penuvio

The connection is in the name.



Brand identity for a construction and interior project tool.

A connected wordmark.
A compact symbol.
A consistent visual language.

An LKC-owned project / Identity development and motion

THE CHALLENGE

A photograph needs context.

Penuvio organises project observations around photographs, people and follow-up. A photograph of an unfinished joint needs a location, a responsible person and a clear next action. The identity had to feel at home in that practical setting, from a small app icon to a detailed project report.



Demo imagery from the product archive.

DESIGN REQUIREMENTS

Recognisable at a glance

A compact mark related to the name.

Professional without excess

A deliberate form with softened corners.

Useful across formats

One identity for a phone, a report and communication.

LKC scope

Logo exploration, wordmark and symbol development, colour direction and motion studies. Application examples show how the identity can support the product.

THE EARLY DIRECTIONS

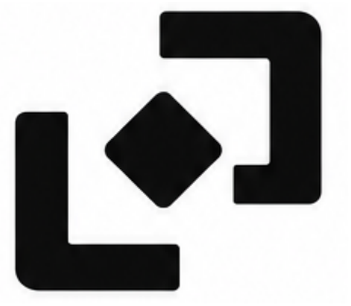
What should carry the name?

The early boards explored several ways to give Penuvio a recognisable mark: an observer, a shared frame and an outlined P. These routes approached the product through a separate symbol. The eventual direction moved into the lettering itself, with a connected n and u at the centre of the name.



01 / Observer

A figure-led mark placing the act of observation at the centre.



02 / Shared frame

Opposed corners enclosing a common point of reference.



