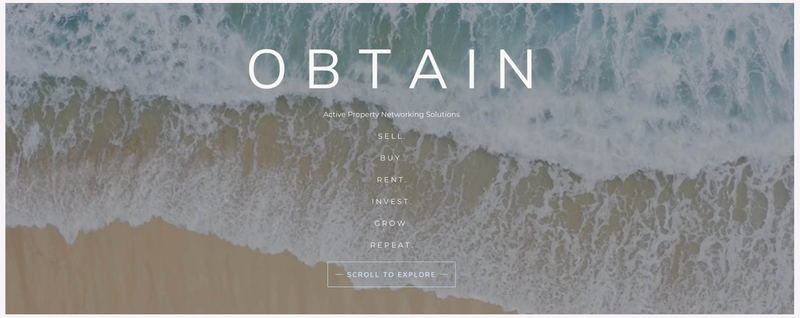
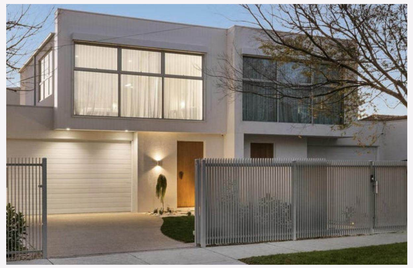
BUILDING THE IDENTITY FOR

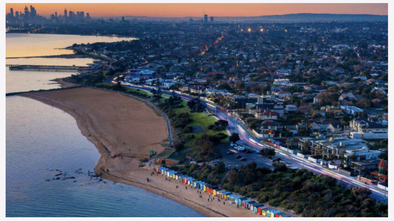
OBTAIN

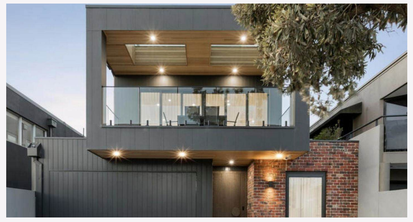
A NEW PROPERTY AGENCY

A NAME ABOUT SECURING PROPERTY, EXPRESSED THROUGH FORMS THAT FEEL BUILT, GROUNDED AND SHAPED BY THE BAYSIDE LIFESTYLE.









THE FEELING OF BAYSIDE

- THE MODERN HOME OF BAYSIDE
- FAMILY
- WATER
- MODERN FORMS THAT MEET NATURAL BEAUTY
- BREATHABLE
- BLENDING LIFESTYLES
- REDBRICK HOUSES
- EMERGENCE OF MODERN HOUSES USING SHARPER EDGES

THINGS TO AVOID

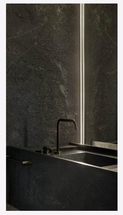
- ROOFS
- GENERIC LOGOS
- MULTIPLE COLOURS IN ONE LOGO
- LITE FONTS
- CORPORATE
- GRADIENTS
- CURSIVE

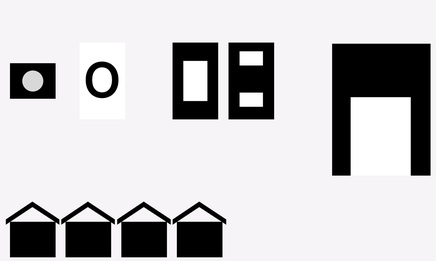
Bayside Brutalism

December 2022

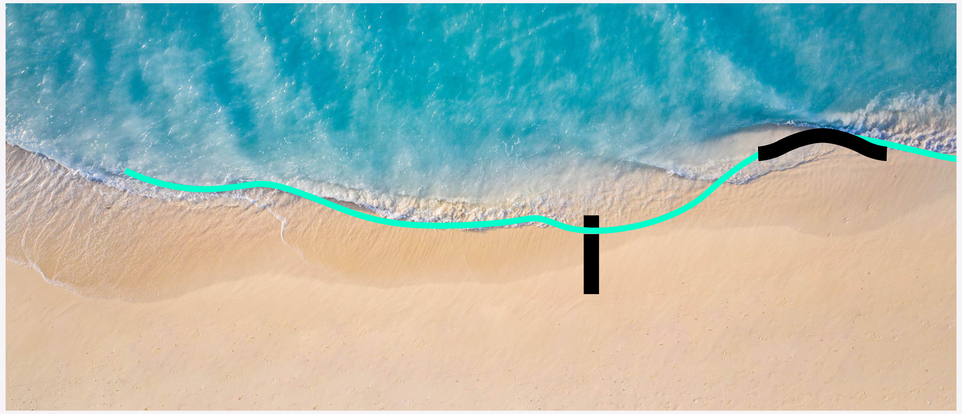
So there's a lot of New Brutalism around these days – this is a new house on Beaconsfield Parade Middle Park – my first reaction was, 'how about some windows' ?

Then I thought, we'll if that's the lounge room up top, then yes great views, and the other rooms below might be bedrooms, so don't need a view really, and you don't want passersby peering in…. But there's a lot of space behind those blank concrete walls. Media room ? Lap pool ? No garden, though there might be a courtyard behind. And it's not a bad bit of sculpture, lots of ins and outs …but overall a bit aggressively blank and dour. I'm told the architect is @robertsimeoniarchitects.



