

CreativEnvironment

PROCESS BOOK

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**PROJECT 2:
REBRAND CAMPAIGN**



F A L L 2 0 2 3

TOC

CREATIVE BRIEF

Values

CreativEnvironment is an organization dedicated to empowering the underserved market, as our core values are the cornerstone of our mission. We are deeply committed to assisting individuals with limited resources, guiding them through the intricate world of design and advertisement. Rooted in education, compassion, and creativity, our founder's vision is to uplift marginalized voices and provide equal opportunities for growth and success.

Voice

Compassionate	Thriving
Informative	Educational
Visionary	Inspiring
Determined	Inclusive
Supportive	

Uses

- Social Media
- Workshops
- Mentorship
- Networking Events
- Branding
- Marketing

Mission

Our mission is to empower our clients through design, education, promotion, and direction.

MOOD BOARD



NEW LOGO



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Abbreviated Standards Manual

Logo



For the logo, we decided to use this one as we felt like it does well in displaying the purpose of the brand. The purpose is to help smaller companies, entrepreneurs, and others to grow their brand and expose them to a wider audience. The original logo didn't really feel like it was doing that, and looked like it was for another purpose. The logo we chose was created in a way to help the client's brand to stick out more than any competitors and that it welcomes everyone, in a vague way. Although the brand's purpose was to mainly help women of color with business ventures and brand recognition, Vagueness was key so that it doesn't sound like an exclusive brand. Green colors were the best choice as the color itself has a good feeling to it.

Logo Font: Montserrat Light
Tagline Font: Avenir Medium

Chosen Type Families

- Century Gothic Pro Bold: After some feedback, we decided to use Century Gothic Pro as it is similar to poppins and helps the main headers pop out more. It uses the #8C391B color as to pop out more compared to the rest of the text that will be presented in printed cards, or the websites.
- Century Gothic Pro Regular: This font was chosen mainly for normal text, since we felt like century gothic is more reliable for smaller text than other fonts.
- Century Gothic Regular: Lastly, this font will be used for the text links. Even though its not as bright as the first color, It will still be easy to spot with the font and the #7C7447
- PT Serif Bold: This font may not be as big as Century Gothic Pro Bold, It's still pretty readable and easy to see. It uses the #7C7447 color as for it to fit the theme of the brand. The Sub-header will utilize the font.
- PT Serif Regular: This font will be used for captions using the same color as the header that is using century gothic pro bold. Although It might look small, the colors make them stick out more than the normal text.

This is an Example of a Header

Font: Century Gothic Pro Bold #8C391B

This is an Example of a Sub-Header

Font: PT Serif Bold #7C7447

This is an example of what body copy will look like. This should display the font choice, font style, color and line spacing information. This body copy example needs to be consistent across all pages of the website. Use placeholder text to create multiple lines of text to get a better idea of tracking and spacing. You may generate placeholder text from <http://www.lipsum.com>.

 Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit

Font: Century Gothic Pro Regular #000000

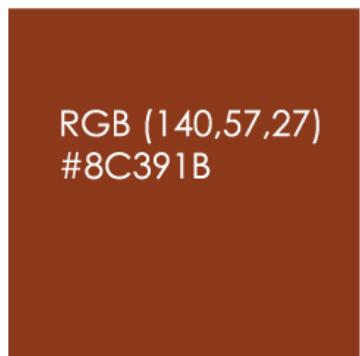
This is an example of what a caption will look like. This should display the font choice, font style, color and line spacing information. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore.

Font: PT Serif Regular #BF612A

[This is an example of a Text link »](#)

