Branding Competition 2017-2018

Signum

About Signum

We formed this company from one idea, which was to provide the world with one essential necessity: communication. Signum is a Latin word that means signal when translated to English. As the technology continues to evolve and consumers demand higher data capacity more than ever, we feel that providing our customers with a broader spectrum of signal power is key to our company's success.

Our company's goal is to provide each and every customer with reliable and high quality communication products that may be utilized in remote areas where there are no cell signals available. The application of our products is limitless, from an emergency situation to recreational activities. Signum has committed to provide 100% satisfaction guarantee to our customers.

Logo

Our company provides connection, through the expansion of signal, therefore we decided to design a logo that demonstrates just that. On a subconsious level, our logo is percieved from the inside out. You get the sense of movement from the center of the rings where the waves form. From there, the rings (representative of the signal emmitted from our products) continue to expand and grow. towards the outside.

On a psychological level, viewing things from left to right has a more positive impact on your overall perception of it. That is why the name is placed in the center of the rings to represent connection.

Color Palette

C=80	C=21	C=80
M=49	M=11	M=36
Y=98	Y=9	Y=98
K=28	K=0	K=28

Why we chose these colors:

As a company, one of our goals is to expand your connection to the rest of the world. That is why our first shade represents growth and expansion. The second shade, which is grey, is a modern color and is usually seen on technology which creates a soft tone. We chose grey to represent the connection between growth while adding a modern sensation to the technology. Lastly, the third shade represents our surroundings. This just shows that we want our customers to be able to go further into their environment while still having connection to friends and family.

Font

Orbitron Orbitron
regular   Bold

Orbitron
Black

The font Orbitronis a futuristic sans-serif typeface. The font is known for its usage by professional industries dealing technology. This open type font comes in Regular, Bold, and Black. This gives a futuristic theme that seems robotic to almost anyone. This font is used for titles and it is commonly used when it comes to our logo and business cards.

Calibri   Calibri
regular   Bold

Calibri
Light

Calibri is our default font when it comes to creating professional documents or sending formal letters to individuals. It is a sans serif typeface known for its warmth and rounded lines. It allows for readers to read text with ease and clarity.

Business Card

We use our logo in all of what we manufacture to demonstrate that we are passionate about what we represent. Here we have examples of when we use our logo, colors, and font:
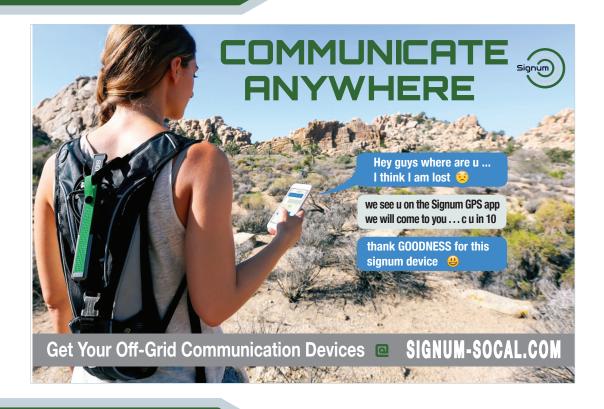
Front

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Santa Ana, CA 92705

Off Grid Communication Devices

Back

Communication With No Obligation

f signum 2018

🐦 signum_ca

📷 signum.ca

Signum

Billboard

Banner

SIGNUM

401 S Grand Avenue Santa Ana, CA 92705 (714) 796-7433 Fax:714-568-7099

To
Date_____

Name of person
Designation
Address

<u>Subject: Commendation Letter</u>

Dear(Name of Employee),

I am writing you this letter to congratulate you on winning (Name of award). Both HR Department and Board Members would like to show our appreciation for the hard labor you have been commiting to and the time you have spent outside of work hours in order to give in all your best projects.

Since the begining you have shown to be an employee full of enthusiasum and positivity. Your leadership and strong focus has lead you to win this award and we know that you will continue to represent our company and grow as an employee with the potential you hold within you.

It is my pleasure to write this letter and express our gratitude towards your hard work and performance. We hope you continue to show your outstanding work and allow Signum to guide you through the path you wish to take in your future.

Sincerely Yours,

Signature
Name and Designation

www.signum-socal.com

6

Social Media

Twitter

Instagram