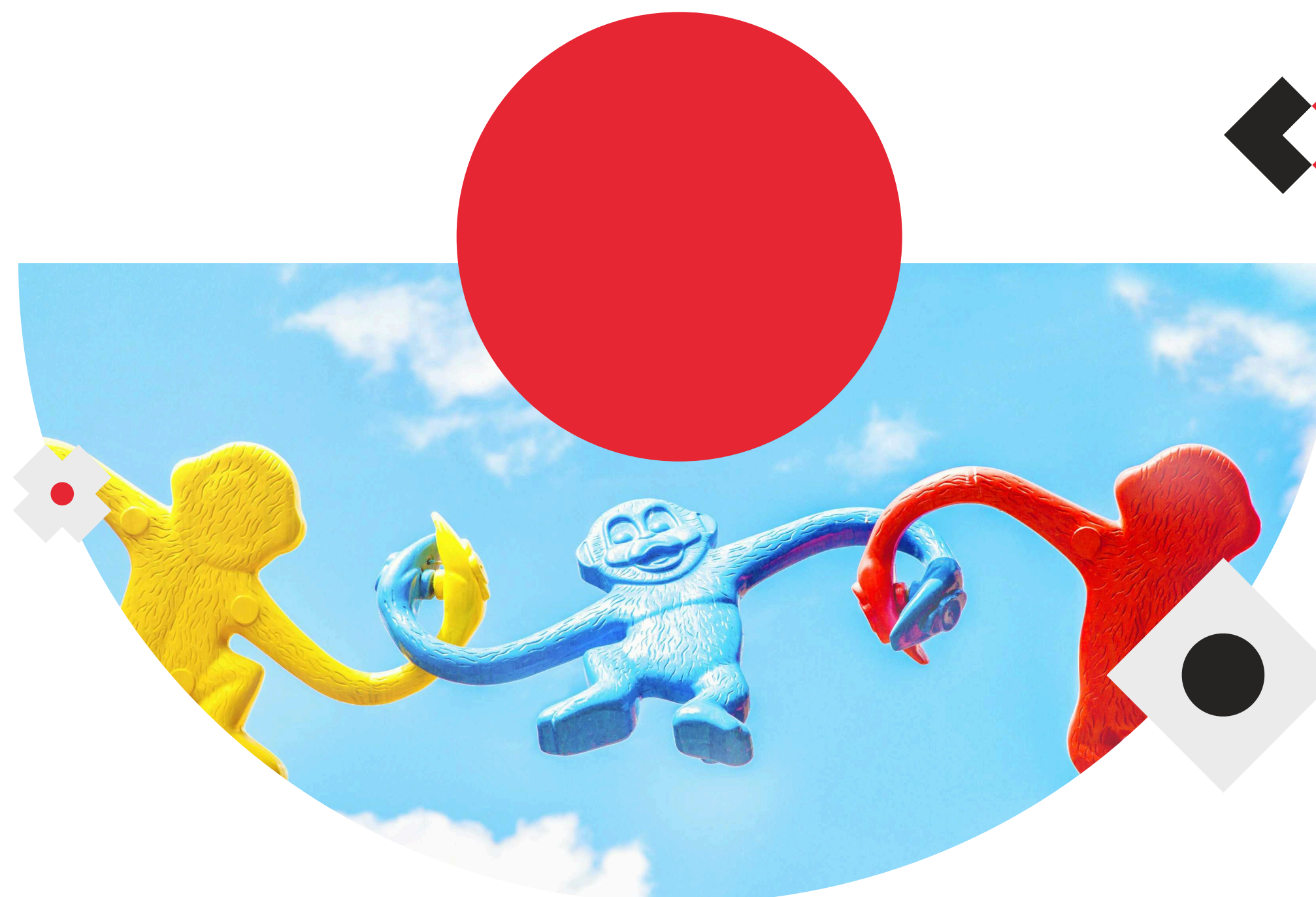
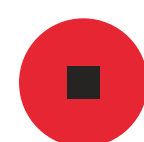
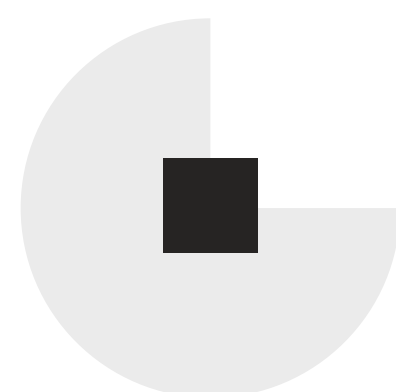
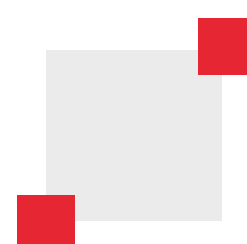




AGENCIA CREATIVA



Logo Proposal



CLIENT: Codomo Living

PROJECT: Branding proyect

DATE: April2025

squembri





Objectives

We are embarking on the creation of a new brand headquartered in the Netherlands, with an exciting expansion opportunity in Granada. Its name is **Codomo Living**, an innovative lodging concept that redefines the living experience.

