

prefix ph

How we affixed the design together.

Our Brand Redesigned
Sets Movement to Empower the Future.

prefixph

Overview

PreFIX PH was designed by Project Assistant to be the Philippine's first ever intelligent phone directory app. The app imports all the contacts from your native phone book and labels them according to what network they belong to. As a result, users will always know what network they're contacting and maximize telecompany promos where in they only communicate within the same network.

Team Deaprtment

Design Team

Team Members/Roles

Jeremy Hibionada – *Senior Designer*

Isaac Bravo – *Lead Designer*

Pax Francia – *Designer*

Launched

FEBRUARY 2018



THE CHALLENGE

- ▶ PreFIX PH primary purpose was to organize and see your contacts sorted into three major categories: Sun Cellular, Globe&TouchMobile and Smart&Talk'N'Text, Which allows you to save money on load, and avoid monthly spikes on your regular plan, The app was only designed only for the company.

And we believe that we have developed an app that can change the underhanded/monopolistic mobile Communication system in the Philippines, and we believe that this tool is an optimum cause to save not only their time and money but also relationships, And we want to share it for free.

PreFIX Ph aims to become the default mobile app of the majority of people in the Philippines by replacing their phone's native phone app. We want to encourage people to use it for every phone call, promo registration, group message, or if they have a question about a prefix's network.



PreFIX PH

There is a surprising growth within the market and we need to reposition PreFIX PH as a brand. PreFIX PH establish a strong foundation of trust with our users, and potential users. We tested out our previous strategy, got our results and our results is telling us we need to ramp up.

 prefix ph



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FD6869

D253E6

7A5BFD

67C18E

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C7C5C5



 PreFIX PH

The team is planning a big step forward in terms of functionality and design, We have now shifted our mission to hone in on a single vision: build out our app to efficiently connect every filipino with the resources they have to enhance relationships and career. and we need to express PreFIX PH with the new Identity, that can thrive with us thru out our development.

Weavers & Tailors

The core idea as a design of weaving is to unite or bind a collected technology and information together, And tailor is to customize for a precise and efficient use the organize system. The concept is parallel as to how the app is designed to function,

These resembles the outcome of the app's function. A simplified solution brings the community closer but also cuts your expenses short on a daily basis.

We wanted to express that as our visual design and to share a part of the Philippine culture.

PreFIX PH Weaves – data and functionality for a simplified communication system.

PreFIX PH Tailors – Solutions for mobile app system suited for Filipino users across the country.



OUR PROCESS

With this app we have an incredibly important responsibility and one we take very seriously. We wanted to be in a place where we are satisfied that our efforts, our results have been successful in helping pinoy's save money and stress when it comes to wireless communication & we want our visual identity to go hand in hand with the momentum we have right now.

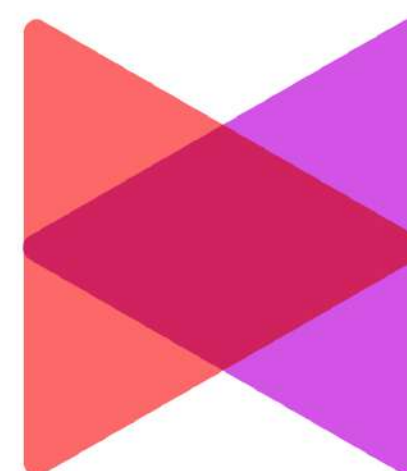
Primary Materials

prefix ph

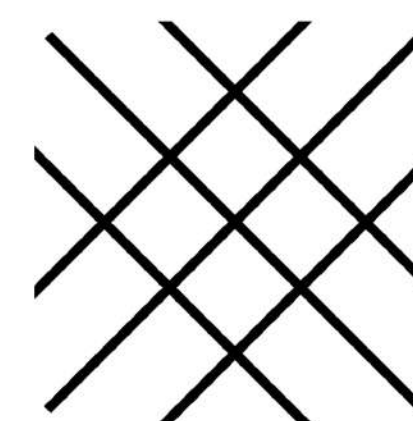
Logotype



Logomark



Colors



Lay-out

Aa

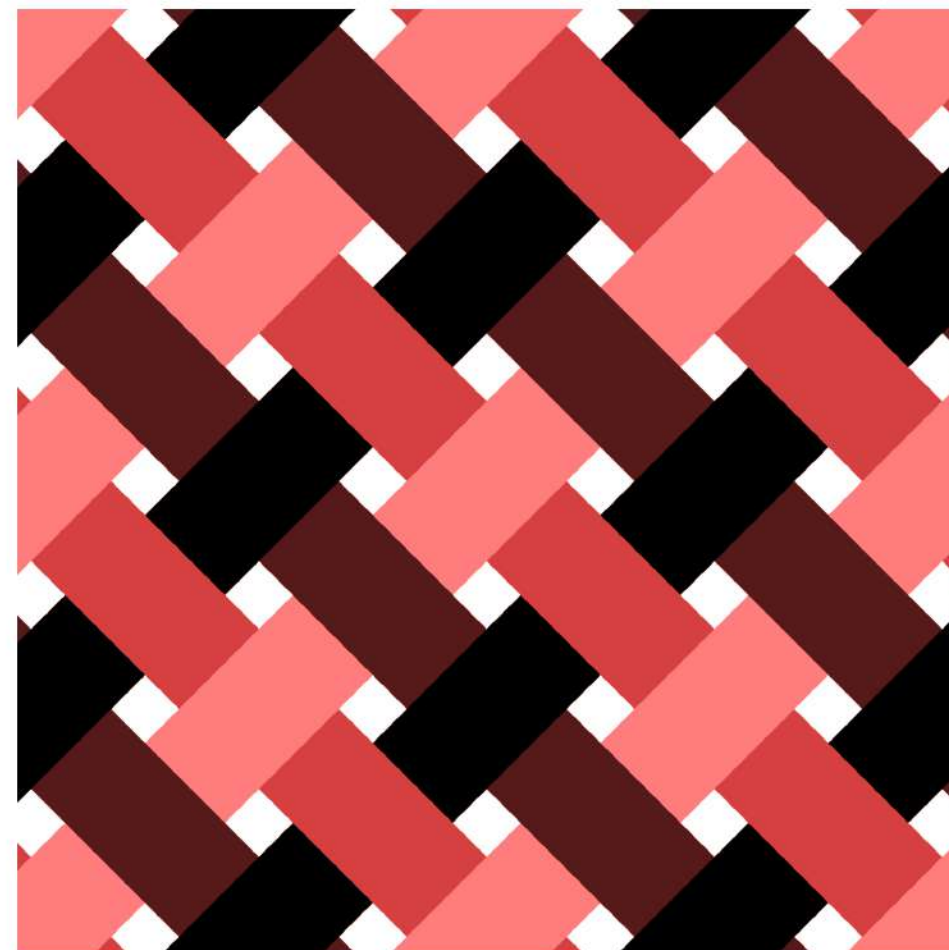
Type

These are the main materials of our new visual identity. They are drawn out from threads, pieces of cloth, braides, and mesh, and form consistency thru out our brand visual expressions.

