BYBIGTABLE

Brand Identity Development

Nov. 19. 2026

OSC

B | Brand Logo Reference

FASHION & LUXURY



01 Balenciaga



02 Bottega Veneta



03 Burberry



04 Balmain



05 Bally



06 Brioni



07 BOSS



08 Berluti



09 Brunello Cucinelli



10 Byredo

FASHION, JEWELRY & WATCHES



11 Belstaff



12 Barbour



13 Birkenstock



14 Billabong



15 Brooks Brothers



16 Bvlgari



17 Boucheron



18 Breitling



19 Blancpain



20 Breguet

FURNITURE & INTERIORS / 01



21 B&B Italia



22 Baxter



23 Boffi



24 BoConcept



25 Bolia



26 Brabbu



27 Bensen



28 Bolon



29 Bla Station



30 Brunner

FURNITURE & INTERIORS / 02



31 Bene



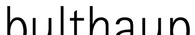
32 BD Barcelona



33 Bonaldo



34 Bonacina



35 bulthaup



36 Bontempi Casa



37 Bottega Ghianda



38 Bocci



39 Bover



40 Bomma

DESIGN STUDIOS

41 BKID

42 BUCK

43 BVD

44 Base Design

45 Bond

46 Bureau Borsche

47 Bibliotheque

48 Bruce Mau Design

49 Bielke&Yang

50 Barnbrook

AUTOMOTIVE, AUDIO & LIFESTYLE

51 Bentley

52 Bugatti

53 BMW

54 Brabus

55 Bell & Ross

56 Bang & Olufsen

57 Baccarat

58 Bose

59 BIC

60 Bosch

B | Interior & Design Brands

FURNITURE, KITCHENS, LIGHTING & MATERIALS

01 B&B Italia

02 Baxter

03 Boffi

04 BoConcept

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06 Brabbu

07 Bensen

08 Bolon

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22 BUCK

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24 Base Design

25 Bond

26 Bureau Borsche

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30 Barnbrook

B | Clean Sanss-serif References

FASHION

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04 BOSS

05 Barbour

06 Birkenstock

FURNITURE & INTERIORS

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10 Bensen

11 Bolon

12 Bla Station

INTERIORS & DESIGN STUDIOS

13 Brunner

14 bulthaup

15 Bomma

16 BKID

17 Base Design

18 Bureau Borsche

DESIGN, AUDIO & LIFESTYLE

19 Bibliotheque

20 Bell & Ross

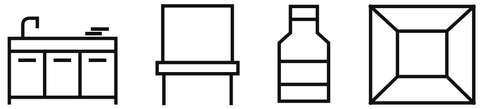
21 Bang & Olufsen

22 Bose

23 Bosch

24 BYBIGTABLE

A



확장

다양한 분야를 담는 디자인 플랫폼

주방과 가구, 제품과 공간까지
바이빅테이블이 다루는 여러 디자인 분야를
하나의 이름 아래 연결

+

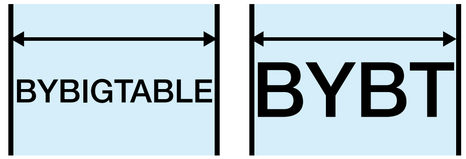
by —

서명

무엇을 만드는가에서, 누가 만드는가로

작업의 종류보다 그것을 만든 스튜디오의 관점과 판단이
브랜드를 선택하는 이유가 되도록
'~에 의한'을 뜻하는 BY를 유지

+



명료함

쉽게 읽히고 기억되는 브랜드의 서명

BY를 유지하고 BIG과 TABLE의 첫 글자를 조합
BYBIGTABLE과 함께 사용할 축약형 BYBT 구성
공간이 제한된 화면과 제품 표기 등에 활용

BYBIGTABLE

...IAM
021, PAJU
017
005
026, CHEONGJU
016
037
007
006
010
038, YEONHUI-DONG
044
043
001
008, 018, 020, 022, 032
015
019
024, SEOCHO
030, SANGJU
002, 003, 004, 013, 027, 029, 031, 033
012
039
042
011, 034, 041
045
028, EUNGAM-DONG

