



CONCEPT DEVELOPMENT

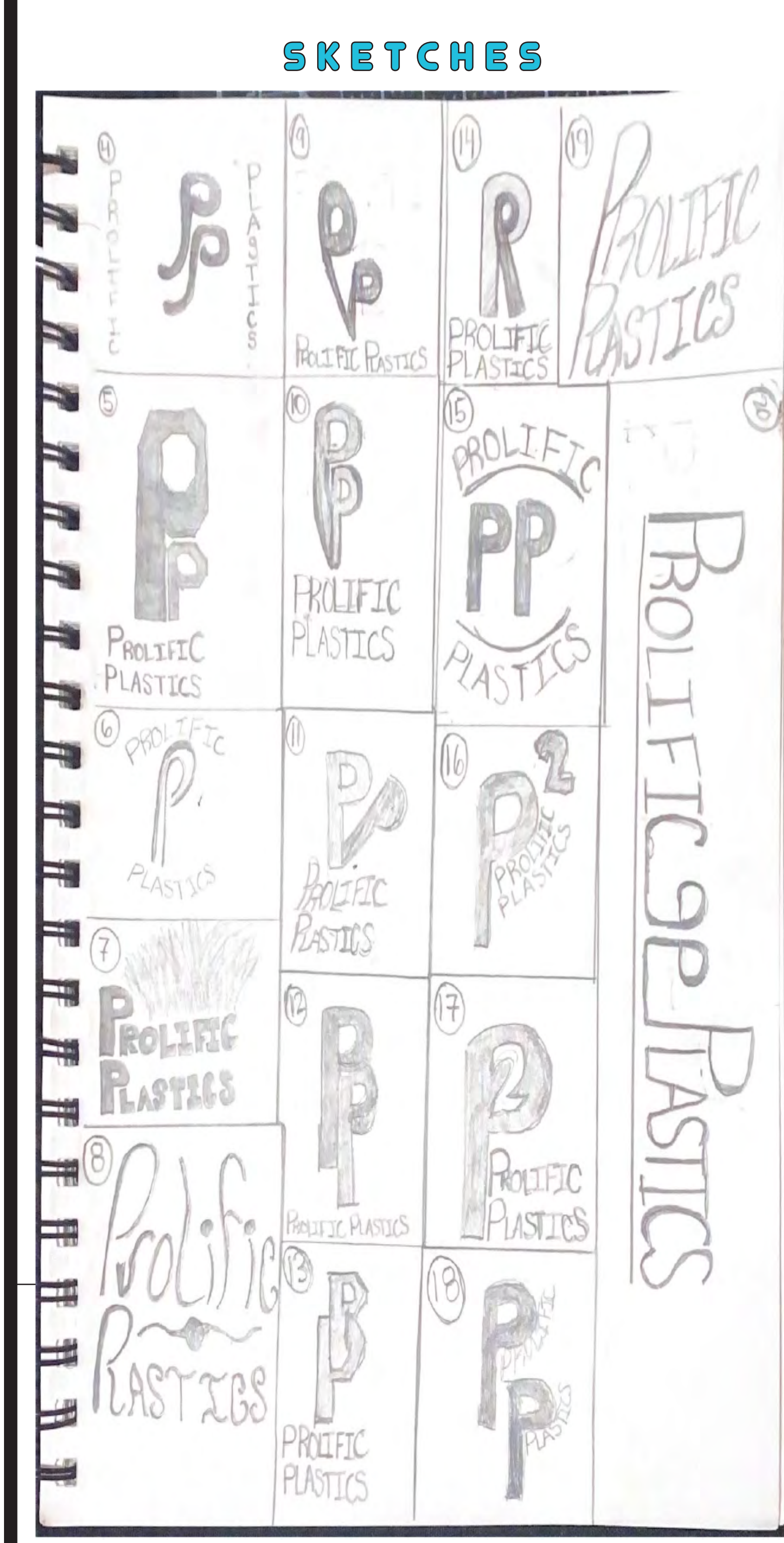
TAKING ON THE EXCITING CHALLENGE OF REBRANDING A POLYMER COMPANY, DRAWING INSPIRATION FROM THE INTRICATE DESIGN & DURABILITY OF THE PLASTIC MATERIAL FOUND IN THE NIKON D7500 CAMERA.

