

Logo Design: Apex Communications Network

Organization Brief

Apex Communications Network is a small marketing firm start up that was founded in 2019 and located in Canton, Ohio. The organization is made up of four departments Data Department, Creative Department, Consulting Department, and Executive Leadership. Apex has a human centric business approach and serves a broad spectrum of clients. Some examples of industries clients are in are food/beverage, medical environmental technology, real estate, fitness, and B2B products.

Mission: “At Apex Communications Network, we drive brand adoption and revenue growth through strategic storytelling, data-backed decision making, and user-experience design. Our team of marketers and data analysts combine creative with quantitative to turn passive consumers into loyal customers. Apex helps to strive to help the customer realize the American Dream.”

The organizations current brand’s image is boutique luxury 1920’s with a modern twist. The organization is going through a transition where a new branding direction is being considered. The [Apex Communications Network Branding Kit](#) shows the old/current brand’s brand voice, logos, typefaces, color palette, imagery, emotions, and sub brands materials for more in-depth reference to the brand. (The kit is interactive, so some elements are clickable and lead to even more assets.) The organization’s live [website](#) reflects the brand depicted in the current branding kit, but Apex is in the process of completely new website design.

Apex Communications Network SWOT Analysis

Strengths	Weaknesses
Family Treatment Dynamic	Accountability Enforcement
Strong Employee Support System	Idea Organization
Hard Working Talent Mindset	Overall Organizational Dynamic
Small Environment = Better Teamwork	Unnecessary Project Involvement
Supports Innovativeness	Get Caught Up in Minor Details
Multiple Ideas Allows Clients to Choose	Important Aspects Go Unaddressed
High Motivation Environment	Sticking to Original Goal
Keeping Up With Industry Trends	
Opportunities	Threats
Community Sponsorships	Fear of Missing Out New Innovations
Search Local Talent	Other Marketing/Advertising Firms
More Strategic Partnership	Unstable Economic Environment
Utilize Press/Media Feature Innovation	
Expand Geographic Reach	
Network With Key Players	
Differentiate Brand	

Throughout this logo design project, I will be collaborating with my client as formation and development of the new brand is taking place with my goal designing a new logo to complement the organizations new brand identity. After, the first-round interview with the CEO this is what I gathered surrounding the rebranding efforts.

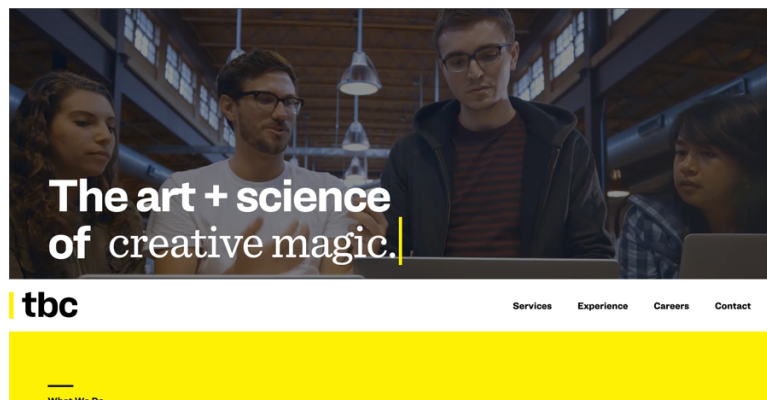
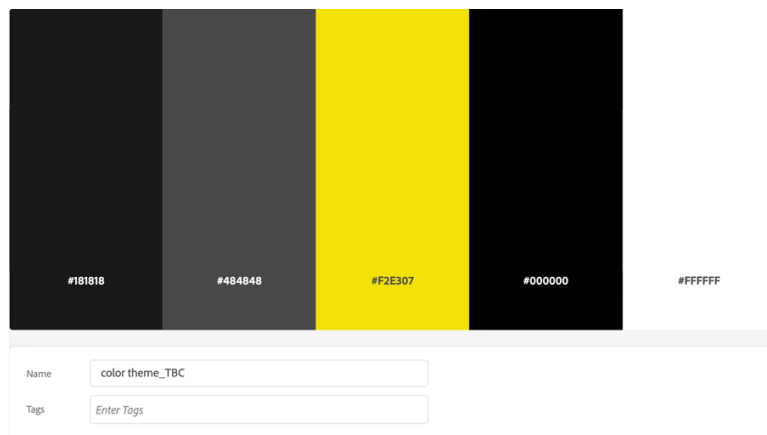
- Apex will keep a vintage aesthetic, but it will move away from 1920's mafia boss and towards underground scrapper comparable to The West Side Gang from West Side Story. The modern twist is going to be comparable Apple, as it applies to the product/service user experience, which will be seamless and memorable.
- The brand is going to stay boutique short-term but will slowly move towards establishing itself as mass market in the long-term.
- The brand voice of Apex is planned to shift to being more direct and matter of fact. The brand is moving away from high level hyper intellectual language and towards simplicity and personability.

