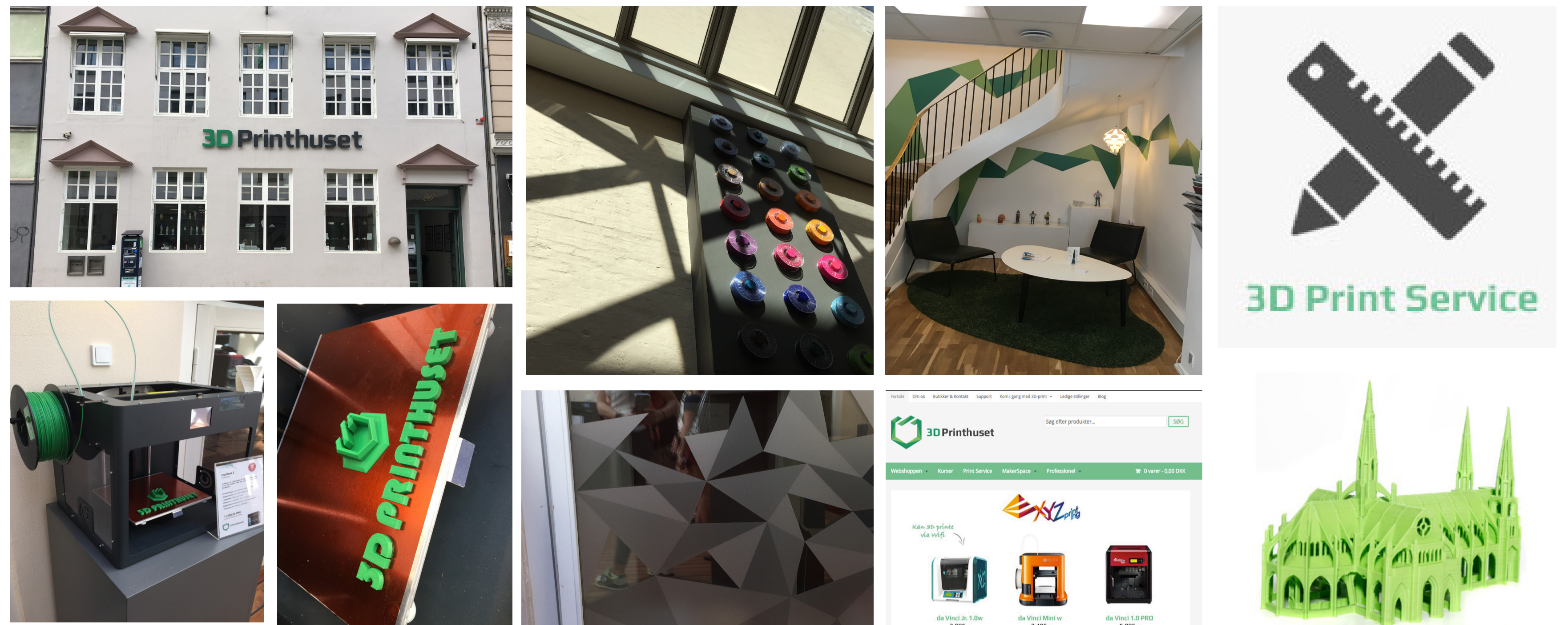
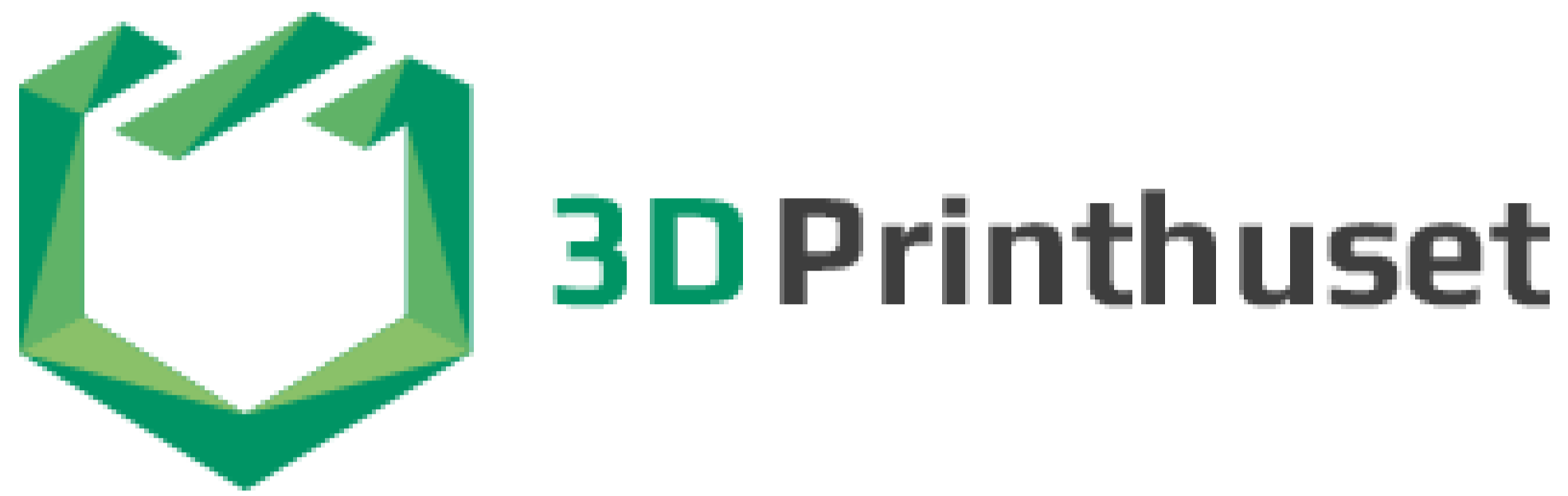


