

SOUTH EAST COLLEGE

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**LOGO / BRANDING**



## Problems

Quick Fix Logo

Old Fashioned

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# EXISTING LOGO

# WORDS ASSOCIATED WITH SOUTH EAST COLLEGE LOGO

SUBSTANTIAL

BUSINESS

ESTABLISHED

INTERNATIONALLY  
RECOGNISED

LEADERSHIP

ILM

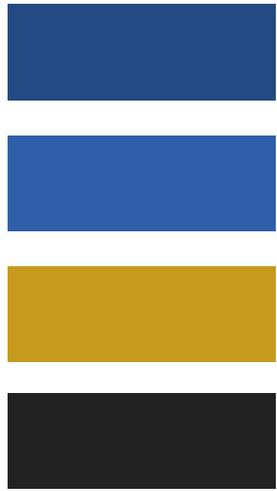
GRAVITAS

MODERN

# REVIEW DESIGN PROCESS

## MOODBOARD

### Colours



### Fonts

Sans Serif

Champagne & Limousines

Serif

Adobe Garamond Pro

### Education logos



### Business logos



Approved Centre



### Education Abbreviations



# CONCEPT 1



**SOUTH EAST**  

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# THOUGHT BEHIND IT

- ▶ Geometric shape gives it a contemporary style
- ▶ Shape Spells the Abbreviation SEC
- ▶ Shape resembles Multi-level office block, a crest & a key
- ▶ Products are often graphically represented as boxes
- ▶ San Serif Font adds to the modern aesthetic
- ▶ Curved edges echo ilm logo



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**COLLEGE**

On dark background



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# Stationery Mock up



Small Format Logo Mock up



For Presentation Purposes only

## Large Format Mock up



For Presentation Purposes only

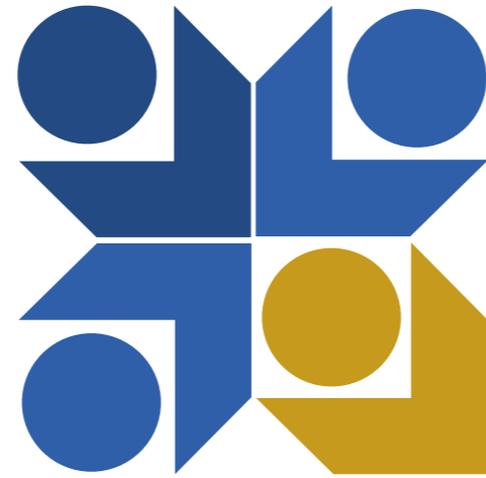


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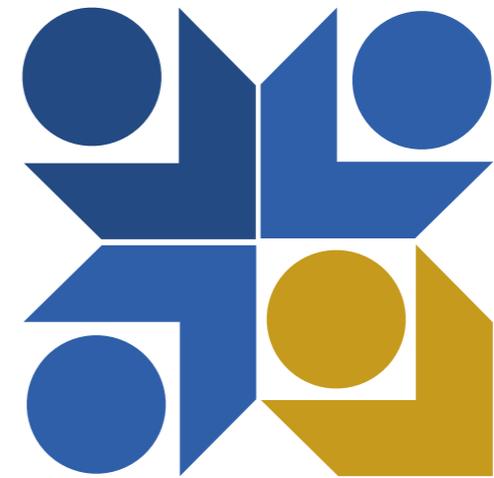
# CONCEPT 2



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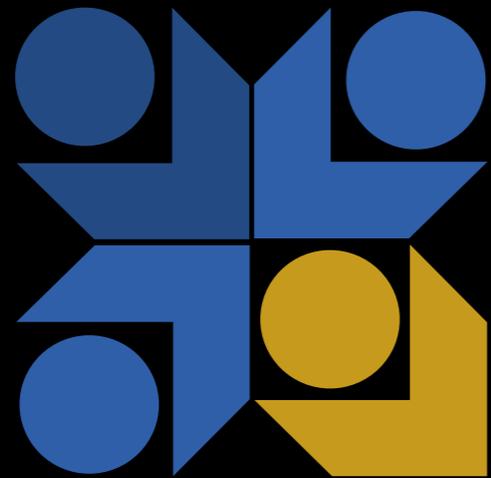
# THOUGHT BEHIND IT

- ▶ Geometric shape gives it a contemporary style
- ▶ Ilm logo also uses mixed geometric shapes
- ▶ Common graphic representation of group work and education
- ▶ Accent colour icon points SE direction
- ▶ Serif Font continues current brand style

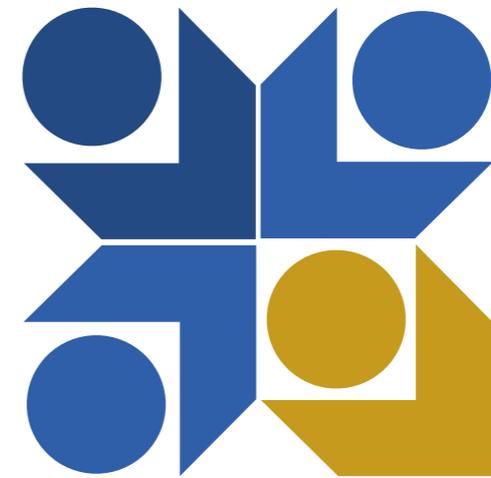


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# Stationery Mock up



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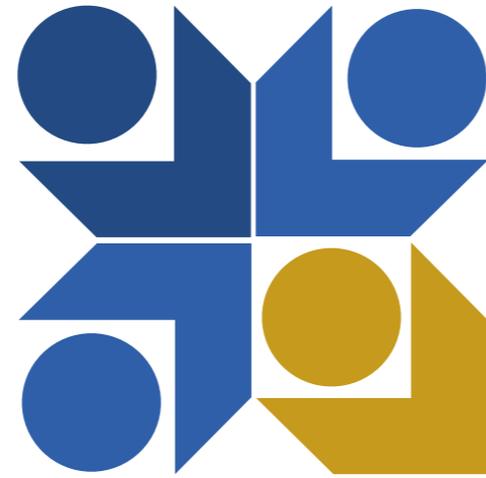


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# Large Format Mock up



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# CONCEPT 3



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## THOUGHT BEHIND IT

- ▶ Contemporary minimalist style
- ▶ Resembles stamp or seal inspired
- ▶ Resembles Office block or levels
- ▶ Upward Movement
- ▶ San Serif Font modern aesthetic



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# Stationery Mock up



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Small Format Logo Mock up



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## Large Format Mock up



For Presentation Purposes only

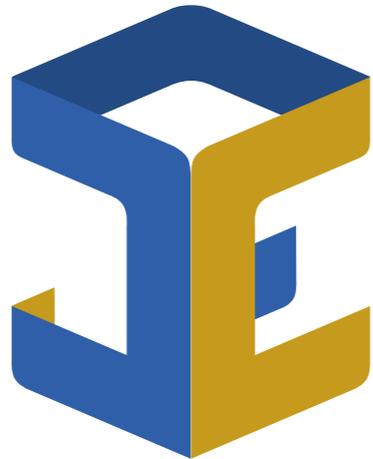


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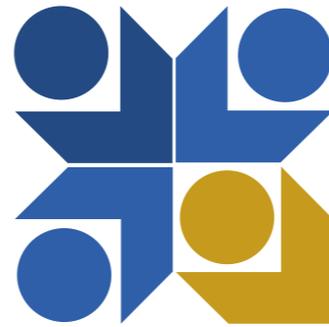
**THANK YOU**



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