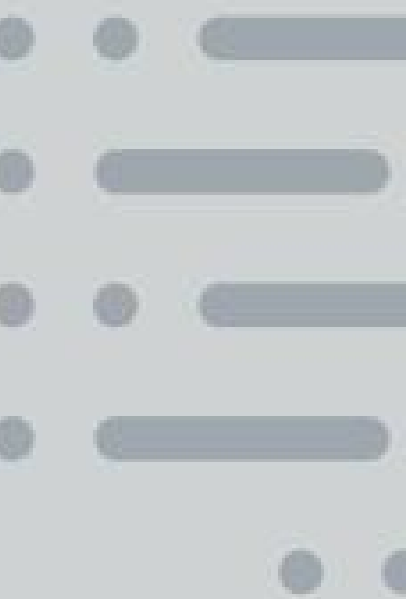

C: 01

C: 02

C: 03

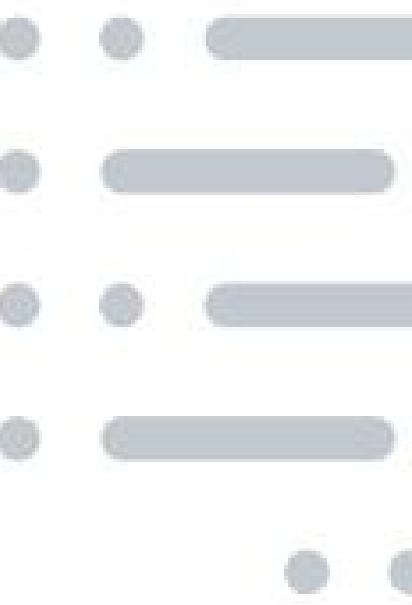


VISUAL DEVELOPMENT GUIDE

C: 01

C: 02

C: 03



VISUAL DEVELOPMENT GUIDE





TABLE OF CONTENTS



VISUAL RESEARCH

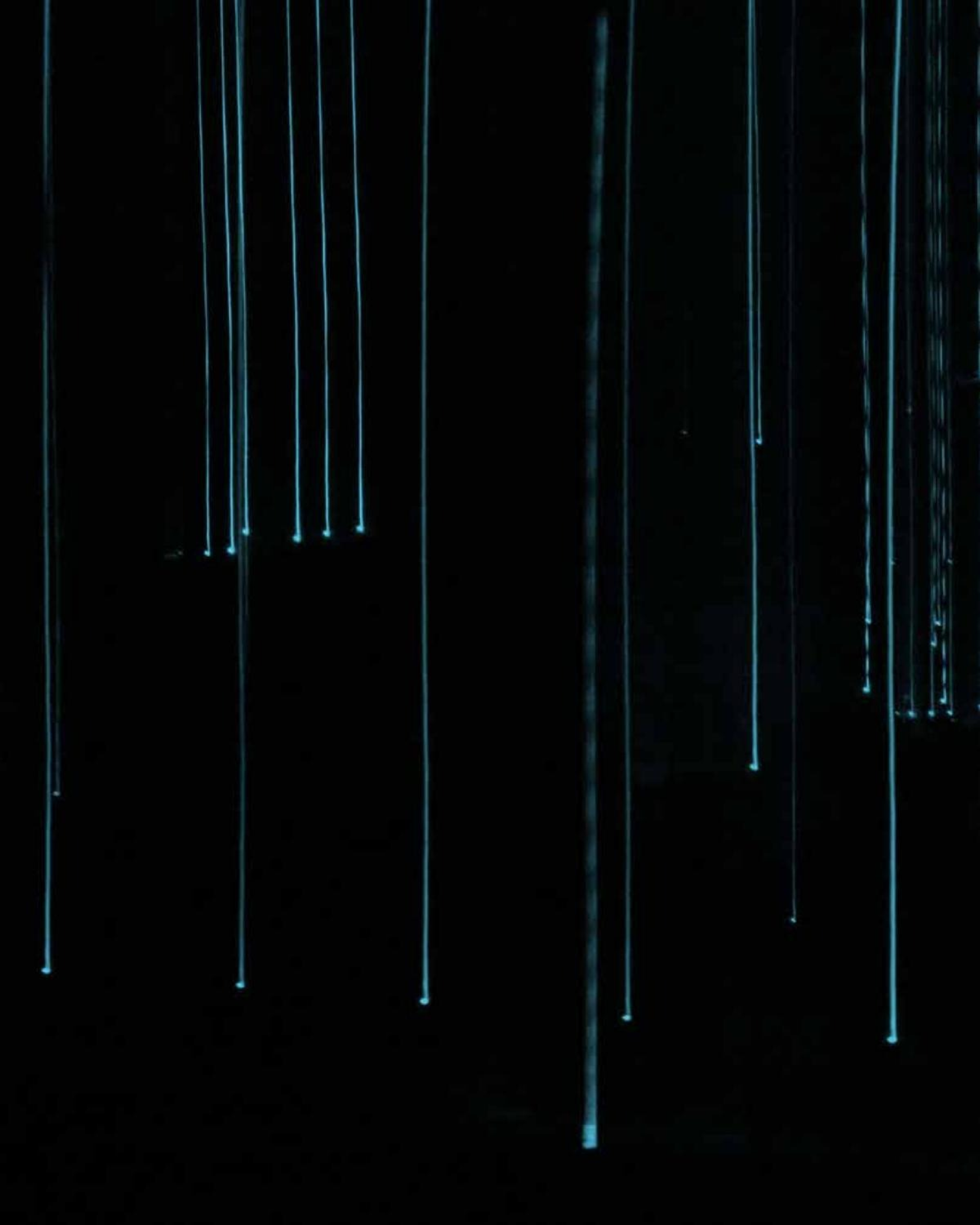
Old Identity	10
New Concept	17

LOGO DEVELOPMENT

Initial Sketches	18
Refines Sketches	53
Digital Renders	

FINAL LOGO

Final Logo	54
Similar Logos	59



**The companies that do the best job
on managing a user's privacy will be
the companies that ultimately are the
most successful.**

– Fred Wilson

DATA 001

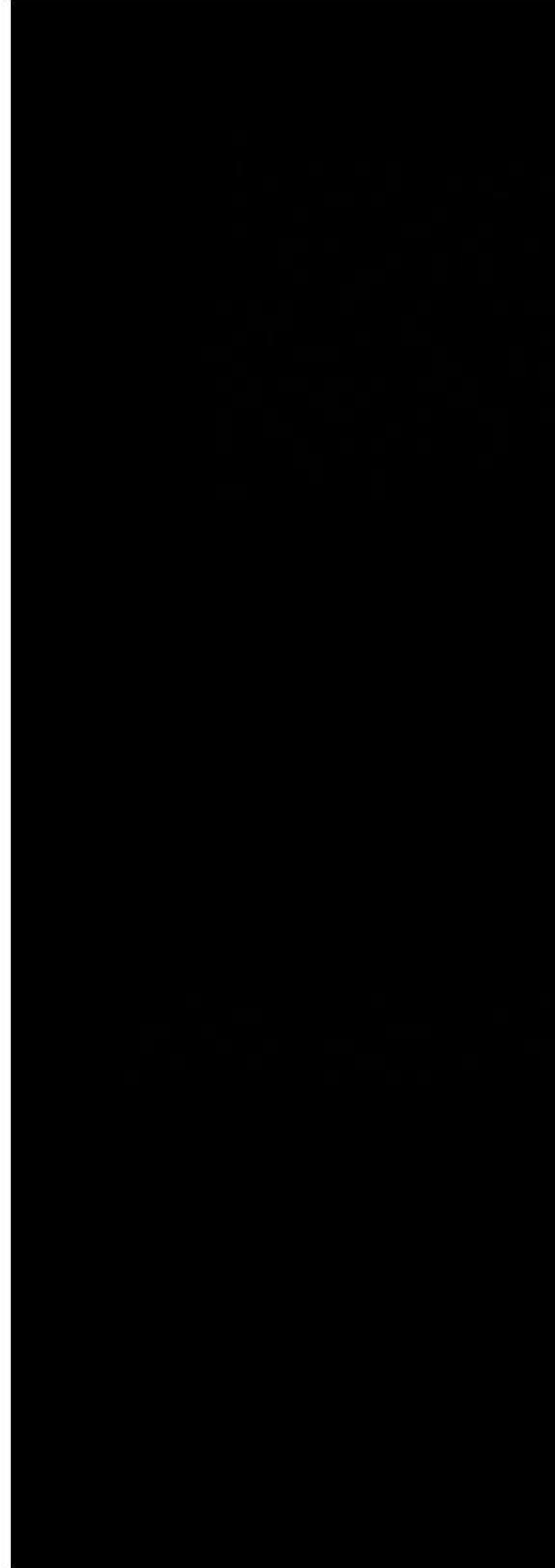


VISUAL RESEARCH

Old Identity	12
Old Logo Concept	14
New Concept	16

OLD IDENTITY

Blackberry was known most for their cellphones that came with encrypted emails and messaging, making it popular amongst businessmen. It became a company phone most people sought to have as part of their job. The unveiling of the iPhone and lack of foresight by the company is what lead to its decline.





OLD LOGO CONCEPT

This is a logo owned by Research In Motion to identify the company/organization's product.

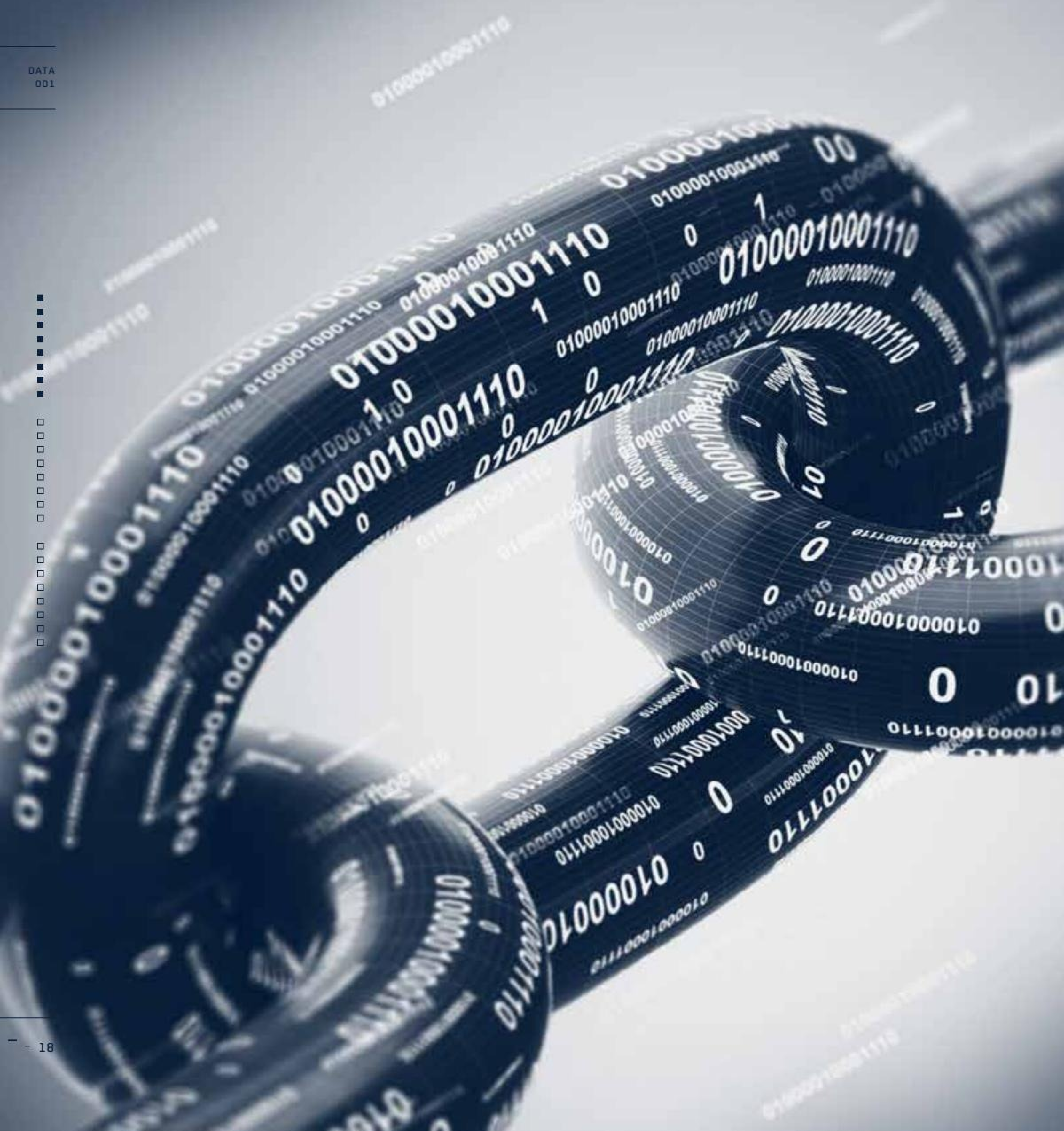
- The concept ideation of the logo started when one of the executives at the firm thought the buttons on the device looked like tiny seeds in a strawberry. A linguist at the firm suggested that strawberries don't seem to fit very well with the company and eventually suggested the fruit blackberry instead.

- The dots don't just resemble blackberries but also create two stylized B's, one stands for Black and the other stands for Berry thus leading to the abbreviation BB.

- Interestingly, the negative space around the logo also creates multiple B's.



BlackBerry



NEW CONCEPT

Blackberry restricted its growth by not ceasing opportunities in the tech industry. Their competitors were growing while blackberry felt confident in its position within the market. The new concept for blackberry not only focuses on not being complacent but also looking back at its soul to be able to move forward. The new mission is to provide secure communication of data, which is exactly how the company will proceed by focusing on the keywords information, security and communication.

DATA
001

C: 01

C: 02

C: 03

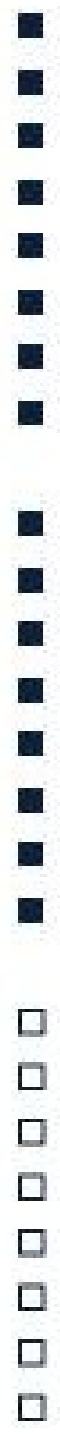




I want my government to do something about my privacy – I don't want to just do it on my own.

– *Evgeny Morozov*

DATA 002



LOGO DEVELOPMENT

Initial Sketches	20
Refines Sketches	32
Digital Renders	48

INITIAL SKETCHES

To create the best logo for Blackberry, I referenced my keywords: security, information, and communication. Keeping these words and their respective meaning to the brand in mind, I created camps that delivers a mix of three types of solutions: symbols, graphics and logotypes.



001_Security

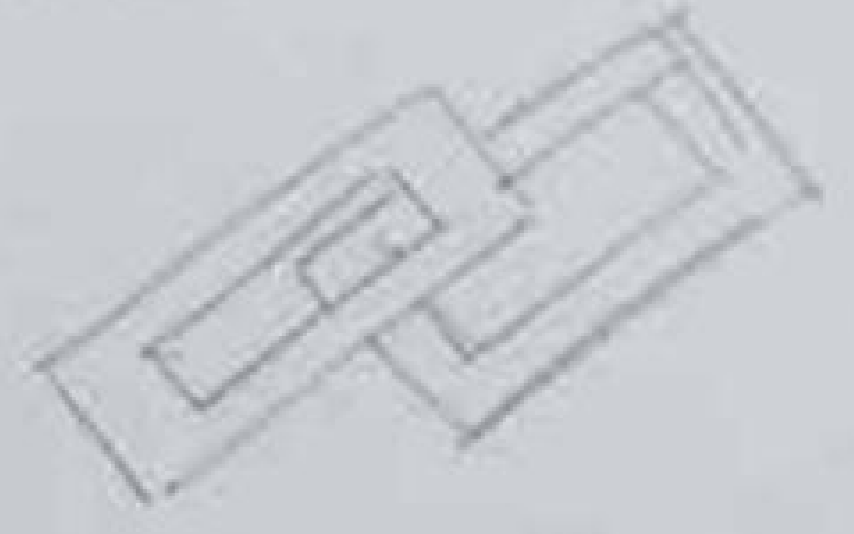
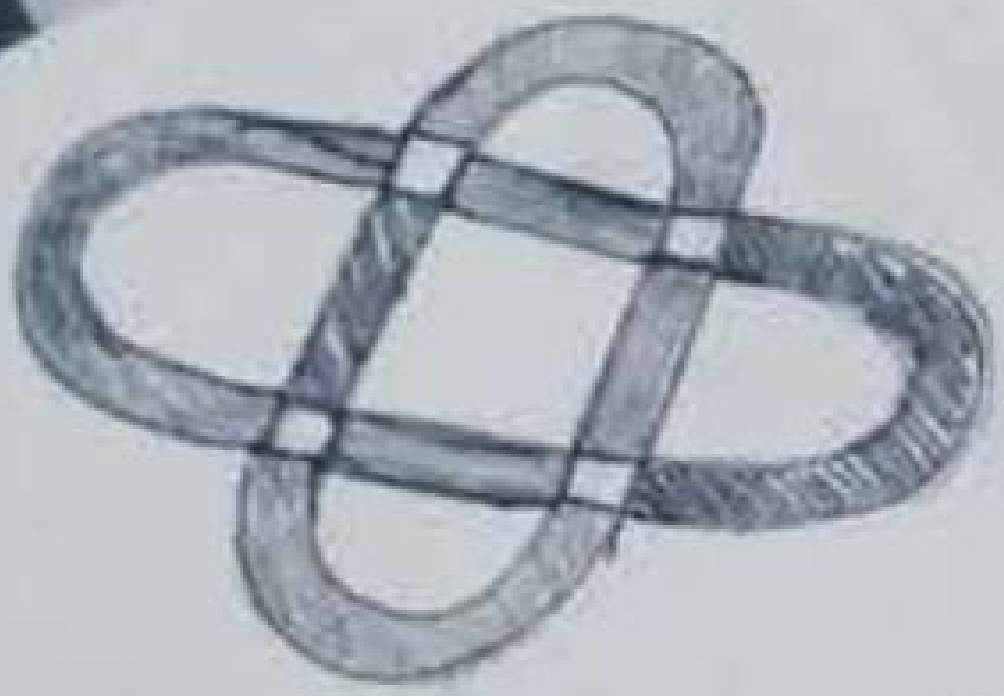
002_Data

003_Communication

- 001_ The idea of security refers specifically with asset protection for our customers.
- 002_ The idea of data refers to branches of Government, Business and Education along with collection, storage and transmission of data.
- 003_ The idea of communication refers to secure transmission of any form of data and information from point A to point B without hindrances.

