

V-UP



Room for
better living.

Good homes. Everyday lives.

The original V-UP brief puts ordinary homes and the people who live in them at its centre. It speaks of renewing old spaces, making small homes more comfortable and treating simple and ambitious projects with the same care.

This edition brings that intention into view: a warm, measured identity with space to breathe. The original upward arrow becomes a quiet reminder of positive change.

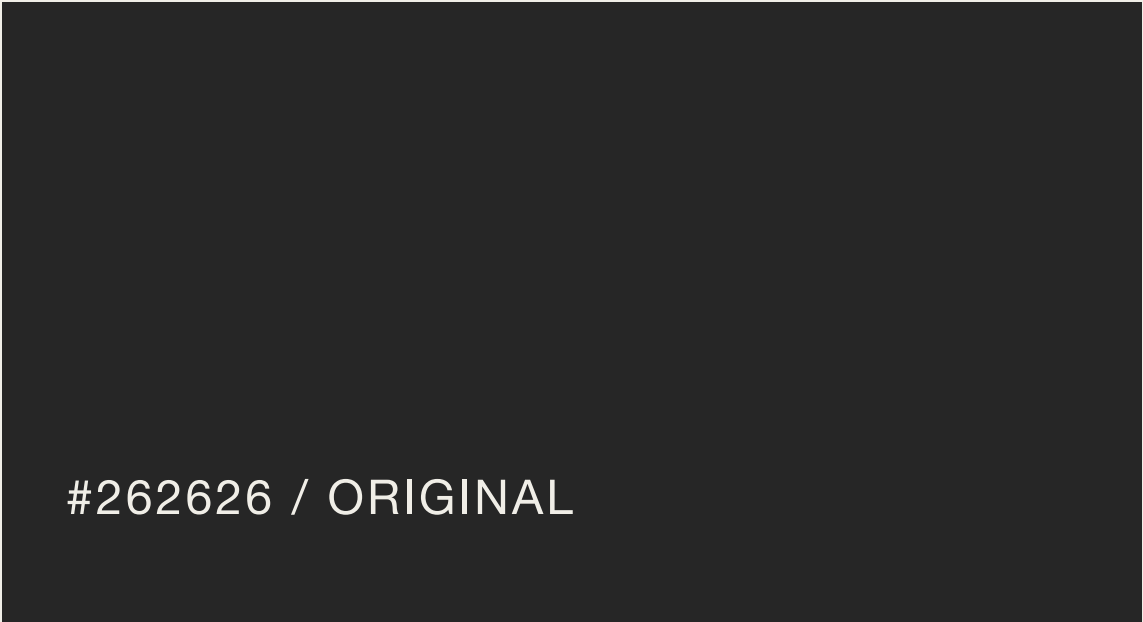


An upward direction.

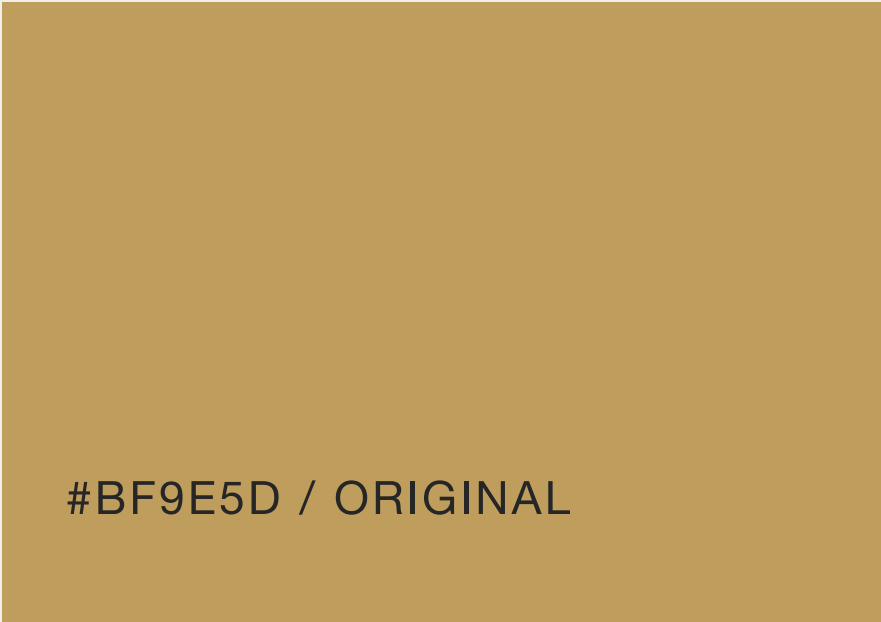


Both the horizontal wordmark and the compact badge are recovered from the original final-logo PDFs. Each arrangement retains all five original paths, proportions and internal spacing. The square badge uses one consistent documented gold.

Warm in tone. Clear in form.



