



Jaguar  
Electronics

# Jaguar Electronic HK Co., Ltd.

## Background

Jaguar Electronic HK Co., Ltd. formed because there was a need for a more powerful alternative to other single-board computers such as the Raspberry Pi. They currently have no logo or design elements on their kickstarter campaign.

## Objective

To establish an identity for Jaguar Electronic that will make their brand identifiable in the market of single-board computers. This should be professional, yet pleasant so that it appeals to a wide audience of the Do-It-Yourself community.

## Target Audience

The Do-It-Yourself community who are interested in using a single-board computer as well as the general electronic hobbiest community.

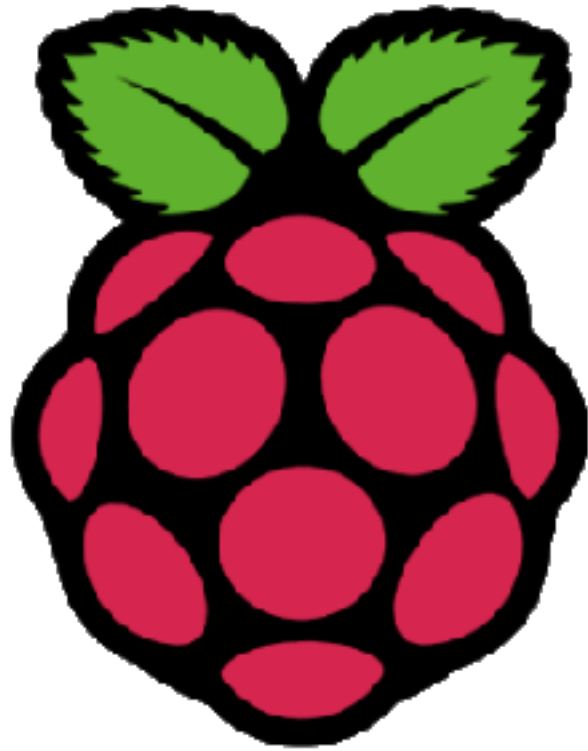
## Message

Having a more powerful single-board computer will open up the possibilities for what you can do with it. Having an x86 architecture will allow for a wide range of software to be run including major operating systems such as Windows 10 and large Linux distributions.

