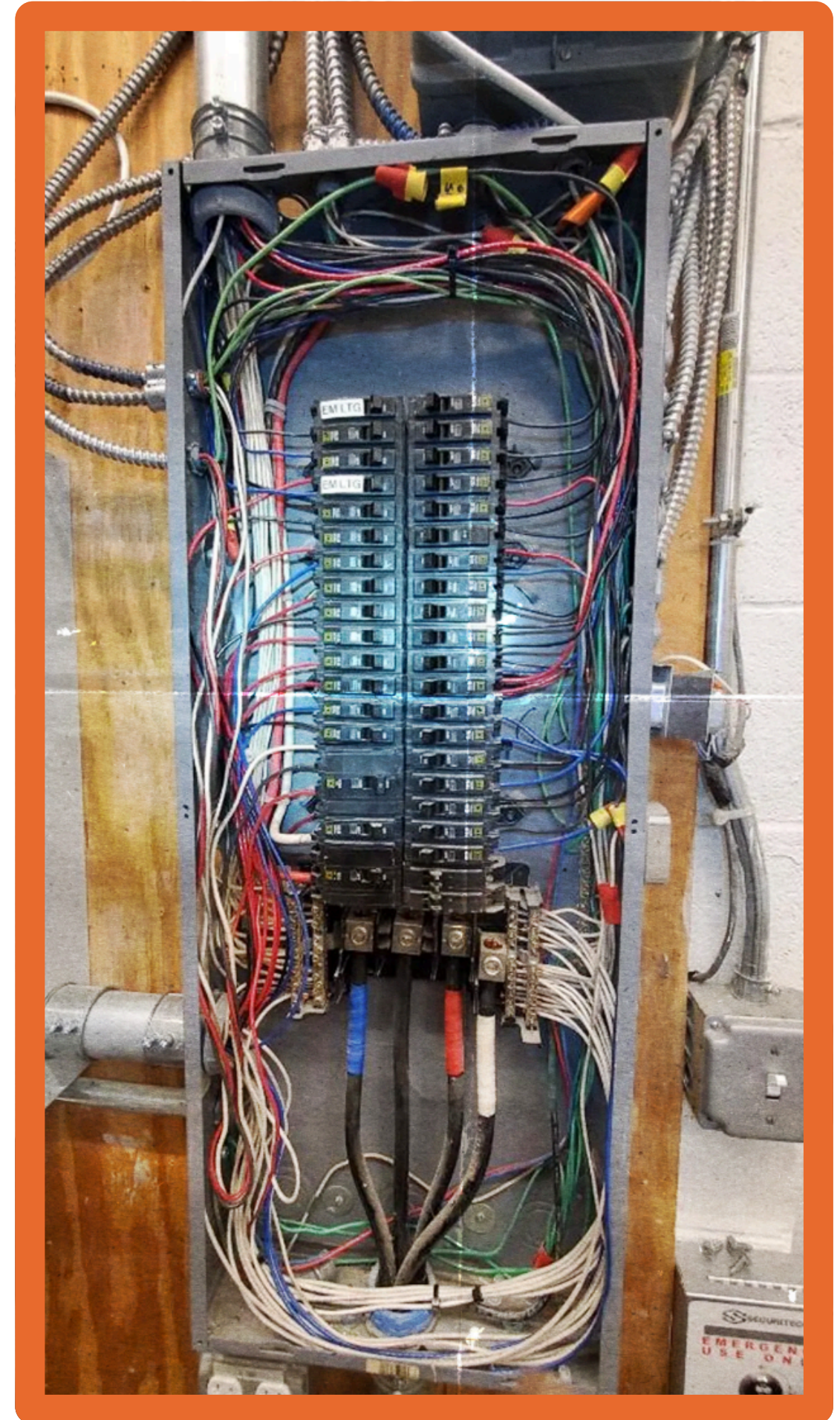


Rinaldi Electric

Brand Redesign Proposal

Gabriella Rinaldi
ICM 502 Visual Design



Why This Redesign Matters

Rinaldi Electric already has a strong reputation built on trust and reliability.

This redesign strengthens how that trust is visually communicated.

The goal is to create a brand that:

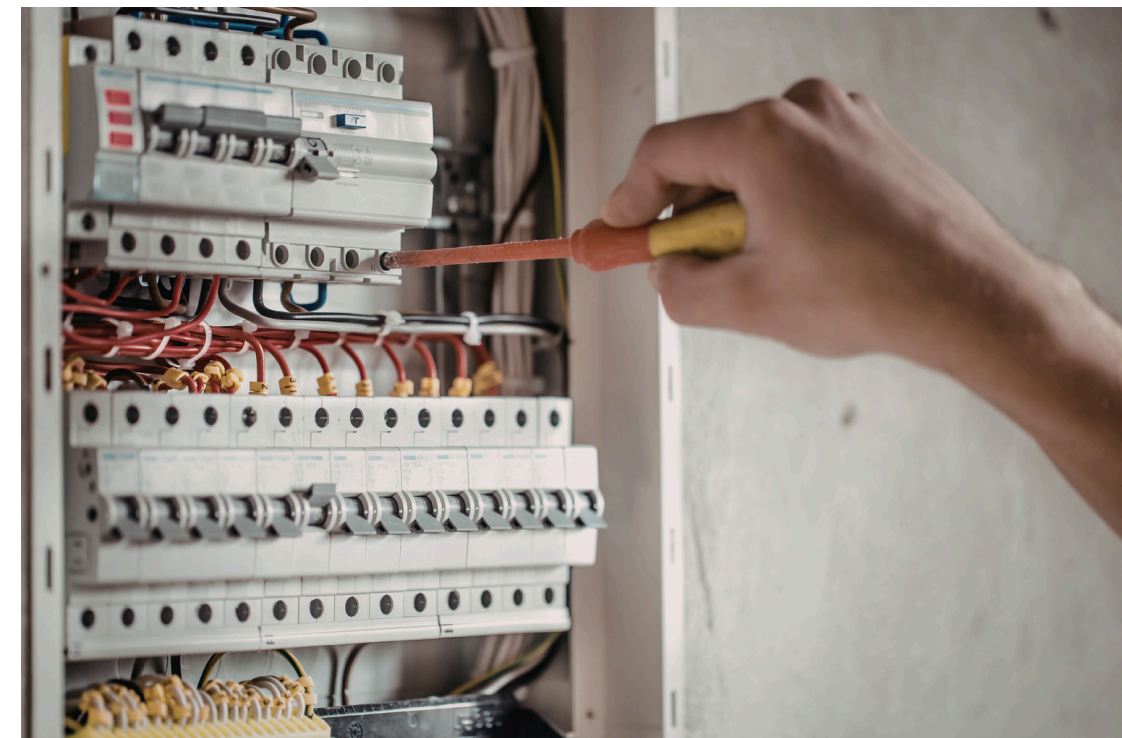
- Feels more modern and professional
- Builds trust instantly with homeowners
- Works across web, print, and service materials

