

# 360Bid



Outlaw Creative  
Brand Identity proposal

**Design, the silent ambassador.**



# 01 / The Refresh

Integrity preserved; vitality infused.

The Refresh highlights 360's unique position in the marketplace, reinforces its value, and provides a new perspective for what lies ahead for the business.

Whilst the rudimentary aspects of the visual brand remain clearly intact, the text has been slightly altered to lean further into the circular motif.

In both versions of this Refresh, the concept of separating the service (bid writing) from the precursing brand name (360) has been explored. This simplification comes in light of the language used by the team at present – Andrew, Teresa, and Shaun referring to themselves and the brand as '360'. This also provides ample room for additional services to be added to the 360 offering that are not explicitly related to bidding.



# 01 / The Refresh V.1

Integrity preserved; vitality infused.

Mimetic of 360's original logo form, this version of the Refresh houses a softer and more rounded font choice, adding an increased sentiment of modern simplicity. Thus, the design visually communicates 360's capacity to simply and succinctly provide clarity and create order for businesses who require assistance in more than one area.

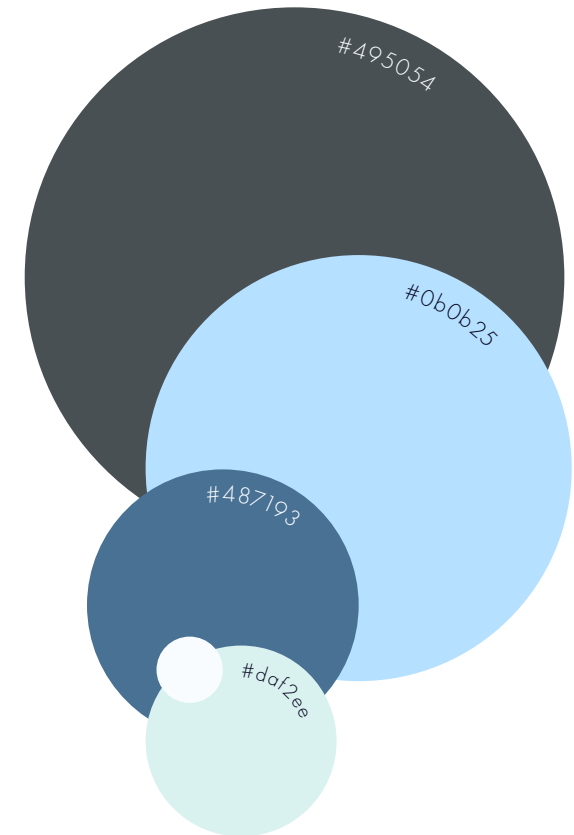
The corporate associations with the colour palette exude a sense of authority, which the 360 team have, whilst the juxtaposing font weights visually distinguish the brand from the service they provide.



Logo Marque



Colour Scheme



Sub-brand logos



Typography Pairing

Logo Font 01 - Brandon Gotesque - Bold

**A B C D E F G H I**  
**J K L M N O P Q R**  
**S T U V W X Y Z**

**a b c d e f g h i**  
**j k l m n o p q r**  
**s t u v w x y z**

**1 2 3 4 5 6 7 8 9 0**  
**! ? . £ & \***

Logo Font 02 - Brandon Gotesque - Bold

A B C D E F G H I  
J K L M N O P Q R  
S T U V W X Y Z

a b c d e f g h i  
j k l m n o p q r  
s t u v w x y z

1 2 3 4 5 6 7 8 9 0  
! ? . £ & \*

Body Font - Futura PT Light

A B C D E F G H I  
J K L M N O P Q R  
S T U V W X Y Z

a b c d e f g h i  
j k l m n o p q r  
s t u v w x y z

1 2 3 4 5 6 7 8 9 0  
! ? . £ & \*





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# 01 / The Refresh V.2

Integrity preserved; vitality infused.



This version of the Refresh keeps the original 360bid colours and font choice intact but adds a further dimension to the brand by incorporating a mark that represents a unique fingerprint.

Like the needs of a business, every fingerprint is unique. No one else in the world has the exact same set of ridges and lines that you have on your fingers. Just as fingerprints even differ between identical twins, the complex make up of each and every company is completely unique to them and them alone.

360 not only understands this, but their agility and knowledge allow them to cater to every specific requirement, regardless of industry.