#262626 / ORIGINAL



#BF9E5D / ORIGINAL

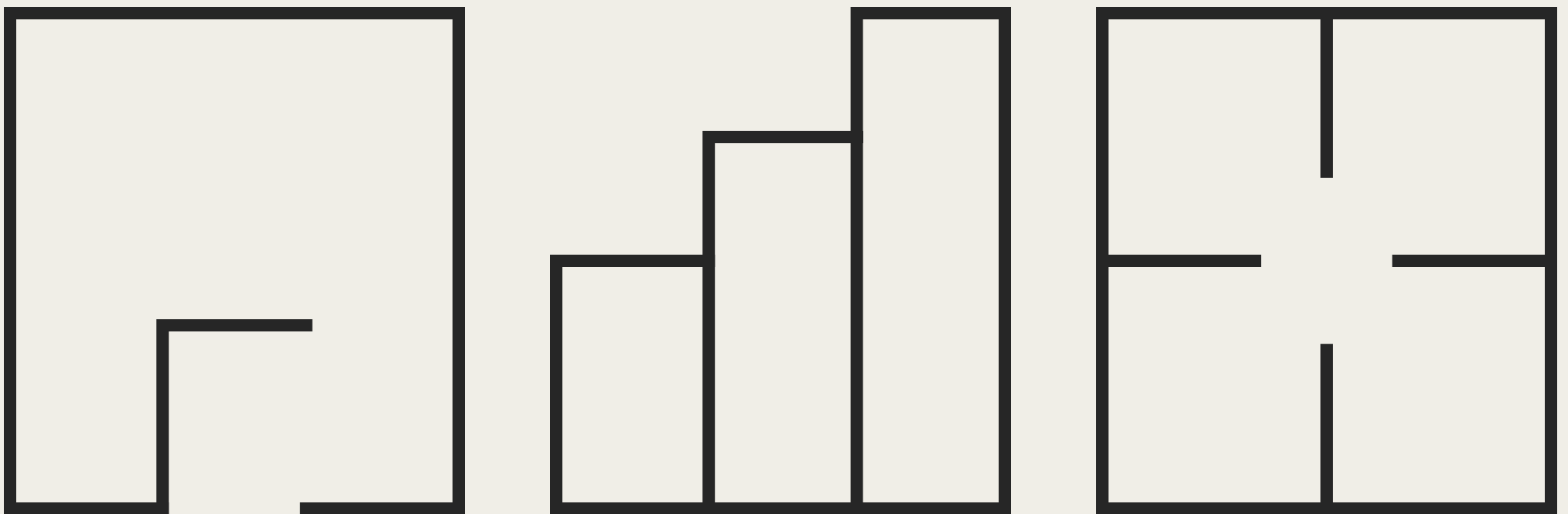
Room for better living.

Helvetica Neue / Clear, open supporting typography

Original charcoal and warm gold meet new paper and sage tones.

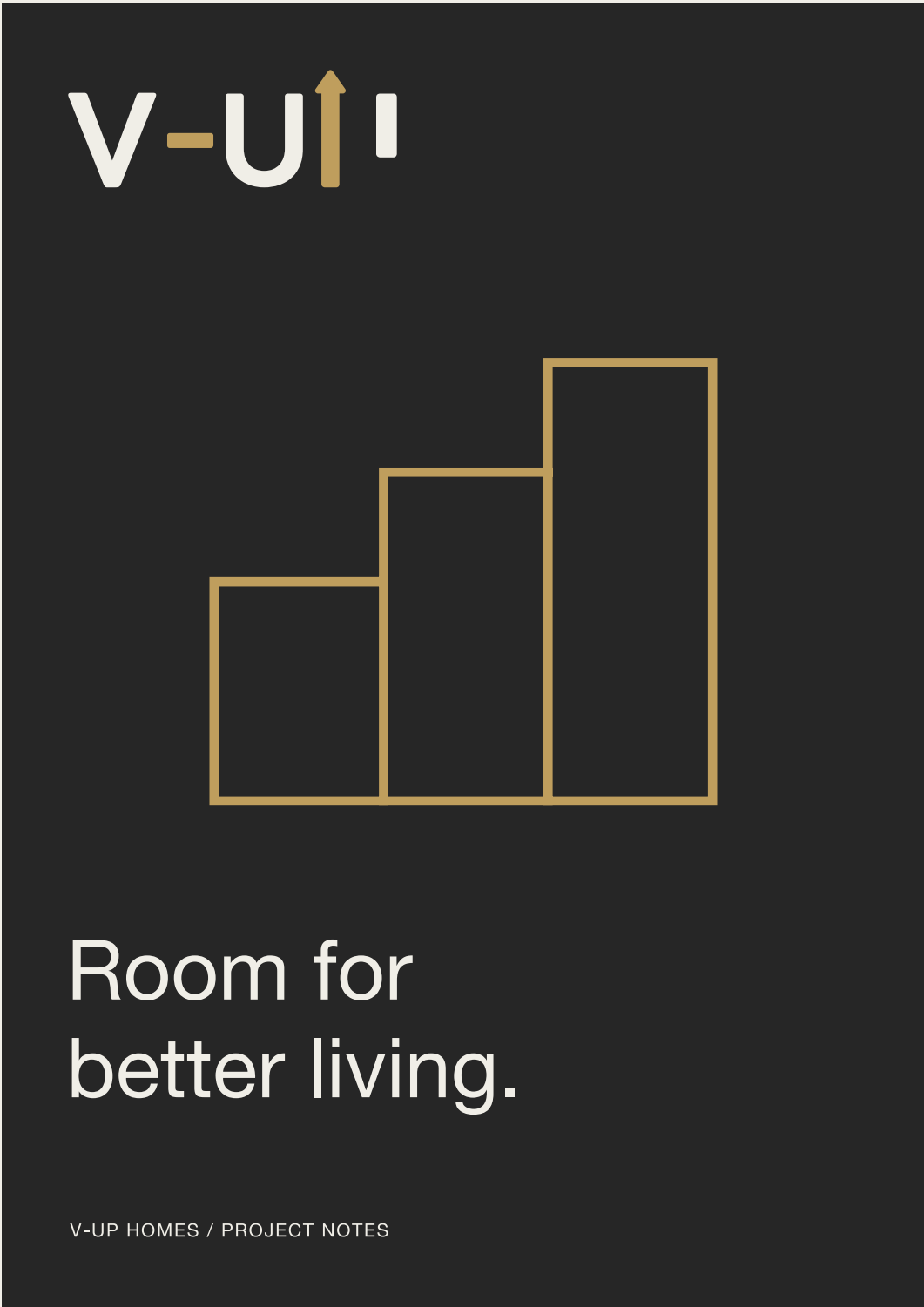
The supporting copy and application layouts are newly designed.

