

SOUL & NO BOUTIQUE
BY CARA
FAR FAR
SALVADOR, BRASIL, 2017
100%

CALÂNDRIA
X NORTE X
BY CARA, 2017
100%

Di: La Libectad TNC / Boccie
P: Foster
Di: La Libectad TNC / Boccie
P: Calandria Norte Opted Community
Di: Soul Craving
P: Nephrose Visual Identity
Di: Reborn Studio
P: Altoestetik
Di: Solvo Studio
P: Prado

Logotypes: Serif

CHLOE
LENERIA

NUP/ASE

ALTAESTETIK

PRADO

SAN ANTONIO
MERCADO

SF SYMPHONY

ST@IKING

cake&bu

Di: La Libectad TNC / Boccie
P: San Antonio Market
Di: COLLINS
P: SF Symphony
Di: Solvo Studio
P: St@iking
Di: Liteshop
P: Sakvobi Georgian Bistao

BLISS

bidmii

Optimist® bistro

Di: Volentini-Wiert Studio
P: 18 Bilián
Di: Vondelbeend
P: Blamij
Di: Liteshop
P: Optimist Bistao

DESIGNHJERS

B@ANDLife

C. Tangana

Di: viction workshop
P: DESIGNHJERS
Di: viction workshop
P: BRANDLife
Di: Codex Studio / Gopak
P: Mixtape

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Do you think there is a trend among designers/clients when it comes to choosing and adopting a typeface as a logotype?

Logo or logotypes: off-the-shelf typeface, customised or bespoke – so many decisions revolve around one small part of a brand. In the past, the logo was everything, but not anymore. The emphasis on cramming as much meaning as possible into a logo has faded. It is now commonly seen as just another element in the design system, which means it can be something simple.

In the last decade, we've seen the simplification of brand logotypes. Technology and the increased use of mobile devices have paved the way for this need. Adaptive and responsive brands are a must and creatives have had to push and inject personality into otherwise simple executions of the logo.

ABOUT THE PROJECT

Given the large scale of the project, why was a bespoke logotype used for Tech Central instead of graphics/imagery?

Tech Central positions Sydney as the future home of innovation in Australia, and encompasses 6 suburbs in Sydney – its cultural heart. A distinct brand was needed to convey this offering, and communicate and elevate the activities happening within the area, ranging from fin-tech to deep-tech and e-health. It needed to capture the diverse sense of place, and inspire and engage the local community.

The district would drive a complex range of government objectives for various audiences: business investments, cross-pollinations of research precincts, retention of local and international talent, adoption by small and big businesses, as well as an elevation of the



076 / 077



For The
People

Design

Tech
Central

Project



Tech
Central
Variable
Typeface /
Public
Sans

Typeface

Tech
Central

Client



PUBLIC SANS

Aa

MONDAY • TUESDAY • WEDNESDAY • THURSDAY



ULTIMO
MEDTECH
CAMPERDOWN
QUANTUM PHYSICS
SURRY HILLS
AT
CENTRAL
WELLBEING
NORTH EVELEIGH
SUSTAINABILITY
SOUTH EVELEIGH
SPACE
ULTIMO
RESEARCH
HAYMARKET

WELLBEING
NORTH EVELEIGH
SUSTAINABILITY
SOUTH EVELEIGH
SPACE
ULTIMO
RESEARCH
HAYMARKET

TECH CENTRAL WHERE GREAT MINDS COME TO IN

TECH
CENTRAL
VARIABLE
OPEN SOURCE
FOR
EVERYONE

F61 Agency

Monochrome

Photography

Fashion: Andrey Golovchenko, Alena Nikiforova
Interior: Ivan Esoteev

Client

Monochrome

Typefaces

Custom Lettering

Logotype

MONOCHROME[®]



MONOCHROME[®] is the first and only Russian brand that actively promotes oversized fashion. Using this concept as a key direction in the collection's creation process, F61 created the custom font MONOCHROME SANS to let the brand communicate in its own language. To match the brand's DNA, the logotype was also enlarged into all caps. The brand's essence was also translated into typography by incorporating shapes of lowercase glyphs as well as a suitable degree of strangeness.

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HOODIE CLASSIC BLUE
19-4052.
100% COTTON

MONOCHROME[®]
(LUXE)

THE LIMITED EDITION
SERIES WITH OUR
SPECIAL APPROACH



Brand Brothers

Apocope

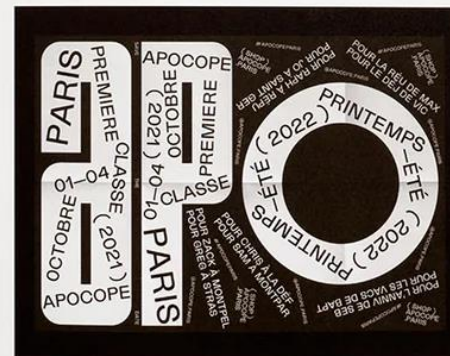
Client Apocope
Typefaces Custom Lettering
Logotype

apocope

Apocope is a figure of speech characterised by abbreviating a word and keeping only the first syllables. Apocopes are also a strong marker of French culture as the French tend to save time by shortening words. Apocope is a men's leather goods brand focused on materiality and utility with a minimalist and precise design. Based on a strong and rhythmic typogram, Apocope's identity is articulated around various typographic compositions. The monogram Apo (as the apocope of Apocope) becomes a pivot around which the messages are composed and decomposed.



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Uniforma

Short Waves Festival 2021

Photography Krzysztof Kzolek
Client Fundacja AdAkte
Typefaces SK Modernist
Logotype

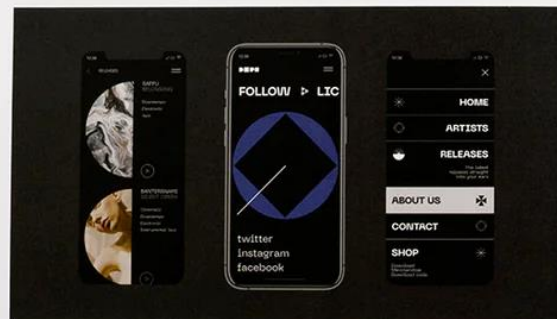


Short Waves is an international short film festival in Poland that celebrates the art of cinema with a different theme each year. In 2021, Studio Uniforma developed a flexible and partially animated visual identity according to the theme of "Mirror Mirror", depicting the logo as a mirrored reflection of itself which symbolises the reflection of reality and the psyche of contemporary people. Characterised by the unique way typeface for the word "waves", the festival's new logo can be used individually or in conjunction with the identity's uncompromising black and white palette.



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Both

Bianca
Sciuto

Photography

Shelley Haan

Client

Bianca Sciuto

Typefaces

Brunswick Grotesque (Dennis Gruzel)

Logotype

BIANCA
SCIUTO

Inspired by interior and fine object designer Bianca Sciuto's experimental approach in her work, Both pushed the boundaries of a conventional identity and developed an alternative that can be tailored depending on the application; from object packaging to client correspondence. The typography revolves around the application of various letter widths, meaning each time the brand appears, it is made from a unique combination of letters. The bold typography is contrasted with visual elements taken from Bianca's work.



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