

ZGI BRAND DELIVERY

Round #1 | 04.07.19

**Reactor
Brand/**

*“Everything should be made as simple
as possible, but not simpler.”*

ALBERT EINSTEIN

CREATIVE BRIEF

Through the earlier brand discovery we uncovered multiple touch points where ZGI's brand is out of alignment with how they'd like to be seen by their ideal client. This meant they weren't naturally attracting the clients they deserve and instead were facing ROI challenges with their marketing.

This meant we needed to create a new look and feel for ZGI, making them more appealing and engaging to their ideal clients identified through the earlier discovery sessions.

The desired output is a visually dynamic, evocative and immersive brand experience that inspires clients to see them as the pre-eminent solution. The ultimate goal is to increase their marketing ROI by at least 300% and through this attract more high paying clients with far less effort and overhead.

STYLESCAPE

We created this visual stylescape that encapsulates the look and feel needed to achieve the ultimate goal. It includes visual references along with an image of the ideal client taken from the earlier discovery session.

This sets the visual compass for the project providing us with a bridge between strategy and design.





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01 BRAND MARK

After completing the initial sketches we then chose 3 logo ideas and from them selected 1 that had a concept direction offering the most potential. This was then evolved through to the final logo which answered the brief in the clearest most engaging way possible.

EARLY IDEAS

ZGI

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The overall visual directions taken combined a series of ideas selected from the initial research stage. What we were looking for was a design that would communicate the brand values of ZGI and at the same time appeal to the target audience. From this we selected a concept direction to further develop.

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Diagonal intersection

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Segments

EVOLUTION

In reviewing the concept direction we felt that this idea showed the most potential.

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zqai

architects

Zgi

~~Zgi~~

COLOUR PALETTE

In the colour wheel opposite we've chosen and shown the colours based on their prominence when applied.

The warm greys convey a very immersive and rich look and feel which aligns with the brand strategy formulated earlier.

The secondary colours help support this and are accented with a subtle hint of red.

It was important that the colour palette we worked from supported the attributes of ZGI's brand personality of exclusivity and quality.



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TYPOGRAPHY

Selecting the correct font is a critical part of establishing the brand personality. We were looking for a font that was modern, clean, highly legible and worked well at both small and large sizes. It also needed to have a friendly yet professional look and feel that sat comfortably with ZGI's core brand values.

TYPE PAIRINGS

Heading

Sofia Pro

Sub Heading

Sofia Pro light is the font used to support the main heading typeface

Body copy

Sofia Pro Light is used in all body copy sit natoque vel vestibulum molestie nisl eget venenatis mollis duis vehicula lobortis ad congue ad enim consectetur ridiculus. Vel vestibulum maecenas parturient parturient fermentum enim mus a magnis consectetur ipsum at duis aliquet magna Curabitur parturient rutrum fusce id et diam pretium suspendisse laoreet parturient hac leo commodo ullamcorper metus.

Action items

[FIND OUT MORE](#)

MAIN TYPEFACE

SOFIA PRO

We chose to use this typeface for all text because of its highly legible geometric forms and how well they compliment the curves and angles within the logo.

