

Welcome to Wunder Werkz

A lot of people believe that design is just, “pretty pictures” or “pushing pixels” — but good design, lasting design, starts with an understanding. For us it starts with research, a full brand ethnography, a guide to getting to know you, so to speak. We work from day one to craft a compelling story, because without a story we can’t know the shapes, colors and forms that make you, you. Every asset is crafted from scratch. Why do we make every element of typography, illustration, iconography and collateral from zero? Because additive design is sloppy design, so we do the opposite – putting the DNA of your brand into every asset so we don’t need to be additive. We craft every element to tell your brand story in everything the user sees, touches, or experiences in the most iconic and authentic way possible.

Good research makes good design. When we kick off, we dive deep, looking globally at similar projects, ideas and systems that have been successes (and misses). Every brand process starts with a pervasive understanding of the area, demographics, competitors and socioeconomics of the place. How? We make ourselves experts in each field we work within, whether that be the ins and outs of a restaurant or bar, how a hotel functions or even how a not-for-profit supports a neighborhood, we make sure that we are immersed in all the intricacies of each industry so the end user can have the best, most unique and cohesive experience possible.

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Crafting Brands Is In Our DNA

From there we create a firm foundation to formulate a visual language. We want every letterform, serif, ligature, and illustration to reinforce a unique brand aesthetic. We go deep into color, to explore not just at what looks good on the printed page or the web, but examining how color and color branding can affect how people react in space, what connections are made with those colors and how light, textile, and other elements affect how that color is perceived. The principled, repeatable application of these elements become key to the ongoing equity of your brand. We create grid and pattern systems for usage and application, custom icon sets and extensive usage guidelines so whether it is one, ten or 50 years down the line, your brand equity is protected. All of that is reinforced by the brand voice, imagery, copy and complementary elements that round out your brand experience.

hello@iheartwunderwerkz.com

+1 303 594 4990

Selected Clients and Collaborators

**The Source Hotel +
Market Hall**

Zeppelin Station

New Belgium

Safta

Big Trouble

Niceland

Dvlp Dnvr

Station 16

Cart Driver

Zeppelin Development

Winter Session

Madison House

Shake Shack

Open Desk

Arctic Beauty

Skingraft

Poketo

Hrim

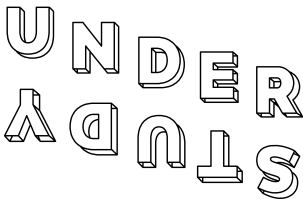
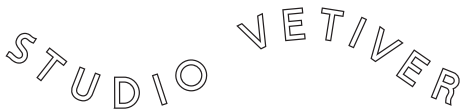
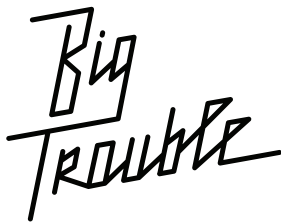
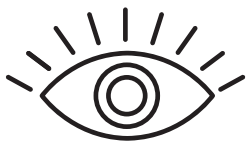
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Wurstküche

@wunder_werkz



Logos + Marks



Some of our favorite selected marks.

We roll up our sleeves and build all our assets from scratch, meaning custom typography and illustration coalesce to create iconic and enduring brands.

Collateral



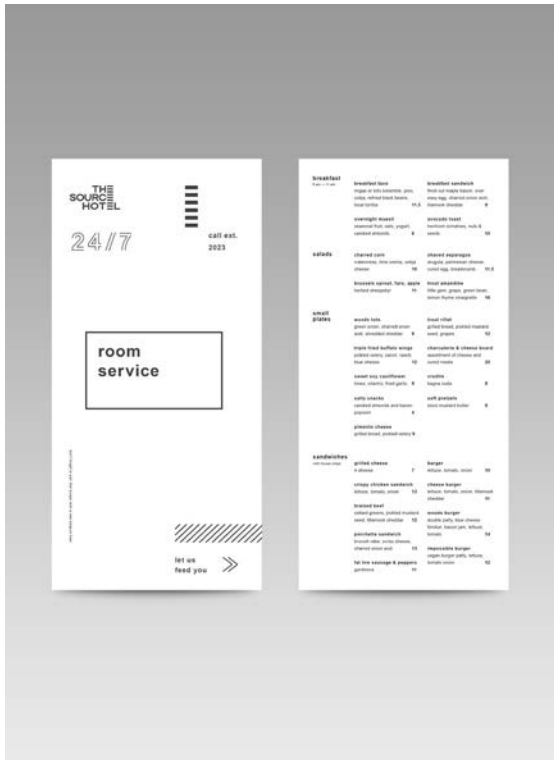
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Signage



