Client: **Maindee Triangle**

Design Round 2

Based on the feedback to the initial presentation, we've gone to design round
2 where we start to hone in on our chosen solution. The group chose designs 1 and 4 and also
requested that the best elements of design 1 and 4 be combined into a new design.
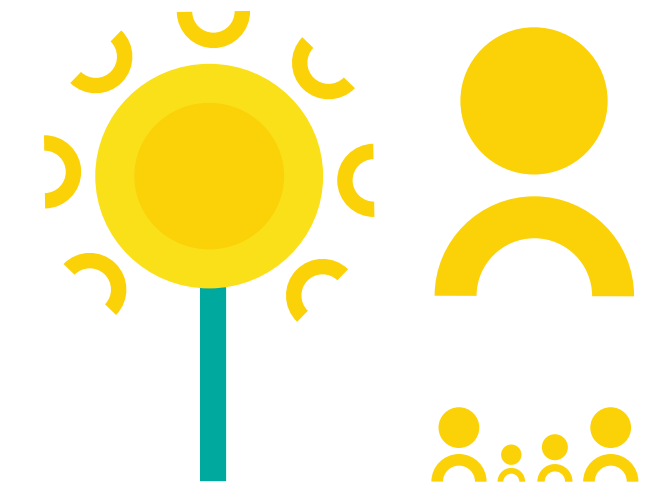
Response to Design Round 1

The consensus was that design 1 and design 5 were the favourites to be explored further in Design Round 2.

Design 1: Likes - colours (yellow and teal), customised type idea, triangle, potential of creating imagery from the small number of shapes. Dislikes: Strapline style, typeface not quite right.
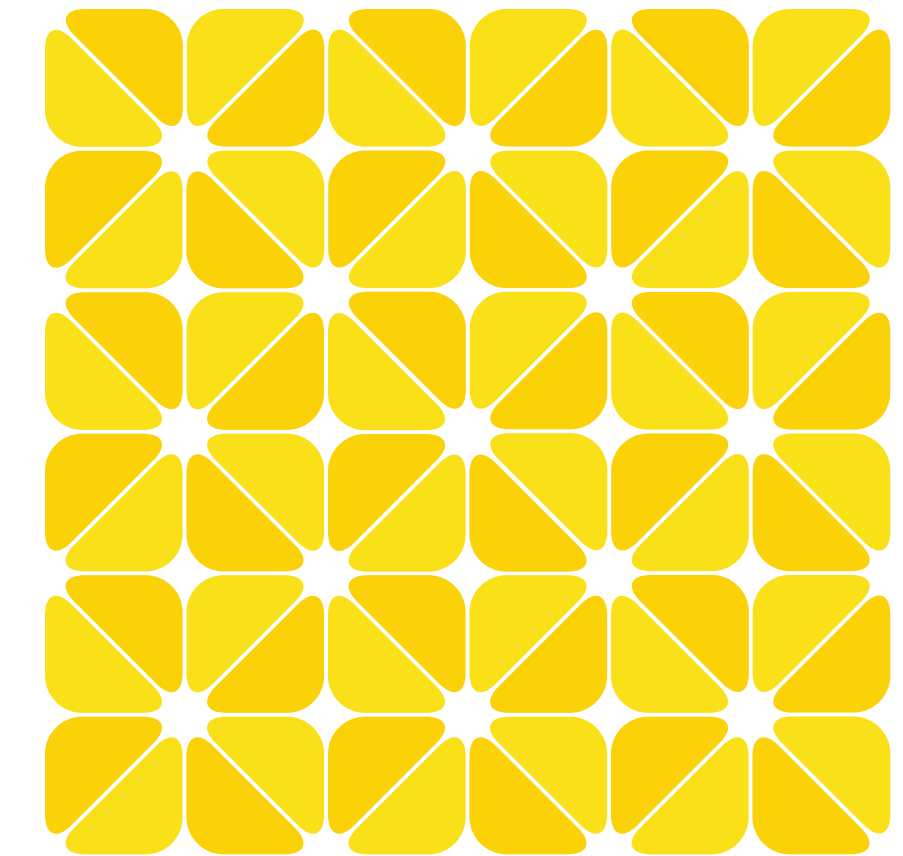
Design 2: Likes - colours, potential for 'tiles' to be used across the site (ie cafe walls), tile pattern seems 'international' and not Wales specific. Dislikes: Needs further exploration / work.

NB: Group decision to remove the word 'Maindee' from the brand. Brand will be called 'the Triangle'.

