

# Brand Redesign Project

Ethan Altshuler  
GRDS-348

# What is Blueshift?

Based out of San Francisco, California, *Blueshift* is an AI-powered customer engagement platform for business-to-consumer (B2C) marketers and cross-channel marketing, with the goal to help brands deliver relevant, connected experiences across every customer interaction.

There are several touchpoints which Blueshift has, which include:

- The use patented AI technology for unifying, informing, and activating the fullness of customer data across all channels and applications.
- Providing brands with all the necessary tools for seamlessly delivering 1:1 real-time experiences with their customers through unified data, omnichannel orchestration, intelligent decisioning and unmatched scale.



## Blueshift cont'd

The target audience for Blueshift are large-scale consumer marketers, leading venture capital investors + venture partners.

Some of Blueshift's competitors would be software companies like Salesforce, Adobe, Braze, and Iterable.



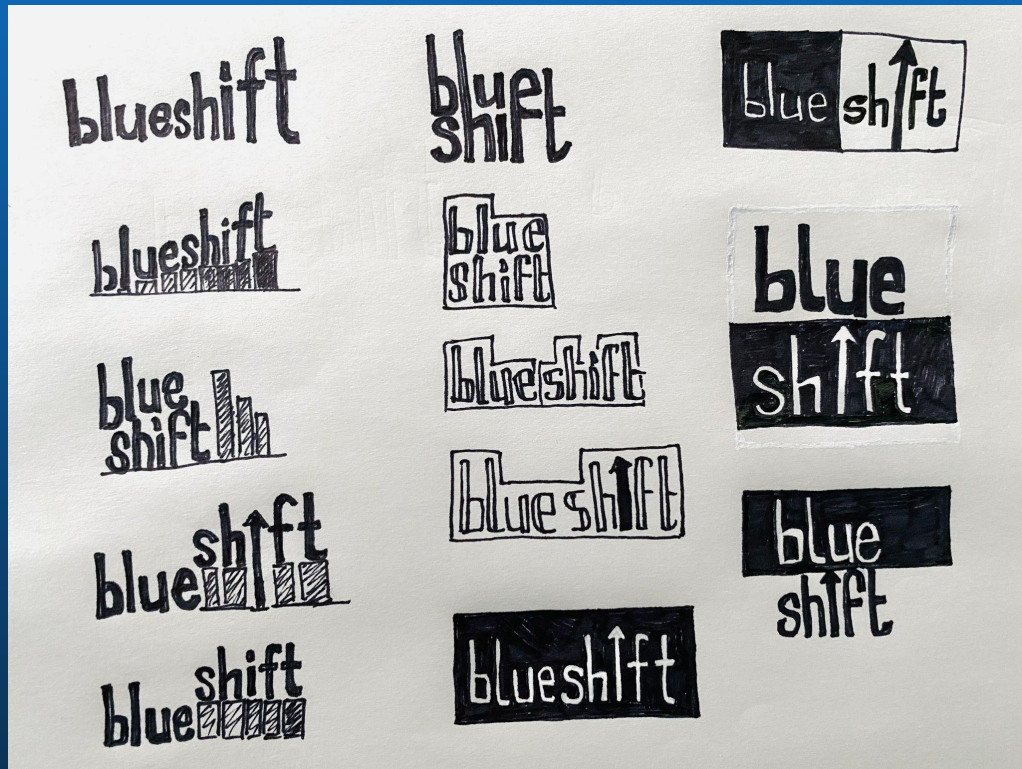
# Word list

Concise  
Connective  
Direct  
Effective  
Efficient  
Exceptional  
Experiential  
Outstanding  
Pioneering  
Reliable  
Satisfactory  
Straightforward  
Sufficient  
Sustainable  
Timely  
Uniting  
Useful

The logo for Blueshift features a stylized 'b' icon on the left, composed of three vertical bars of increasing height from left to right. To the right of the icon, the word 'blueshift' is written in a bold, lowercase, sans-serif font. The entire logo is set against a white rectangular background.

