

ivy

- Brand Strategy
- Brand Identity
- Signage
- Wayfinding
- Environmental Graphics
- Publications
- Stationery Collateral
- Venue collateral





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Ivy is a \$150 million dollar entertainment venue located in the heart of Sydney's George Street. Working closely with owner and visionary Justin Hemmes, Cornwell were engaged to shape the vision of the overall brand. Collaborating with Merivale, Woods Bagot Architects, Hecker Phelan Guthrie and the broader consultant team, we created a comprehensive brand blueprint to establish the overall brand style and identities for all nine venues that make up the IVY experience.

Few projects afford a collaborative process that enable the ideas of the product, brand and business to fluidly develop as much as they did on the IVY project. The brand images pictured here were created to express the fun and escapism that embody the IVY experience.



ivy  
MAD COW  
sushi choo  
teppanyaki