

**b r o a d c a s t e l e c t r o n i c s**

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**c h a d w o o d l a n d**

Broadcast Electronics (BE) is the premier provider of mission-critical solutions for over-the-air and internet radio. Broadcast Electronics products encompass program generation, audio and data management, interfacility transport, and analog and digital transmission. For more than four decades, BE pioneering developments have set the industry standards for innovation and reliability, while providing broadcasters with new options for operational productivity and income generation. The business is losing its forty year market niche in the industry and needs to replace its forty-year-old graphic identity to launch a national marketing push.

[www.bdcast.com](http://www.bdcast.com)

**Breif**

research

**Modern**

Digital    Innovative    Paving the way    Internet    State-of-the-art    Stylish    Contemporary    Cutting-edge  
Technology    Advanced    Mobile

**Reliable**

Experienced    Dependable    Solid    Certain    Reputable    Positive    Know-how    Maturity  
Wisdom    Background Understanding    Trained

**Alliance**

cooperation    confederation    coalition    partner    membership    colleague    mutual    associates

**Brand Descriptors**



Tordex

Rocky Mountain



Audio Fest



progressive concepts

THE BEST IN RADIO BROADCAST EQUIPMENT SINCE 1990



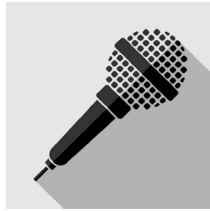
The Future of Broadcast Supply.™



# Competition

research

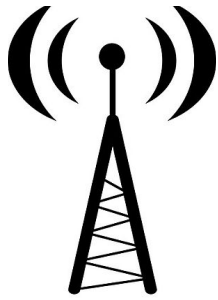




FROM THE TOP



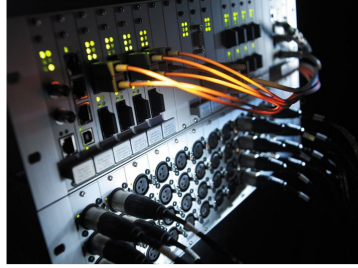
# Microphones



SLG BROADCASTING SYSTEM



