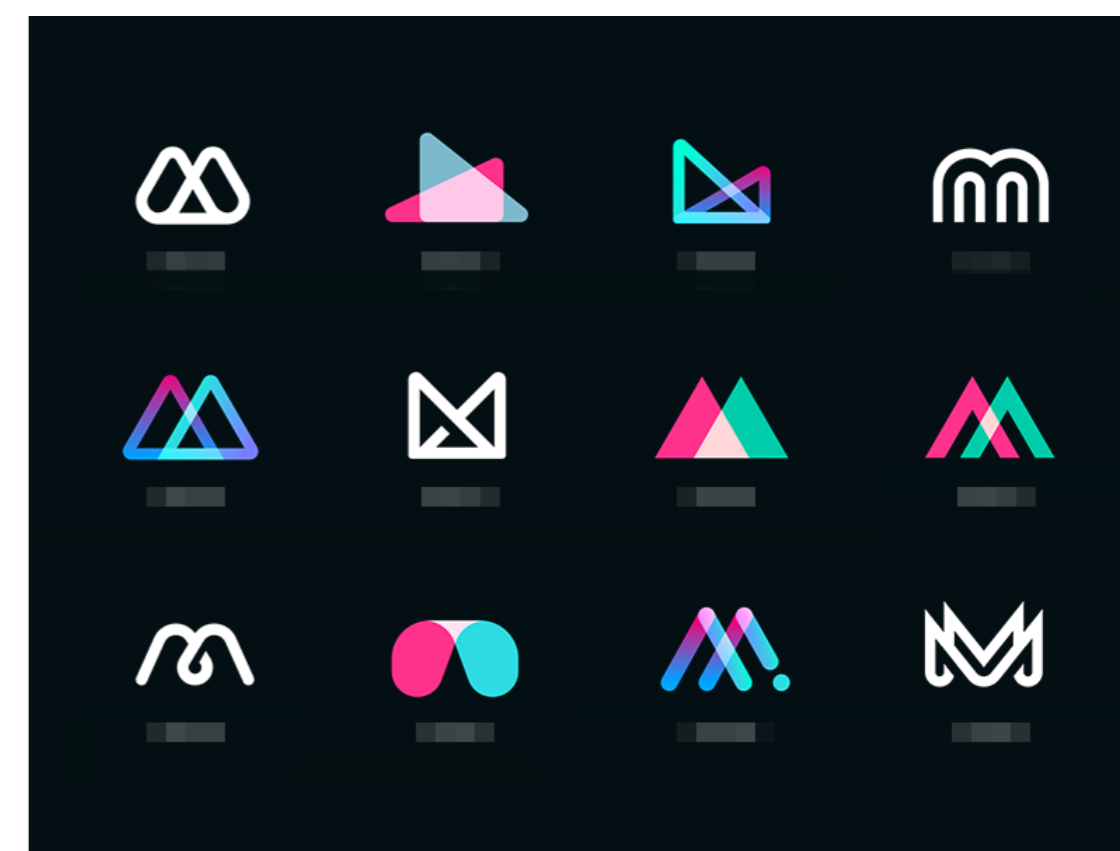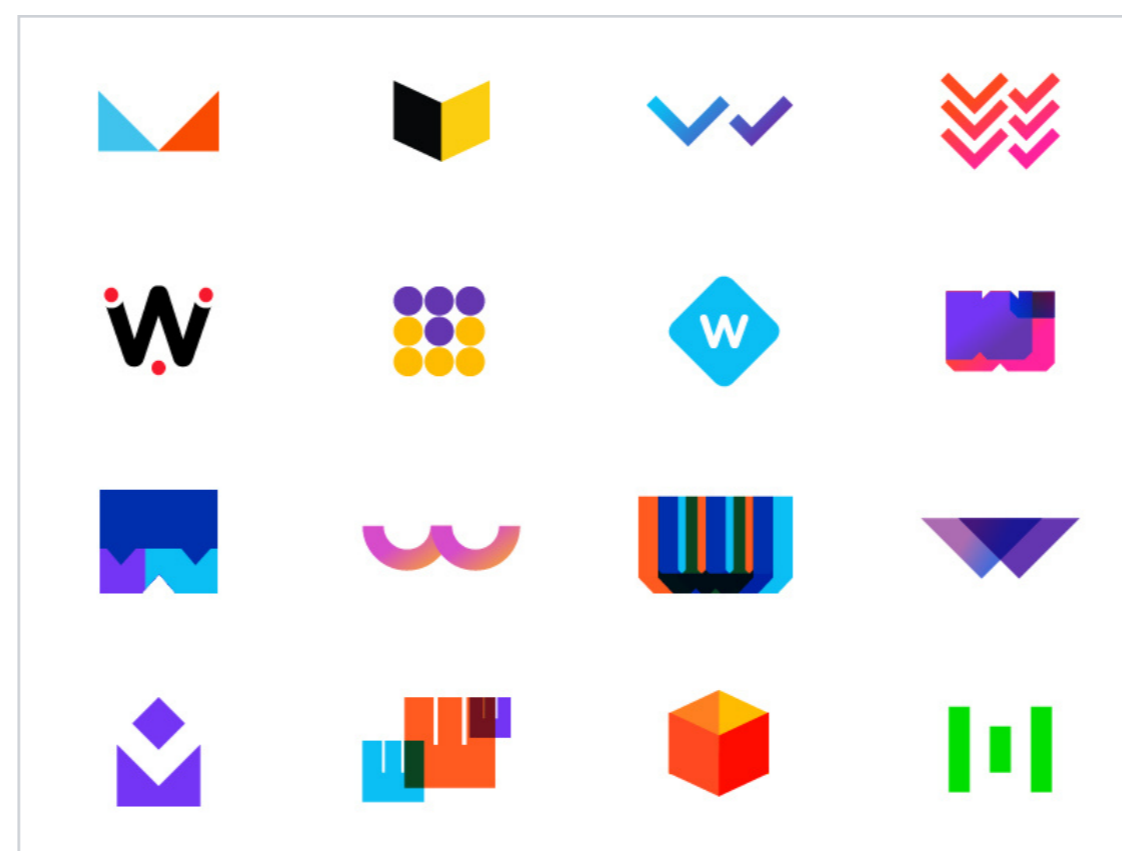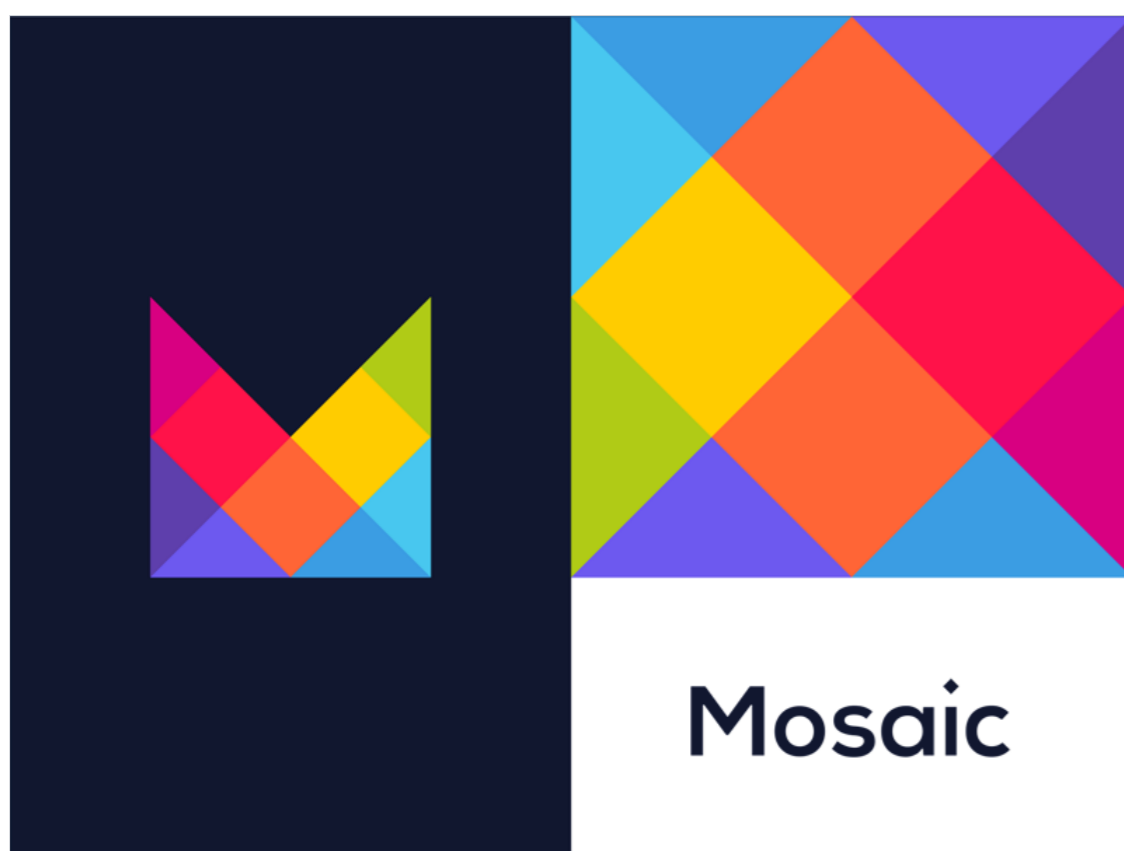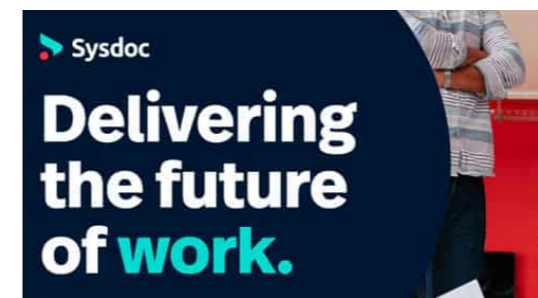the **WRAPPER** design brief – April 2020

