



portfolio

Cray, Inc.

Academic - Business Identity System

Individual Project

Skills Used: Research, Self-management, Time Management, Planning and Organizing, Iteration Process

Software Used: Adobe Illustrator, Adobe Photoshop, Adobe InDesign

Content Strategy

Background

Cray, Inc. is a supercomputer solutions manufacturer based in Seattle, Washington. Currently it is the second largest worldwide supercomputer vendor. The current logo for Cray, Inc. is the same it's been since its conception in 1972, and now doesn't reflect the cutting edge technology the company produces.

Opportunity

Since 1972, there have been many changes in logo design, especially with the rise in digital media such as the Internet. With an updated logo and identity system, Cray, Inc. can unify its brand with their drive to be the front runner of new technologies.

Solution

The tone of the new logo must convey Cray, Inc.'s commitment to science and technology, driving both into a new era of computing power. In addition to this, the new logo must also convey the, "simple elegance," that Cray, Inc. provides clients.

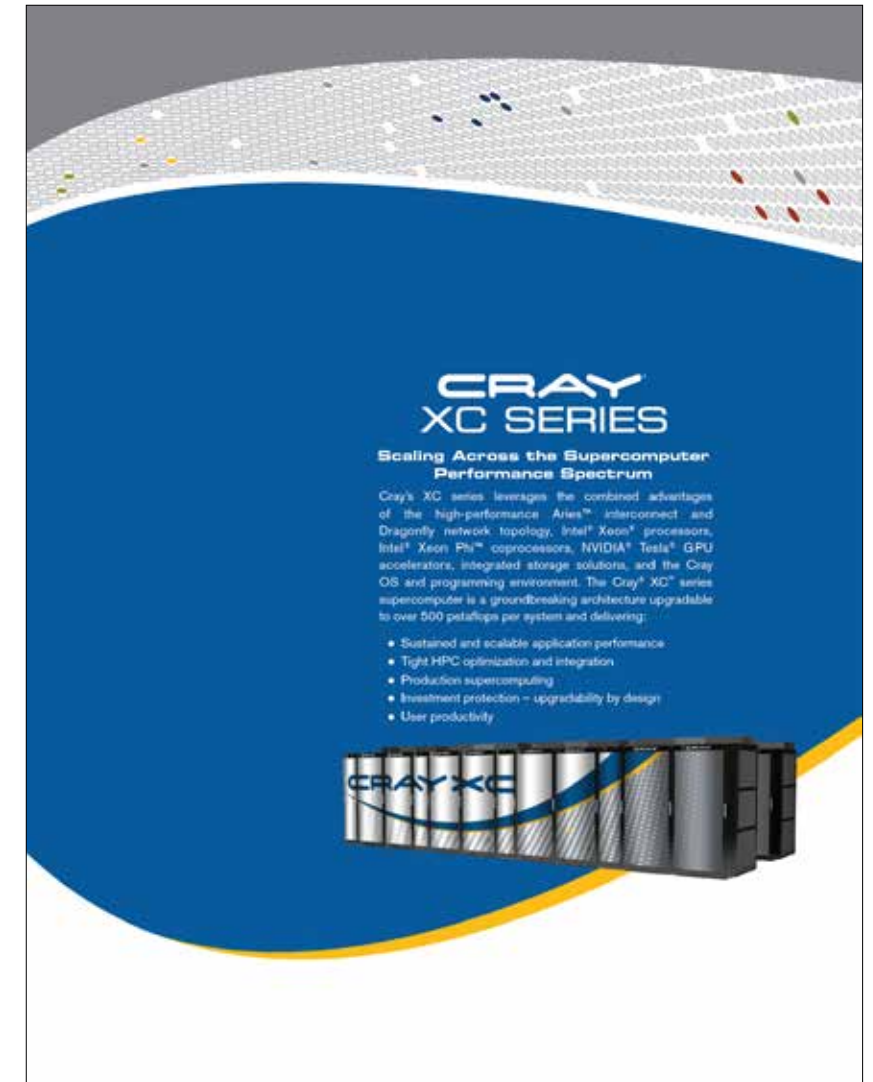


Existing Logo and Print

Logo



Brochure



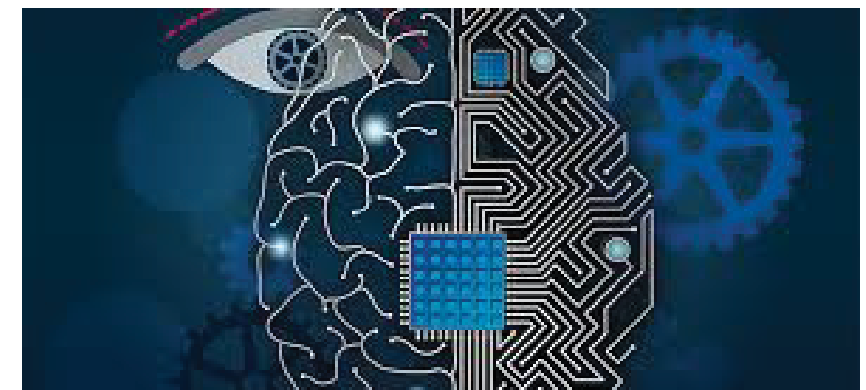
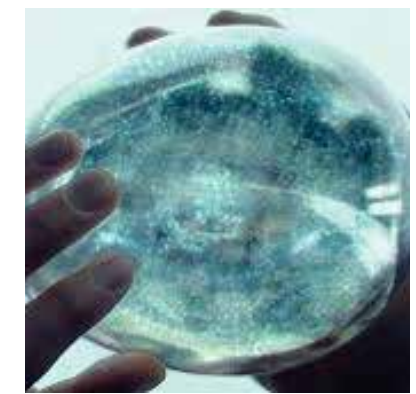
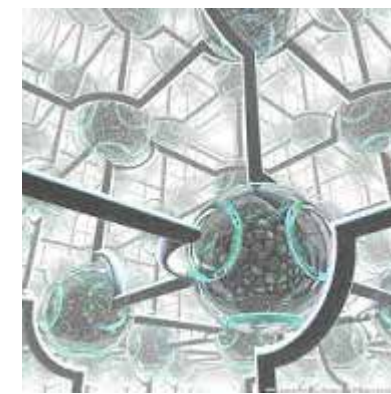
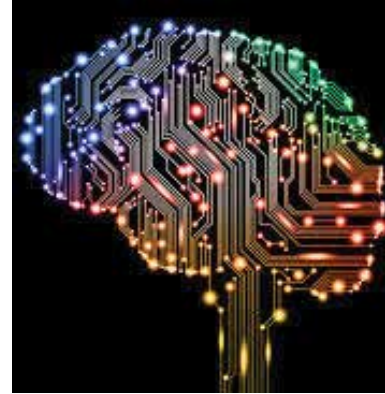
Cray, Inc.

