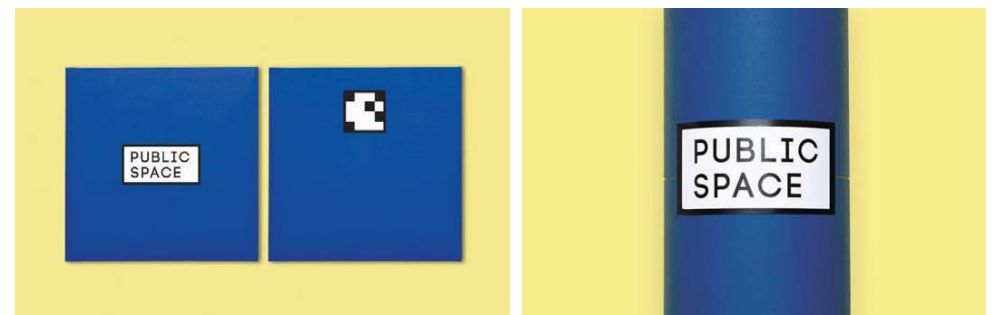
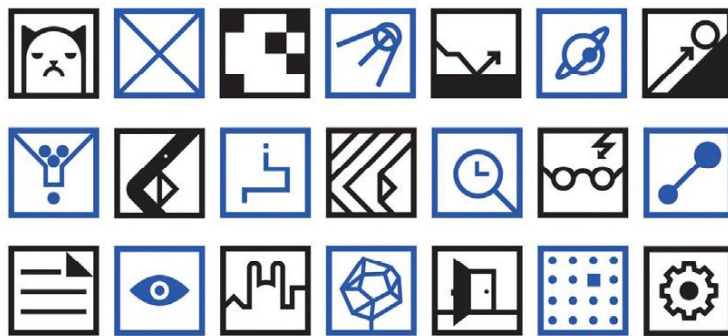
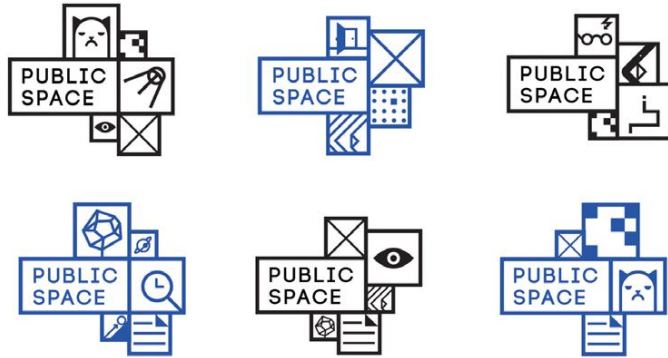
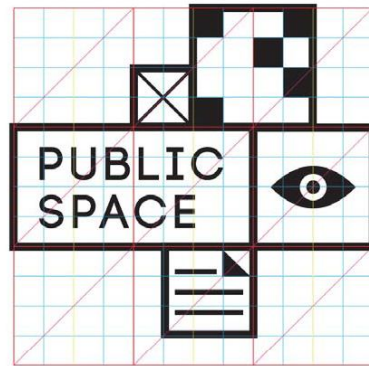


PUBLIC SPACE IDENTITY

Public Space is a Moscow based PR agency helping clients fulfill their mission through communication and reputation management. The agency brings communication strategies to fruition and sets clients up with foreign mass media, trendsetters, investors, state and social institutions.

The studio came up with a logo and brand image based on type element and selected pictograms depicting the company's main focal points in media space. With a custom-made grid client can construct an individualized logo for different needs.