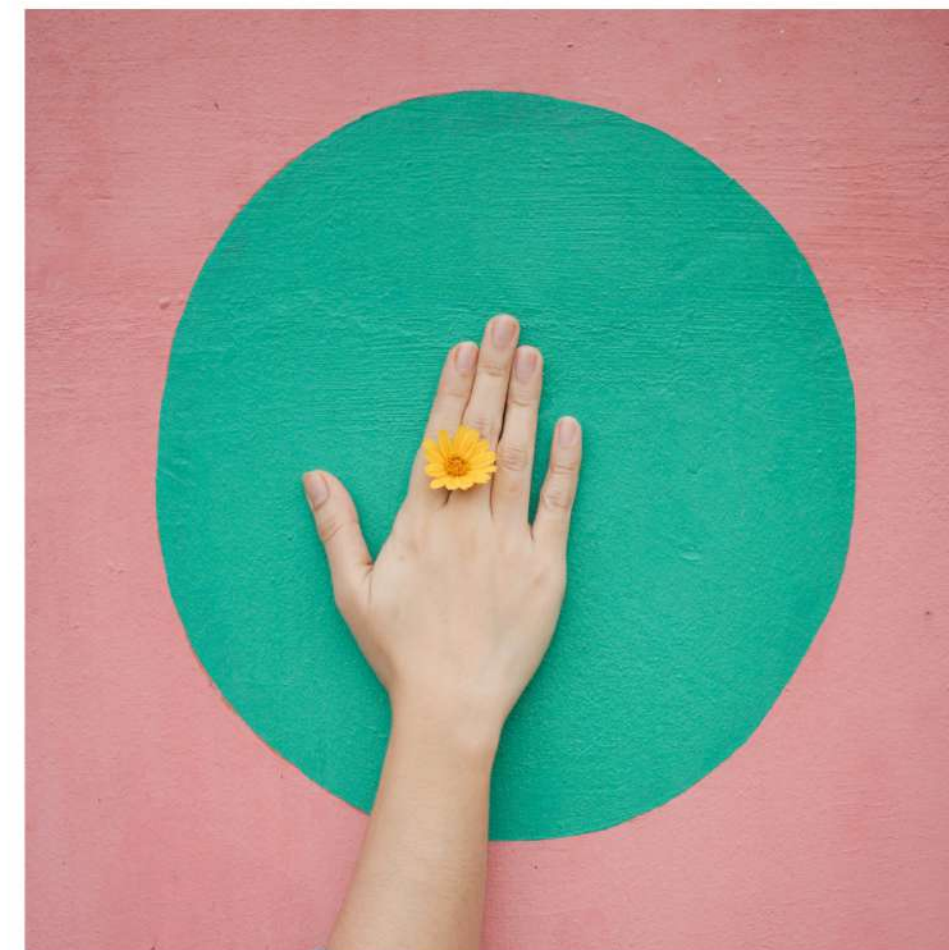
Secondary Materials



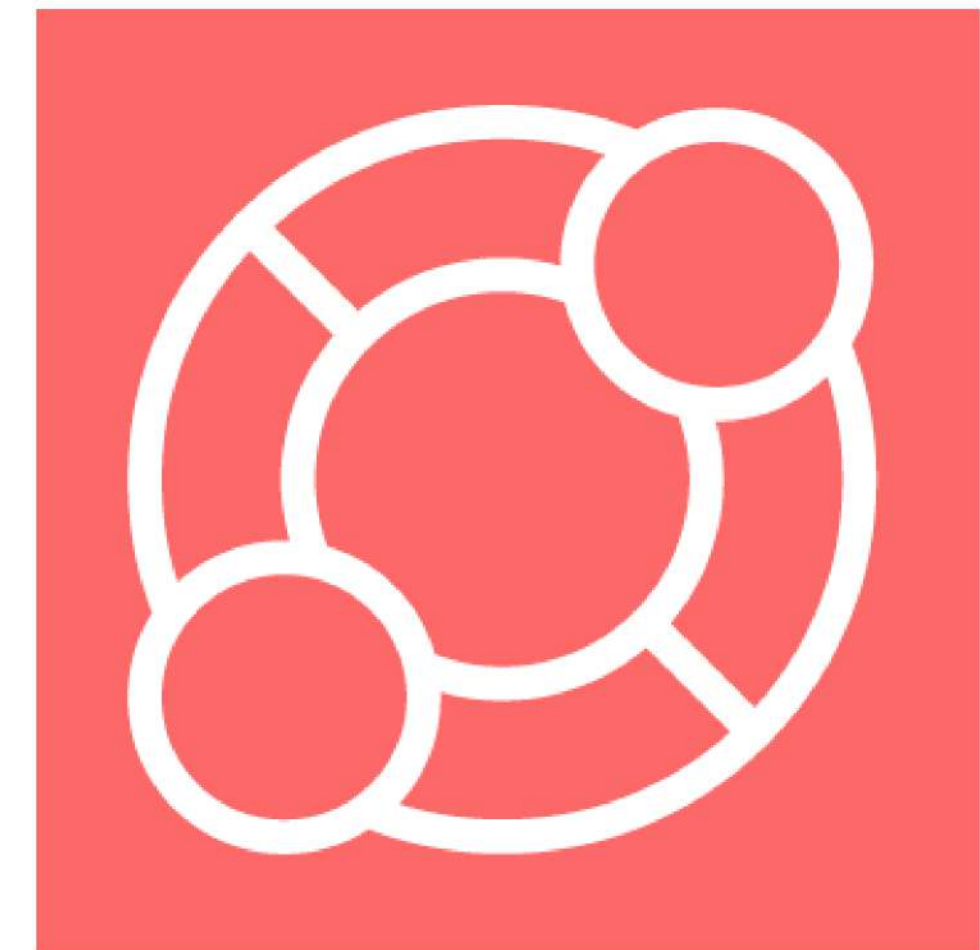
Palettes



Patterns



Images



Icons

These materials provide flexibility and allows for personalization, keeping the system fresh and contemporary. The designs helps us fit to the user's lifestyle.

