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SWEETGREEN CALLS ON UNISON TO DESIGN NEW ENVIRONMENTAL GRAPHICS

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Already established as one of the premier healthy-yet-quick places to dine in the District, sweetgreen is expanding its reach to Logan Circle. Unison, having redesigned the logo, is partnering with sweetgreen on environmental graphics for their new location. This further bolsters the brand that Unison created for the restaurant chain while creating an earthy, clean and modern dining experience.

At the new location, the dining area's focal point is the sweeping wall graphic of a leaf in a brilliant shade of green, stemming from the corner of the room, as it reaches into the restaurant. Unison's team used the aesthetic of organic forms found in nature and strategically placed the design to coordinate with the location's unique furniture. Thus, the leaf is "rooted" in the rich browns of reclaimed wood furniture and spreads across the wall just as a plant grows outward in nature. The environment created is representative of the all-natural philosophy that is the central pillar of sweetgreen's business.

Unison's Creative Director, Julius Talvik commented, "It's our pleasure to continue designing for such a soon-to-be iconic brand. These graphics further champion sweetgreen's mission of spreading their all-natural and delicious message."

Sweetgreen's Logan Circle location opens in early February at 1471 P Street, NW next to Lululemon.

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ABOUT UNISON:

Unison delivers design, branding, interactive and strategic communication services to help companies develop unique and effective brands. Unlike many creative-only or strategy-only agencies, Unison's multi-talented team of strategists, designers, writers and technical developers provides a broad, 360-degree vision of each communications challenge.

Unison's industry expertise includes: Financial Services, Public Sector, Retail, Manufacturing, Real Estate, Publishing, Pharmaceutical, High Fashion, Entertainment and Media, and Consumer and Beauty Products.

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