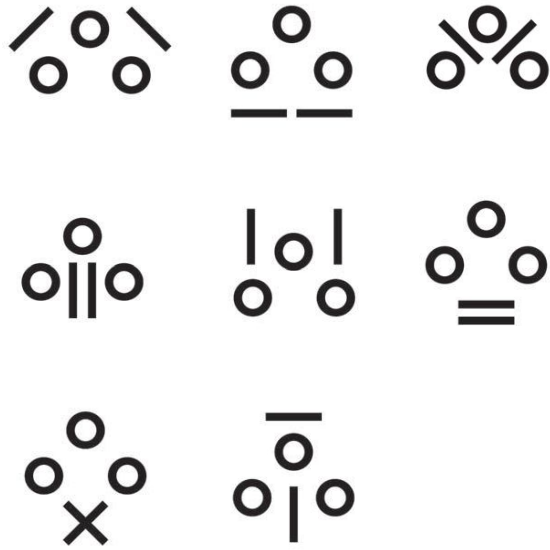
- > Design Agency: Sullivan Studio
- > Art Director: Dmitry Suliwan
- > Designer: Dmitry Suliwan, Maria Melkosyants
- > Animation: Konstantin Novikov
- > Photographer: Alexander Egorov
- > Printing Manager: Vlada Rzhanskaya



HOI POLLOI IDENTITY

The Hoi Polloi identity takes patterns found in stationery to create a language that has elements of the everyday but combined in a way that makes them feel unique, reflecting the restaurant's ethos: a modern brasserie for everyone and every time of the day, but where each visit should feel special. The patterns are tiled in multiple ways to refresh the cover of the weekly menu — in the shape of a 12-page newspaper — and locked together by a bold typographic logo. Zurich, a variant of Univers, was picked as the main font for its versatility and neutral appearance. The identity is completed with a set of alternating motifs extracted from the logo that pop up through the restaurant, creating a rich identity that doesn't just rely on a logo or colour palette, quietly blending with the interiors.

> Designer: Helios Capdevila



LOGOGRAMA



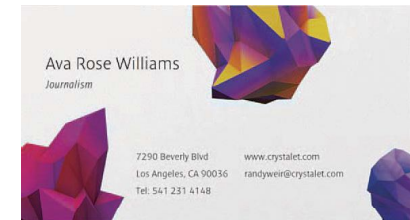
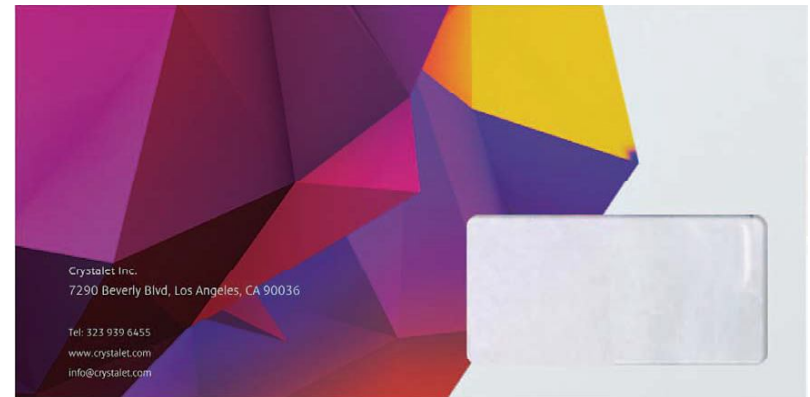
LOGOGRAMA

CRYSTALET

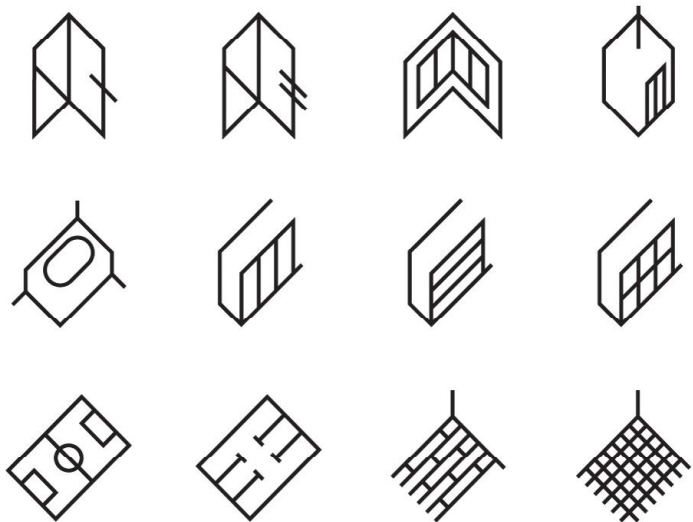
TV company Crystalet is a provider of digital television. b2s6 Studio created a dynamic form of the logo, which disclosed the diversity of the company's content.

