

APOLLO SUPPLY CHAIN
BRANDING DESIGN



RECAPTURING DESIGN RESEARCH

Who is Apollo Supply Chain

Apollo Supply Chain is a logistic and supply chain solution company with a vision of being a single source integrated logistics solutions provider with multimodal capabilities and a wide geographical reach.

ASC has combined forces with global partners for acquiring global reach, cutting edge technology and operational excellence through best practices. This enables the company to emerge as a comprehensive solutions provider in the fragmented logistics industry.



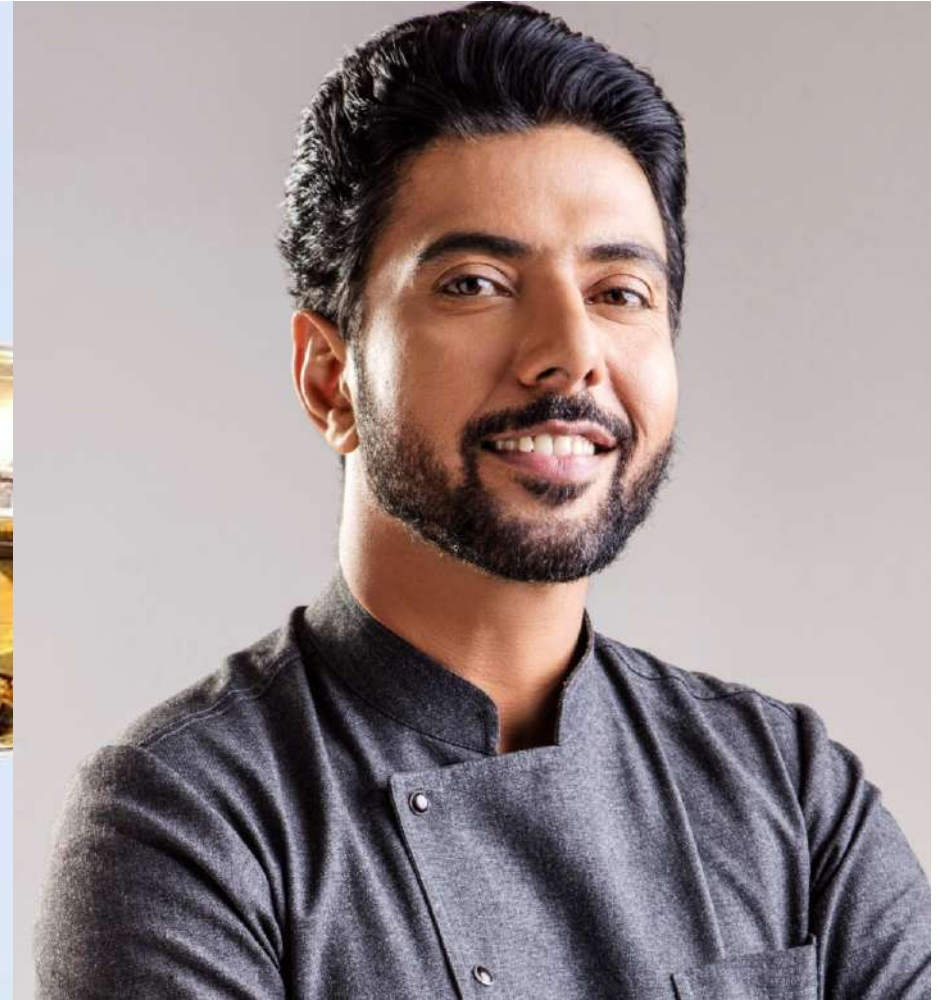
What is wrong with the current ASC logo & how do we improve it ?



- Design approach not brand centric but generic.
- Lack of brand awareness. Possible confusion with brand Apollo.
- Lacks the legacy of Apollo.
- Company's outlook initially focussed towards building its services, which now is shifting towards brand building.

