

Project Background

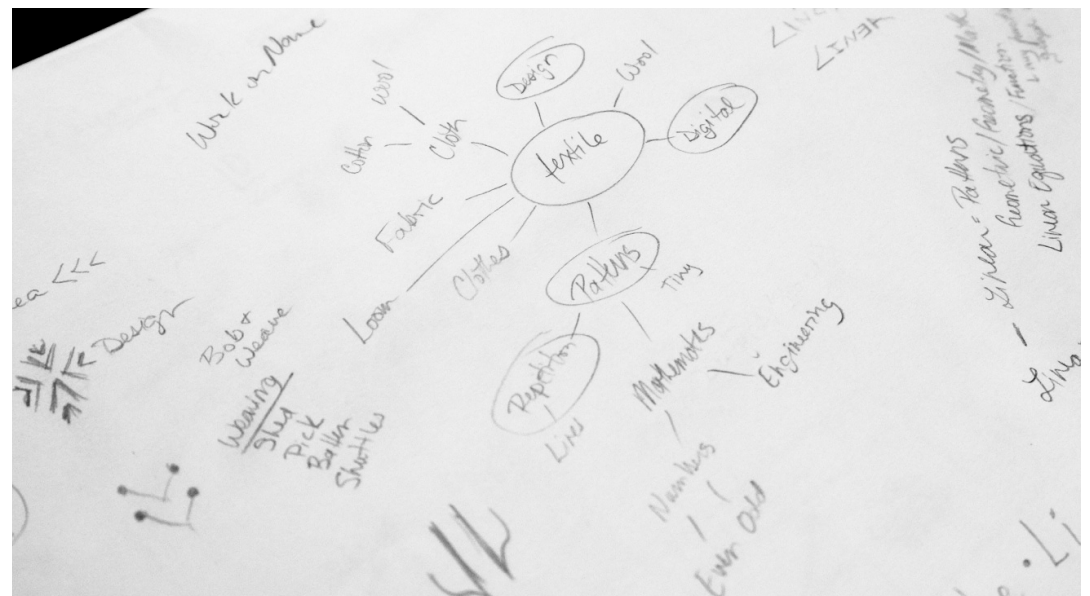
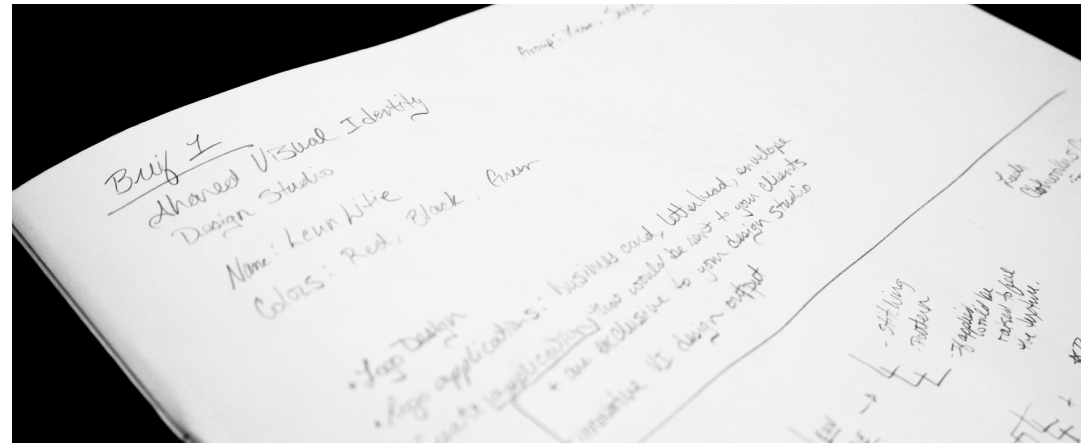
Shared Visual Identity

The aim of this project was to develop a visual identity for a design studio that reflects the expertise of designers from different backgrounds, based on the backgrounds of our student group.

