

# 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

# RESEARCH

## How we started:

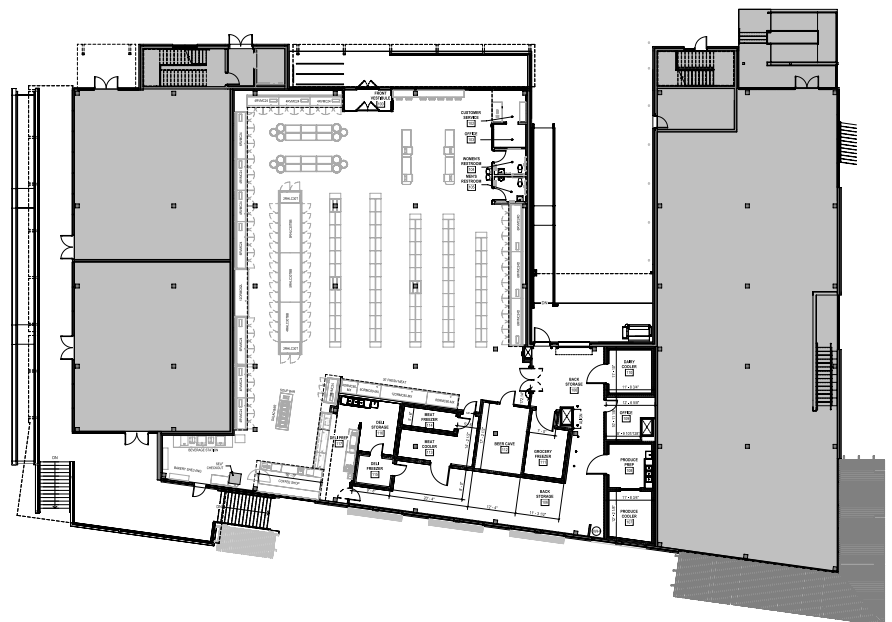
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**The Logo:**

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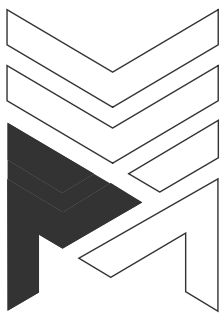
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**Logo's Concept & Colors:**

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Letter **P** the first from Prince word



Letter **M** the first from Market word



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



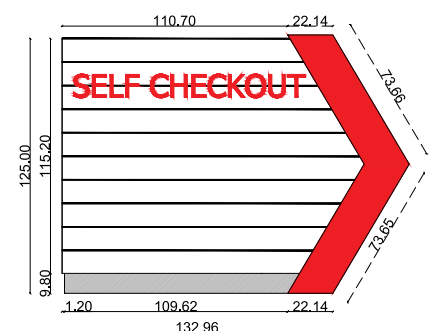
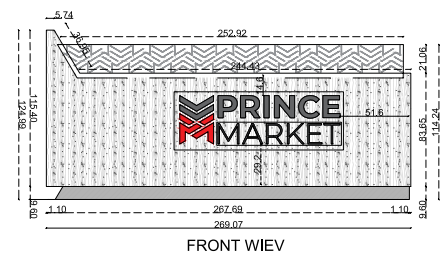
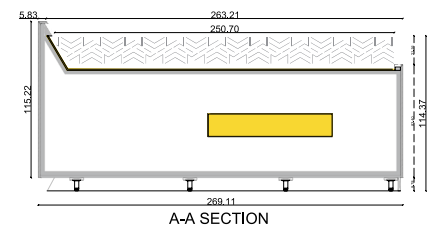
**PANTONE P 48-16 C**  
 C: 10 M: 100 Y: 96 K : 2  
 R: 213 G: 28 B: 41  
 HEX: D51C29



