



New brand

/ Branding Campaign

CENTRAL UNIVERSITY LIBRARY CAROL I



Name: Rebranding BCUB

/ Branding Campaign

CENTRAL UNIVERSITY LIBRARY CAROL I

In 2022 we got the opportunity to work on the rebranding for the Central University Library Carol I. The new visual identity of the institution is a first in modern institutional branding: following the model of the great cosmopolitan libraries of the world, BCUB is the first library in the country to relaunch its image, to increase its appeal among young people. BCUB's new logo and new signage benefits from a contemporary design, inspired both by the original architectural elements of the building made by the French architect Paul Gottereau, and by graphic elements of the digital world.



COMPONENTS: brand identity





Name: Visual Identity

/ Branding Campaign





Name: Space Design

/ Branding Campaign



BIBLIOTECA
CENTRALĂ
UNIVERSITARĂ
CAROL I





Name: Stationary

/ Branding Campaign



BIBLIOTECA
CENTRALĂ
UNIVERSITARĂ
CAROL I



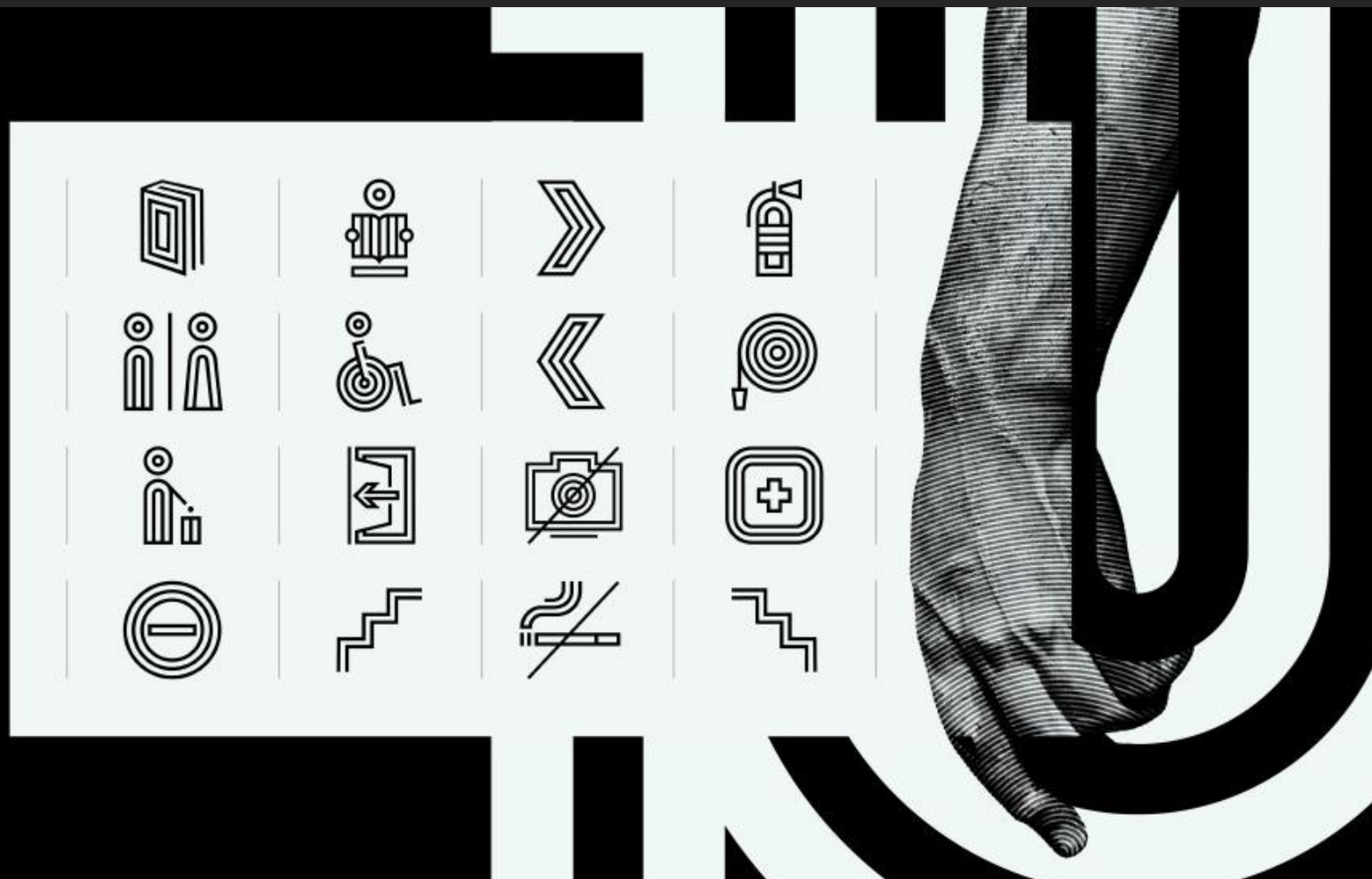


Name: Signage

/ Branding Campaign



BIBLIOTECA
CENTRALĂ
UNIVERSITARĂ
CAROL I





Name: Brand Identity

/ Branding Campaign

FOOTBALL MUSEUM BUCHAREST

In 2022 we got the challenge to create the identity for the first football museum in Eastern Europe. From naming to logo design and space branding we got to create a brand that will forever make an impact in the history of such an important sport for Romania. When creating the visual identity of the brand, we had to take into consideration that there is a massive space, spread over 8 levels in a beautifully restored historical building, where you're greeted with a vibrant mix of football history and interactive experiences. So our identity should be a perfect mix of modern, clean, dynamic that would be received well by the fanatics of this sport but also tourists.

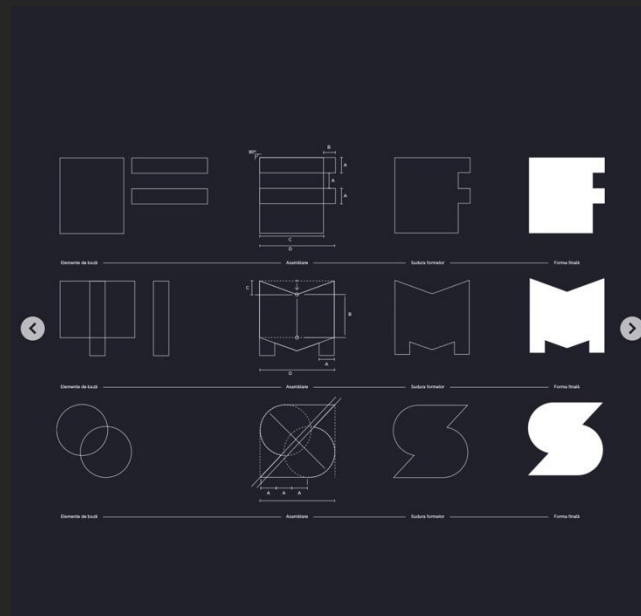
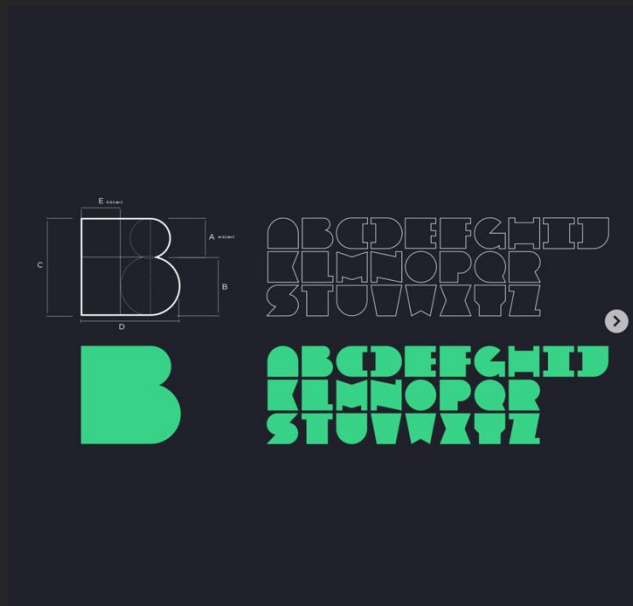
COMPONENTS: brand identity





