

Studio Dumbar Book

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Assignment Brief

Book Design

Choose a design agency to create a promotional book. The book should include history of the agency, information on the founders, design principles and philosophy, studio location, work and any other relevant information.

Design the promotional book based on the research you found and that highlights the best work of the agency.

Sizes: Up to you

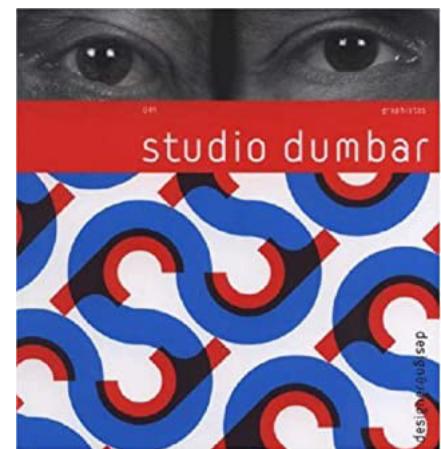
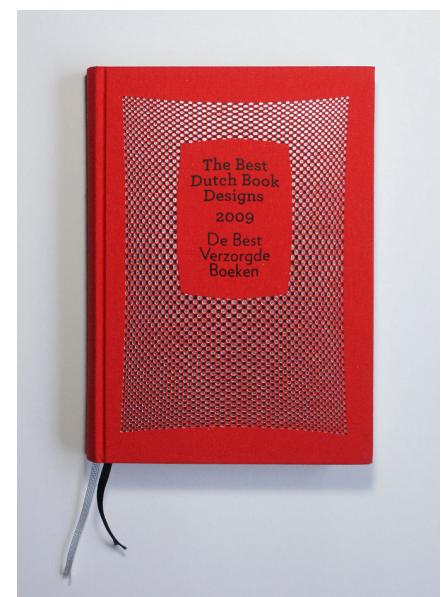
Typefaces: Up to you

Color: Up to you

Binding: Up to you

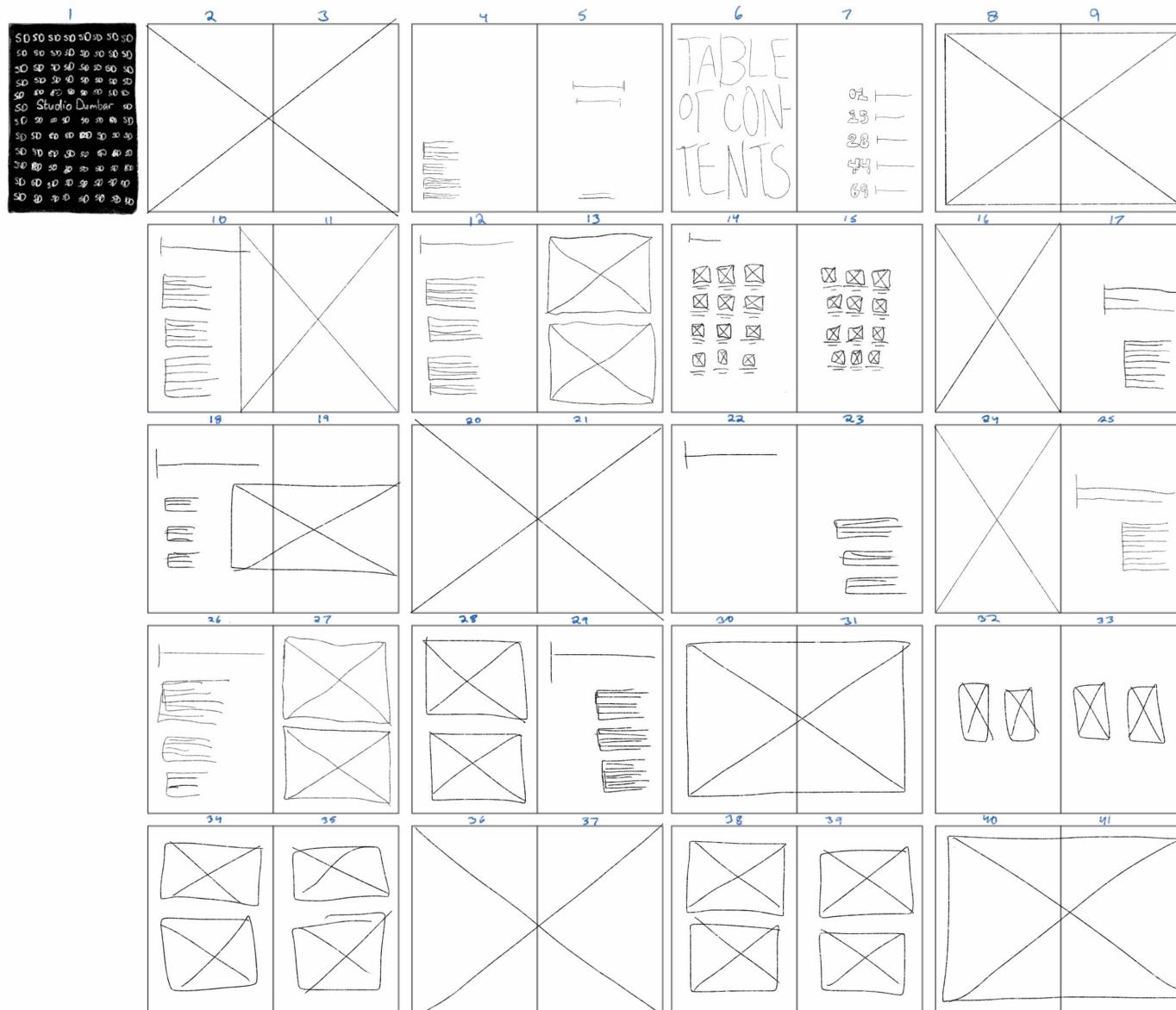
Other Requirements: Must be designed in Adobe Indesign and be a minimum of 60 pages.

