

LOGO VS. CORPORATE DESIGN

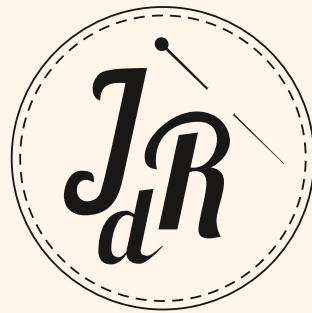
HCG
CORPORATE
DESIGNS

The logo is the heart of a corporate design.
But is a logo alone sufficient too?

LOGO

For this whitepaper, I picked the example of "June Randall dressmaker", a client from England. She has a small but very mighty sewing business.

Here you can see the logo that I designed for her:



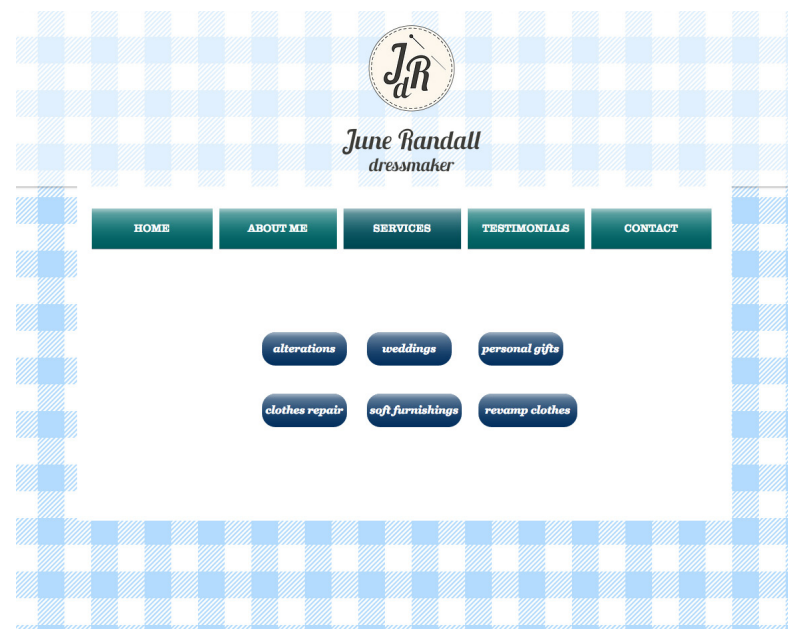
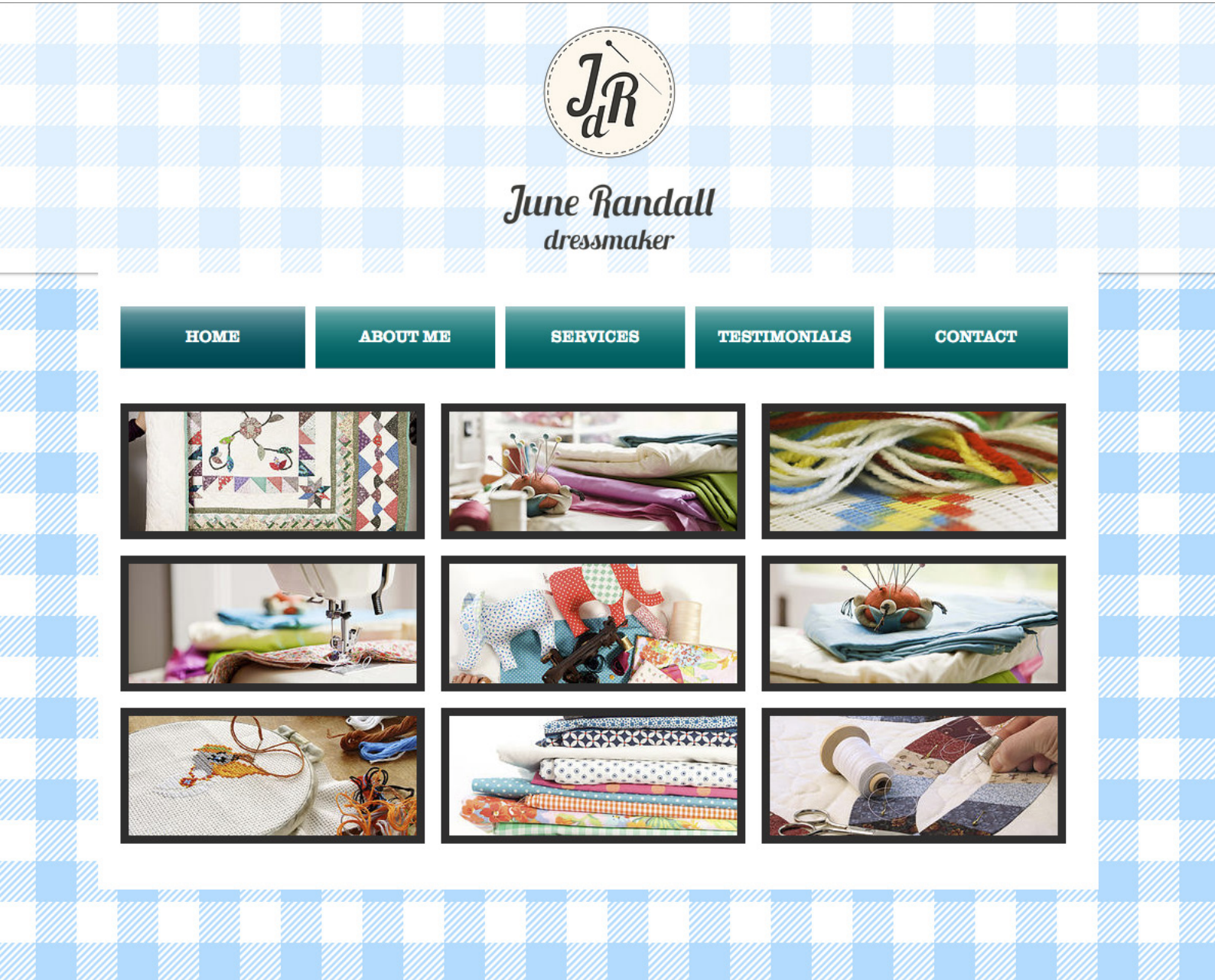
June Randall
dressmaker

But somehow June has to communicate with the outer world. This is why she needs at least a website and a business card, as some sort of minimal basis equipment to get going.