Crystalet identification system opens unlimited potential for creation — any image can be projected onto the form of the logo.

> Design Agency: b2s6 Studio
> Designer: Alexander Pomidor



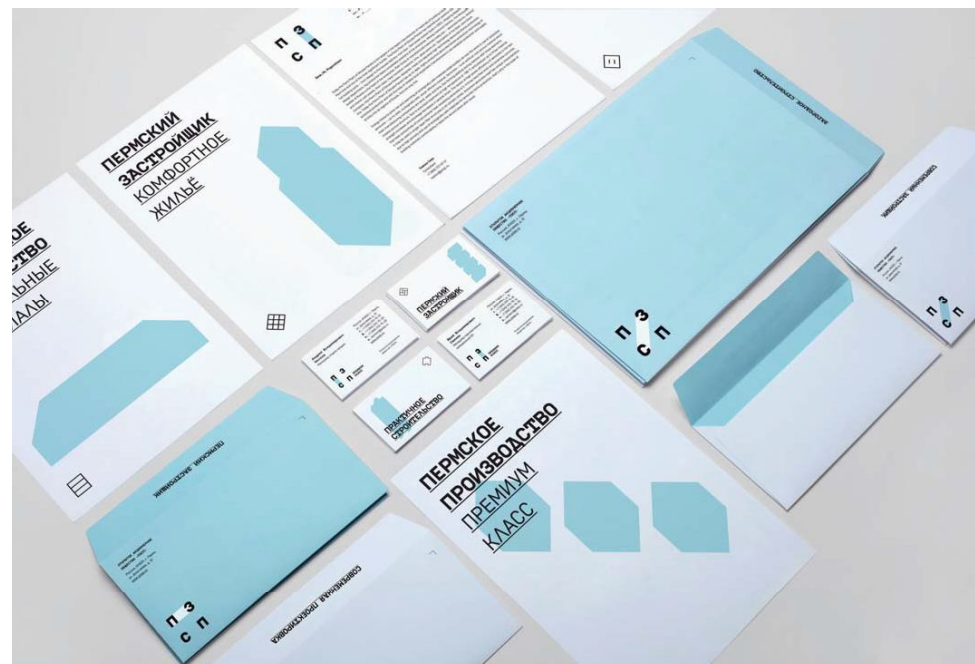
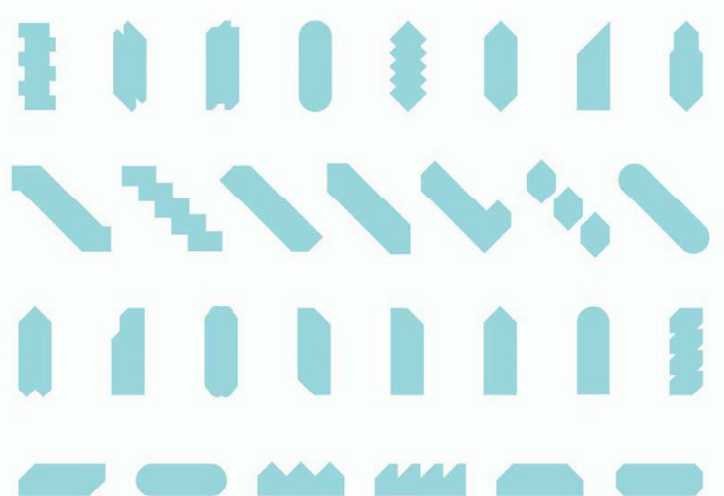




PZSP

Highlighting geometry from the logotype emphasizes the architectural and construction elements, which is why it became the basis for the visual identity. Thus the graphics were expanded to three sets, corresponding to three sub-brands of the company: construction materials, construction and realization of standard real estate, and construction and realization of luxury real estate.

