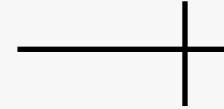


Southend Commons

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



contents



- * Why Rebrand?
- * What Is In A Logo?
- * What Is “Commons”?
- * Logo Concepts 1~4
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- * Thank You

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?

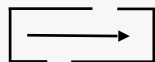


ONE PICTURE

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



“

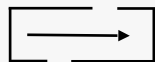
It is only by association with a product, a service, a business, or a corporation that a logo takes on any real meaning. It derives its meaning and usefulness from the quality of that which it symbolizes.

-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.





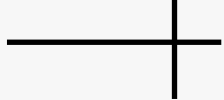
— southend —
COMMONS



— southend —
COMMONS



— southend —
COMMONS



LOGO 01 →





— southend —
COMMONS



the new way to work
in southend



— southend —
COMMONS

01042



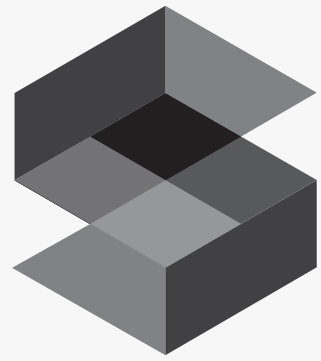
— southend —
COMMONS

LOGO CONCEPT TWO

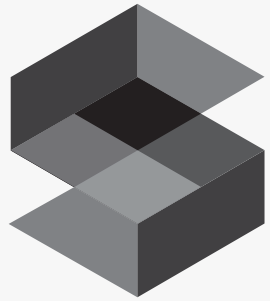
HORIZONTAL →

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](#).