What brand personality does ASC have ?

- Trustworthy | Problem solver | Efficient | Warm | Accessible | Connected | Agile | Flexible | Innovative



RECAPTURING DESIGN RESEARCH

Efficient

Sharp lines. Bright colors. Young form.

Flexible

Soft curved movements in shape.

Approachable

Solid warm colors. Mid tones.

Innovative

Clever play of space and line movement.

Connected

Fluid and connected line quality.

Trustworthy

Solid medium weight type. Warm colors.

Customer Centric

Clear uncomplicated form. Simple.

RECAPTURING DESIGN RESEARCH

ASC
APOLLO SUPPLY CHAIN

Apollo
SUPPLY CHAIN

- The legacy of Apollo remains untapped with ASC. Connection with family name brings brand value.
- The phonetic identity and ease of expression is stronger with Apollo (supply chain) in comparison of ASC.
- Existence of ASC, as an evolution of ALS pre-positions the brand in the same grey area of identity.
- Market competition mirrors the approach of business family backed supply chain brands, creating trust.

BRANDING DIRECTIONS

BRANDING DIRECTION 1

A close-up, high-contrast photograph of a tire tread. The tread features a complex, repeating pattern of deep, angular grooves and sipes, designed for traction. The lighting creates strong highlights and shadows, emphasizing the three-dimensional texture of the rubber. The word "Legacy" is superimposed in the center in a clean, white, sans-serif font.

Legacy



Built upon the foundation of paternal heritage, Legacy carries forward and inspires from the original Apollo.

Embibing the same value systems of a company that stands for success and perseverance, the concept of Legacy recreates the new Apollo Supply Chain identity on the same grounds.

Legacy

popolo

Legacy

Carrying forward and
growing together.



<https://youtu.be/npQFu664YwM>





apollo

SUPPLY CHAIN

Growing Together.















RAJAT SHARMA

9891021243

Regional Manager

605, Suncity Business Tower, Golf Course Rd, Sector 54, Gurugram, Haryana 122002



605, Suncity Business Tower, Golf Course Rd, Sector 54, Gurugram, Haryana 122002



A modern, multi-story office building with a dark grey facade and large glass windows. The building is viewed from a low angle, looking up towards the sky. The sky is a vibrant blue with scattered white clouds. The building's design is contemporary, with clean lines and a prominent overhang at the top.

apollo
SUPPLY CHAIN



Efficient

Sharp lines. Bright colors. Young form.

Connected

Fluid and connected line quality.

Flexible

Soft curved movements in shape.

Trustworthy

Solid medium weight type. Warm colors.

Approachable

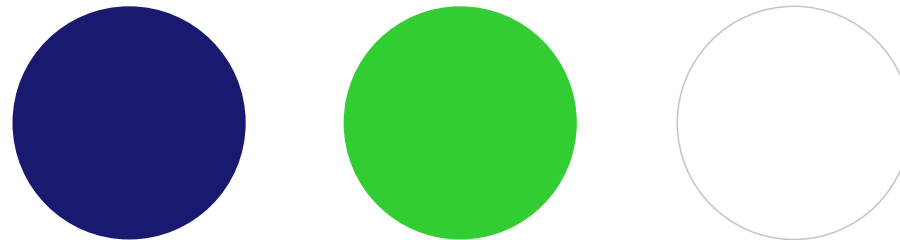
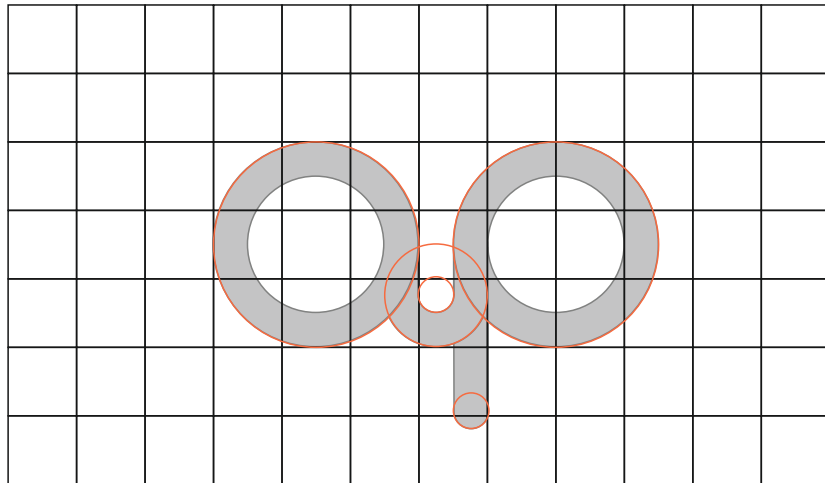
Solid warm colors. Mid tones.

