

B&H REDISIGN: LOGO
HOME PAGE
MAIN MENU
ALERTS
BANNERS
SUPPORT

BY BY ROBERT SANTORE

TUESDAY DECEMBER 30, 2015

Current B&H Logo



Revised 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 look stretched and distorted.

New B&H Academy Logo



Revised B&H Logo

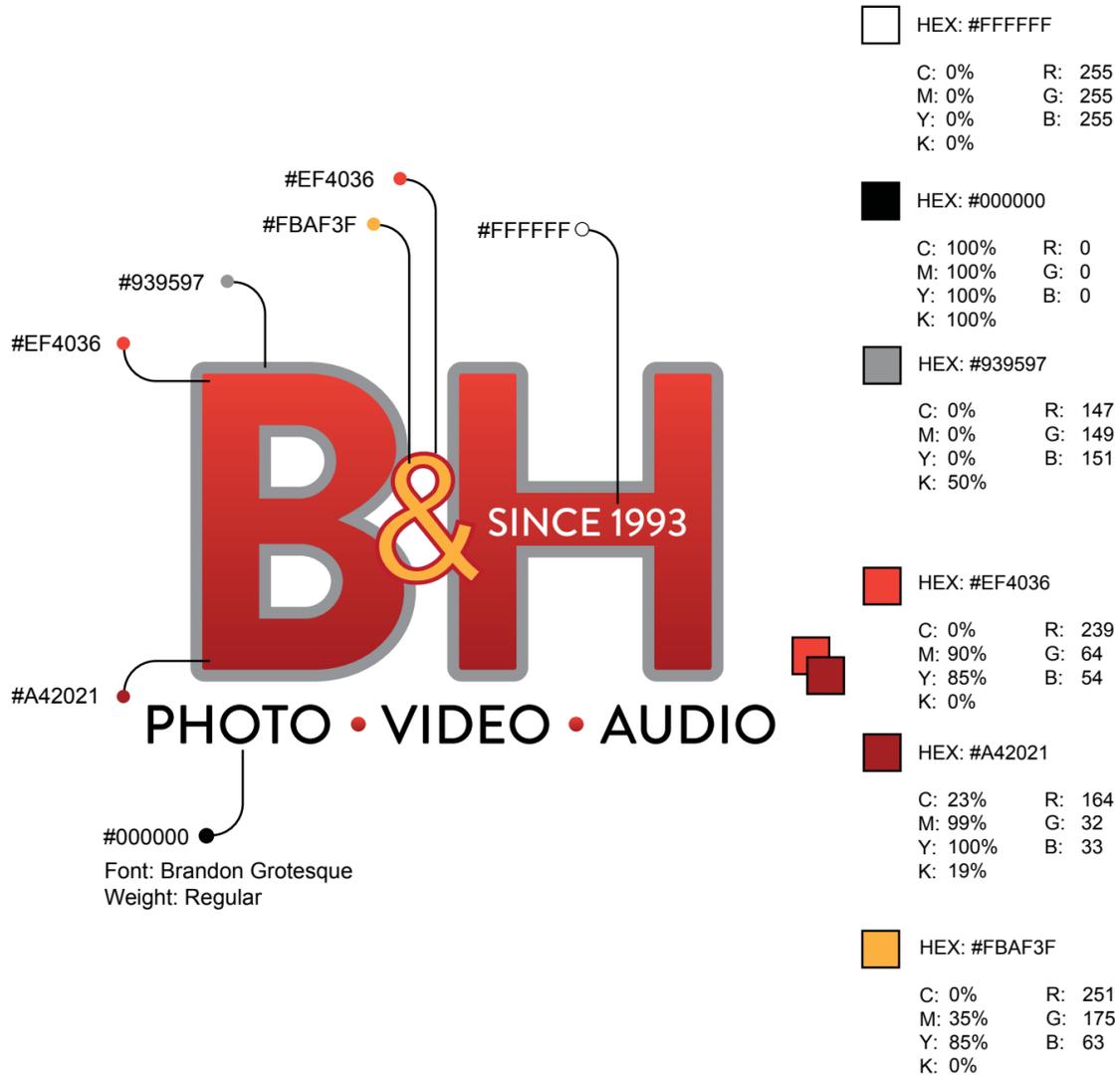
The new design is more modern and vector based. Still relying on the same basic color gradients. The letters have been softened and a slight 3px rounding to the letters gives the impression of modern company yet with a history - a slight vintage feel without being “old fashioned”.