## Tone or Key Words

-Powerful   -Easy   -Fast   -Variety   -DIY   -Tech

# Competition



RaspberryPi



**Cubieboard**



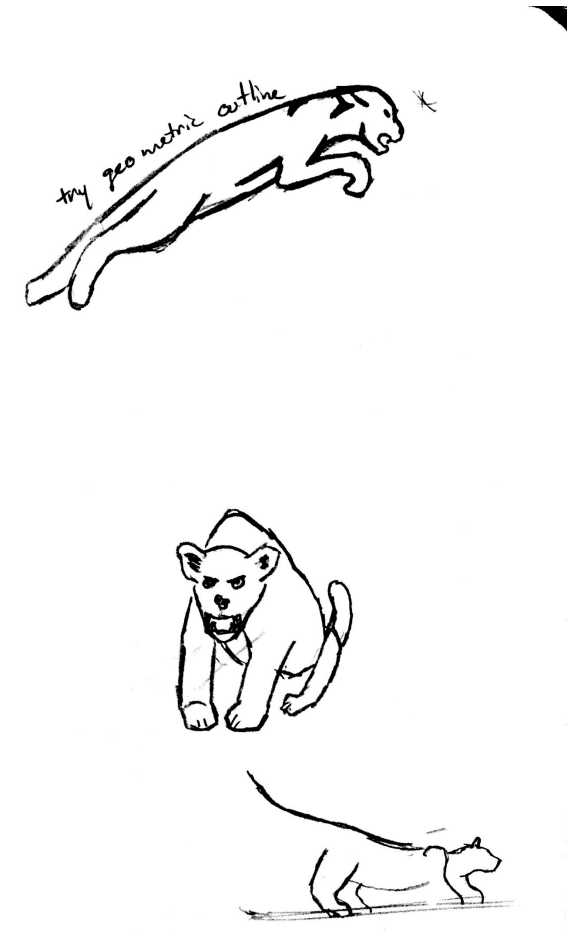
