



Re-Brand **Solutions** AAAE&D

Concept and Brand Discoveries Two

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Brand Identity

A brand is the identity of a specific product, service, or business. A brand can take many forms, including a name, sign, symbol, color combination or slogan. The word brand began simply as a way to tell one person's cattle from another by means of a hot iron stamp. A legally protected brand name is called a trademark. The word brand has continued to evolve to encompass identity - it affects the personality of a product, company or service.



New and hopefully inspiring rebrand possibilities for **AAAED**

Project Contents Page

Section A

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AAAED

The AAED discoveries have been broken down into groups.

Logo/type configurations, diversity marks with supporting descriptive text and traditional letter groupings. I pursued the traditional as requested.

Typography

Logo Executions

Logotype and Brand Extention



Typographic study for AAE&D

Examples of body/display Text

Gravo Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
12345678910

DUAL 300

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
12345678910

Garamond Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
12345678910

Berthold Akzidenz Grotesk Medium Condensed

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
12345678910

Berthold Akzidenz Grotesk Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
12345678910

AAAED

Signature typography samples

-Studies were used in signature or secondary text lines.

-Also text used in logotype and logo discoveries.

AAAE&D

Logotype and Brand Extension

Diversity marks or markings for this package

Spectrum Globe and cluster mark used throughout

*Also Text characters are multi-colored showing subtle diversity markings.



AAAED Business Identity

-Diversity Markings or elements (traditional)



4 color application Cluster diversity mark



4 color application Circle diversity mark



4 color application character fills one



4 color application character fills two

AAAED Brand Identity

We urge all users of this document—those who design, manufacture, purchase, apply, install and maintain the various elements of this brand identity—to follow its guidelines with care. While this document will not cover all situations that may arise in the future, it will serve as a guide to good judgement and use of color breaks.

If there is ever a question on the usage of any mark, logotype or design element for:
American Association for Access
Equity and Diversity

please contact:

Carl H. Bradford
Studiob3
3738 Aldea Drive
Decatur, Ga. 30032
404-254-0496



The AAAED identifier will be used for all new and future marketing applications.

This specifications document is used to guide our consistent efforts in collateral, advertising, promotional and broadcast applications. This documents sole purpose is to identify, color breaks, and B/W usage.

File formats:
Adobe Illustrator CS5
Adobe Photoshop CS5
Or pdf files

Usage versions Four Color, B/W, White over solid, and Ghosted 20% blk



AAED signature is two times the x height of lower case character
Font families: Bethold Akzidenz Grotesk Bold Extended, GRAVO Regular and DUAL

AAAE&D

Logo types and Business Systems

Identity Systems

I have developed five identity systems all have similarities in format and function or placement. The business papers will be stark white to pop the colors, but designed to give a totally different look to your present identity.



**AAAED
Business Identity**

-Version One (traditional)
As requested version five w/o
heavy lowercase (all caps)

-Simple San serif text
Berthold Akzidenz Grotesk (fonts)
with globe and cluster Div marks



American Association for Access Equity and Diversity
Four color application grey color build Sanserif text with spectrum globe



American Association for Access Equity and Diversity
Four color application grey color build Sanserif text with diversity cluster



American Association for Access Equity and Diversity
Four color application process black Sanserif text with spectrum globe



American Association for Access Equity and Diversity
Four color application process black Sanserif text with diversity cluster

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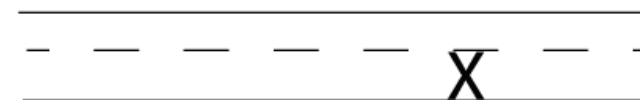
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**AAAED
Business Identity**

-Version One (traditional)
As requested version five w/o heavy
lowercase (done in all caps)

-Business package example One
Ghosted diversity mark lower right on
letterhead lower left on envelope.

**-Optional back printing on cards and
letterhead**



AAAED Business Identity

-Version Two (traditional)
As requested version with formulated
upper shift (3) ligature

-Each (A) character is highlighted
k/o red block, red, bolded multi color
and two/tone blue.



American Association for Access Equity and Diversity
Four or two color application grey plus spot color San-serif text



American Association for Access Equity and Diversity
Four or three color application grey plus 2spot colors San-serif text



American Association for Access Equity and Diversity
Four color application process grey color build Sanserif text with
spectrum (A) ligature



American Association for Access Equity and Diversity
Alternate

AAAED Brand Identity

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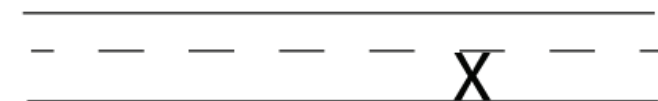


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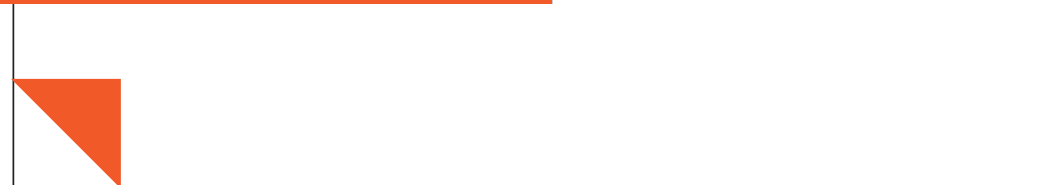


AAAED signature is two times the x height of lower case character
Font families: Bethold Akzidenz Grotesk Bold Extended and GRAVO Regular

**AAAED
Business Identity**

**-Version Two (traditional)
As requested version with
formulated upper shift (3)
ligature**

**-Mocked up first example of
set 2/2 color treatment Pantone
match**



AAAED Business Identity

-Version Three (traditional)
As requested version with
Classic treatment character color fill.

-One with diversity cluster, One w/o
and last two diff, fills and fonts

Fonts
-Gravo Regular
-Garamond



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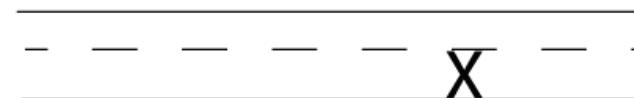
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**AAE&D
Business Identity**

-Version One (non traditional)

**-Business package example One
Ghosted diversity mark lower
right on letterhead lower left on
envelope.**

**-Optional back printing on cards
and letterhead**

