

# **Company: Maindee Triangle**

## **Job: Branding**

### **Brief:**

**The Maindee Triangle is being renovated into a community space for all to use. This space will be comprised of a café, amphitheatre stage, climbing wall, planters, trees, sitting areas, poster / events board. It will become a busy a well used area for families and friend alike.**

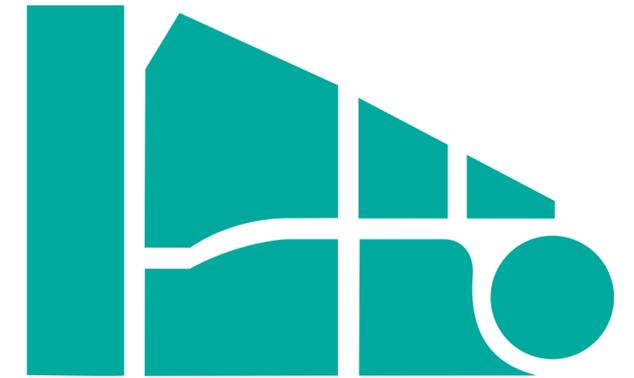
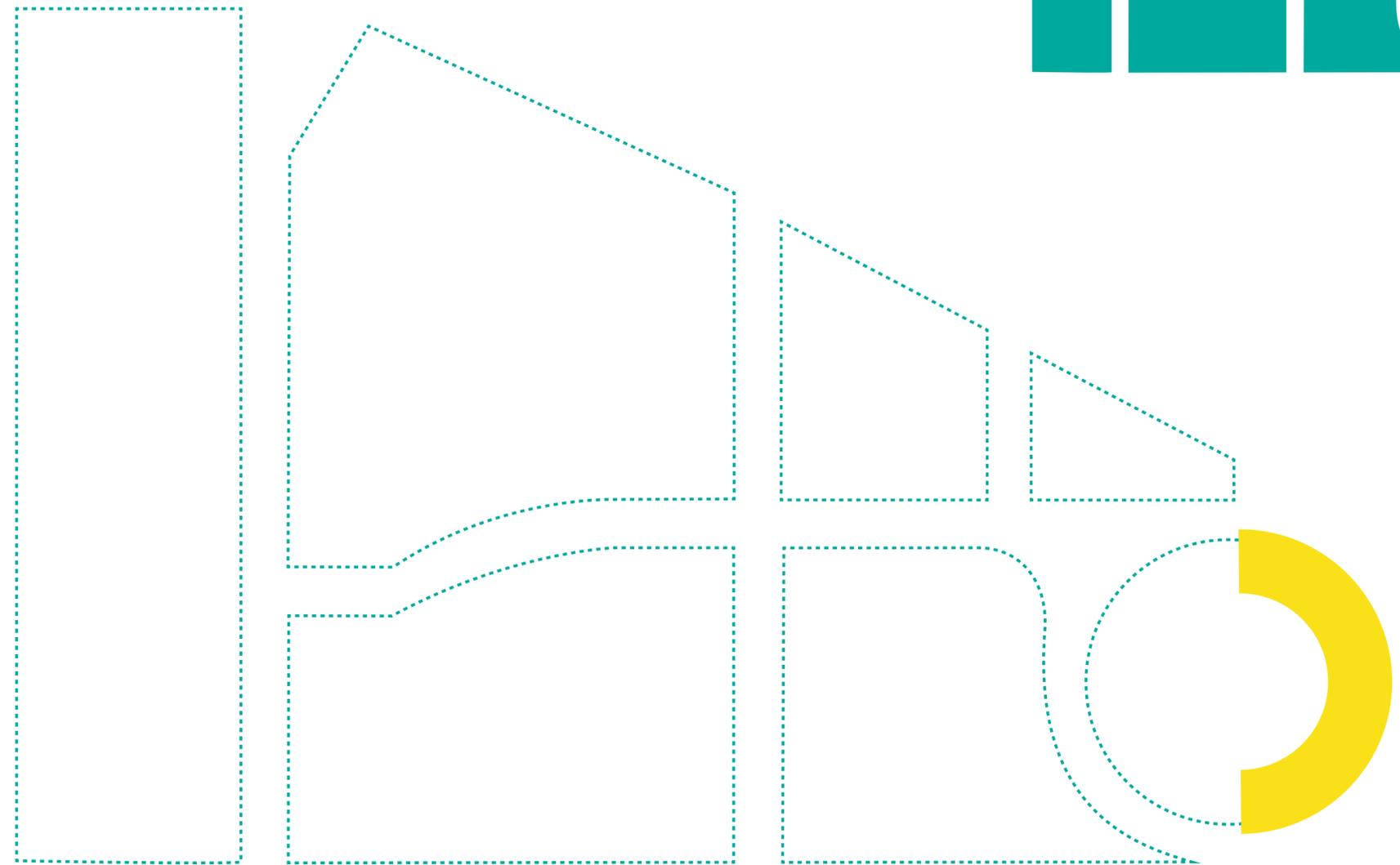
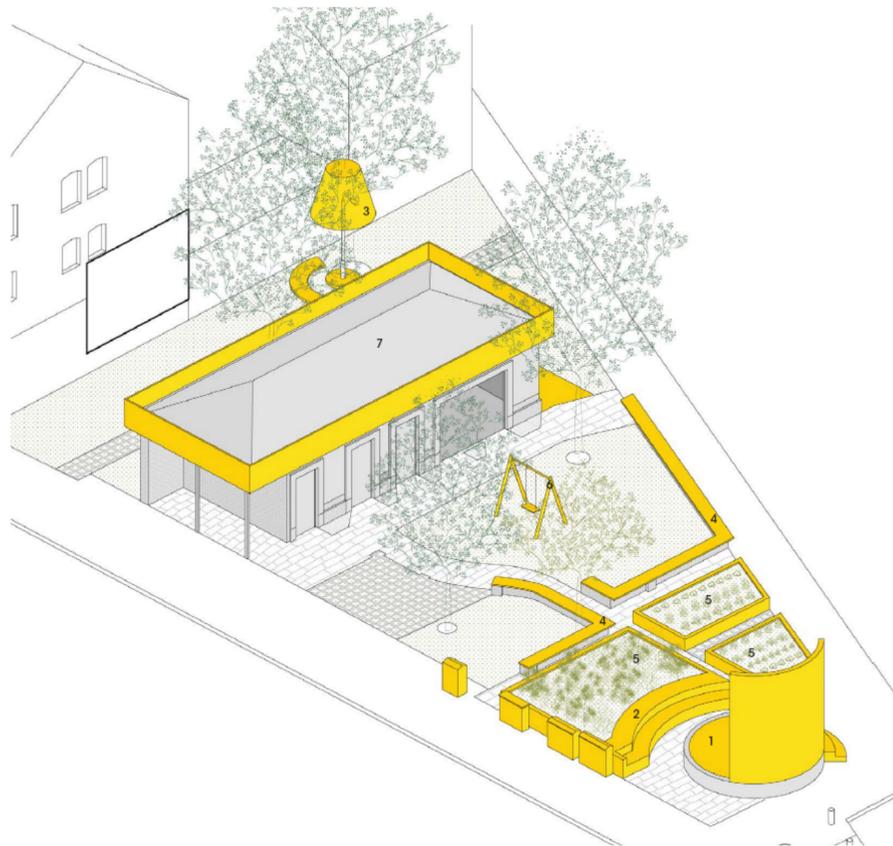
**Friendly branding is key to reflect nature of the space. Warm yellow will be used throughout the revamp of the space and therefore is also a key element in the logo and branding.**

