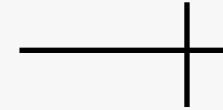


Southend Commons

Logo Concepts for Rebrand · 4101 Stuart Andrew Blvd. Charlotte, NC 28217



contents



- * Why Rebrand?
- * The Future Tenant
- * What Is In A Logo?
- * What Is “Commons”?
- * Logo Concepts 1~4
- * All the Color

LET'S GO →



REBRAND

Repositioning

If implemented properly, a change to the positioning and brand promise of a company will have major improvements for the organization. Everything is adapted in line with the organizations' new strategy and promise: its products or services, HR policy, customer contact, corporate identity, etc. Rebranding makes this change visible for all stakeholders.

Why?



A

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+

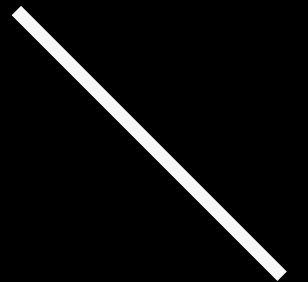


The US is bracing for big changes. As our population gets older, millennials are getting closer and closer to snatching the baton away from Boomers — not to mention the largest transfer of wealth in the history of the world.

They're the "millennipreneurs," as a new survey puts it, and at just 20 to 35 years old, they're starting more companies, managing bigger staffs, and targeting higher profits than their baby boomer forbearers.

THE FUTURE IN SOUTHEND

Target
Market

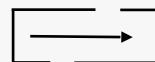


ONE PICTURE

Your company's logo is one of its most important branding assets. It appears at every customer touchpoint -- website, social media accounts, emails, product packaging, etc. -- and is meant to succinctly convey your brand's message and personality in visual form.

Coming up with a brand-new logo from scratch is no easy feat. You have to find something unique that doesn't mimic an existing brand, and also perfectly encapsulates who you are as a company using colors, lettering, spacing and icons.

Bold, Timeless & Clear



It is only by association with a product, a service, a business, or a corporation that a logo takes on any real meaning. It derives its meaning and usefulness from the quality of that which it symbolizes.

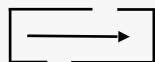
-Paul Rand

“commons”



The **commons** is the cultural and natural resources accessible to all members of a society, including natural materials such as air, water, and a habitable earth. These resources are held in common, not owned privately. Commons can also be understood as natural resources that groups of people (communities, user groups) manage for individual and collective benefit.

Who We Can Be



MARCO



Logo Concepts

In the following section we will review four (4) concept marks for the rebrand of the Charlotte Commerce Center Property.

All of the following examples are based upon the style language provided by [Cluck](#) for the exterior refit, & are meant to align with that identity.

Traditional, sans serif typefaces have been used throughout all examples with a focus on comprehension and legibility for the user & passing driver alike.

01-04

LOGOS →

LOGO CONCEPT ONE

HORIZONTAL & STACKED →

Concept One was originally based upon to premise that “commerce center” would remain in the name of the property. Keeping “southend” in the name, allowed us to re-imagine the icon with a new word-mark.

Presented is a “[Fibonacci](#)” based mark which hints at the “SE” of southend, while also working to showcase the interstate interchange & highway lanes. The design is bold, & easily recognizable at speed by passing motorist.





— southend —
COMMONS



— southend —
COMMONS



— southend —
COMMONS



LOGO 01 →



— southend —
COMMONS



the new way to work
in southend



— southend —
COMMONS

01042



— southend —
COMMONS

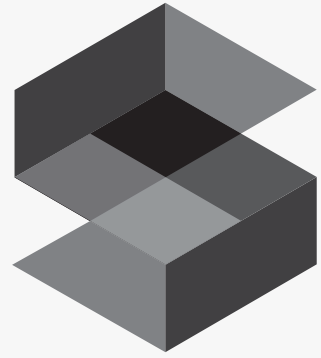


LOGO CONCEPT TWO

HORIZONTAL →

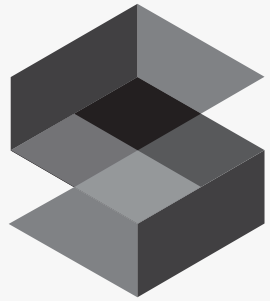
02

Concept Two, is the first of 2 icons based on the ["impossible object"](#). The "S" of southend is represented by intersecting vectors that lend themselves to a number of treatment options for future marketing [campaigns](#).

