

DESIGN

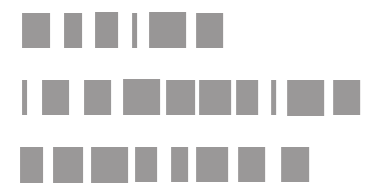


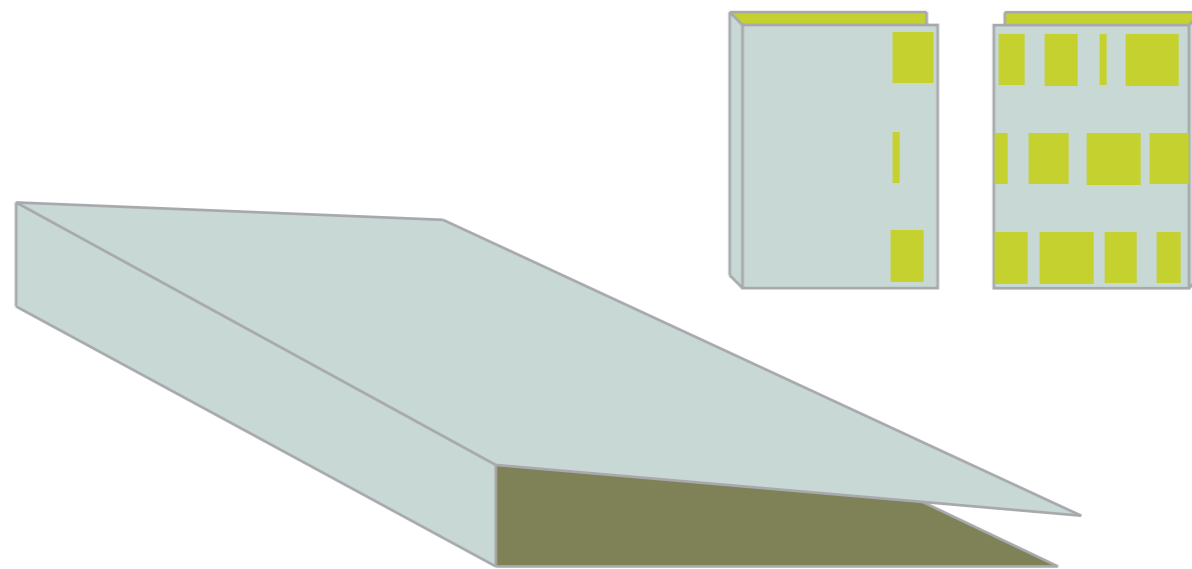
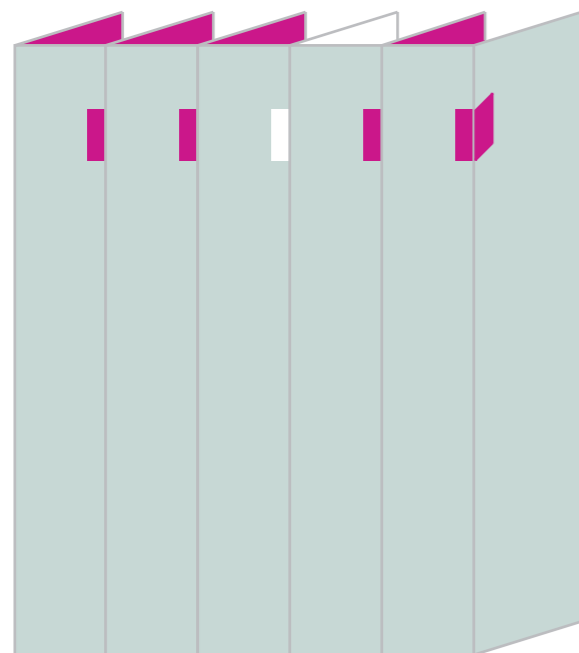
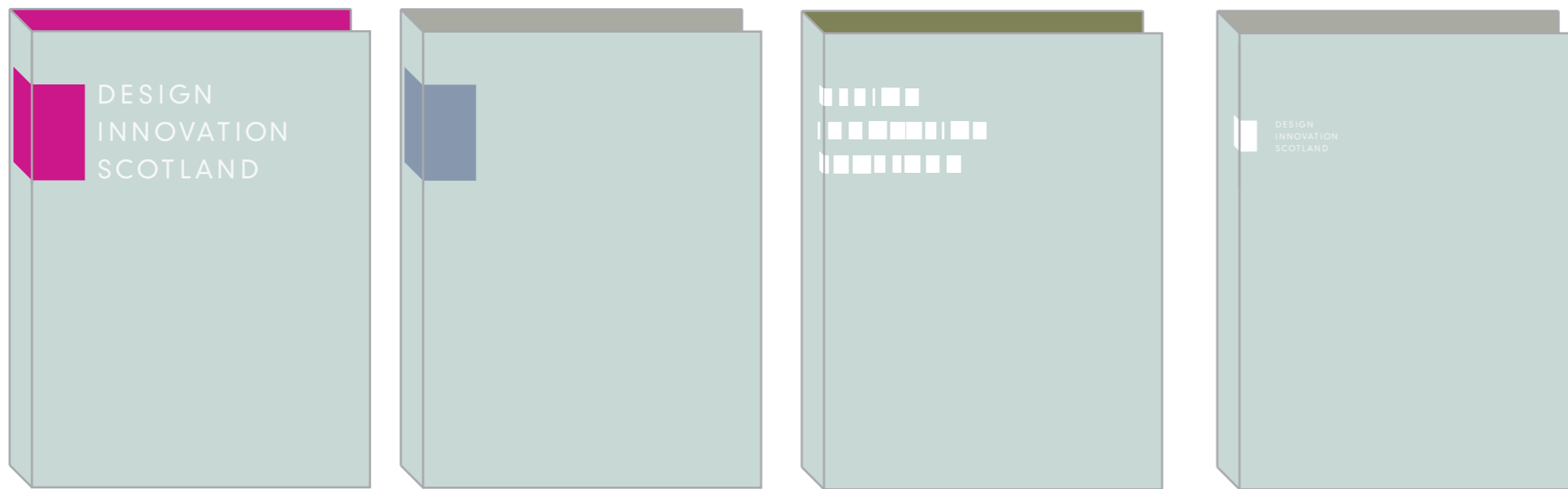
DESIGN  
INNOVATION  
SCOTLAND

