

Before

Laterna Magica is a well-known and valued lighting salon that has been operating on the Estonian market for over 20 years, but they lacked a coherent brand language that would show their current status as a top player in the field.

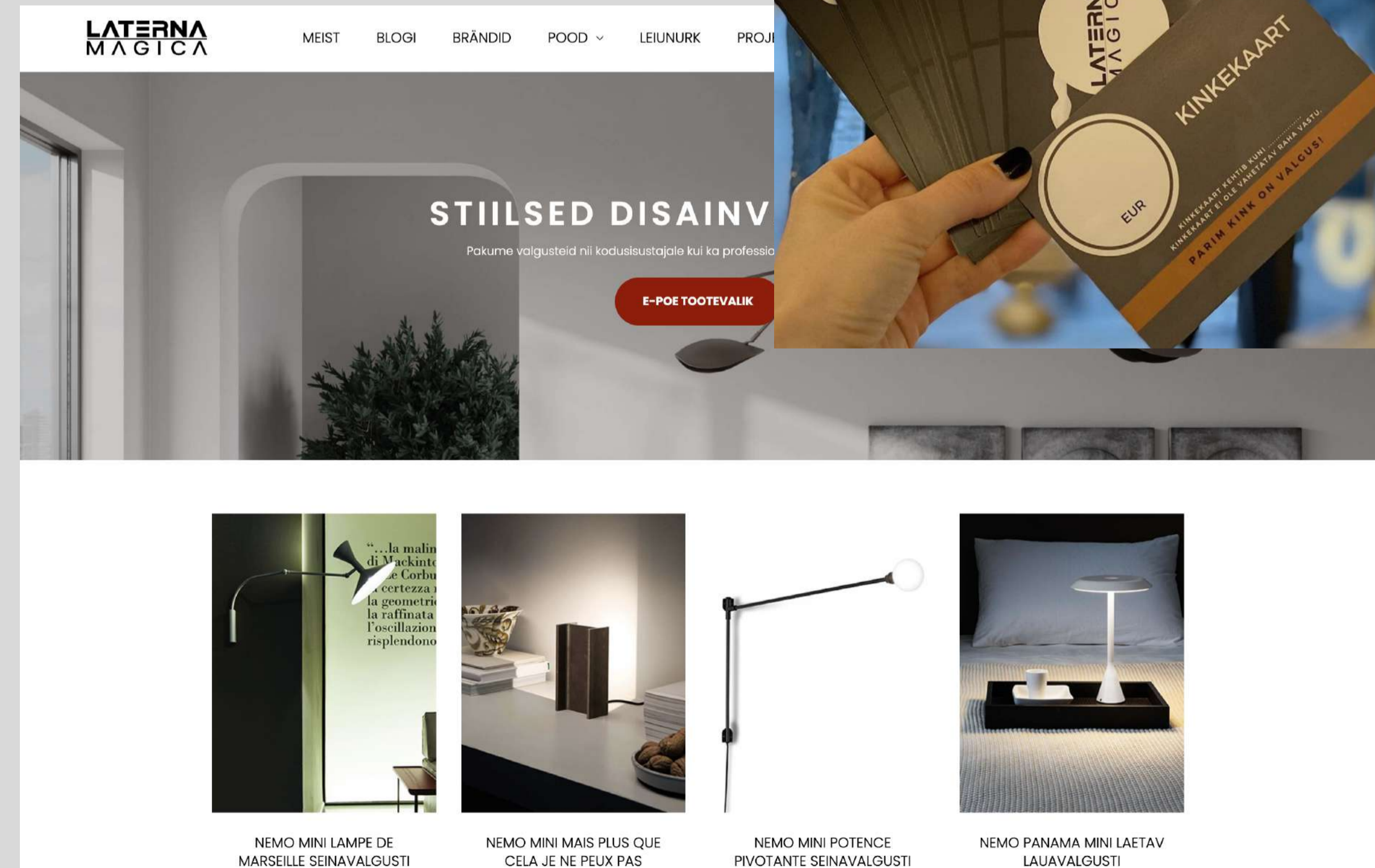
They offer the world's best lighting brands, but their own brand language was not at the same level.

There was no solid system in place to produce all the necessary marketing materials for both digital and physical environments.

The Laterna Magica brand lacked unique visual character and distinctiveness in the market. They were highly valued, but this was not supported in any way by their marketing materials.



LATERNA MAGICA



Solution (after)

The basis for the rebranding of Laterna Magica was their most important – product selection, where you can find a wide selection of design luminaires for every taste.

Since all the luminaires are unique and have a lot of visual character, we used this in favor of Laterna Magica. With this in mind, we created a minimalist illustration language that immediately gives an idea of their field of activity. On the other hand, the approach is aesthetically distinct from all competitors.

The goal was to achieve a solution that would give an idea of the area of operation and respect the history of Laterna Magica. At the same time, it was important that the solution did not look too dated and also had a fresh and progressive character.

Accordingly, a suitable typographic combination of typefaces was chosen, and we supplemented the classic black, white and gray colour palette. Fresh and active accent tone of purple was added, which also works well functionally to emphasize important info in marketing materials.

Laterna Magica®