Brand foundation

Rinaldi Electric is a local electrical services company built on trust, responsiveness, and strong customer relationships.

Design Direction

- Structured
- Readable
- Modern
- Professional



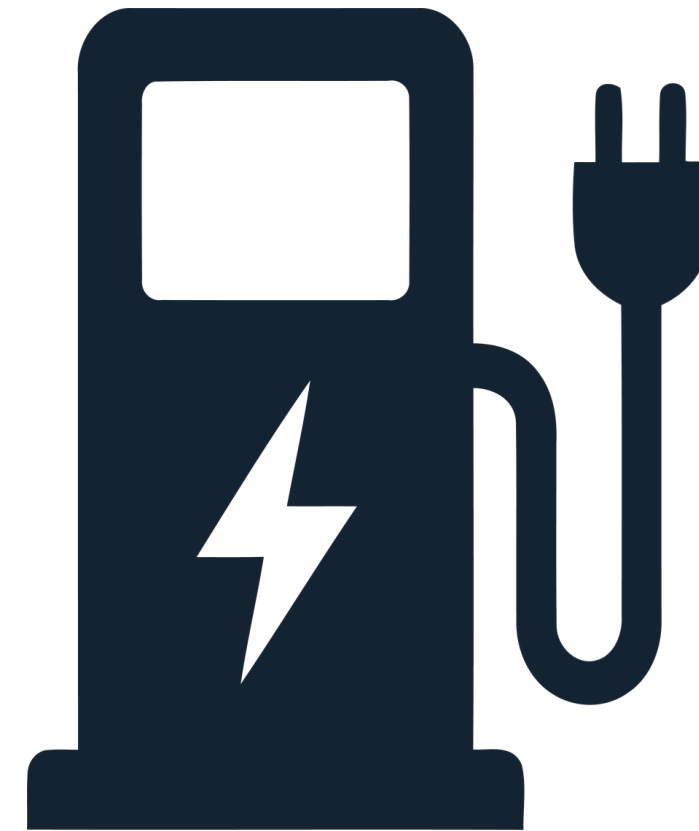
Target Audience



Homeowners (30-65)

