

Brand Identity Solution A

신규 브랜드 아이덴티티 개발 A안

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BI Concept A .

M for Mccander

Brand Concept

BI Concept A .

M for Magical, Medical, Mccander

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Magical ‘마법처럼 놀라운’

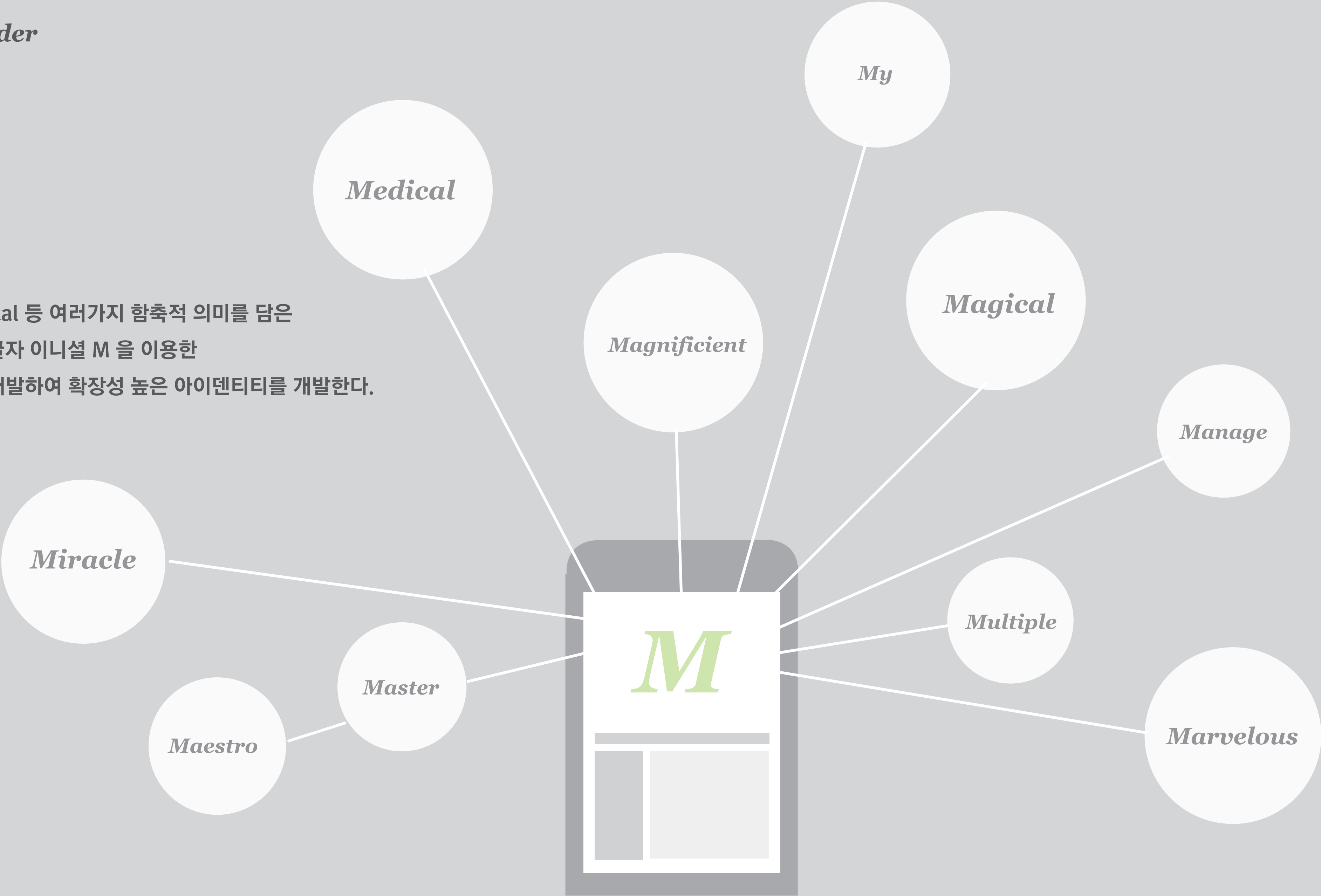
Medical Service ‘메디컬 서비스를 제공하는 플랫폼’

Mccander ‘맥칸더’

BI Concept A .
M for Mccander

Strategy

Medical 과 Magical 등 여러가지 함축적 의미를 담은
Meccander의 첫글자 이니셜 M 을 이용한
고유의 M 심볼을 개발하여 확장성 높은 아이덴티티를 개발한다.



BI Concept A .

M for Mccander

Design Keyword

- 1. 상징성
- 2. 단순한 표현
- 3. 함축성
- 4. 확장성

Mccander 만을 상징하는 고유의 M의 형태(심볼)를 개발한다.

여러 매체와 환경에 활용하기 좋은 단순한 형태로 만든다.

아이콘 등 단순한 그래픽적 요소를 최소화하여 함축적으로 표현한다.

M을 이용한 여러가지 단어와 형태로 확장, 활용 가능하도록 언어적,그래픽적 가능성을 열어둔다.

Symbolize + *Extensibility*

BI Concept A .
M for Mccander

Design Reference

City of Melbourne



Mcdonalds



Monocle Magazine



Motorola



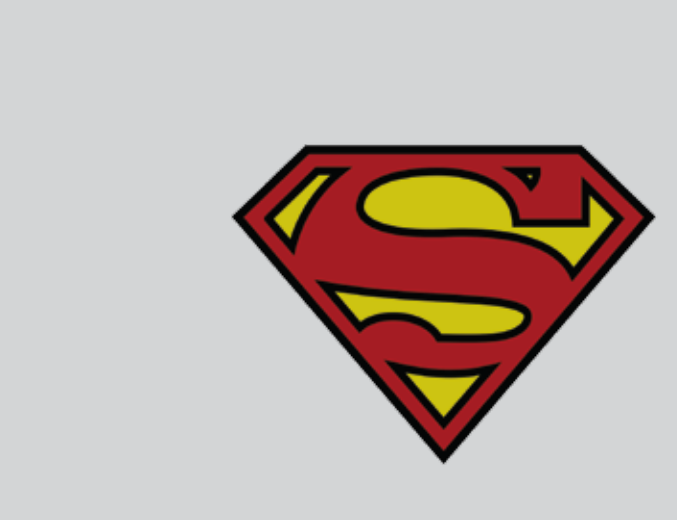
Kellogges



Disney



Superman



Google







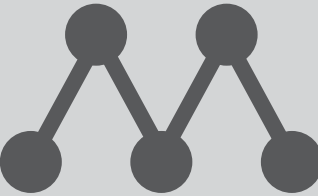
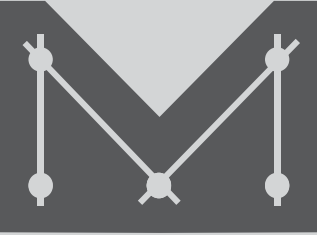





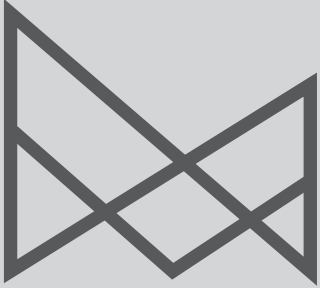



BI Concept A .
M for Mccander

Logo Sketch

A-01	A-02	A-03	A-04	A-05
A-06	A-07	A-08	A-09	A-10
A-11	A-12	A-13	A-14	A-15

BI Concept A .
M for Mccander

Logo Sketch

A-16	A-17	A-18	A-19	A-20
				
A-21	A-22	A-23	A-24	A-25
				
A-26	A-27	A-28	A-29	A-30
				

BI Concept A .