For the logo design, we built upon a previous **naming project**, aligned with the same conceptual approach. **Codomo Living** is more than just a place to stay; it's a space where people can **grow, learn**, and feel part of an **active and dynamic community**.

This lodging model is unprecedented in **Granada**, giving us the chance to create something unique with its own identity. The parent company, **Holland2Stay**, aims to expand across Europe, and has chosen Granada, Spain as its first destination outside the Netherlands. Therefore, it is essential that the brand reflects its **international character** in all aspects.

Our goal is to build a **vibrant brand, full of energy** and ready to evolve with the **needs of the future**. We seek a dynamic identity, one that can adapt and communicate effectively, ensuring that its audience fully connects with it.

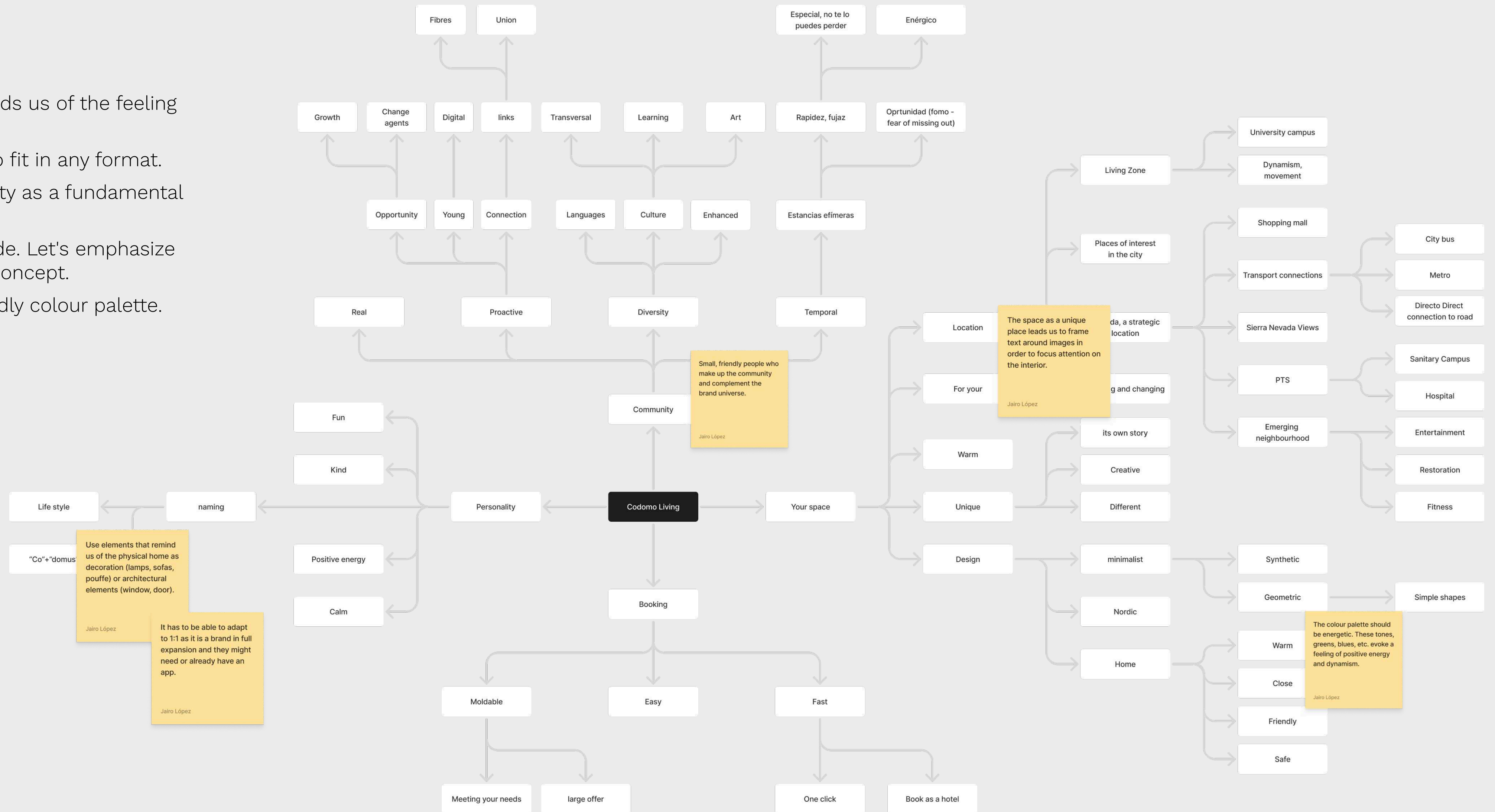


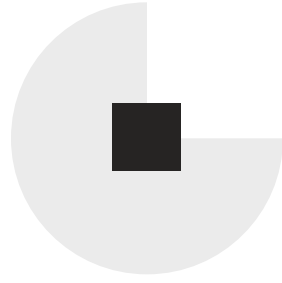
To ensure the result meets our expectations, we have **hand-drawn** each of the characters that make up the logo. We do not want to give up on the brand having a **unique personality**.