Pimary Materials

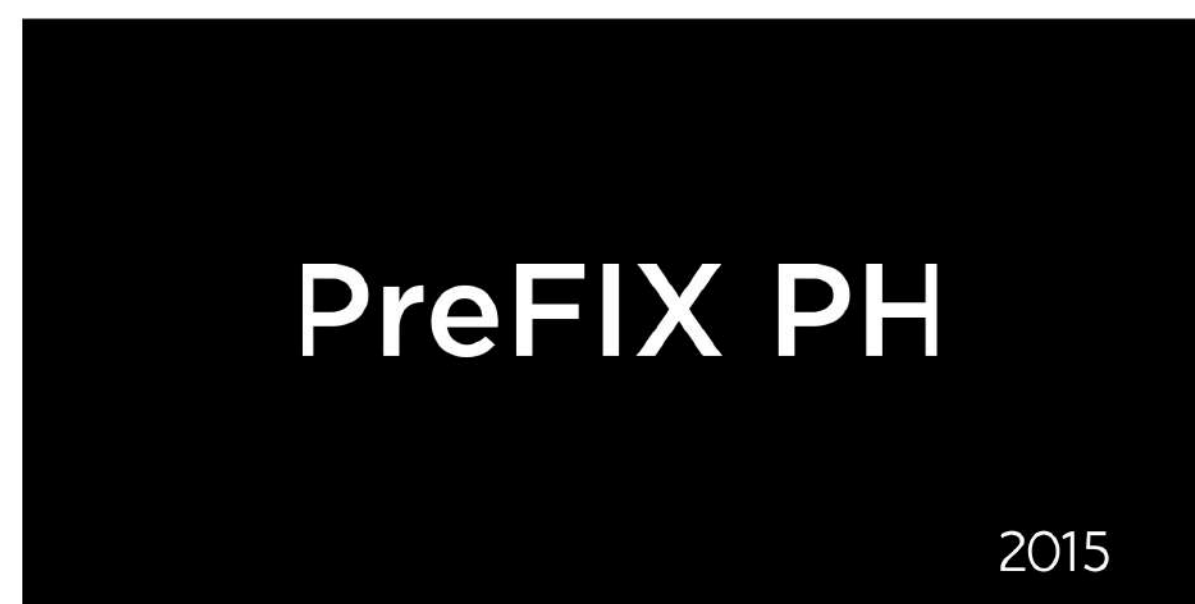
Logotype

prefixph

/prē fiks/ /pē āCH/

LOGOTYPE– *Simple, will stand the test of time and speaks of the product.*

The new PreFIX PH logo with an in-depth look at its history, design brief, application, and reason for change. The team took a huge step by giving importance to view logo launches and rebrands from business point of view rather than just aesthetics.



Avant

The logo mark was designed in house last 2015, The logo mark is a green glowing sim card inside a ringed circle. Supported by PreFIX PH logotype with GOTHAM MEDIUM as the typeface.

Apres

The logo was designed to be approached as; Engaging, Memorable, Simple, Versatile & Friendly so we went deeper with the logotype as a team we decided to do a custom made typeface exclusively for the prefix logo. We switch to full on smallcaps which makes the right feel of friendliness but we want it to be engaging so we made it bolder. The logo was guided by our theme and geometric genre of typefaces. Our type inspirations revolves with Futura, Proxima-Nova, Avenir and Vegur.

Pimary Materials

Logotype

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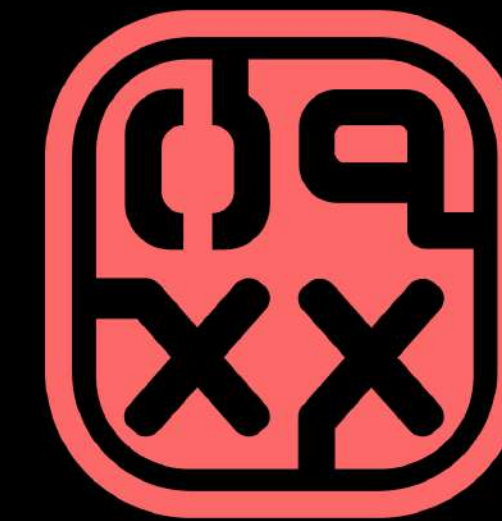
prefix ph

Primary Materials

Logomark

LOGOMARK– *Easy on the eyes, High quality, would represent 09XX, a Cellphone or SIM card.*

More thoughts from conversation: Basic visual representation of 'efficiency'? Since the app is totally an efficient tool for communication and practicality. "I like simple, minimalistic, flat designs"



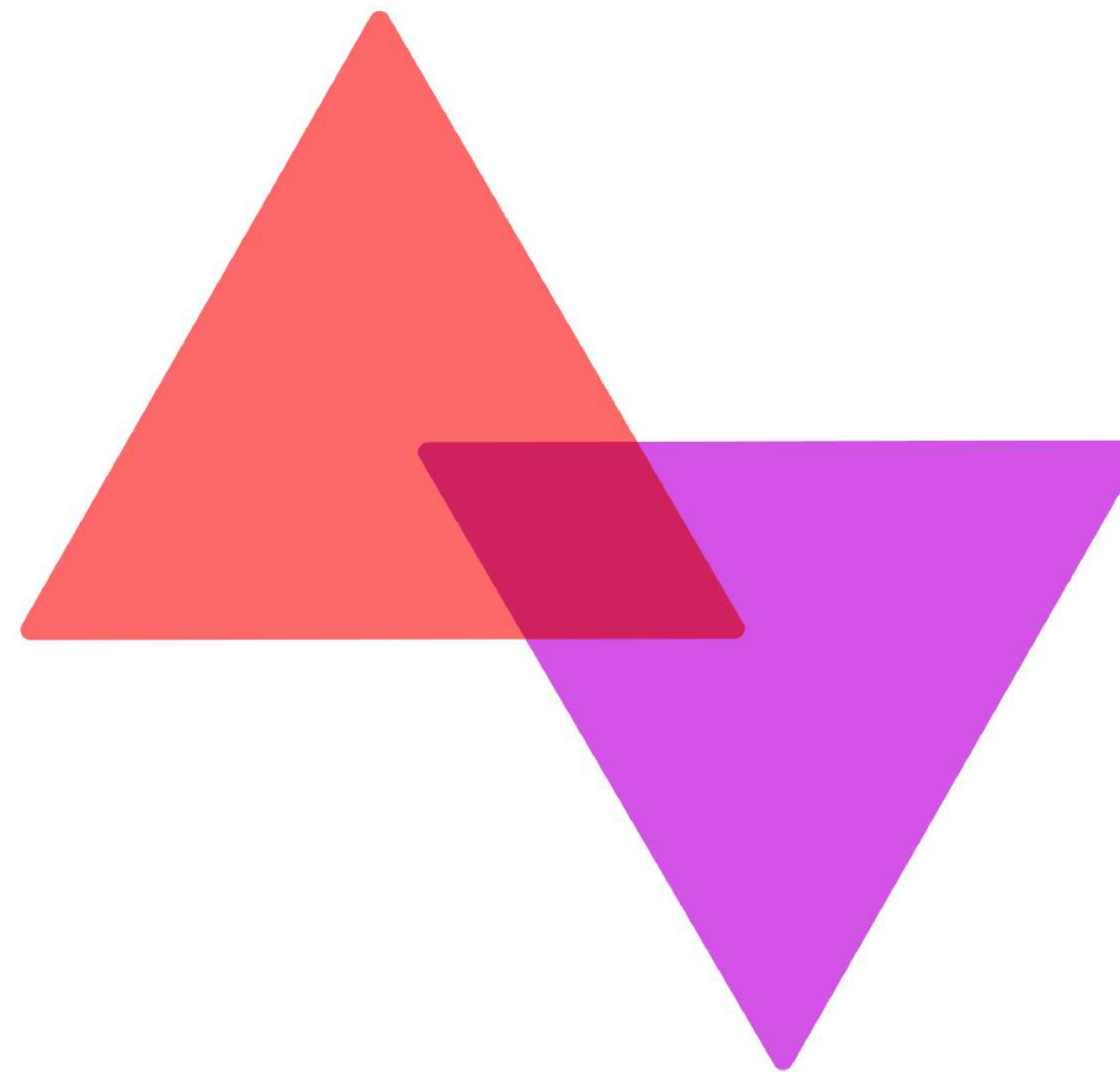
The design must be light and can be easily incorporated as a utility and a must have for smart mobile phone users. The logo needs to have something around the numbers 09XX which represents prefixes in the Philippines.

