

BDAI

BDAI brand foundations

Competency

We're a full service architecture and interiors studio delivering exceptional experiences in home and hospitality.

We are a team of commercially-minded architects and interior designers setting a new standard in built environments.

We have extensive experience in masterfully conceiving, designing and upgrading:

- 1 Clubs and Venues
- 2 Bars and Pubs
- 3 Casual Dining
- 4 Quick Service Restaurants
- 5 Contemporary Living

Our end-to-end architectural and interior design services include:

- 1 Feasibility studies
- 2 Concept designs
- 3 Technical drawings
- 4 Applications + approvals
- 5 Finishes + furnitures
- 6 Documentation, specifications + renders
- 7 Project delivery
- 8 Lead /superintendent

Mission

Your core reason to exist (beyond profit generation). Your role in the world at large Outer-directed (how you relate to the world).

Elevate the real-world experience in home and hospitality.

- The built environment is a critical factor in our lived experience – and we understand where the challenges and opportunities lie.
- We're on a mission to create market leading spaces that enhance people's lives and drive commercial outcomes.

Mission

What mark do we want to make on the world? What do we want to be famous for? Inner-related (all about us).

Australia's market leading architects and interior designers, combining function and flair to deliver uplifting environments.

- At the forefront of changing industry perceptions
- Great design, great to work with, great outcomes.

Vision

What's the specific commercial goal that will tell us we're on track to achieving our vision?

Renowned as a commercially-minded, creative studio delivering highly successful environments.

- Set a new benchmark for best practice in hospitality and residential architecture
- Award winning projects and client praise

Ambition

Benefits

Functional benefits

Commercially successful hospitality environment via a smooth, enjoyable process

Cutting-edge environment

Our clients always get an innovative, contemporary asset that sets a new standard for the industry. We combine function and flair designed to meet commercial objectives.

An enjoyable process

We strive to ensure every project is a smooth, enjoyable process – underpinned by good communication, reliability, flexibility and shared values. Minimal changes throughout are a must, and we always resolve challenges efficiently and effectively.

On time and on budget

A successful project includes timely issuing of drawings, good quality control, hitting all milestones and staying on budget.

Emotional benefits

Importance, inspiration and confidence

Inspired and proud

We demonstrate our deep knowledge, creative thinking and passion for our client's project throughout the process. We look to exceed expectations continually to impress, surprise and delight our clients.

Special and important

Our clients feel valued and respected. We show appreciation and attention without subservience. We want them to succeed. In doing so, they feel like our only important client. Like a VIP.

Confidence and peace of mind

We lead and guide our clients through the process. They feel understood and reassured that we are focused on successful outcomes. We give them insight, we hear them out, we understand them, but we always lead.

We pride ourselves
on delivering strong
commercial outcomes
driven by creativity
and collaboration.

Difference

What sets us apart is our approach. Our approach to each project has four key pillars.



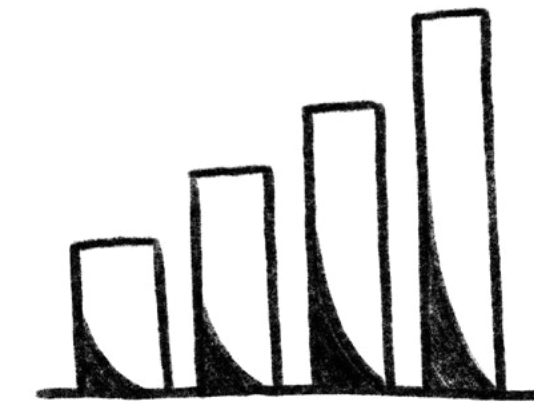
Creativity

We are innovative thinkers and problem solvers. We bring our imagination, ingenuity and attention to detail to projects of any size.



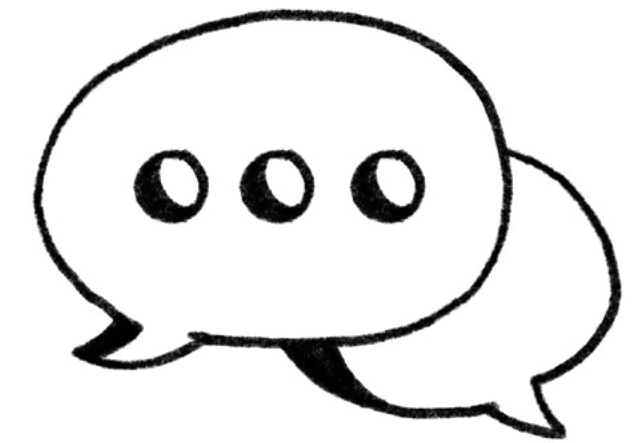
Character

We are fun, passionate, we love what we do and who we do it with. Our 'no ego' policy is a rare trait amongst studios at our level.



Commerciality

We strive to achieve successful commercial outcomes in each and every project. Our clients' commercial objectives guide our design decisions.



Collaboration

Our success is built on collaboration – underpinned by open, honest dialogue. We collaborate internally, with our clients and our partners.

Personality

The visionary in action

Our years of experience has honed our intuition. We inspire others through creativity, innovative thinking and an entrepreneurial mindset. But more than this, we lead through action. We see the challenges and opportunities and tackle them head on.

We're positive, we're enthusiastic, but remain down-to-earth and always willing to roll up our sleeves and lead the way.

We can be described as

- Real, authentic, honest
- Bold, fun and vibrant
- Passionate – about what we do and the outcomes we deliver
- Creative, with an entrepreneurial spirit
- Reliable – we say what we do and do what we say.

Personality guardrails

Always confident,
never arrogant.

We speak truths,
not jargon.

We push boundaries,
not budgets.

Exuberance
without ego.

We're fun –
never frivolous.

Archetype

Creator with Everyman at heart

Creator

The creator is innovative and inherently non-conformist. They are about self-expression and authentic creation.

Motto:If it can be imagined it can be created

Characteristics: Creative, imaginative, inventive

Helps people: Express themselves

Desire: Create something of enduring value

Goal: Give form to a vision

Fear: Having a mediocre vision or execution

Strategy: Develop artistic control and skill

Gift: Creativity and imagination

Everyman

The everyman is a regular person, a good friend. They believe in the natural dignity of everyone regardless of their circumstances. Every person matters as they are.

Motto: All men and women are created equal.

Characteristics: Relatable, empathetic, common values

Helps people: Be accepted as they are

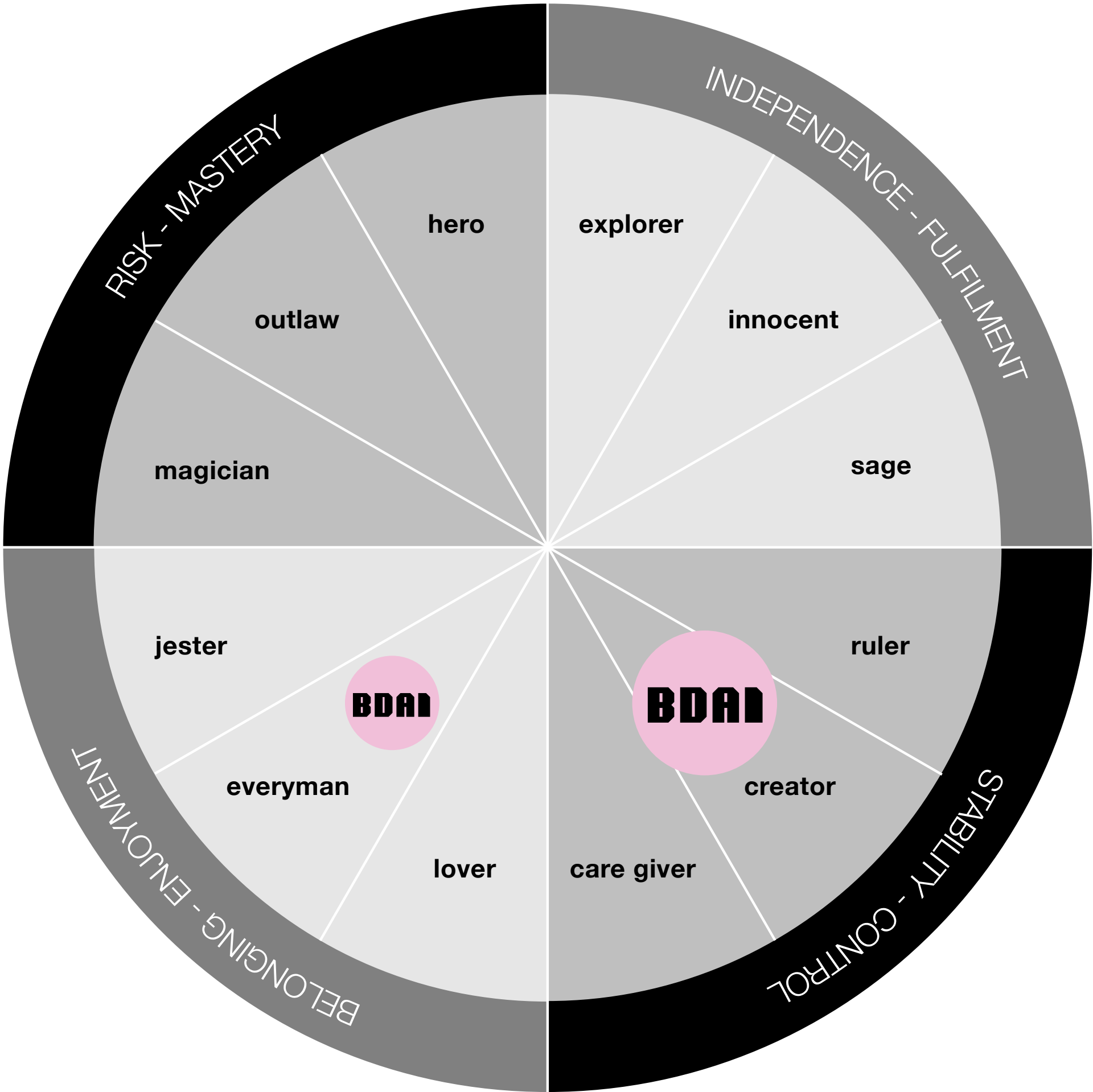
Desire: Connection with others

Goal: To belong, fit in

Fear: Standing out, being rejected for acting superior

Strategy: Develop solid, common virtues, the common touch, blend in

Gift: Realism, empathy, lack of pretense



Brand Proposition / key promise

Design to delight

A pink brushstroke underline that starts under the word 'delight' and extends to the right, tapering off.

We design environments that delight people. Places they want to visit, enjoy, spend time and indulge their senses. Our entire approach is designed to delight our clients in each and every project.

Brand essence / concept territory

Everyday wonder



Accessible
Commonplace
Egalitarian



Awe
Excitement
Admiration
Amazement

Brand foundations

PURPOSE Elevate the real-world experience in home and hospitality.	FUNCTIONAL BENEFIT Commercially successful hospitality and residential environments delivered via a smooth, enjoyable process.	GUARDRAILS Always confident, never arrogant. Exuberance without ego. We push boundaries, not budgets. We speak truths, not jargon. We're fun – never frivolous.
VISION Australia's market leading architects and interior designers, combining function and flair to deliver uplifting environments.	EMOTIONAL BENEFITS Importance, inspiration and confidence.	PROPOSITION Design to delight
DIFFERENCE The BD 4C model Creativity + Commerciality + Charisma + Comprehensive delivery	PERSONALITY The visionary in action. Inspiring, creative, positive – yet always down-to-earth and willing to roll up our sleeves to lead the way.	ESSENCE Everyday wonder

Brand story

When did architecture get so boring? When did awards and egos become more important, that commercial outcomes? Don't get us wrong, we do love black and white, but surely there's some room for colour, fun and positivity?

BDAI is not your typical architectural practice. We are a full service architecture and interiors firm focused on delivering exceptional hospitality experiences. And we do it with personality. From clubs and venues to casual dining and QSR, every project is handled with the perfect mix of creativity, commerciality, charisma and comprehensive delivery.

Our mission is to elevate the real-world hospitality experience – by combining function and flair to deliver environments that delight people. Places they want to visit, enjoy, spend time and indulge their senses.

Since 2005 we've been making the most of every project, and have worked with some of Australia's most renowned developers and the world's best brands. Our long standing relationships are testament to the quality of our work and service (and that we're just generally awesome people).

We are BDAI. And this is what we call **design to delight**.