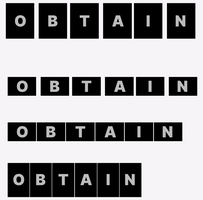


MODERN BAYSIDE LIVING, COMBING HERITAGE, STRUCTURE, CULTURE AND LIFESTYLE

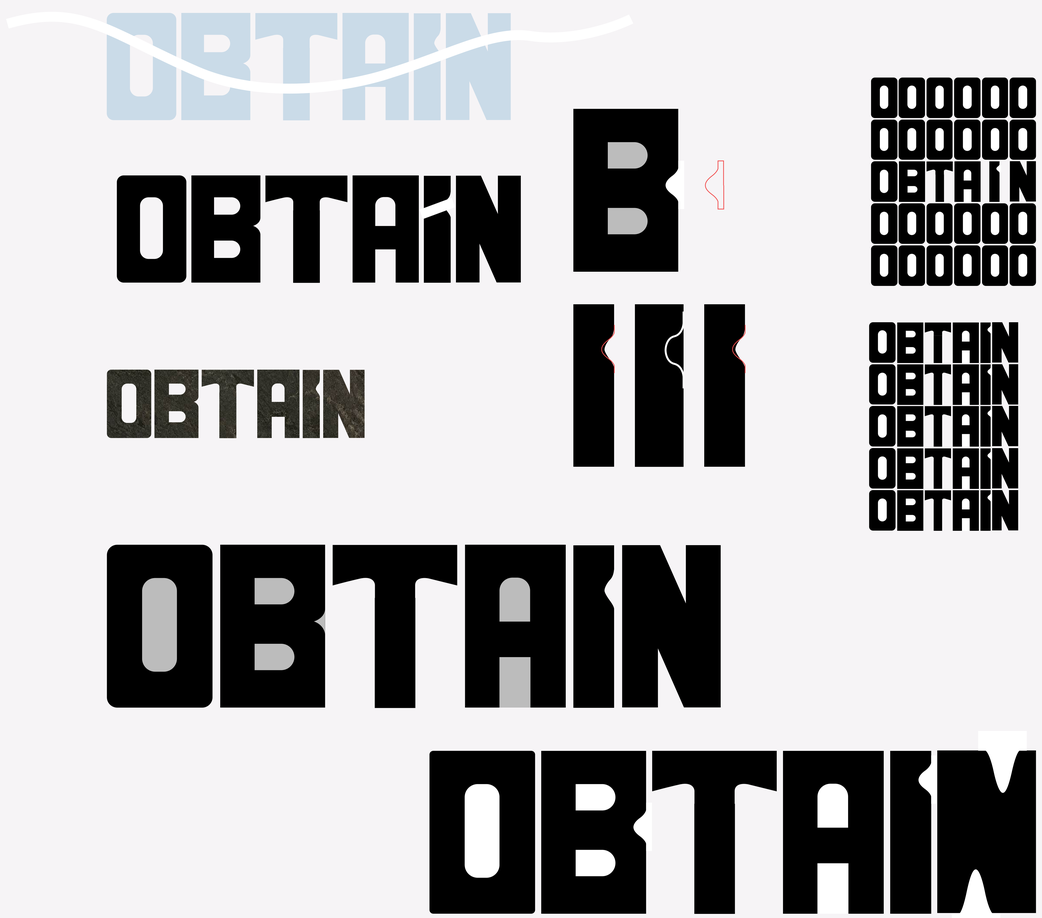


B and N optically need some work

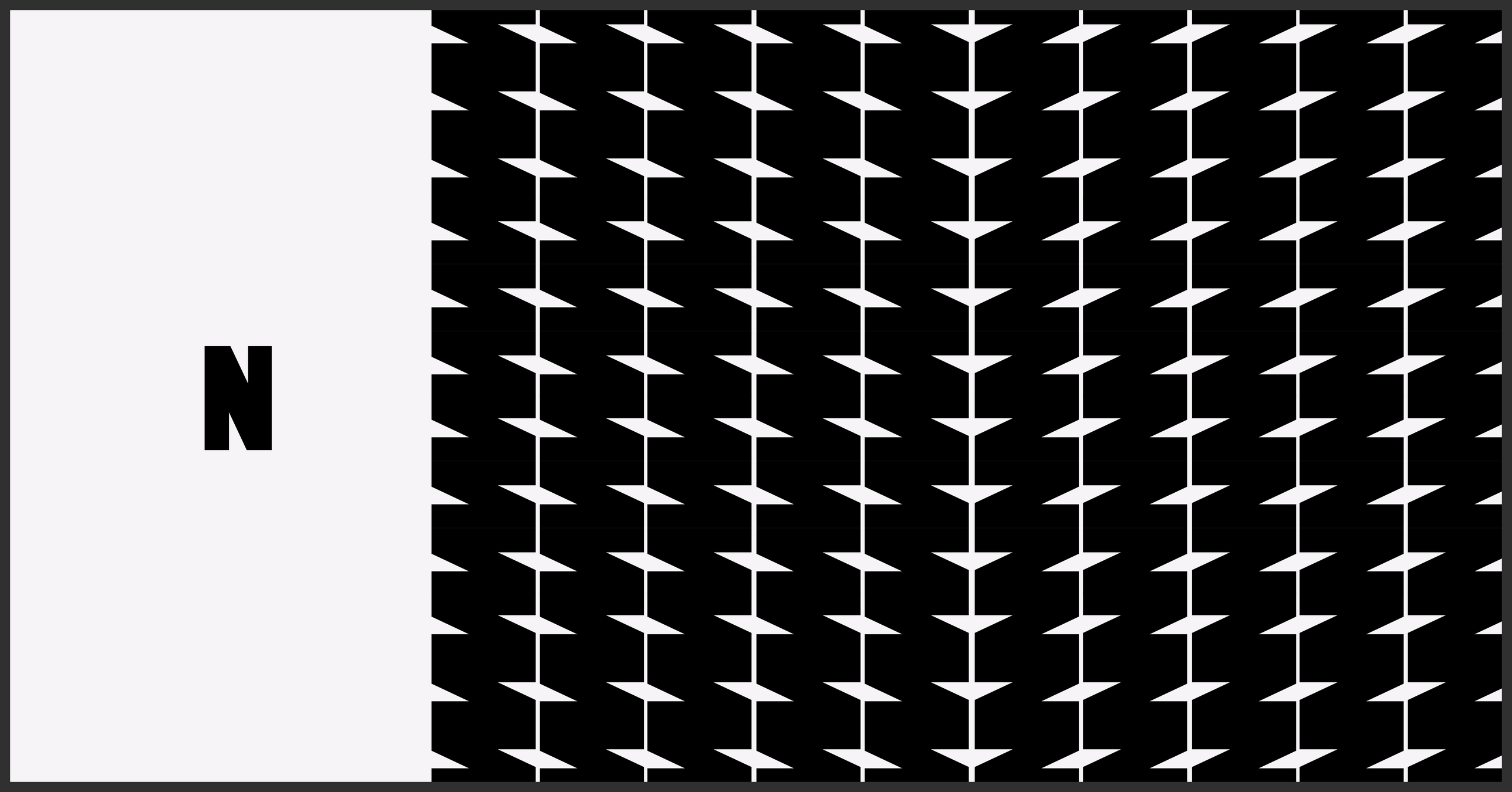
B is overpowering



EXPLORING LETTERFORMS IN THEIR SIMPLEST FORM, USING HEAVY ARCHITECTURAL STRUCTURES SOFTENED BY THE MOVEMENT OF WATER.



THE LETTERS O.B.T.A.I.N COMBINE THE PERMANENCE OF BRUTALIST ARCHITECTURE WITH THE MOVEMENT OF WATER.
HEAVY, STRUCTURAL LETTERFORMS COMMUNICATE TRUST AND STABILITY, WHILE FLUID CUTS PUSH THROUGH THE TYPOGRAPHY
SOFTENING, SHAPING AND DISRUPTING THE SOLID FORMS.


N

REFINING THE WAVE AND OVERALL LETTER FORMS

THE B AND A ARE NOW AROUND 20% NARROWER

Originally presented

Rounder edges

Reduced ‘B’ and ‘A’ by 20%

REFINING THE WAVE AND OVERALL LETTER FORMS

Bayside INK

Coastal Sea

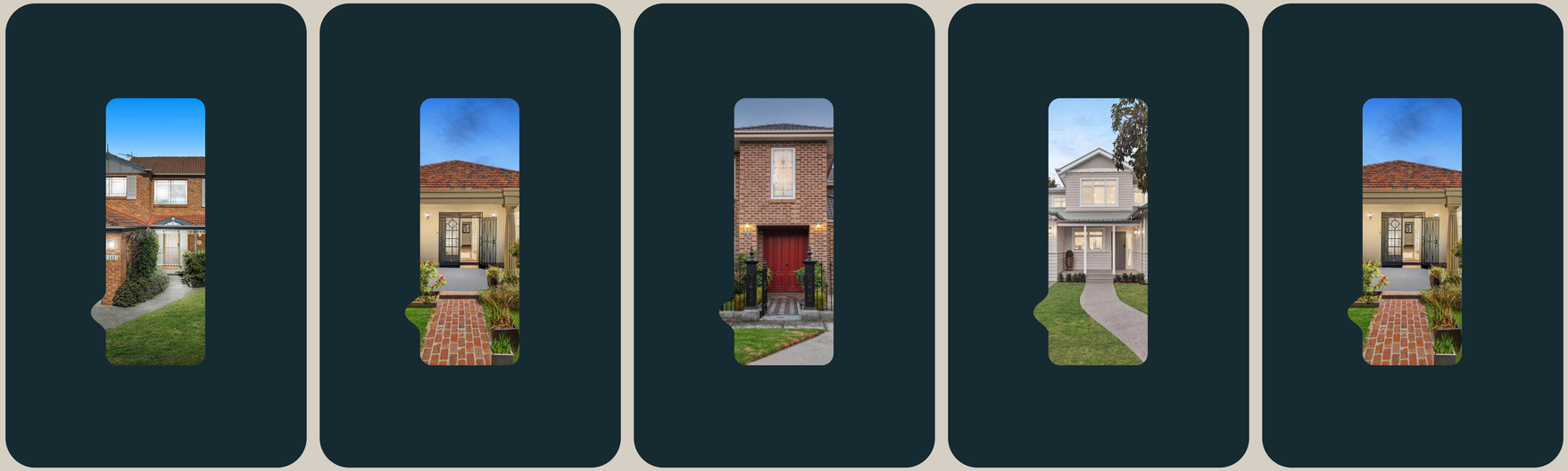
