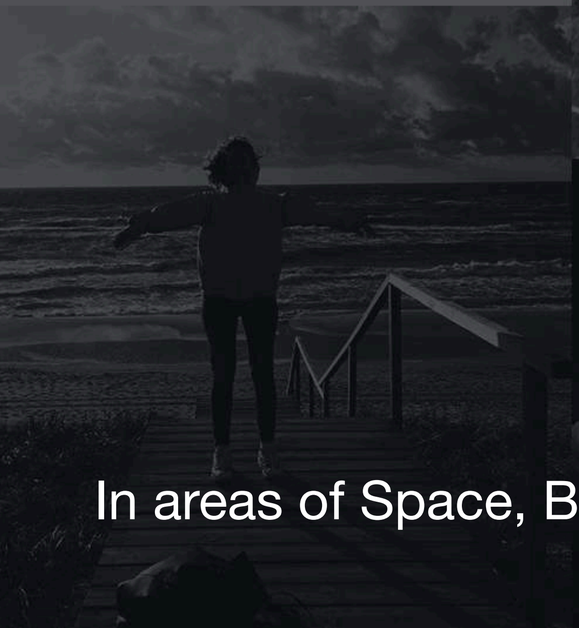
DADADA studio
Vilnius, Lithuania



In areas of Space, Branding & Experience design.

DADADA Studio senior team

MARTYNAS BIRŠKYS

Design director, founder

In **2006** established DADADA studio.

More than **30** international creative design awards, **15+** publications, public lectures.

Former **Head of design** in BBDO agency in Ukraine. **Board member** of Art Directors Club of Europe and Lithuanian Design Assocaition

SIMONA DIDVALYTĖ

managing director

19+ years of marketing experience
Leading Brand agency DADADA since 2015.
Founder of 16ikava coffee place in Vilnius.

5 years worked as marketing executive in Stockholm for Oriflame Cosmetics

2 years at marketing department at SEB bank

RYTIS JUODEIKA

Creative director

11 years and on creative director for **Apple EMEA** in Lithuania

Creative director at Rosencrantz and Guildenstern, creative consultant at DADADA studio

Award winner at Cannes Lions, D&AD, Epica, Golden Drum and Golden Hammer

Architects’ Council of Europe
Conseil des architectes d’Europe

Identity proposal

2022 April 14th

DADADA

Goals of the brand

—

Establish the **PRESTIGE and AUTHORITY** as the **Unified, Capable and Forward-thinking VOICE** of the ARCHITECTS IN EUROPE

→

Design a **MODERN, VISIONARY & ESTABLISHED BRAND** that speaks about sustainability and Innovation.

→

To **communicate and unify the voice and purpose of Architecture in EU.**

Key Archetypes of the brand

—

AMBASSADOR

The well informed, established and qualified voice of Architects in Europe.

VISSIONAIRY

Connecting architectural cultural **past** of Europe with innovation in policy in the **present** and envisioning a **future** in sustainability with the purpose of higher quality of life for the citizens.

NETWORKER

Establishing communications highway between nations.

Concept description.

—

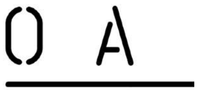
THROUGH THE ARCHITECTOR’S EYES

- We wanted to find the solution that reflects architects’ point of view of a graphic design.
- It must possess something that architects can grasp immediately, yet others may need more time for realisation.
- The identity we are suggesting brings the moment of discovery, the feeling of ’Ahhh! Now I know!’

Therefore, as a brand we achieve the fusion with category effect - the identity talks the language of architecture.
And not renewable energy, biodiversity or any other field.

Design strategy

—



LOGO BASED ON **ACRONYM**

ARCHITECTS' COUNCIL OF EUROPE
CONSEIL DES ARCHITECTES D'EUROPE

zt: Bundeskammer der ZiviltechnikerInnen | Arch+Ing

LIETUVOS ARCHITEKTŲ RŪMAI

RIAI

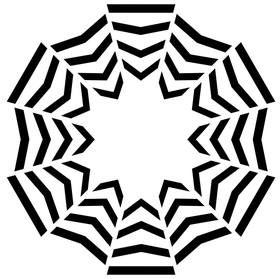
OAI
ORDRE DES ARCHITECTES
ET DES INGENIEURS-CONSEILS

LOGO BASED ON **SYMBOL**

unicef

United Nations

Logotype (animation provided in a separate file)
—



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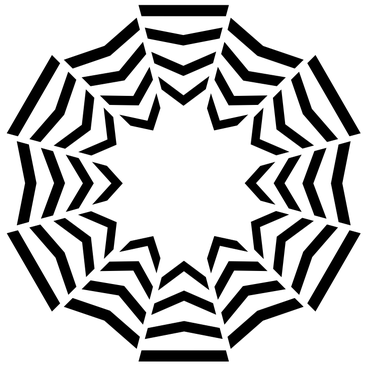
Council of Europe
Conseil des Architectes
d'Europe

Logotype

—

Where everybody will see stripes forming a star, Architects will also see buildings in the perspective of the sky.



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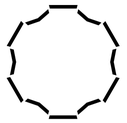
Conseil des Architectes d'Europe

Architecture



Unity

Skyline

12

Logotype

—

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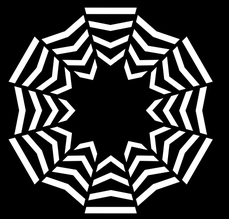
Conseil des Architectes
d'Europe



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d'Europe

Colours

Primary
ACE White

Secondary
ACE Light Grey

Primary
ACE Black

Secondary
ACE Dark Grey

Secondary
ACE Medium Grey

Information
ACE Light Blue

Accent
ACE Blue

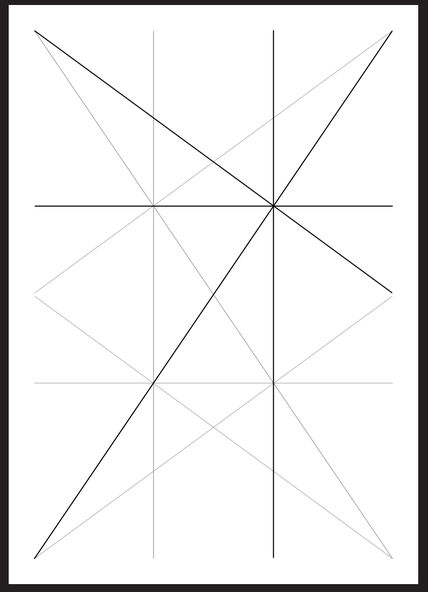
Information
ACE Dark Blue

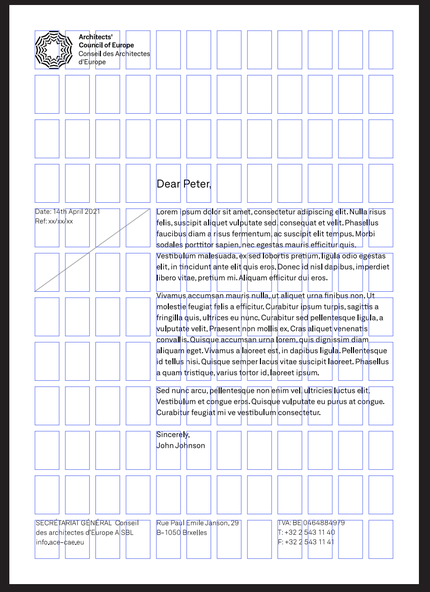
Neufile Grotesk

Light
Light Italic
Regular
Italic
Medium
Medium Italic
SemiBold
SemiBold Italic
Bold
Bold Italic
ExtraBold
ExtraBold Italic

