HUBT**

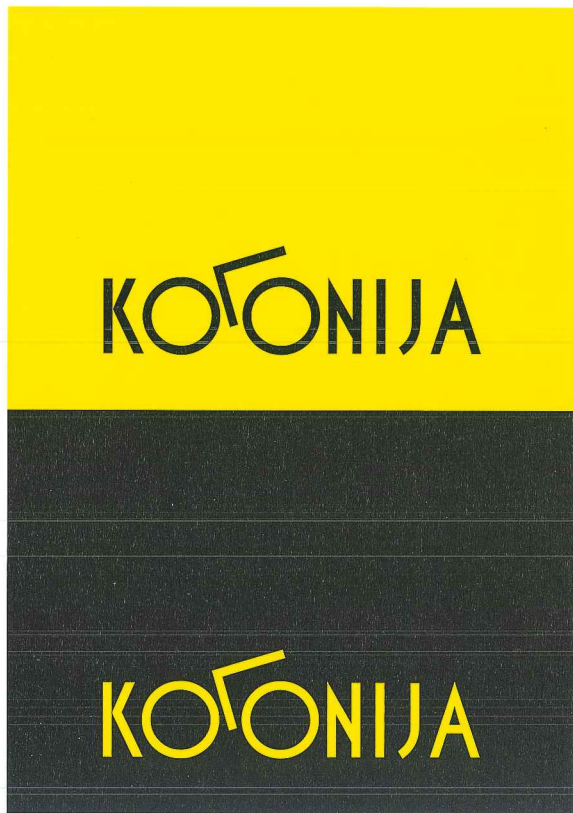
TÀI LIỆU PHỤC VỤ THAM KHẢO NỘI BỘ







THƯ VIỆN
HUYT
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

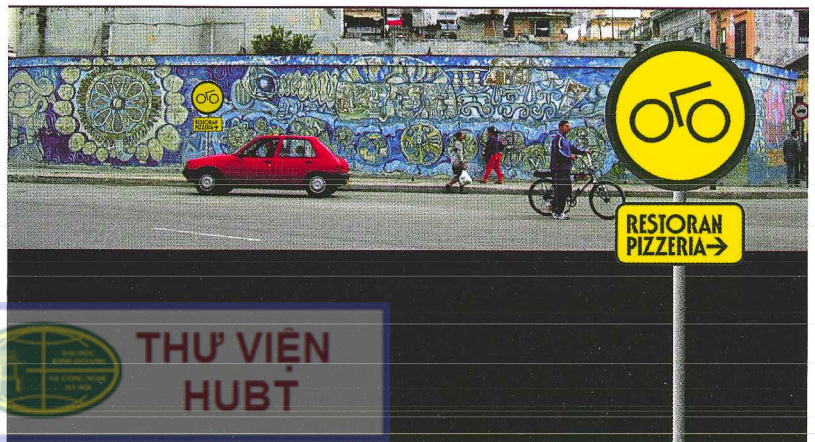
Miro Raguž

Art Director

Stjepan Barbarić

Designer

Manlio Napoli, Ana Zovko



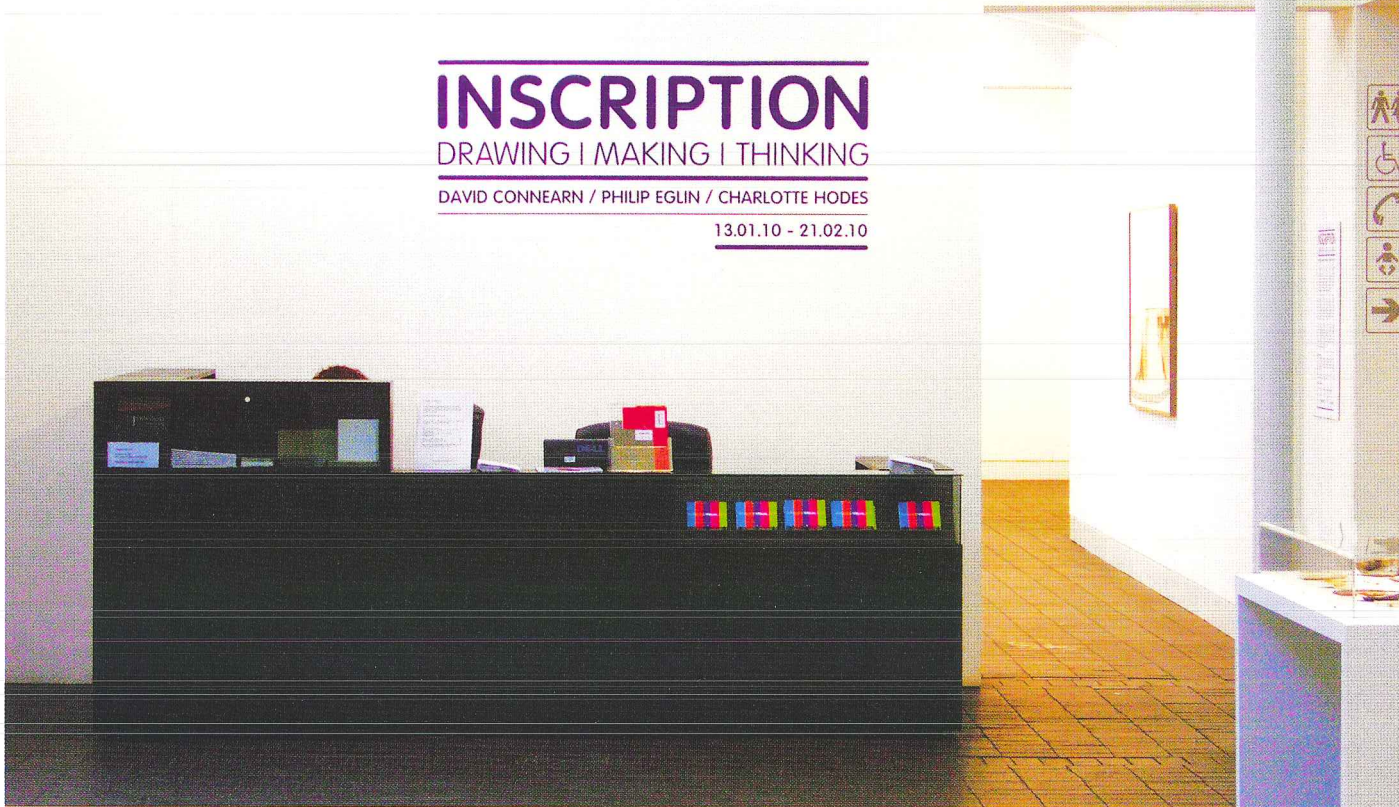


INSCRIPTION

DRAWING | MAKING | THINKING

DAVID CONNEARN / PHILIP EGLIN / CHARLOTTE HODES

13.01.10 - 21.02.10



Jerwood Encounters - Insrcription

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

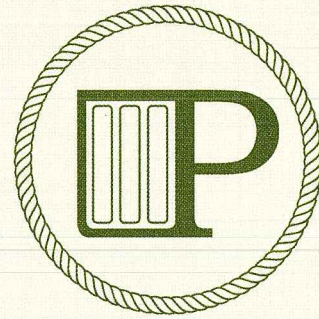
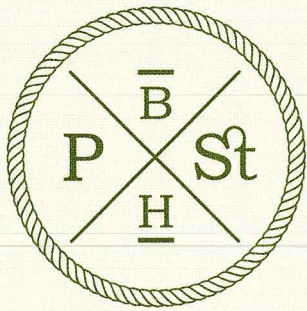
Graham Sykes, Robert Walmsley

Photography

Sebastian Matthes



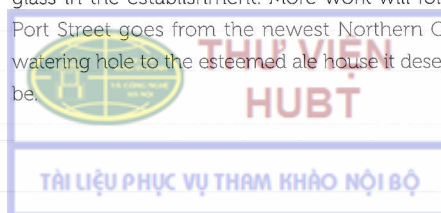


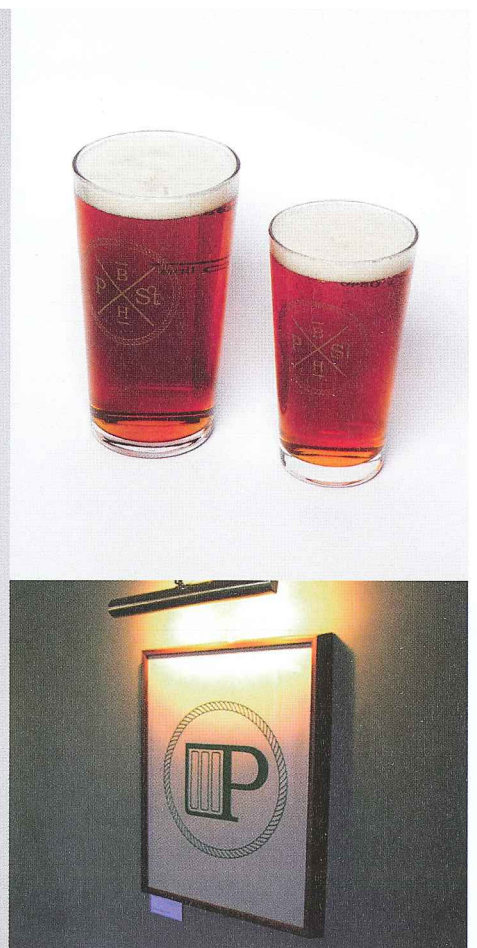
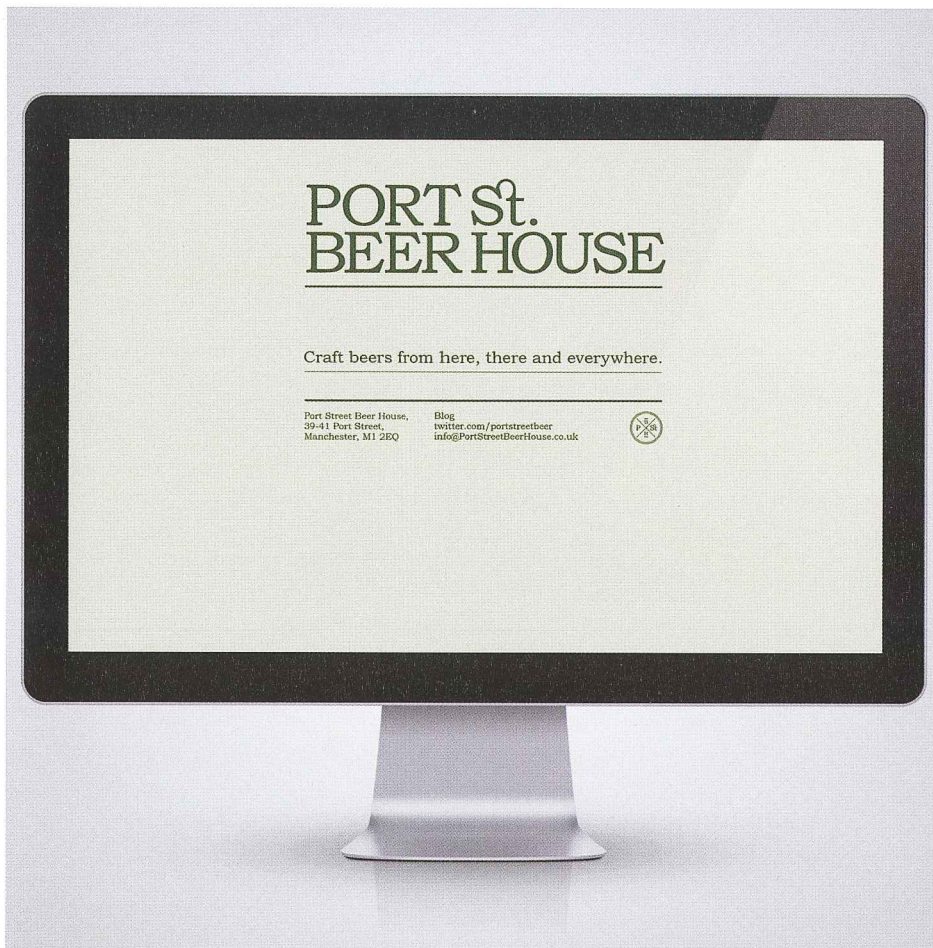


Identity and Promotion

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.





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

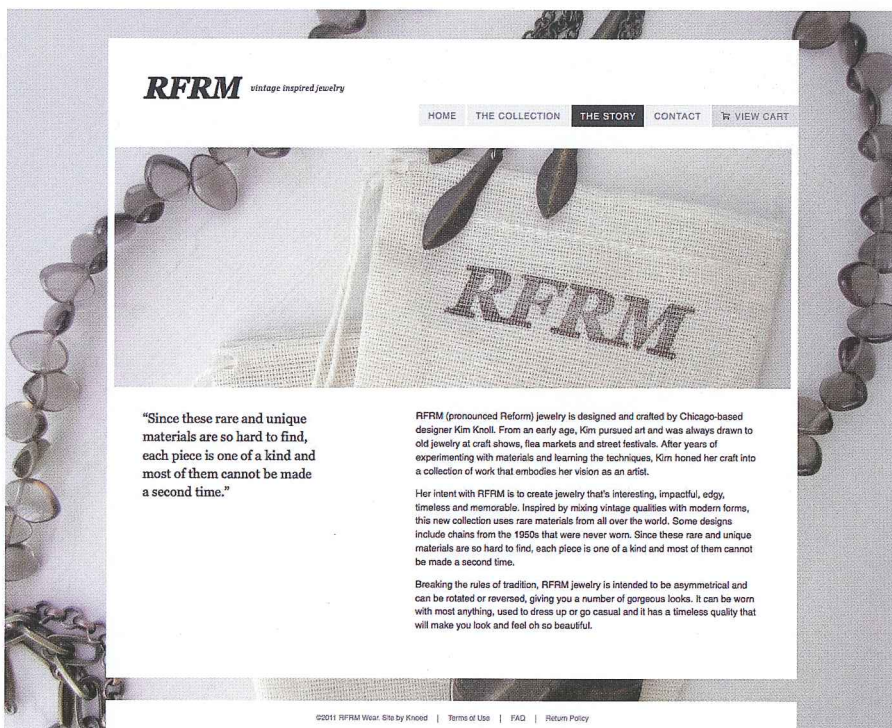
Web Developer

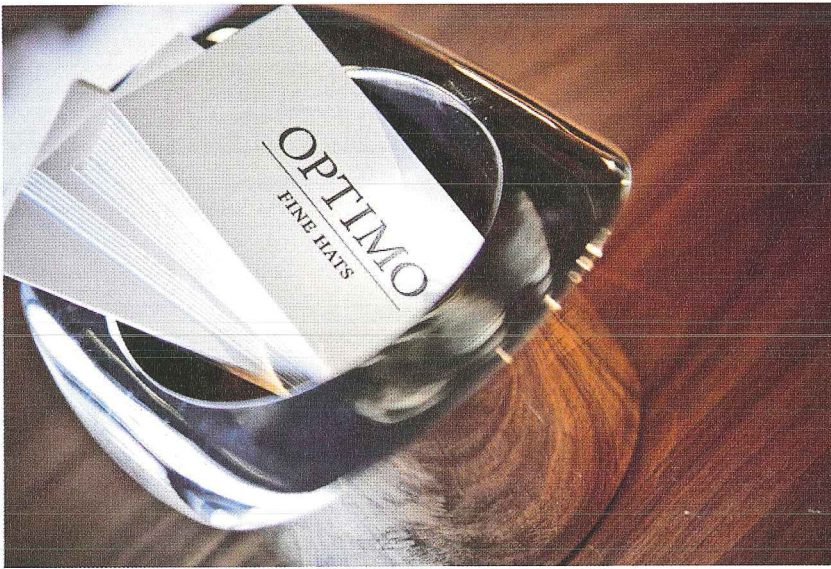
Kyle Eertmoed



THƯ VIỆN
HUY

TÀI LIỆU PHỤC VỤ THAM KHẢO NỘI BỘ





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

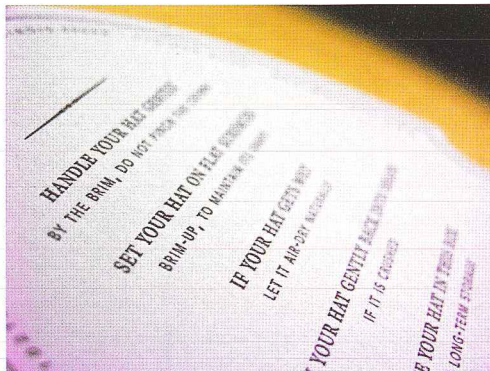
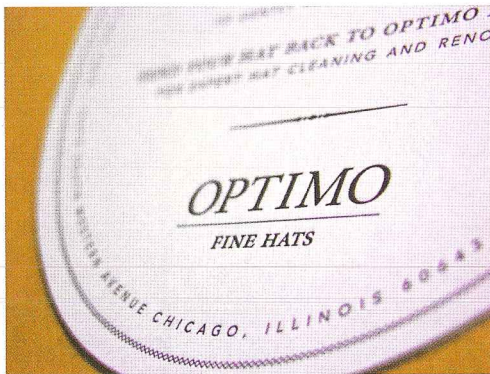
Knoed Creative (USA)

Creative Director/Designer

Kyle Eertmoed

Photography

Tadd Myers, Chris Lake



HANDLE YOUR HAT GENTLY
BY THE BRIM, DO NOT PINCH THE CROWN

SET YOUR HAT ON FLAT SURFACES
BRIM-UP, TO MAINTAIN ITS SHAPE

IF YOUR HAT GETS WET
LET IT AIR-DRY NATURALLY

FORM YOUR HAT GENTLY BACK INTO SHAPE
IF IT IS CRUSHED

PLACE YOUR HAT IN THIS BOX
FOR LONG-TERM STORAGE

STORE YOUR HAT
IN A COOL, DRY ENVIRONMENT

USE A LINT ROLLER
TO GENTLY REMOVE DUST AND DEBRIS

SEND YOUR HAT BACK TO OPTIMO ANNUALLY
FOR EXPERT HAT CLEANING AND RENOVATION



THƯ VIỆN
HUYẾT
OPTIMO
FINE HATS

TÀI LIỆU PHỤC VỤ THAM KHẢO NỘI BỘ

THE OPTIMO MILAN STRAW

Bringing Back A Legend



Early in my apprenticeship, my mentor, master hatter Johnny Tyson, 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 Milans, 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 true 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 that this brand 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.

IN THIS ISSUE

PAGE 11
The Optimo Milan Straw

PAGE 11
The Straw with the Golden Hue

PAGE 11
The Optimo Difference

PAST ISSUES

From the Hatter's Bench—June One
A to Z Issue One

From the Hatter's Bench—June Two
Cellophone Day

DOWNLOAD

From the Hatter's Bench—June Three
Download this issue

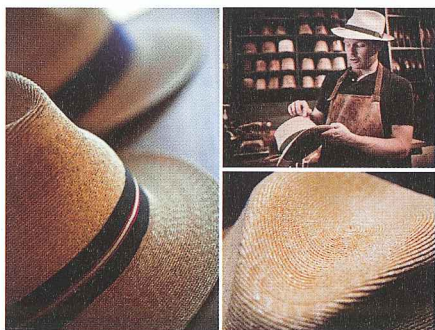
HISTORY OF THE NAME MILAN



The Milan brand is produced from a special type of wheat that grows where soil conditions contain a high percentage of sand. In the 1900s, it was originally called the "Dovonville Twist", after the region in England which yielded the optimal soil. The wheat was also produced in Switzerland, Belgium, Italy, Japan and China, but production in these locales divided as China became the strongest supplier. By the 1920s, production was essentially limited to China.

In the 1950s, to circumvent the U.S.-placed embargo on Chinese goods, the Chinese brand was sent to Italy, where it was woven together into "hat bodies", marked "made in Italy", then shipped to the U.S. The general belief is that these hats, shipped from Milan, led U.S. hatmakers to call these hats "My Luns", hence the name and mispronunciation used today.

Contrary to this belief, the Milan got its name much earlier, when Italian milliners of "Dovonville Twist" arrived in Britain in the mid-1800s. In 1887, the first Chinese versions were imported to Britain, by then referred to as "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, hatmakers have mostly abandoned making the Milan in the last 50 years, due to the high cost of producing the brand. The Milan found on the market now is invariably made with hemp, synthetic fibers, or a very coarse version of the straw braid.

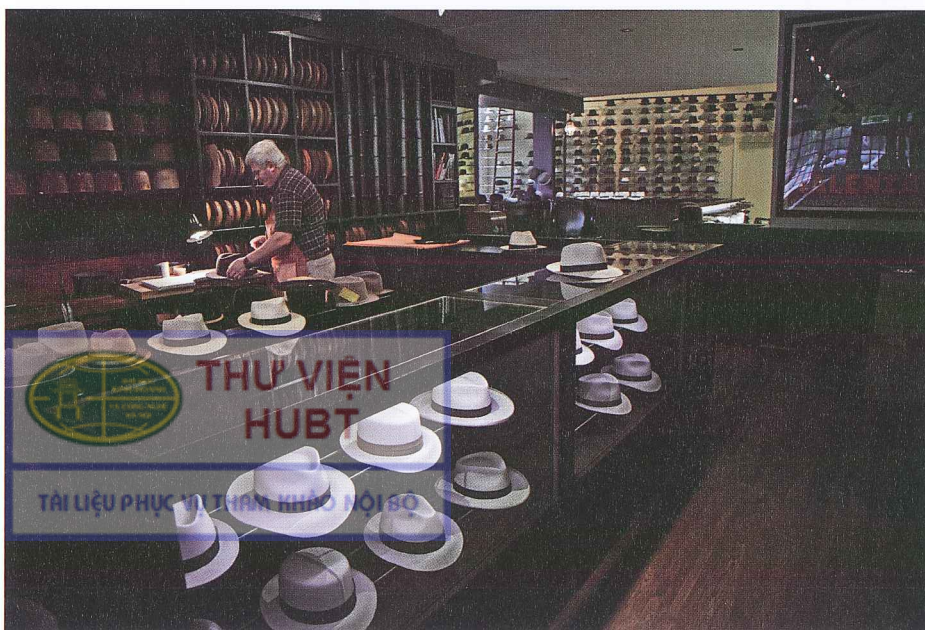
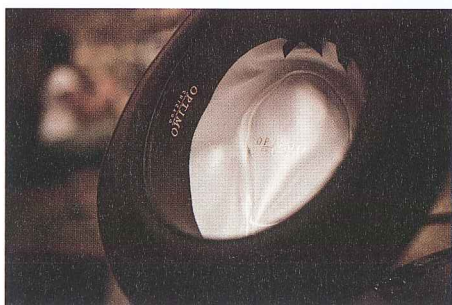
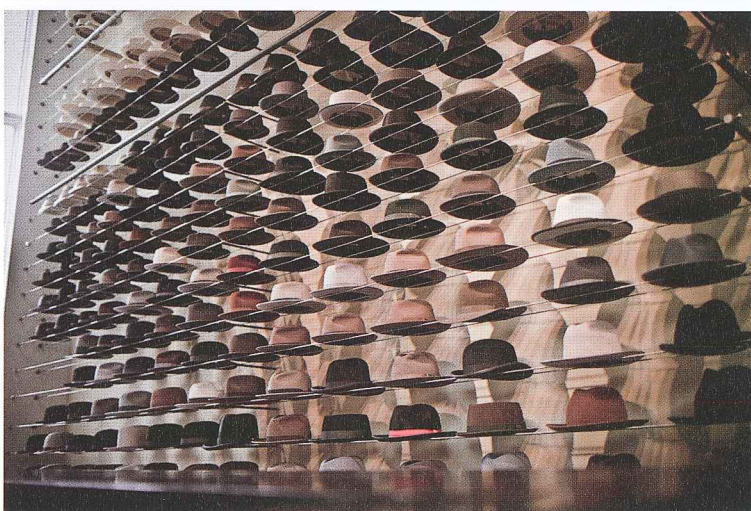
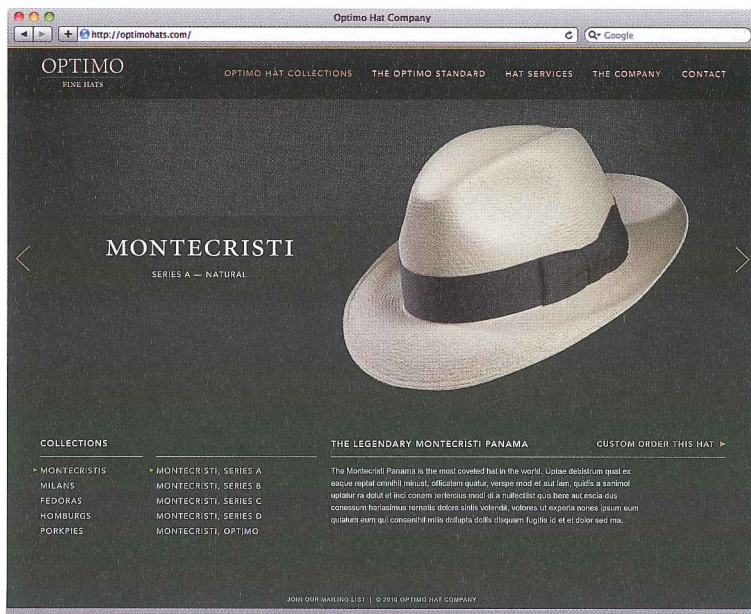
Optimo is proud to bring the authentic Milan hat back from extinction, returning to the time-consuming, high quality construction methods of the Milans of yesteryears half a century ago. We located the region in China which first began making this weave in the 1800s and encouraged them to produce a straw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

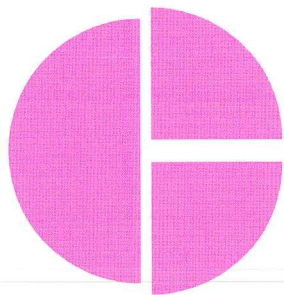
of the Milan name: finely woven and richly colored. We have achieved this by reinstating the following methods:

- Proper harvesting of straw (appropriate time of year, no fertilizer, protection of the crop)
- Quality control in selecting straw, sorting straw, bundling straw braid, sewing 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

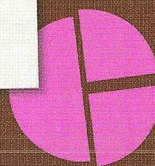




CAKE UNION

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

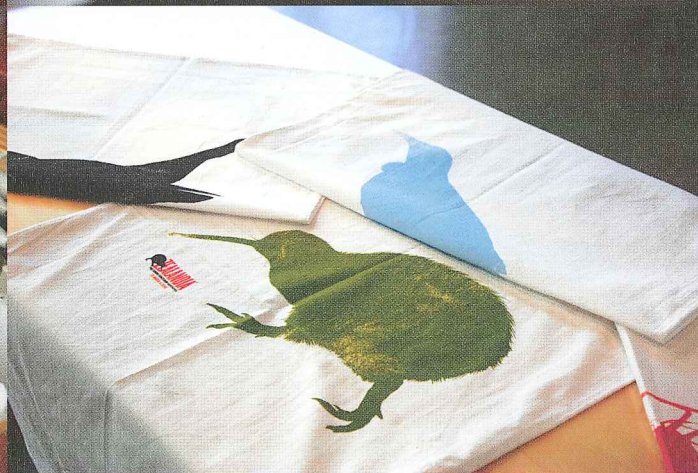
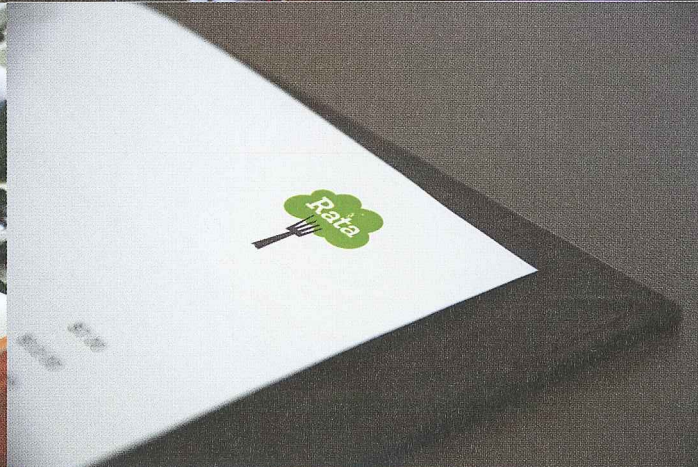
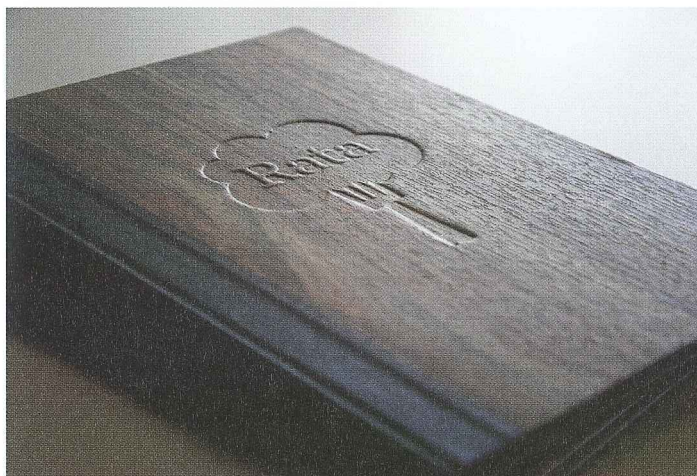
Zealandia brand. The café concept brief differed from the store as it needed to be a standalone brand and a destination in its own right. It did, however, need to be consistent with the Zealandia brand values by incorporating sustainability.

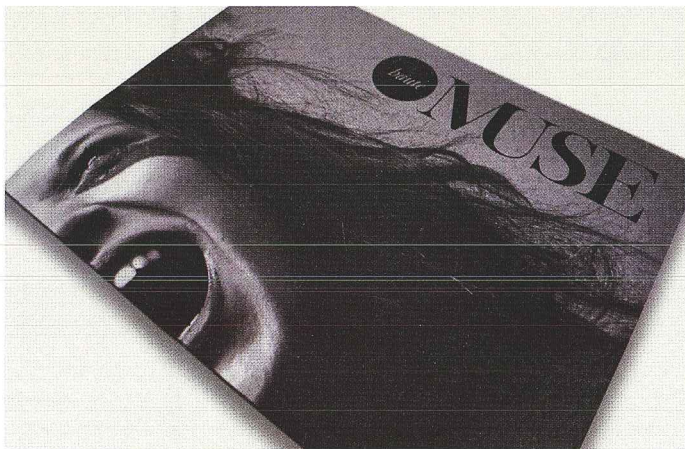


Client
Zealandia

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

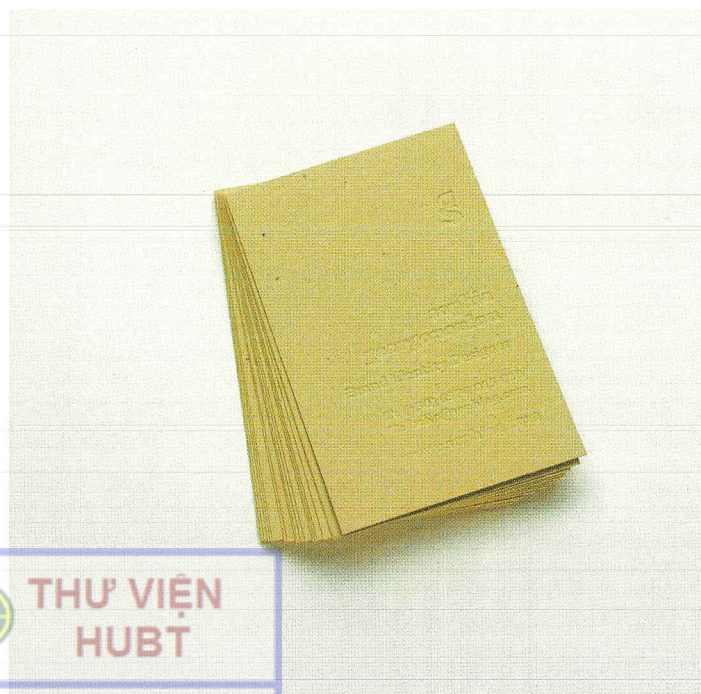




Sophia Georgopoulou Corporate Identity

A logo was created based on the initials of the designer's name ('S' for Sophia and 'G' for Georgopoulou, in lowercase). This designed with in 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.



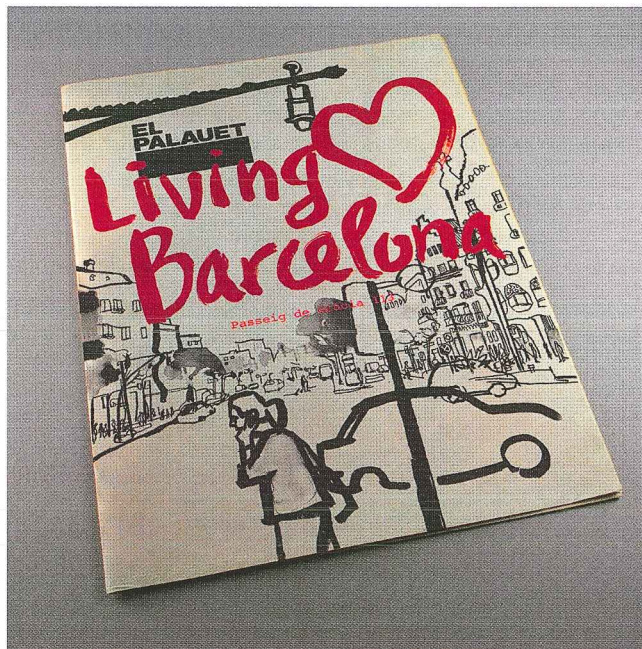


Client
Sophia Georgopoulou

Designer
Sophia Georgopoulou (Greece)

Photography
Michalis Kloukinas

EL PALAUET Living Barcelona



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

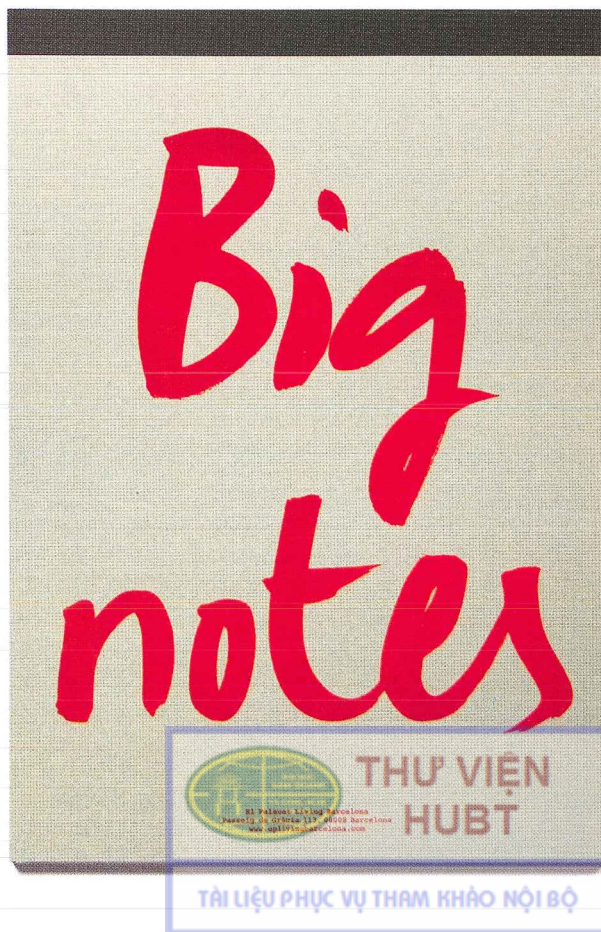
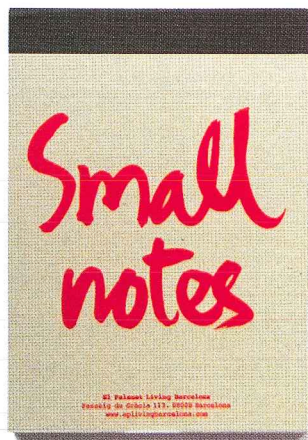
Marnich Associates (Spain)

Designer

Wladimir Marnich and Iris Tàrraga

Lettering

Pol Montserrat

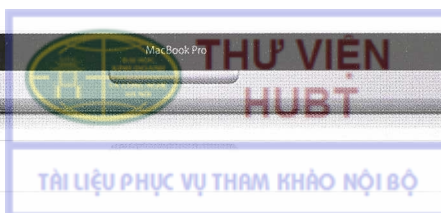
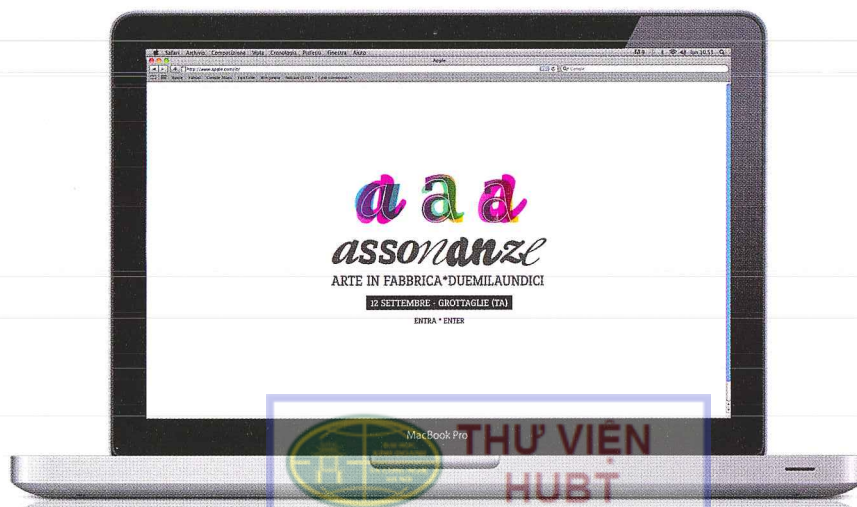


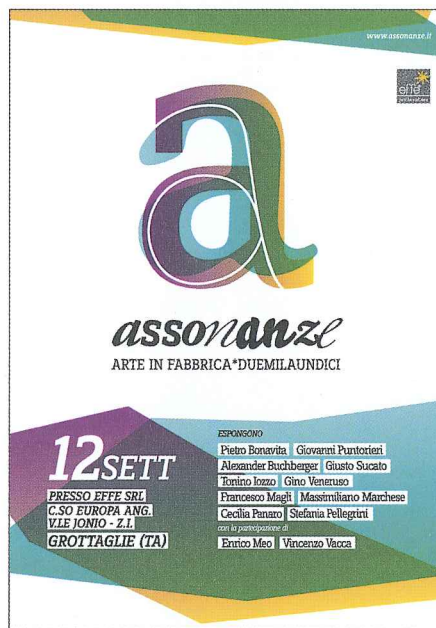
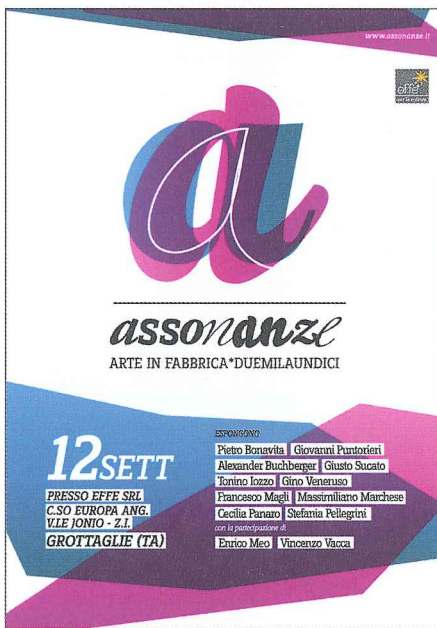




assonanze

ARTE IN FABBRICA*DUEMILAUNDICI





Assonanze

Assonanze (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.

