

PROCESS BOOK
gabrielle siegfried

MARK COMPARISONS

the good & bad of logo design

PROFESSIONAL

good



Cleveland Museum of Art

The Cleveland Museum of Art houses a rich and diverse collection of artworks spanning across periods and cultures.

The logo is a great blend of simplicity and thought, embodying the institution's dual commitment to preserving heritage and embracing modernity. Their mark references the museum's original front exterior and contemporary interior, by encapsulating its rich history and their innovative spirit. The uniformity and use linear elements not only maintains visual equilibrium and reflects the museum's dedication to precision.

RETAIL

good



West Side Market

The West Side Market is a public market serving a variety of produce, foods, sweets, and more in Cleveland, Ohio.

The logo is a masterful embodiment of the market's essence, capturing its vibrant character and offerings. Also, the mark, which portrays the exterior of the market, is accentuated with many colored stars that draw inspiration from its neighborhood and interior elements. Another choice is the deep brown hue, which replaces the use of conventional black, infusing the logo with a distinctive and personable identity.

SERVICE

good



Spotify

Spotify is a music streaming service that offers a vast library of songs, playlists, podcasts, and more to users worldwide.

While the service is popular, the mark is instantly a recognizable and memorable design due to its simplicity. The lack of text in the logo adds to its versatility, allowing it to be used across various contexts and platforms. It is obvious the three curved lines resemble sound waves, which not only invites people to listen and play music but also to create and share music, fostering a sense of community and creativity.

NON-PROFIT

good



Oceana

Oceana is a non-profit organization dedicated to ocean conservation and the protection of marine life and biodiversity.

The logo gives a sense of simplicity and cleanliness, reflecting the organization's commitment to ocean conservation. Notably, the incorporation of a dolphin within the "O" serves as an ingenious visual representation of their core mission while also providing an independent and recognizable icon. The mark can scale and maintain impact even in a minimalist color palette, making it adaptable across diverse applications.

MANUFACTURING

good



Hydro

Norsk Hydro is a Norwegian integrated aluminum manufacturing company.

The logo's remarkable simplicity carries a strong impact, evoking multiple neat associations. It conveys both the sails of a Viking ship and the characteristics of aluminum sheets, forming a dual representation of heritage and the work they do. The mark's use of uniform line weight gives a sense of cohesion, clarity, and professionalism while still remaining clean and memorable. The logo merges symbolism, aesthetics, and functionality, to perfectly align with their identity.

bad



Sequoia Financial Group

Sequoia is a financial services company in Fairlawn that offers a wide range of financial investment advice and wealth advisory solutions.

When analyzing their current mark, it lacks a clear connection to the financial industry and the services offered by the company. The single 'S' alone does not do enough to convey who they are. The name "Sequoia" could be better used to help demonstrate stability, growth, and longevity, which are important aspects in financial services. While the mark can work in one color and size-down, it could definitely benefit from an update.

bad



Chill Artisan Ice Cream

Chill serves locally-made artisan ice cream to the Akron and Medina areas, with one unique flavor at a time.

The use of outlined typography, the choice of unharmonious colors, and the ice cream cone graphic contributes to a sense of visual busyness. The mark feels to be quite a missed opportunity, given its nature as a fun unique ice cream shop with cool flavors, there is an opportunity to infuse more playfulness and quirkiness. Additionally, the mark cannot work in one color, and elements get lost or merge together when sized-down.

bad



SB Landscaping

SB Landscaping is based in Peninsula, and offers their yard services to public, corporate, and residential areas.

The current mark is cluttered and lacks a clear visual hierarchy such as the inclusion of multiple elements and even the use of gradients and drop shadows. It seems there was not much attention given to the spacing between elements, the choice of script typeface, and even the abrupt cutoff of the cloud, which hinders the overall cohesion and their professionalism. The logo would benefit from a clean design and a set color palette, that resonates with their work.

bad



AJ's Search and Rescue

AJ's Search and Rescue is a non-profit animal rescue based in Akron.

The illustration, while it represents what they do, it feels very tight and could be refined. Additionally, the logo's layout, typography, and sizing lack clarity and could benefit from improved organization to enhance its readability and its visual impact. There is no consistency to the typography or line weights. And while the mark works in one color, it does not effectively convey the sheer joy of saving animals or associated with finding dogs and cats their forever homes.

bad



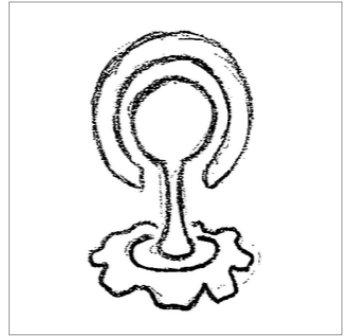
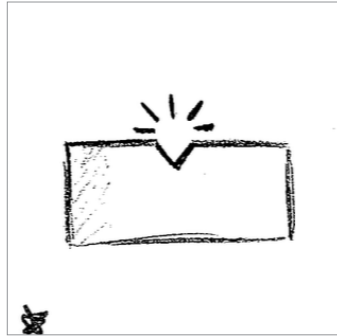
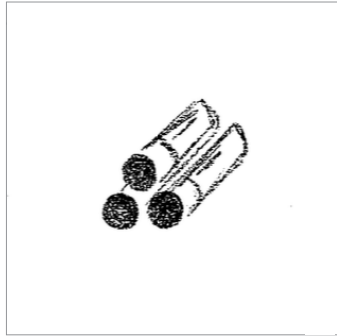
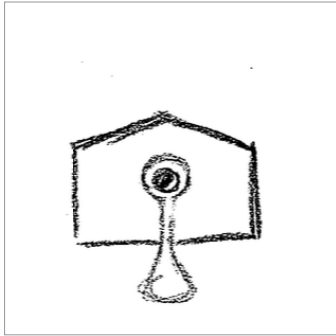
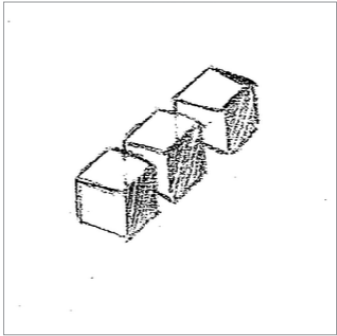
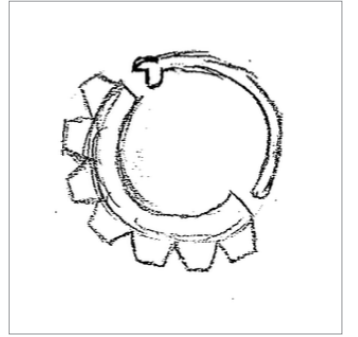
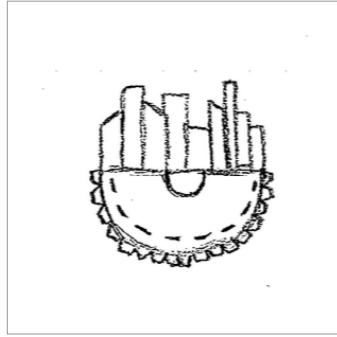
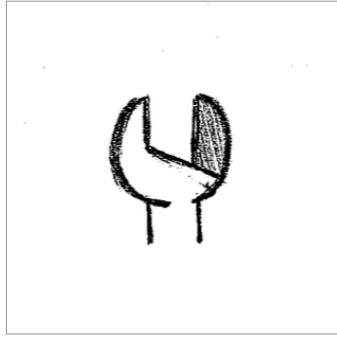
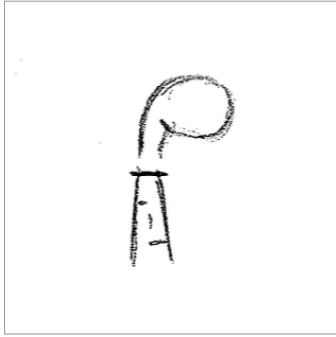
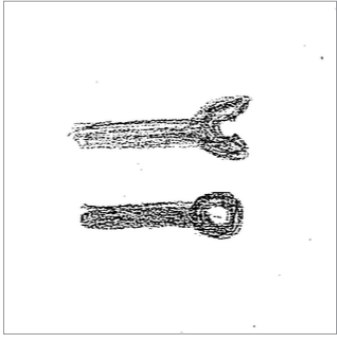
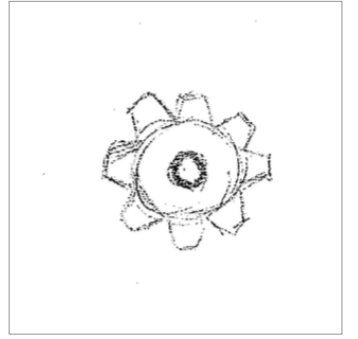
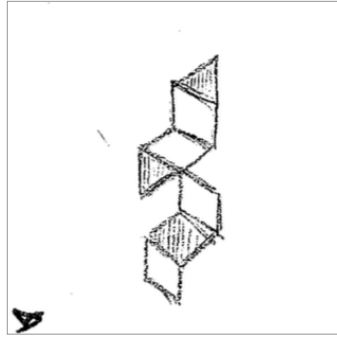
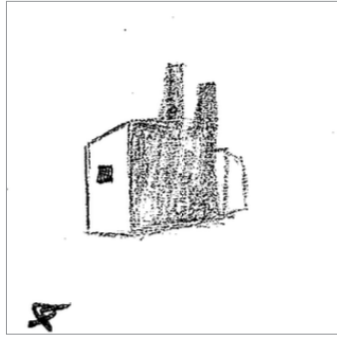
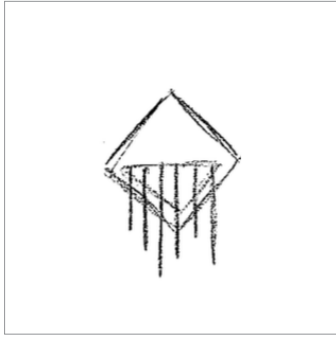
Akron Foundry Company

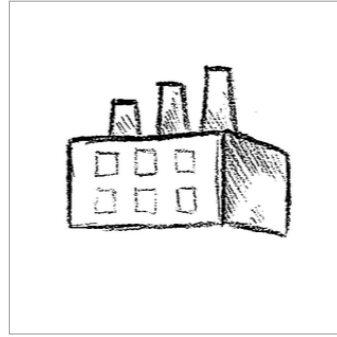
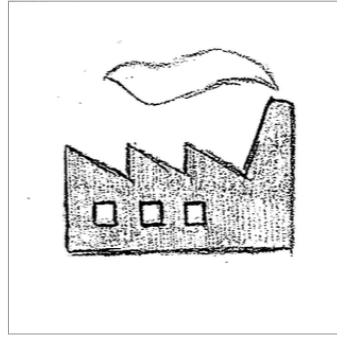
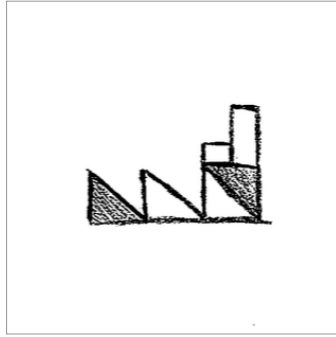
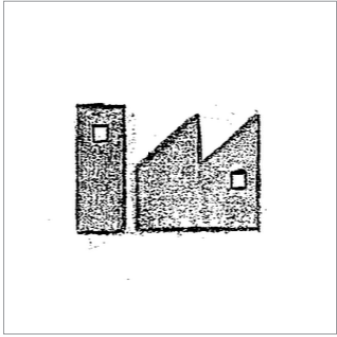
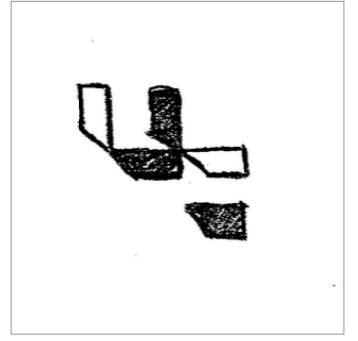
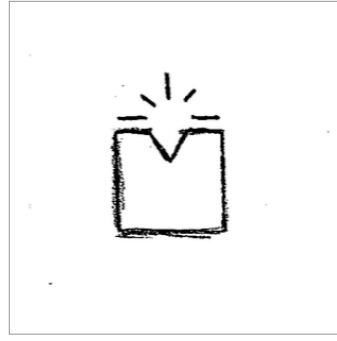
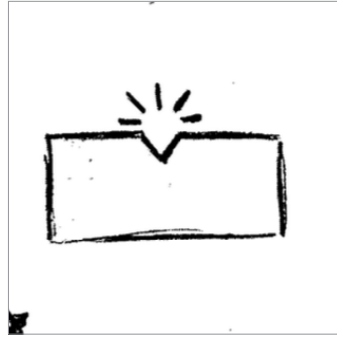
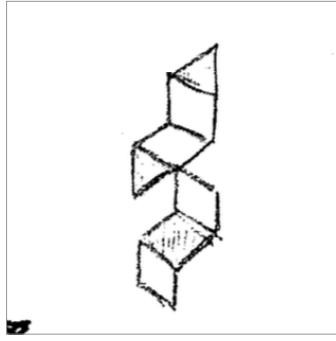
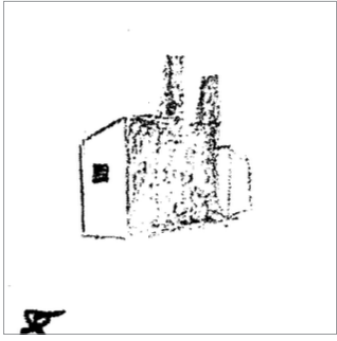
Akron Foundry Company is a historic company that manufactures aluminum castings, mainly for automobiles.

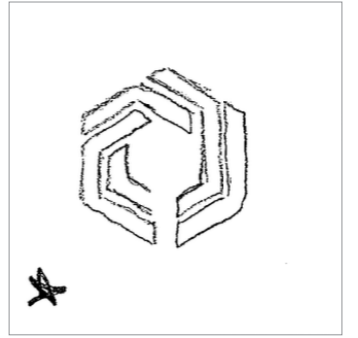
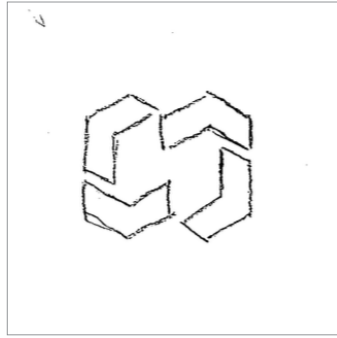
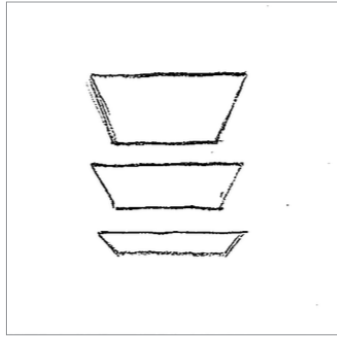
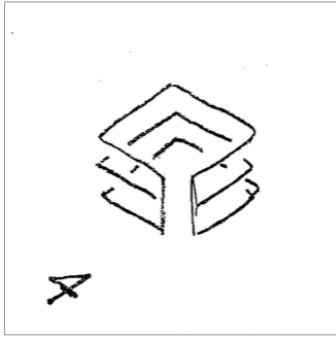
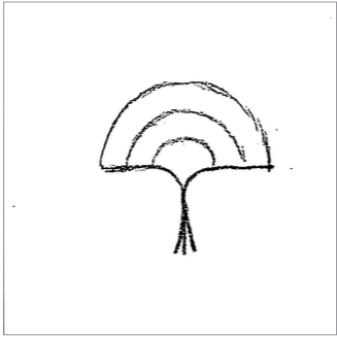
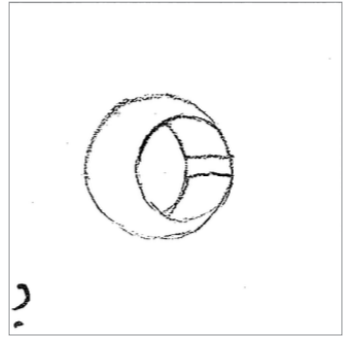
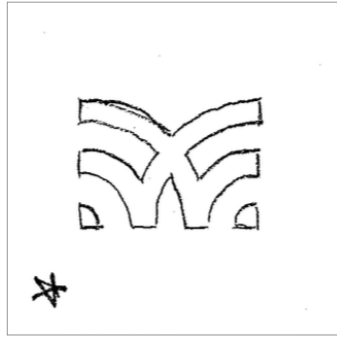
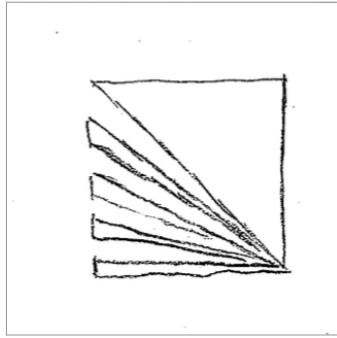
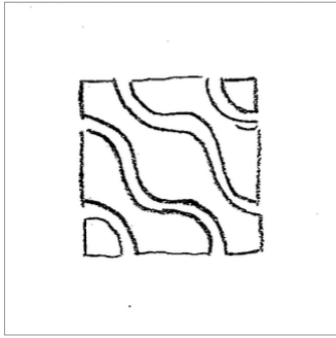
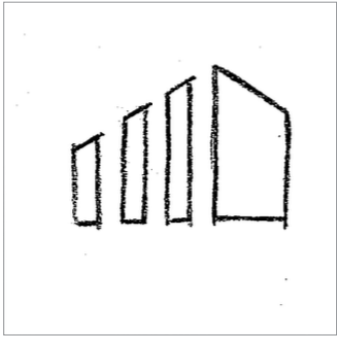
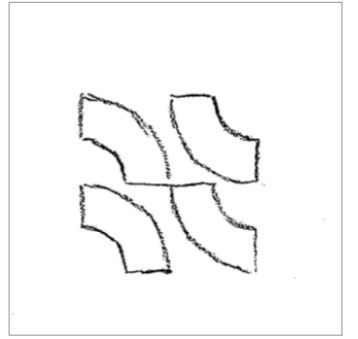
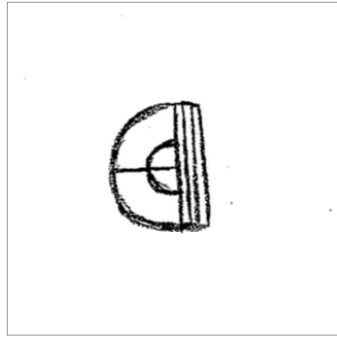
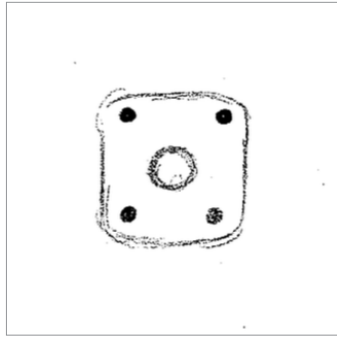
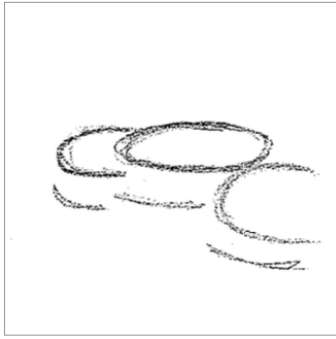
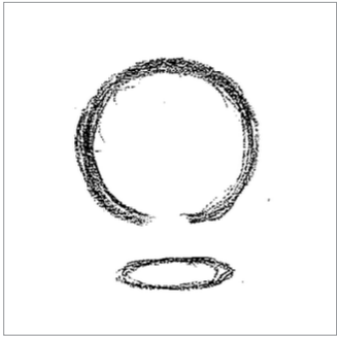
The current logo appears very outdated and fails to represent the nature of the company, products, and expertise in manufacturing castings. The visual style does not communicate the company's commitment to precision and innovation. Looking at the AFC acronym by itself, the "A" and "F" stand out, however, the "C" form enclosing the earth motif lacks distinction and can easily be confused for a border rather than an actual letter. A better color palette would also help.