Visual Anthropology

Four Inspiration Websites

1. [TBC](#)

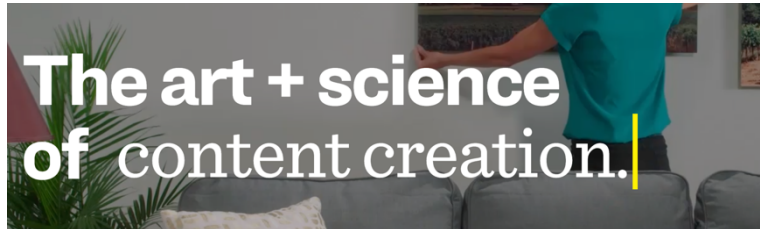
Color Pallett



Fonts

It appears that many different fonts were used on this website as different weights of the same typeface families are visible. Overall, I believe possibly 2-3 typefaces are being used in this website design. There is a mixture of both serif and sans serif styles utilized in the design. The types used creates a bold yet artistic tone.

Examples of Type:



Websites Logo

This logo appears to be a lettermark style logo containing a few black letters with an attention getting typeface and a type cursor yellow line.

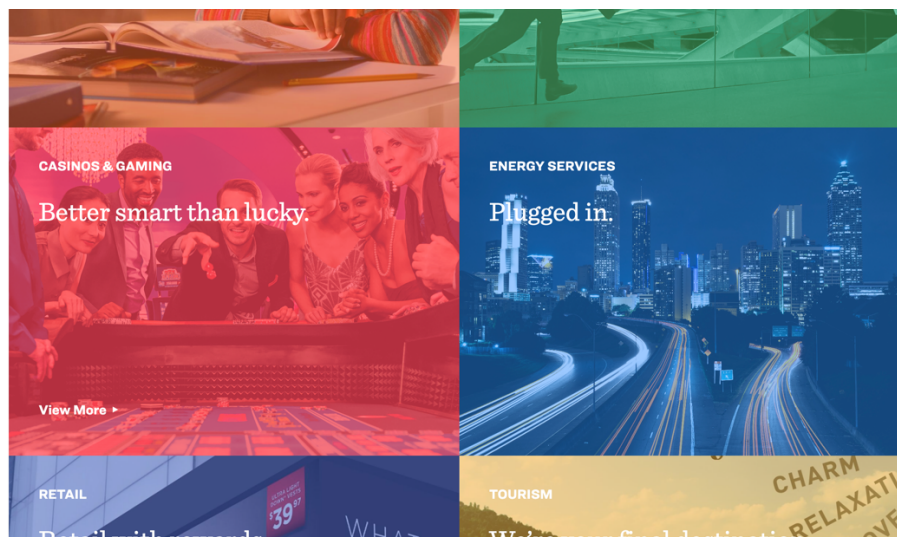


Website Brand Imagery

A mix between stills, video, owned media, and stock media.

Homepage has many different cinematic videos and website is dynamic with animations. (See website to view.)

The website's experience page contains the most in terms of still images. Most of the title images for the different images appear to be stock in nature.



Once you click on an industry most of the images appear to be owned examples of past work that the organization has created.