Inspiration

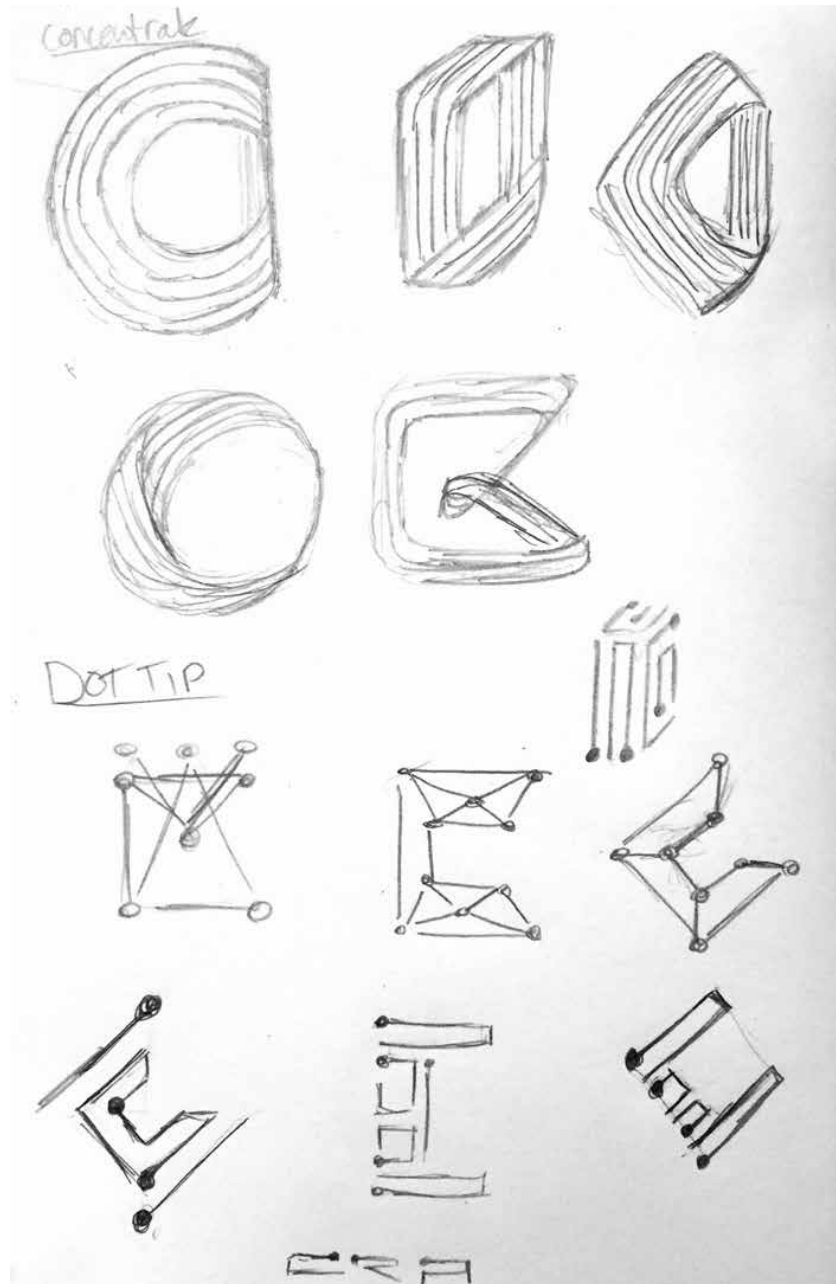
Word List

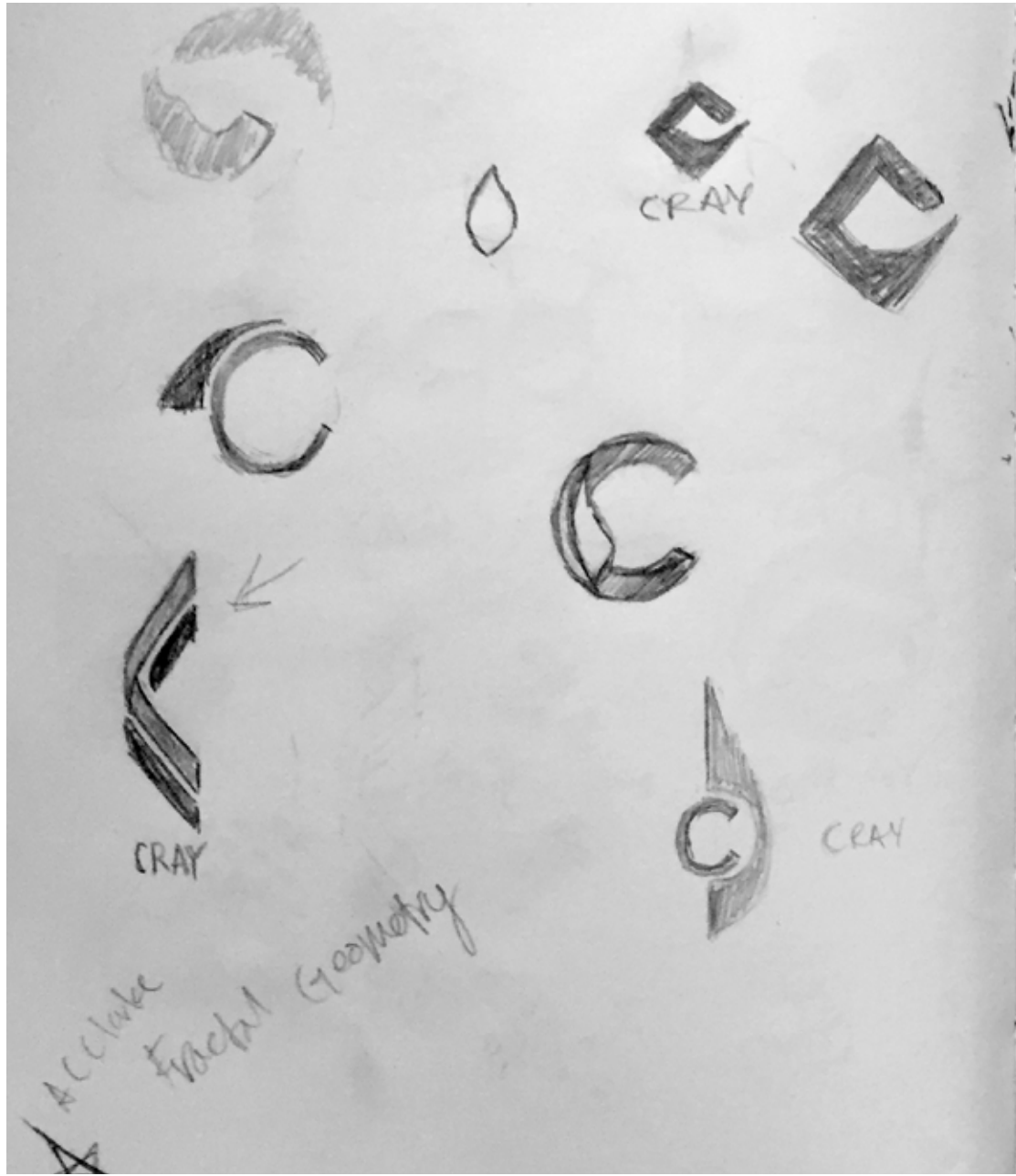
Reliable
Solution
Performance
Productive
Sophisticated
Successful
Trusted
Secure
Full Potential
Fast Computations
Position for Future
Connected

Images



Sketches





Cray, Inc.

Logo Concepts



CRAY



CRAY



CRAY



CRAY

Final Logo Design



Cray, Inc.

Logo Concepts

Typeface

CRAY
Eurostyle Extd., Regular, 40 pt.

Color

RGB 107, 198, 239

CMYK 94, 63, 12, 1

HEX #00629E

RGB 147, 149, 152

CMYK 0, 0, 0, 50

HEX #939597

Business Cabinet



Cray, Inc.

Letterhead and Folder



Business Card and Envelopes



Cray, Inc.

Additional Collateral