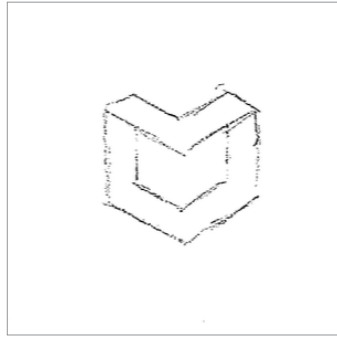
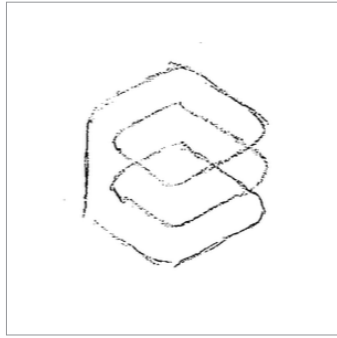
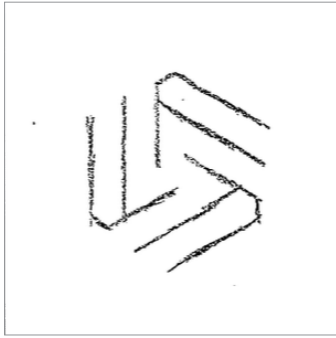
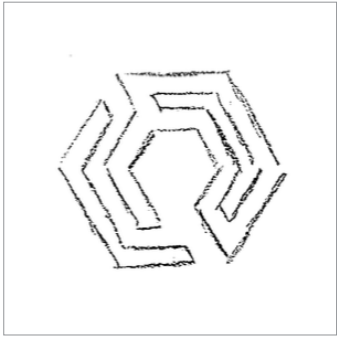
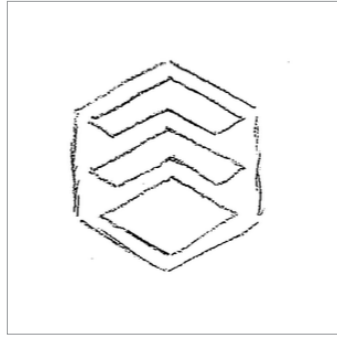
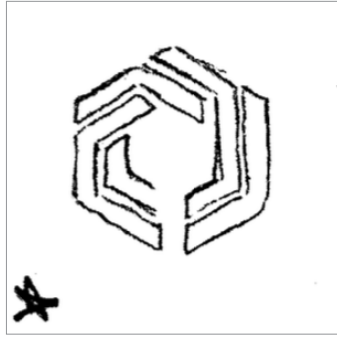
AKRON FOUNDRY COMPANY

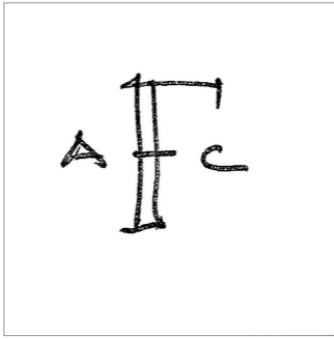
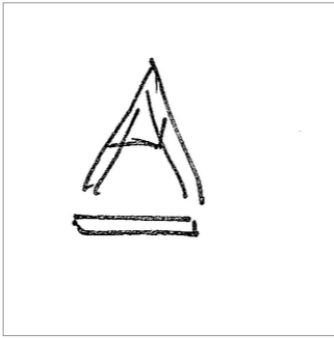
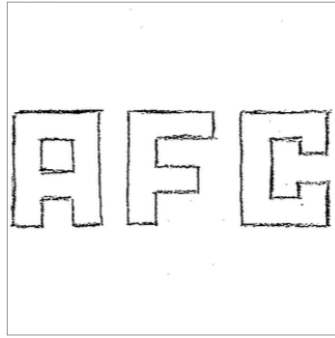
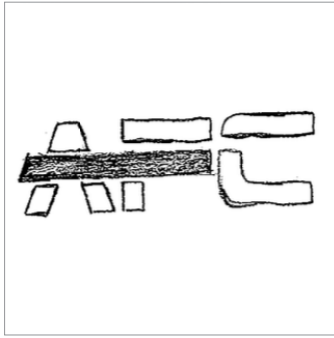
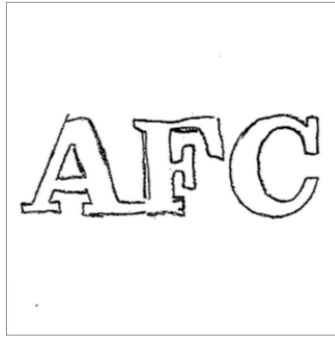
initial sketches, revisions, high-contrast

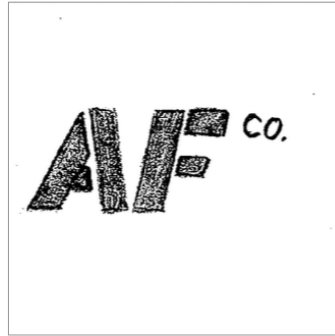
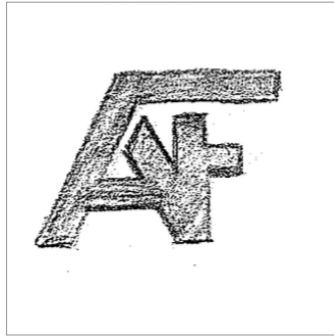
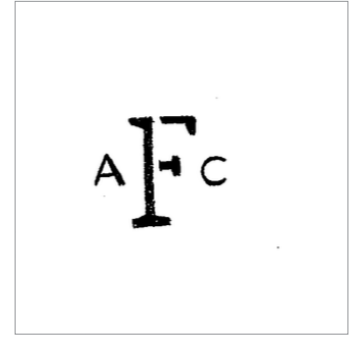
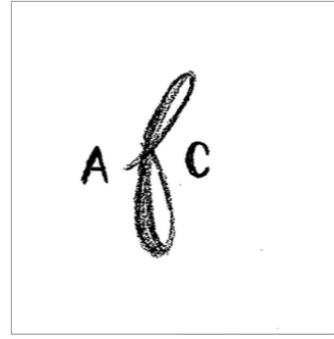
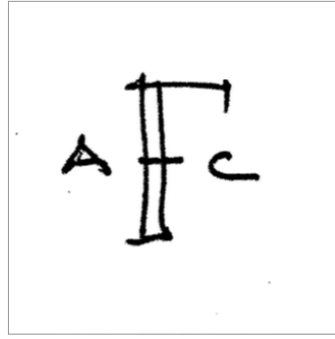












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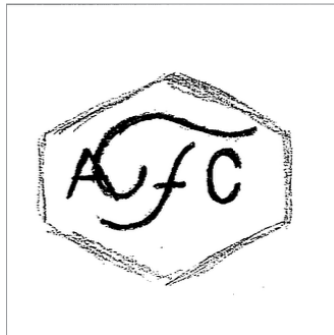
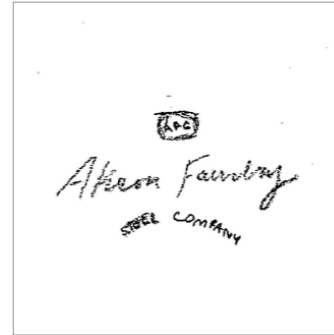
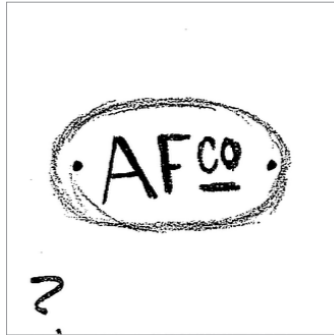
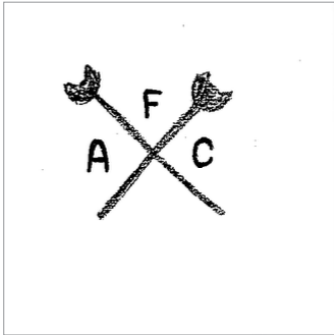
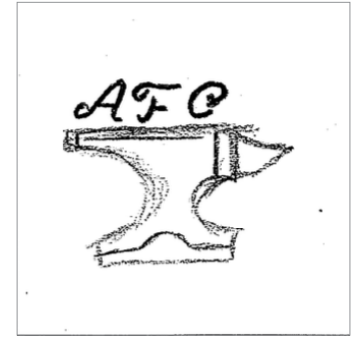
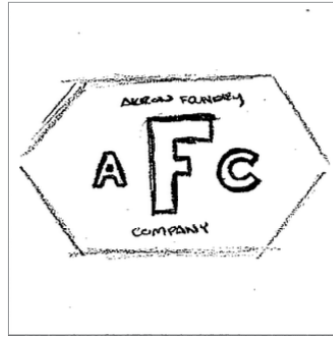
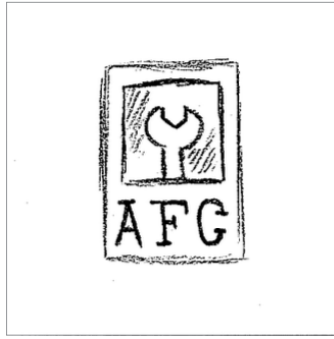
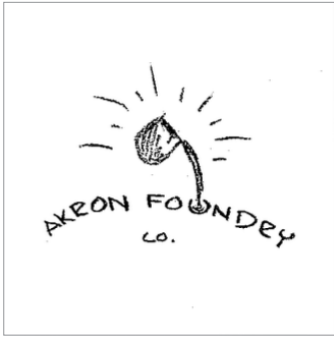
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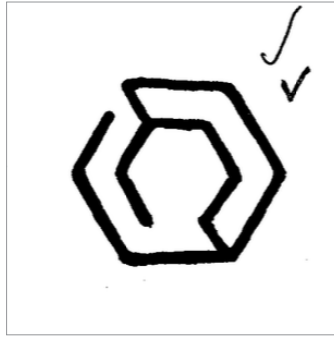
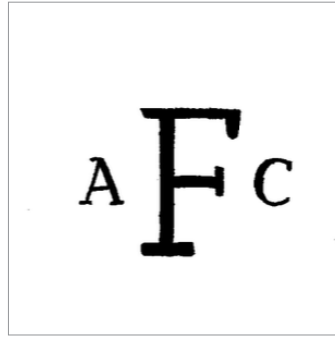
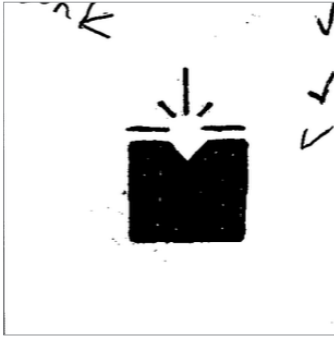
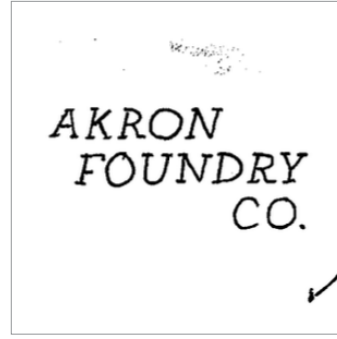
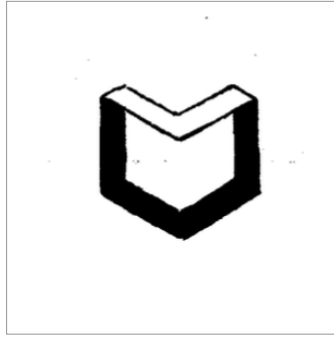
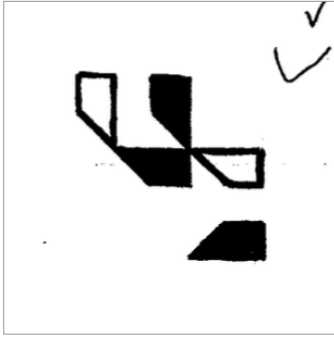
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final high contrast sketches

Company Name:

Akron Foundry Company.

Type of Business:

Manufacturing.

Key Words:

Manufacturer, Tough, Classic, Steel, Precision.

Company Mission Statement:

N/A

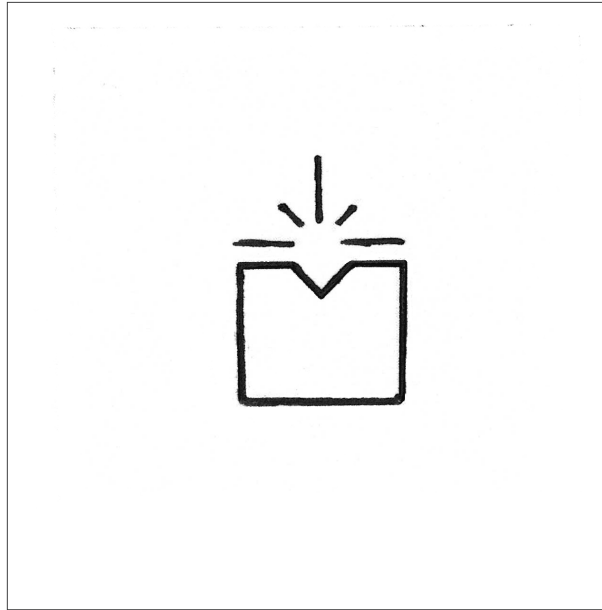
Competitors:

Gray Iron Castings, M & M Certified Welding Company, Kovatch Inc.

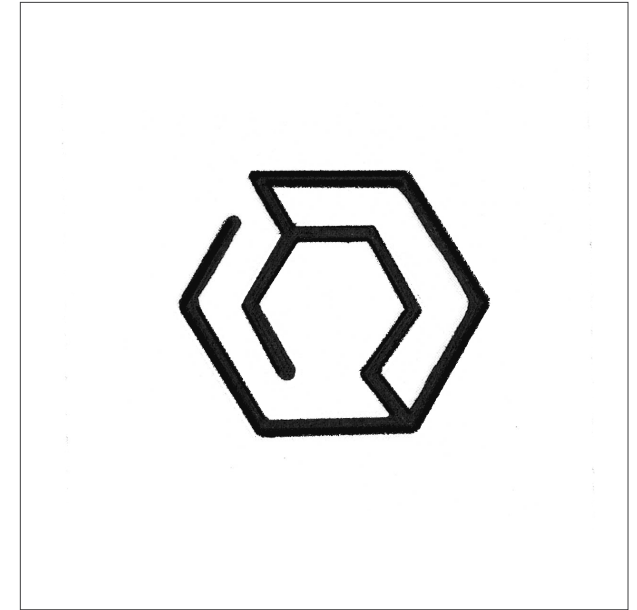
How have you differentiated them from their competition?

Other foundry and manufacturing companies tend to just have their name in big bold typography paired with a predictable symbol, nothing super distinguishable. These mark ideas incorporate more classic and unique approach, while still being representative of their history and steel/aluminum work.

1. pictogram



2. abstract / symbol



3. monogram



4. wordmark

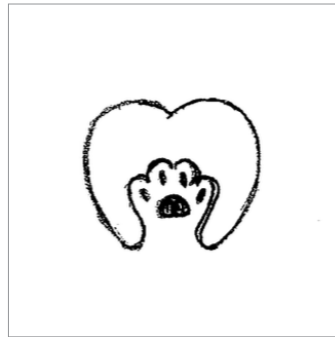
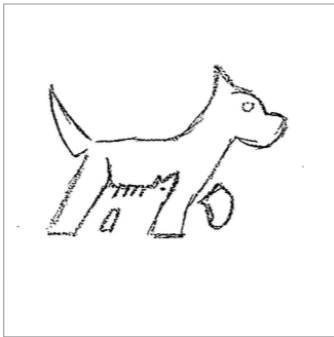
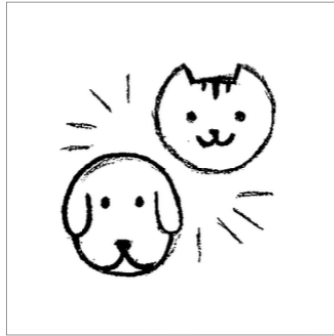
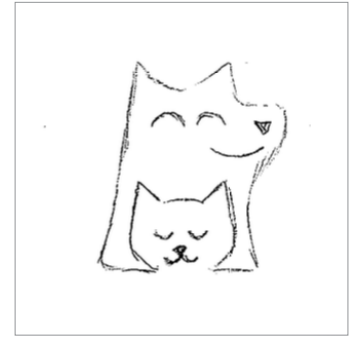
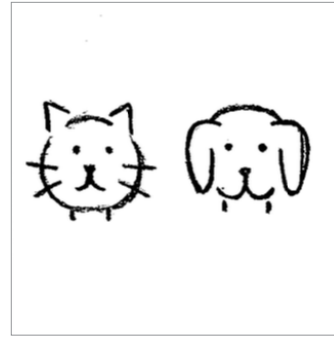
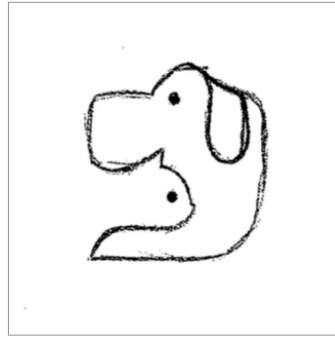
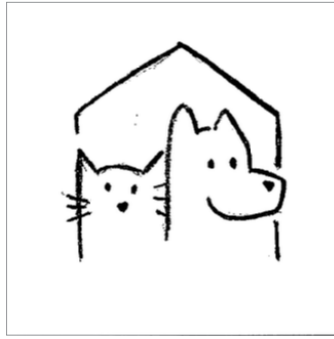
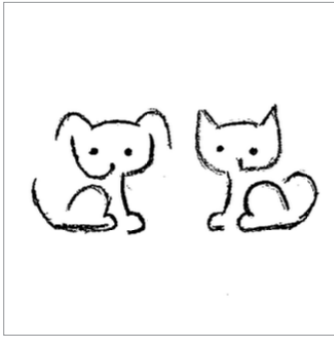


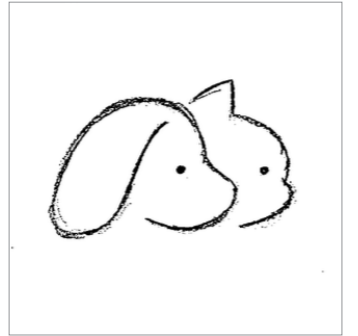
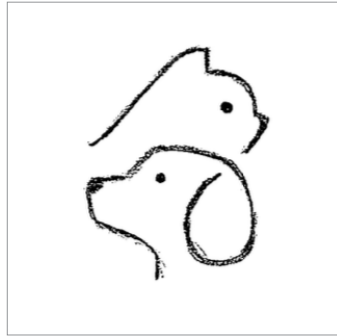
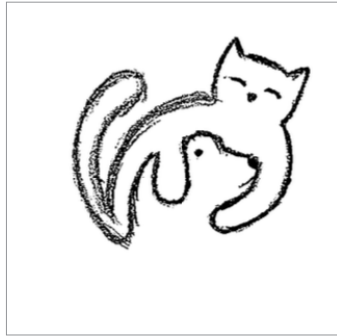
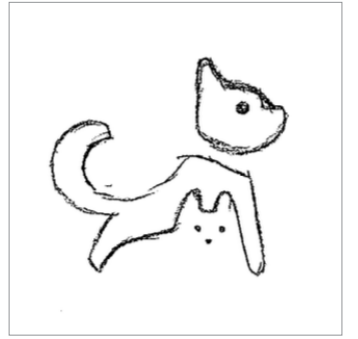
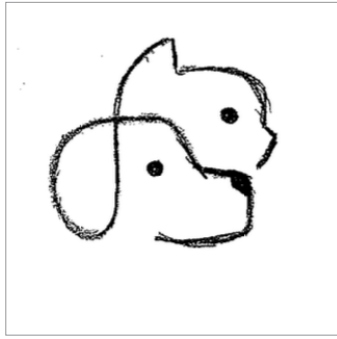
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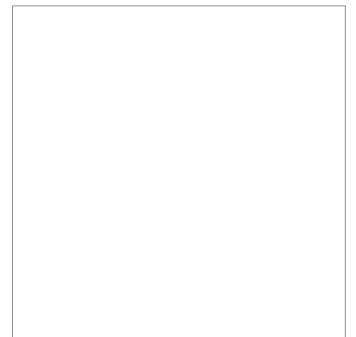
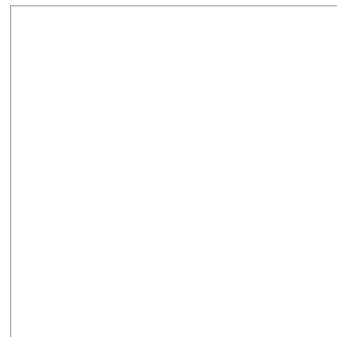
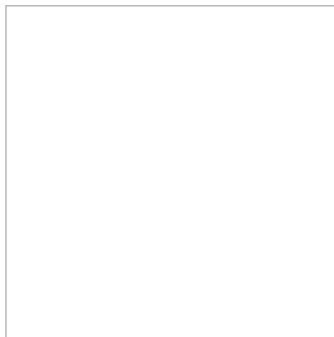
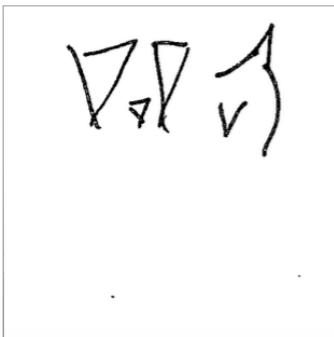
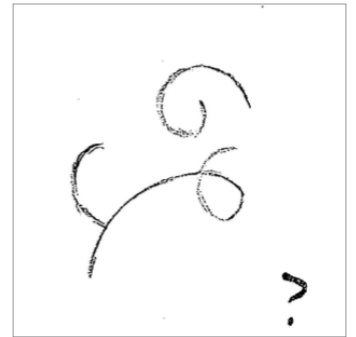
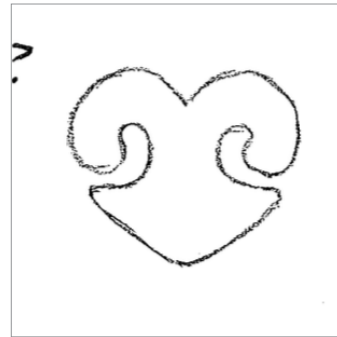
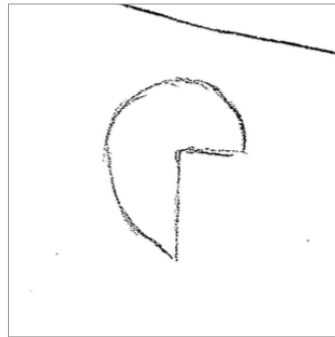
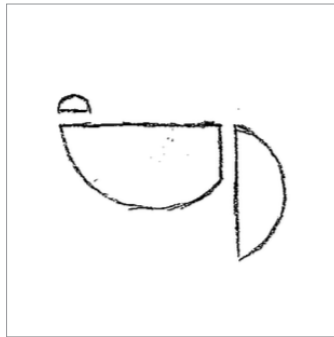
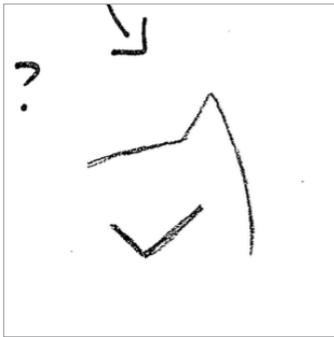
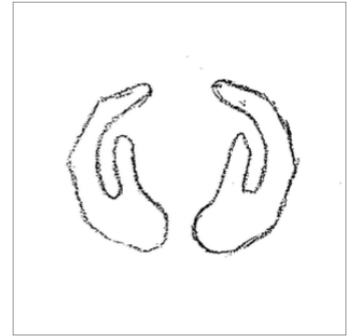
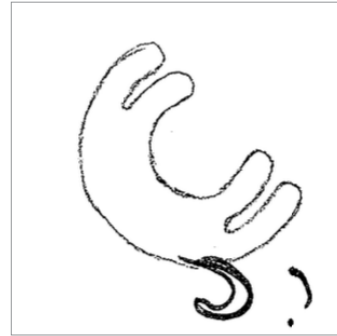
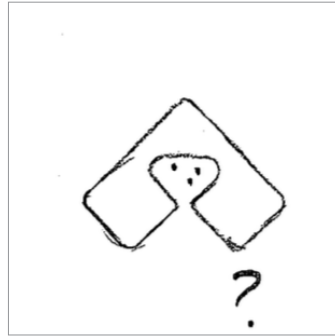
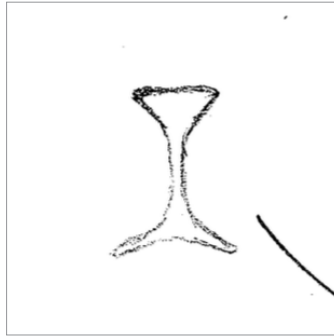
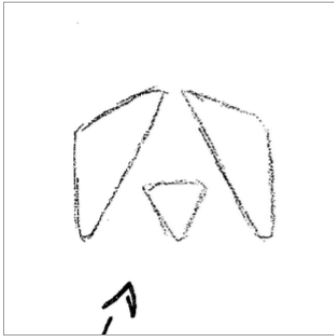
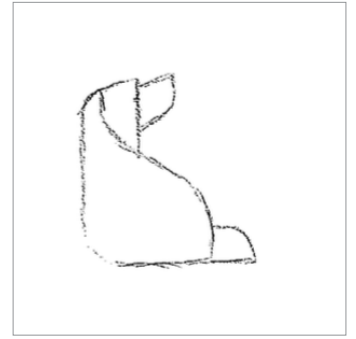
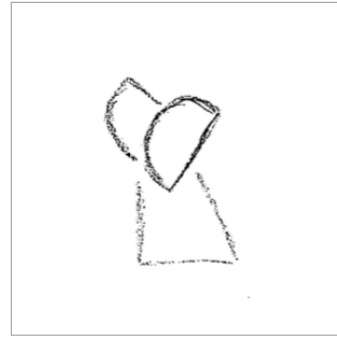
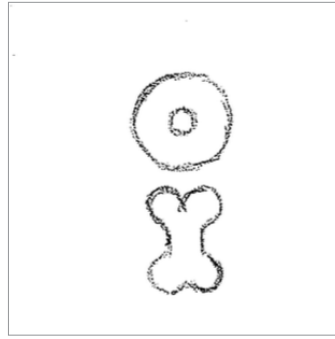
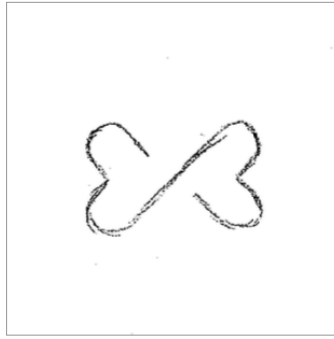
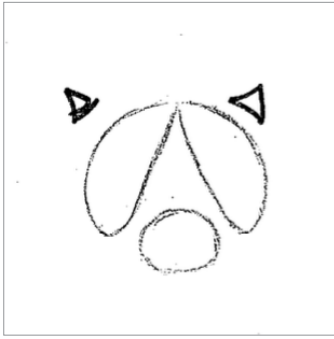