Design 1

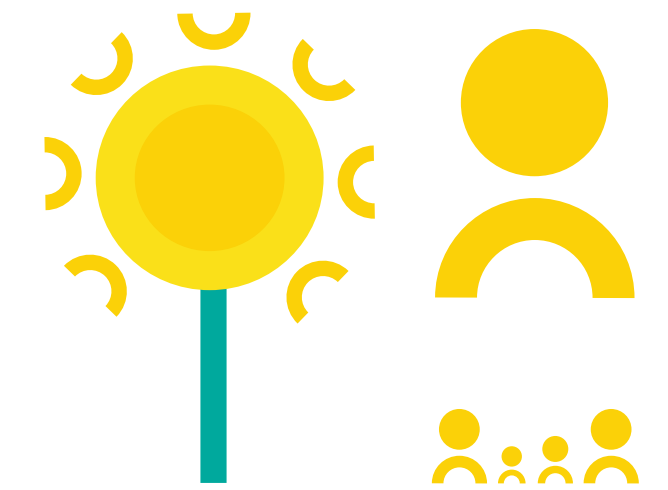Design 4

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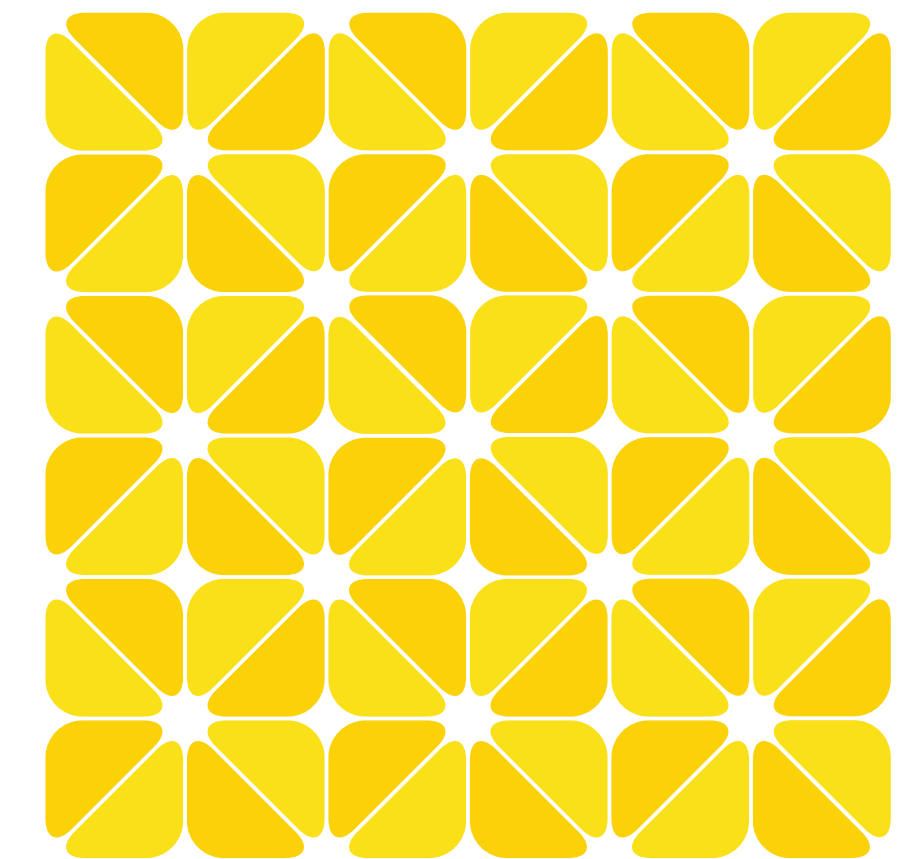
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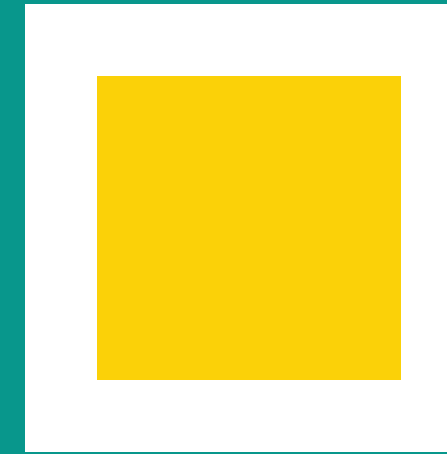
Design 1

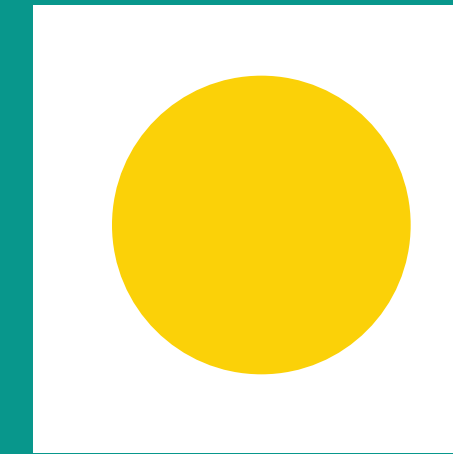Design 4

Design 1: Tiles
Suite of Shapes

Two popular elements of design round 1 were a) The tiles (of design 4) and b) The suite of shapes (of design 1). The group liked the idea of being able to use these shapes to create different patterns and pictures.

That's where we started.

First we expanded the shapes palette as shown here. We came up with the 11 shapes shown and the last one is a 'combo' that we call The Cuppa, made from the hemisphere, the arch, the bar and the arc. The Cuppa shows how we can make combo shapes using the basic shape toolkit here. (And it offers opportunities for us and Maindee locals to play with their own combo shape creation – reminiscent of tangrams and fuzzy felt).
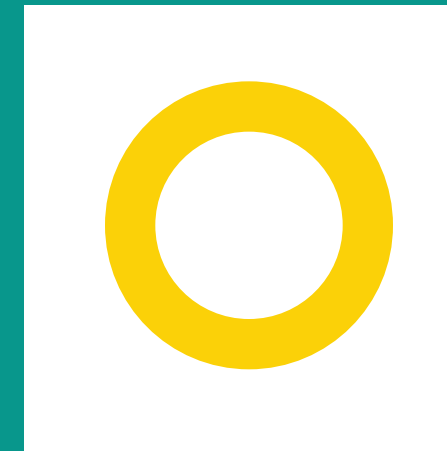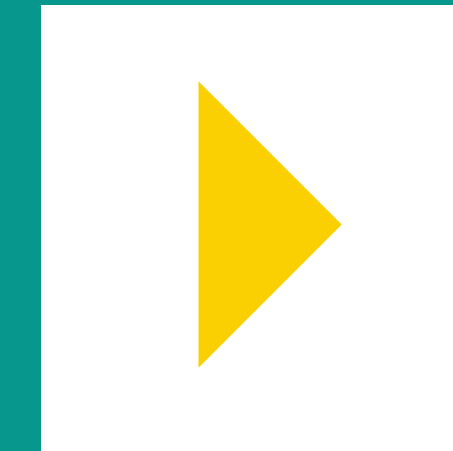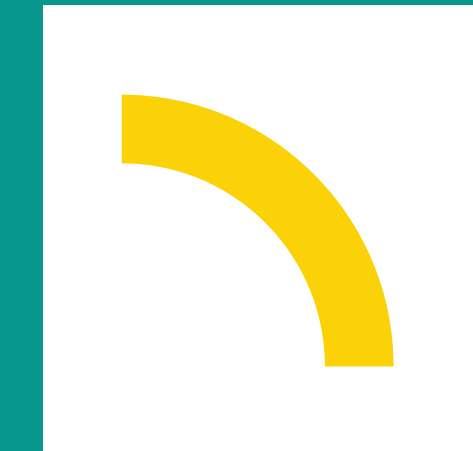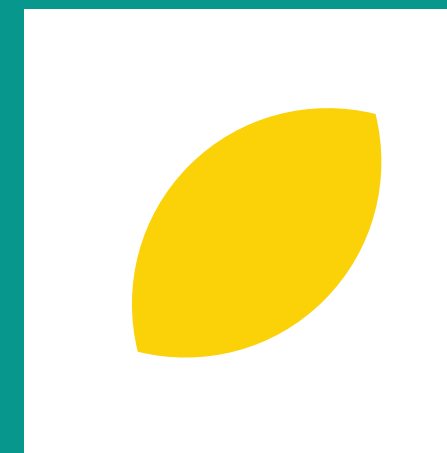
The square (aka the diamond)
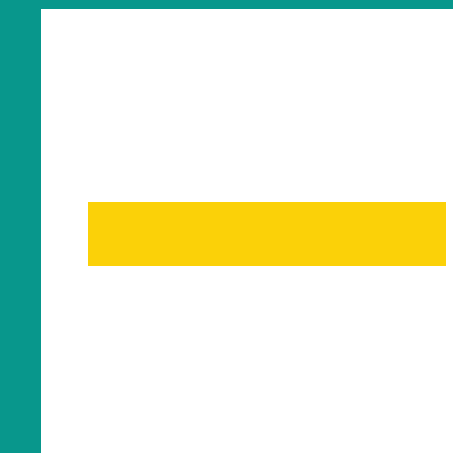
The disc
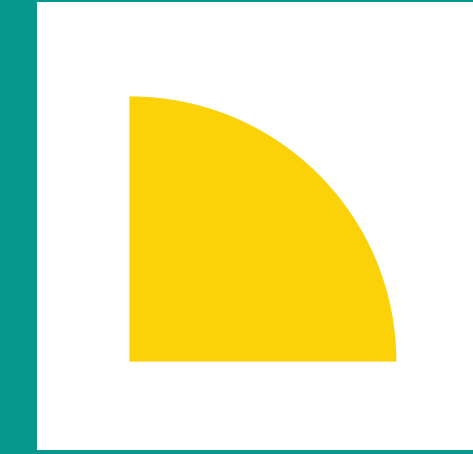
The wedge