> Design Agency: Ermolaev Bureau
> Client: PZSP

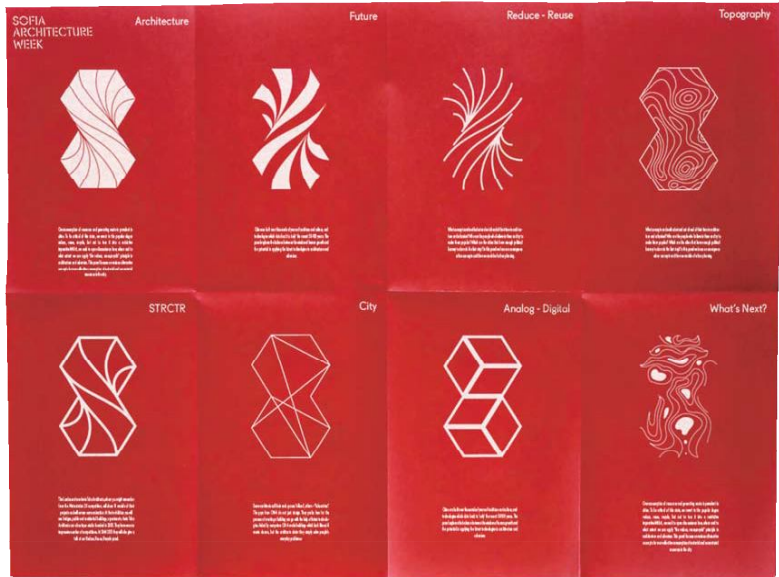
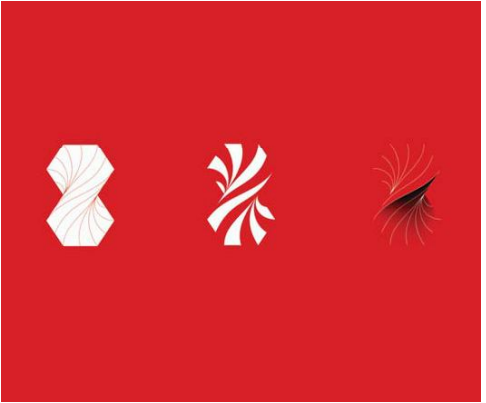
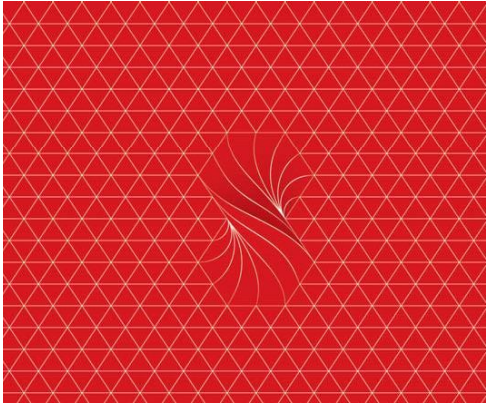
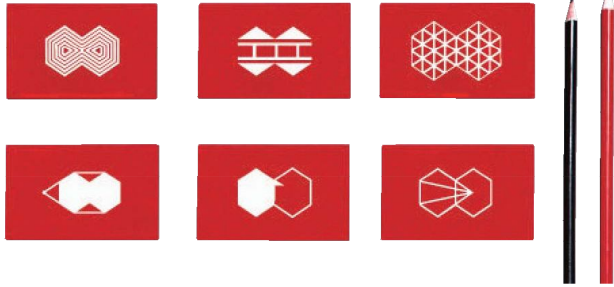