Customer Centric

Clear uncomplicated form. Simple.

Innovative

Clever play of space and line movement.



**Eastman
Roman Sans**

AaBbCcDd
AaBbCcDd
AaBbCcDd
AaBbCcDd

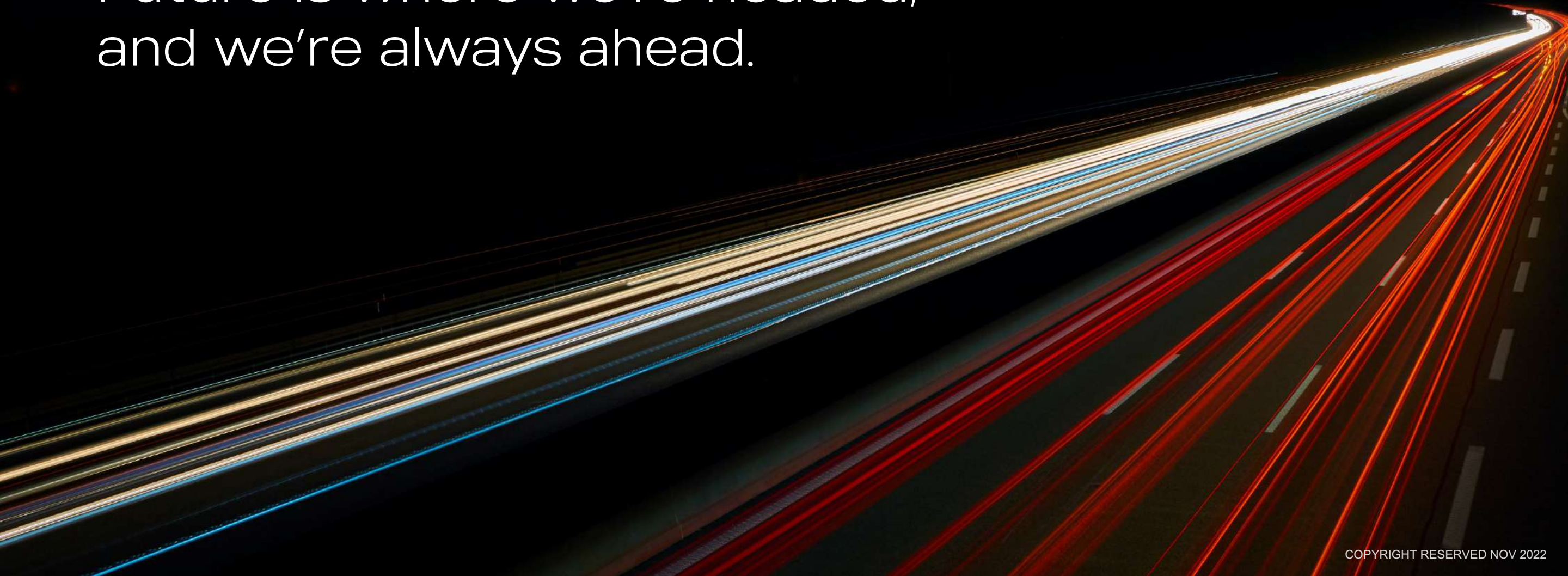
BRANDING DIRECTION 2

A long-exposure photograph of a bridge at night. The bridge's concrete structure and metal railings are visible. Streaks of red, white, and yellow light from moving vehicles create a sense of motion across the bridge deck. The sky is a deep blue, and distant city lights are visible on the horizon.