Example 1



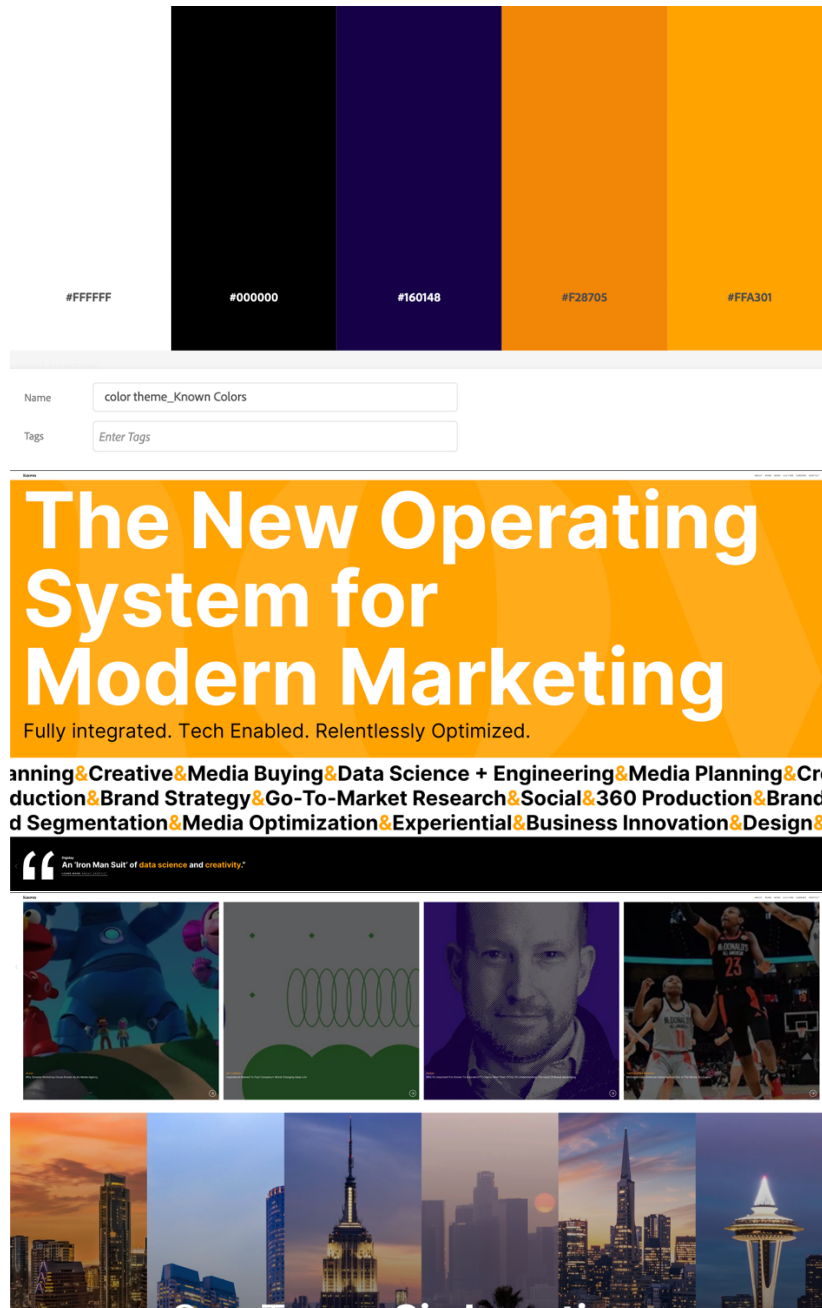
Example 2



Example 3



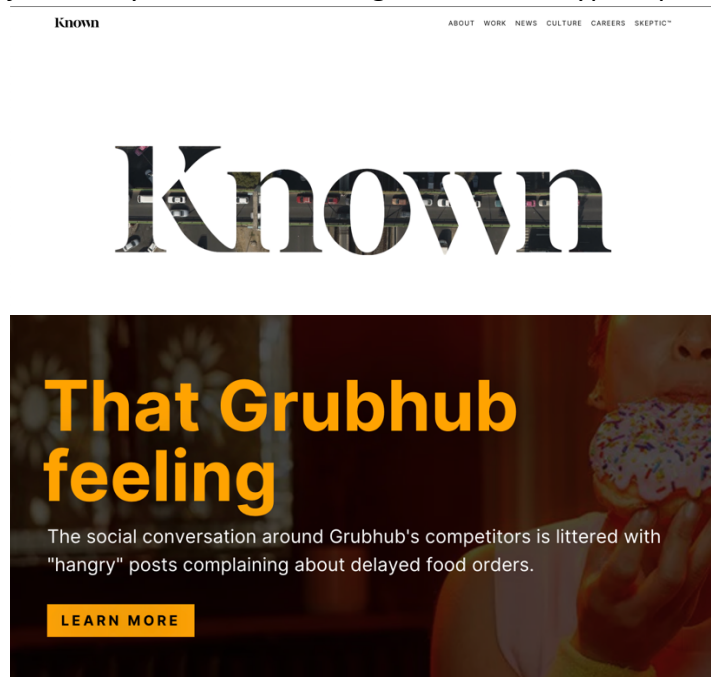
2. [Known](#) Color Pallett



Although I don't think purple is directly part of the branding, I included it because purple hues seem to be a more dominate color used in the imagery.

Fonts

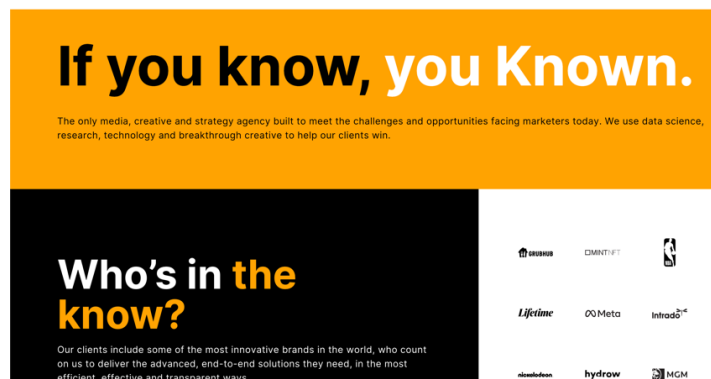
Possibly too many fonts are present, but many of those fonts are included in the imagery of the website. If I focus more on the fonts designed into the website itself, the fonts are much more acceptable. Looking at the Logotype font it appears to be a mix of a display typeface and a serif typeface. However, this is the strongest use of serif through the whole website. The overall dominate typeface style is sans serif. There are clearly different weights used and also all cap sections as well, but it looks like maybe only 1-2 sans serif typefaces are used. I don't know if it is just me, but I really do like the type used on this website because everything feels very loud in your face and sensory stimulating because of animations used with text as well. This could just be my ADHD brain though, as I think a typical person might be overwhelmed.



AMC Networks Chooses Known as Global Media Agency of Record

Known will help drive viewership, engagement, and subscriptions by providing data-driven, scientifically optimized campaigns that match prospective viewers and subscribers with the AMC Networks' content they love.

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Websites Logo

This logo is a Logotype and looks to be done with some sort of custom font most likely created for the brand itself. It's simple, yet recognizable and uniquely bold.

