



eye on Corporate Identity

One of Eye Integrated Communications' strengths as an agency is our experience and expertise creating memorable corporate identities.

Corporate Identity is one of the most important components of a company's brand, because a corporate identity gives physical representation and symbolism to the brand – its mission, goals, core values, culture, position, and purpose.

Corporate identities are about much more than just a logo. Every component—the themes, colors, fonts, and motifs—must have a purpose and a meaning in order to ensure that the audience will understand, accept, and embrace it. Additionally, each of these components must be researched and tested for originality within the market, and for functionality in the various applications they will inhabit.

Though this process can seem subjective, exploring the functional aspects of these components is actually a straightforward and objective process. As just one example, before we suggest a font we ensure consistency by testing its legibility in a variety of media – on paper, in browsers, and even on fabrics. We test everything we propose *before* we propose it.

The following is just a sample of our best Corporate Identity work. To see more, visit the Portfolio section of our website, www.eyedidit.com.



Handy Helpers

This logotype—for a regional home improvement service—utilizes heavy, simple shapes and fonts to convey a friendly appearance. The graphic figure created by the H adds an important element: the toolbox is used to identify different aspects of Handy Helpers' business, such as electrical or roofing services. The blues and yellows in the logo were chosen to support the friendly feeling by adding a pleasant contrast to the service-based nature of the business.



Patheon

In 2008, Patheon reaffirmed their commitment to their customer base by focusing on creating a consistent customer experience. As a company built primarily through acquisitions, with multiple iterations of past identities, their first step was aligning their corporate image. Our solution was a mark that illustrates Patheon's ability to provide solutions for customers' manufacturing and development challenges. The "P" mark communicates a continuous path of service for all of Patheon's customers, while the green color sets Patheon apart from other companies, as our research indicated that green has historically not been used by other competitors in their industry.



InnerBanks Capital

This identity—for a private equity firm focusing on real estate opportunities—uses a bridge and waterway to make a strong connection to the coastal North Carolina region this company calls home. In addition, the bridge also symbolizes the connections the company helps make between investors, as well as a way to pass over uncertainty, here represented as the moving water. The dark blue and green colors were chosen because they are traditionally associated with trust and security.



Prosurity

Elite Financial Group was a company with very little brand equity. Their name and logo suggested nothing about the company's mission to provide security in all aspects of their customers' lives. Eye Integrated was contracted to thoroughly redefine their presence in the marketplace. Our first step was to create a new name that better reflected a positive, stable image: Prosurity. We then built a logotype around the torch, a timeless symbol of guidance and endurance. Finally, we chose a color palette that was similar to other well-established brands in the industry, to help connect consumer familiarity with this new brand.



Foxfire

Foxfire Golf Resort is nestled in the rolling hills of the Carolina Piedmont, with picturesque vineyards in every direction. We developed an identity that captured the essence of the classic beauty this resort has to offer by using a detailed carved-wood illustration style and focusing on the foxfire grape as a visual motif. The red and orange used in the logotype brought to life the seasonal colors of the vineyard foliage.

To find out more about these and other Eye Integrated projects, visit www.eyedidit.com/portfolio/identity

To discuss what Eye can do for your business, contact Gray Hines at 252 353 0722.