

Natalia Schroder Brand identity

The logo for Natalia Schroder is displayed on a black background. It features the name "NATALIA" in a white, all-caps, serif font on the left, followed by a central monogram symbol, and then the name "SCHRODER" in the same white, all-caps, serif font on the right. The monogram is a stylized, white, interlocking 'S' shape that incorporates a graphic stripe detail.

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.

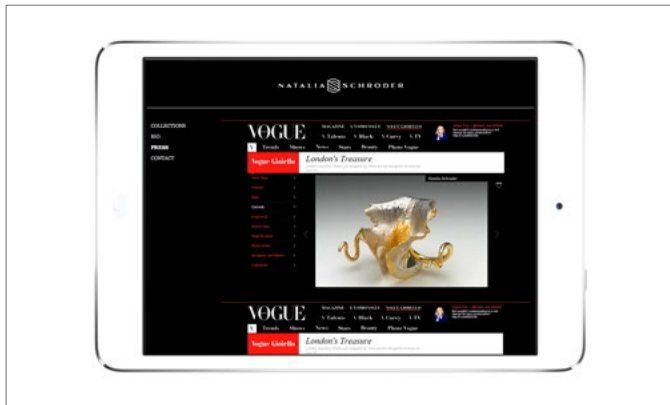
We combined Natalia's initials to form a unique monogram, designed to work at a very small sizes, so that it could be used as Natalia Schroder's 'maker's mark' alongside the hallmarks stamped into her jewellery. The detailing from the Natalia Schroder brand identity monogram carried through onto the 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

Natalia Schroder Brand identity



PROJECT SUMMARY

Brand identity
Stationery
Press pack
Packaging
Literature
Website

