

WHAT IS A SECONDARY STYLE ELEMENT?

The secondary style element is part of the branding, the corporate design. It's a visual element, often derived from the logo, that runs through every communication point like a visual constant. It holds together the entire look and feel of a business. It's often the secondary style element which makes a brand stay in people's minds more than the logo!

In this whitepaper, you can see some examples of secondary style elements from my daily business routine.

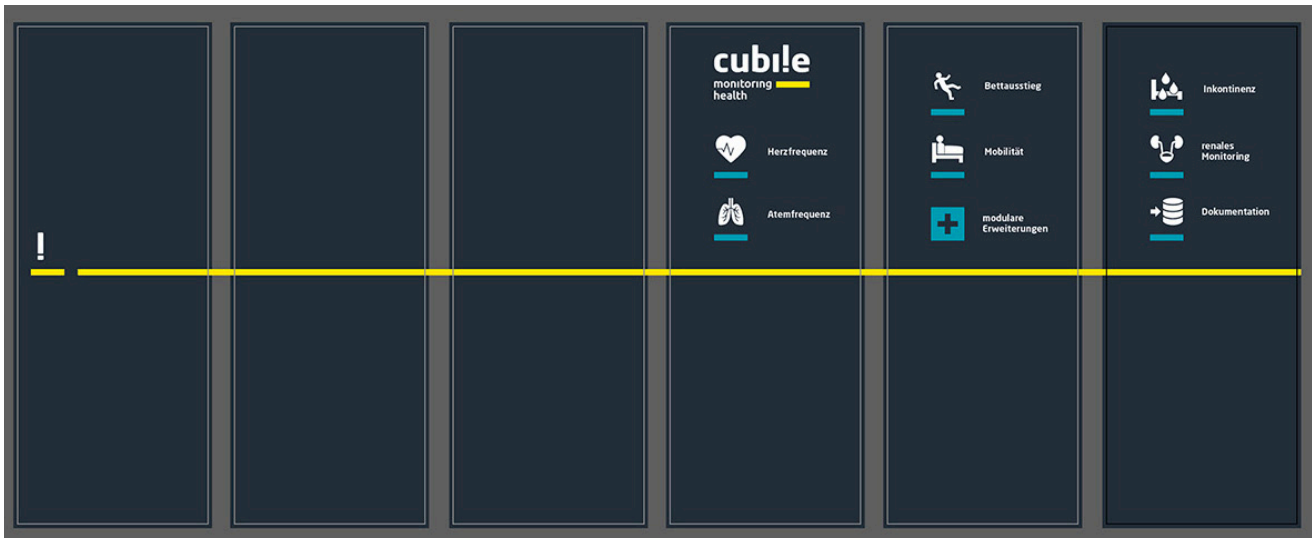
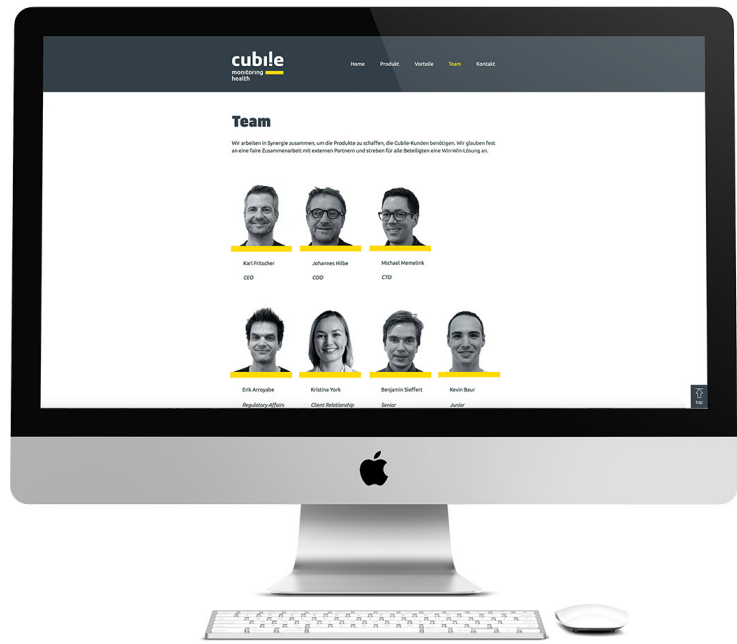
CUBILE MONITORING HEALTH

I created the corporate design for my client cubile monitoring health in summer 2018. Here you see the logo, it's gif-animated in digital applications:



The yellow horizontal line, which can be longer or shorter in different cases, serves as the secondary style element for this branding. It's repeated in the app icon, the letterhead, envelopes, the business cards, the modular fair wall, the brochure and the website.