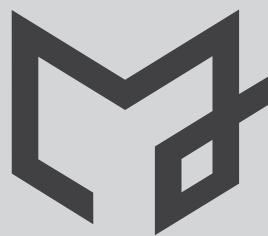
M for Mccander

Icon Test



BI Concept A .
M for Mccander

Logo Variation



MCCANDER

MAGICAL
MEDICAL



BI Concept A .
M for Mccander

BI Element

Color



Font

ITC AVANT GARDE GOTHIC STD

MEDIUM

ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!@#\$%^&*()_+

DEMI

ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!@#\$%^&*()_+

BOLD

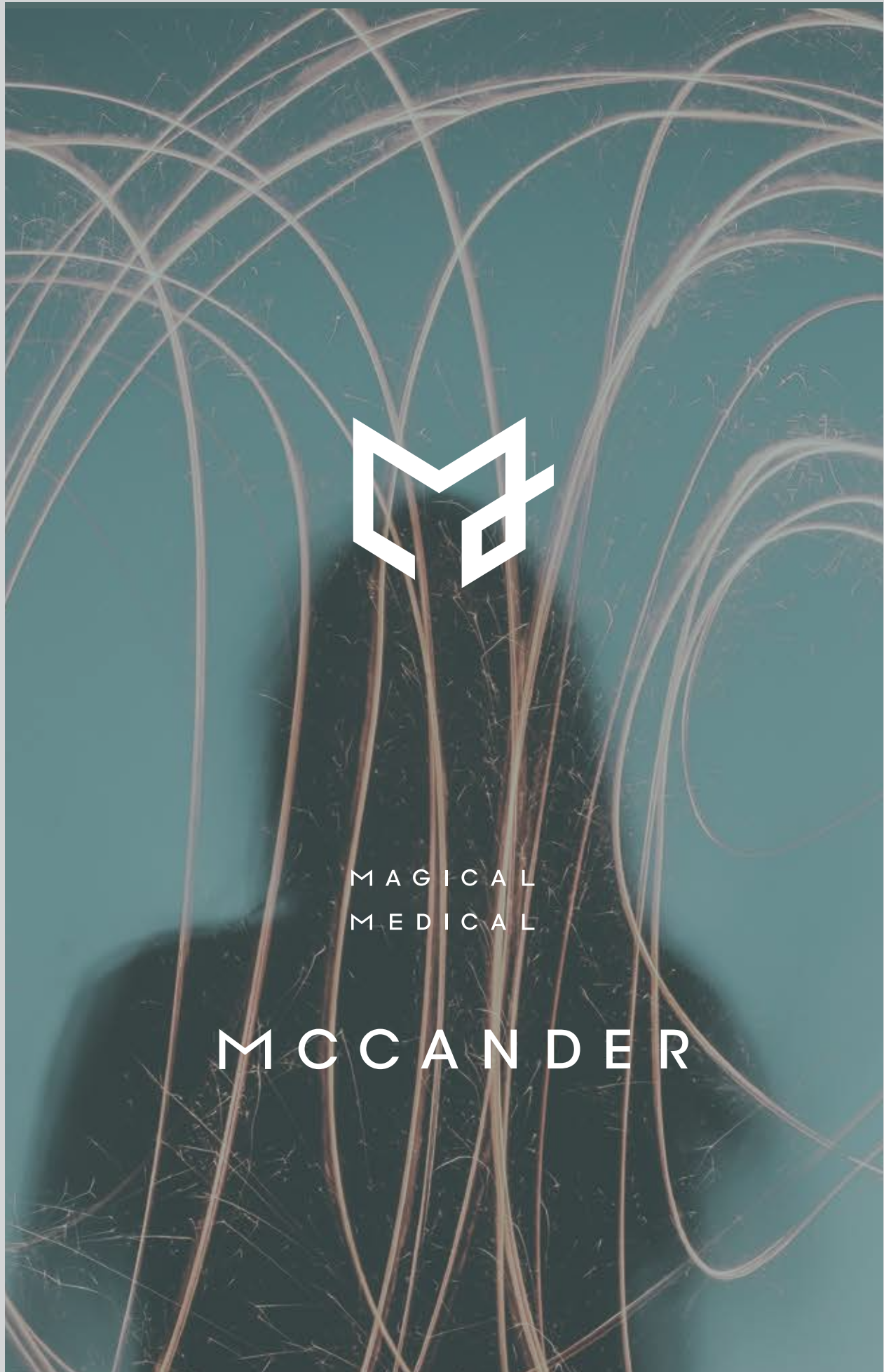
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1234567890!@#\$%^&*()_+

