

**identity**  
**design**

**BUT FIRST... ABOUT ME!**

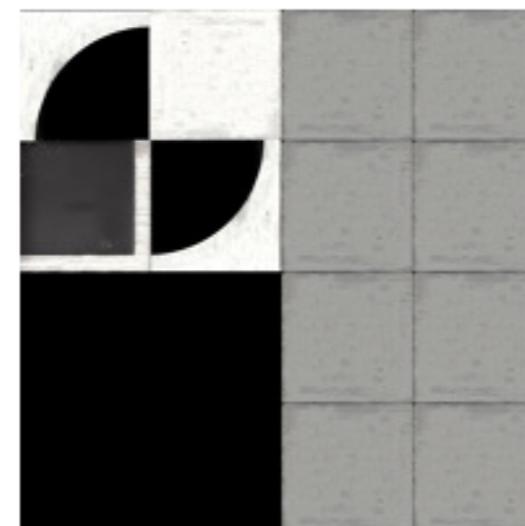
UNIVERSITY OF CALIFORNIA  
BERKELEY  
B.A. ARCHITECTURE  
2004



HARVARD UNIVERSITY  
GRADUATE SCHOOL OF DESIGN  
MASTER IN ARCHITECTURE  
2013

Graphic Designer  
Architectural Designer  
Editorial Designer  
Painter + Illustrator  
Teacher Of Drawing  
Maker Of Things

# GABRIELLE PIAZZA PATAWARAN



[About](#)  
[Contact](#)

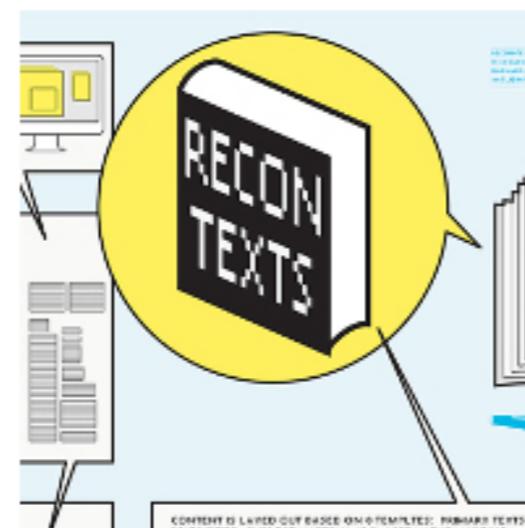
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[Library 2032](#)  
[Student Handbooks](#)  
[Whale Station](#)  
[Facets](#)  
[Rooms within Rooms](#)  
[Snowpocalypse !](#)  
[North End Library](#)

Following (0)

## The Architecture of Perfection

*Architecture, Model Making, Abstract*



## Recon-Texts for Labrary

*Publication, Graphic Design, Prototyping*



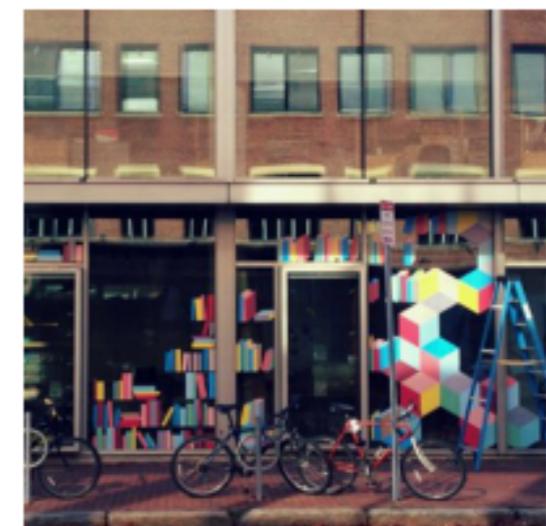
## Sequential Permutations

*Architecture, Rendering, Model Making*



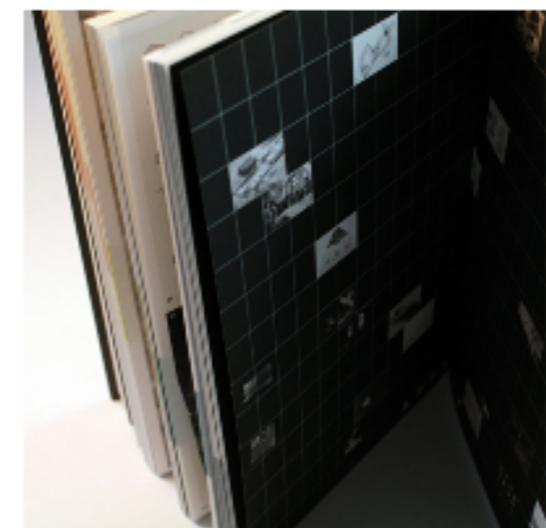
## Minimal / Maximal

*Architecture, Landscape Architecture, Model Making*



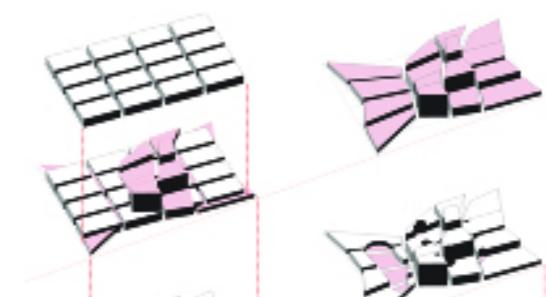
## Labrary for the Library Test Kitchen

*Exhibition, Branding, Identity*



## Platform 5

*Publication, Graphic Design, Editorial*



## R

*Architecture*



# DESIGN

Design necessitates considering the aesthetic, functional, economic and sociopolitical dimensions of both the design object and design process. It may involve considerable research, thought, modeling, interactive adjustment, and re-design. Meanwhile, diverse kinds of objects may be designed, including clothing, graphical user interfaces, skyscrapers, corporate identities, business processes and even methods of designing.

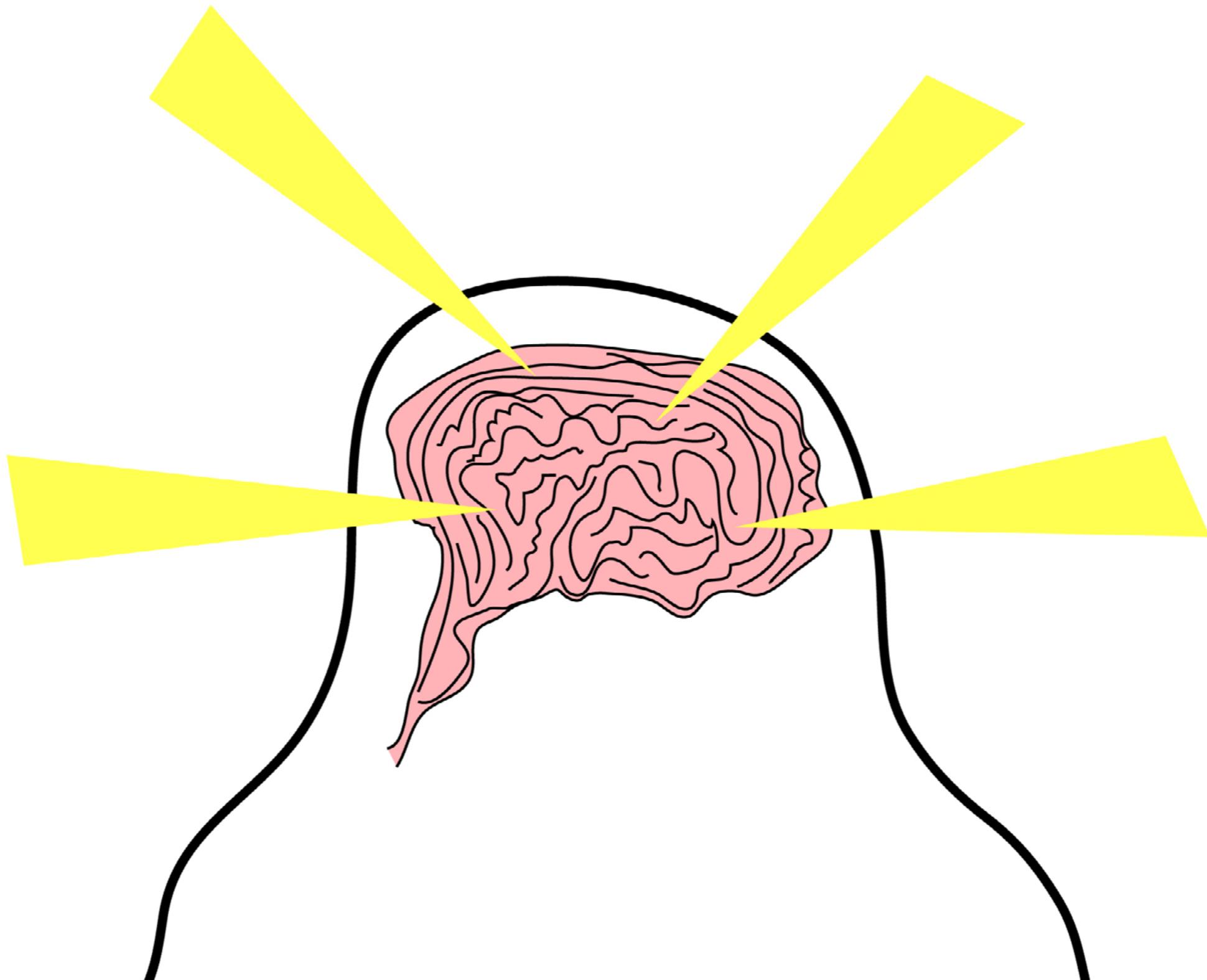
-Wikipedia



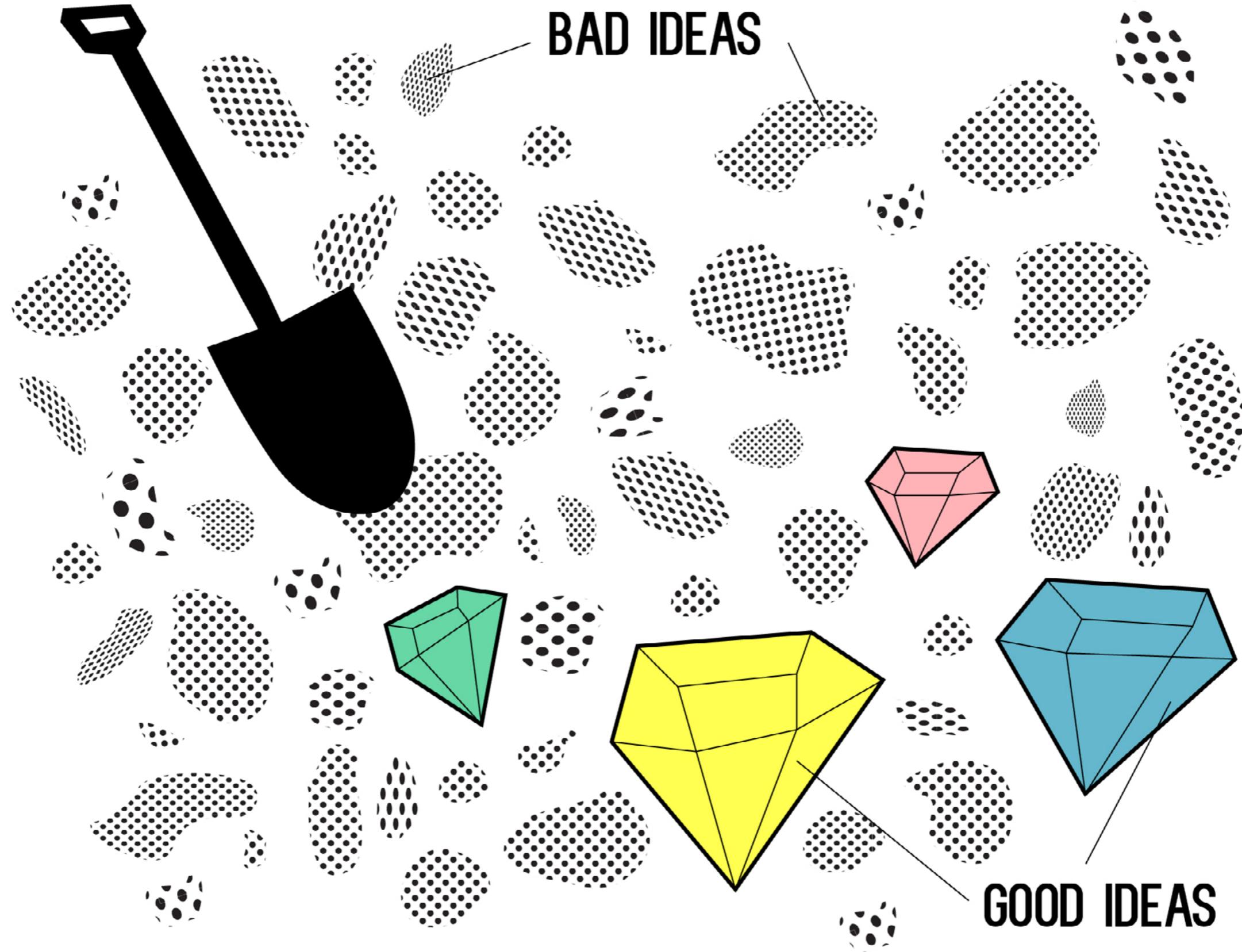
Design necessitates considering the aesthetic, functional, economic and sociopolitical dimensions of both the design project and design process. It may involve considerable research, thought, modeling, interactive adjustment, and re-design. Moreover, diverse kinds of objects may be designed, including clothing, graphical user interfaces, skyscrapers, corporate identities, business processes, or even methods of designing.

