



OVERVIEW BRANDING

Roland Berger - Branding 2023

Branding Basics

Brand Architecture

OUR BRAND 2023

Look & Feel 2023

Colors 2023

Typography 2023

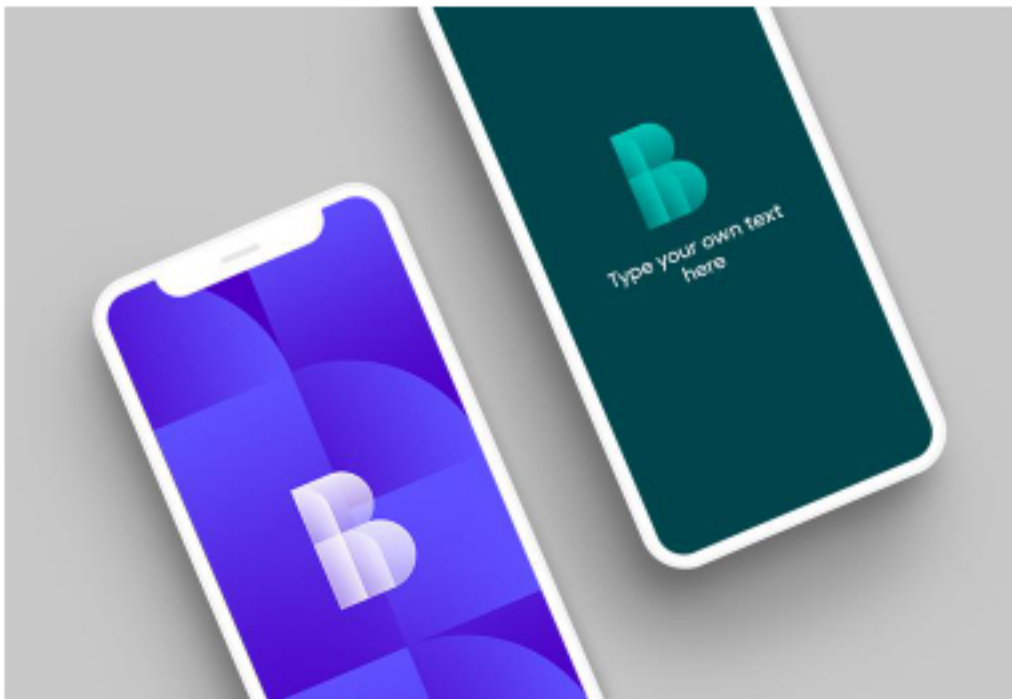
Imagery 2023

OFFICE BRANDING

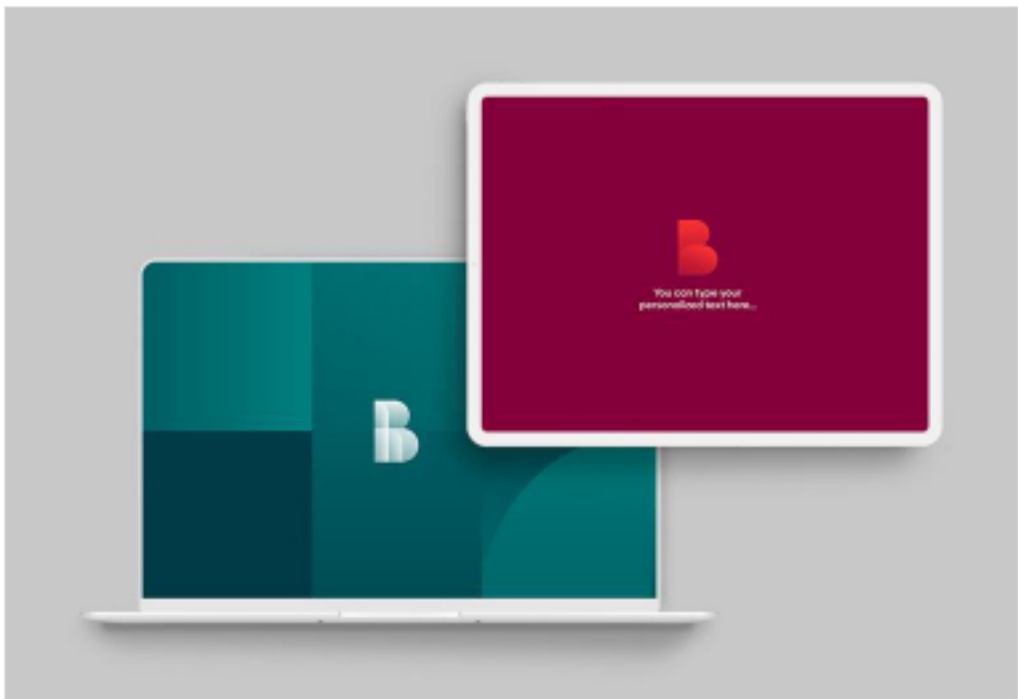
Office Branding

Look & Feel 2023

The following applications illustrate the brand design with the interplay of the brand elements. Please consider all examples as prototypes. Final designs for implementation may vary.



iPhone_mockup



Desktop_Mockup



Publications_mockup



Publications_mockup



Business_Card_Mockup



Image Ad (Climate Action)



Image Ad (Robust Organisation)



Image Ad (Next Generation Manufacturing)

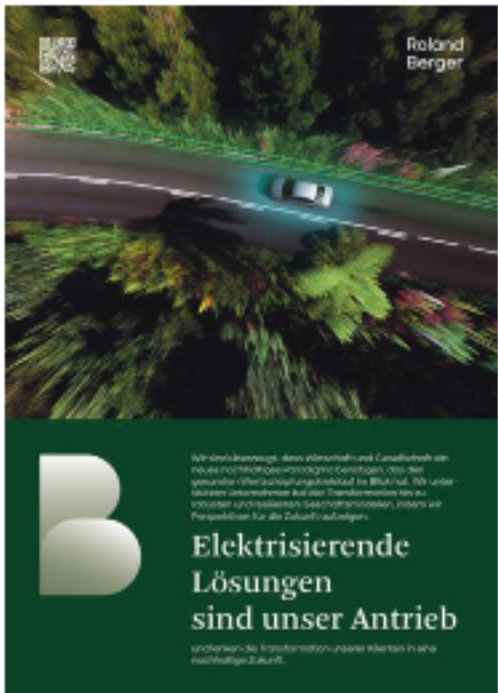


Image Ad (Smart Mobility)



HR_Poster_DINA4_01



HR_Poster_DINA4_02



HR_Poster_DINA4_03



HR_Poster_DINA4_04