The torus (or the donut / hoop)

The triangle

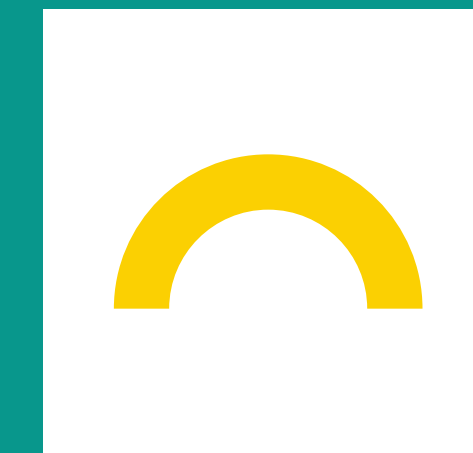The arc
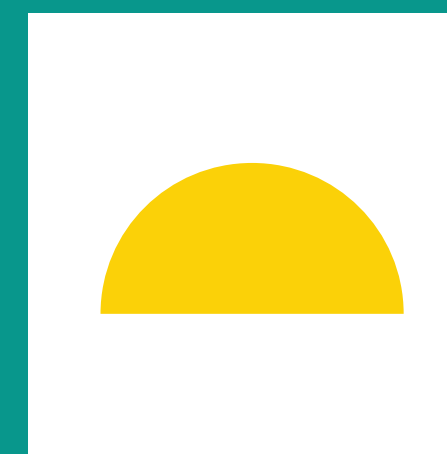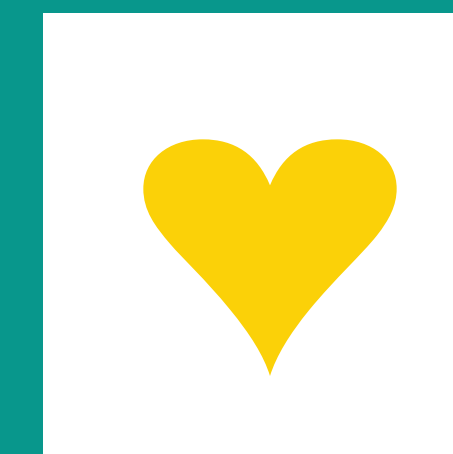
The leaf

The bar

The arch

The hemisphere

The heart

The cuppa

Design 1: Tiles
Expanding the Colour Palette

The teal and yellow were popular – great for an architectural presentation - but we felt that we needed a couple of extra colours to fully represent the colour and vibrant diversity of Maindee... so we added a purple and a red.
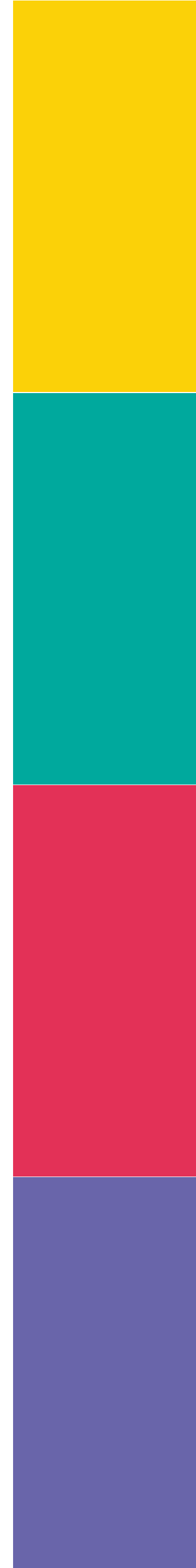
Sunflower
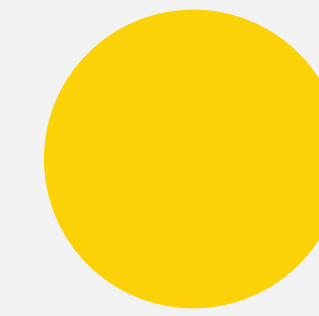
Greenfingers
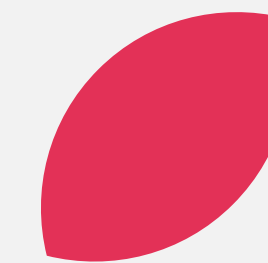
Raspberry

Lilac

Making the tiles

There's a near-infinite number of ways to combine these shapes into tiles. Here's just a few.

We took influence from mid 20thC designs (e.g. De Stijl, Bauhaus – a geometric style that saw a resurgance in the 1970's and still looks contemporary today).

Some tiles are singles, whilst others are four squares united.