WE ADORE CHAOS

SOFIA ARCHITECTURE WEEK 2013

Sofia Architecture Week is an international festival for architecture. Every year the festival focuses on a specific topic – in 2013 that was the "Future city". And the topic of Sofia Architecture Week 2013 Future city will be presented by three panels: "Reduce, Reuse, Recycle Vol II", "Digital / Analog" and "What's Next?". Stefan designed an identity to be used in various situations and medias (print, video and others). Besides, a motion animation was needed, coauthor (<http://plakatista.com/>), WIP can be seen here <http://bit.ly/1hxJJOP>

- > Design Agency: chin2off
- > Designer: Stefan Chinoff
- > Photographer: EDNO.BG, Stefan Chinoff
- > Client: EDNO.BG

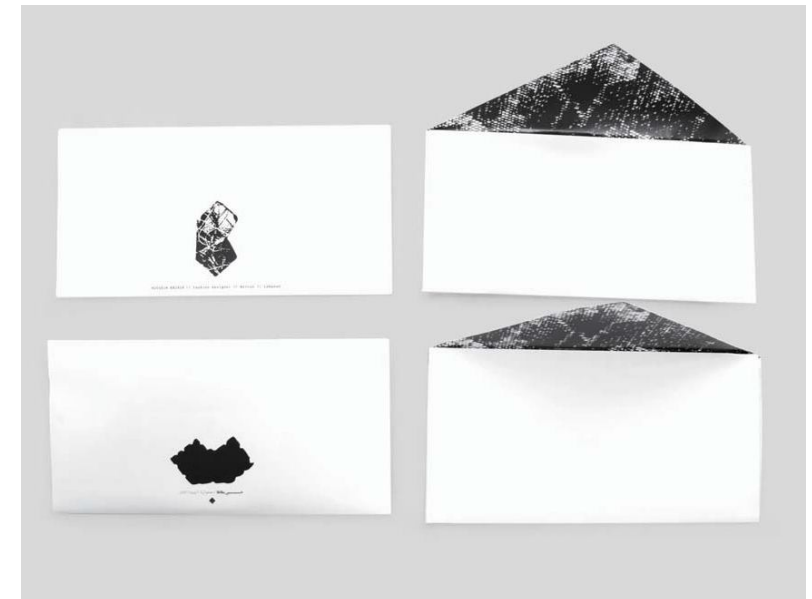
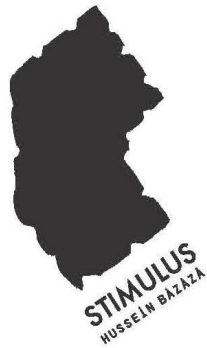


HUSSEIN BAZAZA IDENTITY

Young Hussein Bazaza is an uprising star among many emerging fashion designers in the middle east. The fashion industry develops fast within a dynamic atmosphere where trends, patterns, colors, and textures are constantly changing. Bazaza's branding identity has to be outstanding in such numerous booming brands.

The logo itself is an abstract trace of the letter "B" and arabic letter "ب". For each season (within the fashion calendar), the letter holds a different and brand new texture. The textures are inspired by or extracted from the fabrics and patterns of the collection. The actual materials are applied in the logo. The logo is in black and white, projecting its outstanding features in the fashion world.

- > Design Agency: Alia Zaki Design
- > Designer: Alia Zaki
- > Client: Hussein Bazaza



PHILADELPHIA MUSEUM OF ART

Paula Scher and her team at Pentagram designed a bold new identity for the Philadelphia Museum of Art that puts "art" front and center. Philadelphians colloquially refer to the Philadelphia Museum of Art as the "Art Museum," and the new identity both brings art to the people and leads people to the art. Iconic and expressive, the logo customizes the letter "A" in the word "art" to highlight the breadth of the Museum's remarkable collection. In the new wordmark, "A" stands for "Art," and can be customized in certain instances with up to 200 different "A"s that represent different styles of art and works in the collection. Bringing an element of playfulness to the Museum's brand identity, the mark can be modified for specific exhibitions and collections, and is endlessly adaptable.

