



creatwerx

the story of our logo.



the brief

creating an identity.

It's hard to start.

At the beginning, everything is possible, the world is your oyster and that means really boiling down what is important to the brand you are about to create.

Your brand will stay with you for a long time and making it strong, meaningful, timeless and memorable is key.

And with a brand comes a logo so, let's begin!

project info

Company name	<i>Createwerx</i>
Slogan	<i>Your Ambition. Our Mission.</i>
Project description	<i>Creation of company identity and logo.</i>
Target audience	<i>Small sized companies that outsource their design and marketing work.</i>
Competitors	<i>Other marketing and design agencies.</i>

design info

Company theme	<i>Creative and versatile marketing agency</i>
Brand objective	<i>Creative yet formal</i>
Symbolic meaning	<i>Creativity, fun, full service, serious and passionate.</i>
Colour preference	<i>Orange and another colour. Plain yet fun.</i>

brainstorm

first steps to the new brand.

Our brain works in set ways. As we start thinking about our brand and logo design, the most obvious associations come to mind first.

In our case, we came up with all kinds of cliches from paint splashes, pencils, umbrellas, VW buses and surf boards...

We embraced these first thoughts, sketched them out and got them out of the way so that we could come up with something pretty special in the end.



Photo by Green Chameleon on Unsplash

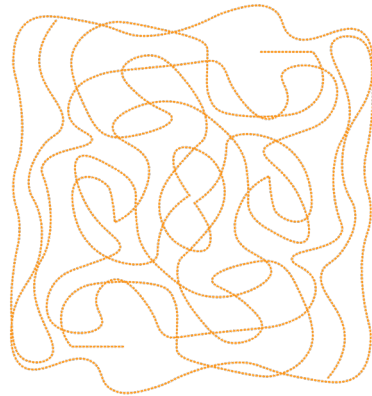
thumbnails

a brand taking shape.

In this first version of the logo we wanted to capture:

- Creativity with the scribbled lines
- Fun with the use of orange colour
- Elements that could be used individually
- Organic shapes

But this was not the end of the journey. We had to establish meaning for our logo to connect it to our business, createwerx.



Final design

and what it all means.



Symbol

- It was important for us to convey creativity in our symbol. BETA-brain waves occur during problem solving and inspired the orange and grey waves in the brand mark.
- The symbol is comprised of divided circles in two colours that can also be identified as the letter 'C'.
- The orange 'C's form an 'X', symbolising a full service from start to finish by emphasising the first and last letter of createwerx.

Spelling

- 'Werx' is a modern spelling of the German word 'Werk' (factory).
- The use of this spelling refers to my German origin.

Typeface

- The typeface used for 'createwerx' is All Round Gothic. The soft curves of this typeface correspond perfectly with the curves in the brand mark.
- The tag line is written in Segoe Script and conveys a hand-written feel, making our business more personal.

Colour

- The colour scheme comprises dark grey and orange.
- Grey is a neutral colour that is often connected to professionalism.
- Orange stands for fun, passion and creativity.
- Together, these two colours represent the main values of the createwerx brand.

the logo

and its applications.

The ability to use the logo across many assets was important to us and therefore our logo had to be versatile.

The final logo can be used in different configurations. All its components can also be used on their own.

Logo mark, brand name and slogan.



Brand name and slogan.

createwerx
your ambition. our mission.

Logo mark, brand name and slogan.



Logo mark.





the logo

in action.



the end.