

KEY REQUIREMENTS

Company name to be in the logo
Open to different font styles
Open to color palette suggestions based around gold, black & red
Must be simple, distinctive & memorable
Unusual enough to persist in minds
Design relevant to construction market
Must be timeless and versatile

INSPIRATION & MEANING









s - streets

a - avenues

apartment block

aerial view of streets & avenues

TYPOGRAPHY ALTERATIONS - MAKING NEAT, PERFECT



streets & avenues

Standard typography

Reworked typography

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We made over 140 separate

adjustments to the standard

Too many to go through. But

typography in order to make it

completely bespoke and unique.

here are the main adjustments.

Alte

Alter the structure of the letter 's' so that it ties in more with the icon design. Alter the structure of the letter 'a' so that it ties in more with the icon design. Adjust the spacing and sizing so that each letter occupies the required space and is exactly the same body height.

Reduce the spacing between the words to give a more crisp, modern, compact look. Alter the structure and scale of the ampersand so that it aligns with 'avenues' and shares the same height as 'streets'.

(5)

S streets & avenues

streets & avenues





Streets & avenues

Streets & avenues

streets & avenues

streets & avenues

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Did we mention that the concept 1 icon can adapt to be a pattern?