- Rounded 3px corners to soften the overall 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 top. This is intentional to ground the logo so as not appear floating - stability, strength, uniformity, thoughtfulness.
- The ampersand “&” has been correctly formatted 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
- The addition of the “SINCE 1973” to remind customers the history and successful pedigree of B&H - “Experts since 1973” in a subtle way.
- “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

- The new “B&H” Academy logo - is our version of the highly successful Apple Genus branding program.
- The addition of the “SINCE 1973” to remind customers the history and successful pedigree of B&H - “Experts since 1973” in a subtle way.
- Addition of “Academy” informs the user when placed on-line of the expert support in three core areas Product: “Guidance”, “Training” and “Support”
- Replacing the standard core product lines, are the words “Guidance”, “Training” and “Support”





Font: Brandon Grotesque
Weight: Regular

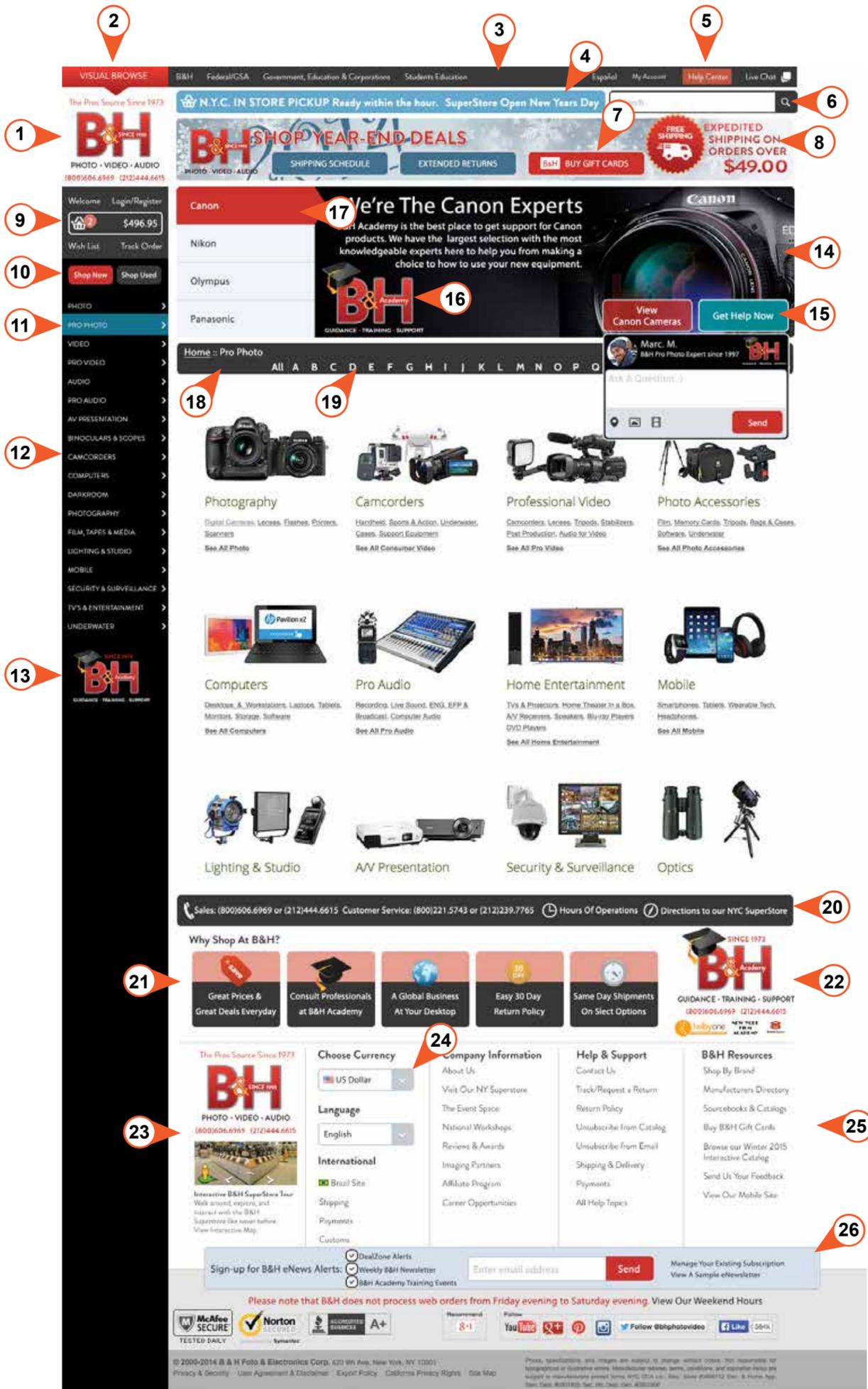
| | |
|--------------|---------------|
| HEX: #FFFFFF | C: 0% R: 255 |
| | M: 0% G: 255 |
| | Y: 0% B: 255 |
| | K: 0% |
| HEX: #000000 | C: 100% R: 0 |
| | M: 100% G: 0 |
| | Y: 100% B: 0 |
| | K: 100% |
| HEX: #939597 | C: 0% R: 147 |
| | M: 0% G: 149 |
| | Y: 0% B: 151 |
| | K: 50% |
| HEX: #EF4036 | C: 0% R: 239 |
| | 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% |