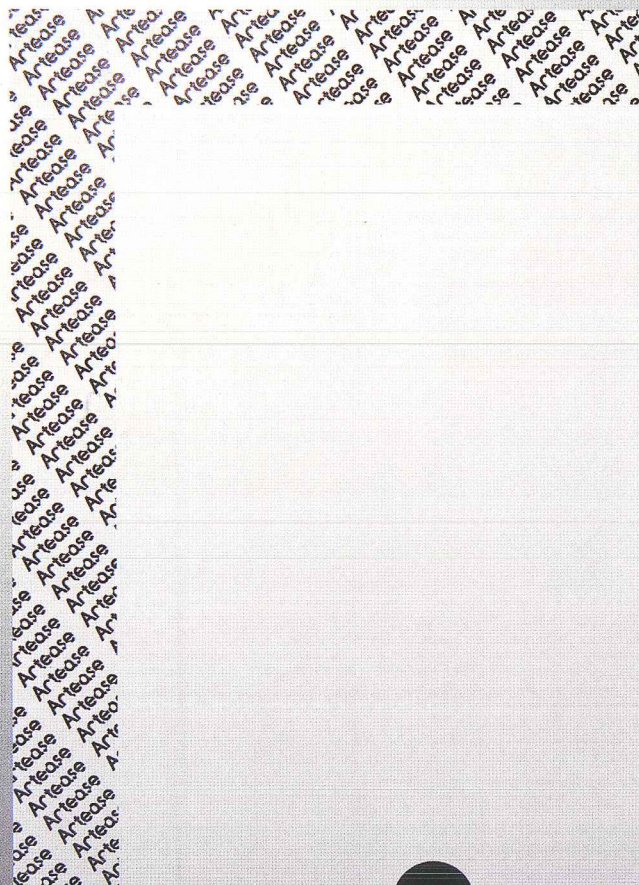


Client
Effe srl

Design Agency
L'enfant (Italy)

Designer
Pierfrancesco Annicchiarico





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



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

Tea

Tea	紅茶	綠茶
Black Tea	紅茶	1.90 2.70
Jasmine Green Tea	茉莉綠茶	1.90 2.70
Dabong Tea	仙王茶	1.90 2.70
Passion Fruit Rose Tea	百香果玫瑰茶	2.40 3.50
Peach Camomile Tea	桃子洋甘菊茶	2.40 3.50
Lemon Tea	檸檬茶	2.90 4.30
Honey Black Tea	蜂蜜紅茶	2.90 4.30
Passion Fruit Green Tea	百香果綠茶	2.90 4.30
Peach Green Tea	桃子綠茶	2.90 4.30
Plum Green Tea	李子綠茶	2.90 4.30

Tea + Milk

Tea + Milk	奶茶	綠茶
Milk Tea	奶茶	2.40 3.50
Green Milk Tea	綠茶	2.40 3.50
Dabong Milk Tea	仙王茶	2.40 3.50
Honey Milk Tea	蜂蜜茶	2.90 4.30
Tea Latte	奶茶	3.50 4.90
Caromel Milk Tea	焦糖茶	2.90 4.30
Hazelnut Milk Tea	榛子茶	2.90 4.30
Vanilla Milk Tea	香草茶	2.90 4.30

Tea + Chew

Tea + Chew	奶茶	綠茶
Bubble Milk Tea	奶茶	2.40 3.50
Bubble Caromel Fresh Milk Tea	奶茶	3.50 4.90
Hazelnut Milk Tea with Tapioca	奶茶	3.50 4.90
Grass Jelly Milk Tea	奶茶	3.50 4.90
Al Yu Ice Tea	奶茶	3.50 4.90
Passion Fruit Green Tea with Aloe	奶茶	3.50 4.90
Peach Green Tea with Coconut Jelly	奶茶	2.90 4.30

Pudding / Jelly

Pudding / Jelly	奶茶	綠茶
Caromel Egg Pudding	奶茶	2.40
Tea Jelly	奶茶	2.10
Coffee Jelly	奶茶	2.10
Grass Jelly	奶茶	2.10

Cocoa / Coffee

Cocoa / Coffee	奶茶	綠茶
Cocoa	奶茶	2.90 4.30
Chocolate Milk	巧克力牛奶	2.90 4.30
Milo Latte	麥芽奶茶	2.90 4.30
Café Mocha	摩卡	3.50 4.90
Caromel Macchiato	焦糖奶茶	3.50 4.90
Cappuccino	卡布奇諾	3.50 4.90
Black Coffee (no milk)	黑咖啡	2.40 3.50
Coffee (no milk)	咖啡	2.90 4.30
Café Latte (no milk)	拿鐵	3.50 4.90

Artease

Artease



1 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

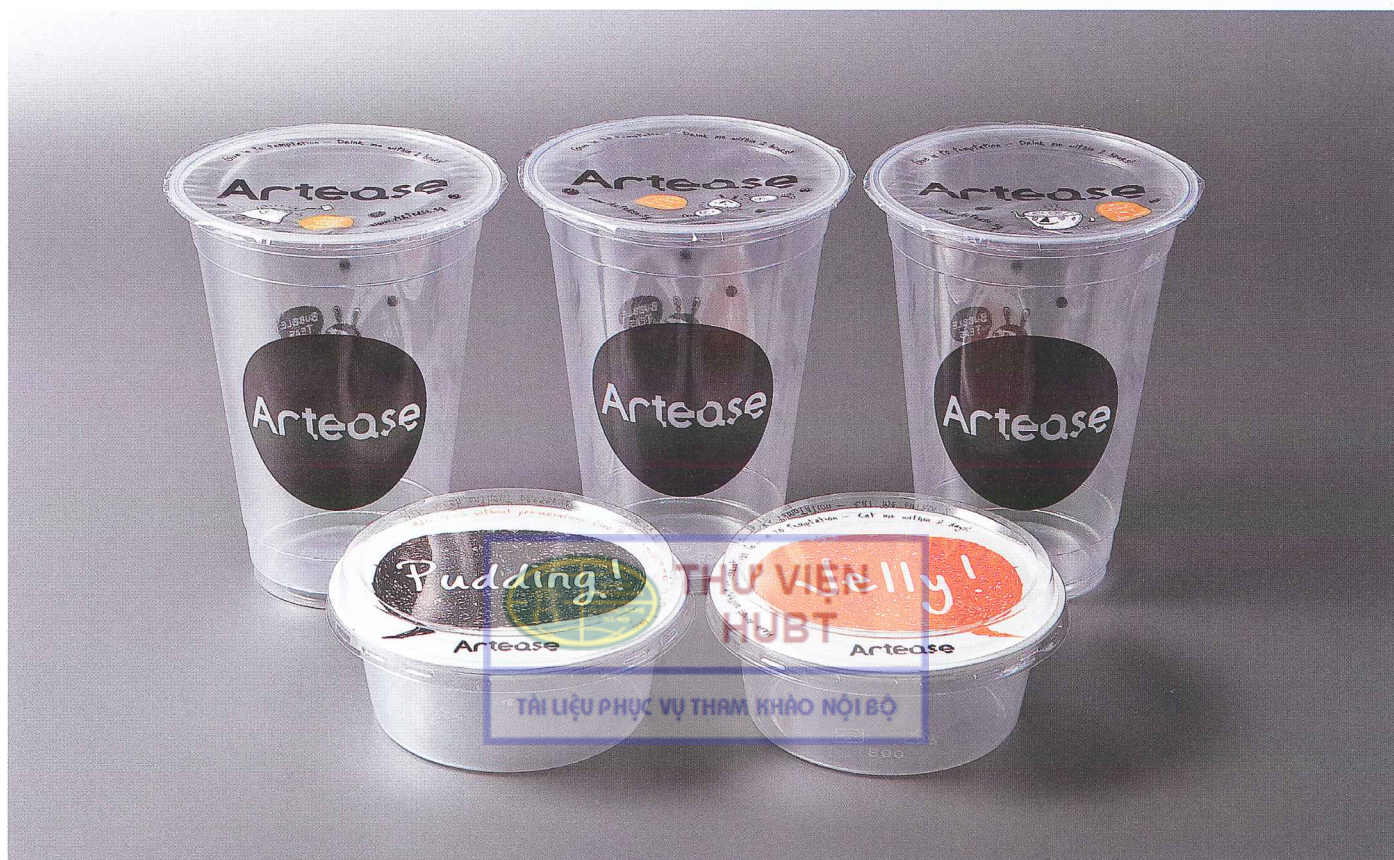
Design Agency
Splash Productions Pte Ltd
(Singapore)

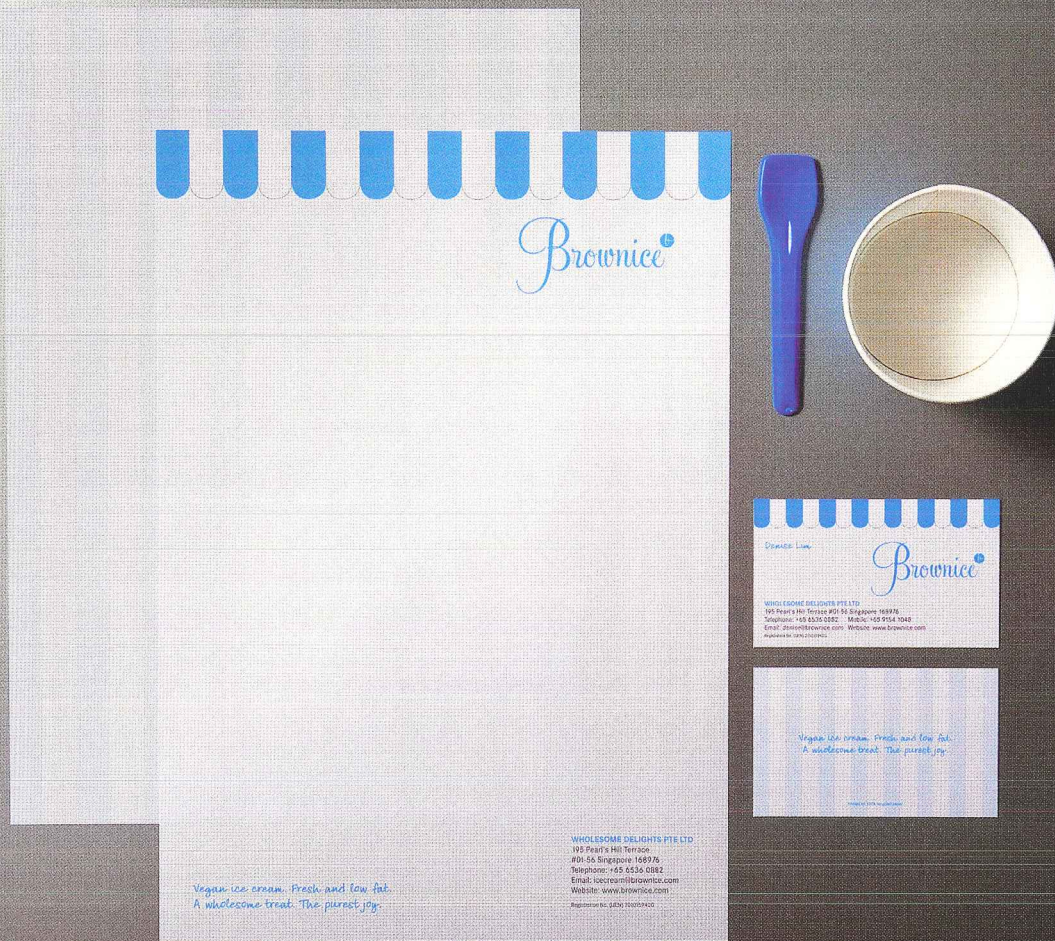
Designer
Stanley Yap

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®



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



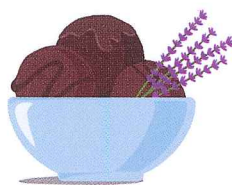
Green Tea



Peanut Butter Caramel



Vanilla



Lavender Chocolate



Coffee Hazelnut



Pumpkin Coconut



Mulberry



Tropicana



Chendol



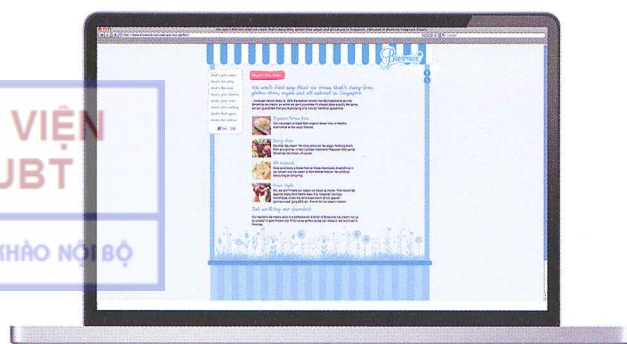
Durian

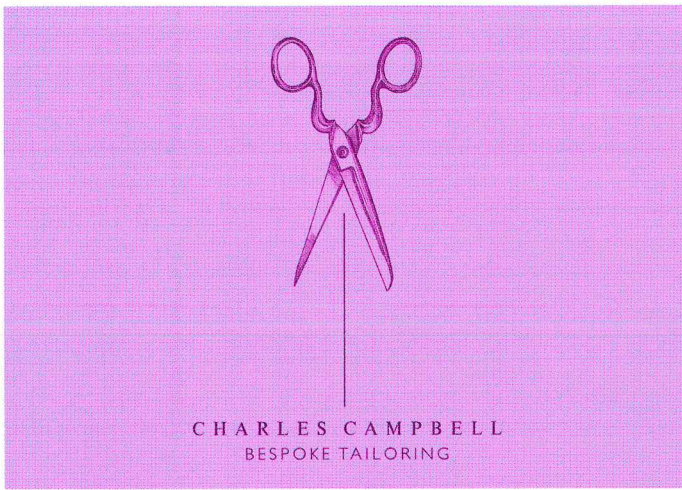


Lemongrass sorbet



Ginger tea sorbet





Bespoke Tailoring Identity and Website Design

Every man needs a tailor and very 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.

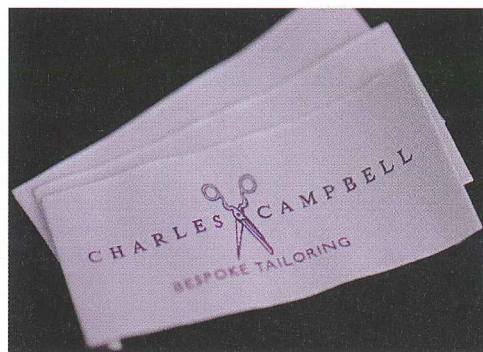
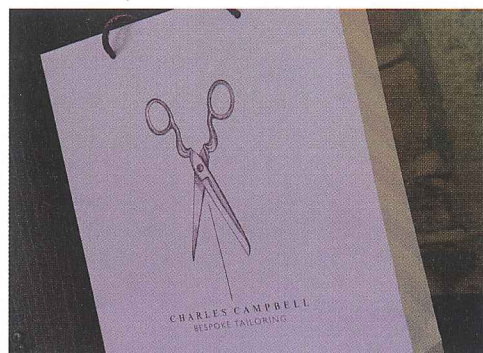
Client
Charles Campbell

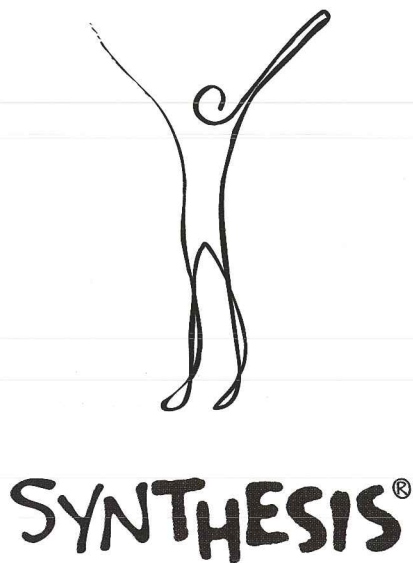
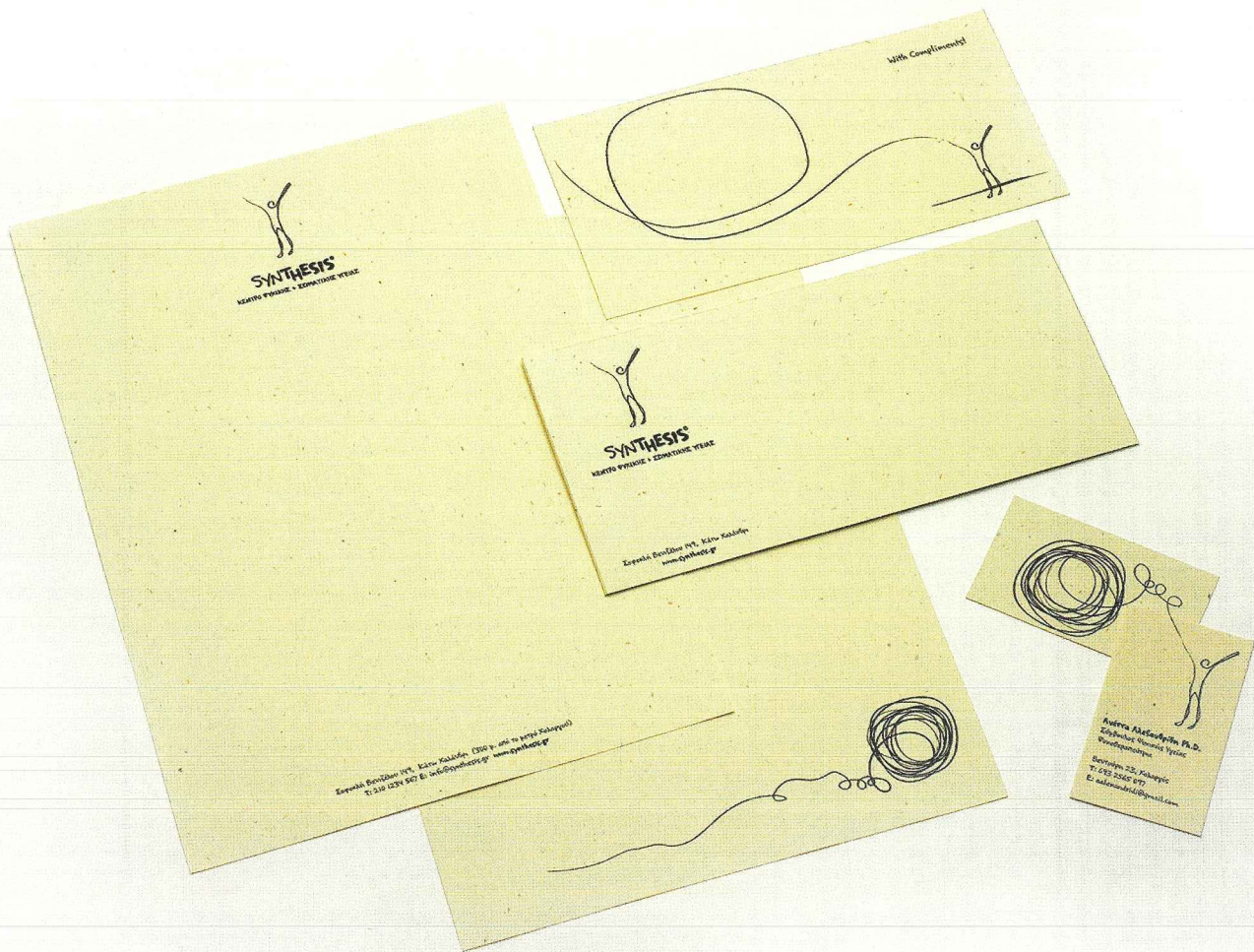
Design Agency
Teacake Design (UK)

Designer
Graham Sykes, Robert Walmsley

Photography
Sebastian Matthes







Synthesis 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.

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 Artrockr, NME, Marc Riley and Radio One legend Steve Lamacz who very kindly said this on-air "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)

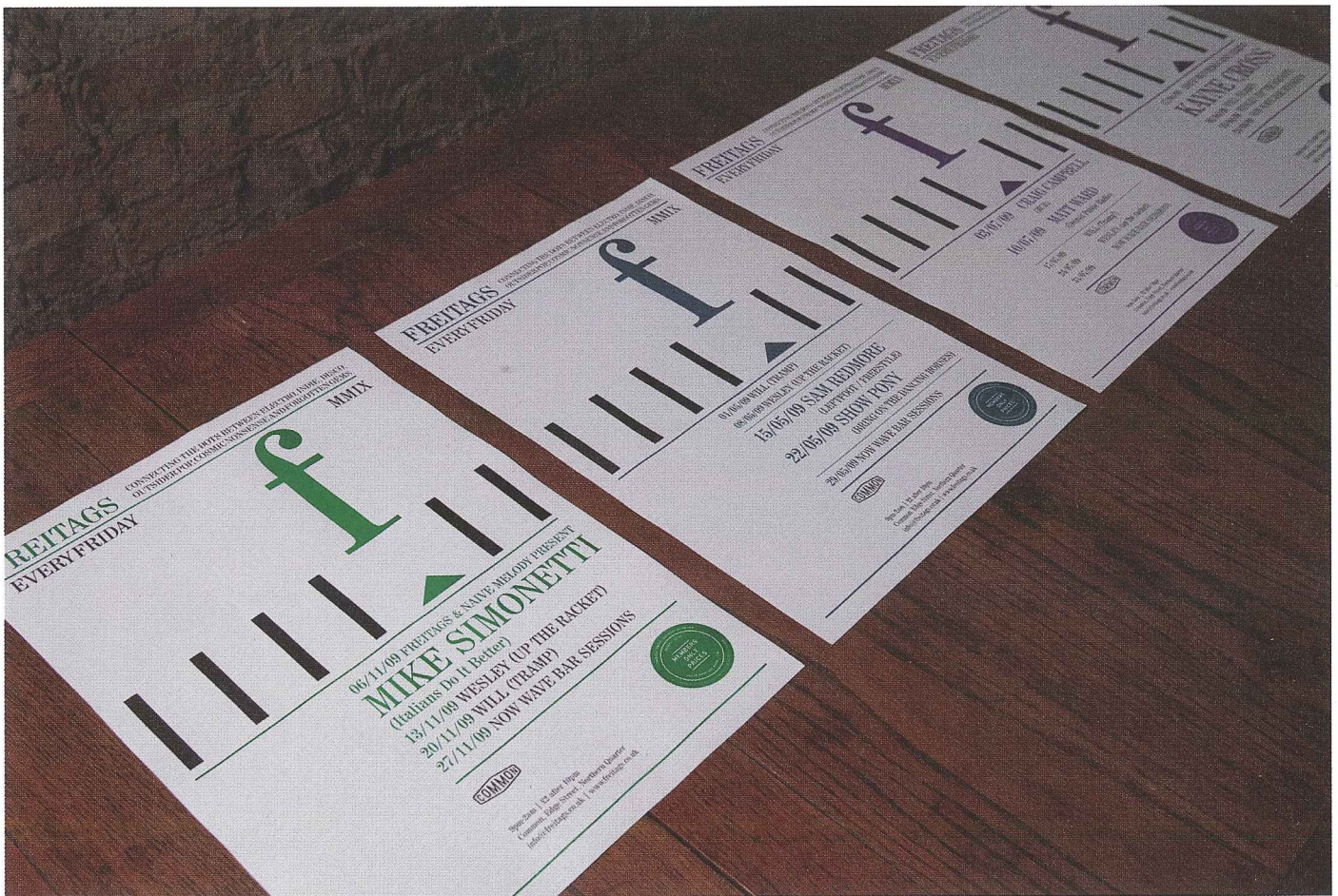
Designer
Graham Sykes, Robert Walmsley

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!

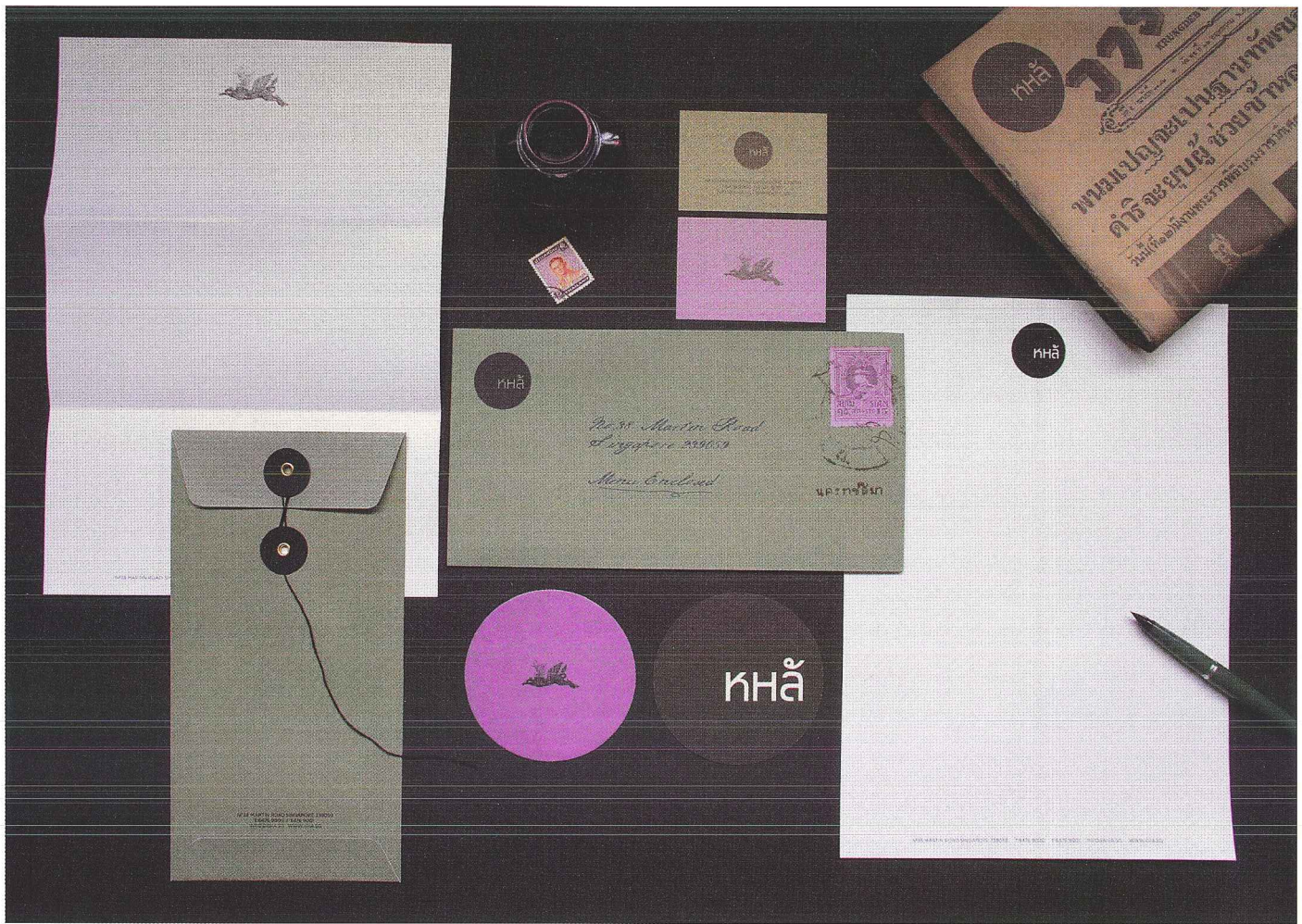
Client
A Place Called Common
/ Sebastian Matthes

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
Noeeko (Poland)

Designer
Michal Sycz

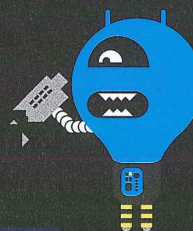
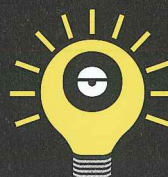
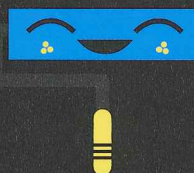
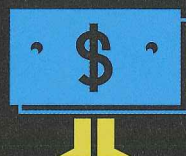
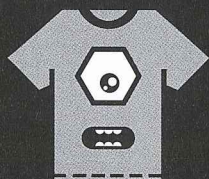
Sign



Inspirations



Illustration Style Characters



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abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

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

Niland Regular

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commodo consequat.

Niland Bold

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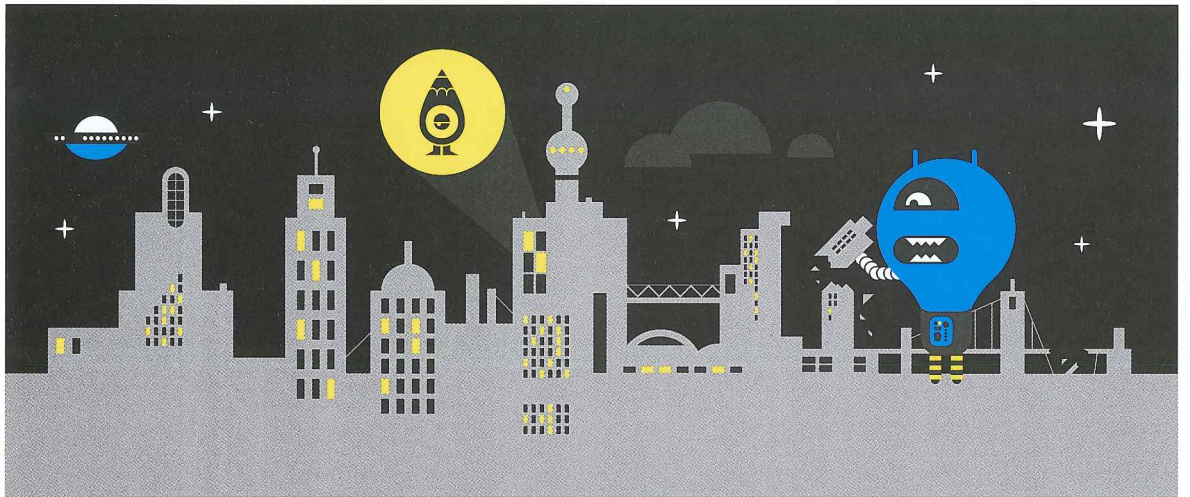
Color Palette

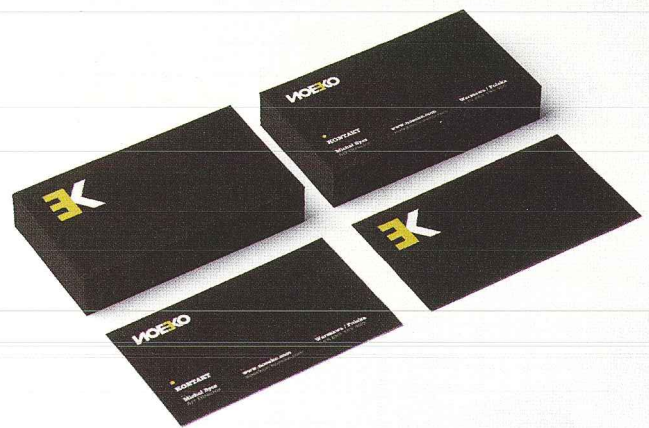
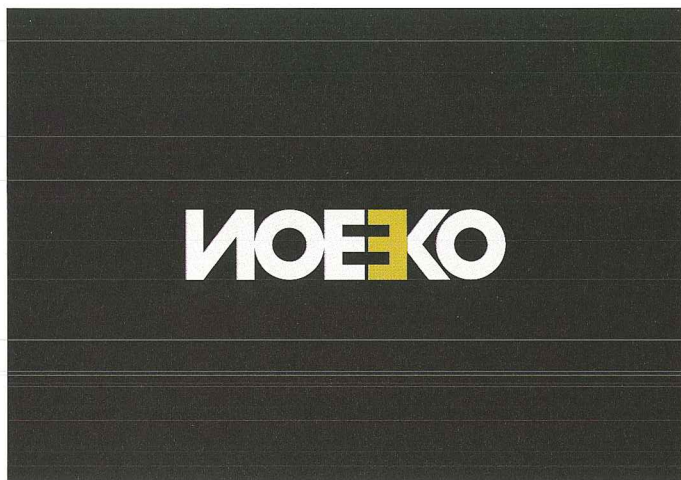
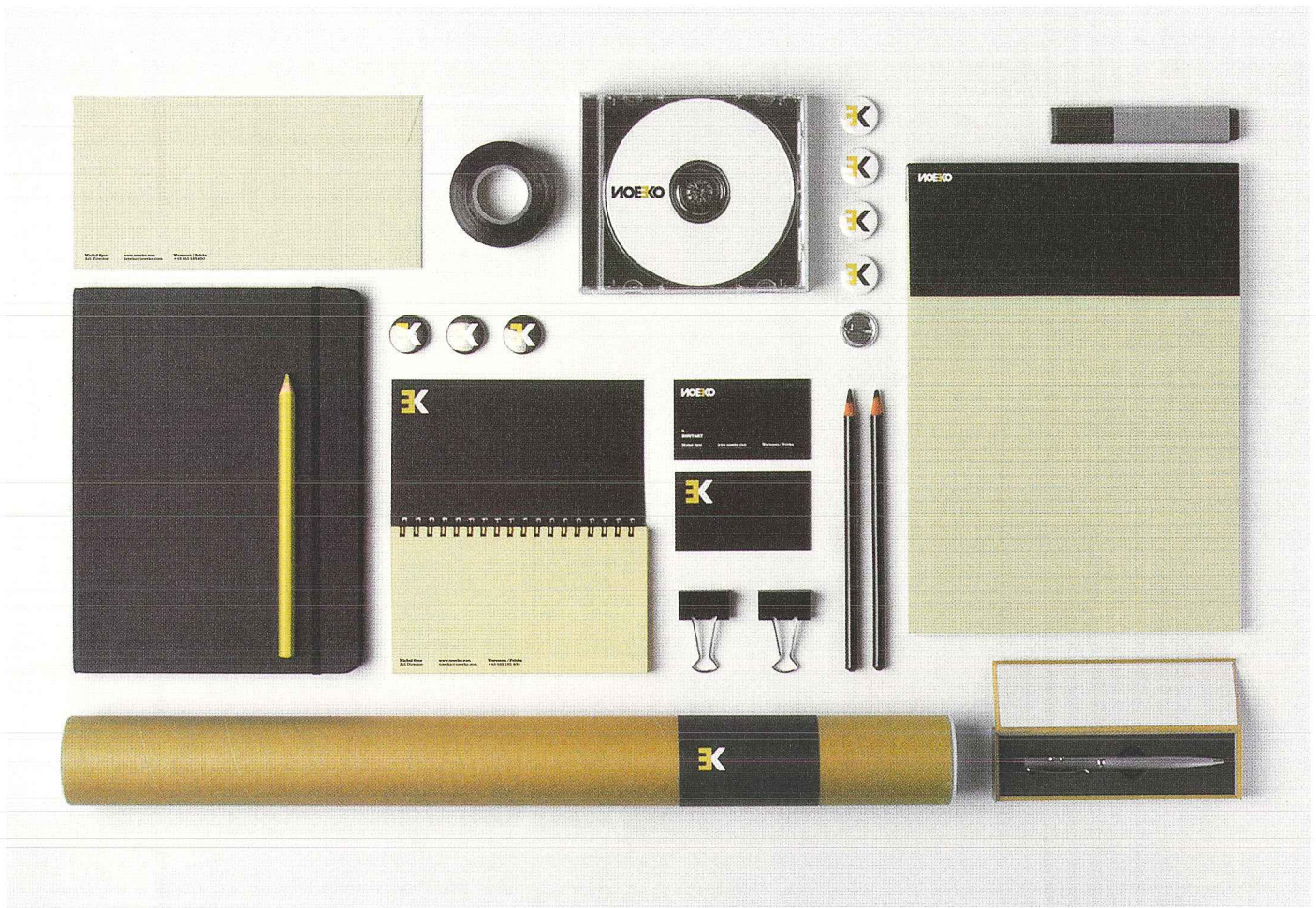
Graphic element



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TÀI LIỆU PHỤC VỤ THAM KHẢO NỘI BỘ





Noeeko

Noeeko is a studio established by Art director and Graphic designer Michal Sycz. Open to any form of expression, Noeeko combines photo manipulations, vectors, hand drawn elements, and 3D shapes. The areas of specialization include: illustration, web

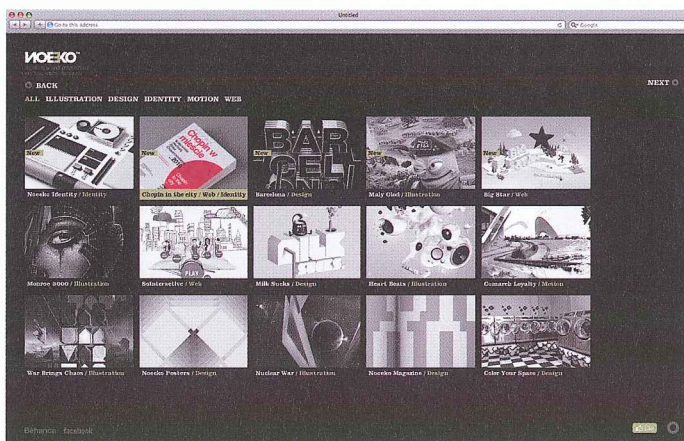
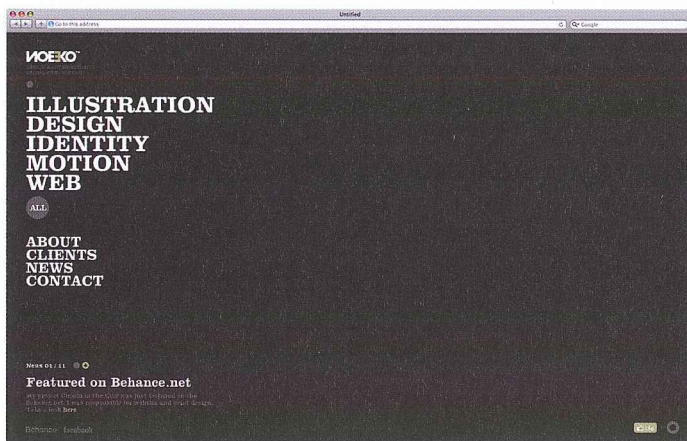
design, print design, branding, interactive and social media.

Noeeko 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
Michal Sycz



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

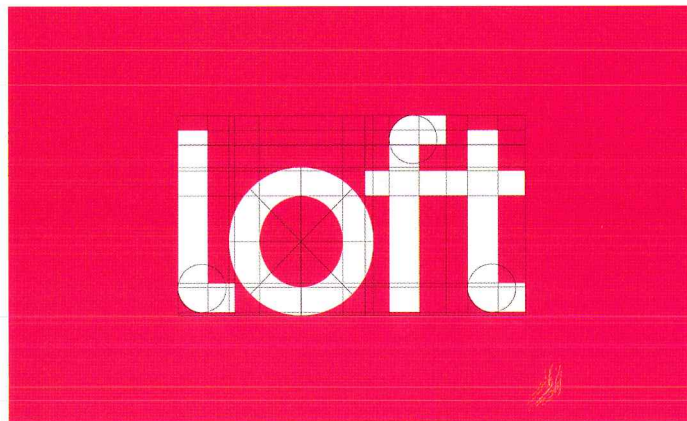
highly conservative market Loft needed an identity that, with subtle quirkiness, would separate them from the bulk without scaring anyone off. The logotype was designed in a constructed manner corresponding with the nature of Loft's approach when developing new products. A bold graphical approach, with 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)

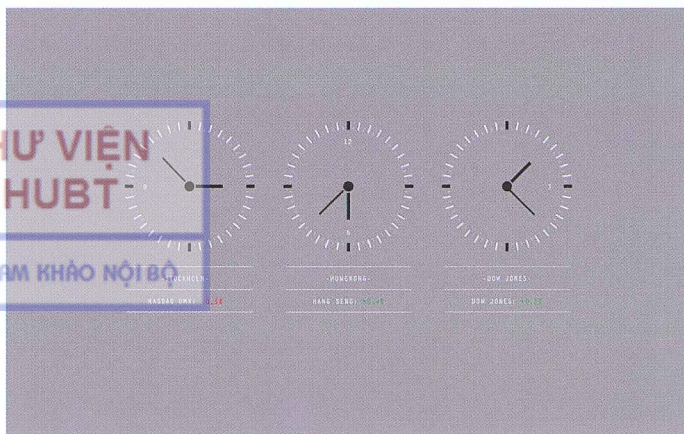
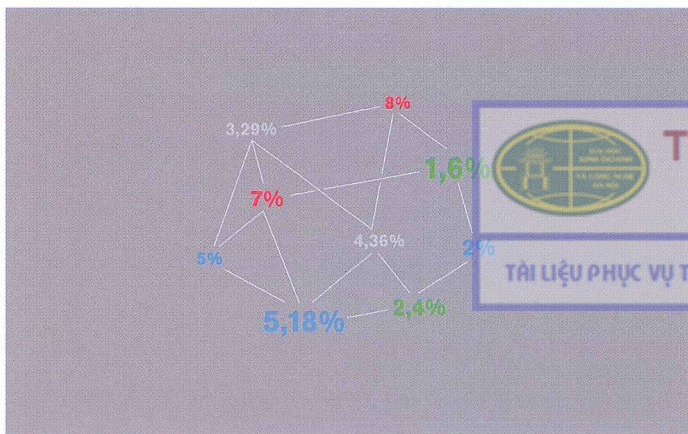
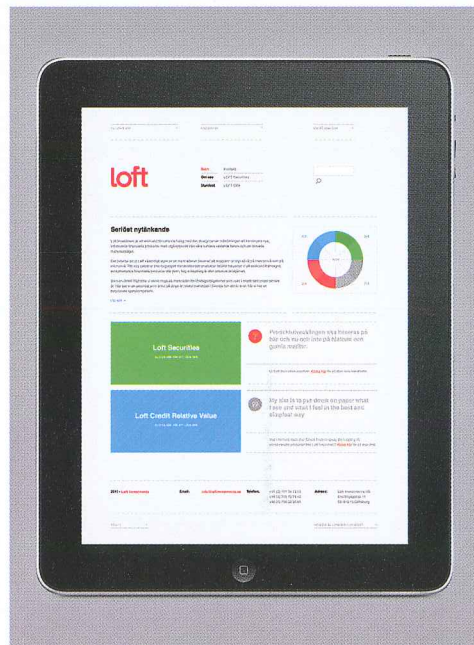
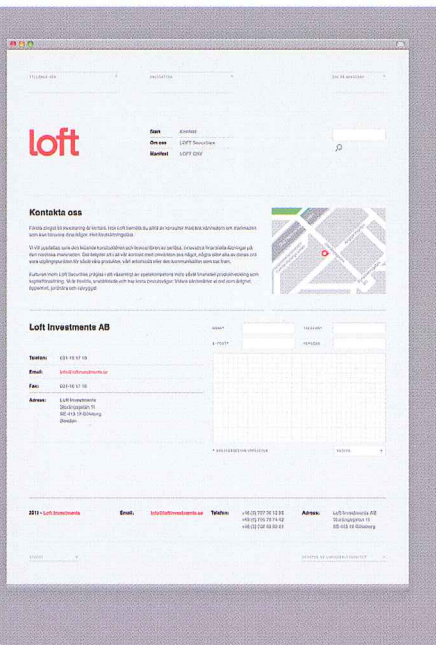
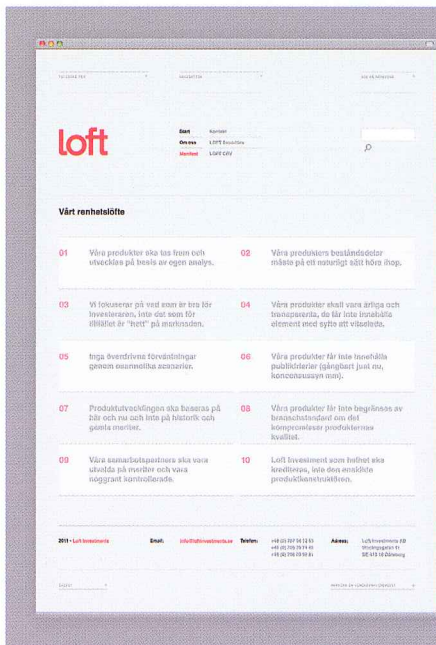
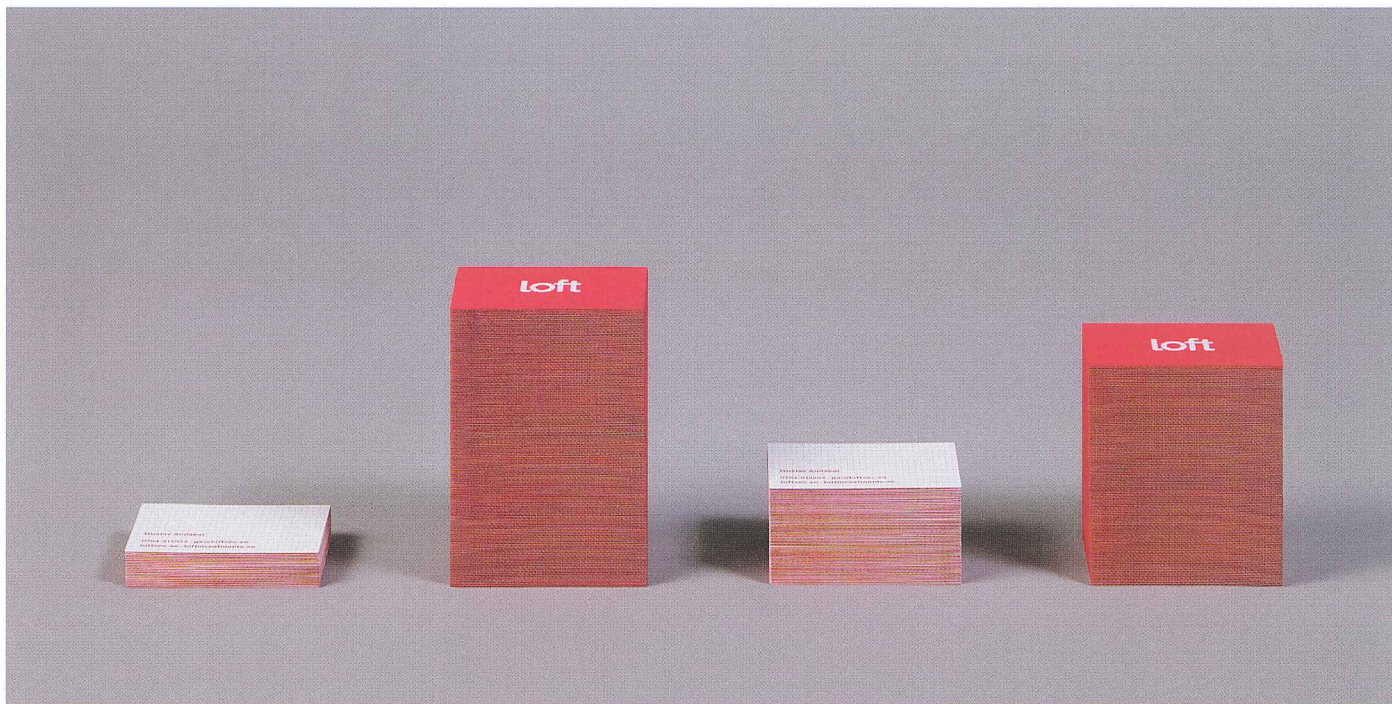
Designer
Andreas Friberg Lundgren,
Carl-Johan Lindqvist

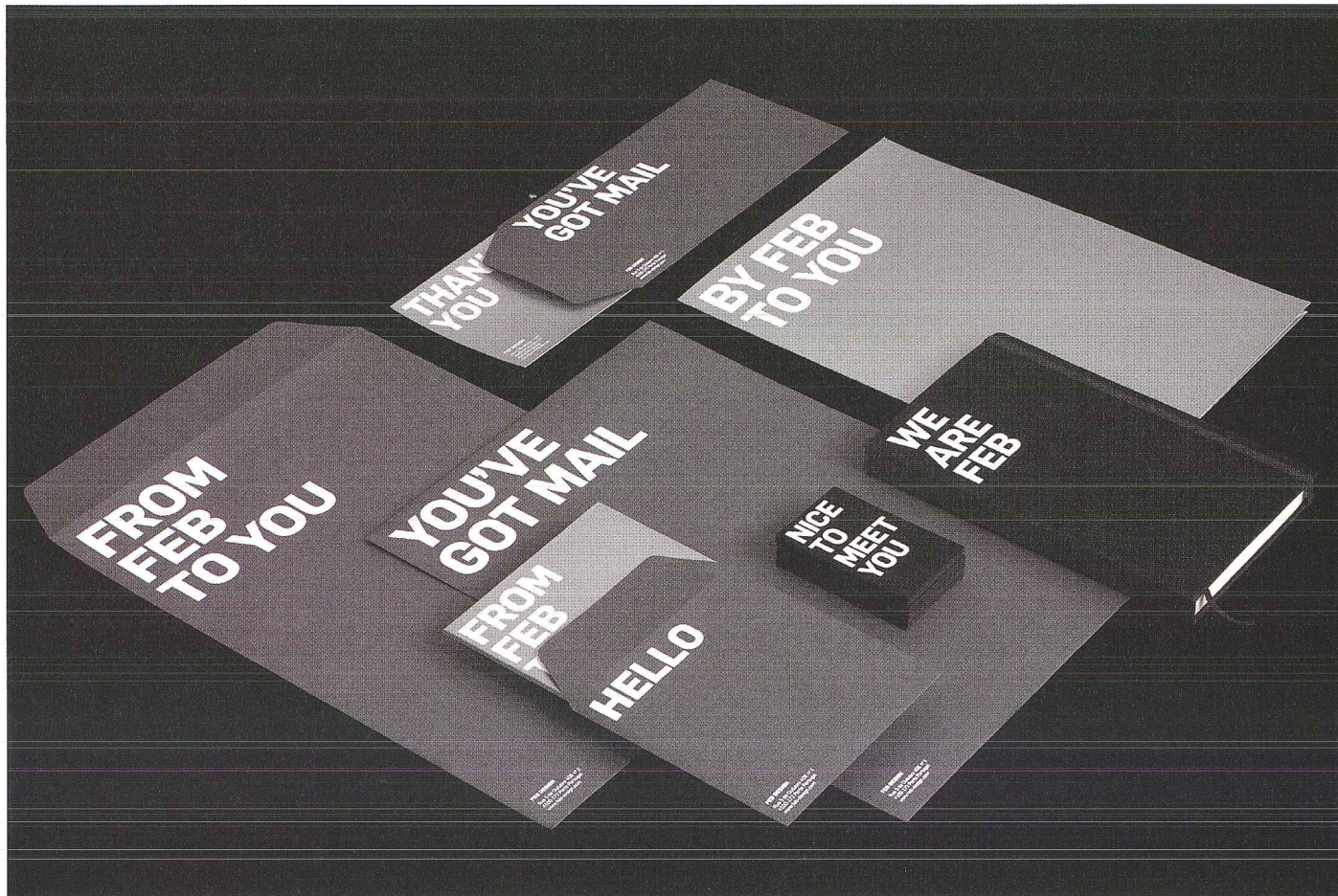
Photography
Cora Hillebrand



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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.