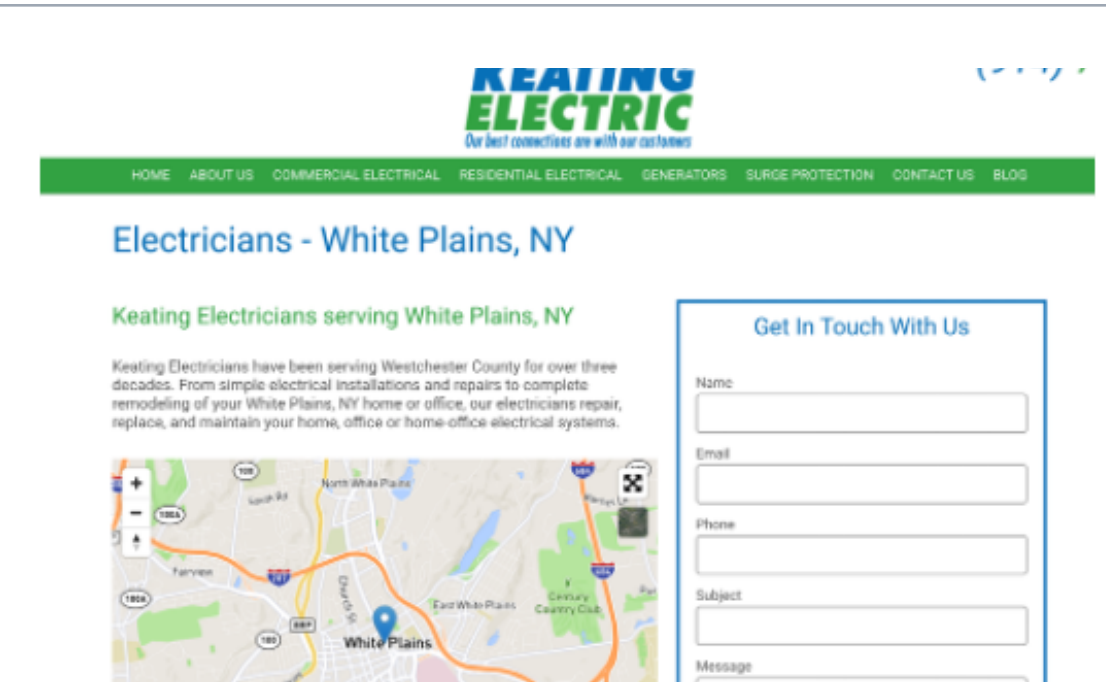


Property Managers



EV Upgrade Customers

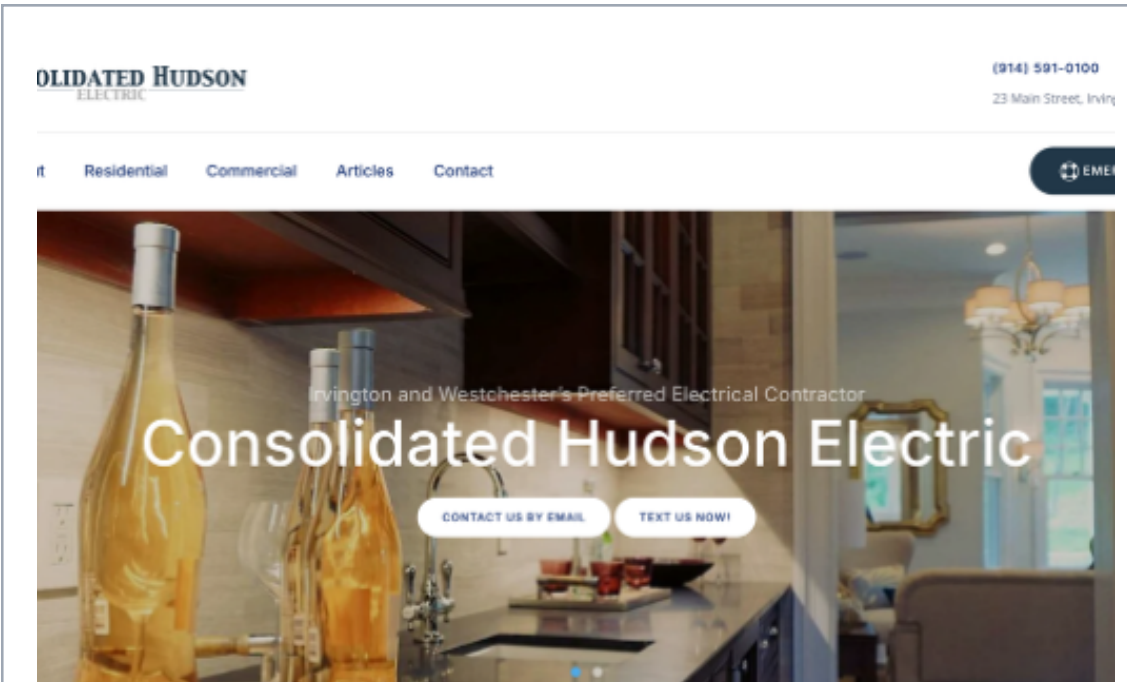
Competition snapshot



The screenshot shows the Keating Electric website. The header features the company logo and a navigation menu with links to Home, About Us, Commercial Electrical, Residential Electrical, Generators, Surge Protection, Contact Us, and Blog. The main content area is titled "Electricians - White Plains, NY" and includes a brief description of the company's services. A map of White Plains, NY, is displayed on the left, and a contact form titled "Get In Touch With Us" is on the right. The form includes fields for Name, Email, Phone, Subject, and a Message box.

Keating Electric

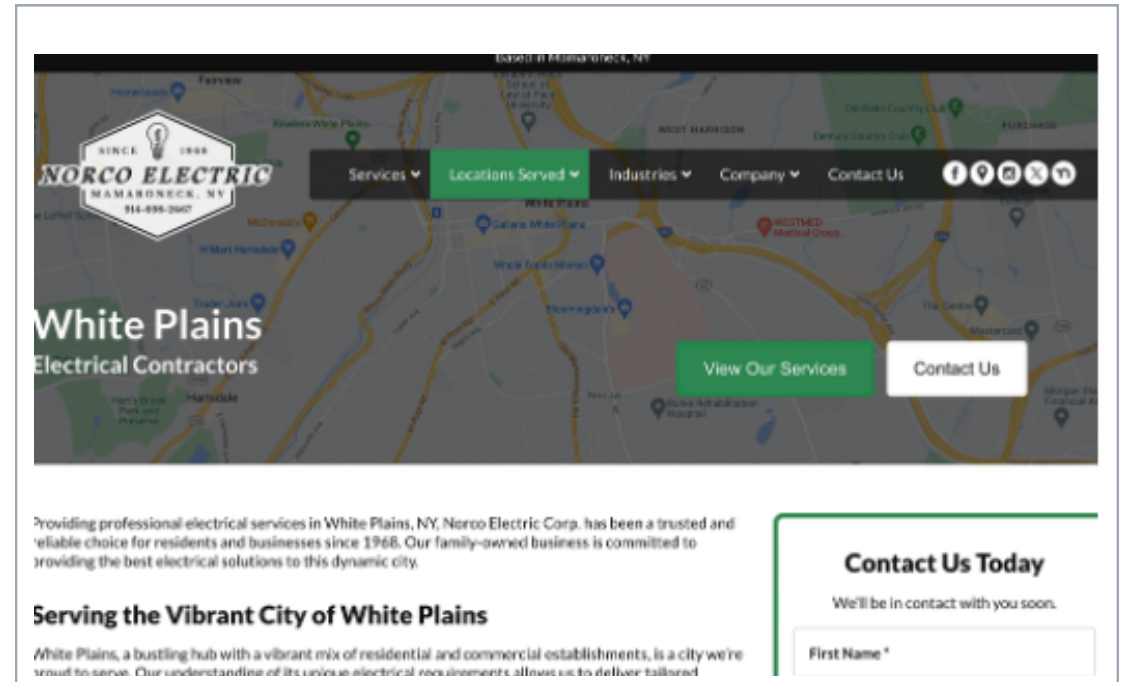
Clean and informative, but visually generic. The site leans on simple structure and service detail rather than a distinct brand personality.



The screenshot shows the Consolidated Hudson Electric website. The header includes the company logo, contact information (phone number and address), and a navigation menu with links to Residential, Commercial, Articles, and Contact. The main content area features a large image of a kitchen interior with the text "Consolidated Hudson Electric" overlaid. Below the image are two buttons: "CONTACT US BY EMAIL" and "TEXT US NOW!".

Consolidated Hudson Electric

Professional and trustworthy, with a more upscale feel. Still, the site is more functional than memorable.



The screenshot shows the Norco Electric website. The header features the company logo, a navigation menu with links to Services, Locations Served, Industries, Company, and Contact Us, and social media icons. The main content area includes a map of White Plains, NY, with the text "White Plains Electrical Contractors" overlaid. Below the map are two buttons: "View Our Services" and "Contact Us". A "Contact Us Today" section is also visible on the right side of the page.