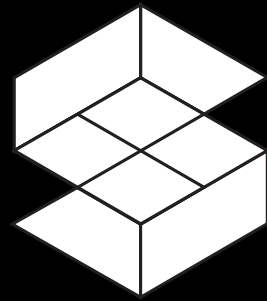


southend

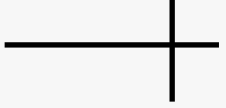
COMMONS



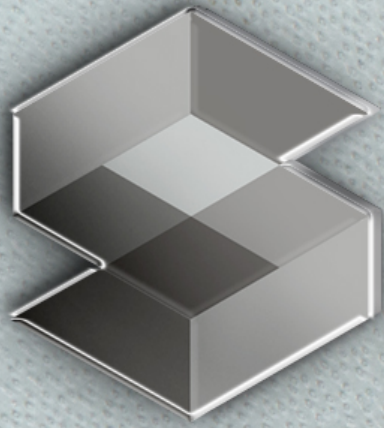
southend
COMMONS



southend
COMMONS



LOGO 02 →



southend
COMMONS



the new way to work
in southend



01042



southend
COMMONS



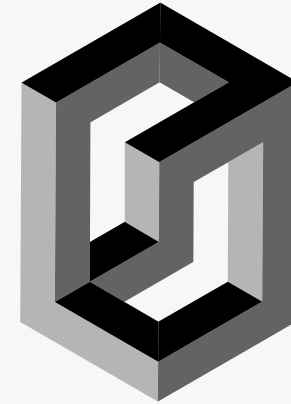
LOGO CONCEPT THREE

HORIZONTAL →

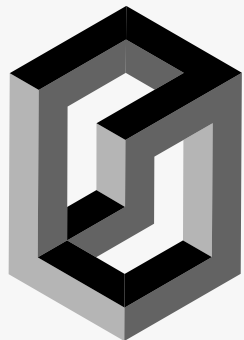
03

Concept Three is another direction for the impossible object. Here the idea is to showcase the interconnection of the public areas featured in the “Southend Commons” refit, while hinting at the “S” as the connectivity.

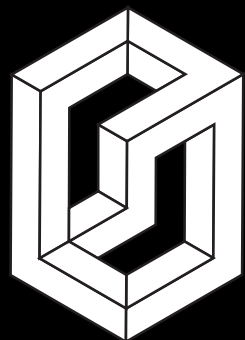
southend
COMMONS

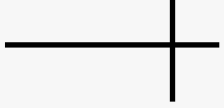


southend
COMMONS



southend
COMMONS





LOGO 03 →

southend
COMMONS



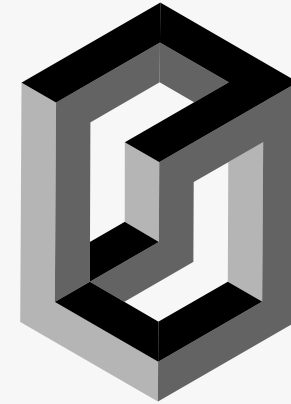


the new way to work
in southend

southend
COMMONS 

01042

southend
COMMONS



LOGO CONCEPT FOUR

HORIZONTAL & STACKED →

Lastly, in Concept Four we have combined architectural influence, industrial feel, the “S”, and the golden ratio into an iconic expression of openness, shared & equal space.

In it's stacked orientation we have a unique mark to is not only eye catching, but also perfectly proportioned that leads the eye with traditional western style reading.