Research Images

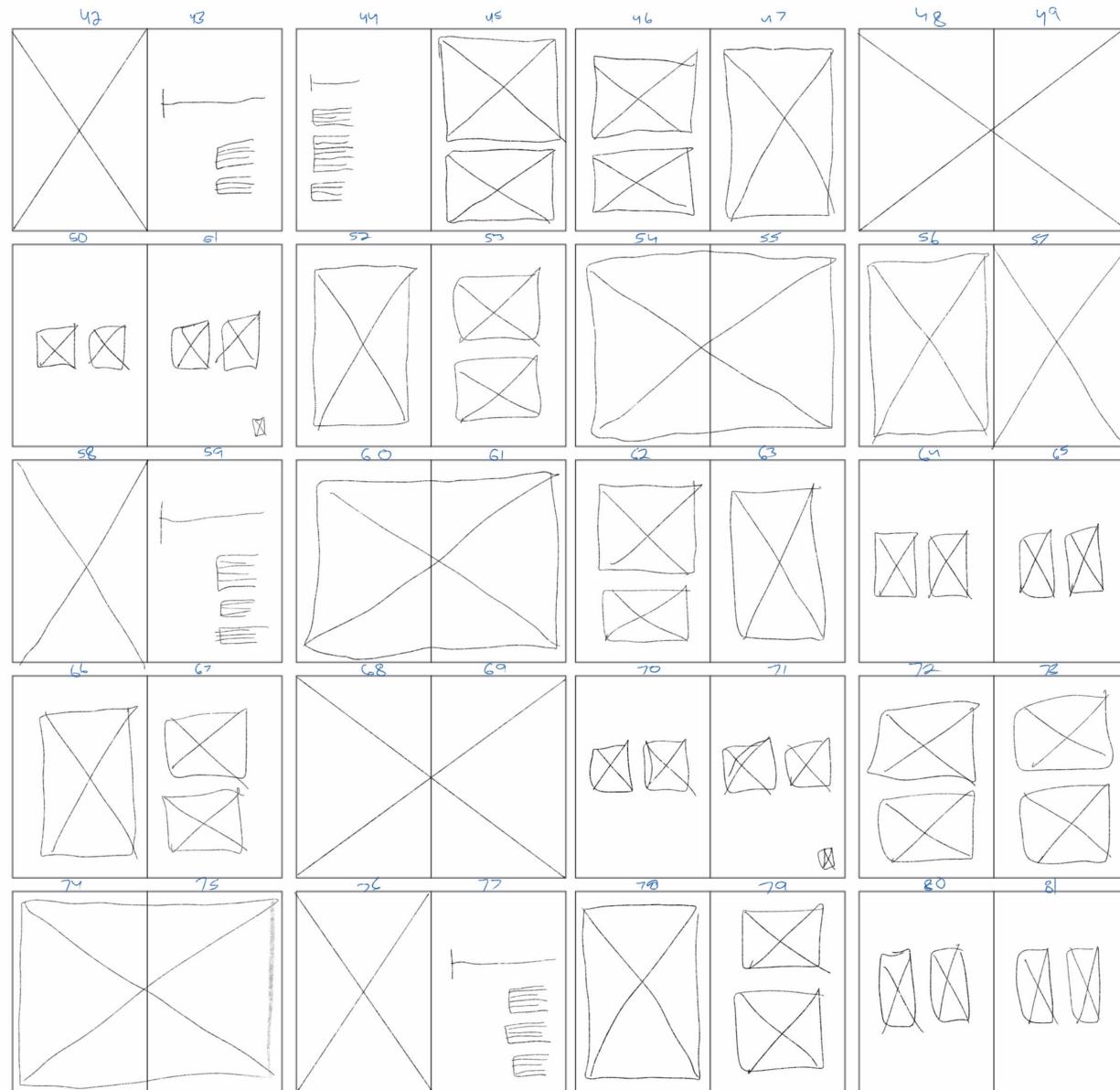


Pagination

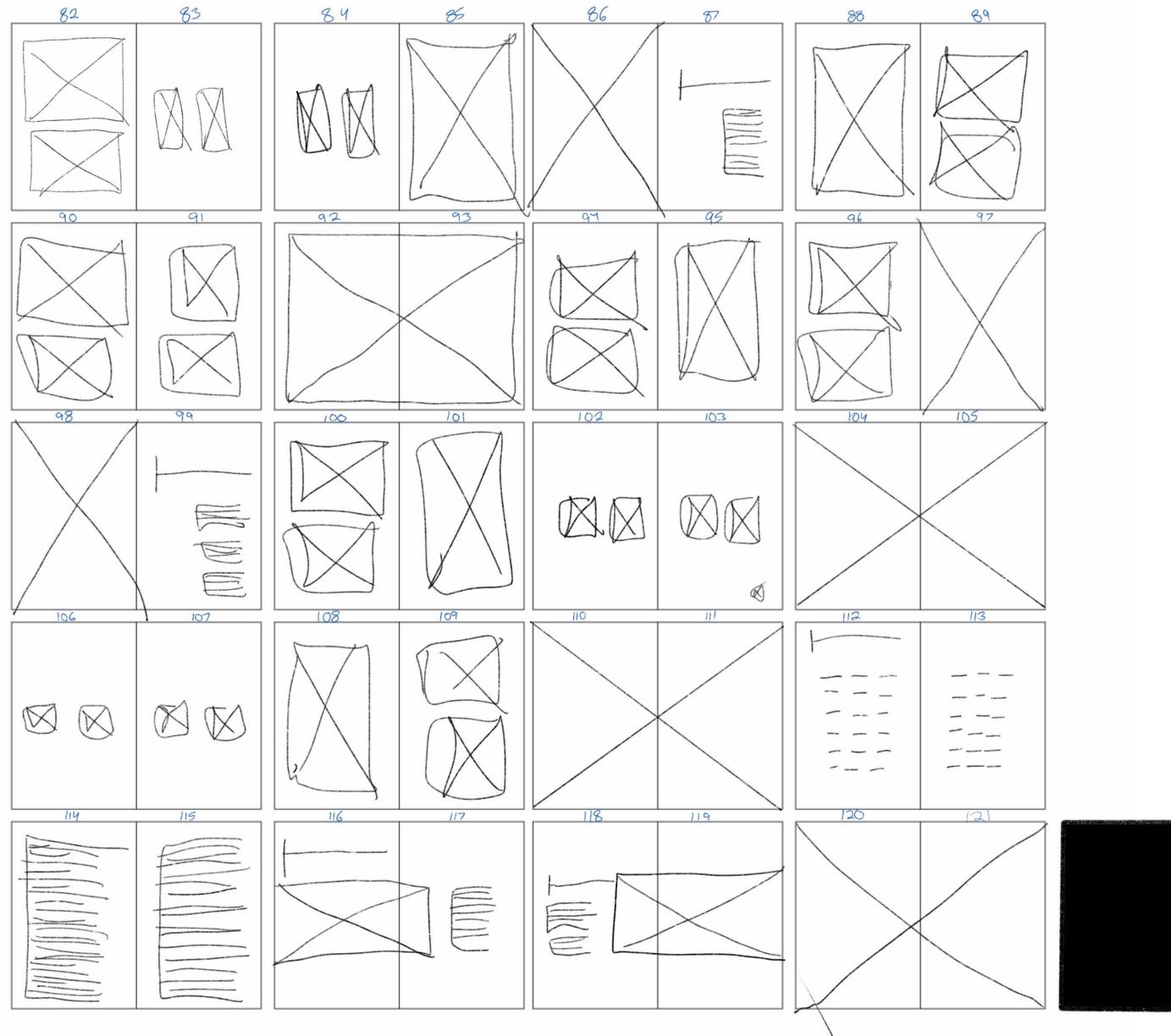
Sketches + Planning: Layouts



Sketches + Planning: Layouts



Sketches + Planning: Layouts



Initial Design



Initial Design



Initial Design



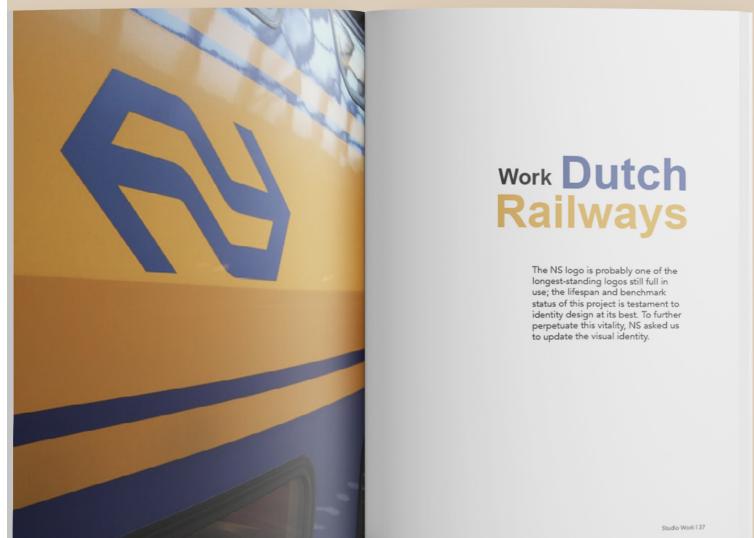
Initial Design



Initial Design

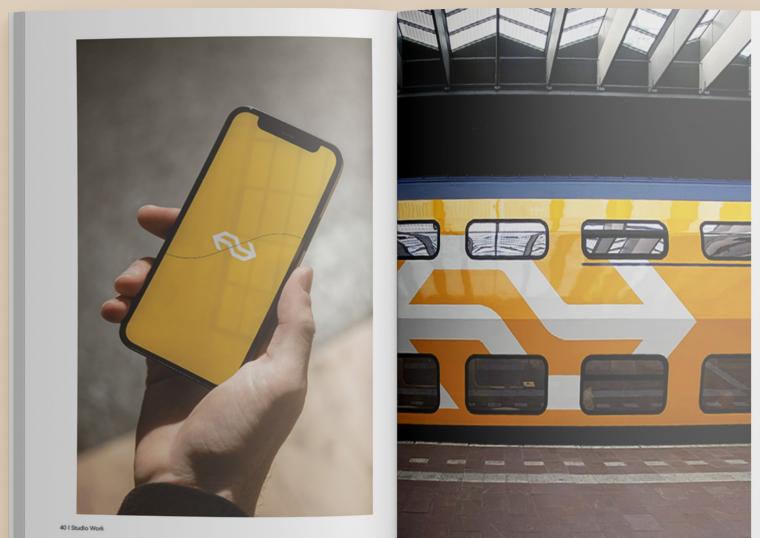


Initial Design



Studio Work | 37

The NS logo is probably one of the longest-standing logos still in use; the lifespan and benchmark status of this project is testament to identity design at its best. To further perpetuate this vitality, NS asked us to update the visual identity.



40 | Studio Work

Brand Strategy
Air France-KLM's ambitions for Transavia required a repositioning, renewing everything from positioning and e-commerce, to the customer journey and visual identity. Studio Dumbar defined the positioning: The leading purpose of the airline is to be the central thought across an expansive rebranding program: a compass ensuring consistency across different projects. Transavia's competitive edge lies in their slogan: low budget pricing and a pleasant, welcoming customer journey. It's a pleasure expresses the idea of 'low fare with care.'

Design
The identity is very easy to work with – there are no complicated guidelines. Plus, it's a very flexible, digital design built around a system of graphic tiles (in various shapes and sizes), which contain words, icons, prices and other information. The tiles were combined with four colors and hundreds of custom-designed icons that are applied to all touchpoints – from websites, mobile phone screens and packets of sugar for your in-flight coffee, to billboards and airplanes. The results are always Transavia.