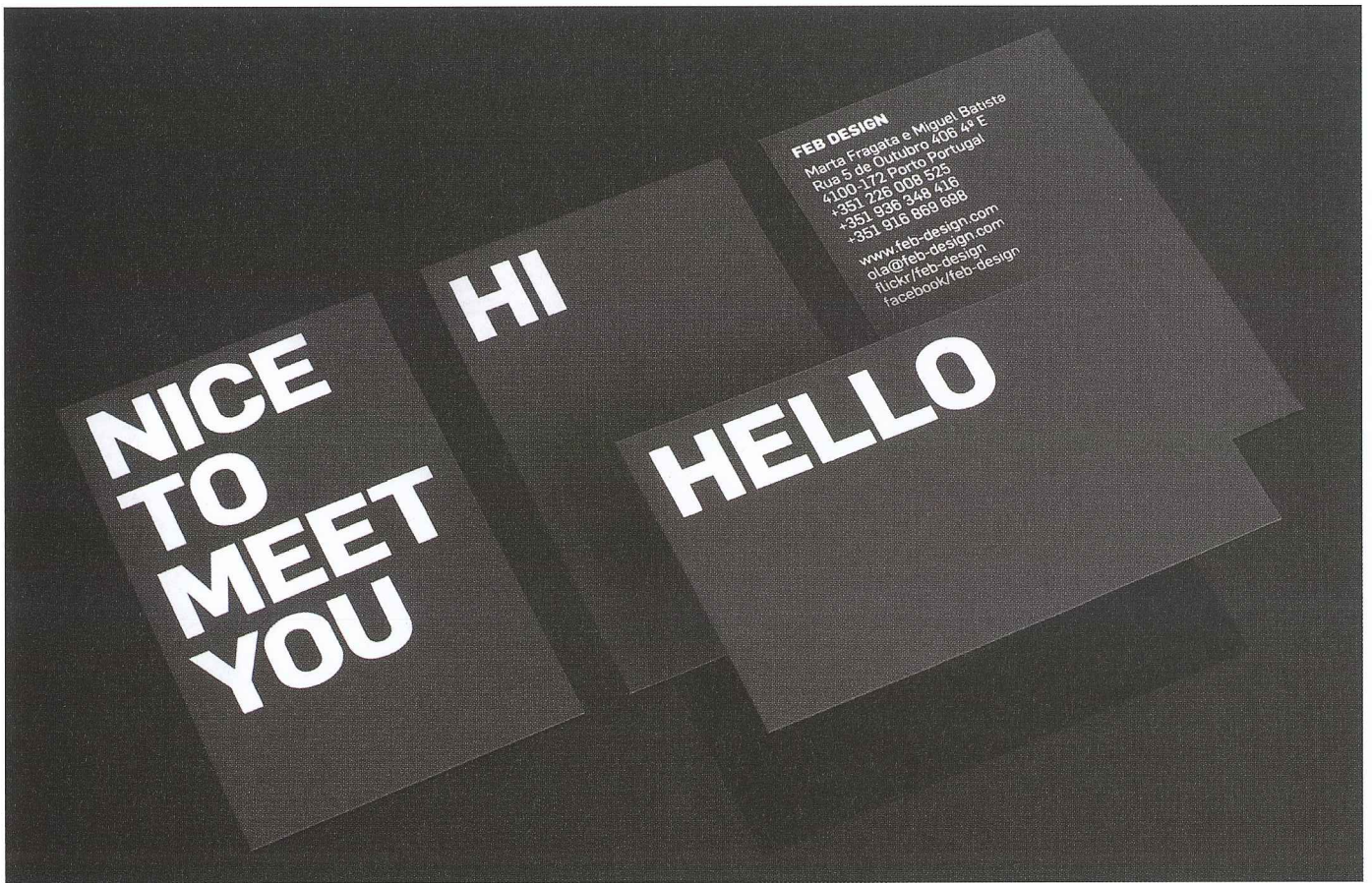


Client
FEB Design

Design Agency
FEB Design (Portugal)

Designer
Marta Fragata, Miguel Batista

Photography
Miguel Batista





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

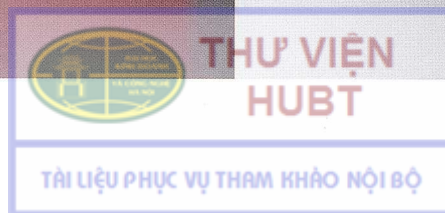
the contents related to the festival in an experimental and artistic spirit values thus increasing the festival and the artists involved. Based on two colors of the festival (black and red) as well as a variety of papers according to the areas and the artists involved, make these pieces also an artistic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

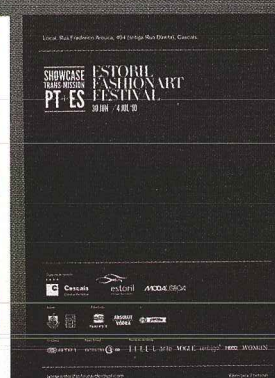
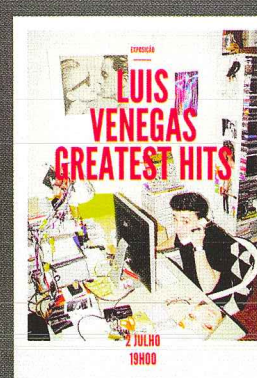
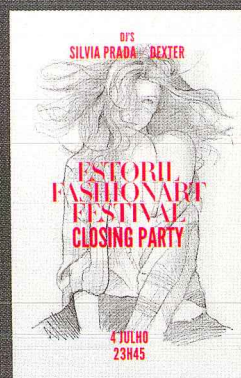
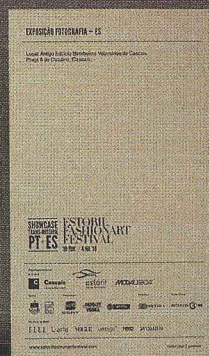


Client
Moda Lisboa

Design Agency
MusaWorkLab (Portugal)

Designer
MusaWorkLab







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 —
D.J. Orson & Welles



Leonor
e José Luis Barbosa
convidam para
a inauguração do
espaco b

Rua D. Pedro V, 120
Príncipe Real, Lisboa

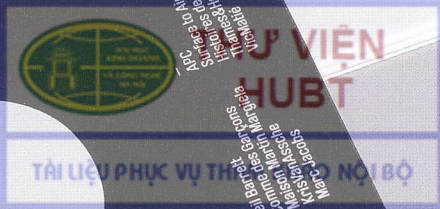
14.10.2010 —
19h/23h —
D.J. Orson & Welles

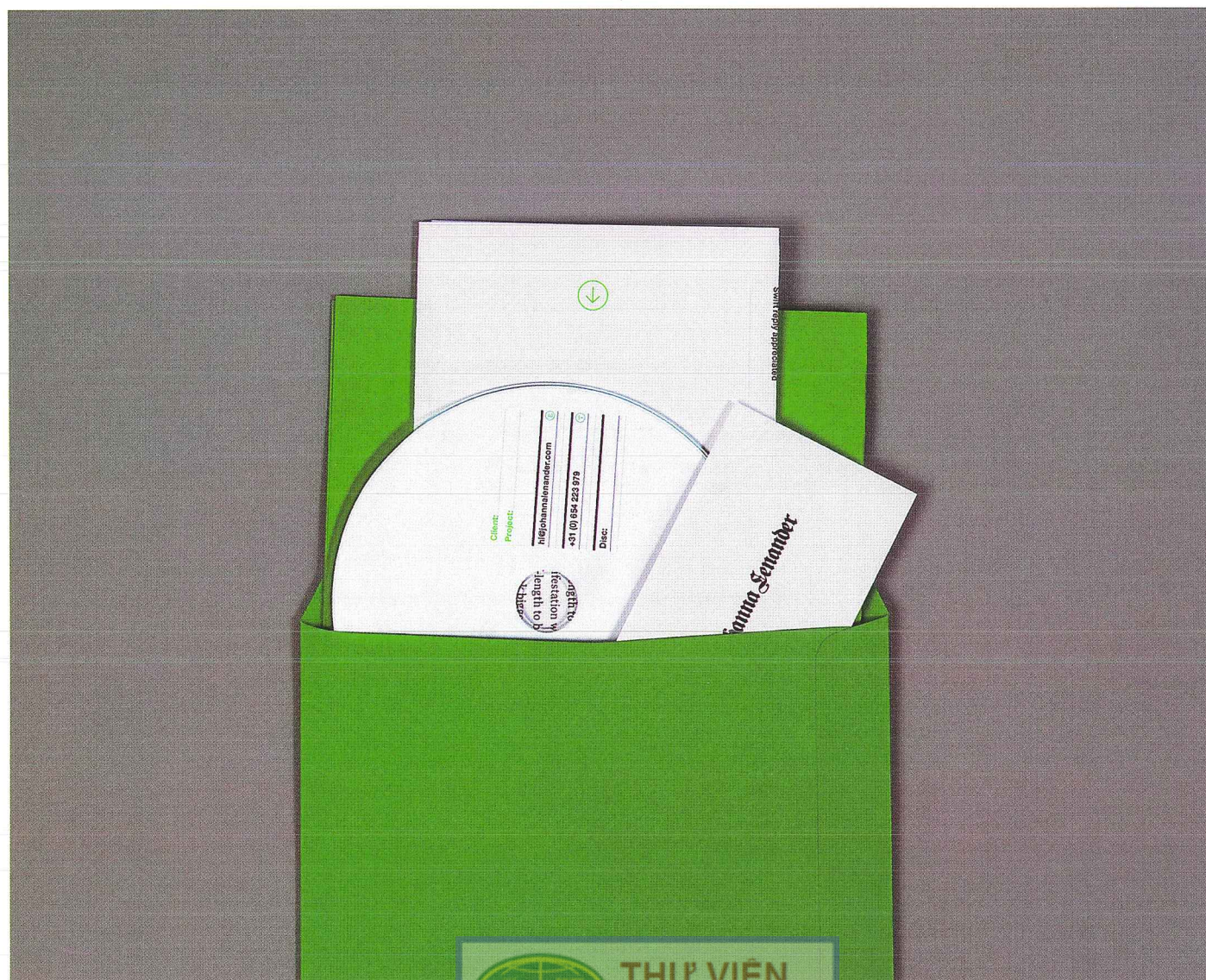
www.espacob.pt
www.djorsonwelles.pt

Leonor
e José Luis
Barbosa
convidam para
a inauguração do
espaco b

Rua D. Pedro V, 120
Príncipe Real, Lisboa

14.10.2010 —
19h/23h —
D.J. 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 Munkens Polar 400gsm was used for the stationery.

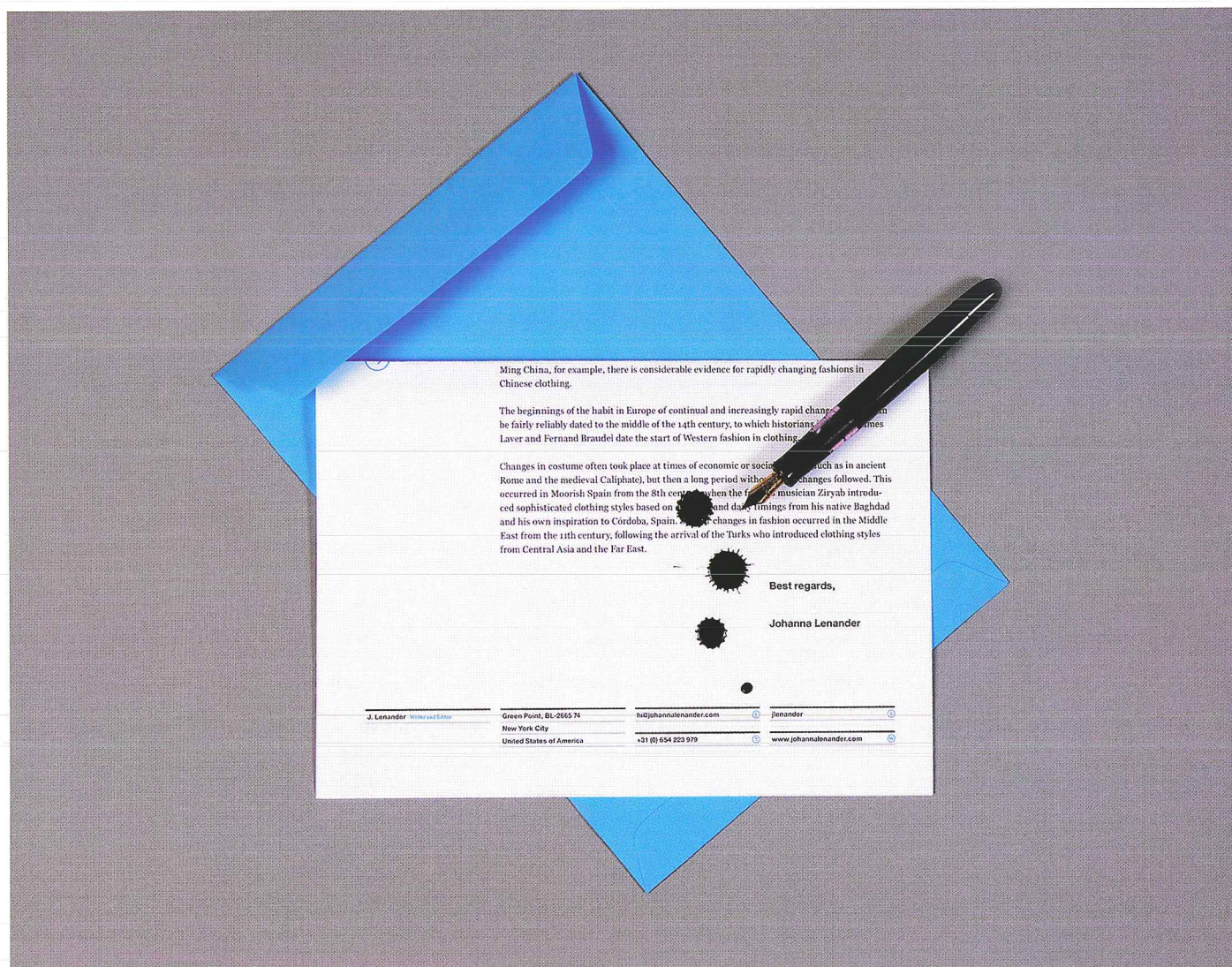
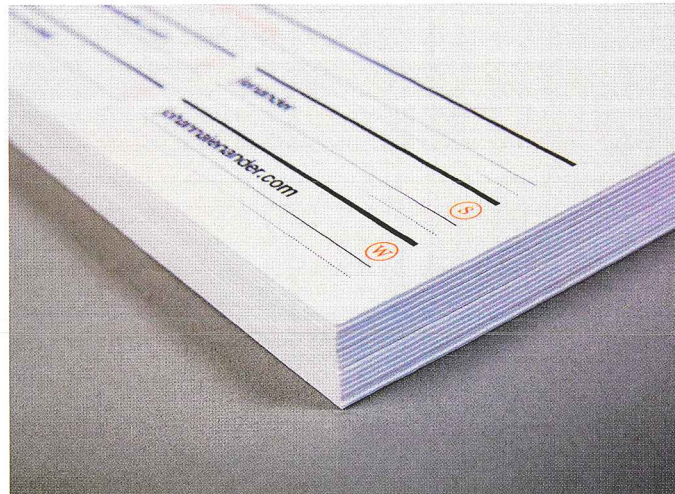
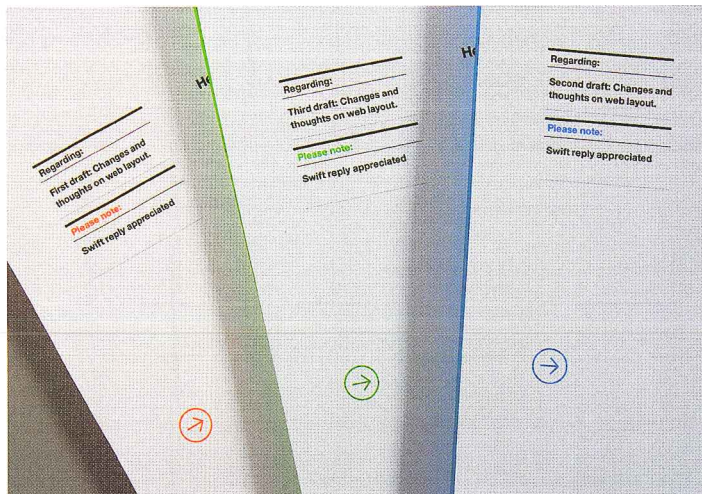
Client
Johanna Lenander

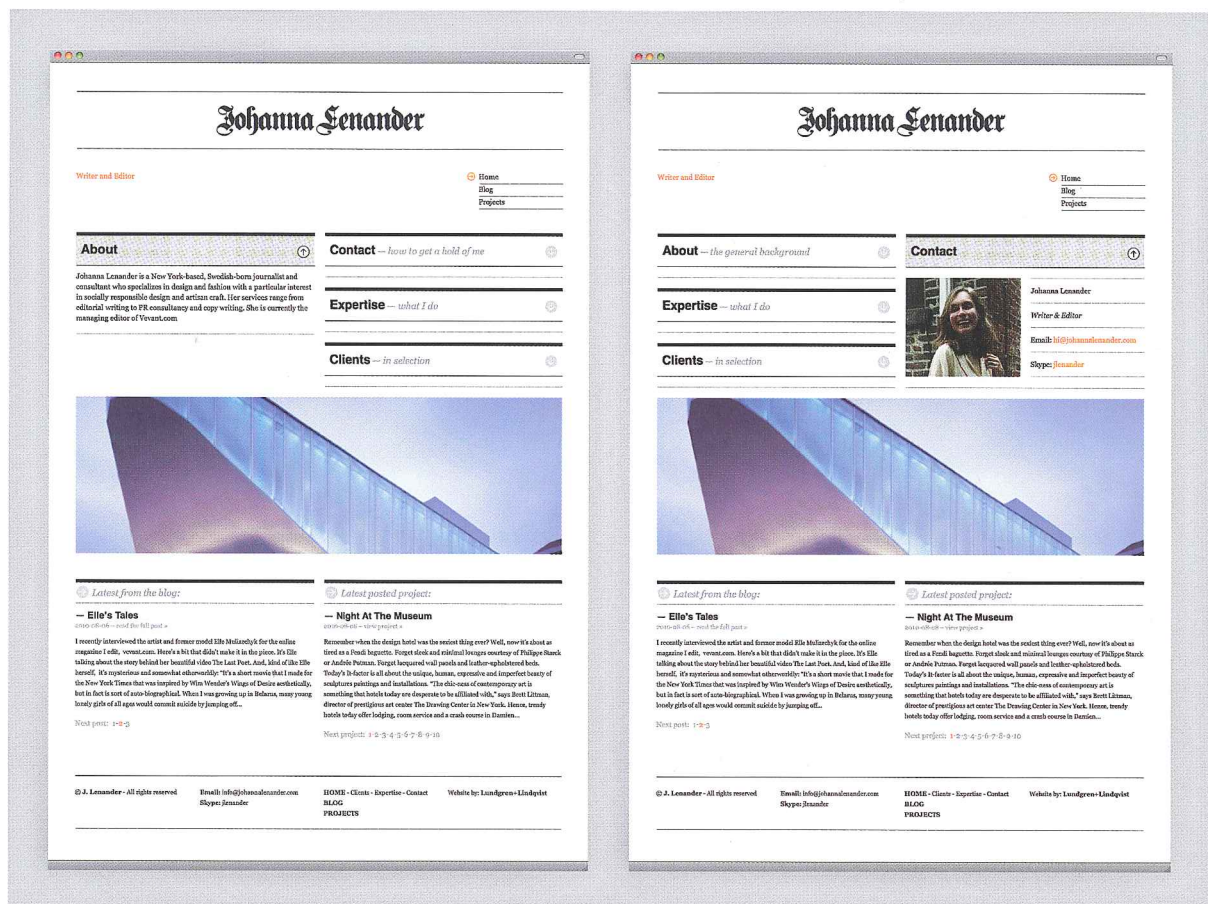
Design Agency
Lundgren+Lindqvist (Sweden)

Designer
Andreas Friberg Lundgren,
Carl-Johan Lindqvist

Photography
Cora Hillebrand









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 forwarding thinking approach to music synchronization.



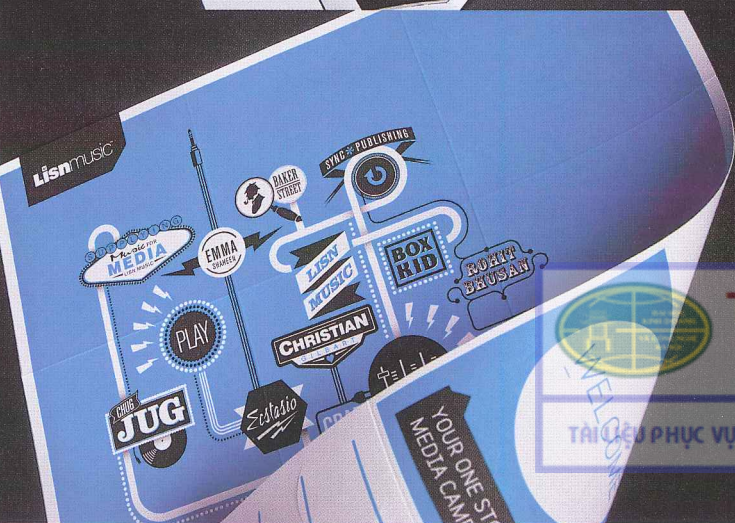
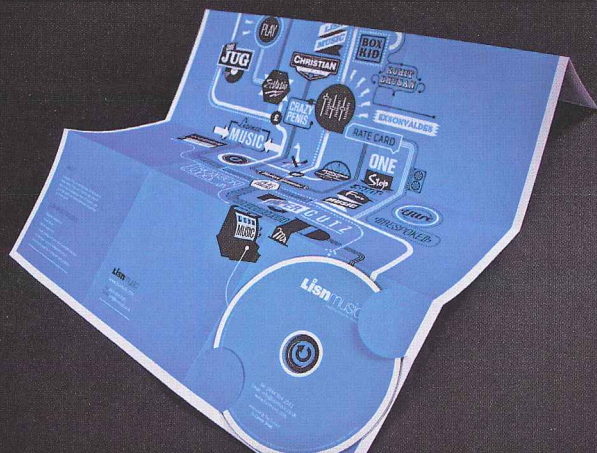
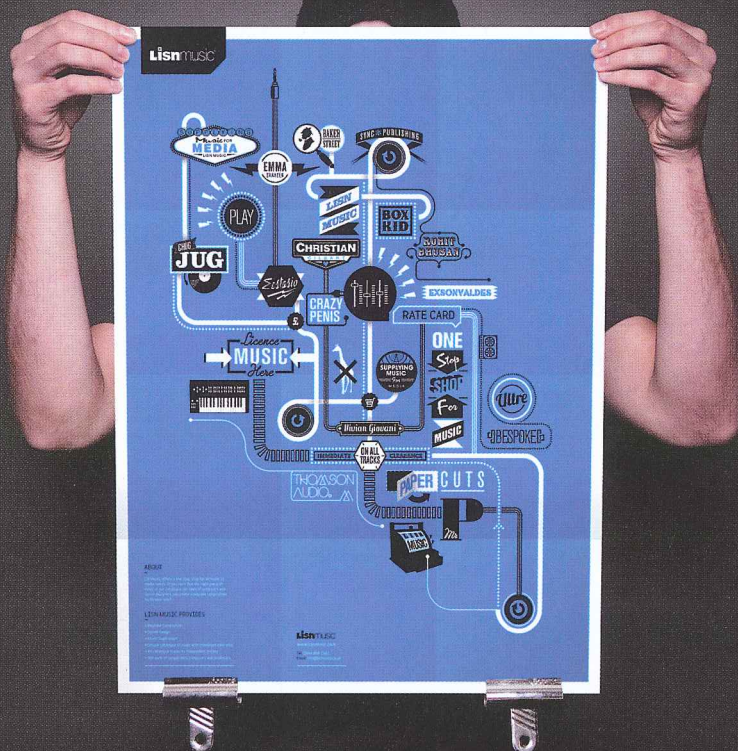
Client
Lisn Music

Design Agency
Analogue (UK)

Designer
Tez Humphreys, Mike Johns,
Barry Darnell

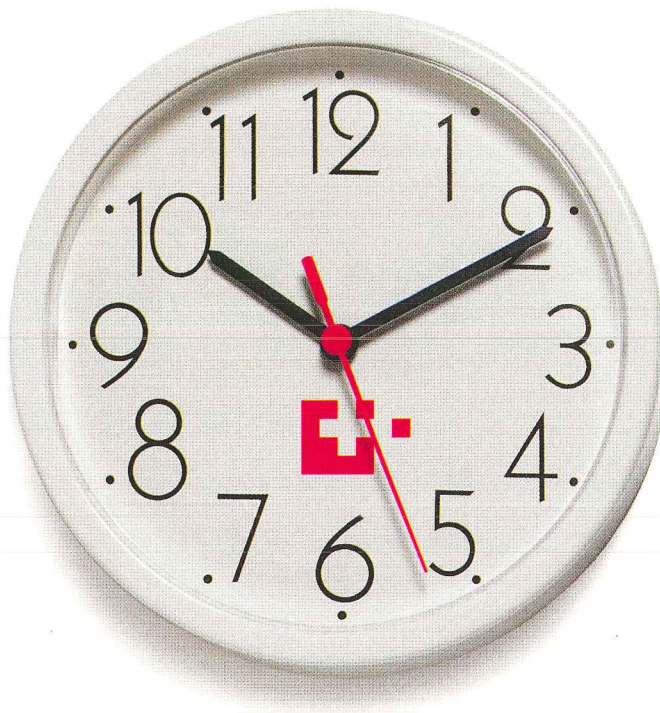
Photography
Mike Johns

Web Developer
Romain Fournioux



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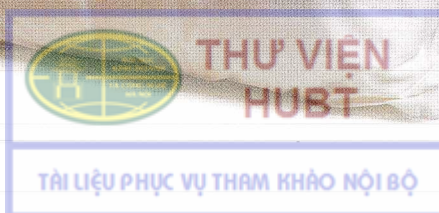




University Clinic Center of Mostar - Visual Identity, Manual of Graphic Standards

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



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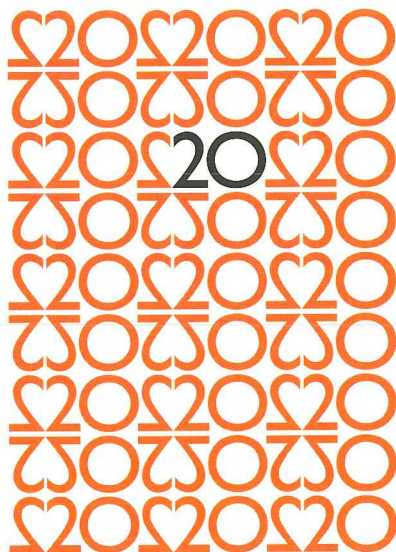
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Dvadeset godina inspiracije!

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Dvadeset godina inspiracije!

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Dvadeset godina inspiracije!

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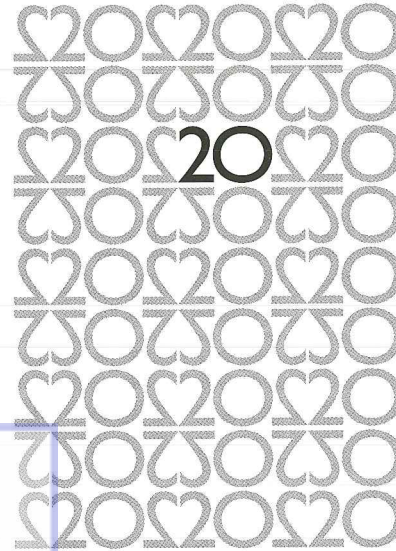
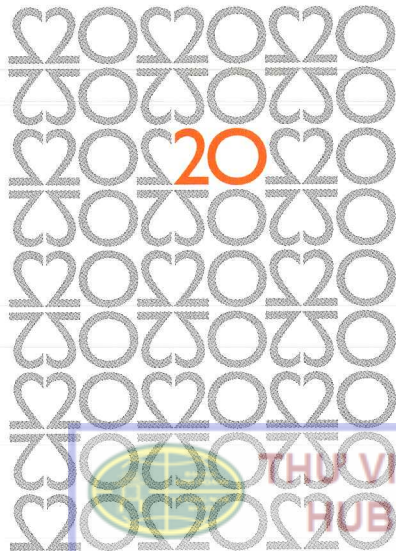
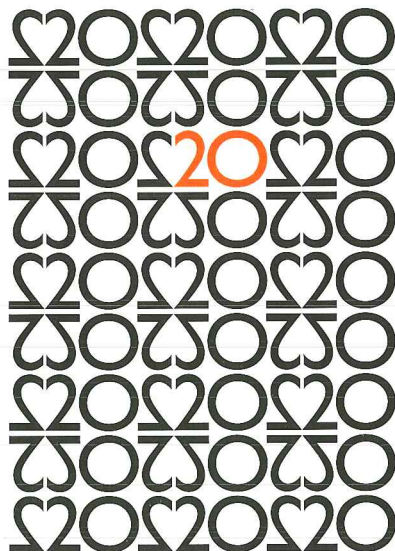
Dvadeset godina inspiracije!

20

Dvadeset godina inspiracije!

20

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TÀI LIỆU PHỤC VỤ THAM KHẢO NỘI BỘ



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 Raguz

Art Director
Stjepan Barbarić

Designer
Manlio Napoli, Ana Zovko



Noguera & Vintro

Noguera & Vintro is a gift and stationery distributor.

Client

Noguera & Vintro

Design Agency

Marnich Associates (Spain)

Designer

Wladimir Marnich and Iris Tàrraga





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.

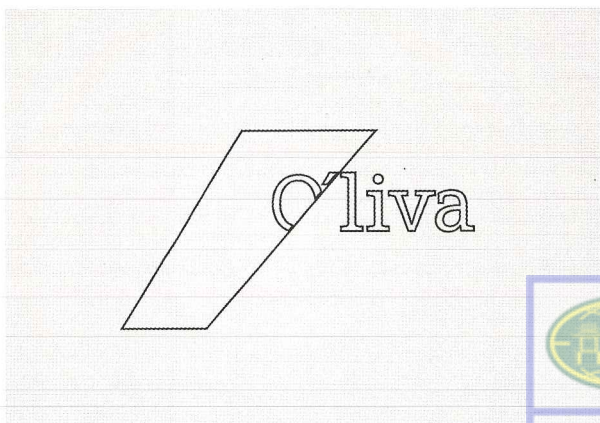
DESIGN is the KEY to the PATH towards the SUN.

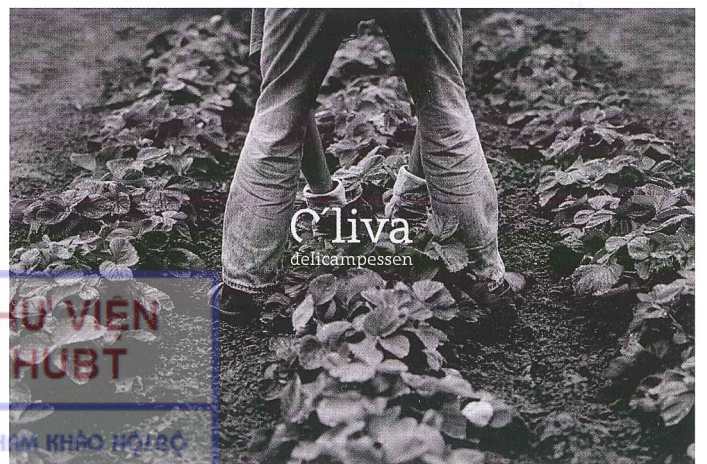
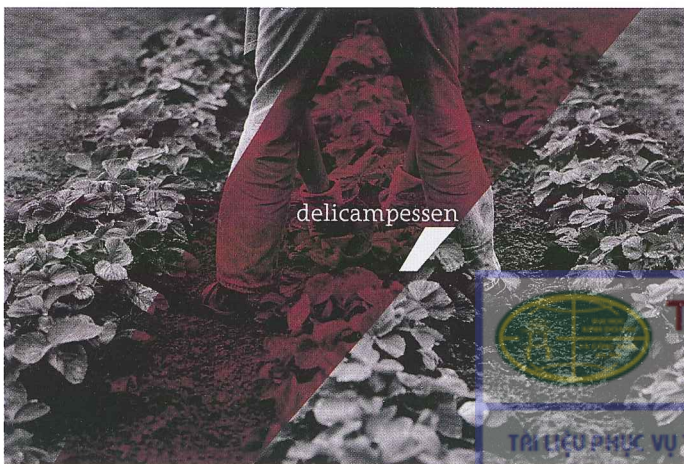


Client
Kanella

Design Agency
Kanella (Greece)

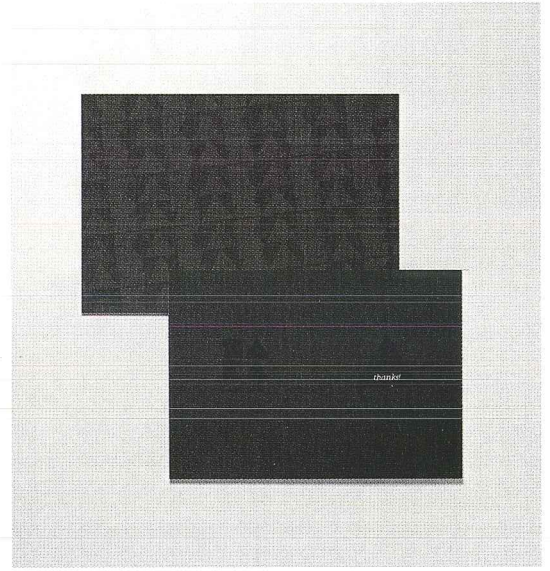
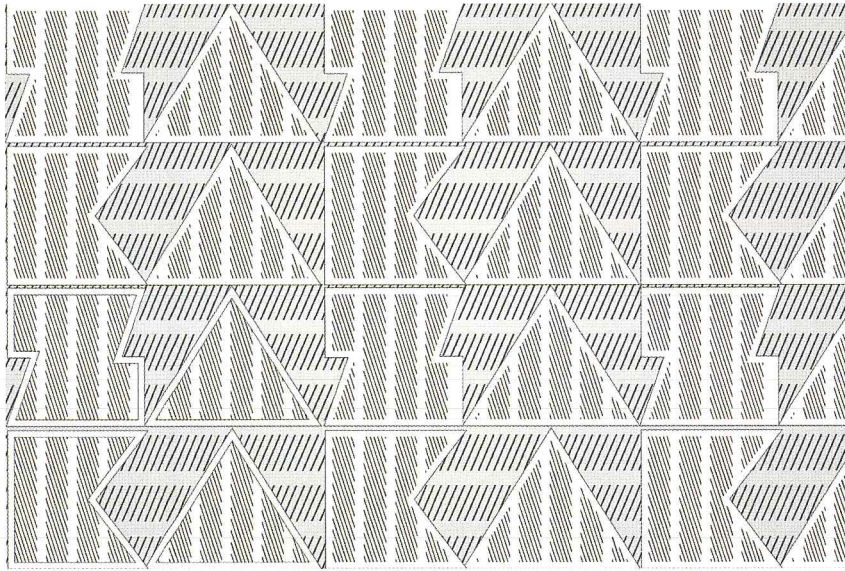
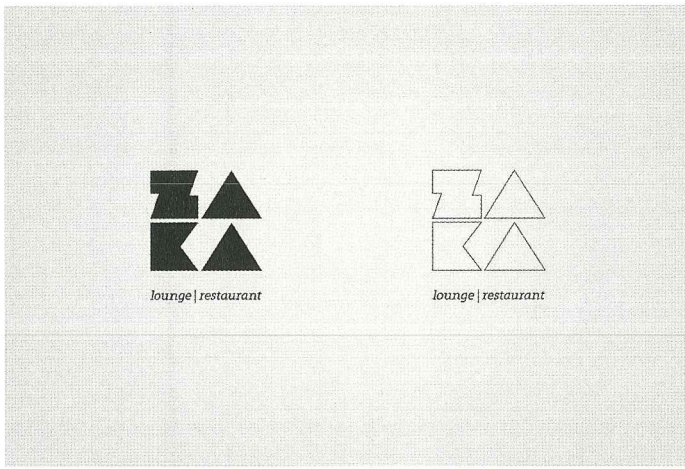
Designer
Kanella Arapoglou





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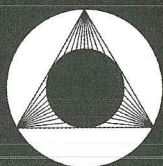


Zaka

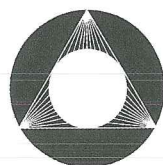
Zaka brand creation for a new lounge/restaurant in Bilbao (Spain). The name is derived from the owner's grandfather's name, Zacaras.