04

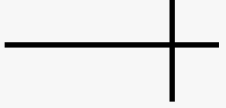


southend

COMMONS

southend
COMMONS 

southend
COMMONS 



LOGO 04 →



southend

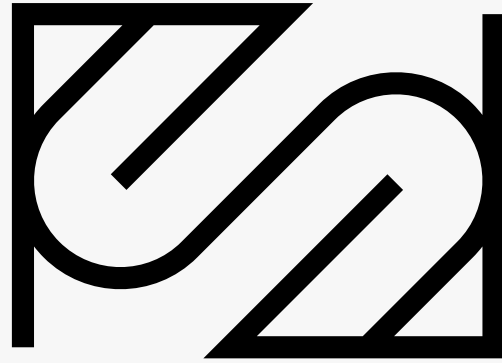
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the new way to work
in southend

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01042



southend
COMMONS

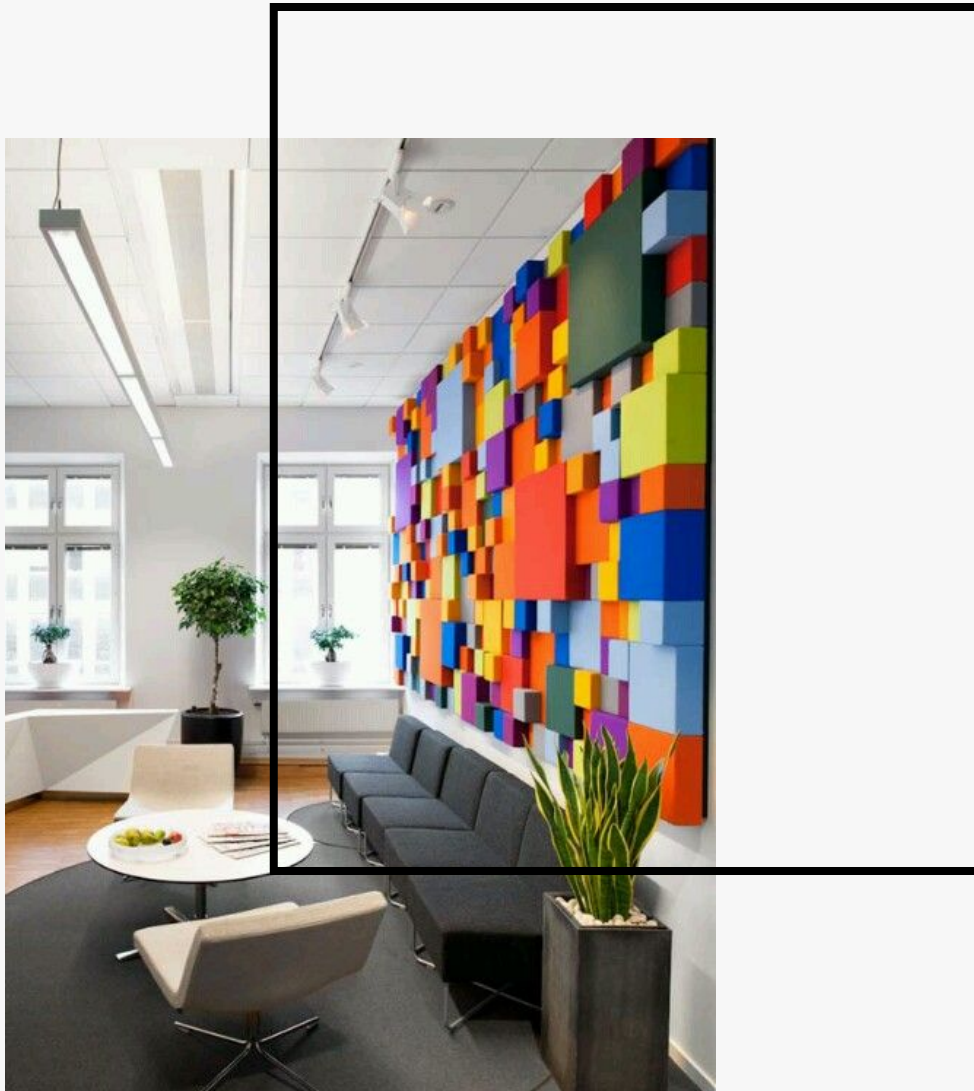


Recap

As a review, one final look at the proposed marks.