...RCHETYPE SE...
...BAEMIN COOK... STUDIO
BAYRE... DANGSAN
BINMOS...E
B...GONG...E POCKET FO...NG DOOR
BUAM-...G HOUSE
...AM-D...
DONGPAE-DONG HOUSE
DUZ INTERACTIVE OFFICE
EPISODE
G-WELL APARTMENT
INJE CLUSIVE
KITCHEN CULTURE EXHIBITION
KITCHEN SHELF
KITCHEN TROLLEY
MARIO CHAIR
MOYEO HOUSE
NAU SI DESIGN
OROMMAR
O'SULLOC MATCHA STATION
RARERAW
ROVOTHOME
SAMCHEONG-DONG OFFICE
SAMPOONG APARTMENT
SEOMUN-DONG HOUSE
SISAO
SITTING SEOUL
SMALL SCULPTURE
SNU ARCHITECTURE LOUNGE
STAY
STEEL ISLAND KITCHEN
YANGJI OFFICE

BYBT

BYBT

A

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OSC Studio

BYBT™


BYBT
WE MAKE REASONS /
FOR PEOPLE TO GATHER
KITCHEN & FURNITURE
BRANDING & PRODUCT
BYBIGTABLE

BYBIGTABLE


4:42
bybigtable
BYBIGTABLE : 바이빅테이블
1,857
posts
445K
followers
0
BYBT
사람이 모이는 이유를 만듭니다.
주방 공간과 가구, 제품.산업 디자인
Kitchen & Furniture / Branding & Produ
We make reasons for people to gat
서울특별시 종로구 통의동 102 양영빌
bybigtable.com


9:41
BYBT
BYBIGTABLE

A


BYBT™
BYBIGTABLE
KITCHEN & FURNITURE
BRANDING & PRODUCT
SPACE & CULTURE

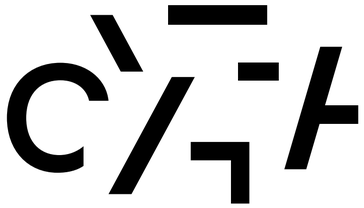
BYBT

We make reasons for people to gather.




BYBT

B



MATERIALITY

다양한 물성과 구조

재료의 물성과 제작 방식에 따라 달라지는 형태와 디테일
열린 획과 닫힌 획의 조합으로 표현한 조형적 대비



SIGNATURE

심볼릭 축약형

BY를 구분하는 특징적인 Y의 조형
풀네임과 축약형을 연결하는 고유한 시그니처



ADAPTABILITY

유연한 로고 구성

고유한 조형을 유지하는 가로형·세로형·스택형 구성
다양한 매체와 사용 환경에 대응하는 활용성



MATERIALS & FORM

재료에 대한 이해, 형태에 대한 판단

BYBIGTABLE

BYBIGTABLE

BYBIGTABLE





BYBT



BYBIGTABLE

A MULTIDISCIPLINARY DESIGN STUDIO

We look at how things are used, where they belong, and what they could become.

Working across furniture, objects, products, and spaces, we explore new possibilities through real experiences, materials, and the process of making.

THOUGHT THROUGH.
MADE REAL.



BYBIGTABLE

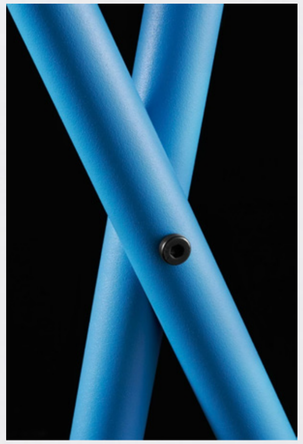


THOUGHT THROUGH.
MADE REAL.



BYBIGTABLE

BY

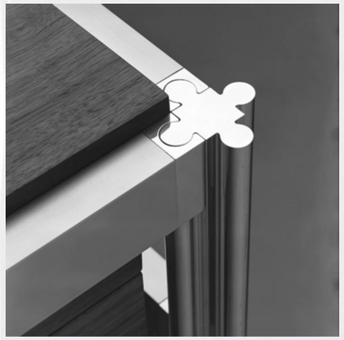


BT

BY BIGTABLE — A MULTIDISCIPLINARY DESIGN STUDIO

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BYBT


0
20
50
100
BYBT
BYBT
Materials
Sample
1 / 12
BYBT
Materials
Sample
7 / 12
BYBT
Materials
Sample
3 / 12
BYBT
Materials
Sample
5 / 12
BYBT
Materials
Sample
9 / 12
BYBT
Materials
Sample
4 / 12
BYBT
Materials
Sample
11 / 12

ALT.1 Expressive

Y를 중심으로 여러 글자에 열린 획을 적용해 특징을 강조한 버전.



