



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.

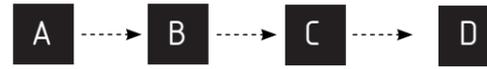
With a strong mix of skills and enthusiasm for creative discovery, we aim to help shops focus their strengths and power their image.

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

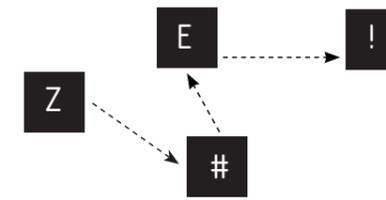
1+1=11

STRATEGIC INSIGHT



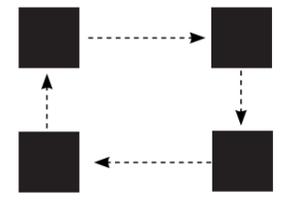
The importance of understanding the fundamental drivers of a business and rigorously challenging conventional thinking.

FOCUSED CREATIVITY



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

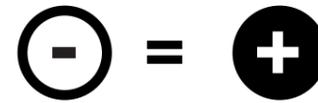
DESIGN THINKING



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

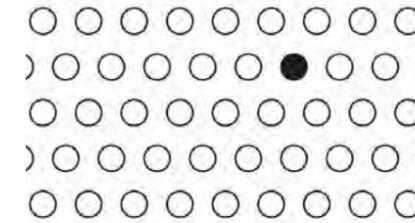
PRINCIPLES

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.



AHESTETIC

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.



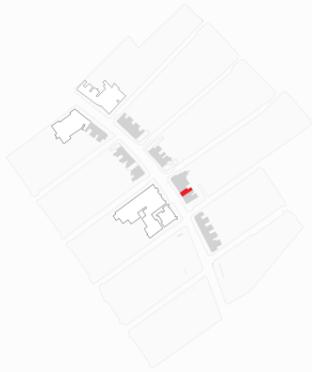
In the second phase we give imagination the creative liberty to brainstorm many different ideas and evaluate and refine the best ones.