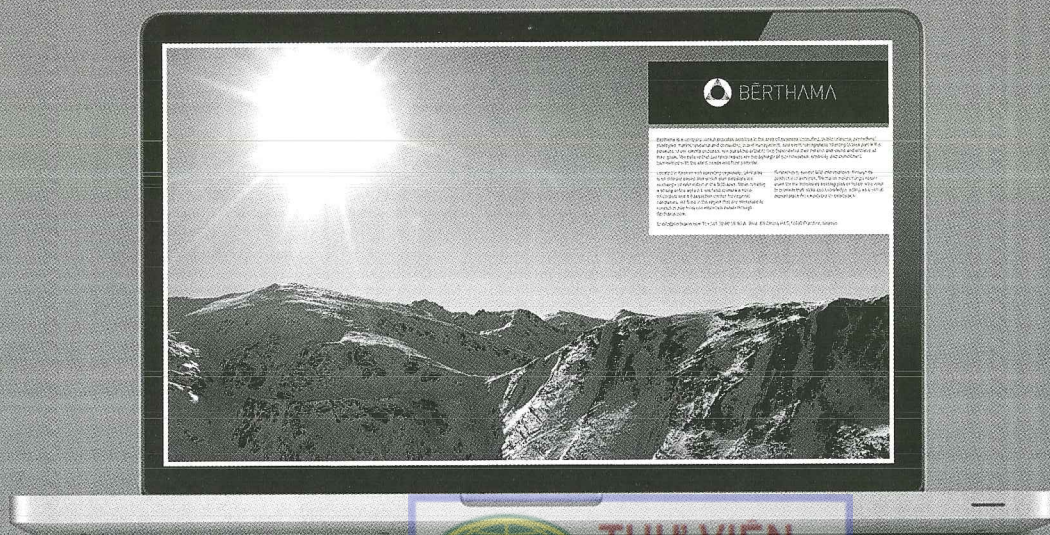
Design Agency
Isusko



BĒRTHAMA

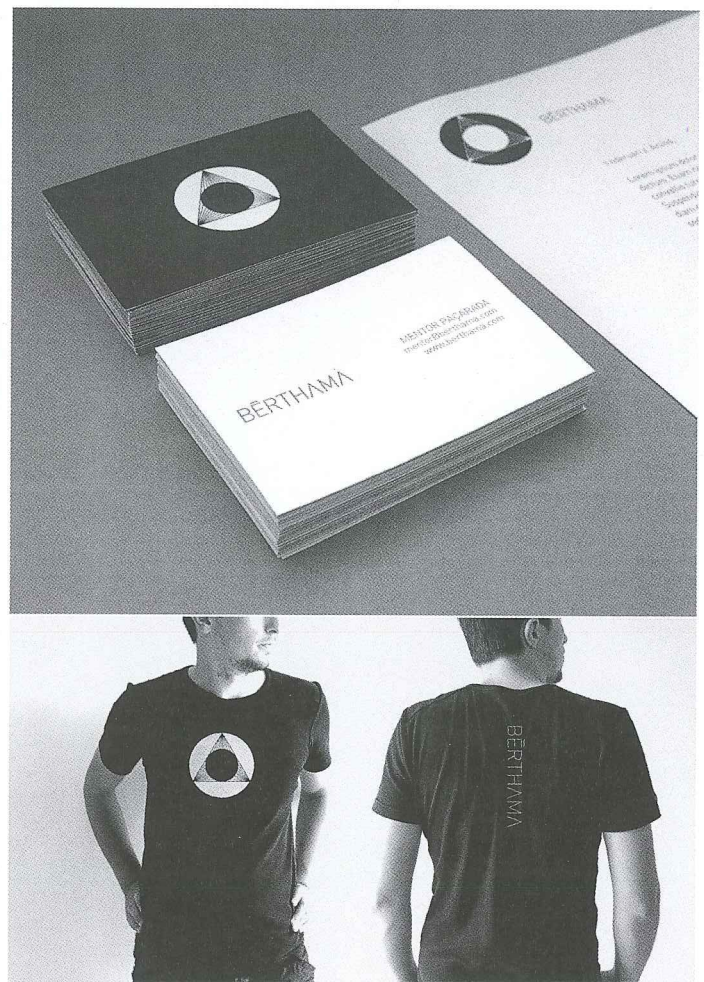
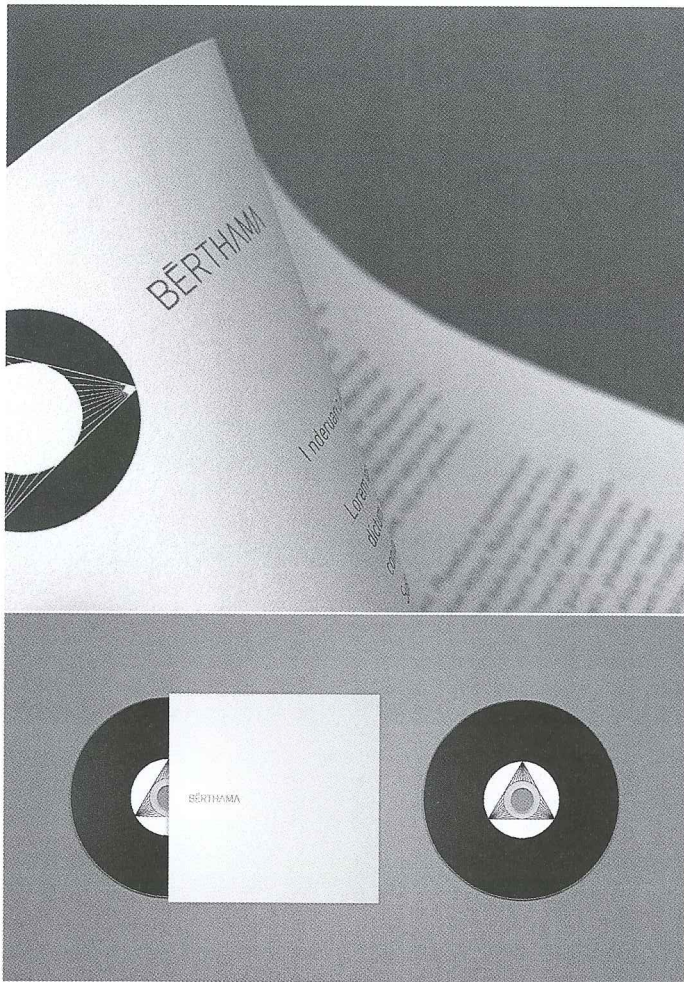


BĒRTHAMA



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TÀI LIỆU PHỤC VỤ THAM KHẢO NỘI BỘ



Bërthama / Logo & Visual Identity

BËRTHAMA is a new company that currently is mainly concentrated in advertising services. Moreover, through new ways and methods, BËRTHAMA tends to become the main regional intersection for communication between the businesses. In Albanian BËRTHAMA 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

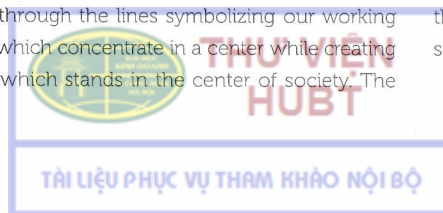
above process facilitates peoples finding new ways of communication. White and black colors characterize the idea of the work which symbolically would be that the hidden and unknown are illuminated and got known. The visual shape of the logo is created by a ring and a triangle, 3 corners of the triangle 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.

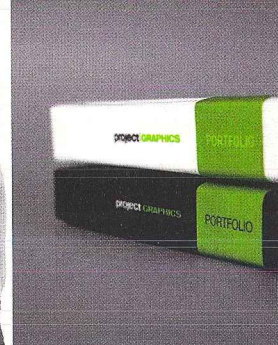
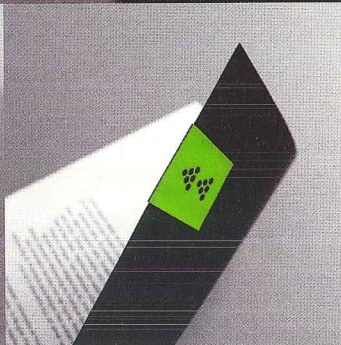
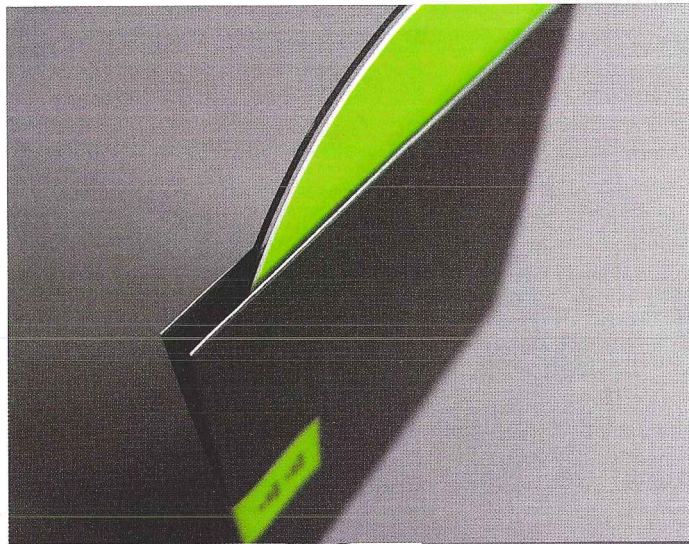
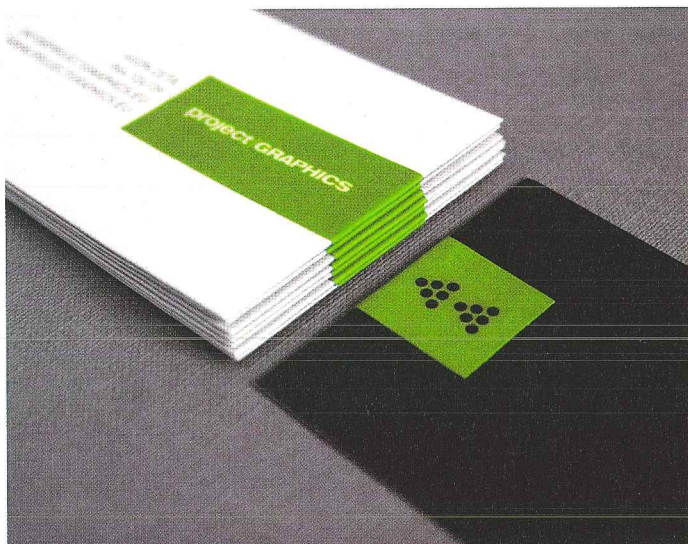
Client
BËRTHAMA LTD

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.

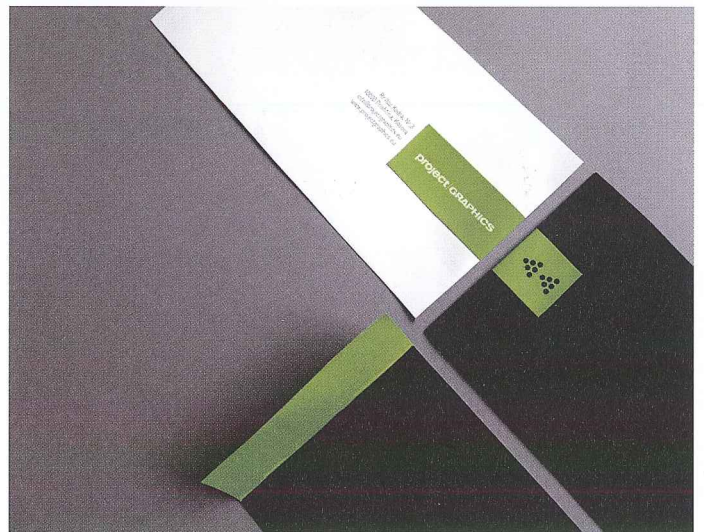
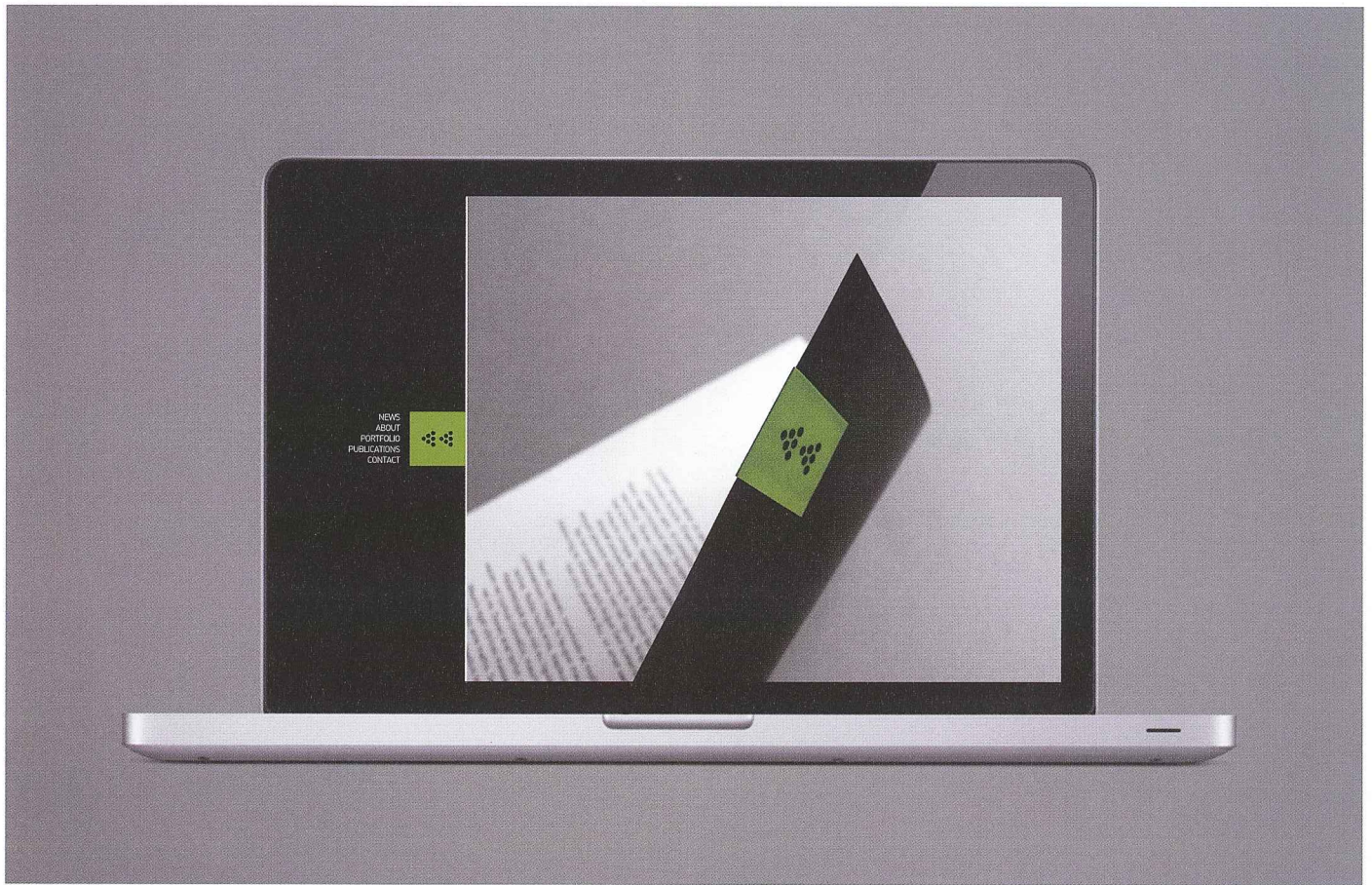


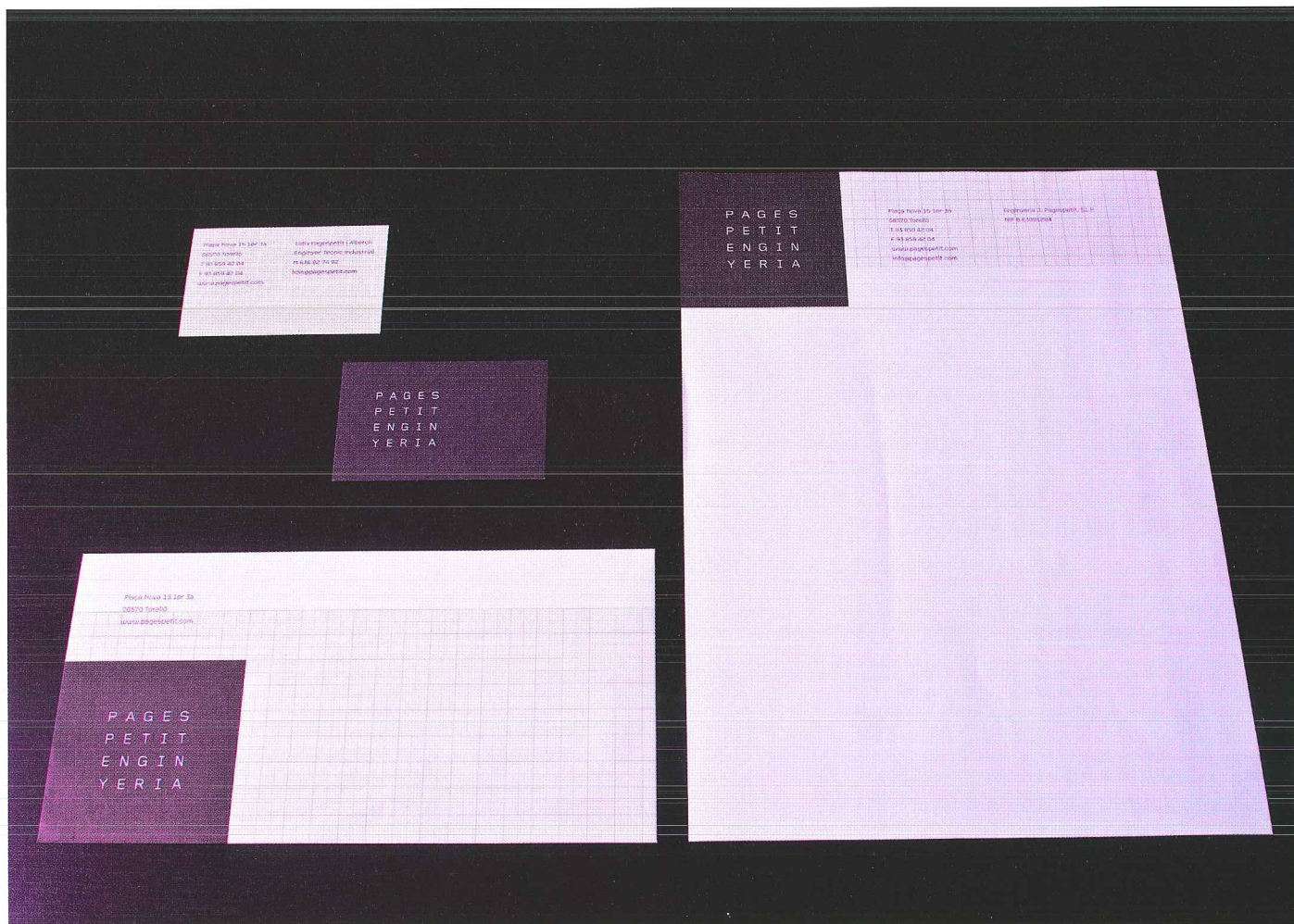
Client
projectGRAPHICS

Design Agency
projectGRAPHICS (Kosovo)

Designer
Agon Çeta, Armelina Hasani,
Arbër Matoshi

Photography
Agon Çeta





Corporate image and brand

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

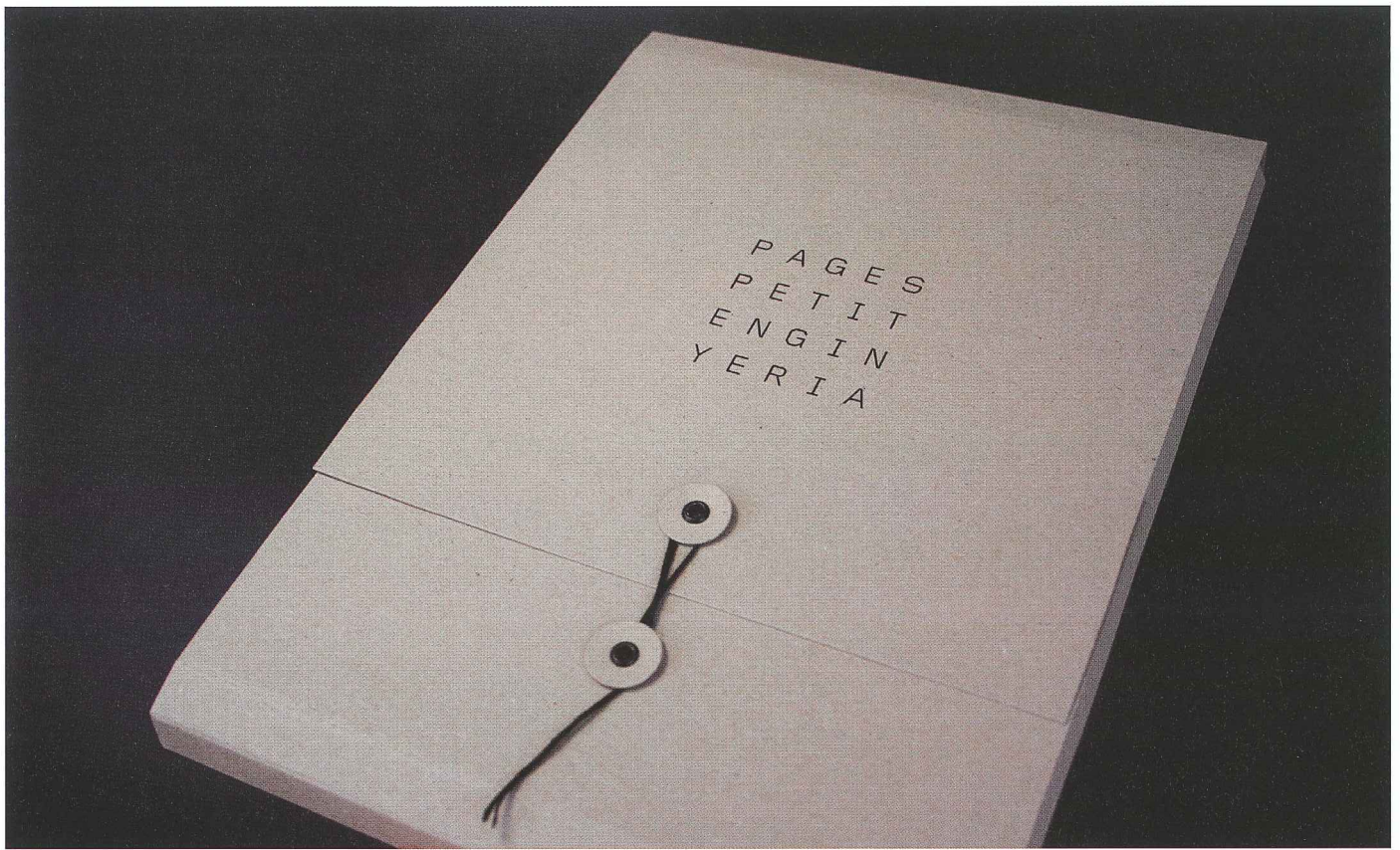
Client
Pagespetit Engenharia

Design Agency
Zoo Studio (Spain)

Designer
Xavier Castells

Photography
Xavier Castells







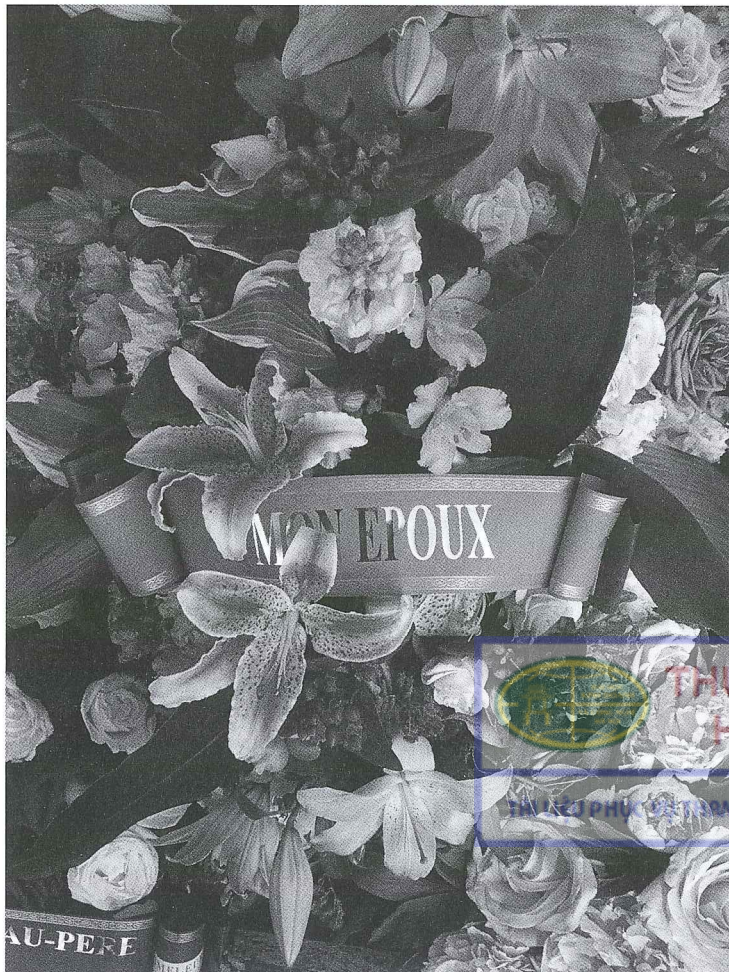
Act Up

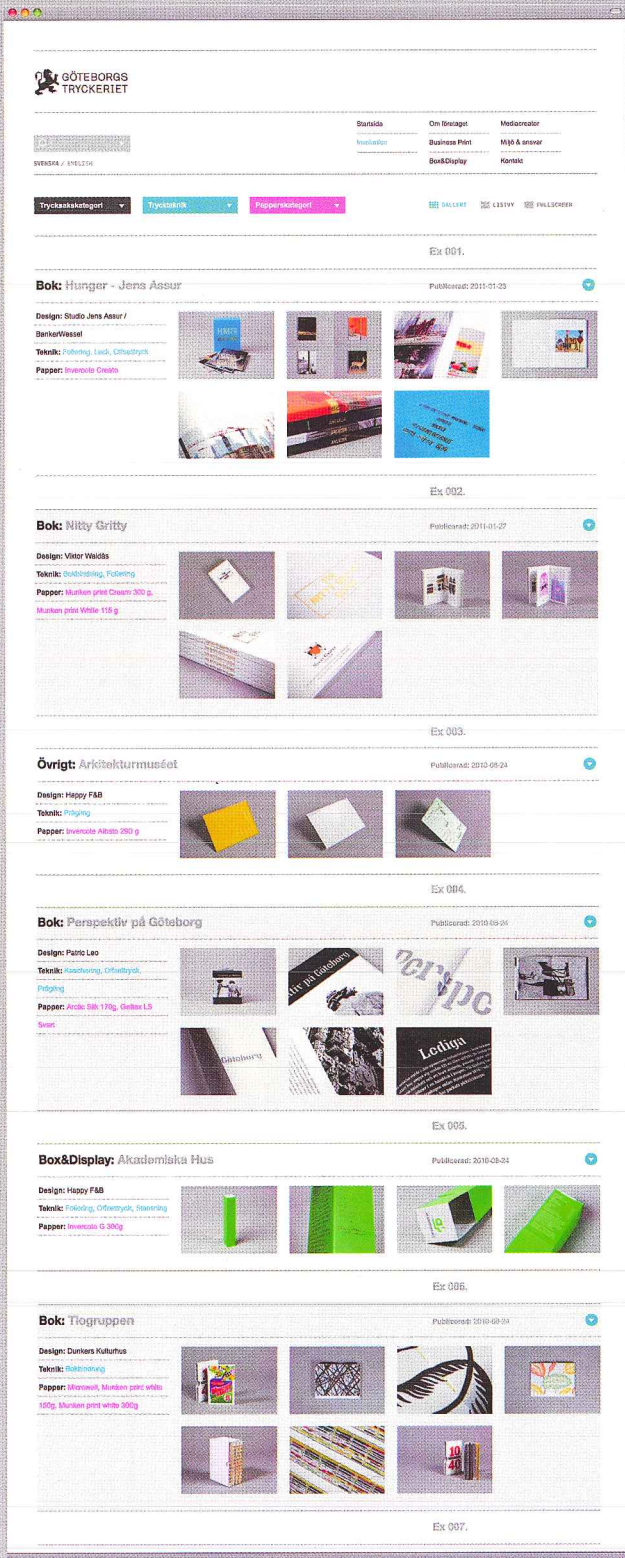
Act-Up is a French association against AIDS. On the occasion of their 20th anniversary, they needed a new logo to refresh their identity. I used a form of typography to illustrate a condom, which is a big claim of the association. The zero in the logo is the 'virus' shape which reminds one of the dangers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

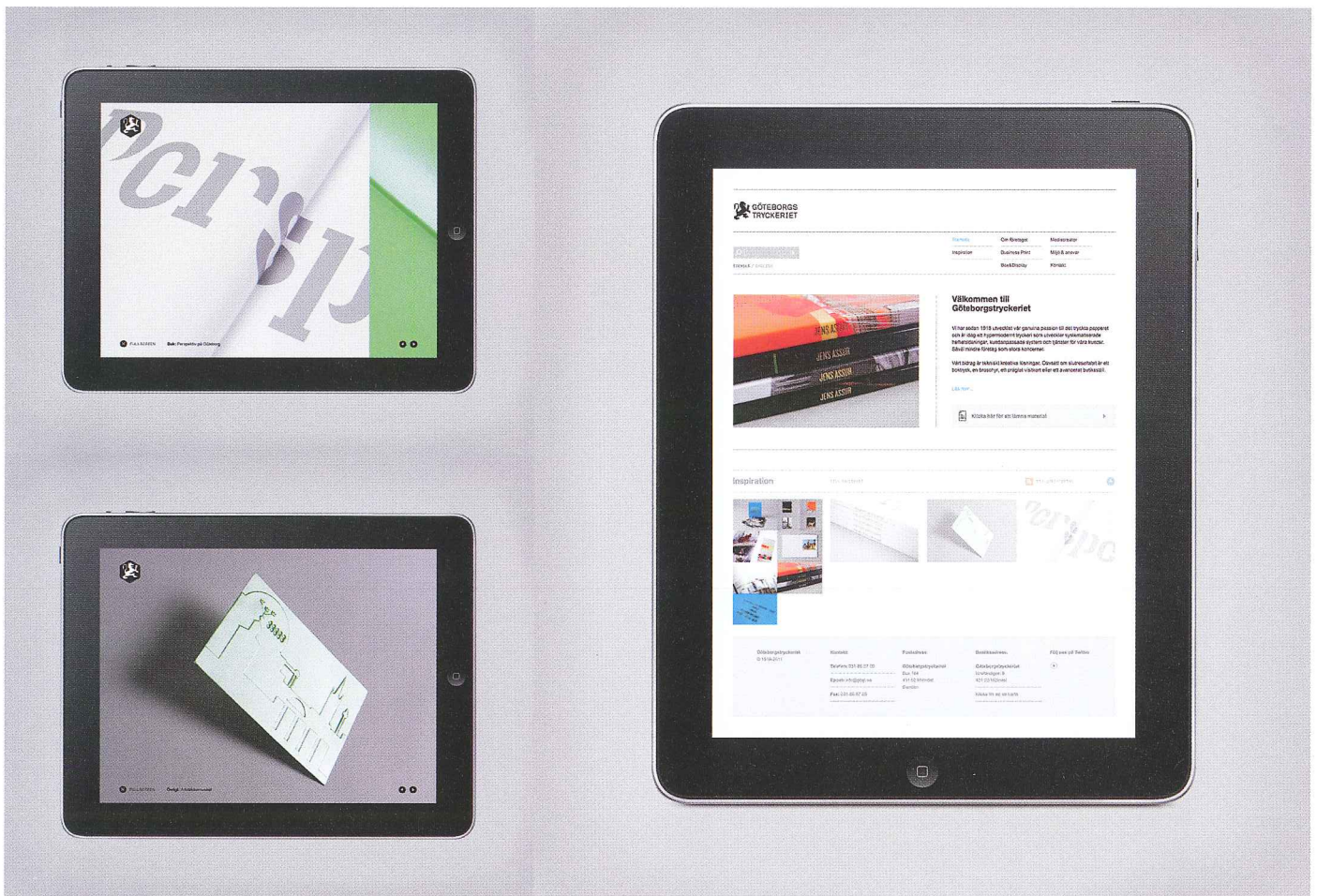
bloody. I made some badges with the logo, and a poster with a funeral crown. On the crown is written 'Happy birthday,' and the ironic message at the bottom is 'Act Up is sorry to announce its 20th anniversary,' because it's an anniversary of the death caused by AIDS.



Designer
Laure Massal







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.

GAŠPAR

Client

GAŠPAR obiteljsko gospodarstvo - Vrgorac (Croatia)

For Client

Boris and Dario Gašpar

Design Agency

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

Creative Director

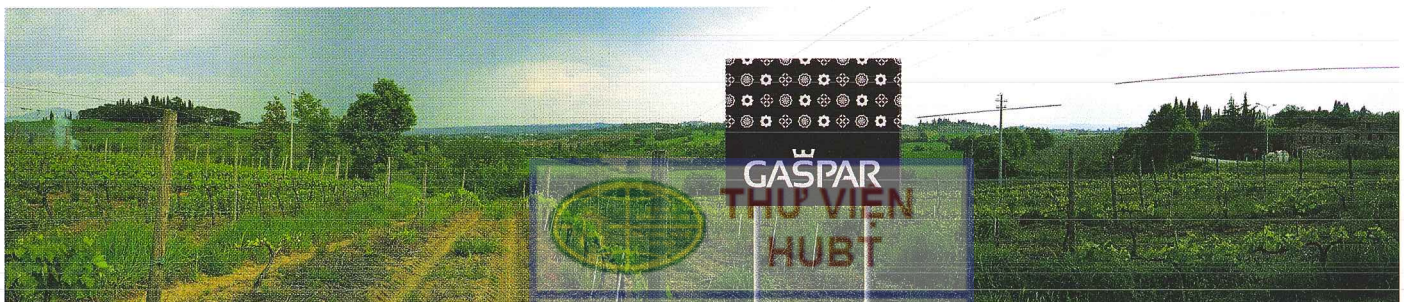
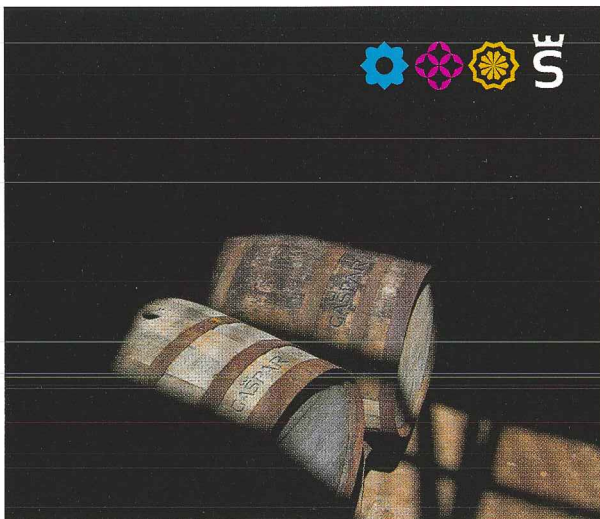
Miro Raguž

Art Director

Stjepan Barbarić

Designer

Manlio Napoli, Ana Zovko





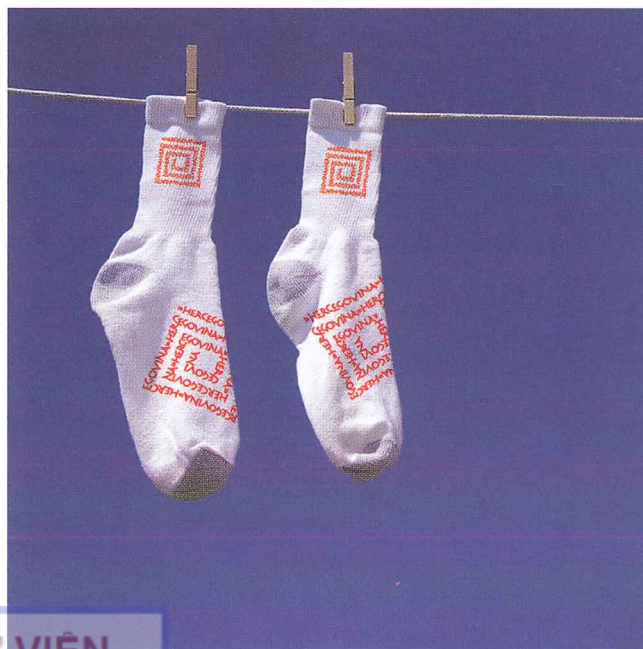


Herzegovina - Region Brand Identity

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.





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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



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Mindf

Free
your mind
Make
it ... 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 Balazs Makrai, Istvan Hanzel and Daniel Magyar giving scope for my abilities.

Client
Mindfreak Productions

Design Agency
kissmiklos (Hungary)

Designer
Miklós Kiss

Photography
Miklós Kiss





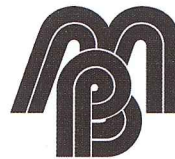
Motion Blur ca
1910



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

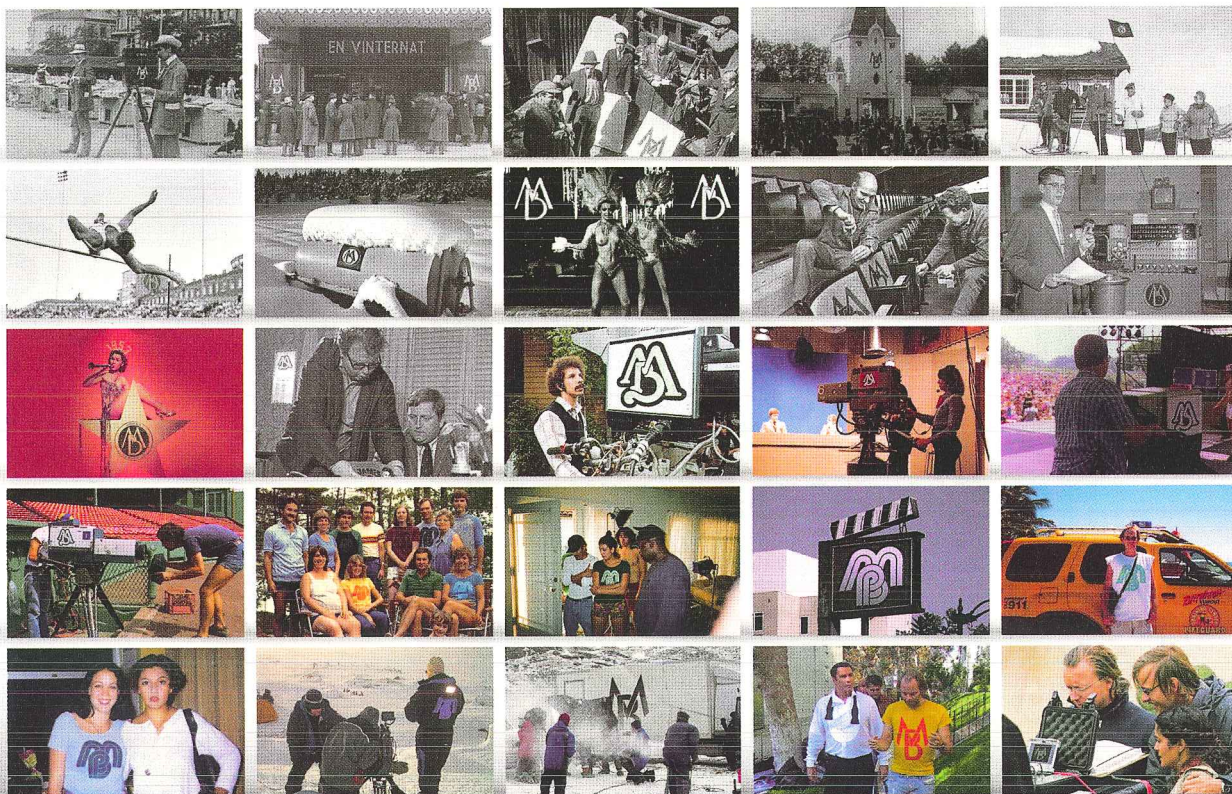
Motion Blur is one of Scandinavia's leading film/ advertising production companies.

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.

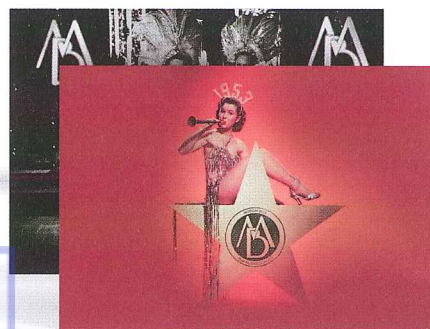
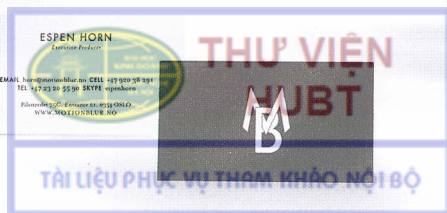
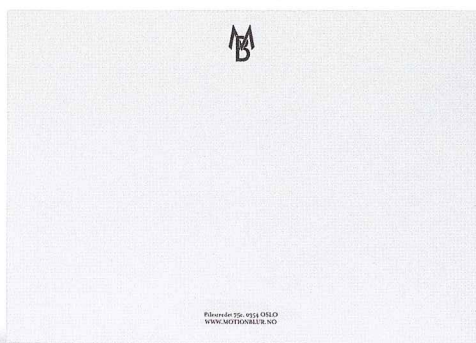
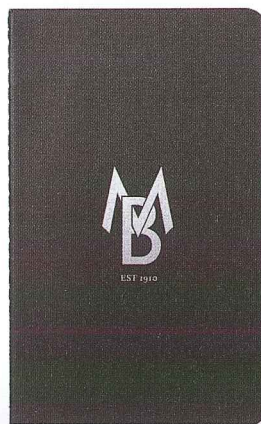
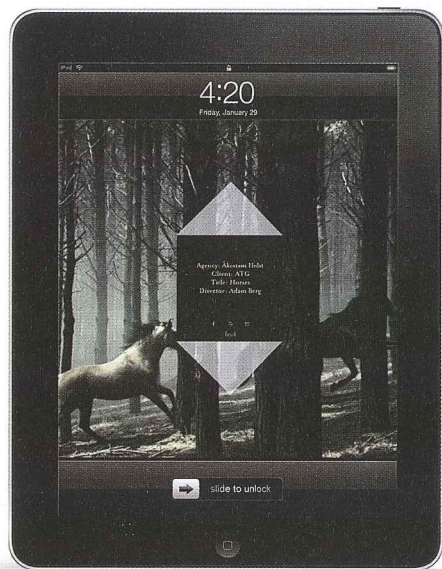
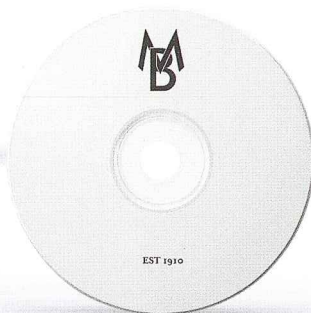
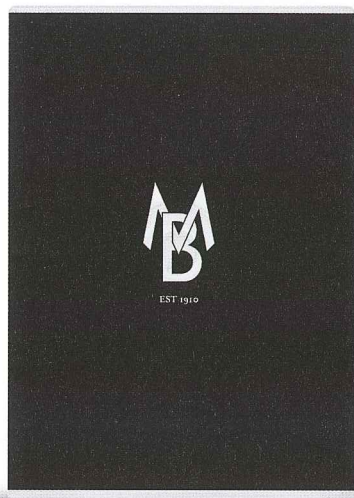


100 Years Of Magic Brilliance



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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

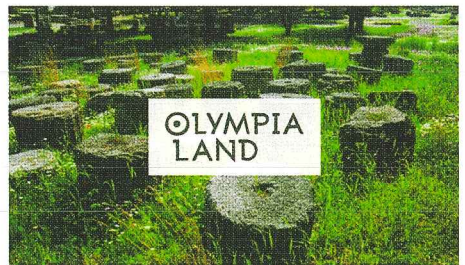
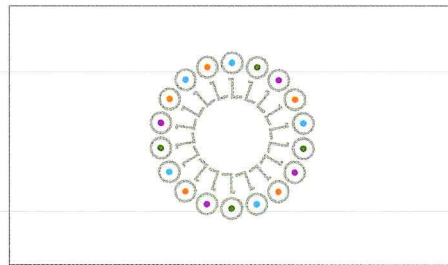
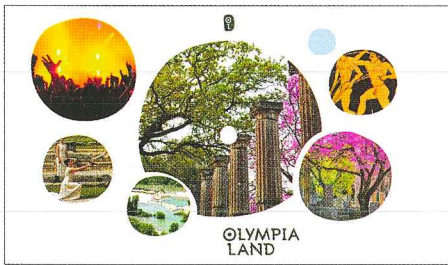
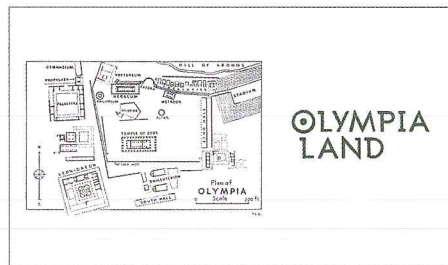
Photography

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!

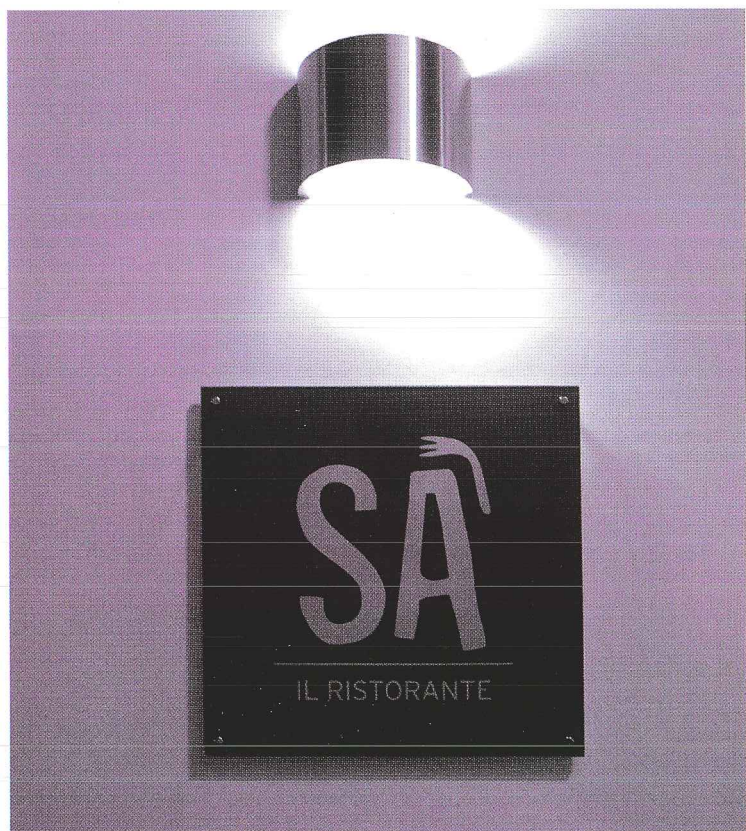




Client
Theodosios Sagiadinos,
Stathis Sagiadinos,
Angelos Tsakonas

Designer
Sophia Georgopoulou (Greece)





Sa' - Restaurant

Restaurant specialized in fresh seafood.

