

NUDGE

Whilst both studying architecture, Nudge co-founders William Allport and Ky Coffman bonded over an illicit, shared love of graphic design and visual communication. Having collaborated both on student projects and as freelancers, when the time came to give up their day jobs and indulge this shared passion, it was the logical step to start a studio together.

Still fresh-faced at a little over two years old, the studio is readily adaptable to new situations, and its founders are more than happy to get their hands dirty: "We both wear many different hats, from creative direction to programming to project management. I find that we both enjoy being involved with every step of the process," smiles Coffman.

However, a common thread running through many of Nudge's designs – including its branding for candle company Circle 21 – is a focus on typography and materials. "Considerations for paper choices and printing techniques are part of our design process," explains Coffman. For the candles, labels were stamped and letterpress-printed, and a custom, handfield branding iron was used for the corks, creating a tactile, authentic-feeling product.

However, Nudge is conscious not to get stuck in a design rut: "I often hope that we don't have a certain 'style,'" says Coffman. "It's our job to let the client's needs take precedent over our stylistic preferences. It's important to us to do work that doesn't have an expiration date."



■ CIRCLE 21 CANDLES BRANDING

When tasked with creating a modern, sophisticated brand for candle company Circle 21, Nudge took inspiration from an unlikely source: "We were inspired by vintage apothecary and perfume labels, with their unique shapes, muted palettes, and mixed typography," says studio co-founder Ky Coffman.