Name: Logo

/ Branding Campaign





Name: Location

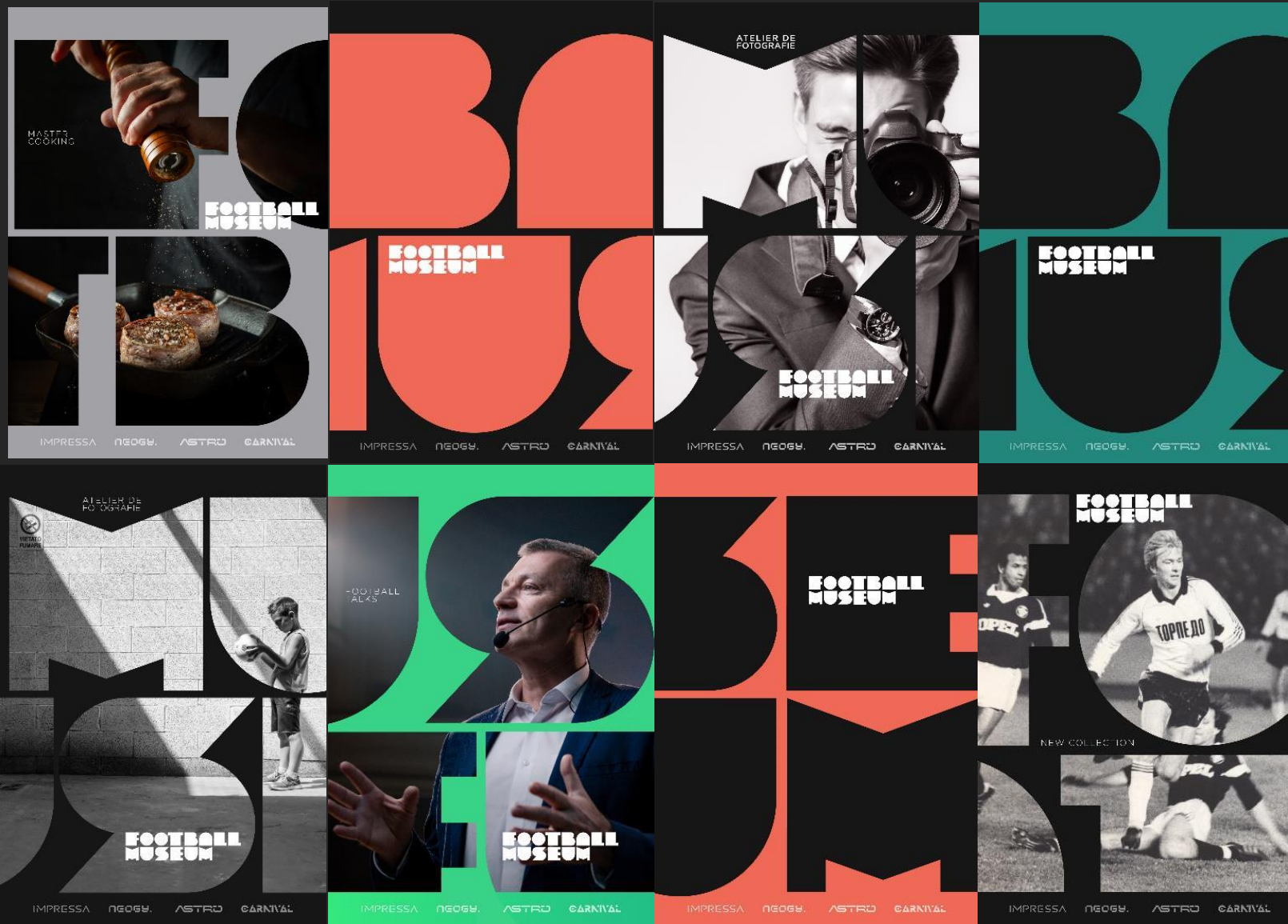
/ Branding Campaign





Name: KVs

/ Branding Campaign





Name: Outdoor

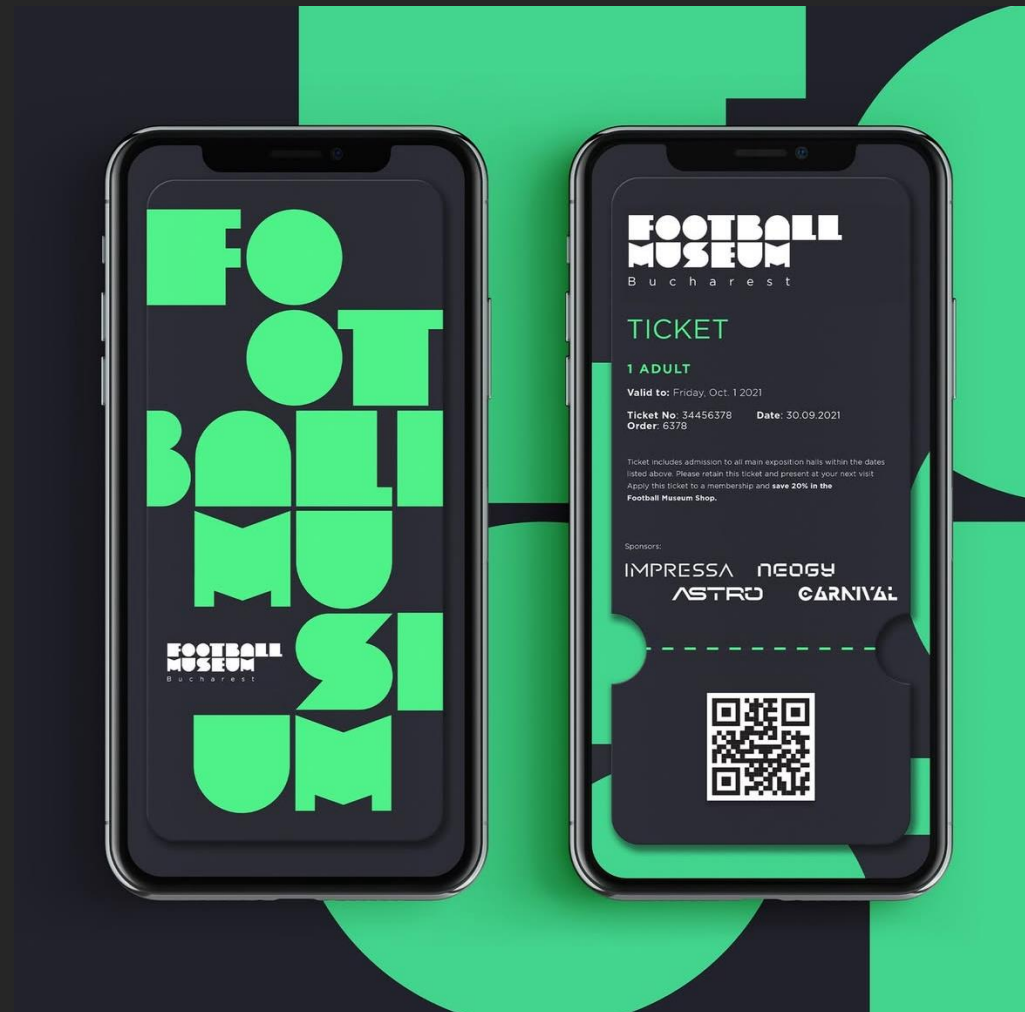
/ Branding Campaign





Name: App design

/ Branding Campaign





Brand Identity

/ Branding Campaign

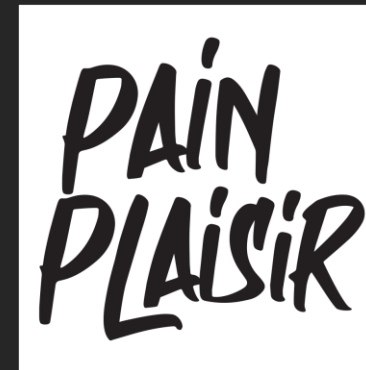
PAIN PLASIR



PAIN PLASIR

