



Windfall Design

Oxfordshire

Northfield House
Northfield End
Henley-on-Thames, Oxon
RG9 2JG United Kingdom

P // + 44 (0) 1491 845 620
F // + 44 (0) 8704 867 662

Melbourne

Level 1
122 Toorak Rd
South Yarra, 3141
Victoria, Australia

P // + 61 (0) 3 9015 9665

windfalldesign.com

Brand Development

Alpha male offer bespoke interior decorating focused towards single male property owners. Based in Melbourne and New York the identity was developed with a boutique styling in mind. The identity itself was inspired from the arrow within the male symbol; the monogram, taken from the word mark is not only seen as the initials of the business name (AM), but also as the founders initials (MA).

Resources

Research
Brand Development
Positioning
Tagline development
Identity Guidelines