A

WRAPPER is an entity that encapsulates, "wraps around", an item so that it may exist in another system.

Being an abstract object, the "W" was taken as a reference to create a memorable and iconic symbol, applicable to a variety of situations and needs.

The use of attractive, bold colour palettes and powerful sans serif typefaces add magic and freshness to the proposals and ultimately make them fall in line with contemporary design trends.

WOKE

WOKE

WOKE

Sysdoc
Delivering
the future
of work.

Talbot Type
Kaleko
105
Thin
Light
Book
Bold
Heavy

Be
Bold.

THE
BRANDON
GROTESQUE

DESIGNED by HANNES VON DÖHREN

Lack

WeMind

gilbert

Mosaic

Inspiration

LOGO propoals

wrapper

Aa

Font: Lack Regular
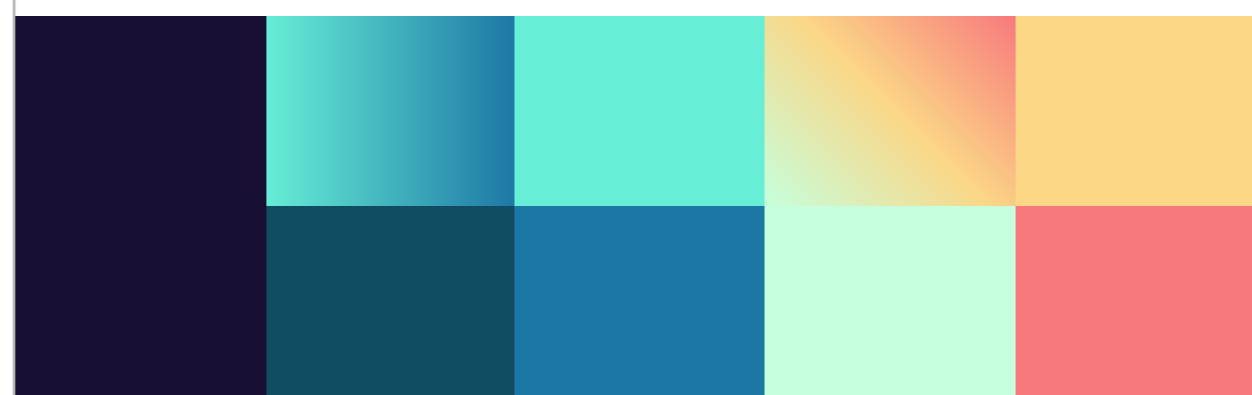
wrapper

wrapper

Aa

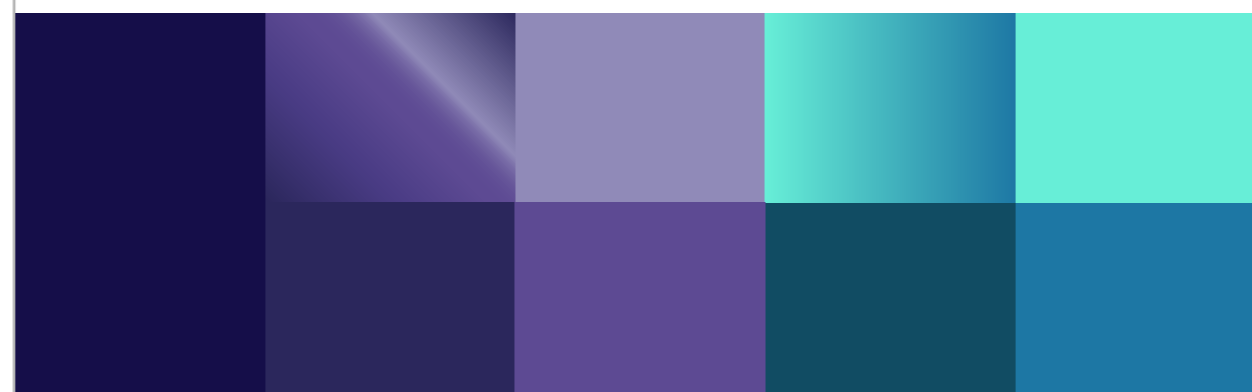Font: Kaleko 105 bold

wrapper

WRAPPER

Aa

Font: Brandon Grotesque black

WRAPPER

wrapper

Aa

Font: Gilbert (modified)

wrapper

THANK you