Sand Dune

Sand

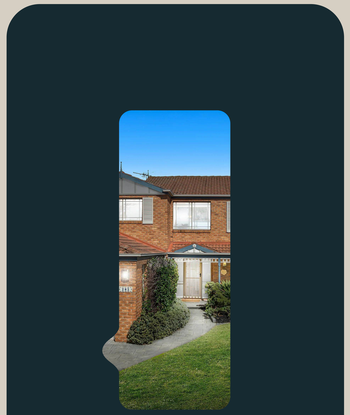
Raw Concrete

Red Brick

AN EXPLORATION OF COLOUR INSPIRED BY THE BAYSIDE LIFESTYLE



AN EXPLORATION OF THE LETTER 'O' TO CREATE AN IDENTITY



OBTAIN

IT'S NOT JUST PROPERTY ITS PEOPLE

AN EXPLORATION OF THE LETTER 'O' TO CREATE AN IDENTITY

3/143 Weatherall Road, Cheltenham, Vic 3192

2 1 3 • Unit

$760,000 - $830,000

Price guide details

James
+61 012569869

OBTAIN
IT'S NOT JUST PROPERTY ITS PEOPLE

LOGO PLACEMENT TEST FOR A PROPERTY ADVERTISEMENT

OBTAIN
IT'S NOT JUST PROPERTY ITS PEOPLE

FIRST ROUND OF FEEDBACK

WE WERE HOPING TO EXPLORE SOMETHING A LITTLE SOFTER AND MORE ROUNDED. WOULD IT BE POSSIBLE TO SEE THIS CONCEPT WITH A MORE ROUNDED FONT, PARTICULARLY THROUGH THE LETTERING OVERALL?
WE BOTH REALLY LIKE THE **WINDOW CONCEPT** INCORPORATED INTO THE "**O**" AS WELL AND WOULD DEFINITELY LIKE TO KEEP EXPLORING THAT IDEA.

