

Pulsar Logo Case Study

www.pulsar.co.ke

Stellar work for brands that want to be seen in a different light.

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Introduction

It is often recommended that doctors shouldn't treat themselves or close family members. Pulsar Limited is one such case we had to break the rules for. After all, we've eaten enough apples to keep the doctors away.

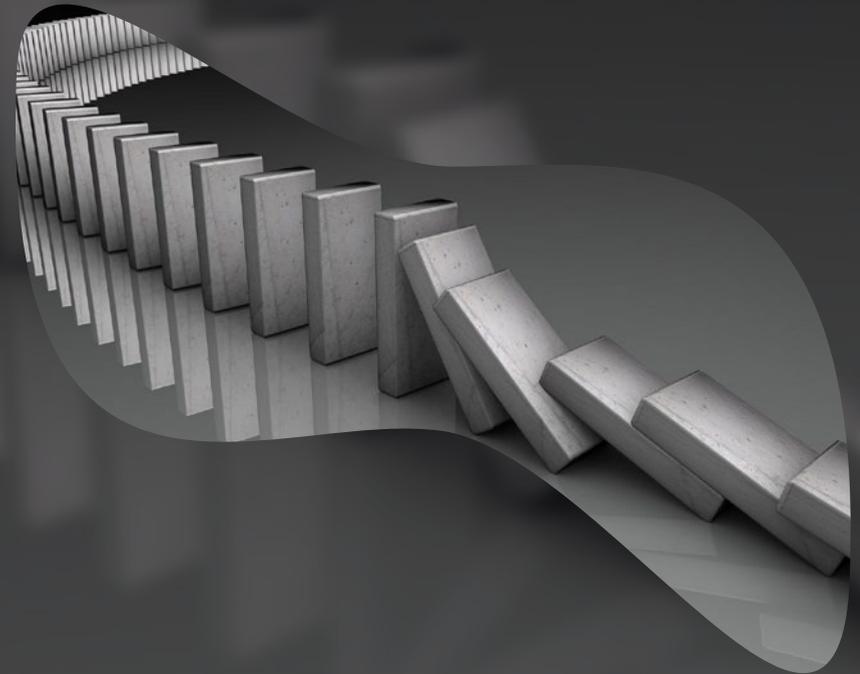


Brand Background

Pulsar Limited is a creative agency based in Nairobi, Kenya. Our work is oriented towards identity design, print advertising and creating digital presence for brands.

Pulsar believes in [process](#), a series of actions that yield a particular result. Process is a science, creativity is an art. This is the unique selling point of the brand, you entrust your brand with us, you get stellar results.

The challenge in designing an identity for yourself is really knowing your strengths and weaknesses. Addressing this gives you a competitive edge.



The Brief

The process began by finding a suitable name that would really represent the brand's ideals. The naming process can prove to be quite difficult as you have to sift through hundreds of suitable names to settle on one. Behind the name is usually a deeper meaning. Pulsar is short for a Pulsating Radio Star whose pulsating beams of light are said to be very precise. First the science, second the resulting beauty.

The marketing agency space is becoming competitive with smaller agencies cropping up. What then would make Pulsar stand out from the rest of the agencies? Brands are looking for partners and long-term solutions for their success, and this is exactly what we offer. When one comes on board, we see ourselves as a marketing partner for your brand.

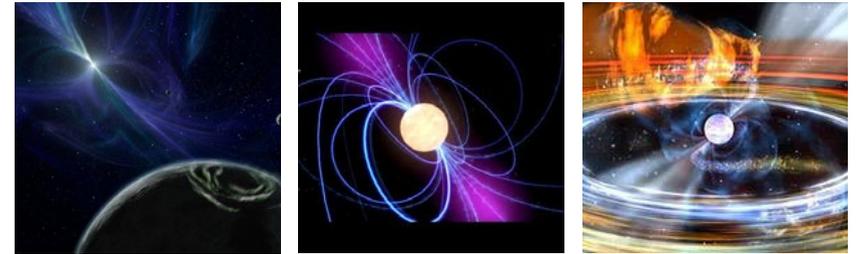
The brand identity then needed to represent these ideals. The creative journey from here on was one exciting adventure.