Always Ahead

Always Ahead

Future is where we're headed,
and we're always ahead.





Always Ahead

The concept dwells upon leadership, innovation and consistent performance.

Apollo believes in performing, adapting and constantly upgrading itself to deliver better everyday.

We ensure staying ahead and envisioning not just for today, but for the



<https://youtu.be/Ihwh0AGaxTs>

APOLLO

Supply Chain

Future is where we're headed
and we are

Always Ahead

APOLLO
Supply Chain

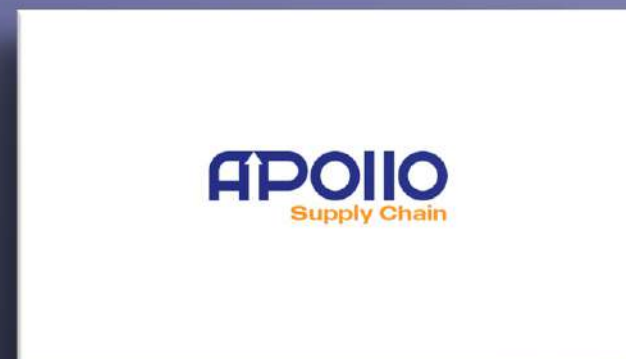


APOLLO

Supply Chain









APOLLO
Supply Chain

APOLLO
Supply Chain

APOLLO
Supply Chain





APOLLO
supply chain

APOLLO

Supply Chain

Efficient

Sharp lines. Bright colors. Young form.

Connected

Fluid and connected line quality.

Flexible

Soft curved movements in shape.

Trustworthy

Solid medium weight type. Warm colors.

Approachable

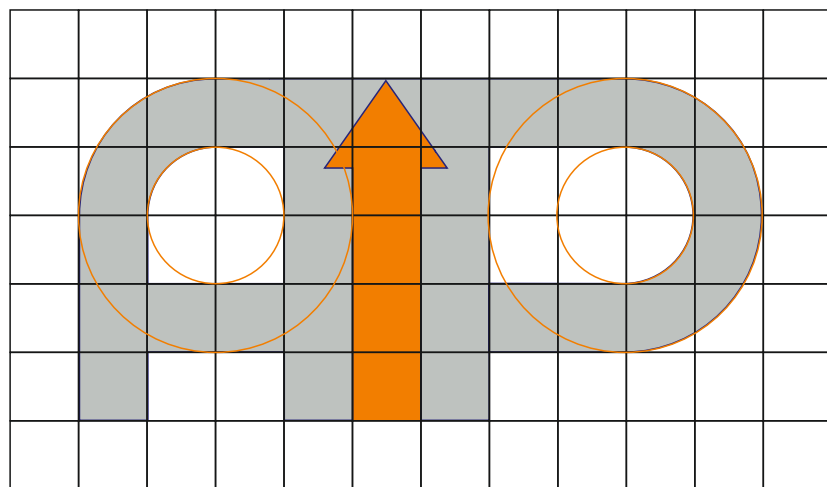
Solid warm colors. Mid tones.

Customer Centric

Clear uncomplicated form. Simple.

Innovative

Clever play of space and line movement.