Salmon Red

#FD6869

Salmon red or *Very Light Red* can be used as one of the colors on your brand to indicate your energy and passion for your business. In larger amounts it is effective in the promotion of products or services related to fresh start and renewed energy, passion and also swiftness. Generally this color sets a tone on the mindset that projects character of being compassionate, nurturing and wholesome.

A combination of subtle red and white, salmon red contains the need for action of red, helping it to achieve the potential for success and insight offered by white. It is the passion and power of red softened with the purity, openness and completeness of white.



The color magenta is one of universal harmony and emotional balance. It is spiritual yet practical, encouraging common sense and a balanced outlook on life.

This is a color that helps to create harmony and balance in every aspect of life; physically, mentally, emotionally and spiritually.

Magenta influences our whole personal and spiritual development. It strengthens our intuition and psychic ability while assisting us to rise above the everyday dramas of our daily life to experience a greater level of awareness and knowledge.

Magenta

#D253E6

Complex Grid Layout

The aim is to look classy but fun, clean and clear, an eye-pleasing composition. To make this trick look even more modern, we totally combined it with other current graphic design trends such as bright colors and typography. In result, our designs will leave even longer lasting impression.

This approach seeks a way to mix of the meticulously aligned and visually jarring techniques with overlapping typographical and graphical elements, it may seemingly random image and text placements, but there is a focus on designing for content delivery, personalization, and conversion. One consequence of an increased focus on design as a means of effectively delivering content will be a stress on delivering said content to the right person at the right time — all with an eye to increasing desired actions, naturally.

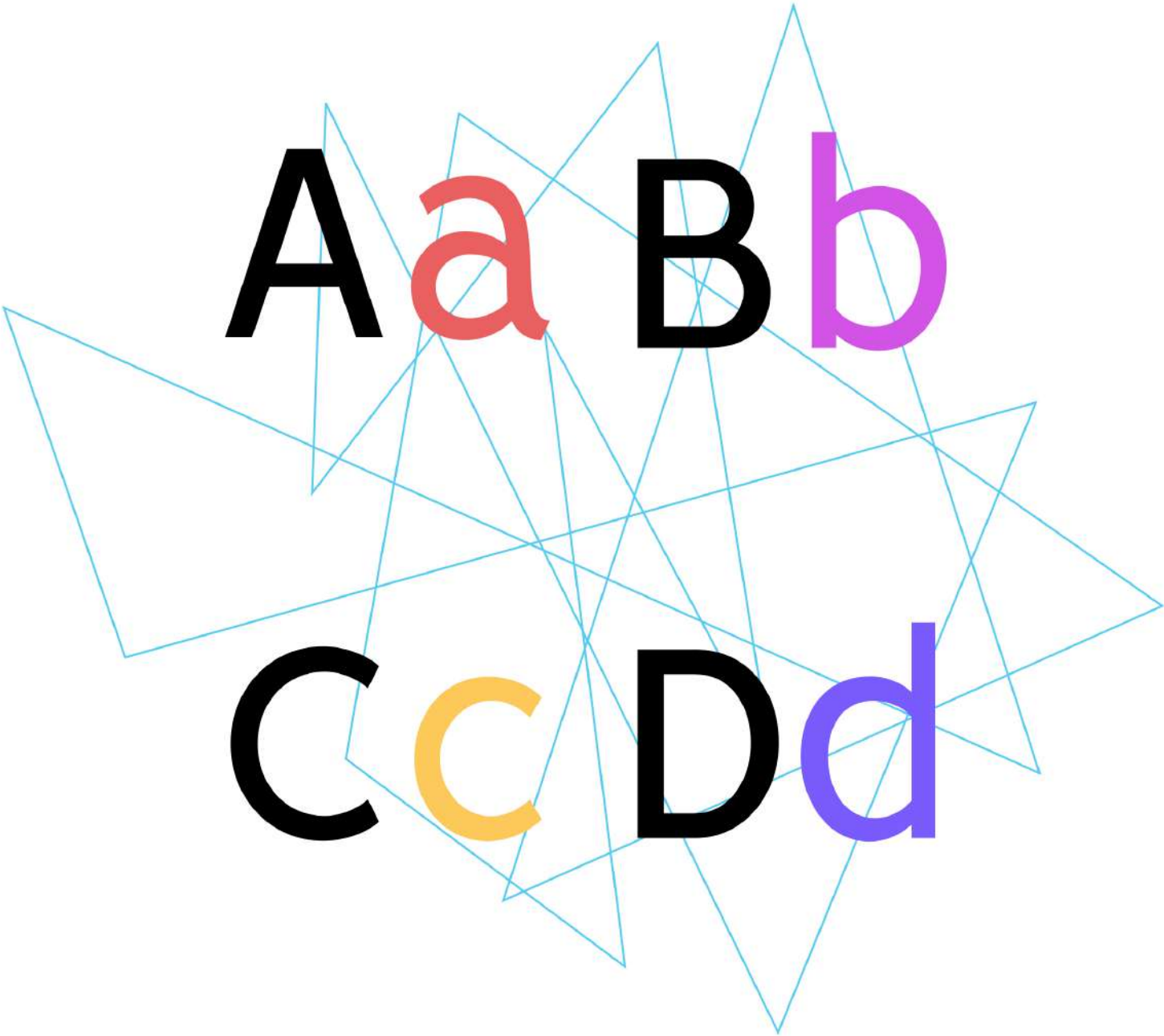


Vision

SANS SERIF

Vision Font Family

Vision is a contemporary geometric display sans typeface, based on a balanced construction of sharp angles with smooth shapes. With this font we wanted to experiment with letters. In fact the research behind new shapes and different variations of the letterforms has given a futuristic look, ideal for catchy editorial headlines or logotypes. This versatile all caps font family includes more than 430 characters and covers several languages that use the Latin alphabet, completed with an extensive accents and diacritics set. It comes in Regular and Bold weights optimized for maximum adaptability. As a matter of fact each font features 36 attractive alternates and 30 ligatures, which expands the possibilities when composing.