Mindmap

Conclusion

1. A close design that reminds us of the feeling of being at home.
2. An adaptive brand able to fit in any format.
3. The concept of community as a fundamental pillar.
4. It all happens on the inside. Let's emphasize the interior as a graphic concept.
5. A fun, energetic and friendly colour palette.





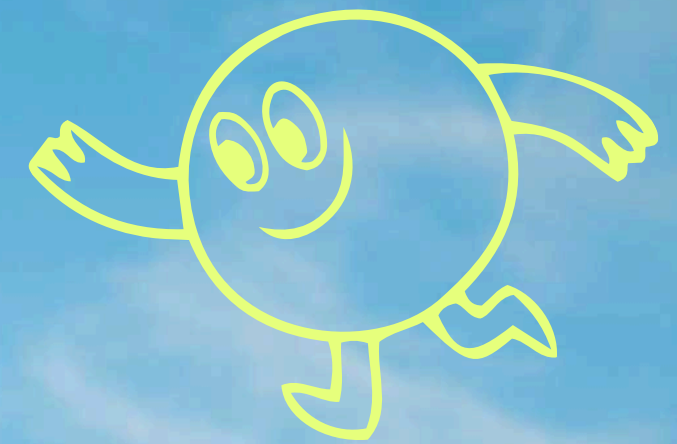
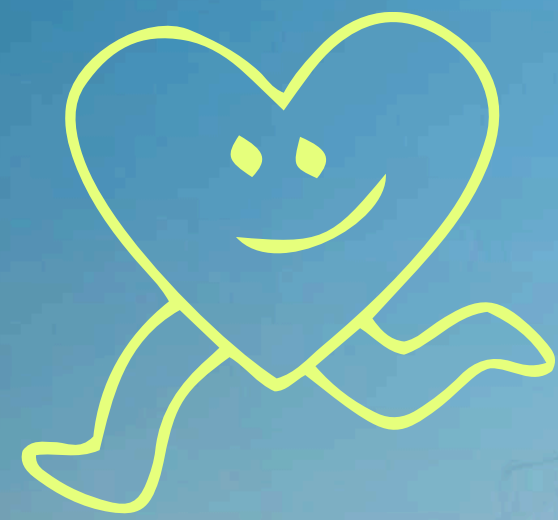
Do you want to see your brand?



Codomo

LIVING

Living better, together



Codomo
LIVING



Construction

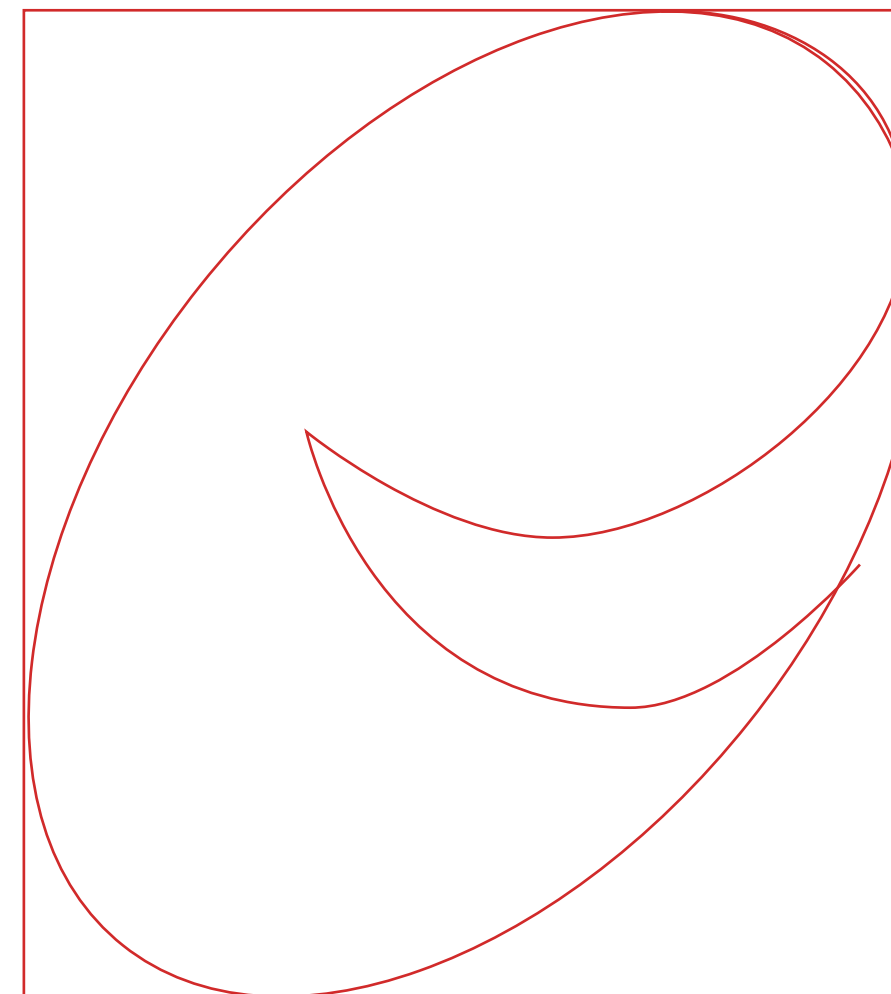
Why choose a completely typographic approach?