We had the opportunity to work on the rebranding for one of the biggest bakeries in Bucharest, a challenging but very creatively driven project. We had to transmute all the care and passion that the owners put into the business into a brand world that fits perfectly into an urban chaotic city like Bucharest. For the design we used a very fresh style, the art of collage. Firstly, used as an inspirational tool, we now find the collage in interior design, advertising campaigns and in the works of great artists. At Pain Plasir the collage depicts the meeting point between urban elements and bakery products, but each one with different treatment.

COMPONENTS: brand identity





Name: Logotype

/ Branding Campaign

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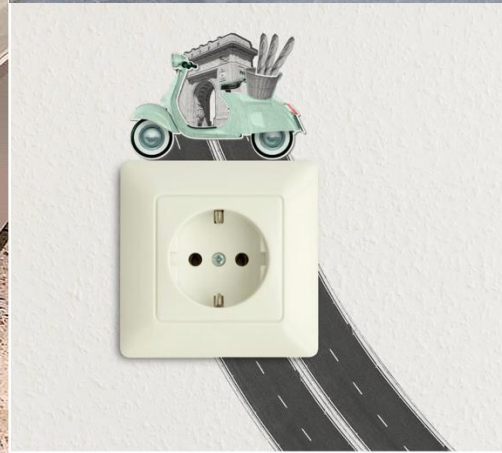
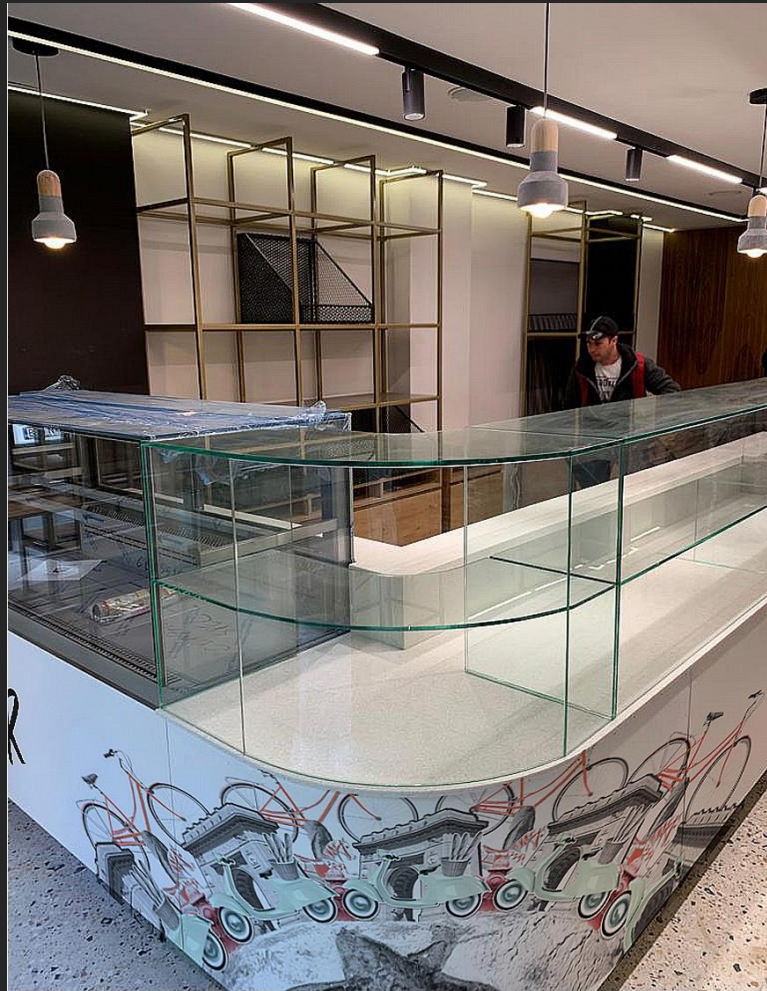
PAÎN
PLAISIR