Pattern Element



BI Concept A .
M for Mccander

BI Variation



BI Concept A .
M for Mccander

Brand Communication



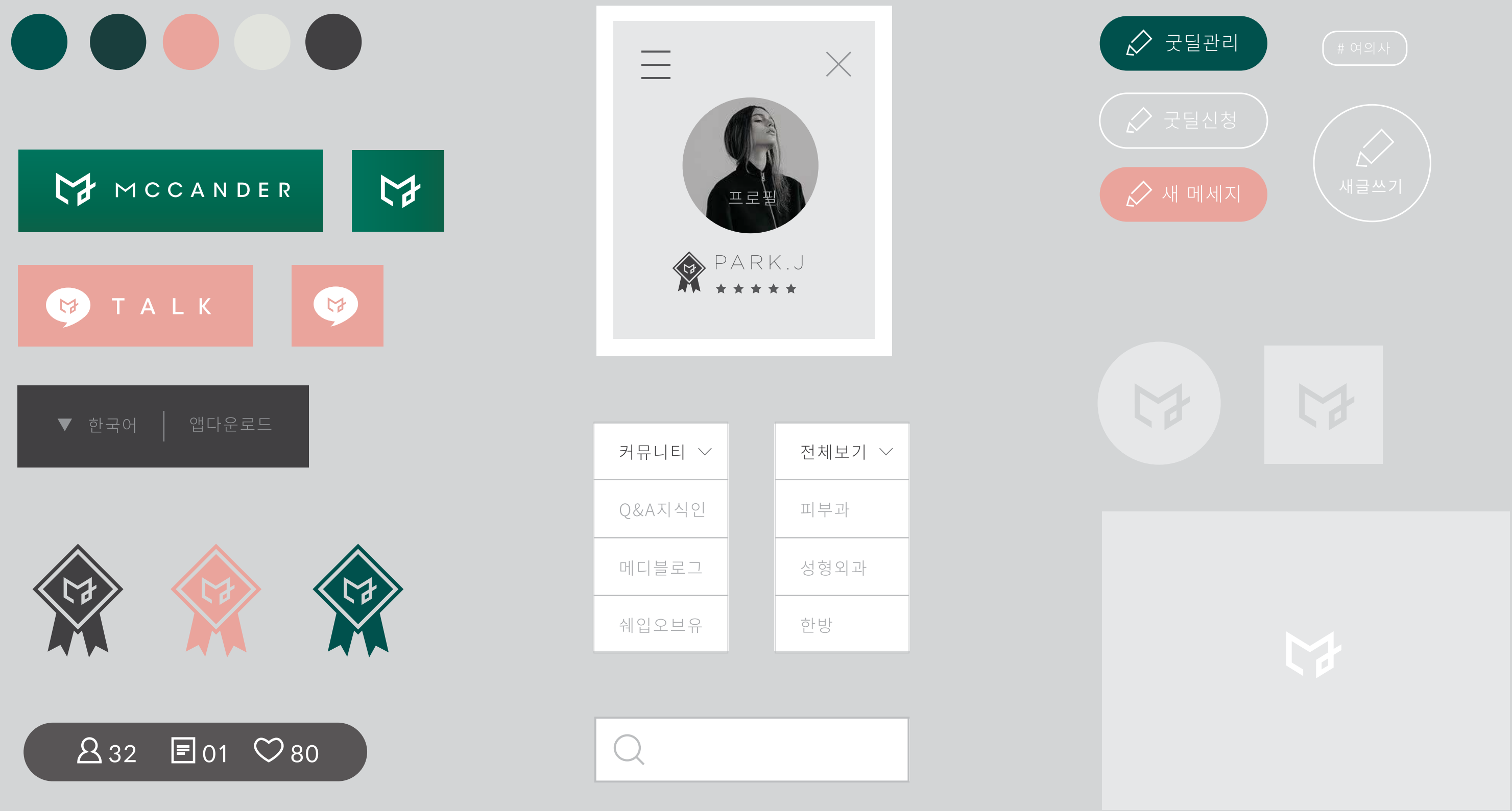
BI Concept A .
M for Mccander

Icon



