

# **ELECTUS**

# **Brand Refresh**

September 15, 2017

# MESSAGE

## NEW MESSAGE:

Electus is the first integrated multimedia entertainment studio that unites producers, creators, advertisers and distributors to produce all forms of content across a variety of platforms.

# CRITERIA

## NEW ID MUST:

- ✓ Be Fresh, Clean and Modern.
- ✓ Feels like it represents the current Electus Brand.
- ✓ Fit alongside direct and indirect competition.

Proposed Logo – v1

# ELECTUS

v1

Direct, straightforward. Friendly, emphasis on holistic approach, connectivity, digital. Suggests growth, fresh thinking.

**ELECTUS**

v1

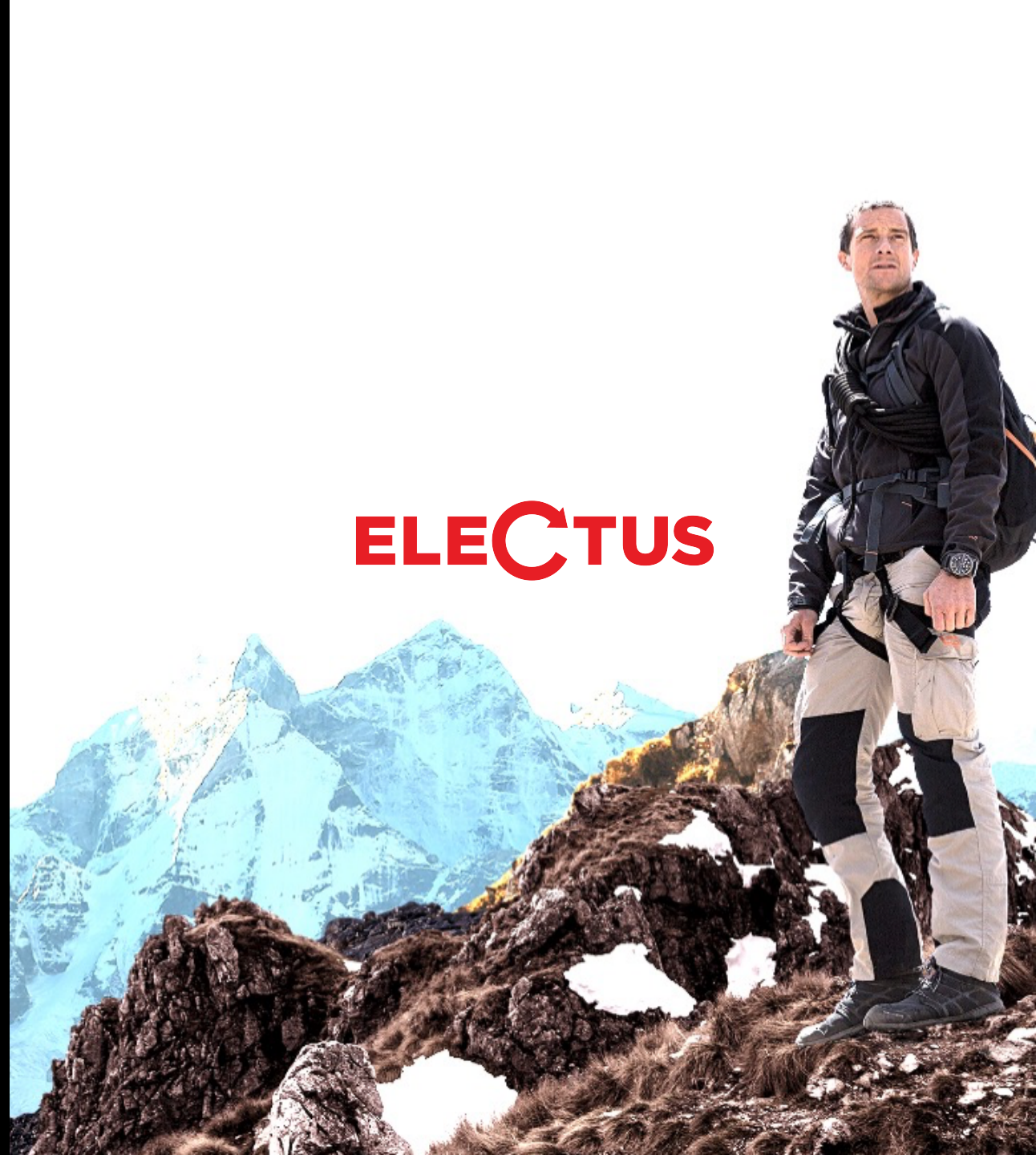
**ELECTUS**



**ELECTUS**

v1

**ELECTUS**

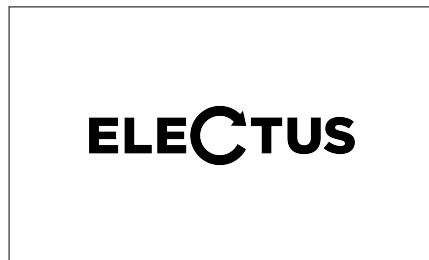


**ELECTUS**









**ELECTUS**

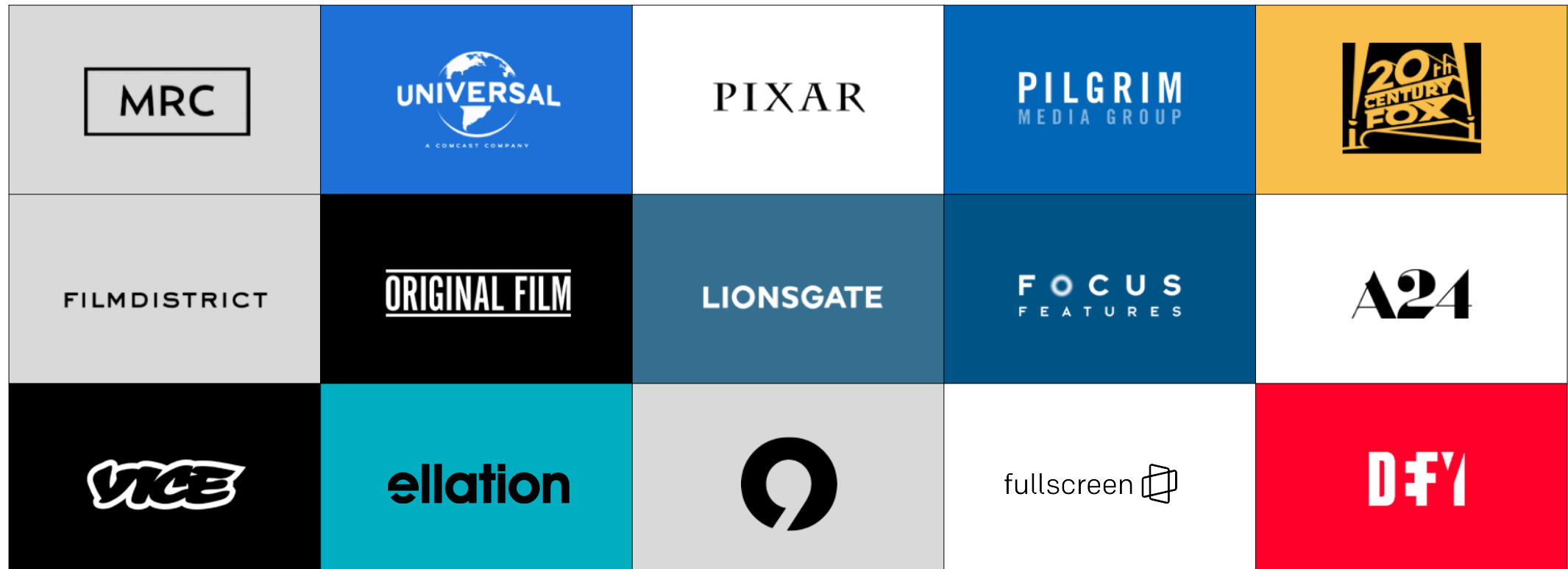
# Landscape



<i>CollegeHumor</i>	<b>DORKLY</b>	<b>DROPOUT</b>
