

Our Philosophy.

Small changes. can make a big difference.

In business today it's so important to make a good first impression, and for retailers the shopfront is the first thing the potential customers see when they approach to the store.

Our design approach to Leyton road project describes a holistic, multidisciplinary framework that wants to enable shops to gain a strategic advantages in terms of branding and communication.

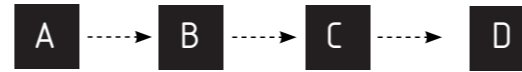
With a strong mix of skills and enthusiasm for creative discovery, we aim to help shops focus their strengths and power their image.

By underlying the importance of good design as a material planning consideration, our goal is to find solutions able to "refresh" the shop's identity and its location in the street.

APPROACH

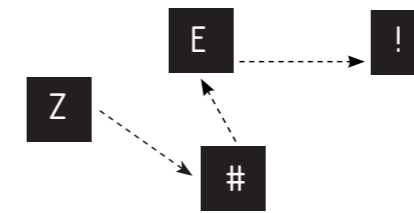
$$1+1=11$$

STRATEGIC INSIGHT



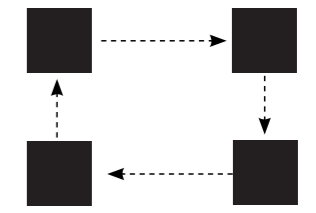
The importance of understanding the fundamental drivers of a business and rigorously challenging conventional thinking.

FOCUSED CREATIVITY



Inspired creative thinking: the ability to image and inventing something new and thinking outside the box.

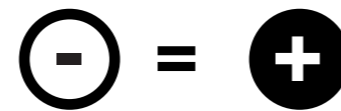
DESIGN THINKING



The art of combining empathy for the context of a problem, creativity in the generation of insights and rationality

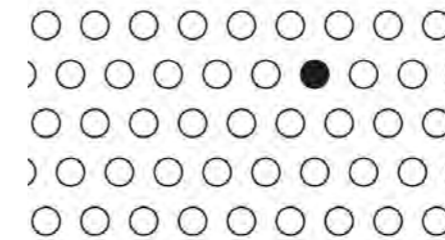
PRINCIPLES

$$D=s+u+a$$



SIMPLICITY

Simplicity is a key strategic tool for business to confront with their own intrinsic complexity. Less is more, if the design is concentrated on the essential aspects.



RECOGNIZABLE

Design needs to be understandable and clarifies the shop's structure. All the elements have to match with the new image and fit with the core activity of the shops.



AHESMETIC

The aesthetic quality of design is integral to its usefulness because it affects consumer's perception and helps to attract, impress and inspire potential customers.

PROBLEM SOLVING



During this phase we gather all background and other relevant information that defines the problem and support the need for a solution.



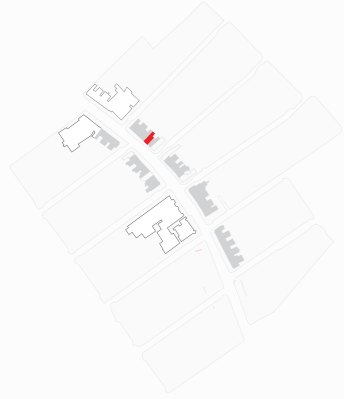
In the second phase we give imagination the creative liberty to brainstorm many different ideas and evaluate and refine the best ones.



In this phase we focus on the physical design features of the shop. We set on an appropriate design style and sourcing imagery to all the communication aspects of the project.



- Design
- Proposal



260 High Road Leyton
London
E10 5PW

Mission:

Create a new and intriguing visual impact, setting the shop apart from the competitors and increasing customer footfall.

Add interest and attract costumers.

Reinforce and clarify the brand identity by using Branding clues such as:

- New brand colors
- Logo design & font
- New menu & Stationery
- External furnitures
- General store design look and feel



FONTS

abeatbyKai

AaBbCcDd1234

ABCDEFGHIJKLMNoprstuvz
 abcdefghilmnopqrstuvz
 0123456789

COLORS

					C: 59 M: 55 Y: 58 K: 31
	C: 0 M: 44 Y: 96 K: 0		C: 61 M: 0 Y: 66 K: 31		C: 9 M: 99 Y: 99 K: 0
	C: 26 M: 40 Y: 100 K: 0		C: 0 M: 28 Y: 100 K: 31		