BI Concept A .
M for Mccander

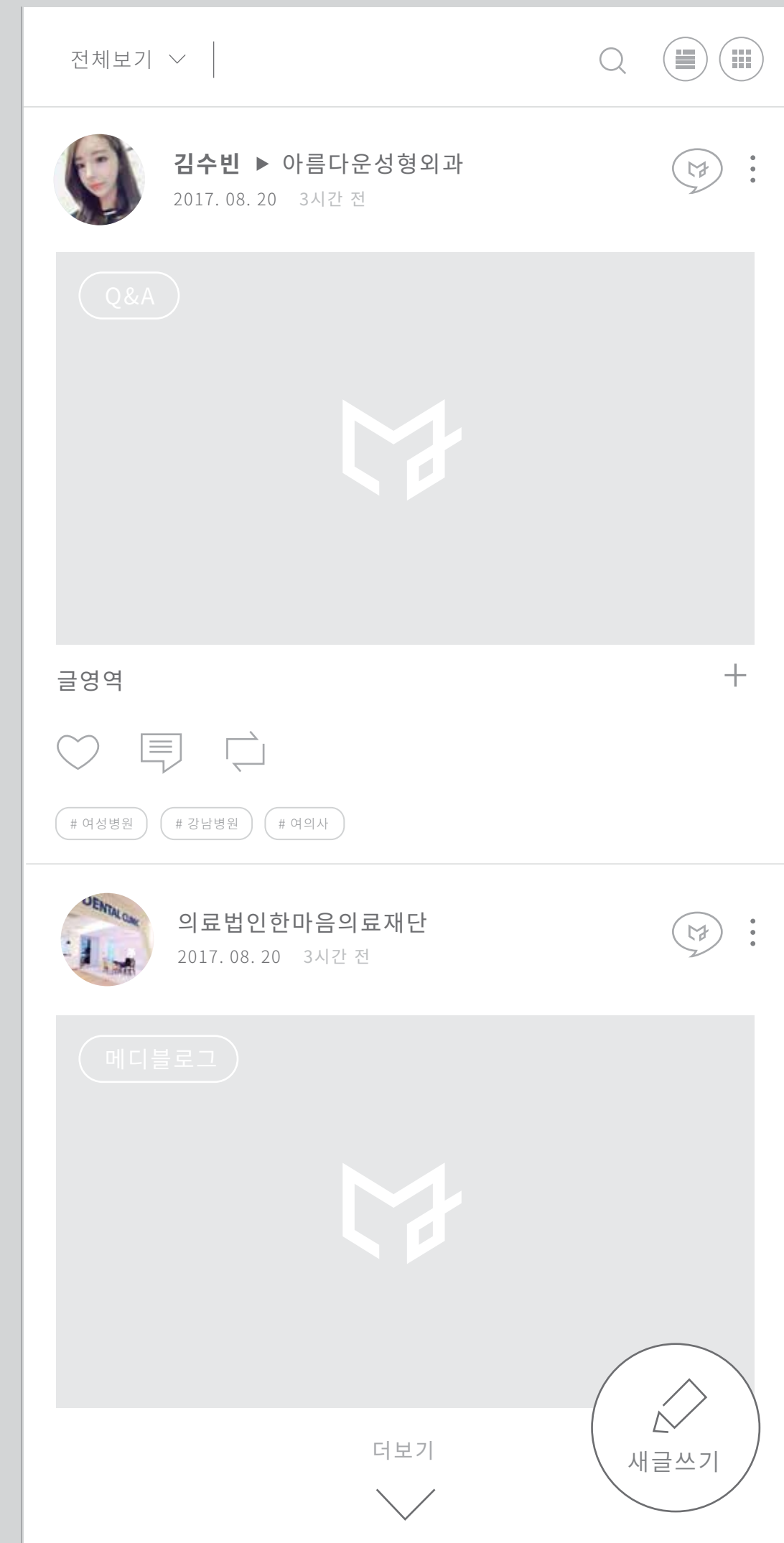
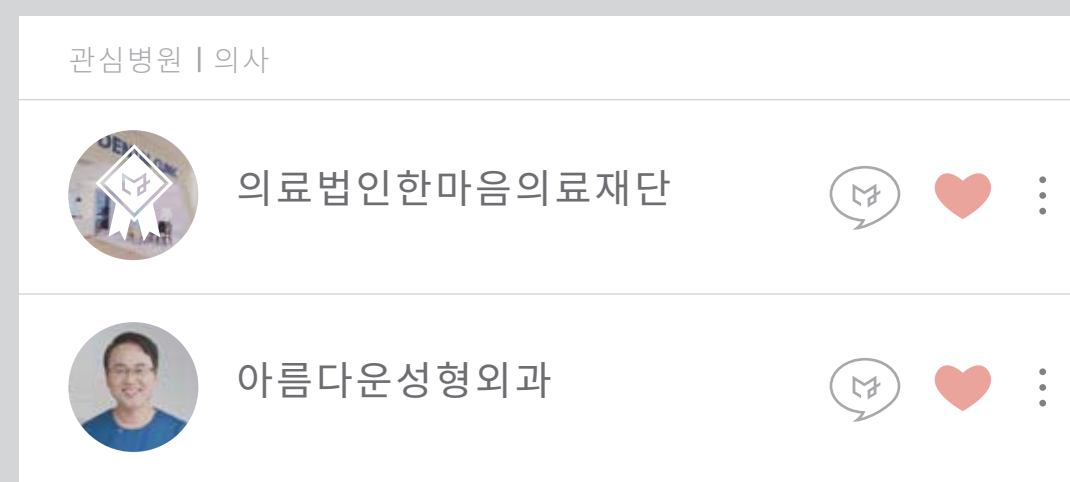
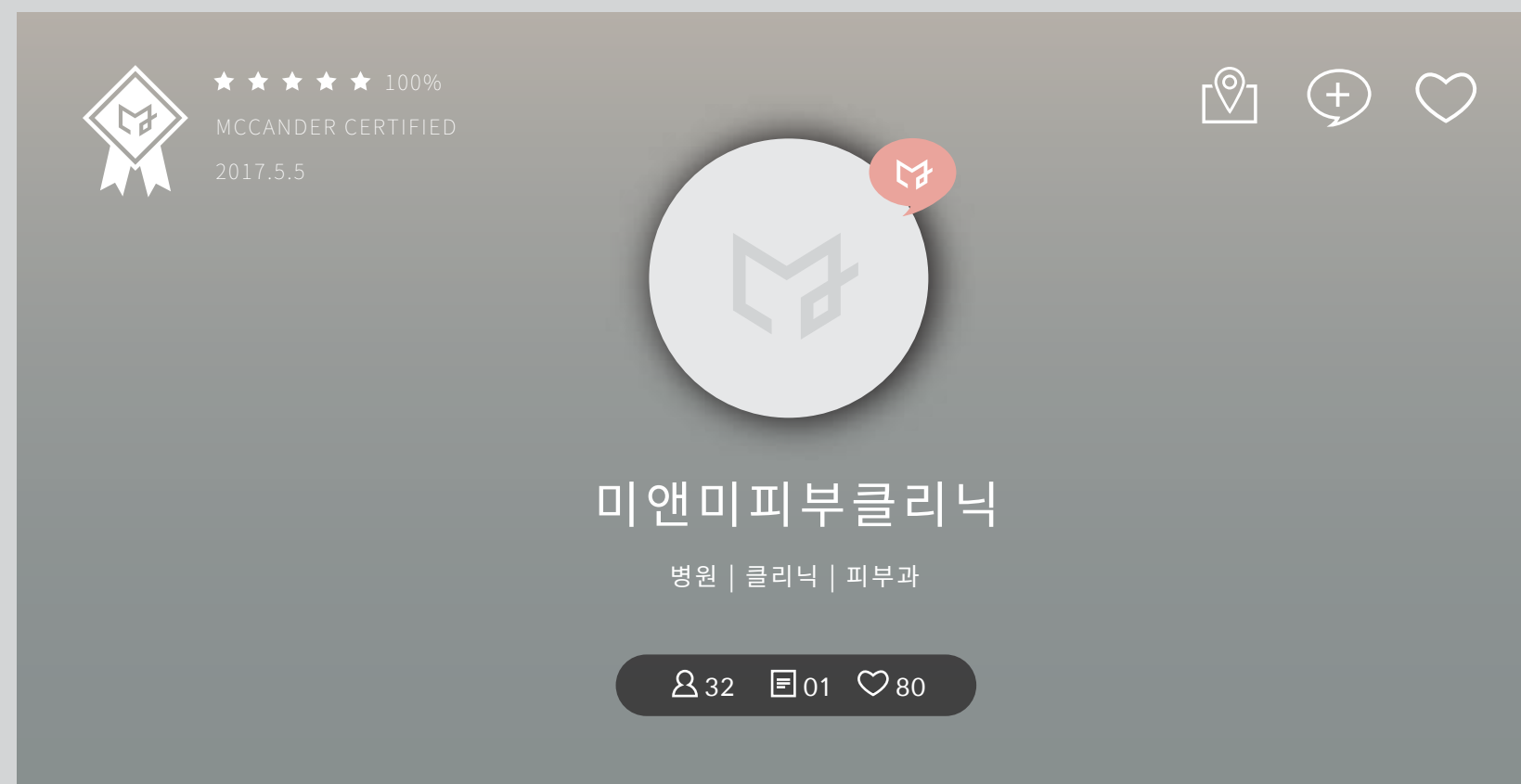
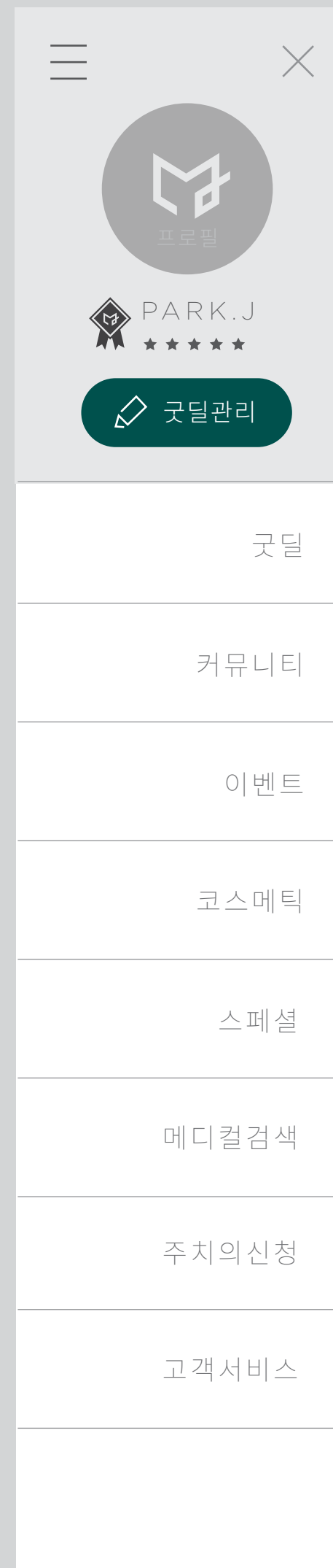
UI Element