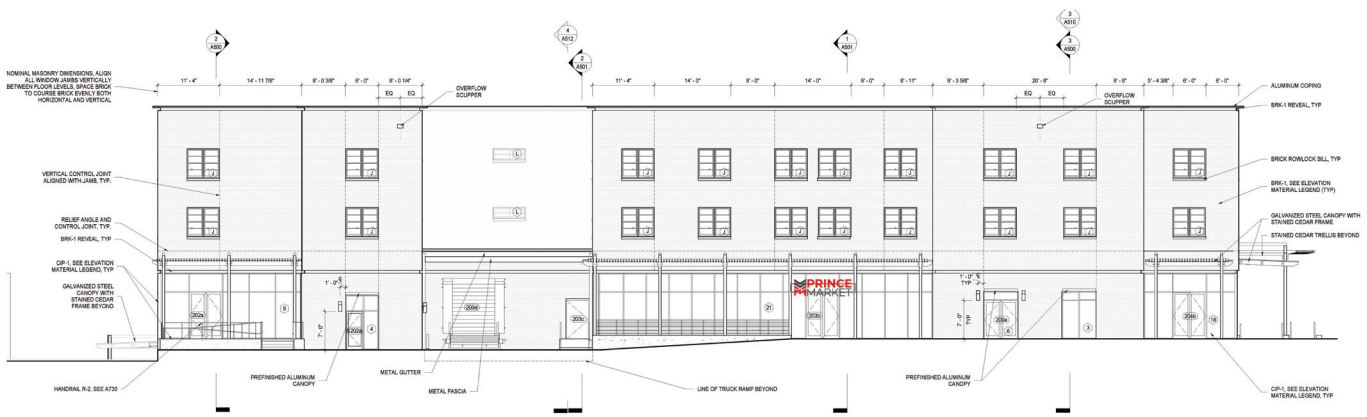
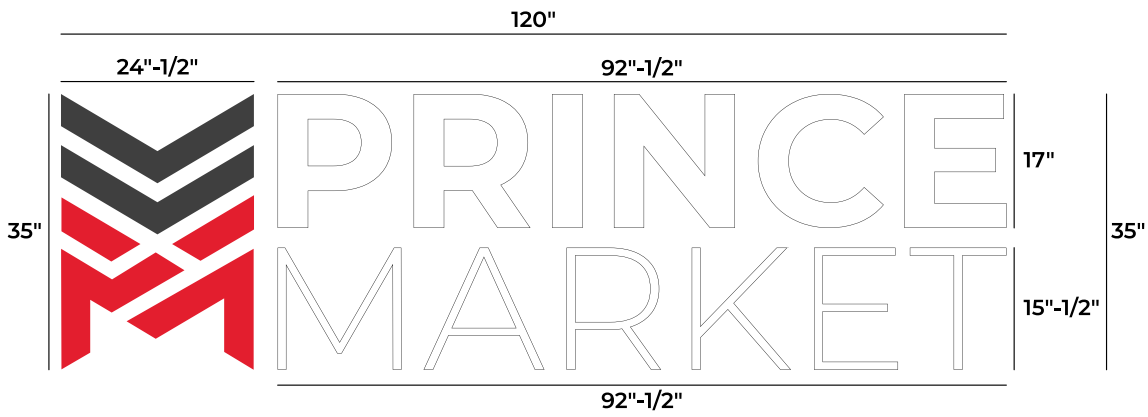
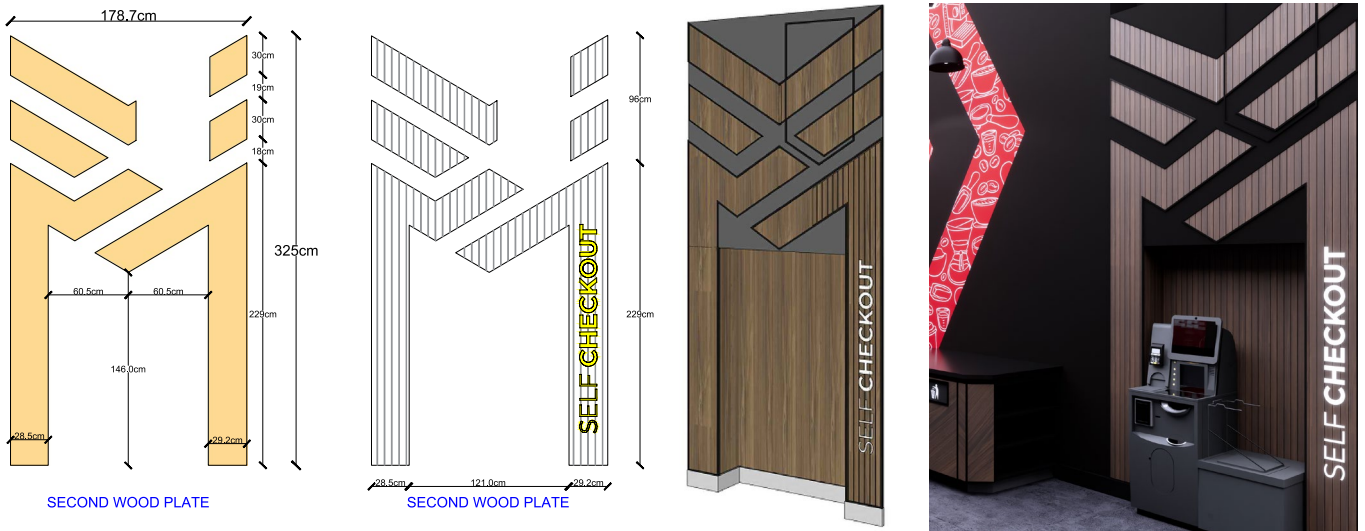
# CONCEPT

