



**Minale Tattersfield**

## Наша миссия

**Minale Tattersfield Design Strategy** специализируется на выведении своих клиентов в лидеры их рыночных секторов. Мы достигаем этого за счет определения и создания уникальных и вдохновляющих брендов, которые объединяют в себе построение внутренней и внешней лояльности.

# Кто такие Minale Tattersfield

## Первопроходцы

Основаны в 1964 и по сей день является новатором в брендинге и дизайне.

## Локально & международно

Главный офис, расположенный в Лондоне, объединяет международную сеть с офисами в Милане, Париже, Брюсселе, Москве, Софии и Сиднее

## Многопрофильно

Широкий диапазон собственных мощностей, сочетающих бренд-стратегию, 3D, 2D и цифровой дизайн.

## Приоритет

Простой творчески управляемый и стратегически движимый процесс, имеющий своей целью достижение эффективного мощного результата.

## НАШИ НАГРАДЫ

Minale Tattersfield получила более 60 международных наград за креативность и эффективность дизайна. Среди них:

1 Серебрянная награда “Дизайн и Арт-директора” - Нью Йорк

2 DBA - Design Effectiveness Awards (Награда за эффективный дизайн)

3 Серебрянная награда от D&AD - Лондон  
Награда президента D&AD за наш выдающийся вклад в мир дизайна

Minale Tattersfield - член следующих ассоциаций:

- Design and Art Direction (D&AD)
- Chartered Society of Designers (CSD)
- Design Business Association (DBA)
- Royal Society of Arts (RSA)
- Ассоциация Брендинговых Компаний России (АБКР)
- POPAI Russia



# Наша страсть



NB. Некоторые из наших клиентов и бренды, которые мы создали

# Наши услуги в сфере брендинга

Стратегия и  
позиционирование  
Бренда

Разработка  
предложения

Архитектура  
Бренда

Бренд  
Инновация

Оценка Бренда  
и исследование

Визуальная  
идентичность

Визуальный язык  
(look and feel)

Вербальный язык  
(тональность)

Нейминг

2D и 3D  
дизайн упаковки

Печатные и  
цифровые кампании

Бренд в среде  
и POS материалах

**Some of our work**

**Некоторые наши проекты**



Harrods



Minale Tattersfield & Partners Ltd

A stylized, bold, black logo symbol consisting of a large 'F' with a smaller 'E' nested inside it, positioned centrally above the main brand name.

**FENDI**



**S.PELLEGRINO  
CENTENARY  
CELEBRATIONS**







Minale Tattersfield & Partners Ltd













# ЁЛКИ ПАЛКЫ





L  
E  
Pain  
QUOTIDIEN  
ХЛѢБ НАСУЩНЫЙ

















MANICURE EXPRESS









**SHARK**®

**STIMULATION**

**My logotype** must always appear in blue, Pantone 293, with my descriptive in red, Pantone 185. The only permutations allowed are shown here and on pages 16 to 19.



version 1



version 2

**My SHARK logotype with descriptive** has two permutations. Version 1, which has the descriptive located away from my body (this is the preferred version for use in most cases, as it carries a clear, strong message, particularly in smaller sizes) and version 2, which has the descriptive fitting between my fin and tail, as featured on my can and bottle packaging (see 'My packaging' - page 24 and 25). The SHARK logotypes shown here using the descriptive 'STIMULATION', may also appear with 'ENERGY DRINK' or 'COOL BITE' (see 'My descriptive' - page 20).



**NB.** Version 2 of my logotype, with the descriptive fitting between my fin and tail, must not be used below 40mm in length, as indicated above, for reasons of legibility. Version 1, which has the descriptive away from my body, or my circular logotype (see 'My circular logotype' - page 18) must then be used instead.



Only four colour variations of my SHARK logotype are permitted:

- 1) Positive in two colours (blue 293 and red 185).
- 2) Positive in one colour (blue 293).

