

BILLABONG

— VISUAL DEVELOPMENT GUIDE

2



“Over every mountain there is a path, although it
may not be seen from the valley.”

— Theodore Roethke *American Poet*

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An aerial photograph of a beach featuring prominent, curved sand dunes. The dunes are covered in wet sand, reflecting the blue sky and water. The ocean is visible in the upper left corner, with gentle waves lapping at the shore.

THE BEGINNINGS

HISTORY OF BILLABONG

Billabong was founded on Australia's Gold Coast in 1973 by surfer and surfboard shaper Gordon Merchant and his then partner, Rena. From humble beginnings the brand quickly gained traction with surfers preferring the superior functionality and the Australian roots of the Billabong boardshorts.

— [Billabong.com](https://www.billabong.com)

OUR HISTORY

“The name Billabong is derived from the Wiradjuri word billabong, which translates to ‘creek that runs only during the rainy season,’ and captures Gordon’s early days where he was found chasing the waves.”

— Billabong.com



History
Gordon Merchant was an ex-Morumba surfer who was always looking for the best surf spots and weather conditions and he had the uncanny ability to turn up at the perfect spot exactly when it was “going off” (when the wind, tide and surf combined to make the perfect waves).

Merchant started prototyping improvements to his surf gear and in 1973 The Billabong brand started. Gordon made a huge breakthrough when introducing the tucked-under edge on a surfboard design and handmade boardshorts with unique triple-stitching technique designed to withstand even the toughest elements. Gordon also developed the first leg-rope, helping many surfers not lose sight of their board once they fell (or wiped-out in surf slang).

Merchant then surrounded himself with like minded visionaries in the industry, both in Australia and abroad, and continued to improve his products.

From those humble beginnings, Billabong was born.

OUR COMMUNICATION STRATEGY

What we do

We produce, market, and distribute some of the most amazing apparel and accessories for the boardsports sector and outdoor enthusiasts. Our target audience ranges from beginners to professionals, and even the casual sun bather. We strive to encourage a more outdoor lifestyle while providing safety and some good looking gear.

Our USP (Unique Selling Proposition)
To be always improving and perfecting out gear as to encourage more enthusiasm for outdoor sports.





A NEW BILLABONG

NEW PATH, NEW PERSPECTIVES. HERE WE GO.

Billabong's re-branding has as its objective to create a simple but holistic identity system that expands from the already known boardshort sector to a new one focused on social and personal growth.

RE-BRANDING STRATEGY

Our Goal

A description of what we are and what we strive to become, is simply: "Being in the right place at the right time to get connected with nature." We want to help kids, teens, and adults of different countries and backgrounds who want to get more connected with nature but just don't know where to start.

A full-page background image showing a hiker with a backpack standing on a rocky mountain ridge. The hiker is looking out over a vast, lush green valley with a winding river. The sky is overcast with grey clouds. The text "Our mission is to help you find the opportune moment, the right time to experience nature" is overlaid in white on the right side of the image.

Our mission is to help you find the opportune moment, the right time to experience nature

Our Audience

Who are we trying to reach out to? There will be a slight shift in our audience from professional athletes and individuals interested in boardsports, to kids, teens, and adults of different countries and backgrounds who want to get more connected with nature but just don't know how, when or where they could do so.

KEYWORDS



IMPROVEMENT

Billabong's new focus is all about improving people's lives through nature. To show that the connection with the natural and the wild can provide important benefits to an individual.

EXPERIENCE

Billabong aims to provide new experiences and engagement with the natural world. The brand's new approach is all about connecting humans with nature and demonstrating how an incredible experience that could be.

OUTDOORS

The third component of Billabong's new service strategy is to get people out of their house, out of their common and expected routine. Helping individuals to go outdoors and make contact with nature, despite of fear, lack of time and means, insecurity or etc, is the new challenge Billabong embraces.

A large, dark green leaf with prominent veins, filling the left side of the page. A hand is placed on the bottom left corner of the leaf, providing a sense of scale.

LOGO RESEARCH

SYMBOLS, GRAPHICS AND WORDMARKS

A logo allows a company or service the opportunity to speak to its customers and potential customers in an artistic and visually stimulating way. Basically it needs to catch your attention, convey the message and look good while doing it. It conveys the personality of its company or service and makes that brand instantly recognizable without the use of words. There are many categories and descriptions of logos, but here we will focus on three basic ones: Symbols, graphics and wordmarks.

FORMER IDENTITY

Before we could start to develop a new identity to follow our re-branding, it was important to examine Billabong's prior design. The previous logo highlights the meaning behind our brand's name (Billabong can be split into 2: 'Billa' meaning river or creek and 'Bong' meaning to die) by making use of different weights and typefaces. It also uses the symbol of 2 waves that are not running together and seem motionless, once again tying back to the name's definition.

Also, the logo makes use of different typefaces to emphasize its outdoor/boardsports niche and young target audience.



FUTURE LOGO CONCEPT

WHAT WILL CHANGE?

The new identity will portray our mission, which is centered around finding the right time to experience nature. It will carry out our new goal to help all individuals of different backgrounds, ages and genders to engage and come into contact with nature.

A new brand that will passionately strive to improve the livelihood and natural awareness of society.

“Earth and sky, woods and fields, lakes and rivers, the mountain and the sea, are excellent schoolmasters, and teach some of us more than we can ever learn from any book.”

— John Lubbock *British Statesman*



THREE MAIN IDEAS & PHRASES

In order to help the new visual re-branding a certain amount of research and brainstorming was required. This resulted in three main ideas which highlight our future direction, these were basically determined to help our creative team to not get too caught up in their own heads and lose track of their progress.

