

Opinions on corporate and brand identity work.

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- [Charity](#)
- [Consumer products](#)
- [Corporate](#)
- [CRM](#)
- [Culture](#)
- [Destinations](#)
- [Development](#)
- [Education](#)
- [Entertainment](#)
- [Environment](#)
- [Fashion](#)
- [Finance](#)
- [Food](#)
- [Government](#)
- [Graphics Industry](#)
- [Health](#)
- [Hospitality](#)
- [Insurance](#)
- [Lifestyle](#)
- [Logistics](#)
- [Lottery](#)
- [Media](#)
- [Non-Profit](#)
- [Nutrition](#)
- [Politics](#)
- [Publishing](#)
- [Real Estate](#)
- [Religion](#)
- [Restaurant](#)
- [Retailers](#)
- [Software](#)
- [Sports](#)
- [Technology](#)
- [Telecom](#)
- [Transportation](#)
- [Web Publication](#)
- [Web Service](#)

By Tag

- Top 10 Tags
- [sans serif \(1091\)](#)
- [blue \(790\)](#)
- [uppercase \(491\)](#)
- [red \(484\)](#)
- [monogram \(425\)](#)
- [black \(414\)](#)
- [custom \(414\)](#)
- [icon \(405\)](#)
- [lowercase \(394\)](#)
- [packaging \(381\)](#)
- [See all tags](#)

By Project Type

- [Before-After](#)
- [Follow-up](#)
- [Friday Likes](#)
- [New](#)

By Editorial Category

- [Reviewed](#)
- [Noted](#)
- [Spotted](#)
- [Linked](#)
- [Announced](#)
- [Sponsored](#)

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 Email

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[New Logo and Identity for CETT by Mucho](#)

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Campus
de Turisme, Hoteleria
i Gastronomia

before

after

Reviewed Feb. 4, 2020 by Armin [Comments \(39\)](#)

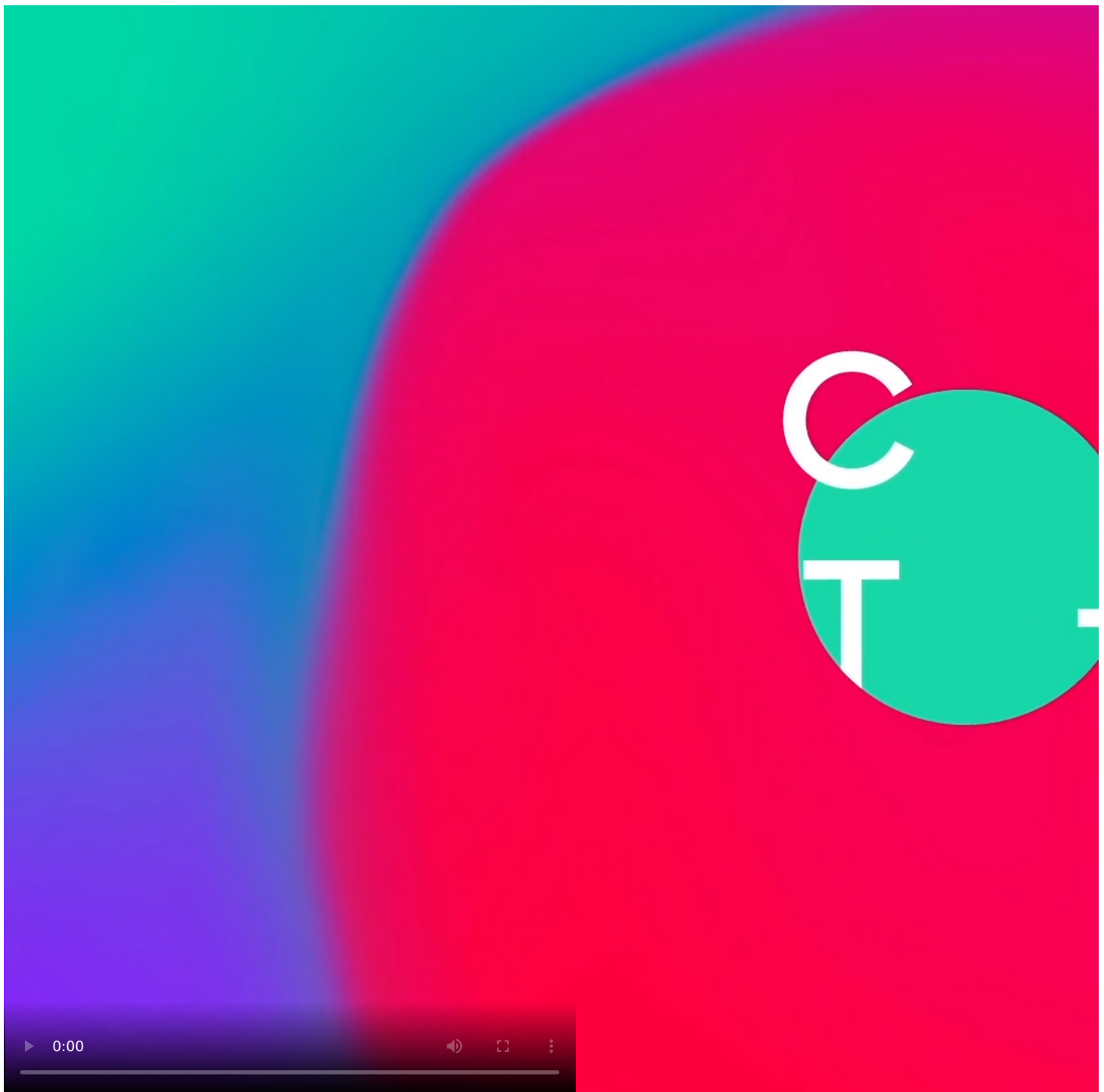
Industry / [Education](#) Tags / [#animation#barcelona#colorful#gradients#mucho#school](#)