WE'RE HOPING THE COMBINATION OF THE **ROUNDED FONT AND THE WINDOW DETAIL** WILL GIVE THE LOGO A MORE APPROACHABLE, FEEL WHILE STILL LOOKING PROFESSIONAL.

BERGAN SANS

OBTAIN

SF COMPACT

OBTAIN

BIBROZE

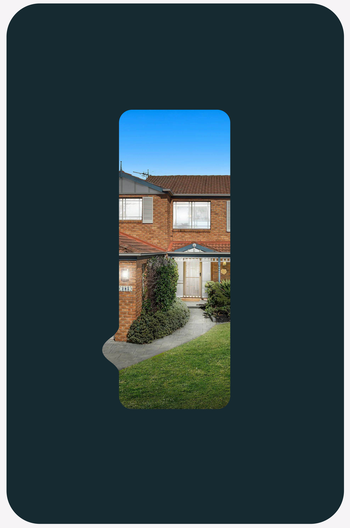
OBTAIN

GR NORCH

OBTAIN

ALAN SANS

OBTAIN



THIS IS A CONTINUATION OF THE CONCEPT EXPLORING OTHER OPTIONS USING GENERIC TYPEFACES.

OBTAIN

OBTAIN

OBTAIN

O

OBTAIN

THIS IS A CONTINUATION OF THE CONCEPT EXPLORING OTHER OPTIONS USING GENERIC TYPEFACES.

O
N
O

CARACTERES EN BOIS. - H.-W. CASLON & Cie, 35, RUE JACOB, PARIS

Classe N. N° 205. — 4 Cicéros. 0 fr. 15
Gentleman18
Classe N. N° 205. — 5 Cicéros. 0 fr. 16
ROMAINE
Classe N. N° 205. — 8 Cicéros. 0 fr. 20
FRAIS
Classe N. N° 205. — 12 Cicéros. 0 fr. 30
GOS
Classe N. N° 238. — 4 Cicéros. 0 fr. 15
Reduction 52
Classe N. N° 238. — 6 Cicéros. 0 fr. 16
CHARGE
Classe N. N° 238. — 10 Cicéros. 0 fr. 25
ROSE

Ces caractères comprenant dans tous les corps les capitales, le bas de casse et les chiffres. — Voir les prix à la première page.

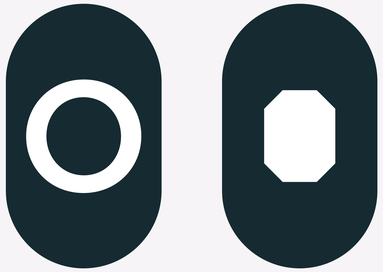
Classe L. N° 119. — 4 Cicéros. 0 fr. 15
Petit Concert 638
Classe L. N° 119. — 6 Cicéros. 0 fr. 16
PLAISANTE
Classe L. N° 119. — 10 Cicéros. 0 fr. 23
CHAISE
Classe L. N° 119. — 12 Cicéros. 0 fr. 25
MOGS
Classe L. N° 119. — 15 Cicéros. 0 fr. 30
MAIS

Classe Q. N° 120. — 8 Cicéros. 0 fr. 30
RO
Classe O. N° 52 — 3 Cicéros. 0 fr. 16

ÁÂÂÄÀÅÃÆBCÇDÐE
ÉÊËÈFGHIJÍÎÏÌIJKMN
ÑOÓÔÖÒØÕŒÞQRS
ŠTUÚÛÜÙẂŴẄỲY
ÝŶŸỲZÆŒÞßI2345
67890..:;...!··*#/\-—

OBTAIN

OBTAIN OBTAIN
OBTAIN OBTAIN



OBTAIN

OBTAIN OBTAIN

THIS IS A CONTINUATION OF THE CONCEPT EXPLORING A MIX OF A 1920’S TYPEFACE WITH MODERN CURVES.

