



SAL

ATHENS

LOGOFOLIO

by Sal Athens





Project / STkD | Katerina Stikoudi

Field / Logo Design

ST_KD

Katerina Stikoudi is the most successful pop artist in the Greek music industry. With her persistence, continuous improvement and remarkable appearance on stage, she quickly managed to establish herself in the artistic setting. Katerina Stikoudi is now one of the most controversial celebrities in show biz because the simplicity that characterizes her presence offstage is in contrast to her impressive appearance and the style that she promotes in her photo-shoots and her expensive video-clips. Her career is characterized by great changes: starting and starring in beauty competitions and modeling shows, when today she interprets, composes and produces - to a large extent - her own songs. The design of Katerina Stikoudi's brand was based on her subversive character. By removing the vowels of such a recognizable name, we wanted to challenge the reader, while creating a balanced logo with one-weight lines that compose a modern typographic style. Finally, by highlighting the abstract K, we promote the only consonant that appears in both her name and surname





Project / REC Band Field / Logo Design



Project / Vegas Band

Field / Vegas Logo Design



V E G A S

R

Project / Rania Kostaki Logo

Client / Rania Kostaki

Rania Kostaki





STAMATIS VAKRINOS

Project / Stava Logo

Client / STAVA / Stamatis Vakrinos





Project / Dj Rico

Client / Vagelis Serifis



MEGGI NDARIO



Client / Meggi Ndrio

Field / Logo Design





COLOURDAY

FESTIVAL

Project / Colourday Festival Logo Redesign Client / Skull Productions



12 - 18 ΑΠΡΙΛΙΟΥ 2012 · ΤΕΥΧΟΣ 387 · 210 Η ΦΩΝΗ ΤΗΣ ΑΘΗΝΑΣ · WWW.ATHENSVOICE.GR · FREE PRESS ΚΑΘΕ ΠΕΜΠΤΗ

ATHENS voice

Από τα Πετράλωνα στο Κουκάκι

Βόλτα στις πιο χαλαρές γειτονίες της πόλης

Ιων Pan Pan, Ελλην. Μηνύ, σελ. 22

Κοινωνία η ζουγκλα!

Το δίλημμα των εκλογών

Του Γιώργου Σικαντάρη, σελ. 14

Ο Θεόδωρος Τερζόπουλος μιλάει στην Αγγελική Μπιρμπίλη, σελ. 20 / Ο Χρήστος Χιμενίδης μιλάει στην Κατερίνα Παναγοπούλου, σελ. 16

8

twenty8

R E C O R D I N G S T U D I O

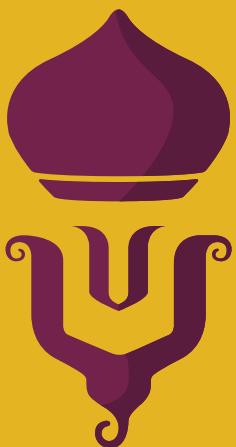


Project / Twenty8 Studio

Client / Emma Kouros

Studio Design / Roger D'Arcy





Project / Voice Genie

Client / Emma Kouros / Victoria Chalkitis



Voice Genie is the best vocal warm-up application in Greece and is inspired by two singers with experience of many years in vocal coaching. Emma Kouros and Victoria Chalkitis combine their knowledge, techniques and experience and create a series of exercises and warm-up techniques to appeal to professional and amateur singers who want to achieve and keep the maximum performance of their voice. The design of the Voice Genie application was based on its catchy naming and basically involves the professional character of both of its creators combined with a sense of play that lends the pleasurable part of learning. Our proposal is the composition of a genie icon. The letter V can be seen in the center of the icon, while there is also a Vintage condenser microphone. The colors seen in Bollywood movies were our references while choosing the color palette and the aesthetics we wanted to impart were also influenced by them. Voice Genie aims to be a friendly and appealing proposition for anyone interested in singing regardless of their level of expertise or age.



ELEVEN

Project / Eleven

Client / Vagelis Pipinis

Photography / Vicky Lafazani



As lovers of street wear, we have taken the challenge of implementing the idea of a business that could compete against the big retail stores. The name of the business came from the store's headquarters address number and around it a well-thought-out plan was conceptualized. This plan included the design of a brand, followed by an urban marketing campaign, social media marketing as well as the complete development of an e-shop.

Knowing the adversities we encounter in a small business in this sector in Greece, we have created an idea to showcase the philosophy and values of the business around clothing. We have designed a friendly and intimate brand that will not feel at all like the impersonal design profiles of retail businesses of street wear. Of great importance to the success of this brand and to the expansion of the company itself were the ideas of customized products, with one of the most notable: a bag with illustrations which were designed entirely with traditional methods (pens, rapidographs etc).

Project / Inbox Boutique

Location / Athens



Project / New Cult Brands

Location / Athens



j

IDOL



2021 - 22



2022 - 23



2023 - 24

Awarded by The food and leisure guide

Project / Idol Restaurant

Client / Loukas Katris

Photography / Kapetanakis Studios

Location / Santorini

Idol is considered to be one of the finest restaurants in Greece and is a point of reference in the cosmopolitan life of the island of Santorini. Contemporary awards and world renowned critiques make it one of the most important destinations in the Caldera area, in Fira. For many years Idol's terrace hosts the world's most prominent celebrities who enjoy the beautiful sunset view and the unique creations of the finest Greek chefs.

