LIONDALE
INFRA

About

Liondale, the brainchild of Ashapura Developers, is poised to become one of India's fastest-growing and leading private sector integrated infra-structure companies. With over a decade of real estate expertise and a strong presence in SRA projects spanning over 50 lakh square feet, Lion-dale is establishing a legacy.

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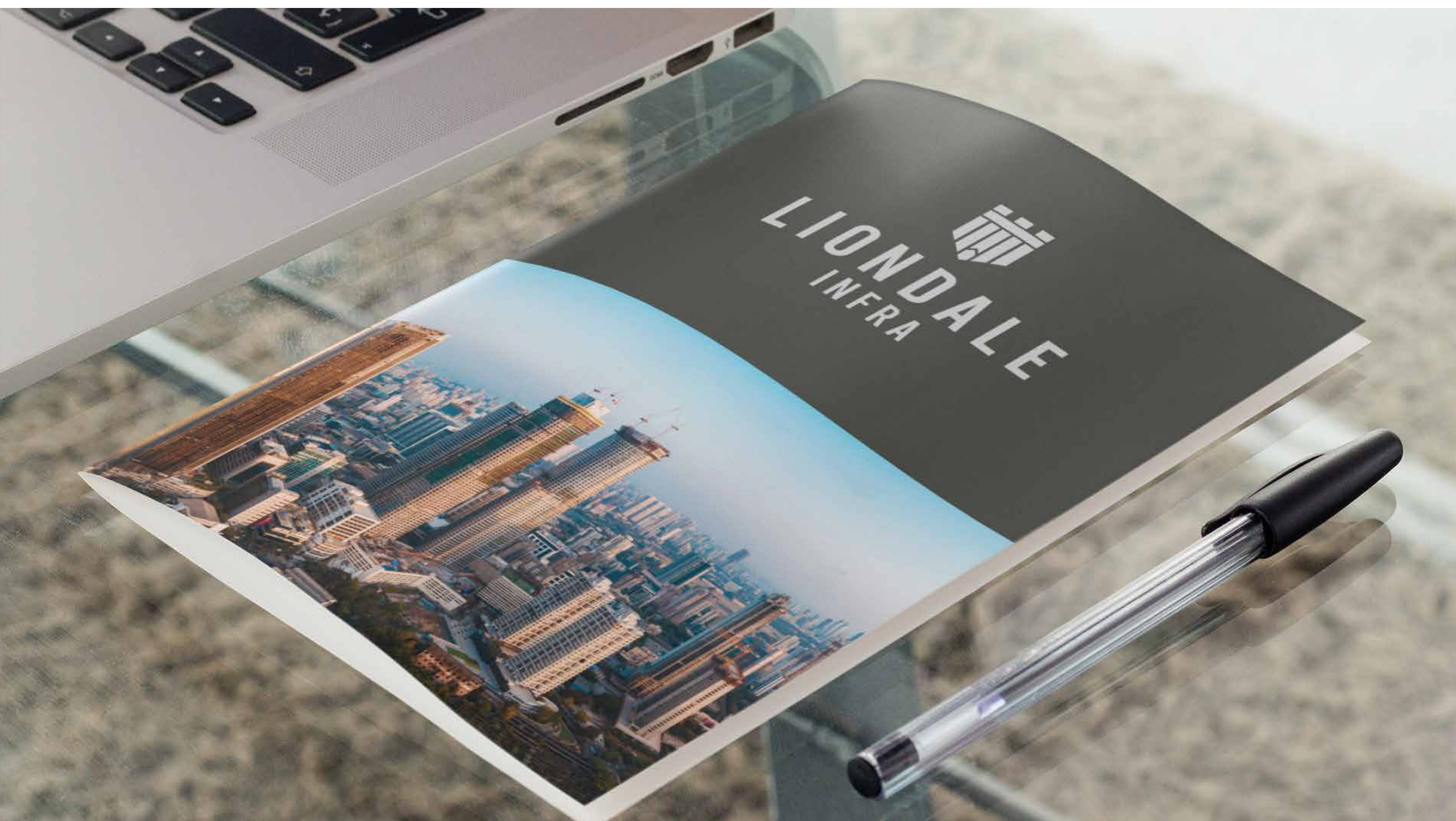
Problem

As the parent company, Ashapura Developers sought to create a brand with diversified interests in infrastructure, construction, real estate, and interior design. The team at Evogue Media was entrusted with the task of developing a visual identity that exuded international standards, dominance, and vast application.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Creative Solution

Our team conducted in-depth brainstorming sessions with the director to decode the brief and fully understand the requirements. We proposed an umbrella branding approach, leveraging the goodwill of the Liondale name for all present and future endeavors. After meticulous analysis of the meeting minutes, competition, and market research, our creative team presented several visual concepts. Eventually, all stakeholders and the core team at Evogue Media agreed on the following concept breakdown:

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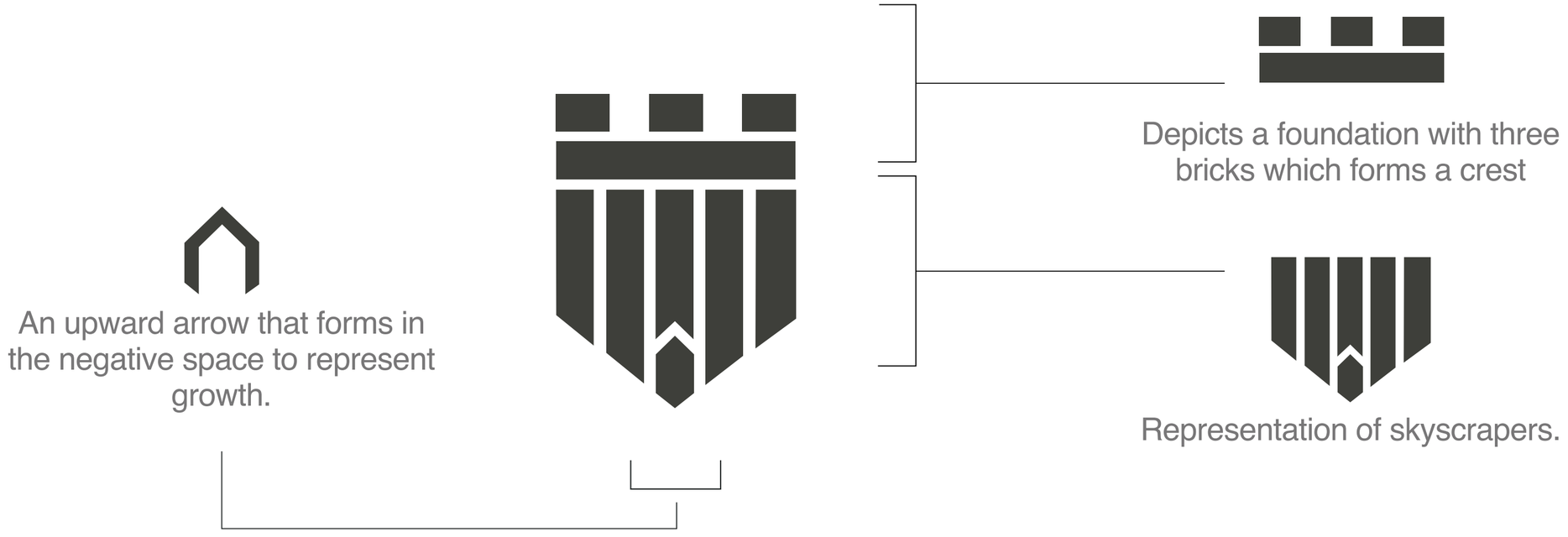
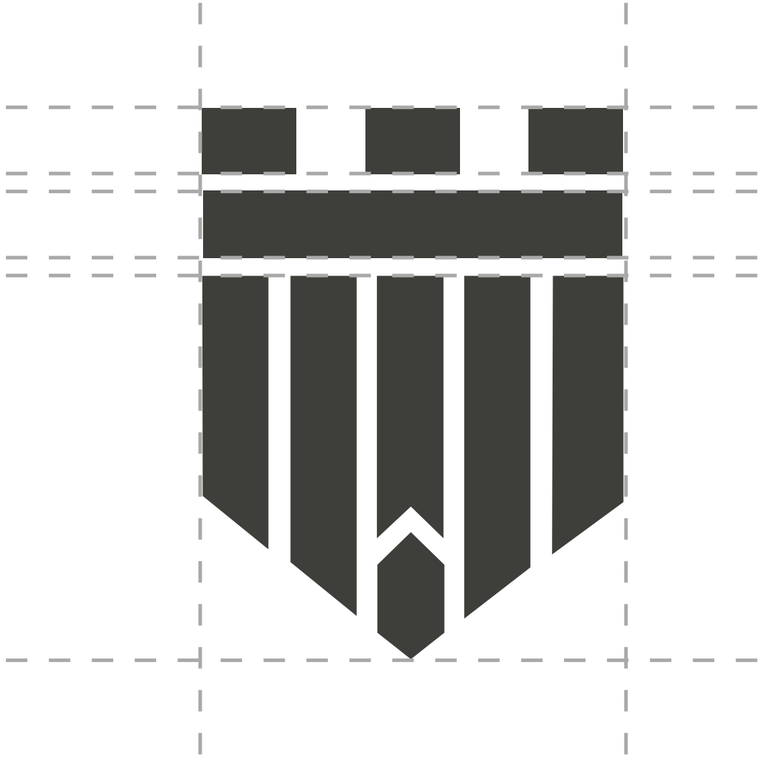
Logo Breakdown



The logo incorporates a foundation represented by three bricks forming a crest. The negative space forms an upward arrow symbolizing growth, while the composition overall resembles a lion face, complete with a representation of a skyscraper.

Logo Construction



Typography

AA

BEBAS NEUE

ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789!#%&$

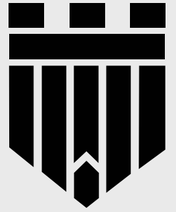
Brand Colors

Hex Code: #C7C3C4		Hex Code: #838383		Hex Code: #3D3E39	
R: 199	C: 22%	R: 131	C: 51%	R: 61	C: 67%
G: 195	M: 19%	G: 131	M: 42%	G: 62	M: 59%
B: 196	Y: 18%	B: 131	Y: 42%	B: 57	Y: 64%
	K: 0%		K: 6%		K: 51%

LIONDALE
INFRA

LIONDALE
CONSTRUCTION

LIONDALE
REALTY



LIONDALE
INTERIORS

THE KING OF CONCRETE JUNGLE

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Impact

The brand identity exemplifies a technology-driven and forward-thinking approach, going beyond the traditional accounting firm model.