Norco Electric

Established and community-focused. The site feels reliable, but the visual system reads older and less differentiated.

Key Insight:

Most competitors focus on function, not brand identity which creates an opportunity to stand out

Typography Research

Clean sans-serif fonts dominate this industry.

Takeaway:

Most competitors prioritize readability, but very few use typography to create a stronger point of view. That leaves room for Rinaldi Electric to feel more refined without becoming flashy.

Final Type System

Montserrat

Open Sans

This pairing balances strong headlines with readable body text.

Typography In Use

Title: **Power You Can Trust**

Subtitle: **Residential and Commercial Electrical Services**

Body: With over 40 years of experience...

Verbal Brand

Brand Name: Rinaldi Electric

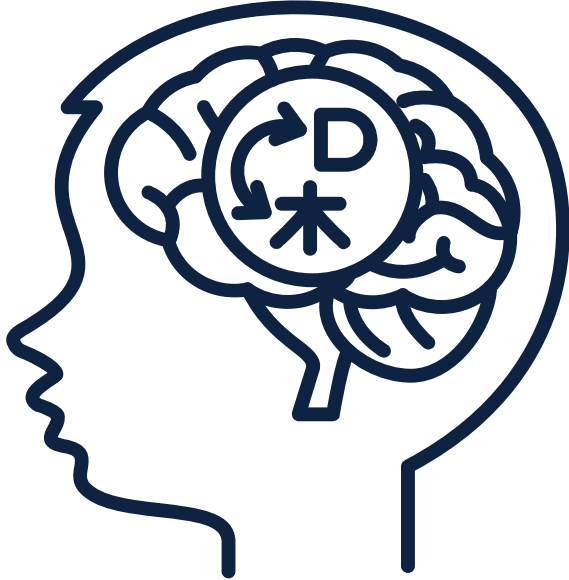
Slogan: Power You Can Trust

Brand Story:

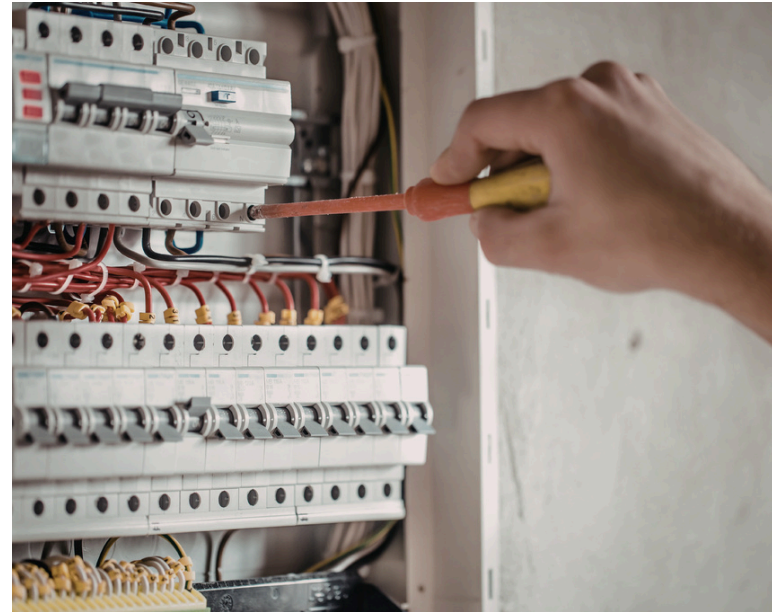
Rinaldi Electric is a family-owned business built on decades of trust and strong customer relationships.

This redesign modernizes the brand while preserving its credibility.

Values + Tone

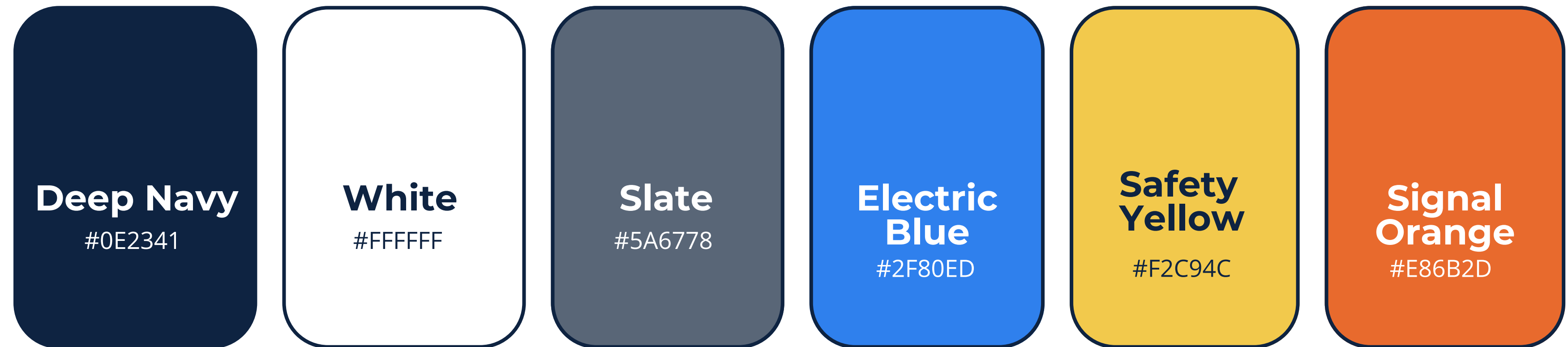
Values	Tone	Language
		
• Trust • Reliability • Safety • Professionalism	• Professional • Clear • Approachable	• Simple • Direct • Easy to understand

Mood board



This mood board reflects a clean, modern, and trustworthy visual direction.

Color palette



How the palette is used

- Deep navy communicates trust, contrast, and most major headlines.
- White and slate keep the system readable and practical.
- Electric blue and safety yellow act as controlled accents for calls to action and highlights.
- Signal orange stays in the system only because it already lives in the current logo; it should be used moderately instead of flooding backgrounds.