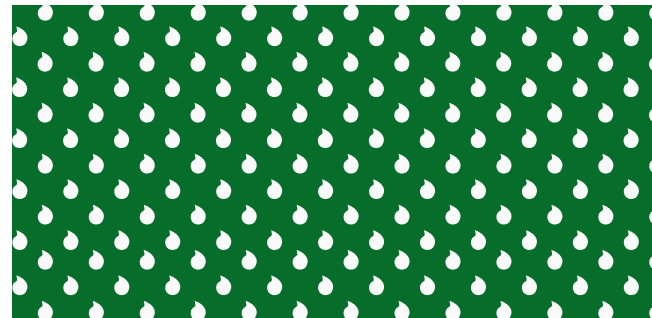


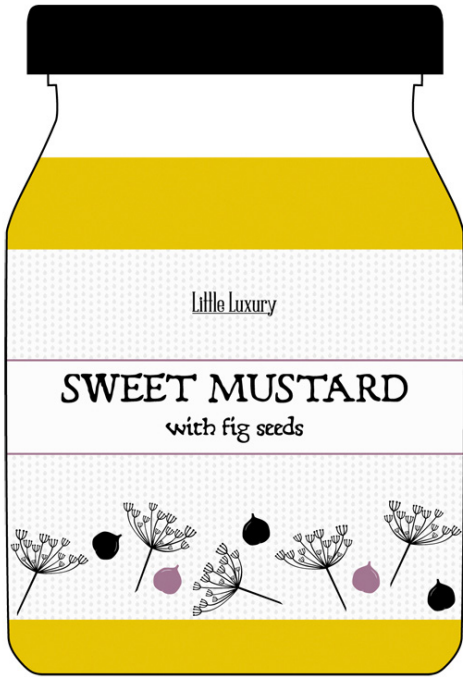
LITTLE LUXURY

Little Luxury is a fictitious food brand in the gourmet sector, but still at an affordable price. I created the corporate and packaging design back in 2012. The logo looks like this:

Little Luxury

The dot above the i of "Little" is a drop; this drop serves as the secondary style element further on. You can find the drop on the olive oil bottle neck's ribbon, as a subtle background pattern for the gourmet mustard and background pattern for the BBQ sauces. This elegant drop can be found on every single packaging to remind of Little Luxury.