1 2 3 4 5 6 7 8 9 0

Gotham Regular

Together we fixed it.

Avant

Vision Regular

Together we fixed it.

Apres

01- Shirt Height cap for a better Reading.

02-Little terminals in some of the glyphs with the purpose to make reading comfortable.

03-Simplified strokes resulting in great legibility in small text sizes.

04-High height ascender for better readability in text form.

05-High x-height to make optimal readability in small text.

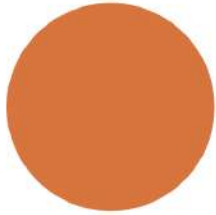
Elegant
SMART
Readable

Secondary Materials

Palettes



Mustard Yellow



Tangerine



Salmon Red



Magenta



Jedi Indigo

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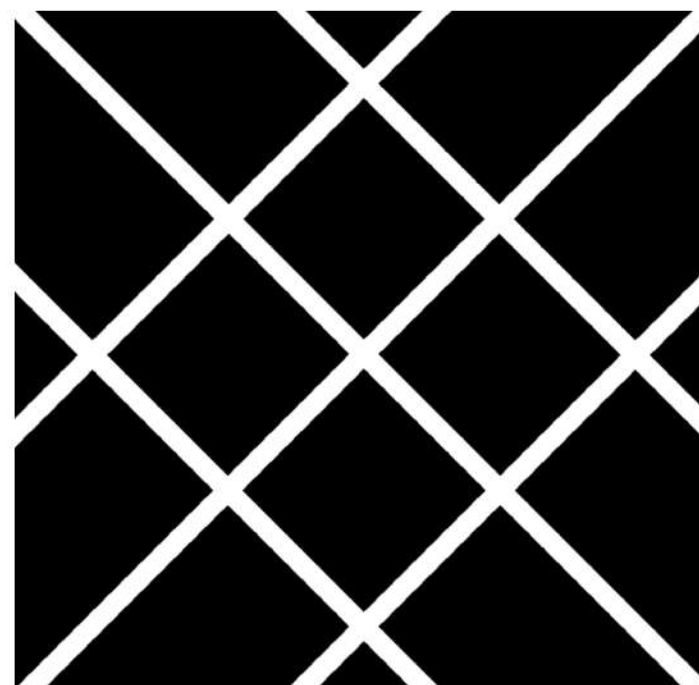
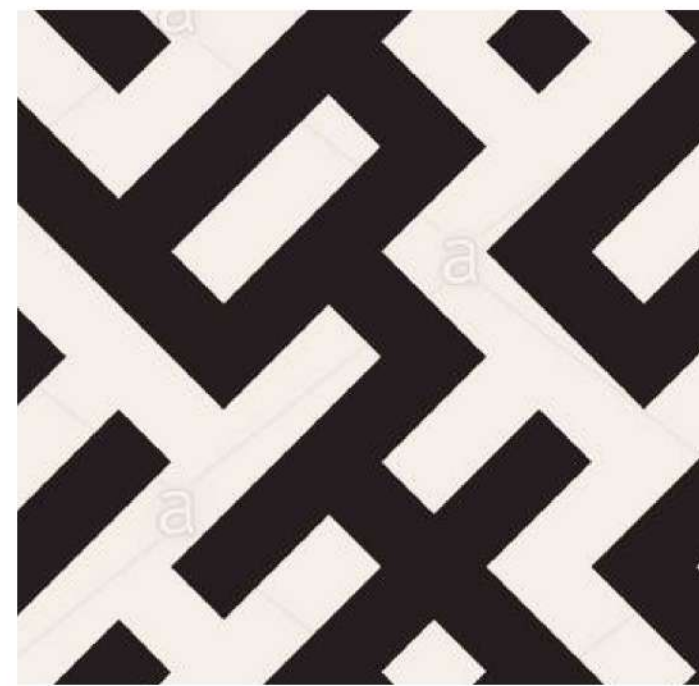
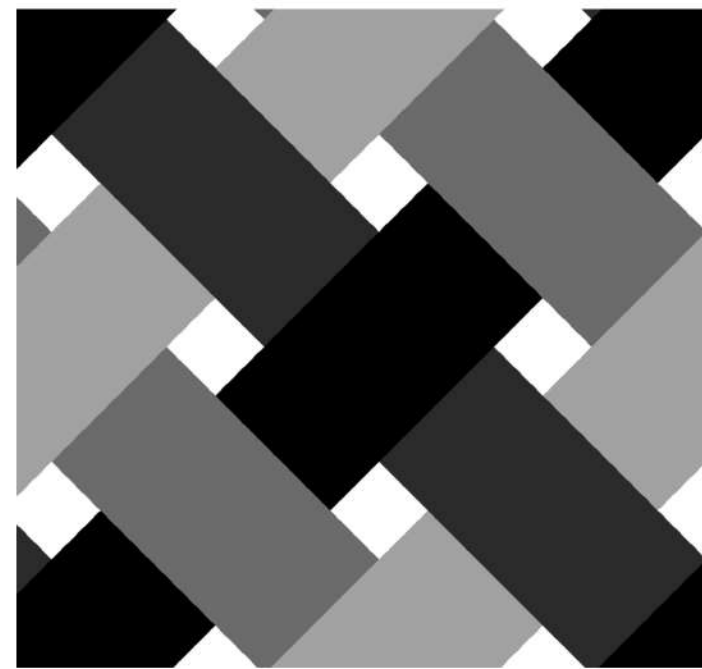
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Secondary Materials