The group of designers I worked with has backgrounds in both graphic and textile design. After discussing these design fields and gaining the understanding that both are connected through the vein of digital design, we had a solid foundation for our business. Our design studio would focus on graphic design, digital design, and branding. This business would also incorporate textile design practices and knowledge into digital and print design through the use of custom patterns for our clients.

The reach for this business extends from Leeds to Northern England with our target audience being local businesses in search of design services such as ours.

The main limitation and challenge of this project was figuring out a way to design a logo that equally represented the two backgrounds of design from our group in a cohesive, visually appealing, and balanced manner, while still representing the actual services of the business.



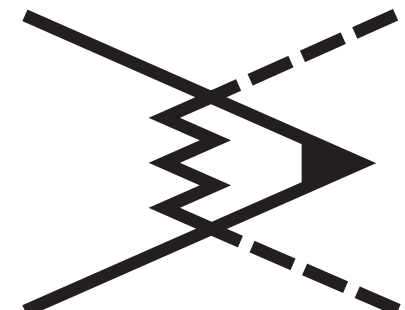
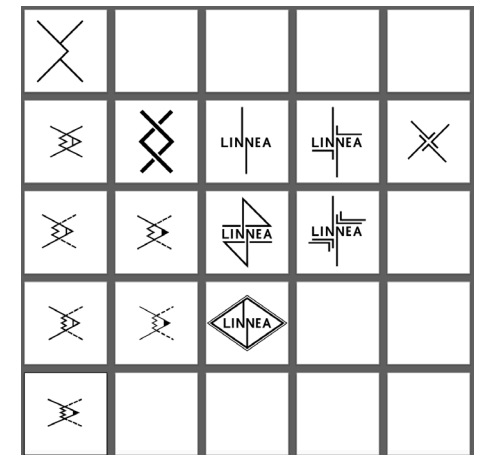
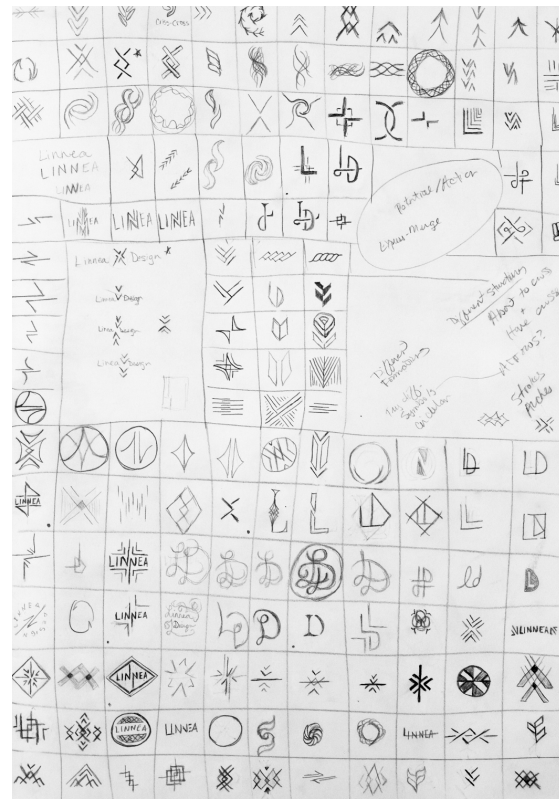
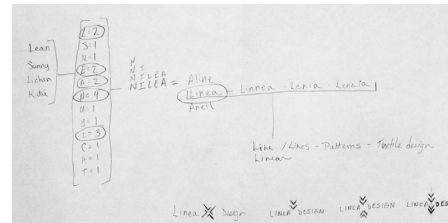
Concept

Shared Visual Identity

The business name for the design studio came from figuring out the most common letters in the names of my group members: N=4, I=3, L=2, E=2, A=2. I worked out a variety of names that only contained these five letters and decided on “Linnea”. As an alternative spelling to “linea”, the word is representative of lines, giving a connotation to both design and patterns which appropriately represents the two foundations of the business, graphic and textile design.

After developing a wide variety of marks that leaned more towards stitching and patterns, the final concept consists of a mark that is dynamic and shows the action of two things merging, just as the studio merged the skills of our designers.