3) SHARK in white reversed out of blue 293, with my descriptive in red 185

- 4) SHARK and my descriptive in white reversed out of blue 293.



**NB.** In situations where printing restrictions don't allow the logotype to be reproduced in my corporate colours, such as newspaper advertising, the one colour version (black) in positive or negative, as shown above, must be used instead. There may also be situations where there is the need to apply the logotype to dark coloured garments, such as black T-shirts. In this case, the use of the reversed out version, in one or two colours, is permitted.

More examples showing the use of my logotype are shown on pages 16 to 19.

**The typographic style for the word 'shark'** when appearing in text is as follows:

Capital letters, ie **SHARK**, must be used when referring to my trademark, my product, or my logotype. When referring to the animal, use upper and lower case either, **Shark**, or **shark**. When the word shark is used as part of a company name, Shark begins with a capital letter and lower case is used for the other letters, eg **Shark AG**, or **Shark iberia S.L.** Examples of the three variations above feature throughout these guidelines.







*Jameson*

100% GRAIN NEUTRAL SPIRITS  
40% ALC/VOL (80 PROOF)

**JAMESON**

ESTABLISHED SINCE 1780

TRIPLE DISTILLED  
**IRISH WHISKEY**

THE HOUSE OF  
*John Jameson & Son*

THE ONLY IRELAND DISTILLERS  
DUBLIN, IRELAND

**PRODUCT OF IRELAND**

ISSUED BY

**JAMESON**

ESTABLISHED SINCE 1780

**IRISH WHISKEY**

ESTABLISHED SINCE 1780

TRIPLE DISTILLED AND BOTTLED  
IN IRELAND

*John Jameson & Son*

DUBLIN & LONDON

40% vol **PRODUCT OF IRELAND** 750 ml

**JAMESON**

ESTABLISHED SINCE 1780

**IRISH WHISKEY**

ESTABLISHED SINCE 1780

*John Jameson & Son*

DUBLIN & LONDON





Babington's

ROME SINCE 1893





BARRINGTON'S  
TEA ROOMS

INCREDIBLE COMESTIBLES

BARRINGTON'S  
TEA ROOMS

INCREDIBLE COMESTIBLES

BARRINGTON'S  
TEA ROOMS

INCREDIBLE COMESTIBLES

BARRINGTON'S  
TEA ROOMS

INCREDIBLE COMESTIBLES

BARRINGTON'S  
TEA ROOMS

INCREDIBLE COMESTIBLES

BARRINGTON'S  
TEA ROOMS

INCREDIBLE COMESTIBLES

BARRINGTON'S  
TEA ROOMS

INCREDIBLE COMESTIBLES

BARRINGTON'S  
TEA ROOMS

INCREDIBLE COMESTIBLES

BARRINGTON'S  
TEA ROOMS

INCREDIBLE COMESTIBLES



CONSEGNA TORTE  
CUP CAKES  
DOLCI, TÈ  
REGALI E PACCHI

FROM

Babingtons

06 678 60 27

www.babingtons.net

Babington's





**LUK SHOP**





Мы вам рады

рекомендуем

напитки в дорогу

приятного отдыха

сигареты

А  
Альфа Банк

CASH

PAY-IN



готововары



# Minale Tattersfield & Partners Ltd



# Minale Tattersfield & Partners Ltd



# Minale Tattersfield & Partners Ltd



дневной вид



ночной вид

# Minale Tattersfield & Partners Ltd



кофе



брейк



ШТАТ  
ТОЛЬКО

МЕНЮ

КОФЕЙНИ	ЦЕНА
Product Here	28.00
Product Here	32.00
Product Here	35.00
Product Here	38.00
Product Here	42.00
Product Here	45.00
Product Here	48.00
Product Here	52.00
Product Here	55.00
Product Here	58.00





# Надежный ориентир





**DOM**

**K A Φ E**



Minal Tattersfield & Partners Ltd



**Лондон 2012**  
**Системы навигации**  
**и указатели**

**London 2012 Games  
Temporary Spectator Wayfinding Signage  
Transport and Last Mile  
Kit of Parts Manual**

Issue 3



## 2.3 London 2012 Games logos

The London 2012 Olympic logo must feature on all signs directing visitors to all venues during the period of the Olympics. The London 2012 Paralympic logo must feature on all signs directing visitors to venues during the Paralympics that follow the Olympics. The two different Games logos must not coexist on the same sign.

