How far can one red line travel?

A letter-based identity across signs and screens.



Make the name easy to spot.

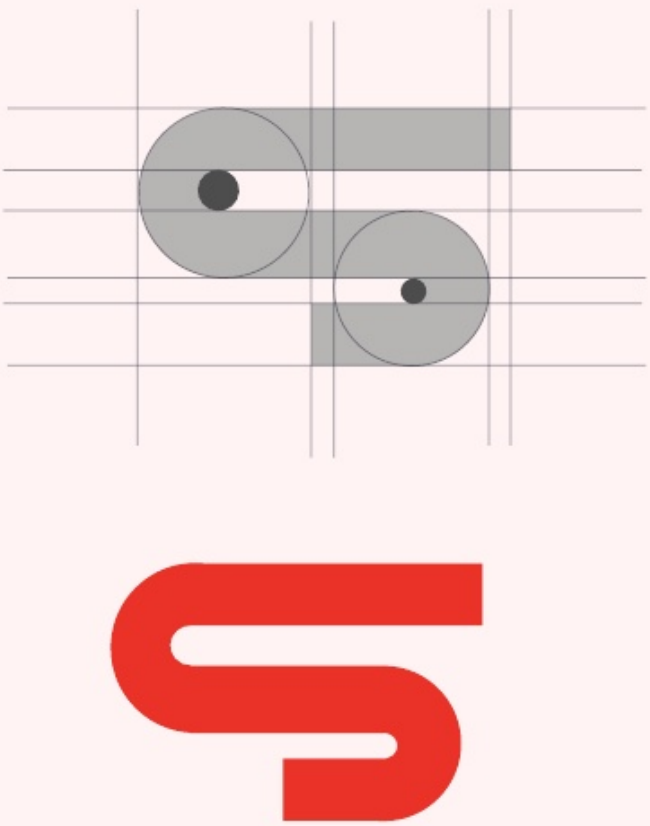
An angled red mark sits above a compact wordmark. The rounded turns in the symbol contrast with the solid, tightly set capitals below it.



ORIGINAL PRIMARY LOCKUP

Start with an S.

The construction sheet starts with horizontal strokes and circular turns. The final mark carries that rhythm into an angled shape.



ORIGINAL S CONSTRUCTION DETAIL

Give red a dark counterpart.

Red carries the symbol while dark blue anchors the lettering. Pale surfaces let both colours work together without a heavy background.



Red

#EB3228

Deep blue

#1E2133

COLOURS FROM THE ORIGINAL PROJECT GUIDE

Let the mark work on its own.

On the app tile, the letterform becomes a white shape on red. The full name can drop away while the distinctive bends stay visible.



ORIGINAL APP ICON MOCKUP

Keep the same shape at building scale.

The façade mockup places the symbol beside a stacked wordmark. The red and dark letters separate clearly on the pale cladding.

ORIGINAL FAÇADE SIGNAGE MOCKUP



Keep the mark recognisable across sizes.

The sign can carry the full name. The app tile uses the letterform alone and keeps the same angled silhouette.

VISUAL IDENTITY AND APPLICATIONS

Connect the unconnected.



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Let's get connected!

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