THROUGH A FUSION OF BOLD TYPOGRAPHY, VIBRANT COLORS, & GEOMETRIC PATTERNS INSPIRED BY THE CAMERA'S COMPONENTS, THE REBRAND CAPTURES THE ESSENCE OF PRECISION & CRAFTSMANSHIP, ESTABLISHING THE POLYMER COMPANY AS A LEADER IN ITS INDUSTRY.

CRAFTING A MODERN, DYNAMIC BRAND IDENTITY THAT REFLECTS COMMITMENT TO QUALITY, DURABILITY, & INNOVATION.



LOGO DEVELOPMENT



**SKETCHES**

**JUNEGULL FONT FAMILY**

**COLOR PALLETTE**

BLUE #00C0DD

BLACK #000000

POLYMER INDUSTRY

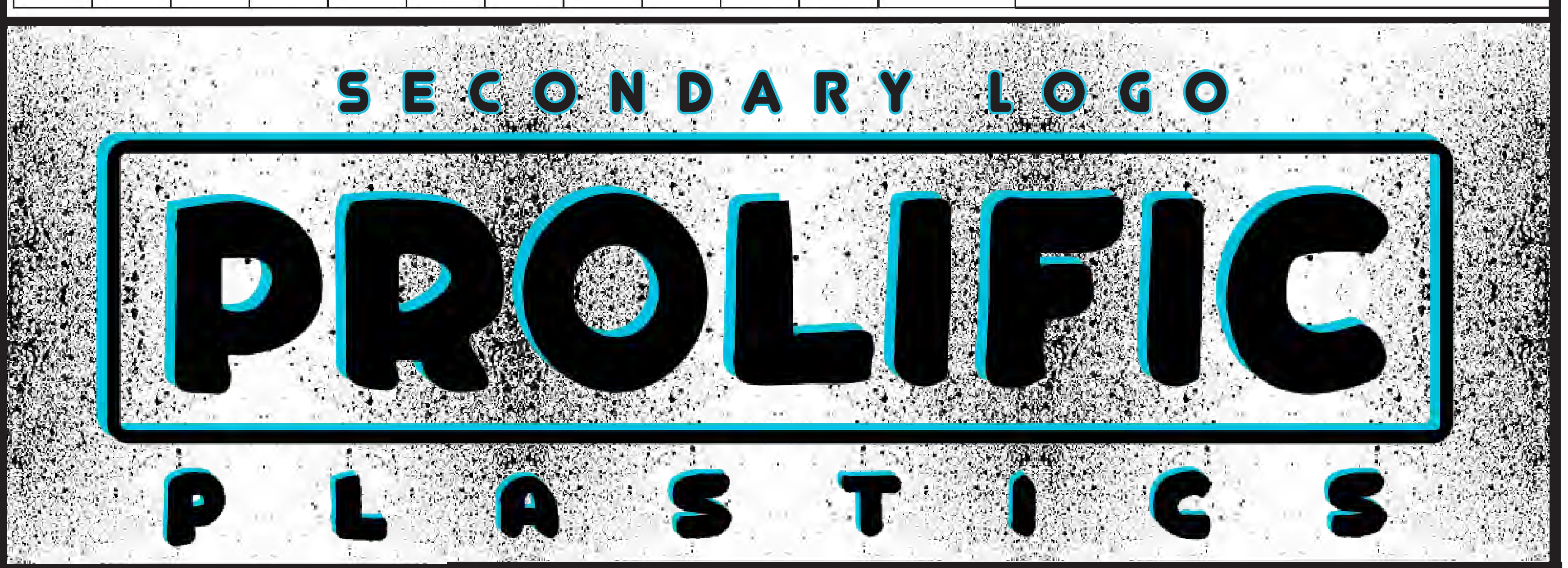
- Polymers, the fundamental building blocks of plastics.
  - Materials and processes involved in the creation, manufacturing, and utilization of plastics.
  - Focus on providing innovative solutions through polymer science and technology.
- Applications:**
- Packaging:** Plastic films, bottles, containers.
  - Automotive:** Components, interiors, tires.
  - Construction:** Pipes, insulation, flooring.
  - Electronics:** Circuit boards, cables, casings.
  - Healthcare:** Medical devices, implants, drug delivery systems.