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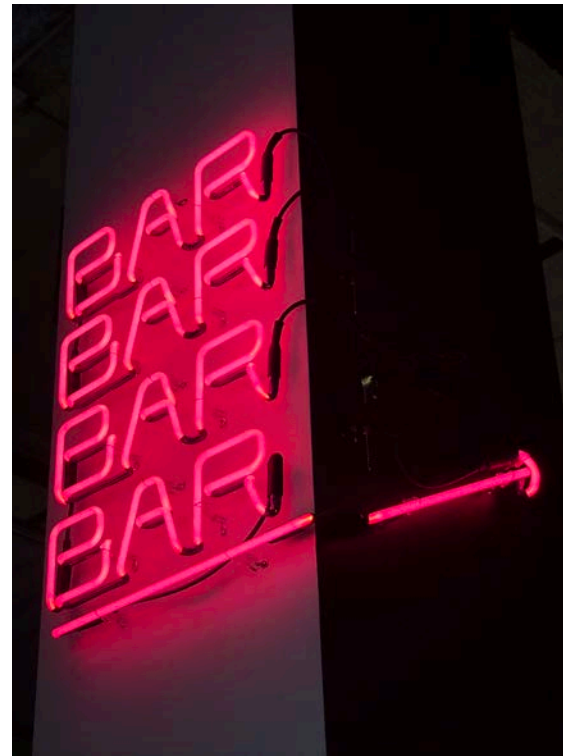
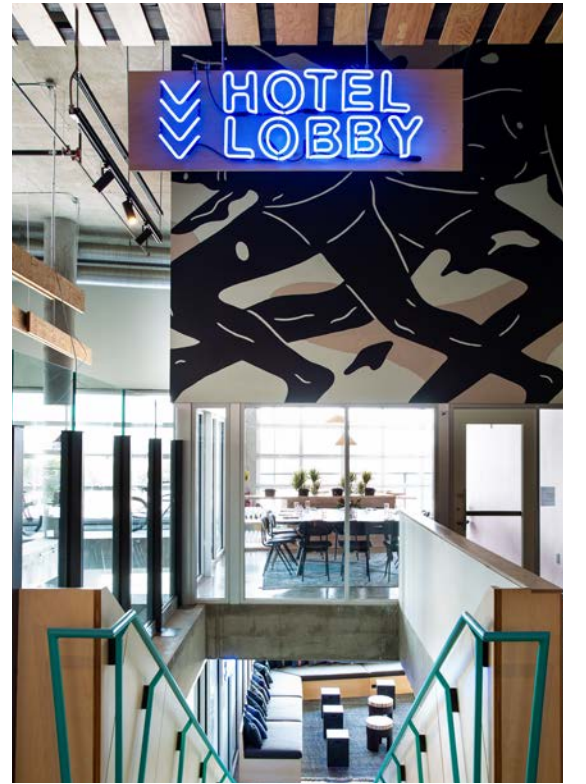
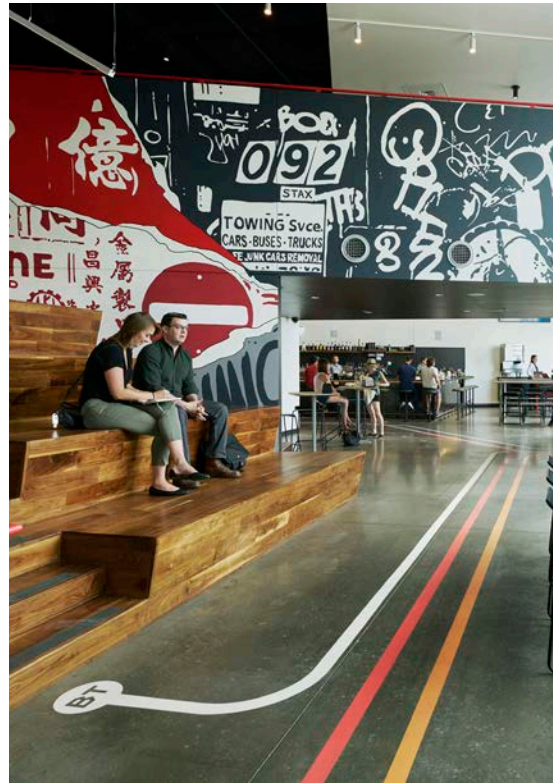
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