BI Concept A .

M for Mccander

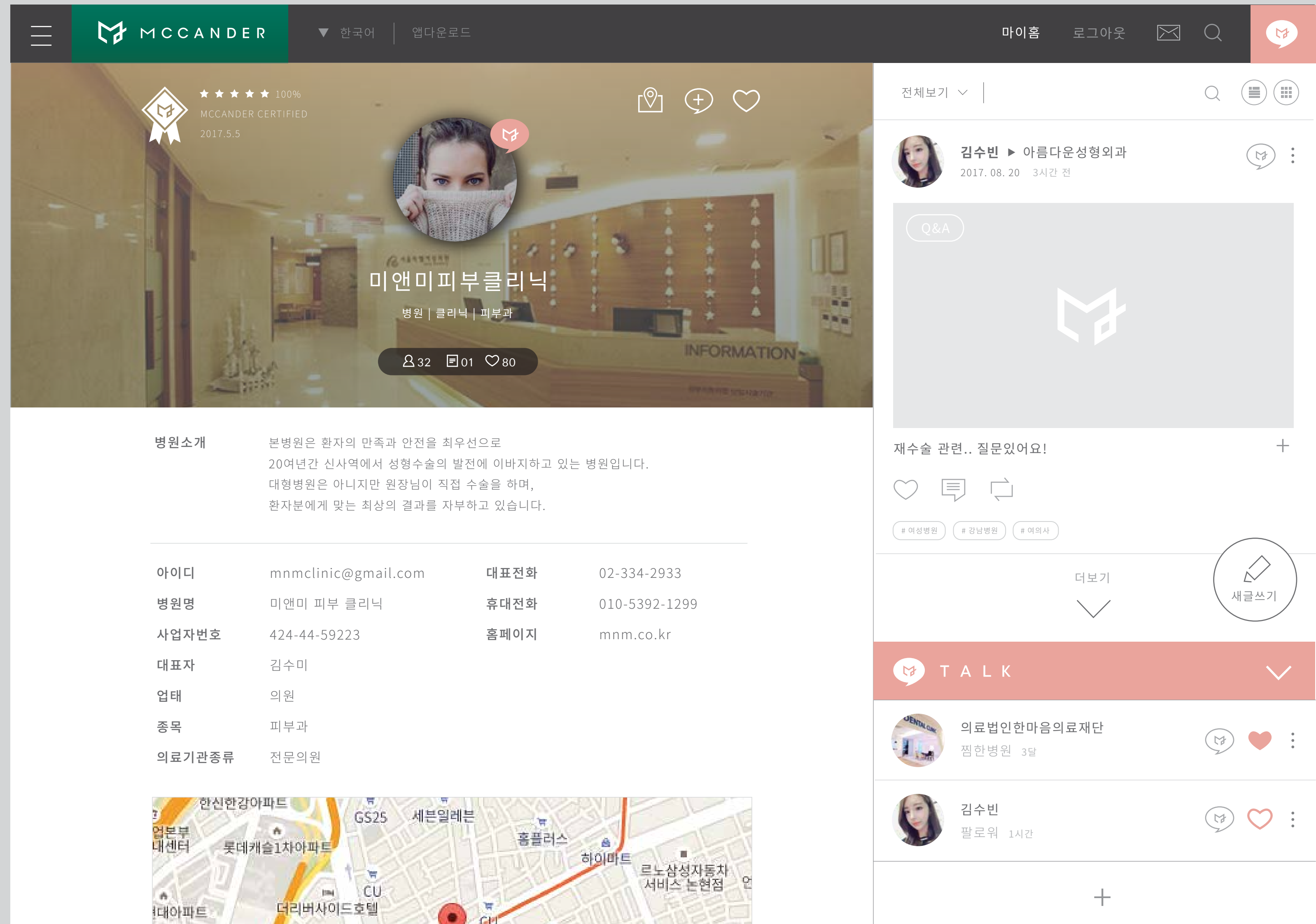
UI Element



BI Concept A .

M for Mccander

Web UI Sample



BI Concept A .

M for Mccander

Web UI Samole

프로필

PARK.J
★★★★★

굿딜관리

MCCANDER

한국어 | 앱다운로드

마이홈 로그아웃

★★★★★ 100%
MCCANDER CERTIFIED
2017.5.5

미앤미피부클리닉

병원 | 클리닉 | 피부과

32

01

80

병원소개

