



Ground Down Engineering

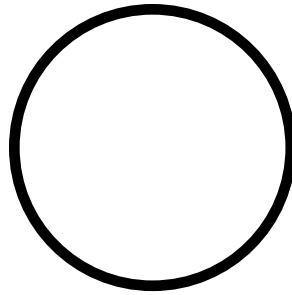
Geotechnical & Environmental Engineering Services

GDE trademark looks more like a theme park earthquake ride than a professional engineering firm. It's home spun, loose appearance does nothing to add visual credibility for the organization.

Today's sophisticated marketplace demands that companies take their image seriously. Brochures, publications, reports and business papers all reflect the quality and standards of your organization.

To capitalize on the strength of your brand it is important to take every opportunity to communicate and reinforce your identity.

Our design follows on pages 3 - 6; the pages that follow that are our preliminary and abandoned designs - in reverse order (last page is where we started).



A simple geometric shape. The circle relates to geotechnical engineering a couple different ways.



From radial shear zones, to a location / boring symbol
(with the addition of crosshairs and two of the sections filled in)
and the fact that all soil samples are collected into a round tube.



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Futura typeface is chosen as a base for the design because it's based on strict geometric shapes, which give an overall effect of simplicity and clarity.



By combining a lower case 'g' and 'd' we create a custom symbol that not only works as a stand-alone monogram for the company but also hints to the business they're in by building a boring location symbol in the center.



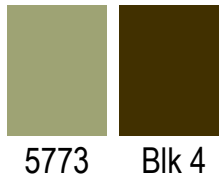
A water table symbol is added under the typography to finish the design as an arrow pointing down (*sounding and sampling device in action, Earth pressures, etc*) - visually reinforcing the name of the company and illustrating what they do.

The color palette is made of earthtones to further relate to this environmental business.

The shape of the design is actually a down pointing arrow - showing the direction of sounding and sampling devices - and, of course, reinforcing the name of the company.



MONOGRAM AND LOGOTYPE



Futura Bold
and Book



Design works both as a positive and as a negative.



MONOGRAM

The identity works as a stand alone trademark for the company. Use this for embroidery, hard hats, signage - or any small space usage.

Can be used with or without the water table graphic.





Futura Bold and Book



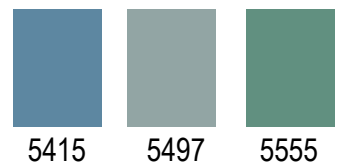
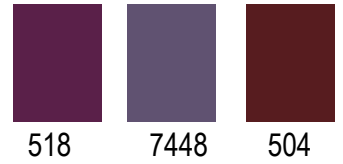
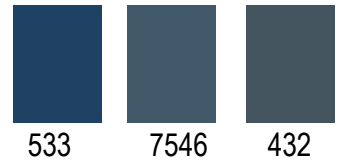
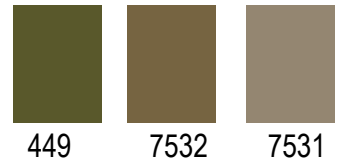
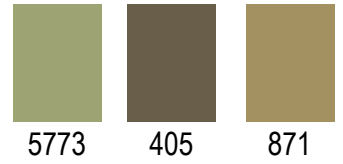
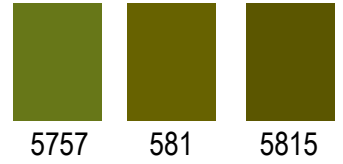
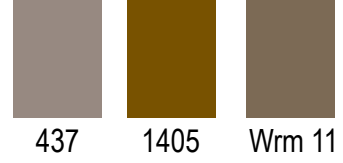
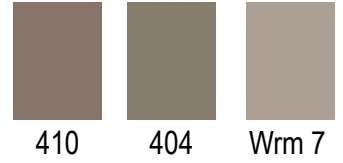
Comparing similar typefaces

Futura Extra Bold and Book

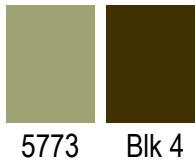


Avante Garde Bold and Book





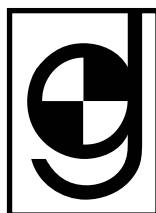
Exploring colors





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DOWN**

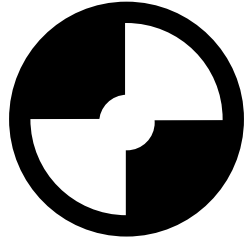
ENGINEERING



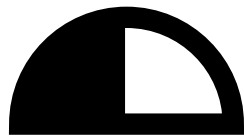
GROUND DOWN

ENGINEERING





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ENGINEERING



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ENGINEERING

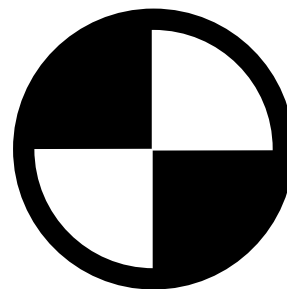
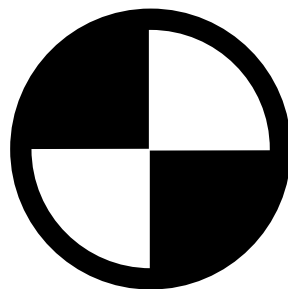
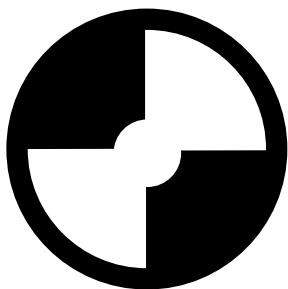