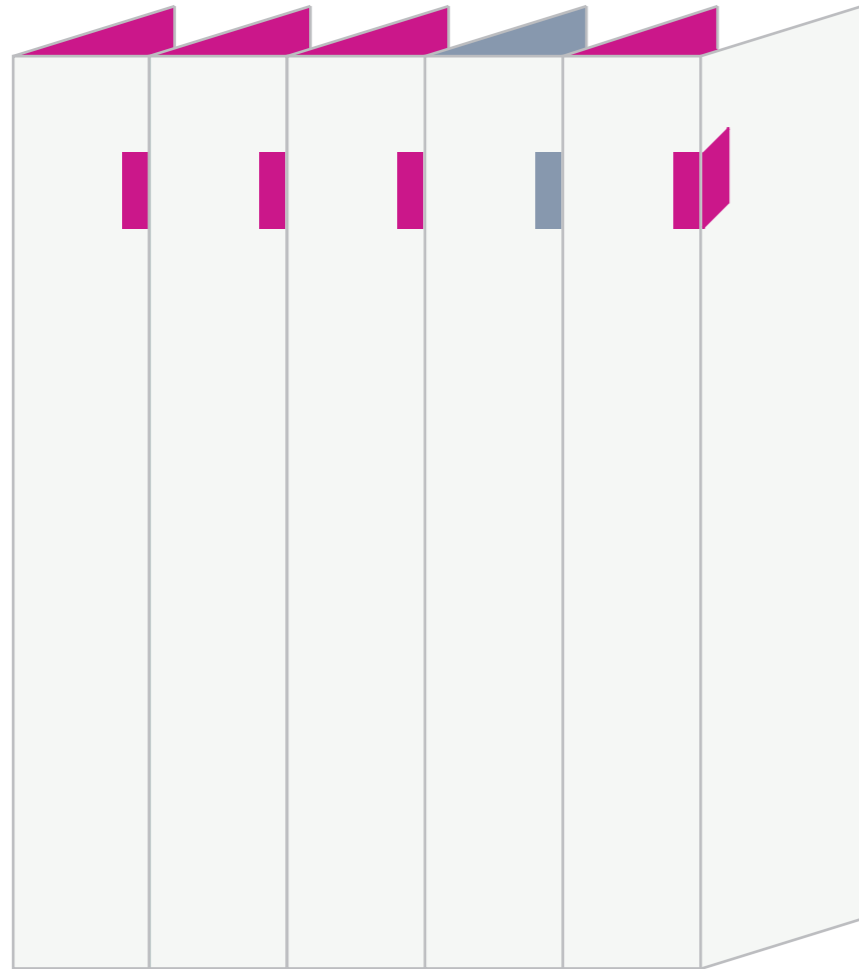


This identity brief was set for the 'Design Innovation Scotland' organisation. The idea is to apply the identity both through the logotype and the application of an abstracted arrangement derived from the spaces occupied by the letterforms of the logotype. This allows for a playful and flexible application of the identity whilst retaining the essential spacing and forms from which it was created.

