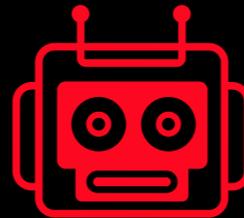


SAMANTHA AVILA AND DAVE JOHNSON

Building Brand and Identity

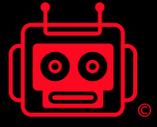
CDES 3623 | Identity and Systems Design

© 2021 TEKKBOT



TEKKBOT®

BOT SECURITY + PROTECTION



GOALS

OBJECTIVES

Building Brand and Identity

Student teams will develop a visual identity program for an emerging innovation or new technology company or organization. Teams first complete an in-depth competitive analysis of similar companies and attempt to identify a new venture or partnership with an already existing company.

Teams craft a company mission, vision, core values and objectives statement, they create a new name which can be legally protected. Target audiences/personas will be identified and presented. Teams then develop a landmark and visual identity system, they demonstrate color and typographic specifications and include appropriate smartphone applications, social media requirements, website modeling, transportation graphics and any appropriate print media applications to advertise.

Project Goals

Students will demonstrate their understanding of the strategic and tactical methods employed for building sustainable brands and visual identities. They will demonstrate positive team interactions and shared responsibilities for completing a visual design system.

They will have furthered their critique and evaluation skills using semiotic analysis. This project is worth 100 points and evaluated using the following outlined criteria.

Mission Worksheet

A mission defines the culture of a business or organization and helps guide all strategic decisions and timelines. Targeted mission statements answer these questions: Who are we, what do we do, and why is it important? This last question is the most challenging, if you can't answer it, you have no business being in business.

To the right, the suggested order for arriving at a final mission statement. Words and phrases appearing in 1, 2, and 3 become the DNA for finalizing your mission statement. Successful mission statements are short, concise and most effective when written in a conversational voice. Identify your target audience and weave it into the final mission statement.

Steps to Mission

First: Vision—What are the aspirations of this business or organization?

Second: Core Values—What are the guiding principles of this brand new business or organization?

Third: Objectives—What measurable outcomes (promises, services) will you be able to provide?

Lastly: Mission Statement—What is the purpose of this business or organization and why is it important?

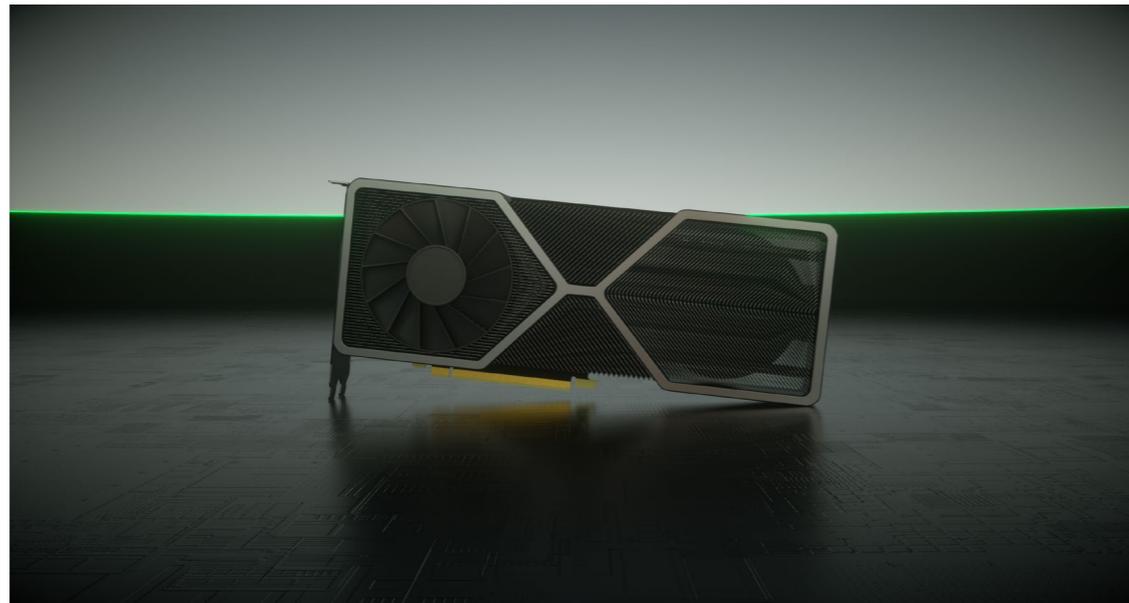
INTRODUCTION

Bot Scalping

Since Covid-19 started in the early part of 2020, the supply chain has been disrupted across the world, leading to a shortage of high demand products. While many companies are still producing these goods, scalpers have been purchasing high quantities of these materials to resell at prices far above retail.

Often times they are able to procure these goods through the use of bot technology, overriding systems these businesses use to sell to consumers, effectively cleaning out their inventory before it even goes on sale to normal every day consumers.

Our goal is to stop these attacks through new technology, and more specifically to stop them from buying high priced NVIDIA GeForce RTX 30 graphic cards that are necessary for many gamers and people that work in video production to use in their computers hardware.



Photos of NVIDIA GeForce RTX 30 Series Graphic Cards ([Source](#))

RESEARCH

Scalper bots have become a big problem on the internet, often buying up products before they even go on sale to consumers, then turning around and selling those products for double to triple what they are worth at the normal retail price. One article by *PC Mag* talks about how NVIDIA GeForce RTX 30 series graphic cards and other cards are being snatched up at a rapid pace, leaving dissatisfied gamers and videographers scrambling to figure out how they will purchase these products.

This helped serve as an inspiration to seeking out other companies that are in the market, and narrowing down our core values, vision, and objectives to place into our mission statement and position statement. To the right are a few companies that are in business to stop scalper bots in different markets.

We ultimately gathered a lot of data from Netacea and Datadome to see how they were protecting their customers from these attacks so their company reputations don't take a hit allowing all this behavior to continue.

Netacea

NETACEA

NETACEA is our closest competitor and had a lot of information that we based our company on. They work with a lot of companies to prevent credential stuffing, scalper bots, web scraping, carding attacks, account creation, and skewed analytics. We are more focused on preventing bot attacks specifically on NVIDIA for right now, but may expand into other territory that their company works with.

Datadome

DATA DOME

real-time bot protection

DATADOME is another company leading the fight in scalper bot protection. It also monitors companies databases however and blocks bots from making fake accounts, paying with false information, or accessing their customers information. It monitors traffic too, and takes out fraudsters trying to target their weakest links. They can also stop bots from making servers overloaded so people are unable to purchase products when a release date time begins, allowing consumers to purchase their clients products still.

Perimeter X

perimeterx

Like the other companies PerimeterX Bot Defender protects websites, mobile apps, and other servers from bots that can hack in and purchase products from their clients before they're even released. Preventing the hoarding of inventory and price scraping by manipulating a companies back end financial information is a big part of what they do. They had a lot of useful information that we were able to put into TekkBots overall theme of partnering with NVIDIA to protect their assets and consumers ability to purchase their products at retail.

PERSONAS

Marcus is the perfect candidate for our software technology, as he makes videos for a living and has a high paying salary job. He works with Windows and has an Alienware computer, which he is constantly upgrading with the newest and best graphics cards and processors. In fact he is tired of trying to buy a NVIDIA GeForce RTX 3090 graphics card that hasn't been scalped and is being resold at an outrageous price.