ALT.2 Refined

Y의 구분 기능은 유지하되 A에 제한적인 변화를 적용해 더욱 정제된 버전.



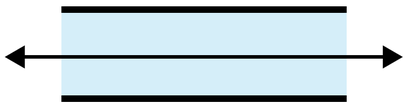
C

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↓
ByBigtable

가독성

이름의 구분을 명확하게

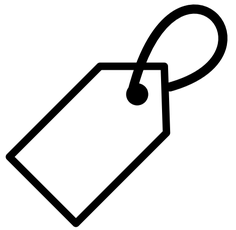
By와 Bigtable의 첫 글자를 대문자로 사용
긴 이름 안에서 두 단어의 시작을 구분해
자연스럽게 읽을 수 있도록 구성



연결

사람이 모이고 이야기가 이어지는 이름

큰 테이블에 모여 생각을 나누듯
사람과 사람, 서로 다른 관점이 만나
새로운 가능성을 만드는 브랜드 지향



브랜드

이름 자체가 선택의 이유가 되는 브랜드

디자인 역량에 대한 신뢰를 브랜드의 취향에 대한 선호로 확장
제품과 패션 및 가구브랜드 처럼 이름 자체가 가치를 가질 수 있도록
단독으로 사용해도 존재감 있는 워드마크 구성

ByBigtable®

ByBigtable®


ByBigtable®


ByBig table®


ByBig table®

MATERIALS
STRUCTURE
EVERYDAY
SPACES
EXPERIMENT
FORM
COLLABORATION
PRODUCTS
CRAFT
IDEAS
KITCHENS

ByBig table®

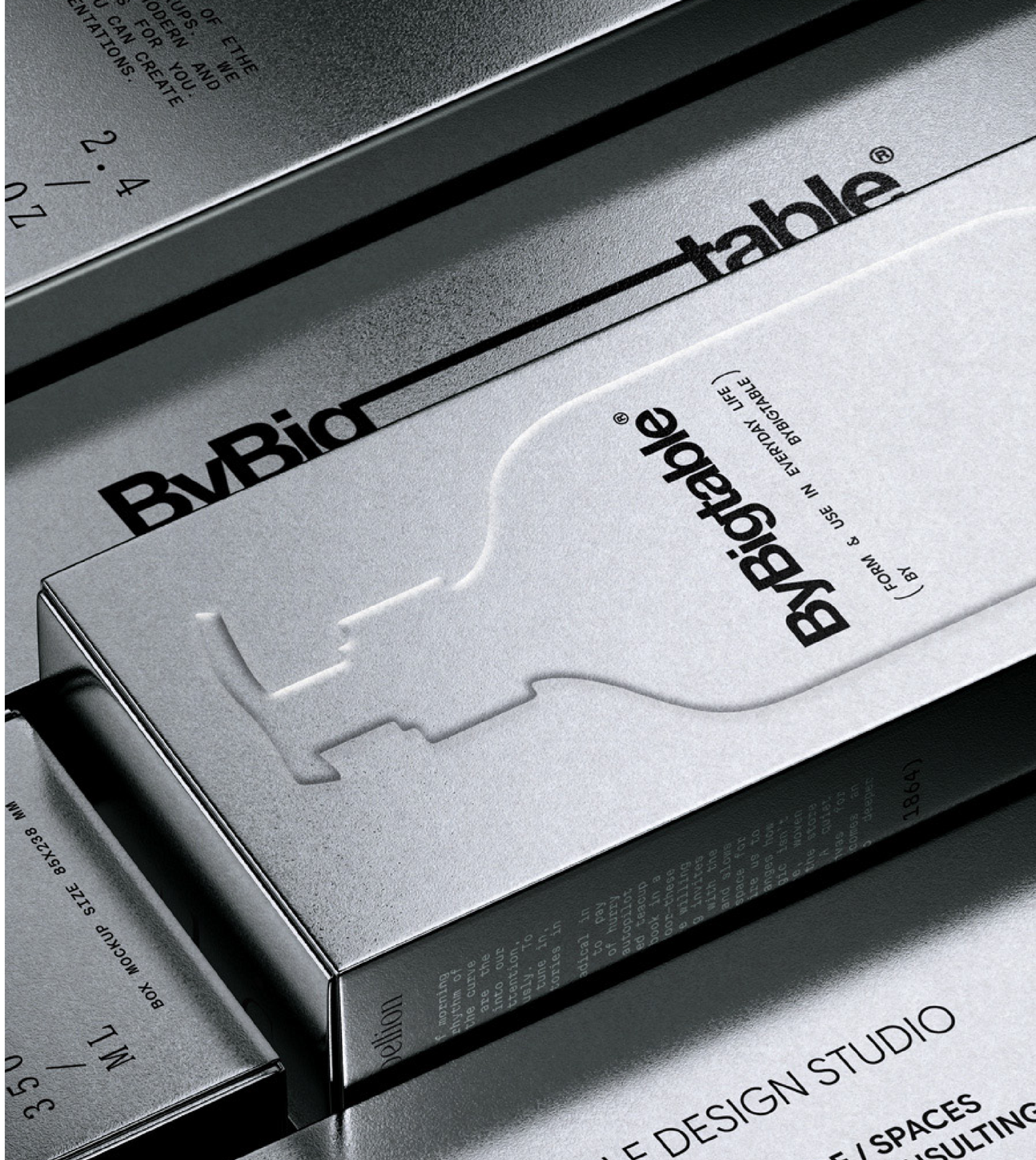
DESIGN
CONNECTION
EDITION
PROCESS
FURNITURE
DETAIL
FUNCTION
PEOPLE
TEXTURE
RESEARCH
TOGETHER

