



COLLEGE *of*  
CHARLESTON

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SCHOOL OF BUSINESS

## School of Business Experience (SBX) Visual Identity & Branding Proposal

December, 2017

Concept & Designs By

Michael Edenzon

Names By

Michael Edenzon

Christopher Starr

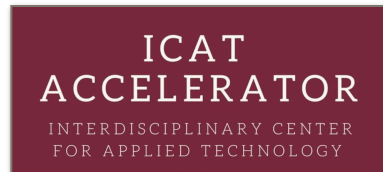
# Introduction

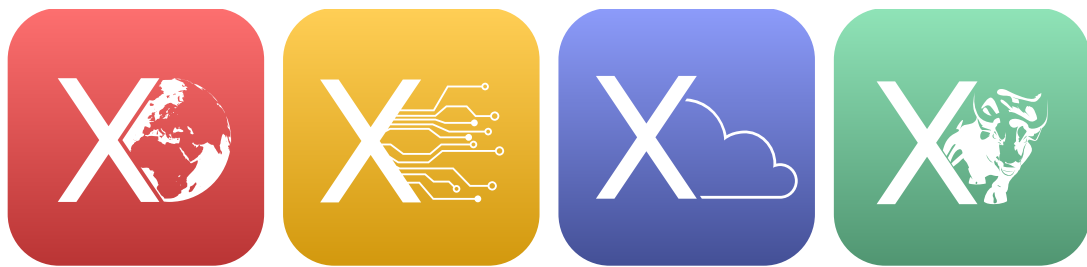
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In recent years, The School of Business experiential learning initiative, and its programs, have become well known in The College of Charleston community and beyond. However, these programs lack a unified brand. To solve this problem we developed **SBX**.

The name SBX stands for *School of Business Experience* and represents the School of Business experiential learning initiative as a whole. This initiative consists of a suite of programs that each offer a unique experiential learning opportunity for College of Charleston students. The SBX concept promotes simplicity, clarity, and scalability by organizing its programs, both current and future, under a unified brand.

The letter **X** is the focal point of the SBX brand. Each program in The SBX Suite suffixes an uppercase X to abbreviate the word *experience*. Moreover the letter X exists as a stylistic element that, when supplemented with a coordinated visual identity, clearly identifies a program existing within the School of Business Experience.





SCHOOL OF BUSINESS  
**EXPERIENCE**

# Overview

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Wordmark

SBX

IMPACT X

PROTO X

CLOUD X

FUND X

Wordmark (Detail)

SCHOOL OF BUSINESS  
EXPERIENCE

IMPACT X  
MAKING A PROFIT WHILE MAKING A DIFFERENCE

PROTO X  
MAKING IDEAS MATTER

CLOUD X  
BUSINESS AT SCALE

FUND X  
ROAD TO WALL STREET

Icon



# IMPACT X

# IMPACT X

MAKING A PROFIT WHILE MAKING A DIFFERENCE




PROTO X

PROTO X

MAKING IDEAS MATTER



CLOUD X 

CLOUD X   
BUSINESS AT SCALE



FUND X 

FUND X 

ROAD TO WALL STREET





