



## After 13 Years, Art&Graft Rebrands

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London-based creative studio Art&Graft has undergone a rebrand, updating its logo, iconography and website and moving into a renovated space near London's Tate Modern museum to accommodate its growing team. Art&Graft has recently completed projects for major technologies providers Apple, Google, Amazon and Meta.

Art&Graft's former logo.

Art&Graft's rebranded logo.

The rebrand comes thirteen years after Executive Creative Director Mike Moloney founded the studio.

"The rebrand coincides with the growth of the company, moving into a new space and redefining our position in a changing industry," Moloney said in a statement. "Our original branding was built around our early portfolio; this rebrand is to communicate how we work, our multi-disciplinary creative team,

studio culture, process and approach, rather than just focus on the final projects."

The project was completed with an assist from London-based graphic designer Regular Practice and site designer Luke Greenaway. Arts&Graft completed the motion-graphics branding internally.

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