Font: Century Gothic Regular #54592D

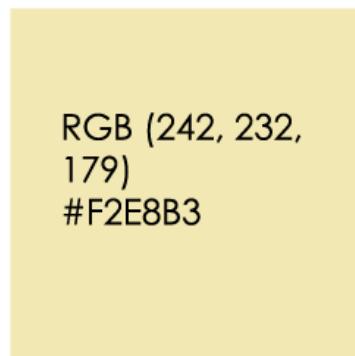
Color Palette



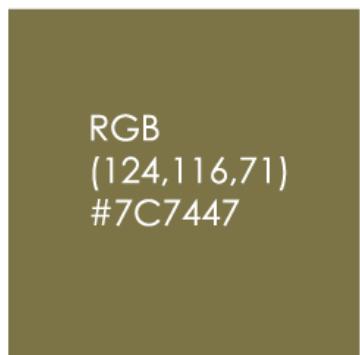
RGB (140,57,27)
#8C391B



RGB
(191,97,42)
#BF612A



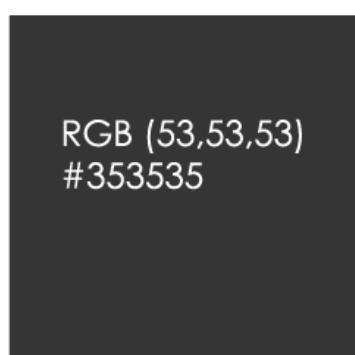
RGB (242, 232,
179)
#F2E8B3



RGB
(124,116,71)
#7C7447



RGB (84,89,45)
#54592D



RGB (53,53,53)
#353535

The greens are meant more as to give the audience a more welcoming experience and a place to "Grow" their brand.

The dark orange colors are meant to give a professional feeling since the brand is focusing on making sure these brands grow and do well, while also being vague on who the audience is for.

Black is just a color to bring everything together in an equilibrium, and making sure the colors don't compete with each other.

Correct Use of Logo



The logos on the left are free to use either with a black background or white as it helps the logo appear more visible. The white logo can be used with different colors as the logo and name can be visible, but should only be made using the provided color pallet to fit the feel of the brand.



Incorrect Use of Logo



The company name shouldn't have its name on the left side or above the logo as it conflicts with the purpose of the logo, as it's supposed to be the first thing you see.



