

# CASE STUDY / GWA BRIVIS / TEMPCO RETAIL BRANDING / RETAIL ARCHITECTURE



## PROBLEM

Recent global economic uncertainty had placed enormous pressure on the retail, housing and manufacturing sectors to survive. Changing consumer purchasing patterns had meant a stronger demand for faster, easier, tailored and online options for customers to purchase their products with greater convenience.

GWA Brivis identified this strain in the HVAC market and understood a change was required to not only ensure their customers were satisfied but also make sure ground was not lost on evolving competitor brands. They needed a fresh faced new brand that could take them forward, something to accompany the new era of HVAC retail in the Australian market.

## SOLUTION

Our solution was tempco. A new era of heating and cooling retailing, designing home climate solutions to deliver comfort and control.

The tempco brand is one that cultivates trust in the consumer. Beginning with the type, UNO designers chose to use a lower case font that would reflect friendliness and warmth whilst adding bold elements to echo the companies strong and stable foundation in the market.

In terms of colour, the Brivis blue was welcomed back into the design and created the perfect contrasting tone against the prominent light blue, chosen for its subtle under tones to 'the perfect day'.

The icons creating the image component of the logo are not required by the style guide to always be displayed, but compliment the repeated circular aesthetic in the geometric sans, and the weight of the characters. Each icon is intended to reflect seasonal changes, with primary colours chosen to reflect this.

## SERVICES

- Naming & Brand Design
- Website Design
- Retail Architecture
- Fit-out Documentation



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