Can three triangles give a city identity momentum?

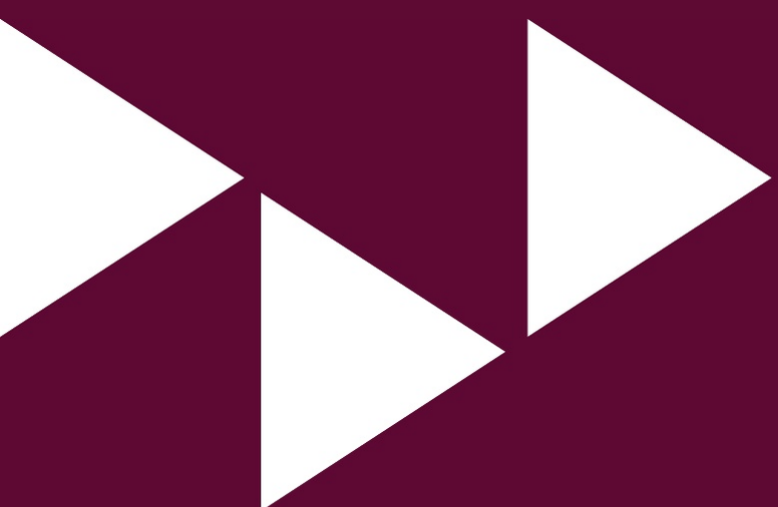
A visual identity built around movement and milestones.



Set three triangles in motion.

The shapes are arranged at different heights and all point right. The guide connects that rhythm to the highs and lows of making progress.

ORIGINAL TRIANGLE MOTIF AND RATIONALE



Milestones:

The three triangles represent life's journey, with its highs and lows, ups and downs. They symbolize progress, ambitions, and relentlessness. Carefully chosen color offers a modern yet unique identity, while the logo seamlessly incorporates the symbol, uniting it with the brand.

Let the triangles sit beside or above the name.

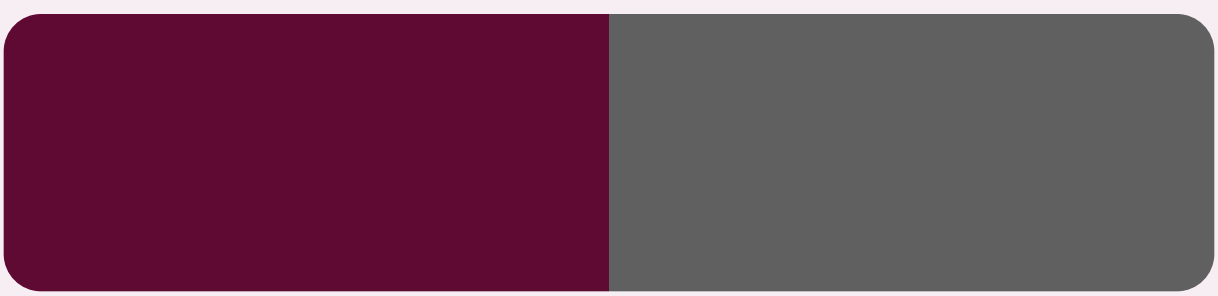
The guide separates the wordmark and symbol, then combines them in horizontal and stacked lockups. It shows each version in burgundy and white.



ORIGINAL WORDMARK AND SYMBOL VARIATIONS

Give burgundy the lead.

The original palette places deep burgundy beside a neutral grey. The skyline study shows how the two can create foreground and background in one graphic.



Burgundy

#5E0A33

Grey

#606060

ORIGINAL SCREEN PALETTE

Build the hierarchy with Work Sans.

Medium gives the display and main headlines weight. Regular and Light take over as the type gets smaller.