Different colors for the logo makes it unpleasant to the viewer and makes the feeling of it uneven. It doesn't give off a welcoming feeling and makes the look confusing.



Although the logo is visible, the direction is off as it's using colors that conflict with the vision of the brand. The colors must be from the color pallet.

Logo orientations



The logo must be within a box this size, along with everything centered. For the horizontal version, everything must be centered as well, along with the box not touching any of the lettering. There should still be enough space between the border, logo and name of the company.

Super graphics, textures, and Patterns



STATIONARY SET



Cover Page



8.5x11" Letterhead



3x2.5" Business Card



We Appreciate Business!

On behalf of CreativEnvironment,
we wanted to say thanks for choosing us.
Please let us know if there's any other
work we can help you with.

5x7 Thank You Card



Stickers

ZOOM BRANDED SCREENS



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tags



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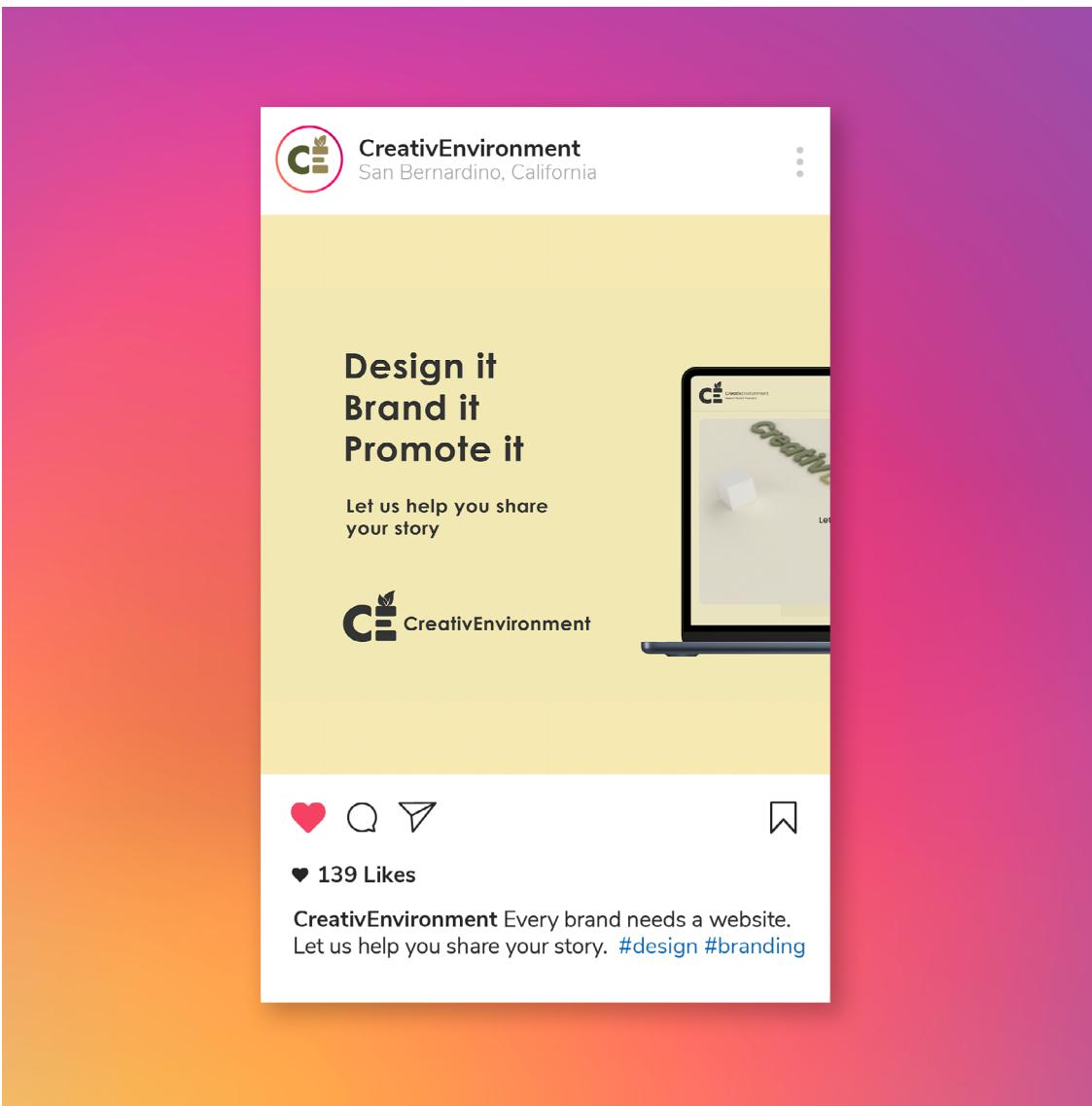