-Wikipedia

Design is a way of thinking. This way of thinking can lead to many different products or results: buildings, skateboards, freeways, apps, games, environments, business models... almost everything you encounter in daily life has been designed by a person or more often than not by a team of people. Design requires deliberate and considered decision making, based on analysis, problem-solving, and research, but also on intuition, creativity, and non-linear thinking.



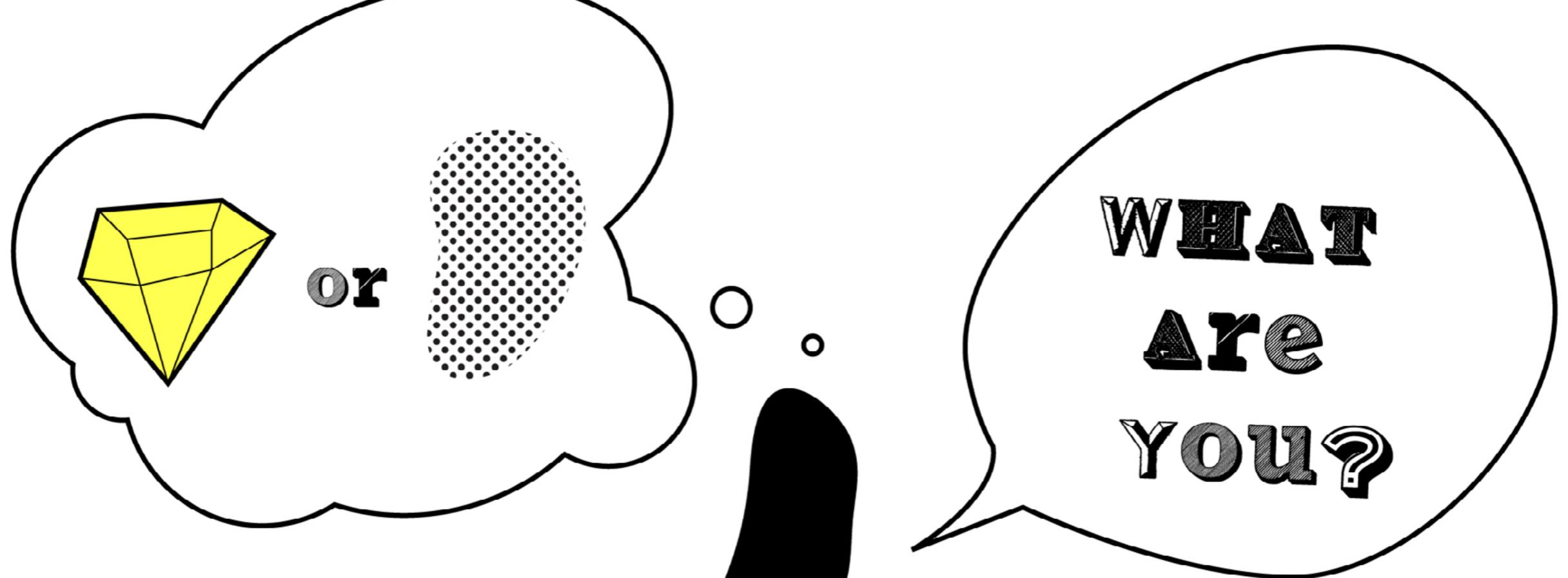
**THERE ARE 10 BAD IDEAS FOR EVERY GOOD ONE... DIG DEEP!**



When designing, it's important to realize that there is no one right process, or right answer, or single result. Because of this, it is not always obvious if a potential design is good or bad. A design idea cannot be judged superficially, but must be considered, tested, critiqued.

Because the 'right' design is neither singular nor obvious, you have to get through a lot of 'wrong' ideas first to start arriving at more and more satisfying design solutions. In design, there are 10 bad ideas for every good idea. Even very good designers have plenty of bad ideas. So to get to the good idea, you usually have to get through the bad ideas first.

Let this be liberating for you. You should feel comfortable to make mistakes, get radical, get uncomfortable, even, with some of your ideas.



## ASK QUESTIONS OF YOUR IDEAS!

Now, because of this, good design ideas are something you have to work at, not something that just 'comes to you' out of some divine inspiration or stroke of genius.

In order to make a decent idea good, or a good idea great, you need to critique your ideas.

Ask of your design...

What is good about this design?

What is bad about this design?

What would make this better?

Are there aspects of this idea that could evolve into a new design?

Or could inspire another version?

Evaluate your own work, the work of others, have a conversation about it, sketch it, write about it, daydream about it... the design process is multifaceted and mysterious.

**DESIGN IDEA**

**What are we designing? And for who and why?**

We are designing the identity of Quaranteen. When we evaluate design ideas--trying to assess their merits or shortcomings--we are always trying to figure out what is best for Quaranteen as an entity in its own right, rather than making decisions based on trends or personal interests.

# **IF QUARANTEEN WAS A PERSON....**

**WHAT WOULD HER OR HIS FAVORITE BOOK BE?**

**WHAT WOULD HER OR HIS FAVORITE MOVIE BE?**

**IS HE OR SHE A MORNING PERSON OR NIGHT PERSON?**

**HOW ABOUT HER OR HIS FAVORITE COLOR?**

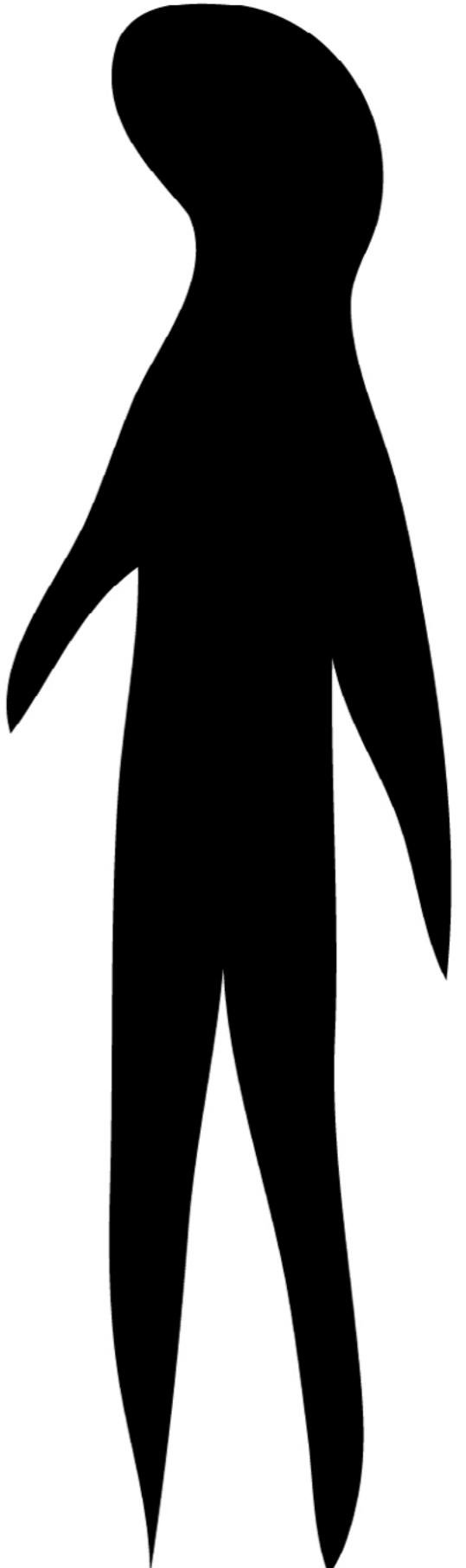
**IS HE OR SHE LOUD OR QUIET?**

**ENERGETIC OR CALM?**

**WHAT IS HER OR HIS FAVORITE RESTAURANT?**

**WHAT SUPER POWER WOULD HE OR SHE HAVE?**

**WHAT WOULD HER OR HIS HERO OR ROLE MODEL BE?**



# IDENTITY DESIGN

Every group, every company, every organization, has an identity, whether it is aware of it or not, or whether that identity is strong or weak. The thing that is important to realize is that identity is something that can be designed. This means that the way Quaranteen is received by the community is something you have the power to shape and craft through design.

# **BRANDING**



WF  
W F  
CONNECTED

4F  
FOUR F  
CONNECTED

7P  
SEVEN  
UP

A  
A N

K  
K L  
CONNECTED

H  
T H  
CONNECTED

HH  
DOUBLE H

R  
R ARROW

JNB  
J N B  
CONNECTED

HK  
H K  
CONNECTED

4E  
FOUR E

W  
W O W

TT  
T T  
CONNECTED

M  
M L  
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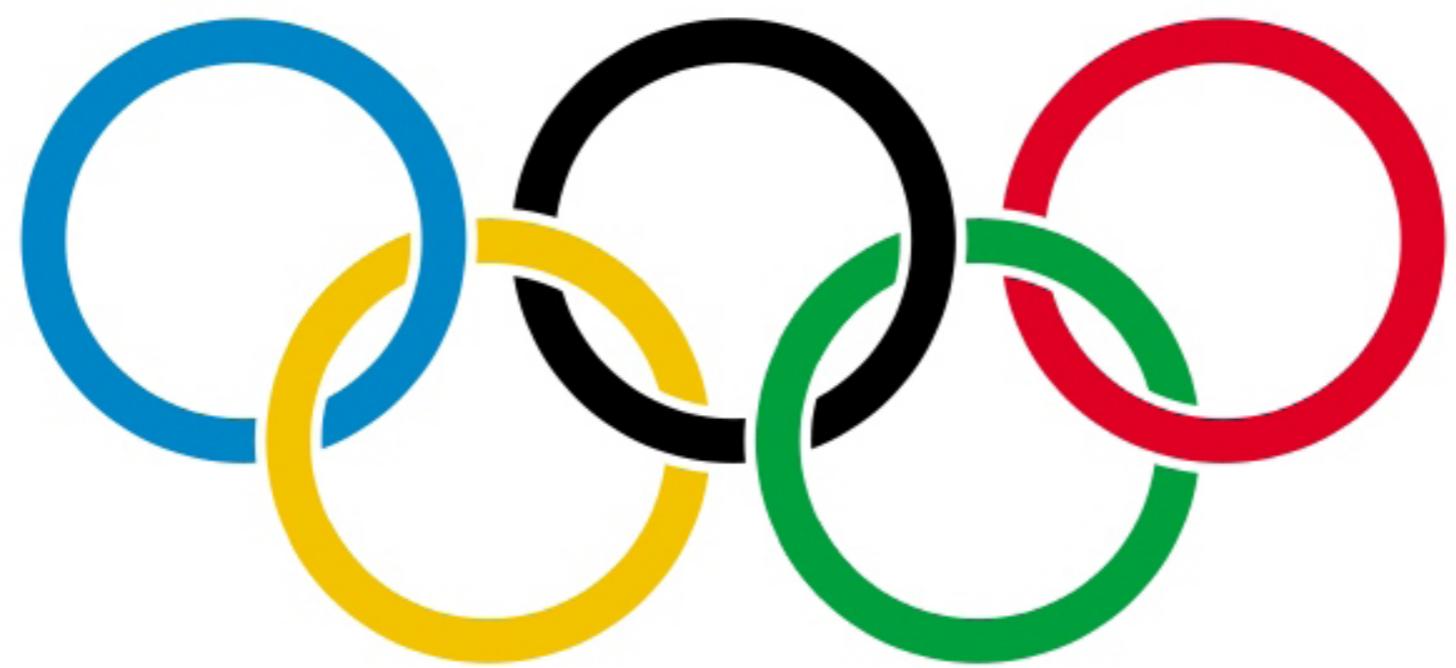
Y  
Y CROSS