BDAI brand identity

BDAI

Design that delights

Spaces with spirit

Interiors that inspire

Hospitality with heart

BDAI

BDAI

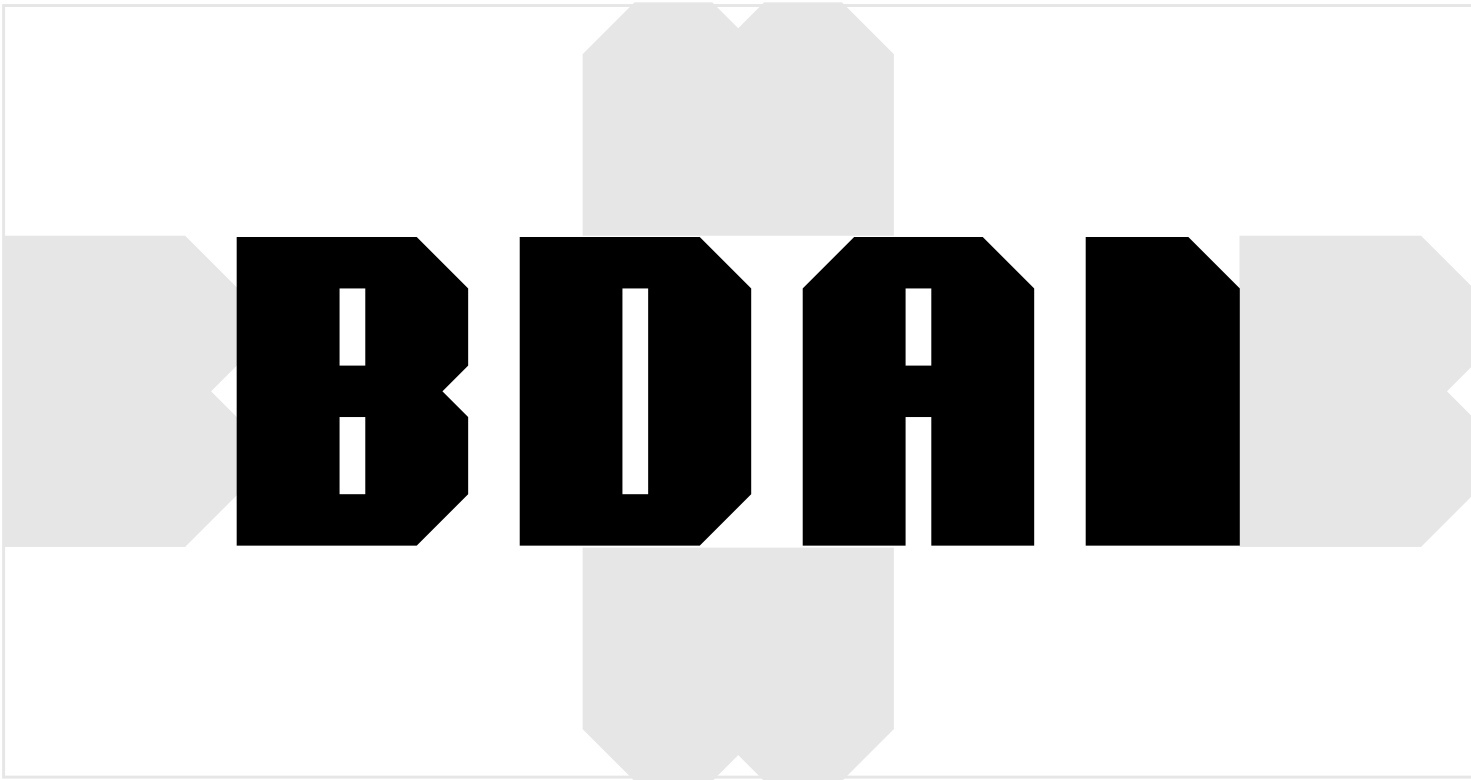
BDAI

BDAI

Logo size & positioning

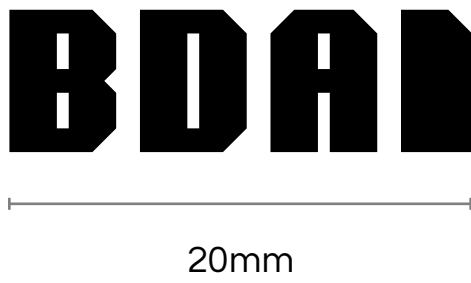
The clear space around the BDAI logo should be equal to the width of the 'B'. The artboart and bounding box of each BDAI logo reflects this clear space rule.

The minimum sizes for print and web use are to the right.



PRINT

The minimum width of the BDAI logo for print is 20mm



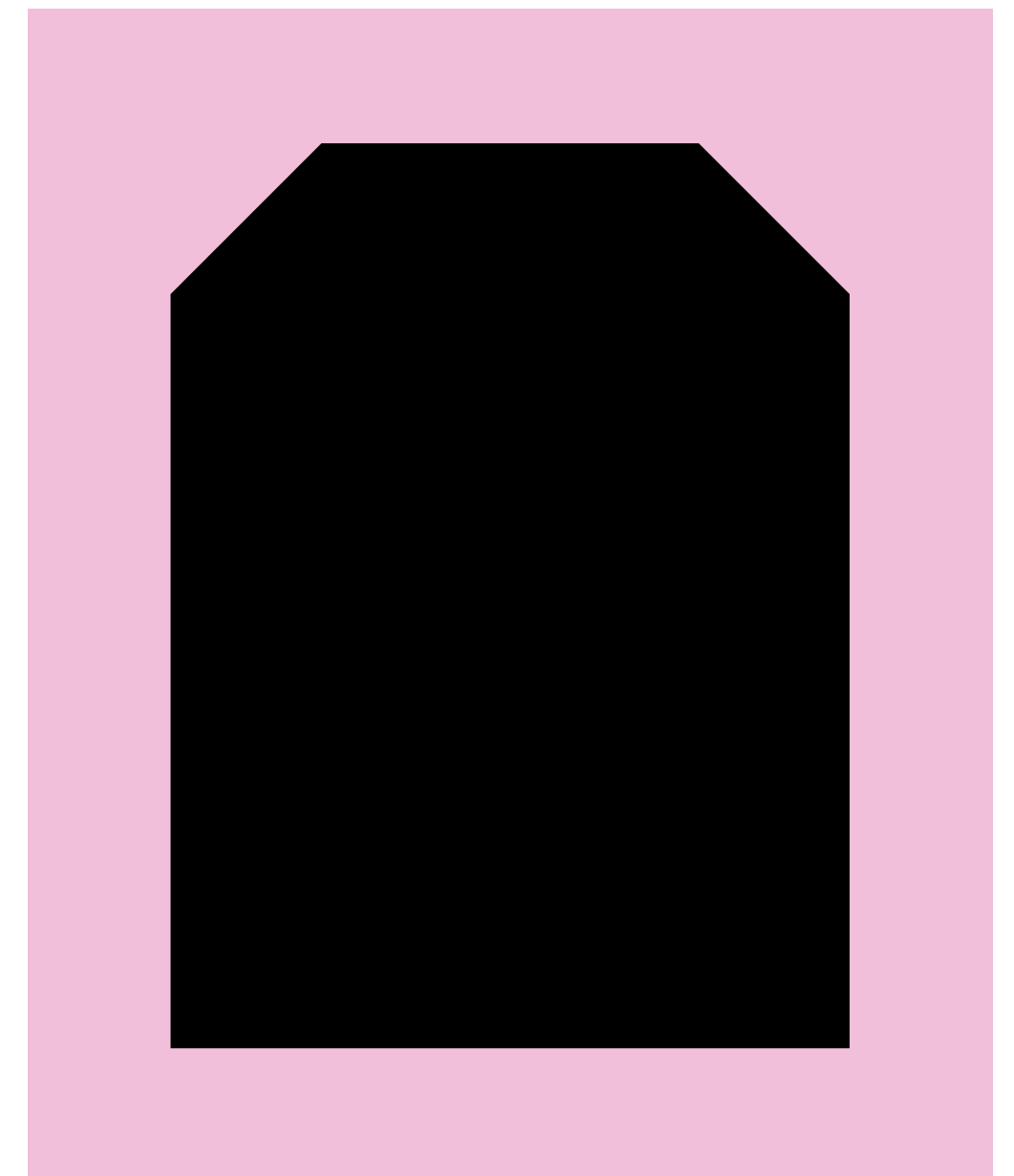
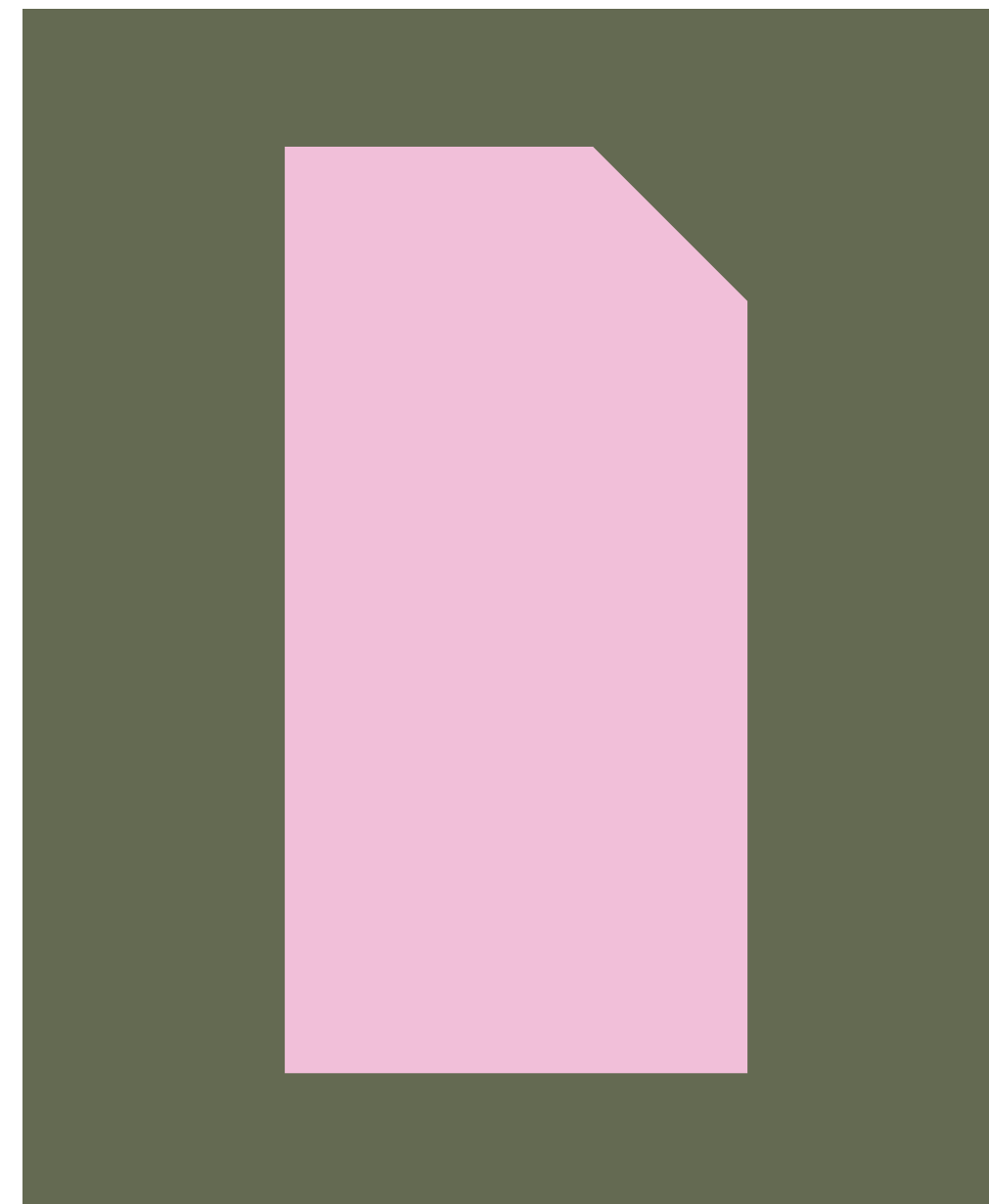
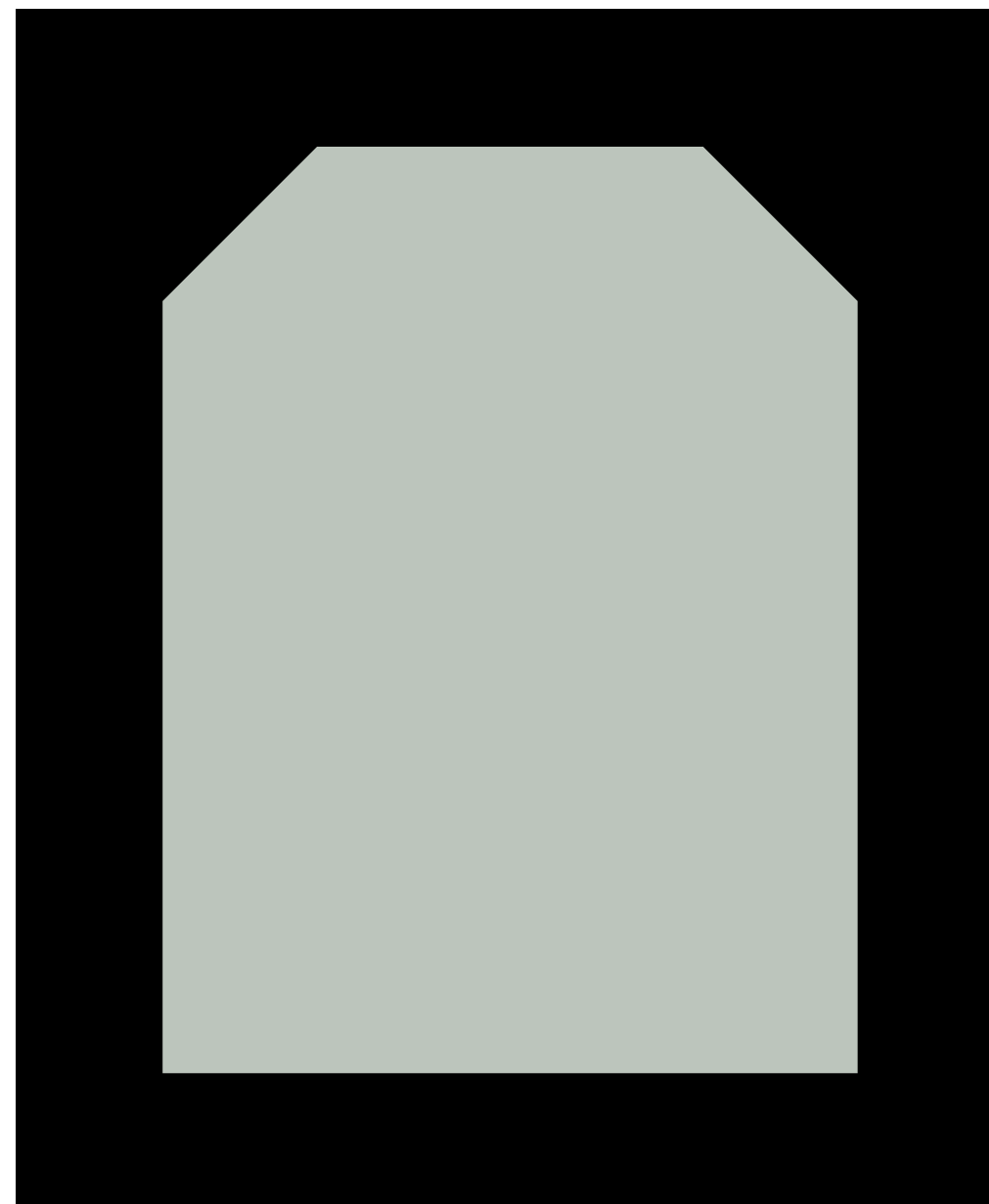
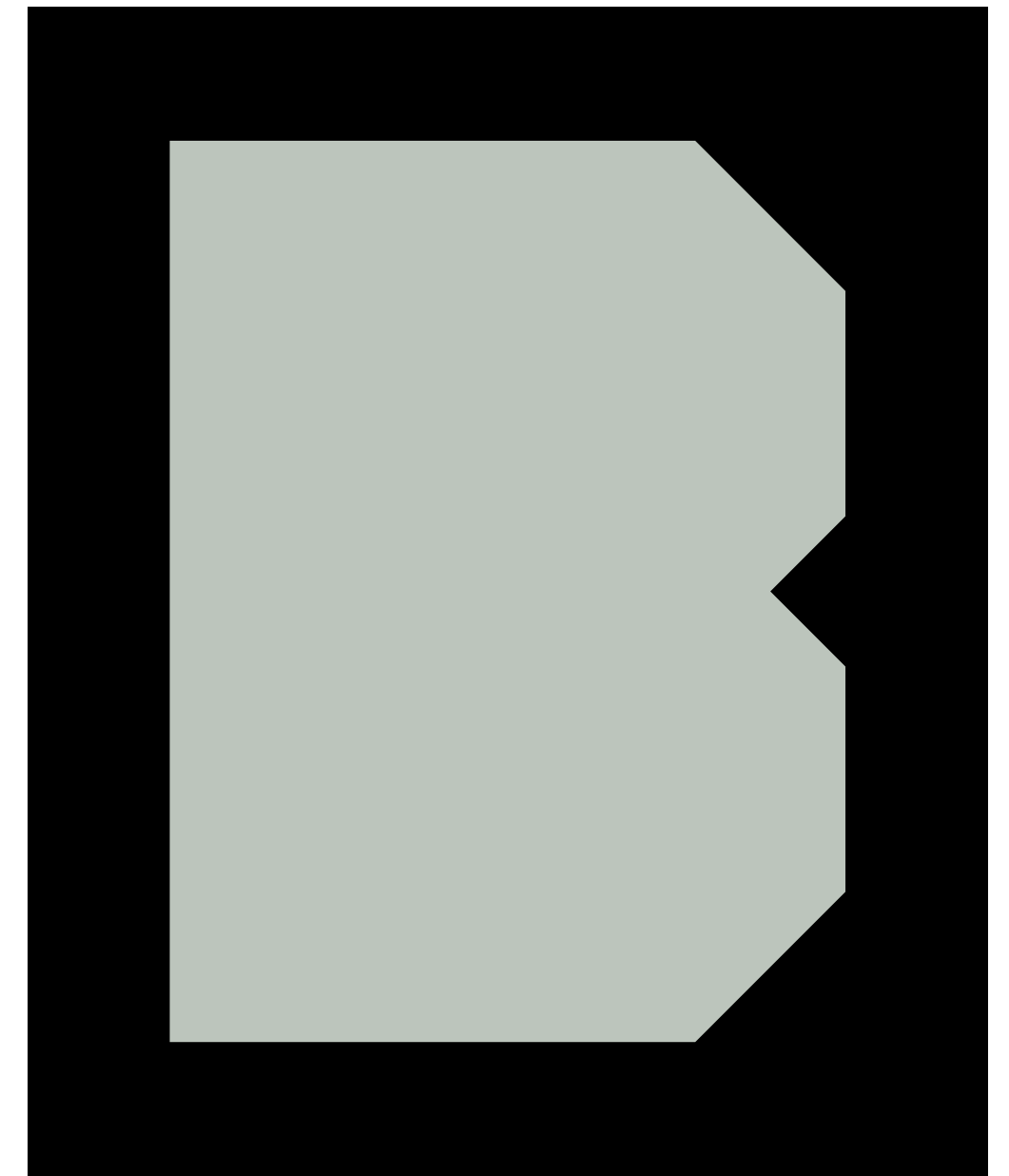
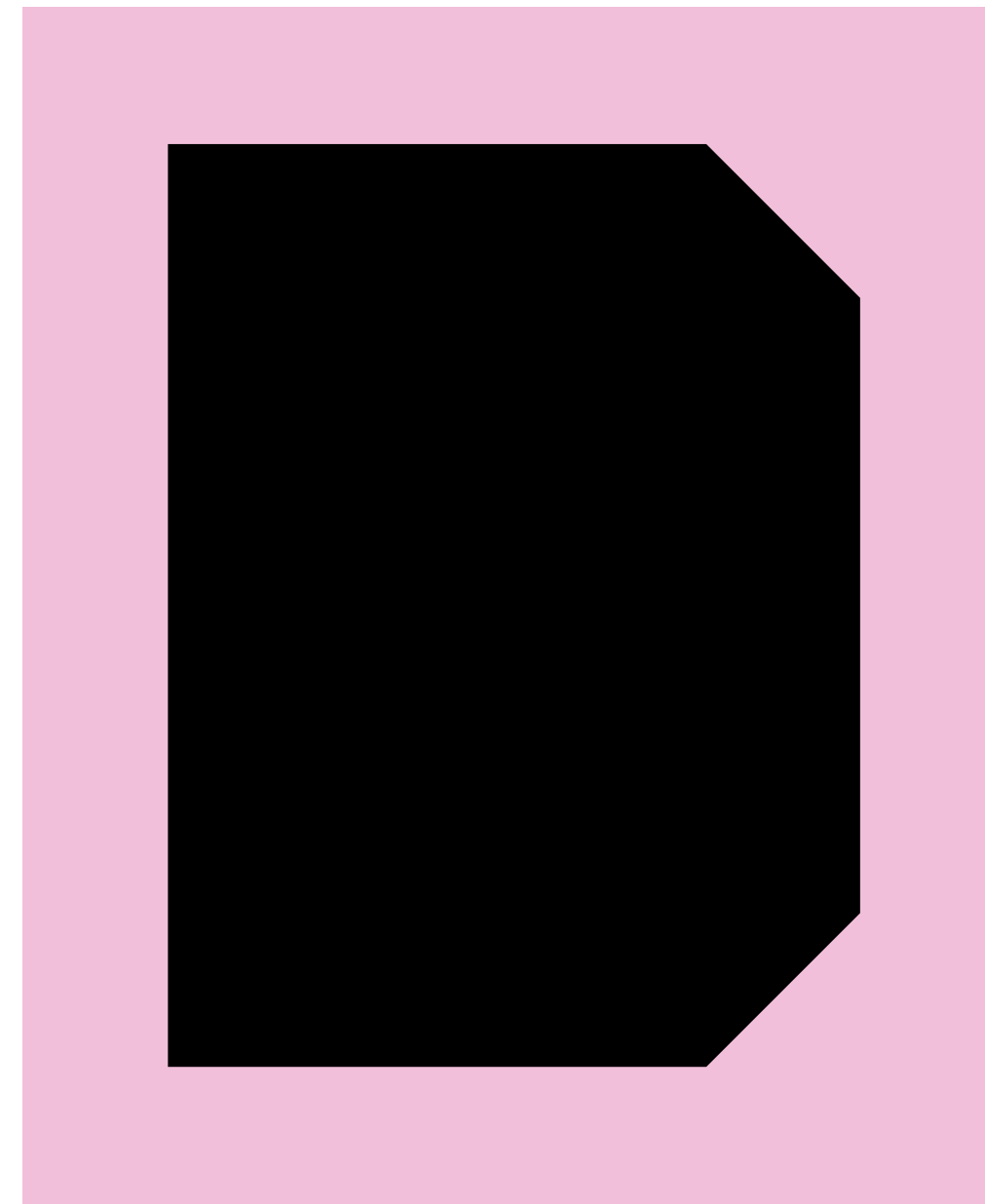
WEB