Client

Sa'

Design Agency

L-enfant (Italy)

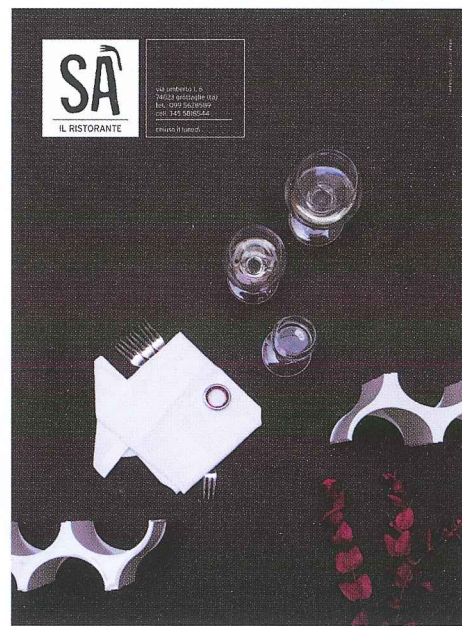
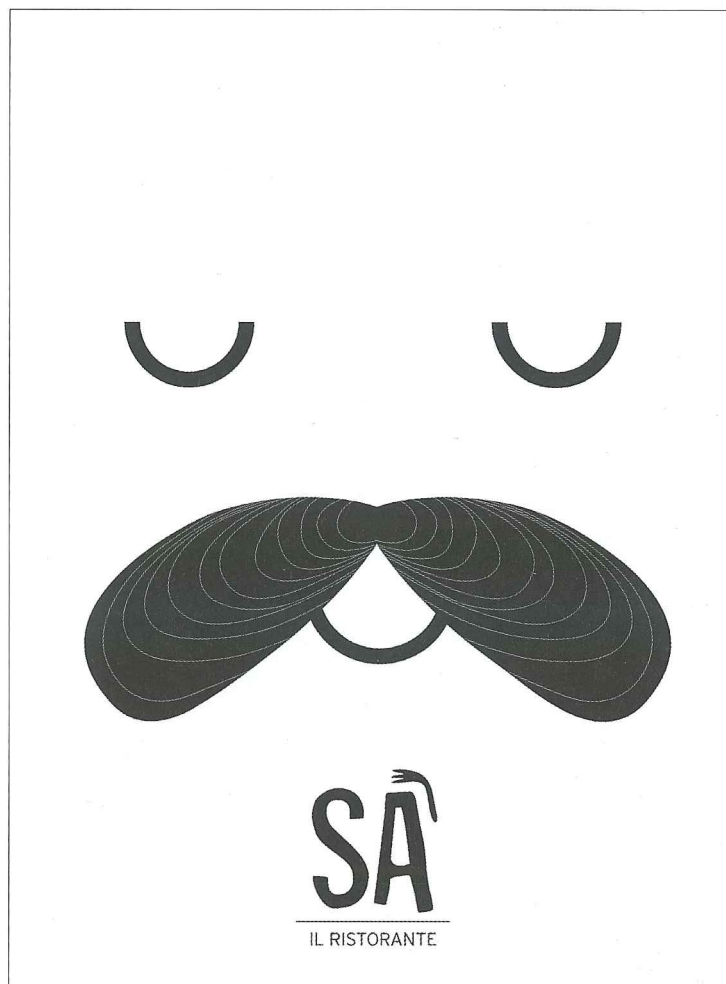
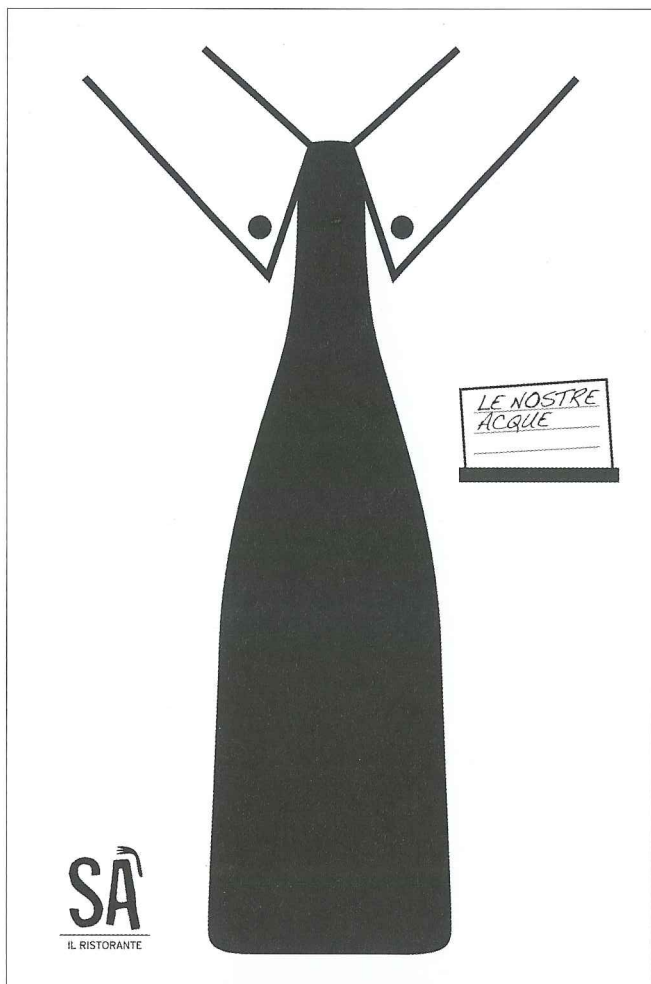
Designer

Pierfrancesco Annicchiarico

Photography

Dario Miale







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.

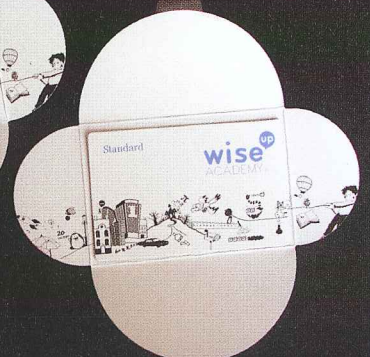
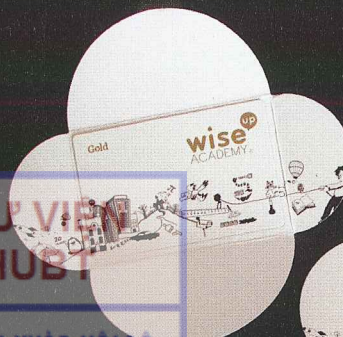
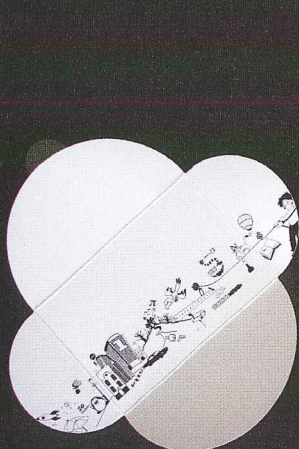
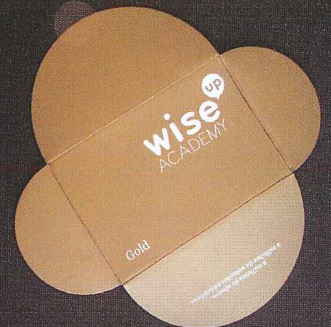
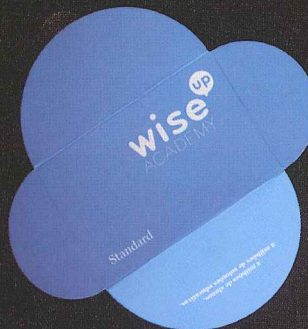
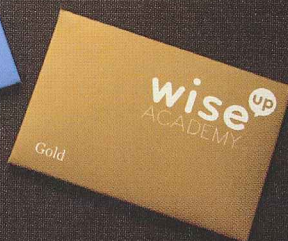
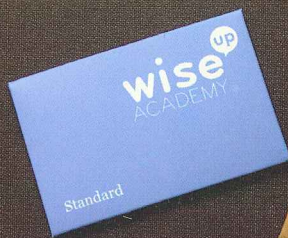
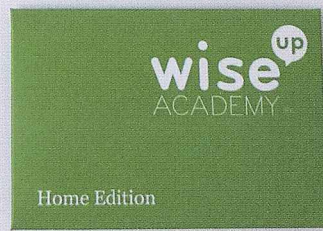
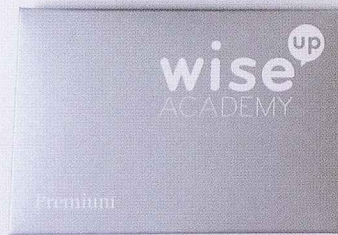
Client
Wise Up Academy

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

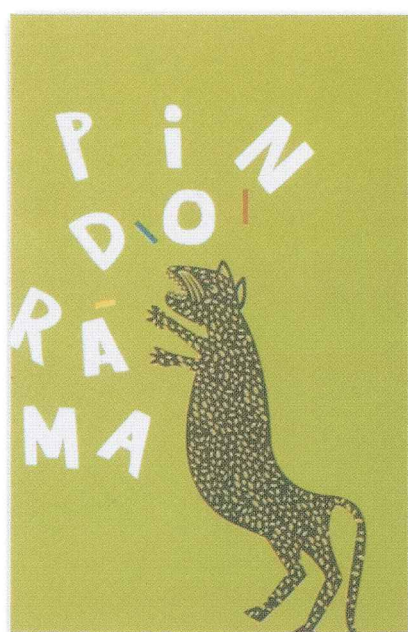
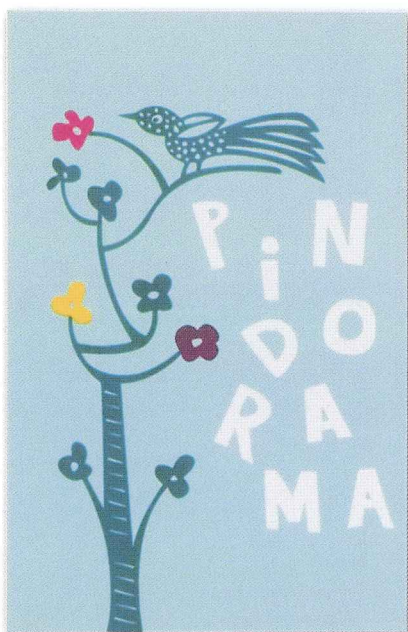
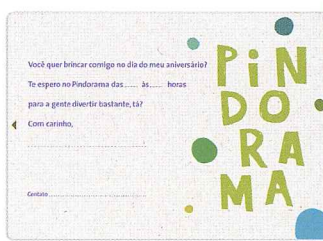
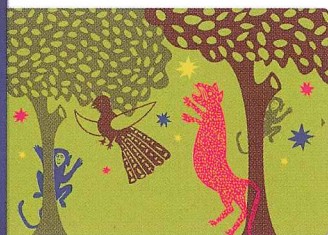
Casa Rex (Brazil)

Creative Director

Gustavo Piqueira

Designer

Gustavo Piqueira, Samia Jacintho



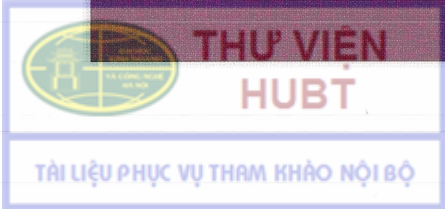
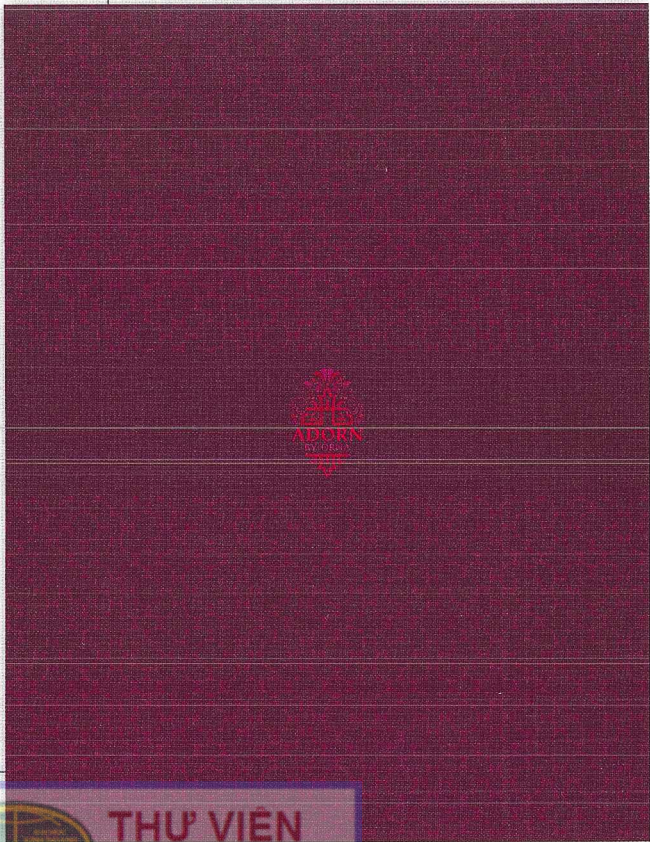
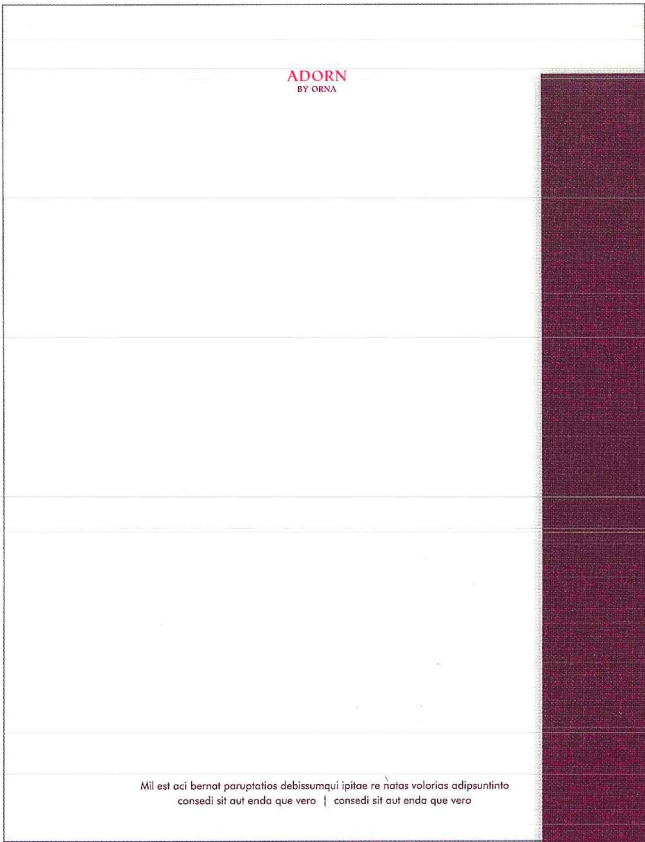
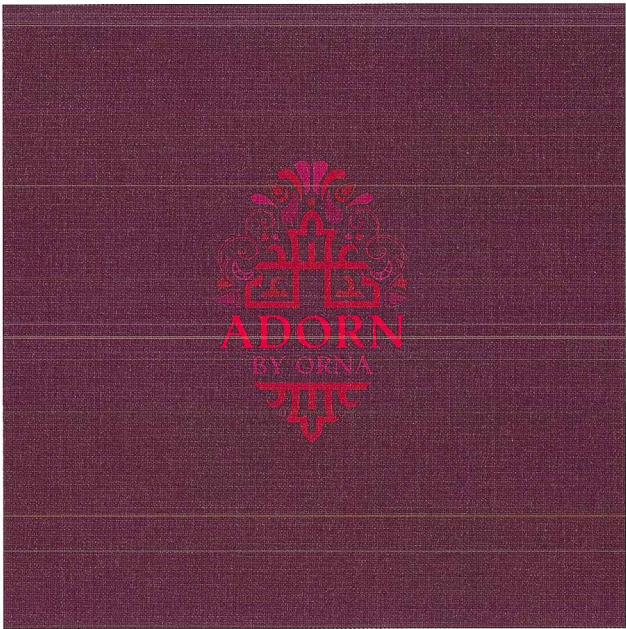
Adorn Identity System

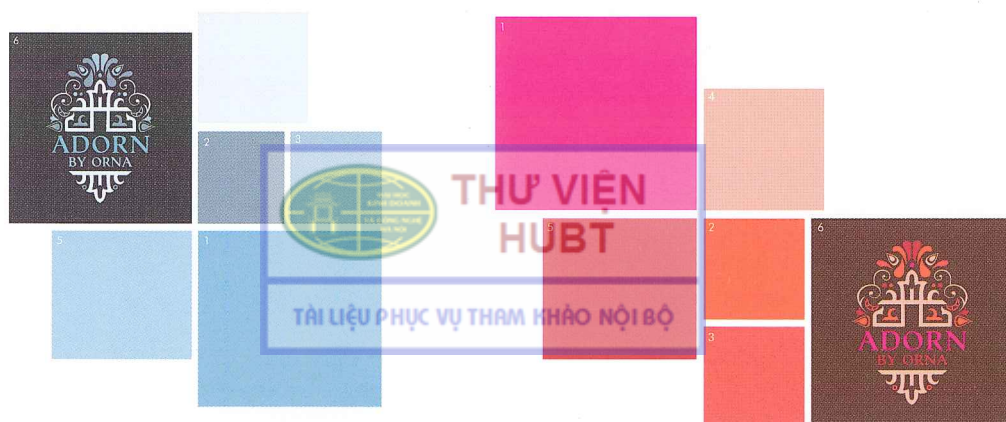
The Adorn identity system was created as a very flexible system that can be applied across the multiple platforms of a craft company. Colors and patterns are used to provide variation and distinction from one area of the company to the next.

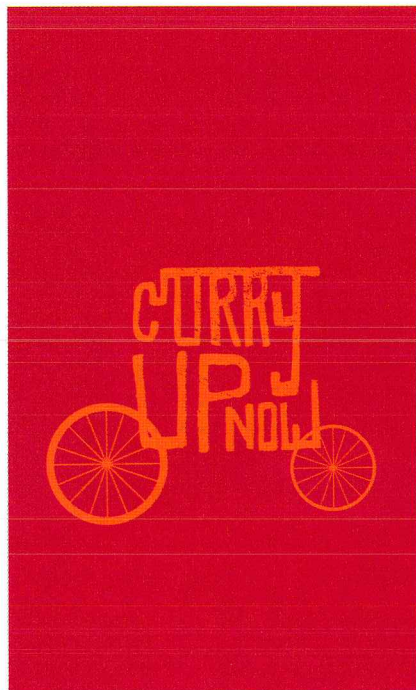
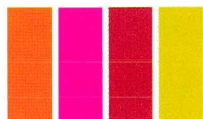
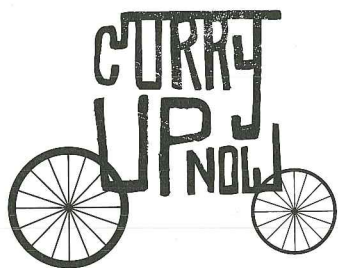
Client
Adorn by Orna

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

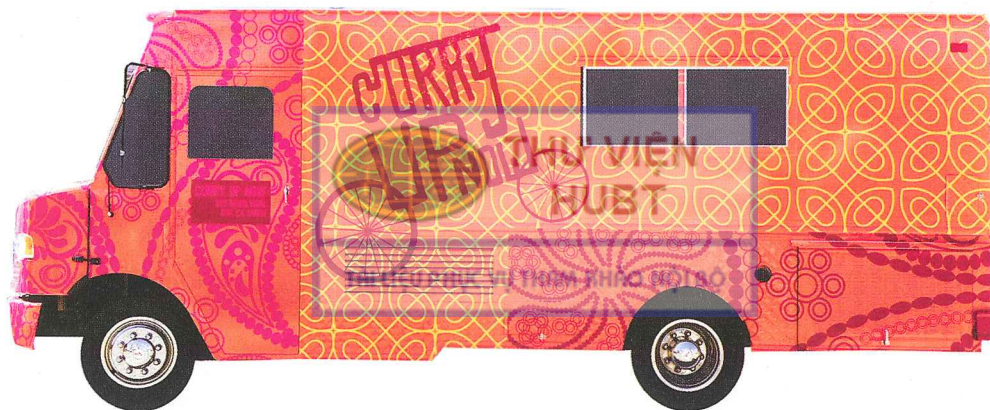
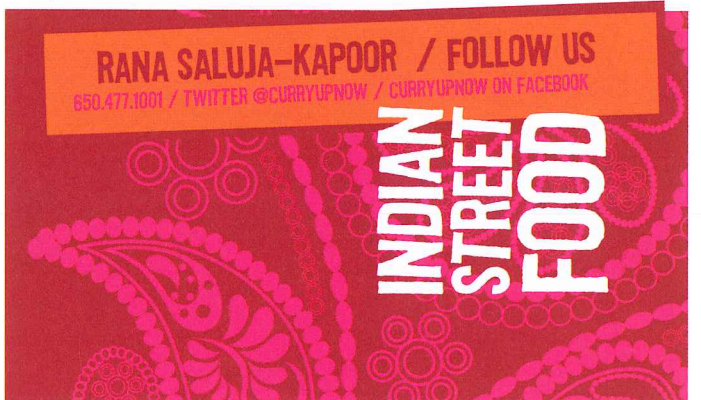
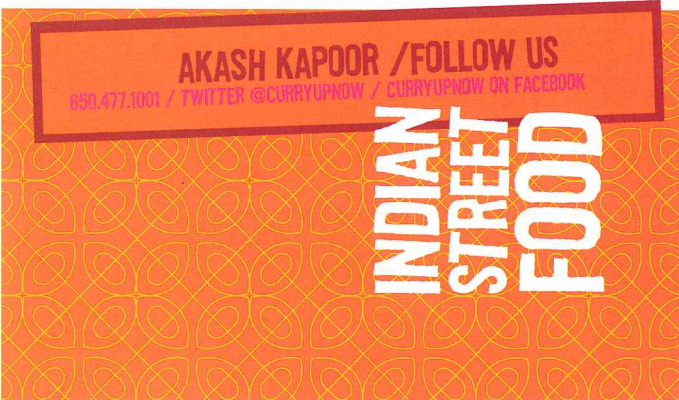
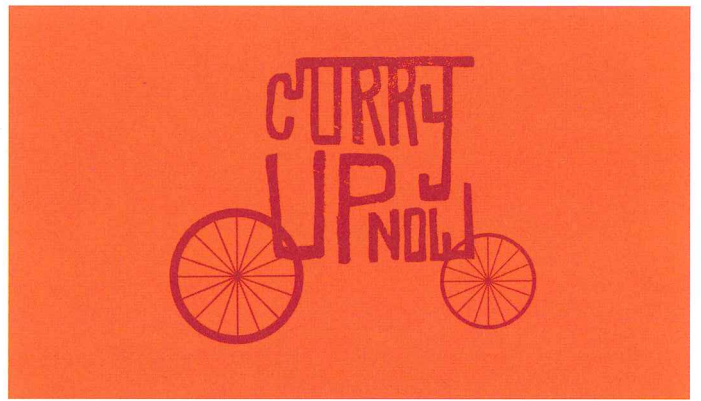
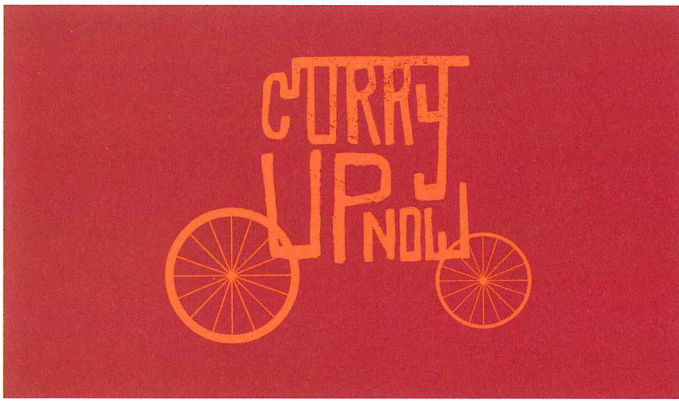
Design Agency

Design Womb (USA)

Designer

Nicole LaFave





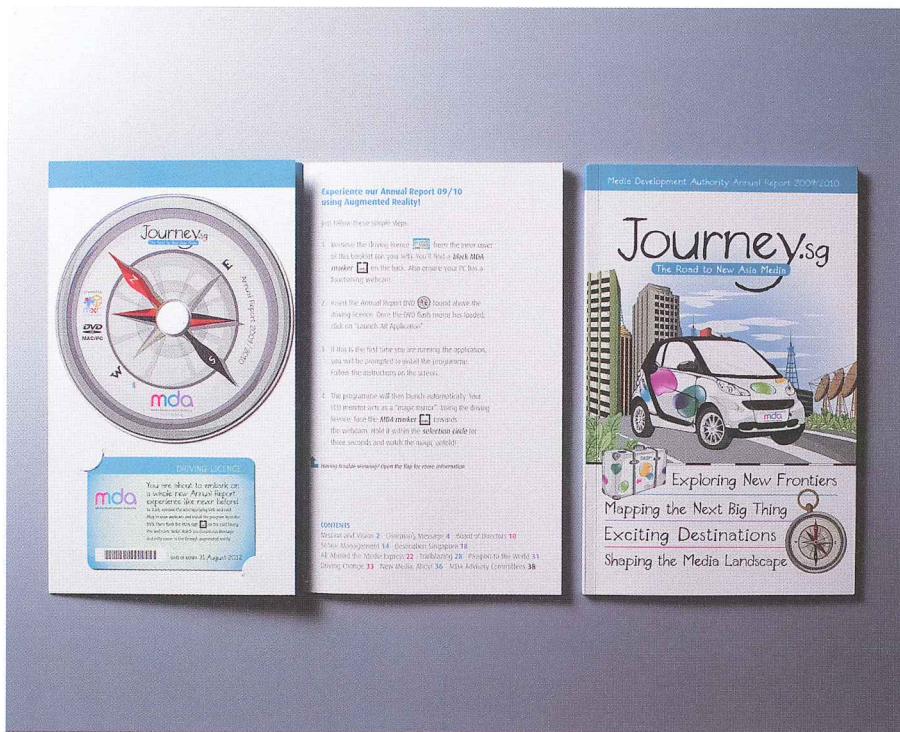


Journey.sg

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)

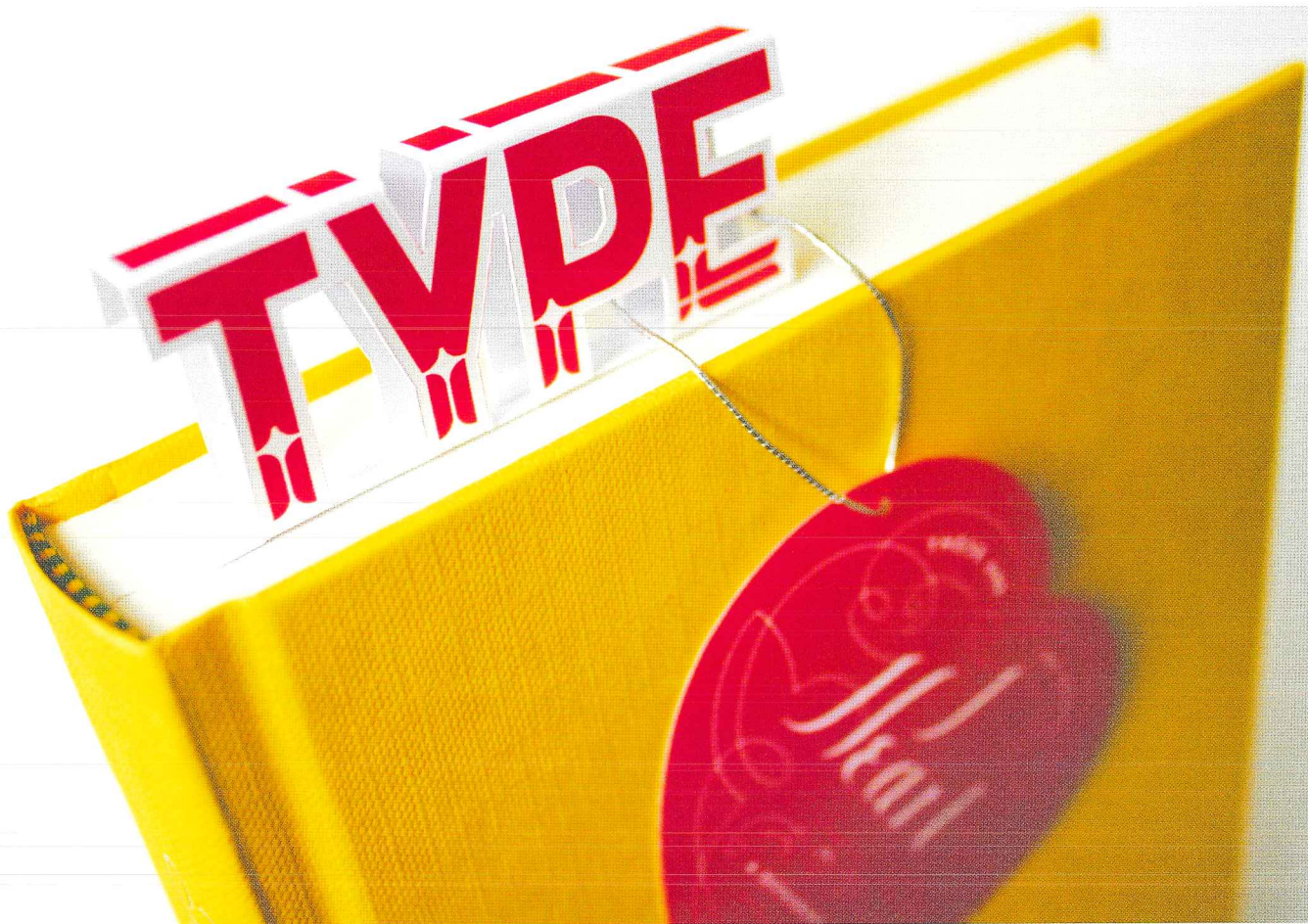
Design Agency
Splash Productions Pte Ltd (Singapore)

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





THƯ VIỆN
HUBT

TÀI LIỆU PHỤC VỤ THAM KHẢO NỘI BỘ



Client
Mulholland International

Design Agency
Smel creative and strategic design
(Netherlands)

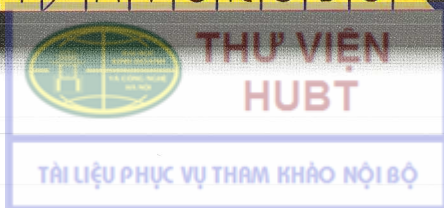
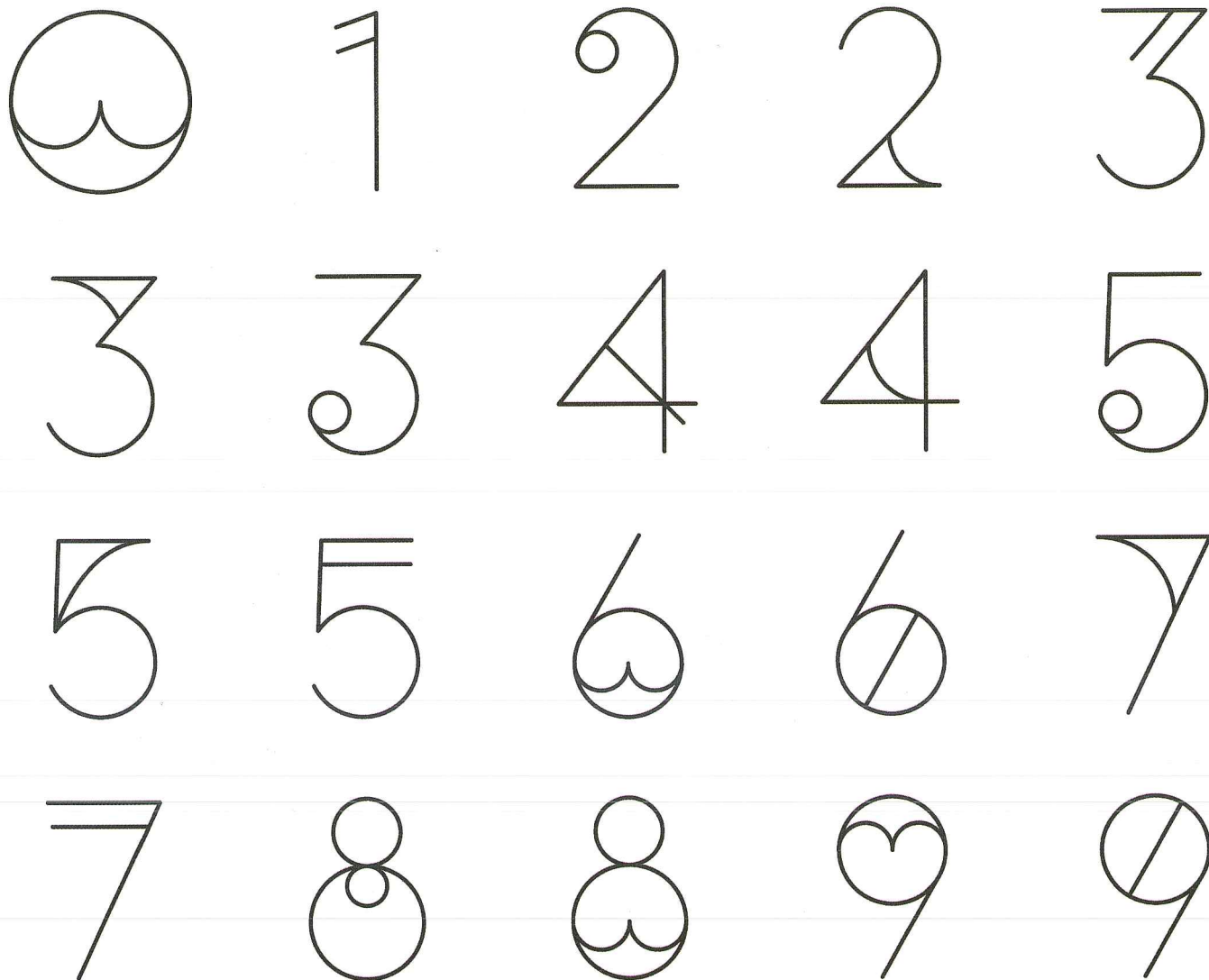
Designer
Edgar Smaling, Carlo Elias,
Sandor Lubbe, José Klap

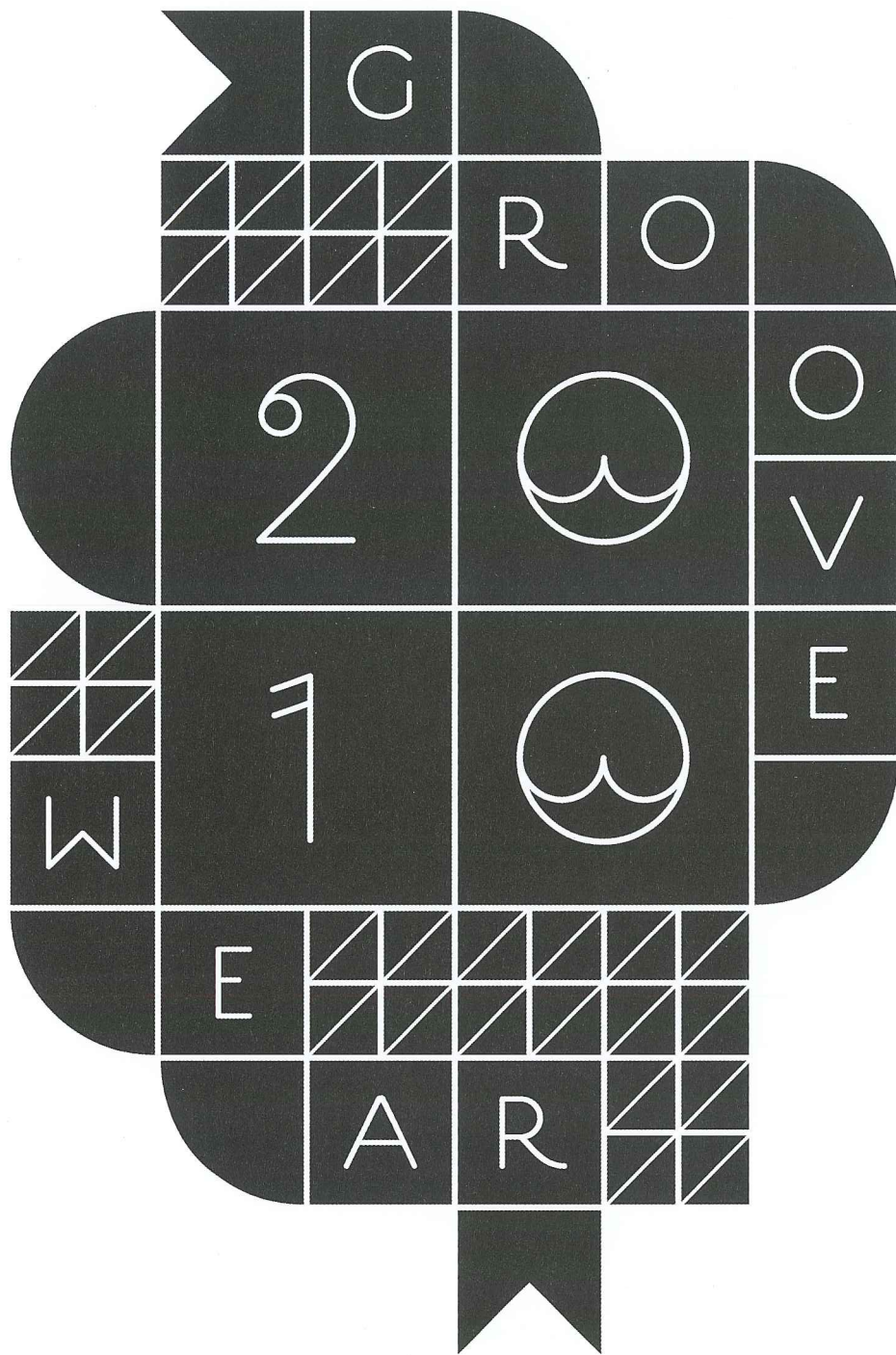
Limited Edition Onitsuka Tiger

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.