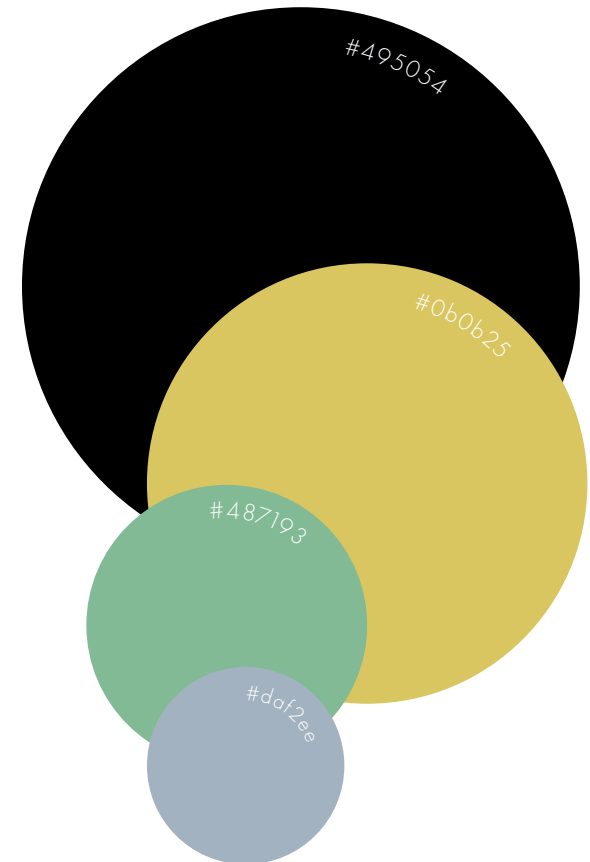
**Their solutions are as unique as their customers.**