UP NEXT, COLOR →

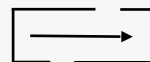
COLOR



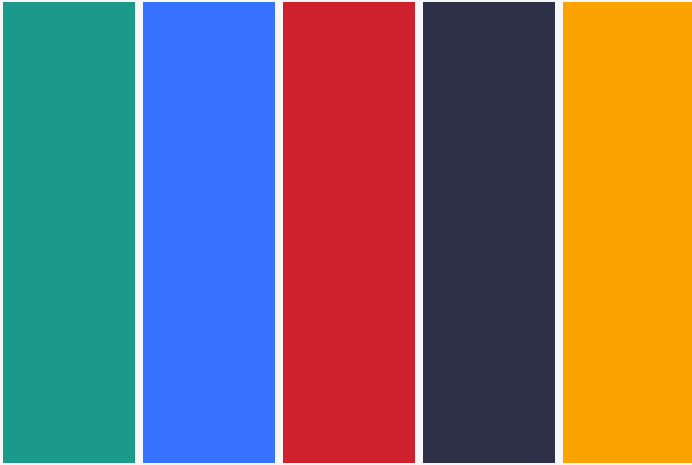
CLEAR & BRIGHT

Consider a red can of cola; blue striped capital letters, a black apple, and yellow arches – what brands come to mind? In each instance, color is the predominate element of identification and association with a brand. Color enables us to instantly recognize and draw emotional associations to a brand.

The
Future



COLOR

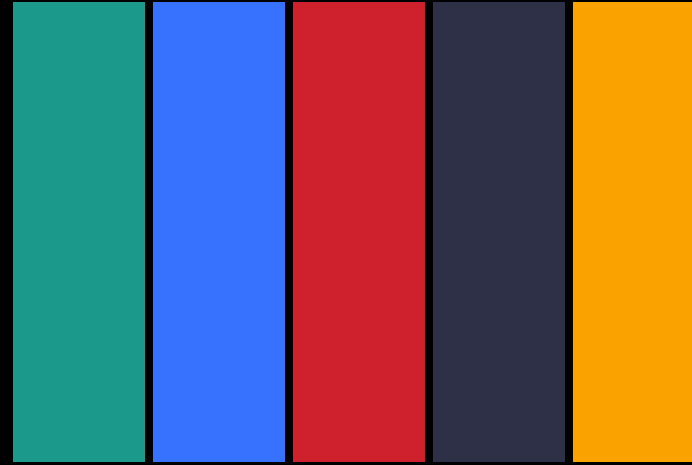


Colors Exported Palette - colors.co/1b998b-3772f-c202e-2d3047-faa300

“

To convey a simple idea of meaning and differentiation requires you select a color that properly fits your strategic positioning. Selecting a color (and color scheme) for your brand must represent the audience emotional associations and desires, and the value proposition or promise your brand brings to those desires.

Selecting the appropriate color to represent and differentiate your brand must be based on several criteria. Here are three of the most important:



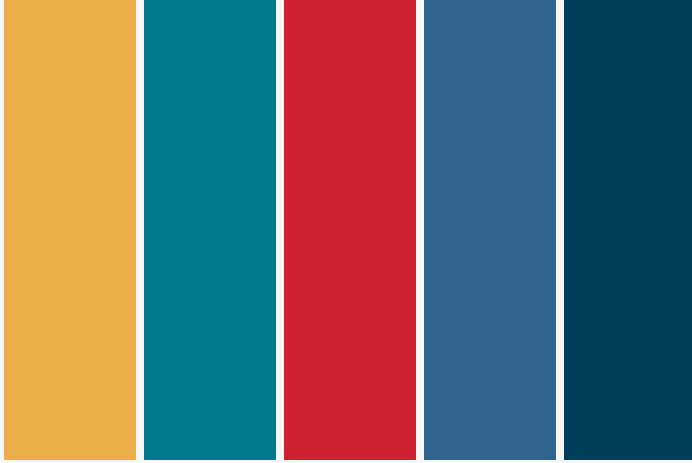
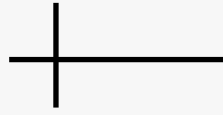
Colors Exported Palette - colors.co/1b998b-3772f-c202e-2d3047-faa300

