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B&H REDISIGN:

LOGO
HOME PAGE
MAIN MENU
ALERTS
BANNERS
SUPPORT

BY BY ROBERT SANTORE

TUESDAY DECEMBER 30, 2015

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Current B&H Logo

The current B&H logo enjoys great brand recognition and brand identity. However the current logo/mark is in dire need of a refresh to bring it in line with current design standards.

- The “B” and “H” need to be reduced in scale and thinned out a bit.
- The “&” ampersand is distorted and stretched
- The yellow is too bright and clashes with the current color gradations
- The tag-lines “photo”, “Video”, and “Pro Audio” distract from the “B&H logo being placed into the red-box below the logo. The yellow lettering seems to take on a slightly different hue when placed over the red.
- The red key-line box - is not needed and the current version, the stroke thickness is inconsistent - it confines the logo and makes it looks stretched and distorted.

Revised B&H Logo

New B&H Academy Logo

Revised B&H Logo

The new design is more modern and vector based. Still relying on the same basic color gradients. The letters have been softened and a slight 3px rounding to the letters gives the impression of modern company yet with a history - a slight vintage feel without bing “old fashion”.

1
- Rounded 3px corners to soften the over all look.
- Grey 3px stroke to add definition and a slightly more finished look
- The gradients have been warmed up with only a single feathering of color - dark at the bottom of the logo leading to a lighter color at the stop. This is intentional to ground the logo so as not appear floating - stability, strength, uniformity, thoughtfulness.
- The ampersand “&” has been correctly formated as to not be stretched.
- The ampersand’s color yellow is now more in line with the hue and saturation levels of the base logos’ gradient. The key-line around the ampersand is the base red used in the beginning gradient

2
- The addition of the “SINCE 1973” to remind customers the history and successful pedigree of B&H - “Experts since 1973” in a subtle way.

3
- “Photo”, “Video” and “Audio” - the core product lines at B&H. “Pro Audio” being reduced to “Audio” for the sake of consistency.

New B&H Academy Logo

4
- The new “B&H” Academy logo - - is our version of the highly successful Apple Genus branding program.

5
- The addition of the “SINCE 1973” to remind customers the history and successful pedigree of B&H - “Experts since 1973” in a subtle way.

6
- Addition of “Academy” informs the user when placed on-line of the expert support in three core areas Product: “Guidance”, “Training” and “Support”

7
- Replacing the standard core product lines, are the words “Guidance”, “Training” and “Support”

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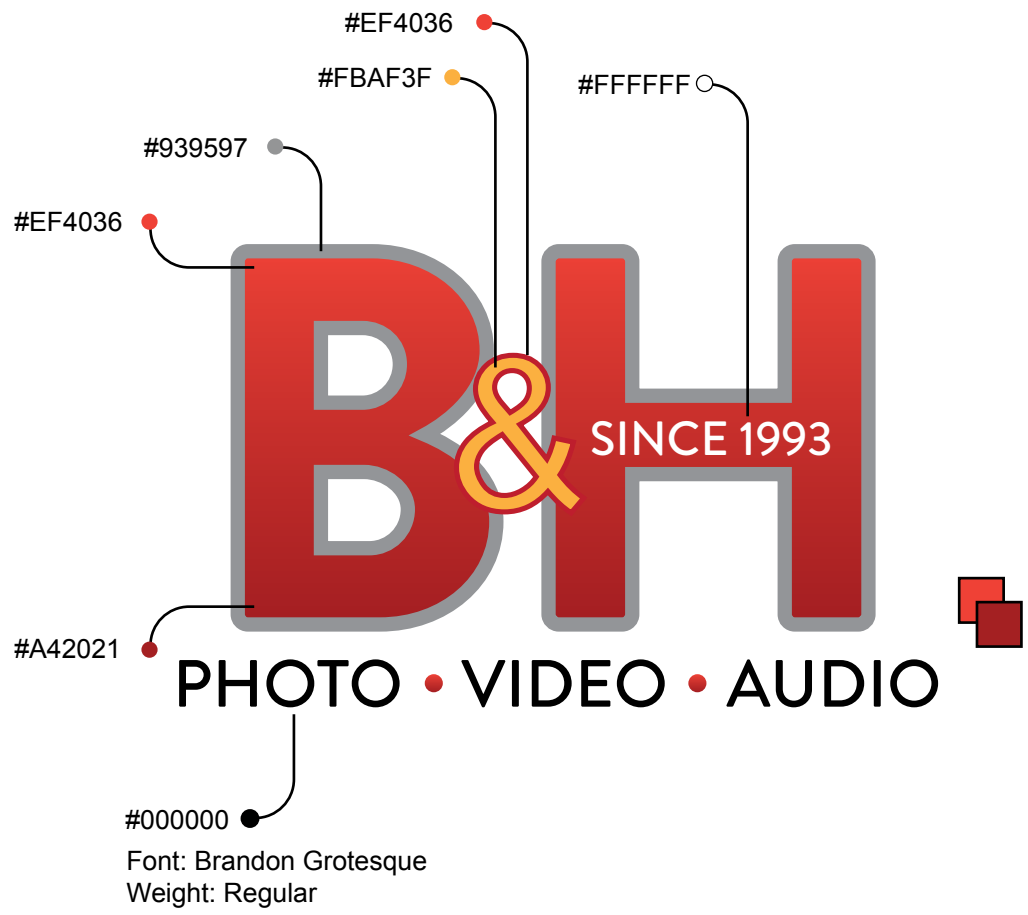