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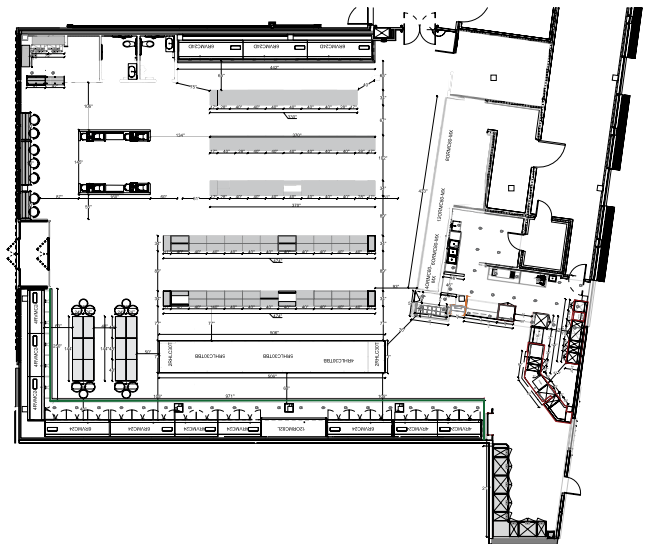


# LAYOUT



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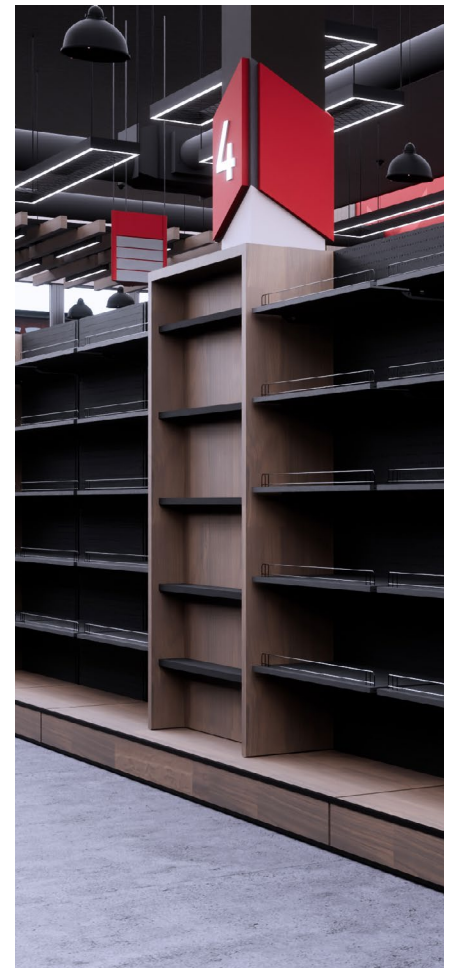