본병원은 환자의 만족과 안전을 최우선으로 20여년간 신사역에서 성형수술의 발전에 이바지하고 있는 병원입니다. 대형병원은 아니지만 원장님이 직접 수술을 하며, 환자분에게 맞는 최상의 결과를 자부하고 있습니다.

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업태	의원		
종목	피부과		
의료기관종류	전문의원		

전체보기

김수빈 ▶ 아름다운성형외과

2017. 08. 20 3시간 전

Q&A

재수술 관련.. 질문있어요!

#여성병원

#강남병원

#여의사

김수빈

2017. 08. 20 3시간 전

Q&A

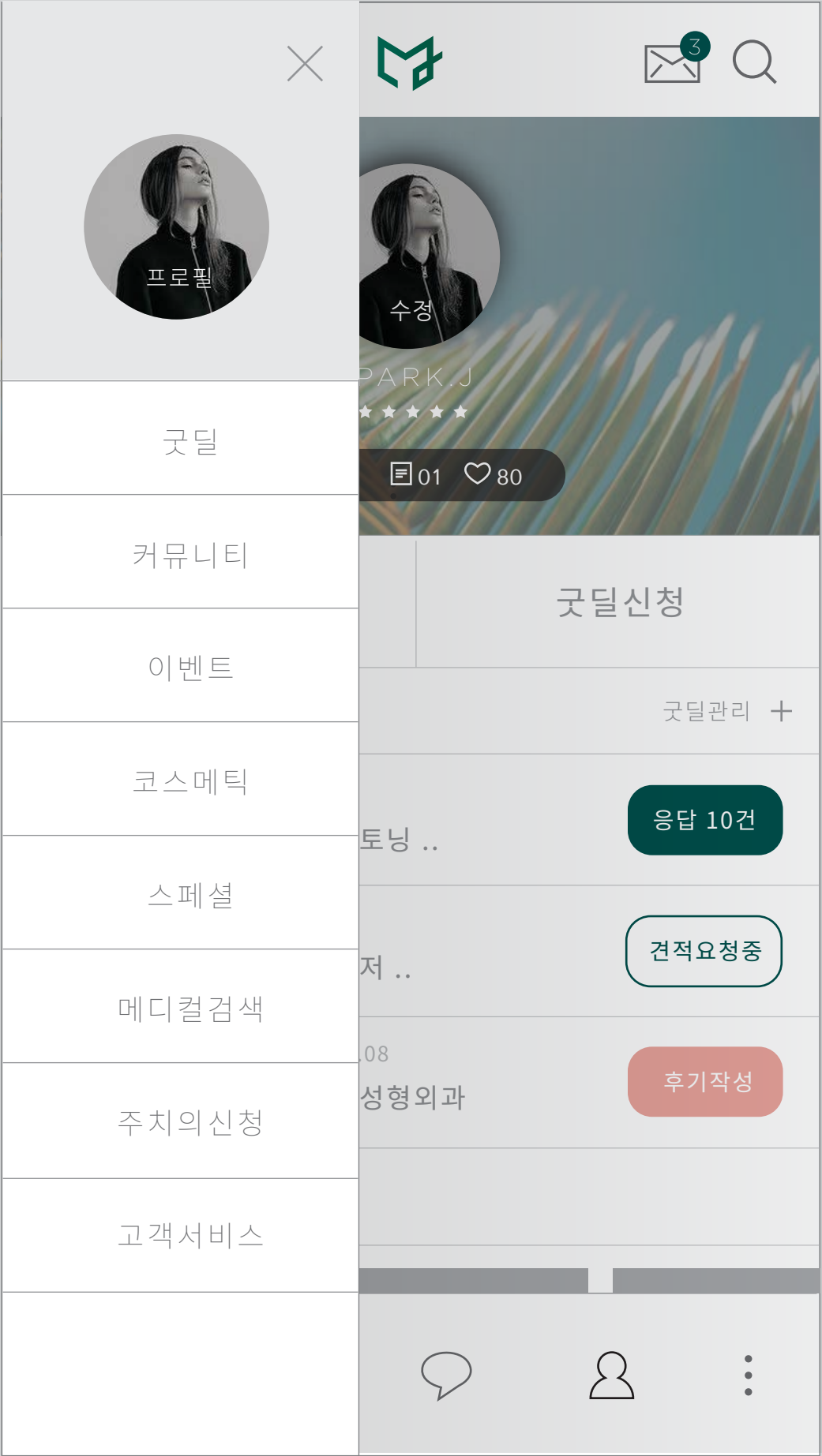
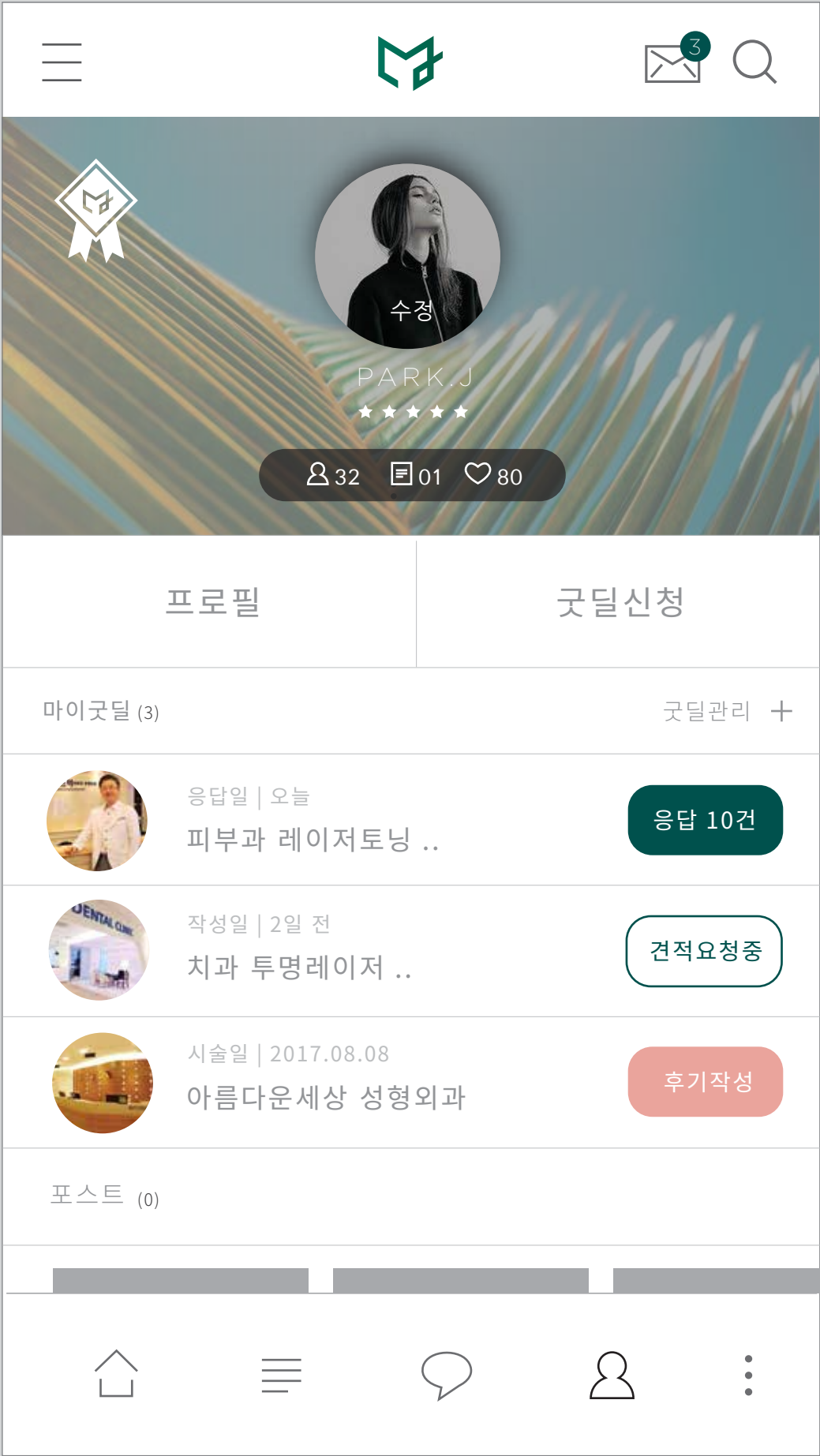
더보기

