



# Super Identity: In Your Sight and in Your Mind

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## **Super Identity: In Your Sight and in Your Mind** All Rights Reserved

First impressions count. As that first perception is the most important one in real life, in the competitive world of commerce it has the potential to make or break a brand.

Visual identity turns the idea, concept and attitude of brands into visceral visual surroundings that act as primary cues that communicate with the intended audience and consumers from logos to the manufactured public image of a company, from icons on paper and on the screen to concept buildings and created environments.

Be it the visual identity for fashion branding or traffic signals, service industry manifestations or restaurants and food boutiques, Super Identity In Your Sight and In Your Mind, unveils the ever changing, cutting edge of this visual language. Expanding on the theme of branding and identity Super Identity further guides towards the creation of various atmospheres of visual singularity and expression created through artfully controlled details that entrench the character of a brand and its message into our perception.

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