

Next Roger



BRAND DEVELOPMENT GUIDE

by Kasturi Paranjpe

The company

The Startup creates smart tennis balls which has tracker. The ball is able to roll on its own and to reach on given destination.

Uncovering brand journey

Table of content

1. History
2. Brainstorming, Brand name & Key adjectives
3. Contemporary References
4. Historic References
5. Type selection
6. Type exploration
7. Final Logotype
8. Color Palletes
9. Logo Exploration
10. Secondary Logotype
11. Adding Imagery
12. Adding secret Ingredient
13. Mockups
 - i. Product Packaging
 - ii. T-shirt and Tote bag
 - iii. Business card & letterheads
 - iv. Billboard



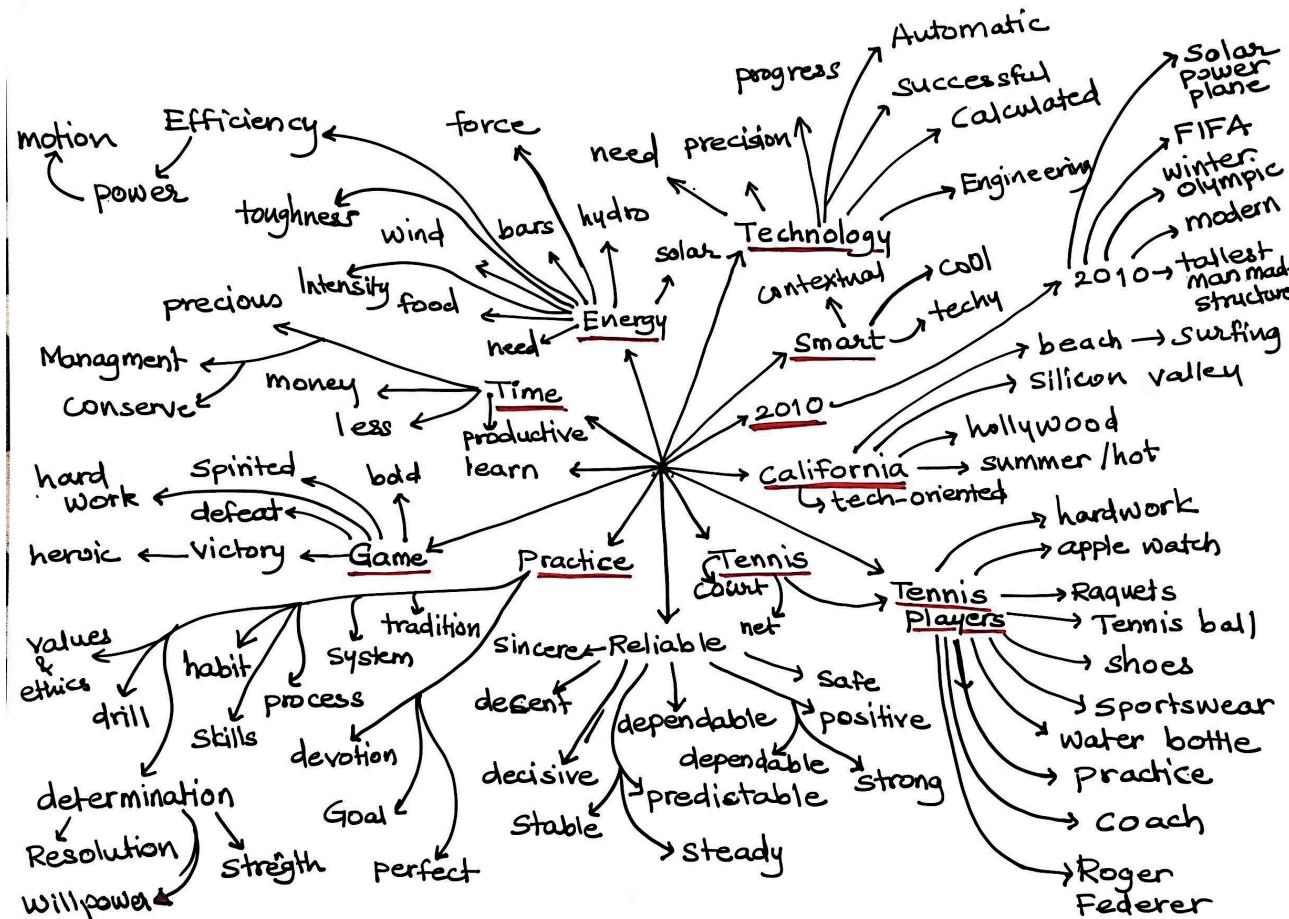
History

In Summer of 2010, Thomas and Lynda were playing tennis on court in community house in California. Lynda was practising very hard to learn her game. Suddenly she realised that they are spending lot of time & energy in running behind the tennis ball if they miss the shot or serve. Lynda casually said “Why do I need to run after that ball? Why can’t it comes to me?”