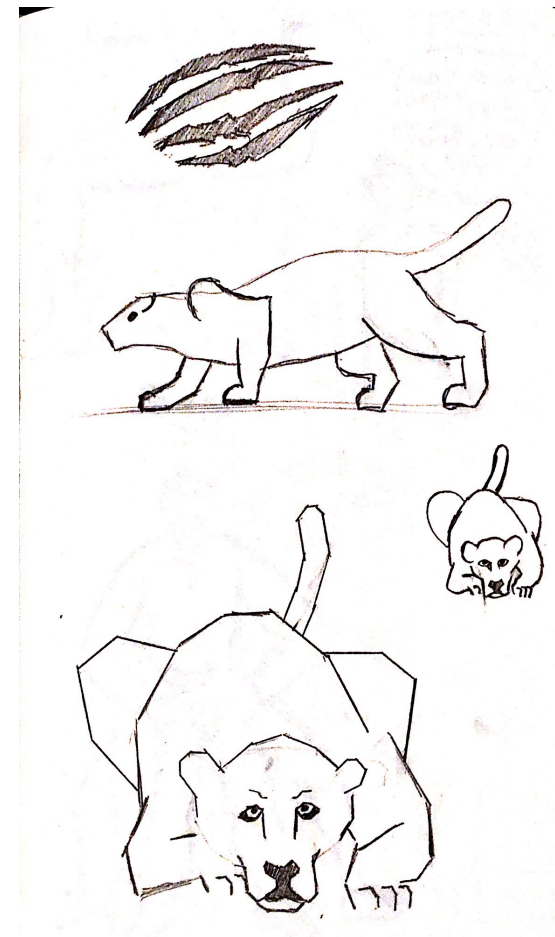
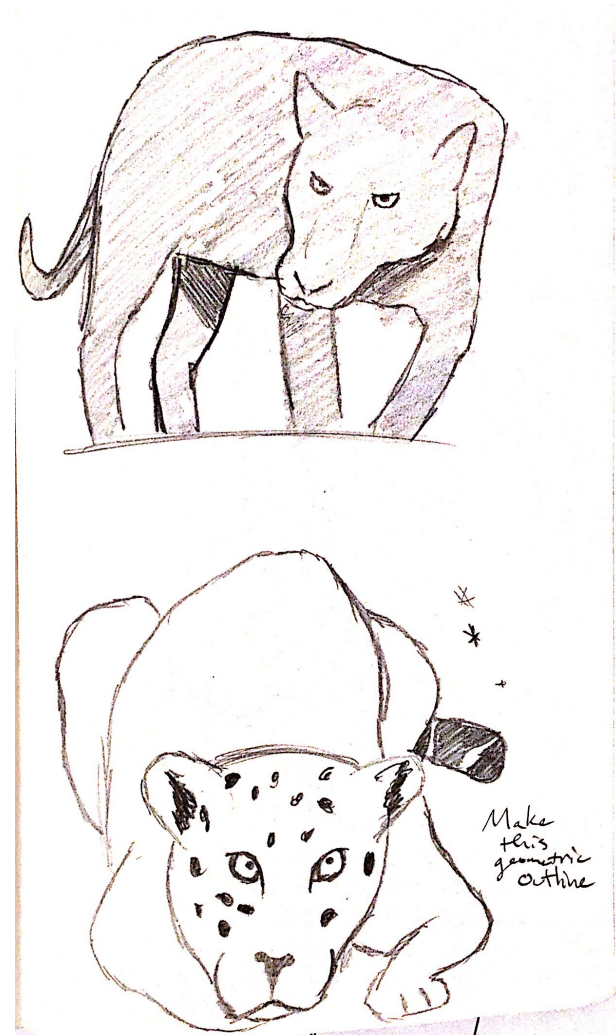
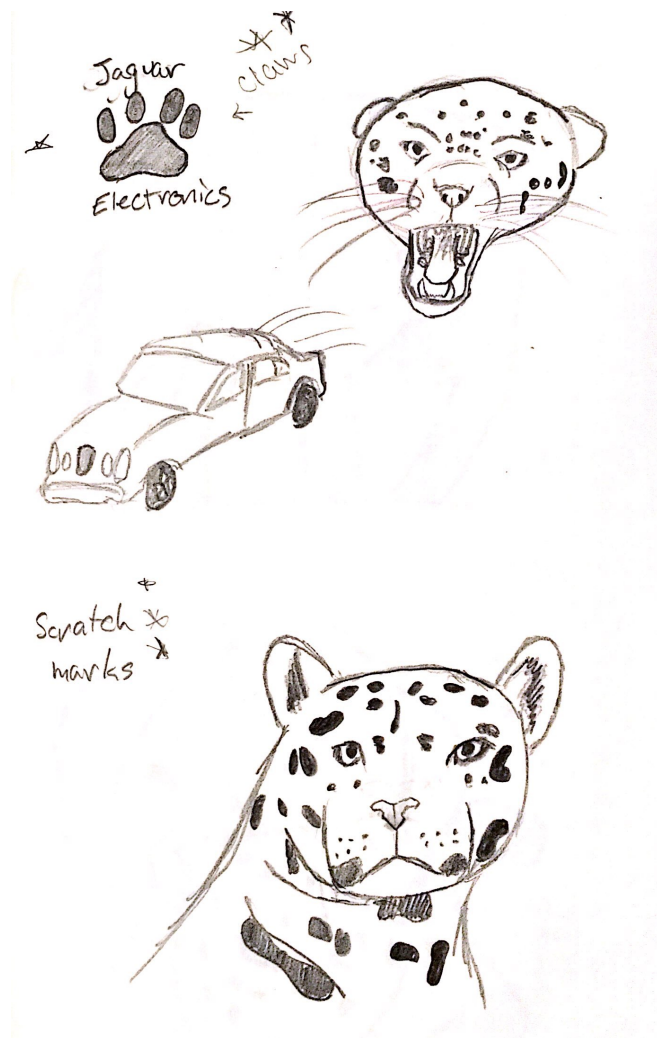


