

MARINE QUARTER LOGO RATIONALE

The second tower release of Marine Quarter provided an opportunity to evolve the existing identity. Rather than creating a completely new brand, the visual identity was refreshed to mark the next stage of Marine Quarter and give the second tower its own sense of arrival.

The refreshed Marine Quarter icon reflects a sunrise appearing over the horizon. This creates connection to the development's coastal location while giving the identity a contemporary feel. The sunrise also becomes a visual metaphor for a new beginning and the arrival of something new.

The MQII tag was introduced as a simple visual identifier for the second release. Using the Roman numeral II for two creates an connection to Tower Two, while the two vertical forms also subtly reference the two towers as the development reaches completion.

Overall, the refreshed identity creates a visual language that communicates a new beginning, the arrival of the second tower and the evolution of Marine Quarter.



M A R I N E Q U A R T E R

ORIGINAL TOWER 1 LOGO



M A R I N E Q U A R T E R

MQII