Results
In a short period of time, Transavia introduced a new and more visible position in the airline market. Regarded as over-optimistic, their budget was met for 2019 (announced by their CEO at the launch of the new brand) had already been achieved before the end of 2017.

52 | Studio Work

53 | Studio Work

54 | Studio Work

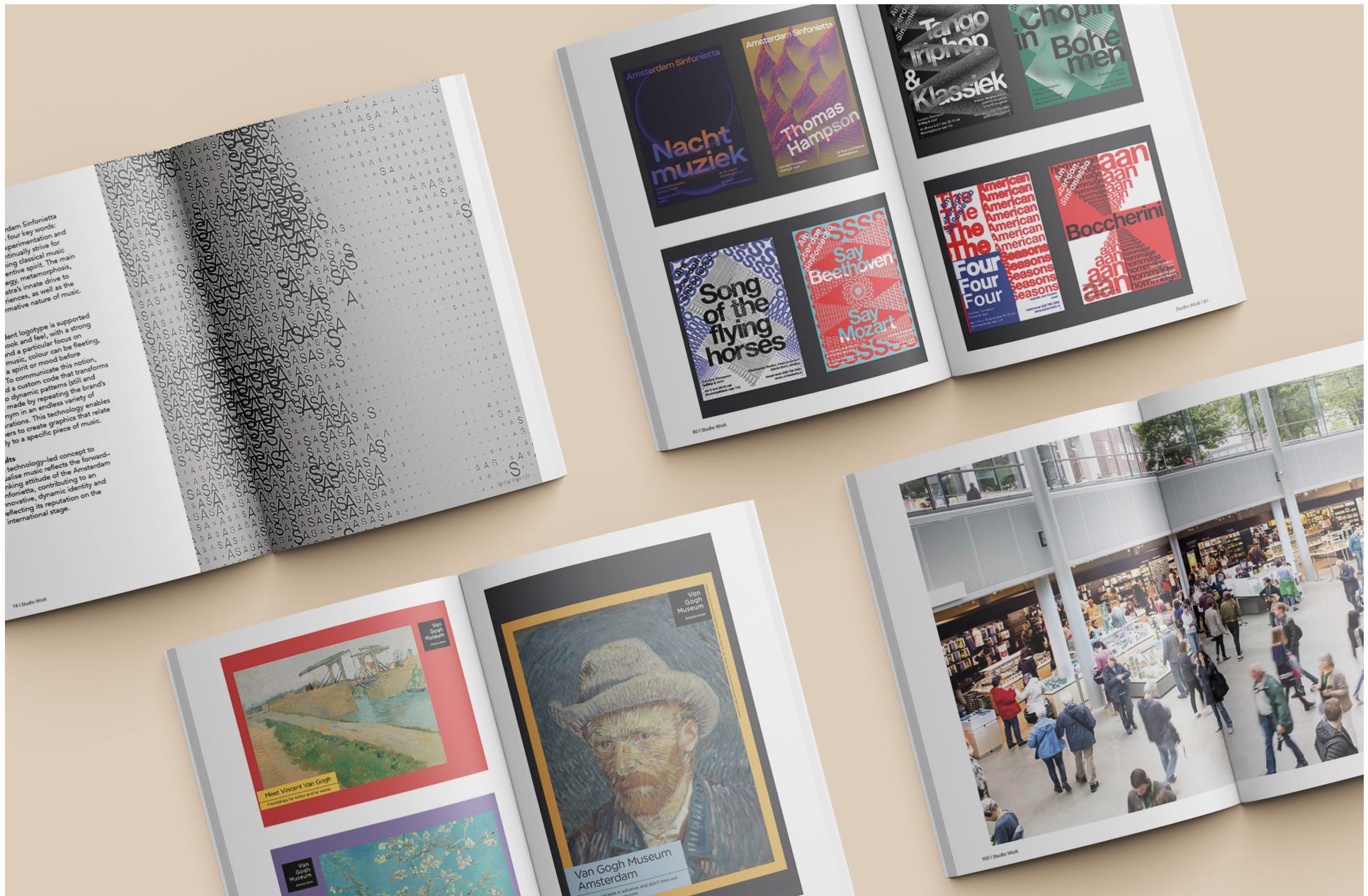


55 | Studio Work



56 | Studio Work

Initial Design



Revisions + Success

What does the project accomplish and why is it successful?

This Studio Dumbar book is successful because it contains their history, services, philosophy, and highlights their most iconic work. The design of the book, typeface, and colors were all inspired by Studio Dumbar's own brand and theming. Important information is divided into three sections to make the book easy to follow. Each project in the book includes the project details, client history and Studio Dumbar's design strategy for the project.