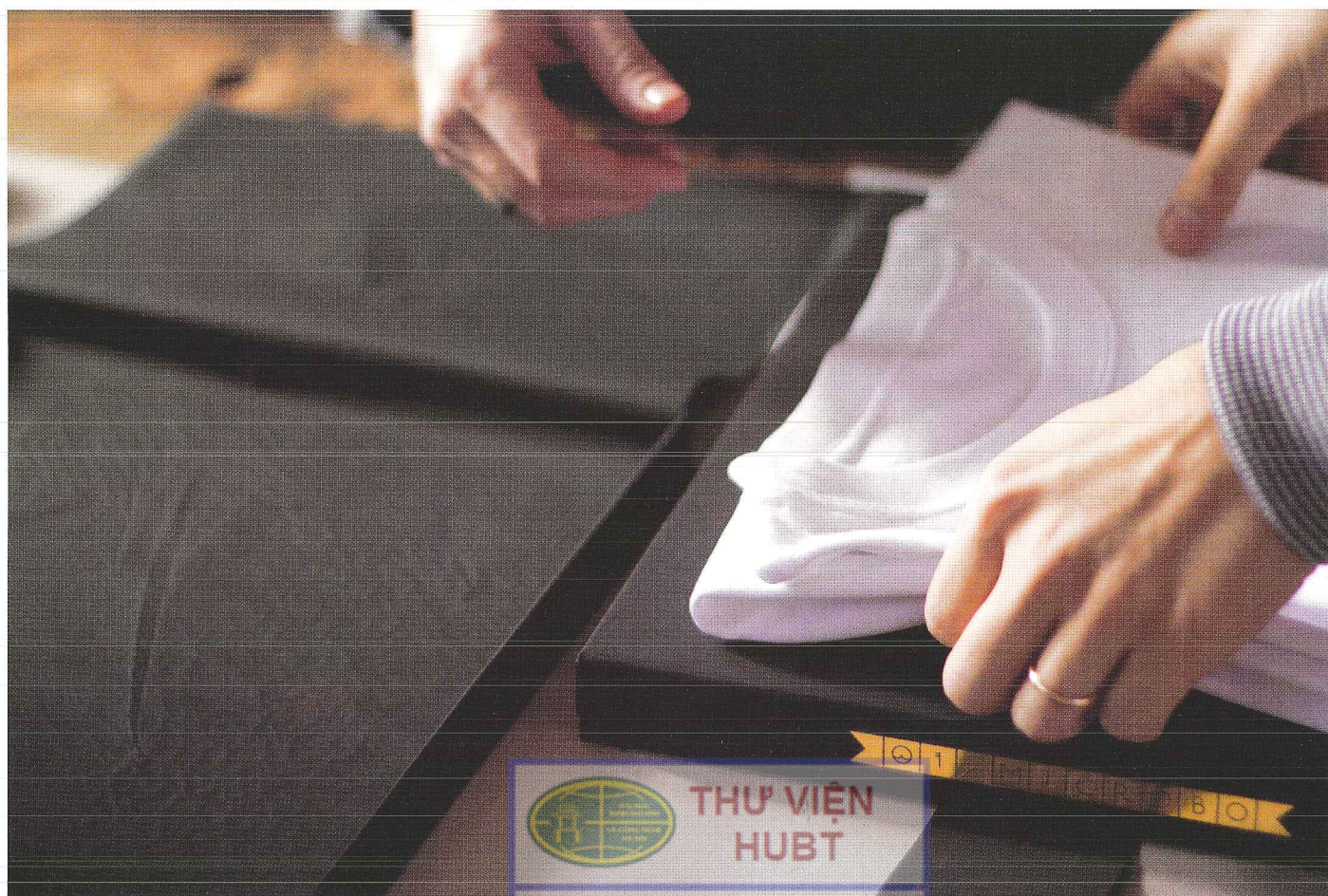
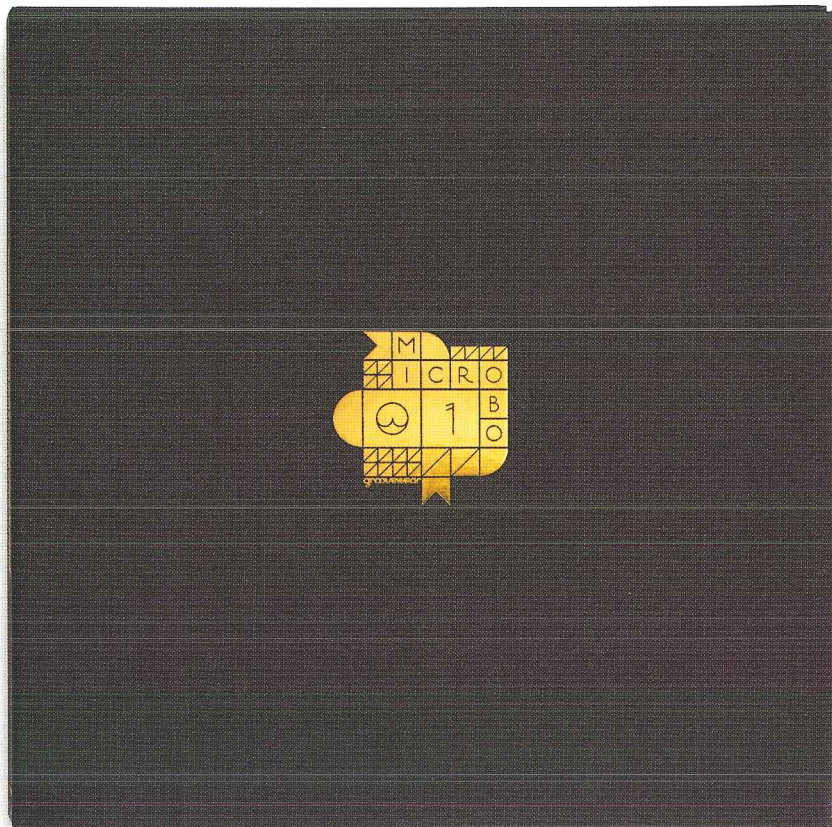


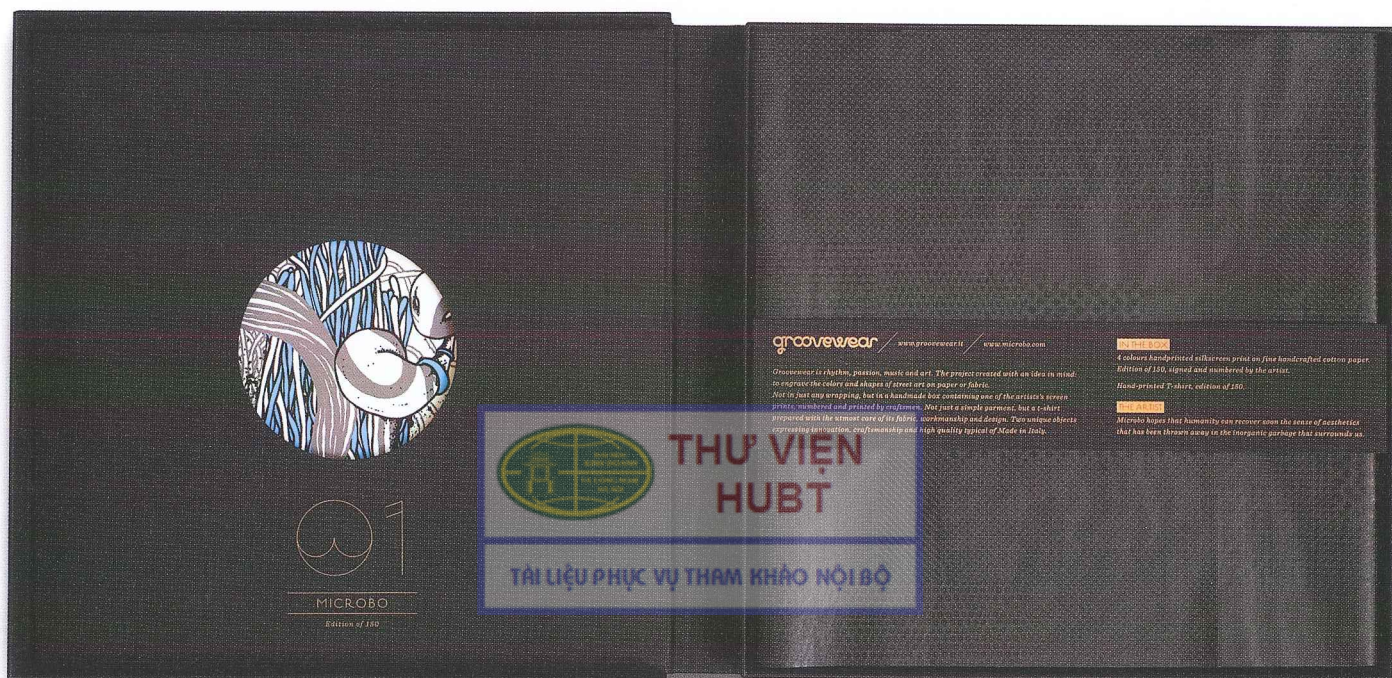
Groovewear Special Edition Box

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



Client
Groovewear
Design Agency
La Tigre (Italy)
Designer
Walter Molteni







Cookies Kitchen & Bar

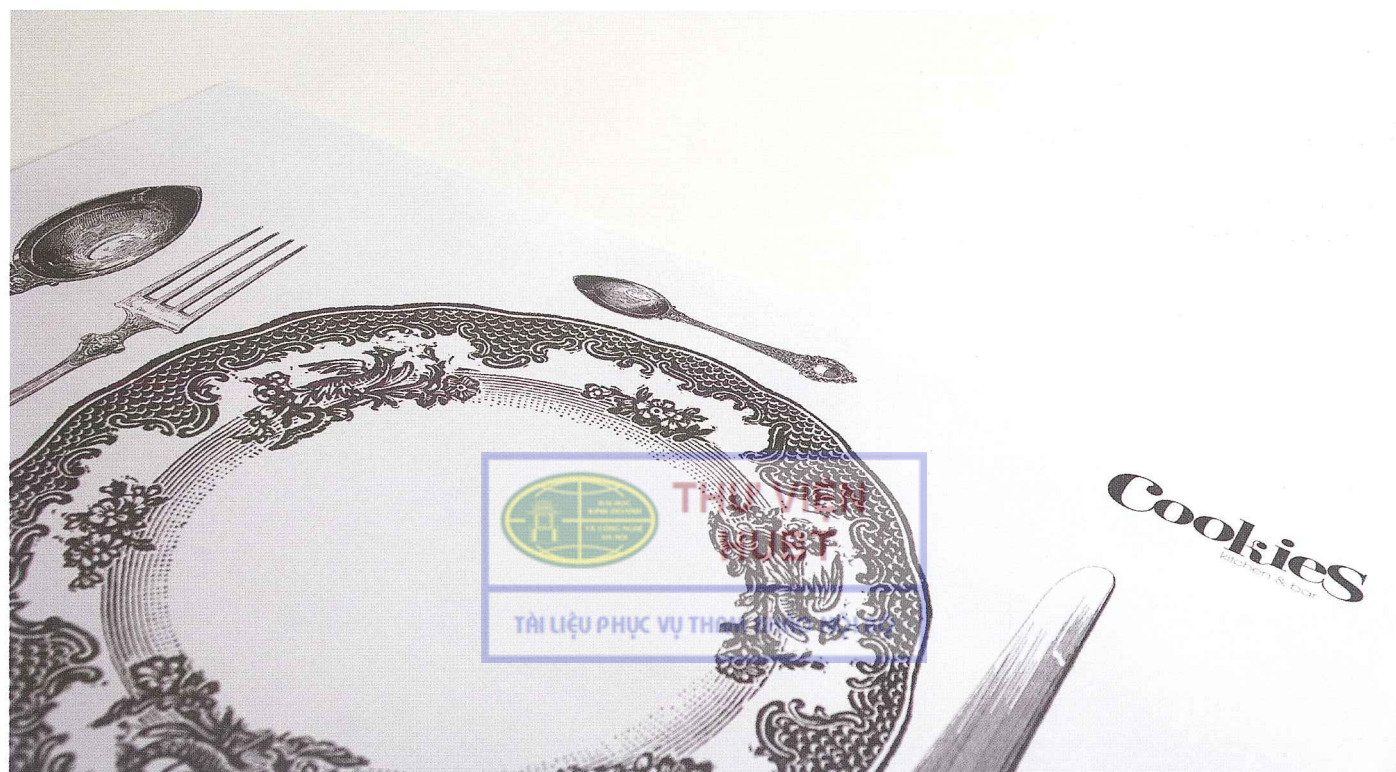
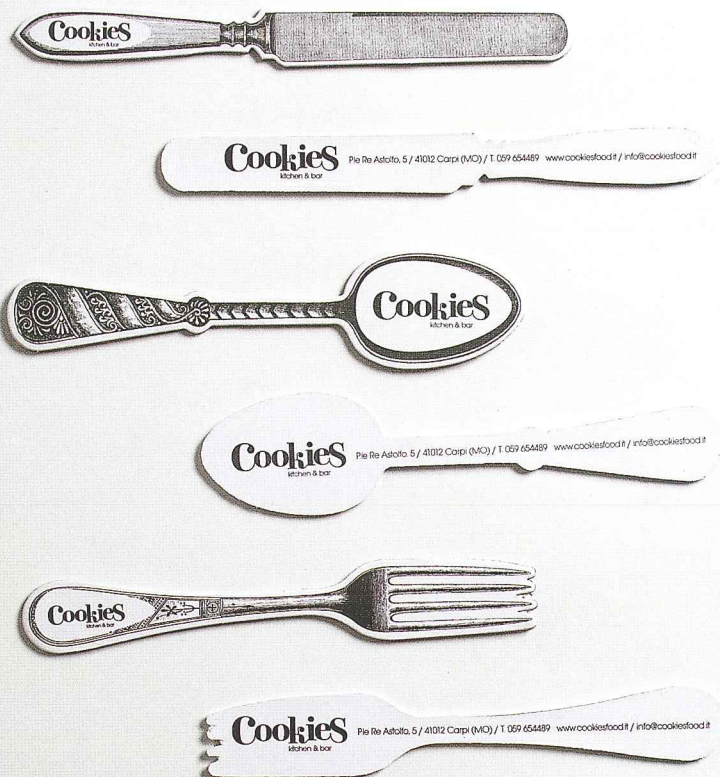
A card is made for the opening party with detachable cutlery as business card.

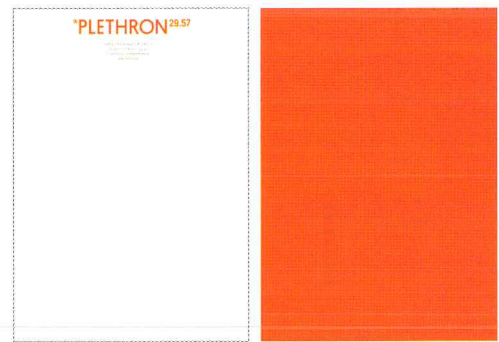
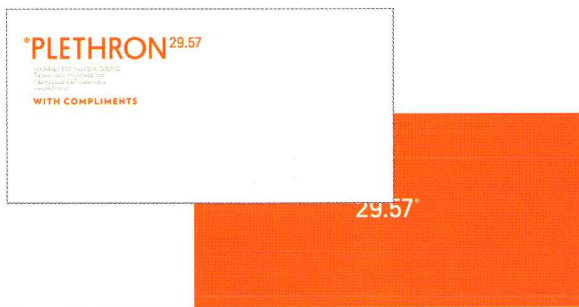


Client
rouges srl

Design Agency
Onthetable (Italy)

Designer
Francesco Roncaglia





Plethron

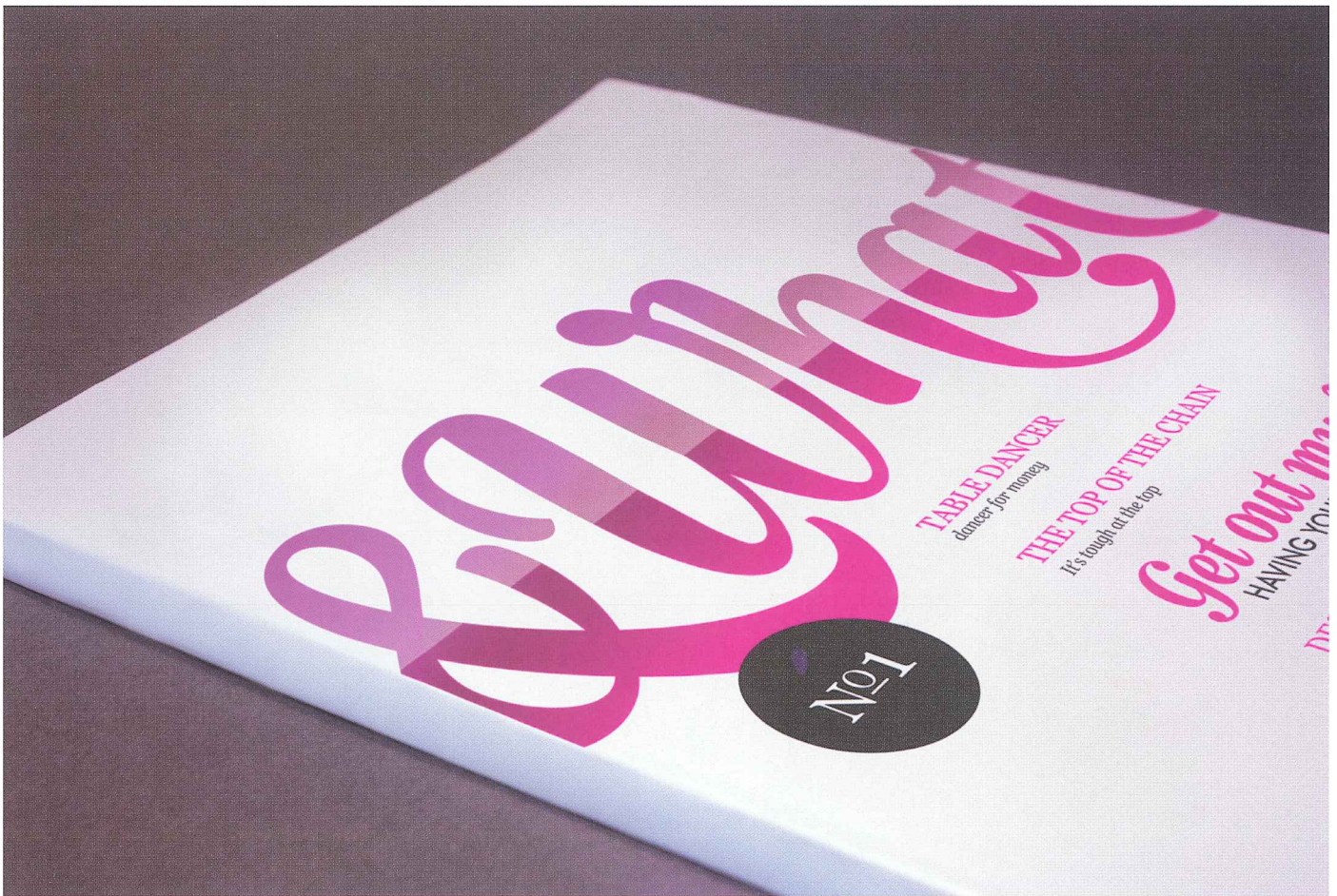
This work is the identity design for construction company Plethron, including the logo, letterhead, and stationary artworks as well as other visual applications.



Client
Plethron Construction Company

Design Agency
BOB STUDIO (Greece)





&What Magazine

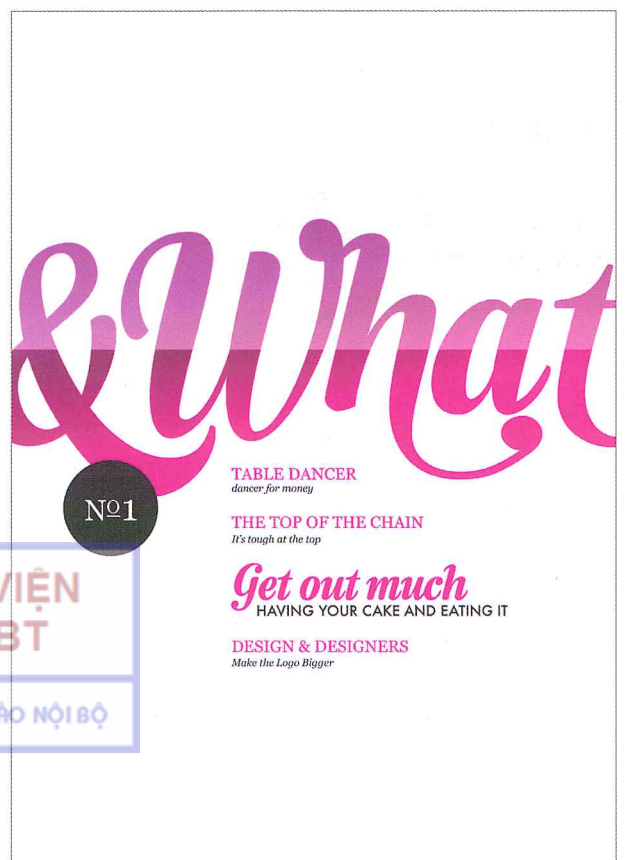
A new magazine identity. The magazine will feature the designs, views and opinions of designers and illustrators. Content is largely made from submissions in reply to an open brief.

Client
Self Initiated Project

Design Agency
Made (UK)

Designer
Andy Thirsk

Photography
Andy Thirsk

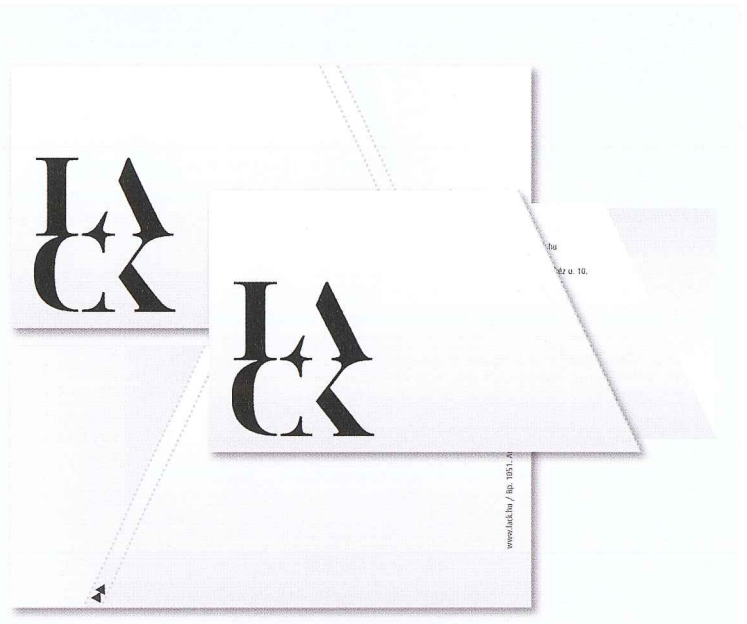




Identity, Cover Design, and Inside Design for LACK Magazine

LACK identity:
 I tried to visualize the word 'lack' on the typo, 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



LACK

LACK

LACK

LACK

LACK

LACK

LACK

LACK



THƯ VIỆN
HUBT

TÀI LIỆU PHỤC VỤ THAM KHẢO NỘI BỘ

HOMME

Hombres

HOGY

Hogy

BAZAAR

Bazaar

DIVAT ABC

Divat ABC

TREND
FORE
CASTING

Trend forecasting

OUTLOOK
BEAUTY

Outlook Beauty

TARTALOM

Tartalom

FEEL
ME

Feel Me

MAZKULIN
MAZKOK

Mazkulin Mazkok

TÜKRÖM
MÖKJÜT

Tükrom, Tükrom

OUTLOOK
FASHION

Outlook Fashion

FASHION

Fashion

IMPRESSUM

Impressum

STREET

Street

PÁLYSZAT

Pályázat

KARRIER

Karrier



PHOTO

Photo

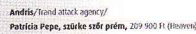
GLAMOUR

Glamour

MODELL

Modell

HOME



TÀI LIỆU PHÂN TÍCH THAM KHẢO NỘI BỘ

Klik

LACK / FASHION / Kés Alatt

40.

[illegible][illegible]

"EZ GYÖSTYERE SZELLEMI ÉS FIZIKAI MUNKÁ."

A nyelvtudományban az elmélet és a gyakorlat közötti különbség az, hogy az elmélet a nyelv működését vizsgálja, a gyakorlat pedig a nyelv használatát. Az elméleti nyelvészet a nyelv szerkezetét, történetét, funkcióit vizsgálja, míg a gyakorlati nyelvészet a nyelv tanítását, a nyelvi kommunikációt vizsgálja.

nak volt, tudós, közéleti és még ki tudja hány helyezett.

LACK / PHOTO / tükrom, tükrom 116

[illegible]

NE LÓGI, DE NE LEGYÉL FOGAS SEM!
 Terebes ártóban, ha azt gondolod, hogy az enyhes vendégek és az árnyas állat garantálja a sikeret: *Kalday kiste,* a Főce mezei egyenlete: szén, legelőtlen anyagra forras a szénhidrogén és a pepli hőszállítás, nem megelégedés kisére.

...szokottam, hogy a nagy
szimfóniák el. Auktoroknál az én sokat megfogadott papjaim
hogy befelé fordultak, hanem az egész társaság, ahányan vérszomjas
ben letem, nem mindig voltak és kacsák, és valaki nem tudja a kutyák
kerék, vagy többet lehet portán, mint a kutyák, gyorsan ott állt
Aztán magam - a szomszédok.

szem a fotóhoz, világosság és tömörség nem mindig könnyed hang-
zási díszítást igényel. Nemcsak a beszéd, a meglepés, a kellemes
nyelvi helyzetekben kell dicsőítenünk a jó szót, egyetlen szavunk arca
jóról árulkodik.

egy egy nasszal megfogalmazási utasítását is helyesen értelmezte, vagy éppen saját inspiratívul egyeztetés ki, tudom, hogy a modell ma is a nagyra nevelte, ha ezt a végülis tudja tanítani az más fél siker. Képzem jó, ha a bevezető tudja magát képezni és ezáltal egy nasszal megfogalmazást is a határolt is helyesen értelmezte, vagy saját inspiratívul egyeztetés ki – állítja István Kovács Gábor, azt, aki (sőt) megfigyelésből is látta.

[illegible]

hogy a modell viszonylag rövid időn belül anomáliái társadalmi felzárkózás
melyével és szerepével. Személy a felzárkózás szempontjából, ahol a szociális
kérdés a modellhez, mindenkihez bele kell tenni a saját életét az adott
módban.

A modell spontánitása és szerepe: a modell a képek szemléltetése
hosszú ideig tart - állítja Emerson, aki egyébként már maga is dolgozott

„Nem hiszom imondik, hogy a szex a kőút fele. Búcsúzom a szex, én seap egy macskát, ha a szemébe kedvem és az úr, hátazt lesz a föld! Imondik.

HOMÁLY VS MEGVILÁGOSODÁS

A modellkedéshez nem elég szívszívó, nem elég a szépségpálya, nem elég az alázat, ezeken kívül is sok minden kiteremtnek és elvárások kell mellette.

Can Dance

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

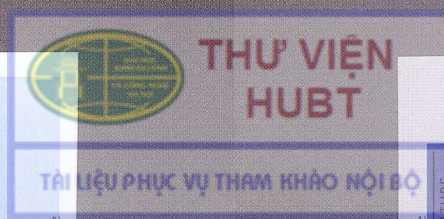
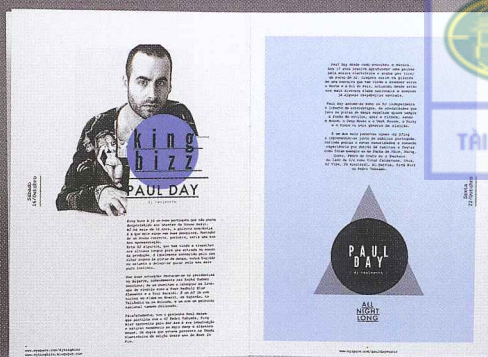
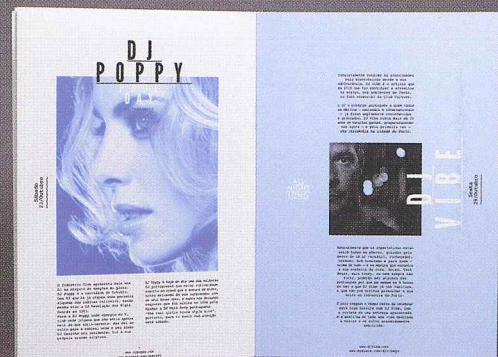
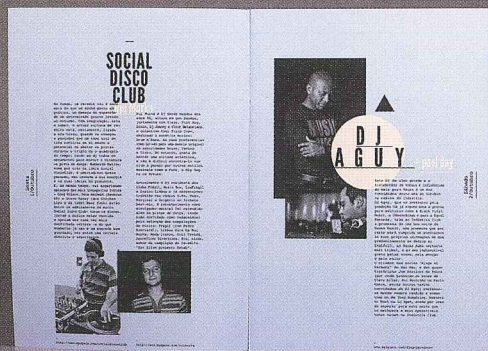
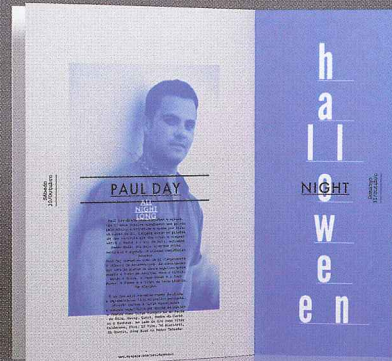
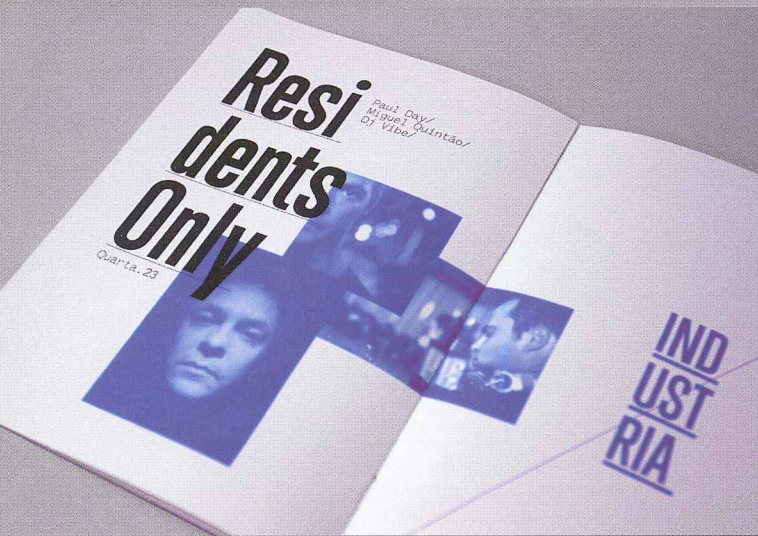
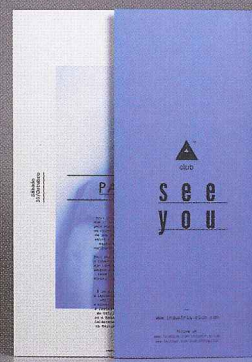
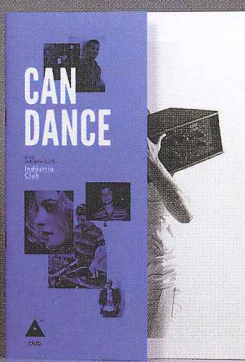
"Industria" was an old nightclub in Oporto that closed years ago and has now been opened again. To launch the theme was "Back Again".

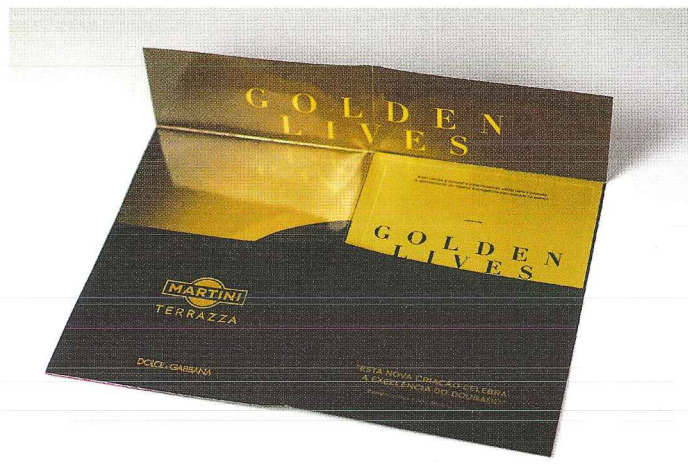
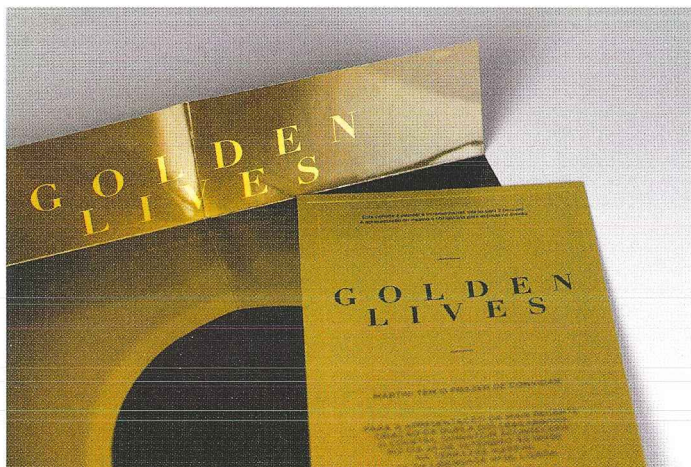
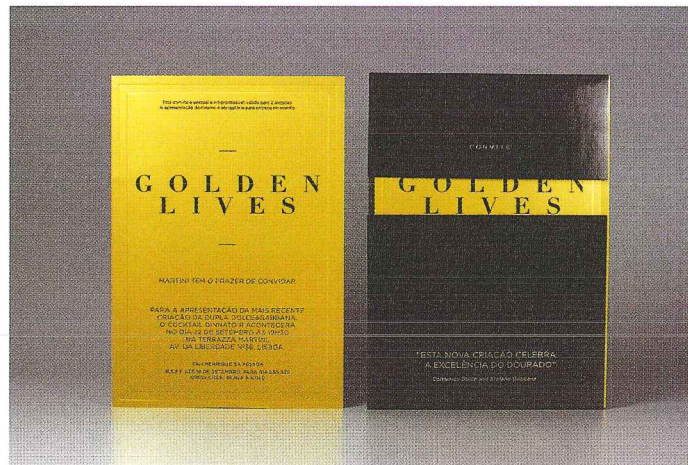
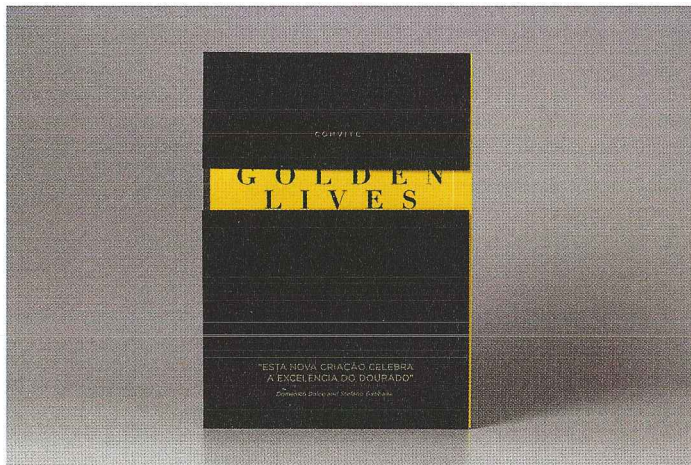
The image of a man with paint dripping alluded to the changes and work done in the space, so that came with a new look.

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

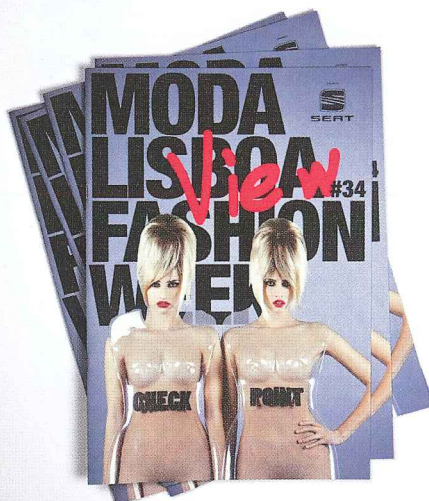
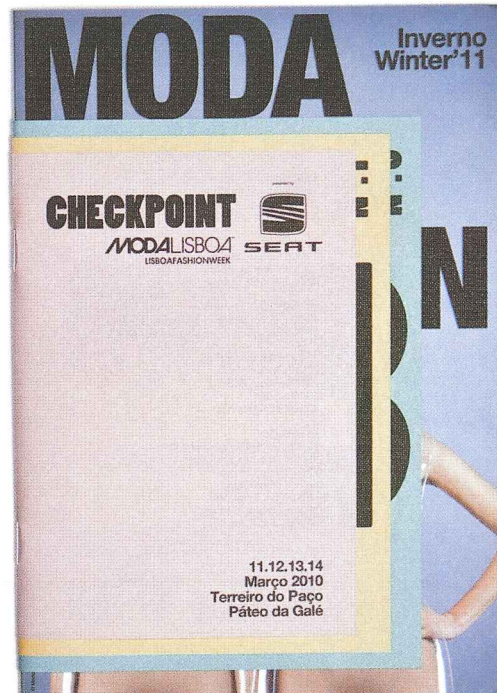
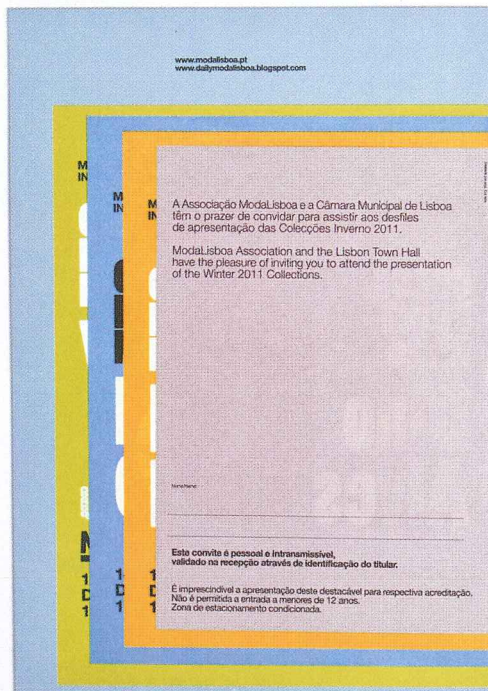
on the colors of the product (Black and Gold), as well as in the contrast between the high glossy papers in the exterior, with the matte gold invitation referring to the materials inside the bottle.



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).

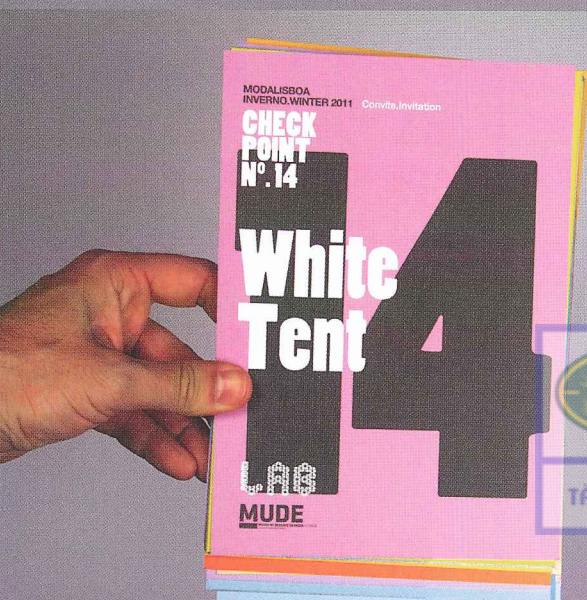
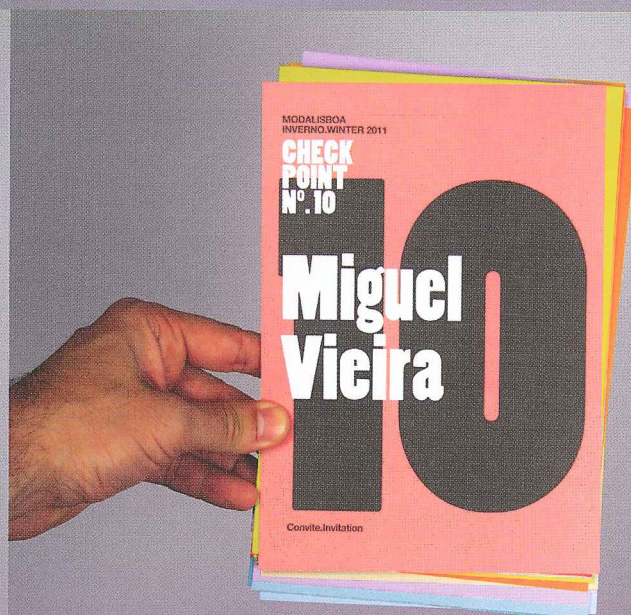
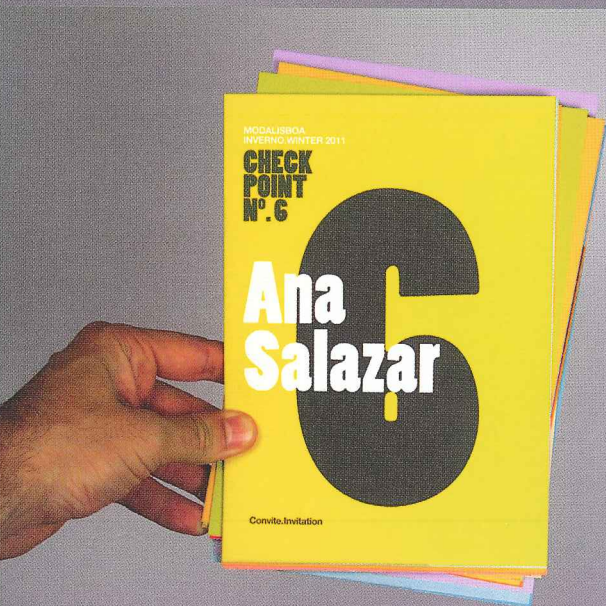
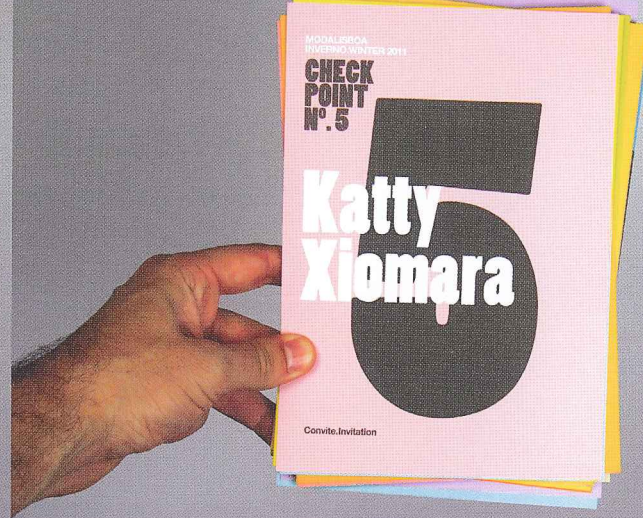
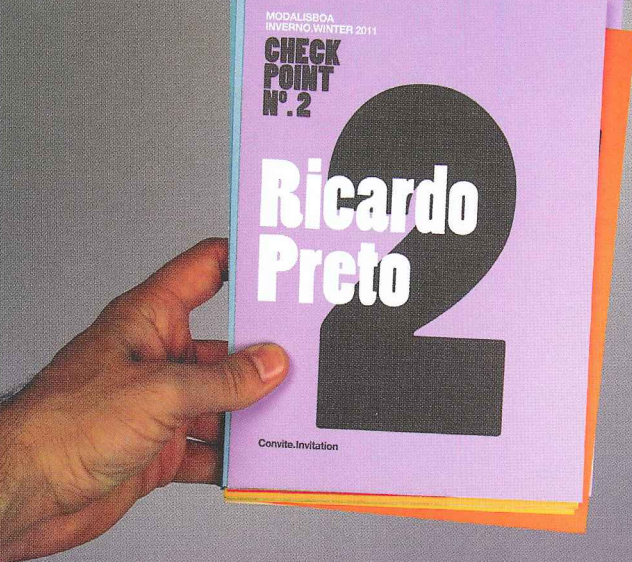


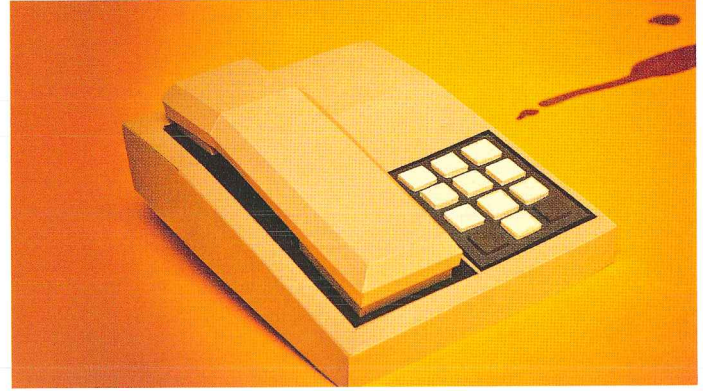
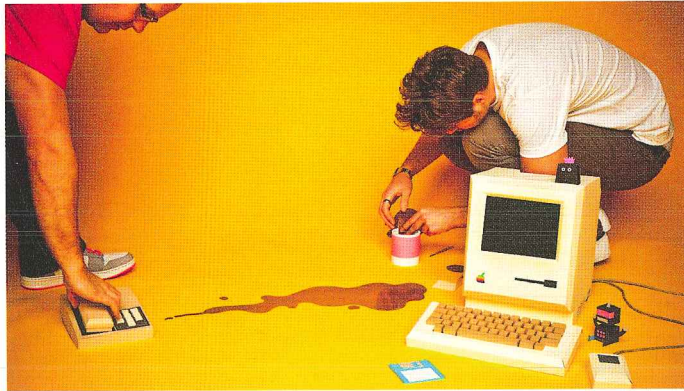
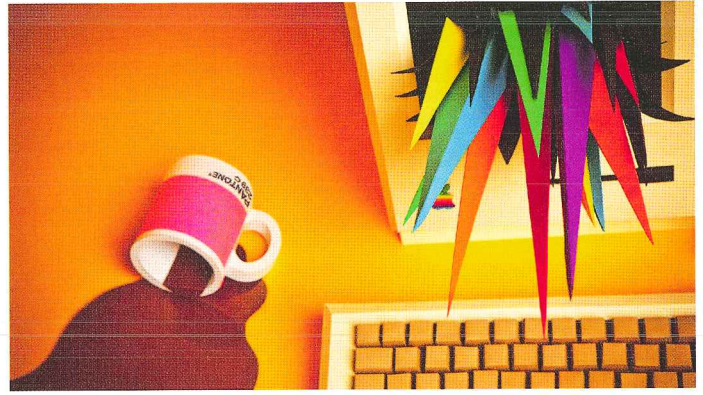
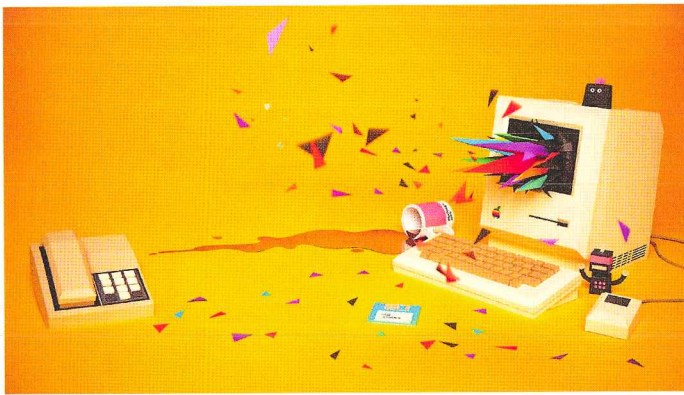