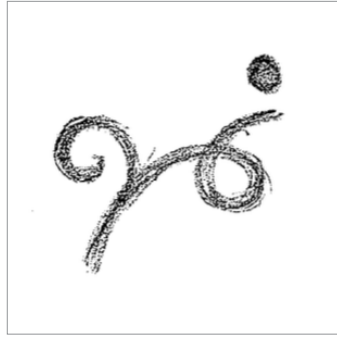
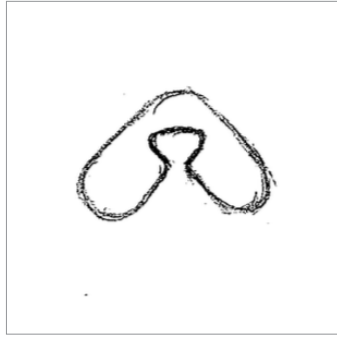
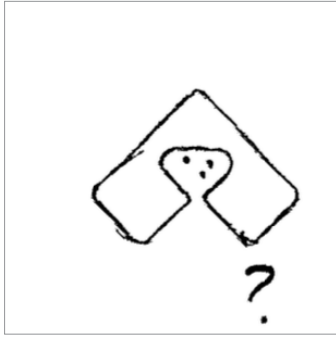
AJ'S SEARCH & RESCUE

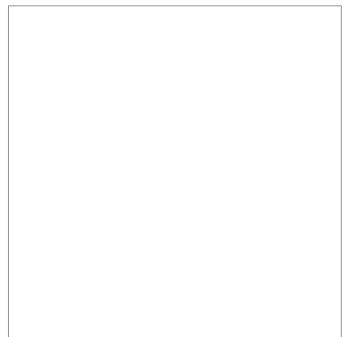
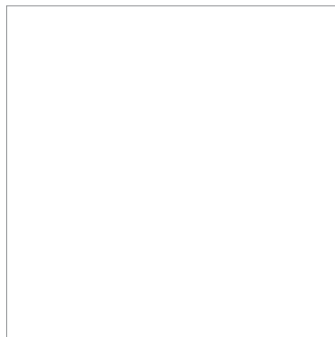
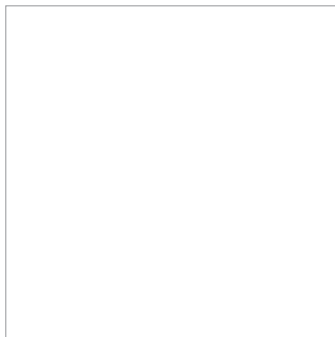
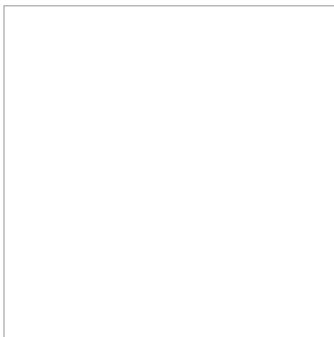
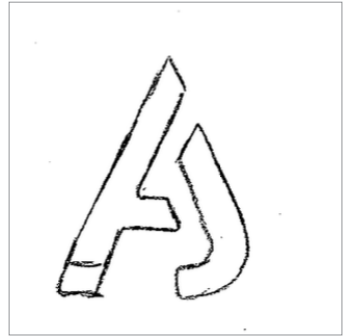
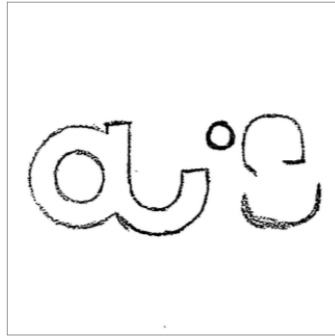
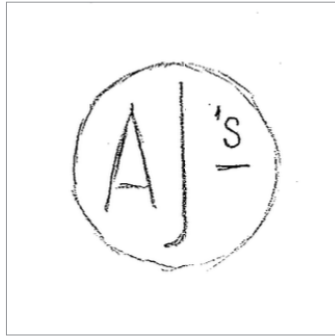
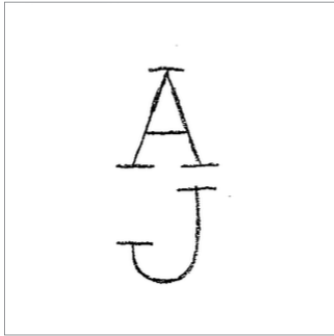
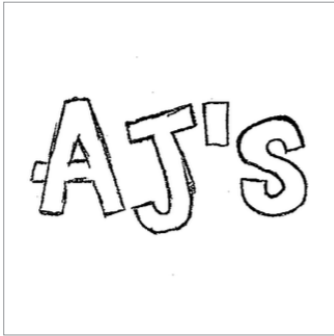
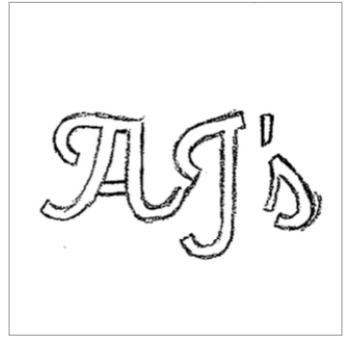
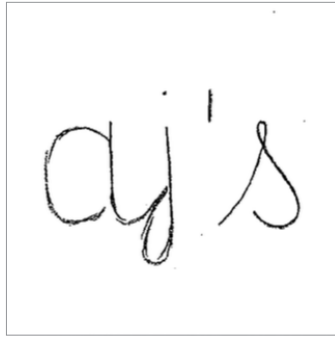
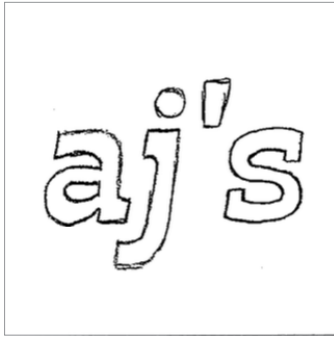
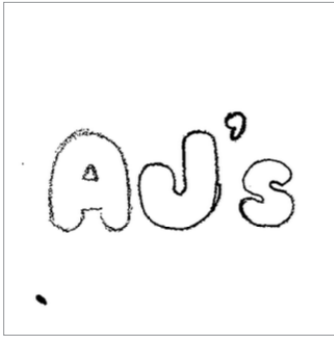
initial sketches, revisions, high-contrast

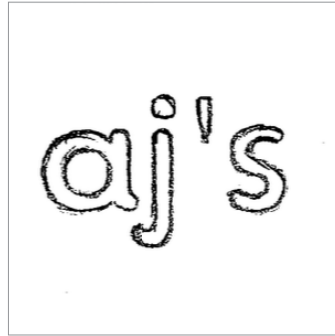
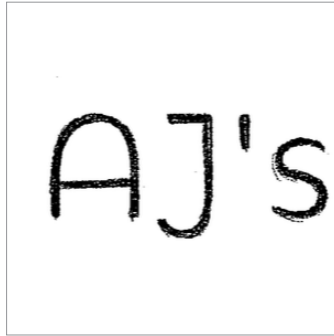
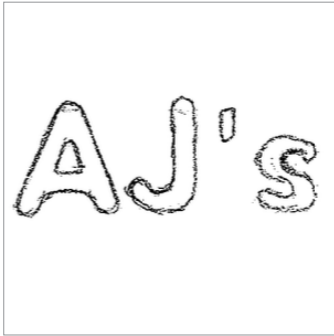
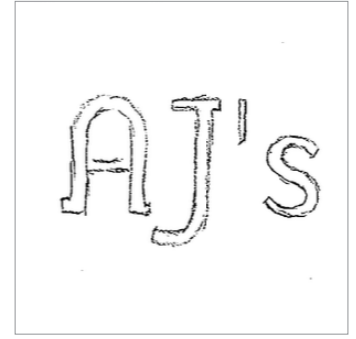
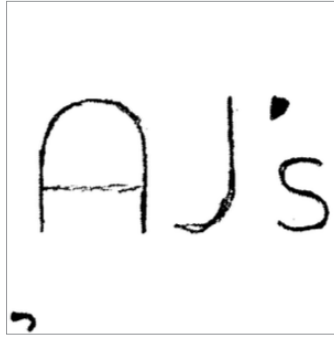
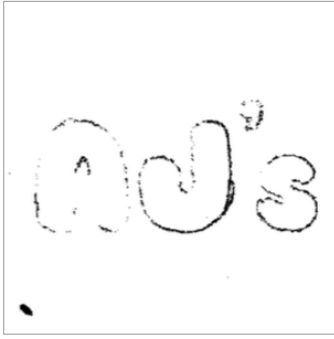


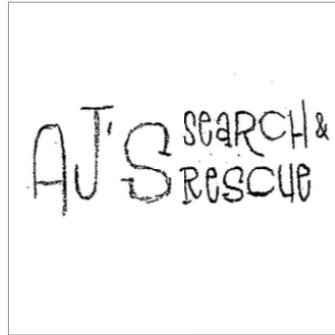
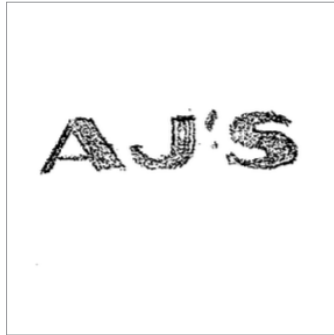
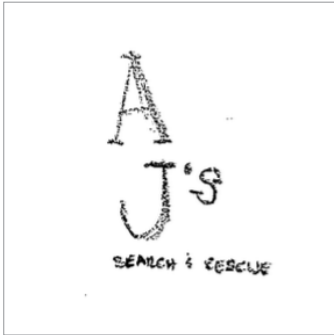
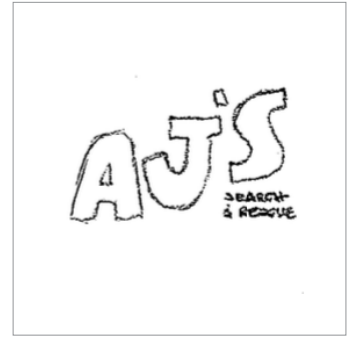
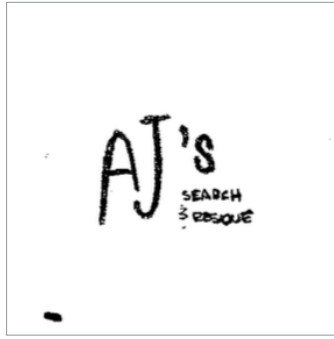




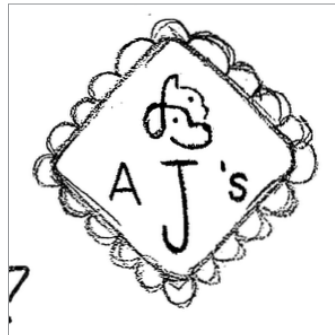
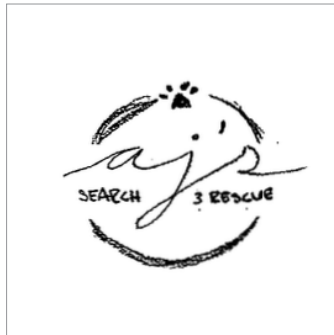
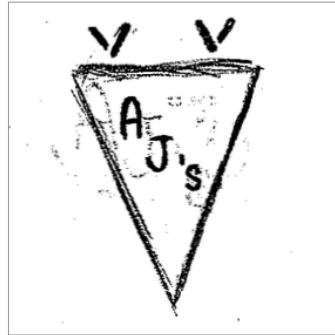
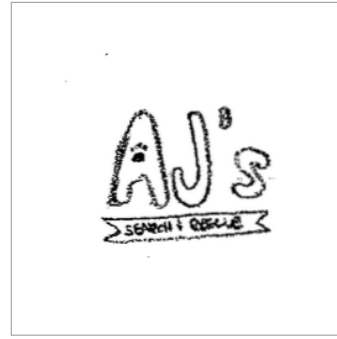


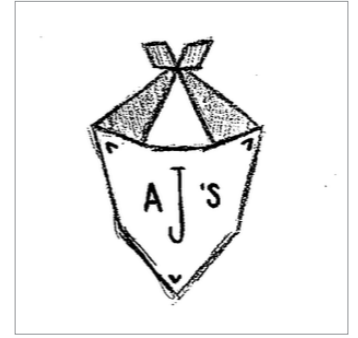
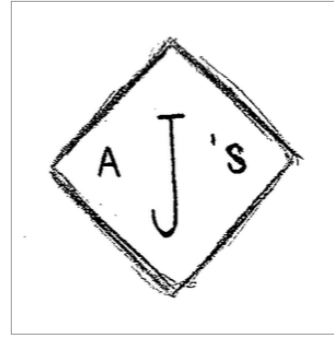


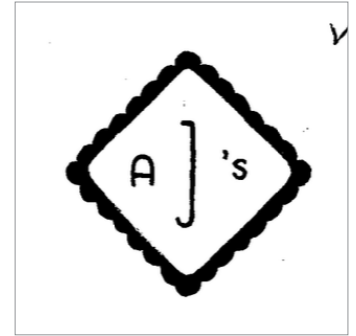
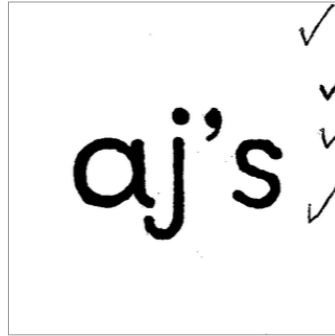
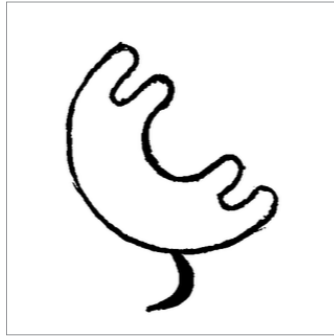
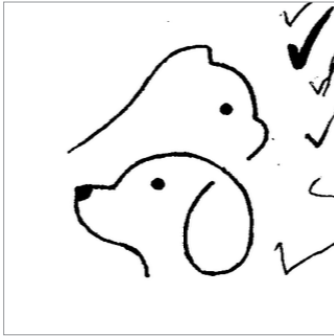
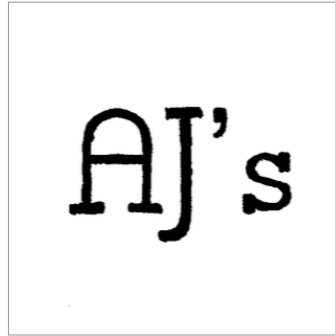
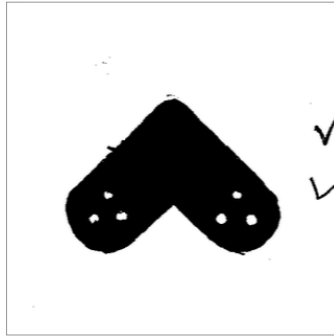
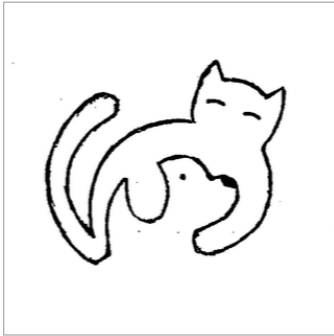
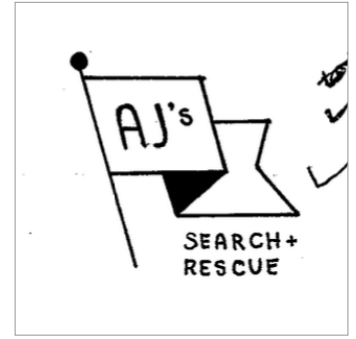
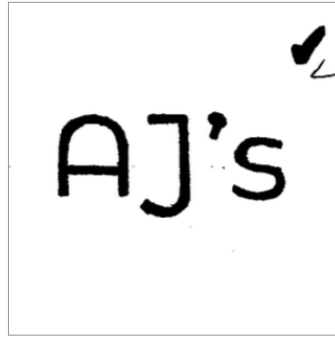
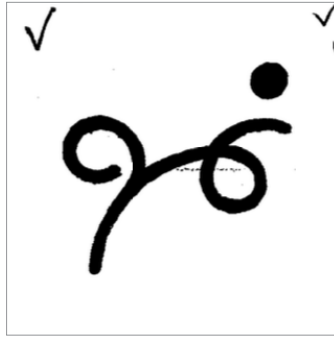
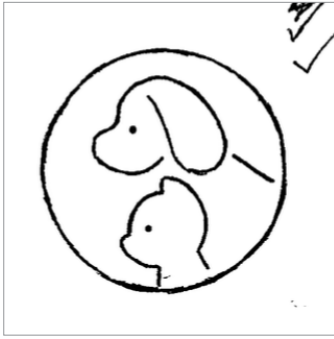












final high contrast sketches

Company Name:
AJ's Search & Rescue.

Type of Business:
Non-Profit.

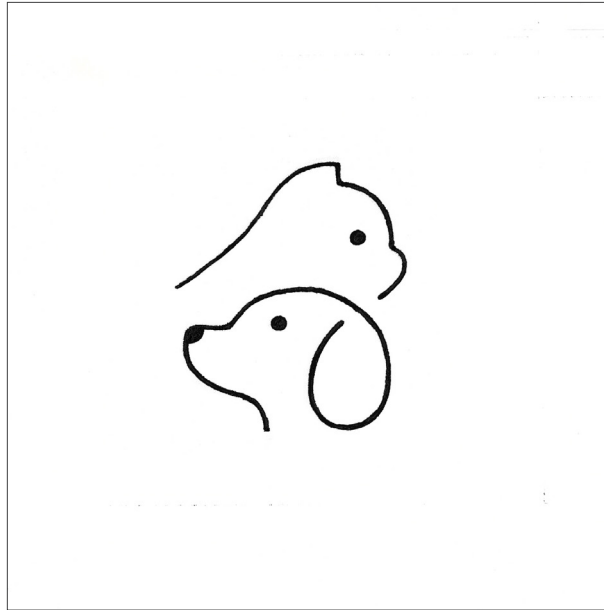
Key Words:
To Save Lives, One Paw at a Time!

Company Mission Statement:
Friendly, Simple, Sweet, Fun, 'Pawsome.'

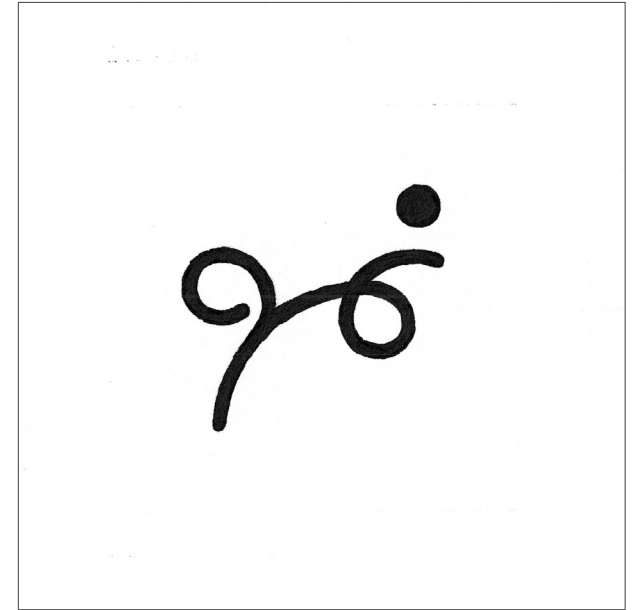
Competitors:
One of A Kind Pet Rescue, Heaven Can Wait, Howls and Growls.

How have you differentiated them from their competition?
The marks for other animal rescues seem to incorporate too many elements to represent what they do and do not convey the true happiness of rescuing animals and finding them their forever home. These proposed mark concepts incorporate more friendly and sweet elements, while still remaining clean and symbolic.