Known

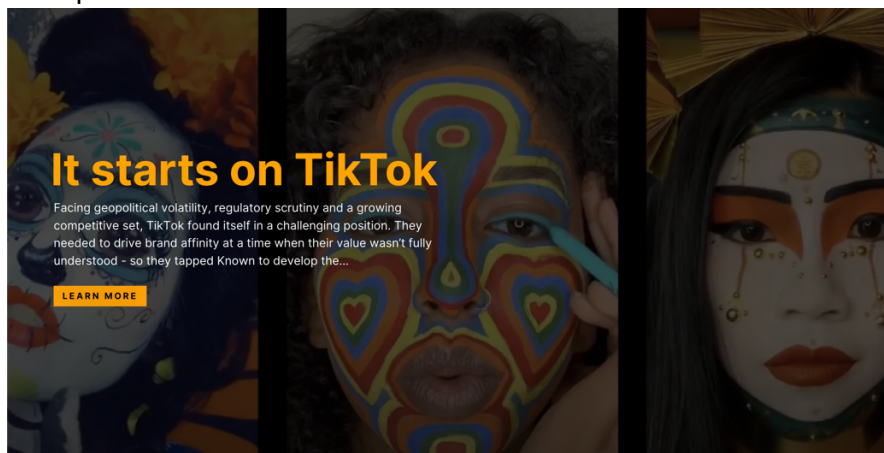
Website Brand Imagery

This is a very loud a dynamic website. It incorporates tons of colors and is highly visually stimulating possibly even borderline distracting. From what I can tell it looks like most of the media is earn with possibly some stock used. A combination of video and stills are used, but the majority is stills. The website is extremely animation heavy which creates movement so it was smart not to use too much video because that might have been too much movement with the included animations.

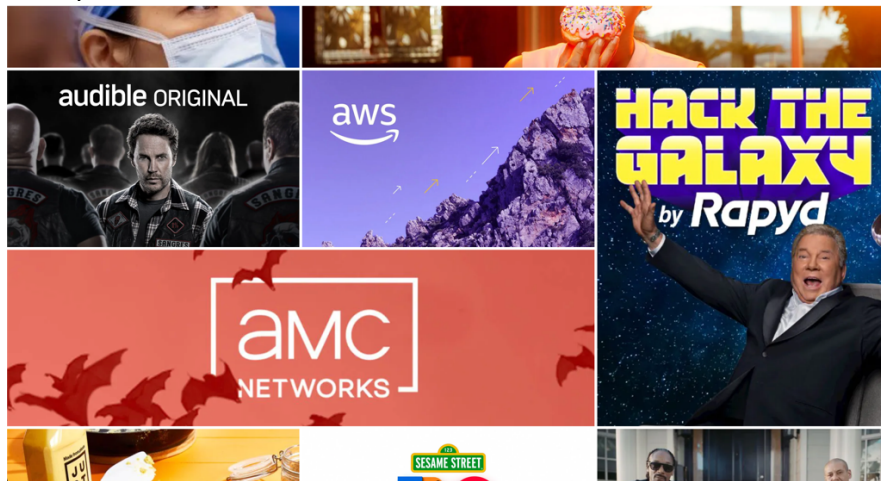
Example 1



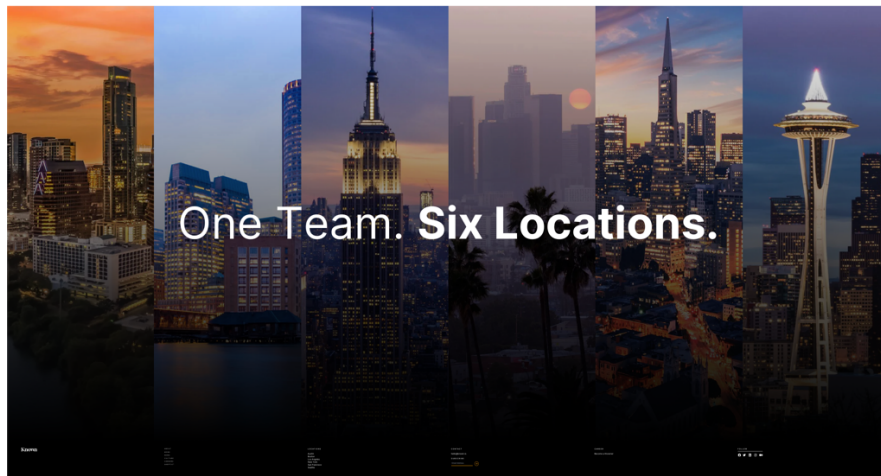
Example 2



Example 3



Example 4



3. [Future Vintage](#)

Color Pallett



Name

Tags



Fonts

This website has few fonts, and all appear to be sans serif. I honestly don't think many different weights used I believe there is several different types of sans serif typefaces. Including the logo, it thinks there are around three different typefaces used on this website. I know it can be risky using several typefaces that are only sans serif, but personally I think the typefaces do a fair job of complementing each other. It is a simple, clean vibe that makes a statement, but is not too powerful.

BRAND DEVELOPMENT

Your brand is more than a logo. Its the culmination of emotions you want people to feel when they think about you and your business. We help companies big and small find their voice, visual style and attitude. Our brand identity services include research, logo design, iconography, messaging, positioning and style guides. A solid brand identity is the foundation of your business marketing.

