

CASE STUDY

PRINCE MARKET

ATHENS 100 PRINCE AVE, GA



The Project size: 6,750 sqft
Maximum capacity: 250 people
Super Market with: Industrial style

Scope of work:

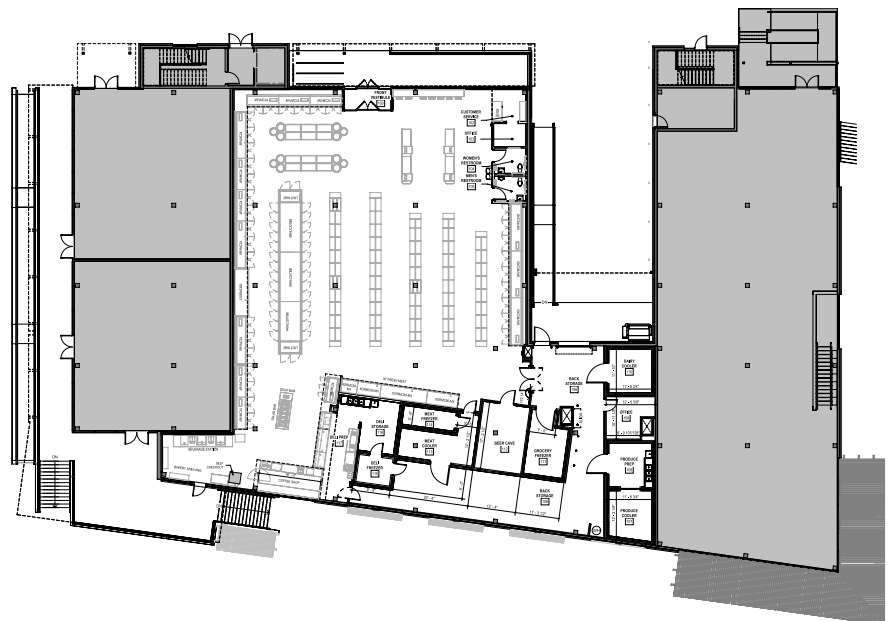
- Interior Design
- Corporate Identity
- Supplying products
- Installation
- Engineering Consultancy



WE DO OUR RESEARCH

How we started:

Prince Market, located in the vibrant city of Athens, Georgia, is a remarkable project undertaken by our design, supply, and build company. The Project size is 6,750 sqft. This project embodies our commitment to delivering high-quality, innovative, and sustainable solutions in the realm of retail and commercial spaces.



The Logo:

Our project began with the creation of a distinctive logo designed by our team. Logo itself became the heart of our project's identity in every detail.



Logo's Concept & Colors:

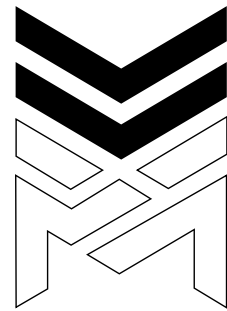
Regionalism was our first step; the designs were inspired by the surrounding area of the market, so we used the colors that matches the University of Georgia and the name of the avenue and neighborhood.



Letter **P** as the first letter in word «**Prince**»



Letter **M** as the first letter in word «**Market**»



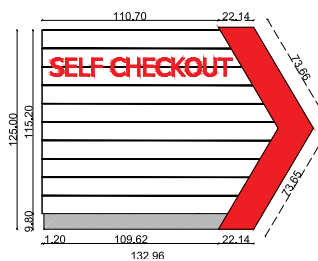
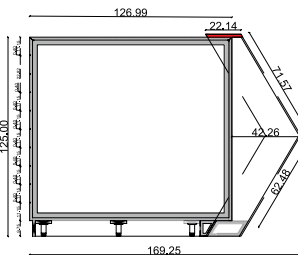
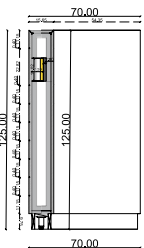
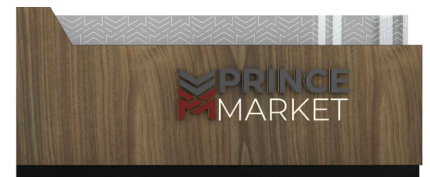
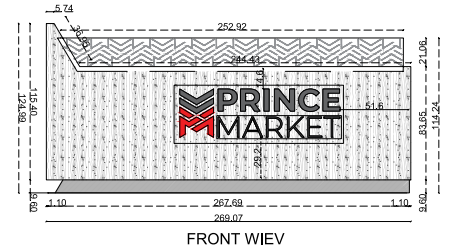
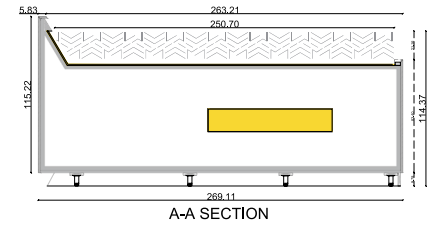
2 Arrows shaping the crown