PHOTO • VIDEO • AUDIO PHOTO • VIDEO • AUDIO PHOTO • VIDEO • AUDIO



SINCE 1973
B&H Academy
GUIDANCE • TRAINING • SUPPORT



| 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 redesigned 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 Management 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 - Selected 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 redesigned 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 equipment. Links to products and immediate SKYPE AND/OR Text Chat Help |
| 15 | Get Help Now Button | Activates Text or SKYPE session with B&H Academy Support Expert |
| 16 | B&H Academy Branding | - Links to new B&H Academy - this will be a redesigned 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 redesigned 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 |

The screenshot shows the B&H website interface with several callouts:

- 1:** Points to the 'PRO PHOTO CATEGORIES' menu on the left sidebar.
- 2:** Points to the 'SHOP YEAR-END DEALS' banner at the top.
- 3:** Points to the 'Canon' promotional banner.
- 4:** Points to the 'Expert Help' chat bubble.
- 5:** Points to the 'Photography' category tile.
- 6:** Points to the 'Lighting & Studio' category tile.

| 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/promo to support category. |

Main Menu

VISUAL BROWSE

The Pros Source Since 1973

PHOTO • VIDEO • AUDIO
(800)606.6969 (212)444.6615

Welcome Login/Register

2 \$496.95

Wish List Track Order

Shop New Shop Used

- PHOTO >
- PRO PHOTO >
- VIDEO >
- PRO VIDEO >
- AUDIO >
- PRO AUDIO >
- AV PRESENTATION >
- BINOCULARS & SCOPES >
- CAMCORDERS >
- COMPUTERS >
- DARKROOM >
- PHOTOGRAPHY >
- FILM, TAPES & MEDIA >
- LIGHTING & STUDIO >
- MOBILE >
- SECURITY & SURVEILLANCE >
- TV'S & ENTERTAINMENT >
- UNDERWATER >

GUIDANCE • TRAINING • SUPPORT

Main Menu on hover

VISUAL BROWSE

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(800)606.6969 (212)444.6615

Welcome Login/Register

2 \$496.95

Wish List Track Order

Shop New Shop Used

- PHOTO >
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- TV'S & ENTERTAINMENT >
- UNDERWATER >

PRO PHOTO CATEGORIES

- DIGITAL CAMERAS
- FILM CAMERAS
- LENSES

15% CREDIT
Trade in promo towards Sony a7 &/or selected lenses
[Begin Savings](#)

