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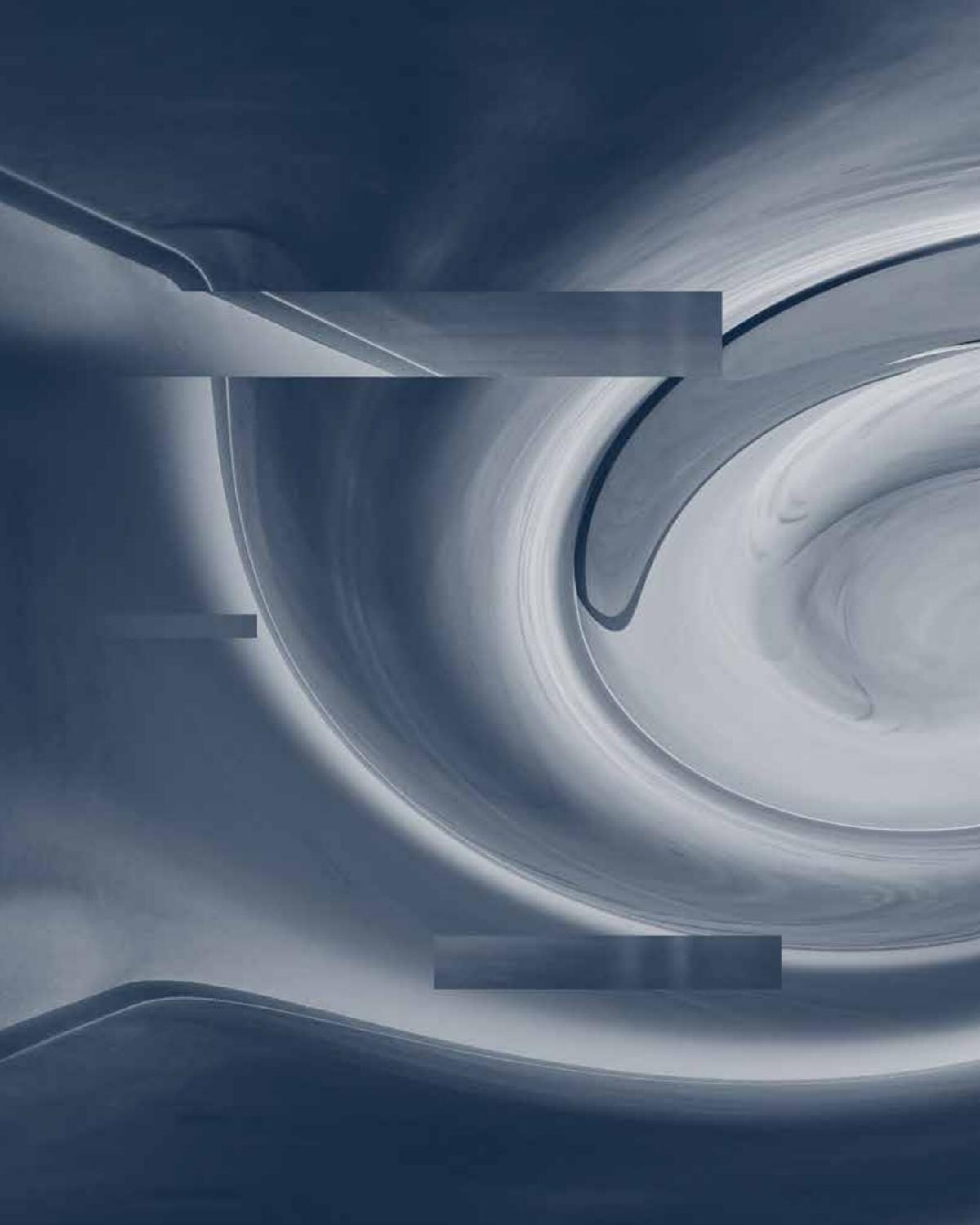
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VISUAL STRATEGY GUIDE