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Y: 0% B: 255
K: 0%

HEX: #000000

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HEX: #EF4036

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M: 90% G: 64
Y: 85% B: 54
K: 0%

HEX: #A42021

C: 23% R: 164
M: 99% G: 32
Y: 100% B: 33
K: 19%

HEX: #FBAF3F

C: 0% R: 251
M: 35% G: 175
Y: 85% B: 63
K: 0%

PRO-PHOTO
PHOTO • VIDEO • AUDIO

PRO-VIDEO
PHOTO • VIDEO • AUDIO

PRO-AUDIO
PHOTO • VIDEO • AUDIO

SINCE 1973
Academy
GUIDANCE • TRAINING • SUPPORT

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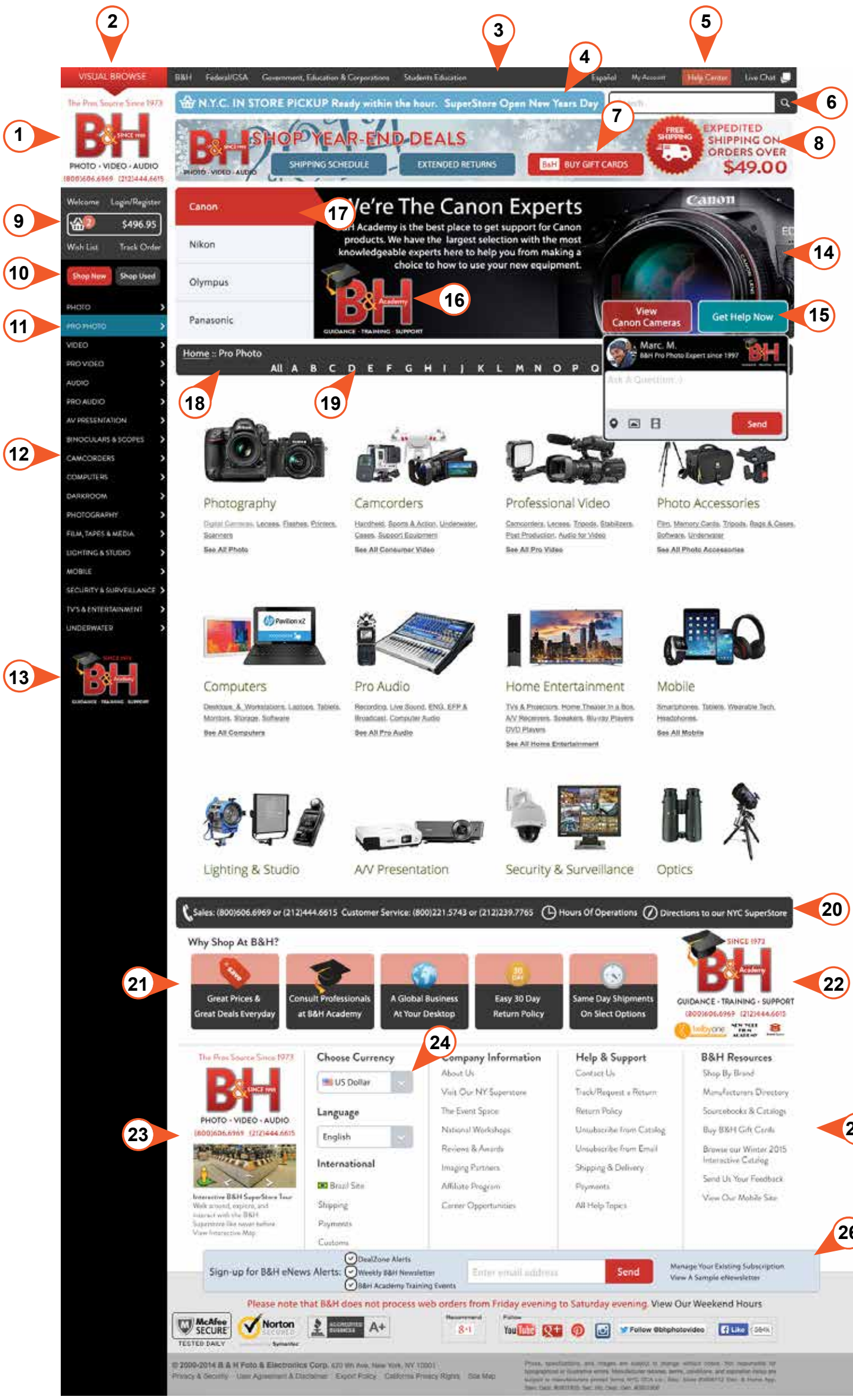

