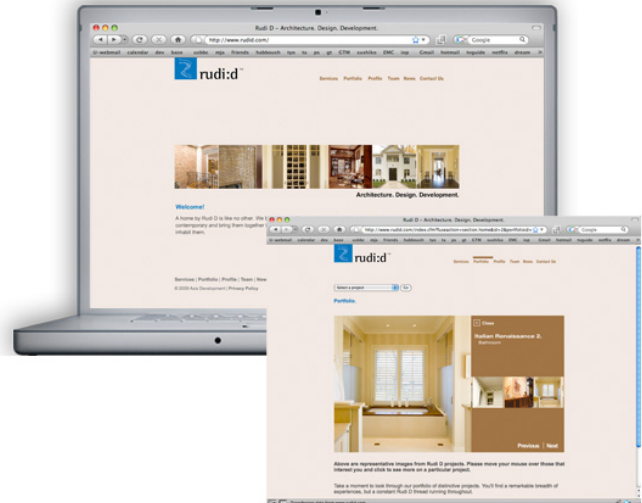




rudi:d



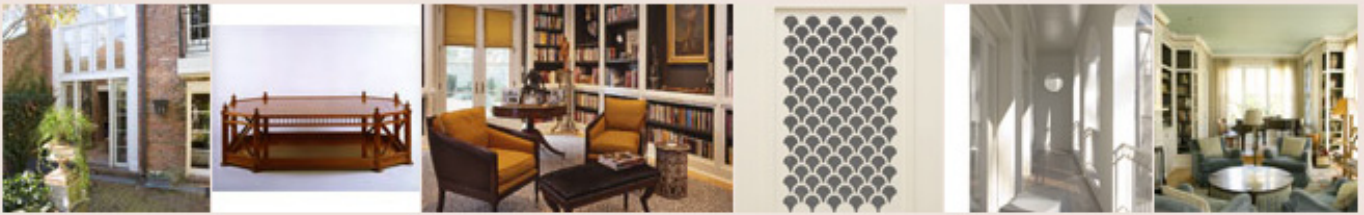
WORKING TOGETHER TO EMANATE THE STRENGTH AND DISTINCTIVE QUALITIES OF A SPECIFIC KIND OF ARCHITECTURAL DESIGN IN A BRAND. UNISON HELPED FURTHER AN IDENTITY OF HISTORICAL ELEGANCE AND CLASSIC DESIGN.

#### CHALLENGE

Rudi D Architecture, a division of Axis Development Corporation, is a designer-builder of distinctive, one-of-a-kind, high-end homes in the Washington, DC market. He counts among his clients the elite of Washington's diplomatic, legal and media industries. Unison's challenge was to match the talents of one creative profession with our own to create a brand that was worthy of the stunning homes Rudi D builds.

#### SOLUTION

Unison decided to carry forward the classicist elements of ancient architecture with a spiral-staircase logo on a solid blue square that pairs upward mobility and creative aspiration with the values of solidity and strength.



**Architecture. Design. Development.**

## RESULT

The classical elements imply Rudi Ds insistence upon the use of baroque touches and the finest, handmade artisanal craftsmanship that are the hallmark of his houses. The resulting identity and website are as distinctive and unique as the homes they present.

## ABOUT UNISON

Unison delivers design, branding, interactive and strategic communication services to help companies develop unique and effective brands. Unlike many creative-only or strategy-only agencies, Unison's multi-talented team of strategists, designers, writers and technical developers provides a broad, 360-degree vision of each communications challenge.

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