The three main ideas then turned into phrases that better helped explore the visual system that would fit Billabong’s new mission and soul.

IDEA 01
OUTDOORS

Phrase 01
Sunlight and fresh air. A brand that encourages individuals to go outside.

IDEA 02
FUN

PHRASE 02
Let yourself go and laugh. A brand that promotes happiness and a relax state of mind.

IDEA 03
INTEGRATION

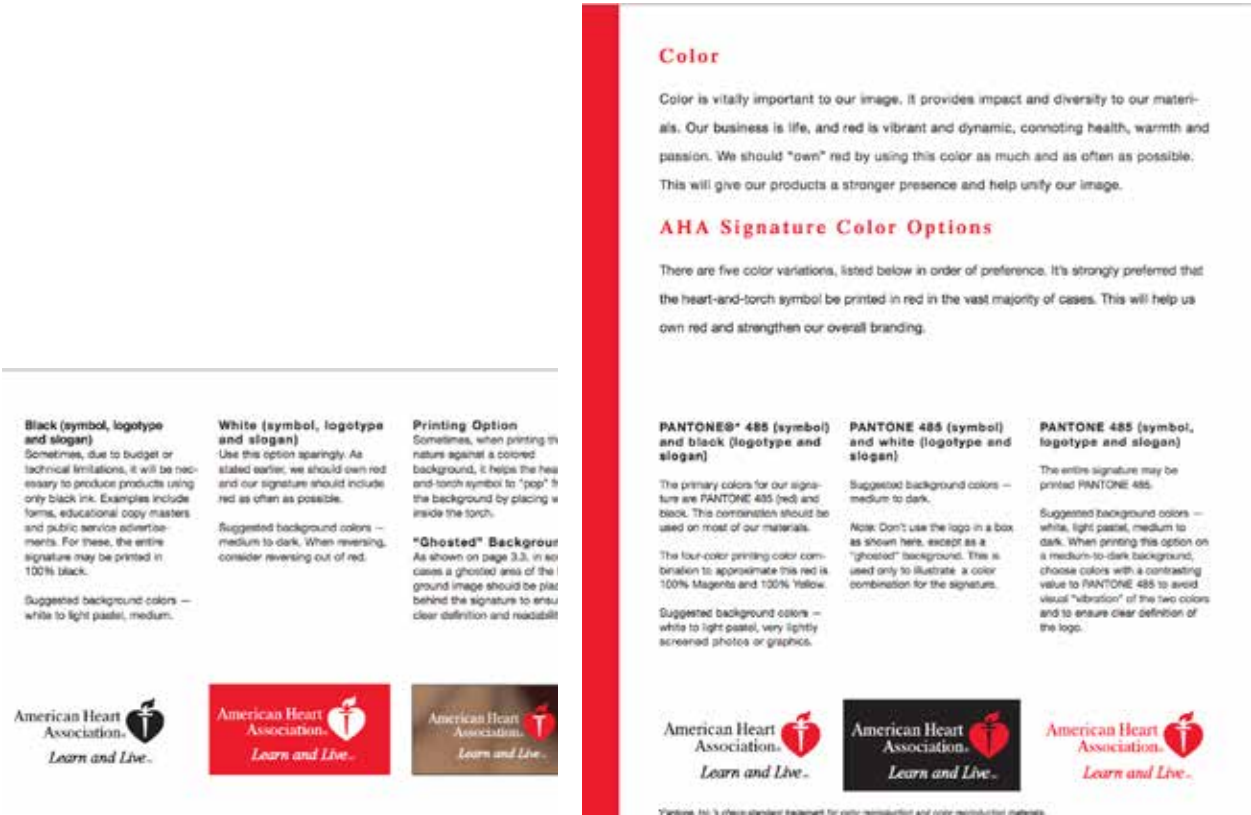
PHRASE 03
For all shapes and sizes. A brand that encourages inclusion and active socialization.

BRAND INSPIRATION

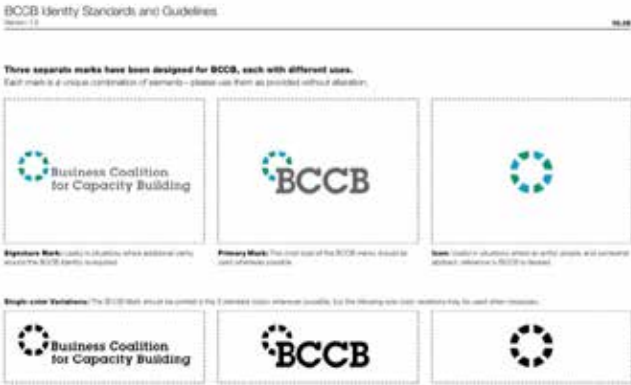
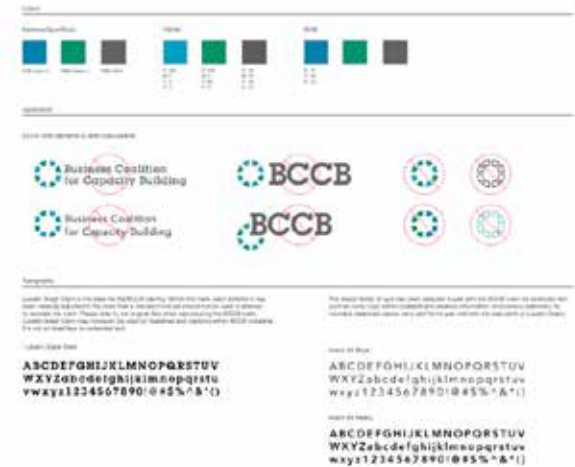
Inspiration comes from outside ourselves, In most cases it comes from what is around us and what has already been made.

