



STORM

HAILEY THORP | PROCESS DOCUMENT | DIS COPENHAGEN | SUMMER 2015

TABLE OF CONTENTS

PROJECT INTRODUCTION		POSTER	
03	Introduction	16	Poster Description
04	Existing Branding	17	Poster Drafts
05	Visual Approach	18	Final Poster
TYPOGRAPHY		FINAL DESIGNS	
07	Typography Approach	19 - 24	Final Designs
08	Typography Sketches		
09 - 10	Typography Process		
11	Final Alphabet		
LOGO			
13	Existing Logo		
14	Final Logo		

INTRODUCTION

During the summer of 2015, I went to Copenhagen to study graphic design. Our main project was to completely rebrand local clothing store, Storm. Storm is an incredibly popular, upscale store in Copenhagen that carries everything from candles to sneakers to books to dresses. We had the privilege of getting a tour and one-on-one talk with the founder and owner of Storm, Rasmus Storm. He gave us important information on Storm, including the history of the store and the general themes/ styles they seek out. Overall, their style mixes sporty and simple with luxurious and offbeat elements. Many of the products they carry are classic pieces with unique additions and twists.

EXISTING BRANDING

Current Branding

Storm's current branding is very sleek and simple. They focus on sans serif fonts and neutral colors with pops of neon pink and orange. They also developed a custom font for display type that can be viewed in very few spots including the titles of products on the website.

Critiques

Although the branding of Storm is nice, it seems a bit outdated and plain for such an eclectic, creative store. I wanted to make the feeling of the branding more closely match the feeling of the store itself.



VISUAL APPROACH

My main goal in redesigning the branding for Storm, is to make Storm's material more closely match the trendy, daring clothing and objects they carry.