VISUAL STRATEGY GUIDE



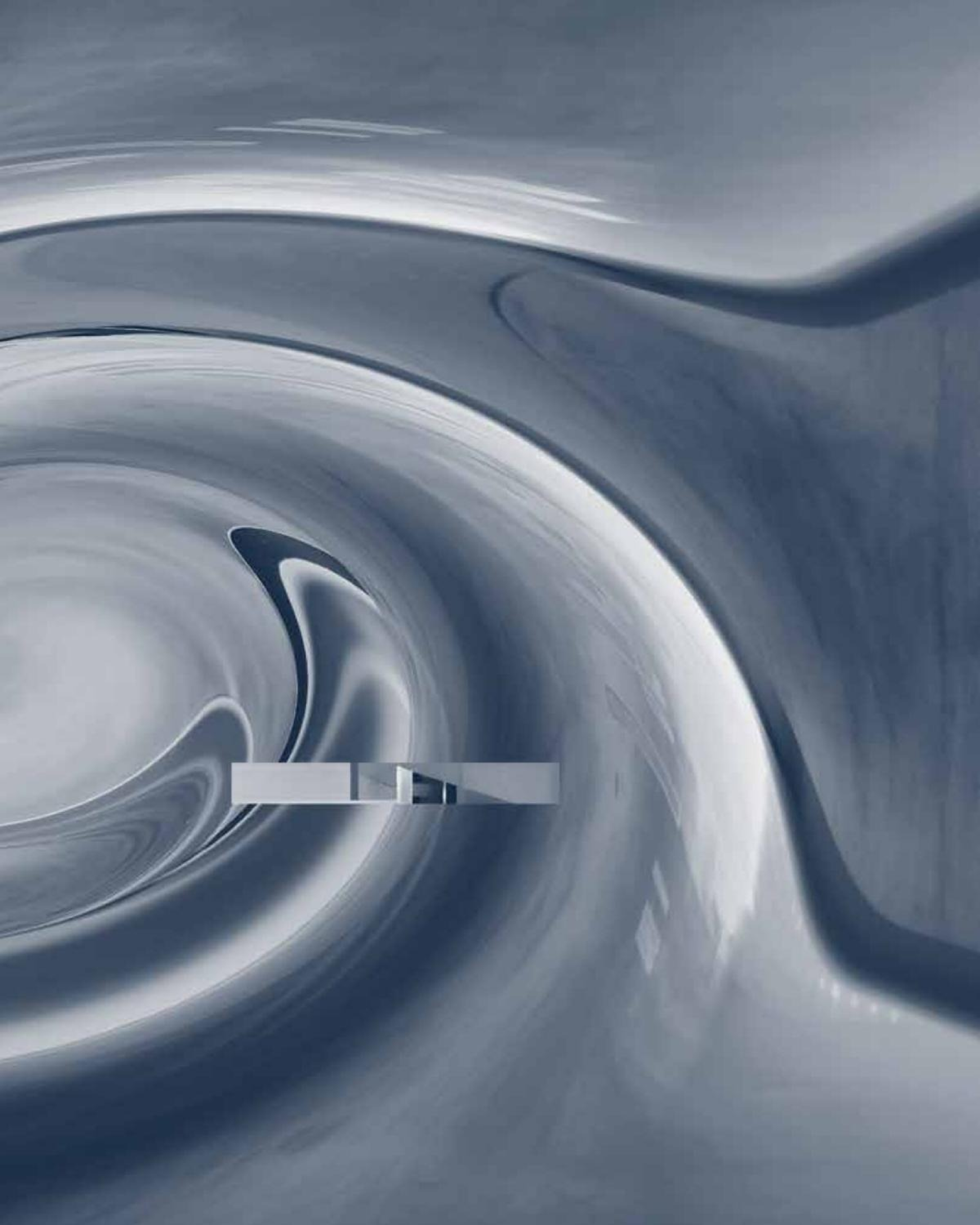


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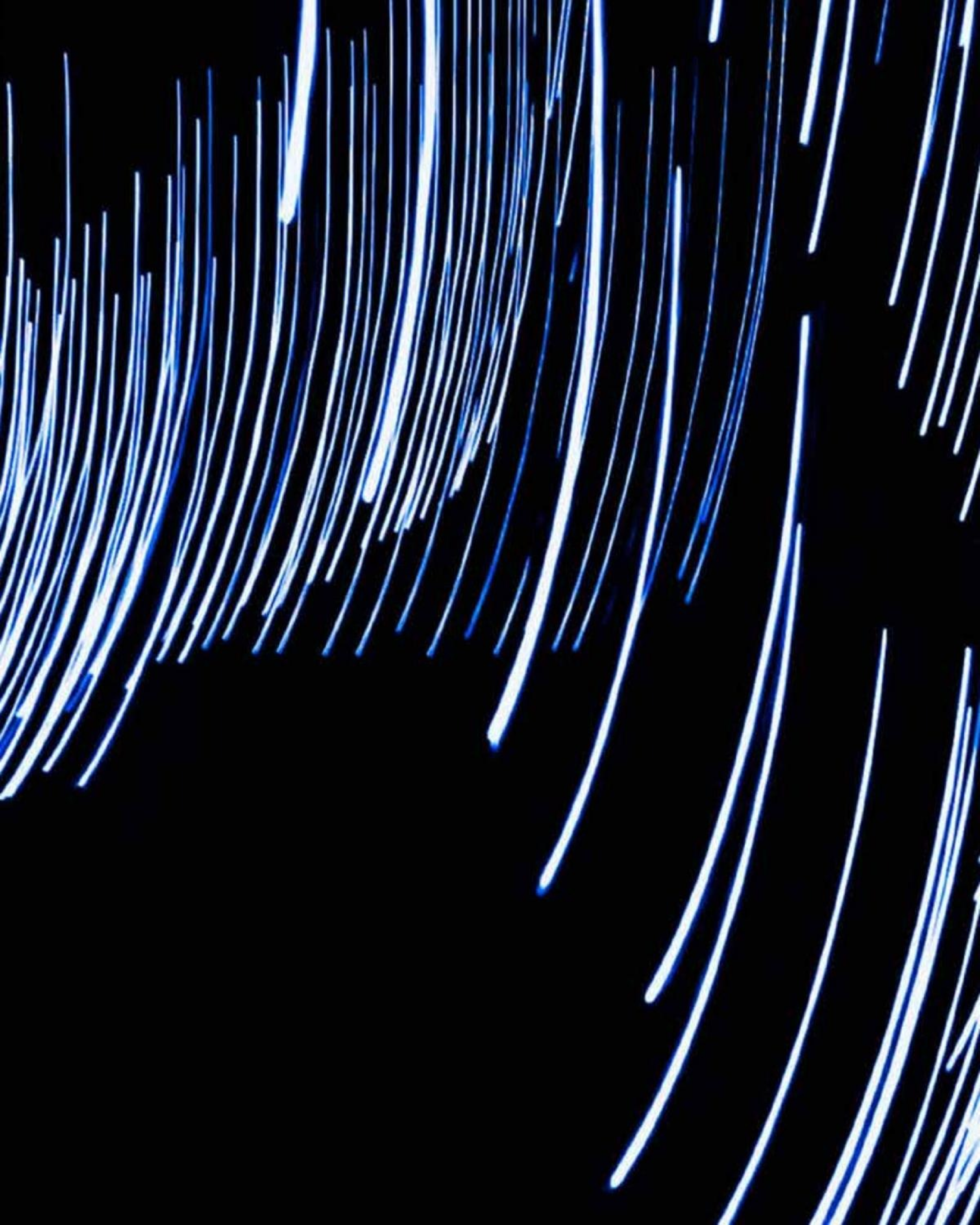
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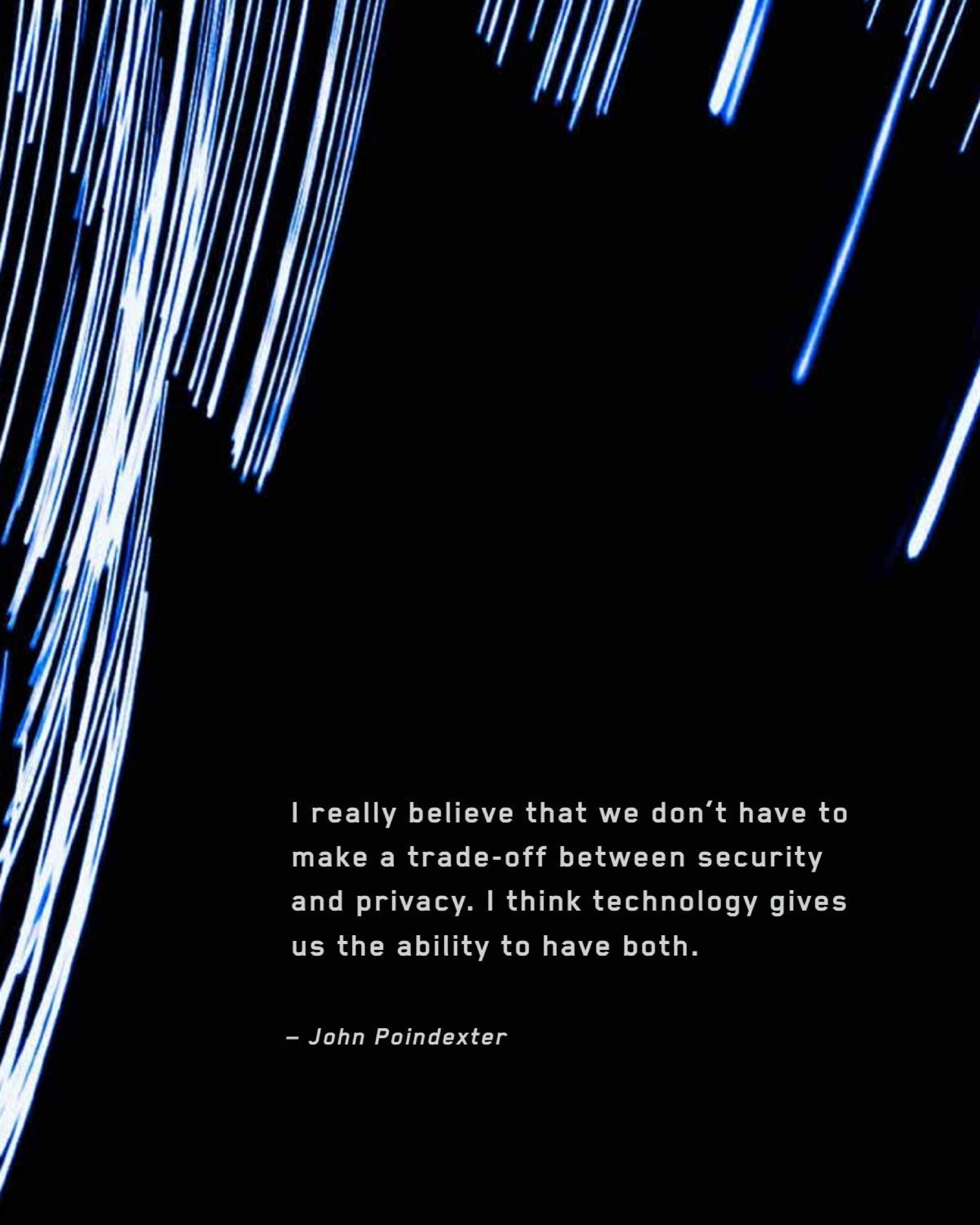
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The background of the image is a solid black field. Overlaid on this are numerous thin, parallel lines in shades of light blue and white. These lines are oriented diagonally, generally trending from the top-left towards the bottom-right. The lines vary in length and density, creating a sense of motion and depth, reminiscent of a starfield or a digital data stream.

