

## Visual Identity and Branding Project Two

### The Parkway

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 the visitor and the local who is 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 are building a moderately sized, boutique hotel, called "The Parkway". This hotel follows the latest trend in the hospitality industry for smaller properties that focus on the customer by providing custom-tailored amenities at a more intimate scale. The hoteliers believe that the hotel's proximity to Menominee Park and Lake Winnebago will attract people who want to have a different kind of stay in Oshkosh. The interior of the hotel will be modern but still warm and inviting. Employees will project a youthful enthusiasm while still maintaining the tried and true manners of centuries-old hospitality. The investors are looking for a confident, thought-provoking, logotype (wordmark) that will project the image of "The Parkway" to their guests before, during and after their stay.

### Process

1. Research the subject to inform your design
  - Brainstorm: consider word associations, imagery, make lists and spider diagrams
  - Consider your information sources. Draw, take pictures, scan found objects
  - 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 logotypes
2. Develop the mark through the process of editing and revision
  - Don't restrict your exploration to font selection! Consider the relationship between type and image.
  - What do the words make you see? Work with image and type as unique aspects and then develop a mark that merges type and image.
  - Consider the abstract and formal relationships of the letterforms and their typographic arrangement
  - Create multiple versions of the logotype
  - You are not creating a combination mark. Develop a logotype that fully incorporates any graphic/image references
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

### Final Presentation

1. Present the mark to the client and 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: wall or window signage; door tag
  - Boards must have a label on the back with your name, project number and course number
  - Mock-up templates and research links can be found on the class homepage.  
[edwinjager.net/teaching/437](http://edwinjager.net/teaching/437)

## Schedule

- Feb 14 Introduction of Project Two.  
**Homework:** Research your subject. Brainstorm. 50 thumbnails of Logotype concepts.  
Create Style/Concept boards
- Feb 19 **Due Today:** Sketches, research, style boards. Individual Critiques. Work Day.  
**Homework:** Two Unique Logotype Concepts. Print each concept in black and white for group critique. Print at 100%, 50%, 25% scale.
- Feb 21 **Due Today:** Scavenger Hunt!  
Two Unique Logotype 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 Logotype concept and mock-ups: signage, door tag  
Print out all items in color for group critique.
- Feb 26 **Due Today:** One Revised Logotype and mock-ups.
- Feb 28 Work Day.  
**Homework:** Final Revised Logotype and two Logotype mock-ups.
- Mar 5 **Due Today:** Client Presentation Board of complete Logotype and mock-ups for critique.  
Submit Workbooks for Grading

OKURA  
T O K Y O

HYATT

HOTEL CYCLE  
HIROSHIMA ONOMICHI

SAVOY  
LONDON

CONRAD™  
HOTELS

inotel  
hotels®

Ambrose

swissôtel

W  
HOTELS

aloft<sup>SM</sup>  
A VISION OF W HOTELS

mercure

ACCOR hotels

Kempinski  
HOTELIERS SINCE 1897

Radisson®  
HOTELS & RESORTS

## Logotype Scavenger Hunt

Print out examples (don't make them too small and watch out for resolution) or bring in ephemera/packages.

Onomatopoeia  
Visual Substitution  
Simultaneity  
Visual Transformation  
Visual Exaggeration  
Form Combination  
Visual/Verbal Correspondence  
Parallel Form

ALL CAPS  
all lower case  
Old Style  
Italic/Script  
Modern  
Egyptian  
Grotesque/Neo-Grotesque  
Humanist  
Geometric  
Combinations of Styles  
Hand Lettering

Expanded  
Condensed  
Large X-Height  
Small X-Height  
Stress

Earmarks  
Repetition  
Letterform Manipulations  
    -such as stroke, crossbar, serif, apex, etc.  
Distortions  
    -such as perspective, skew, horizontal/vertical stretching  
Tight Kerning  
Open Tracking  
Ligatures  
Punctuation

Multi-line Logotype  
Background Color  
Knocked-out Type