The minimum width of the BDAI logo for web is 85px



Brand shapes

The BDAI brand shapes are the block shapes logo letterforms. They can be used as blocks of colour, to house images and graphics. They can bleed off the artboard, but the shape should never be changed or altered.





Sorbet

PMS	Pantone 217 U
CMYK	1 27 0 0
RGB	241 191 217
HEX	#F1BFD9

Olive

PMS	Pantone 5753 U
CMYK	49 29 70 20
RGB	100 106 82
HEX	#646A52

Sage

PMS	Pantone 5665 U
CMYK	16 2 14 4 (BOOK)
RGB	188 197 188
HEX	#BCC5BC

Black

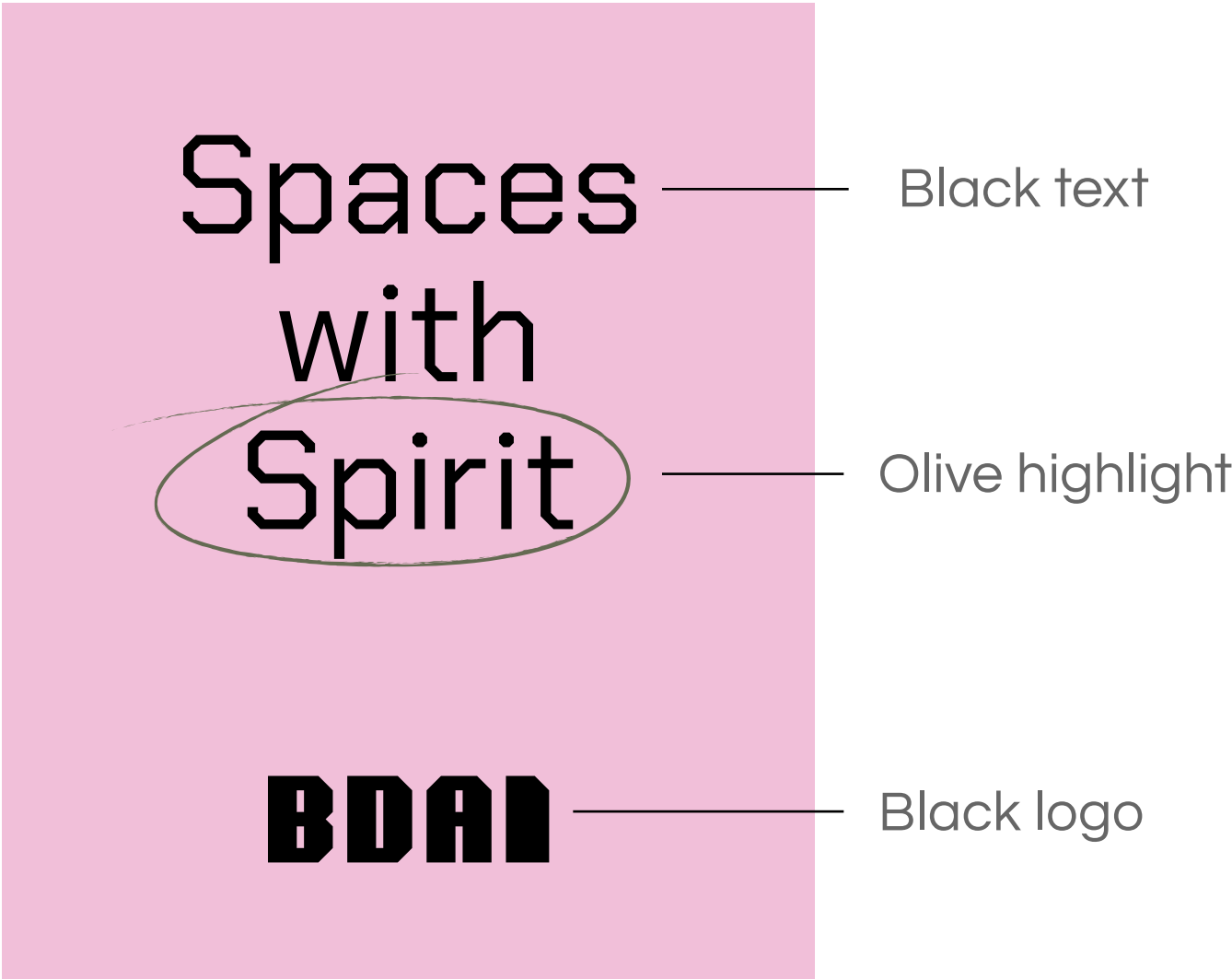
PMS	Process Black C
CMYK	0 0 0 100
RGB	0 0 0
HEX	#000000

Colour combos

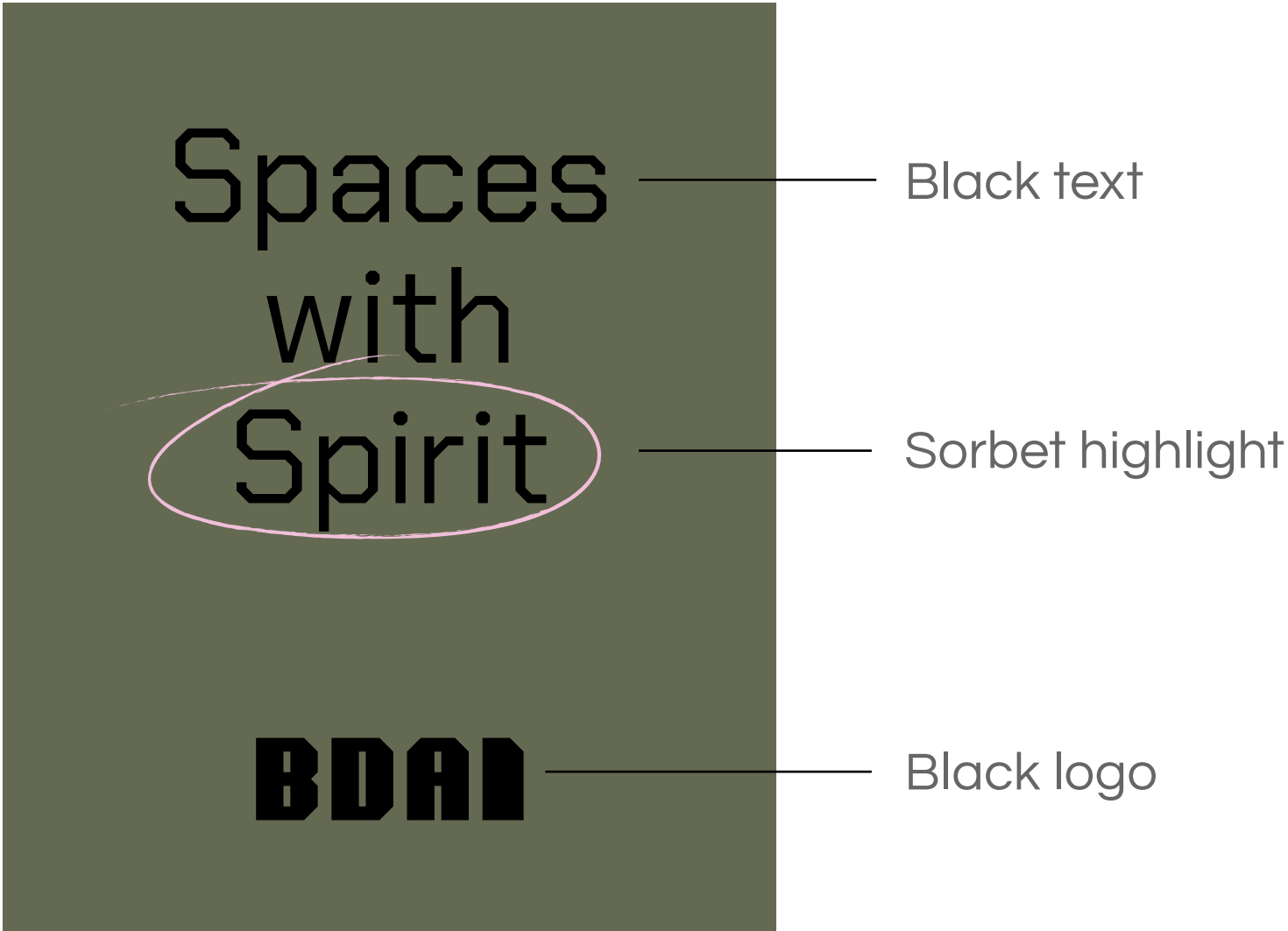
To ensure consistency and legibility, it is important to use the correct colour combinations when designing for the BDAI brand.

