

HEXSPACE



BRANDING // CONCEPT DEVELOPMENT

SOCIAL MEDIA // PRINT // WEB // APP DESIGN

PROJECT OVERVIEW

Hexspace is a collaborative, community work-space in Downtown Abbotsford. The space offers desk space, conference rooms, and lounge spaces, all which can be booked using the Hexspace app.

PROJECT OBJECTIVES

The objective for this project is to design an identity that attracts a wide target audience demographic. As it's the first space of it's kind in the Fraser Valley, the branding needs to be explanatory and intriguing. The branding should have a emphasis on the community engagement and collaboration aspects of the space.

TARGET AUDIENCE

The target audience for this project are people living in Abbotsford looking for a place to work, collaborate, and meet with clients and co-workers. They enjoy being involved in their community and work better in supportive environments.

DESIGN CHALLENGE

To create an identity that well explains what Hexspace is and what services are offered, when there's no other spaces like it in Abbotsford.

DESIGN SOLUTION

Using an innovative and corporate identity with a monochromatic colour scheme and sans-serif typeface, the branding is intriguing and professional, while still being vibrant and attractive. The branding is carried out through additional collateral in a consistent and simple way allowing the intended message to be easily communicated.