01 →

- **The Target Audience**
- **The Brand Archetype**
- **The Culture**

01

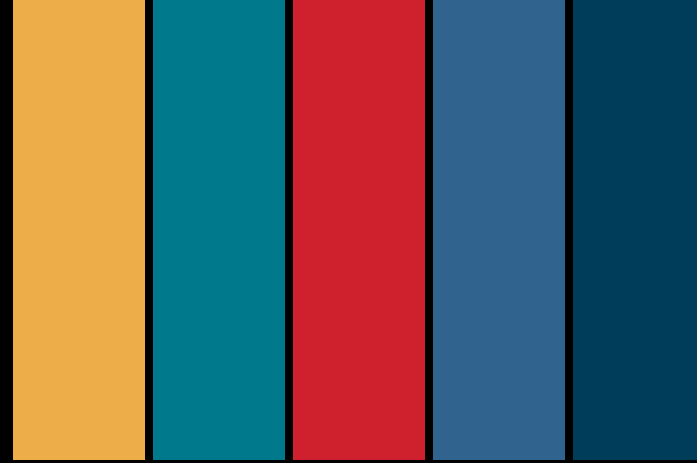
COLOR



Colors Exported Palette - colors.co/eda49-00798c-d202e-30638e-003d5b

“

Visual perception is the primary sense humans have for exploring and making sense of their environment. Colors trigger a diverse set of responses within the cerebral cortex of the brain and throughout the central nervous system. The proper perception of color has been one of the key drivers of human evolution. If color is that important to human evolution, just think how important it is to building the value of your brand.



Colors Exported Palette - colors.co/eda49-00798c-d202e-30638e-003d5b

02 →

02

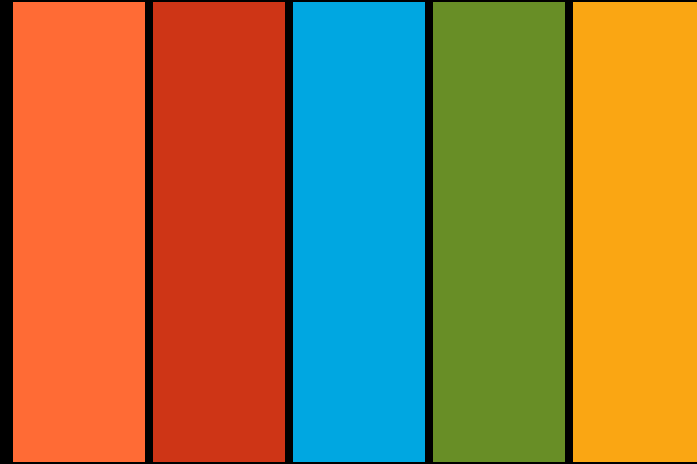
COLOR



Colors Exported Palette - colors.coffi6b35-ce3516-00a7e1-688e26-faa613

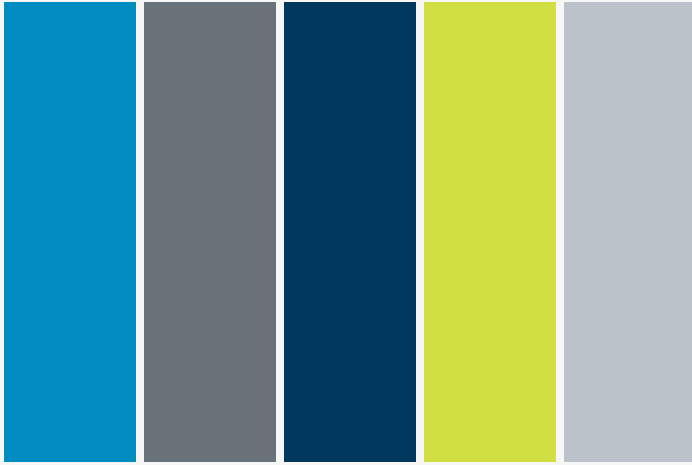
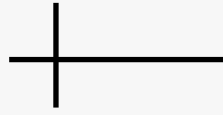
“

Once we humans identify a color, we instantly have a chemical reaction in our brain that produces an emotional response. This response triggers a multitude of thoughts, memories and associations to people, places and events. Color affects us in profound ways. Our brains are designed to respond to color. This all happens instantly under our conscious awareness.