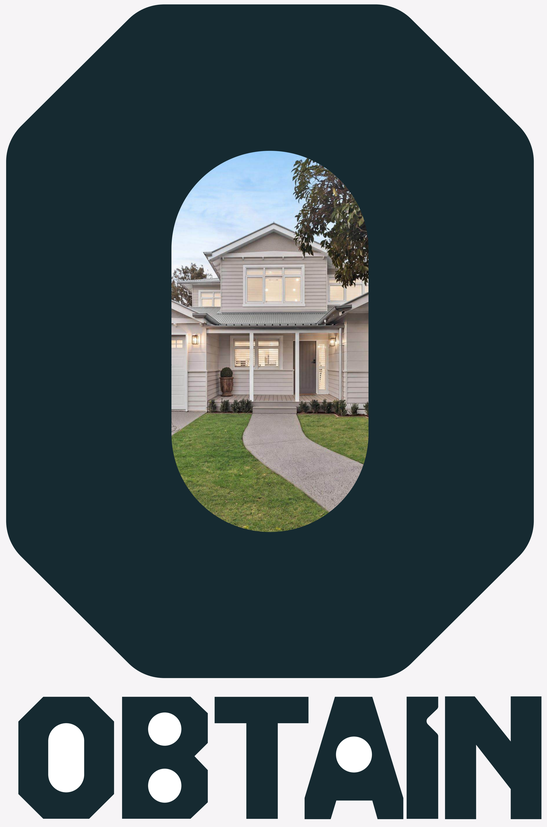
OBTAIN

IT’S NOT JUST PROPERTY ITS PEOPLE

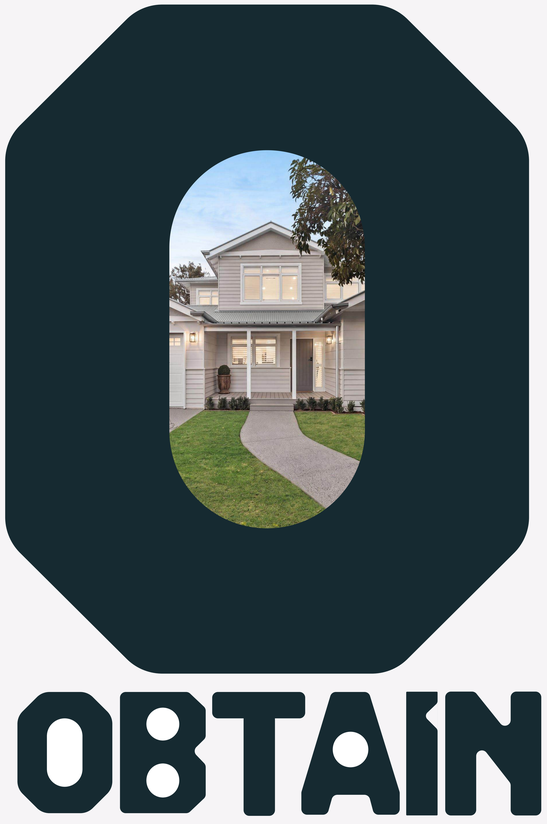
OBTAIN

IT’S NOT JUST PROPERTY ITS PEOPLE

THIS IS A CONTINUATION OF THE CONCEPT EXPLORING A MIX OF A 1920’S TYPEFACE WITH MODERN CURVES.