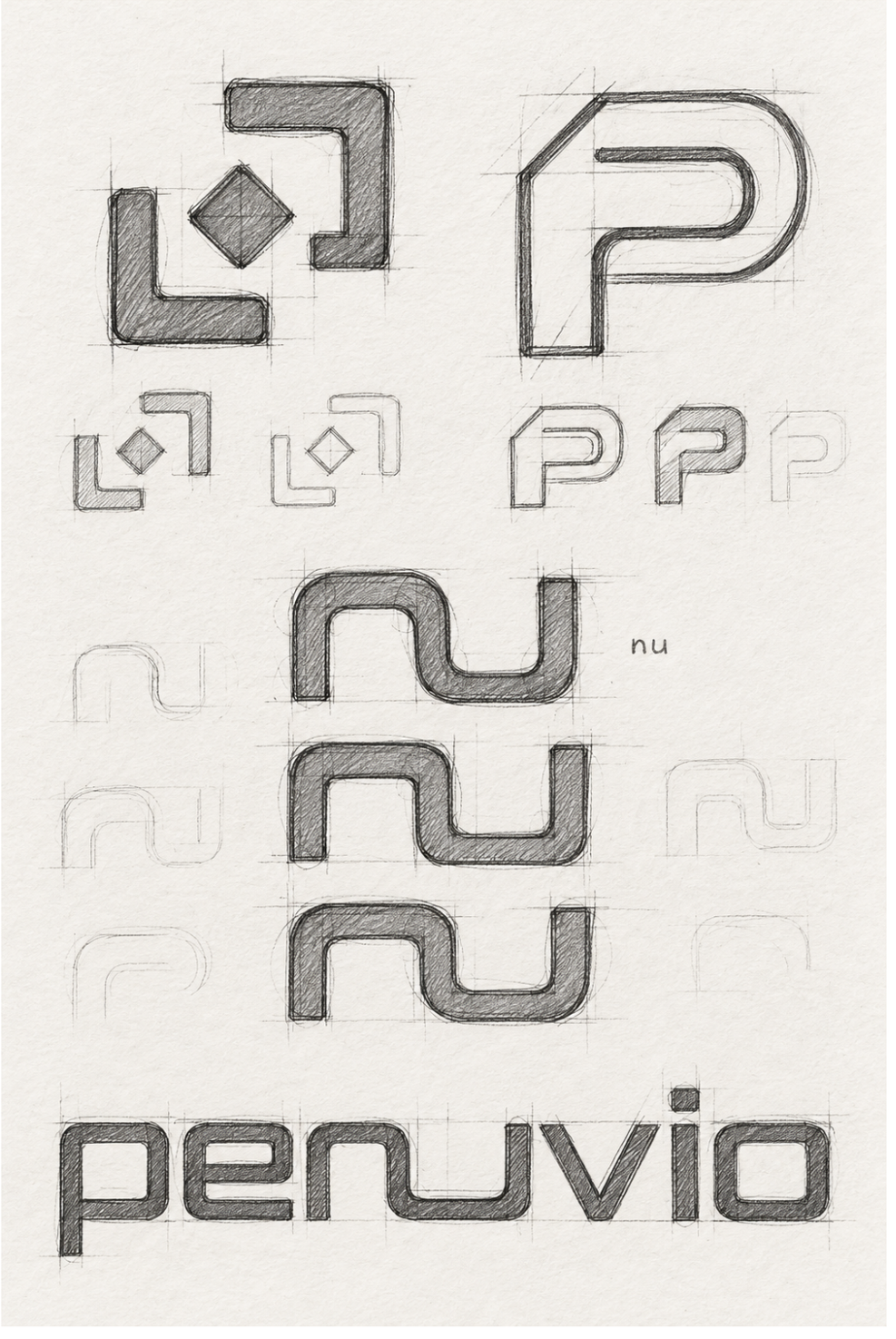
03 / Outlined P

The first letter expressed through a strong outer contour.

Selected details from the original concept boards. Descriptions explain the visible ideas.

SKETCH STUDIES

Testing the connection.



Reconstructed explorations based on the original concepts.

A comparison of framing, outline and connected-letter directions, with studies of weight and corner shape.

THE SELECTED DIRECTION

The symbol comes from the word.

The rounded nu study established the connection. Squared letterforms with softened corners then gave the name a more consistent visual character. The same connected outline is used inside the wordmark and as the standalone symbol, keeping the compact mark visibly related to the full name.



Rounded structural study

Squared refinement



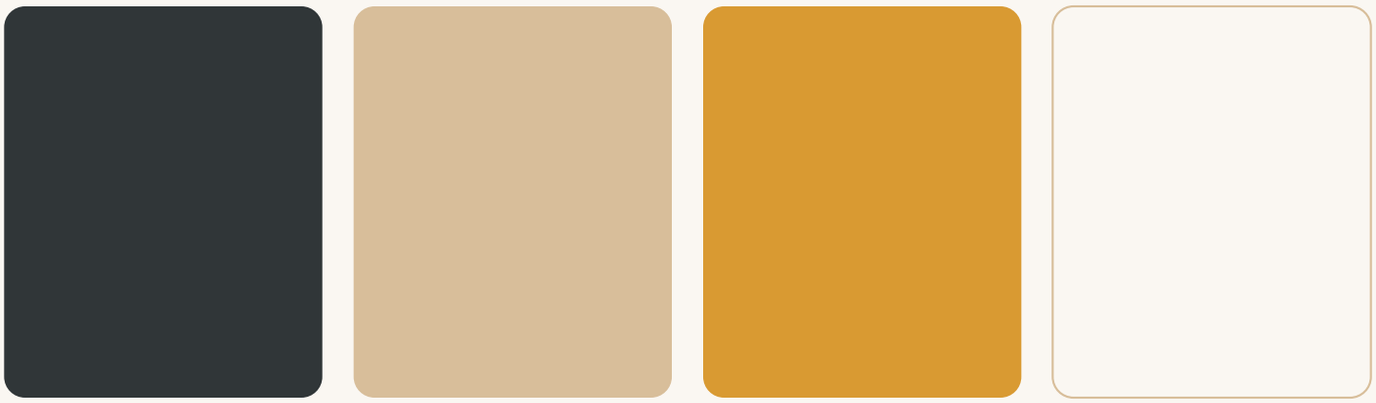
The central nu is extracted as a compact symbol.



COLOUR AND TYPOGRAPHY

A restrained working palette.

Graphite anchors the identity. Sand and off-white give the heavier letterforms a warmer setting, while amber provides a distinct accent. The accompanying Noto Sans study supports Greek and English text; the drawn wordmark remains a separate design.