ID	NAME	DETAIL
1	B&H Logo	- Promotes Year Founded - 800 number and 212 Number
2	Visual Browse	- Replaces Explora - Would be a grid based visual search based on most popular items in categories - “what’s selling now”
3	Universal Head Menu	- Universal head menu
4	Primary Universal Promotion	- Primary promotion, In this example, In store pick up and holiday hours are combined
5	B&H Academy Help Center Link	- Links to new B&H Academy - this will be a rede-signed support section in-kind with Apple’s Genus Program
6	Universal Visual Search	- Universal auto-populated visual search - mush in the same vain as currently implemented - but will be refined
7	Primary Season Banner - No 1 CTA	- Seasonal banner. Could contain multiple banners that load sequentially or in random order, tied to brands and promotions etc. - Main Call To Action button in RED
8	Primary Season Banner - No 2 CTA	Combined with Seasonal banner - secondary call to action/promo - Shipping is the example in this instance
9	Shopping Cart, Account Manage-ment Links	- Universal shopping cart status/control with supporting links. Sign In/Register/Wish List/Order Tracking
10	Shop New Shop Used	Tabbed buttons that switch the main menu from new to used equipment
11	Main Menu - Se-lected Menu Item	-Main universal menu - on over or click of a menu item - secondary menu slides out - pushes page from left to right - Selected/On-hover menu item
12	Main Menu	-Main universal menu - on over or click of a menu item - secondary menu slides out - pushes page from left to right
13	B&H Academy Branding	- Links to new B&H Academy - this will be a rede-signed support section in-kind with Apple’s Genus Program
14	Main Promotion B&H Academy	Main Promotional Area. In this example we are promoting the B&H Academy and Pro-Photo equip-ment. Links to products and immediate SKYPE AND/OR Text Chat Help
15	Get Help Now Button	Activates Text or SKYPE session with B&H Acade-my Support Expert
16	B&H Academy Branding	- Links to new B&H Academy - this will be a rede-signed support section in-kind with Apple’s Genus Program
17	Active promo Choice	- Active tab/button
18	Bread Crumbs	- Universal bread-crumbs
19	Choose by brand	-Alphabetical brand quick select. Choose a brand based on the selection of a letter. Can be global or by category when deeper in the site
20	Contact Numbers, House, SuperStore	- Main contact numbers - Link to hours of operations - Link to directions to SuperStore
21	Why Shop B&H	- Branding and promo area on why to shop at B&H
22	B&H Academy Branding	- Links to new B&H Academy - this will be a rede-signed support section in-kind with Apple’s Genus Program
23	B&H Logo, Super-Store Promo	- Part of the standard footer - Standard phone numbers - Link to SuperStore VR Tour & directions to store
24	Redesigned drop-down select boxes	- Redesigned HTML5/CSS3 drop down select menus
25	Universal Footer	- Universal footer - Links TBD
26	E-Newsletter Sign Up	- Redesigned eNewsletter - User can sign up for deals, newsletter & B&H Academy News & Events

