

Comment8

Brand identity

Comment⁸



Have you noticed how one thing very often leads to another?

Here's a good example. The "one thing" was a big rebranding project we did a couple of years ago for a company called Lane4, founded by Olympic gold medallist Adrian Moorhouse, and a leader in the field of human performance.

And the "another"? Well, Lane4 were impressed by our performance – so when they saw an opportunity to turn their expertise in internal communications into a separate business, they very kindly called on us to create the new brand identity, which needed to be dynamic and distinctive in its own right, but clearly related to the Lane4 parent brand.

The client's chosen name Comment8 gave us a nice numerical link, and from there, it was only a hop, step and jump to come up with a rather neat graphic device – using speech bubbles within the 8 to reflect the new company's offer to help clients shape more product internal conversations.

And that, in turn, led us on to develop a whole visual language for the new brand, which we applied to a range of launch communications, including a new corporate brochure, stationery, and various other bits and bobs...

Kind words...

"A brilliant job. It has real synergies with the Lane4 brand, but is also a strong and creative brand identity in its own right, we're really excited to get going with it all."

NATALIE BENJAMIN
Product Director
Comment8

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Comment8 Brand Identity Materials:

- Top Left:** A white notebook with a large pink speech bubble icon containing a black 'K' and a small heart. Text above the icon reads "internal comm8" and "Love it or hate it". The "Comment8" logo is at the bottom.
- Top Right:** Two white notebooks. The left one features a white cat icon with the text "internal communication" and "Comment8". The right one features a blue bird icon with the text "social networking" and "Comment8".
- Middle Left:** A white notebook with a colorful speech bubble icon (blue, yellow, green, orange) and a text box containing a story about communication. The "Comment8" logo is at the bottom.
- Middle Right:** Two white notebooks. The left one features a pair of pliers icon with the text "internal communication" and "Comment8". The right one features a red speech bubble icon with the text "internal communication" and "Comment8".
- Bottom Left:** A white notebook with a large green number '1' and a green root system at the bottom. A text box on the left says "One fundamental goal" and "We'll partner with you to make sure that your communication drives every decision, motivates the workforce and helps to achieve its vision". The "Comment8" logo is at the bottom.
- Bottom Right:** A hand holding a tablet displaying a digital interface for Comment8. The screen shows sections for "COMMENT8 BUSINESS", "COMMENT8 RETAIL", "SOCIAL NETWORK FROM TWITTER", and "LATEST NEWS FROM RETAIL". The "Comment8" logo is at the bottom.
- Bottom Center:** A white poster with text and graphics. It includes the "st8 to the point" logo, the "motiv8!" logo, and the question "What are you w8ing for?". The "Comment8" logo is at the bottom.