



### **Option 1**

This mark conveys precision, function, and flow. The two angled brackets represent appliances, table tops, or other restaurant equipment. The line in-between the two brackets represents the streamlined flow NSD creates in tying elements together, making the entire concept functional. The typeface, Gotham, is geometric and sharp, emphasizing precision. The notched "E"s that tie in the typeface were custom rendered to mirror the angles of the mark.

N E X T S T E P  
D E S I G N

N E X T S T E P

### **Option 2**

A clean type treatment with a custom-rendered letter "E" as an accent. The slightly shifted line seen in the "E" gives the identity a sense of movement and flow. The remaining shapes of the "E"s resemble floor plans. The lightweight typeface conveys elegance and professionalism.



### **Option 3**

This mark was inspired by the isometric view of restaurant building plans. It's openings are a nod to the "flow" NSD brings to their final concepts. The shape seen in the mark also creates the perception of an elevated square, emphasizing NSD's "higher" quality final deliverable. The mark could also be seen as a subtle nod to stacked, carefully spec'ed restaurant equipment. The typeface used here is Industry. It is both angular and rounded, bringing a technical personality to the table, fitting attributes for NSD.

**NEXT  
STEP**

**NEXT  
STEP  
DESIGN**

#### **Option 4**

A heavy type treatment designed to look solid and durable. The embedded mark and structure of the "E" represents stacked food service appliances, but can also be interpreted as a floor plan, with the white space representing the flow around appliances. The words "Next" and "Step" are shifted and stacked to give a sense of progression, in other words "moving ideas forward."



### **Option 5**

This mark is a dynamic set of shapes built from angular, geometric forms. It represents the flow of food service. The two solid triangles represent the collaboration between NSD, the architect and the interior designer. The sharp angles convey precision. The center shape of the mark also represents an "N". The spacing between the letters conveys a clean and professional look, as well as a meticulous attention to detail.



### **Option 6**

A combined type and mark treatment. The angles and container convey building plans. The center lines are angled upwards to represent the progression and elevation of NSD's work. The sharp cut-off angles of the lines emphasize NSD's precision.