As the brand's new tag line "Comfort Food & Luxury Experience" suggests, Idol is an alloy of senses combining gourmet wine tasting, rare wine titles and the beautiful view of the Aegean Sea.

Idol's new logo was based on minimal design. By combining lines of different weights, We wanted to attribute the elegant and luxurious element of the business and create a memorable symbol. The use of curves is a reference to the region's architecture and folklore culture. The logo is a form created by combining in a unique way all the characters of the name, with "i" being the most dominant one. For the typographic part, we developed the name of the business with simple characters, in order to complete and highlight the brand, without drawing the attention away from the symbol.



Project / Mare E Monti

Location / Ticino



M A R E
E
M O N T I



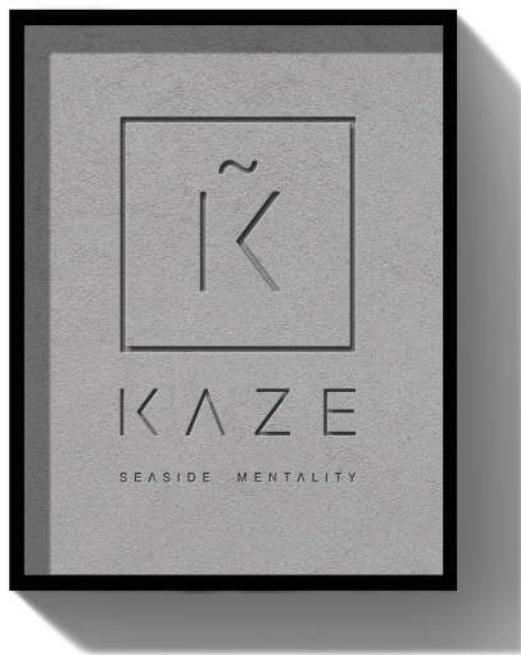
Project / Druidi

Location / Corinth

NEDRA



Project / Nedra Location / Athens



Project / Kaze

Interior Design / Dezone

Photography / Takis Nikolopoulos

ſ

Project / Fill In Cafe

^KAZE

SEASIDE MENTALITY

Project / Kaze Seaside Mentality



Project / Fnk Mnk Cafe



Project / Flamme Rouge Cycle Bar

Agora

Project / Agora Espresso Bar

Gimlet

Project / Gimlet Cafe Restaurant



SEEK n' SKILL

Project / Seek n' Skill Location / Athens

Project / Safety Advisory
Location / New York





Project / Aeroclean

Location / Athens

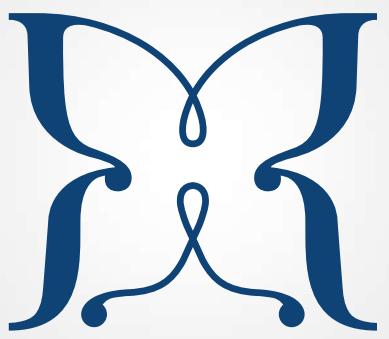


Project / Danais

Location / Athens

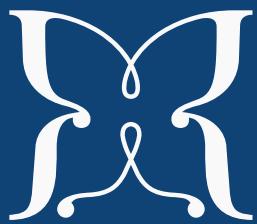