What started out as two arrow-like shapes has developed into a mark consisting of one pencil-like arrow merging with a dashed, stitch-like arrow.

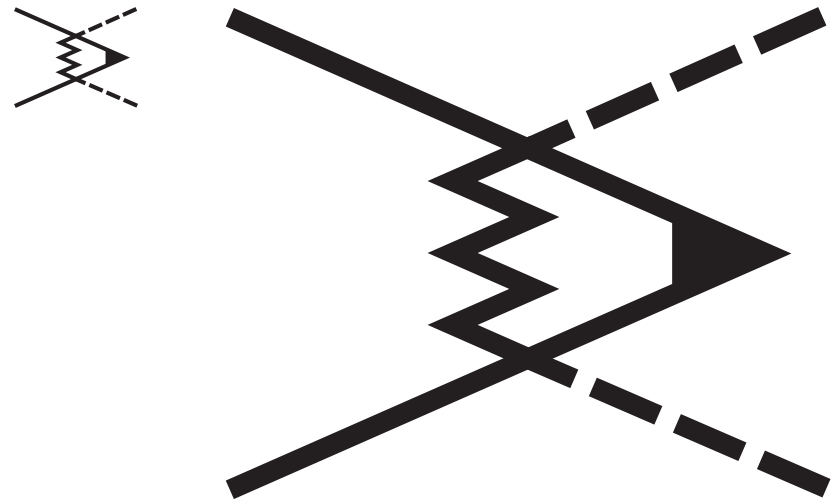


Design Solutions

Shared Visual Identity

Final design solution of the logo for Linnea is a cohesive and dynamic mark that represents graphic and textile design. The logo is scalable and can be used at large and small sizes, and is a shape that can work with any format.

The logo can be used alone or with “LINNEA”. The typeface chosen for this logo and other branding materials is Helvetica Neue. This typeface possesses a consistent stroke weight and when used with the medium weight font, gives the logo balance and consistency.



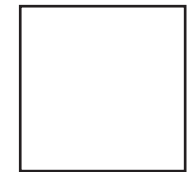
L I N N E A



22, 0, 12, 0



0, 0, 0, 70



0, 0, 0, 0

Design Solutions

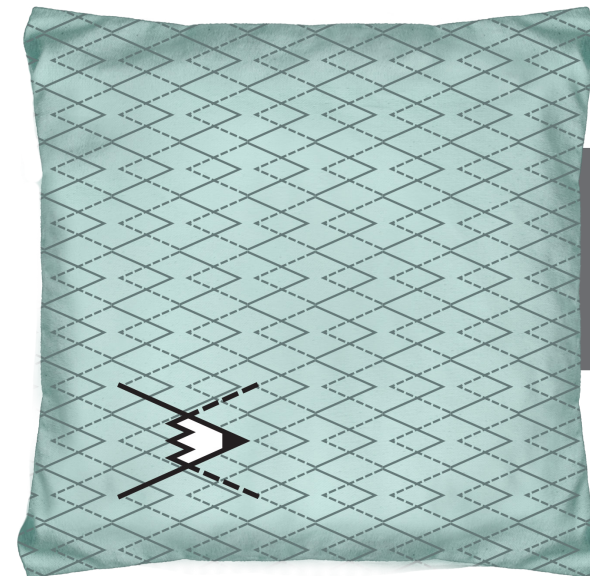
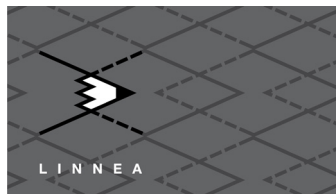


Design Solutions

Employee business cards would emphasize the employee's specialism by showing either the "pencil arrow" or "stitched arrow" for graphic designer and textile designer, respectively.



Final production of business cards would include a spot gloss on the logo, making it stand out over the gray.



Rest your head.



Let us do the work.

This promotional item would be sent to clients to promote Linnea and its services. This pillow is small enough to leave on one's desk (approximately 15.24 cm) and is meant to be used either humorously or practically by client's when they feel the need to rest their heads.