



## Cambs Broadcasting's Corporate Identity

*Creating the right frequency for Cambs Broadcasting*

Project Title: **Creating the right frequency for Cambs Broadcasting**  
Project Duration: **3 weeks**  
Project Type: **Web Design and Development**

### The Client

Cambs Broadcasting is a UK based broadcast engineering company that provides technical and project management services. The company was not entirely an unfamiliar client for ParachaTech as we had already worked with the parent concern, Pro Broadcast where we designed their corporate identity and a complementary landing page for the company. Cambs Broadcasting offers technical and project management assistance in the area of broadcast engineering.

### The Assignment

The task at hand was to design a corporate identity for the company that resonates with their underlying philosophy and technical prowess. Since the company is based out of Cambridge, the logo needed to marry the history and serenity of the city with sleek and sophisticated elements that reflect the high-tech nature of the business. The client gave us the following ideas to incorporate in the final design for the corporate identity.

1. A symbolic representation of a radio mask
2. The Cambridge cityscape along with colors of
3. A dominant green color to personify the academic city

### The Thought Process

Based on the preliminary discussions with the client the first round of options were created which incorporated the requested elements.



### The Second Round of Options

The first round of options were favourably received by the client as they encompassed all the requested elements. With some internal deliberation and comments by the client a second round of options were created where the design team deliberately digressed from the initial thought process and went with an elegant look and feel employing carefully selected typefaces and color schemes. The result was phenomenal to say the least as described by the client.





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