Patterns



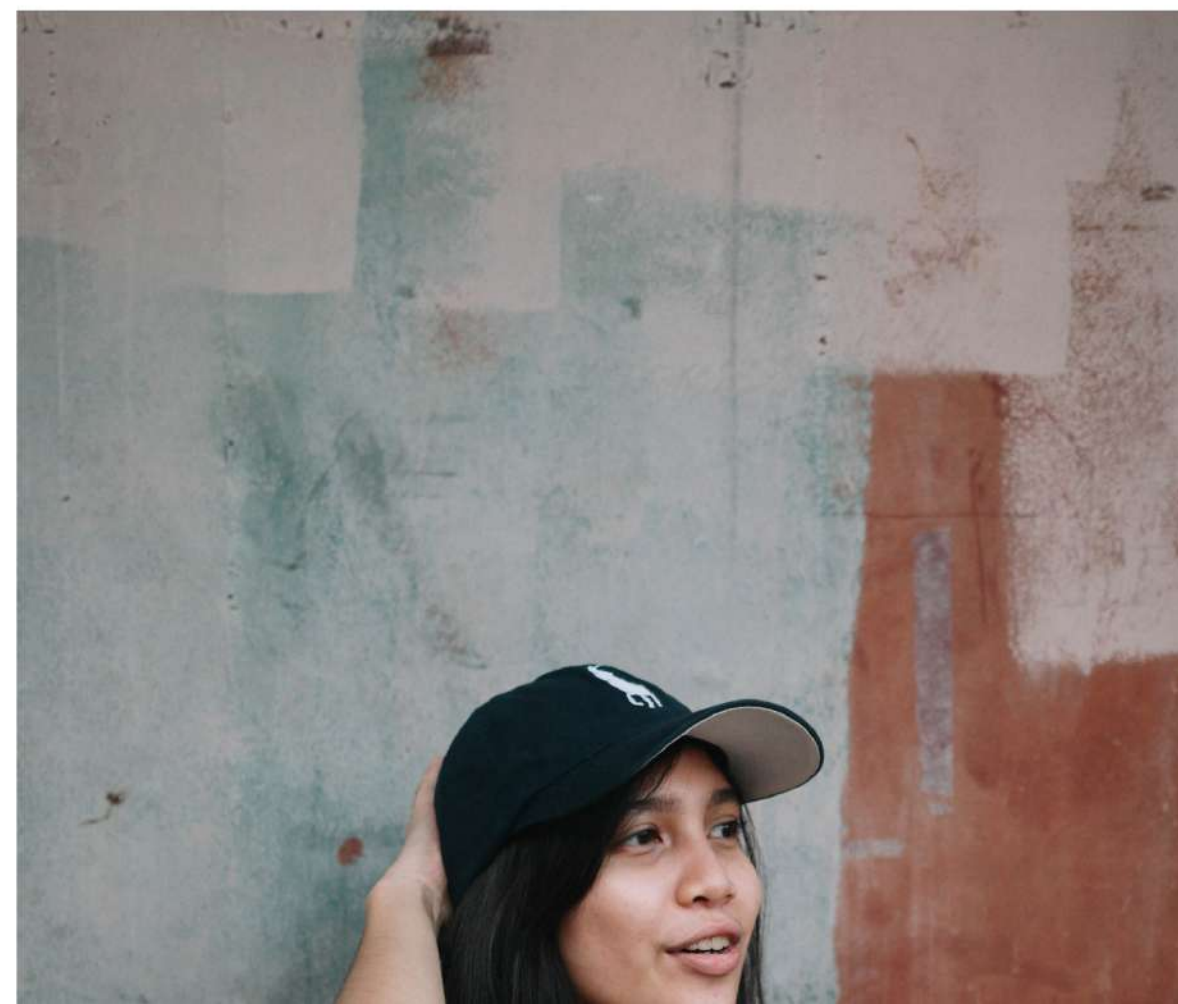
We are doing experiments on futurist and hi-fi integration so we tried “*Hablon & Banig*” as elements/textures with the grids, composited the items in photoshop and illustrator. We even made the vectors symmetrical sets to capture the beautiful systematic hand-woven textile feel but projected in a digital tech feel. The experiment in creating the pattern sets, ideally we are planning to create 3 to communicate Luzon-Visayas-Mindanao feel, we need to highlight PreFIX as a brand and at the same time we need to share a part of the Philippine culture.

Secondary Materials

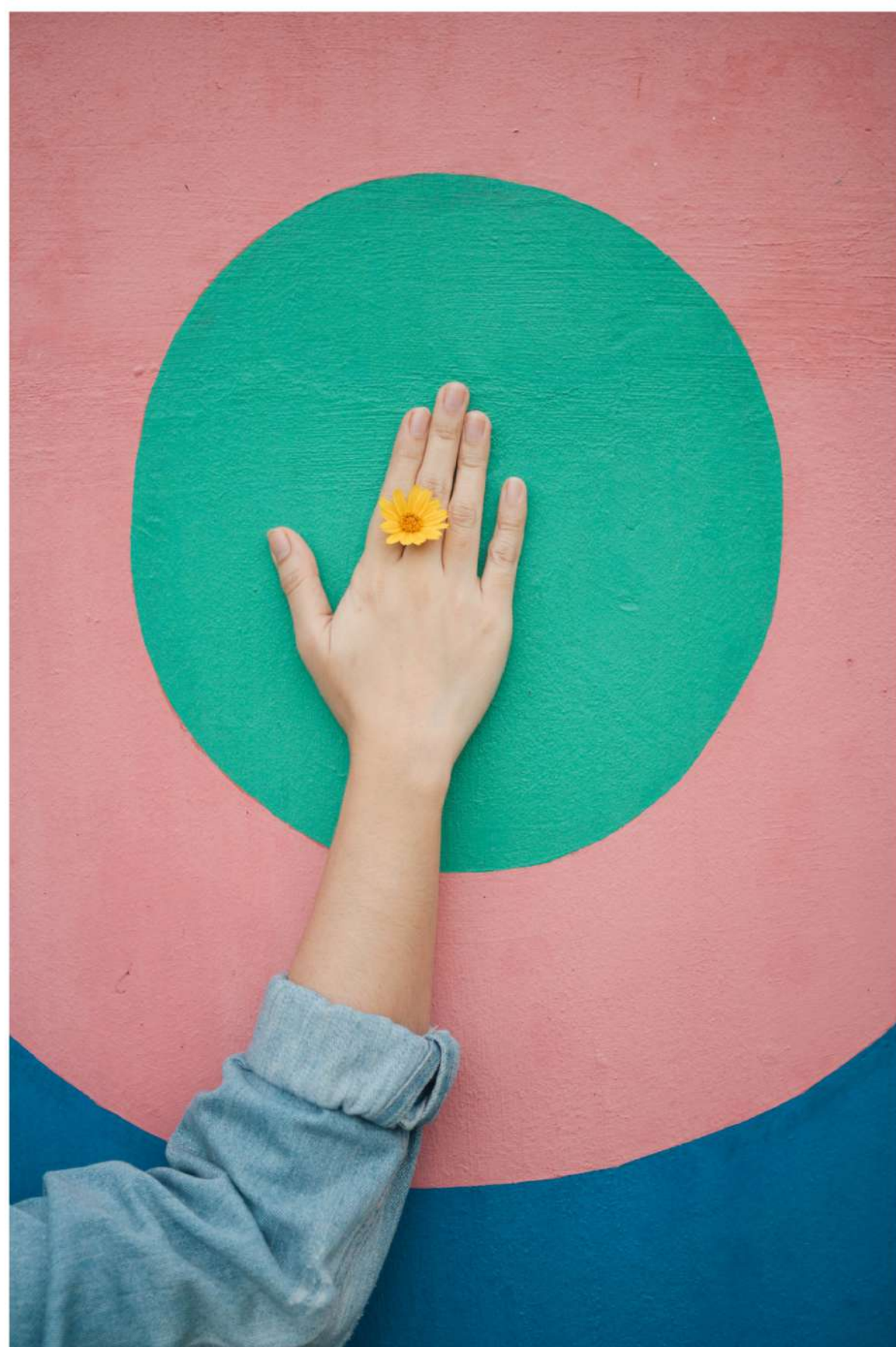
Images

Authenticity

Let's fill our blogs and ads within the realms of human's natural body, skin and emotion as this type of photography will continue to reign supreme. Images that look simple and minimalistic are anything but, and emotive images are in. so no more filtered images, but it has that clean feel and ambient light only, meaning we will be using images that are taken using natural soft light.