Logo Marque



Colour Scheme



Typography Pairing - Continued use of current logo typeface

Logo/Header Font - Korolev - Medium

A B C D E F G H I  
J K L M N O P Q R  
S T U V W X Y Z

a b c d e f g h i  
j k l m n o p q r  
s t u v w x y z

1 2 3 4 5 6 7 8 9 0  
! ? . £ & \*

Body font - Gill sans - Light

A B C D E F G H I  
J K L M N O P Q R  
S T U V W X Y Z

a b c d e f g h i  
j k l m n o p q r  
s t u v w x y z

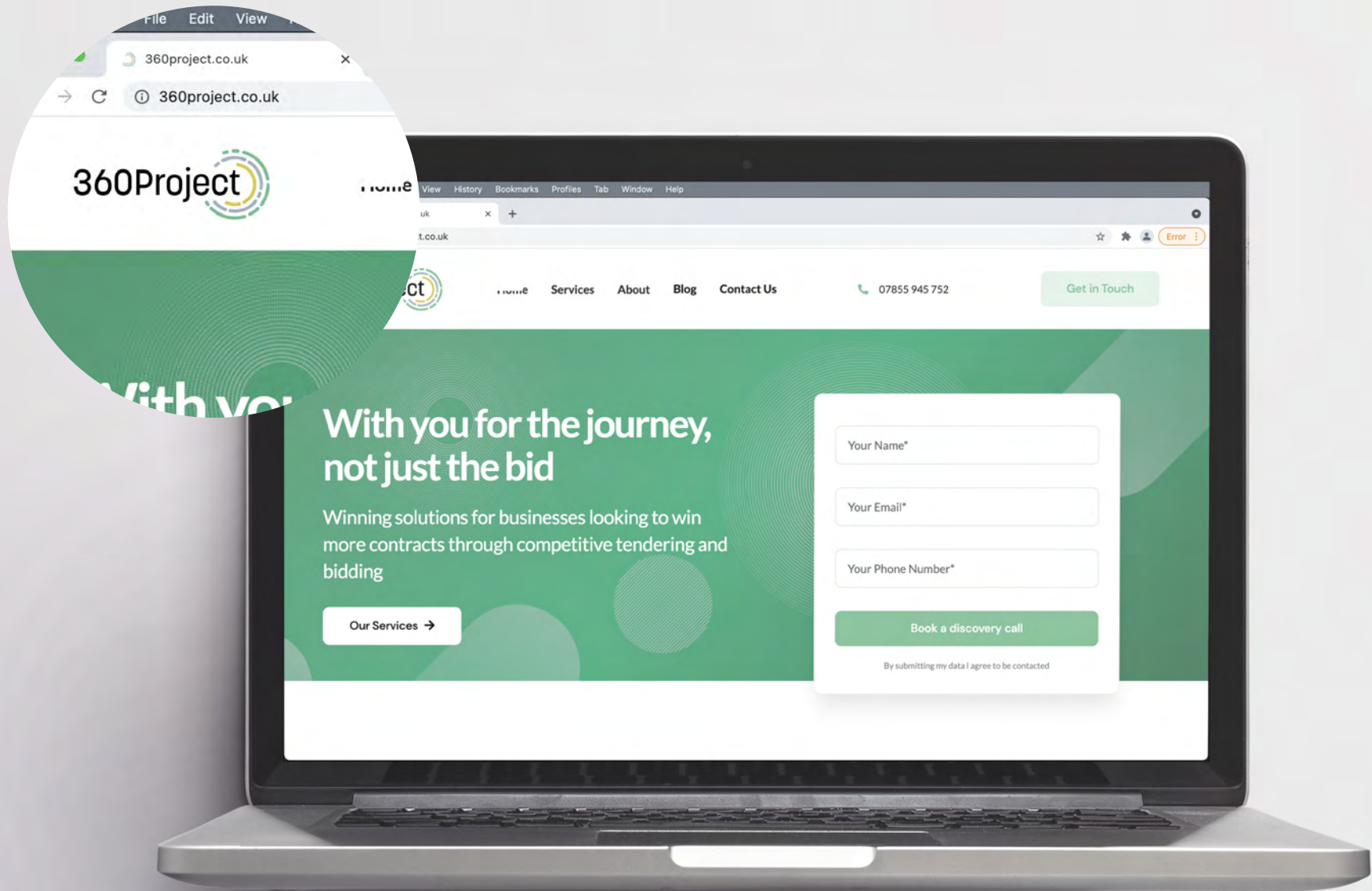
1 2 3 4 5 6 7 8 9 0  
! ? . £ & \*





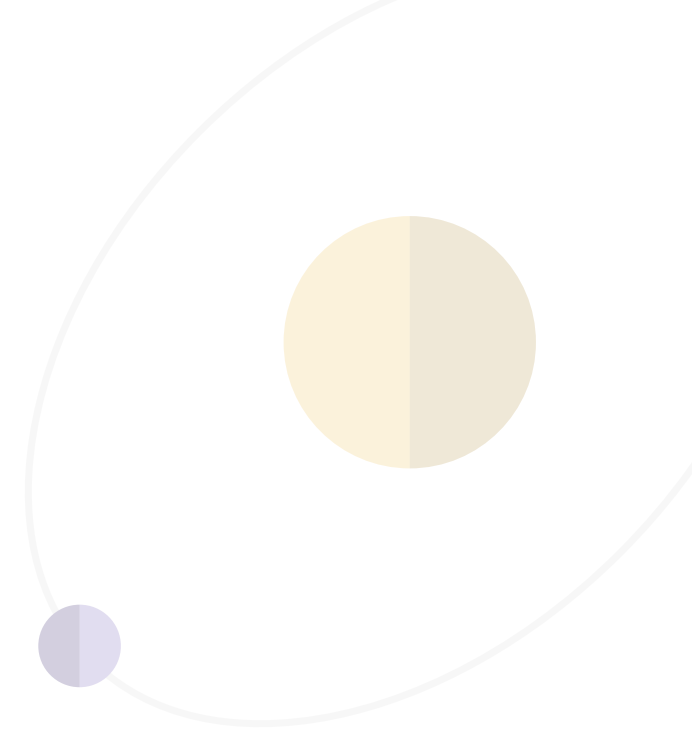
**360Project**

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# 02 / Cosmic Balance

Complex systems, fine-tuned.



In orbit, you're keyed up and aware of everything going on. Every little noise, each slight movement, anything that may have special meaning because of where you are is noted and accounted for.

Not everyone has this awareness.

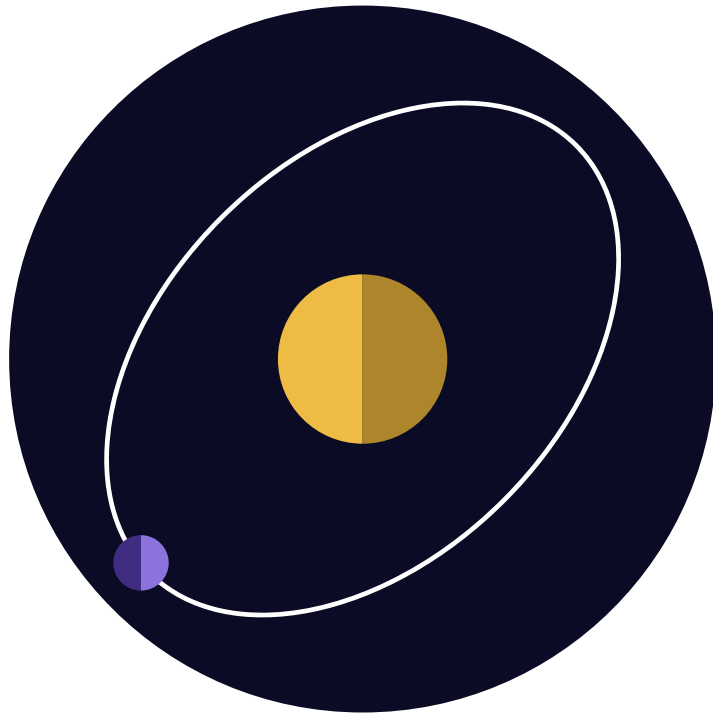
## **Three Sixty does.**

With infinite space available for innovation and discovery, Three Sixty will be able to expand their services logically by placing them within the wholly rational solar system framework.