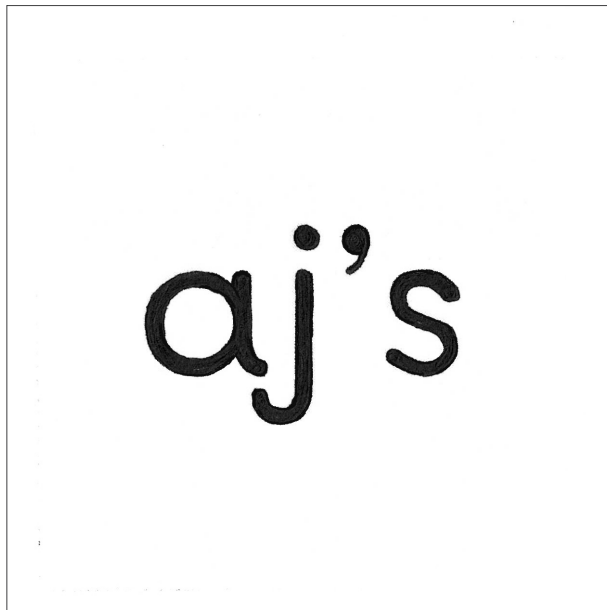
1. pictogram



2. abstract / symbol



3. monogram



4. wordmark

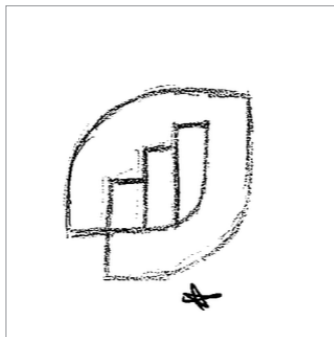
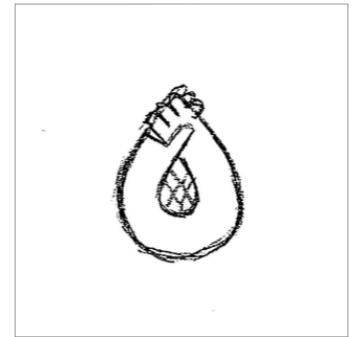
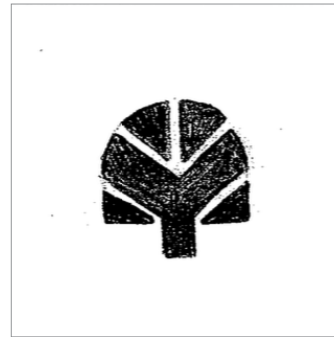
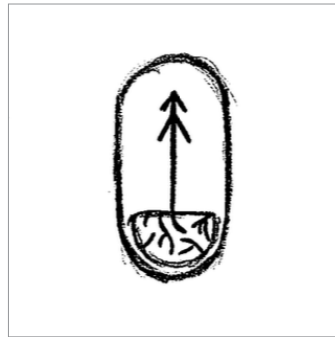
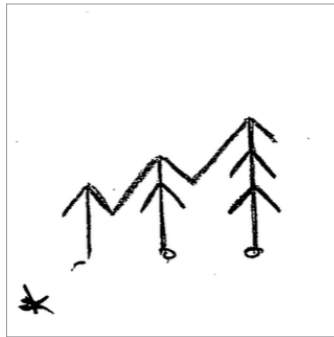
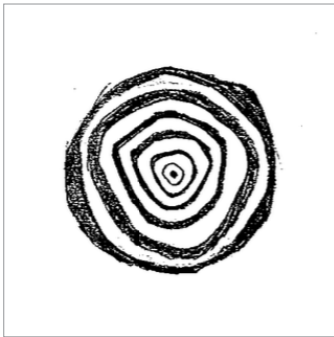
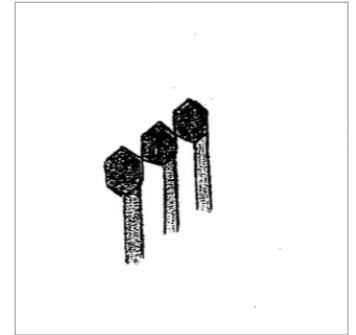
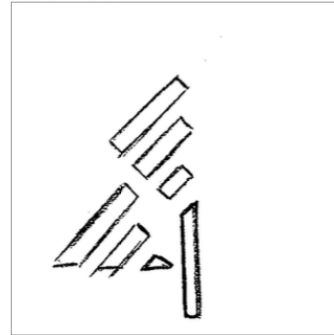
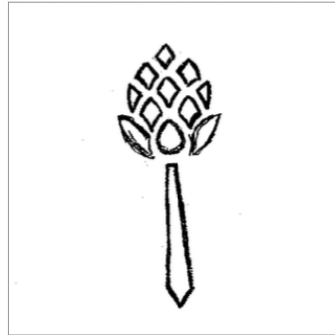
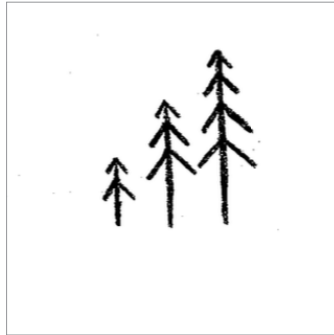
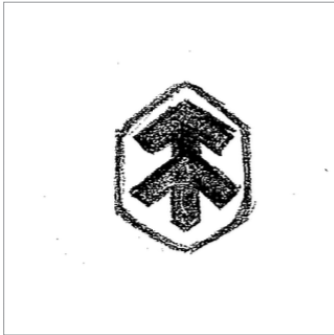
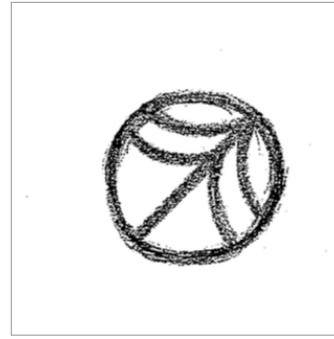
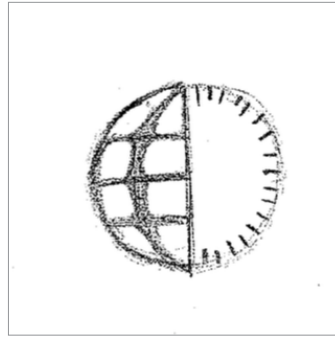
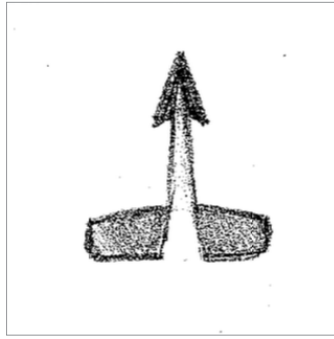
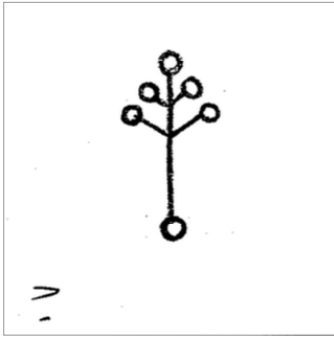


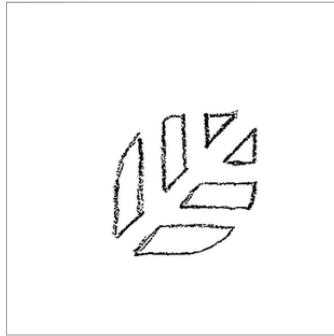
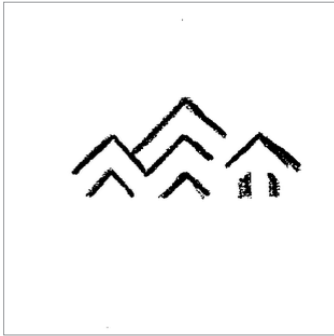
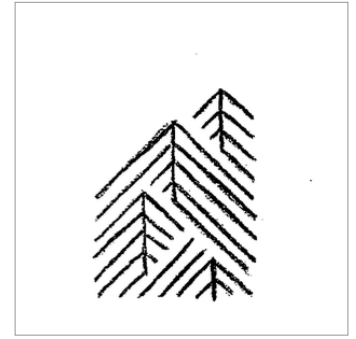
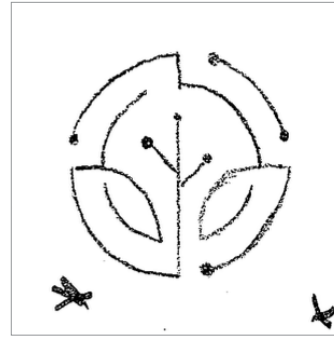
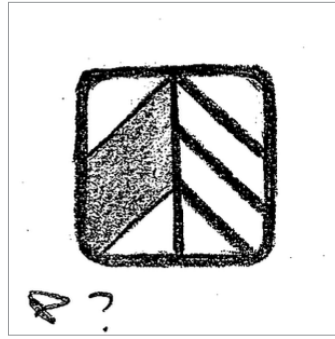
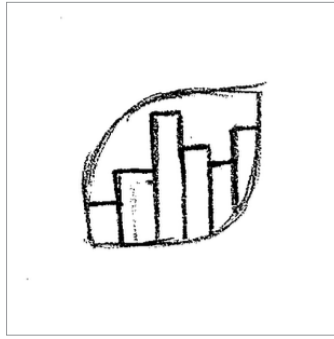
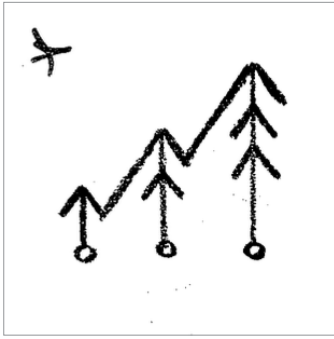
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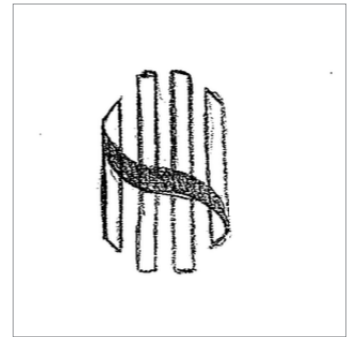
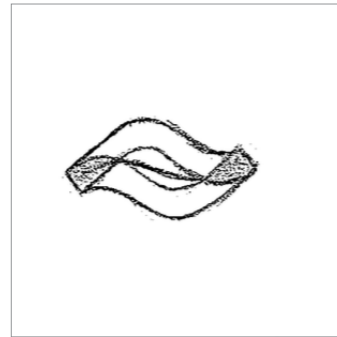
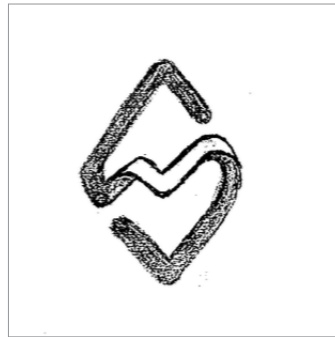
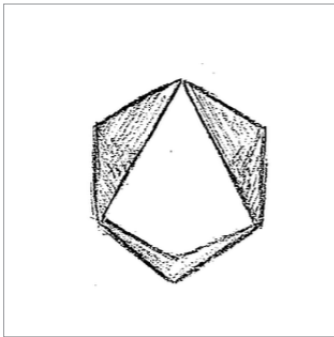
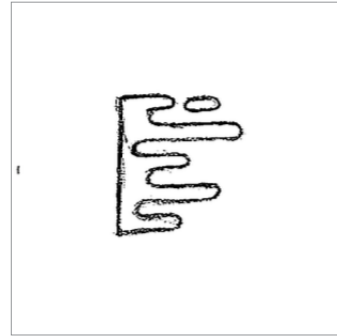
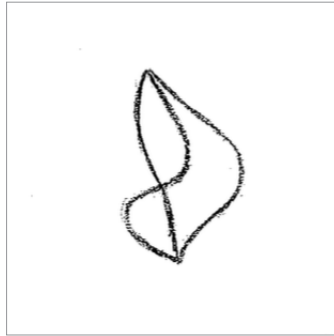
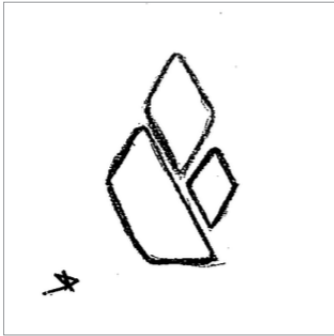
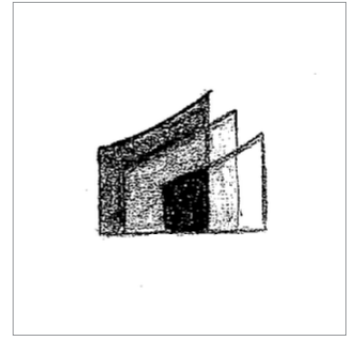
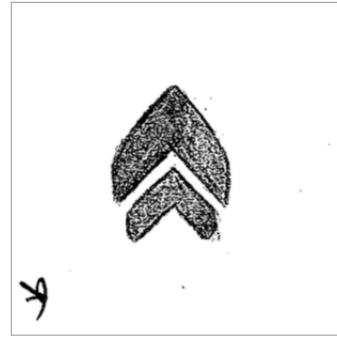
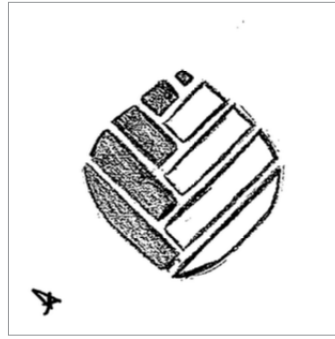


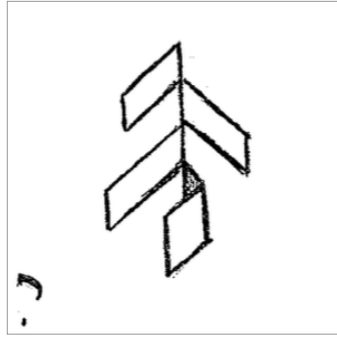
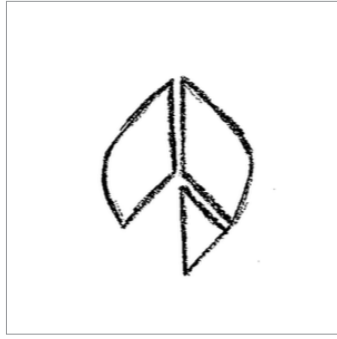
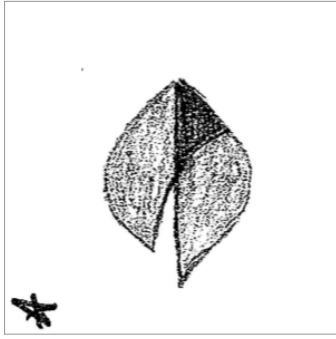
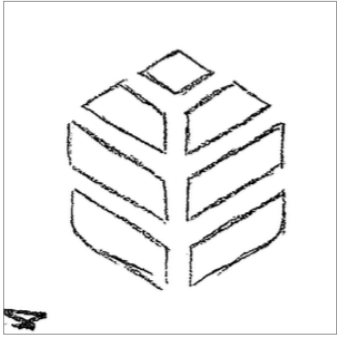
SEQUOIA FINANCIAL GROUP

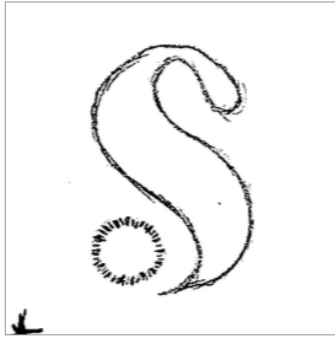
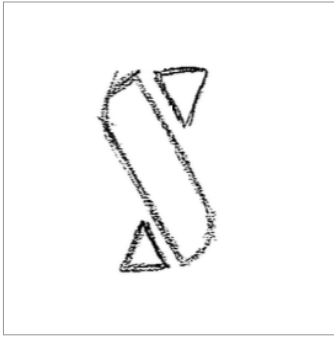
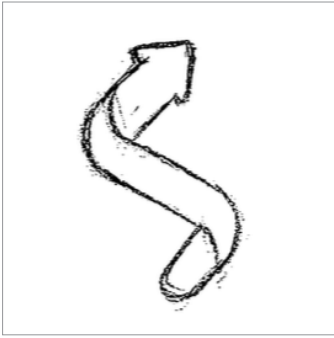
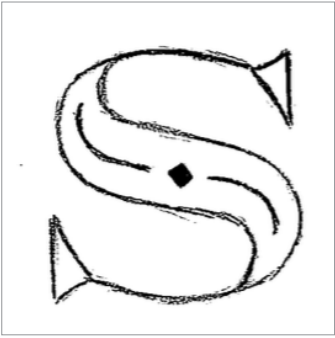
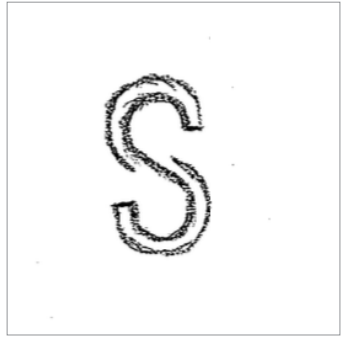
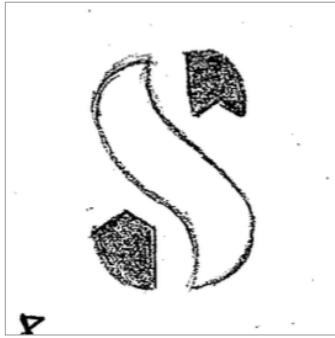
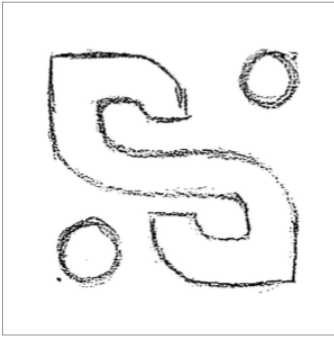
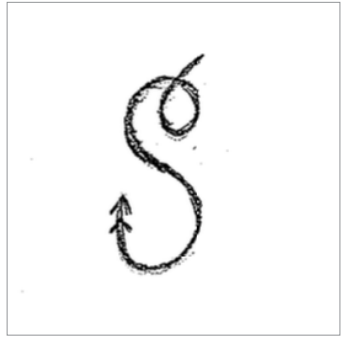
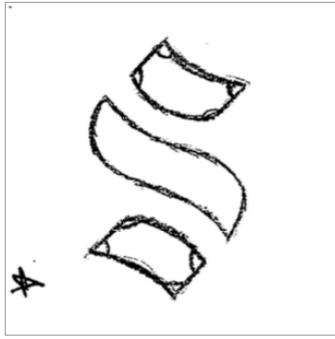
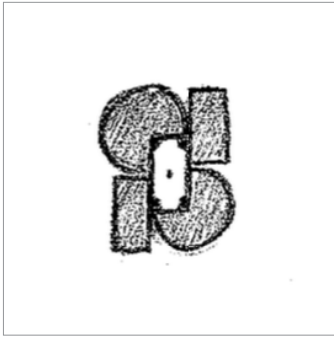
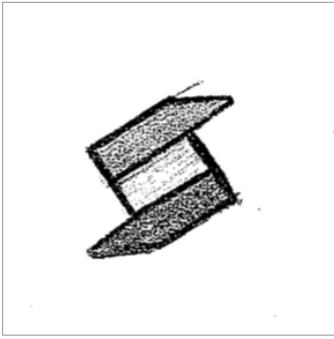
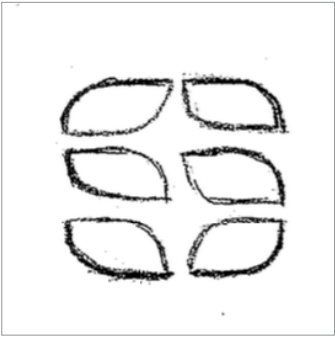
initial sketches, revisions, high-contrast

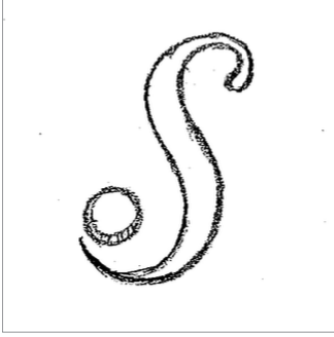
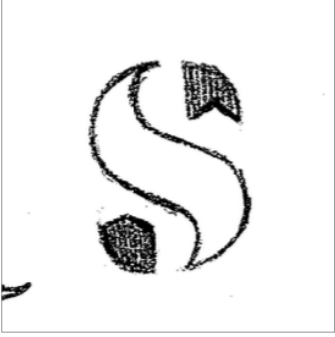


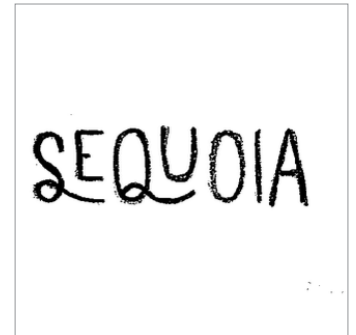
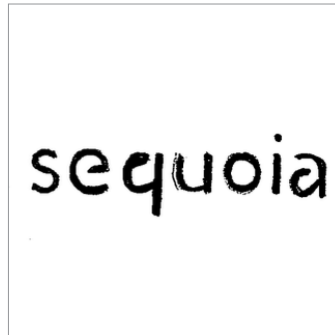
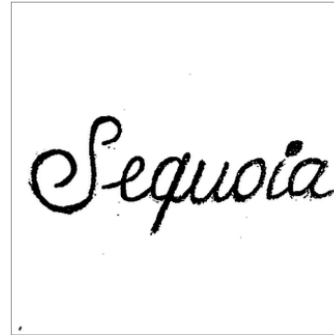
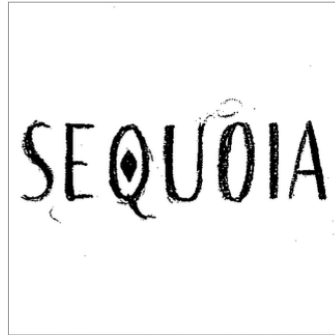
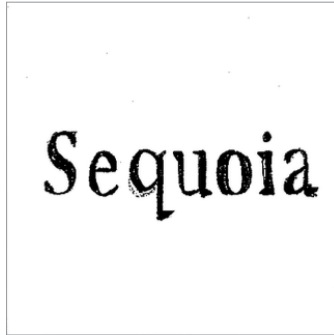
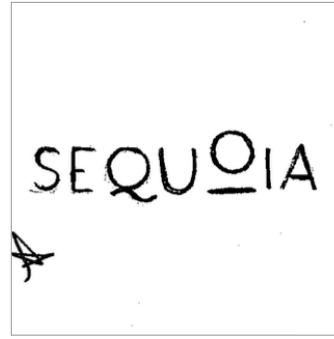
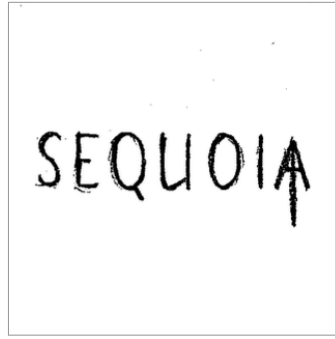
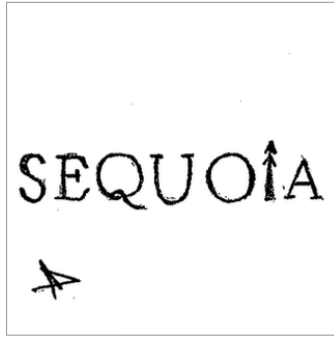
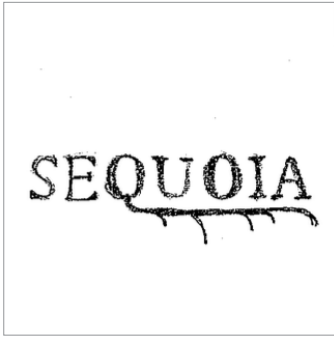