He wants a guarantee of grabbing new gear at the retail price, and is looking for a resource that could help him with that. As we provide technology that could help boost his efforts, he's interested in investing into a monthly plan that will not only help him obtain the hardware when it comes out, but also make sure his coworkers can get some too for their updates.

Marcus Dilbert



Age: 32 years old
Occupation: Videographer
Location: Denver, CO

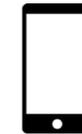
Goals

- Work within the film industry
- Gain more work experience with Video
- Producing professional content

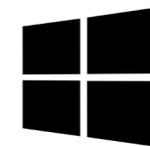
Frustrations

- Pricy for technology
- Low quality video
- Inability to have control over quality of work

Technology



Brands



PERSONAS

Josh is a student and doesn't have a ton of money. He falls into our neutral category as we'd like to get him on board with our protection software, but we doubt he can even afford the graphics cards to begin with. This also means he can't afford our services but is a photographer and may dabble with video a bit, or play video games online during his free time.

Since he doesn't own a PC either, we'd have to sell him one first to put the graphics card in. We should still market to him as there's a chance he'll want to tell his friends about it, and might even hop on the technology train with a 4K computer capable of running an NVIDIA RTX 30 Series graphics card.

Josh Moyna



Age: 26 years old
Occupation: Student
Location: Boulder, CO

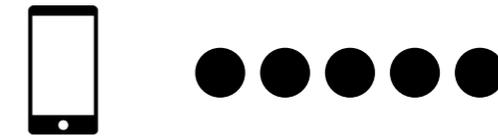
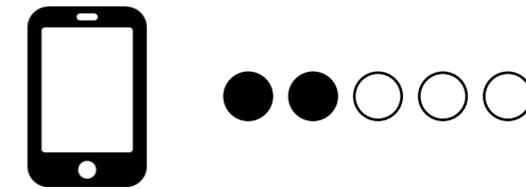
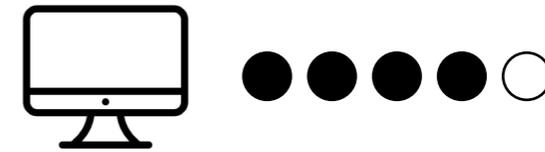
Goals

- Become a freelance professional photographer
- Simplify work process
- Obtain all necessary technology to produce high quality work

Frustrations

- Loading large files into personal computer for school assignments
- Not meeting expectations for assignments
- Waiting for anything

Technology



Brands



PERSONAS

Regina is our negative persona. She wouldn't have any interest in our product as she doesn't have a need for high end graphics cards to make video work. She also has zero interest in online video games that need a high performance graphics card from NVIDIA, so is someone we don't need to market to.

Regina George



Age: 62 years old
Occupation: History Professor
Location: Denver, CO

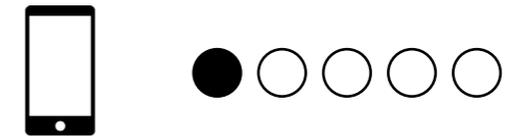
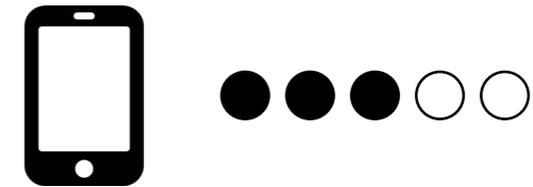
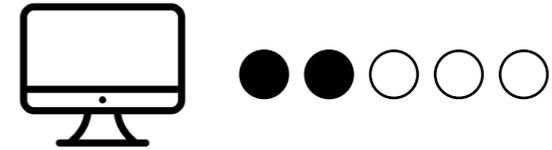
Goals

- Learn spanish and move to Spain
- Become a full-time yoga instructor
- Learn to adapt to new technology in simplified way

Frustrations

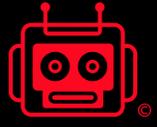
- Dealing with complicated technology
- Not having an understanding of everything going on within her workspace
- Typing notes and using unnecessary technological resources

Technology



Brands





PROCESS

NAMING DEVELOPMENT

We had a variety of initial thoughts each, from Greek words for spying to bots being envious of our software. The general concept centered around us keeping an eye on these scalper bots that were buying all the graphics cards before normal consumers could and shutting them down.

We eventually settled on TEKKBOT, but didn't have that exact spelling. We tried a few variations to see what fit the best, then settled on the name you see now as the url was available and there were no other competitors out there with the same name.

Initial Thoughts

- SLTHBOT
- Botwark
- OBSVRBOT
- Tech Bot
- Starepers
- EXMN
- Scalpenvy
- Bot Envy
- Bot Spotter
- AI Envy

Company Name Finalists

- TCKBot
- TCHBOT
- TekkBot
- TKKBOT
- Teckbot

COMPANY MISSION: INITIAL DRAFT

The company's initial aim was to help online video game players secure their accounts and help them protect their gold points in World of Warcraft. After a few discussions, this idea was scrapped in favor of something that was a real need in the present day.

We have chosen to still show those examples here, as an example of what not to do when starting a new tech company that defends against bot attacks and scalpers online. The game is too old and there's not enough players, so helping people that need high end graphics cards became a better cause for our business model.

We believe World of Warcraft players should be protected from bot attacks and scalpers through innovative bot management based on artificial intelligence. Customer security, reliable protection, and transparent policies make up the fabric of our core values. We consistently track and eliminate threats while protecting players' wallets and gold points.

Position Statement

Secure, Simple, Reliable

Vision

- World of Warcraft player protection.
- Small company at first.
- Launch it across the United States first to pilot the program then move to International.
- We want to stop malicious bot attacks and scalpers on World of Warcraft with bot management that has artificial intelligence and learns as it grows.

Core Values

- Customer Security
- Reliable Protection
- Transparent Policies

Objectives

- Protect World of Warcraft players from bot attacks and scalpers.
- Ensure players can purchase products within game that aren't from scalpers.
- Protection from cheat codes.
- Account protection from hackers.
- Credential stuffing, web scraping, card cracking, fraud on gold coins, fake accounts, and bonuses that enable others to gain an advantage.

COMPANY MISSION: REFINEMENT ONE

After changing our vision to be centered on preventing scalper bots from obtaining these graphics cards, we wrote our first mission statement from the vision, core values, and objectives. The mission statement was way too long, and the position statement needed some more work.

TEKKBOT prevents bot scalpers from purchasing and reselling NVIDIA 3000 graphic cards that are in high demand and low supply due to the materials needed to produce them. Customer security, assurance of purchase, and transparent policies make up the fabric of our core values. Our technology consistently tracks and eliminates bot threats to make sure consumers that work with moving media can properly obtain graphics cards at retail price.

Position Statement

Bot protection for your NVIDIA 3000 purchase.

Vision

- TEKKBOT invasions stopping bot attacks and scalpers from obtaining NVIDIA 3000 graphic cards with bot management that has artificial intelligence and learns as it grows
- Eliminate scalper bots that purchase mass quantities of NVIDIA 3000 graphic cards before they go on sale.

Core Values

- Customer Security
- Assurance of Purchase
- Transparent Policies

Objectives

- Prevent bots from purchasing NVIDIA 3000 graphics cards to resell at a higher price
- Ensure consumers can purchase NVIDIA 3000 graphics cards at retail
- Completely eliminate scalping.

COMPANY MISSION: REFINEMENT TWO

The second attempt at the company mission helped us greatly reduce it, but it was still two sentences and had some language in it that was unnecessary. We did however start narrowing down the vision, core values, and objectives more in this step, and finalized our position statement as well.

