



sehnsucht design

brand identity



**sehnsucht design**

**name** sehnsucht design

**sehnsucht (sen • suhkt):**

a yearning; a wishful longing; nostalgia

**brainstorm words:**

wistful, nostalgic, retro, vintage, timeless, classic, renew, reinvent, update, longing, contemporary, modernity.

**designers** lila hathaway: design studio

winnie feng: a commodity

gwen friedman: a cause

robert sarasin: a crisis

**tagline** timeless designs for timeless brands

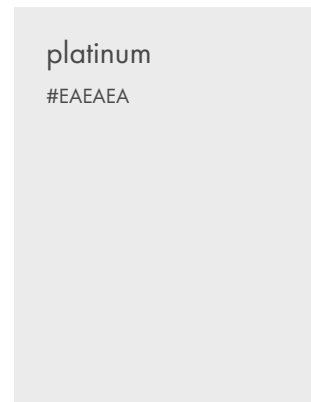
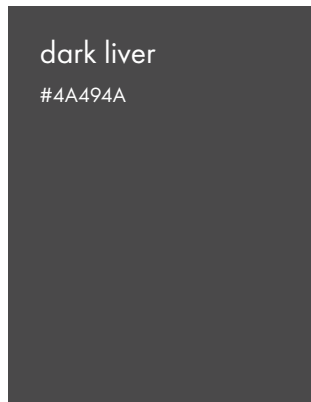
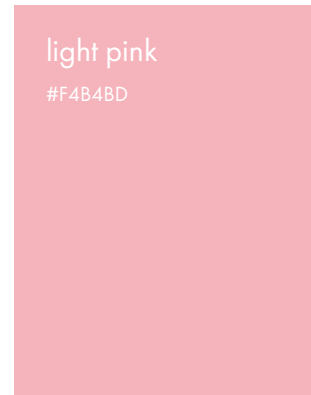
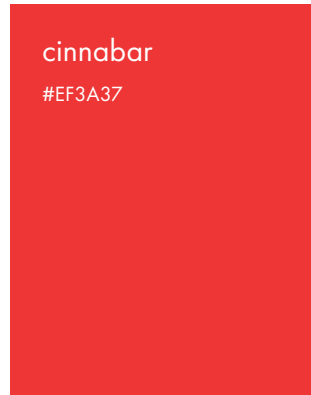
**sehnsucht design**

company values

- mission** our mission is to provide branding services for old-fashioned companies looking to adapt their visual brand to the modern era. we want to remain true to the brand's aesthetic and roots while adding our own updated touch. our goal is to achieve modernity without losing the integrity of the brand.
- values** we design with integrity, creativity, and personality. we believe in designing something timeless rather than trendy by combining the old with the new. our designs maintain a sense of nostalgia while remaining contemporary and clean.
- vision** we want to create brands that are timeless and have a unique voice. our goal is to offer a stepping stone for older companies to enter the modern era by updating their outdated branding and values.

logo, colors, & type

## color palette



## explanation

as a brand that believes in creating something time-less, we wanted to stray from cooler, tech like tones and find something more universal. Our color palette includes a gradient of grays as secondary colors with a complementary gradient of a red/pinkish tone representing a sunset and making our brand's identity pop. throughout our brand identity, we used this sunset motif to represent happiness and universal light while also signifying our studio's name: sehnsucht.

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# primary sans-serif typography

## alphabet & numbers

### futura pt

Aa Bb Cc Dd Ee Ff Hh Jj Kk Ll Mm  
Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww  
Xx Yy Zz 1234567890

## examples

**this is type in 24 pt  
demi.**

this is type in 20 pt  
book.

**this is type in 16 pt heavy.**

this is type in 14 pt medium.

*this is type in 12 pt light oblique.*

this is body copy at 9/12 pt book. nam est laturiatem  
vit quas expe am sed ut etur acia vid qui to am.

## weight

futura pt light  
*Futura pt light  
oblique*

futura pt book  
*futura pt book  
oblique*

futura pt medium  
*futura pt medium  
oblique*

futura pt demi  
*futura pt demi  
oblique*

**futura pt heavy**  
***futura pt heavy  
oblique***

## explanation

for the primary type, we wanted something simple, sleek, and timeless. although futura is a more modern typeface, it is neutral and clean enough to appeal to everyone. We decided to only include one typeface in our brand to let the visual language and color palette shine.



logo



explanation

we wanted our logo to include the "s" to represent sehnsucht and a sunset. when exploring variations of the letter, we found it best when it was abstracted and positioned horizontally. the colors were chosen to be similar in tone but contrasted enough to make the "s" shape pop.