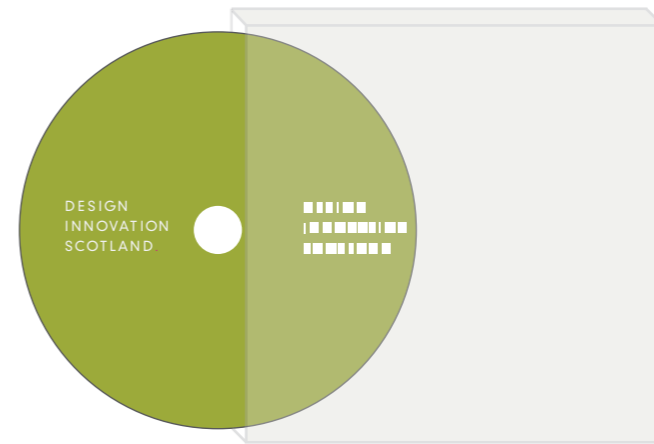
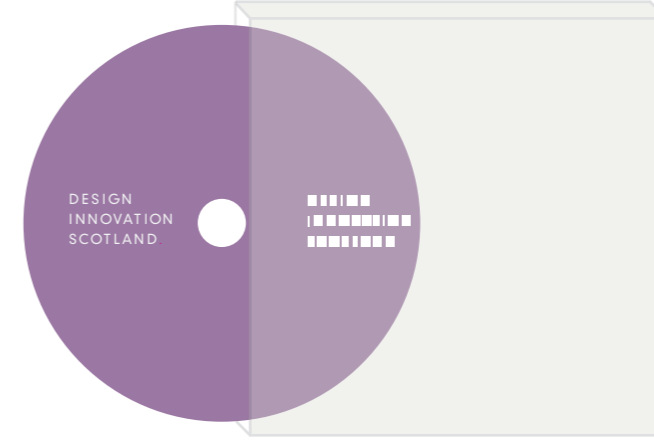
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Office Folders



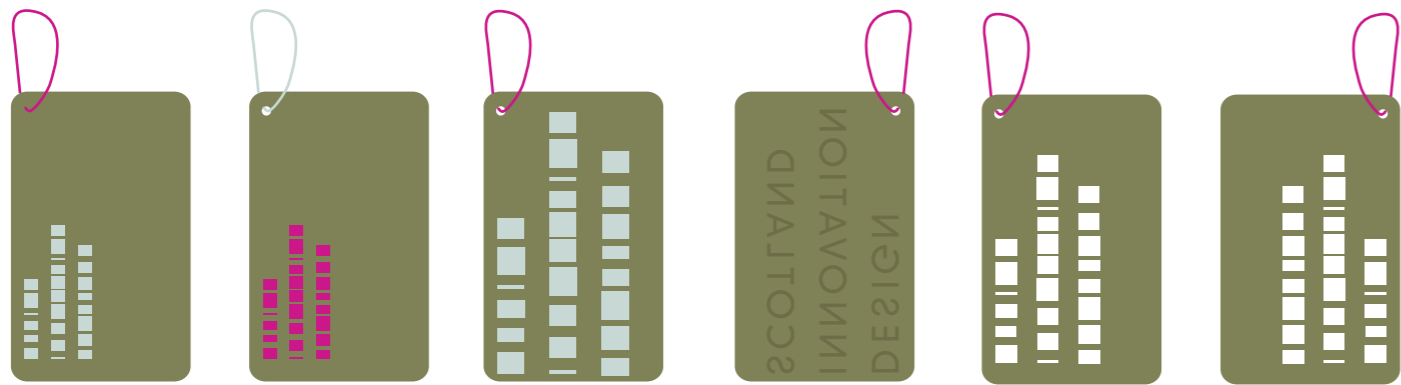
CD Cases



Paper Bags



Labels



Swing Tags