Photography



Photography should feel real, clean, and professional, showing actual work to build trust.

Logo exploration

Option A - selected direction



Keeping the existing mark respects the fact that the business already has recognition. Pairing it with a cleaner wordmark gives it a more controlled, professional presentation.

Option B - wordmark only

RINALDI ELECTRIC

A text-first option that would feel very clean on vehicles, invoices, and uniforms. It is readable and flexible, but less distinctive than the existing mark.

Option C - monogram badge



This route feels modern and compact, especially for social icons or app-style uses. It is the cleanest alternative, but it loses some of the personality of the current symbol.

Selected logo presentation



Color



Black



White

Why this logo still works

The mark sends a message of strength, reliability, and technical expertise. The circular enclosure makes it feel stable and complete, while the lightning-inspired center immediately connects it to electrical service. Using cleaner typography and a calmer presentation system around the logo helps it feel more professional without forcing the business to abandon existing recognition.

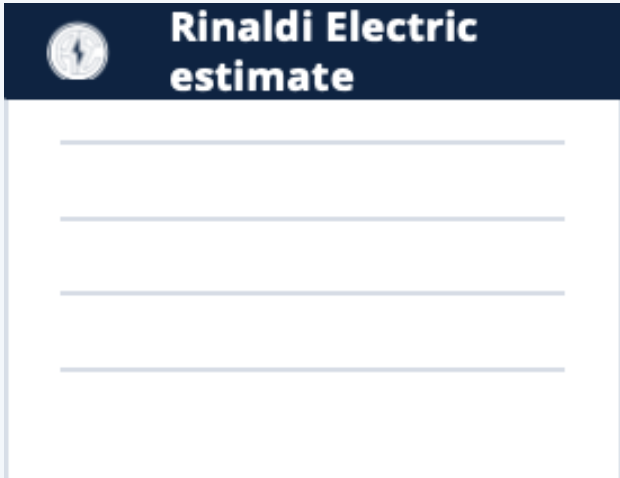
Business identity system

Business card



Compact, clean,
and easy to read
at a glance.

Estimate sheet



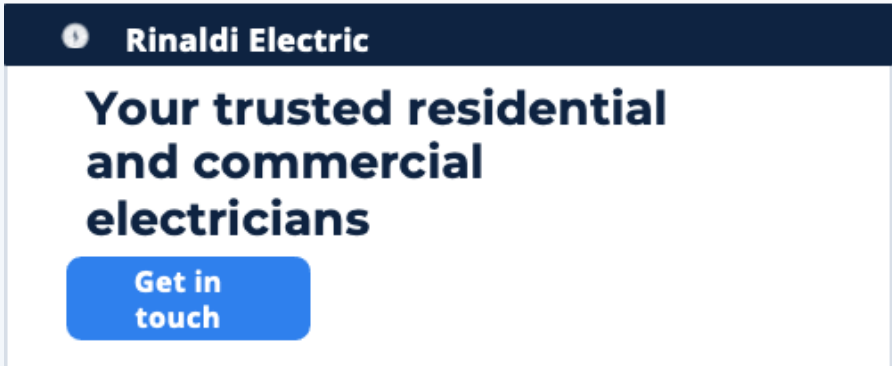
Header, contact
details, and service
breakdown stay clear
and structured.

Vehicle decal



Built to read quickly from a door magnet, van
side, or yard sign.

Website hero



The same type
system and color
palette carry naturally
into the website.

Event Poster



For this poster, I focused on keeping the design clear and easy to read by using bold typography, strong contrast, and a clean layout.

The navy and orange colors tie back to the brand, and the layout helps guide the viewer to the most important information.

I also used simple visuals that connect to the electrical industry to keep everything feeling professional and trustworthy.

Brochure

Contact Info
Rinaldi Electric
(914) 309-5545
rinaldielectric.com

Service Area
Westchester & Putnam County
Call Today for a Free Estimate

Power You Can Trust

Residential & Commercial Electrical Services





About Us

With over 40 years of experience, Rinaldi Electric provides safe, reliable electrical services for both residential and commercial clients. We focus on clear communication, quality work, and long-term relationships with our customers.

Our Services

- Panel Upgrades
- Lighting Installation
- Electrical Repairs
- EV Charger Installation

