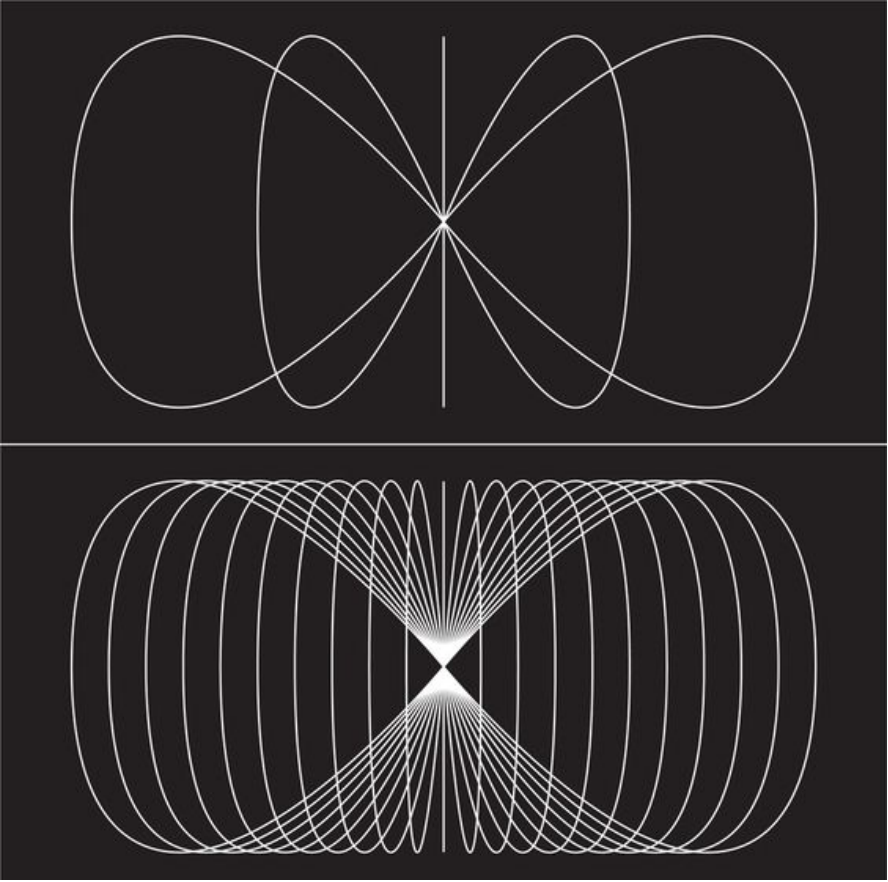
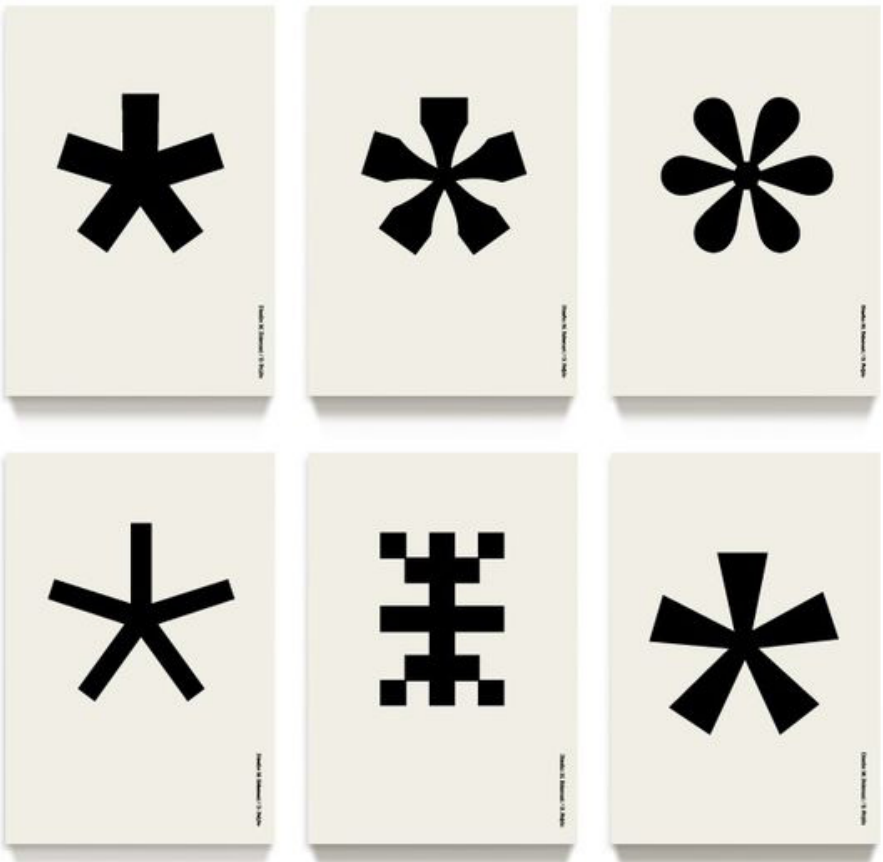
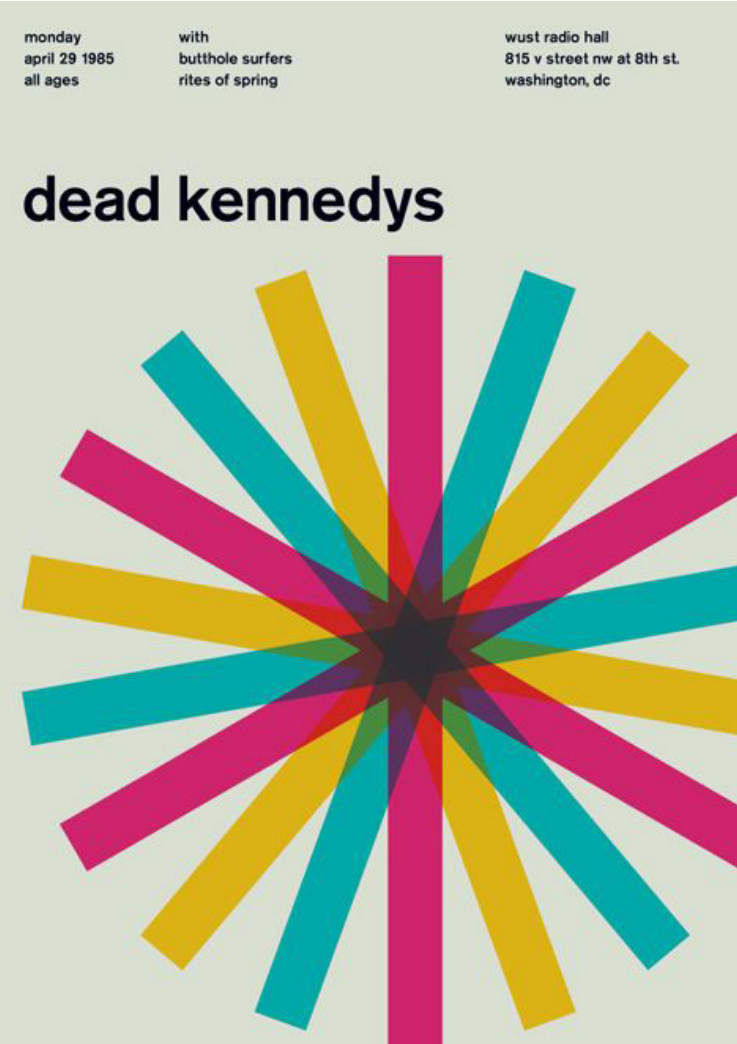
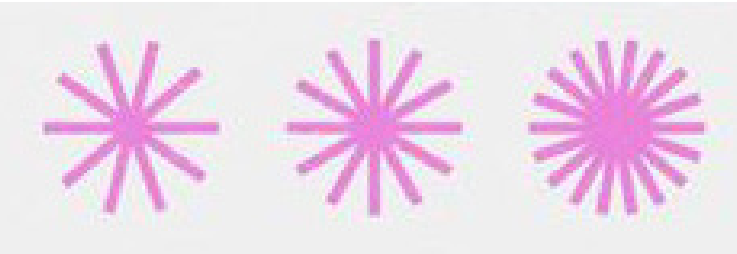


