

## Natalia Schroder

### Brand identity



#### A jewel in the making.

Natalia Schroder is an up and coming jewellery designer, whose work has appeared in Vogue and other leading fashion publications. Natalia asked us to create a new brand identity that would make an elegant impact in the luxury goods market.

We combined Natalia's initials to form a unique monogram, designed to work at a very small sizes, so that it could be used as Natalia Schroder's 'maker's mark' alongside the hallmarks stamped into her jewellery. The detailing from the Natalia Schroder brand identity monogram carried through onto the refined but strong logotype typography. For the colour palette, we went with a simple yet sophisticated black and white, with a graphic stripe detail, taken from the feel of the monogram, to be used in packaging, ribbons, tissue wraps and end-paper detailing.

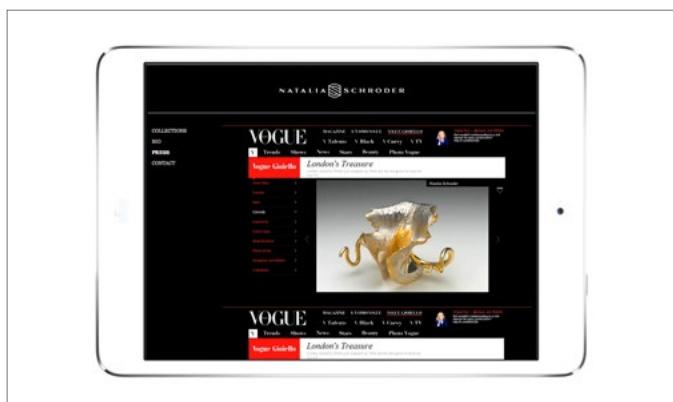
#### Kind words...

*"Wow! Modern yet timeless was the brief, but this is beyond anything I expected – thank you so much! The symbol works brilliantly alongside the Hallmark on my pieces. So individual, so crafted, so clever!"*

**NATALIA SCHRODER**  
Creative Director  
Natalia Schroder Jewellery

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#### PROJECT SUMMARY

Brand identity  
Stationery  
Press pack  
Packaging  
Literature  
Website

