

Category: **Wayfinding**

Project: **LIV**

What was the challenge?

Our clients are two doctors, that are experts in general medicine and plastic surgery. The main challenge has been to create a suitable corporate design for them. We've wanted it to be charming and less serious, but still with a very professional and trustworthy appearance.

What was the solution?

The combination of a clean basic font (Akkurat), a pleasing display typeface (Antonia), warm grayish colours and a very simple outline illustration style creates an atmosphere of well being and professionalism. This overall style tells the story of our clients business without being overloaded and stressful. It gives clear hints and has calm layers, that form an enjoyable working environment.

What was the effect?

The surgery is now well known in Dornbirn and beyond. It's special look and symbiosis of handcraft and graphic design is very different to most of the other doctor's corporate designs

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