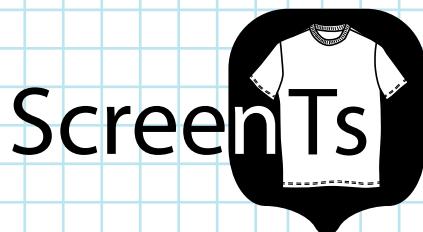




ScreenTs

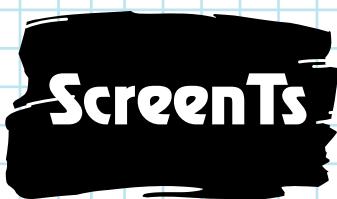
A70



TH17



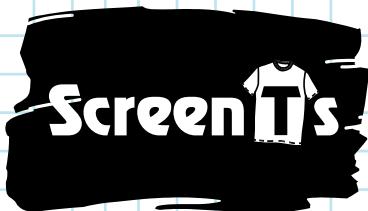
IN10



IN10



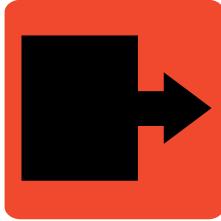
TH17



IN10



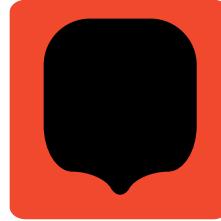
IN27



A70



IN10



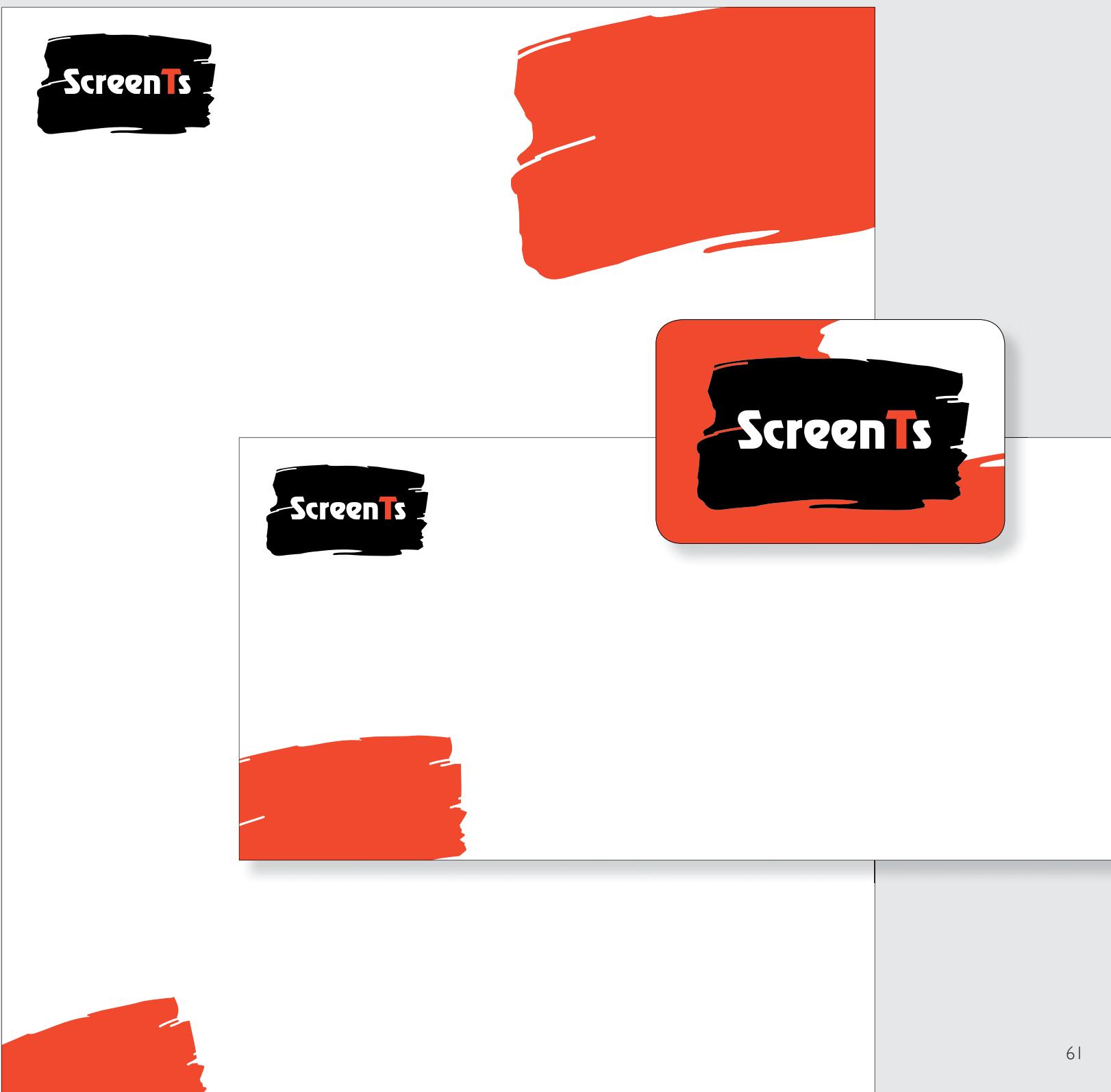
TH17

AUFTAG: LOGODESIGN FÜR SCREENTS

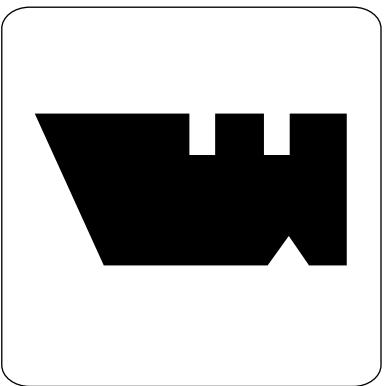
HINTERGRUND: ScreenTs bietet eine neue Art Werbung, bei der die Anzeigenkunden für das Aufbringen ihrer Werbung auf T-Shirts bezahlen. Jede Woche versendet ScreenTs Tausende von T-Shirts, die mit dem Logo eines bestimmten Unternehmens oder mit seinem Werbeslogan versehen sind.

ANFORDERUNG: ScreenTs braucht zur Markenförderung ein eigenes Logo, das farbenfroh und plakativ ist und sowohl auf hell- als auch dunkelfarbigen T-Shirts verwendet werden kann.

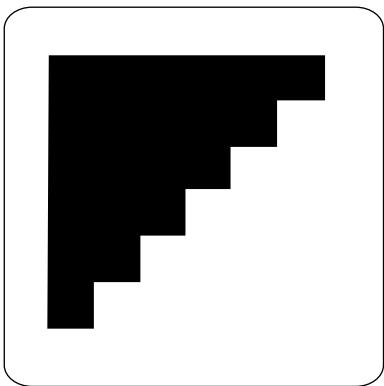
ZIELGRUPPE: Angesprochen werden sollen vorrangig Marketing- und Werbestrategen.



