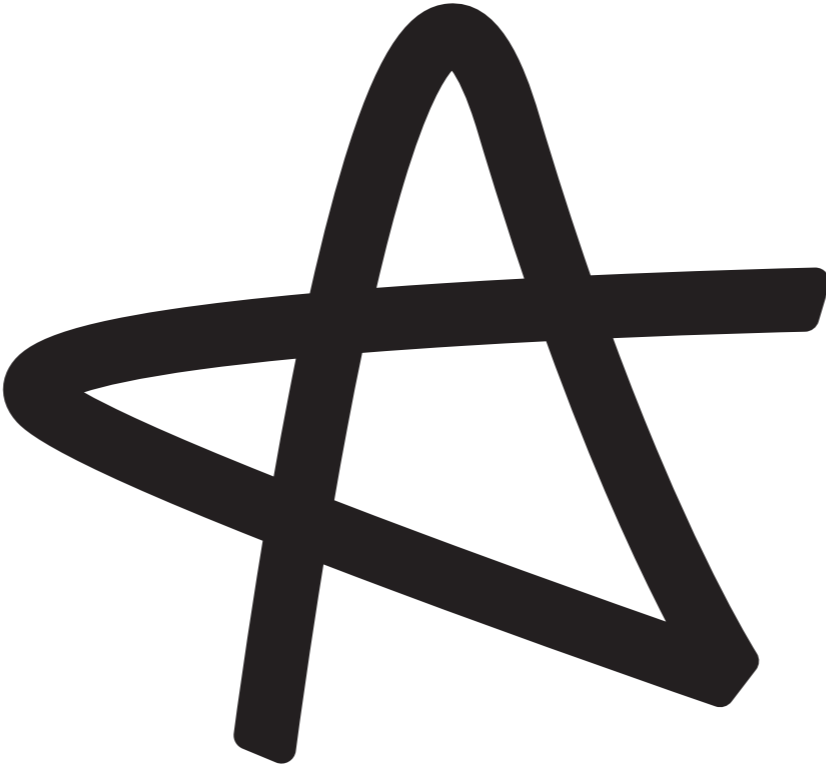




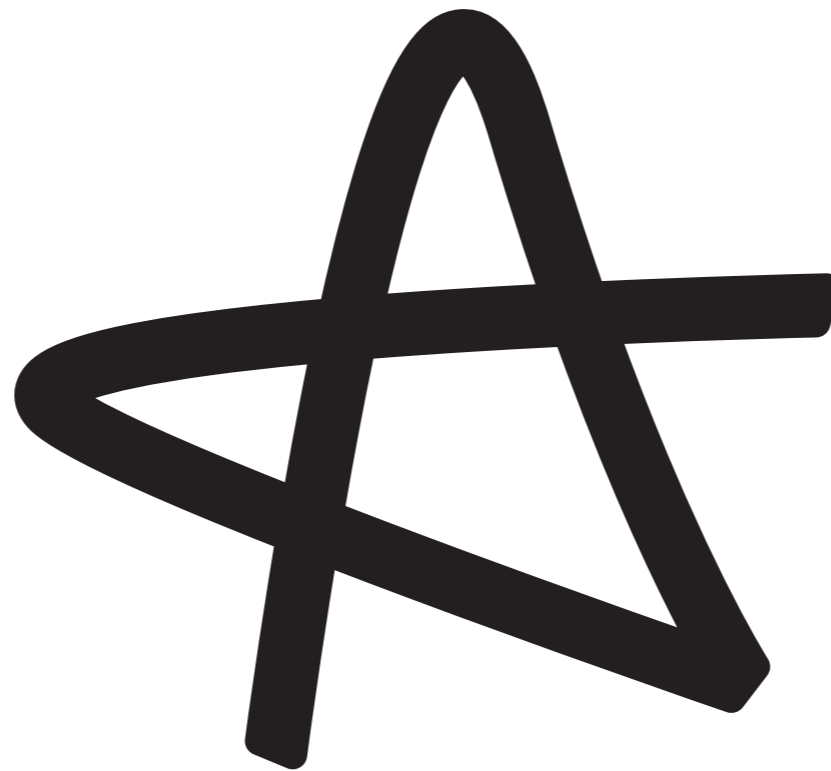
Synonymous with optimism and quality, we started the design process with an icon around the shape of a star. As a visual metaphor for 'dreaming big' and fulfilling potential, stars have an immediate and recognisable association with 'doing good' – something that is more than relevant when it comes to Abrik.



With the aim of creating an icon unique to Abrik, we began exploring the idea of combining the star with the initial 'A'. We liked how this created a more abstract and ownable form whilst retaining the meaning held within the star shape.



Taking the rigid shape, we wanted to introduce a softer, more human and personable appearance. For an organisation built around people (staff and clients) it was appropriate to utilise a hand-drawn style. This evokes a sense of humanity and a 'personal touch' whilst reflecting a strong, resilient and confident personality.