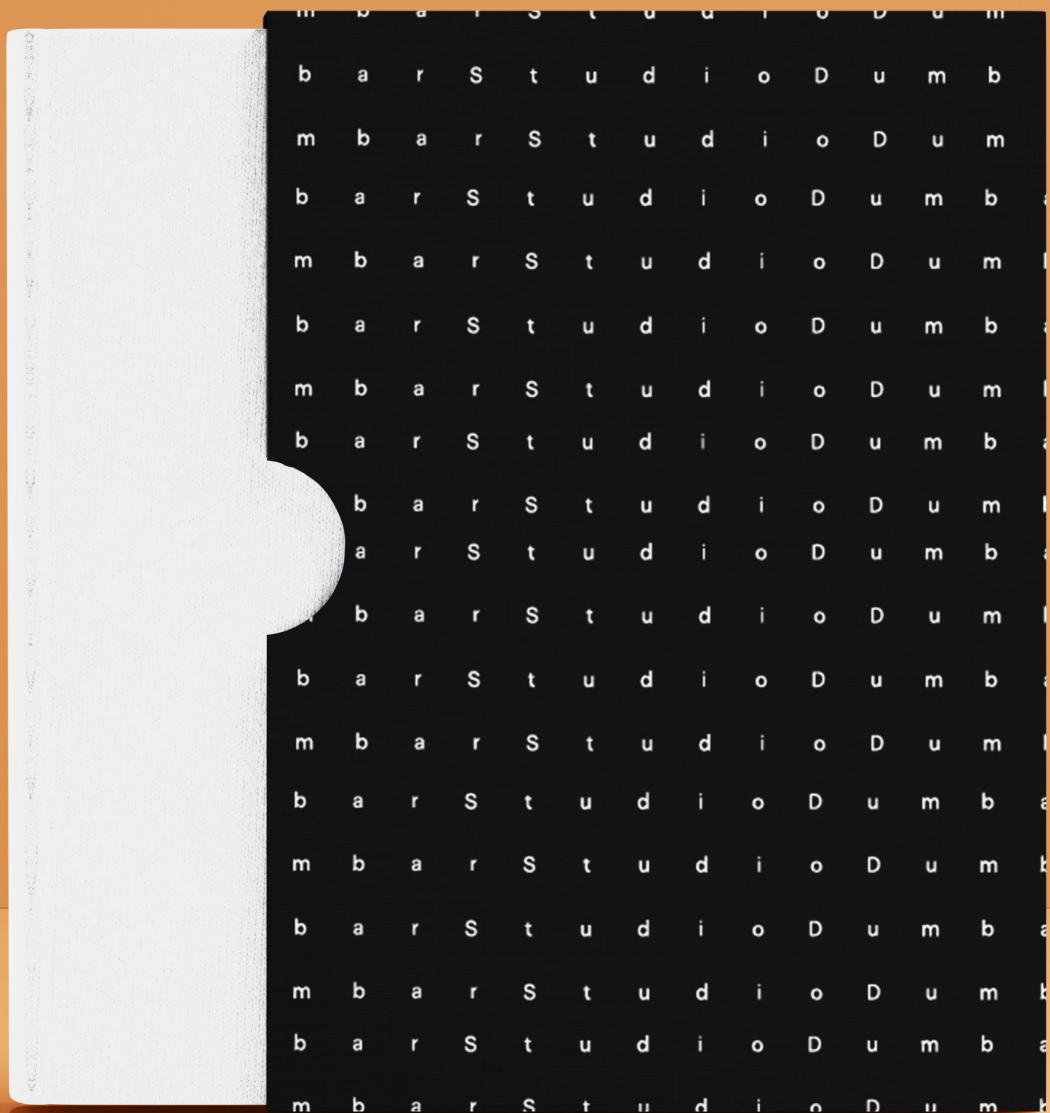
Feedback notes

- Tell a story with your mockups
- Lower hangline
- Shorten awards section

What was updated?

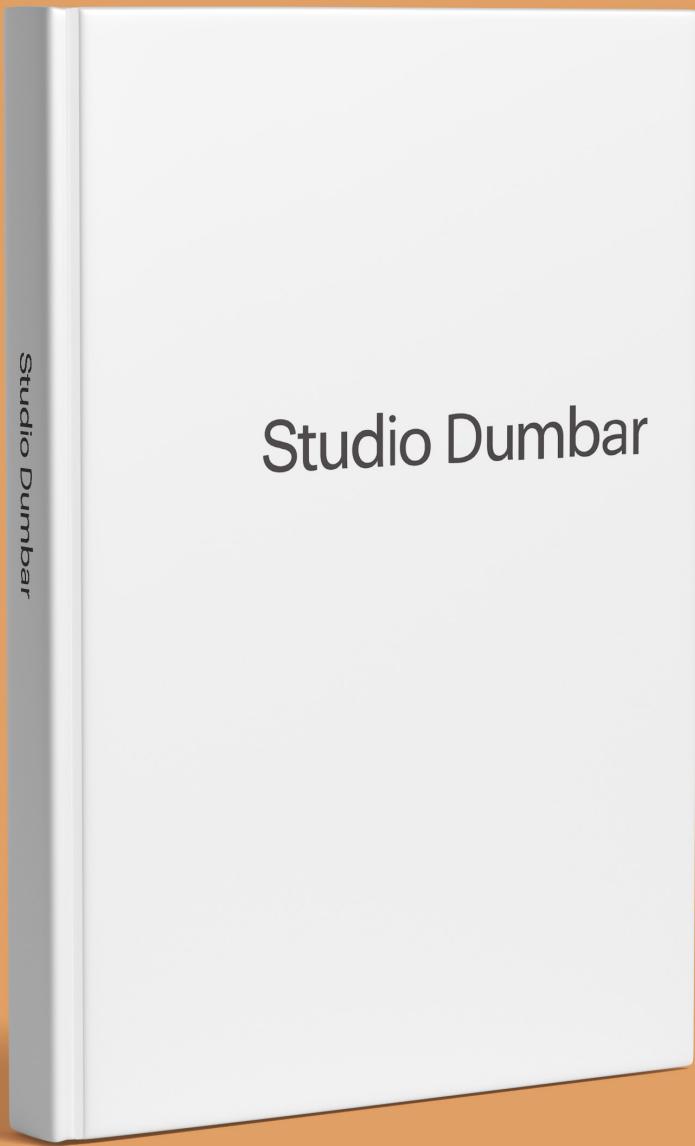
- Cut amount of mockups down and swapped some out
- Lowered hangline
- Shortened awards section
- Changed background color
- Decreased type size