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



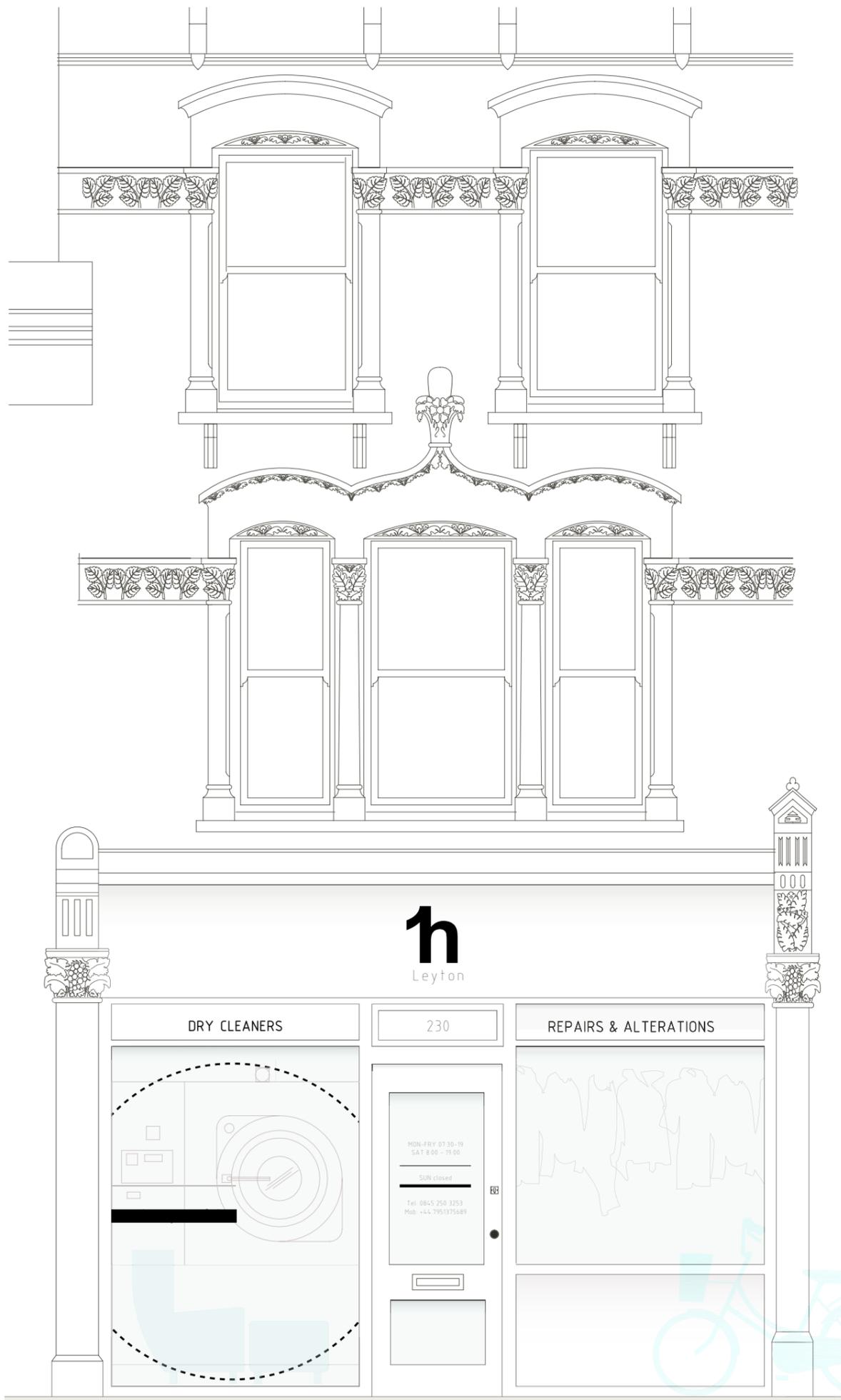
228 High Road Leyton
London
E10 5PS

Goals:

- Maximize legibility of essential information.
- Differentiate elements in ways that can be described.
- Use creativity, color meanings and wordplay in order to give to the shop a clear and strong brand identity.

Tools:

- Logo design
- Window Display
- Lighting
- Stationery
- General store design look and feel.



FONTS

ISOCP

AaBbCcDd1234

ABCDEFGHIJKLMNQRSTUWZ
 abcdefghilmnopqrstuvz
 0123456789

ISOCPEUR

AaBbCcDd1234

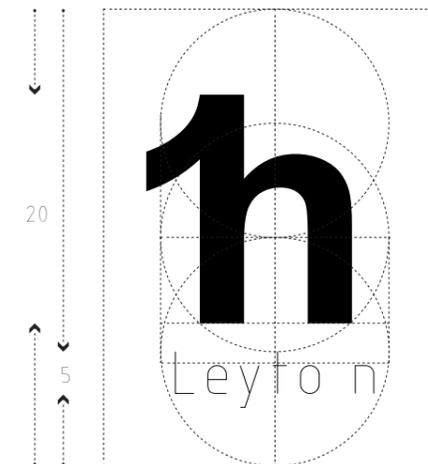
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ARIAL BOLD

