

RAUM is a fictional brand for a multifunctional place where new things can be learnt, knowledge is shared, and mistakes can be made. It is a workspace for people who enjoy being creative, a space that can be used as an atelier but can be easily turned into a room for workshops, exhibitions, and parties. The website

RAUM

TASK

In the 3rd semester of their studies, Lisa-Marie and Daniel both had attended the course "Corporate Design" by Professor Carl Frech in which a fictional brand had to be invented and then an identity for it had to be made. The main focus was to create an identity that fitted the brand perfectly, based on consistent rules and structure.

INSPIRATION & CONCEPTS

The main reason for the team to create RAUM was that they loved the thought of a shared workspace for artists, creative persons, and those interested in art and design in general. The thought of creating and learning by working

keeps the clients updated on the events that take place at RAUM and sells selected design items.

Design Daniel Farò, Lisa-Marie Kaspar
Client RAUM

together with others was also very important. Inspirations were bright, minimal equipped rooms which are multifunctional with experimental designs, photographs, and unconventional things. That's what became visible in their poster motifs, for which the photographs they created serve as metaphors for creativity.

FINAL SOLUTION

By elaborating a style guide together with a lookbook the team was not only able to create a well-conceived corporate identity, but also achieved the exact aesthetics and design they had in mind for RAUM. In several photo shoots they created fitting photographs that were used for posters and the website.

[RAUM] [R]



[R]

*Zusammenarbeiten und
zusammen arbeiten.*

RAUM

Sanderheinrichsleitenweg 20
97074 Würzburg
www.raum.de

Nomo® Creative is a Taipei-based design studio founded by three designers in 2015. They were working as freelancers for many years in the creative industry, before they have decided to start their own studio together, and named it as “Nomo.”

Design agency Nomo® Creative
 Design Yu Chien Lin, Chi Tai Lin,
 Chen Huang Chian
 Client Nomo® Creative

Nomo® Creative

TASK

The core belief of Nomo® Creative is to provide its clients practical brand design solutions. The team suggests that the core concept of design should be simple, sustainable, practical, and functional. Through design, they simplified ideas without losing the brand essence. From designing, production, to business management, they embodied the belief of Nomo® Creative, aiming to achieve their vision: to provide their clients sustainable brand value.

INSPIRATIONS & CONCEPTS

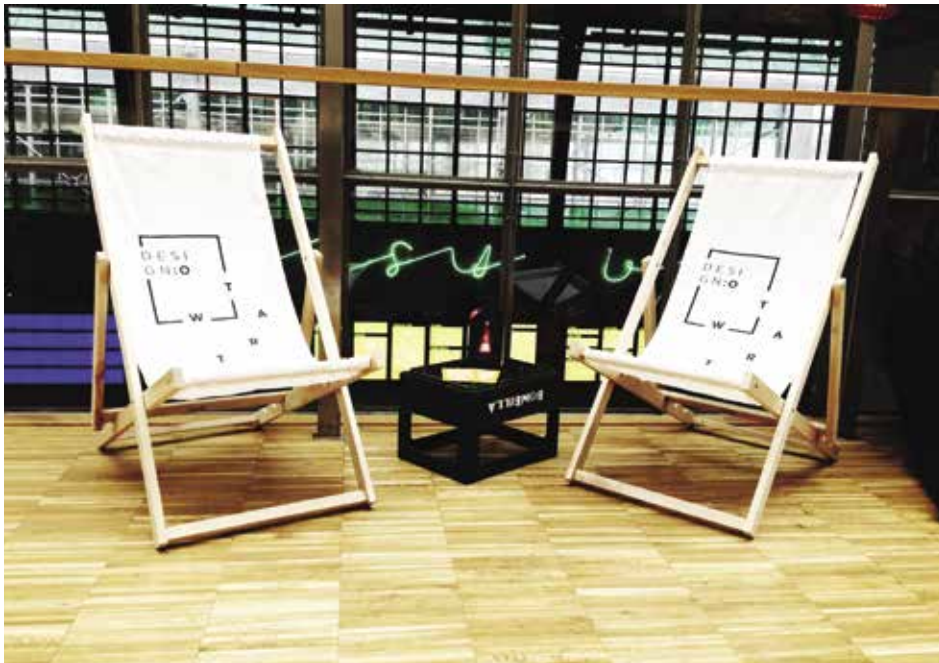
Minimalist design and the fusion between western and oriental art are their design core. Therefore they named the design studio “不毛 (bu-mao)” in Chinese and “nomo” for English, which means desolation, often used to describe barren land. Just like how they wish to explore new brand directions through uncertainties, and pursue the beauty within imperfection.

FINAL SOLUTION

To portray the mix of symbolism and calligraphy, the team reversed the Chinese character “不 (bu)” in “不毛 (bu-mao),” and created a cactus-like symbol, indirectly conveying their brand philosophy.

nomo®creative





Established in 2000, Nolla Nolla is a Finnish high-end furniture manufacturer serving some of the most demanding residential and commercial clients with bespoke furniture and interiors. It manufactures a range of tables, chairs, and lamps, but also precision fits interiors on location, for its most demanding

Nolla Nolla

TASK

Led by a new partner, Nolla Nolla intends to expand across Europe. They required a new, global brand identity to position them among the high-end furniture brands. The new brand identity system needed to communicate the company's uncompromising focus on the best materials and the superior craftsmanship, both unique differentiations in a mass production market.

INSPIRATIONS & CONCEPTS

Inspired by the name Nolla Nolla – “zero zero” in Finnish, the identity was built around the concept of “origin,” the geometric starting

clients. Its furniture designs express Finnish simplicity and functionality.