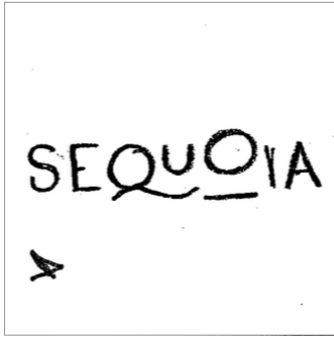
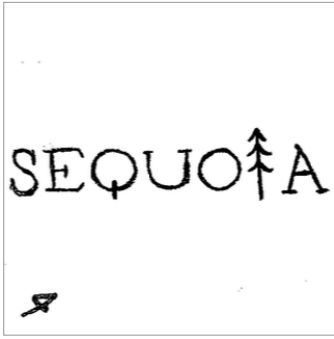


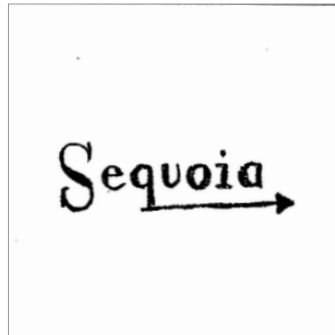
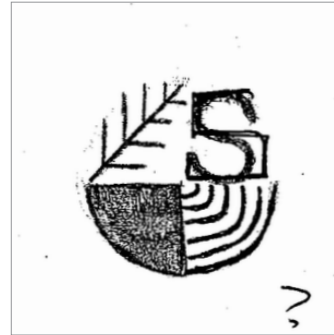
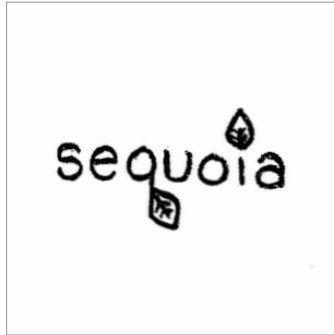
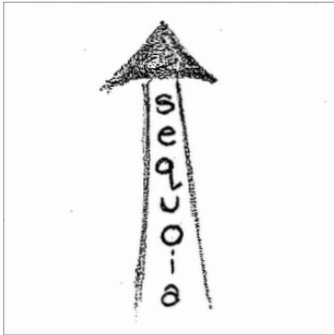
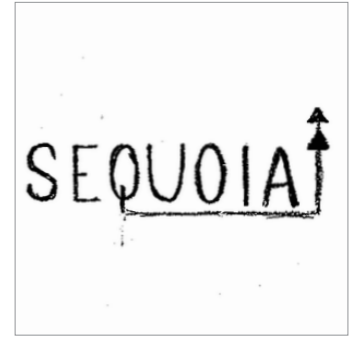
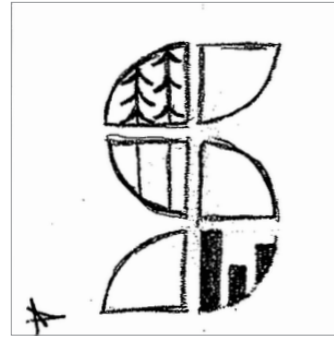
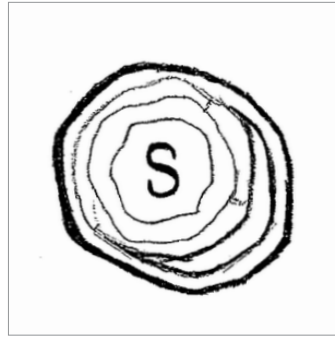
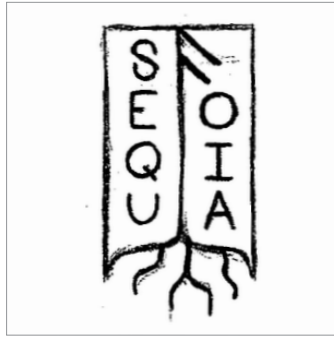


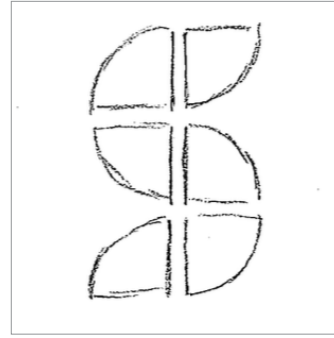
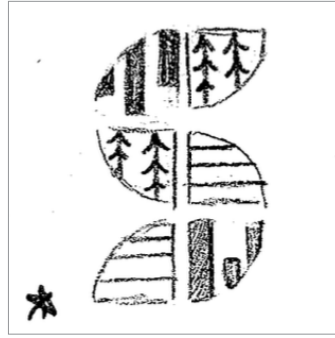


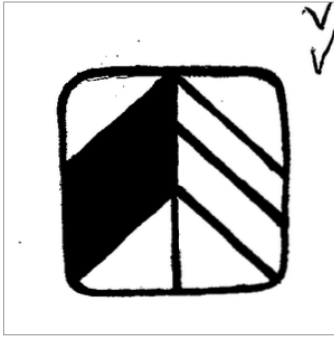
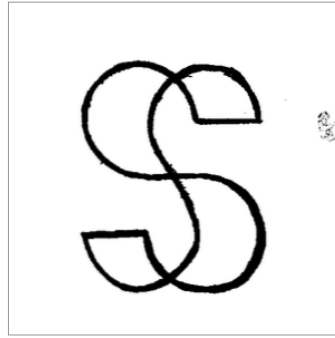
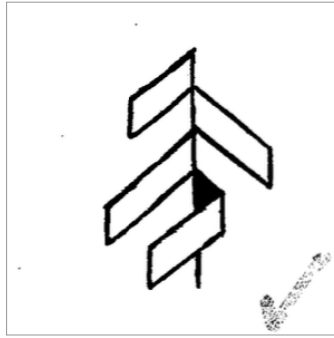
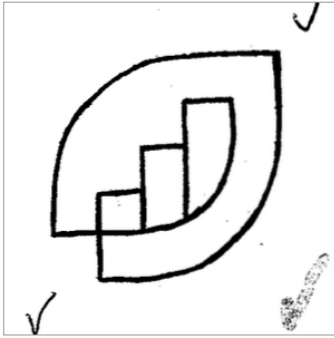
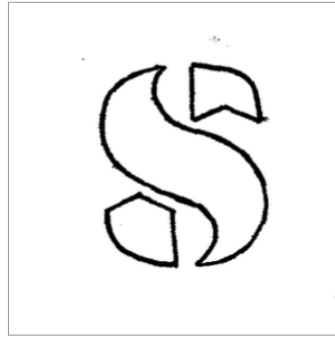












final high contrast sketches

Company Name:

Sequoia Financial Group.

Type of Business:

Professional.

Key Words:

Growth, Analytical, Clean, Financial, Professional.

Company Mission Statement:

"Financial planning should revolve solely around you."

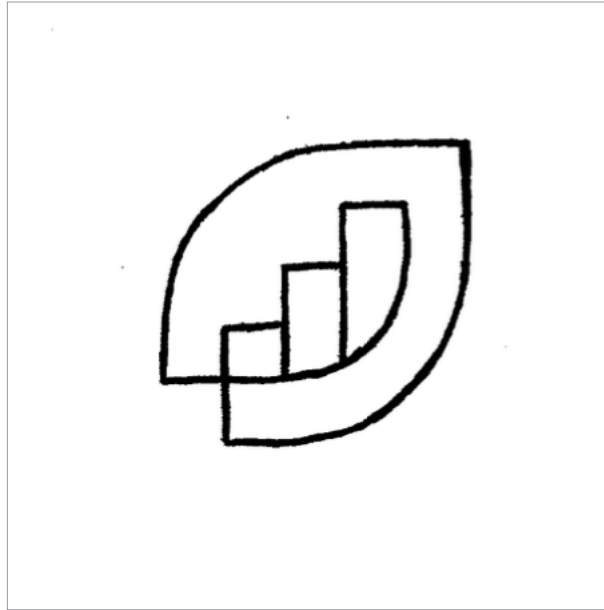
Competitors:

Fidelity Investments, Raymond James, Planned Financial Services, Impact Wealth Advisors.

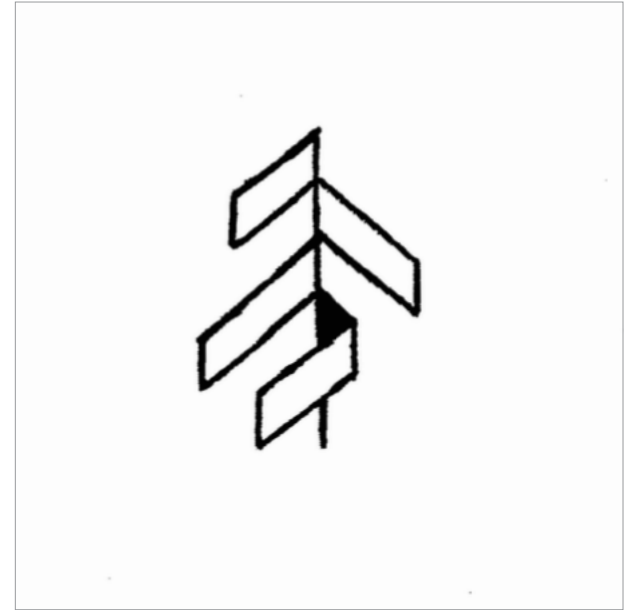
How have you differentiated them from their competition?

The proposed marks for the Sequoia Financial Group differ from their competition as other financial firms simply use their name, without any alterations or use a predictable logo. These new marks explore the ideas of growth and analytics, while leaning into the name "Sequoia."

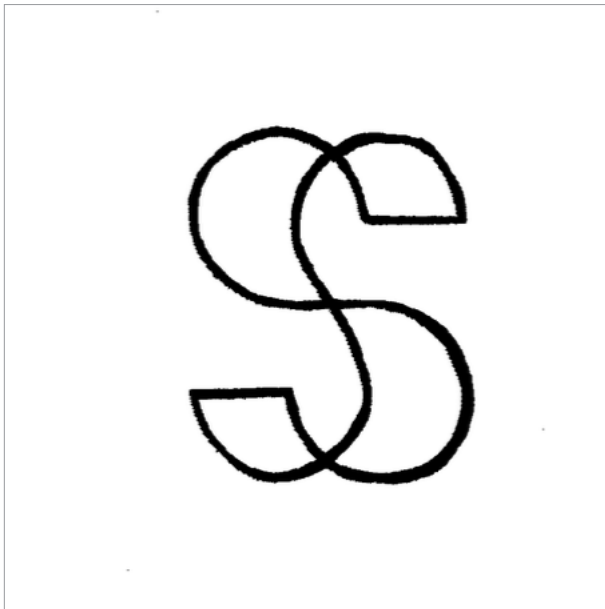
1. pictogram



2. abstract / symbol



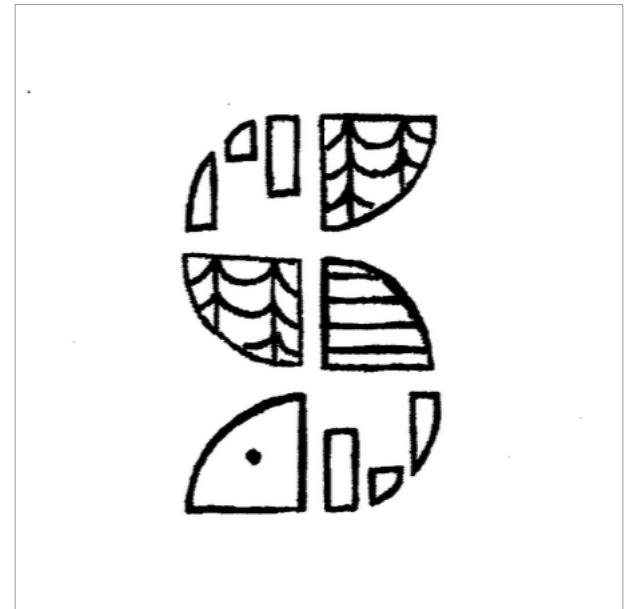
3. monogram



4. wordmark

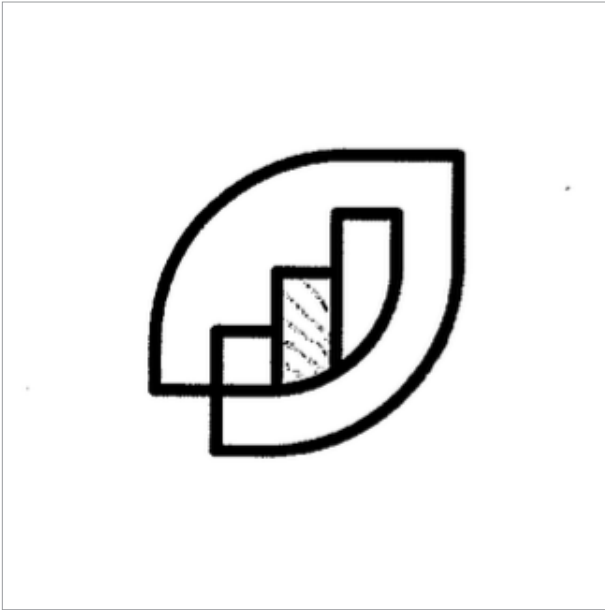


5. combination



initial digital marks

1. pictogram



2. abstract / symbol



3. monogram



4. wordmark



5. combination

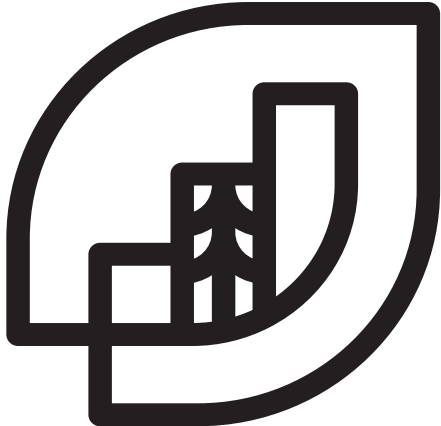


digital mark exploration



SEQUOIA SEQUOIA SEQUOIA SEQUOIA SEQUOIA SEQUOIA SEQUOIA
financial group financial group financial group financial group financial group financial group financial group





color exploration




SEQUOIA
financial group


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financial group

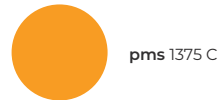

SEQUOIA
financial group



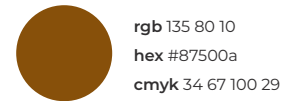
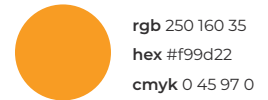
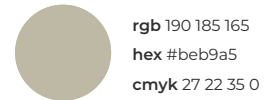
black



pantone



full color rgb, hex, & cmyk



letterhead system


NOV 4, 2023

SEQUOIA FINANCIAL

CHARLOTTE BRONTÉ,

Thank you for reaching out to Sequoia Financial Group with financial planning inquiries. We understand that managing your finances is a crucial aspect of securing your future, and we are eager to assist you in this journey. Our financial advisors will contact you soon to schedule an appointment where we can explore your financial goals and develop a plan to achieve them.

At Sequoia, we believe in a comprehensive and custom approach to financial planning. Your financial well-being is of utmost importance to us, and we are dedicated to tailoring our services to meet your needs and aspirations. Our team is well-versed in a wide range of many financial strategies, including investments, planning, estate planning, and risk management. We are committed to providing you with the guidance, resources, and strategies needed.

Should you have any questions or require further information in the meantime, please do not hesitate to contact our customer support team. We are here to provide the information and support you need to make informed financial decisions, and we look forward to working with you to achieve your financial goals.

Sincerely,




EDWARD ROCHESTER
SENIOR ADVISOR

VISIT US
3500 Embassy Parkway
Akron, OH 44320

LEARN MORE
sequoia-financial.com
888.225.3777


OUR OTHER LOCATIONS
CLEVELAND, OH
BURLINGTON, MA
NASHVILLE, TN
BERWYN, PA

letterhead



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3500 Embassy Parkway
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CHARLOTTE BRONTÉ
1847 Thornfield Avenue
Akron, OH 44320



BUILT FOR YOU.

envelope front



envelope back



EDWARD ROCHESTER
SENIOR ADVISOR

330.823.5235
e.rochester@sequoia.com
sequoia-financial.com
3500 Embassy Parkway, Akron, OH 44320

BUILT FOR YOU.

business card front

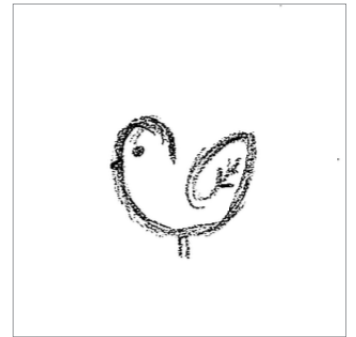
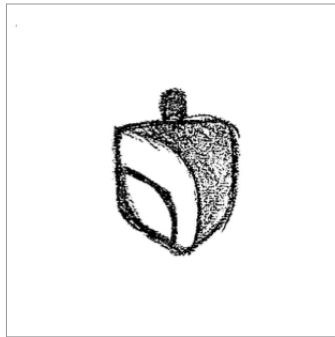
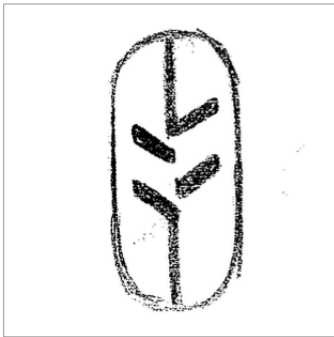
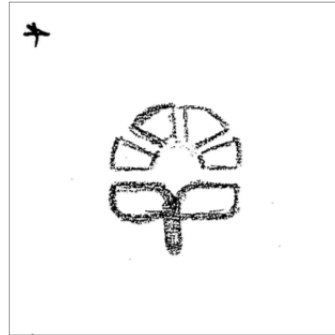
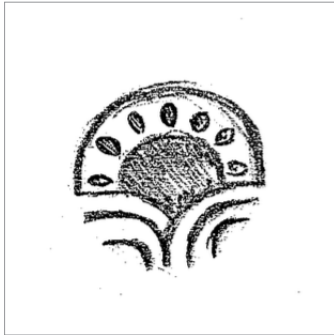
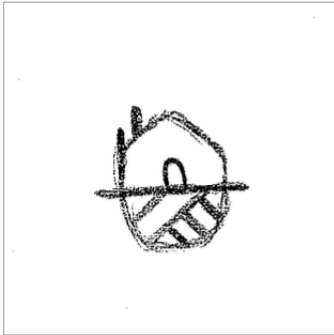
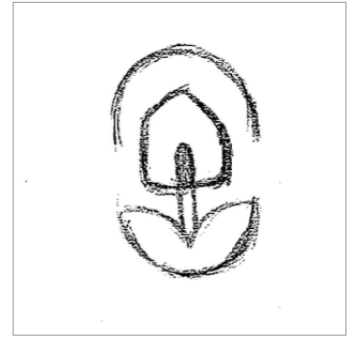
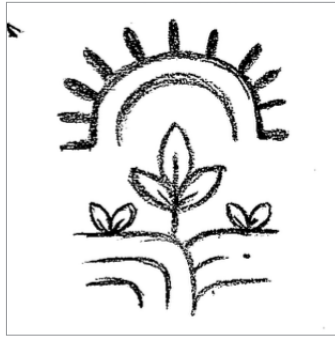
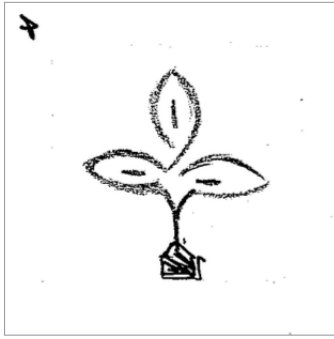
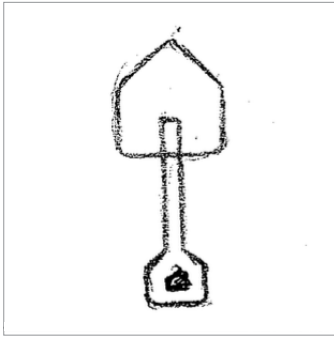


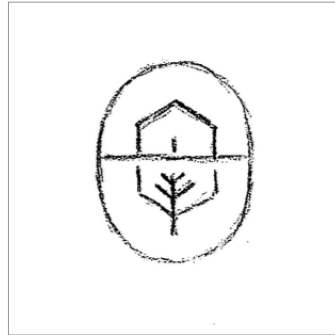
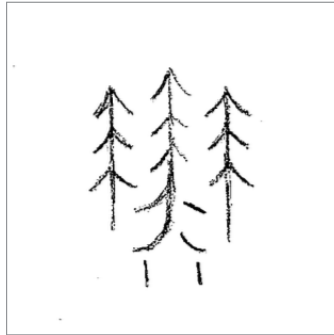
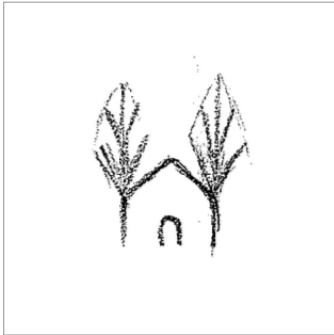
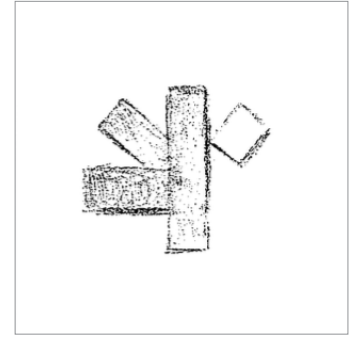
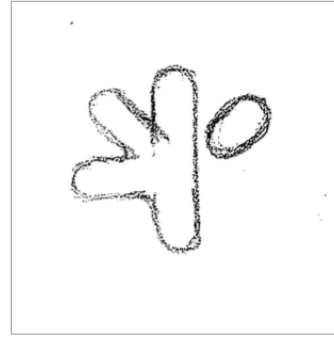
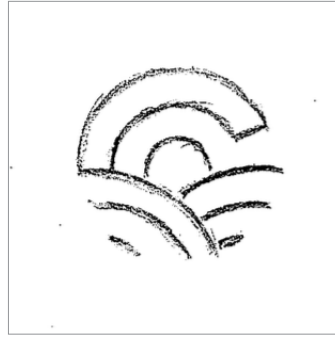
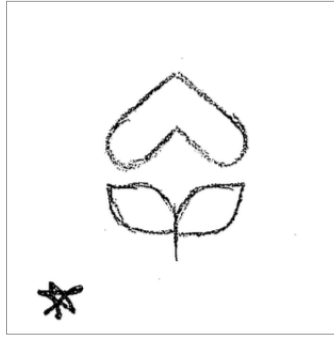
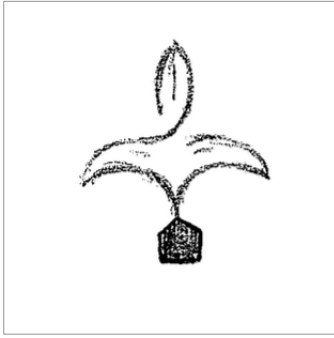
SEQUOIA
financial group