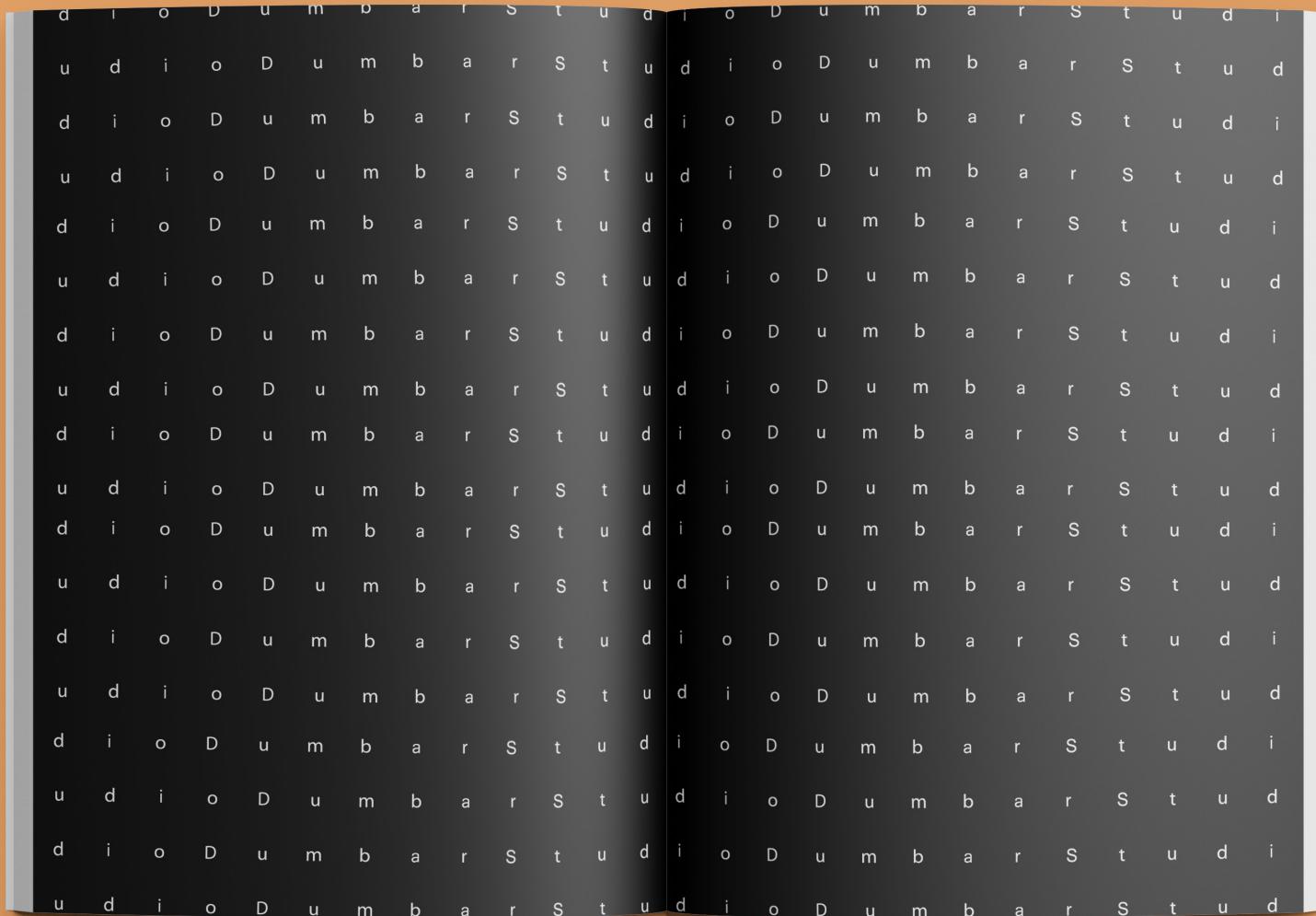






Studio Dumbar Book I 5







Studio Dumbar is a historic and award winning design firm known for its significant influence on Dutch design. The studio has become synonymous with award winning design and "The company has won an astounding number of awards. On DIA4D's all time list Studio Dumbar is the third most awarded design outfit, beaten only by Apple and Pentagram." From humble beginnings to international recognition Studio Dumbar has stayed true to itself and philosophy, always striving for pure, simple, and powerful design.

Introduction 11

Design Team

Tom Dorresteijn: Strategy Director
Liza Enebeis: Creative Director
Wouter Dirks: Operations Director

Carolien Hooijdonk: Project Manager
Josephine Kranendonk: Project Manager
Xue Jing Lim: Project Manager

Sander Sturing: Creative Coder
Elvin van Dalen: Motion Designer
Giovanni Zanella: Motion Designer

Benoit Brun: Designer
Stan Haanhappel: Designer
Christopher Noort: Designer
Wanwai Shum: Designer
Merijn van Velsen: Designer
Erik de Vlaam: Designer
Bart Vollebergt: Designer



Contact

Location

Delftseplein 27N 3013 AA Rotterdam
The Netherlands

We are right next door to Rotterdam Central Station — easily accessible by car, train or bike.