SEE OUR WORK

MARKETING IS HARD
WORKING WITH US IS
EASY



FUTURE VINTAGE
A G E N C Y

We are strategists, designers, storytellers and artists. We create tailored experiences that strengthen the bond your customers have with your brand.

BRANDING VIDEO WEB STRATEGY

Websites Logo

This logo is a combined mark as letters, the full name and some graphic elements are all combine to try to tell a story. Personally, I think this logo could have been designed more thoughtfully. It almost looks like it was designed by an online logo generator.



Website Brand Imagery

This website is extremely simple and does not involve much dynamic or movement. There are few photos and no videos. There are links that are supposed to lead to more assets, but they do not lead to more assets. I think the links might be broken. It appears that the images used are all owned.

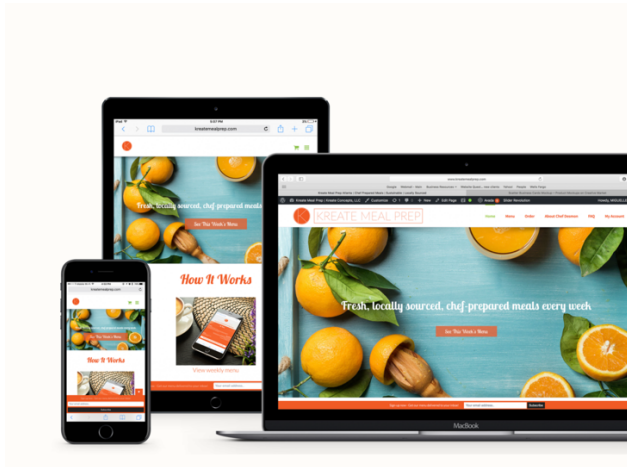
Example 1



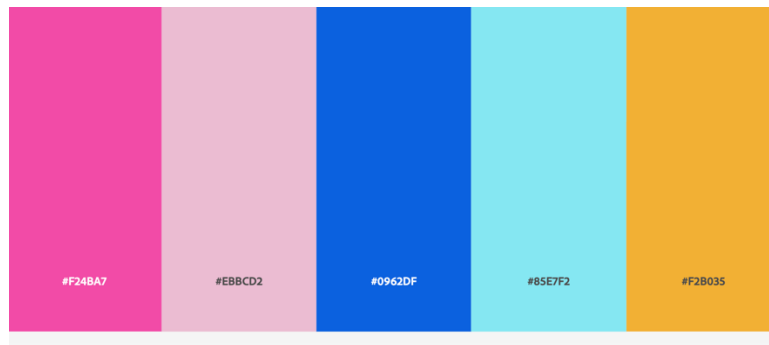
Example 2



Example 3

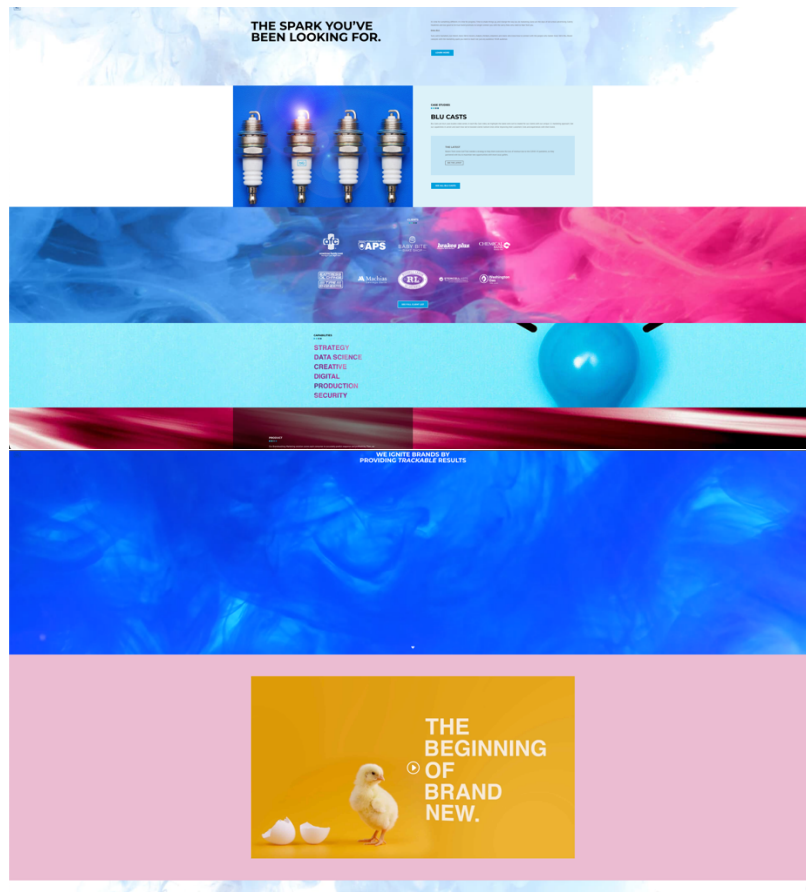


4. Blu Color Pallett



Name

Tags



Fonts

This website has possibly a few typefaces and moderate font use based on different weights. All type on this website appears to be sans serif even in the photographic elements. Even though this site only uses sans serif, it is done tastefully. Visually, it does not cause any sort of unrest while viewing the text and it looks clean modern in style. It's not overpowering but it's complementary to the graphics and messaging.

PRODUCT

Our Brandwashing Marketing solution scores each consumer to accurately predict response and profitability. Then, we target the customers with the best scores for your brand with 1:1 marketing, where powerful and dynamic messages at the mailbox, inbox, and on the web trigger the consumer's urge to buy.

[LEARN MORE](#)

BRANDWASHING

THE POWER TO KNOW

CAPABILITIES

- STRATEGY
- DATA SCIENCE
- CREATIVE
- DIGITAL
- PRODUCTION
- SECURITY

U.S. CONSUMER MIGRATION AND OPPORTUNITY

COVID-19 changed a lot about the United States over the last year. Think about what has changed. Face masks, vaccinations, elections, remote learning and work place environments all changed course briskly. One behind-the-scenes shift we would like to bring to your attention is the U.S. population shift by state. For E-tailers, the effects of the move will be more subtle as customers can take their electronic spend with them into new states. *For tangible goods and service providers, this one trend can be a make-or-break deal for your brand.