



Client

Retail Specialist Inc. (RSI)

RSI is an established distributor of global clothing and footwear brands in the Philippines, with over 20 years of extensive experience and expertise in the market to address the constantly changing needs of the Filipino consumer. Among the brands they carry are Florsheim, Naturalizer and Bossini.

Project Name

Retail Specialist Inc. Corporate Identity Rebranding

Project Timeline

March 2011 – May 2011

Scope of Work

Retail Specialist Inc. was looking to promote their company by putting up a website that will showcase their services and the brands they carry to the international prospect clients. However, there was a much more important and immediate need that will help the company improve in terms of image: identity rebranding. A new logo development came into play and will have completely changed the image of RSI. Along with that came the need for marketing collateral which they can hand out to their prospect clients. The team was given four weeks to finish this project.

TeamAsia provided the following services:

- Logo Development
- Logo Style Guide
- Corporate Profile (one-fold brochure)

Creative Concept

Brands like Florsheim, Naturalizer and Bossini already have their trust RSI to distribute their products in the Philippines because they have the expertise, the knowledge, the network, and the people to understand the brand and to connect its customers in the country. The objective of RSI is to bring in more of these international brands to the Philippines and help them position their brand in the country.

To be able to effectively communicate the new RSI brand, TeamAsia conducted a visual research in the industry and searched for competitor logos, ensuring that the RSI logo will position itself uniquely from the rest.

TeamAsia's creative team conceptualized and sketched possible images that can fit the description of the client. The team came up with the creative handle: "The Global Carrier" to be able to communicate the brand of the company.

The company's ability to evolve with the changing tastes of the Filipino customer, the dynamic and accomplished individuals that make up the management team, the optimal retail environment that RSI builds for your brand, and RSI as the forefront of delivering quality products of top global brands for over 20 years. Their commitment to being a key player in the robust local retail industry are all symbolized by the shape of a sphere.



Logo Rationale

The spherical shape denotes the company's vision of providing global brands to the Philippine market and its adherence to the global standards of its brands.

The multi-colored curves inside the sphere represent the company's existing brands. The colors green and blue provide cool, calming and contrasting hues, giving a pop of color as well. As for the logotype, the typeface (Avant Garde Demi and Book) used is modern and clean to give a contemporary look.

Results

TeamAsia developed the logo together with its logo style guide and corporate profile, successfully meeting the requirements of RSI in a span of one month. The client expressed their satisfaction of seeing the logo in uniformity and balance, as well as being able to showcase their company profile to its prospect clients with the one-fold brochure.

Work Sample

Old logo



New logo



Preferred variation



Alternate



Corporate Profile

