



Xpand Branding Submission
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RE-BRANDING 2014

Bold | Clean | Crisp | Professional

These ideas were the foundation for the development of the final re-branding theme for Xpand. This design builds upon the current word mark style logo, by incorporating both word mark and letter mark features. The final result can be seen below.



This logo is crisp and clean. The use of a sans-serif typeface was chosen to reflect a modern and casual feeling. The cleanliness of the design aims to portray an image of professionalism, as if to say “there are no complications, no extra hidden elements, what you see is what you get”.

For many, digital agencies relate to innovative and interesting use of technology. The foundation of this is development, or coding. As such, the colon in this design pays homage to this foundation. The colon is a frequently used symbol in many coding languages. It usually is used directly after a defining statement. It says: “there is more to come here, who knows what the opportunities are”. This has deep symbolism to Xpand. The idea is that the colon signifies an expansion of a simple statement, it provides the starting point for more to come. Just as with recruitment, opportunity knocks, and Xpand is where you begin.

Another important aspect of a re-branding is the colours you chose, as they reflect the environment and feeling you wish to portray. This design utilises four colours as seen below, which build upon the traditional orange of the original Xpand branding. The colours used here are bold, vibrant, fun and energetic. They don’t shy away, they like to stand out.



The following pages show the colour and logo elements combined to create the overall branding theme. This is followed by an example web-page design to illustrate how the different elements can be used together.

x:pand

x:pand

x:pand

x:pand

x:pand

x:pand

x:pand



SALARY GUIDE