Keywords

Modern
Bright
Versatile
Graphic
Crisp

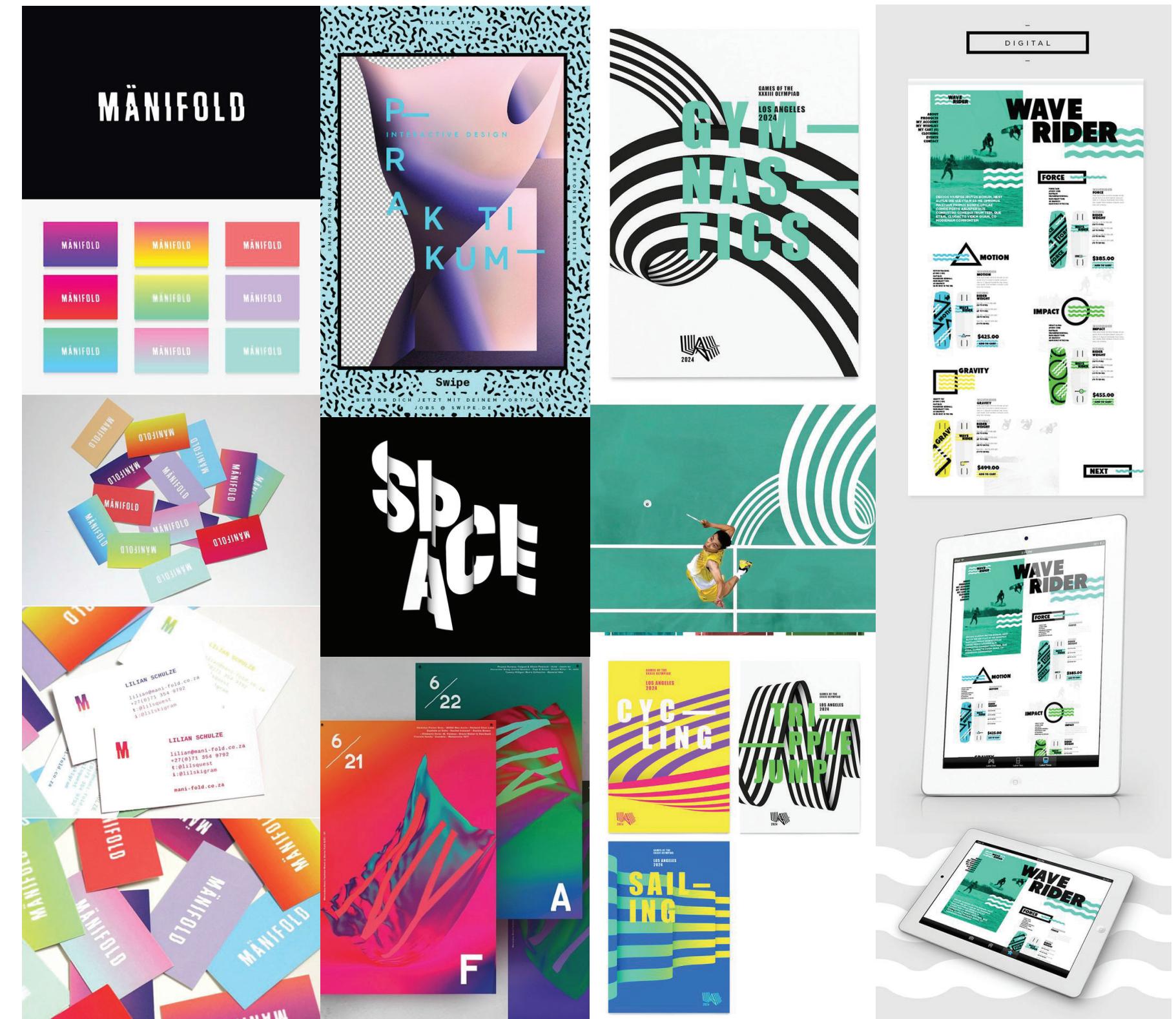
Colors

eb233c

404041

000000

ffffff



TYPOGRAPHY

TYPOGRAPHY APPROACH

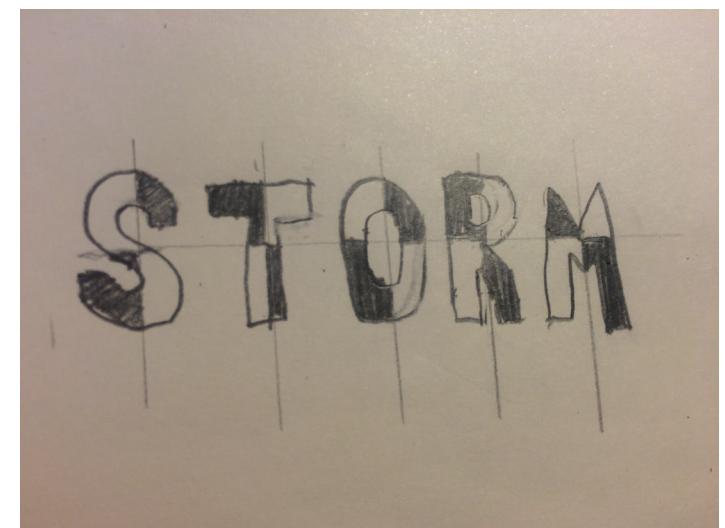
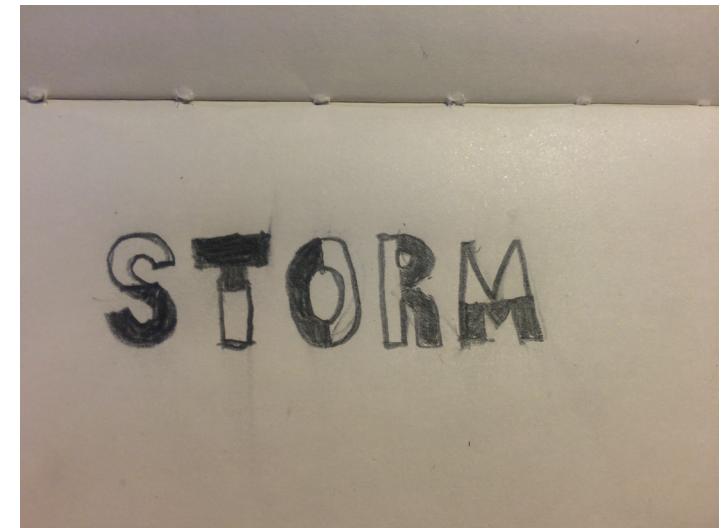
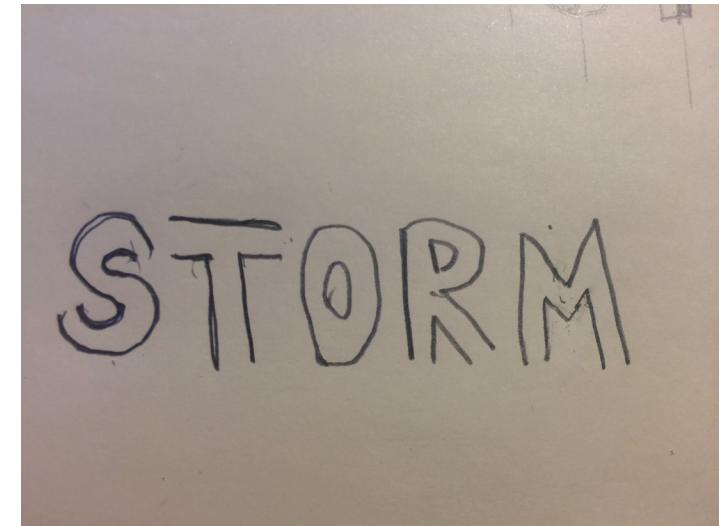
I wanted to make my overall design approach very focused on typography. In order to achieve this, I decided to create a very unique, experimental typeface to use as the main focus of my designs. A lot of the products sold at Storm focus on experimental type as well. I used this as a tool to integrate my designs into the existing styles in Storm so that I can achieve my goal of more closely following the styles they sell.



