



## DEVELOPMENT PROCESS

## **DESIGNER STATEMENT**

Managing and running a business solo can not only be challenging but can also be limiting as your skills might not stretch to take on certain projects. As well as this, consumers may not want to put their trust into one person and would rather be working with a company with more team members to keep with project goals.

SHOUT Associates is a new web startup with the basis of the company being around building a fully agile community of creatives who are ready to take on customer projects. The services offered will be dependent on the skill set of the individuals in the community, but the basic service offering will be:

- General Advice (relating the services)
- Branding and Design Services (such as banners, screensavers, and newsletters)
- Videography and Animation
- Website / System / App Design and Development
- Registering Domains
- Social Media Consultancy
- Photography

To accompany this vision, I developed the brand from the ground up. This involved coming with the brand name, logo and website design. By having a full brand in place, SHOUT Associates can now start connecting with creatives to build a portfolio of associates and advertising themselves to take on customer projects.

## **CHALLENGES**

With this project requiring a full brand to be created, there are plenty of challenges that I will be expecting to face such as thinking of a good name for the brand that will resonate well with the industry and creating a brand that is visually appealing to the audience.

### **TECHNICAL AND DESIGN**

The technical challenges that will be faced in this project will be using Adobe Illustrator to develop a visually appealing logo and brand guidelines document and using Adobe XD for designing the website prototype.

The design challenge of the project, once the company name has been set on, is coming up with a creative solution for the overall brand direction that portrays the information about the company in a way that will resonate with the audience.

### **CREATIVE, ARTISTIC AND METAPHORIC**

The main creative challenge in this project is finding out what the branding should say about the company and portraying that in the logo and website design.

Finding quality resources for assets such as icons that will be used in the project that is free to use will be another challenge as they will need to match the style of the overall brand.

# WHAT TO CONSIDER

## CONSISTENCY

Consistency needs to be considered in terms of whether the strategy and design can be used across different mediums and platforms and that the assets align and work together.

## CALL TO ACTION

Where the call to actions sit and are presented on the website will need to be considered and in line with the brand tone.

## TONE OF VOICE

The tone of voice used across the brand will need to be considered to make sure it aligns with the industry and how I want to brand to come across to the audience.

## MOBILE FRIENDLY

Adapting the website to be responsive and showing how the website will look on a mobile device will need to be considered because in a study by Stone Template (2018), found that 67% of people worldwide are using mobile devices to view websites. This statistic makes it even more important to have a website that can adapt to fit the size screen of the device and the experience to be as good on every device screen size.

## SOCIAL MEDIA MARKETING

As this company is web startup it will be doing a lot of advertising online, and therefore social media will be a big part of marketing. Deciding what platforms the company should be on will be considered.

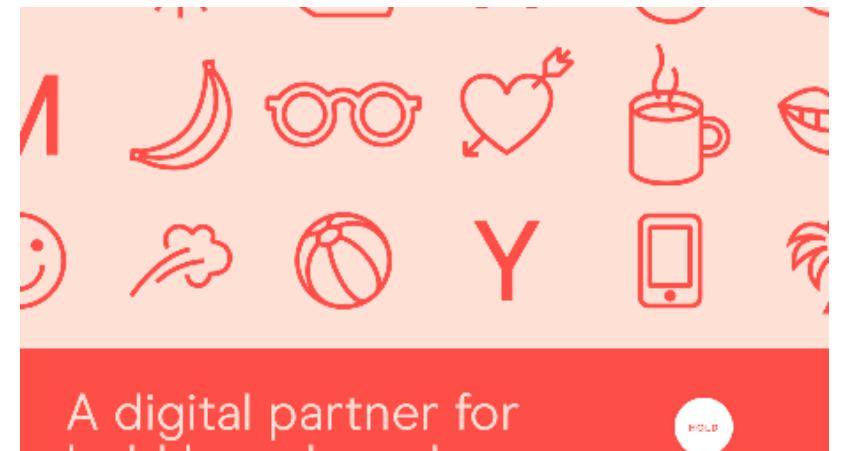
## COMPETITOR RESEARCH (1/2)

Competitor research was done to gather an idea of what other web and design agencies were already doing and what tone of voice they used throughout the company branding.