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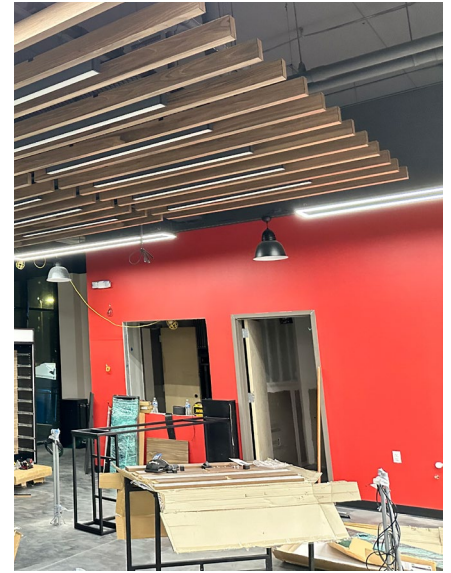
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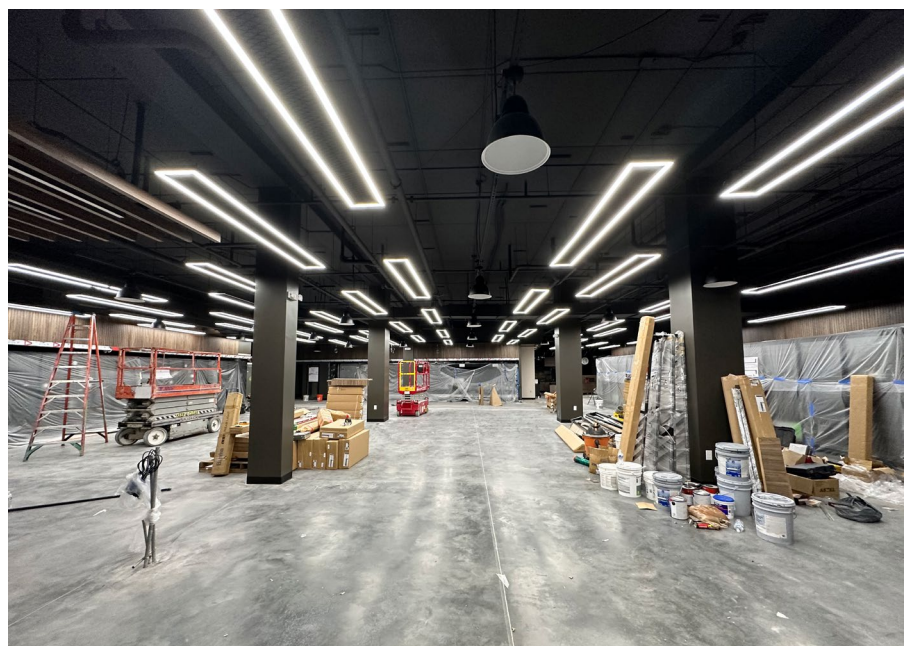
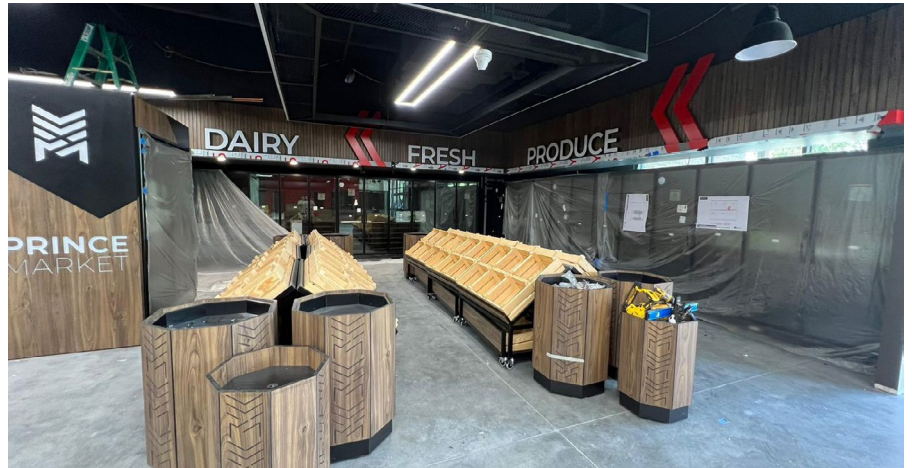