When creating the re-branding strategy we looked at these branding guides as inspiration.

_The American Heart Association



_The Business Coalition for Capacity Building (BCCB)



BRAND INSPIRATION

_Electrolux

28 electrolux typography

Headlines

For headlines, Helvetica Neue 45 Light and Helvetica Neue 75 Bold work equally well. Which of them to use depends on the context. An important part of the Electrolux expression is the tight typesetting and leading line feeds, which result in a coherent and exciting expression. If rounded text is used, the setting should be slightly less tight.

75&45

Helvetica Neue 75 Bold
Helvetica Neue 45 Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 !""?&+/()™©@@

Helvetica Neue 75 Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 !""?&+/()™©@@

Helvetica Neue 45 Light

8 electrolux logotype, symbol and selling line

Electrolux logotype history

The story of Electrolux started in 1928 when Axel Wenner-Gren, a Swedish businessman, saw a cumbersome vacuum cleaner in a shop window in Vienna. "If I could make this machine smaller and lighter, I could sell one to every home", he thought. The modern vacuum cleaner was born. The brand name Electrolux was born in 1935, when Axel Wenner-Gren's company

Göteborgs Elkonst merged with Lux, another manufacturer of electrical appliances. Since international sales were important right from the start, the name was soon changed to Electrolux.



Electro Lux

Electrolux

EEEEEEEEE



The Electrolux logo as we know it today was originally created by Swiss designer Carlo Vivarelli in 1960. It has been carefully refined over the years to keep to design basics, and still answer to the demands of a progressive society and technology. The symbol is derived from the letter E, it for Electrolux and Excellence.

Electrolux

20 electrolux grid system

Building with a system

The grid system is used by the typographer, graphic designer, photographer and publication designer for solving visual problems in two and three dimensions. By arranging the surfaces and spaces in the form of a grid the designer is fearlessly placed to dispose his text, photographs and diagrams in conformity with objective and functional criteria. The reduction of the number of visual elements used and their incorporation in a

grid system creates a series of concealed planning, intelligibility and clarity, and suggests orderliness of design. This orderliness adds credibility to the information and induces confidence. Information presented with clear and logically set out titles, subtitles, text, illustrations and captions will not only be read more quickly and easily but the information will also be better understood and retained in the memory.



Josef Müller-Brockmann, the Swiss graphic designer who's importance should not only be considered in a historical context. His work is still relevant for the visual system and communication design oriented with reduced resources.



22 electrolux grid system

The Electrolux grid system

By using the grid system to make the production of material and advertising more rational, and to ensure consistency and quality it is a method to organize the graphic elements within a given area.

Seven blocks

The Electrolux grid system is based on seven blocks vertically – this defines the height of the blocks. The block should be as quadratic as possible, with the width of each block defined by the number of whole blocks that fit on the page, separated by a narrow border. This results in a grid to be used as flexible guiding lines in the design.



6-4-mil border is standard. Six components large sizes, each six points, the border can be divided into 8 mil or closer to 12 mil to make the adjustments.

Images are always placed within the grid system. The most important part of the Electrolux graphic expression, images, should also be framed by the 4-mil border.

BRAND INSPIRATION

_Skype



Body copy
Use Electrolux Helvetica Neue 45 Light for body copy (longer text). Helvetica Neue 75 Bold should be used for headlines and highlighting.

Leading and kerning
Headlines are set with tight leading and line feed. To achieve an optically correct typography, use tight line feed above 15 points. In body copy, Electrolux Helvetica Neue Light and Bold are to be used with tight leading and a line feed that keeps legibility. See examples below.

Building a consistent impression

The call for freedom is new. The new typography strives to be free. In the days when book design was text orientated, the issue of freedom did not arise. In the 18th century, books had a standard type area, one column to a page, were sometimes or other correctly aligned, with block type, and page numbers at page foot corners. Freedom be...



Do's and don'ts. You wouldn't wear one blue and one orange sock. Take a moment to think about how you apply the Skype logo.

While not a rules and regulations kind of company, nonetheless here are some examples of what we think is cool and what should be punishable by a red-hot poker to the buttocks.

01 Space around the logo
Always leave the logo some space to breathe. Use white or neutral backgrounds.

02 If the unavoidable happens...
If it's unavoidable to sit the Skype logo on a colour, we prefer Skype blue or a photo, use the negative logo.

