

City of Knowledge – New identity

A new logo and brand architecture unifying a knowledge-based business and technology park



Background

The City of Knowledge business and technology park is strategically located across from the Panama Canal. Some 120 hectares and more than 200 buildings of what was once the Clayton military base are now home to a booming international community established for the purpose of business, academic, scientific, and humanistic collaboration. The objective is human and sustainable development based on knowledge. City of Knowledge attracts NGO's and nurture knowledge-focused companies, collaboration activities and events. Since its foundation in 1999, City of Knowledge has attracted start-ups and established organizations such as UNICEF, Red Cross, World Bank, WWF, IBM, HP, and many more.

Services completed

- 1 Mission & Vision
- 2 Strategy & Positioning
- 3 Naming & Nomenclatures
- 4 Branding & Identity
- 5 Marketing & Messaging
- 6 Product Design
- 7 Retail Store & Online Appearance Design

Challenge

City of Knowledge was looking to modernize its identity and create a wholistic image for its diverse business and technology park with knowledge-based tenants and community.

City of Knowledge needed a new symbol to gain instant recognition locally as well as abroad. Additionally, City of Knowledge needed a solution to standardize its name. Furthermore, City of Knowledge needed to increase legibility with its new logo.

City of Knowledge is a campus with multiple entities that are part of the area. The new logo project needed to develop a full brand architecture, so that each entity could be given the proper solution to generate an identity that promotes the whole area.

City of Knowledge has its own creative and marketing department in-house, and wish to take part in the creative development of the brand architecture and new logo.

Solution

Cultéva organized a workshop to extract opinions and experiences from the key members of the City of Knowledge in-house decision makers and influencers. After a distillation process to retain the most essential information, the design development created nearly 90 logos.

The selection process landed on the most visually appealing and meaningful symbol for City of Knowledge, the CDS (Ciudad del Saber) monogram. The new logo is a dynamic merger of the initials of the name.

After defining that a monotonous brand architecture was the preferred direction for City of Knowledge, Cultéva went on to design the letterforms in each of the logotypes for all entities within City of Knowledge. A signature color palette became the differentiator for the logo lock-up with the different name of each entity.

In comparison to the old, the new logo increased its visibility with 185% for the horizontal logo lock-up, and 370% for the vertical logo lock-up.