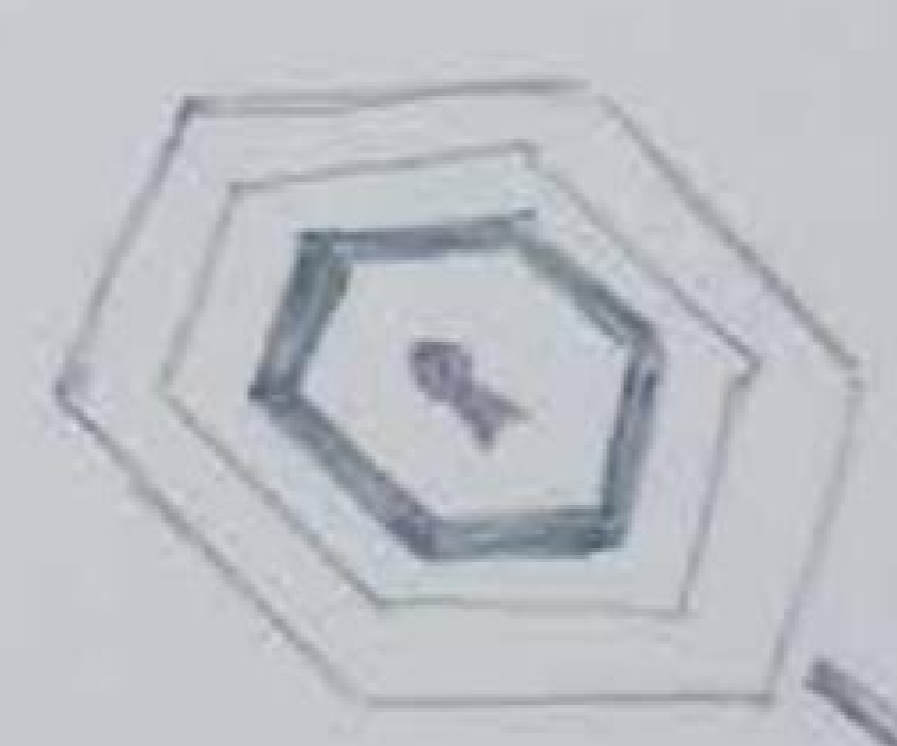
Ernst

BB



blackberry

Blackberry

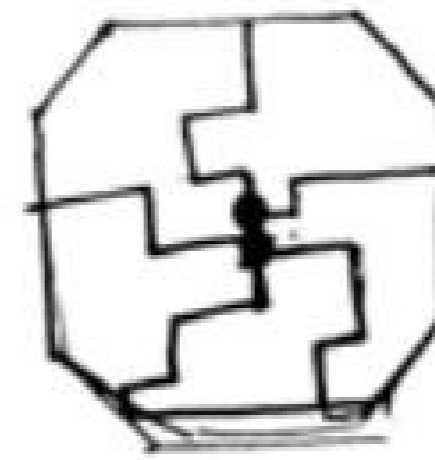
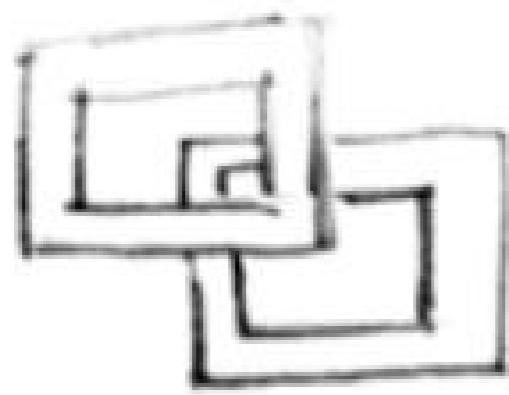
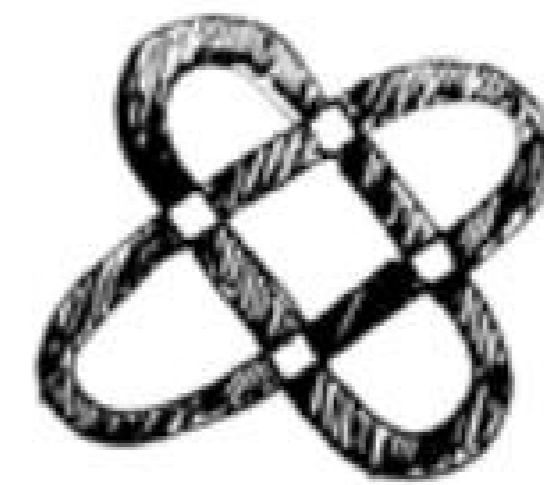
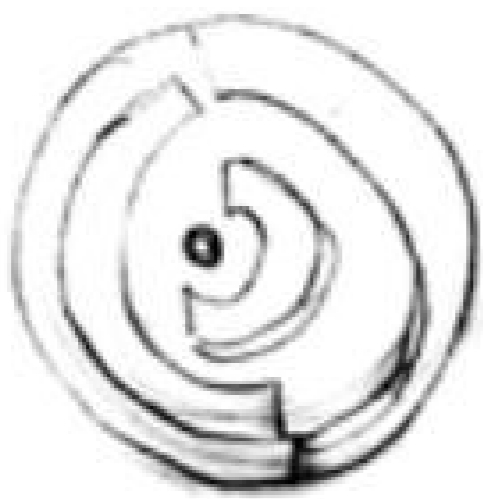
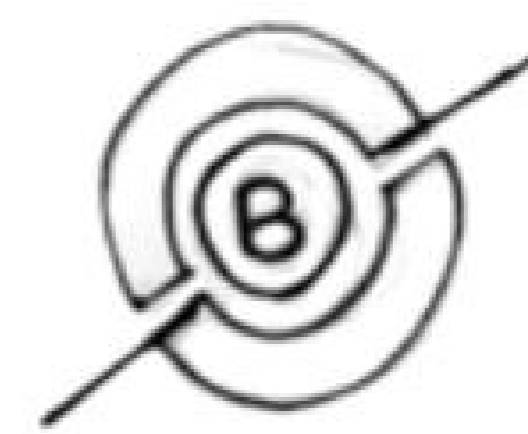
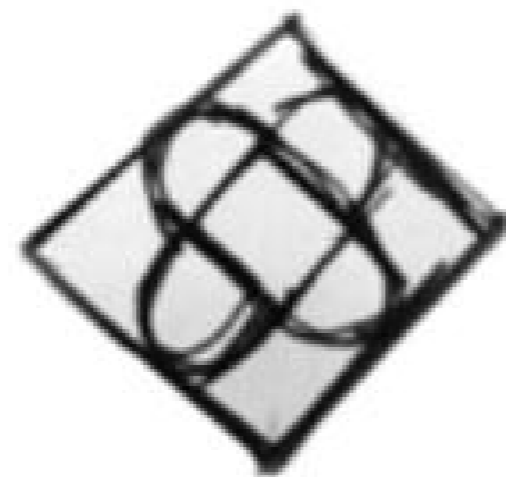


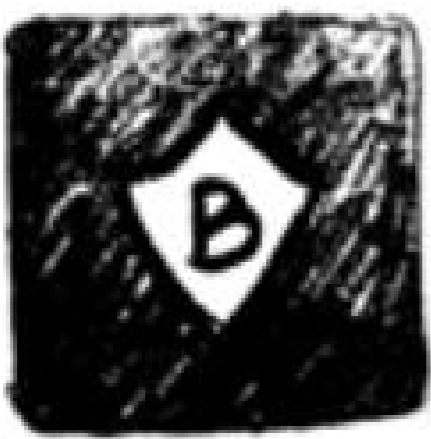
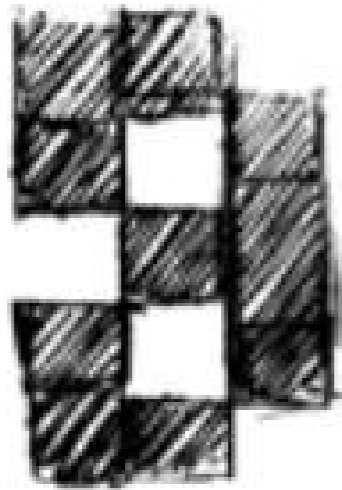
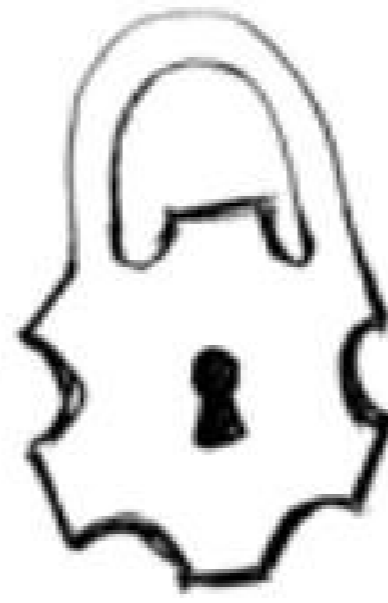
Blackberry



SECURITY

The security of data has become paramount for every person on the internet and otherwise. To be able to trust a service and system is something everyone is looking for. I chose this word as a keyword to show the companies focus on their users data security and protection.





BLACKBERRY

Blackberry

DATA
002

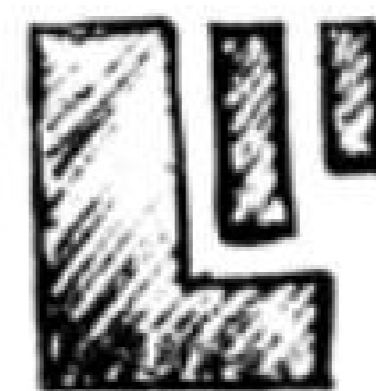
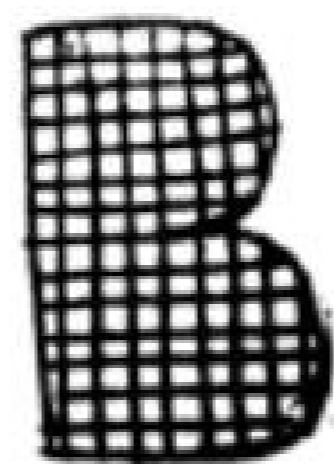
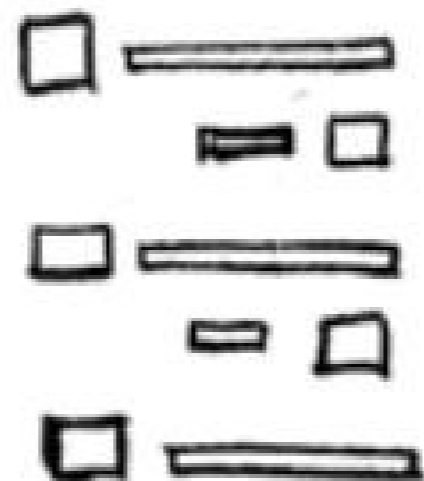
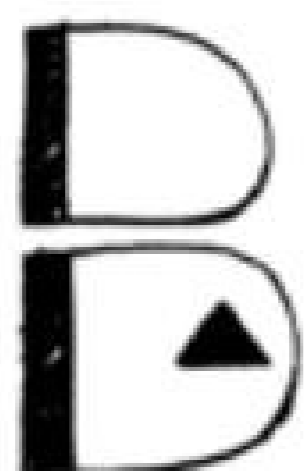
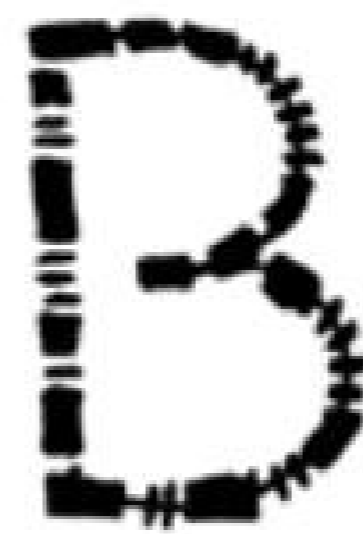
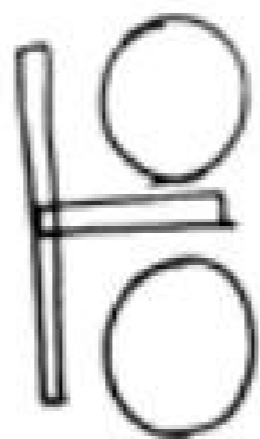
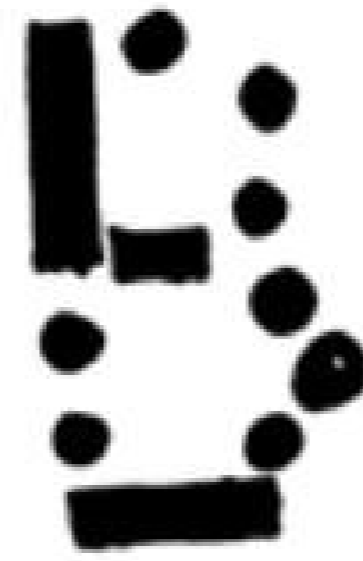
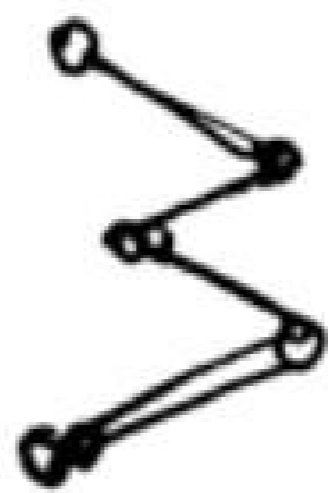
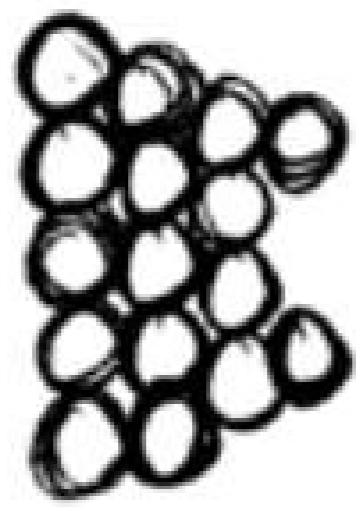
C: 01

C: 02

C: 03

DATA

The transmission of information and data are important aspects of Blackberry. This word was picked for the clear communication of information.





