Advice Media | MedNet Rebranding

LOGO DESIGN CASE STUDY

- Problem / Brief -

Following the merger of Advice Media and MedNet Technologies, we needed to fuse two distinctly different brands into a single clear, unified concept. The new logo had to accurately reflect our corporate culture: fresh, young, progressive, sophisticated, yet friendly and approachable. Increased influence was given to the identity of Advice Media but both brands had to be clearly recognizable.

- Solution -

Given the primary objective of the design brief, a "fusion branding" strategy was our clear choice. First, we evaluated each original logo individually to decide which specific elements from the separate identities needed to be preserved and incorporated into the new brand.

The decision was to pair the strongest points of each side: the typeface style and colors of Advice Media and MedNet's name. (Please note: *Technologies* was omitted as a non-essential brand recognition element and as a potential scalability issue.)

Both iconic and typographic logo styles were considered. An iconic logo (mark separate from text) was chosen for its versatility and other practical reasons:

- Mark can be used separately.

- Allows alternative representations depending on intended use (horizontal and vertical).

- Our company name needed strong and elegant typography which in this case was best achieved as a standalone element, due to the fact that it's relatively long. Further typographic treatment was not practical in this case as it may have presented scalability issues at small sizes and limited the potential applications of the logo.


- Outcome -

EXECUTION.

An exciting challenge in logo design is to convey maximum meaning and symbolism via the least possible amount of graphic detail. In the strongest logos, a single element often has multiple meanings. Our primary goal was to accomplish just that within the design requirements, as there is no better way to ensure the logo is meaningful, unique and

memorable. Hence, our new mark represents a couple of ideas simultaneously:

◆ The mark was constructed from the **companies' first initials**: "A" and "M". The clearly emphasized intersection point symbolizes the *concept of unity*. For more on this, see *Intersection Point Treatment* below.

◆ The mark also represents a pair of **mountain peaks** intended to: 1) symbolize our new winter resort theme, and 2) recognize the company's headquarters location in Park City, Utah.
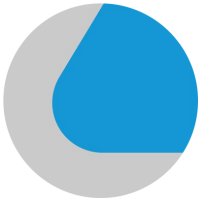
Mark Construction
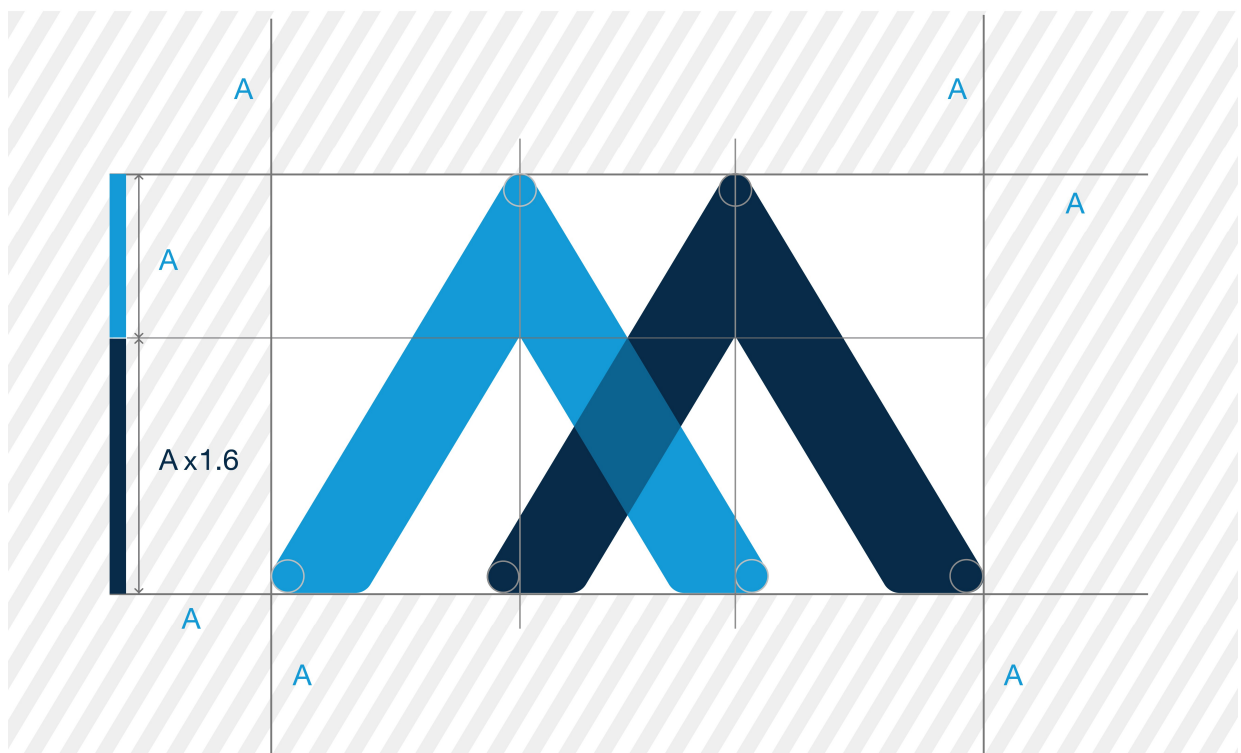
COLORS.

To further support our mountain theme, we named our primary brand colors accordingly:

After the initial concept was established, the following graphic details were added:

ROUNDED CORNERS

Purpose: AESTHETICS – Visually soften sharp edges. According to scientific research, rounded corners are easier on your eyes as they take less cognitive effort to process. In neuroscience terms, they appear "friendlier" than sharp objects. The effect is applied sparingly and is very subtle at smaller sizes. It gives the mark a fun and friendly quality, along with a touch of understated elegance.

INTERSECTION POINT TREATMENT

Purpose: LOGIC - Emphasize the concept of unity, as you can technically see a portion of each color overlapping. An alternative aesthetic solution we considered was negative space, which, however, implies *subtraction* rather than *addition*. That made it unsuitable from a logical perspective. AESTHETICS - Transparency adds depth and dimension and softens the solid colors and strong geometric lines.

TYPOGRAPHY.

The choice of all-lowercase type for the company name was preserved from the original Advice Media branding, as it already successfully reflected our corporate culture: a friendly and approachable, contemporary professional environment. Traditional mixed-case type treatment did not fit this criteria. A slightly modified version of Helvetica Neue was chosen for the primary typeface as a close alternative to the original identity of Advice Media. We needed a bit tighter font with a similar appearance that could also add a classic touch to the logo.

FINAL RESULT AND PRACTICAL APPLICATION EXAMPLES.