# **ORGANIZATIONAL BRANDING**





Atlanta 1996



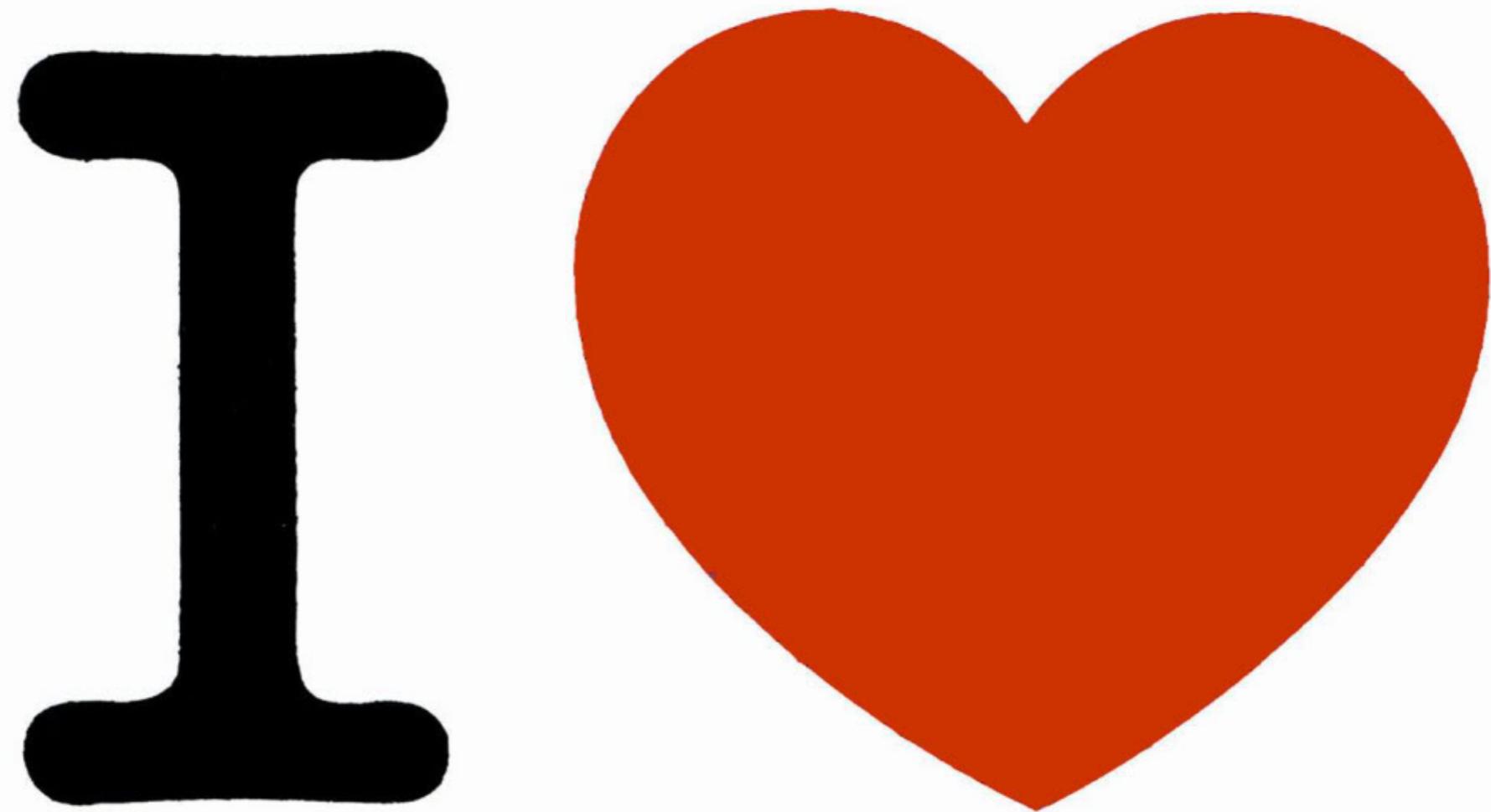








**I  
LOVE  
NY**



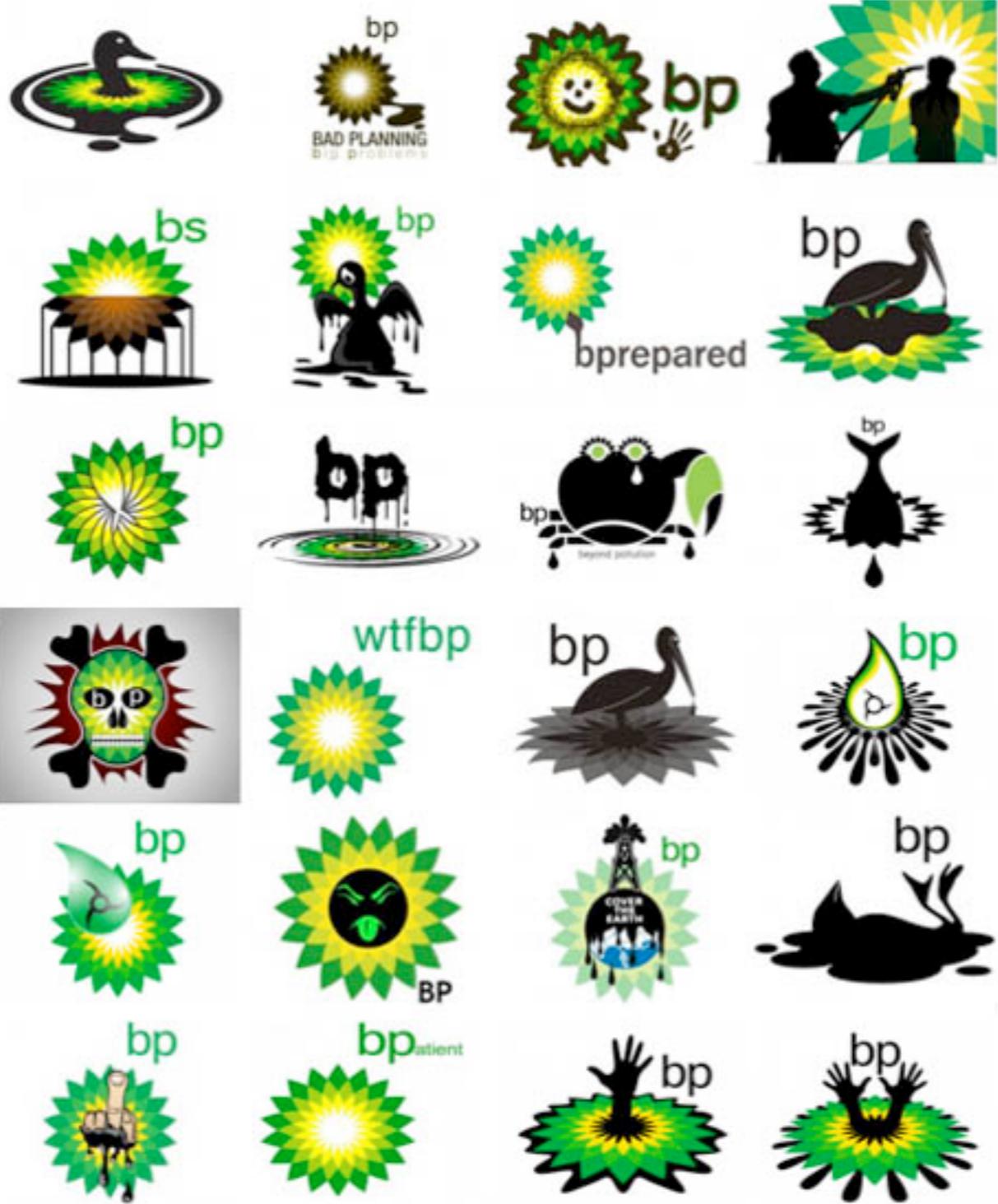
# **BRANDING AS A POLITICAL ACT**



bp



bp



CASE STUDY | APPLE

CONSISTENCY IS KEY







We still think different.

 iPod



Welcome to the digital music revolution. 7,500 songs<sup>†</sup> in your pocket.

TM & ©2003 Apple Computer, Inc. All rights reserved. \*30GB model only. For more information, call 1-800-MY-APPLE or visit [www.apple.com/ipod](http://www.apple.com/ipod).

Works with Mac<sup>®</sup> or PC. Over a million sold. The new iPod.<sup>™</sup>

# MacBook Pro

with Retina display

More power behind every pixel.

[Watch the keynote](#) 

[Learn more >](#)



# iPad Air

The power of lightness.



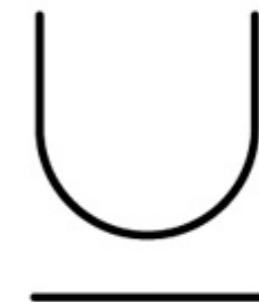


# CASE STUDY | URBAN OUTFITTERS

VARIETY IS KEY

*Urban Outfitters*

URBAN OUTFITTERS



URBAN OUTFITTERS



~~URBAN OUTFITTERS~~



URBAN OUTFITTERS

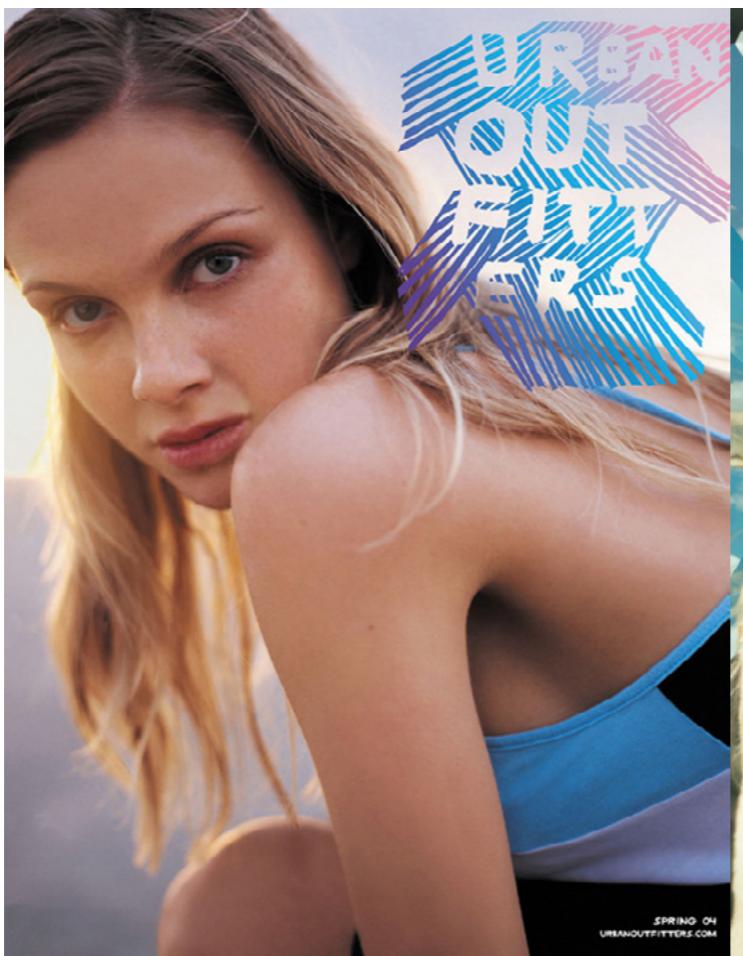


*URBAN OUTFITTERS*

URBAN OUTFITTERS

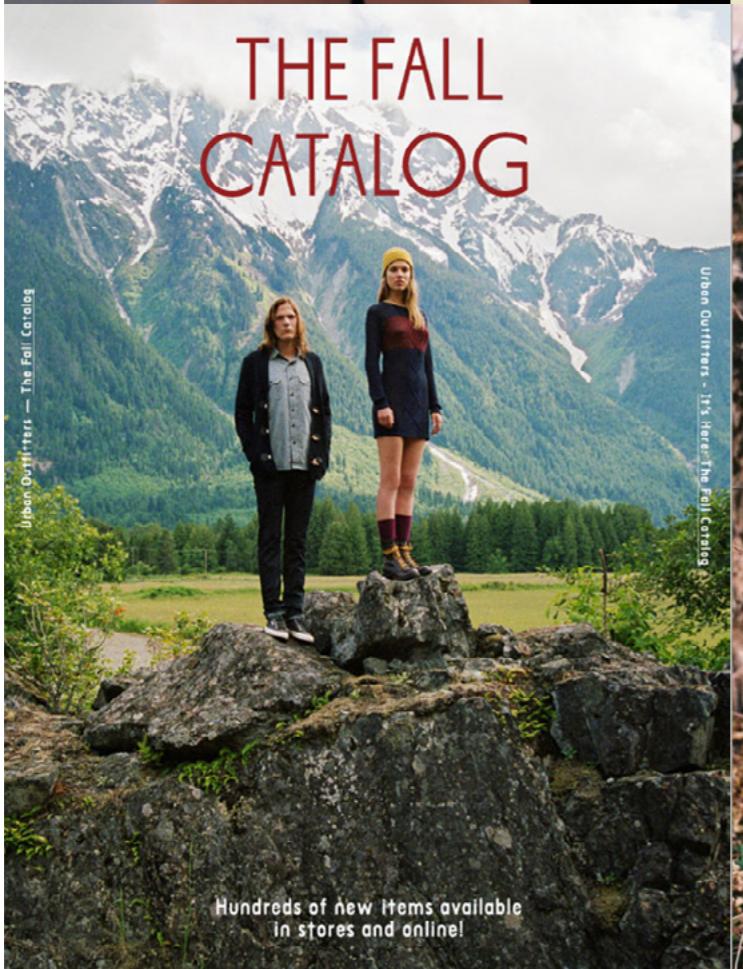
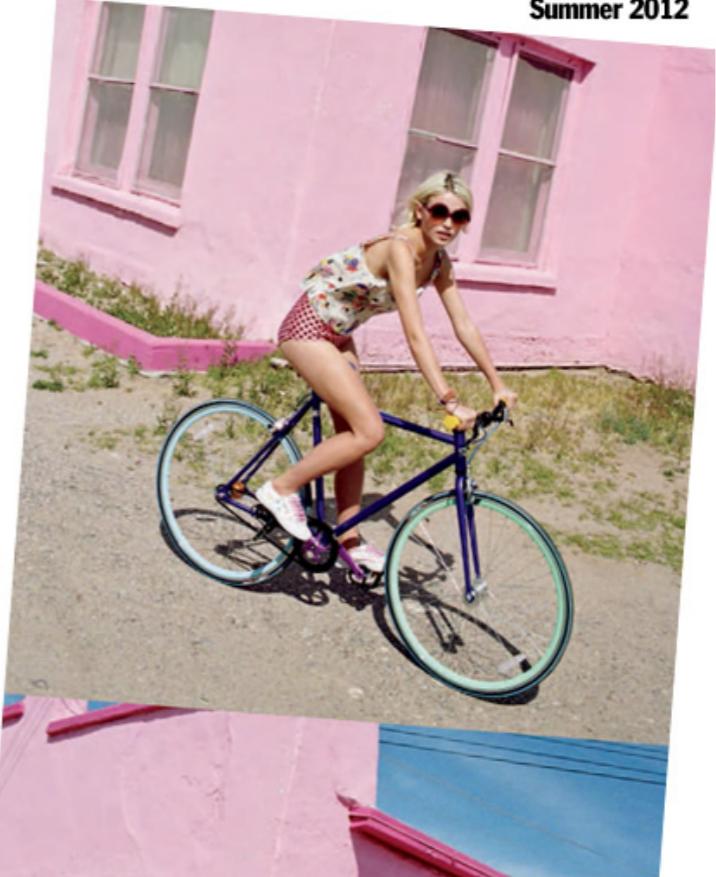
URBAN OUTFITTERS  
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URBAN OUTFITTERS