AaBbCcDdEeFfGgHhIijjKk

AaBbCcDdEeFfGgHhIijjKk

AaBbCcDdEeFfGgHhIijjKk

AaBbCcDdEeFfGgHhIijjKk

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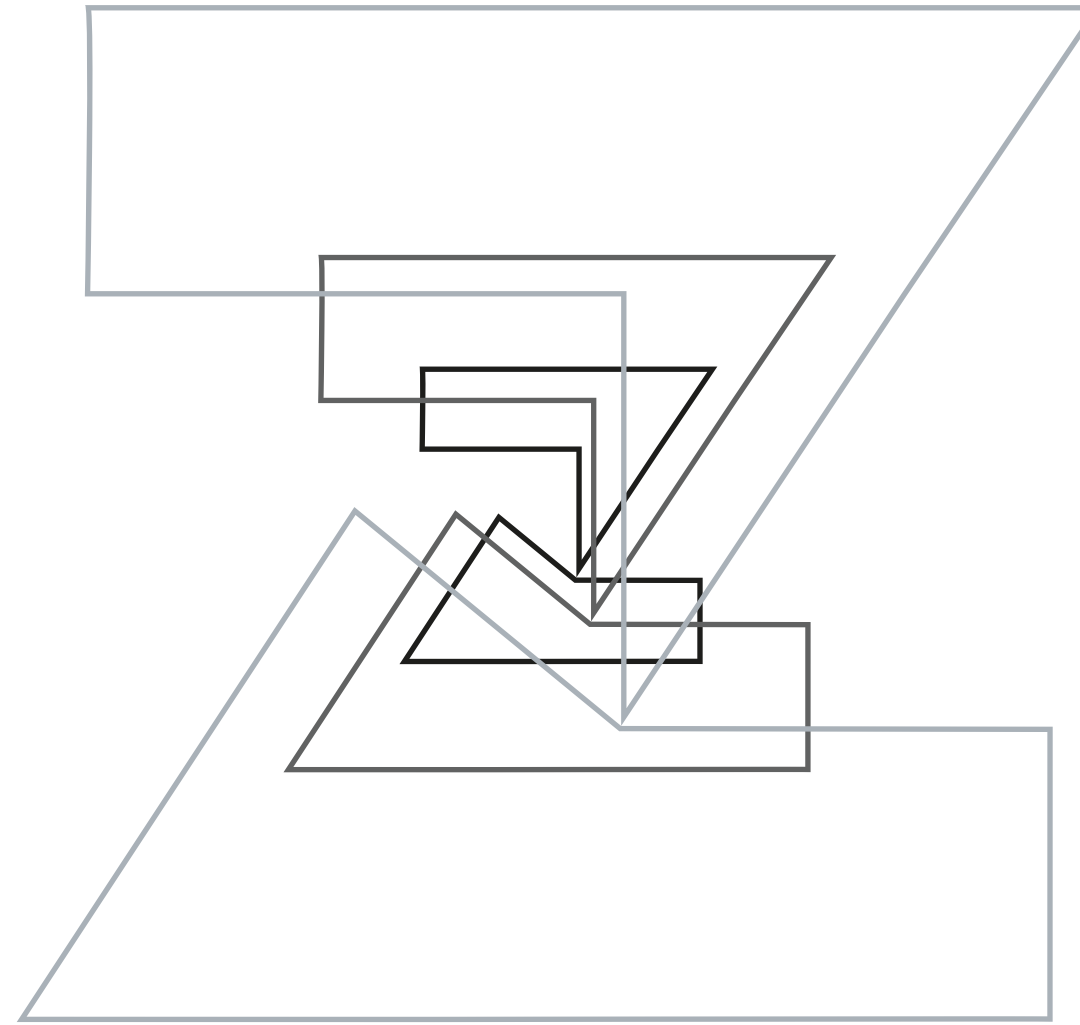
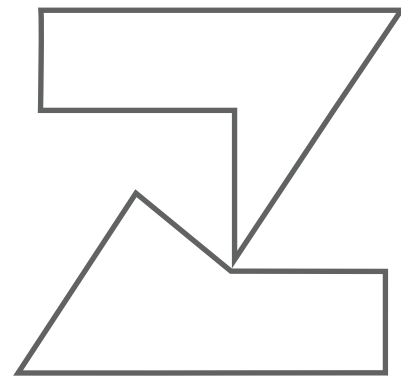
AaBbCcDdEeFfGgHhIjKk

Glyphs

ÀáBĀĆcdĒËëßÊghîËœ

Tabular Numerals

0123456789%!@#\$%^&*?+









zgi architects

Roberto Zonda
Founder

roberto@zgiarchitects.com
+001 415 350 4595
zgiarchitects.com

zgi architects

John Gerrard
Founder

john@zgiarchitects.com
+001 415 350 4596
zgiarchitects.com

zgi architects

Simon Ingram
Founder

simon@zgiarchitects.com
+001 415 350 4597
zgiarchitects.com

Creating sustainable environments, buildings and spaces

It is our business to create environments, buildings and spaces that are both pleasing and functional for the people who commission them and equally for all those that experience them. In this we will strive for the removal or at least the reduction of any adverse effects this has on our planet and its people. Stephen George International believe that a commitment to sustainable design and sustainability within our own company is an essential part of our business in the 21st century.