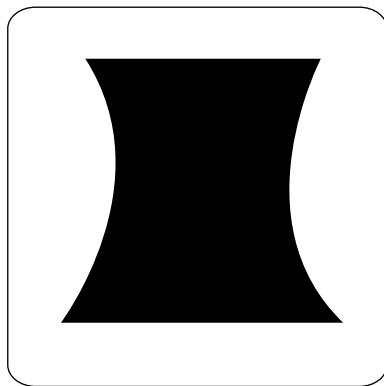
BAUWERKE/BUILDINGS



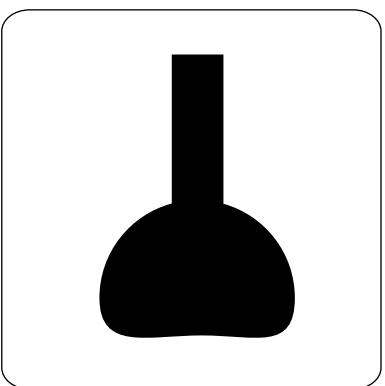
BU37



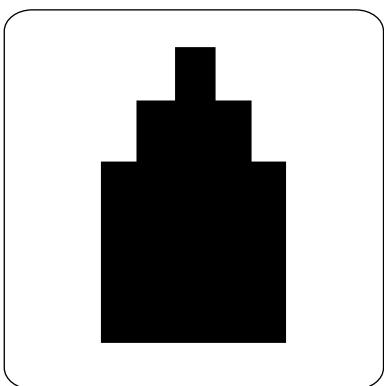
BU38



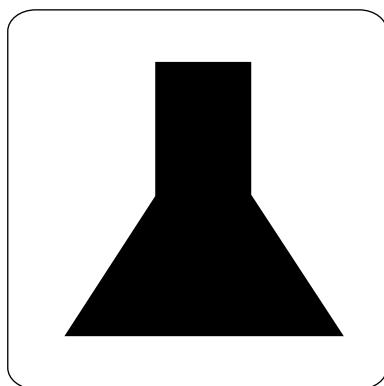
BU39



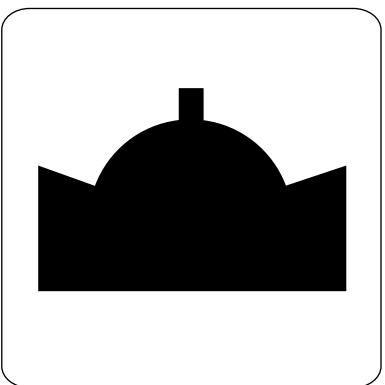
BU40



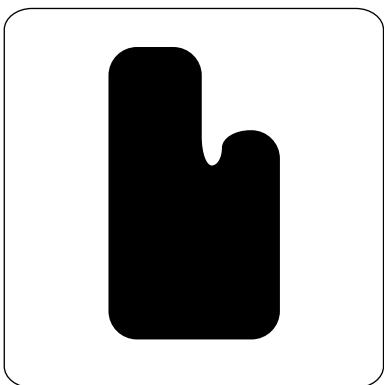
BU41



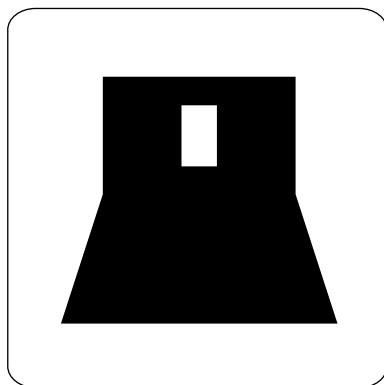
BU42



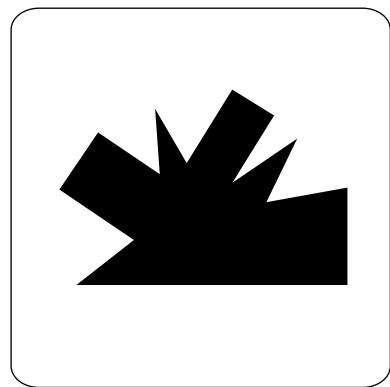
BU43



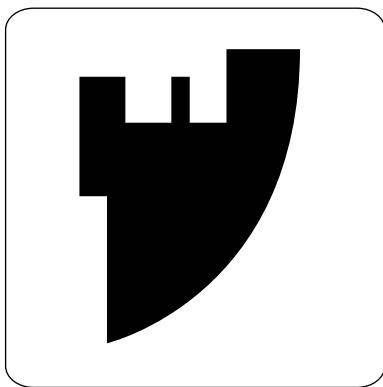
BU44



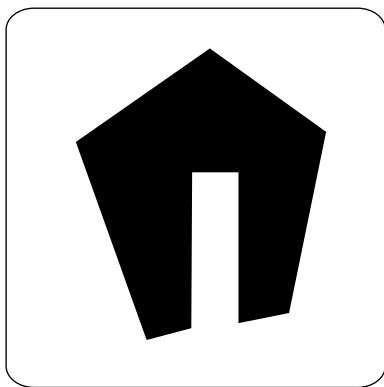
BU45



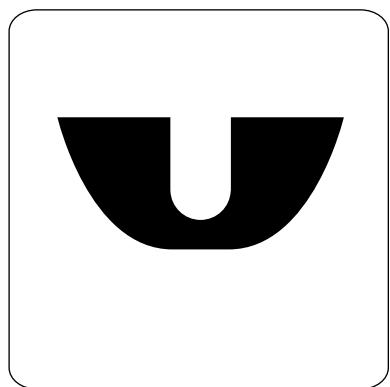
BU46



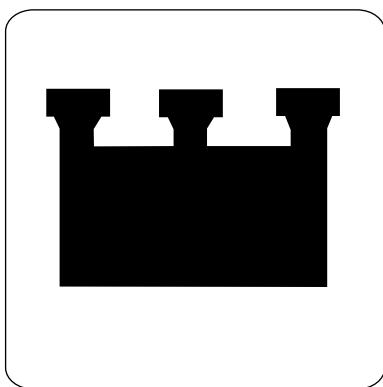
BU47



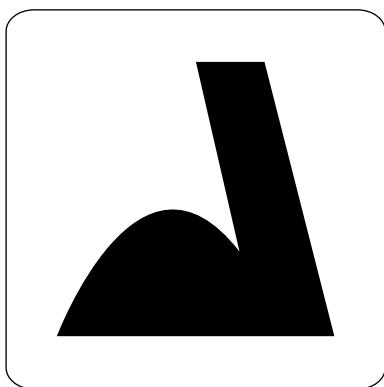
BU48



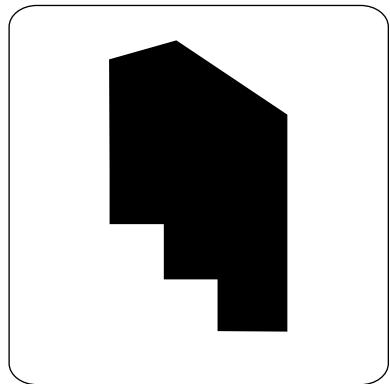
BU49



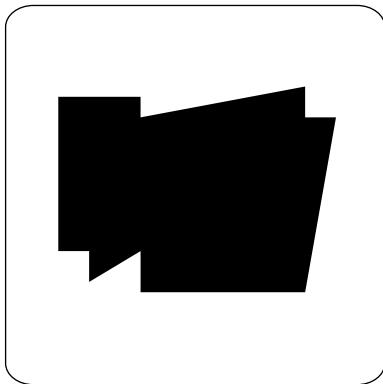
BU50



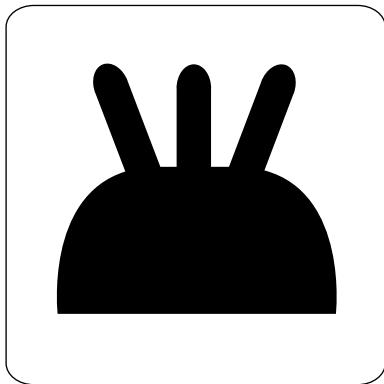
BU51



BU52

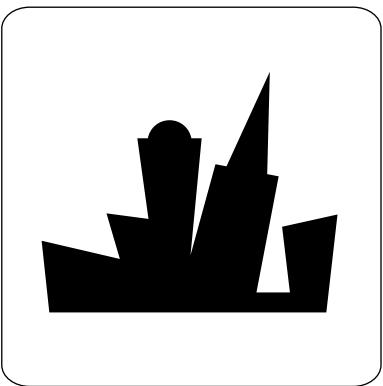


BU53

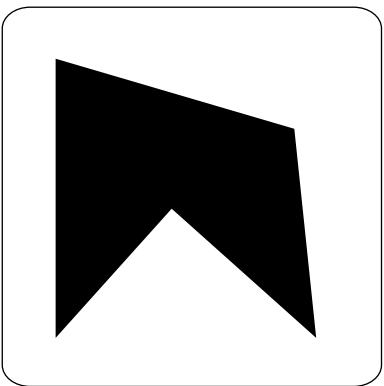


BU54

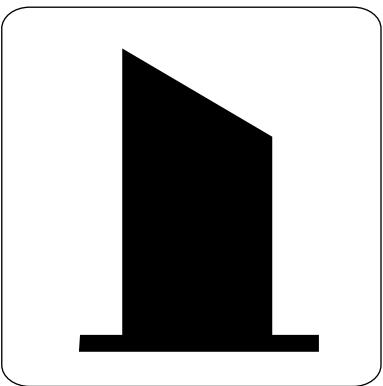
BAUWERKE/BUILDINGS



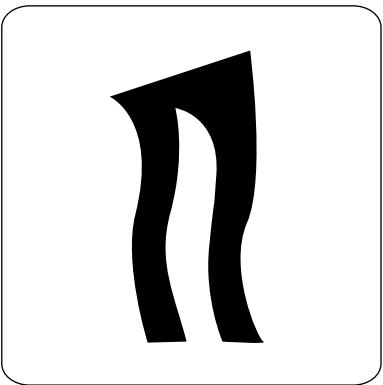
BU55



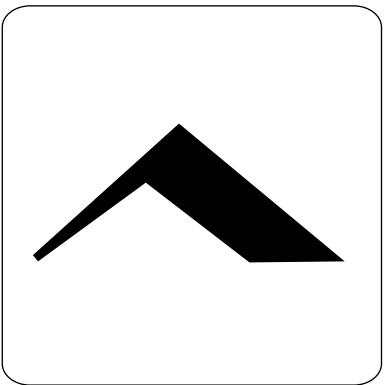
BU56



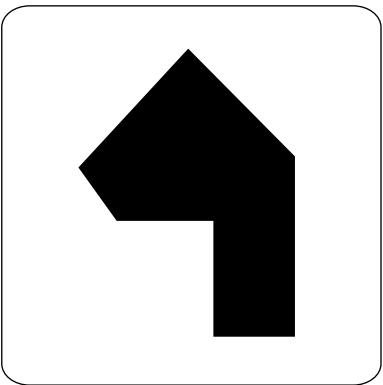
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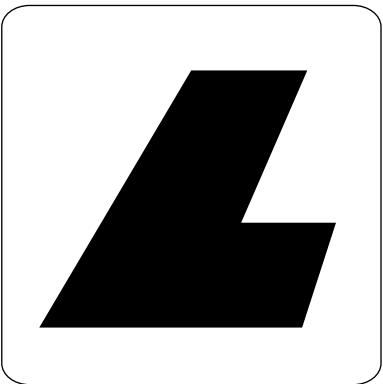
BU58



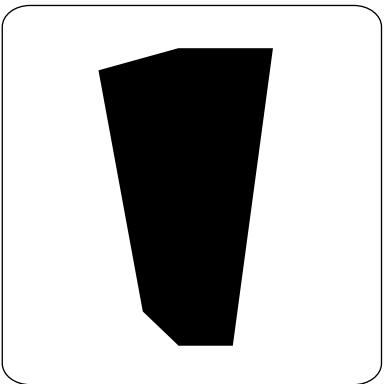
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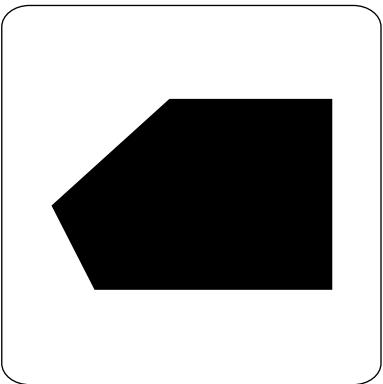
BU60