LOGOTYPE



STATIONERY





Design
Proposal

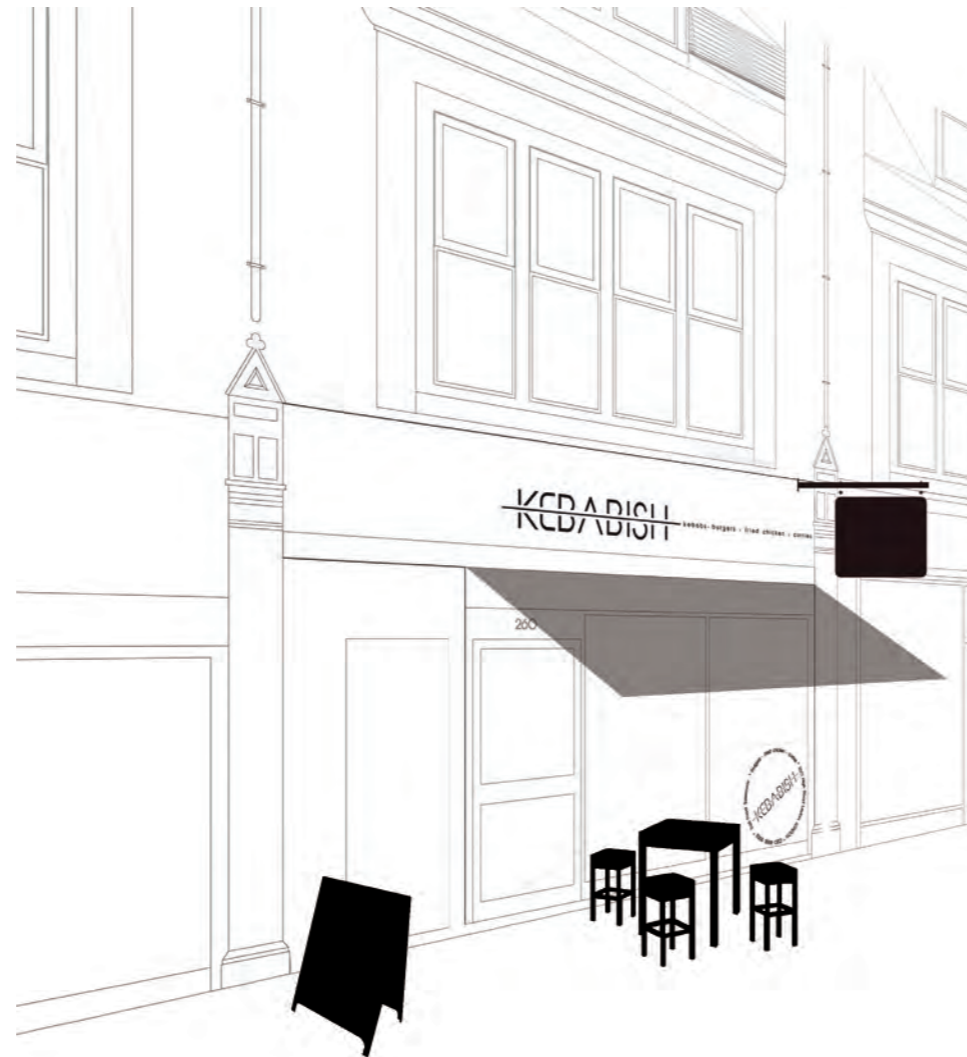


Through our design we aim to create a solid platform for future shop's growth.

Our brand identity design is based around the visual devices used for the shop and assembled within a set of guidelines.

These guidelines, that make up the identity, administer how the identity is applied throughout a variety of mediums, using approved colour palettes, fonts, layouts, measurements and so forth.

These guidelines ensure that the identity of the shop is kept coherent, which in turn, allows the brand as a whole, to be recognisable.



EXTERIOR SPACE

SHOP FRONT DISPLAY

New wbp plywood fascia, painted with painted letters. The fascia should be in proportion with the shopfront and the whole elevation.

Light lettering on a dark background in order to improve legibility. Hand painted using good quality non reflective paint.

WINDOWS DISPLAY

Create a window display that is bold & intriguing by incorporate logo and shop information into window glass.

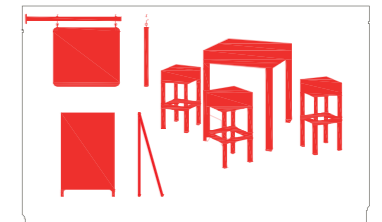
OUTSIDE FURNITURE

Improve the effectiveness of the new brand image and upgrade the Leyton Road environment which the community can enjoy.

Encourage the use of external removable furnitures, such as seats and tables, and projecting signs.

LIGHTING

Linear led lighting system behind soffit board.



INTERNAL SHOP LAYOUT

Create a more sober and elegant interior environment through the incorporation of small details (such as new menu posters, logo, and front kitchen elements).

Encourage the use of the new brand colors for the internal shop design, uniforms and stationery.