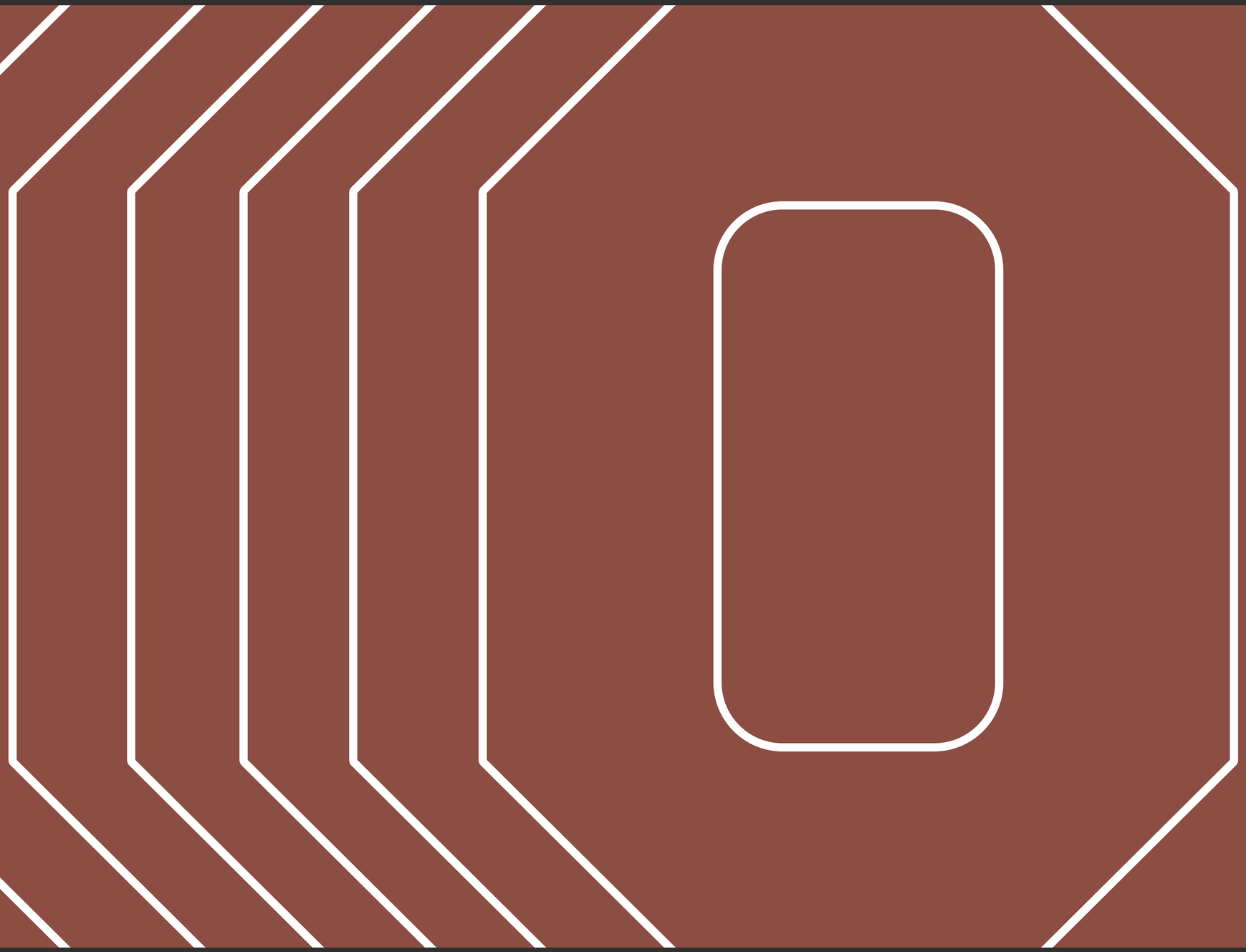


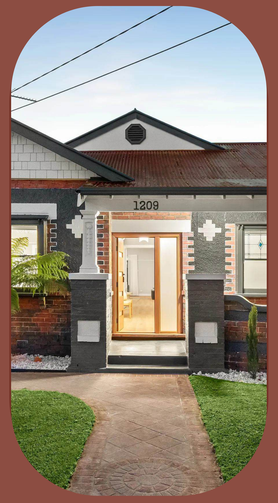
1. SHARP EDGES



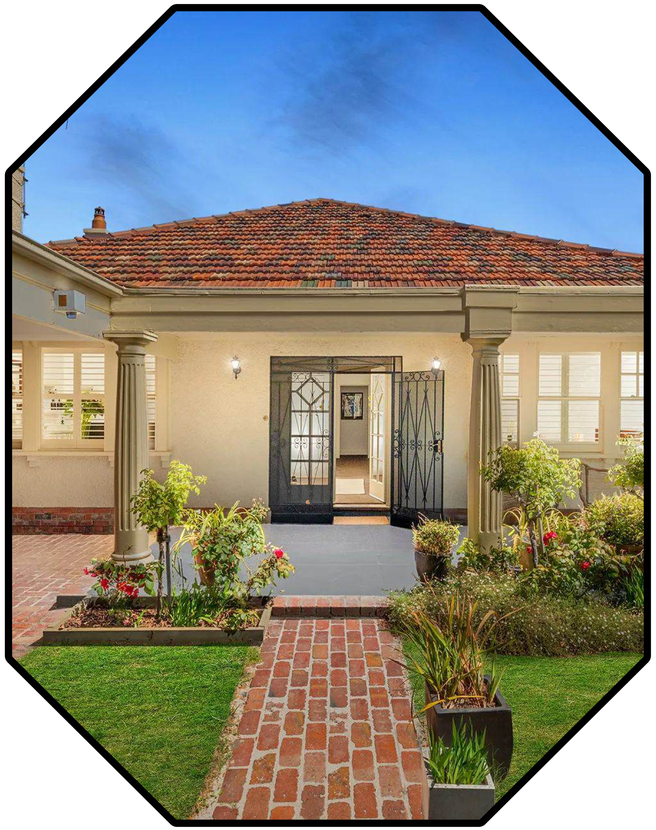
2. ROUND EDGES

THIS IS A CONTINUATION OF THE CONCEPT EXPLORING THE OBTAIN IDENTITY





THIS IS A CONTINUATION OF THE CONCEPT EXPLORING THE OBTAIN IDENTITY



OBTAIN

IT’S NOT JUST PROPERTY ITS PEOPLE

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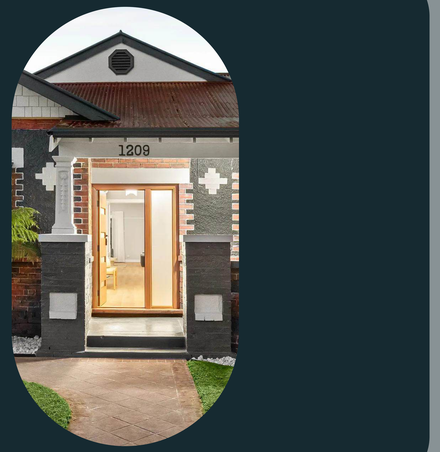
THIS IS A CONTINUATION OF THE CONCEPT EXPLORING THE OBTAIN IDENTITY



THIS IS A CONTINUATION OF THE CONCEPT EXPLORING THE OBTAIN IDENTITY

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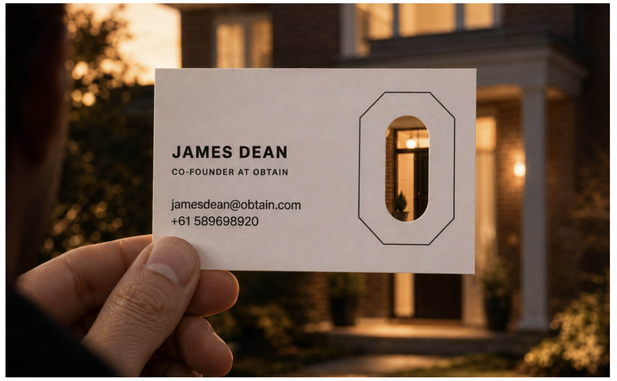


THIS IS A CONTINUATION OF THE CONCEPT EXPLORING THE OBTAIN IDENTITY

AD CAMPAIGN CONCEPT

OBTAIN

ORIGINALLY PRESENTED

OBTAIN

NEW AND REFINED

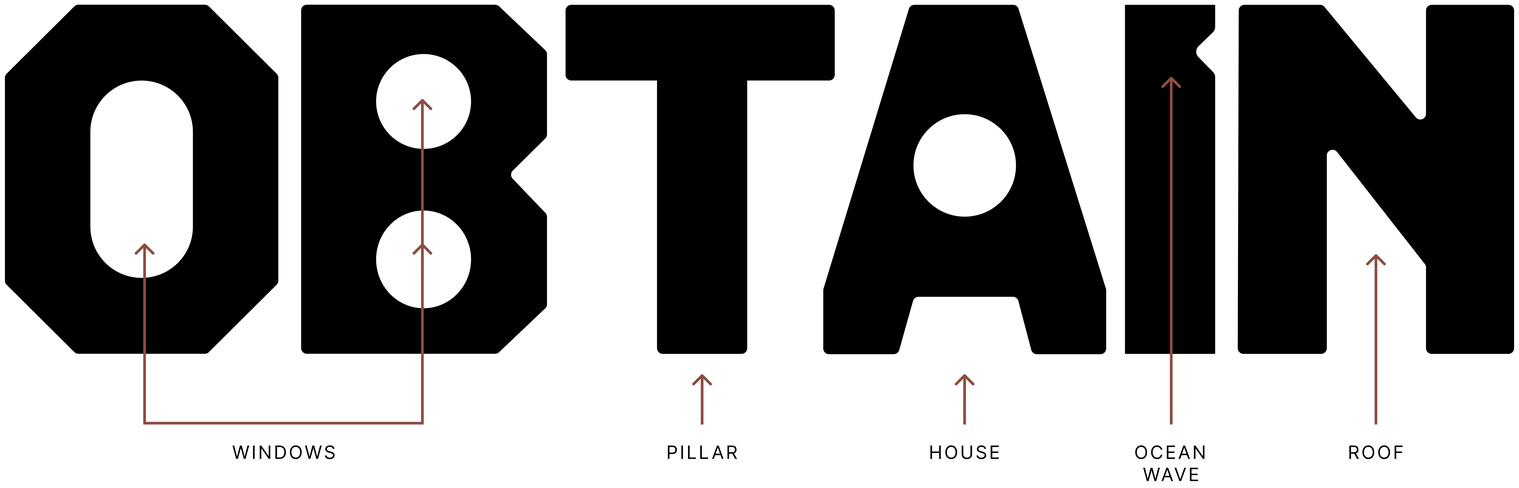
SIDE BY SIDE LOGOS

OBTAIN

ORIGINAL (NEW AND REFINED)