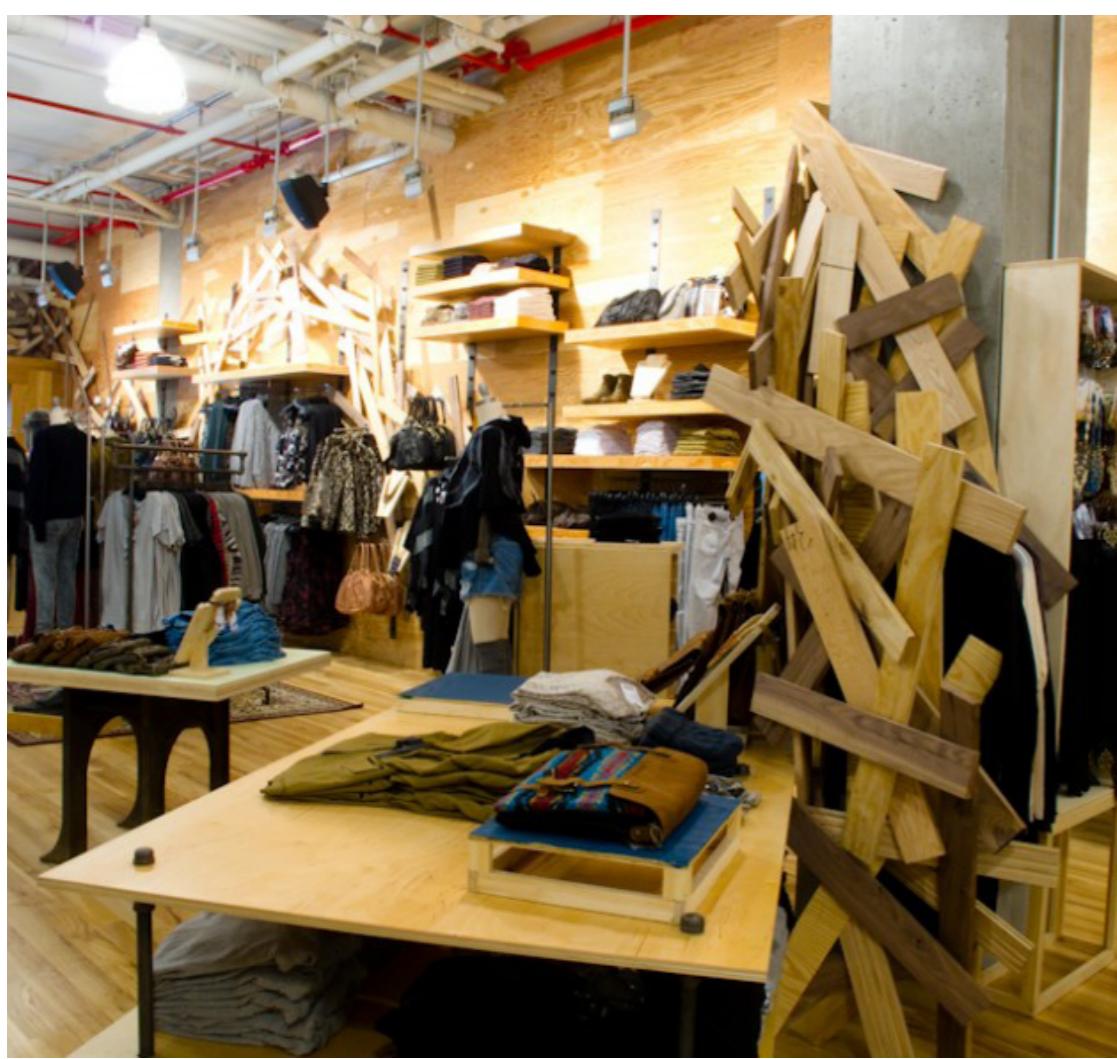
**URBAN OUTFITTERS**

Summer 2012













WOMEN'S MENS

APARTMENT

GIFTS

SALE

BRANDS

BLOG

Take \$15 Off \$75! Use Code: 15BACK



We've got the best stuff from the best brands! We love essential UO exclusives like **BDG**, cult favorites such as **OBEY** and **UNIF**, heritage classics like **HERSCHEL SUPPLY CO.**, and must-have international labels like **MINKPINK** and **ZANEROBE**. Check out the list below for more favorites.

## #

[10.Deep](#)  
[12 Benefits](#)  
[1515](#)  
[24 Footwear](#)  
[2568 Shoes](#)  
[2 Bandits](#)  
[3 Concept Eyes](#)  
[4040 Locust](#)  
[47 Brand](#)  
[6 Shore Road](#)

## A

[A Beautiful Life](#)  
[ACTION SOLUTIONS](#)  
[adidas](#)  
[adidas x Opening Ceremony](#)  
[Adina Mills](#)  
[Adina Reyter](#)  
[Adorn By Sarah Lewis](#)  
[African Botanics](#)  
[AHM](#)  
[Aimee Wilder](#)  
[Alder New York](#)

## G

[Gabriela Artigas](#)  
[GAMAGO](#)  
[Gardenhead](#)  
[Garima Dhawan For DENY](#)  
[GeeWaWa](#)  
[Gemma Correll](#)  
[GENE](#)  
[General Assembly](#)  
[General Assembly x UO](#)  
[Generic Surplus](#)  
[Gentle Fawn](#)  
[Get Giddy](#)  
[Gipsy](#)  
[Glamorous](#)  
[Glamour Kills](#)  
[Globe](#)  
[Gola](#)  
[Goldendaze](#)  
[Golden Hook](#)  
[Goldies](#)  
[Gourmet](#)  
[Graftobian](#)  
[Gram](#)  
[Grey City](#)  
[G-Shock](#)

## N

[N.Y.L.A.](#)  
[Nag Champa](#)  
[Nail Rock](#)  
[Nameless](#)  
[Namrata Joshipura](#)  
[Natalie B](#)  
[Native Youth](#)  
[Nature Girl](#)  
[Naven](#)  
[ncLA](#)  
[Neon Blonde](#)  
[Neon Moon](#)  
[NEST](#)  
[NEUW](#)  
[New Balance](#)  
[New Balance X Herschel Supply Co.](#)  
[New Kid](#)  
[Nike](#)  
[Nikki B](#)  
[Nip & Fab](#)  
[Nixon](#)  
[Noir](#)  
[nOir Jewelry](#)  
[Nolitha](#)  
[None The Wiser](#)  
[nonlinear](#)

## U

[Unbranded](#)  
[Undefeated](#)  
[Underground](#)  
[UNIF](#)  
[UNIF X UO](#)  
[United by Blue](#)  
[United Couture](#)  
[Uppercut](#)  
[Urbanears](#)  
[Urban Renewal](#)  
[Urban Renewal Vintage](#)  
[Us Versus Them](#)

## V

[Vagabond](#)  
[Valdez](#)  
[Valentina Ramos For DENY](#)  
[Valenz](#)  
[Valley](#)  
[Vanessa Mooney](#)  
[Vanguard](#)  
[Vanishing Elephant](#)  
[Vans](#)

**Identity design, is about conveying who Quarateen is. Think of Quaranteen as its own entity, with its own story, origins, attitude. And then craft that.**

# COMPONENTS OF AN IDENTITY DESIGN

**NAME**

Your name says a lot about your identity. It sets the tone for how you and others will understand your agenda, attitude, and ambition.

Is a name...

Playful or Serious?

Abstract or Descriptive?

Simple or Complicated?

Clever or Obvious?

Edgy or Professional?

Youthful or Ageless?

# GOOGLE

Playful or Serious?

Abstract or Descriptive?

Simple or Complicated?

Clever or Obvious?

Edgy or Professional?

Youthful or Ageless?

# HABITAT FOR HUMANITY

Playful or Serious?

Abstract or Descriptive?

Simple or Complicated?

Clever or Obvious?

Edgy or Professional?

Youthful or Ageless?

# LEAPFROG

Playful or Serious?

Abstract or Descriptive?

Simple or Complicated?

Clever or Obvious?

Edgy or Professional?

Youthful or Ageless?

# QUARANTEEN

Playful or Serious?

Abstract or Descriptive?

Simple or Complicated?

Clever or Obvious?

Edgy or Professional?

Youthful or Ageless?

