

MDT Mobilier Identity

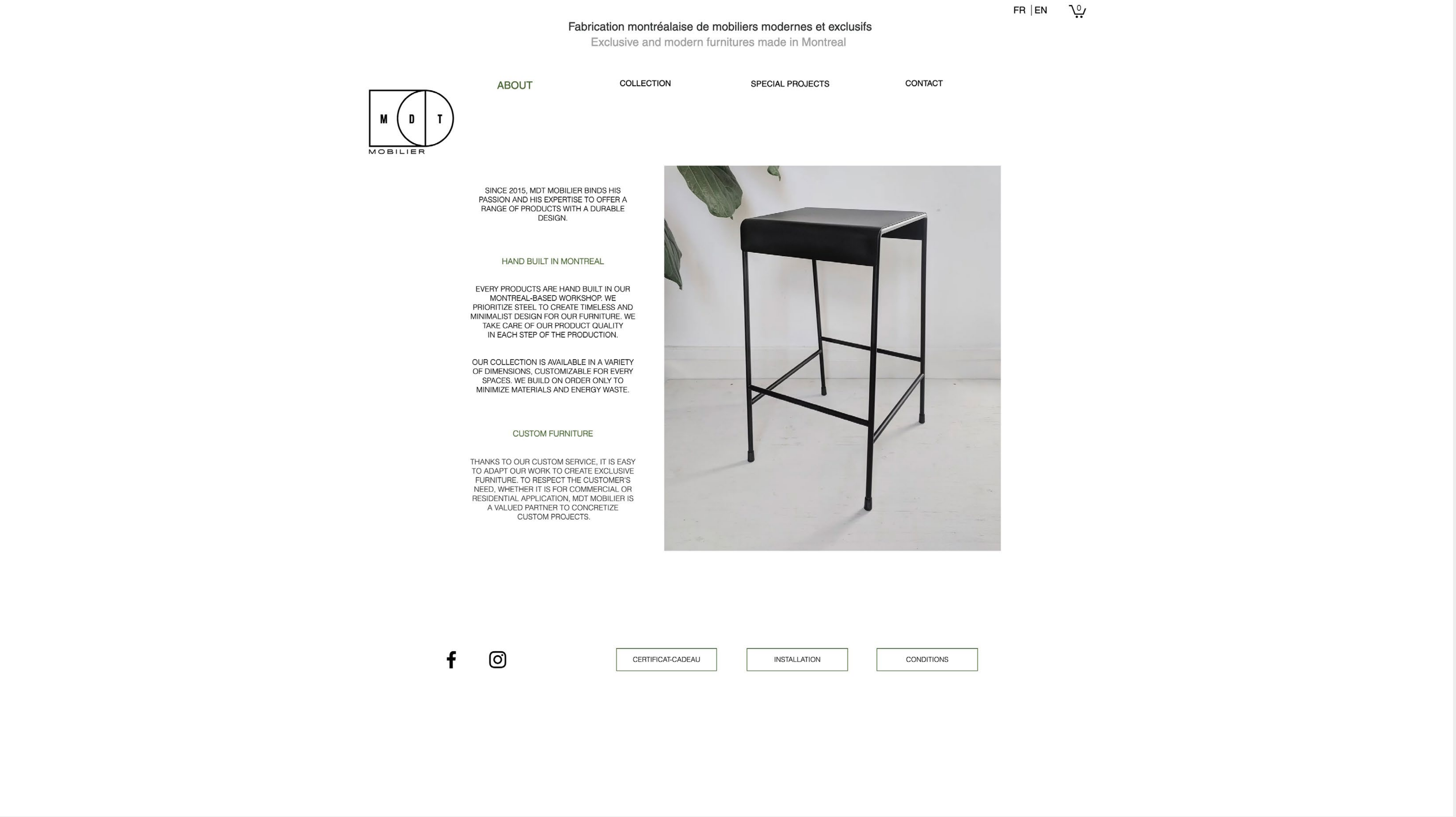
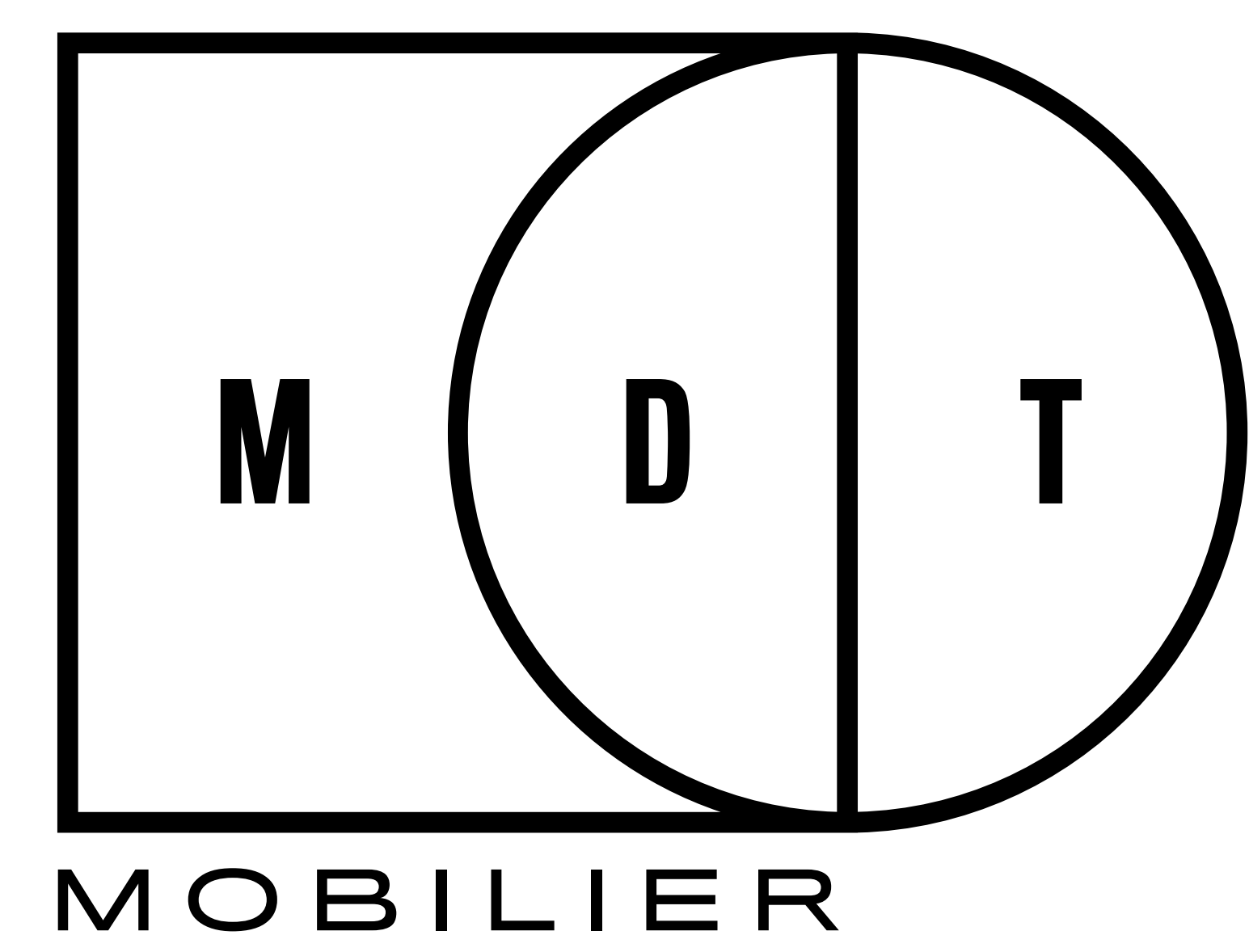
Rebranding of the visual identity and website design for MDT Mobilier. MDT Mobilier designs and produces steel furniture in Montreal. MDT offers a furniture line that is durable, distinct, and full of character and presence.

While keeping its essence, the main goal of the rebrand was to elevate the existing identity to the rigorous work standards by which MDT creates and manufactures their products. Working with only steel, a material that MDT describes as strong yet pliable, it was crucial for us to design a new identity that reflects concepts of robustness and adaptability.

We selected Neue Haas Grotesk as the new typeface, a faithful digital restoration by Christian Schwartz of the original forms designed by Max Miedinger in the mid 50s. The sturdiness and subtle warmth are underlying qualities of both Neue Haas Grotesk and MDT’s furniture and brand.

With a strong typographical approach and by deconstructing the previous logo, we reworked and played with each element in scale and contrast. We shifted the emphasis to the name in order to set a stronger, more established presence of the brand among their peers. We created a modular logo system, easily adaptable, using the identity in its whole or parts of it, depending on the intent and needs of each communication material.

Previous Identity



Redesign

