

# Branding Competition 2017-2018



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# About Signum

**W**e formed this company from one idea, which was to provide the world with one essential necessity: communication. Signum is a Latin word that means signal when translated to English. As the technology continues to evolve and consumers demand higher data capacity more than ever, we feel that providing our customers with a broader spectrum of signal power is key to our company's success.

**Q**ur company's goal is to provide each and every customer with reliable and high quality communication products that may be utilized in remote areas where there are no cell signals available. The application of our products is limitless, from an emergency situation to recreational activities. Signum has committed to provide 100% satisfaction guarantee to our customers.

## Logo

Our company provides connection, through the expansion of signal, therefore we decided to design a logo that demonstrates just that. On a subconscious level, our logo is perceived from the inside out. You get the sense of movement from the center of the rings where the waves form. From there, the rings (representative of the signal emitted from our products) continue to expand and grow towards the outside.

On a psychological level, viewing things from left to right has a more positive impact on your overall perception of it. That is why the name is placed in the center of the rings to represent connection.



# Color Palette

C=80

M=49

Y=98

K=28

C=21

M=11

Y=9

K=0

C=80

M=36

Y=98

K=28

## Why we chose these colors:

As a company, one of our goals is to expand your connection to the rest of the world. That is why our first shade represents growth and expansion. The second shade, which is grey, is a modern color and is usually seen on technology which creates a soft tone. We chose grey to represent the connection between growth while adding a modern sensation to the technology. Lastly, the third shade represents our surroundings. This just shows that we want our customers to be able to go further into their environment while still having connection to friends and family.

# Font

Orbitron Orbitron

regular

Bold

Orbitron

Black

The font Orbitron is a futuristic sans-serif typeface. The font is known for its usage by professional industries dealing with technology. This open type font comes in Regular, Bold, and Black. This gives a futuristic theme that seems robotic to almost anyone. This font is used for titles and it is commonly used when it comes to our logo and business cards.

Calibri

regular

Calibri

Bold

Calibri

Light

Calibri is our default font when it comes to creating professional documents or sending formal letters to individuals. It is a sans serif typeface known for its warmth and rounded lines. It allows for readers to read text with ease and clarity.

# Business Card

We use our logo in all of what we manufacture to demonstrate that we are passionate about what we represent. Here we have examples of when we use our logo, colors, and font:

## Front



## Back





# Billboard

**COMMUNICATE ANYWHERE** 

Hey guys where are u ...  
I think I am lost 😞

we see u on the Signum GPS app  
we will come to you ... c u in 10

thank GOODNESS for this  
signum device 😊

Get Your Off-Grid Communication Devices @ [SIGNUM-SOCAL.COM](https://www.signum-socal.com)

# Banner

Off Grid Communication Devices **Signum** Communication With No Obligation

visit us at...[www.signum-socal.com](https://www.signum-socal.com)

# Letterhead

## SIGNUM

401 S Grand Avenue Santa Ana, CA 92705 (714) 796-7433 Fax: 714-568-7099

To \_\_\_\_\_  
Date \_\_\_\_\_

Name of person  
Designation  
Address

Subject: Commendation Letter

Dear (Name of Employee),

I am writing you this letter to congratulate you on winning (Name of award). Both HR Department and Board Members would like to show our appreciation for the hard labor you have been committing to and the time you have spent outside of work hours in order to give in all your best projects.

Since the beginning you have shown to be an employee full of enthusiasm and positivity. Your leadership and strong focus has lead you to win this award and we know that you will continue to represent our company and grow as an employee with the potential you hold within you.

It is my pleasure to write this letter and express our gratitude towards your hard work and performance. We hope you continue to show your outstanding work and allow Signum to guide you through the path you wish to take in your future.

Sincerely Yours,

Signature  
Name and Designation

# Social Media

## Twitter

The screenshot shows the Twitter profile for Signum (@signum\_ca). The profile header includes the Signum logo, the name "Signum", the handle "@signum\_ca", and the text "Joined November 2016". Below this, there are links for "12 Photos and videos". The main content area displays two tweets. The first tweet, dated May 22, reads "Congratulations! ❤️ To our new CEO Jesus Anguiano, COO Omar Guerrero, and CFO Eduardo Mendez!" and features a photo of three men standing in an office. The second tweet, dated May 18, reads "The accounting department hard at work!!" and features a photo of the accounting department.

## Instagram

The screenshot shows the Instagram profile for signum.ca. The profile header includes the Signum logo, the name "signum.ca", and the text "Following". Below this, there are statistics: "15 posts", "33 followers", and "27 following". The main content area displays a grid of 15 posts. The posts include: two black backpacks on grass; an office interior with people working at computers; a woman in a blue patterned top standing in front of a brick wall; a Halloween-themed banner that says "October Spooky Stuff"; an office interior with people working at computers; a woman in a white top working at a computer; a Signum logo on a wall; a sign that says "April 2017 Employee of the Month" with a photo of a man; and a sign that says "Employee of the Month" with a photo of a woman.