ROUGHLY 20% THINNER

SIDE BY SIDE LOGO OPTIONS



LOGO IDENTITY

OBTAIN

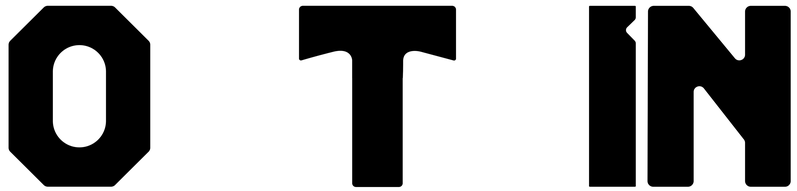
A BETTER VIEW OF PROPERTY

FINAL LOGO ROUND 2

SECOND ROUND OF FEEDBACK

VISUALLY IT'S ALMOST THERE WITH A FEW CHANGES FOR THE LETTERS '**B,T,A**' LETS SEE THOSE LETTERS WITHOUT THE CIRCLES (WINDOWS) AND REDESIGN THEM TO LOOK MORE LIKE THE 'O' USING THE INSIDE SHAPE. LET'S USE THE '**T' FROM THE LOGO VERSION.**

COLOURS TO KEEP CAN BE THE BAYSIDE BLUE, AND TWO NEW INTRODUCED COLOURS WE WORKED ON DURING THE PRESENTATION. A SOFT DEEP **MUTED PINK/RED AND A TEAL BLUE.**



LOGO PHASE 3, EXPLORING THE NEW LETTERS IN CONJUNCTION WITH THE PHASE 1 LOGO LETTER ‘T’

OBTAIN

ROUND 2 LOGO

OBTAIN

NEW CONCEPT (ROUND 3)

LOGO PHASE 3, EXPLORING THE NEW LETTERS IN CONJUNCTION WITH THE PHASE 1 LOGO LETTER ‘T’

OBTAIN

PHASE 3 LOGO (STRAIGHT EDGES)
THIS WILL BE REFINED ONCE WE BUILD THE ENTIRE ALPHABET

OBTAIN

PHASE 3 LOGO (CORNER RADIUS OF ABOUT 15)

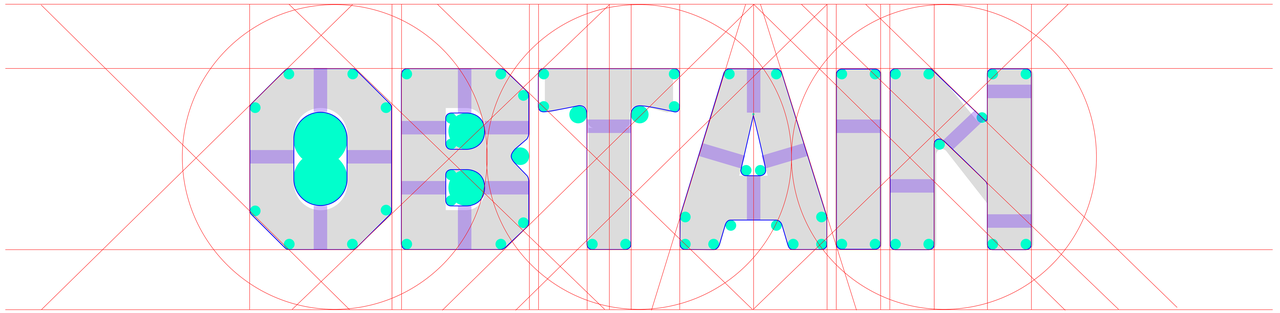
LOGO PHASE 3, EXPLORING THE NEW LETTERS IN CONJUNCTION WITH THE PHASE 1 LOGO LETTER ‘T’

PHASE 3 LOGO (STRAIGHT EDGES)
KURNING TEST

PHASE 3 LOGO (ROUND EDGES)
KURNING TEST

PHASE 3 LOGO REFINED

LOGO PHASE 3, TESTING THE KURNING FOR EACH LETTER



OBTAIN

THIS IS THE OPTICAL REFINEMENT STAGE, BALANCING EACH LETTER BY EYE RATHER THAN RELYING PURELY ON MATHEMATICAL MEASUREMENTS. ONCE THE CORE OBTAIN FORMS FEEL CONSISTENT AND RESOLVED, THEY'LL BE REBUILT AS MASTER GLYPHS AND EXPANDED INTO THE COMPLETE TYPEFACE.