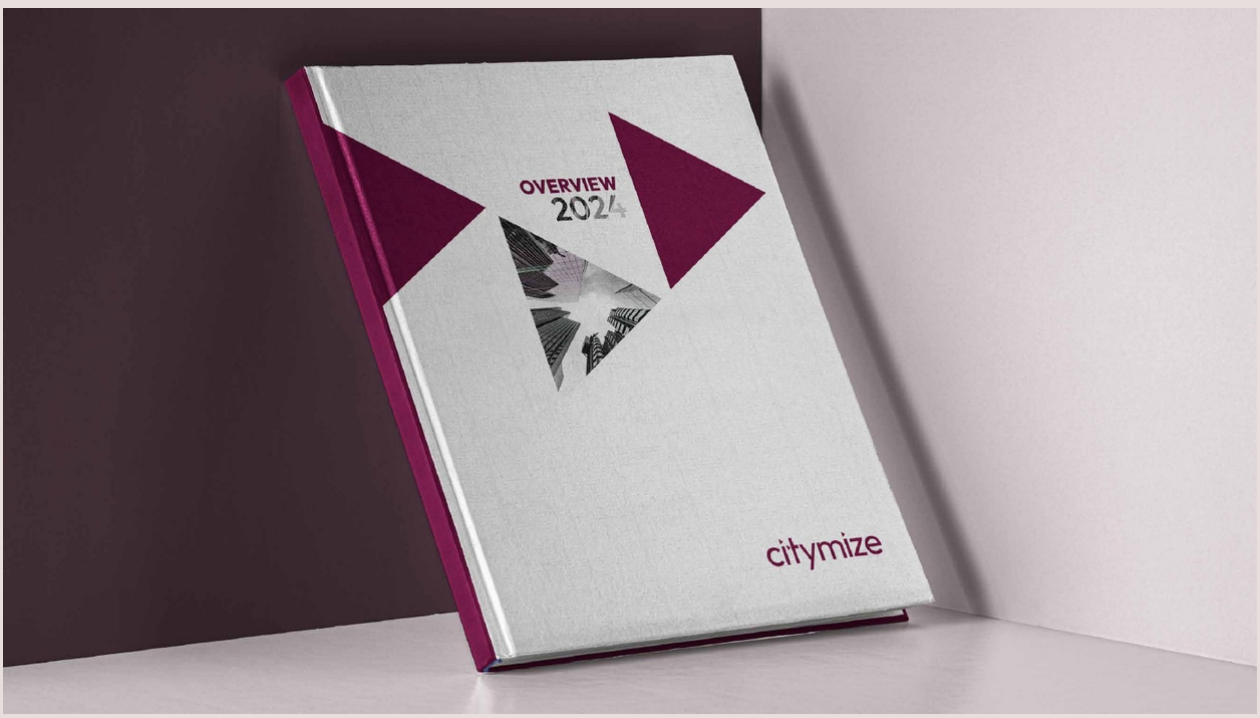
ORIGINAL WORK SANS HIERARCHY

Display Headline Size: 100pts	Work Sans | Medium
Heading 1 Size: 80pts	Work Sans | Medium
Heading 2 Size: 50pts	Work Sans | Regular
Sub-Heading Size: 30pts	Work Sans | Light
Body Text Size: 20pts	Work Sans | Regular

*All fonts have natural leading and tracking.

Make the symbol carry a photograph.

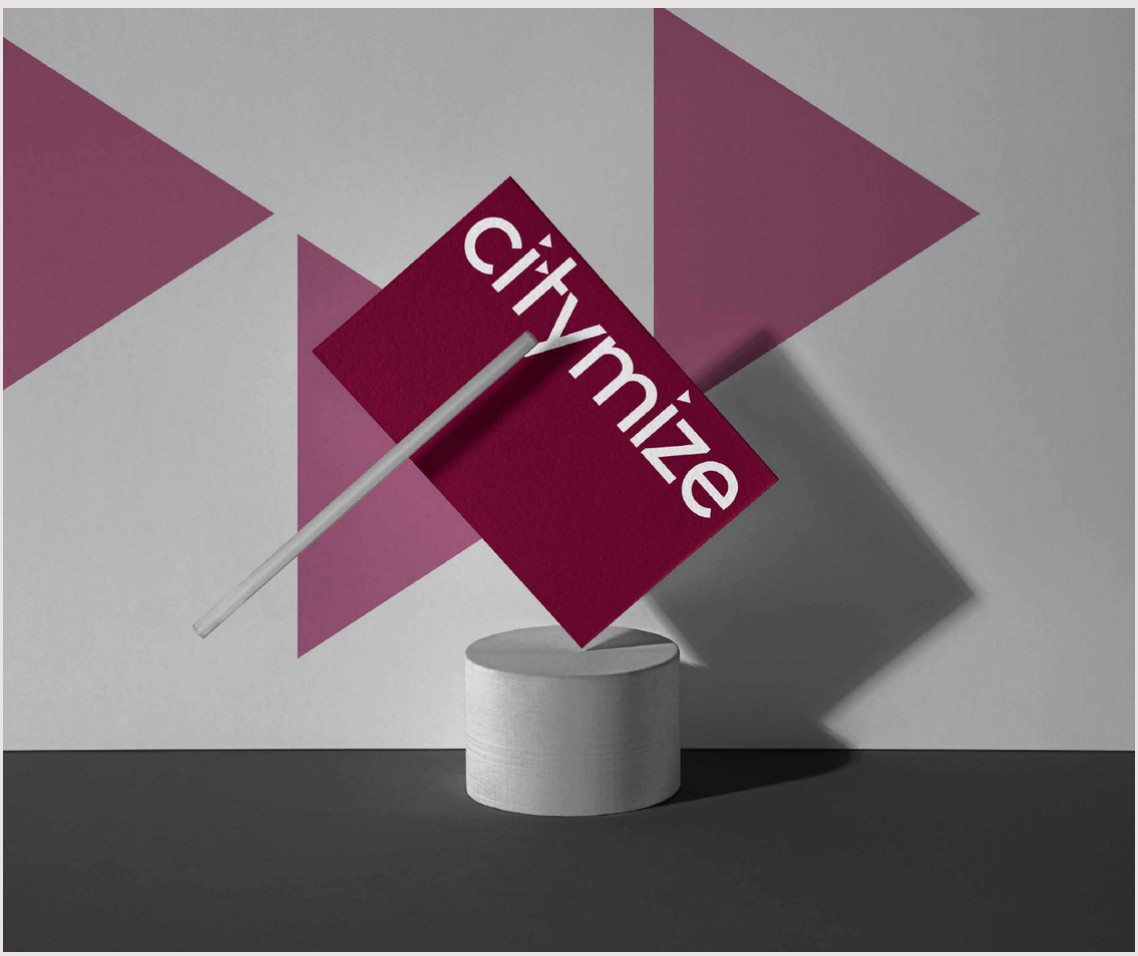
On the printed cover, the triangles frame a photograph and sit with the date. The wordmark takes a quieter position at the foot of the page.



ORIGINAL PRINTED COVER MOCKUP

Let the pattern work at a larger scale.

The large triangles on the wall give the small flag a backdrop from the same system. The white name on burgundy remains distinct at both scales.



ORIGINAL BRANDED FLAG MOCKUP

Make direction part of the identity.

The three triangles do the work of a mark, a picture frame and a repeatable graphic. Burgundy and Work Sans tie the applications together.

WORDMARK, VISUAL SYSTEM AND APPLICATIONS

Connect the unconnected.



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Let's get connected!

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