The word **Codomo** on its own carries a strong and distinctive identity, so adding a second level of information with an icon would diminish the impact and readability of the brand.

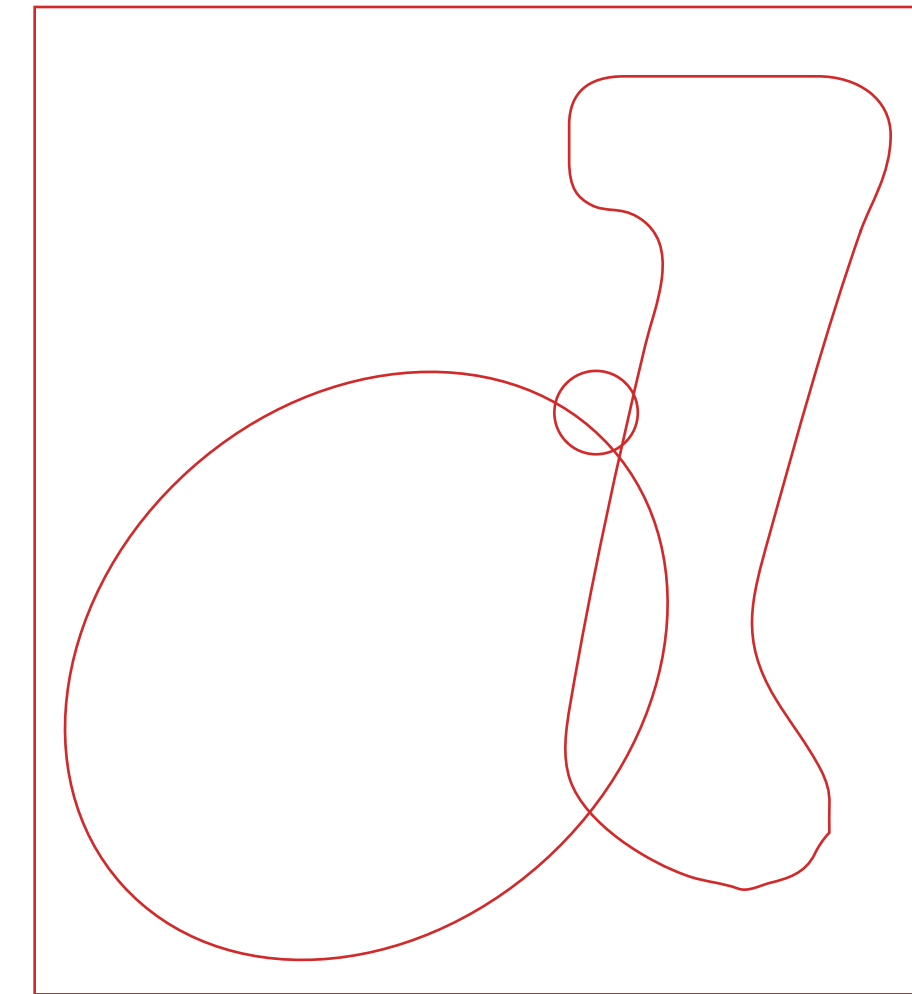
For us, it's crucial that the logo has a **unique personality**. That's why we designed the typography from scratch, **hand-drawing** it to ensure the highest level of expressiveness and authenticity. This choice reinforces the idea of a unique, dynamic space in constant evolution, just like **Codomo Living**.