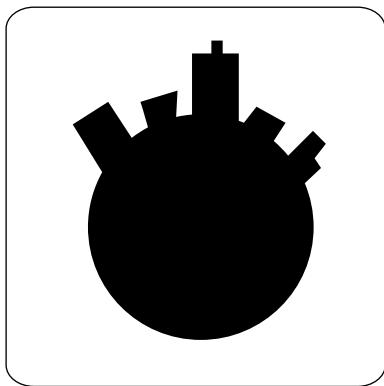
BU61



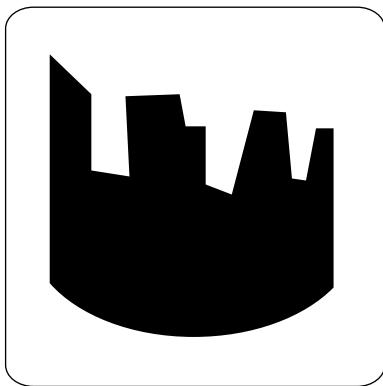
BU62



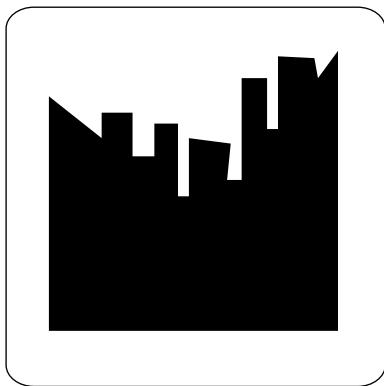
BU63



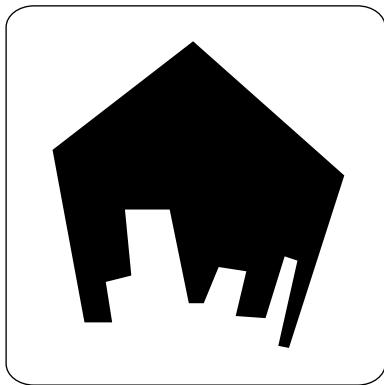
BU64



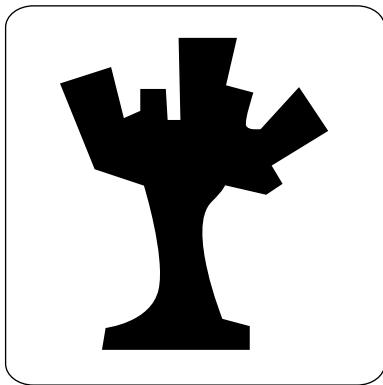
BU65



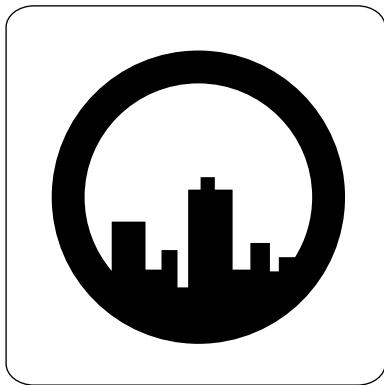
BU66



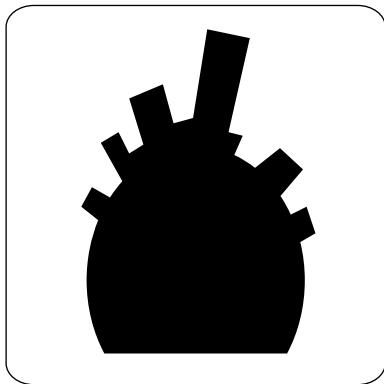
BU67



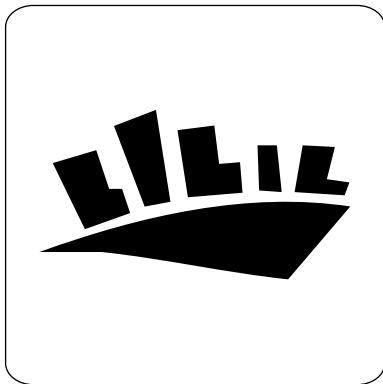
BU68



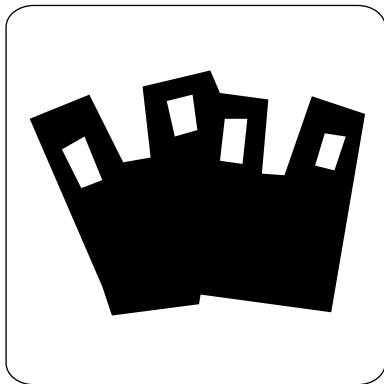
BU69



BU70



BU71



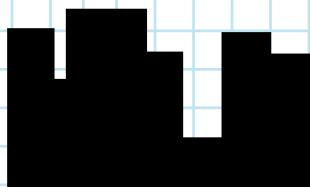
BU72



TH33



BU20 BU06



News Print Daily



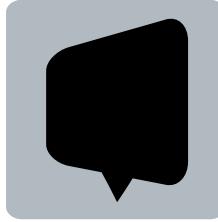
TH33



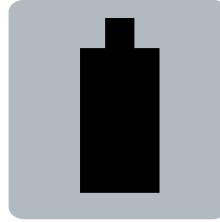
BU66



BU06



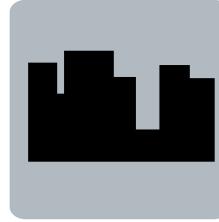
TH33



BU20



BU66



BU06

AUFTRAG: LOGODESIGN FÜR NEWS PRINT DAILY

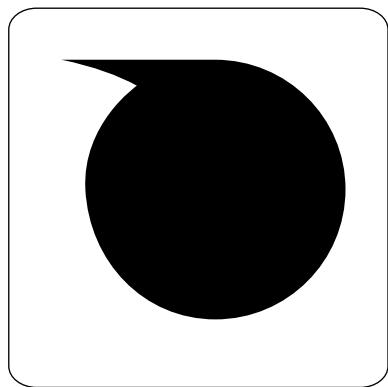
HINTERGRUND: News Print Daily ist ein Onlineportal für Nachrichten und Informationen, das tagesaktuelle Inhalte an Nachrichtenblogs und Websites verkauft.

ANFORDERUNG: Gewünscht wird ein frisches und spannendes Logo, das mit Nachrichten und Technik assoziiert wird.

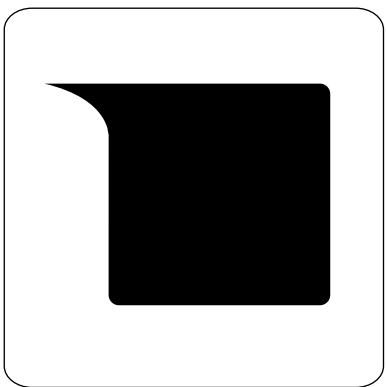
ZIELGRUPPE: Blogger und Experten der Nachrichtenmedien, wie Redakteure, Autoren und Herausgeber von Onlinemagazinen und Tageszeitungen.