POLYMER INDUSTRY COMPETITORS

	1	2	3	4	5	6	7	8	9	10	
LOGO	Dow	Pp	EXON Mobil	Berry	amcor	Tenova Plasto	OWENT	سابك	Sabik	Qatar Chemicals	LOGO
TYPE	Slab Serif	Slab Serif	Sans Serif	Sans Serif	Script	Sans Serif	Sans Serif	Display	Script	Transitional	TYPE
WEB	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	TBD	WEB
S.M. Social Media	Yes	No	Yes	No	Yes	No	Yes	Yes	No	No	SOC. M.
COLORS											COLORS
T.A. Target Audience	Industrial Manufacturers	Equipment Manufacturers	Energy Consumers	Personal Care	Consumer Goods	Blue Collar	Personal Care	Consumer Goods	Personal Care	Consumer Goods	T.AUD.
APL. Applications	automotive construction healthcare	automotive construction healthcare	automotive construction healthcare	food/drink healthcare personal care	food/drink healthcare	automotive construction electronics	food/drink pharmaceutical packaging	automotive construction healthcare	automotive construction healthcare	automotive construction healthcare	APP.

COMPETITOR CHART SUMMARY

- RECTANGULAR & STACKED DESIGNS
- USE A BOLD SANS SERIF VAST MAJORITY (80%) USE UPPER-CASE LETTERING
- 100% UTILIZATION OF DIGITAL ONLINE PLATFORMS + WEBSITE MOCKUP
- ONLY 60% HAVE ACCESSABLE SOCIAL MEDIA OUTLETS + SOCIAL MEDIA POST MOCKUP(S)
- PRIMARY & SECONDARY COLOR (MAXIMUM OF 3 TOTAL COLORS) COOL, CONTRASTING DUAL COLORWAY (BLACK & BLUE)
- LARGE INDUSTRIAL RETAILERS SUCH AS CONSTRUCTION FIRMS, AUTOMOTIVE MANUFACTURES, HEALTHCARE & CONSUMER GOODS
- ARCHITECTURE - CONSTRUCTION - SIGNS FOOD & DRINK - PLASTIC ITEMS - CLOTHING



PACKAGE 1 STANDARD

- LOGO: PRIMARY
- COLOR: PALLET & CODES
- TYPOGRAPHY: 1 FONT FAMILY
- OFFICIAL MOCK-UPS: [3]
- 1 APPLICATION [NAME TAG, POSTER, PRODUCT, ETC.]