# sehnsucht design

sehnsucht design

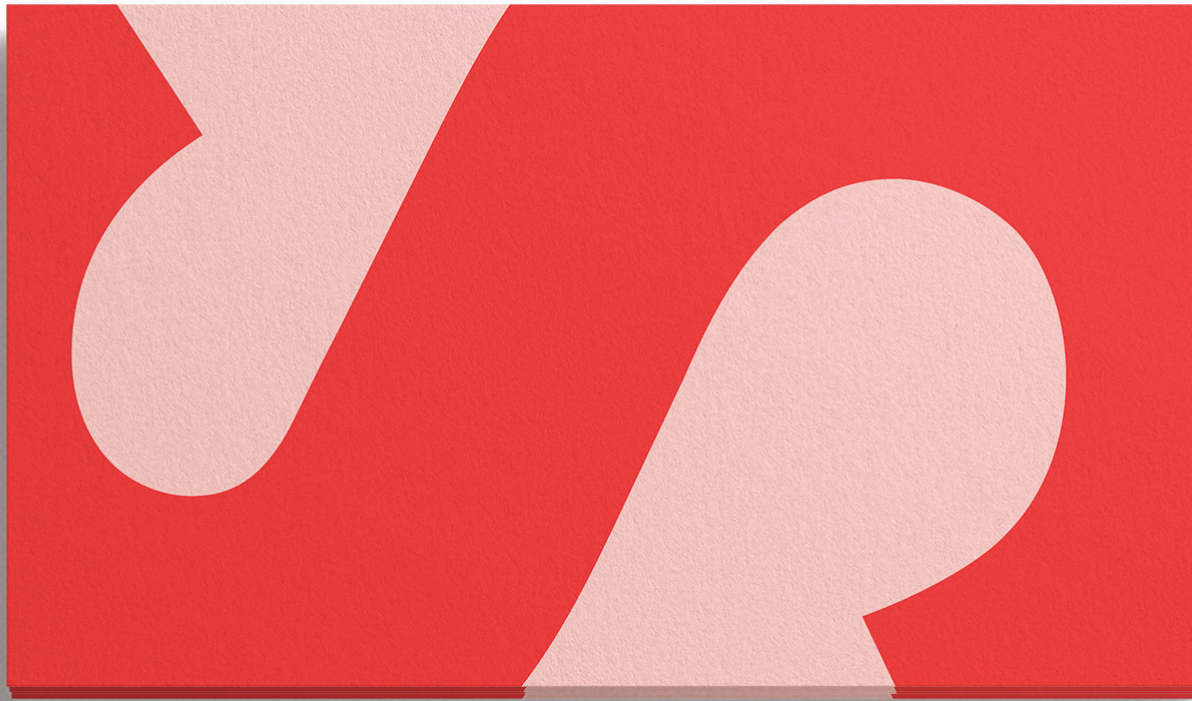
## business cards



## explanation

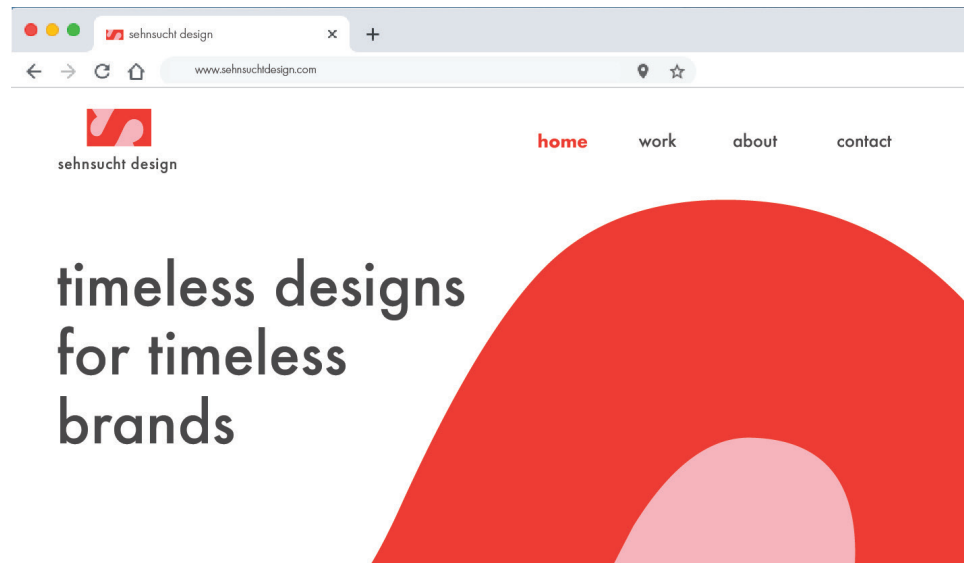
we decided to take the curved aspect of the “s” within our logo and abstract it to create a fun graphic for our visual language. since our logo is a boxed icon, it fits perfectly with the back of the business card. the front is simple with gray futura type on a white background but has the curved red and pink graphic pop to coordinate with the back.

**sehsucht design**



sehnsucht design

## website

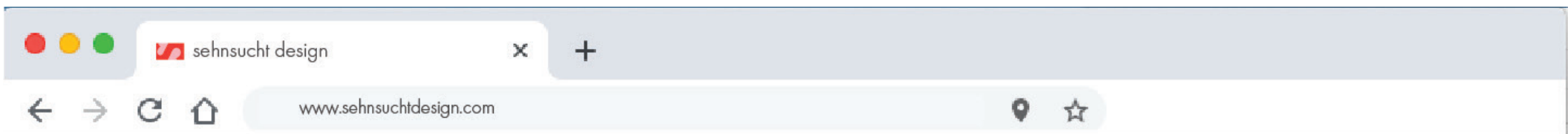


## explanation

we wanted our website to be clean, simple, legible, and manageable while remaining to our brand's fun and bright visual identity. once again, we incorporated the abstracted "s" curve with our two primary colors as the main graphic element. the brand statement is front and center to highlight our brand's mission and values and signify what we do. we included only the necessary tabs and type with large spacing to control the viewer's eye.

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# timeless designs for timeless brands



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