**To help with getting the community on board with the new appearance of the space we may include elements of the space in the logo to help it become familiar symbols with more ease.**



# Brand solution 1:

The first solution is based on paper cut out style inspiration which was influenced by the aerial view of the triangle and how the area is subdivided into a collection of interesting shapes.



## Brand solution 1:

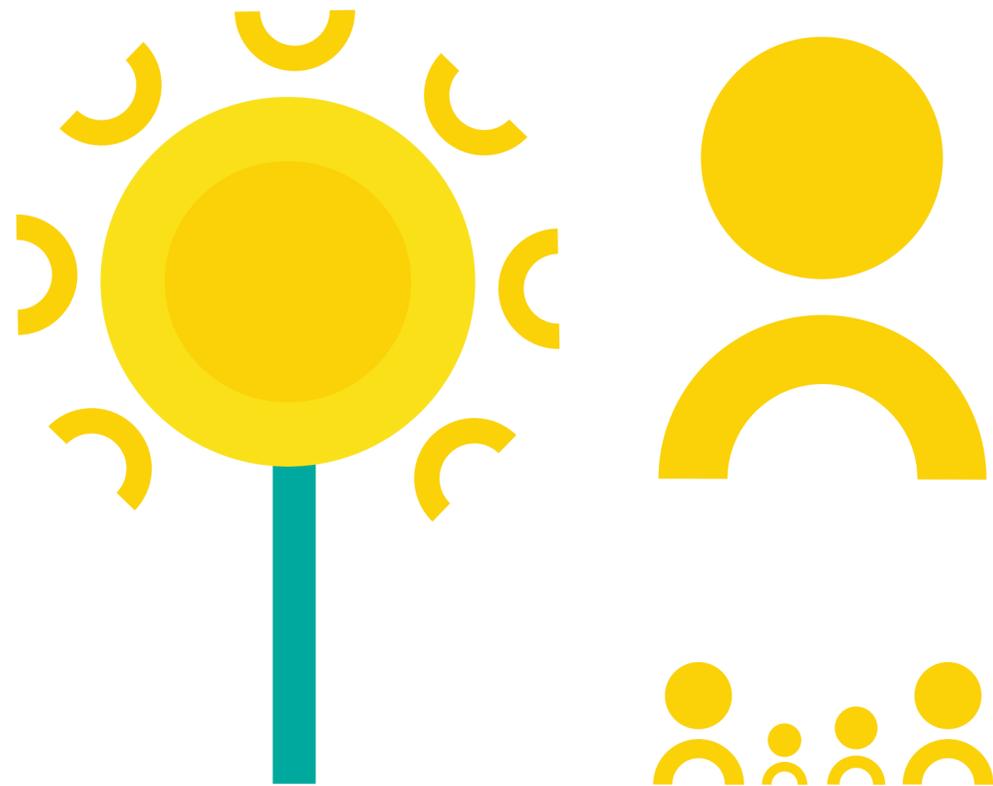
We've rounded corners to help give a softer appearance and curvy cut-outs create playful elements - that we can develop separately as design elements for the brand to use on marketing, social media etc.