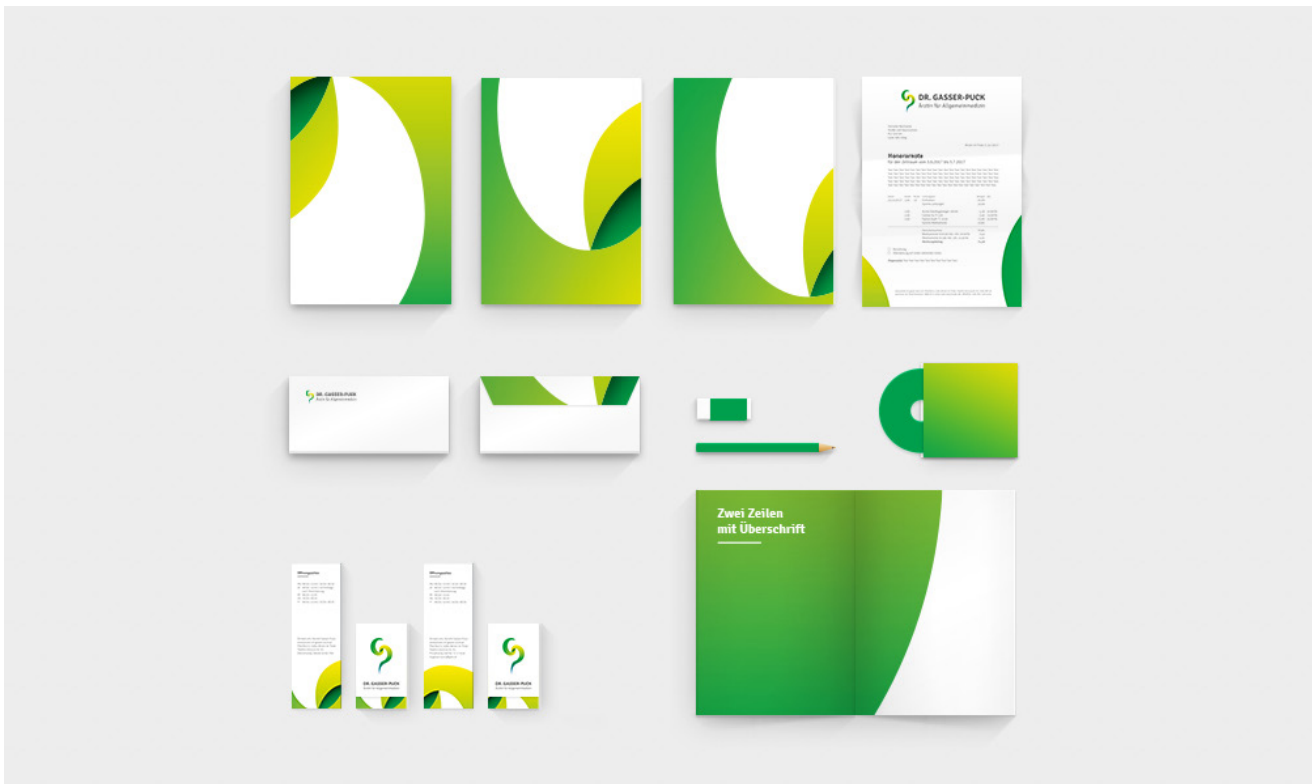


DR. GASSER-PUCK

For my client Dr. Gasser-Puck, I chose a greatly enlarged part of the logo symbol to be the secondary style element. The logo looks as follows:



The entire branding shows greatly enlarged parts of the curvy logo symbol. In order to bring more oomph into the corporate design, the secondary style element is placed differently here and there. For example, there are three different versions of letterhead backsides and two different versions of business cards.





BAD UND HEIZUNG

In autumn 2018, I designed the new branding for BAD UND HEIZUNG (a plumbing business: bath and heating). Also here, a greatly enlarged part of the logo symbol serves as the secondary style element. The logo symbol shows a water and a heat wave.



The secondary style element is repeated on the letterhead, business cards, car stickers and the website.



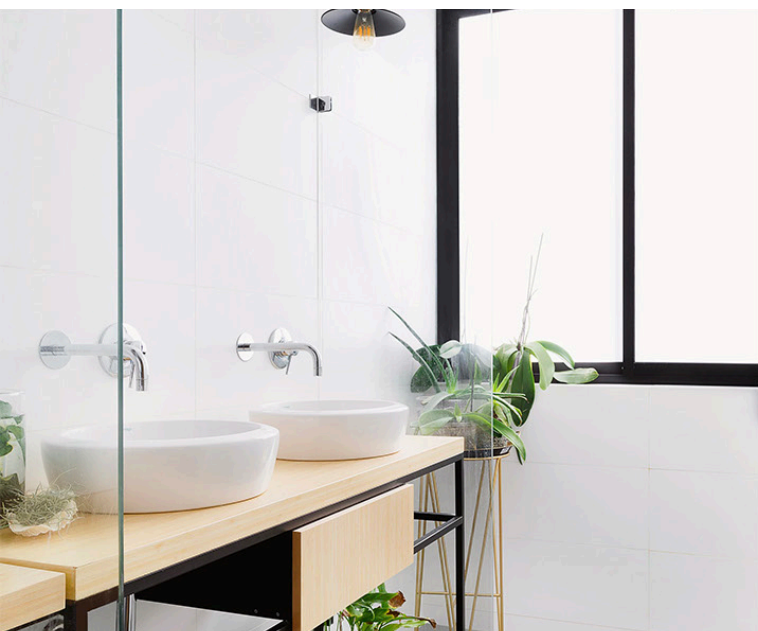


IHR PERFEKTES RAUMKLIMA

Wussten Sie, dass man mit einer Fußbodenheizung oder einer Wandheizung auch kühlen kann? Moderne Wärmepumpen ermöglichen es uns Ihnen ein perfektes Raumklima zu schaffen.

Egal ob Individuallösungen oder ganz einfache Standardheizungen – wir helfen Ihnen gerne dabei, die richtige Entscheidung zu treffen, welche Heizungsart für Sie am besten passt.

Beachten Sie bitte die [Förderungsmöglichkeiten](#).