* Millions of Americans have migrated and are in search of their new local favorite brands to eat, shop, play, learn and care for their health, home, cars and everything else. The COVID-19 sparked migration has created a one-time window of opportunity for smart brands to embrace their new neighbors by engaging them with emotional, rational and psychographic content that details unique brand benefits and in turn creates new customer relationships.

Websites Logo

This logo is a combined mark as letters, the full name with imagery of a rectangle framing the text and four blue squares hovering over the u in blu. It is a more modern logo, so it looks clean, but it is impactful because of the unique way elements complement each other.



Website Brand Imagery

This website is extremely dynamic in nature and has a lot of movement ingrained into the design. There is a nice combination between several media types such as video, photos, and graphics that work together to tell a story. Most of the media seemed to be owned or at the very least modified stock to appear more on brand.

Example 1



Example 2



Example 3



Disclaimer: These logos are not from similar organizations however the client desired a vintage aesthetic that is not found in many organizations today, so I had to go with well established companies that have histories and vintage logos.

Four Inspiration Logos



1.

Pepsi-Cola Vintage Logo

This is a combined mark logo that has three colors, vintage script, and a hand drawn vintage 2D illustration look. The logo is simple in design yet memorable and classic in the minds of consumers. The vibrant colors are attention getting and create association to the brand and help tell a story. The reason this logo is being used to draw inspiration from this logo is because it is a strong combination between an image and type to create a well communicated message with a desired vintage style.



2.

Dunkin' Donuts Vintage Logo

This is a single-colored vintage logotype. The typography of this logo is a unique script style that was most likely a custom created type for Dunkin' Donuts. There is not much visual story telling through imagery, but the style of type fits the time period as a good example of a style to model off for a logotype for Apex.



