

mediaflo®



usa

MEDIAFLO - LOGO DESIGN 01 : "M"ODERN & DIGITAL  
1 OF 35

THIS LOGO DESIGN INCORPORATES THE "M" FROM THE QUALCOMM LOGO AND EXTENDS THE ROUNDED LETTERFORMS TO COMPLETE THE VERY DIGITAL AND MODERN LOOKING WORD "MEDIAFLO".

THE INTRODUCTION OF THE TRADITIONAL TELEVISION COLORBAR WORKS IN A NOW DIGITALLY ENCAPSULATED FORMAT.

The remaining letterforms take on the rounded quality of the "M" and help to emphasize an easy "flo" nature. They also are somewhat futuristic taking on the visual language of a monospaced computer typeface.

The "M" is derived from the ending "M" in the Qualcomm logo.

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The rounded mediaflo colorbars are meant to invoke the traditional television colorbars helping to further define the area of the mediaflo business.

The separation of the bars also reflects packaged "bits" of information being sent in our media-centric universe.

usa

USA is separated from the larger "mediaflo" brand. It's relationship in the logotype is meant to be more secondary and, if deemed necessary, optional without affecting the main logotype.

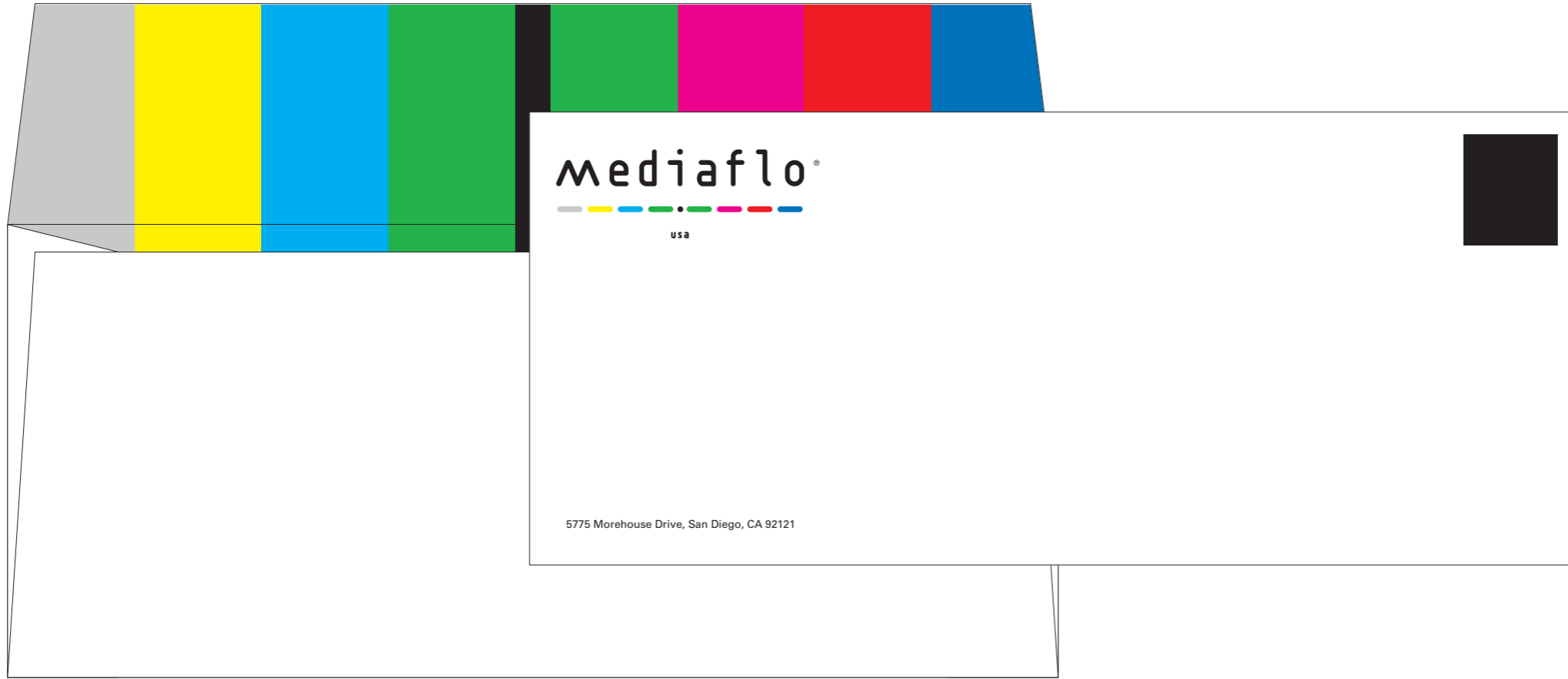
The placement of "USA" was designed to easily incorporate future country signifiers.