TEKKBOT prevents bot scalpers from purchasing and reselling NVIDIA 3000 graphic cards that are in high demand. Customer security, assurance of purchase, and transparent policies are the fabric of our company.

Position Statement

Bot Protection and Security

Vision

- TEKKBOT invasions stopping bot attacks and scalpers from obtaining NVIDIA 3000 graphic cards with bot management that has artificial intelligence and learns as it grows
- Eliminate scalper bots that purchase mass quantities of NVIDIA 3000 graphic cards before they go on sale.

Core Values

- Customer Security
- Assurance of Purchase
- Transparent Policies

Objectives

- We will measure...
- bot threats tracked yearly
 - purchasing of new NVIDIA 3000 graphics cards
 - monthly scalper detection

COMPANY MISSION: FINAL

Our final website will be tekkbot.com and is included with our collateral and location information. We were able to narrow down our mission statement to the most absolute necessary information to let people know about, and the focus is very clear. We are stopping bot scalpers from purchasing the NVIDIA graphics cards in a partnership with them, and have very precise objectives and vision.

TEKKBOT prevents bot scalpers from purchasing and reselling NVIDIA GeForce RTX 30 graphic cards that are in short supply and high demand due the Covid-19 pandemic.

Position Statement

Bot Protection and Security

www.tekkbot.com

Vision

- TEKKBOT aspires to stop bot attacks and scalpers from obtaining NVIDIA GeForce RTX 30 graphic cards with bot management that has artificial intelligence and learns as it grows
- Eliminate scalper bots that purchase mass quantities of NVIDIA GeForce RTX 30 graphic cards before they go on sale to normal consumers

Core Values

- TEKKBOT believes in Customer Service
- Assurance of Purchase
- Transparent Policies

Objectives

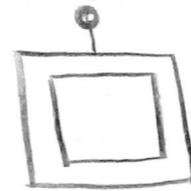
- TEKKBOT measures success by...
- Consistently tracking and eliminating bot threats that purchase NVIDIA GeForce RTX 30 graphics cards to resell at a higher price
 - Calculating how many NVIDIA GeForce RTX 30 graphics cards are purchased by consumers at retail instead of bots
 - Bot threats tracked yearly made known to customers



BRAND DEVELOPMENT

LOGO SKETCHES

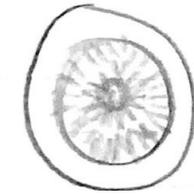
We started our concepting with the TEKKBOT name, and also tried out a few variations of different kinds of logos. This included brandmarks and wordmarks which we would eventually combine. The general idea was a robotic eye or circuitry keeping our eyes on these scalper bots. There's a lot of rough ones in here, but we eventually developed the logo out of S4 and D1.



S1



S2



S3



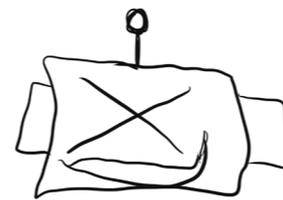
S4



S5



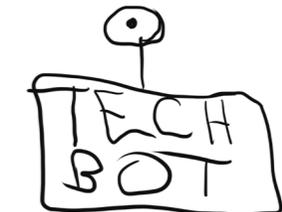
S6



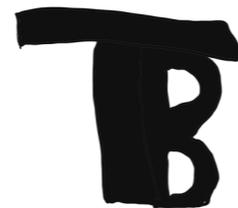
D1



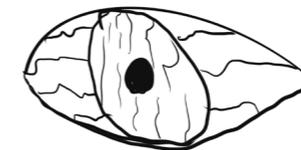
D2



D3



D4



D5



D6

WORDMARK DEVELOPMENT

We started the wordmark section after brainstorming some brandmark robot heads and eyes, which were originally included within the wordmark itself. We eventually shifted gears, but the principals were decided on out of these.

TekkBot
Bot Protection and Security

S1 Andale Mono

TekkBot
Bot Protection and Security

S2 Andale Mono



S3 Andale Mono

TekkBot

S4 Orbitron

TekkBot

S5 Myriad Pro

TekkBot

S6 Urbane

TEKKBOT

D1 Alien Encounters Solid

TEKKBOT

D2 AR DESTINE

TekkBot

D3 Kabel Book

TekkBot
Bot Security and Protection

D4 abeatbyKai

TEKKBOT
Bot Security and Protection

D5 Blanka Regular

TEKKBOT
Bot Security and Protection

D6 Alien Encounters Solid

WORDMARK REFINEMENTS

The final font chosen for this is called *Alien Encounters Solid*. It will not be used as a font anywhere else, but was chosen to work out the final wordmark from. The first order of business was to make the T be more rounded on the cross bar and baseline, giving it a smoother aesthetic.

The O looked slightly slimmer than the rest of the letters, so it was adjusted to be a bit wider, matching better in the final workmark.

The E and B were also a problem, with their crossbars being asymmetrical and giving them a smooshed feeling on top which looked horrible at a smaller scale. This was corrected by bringing them both down slightly, giving them a more symmetrical feel across the middle of the x-height.

The final touches were done with the two K's and the B being brought together to form a couple tech arrows in the center. The T's on the outsides were also brought in a little tighter with the E and the O, bringing uniformity to the rest of the wordmark.

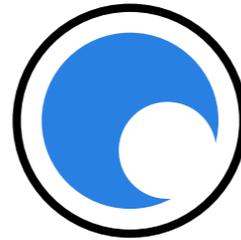
ALIEN ENCOUNTERS SOLID



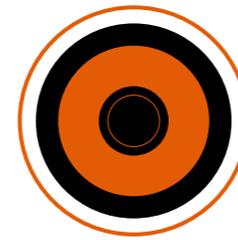
BRANDMARK DEVELOPMENT

Some initial concepts from Sam were of digital eyes that would watch out for scalper bots and eliminate them. Dave's initial thoughtlines were on a robot face that had an X or error eyes showing that they were eliminating the threats. After the first process critique, we decided to go in the robot head direction for the brandmark part of the logo.

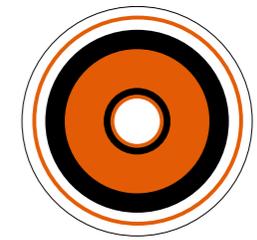
In stage two we started working on some of the robot head ideas more, each making several examples that we thought would fit well with the vision of the company. D3 and D4 were eventually chosen to move forward to the refinements stage.