Established in 1969, [CETT](#) (which originally stood for Centro de Enseñzas Turísticas, *Center for Tourism Teachings*) is a leading higher education school for Tourism, Hospitality, and Gastronomy, affiliated with the University of Barcelona. Providing bachelor, masters, and postgraduate degrees as well as vocational training and continuing education, CETT currently has over 2,400 students enrolled — 25% of them from outside Spain — and a network of nearly 20,000 alumni. After its first 50 years, CETT has introduced a new identity designed by the Barcelona office of [Mucho](#).

It is through experiences that we connect with the world and with others, that we live. The aesthetic experiences that all three — Tourism, Hospitality and Gastronomy— provoke is what binds these areas together. The word experience in itself bears resemblance to the educational richness, growth and transformation that a student has exposure to during their time at CETT, both personally and professionally.

“Through experiences” is, therefore, the tagline of the brand and sits at the core of the brand narrative and identity. When accompanied by verbs, the tagline becomes a living organism that supports the key messages of the brand: Grow through experiences, connect through experiences, learn through experiences, open minds through experiences, are but a few examples of these.

[Mucho project page](#)



Logo introduction video. It meanders, a lot, before getting to the point.

Both the quotes about the design and the video above are a little too philosophical for a school about tourism, hospitality, and gastronomy and I'll admit that I was a little put off by both — I would have accepted “We thought this looked cool, so we ran with it” instead. With that out my system, let's continue...

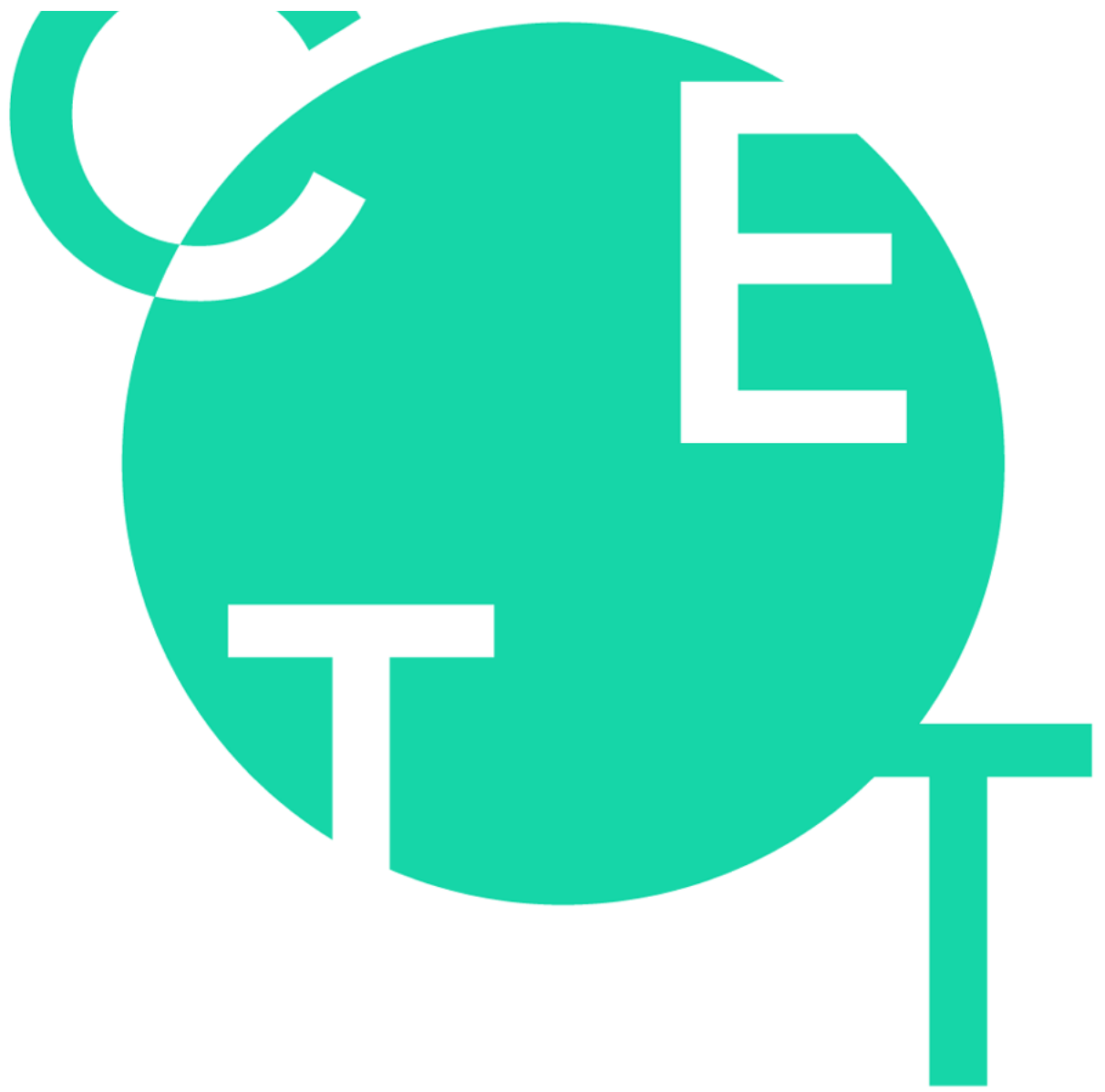
The circle is the main element of the new brand identity. It represents the transformation of the student into a professional, but it also represents an open look, a new perspective.