blackberry

Blackberry

DATA
002

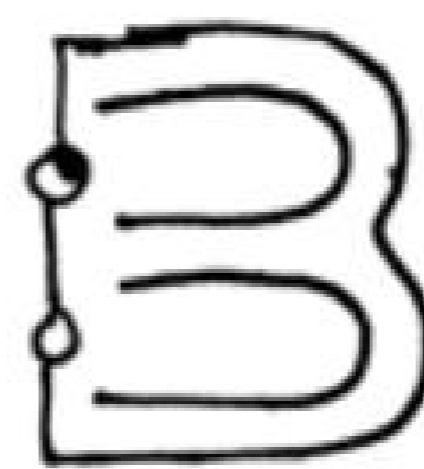
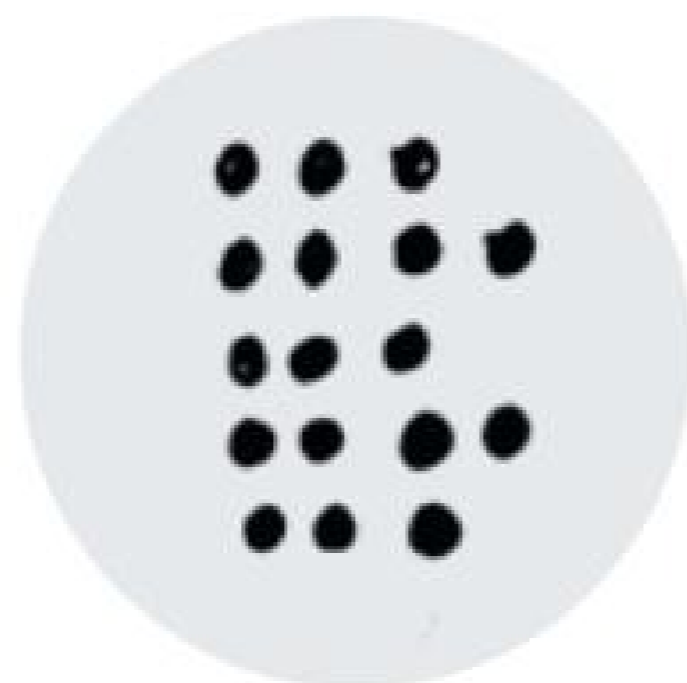
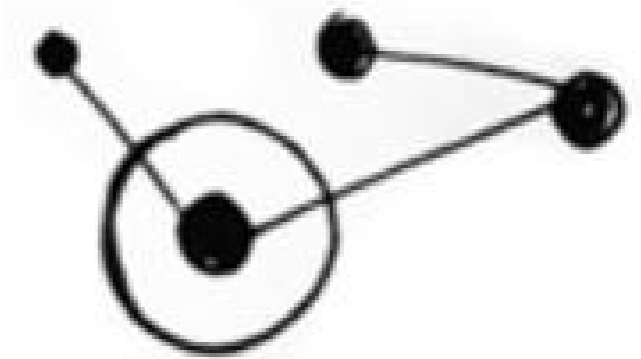
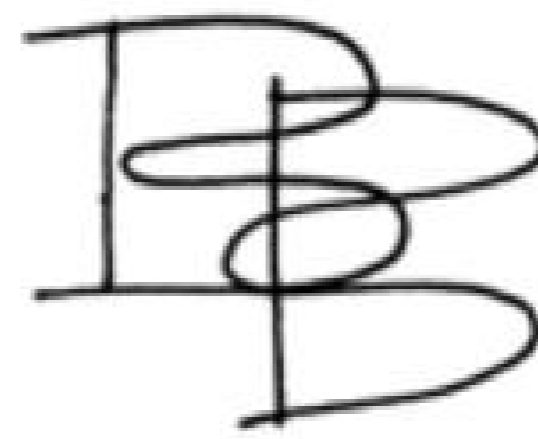
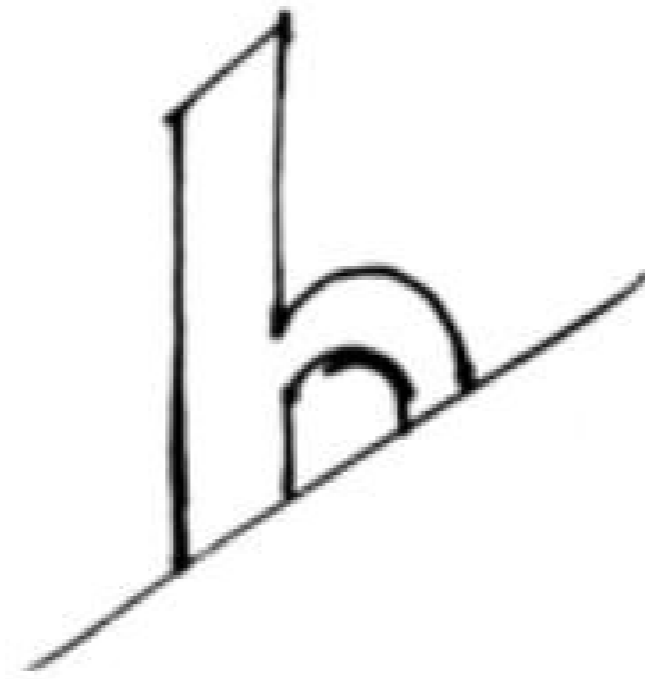
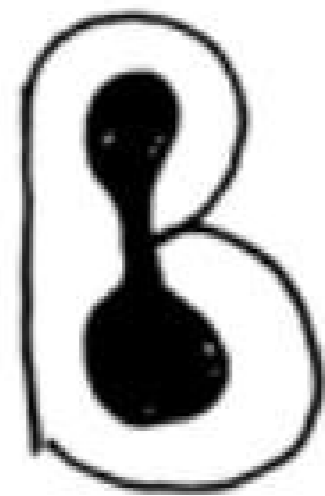
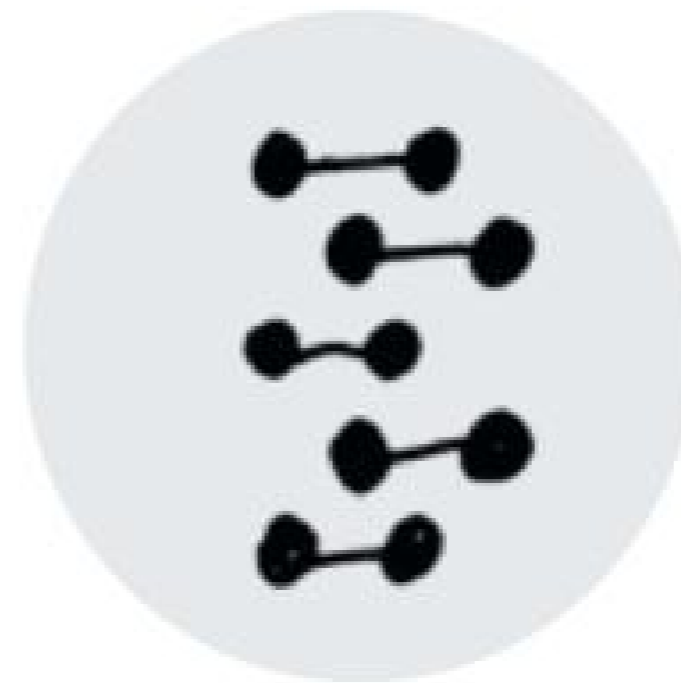
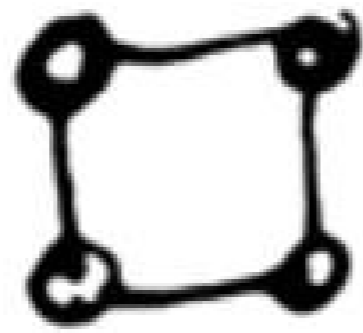
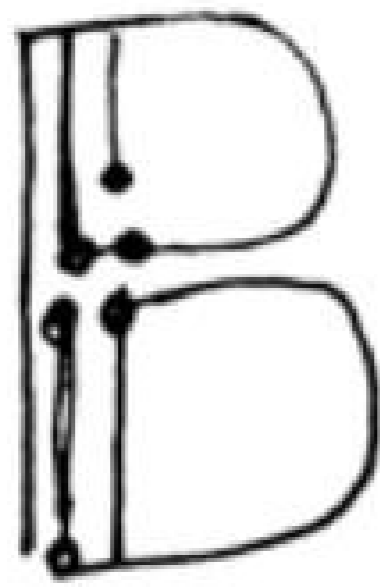
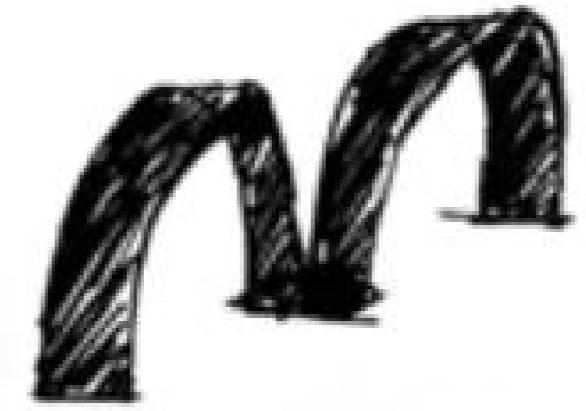
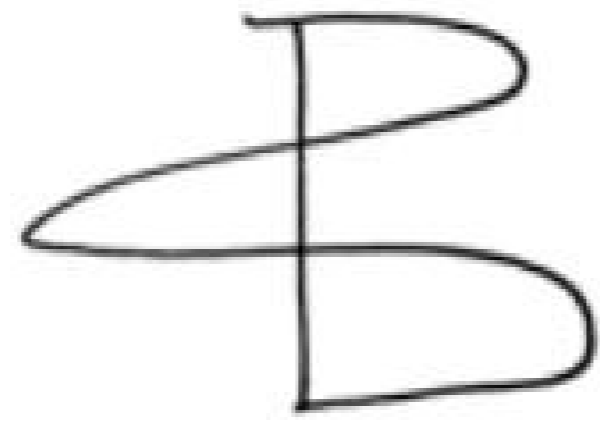
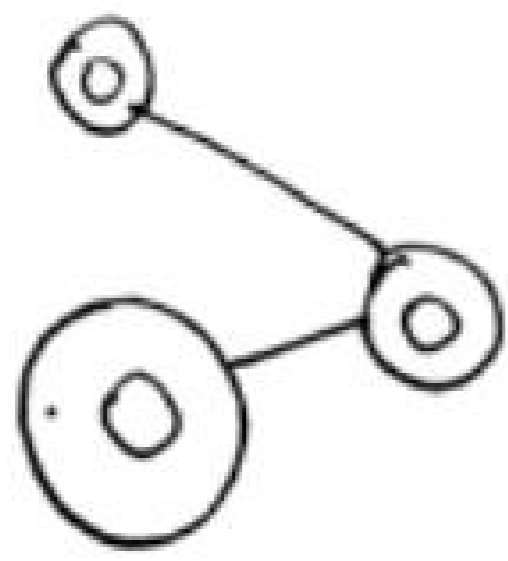
C: 01

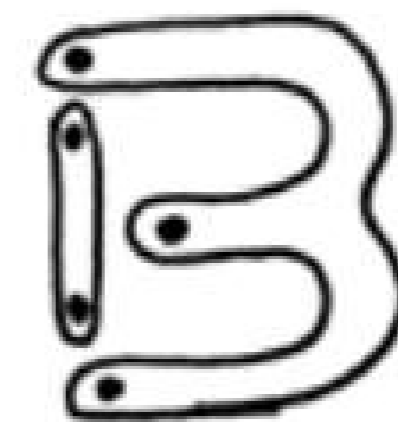
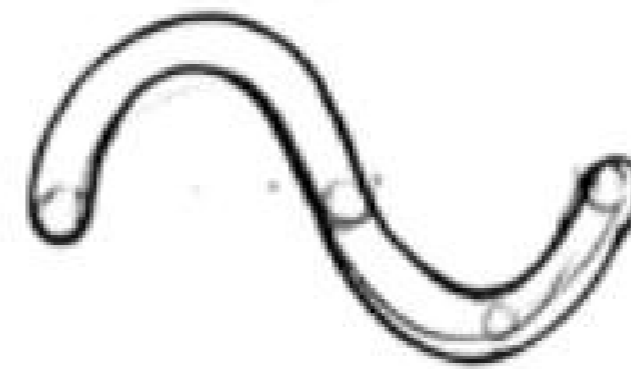
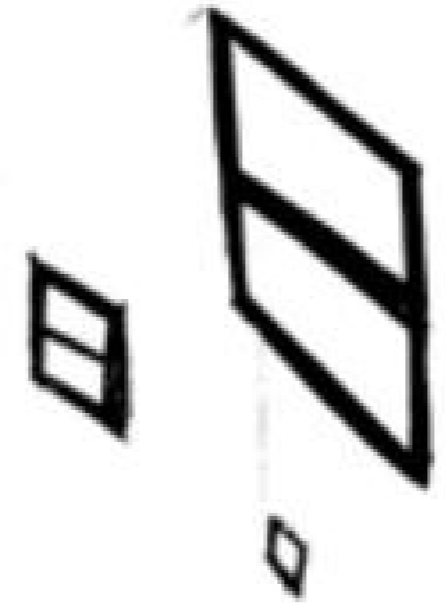
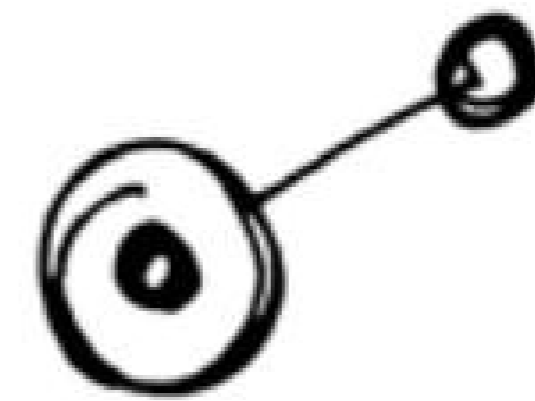
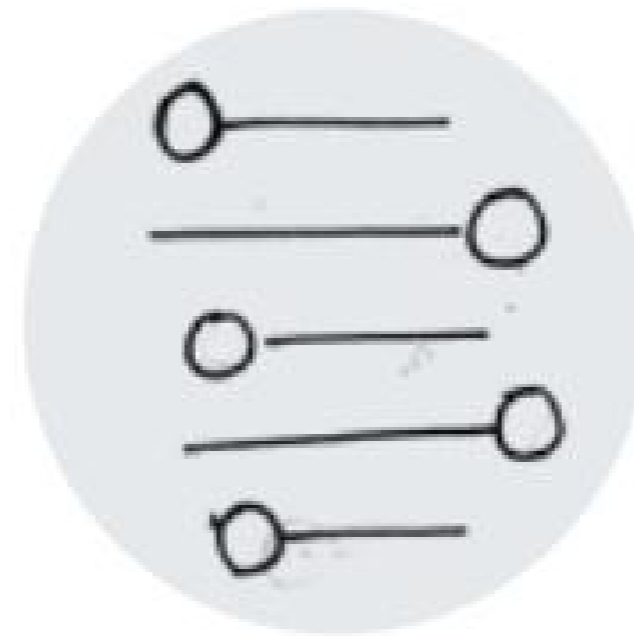
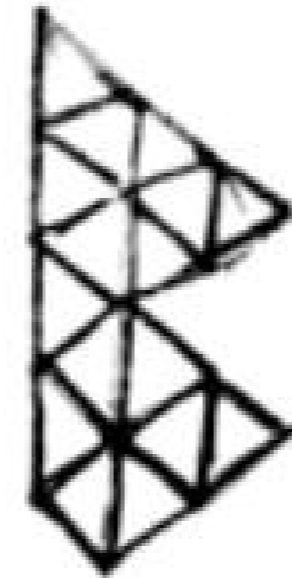
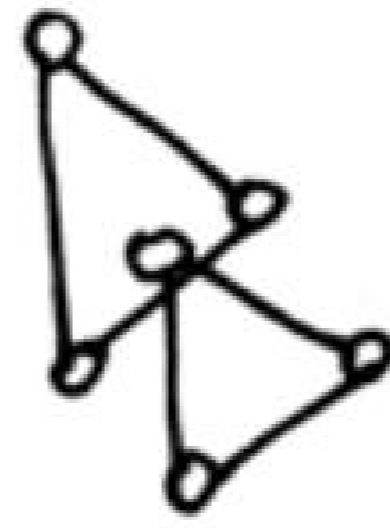
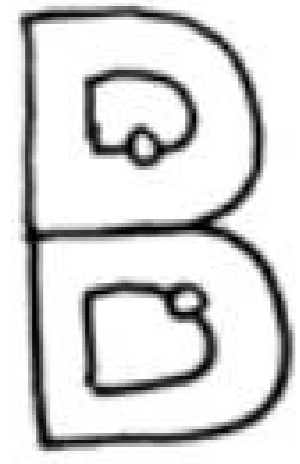
C: 02

C: 03

COMMUNICATION

Communication is referred to the movement of data and information from point A to point B. The idea of secure end-to-end communication is the core of Blackberry's mission.





blackberry

blackberry

Blackberry



DATA
002

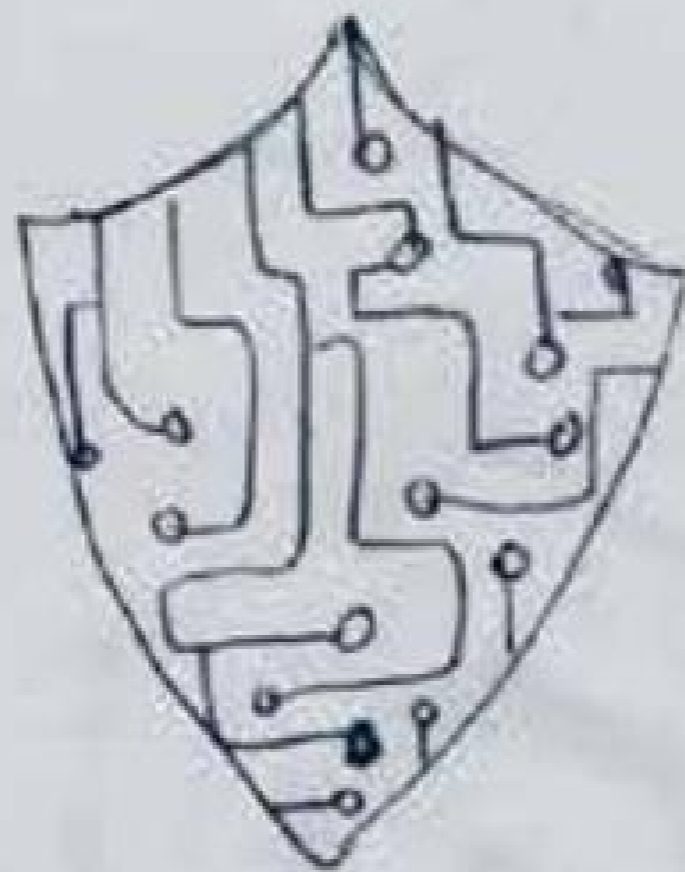
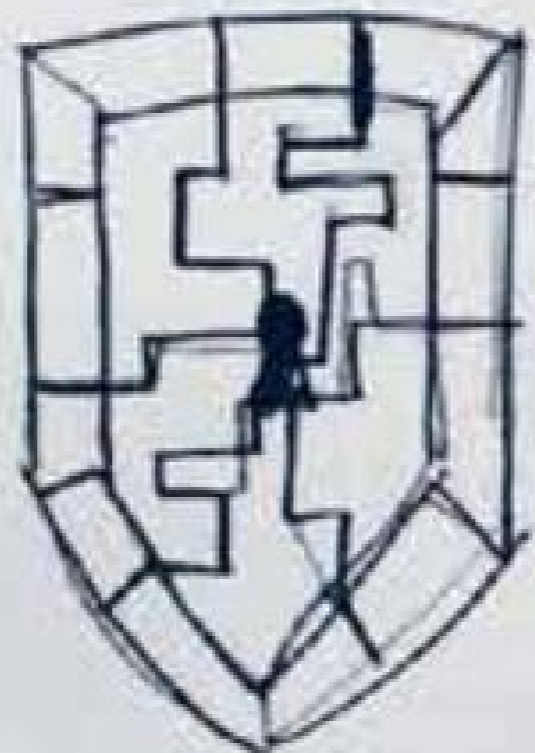
C: 01

C: 02

C: 03







REFINED SKETCHES

After the initial stages of pencil sketches, we moved to a phase with more refined sketches that helped converge to a better logo for the brand. In this phase, I explored various ideas that I had penciled in earlier to help come up with a refined version of the original idea. This phase focused on building more character for the brand through the logomark.