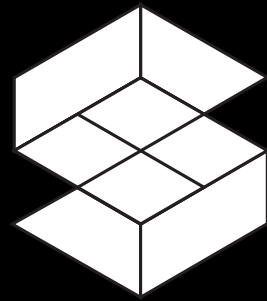
02



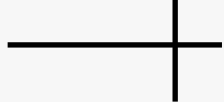
southend
COMMONS



southend
COMMONS

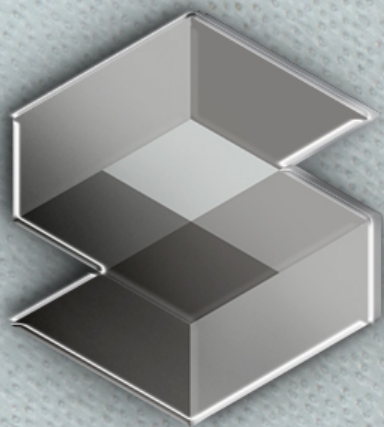


southend
COMMONS

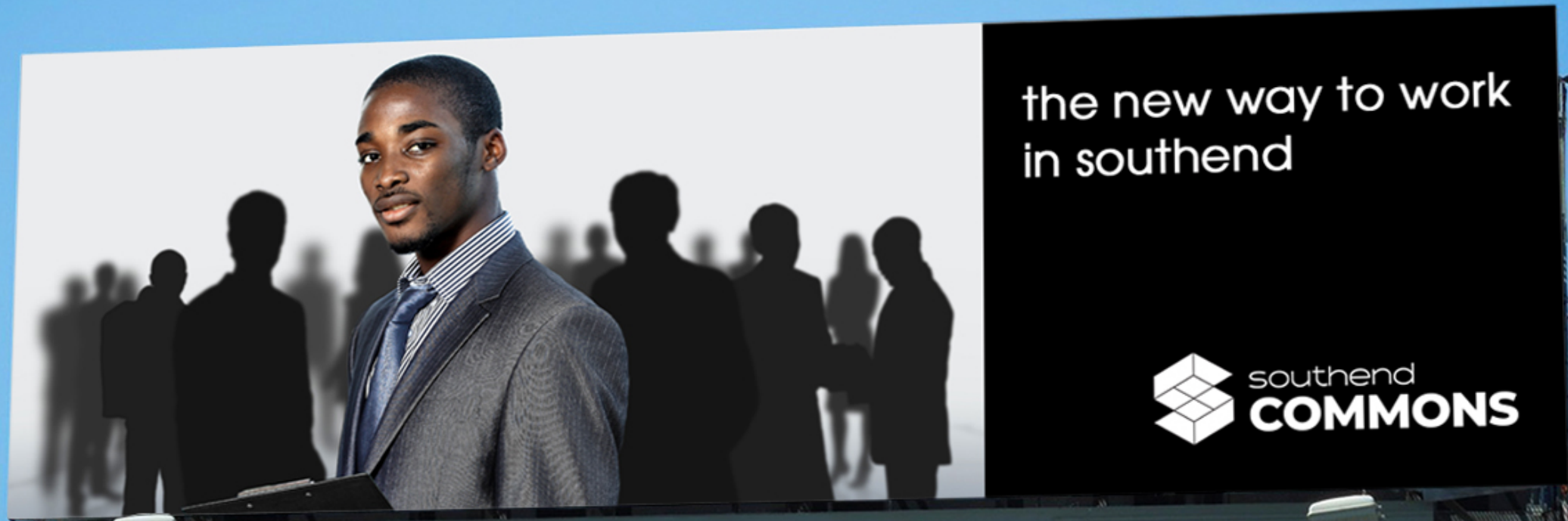


LOGO 02 →





southend
COMMONS

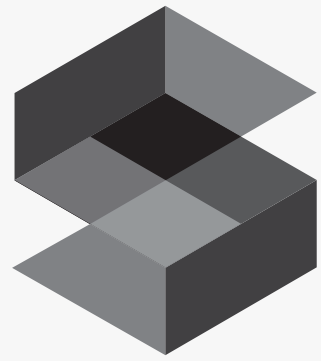


the new way to work
in southend



southend
COMMONS

01042



southend
COMMONS

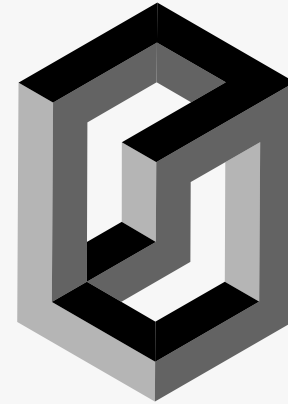
LOGO CONCEPT THREE

HORIZONTAL →

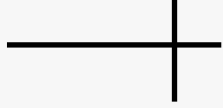
Concept Three is another direction for the impossible object. Here the idea is to showcase the interconnection of the public areas featured in the “Southend Commons” refit, while hinting at the “S” as the connectivity.

03

southend
COMMONS







LOGO 03 →



southend
COMMONS





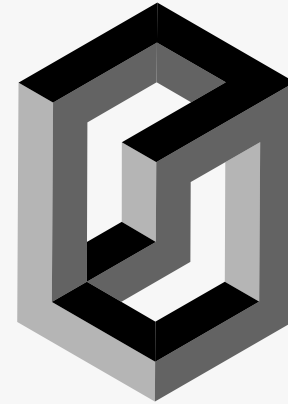
the new way to work
in southend

southend
COMMONS



01042

southend
COMMONS



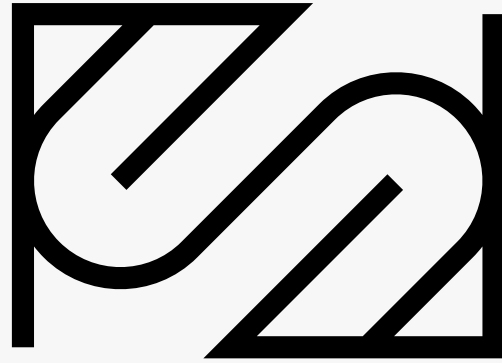
LOGO CONCEPT FOUR

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.

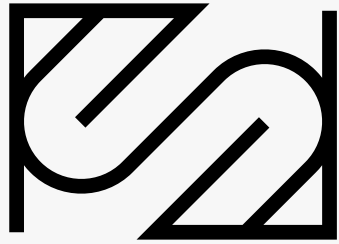
In it's stacked orientation we have a unique mark to is not only eye catching, but also perfectly proportioned that leads the eye with traditional western style reading.

04



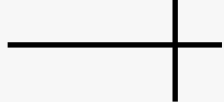
southend
COMMONS

southend
COMMONS



southend
COMMONS





LOGO 04 →





southend
COMMONS



the new way to work
in southend

southend
COMMONS



01042



southend
COMMONS



Recap

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





→ **Thank You**



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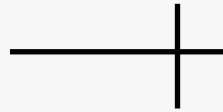
Email info@atomicdesigncompany.com



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Prepared for Insite Properties, LLC by
Atomic Design Co., LLC on - 20180615