03 Red alert!
Do not sit the logo on 'yucky' colours.

04 Not cool!
Do not use the negative logo on backgrounds that are too light or cluttered.

05 Not right!
Do not rotate the logo.

06 Not outstanding!
Do not add embellishments like drop-shadows, embossings etc. to the logo.



INITIAL LOGO SKETCHES

SEEING INSPIRATION

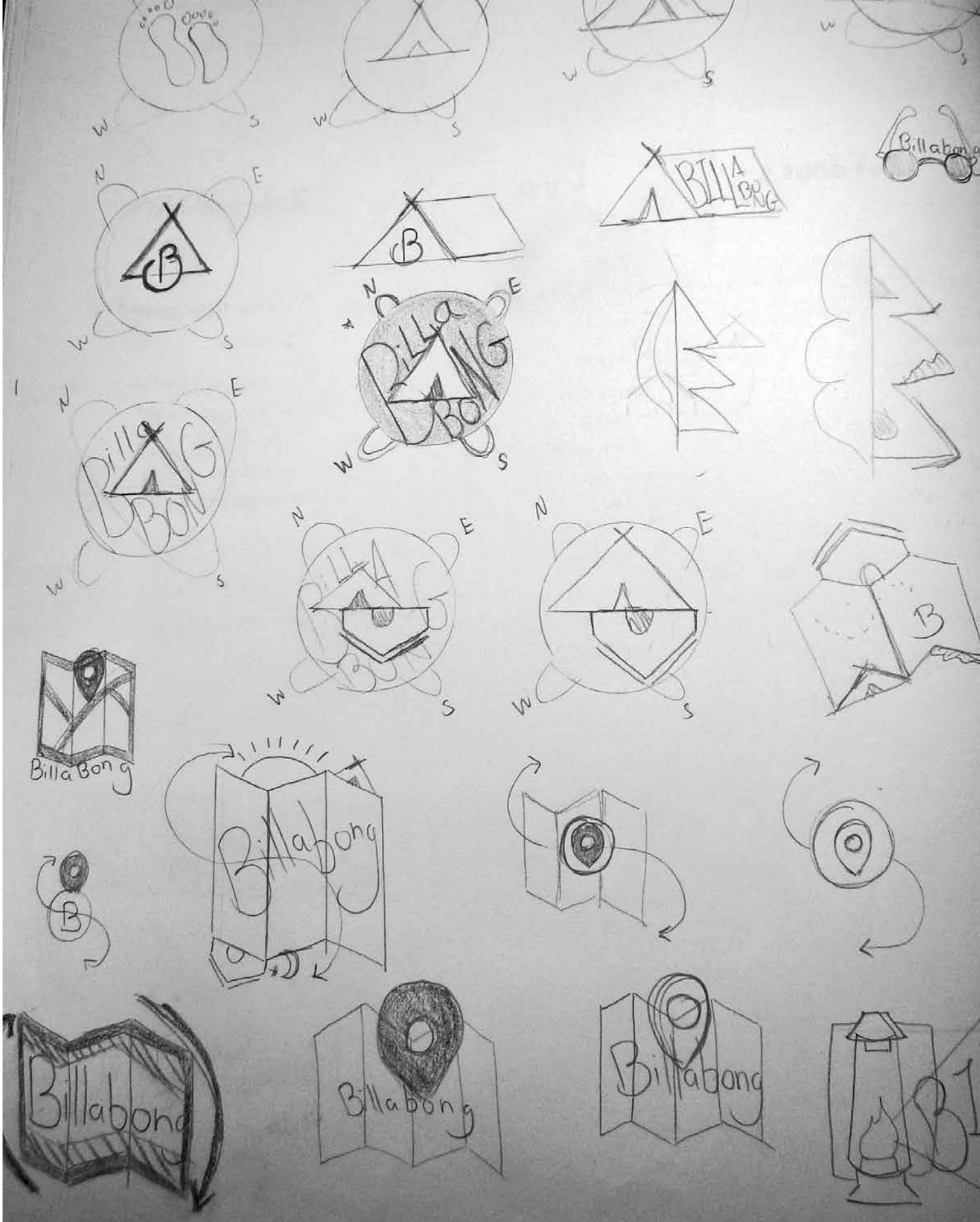
This stage of the re-branding is all about breaking down your preconceived ideas of what a logo should look like and push your creativity to the edge. Many sketches, trials and errors were required to achieve a potential mark to carry forward.

For the sake of keeping our own clarity and focus, as well as the reader's own sanity, certain sketches from the visual process will not be shown here.

