

studio blix a 6

identity development and design case studies

Amy Stafford is a multidisciplinary identity development consultant based in Berlin Germany. In 2002 she started her own practice, Studio Blixa 6, providing branding, graphic design and conceptual development to a growing list of international clients. For the last 10 years she has worked in the fields of Branding, Graphic Design and Web Development providing solutions for a broad range of industries – from high fashion to fortune 500 finance, education to software.

Applying broad ranged view, Amy address the client's creative challenges and provides innovative, lateral thought based solutions. With a diverse background that crosses the borders between commercial and fine art she weaves an integrated vision incorporating holistic creativity with market savvy. By taking the big picture perspective while honoring the details she can assist in:

- Creating an Identity "DNA" structure that informs the behavior of the organization / client – whether internally or through the external representation of the brand or personal identity

- Developing conceptual and visual toolkits for new business, products, services, proposals or brand enhancement solutions

- Directing the conceptualization and design of your visual identity:

- Logo
 - Website
 - Marketing collateral
 - Larger communication projects

- Identifying and developing new products or services in line with a business, brand or vision

- Preparing written, visual and digital presentations including:

- Layouts
 - Graphics
 - Text writing and editing (English)
 - Client Presentations

A conceptual visionary and thought leader, Amy Stafford has worked internationally with clients including Swiss Re, Deutsche Bank, Volkswagen, Giorgio Armani and The Gap as well as with start up and emerging growth software and education companies, independent artists and musicians. In addition to her design and consulting work she is an active multidisciplinary artist – merging media and messages in solo and collaborative projects. She also writes a weekly column for fashionwiredaily.com covering the unique qualities of life in Berlin that hi-light interrelated cultural, social and economic factors.

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depth
wisdom
dialogue
integrity
distinction



erudicom

identity development



Challenge

Create business identity, logo and web site with established, worldly feel for startup offering communication education programs to the international business and diplomacy communities.