the  
TRIANGLE

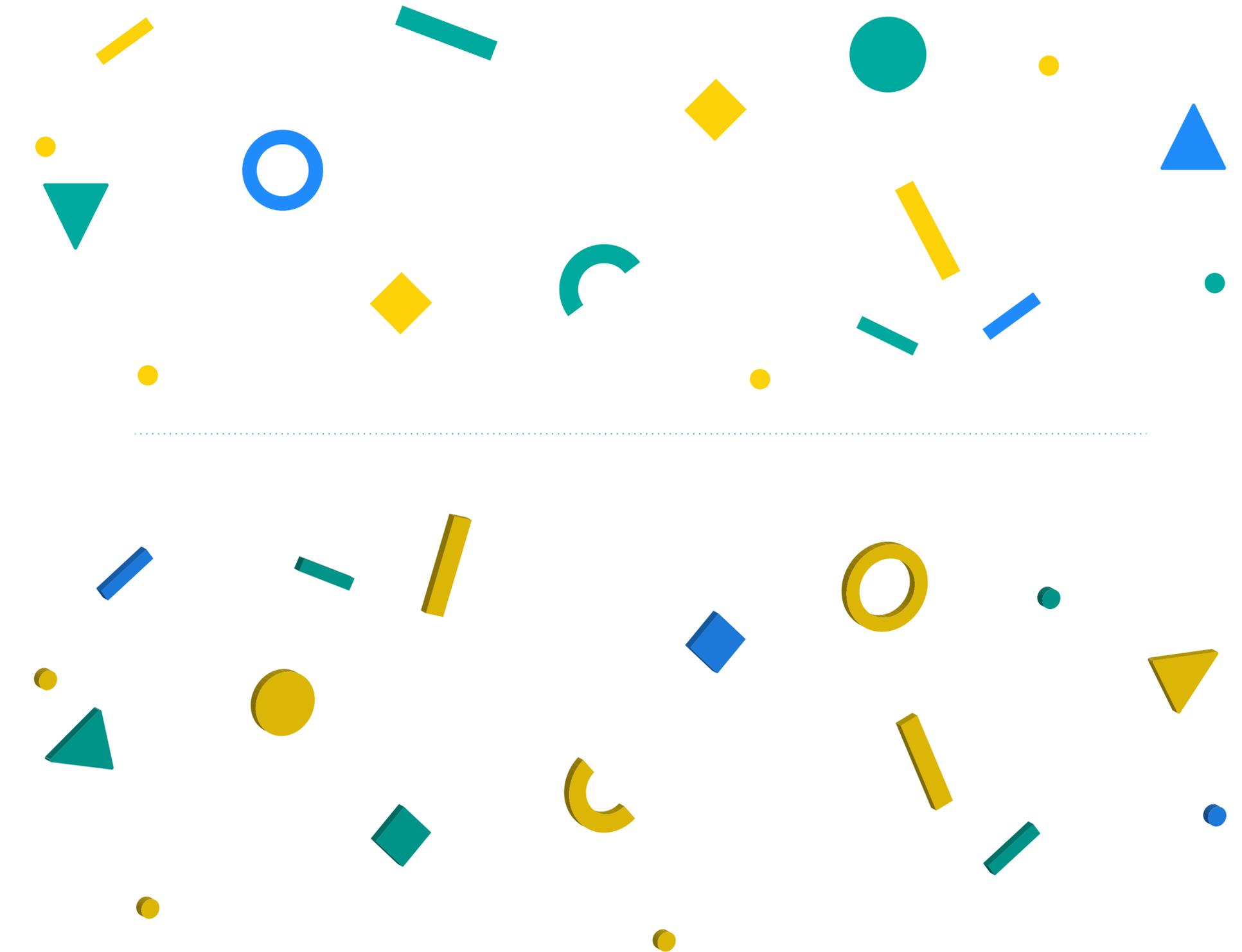
the  
TRIANGLE

# Expanding the design:

This branding would lend itself well to creating patterns that can be applied to social media posts to add more on brand elements or to print design.



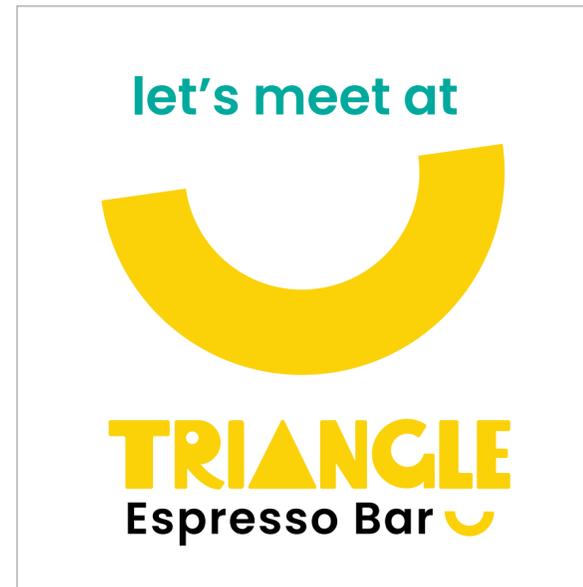
*sunflower, person, family*



top: flat shapes, bottom: 3d shapes which echo the shapes of the stage area

# Design Elements

Some examples of use of the branding elements in marketing.