Project / QMS Maritime Training Center Logo Design **Client /** QMS

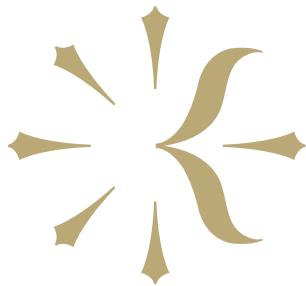


Project / Marryposa

Location / Santorini







KRITSIMIS

JEWELLERY

Project / Alveare Location / Athens





APANEMA

PREMIUM SEA SERVICES

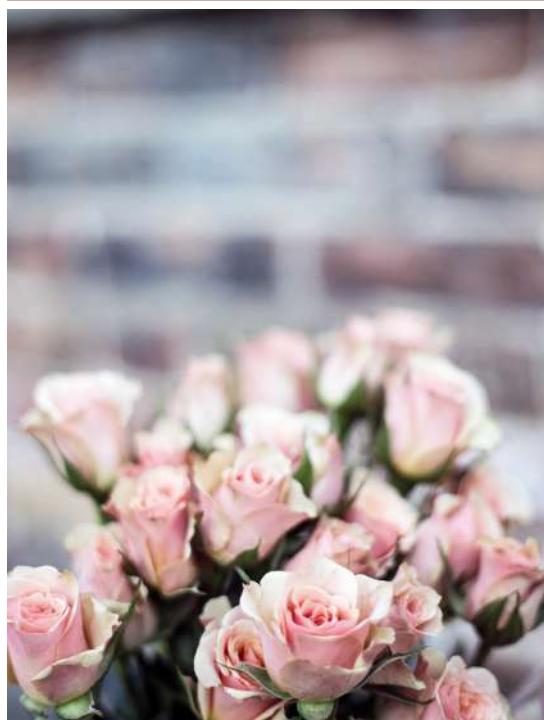


Project / Flowery

Location / Santorini

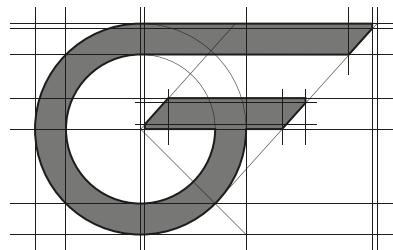
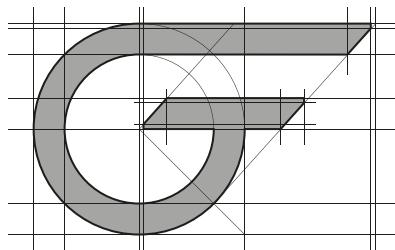
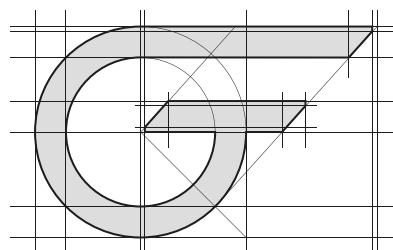
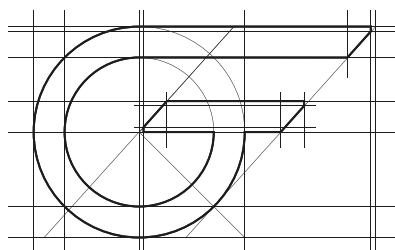
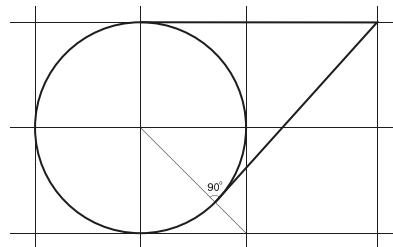
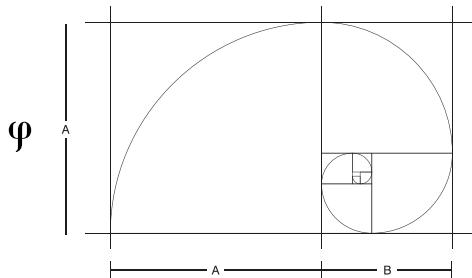
Flowery is located on the beautiful and cosmopolitan island of Santorini, in Greece. Its main service is the flower-making and is specializing in the decoration of wedding ceremonies. Flowery has distinguished itself in the cosmic events of the island due to the high aesthetics and unique ideas it offers to the high-end clientele of the region, domestic or foreign.

Flowery's design was inspired by the aesthetics of French Floweries. We wanted to create a symbol that exudes elegance and luxury. We designed a synthesis of flowers that were digitized and then replaced the spine of the English capital letter F. For the name of the company we used the same font family, as we did for the symbol, to create a consistency. Colors were based on earthly pale tones that highlight nature, spring and summer (when most wedding ceremonies are taking place).



FLOWERY
SANTORINI

Golden Ratio 1 X 1.61803398875





GOLDFORCE[®]

