

BAY STREET GROUP

BAY

BAY STREET GROUP

AN OPEN
PERSPECTIVE.

SPACE. STRUCTURE. CLARITY.

A distinctive signature.



PAPER

#F2F0E9

An open perspective.



An
open
perspective.



AN OPEN PERSPECTIVE.



视野，
由此
打开。

AN OPEN PERSPECTIVE.

One idea. Two languages.
A clear hierarchy and generous space
bring the original identity into focus.

Considered on paper.



An open
perspective.



BAY STREET GROUP



CORRESPONDENCE

DATE	TO
SUBJECT	

BAY STREET GROUP



BAY STREET GROUP
AN OPEN PERSPECTIVE.

From mark to rhythm.



An open
perspective.

Three parallel gold diagonal lines, slanted to the right, positioned below the text "An open perspective."

Archive & new work.

BAY

BAY STREET GROUP

ORIGINAL IDENTITY

Two complete compound paths retain the original BAY letterforms, name, spacing and proportions.

Source: the supplied December 2017 identity PDF.

Later source templates were saved in April 2023.

THE 2026 EDITION

Flat colours, typography, theme and applications are new.

Mockups are AI-assisted material and placement concepts.

Client adoption and physical production are unconfirmed.

Template portraits, contacts, listings and claims are excluded.