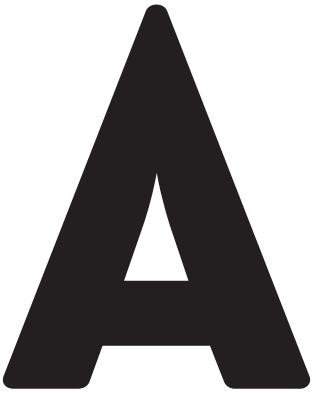
TYPOGRAPHY SKETCHES

I wanted to make my type a spin off of a Scandinavian looking sans serif font in order to tie in the connection Storm has to Scandinavian culture and style. In order to do this, I decided to choose an existing font and alter it to speak to the idea of so much of Storm's style being twists on classic designs.

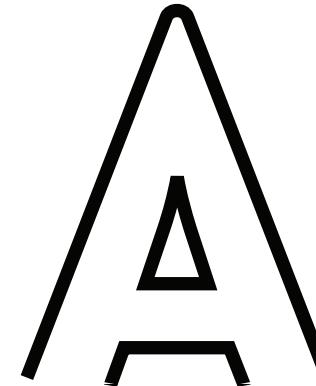
I experimented with how I would implement this idea in many ways including splitting the letters in half and shifting the halves in different directions, taking the endpieces off of the letters and leaving the contours of the letters, and using color only on certain parts of the letters. In the end, I combined pieces of all of these ideas.



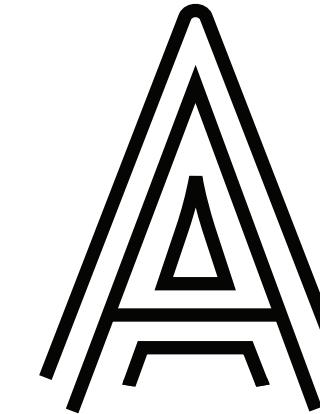
TYPOGRAPHY PROCESS



I chose to alter Baron Neue Black because it has that heavy weight but still maintains a crisp, Scaniavian style sans serif profile.

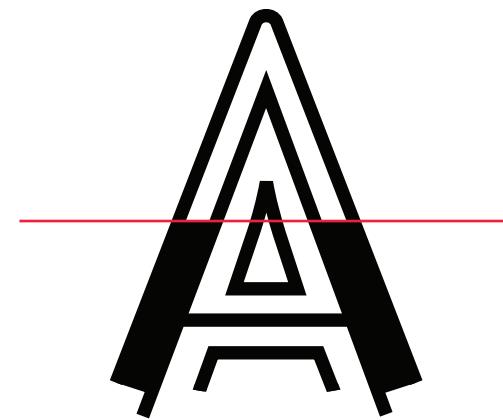


I reduced each letter down to only lines and then removed the open ends of each part.

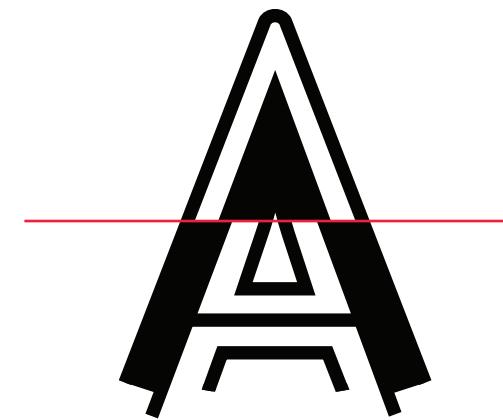


Next, I drew lines that followed the exact centers of the letter's outline and extended the bottoms slightly past the open ends (made in the previous step.)