DATA
002

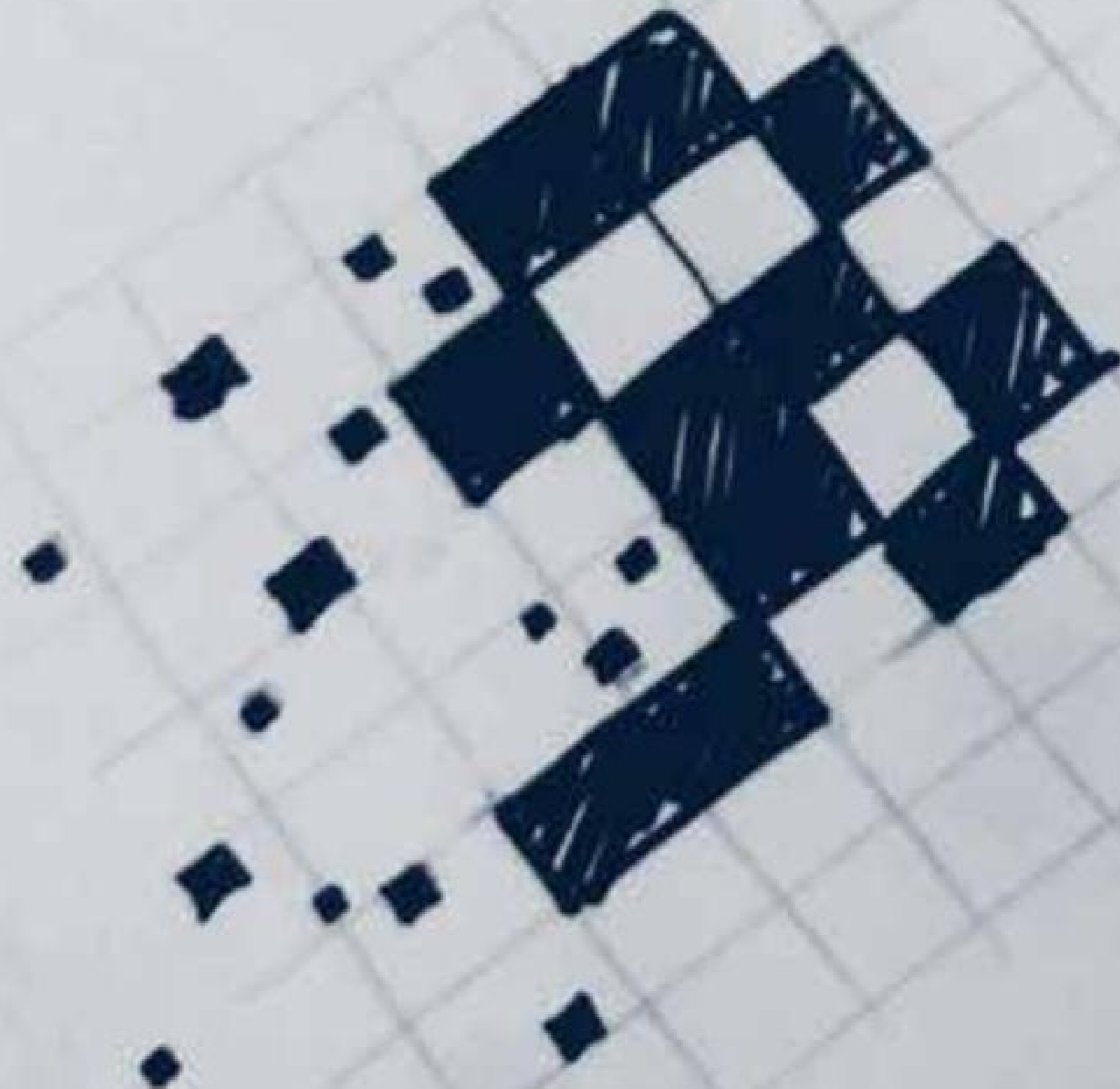
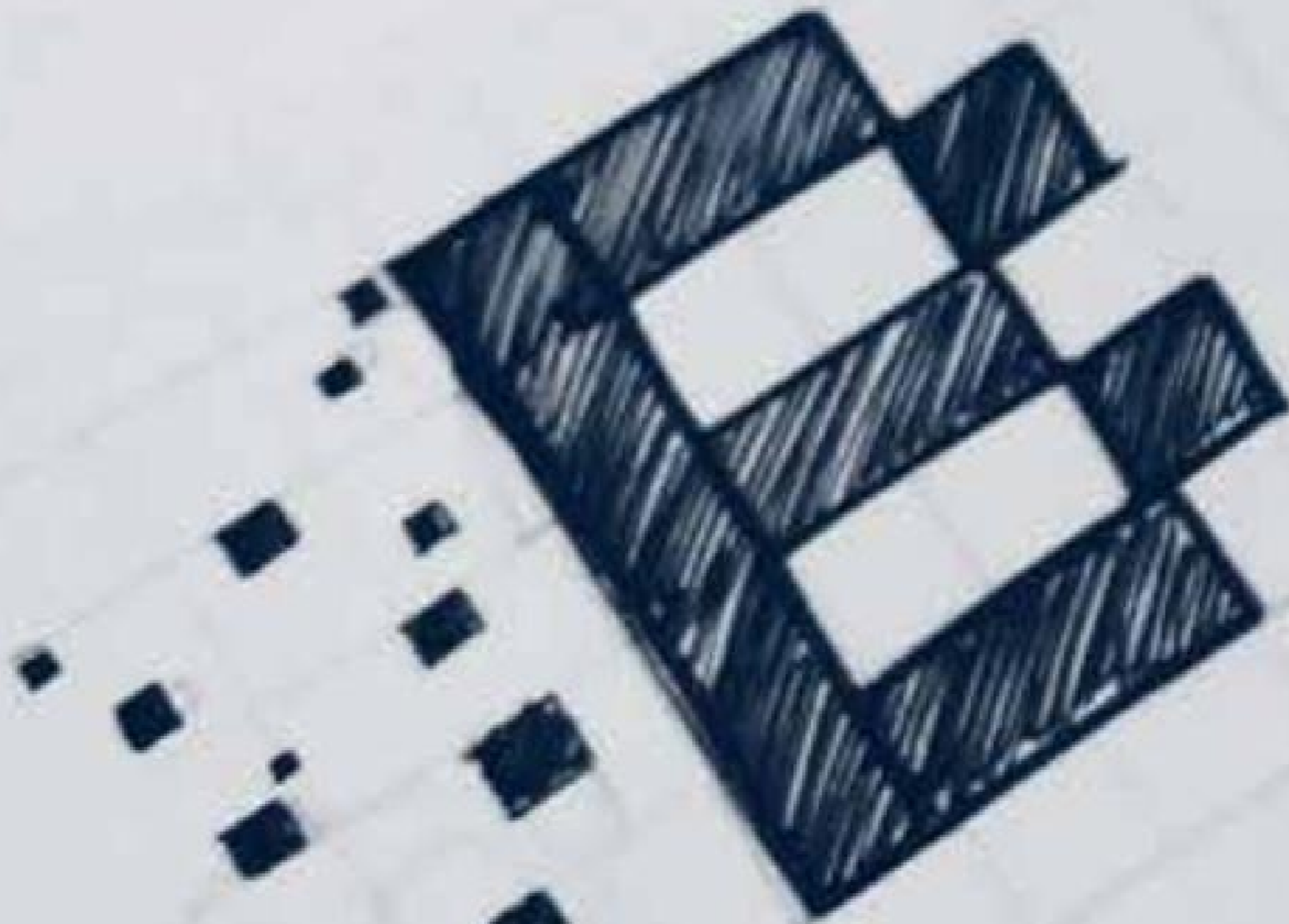
C: 01

C: 02

C: 03

37 -

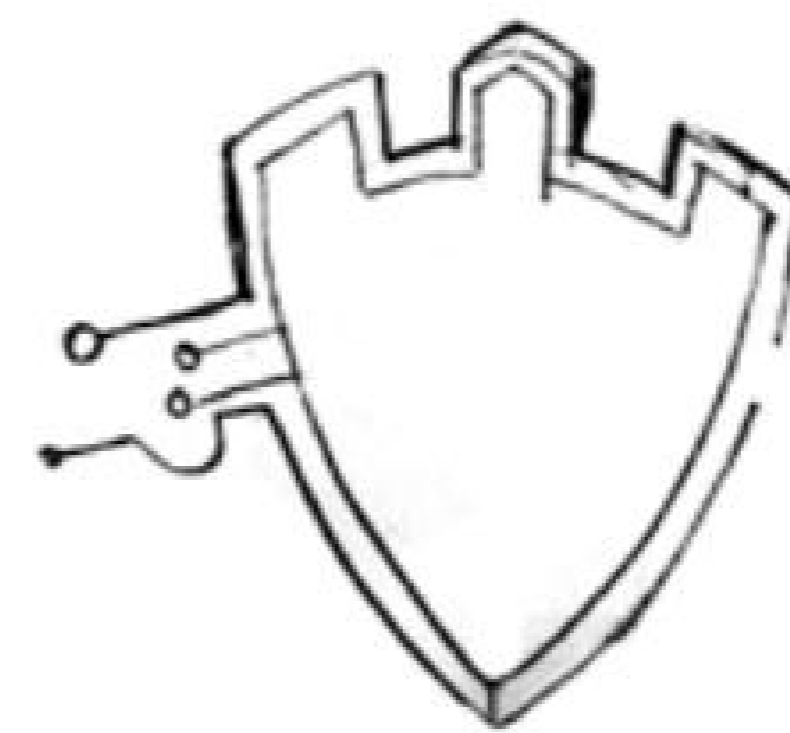
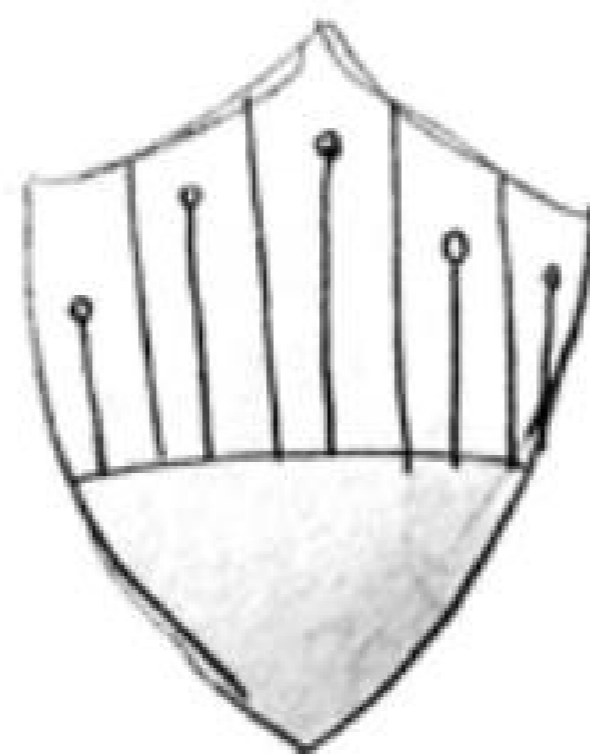
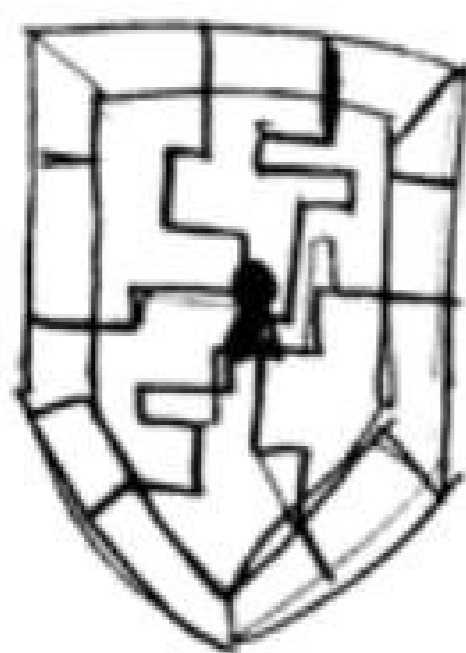
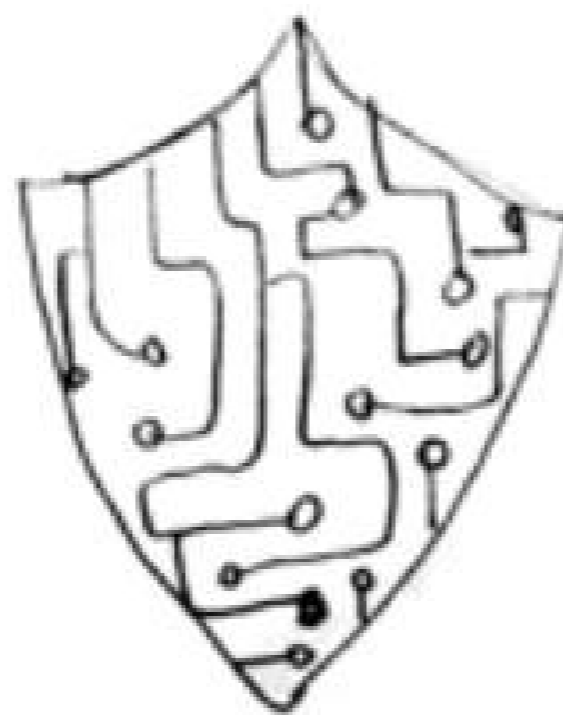
DATA / INFORMATION (symbol)

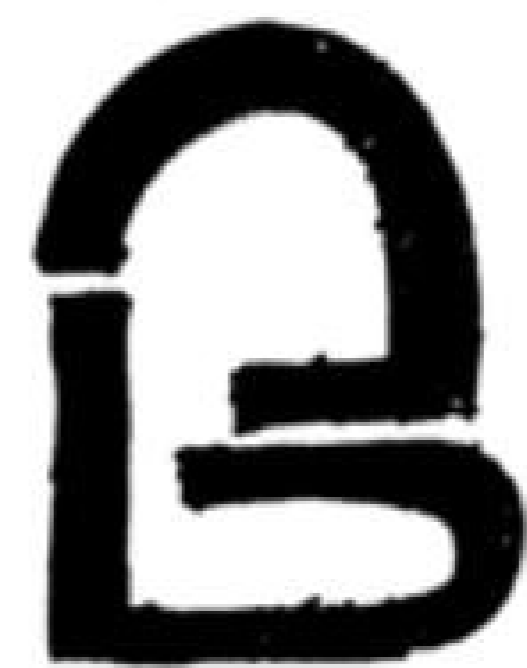
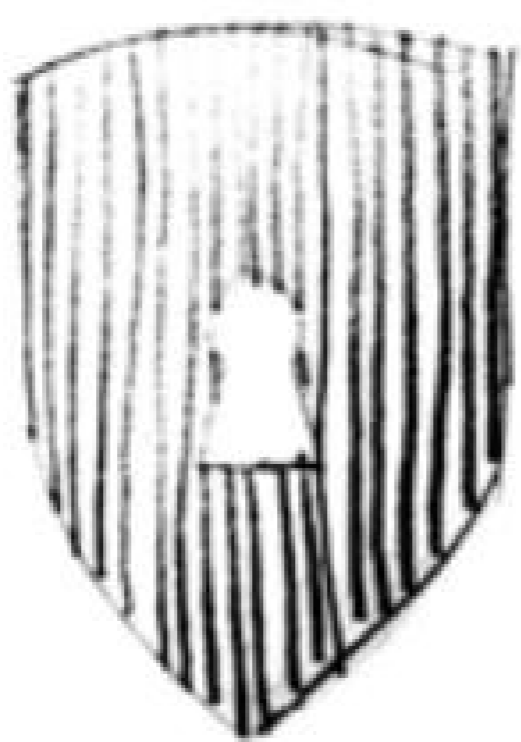
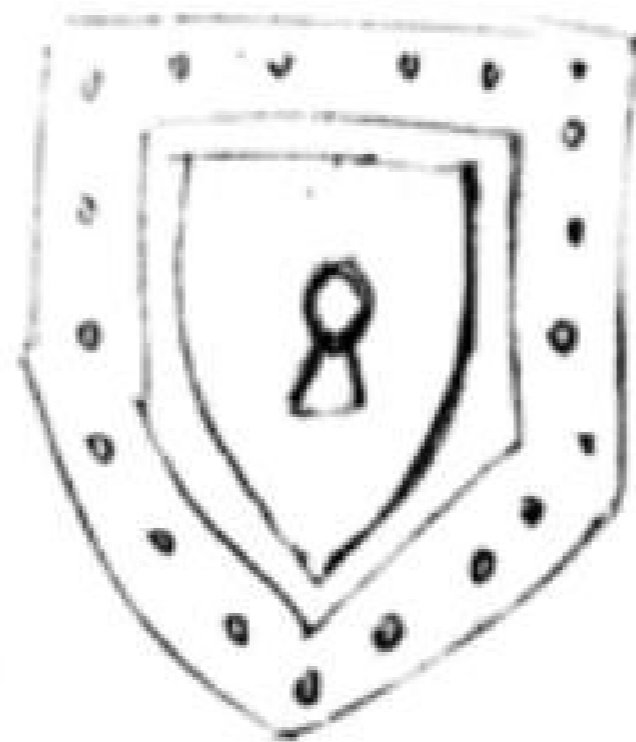
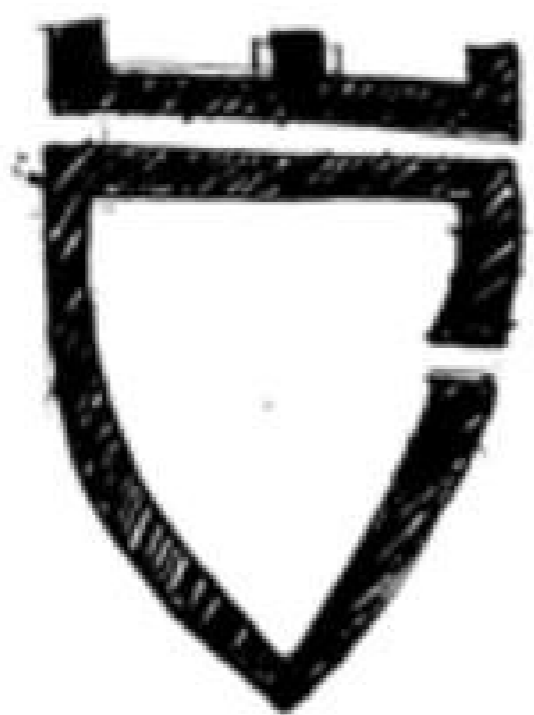




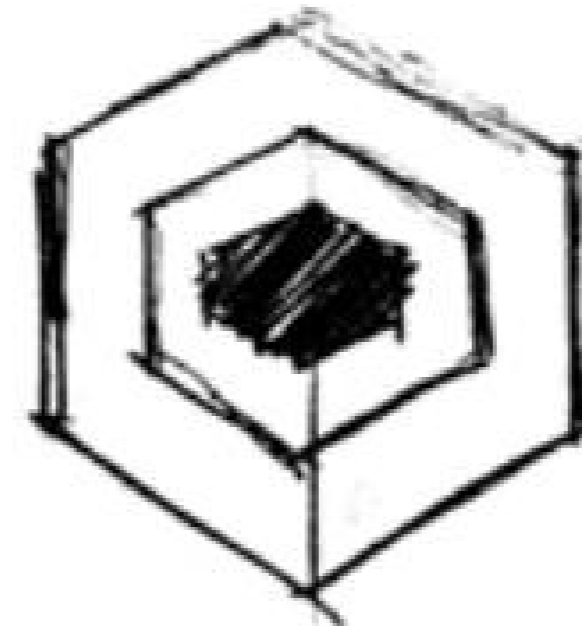
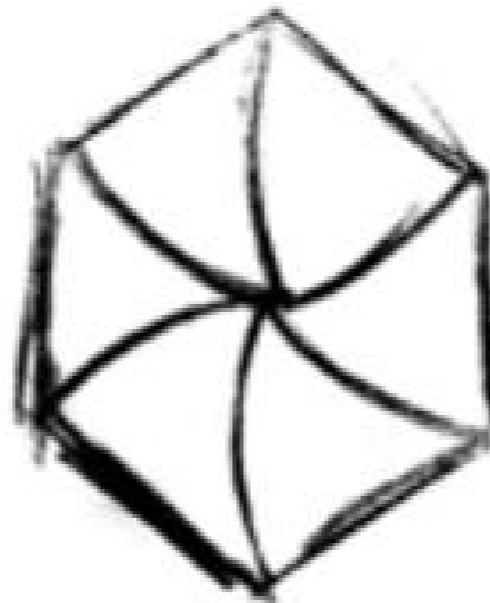
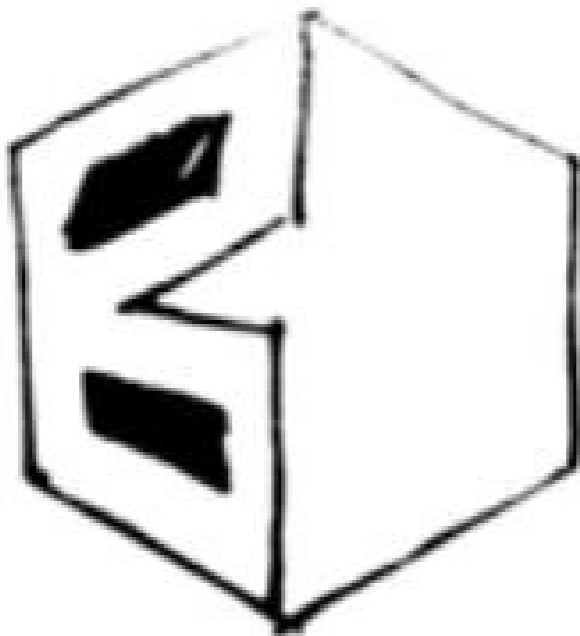
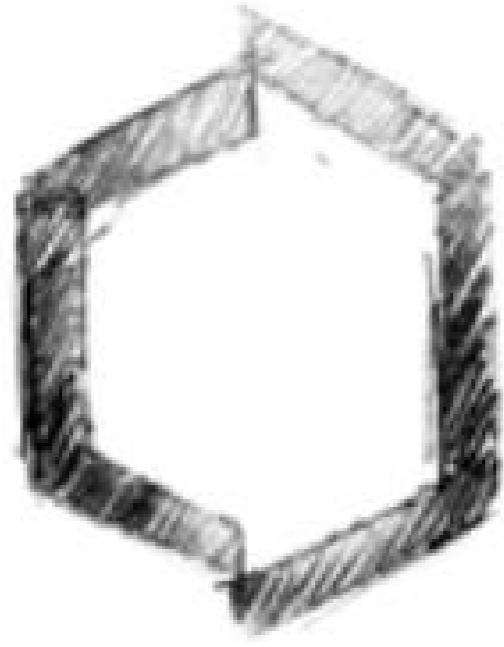
SECURITY

