

DESIGNING RONDAL'S FORM LANGUAGE

Implementing Rondal's new brand identity into their products

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The identity of a brand is visible through its social media, website, advertising and of course its product designs. It is important for a brand to have a striking identity to differentiate itself from competitors and attract the correct target groups. The identity of Rondal, who produces parts for superyachts, was renewed to give the company a brighter and more modern image. However, the new identity was not developed to be implemented into Rondal's wide variety of products. Because Rondal makes parts for the world's most exclusive superyachts, a completely implementable brand identity is needed. Therefore, the aim of this project was to implement the new identity into Rondal's products.

The key elements of Rondal's identity were analysed and translated to appearances. Also, the products that

Rondal makes, such as masts and winches for sailboats, were analysed. After talking to the internal stakeholders, a list of requirements could be set up to create a good foundation for the design process. With this foundation, ways could be found to make Rondal's products appear in line with the new identity. After exploring different possibilities in terms of colours, materials, logos and shapes, consistent brand elements could be designed. By implementing the designed brand elements into Rondal's products, a guide that describes the new form language was created. Engineers can use this guide to design products for the world's largest superyachts while having Rondal's identity implemented.

With this new form language, the design of Rondal's products is in line with Rondal's new identity.



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