https://www.youworkforthem.com/font/T8734/neufile-grotesk/buying/

Grid system




Architects'
Council of Europe
Conseil des Architectes
d'Europe
Dear Peter,
Date: 14th April 2021
Ref: xx/xx/xx
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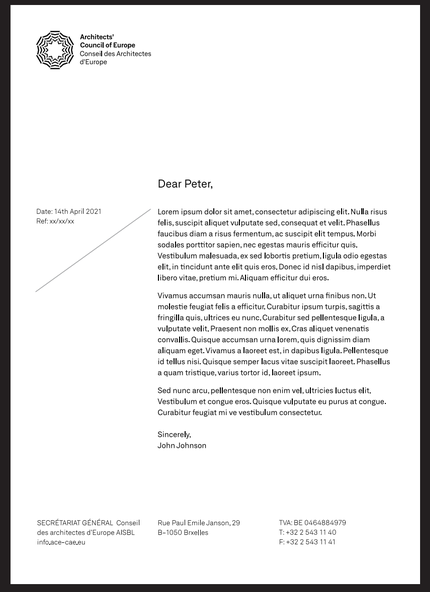
Sincerely,
John Johnson
SECRÉTARIAT GÉNÉRAL Conseil des architectes d'Europe A SBL
infouace-caeu.eu
Rue Paul Emile Janson, 29
B-1050 Bxelles
TVA: BE 0464884979
T: +32 2 543 11 40
F: +32 2 543 11 41


Architects'
Council of Europe
Conseil des Architectes
d'Europe
Dear Peter,
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Sincerely,
John Johnson
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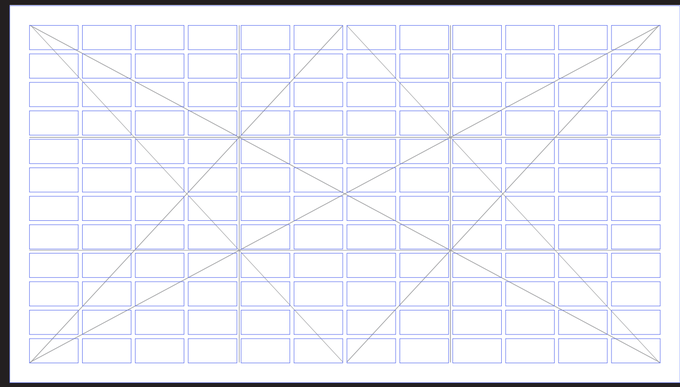

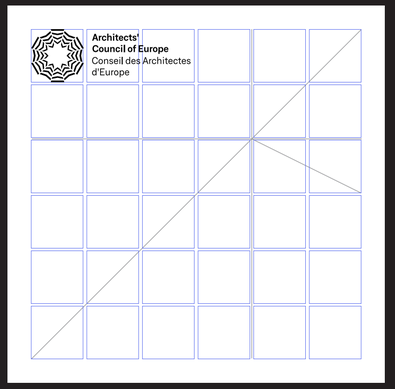
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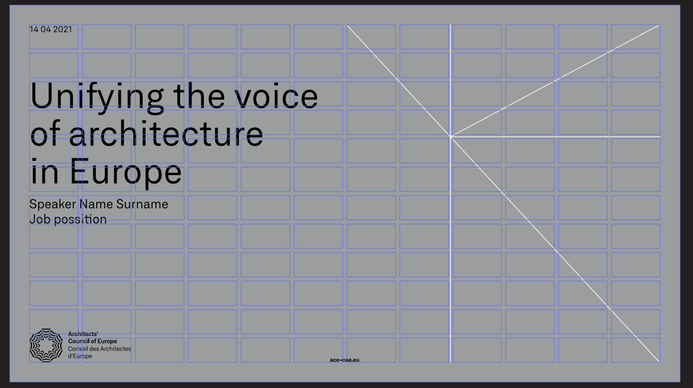
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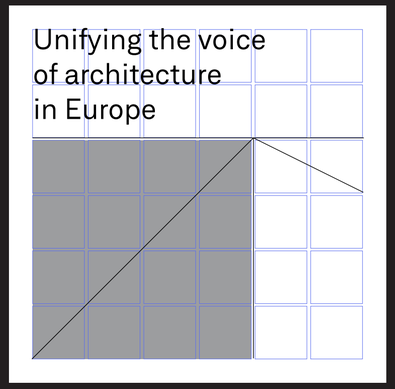
Unifying the voice
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Higher quality
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citizens
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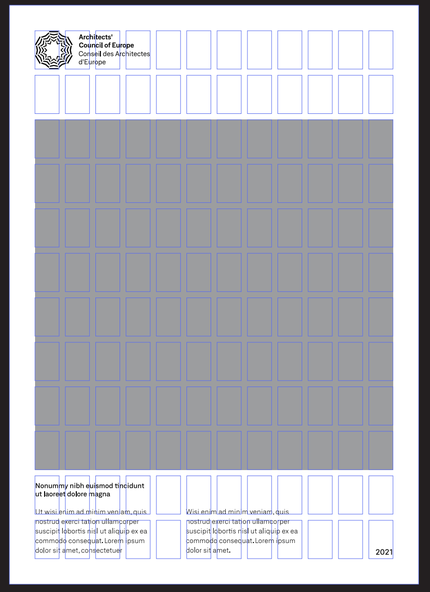
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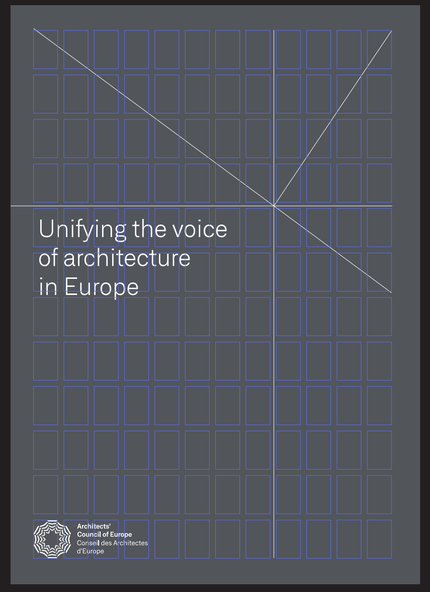
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Conseil des Architectes
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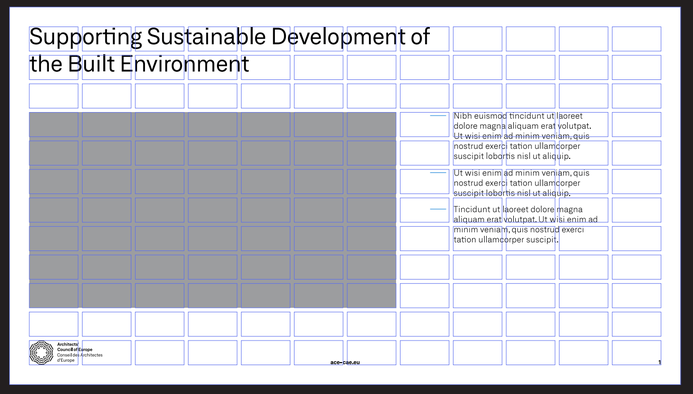
Supporting Sustainable Development of
the Built Environment
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d'Europe
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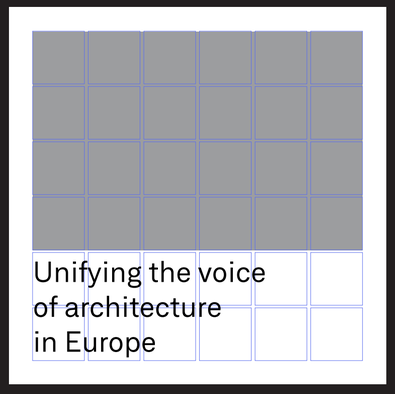
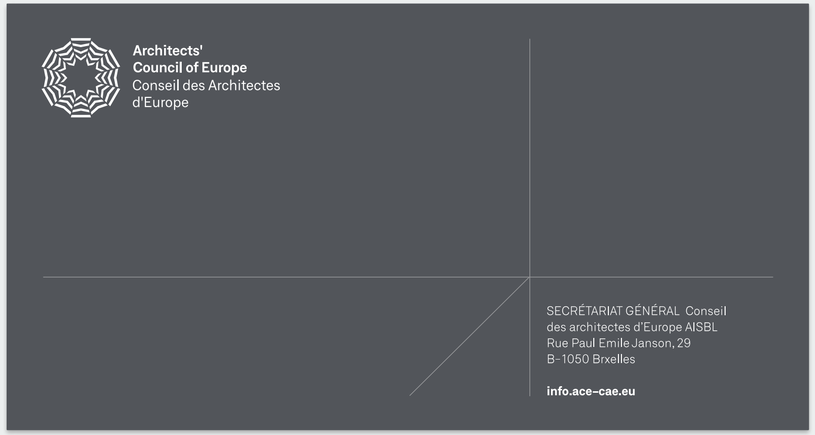
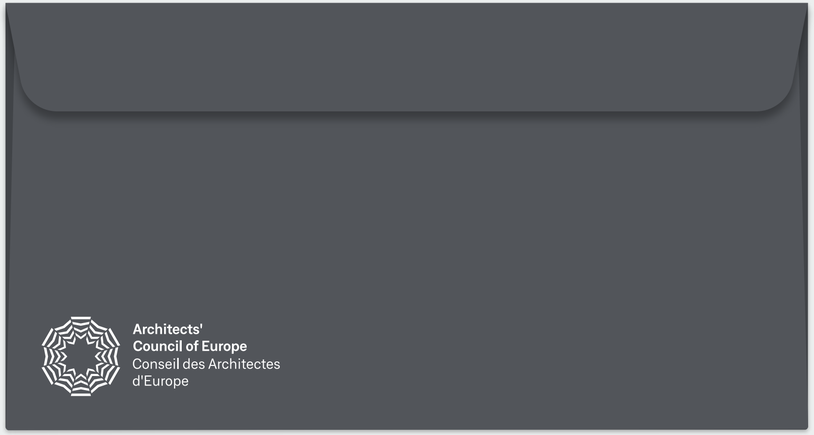