DNA ATHLETIC TEST



Racanelli & Orioli

Premium Real Estate Services

Project / Racanelli & Orioli

Location / New York



Racanelli & Orioli
Premium Real Estate Services

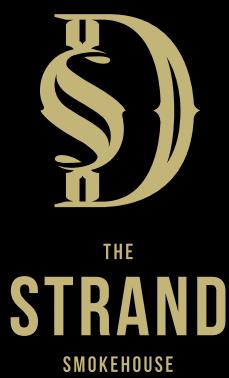


Premium Real Estate Services





Project / The Strand **Location / New York**





Hold it

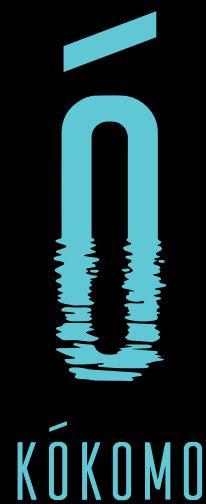
Project / Hold it

Location / Athens



Project / Kokomo

Location / Aegina





STUDIO

26

art space

Project / Studio 265

Location / Paros



Project / Cava Brouzos



Project / Elissavet Sidiropoulou



Project / Arma Fashion



Project / New Outlet



Project / TechClima



Project / Stava

Project / Château Florentina

Location / Sofia



Château **Florentina**





MONKEYS

MIKROLIMANO



Project / 3 Monkeys
Location / Piraeus

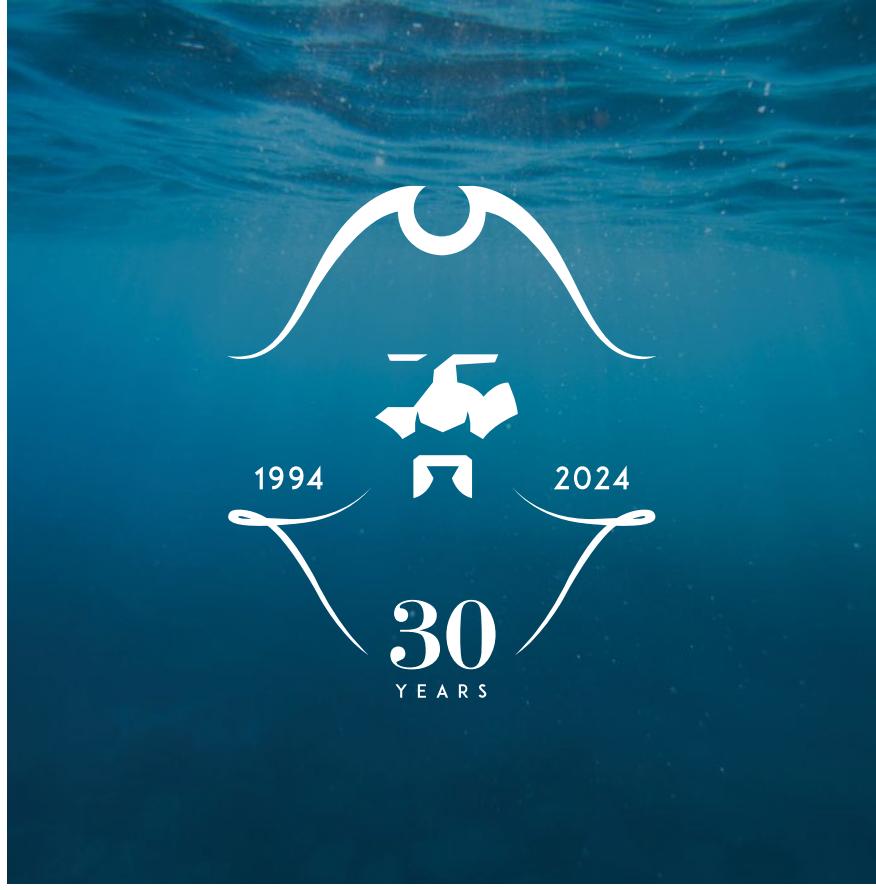


KOURSAROS
BEACH CLUB

PAPAGALOS
SEASIDE

Project / Koursaros

Location / Diakopto



Project / Papagalos

Location / Diakopto





PANTHEON

Project / Pantheon

Location / Athens





Project / Prodromidis

Project Objective / Bakery



Project / Vyzantio

Project Objective / Restaurant





CASIA

Project / Casia

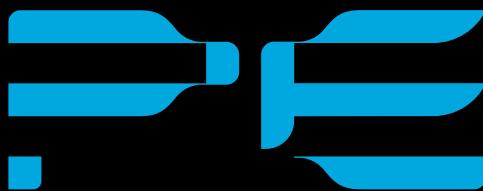
Location / Sofia





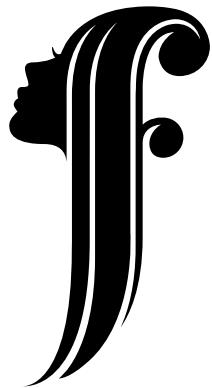
more than
real estate

Project / Speak **Location / Athens**



POWER OF ENERGY

Project / Power of Energy **Location / Athens**



FLEUR^{abel}

BY KONSTANTINOS FARMAKIS

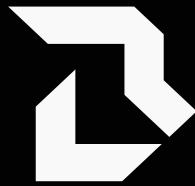




Project / Floor Zero



Project / Desire Clothing



Project / Bekas And Associates



Project / Ellie Black



Project / Em.ma



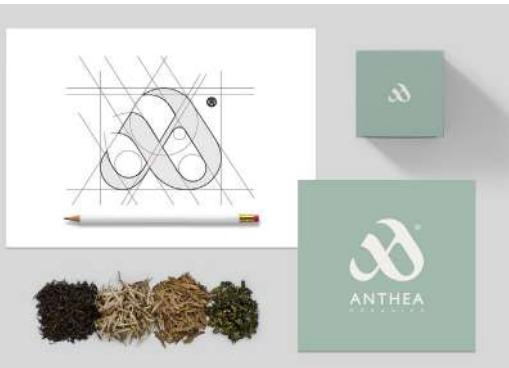
Project / Uppealliant



ANTHEA
ORGANICS

Anthea Organics' enchanting Organic Tea compositions travel and function as exportable products in many European countries. The exceptional varieties and impressive blends of Anthea Organics have been our main influence during our design study. The magical smells and earthy colors of the products guided us to create a sign that would be an embodiment of a well-balanced design, the memorable and imposing character of a successful herbal combination, while combining the simplicity and delicate curves that can be found in nature. Within the Anthea Organics brand, the principles of elegance and quality are harmonized, keeping the earthy element of nature intact.

At the first glance of the logo, a curved capital "A" is noticeable, while, as the consumer looks closely, the Greek letter "θ" reminds them of the origin of the product. The typographic study was based on simple design principles, because we wanted to draw the attention to the symbol, in order to use it in various applications as an independent unit without losing its link to the brand.