The circle is used both as a container, either with pictures or textures inside, or as a graphic element. The latter shifts the focus to the surrounding content, becoming the circle a more explicit representation of the brand logo.

The circle —with its pictures, textures and variable positions for letters— highlights the importance of values like flexibility, dynamism and adaptability, which are a fundamental part of the culture at CETT.

[Mucho project page](#)

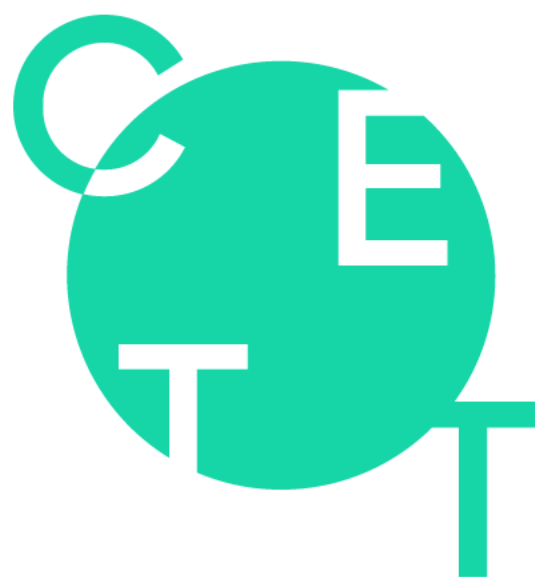




Barcelona &
of Tourism,
and Gastro

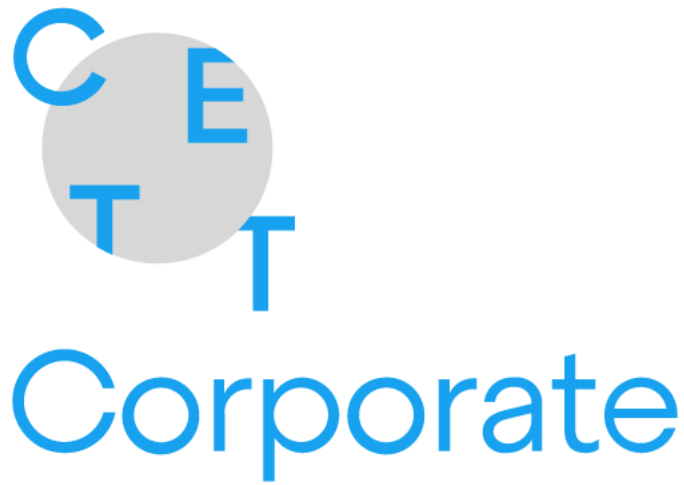
Logo.

Masterbrand

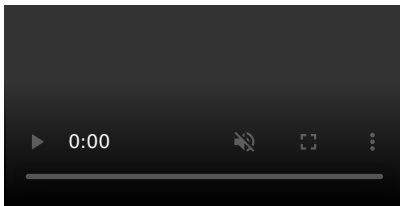


Barcelo
of Touri
and Ga

Sub-brands



Primary logo and sub-brands.



Logo with images.

The old logo would have been great for a computer-related vocational school. It wasn't great and it wasn't terrible other than in its default-looking typography but someone, somewhere, at some point had a semi decent visual idea with that "E" and the ligature "T"s. The new logo, in its barebones application, is okay. The composition of the CETT letters around a circle is interesting enough although a little confusing as to why only the "C" changes color as it interacts with the circle. The wordmark is fine and because of how long the name is, the simple sans serif approach is perfectly appropriate here. Let's move on to the more vivid applications of the logo.