# Radio Towers

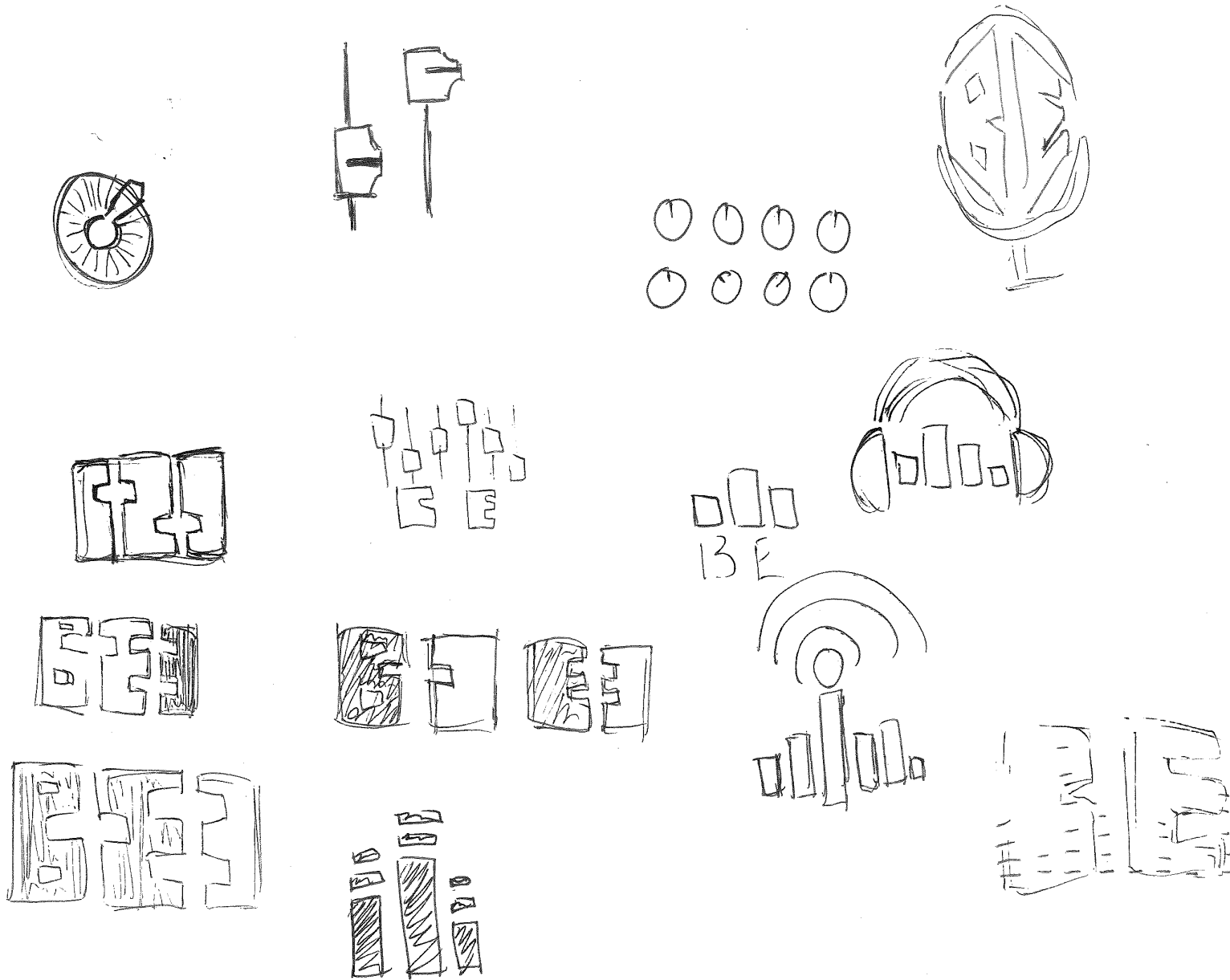


# Mood Board

research



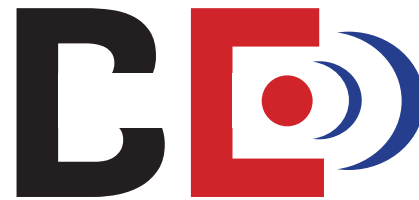




# Sketches



broadcast electronics



Symbol

**E**

**BA**

**Be**

**BE**

**be**



**Be**

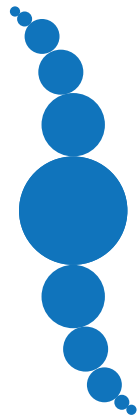
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Symbol

Source code pro light <b>Source code pro BOLD</b>	broadcast electronics <b>broadcast electronics</b>	BROADCAST ELECTRONICS <b>BROADCAST ELECTRONICS</b>
Din condensed Din alternate	broadcast electronics broadcast electronics	BROADCAST ELECTRONICS BROADCAST ELECTRONICS
Helvetica Neue Helvetica Neue Thin	broadcast electronics broadcast electronics	<b>BROADCAST ELECTRONICS</b> BROADCAST ELECTRONICS
Letter Gothic Std Letter Gothic Std	broadcast electronics broadcast electronics	BROADCAST ELECTRONICS BROADCAST ELECTRONICS
Avenir Book <b>Avenir Black</b>	broadcast electronics <b>broadcast electronics</b>	BROADCAST ELECTRONICS <b>BROADCAST ELECTRONICS</b>
Myriad Pro <b>Myriad Pro Bold</b>	broadcast electronics <b>broadcast electronics</b>	BROADCAST ELECTRONICS <b>BROADCAST ELECTRONICS</b>
Franklin Gothic Book <b>Franklin Gothic Medium</b>	broadcast electronics broadcast electronics	BROADCAST ELECTRONICS <b>BROADCAST ELECTRONICS</b>
Garamond <b>Garamond Bold</b>	broadcast electronics broadcast electronics	BROADCAST ELECTRONICS <b>BROADCAST ELECTRONICS</b>
Avenir Next <b>Avenir Next Bold</b>	broadcast electronics <b>broadcast electronics</b>	BROADCAST ELECTRONICS <b>BROADCAST ELECTRONICS</b>
Futura Condensed <b>Futura Bold</b>	broadcast electronics <b>broadcast electronics</b>	BROADCAST ELECTRONICS <b>BROADCAST ELECTRONICS</b>