I really believe that we don't have to
make a trade-off between security
and privacy. I think technology gives
us the ability to have both.

– John Poindexter

DATA 001



OVERVIEW

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HISTORY

THE ORIGIN

BlackBerry is a line of smartphones, tablets, and services originally designed and marketed by Canadian company BlackBerry Limited (formerly known as Research In Motion, or RIM). Research in Motion (RIM), founded in Waterloo, Ontario, first developed the Inter@ctive Pager 900.



THE RISE

BlackBerry was one of the most prominent smartphone vendors in the world, specializing in secure communications and mobile productivity, and well-known for the keyboards on most of its devices. At its peak in September 2013, there were 85 million BlackBerry subscribers throughout the globe.



THE FALL

However, BlackBerry has since lost its dominant position in the market due to the success of the Android and iOS platforms; the same numbers had fallen to 23 million in March 2016.



DESCRIPTION

WHAT THEY DO?

Blackberry is a internationally recognized company that manufactures smart phones, tablets, and services.

WHO THEY DO IT FOR?

Blackberry as a company caters to corporate consumers and business people. In terms of individual customers, Blackberry are targeted to relatively higher income segments that can afford to pay premium rates imposed by carriers to support various blackberry services.

WHY THEY DO IT?

Blackberry wants to contribute to the world by providing end-to-end mobility solutions that are trusted and secure. The vision of the company is focused on the safety and security of their customers data.

