



2024

Holzspänehandel Case Study

Branding, UI/UX Design, Web Design



Modernizing a family-run B2B brand across identity, digital experience, photography and print while keeping its familiar character.

IND

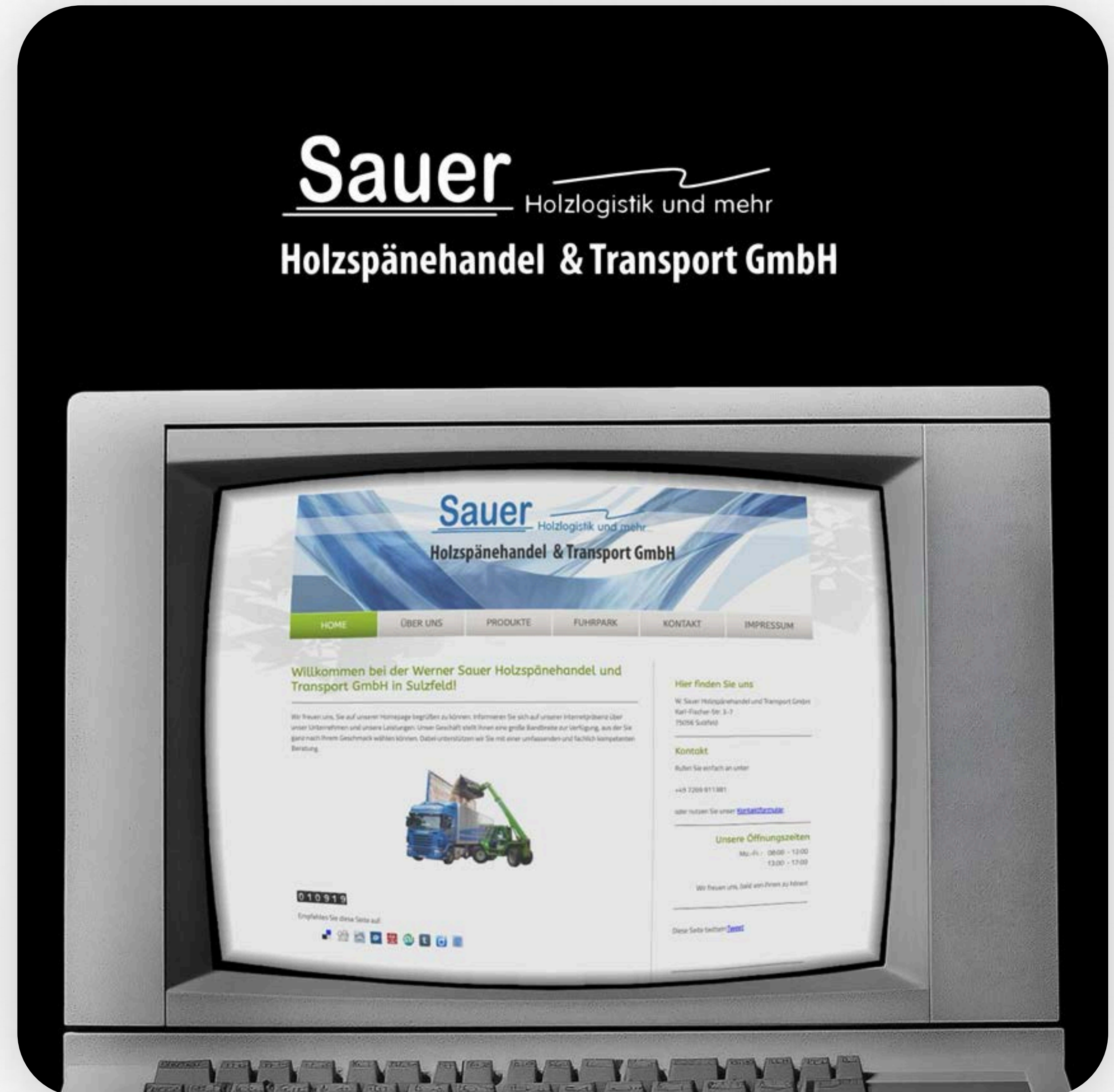
DISCOVER

DESIGN

DELIVER

Building on an Established Brand

Sauer Holzspänehandel already had a recognizable identity and a strong family-business character. The goal was not to create a completely new brand, but to understand which elements should stay familiar and where a more modern, consistent appearance could improve the overall experience.



DISCOVER

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Evolving the Visual Identity

The existing logo was carefully refined instead of replaced. Its familiar shape was kept, while proportions and digital usability were improved. D-DIN was introduced to reference German road and transport typography, and the final logo was rebuilt as a vector for consistent use at every size.

Sauer 
Holzlogistik und mehr
Holzspänehandel & Transport GmbH



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Creating a Consistent Visual Language

New product and company photography was created to give the brand a more professional and consistent appearance. The images were planned for different applications from the beginning, making them flexible enough to work across the website, calendars and other communication materials.



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Bringing the Brand into Print

The updated visual identity was applied to practical print materials including flyers, notepads and calendars. Each piece followed the same visual direction, creating a more consistent brand presence across sales materials, customer communication and everyday physical touchpoints.



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Creating Memorable Brand Touchpoints

For seasonal customer gifts, custom truck-shaped lighters were designed and prepared for production. The idea connects directly to the company's transport-focused business and turns a simple promotional item into a recognizable object that feels specific to Sauer Holzspänehandel.



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Modernizing the Digital Experience

The website brings the updated brand together in one digital experience. It was completely redesigned with a clearer structure, new content categories and a responsive layout, making information easier to find while creating a more modern and consistent experience across desktop and mobile.