# Typographic

BROADCAST ELECTRONICS source code pro

BROADCAST ELECTRONICS

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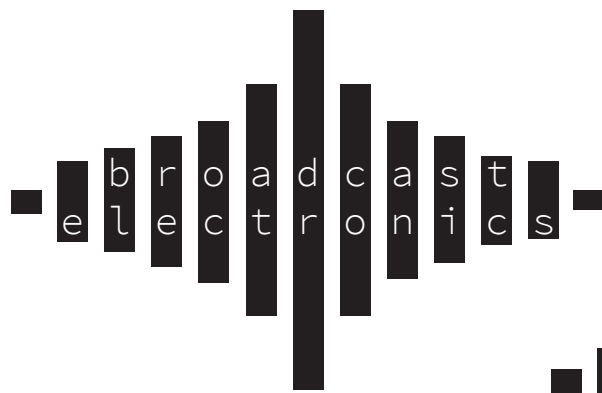
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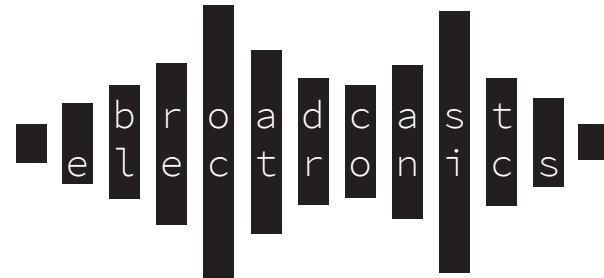
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**BROADCAST**  ELECTRONICS

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BROADCAST ELECTRONICS **Typographic**