C

ByBigtable®

OSC Studio

ByBigtable®


BvBig table®
ByBigtable®
(FORM & USE IN EVERYDAY LIFE BYBIGTABLE)
BOX MOCKUP SIZE 85X238 MM
DESIGN STUDIO
SPACES


ByBigtable®

ByBigtable®


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BYBIGTABLE : 바이빅테이블
445K
followers
0
1,857
posts
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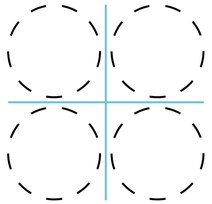
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PROPORTION

정제된 비례와 균형

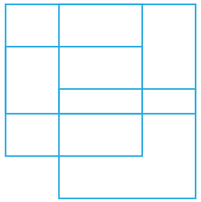
와이드한 비례와 균형 잡힌 조형
장식을 덜어내고 형태 자체의 완성도로 만드는 존재감



CONVERGENCE

서로 다른 요소가 만나는 구조

사람·맥락·재료·기술이 만나는 Big Table
네 가지 요소의 관계를 표현하는 4분할 구조



FLEXIBLE GRID

가변적인 그리드 구성

프로젝트와 콘텐츠에 따라 변화하는 비례와 배치
다양한 작업을 하나의 시각 언어로 연결하는 그리드 시스템

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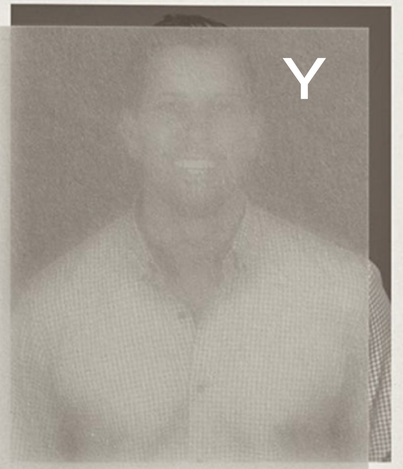
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THOUGHT THROUGH. MADE REAL.
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A MULTIDISCIPLINARY DESIGN STUDIO