Detox Blend



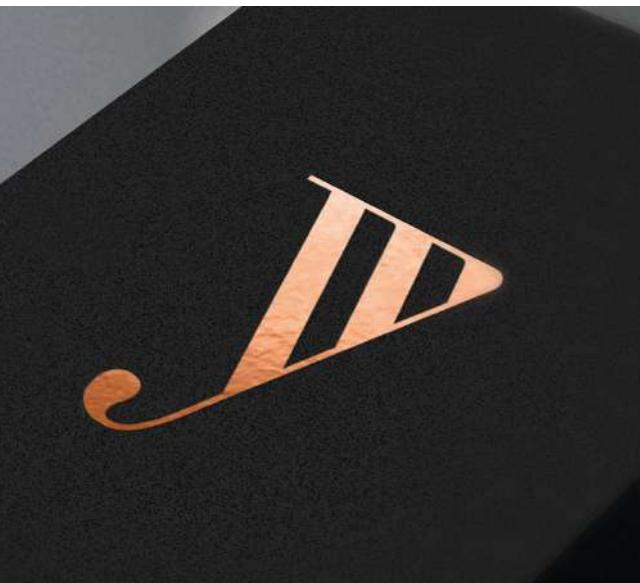
Project / Anthea Organics

Location / Thessaloniki

Photography / Art Di Tre Studio



y mirror you



Project / Mirror You

Client / Promopark

The trend of mirror photo booths could not leave Promopark - a leading company in event planning - uninterested. With one of the most stylish and modern products in the category of mirror photo booths and with an excellent customization team, they have built a premium and interactive product. By addressing a high-end audience with supreme targeting, the corporate events of Mirror You are at the top of mirror photo booth products and participating in the major events of the largest Greek companies.



Project / Exinta Tessera **Project Objective /** Athens Nail Bar

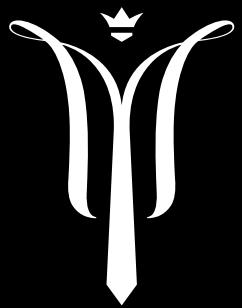
Project / Beauty Accessories
Location / Sofia





Minister is a business cafe – restaurant located on Poseidonos Avenue and its interiors are based on classic lines and aesthetics. It is famous for its impeccable service, excellent ambience and great choice of recipes and beverages. The approach of this venture has prompted us to design a brand and corporate identity that can be appropriate for both the business cycle of shipping companies based in the region and the local consumer looking for quality in venue and coffee.

We have sought to invest in the values the business's name promotes that come in complete harmony with the interior design and ultimately highlight the essence of quality and premium elements, resulting in a remarkable brand that is proportionate to its own space and services. A calligraphic M ends up in the midst of a tie, pointing to the business side of the venue, and the decorative element at the top of the mark suggests prestige and luxury without losing the timeless character of minimal design.



MINISTER

COFFEE & CUISINE



Project / Minister

Location / Athens

Project / Daskalakis & Associates

Location / Athens

DASKALAKIS & ASSOCIATES



&





Project / Triangle

Interior Design / Dezone

Project / Wonder Group

Location / Boston

Project / Lampropoulos & Accociates

Location / Athens

Project / OMG

Location / New York



OH MY GOODNESS

YOUTH WELLNESS CENTER

Project / OMG Events

Location / New York



OH MY GOODNESS EVENTS



PETER PAN INTERNATIONAL SCHOOL

Project / Peter Pan Location / Athens



Project / OMG Location / New York



Alveāre

Project / Alveare Location / Athens

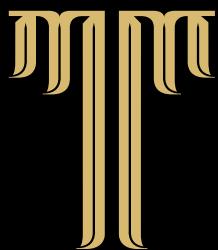




Project / Beju



Project / Jomo



TONI MAVRIDIS
MUSIC

Project / Toni Mavridis



F L A M E
ELEGANTLY FIRE

Project / Flame Elegantly Fire





BARRIQUE
PORT

Project / Aristotle
Location / Piraeus

Project / Barrique Port
Client / Piraeus

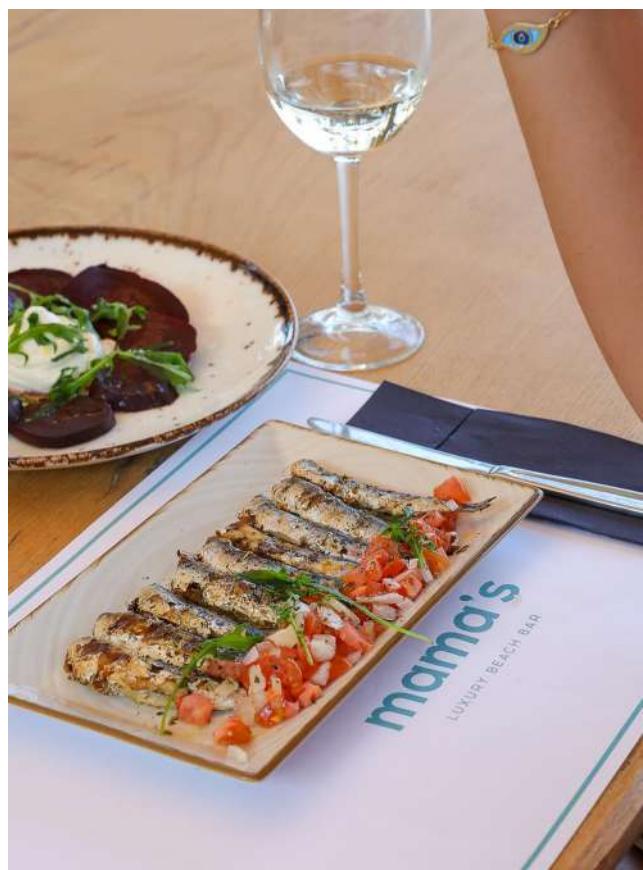


La Floridita



Project / La Floridita

Location / Sofia



Project / Mama's Luxury Beach Bar

Location / Corinth

FILL *in*

“Type is a beautiful group of letters, not a group of beautiful letters.”