Made Outer Sans

AaBbCcDd
AaBbCcDd
AaBbCcDd
AaBbCcDd

BRANDING DIRECTION 3



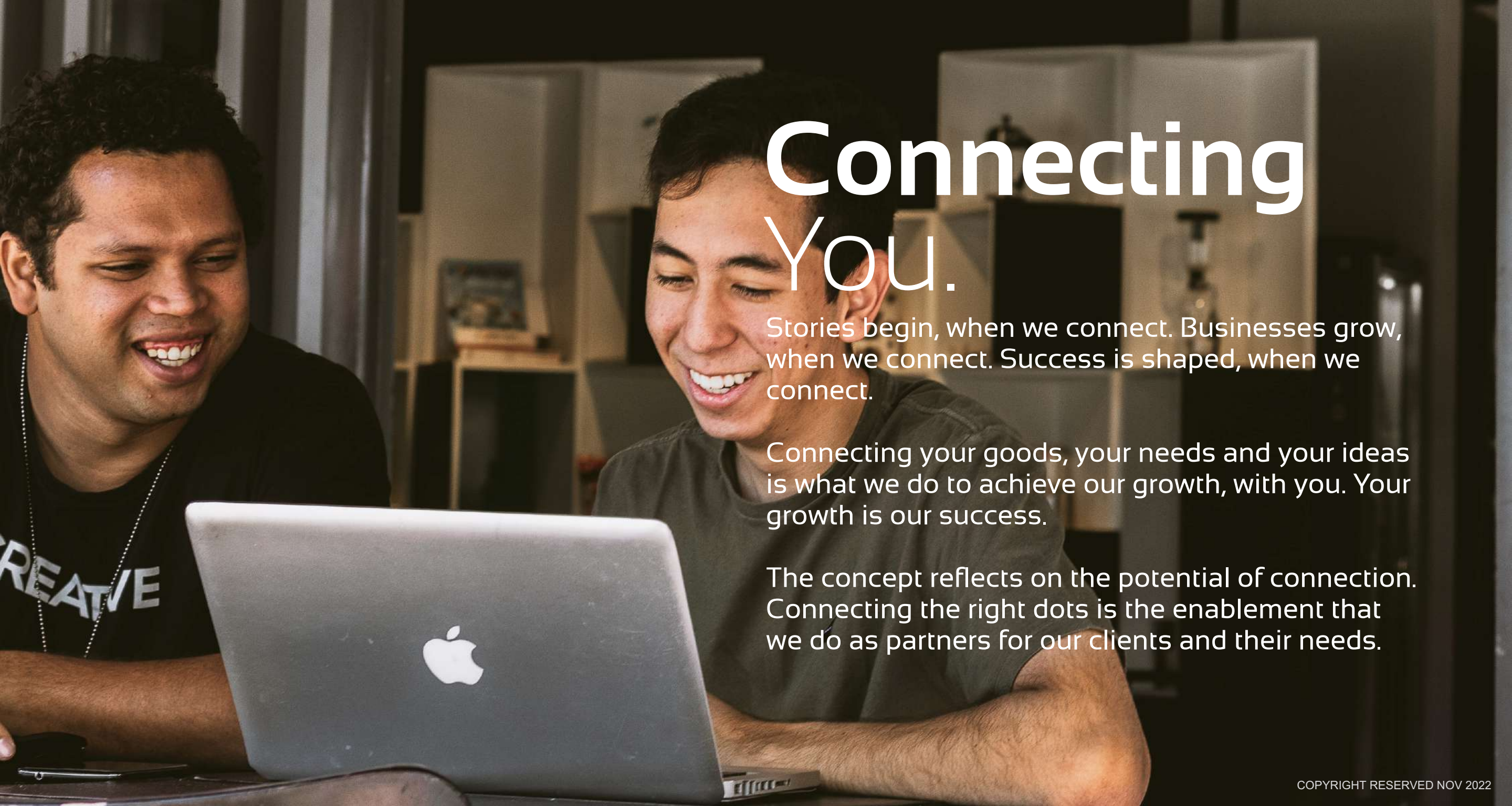
Connecting You.