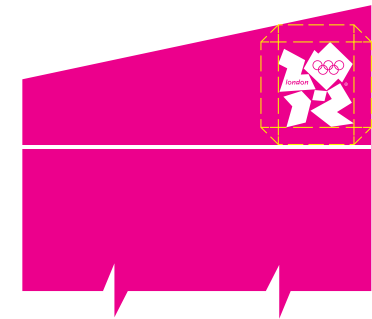
There will be a transition between Games where the London 2012 Paralympic logo adhesive backed decals are applied on top of the London 2012 Olympic logo.



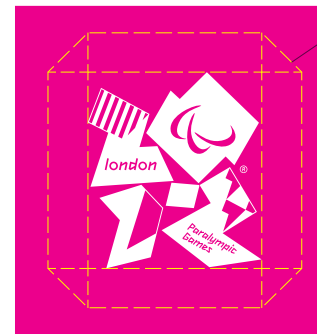
London 2012 Olympic logo



London 2012 Paralympic logo



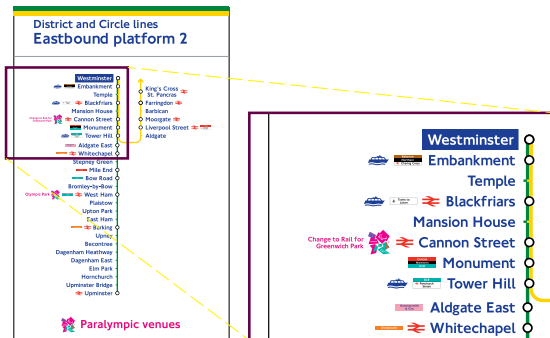
Olympic logo showing exclusion zone



Paralympic logo showing exclusion zone



Examples showing exclusion zones on angled spaces.



Full colour London 2012 Paralympic Logo when on a white background, for example on London Underground overlay signs

Red Market

Une  
marque  
**simple**  
pour un  
concept  
**unique,**



où les prix bas sont  
synonymes de qualité.



**Les 4 as!**

Cette semaine,  
-30% sur ces 4 produits :

<p>0.99 2<sup>kg</sup> Le navet</p> 	<p>0.50 Le pain de seigle</p> 	<p>7.99 23<sup>kg</sup> Le poisson</p> 	<p>1.84 5<sup>kg</sup> Les 3 pains</p> 
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All you need is Red.

**Faites le pois!**

**3.65€**  
les 4 kilos de pois.

All you need is Red.



red MARKET



• •





**CYCLE HIRE**

Strand  
Southampton Street

**CYCLE HIRE**

Strand  
Southampton Street

**USER INFORMATION**  
Cycle Hire User Code of Conduct

**COVENT GARDEN**  
Covent Garden Piazza

**HOLBORN** →  
Aldwych

Thank a button to start

Hire a cycle	
Standard	£10.00
Specialist	£15.00
Electric	£20.00

**P** Cycle hire only



CYCLE HIRE

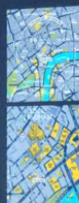
CYCLE HIRE

Notting Hill  
Westbourne Grove

Notting Hill  
Westbourne Grove

ALBERT EMBRAMENT  
KENNINGTON

USER INFORMATION  
See the User Display



P  
Cycle hire only

12627

12638

12541

12546

BARCLAYS

BARCLAYS

BARCLAYS

BARCLAYS

BARCLAYS



Artist's impression  
Indicative location  
© TfL 2010

Бренд озера

**GARDA**



**ESSENCE OF ITALY**



# Т ребрендинг региона



TRENTINO



Il Soho Gothic Pro è il  
tipografico istituzionale per  
Trentino. Questa famiglia  
di font ha una variegata  
gamma di stili e pesi e proprio  
per queste sue peculiarità  
permette ampia flessibilità  
d'uso, comunicando al meglio  
lo spirito e la personalità del  
marchio Trentino.