Process

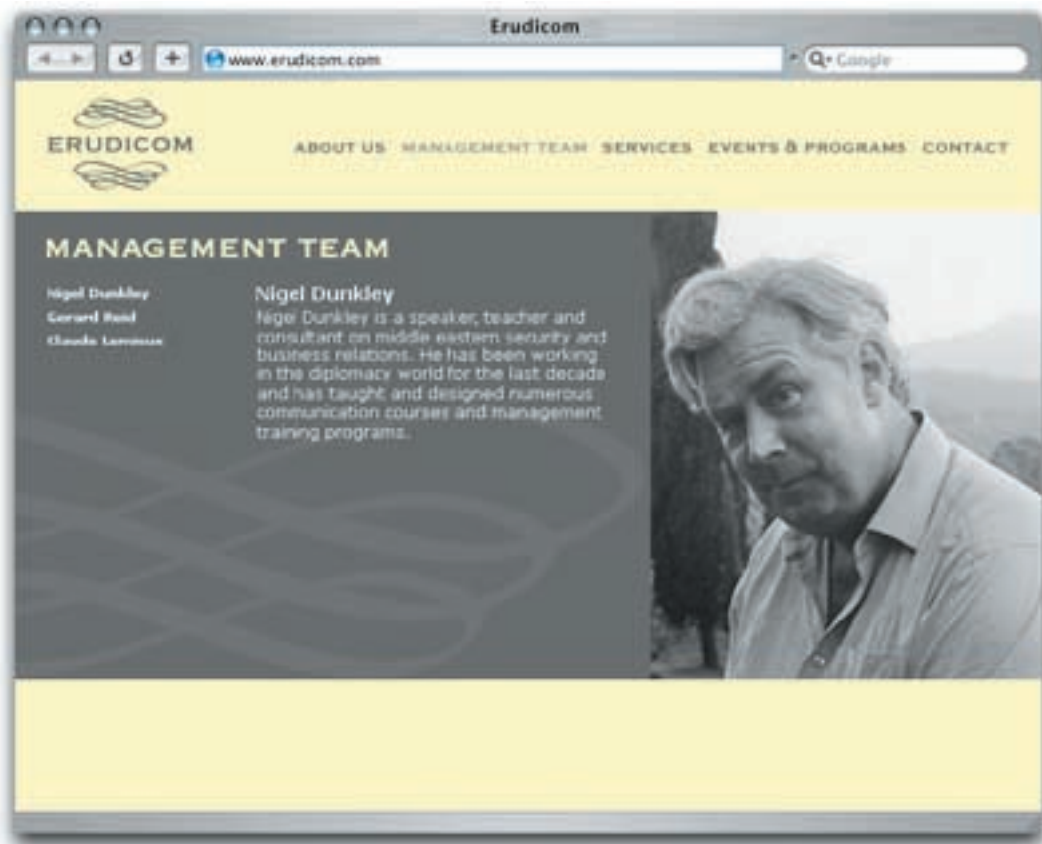
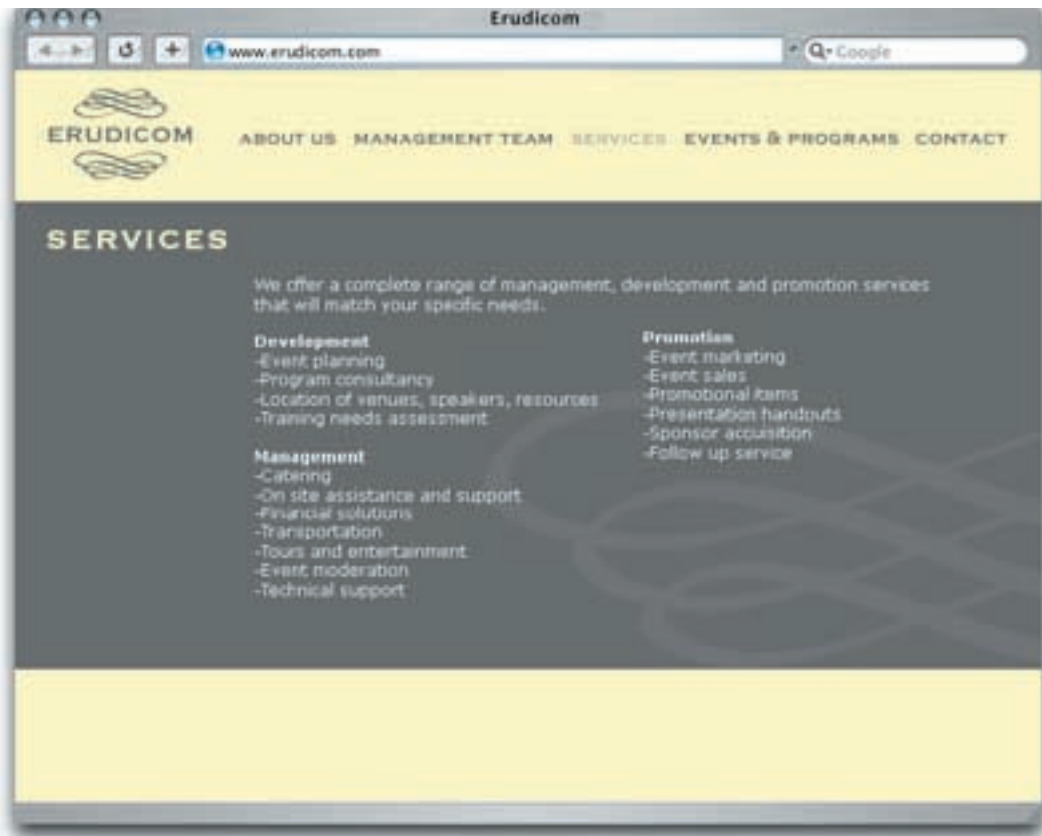
Leading the founding partners through an extensive workshop to identify emotional drivers of organization, I created a conceptual platform based on their core values from which management decisions would be made. I also identified further extensions for their markets, programs and services. Drawing from this foundation I looked towards historical and scientific visual references like interference patterns and calligraphy, developing a distinctive logo and color palette that reflected their themes. Further consideration was given to the web site design and development – factoring in extensibility, ease of use and visual elements that tied to the overall identity system.



Solution

Created an overall identity solution, including logo and color system, that successfully positioned the organization as an established, elegant and trustworthy authority in communication education. Working with a local team of programmers and copywriters I also designed the accompanying Erudicom web site.







Be the change
you wish
to see
in the world
—Gandhi



the lucca retreat

web site design & development



Challenge

Design and develop a web site that promotes an elegant location based communication workshop while subtly reflecting the qualities of the Erudicom brand.