Unifying the voice
of architecture
in Europe

Letterhead and envelope





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SECRÉTARIAT GÉNÉRAL Conseil des architectes d'Europe AISBL
info.ace-cae.eu
Rue Paul Emile Janson, 29
B-1050 Bruxelles
TVA: BE 0464884979
T: +32 2 543 11 40
F: +32 2 543 11 41
Architects' Council of Europe
Conseil des Architectes d'Europe
Date: 14th April 2021
Ref: xx/xx/xx
Dear Peter,
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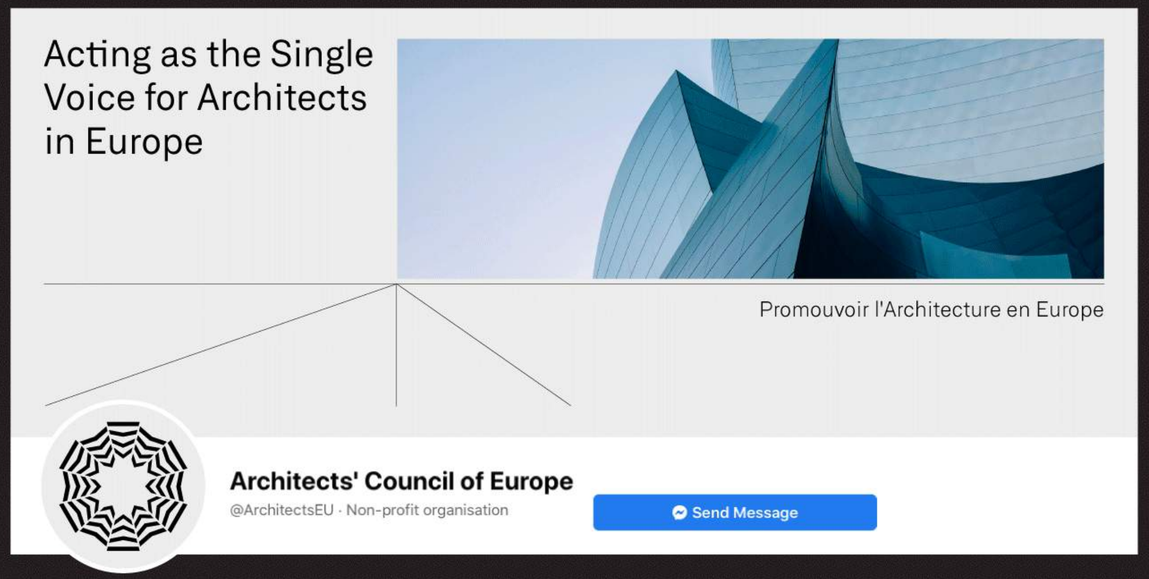
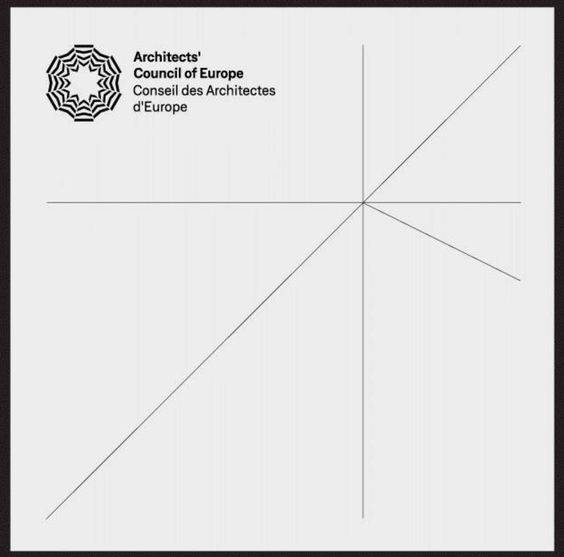
Sincerely,
John Johnson

Unifying the voice of architecture in Europe
Architects' Council of Europe
Conseil des Architectes d'Europe

Business cards

Social media





Powerpoint template

14 04 2021

Unifying the voice of architecture in Europe

Speaker Name Surname
Job possition

Architects' Council of Europe
Conseil des Architectes d'Europe

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Higher quality of life for the citizens

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ace-cae.eu 1

– Chapter 1

Advocating quality In architectural Practice

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14 04 2021

Unifying the voice of architecture in Europe

Speaker Name Surname
Job possition

Architects' Council of Europe
Conseil des Architectes d'Europe

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Acting as the Single Voice for Architects in Europe

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Supporting Sustainable Development of the Built Environment

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Architects' Council of Europe
Conseil des Architectes d'Europe

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14 04 2021

Thank you for your attention!