Client
Moda Lisboa

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 Darnell

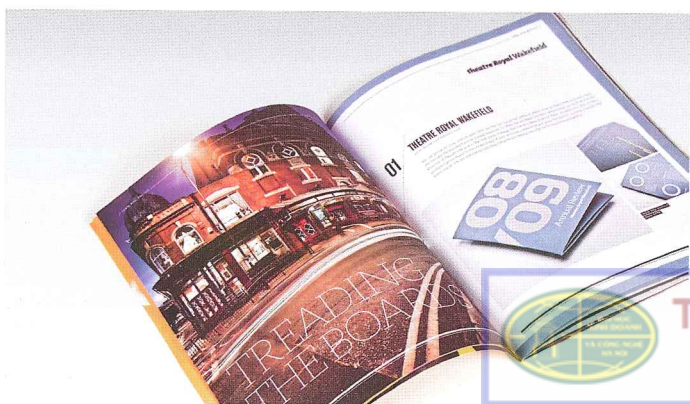
Photography

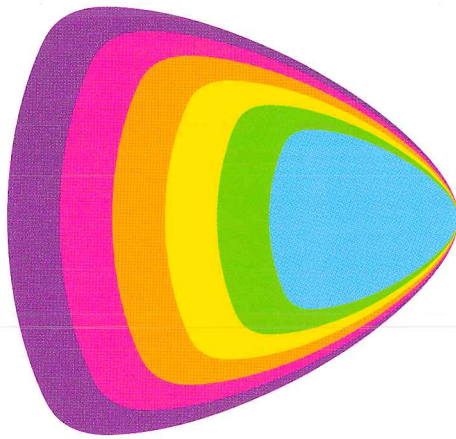
Rob Booker

Web Developer

Romain Fornioux







LETNIA AKADEMIA JAZZU 2009

MIKE GREENE

LABORATORIUM

JAZZ KAMIKAZE

LORA SZAFRAN

BOBO STENSON TRIO

AL DI MEOLA

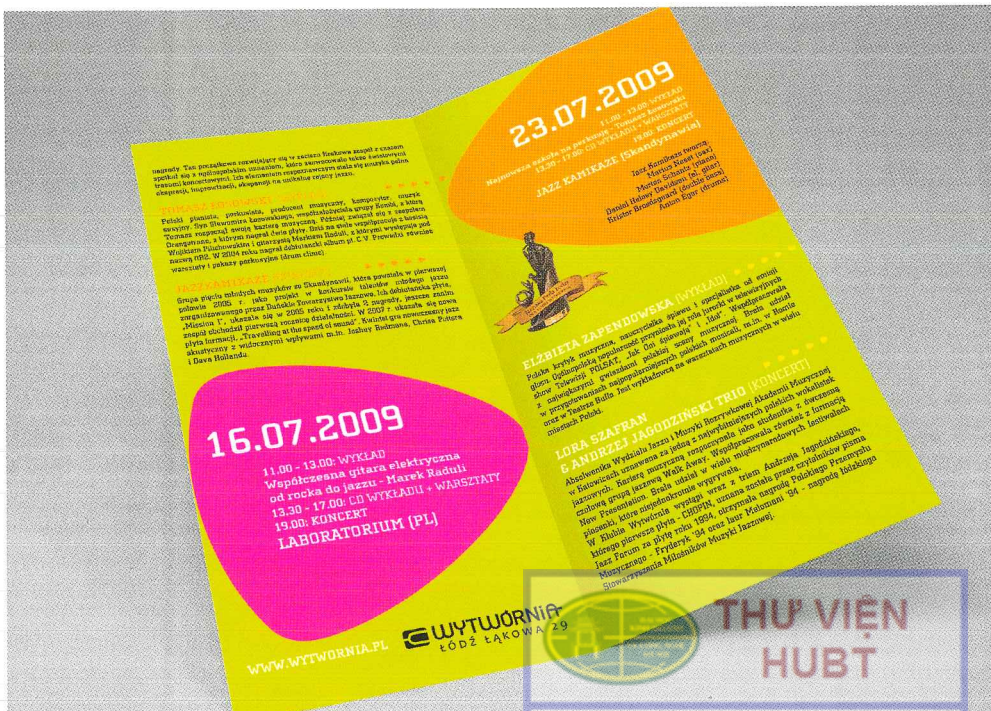
Letnia Akademia Jazzu (Summer Jazz Academy)

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



KONCERT: 06.08.2009, GODZ. 19:00 (CZWARTEK) WSTĘP WOLNY

BOBO STENSON TRIO

II LETNIA AKADEMIA JAZZU 2009

06.08.2009

11.00 - 13.00: WYKŁAD
Główny prelegent wykładu:
- Wojciech Pilichowski
13.30 - 17.00: CD WYKŁADU + WARSZTATY
19.00: KONCERT
BOBO STENSON TRIO [Skandynawia]

WYTWÓRNIĄ
ŁÓDŹ ŁAKOWA 29
WWW.WYTWORNIA.PL

K2, TVP, TVP2, TVP3, TVP4, TVP5, TVP6, TVP7, TVP8, TVP9, TVP10, TVP11, TVP12, TVP13, TVP14, TVP15, TVP16, TVP17, TVP18, TVP19, TVP20, TVP21, TVP22, TVP23, TVP24, TVP25, TVP26, TVP27, TVP28, TVP29, TVP30, TVP31, TVP32, TVP33, TVP34, TVP35, TVP36, TVP37, TVP38, TVP39, TVP40, TVP41, TVP42, TVP43, TVP44, TVP45, TVP46, TVP47, TVP48, TVP49, TVP50, TVP51, TVP52, TVP53, TVP54, TVP55, TVP56, TVP57, TVP58, TVP59, TVP60, TVP61, TVP62, TVP63, TVP64, TVP65, TVP66, TVP67, TVP68, TVP69, TVP70, TVP71, TVP72, TVP73, TVP74, TVP75, TVP76, TVP77, TVP78, TVP79, TVP80, TVP81, TVP82, TVP83, TVP84, TVP85, TVP86, TVP87, TVP88, TVP89, TVP90, TVP91, TVP92, TVP93, TVP94, TVP95, TVP96, TVP97, TVP98, TVP99, TVP100

KONCERT: 23.07.2009, GODZ. 19:00 (CZWARTEK) WSTĘP WOLNY

JAZZ KAMIKAZE

II LETNIA AKADEMIA JAZZU 2009

23.07.2009

11.00 - 13.00: WYKŁAD
Główny prelegent wykładu:
- Tomasz Kosowski
13.30 - 17.00: CD WYKŁADU + WARSZTATY
19.00: KONCERT
JAZZ KAMIKAZE [Skandynawia]

WYTWÓRNIĄ
ŁÓDŹ ŁAKOWA 29
WWW.WYTWORNIA.PL

K2, TVP, TVP2, TVP3, TVP4, TVP5, TVP6, TVP7, TVP8, TVP9, TVP10, TVP11, TVP12, TVP13, TVP14, TVP15, TVP16, TVP17, TVP18, TVP19, TVP20, TVP21, TVP22, TVP23, TVP24, TVP25, TVP26, TVP27, TVP28, TVP29, TVP30, TVP31, TVP32, TVP33, TVP34, TVP35, TVP36, TVP37, TVP38, TVP39, TVP40, TVP41, TVP42, TVP43, TVP44, TVP45, TVP46, TVP47, TVP48, TVP49, TVP50, TVP51, TVP52, TVP53, TVP54, TVP55, TVP56, TVP57, TVP58, TVP59, TVP60, TVP61, TVP62, TVP63, TVP64, TVP65, TVP66, TVP67, TVP68, TVP69, TVP70, TVP71, TVP72, TVP73, TVP74, TVP75, TVP76, TVP77, TVP78, TVP79, TVP80, TVP81, TVP82, TVP83, TVP84, TVP85, TVP86, TVP87, TVP88, TVP89, TVP90, TVP91, TVP92, TVP93, TVP94, TVP95, TVP96, TVP97, TVP98, TVP99, TVP100

TÀI LIỆU PHỤC VỤ THAM KHẢO NỘI BỘ

KONCERT: 13.08.2009, GODZ. 19:00 (CZWARTEK)

AL DI MEOLA

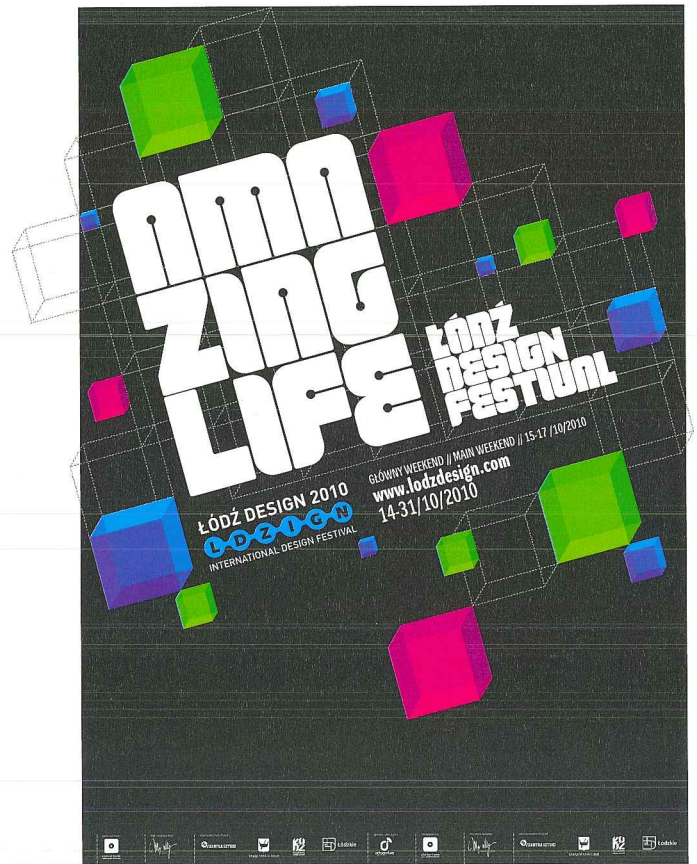
II LETNIA AKADEMIA JAZZU 2009

13.08.2009

11.00 - 13.00: WYKŁAD
Spotkanie z uczestnikami - Al di Meola
15.00: KONCERT
AL DI MEOLA BAND

WYTWÓRNIĄ
ŁÓDŹ ŁAKOWA 29
WWW.WYTWORNIA.PL

K2, TVP, TVP2, TVP3, TVP4, TVP5, TVP6, TVP7, TVP8, TVP9, TVP10, TVP11, TVP12, TVP13, TVP14, TVP15, TVP16, TVP17, TVP18, TVP19, TVP20, TVP21, TVP22, TVP23, TVP24, TVP25, TVP26, TVP27, TVP28, TVP29, TVP30, TVP31, TVP32, TVP33, TVP34, TVP35, TVP36, TVP37, TVP38, TVP39, TVP40, TVP41, TVP42, TVP43, TVP44, TVP45, TVP46, TVP47, TVP48, TVP49, TVP50, TVP51, TVP52, TVP53, TVP54, TVP55, TVP56, TVP57, TVP58, TVP59, TVP60, TVP61, TVP62, TVP63, TVP64, TVP65, TVP66, TVP67, TVP68, TVP69, TVP70, TVP71, TVP72, TVP73, TVP74, TVP75, TVP76, TVP77, TVP78, TVP79, TVP80, TVP81, TVP82, TVP83, TVP84, TVP85, TVP86, TVP87, TVP88, TVP89, TVP90, TVP91, TVP92, TVP93, TVP94, TVP95, TVP96, TVP97, TVP98, TVP99, TVP100



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

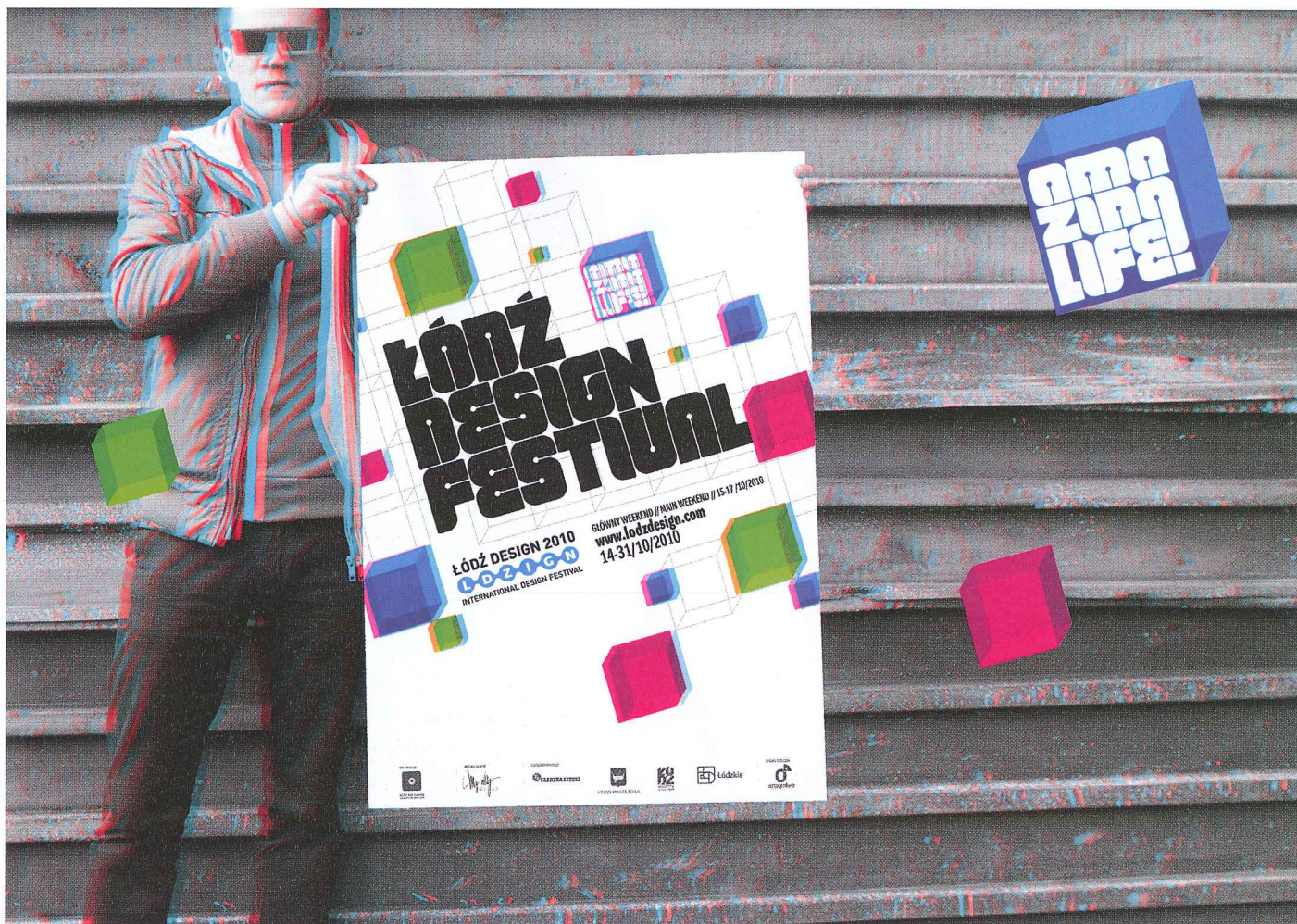
projects to show emotions connected with the main slogan of the festival. '...Amazing Life' - extraordinary life is color, which bursts through gray; it's power that remains despite everything that's known and saw again; amazing life goes on around us. That's how we got an idea for some unusual print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



Client
Lodz Art Center

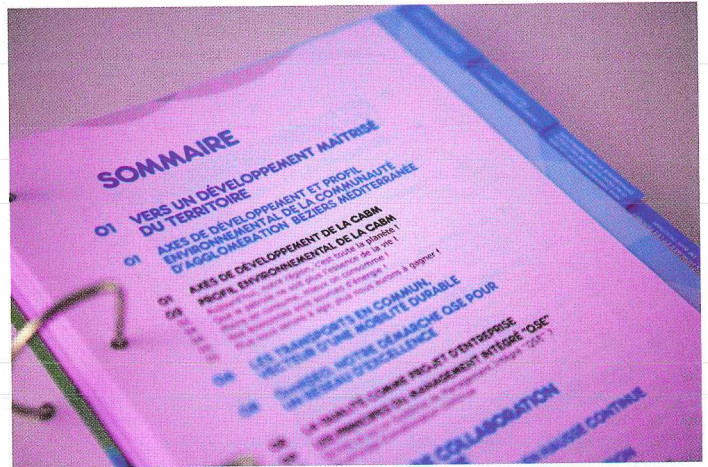
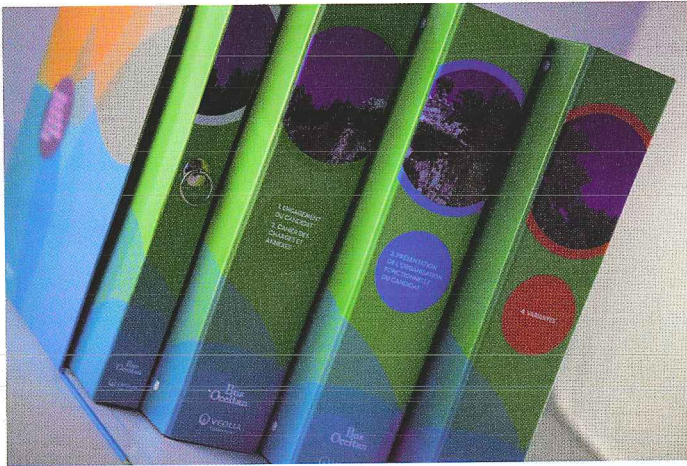
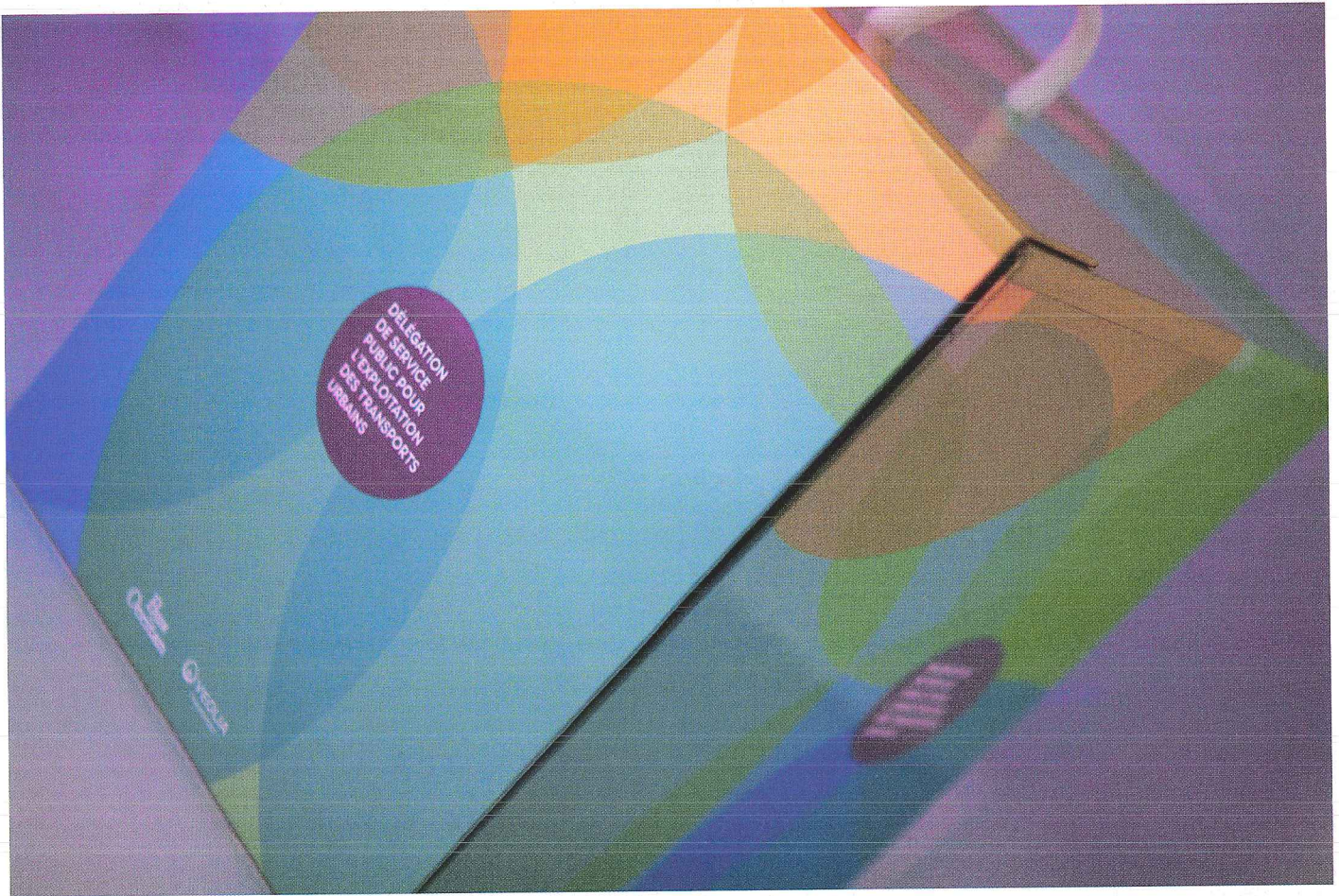
Design Agency
Ortografika (Poland)

Designer
Marcin Dąbrowski, Joanna Namysłak



THƯ VIỆN
HUBT

TÀI LIỆU PHỤC VỤ THAM KHẢO NỘI BỘ



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

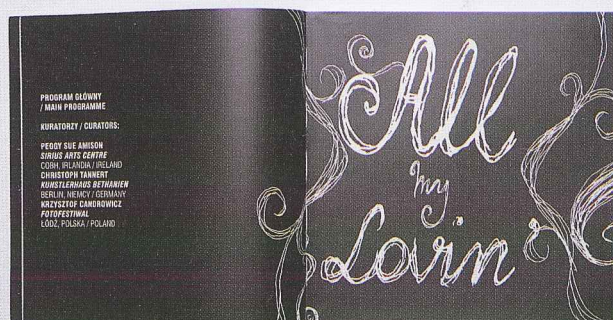




Fotofestival 2010

Visual Identification For Fotofestival 2010.





THƯ VIỆN
HUBT

TÀI LIỆU PHỤC VỤ THAM KHẢO NỘI BỘ

Client
Lodz Art Centre
Design Agency
POLKADOT (Poland)

Designer
Hanna Niemierowicz, Aleksandra Woźniak
Photography
Damian Woźniak

LOOPHOLE TO HAPPINESS - FURTKA DO SZCZĘŚCIA
27.01 - 27.03.2011
KURATORZY - CURATED BY
NADA & REUBEN FOWKES

OTWARCIE
CZWARTEK, 27 STYCZNIA, 19.00 --
OBRZĄD
THURSDAY, JANUARY 27th 2011, 6 P.M. --

MUSEUM Sztuki - ms
MIĘSKOWICKIEGO 36, 1003
www.msl.org.pl

ARTYŚCI -- ARTISTS: Adam Chodsko, Petra Feriancova, Sinisa Labrovic,
Ciprian Muresan, Csaba Nemes, Nada Prija, Janki Simon, Péter Szabo, Katarina Ševic

ms | Muzeum Sztuki w Łodzi

LOOPHOLE TO HAPPINESS

27.01 - 27.03.2011
17 kkkkkkkk

THURSDAY, JANUARY 27th 2011, 6 P.M. --

ms | Muzeum Sztuki w Łodzi

KATARINA ŠEVIC
Katarina Ševic (1981)
Katarina Ševic is a Slovenian artist who works in the field of contemporary art. She is known for her installations and paintings. Her work often explores themes of identity, memory, and the human condition. She has exhibited internationally and is represented by several galleries.

PETRA FERIANCOVA
Petra Feriancova (1981)
Petra Feriancova is a Czech artist who works in the field of contemporary art. She is known for her installations and paintings. Her work often explores themes of identity, memory, and the human condition. She has exhibited internationally and is represented by several galleries.

SINISA LABROVIC
Sinisa Labrovic (1981)
Sinisa Labrovic is a Croatian artist who works in the field of contemporary art. He is known for his installations and paintings. His work often explores themes of identity, memory, and the human condition. He has exhibited internationally and is represented by several galleries.

CIPRIAN MURESAN
Ciprian Muresan (1981)
Ciprian Muresan is a Romanian artist who works in the field of contemporary art. He is known for his installations and paintings. His work often explores themes of identity, memory, and the human condition. He has exhibited internationally and is represented by several galleries.

CSABA NEMES
Csaba Nemes (1981)
Csaba Nemes is a Hungarian artist who works in the field of contemporary art. He is known for his installations and paintings. His work often explores themes of identity, memory, and the human condition. He has exhibited internationally and is represented by several galleries.

NADA PRIJA
Nada Prija (1981)
Nada Prija is a Slovenian artist who works in the field of contemporary art. She is known for her installations and paintings. Her work often explores themes of identity, memory, and the human condition. She has exhibited internationally and is represented by several galleries.

JANKI SIMON
Janki Simon (1981)
Janki Simon is a Croatian artist who works in the field of contemporary art. He is known for his installations and paintings. His work often explores themes of identity, memory, and the human condition. He has exhibited internationally and is represented by several galleries.

PÉTER SZABO
Péter Szabo (1981)
Péter Szabo is a Hungarian artist who works in the field of contemporary art. He is known for his installations and paintings. His work often explores themes of identity, memory, and the human condition. He has exhibited internationally and is represented by several galleries.

LOOPHOLE TO HAPPINESS / FURTKA DO SZCZĘŚCIA

27.01 - 27.03.2011

ms | Muzeum Sztuki w Łodzi

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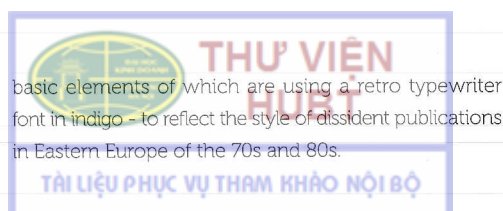
LOOPHOLE TO HAPPINESS

27.01 - 27.03.2011

ms | Muzeum Sztuki w Łodzi

Loophole To Happiennss

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





LOOPHOLE

TO

HAPPINESS

--ARTISTS:

dsko,
riancova,
abrović,
Muresan,
mes,
ja,
mon,
ibó,
Šević.

Adam Chodzko,
Petra Feriancova,
Siniša Labrović,
Ciprian Muresan,
Csaba Nemes,
Nada Prlja,
Janek Simon,
Péter Szabó,
Katarina Šević.

27.Ø1 - 27.Ø3.2Ø11



AMT PROJECT



THƯ VIỆN
HUBT

TÀI LIỆU PHỤC VỤ THAM KHẢO NỘI BỘ

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 Lodz / Museum Of Modern Art

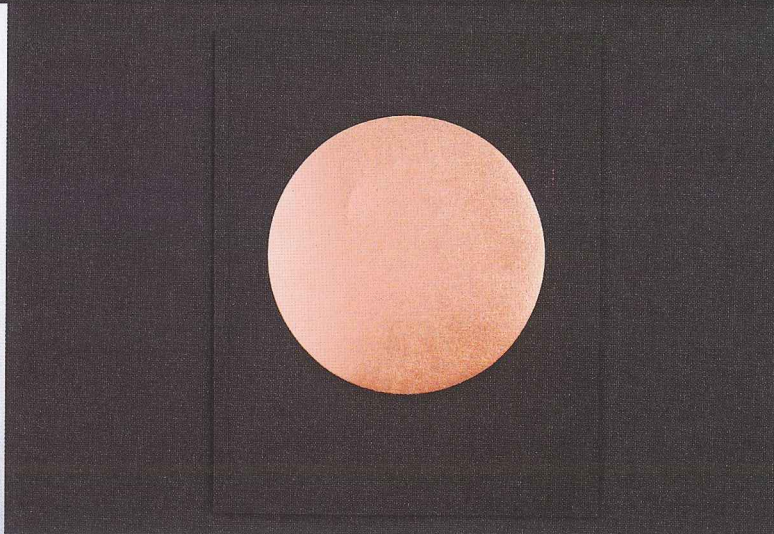
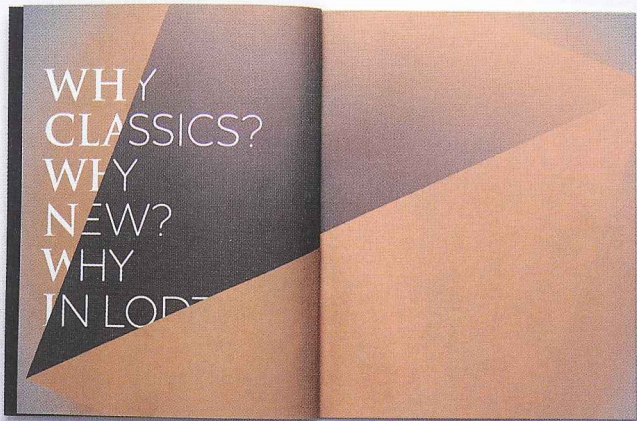
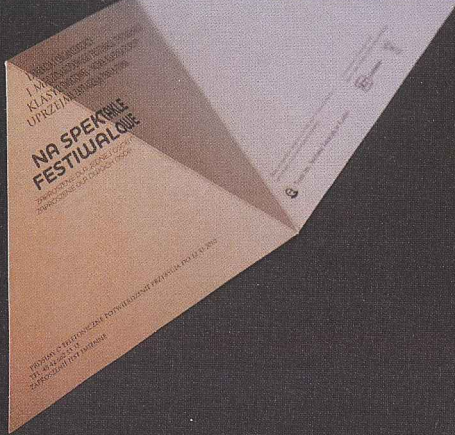
Design Agency
POLKADOT (Poland)

Designer

Hanna Niemierowicz, Aleksandra Woźniak

Photography

Damian Woźniak





Nordlandart 2010

Visual Identification For Nordlandart 2010.

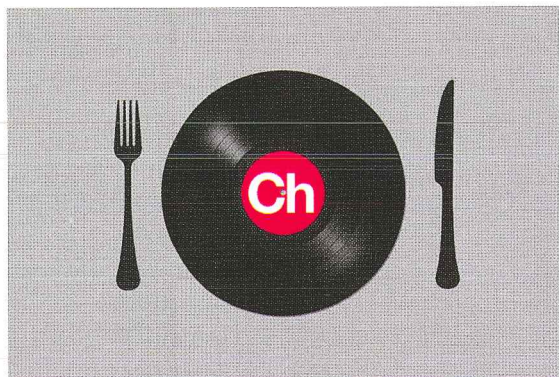
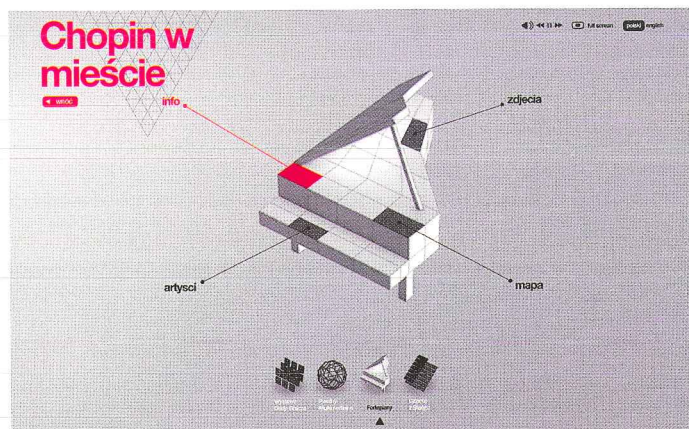


Client
Fundacja Przestrzeń Wyobraźni

Design Agency
POLKADOT (Poland)

Designer
Hanna Niemierowicz, Aleksandra Woźniak

Photography
Damian Woźniak



Chopin in the City

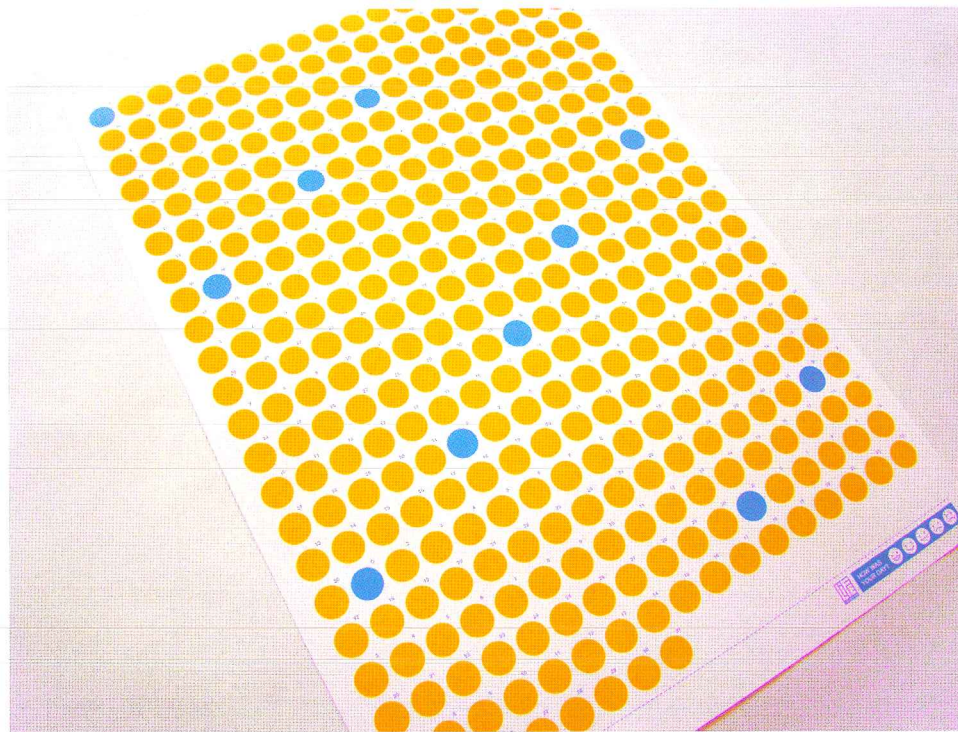
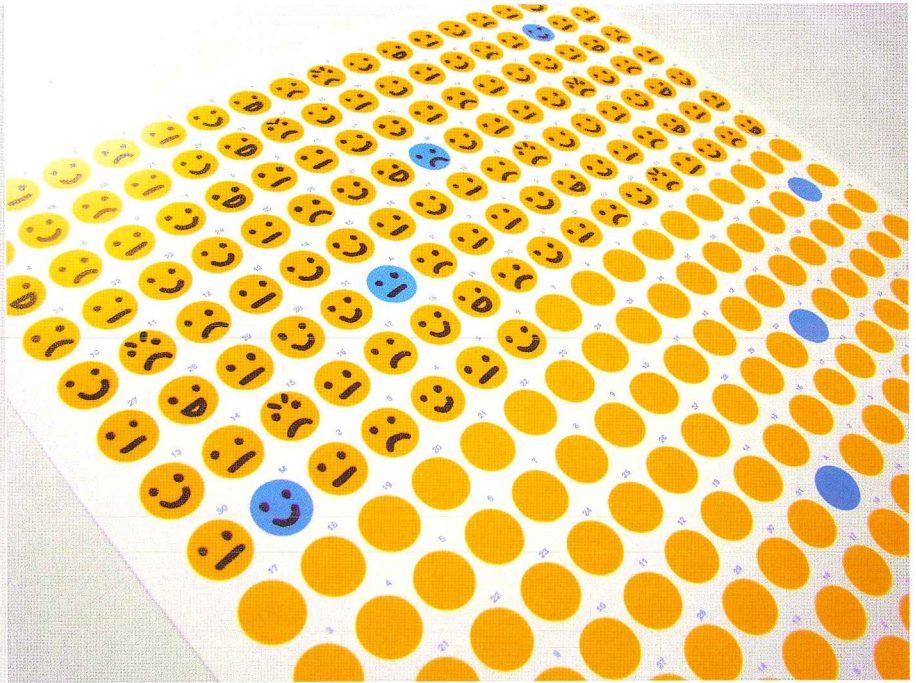
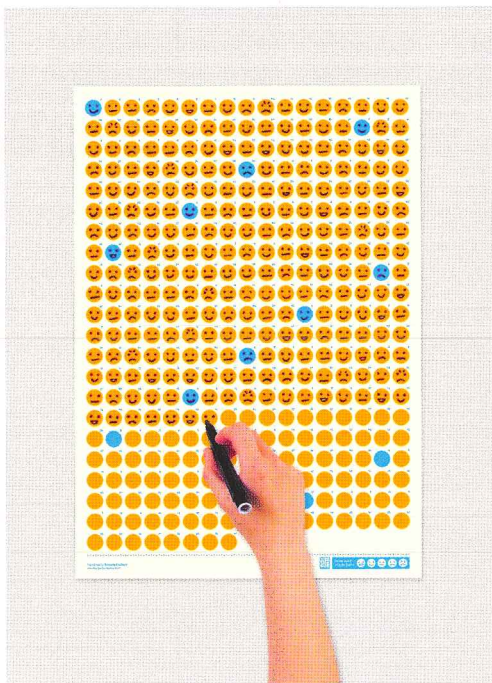
The project Chopin in the City enters Krakow into the cycle of celebrations of the Year of Chopin in an unusual way. All activities have been situated in public space, and particular elements of the project use non-standard actions and modern technologies. Noeeko was responsible for website and print design dedicated to promote this great event.

Client
KBF

Design Agency
Noeeko (Poland)

Designer
Michał Sycz





Client
Brigada Creativa

Design Agency
Brigada Creativa (Spain)

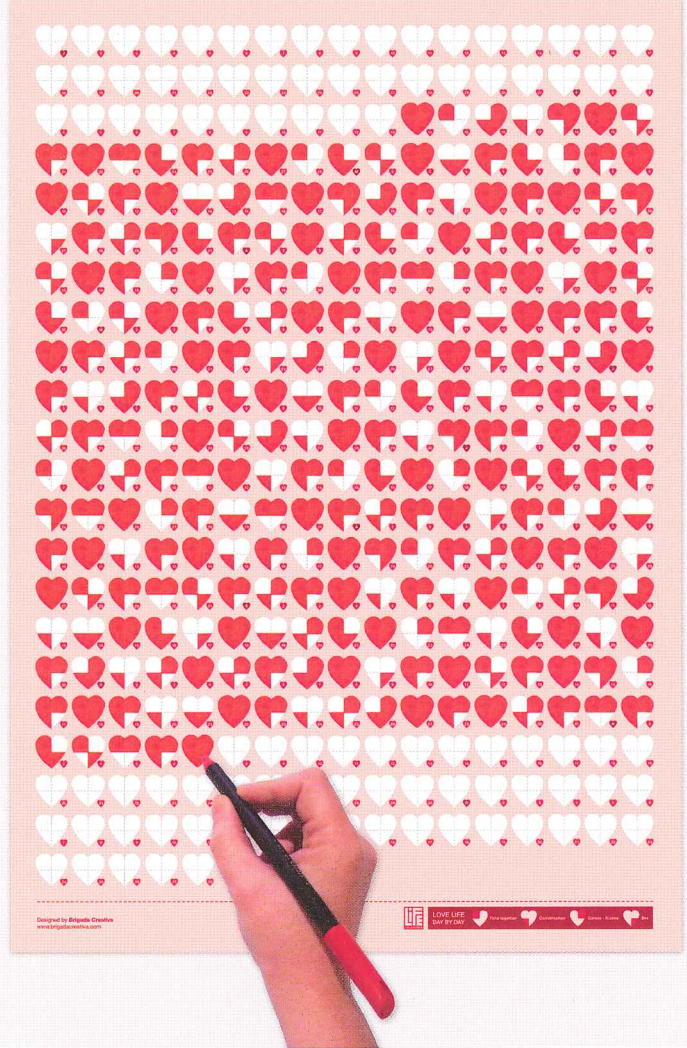
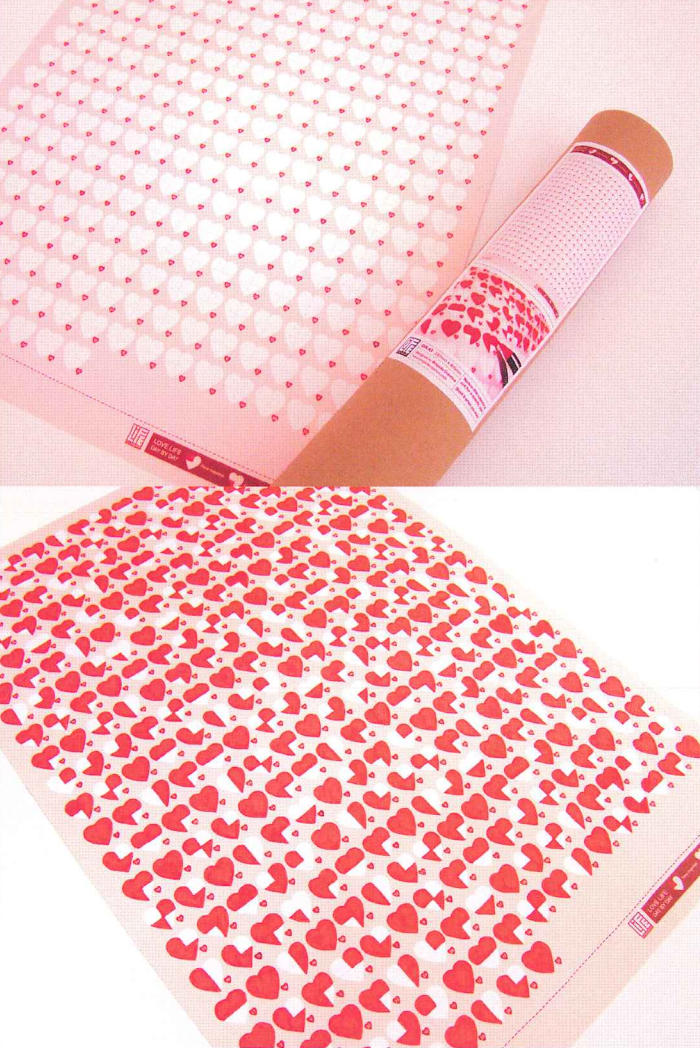
Designer
Raquel Catalan

Life Calendar: How was your day?

Life Calendars is a series of a 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.