Jaguarboard



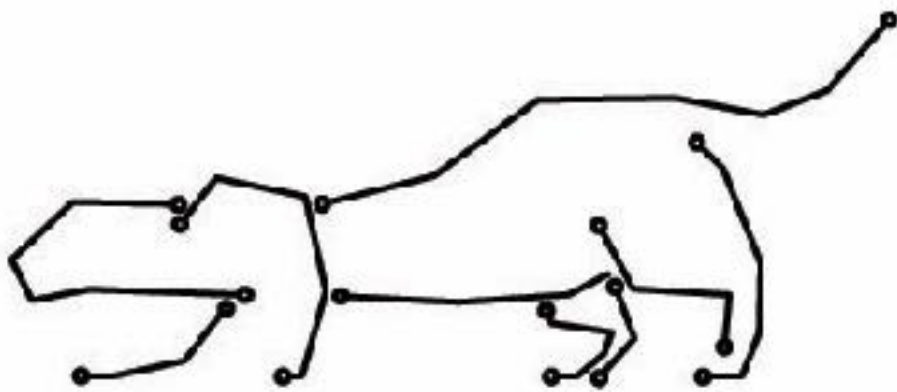
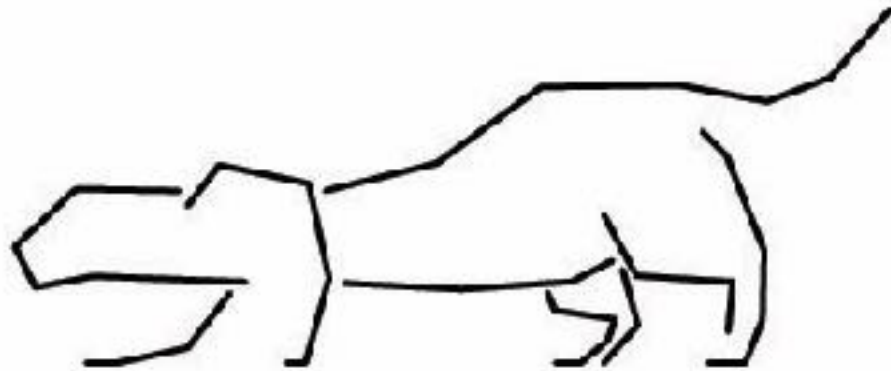
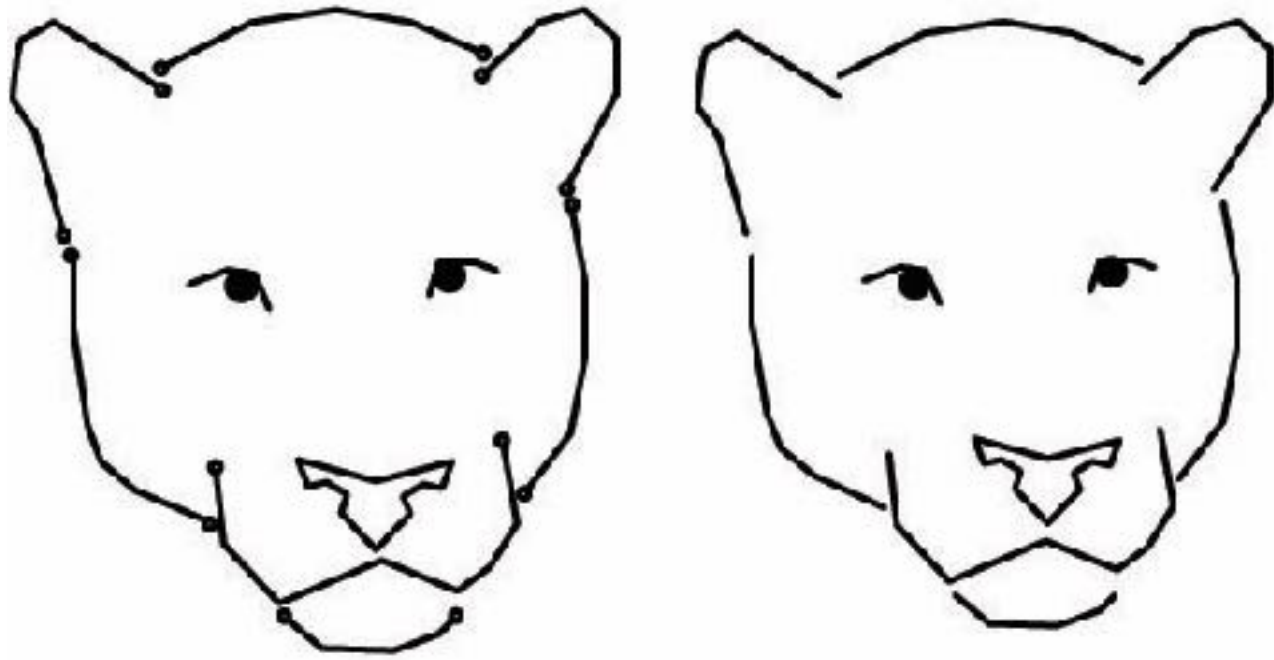
Myriad Pro