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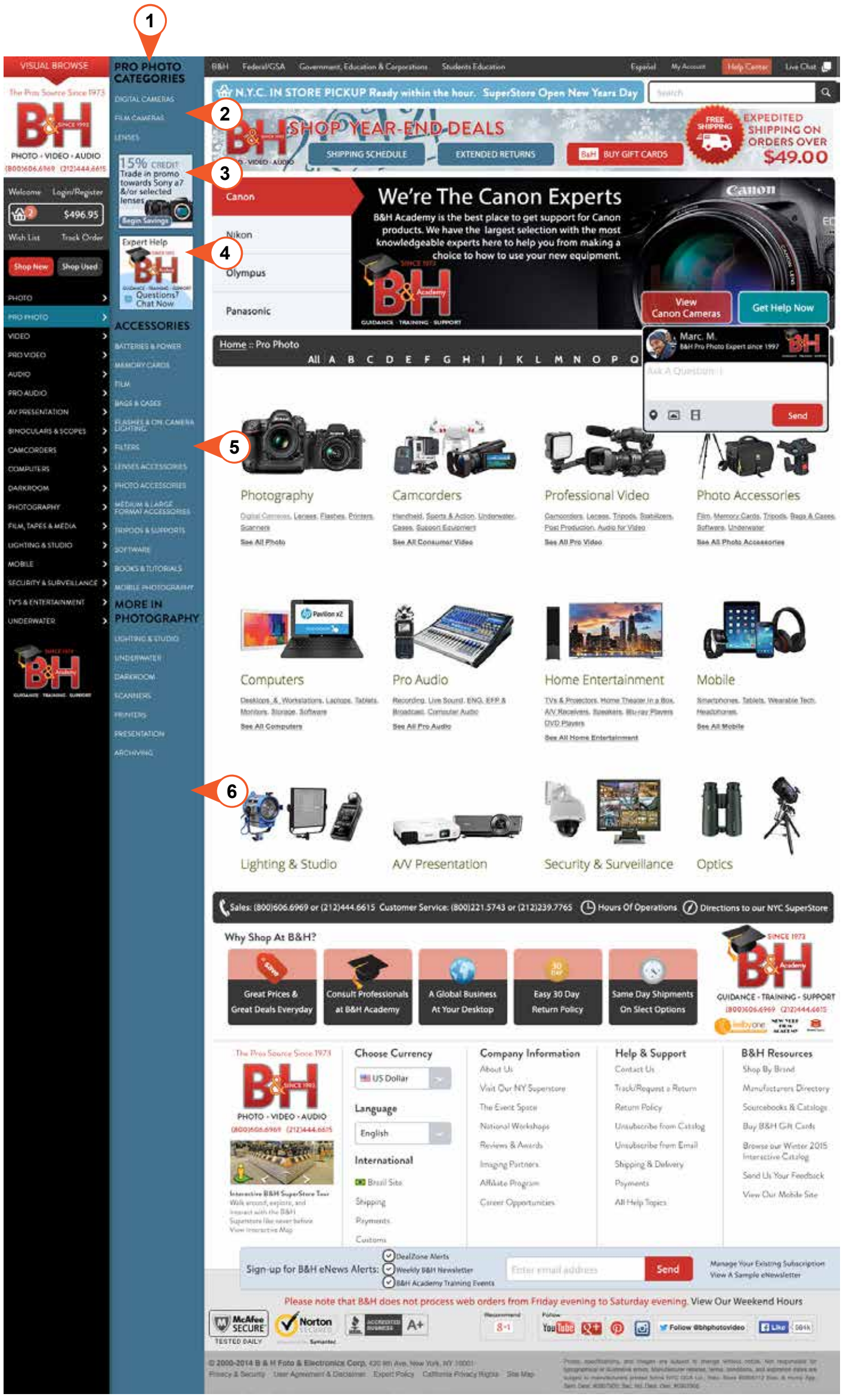