AaBbCcDd1234

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LOGO



BUSINESS CARD



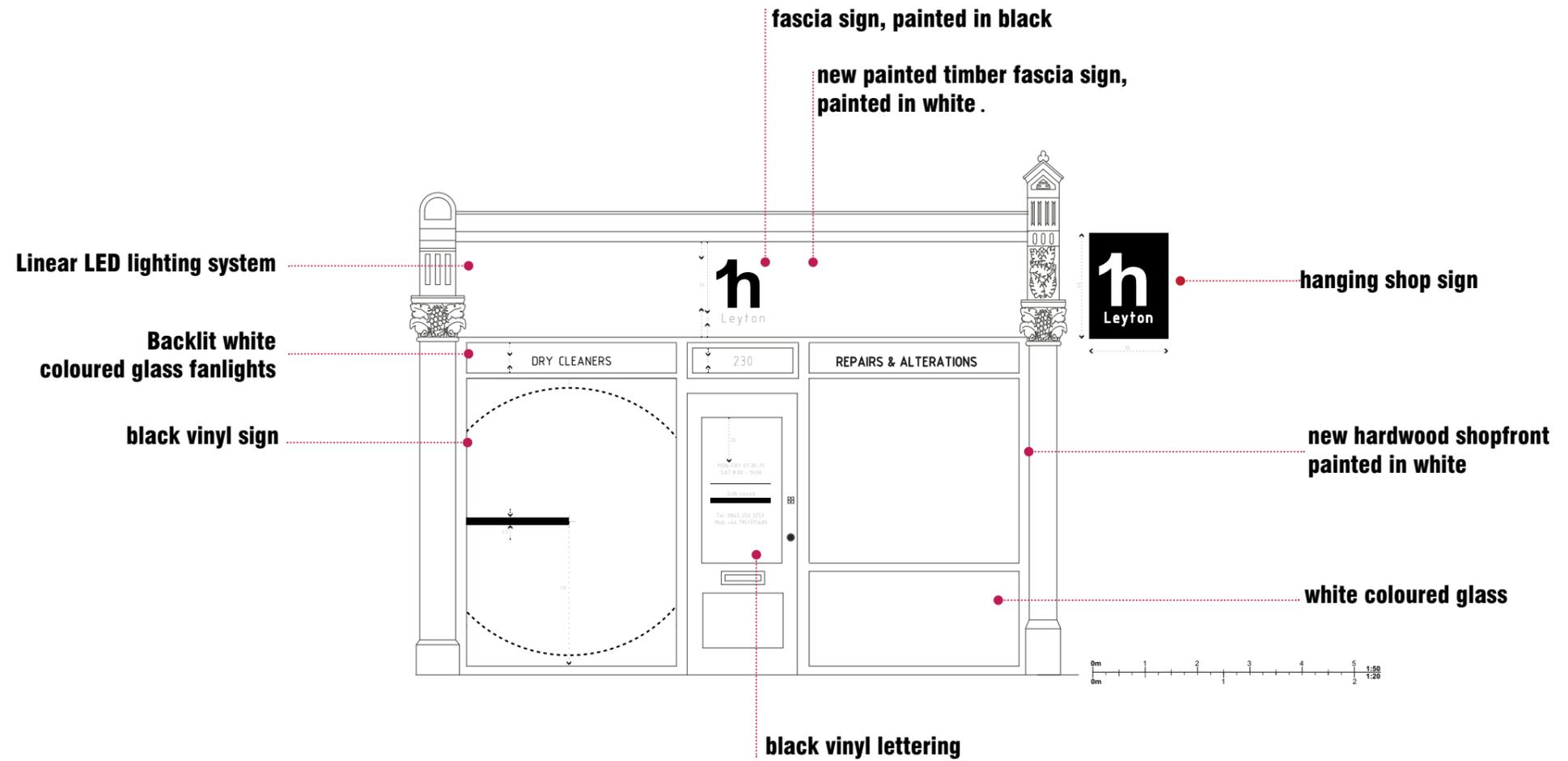


Technical
Realization



In this proposal we focused on linking together every communication channel as one seamless brand experience.

The objective is to create an aesthetic visual impact by using a minimalistic and monotone paint combination and simple decorations to provide a successful result.

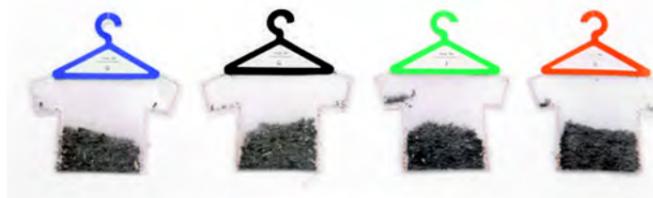


FASCIA: We want it to be seen as an integral part of the shop front. we think of an uninterrupted element. The only interference is the sign of 1h.

WINDOWS: Minimal and transparent screen which dissolves the threshold between street and interior. Information about the shop written in vinyl lettering on the door.

COLOUR: Just White.

SIGNS AND ADVERTISEMENT: We want to create intrigue by making disappear trivial elements and by reducing the signs to the minimum. The projecting sign is designed in a way that complements the colour and design of the fascia and adds interest and originality to a building and street scene.



1 Hour Less
(dry-cleaning your clothes)



1 Hour More
(having your tea)

Inspired by the packaging design of Soon Mo Kang, the hanger tea bags proposal aims to sweeten the wait of our costumers. The colors combination chosen it's obviously a celebration Leyton Town Centre as a gateway to the Olympic Park.