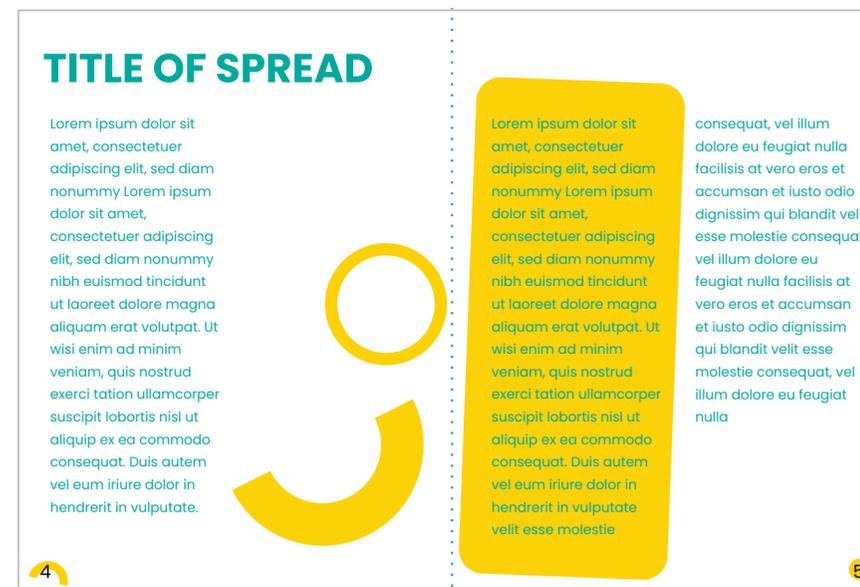
Social media application



Social media application



Café signage



Printed double page spread



Social media application

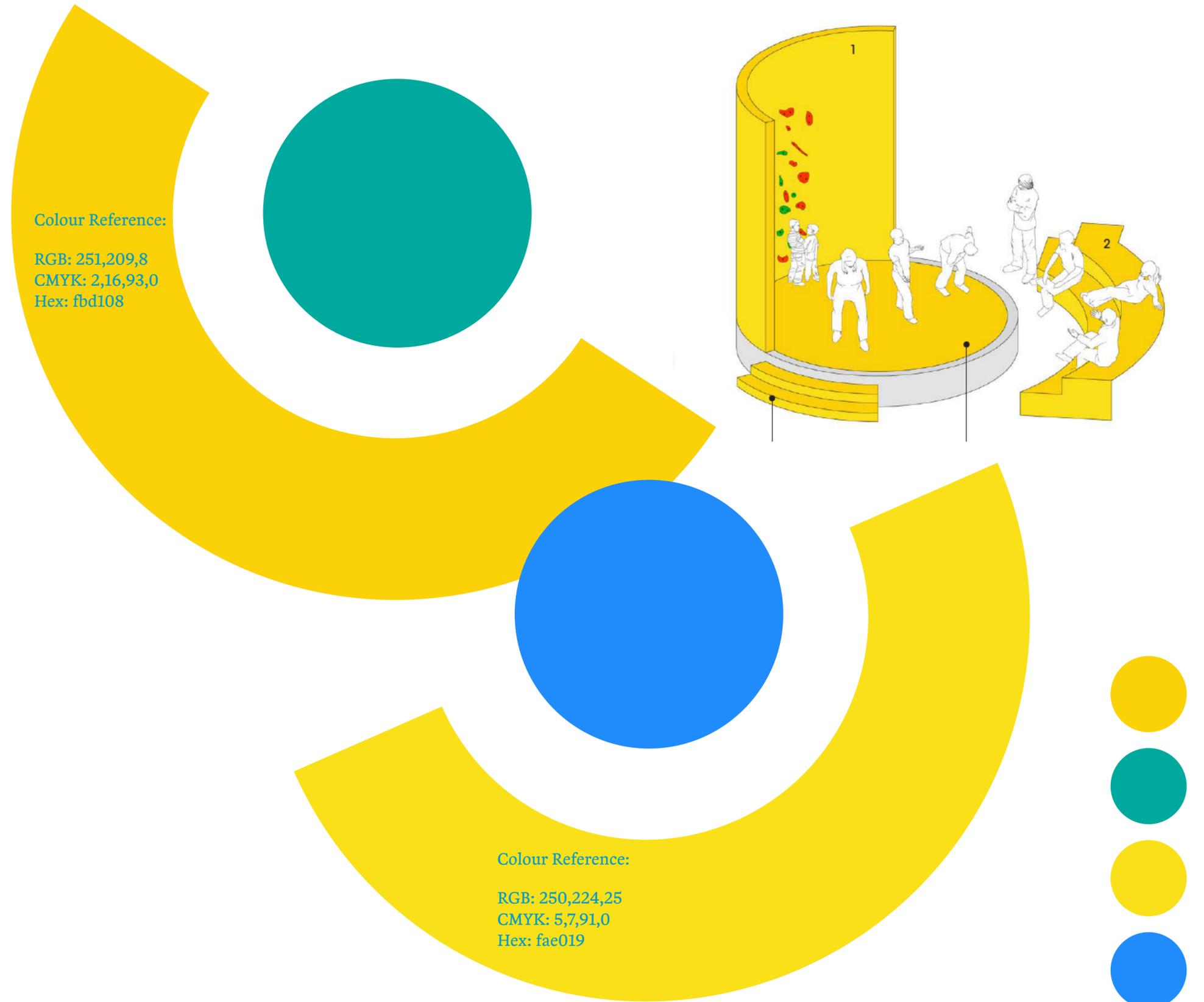
# Mellow Yellow

Most of the solutions focus on the deep vibrant mellow yellow of the stage area, which is the first thing people will see on approach, from either direction. The darker shade (top) works better against white, and has a warmer, summier feel.

Yellow is the colour of the sun, smiley faces and sunflowers. It is happy, positive, attention grabbing and symbolises happiness, hope and spontaneity ... all ideal for the aims of the Triangle.

A teal colour provides a good contrast, whilst remaining bright and eye catching, and represents the 'green' aspect of the area with its garden.

Lastly, a sky blue was chosen as an additional palette colour – vibrant and aspirational, with hope (of sunny days to come in Maindee).



## Straplines

Here we developed a complimentary script font to use for straplines, or sub brands. We chose a script font to emphasise the community aspect of the Triangle – Maindee Unlimited develop the site, but it is the local population who will bring it to life.

the  
TRIANGLE  
*open mic sessions*

the  
TRIANGLE  
*climbing wall*

the  
TRIANGLE  
*space for a strapline!*

the  
TRIANGLE  
*community garden*

addition of the 'confetti'  
shapes gives a party  
atmosphere

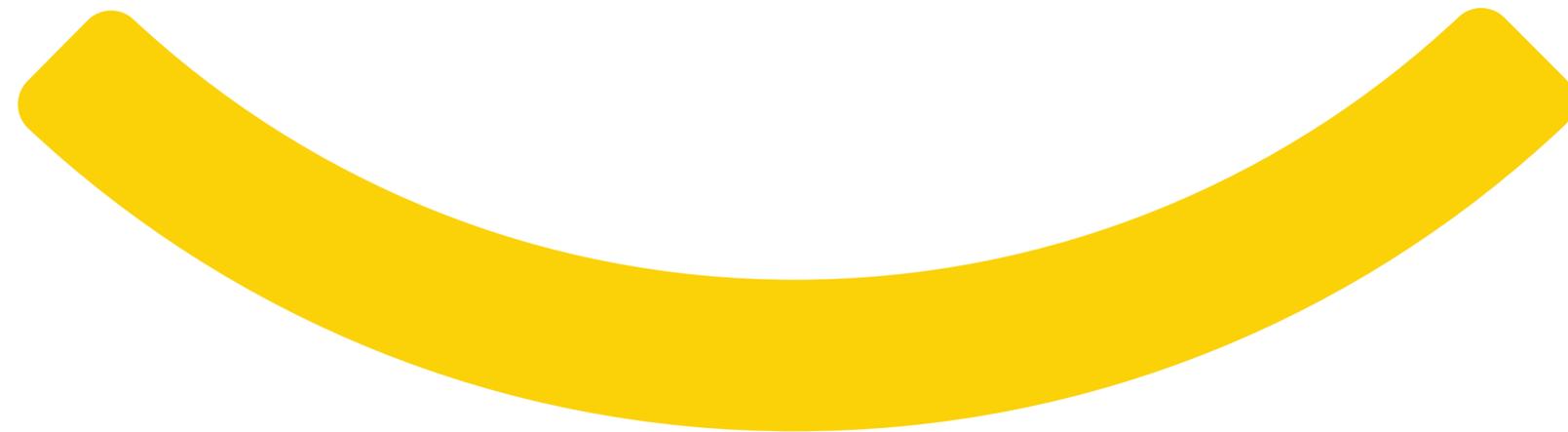
## Design Solution 2

When we saw the architects plans, the thing that stuck out most was the curved wall of the stage area. From the right angle (birdseye) this forms a bright yellow smile.

Or... a faux 3d version which is a more direct and obvious depiction of the stage shape.

However, as the brand is 'The Triangle' this shape obviously jars with that.

Shaded fill used to emphasise 3d-ness of the shape.



## Design Solution 2

I've offset the stage here to make a more interesting shape for the logo. Does it matter that the shape isn't a triangle?