Primary Contact

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hello@studiodumbar.com

For new business contact Wouter

nb@studiodumbar.com
+31 (0)6 4347 21 26

For press inquiries contact Liza

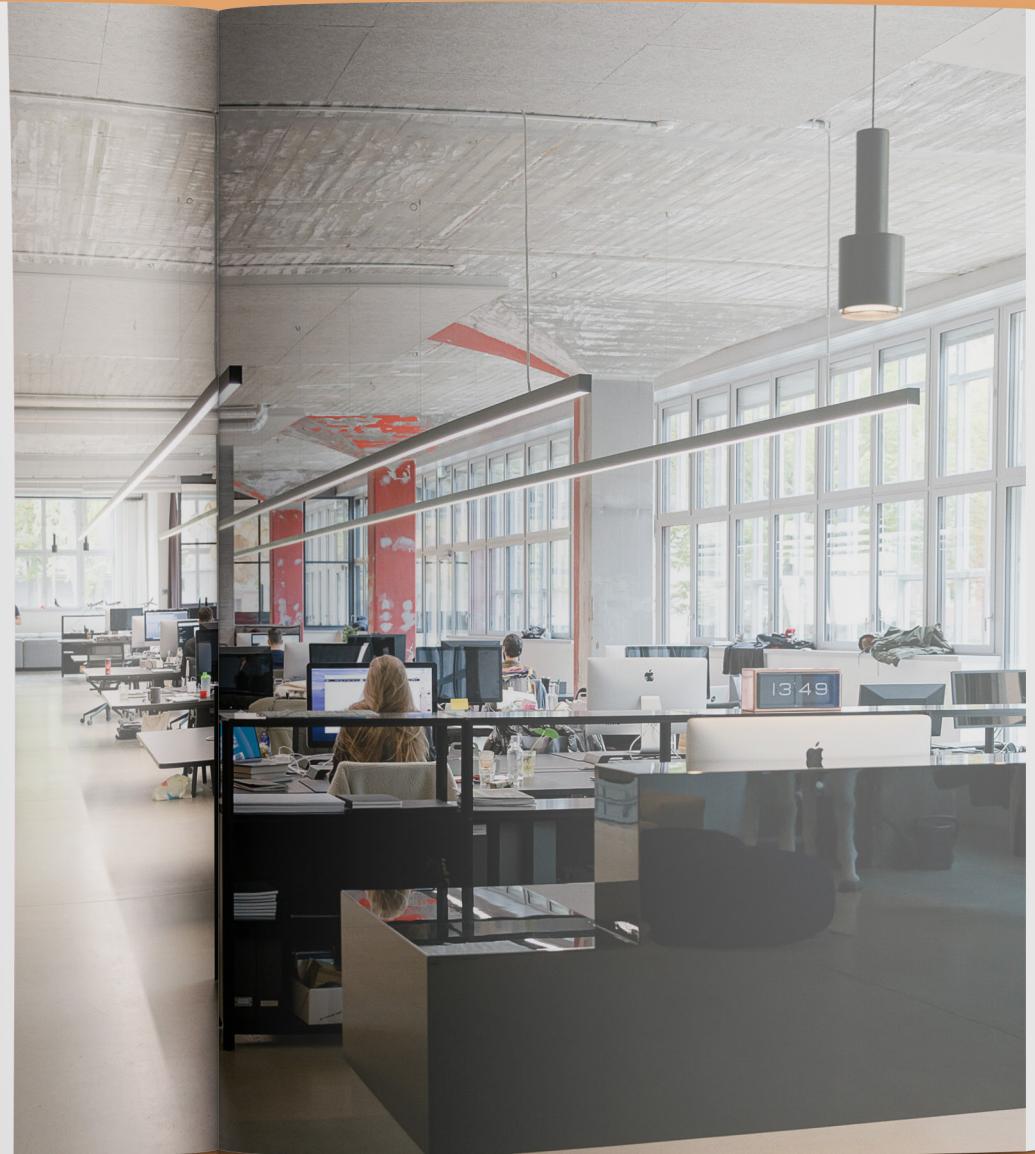
pr@studiodumbar.com
+31 (0)6 4488 40 48

Jobs and internships

jobs@studiodumbar.com
internships@studiodumbar.com

Additional

Chamber of commerce: 27239483
VAT: NL8044.91.550.B.01





Clients

Hong Kong Polytechnic University: Interactive, Print, and Motion
Jeugdfonds Sport & Cultuur: Visual Identity and Motion
Mauritshuis: Visual Identity, Print, and Interactive
Museum Panorama Mesdag: Visual Identity, Print, and Motion
NEMO Science Museum : Visual Identity, Print, Strategy, and Interactive
Nike: Print
NPO : Visual Identity, Print, Interactive, and Motion
Pulchn Studio: : Visual Identity and Print
Randstad: Visual Identity, Print, and Interactive
Request: Visual Identity, Interactive, Strategy, and Motion
Rijksmuseum van Oudheden: Visual Identity, Print, and Motion
Rotterdam Partners: Visual Identity, Interactive, and Strategy
South Korean Government: Visual Identity and Print
Spotify: Visual Identity and Motion
The Netherlands: Visual Identity, Print, Strategy, and Motion
TNT Green Office: Visual Identity, Print, and Strategy
Transavia: Visual Identity, Print, Strategy, Interactive, and Motion
University of Twente: : Visual Identity, Print, and Motion
Van Gogh Museum: : Visual Identity
VBMS: Visual Identity, Print, and Interactive

Introduction | 15



The DEPT.

DEPT® is a pioneering technology and marketing services company that creates end-to-end digital experiences for brands such as Google, Philips, Audi, Twitch, Patagonia, eBay and more. Its team of 2,500+ digital specialists across 30+ locations on 5 continents delivers pioneering work on a global scale with a boutique culture.

Characteristics

Studio Dumbar is "an international branding agency specialised in visual identity and communication design" meaning that we create every visible expression of a brand through our design work. With our 'internoscope' being reflected, "with an average of 1000 visitors a day" in Rotterdam.

Fragmented, sort the edge of chaos, complex typographic projects in the early 1980s many designer mimicking our approach

Story

Studio Dumbar was founded by Gert Dumbar in 1977 in The Hague. Born in 1940 Gert Dumbar studied painting and graphic design at the Royal Academy of Fine Arts in the Netherlands and did a post graduate degree at the Royal College or Art in London. He then became a creative director at Tel Design before leaving the company to found Studio Dumbar in 1977. "With his team at Studio Dumbar he completed numerous extensive corporate identity programs for many major national and international clients including the Dutch Postal and Telecom Services (PTT), Spotify, Adidas, Nike, the ANWB (Dutch Automobile Association), the Dutch Railways, and the Dutch Police."

Gert Dumbar retired from Studio Dumbar in 2003, leaving Michel de Boer to take over as creative director. The same year the company moved from The Hague to Rotterdam. They also began to focus more on motion design and interactive design during this time as it became a growing industry. Now the studio is lead by Creative Director Tom Dorrestein and Operations director Mouter Dirks. Studio Dumbar is currently made up of a team of 17 individuals from various countries. In 2016 Studio Dumbar became a member of the Dept.