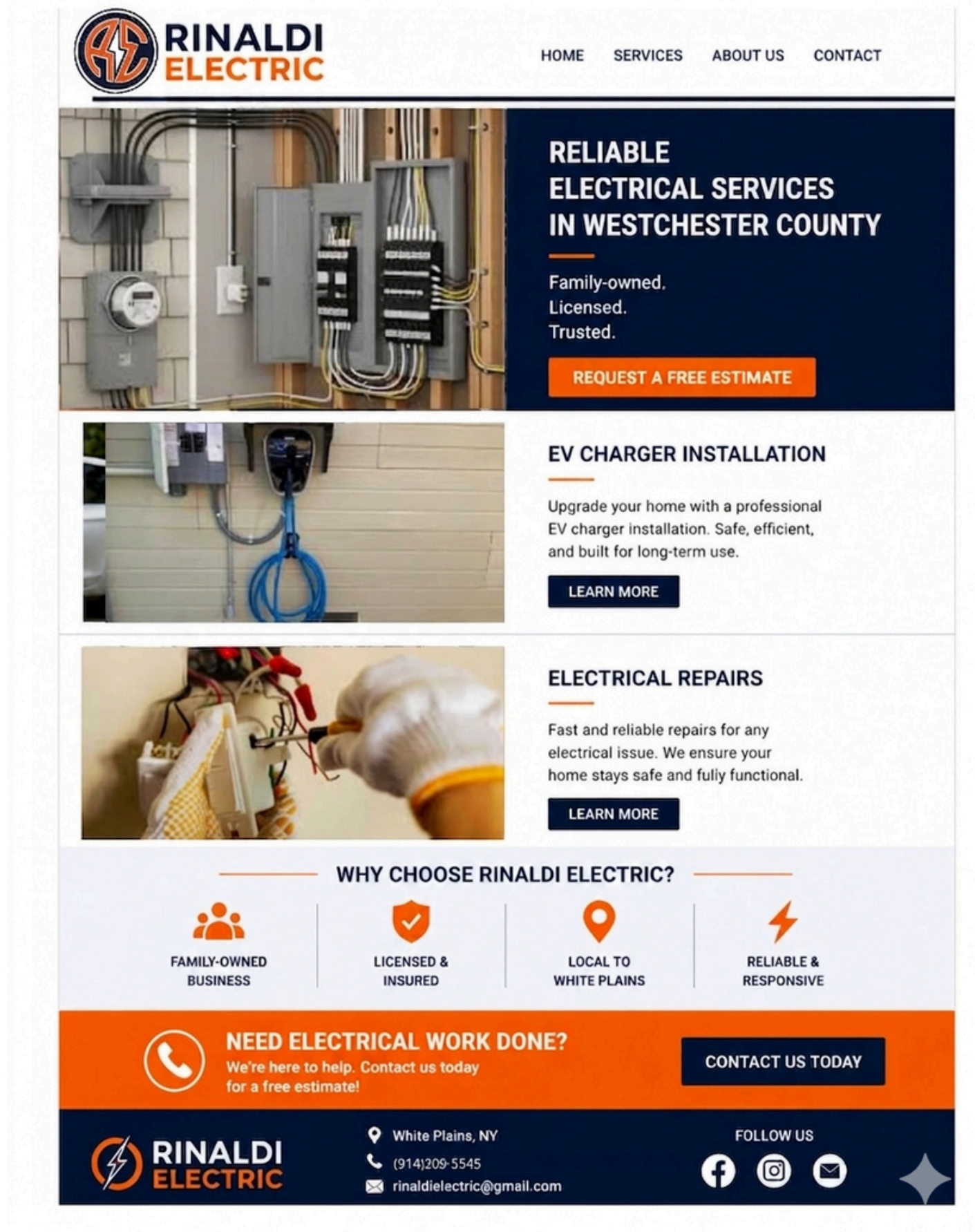
Why Choose Rinaldi Electric

- Reliable and responsive
- Experienced professionals
- Local and trusted
- Clean and safe work

Safe. Reliable. Professional.