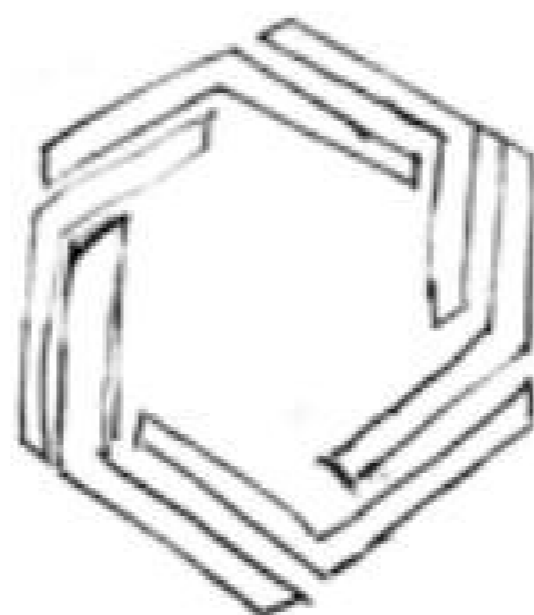
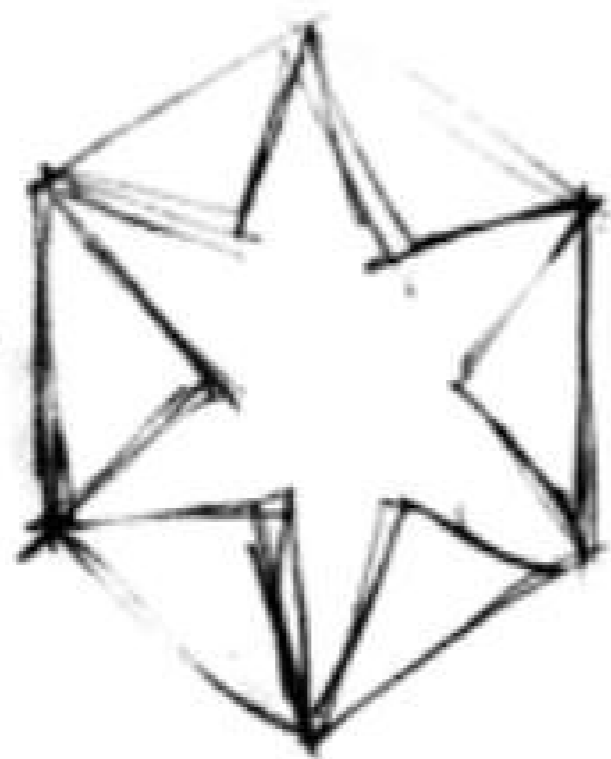
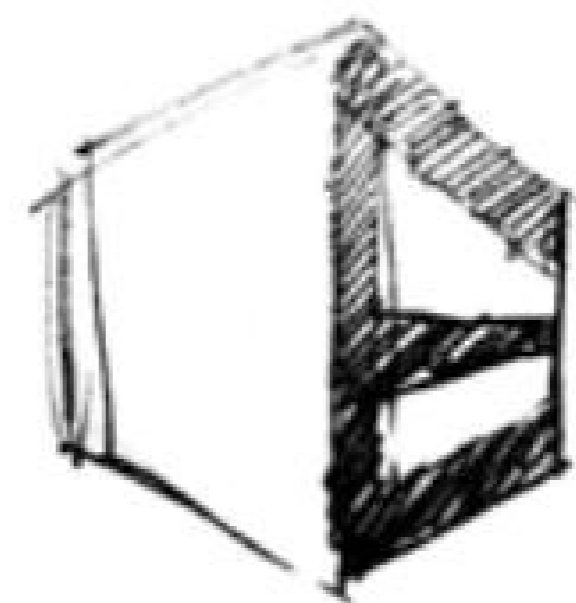
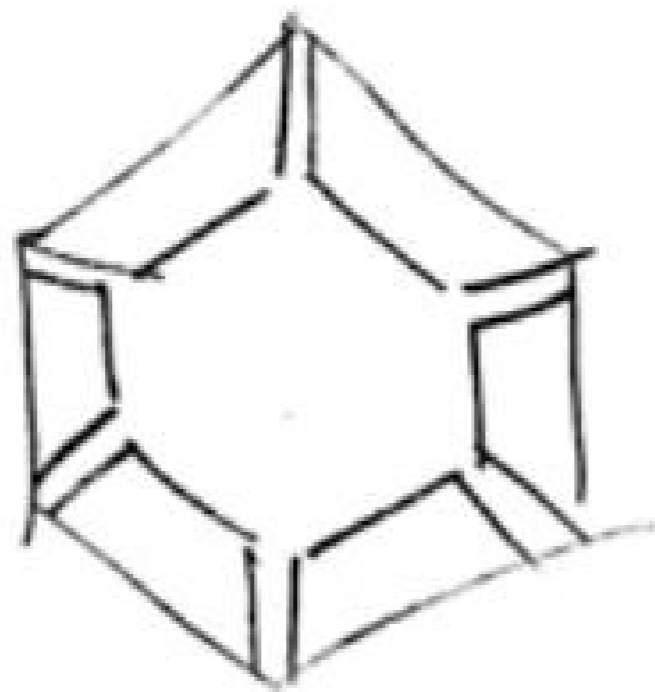
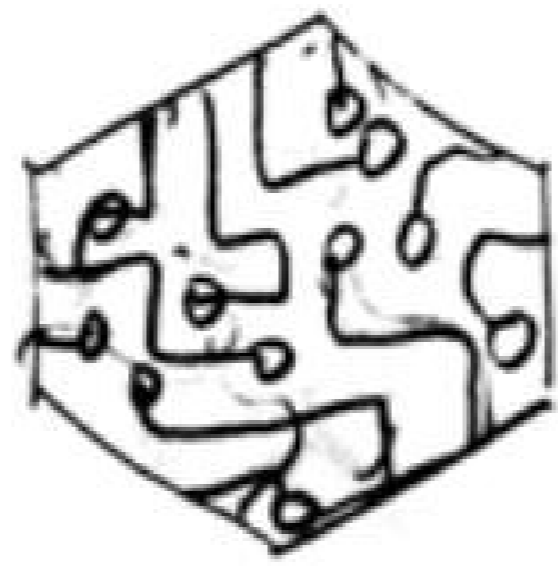
After distilling feedback, the attempt to show security through forms like shields and hexagons became a focus for this camp.





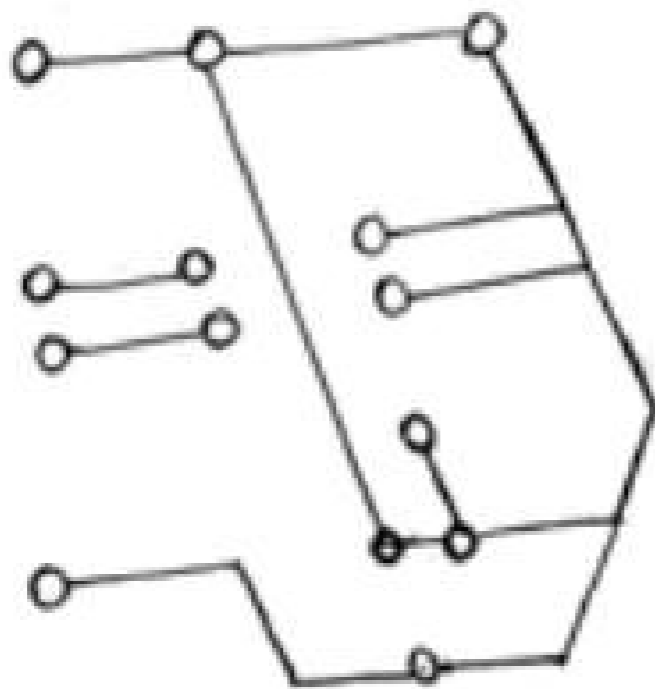
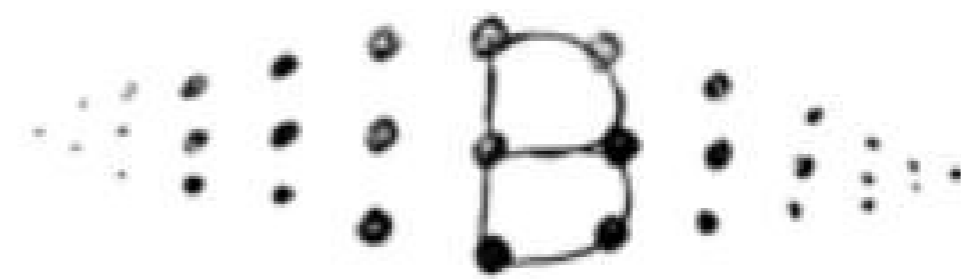
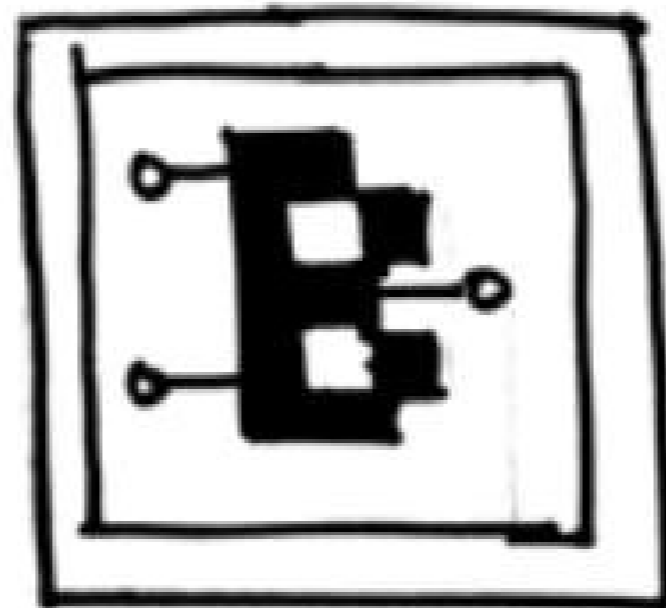
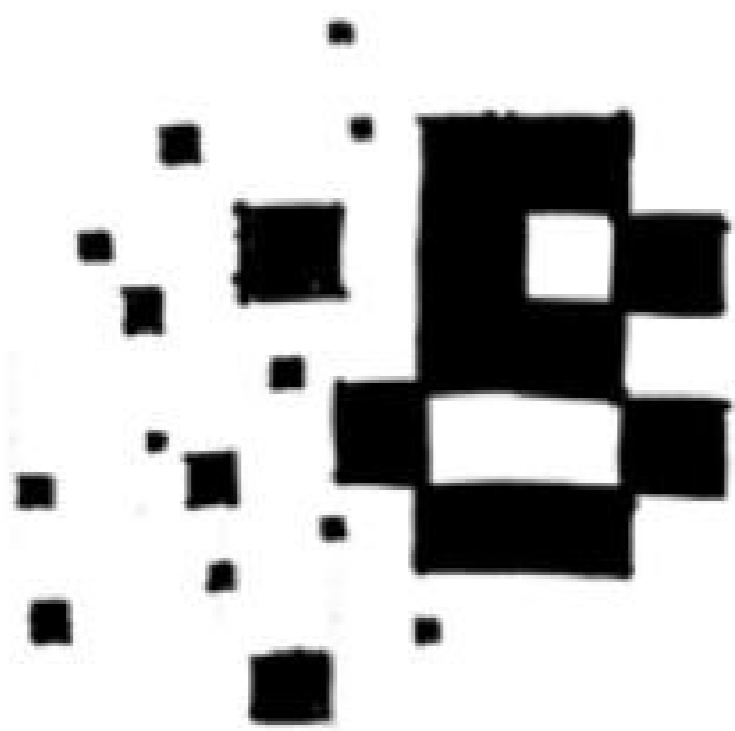
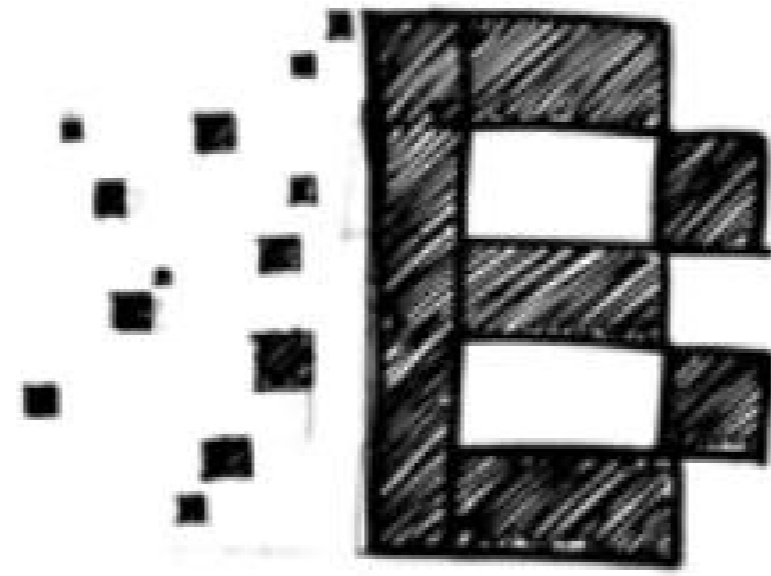
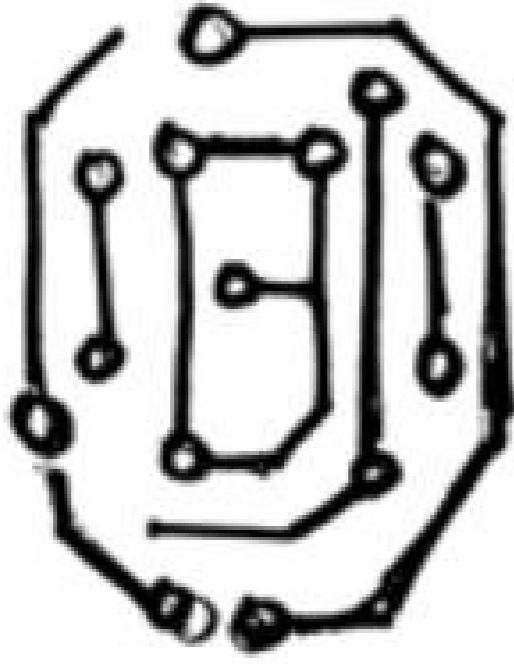
SECURITY

