

CATEGORY

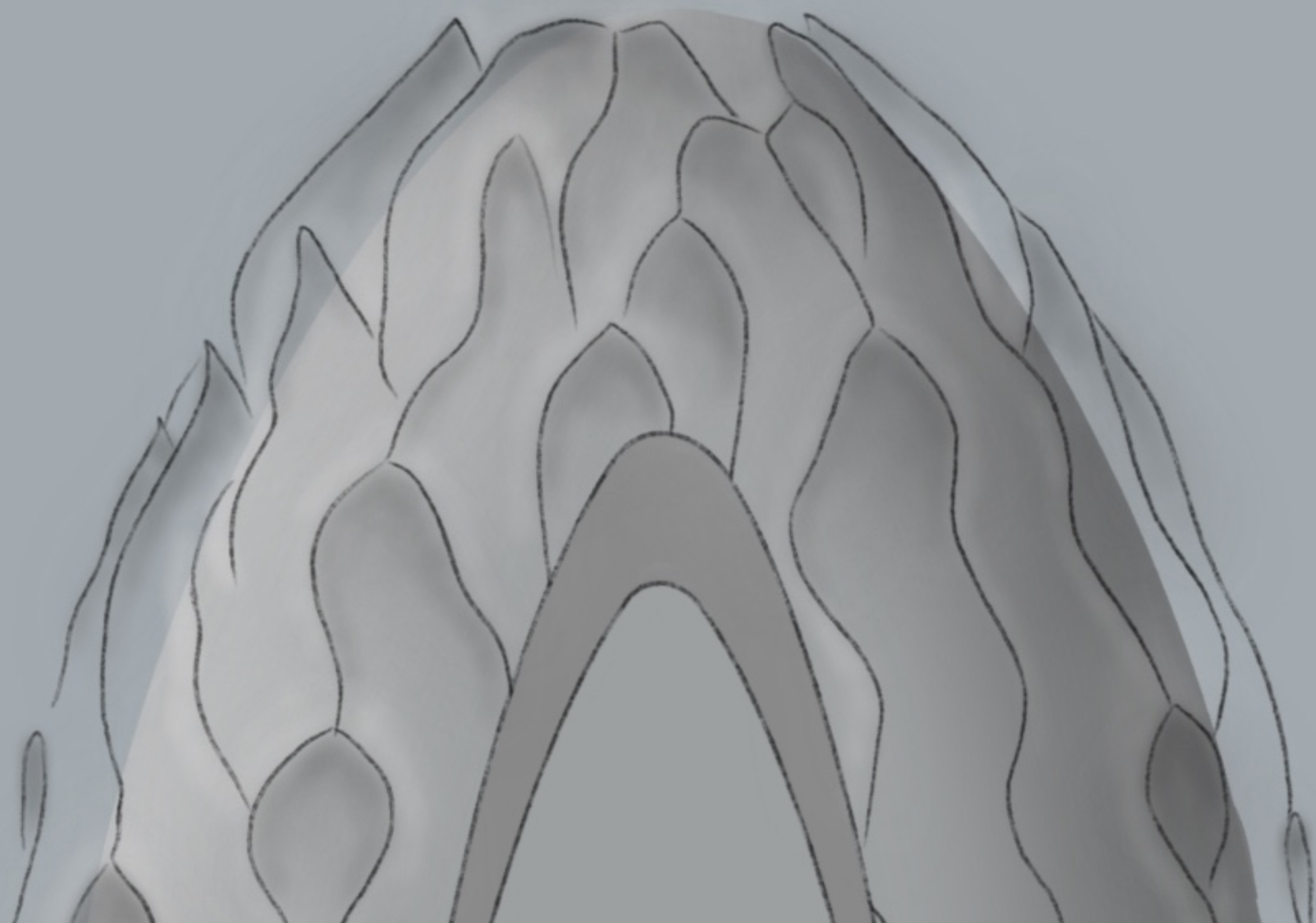
Brand Identity

DESIGNER

Team 2

YEAR

2026



BLOEM

Brand Identity

"A world apart, just a step away."

Project Vision

The vision for Bloem is to redefine the modern workspace by integrating human-centric design into the "smartification" of buildings. In an era of hyper-connectivity and burnout, we aim to transform high-pressure offices into balanced ecosystems that actively support the mental and physical health of their occupants.

Bloem is conceived as a functional sanctuary. Our vision is to normalize the "micro-break" as an essential ritual for professional sustainability, providing a space for total sensory detachment where employees can reclaim their focus and reduce anxiety.

By bridging the gap between corporate efficiency and personal well-being, Bloem proves that the smartest buildings are those that prioritize the people inside them.



Flower petal

+



Meditating person

+



Letter B

=



Brand Mark

Soot

HEX #2D3536

Moss

HEX #556B5F

Eucalyptus

HEX #98AA9D

Plaster

HEX #F6F4ED

Mist

HEX #B3C9D6

TYPOGRAPHY

Logo:
Sansita

Aa



Bloem

TYPOGRAPHY

Aa

Body:
SansSeriff

Bloem

Designed to Disconnect

In the relentless pace of the modern office, true innovation begins with stillness. Bloem is a functional sanctuary designed to bridge the gap between corporate efficiency and human well-being. It provides the essential acoustic and visual "void" needed to disconnect from the noise and reclaim your mental clarity.



A Sanctuary in the Workspace

Step inside a protective cocoon specifically engineered for professional sustainability. Bloem uses a strategic dual-color design to facilitate an immediate mental reset: while its soft cream and pale blue exterior allows the structure to blend discreetly into the office landscape, the interior transitions into deep forest greens and charcoal tones.

This nature-inspired sanctuary is crafted to psychologically distance you from the workspace, providing total isolation and safety. Whether for meditation, stretching, or a restorative nap, the capsule's acoustic shielding lowers your heart rate and refocuses your mind. One step inside is all it takes to leave the stress behind and completely reset your day.



Bloem



Space to breathe,
room to bloom.