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WEBSITE & MOBILE CONCEPT

SOCIAL MEDIA CONTENT



PROCESS STATEMENT

Our design process is a collaborative journey that combines research, creativity, and communication. It begins with a deep dive into understanding the brand we are rebranding. This involves thorough research using the resources provided and insights from Professor Martin. This research forms the foundation of our design brief, which evolves with the valuable feedback of our client.

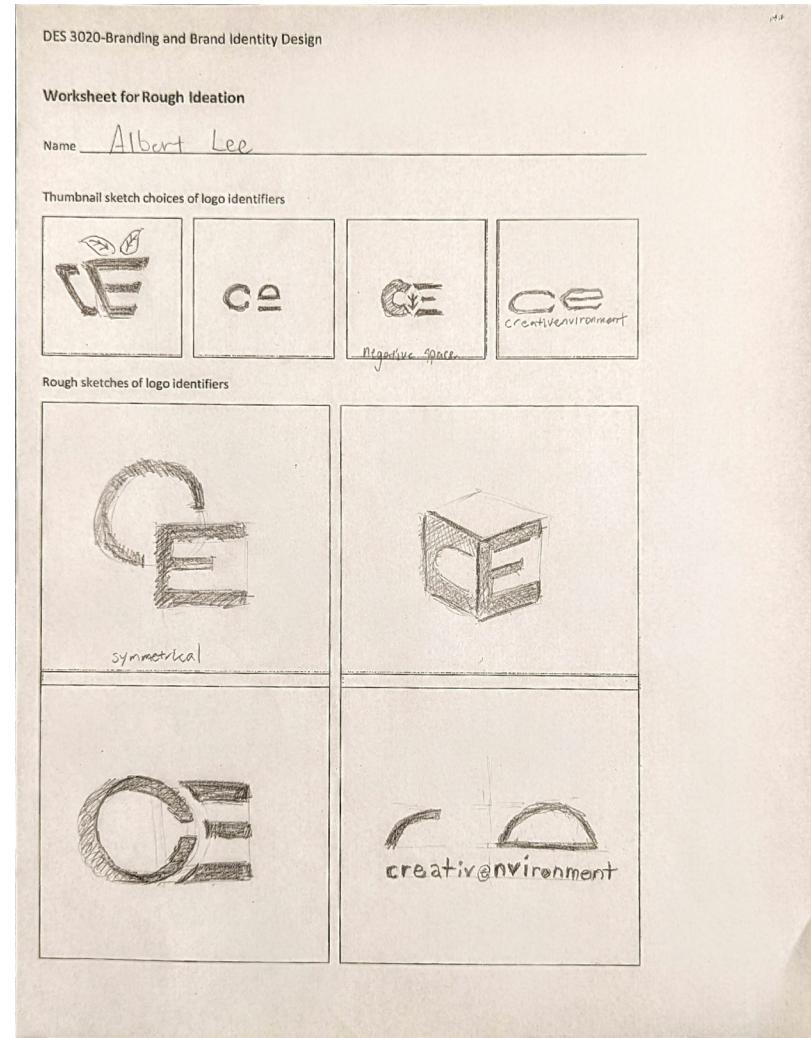
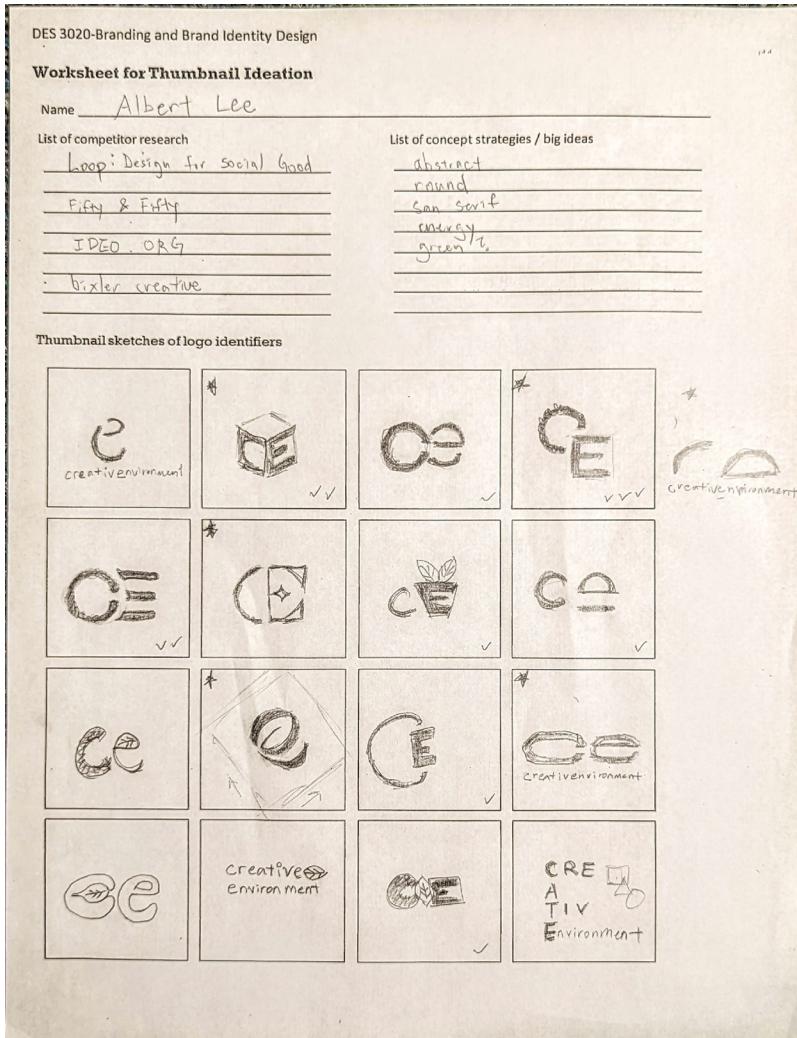
We then transition into the creative phase, sketching out our ideas and seeking client feedback on the logo design. This collaborative approach ensures that our final logo comp aligns with the client's vision. With the logo decided, we develop a comprehensive style guide, detailing our color scheme, font types, and button examples. This guide, however, is not set in stone. It evolves based on client feedback, with changes implemented to enhance the overall design.

The team then branches out to work on their individual roles, each bringing a unique skill set to the table. Martin handles the stationary set, creating designs that resonate with the client. Albert takes on the digital components, ensuring the design elements are cohesive across all platforms. Juan and I, as content organizers, keep the project on track, updating and reporting on our progress.

Juan is also responsible for the abbreviated standards manual and preparing the files for the client. Meanwhile, I take care of the course deliverable, creating an interactive PDF that encapsulates everything we have done for the rebranding.

Our design process is a testament to our commitment to collaboration, creativity, and client satisfaction. It's a dynamic, evolving process that ensures we deliver a rebranding that truly reflects the brand's identity and vision.