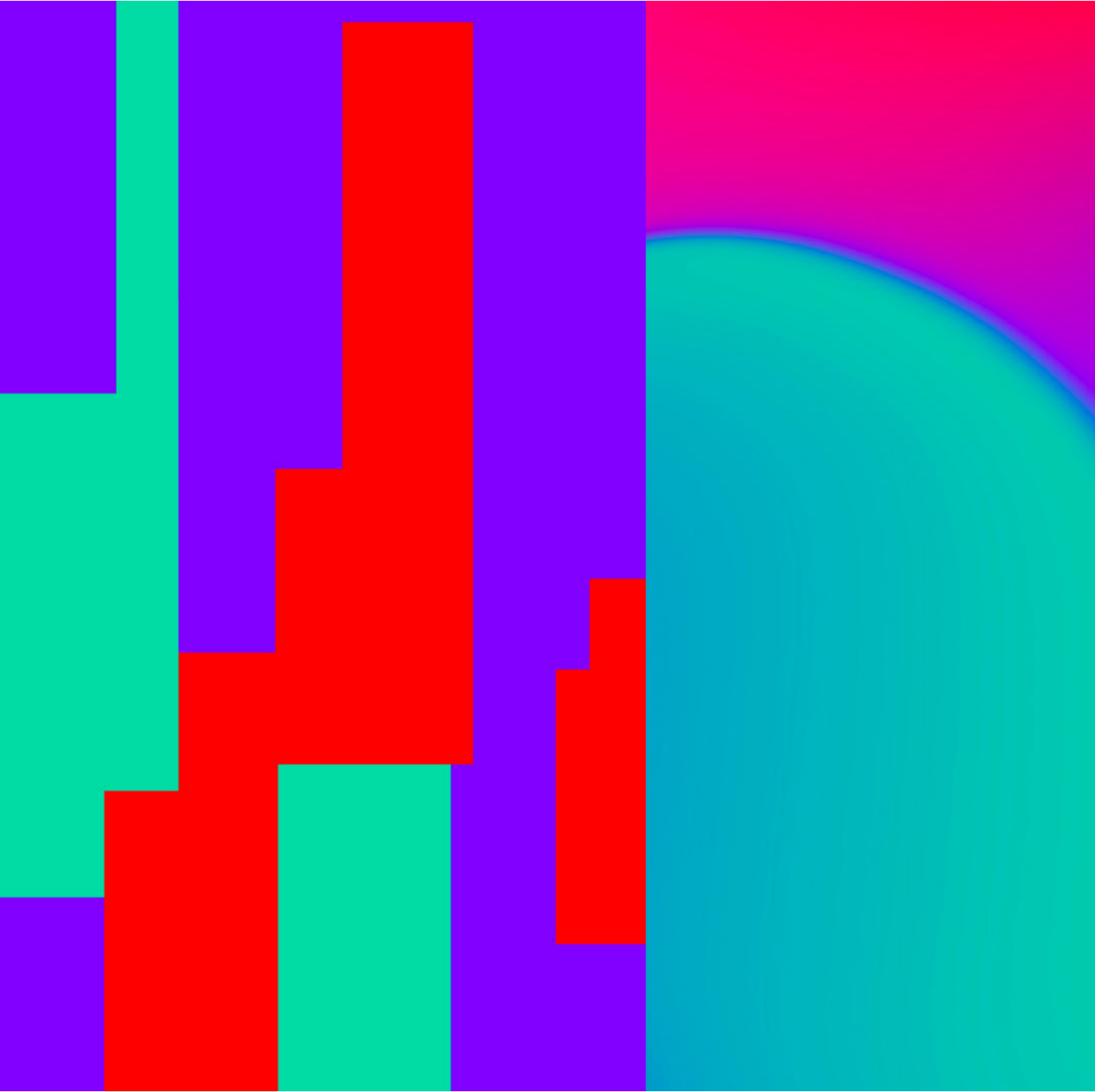
The rich palette of the brand represents life and the abstract world of senses, delivering a vivid visual experience. The differentiation between the programmes employs a unique set of three colours and textures, designed as graphic resources, that also support a variety of corporate communication.

