

INDESIGNLIVE.SG

#67 | APRIL | MAY | 2014



8 886385 903073

SG\$10.00

cubees

INTERIORS ARCHITECTURE DESIGN

INDESIGN

W ARCHITECTS TWIST THE RULES

JAYA IBRAHIM | SALAD DRESSING | POINT YAMU BY PAOLA NAVONE
CEYLON ROAD HOUSE BY TAN + TSAKONAS | CREDIT SUISSE SMARTWORKING PROJECT BY HASSELL

EDL

New Identity

TYPEFACE

Galaxie Polaris
Book
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890
!@#%&*00/?!...

IDENTITY

01



Old Logo



New Logotype



At half the weight point of main logotype.

New Seal Logo



White logo on dark background

TYPOGRAPHY

02

If change fires fresh thinking, EDL's evolution uncovers exciting levels of creativity. As artisans of High Pressure Laminates in Asia, we are branching ahead of the curve; inspiring innovative spaces with our bold transformation. Get ready for intriguing ideas from the new EDL.

Visit edleuro.com/rebrand

30pt

A New Beginning

24pt

Changing Perspectives

18pt

Reinvented to Inspire

12pt

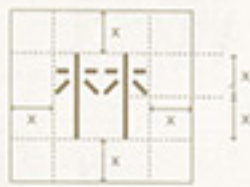
Breathtaking Possibilities

CONCEPT

03



Vertical lines inspired by nature.



The minimum exclusion zone around logo should always be applied.