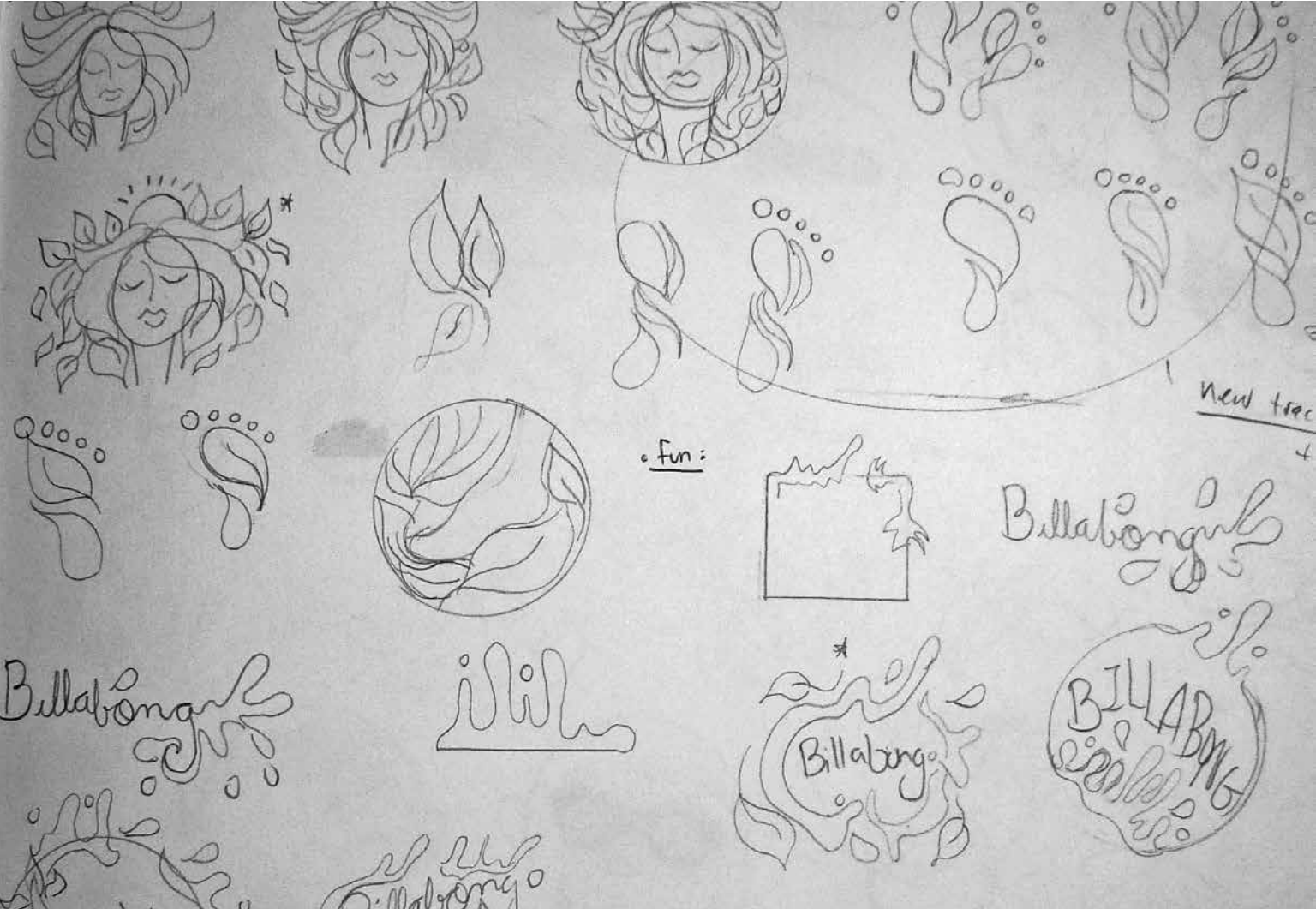
OUTDOORS

Insights from sketches

1. It's always important to remember Billabong's Soul and check to see if the sketches tie back to that.



OUTDOORS



FUN

Insights from sketches

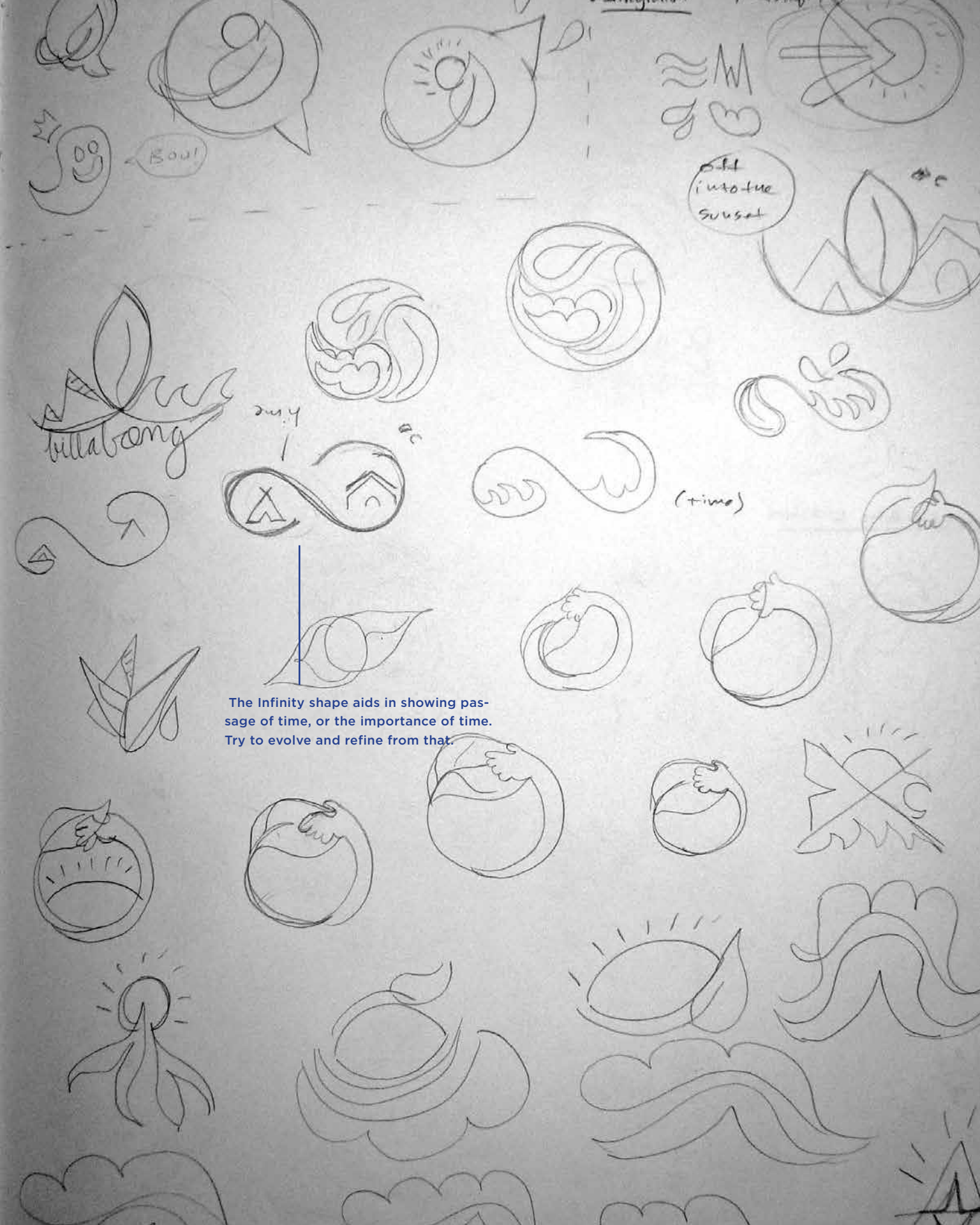
2. Good divergence, but when it comes time to converge it's necessary to be objective and remember who Billabong's target audience is and the "tone of voice" the brand wants to achieve.