22 | History





PURE.
SIMPLE.
POWERFUL.

Philosophy + Services

For Studio Dumbar, "it all begins with strategy." We believe the design possibilities are limitless and seek to create a "pure, simple, and powerful" outcome with their design solutions. We begin our journey with a client by asking, "what is the right design to help your organization flourish, grow your business, and inspire people?" From there we strive to build a compelling story around the brand. We want to create a story that is appealing, concise, and reaches into the minds and heart so the consumer. Ultimately, Studio Dumbar believes that "Successful brands are not built in one big project. We are built by the countless small decisions that are made every single day by the people in your company."

Philosophy + Services | 27



28 | Philosophy + Services

meaningful brands. From strategy to execution, we have an innate drive to make work. Pure. Simple. Powerful.

nicy match
We are familiar with your market or industry. We are strongly connected with design and what matters most. The only thing that matters is that we are both ambitious. We create benchmarks for a diversity of clients: business, government, culture or sport, profit, b2b and b2c.

We create brands that are seen and appreciated. They stand out in the cluttered market-landscape. Internationally, we are one of the most award-winning design agencies. This started in 1977, when Gert Dumbar founded the studio.

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Work Dutch Railways



Studio Work



Studio Work | 45

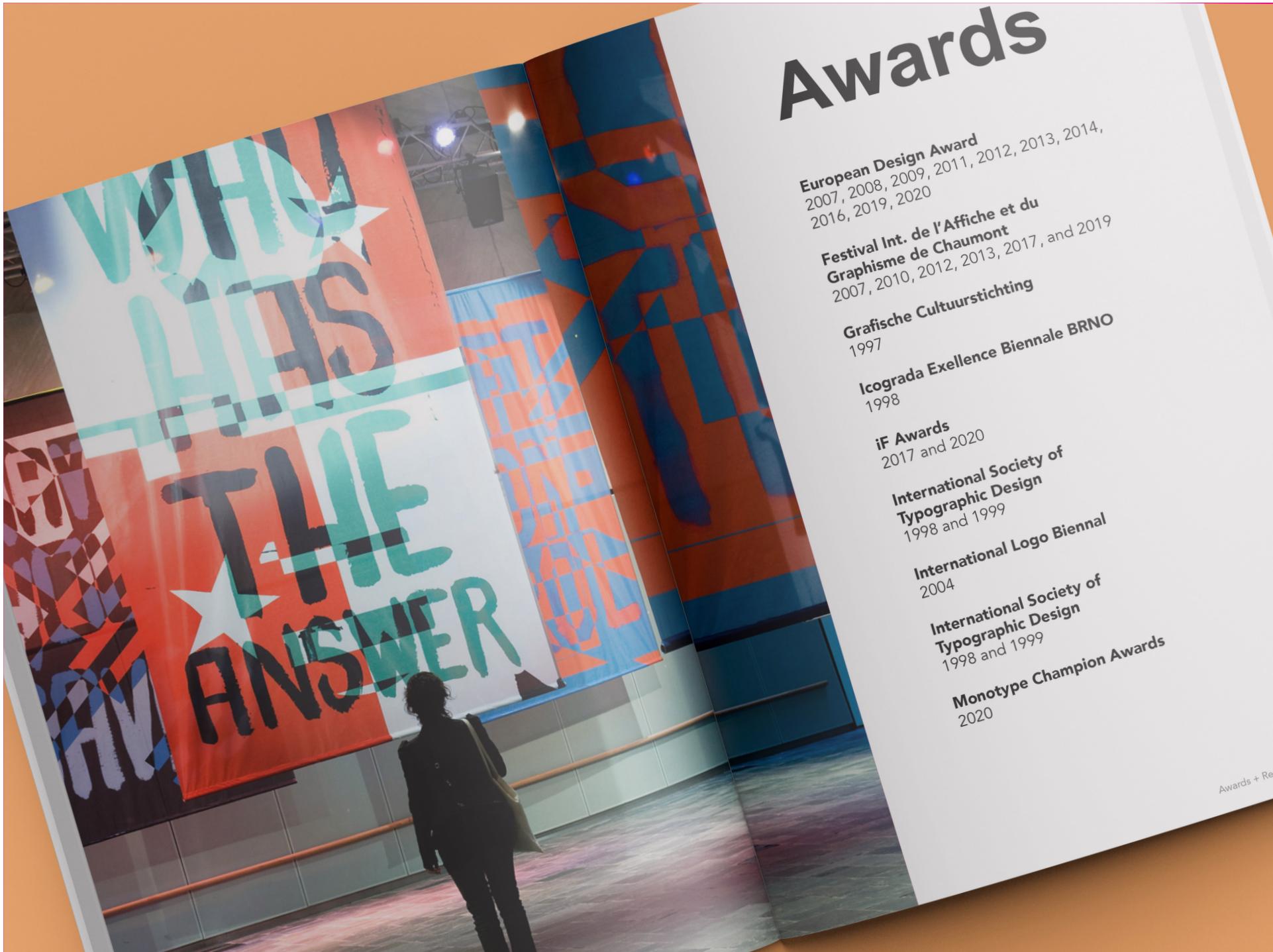


The future of feet

adidas *futurenatural*

lorem ipsum dolor sit amet, consectetur
adipiscing elit, sed diam nonummy nibh





Awards

European Design Award
2007, 2008, 2009, 2011, 2012, 2013, 2014,
2016, 2019, 2020

**Festival Int. de l'Affiche et du
Graphisme de Chaumont**
2007, 2010, 2012, 2013, 2017, and 2019

Grafische Cultuurstichting
1997

Icograda Excellence Biennale BRNO
1998

iF Awards
2017 and 2020

**International Society of
Typographic Design**
1998 and 1999

International Logo Biennal
2004

**International Society of
Typographic Design**
1998 and 1999

Monotype Champion Awards
2020

Awards + Re