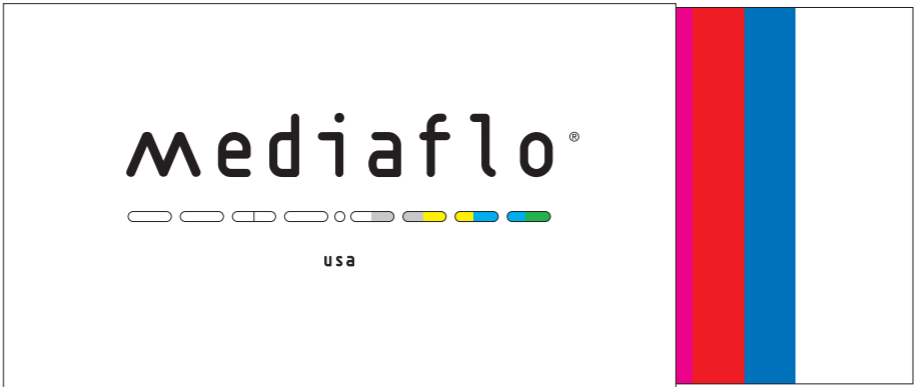
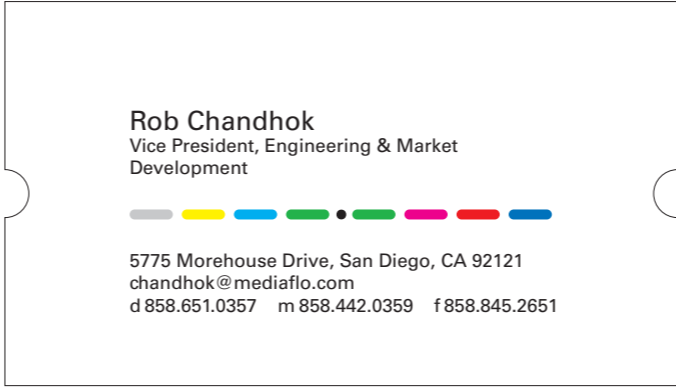
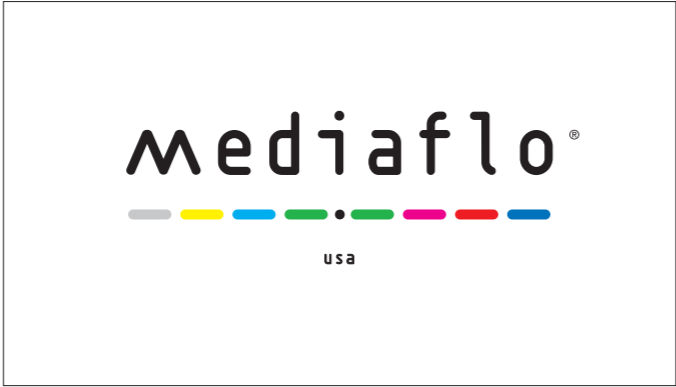
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— — — — —  
usa