Co-working space
Rakovska building
Sophia

zgi

Through our commitment to the highest standards of service quality and architecture we have designed and delivered a portfolio that is rich in both complexity and scale.

zgiarchitects.com



+001 415 350 4594
zgiarchitects.com

Michelle Krause
1275 Feathers Hooves Drive
Riverhead, NY 11901

30th June 2019

Dear Michelle,

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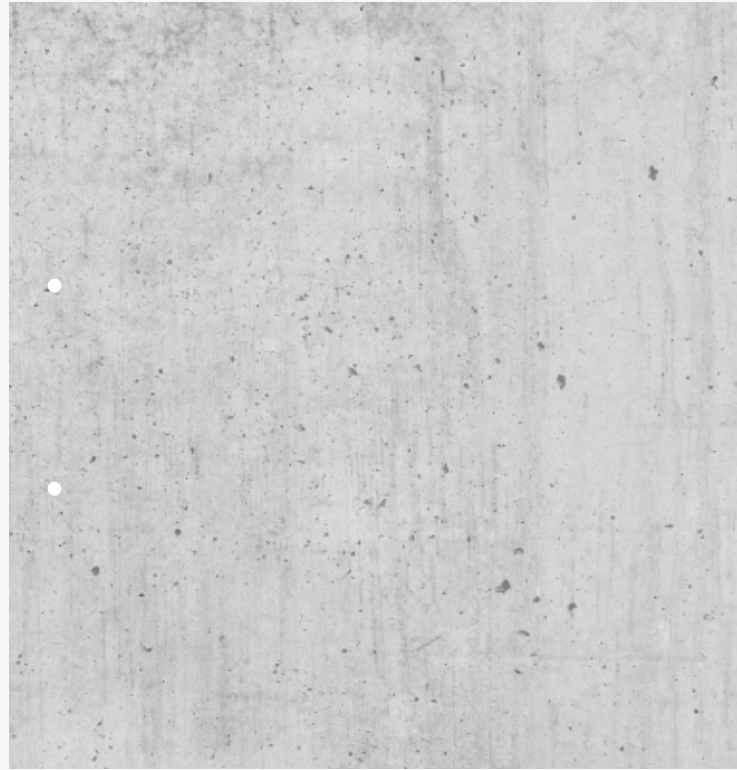
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Yours sincerely,