HAND DRAWN THUMBS & IDEATION



Worksheet for Thumbnail Ideation

Name _____

List of competitor research

List of concept strategies / big ideas

Thumbnail sketches of logo identifiers

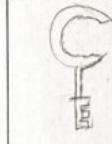
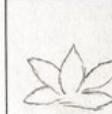
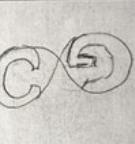
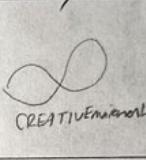
Love / Hope / Help Education



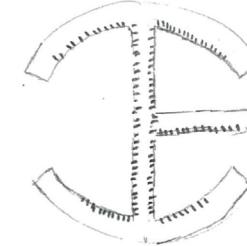
wisdom

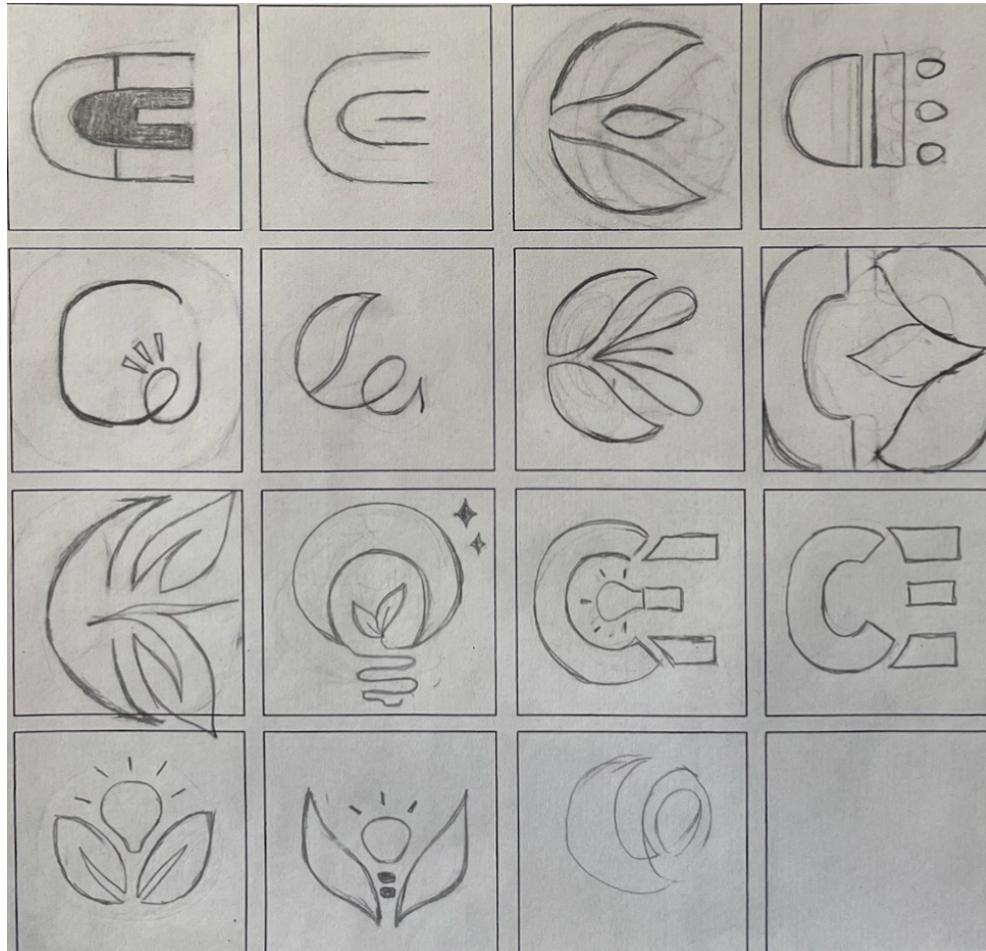


unity

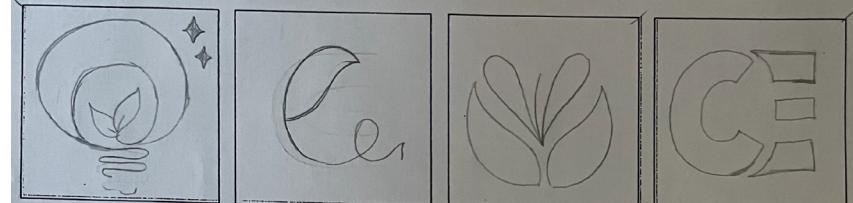


Rough sketches of logo identifiers

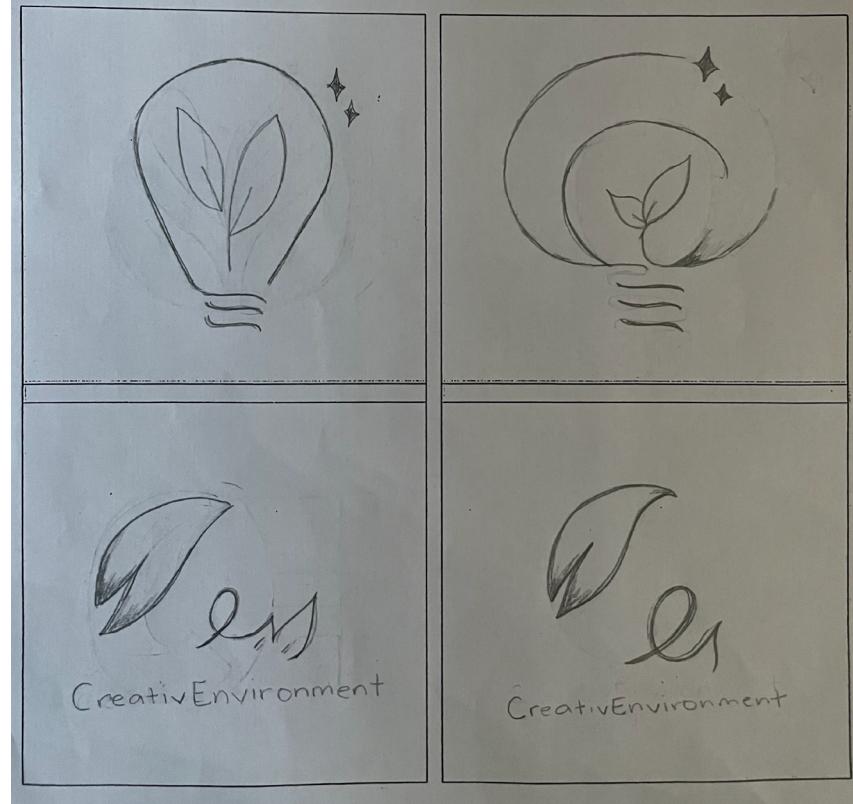




Thumbnail sketch choices of logo identifiers