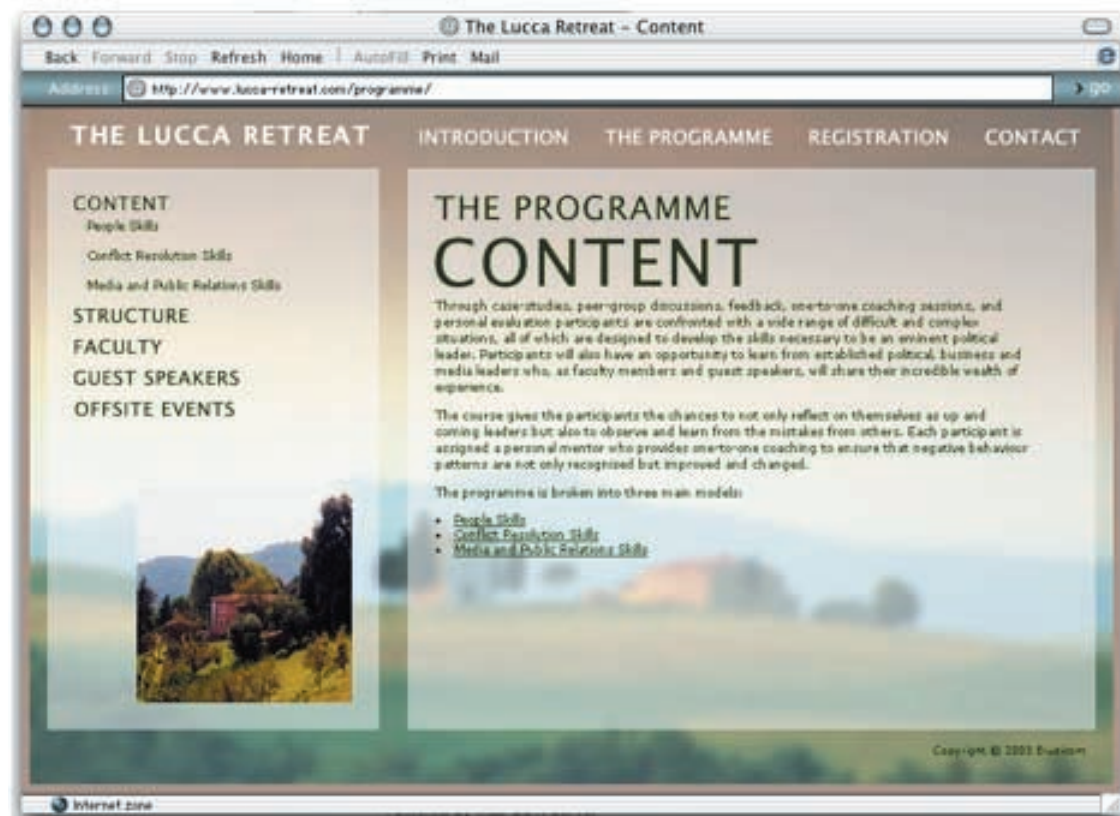
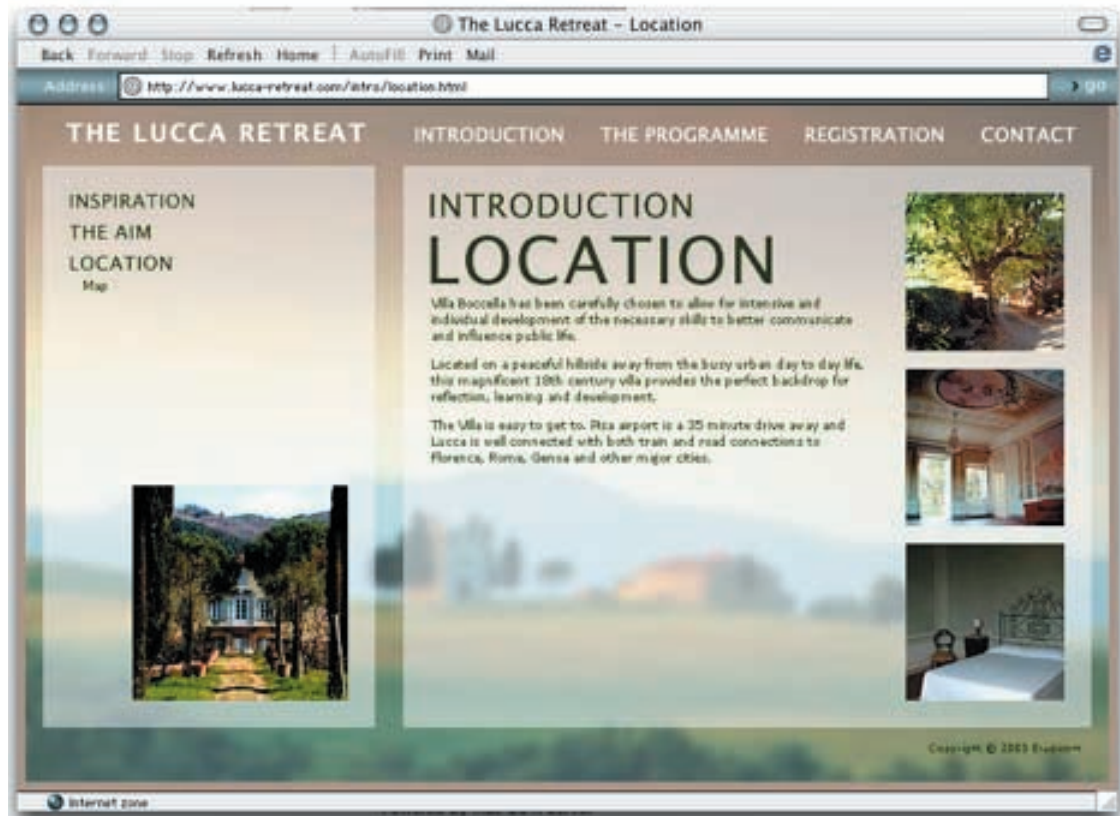
Process