# Design Solution 3

This solution is based on negative space - creating a negative space triangle from shapes found on the architectural plan,.



## Design Solution 3b

A variation on the previous solution, but just using the one triangle shape (from the shape of the area). The type is a customised font, where we've incorporated a triangular tittle (dot above the i). Top right has sharp angles, whereas bottom mid has been softened with slightly rounded corners and bottom right with more extreme rounded corners. [rounded corners tend to look friendlier]



triangle  
MAINDEE

triangle  
MAINDEE

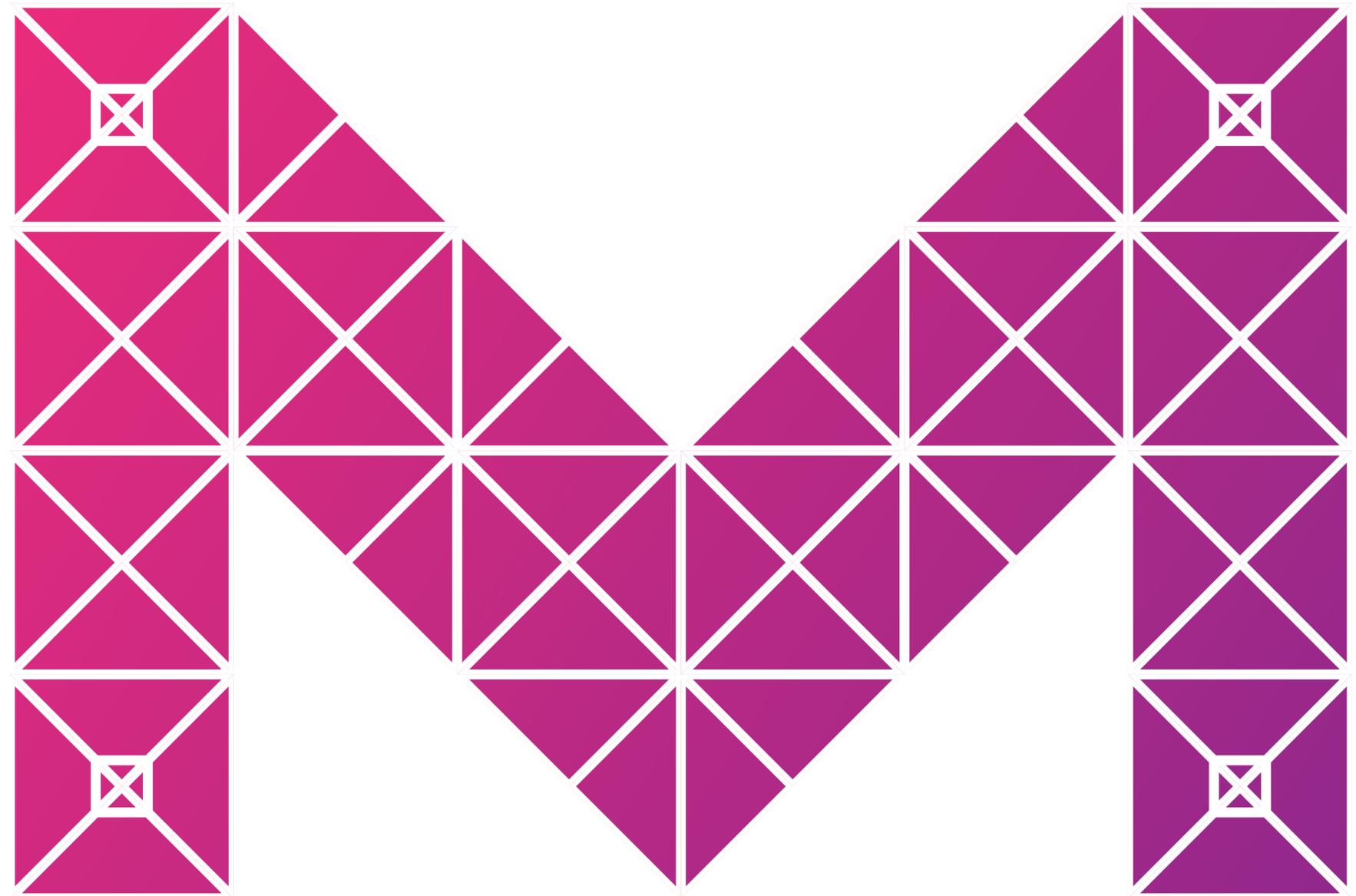
triangle  
MAINDEE

# Design Solution 4

This solution uses the core Maindee (Unlimited) logo as inspiration, and is an attempt to visually tie the two together – showing the relationship between the triangle and Maindee Unlimited, who developed the area.

The Maindee logo (right) is a nod to the industrial past of Maindee, and the ironwork of the bridge, but also represents people of Maindee – individual triangles – coming together to make a greater whole.