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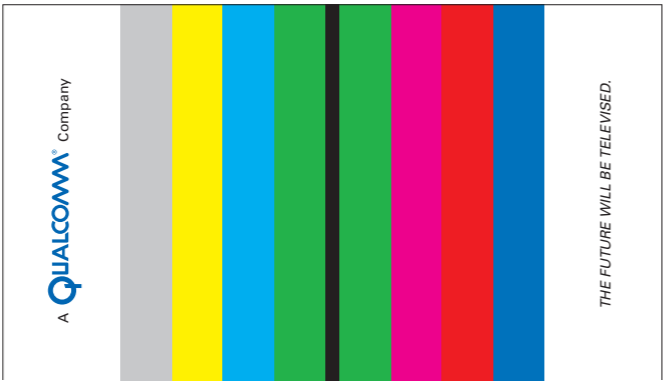
A **QUALCOMM** Company

MEDIAFLO - LOGO DESIGN 01 : "M" MODERN & DIGITAL  
3 OF 35  
LETTERHEAD





◀ Interior card slides ▶

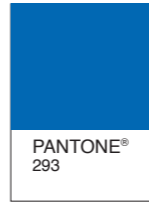


Interior card

abcdefghijklmnopqrstuvwxyz — Isonorm 3098 Monospaced

abcdefghijklmnopqrstuvwxyz — Univers 55 Regular

*ABCDEFGHIJKLMNOPQRSTUVWXYZ* — Univers 55 Oblique, all caps



*MediaFLO*<sup>®</sup><sub>USA</sub>

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MEDIAFLO - LOGO DESIGN 02 : THE SIBLING  
8 OF 35

THIS LOGO DESIGN FEATURES A DESIGN LANGUAGE THAT IS VERY SIMILAR TO THE CURRENT MEDIAFLO LOGO. IT FEATURES A BIT MORE SOPHISTICATED TYPE TREATMENT WHILE RETAINING A LOT OF THE ESSENCE OF THE CURRENT LOGO.

COLORBARS ARE PART OF THIS DESIGN AS WELL, BUT IN A SLIGHTLY MORE REFINED AND "EDGIER" VISUAL LANGUAGE.



Typeface is oblique to emphasize speed and motion. The sans serif face is an evolution of the current MediaFLO logo.

*MediaFLO*<sup>®</sup> USA

The logo consists of the word "MediaFLO" in an italicized sans-serif font, followed by "USA" in a smaller, all-caps sans-serif font. Below the text is a horizontal bar composed of several colored segments: grey, yellow, blue, green, pink, red, and blue.

"FLO" is in all caps.  
Emphasizes the delivery aspect of the media.

"USA" is significantly smaller, making the MediaFLO name primary.

Position of the "USA" signifier allows for future logo variations as needed by country. Blue underline will extend to accommodate a longer country designation.

Just a slice, a sliver, of the traditional TV colorbars. Italic letters above emphasize the "FLO" of the content represented by the colorbar below.

The smaller slice of the colorbars helps to telegraph a much quicker, more futuristic content delivery system.

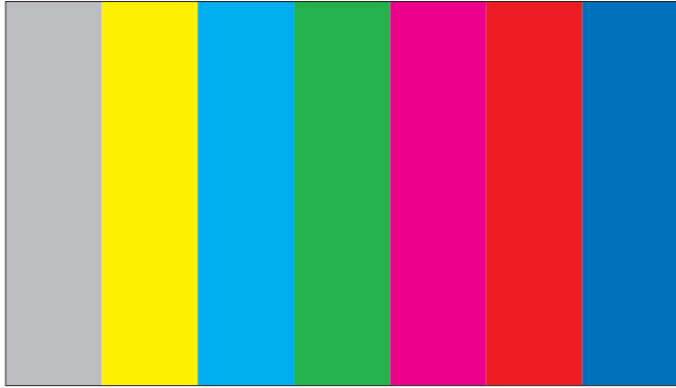




**Rob Chandhok**  
Vice President, Engineering & Market Development

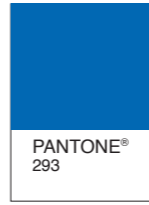
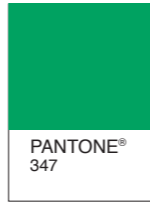
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**MediaFLO**<sup>®</sup><sub>USA</sub>