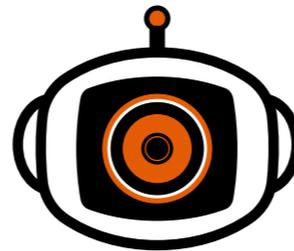
S1



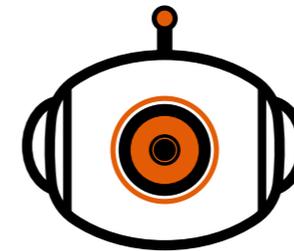
S2



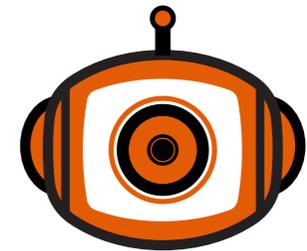
S3



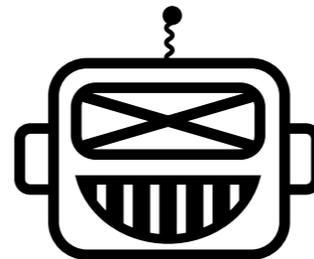
S4



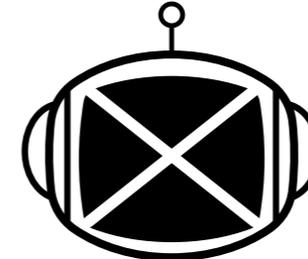
S5



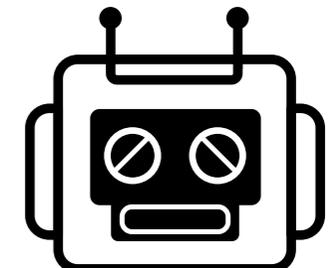
S6



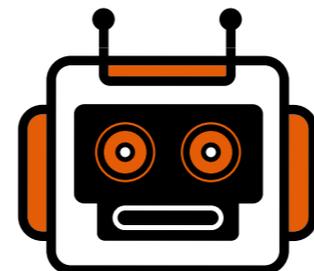
D1



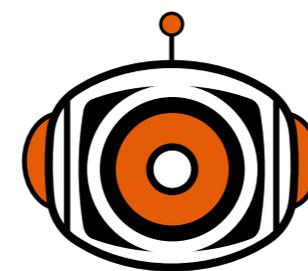
D2



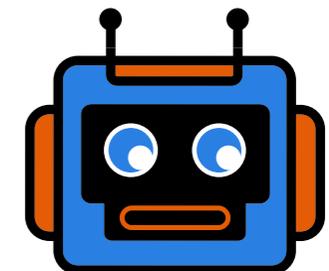
D3



D4



D5



D6

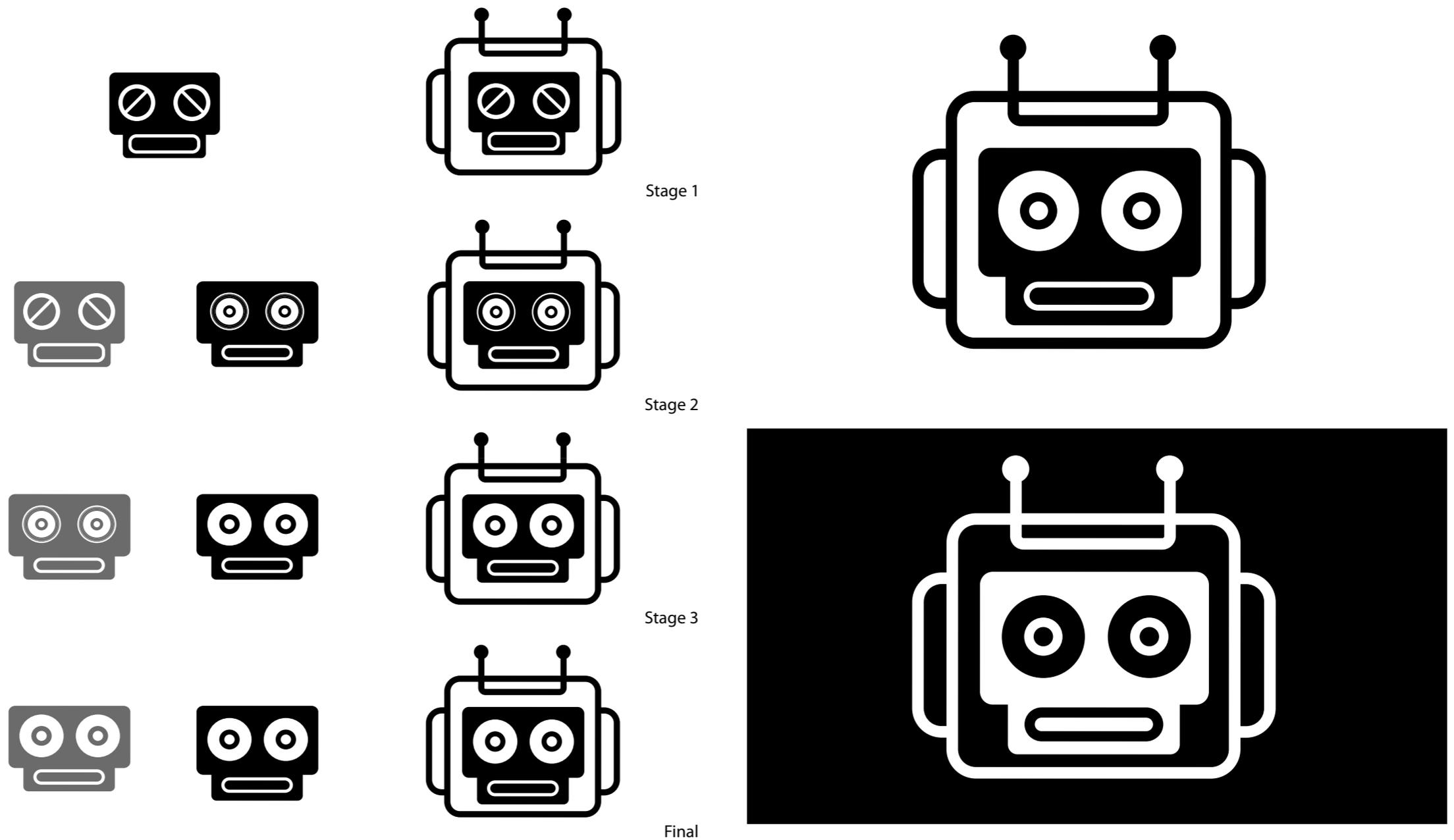
BRANDMARK REFINEMENTS

The robot head with the cancelled out eyes was eventually decided on to refine, and we started out by trying a few different things with the eyes. It was also decided that the general outline structure of the outer face, antennas, and ears was good to go as is.

The first refinement attempt on the eyes helped them to be seen more as eyes, rather than the cancelled out ones in the original draft. The smaller lines on the outside didn't look very good sized down however so we decided to eliminate those.

The eyes also looked fairly small in the head, so we emphasized them to show that we are always watching out for scalper bots trying to take advantage of consumers. The face shield and mouth felt too compressed still however.

Finally, we took the face shield and extended it down some, making the face feel whole and complete. When it was reversed out, the look was more appealing than in black on white, and the inverted selection was decided on as the final landmark.



FINAL LOGO WITH COLORING

The final logo in the inverted look was then colored with a red as the primary color. Black is a secondary color while a cool gray was decided on as a tertiary color for alternates. The wordmark is made white when placed on black and on the the gray for alternates that will be shown on the following pages.



Pantone 185 C
R252 G8 B32
C0 M100 Y94 K0



Pantone Black C
R0 G0 B0
C75 M68 Y67 K90



Pantone Cool Gray 10 C
R107 G107 B107
C58 M51 Y49 K17

FINAL LOGO WITH POSITIONING STATEMENT

For the final stage we added *Bot Security + Protection* in so consumers know exactly what we do right away. This simple yet strong positioning statement lets scalpers know that we are here to stop them from ripping consumers off, and will secure purchases and help NVIDIA keep a friendly reputation by making sure their products are being sold to the people they are marketing themselves to.

The final alternate in cool gray is also shown as a middle ground option that still shows the landmark inverted as part of our brand standards. ww



FINAL LOGO WITH ALTERNATES

The varieties shown are the final logos with alternates that can be used on various different things like apparel, websites, apps, packaging, vehicles, and other places TEKKBOT might be found. The main logo has the brandmark and wordmark with our positioning statement and should be used primarily. The logo without the statement might be useful for hats or places where there is a smaller area.

