

COMPANY IDENTITY

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PTE MK

Graphic design, 3. year

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I made identity for Flagstones company. That is a trade business. Natural stones are imported and exported by the company. My aim was to express this activity in the logo. I used two arrows those show two contrary way and I took this form to the place of the „n” letter.

The contrary arrows are good to make pattern. That pattern appears on the different image elements. I would like to represent a modern, elegant, simplified line with this logo and that looks good with a decorative pattern.

Furthermore I made a small image, a catalog and a website. The advantage of fluid layout is when you change the size of the opened Internet window the fluid layout organize everything again. That is important nowadays when everybody use the Internet on mobil phone. This website is made by fluid layout and because of this I used full screen photos on the main page. This photos continuously change. As well as there is an other opening page where the pattern appears. Because of this the identity is more organic.

My aim was to create an identity that let prevail the references and stay at the background elegantly.