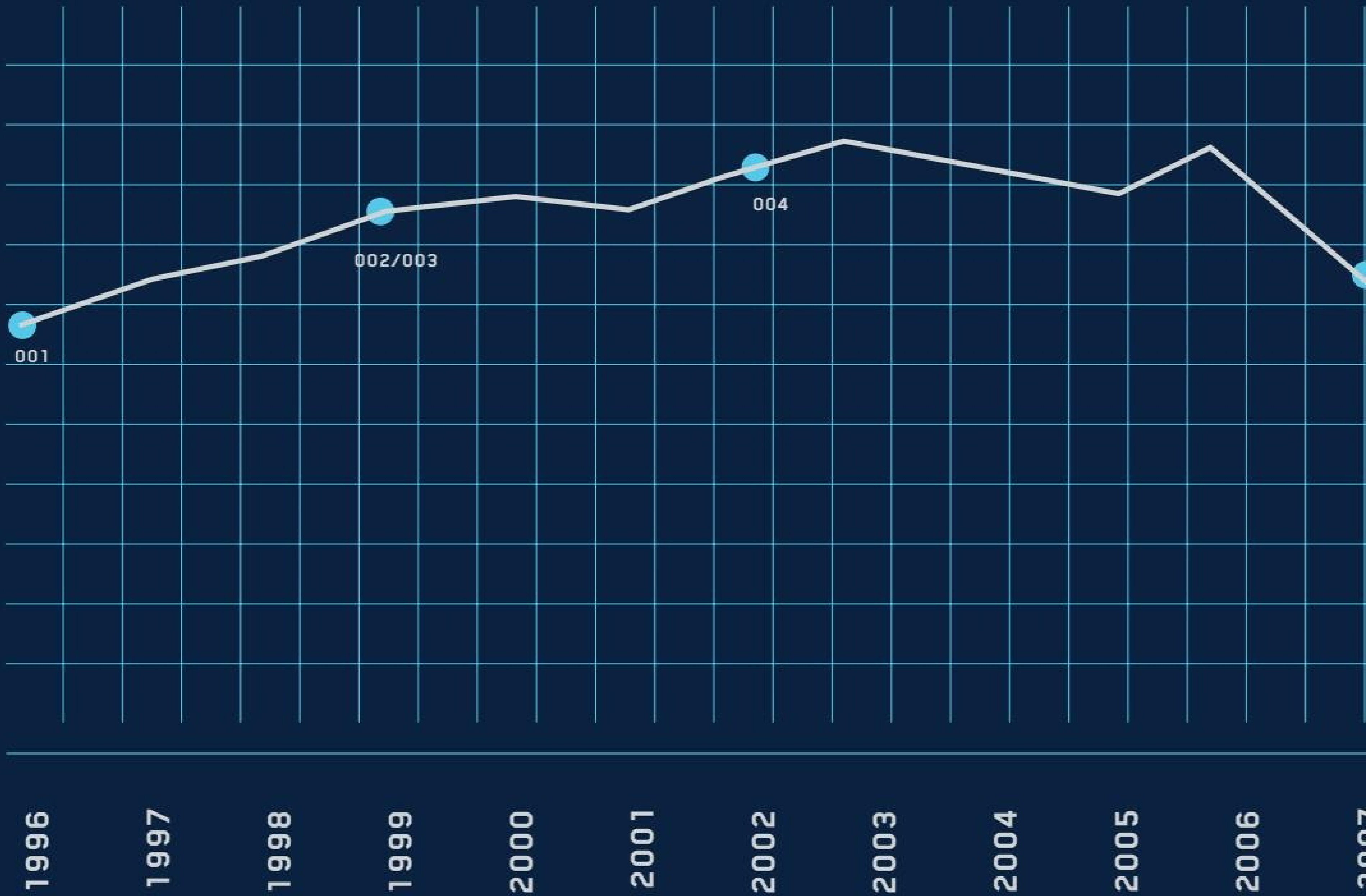
 *BlackBerry.*



TIMELINE

DATA
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PROGRESSION



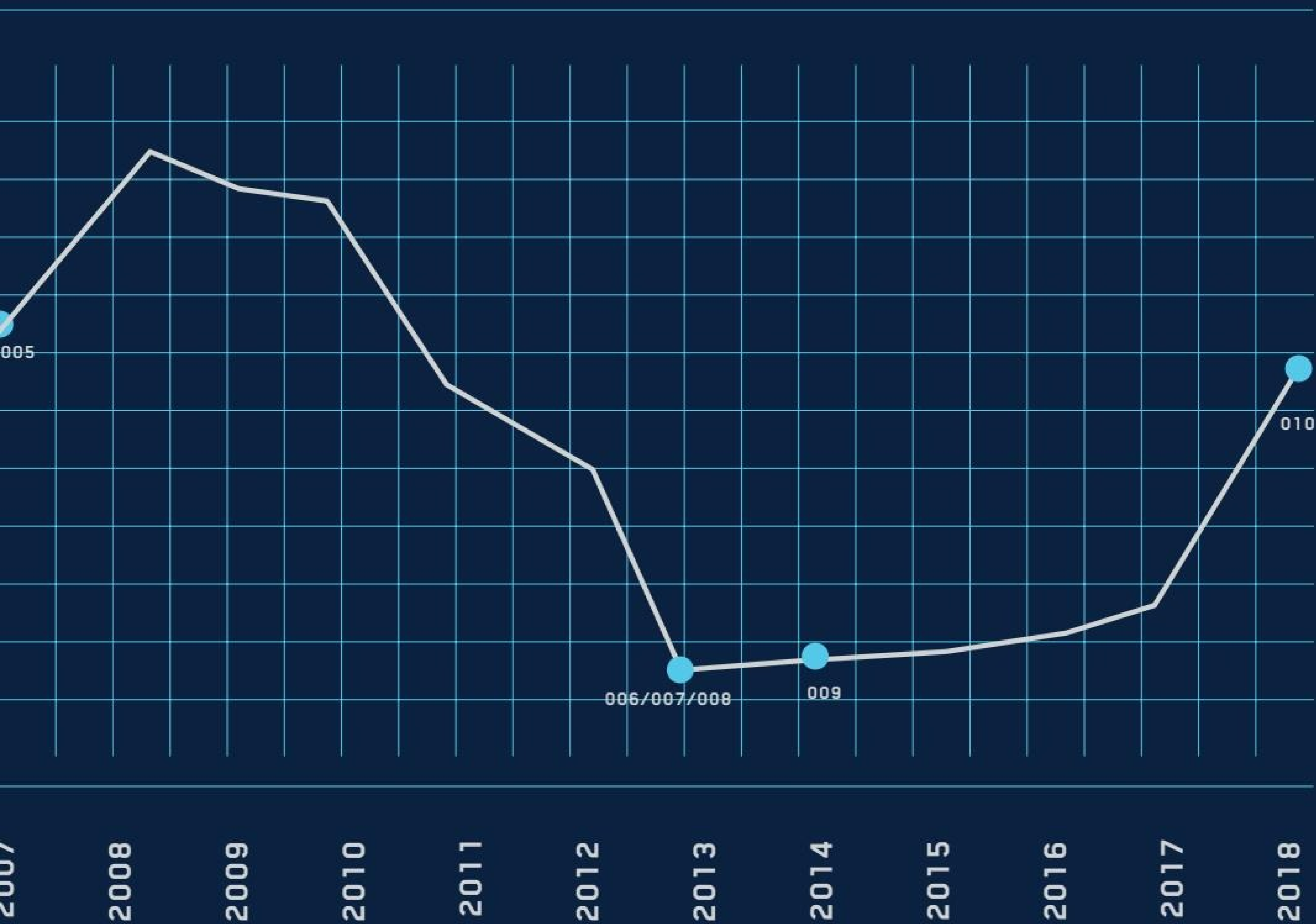
001_ RIM, founded in Waterloo, Ontario, first developed the Inter@ctive Pager 900, announced on September 18, 1996.

002_ The very first device to carry the BlackBerry name was the BlackBerry 850, an email pager. Although identical in appearance to the 950, the 850 was the first device to integrate email and the name Inter@ctive Pager was no longer used to brand the device.

003_ The first BlackBerry device, the 850, was introduced in 1999 as a two-way pager in Munich, Germany.

004_ The more commonly known convergent smart phone BlackBerry was released, which supports push email, mobile telephone, text messaging, Internet faxing, Web browsing and other wireless information services.

005_ E-mail service suffered an outage which led for calls by some questioning the integrity towards BlackBerry's perceived centralized system.

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006_ During the second financial quarter of 2013, BlackBerry sold 6.8 million handsets, but was eclipsed by the sales of competitor Nokia's Lumia model for the first time.

