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Proprietary&confidential*

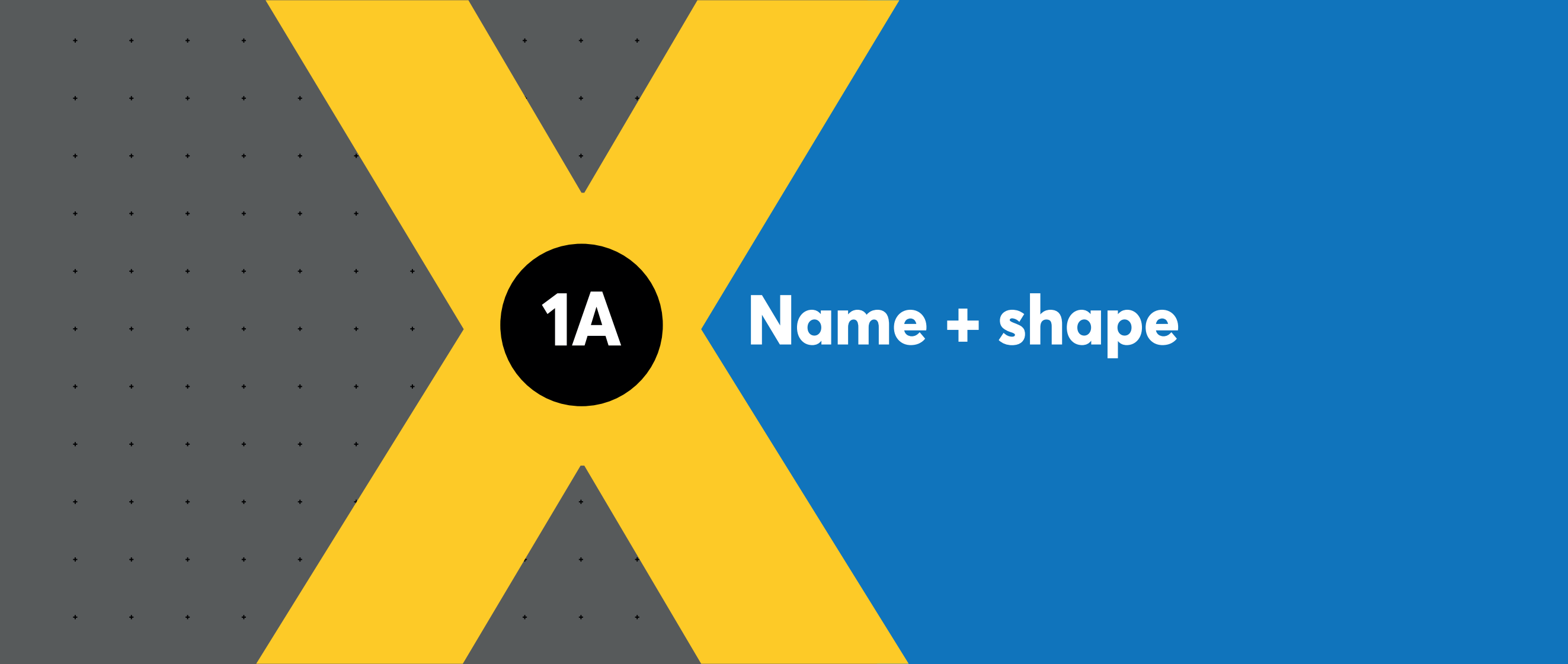
05
22

Knight Frank

Ridgeways New Logo

Redhouse Group

TBWA\RedhouseIntegrated



1A

Name + shape

THE FORMULA

This logo has been designed to represent a 360-shopping experience in a convenience-led approach. The loop creates a feeling of quick access and ease of getting around within the mall.

NAME

RIDGEWAYS



SHAPE



TOP FLOOR SHOPS AND
OFFICES TO THE RIGHT

MIMIC THE INTERIOR
LAYOUT OF THE MALL

GROUND FLOOR SHOPS AND
OFFICES TO THE LEFT

TAGLINE

THE IN AND OUT MALL

Rationale:
No fuss shopping, ease of access,
straight to the point.

COLORS



LOGO 1A



LOGO + TAGLINE



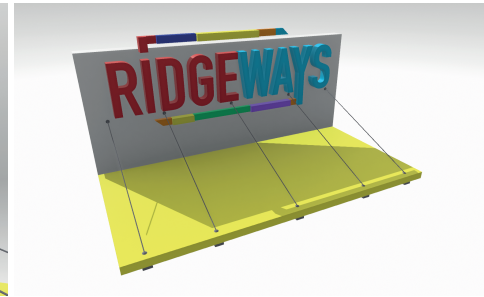
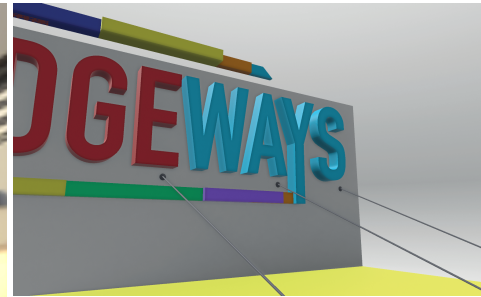
VISUAL IDENTITY



ICON VARIATONS



APPLICATION



AGENCY RECOMMENDATION



LOGO + TAGLINE



VISUAL IDENTITY



ACHROMATIC



ICON VARIATONS



CLIENT SUGGESTION



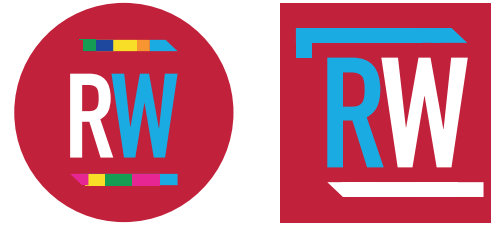
LOGO + TAGLINE



VISUAL IDENTITY



LOGO VARIATONS



OTHER OPTIONS



FONT

Conclusion:

By looking at how different fonts work, we find that a Sans Serif font would be best suited due to its symmetrical balance and bold structure.

Sentence case

Upper case

Lower case

Italics

Bold

Stylized

DIN Condensed Bold

Ridgeways

RIDGEWAYS

ridgeways

ridgeways

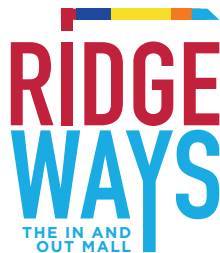
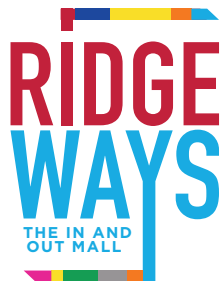
ridgeways

ridgeways

VERTICAL LOGO



I think this one works best as it has all the elements from the horizontal logo without too much distortion



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Redhouse Group

TBWA\RedhouseIntegrated

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Thank you