The wordmark with our positioning statement is great for a variety of uses, and the brandmark should be used on multiple things like stickers, app icons, social media, and other things that may require a simple mark.

We will discuss more in the brand standards section, but these are the final forms variations, and the final colors to be used when deciding what the project being worked on may need.



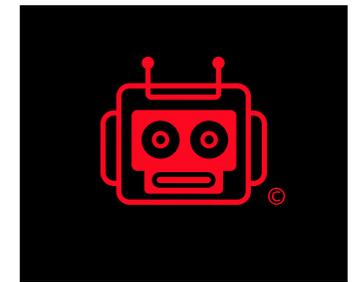
Primary



Primary



Primary



Primary



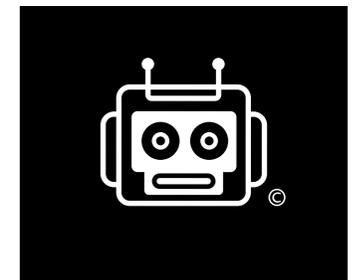
Secondary



Secondary



Secondary



Secondary



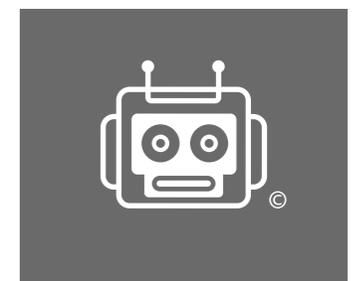
Tertiary



Tertiary



Tertiary



Tertiary



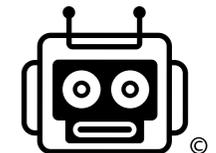
Black on White



Black on White



Black on White



Black on White



BRAND STANDARDS

TYPOGRAPHIC USAGE

Titles used with any of the typefaces should **always be capitalized and in bold**. Myriad Pro will be used as body copy and may be used titles in business cards. In body copy, 12 pt with a 16pt leading will be sufficient for written reports or presentations.

Bold should be used to **highlight areas of emphasis**, with italic being used sparingly for citations in reports.

Myriad Pro Light should be used for information within business cards like phone numbers as well as addresses.

Kiona will always be used for headers and tag lines within business cards. It is always bold with the exception of information areas, but should rarely be used for such purposes as it is an uppercase only font.

It should always been in the tertiary grey color, or white if it is on a black background. Only the body copy will ever be black to make it stand out better. Kiona will also mainly stick to only 18pt for presentations, and 14pt for business cards and letterheads.

MYRIAD PRO
abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOPQRST UVWXYZ
1234567890&.,:;'\$¢%!?(*)

MYRIAD PRO BOLD
abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOPQRST UVWXYZ
1234567890&.,:;'\$¢%!?(*)

MYRIAD PRO ITALIC
abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOPQRST UVWXYZ
1234567890&.,:;'\$¢%!?()*

MYRIAD PRO LIGHT
abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOPQRST UVWXYZ
1234567890&.,:;'\$¢%!?(*)

KIONA
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890&.,:;'\$¢%!?(*)

MYRIAD PRO
abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOPQRST UVWXYZ
1234567890&.,:;'\$¢%!?(*)

MYRIAD PRO BOLD
abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOPQRST UVWXYZ
1234567890&.,:;'\$¢%!?(*)

MYRIAD PRO ITALIC
abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOPQRST UVWXYZ
1234567890&.,:;'\$¢%!?()*

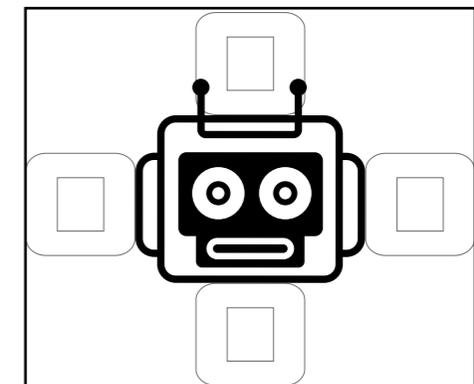
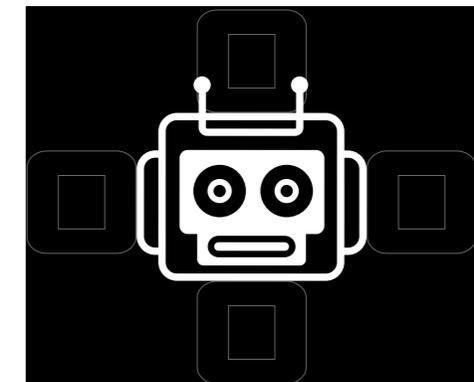
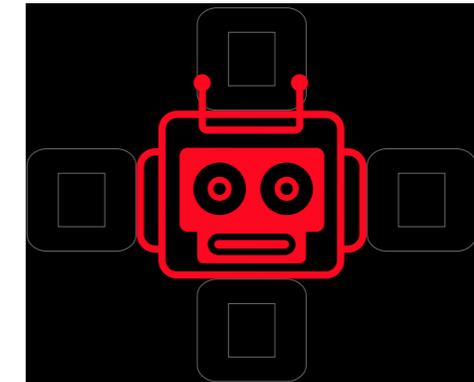
MYRIAD PRO LIGHT
abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOPQRST UVWXYZ
1234567890&.,:;'\$¢%!?(*)

SAFETY AREA GUIDE

To fit the logo comfortably within a containing rectangle, the O in TekkBot will be used as a measuring device. For the vertical orientation, one O shall be used to measure up to the tagline, as well as having one on top to the top of the robots head, not including the antennas that protrude slightly above it.

The sides will use two O's that overlap in the center, giving ample spacing on the sides of the container. While not shown, this same rule applies to the wordmark with the position statement when used by itself, with it sitting centered on the short edge vertical position.

When using only the brandmark, it shall be situated inside of a square that will also look good for social media circles on profile pictures. The O is once again the determining factor, with it fitting snugly inside all four sides, down to the top of the robots head allowing the antennas to slightly protrude above it. While this model is slightly larger on the vertical sides, it gives good representation that the icon should never be placed in an area smaller than this, as we will explore on the innappropriate brand page.



