HOLLIDAY DEVELOPMENT
LOGO PRESENTATION

L+R
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ABOUT THIS DOCUMENT

Holliday Development has built a strong reputation as an industry leader, innovating thousands of housing developments for entrepreneurs, artists, and businesses for over 20 years.

HD has taken some of the Bay Area’s most complex real estate and brought it to life. At this time they are looking to evolve their visual presence to align with the next phase in their successful journey.

This document showcases 4 strategic logo directions that feature a logo mark lock up, a range of brand elements, colors, patterns, and brand drivers that will guide Holliday Development into the future.
For over 20 years Holliday Development has been innovatively housing thousands of residents, entrepreneurs, artists, and businesses.

By building vibrant mixed-use communities that are sustainable and cutting edge, Holliday Development has taken root of the Bay Area’s most complex real estate and brought it to life.

Now at its strongest with over 20 years of experience, the best is still to come.

West Oakland on track for change

Rick Holliday has been interested in West Oakland since he was a city planning student at UC Berkeley in 1975. “Rick, it’s all going to be West Oakland,” he remembers a professor telling him then about the nonexistent area in the shadow of the elevated Cypress Freeway. “It's minutes... [learn more]
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CONCEPT 1

Contemporary Evolution

The current brand for Holliday Development has visual associations with those who know the brand. With this concept, a few simple modifications have been made to tighten up the brand system. A font and color pallete, have also been introduced to pair with the subtle, yet strong mark. The less saturated colors allow for project imagery, photos and renderings, to shine through to show the story of Holliday Development’s impact.

BRAND DRIVERS
Reliability
Functionality (multi-function)
Insight Driven
Creativity
CREATIVITY
DEDICATION
SOLUTIONS
CONCEPT 2

Progressive & Technical

A push towards a unique mark that embodies the trajectory of Holliday Development. This concept, can begin to communicate the company’s undeniable ‘finger on the pulse’ when it comes to understanding new living environments that are responses to the next generation’s wants and needs. The use of the “zero” is a graphical element that can be used to show the duality of such pertinent concepts as what makes a project go from an idea to a reality. The colors chosen are bold, as a way to support the brand’s presence in whichever environment it is placed.

BRAND DRIVERS
Foreward Thinking
Bold
Calculated
Technical
HOLLIDAY DEVELOPMENT

CREATIVITY / DEDICATION
CONCEPT 3

Eloquent Icon

Distilling down the essence of Holliday Development to a dedicated source for innovation, and a legacy of innovation and success, this concept simply uses structural components to frame the HD abbreviation. Along with a full logo lock up, this concept leads with a badge-like icon to represent the Holliday Development DNA where ever it is displayed. A colorful palatte will also allow the brand to visually categorize specific industries of interest, focus areas and philosophies.

BRAND DRIVERS
Intelligence
Dynamic
Solution-oriented
Clean
CONCEPT 4

Reimagined

With a clean slate, this concept brings a new take on the Holliday Development brand as a departure from its past. Representing a large step in its growth and new phase in its success. Introducing a slew of design elements to be applied in the many new projects and developments that will continue to expand the business. A simple and clever typemark is the keystone of the brand with a 4 hue color palette to be used sparingly to segment the offerings of the organization in a clear and concise way.

BRAND DRIVERS
Community
Personality
Drive
Prowess
holliday
development
THANK YOU

If you have any questions please feel free to reach out to:
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