



Building new horizons for Sunridge

Construction management consultancy, Sunridge engaged Tandem Design to develop a new brand platform to position Sunridge for its next stage of development.

Scope

Visual Identity

Deliverables

Identity Creation

Visual Language

Design Toolkit

Implementation Services

Issue

Sunridge was initially intended to be a sideline consulting offering that in the space of 6 months developed into a serious business opportunity. Sunridge's management recognized the need to develop a strong brand image to fully realise future business opportunities.

Tandem Design was engaged to develop a brand platform that would be true to the companies straight-forward ethos; whilst being to manageable for a rapidly growing small business.

Solution

Working with Sunridge's principal, Tandem Design developed the notion of 'Trusted-Innovation', this became the driver of the new visual identity. This concisely expressed the extensive industry expertise of Sunridge principal; combined with a fresh approach to solving complex problems.

Sunridge's new wordmark blends stature with a contemporary look and feel. The gun-metal blue and slate grey colour palette delivers a fresh clean look. Supporting graphics are based on the 'S' character of Sunridge, expressing the innovative approach that Sunridge offers.

Result

Following the launch of the new identity Sunridge has been able to communicate with increased professionalism to new and existing clients. A new sense of pride emerges when presenting name cards. Tandem Design developed a brand toolkit to enable consistent expression of the identity as Sunridge expands.