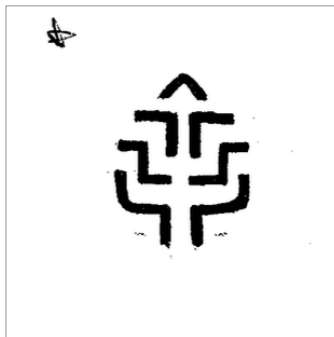
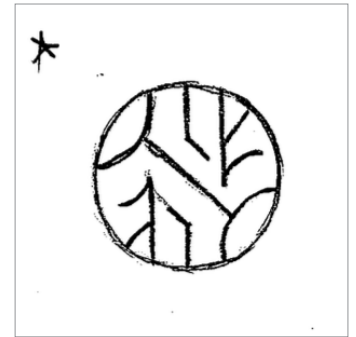
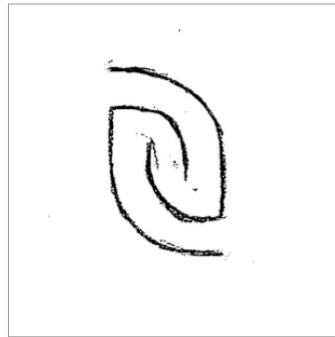
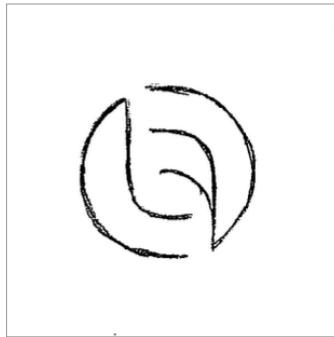
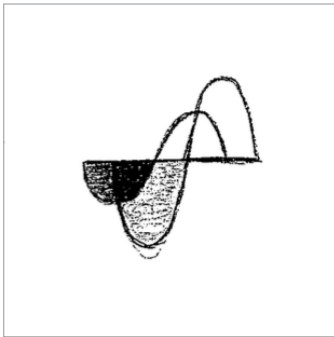
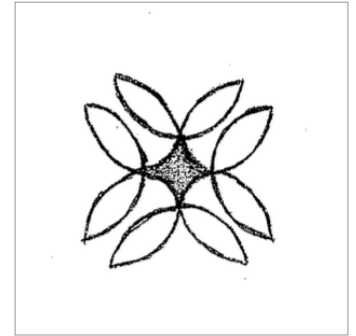
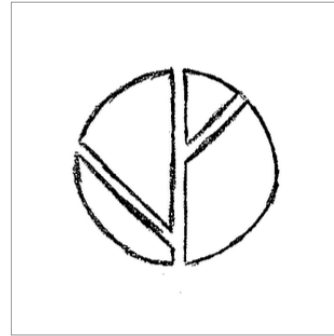
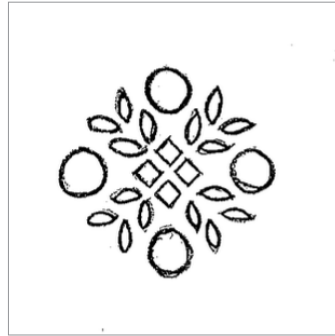
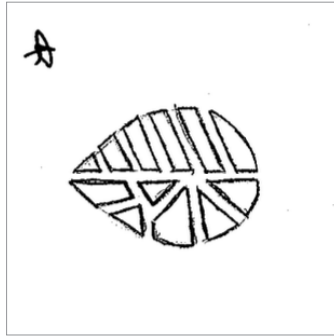
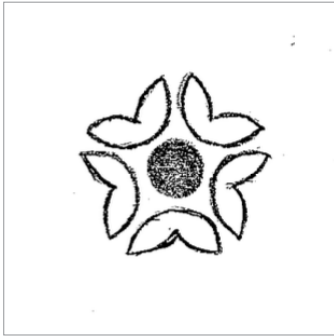
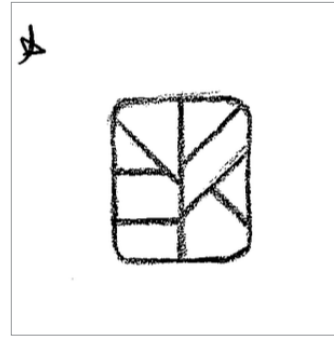
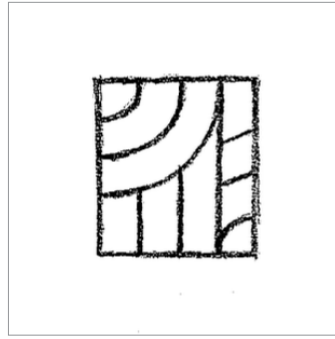
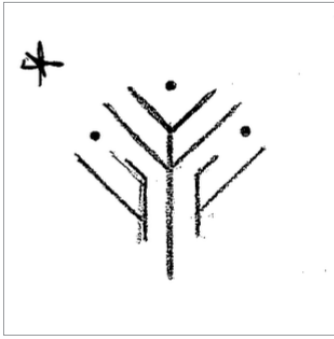
business card back

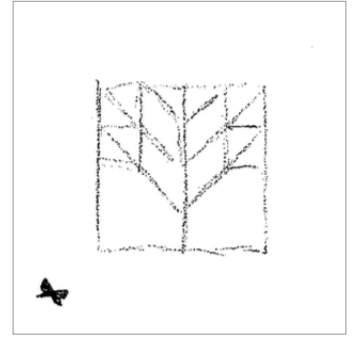
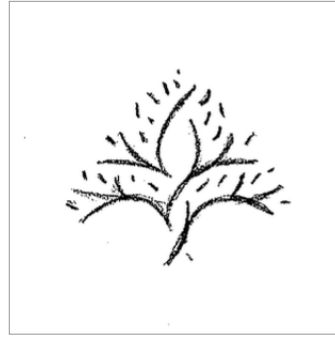
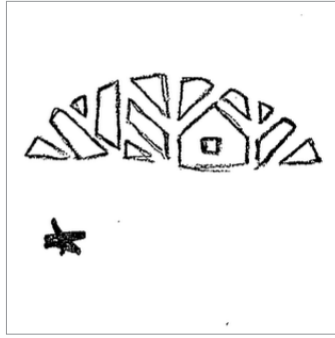
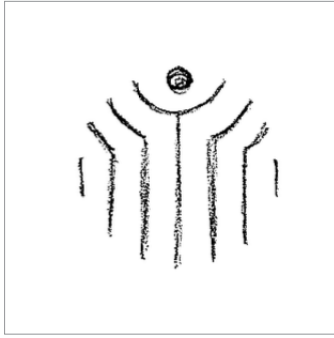
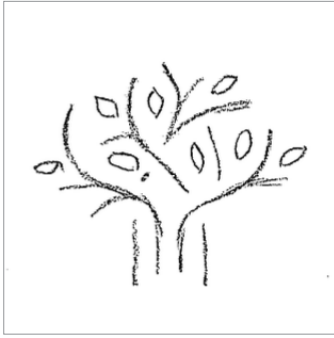
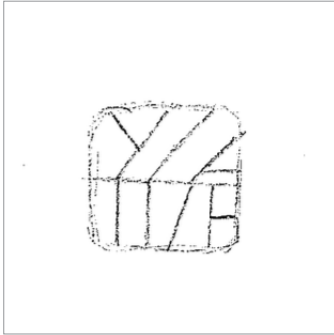
STEEDLY'S BEST LANDSCAPING

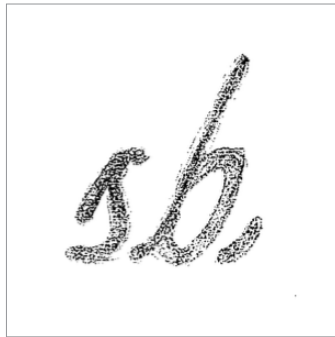
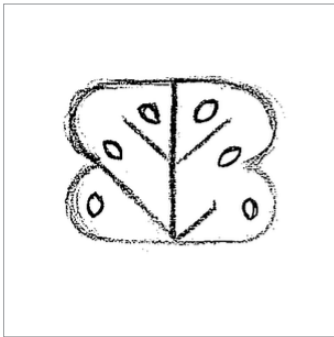
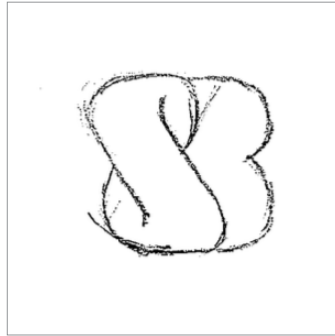
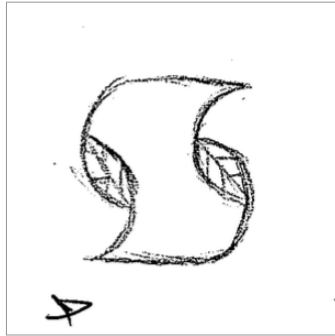
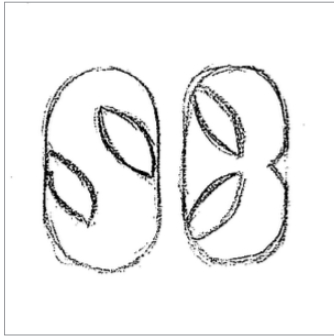
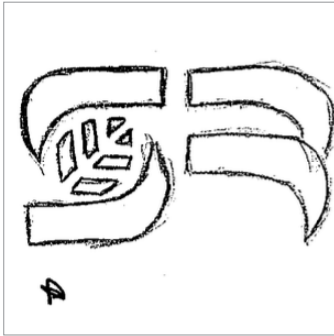
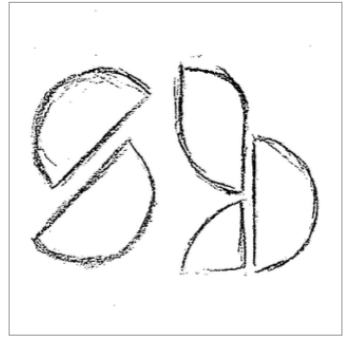
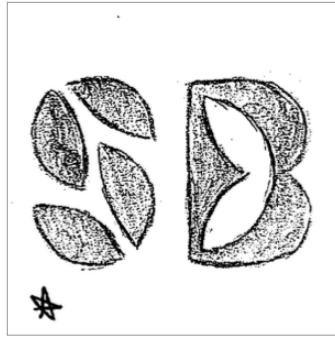
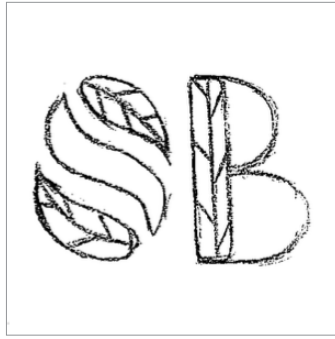
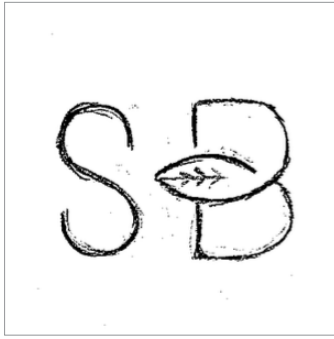
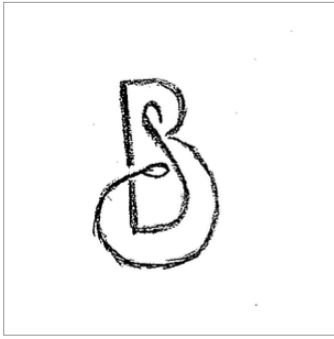
initial sketches, revisions, high-contrast

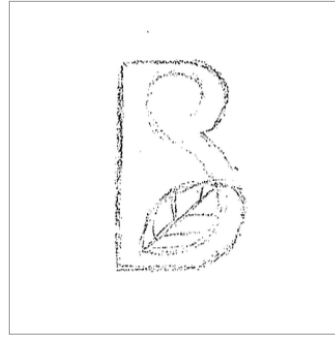
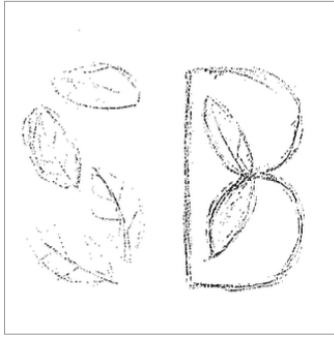












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landscape co.

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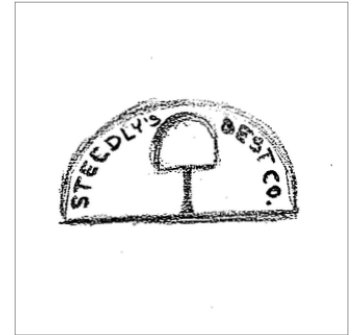
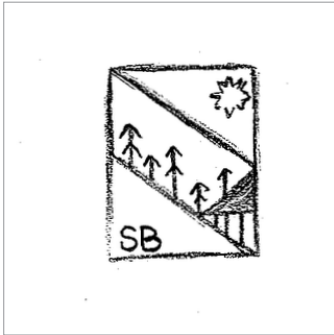
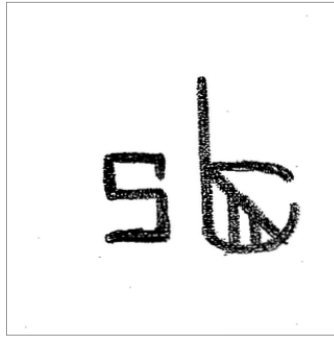
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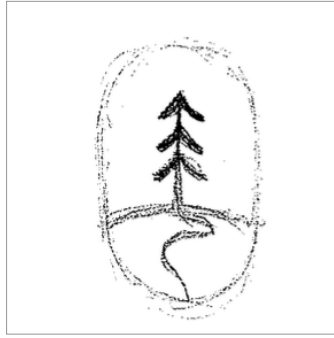
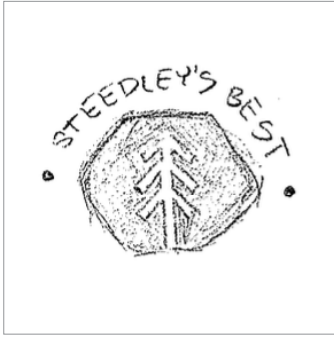
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landscaping

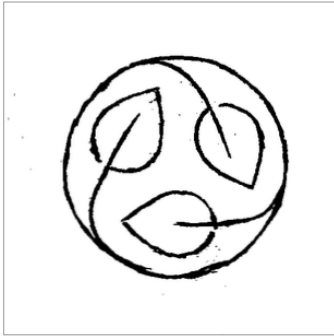
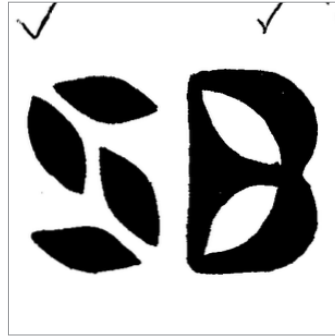
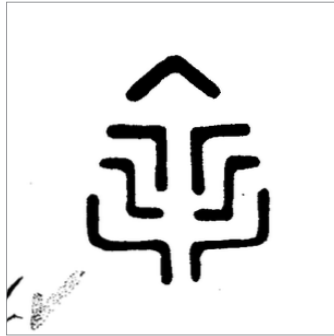
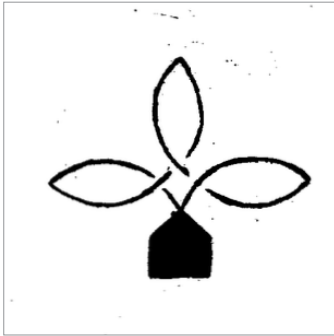
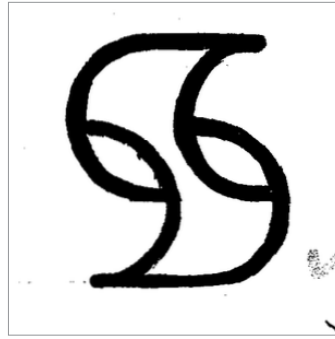
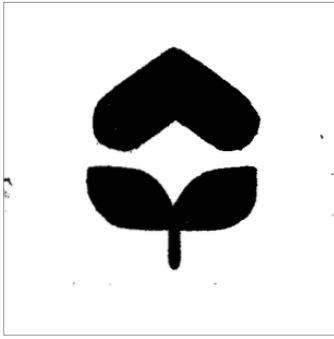
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landscaping









final high contrast sketches

Company Name:

Steadly's Best (SB) Landscaping.

Type of Business:

Service.

Key Words:

Nature, community, yardwork, simple.

Company Mission Statement:

"Every job worth doing is worth doing right."

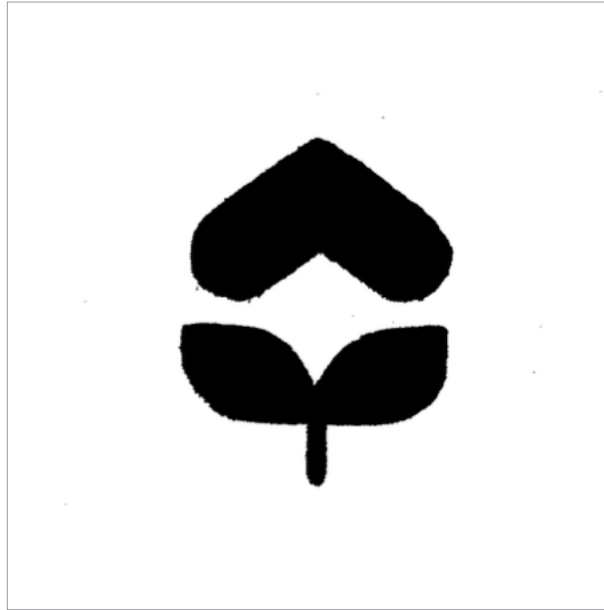
Competitors:

SYNLawn, Garden Landscape and Tree Service, Evan's Lawn Service, Jesse's Landscaping.

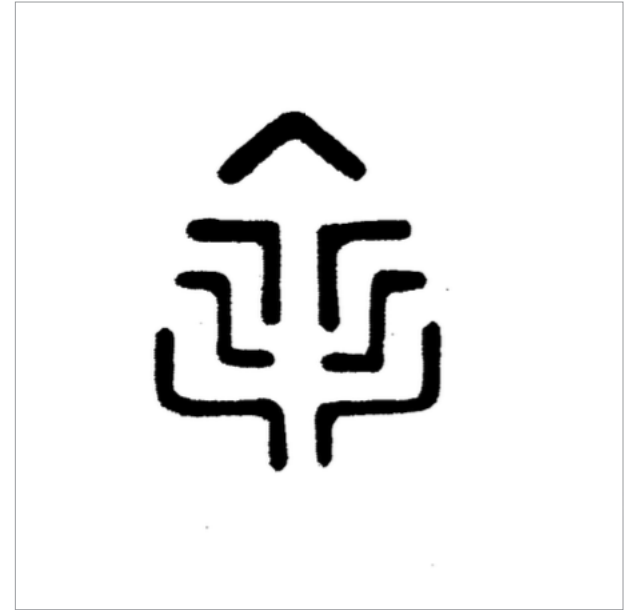
How have you differentiated them from their competition?

Many marks for competing landscaping companies utilize a silhouette of a tree or a blade of grass, cornering themselves into, what looks like, a singular yard service. These five mark concepts for SB Landscaping utilize simpler and more unique shapes, that visually convey what they do and who they serve.

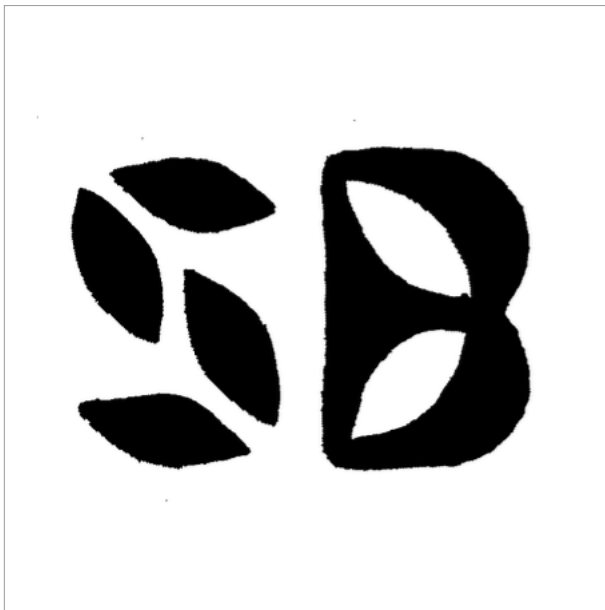
1. pictogram



2. abstract / symbol



3. monogram



4. wordmark

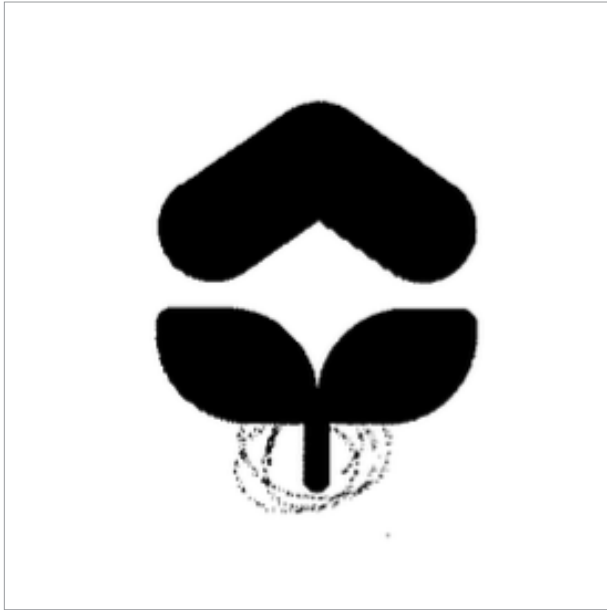


5. combination

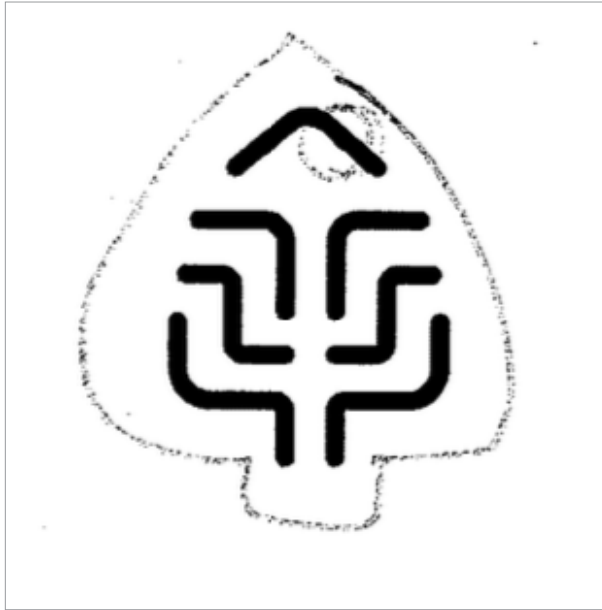


initial digital marks

1. pictogram



2. abstract / symbol



3. monogram



4. wordmark



5. combination



digital mark exploration



steadly's
BEST

steadly's
best



steadly's
BEST



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landscaping



steadly's best



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landscaping



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landscaping



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landscaping



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landscaping

color exploration



color sheet



black



black

pantone



pms 2010 C



pms 370 C



pms 6 C

full color rgb, hex, & cmyk



rgb 250 160 30
hex #faa01e
cmyk 0 43 98 0



rgb 110 140 60
hex #6e8c3c
cmyk 61 28 99 9



rgb 60 80 40
hex #3c5028
cmyk 71 45 95 43



rgb 70 45 45
hex #462d2d
cmyk 53 71 64 59

letterhead system



**STEEDLY'S
BEST**

11.04.2023

Dear *Krista Ava*,

We have received your inquiry regarding our landscaping services, and we are thrilled to have the opportunity to work with you to transform your outdoor space into a beautiful, functional, and sustainable environment. Our special team of skilled landscape designers and garden experts is passionate about turning your landscaping dreams into a reality.

