



A case study of Isotrak
Corporate identity, Stationery and Literature

55 Design Case Study

Isotrak - Brief

The initial brief was to evolve the Isotrak corporate identity – one that stands for the organisation in its own right and not the solutions it produces.

The new identity needed to be far more distinctive – that's because, crucially, the solutions (sub-brands) must be able to work independently from the master-brand and yet still be instantly recognisable as originating from Isotrak.

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Isotrak - Original identity before re-brand



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Isotrak - The Competition



((((VTSolutions)))

Vehicle Telematics Solutions Sales & Consultancy

a2b TRACKING SOLUTIONS



thinktracking 



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Isotrak - Sketch work

ISOTRAK

ISOTRAK



ISOTRAK

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ISOTRAK

ISOTRAK
ATMS
POA



NAVIGATOR
EXPLORER
SCOUT

WHAT TYPE OF BIRD WOULD IT BE?
WHAT TYPE OF ANIMAL WOULD IT BE?



Developers

ISOTRAK corporate logo.

NAME FOR (LH).

3 concepts

- safe.

- happy.



TECHNOLOGY.

TRAK MAN.
TRAK MATR.

Revolution



ISOTRAK

QUANTUM

DRIVEN

TRAKKER.

Stamp on



ISOTRAK

ISOTRAK AK

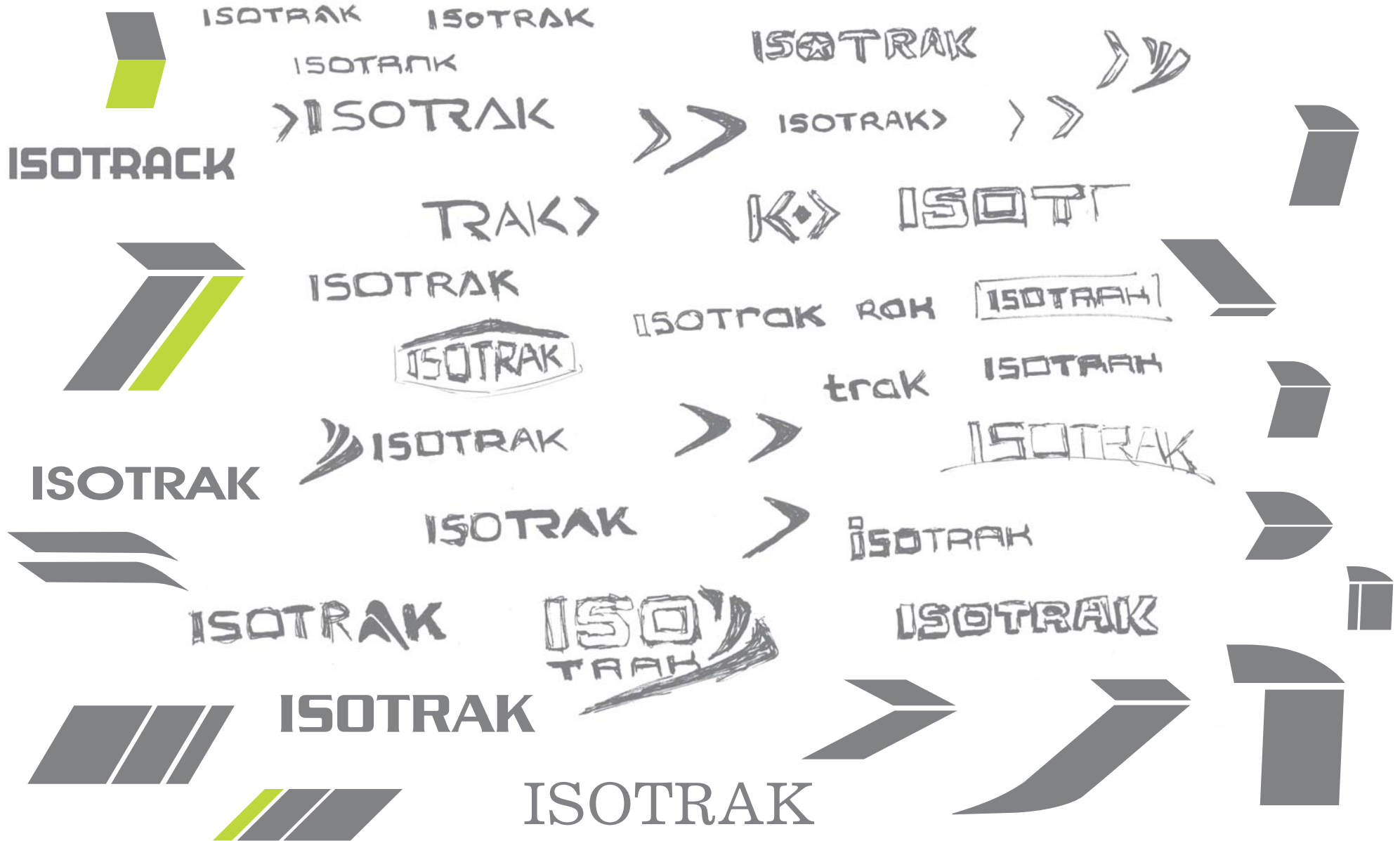


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Isotrak - Sketch work

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Isotrak - Evolution 1



Chevron development