OBTAIN

REAL ESTATE

LOGO PHASE 3, TESTING THE KURNING FOR EACH LETTER

BAYSIDE INK

RGB HEX #172B31
CMYK C53 · M12 · Y0 · K81
PANTONE 546 C

RAW CONCRETE

RGB HEX #D6D8DC
CMYK C3 · M2 · Y0 · K14
PANTONE COOL GRAY 1 C

COASTAL BLUE

RGB HEX #A2C4DD
CMYK C27 · M11 · Y0 · K13
PANTONE 543 C

RED BRICK

RGB HEX #A65656
CMYK C0 · M48 · Y48 · K35
PANTONE 7523 C

IDENTITY COLOURS REFINED

LOGO PHASE 3, LETTER ‘O’ IDENTITY

OBTAIN

A BETTER VIEW OF PROPERTY

IDENTITY COLOURS REFINED

OBTAIN

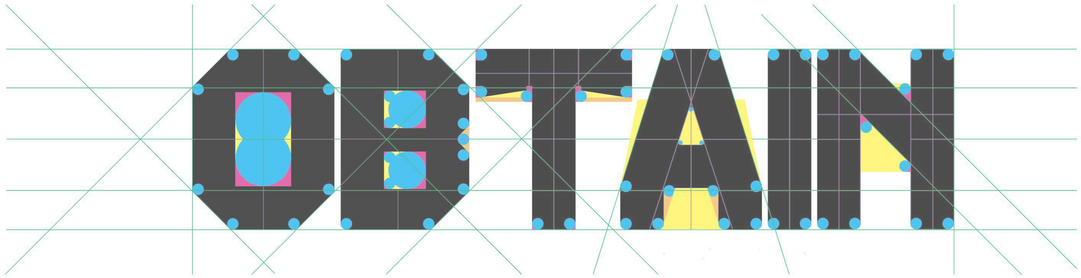
A BETTER VIEW OF PROPERTY

IDENTITY COLOURS REFINED

NEXT STEPS

ONCE THIS GETS THE GO-AHEAD, I'LL RECREATE EACH LETTER PROPERLY IN ILLUSTRATOR AND THEN BUILD THE FULL TYPE SYSTEM IN **GLYPHS**, DEVELOPING IT INTO AN **A–Z CHARACTER SET.**

THAT PROCESS WILL LET ME REFINE THE **KERNING, SPACING, EDGES, CURVES AND INTERNAL SHAPES** SO EVERYTHING FEELS OPTICALLY BALANCED AND CONSISTENT. THE OVERALL LOOK OF THE LETTERS WON'T CHANGE DRAMATICALLY, IT'S MORE ABOUT TAKING THE CURRENT DESIGN AND POLISHING IT INTO A PROPERLY CONSTRUCTED, PROFESSIONAL TYPEFACE SYSTEM.



OBTAIN

REAL ESTATE

I REBUILT EACH LETTER IN ILLUSTRATOR USING A CONSISTENT SYSTEM OF CURVES, ROUNDED EDGES AND PROPORTIONS.

THE LETTERS WERE THEN OPTICALLY BALANCED BY REFINING THEIR SPACING, COUNTERS AND OVERALL SOLID MASS.

THIS CREATED A CLEAN MASTER WORDMARK READY FOR FINAL PRODUCTION AND DEVELOPMENT INTO A CUSTOM TYPEFACE.

OBTAIN

REAL ESTATE

MASTER LOGO

OBTAIN

REAL ESTATE

MASTER LOGO

OBTAIN

REAL ESTATE

MASTER LOGO

OBTAIN

REAL ESTATE

MASTER LOGO V2, CLIENT ALSO WANTED A VERSION WITH THE OCEAN WAVE ‘I’

STYLE GUIDE

MASTER LOGO

OBTAIN

BLACK ON WHITE

OBTAIN

WHITE ON BLACK

OBTAIN

COASTAL BLUE ON BAYSIDE INK

OBTAIN

RED BRICK ON BAYSIDE INK

MASTER COLOURS

BAYSIDE INK (BRAND)

RGB HEX CODE - #172B31
PANTONE 546 C
CMYK - C53 / M12 / Y0 / K81

RAW CONCRETE (SECONDARY BRAND)

RGB HEX CODE - #D6D8DC
PANTONE COOL GRAY 1C
CMYK - C3 / M2 / Y0 / K14

COASTAL BLUE (ACCENT)

RGB HEX CODE - #A2C4DD
PANTONE 543 C
CMYK - C27 / M11 / Y0 / K13

RED BRICK (ACCENT)

RGB HEX CODE - #A65656
PANTONE 7523 C
CMYK - C0 / M48 / Y48 / K35

CORPORATE IDENTITY, BUSINESS CARD (PHASE ONE)

JOHN RICHARDSON
CEO & FOUNDER
johnrichardson@obtain.com
+61 425789693

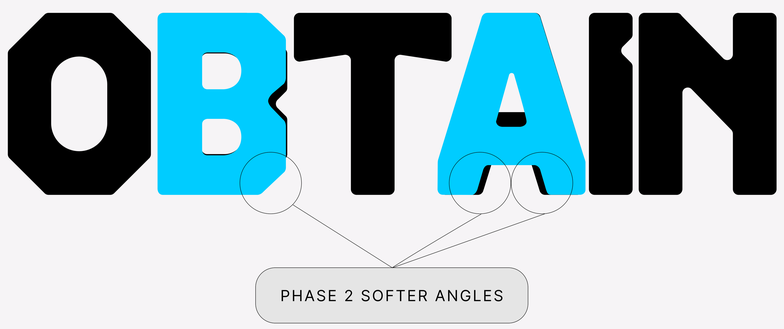
OBTAIN

CORPORATE IDENTITY, EMAIL SIGNATURE (PHASE ONE)

JOHN RICHARDSON
CEO & FOUNDER
johnrichardson@obtain.com
+61 425789693

CORPORATE IDENTITY, LETTER 'O'

OBTAIN



OVERLAY OF THE PHASE 2 LOGO (BLUE-PHASE2, BLACK-PHASE3)

CLIENT PREFERS THE SOFTER ANGLES OF THE LETTERS B & A

OBTAIN

PHASE 3 FINAL LOGO PRESENTED

OBTAIN

LETTERS **B** & **A** HAVE BEEN PULLED FROM PHASE 2 LOGO

CLIENT PREFERS THE SOFTER ANGLES OF THE LETTERS B & A

OBTAIN

REAL ESTATE

CLIENT PREFERS THE SOFTER ANGLES OF THE LETTERS B & A