

Category: Corporate Design and Communications

Project: CD: »Tegel-/ Breiten-/ Buchenbergbahn«

What was the challenge?

Three mountain cable cars next to Füssen should visually jointly be organized.

What was the solution?

All three cable cars (Tegelbergbahn, Breitenbergbahn, Buchenbergbahn) appear individually and in different combinations – therefore we were looking for a modular brand solution. With it, an addition of the signets became possible. These combine everything essential and important in a reduced, typographical implementation. The distance and feeling of width which you have in the mountains on a clear day reflects in the lettering. At the same time, a communication concept on the basis of the new CD was developed. This is based on the combination of photos and illustrations worked out in the style of the 1960s. Credibly, unexcited (as opposed to the usual tourism advertising) and sympathetic, the figures develop their own lives: When they point the way to the shuttle bus on the alpine slide and so on ...

What was the effect?

The developed corporate communication shows a completely different visuality on the tourism sector – wherever the sun shines, blue skies, happy people, children playing ... The combination of photos and illustrations opens rooms, more and not »real representable« statements can be made, and topics visualized ... The flyers sell like hot cakes – they had to be reprinted with higher circulation.

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