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Isotrak - Evolution 2



Chevron development

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Isotrak - Evolution 3

ISOTRAK



Chevron development

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Isotrak

After presenting the three evolution concepts to Isotrak a decision was made to take forward evolution 3.

Evolution 3 was chosen by Isotrak as they liked the chevron forming a 'truck cab' and how the mark was moved from the front to the back of the name. Evolution 3 was developed further, enhancing the sense of 'forward motion'.

New characters for the name were drawn to create a unique typeface for Isotrak, complimented with a new strapline.

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Isotrak - Evolution 3 development

ISOTRAK 

ISOTRAK 

ISOTRAK 

Chosen route

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Isotrak - New identity with strapline



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Isotrak - Drawn characters

A D E e G I i K M

N O R S T V W Y

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Isotrak - Corporate umbrella

ISOTRAKTM
Technology in motion

UK Product

White Label

US Product

ATMSTM

AiiMTM

3iSTM



TEDSTM

YTMTM

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Isotrak - Stationery



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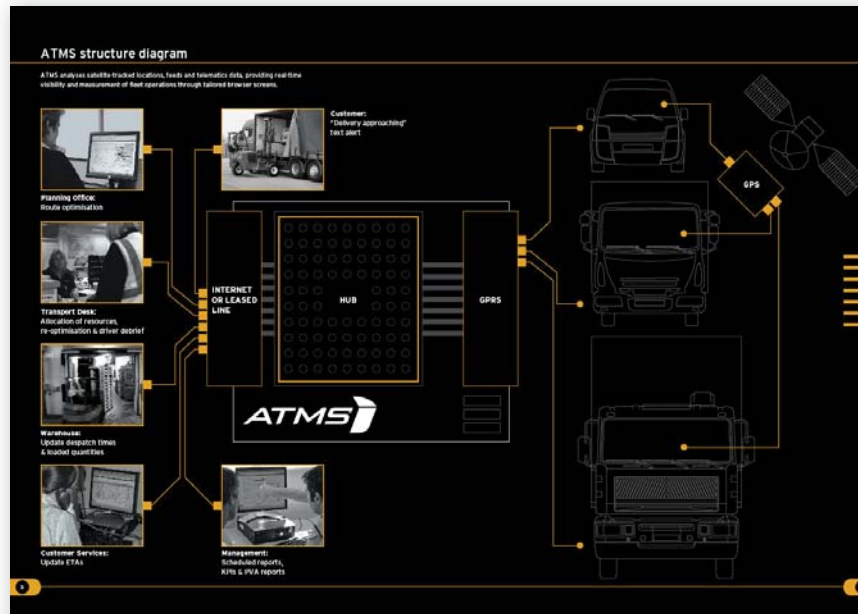
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Isotrak - Literature



