

NFD

Interior Design
+ Planning

Option 1

Contemporary and engaging. This identity distinguishes itself with custom lettering, without sacrificing legibility. The custom initials, inspired the typeface DIN medium, mimics lines of an interior blueprint. The lines and angles can also be expanded upon and used as a brand element. The text below the logo consists of the typeface DIN light, which was chosen for its sharp and sophisticated appearance.



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Option 2

High-end and minimal. This clean and approachable identity emphasizes the sharp attention to detail a client will receive when working with the NFD team. The gap in the initials and/or mark represents the client's space, which is where the experience of the team (NF) and the principles of design (D) meet. The typefaces selected are DIN bold and DIN light.



Option 3

Custom initials paired with a distinct mark. The mark represents the arrangement of space to make it visually cohesive. The initials are custom designed with serifs in select areas to appear as the lines of a blueprint. The text below the logo for the tagline is droid sans.