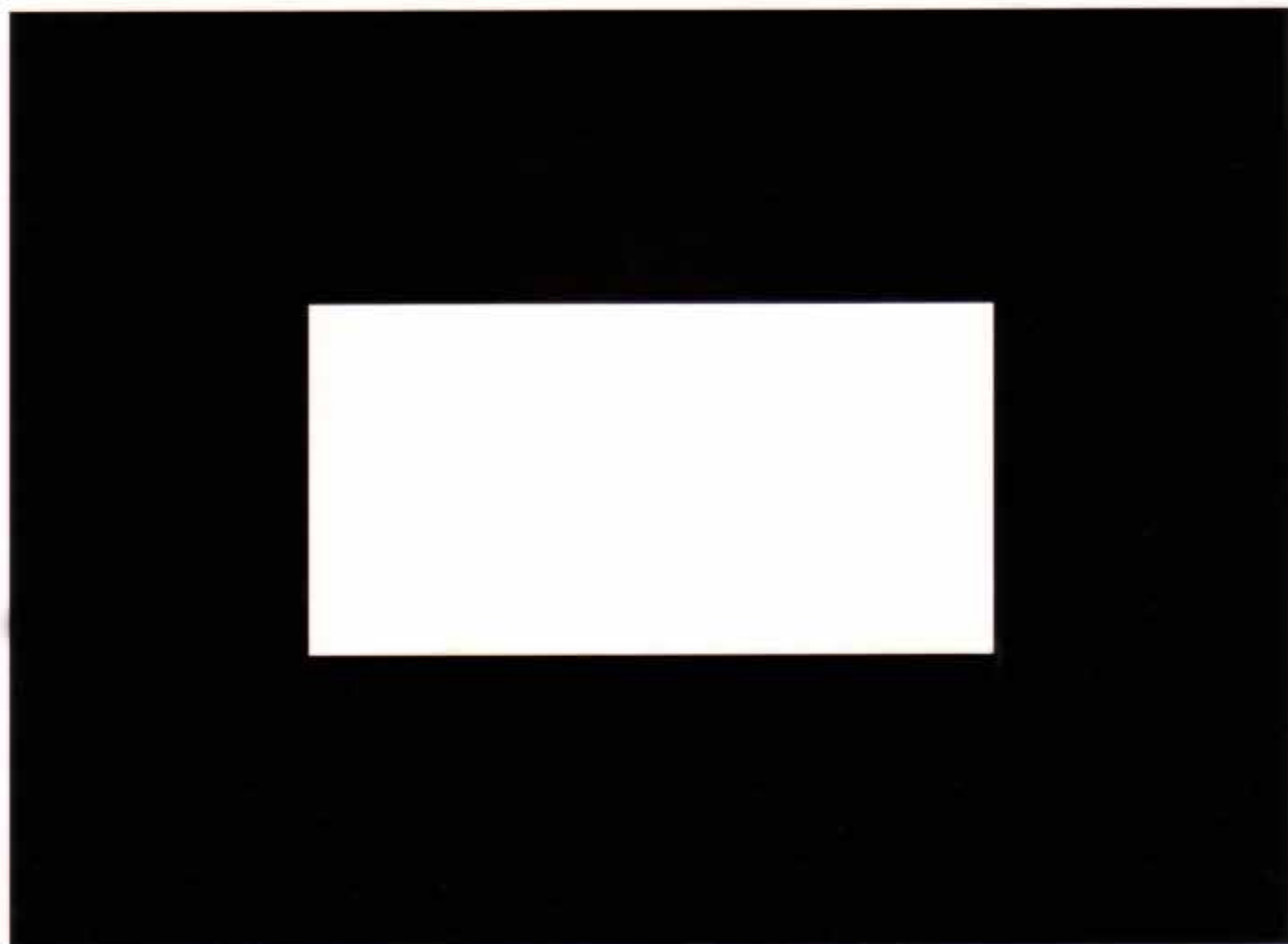
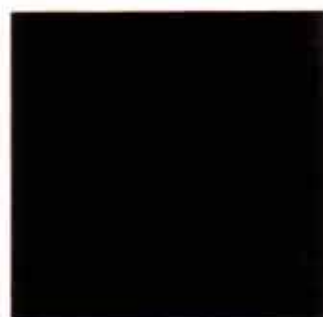


Liz Farrelly

Designers' Identities



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Bunch

The black silhouette of a bold capital 'B' was the starting point for a project that brought collaboration, in a big way, into the corporate identity of Bunch. This team of long-time friends, with studios in London and Zagreb, reached out to a network of contacts and beyond, asking other designers to embellish their logo. 'The ultimate aim was to extract a new playful identity,' they explain. 'However, we weren't sure how the project would be received or if we'd ever get our ID!'

London, UK and Zagreb, Croatia

www.bunchdesign.com

After six months, there were more than 200 contributions from around the world. Called 'Bunchisms' and displayed on an additional micro-site, they come not only from invited guests, but from a wide range of designers, as anyone is free to post. In effect, each Bunchism is a combination logo, showing off the preferred aesthetic of the collaborator, while playing with Bunch's 'B'. Unexpected results abound from, among others, such famous names as Build, Paul Davis, Julian Morey, Si Scott and Thirst.

Many have been incorporated into the stationery system, which includes 127 different business cards. Each staff member is treated to a set of 32, featuring their favourites.



Letterhead (opposite page)
1/0, black, on white stock.

Identity Range

The full identity system consists of a vast number of elements and objects: letterheads, business cards, compliments slips, postcards, poster, CD envelopes, stickers, rubber stamps, packing tape, mug, T-shirt, tote bag, murals and signage.

T-shirt (bottom left)

Featuring Paul Davis's Bunchism.

Vinyl wall motif (bottom right)

This Bunchism features a reversed-out white B.



Book

Bastardised: 269 Selected Bunchisms
by Made in Bunch, 2008.
Self-published in a hand-numbered
limited edition of 1,500 and featuring
covers in various colourways.

Website (bottom right)

Bunch's commercial website (www.bunchdesign.com) links to the project's micro-site, www.madeinbunch.com. An index of contributors makes for easy access to hundreds of logos or 'Bunchisms'.

