

VanHaren Electric, Inc.

VERSION 21.08.A

The Brand

DRAFT

***With an experienced, professional workforce, an established reputation of reliable quality,
+ a developed ability to comprehensively understand customer needs,
Van Haren Electric a real leader in the industry.***

WEST MICHIGAN'S ELECTRICAL CONTRACTOR

Today, Van Haren Electric is staffed by a team of professionals, dedicated to exceeding their customer's expectations through superior service, outstanding workmanship and a commitment to adding value for our customers. Van Haren Electric is dedicated to conducting business ethically and with integrity. Delivering quality work on time, on budget every time.

Keeping an eye on what's next in the field, whether it's the latest in installations or new safety measures, Van Haren Electric will continue to grow in the industry, serving all of West Michigan.

Van Haren Electric is located in Byron Center, Michigan with a facility that includes a 10,000 sq. ft. warehouse with ample room for collecting/ segregating materials for jobs in progress and prefabrication of fixtures, control centers and other sub-assemblies in order to reduce labor and improve productivity at the job site. Our facility also has 8,000 sq. ft. of office space that houses the Engineering and CAD functions, administrative offices and training facilities.

Brand description taken from corporate information on company website

ROOTED IN TRADITION + QUALITY

Founded by veteran Adrian Van Haren in 1947, Van Haren Electric has been serving the electric needs of industrial, commercial and institutional customers throughout West Michigan. Upon his completion of his assignment as an electrician in the US Navy, Adrian started his one man shop that has developed over the years into a thriving organization.

Van Haren Electric is now under the management of the second generation of the founder, Brian Van Haren. Brian has taken a commitment to quality and excellence in customer service and has blended those qualities with today's technology and engineering standards. This has resulted in an organization rooted in tradition and committed to quality installation and design with on time project completion.

BRAND

OBJECTIVES

Three key principles directed the revision of the logo and accompanying branding for VanHaren Electric

HERITAGE

It was important that, for such an established business, any revision of their logo, icon, and stationary -- in other words, the entire aesthetic for the business's identity -- must maintain a clear connection to the past. With over seven decades of use, the current logo is instantly recognizable to those in the industry; it was vital this remained true now.

MODERNITY

At the same time, I also felt that it was important to make sure that the final product would not simply be a minor update of the existing logo, but have a simple, clean, modern approach. The goal was to find the meeting place of established professionalism and a youthful energy, producing a logo which would signal not only the quality of the company's work, but its vitality and passion for the same.

IDENTITY

The last pillar really is to be found in that "meeting place": a logo which communicates instantly the heritage of 'personality' of the business with pride. One that takes seventy-plus years of experience and hard work, and brings it boldly into the current day.

Step 1

Establishing the Color Palette

The color palette had to match with each of the objectives: the heritage of the company in its established brand and its corporate history; the clean look of a modern logo; and a consistency in identity.

So, I started with the colors used in the existing logo, as well as those from various items found in the worksphere of the company. This included things like existing colateral, branded apparel, and even the officespace of the company's headquarters.

Opposite to this page is a moodboard of such items, with colors extracted from them that formed the foundation of the final palette.



 **Van Haren Electric Inc.**
CONTRACTING • ENGINEERING • SERVICE

POWERING WEST MICHIGAN FOR OVER 70 YEARS

Color

Palette

I knew from early on in the design process that gradients would play a prominent role in the overall aesthetic of the revised brand identity. This was for a few reasons.

First, I found inspiration in the reflective look of the service trucks and high-visibility safety gear that dominate construction sites.

Second, the modern feel behind a subtle gradient. While obvious, three-dimensional gradients have largely been dropped from corporate branding in recent years, a subtle gradient can serve as an eye-catching element in logos, especially when applied to print media collateral.

The result is a series of three gradients, which serve as the basis of the brand's look.

Still, in order to make sure that the brand could be applied in situations where gradients could not be rendered (or would not be appropriate), I developed a solid-color palette as well.



9 | Step 2

Forming the Logo

Building upon the three objectives, and with a color palette established, I went about creating the new logo.

It was important to me that the new logo, like one it was being designed to succeed, would be primarily typographical: this resting on the *rooted in the past* objective pillar.

Still, unlike the old logo, I didn't want to restrict the logo's identifiability to the icon alone. Opposite, I show how the logo suffers from originality when the icon is removed from the whole logo.



