



Exterior Enhancements
Developed by

FRANKODESIGN
Concepts and Consulting

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Location: 214 South Main Street

Downtown Elkhart, between High and Lexington

Close to Riverwalk, in the A&E District

Year Built: 1892

Previously called The Security Building

Anchor Tenant: The Vine

Has a relation to the clock tower in Civic Plaza - the tower is said to have been constructed as a post-modern interpretation of The Security Building.

With that information as elements for inspiration we developed a brand “logo” ...



Color:
Pantone
7421 C



Color:
Pantone
484 C

Then applied the brand to a structure that relates to the tower.













