

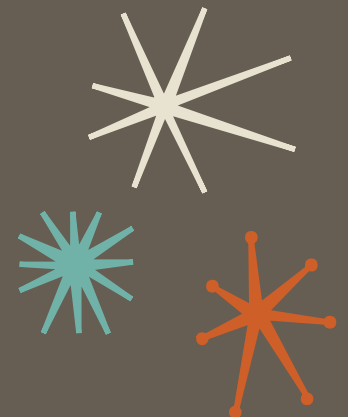
Andrew McCrea Communications

CCMA Branding Pitch

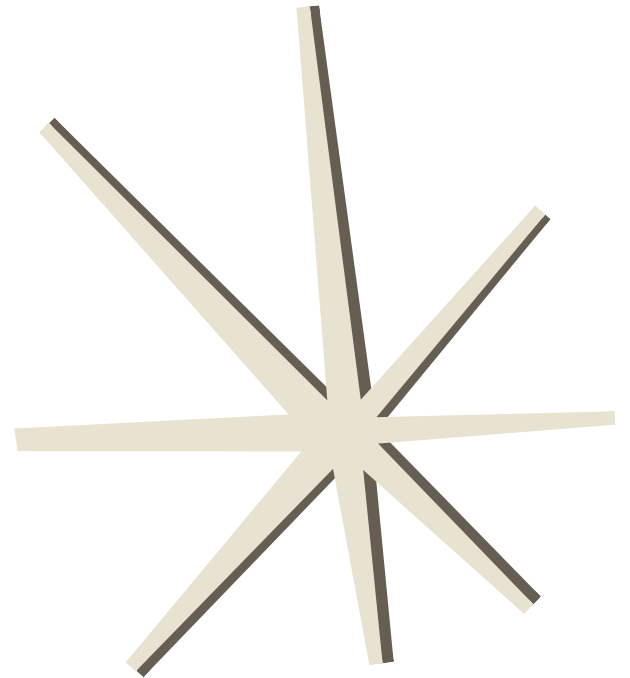
**Your current logo
is kind of square.**



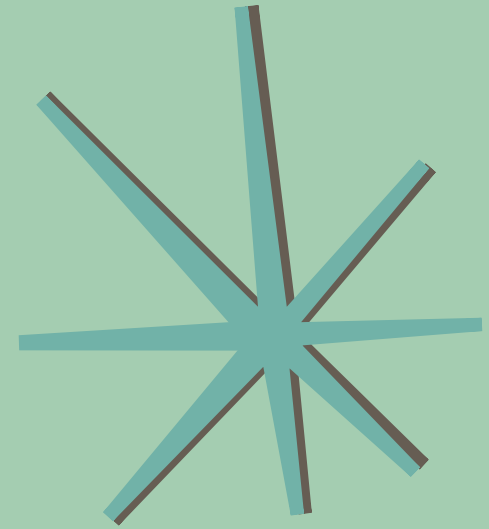
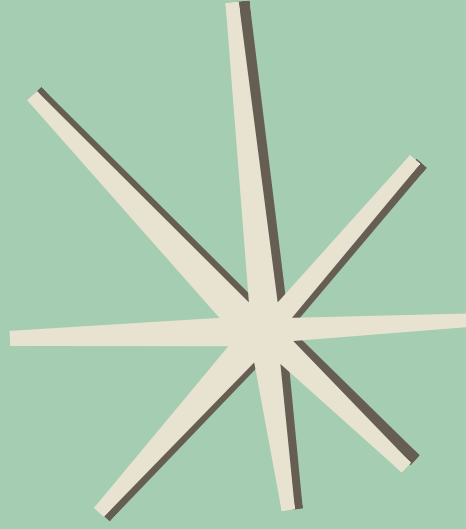
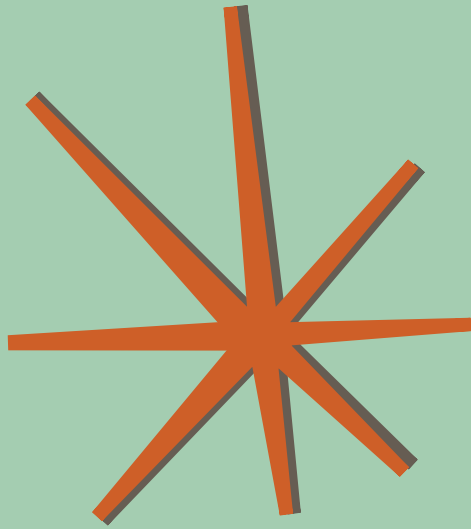
Let's make it a star.



CRECOMM
MEDIA AWARDS

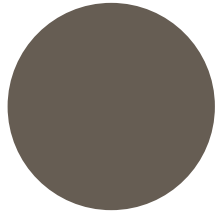


A logo fit for the stars of CreComm.

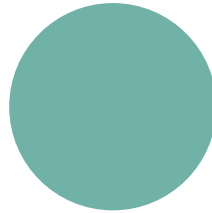


The new CCMA logo is instantly recognizable. Based on a classic symbol of the swinging 60's, the new star represents that spark of creativity CreComm fosters and the awards celebrate. A darker star offset underneath adds depth, giving a subtle nod to the appeal of optical illusions during the decade. Mix and match any colours from the brand palette to create stars tailored to your message.

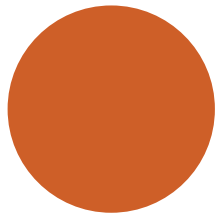
Beautiful colours classic enough to be timeless.



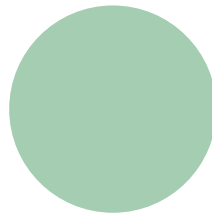
MILKY CHOCOLATE
CMYK 55 / 53 / 61 / 28



EMERALD ROYALE
CMYK 56 / 12 / 37 / 1



BURNT SUN
CMYK 15 / 75 / 100 / 3



SCHOOLHOUSE MINT
CMYK 37 / 5 / 36 / 0



VANILLA SUEDE
CMYK 9 / 7 / 18 / 0

A sophisticated new palette incorporates colours from the Mad Men era. These colours have endured time to become classic hues that are human, intelligent, and strong.

Elegant typefaces that command attention.

ACKNOWLEDGMENT

The CCMA's main new typeface is Acknowledgment. Could there be a better name for a font used to recognize the best talent of CreComm? This font, which is a classic from the 1960s, is now a perfect slab-serif for any modern project.

Helvetica Neue

Various weights of Helvetica Neue are used in the rest of your branding, such as tickets, posters, and letters. All regular copy is in the Regular weight.

Helvetica Neue Bold

Used for headings and captions.

Helvetica Neue Medium

Used for "MEDIA AWARDS" in logo. Can be used in subheadings.

ccMA

ccMA

ccMA

An abbreviated logo provides the opportunity to fit the logo in many more spaces, such as maximizing the limited space on tickets or other vertically printed items. Same impact, smaller footprint.

CREATIVE COMMUNICATIONS
MEDIA AWARDS

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CREATIVE COMMUNICATIONS
MEDIA AWARDS

For more formal affairs, use the full wordmark. Its elegance says respect, prestige, and honour, exactly as it should.

Thanks!

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