새글쓰기

BI Concept A .

M for Mccander

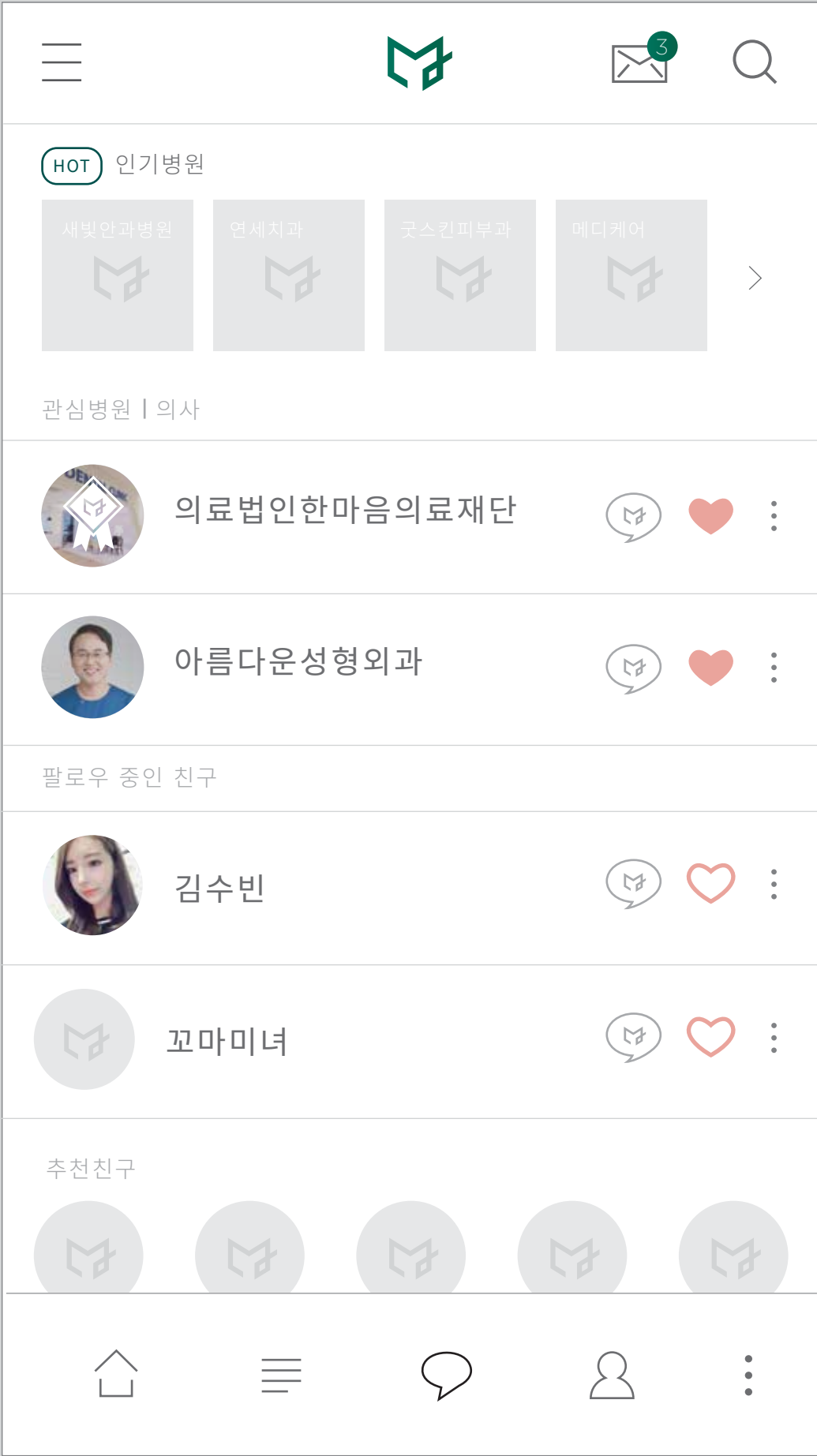
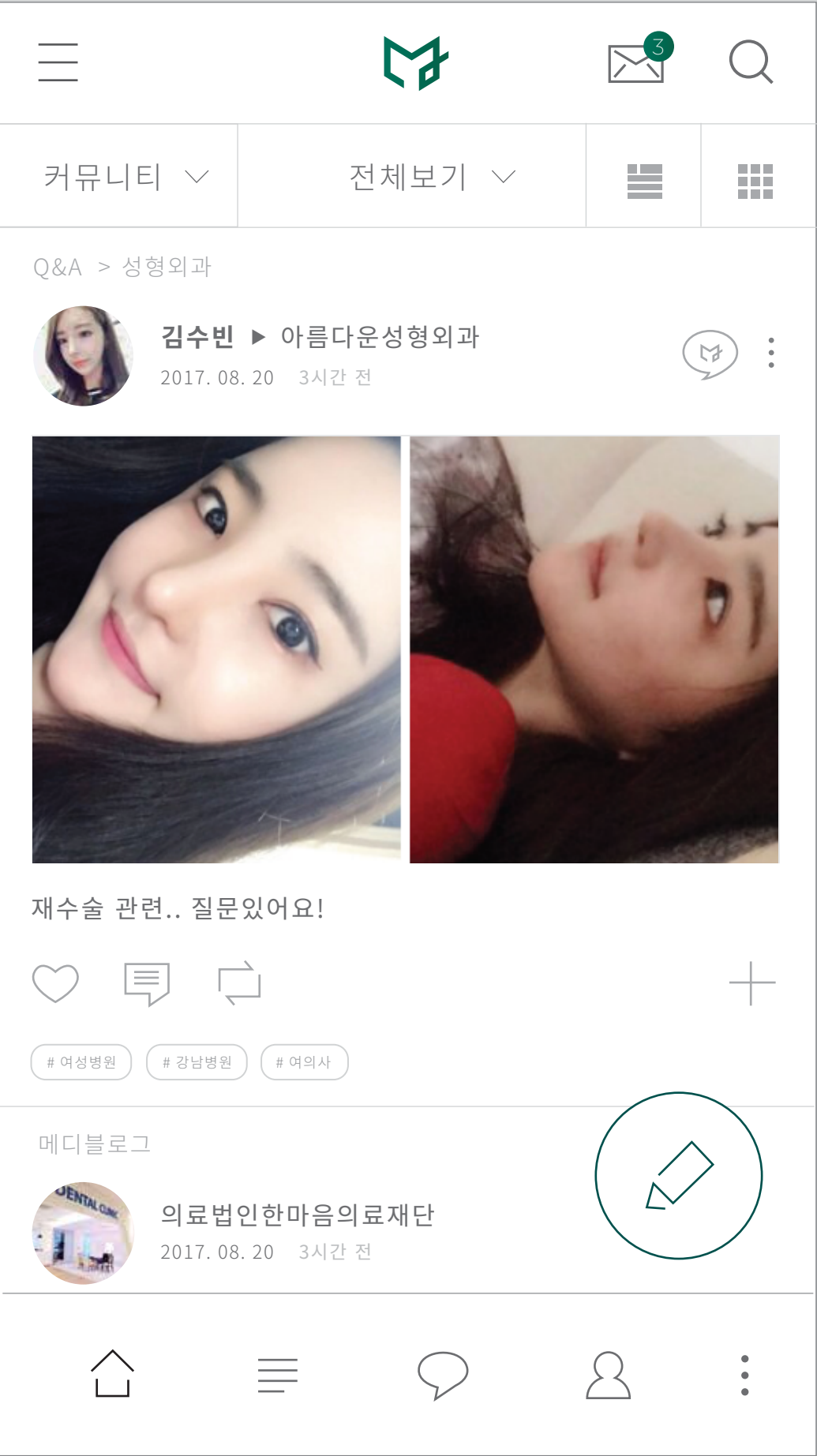
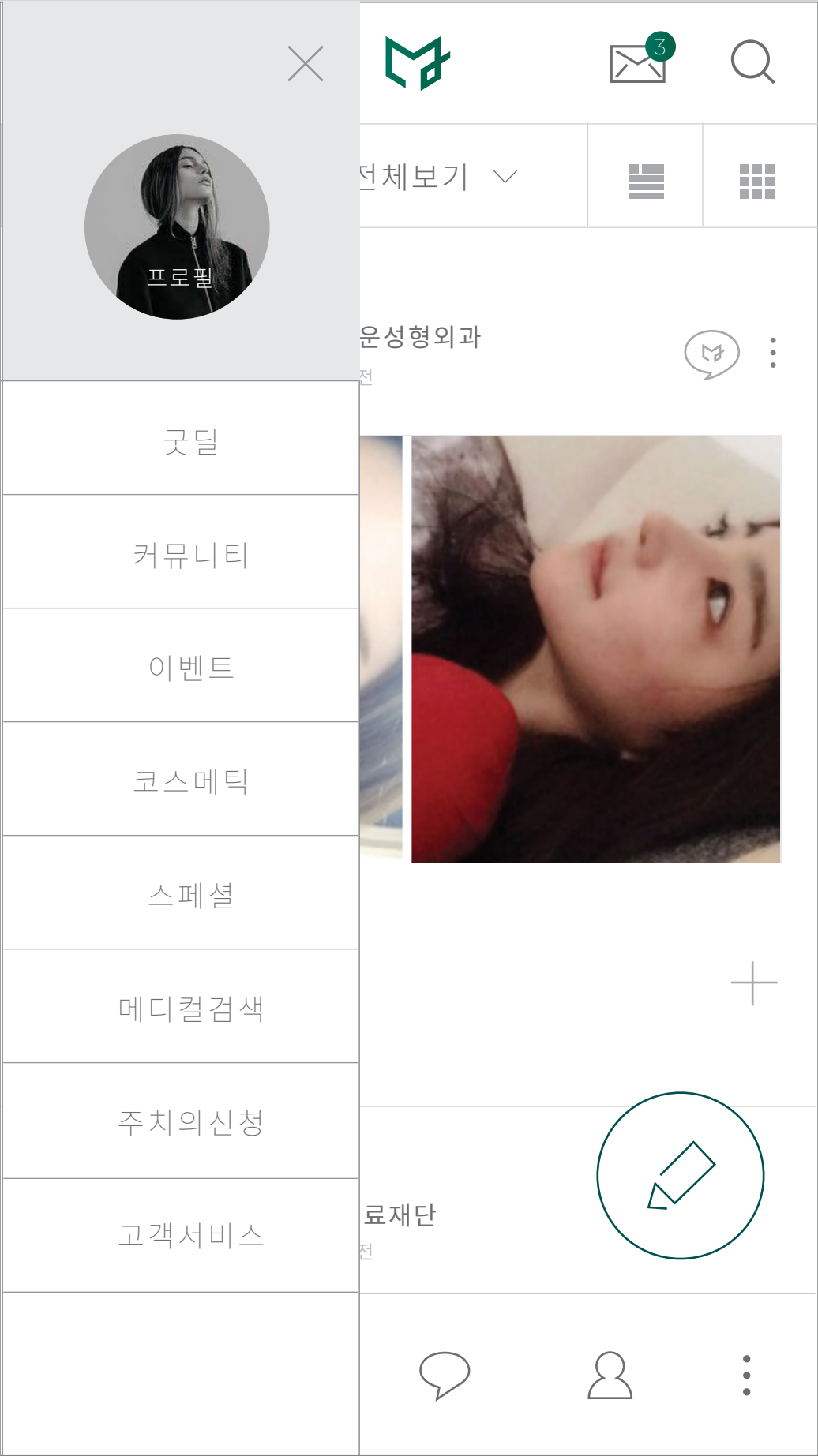
Mobile UI Sample



BI Concept A .

