

A presentation of



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A Good Reason to Rebrand – *Coming of Age*

In its life cycle, a business may start and experience growth, without necessarily having a professionally designed brand.

However rebranding becomes a crucial step for businesses to be taken seriously as they expand into more aggressive markets. We believe this is where STATWRAP as a brand are at the moment

Product ID A

Spoon & Fork enclosed in Diamond shape

RATIONALE

The **fork and spoon** symbolise food – fresh and ready for consumption.

The **diamond shape** suggests strength, organization and efficiency.

Fonts: **Byom** is a fresh, strong and solid typeface that brings out the feel of the brand's promise to consumers.



RATIONALE

The colours used on the logo have symbolism.

Yellow: The color of sunshine, hope, and happiness, freshness, happiness, positivity, clarity, energy, optimism, remembrance, intellect, honor, loyalty and joy.

Green: Nature, environment, health, good luck, renewal, fertility, service, generosity, and vigor/energy.

A blend of the two colours gives the brand logo its distinctive strong, trusted and fresh personality.



Product ID A

MAIN LOGO



Different Applications

YELLOW ON GREEN

stat  wrap[®]



GREEN ON YELLOW

stat  wrap[®]



WHITE ON GREEN



WHITE ON YELLOW

stat  wrap[®]

The logo for statowrap, featuring the word "stat" in a white, lowercase, sans-serif font, followed by a white icon consisting of a hexagon with a fork and a spoon inside, and then the word "wrap" in the same font, followed by a registered trademark symbol (®).

GREEN ON WHITE



YELLOW ON WHITE



GREEN ON BLACK

stat  wrap[®]

The logo for statowrap, featuring the word "stat" in a green, lowercase, sans-serif font, followed by a green icon consisting of a hexagon with a fork and a spoon inside, and then the word "wrap" in the same font, followed by a registered trademark symbol (®).

YELLOW ON BLACK

stat  wrap[®]



WHITE ON BLACK

stat  wrap[®]



BLACK ON WHITE

stat  wrap[®]





A Good Reason to Rebrand – *Need to differentiate the business from competitors.*

Many industries are very competitive and have a large "middle tier" ie; where the majority of businesses sit in terms of competitive advantage. Usually the Mid Tier is undifferentiated and most businesses struggle to demonstrate an advantage in service as is the case in industry where Statwrap falls.

Product ID B

Stylised curls in a box

RATIONALE

The **stylised curls** symbolise the wraps - foils and films

The **box** suggests food containers in general

Fonts: QUARTZO DEMO BOLD is bold and stands out, amplifying the strength of the product/brand.



RATIONALE

The colours used on the logo have symbolism.

Red: Is associated with meanings of sensitivity, joy, strength, leadership, courage, action, vibrancy, radiance and determination.

Green: Nature, environment, health, good luck, renewal, fertility, service, generosity, and vigor/energy.

Lime Green: Inspires self-confidence and security, healthy. It creates a feeling of anticipation.



Product ID A

MAIN LOGO



Different Applications

RED ON GREEN



RED ON LIME GREEN



GREEN ON RED



LIME GREEN ON RED



WHITE ON GREEN



WHITE ON LIME GREEN



WHITE ON RED



GREEN ON WHITE



LIME GREEN ON WHITE



RED ON WHITE



GREEN ON BLACK



LIME GREEN ON BLACK

STAT  **WRAP[®]**



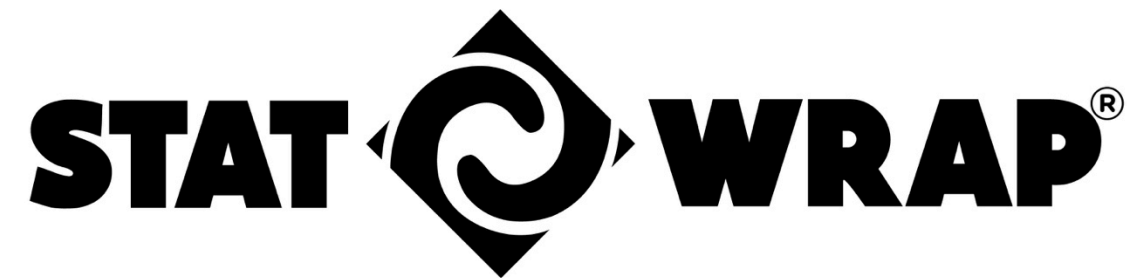
RED ON BLACK



WHITE ON BLACK



BLACK ON WHITE





A Good Reason to Rebrand – *Rationalisation*

As a business grows it develops or acquires various products and services, some of which develop into company brands. Often this organic brand growth can result in a complex and confused brand clutter not to mention a fragmented and expensive trail of advertising and media proliferation.

Rationalisation and consolidation through rebranding has the power to transform this cluttered brand mish mash into an effective marketing tool and achieve renewed brand impact and strong growth.

Product ID C

Food box enclosed in a circle of wraps

RATIONALE

The **food container** is self explanatory. It also looks like the Statwrap containers.

The **circle wraps** show the symbolic security of using the foils and films.

Fonts: ***Reeler*** has a way of standing out as neat, strong and classy.



RATIONALE

The colours used on the logo have symbolism.

Yellow: The color of sunshine, hope, and happiness, freshness, happiness, positivity, clarity, energy, optimism, remembrance, intellect, honor, loyalty and joy.

Green: Nature, environment, health, good luck, renewal, fertility, service, generosity, and vigor/energy.

A blend of the two colours gives the brand logo its distinctive strong, trusted and fresh personality.



Product ID A

MAIN LOGO



Different Applications

YELLOW ON GREEN

statwrap[®]



GREEN ON YELLOW

statwrap®



WHITE ON GREEN

statwrap[®]



WHITE ON YELLOW

stat  **wrap**®



GREEN ON WHITE

statwrap®



YELLOW ON WHITE

statwrap[®]



GREEN ON BLACK

stat  **wrap**®



YELLOW ON BLACK

stat**wrap**[®]



WHITE ON BLACK

stat  **wrap**®



BLACK ON WHITE

stat  **wrap**®

The logo for statwrap, featuring the word "stat" in a bold, lowercase, sans-serif font, followed by a circular icon with a stylized white building or structure inside, and the word "wrap" in a bold, lowercase, sans-serif font, followed by a registered trademark symbol (®).





THANK YOU

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