TYPOGRAPHY PROCESS



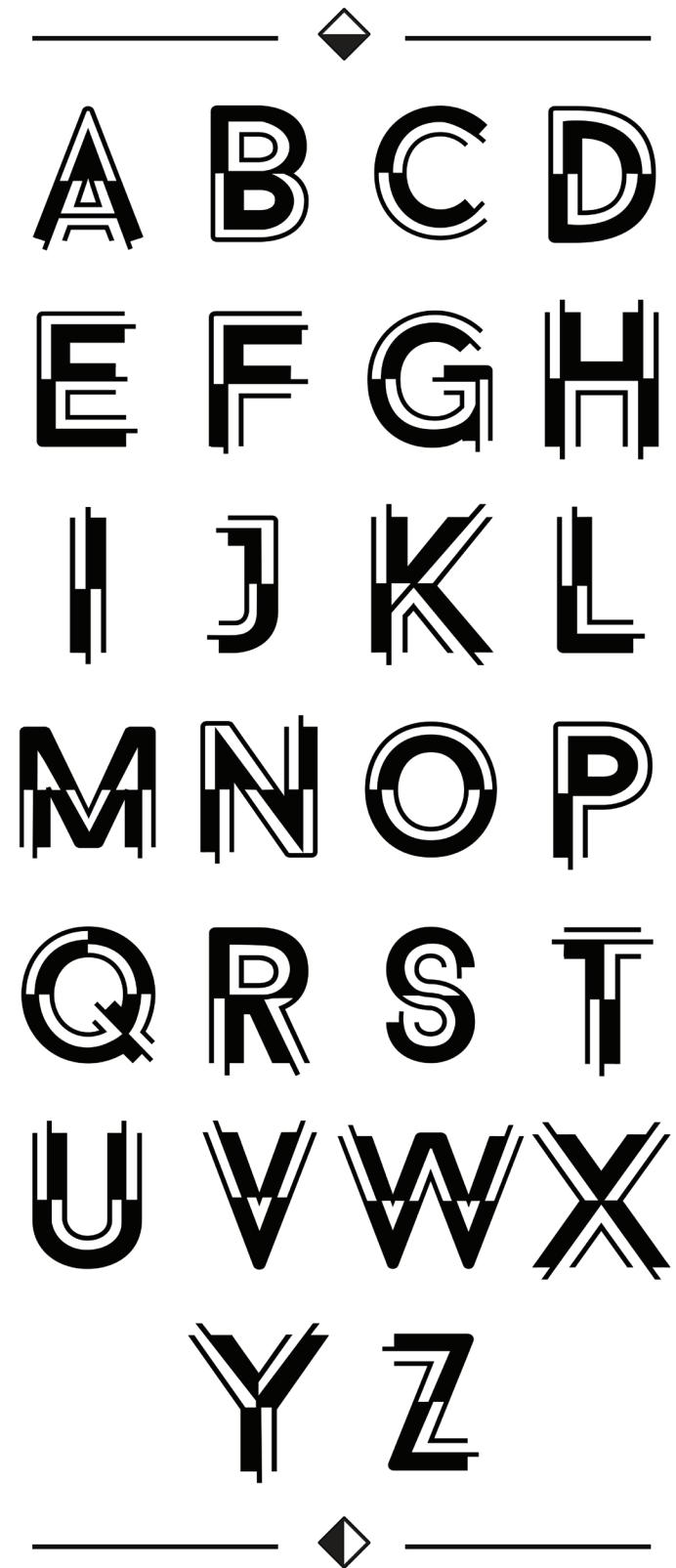
I split each letter in half vertically, then filled in the outer bottom half of the letter.



I then did the same to the upper inner half of the letter.

FINAL ALPHABET

I applied the same process to every letter, altering it slightly depending on the shape of the letter. The letter 'Q' was particularly difficult because the round shape combined with the line coming out of it, made it impossible to create that cohesive mirrored effect. I decided to mirror the top half as well so that the rest of the letter could be mirrored.



LOGO

EXISTING LOGO



Although the existing logo is nice and simple, I wanted to make something that matched Storm's style more, so naturally, I used the alphabet I made.

FINAL LOGO

One of the requirements Rasmus Storm made for the logo, was that we keep “Design Art Fashion” in it. I decided to make the word Storm from the alphabet I altered, and then add “Design Art Fashion” in the same font except unaltered. Although both alphabets look quite different, since mine is made from Baron Neue, the two naturally work together.

