



STARTUP SUPPORT FOR HOCOMA

The robot as a friend

A startup company with a great idea will become an international player via the process of identity development.



In the initial phase, the identity of the startup company is based around the pulsating heart of the initiators and their joint idea.



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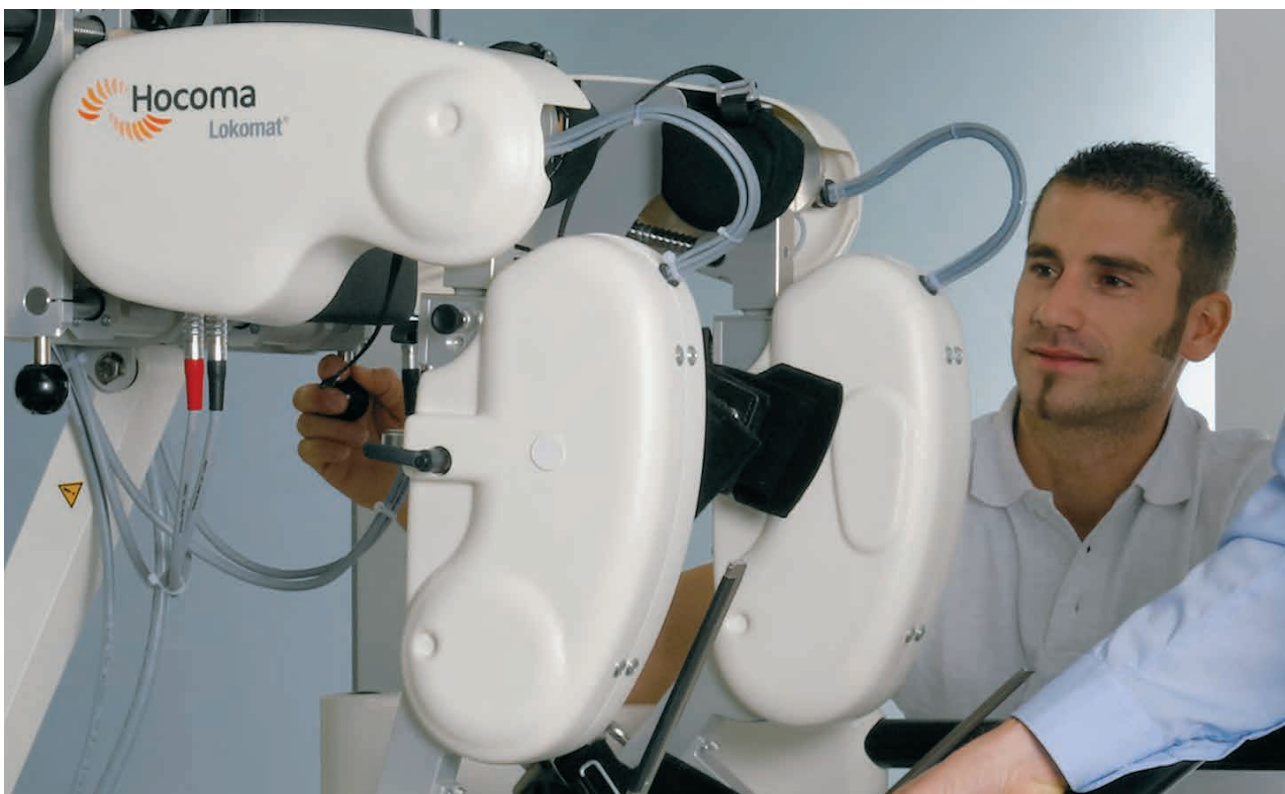
The experience of growth is carried directly into the company via identity-forming processes.



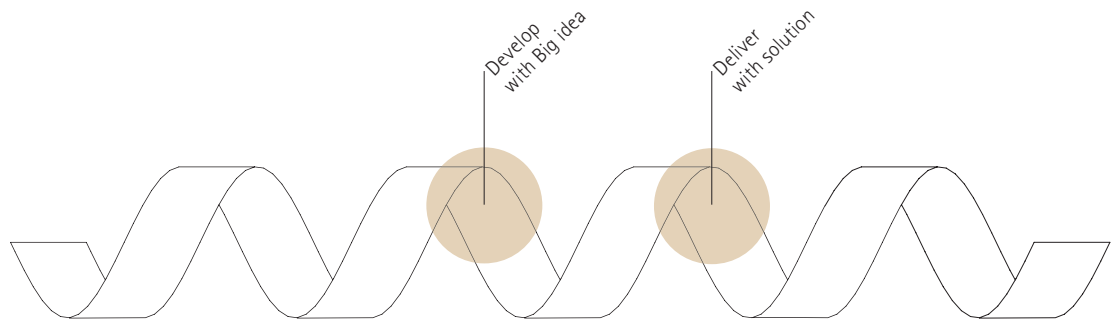
The «wing beat» from Hocoma: a dynamic symbol of movement and lift.

To overcome the barrier to international success, the company required an institutional presence, the equivalent of a mature personality.

Erdmann Design supported Hocoma in the development of its identity with solid corporate branding and was able to provide impetus, paving the way for the product design.



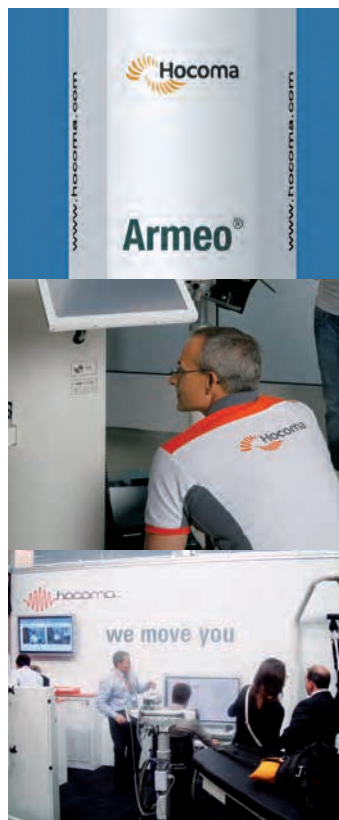
Hocoma product and brand development



Project since 2006

Sub-projects:
Strategy workshop
Media design
Industrial design
Identity design
Trade fair design

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