Julia

Hey founder Verònica Fuerte said this about the project:

“For Julia, a small neighbourhood bakery built around homemade food and genuine care, we wanted the identity to feel as handcrafted as everything they make.

“We started with silk ribbons. Folding, twisting and shaping them by hand helped us discover the rhythm and character of the wordmark before translating it into a digital logo.

“The final mark is vector. But its personality comes from a tactile process.

“In a time when we’re constantly looking for faster ways to create, I still believe craft matters.”

I couldn’t agree more. When we’re becoming increasingly surrounded by AI-generated visuals, both from the designer and client side, it’s the handmade approach that stands out more than ever.

A lovely, memorable outcome.

More from Hey.

Julia