Speaker Name Surname
Job possition

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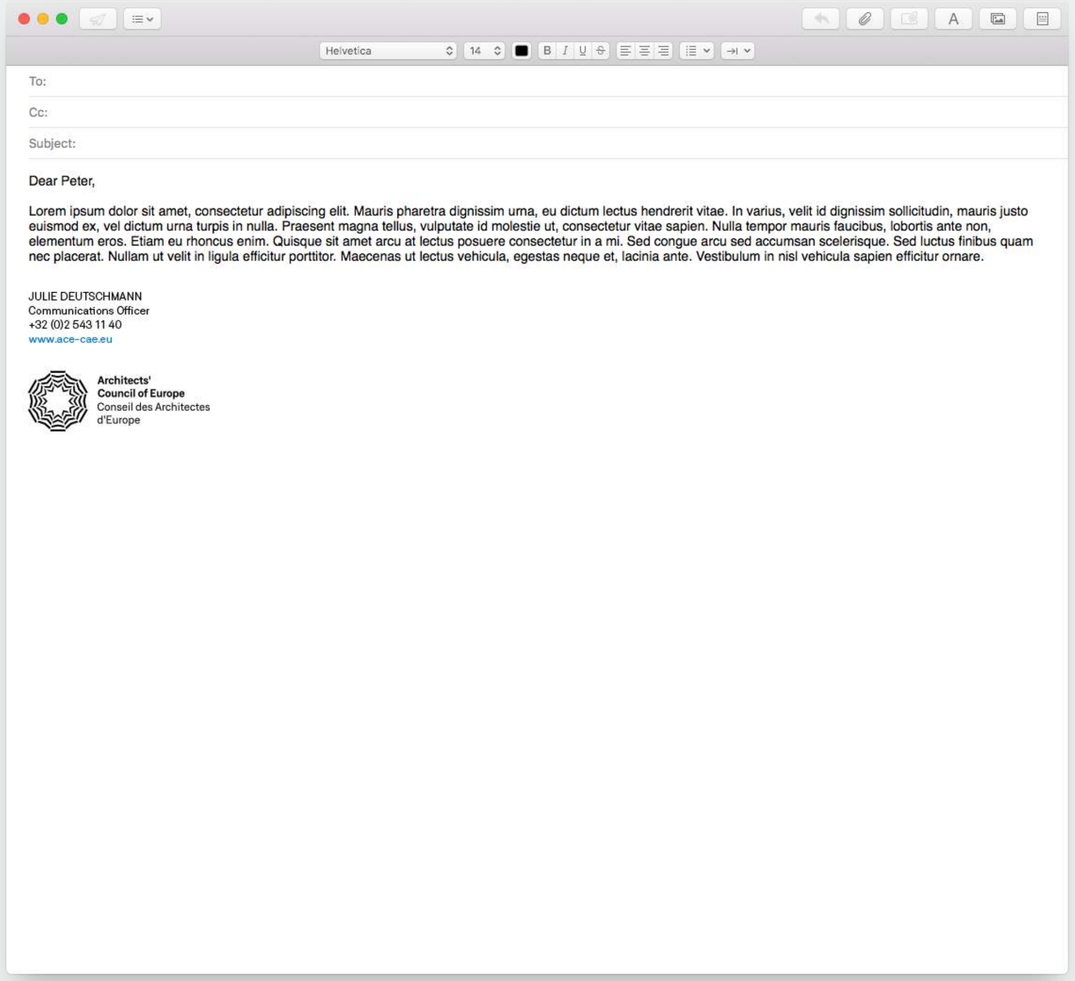
Powerpoint template

Email signature

JULIE DEUTSCHMANN
Communications Officer
+32 (0)2 543 11 40
www.ace-cae.eu

Architects'
Council of Europe
Conseil des Architectes
d'Europe



Web design

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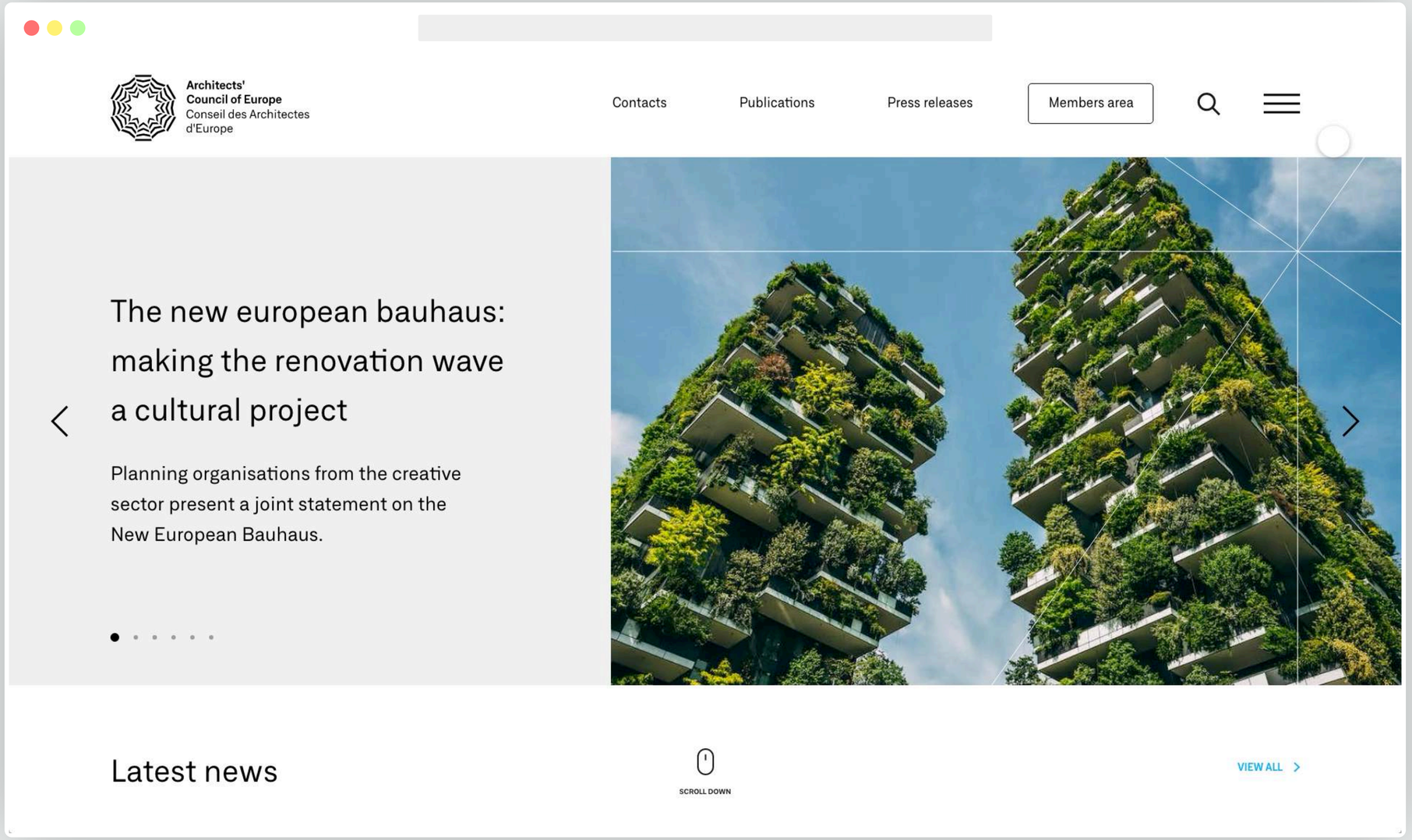
Desktop version



