

Before:



ROTERMANN



The old story.

The Roter Mann Quarter, located in the heart of Tallinn between the Old Town, the port, and Viru Square, sits in a historically important area — the crossing point of the Tartu, Narva and Pärnu highways was at Viru Square in the 19th century, which is also the official centre of Tallinn. The Roter Mann Quarter has almost as many historically valuable buildings as the Old Town of Tallinn. The Roter Mann Quarter gives visitors an extraordinary opportunity to spend quality time in quieter and smaller urban areas, discovering shops, restaurants, and wine bars fit for both everyday life and occasions that are more refined. The quaint city quarter is sits within walking distance from the A and B terminals of the port (1 km and 900 m), as well as from the Viru Hotel (200 m).

After:

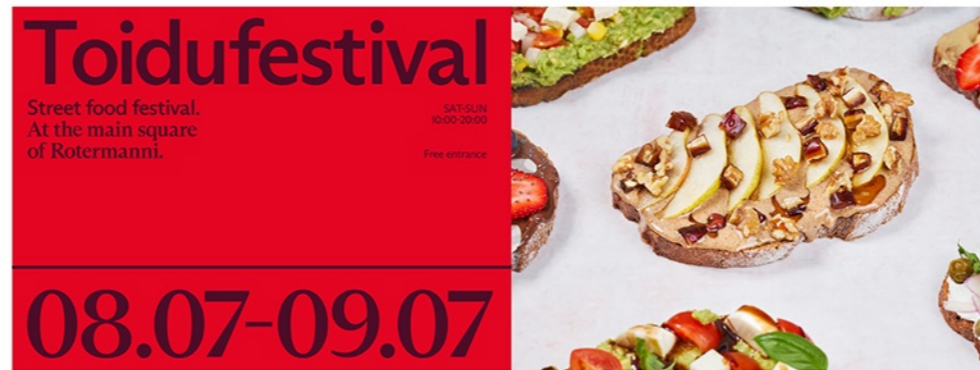


The simplified Roter Mann character has now an active and dynamic role. He helps with showing the way, interacts with the context and simply walks the talk.

The new narrative

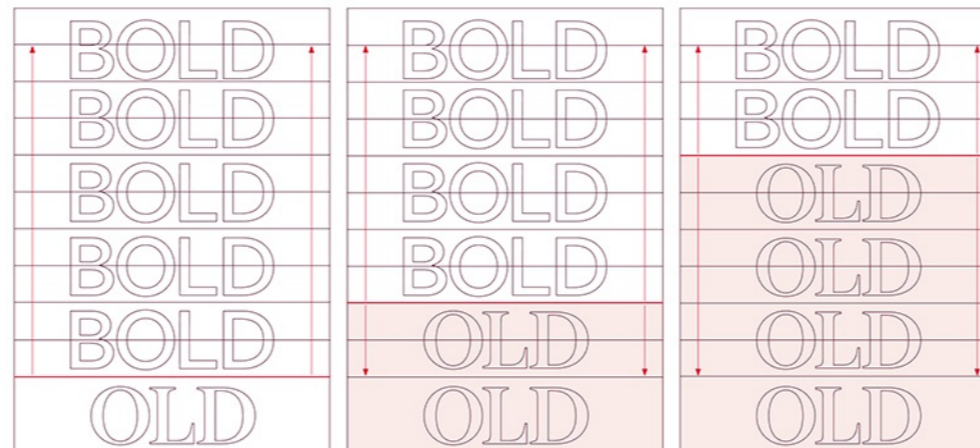
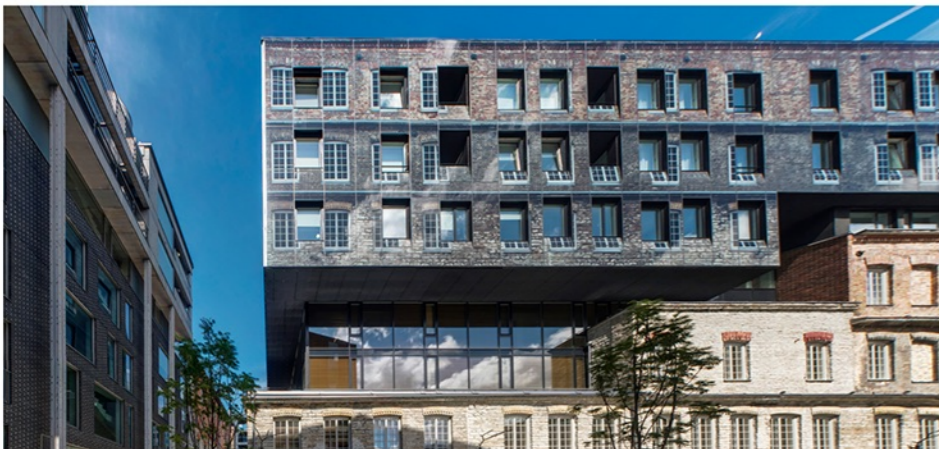
Roter Mann might be located right next to the Old Town of Tallinn, in the absolute heart of the city, but what we believe in is bold: We put people first, and we say life is to be enjoyed. From worklife to leisure time, from social life to me-time. And the same applies to everything inbetween. 24/7. Because life shouldn't be about perspiration, but inspiration. In small and big. It's about finding meaning, rather than sleepwalking through it, or even worse, burning out. We don't want you to escape life, but to make sure life doesn't escape you:

Roter Mann



Stop for a while. Open your eyes, open your heart. Find your way into Roter Mann. Take a moment for yourself, or spend it with your loved ones. Friends, colleagues. Or maybe get to know someone new. Make every moment count. Walk a little. Catch the breakfast buzz. Have a meeting. Close the deal. Have lunch. Lounge around. Sip some coffee. Maybe read a book. Get inspired. Walk around a bit more. Marvel the architecture. Come up with a new idea. Get something beautiful for yourself. Treat yourself well. Have a dinner. Drink some wine. Kiss your loved one. Repeat. See? It's easy, it's enjoyable. It's life. We stand for urban environment as it should be. For people, to be enjoyed. This is what Roter Mann, the Bold Town of Tallinn, is all about.

Inspiration:



The identity — and its' layout system — reflects the quarter's architecture, marked by boldly building on top of old.

Arizona Text

OLD

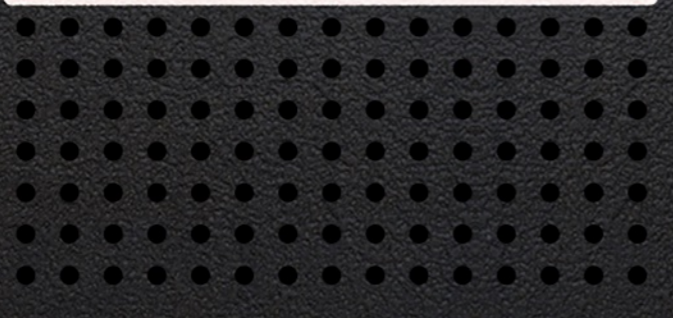
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Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz Åå Ää Öö
0123456789 ?!#\$%&

Arizona Sans

BOLD

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz Åå Ää Öö
0123456789 ?!#\$%&

4	B3	Zenith Family Office
	B2	Rotermanni Kliinik Mila Studio
	B5	TT Dental
	B6	Ehvert
3	B2	Shepherd Lindbergh Fionn
	Tao Keskus	
	2	



A Sissepääs
Rotermanni 2 /
Elevaatorihoone

4
Korrus



B3 Zenith Family Office
B2 Rotermanni Kliinik
Mila Studio
B5 TT Dental
B6 Ehvert



Sissepääs
Rotermanni 2 / Elevaatorihoone



Väljapääs
Rotermanni 2 / Elevaatorihoone



OPEN YOUR EYES. COUNT. WALK A LITTLE. A MEETING. CLOSE YOUR EYES. SIP SOME COFFEE. MARVEL AROUND A BIT MORE. COME UP WITH A NEW IDEA. GET SOMETHING YOURSELF WELL. HAVE A ROTERMANN TREAT.

Partii/Batch/Era/Sarv
Parim enne/Best before/
Parasta ennen/Best before

330 ml

4 740158 008911

5.3% ALC. VOL.

100% NATURAL PRODUCT. NO PRESERVATIVES. PASTEURIZED.



... MAKE EVERY MOMENT A BREAKFAST BUZZ. HAVE A LUNCH. ENJOY ROTERMANN COFFEE. MAYBE READ A BIT MORE. MARVEL THE BIT MORE. MARVEL THE NEW IDEA. GET SOMETHING YOURSELF WELL. HAVE A ROTERMANN TREAT.

Tõeliselalane teave 100 ml: energiat 95kJ/22kcal, rasvu 0 g, süsivesikuid 5,3 g, millest suhkruid 2,7 g, valke 0,28 g, soola 0 g. Nutritional values 100 ml: energy 95kJ/22kcal, fat 0 g, of which saturated 0 g, carbohydrate 5,3 g, of which sugars 2,7 g, protein 0,28 g, salt 0 g. Parasta enne 100 ml: energia 95kJ/22kcal, rasva 0 g, süsivesikuid 5,3 g, millest suhkruid 2,7 g, valke 0,28 g, soola 0 g. Näringisäärted 100 ml: energia 95kJ/22kcal, rasva 0 g, süsivesikuid 5,3 g, millest suhkruid 2,7 g, valke 0,28 g, soola 0 g. Vitamiinid: C 0,2 mg, A <2,0 µg, E <0,02 mg, D <1,0 µg, B-vitamiinid: B1 <0,01 mg, B2 0,28 mg, B3 <0,04 mg, B5 0,35 mg, B6 0,15 mg.

Rotermann