**blueshift**

# Logo redesign sketches

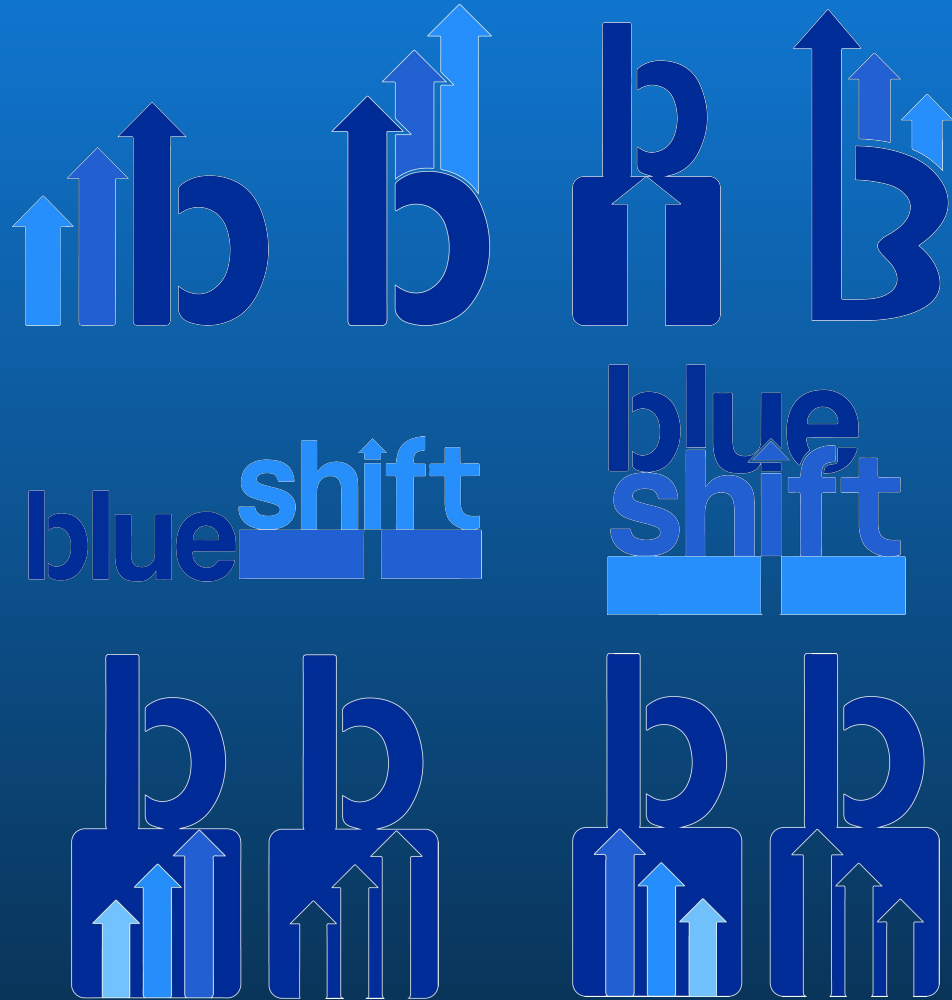


## Rough digital comps

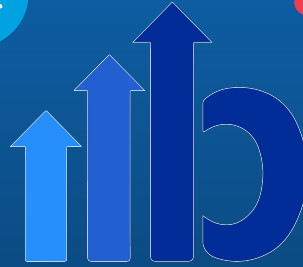


## Digital comps + analysis

With these various logo designs, I am trying to create a logo with either the letter B by itself or both letters B & S, along with creating a “shifting” sense by incorporating an arrow, whether that arrow is pointing upwards or at a diagonal angle. I incorporated some of the original staircase-like blocks that precedes the lowercase B’s ascender like in the original logo design.



# Competitor analysis





# Logo animation