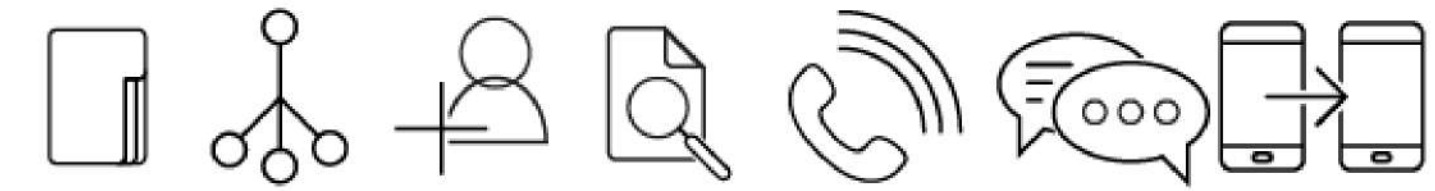
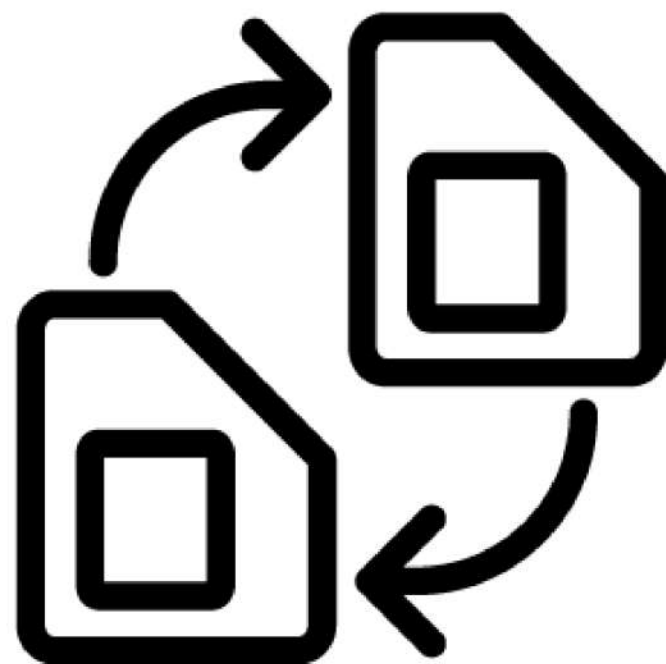


Visual Identity

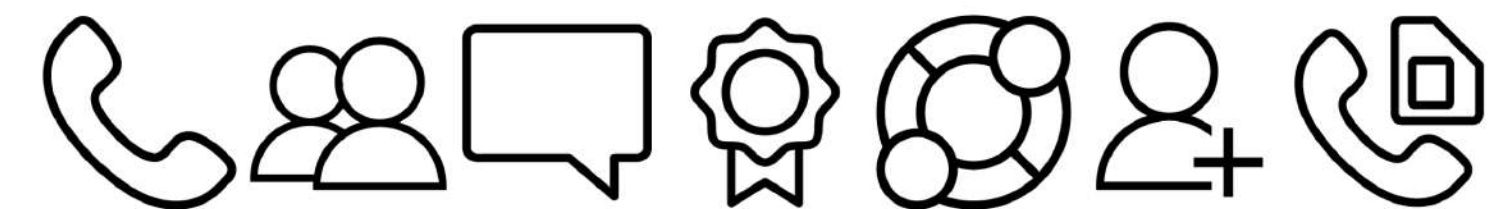


Semi Detailed Line Icons Set

Ideally, we'd like to display brand messages in the friendliest ways possible, and our Lead UX/UI designer Isaac remade the Icons from 2015 designs. Last October 2017 we released a much more toning form of icons by adding more weight to it, and we are currently using it now in our app. Now it has a modern feel and sleekness to it, and we took consideration on how it will communicate effectively with the users. so we will be attaching the branding icons with the app icons sets aesthetics and adapt it even on our marketing collaterals.



Avant



Apres

Personalized Illustrations

Prefix collaterals and blog post must haves, as a brand we can communicate effectively when we come our own images so we can get the message right this time on our own.

Visual design wise, the 80s that are making a comeback. Mid-century, a term used to describe the period roughly between 1933 and 1965, is certainly becoming a source of inspiration for web and print designers. While interior and fashion design have incorporated mid-century modern elements in waves during the last few decades, now we're observing a more digital adoption and interpretation of those elements. But we will be highlighting the usual daily life of the user. So no exaggerated elements or texture, and overuse of bizarre colors. So it will not be alienated with the background of the web site or app rather it be an accent to our page, we'll have that echo on our pages.

We will maintain the primary visual by implanting them in subtle hints like the illustrations pegs here.

