How can an identity make assistive technology visible?

A visual identity and speculative art direction for Superabled.



Make the bionic hand the point of recognition.

A raised fist is assembled from separate shapes. Turquoise and slate distinguish the parts and connect them to the two-tone wordmark.

ORIGINAL SUPERABLED LOCKUP

Logo



Keep the hand recognisable on several grounds.

The guide reverses the artwork on turquoise and uses the standalone hand on white. The full name can take over when there is room to place it beside the mark.



ORIGINAL LIGHT, DARK AND STANDALONE LOGO VERSIONS

Put turquoise against a quieter slate.

Turquoise Surf picks out the arm and the second part of the name. Slate and white give the imagery and lettering different levels of contrast.



Turquoise Surf	Slate Gray	White
#00B7C6	#68758A	#FFFFFF

ORIGINAL SUPERABLED PALETTE

Give the story a direct reading voice.

The Lato specimen shows four weights, from a strong display treatment to lighter text. The same family can carry short statements and longer reading.

ORIGINAL LATO TYPE SPECIMEN

Typography

Lato

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk
Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu
Vv Ww Xx Yy Zz

0 1 2 3 4 5 6 7 8 9 ! @ # $ % & * ( )

Black
Bold
Regular
Light

Lato means “Summer” in Polish, and it is a sans serif typeface family started in the summer of 2010 by Warsaw-based designer Łukasz Dziedzic. Originally conceived as part of a corporate identity for a large client, the family became available for a public release when they decided to go in different stylistic direction.

Łukasz tried to carefully balance some potentially conflicting priorities in the design; to create a typeface that seems “transparent” when used in body text but also displays original traits in larger size use.

Show the imagined technology in use.

The original campaign concept places people with visible bionic limbs at the centre. Cyan lighting carries the colour of the mark into the scene.



ORIGINAL SPECULATIVE BRAND-STORY ARTWORK

Let the identity put its subject in the foreground.

The hand, colours and portraits all make the same visual decision. Assistive technology is visible and integral to the world the design imagines.

LOGO SYSTEM AND SPECULATIVE BRAND ART DIRECTION

Connect the unconnected.



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Let's get connected!

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