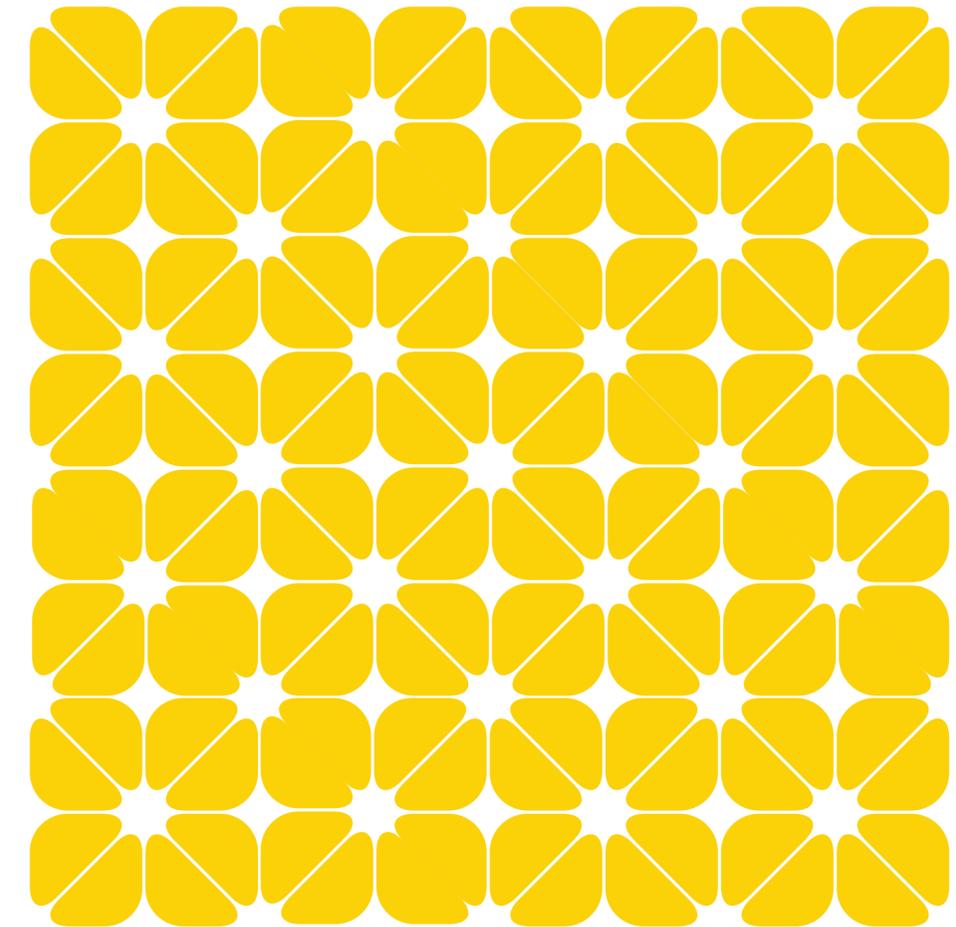
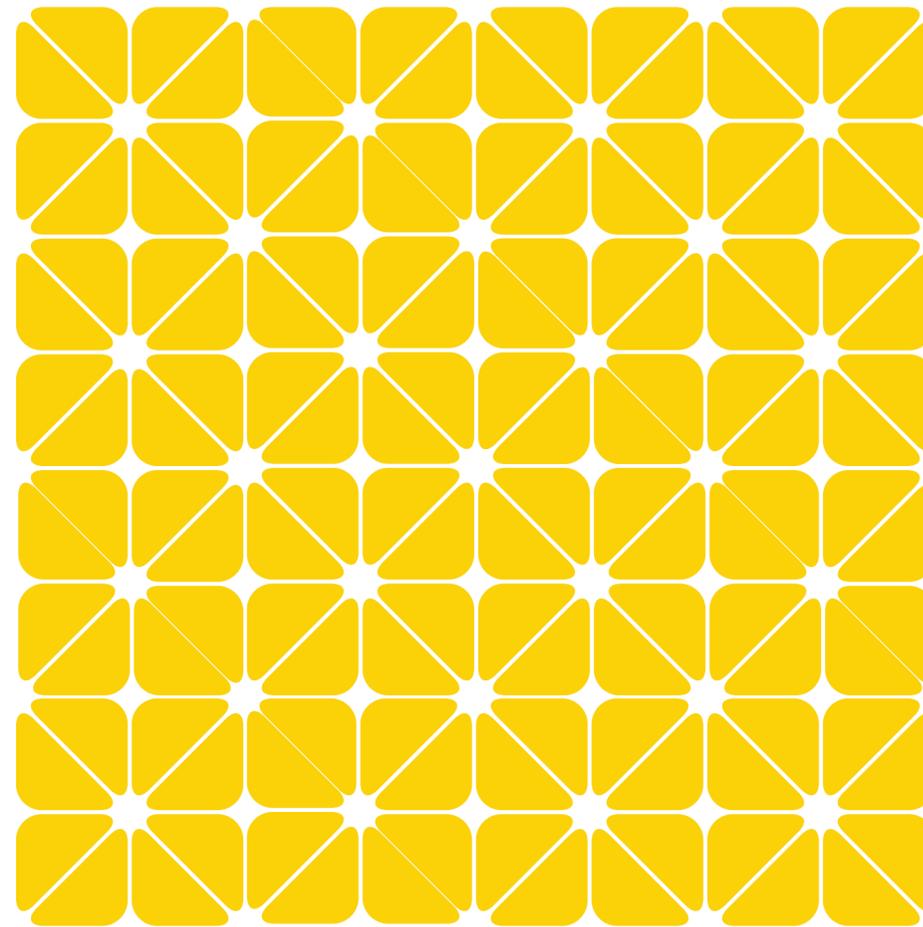
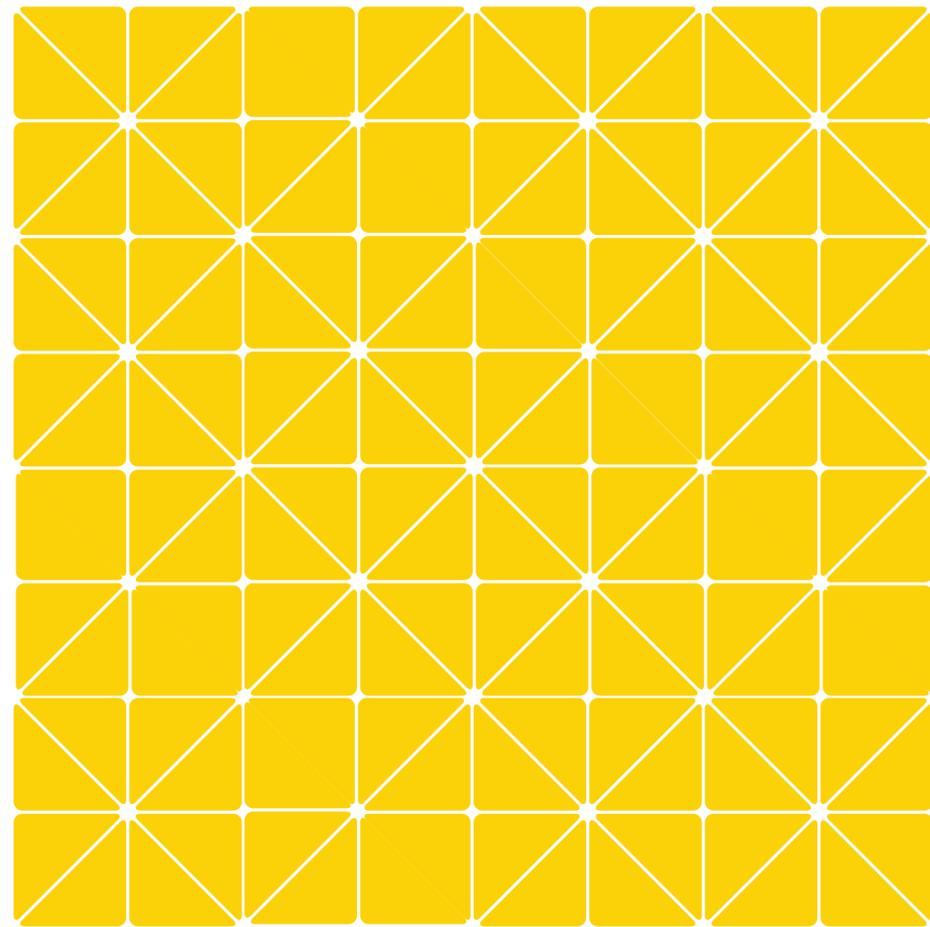
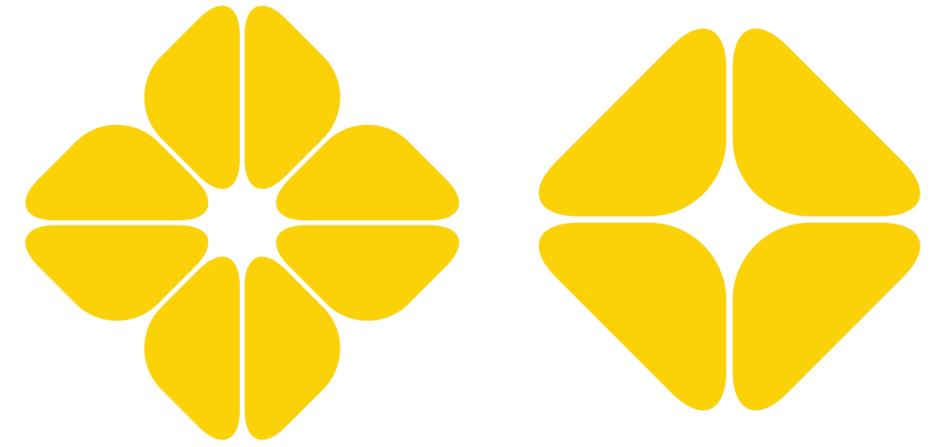
So we already have a triangle based logo for Maindee... hence exploring this solution.