Web design

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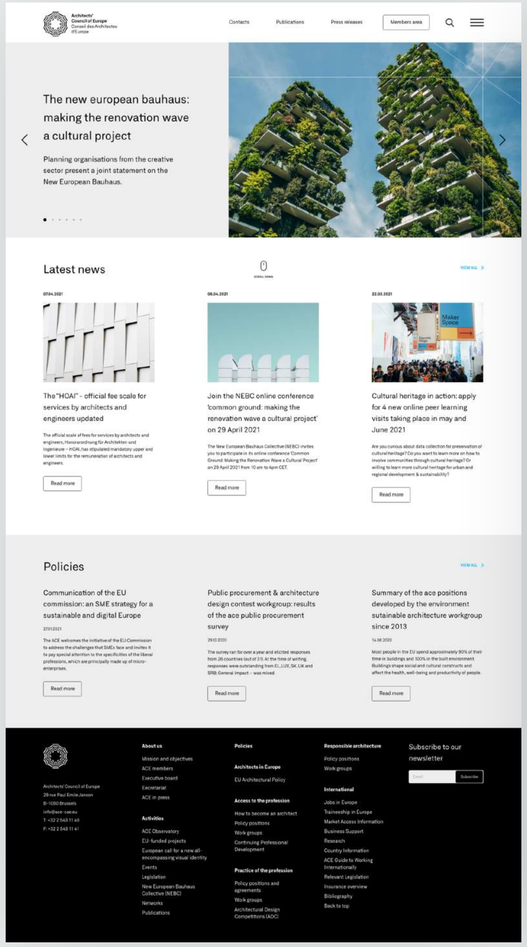
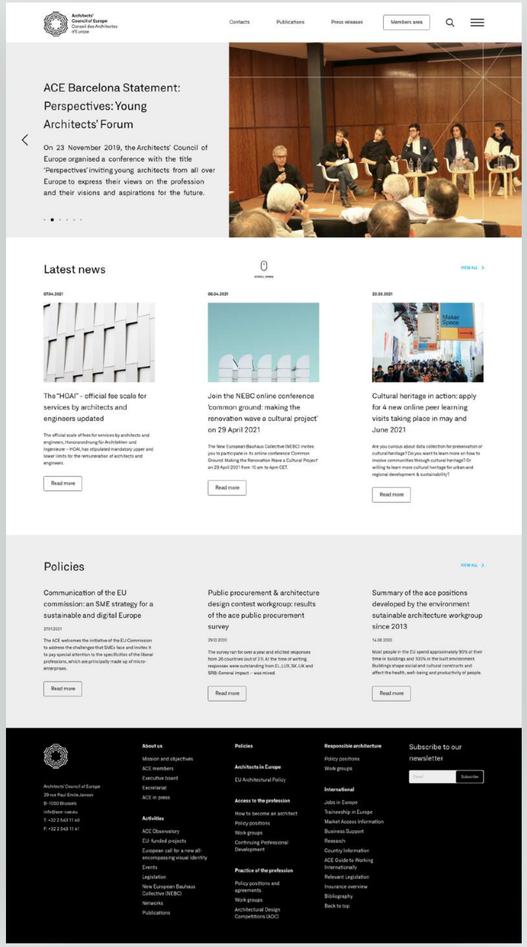
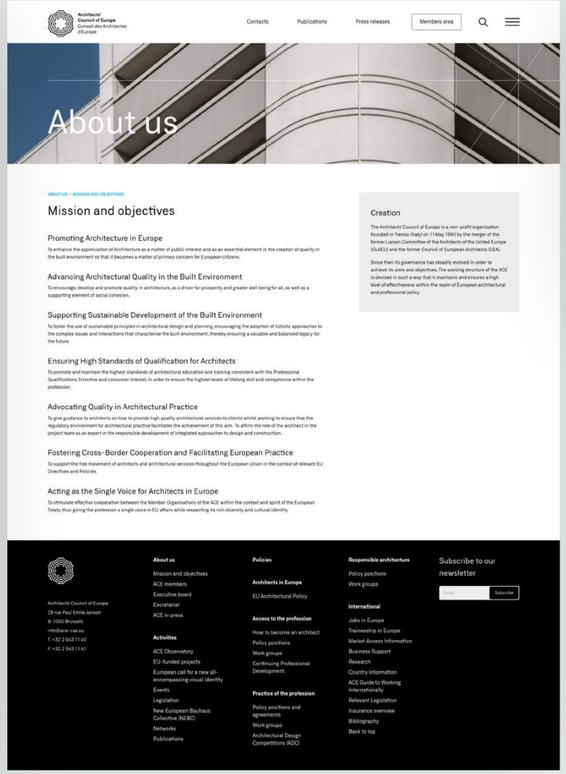
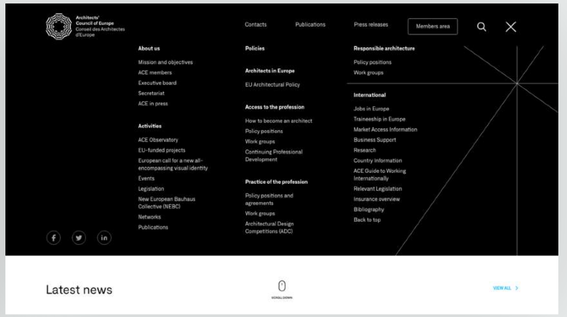
Desktop version