# VISUAL IDENTITY 3D PRINTHUSET · DESIGN DEVELOPMENT & FINAL LOGO

## ABOUT 3D PRINTHUSET

3D Printhuset is Scandinavia's largest 3D printing office, with locations in Copenhagen and Aarhus, Denmark. The company was founded in 2014 with a commitment to being at the front of the 3D printing movement. Their goal is to spread the knowledge of 3D printing technology and its possibilities. The business is dependent on the distribution of printers and equipment to companies. 3D Printhuset also offers comprehensive print and scan services. For research purposes, I visited local shops, Storm and Illums Bolighus in Copenhagen, to get a feel for Danish design and to discover the possibilities for 3D printing products sold in these shops. Storm and Illums Bolighus' graphic design is both simple and clean. Each shop sticks to using black and greys for the main logo design, while using complimentary colors on special occasion. 3D printing could start to become vital to the success of Illums Bolighus because of their large selection of easily 3D-printed interior objects, like furniture and lighting. This could also be the case for Storm and other fashion stores, as customizable 3D-printed accessories, shoes and clothing are more appealing to customers.

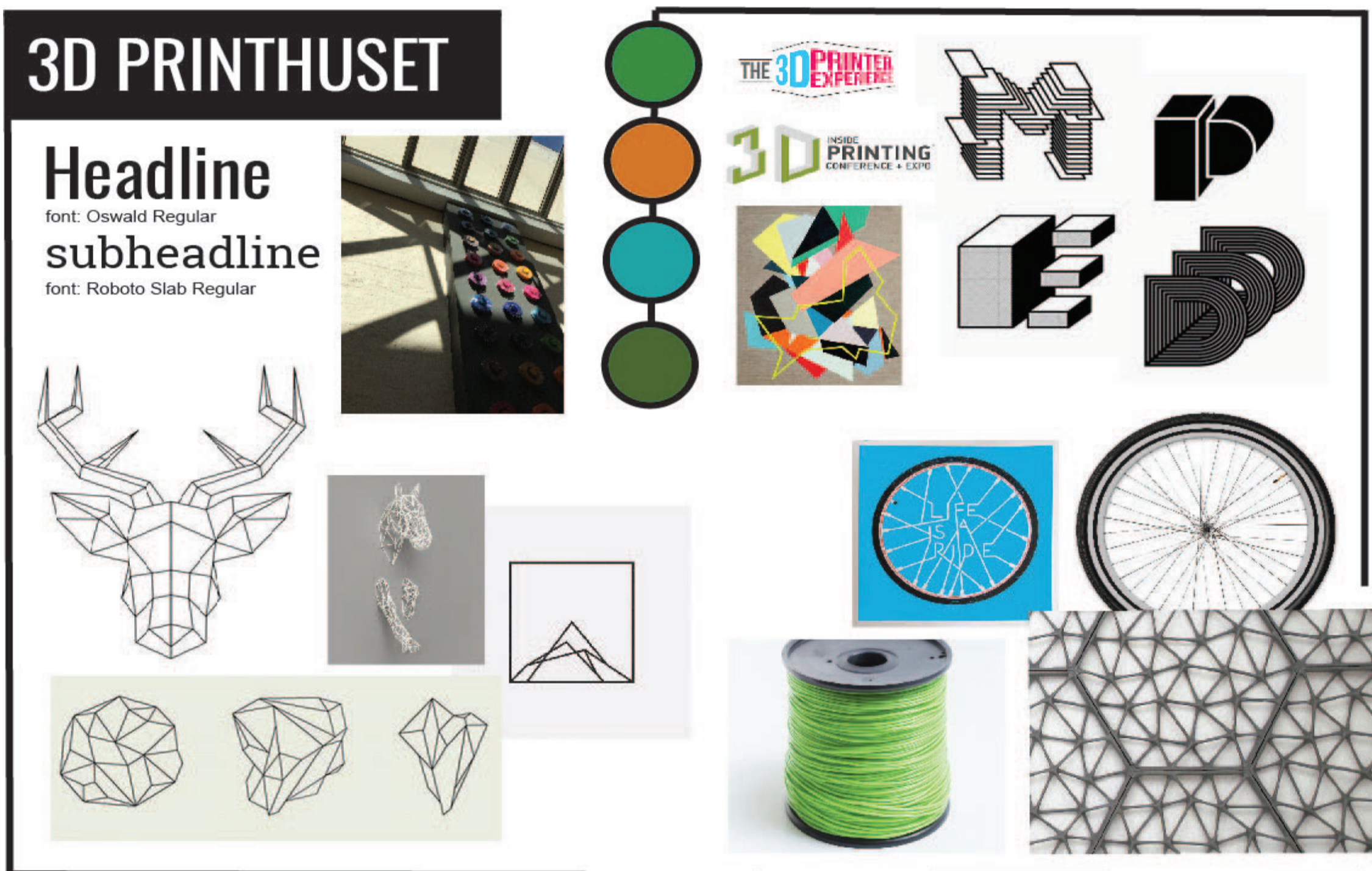


## PERSONAL INTERPRETATION/ CONCEPT/MOODBOARD

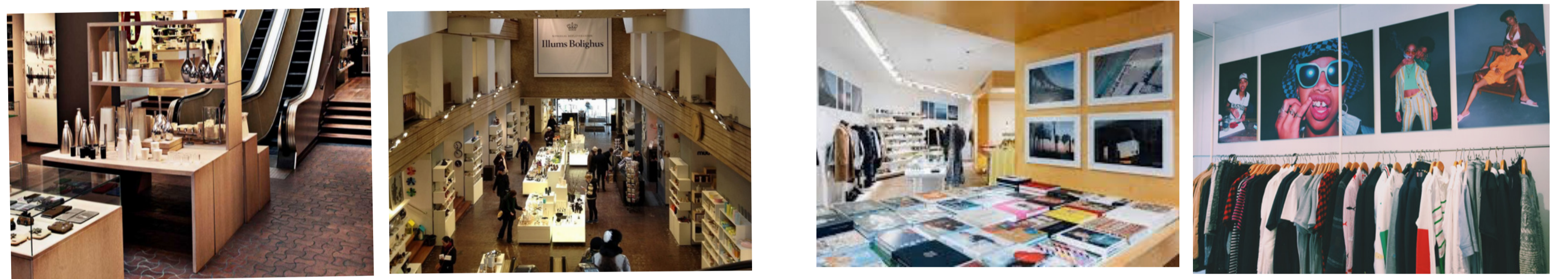
For a company that strives to be at the forefront of technology, 3D Printhuset's current brand identity does not succeed in conveying what is intended. 3D printing is becoming more necessary for development in society and the branding of 3D Printhuset should be cohesive with the idea of innovation and ingenuity. If 3D Printhuset is trying to be the best in the business, their branding should reflect this. Currently, their logo does not stand out from its competitors. The overuse of green does not serve a purpose and the logo looks like it was an after thought. Overall, the brand identity is difficult to understand and misguided.