INTEGRATION

Insights from sketches

3. More sketches were required, but with a new focus on the following aspects that were working with the ones here presented: The idea of taking off/movement ; New territory/exploration ; The passing of Time (sun-sets, infinity symbol, etc).

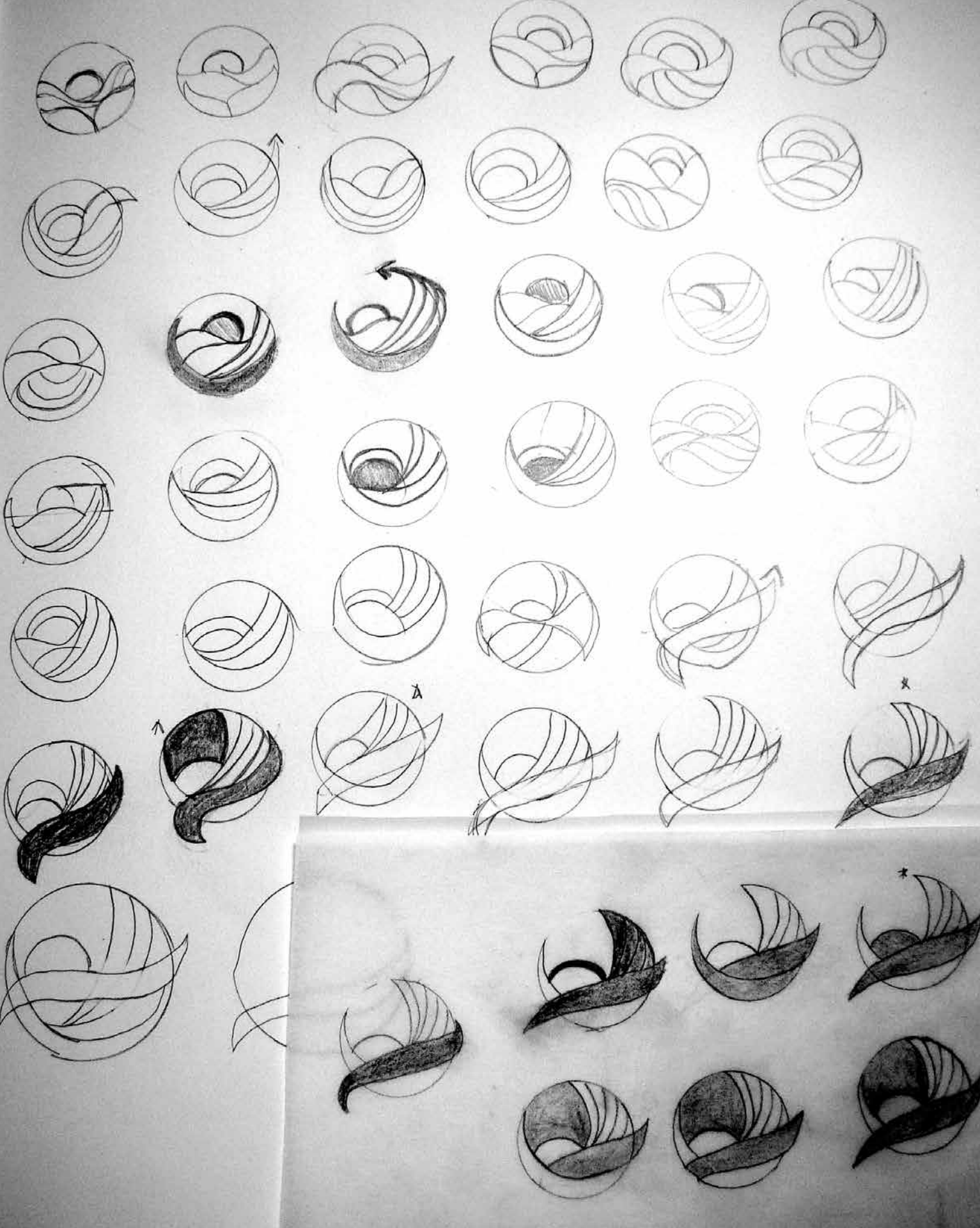


The Infinity shape aids in showing pas- sage of time, or the importance of time. Try to evolve and refine from that.

REFINEMENTS

From the very divergent first batch of sketches, a new direction and focus was established: to try and incorporate in one single sketch the 3 Main Ideas of “outdoors”, “fun” and “integration”.





