



EBS Branding

Design Philosophy

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Purpose

- **The EBS team brand had not been changed since implementation.**
- **The EBS team brand is a typographic mark only; lacking a graphical element.**
- **In anticipation of a new documentation tool, new support website, and upcoming changes to SAP itself it seemed a good time to illustrate our evolution with a new team image mark.**
- **The EBS team brand should reflect the current team, its purpose, and product.**

Graphic

- The general shape of the proposed revised EBS logo elicits what SAP is and to provide symmetry as well as balance.

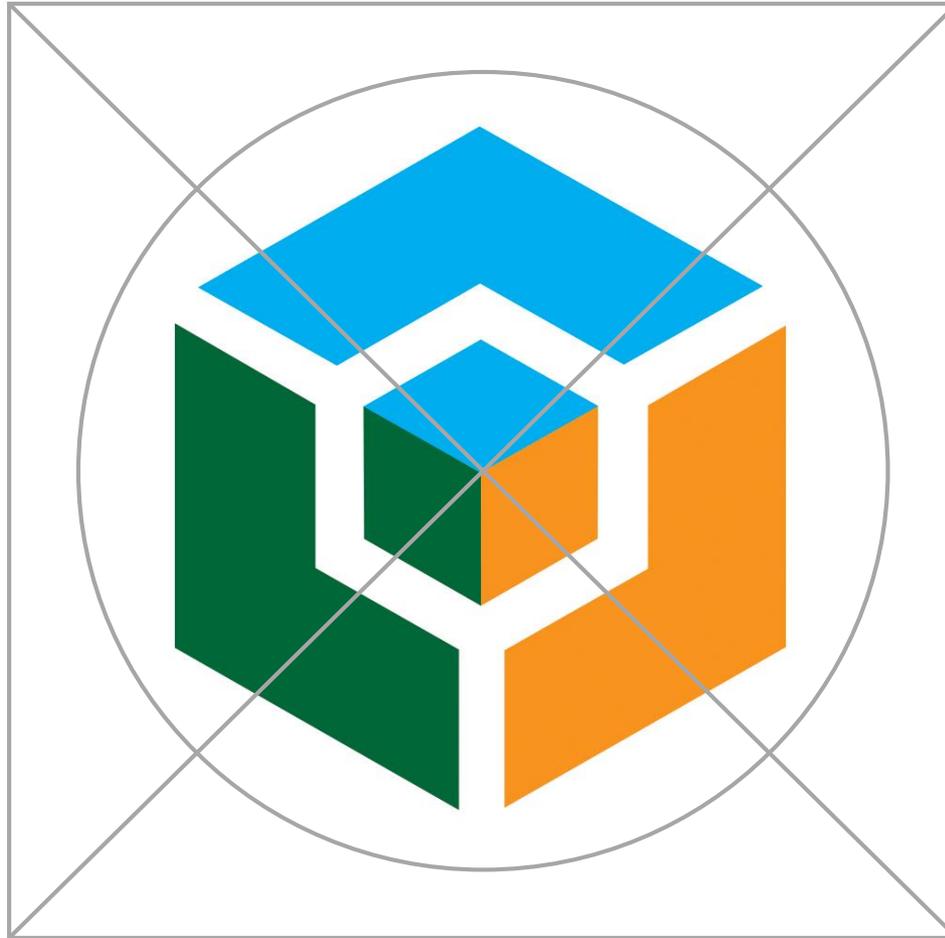


The cube motif suggests an info cube or module of SAP.

The tri-color shading reflects the 3 overarching components of SAP: Financials/Logistics, Human Capital Management, & Reporting or the concepts of People, Process, & System which SAP encompasses.