PANTONE P 179-14 C
C: 68 M: 61 Y: 58 K: 44
R: 67 G: 67 B: 69
HEX: 434345



PANTONE P 48-16 C
C: 10 M: 100 Y: 96 K: 2
R: 213 G: 28 B: 41
HEX: D51C29

WE CREATE CONCEPT

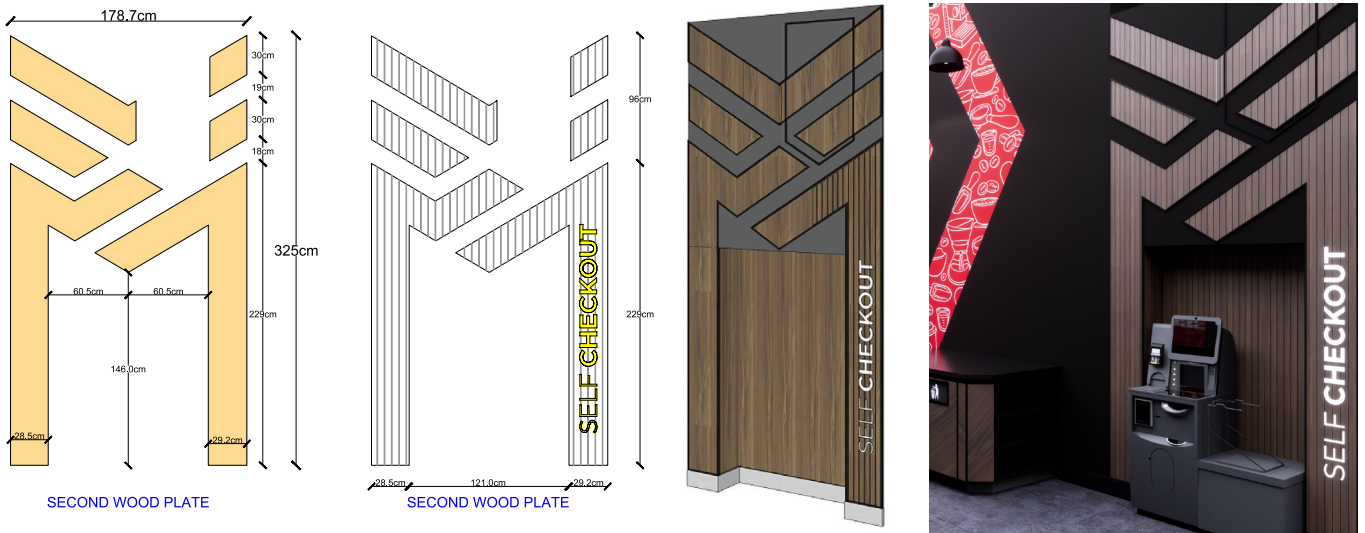


WE DESIGNED:

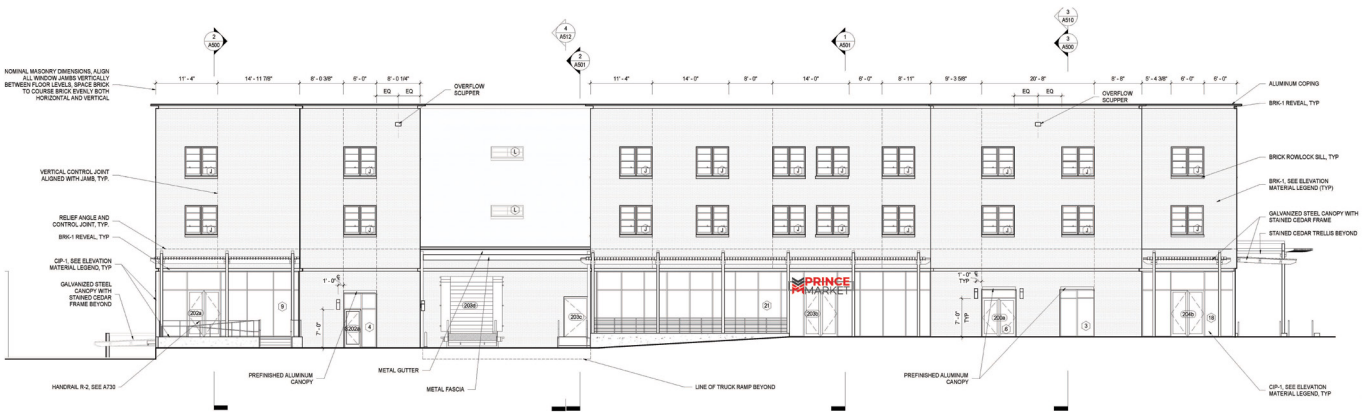
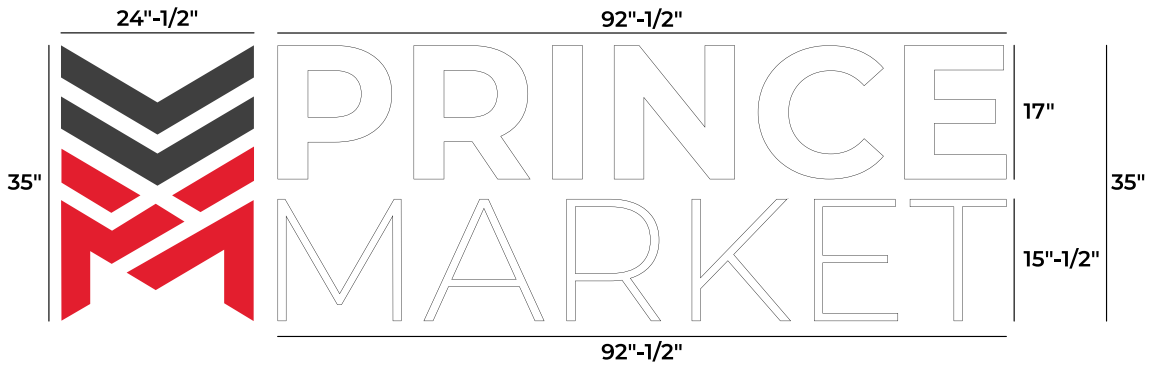
- a Self-checkout area and used the logo and applied it on the plexiglass with led light.
- a table with metal legs having the logo on.
- the wallpaper on the WC area also including the logo.
- red chairs matching to the identity of the place.



DESIGN - CONCEPT



120"



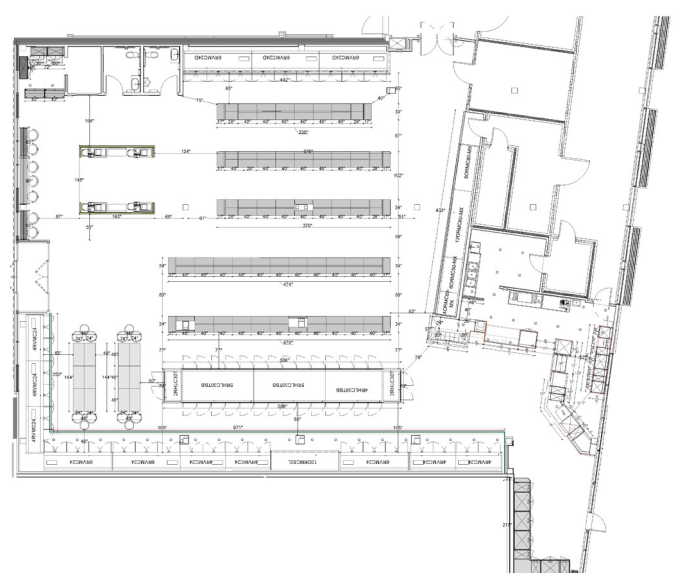
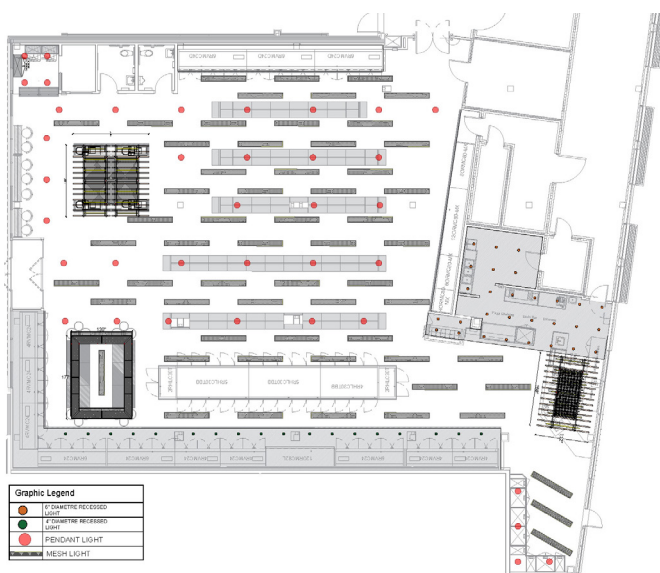
DESIGN - LAYOUT