The completed marque is bold and impactful, with a strong sense of quality, purpose and personality. Its 'sketched' nature evokes a sense of dynamism and movement whilst reflecting a people-centric organisation.



'A' for Abrik

We are proud of what we do and the quality of service we provide.



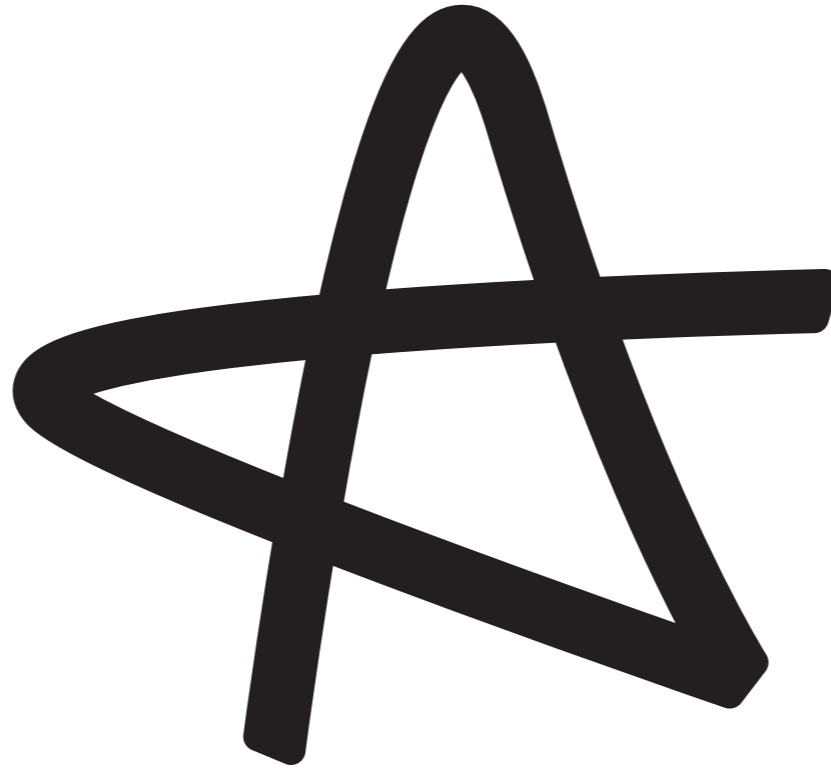
Fulfilling potential

The star found in our logo reflects our positive mission and the potential of our staff members.



Human

The 'hand-drawn' nature of our logo reflects the human ethos of our brand. This demonstrates the individuality of our staff and our personal touch with clients.



Empathy

Subtle heart shape contained within the logo demonstrates our empathetic/caring nature



Pathways

The single continuous line reflects the unique 'journeys' that our staff have taken/are embarking on.



Community

The intertwined nature of our logo shows our commitment to, and belief in, building community.

Abrik

Designed to work in conjunction with the icon, we crafted a strong, bold and impactful wordmark. The extended nature of the letterforms give the wordmark a dependable, reliable appearance.



The marque and wordmark combine to form a bold, unified logo. Overall, the logo has a human, purpose-driven personality without feeling overtly 'charity'. This solution sets Abrik apart whilst still feeling very much a part of the construction industry.

 **Abrik**

 **Abrik**



Abrik



Abrik

ing Services

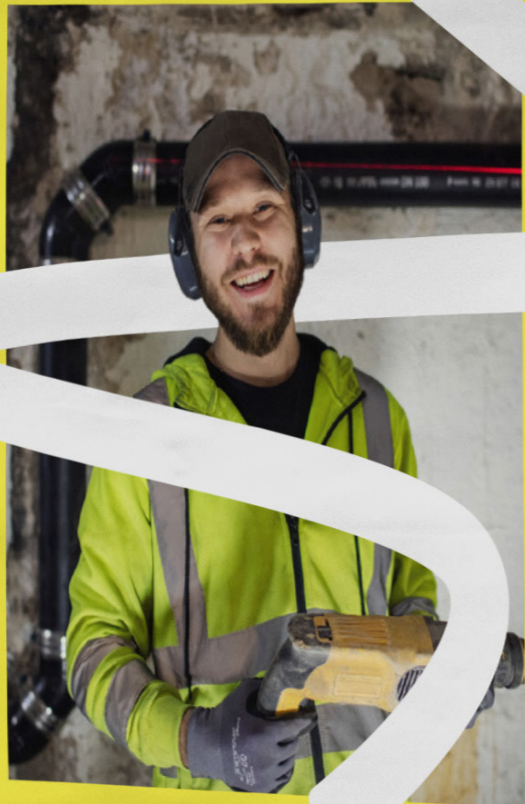
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
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