Some tiles are abstract shapes, whilst others represent elements of the Triangle – Greening, Cafe etc.
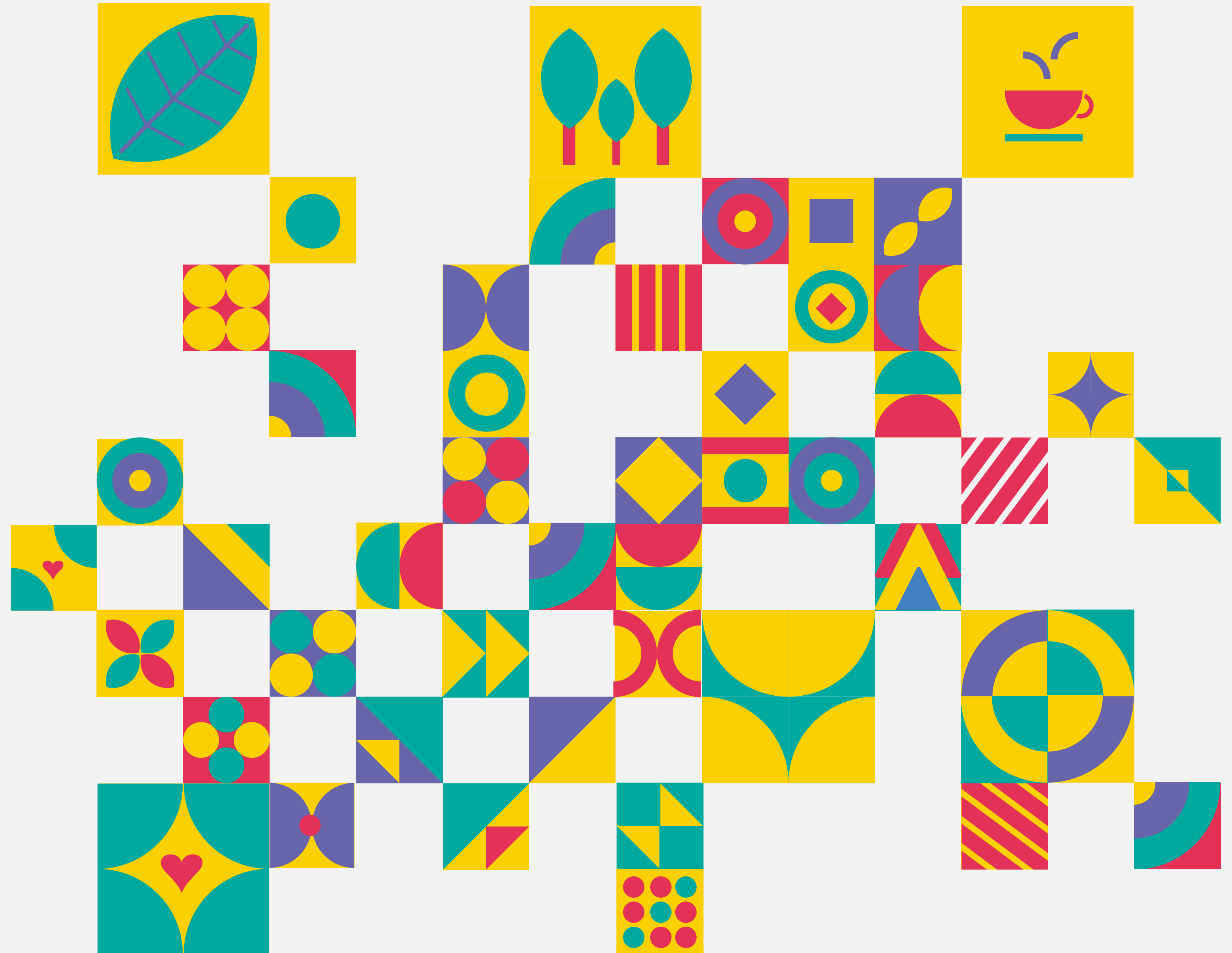
Breaking the grid

Despite the tiles being designed (as with ceramic tiles) to work as a grid, we can also break the grid as shown here – using arcs, arches and hemispheres to create self-contained graphic combo shapes (vibrant, playful, eye-catching, colourful, funky, quirky).
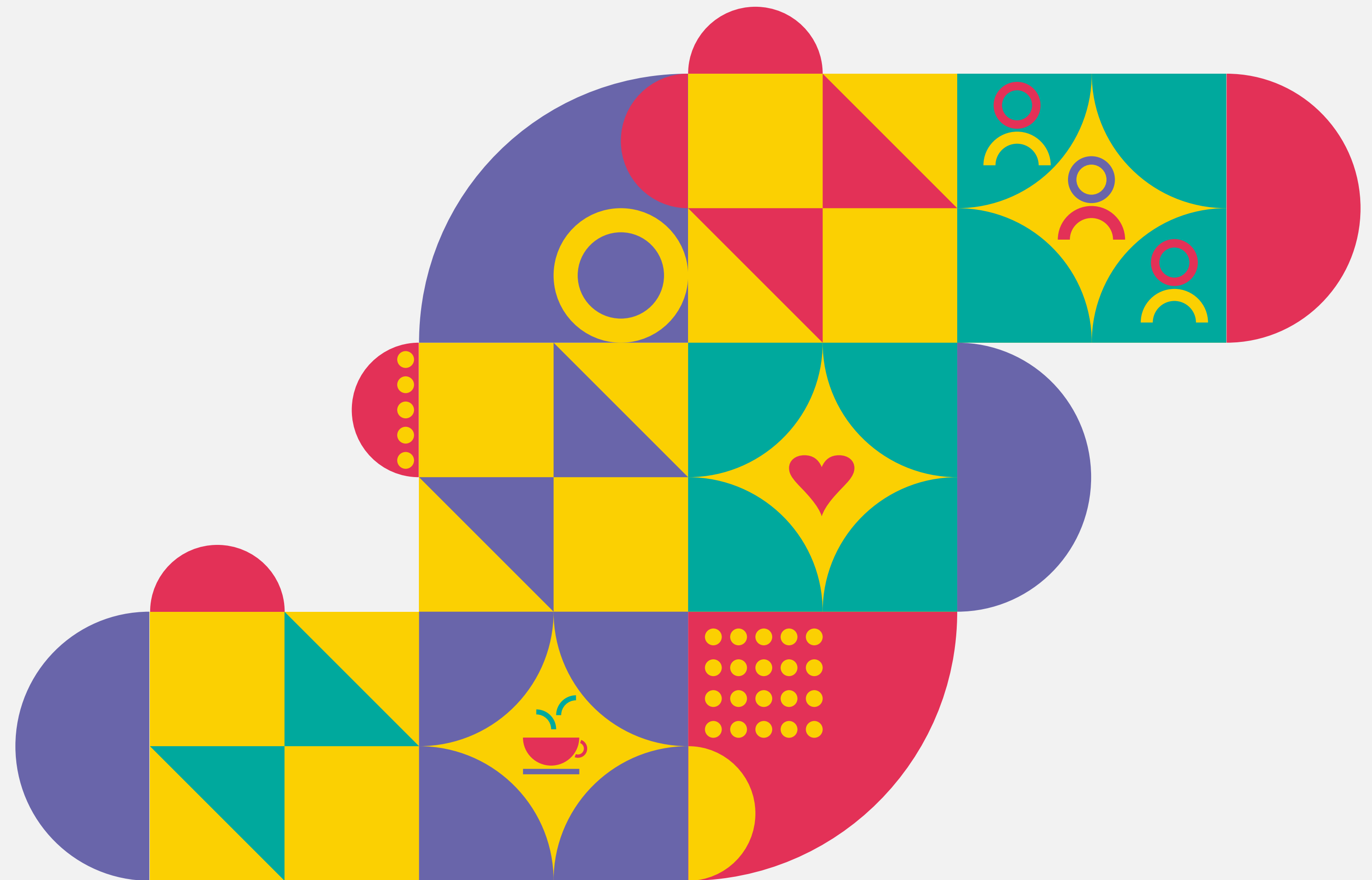
Breaking the grid 2

There's pretty much limitless potential here for creating combo shapes:

Here's our triangle bee – abstract shapes combo. Hopefully the triangle's planting will attract these.
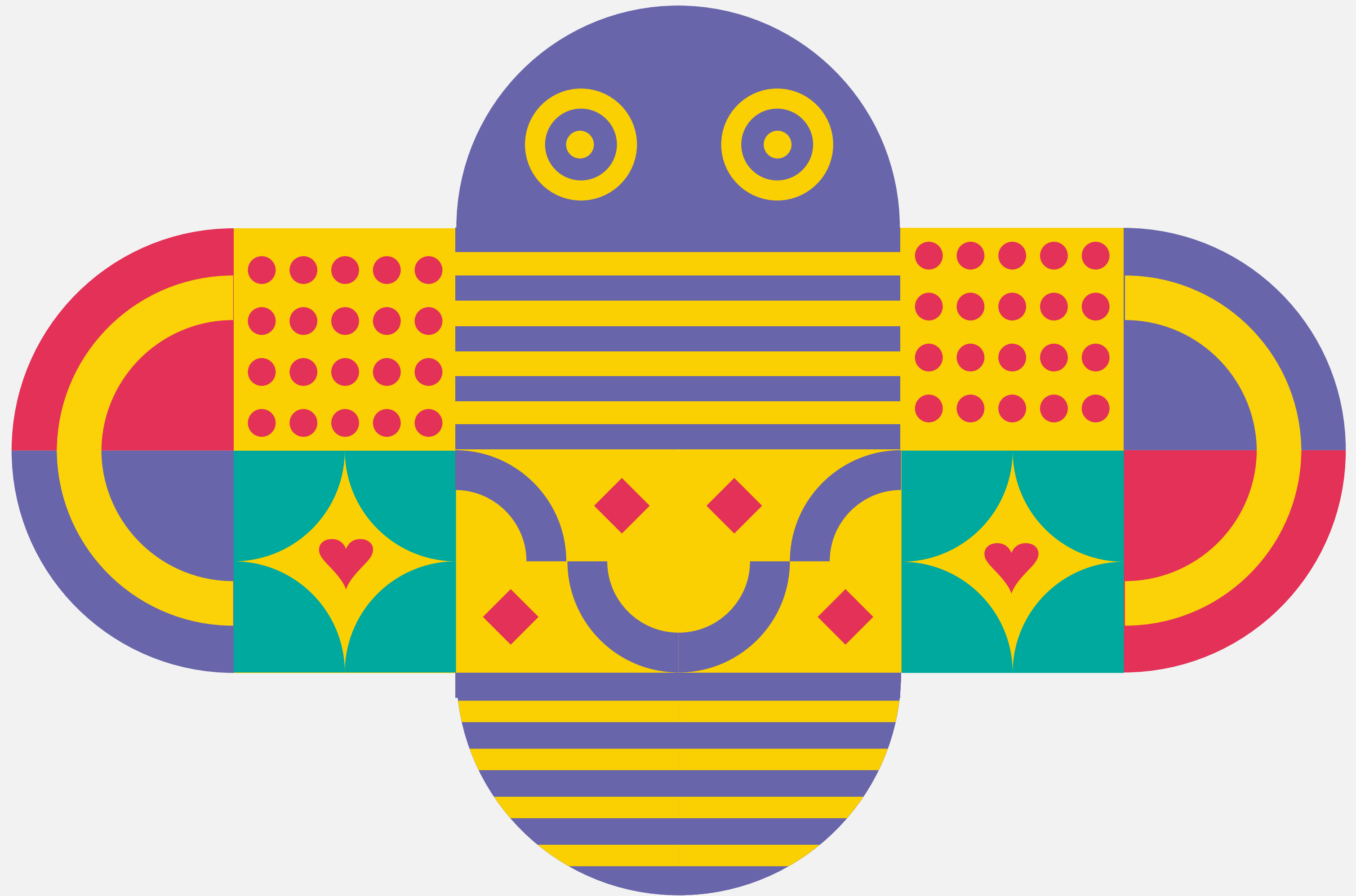
Hard Triangles?

Combining the tiles into a triangle shape offers a few options.

Top left and top right: Triangle pointing up and right also acts as an arrow – driving/directing people to the triangle.

Bottom: to create either an Up or Down Triangle/Arrow requires that we rotate the shapes, but I feel that this doesn't work as well, as most of the tiles will be on a horizontal/vertical grid.
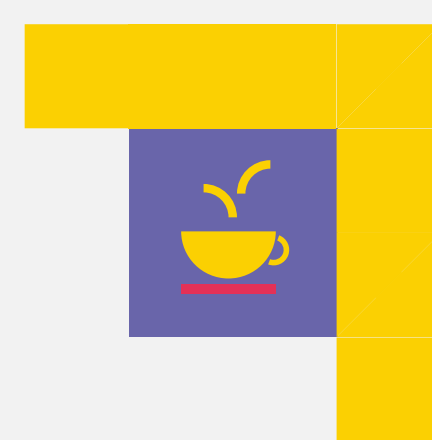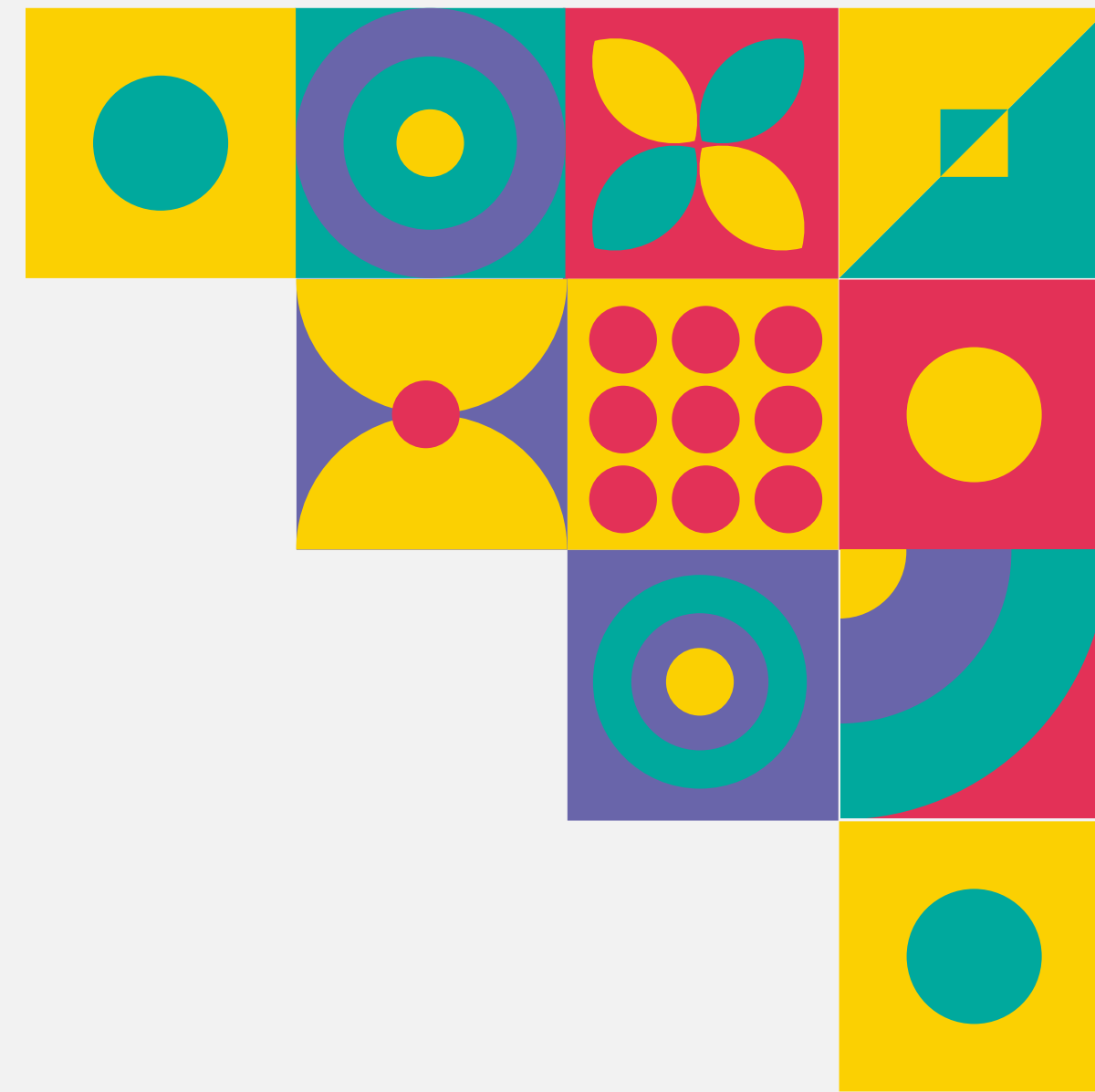
Soft Triangles?

