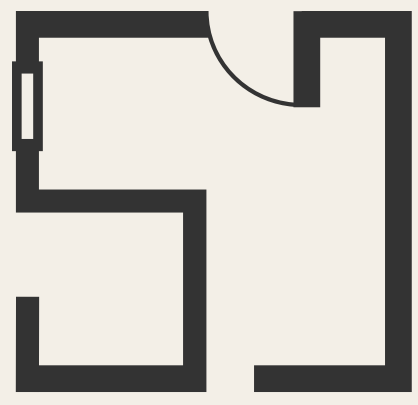


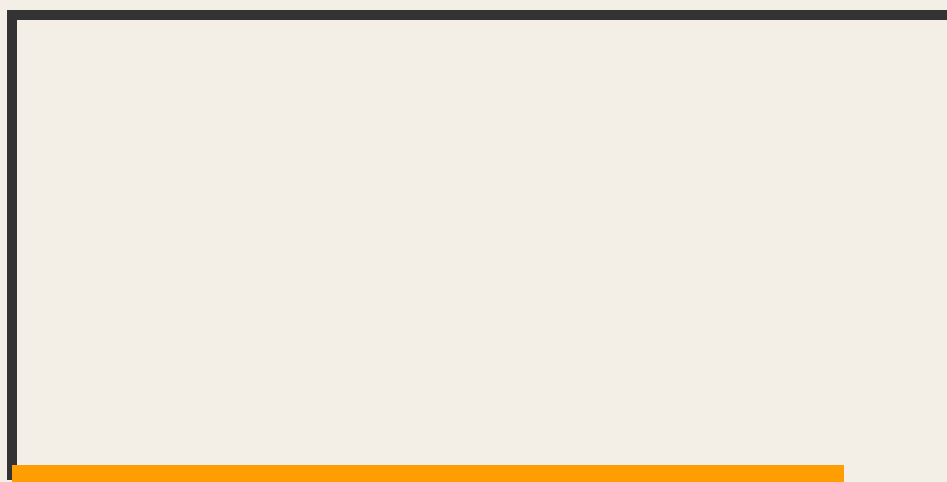


Summer Jasper

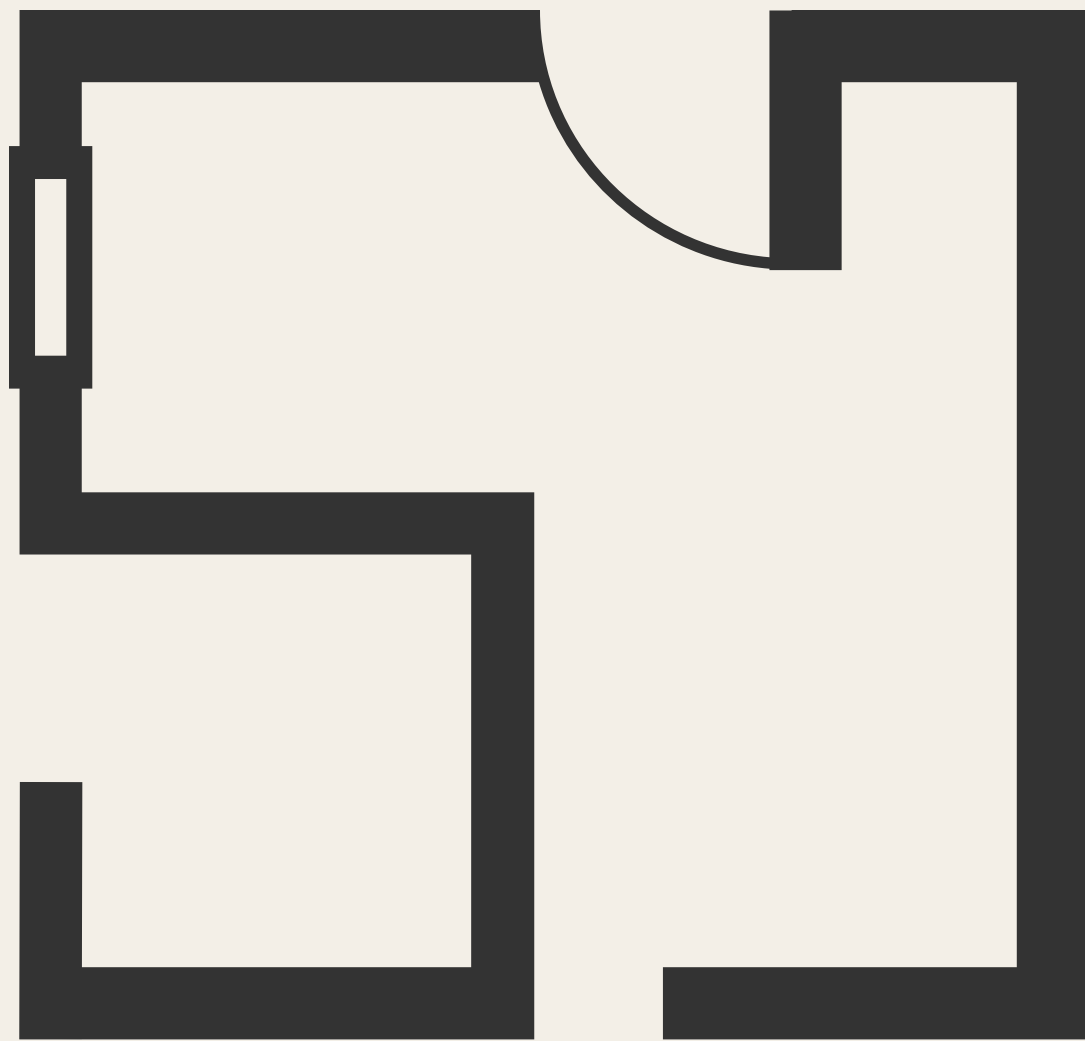
INTERIORS

VISUAL DIRECTION / 2026

From line to living.



A name drawn
as a space.



One complete compound path from the final SVG.

The SJ contour, small window and door arc are retained.

The serif name and spaced descriptor are newly typeset.

A considered balance.



Baskerville / The new serif name and editorial voice

