

LOGO REBRANDING

Sketch of the idea of a hypothetically possible change of the corporation logo

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Made exclusively for the self-presentation of the author

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IRSTBEEFAT
Technologies Oy



Analysis

The existing corporate logo consists of two elements: Brand mark and Word mark.

The brand mark is a zigzag of the teeth of the cardiogram with rings.

Word mark is made using a font method using a standard font.

A task

It is necessary to emphasize the company's affiliation with the high-tech corporation sector and change the typeface of the logo to emphasize this.

Solution

For writing Word mark, a high-tech hand made font was used.

Old

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T e c h n o l o g i e s O y

New

Combination mark



#e32a21

#1d1d1b

#3e3d3f

#c0c0b7

#d9d9d9



Color palette

Existing brand colors are a shade of gray from dark to light and in contrast to them red.

The range is quite aesthetic and is in line with the brand.





Depending on the media of the information carrier, sometimes a different layout of the Logo is required: Left, Right, Vertical - axial.





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Secondary Graphics

Patterns based on and inspired by the brand logo are often used as Secondary Graphics. In this version, the pattern of meta bols in corporate colors, stylized as the Brand Mark, is used.

These patterns can be used on wrapping paper.

3D logo

An attempt to comprehend Brand Mark in 3D volume. In the future.

it is possible to animate the Emblem in advertising on the Internet.





3D Signs and signboards

Visualization of the Logo in 3D volume.



HUNDREDS OF ELITE
SPORTS TEAMS,
WELLNESS
PROFESSIONALS, AND
MILLIONS OF CONSUMERS
WORLDWIDE TRUST
FIRSTBEAT TO ENHANCE
PERFORMANCE AND
WELL-BEING.



Mikko Kuitaan, CEO and co-founder of Firstbeat



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WWW.FIRSTBEAT.COM

Signs and signboards

The work of the logo on various media.



Signs and signboards

The work of the logo on various media.



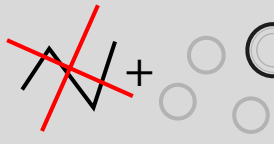
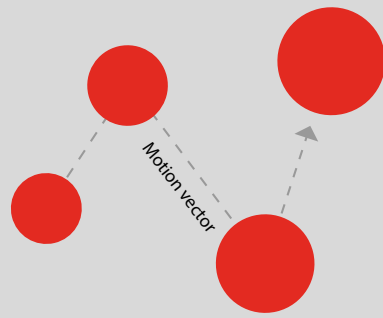
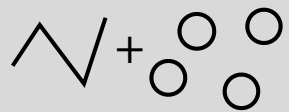
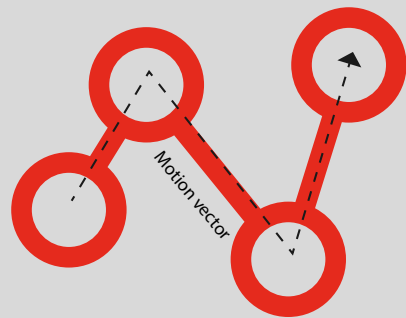


3D Signs and signboards

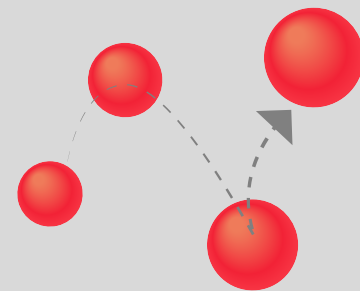
Visualization of the Logo in 3D volume.



Corporate Brand Identity



Simplification of the Logomark

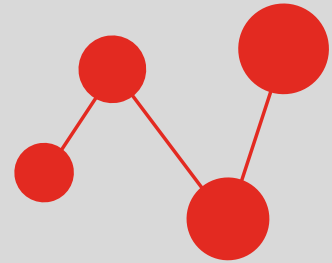


3D variant

Preservation of the vector by scaling

HYPOTHETICAL EVOLUTION OF BRAND MARK

The logo should work well in different media environments and take into account their peculiarities. For the future development of the mark, it is necessary to provide for a possible direction for the development of the logo, for example, for use in the increasingly popular motion design. For this, you may need its 3D version, as laconic as possible.



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T e c h n o l o g i e s O y

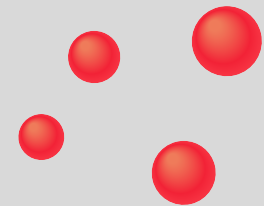


FIRSTBEAT

A large, stylized 3D rendering of the Firstbeat logo. The word "FIRSTBEAT" is written in a bold, light blue, sans-serif font with a slight shadow effect. Above the text, the red molecular structure logo is rendered in a 3D perspective, appearing as if it's floating or attached to the text.



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Monochrome Variant
and
3D Logotype

Motion Idea of Brand Mark

