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Krieger + Associates Architects, Inc

Branding

Since the Renaissance, artists and architects have proportioned their works to approximate the golden ratio, an enigmatic number that has intrigued and inspired thinkers for centuries. The soup-to-nuts graphic identity that Malish & Pagonis designed for Krieger + Associates, Architects, is inspired by this esthetically pleasing relationship between the longer and shorter sides of a rectangle. The golden ratio proportion is reflected throughout this complex portfolio of work, from the square in the logotype and the kinetic swish of the nautilus on the Web site to the grid proportions throughout the material.

This work showcases Malish and Pagonis' depth of production experience including (from top clockwise) the firm brochure, two-sided silk-screened signage, proposals, and the Web site that incorporated Flash animation. The letterhead system and direct mail post cards (printed through cost-effective methods via the Web) are not shown.