## CONCEPT LINE: TRANSFORMATIVE, CUTTING-EDGE, STATE-OF-THE-ART

I wanted to reflect the idea of being modern and consistent with current technology in my redesign for 3D Printhuset and the concept line. I wanted to keep the font sleek and clean, staying aligned with current Danish design. I was particularly inspired by the filament wall and glass ceiling at the Copenhagen office. The shadows on the walls almost mimicked a 3D pattern. This stood out as possible recognizable identifier for the company. The geometric patterns made from 3D printed material and 3D shapes/fonts were also my inspiration for the new brand identity. At first, I wanted to keep the green of their branding and add in orange as a compliment. This idea later developed and changed.

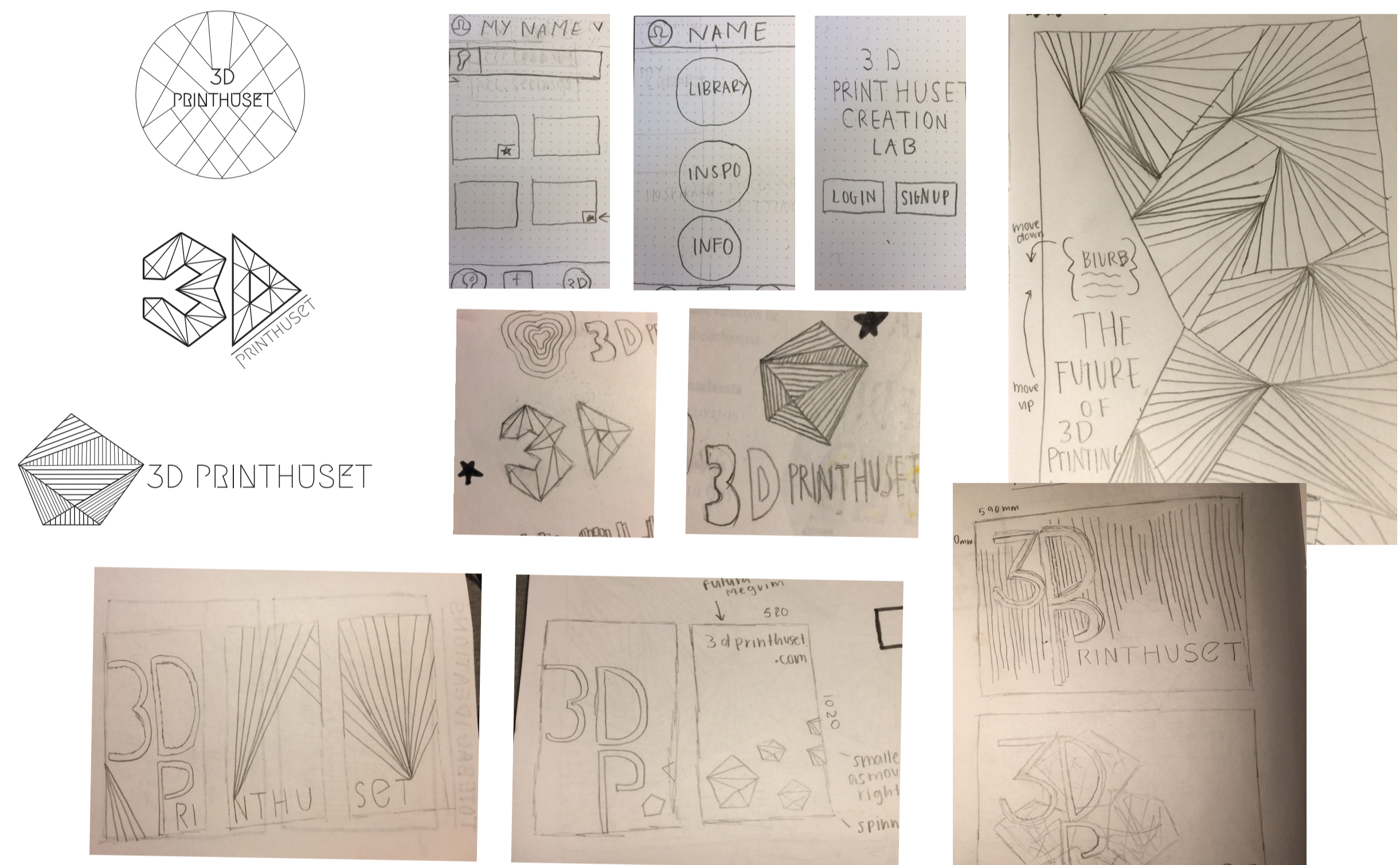


## OTHER STORES



## EXPLORATION SKETCHES ALL DESIGNS

For the rebranding of 3D Printhuset, I was tasked with creating a new logo, color scheme and font face. After sketching out a few ideas, I chose an icon that mimicked the shape of a 3D house (for 3d print"house"). The corresponding font face was chosen because it was sleek and modern. The "3DP" is intended to be flexible and have the ability to transform. Therefore, 3DP could be displayed vertical, horizontal or a combination of both. The color orange was chosen because