

A pause for everyday life.

A Greek-language identity shaped around the small moments people recognise in one another: an overfilled drawer, a long voice note, a shared joke, a gesture of care.

Recognition before advice.

The brief was to give everyday-life content a recognisable home for Greek-speaking adults, with an initial focus on ages 25-45. The identity needed to move between humour, empathy and practical observation while keeping a consistent voice. The audience should recognise the page even when the subject and visual format change.

A name with room to breathe.

The name κάπως μαζί leaves room for imperfection. It suggests being together without pretending that everything is organised or resolved. That gives the writing permission to be warm, specific and lightly self-aware.



Exploring what togetherness looks like.

The early explorations approached the name through a shared place and a group of separate pieces. These archived options show two distinct ways of making the idea visible.

01 · Δίπλα



04 · Χωράμε



Δίπλα / A shared seat

Two places on one bench give togetherness a familiar, literal image.

Χωράμε / Parts of a whole

Separate rounded pieces form one compact mark, giving each part a place.

From shared space to conversation.

The bench makes togetherness a place. The mosaic makes it a composition. The selected punctuation direction makes it an exchange - a closer fit for a page built around words, responses and everyday dialogue.



What the final route needed to do

Connect naturally with a Greek-language voice.
Remain recognisable as a small profile symbol.
Work beside humour, empathy and practical content.
Adapt to different compositions without a fixed scene.

Two marks. One conversation.

The approved direction, developed under the working idea “A pause”, pairs two facing punctuation forms at different heights. Their relationship suggests an exchange: two voices, a small space between them, and room to respond. The asymmetry gives the mark character without adding a separate illustration.







The Greek name is part of the approved artwork. Its letterforms are retained as outlines, rather than recreated with a substitute font. A stacked signature, horizontal signature and standalone symbol let the identity adapt to profile images, post signatures and wider compositions.

Ink, warmth and clear Greek.

Ink navy anchors the writing and linework. Apricot adds warmth and emphasis; warm white gives the layouts breathing room. Brick is a secondary content colour. The primary logo remains a two-colour relationship, and photographs retain their natural colours.

Warm white	Ink navy	Apricot	Brick
#FAF6EF	#243247	#F2AE8E	#9B4D45

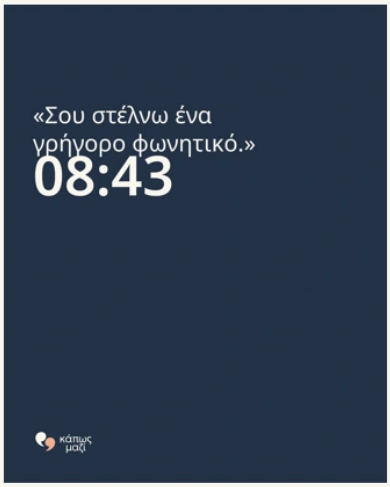
Λίγο πιο ανθρώπινα.

Καθαρή γραφή. Φυσικός λόγος.

Noto Sans supports clear Greek text across short observations and longer passages. Changes in size, weight and space establish the reading order. Handwritten treatments belong to a particular scene when needed; they do not replace the core type system.

One identity. Several voices.

A curated selection of existing posts: typography, ink illustration and photography.







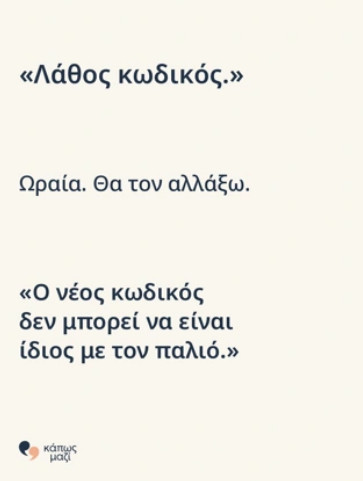












A setup. A reaction. A punchline.



The customer describes a noise above 200 km/h. The mechanic’s reply turns the premise into a deadpan punchline. Both panels are shown in full: the exchange is the content.

The joke lives in the scene.

The illustrated work ranges from restrained ink scenes to fuller-colour sequential humour. In the winter-clothes post, the crowded bed sets up a short exchange. A last-minute request for cardboard uses expression and dialogue. Each image makes the situation visible before the reader reaches the final line.



A last-minute request for cardboard.



Winter clothes take over the bed.

The small signature anchors both posts while the drawing, composition and dialogue do the storytelling.

Ordinary objects. Shared recognition.

Photography gives the system another register. A drawer full of cables makes a familiar household detail immediately visible. A fridge covered in children’s drawings carries a warmer observation. The identity frames these scenes without forcing a navy-and-apricot filter over them.



Recognition through everyday detail.

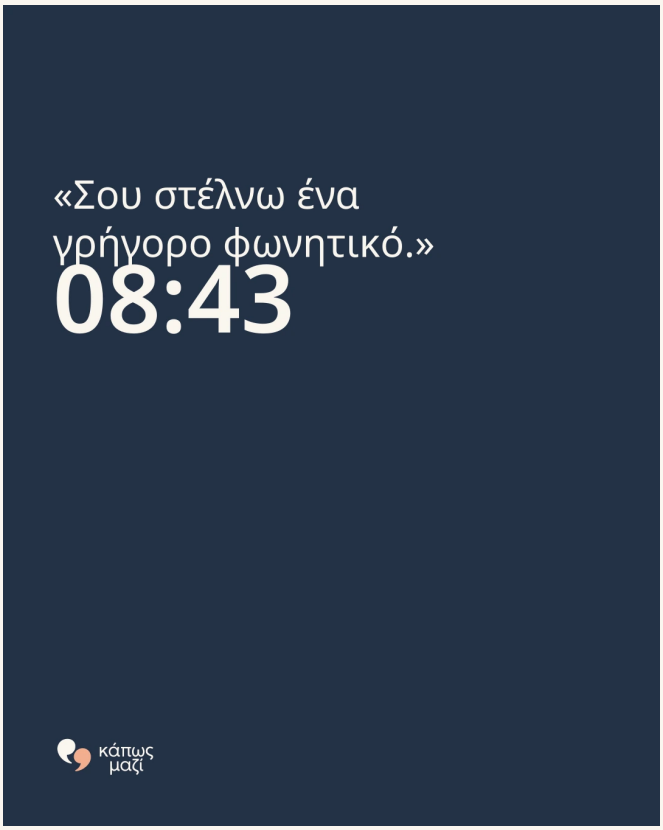


Warmth through a family moment.

The visual system leaves room for real-world colour, texture and light.

Few words. A precise observation.

The writing starts with a specific situation. “A quick voice note” is followed by 08:43; a completed task is added to the list for a small sense of progress. These examples use recognition and timing rather than a general motivational statement.



A duration becomes the punchline.



A small joke about the to-do list.

The social system connects a warm editorial voice with clear reading order, recurring brand colours and a small signature where appropriate. It leaves room for spare typography, ink illustration, photographic scenes and fuller-colour comic storytelling. Every post stands on its own.

Room for life. Ready for content.

The resulting system brings together the approved logo family, profile artwork, colour rules, Greek typography and a flexible approach to social content. The selected posts demonstrate how the identity works across formats and emotional tones.





The identity in use

Logo family and profile artwork
Ink navy, apricot and warm white palette
Greek typography and a clear verbal tone
Selected illustrated, photographic and typographic posts

Brand identity and social content / LKC Social