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# EVOLUTION

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## *of a logo*



***Client:*** Joshua Mandel, Unified Building Concepts

***Business:*** High-end construction/renovations

***Identity:*** Currently client uses a basic type-treatment of the company name, using a dated, 1908s style font

***What sets this company apart:***

Unified specializes in high-end work, including custom tiling and cabinetry, and other work entailing intensive attention to detail.

***Projected logo:***

Design should be contemporary but reflect an artisan's approach to detail, and should establish a strong corporate identity. Logo should reference historical New York City architecture.

***Mission:***

Logo design should reflect an urban sophistication as well as reference historical source material. Creating an image which incorporates old-style typography will express Joshua's "old school" approach to labor-intensive, detail-oriented quality work.

## *Initial Comps*

### *Research:*

Source material for logo design came from a variety of urban signage: engraved building plaques from the 1890s, turn-of-the-century advertising ephemera, painted advertising murals from the 1930s and 1940s, and art deco lettering. Logo should incorporate a contemporary font to bring the image up to date.



Logotype comp 2a



Logotype comp 2b



Logotype comp 1



Logotype comp 3a



Logotype comp 3b



Logotype comp 3c



Logotype comp 4



Logotype comp 5



Logotype comp 6



Logotype comp 7



Logotype comp 7b

*Chosen Comp:*



*Edits:*

Joshua requested that we incorporate a frieze element, similar to what one would see on cast-iron building facades in Soho. The color palette is narrowed to copper browns, earthy greens, and soft purple. Joshua also requested that we investigate a bolder, broader secondary font for "Building Concepts".

*First revision:*



PMS 4715 / PMS 5825



PMS 4725 / PMS 5825



PMS 4705 / PMS 5825



PMS 4715 / PMS 5825



PMS 668 / PMS 5855



PMS 725 / PMS 5855

*Chosen first revision:*



*Edits:*

The font used in “Unified” resembles closely the font used in “United”, as it appears on a dollar bill. Joshua asked us to play with different color fill variations and fonts to make the word more distinct, so that it wouldn’t read as “United”. We also tried different bottom frieze elements.

*Second revision:*



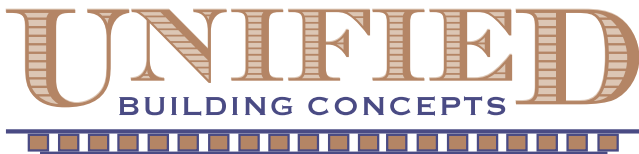
*Chosen Second Revision:*



*Edits:*

Joshua selected a favorite among the second revisions of the logo. However, he asked to see the all of the second revisions with the green replaced by the soft purple, and with the variations on the top element.

*Third revision:*



*Final logo!*



After additional meetings, and revisions too numerous to put here, the logo was applied to Joshua's letterhead, business card, and envelope. Black and white and web-safe variations will be developed to be used on faxes, photocopies, and an eventually online.



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