

Logo Rebranding & Process Book

Branding is simultaneously some of my favorite work, and easily the most challenging work. Given a choice of three poorly branded companies, we were to complete a thorough re-branding of our chosen company, and document it in a final process book.

ReCell is a company that takes in people's old cell phones, pays them, then fixes up the phones and resells them (ReCell, ha) for profit. This unique business model was my basis of the new logo. The act of taking in a product and sending it back out was the easiest way I could simplify their company and set them apart from a regular phone company. The arrow in the logo was created to simultaneously act as inward and outward pointing in a very discreet, almost hidden, way.