

AT&T Insider / Rebrand

7.27.21



OPTION 1

*Wordmark
Exploration*

*Simplified
Humanized
Socialized
Energized*

*Lowercase treatment used a lot
in social channel branding.*

insIDER
insIDER
insIDR
insIDR
insIDR
insIDR
insIDR

*Evolve to not be
similar to LinkedIn*

insIDR
insIDR
insIDR
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insIDR
insIDR
insIDR



*People symbols
are intertwined
with "Insider"*

insIDR
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insIDR
insIDR



*Forward moving arcs
which symbolize activity,
progress, and mobility*

OPTION 1

Multimedia
Exploration

Cloudified
Vibrational
Badgeworthy
Shareworthy

A

insidr

B

insidr

C

insidr

D

insidr

insidr

insidr

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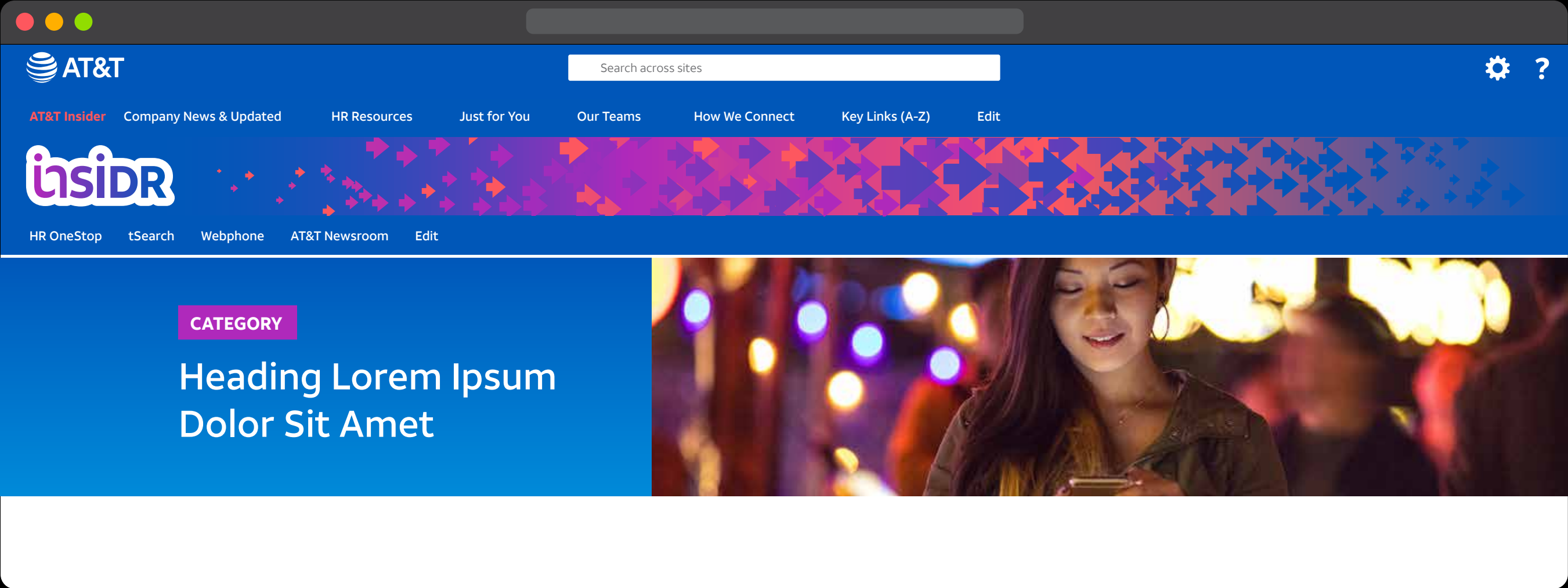
insidr