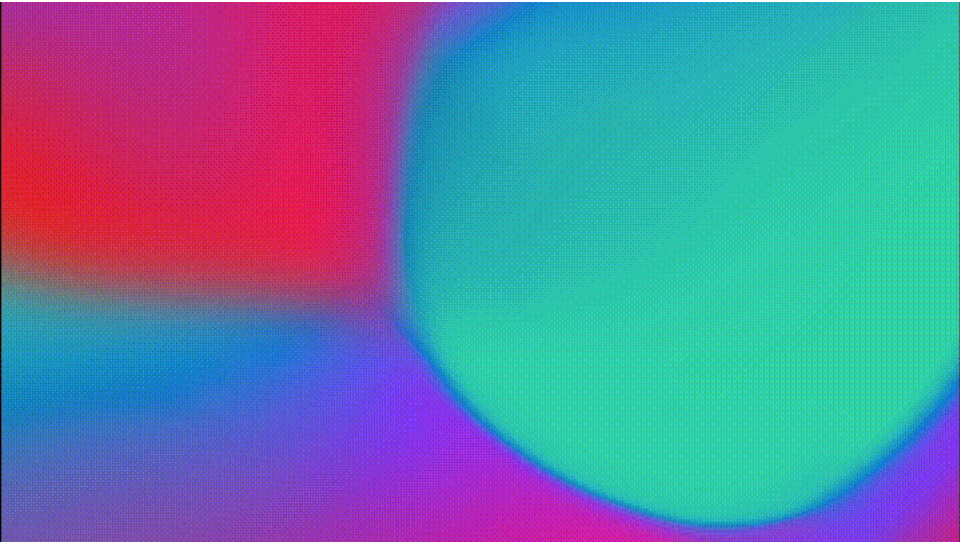
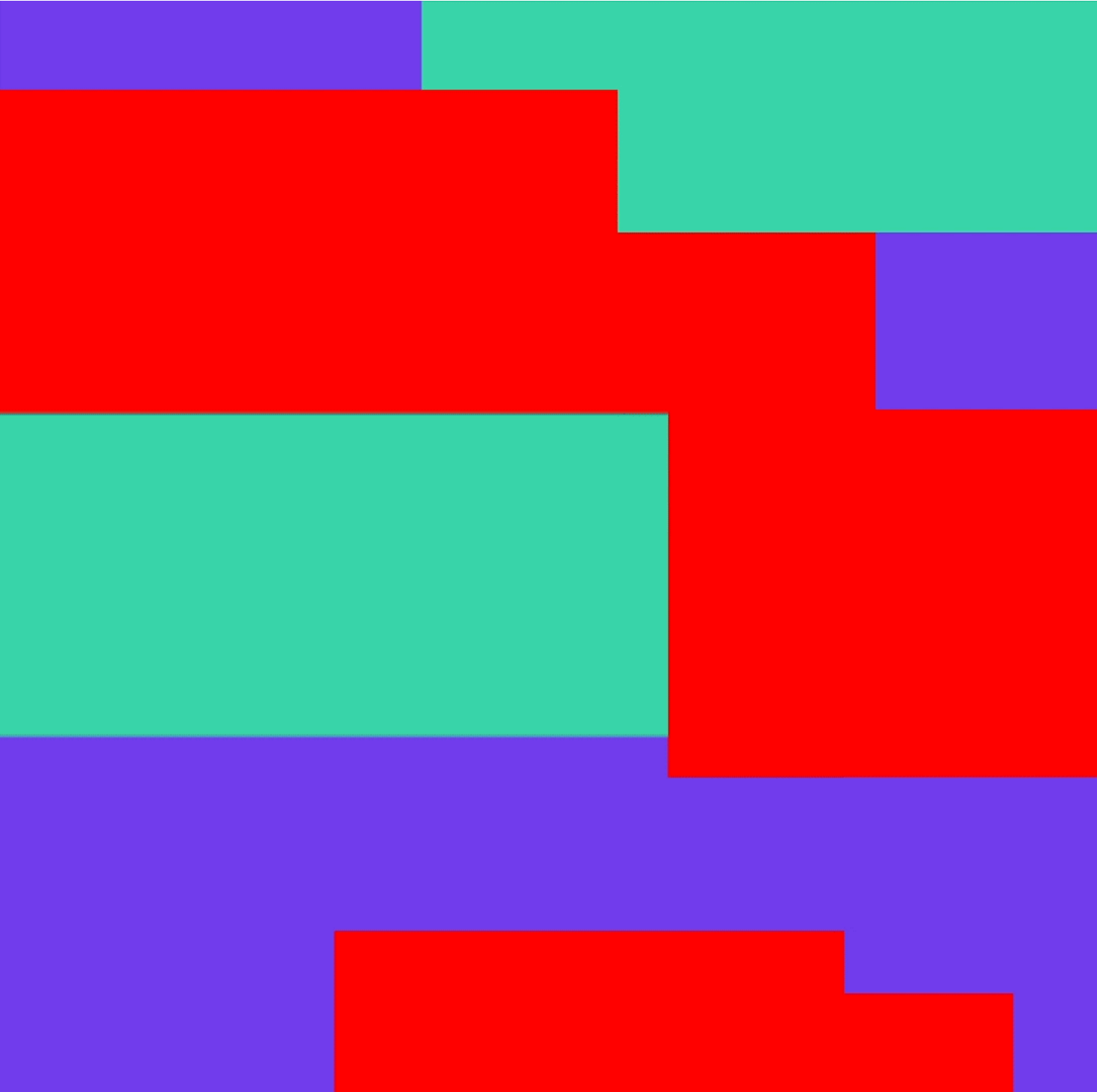
This versatility facilitates the adaptation of the brand to all sorts of environments, particularly digital ones. It is the digital-native generation that is now experiencing CETT. Their world is one of textures, movement, and sound; and so, to fit in and be embraced the brand needed to behave accordingly.