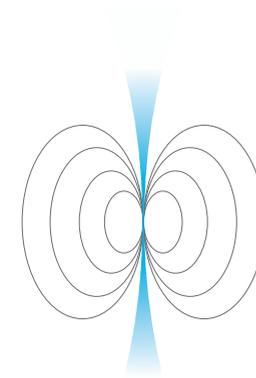
A journey through space and time

Inspiration

What then would represent the two key ideals from Pulsar? We looked to the stars once again. The Pulsars to be specific. The images on the left show the emission of light in two distinct directions. This for us is an analogy to success, both for the client's brand and our brand.



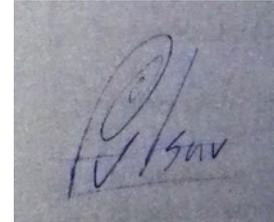
Images of the Pulsating Radio Star



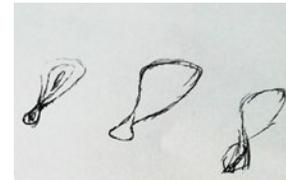
What we see is a channeling of resources, that yields success in both directions i.e. of the client and ourselves.

Rough Drafts & Sketches

The process continues to the design phase where we begin with sketches.

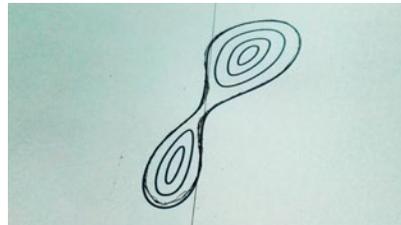
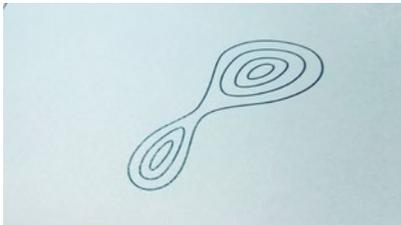
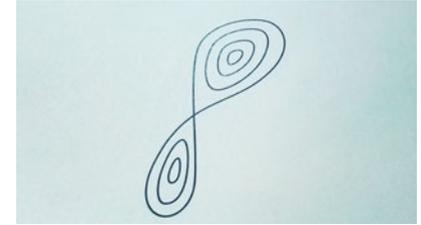
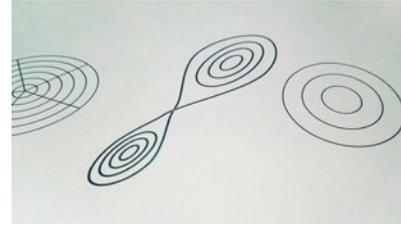
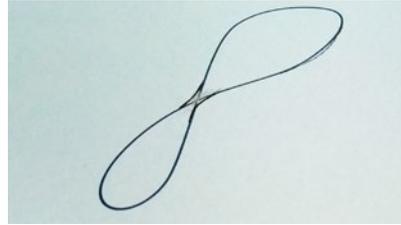


There were several iterations but we'll focus on the ones closer to the concept



We were edging closer to the finished product but still felt far away. Time to take a step back and build upon this concept. The "P" needed a better icon.

Coming to Life



We needed to restyle the "P" to resemble our source of inspiration and brand ideals. Perfection takes time and requires patience. The design was a test to our attention to details. From paper to screen back to paper and back to screen. The end result was our unique brand signature

The Creation

The creation of Pulsar's Brand Identity was a journey of many weeks. The result is a unique landmark which is a representation of two ideals coming together; that is us and our customer. The result is *something stellar*.



The Brand Signature

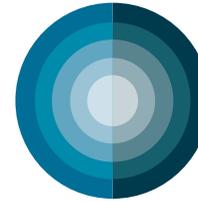
Guidelines

Guidelines ensure Pulsar's Brand Identity is used consistently in all forms of communication. This consistency yields association with the brand and accrues brand equity.

Developing these brand guidelines was the next stage in the process.

The logo guide highlights acceptable name use, acceptable colour usage, acceptable variations of the brand identity, special usage, and restrictions and modification mistakes that must be avoided at all times.

