

## Visual Identity and Branding Project One

### Athena Brewing Company

A group of investors is planning to develop various properties related to the hospitality industry in Oshkosh, Wisconsin. They believe that there is room in the "event city" for services that appeal to both visitors and locals who are looking for an experience beyond the usual. They appreciate the history and culture of Oshkosh and its region but also want to import the best ideas in design, entertainment and urban living.

They have purchased a property on Main Street and are planning on opening a brew pub on the site. Athena Brewing Company will be a place for people who love good beer, good food and good company in an upbeat, casual atmosphere. Athena's customers appreciate a business that applies a high level of craftsmanship to every aspect of what they do. The clients want a pictorial emblem that looks simultaneously historical and contemporary. They believe that an illustration that fully integrates typography will provide parity for their brand with other businesses in the brew pub industry. The mark will be applied to a variety of contexts, including a bar coaster and a T-shirt that will be worn by employees.

### Process

#### 1. Research the subject to inform your design

- Brainstorm: consider word associations, imagery, make lists and spider diagrams
- Conduct a thorough industry audit, research local businesses, history, culture
- Seek out image sources. Do not rely on internet imagery. Draw, take pictures, scan found objects. Go beyond researching existing identities and develop original approaches
- Create style boards (also called a visual audit/mood board) as a way of exploring all aspects of the assignment and also as a means of presenting your research to the client
- Make sure to annotate your research! What are the connections?
- Look at examples of related pictorial marks and emblems



#### 2. Develop the mark through the process of editing and revision

- Do not draw the mark from memory! Draw from life, use original photography, source appropriate imagery. Do not use clip art, stock vector graphics or existing logos as your source material. All imagery and sources must be documented in workbook
- Explore various frames of reference for your mark such as circles, squares, diamonds etc. Consider how the visual and typographic elements relate to the literal and figurative boundaries of the mark
- Use tracing paper and pencil to draw marks, refine lettering and to simplify visual relationships
- Consider how imagery may be abstracted, combined and simplified to develop the mark
- Create multiple versions of the mark

#### 3. Explore variety in solutions and test the mark in context

- Work simultaneously on several strong concepts
- Mark variations should be distinct from each other. Consider exploring different themes, content, analogies in your solutions
- Avoid making only subtle variations in lettering, color, drawing, etc.
- Always print mark concepts at 100, 50, and 25 percent to demonstrate effectiveness at smaller scales
- Test and present the mark in various appropriate contexts



### Final Presentation

#### 1. Presentation of the mark to the client will demonstrate its effectiveness in various contexts:

- Mount the mark on a 16x20" black mat board with cover flap. Board must provide the following:
  - A full-scale, color version of the mark that is 7x7"
  - 2 mock-ups of the mark in the following contexts: beverage coaster; employee wearing T-shirt
- Boards must have a label on the back with your name, project number and course number
- Mock-up templates can be downloaded from the class homepage

Schedule

- Jan 29 Syllabus. Introduction of Project One.  
**Homework:** Research your subject. Brainstorm. 50 thumbnails of emblem concepts.  
 Create Style/Concept boards
  
- Jan 31 **Due Today:** Sketches, research, style boards. Individual Critiques. Work Day.  
**Homework:** Two Unique Emblem Concepts. Print each concept in black and white for group critique. Print at 100%, 50%, 25% scale.
  
- Feb 5 **Due Today:** Two Unique Emblem Concepts. Print each concept in black and white for group critique. Print at 100%, 50%, 25% scale. Be prepared to show style/concept boards, sketches and research.  
**Homework:** Revised Emblem concept and two mock-ups: coaster, T-shirt. Print out all items in color for group critique.
  
- Feb 7 **Due Today:** One Revised Emblem and two mock-ups: coaster, T-shirt.
  
- Feb 12 Work Day.  
**Homework:** Final Revised Emblem.  
 Emblem mock-ups: coaster, T-shirt.
  
- Feb 14 **Due Today:** Client Presentation Board of Final Emblem and mock-ups for critique.  
 Submit Workbooks for Grading



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 Assignment One