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ID	NAME	DETAIL
1	Secondary Menu	- Category Title
2	Secondary Menu Items	- Main secondary menu item Links
3	Ad/Promo 1	- In the secondary menu, we can load dynamically ads and promotions in this area. These ads can be static images links to video content or interactive elements to support category products
4	Ad/Promo 2	-- In the secondary menu, we can load dynamically ads and promotions in this area. These ads can be static images links to video content or interactive elements to support category products
5	Secondary Menu Items	- Main third level category items and accessories etc.
6	Additional area to load ads or content relating to current category	- Menu area can hold or contain additional ads/promos to support category.

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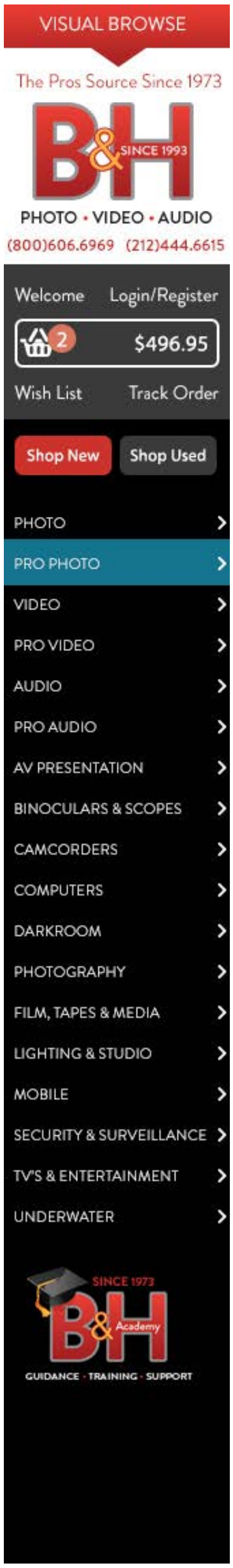
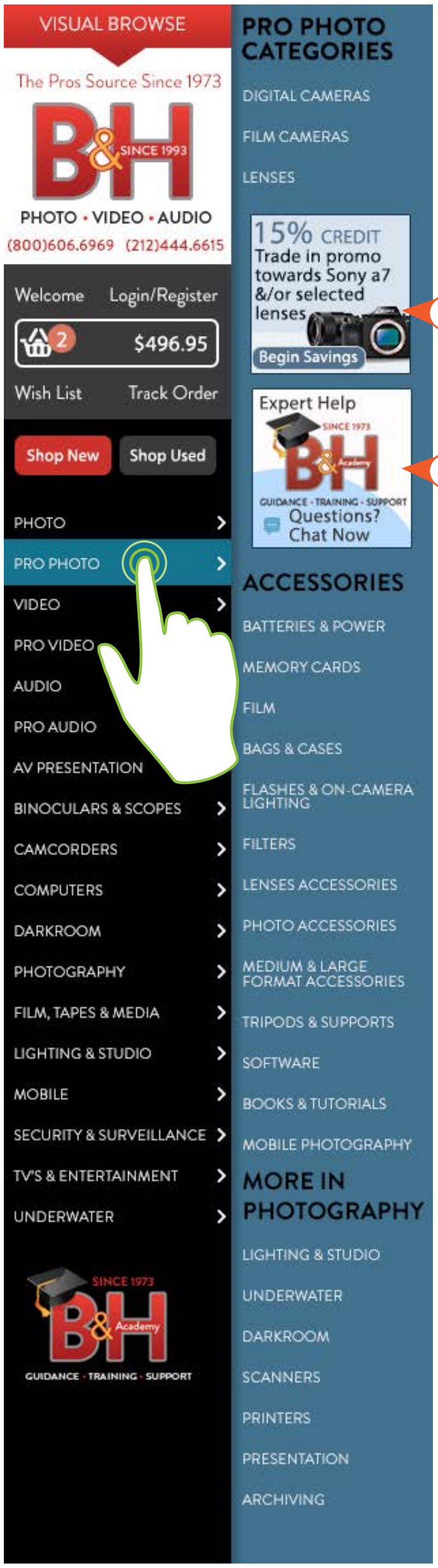
Main Menu