Follow the examples on the right which display which text colours, highlight colours and logo colours suit each background.

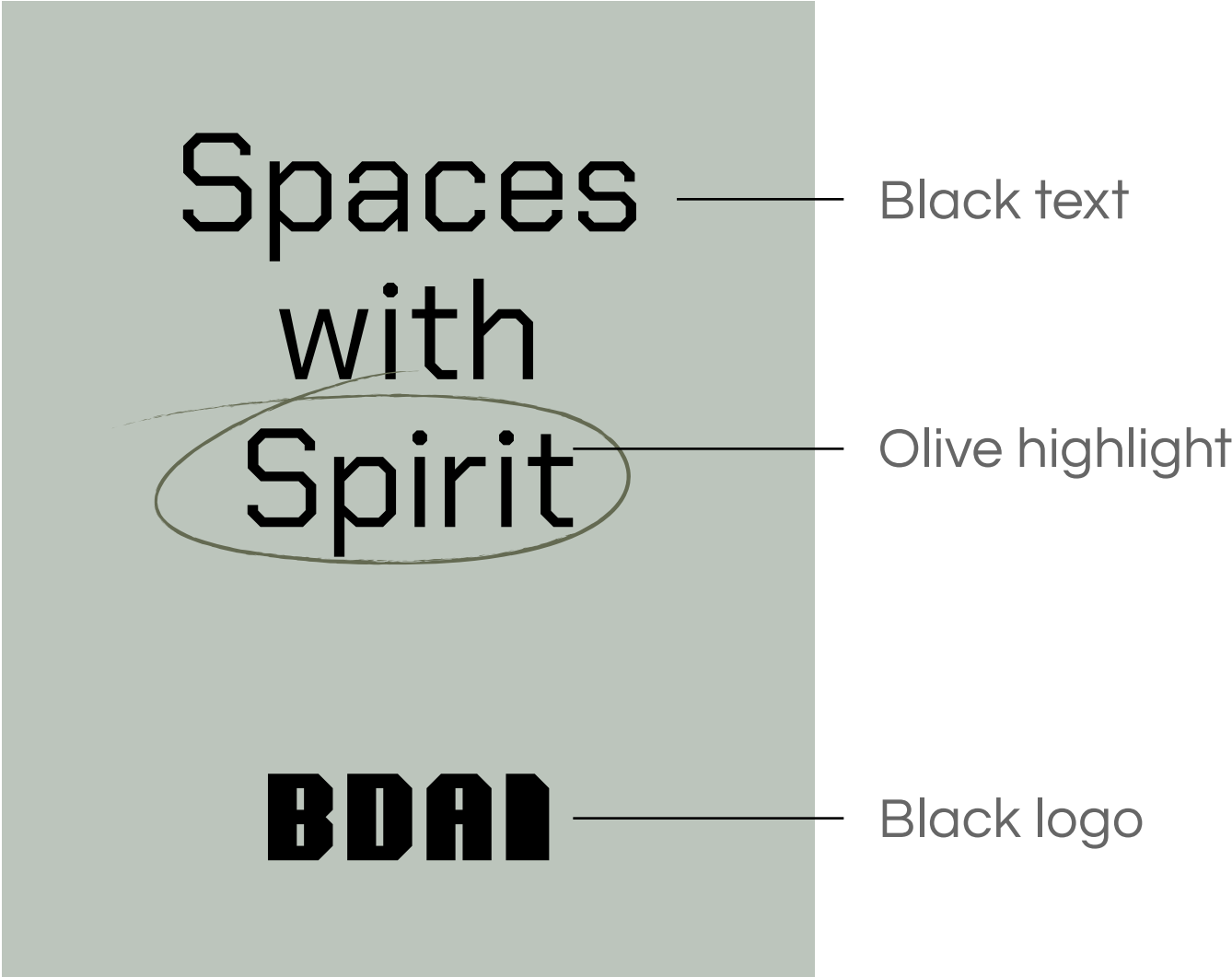
Sorbet background



Olive background



Sage background



Black background



Chakra Petch

Chakra Petch Regular

A B C D E F G H I J K L M
N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m
n o p q r s t u v w x y z
0 1 2 3 4 5 6 7 8 9 ! ?

Chakra Petch Semibold

A B C D E F G H I J K L M
N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m
n o p q r s t u v w x y z
0 1 2 3 4 5 6 7 8 9 ! ?

Questrial

Questrial Regular

A B C D E F G H I J K L M
N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m
n o p q r s t u v w x y z
0 1 2 3 4 5 6 7 8 9 ! ?

Brand markups

Brand markups and scribbles are to be used as highlights and accents, and never to dominate a composition.

Rules of thumb:

- Mix up which style of underline and circle is used
- Use the appropriate colour mark-up for the background and text colour
- Put the script type on different angles for a more playful layout
- The typeface for the script markups is 'Homemade Apple' and can be downloaded from Google Fonts

Bold & Daring!

Be Different

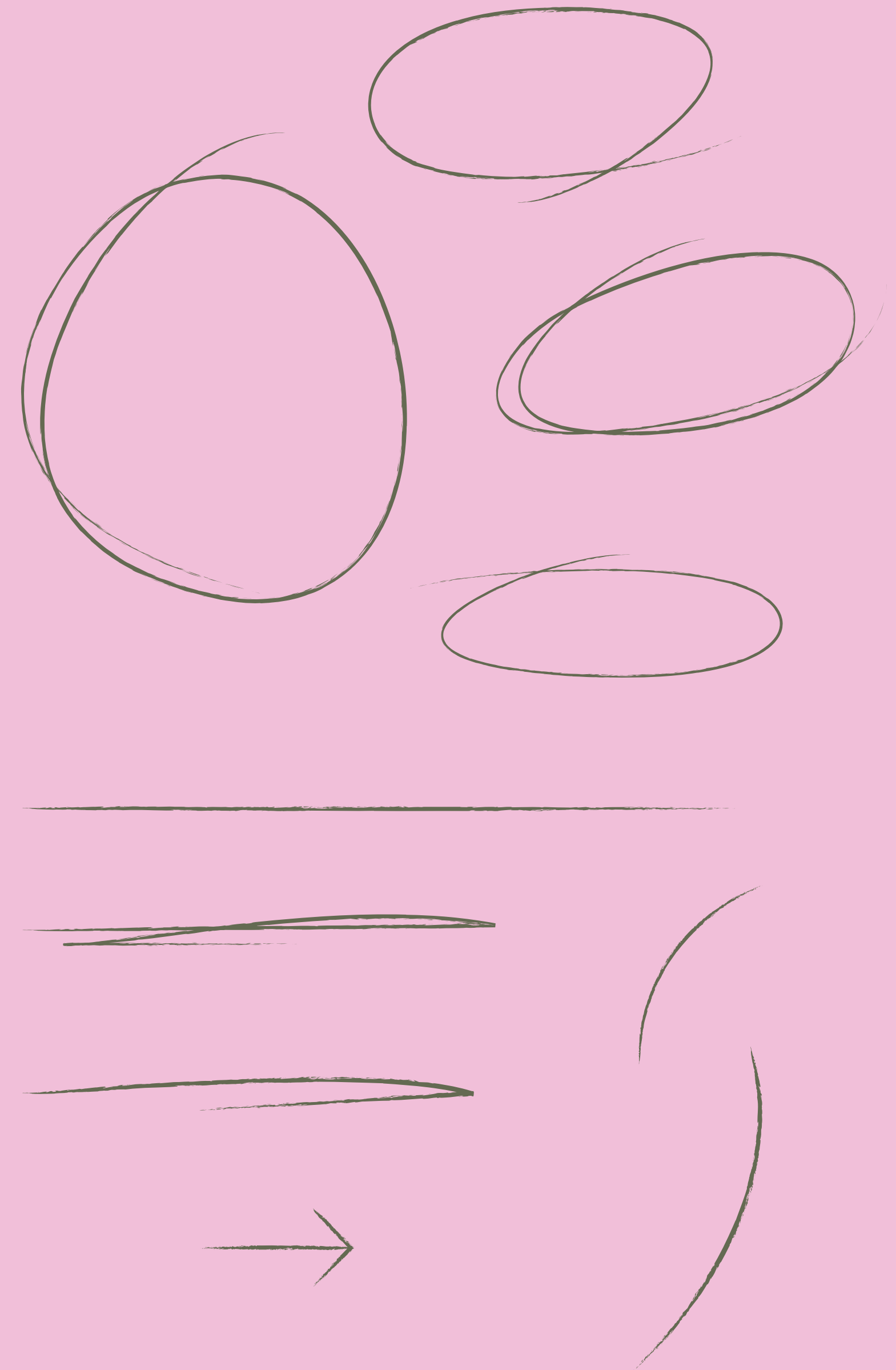
Agile & Intuitive

Always Inspiring

Architectural Intelligence

Bloody Delightful

Beyond Design



Iconography

The BDAI icons are simple, hand-drawn and full of character. Each icon reflects the relaxed style of the branded markups.

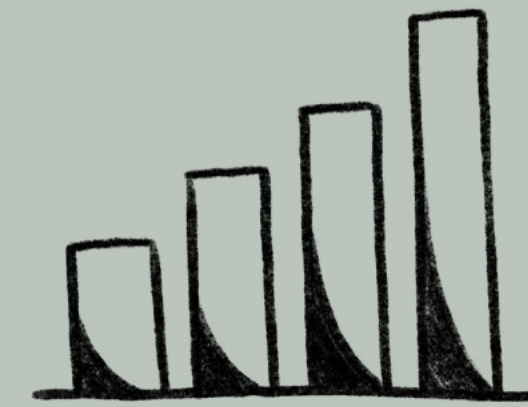
They should be used sparingly as accent elements for web and print.



Creativity



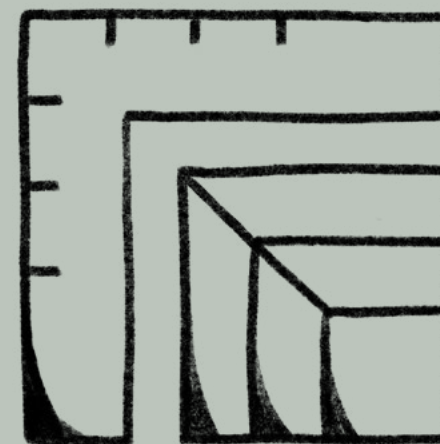
Character



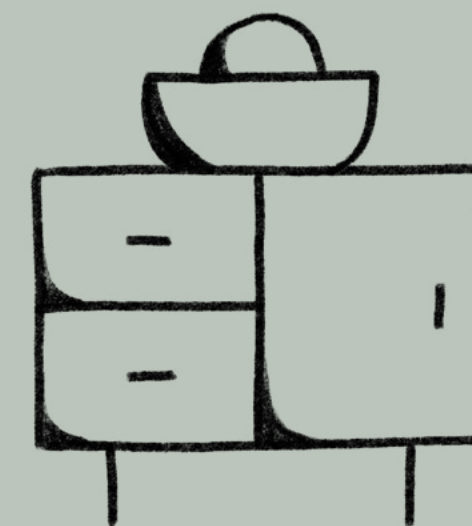
Commerciality



Collaboration



Architecture



Interior Design



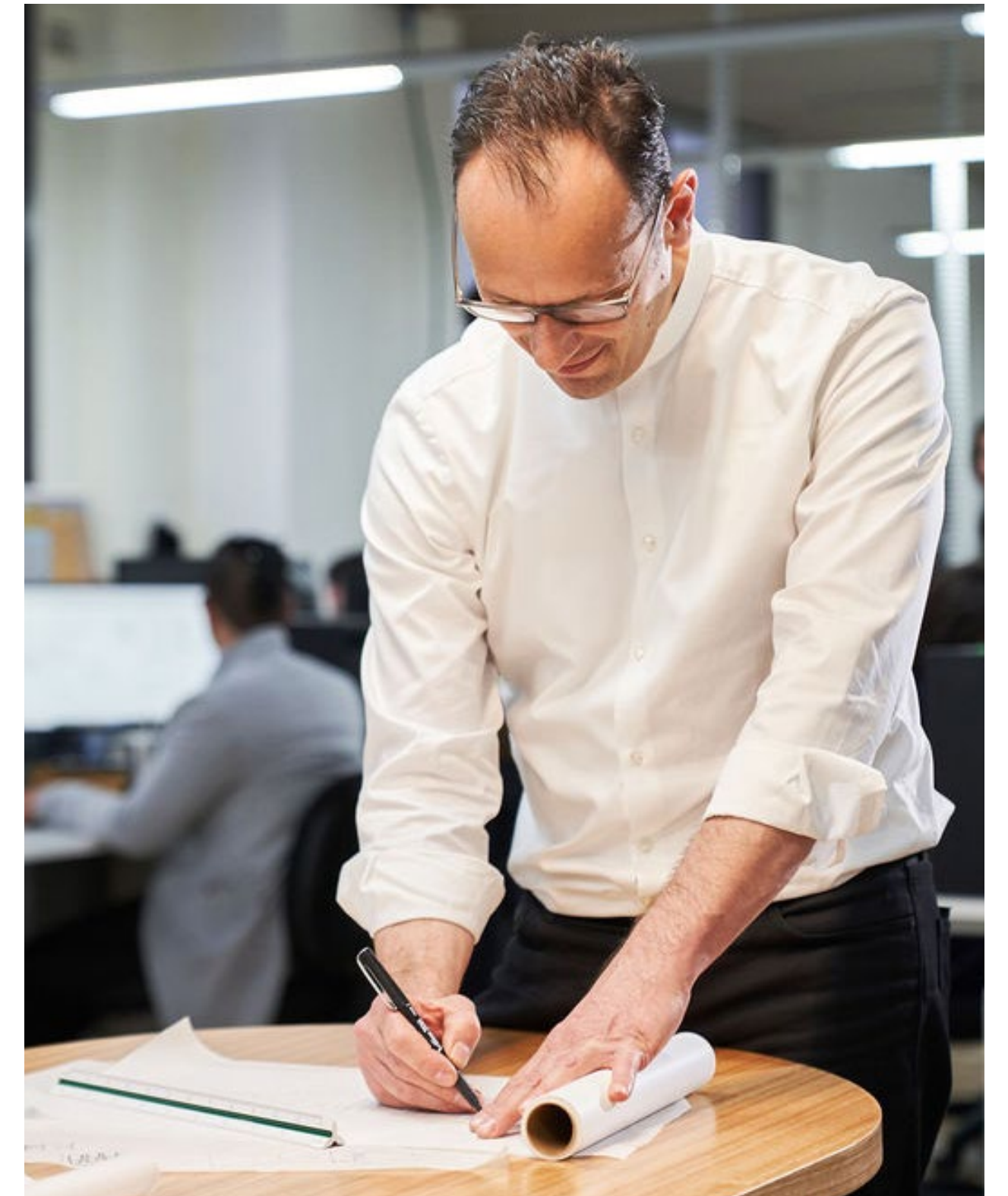
Design Management

Photography

The BDAI photography style should communicate individuality, personality, in a professional, collaborative environment.