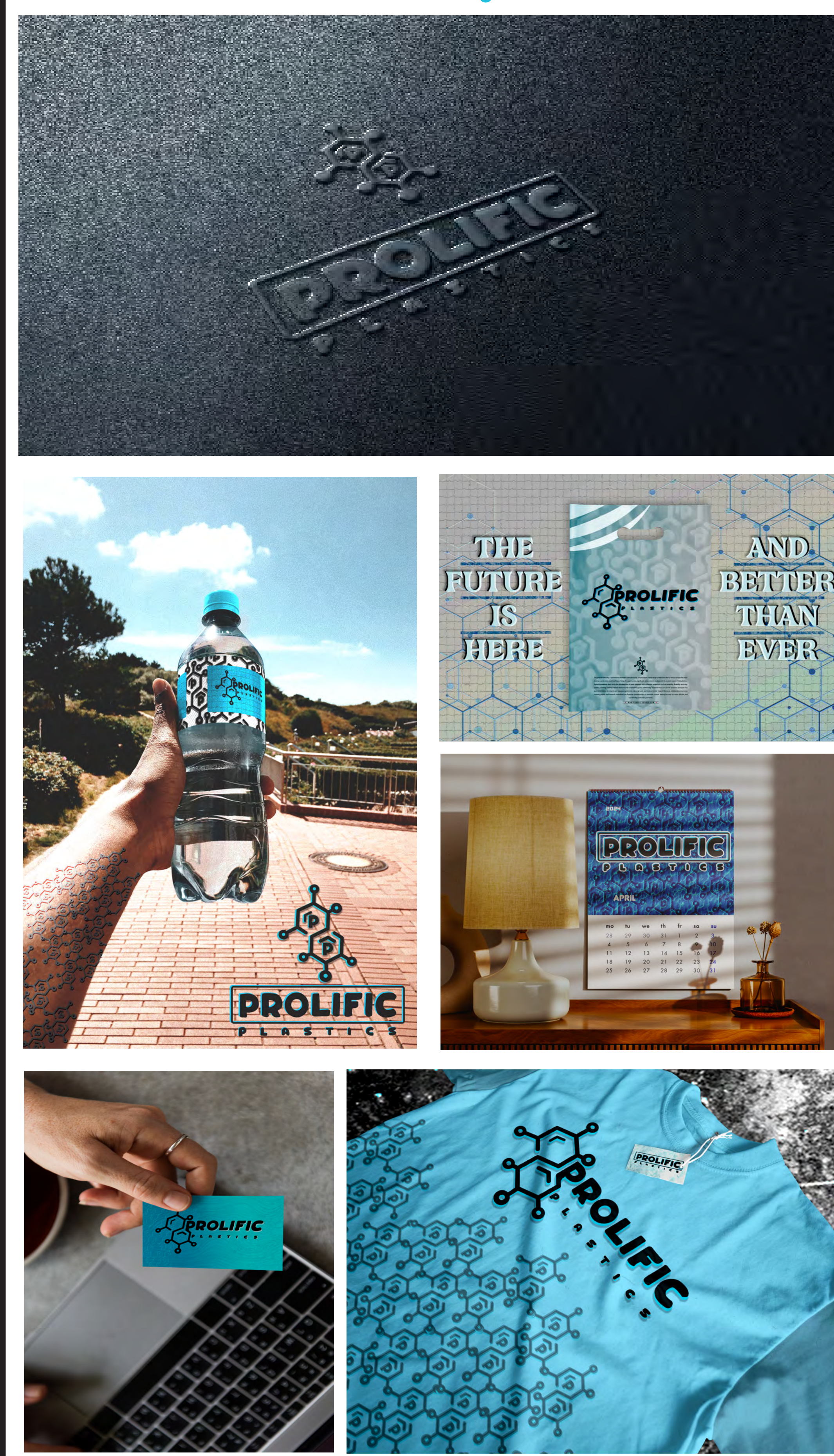
COST: 500\$



PACKAGE 2 PREMIUM

- LOGO: PRIMARY & SECONDARY
- COLOR: PALLET & CODES
- TYPOGRAPHY: 2 FONT FAMILIES
- OFFICIAL MOCK-UPS: [5]
- 3 APPLICATIONS [ADVERTISEMENT, PRODUCT, ETC.]