# SUPPLY



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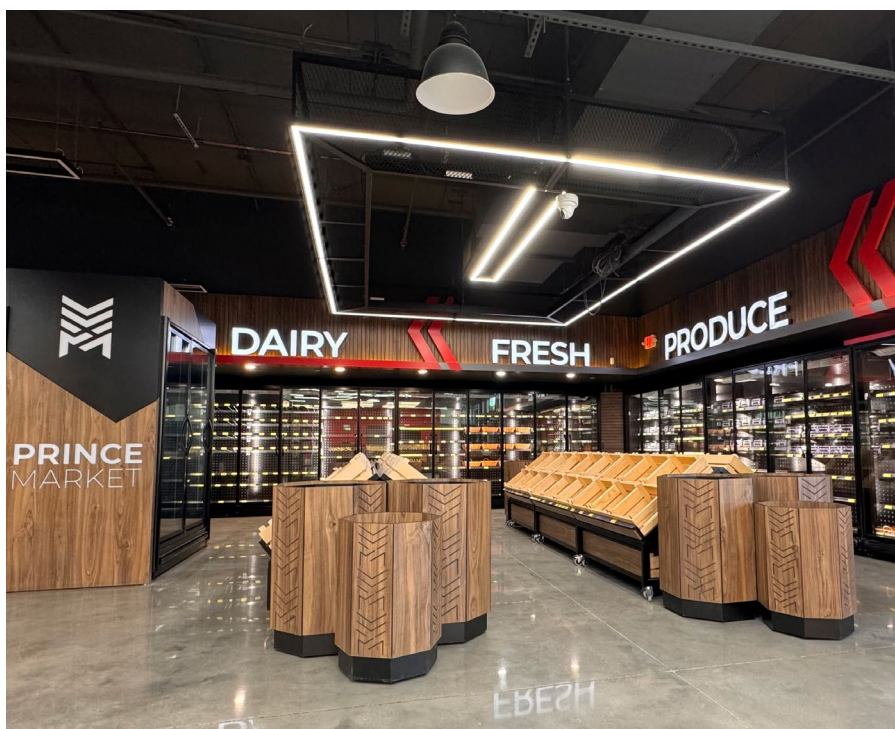




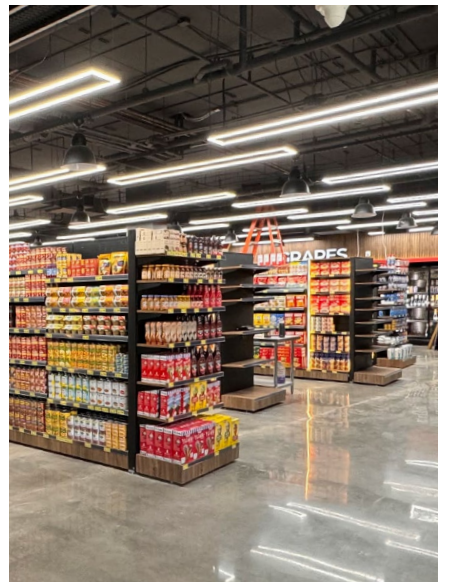
# BUILD

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DESIGN

REALITY