[Mucho project page](#)

RGB 22/214/168
CMYK 65/0/40/0
Pantone 3262U

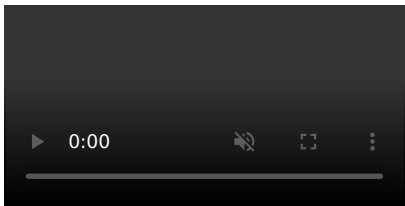
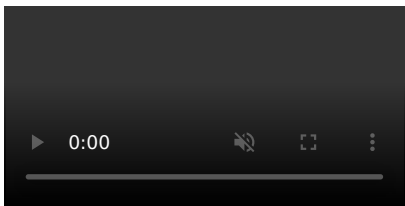
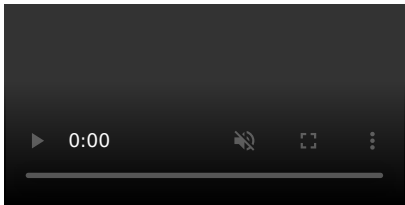
RGB 117/41/24
CMYK 79/78/0/
Pantone 2124U







Textures.



Logo with the different textures.

Let’s first talk about the textures: I have no idea what’s going on or what they have to do with tourism, hospitality, and gastronomy but, heck, I love looking at them, especially in motion. The colors also seem wrong and uninviting as they relate to tourism, hospitality, and gastronomy but, heck again, I really like the combination. The textures contained inside the circle, which also grows an inner shadow in these versions, look pretty cool. I still don’t quite get the logic of what letter does what as it crosses the circle — some shift and react to the shadow, others nothing happens to them. Anyway, did I mention I enjoy looking at these?

T Turisme
Grau Universitari

Gestió Turística del Patrimoni Cultural i Natural

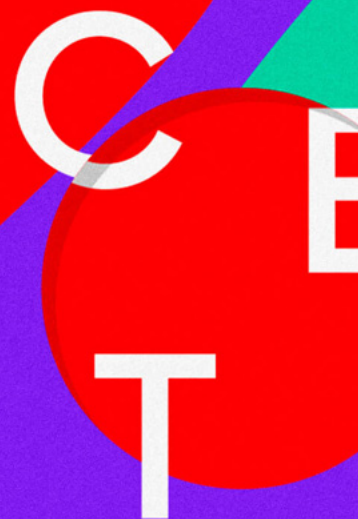


Centre adscrit

 UNIVERSITAT DE
BARCELONA

G Gastronomia
Cicle Formatiu

Tècnic en Cuina, Gastronomia i Serveis de Restauració



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BARCELONA



Transforma idees en experiències

Centre universitari de referència
a Barcelona, capital mundial en
Turisme, Hoteleria i Gastronomia

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Out of home ads.



Folder.



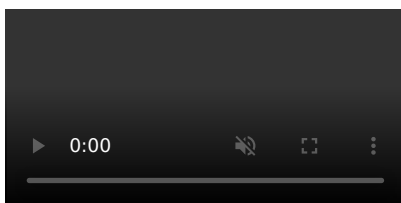
Tote and t-shirt.



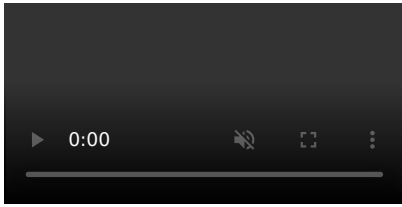
Signage.



Supergraphics.



Instagram posts.



Various digital applications.

The applications have a good variety to them, integrating imagery into the circles and backgrounds or just relying on the textures. The best ones are the applications with the softer gradients — like, that folder, the most pared down of renders, is the one that looks the most convincing — and, to me, the applications with the thick bar texture look kind of cheap and messy. Overall, I think with some reigning of graphic design impulses this could be pretty good. I'm not sure if this works for this school but then again I really don't know what kids in tourism, hospitality, and gastronomy are into these days.

Your opinion...

On Normal Logo

- ☐ Great
- ☐ Fine
- ☐ Bad

Total

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On Logo with Textures

- ☐ Great
- ☐ Fine
- ☐ Bad

Total

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On Application

- ☐ Great
- ☐ Fine
- ☐ Bad

Total

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Name



Man in the Midst • 3 months ago

According to the intro video they're going to help preserve the planet by teaching tourism, hospitality, and gastronomy. Yeah, right. *You want locally-sourced, organic, vegan fries with your Impossible Burger?*

3 ^ | ▾ • Reply • Share >



dävology • 3 months ago

This shits me far more than it actually should. But maybe exactly the right amount. And more outdoor ads that don't do anything. Why is this medium so hard to shit out a decent mockup of?

2 ^ | v • Reply • Share >



SHOW\TRIAL → dävology • 3 months ago

Struggling to get a proper grip of "shits me" and "to shit out" in this comment. Care to expand? Meanwhile if you're simply saying "the mockups are shit" it's hard to disagree.