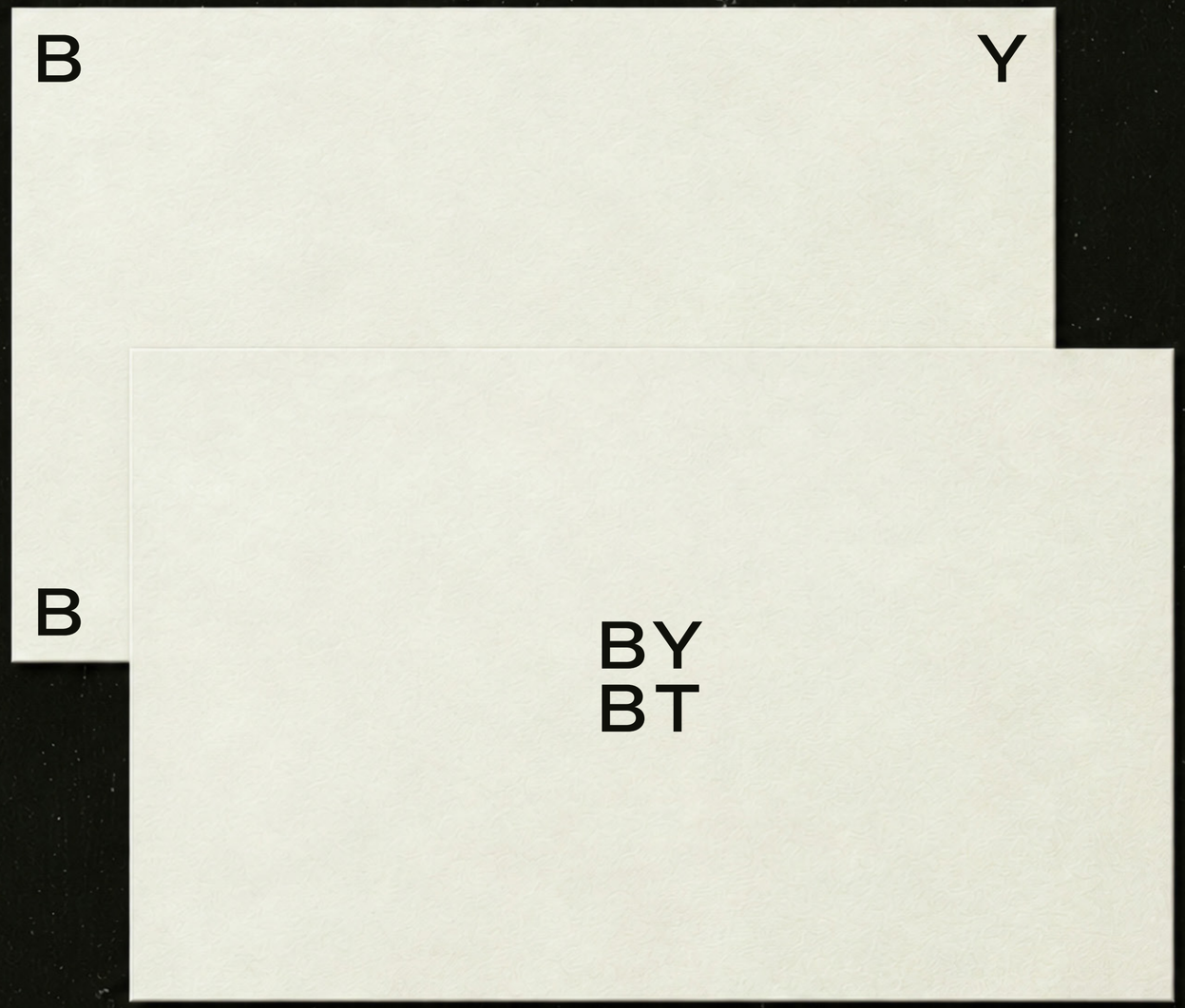
We look at how things are used, where they belong, and what they could become.

We believe successful developments are shaped by more than aesthetics alone. They require strategic thinking, technical understanding and a clear vision from the outset.

We transform development opportunities into p... investable outcomes. Through a balance of archit... functionality and commercial thinking, Ernest delivers projects with long-term relevance.

