

proyecto / project

glanzlos



de / by > **calc**

tiempo / time > **2008**

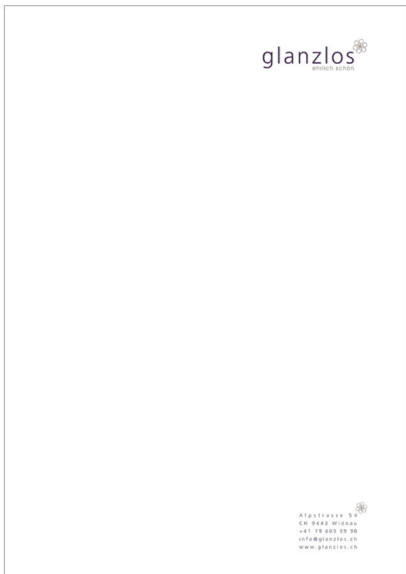
campo / field > **design, corporate identity**

dirección / address >

vista / glance



visit card, face A, face B



letter paper



etiquette



label on car



envelope

resumen / brief description >

Creation and development of corporate identity for a swiss shop dedicated to handcrafted design products and small editions.

The basic idea was to construct a "modular" logo, which architecture can be extended and adapted to the different applications, without loosing his unique character.

Composed by two elements, the icon – a snow crystal and the name – glanzlos (unglamorous), it plays also with the friction between both elements. The chosen colours underline this game.

en colaboración con / in collaboration with >

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