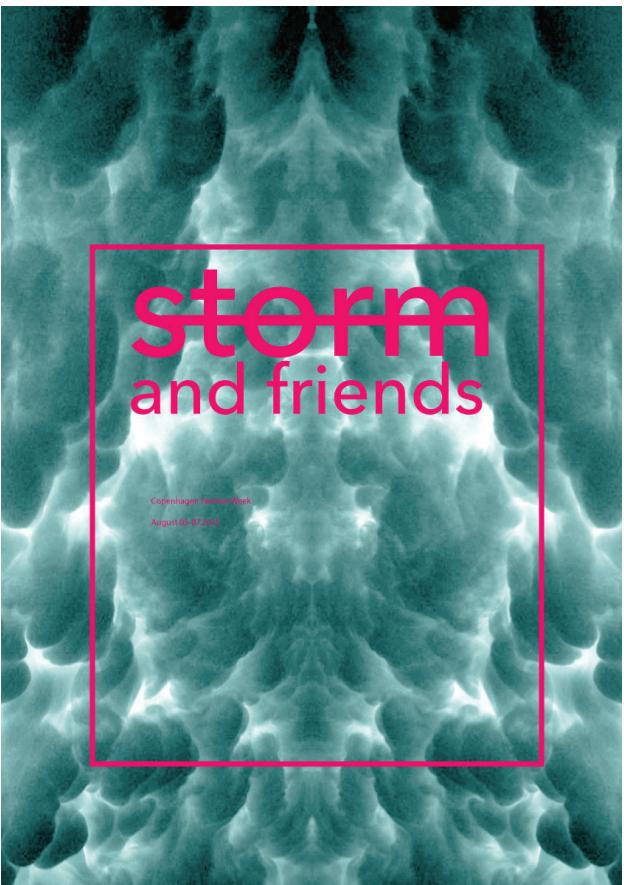


POSTER

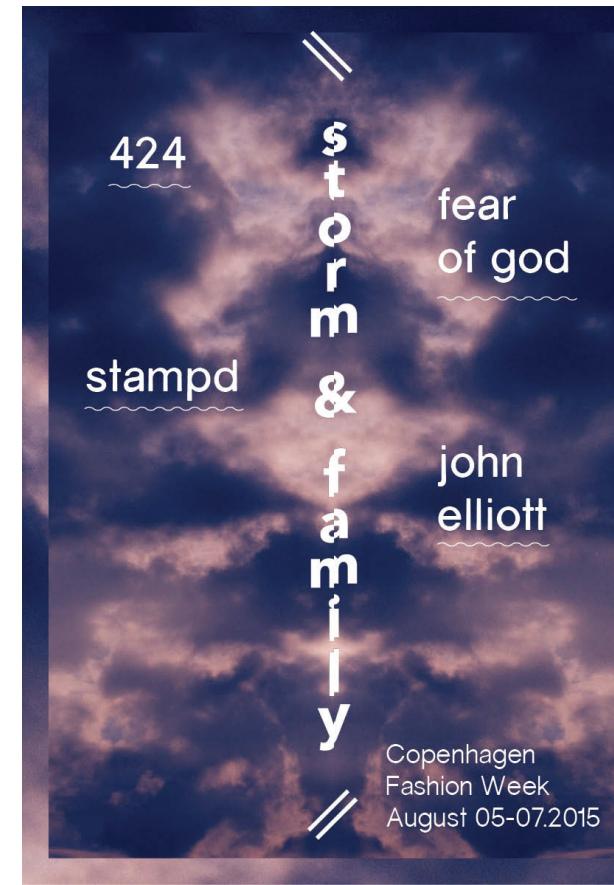
POSTER DESCRIPTION

A very important part of our assignment was a poster design for a fashion show Storm held for Copenhagen Fashion Week called “Storm & Family.” The only restrictions were that we needed to have the title of the event, the names of the designers presenting, the date and time, the location and Storm’s website.

POSTER DRAFTS



My first attempt at the poster didn't quite fit with the style and alphabet I had already decided on and the space underneath the title was an awkward shape for the content I wanted to add.



In my second attempt, I added in some more of the shapes and styles from the logo but the hierarchy was still off.



I decided to utilize my alphabet to better tie my style into the design of my poster but the organization of information was still extremely off.

FINAL POSTER

By increasing the size of the text, I was able to balance the information much more evenly. I also chose to add a wavy distorted pattern to the background in order to draw the viewer's eye across the design and to tie the background into the foreground. I kept the colors fairly neutral since I went with such a visually busy design.



FINAL DESIGNS

STORM

DESIGN / ART / FASHION



STORM

DESIGN / ART / FASHION





STORM
DESIGN / ART / FASHION



THANK YOU!