So there is a logo. But no other design elements like fonts, colours etc. are set. The business card could look somehow like this:



The website could maybe look like this:



CORPORATE DESIGN

Now you see "June Randall dressmaker" again, but this time with a holistic corporate design. A feeling for top quality, handiwork, "the good old days", elegance and individual products that you cannot buy off the peg shall be transported.

The concept defines colours, fonts, secondary style elements and a principle of order. All that is summed up in a manual.



During those years money was short and people had to « make do and mend », so my Grandmother was never short of sewing work.



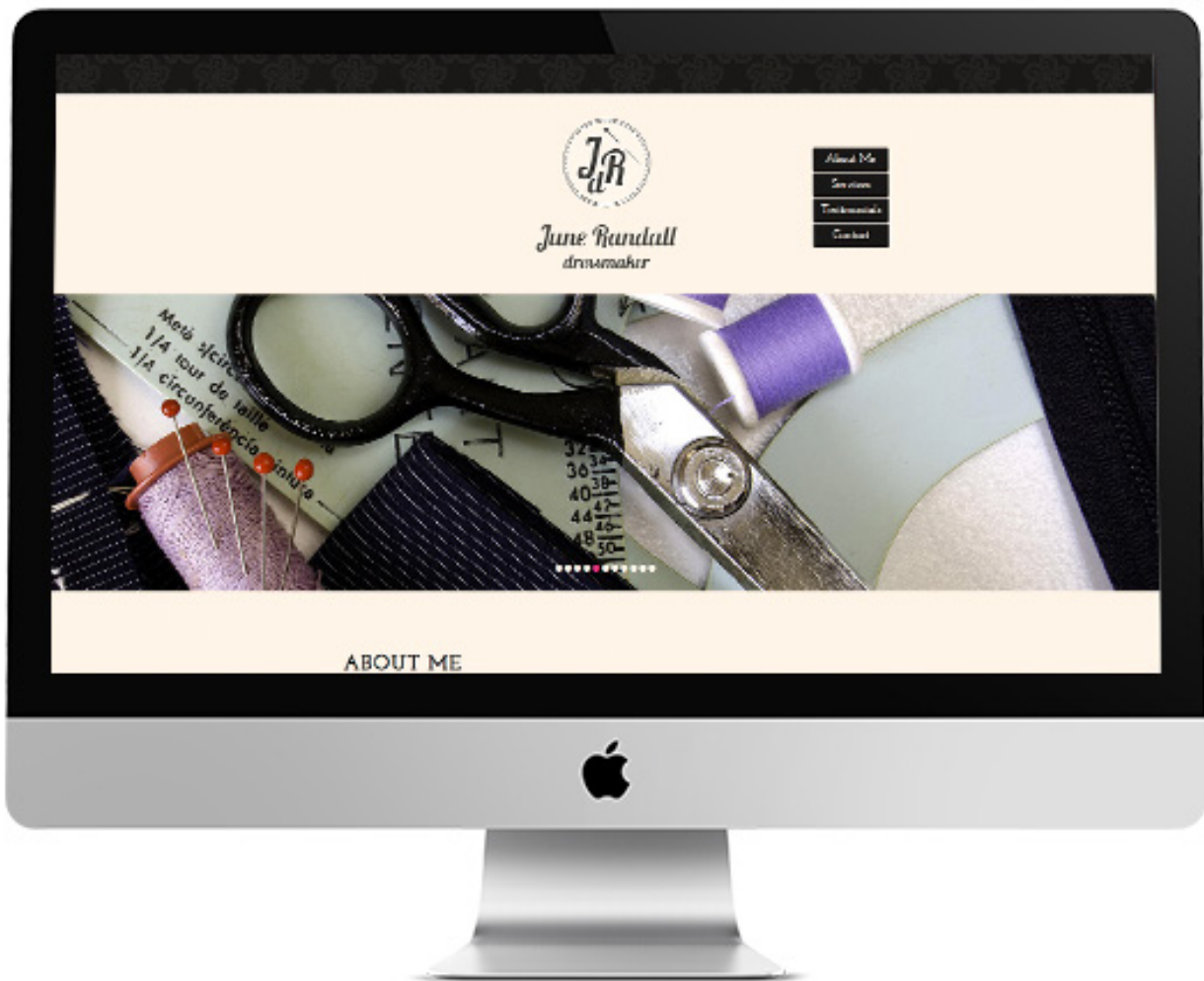
abcdefghijklmnopqrstuvwxy
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 1234567890



Here you see the business card. To create a feeling for quality and handiwork even more, the business card was printed on a 250g handmade paper.



And here you see the website:



It's a one-pager to keep the navigation intuitive and simple so the website doesn't look overloaded.

HAND ON HEART

Which of these dressmakers would you trust more to make your clothes?



As you can see, everything looks seamless and fits perfectly together. The holistic corporate design lifts June Randall dressmaker up to a new professional level, generates trust among existing and new clients and transports a consistent message.

A LOGO IS A SYMBOL.
A CORPORATE DESIGN CREATES A FEELING.

IT'S FEELINGS THAT TURN PEOPLE INTO CUSTOMERS.



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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