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letter gothic

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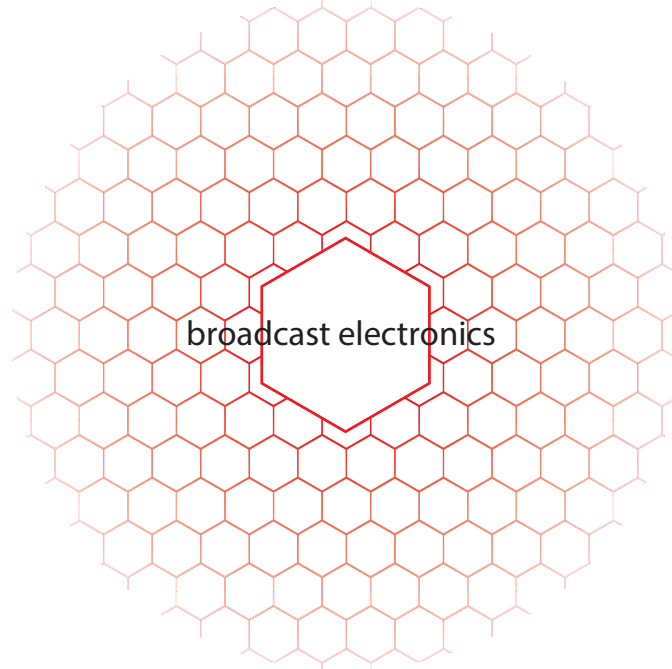
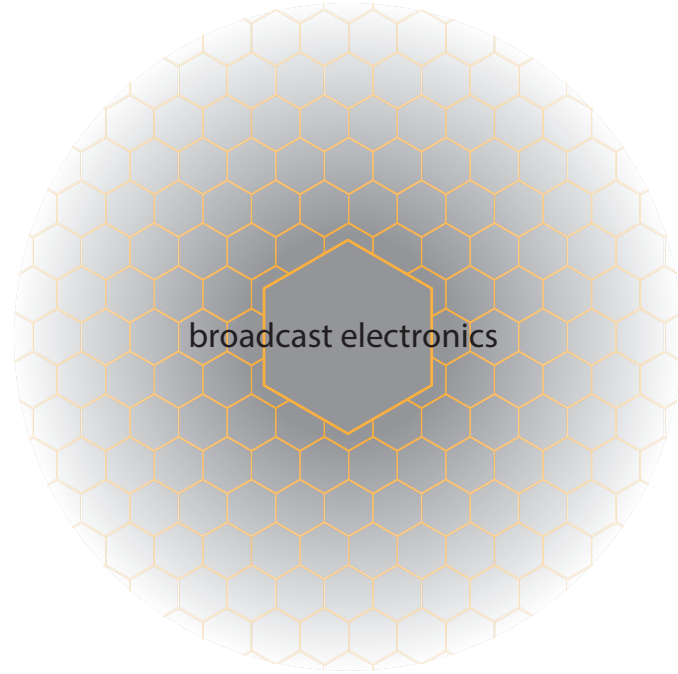
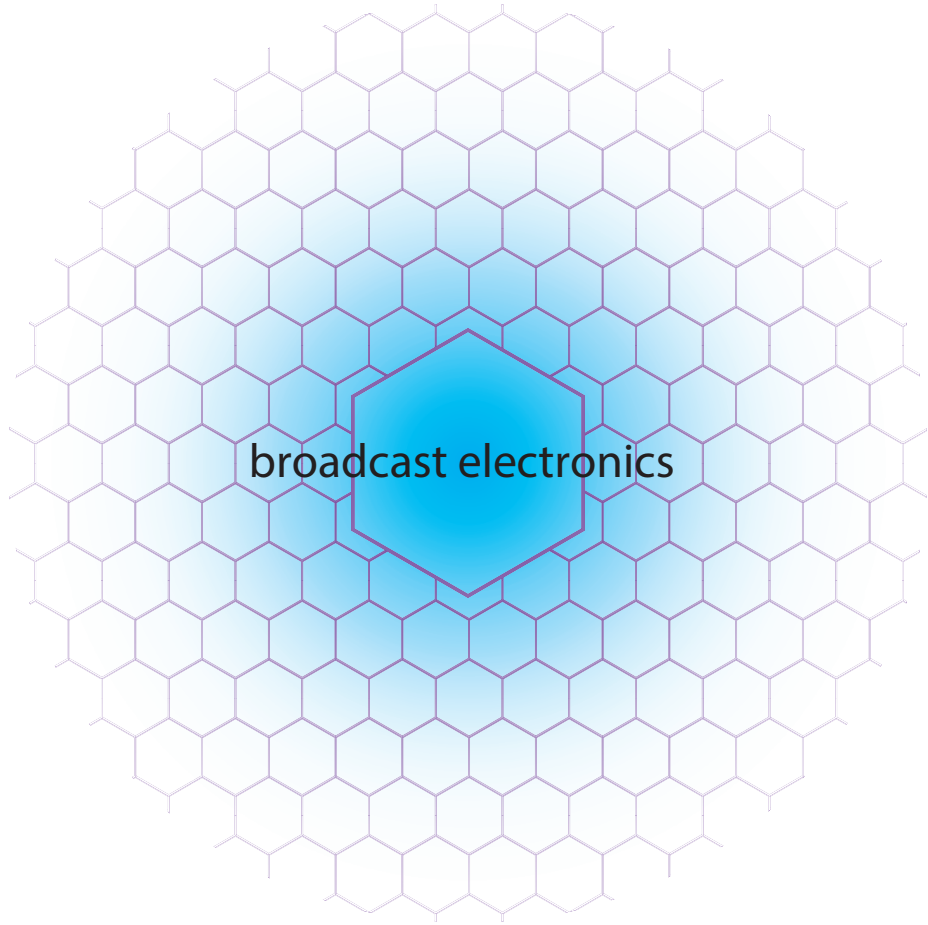
broadcast electronics