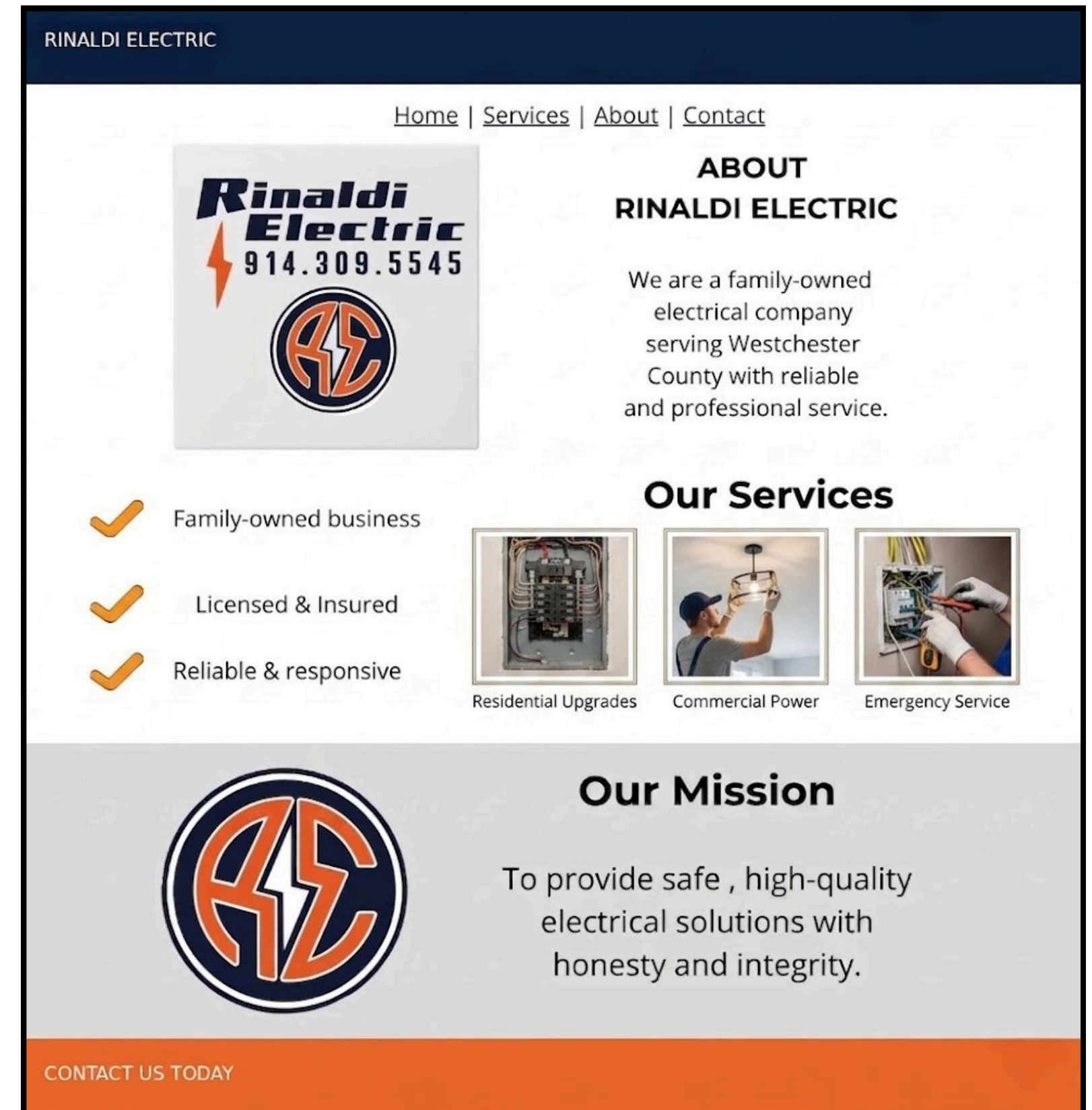
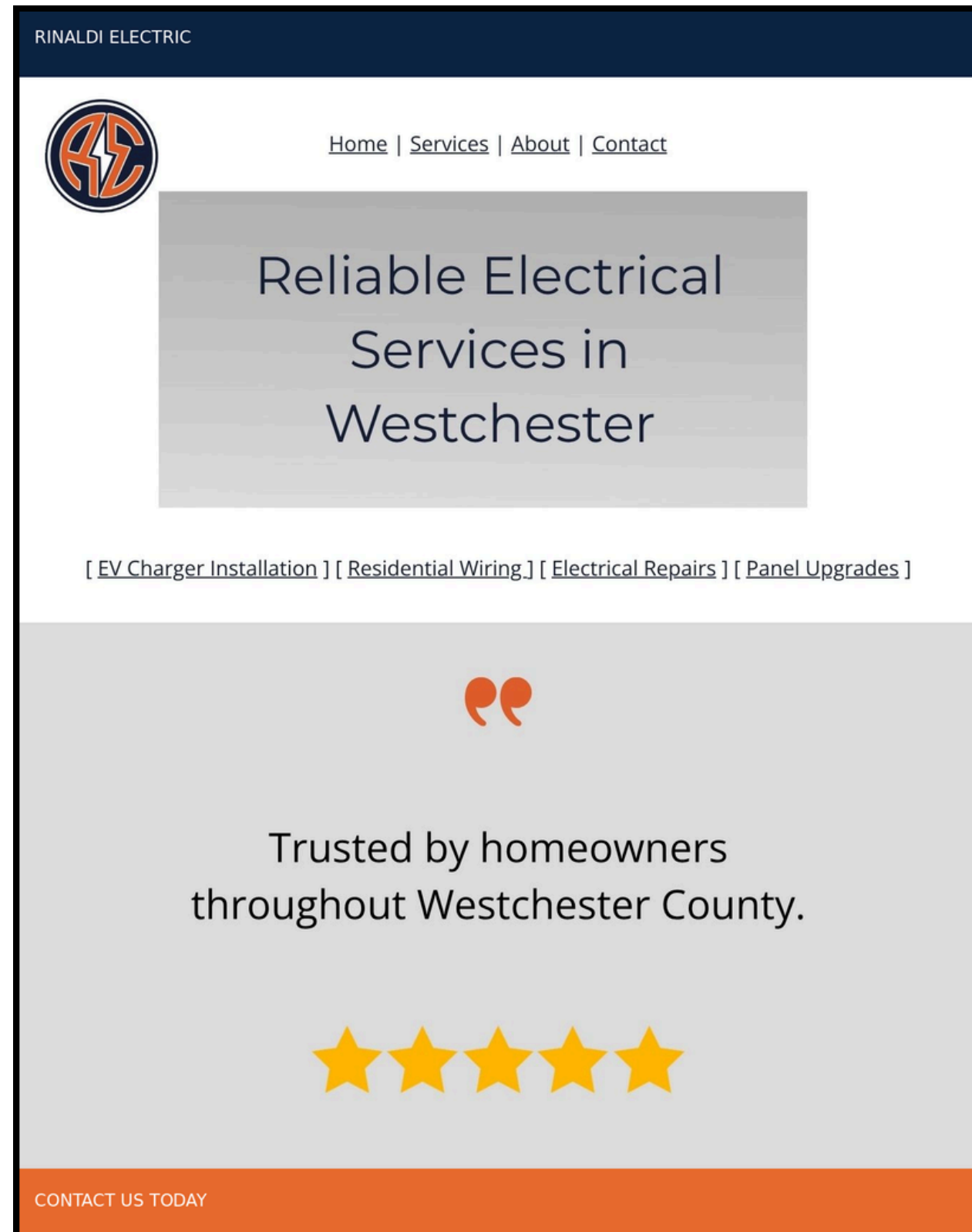
Structured layout guides users from headline to contact information.