People photography should feel real, colourful and unstaged.

Project photography should include a mix of detail shots and expansive macro shots.



BDAI brand in action

Always
Inspiring

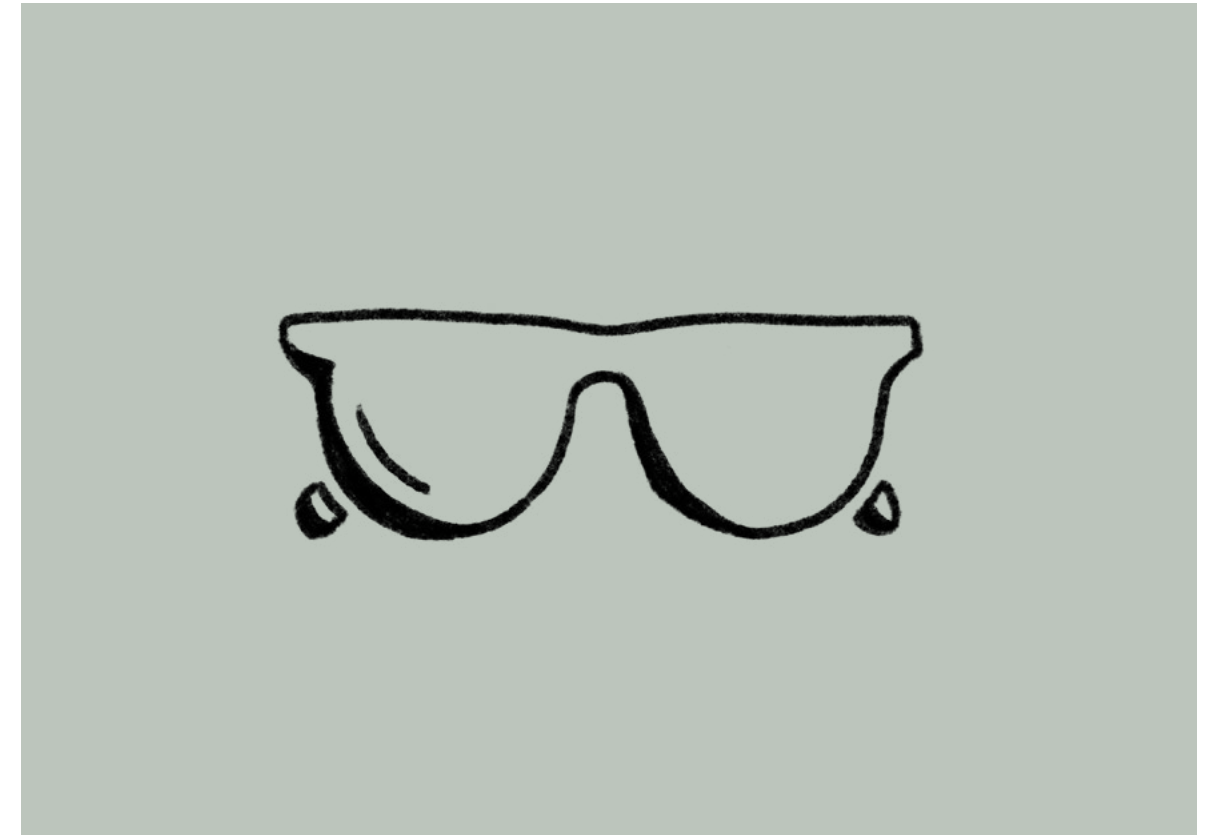


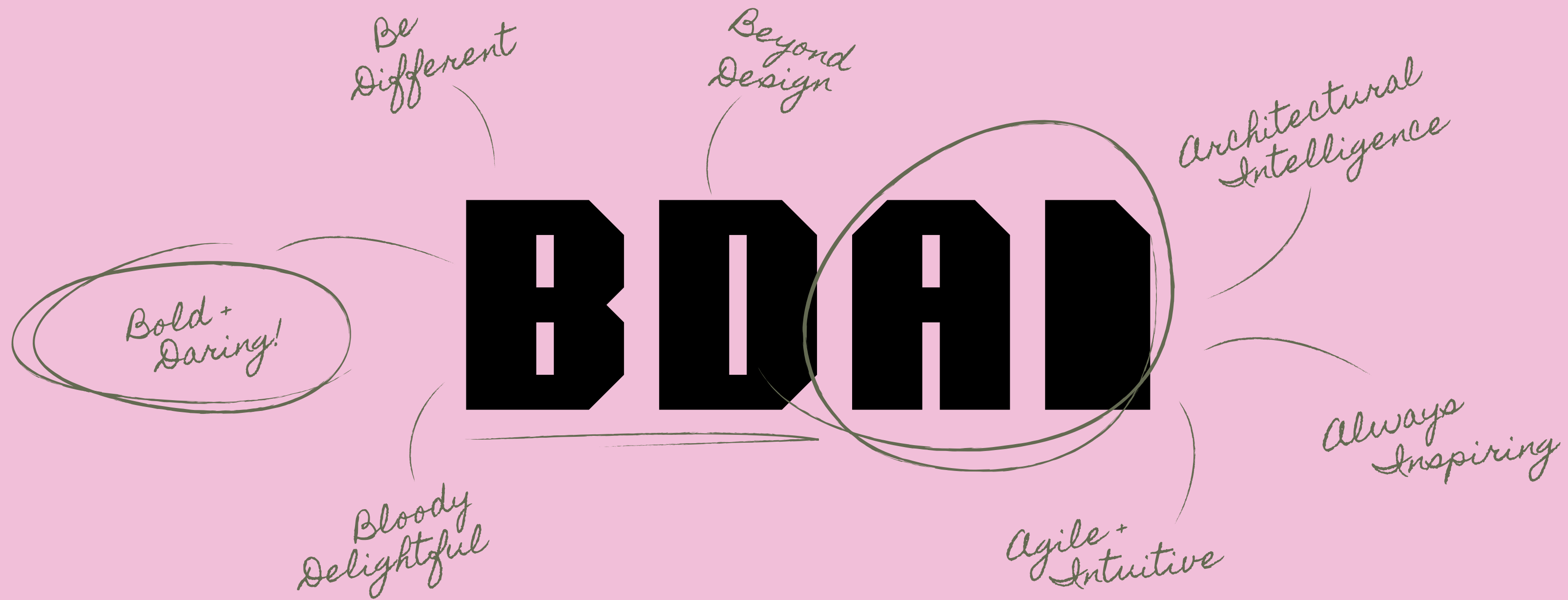
BOARD

Spaces
with
spirit

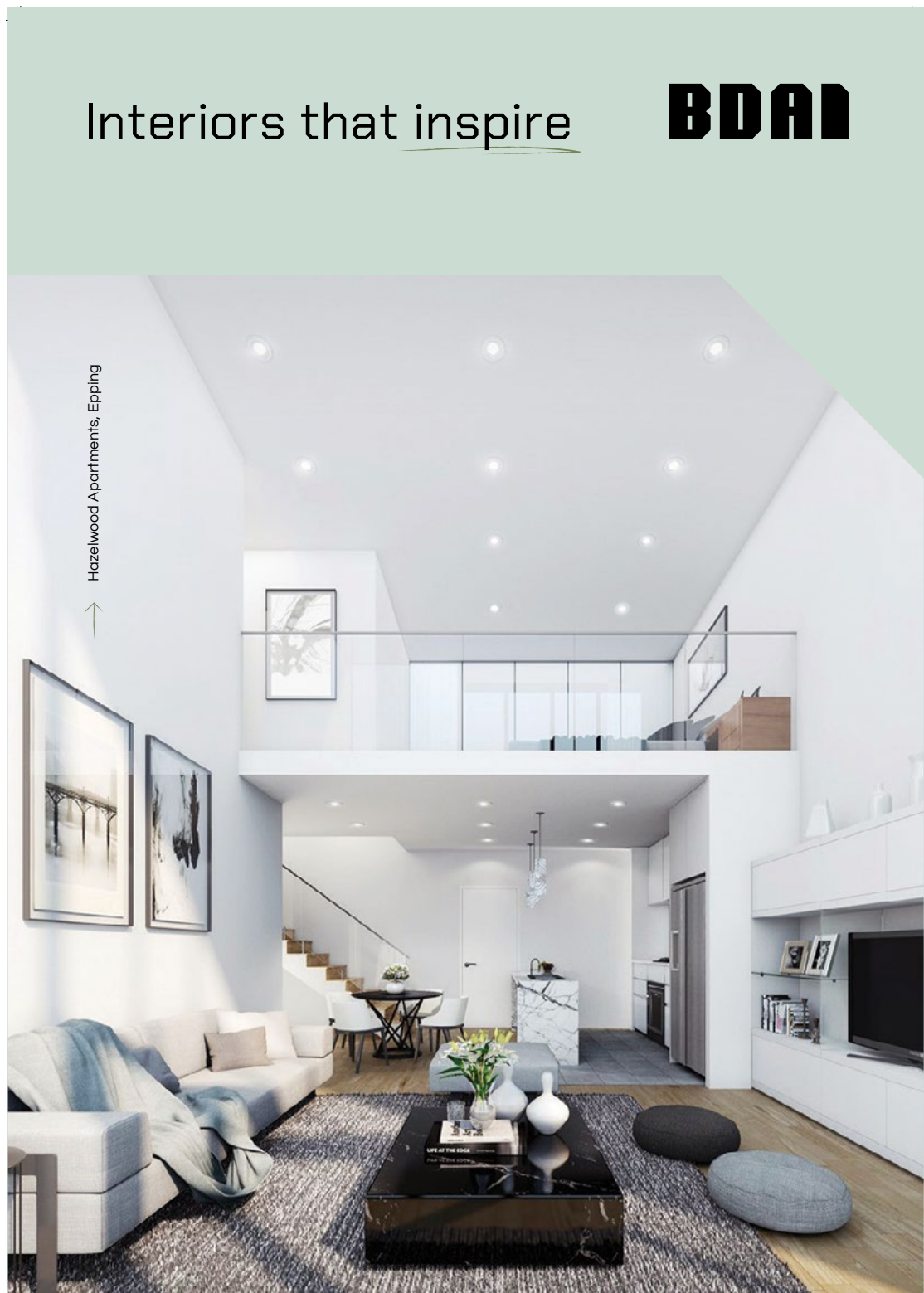
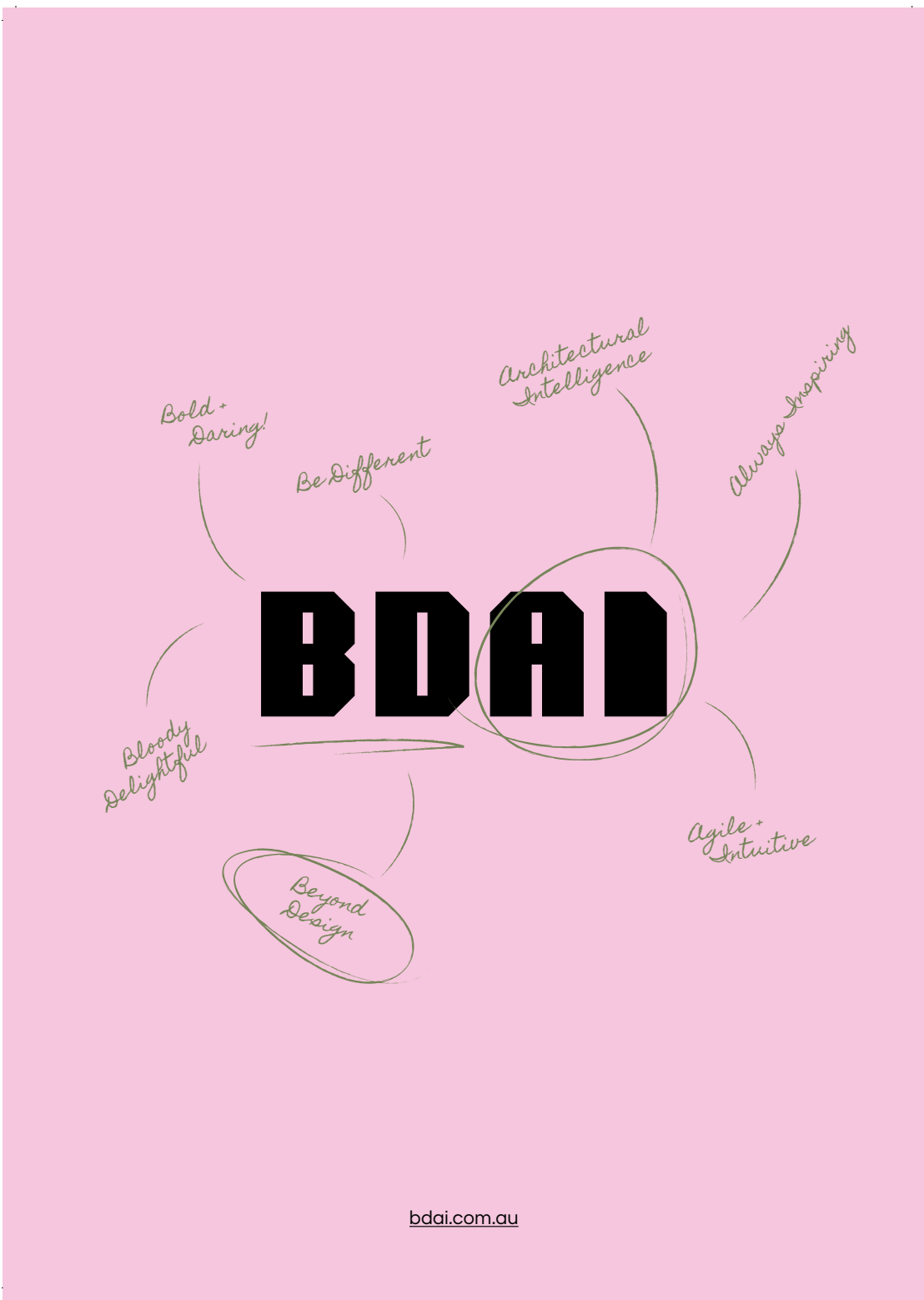