broadcast electronics

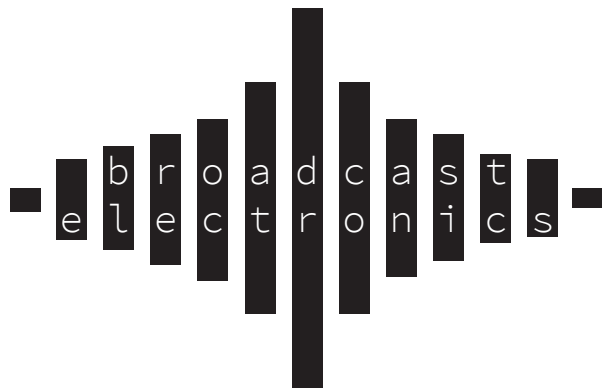
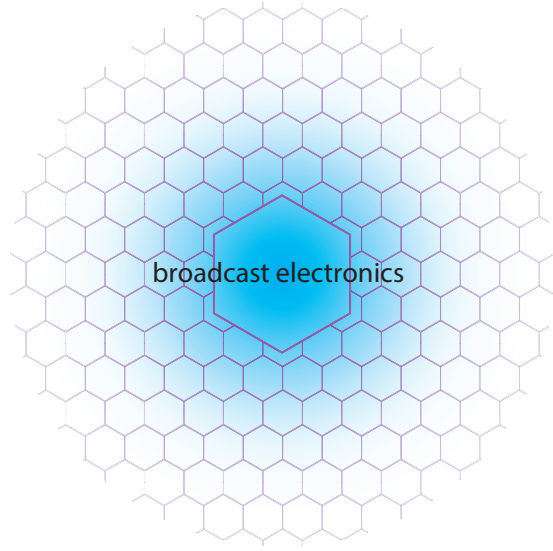
**broadcast electronics** **broadcast electronics** graphic

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**broadcast electronics** avenir