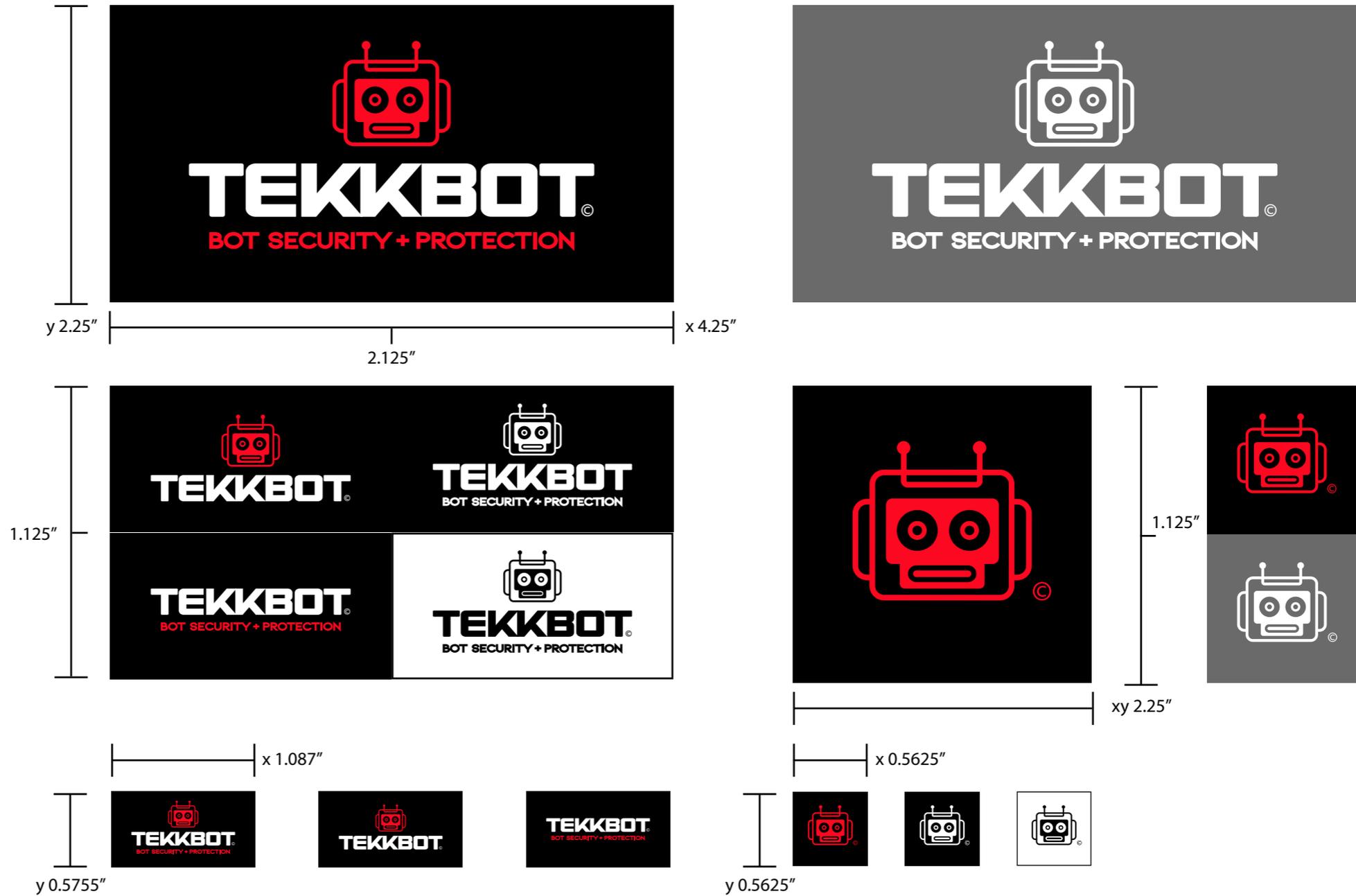
APPROPRIATE BRAND USE

When using the main logo or brandmark, the maximum size will be 4.25"x2.25" on an 8.5"x11" piece of paper. This may be split in half for smaller areas, amounting to 2.125"x1.125". The standard coloring should always be used unless the material being printed on requires a black and white only print.

In this case, the main white on black logo is always most appropriate, unless it is being used on a black on white sheet of paper. The gray logo is an alternate for use on things like stationary or some forms of advertisement in which the normal brand colors may not be appropriate.

The brandmark must always be used in a box and should never exceed 2.25" square, unless otherwise directed by a supervisor as appropriate. On large format printing, these sizes may be scaled up as multiples but must always still have the same padding.

The smallest the logo may ever go is 1.087"x0.5755". This could be for email signatures or a small official stamp. Likewise the brandmark shall not be smaller than 0.5625" square.



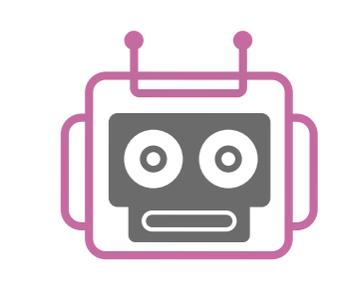
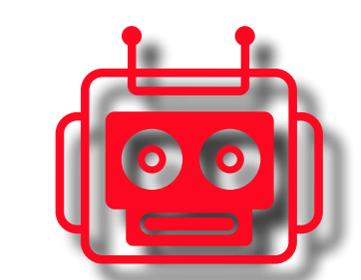
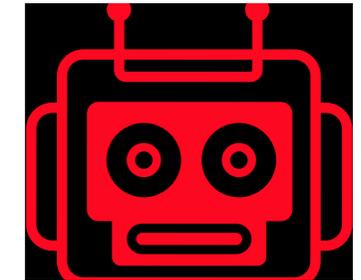
INNAPROPRIATE BRAND USE

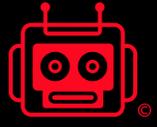
TEKKBOT takes pride in its brands reputation, working many hours to come to our final conclusions of what the brand should represent and how our identity should appear to the public. To ensure we continue to present ourselves at the highest standards, please do not engage in any of the following inappropriate uses.

We have presented brand standards on sizing, and there are some clear violations of this in the examples to the right. We also don't like multiple colors within the logo, different colors that don't represent our company but you might want to use in an ad, and cringe heavily when you use drop shadows and make our logo 3D.

Do not put our logo inverted onto a white background, nor should you ever include the robot head inside of the TekkBot wordmark. Furthermore, do not stretch the logo or pull the logo to fit right up to the edges of the black background. Bevels are atrocious.

We will fire you immediately for any violation of brand standards, so just don't do it!





LOCATION

OUR OFFICE

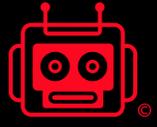
We are conveniently located in the heart of downtown Austin, Texas! Without a state tax on businesses and emerging as the new tech capital of the United States, Austin is a great city for us to start in and expand.

We are located on the 26th story of the newest addition to the city, Indeed Tower! Come see what all the rage is about, everything's bigger in Texas.

Indeed Office Tower
200 West 6th Street #2650
Austin, TX 78701

Call us toll free at 1-800-982-6949
or our office at 512-831-6269
info@tekkbot.com
www.tekbott.com