16 June 2020

Bloomwork Branding

& Brannod.

Moodboard



Bloomwork

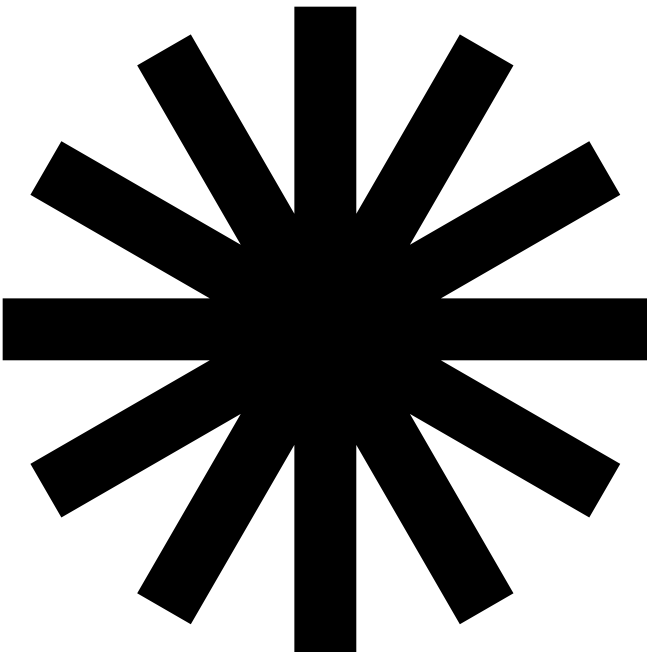
Branding

&Brand.

