

Course Assignment: Style tile

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CA Report

Introduction

In this report, I will explain my thought process while creating the style tile for “Red Pepper Pizza”. I decided to go for a very simple logo, with elegant lines and font. The colors are very “material” like and very “matte”, this is done to communicate better to the modern target audience as “Red Pepper Pizza” was hoping for.

Pre-design Process

I started this assignment by reading the description a couple times, before heading into google and googling several pizza restaurants, both urban ones and classical ones. After spending a good amount of time, I headed for my notebook to write down several keywords about what the client wishes for, and also what types of colors, shapes and elements/textures I had in mind at the time.

Design Process

I started the design by laying out which colors I had in mind for the style tile and logo, and created a temporary palette. I then started sketching for logos, icons as well as looking up images that I potentially wanted to use as inspiration or otherwise in the design. I’ll go into more detail about the specifics around each element later in the report. After completing several sketches, I went ahead and tried to create them digitally, after a lot of meddling and thoughts about the logo I ended up with the one that’s on display today.

After completing the logo, I went ahead and started working on the actual style tile. I started off by looking more at other websites that sold pizza, and also referred to the assignment description once again. After feeling like I had a good idea of what I wanted I went onto google fonts and started looking for the perfect fonts, and surely enough I found the fonts that I thought would work best for the assignment.

After finding the correct fonts and assembling them in the style tile I started re-working the color palette, and changed most or all of the colors and ended up switching out the main color for the logo as well.

Palette/ colors

The palette has some very simple colors; Red, Green, Blue, Yellow, Grey and of course Black & White.

The reason I decided to go for such simple colors is because I wanted to keep the palette simplistic yet elegant and stylish. To be able to match the assignment description to keep it modern and urban I decided to make the colors very “matte” or “material-like”. Which makes it stand out, but also seem friendly and familiar.

Logo

The logo works on a very simple background “badge”, with elegant white line strokes which guides the viewers eyes towards the center of the logo. The text is highlighted in both variations of the logo as the text itself is in white/ transparent color which contrasts to the bold background colors of the badge.

The font gives the logo a very friendly and warm feel, instead of a typical bold sans-serif which might come of aggressive in certain situations, I wanted to create a logo which would provide the elegant and modern look the restaurant was looking for, but also keep the friendly traditional feel you normally get at an Italian place.

There were a lot of discussion around the logo, but after asking several fellow students, friends, teachers and family members, I decided to go with the version I was most confident in myself.

Font

The fonts chosen for the assignment are chosen to stand out, and seek attention yet have a calm and soothing feel whilst reading the text provided for the fonts.

Patterns

There are only three patterns included specifically in the style tile, this is because I feel like it's hard to pre-determine what kind of patterns and textures you would include on a website, flyer or other types of medium, as it all depends on the context. Although I did create or find three patterns I'm confident with.

1. The fade

The fade was simply chosen so that you may add the fade over an image to apply text to it, this to create a good flow in the design without interrupting the viewers eyes, but easily guide their eyes into the fade and further into the text.

2. The Paper

The paper texture/ pattern, is most likely the most important one in my opinion, as this gives a more relaxed background color to apply around text or elsewhere, I have never been a huge fan of the standard white color that a lot of websites go for, it feels rough and alarming. I wanted to provide the style tile with a more relaxed and modern feel.

3. The Wood

The wooden texture is simply a suggestion as a texture, as this is often associated with restaurants, after googling several Italian places this type of texture kept popping up or presenting itself to me.

Icons

I wanted to showcase an example set of icons, for the specific assignment I spent more time on the style tile, colors and logo rather than the icons. But to keep it short, I felt like the icons needed to display a form of urban/ modern feel as well as being simplistic and elegant.

Reflections

After spending several hours, around one week on the assignment, I feel like I'm rather confident with the end-product. I feel happy about the results within the given timeframe. But I wish I had spent more time on the specifics around the textures/ patterns and the icons. The colors and logo, I feel like both look good and match well together, I feel rather confident with the theory applied around it. In terms of the logo, I'm well aware that some users might've preferred a bolder/ sans serif approach to the logo. But, I feel like it's important as a designer to be confident in one's design and go for what I feel confident with.

I could never deliver something I were not happy with, which is why I didn't listen to some of my teachers, friends and family members. If this was a real-life scenario, I would

communicate with the business owners, and present my favorite possibilities and argue for them, if the owners preferred a different version, I would go for that one.