15 ^ | v • Reply • Share >



dävology → SHOW\TRIAL • 3 months ago

Haha brilliant. Seems I'm teaching Australian now. Eyes front:

- this gives me the shits
 - this shits me to tears
 - I could shit a better mockup
 - that mockup is shitful
- I could go on...

5 ^ | v • Reply • Share >



SHOW\TRIAL → dävology • 3 months ago

Oh, "it annoys me..." got it!

2 ^ | v • Reply • Share >



Obscur the Bird → dävology • 3 months ago

definitely adding "this shits me" to my daily vernacular

12 ^ | v • Reply • Share >



Michael J Metz → dävology • 3 months ago

In the imaginary land of "Pre-brief-sell-the-pretty-stuff" no one takes the time to ask "Why?". We just blindly comp totes and OOH to look good even if it completely lacks substance or purpose. Shits me, too. <-- I think I used that right.

1 ^ | v • Reply • Share >



dävology → Michael J Metz • 3 months ago • edited

This is where the Venn diagram of branding and advertising should overlap. Develop an engaging visual solution, integrate it with coherent messaging and execute using the format effectively.

2 ^ | v • Reply • Share >



Rob → dävology • 3 months ago

This is a good point. There are many times on Brand New where ad agencies are derided for creating poorly considered, not really fit-for-purpose, brand identities. But it's very often the same not-quite-there results when designers attempt ad campaigns.

2 ^ | v • Reply • Share >



Ryan • 3 months ago • edited

I like it for the most part, but I've locked in to seeing the logo as CTET and my brain won't let go. Think the E needs to be shifted around, or maybe moving that lower left T a little rightward.

edit: should be clearer. I don't love it, but it's not bad either. A perfect "Fine" candidate.

2 ^ | v • Reply • Share >



Till • 3 months ago

I'll say Good idea, but Bad execution.

1 ^ | v • Reply • Share >



GeeDee → Till • 3 months ago

Struggling to see what the idea is tbh

1 ^ | v • Reply • Share >



kailash iyer • 3 months ago

If you'd have told me this was an AI-generated system, I'd have believed you...

14 ^ | v • Reply • Share >



Valark → kailash iyer • 3 months ago

That was my first impression as well. This whole system (and weirdly, as Armin pointed out, the previous system) feels a lot more suited to a tech-focused institution. The colors, the lockup... it's just so digital for a school that's supposed to be all about human connectivity.

7 ^ | v • Reply • Share >



Mikey Zee → Valark • 3 months ago

The circle and the animations with texture also evoke a microscope lens to me moreso than anything the school actually does. Would be great in a tech/science context with some refinements, but not so much here.

^ | v • Reply • Share >



hambobet • 3 months ago

the smaller 'texture' animated logos remind me of bacteria in a petri dish - which to me is a negative when talking about student cooking classes...

2 ^ | v • Reply • Share >



Laurent • 3 months ago

Random masterbrand, poor sub-brands...

It's a slightly better then, but it's really hard to like the whole thing.

1 ^ | v • Reply • Share >



kernitandburnit • 3 months ago • edited

An experimental, borderline-bad logo saved by cool assets and applications.

1 ^ | v • Reply • Share >



ReBrandcouver • 3 months ago

Old logo: 'It wasn't great but it wasn't terrible'.

2020 logo, in 4 years: 'It wasn't great but it wasn't terrible'.

5 ^ | v • Reply • Share >



osiatynska • 3 months ago • edited

This palette sure irks and vexes! Had the task been to *design a color scheme that has the least to do with tourism, hospitality, and gastronomy* this would have nailed it.

Seriously—tourism is all skies, seas, castles, nature; hospitality is Egyptian cotton, reclaimed wood, fancy stone; gastronomy can be many things, but surely not this... children's science museum tactical one-off.

3 ^ | v • Reply • Share >



Joseph SchianodiCola • 3 months ago

The logo is not great, not even that good. It looks like something a design student would do once they figured out the Pathfinder effects in Illustrator. It's meaningless and needs a philosophical post-rationalization, and a fuck-ton of trend-latching applications, to save it.

Also, this just screams *Free Real Estate* for pigeons.  [View](#) — uploads.disquscdn.com

16 ^ | v • Reply • Share >



Laurent → [Joseph SchianodiCola](#) • 3 months ago

"It's meaningless and needs a philosophical post-rationalization, and a fuck-ton of trend-latching applications, to save it."

To the point! Thanks!

3 ^ | v • Reply • Share >



Conan99 → [Joseph SchianodiCola](#) • 3 months ago

 [View](#) — uploads.disquscdn.com

17 ^ | v • Reply • Share >



Joseph SchianodiCola → [Conan99](#) • 3 months ago

LMAO omg thank you so much for this

1 ^ | v • Reply • Share >



Maggie • 3 months ago

The soft, grainy texture swirling around reminds me a lot of old After Dark screen savers that I cherished. (Why use a computer when you can stare at a screen saver for hours??) There's something pleasing about that. Otherwise, can't find a lot to like here. Even the other textures are unappealing--without the soft filter, these colors bumping against each other are just unpleasant.