Graphic: Details

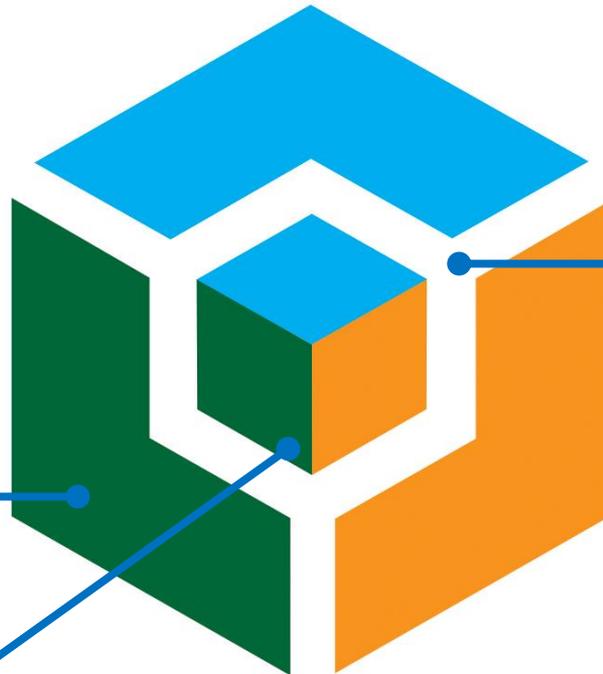
The graphical component is designed for circular symmetry so that it may be used as a logo mark in any vertical or horizontal layout easily.



This cubic graphic is not uncommon (others have used this very shape). It's simplicity makes it easily identifiable while providing enough positive and negative space as to convey meaning relevant to our purposes.

Graphic: Positive & Negative Space

These shapes are reminiscent of arrows or chevrons pointing outward and suggest the dissemination of information from SAP to the user.



The negative space between the outer shapes and the inner cube suggest entry into the system of data and users.

The positive space of the three combined color trapezoids create the illusion of a cube (as does the combination of the outer shapes and negative space). These cubes suggest the integrated nature of the SAP solution while displaying their overarching subject areas with simple color assignments: green for HCM, blue for FILO, orange for Reporting.

Typographics

- **The font chosen to accompany the graphical element is Roboto.**
- **Roboto is a sans serif font designed by Google for use in the Android Operating System.**
- **It was chosen for its clarity and “cubic” style to match the cubic nature of the graphical mark.**

Treatments

In this treatment the EBS lettering is typeset beside the logo in colors to match the graphic. This would be useful on a letterhead, email signature, or other horizontal format where identifying the team is necessary.



ENTERPRISE
BUSINESS SOLUTION

People, Process, System

Treatments

This treatment is a variation of the previous horizontal layout for use in vertical spaces.

The following pages illustrate the variable ways that the logo + typeset can be used.



ENTERPRISE
BUSINESS SOLUTION

People, Process, System

Treatment Samples



**ENTERPRISE
BUSINESS SOLUTION**
People, Process, System



**ENTERPRISE
BUSINESS SOLUTION**
People, Process, System



Treatment Samples



**ENTERPRISE
BUSINESS SOLUTION**

People, Process, System

Alternative Colors

Several alternative color schemes were evaluated by the EBS team.

The design chosen, adopted the colors of the Portland Flag to clearly indicate our relationship to the City and our service to all of its bureaus and citizens.

The final design also removed lettering from the logo mark to avoid ambiguity in the team acronym.





Conclusion

Design isn't for everyone. Some don't care about it much.

But the iPhone, Android, and tablet computing make clear how important design is for the functional use of those machines. So what does changing the logo for EBS improve?

Because it creates an impression in the mind. That impression is important about the message we are sending. Our message is about integrated solutions through SAP, about customer contact, about providing information, and about designing things well.

The goal here was not merely to provide EBS with a new and hopefully better logo and typemark. My goal was also for us collectively to signal an attention to design as we move toward new SAP technologies which will make the SAP user interface better and easier to use.

I also wanted us to have a graphical mark which was easily identifiable so that if someone saw it across the room they would instantly recognize it. A simple typeset (as in our current type mark) doesn't do that job as effectively.

I appreciate all of your input, comments, thoughts, and votes for the design you felt best fit.

+ Charlie