Design
that
delights

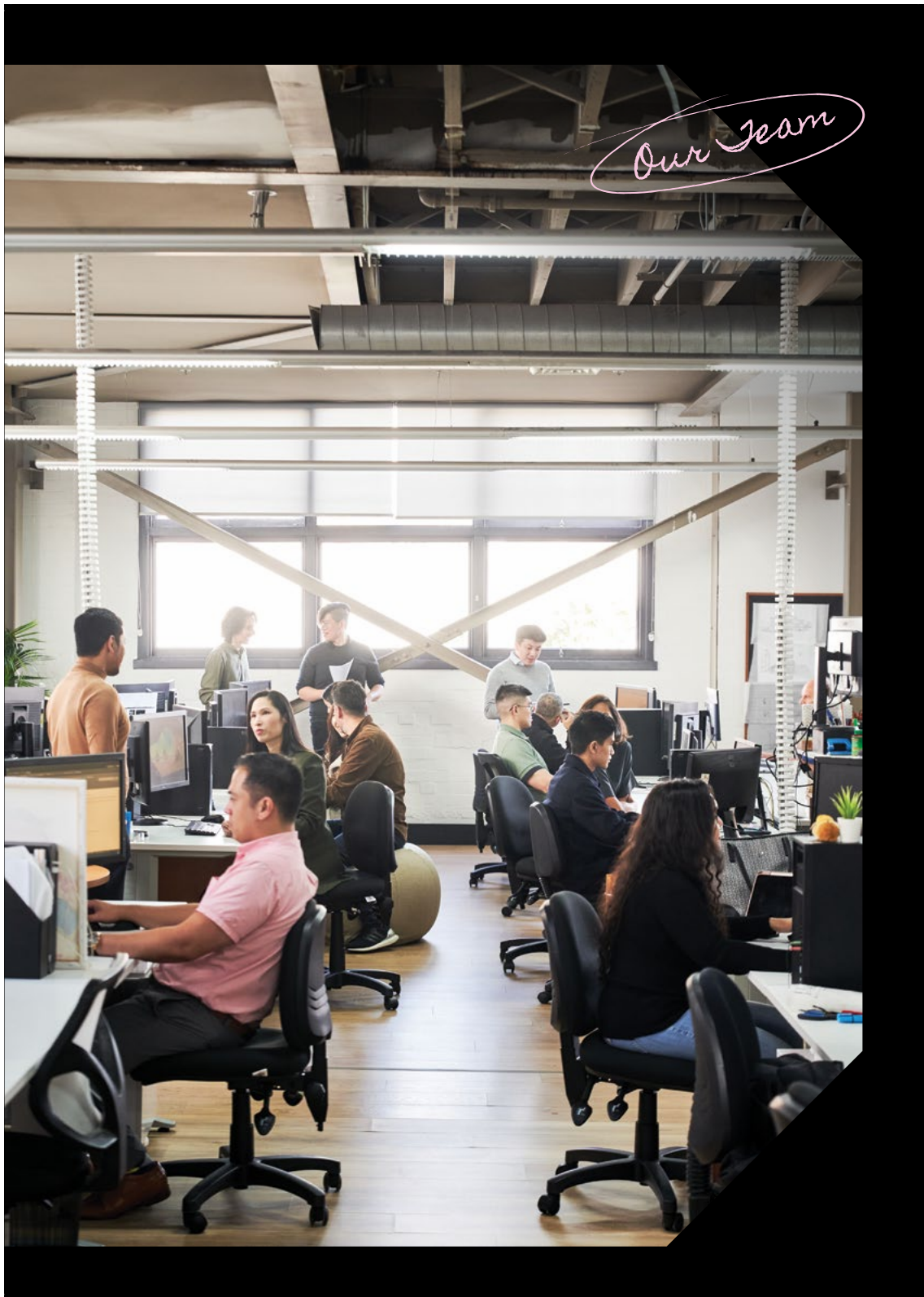
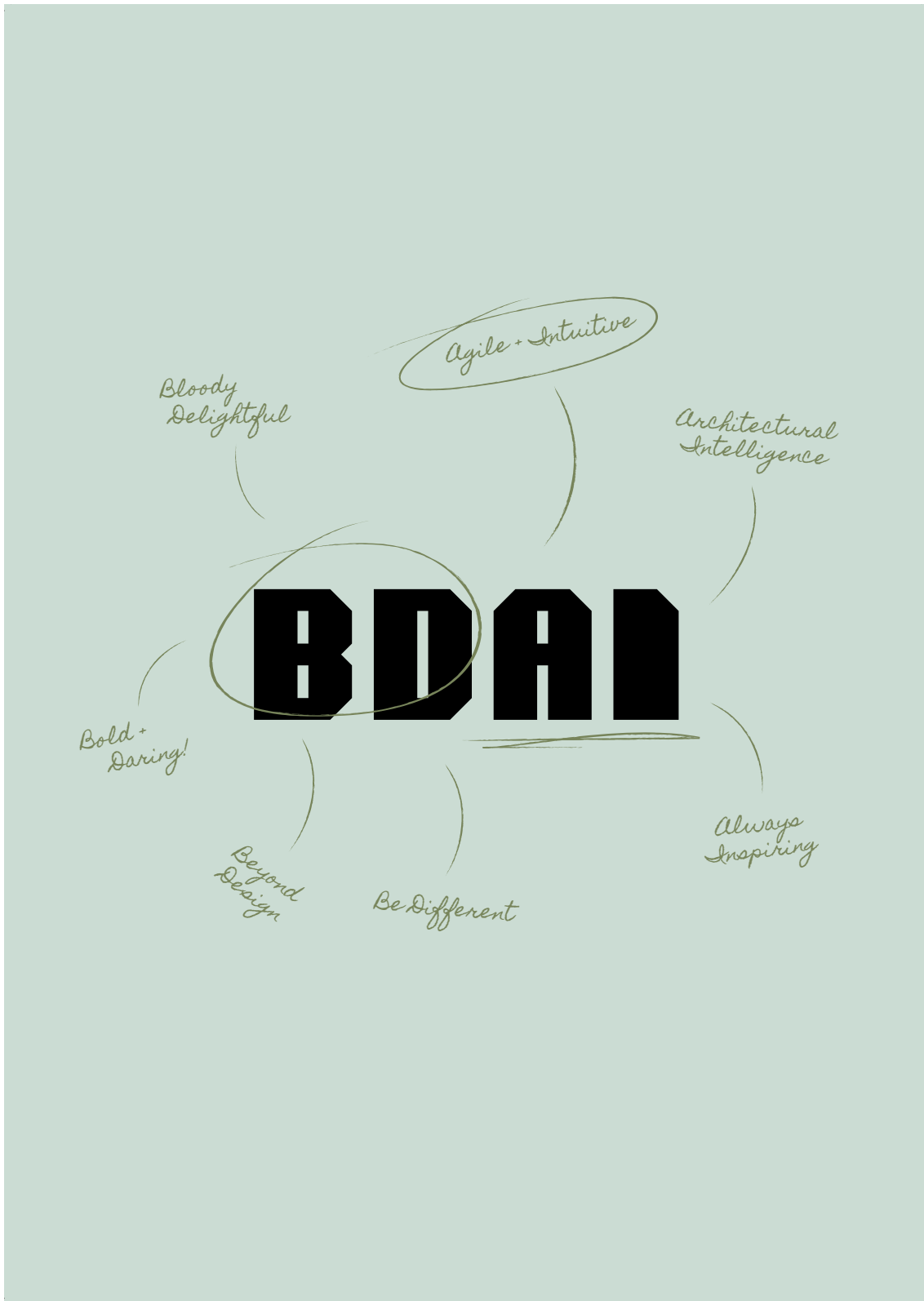
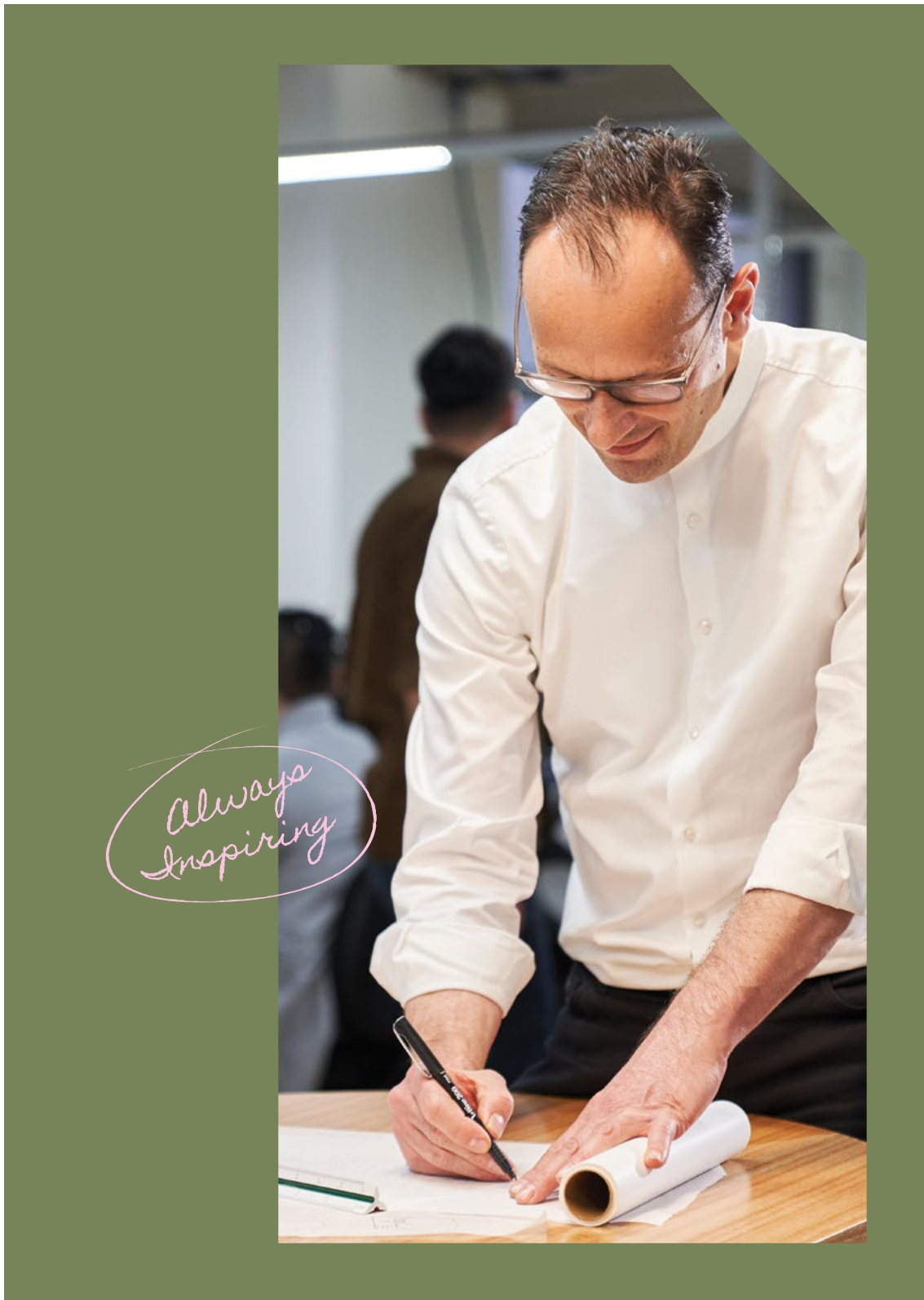
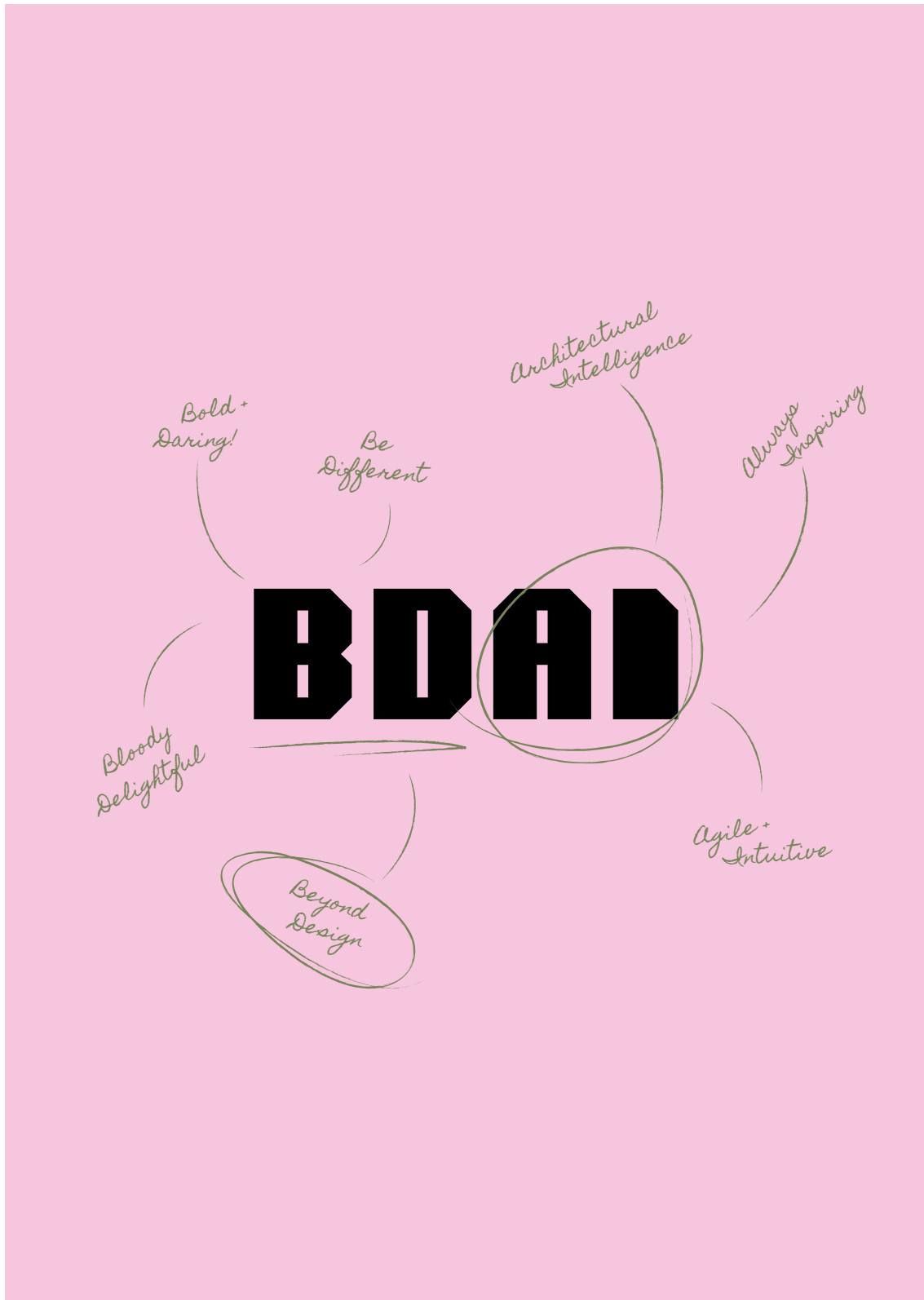




External posters



Internal A2 posters



Master print ad



We design environments that delight people

Since 2005, BDAI have been working with Australia’s most renowned developers and the world’s best brands to elevate the real-world experience in home and hospitality – from clubs to casual dining, QSR to apartments. We combine function and flair to deliver built environments that people want to visit, enjoy, spend time and indulge their senses.