A man with a mustache, wearing a light-colored striped short-sleeved shirt and dark pants, is operating a yellow forklift in a warehouse. He is looking towards the camera. The forklift has the letters "E" and "R" on its mast. The background shows high industrial shelving units filled with cardboard boxes. The text "Connecting Businesses" is overlaid in white on the right side of the image.

Connecting Businesses



Connecting Growth.

A photograph of two men sitting at a desk, looking at a laptop. The man on the left is smiling broadly, wearing a black t-shirt with the word 'CREATIVE' visible. The man on the right is also smiling, wearing a dark grey t-shirt. The laptop is a silver Apple MacBook. The background is a blurred office or studio setting with shelves and equipment.

Connecting You.

Stories begin, when we connect. Businesses grow, when we connect. Success is shaped, when we connect.

Connecting your goods, your needs and your ideas is what we do to achieve our growth, with you. Your growth is our success.

The concept reflects on the potential of connection. Connecting the right dots is the enablement that we do as partners for our clients and their needs.



<https://youtu.be/zhsrPEvMgZc>



A smiling man wearing a black beanie and a blue and black work vest stands in a warehouse. In the background, there are stacks of cardboard boxes and another person working. A large, light blue, rounded rectangular graphic is on the left side of the image.

Apollo

Supply Chain



APOLLO
Supply Chain

APOLLO
Supply Chain

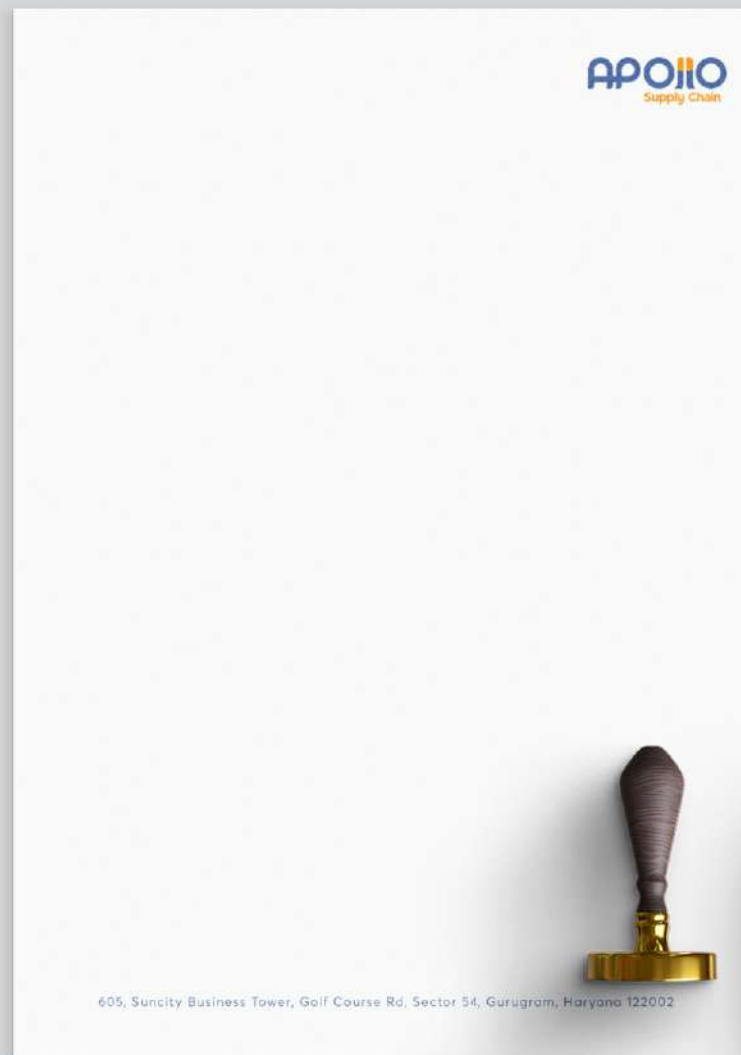
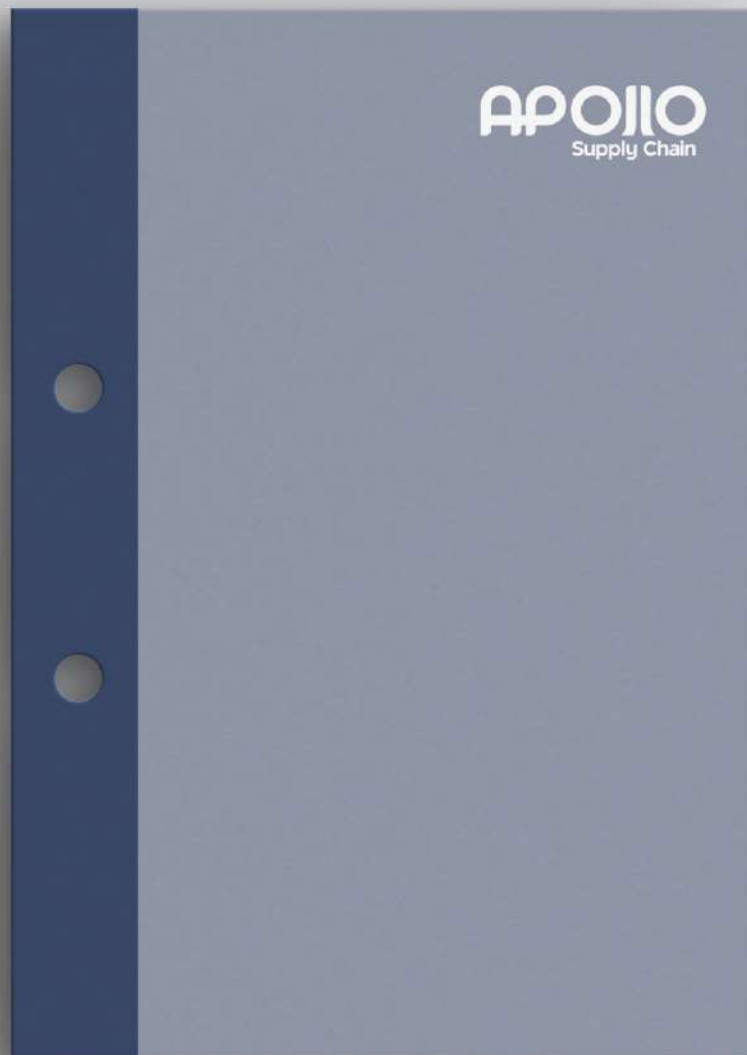


RAJAT SHARMA

9891021243

Regional Manager

605, Suncity Business Tower, Golf Course Rd, Sector 54, Gurugram, Haryana 122001





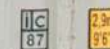
APOLLO
Supply Chain

CSLU 616553 0
45G1



OCL

00LU 934048 3
45G1



A photograph of a modern glass skyscraper with a grid-like pattern of windows. The building's facade is covered in blue-tinted glass panels. Mounted on the building is a large, three-dimensional logo for 'Apollo Supply Chain'. The word 'Apollo' is in a large, stylized, metallic font, and 'Supply Chain' is in a smaller, more standard metallic font below it. The sky is visible in the background, showing some clouds.

apollo
Supply Chain

Apollo

Supply Chain

Efficient

Sharp lines. Bright colors. Young form.

Connected

Fluid and connected line quality.

Flexible

Soft curved movements in shape.

Trustworthy

Solid medium weight type. Warm colors.