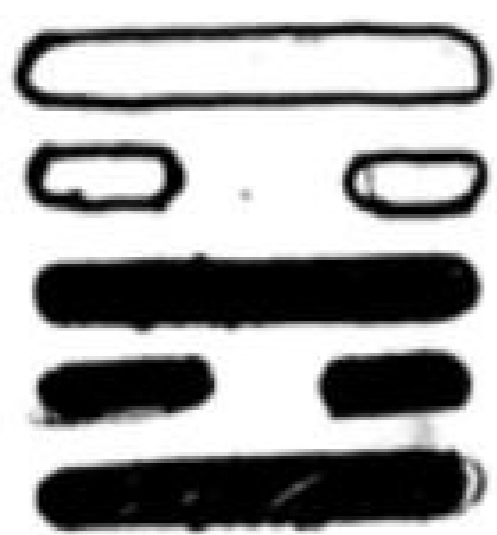
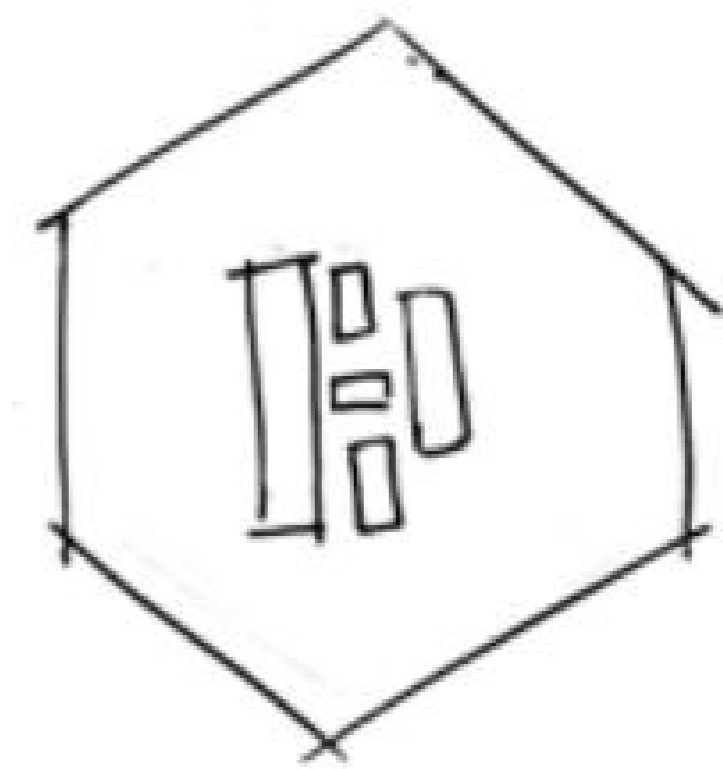
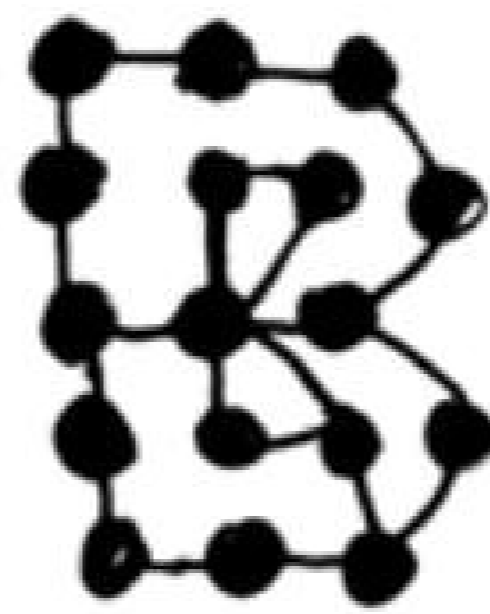
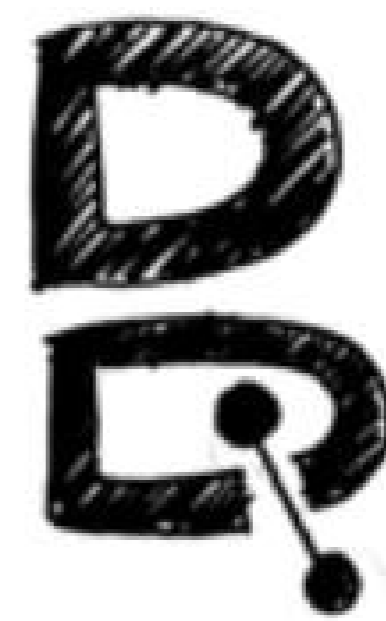
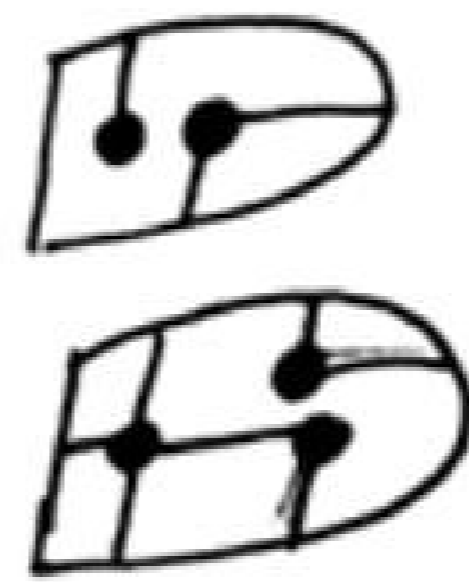




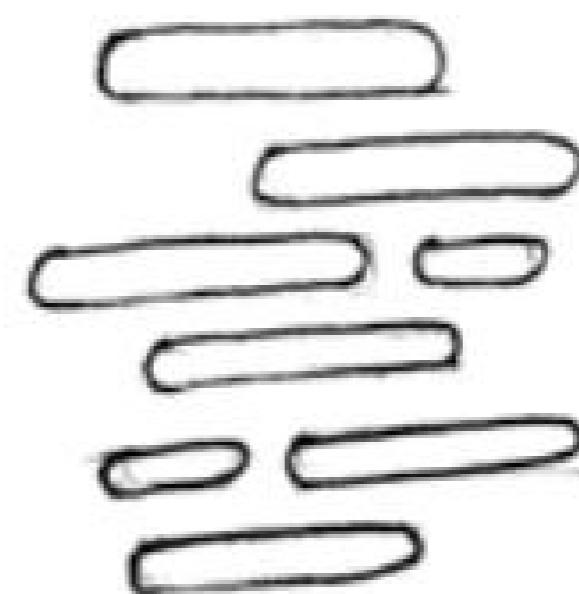
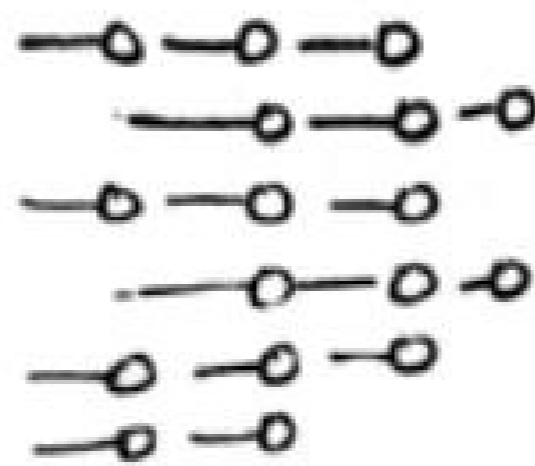
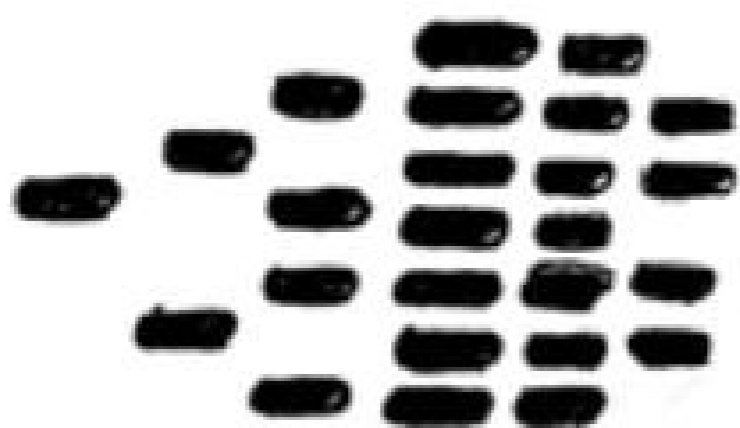
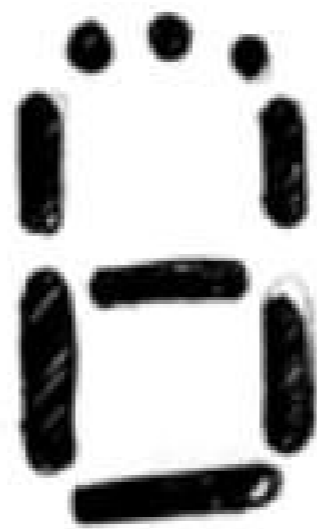
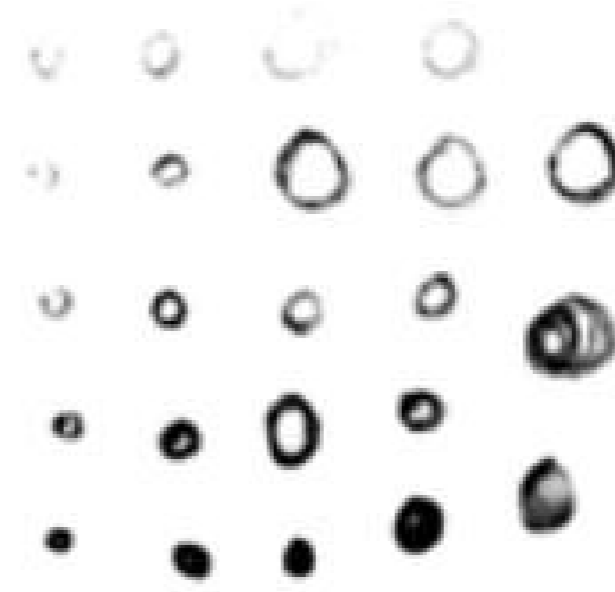
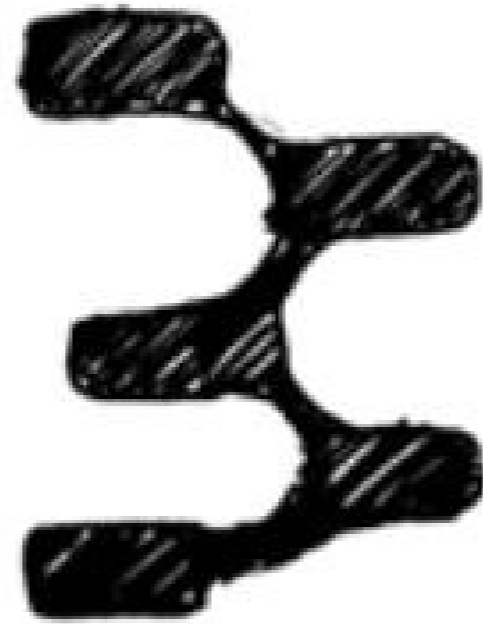
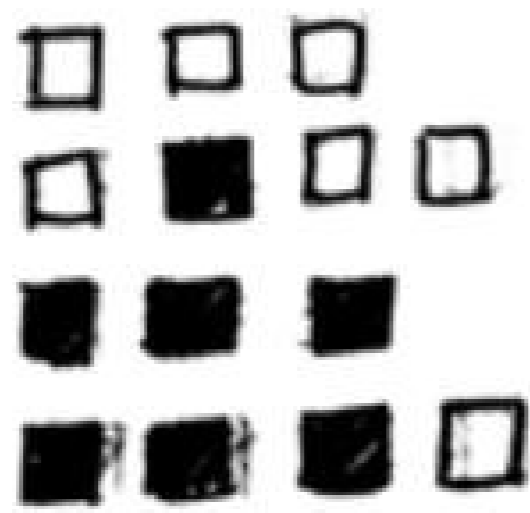
DATA & COMMUNICATION

As the sketches progressed, I combined the data and communication into one camp for better results. The communication of data helped converge on a concept for the logo.





DATA & COMMUNICATION

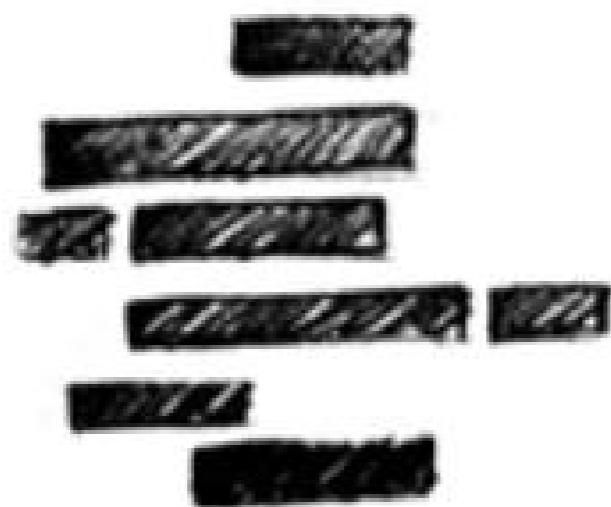
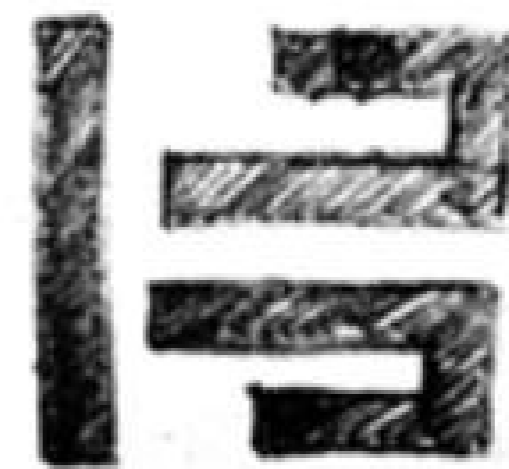
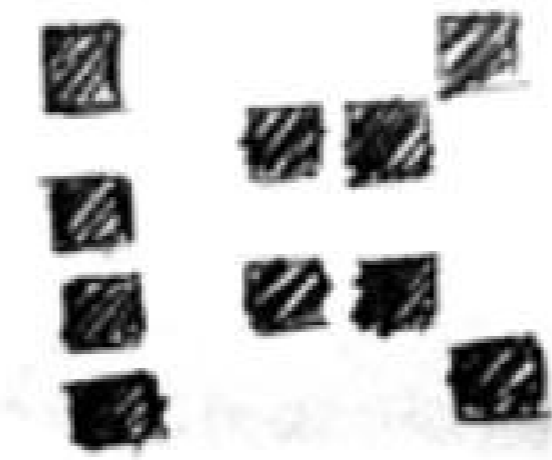
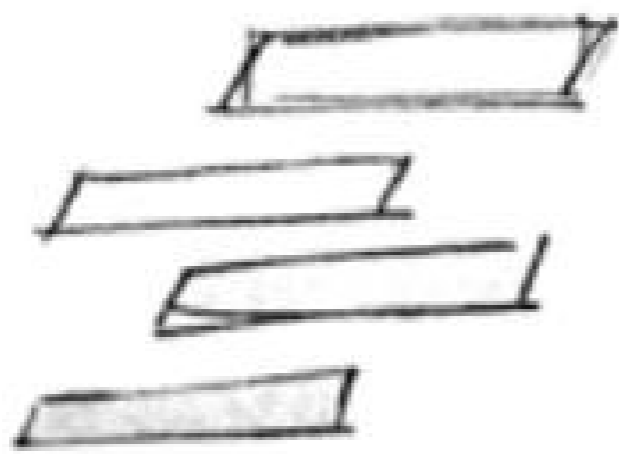


DATA
002

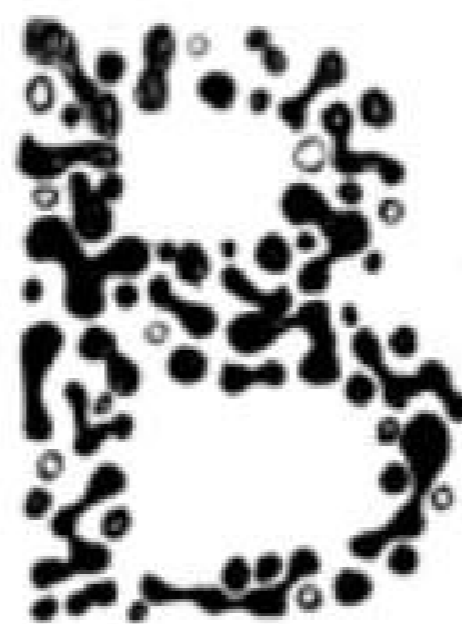
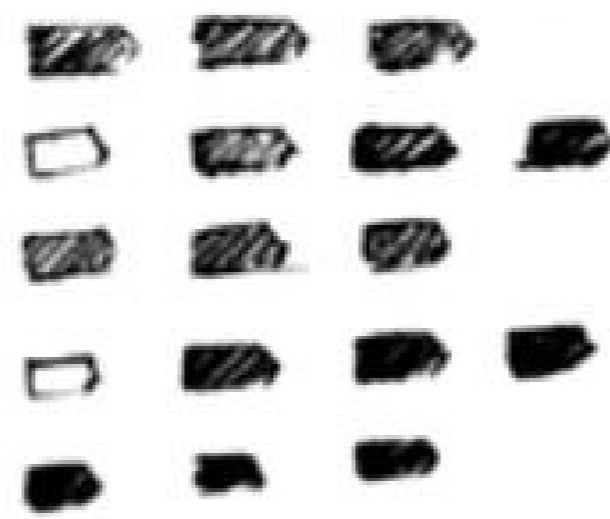
C: 01

C: 02

C: 03



DATA & COMMUNICATION





DATA
002

C: 01

C: 02

C: 03





DIGITAL RENDERS

After all the time spent sketching in the book, we turned to the computer to make crisper versions of our logos. This stage helped us appreciate the swift movement of our hand and how we manipulate the sketches to suit our idea. The computer sketches made those ideas more mechanical and took away a lot of the character from the hand drawn sketches. This stage helped balance the logos made by hand and with symmetry digitally.



In digital era, privacy must be
a priority. Is it just me, or is
secret blanket surveillance
obscenely outrageous?