PAÎN PLAISIR



Name: Space branding

/ Branding Campaign





Name: Packaging

/ Branding Campaign





New brand

/ Branding Campaign

AGRICOLA



Name: new brand Tantos

/ Branding Campaign

AGRICOLA

Agricola needed a new brand for their cash&carry client so we had to create very fast a new brand to be sold in Selgros, that had to look authentic and clean. We created ȚÂNȚOȘ, a brand with musicality but also authenticity for our group target. ȚÂNȚOȘ signifies a proud bird. This pride with a slight folk flavor is reflected on the producer (delivering a quality product), as well as on the buyer (purchasing Romanian meat).

COMPONENTS: brand identity & packaging





Name: new brand Tantos

/ Branding Campaign





New brand

/ Branding Campaign

AGRICOLA



Name: rebranding

/ Branding **Campaign**

AGRICOLA

Agricola needed a new branding for their products: functional eggs. Each product had different functionalities and benefits and we integrated that in the naming "Oua Inimoase" & "Oua Ochioase" in a playful but obvious way so that the consumer knew exactly the functionalities. We also integrated it in the design through cut outs.

COMPONENTS: brand identity & packaging



Name: rebranding

/ Branding Campaign





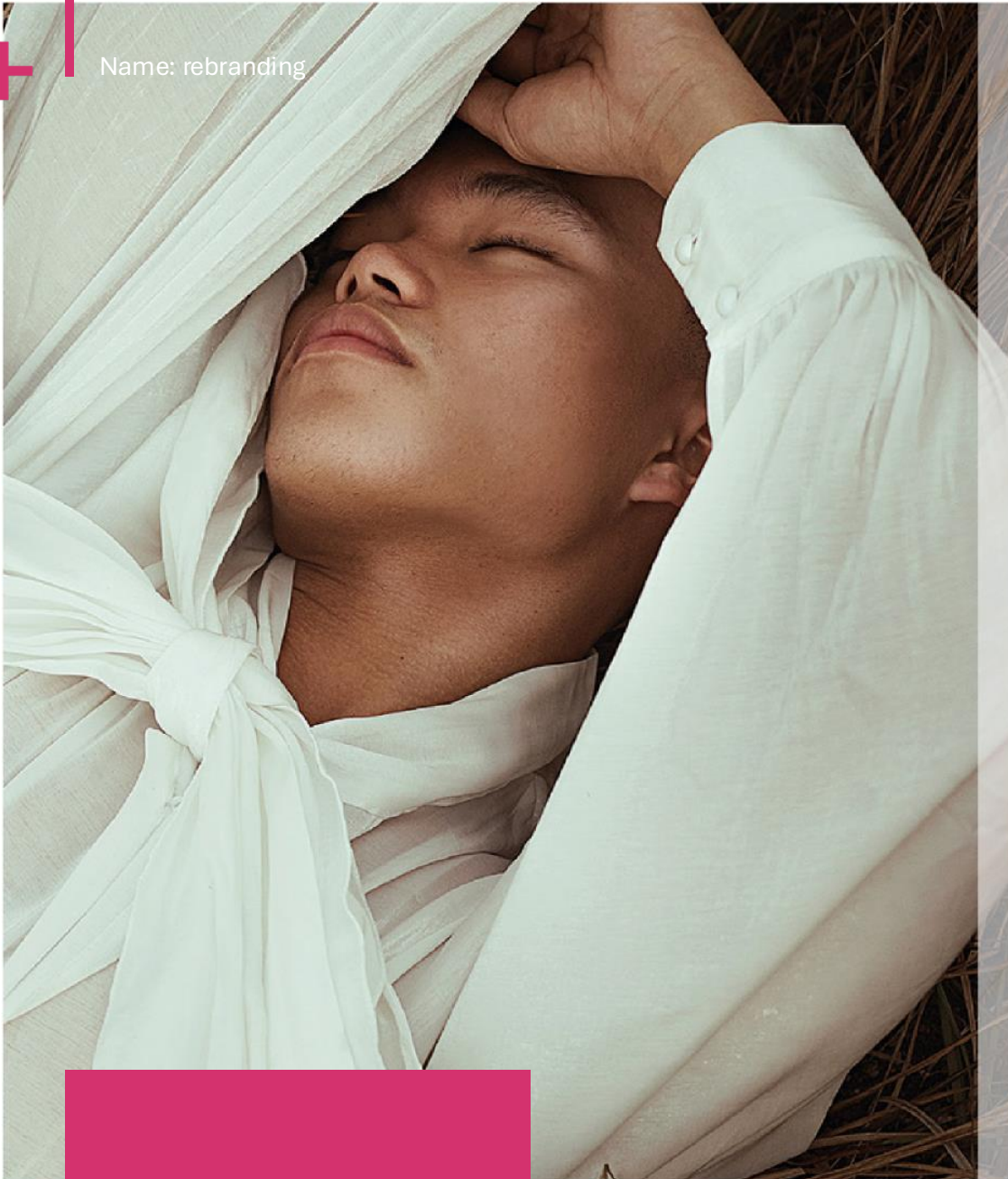
New brand

/ Branding Campaign

MARIS DUSAN



Name: rebranding

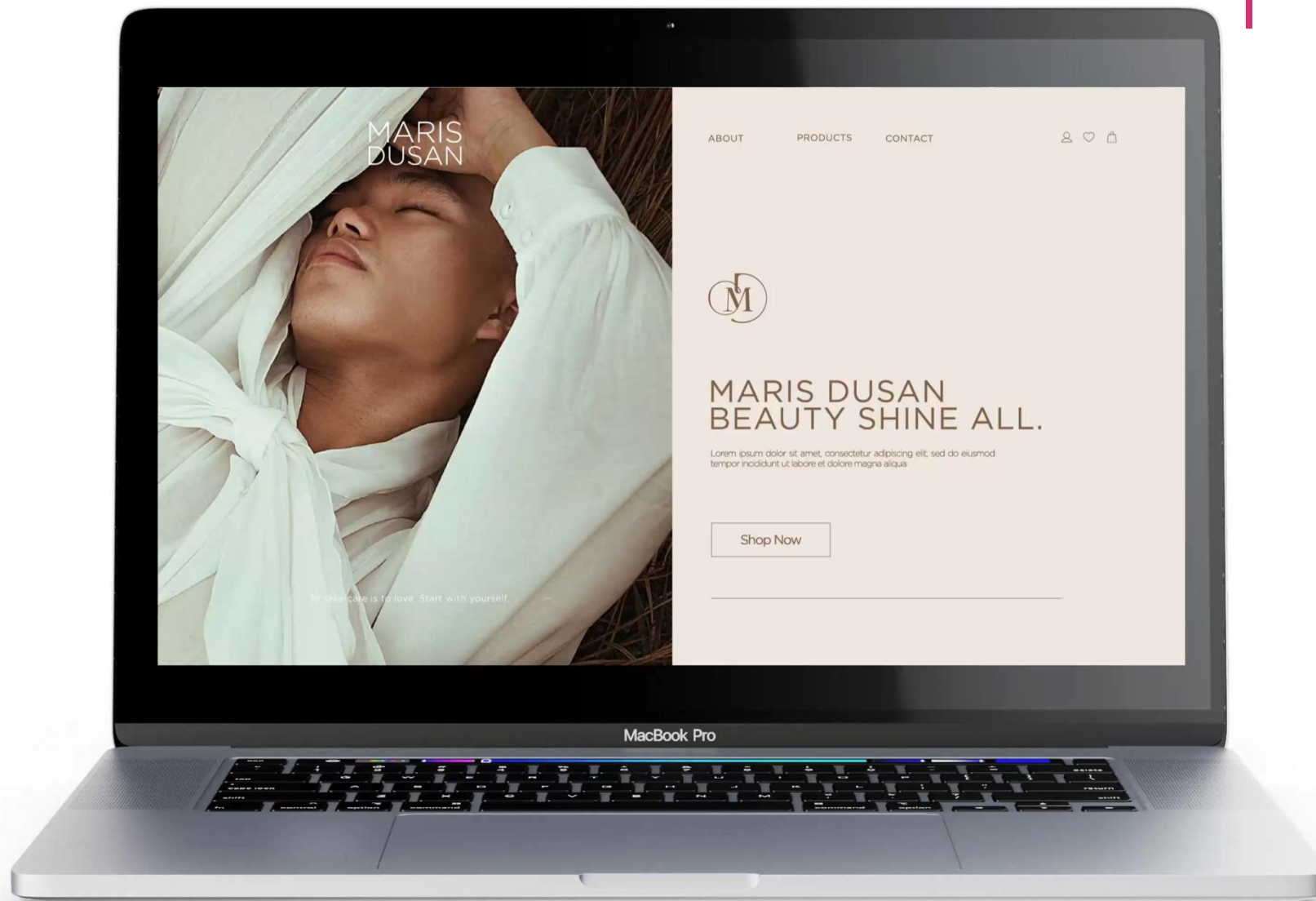


/ Branding Campaign

MARIS
DUSAN



MAIN LOGO





Name: rebranding

/ Branding Campaign





New brand

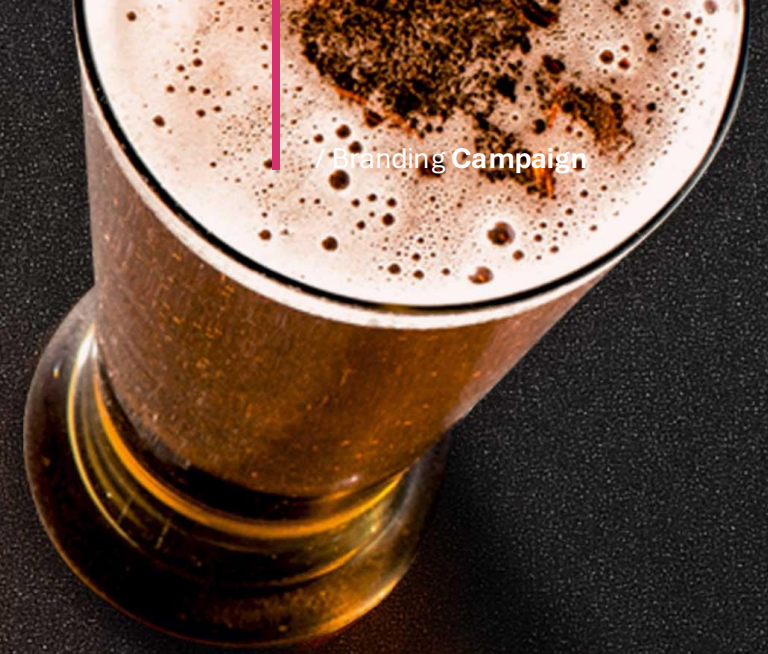
/ Branding Campaign

TASTE COLLECTORS



Name: rebranding

/ Branding Campaign



LIFE IS A
COLLECTION OF
UNIQUE TASTES
WE ARE *the*
TASTE COLLECTORS





Name: rebranding



/ Branding Campaign





Name: rebranding





New brand

/ Branding Campaign

SYNGENTA



Name: rebranding

/ Branding Campaign



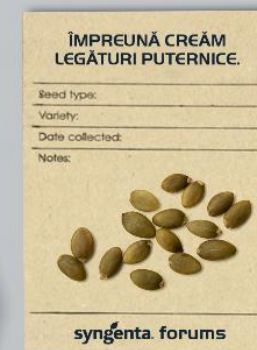
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Name: rebranding

