

positioning

we design brands
that resonate with
your values and
needs.

Brand Strategy / Identity / Naming / Logo / Illustration /
Iconography / Web Design / UX/UI

glaubst t, wie Wissen t!



Aufgeklärt

- * Aufgeklärt is a bilingual radio program that informs listeners in Turkish and German on important consumer protection rights. We developed a clean yet bold visual identity by focusing on the diverse range of topics that find place in Aufgeklärt's weekly program and used its iconic speech bubble to outline those topics within the program's frame. We also created a powerful and personal social media strategy by putting the program's voice, Songül Barış, in the focus and behind our lens.

WHAT WE DID

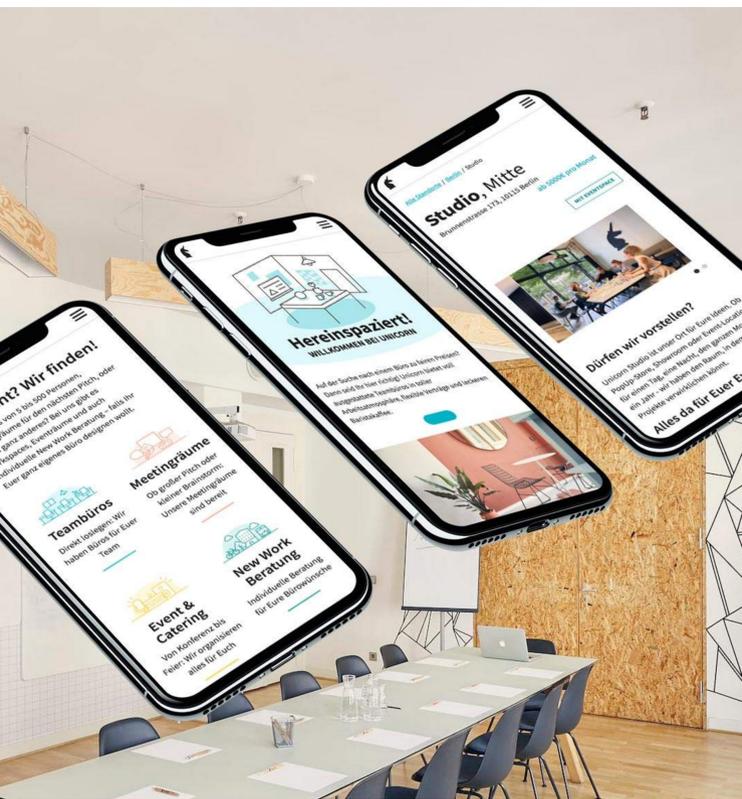
Social Media: Strategy, Concept, and Planning
Content: Copywriting and Graphic Design
Visual Identity: Graphic Design and Merchandising
Photography: Art Direction, Portraits, and Editorial

Studio Nima

- * We developed the new brand identity for Studio Nima – a bureau that connects social, impact-driven business ideas and projects with companies, organisations, and academic partners. The new graphic system we created is inspired by the concept of a puzzle: Breaking down the complexity of social challenges into singular pieces makes effective solutions possible. For the logo and the overall visual identity, we chose variations of blue and red, expressing commitment and confidence for positive change.

WHAT WE DID

Visual Identity: Logo and Graphic Design



Unicorn Workspaces

- * Berlin's biggest sustainable office provider "Unicorn Workspaces" needed a rebranding and new website. Through workshops and intense research together with their team, we developed the mission, vision, and values of the brand. On that basis we defined brand guidelines and incorporated them into their new website – using a mobile-first approach. In addition to the concept and the UX/UI of the bilingual website, we also created a copy in German and English for them.

WHAT WE DID

Brand Identity: Overall Concept, Guidelines
Website: Concept, UX, UI
Content: Copywriting

Stay in the friendzone

say hi!

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