**LOGO**

# NAME BASED LOGO

Type

ANNA  
MAGNUSSSEN

01 Anna Magnussen

BERLIN  
PARIS

02 Bureau Mario Lombardo

BANDE  
À  
PART

03 Fabienne Feltus

YES/NO

04 Mads Burcharth

H A H

05 Mads Burcharth

H }  
H } A  
L }

06 Research and Development

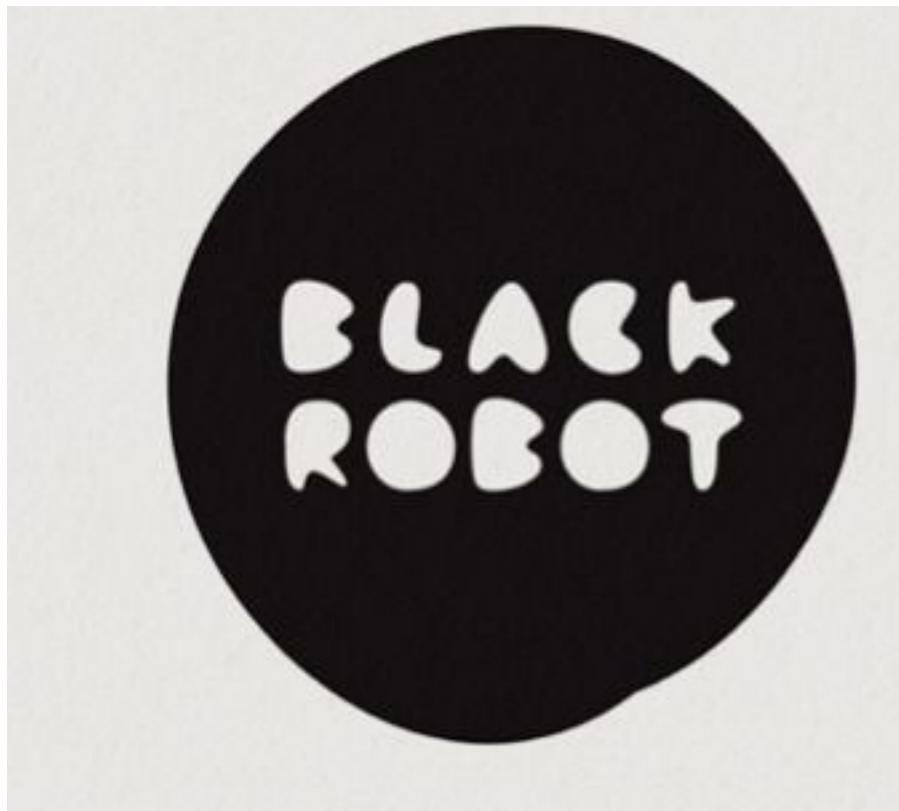
Dan  
nish  
Fash  
ionIn  
stitute

07 Homework

M A JOSEPH X

08 Bureau Mirko Borsche

# NAME BASED LOGO

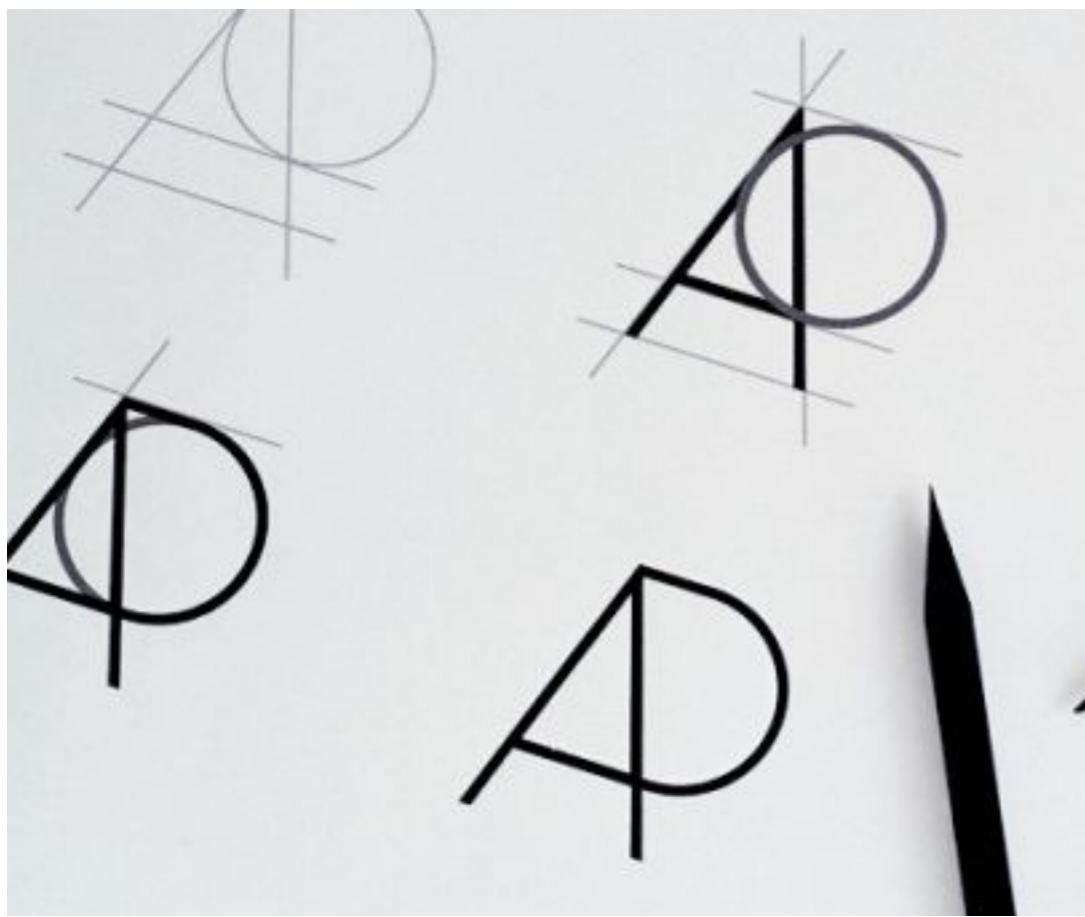
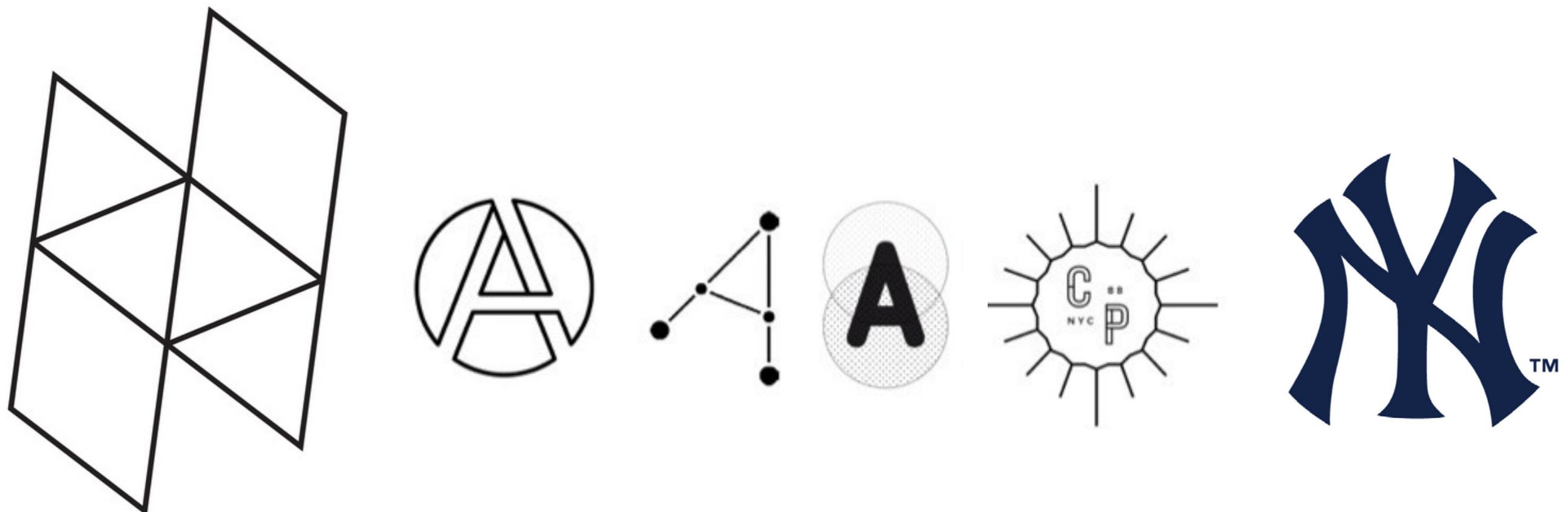


GENERIC  
SURPLUS

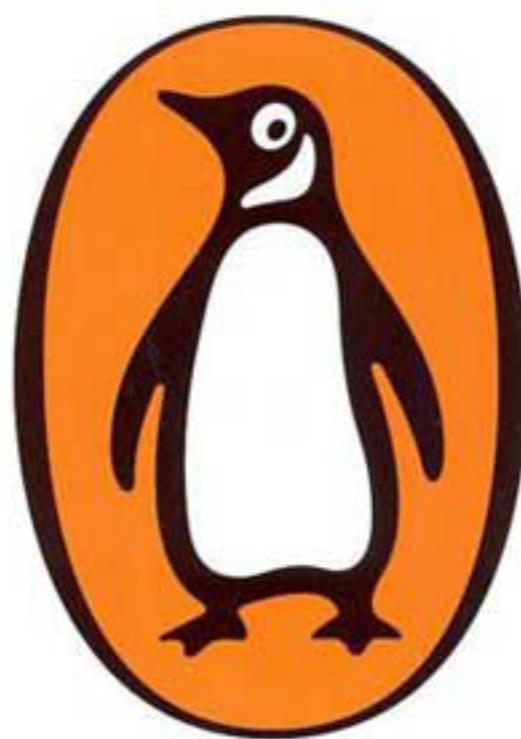
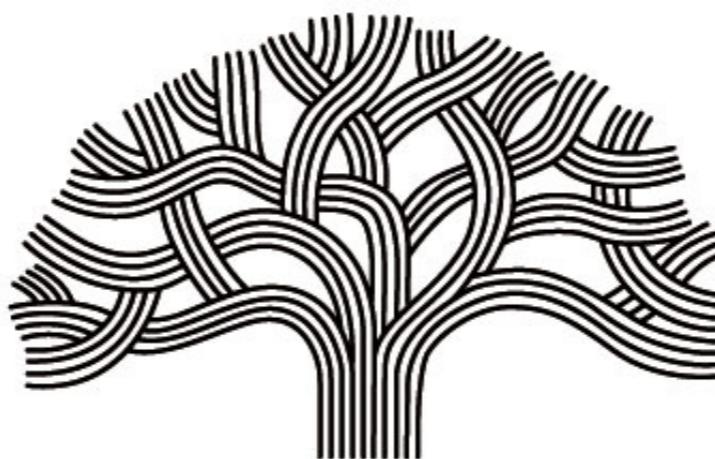
BLACKLOTS

URBAN  
OUTFITTERS

# INITIAL BASED LOGO



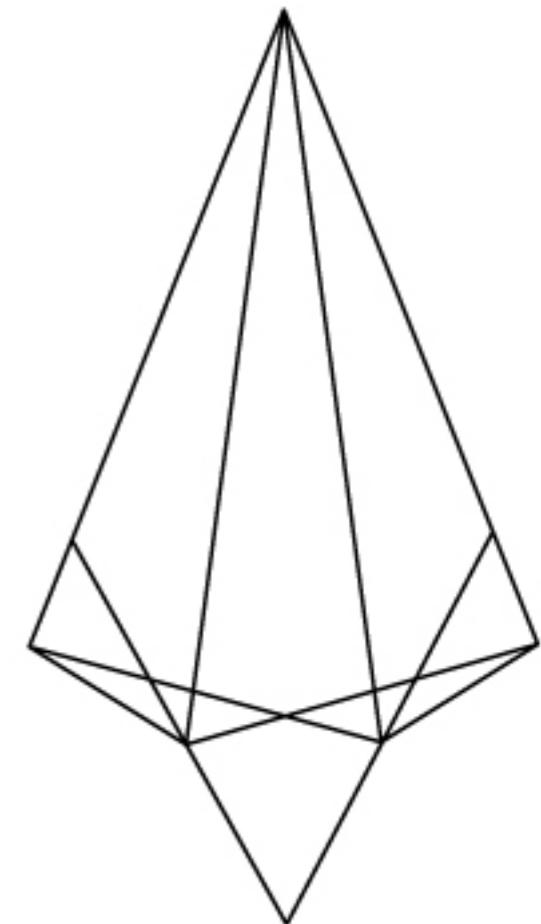
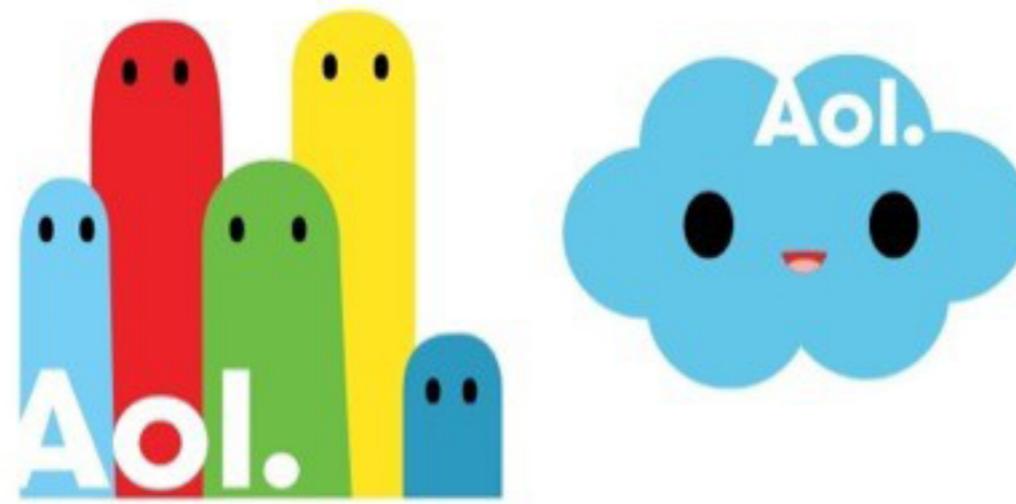
# IMAGE BASED LOGO



# IMAGE + NAME BASED LOGO



**ONE LOVE**  
element skateboards



vsage

**SLOGAN**

Are you in good hands?

Just do it

Got milk?

The happiest place on earth

**LOOK AND FEEL**

# FONTS

"All the News  
That's Fit to Print"

# The New York Times

VOL. CXVIII. No. 40,721      © 1969 The New York Times Company.      NEW YORK, MONDAY, JULY 21, 1969      X      10 CENTS

## LATE CITY EDITION

Weather: Rain, warm today; clear tonight. Sunny, pleasant tomorrow. Temp. range: today 80-66; Sunday 71-66. Temp.-Hum. Index yesterday 69. Complete U.S. report on P. 50.

# MEN WALK ON MOON

## ASTRONAUTS LAND ON PLAIN; COLLECT ROCKS, PLANT FLAG

### Voice From Moon: 'Eagle Has Landed'

EAGLE (the lunar module): Houston, Tranquility Base here. The Eagle has landed.

HOUSTON: Roger, Tranquility, we copy you on the ground. You've got a bunch of guys about to turn blue. We're breathing again. Thanks a lot.

TRANQUILITY BASE: Thank you.

HOUSTON: You're looking good here.

TRANQUILITY BASE: A very smooth touchdown.

HOUSTON: Eagle, you are stay for T1. [The first step in the lunar operation.] Over.

TRANQUILITY BASE: Roger. Stay for T1.

HOUSTON: Roger and we see you venting the ox.

TRANQUILITY BASE: Roger.

COLUMBIA (the command and service module): How do you read me?

HOUSTON: Columbia, he has landed Tranquility Base. Eagle is at Tranquility. I read you five by. Over.

COLUMBIA: Yes, I heard the whole thing.

HOUSTON: Well, it's a good show.

COLUMBIA: Fantastic.

TRANQUILITY BASE: I'll second that.

APOLLO CONTROL: The next major stay-no stay will be for the T2 event. That is at 21 minutes 26 seconds into the duration of power descent.



A Powdery Surface  
Is Closely Explored

By JOHN NOBLE WILFORD  
Special to The New York Times

HOUSTON, Monday, July 21—Men have landed and walked on the moon.

Two Americans, astronauts of Apollo 11, steered their fragile four-legged lunar module safely and smoothly to the historic landing yesterday at 4:17:40 P.M., Eastern daylight time.

Neil A. Armstrong, the 38-year-old civilian commander, radioed to earth and the mission control room here: "Houston, Tranquility Base here. The Eagle has landed."

The first men to reach the moon—Mr. Armstrong and his co-pilot, Col. Edwin E. Aldrin Jr. of the Air Force—brought their ship to rest on a level, rock-strewn plain near the southwestern shore of the arid Sea of Tranquility.

About six and a half hours later, Mr. Armstrong opened the landing craft's hatch, stepped slowly down the ladder and declared as he planted the first human footprint on the lunar crust:

"That's one small step for man, one giant leap for mankind."