007_ On August 12, 2013, BlackBerry announced the intention to sell the company due to their increasingly unfavorable financial position and competition in the mobile industry.

008_ On September 23, 2013, Fairfax Financial, which owns a 10% equity stake in BlackBerry, made an offer to acquire BlackBerry for \$4.7 billion (at \$9.00 per share).

009_ BlackBerry introduced the new Passport handset—consisting of a 4.5 inches square screen marketed to professional fields such as healthcare and architecture—promoted its Messenger app and released minor updates for the BB10 mobile operating system.

010_ In 2018, BlackBerry was re-branded with a new mission for the company i.e. to secure communications of data and information for their customers.

DATA 002



OUR FUTURE

New Mission	20
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MISSION STATEMENT



**Our mission is to
ensure secure
communication of
your data.**

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KEYWORDS

From the “soul” of the brand, we can distill information to get keywords for the brand. The keywords that will help proceed with the rebranding objectives are security, information and communication. The soul helped build a revised mission statement for Blackberry.



Security

Data

Communication

PAST VISUAL VERVE

The key visual of the old Blackberry brand was to cater to businesses and corporations. Their audience was mainly businessmen that use their phone for work related emails and messages. The overall feel of the brand stopped at higher ups in the business world and corporations restricting the brands potential.



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002

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C: 02

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C: 04

DATA
002





DATA
002

C: 01

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Privacy is not an option, and it shouldn't be the price we accept for just getting on the Internet.

– Gary Kovacs

DATA
002

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FUTURE VISUAL VERVE

The new Blackberry focuses on data protection by providing trustworthy systems and services for not just businesses but government and educational institutions as well. The overall look focuses on a the protection of storage and communication of information.



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DATA 003



TARGET AUDIENCE

Who we are looking for

38

001_ THE AGENT

JAVIER MARTÍNEZ

47 years old

FBI Agent

Washington DC, VA

Javier invested in getting a new virus protection and cyber security software for his personal devices at home.

He gets regular device diagnosis at work because he emphasizes on the storage and secure communication of his information.

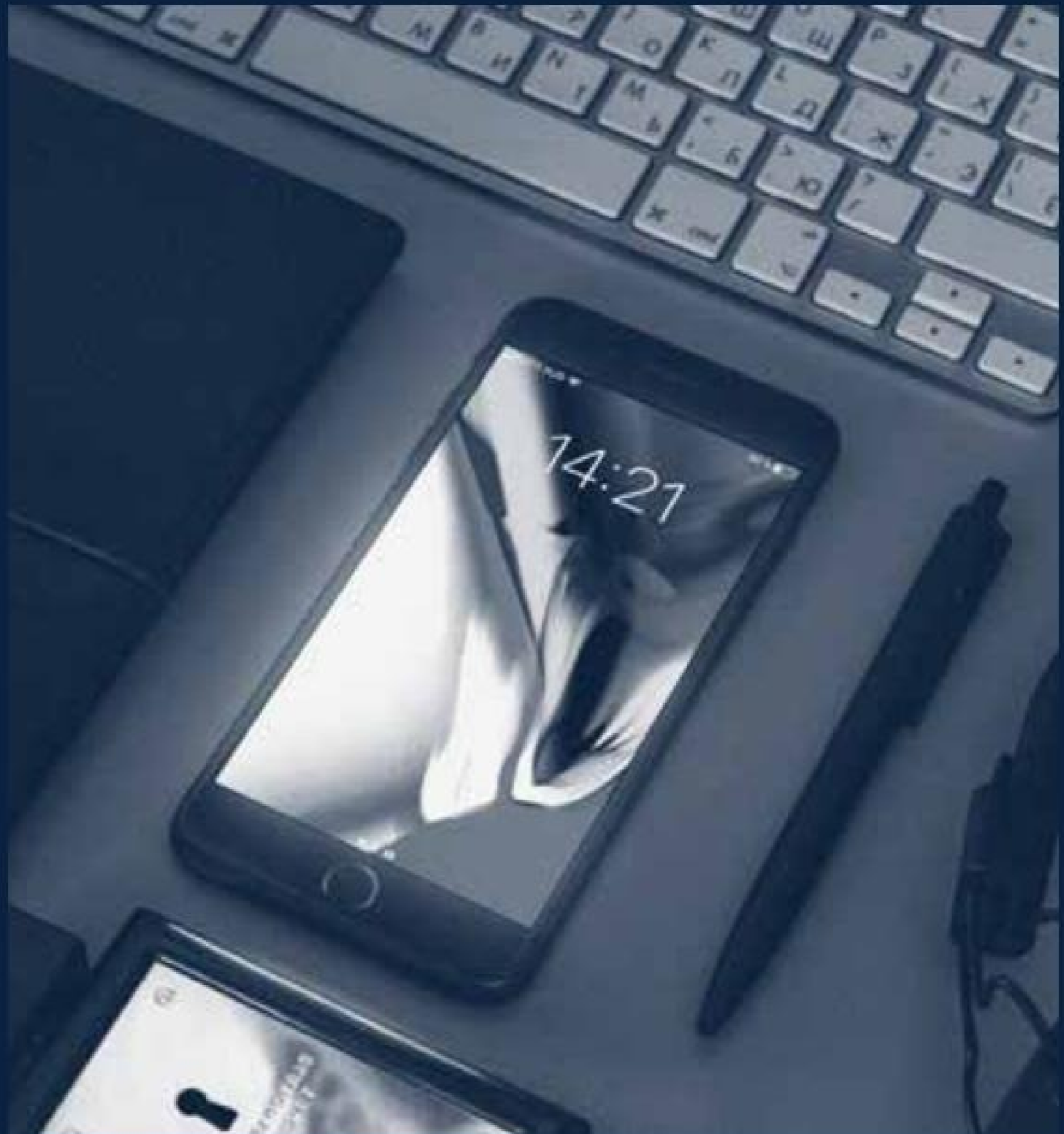
He uses various devices and softwares that are encrypted because of the nature of his occupation.

