

# grandhood™

↑  
Parenthood

↑  
Adulthood

↑  
Childhood

#### Challenge

Grandhood is a venture company on a mission to transform the predictable world of pension. The company has reinvented a product that helps you deal with and understand your pension savings. The challenge was to unfold and communicate the innovative solution in a brand identity.

#### Solution

The name Grandhood was created to manifest the actual grandness of retiring. Essentially Grandhood is adulthood, just better. A modern, minimalistic and simple verbal and visual universe was developed to convey the message of a simple pension solution, which makes it easier to understand, navigate and grow your pension.

## Reshaping the complex world of pension.

Grandhood seek to reshapes how pension savings are handled and understood by young and mid-life professionals. By offering a simple mobile first solution, Grandhood helps design your pension for a grand life, your whole life. Live today and stop worrying about the future - Grandhood has your back.

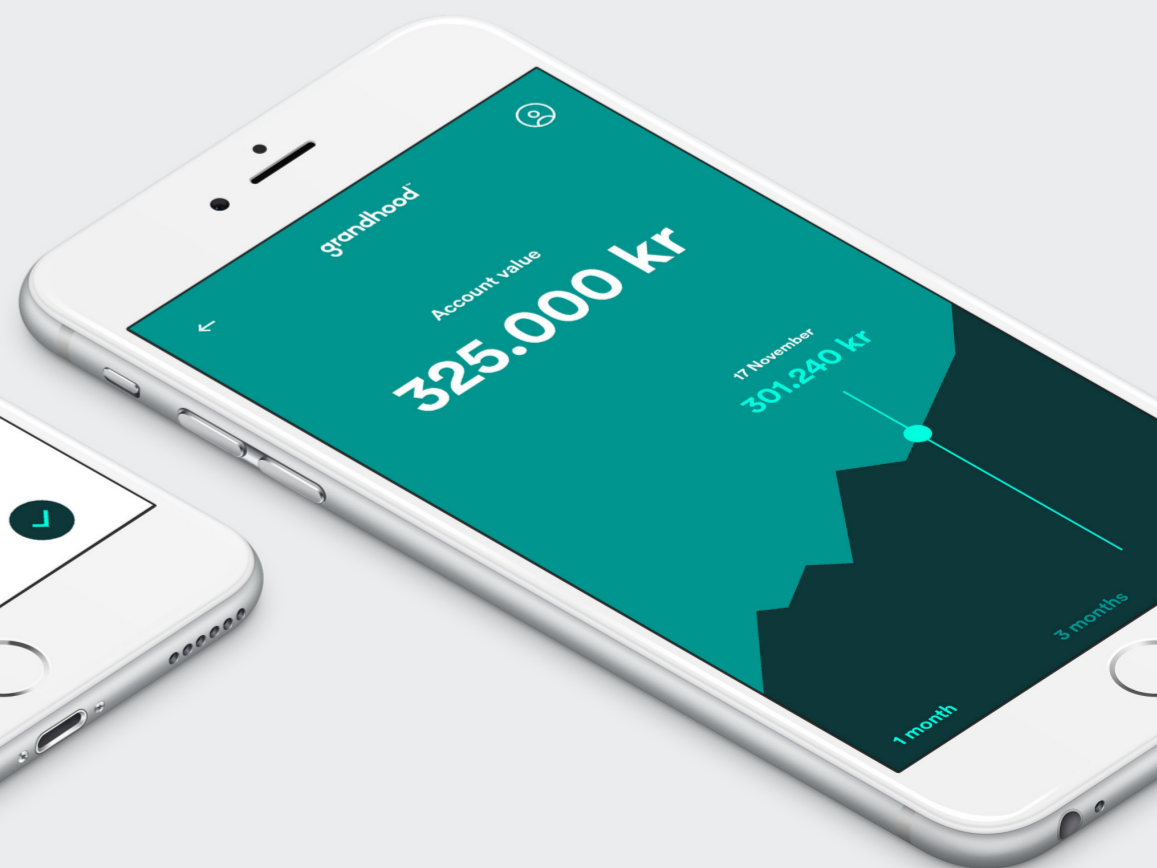


**Tænk  
pension,  
bare enklere.**

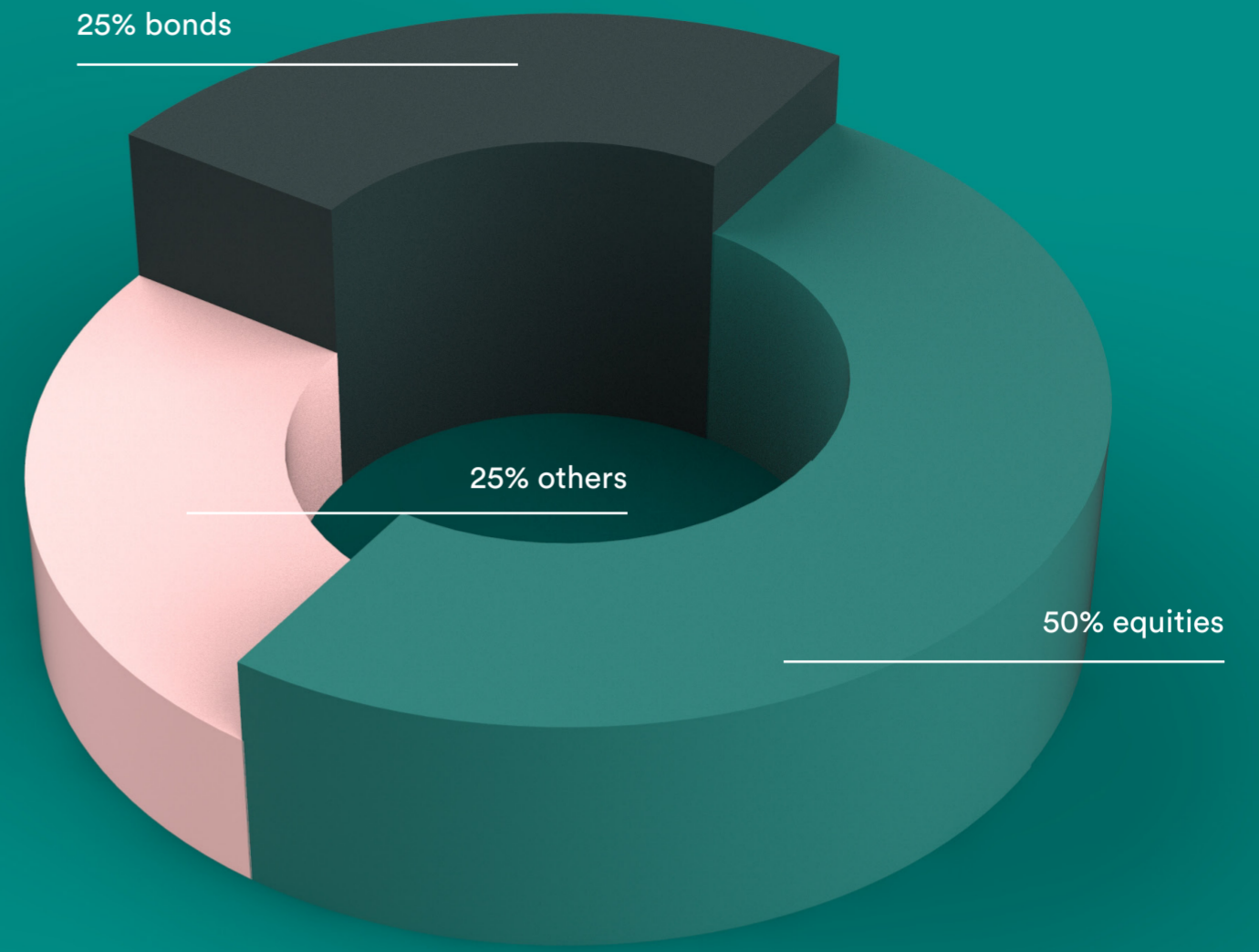
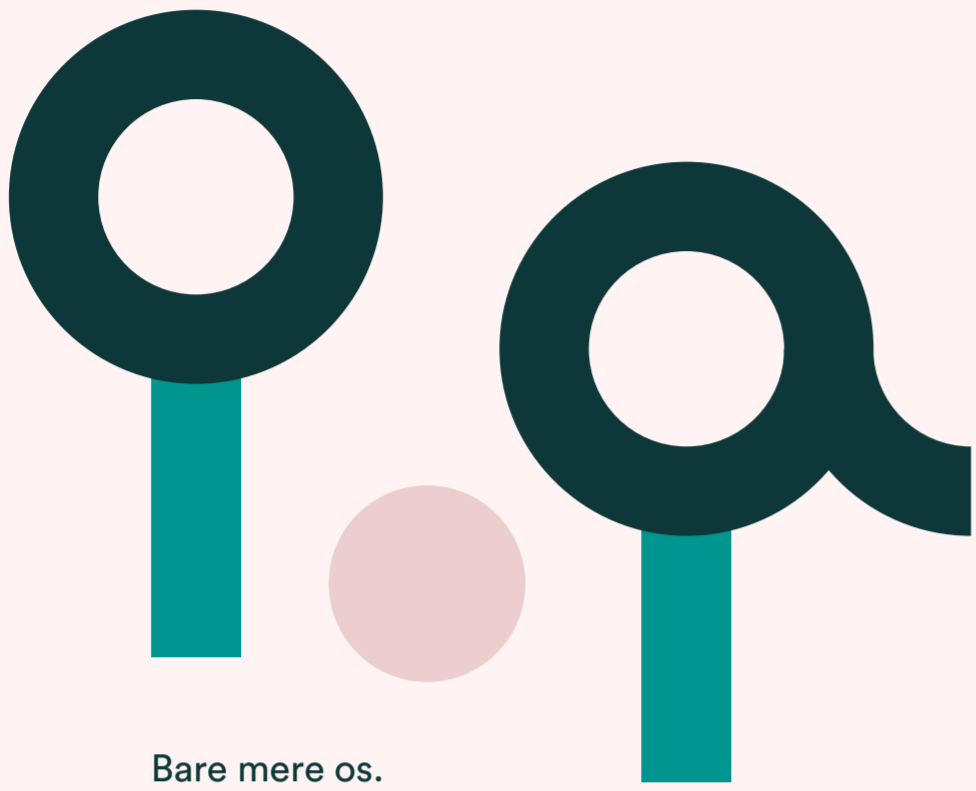