Helvetica Neue / Supporting information

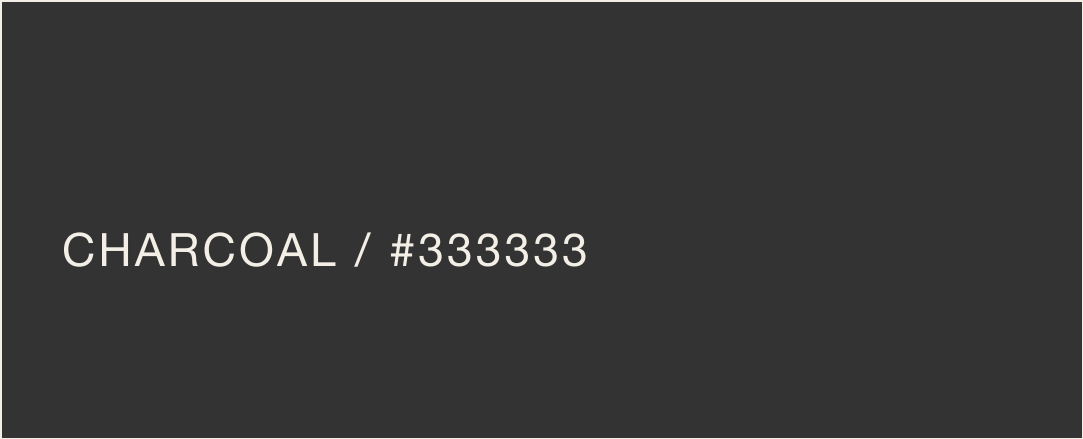
Hiragino Sans GB / Chinese expression

Clear space: at least one quarter of the symbol height.

Suggested lockup size: 55 mm print or 260 px screen.

At small sizes, check the fine door arc and window opening.

Quiet materials. A little warmth.

A solid dark charcoal grey rectangular block.

CHARCOAL / #333333

A solid bright orange rectangular block.

AMBER / #FE9E02

A solid light beige rectangular block.