> Design Agency: Pentagram
 > Art Director: Paula Scher
 > Designer: Paula Scher, Courtney Gooch, Lingxiao Tan, Ludwig Janoff, Rory Simms
 > Client: Philadelphia Museum of Art

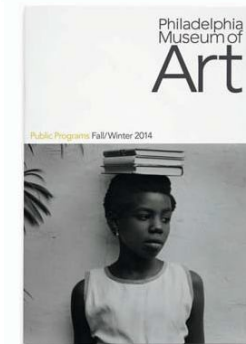
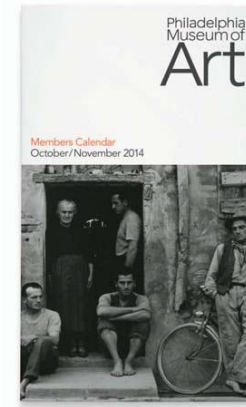
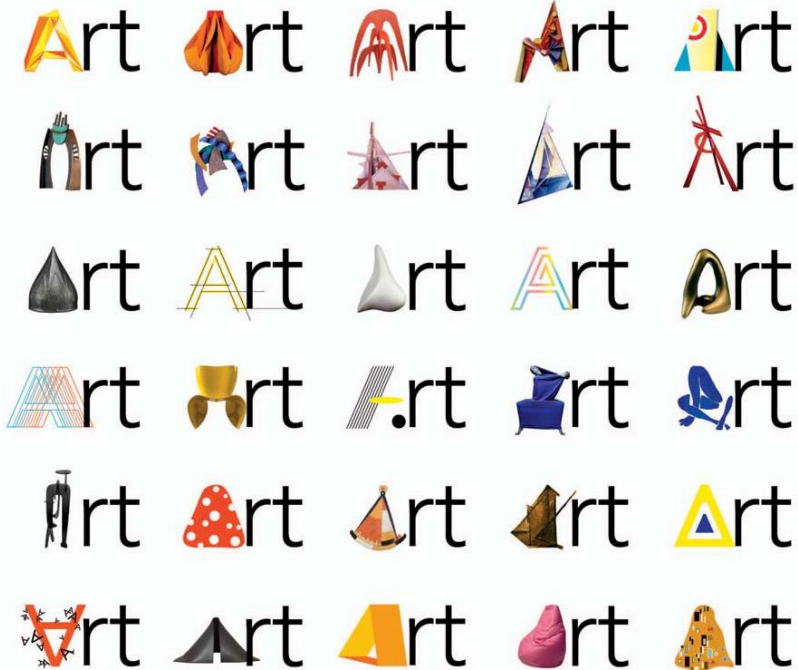
Philadelphia Museum of Art

Philadelphia Museum of Art

Philadelphia Museum of Art

Philadelphia Museum of Art

Philadelphia Museum of Art



OVG REAL ESTATE IDENTITY

Driven by the desire to "maximise real estate values by being the leading European re/developer in zero-carbon sustainable buildings", OVG is widely recognised as an innovative force in development and regeneration. With an authentic company culture inspired by charismatic founder Coen van Oostrum, OVG is a solid, reliable and well-organised firm with an agile, entrepreneurial spirit and a passion for innovation.

Invited to reinvigorate the brand by creating a new visual identity, Studio Dumbar sought to communicate the unique combination of values that distinguish OVG from its competitors. In its simplest form, the new logo suggests notions of strength and rigour, projecting the logo onto a variety of shapes transformed it into a "living" identity. Studio Dumbar also created a descriptor, "re/developers", to identify the company's activities and further promote its pioneering spirit.

- > Design Agency: Studio Dumbar
- > Client: OVG Real Estate
- > Photographer: Gerrit Schreurs Photography