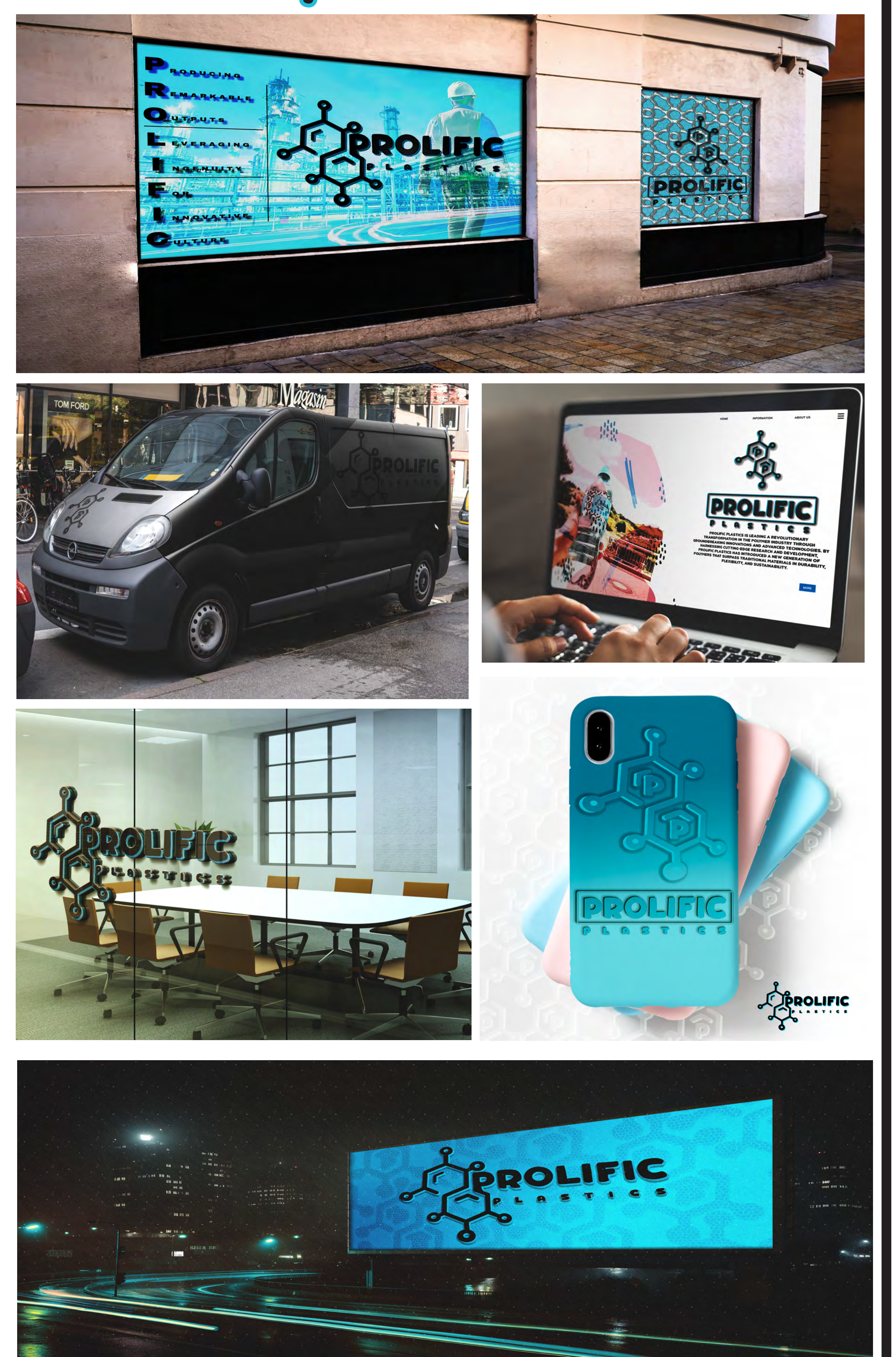
COST: 800\$



PACKAGE 3 LUXURY

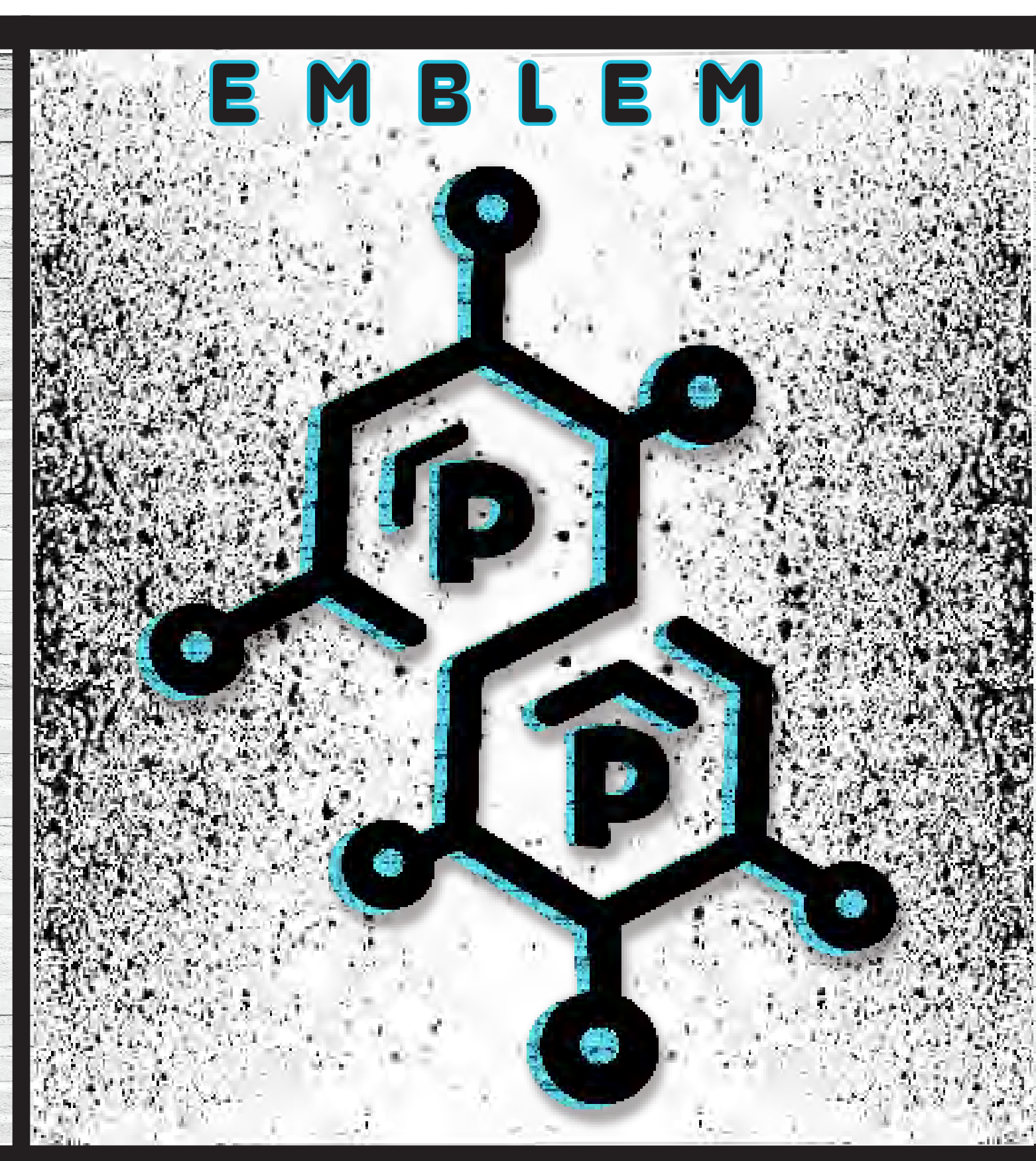
- LOGO: PRIMARY & SECONDARY + EMBLEM
- COLOR: PALLET & CODES
- TYPOGRAPHY: ALL USED FONT FAMILIES
- OFFICIAL MOCK-UPS: [10]
- 5 APPLICATIONS [DIGITAL MEDIA, SIGNAGE, PRODUCT, ETC.]

COST: 1,200\$



**VISION**

WITH A VISION TO PIONEER A PLASTIC INDUSTRY THAT RESPECTS BOTH NATURE AND FUTURE GENERATIONS, THE NEW LOGO SYMBOLIZES OUR DEDICATION TO REDUCING ENVIRONMENTAL IMPACT WHILE DELIVERING QUALITY PRODUCTS.



**VALUES**

EMBRACING SUSTAINABILITY AS OUR GUIDING PRINCIPLE, THE NEW LOGO FOR PROLIFIC PLASTICS EMBODIES OUR COMMITMENT TO ECO-CONSCIOUS PRACTICES AND INNOVATION.