

**Brand: The Amalgam**

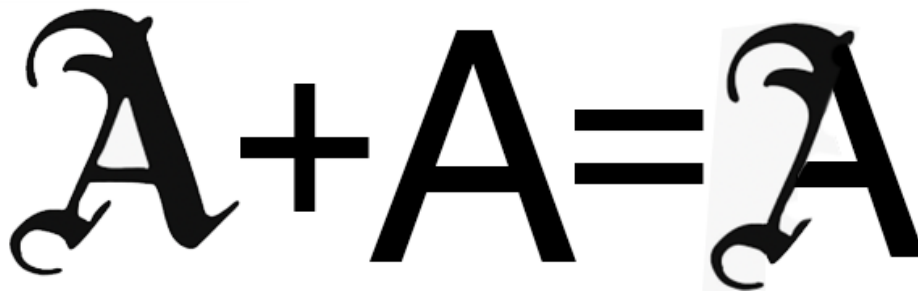
**Project:** Logo for boutique apartment building in a cosmopolitan urban setting

Amalgam means "a mixture or a blend" - this apartment project combines a new construction modern structure with a 100-year-old structure creating a building that is a mixture of old and new.

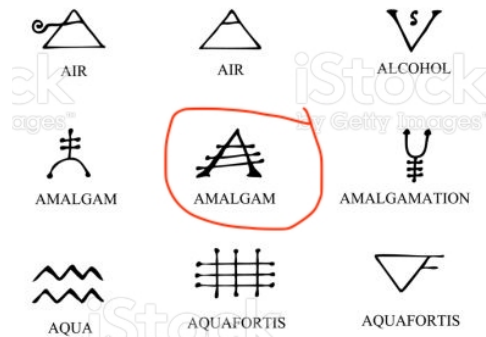
We are imagining a stylized A for the logo with "The Amalgam" underneath. We envision a logo that is sophisticated but with a hint of whimsy.

A few ideas that could provide direction for a logo design:

**Possible Direction 1)** An A that combines an older letterform (old english, for example) with a more modern letterform (Helvetica, for example):



**Possible Direction 2)** In the ancient study of alchemy, there was a symbol for Amalgam - an A form with 3 cross bars instead of one:



Our stylized A could use this symbol as design inspiration.

**Possible Direction 3)** Anything else

We are open to ideas - as long as the final result is a clean, sophisticated design with a hint of playfulness.

Thank you!