

BY MEGAN LANE PATRICK



BEHIND THE DESIGN ESCAPE ARTISTS

When tackling the tricky task of naming and creating an identity for a new creative services company, who couldn't use a little magic? That's exactly what a group of Australian designers found when they lit on the name "Houdini" and the tagline "Anything's Possible."

"We wanted to create something that would make our fellow employees proud," says Darren Cole, head of design. "We wanted them to be excited and inspired by it so we could show it off to our friends."

That little bit of magic they were looking for appeared when they started playing around with the "H" in "Houdini." They discovered that the "H" could be fashioned from the lowercase "a" and "p" in their tagline to create a subtle, attractive logo.

"Since establishing the mark, we've created stationery that incorporates our Houdini wallpaper pattern on the reverse, a holding page for our website, and a growing library of 'Anything's Possible' images, with many more elements in the pipeline," Cole explains. "We're incredibly happy with the result. As challenging as it was, we really did enjoy answering our own brief and creating something fun that we can use tirelessly for years to come."

PROJECT
Houdini Identity

FIRM/CLIENT
Houdini, North Sydney, Australia; www.houdinifeats.com

TIMELINE
Three months

CREATIVE TEAM
Darren Cole, head of design; Nic Adamovich, graphic designer; Warrick Nicholson, creative services director; Peter O'Malley, head of production; Anthony Janjic, studio manager; Leisa Ilander, finished artist