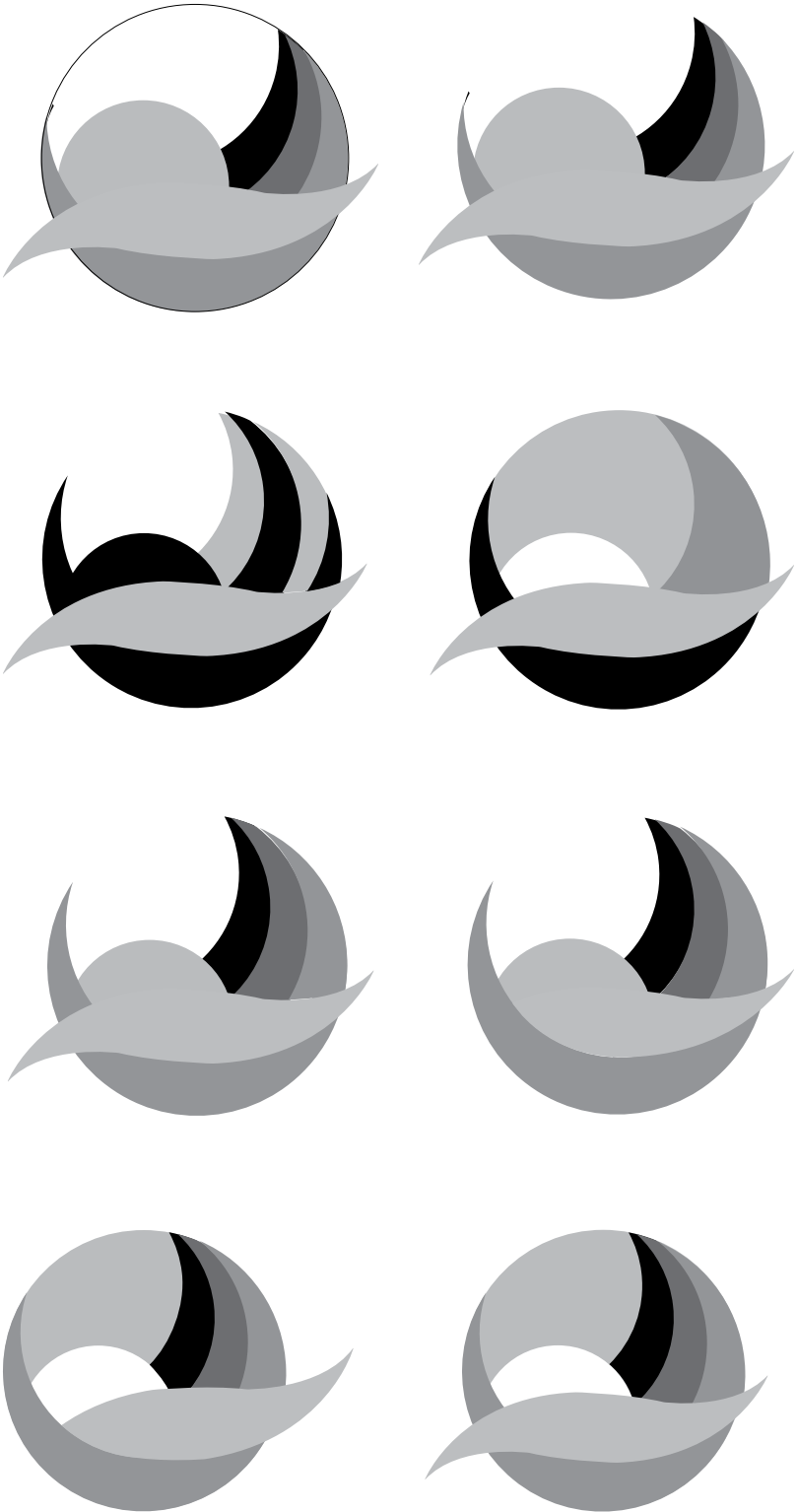
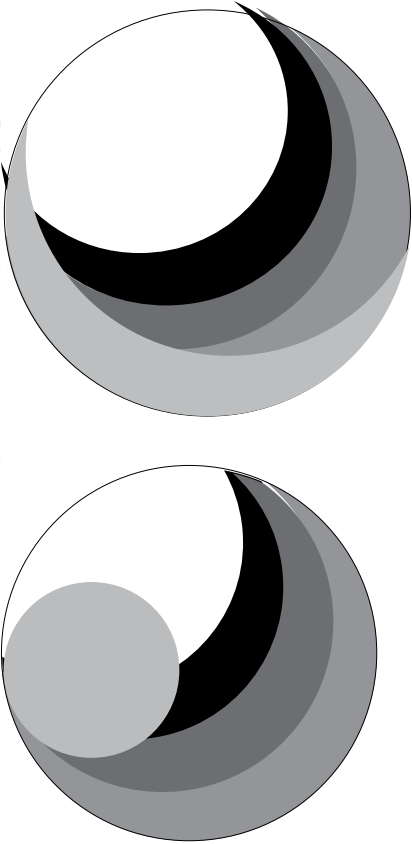
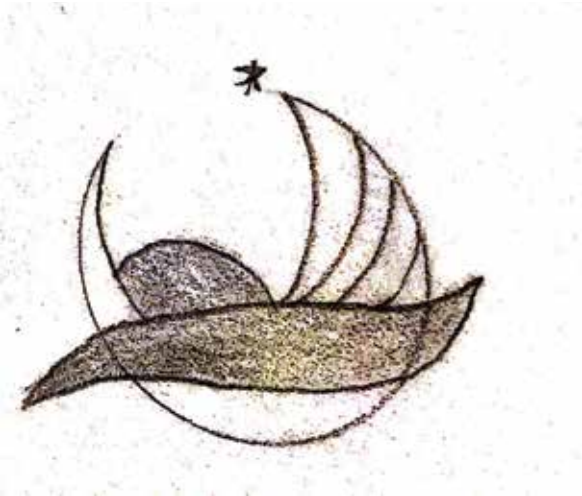
REFINEMENTS

Insights from sketches

1. Always remember Billabong's Brand's Soul and always check to see if your sketches go back to that.
2. Go back to the Brand's history and focus: Billabong is a brand that talks about nature and the outdoors. So it's necessary to have elements that can visually represent that.
3. Billabong's Soul is about finding the right time. The idea of time is very important, so it needs to be visually portrayed.
4. In conclusion: Billabong's new logo has to be able to incorporate all these insights.