*ABCDEFGHIJKLMNOPQRSTUVWXYZ* — Univers 55 Oblique, all caps

abcdefghijklmnopqrstuvwxyz — Univers 55 Regular



# MediaFLO™ USA



MEDIAFLO - LOGO DESIGN 03 : THE MAKE-OVER  
15 OF 35

THIS IS THEIR CURRENT LOGO WITH SOME MINOR ALTERATIONS.

A MORE NEUTRAL COLOR CHOICE FOR THE WORD "MEDIA" AND "USA", A SLIGHTLY SMALLER "USA" AS NOT TO COMPETE WITH THE "FLO".  
THE SEPARATION OF "A QUALCOMM COMPANY" FROM THE MARK, AND...THE INCLUSION OF A COLORBAR GRAPHIC DEVICE FOR VISUAL INTEREST.

Using silver metallic ink or a 40% tint of black is a good way to differentiate the “Media” and “USA”. Also keeping the palette neutral helps to elevate the type.

MediaFLO™ USA

Reduction in the cap height of the USA results in a much more balanced logotype. The importance of the “MediaFLO” portion is stressed. The new cap height of the “USA” is equal to the x-height of the word “Media”.

The addition of a bar of gradient color from the traditional television colorbars helps to add a bit of context. The height of the bar is equal to the cross arm of the “F”.



Removing the “A Qualcomm Company” from the primary logo helps to simplify the visual read of the overall mark.

MediaFLO™ USA  
A QUALCOMM COMPANY

Current logo



MediaFLO™ USA

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A QUALCOMM Company

MEDIAFLO - LOGO DESIGN 03 : THE MAKE-OVER  
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LETTERHEAD

MediaFLO™ USA



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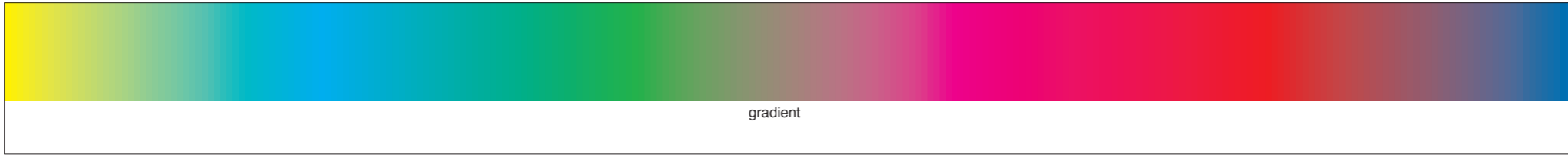
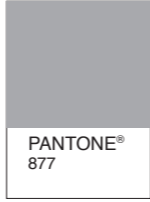
MediaFLO<sup>™</sup>USA

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*ABCDEFGHIJKLMNOPQRSTUVWXYZ* — Univers 55 Oblique

ABCDEFGHIJKLMNOPQRSTUVWXYZ — Univers 55 Regular



••••• **mediaflo**® • **usa**

MEDIAFLO - LOGO DESIGN 04 : FUN WITH DOTS  
22 OF 35

TAKING A NOD FROM THE TYPE OF MEDIA-CENTRIC ARTIST BARBARA KRÜGER, THIS LOGO IS A BIT BOLDER, A BIT YOUNGER AND A BIT MORE FUN.  
THE DOTS ARE AN INTERESTING GRAPHIC DEVICE THAT REPRESENT THE HISTORICAL NATURE OF TELEVISION, BUT MODERNISED INTO LITTLE BITS OF INFORMATION TO BE CARRIED THROUGH THE ATMOSPHERE.