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Tænk pension, bare mindre arrrrhh.

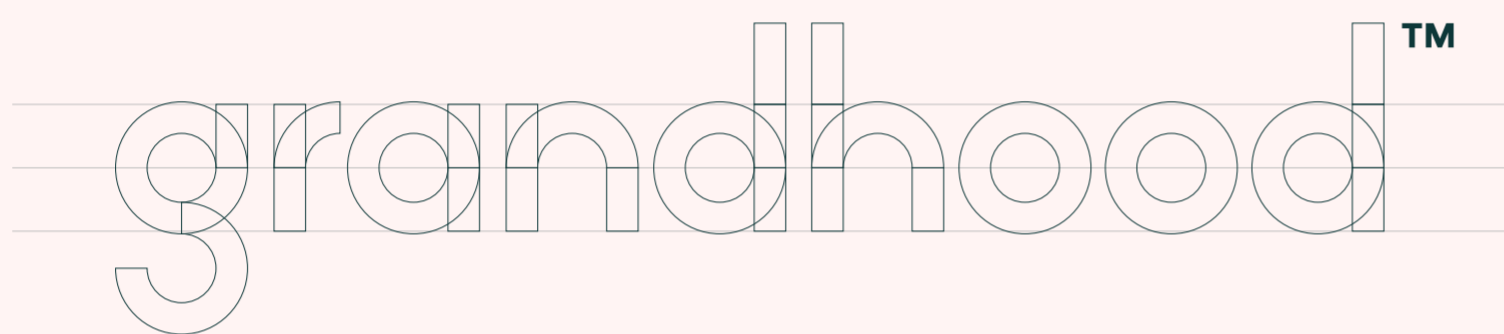




Logotype

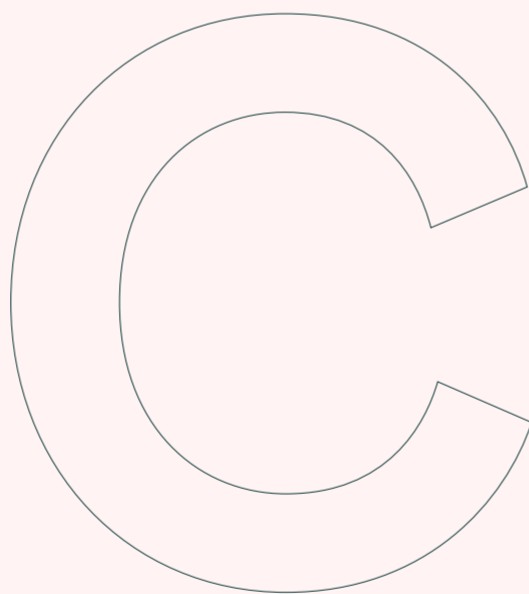
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Logotype construction

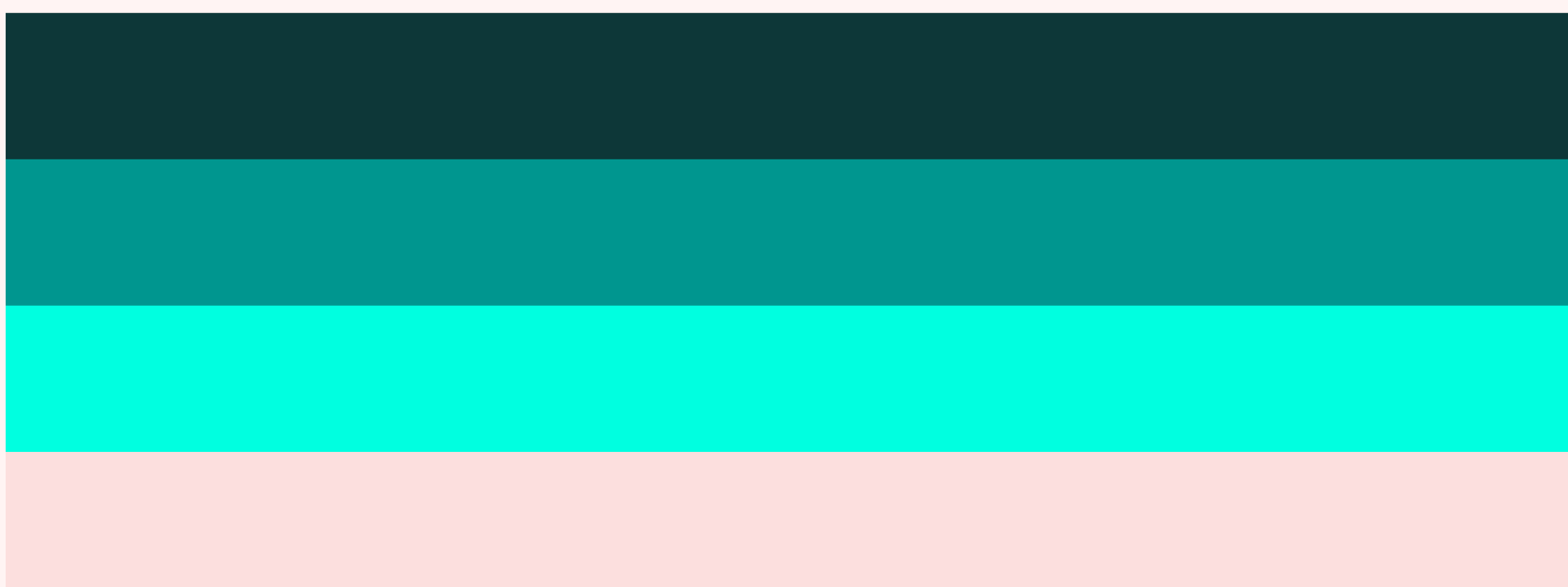


Typography

Circular  
Book  
Circular  
Bold



Colors



Symbol



Charts and illustrations



Tone of voice

Tænk pension, bare enklere.  
Tænk pension, bare mere mig.  
Tænk pension, bare mere til dig.  
Tænk pension, bare mere os.  
Tænk pension, bare mere fleksibelt.  
Tænk pension, bare mere anno 2018.  
Tænk pension, bare mindre tørt.  
Tænk pension, bare mindre sort.  
Tænk pension, bare mindre arrrrhh.  
Tænk pension, bare mere \_\_\_\_\_.

Iconography



Photography

