

CASE STUDY

BRANDING & LOGO DESIGN

WUNDERKAMMER



SKILLS

- CLIENT LIASON
- RESEARCH
- GRAPHIC DESIGN
- BRANDING
- ILLUSTRATION
- FINAL WORK

CLIENT

- BASED IN BRISTOL, UK
- MUSICAL INSTRUMENT MAKER

“IT’S FANTASTIC - I’M REALLY PROUD OF MY NEW BRANDING AND THE CHARACTER IS GENERATING INTEREST ALL THE TIME”



Wunderkammer

Musical Instrument Co.

Liam Kirby, the man behind Wunderkammer Musical Instrument Co. came to me to upgrade his logo, Labels and branding.

Convinced by my Gorey inspired illustrations he gave me the task to create a new logo and new labels that would fit the instruments he makes while also catching the feeling of the era his instruments are inspired by (1920’s) while staying true to his original logo.

To catch the eye of clients and make the brand as recognisable as possible the logo needed a face, so I started by designing a flapper-esque girl holding Liam’s probably most recognisable Uke: the Harp-Ukulele! Out of many drawings of girls the ultimate fitting flapper was puzzled together which I then surrounded with an era-fitting, Art Deco frame and added the new-old writing “Wunderkammer”, which now is an all hand drawn copy of his original text.

Each type of instrument has it’s very own name, which were all hand drawn and added onto the label, which was now ready to mark his instruments and give them this little extra flair.

Both the logo and the lady, who even exists as a doll, are now the key features of Liams brand and are used on webpages, flyers, within his instruments and on company stationary and clothing.