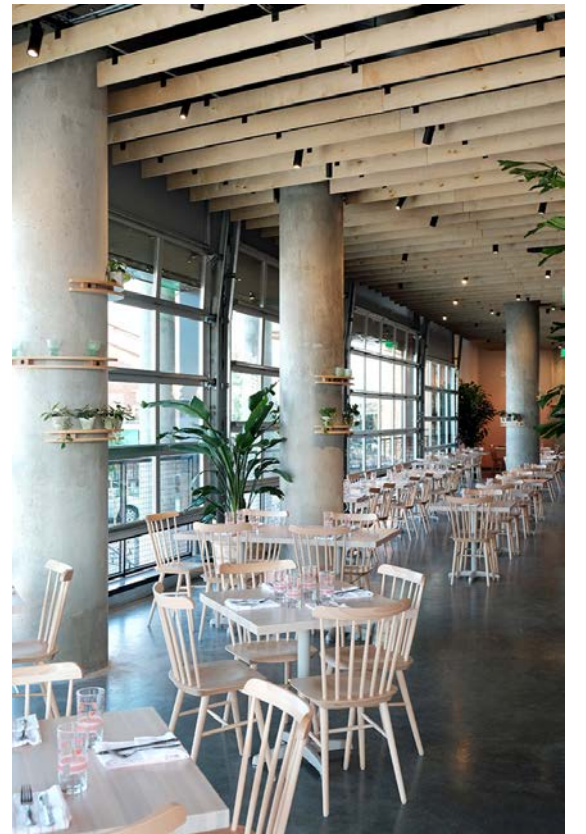
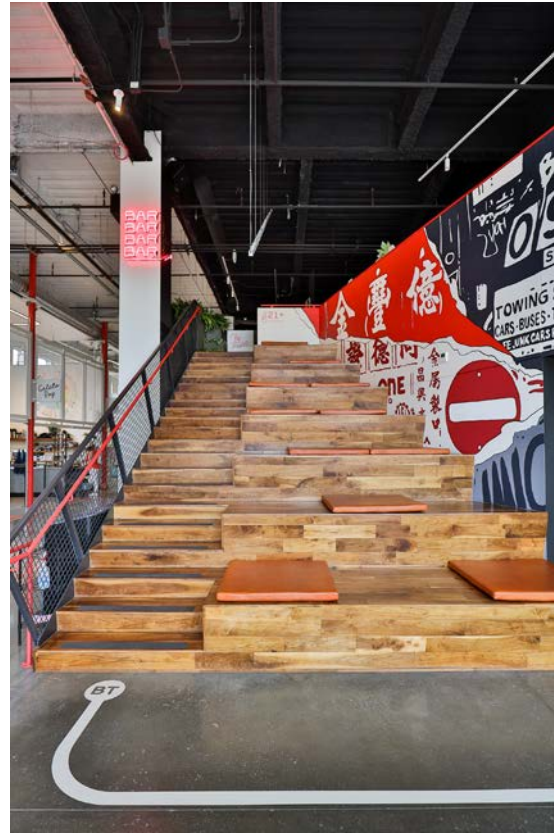
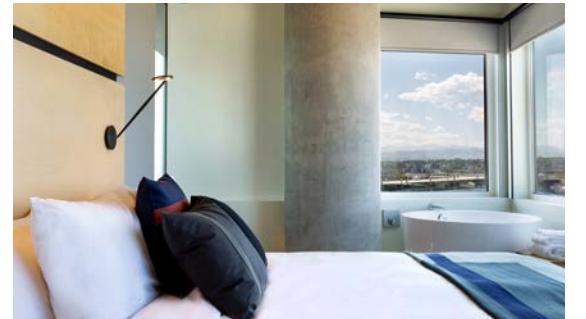
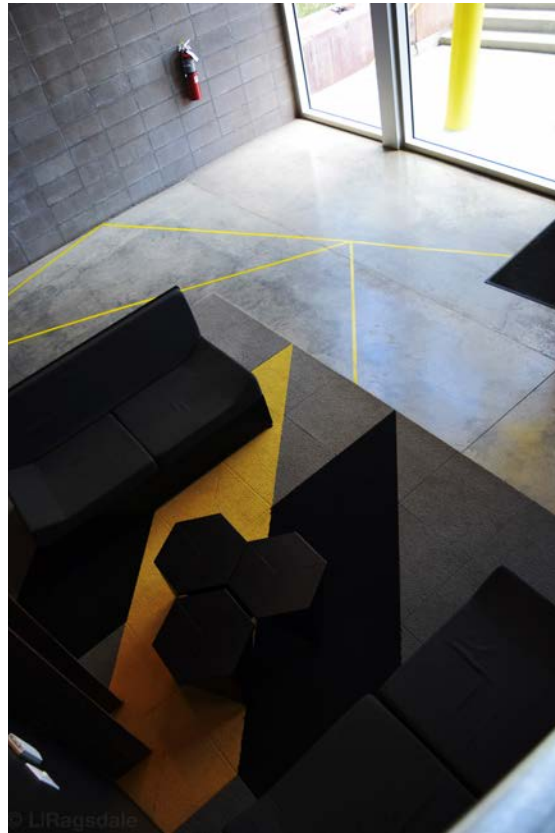
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Space