Instead of hard grids tiles, we could soften the shapes as shown here.
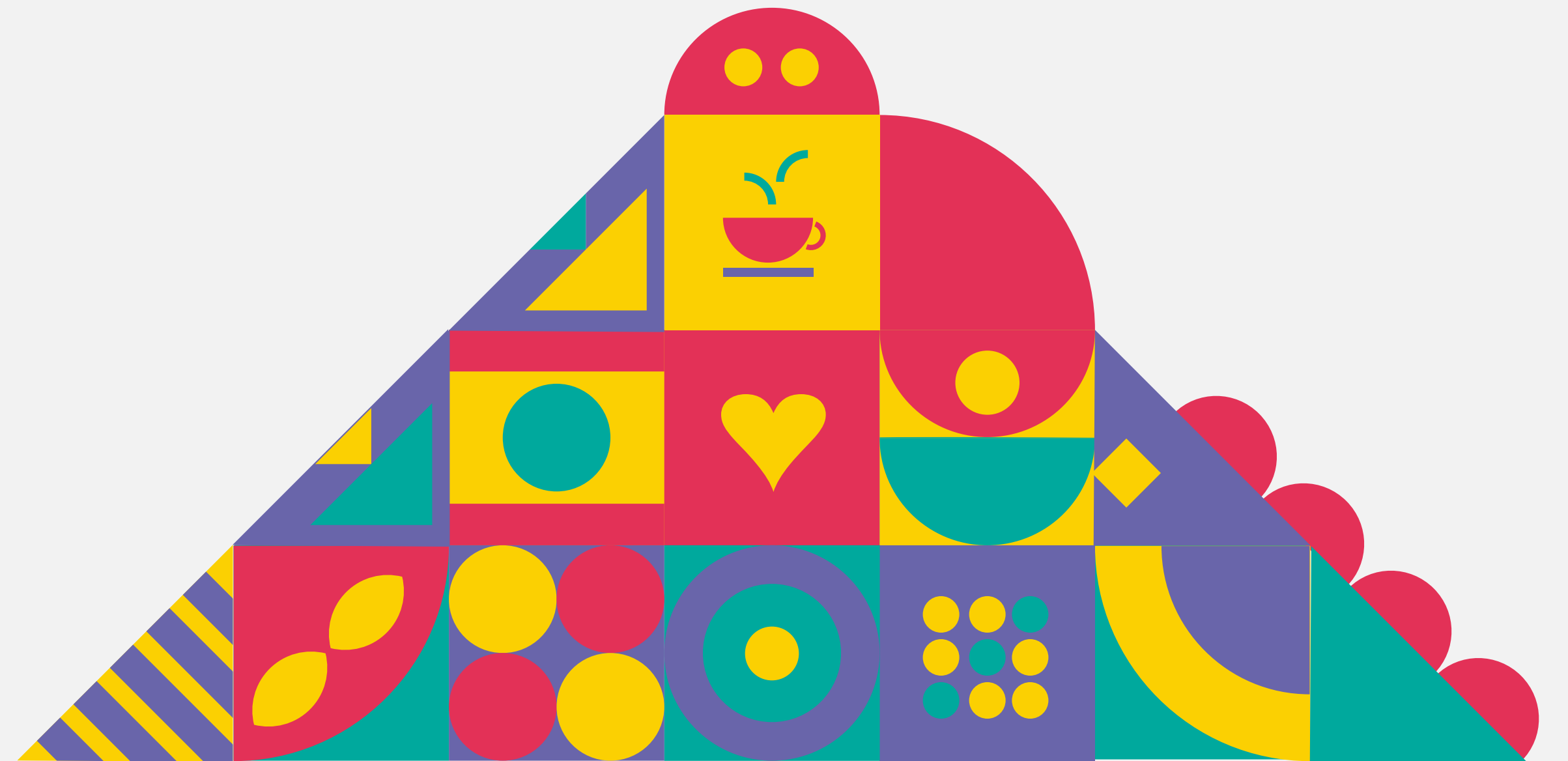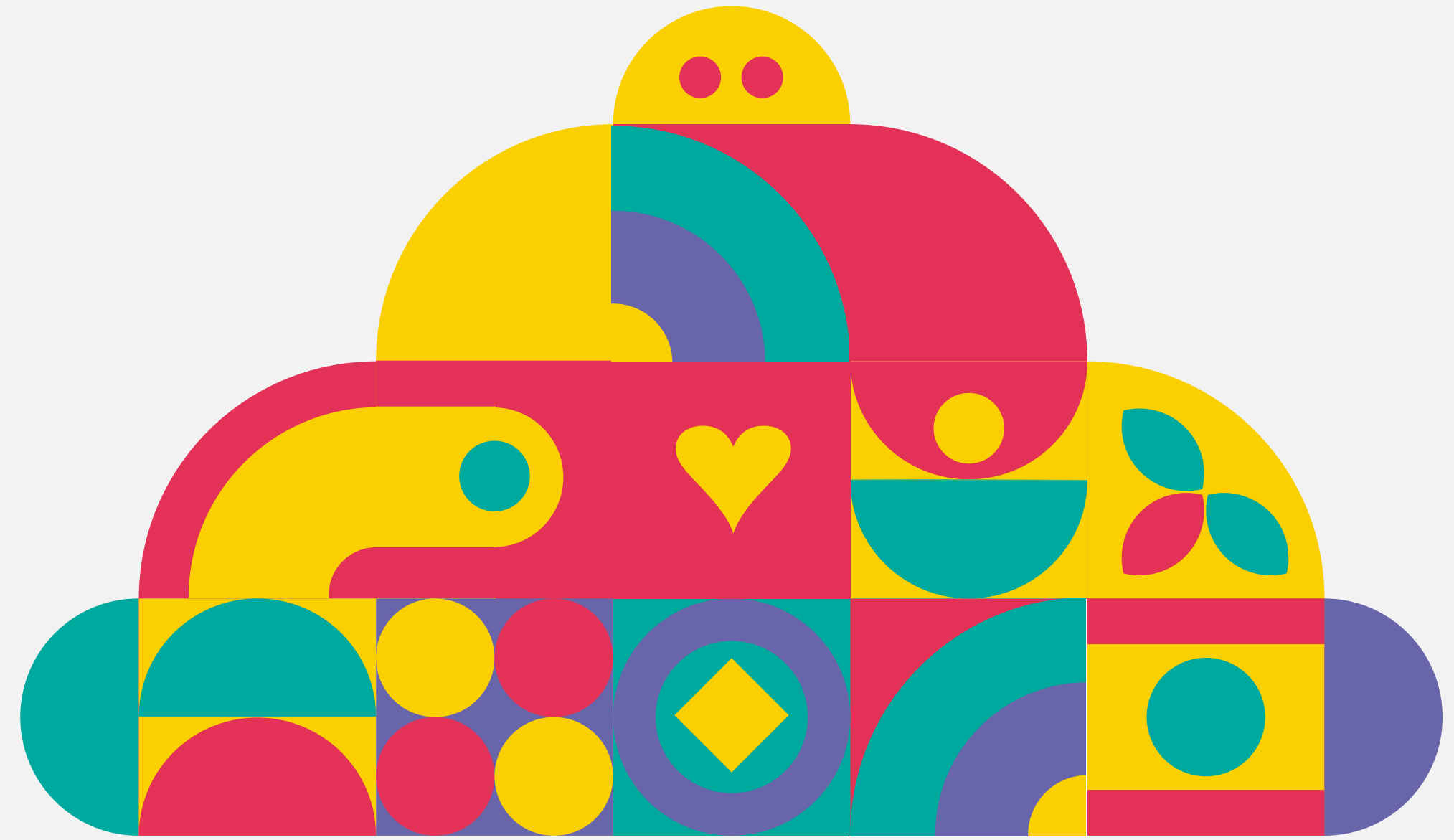
Do Photos Work with this design?