Going the extra mile with efficiency

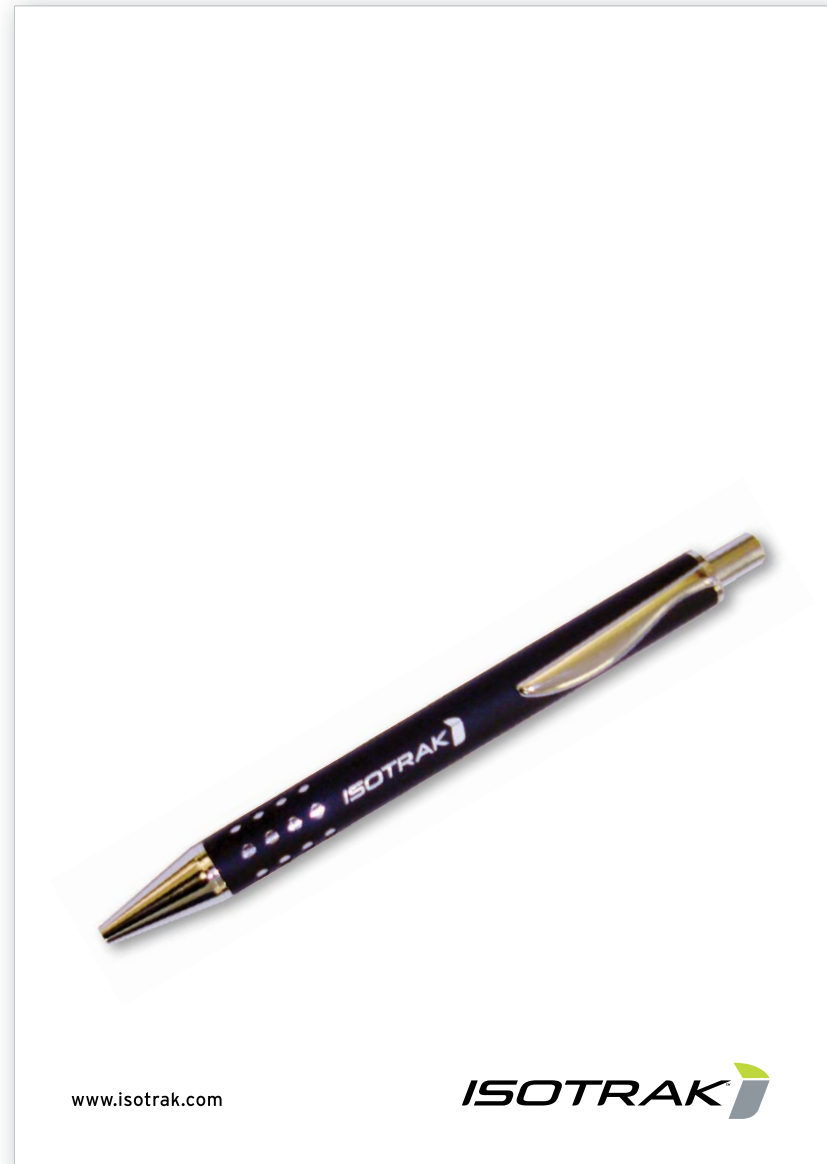
Today – like never before – cutting costs, reducing emissions and implementing sustainable distribution strategies are the issues that keep transport professionals awake at night. Hardly surprising, given that empty-running across the food supply-chain stands as high as 24%!

The demand for significant change has never been greater. Fortunately, so is the opportunity it brings us. For over a decade, since the introduction of transport management systems such as tools as ATMS, real-time KPIs – even for backhauled loads – have been available to logistics directors.

Yet the challenge has always been how to 'teleguide' third party vehicles into our own fleets, ensuring that delivery vehicles were not returning empty. It's a price that has shuddered the logistics industry for far too long. But not any more...

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Isotrak - Office Merchandise



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Isotrak - What they say

“ 55 have had a dedicated and infectious enthusiasm approach to building our brand image to the extent that our brochures have even had compliments from our fiercest competitors! In fact, 55 are considered part of the Isotrak team - nothing is too much trouble and there are no hidden costs. It really feels like they're working in the next office. ”

Len Mifsud, UK Marketing Manager, Isotrak