Logo

Bloomwork

Logo



Icon/Mark

Logo

Bloomwork



Concept

Bloomwork

This route focuses on Bloomwork as a strong and friendly flourishing community, with a not too serious tone of voice.

The graphic sign evokes the shape of an opening flower, in a geometrical way, bringing a playful and modern image to the brand.

We decided to tweak the two «o» to evokes two identities, two people meeting and connecting.

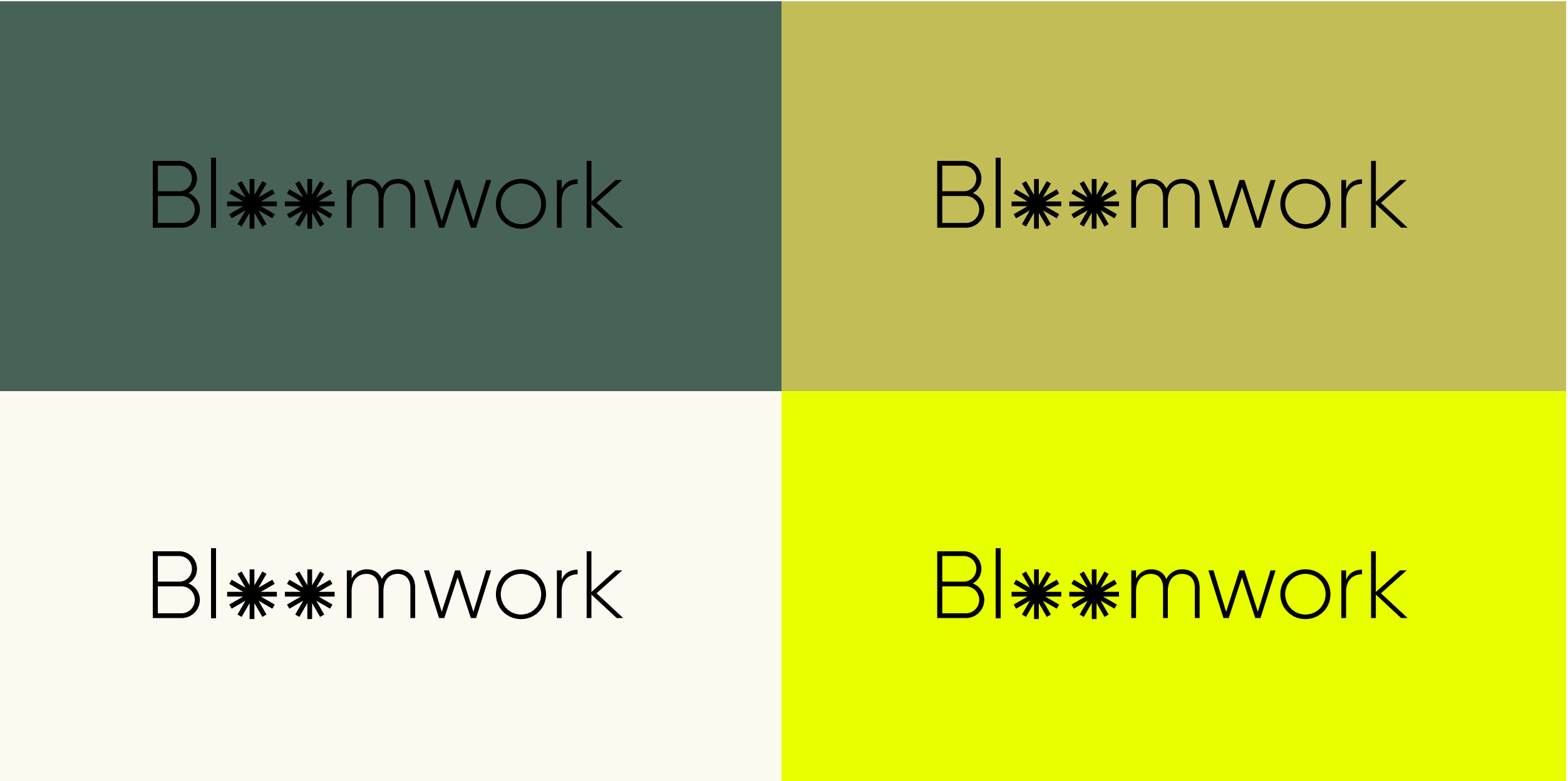
The chosen font, Aventa, is minimalist and modern, with an interesting typographic work made on the «w», the «r» and the «k», which allows it to stand out from other typefaces, and to give it a friendly and digital look.