His first step on the moon came at 10:56:20 P.M., as a television camera outside the craft transmitted his every move to an awed and excited audience of hundreds of millions of people on earth.

Tentative Steps Test Soil

# FONTS

Times New Roman

Helvetica

BEBAS NEUE

Lane

Little Bird

BASIC TITLE

Castro Script

MULTICOLORE

Quaranteen

Quaranteen

QUARANTEEN

QUARANTEEN

Quaranteen

QUARANTEEN

Quaranteen

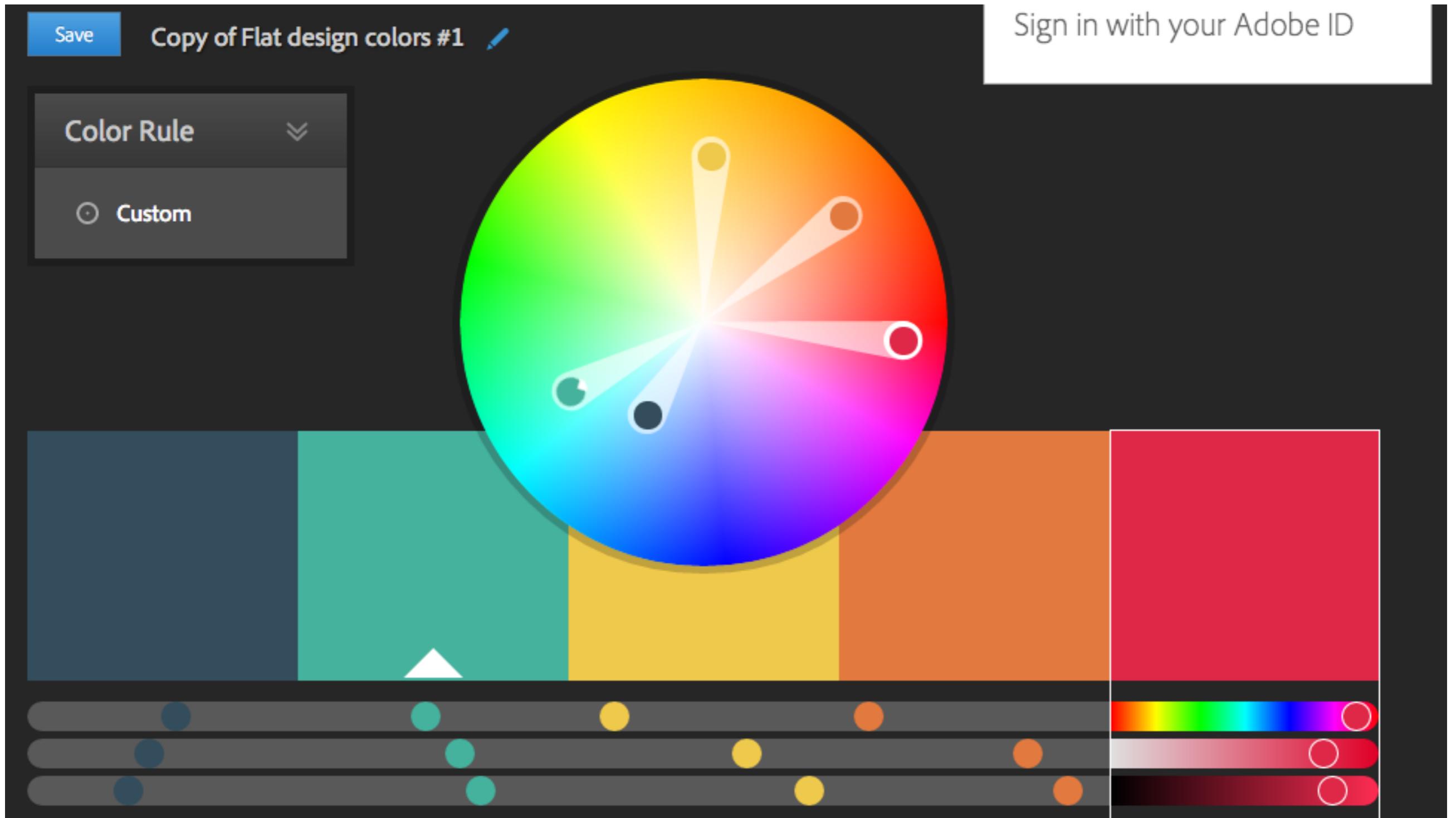
QUARANTEEN

# COLORS



# COLORS

# ADOBE KULER





InfoReady Bra...

115 81 0



Copy of Hipst...

107 78 1



Parallel

94 75 0



CITYDRIP

91 75 1



Minty Fresh

83 75 0



vintage card

62 73 0



beer

84 71 0



Data Driven

96 70 0



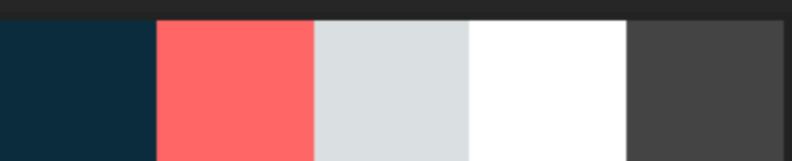
Explore

94 69 0



Carte visite cla...

65 69 0



Copy of Flat c...

86 67 1



kallynner Vintage

76 67 1





# IKEA

## Home furnishings

Family friendly parking





# SPATIAL DESIGN







# COMPONENTS OF AN IDENTITY DESIGN

LABRARY



# LABRARY | AN INTRODUCTION

LABRARY was an experimental Pop-Up space put together by Harvard Graduate School of Design (GSD) students from the Library Test Kitchen, with the help of the Harvard Library and the Library Lab in December of 2012. As a class, we prototype new library ideas at 1:1 scale (see below).

As a space the LABRARY brought together librarians, students, faculty and community members. We hosted talks, workshops, discussions, office hours, and we were open to all for co-working. The LABRARY space was open Monday - Saturday, 11am - 7pm, with the public & all ages welcome!

We were an outgrowth of the Library Test Kitchen, GSD 09125.

When we began, we didn't quite know what we were going to do with the space. Not exactly anyway. But we had an idea for how we wanted the space to feel, what kinds of things we'd like to do, and what sort of identity we wanted to convey.

Key descriptors of the identity:

Experimental & innovative.

Projects are related to libraries, information, and media.

Welcoming, fun, light-hearted.

A special / out of the ordinary experience.

**NAME**

**Key descriptors of the identity:**

Experimental & innovative.

Projects are related to libraries, information, and media.

Welcoming, fun, light-hearted.

A special / out of the ordinary experience.

**LABORATORY + LIBRARY = LABRARY**

**??? = QUARANTEEN**

**SLOGAN**

**LABRARY**  
**A PLATFORM FOR LIBRARY INNOVATION**

**QUARANTEEN**  
? ? ?

**LOGO**

LABRARY →

LABRARY

**LABRARY** →  
A PLATFORM FOR LIBRARY INNOVATION

**LABRARY**  
A PLATFORM FOR LIBRARY INNOVATION  
**OPEN TO THE PUBLIC**  
A HARVARD LIBRARY EXPERIMENT

25\$ at myfonts.com

**UMBRA**

Expensive

Bertohold Akizidenz Grotesk BE Regular

**Bertohold Akizidenz Grotesk BE Regular**

**LIBRARY**

A PLATFORM FOR LIBRARY INNOVATION  
**OPEN TO THE PUBLIC**  
A HARVARD LIBRARY EXPERIMENT

**QUARANTEEN**



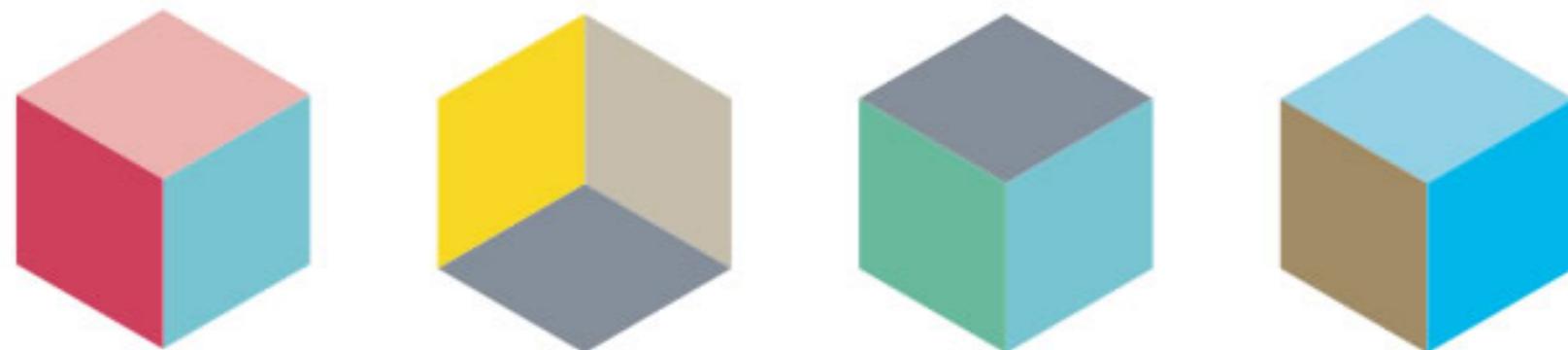
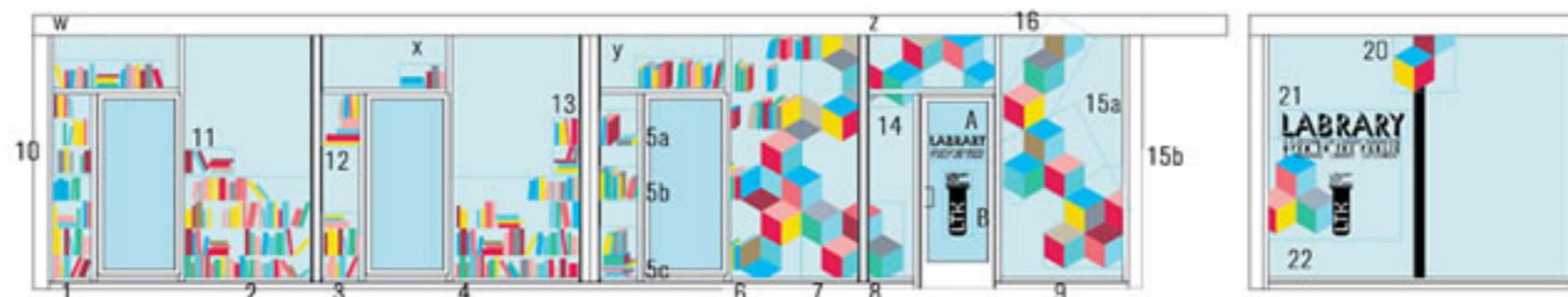
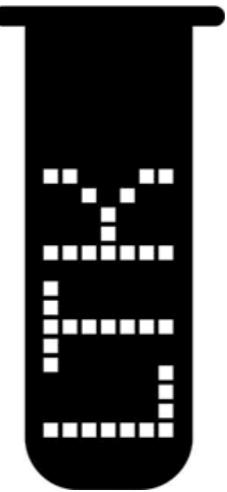
**???**

# **VISUAL MEDIA**

# LIBRARY

A PLATFORM FOR LIBRARY INNOVATION  
**OPEN TO THE PUBLIC**  
A HARVARD LIBRARY EXPERIMENT

LIBRARY  
TEST  
KITCHEN









# LABRARY

A HARVARD LIBRARY EXPERIMENT

Join us to celebrate the opening of **LABRARY**,  
an open space that explores how libraries are  
changing and prototypes new ideas.

with remarks from  
**JEFFREY SCHNAPP**  
Professor, Harvard Graduate School of Design

**MARY LEE KENNEDY**  
Senior Associate Provost for the Harvard Library

**THURSDAY, NOVEMBER 15**  
**4:45-6:30PM**

**LIGHT REFRESHMENTS WILL BE SERVED**

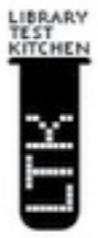
**LABRARY: A HARVARD LIBRARY EXPERIMENT**,  
staffed by students from Harvard's Library Test Kitchen  
course (GSD COURSE #: ADV-09125), runs from  
November 15 through December 21. A forum for  
provocative speakers, a study space for students and a  
drop-in spot open to the public, the **LABRARY** is  
sponsored by the Harvard Library and the Harvard  
Graduate School of Design.