# Design Solution 4

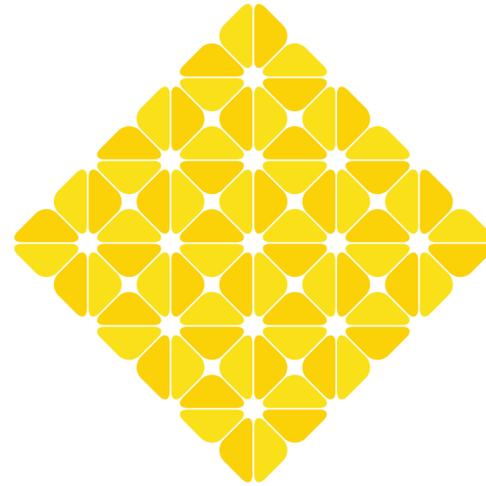
We took the grid of triangles from the Maindee logo, and modified the triangles to soften the edges (the floorplan is a rounded almost triangle).

Softening the edges creates a tile-like pattern, and creates a couple of new shapes to play with (4 and 8 pointed stars - or the sun!).



## Design Solution 4

We took the grid of triangles from the Maindee logo, and modified the triangles to soften the edges (the floorplan is a rounded almost triangle).



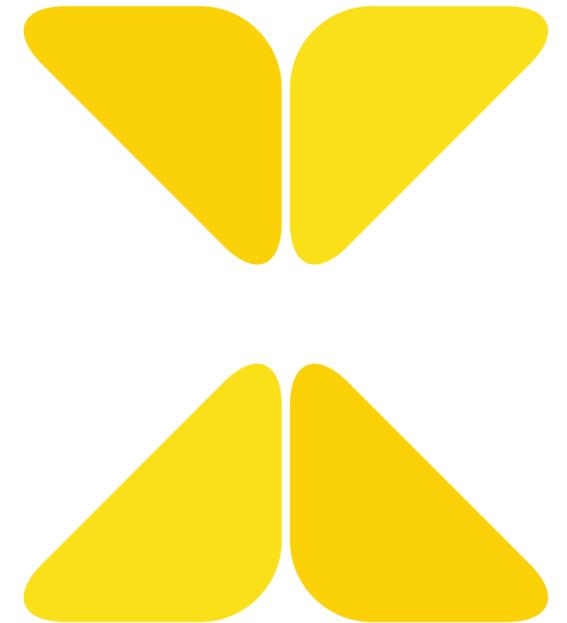
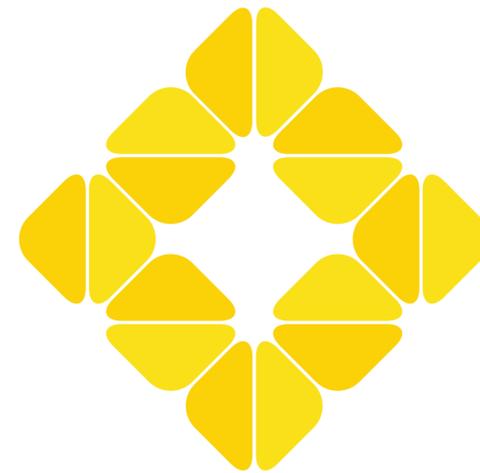
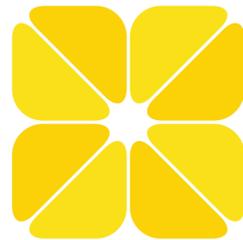
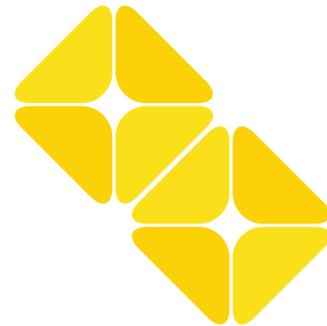
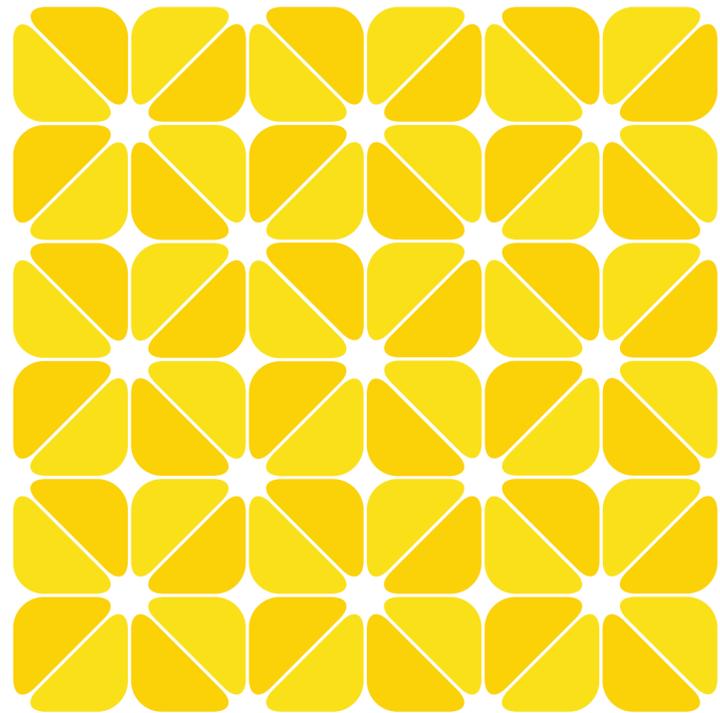
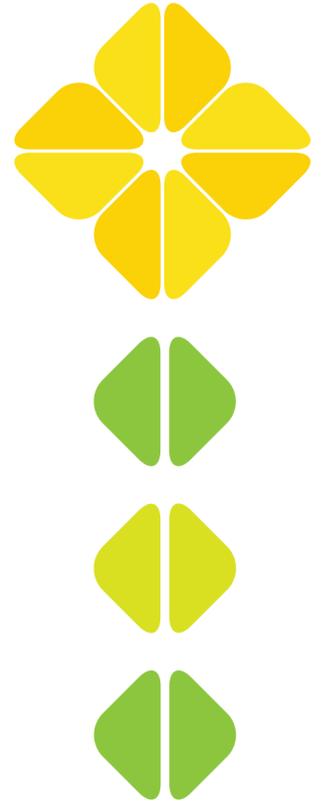
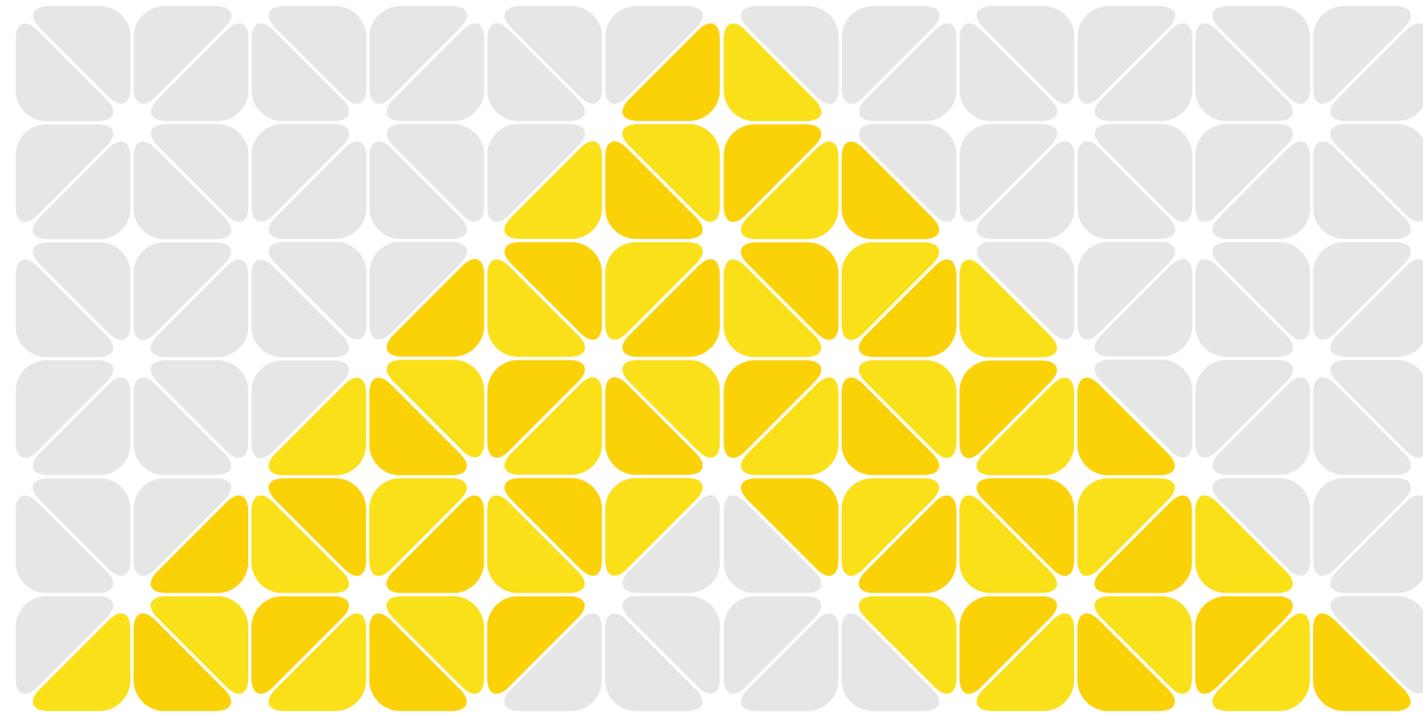
## Design Solution 4

We took the grid of triangles from the Maindee logo, and modified the triangles to soften the edges (the floorplan is a rounded almost triangle).



# Design Solution 4

Playing with the grid to make additional design elements.



# Wildcards

Here are some logos that we didn't develop fully, but you may like.



Above: The idea here is to put Maindee Triangle on the map - using recognisable map marker style icons. Colour version is an attempt to address inclusivity - the triangle is for all./



Two triangles make an M for Maindee, with a handwritten title font to suggest that people make the triangle.



Handdrawn with negative space triangle



**THE TRIANGLE**  
Maindee

Hand drawn Matisse style -we'd have several versions with different images - gardening, music, climbing , cafe etc



Negative space triangle



Using abstract shapes found in the architect plans to create a tir