This how smart tennis ball born.

The company is producing these smart tennis balls. It is boon for tennis players. The company’s goal is helping players to avoid wastage of time by providing smart and reliable technology. This technology is admired by International tennis community .

Brainstorming & Mindmapping



Key-Words

Innovative

Reliable

Descent

Brand name

Autoball

The word is mixture of automatic and ball

Maestro

The distinguished figure in any sphere

Next Roger

As we all know Roger Fedrer is # 1 tennis player. The brand name suggests this smart ball and your hard work can make you next Roger.

Contemporary Reference :



BRIDGESTONE

GAMMA



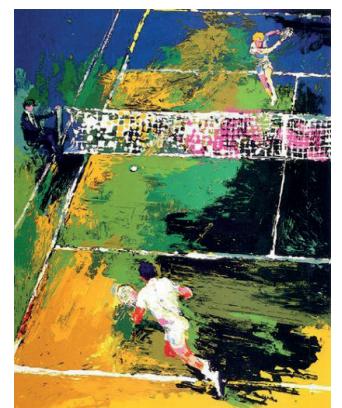
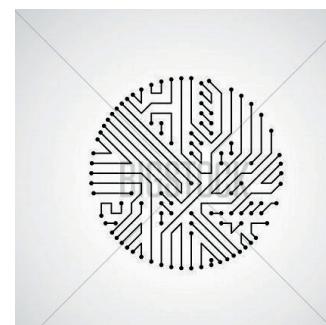
penn **prince**[®]
rule the court[®] **SRIXON**[®]

PROKENNEX

Tecnifibre

VÖIKI

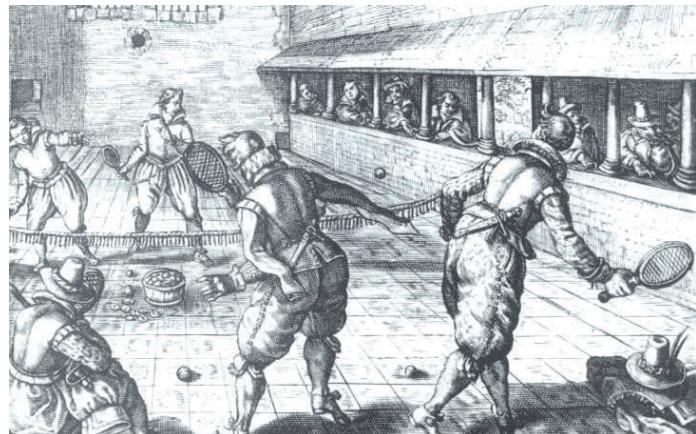
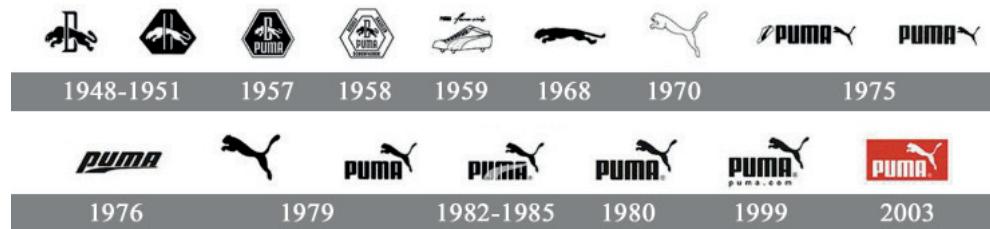
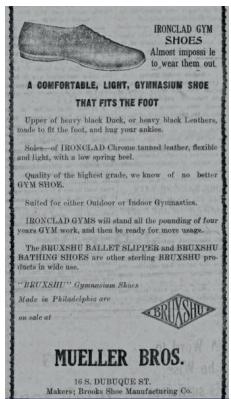
zeven



