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km design

KORE STRUCTURAL
APPLIED COLOUR PSYCHOLOGY
CASE STUDY

KORE STRUCTURAL CASE STUDY

The brief

Kore Structural is a structural engineering company.

After 18 months of trading with a basic logo created in house using Microsoft Word, Kore Structural realised this approach didn't give them the flexibility a professionally designed identity would.

As a result we were asked to carry out an applied colour psychology study and use our findings to design and produce an identity that would appeal to their target audience and also reflect the company's values.

The approach

Kore Structural's director completed our Branding Questionnaire and the company's personality and colour group were identified. Both Group 3 and Group 4 personality groups scored high and a decision to lead with Group 4 colours was taken. This direction was chosen as it was felt the characteristics of Group 4 colours would be immediately more striking for the identity and Group 3 personality elements could be introduced through other aspects such as typographic style. Group 4 colours are clear and strong. They communicate characteristics of uncompromising excellence, dynamism and expertise.



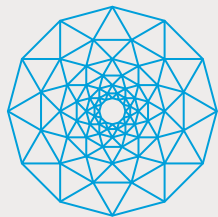
Group 4 colours

modern, efficient, leaders, excellence

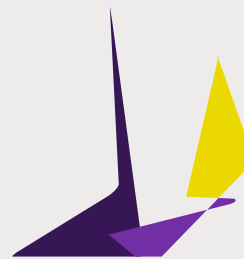
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The approach *continued*

Shown below are the four designs presented. Each of these designs was presented in a number of colourways for the client to select from. Each colourway highlighted different aspects of Kore Structural's personality.



KORE
Structural

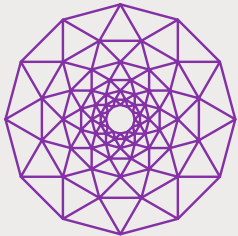


KORE
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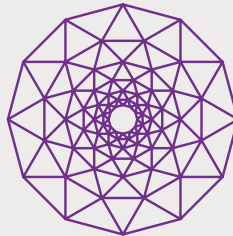
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The result

After a few minor tweaks to the typeface to give a more rounded, friendly feel this was the final design. It was produced in both landscape and portrait formats.



KORE
Structural



KORE
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Two shades of purple were selected as the brand colours. Purple stands for truth, quality and authenticity.