OPTION 1

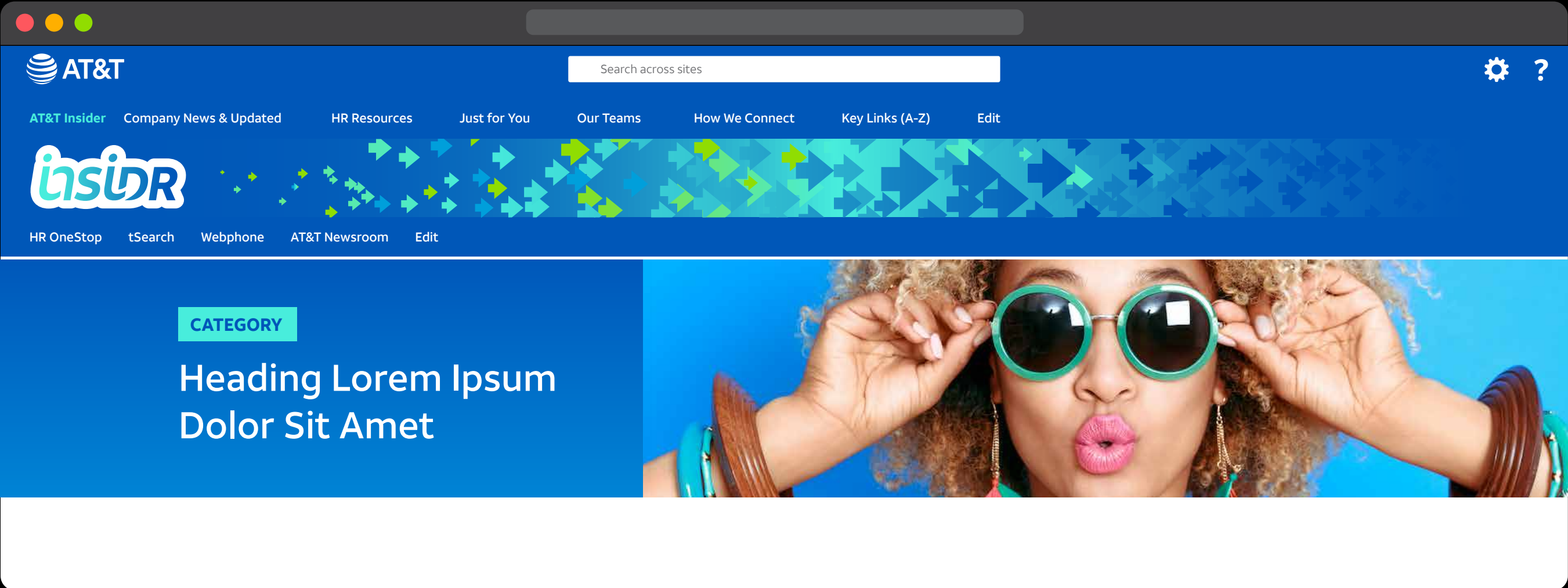
Intranet
Header
Application

Progressive
2D with Depth
Abstract Energy
Vibrance & Contrast

B



D





The word “inside”– derived from Insider – is held visually inside a container allowing the “R” to punctuate the wordmark.

The encapsulated type symbolizes prioritization, organization, control, safekeeping, archival.

OPTION 2

Wordmark Exploration

Unified
Focused
Inside and outside
of the Box
Versatile
Iconic



Continuing the visual metaphor showing that “Insider” is inside AT&T, we display the lockup like it would function as a window, door, panel or even book cover that has opened up to reveal “what’s inside.”



OPTION 2

*Multimedia
Exploration*

*Conversational
Expressive
Welcoming
Communal*

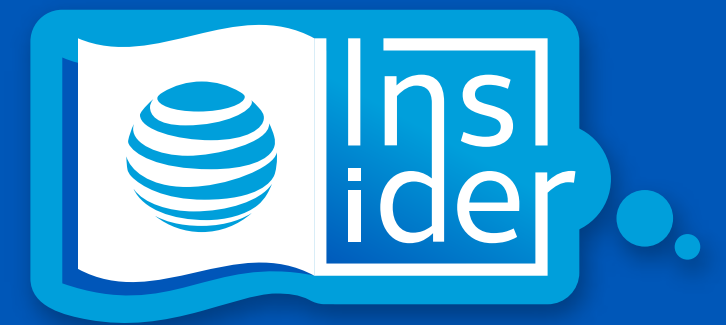
A



B



C



OPTION 2

Intranet
Header
Application

Bold
Embraceful
Memorable
Reliable