broadcast electronics

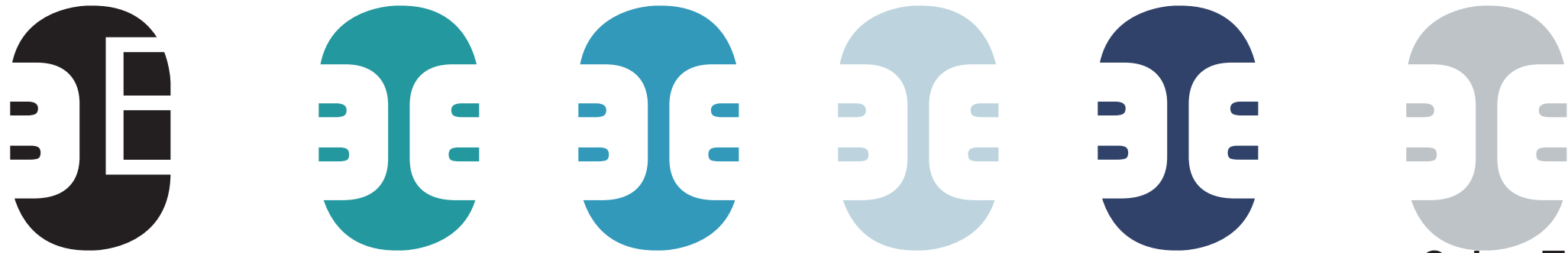
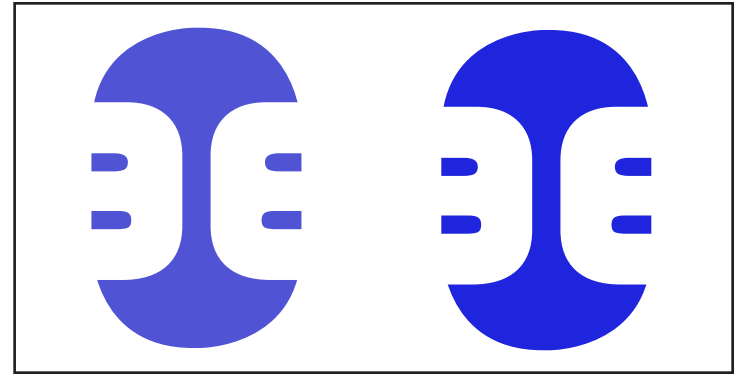
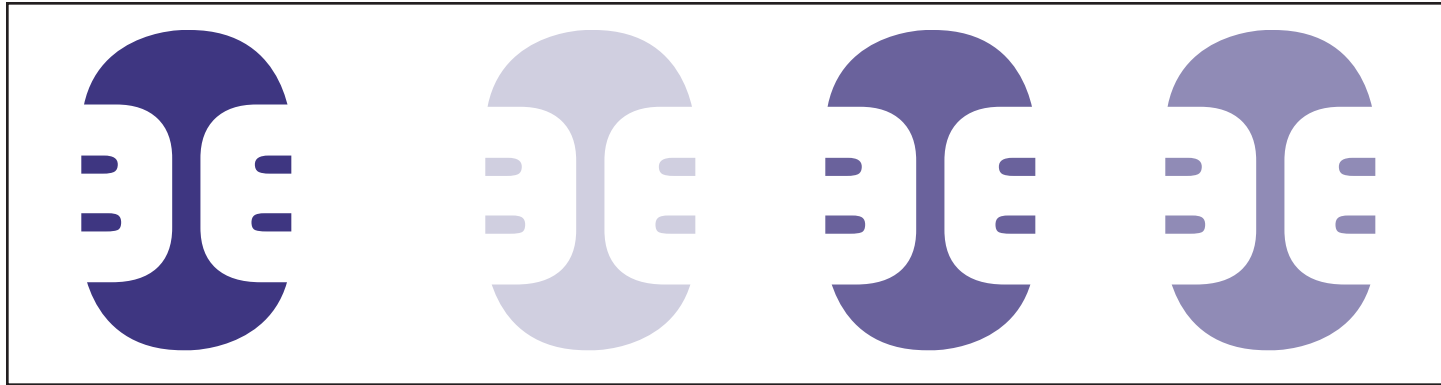
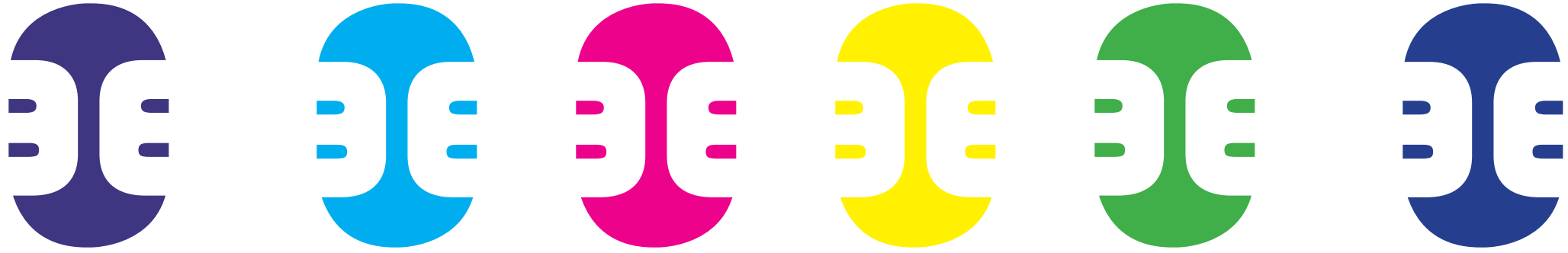


