

Fifth Ward

TOWNHOMES

The concept for the Fifth Ward townhouse project was to develop the Fifth as an identity, drawing on its history and community in Houston. A slab serif typeface was selected for its weight and stability.



The name was simplified to
The 5th Townhomes and a Stencil
version of the type was used for the
number. A house shape encloses
everything and references the
historical shotgun style
houses of Houston.



The **th** was changed to a superscript
to create contrast in size and
make it more dynamic,
with the 5 figure dominate.



A stronger, more vertical format resulted and Ward was integrated back into the name as the 5th by itself did not seem to reference the area that is the target market. Townhomes was replaced by Homes after meetings with the community about the development and their preference for single family homes. Rooflines replaced the house shape which references the paintings of John Biggers, a local African-American artist. A border was added to hold all the elements together and give it more stability.