

LAURA GRANERO

Fortepianist

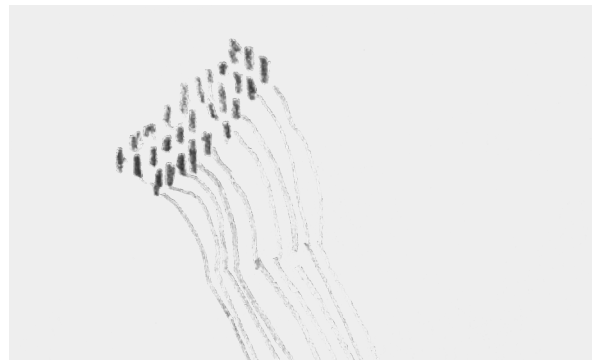
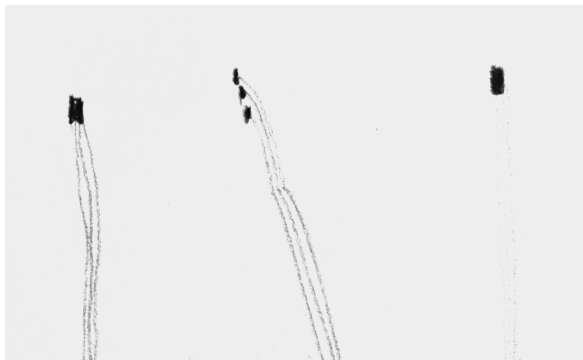
Laura is a fortepianist focused on romantic repertoire whose brand design orbits around key values of this artistic period. Floral elements in the shape of petals and leaves -along with the wind blowing them-, introduce an ethereal character that gets to recall wind and all kinds of filamentous elements of great elegance. Thus, the brand is identified with a firm in which letters have been replaced with a clearly handmade, evoked text; infused, at any point, with the romantic spirit of the calligraphy of the time.

Project team  
Laura Granero



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A first search identifies visual elements out of Romanticism, and capable of giving a firm base to the identity. On this first approach, a number of floral elements arose in the shape of petals, leaves and the wind that bring them to life; along with other elements more akin to the mechanical nature of the instrument, such as the strings inside. All of it as part of a process to get to know the historical period, the instrument, and the person behind the brand.





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At the same time, the artisan stamps that instrument makers used to place on the pieces, appear as a clear reference that will be the back layer for the calligraphic elements on which to lay out flying petals, and will end up on the idea of floral letters mixed with flying leaves.



Laura Granero





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On the other hand, the image of Clara Schumann's representative romantic writing, introduces lightness, an ethereal character -recalling air blowing- and filamentous gestures of great elegance. Thus the logo is conceived as a firm in which the abstract lines of letters have been replaced with a clearly handmade, evoked text. Capital L and G, are kept as floral, as a readable reference to artisan stamps.

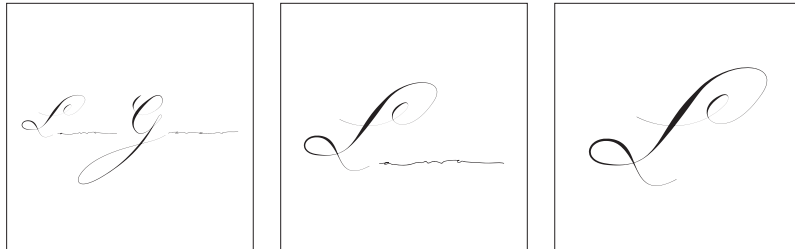
Handwritten text in cursive script, likely a letter or document fragment. The text is dense and difficult to decipher due to the cursive style.

Handwritten signature or name in cursive script, appearing to read "L. G." followed by a flourish.

Handwritten signature or name in cursive script, appearing to read "L. G." followed by a flourish.



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The landscaped layout of the logo limits the minimum display size in which is still readable. To overcome this, in such applications as web or social media, it is reduced to the capital L.

Laura Green

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Font  
CMYK - 0, 0, 0, 10  
PANTONE - Cool Gray 2  
RGB - 236, 236, 237  
RAL - 9003

Background  
CMYK - 50, 50, 40, 100  
PANTONE - 426  
RGB - 0, 0, 0  
RAL - 9005

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Font  
CMYK - 100 95 5 0  
PANTONE - 2746C  
RGB - 43 46 131  
RAL - 5022

Background  
CMYK - 0 0 0 10  
PANTONE - Cool Gray 2  
RGB - 236 236 237  
RAL - 9003

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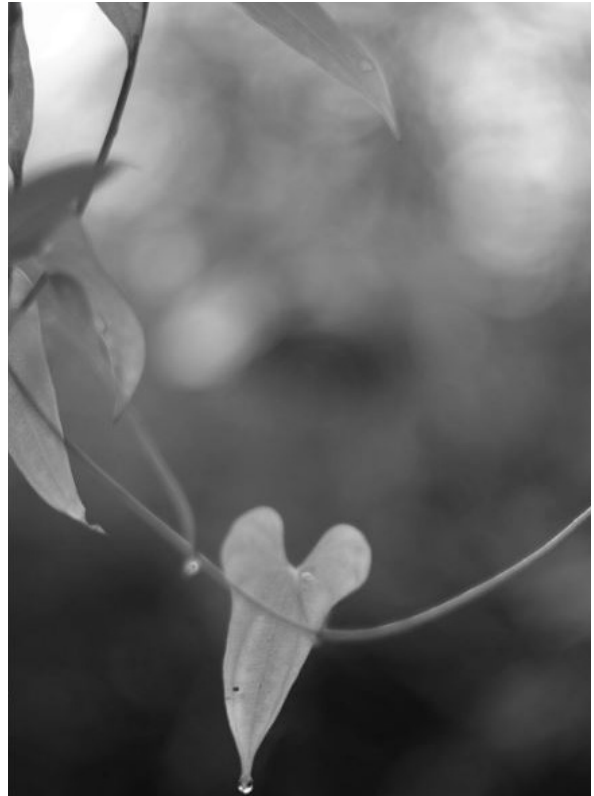


Black and white macro photography of flowers is proposed as a theme for other visual elements for the brand, meant to be used as front pages, counters or images on other uses. The mock-ups are created with images property of Dozonoy ([www.instagram.com/dozonoy](http://www.instagram.com/dozonoy)).



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Botanic illustration created from the original pictures is proposed along with photography -with a textured black and white or blue ink custom processing- to meet other applications consistently.



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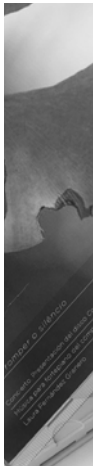




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Iterare arquitectos