

Client: **Qualcomm Incorporated**
San Diego, California, USA

Agency: **Koenig Creative**
San Diego, California



Universal symbology is an essential source of inspiration. Here, radio waves depict communication and bold sans serif italics imply vital motion.



The Challenge

The establishment of the European Economic Community (EEC) changed the way European companies perceive the globalization of business. Many European firms now prefer to associate themselves with peer businesses rather than American or Asian conglomerates. eQ-COM was formed by the San Diego-based Qualcomm Incorporated as a European company that provides wireless fleet-management solutions to freight transportation companies. The Koenig Creative design team was charged with creating a corporate identity for a company that offered localized pan-European service rather than less personalized long-distance service provided by an American multinational firm. Some elements of the Qualcomm identity had to be incorporated into the final solution. The Koenig Creative design team also had to partner with an Amsterdam-based agency to complete its mission—within a two-month time frame.

The Process

After a quick audit of current European design trends, the Koenig Creative design team offered seven design options. The final solution was selected because of its simple, italic type treatment that depicted the motion inherent in the client's main business—transportation. The design team selected two elements to depict this business-oriented wireless communications firm: The Q represents the parent company, Qualcomm, and the simple ray motif illustrates the flow of wireless communication. The Amsterdam-based design group contributed the color palette, which features bright green as the statement hue.

The Result

After the eQ-COM brand image was applied to stationery, collateral materials, print advertising, Web presence, trade show booth displays, and presentation materials, the new mark was lauded by the firm's European counterparts, attesting to its international appeal.