# Combination

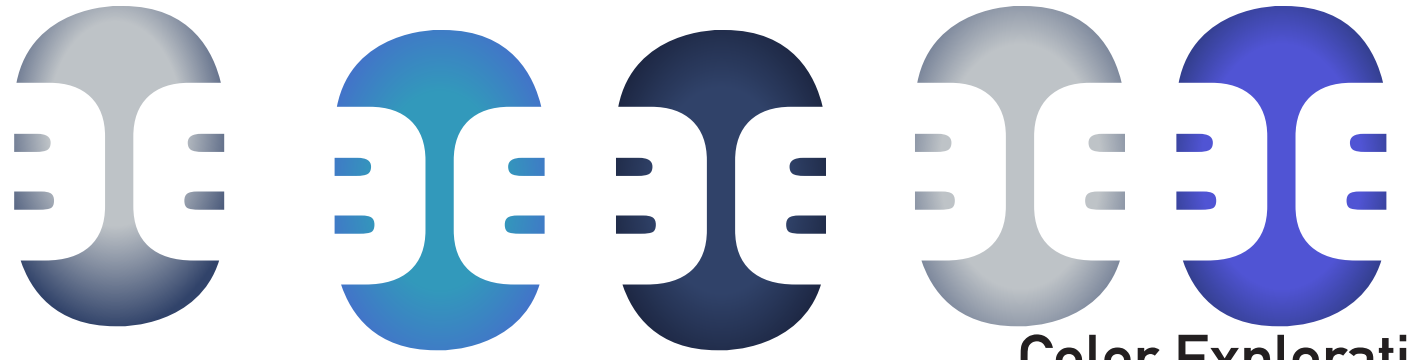
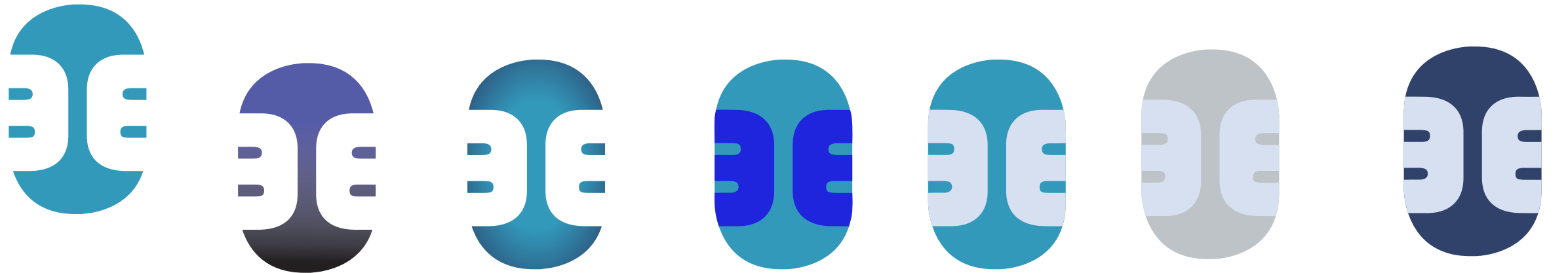
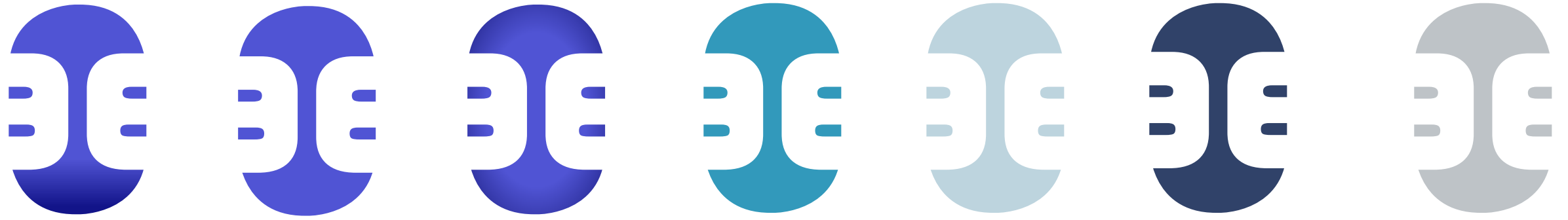




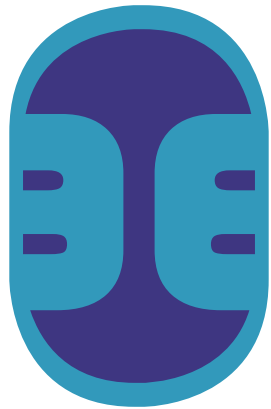
broadcast electronics



Color Exploration



Color Exploration



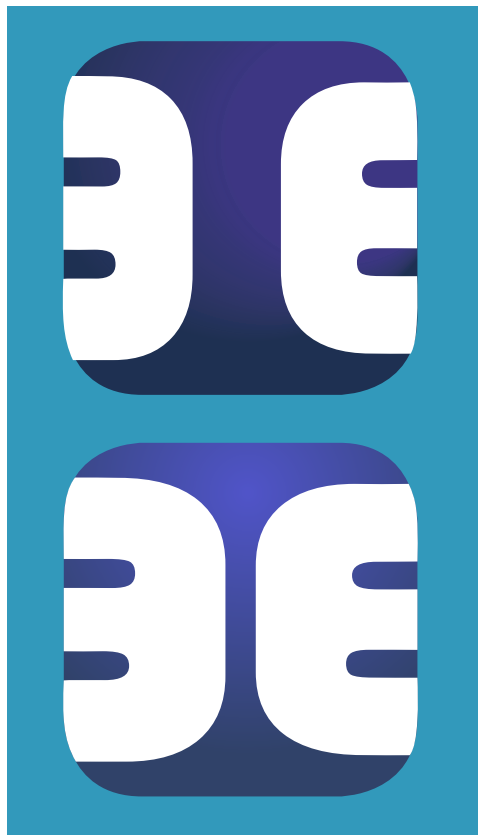
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BE

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(217)-224-9600

# Brand Extension

refinement