1 ^ | v • Reply • Share >



Conan99 → [Maggie](#) • 3 months ago

Normally I can be proven wrong by seeing some applications, but I can't find anything to like either.

^ | v • Reply • Share >



Julianne • 3 months ago

In what world does a circle represent "the transformation of the student into a professional" or "an open look, a new perspective" ?? It's a fucking CIRCLE

2 ^ | v • Reply • Share >



Michael J Metz • 3 months ago

Someone forgot to the design the subbrands lockups.

1 ^ | v • Reply • Share >



Naomi L • 3 months ago

Oof, that color palette will be dead in 2 years.

1 ^ | v • Reply • Share >



Nathan Cavanaugh • 3 months ago

It already is.

1 ^ | v • Reply • Share >



Naomi L • 3 months ago

[Seth Meyers Ok GIF by Late Night with Seth Meyers - Find ...](#) — disq.us

1 ^ | v • Reply • Share >



This comment was deleted.



Conan99 • 3 months ago

For something that seems over-thought, I don't think much of it.

1 ^ | v • Reply • Share >



Justen Hong • 3 months ago

This logo is a mess. Application redeems it a little, but just a little.

1 ^ | v • Reply • Share >



Micah Matthias • 3 months ago

The consistency of the logo kills me. In the monitor the C is just floating above. I saw the outdoor waysign first and I was thinking...maybe the "C" was too costly to reproduce punched out, but NOPE. The T is cut out right below it. Look at how much the letters move around in every application. Complete lack of constraint. Why bother with the main logo if you are going to ignore it on every application? Seriously, it's like the letters have a mind of their own. Pick one spot and stick to it...f**king tourists.

[View](#) — uploads.disquscdn.com [View](#) — uploads.disquscdn.com

P.S. - Armin, On the applications, it says "Tote and Tshirt". Is the shirt really part of the branding too? That doesn't seem like it fits with anything.

1 ^ | v • Reply • Share >



Scressling • 3 months ago

I think i could be convinced if there was just some logic applied!

^ | v • Reply • Share >



Agu Luque • 3 months ago • edited

For a tourism related institution I find this techie and cold (instead of warming and welcoming) but due to this is not a tourism office but a school (where I don't know how the students are, how the teaching program is or how advance and digitalized are the student materials), maybe this is totally appropriate for them. Only they'll can evaluate this I guess.

I loved the video introduction (the animation was hypnotic to me!) and although I like the applications I find the one with the bars off with the rest because while are all organics and fluids in its system that one oozes staticity and hieratism.

Anyway and like I said before I think we'd need some student or docent from there to explain us some stuff in order to understand how good (or bad) this is. Anyone here from there?

1 ^ | v • Reply • Share >



just trying to keep up • 3 months ago

This one gets a resounding "I don't get it".

^ | v 1 • Reply • Share >



Jeff Green • 3 months ago

For every logo variation here I gave that many BAD votes.

^ | v • Reply • Share >



Samah El Hakim • 3 months ago

Why?

1 ^ | v • Reply • Share >

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Logo Before & After

Sample Application

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OPTIMAL WORKSHOP

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[New Name and Logo for Shop](#)



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[New Logo and Identity for Dynamixyz by Atelier Julian Legendre](#)



dynamixyz
Expressive Machines

Spotted Apr. 29, 2020
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[New Logo and Identity for Wanda Diamond League by Works](#)



Spotted Apr. 29, 2020
[Comments \(7\)](#)

[New Name, Logo, and Livery for Breeze](#)

The image shows a dark blue background with the word "Bree" in a light blue, sans-serif font. The letter "v" is partially visible on the right side of the frame.

Spotted Apr. 28, 2020
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GoDaddy



-
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[New Logo and Identity for Warner Bros. by Pentagram](#)



-
Posted Nov. 18, 2019
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[New Logo and Identity for Reebok done In-house with Darrin Crescenzi](#)



-
Posted Nov. 12, 2019
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FACEBO

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STAPLES®



-
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[New Logo and Identity for True Ventures by Ueno](#)

true ventures

-
Posted May. 22, 2019
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[New Logo and Identity for Fremantle by venturethree](#)



Posted Sep. 19, 2018
[Comments \(30\)](#)

[New Logo and Identity for Truly by Proxy and Rob Clarke](#)

TRULY
♦ EXPERIENCES ♦

The word "Truly" is written in a fluid, black, cursive script font. The letters are connected, with a prominent loop at the start of the 'T' and a long, sweeping tail on the 'y'.

Posted Dec. 14, 2016
[Comments \(55\)](#)

[New Logo and Packaging for From Roy by Base Design](#)

From Roy.

Posted Jan. 28, 2016
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News: News Corp New Corporate Logo



News Corp

BEFORE: AFTER:

-

Posted May. 29, 2013
[Comments \(82\)](#)

Beam me up, Jim



BEFORE: AFTER:

-

Posted Oct. 12, 2011
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