Colors Exported Palette - colors.coffi6b35-ce3516-00a7e1-688e26-faa613

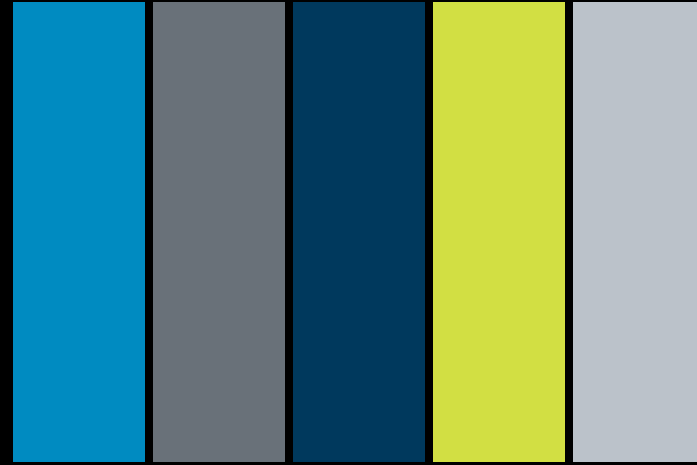
COLOR



Colors Exported Palette - colors.co/008bc1-697179-00395d-d2d43-bbc2ca

“

We all know color is nothing more than the reflection of certain light waves picked up by your optic nerve, transmitted through nerves to your brain. Color doesn't really exist; it's only its reflection. Within our conscious minds, we have all been predisposed and indoctrinated to give meanings and feelings to particular colors within the context of what the culture at large values.

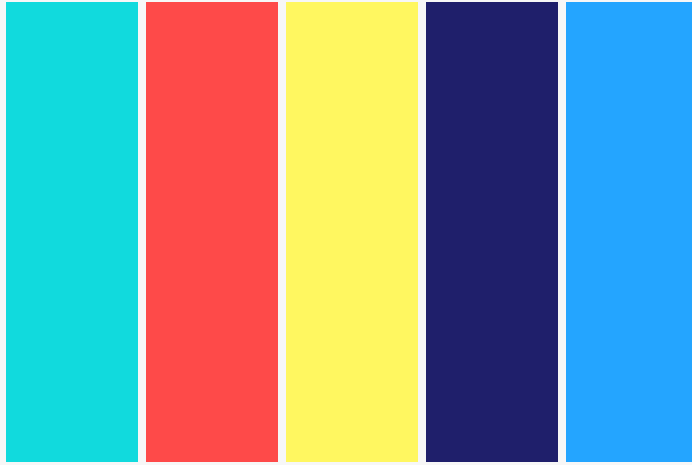
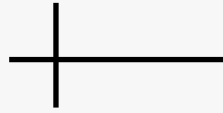


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04 →

04

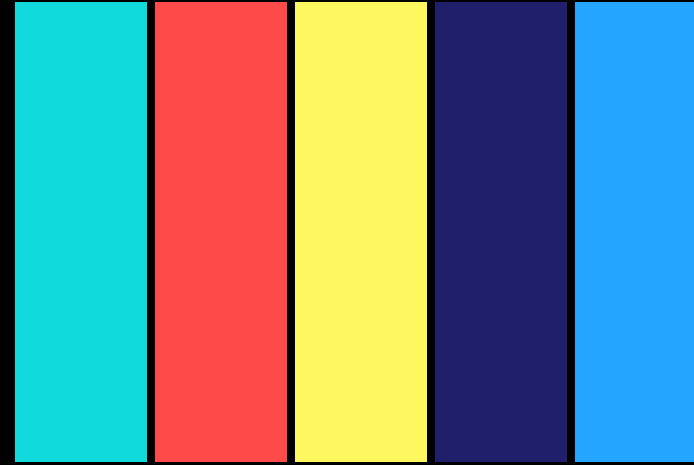
COLOR



Colors Exported Palette - colors.co/11dadd-fe4a49-ff760-1118b-24a5f

“

Within the spectrum of visible light, there is a physiological effect. Colors with long wavelengths (red for example) illicit the faster recognition response in the brain. While colors with shorter wavelengths (blue) are more soothing and can actually lower pulse, respiration and blood pressure. It's no accident that an insurance brand like Progressive would have blue as the primary color it its visual identity system.