Web design

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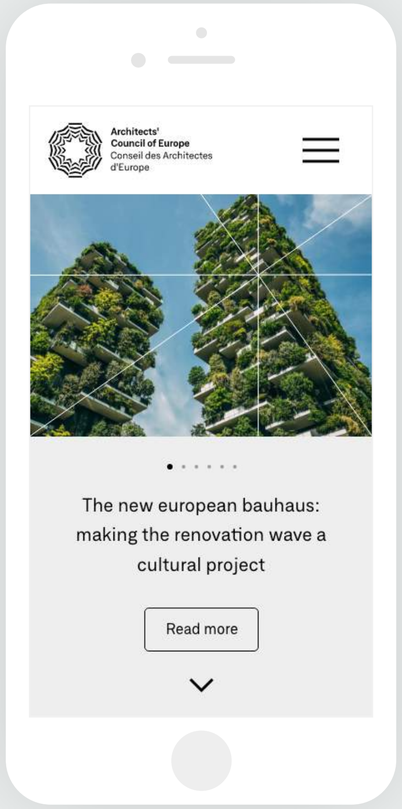
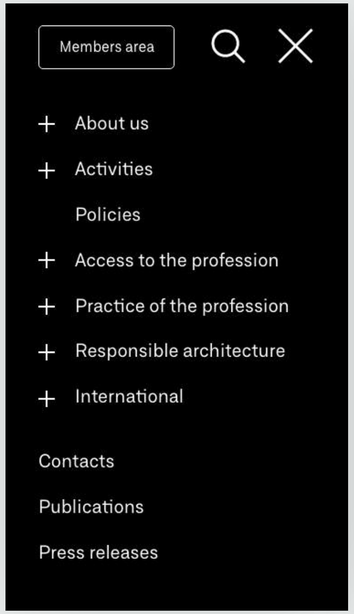
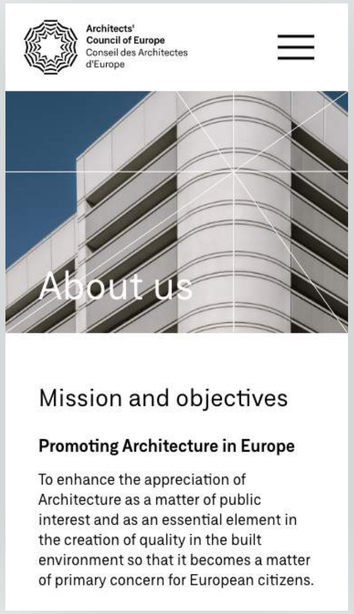
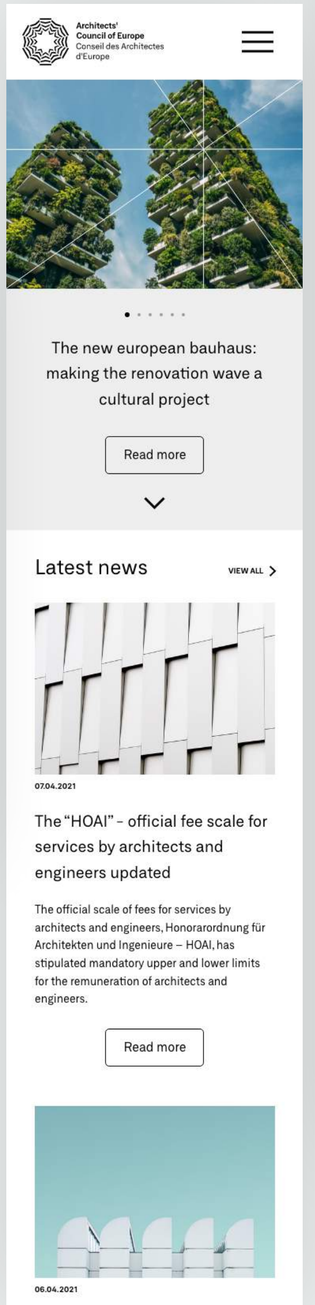
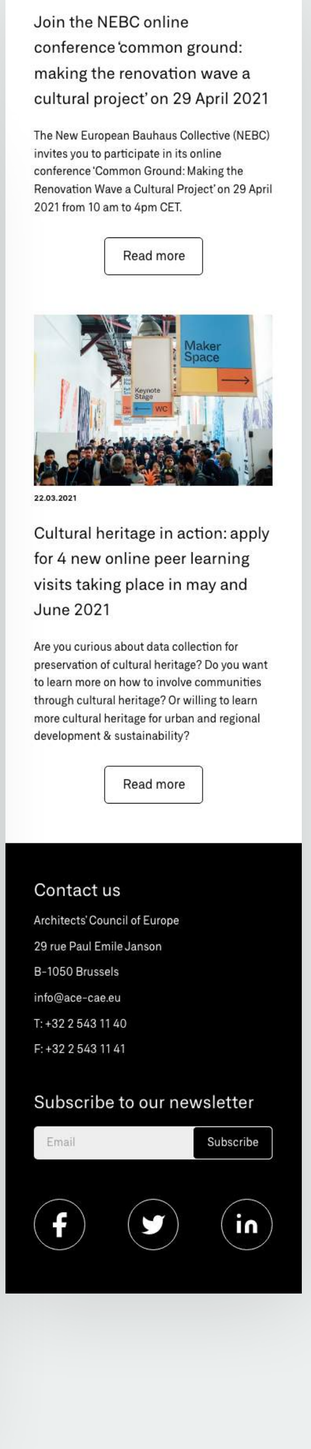
Mobile version









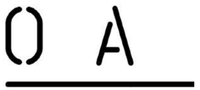


Other usage

The Architecture
SUMMIT
2022
The Architecture
SUMMIT
2022
Architects'
Council of Europe
Conseil des Architectes
d'Europe

The solution

—



Execution B

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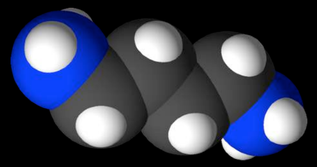
ACRONYM

- How to look at the acronym ACE from the architect’s perspective?
- Can we treat letters as physical objects that have volume?
- What if we focus on touch-points - the zones where two materials meet?

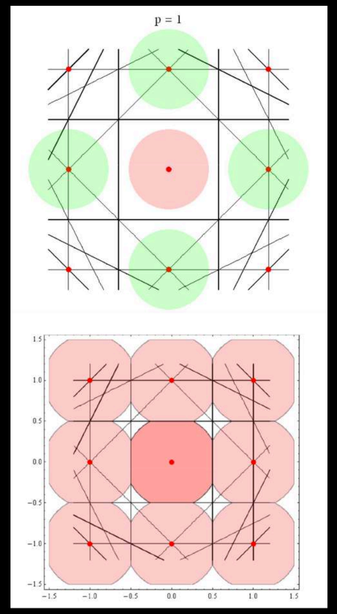
The identity of the Architect Council of Europe can reflect the system of **touch-points**, where different countries interact.

The Universe builds/optimizes:

