



EDGE REAL ESTATE REBRAND

Theme: Metric Ascension

The main concept of this redesign is to present a polished, luxe brand while still highlighting the high octane energy and meticulous planning that goes into the design and development of an Edge Real Estate Investment's project.

The mark is characterized by sharp angles and an aerodynamic nature based on fighter jets that communicates "Upward Momentum". A nod to both the meteoric growth of the company and it's ability to raise physical real estate up from the ground where nothing was before. As well as to raise returns on stake holders investments.

The text for "EDGE" is a custom typeface crafted to embody the detail oriented and carefully measured approach to the company's exploits. The "E"s in particular are designed in such a way to evoke the notches on a ruler or a "straight edge".

