



BRANDING ELEMENT
LOGOS

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LOGO

AS WE ALL KNOWN, THE QUALITY OF APPLICATIONS PLAY AN IMPORTANT ROLE IN WHETHER A LOGO SUCCESS OR NOT. WHAT ARE YOUR VIEWS ON THE APPLICATIONS OF LOGO?

In our experience, a qualitative use of logo can enhance the value of a brand. The more selective one is about a logo, the more it will be noticed. It's about filtering out the touchpoints of a brand and using these in an innovative way.

WHAT KIND OF ROLE DO YOU THINK TYPEFACE PLAYS IN LOGO DESIGN?

I think typeface is meaningful in logo design. And more and more companies are selecting a proper logotype for their companies.

IN CONSIDERATION OF THE RELATIONS BETWEEN LOGO AND DESIGN INDUSTRY, WOULD YOU PLEASE SHARE YOUR EXPERIENCE AND THOUGHT IN LOGO DESIGN?

Although the graphic corporate design concept is also important, logo design considerably shapes the overall image of a brand. After all, a good brand should also be recognisable by the significant manipulation of color, shape, image and materials even without the logo.

STEP 01



STEP 02



PROCESS



COFFEE & KITCHEN

Situated in a business district of Austria's second biggest city, Graz the new restaurant Coffee & Kitchen restaurant brings culinary pleasures to the daily office life. The color world in black and white (logo) combined with brown (wrapping papers, menu cards, food packaging) determines the interior design as well as the corporate design. moodley brand identity has consciously avoided the branding printed material. However, there are different logo stickers that convey the image of a relaxed and informal restaurant atmosphere (even the signboard symbolizes a sticker). The used handwriting font intensifies this feeling even more.

STUDIO: moodley brand identity [Austria]
CREATIVE DIRECTOR: Mike Fuisz
DESIGNER: Nicole Lugitsch



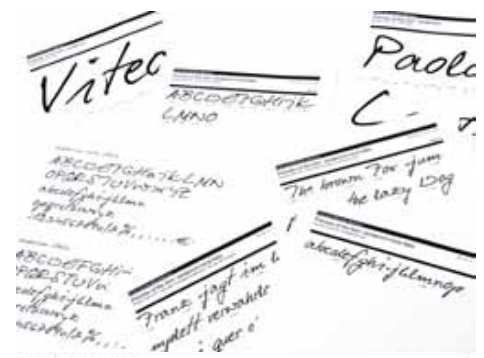
VERDARIUM

An Austrian environmental planning office fulfilled its dream by opening "the Verdarium" in a little town near Vienna. With a very subtle, atmospheric and, most importantly, individual design, the special character of the Verdarium has been captured and a logo which lives up to the expectations of the special place has been created. Clients are able to experience the atmosphere, materials and spacial reference for themselves. This experimental component was conveyed by creating a playful logo - the digitalisation of the customer's handwriting.

STUDIO: moodley brand identity [Austria]
CREATIVE DIRECTOR: Albert Handler
DESIGNER: Anouk Rehorek



LOGO



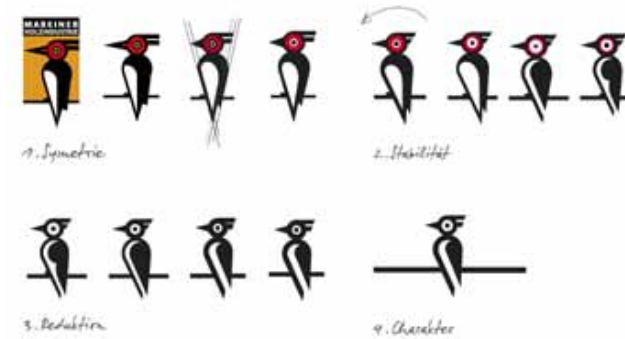
Font Bundles Preview Printout
Preview of the font: verdarium-nora-italic
Please notice for the quick count for jumped over the lazy dog
Mon May 11 10:40:11 2015
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verdarium - nora - italic
A B C D E F G H I J K L M N
O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0 ! @ # % & * () , ; : ' " . , (?)
The quick brown fox jumped over a lazy dog
Only 70 characters though many very useful & good fonts.

PROCESS



LOGO



PROCESS

MAREINER HOLZ

Mareiner Holz has developed a whole range of techniques for finishing untreated wooden boards in an environmentally friendly way.

When "Mareiner Holzindustrie" became simply "Mareiner Holz" it marked not only the adoption of a clear positioning strategy but also the establishment of "Wood Treatment" as a new market category. In addition, an emotional world was created by this courageous brand personality, which is especially evident in the aesthetics of the company's products: 100% natural beauty.

STUDIO: moodley brand identity [Austria]

CREATIVE DIRECTOR: Mike Fuisz

DESIGNER: Wolfgang Niederl