We understand that every outdoor space is unique, just like every one of our clients, and we're committed to tailoring our services to meet your needs and design preferences. Whether you wish for a tranquil garden retreat, a vibrant entertainment area, or a sustainable landscape, we will work closely with you to bring your vision to life. We will arrange a convenient time for a consultation where we can discuss your ideas, budget considerations, and any specific requirements you may have or be thinking about.


With our commitment to quality, meticulous attention to detail, and a genuine passion for creating breathtaking outdoor spaces, we are very confident that your landscaping project will exceed your expectations. Throughout the entire process, our customer service team will be at your disposal to address any kind of questions or concerns you may have, ensuring that your experience with us is as seamless and enjoyable as the outdoor oasis we aim to create.

Best regards,




Jonathan Steedly
Founder & Owner

○ sblandscapingohio.com ○ 4575 State Road
330.922.2844 Peninsula, OH 44264

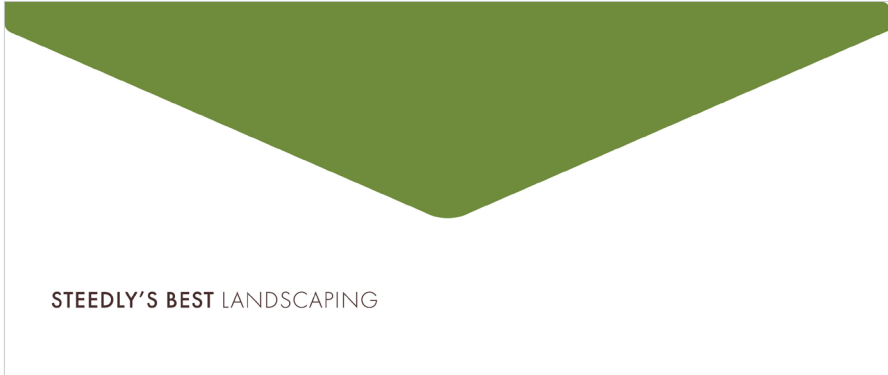


STEEDLY'S BEST
4575 State Road
Peninsula, OH 44264



KRISTA AVA
1763 North Elm Road
Akron, OH 44320

envelope front



STEEDLY'S BEST LANDSCAPING

envelope back



STEEDLY'S BEST

business card front

Johnathan Steedly
Founder & Owner

CONTACT
johnathan.steedly@sblandscaping.com
440.814.2459

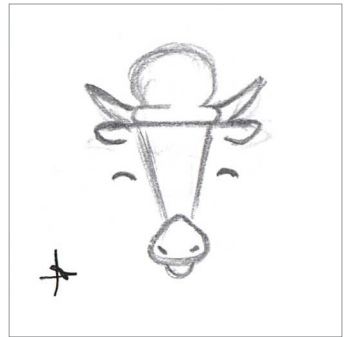
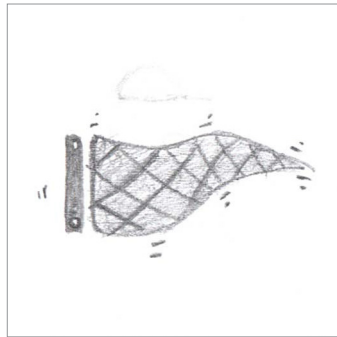
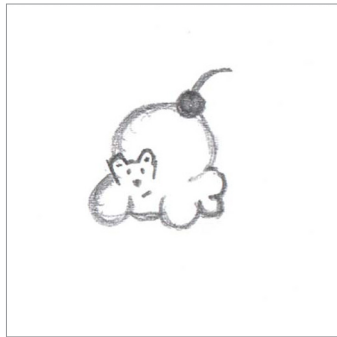
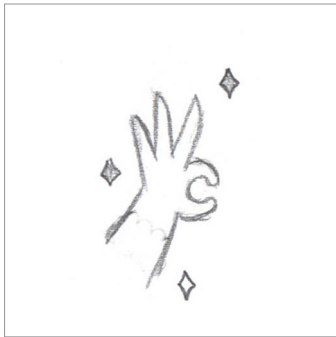
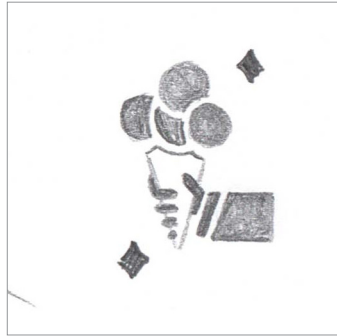
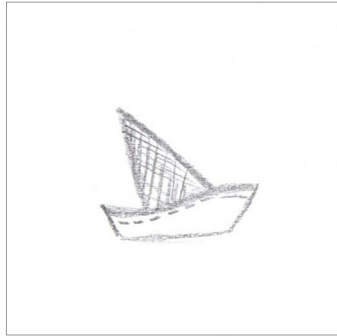
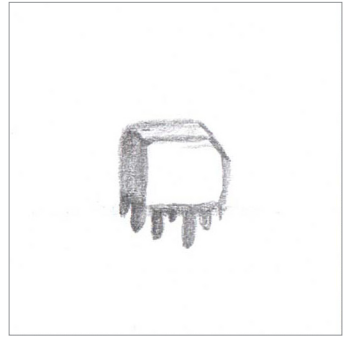
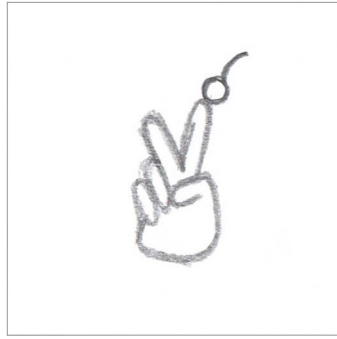
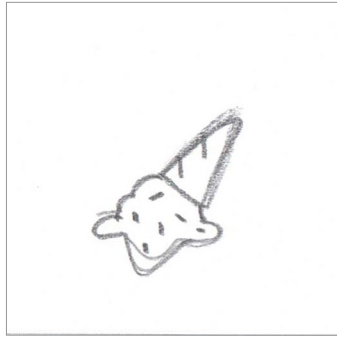
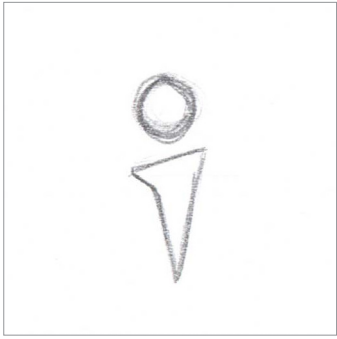
ADDRESS
4575 State Road, Peninsula, OH 44264
www.sblandscapingohio.com

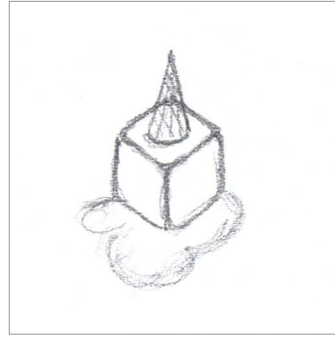
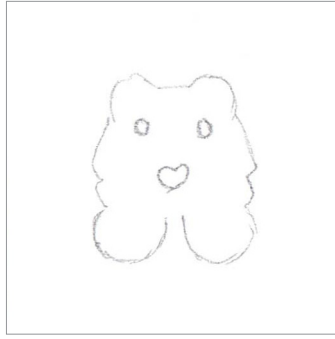
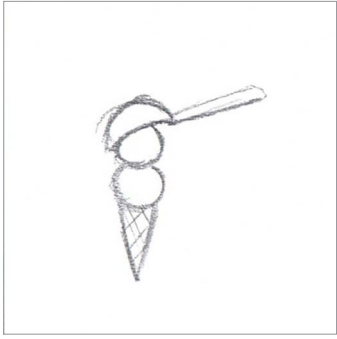
business card back

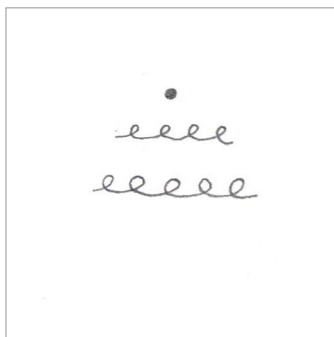
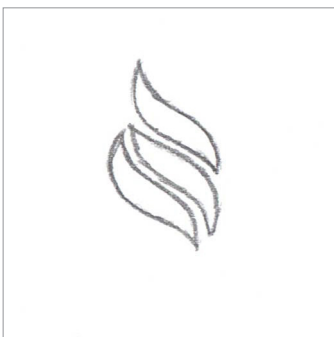
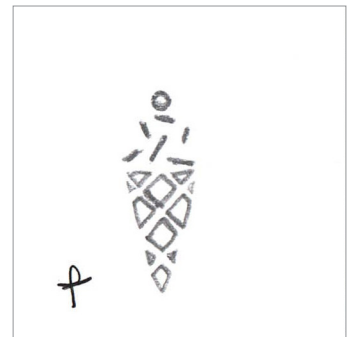
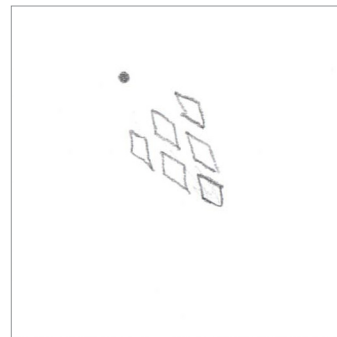
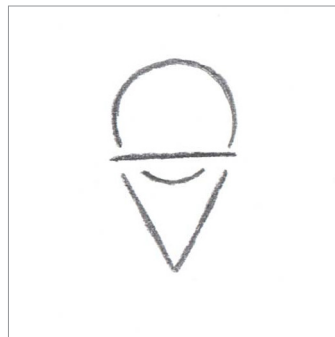
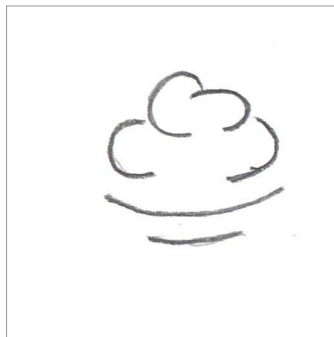
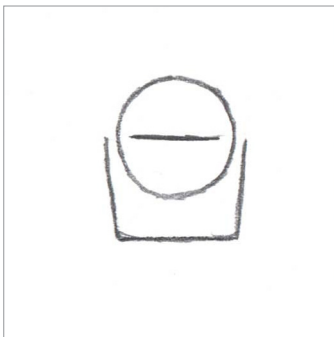
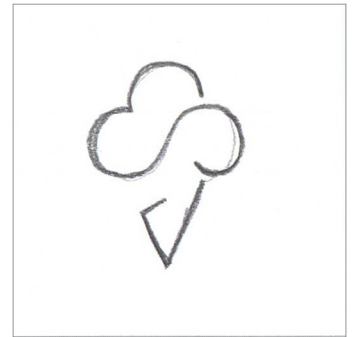
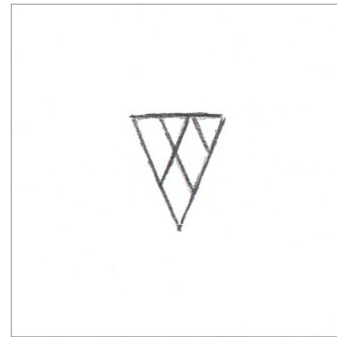
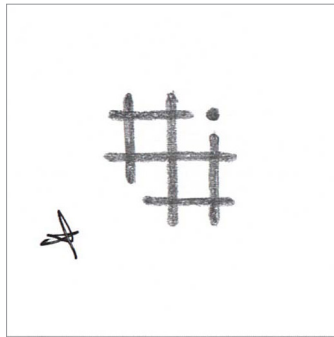
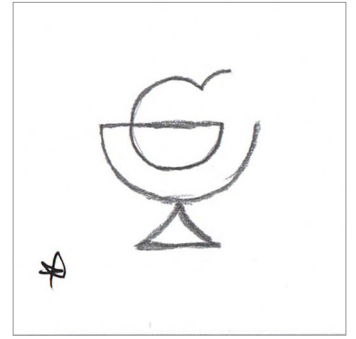
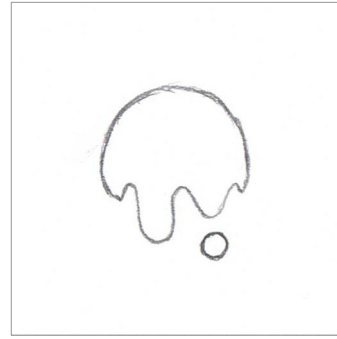
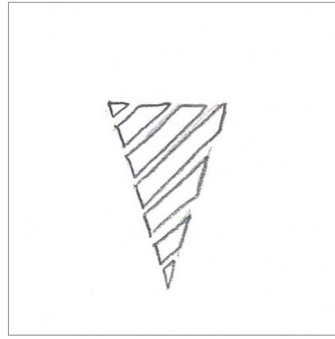
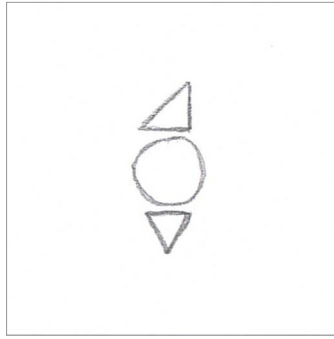
letterhead

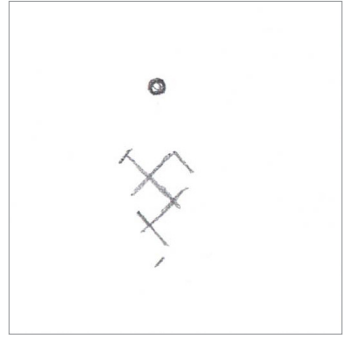
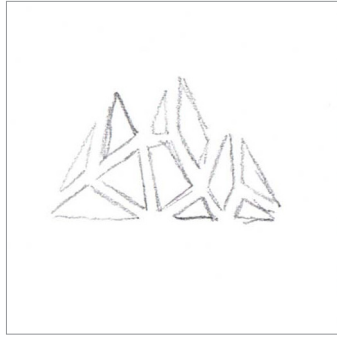
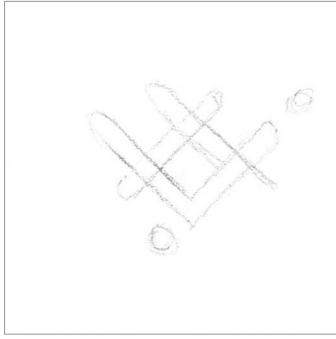
CHILL ARTISAN ICE CREAM

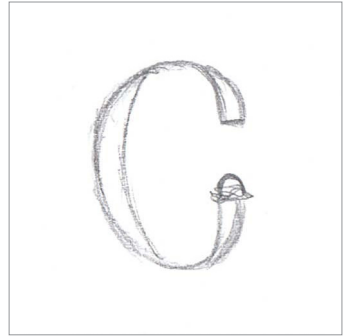
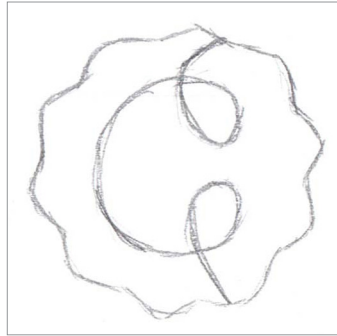
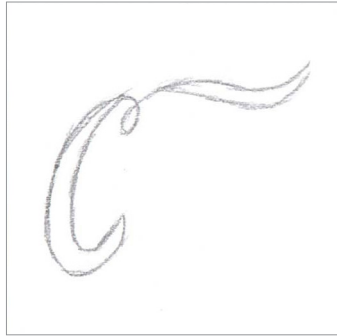
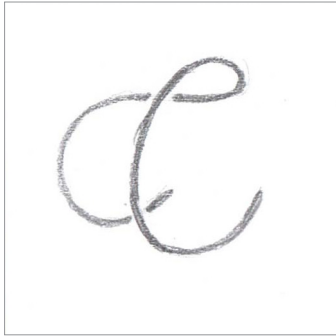
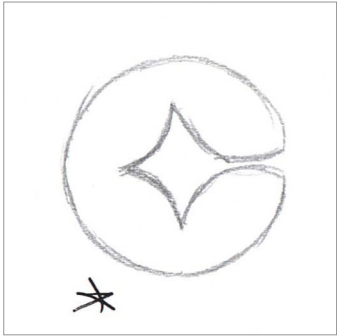
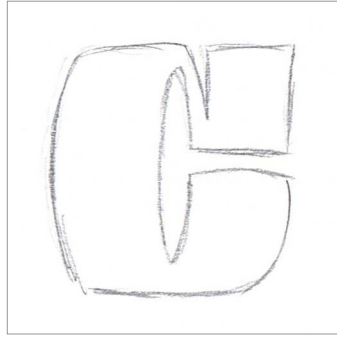
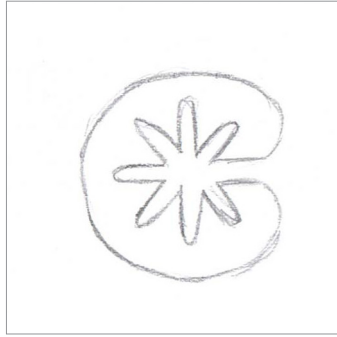
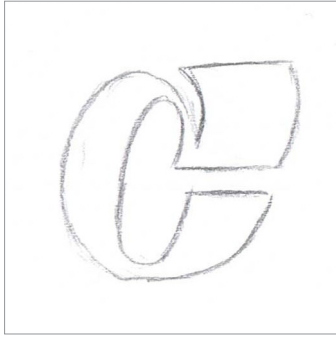
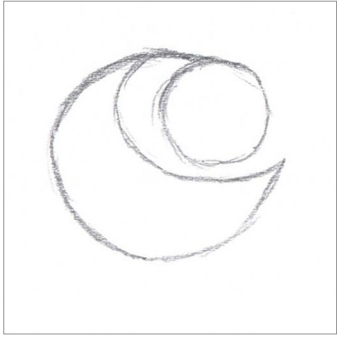
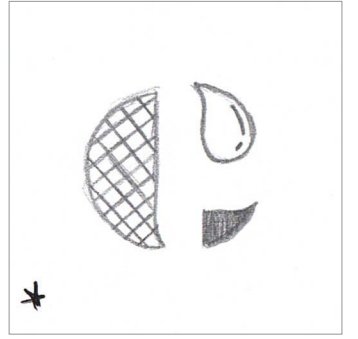
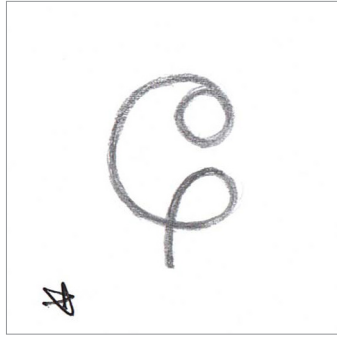
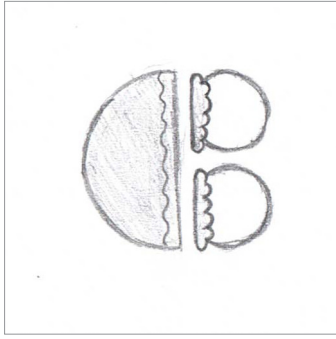
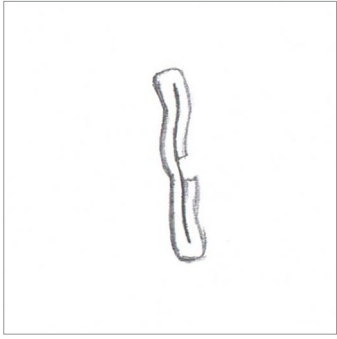
initial sketches, revisions, high-contrast