 BIG BREAKFAST		 p2e <small>principato young entertainment</small>

	 UNIVERSAL <small>A COMCAST COMPANY</small>	PIXAR	PILGRIM MEDIA GROUP	
FILMDISTRICT	<u>ORIGINAL FILM</u>	LIONSGATE	FOCUS FEATURES	A24
	ellation		fullscreen 	<b>DIFY</b>

# Landscape



Proposed Logo – v2

***ELECTUS***

v2

Bold, energetic, forward and optimistic.

***ELECTUS***

v2



***ELECTUS***

***ELECTUS***

v2



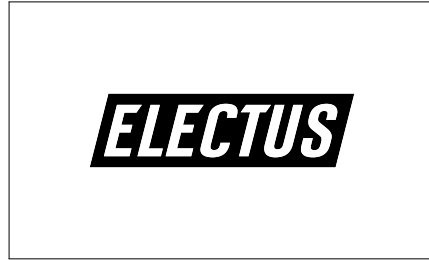
***ELECTUS***

***ELECTUS***



***ELECTUS***

# Landscape



<i>CollegeHumor</i>	<b>DORKLY</b>	<b>DROPOUT</b>
BIG BREAKFAST	notional	p2e <small>principato young entertainment</small>

MRC	UNIVERSAL <small>A COMCAST COMPANY</small>	PIXAR	PILGRIM MEDIA GROUP	20th CENTURY FOX
FILMDISTRICT	<u>ORIGINAL FILM</u>	LIONSGATE	FOCUS FEATURES	A24
<i>VICE</i>	ellation	9	fullscreen	<b>DIFY</b>

# Landscape