While the second image shows that the bottom bar helps to maintain the recognizability of the logo as a whole, it is also clear that there is a great deal lost when the icon is removed.

Furthermore, the third and final image shows that the simple changing the color of the bar below the name almost totally negates that. In other words, it's not the bar that has any power to identify of itself, but the *color* of the bar.

Logo

The final logo design avoids these problems
via a focus on the wordmark over the iconography.



By placing emphasis on the name of the company, rather than on an abbreviation, the new logo works to convey what customers value the most: the reliability and quality of the company they have come to know or heard about from satisfied customers. This version of the logo is the base; but its simplicity allows for a versatile approach to the ways it can be applied.

Logo



Logo

vanharen
ELECTRIC

vanharen
ELECTRIC

vanharen
ELECTRIC

Logo



Logo

vanharen
ELECTRIC

vanharen
ELECTRIC

vanharen
ELECTRIC

Icon

The final logo design avoids these problems
via a focus on the wordmark over the iconography





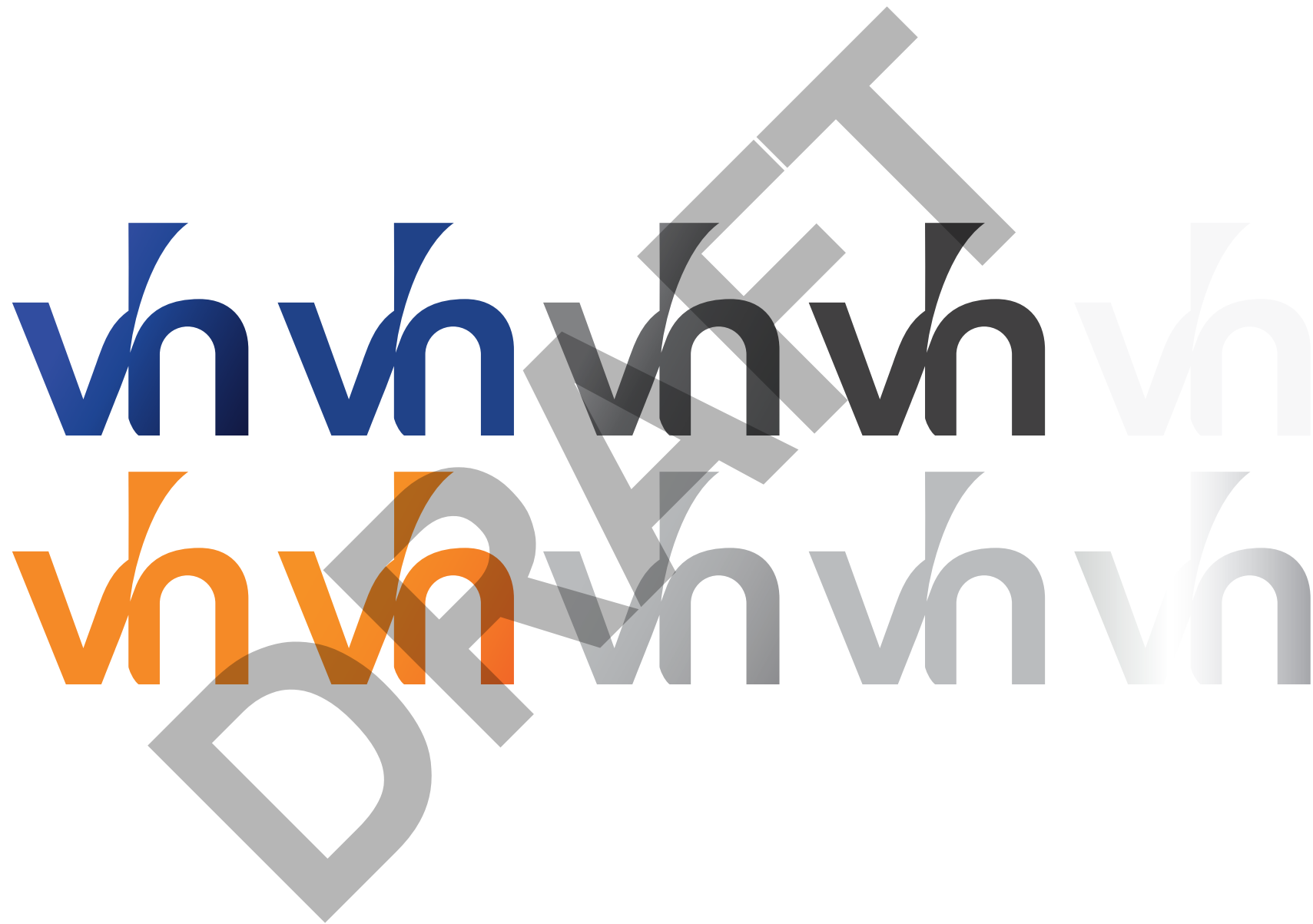
Icon

Icon



Icon

To ensure that the icon can be used in small sizes,
a more simple version is also proposed.



Branding

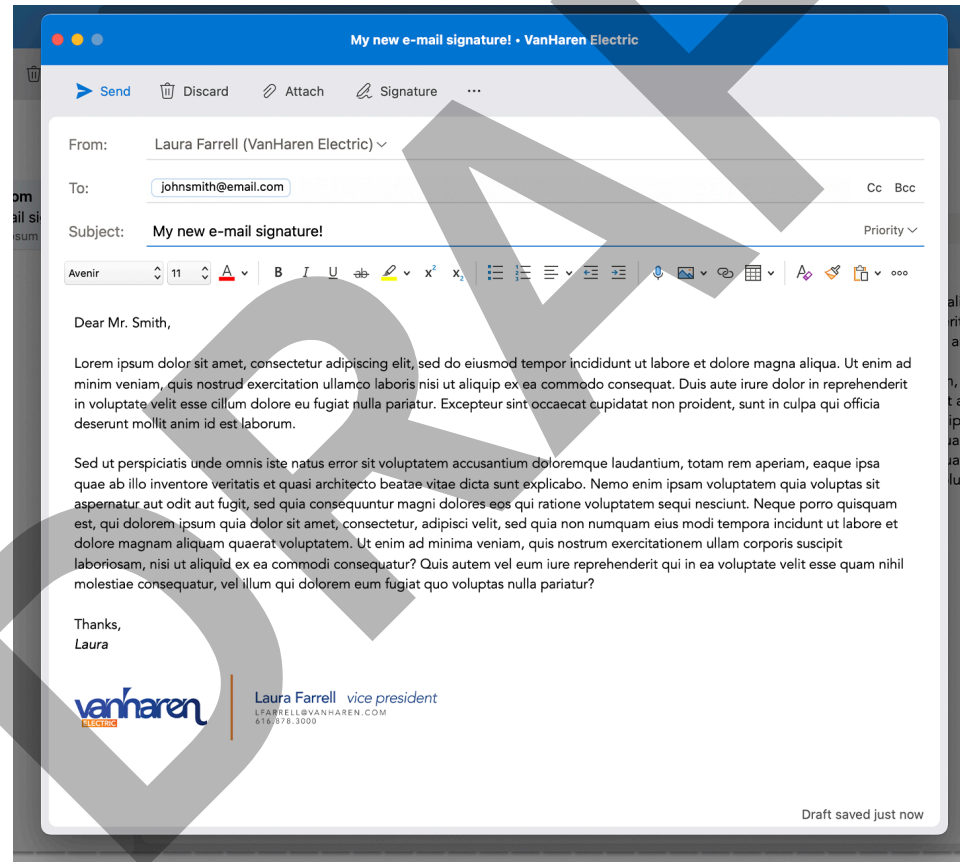
In boldly emphasizing the logo and color palette, the revised aesthetic is as memorable as it is clean.

The revised collateral offers a sweeping change from its predecessors. Business cards see a vibrant color scheme, letterhead is built with a simple, ordered hierarchy, and typographical principles are organized to ensure that important information is always the focus, no matter the medium.

BRANDING

APPLICATION EXAMPLES

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DRAFT



Typography

To match the logo, a new approach to typography on stationary, materials, and the like was developed. The guidelines are simple, with a focus on maintaining a clean and consistent style throughout.

Header

Gill Sans SemiBold Italic
Size (here): 88

Subtitle/intro

Gill Sans SemiBold
Size: 23

Body

Petrona Light
Size: 12pt

MTJPF

Maxim Farrell

2021