INITIAL COMPUTER SKETCHES

After choosing a logo sketch that integrated the 3 Main ideas and showcased visual potential, it was time to refine it digitally.





DIGITAL SKETCH EXPLORATIONS

“CHARGE IT, POINT IT, ZOOM IT, PRESS IT, SNAP IT,
WORK IT, QUICK, ERASE IT”

As the Daft Punk ‘Technologic’ song clearly details, this next step on the logo design was all about digitalizing the hand drawn sketches in order to achieve better graphics to later expand upon and refine.

— SYMBOL

After some extensive digital refinement, the symbol came into shape.



— SYMBOL WITH WORD MARK

Billabong



Billabong



FINAL LOGO

PUTTING IT ALL TOGETHER, FINALLY

The refinement of the logo sketches led to Billabong's new identity logo. Take a closer look, it will help you get to know the new us a little better.



FINAL SYMBOL

The final symbol for Billabong's re-branding, here presented, incorporates the 3 Main Ideas of "outdoors", "fun" and "integration". It also incorporates visual elements that proved to have visual potential during the sketching exploration phase (both hand drawn and computer sketches).

The symbol of the sunset and waves is apparent on the upper half. While the gray organic "swoosh" enforces the idea of movement and "taking off".

Color variations of the symbol are presented here as possible usage when determining the time of the day to be outdoors.

FINAL WORD MARK

The new word mark takes inspiration on the typeface Archer Semibold Italic and presents new modifications, like the pointy terminals designed to resemble the symbol’s “swoosh”.

Billabong

Archer Semibold Italic with 10 tracking

Billabong

Archer Semibold Italic with 10 tracking and new terminal modifications

The red highlights the changes made from the original Archer font to the custom Billabong one.

Billabong

VISUALLY SIMILAR LOGOS

A research of similar logos was conducted to make sure our new brand identity didn't look the same as other brands visuals.



Gulf Coast Capital Partners, LLC is a private equity firm specializing in leveraged buyouts. The similarity with Billabong's logo is the circular "swoosh" of the their stylized G and the use of the triangular star.



Air Berlin is Germany's second-largest airline. Its logo resembles Billabong's new logo for the two stylized "s" or wavy elements.



Amazon's logo resembles Billabong's new log due mainly to its use of the arrow pointing upwards.



An American low-cost airline originally from Orlando, Florida. The basic similarity here is also the use of the line forming a circular angle, as to resemble "take off" and the airplane resembling the arrow graphic.



Canal OFF is a tv channel focused on adventure sports. The similarities here are the two "f"s and the straight line resembling direction.



Carbon Express sells professional accessories for archery. The resemblance here is the line "swoosh" which shows quick movement and the juxtaposition of the two lines forming a cross which resembles the arrow in Billabong's logo.



Google Play's logo similarity with Billabong's new logo has mainly to do with the use of triangles to portray movement and arrows.



Icelandair is the main airline of Iceland. The resemblance here is the stylized "f"s and the movement.



lufthansa's logo only similarit with Billabong's is the wavy line of the bird flying.



Rocket Racing Wheels also is mainly about the line the rocket makes and the airplaine's resemblance to an arrow shape. Here also the line of the rocket encircles another figure, a circle.

VISUALLY SIMILAR LOGOS



SriLankan Airline’s logo similarity with Billabong has to do with the stylized wavy lines of the bird.



Infinity Crime Studio’s logo most obvious resemblance is the infinity sign, however it stands out from any other infinity sign due to its different sized sides.



Lightyear sells electrical cars and its similarity to Billabong’s logo is also it’s infinity sign.



IBM Power Systems offer servers designed for big data that are optimized, secure, and adapt to changing business demands. The similarity here is the stylized and wavy almost scripty P, which resembles Billabongs “swoosh”.



Breitling Energy acquires and develops lower risk onshore oil and gas working interests and royalty interests in proven basins in the U.S. The resemblance here is to Billabong’s encircled logo.



Nature & Spa Hotel’s logo similarity has to do with it’s use of a sytlized “leaf” inside many other forms.



Habitat’s logo resembles the Billabong’s sun inside a circle, as well as its reference to nature by the leaf.



The Infinity Growth logo is also very obvious, due to it’s infinity sign with the use of different sides being different nature elements.



Firestone’s logo despite not having any similarity to Billabong in terms of using a shield, has to do with the wavy heavy weight, brush script, “F” resembling Billabong’s “swoosh”.



Element’s logo is similar to Billabong’s by its circled element and chopped off lines.



MOVING FORWARD

After this thorough visual research of present logos out there in the market, we now know that Billabong's new logo can stand alone as a unique mark. With a final version of our logo developed, we are now able to begin applying it to different mediums.

However, before doing so we must develop a set of rules to establish how the logo will behave and to help guide others to understand how our new visual system works. We invite you to take a peek at our Visual Standards Guide and into the new world of Billabong.

See you there.

APPENDIX

- _ flickr.com
- _ googleimages
- _ allyscooking.com
- _ boosfight.co
- _ afr.com
- _ theculturetrip.com
- _ billabongbiz.com
- _ us.billabong.com
- _ wordpress.com
- _ huffpost.com
- _ medicaldaily.com
- _ airportseatingalliance.com
- _ shopify.com
- _ independent.co.uk
- _ edibleeastend.com
- _ pexels.com
- _ brainyquote.com
- _ strategynewmedia.com



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Adobe Indesign CC
Adobe Photoshop CC

Nature of Identity GR. 604
Fall 2017
Instructor: Hunter Wimmer