FOR MORE INFORMATION: [WWW.LIBRARYTESTKITCHEN.ORG](http://WWW.LIBRARYTESTKITCHEN.ORG)



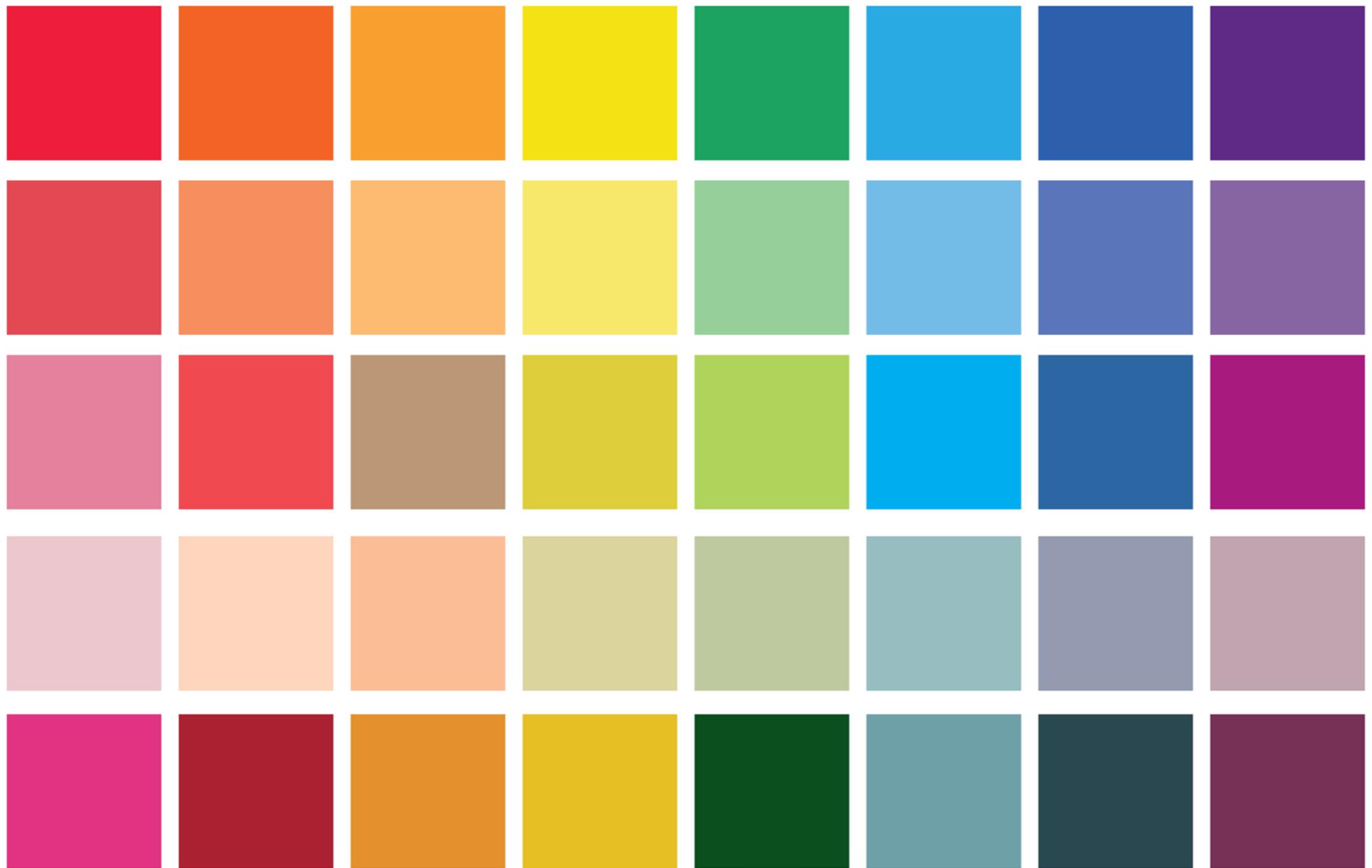
LABRARY STOREFRONT  
92 MT AUBURN ST

HOURS OF OPERATION  
MONDAY - SATURDAY  
11A - 7P



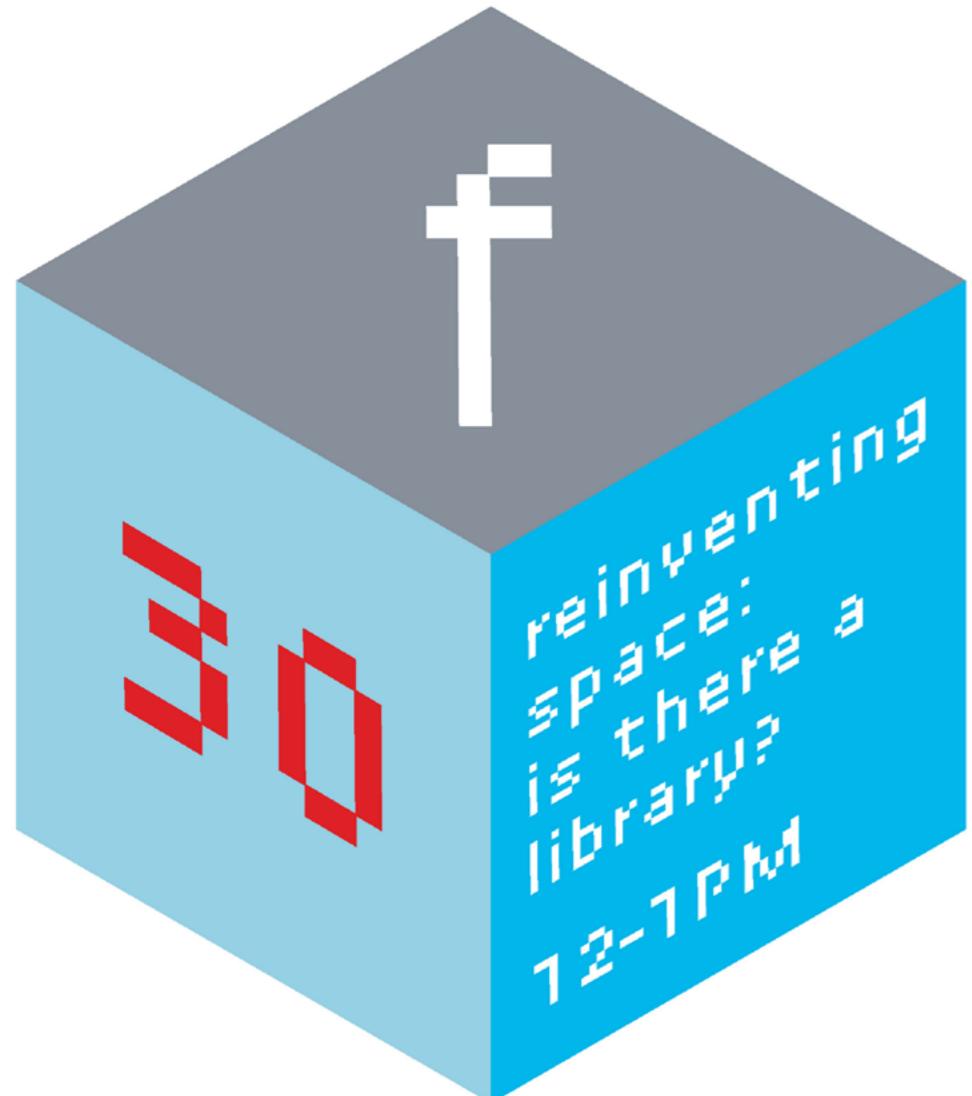




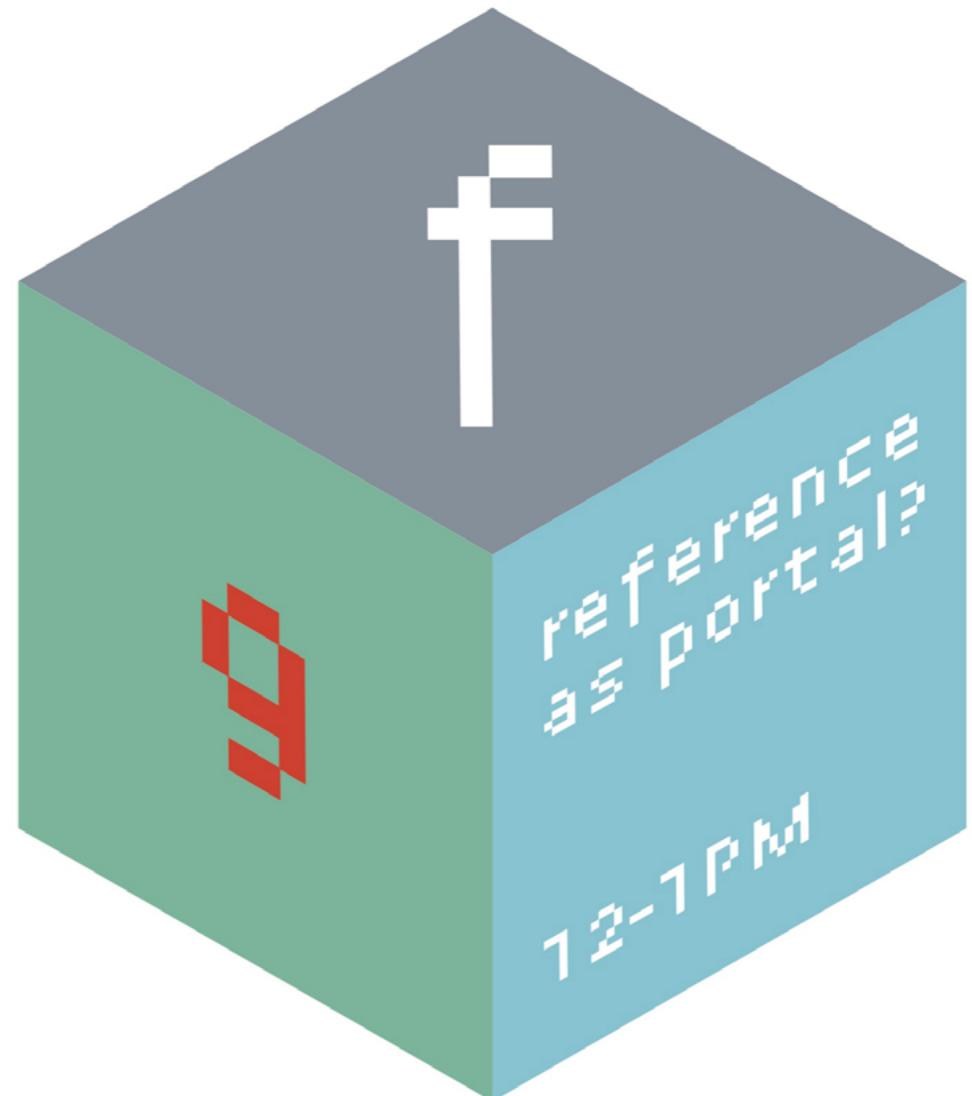


# **PROGRAMMING**

librarians talk  
an open discussion on



librarians talk  
an open discussion on



LIBRARY  
TEST  
KITCHEN  
**Ltk** 92 Mt Auburn  
Cambridge, MA  
Open to Public

bring your lunch!  
coffee & dessert  
are served

LIBRARY  
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bring your lunch!  
coffee & dessert  
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A HARVARD LIBRARY EXPERIMENT

92 MT AUBURN ST

# LIBRARY

Wednesday | December 5 | 5PM

## LIBRARY FUTURES

A conversation with  
Mohsen Mostafavi  
Dean of the Graduate School of Design  
and Jeffrey Schnapp  
metaLAB (at) Harvard

Courtesy of the Library Test Kitchen, Harvard Libraries and  
the Harvard Graduate School of Design.

[www.librarytestkitchen.org](http://www.librarytestkitchen.org)