3. IBM Logo

This is a single colored lettermark logo meaning it is an abbreviation for a longer name. (International Business Machines). This design is interesting because technically there are no actual letters only the illusion. Positive and negative space is being used by strategic placement of shapes to help our brains create the letters. This logo is less vintage, but the design is so masterful, it had to be included. It might be interesting to try to play off the idea of creatively using positive and negative space in one of Apex's Logo examples.



4. Ed Debevic's Logo

This logo is another example of a combined mark logo that uses two colors, geometric lines to create the illusion of shapes, and two typefaces a script and a sans serif. I had never heard of the brand that this logo belongs to before, so I did some research and discovered it still is being used modern day for a 1950's vintage dinner. This example is useful for inspiration because it does not have a clear object imagery, rather vintage geometric design to complement the type.

Again, a disclaimer: I am going a little off the traditional path just because I have been in contact with a real client, and I have discussed these images with him. I am thinking bigger than just a logo really this is the start of a new brand development plan. This aesthetics represent a unique feeling my client is looking to portray. Also, these may not be royalty free, but I am not looking to use any part of these exact images in my logo. These are simply artistic inspiration.

Four Inspiration Images

1.
West Side Story Cover Art



The West Side Story graphic art gives off a bold presence by the loud rugged type, great contrast, and vintage silhouette art style.

2.
Vintage Ship Ad Art



This old ad has the vintage feel the logo could capture. It is 2D hand illustrated look has a strong use of color and visual storytelling.



3. United Air Lines Vintage Ad Art

All three of these vintage ads tell a different story, but they all tell a strong story with the same goal to help the viewer connect with their dream destination through art. This artistic story telling should be integrated into the logo design so whenever someone looks at it, it will mean something unique to that person.



4. Vintage Letterpress Style Art

Strong typography uses an old school letterpress print feel. Really this screams vintage and attention getting like most old advertisements do. It might be cool to incorporate this textured feel into some of the logo designs while also searching for similar vintage display style typefaces.

Audience Analysis

Based on the services Apex offers there are three different target markets.

Accessibility Related Offerings

- **Demographics**
 - Public Institutions and Non-Profits
 - Located in the US
- **Psychographics**
 - Want to be fully accessible
 - Lack internal awareness and/or execution capability to achieve accessibility

Advertising Related Offerings

- **Demographics**
 - Small to mid-sized
 - Privately owned businesses
 - Located in the US
- **Psychographics**
 - Committed to growth

Identify Solutions Related Offerings

- **Demographics**
 - Mid-Sized businesses
 - Between 5-20 million in revenue
 - Located in the US
- **Psychographics**
 - Seeking external support.

Personas

Medium Max

Medium Max is a midsized business located in The United States. Max is looking to improve digital marketing capabilities but does not want to work with big expensive agencies. Max wants a to work with an innovative firm for great results at a fair price.



Local Lee

Local Lee is a small mom and pop style privately owned business that is primarily contained to the northeast Ohio area. Lee doesn't know much about marketing other than it's an important element to running a successful small business. Lee is looking for a more basic package that is an adorable investment that will drive moderate growth.



Fortune Frankie

Fortune Frankie is a larger fortune company in The United States. Frankie has lots of resources and typically does not outsource all marketing efforts, and when Frankie does it's typically a large agency. However, Frankie keeps an eye out for smaller firms that offer great results and unique specialties that large agencies can't offer such as a digital accessibility specialty. Frankie has a larger budget and is willing to pay for more expensive packages.



Mission Miles

Mission Miles is a not a business organization rather a non-profit or public organization located in The United States. Miles is looking for help in understanding the organizations marketing and what is working and what needs help to be most effect for communicating to people. Miles has a medium to large budget depending on the organizations size.



Summary

I will be pulling from all the current brand information I have an understanding of as well as further questioning the client when necessary to effectively create 1 lettermark logo example, 1 logotype logo example, and 2 combine mark logo examples. If I draw inspiration I might even try to create 1 extra bonus logo an image symbol logo. Clearly, vintage is a theme and bold is a theme. Now all I need to do is make connections in my mind to create some original ideas that concepts important elements and tells a strong story for Apex as a brand.