it represents creativity and determination, which is inline with the current goals of 3D Printhuset. The rebranding required creating a new business card, poster, window display, notebook cover, tote bag and app. The business card design is simple and straightforward, as the card is the most professional thing we had to design. I did not want to distract from the information of the employer, so it only includes the logo and icon. With the notebook cover, poster and tote bag, the icon was used repeatedly to make a design. The notebook cover displays how the "3DP" can be displayed in a variety of ways while still being recognizable. The window stickers were kept white to be read easier. The transformation of the logo was kept toward the bottom of the windows so that people walking past could view 3D printing going on inside. The app design is based on creating a lab where users could share and create their own designs for a 3D printer. Users could send their finished product to 3D Printhuset where it could actually be printed. This app could be used to promote 3D printing to the public, which would in return, get the attention of businesses in the market for purchasing printers.



## FINAL LOGO

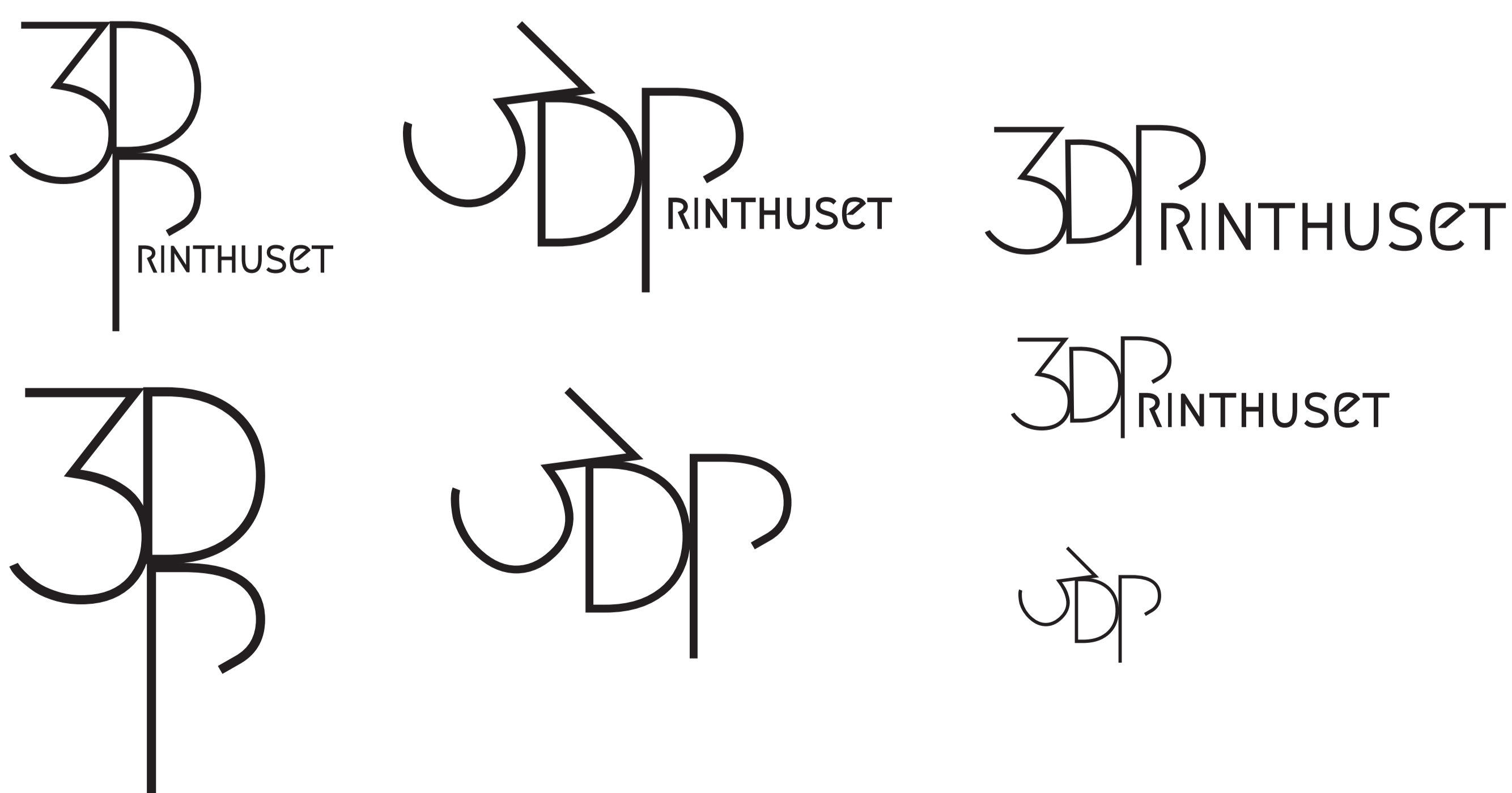
### FONT LOGO: MEGRIM REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890