You can see the **RED ARROW** details in:

- Interior signages,
- Wooden baffles.



WE CREATE
OUR LAYOUT



DESIGN - LAYOUT



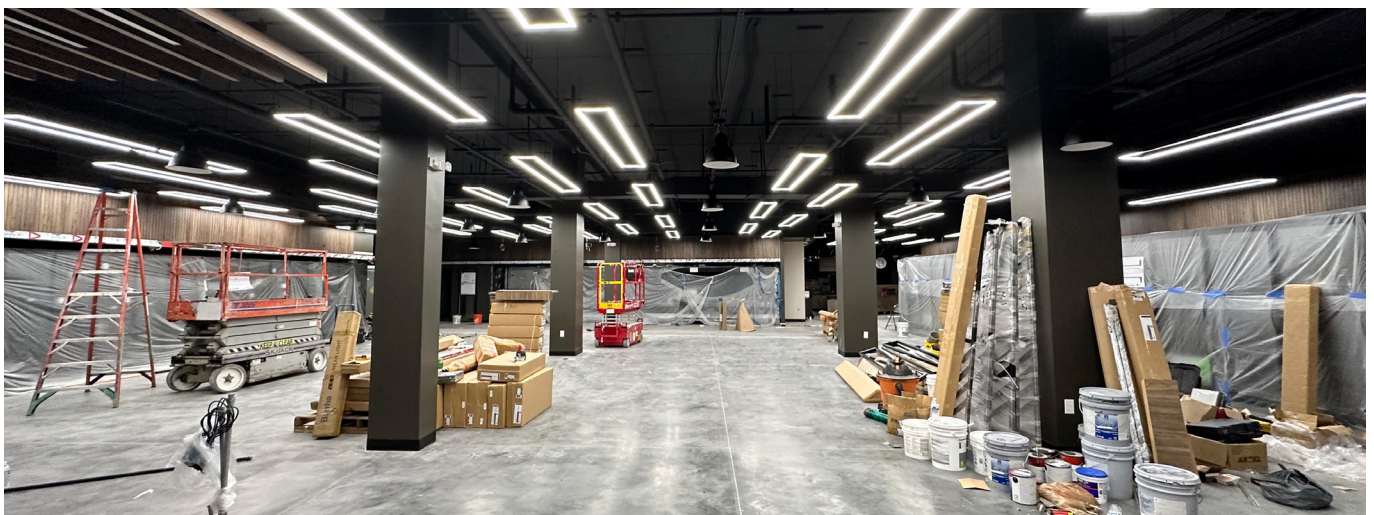
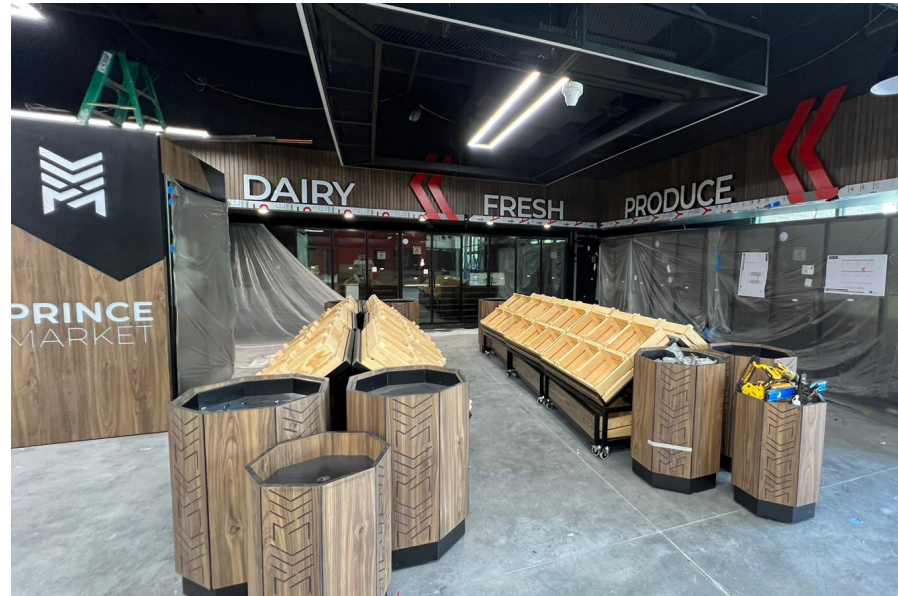
You can see the **RED ARROW** details in:

- Interior signages,
- Wooden cabinets
- Wall panels.



WE SUPPLY

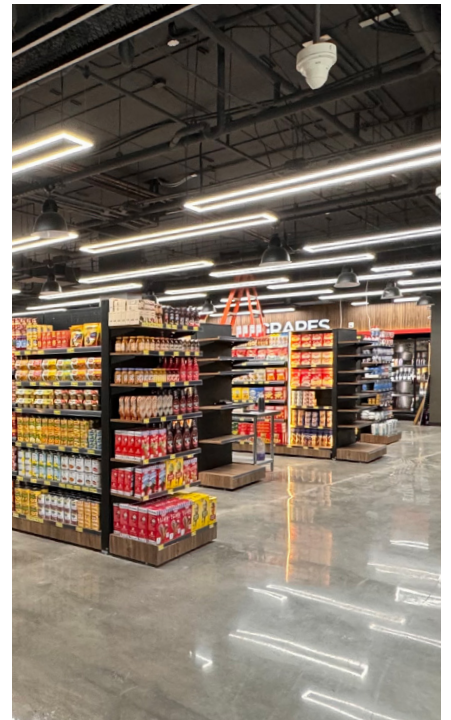
Custom made special decoration with wooden finishings and using plexiglass including the identity of the supermarket considering the ventilation requirement.



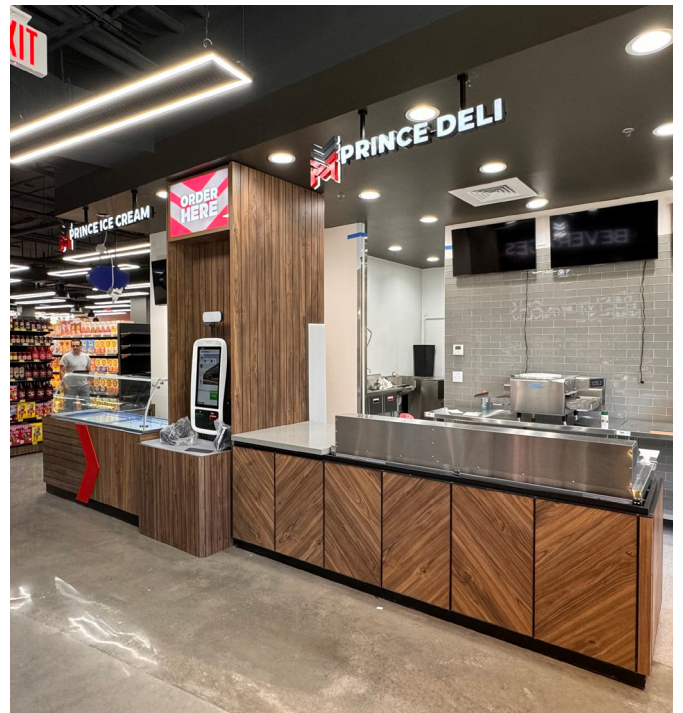


WE BUILD

We installed our fully customized in-house design and supplied goods to reflect the branding in result by having full coordination with our client.



BUILD



COMPARING