Expert Help
SINCE 1973

GUIDANCE • TRAINING • SUPPORT
Questions? Chat Now

ACCESSORIES

- BATTERIES & POWER
- MEMORY CARDS
- FILM
- BAGS & CASES
- FLASHES & ON-CAMERA LIGHTING
- FILTERS
- LENSES ACCESSORIES
- PHOTO ACCESSORIES
- MEDIUM & LARGE FORMAT ACCESSORIES
- TRIPODS & SUPPORTS
- SOFTWARE
- BOOKS & TUTORIALS
- MOBILE PHOTOGRAPHY

MORE IN PHOTOGRAPHY

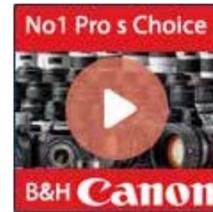
- LIGHTING & STUDIO
- UNDERWATER
- DARKROOM
- SCANNERS
- PRINTERS
- PRESENTATION
- ARCHIVING

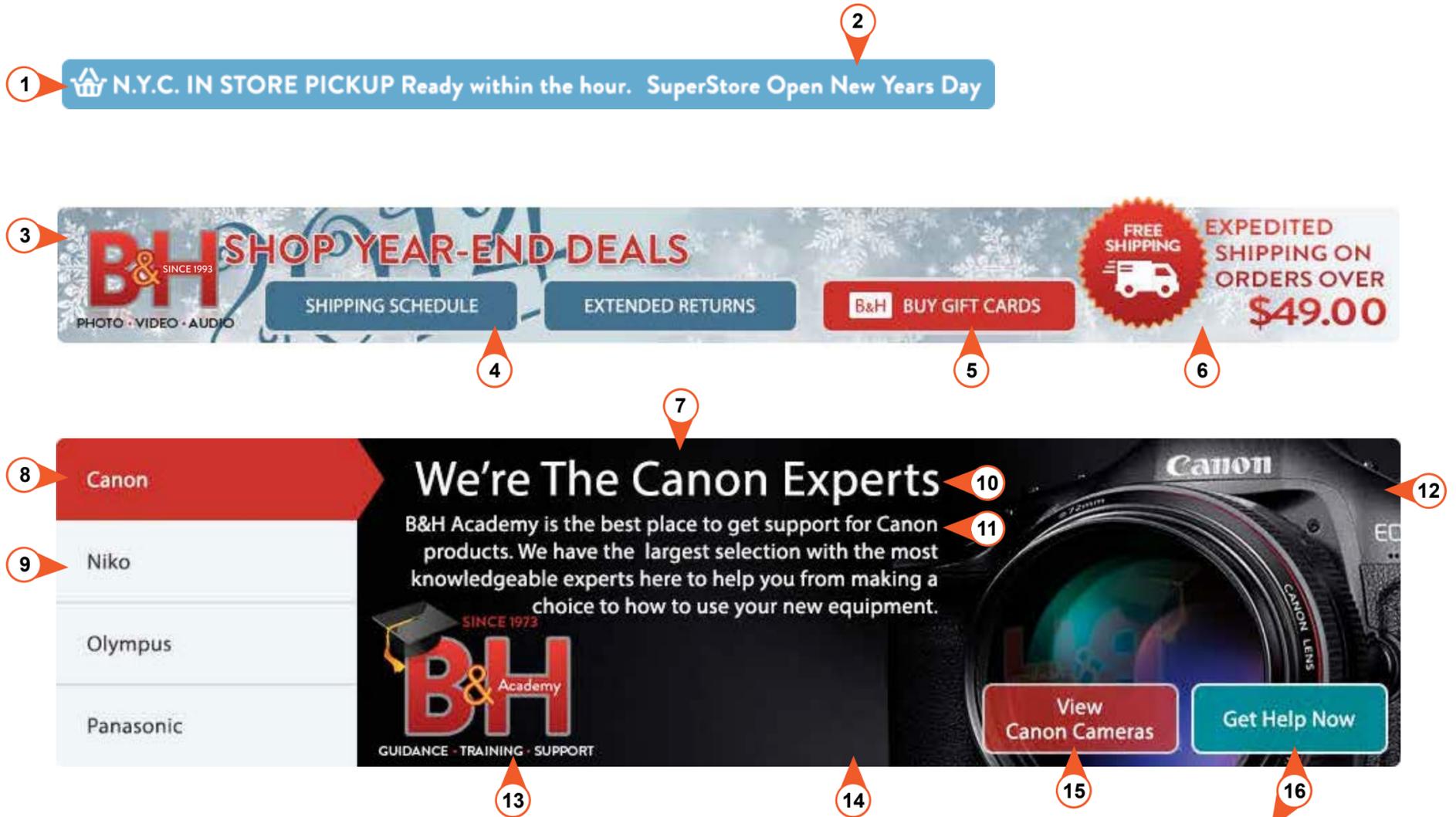
1 Image Ad

2 Image Ad - Chat Is Open

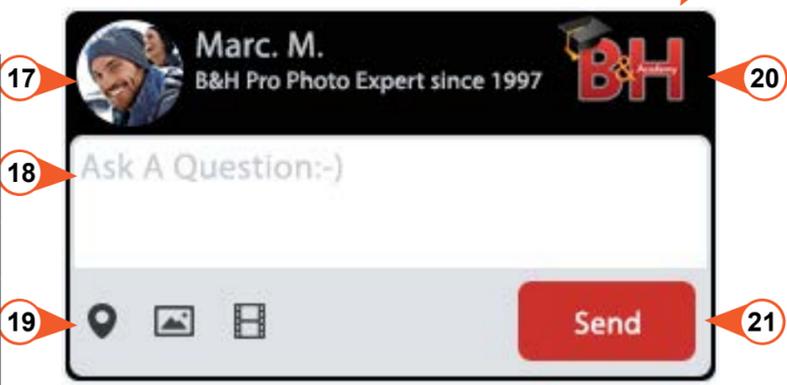
3 Skype w/B&H for support
Animated gif

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





| 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 than 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 shows 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 |



VISUAL BROWSE B&H Federal/GSA Government, Education & Corporations Students Education Español My Account Help Center Live Chat

The Pros Source Since 1973 N.Y.C. IN STORE PICKUP Ready within the hour. SuperStore Open New Years Day

B&H SHOP YEAR-END DEALS

PHOTO VIDEO AUDIO (800)606.6969 (212)444.6615

FREE SHIPPING EXPEDITED SHIPPING ON ORDERS OVER \$49.00

Welcome Login/Register \$496.95

Wish List Track Order

Shop New Shop Used

