

E

Orchard Core

REBRANDING

STARTING POINT



Orchard re

 Orchard

Orchard re

Currently, the brand logo is available in several shapes, forms, and symbols. There is no specific use for it. The central motif (plant + circle) is constant; however, its surrounding elements have multiple versions. There is no specific composition, use of colors, use of letters.

GOAL — SYSTEM



Orchard @re



Orchard

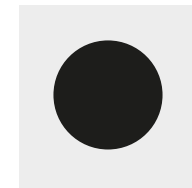
Orchard @re



logotype version

● **Typography**

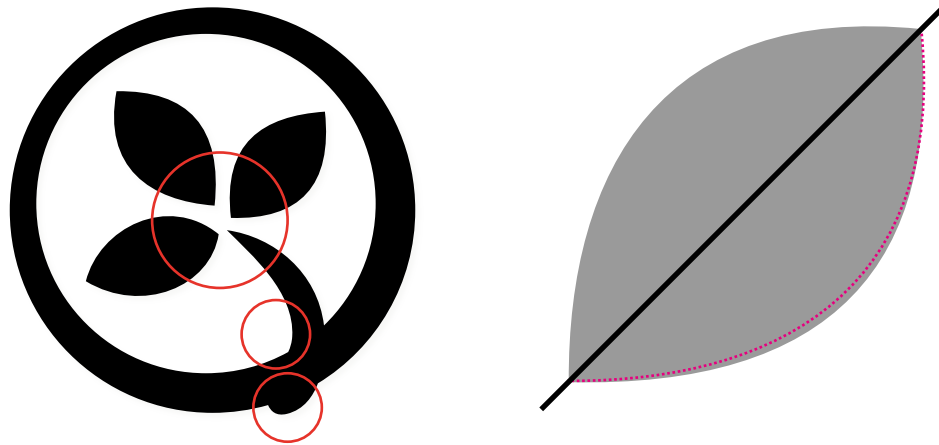
emblem version



The goal is to standardize the versions presented on the previous page, integrate them into an easy-to-use, practical, and straightforward system that adapts to 21st-century platforms' challenges.

The logotype version provides several application possibilities on any surface and format. In contrast, the emblem version of the logo should only be used in specific places with fixed proportions —e.g., profile image fields of social media platforms— or when branding can only happen in a small size such as a favicon..

GOAL — SHAPE



The content is kept, the shape is changed
3 leaves + a stem + a circle

To not change the brand, the symbol's content should remain untouched. However, we need radically alter the shape. This change will serve both an aesthetic and a more direct manufacturing technology process (e.g., when printed on a name card) purpose for the logo.

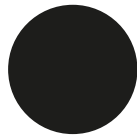
SOME GOOD EXAMPLES TO FOLLOW



BASECAMP REDESIGN



ÖSSZEFOGLALÁS



Emblem



Emblem

Typography

- 3 leaves + stem + circle retained
- formally new symbol
- perceived community awareness
- E.g., Basecamp redesign

- unified composition
- unified typography
- definition of colors