

Logology[®] 2

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- Forewords by branding experts, Coast from Belgium and Mind Design from the UK



CASESTUDY • 02

Cardinal Café

by Hat-trick design consultants limited, London

Housed at the entrance of Cardinal Place, a retail and office development in the heart of London's Westminster, Cardinal Café is a vast, open reception area where labour on the entire estate could gather and chill under the sun and rains at all times.



THE ASSIGNMENT

Cardinal Café was opened as a gathering spot for labour at the concourse of London's Cardinal Place, an architecturally pleasing commercial complex entirely enfolded in glass curtain walls.

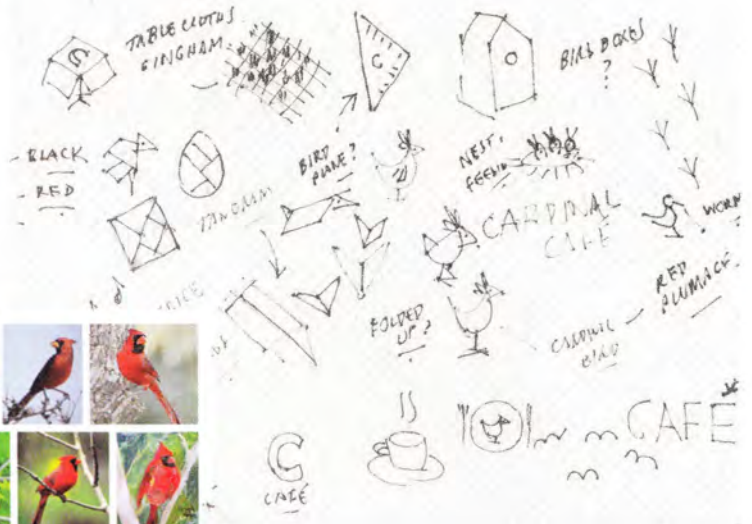
The brief of this identity project was to create a name and branding for the café, including signage, wall graphics, crockery and other collateral.

**“USING A CHARACTER
MEANT THAT VIBRANCY
AND ACTIVITY WAS
CREATED IN THE CAFE
AREA, KEEPING IT DISTINCT
FROM THE CORPORATE
RECEPTION AREA.”**



THE CONCEPTION

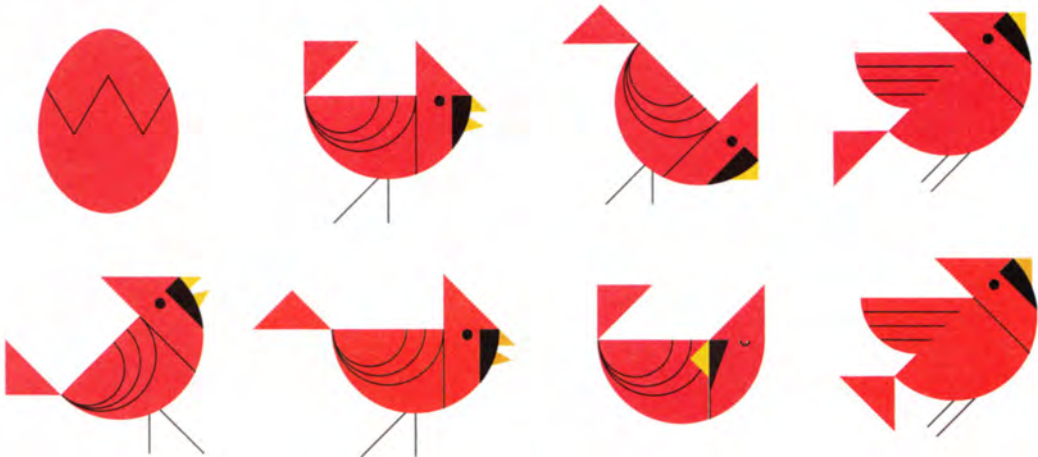
We wanted a jolly, upbeat character that would keep the brand alive and interesting, so we started doodling on napkins until we came to using the Cardinal bird which shares its name with the location. The bird was named for its resemblance to a Catholic cardinal's red robe and cap.



THE SOLUTION

The café borrows the name of the bird and, thus, Cardinal Café. We designed the character as a tangram so that we could have lots of small variations. Having a changing and evolving mark helps to keep the brand alive and interesting.

CARDINAL CAFÉ





THE APPLICATION

Characters would give the café area a sense of vibrancy and activity. We are not interested in simply putting the same logo on everything like a corporate wallpaper. Graphics are applied using vinyl, which can be easily updated, allowing the birds to 'move' around the area over time.

We think the tip box was a good extension of the overall idea. The cups were originally used in the café but since they kept getting stolen, they are now for sale.