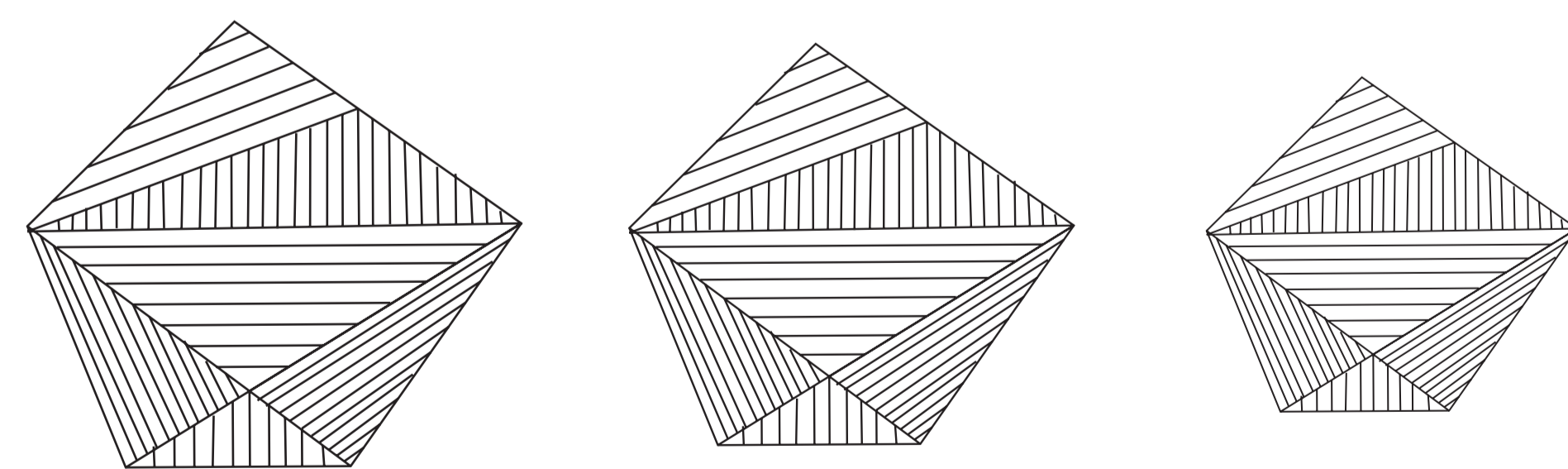
### FONT SECONDARY: FUTURA CONDENSED MEDIUM

ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890  
abcdefghijklmnopqrstuvwxyz

### LOGO/NAME



### ICON



### COLOR SCHEME

