



MacBook Air

Wacom

Identity countdown

- + Brand Research
- + Brand Strategy
- + Simplification
- + Brand Architecture
- + Corporate Identity Design
- + Naming
- + Brand Evangelism and Training
- + Internet Strategy and User Experience Design
- + Brand Collateral Development

Following the successful launch of Qore, PlayStation Network re-engaged Siegel+Gale to develop a new program identity. The company's newest program planned to highlight the latest news and events in the world of PlayStation in 3-5 minute spots. The program would focus on new game content, video releases, "Top Ten" lists, and PlayStation breaking news stories. Siegel+Gale was asked to create a name and identity for the network that would appeal to a broad audience and represent the edgy, fast-paced and entertaining nature of the program.

Developing a name in time

Regarding naming, we focused on capturing the quick and immediate nature of the program while conveying an edgy, entertaining feel. After conducting several rounds of naming exploration we narrowed the list of names to 20 options. The name PULSE was selected for its connotations of rhythm, emotion and life within PlayStation.

Following the final name selection, multiple concepts were generated to develop an aesthetic around the new name. The resulting logo mark had to evoke the same feelings of immediacy, modernity, and energy as the PULSE name—slick and polished without being too "Hollywood," or cliché.

Creating a final countdown

The final identity concept referred to as "The Countdown" is a reference to an impending event that involves metaphor of time, action, and immediacy. The Countdown concept was inspired by the speed of digital clocks used to time the fastest racers, and the constant stream of content delivered to today's gaming audience. The PULSE signature is a visual reminder that everything is temporary, and that what exists in the moment is the only absolute in the world of hardcore gamer entertainment. The logo is designed for use online and on television screens through the PlayStation console. It will appear in show graphics and promotions for the new program.



simple is smart