- Robert Bringhurst -

FLOOR ZERO

Project / Floor Zero

FLEUR *abel*
BY KONSTANTINOS FARMAKIS

Project / Fleur Abel

BLESSEDINGS

Project / Blessings



NATALIA PIERCE

Project / Natalia Pierce

Location / Detroit



Project / Nedelya

Location / Athens

GENOMED



Project / Genomed

Location / Athens



LIFENEST

PREMIUM SUPPLEMENTS

Project / Lifenest

Client / Genomed

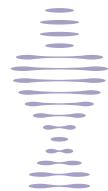


K E Y O N U S

W E I G H T M A N A G E M E N T



Project / EauVoir | DNA Test



Project / Prenique | DNA Test



Project / GoldForce | DNA Test



Photography / Constantinos Anagnostou



Project / Constantinos Anagnostou



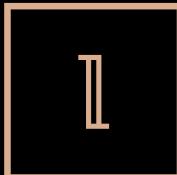
Project / Imagine Studio



Project / Alkis Moraitis



Project / Amazing Moments



Project / Thanos Lainas



Project / Philipp Partsalis



YEFSY

Project / Yefsy

Location / Toronto



OPULENT
Greece

Project / Opulent Greece

Location / Athens

E

Project / Elixirion Location / Athens

H

Project / Flexible Location / Sadanski

e

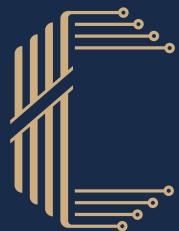
Project / Petrino Location / Piraeus

A

Project / Ethra Location / Syros

Project / Clever Light

Location / London



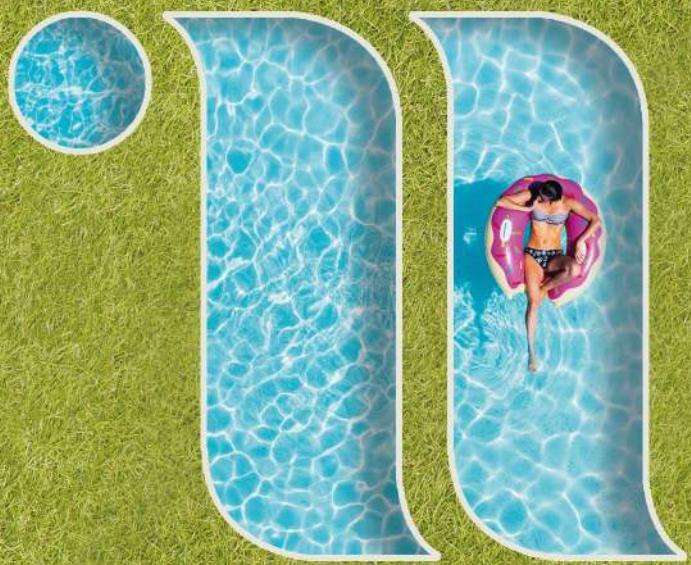
CLEVER LIGHT

INSTALLATION SERVICES

Project / Ntakovanos Pools

Location / Corinth







Montmartre
BRILLIANT BODY LOTION

Хидратираща
сироватка за тяло
от екстракт
на лайка и
същински
олеи.
Без парабени.

200 ml

Paraben free

Ingredients

Aqua, Mineral oil, Squalane, Paraffinum liquidum, Ethylhexylglycerin, PVP, Ceteareth-20, Glycerin, Phenoxyethanol.

Montmartre
SHOWER GEL

Антиоксидантен
допълнител за
Монтмартье
Крем за тяло
и крем за
лицо със
същински
олеи.

200 ml

Paraben free

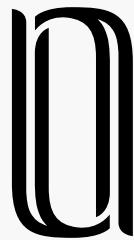
Montmartre

Project / Montmmartre



ANDREI VOLIOTI
the boutique

Project / Andrei Volioti



nedelya
residence

Project / Nedelya Residence





arelia
GREEK VIRGIN OLIVE OIL

Project / Arelia
Client / Kefalonia



Project / Mattarello
Client / Athens

Project / Roubeidis
Client / Athens

Project / Fokidis
Client / Athens

Project / Chateau Florentina

Location / Sofia



nutrinity
labs

Project / Theros Travel

Location / Sofia



THEROS
TRAVEL



Project / Astoria Square

Field / Interior Design

Photography / Alkis Moraitis





Project / Heartbeat

Location / Athens

heartbeat

Heartbeat training studio is a pioneering fitness center in the heart of Palaio Faliro, a suburban area of Athens. The specialized professionals and the latest technology in Heartbeat provide a unique and complete training experience that can be supported by scientific nutritional supervision for a healthy everyday life. The services offered by this training studio are: personal training, high intensity group classes (cross training, spartans, challenge, trx functional, speed up, tabata, work it low, work it up & abs xpress 30'), nutrition support.

