



PROJECT: LAUF IDENTITY SYSTEM
DESIGN FIRM: MEDIA ARTISTS INC.
DESIGNER: FABIA PASINELLI
PHOTOS: ROB GUSSENHOVEN
CLIENT: LAUF

Creating new associations with traditional color groupings becomes more difficult as designed materials proliferate around us, but in a design climate so changeable it can induce exhaustion, the successful attempt can seem quite fresh—and for some clients, it's the right approach. One such client is Lauf ("the walk"), a Swiss restaurant whose growing popularity prompted it to ask Media Artists Inc. for a makeover of its rustic image.

Reworking the primary colors, designer Fabia Pasinelli used red for the logo, but deepened it until it was autumnal, almost brown. Yellow and blue are perhaps the most overused combination employed to suggest the alpine countryside, but here the rich yellow of the sun is a surprise, while the dense blue swash underneath ties the composition together and gives it authority.