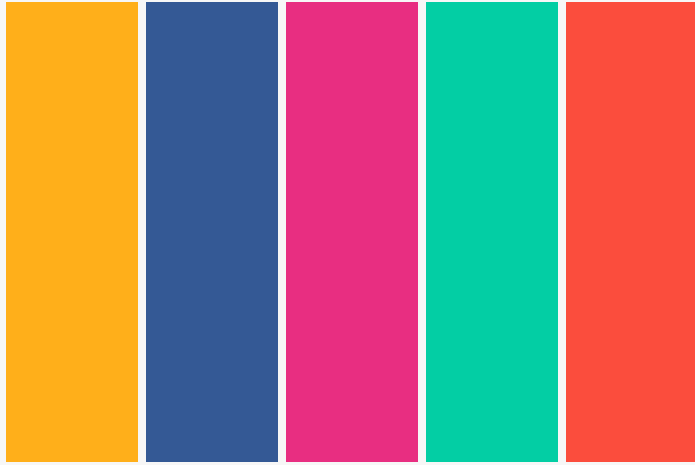
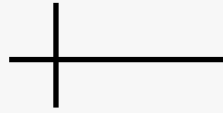


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05 →

05

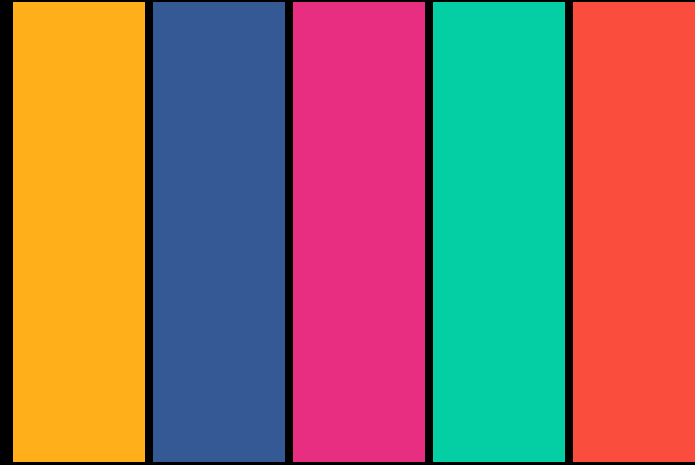
COLOR



Colors Exported Palette - colors.coffaf1a-345995-e82e81-03cea4-fb4d3d

“

The same is true for other colors in the spectrum. Yellow is a middle wavelength color detected by the eye. Consequently yellow, because it is the brightest, commands attention more easily. This is why yellow is used in road signs and the Yellow Pages. Yellow is about attention, even caution, while red powerfully represents sex and seduction.



Colors Exported Palette - colors.coffaf1a-345995-e82e81-03cea4-fb4d3d

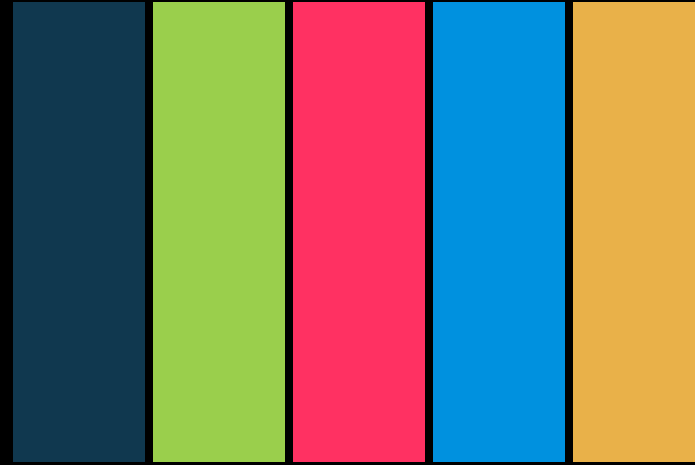
COLOR



Colors Exported Palette - colors.co/10384f-9ac4c-f3162-0091df-e9b149

“

Color is foundational to the visual identity of your brand in all its expressions and executions—logos, packaging, products, environments and all forms of marketing communications. UPS built their whole brand story around the proposition “what can brown do for you?” Apple transformed how we think of desktop computers through the creative use of color. **-Thomson Dawson**



Colors Exported Palette - colors.co/10384f-9ac4c-f3162-0091df-e9b149



→ **Thank You**

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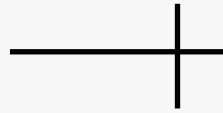
Email info@atomicdesigncompany.com



Southend Commons

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