

Collaborative partnership: consistency in minimal brand aesthetics and functionality.



CLIENT -Church Project
LOCATION -North America
ROLE -Creative & Production Lead
SCOPE -Concept, Design, Fabrication, Installation
DATE -Ongoing



CHALLENGE

Consistently apply minimal and understated brand identity across diverse physical environments and multiple campuses.

Create durable, functional, and visually cohesive elements that don't feel stagnant.

GOAL

Deliver thoughtfully designed, branded elements aligned with this brand's minimal aesthetic, consistently over time.

Design adaptable and modular solutions, when possible

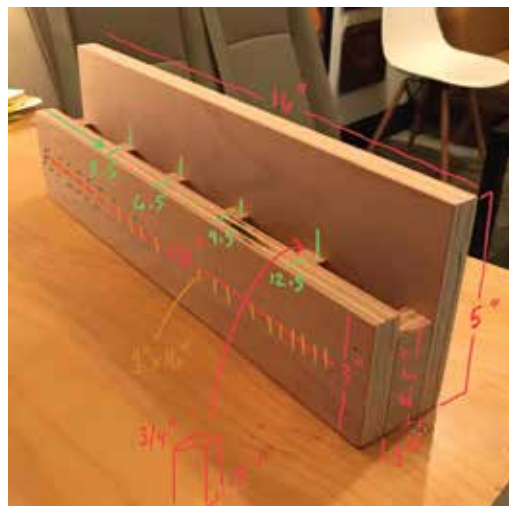
Simplicity, and practical functionality in line with ethos

Utilize durable, sustainable materials

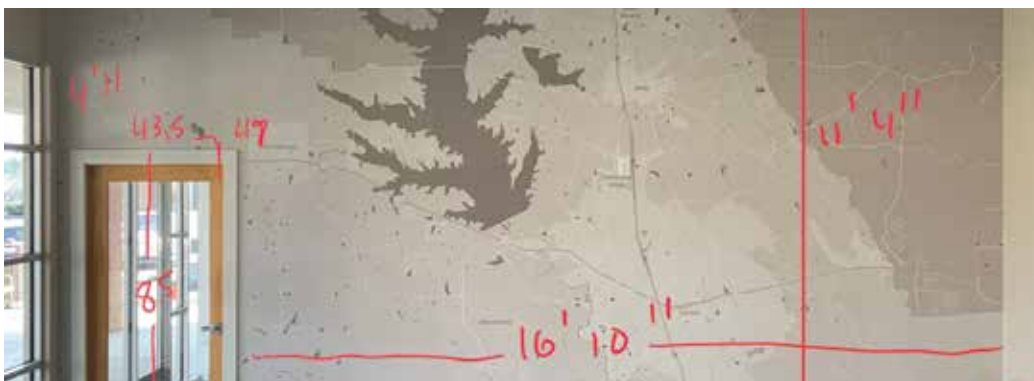
PROCESS

Brand Immersion & Understanding

Deep familiarity with brand guidelines and material preferences, informed by ongoing collaboration built our relationship of trust.



Modular and adaptable structures to accommodate evolving communication and branding needs.





MODULAR

Features include *removable content slots* and *interchangeable title section* — allowing staff to easily update the study title as new series begin.

It blends form and function, staying true to the brand's minimalist aesthetic while offering flexibility for ongoing use.



SOLUTION

Custom-crafted solutions—including literature displays, city maps, modular and fixed signage, and seasonal photo-op installations—that reinforce brand identity with emphasis on clarity, simplicity, and practical functionality.



This ongoing collaboration highlights the power of **consistency**, **material authenticity**, and **thoughtful design** in effectively reinforcing a minimal, yet impactful brand identity.