John Gerrard
Founder

1548 Delaware Avenue
San Francisco, CA 94108





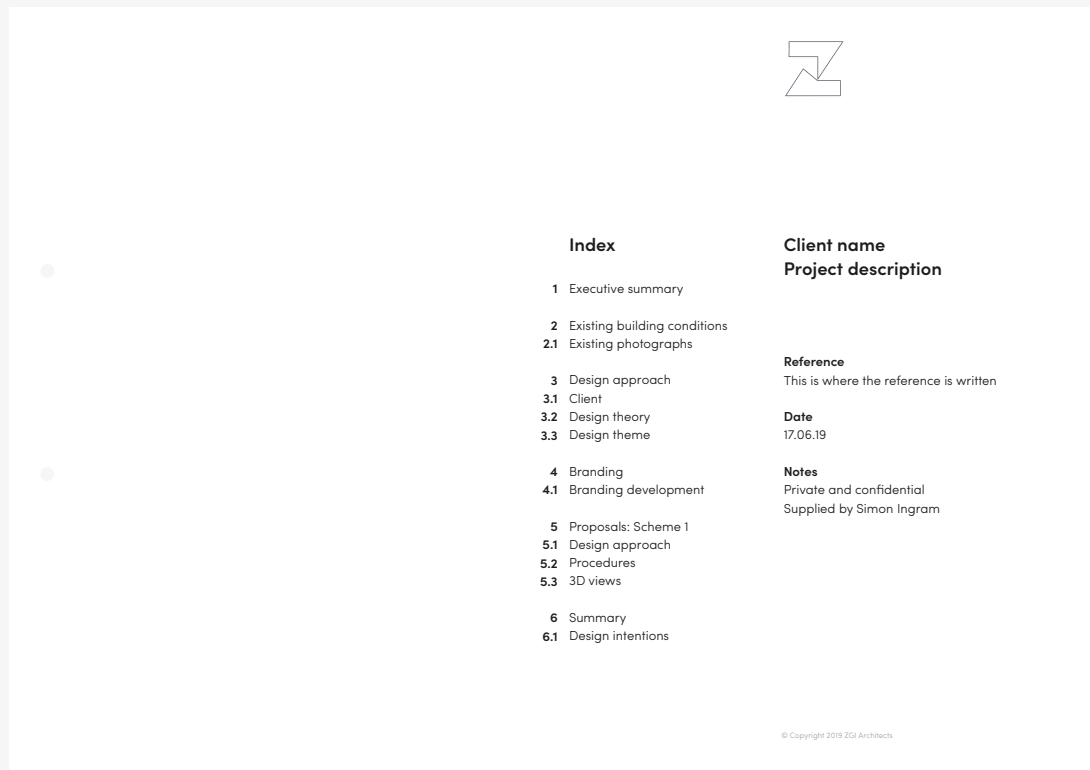
Client name
Project description

Reference
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Date
17.06.19

Notes
Private and confidential
Supplied by Simon Ingram

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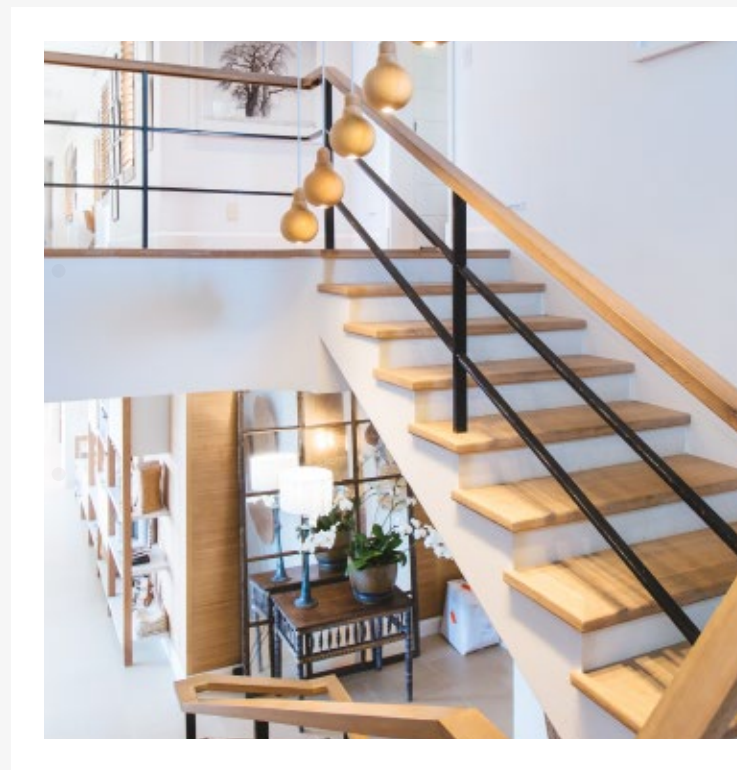
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Creating sustainable environments, buildings and spaces

zgi architects
+001 317 276 0800
zgiarchitects.com

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Why ZGI?

We believe the foundations of good design lie in strong relationships. Every client who walks through our doors can expect a personal focus and an intelligent conversation.

Through our commitment to the highest standards of service quality and architecture we have designed and delivered a portfolio that is rich in both complexity and scale. With 80% of our appointments being repeat business, our strong client base is evidence of our ability to respond rapidly to stakeholder requirements, resolve complex site issues and produce innovative designs to meet the brief.

The practice is a people business that will always value relationships and trust. Put simply, that is how our 150+ expert designers make great design happen. Many clients tell us that our energy and drive makes a real difference. That's because all our teams want to be successful and for their projects to reach their full potential.

We have a practical approach, we are a design and commercially driven practice, we are creative within constraints and know that we need to apply business and design expertise together to deliver for our clients. A close relationship with developers, funders and planners and other stakeholders forms the basis of a good design.

We know that delivery is paramount and we know that success comes by turning smart thinking into realised achievements. We create places and buildings, sustainable communities with social and economic purpose, and strongly support responsible sustainable practice in all aspects of design.

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Garage Park, Rome

Garage Park is the first project of its type and scale to combine residential buildings, offices, commercial areas, restaurants, sports and recreational facilities. The project spans over a total footprint of 165,000 sq. m. of park area with a lake, footpaths and playgrounds.

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