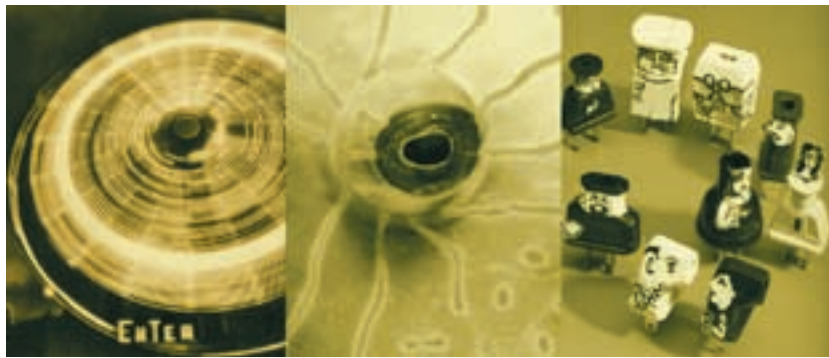
Conducted an initial brainstorming workshop with founders to establish the practical, technical and soft factors required for the site. Through consulting and research, identified the target audience for the retreat, doing comparative analysis of competitive programs, sites and services. Working with this material we mapped out visual themes linked to the location based in the hills of Tuscany and defined a design system that could extend to other locations, programs and services.

Solution

Designed and developed the Lucca Retreat web site with an international team of programmers, copywriters and photographers. Further input was provided regarding topics for educational courses and presenters, as well as commemorative merchandising concepts. My further contributions included:

- Name/ID treatments
- Downloadable registration forms
- Branded merchandise concepts
- Photography





Every child
is an artist.
The problem is
how to remain
an artist once
he grows up.
—Picasso



elastikon

business concept development & design



Challenge

Part of 3 member team selected to develop business concept, visual, and architectural details, planning and presentation materials; injecting a conventional business model with outlets for artistic expression and inspiration.

Process

Through workshops and research the Elastikon development team recognized an untapped niche market that crossed genders and generations, focusing instead on the universal need to express oneself creatively. Identifying emotional drivers for the organization, the team developed a concept that mapped out programming and services, management structures, staffing and visual systems.

Solution

Created robust business plan and concept presentation, including extensive visual support material, in multiple presentation formats. My contributions included:

Conceptual development

- Themes, moods and brand story
- Management philosophy
- Services, brand extensions

Visual development

- Conceptual collages
- Visual taxonomy and colors
- Logo concepts and development
- Merchandising examples
- Presentation design

architectural details



people

