



ALBERO RISE

BROADFORD



CASE STUDY



EGGSHELL
STUDIO

THE CHALLENGE

Albero means “tree” in Italian, giving the development an inherent connection to nature. Set amongst trees and forest, the visual identity needed to reflect this natural setting while positioning Albero Rise as a sophisticated, premium development.

The challenge was to find a balance between the organic character of the location and a more elevated, luxury positioning.

THE IDEATION

The initial concepts explored a natural colour palette, drawing directly from the surrounding landscape. As the concepts developed, the client wanted something with a upper-market and elegant feel. This created an opportunity to interpret the brand in a more luxurious way.

The idea became less about depicting trees and more about turning nature into something precious.



THE SOLUTION

The green palette evolved into a deep, sophisticated blue paired with a warm gold. The combination created a much more premium feel while maintaining a connection to the natural environment through the warmth and organic quality of the gold.

At the centre of the identity is a bespoke "A" constructed from flowing branches and delicate leaves. The branches reach upwards and outwards, creating an organic form while still maintaining a clear and recognisable letterform.

The design takes inspiration from the ornamental elegance of Art Nouveau, where natural forms are transformed into intricate decorative elements.

Rather than simply showing the trees and forest surrounding Albero Rise, the identity elevates those natural elements into something crafted and precious.

Albero Rise became a brand where nature isn't just the setting but also the ornament.