The simple to understand visuals rest in contrast to the complicated range of products and services on offer – a visual representation that chaos can be ordered, and made harmonious, when the space is navigated by those with the necessary intelligence and expertise.



Logo Marque



Colour Scheme



Typography Pairing

Logo Font - Dashiell Bright - Bold

**A B C D E F G H I**  
**J K L M N O P Q R**  
**S T U V W X Y Z**

**a b c d e f g h i**  
**j k l m n o p q r**  
**s t u v w x y z**

**1234567890**  
**!?.£&\***

Header Font - Futura PT Light

**A B C D E F G H I**  
**J K L M N O P Q R**  
**S T U V W X Y Z**

**a b c d e f g h i**  
**j k l m n o p q r**  
**s t u v w x y z**

**1234567890**  
**!?.£&\***

Body Font - Futura PT Light

A B C D E F G H I  
J K L M N O P Q R  
S T U V W X Y Z

a b c d e f g h i  
j k l m n o p q r  
s t u v w x y z

1234567890  
!?.£&\*









### Elegance

There is beauty in simplicity. Innovation may get you noticed but elegance will have you remembered.

Struggling to create a functioning space pen, legend has it that NASA spent over a million dollars producing a pen that could write at any angle, on any surface, at temperatures ranging from below freezing to over 300°C.

Faced with the same problem, the Russians used a pencil. Rudimentary in form, economical in production, ingenious by comparison.



### Humility

We are mercurial.

Mercury might not be the biggest planet in our solar system, in fact it's the smallest. But damn, is it fast.

We're a bit like good ol' Mercury: our size and structure means we're swift and nimble, but we always remember our place. We get here to serve our clients needs, not the other way about.

We don't need to be seen as the biggest, the smartest, or the fanciest. We exist to provide the right solution at the right time.



# 03 / Instrument of Success

All-encompassing technical navigation.

Precision of the highest degree is obtained through absolute quality and unfaltering accuracy. It requires knowledge of an entire system and insight as to how each element works in relation to another.

The Three Sixty team have an excellent track record of harnessing this knowledge for the good of their clients – providing the necessary technical navigation to bring their clients to a position of success.

Derivative of a compass and its full range of motion, the logo mark visually communicates the Three Sixty brand and its capacity for agile movement and navigation across multiple areas of business.

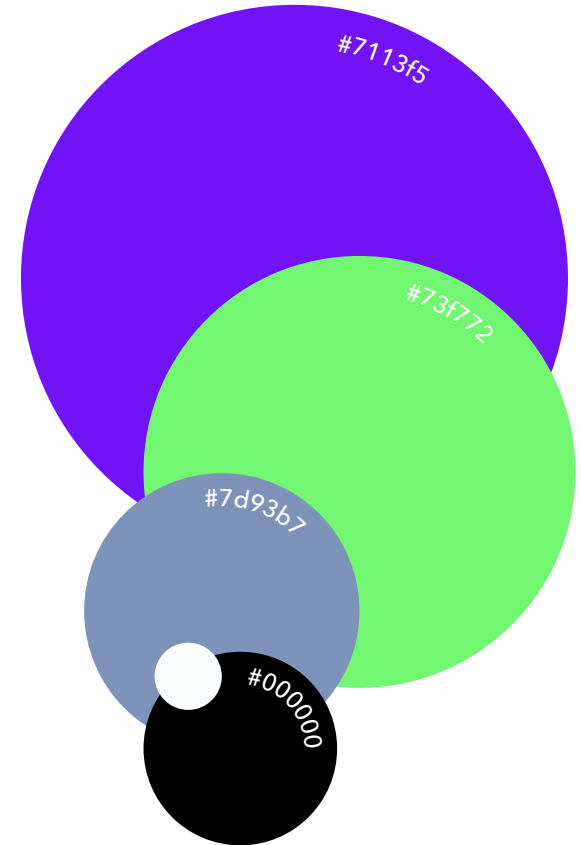
The chosen colour palette and simplistic form deliberately includes corporate connotations in order to attract the right audience and stand out within the marketplace.



Logo Marque



Colour Scheme



Typography Pairing

Logo/Header Font - Avenir Next Bold

**A B C D E F G H I**  
**J K L M N O P Q R**  
**S T U V W X Y Z**

**a b c d e f g h i**  
**j k l m n o p q r**  
**s t u v w x y z**

**1 2 3 4 5 6 7 8 9 0**  
**! ? . £ & \***

Body font - Avenir Next - Medium

A B C D E F G H I  
J K L M N O P Q R  
S T U V W X Y Z

a b c d e f g h i  
j k l m n o p q r  
s t u v w x y z

1 2 3 4 5 6 7 8 9 0  
! ? . £ & \*







**Thank you,  
thank you very much.**