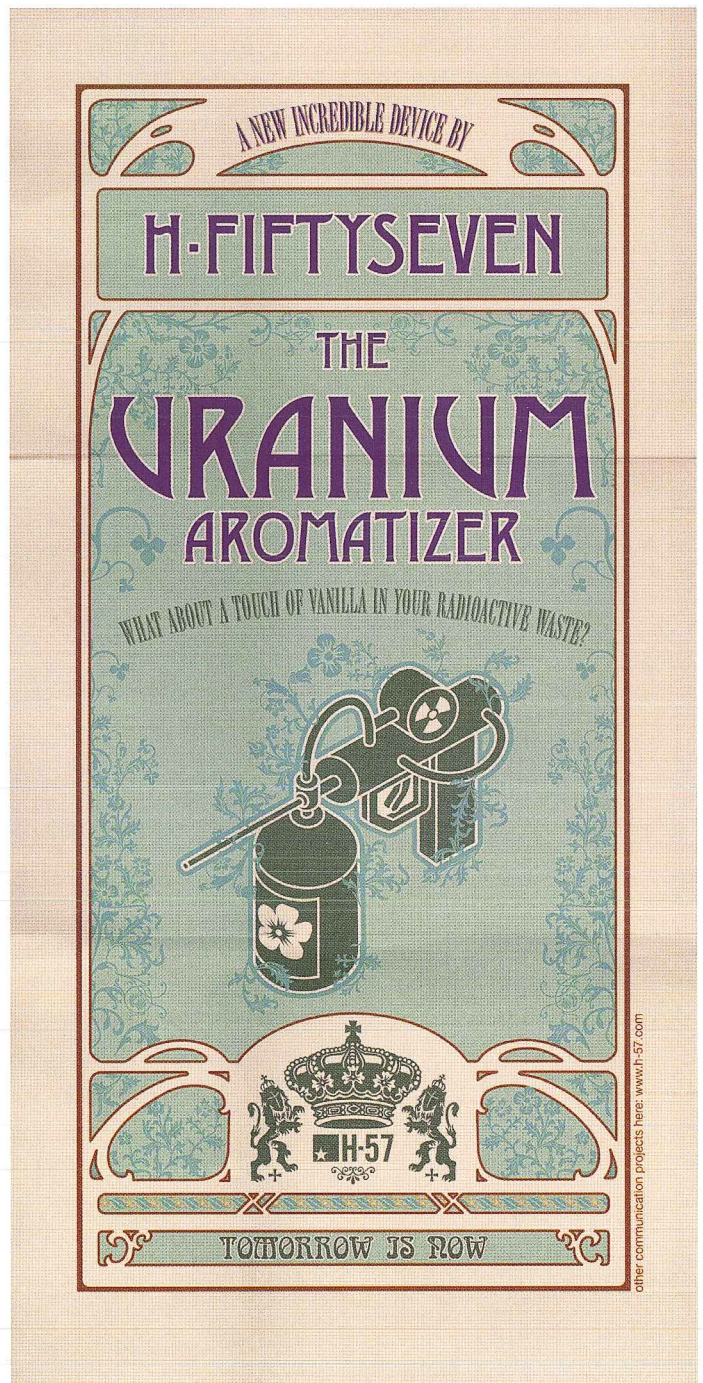
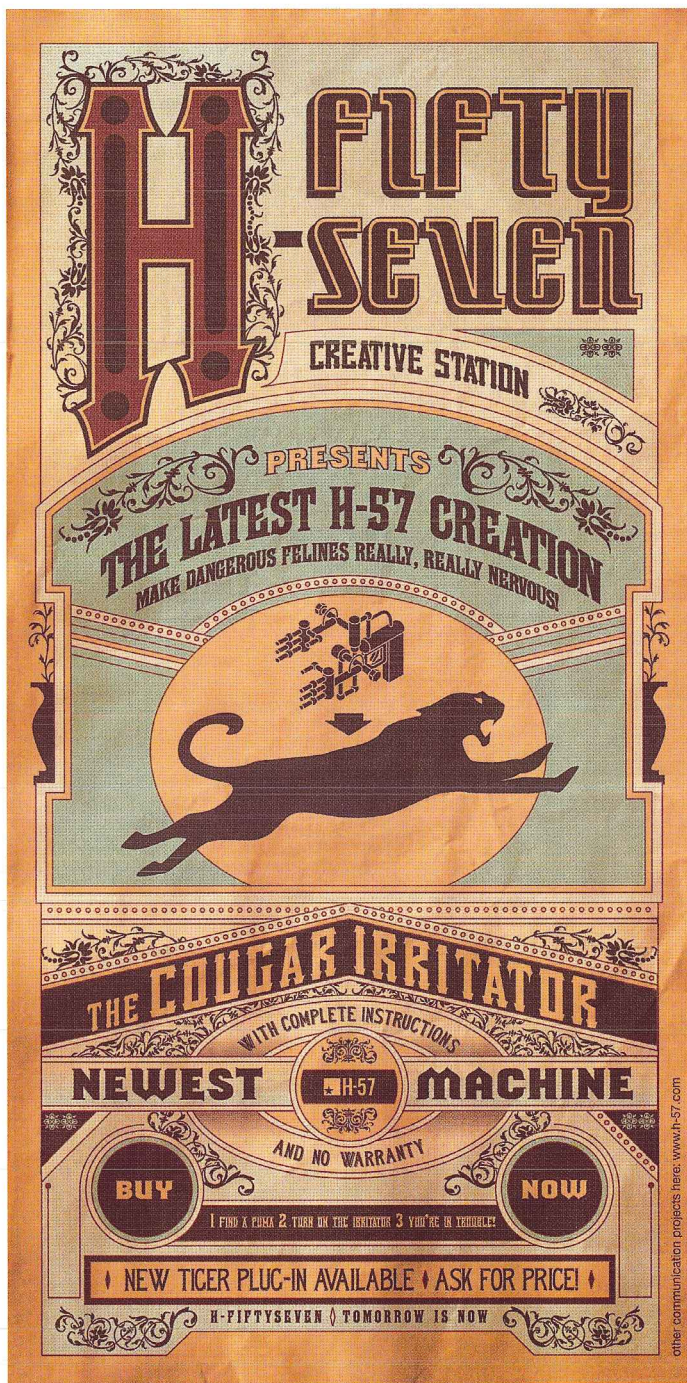
'Love Life, Day by Day' is the second of the series. The 365 days are represented by a heart divided into 4 parts: Time together, Conversation, Caress and Sex.

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

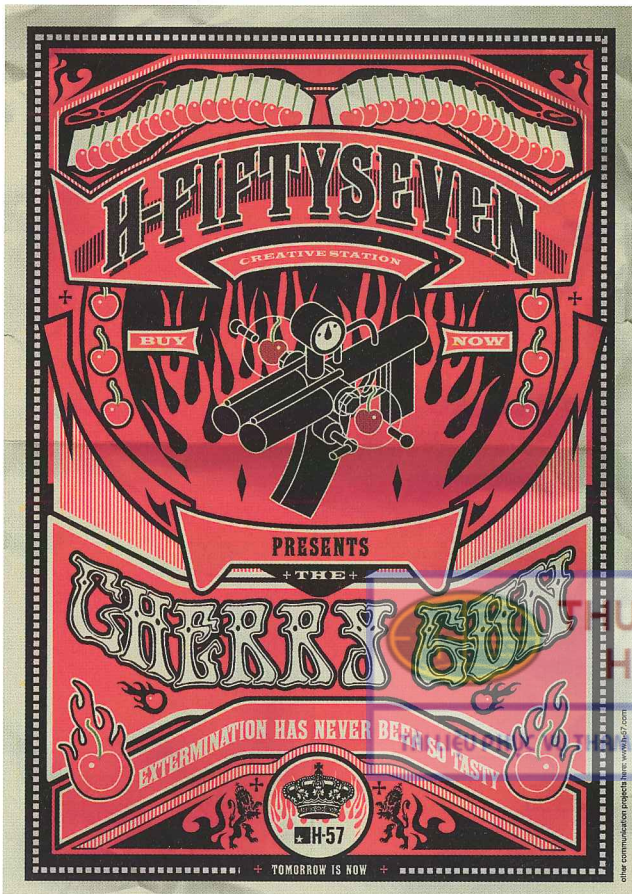
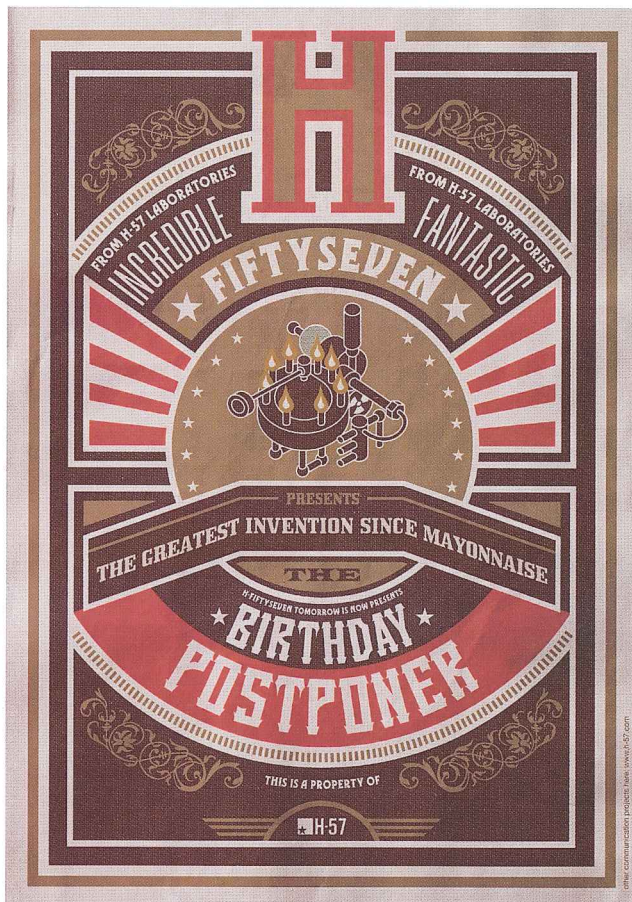
available for the moment, but someday, who knows, you may order your 'Van Sharpener', 'Cougar Irritator' and 'Birthday Postponer'.

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 bore no resemblance to the subject.

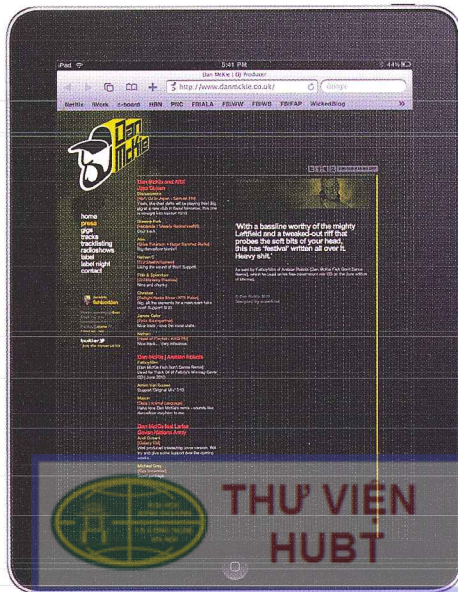
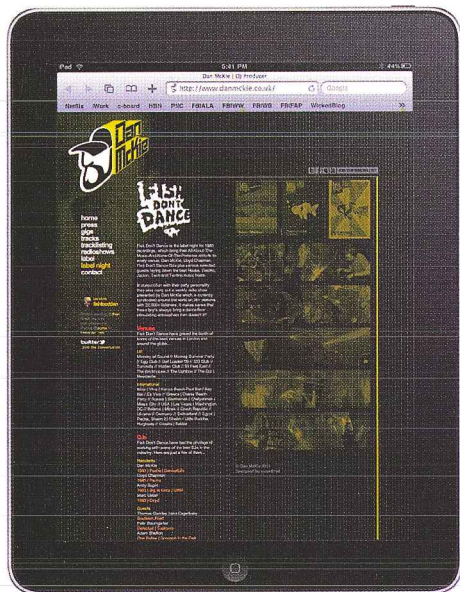
Success was found upon observing a series of press shots. Amusingly it appeared that when DJing, Mr. McKie simply reduced to a cap and beard. As is usual with design, simplification was key and the new illustration provided immediate recognition and the bold and distinct style was carried through all 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.

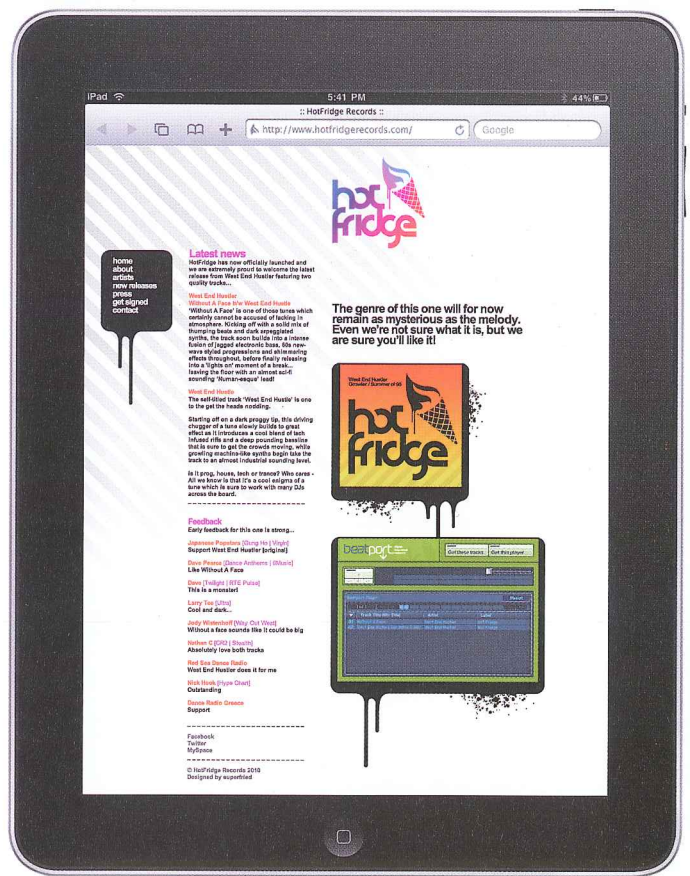
Client

Dan McKie

Design Agency

superfried (UK)





HotFridge Records

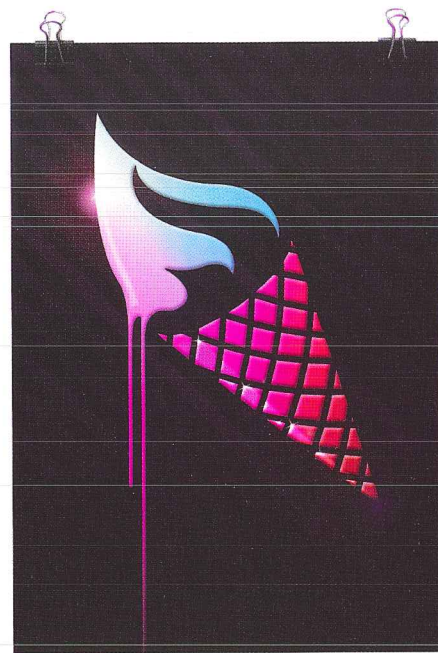
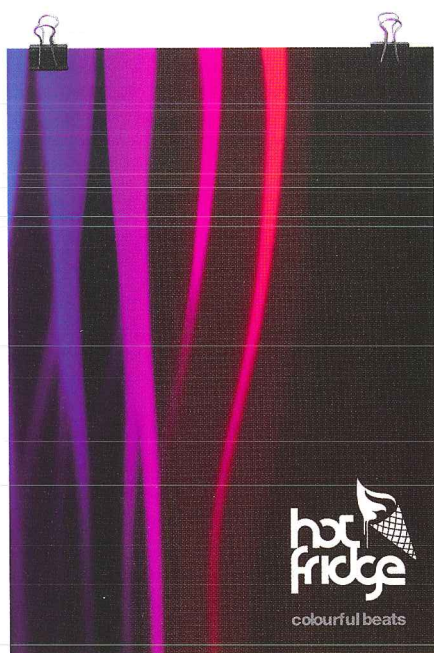
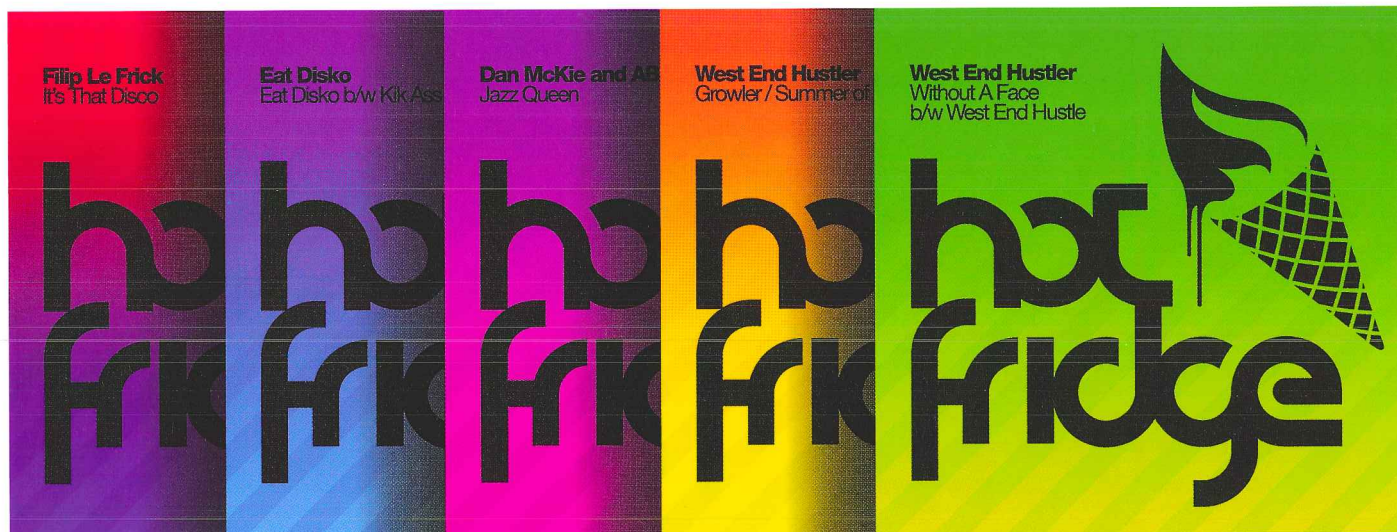
HotFridge Records is an electronic music label. Superfried was asked to create a vibrant and flexible brand identity to cover all potential genres of dance music. HotFridge was an interesting name and it was too inviting not to create something that was both 'hot' and 'cold' simultaneously. This was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

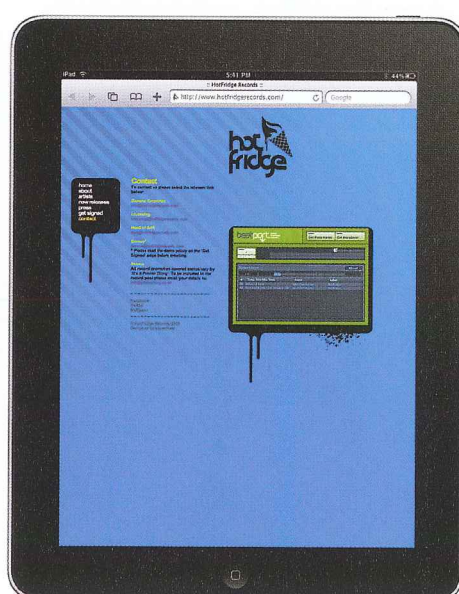
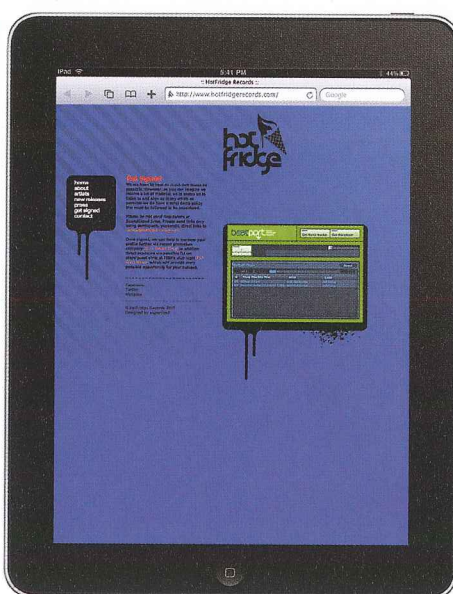
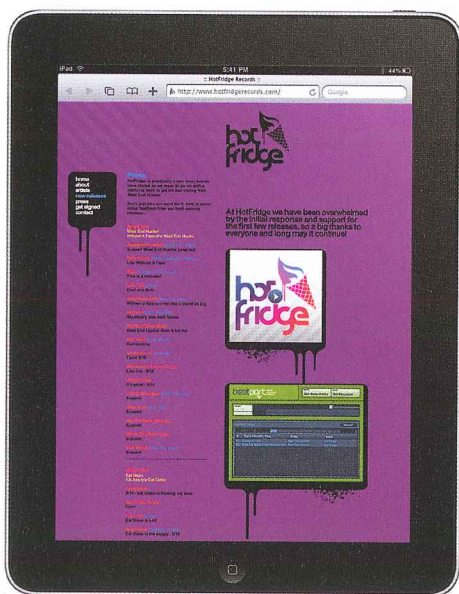
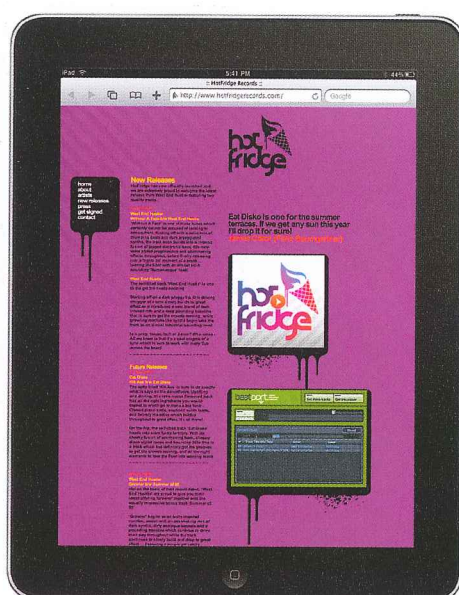
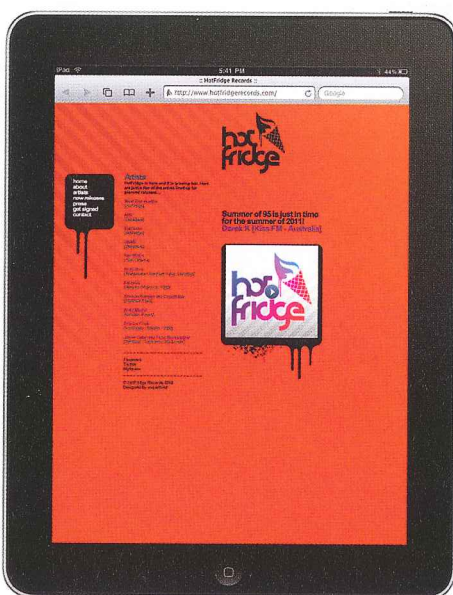
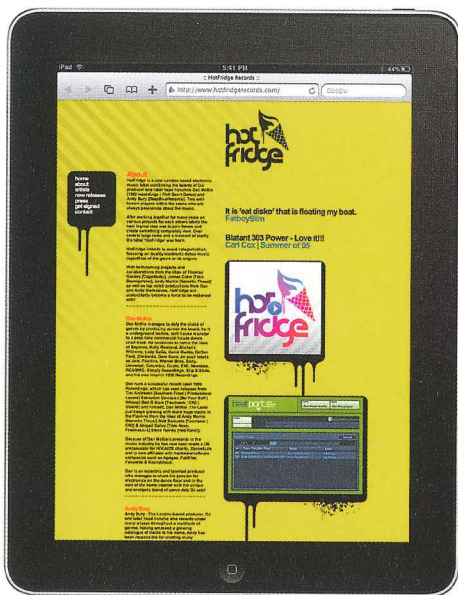
balancing act to avoid falling into the very obvious. The breakthrough was reached upon the observation that the shape an ice cream cone is similar to a flame and it's torch. The combination of the two provides us with a flaming ice cream, which is probably a dessert on Heston Blumenthal's menu.

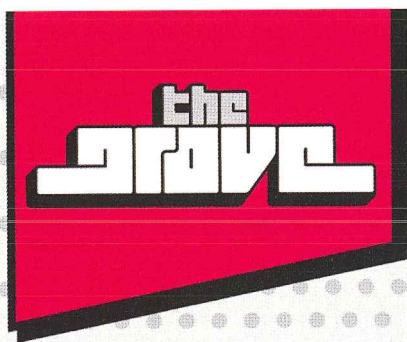
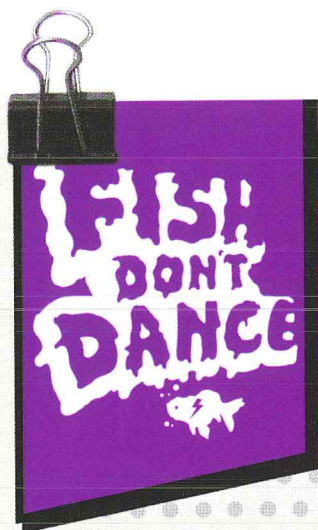


Client
HotFridge Records

Design Agency
superfried (UK)





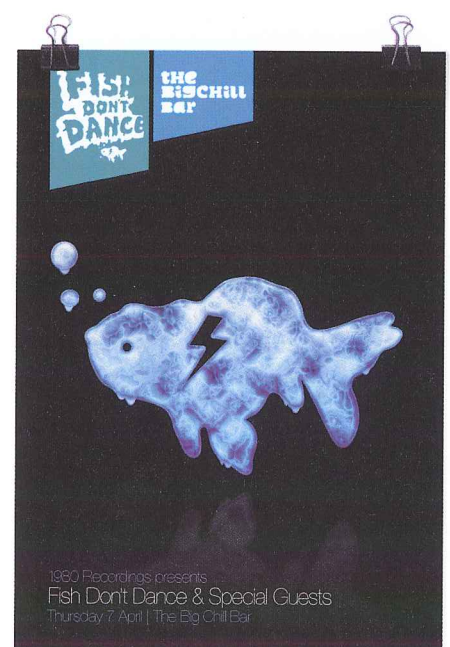
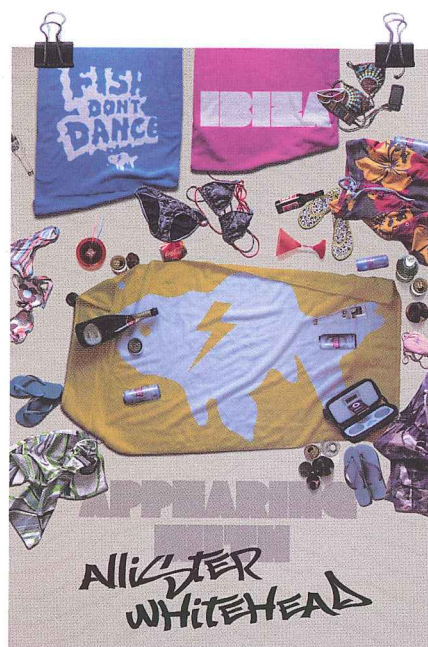
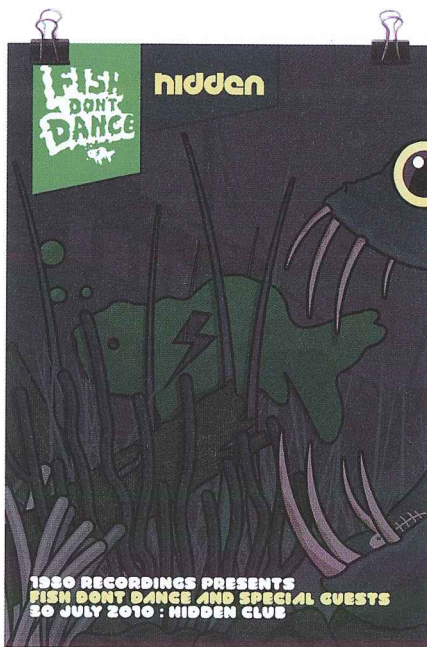
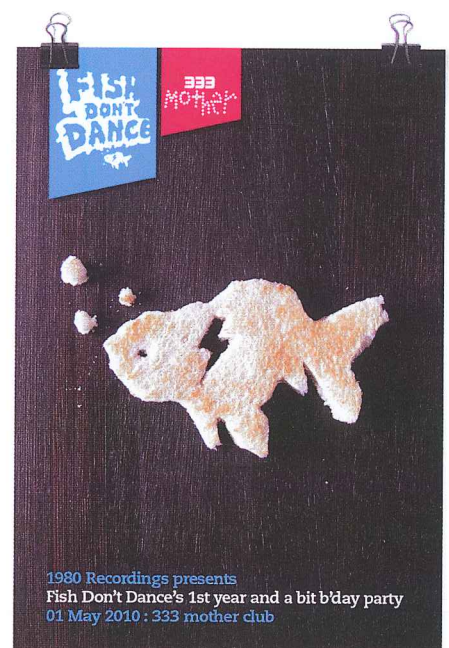
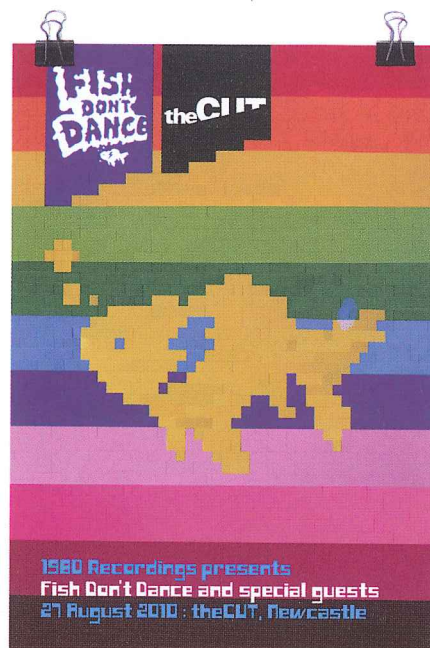


FRIDAY 18 MARCH 2011
1980 RECORDINGS PRESENTS
FISH DON'T DANCE & SPECIAL GUESTS
SAVING YOUR WEEKEND AT THE GROVE



THƯ VIỆN
HUBT

TÀI LIỆU PHỤC VỤ THAM KHẢO NỘI BỘ



Fish Don't Dance

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

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.



Minicooper

Selling cars has become so boring. So I came up with the idea of sealing 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.



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JUST ARRIVED



Simply Irresistable.



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NEVER UNDERESTIMATE



a small rival.



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WHO SAID SIZE



doesn't matter.

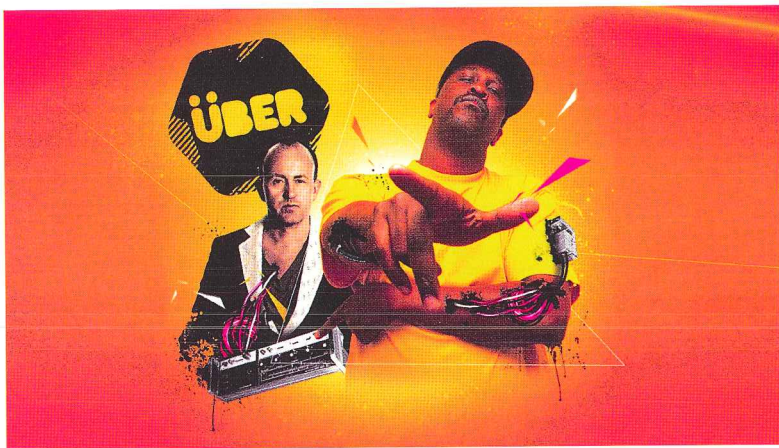


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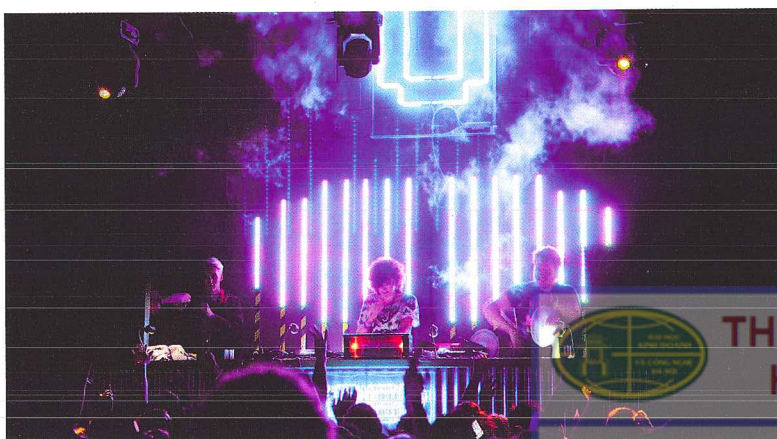
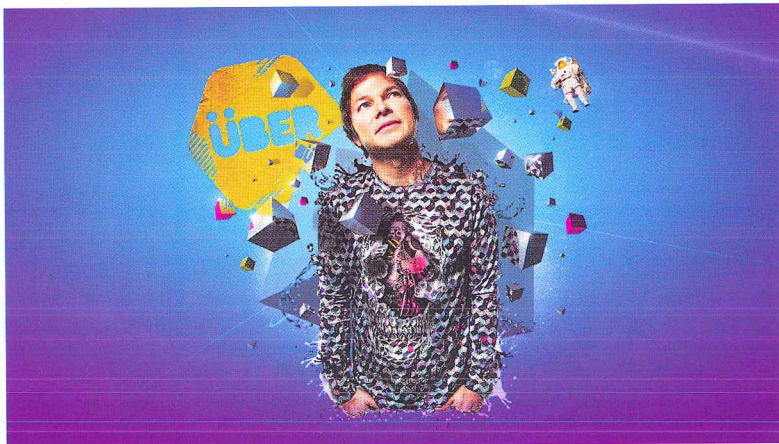
THƯ VIỆN HUBT

TÀI LIỆU PHỤC VỤ THAM KHẢO NỘI BỘ



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 Damell

Photography
Mike Johns

ÜBER

***** ÜBER PRESENTS *****

TODD TERRY DANNY RAMPLING

SUNDAY 4TH APRIL 2010 // T/C'S NIGHTCLUB

EASTER BANK HOLIDAY SPECIAL - FOR THE FIRST TIME EVER WE ARE PROUD
TO BRING TOGETHER TWO OF THE BIGGEST LEGENDS IN HOUSE

***** **ORFÈRE** *****

ÜBER

***** ÜBER PRESENTS *****

PETE TONG

***** EXCLUSIVE 2HR SET *****

SATURDAY 24TH APRIL 2010 // CLUB CONCRETE

JASON WYKES / KI CREIGHTON / TONY VAN LIEROP / KEVIN GLOVER / MIKE BARTY
MIKE CHERRY (NUT HOUSE) / DAVID FITZ (NUT HOUSE)

***** **Red Bull** **the nut house** *****

OPEN: 9:30PM - 4AM // £10 ENTRY BEFORE 11PM £12 AFTER // CONCRETE, LOWTHER STREET, CARLISLE, CA3 8DA
THIS IS A NON TICKET EVENT SO PLEASE GET DOWN EARLY TO ENSURE ENTRY

ÜBER

HIGHLIGHTS ON
BBC RADIO 1

FRIDAY 13.05.11
ONE BIG PRE PARTY

ANNIE MAC
EROL ALKAN
KISSY SELL OUT
JAYMO & ANDY GEORGE

SATURDAY 14.05.11
ONE BIG AFTER PARTY

CALVIN HARRIS
PETE TONG
RIVA STARR
JAGUAR SKILLS

MORE SPECIAL GUESTS
STILL TO BE ANNOUNCED

THE WALL

WED: 10PM - 5AM
THE WALL, PORTLAND PLACE, CARLISLE
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WWW.GUYMEE.COM

WED: 10PM - 5AM
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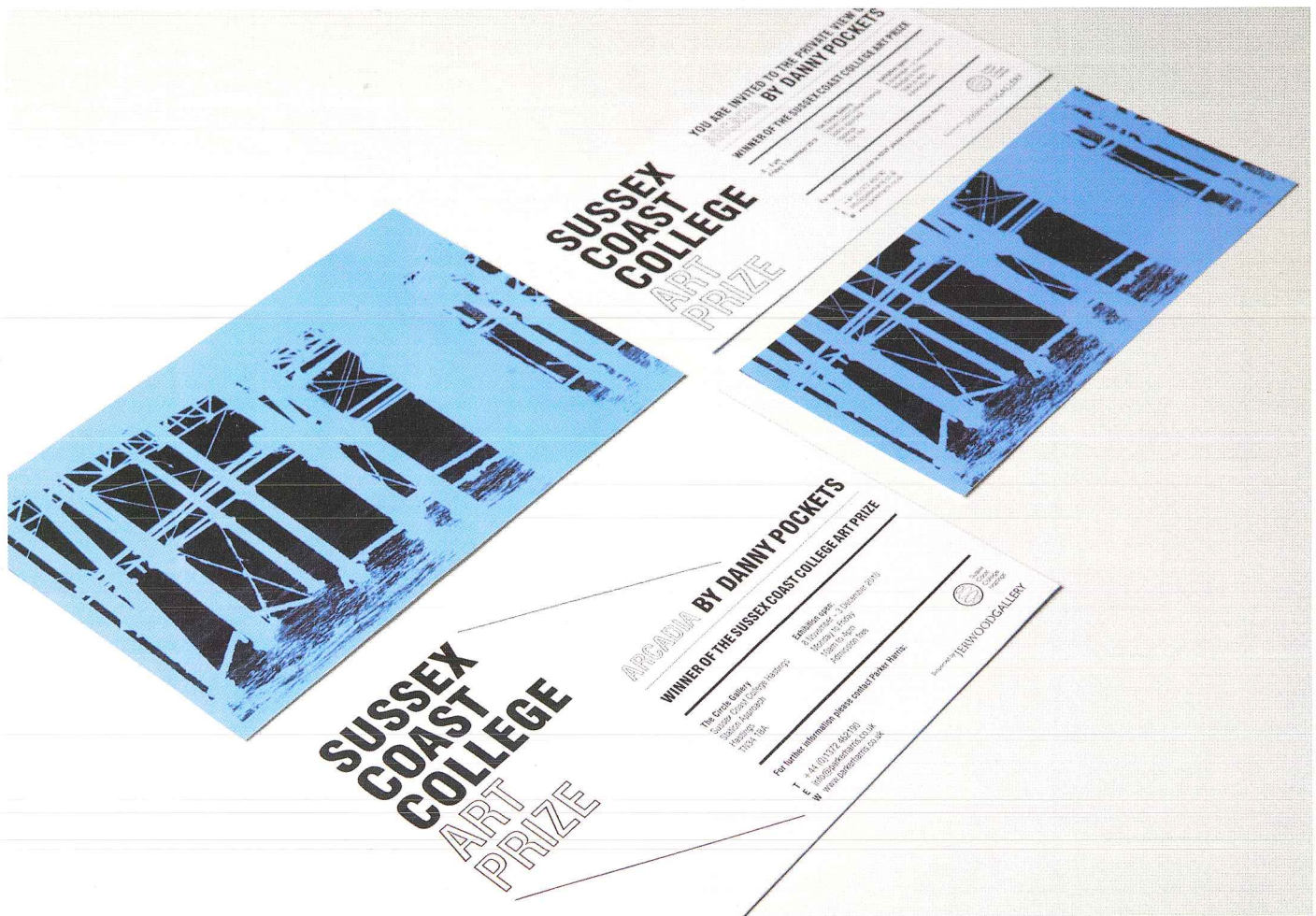
Plus
RESIDENTS & FRIENDS

DANNY FALLOUT
JAY WYKES, KEVIN GLOVER
MIKE CLARK, JAMIE C
KIT HARRIS, BARRY DAINELL
PETER THOMPSON
MIKE BOORMAN
JOHNNY THOMPSON
KEESAN & LENNON
MIKE BARTY

ÜBER

GREG WILSON

FRIDAY 26 NOVEMBER 2010



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



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.

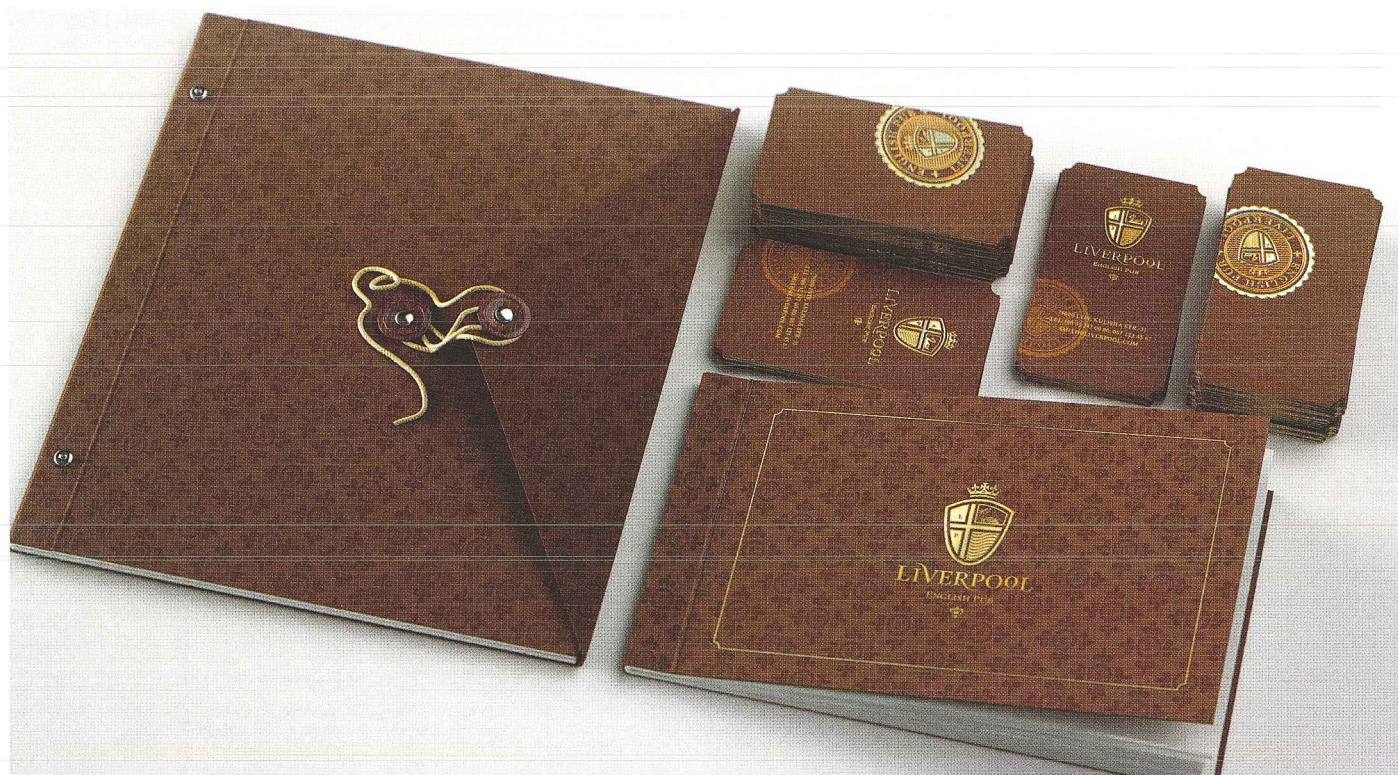
Created in collaboration with marketing agency Pure.



Client
Liverpool Pub

Design Agency
Reynolds and Reyner (Ukraine)

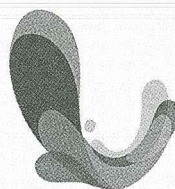
Designer
Artyom Kulik, Alexander Andreyev





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

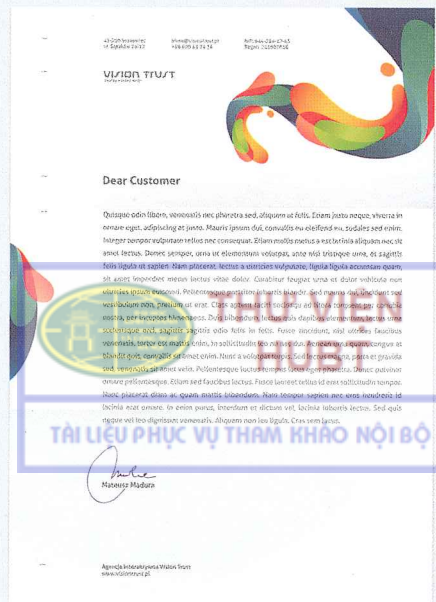
Vision Trust

Design Agency

Redkroft (Poland)

Designer

Adrian Spoz, Maciej Frymus



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