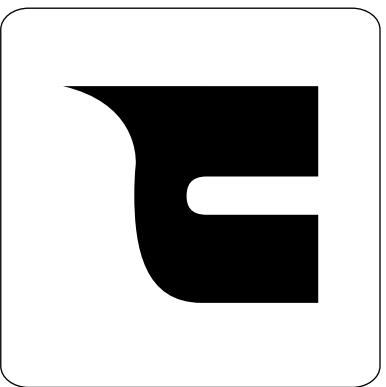
DENKBLASEN / THOUGHT BALLOONS



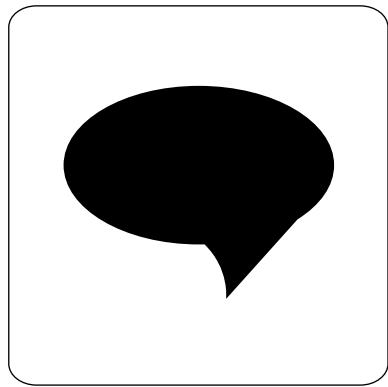
TH01



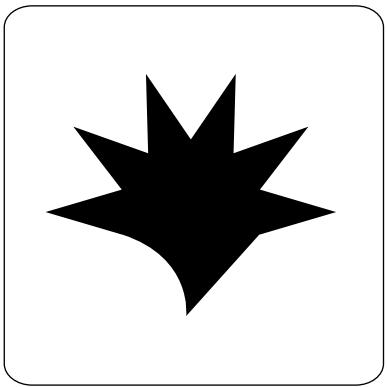
TH02



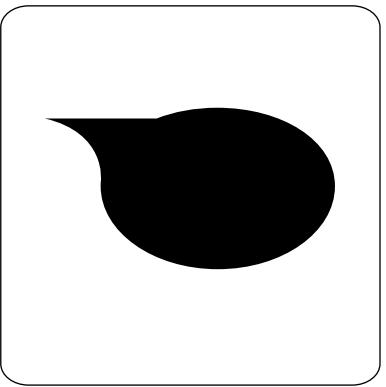
TH03



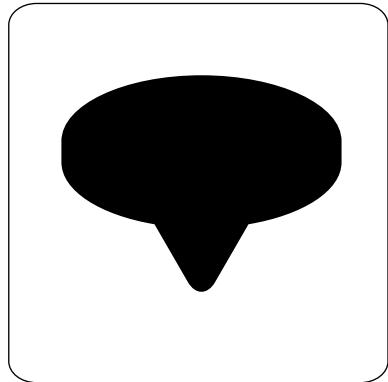
TH04



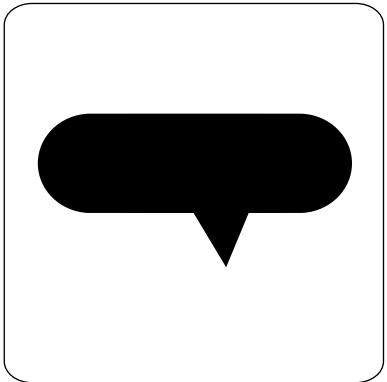
TH05



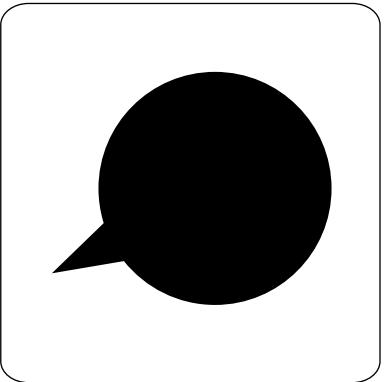
TH06



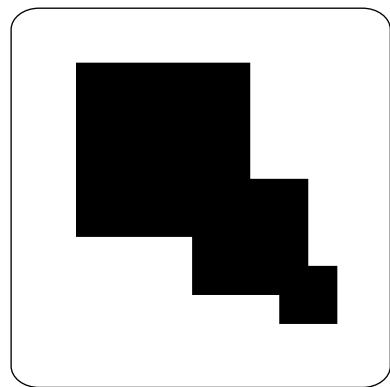
TH07



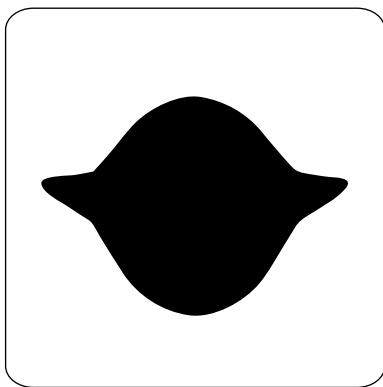
TH08



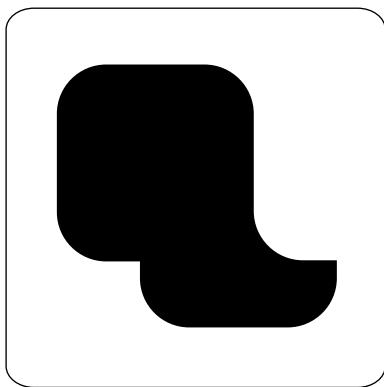
TH09



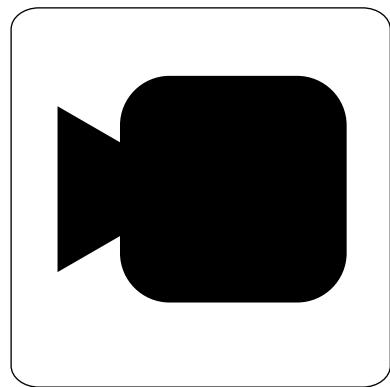
TH10



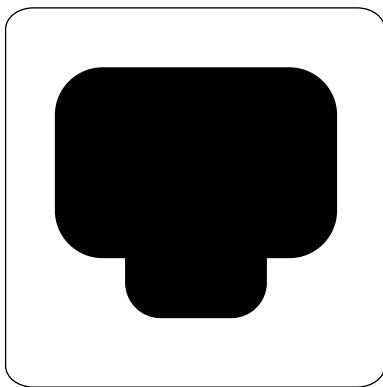
TH11



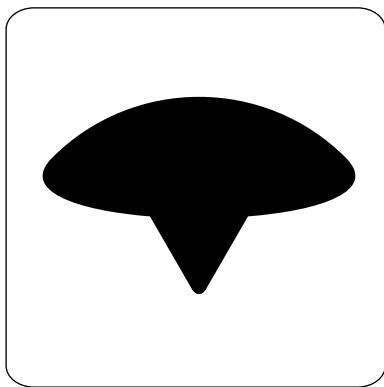
TH12



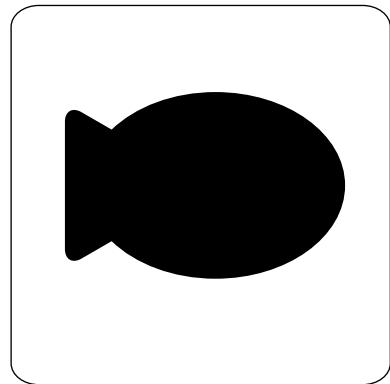
TH13



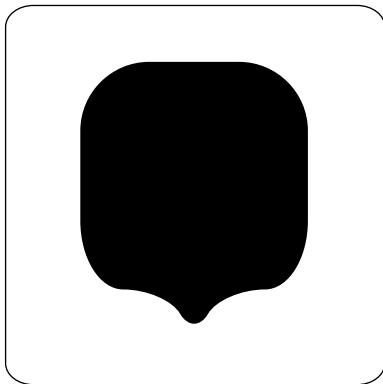
TH14



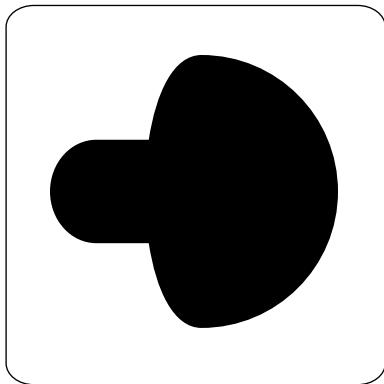
TH15



TH16



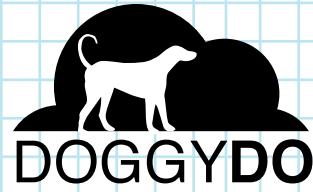
TH17



TH18



CI60



CL02



SQ43



CI30



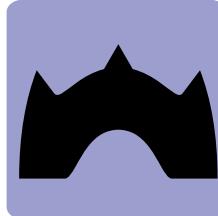
MI19



SQ43



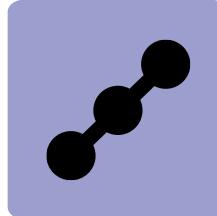
SQ43



MI19



CL02



CI60



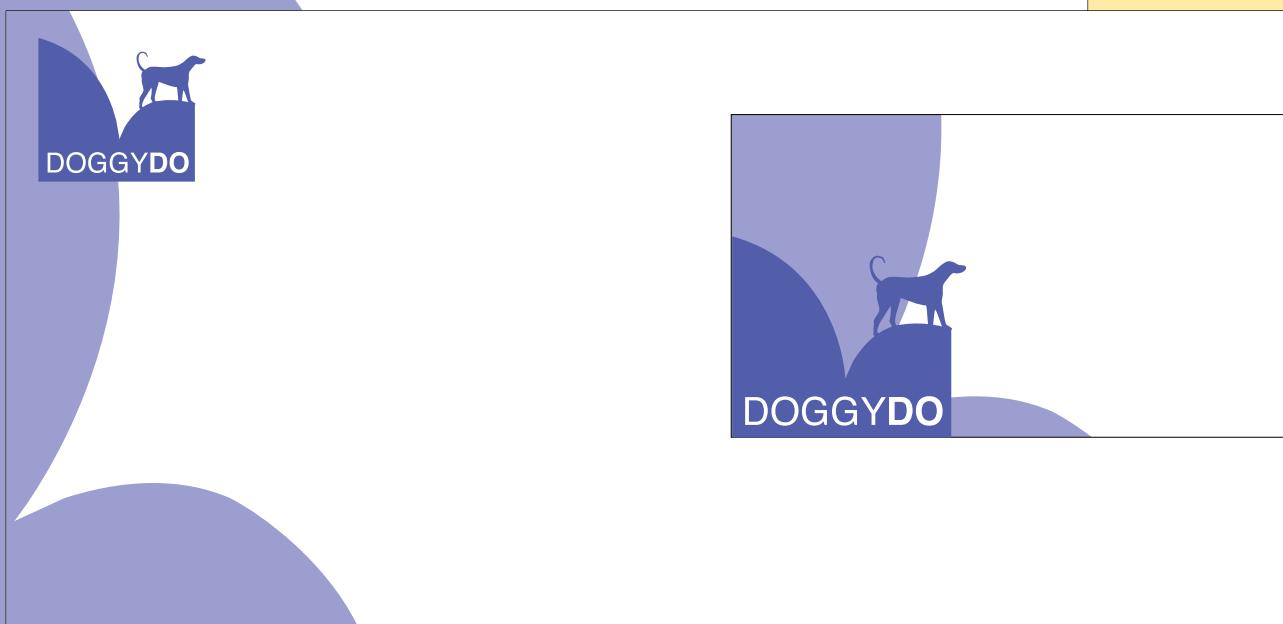
CI30

AUFTRAG: LOGODESIGN FÜR DOGGYDO

HINTERGRUND: DoggyDo ist eine Agentur für Hundetraining, die Videos zur Hundeerziehung entwickelt, diese auf ihrer Website präsentiert und als Apps für mobile Endgeräte bereitstellt.

ANFORDERUNG: DoggyDo braucht ein spielerisches, haustierorientiertes Logo, um sich als Marktführer im Onlinetraining für Heimtiere zu etablieren.

ZIELGRUPPE: Familien und Einzelpersonen, die ihrem Heimtier das beste Training angedeihen lassen möchten, aber keine Zeit für ein herkömmliches Trainingsprogramm haben.



KNOWLEDGE
BASE

TH49

KNOWLEDGE
BASE

S02

KNOWLEDGE
BASE

TH49

KNOWLEDGE **BASE**



CI28 A52

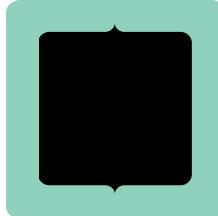
KNOWLEDGE **BASE**



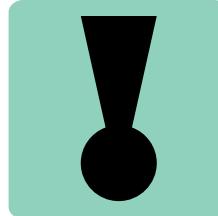
CI28

KNOWLEDGE
BASE

S02



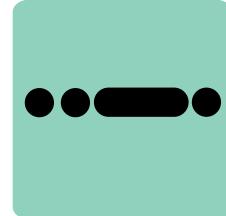
S02



A52



TH49



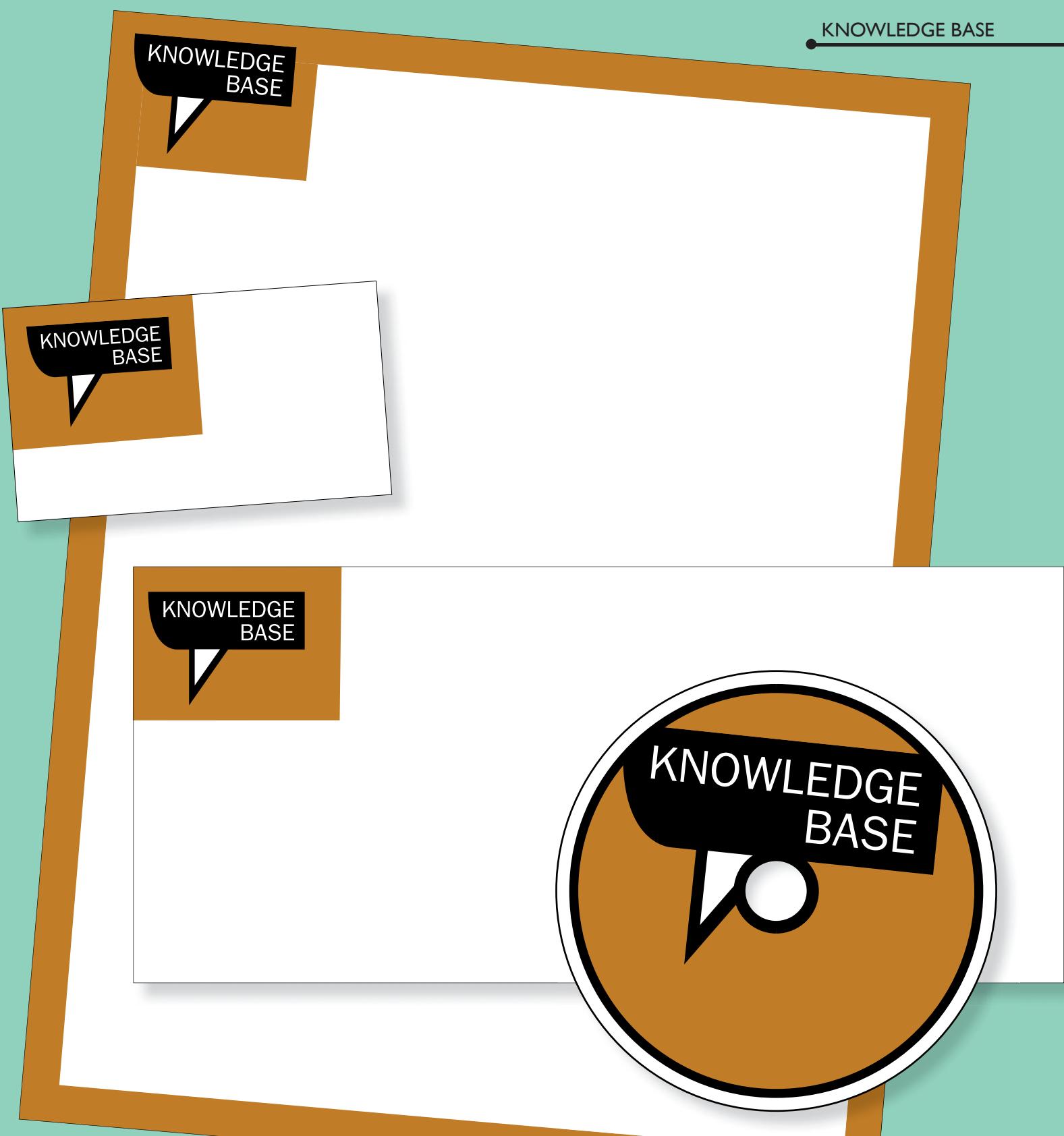
CI28

AUFTRAG: LOGODESIGN FÜR KNOWLEDGE BASE

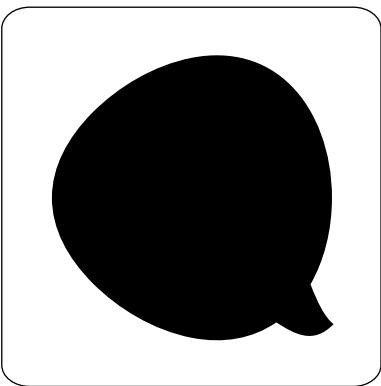
HINTERGRUND: Knowledge Base ist eine Mischung aus Wiki und Suchmaschine. Alle mittels Suchmaschine auffindbaren Informationen wurden von Nutzern eingestellt. Sobald ein neues Thema oder Wort in die Suchmaschine eingegeben wird, wird eine E-Mail an Tausende von Nutzern gesendet, die ihre Profile mit diesem Suchwort/Thema verschlagwortet haben. Einer von ihnen gibt die gesuchte Information dann in die Suchmaschine ein.