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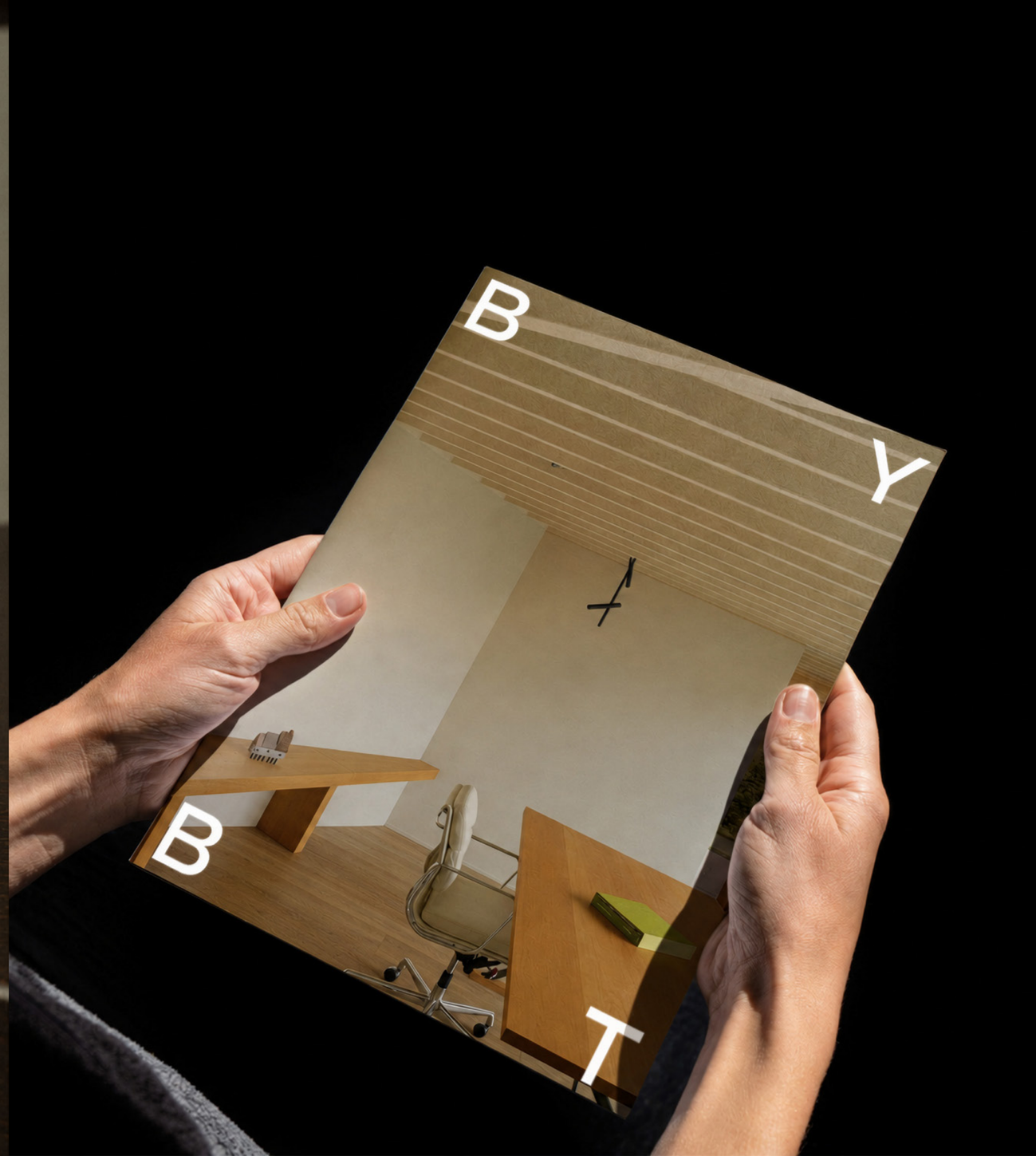


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DESIGN STUDIO

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where they belong,
and what they could become.

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MADE REAL.