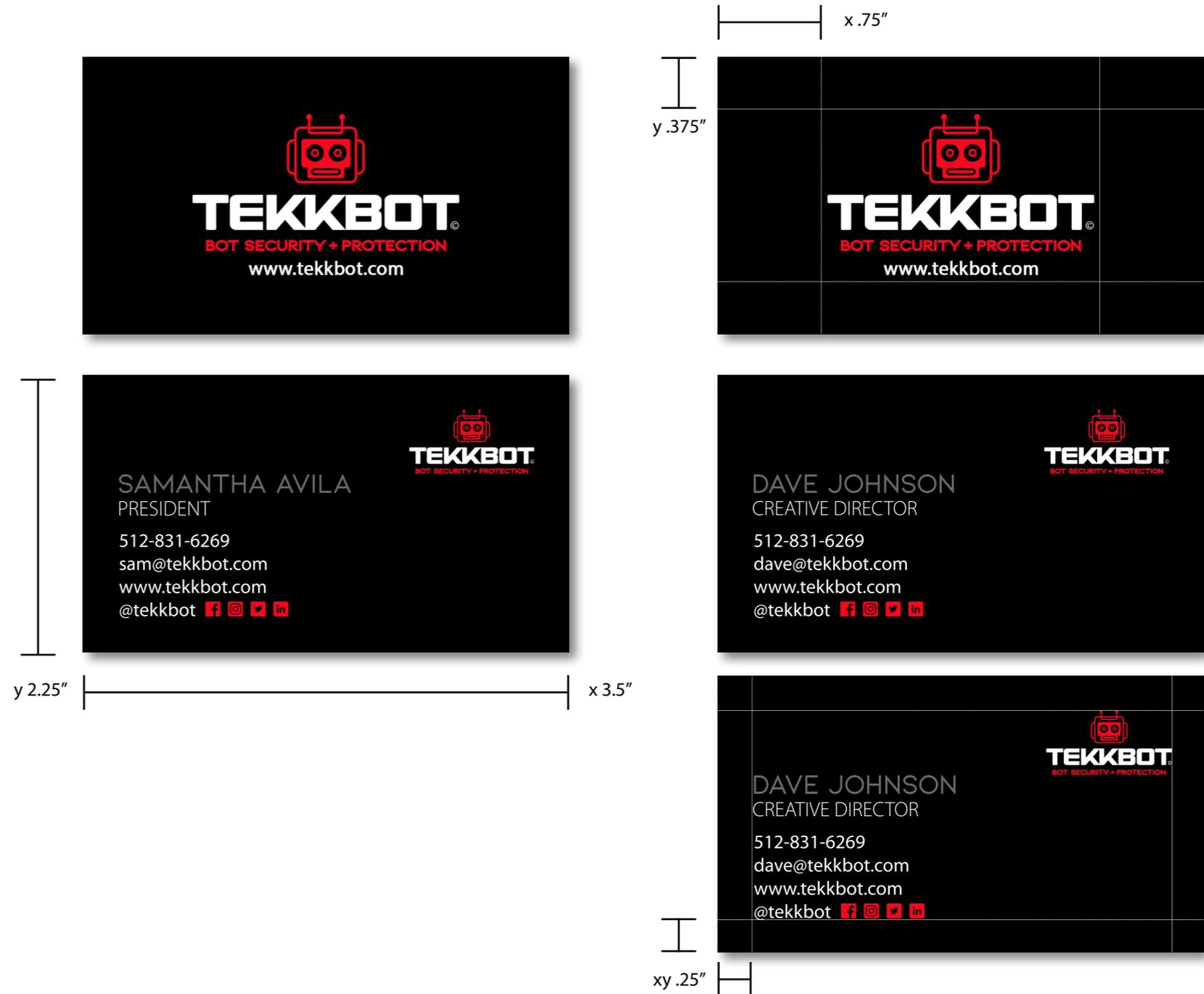


COLLATERAL

STATIONARY

Our business cards will be simple and be a standard size of 3.5"x2" although we are considering going the route of some square rounded corner cards that would be 2.5"x2.5". The safety zone on the front of the cards has a .75" safe zone on the x axis, with a .375" safety zone on the y axis.

The back of the card will have a .25" safe zone around it, giving it ample room. We have included our direct number only, as the toll free number takes up a lot of space. The cards might also include a spot uv effect with a hidden watermark in them, but has not been included as it is hard to show fully on a digital version.



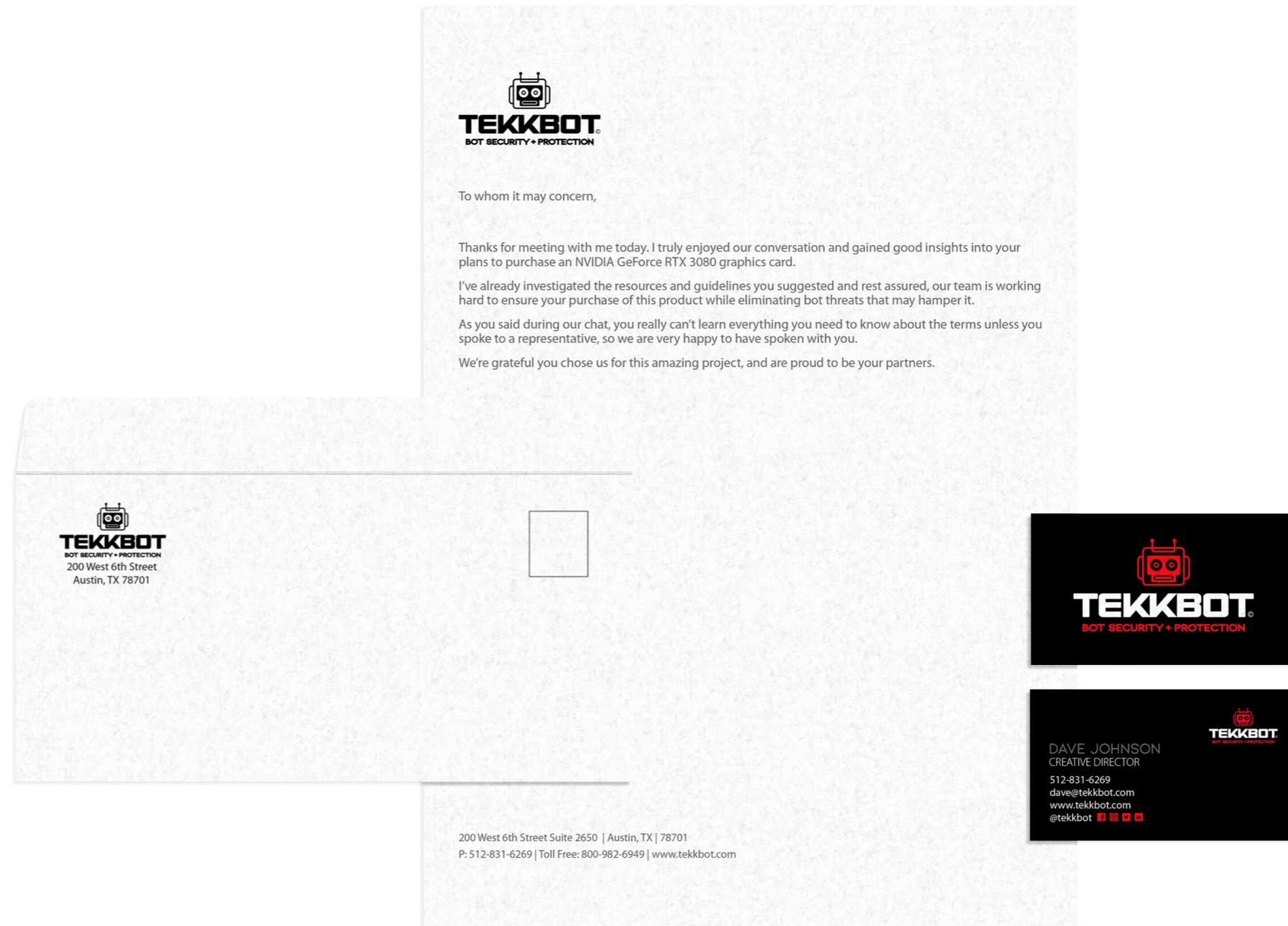
STATIONARY

We will be starting off with a standard number #10 envelope and letterhead that is at the standard letter size. While we may purchase some larger envelopes and presentation folders eventually, most of our communications will be done digitally as well as having our meetings remotely with clients. This means we can save costs on expensive presentation folders and other unnecessary prints for the time being.



STATIONARY

These are just the start of our stationary ideas, and will need larger envelopes as well as some presentation folders when we meet with clients in person as the world gets more comfortable doing in person meetings again. As we are just beginning, the basics that were necessary were our real priority, and we are focusing more on the digital side of things and marketing in public spaces more than we need stationary items.