STONE / #D4CBBB

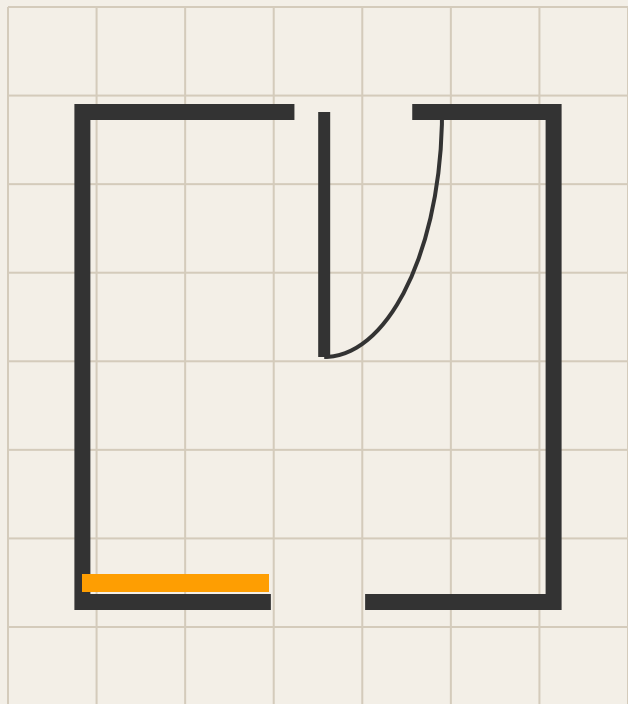
A solid very light cream rectangular block with a thin dark border.

PAPER / #F3EFE7

Charcoal and amber come from the final original SVG.

Paper and stone are new supporting colours. Use amber as a measured accent, or a full surface for a bold expression.

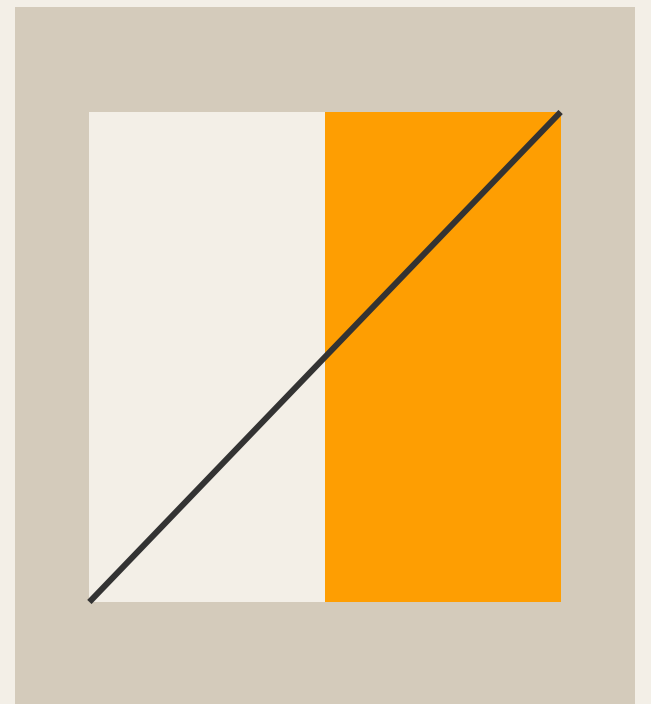
Line. Material. Living. One considered whole.



01 / LINE



02 / MATERIAL



03 / LIVING

New geometric studies organise the brand around space, layering and light. They extend the original floor-plan idea. These are graphic compositions, not construction drawings or specifications for a verified product collection.

Rooted in a line. Made for living.

Archive / Two client folders, original files from 2022-2024

Retained / Complete SJ symbol, charcoal and amber

Renewed / Serif name, type hierarchy and supporting palette

New / Copy, geometric studies, print and spatial applications

A 2026 portfolio concept based on original design files.

Earlier proposals, reference interiors, administrative records
and personal contact details are not reused in this edition.

AI-assisted images show proposed brand applications.

They are not photographs of completed client interiors.

Client adoption, production and installation are unconfirmed.