A HARVARD LIBRARY EXPERIMENT

99 MT AUBURN ST

# LIBRARY

Friday | November 30 | 4PM



## American Apparel CEO Dov Charney

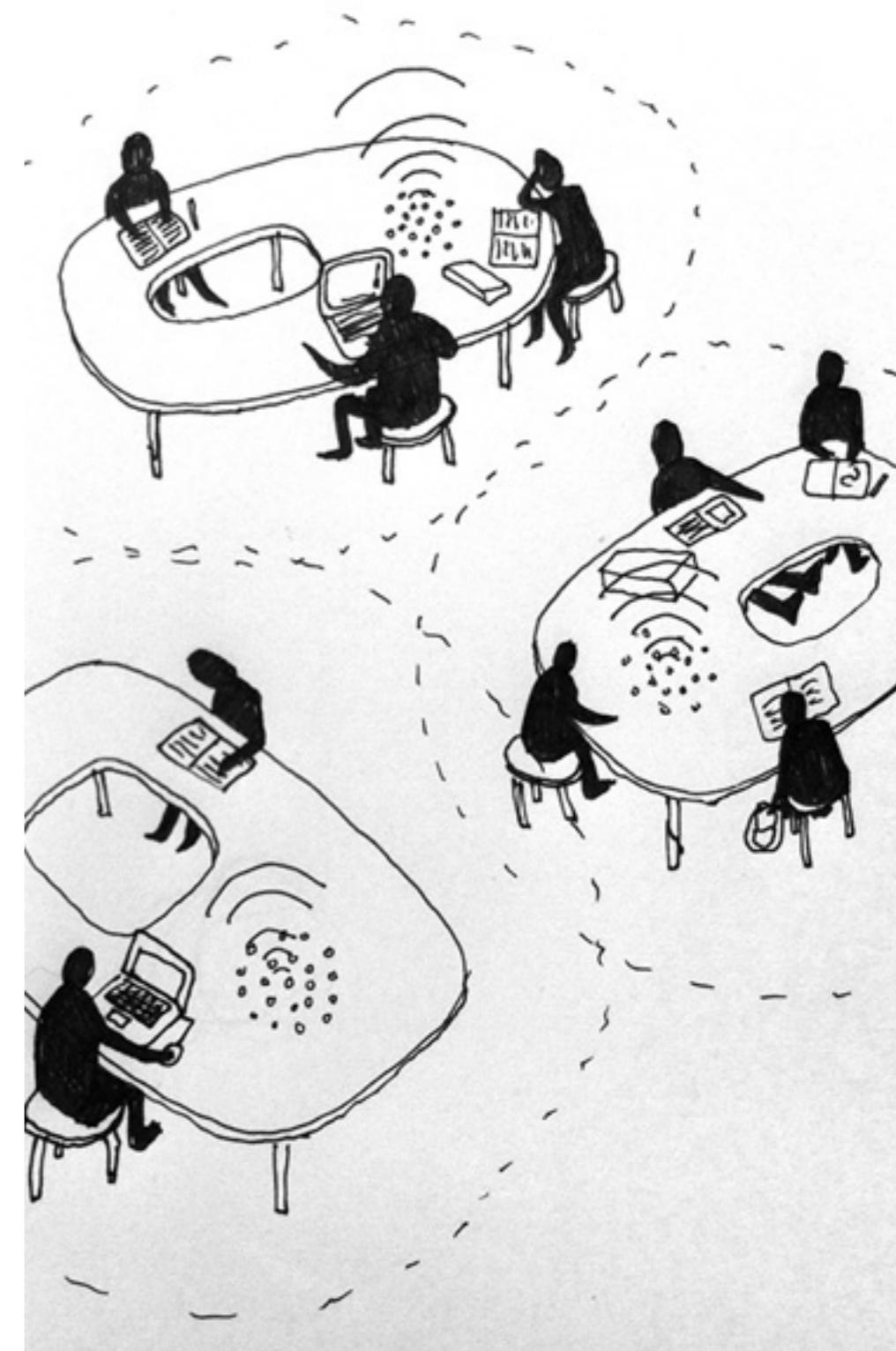
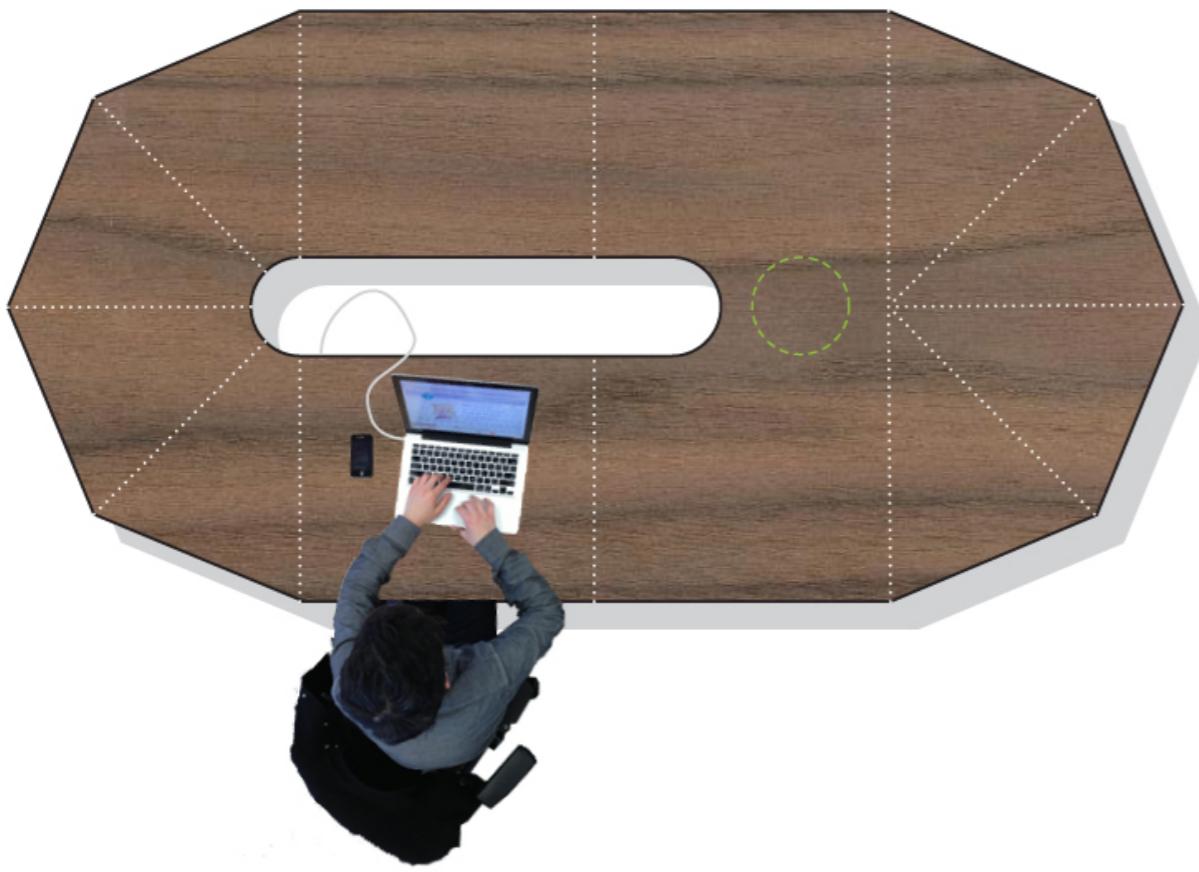
Dov Charney, founder and CEO of American Apparel and controversial media celebrity, will cast his presence upon the Labrary to speak about his innovative design fabrication method. Courtesy of the Library Test Kitchen, Harvard Libraries and the Harvard Graduate School of Design.

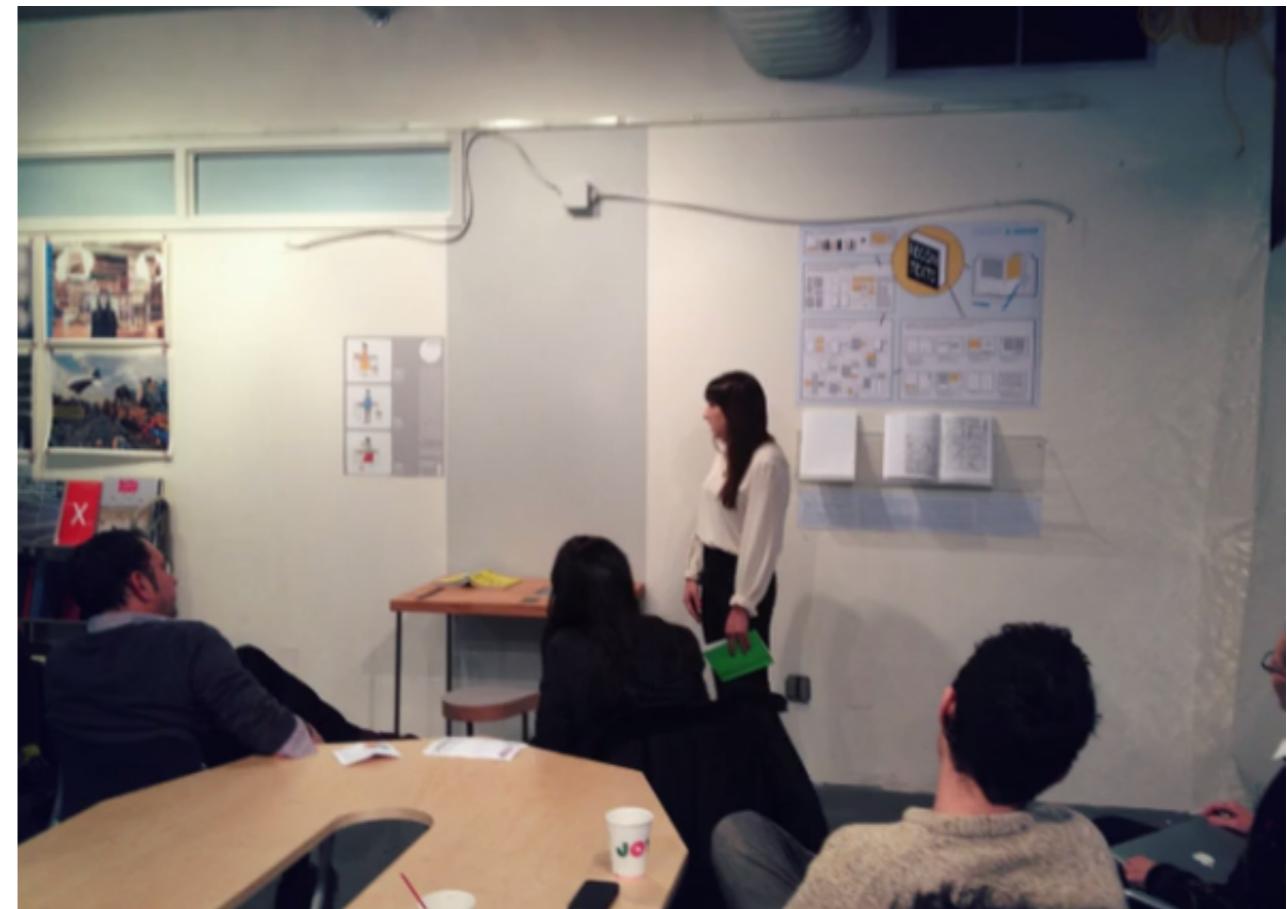
What kinds of things will we do as Quaranteen?  
What kinds of things are specific to our new space?

Who might we seek to partner with?  
To attend our events?  
To work with?

# **INTERIOR DESIGN**

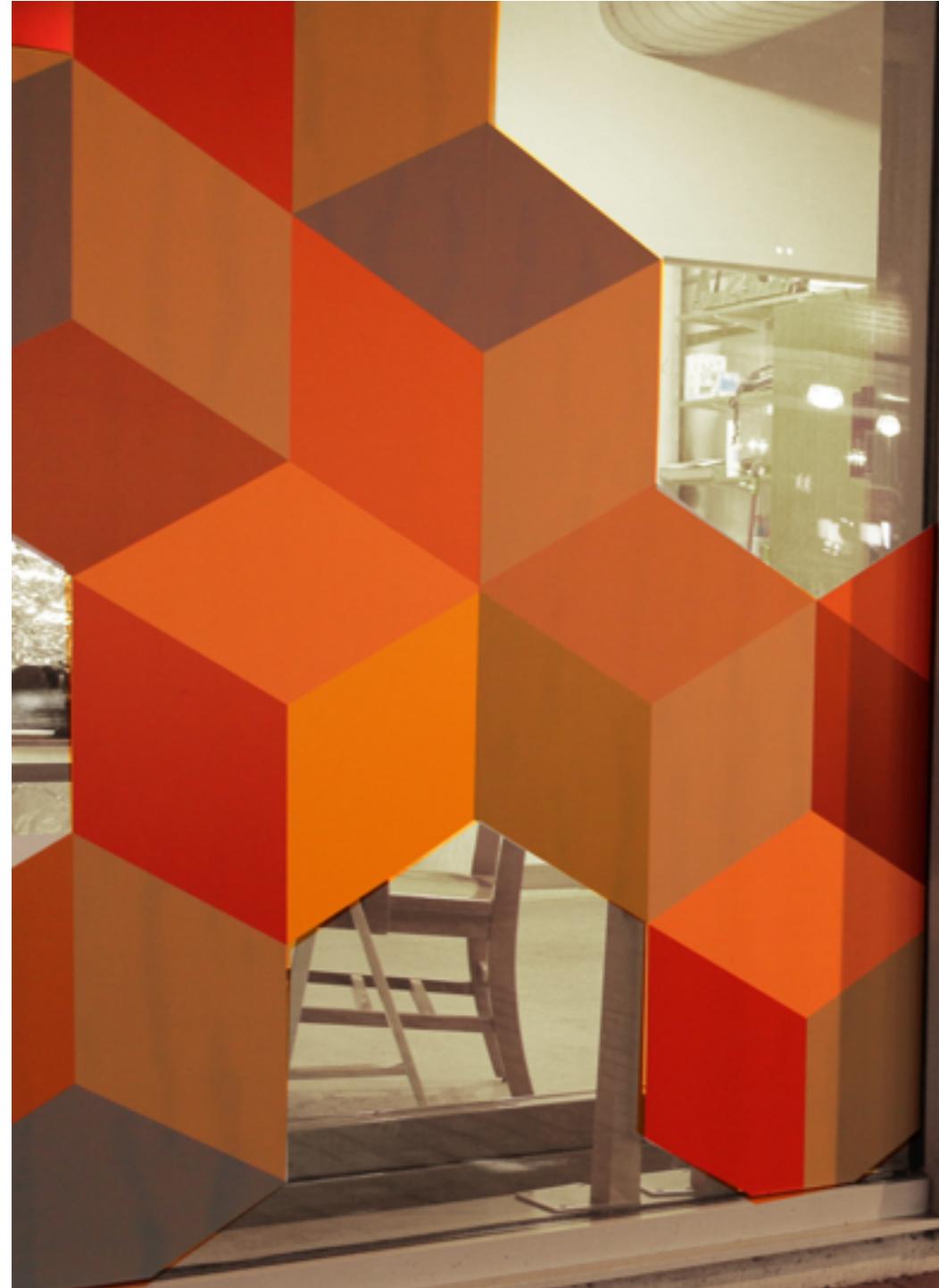








How will we shape our space to meet our goals?



**LABRARY**

A PLATFORM FOR LIBRARY  
OPEN TO THE PUBLIC  
A HARVARD LIBRARY

LIBRARY  
TEST  
KITCHEN