If you’re looking for strong commercial outcomes driven by creativity and collaboration, get in contact.

Phone [02 9281 6177](tel:0292816177), email hello@bdai.com.au or visit bdai.com.au

“Working with the team at BDAI was fantastic. Their attention to detail and commitment to delivery is second to none.”

– Client, McDonalds



Architecture



Interior Design



Design Management





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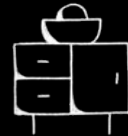
Phone [02 9281 6177](tel:0292816177), email hello@bdai.com.au or visit bdai.com.au

“Working with the team at BDAI was fantastic. Their attention to detail and commitment to delivery is second to none.”

– Client, McDonalds



Architecture



Interior Design



Design Management



Letterhead



Design that delights

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www.bdai.com.au

BDAI Pty Ltd ABN 71 973 747 660
NSW Nominated Architect
Maurice Beraldo 6354



Design that delights

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<DD/MM/YY>  
<Title> <First Name> <Last Name>  
<Address Line 1>  
<Address Line 2>  
<State> <Postcode>
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Dear Ms

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Kind regards,

141

Maurice Beraldo
Director

BDAL Pty Ltd ABN 71 973 747 660
NSW Nominated Architect
Maurice Beraldo 6354

Corporate Folder



A4 tender template

The image displays five wireframe designs for a website, arranged in a row. Each wireframe has a pink header and footer. The first wireframe on the left features a large, bold, black 'B' in the center, with several smaller, stylized text elements around it, including 'Be Different', 'Beyond Design', 'Architectural Intelligence', 'Always Inspiring', 'Agile Intuitive', 'Bloody Delightful', and 'Bold Paring!'. The second wireframe shows a large, bold, black 'B' in the center, with a large, bold, black 'D' to its right. The third wireframe shows a large, bold, black 'B' in the center, with a large, bold, black 'D' to its right. The fourth wireframe shows a large, bold, black 'B' in the center, with a large, bold, black 'D' to its right. The fifth wireframe on the right shows a large, bold, black 'B' in the center, with a large, bold, black 'D' to its right. Each wireframe includes a large, bold, black 'B' in the center, with a large, bold, black 'D' to its right. The wireframes are designed to be flexible, allowing for various content and layout changes. The pink header and footer provide a consistent branding element across all designs.

LinkedIn



Design that delights
Interiors that inspire



Architecture



Interior Design



Design Management



Design that delights
Interiors that inspire



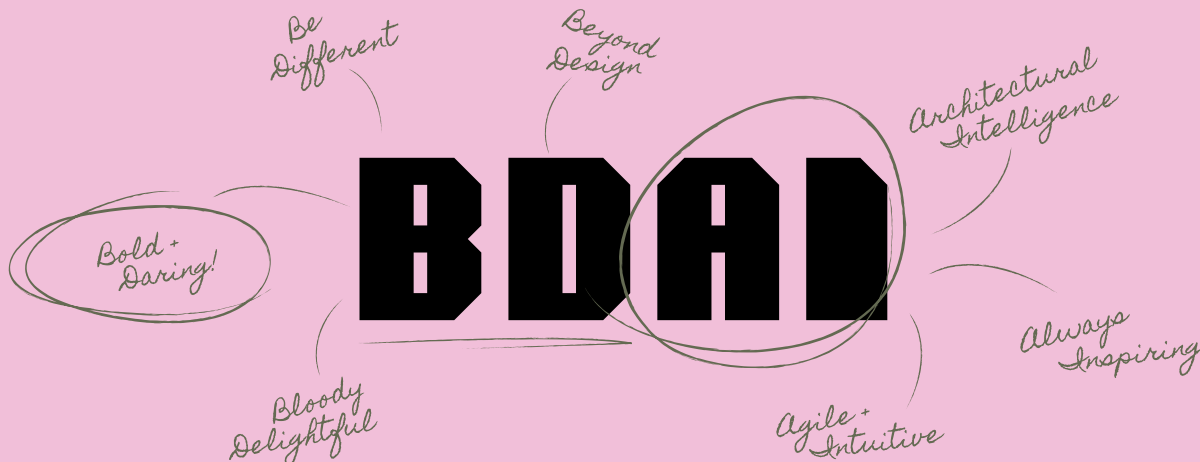
Architecture



Interior Design



Design Management



Presentation template

Eyebrow Header

Presentation heading goes here

↓

hello@bdai.com.au

BDAI



Eyebrow Header

Presentation heading goes here

↓

hello@bdai.com.au

BDAI

Header section goes here







Ci qui cullore stibera in pro tem lacero qui ut et dolum illuptat acium fugia

Ci qui cullore stibera in pro tem lacero qui ut et dolum illuptat acium fugia

Ci qui cullore stibera in pro tem lacero qui ut et dolum illuptat acium fugia

Footer section goes here qui cullore stibera in pro tem lacero qui ut et dolum illuptat acium fugia

BDAI

Header section goes here
dam essincto conserf

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- Bmaistoribus idenihit ea voluptatur sandem fugitatus sum, est liquis
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The Plan

Footer section goes here qui cullore stibera in pro tem lacero qui ut et dolum illuptat acium fugia

BDAI



Header section goes here

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- Bmaistoribus idenihit ea voluptatur sandem fugitatus sum, est liquis

Latest work

BDAI

Header section goes here
dam essincto conserf

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- Destiaspim qui sum sit pos dollorepudi berae. Udam volorum asperum quaspeditat.

Highlight here

Footer section goes here qui cullore stibera in pro tem lacero qui ut et dolum illuptat acium fugia

BDAI

Pull out quote section goes here ximenim qui ipsande litibero voluptature, audae corepudis autem quaspiesenimi, ipictinulpa faccum, siofficia eliquatet.

Quote source goes here

Footer section goes here qui cullore stibera in pro tem lacero qui ut et dolum illuptat acium fugia

BDAI

Header section goes here



Name Name

Title goes here



Name Name

Title goes here

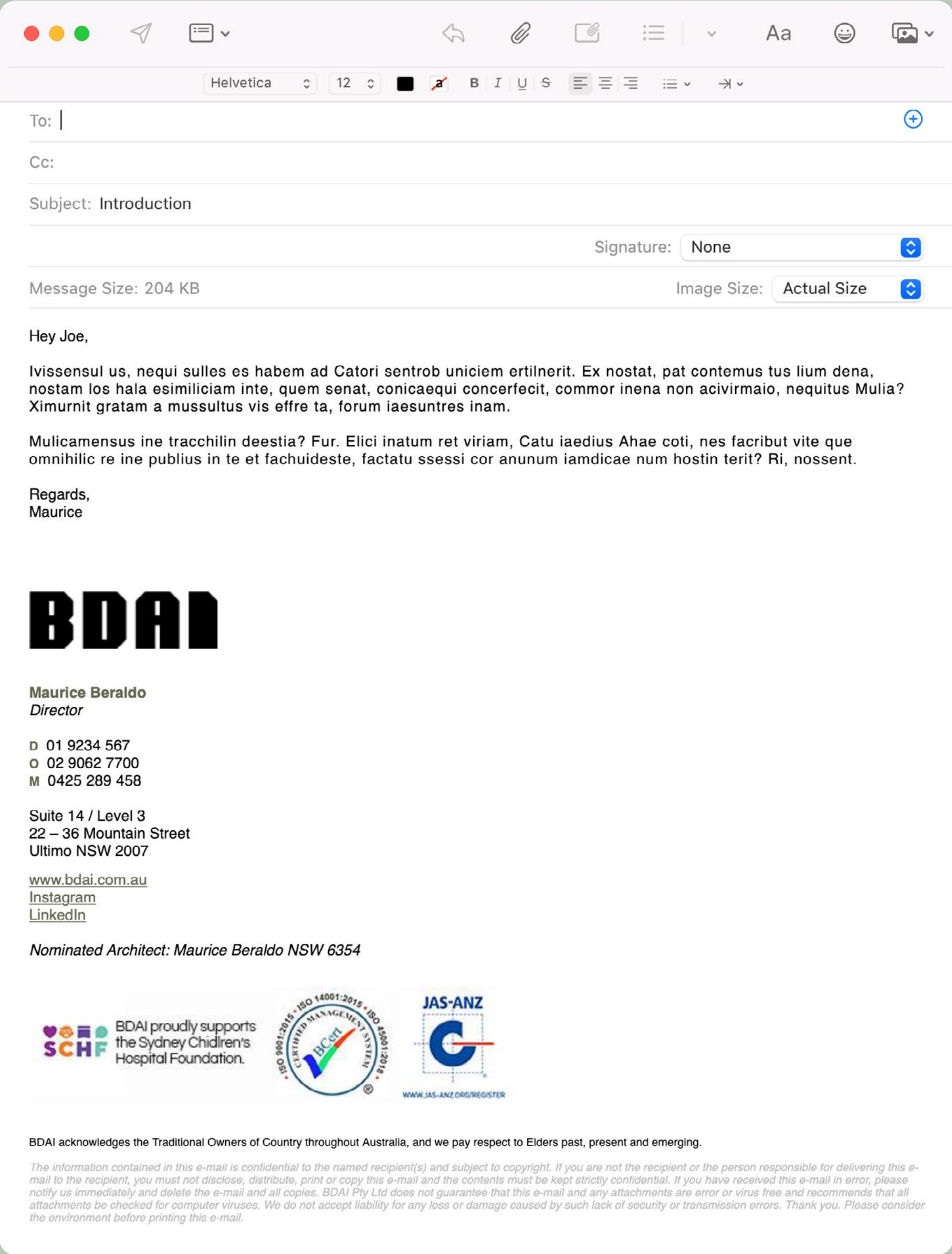
Ci qui cullore stibera in pro tem lacero qui ut et dolum illuptat acium fugia quati volesto risquam a culpa venti. Bdoluptatum se volum que millabor auda alicien ihicitias prorent ionessequi.

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Footer section goes here qui cullore stibera in pro tem lacero qui ut et dolum illuptat acium fugia

BDAI

Email signature



Social media

Social media communication should feature a mix of recent projects, brand philosophy, quotes (from clients or otherwise), talent advertising and featuring the people of BDAI.

To the right is an example of what the curated Instagram grid should look like – considered, varied and on-brand.

To ensure brand consistency, please follow brand guidelines and use the social templates – varying the colours and copy as needed.