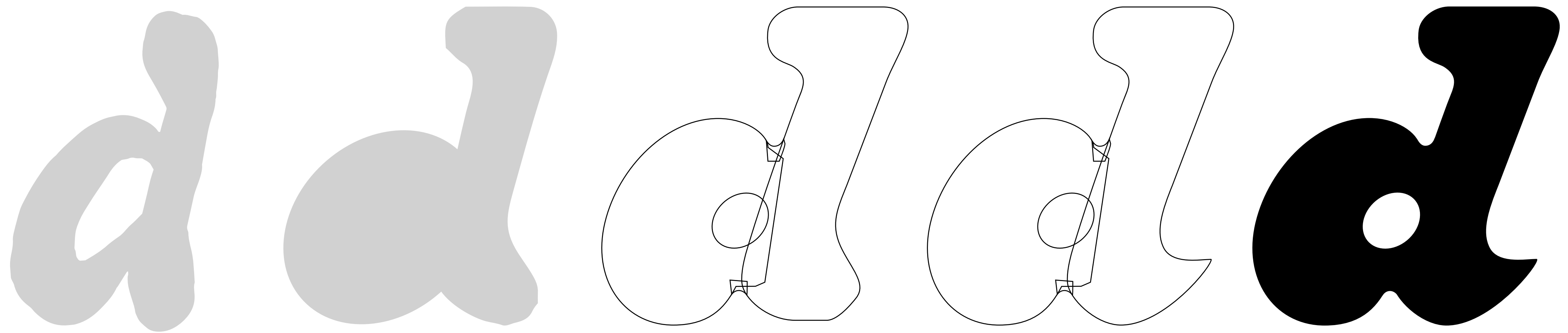
Co m Cod comd
m d e m

C
glyph



d
glyph

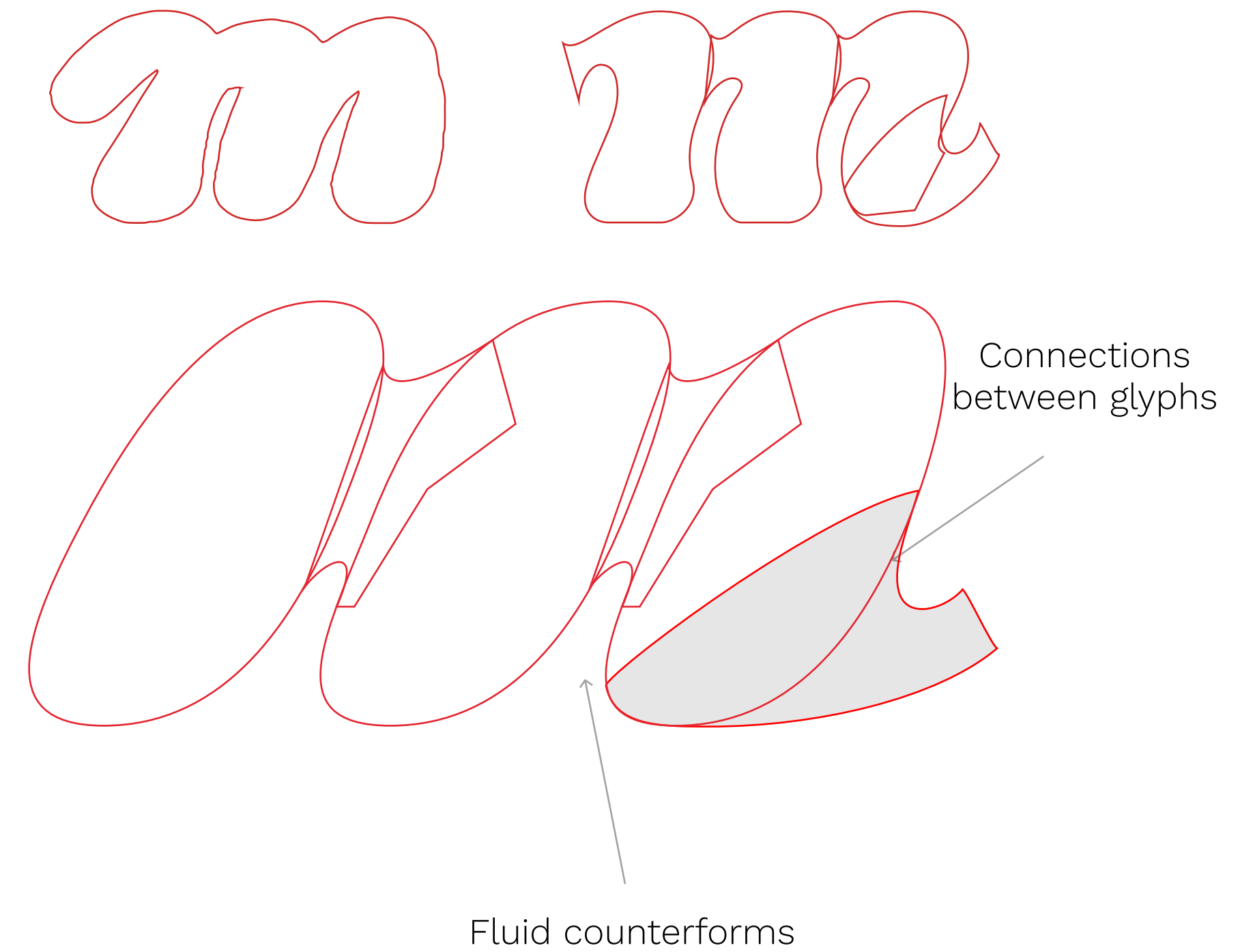




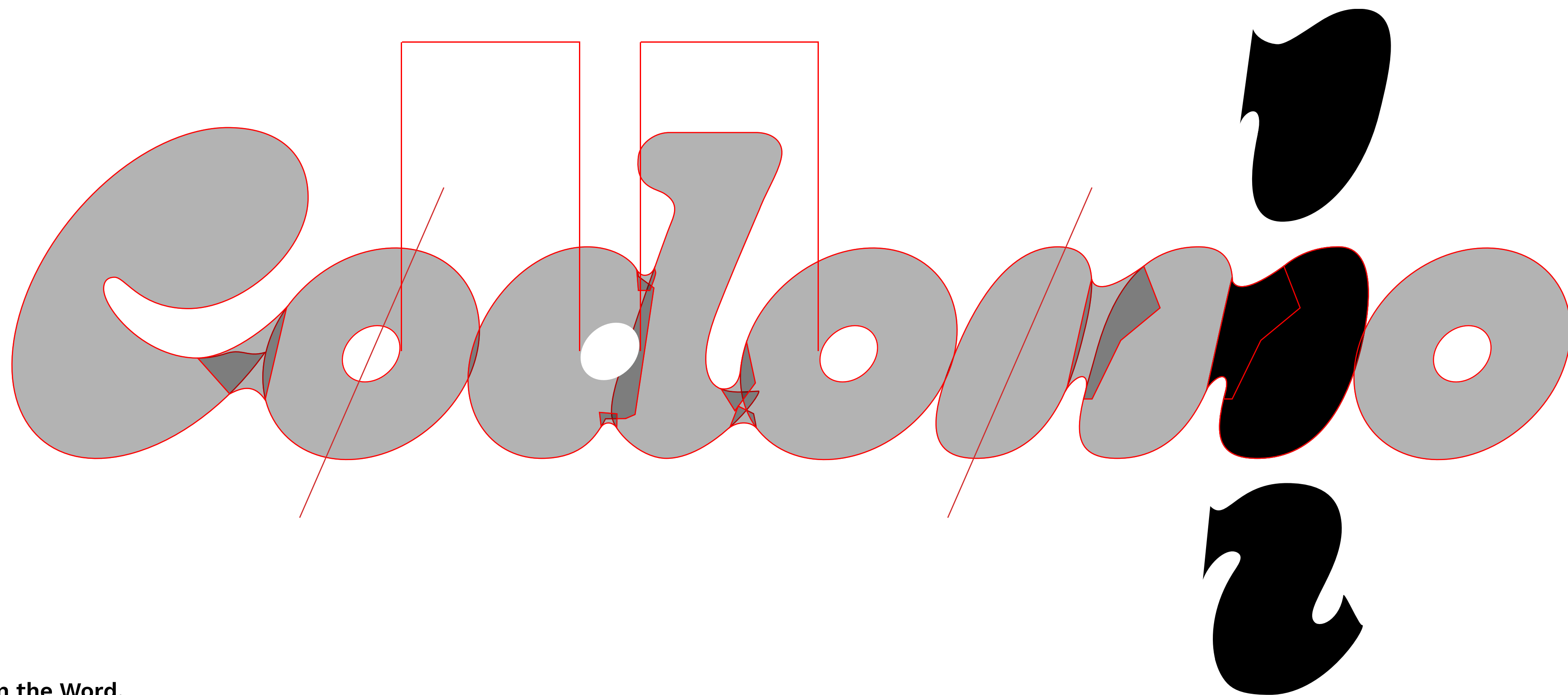
- We begin with a **hand sketching phase**, where we explore and define the basic shapes of the typography. From this point, we work on developing the ***ductus*** of the font, gradually establishing the logo's personality.

The process involves detailing each shape carefully, adjusting every stroke and curve to achieve a final result that is both expressive and authentic.

We aim for a
continuous stroke effect



- We continue working on the interaction between the **glyphs**, aiming to create a **continuous stroke effect**. Movement and fluidity must be clearly visible concepts in each letter, ensuring the design conveys a sense of dynamism and cohesion.

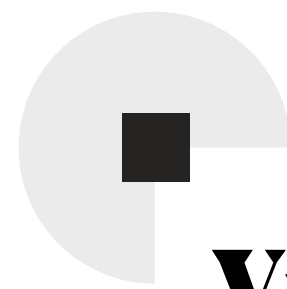


● **Unitary Work on the Word.**

It's time to treat the word as a whole, identifying variations that improve the final result. We adjust visual details, such as angles, connections, and strokes, to achieve greater harmony and coherence in the overall design.



- Finally, we review each stroke and curve to ensure the overall design is consistent and harmonious. We work together on the descriptor in this phase, making sure it aligns with the visual identity of the logo.