(((())))
tennis-ticker



Historic Reference:



Letter Shapes

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t o
t o

Next Roger

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e g
P g

X
X
X
X

NEXT ROGER

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N R
N R

Type Skeleton

Next Roger

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Type Selection

Next Roger

I selected GOTHAM font as logo font for the company. The font and company shares common theme. The font was born in 2000 in New York, USA. The font became famous and awarded as ‘font of the decade’. The company was born same decade in California, USA. From Obama’s 2008 presidential campaign to countless corporate identities, Gotham is seemingly everywhere. By using this font the company’s intention to spread widely and help the rising stars in tennis is conveyed.

Gotham gives feeling of good balance and assertive nature. This font is result oriented and logical. The reader can concentrate on the content due to typeface’s simplicity and appreciate quality of the content. Overall, the font is true representation of the company.



Type exploration

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Selected typographic form

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Selected logotype

Next Roger

Choosing color palette



Next Roger

Next Roger



Next Roger

Next Roger

Wilson®

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Next Roger

Final Logotype and selected color palette

Next Roger

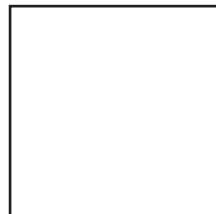
Neavy Blue



CMYK: (100,80,34,25)

This color is chosen as it is color of practice court. This color is also very decent.

White



CMYK: (0,0,0,0)

The white color is chosen as most of the time star sports players choose to wear white sportswear.

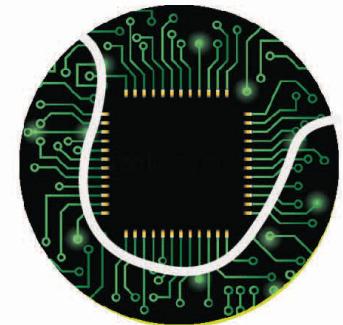
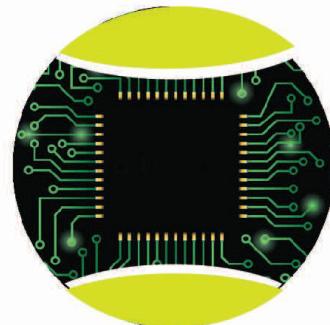
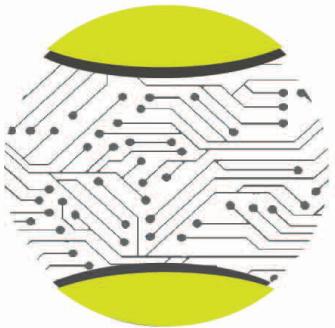
Tennis Yellow