To prevent any clutter when placing the logo in any publication, the guidelines indicate the clearance area required. The minimum size of the logo allowed is shown to ensure legibility across various publications.



Pantone 7705 C
CMYK 100.47.26.4
RGB 0.110.150
HEX #006E96

Pantone 548 C
CMYK 100.64.51.43
RGB 0.59.76
HEX #003B4C



Grayscale



Ensure a clear space [x] which is equal to the size of the bottom oval as indicated



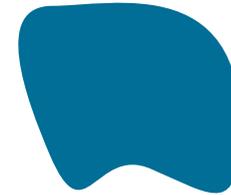
Example of Unacceptable Use of the brand signature

The Style

We continued to build upon the identity system. We needed a style to match our identity. The style needed to be flexible to represent our agility as a core value.

The primary style element is adaptive and responsive. The secondary style element showcases how the primary brand elements can co-exist with each other in harmony.

Simply put, the analogy here is our ability to partner with organisations of various sizes and different strengths. Pulsar adapts to your needs and in the process we grow your brand to be agile as well.



Primary Style Element



Secondary Style

Collateral & Stationery

Really, this is one of the exciting parts, watching the style in action. The primary element allows evolution in a creative manner and uniqueness to every design. Here is an example of a print advertisement layout.



Be seen in a different light.

Branding is at the core of every business.
When Brands are looking to stand out, Pulsar offers talent cutting across multiple fields. What your brand gets in turn is a one-stop solution for your brand marketing needs

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The Launch

Pomp and colour... nay! Ours was simple. An email to our previous clients informing them of our new identity, our new purpose and direction. We'd love for our brand to gain traction and grow in a simple manner. This helps us in building better and deeper relationships.

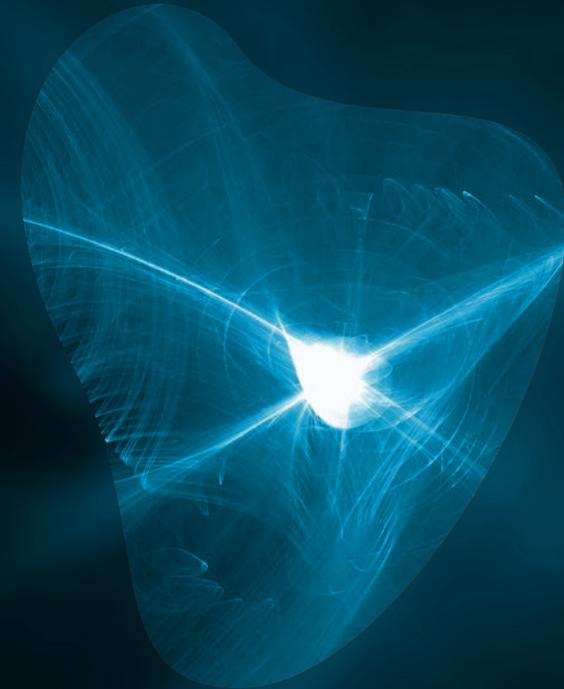
We received lots of feedback, congratulatory messages and we look forward to continue working with them.



Key Takeaways

We will let you be the judge on this. Did the logo meet the iconic standards?

- Did we keep it simple?
- Was it relevant?
- Did we incorporate tradition?
- Did we aim for distinction?
- Did we commit to memory? (First impressions are lasting impressions)
- Is it usable at all times? Think Small (favicon)
- Did we stay focussed on one thing?



Brand Ambassador's Take

When coming up with a new brand identity, the core focus was on building new partnerships. Brands are today faced with a myriad of choices as to which agency to work with. Why would one work with Pulsar Limited? Process. Knowing what to expect alleviates risk and gives our clients a sense of security when partnering with us. Further, we are with you as our client for the long haul.

We believe in stellar work and when you choose Pulsar, you choose a partner with whom you can grow your brand together.



If you are looking to establish a solid foundation for your brand, look no further than Pulsar. Our Start-up Solutions are a result of years of experience perfect for any business size. We promise a stellar future.

[View Our Startup Packages](#)



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