Newsletter

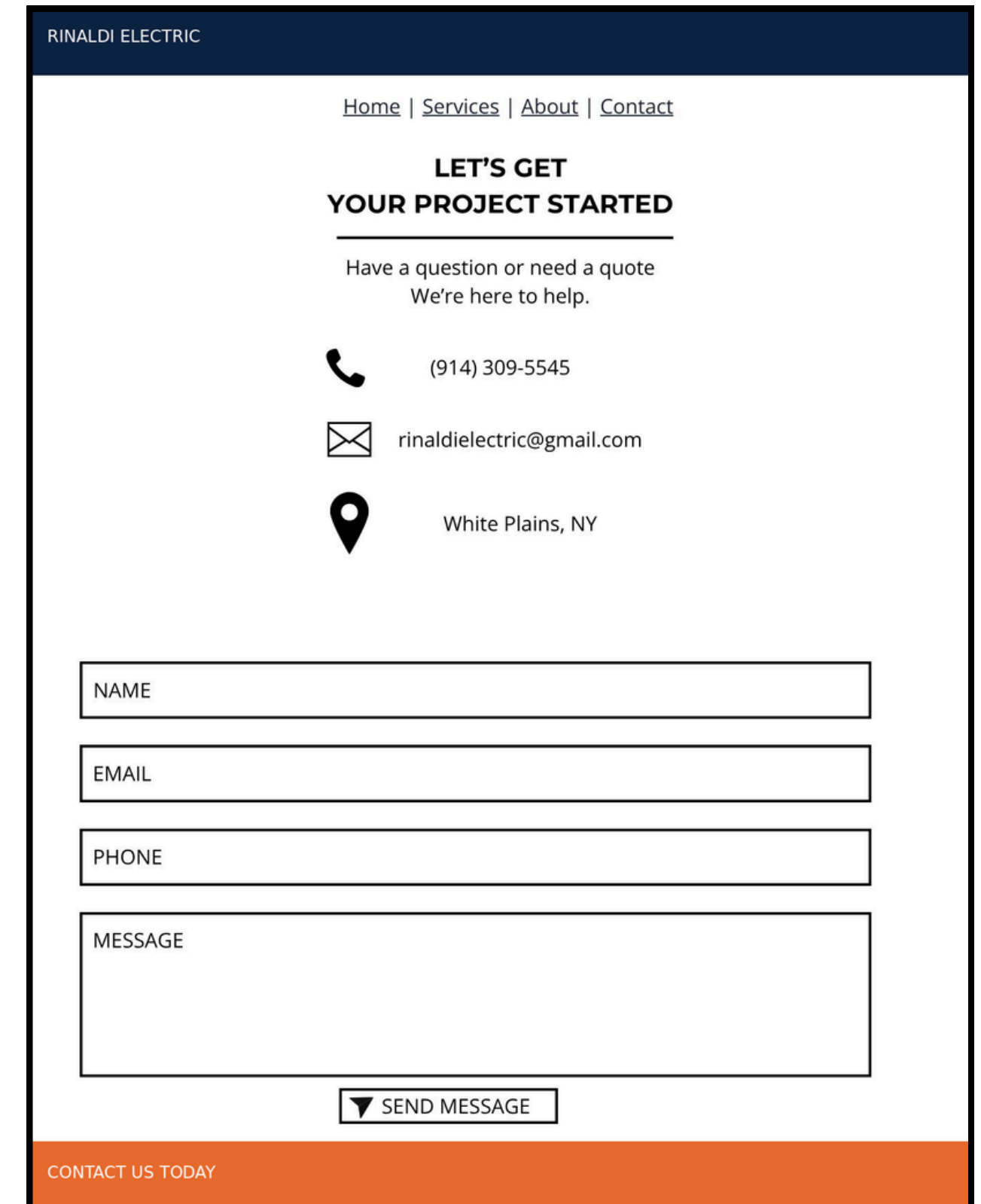
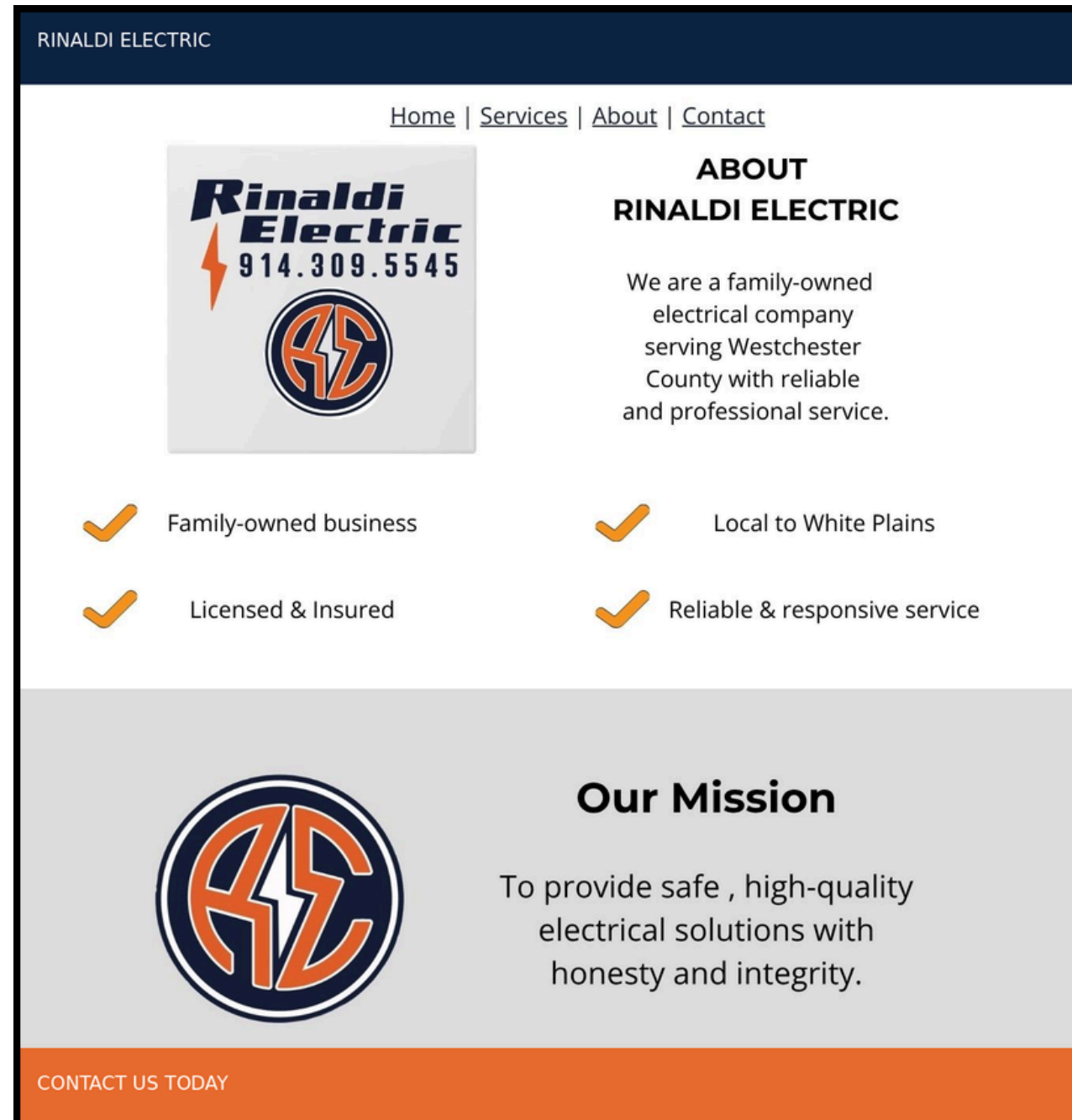


Reinforces brand consistency
and builds trust over time.

Website Comps



Website Comps



Navigation and strong calls to action improve usability.

Summary



This redesign strengthens trust while modernizing the brand.

- Clear
- Professional
- Consistent
- Scalable