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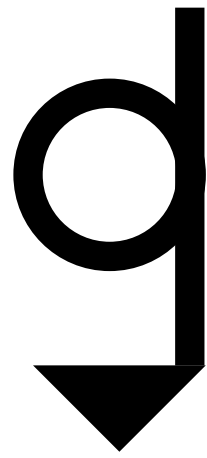
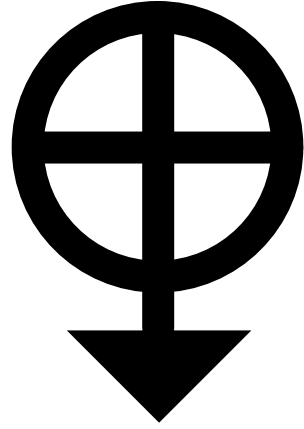
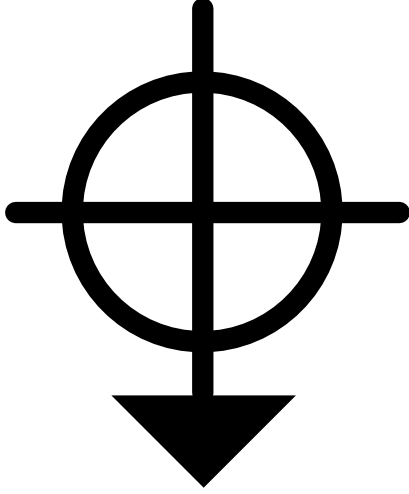
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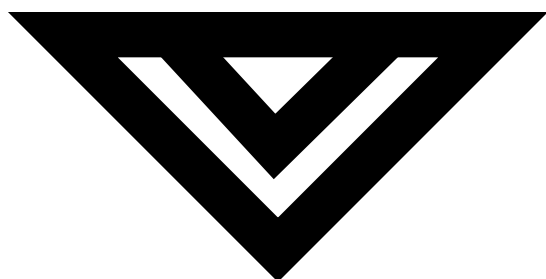
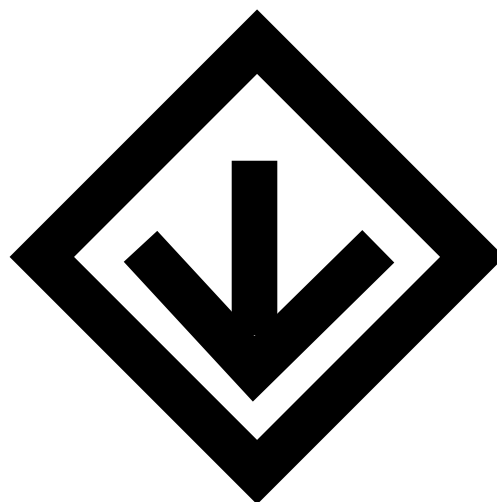
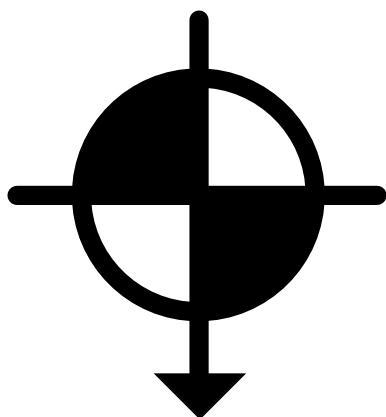
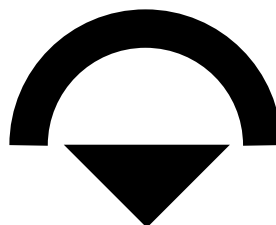
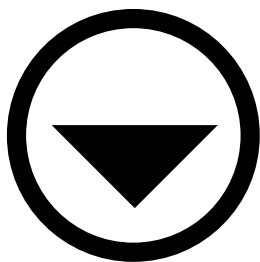
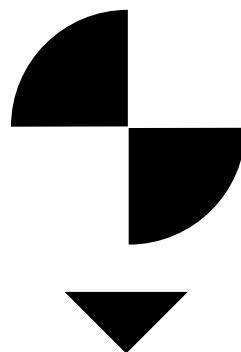
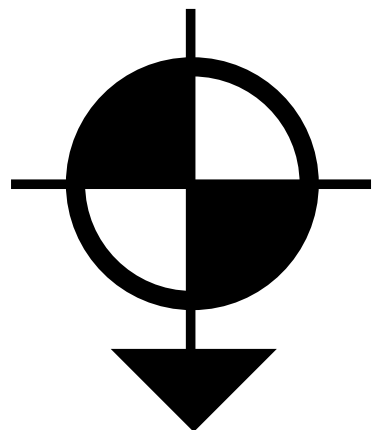
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Electricians use these symbols to represent 'Ground'