Visual language



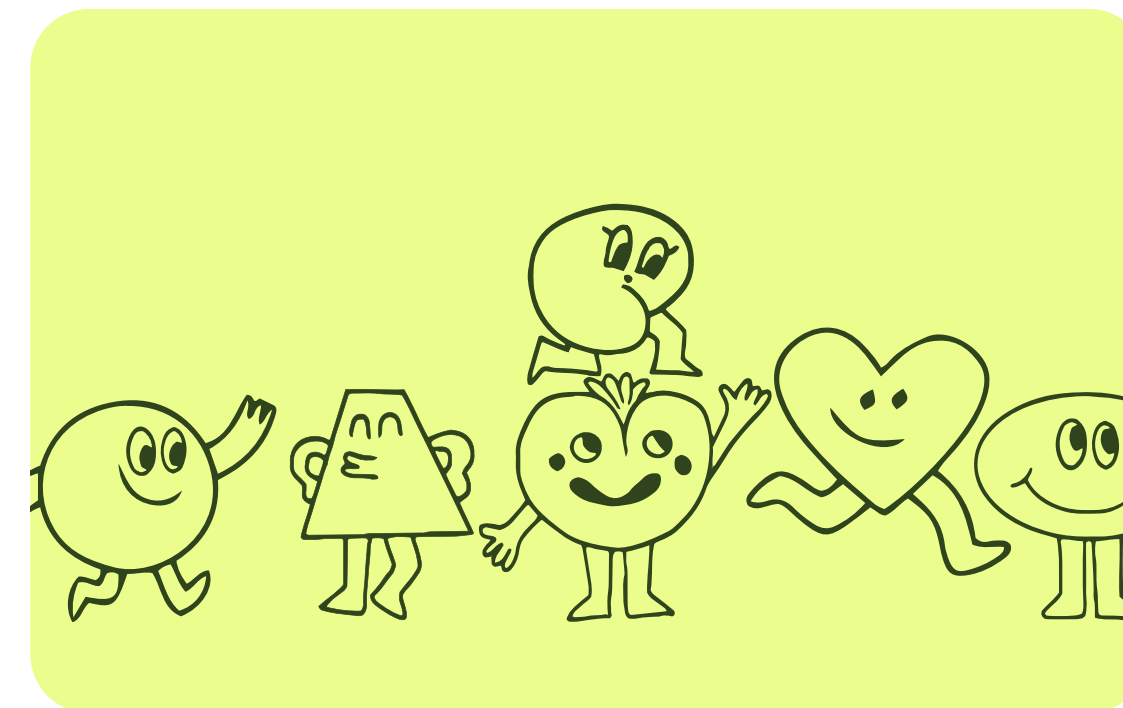
Color and energy

Color is a fundamental part of the **brand's visual language**. It is a direct channel of expression that accompanies us at all times. For **Codomo** and its unique personality, we aim to reflect energy through color.