Sharon, his wife and him both use phones and devices that have encrypted messaging and calls.

His department had a cyber hack alert at few weeks ago and everyone is on edge regarding security of data in their work systems and personal information as well.

As the head of his department, he took it upon himself to look into new services that could provide better measures for storing and protecting all the data.

He spent a lot of time teaching his children about the importance of their data and personal information. He also encrypted their computer and mobile phone as a precaution.



DATA
003

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002_ THE BUSINESS MAN

WILLIAM EDWARDS

60 years old
CEO
Minneapolis, MN

William is the Chief Executive Officer of a tech company that is working on a decentralized system for information storage using blockchain.

William likes to keep a separate phone for work that holds a lot of valuable information about his company and clients.

All his phone applications, emails and messages are encrypted that help secure information transmission.

He likes to check in with his IT team to make sure all his devices are secure and leaves less metadata on transmission of data of any kind.

All his employees are supposed to maintain the same level of security of the information regarding their work within the company.

There's an automatic backup he has for all his information that is stored in a cloud. His employees are advised to do a routine backup of their files and documents of work as well.

William is a Board Member of a series of events hosted by "Getting Started in Tech". His emphasis is on data protection and secure communications of information.



DATA
003

C: 01

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003_THE POLITICIAN

KAYA (NEZ) JORDAN

52 years old
Mayor
Santa Fe, NM

Kaya is a newly elected politician from the Navajo native American tribe.

As a newly elected mayor, she is under a lot of scrutiny from the media which makes privacy and data security essential to her job and personal life.

She has always valued the importance of security and privacy given to American citizens through the fourth amendment in the constitution.

Kaya enjoys looking into data protection as a subject of interest and advocates it as part of all her policies.

All her devices and data are encrypted, she made sure her staff follows in her footsteps.

Her job involves her with helping set up seminars for schools and colleges to better inform teachers, parents, and students about data protection.

She attends a lot of talks and events herself to promote the importance of data security and keeps herself up-to-date with the new technology when she gets the chance.



DATA
003

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004_ THE INFORMATION MANAGER

CHARLOTTE WONG

29 years old
Data Protection Officer
San Francisco, CA

Charlotte works for University of California, San Francisco as a part of the security department.

Her job requires a lot of information on data protection and storage and so she keeps herself updated with the new methods to do that.

She likes to go for talks and other tech events associated but emphasizes on data protection as it helps her do her job better.

She has various apps installed in her phone and laptop to ensure the safety of communication of her data.

She has invested in Bitcoin and Ethereum because she likes the decentralized system for transfer of cryptocurrency and the platform idea as well.

At school, she connects with advisors and students to inform them about privacy, data protection and security of all information.

She has managed to teach her friends and family about data protection too and helps them install all the apps on their devices.



DATA
003

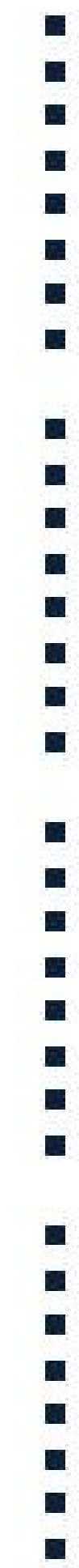
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COMPETITORS