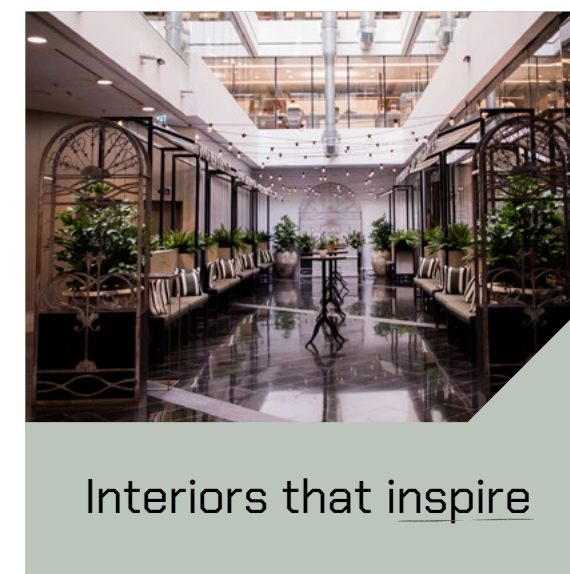
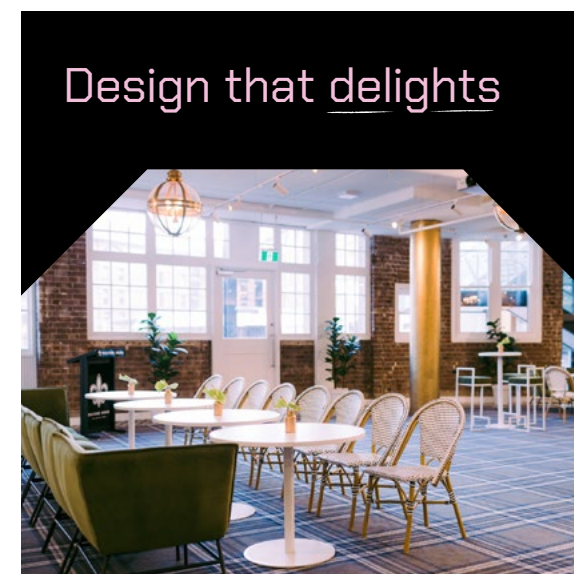


Social templates

Rules of thumb for social posts:

- Keep it simple
- Limit the colour palette to 2 main colours (excluding black and white)
- Vary the colours from post-to-post so that the overall grid looks balanced and considered
- Only use the BDAI logo for things like job advertising and awards (i.e. more brand outward facing)
- Make use of carousels. For project showcases use one of the 'Latest work showcase' templates and then use simple, full-bleed images for the rest of the carousel

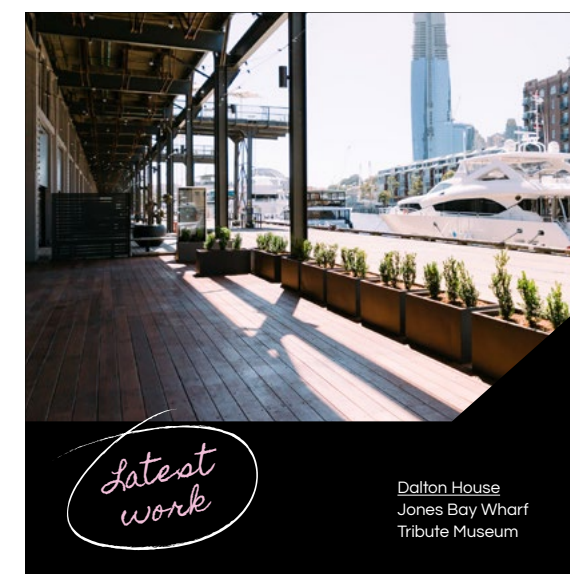
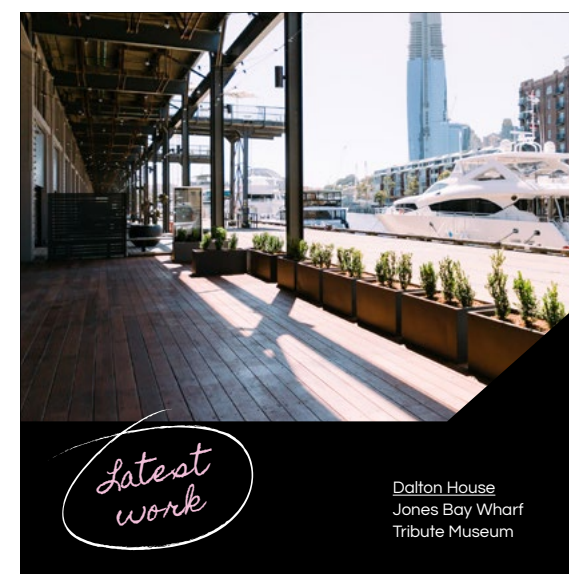
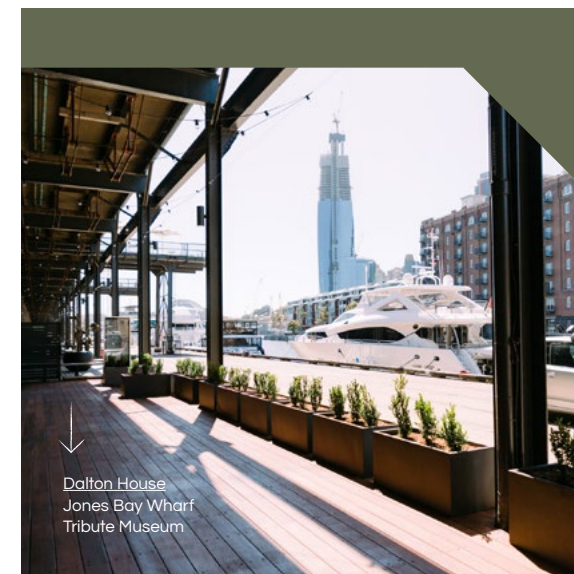
Design feature + brand message



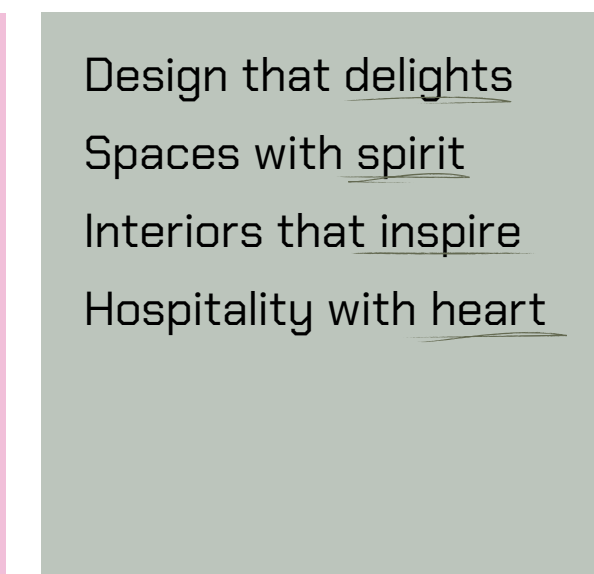
Job advertising



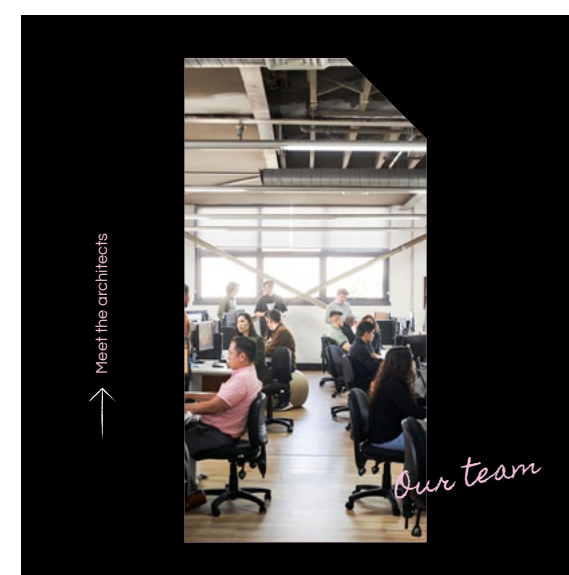
Latest work showcase



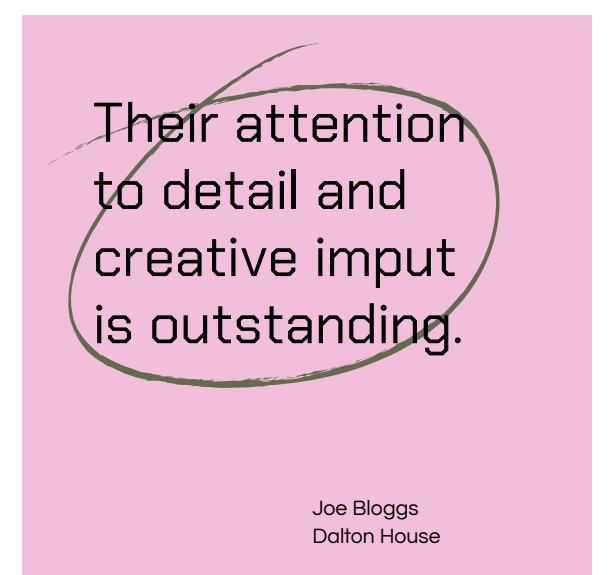
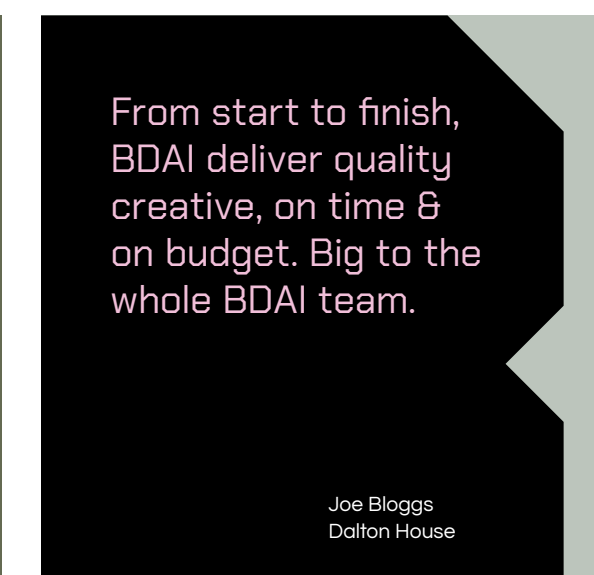
Brand messages



Team-member feature



Quotes/testimonials



Social templates detail guide

BDAI social should feel considered, on brand and have sufficient variety between posts to create a balanced profile grid.

- Language/tone of voice should be on brand.
- BDAI is the Creator with Everyman at heart. (Reference page 4 for more detail)
- Mix up the posts to have a balance of imagery posts, and graphic/typographic posts



Squiggle markups

- Use to accent key points

Headlines

- Font is Chakra Sans
- Always Sentence case (except for official titles)
- Keep it simple and on-grid
- Leading should be natural

Logo

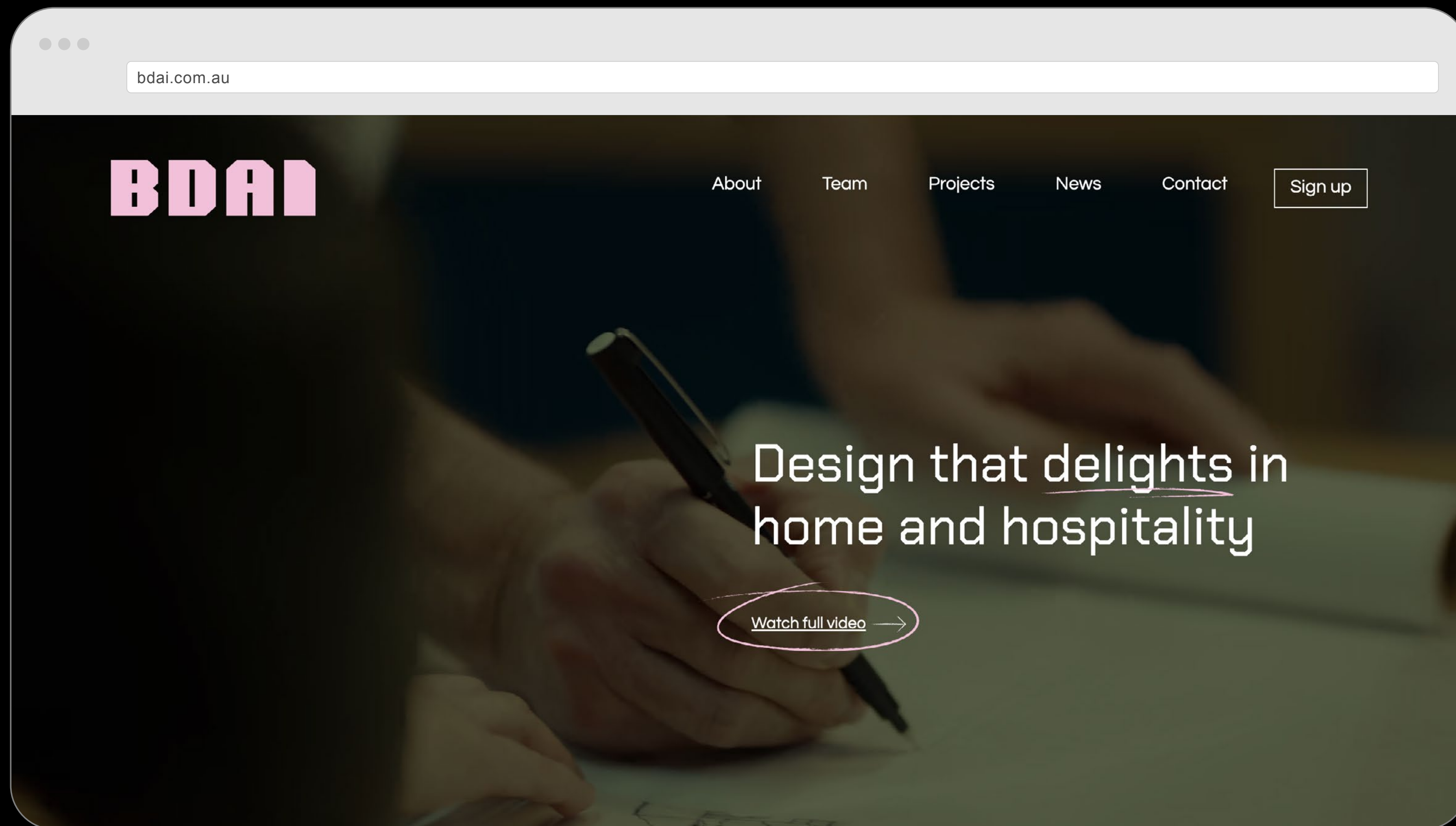
- Use sparingly: for job openings, new office openings etc
- Don't use on every post

Layout

- Use the grid
- Mix up the layouts between posts







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Design that delights in home and hospitality

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Spaces with spirit, interiors that inspire

Since 2005, we've been working with Australia's most renowned developers and the world's best brands to elevate the real-world experience in home and hospitality – from clubs and casual dining, QSR to apartments. We combine function and flair to deliver environments that delight people. Places they want to visit, enjoy, spend time and indulge their senses.

[Find out more](#)

We are a full service architecture and interiors studio delivering exceptional experiences in home and hospitality

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A champion team

We're proud of the team we've built and the culture they've created. Architects, designers and project managers with deep expertise in their fields, a genuine desire to help clients, and most importantly, don't take themselves too seriously. At BDAI, loving what we do, having a sense of humour and enjoying the process are essential ingredients to ensuring successful outcomes.

[Meet the team](#)

Maurice Beraldo
Director

Maurice Beraldo
Director

[Meet the team](#)

Why BDAI?

Our difference lies in our approach. Every project is handled with a unique mix of creativity, commerciality, character and collaboration.

Creativity

We are innovative thinkers and problem solvers. We bring our imagination, ingenuity and attention to detail to projects of any size.

Character

We are fun, passionate, we love what we do and who we do it with. Our 'no ego' policy is a rare trait amongst studios at our level.

Commerciality

We strive to achieve successful commercial outcomes in each and every project. Our clients' commercial objectives guide our design decisions.

Collaboration

Our success is built on collaboration – underpinned by open, honest dialogue. We collaborate internally, with our clients and our partners.

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Social media

1:30

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Since 2005, we've been working with Australia's most renowned developers and the world's best brands to elevate the real-world experience in home and hospitality – from clubs and casual dining, QSR to apartments. We combine function and flair to deliver environments that delight people. Places they want to visit, enjoy, spend time and indulge their senses.

1:30

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