Main Menu on hover



1 **Image Ad**

2 **Image Ad - Chat Is Open**

3 **Skype w/B&H for support**
Animated gif

4 **Video promo Ad**
Links to light-box, can play
Inline or link to page

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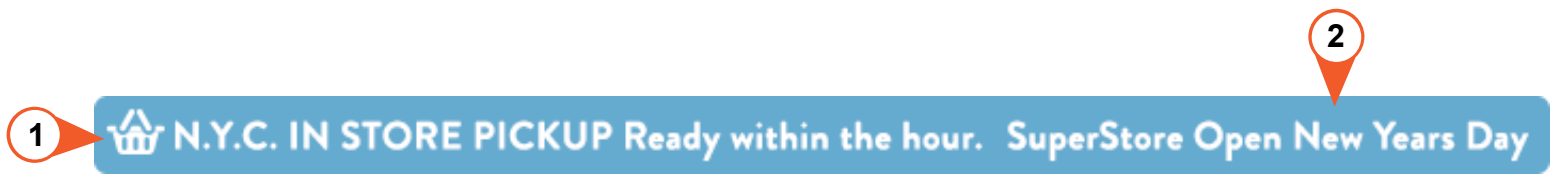
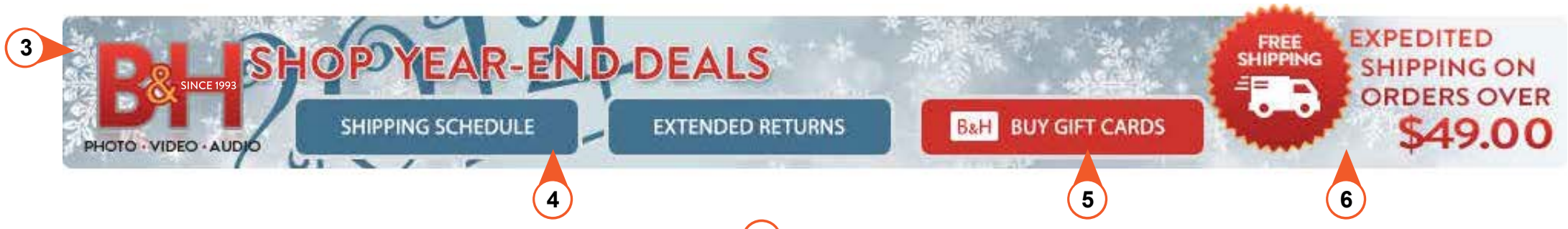
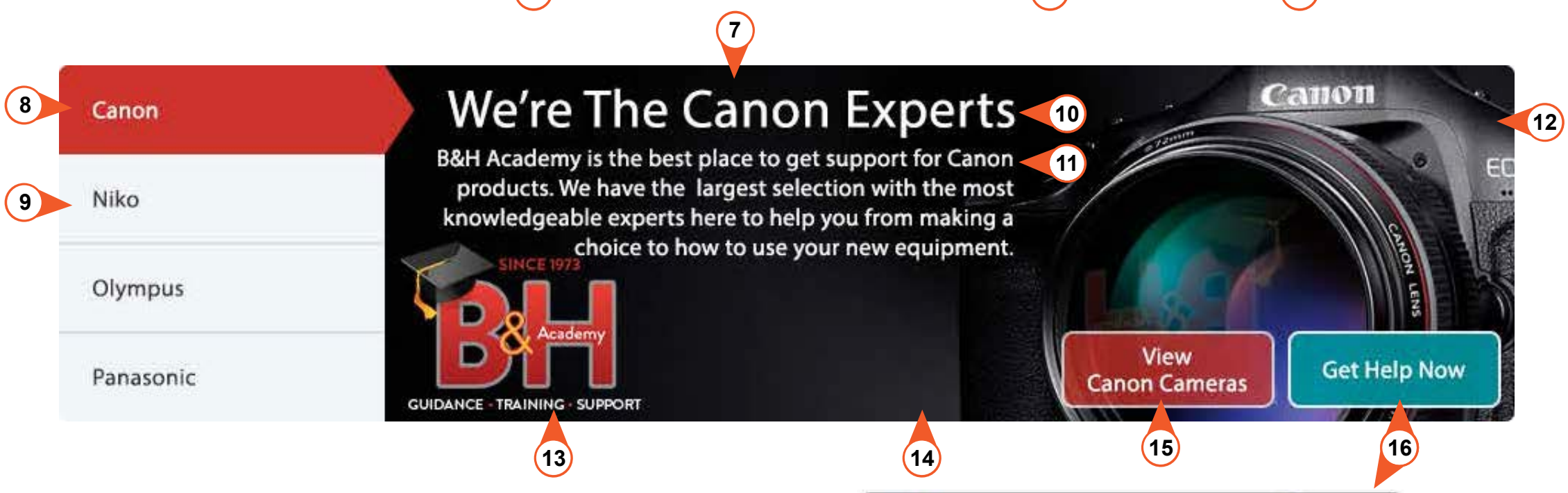
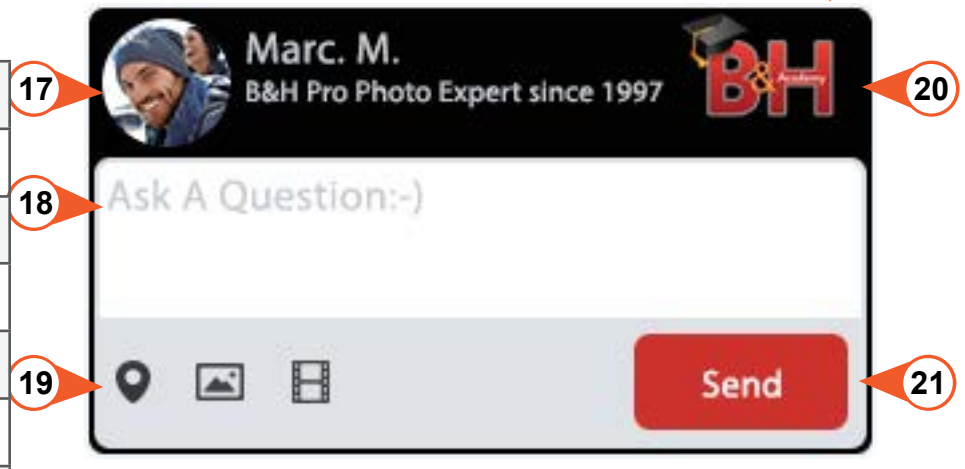