## Nostra visione

Creare una piattaforma solida così da  
costruire e presentare un'immagine robusta  
e unica al servizio di un unico Trentino!

# 1

520.000 Abitanti  
6.206km di Estensione  
11 comprensori  
15 Valli  
217 Comuni  
1.570 Strutture alberghiere  
94.162 Posti letto  
1.024km di piste da sci  
300km di piste ciclabili



**TRENTINO**  
esperienza vera

**CASOLÉT DELLA VAL DI SOLE**  
Piccolo grancie formaggio di montagna

VISITRENTINO.IT

VISITRENTINO.IT

Sanato SpA - via Sempione 11 - 38022 Tesse - [marketing@visittrentino.it](mailto:marketing@visittrentino.it)

**TRENTINO**  
esperienza vera

**PUZZONE DI MOENA**  
Majole di un formaggio

VISITRENTINO.IT

VISITRENTINO.IT

Sanato SpA - via Sempione 11 - 38022 Tesse - [marketing@visittrentino.it](mailto:marketing@visittrentino.it)

**TRENTINO**  
esperienza vera

**CARNE SALADA**  
Una storia lunga cinquecento anni

VISITRENTINO.IT

VISITRENTINO.IT

Sanato SpA - via Sempione 11 - 38022 Tesse - [marketing@visittrentino.it](mailto:marketing@visittrentino.it)

**TRENTINO**  
esperienza vera

**VEZZENA**  
Tradizione casearia dell'altopiano

VISITRENTINO.IT

VISITRENTINO.IT

Sanato SpA - via Sempione 11 - 38022 Tesse - [marketing@visittrentino.it](mailto:marketing@visittrentino.it)

**TRENTINO**  
esperienza vera

**MELA**  
Un frutto e la sua casa

VISITRENTINO.IT

VISITRENTINO.IT

Sanato SpA - via Sempione 11 - 38022 Tesse - [marketing@visittrentino.it](mailto:marketing@visittrentino.it)

**TRENTINO**  
esperienza vera

**OLIO EXTRAVERGINE D'OLIVA DEL GARDA TRENTINO**  
Passione per la qualità

VISITRENTINO.IT

VISITRENTINO.IT

Sanato SpA - via Sempione 11 - 38022 Tesse - [marketing@visittrentino.it](mailto:marketing@visittrentino.it)

**TRENTINO**  
esperienza vera

**TRENTINGRANA**  
Fatto di latte, di gusto e di montagna

VISITRENTINO.IT

VISITRENTINO.IT

Sanato SpA - via Sempione 11 - 38022 Tesse - [marketing@visittrentino.it](mailto:marketing@visittrentino.it)

**TRENTINO**  
esperienza vera

**MORTANDELA DELLA VAL DI NON**  
Buone cose di una volta

VISITRENTINO.IT

VISITRENTINO.IT

Sanato SpA - via Sempione 11 - 38022 Tesse - [marketing@visittrentino.it](mailto:marketing@visittrentino.it)

# Брендинг спортивных мероприятий



## Наша страсть

Наша работа творчески управляема, но стратегически движима. Мы нацелены на активацию бизнеса и трансформацию рыночных площадок, чтобы удивлять и приводить в восторг и наших клиентов, и себя самих. Бросать вызов обыденности и воодушевлять изменения.

# Наши публикации по брендингу и дизайну



THANKS

# КОНТАКТНАЯ ИНФОРМАЦИЯ

Для информации или по вопросам  
относительно данного документа,  
пожалуйста, обращайтесь:

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**Minale Tattersfield**