

Build – Case Study

Client: MADE.com, London

Project: Brand Refresh

–Brief

To complete a brand audit, particularly assessing the (then) existing logo and typefaces, and create a new logo marque, ahead of a new major marketing campaign.

–Audience

Design conscious consumers.

–Response

MADE.com is predominantly a web-based furniture company with aspirations of making the move into physical retail - they had recently opened their own showroom.

Their logo was lacking in any real character and brand assets lacked cohesion, so we proposed a new logo incorporating a screwhead marque. The resulting marque can be used away from the main logo as a key device within text and layouts. New typography was researched and proposed, the key being to work for both online and in print. We also created a small set of brand guidelines to aid brand consistency when working with 3rd party suppliers.

–Result

After the refresh was rolled out across multiple platforms including press, promotional leaflets, web advertising, and now TV advertising, the brand has gone from strength to strength as a clearly recognisable brand, a leader in its field.

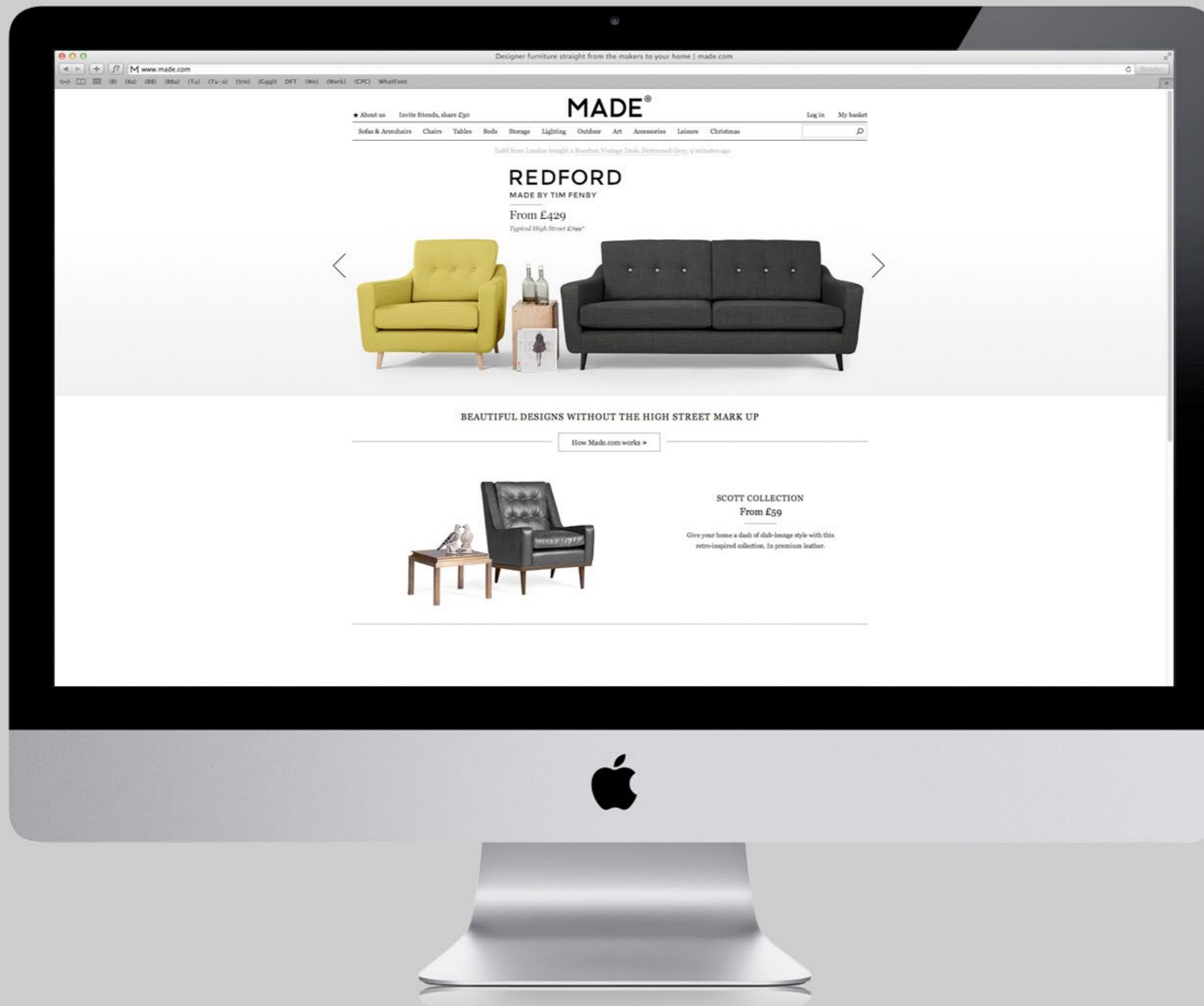
–Scope

Identity
Logo
Typography

MADE.COM⁺



MADE: Brand Refresh



MADE: Brand Refresh