Renew. Extend. Rethink.



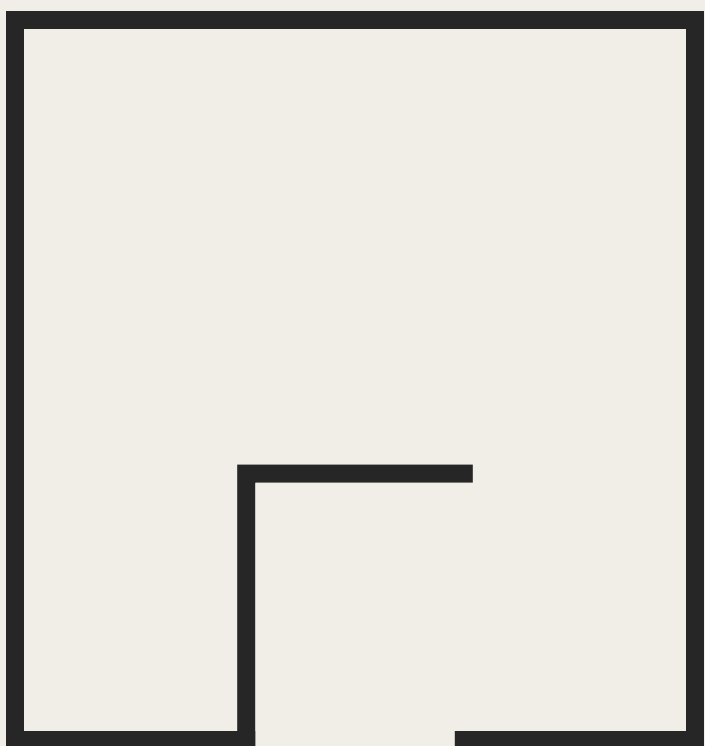
Three new abstract line studies express a doorway, expansion and a rearranged space. They connect the visual system to renovation, additions and adaptation described in the archive. These are graphic motifs, not building plans or project drawings.

A considered encounter.



A project folder, notes sheet and brand cards share the same measured spacing, warm colour and intact original identity. These newly designed applications are presentation concepts.

A home starts with listening.



What works today?

What could work better?

What should stay?

A new editorial direction for project conversations: simple questions, generous writing space and a calm visual rhythm. It extends the human focus of the original brief without repeating historical prices, contact details or service promises.

Original character. New clarity.

Archive / 28 original files; native dates span 2019-2022.

Identity / Five horizontal paths and five compact-badge paths from the original final-logo PDFs are preserved in full.

Retained / V-UP name, original charcoal, documented warm gold.

New / Secondary tones, typography, abstract room graphics, campaign concepts, project stationery and this visual edition.

A 2026 portfolio design concept by Day of Design.

AI-assisted scenes illustrate proposed print and signage.

They do not document built homes, completed installations or actual production. Adoption and production are unconfirmed.

Original placeholders and unrelated template details are excluded.