The brand was designed in a way that has linked the most important part of the human body, the heart, with the initials H and B. We wanted to create a design that would attract people who are interested in one's well-being and health.

The Heartbeat training studio's interior design was based on the brand's color palette and the minimal character of its corporate identity. We created a space that is functional with motivational quotes to inspire the visitors.

**DREAMS
DON'T
WORK
UNLESS
YOU DO**



888:800000

Project / The Runner

Location / Athens

Project / D&VOptics

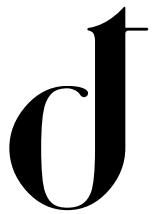
Location / Athens



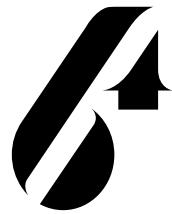
43¹¹

Project / 4311 Client / Konstantinos Papadopoulos

43enteka
B E A U T Y H O U S E



Project / The Dot Tattoo Studio



Project / Exinta Tessera Athens Nail Bar



Project / Open Closet



Project / Riverside Studio



Project / Naya



Project / Söt Dag Cafe



Project / Montmartre Parfumerie

Photography / Alkis Moraitis

Montmartre is a small perfume shop located in the suburbs of Athens. The owner's vision was clear: to create a small space with classic and traditional elements that will offer high-level products to its clients.

Our influences led us to another suburb. In Paris, 19th century, where famous cabarets, refined coffee and accordion melodies make up a unique atmosphere. In narrow alleys intellectuals were standing up for new ideas and painters with their easels painting at every square. That's what we imagined, planned, and finally made sure that the idea of Montmartre would take the right form.

We recognized from the very beginning the need to create a bigger idea that would represent the brand, the business and finally the superior products of Montmartre. The emphasis on every detail, from the flags to the interior decoration and packaging, has made Montmartre one of the most distinctive perfume shops of the city.

WHC

Project / Manos Haute Coiffure

Location / Athens

Manos Haute Coiffure is located in Old Faliron, a beautiful coastal area of Attica. Manos Haute Coiffure is considered to be one of the most famous hair salons in Athens. It is of no surprise that a lot of prominent Athenians, including well-known athletes, influential people in the show biz, artists etc constitute the clientele of Manos Haute Coiffure. Dedicated to the development of his business, Mr. Manos Kopsachilis always pays attention to detail and by transforming the space of the hair salon into an elegant and cozy place, set as focal point the revitalization of the most demanding customer.





Kaffeine

Santorini

Project / Kaffeine
Location / Santorini

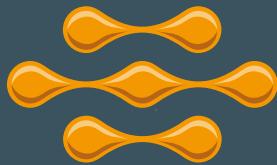


grotesque
— *the bar* —

Project / Grotesque
Location / Athens



Project / Elixirion **Location / Athens**



Project / Flexible **Location / Sadanski**



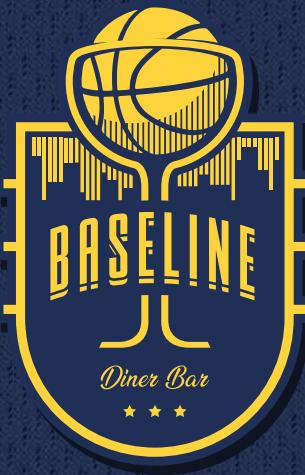
Project / Petrino **Location / Piraeus**



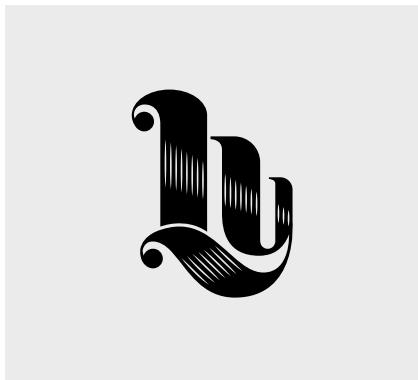
Project / Ecocult **Location / Athens**



Project / Always Best Location / Kos



Project / Baseline Location / Piraeus



[Project / StoreMag](#) [Project / MyTracket](#)

[Project / Natalia Kobilkina](#) [Project / Womade](#)

[Project / Lyna Y](#) [Project / Katia Lubomirova](#)