Chemistry

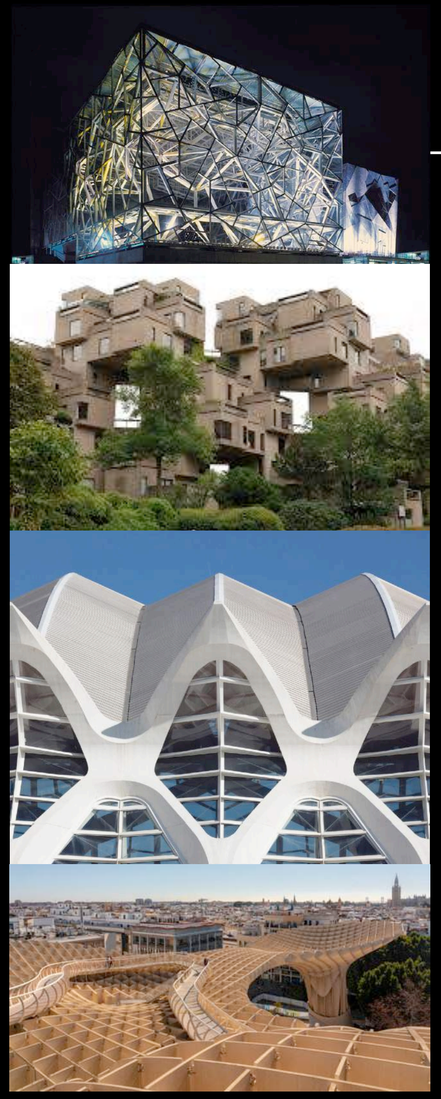


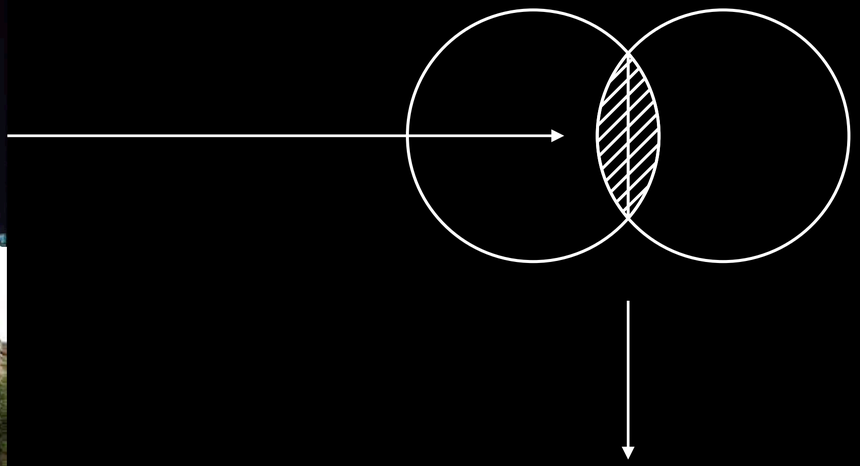
Physics



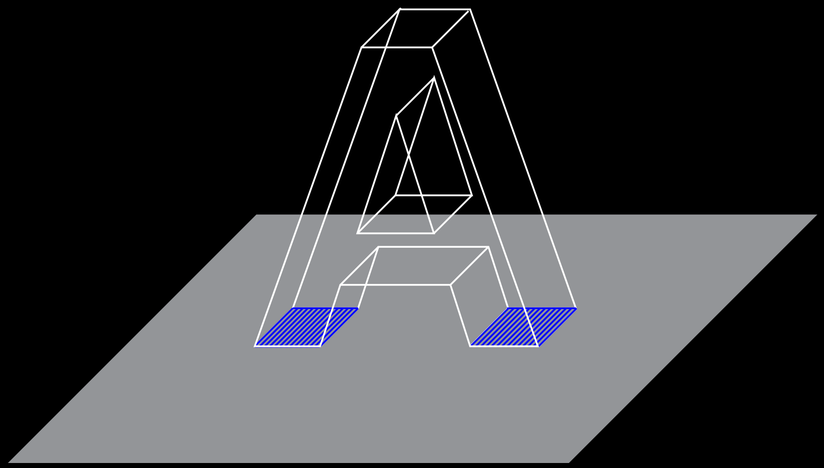
Nature

Architecture





Touch points



Logotype (animation provided in a separate file)

—

Logotype

—

Where everybody sees dashes and lines,

Architects will also see ground touching points.

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Council of Europe
Conseil des Architectes
d'Europe

Rythm Minimalism Meaning

Logotype

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Conseil des Architectes
d'Europe

Architects'
Council of Europe
Conseil des Architectes
d'Europe

Brand Assets

—

Colours

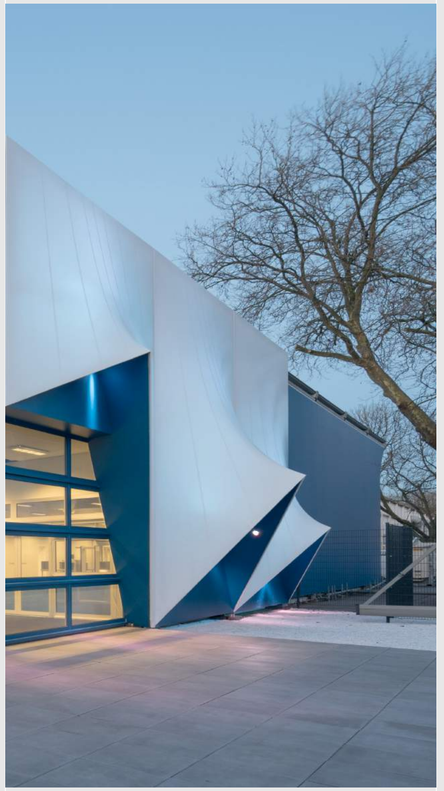
Typography

Neufile Grotesk

Light
Light Italic
Regular
Italic
Medium
Medium Italic
SemiBold
SemiBold Italic
Bold
Bold Italic
ExtraBold
ExtraBold Italic

Touch Points

ACE



Stationary

ACE
Architects'
Council of Europe
Conseil des Architectes
d'Europe

Georg Pendl
President
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B-1050 Brussels
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ACE
Architects'
Council of Europe
Conseil des Architectes
d'Europe

ACE
Architects'
Council of Europe
Conseil des Architectes
d'Europe
Dear Peter,
Date: 14th April 2021
Ref: xx/xx/xx
Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nulla risus felis, suscipit aliquet vulputate sed, consequat et velit. Phasellus faucibus diam a risus fermentum, ac suscipit elit tempus. Morbi sodales porttitor sapien, nec egestas mauris efficitur quis. Vestibulum malesuada, ex sed lobortis pretium, ligula odio egestas elit, in tincidunt ante elit quis eros. Donec id nisl dapibus, imperdiet libero vitae, pretium mi. Aliquam efficitur dui eros.
Vivamus accumsan mauris nulla, ut aliquet urna finibus non. Ut molestie feugiat felis a efficitur. Curabitur ipsum turpis, sagittis a fringilla quis, ultrices eu nunc. Curabitur sed pellentesque ligula, a vulputate velit. Praesent non mollis ex. Cras aliquet venenatis convallis. Quisque accumsan urna lorem, quis dignissim diam aliquam eget. Vivamus a laoreet est, in dapibus ligula. Pellentesque id tellus nisi. Quisque semper lacus vitae suscipit laoreet. Phasellus a quam tristique, varius tortor id, laoreet ipsum.
Sed nunc arcu, pellentesque non enim vel, ultricies luctus elit. Vestibulum et congue eros. Quisque vulputate eu purus at congue. Curabitur feugiat mi ve vestibulum consectetur.
Sincerely,
John Johnson
SECRÉTARIAT GÉNÉRAL Conseil des architectes d'Europe AISBL
info.ace-cae.eu
Rue Paul Emile Janson, 29
B-1050 Brxelles
TVA: BE 0464884979
T: +32 2 543 11 40
F: +32 2 543 11 41