DIGITAL MEDIA

We will have a responsive website to begin with that looks great on a variety of different devices. We will eventually be developing a mobile app, but have decided to promote our company more on social media outlets. This will enable us to save money on print costs and we will be able to reach a broader range of clients through Instagram and Linked In. This will enable us to build more revenue to eventually expand our efforts into other markets and hardware that is being scalped to mark up by these bots.



APPAREL

We want to hype the new company with some cool apparel that will look great on anyone. Hoodies are a fantastic way to do this, along with hats. As we are located in Texas, we might move into some T-shirts as well eventually. But with it being winter time, it's a great time to launch with some gear that will keep our clients warm.



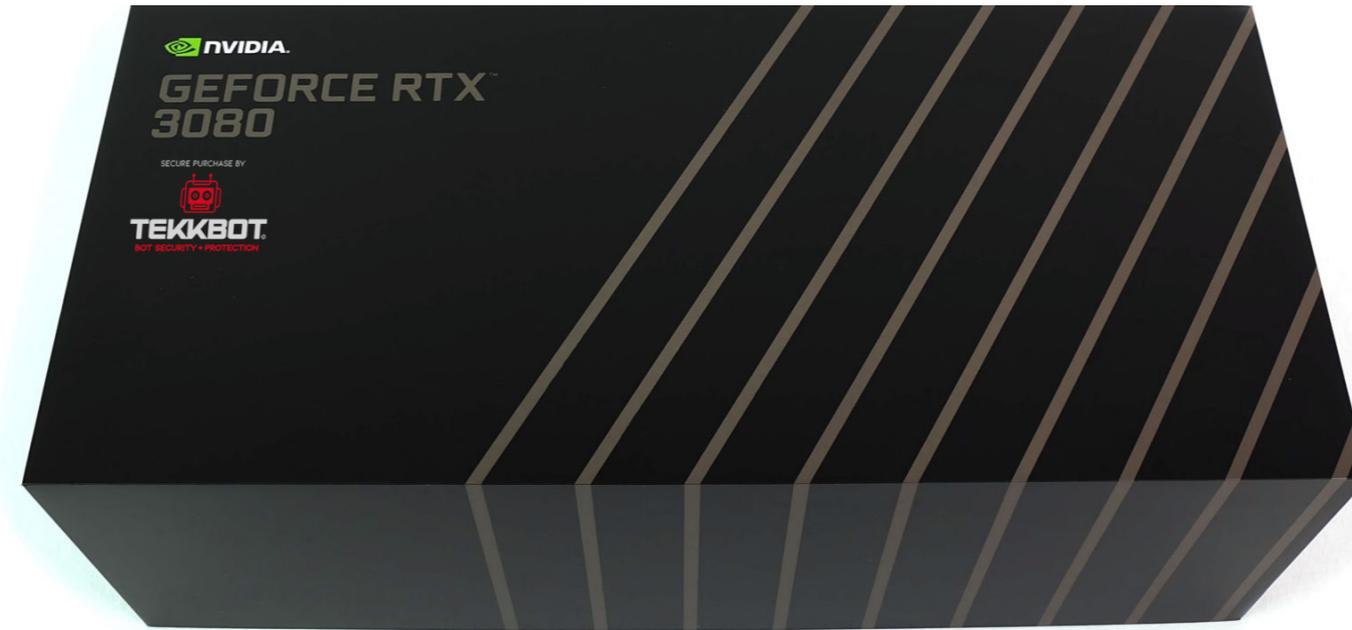
BACKPACKS

We can't be a tech company without some cool backpacks for people to carry their electronic devices in. TEKKBOT is currently offering 4 different varieties that have our entire logo on one section, while the other one makes more room for the brandmark, moving the wordmark and position statement to the small pouch on the bottom.



PARTNERSHIP PACKAGING

Partnering with NVIDIA, we have placed our logo on their boxes to ensure that every sale is going to a consumer and not a hoarder trying to get their hands on these to mark up and sell at double the retail price.



MARKETING

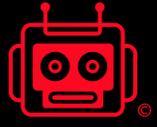
Rather than spend a ton of money on billboard advertising or fliers, we have gone with the smart car option. Every company needs a vehicle that will make them stand out, and with a fleet of these driving around Austin, we should get plenty of hits to our website in order to gain interest in the local market. We love protecting the environment too!



MARKETING

Finally, stickers are cheap and are a great way for us to promote our business on new laptops that are being manufactured with the NVIDIA GeForce RTX 30 series cards. We will be throwing these out all over the place at tech conventions and retail stores where people might have an interest in purchasing graphics cards and the newest computers on the market.





LEARNING OUTCOMES

BUILDING A BRAND

As a group we learned how to do research first on what the new trends are in technology, and how this dirty practice is becoming more prevalent. Working through the steps of the mission statement and identity were enlightening, as well as needing to find a real telephone number, website, and address that would work for the name we decided on. That name, TEKKBOT was available to our mutual excitement.

Working through the logo together was really fun, and our ideas combined together to make an extremely clean overall brand aesthetic. It was challenging to take an existing font and work it to make the precise wordmark, but it turned out better than either of us expected.

We both worked hard on the collateral and were able to produce some work that will fit well in both of our portfolios. We were both very happy with the end product, and would work with each other again in a professional setting.

SAMANTHA'S OUTCOMES

This project definitely opened my eyes when it comes to branding and having your own company. It seems like such a long process, especially considering the fact that we didn't necessarily get into doing every single detail because our companies weren't actually real. It was just very interesting to have an understanding on all of this. The mission statement of every company was something I never realized created such a huge impact on their success.

Having to constantly revise and narrow down our mission was a little difficult at first as it's hard to fit everything we do into one simple sentence, however, when we did figure it out, it was almost too easy to solve. Coming up with colors and logos for our company was really fun as Dave and I both had different yet similar visions when it came to our company's look.

Combining our ideas on multiple small tasks like this was incredible as I assume there's typically a larger group of people that tend to make those decisions within other companies. Overall, the entire project was helpful in getting me to understand the tiniest details and screw ups that are made in order to make or break any company.

DAVE'S OUTCOMES

As a freelancer, I have worked with a lot of companies branding them before, but it's typically by myself. I learned a lot working in a team setting with Samantha on this project. Trying to figure out what we were going to do was difficult at first, but when the aha moment came and things were clear, we set to work bringing it all together. It's a very interesting topic to have done a project on, as it's something that is currently still going on with the pandemic raging.

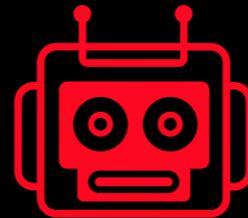
It's a really messed up situation that people are using bots to stock up on other companies goods to sell at astronomical prices, so it was really awesome getting to create a mock company from scratch that helps prevent this kind of dirty behavior.

Samantha was amazing to work with and had some stellar ideas on branding, merchandise, and came up with the TekkBot name. It was satisfying to have a partner that saw the vision and added a perspective different than mine, but that still brought the whole thing together. If I were a creative director (hoping to be sooner than later), I would hire her in a heartbeat to work on a project like this.

Thank you!

PURCHASE SECURED

Building Brand and Identity
CDES 3623 | Identity and Systems Design
© 2021 TEKKBOT



TEKKBOT®
BOT SECURITY + PROTECTION