

Honeycomb Builds an Artful Look for Parallel

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North Vancouver, BC – Honeycomb Creative Solutions has created a corporate brand identity for the Parallel Group of Companies, a Vancouver-based architectural technology and structural engineering firm.

“Parallel wanted a professional look that fits with the firm’s established reputation in the architectural industry,” says Riley Haslinger, leader of creative services for Honeycomb. “We designed a logo that references a Greek Ionic column and added some playful design elements to showcase Parallel’s talents.”

Parallel’s unique new logo is built on the letter “P” with a swirling design to represent rolled up architectural drawings. The typography selected evokes the historic type chiseled into the marble of ancient buildings. These subtle references to historic architecture convey Parallel’s involvement in the architectural industry. Black and white imagery on the website and marketing materials showcases Parallel’s ability to produce architectural and structural drawings that translate into reality.

“The feedback we’re receiving is really positive. People like that the look isn’t overly complicated, yet it incorporates some special design elements to be sensitive to our business,” says Malcolm Cairns, co-founding partner of Parallel. “Honeycomb understood what we were looking for and responded to our needs. They brought lots of ideas and options to the table for us to consider. This project was definitely a joint-effort.”

The branding project included a website, company logo, signage and a full suite of business stationery, business cards and even party invitations. Honeycomb is continuing to work with Parallel on a variety of other marketing projects to promote the firm’s architectural technology and structural engineering business. You can view Parallel’s new website at www.parallelgroup.com.

Honeycomb Creative Solutions is a leading graphic design, web design and marketing firm. With an innate understanding of graphic design and website usability, Honeycomb has a proven track record of delivering intuitive, creative results for growing companies. More information about Honeycomb can be found at the firm’s website at www.honeycombcreative.com.

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