



# Georgenhof

Consultancy & Corporate Identity

# The Journey

## **PROBLEM**

Georgenhof was founded in 1953 with the mission to help children who became the victims of the challenges of their time. In order to bring our mission forward to the present, both an inner and visual transition were needed.

## **TASK**

How can we lead the children, parents, and staff to identify with the ,new' Georgenhof and bring our organization together into the future.

## **APPROACH**

By getting everyone actively involved in the creative design and value evaluation processes, and by building motivation for each individual's personal development.

## **SOLUTION**

A creative workshop, a meaningful logo, and engaging web and print products.





**trustful**

bright

transparent

**clear**

**lively**

**warm**

**intense**



**Character - Strength - Self-Confidence**

Structure, cool, stimulating

**Light - Heart - Value**

Reference: Center - Periphery



**warm red**



**intense magenta**



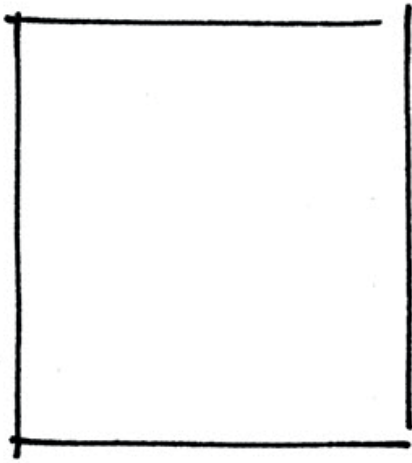
**bright yellow**



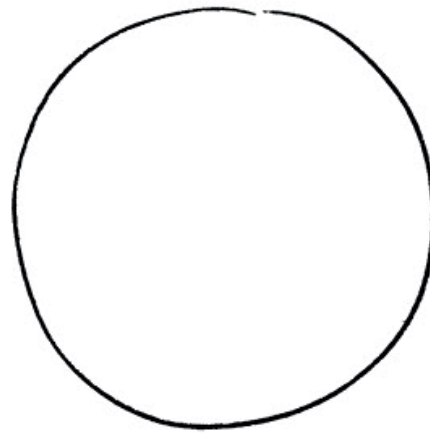
**transparent grey**



**clear grey**



**warm surrounding**



**clear and transparent  
wholeness**

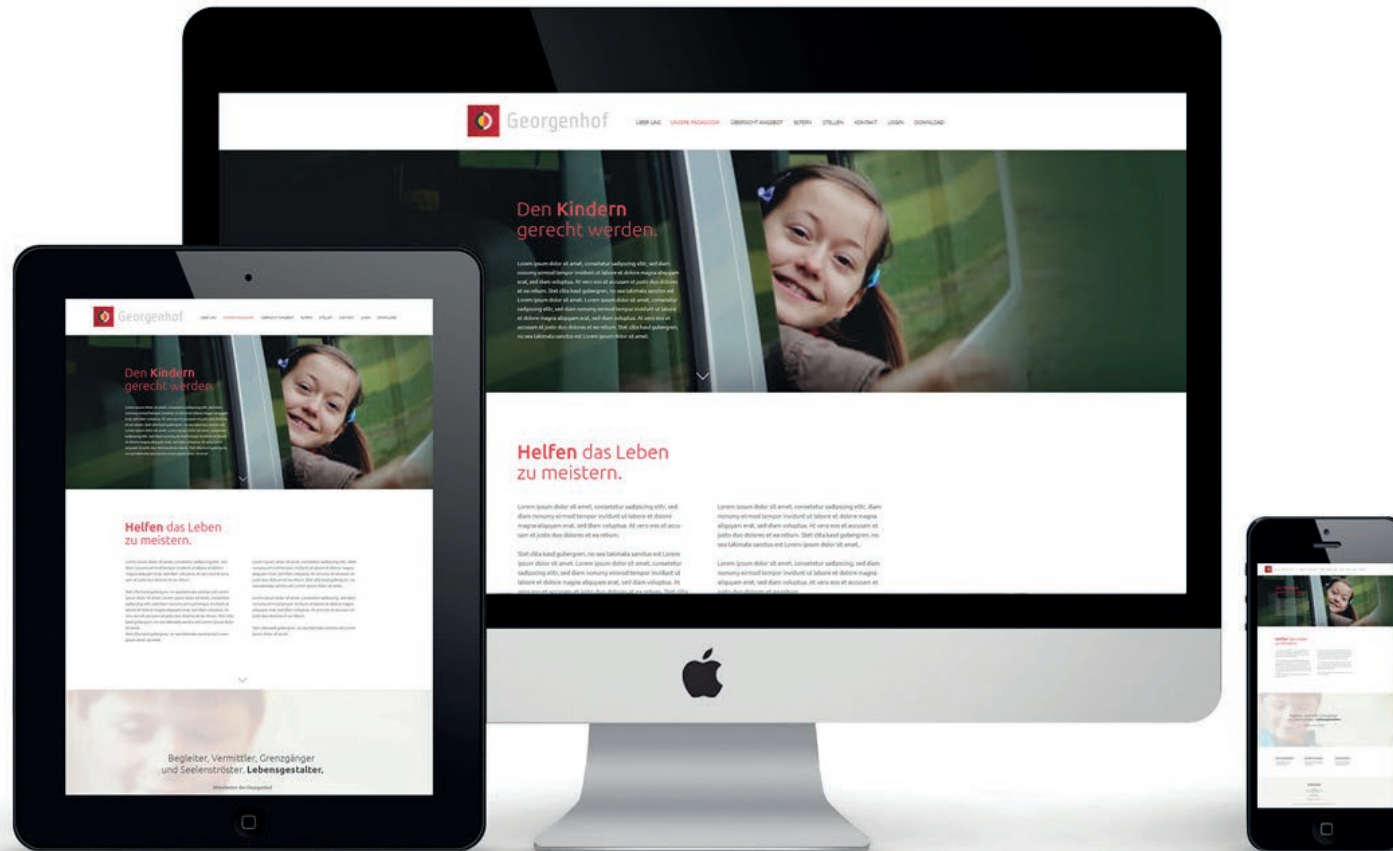


**the individual  
intense and bright**



WEB & PRINT

# Special formats for special people.





childrens rights  
rotating booklet  
10x21cm



learning journey  
rotating disc  
21x21cm





donations letter  
21x29cm



lecture invitation card  
10x21cm



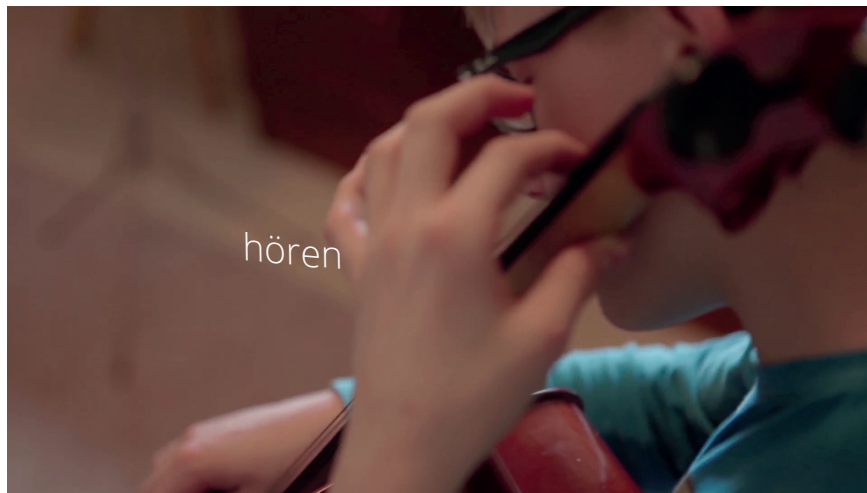




konzentrieren



schauen



hören



eintauchen



denken ...



ausruhen



kreisen



We expect the miraculous.



**RISSMANN**  
**RISSMANN**