Graphite
#303638

Sand
#D8BE9A

Amber
#D99A32

Off-white
#FAF7F2

TYPE IN APPLICATION

Observation to follow-up

Παρατήρηση και επανέλεγχος

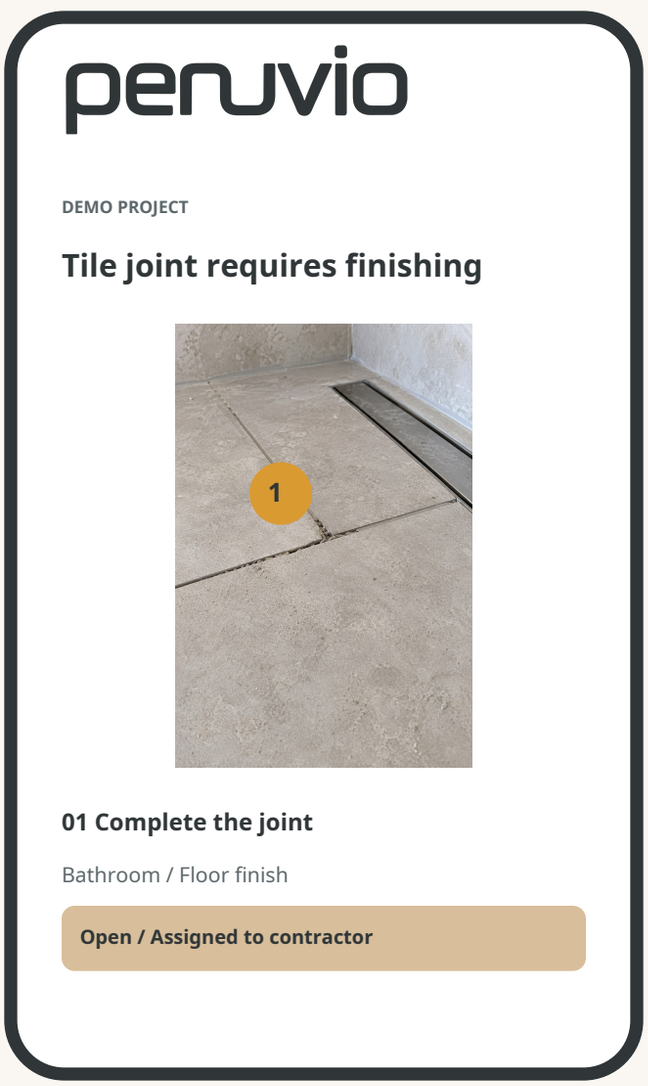
Noto Sans Regular / Bold

Application typography study from the working brand system. Greek and Latin text share one supporting family; the wordmark uses its own drawn forms.

APPLICATION STUDY

The brand around an observation.

The compact symbol identifies the tool in a small space. Within the interface study, the full wordmark sits above the work, while clear text and a labelled status keep the observation easy to follow. The photograph remains the focus of the task.



From icon to workspace

A compact identifier outside the app. The full name inside it.

01

A numbered point ties the remark to its location in the photograph.

Interface design study using demo imagery. Not a live product screenshot.

PROJECT REPORTING

The identity follows the work.

Reports bring the record beyond the screen. The presentation pairs a cover study using the selected wordmark with an excerpt from the archived demo report. A consistent hierarchy gives project details, observations and responsibility a clear place on the page.