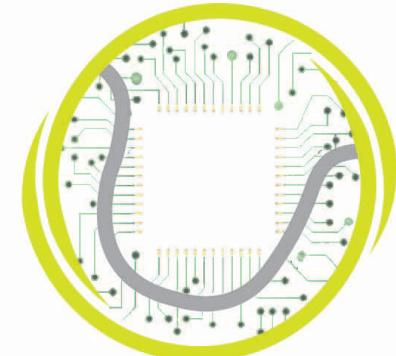
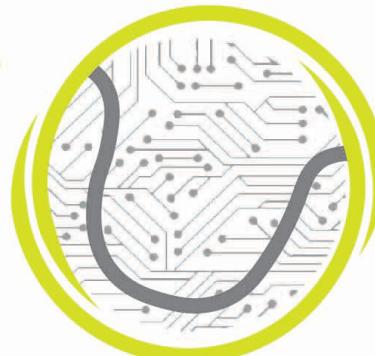
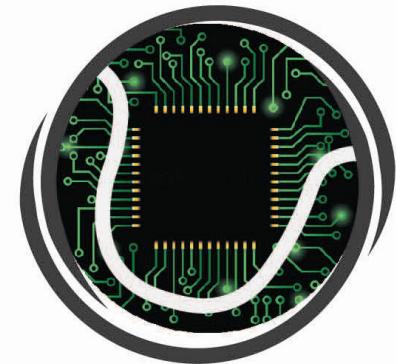
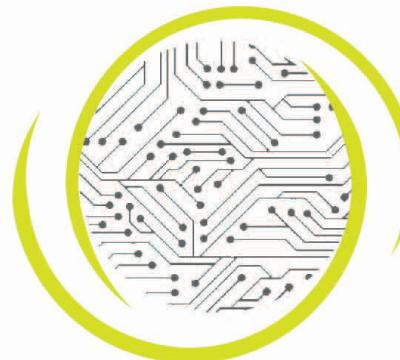
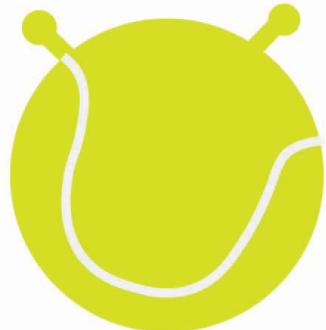
CMYK: (13,0,93,0)

This color represents color of Tennis ball. This color also represents innovative approach.

Logo Exploration



Selected Logo



Secondary Typeface

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1 2 3 4 5 6 7 8 9 0 ‘ ? ’ “ ! ” (%) [#] { @ } / & \ < - + ÷ × = > ® © \$ € £ ¥ ¢ : ; , . *

Bariol

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1 2 3 4 5 6 7 8 9 0 ‘ ? ’ “ ! ” (%) [#] { @ } / & \ < - + ÷ × = > ® © \$ € £ ¥ ¢ : ; , . *

Playfair Display

A B C Ć D E F G H I J K L M N O P Q R S Š T U V W X Y Z Ž
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Comforta



Chase your dreams, not the ball
Chase your dreams, not the ball

Next Roger

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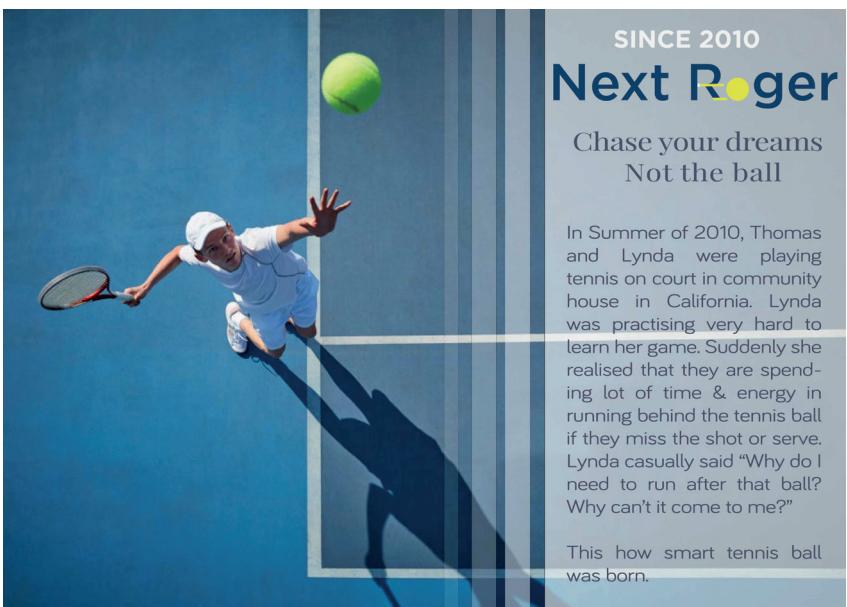
Chase your dreams,
not the ball

Adding Imagery



SINCE 2010
Next Roger

Chase your dreams,
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SINCE 2010
Next Roger

Chase your dreams
Not the ball

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SINCE 2010
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Chase your dreams
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Secret Ingredient

Next Roger

The logo has replaced letter O



Mockups

Product Packaging





T-shirt & Tote bag



Buisness card & Letterhead





Billboard

Thank You.

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