



### **EULDA 07 European Logo Design Annual**

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The 2007 *European Logo Design Annual* (EULDA) promotes excellence in design by showcasing 201 logos from 33 European countries. The annual presents the different quality, trends and evolution that currently take place in brand identity development. EULDA is judged in a unique way. The judging procedure reflects how logos are perceived every day: the designers decide what to present to the clients, the clients decide what to present to the public, but ultimately it is always the public who decide if the brand is successful. The process begins with a selection of designers judging the entries, followed by 'client' and 'public' jurors. The judges determine the entries based on criteria which includes the clear communication of message, originality and creativity, good graphic design and positive overall impression.

The winner of The EULDA '07 'Best of Europe' was Jovan Rocanov and Anna Timkov from Serbia for the design for their client Consumer Society and Citizen Networks, a project

which is designed to protect the rights of consumers. The design was selected for EULDA's top award for its originality and design excellence.

Jovan Rocanov explains the concept of the design as 'the most simple and distinct way to show protection in a context of consumption. As the result, I connected two very clear symbols: a bar code - as a symbol of consumption - and an umbrella - as a symbol of protection'.

The 2007 EULDA Annual will be the last in its present form, as from 2008 it will be extended to a wider design community as *WOLDA: The Worldwide Logo Design Annual*. After 2 years in publication EULDA has become a significant publication in recognising European design talent, and this expansion to include entrants from non-european countries should see it continue as a showcase determining the world's best brand design.

[www.eulda.com](http://www.eulda.com)



Country: Serbia

Design firm: Jovan Rocanov (Serbia) for Kaffeine Communications (Kiev, Ukraine)  
 Designer/s: Jovan Rocanov, Anna Timkov  
 Client: Consumer Society and Citizen Networks

Logo for the Consumer Society and Citizen Networks (Ukraine). The Idea was to show the protection of the consumers in the simplest way. The solution was to combine a well-known symbol of the market/consumption such as the bar code (which graphically looks like the rain) with an ordinary umbrella (symbol of protection).

Country: Poland

Design firm: Juice  
 Designer/s: Wojtek Piotrowski, Adam Tunikowski  
 Client: Moustache Film

Logo created for film production company based in Poland. The logo idea came from the name "Moustache Film" that brought us to use Razor symbol - transformed into Film Clapper. We tried to bring fresh ideas into Moustache co. brand - audience is pretty young 20-45 years old. Not too big of a stretch so we let ourselves to go for more brave direction.



Country: Former Yugoslav Republic of Macedonia

Design firm: Eggra  
 Designer/s: Besian Mehmeti, Ngadhnjim Mehmeti  
 Client: Association of Albanian Publishers

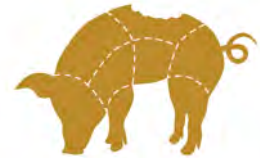
The Association of Albanian Publishers is based in Skopje, Former Yugoslav Republic of Macedonia. It was founded in the year 2000 after some publishers of books in Albanian language operating in the country felt the need to communicate under one voice. The logo is direct and to the point, and at the same time pictures the book as the key symbol. It derives from a firm geometric grid, consisting the golden section proportions. The shadow presented in an exaggerated perspective reflects the future oriented vision of the association while the sharp angles of the logo express its formal character. The red and black color palette suggests stability and trust and at the same time derives from the national flag.



Country: Slovenia

Design firm: Armada  
 Designer/s: Teja Klec, Marko Miladinovic  
 Client: Sever & Partner d. o. o.

An identity for a picnic service provider. A unique idea according to which the client can request a caterer that is specialized in old traditional balkan specialties such as whole pork or lamb barbecued on an open fire. Pork meat is a "must have" on the real balkan barbecue fiesta. The choice for the icon was soon to be chopped golden piglet. The purpose was to establish a brand identity that would reflect the fiesta iconography. Golden brown pork is simply irresistible.



Country: Germany

Design firm: KITATM Berlin | Visual Playground  
 Designer/s: Jens Lausenmeyer  
 Client: monopol records GmbH

Monopol Records and Monopol Recordstore is a company based in Germany, producing crossover projects such as jazz and drum bass combinations. New innovative styles and common music together in one store. Actually mono-pol indicates that there is only one connection to music you have to know. The people of Monopol have only one thing in common: good music, symbolized by the logo (red circles on vinyl-like heads). The typeface refers to music via plug connector (a symbol for audio-in). There must be only one target: good music in heads of masses!



Country: Greece

Design firm: Chris Trivizas | Design  
 Designer/s: Chris Trivizas  
 Client: Maria Niaka

'Mn' is a hairdresser in Corfu Island, Greece. The name 'Mn' was inspired by the owner's name initials. It is a contemporary, pleasant space, painted in purple-pink colors, a color combination that gives the place a warm, friendly atmosphere. The company's aim is good quality service, friendly atmosphere, relaxation, nice environment and to give their customers a boost in confidence. 'Mn' is visually represented with the M showing a female hairdo inspired from 1970's. A contemporary, visual representation of this hairstyle gives the logo a fresh design, which at the same time expresses the sensualism and freedom of the 70's.