ID	NAME	DETAIL
1	Primary Universal Promotion	- Primary promotion - In store pick up
2	Primary Universal Promotion	- Primary promotion - Holiday hours are combined
3	Primary Season Banner	Primary Seasonal Banner
4	Primary Season Banner Supporting CTA	- Supporting CTA in lighter colour button links to content
5	Primary Season Banner Primary CTA	- Primary CTA - in RED. In this case B&H Gift cards
6	Primary Season Banner Supporting CTA	- Supporting CTA/Promotion
7	Main Promotion B&H Academy	- HTML5/CSS3/JQuery Tabbed interface promoting more them one brand. In this example we are promoting our expert knowledge with a co-op brand, Canon.
8	Active Tab	- Active tab. When click nice dissolve or push transition between slides.
9	Inactive Tab	- Off position
10	Slide/Screen Headline	- Main headline for slide. - Should contain brand name or brand name and B&H
11	Slide/Screen Sub/supporting text	- Support content
12	High resolution, high quality product shot	- Nice high quality image. - Image should be able to easily have text placed over it for readability
13	B&H Academy Logo	- Links to B&H Academy and support area
14	Additional CTA/Button Area	- Area to include additional button or CTA
15	Buy "Product Name" BTN/CTA	- Must include a button/CTA to buy/view applicable products
16	Get Help BTN/CTA	- Must contain button to initiate B&H interactive help - Can be text chat - Can be Skype video
17	B&H Academy Support Agent	- Personal information to inform customer who they are interacting with
18	Text Chat area	- Text chat area
19	Additional Support buttons	- Map button, when clicked shoes nearest B&H stores - Links to PDF information based on selected products - Links to video information based on selected products
20	B&H Academy Logo	- Links to B&H Academy and support area



