

PRESS: NYC LAUNCH UNITED NEW IDENTITY FOR AVID

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Avid (www.avid.com), the market leader in digital audio and video technology, and WPP-owned global brand strategy and design agency The Brand Union have unveiled a new brand identity as part of an overall effort to unite the five separate brands under one unique yet distinguishable mark.

As part of the company's business transformation, Avid is on a mission to better serve the interests and needs of its customers as well as better integrate its five industry-leading businesses: Avid, Digidesign®, M-Audio®, Pinnacle Systems® and Sibelius®. The Brand Union was charged with the task to create a logo that unites all these separate brands under one name while at the same time making it identifiable with Avid.

At the center of the company's new brand identity is the new logo, created by a design team led by Dennis Thomas, a Design Director at The Brand Union. Composed of simple yet iconic shapes, the new logo forms a visual connection that represents "volume up, volume down, play, pause, record and forward" while at the same time spelling out the company's name."

Through this new identity, The Brand Union was able to bring together Avid's category-creating technologies under a unified masterbrand to complement Avid's new offerings, a new strategy, and a new operating model.

"Avid is a highly regarded brand among industry professionals," said Thomas. "What we wanted to do was create a brand identity that would encompass all of Avid's separate, industry-leading businesses while at the same time capitalizing on the union of digital audio and video technology. Through the use of the color purple and the universally recognized forms that make up the new logo, we were able to create a mark that alternates between being a graphic symbol and a word mark while still being clearly identifiable with Avid."

The logo and news of the changes going on at Avid were unveiled at the NAB Show in Las Vegas in April. This was the first time Avid showcased audio and video products side-by-side in integrated workflows.