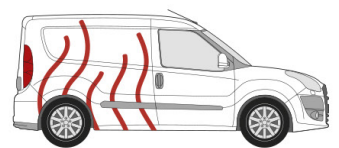
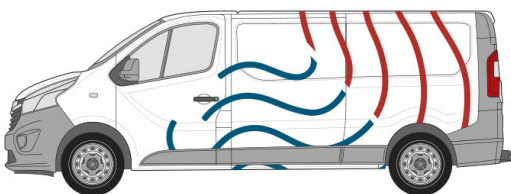
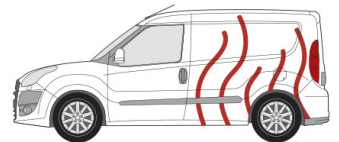
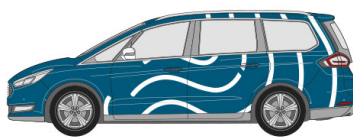
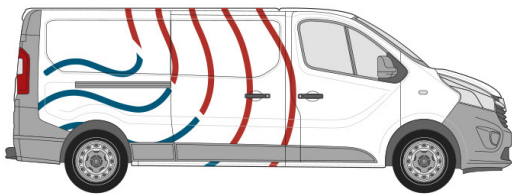
ALLES AUS EINER HAND

Wir haben alles was Bad und Heizung betrifft schon zig-mal gemacht. Für jedes Problem finden wir die für Sie beste Lösung. Unser routinisiertes und erfahrenes Team meistert jede Herausforderung zu Ihrer vollsten Zufriedenheit.

Wir arbeiten seit vielen Jahren mit verlässlichen Partnern aus allen Gewerken, Hand in Hand, um Ihnen einen perfekten Rundumservice zu bieten. Fliesenleger, Elektriker, Baumeister, Bodenleger, Maler, Raumausstatter, Kaminbauer, Tischler, Fenster, Türen, etc. Wir kümmern uns gerne um den gesamten Ablauf und koordinieren die Gewerke.

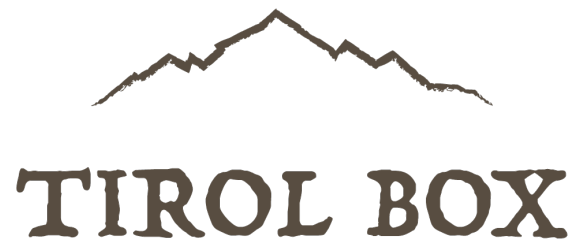
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TIROL BOX

For the Tirol Box logo, I was inspired by the mountain shape of the Serles mountain and used dark brown charcoal outlines for the logo symbol in order to transport a feeling of nature.



This corporate design has several secondary style elements that all come with a charcoal look: different Alpine flowers being printed inside the packaging, the Tirol Box chocolates show the main ingredients, illustrated with a charcoal pen. Image and text buttons on the website feature the natural charcoal look, too. And even stars in customer reviews are illustrated as Edelweiß blossoms with a dark brown charcoal outline. This guarantees a holistic look across all communication channels.



Arnika



Edelweiß



Enzian



Johanniskraut-Knospe/-Blüte



Leimkraut



Ringelblume



Zirben-Zweig



Zirben-Zapfen
"Tschutschn"





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HCG

CORPORATE DESIGNS

ABOUT THE AUTHOR

Hello, my name is Helene Clara Gamper. I'm a graphic designer that believes in a common thread – as illustrated in my logo. I help businesses build a visual identity, translate data into graphic landscapes and help publishers make their magazines look great.

I grew up in a publisher family. About ten years ago I started working in the creative field what in 2010 made me start my own business called HCG corporate designs.



Since then, I've designed for companies of many sizes from the German speaking area but also from other countries such as the USA or the United Kingdom. I created corporate design concepts for business start-ups, established editorial designs for publishers, designed and implemented rich media magazines for tablets and smart phones and visualized complex data for some great infographics.

When creating designs, I always try to get to the very essence of the character and the philosophy behind my clients' businesses and their products. This essence I include in a holistic design approach, that follows me through the entire creative process. Collaborating with my clients and exploring what makes their businesses and their products unique and stand out, I believe is an important part of my job as a designer. This is how I can develop unique visual concepts with a common thread running through them, which is something I'm really passionate about. It puts a smile on my face when I see people respond and interact with my design creations – and when my clients tell me about that.

Some of my clients say they appreciate my flexibility and transparency. I believe that being open and straight with my clients is a matter of fairness and respect and contributes to a positive and successful collaboration.

When I'm not designing you can find me doing sports, exploring nature or travelling. I get a lot of inspiration from seeing different places, doing new things or trying out new recipes with exotic spices I bought from different corners of the globe. In 2014, I fulfilled one of my biggest dreams: travelling through Peru and Ecuador and visiting the giant tortoises of the Galapagos Islands.

I live in the wonderful city of Innsbruck, Austria, the so-called "Capital of the Alps". The lovely scenery here inspires me every day.

Want to get in touch?
I'd love to hear from you.

DESIGNS FOR DIGITAL AND PRINT