Approachable

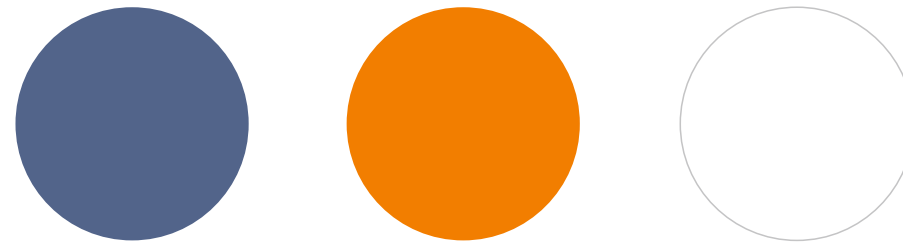
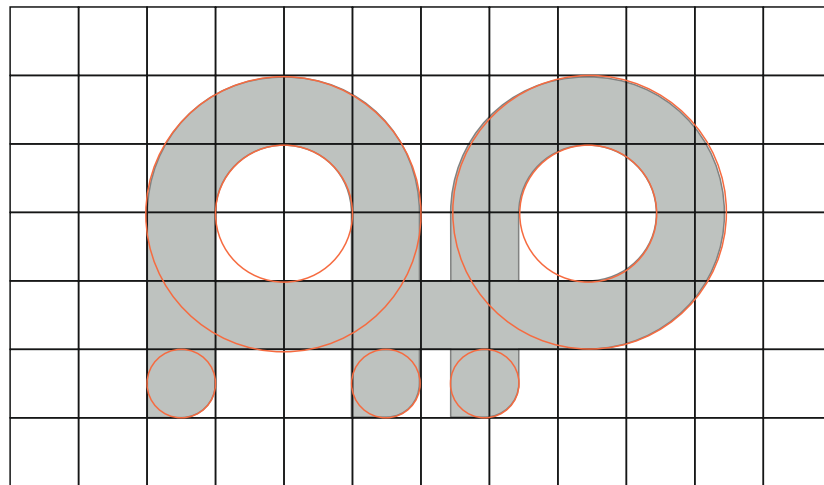
Solid warm colors. Mid tones.

Customer Centric

Clear uncomplicated form. Simple.

Innovative

Clever play of space and line movement.



Tango Sans | Sansation

AaBbCcDd
AaBbCcDd
AaBbCcDd
AaBbCcDd



ITERATIONS OF LOGO DIRECTIONS

ITERATIONS OF LOGO DIRECTIONS



As a furtherance of the primary logo design directions, we extend the design exercise and explore visual possibilities and iterations of the key identities within the realm of the narratives. This exploration gives us a vast pool of design options to finally choose from.

apollo
SUPPLY CHAIN

apollo
SUPPLY CHAIN

apollo
SUPPLY CHAIN

apollo
SUPPLY CHAIN

apollo
Supply Chain

apollo
Supply Chain

A↑POIIO
Supply Chain

APOI↑IO
Supply Chain

APOIIO
Supply Chain

APOLLO
Supply Chain

APOLO
Supply Chain

APOIIO
Supply Chain

APOI↑IO
Supply Chain

A↑POLLO
Supply Chain



APOLLO
Supply Chain

APOLLO
SUPPLY CHAIN

APOLLO
SUPPLY CHAIN

APOLLO
SUPPLY CHAIN

APOLLO
SUPPLY CHAIN

APOLLO
SUPPLY CHAIN



apollo
SUPPLY CHAIN

apollo
SUPPLY CHAIN

apollo
SUPPLY CHAIN

apollo
Supply Chain

APOIIO
Supply Chain

APOIIO
Supply Chain

APOIIO
Supply Chain

APOIIO
Supply Chain

APOLLO
Supply Chain

APOLLO
Supply Chain

APOIIO
Supply Chain

APOLLO
Supply Chain

APOIIO
Supply Chain

APOIIO
Supply Chain

APOIIO
Supply Chain

APOIIO
Supply Chain

APOIIO
Supply Chain

APOIIO
Supply Chain

APOIIO
SUPPLY CHAIN

APOIIO
SUPPLY CHAIN

END OF PRESENTATION