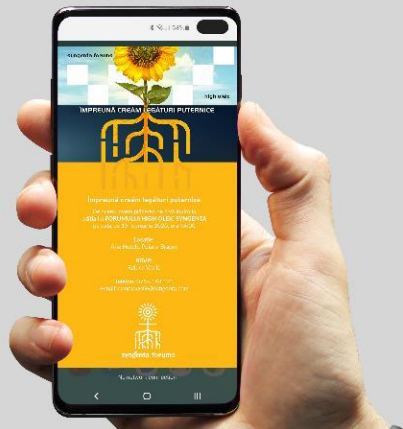


/ Branding Campaign

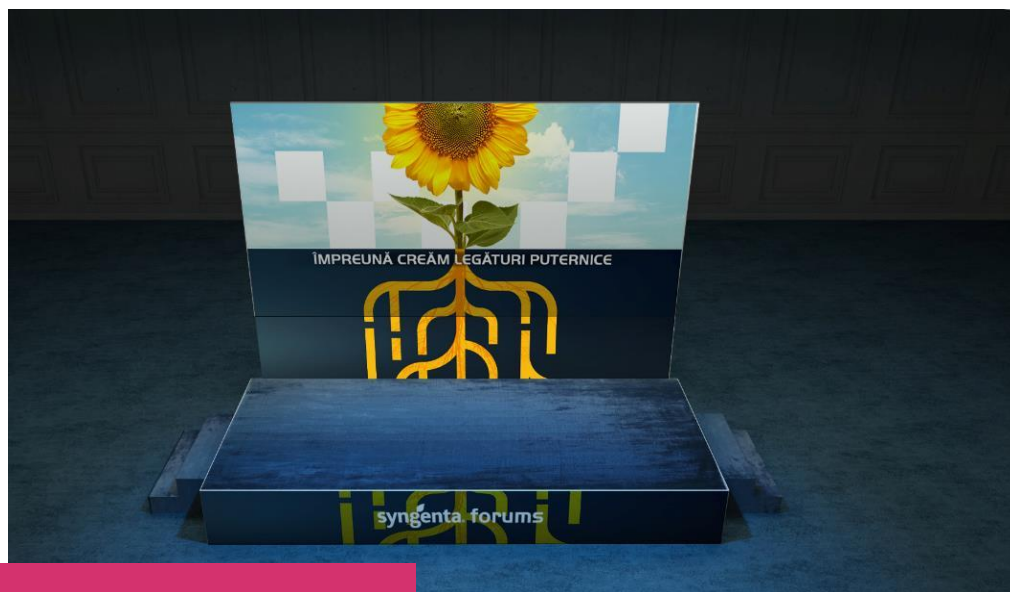




Name: rebranding



/ Branding Campaign





Name: rebranding

/ Branding Campaign

DISPLAY

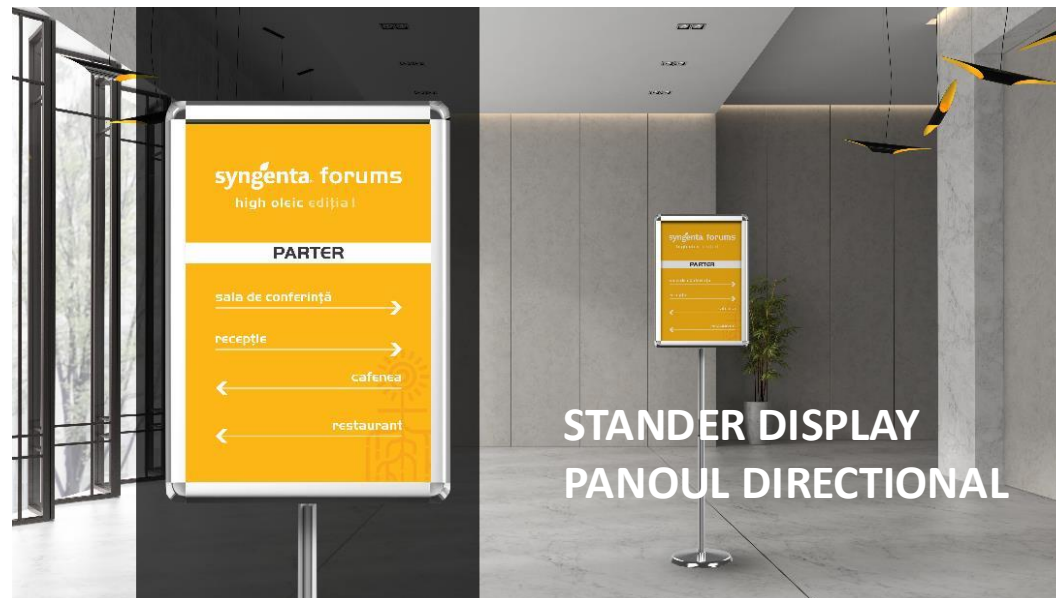
MESAJ DE PRIMIRE
FORMAT A5, FATA-VERSO



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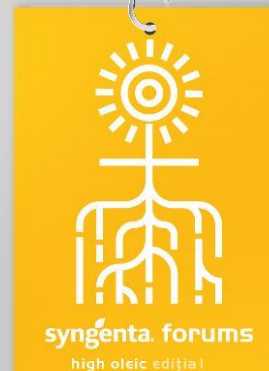
PARTER

sala de conferință →
recepție →
← cafenea
← restaurant



STANDER DISPLAY
PANOUL DIRECTIONAL

TABLE TENT
FORMAT A5, FATA-VERSO



BADGE
LANYARD
EVENIMENT





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T-Y

THANK

YOU