Typefaces shares similar qualities to the typeface of the media-centric artist Barbara Kruger.

The top ascender of the “f” has been altered to indicate more of a right-ward directional “flo”.

Colored “media” dots in traditional television colorbar colors.

Opportunity for incorporating dynamic animation into logotype.



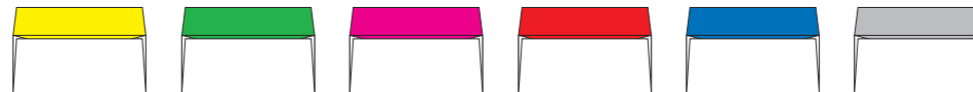
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“usa” is separated from the main logotype by a colored “media” dot. Allows for logotype to evolve for other countries, while keeping the main logotype intact. Also allows for the country signifier to be dropped if needed.



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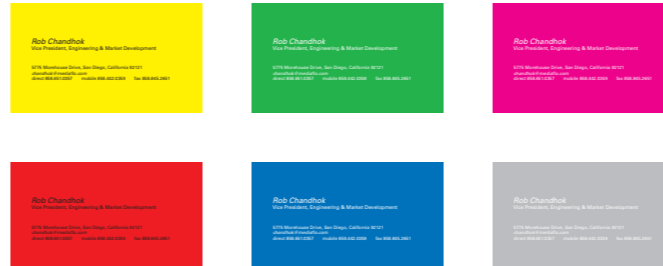




••••• **mediaflo** • **usa**

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*ABCDEFGHIJKLMNOPQRSTUVWXYZ* — Univers 55 Oblique

ABCDEFGHIJKLMNOPQRSTUVWXYZ — Univers 55 Regular



PANTONE®  
Cool Gray 4



PANTONE®  
Process  
Yellow



PANTONE®  
Process  
Cyan



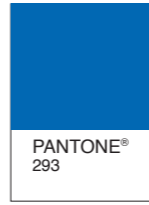
PANTONE®  
347



PANTONE®  
Process  
Magenta



PANTONE®  
186



PANTONE®  
293



PANTONE®  
Black



usa

the three viewing points of the "m":  
tv, computer, mobile.



mediaflo

USA

stylized star, slightly retro, very modern.  
an ancillary mark representing mediaflo.  
20% black or metallic silver.

curved "m" represents the easy, smooth,  
natural flow of unimpeded content and media.  
100% black.

universe extended, lowercase. 100% black

the usa denotation, aligns to center of  
mediaflo star. 75% black



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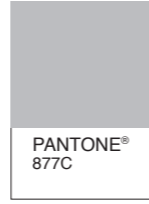


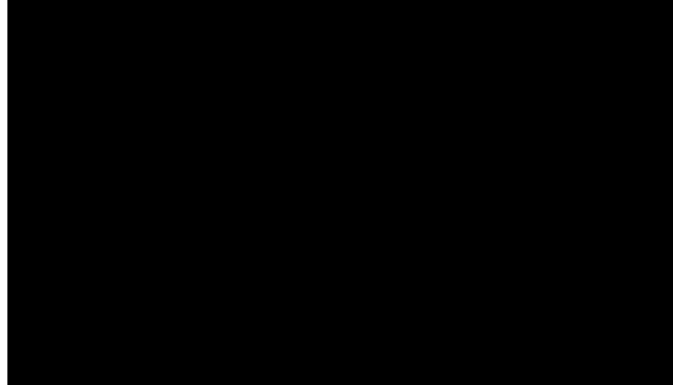
**mediaflo**

usa

ABCDEFGHIJKLMNOPQRSTUVWXYZ — Univers 53 Extended

*ABCDEFGHIJKLMNOPQRSTUVWXYZ* — Univers 53 Extended Oblique





[JONSTON.COM](http://JONSTON.COM)