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CURRENT COMPETITORS



- [WHATSAPP]
Mobile
Application



- [MOTOROLA]
Telecommunications
Company



- [FACEBOOK MESSENGER]
Messaging
Application



- [LG Electronics Inc.]
Electronics
Company



- [DELL]
Computer
Technology Company




SONY

- [SONY CORPORATION]
Multinational
Conglomerate Company



htc

- [HTC]
Consumer
Electronics Company



SAMSUNG

- [SAMSUNG GROUP]
Multinational
Conglomerate Company



NOKIA

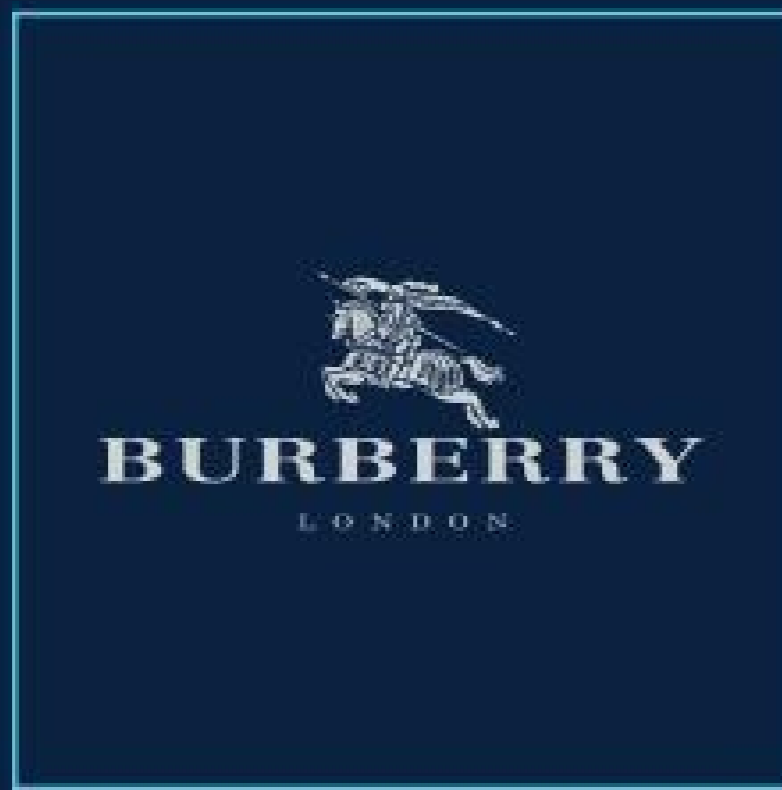
- [NOKIA]
Telecommunications
Company



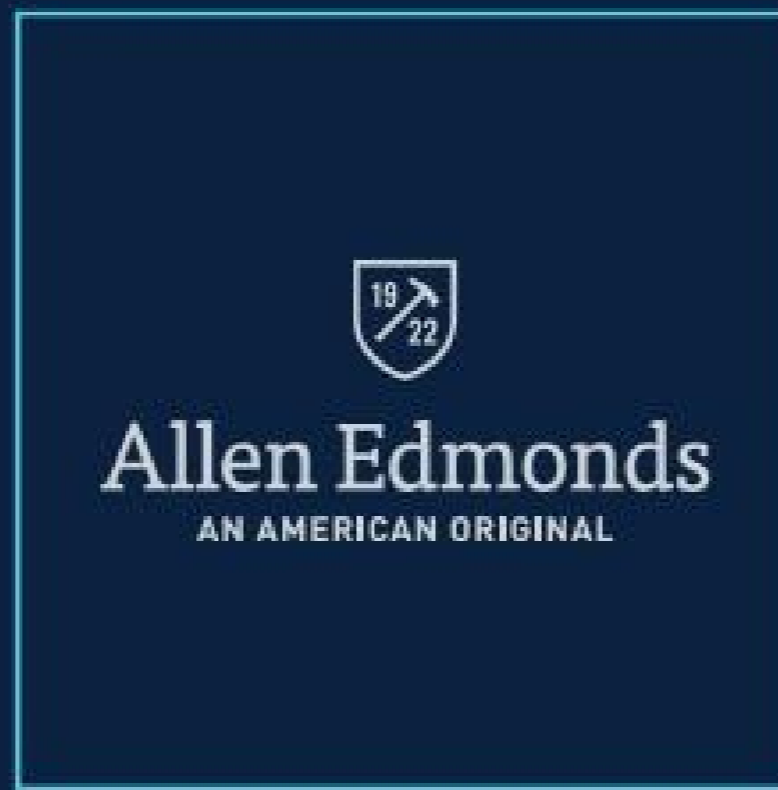
lenovo

- [LENOVO]
Computer
Manufacturing Company

ADJACENT COMPETITORS



- [BURBERRY]
Fashion
Company



- [ALLEN EDMONDS]
Fashion
Company



- [MASSIMO DUTTI]
Fashion
Company



- [MARRIOTT
INTERNATIONAL]
Hospitality
Company



- [TRIP ADVISOR]
Travel &
Restaurant Website



- [BOSE INTERNATIONAL]
Audio
Equipment Company



- [BANG & OLUFSEN]
Electronics
Company



- [DYSON]
Household
Appliances Company



- [PHILIPS]
Multinational
Conglomerate Company



- [PRICELINE.COM]
Travel-related
Purchase Website

ASPIRATIONAL COMPETITORS



- [SIGNAL]
System
Software



- [STORJ]
Cloud
Storage Network



- [SALESFORCE]
Software
Company



- [SYMANTEC]
Software
Company



- [MCAFEE]
Computer
Security Company



ManTech

- [MANTECH]


Technology
Company



druva

- [DRUVA]

Software
Company



IBM

- [IBM]

Computer
Manufacturing Company



venmo

- [VENMO]

Mobile
Payment Service



CISCO

- [CISCO]

Networking
Hardware Company

DATA COLLECTED



Using this information about the company, its history, competitors, and vision for the future leads us to the next phase of developing the brand. The keywords found and implemented from the soul of the brand to the new mission statement unlocks the method that will help build an identity for Blackberry.



Security is always excessive until it's
not enough.

– *Robbie Sinclair*





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

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001_Avantika Jain

002_Nature of Identity

003_MA Graphic Design

004_Fall 2018