peruvio

PROJECT REPORT

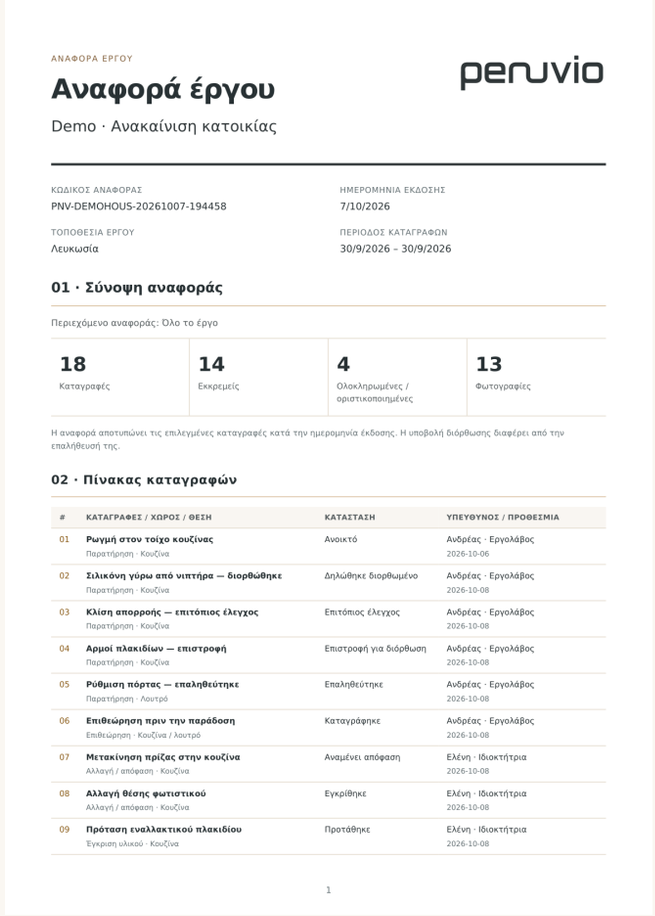
Residential renovation

Observations and follow-up

DEMO PROJECT

Cover design study

New cover study



ΑΝΑΦΟΡΑ ΕΡΓΟΥ

Αναφορά έργου

peruvio

Demo · Ανακαίνιση κατοικίας

ΚΩΔΙΚΟΣ ΑΝΑΦΟΡΑΣ
PNV-DEMOHOUS-20261007-194458

ΗΜΕΡΟΜΗΝΙΑ ΕΚΔΟΣΗΣ
7/10/2026

ΤΟΠΟΘΕΣΙΑ ΕΡΓΟΥ
Λευκωσία

ΠΕΡΙΟΔΟΣ ΚΑΤΑΓΡΑΦΩΝ
30/9/2026 – 30/9/2026

01 · Σύνοψη αναφοράς

Περιεχόμενο αναφοράς: Όλο το έργο

18	14	4	13
Καταγραφές	Εκκρεμείς	Ολοκληρωμένες / οριστικοποιημένες	Φωτογραφίες

Η αναφορά αποτυπώνει τις επιλεγμένες καταγραφές κατά την ημερομηνία έκδοσης. Η υποβολή διόρθωσης διαφέρει από την επαλήθευσή της.

02 · Πίνακας καταγραφών

#	ΚΑΤΑΓΡΑΦΕΣ / ΧΩΡΟΣ / ΘΕΣΗ	ΚΑΤΑΣΤΑΣΗ	ΥΠΕΥΘΥΝΟΣ / ΠΡΟΘΕΣΜΙΑ
01	**Ρωγμή στον τοίχο κουζίνας** Παρατήρηση · Κουζίνα	Ανοικτό	Ανδρέας · Εργολάβος 2026-10-06
02	**Σιλικόνη γύρω από νιπτήρα — διορθώθηκε** Παρατήρηση · Κουζίνα	Δηλώθηκε διορθωμένο	Ανδρέας · Εργολάβος 2026-10-08
03	**Κλίση απορροής — επιτόπιος έλεγχος** Παρατήρηση · Κουζίνα	Επιτόπιος έλεγχος	Ανδρέας · Εργολάβος 2026-10-08
04	**Αρμοί πλακιδίων — επιστροφή** Παρατήρηση · Κουζίνα	Επιστροφή για διόρθωση	Ανδρέας · Εργολάβος 2026-10-08
05	**Ρύθμιση πόρτας — επαληθεύτηκε** Παρατήρηση · Λουτρό	Επαληθεύτηκε	Ανδρέας · Εργολάβος 2026-10-08
06	**Επιθεώρηση πριν την παράδοση** Επιθεώρηση · Κουζίνα / λουτρό	Καταγράφηκε	Ανδρέας · Εργολάβος 2026-10-08
07	**Μετακίνηση πρίζας στην κουζίνα** Αλλαγή / απόφαση · Κουζίνα	Αναμένει απόφαση	Ελένη · Ιδιοκτήτρια 2026-10-08
08	**Αλλαγή θέσης φωτιστικού** Αλλαγή / απόφαση · Κουζίνα	Εγκρίθηκε	Ελένη · Ιδιοκτήτρια 2026-10-08
09	**Πρόταση εναλλακτικού πλακιδίου** Έγκριση υλικού · Κουζίνα	Προτάθηκε	Ελένη · Ιδιοκτήτρια 2026-10-08

1

Archived demo report excerpt

The report excerpt is demonstration material, not a record of a client project.

MOTION IDENTITY

The connection in motion.

01 / Symbol rotation



0.5 s



1.2 s



3.2 s

02 / Rotate and pull



0.5 s

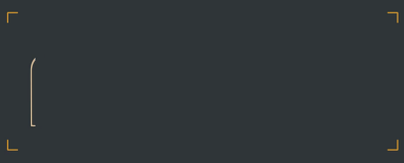


1.2 s



3.2 s

03 / Outline to solid



0.5 s



1.2 s



3.2 s

The three motion studies give the identity another dimension: the compact symbol rotates, the central connection turns through space and the wordmark develops from outline to solid. Together with the static identity, they provide a recognisable signature across product and communication.

Original motion studies included in the package. / Brand identity by LKC