M for Mccander

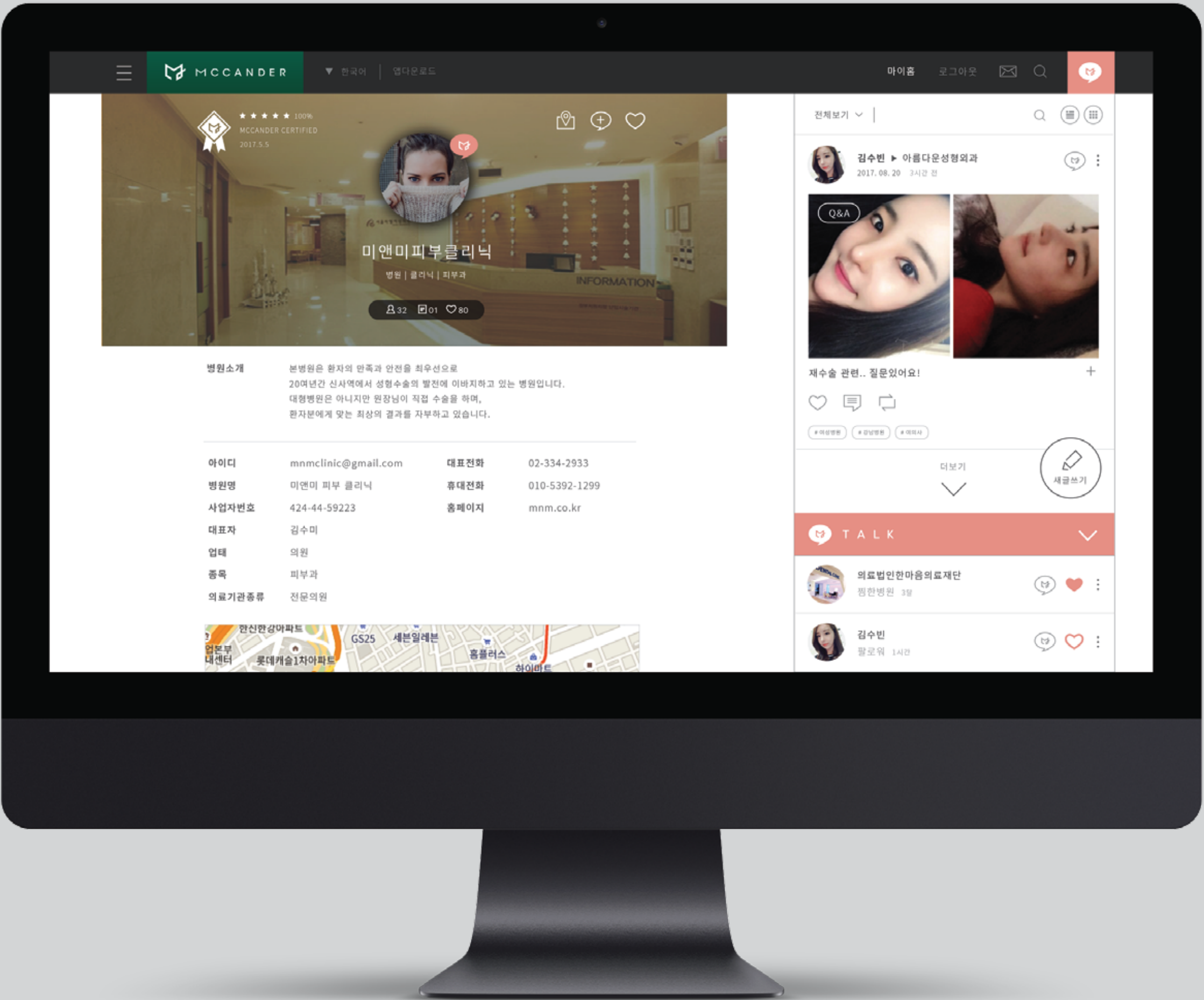
Mobile UI Sample



BI Concept A .

M for Mccander

Simulation



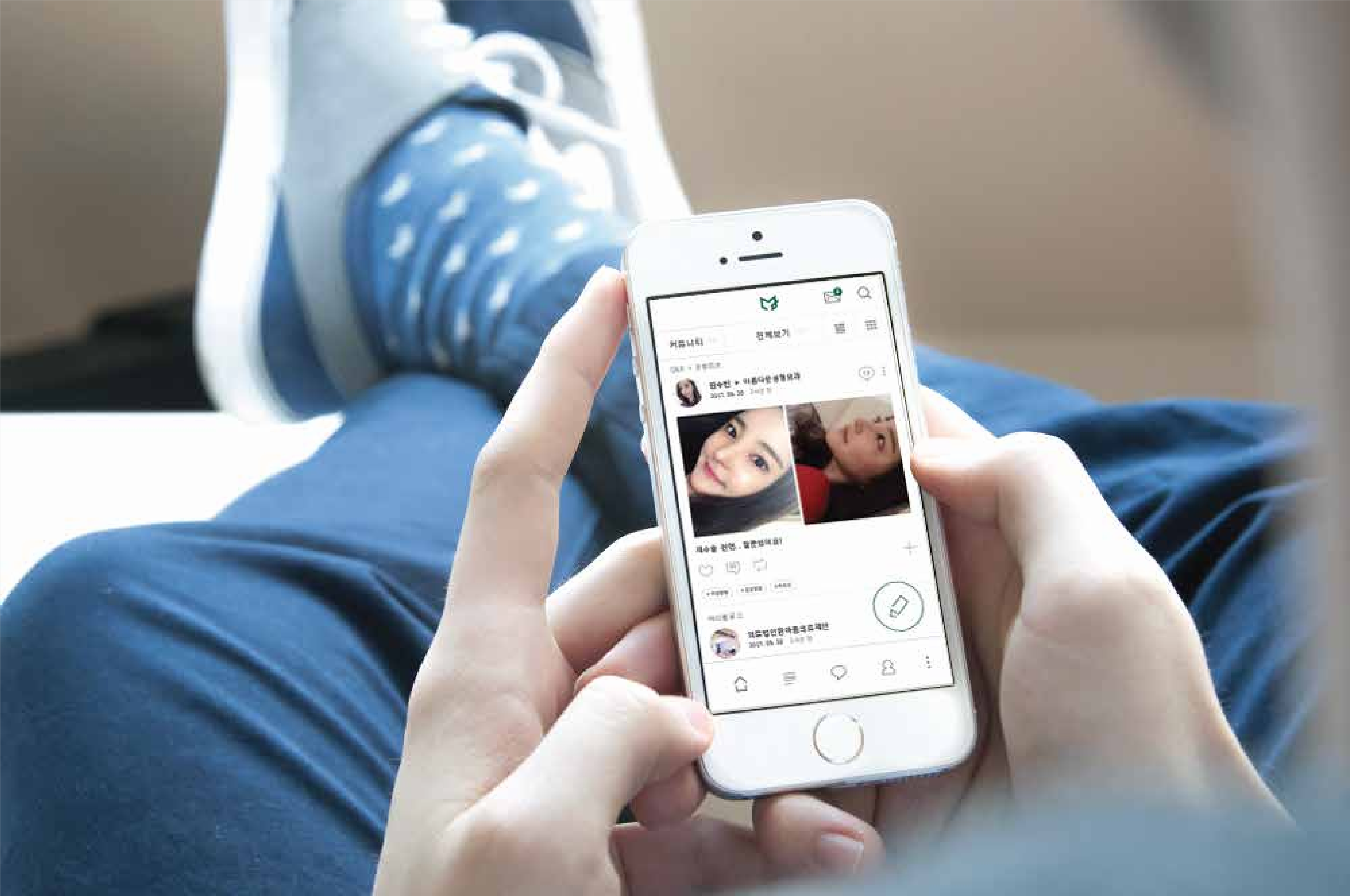
BI Concept A .
M for Mccander

Simulation



BI Concept A .
M for Mccander

Simulation



Contiune Next -

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