The graphic sign can also be used on different mediums such as an asterisk, which allows us to play with double meaning in copywriting.

Colours



Different green tones with an electric yellow-green bringing more modernity and boldness to the brand



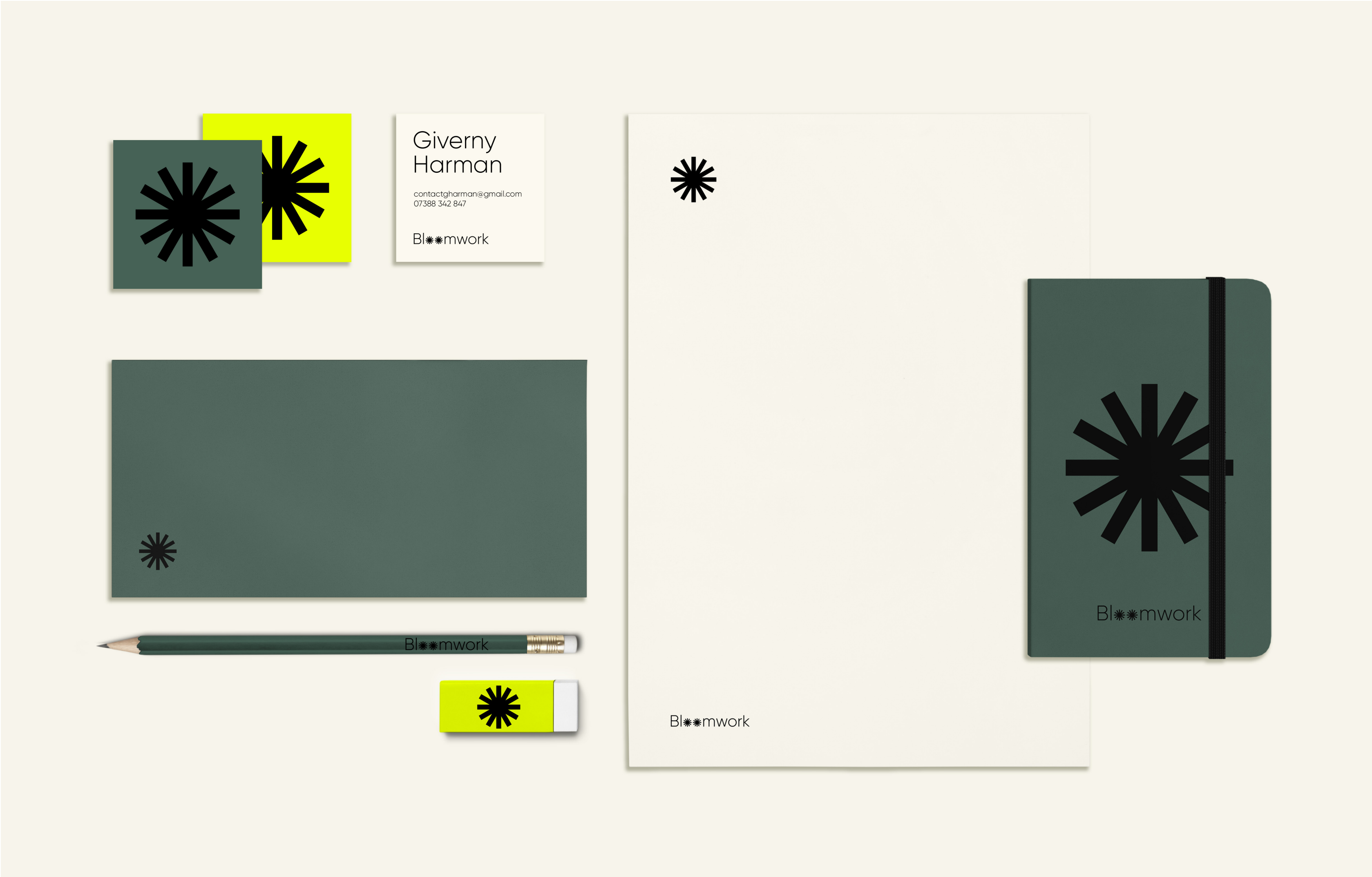
Fonts

Bloomwork

Main font
Gilroy light

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklm
nopqrstuvwxyz
0123456789

Applications



Applications



Look&Feel



Bloomwork



Being a part of
a flourishing community



Copy

Find out what's wrong
with your c**** office

* Find out what's wrong with your current office

Bl***mwork

Probably the best
f**** workplace
event I've been to

* Probably the best flexible workplace event I've been to

Bl***mwork



Make your network
grow and shine!



Interact and share
with a flourishing community

Get in touch:
dan@them.co.uk
07989 599767

& Brian.