Thinking about the marketing requirements, we would like to add photography as an additional element in the branding suite. To tie the images in to the branding, we'd tone black and white images with an overlay of one of the brand colours as shown here: example of posters, or social media posts.

Do Photos Work with this design 2?

As before, but instead of a single colour tone, these are duotoned images using two colours from the palette each.

POSTER DETAILS

THIS IS A SPACE FOR POSTER DETAILS TO BE ADDED.

DATE:
01/08/21

LOCATION:
THE TRIANGLE

PLAY @ THE TRIANGLE

POSTER DETAILS

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DATE:
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PERFORM @ THE TRIANGLE

Typography

We chose a bold, friendly, simple, rounded font: Baruta Black.

This font to be used for headlines and poster text. However, as the font only has caps, we'd need to add an extra font for body text on longer documents.

POSTER DETAILS

THIS IS A SPACE FOR POSTER DETAILS TO BE ADDED.

DATE: 01/08/21

PLAY, MEET, PERFORM, CLIMB GROW,

GET DOWN TO THE TRIANGLE

THE SUBTITLES CAN ALSO BE BARUTA BLACK, SMALLER SIZE

We're switching to VAG Rounded for the body text as this has both uppercase and lowercase letters, is similarly rounded and friendly whilst being easy to read.

This is the thin version but there's also a **bold** and **black** version to highlight elements of the body text as shown.

More type

This font is big and bold enough to offer another way of combining text and image as shown here.

We've come up with a list of verbs for activities at the triangle:

GROW, MEET, PLAY, SHARE, CLIMB, PERFORM, BUILD RELAX.

I'm sure there are more!

GROW
AT THE TRIANGLE

PERFORM
AT THE TRIANGLE

LET'S MEET
AT THE TRIANGLE

Signage

Signage

Exploring this design as applied to the main building of the triangle. Some design to be applied to the back wall, but also vinyl designs for window (coffee cup logo and name).

TRIANGLE CAFE

Cafe - Selling Area 19,3m²

Storage 2,7m²

Accessible Toilet 5,3m²

TRIANGLE CAFE

Signage

SIGNPOSTING THE CAFE

SIGNPOSTING THE TOILETS

FREESTANDING SIGNPOST IDEA

The Logo

Up till now we've focussed on the tiling elements, signage, colours, typography and poster design... but we still need a logo.

There's no reason why we can't have multiple versions of the logo, as long as the look and feel is consistent, and this allows us to create variations of the logo for specific elements of the Triangle, like the climbing wall, or the Cafe.

Top Versions: Word Marque from Baruta font, no customisation.

Bottom: Word Marque using Baruta, but customised to convert the 'A' to a triangle.

Triangle as arrow directs people to 'The Triangle'.

Alternate logo

We won't show you all the different versions of the logo that we played with. This one is my second favourite, but I prefer the one above.

Alternate logo 2

The last version of the word marque to show you is this alternative design - all letters formed by combination of the core shapes.

Reminiscent of a child's toy - playful, fun and colourful.

