

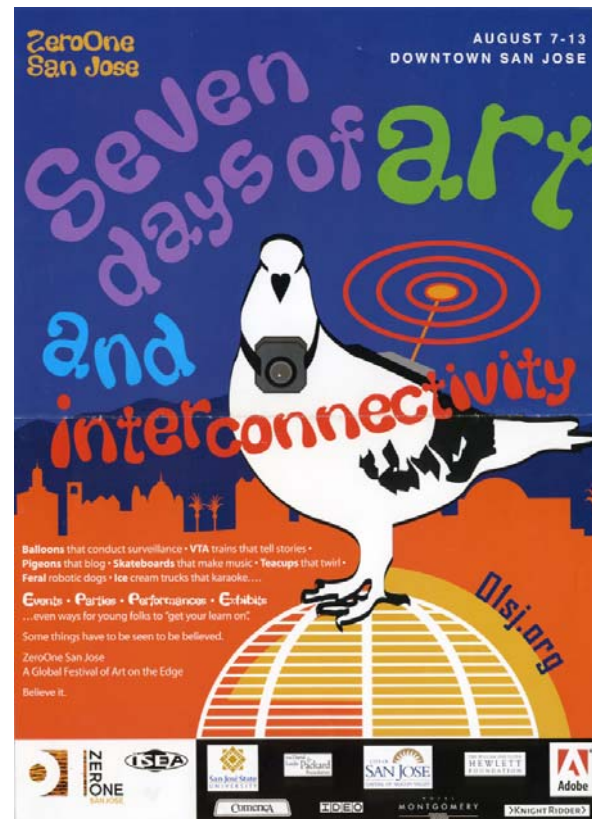
ZER01



ZER01 is an organization dedicated to inspiring culture on the edge of art and technology. They're the folks behind 01SJ, the cultural event that brings the world's most innovative artists to San Jose every other year. We're very happy to have had the chance to develop a new brand identity and new brand architecture for such an exciting organization.



Previous identity. One of the biggest challenges with the identity that had been created prior to our involvement is that it did not help create differentiation between the organization and the event. The terms "01", "Zero1", "01SJ", "ZeroOne San Jose" were sometimes used to describe the organization and at other times to describe the event. This created a great deal of confusion for everyone - the press, the public, and even the organization itself.





Brand Identity. During our discussion with the client about the nature of the organization, we arrived at the idea that "art on the edge" could be described as "art that blurs the boundaries between art and technology". We opted for a design that was purely typographical in order not to compete with the visuals that would be used to promote the event and represent the nature of the art at the festival.





Brand Architecture. In order to create clear differentiation between the two identities yet a clear connection, we developed a typographical solution that shared the "01" treatment and similar typography. As a standard, we suggested that the organization's name (ZER01) should always be spelled out, while we used the acronym for San Jose, when referencing the festival (01SJ).

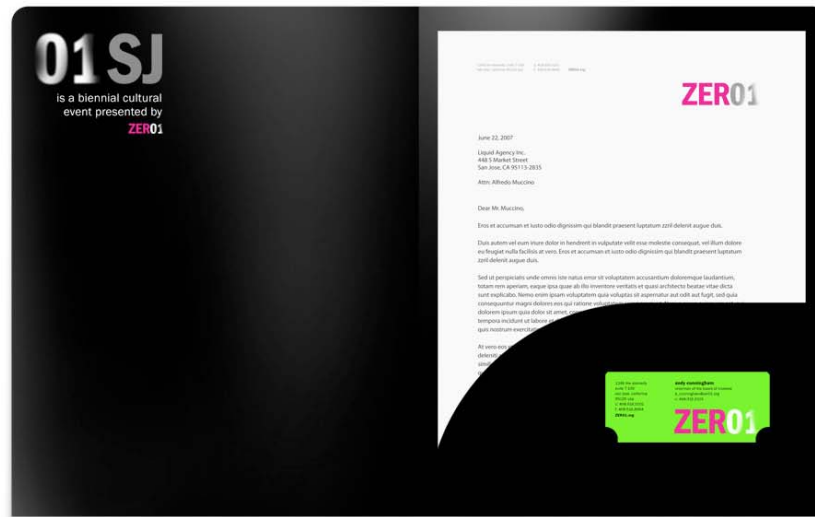
ZER01

01SJ

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Corporate Literature. ZER01 audiences do include potential corporate sponsors and donors, the press, but they also include very diverse independent artists. In order to communicate the dynamic and creative nature of the organization to such a diverse set of audiences we had to strike a balance between a design that conveyed the sense of a credible organization, yet one that is also dynamic and creative. The result is quite striking, yet the presentation is still very clean and simple, conveying a streamlined organization.





Event Marketing. One of the first pieces we created for ZER01 was an invitation to the unveiling of "Abundance" a public artwork by Camile Auerback that was projected on the San Jose City Hall Rotunda. This event was a preview for 01SJ 2008, and was attended by civic leaders, the press, and art lovers from all over the Bay Area.



Want to learn more?

Please send an email or make a call to any of the following people.
We'd love to hear from you.

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