ANFORDERUNG: Knowledge Base braucht ein schlichtes Logo, das dennoch frisch ist und sowohl auf der Website als auch auf begleitenden Werbemitteln verwendet werden kann. Keine kunstvollen Grafiken oder 3-D-Wiedergabe, besser klar und minimalistisch.

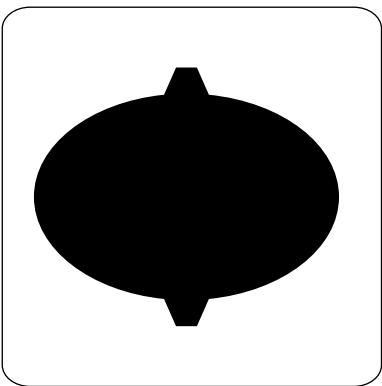
ZIELGRUPPE: Jeder, der eine Suchmaschine benutzt, aber auch Technikfültler, Wissenswütige und Trivia-Freaks, die Teil eines sozialen Netzwerks sein wollen, zu dem sie mit ihrem individuellen Wissen beitragen können.



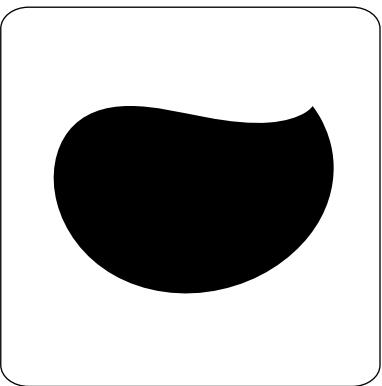
DENKBLASEN / THOUGHT BALLOONS



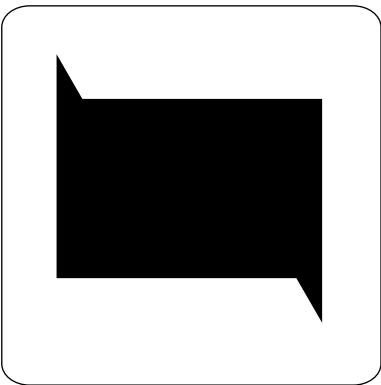
TH19



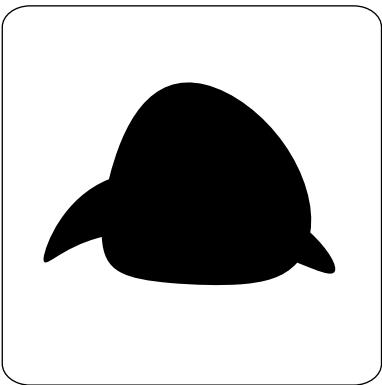
TH20



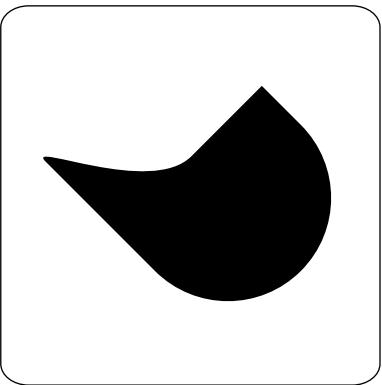
TH21



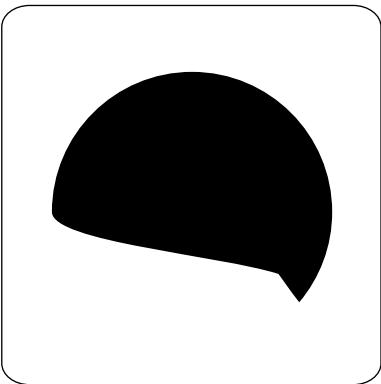
TH22



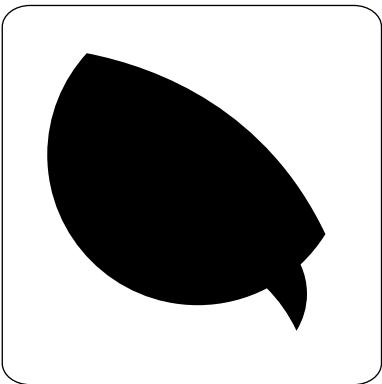
TH23



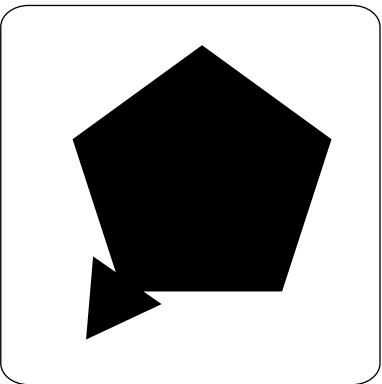
TH24



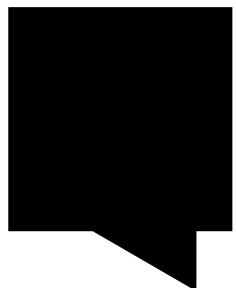
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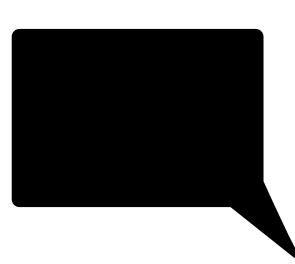
TH26



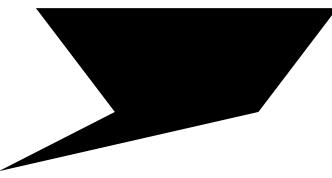
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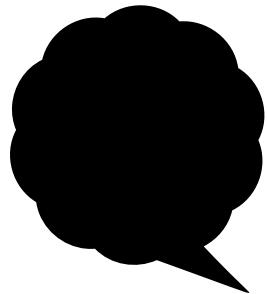
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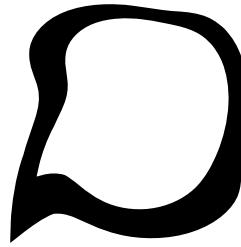
TH29



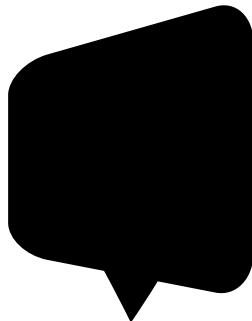
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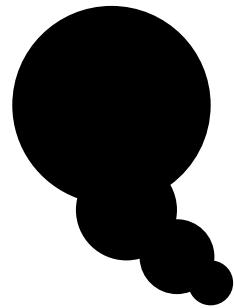
TH31