Design agency **Proxy**
Design **Dan Fitzsimmons, Gernot Preslmayer**
Creative direction **Aapo Bovellan, Gernot Preslmayer**
Photography **Proxy, Pixart**
Client **Nolla Nolla**

point of all precision measurements. From there, a geometric identity system was born. Organized into rational, grid-based structures, all information is secondary to the hero imagery of Nolla Nolla products.

FINAL SOLUTION

Nolla Nolla brand identity was built on the idea of “Craft and Precision.” The logotype is two zeros, with two N letters hidden within. The identity system is minimal and typographic, based on Simplan by Swiss Typefaces. The brand identity was designed to be etched on products as a seal of quality, and express both online and furniture catalogues.

0 + N = 0



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Mantra is the first raw vegan restaurant in Italy. It is not an integralist place, but a place where it's possible to test an alternative dining experience and a spiritual practice of well being.

Design Supercake Srl
Client Mantra Srl

Mantra Raw Vegan Restaurant

TASK

Rebrand for Mantra Raw Vegan Restaurant to express its distinct feature.

INSPIRATIONS & CONCEPTS

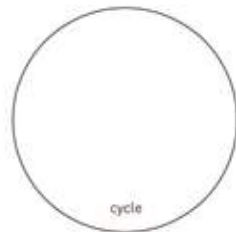
The architectural, graphic design, and communication standards for Mantra came out of the idea of a seed and of essence.

FINAL SOLUTION

Simplicity became the guiding principle for the whole project. It was pursued in the architectural and graphic design, their form and materials. The aim was to deprive everything of unnecessary frills and in pro of rigor, harmony, and functionality.



growth



cycle

mantra
raw vegan



Frigolab San Mateo is a privately owned company located in Manta, Ecuador. It is a member of the Alfa Gamma Group, a conglomerate of seafood companies which operates seven fishing fleets in Ecuador, Panama, Peru, Suiname, Mexico, and the United States. San Mateo has been in business for more than 20 years,

engaged in harvesting, processing, exporting, and marketing fresh and frozen ocean seafood.

Design **Freddy Agostini**
Creative direction **Cesar Sepulveda,**
Fabian Martinez
Client **San Mateo**

San Mateo Frozen Seafood

TASK

The task was to develop a logo for its own frozen food products “San Mateo,” a new product to be commercialized in supermarkets. The logo had to stand out from the rest of its competitors, and allow an easy recognition for its upper middle class customers.

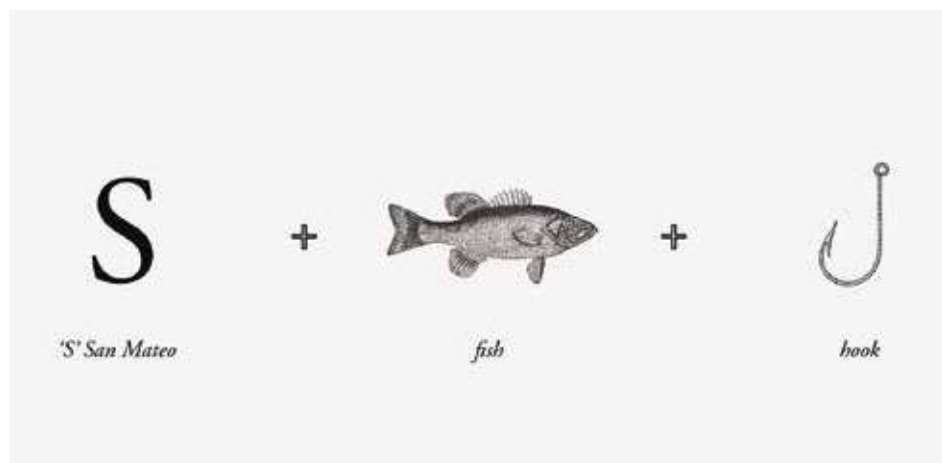
INSPIRATIONS & CONCEPTS

There are many ways to create a visual identity for a brand. Among them, minimalism is a growing trend that favors simplicity and clarity over excessive ornamentation. Minimal

designs put a brand and its message before form, allowing for better recognition and easier communication with their customers.

FINAL SOLUTION

During the design process, the team focused on achieving 2 key qualities: simplicity and legibility. They paid special attention to the design of a fresh and unique logo, conceptually using the “S” of “San Mateo” as a hook, and its negative space as a fish shape which promised new discoveries, achievements, harmony, and unity.



Saint-Didier-au-Mont-d'Or is located on the ridges forming the southern foothills of the small Mont d'Or, next to the 9th district of the city of Lyon. This geographical position gives it a unique living environment close to the major economic centers of Vaise or Écully. It is therefore an area between town and country.

Design **Graphéine**
 Creative direction **Mathias Rabiot**
 Art direction **Mathias Rabiot, Adrienn Nagy**
 Client **City of Saint-Didier-au-Mont-d'Or**

New Branding of the Saint-Didier-au-Mont-d'Or

TASK
 The task was to rebrand the city of Saint-Didier-Au-Mont-d'Or.

INSPIRATIONS & FINAL SOLUTION
 The name "Saint-Didier-au-Mont-d'Or" is particularly long. Its uniqueness lies in the fact that these five words are linked together by four hyphens.

The symbol of the hyphen is the "encounter" between different sections of the same object, which generates meaning: preserving vital link between all the people, all generations, associative dynamics, and the municipal team. Making this typographical sign as the identity element of the city is a promise of creating links, links between city and countryside, people, generations, etc.