ACE
Architects'
Council of Europe
Conseil des Architectes
d'Europe
Dear Peter,
Date: 14th April 2021
Ref: xx/xx/xx
Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nulla risus felis, suscipit aliquet vulputate sed, consequat et velit. Phasellus faucibus diam a risus fermentum, ac suscipit elit tempus. Morbi sodales porttitor sapien, nec egestas mauris efficitur quis. Vestibulum malesuada, ex sed lobortis pretium, ligula odio egestas elit, in tincidunt ante elit quis eros. Donec id nisl dapibus, imperdiet libero vitae, pretium mi. Aliquam efficitur dui eros.
Vivamus accumsan mauris nulla, ut aliquet urna finibus non. Ut molestie feugiat felis a efficitur. Curabitur ipsum turpis, sagittis a fringilla quis, ultrices eu nunc. Curabitur sed pellentesque ligula, a vulputate velit. Praesent non mollis ex. Cras aliquet venenatis convallis. Quisque accumsan urna lorem, quis dignissim diam aliquam eget. Vivamus a laoreet est, in dapibus ligula. Pellentesque id tellus nisi. Quisque semper lacus vitae suscipit laoreet. Phasellus a quam tristique, varius tortor id, laoreet ipsum.
Sed nunc arcu, pellentesque non enim vel, ultricies luctus elit. Vestibulum et congue eros. Quisque vulputate eu purus at congue. Curabitur feugiat mi ve vestibulum consectetur.
Sincerely,
John Johnson
SECRÉTARIAT GÉNÉRAL Conseil des architectes d'Europe AISBL
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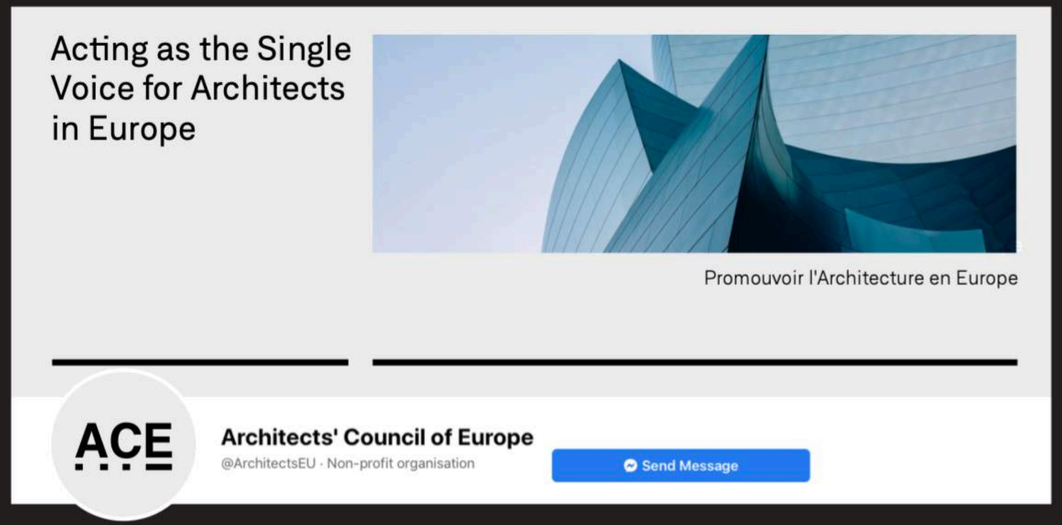
Social media



Web design

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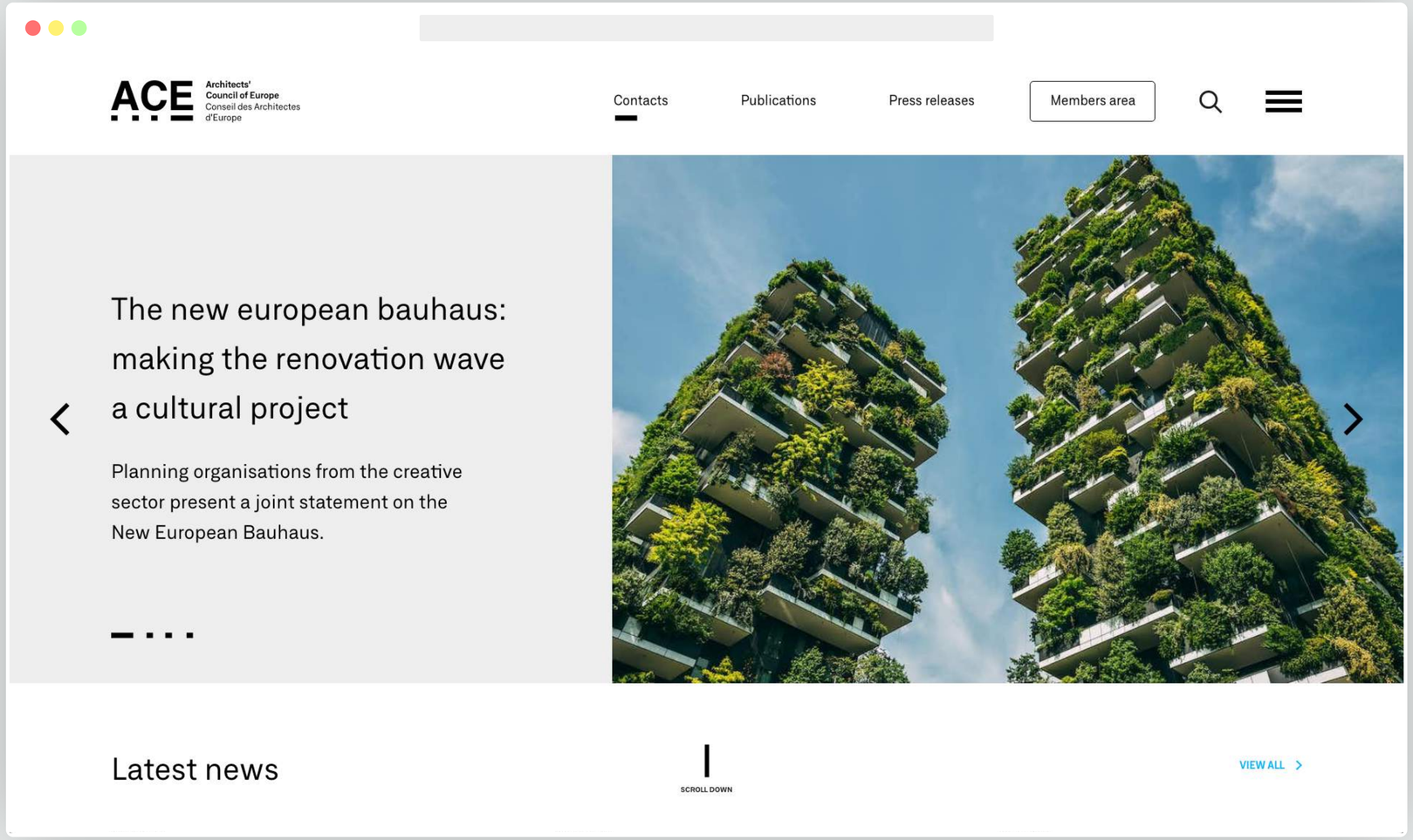
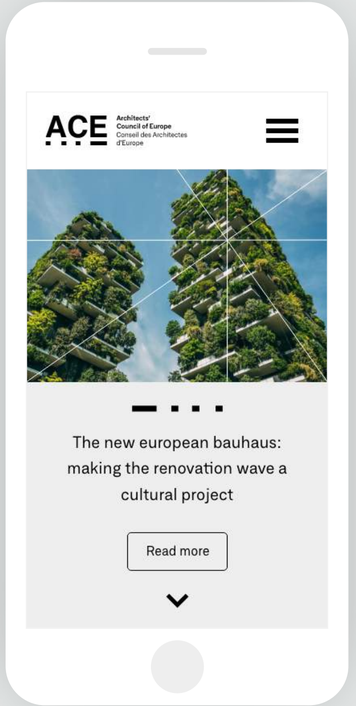
Desktop and mobile version





ACE

COUNCIL BRUXELLES EU 2021

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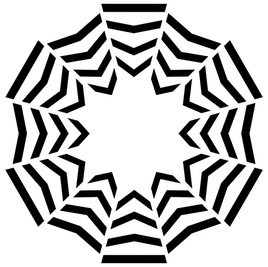

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Discussion

Thank you!

2021 April 14th

DADADA