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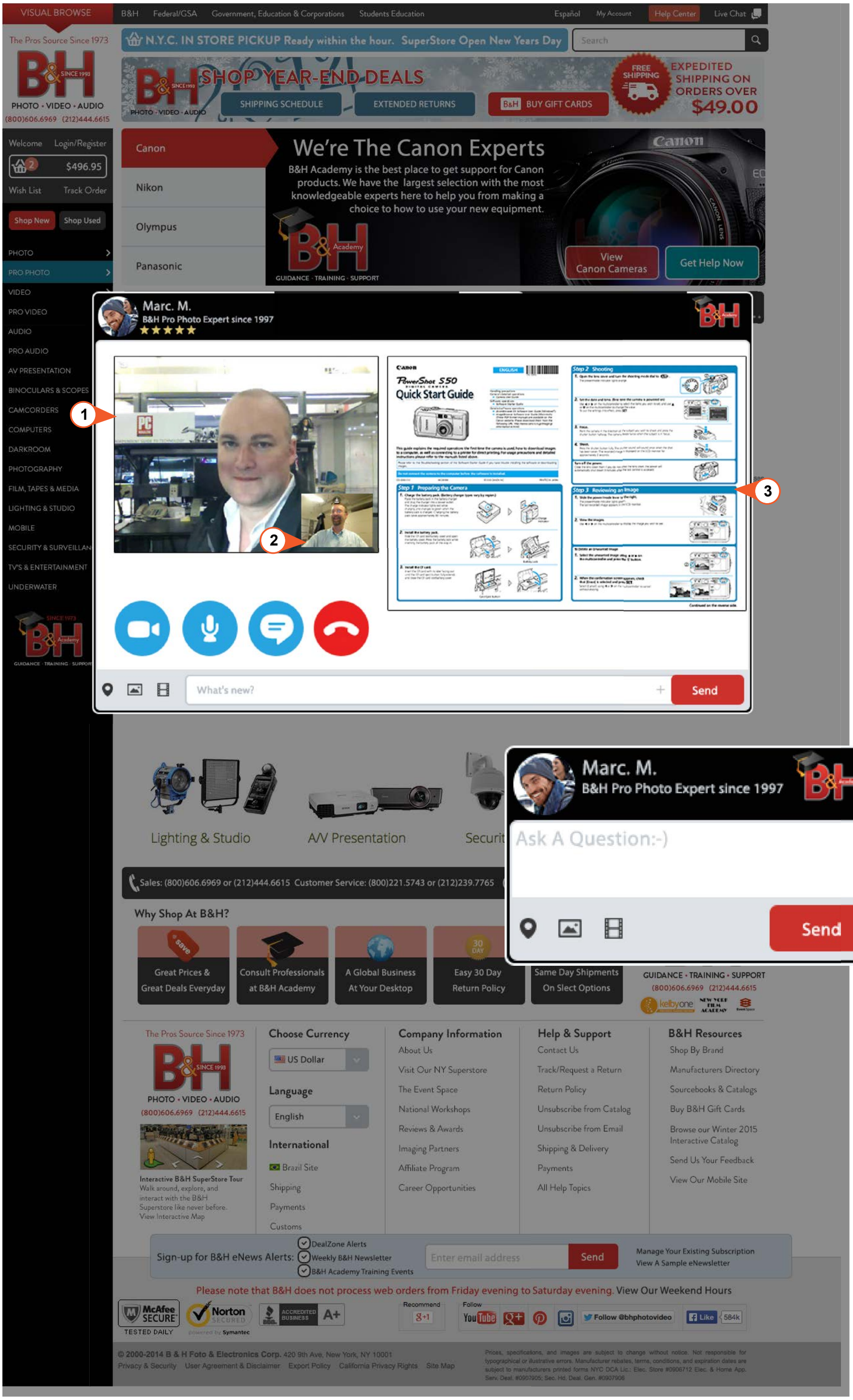

1	Skype Window	- B&H Academy Support Agent
2	Skype Window	- Customer video window
3	Skype Window	- Secondary window with support material - could be live video feed or PDF etc.
4	Chat Window	- Standard support chat