# Sketches



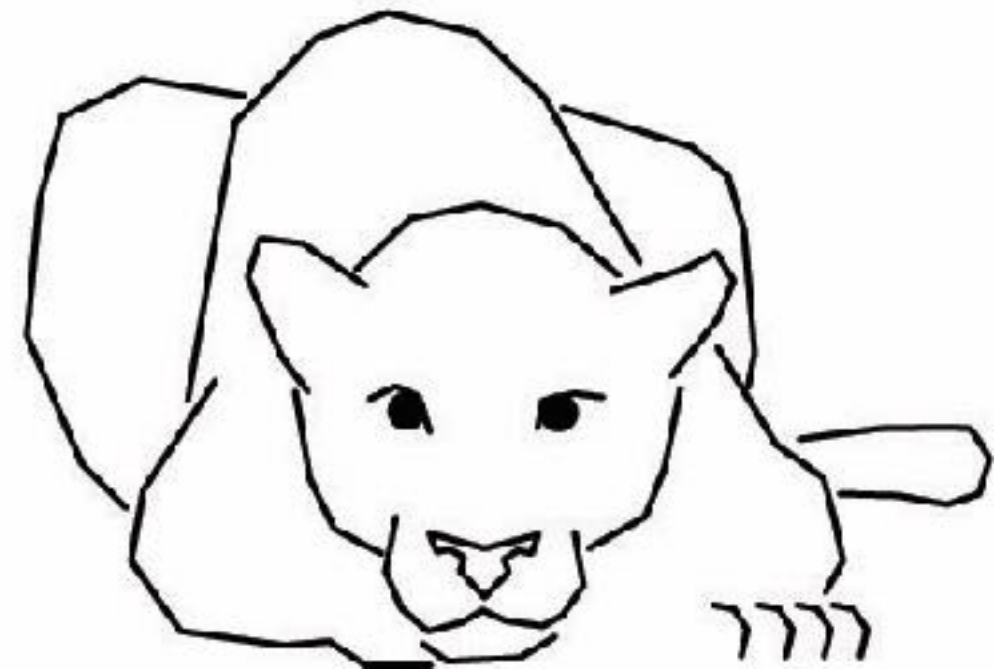


# Digital Exploration

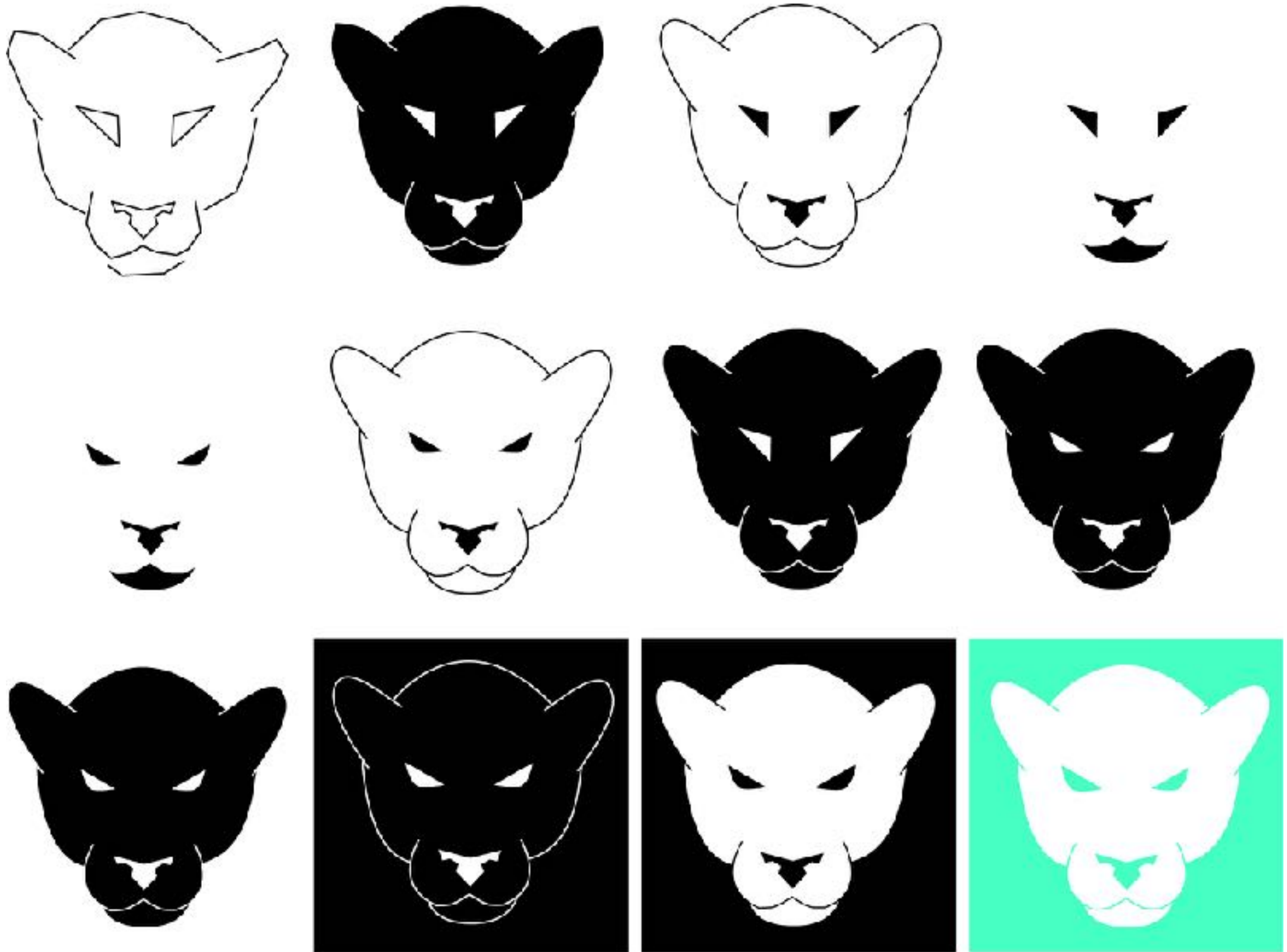


JAGUAR

JAGUAR



# Preliminary Renderings



# Logo Lock-Ups



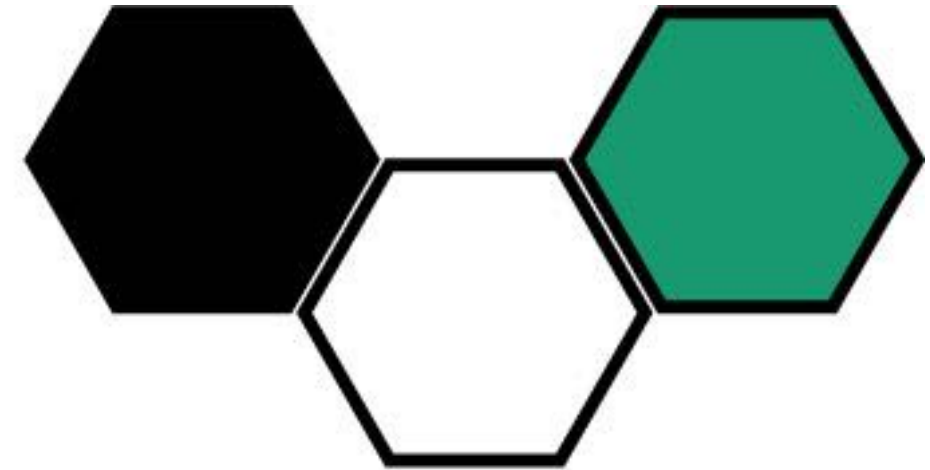
Jaguar  
Electronics



# Branding Board



Jaguar  
Electronics



Menlo Regular  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

Open Sans Light  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