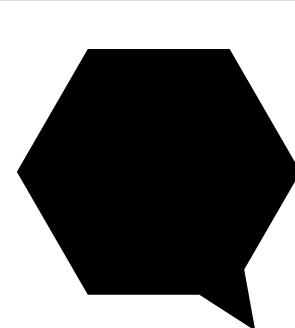
TH32



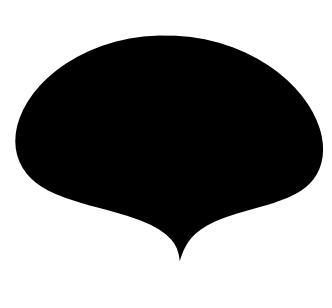
TH33



TH34



TH35



TH36



SQ38



ST22



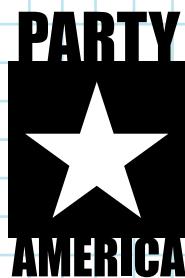
ST03



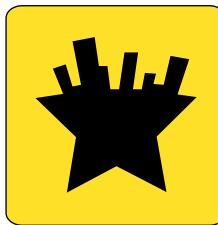
SQ54



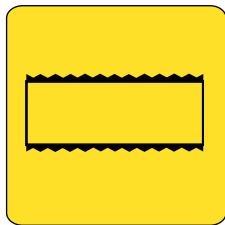
SQ38



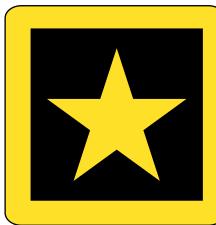
SQ38



ST22



SQ54



SQ38



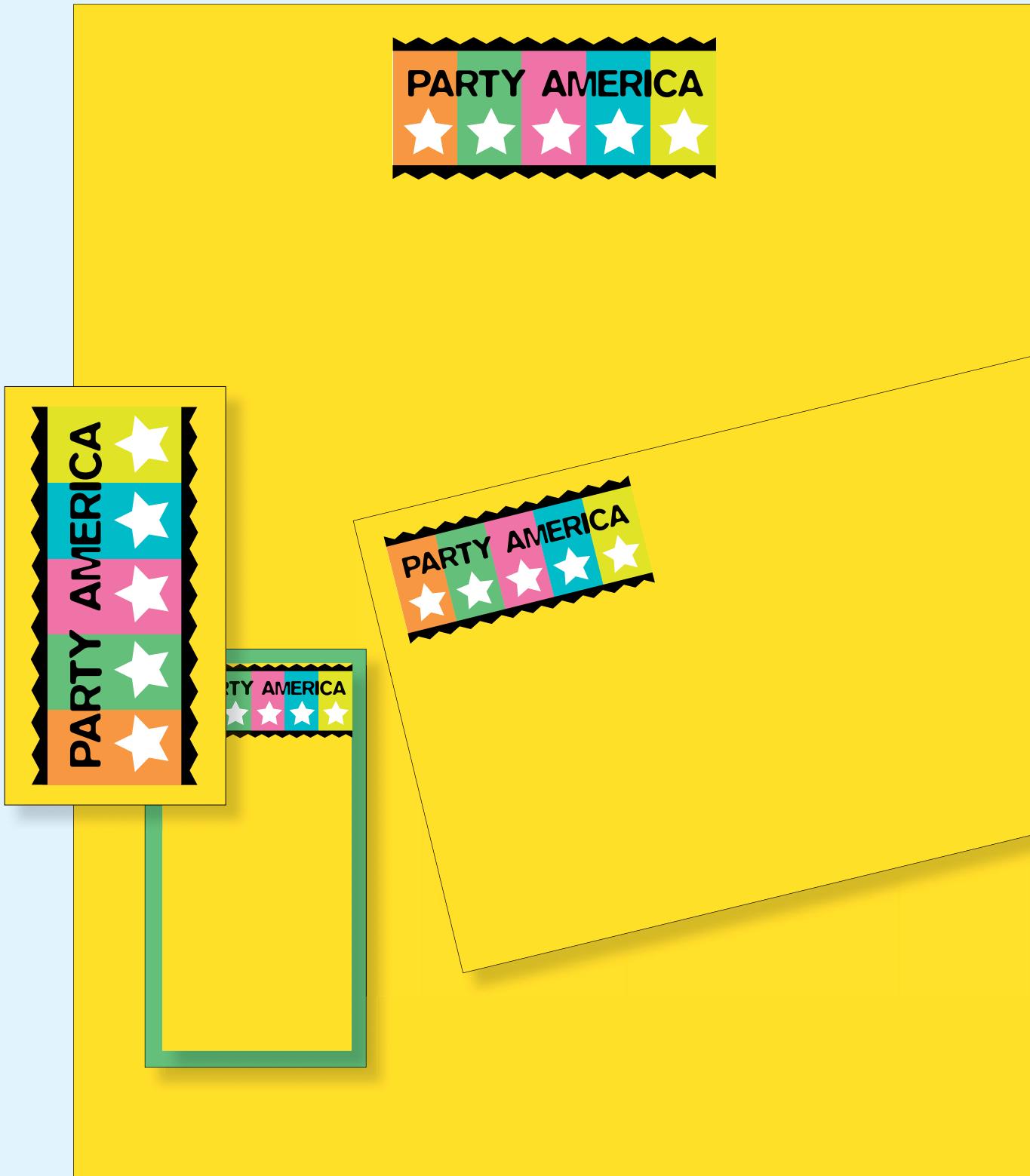
ST03

AUFTAG: LOGODESIGN FÜR PARTY AMERICA

HINTERGRUND: Party America ist ein Unternehmen mit den Schwerpunkten Vergnügen und Unterhaltung. Es stellt aufblasbare Produkte für Schulfaschingsfeiern, Jahrmärkte, Märkte und andere Veranstaltungen bereit.

ANFORDERUNG: Ein lustiges, aber nicht allzu kindliches Logo. Es soll auf T-Shirts, Werbemitteln, Websites und allen Begleitmaterialien verwendet werden.

ZIELGRUPPE: Organisatoren von Partys und Veranstaltungen, Bildungseinrichtungen und gemeinnützige Vereine der Region.





BU71



BU69



BU64



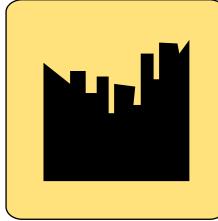
BU66



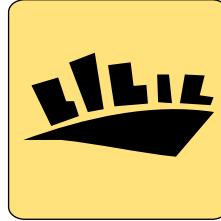
BU72



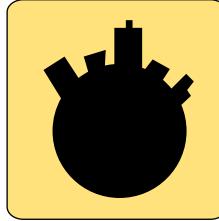
BU72



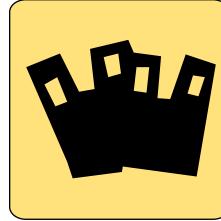
BU66



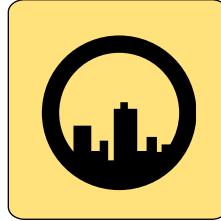
BU71



BU64



BU72



BU69

AUFTAG: LOGODESIGN FÜR TRAVEL NYC

HINTERGRUND: Travel NYC (TNYC) ist ein Onlinereisebüro mit Sitz in New York City, das sich auf Pauschalreisen nach New York spezialisiert hat. In diesen Reisen sind Sightseeingtouren, Broadway-Shows und besondere Events inbegriffen. Travel NYC entwickelt Reisewebsites für eine Reihe weiterer Städte und Reiseziele, wobei TNYC die erste ist.

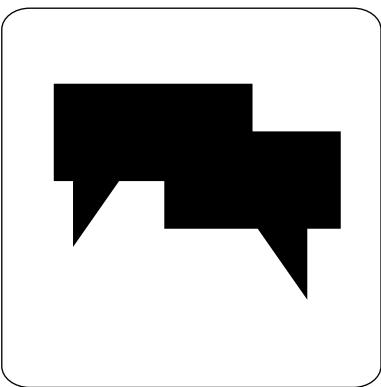
ANFORDERUNG: Das Logo für Travel NYC muss mit dem von TNYC funktionieren. Allerdings muss berücksichtigt werden, dass es von diesem Ausgangslogo dann für jedes Reiseziel eine spezielle Variante geben soll.

ZIELGRUPPE: Reiselustige Verbraucher, die nach Pauschalreisen für Paar- oder Familienurlaube suchen.

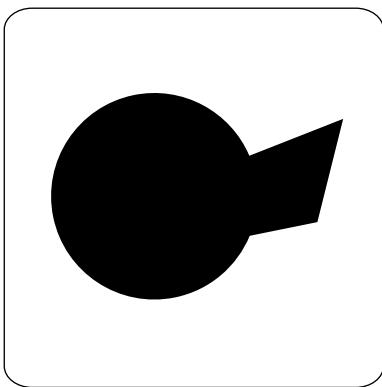
TRAVEL NYC



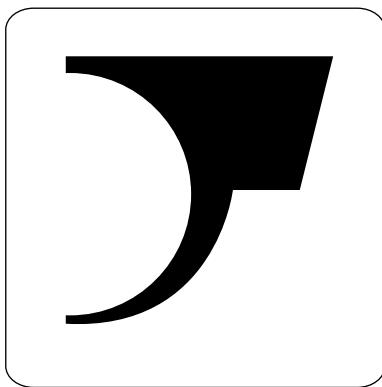
DENKBLASEN / THOUGHT BALLOONS



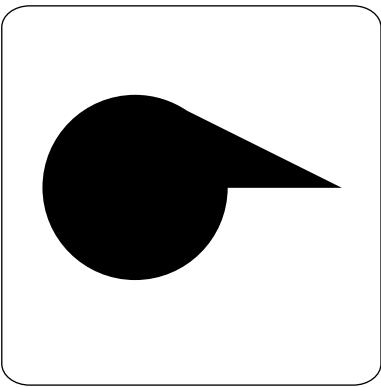
TH37



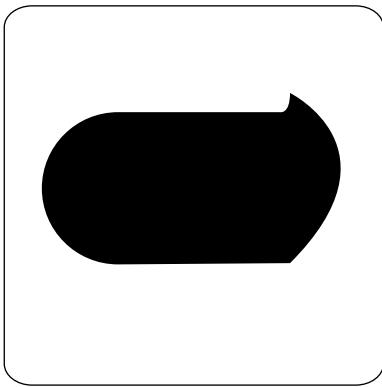
TH38



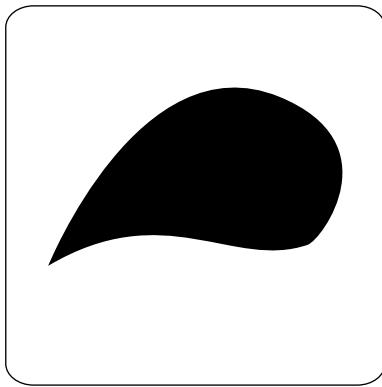
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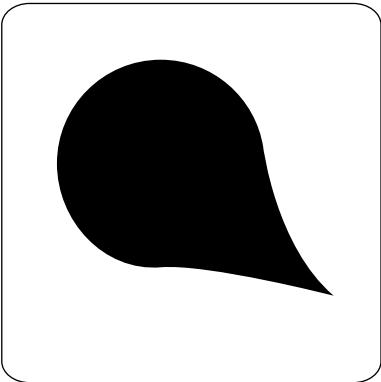
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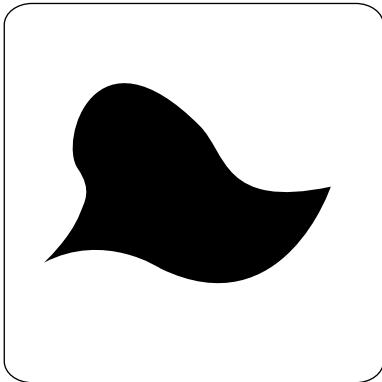
TH41