• THE STREET FOOD EXPERT •



Project / Hexa



Project / Sportech



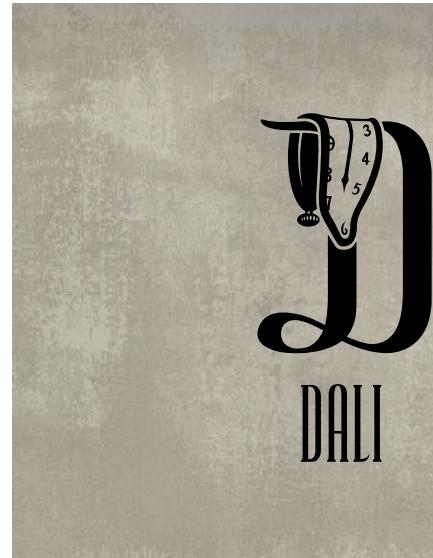
Project / Graydes



Project / Casa Elegante



Project / Divine
Location / Athens



Project / Dali Location / Piraeus

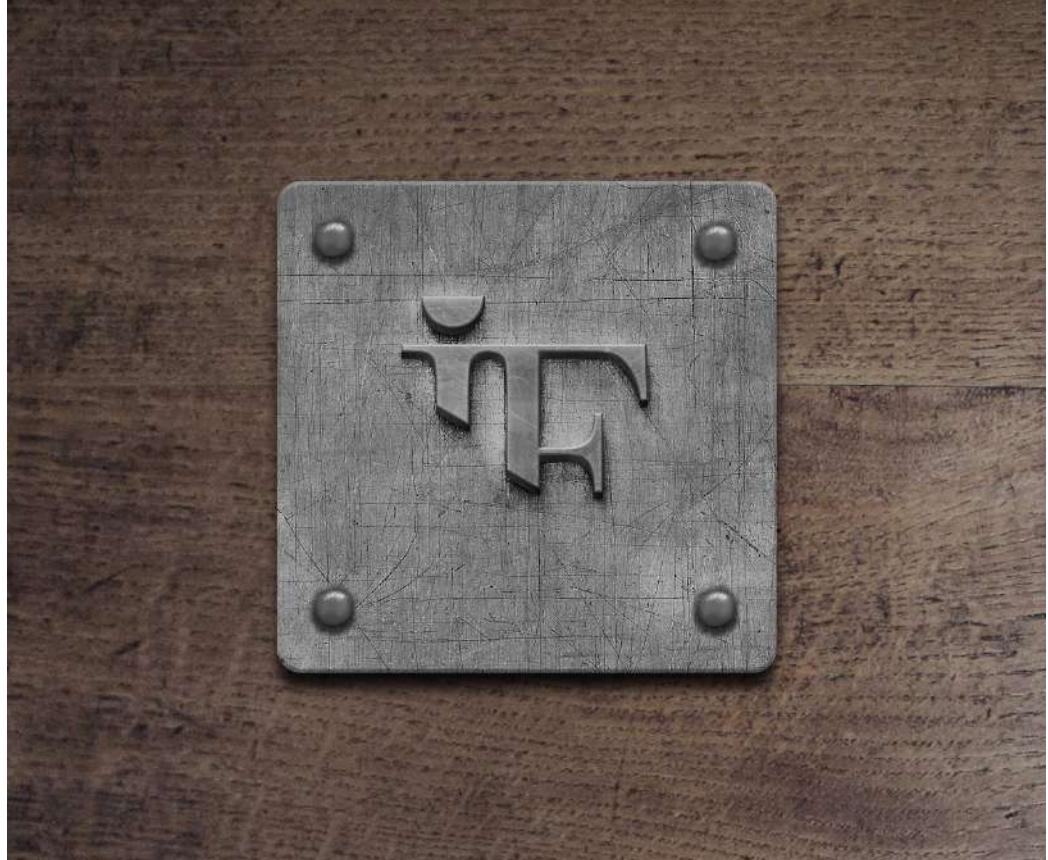


URBAN DESIGN GROUP

Project / Urban Design Group Location / Athens

BORN^{IN}₃₁₃ DETROIT

Project / Born in detroit Location / Detroit



Project / If Hellas **Project Objective /** Industrial Furniture



Project / Symbold **Project Objective /** Digital Printing



Project / Nedra **Location /** Athens



Project / Greek Brothers **Location /** Sofia



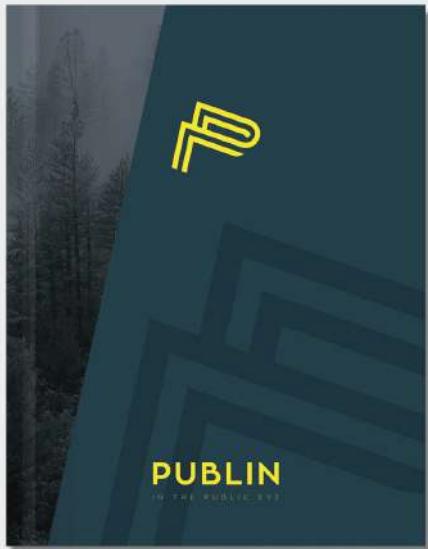
Project / Publin **Location /** Athens



Project / Kerveros **Location /** Piraeus



ANCOM



Project / Ancom

Location / Sofia

Project / Publin

Location / Athens

Publin is the only public relations firm specializing in writers and publications in Greece. Recognizing the opportunity created in the publishing sector in Greece regarding the promotion of a book, an idea of creating a specialized publishing and marketing organization originated. Publin

employs Copywriters, Public Relations Managers, Marketers, Designers, Videographers and Event Managers in order to promote each project to the target audience in the best way.

We were responsible of both naming the company and designing its new brand identity. Publin as a corporate name is composed of the words "Publish" and "in", to highlight the devotion and professionalism that describes the company's philosophy. The logo design as its main element has the first letter of the company's name, P, which was inclined in a way that resembles a hardbound book. Publin's tagline "in the public eye", describes the firm's purpose in a unique way.



Project / Winblues

Location / Corinth

Project / Gea

Client / Genomed



