

New Visual Identity for the Architects' Council of Europe

Merkitys
Helsinki, Finland

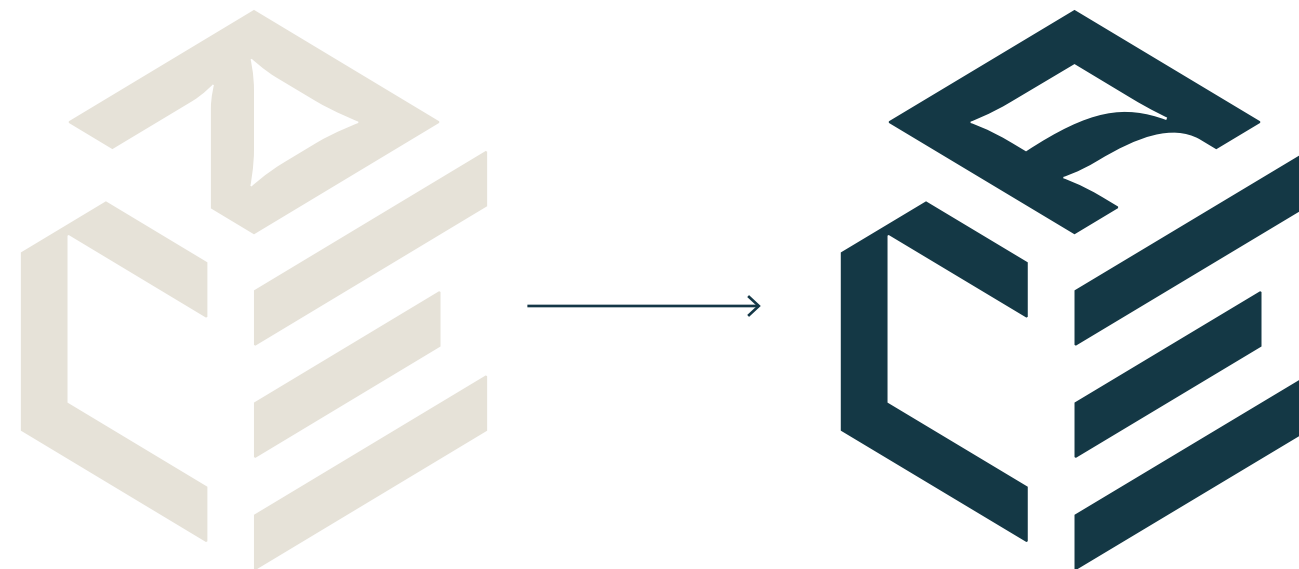
www.merkitys.eu
info@merkitys.eu

*Revised
version*

Thanks for the feedback!

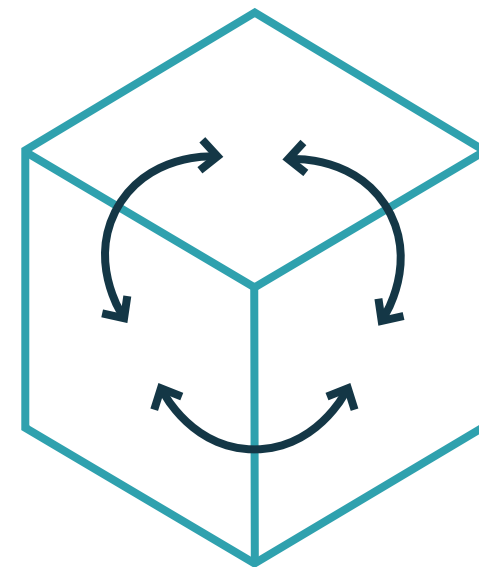
Your main concern was the shape of the letter 'a' in the monogram: it could be perceived as Z or N depending on the viewing direction.

We have now revised the mark for better legibility.



We also like your idea of arranging the letters onto the different sides of the cube, thus creating multiple different logo variations.

A direction worth considering in the development of the identity, indeed!



You had some doubts about the wave pattern and its introduction to the identity.

Yes, the pattern's line rhythm is taken from the grid which itself is based on the hexagonal cube. But the idea for the pattern didn't exactly emerge from the grid.

As you know, the premise we established for the identity was to see **architecture at the intersection of the technical/precise and the human/organic**. We felt this was very much in line with ACE's strategy. While a precise logo and industrial grid system easily found their place in the identity, we felt that a visual device of an organic and flowing character was still needed.

1. The pattern is one of the tools in this identity toolkit we are developing. How and when to use the pattern will be defined in the upcoming identity manual. Maybe its use should be more restricted, and it should not be used extensively.

2. While photography of people and nature can be a powerful tool for conveying architecture's contribution to Europe, there are instances where the subject matter is more abstract than what can be or should be depicted with photography. It's good to have a toolkit that delivers even in such circumstances.

3. Now that we revised the monogram, a little wave has been introduced at the very core of the identity. Therefore the pattern is even more justified.





Architects' Council of Europe
Conseil des Architectes d'Europe

SECONDARY EMBLEM





Architects' Council of Europe
Conseil des Architectes d'Europe



Post Grotesk Medium
Post Grotesk Book
Ogg Display Regular
Ogg Display Italic





Allied
Cultural
Evolving