– *Al Gore*

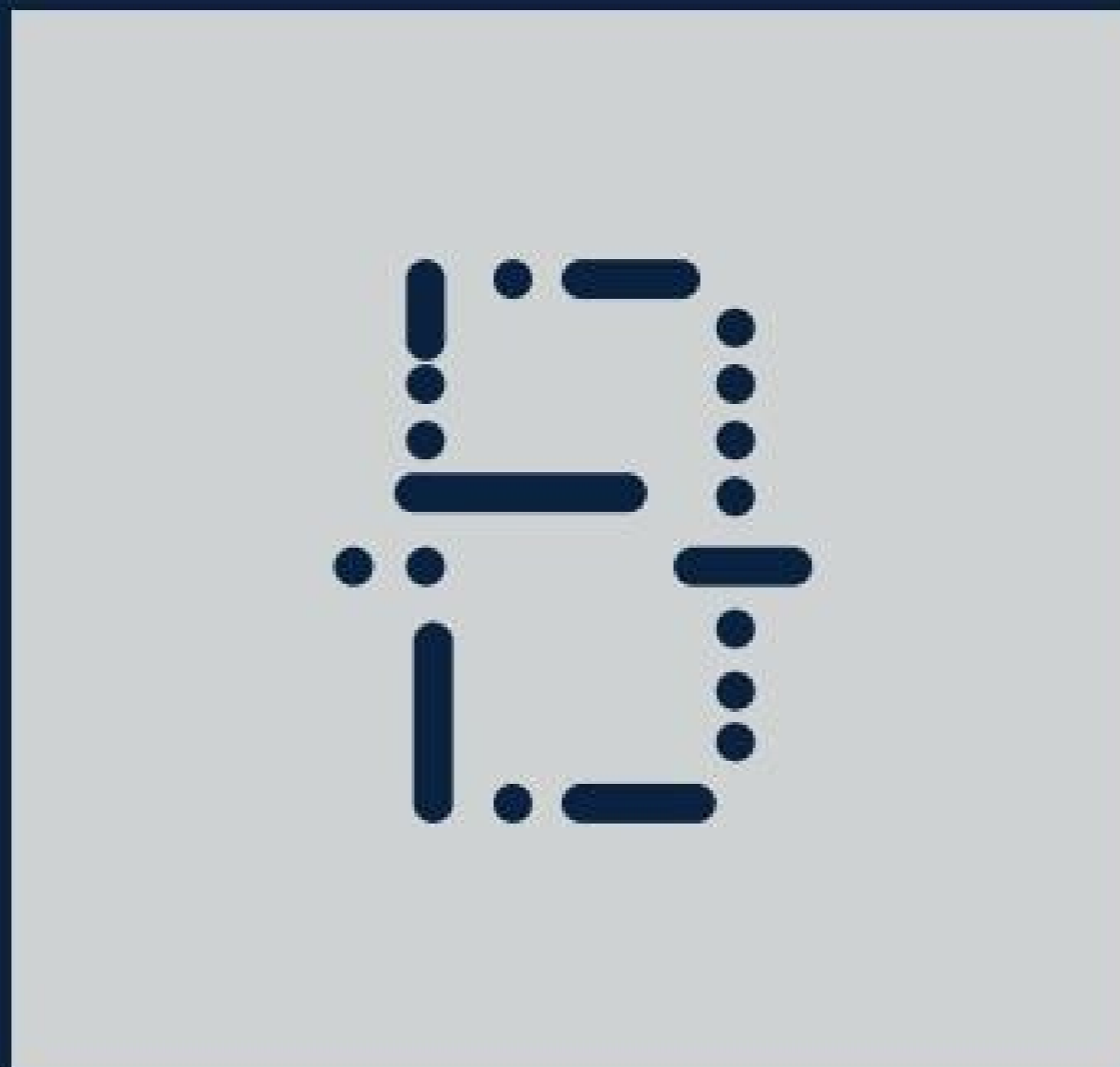
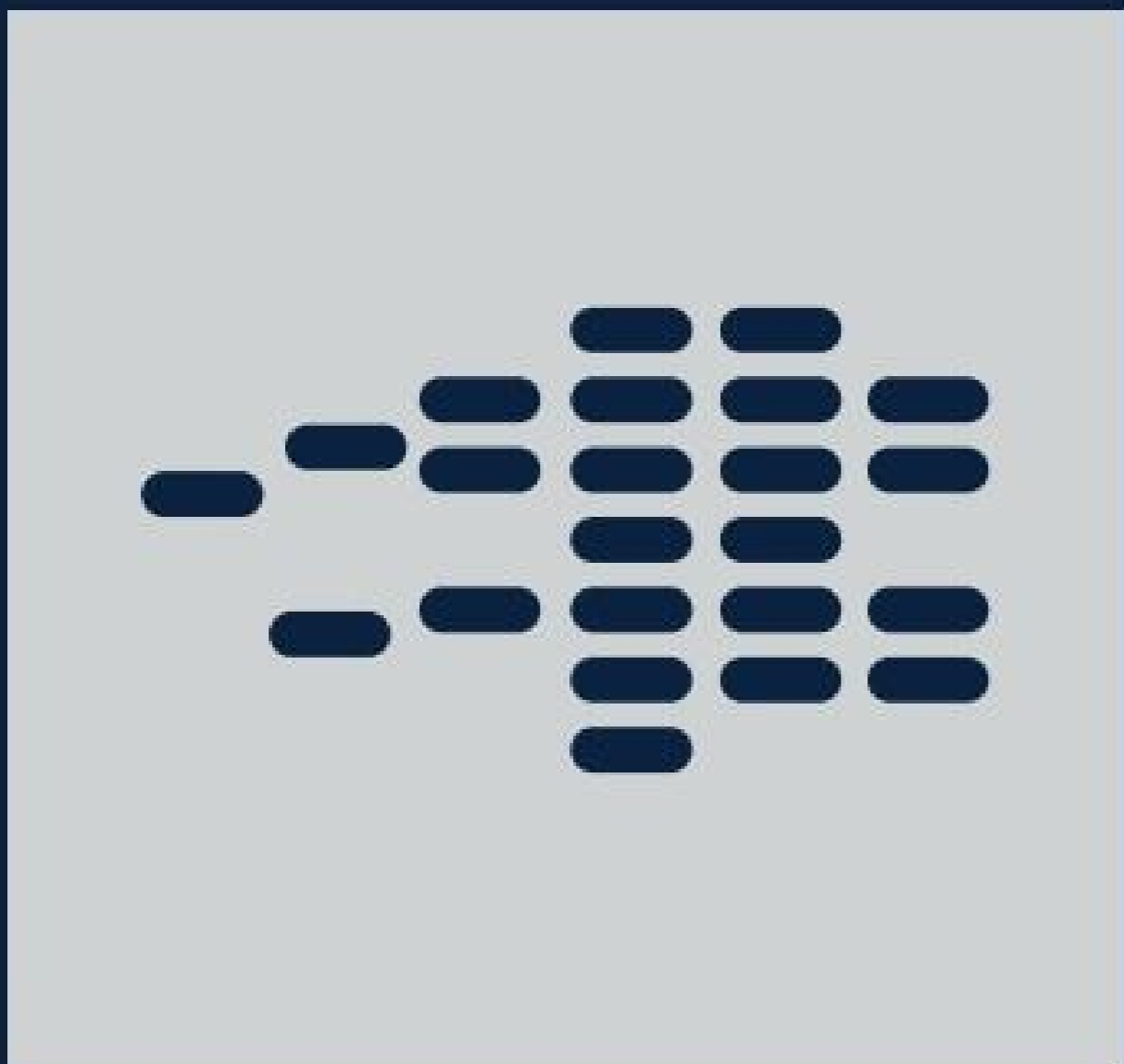
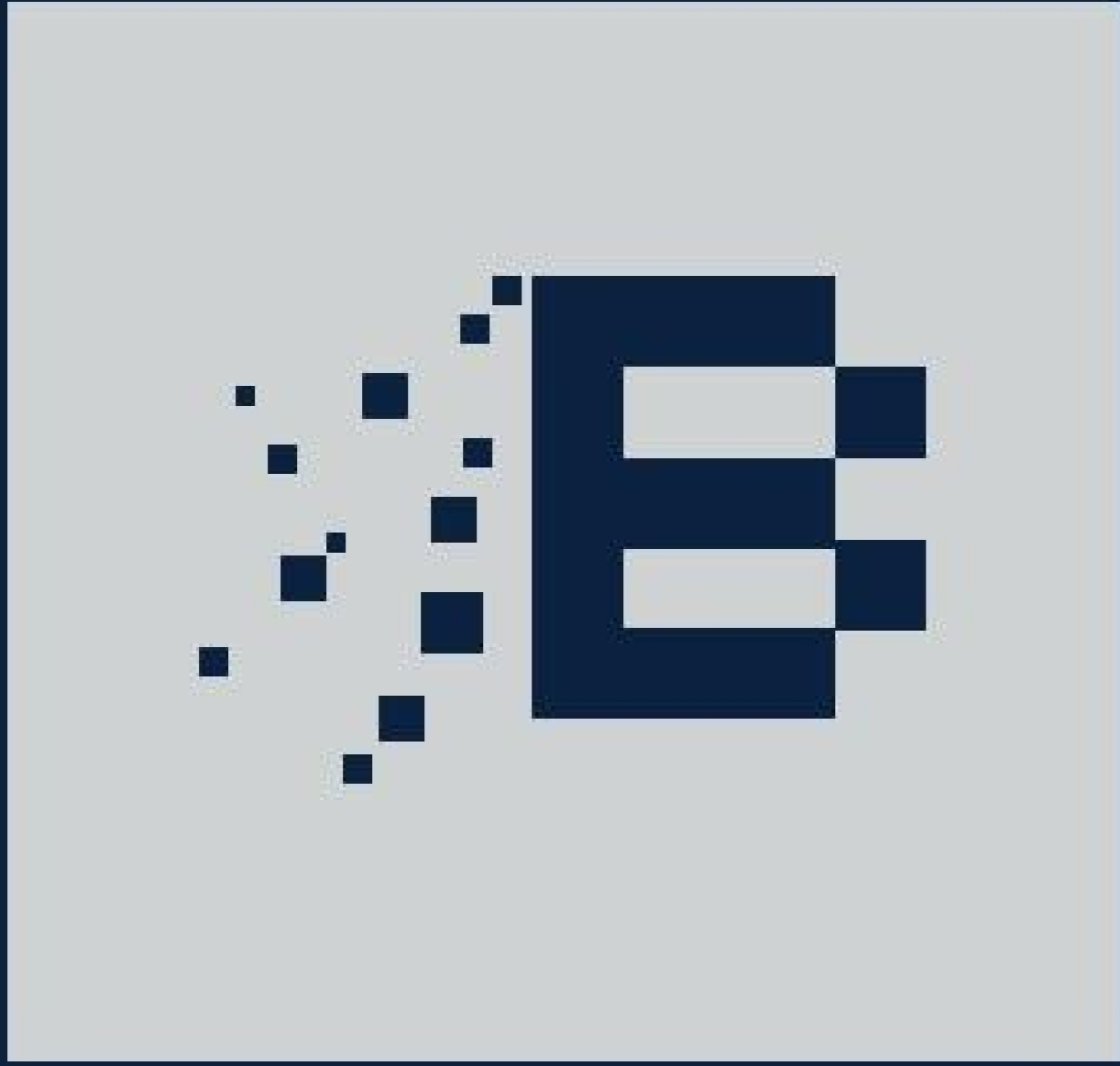
DATA
002

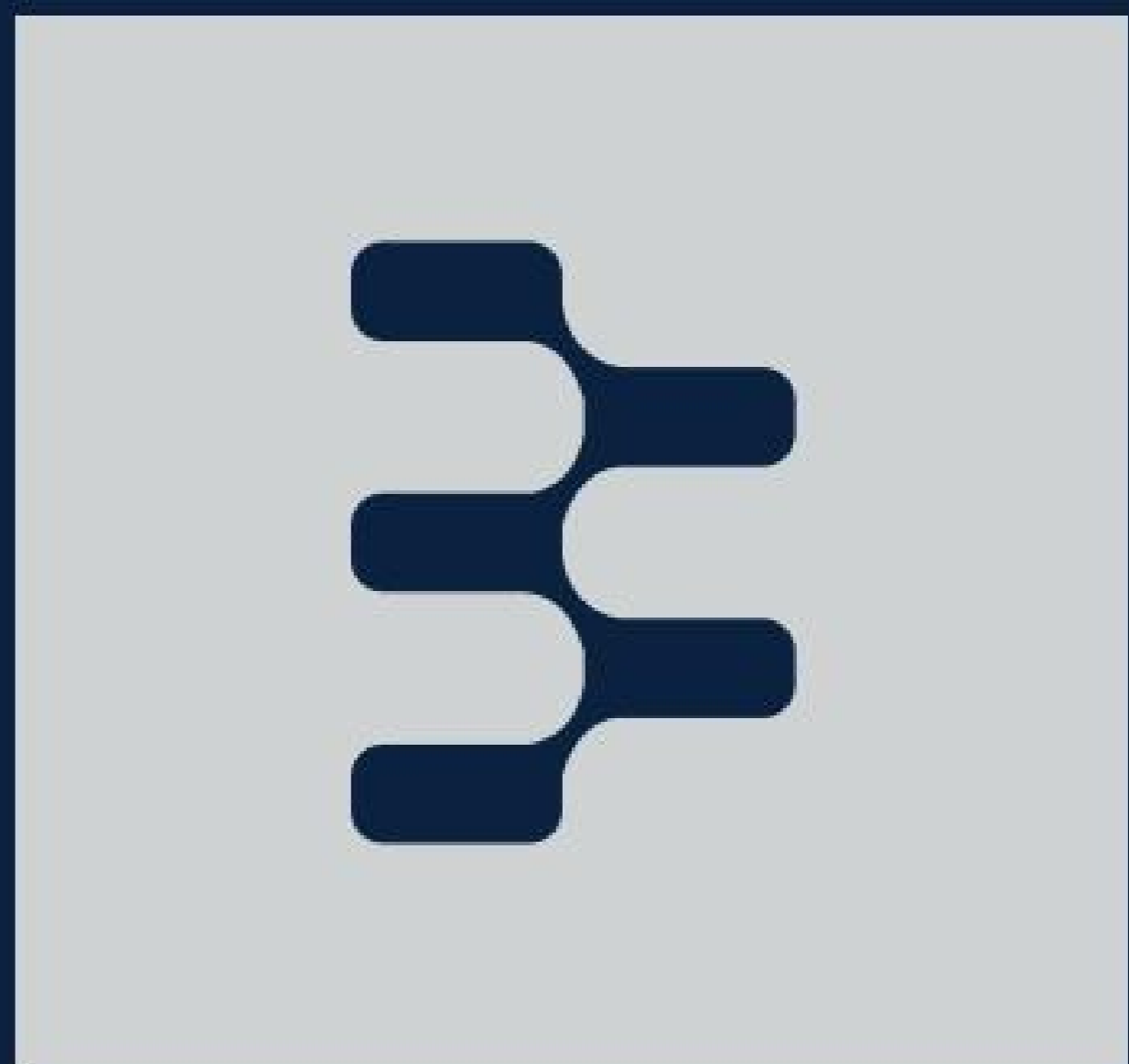
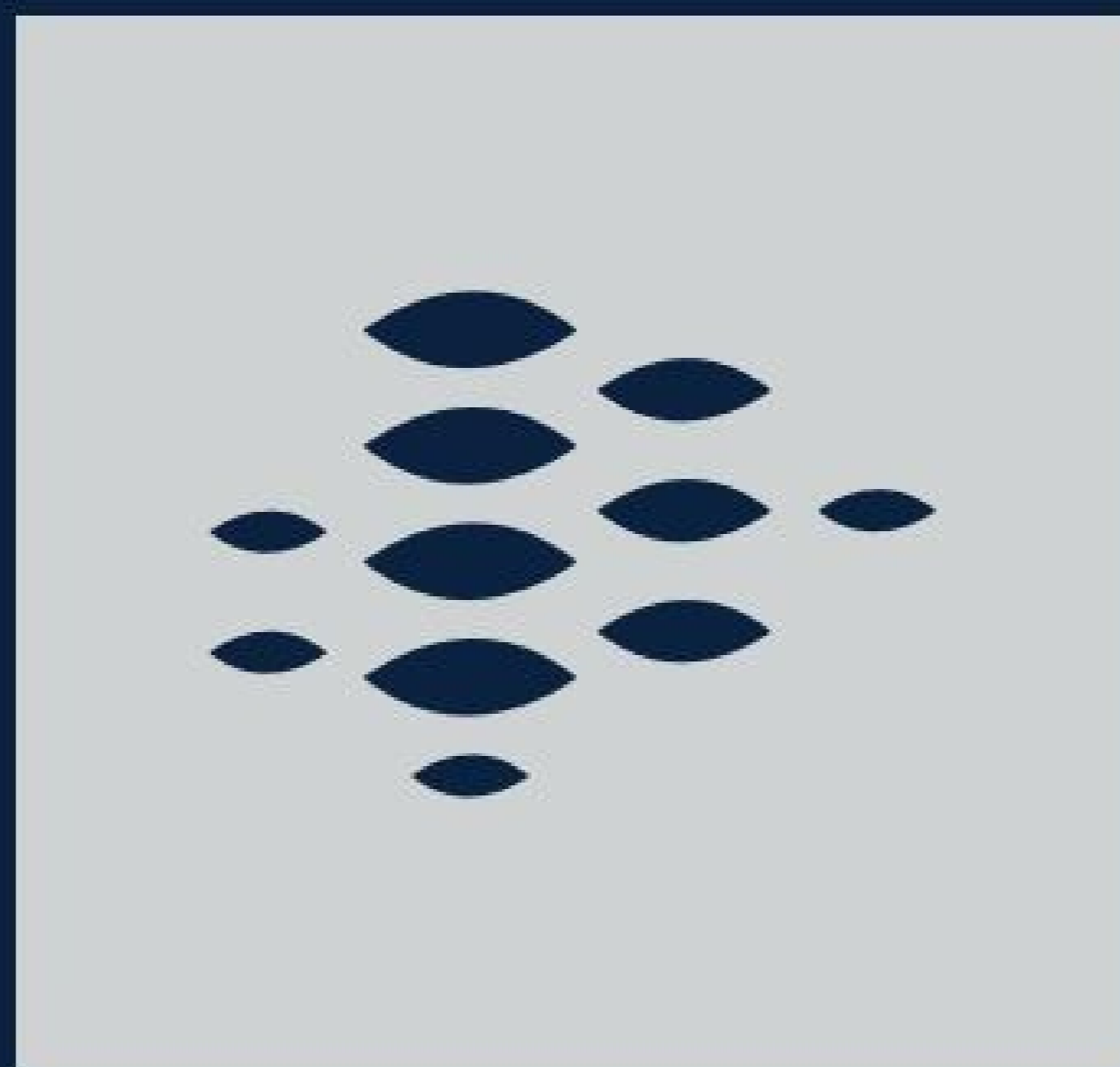
C: 01