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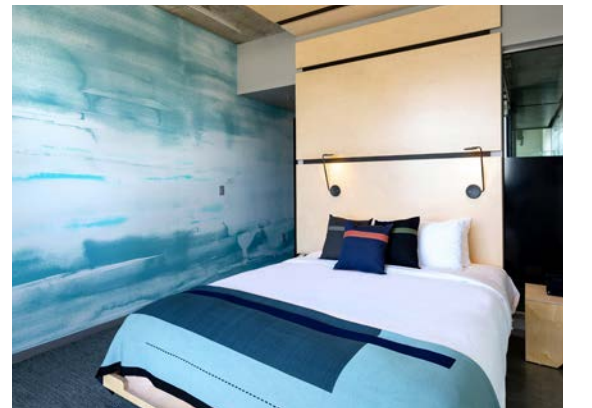
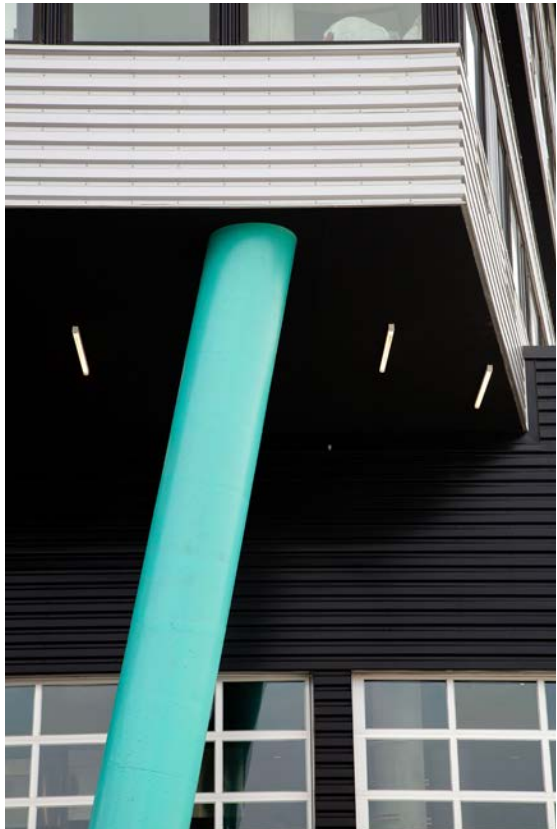
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Cheers!