Added details to keep this in the style as 'TRIANGLE'.

the TRIANGLE

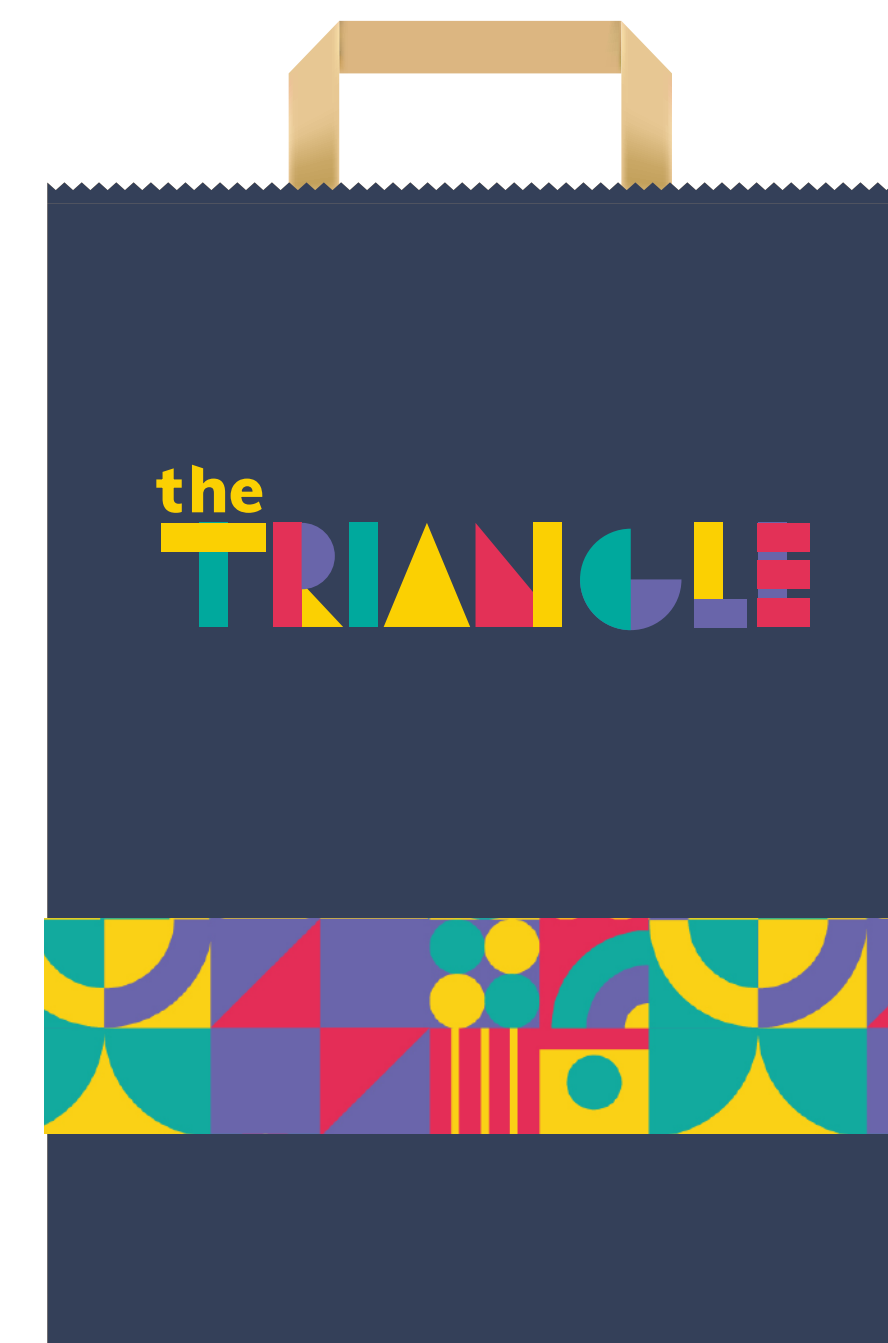Chunky, bold and fun lettering

Alternate logo 2

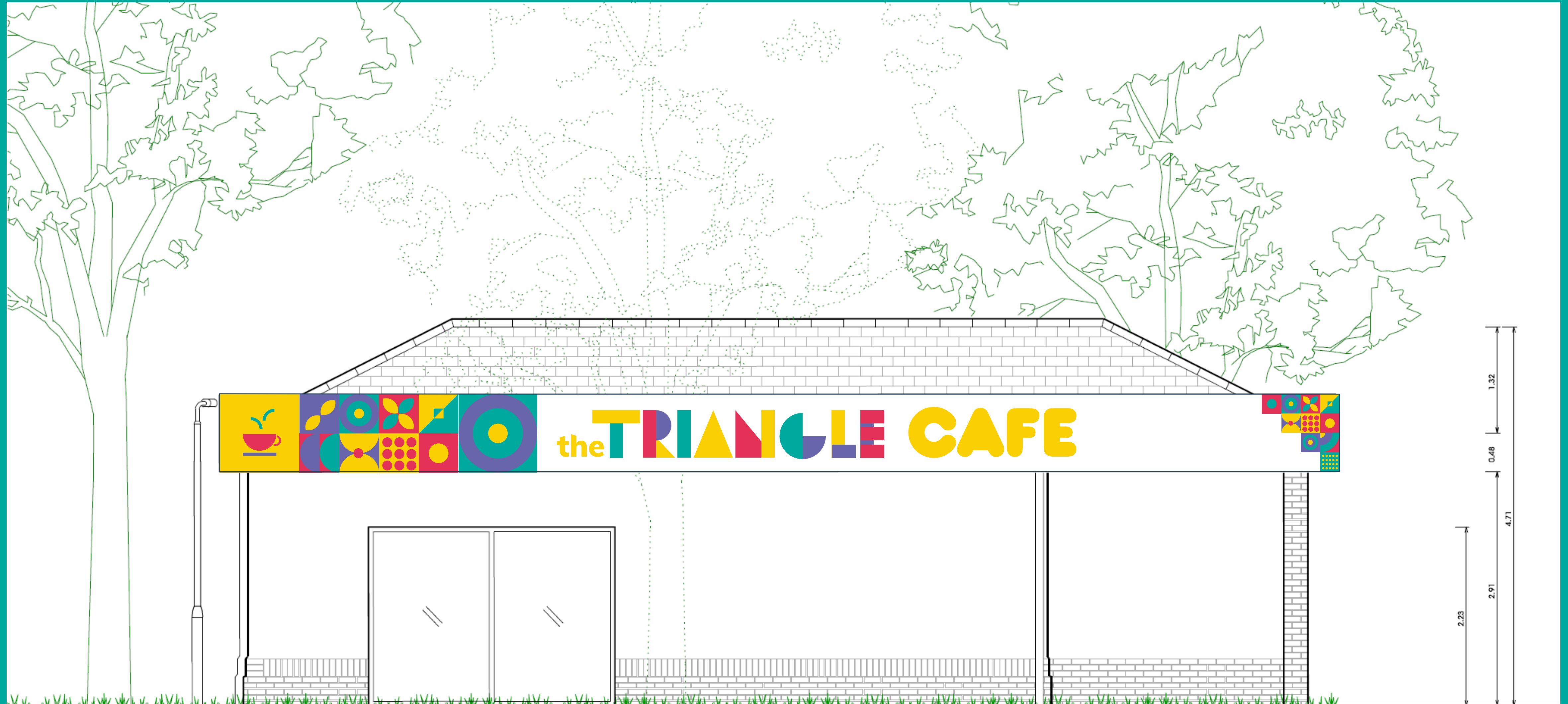Combining the word marque with the Tiles.

Alternate logo 2

Some applications of this design.

Signage

Exploring this design as applied to the main building of the triangle with the alternative word marque.

End of presentation

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