Rough sketches of logo identifiers



Worksheet for Thumbnail Ideation

Name Juan Carrillo

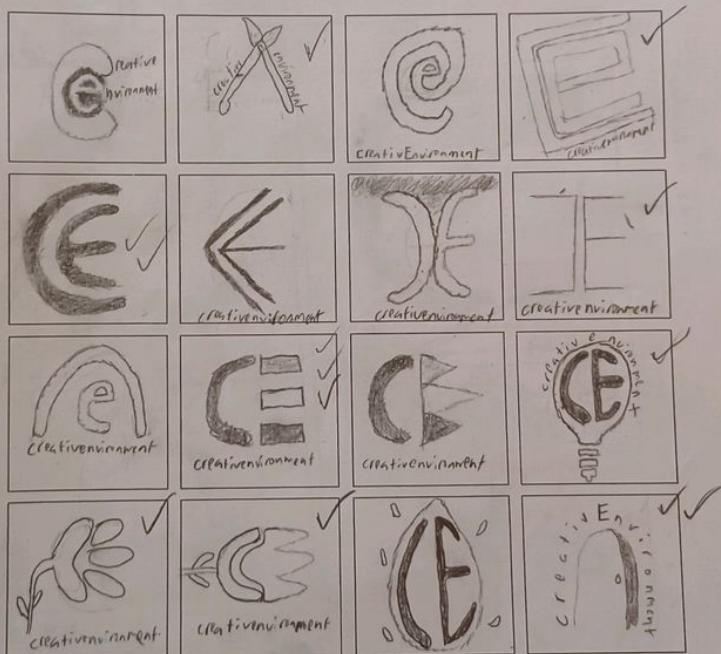
List of competitor research

Merge
Amra 8 Lima
Salesforce
Memory Box
Carmie
Working for women
Score
Elevate my brand.

List of concept strategies / big ideas

Inspiring
Helpful
Nonprofit cloud marketing
Abstract
Digital campaigns / Marketing
Email marketing
Service straight to the point
Helpful

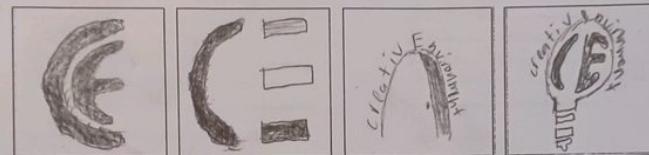
Thumbnail sketches of logo identifiers



Worksheet for Rough Ideation

Name Juan Carrillo

Thumbnail sketch choices of logo identifiers



Rough sketches of logo identifiers