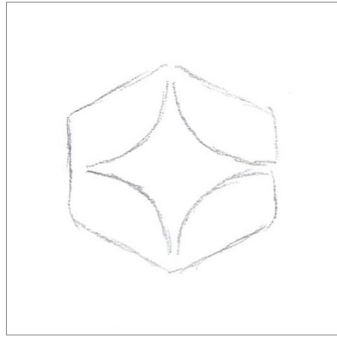
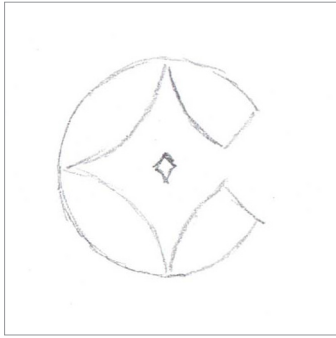
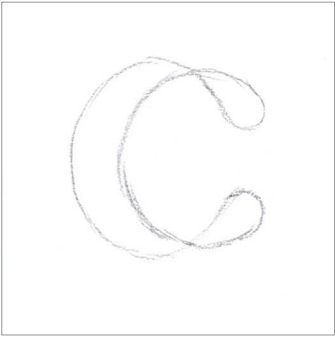
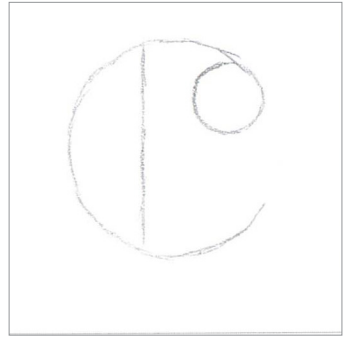
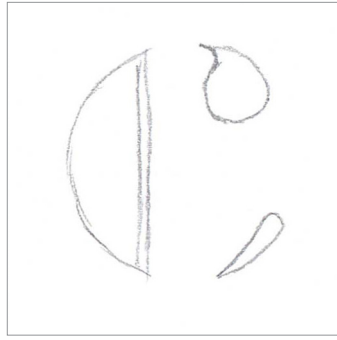
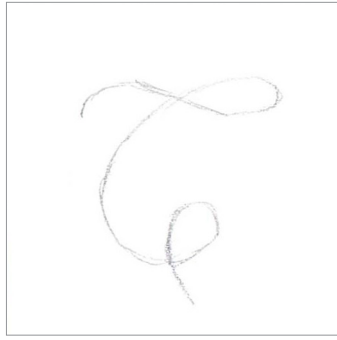
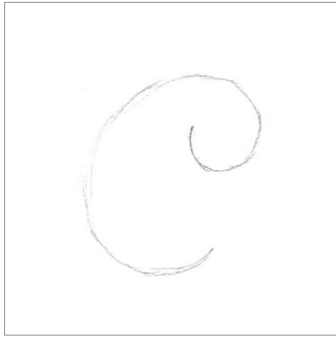
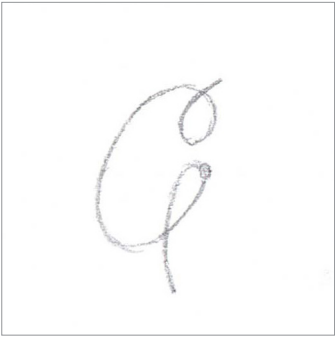












Chill

Chill

chill

chill

chill

* chill

Chill

CHILL

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* chill



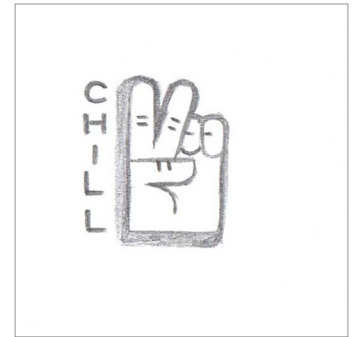
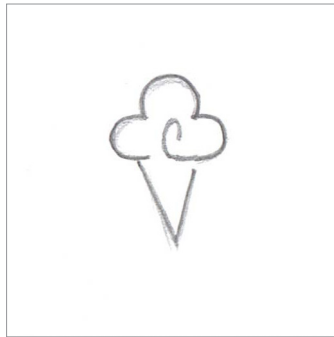
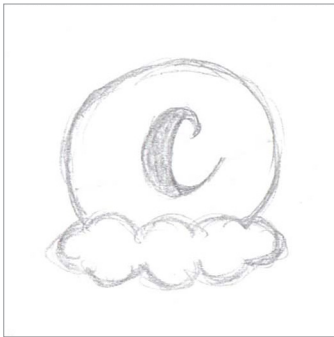
chill

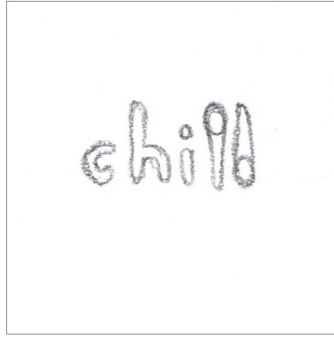


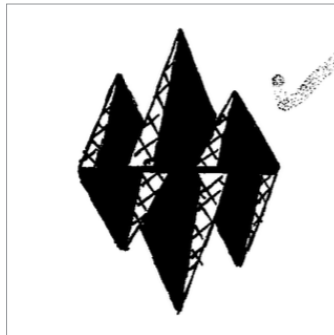
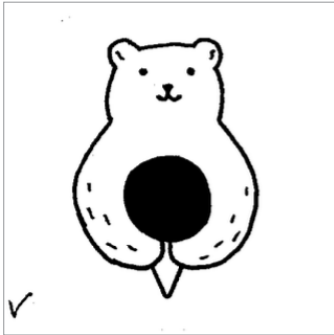
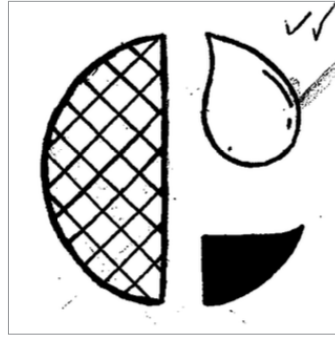
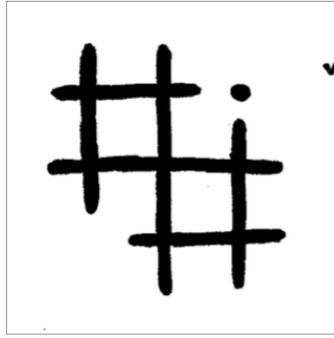
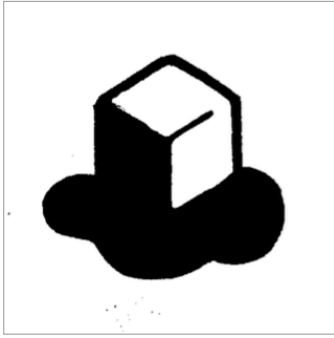
chill



Chill







final high contrast sketches

Company Name:
Chill Artisan Ice Cream.

Type of Business:
Retail.

Key Words:
Fun, unique, chill, sweet, quirky.

Company Mission Statement:
-

Competitors:
Pav's Creamery, Mary Coyle's, Handel's Ice Cream, Scoops.

How have you differentiated them from their competition?
Other local ice cream companies have more traditional logos and/or just feature a regular cone with a scoop of ice cream. These new marks proposes a more fun and quirky ideas take, bringing out the uniqueness of Chill and its locally-made ice cream flavors.

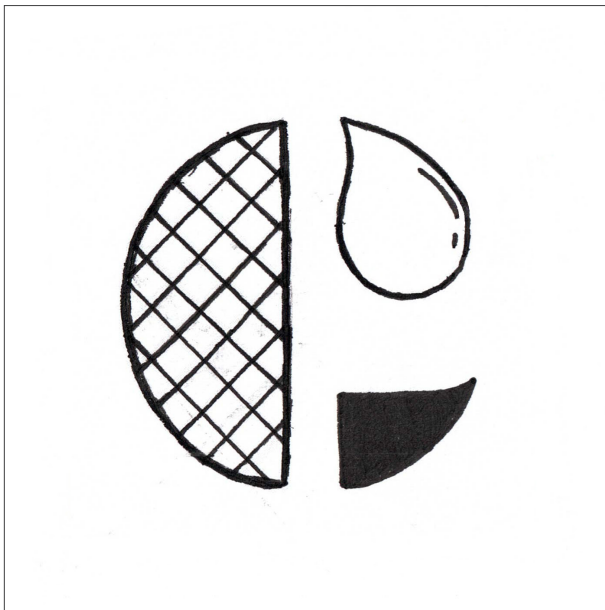
1. pictogram



2. abstract / symbol



3. monogram



4. wordmark



5. combination



initial digital marks

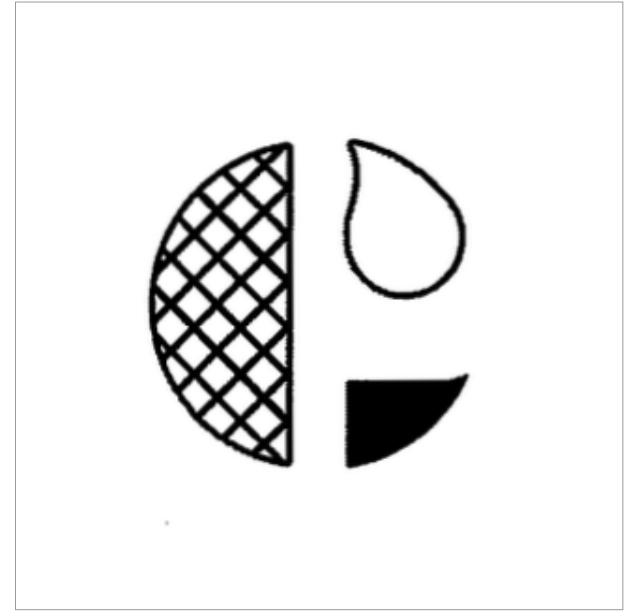
1. pictogram



2. abstract / symbol



3. monogram



4. wordmark



5. combination



digital mark exploration



ehjff ehjff ehjff



final digital mark



color exploration



color sheet



black



black

pantone



pms 4153 C



pms 2707 C

full color rgb, hex, & cmyk



rgb 30 90 145
hex #1e5a91
cmyk 93 68 18 4



rgb 200 215 255
hex #c8d7ff
cmyk 18 11 0 0

final letterhead system



CHILL
a local artisan
ice cream company



Dear **ABIGAIL CLIFFORD**,

Thank you for reaching out to us at **CHILL**. We are delighted to hear of your interest in our delightful ice cream treats and sweet confections. Your enthusiasm for our tasty delectable offerings is truly appreciated, and we can't wait to welcome you to our ice cream shop downtown!

At **CHILL**, we pride ourselves on serving a wide range of ice cream flavors that are carefully crafted to tantalize your taste buds. Whether you have a penchant for classic favorites or are looking to explore innovative and adventurous creations, we truly have something to cater to every palate. We want your visit to be a delightful experience, and our friendly staff is always available to provide recommendations, share our latest seasonal specials, and ensure your time with us is exceptional.

We understand that dietary preferences and special requests are important, and we are more than happy to accommodate them. If you have any specific dietary needs or preferences, please don't hesitate to let us know, and we will do our best to tailor your ice cream experience to your liking.

We look forward to meeting you and creating memorable moments together over scoops of our delicious ice cream.

Scoop you soon,
ZACK JAWORSKI
ZACK JAWORSKI
Co-Owner + Flavor Master

234.678.8008 209 South Main Street
www.chill-icecream.com Akron, OH 44398

letterhead



 **CHILL**
209 South Main Street
Akron, OH 44320

ABIGAIL CLIFFORD
2315 Old Trail Lane
Cleveland, OH 44333

envelope front



chill-icecream.com

envelope back

 **CHILL**
a local artisan
ice cream company

business card front

ZACK JAWORSKI Co-Owner + Flavor Master
330.867.5309
zackjaworski@chill.com
209 South Main Street
Akron, OH 44398
chill-icecream.com



business card back

letterhead system **mockup**



company card



owner letterhead system



CHILL
a local artisan
ice cream company



ZACK JAWORSKI
Co-Owner + Flavor Master
330.867.5309
zackjaworski@chill.com

Billed To:
ABIGAIL CLIFFORD
Old Trail School
2315 Old Trail Lane, Cleveland, OH 44333

DESCRIPTION	QUANTITY	PRICE
Chocolate Milk and Cookies (1 TUB) 3 GALLONS	3	\$255
Philadelphia Vanilla (1 TUB) 3 GALLONS	3	\$240
Brown Butter Shortbread Stout (1 TUB) 3 GALLONS	3	\$270
CHILL Ice Cream Bowls (1 UNIT) 100 BOWLS	2	\$40
CHILL Cake Cones (1 UNIT) 50 CONES	2	\$30

SUBTOTAL: \$835
TAX: 4.95
TOTAL: \$839.95

Make Payment To:
CHILL ICE CREAM
209 South Main Street, Akron, OH 44398

front



back

invoice mockup



invoice



rough ad campaign designs

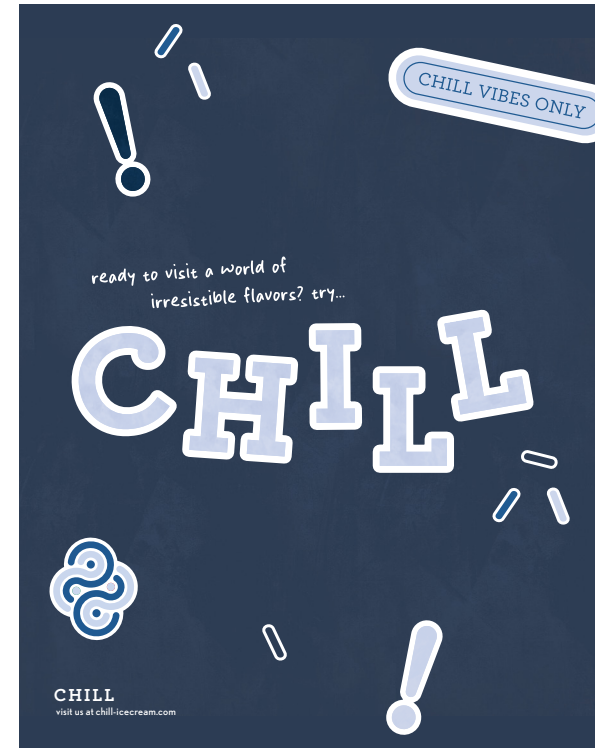




ad #1



ad #2



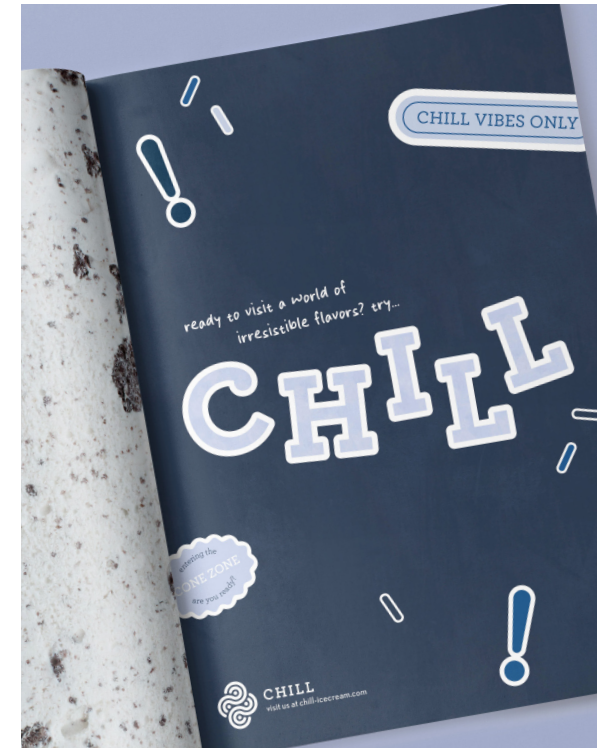
ad #3



ad #1



ad #2



ad #3



homepage



interior page

homepage & interior page mockups



homepage

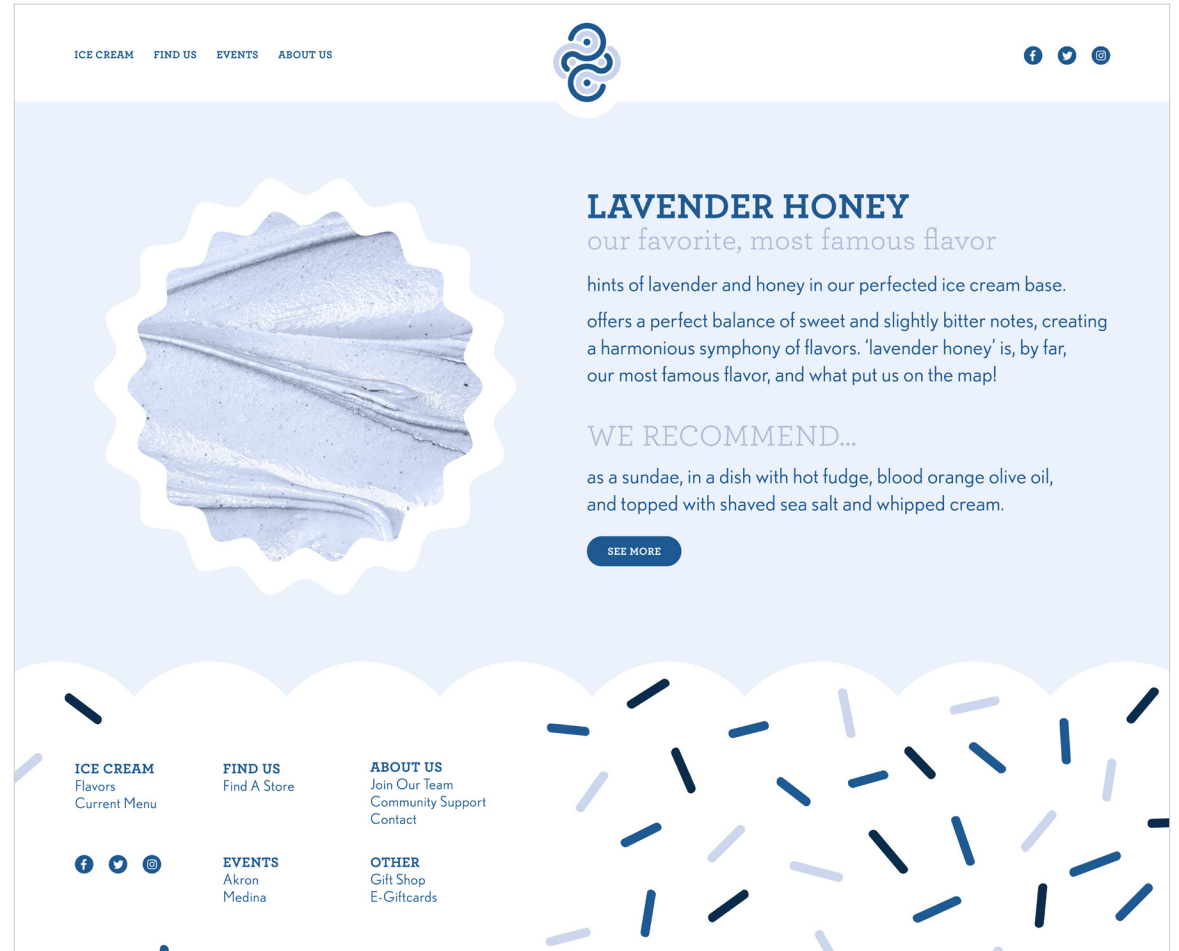


interior page

final email blast & attached page

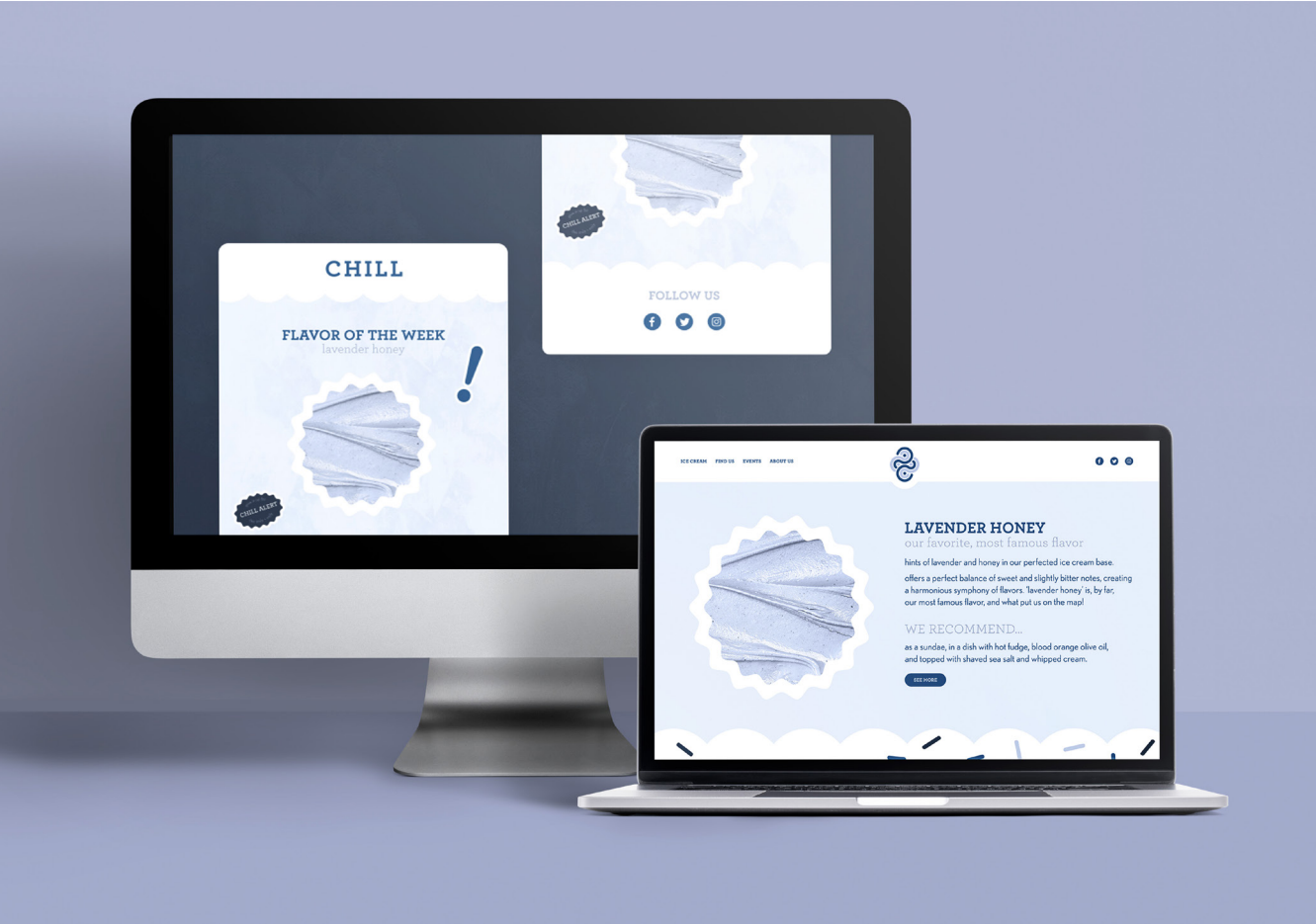


email blast



email blast attached page

email blast & attached page **mockup**



final mobile homepage, interior, & attached page



homepage



interior page



email blast attached page

mobile homepage, interior, & attached page **mockup**



rough ice cream bowl designs



final ice cream bowls



bowl #1



bowl #2



bowl #3



bowl #4

ice cream bowls **mockup**



ice cream bowls



rough ice cream pint designs





side graphic



lid graphic

ice cream pint **mockup**



ice cream pint



rough ice cream cone wrapper designs



final ice cream cone wrappers



wrapper #1



wrapper #2



wrapper #3

ice cream cone wrappers **physical build**



ice cream cone wrappers

exterior signage mockups



exterior signage



storefront

END

thank you!