USB Drive



Mugs



Product Application



Cray, Inc.

Brochure Style Guide

Typeface

TITLE

Avenir, Black, All Caps, 37 pt

SECTION HEADER

Avenir, Black, All Caps, 20 pt.

SUB HEADER

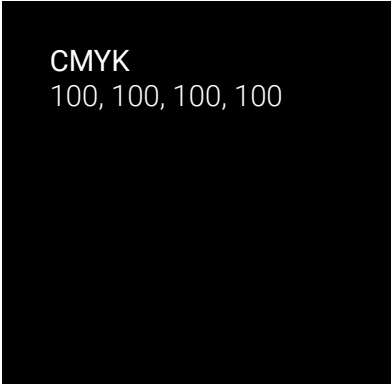
Avenir, Black, All Caps, 20 pt.

Body Copy

Lorum Ipsum Ehendamus aut aut labo. Beatut aut quaspici beatut adi ipienistotas que volorescid unt. Corempeditis unt alita niae cum et ut adit volorrovit laboremdus essi dis evelese ctature pore ne laccabore quis dolorpos volupti onectiae qui con eatempe dolupta comnimil idenet maximint vel endebis maximodis sus et ea conem fugia.

Avenir, Book, 8 pt., Leading 9.6 pt.

Color



Brochure