Country: Switzerland  
 Design firm: MottazDesign  
 Designer/s: Luc Mottaz  
 Client: Association de Amis de la Salamandre

Logo for an association which promotes the respect for nature to children and families.

Country: Croatia  
 Design firm: Laboratorium  
 Designer/s: Ivana Vucic, Orsat Frankovic  
 Client: Academy of Dramatic Art, University of Zagreb

Academy of Dramatic Art logo is based on the familiar motif of the building facade - three arcades forming the main entrance into the Academy. The institution logo was obtained by the rotation of the second and the third element. The Academy is part of the Zagreb University and has several departments like: Acting, Television Directing, Cinematography, Editing, Dramaturgy and Production department.



Country: Italy  
 Design firm: Tangram Strategic Design  
 Designer/s: Antonella Trevisan  
 Client: Avis Milano

Logo for the Italian voluntary association of blood donors.

Country: Sweden  
 Design firm: Bedow Creative  
 Designer/s: Perniclas Bedow  
 Client: Snookerhallen i Stockholm AB

Sweden's first snooker hall recently opened its doors in Stockholm. To appeal to the country's small crowd of snooker enthusiasts and also attract the general public, a graphic identity was required that reflects the values of snooker—precision and elegance—and also expresses a hint of playfulness. The logotype incorporates four graphic elements from the world of snooker—the triangle, cue, ball and bowtie—which together form a player in action.



Country: Turkey  
 Design firm: MYRA  
 Designer/s: Rauf Kosemen  
 Client: European Union Relationships Publications

Symbol for the Turkey and European Union Publications Relationship.

Country: Hungary  
 Design firm: Deka Design Stúdió  
 Designer/s: Bokor Gyöngyi, Sipos Levente  
 Client: arc

The project was to redesign traffic signs and give deeper meaning to simple signs. It is always exciting to put a plus sense into a quite ordinary and well known "frame" and also comment on social questions. And this logo does exactly this: targets and caricatures the behaviour of the consumer society that forces people to an unreasonable permanent consuming situation and creates significant social and environmental problems. The logo was applied and exhibited in summer of 2006 to a famous annual Hungarian open air exhibition, which deals with social problems.





TELIO,-

Country: Norway

Design firm: Bleed  
 Designer/s: Rune Høgsberg, Kjetil Wold  
 Client: Telio,-

Telio is one of Europe's leading actors in ip communication. Their new logo is dynamic and conceptual. In their marketing strategy they launch a program with zero start costs for the client. Their philosophy is taken into their logo and the last letter in the company name works both as a zero and a o. TELIO,- Made in Norway. Target group is people who would like to have ip communications at a good price.

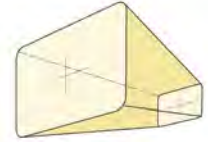
Country: Austria

Design firm: Lichtwitz – Büro für visuelle Kommunikation

Designer/s:

Client: Raumfilm, Filmproduction

Raumfilm ("Space Film") is a film production company specialized in documentaries on architecture issues. The light cone of a film projector is rendered as a spatial object like a typical 3D architectural drawing.



RAUM.FILM



Country: Spain

Design firm: El Paso, Galería de Comunicación  
 Designer/s: Alvaro Pérez  
 Client: Torch Spain

Torch is a "little and annoying" company about avant-garde fashion design.

Country: United Kingdom

Design firm: Mytton Williams  
 Designer/s: Bob Mytton, Gary Martyniak  
 Client: Brightlines Translation

Brightlines Translation, an end-to-end business translation services company, required a fresh, new look for its identity and promotional material, one that would quickly and simply reflect the nature of its business. The team call themselves transcreators – translators that can write. This provided the inspiration for the symbol, which features the B of Brightlines, with the counters replaced by inverted commas. The colour, bright blue, was chosen to differentiate the company and create impact.



Country: Bosnia-Herzegovina

Design firm: Muamer Adilovic  
 Designer/s: Muamer Adilovic  
 Client: TEXTURA d.o.o. Sarajevo, Bosnia and Herzegovina

This logotype is made for the fashion and clothing company TEXTURA Sarajevo, a new label funded by two perspective Bosnian fashion designers Nermina & Ermina Hodzic. Basic inspiration in making and designing of this logo came from the name of the company itself. The main element of this logotype is one continuous line that forms a textured letter T, identifying the company's name, but also presenting a sewing machine in a moment of making a whipstitch. Textural forms, being an important element both in fashion design and in graphic design, have this way been fused into a unique mark that identifies the industry.



T E X T U R A

Country: Finland

Design firm: Hahmo Design Oy  
 Designer/s: Mr. Pekka Piippo  
 Client: Moor Oy Ltd

Moor enables people to customize an apartment into a personalized home by using an advanced and user-friendly Internet-based service.