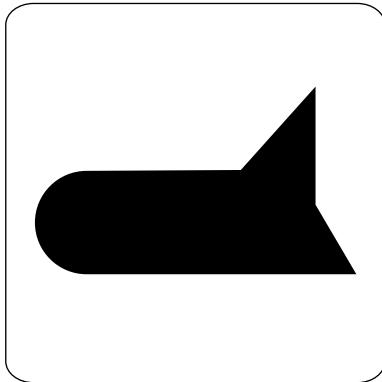
TH42



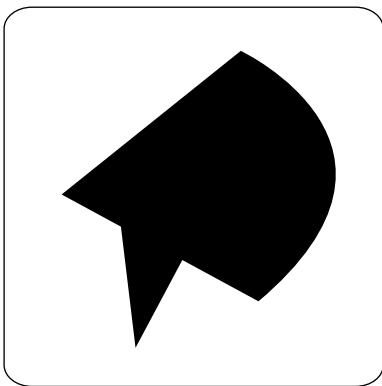
TH43



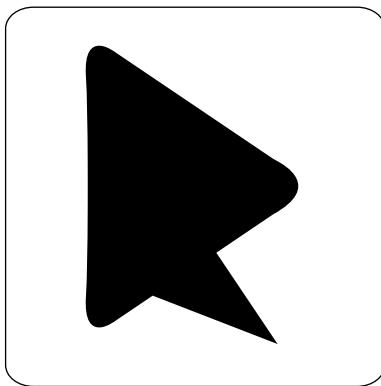
TH44



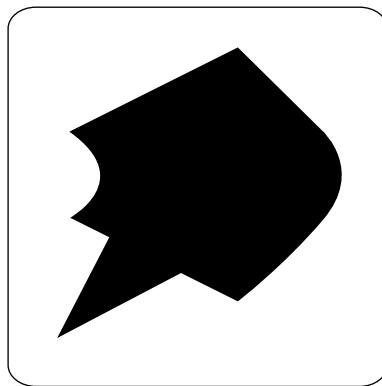
TH45



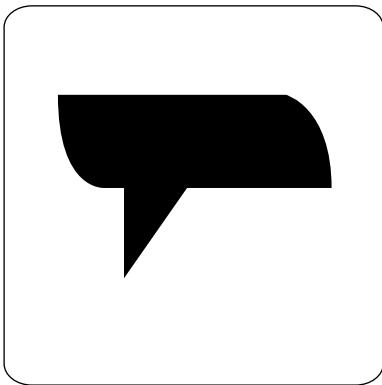
TH46



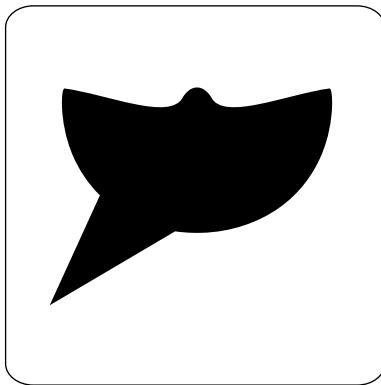
TH47



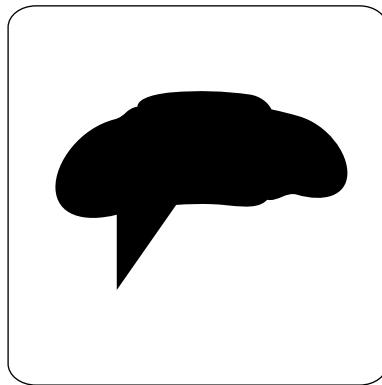
TH48



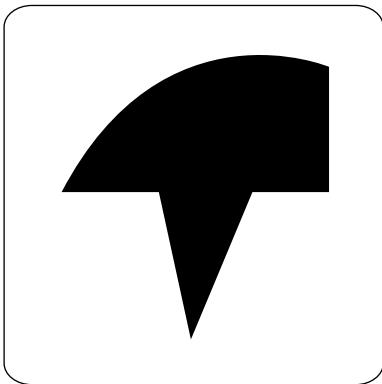
TH49



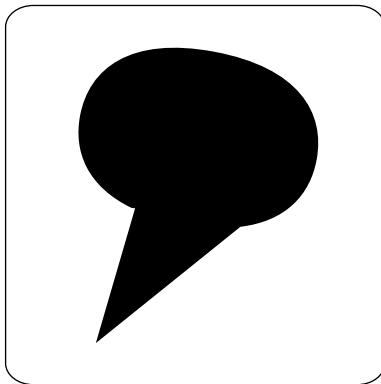
TH50



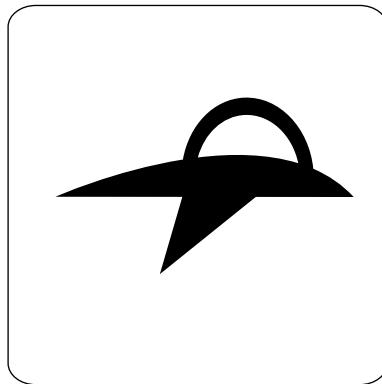
TH51



TH52



TH53



TH54



BU60



BU60



TH37



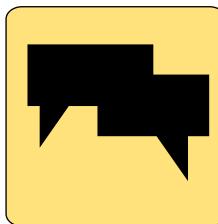
A71



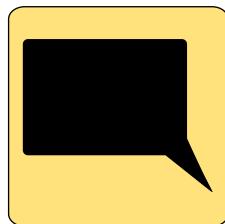
BU60



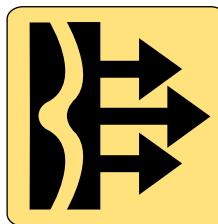
TH29



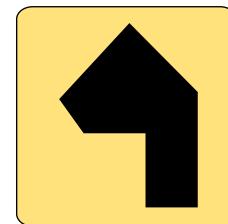
TH37



TH29



A71



BU60

AUFTAG: LOGODESIGN FÜR TERRA FIRMA REALTY

HINTERGRUND: Terra Firma Realty ist eine Immobiliengesellschaft, die Firmenbesitz kauft und verkauft. Darüber hinaus werden Grundstücke verwaltet und erschlossen.

ANFORDERUNG: Das Logo soll klar und elegant sein, mit einem deutlich abgesetzten grafischen Element, das mit einem typografischen Zusatz harmoniert.

ZIELGRUPPE: Kunden, die Grundstücke kaufen oder verkaufen wollen, und Erschließer von Grundstücken, die die Fachkompetenz von Terra Firma für sich nutzen möchten.

TERRA FIRMA REALTY



TERRA
FIRMA
REALTY

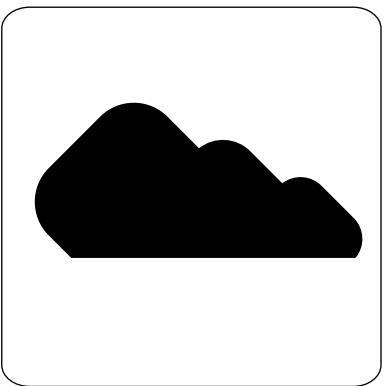


TERRA
FIRMA
REALTY

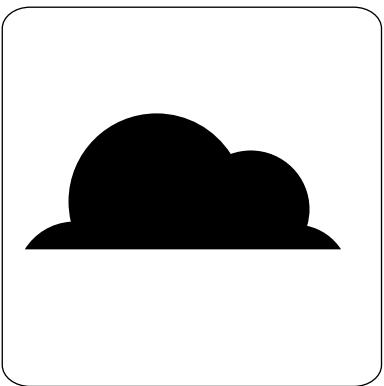


TERRA
FIRMA
REALTY

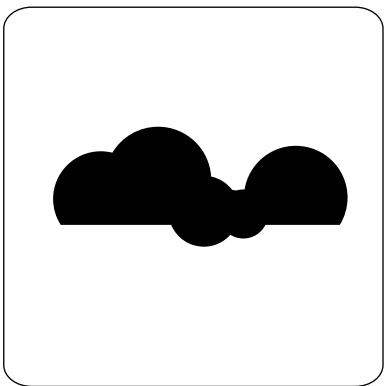
WOLKEN/CLOUDS



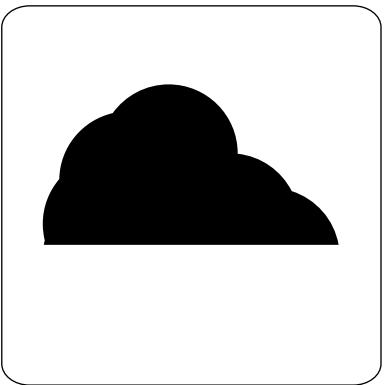
CL01



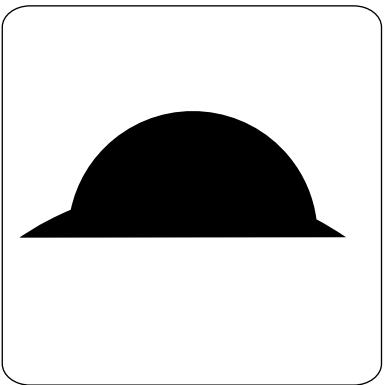
CL02



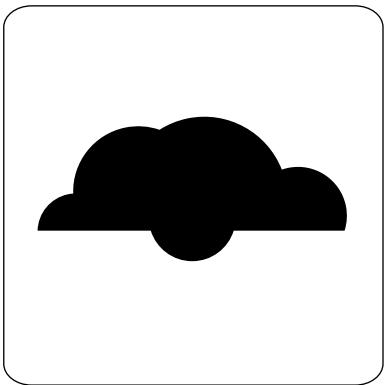
CL03



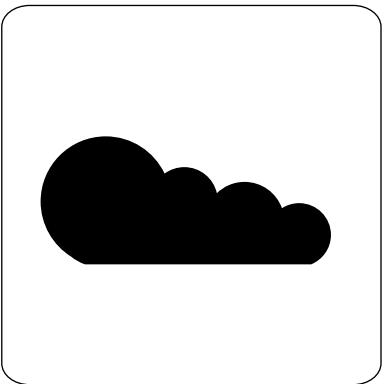
CL04



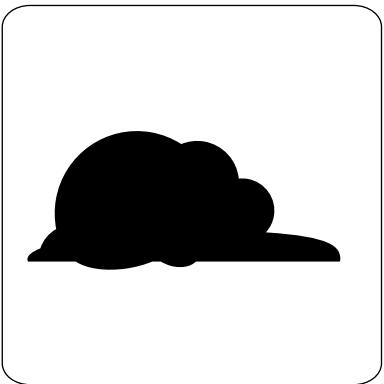
CL05



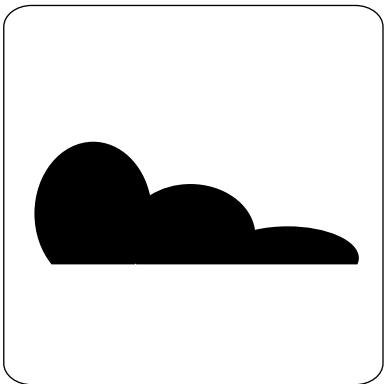
CL06



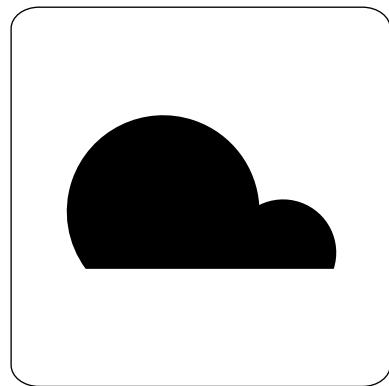
CL07



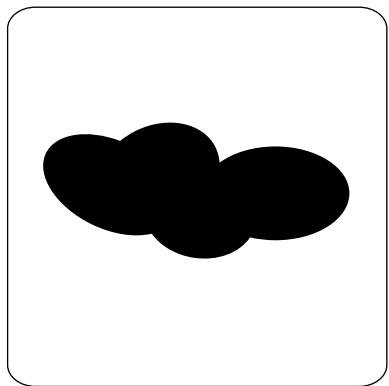
CL08



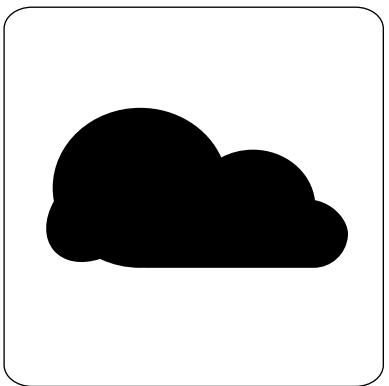
CL09



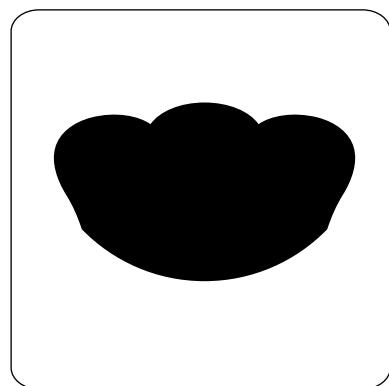
CL10



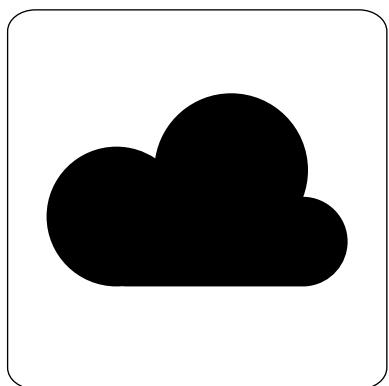
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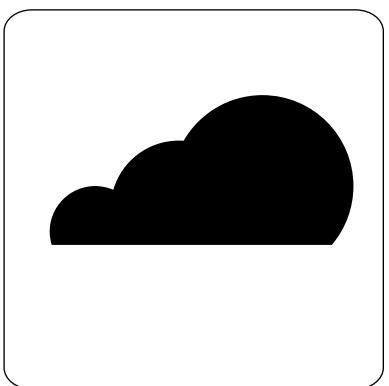
CL12