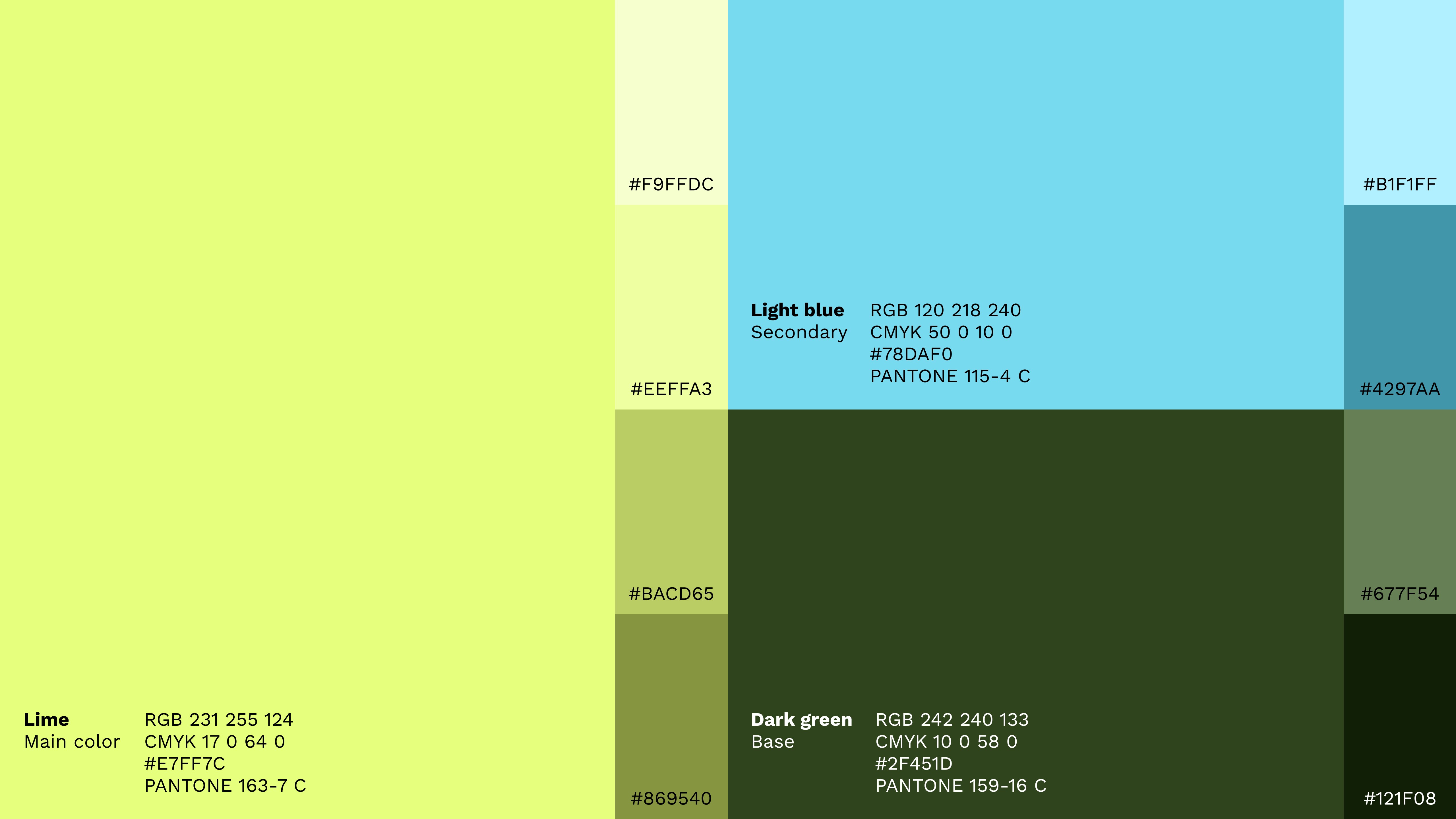
Space as a concept

We use typography to complement the concept that everything that happens is inside the space. We work with the idea of space as **the place where things happen**.



Your community

Community is a key idea. We find it interesting to represent the community literally in the design. We believe this term is important enough not to be diluted into other concepts. We will use **small, hand-drawn illustrations of various characters**. With this, we also aim to represent the great variety of people, cultures, experiences, nationalities, etc.



Lime
Main color
RGB 231 255 124
CMYK 17 0 64 0
#E7FF7C
PANTONE 163-7 C

#F9FFDC

#EEFFA3

#BACD65

#869540

Light blue
Secondary
RGB 120 218 240
CMYK 50 0 10 0
#78DAF0
PANTONE 115-4 C

Dark green
Base
RGB 242 240 133
CMYK 10 0 58 0
#2F451D
PANTONE 159-16 C

#B1F1FF

#4297AA

#677F54

#121F08



Typography

Nunito



Color is a fundamental part of the **brand's visual language**. It is a direct channel of expression that accompanies us at all times. For **Codomo** and its unique personality, we aim to reflect energy through color.

Nunito Extra Light
Nunito Extra Light Italic
Nunito Light
Nunito Light Italic
Nunito Regular
Nunito Italic
Nunito Medium
Nunito Medium Italic

Nunito Semibold
Nunito Semibold Italic
Nunito Bold
Nunito Bold Italic
Nunito Extrabold
Nunito Extrabold Italic
Nunito Black
Nunito Black Italic

**Living in Granada
has never been
this easy ♥**

**So, what makes Codomo Living
so special?**

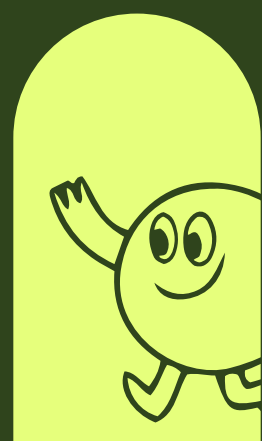
At Codomo Living, you're not just renting a room — you're joining a vibrant community designed to help you make the most of your student life. From weekly events to an app that keeps everything hassle-free, we make sure you feel at home from day one.

***Here, you don't just live. You connect, grow,
and have a great time.***



Living in Granada has never
been this easy.

UNLIMITED
DISCOVER
CONNECT
INSPIRE



Codomo
LIVING

Codomo

UNLIMITED
DISCOVER
CONNECT
INSPIRE

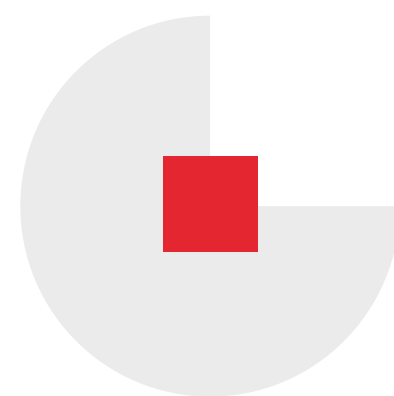








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YOUR TRUST IN US

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