C: 02

C: 03

53 -





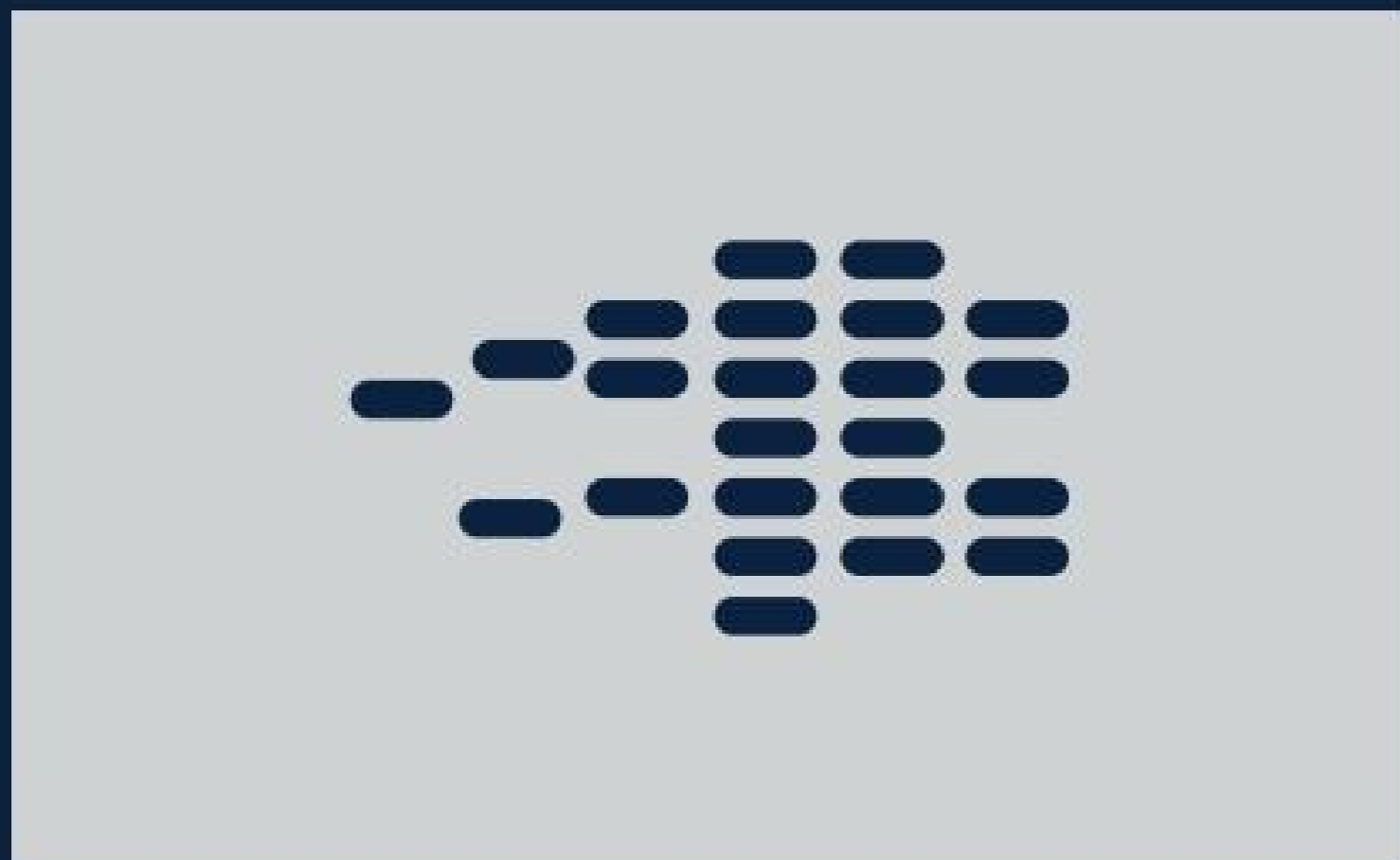
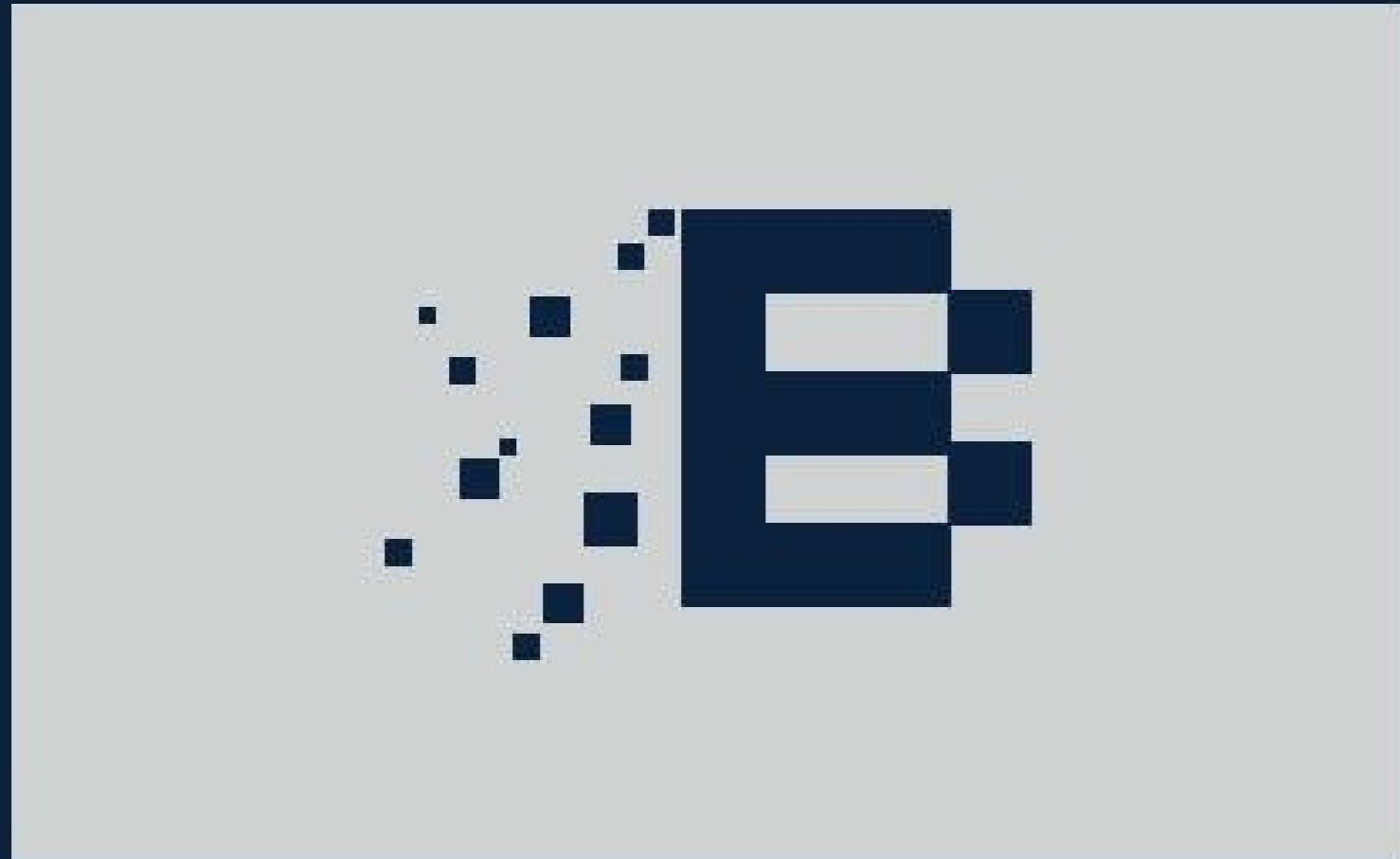
DATA
002

C: 01

C: 02

C: 03

DIGITAL SELECTION



LOGO ITERATION

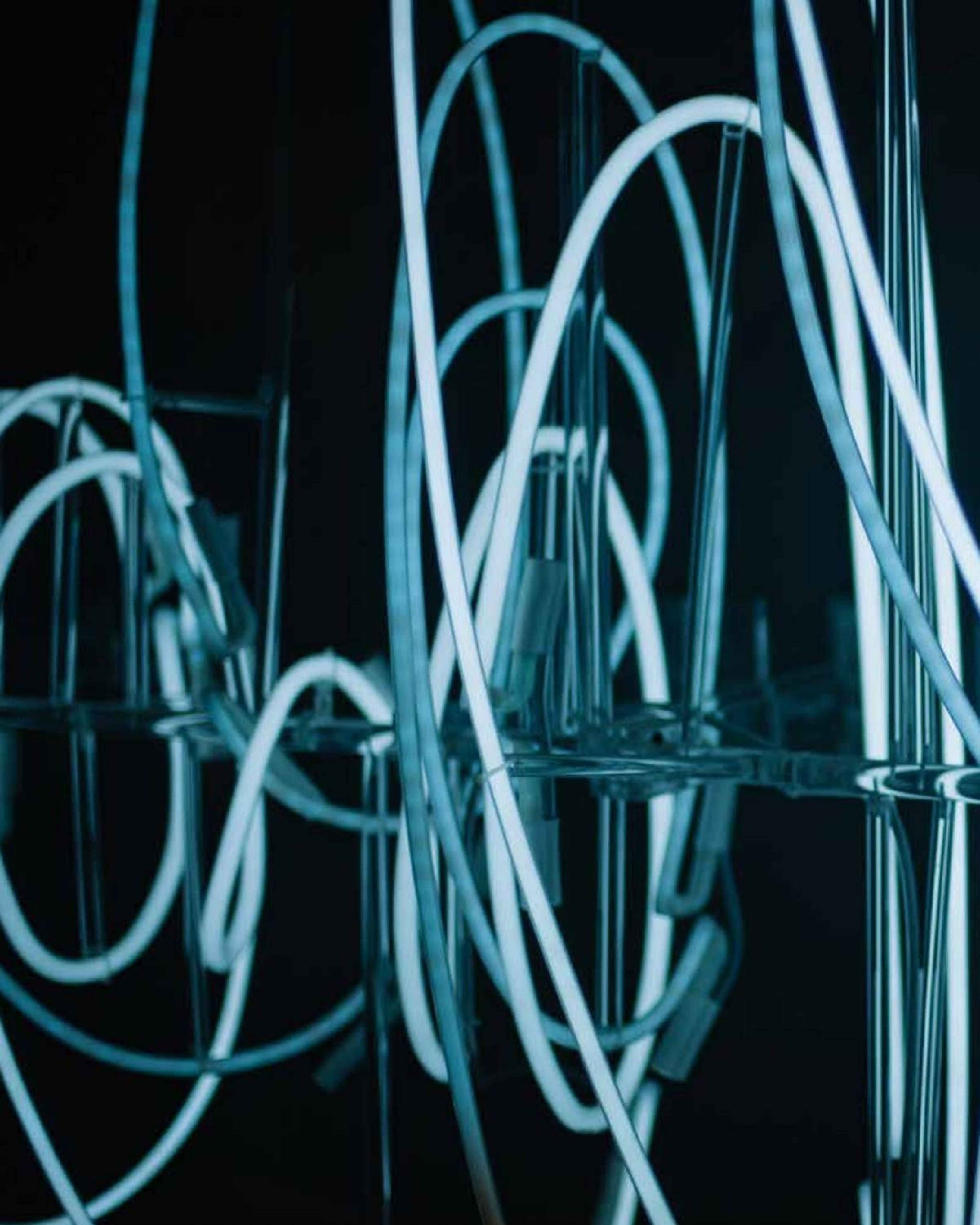


DATA
002

C: 01

C: 02

C: 03





DATA 003



FINAL LOGO

Final Logo	56
Similar Logos	58

FINAL LOGO

After various iterations and feedback, I found that combining the characteristics of the potential logos would work best. The final logo consists of fragmented rounded lines indicating the flow or communication of information while the B serves as a secure net catching and storing the influx of data leaving us with a logomark reflecting the mission of the brand Blackberry.





DATA
003

C: 01

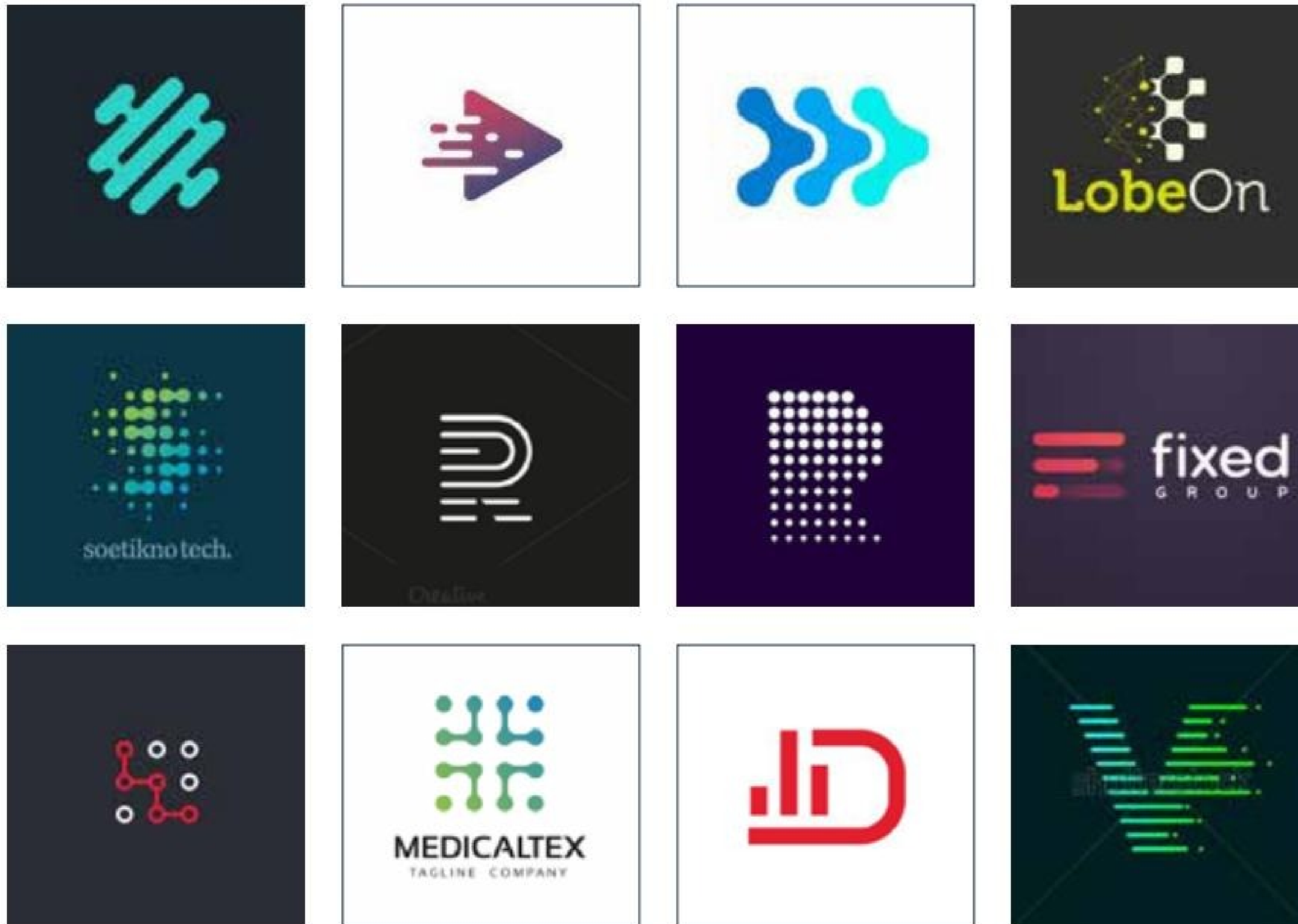
C: 02

C: 03

SIMILAR LOGOS

This process would not be complete without doing some due diligence of finding similar logos to make sure there is no intersection between the design created for Blackberry and a logomark created by another designer. Here are a few logos that inspired the design and are similar.

INSPIRATIONAL LOGOS



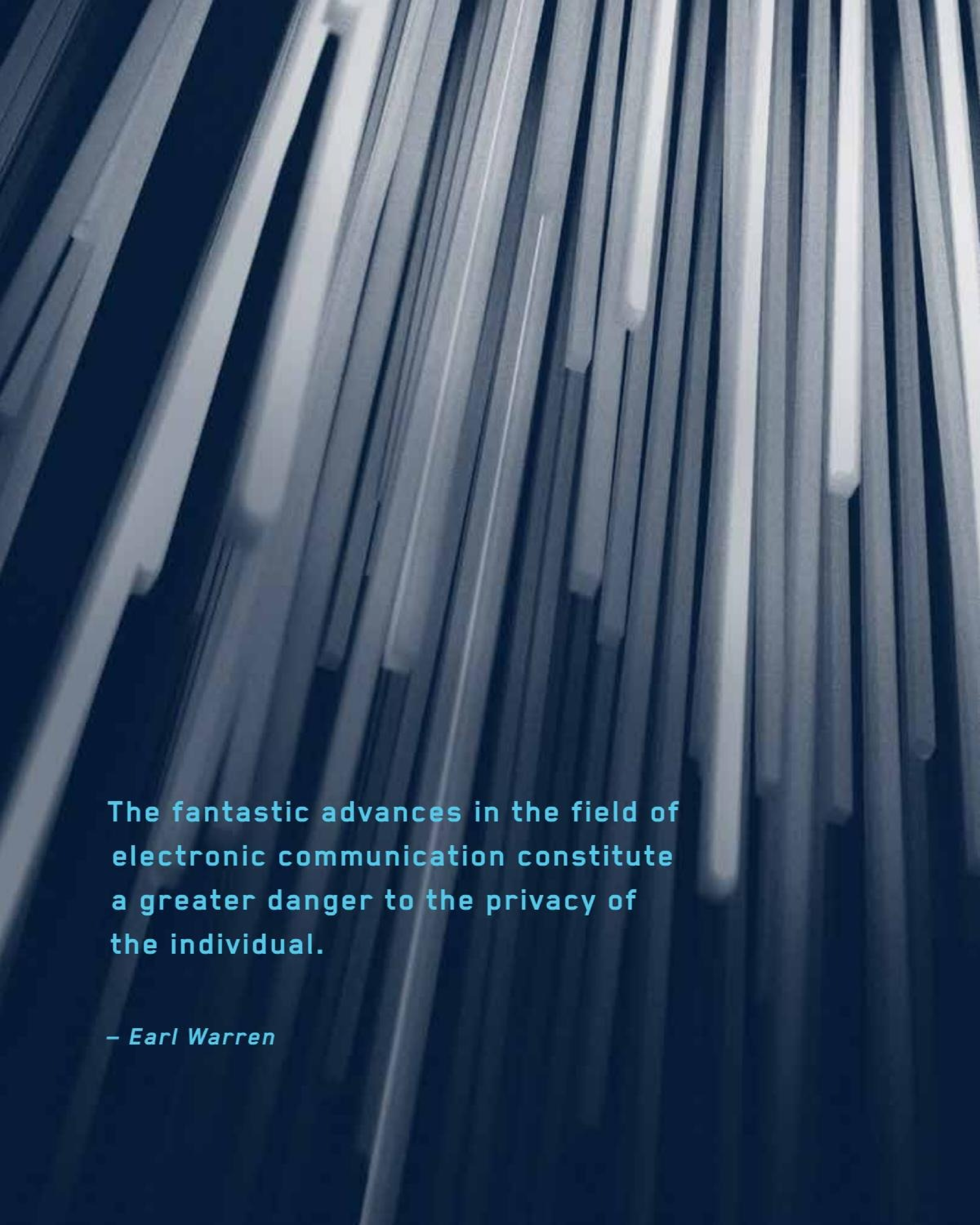
COMPANY LOGOS



DATA COLLECTED



The conclusion of this exercise ends this phase of development for the brand Blackberry. Now that we have generated a new and thoughtful logo mark, the next phase will allow us to know how the mark is used and how it defines the brand. The guidelines to the brand will ultimately help characterize the brand as a whole including the logo mark.



**The fantastic advances in the field of
electronic communication constitute
a greater danger to the privacy of
the individual.**

– Earl Warren





Designs

Avantika Jain
MA Graphic Design
School of Graphic Design
& Digital Media
Academy of Art University

Photography

Unsplash.com

Software

InDesign, Illustrator, Photoshop

Typeface

DIN 2014, Blender Pro

Book Bindery

Blurb

Paper

Premium Matte

Copyright © 2018. All rights reserved. No part of this publication may be reproduced, stored in a retrieval system, or transmitted in any form or by any means without the written permission of the designer, Avantika Jain.



001_Avantika Jain
002_Nature of Identity
003_MA Graphic Design
004_Fall 2018

