

Client: **The Kudelski Group/Accordis Technologies**
San Diego, California, USA

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



Accordis's logo incorporates an organic curve sweeping through a triangle that depicts accord between the two distinctly different shapes and creates the letter A—the first letter in the company's name.

The Challenge

The Kudelski Group is an international company that operates a number of varied technology subsidiaries providing integrated security systems for both digital television and broadband networks, including digital decoders and encoders for integrated management systems used in event venues. Until recently, each subsidiary had a distinct corporate identity that lacked continuity with its parent organization. Most of these brands were dated, having been created during the 1980s.

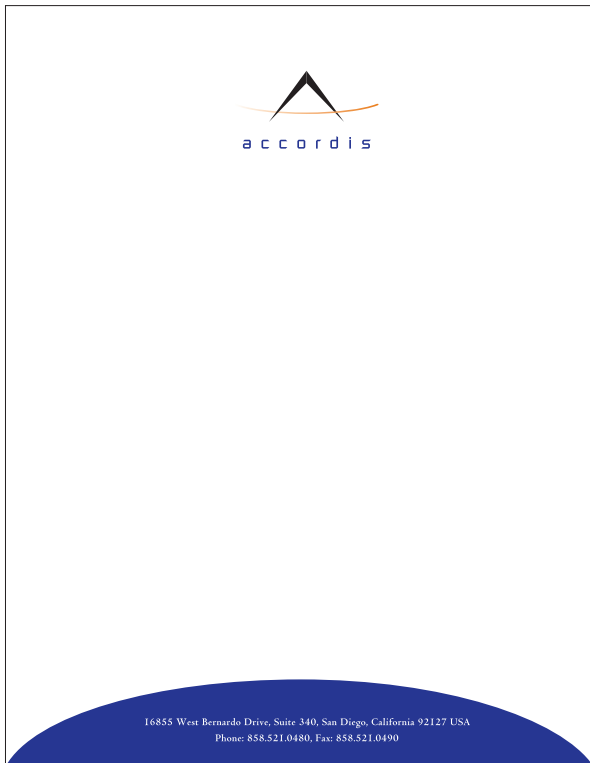
A recent Kudelski Group acquisition, Accordis Technologies, was a startup business specializing in the development of set-top cable box technology. Koenig Creative was commissioned to develop an identity that stood alone from other Kudelski brands but clearly conveyed its own message: a global player that creates technologies that integrate seamlessly with other set-top systems.

The Process

The Koenig Creative team explored numerous solutions, including several that visualized the concept of harmony. Experimentation with simple Zen symbols—squares, a circle, and a triangle—and the letter O focused on illustrating Accordis's desire for integration with other systems. The solution incorporated an organic curve sweep[ping through a triangle, depicting accord between the two distinctly different shapes and creating the letter A—the first letter in the company's name. The curve was repeated as a design element in the company's stationery kit.

The Result

The final Accordis Technologies logo garnered high praise from both the client and its European parent, Kudelski Group. The identity was applied to stationery, collateral, and package branding, and the product will be launched in 2004.



The sweeping curve in the Accordis's iconic letter A is echoed in a sweeping curve at the base of its letterhead.

Accordis Technologies specializes in the development of set-top cable box technology, and its logo is branded on each of its products, such as the one shown here.

