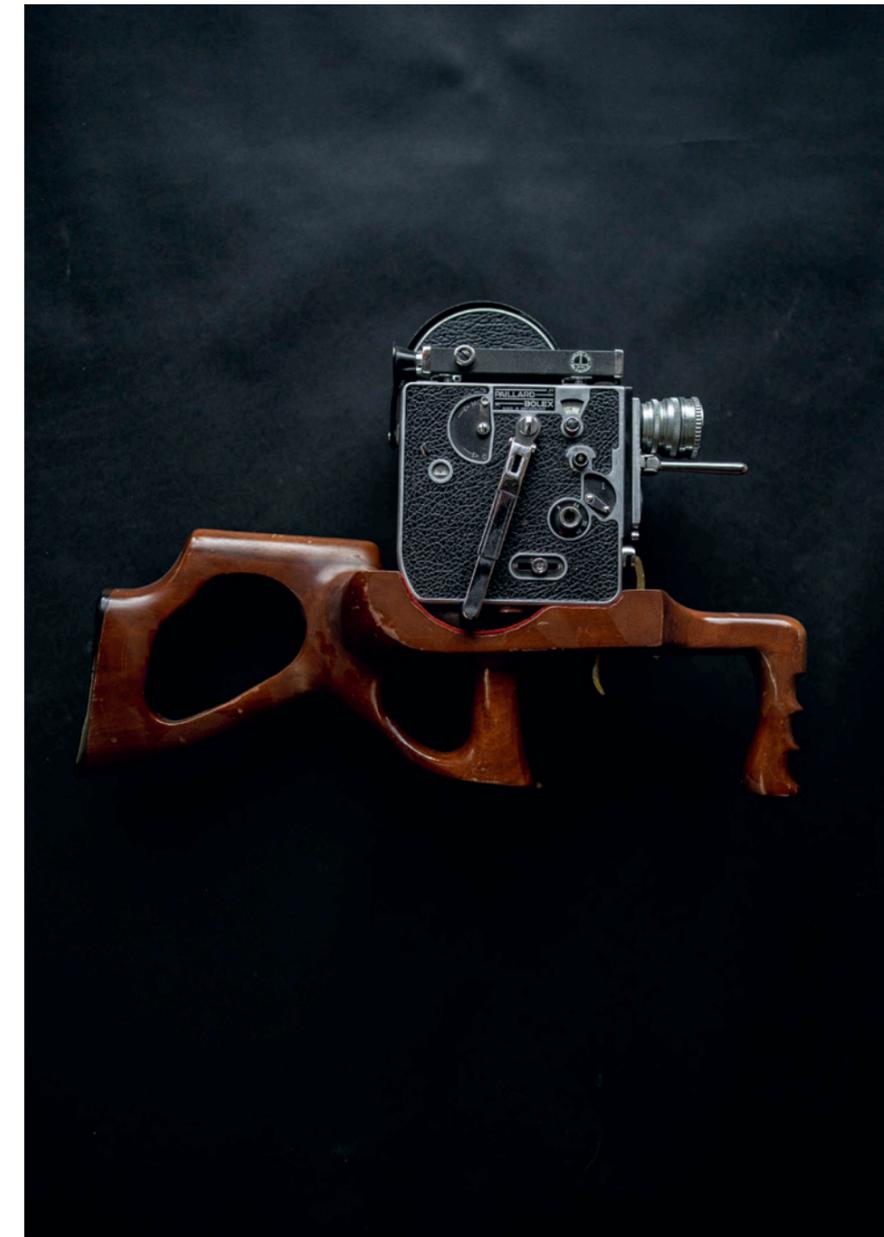




“We used old-school tools, compasses and pens, rulers and lines, in order to convey a less clinical emotion, with a bit of imperfection, a bit of handiwork. It allows the audience to not be put off by the too-often-perceived perfection of the minimal design of today.”



“We used old-school tools, compasses and pens, rulers and lines, in order to convey a less clinical emotion, with a bit of imperfection, a bit of handiwork,” says Christian. “It allows the audience to not be put off by the too-often-perceived perfection of the minimal design of today. And in that way, we also differ from most ‘rugged’ design, which is edgy or rugged for the sake of an aesthetic.”

“As a client, Chris and his team were very much involved and gave us plenty of references, especially in regards to his own work, in order to help push our hand in the right direction.”

Each asset says something about the individual—Chris’s interests, his love of tradition, history, and the outdoors. The handcrafted process and the resulting aesthetic presentation supports this. Collectively, the assets are a narrative, the shared values of the studio and the adventures had. Themes such as athleticism, excitement, and timelessness are the ideals that they work so hard to showcase, and this is reflected in the range and multiplicity of assets that make up the Burkard Studio brand identity.

“Whenever we build out, I guess what most would call an ‘identity system,’ it’s more about how things work in congruence with one another as opposed to being just individual assets. The one main logo we did develop acts as the hierarchy to the other remaining illustrations, icons, or type pieces, that can then be used as supporting themes for the brand itself, whether they use it for print or digital purposes.”

Chris also adds, on the notion of personal branding, that “it doesn’t exist to me. If someone wants to help visualize their identity, whether it’s their career, business, family, farm, or hobby, we at 1924us want to help them achieve that.”

He also points out that “brand values and personality traits are interchangeable in the right context. Personality and lived life are tangible qualities that we can grasp and visualize, and therefore I feel are reflected in the echo of a brand started by a group or individual.” Just as Chris will go on more adventures, 1924us expects to create further assets, becoming a living brand identity, with more stories to tell and experiences to document.

“What you choose to do with your life speaks volumes. Our time is a reflection of our reputation, of our endeavors.”

Growing up in the rural town of a logging community in Southern Oregon defines Christian’s work and ethic. His and his studio’s commitment to doing things in a way that is time consuming but thoroughly hands-on more than justifies the results. For him, “you work hard or not at all.” Handwork and hard work make even the smallest details worthwhile and meaningful. It is this shared value, between Chris, Christian, and their respective studios that is at the heart of this work, and offers the world warmth and humanity amid the cold and distant.