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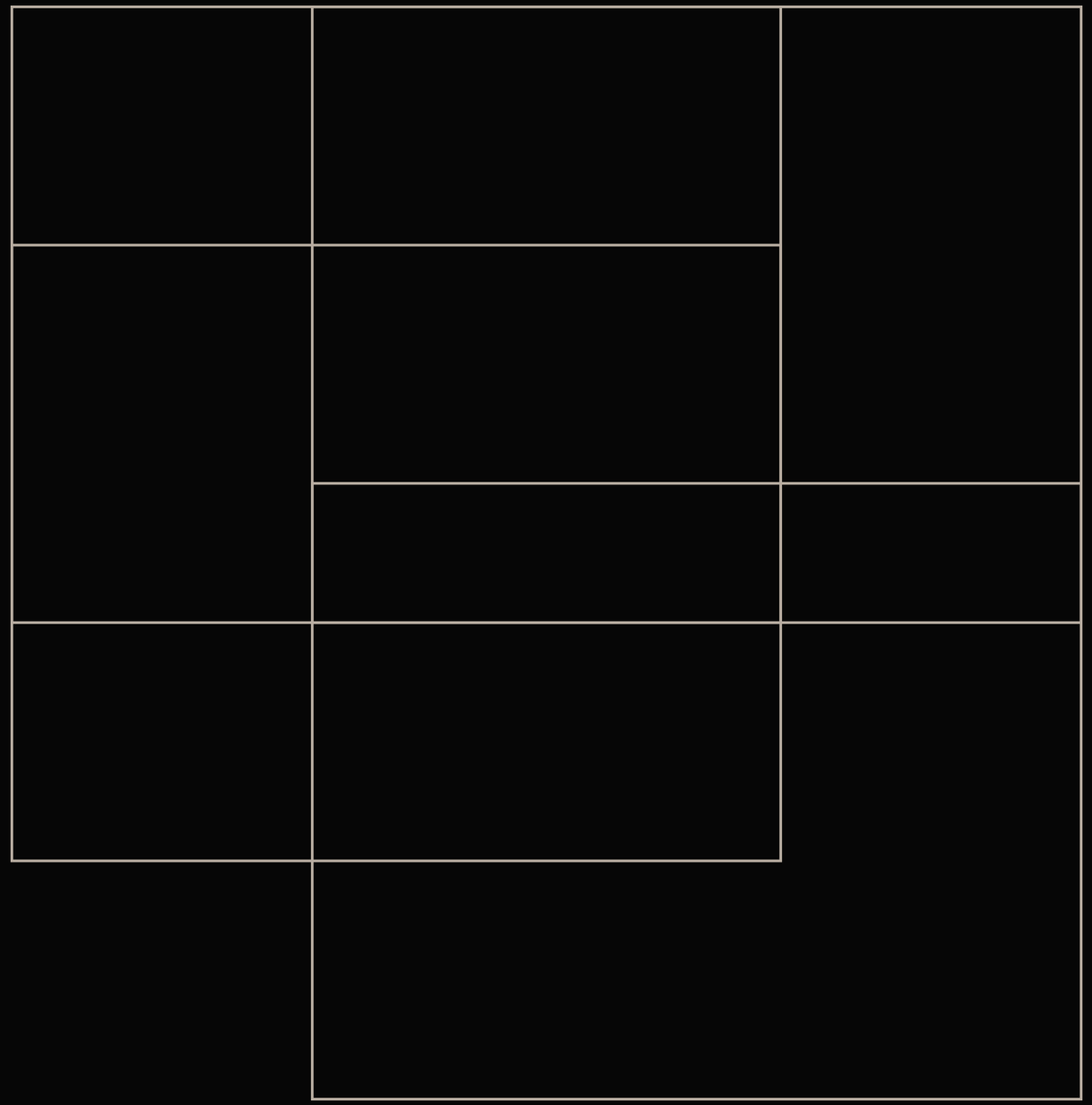
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(PEOPLE)

(TECHNOLOGY)

(CONTEXT)

(MATERIALS)



00472746

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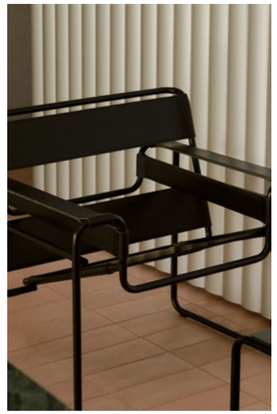


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E.O.D.

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B–T™
BY–BIGTABLE™

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BbT

BY BIGTABLE

by BIGTABLE

B_B-T

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