PHOTO PRO PHOTO VIDEO AUDIO PRO VIDEO AV PRESENTATION BINOCULARS & SCOPES CAMCORDERS COMPUTERS DARKROOM PHOTOGRAPHY FILM, TAPES & MEDIA LIGHTING & STUDIO MOBILE SECURITY & SURVEILLANCE TV'S & ENTERTAINMENT UNDERWATER

Canon We're The Canon Experts
B&H Academy is the best place to get support for Canon products. We have the largest selection with the most knowledgeable experts here to help you from making a choice to how to use your new equipment.

Nikon

Olympus

Panasonic

GUIDANCE TRAINING SUPPORT

Marc. M.
B&H Pro Photo Expert since 1997

1

2

3

4

Lighting & Studio AV Presentation Security

Sales: (800)606.6969 or (212)444.6615 Customer Service: (800)221.5743 or (212)239.7765

Why Shop At B&H?

- Great Prices & Great Deals Everyday
- Consult Professionals at B&H Academy
- A Global Business At Your Desktop
- Easy 30 Day Return Policy
- Same Day Shipments On Slect Options

GUIDANCE TRAINING SUPPORT (800)606.6969 (212)444.6615

The Pros Source Since 1973 **B&H** PHOTO VIDEO AUDIO (800)606.6969 (212)444.6615

Interactive B&H SuperStore Tour

Choose Currency: US Dollar

Language: English

International: Brazil Site

Shipping Payments Customs

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Please note that B&H does not process web orders from Friday evening to Saturday evening. View Our Weekend Hours

McAfee SECURE Norton SECURED ACCREDITED BUSINESS A+

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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 |