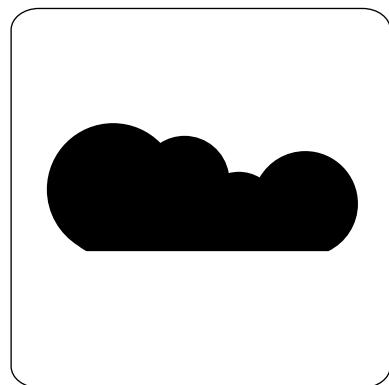
CL13



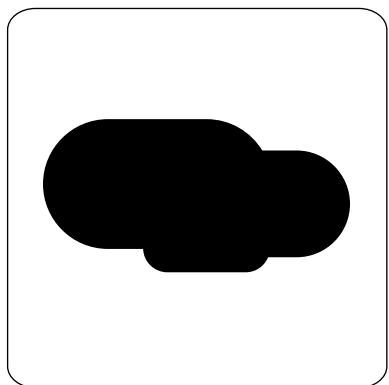
CL14



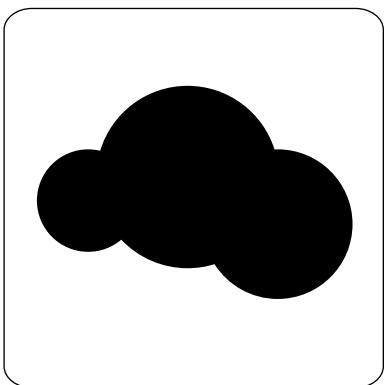
CL15



CL16

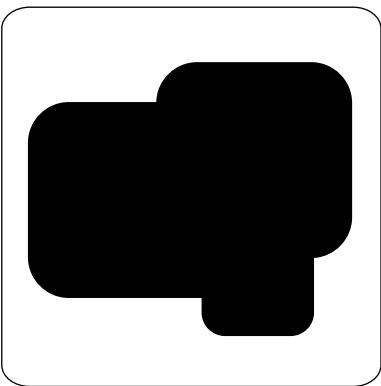


CL17

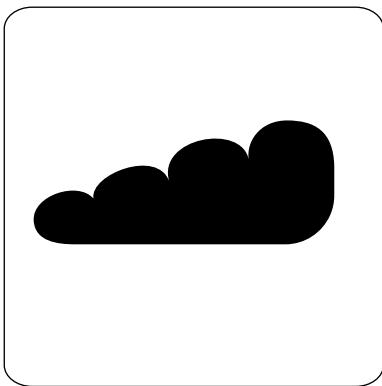


CL18

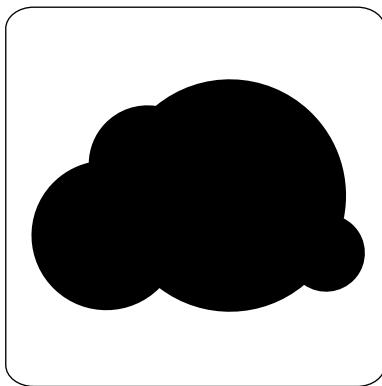
WOLKEN/CLOUDS



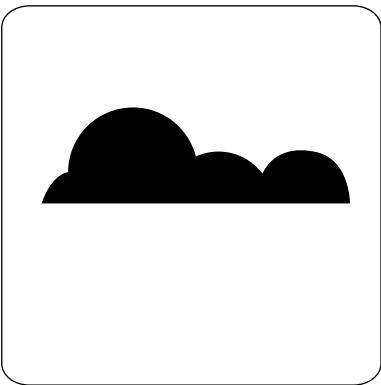
CL19



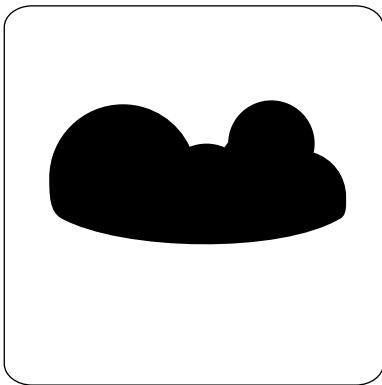
CL20



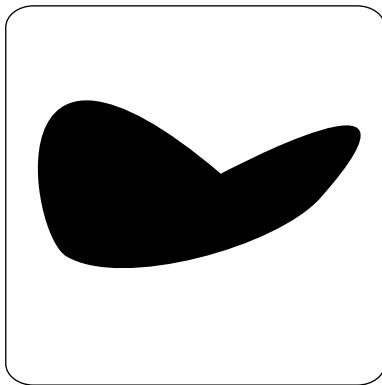
CL21



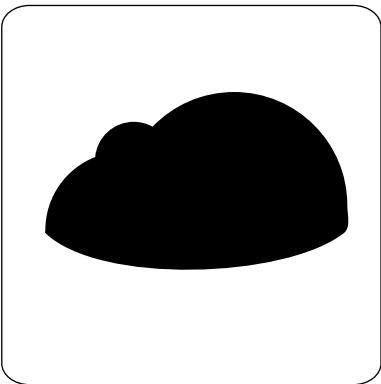
CL22



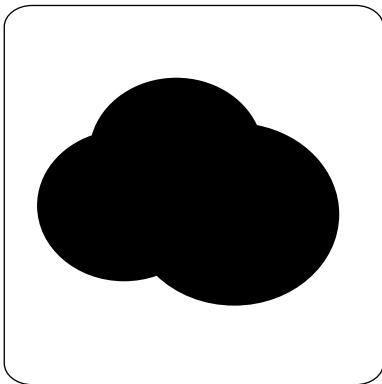
CL23



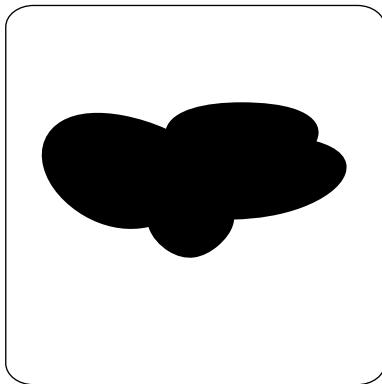
CL24



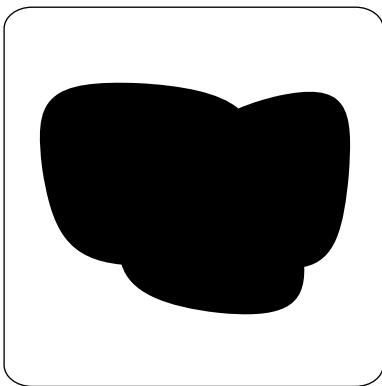
CL25



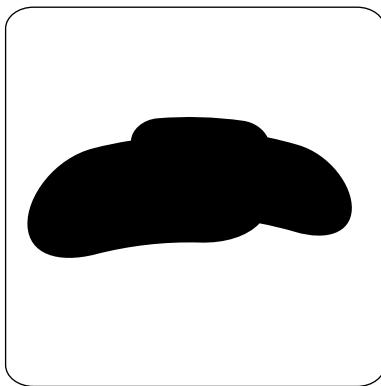
CL26



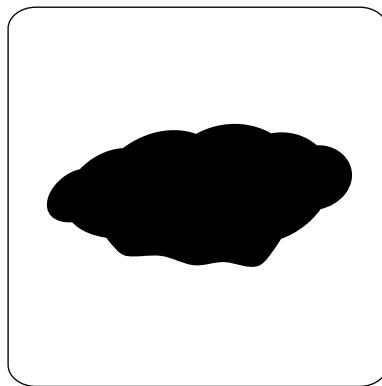
CL27



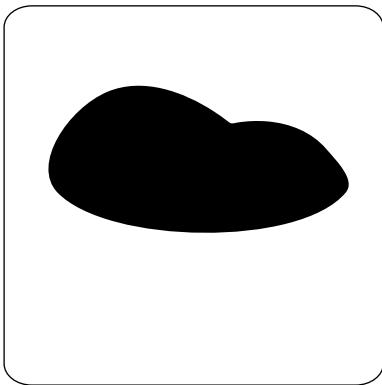
CL28



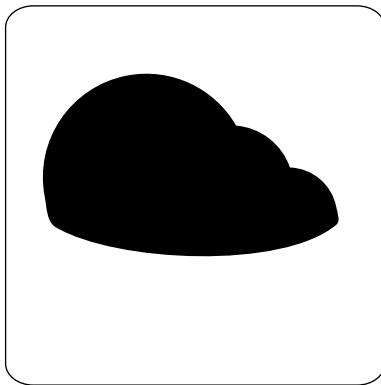
CL29



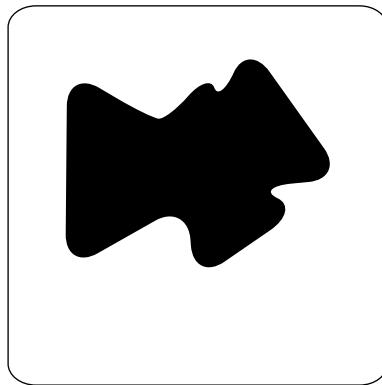
CL30



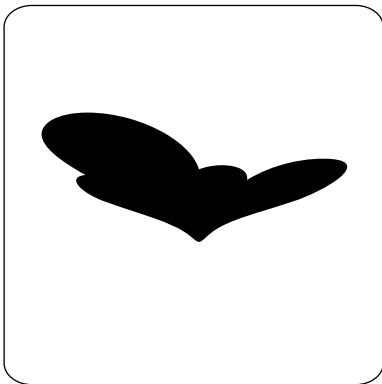
CL31



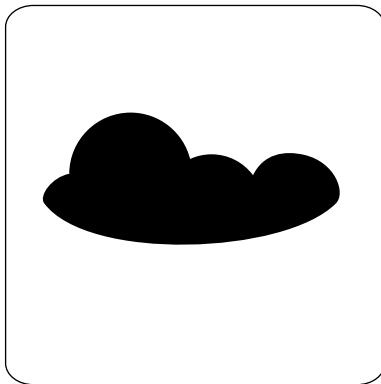
CL32



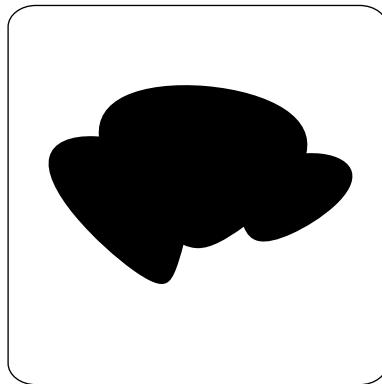
CL33



CL34



CL35



CL36