Illustration samples
by: **Malika Favre**



Supplementary Materials

Merchandise



Visual Identity System

Supplementary Materials

Supplies

Anthony Scolaro
CEO

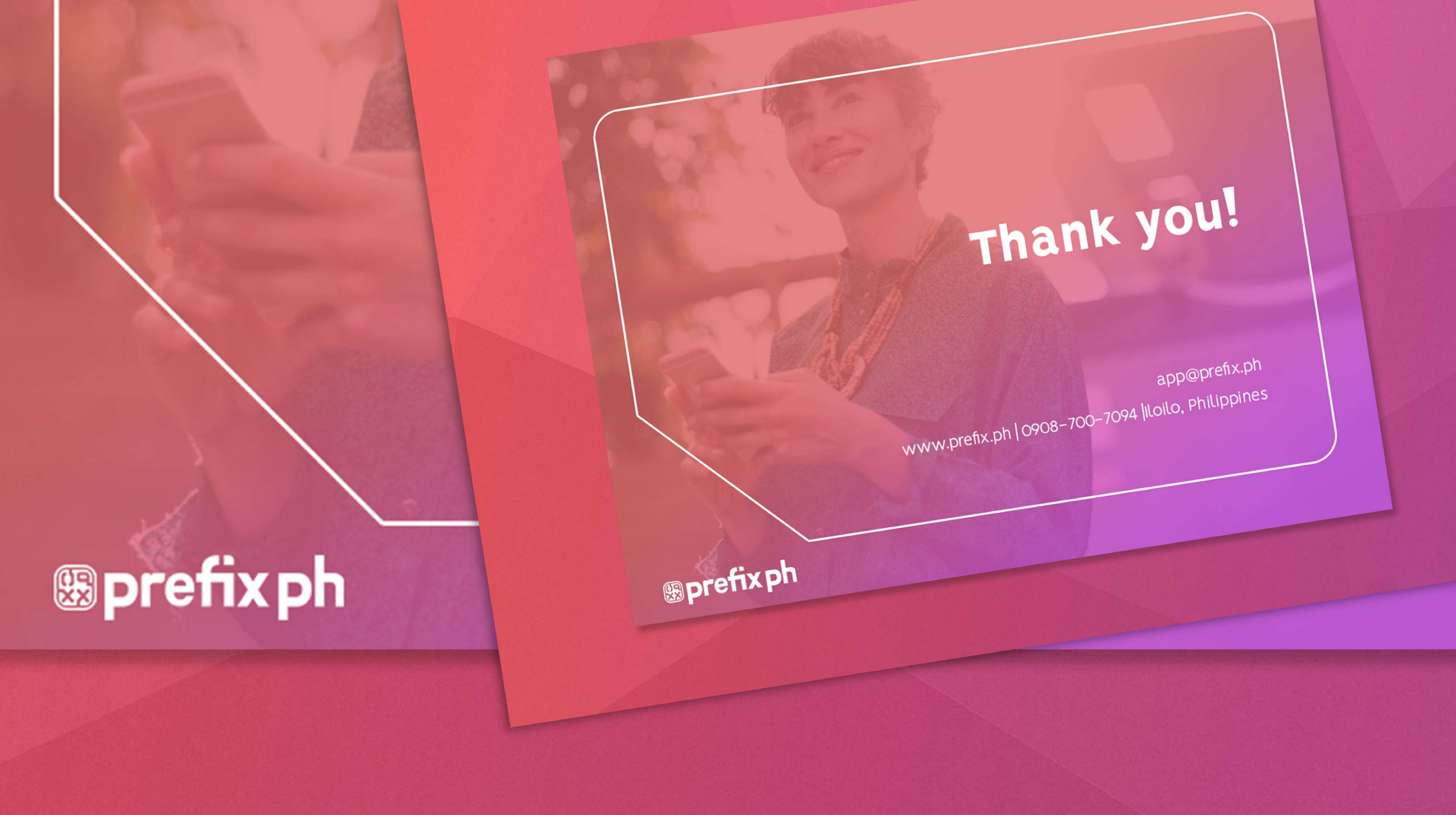
anthony.s@prefix.ph
prefix.ph
+639 06200 7909

prefix.ph
Together we fixed it.

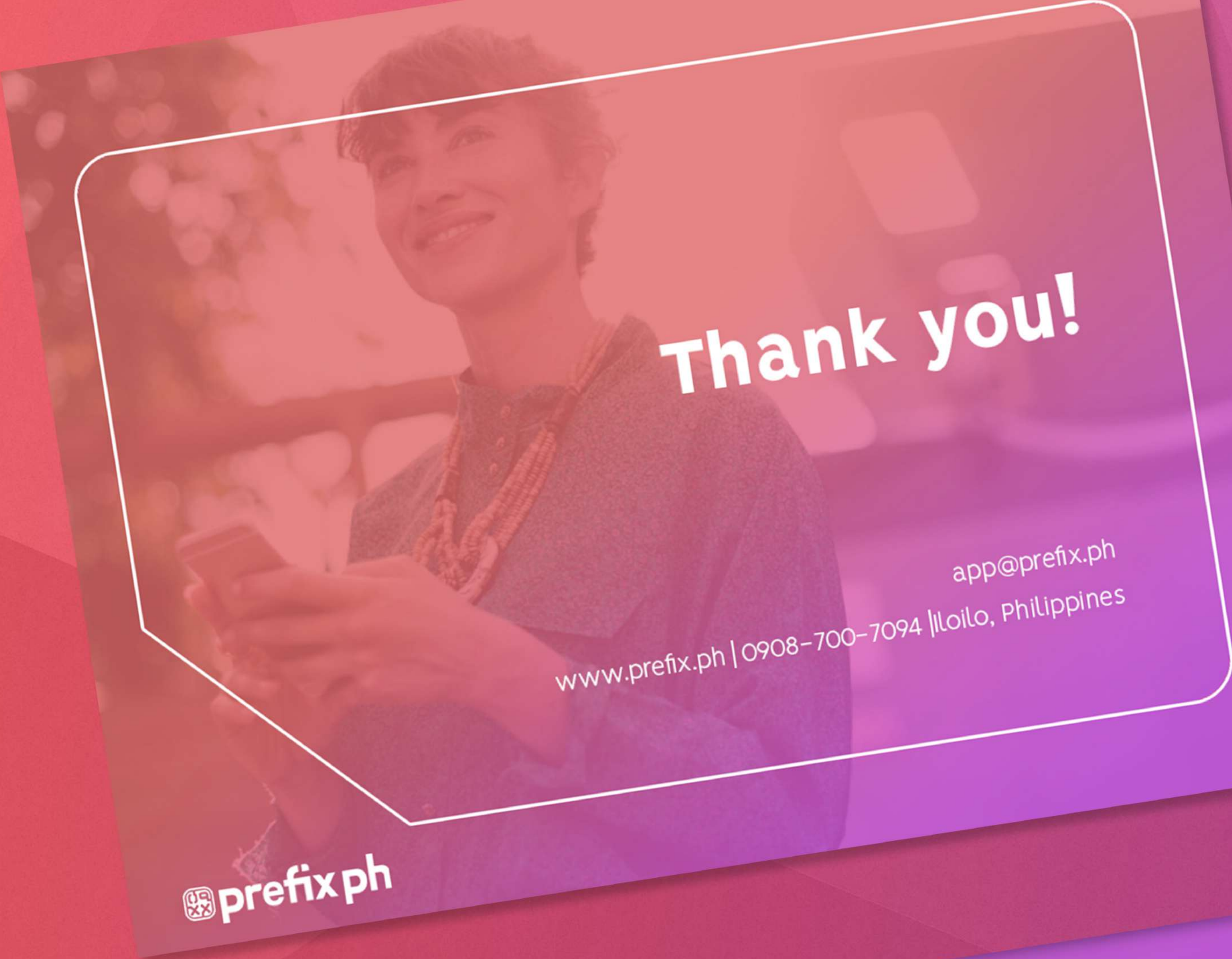
Dear Friend
2017 BUSINESS CONFERENCE

I have pleasure in inviting you to the
Hotel, on Thursday, 12 October 2017.
This intensive
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- en

Prefix.ph
Together we fixed it.



 **prefixph**



Thank you!

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