

# design\* sponge

February 26th, 2008

mucca design + butterfield market



this weekend i ordered the book [brand makeover: identity crisis](#) (by jeff fisher, HOW books \$35) because i have an irrational love of the concept of branding and brand makeovers. i get uneasy thinking of d\*s as a 'brand' but i'm totally comfortable talking about *other* people's companies, websites, publications and stores as brand- it's always so fun to think about ways to update and better communicate a company's mission and goals visually. but perhaps that's because my dad worked in advertising when i was growing up. i remember digging through his old issues of [communication arts](#) and tearing out great logos, ad campaigns and business cards. totally dorky i know, but looking back now it's fun to think that was a sign of what was to come. anyway, back to the point, i love reading about brand makeovers so i always pick up [HOW magazine](#) and see what companies they're profiling. this month they did a great piece on [mucca design](#) and their rebranding of a 93 year-old specialty food store in nyc called [butterfield market](#). i was really taken with the colors and script they chose to use- simple, modern and perfect for a shop that's all about high-quality goods. you can see more on the transformation [right here](#) (under 'clients') or visit mucca's [site here](#) and butterfield's site [here](#) (i highly suggest a visit if you're in nyc- it's a foodie heaven).