### OH MY! - <https://www.ohmy.studio>

Oh My! gives a fun vibe on their website through the use of emoji style icons. There is a lot of fast movement on the website, but they have provided users with the ability to stop the movement which gives people a chance to see what is happening on the webpage.

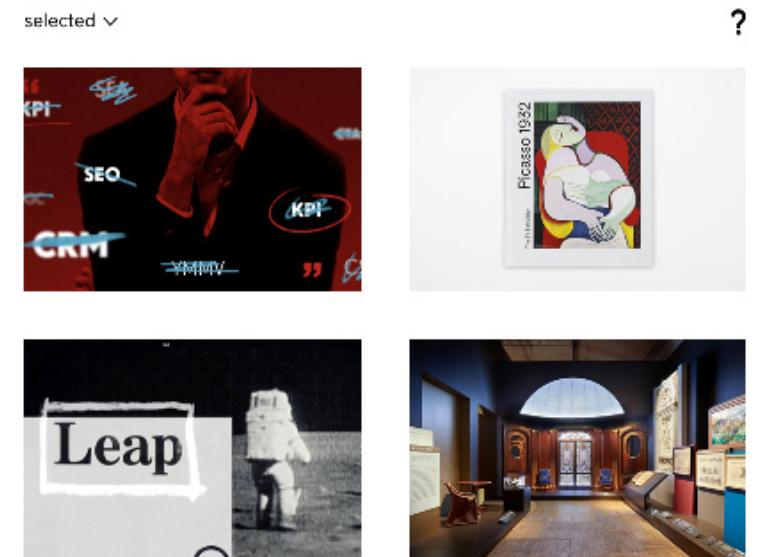
This website is very icon and image heavy, however, they haven't provided any context to the projects. There isn't any information about what the project was and what solution they provided.



### WHY NOT ASSOCIATES - <http://whynotassociates.com>

why not associates is very clean and simple website in terms of design and the elements used on the page. The website main focus is the projects they have worked on. Hidden behind the question mark icon is a short paragraph about who they are and their contact details.

The only issue with this website is that it doesn't stand out or tell you anything about why this brand is one you'd want to use for your project idea.



## COMPETITOR RESEARCH (1/2)

### UNDERDOG - <https://weareunderdog.com>

The UNDERDOG brand is very bold throughout as they have used bold imagery, fonts and colours. For example, they have used the colours Yellow and Pink which wouldn't normally be used together but with the other aspects of the website they make the colour work really well.

They have also integrated humour into the website through the use of Steve Jobs ghost to re-iterate the point that they are will remain different. The language used is very short but straight to the point. All of which, ties in the overall look and feel of the brand.

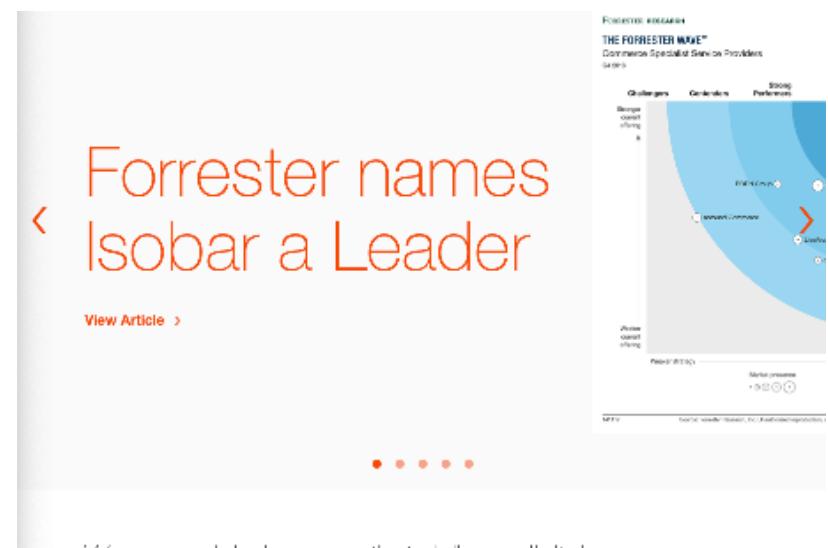
With the website being very bold and with the language used it may dirtier people from them especially as it doesn't follow the standard look of most websites today.

### ISOBAR - <https://www.isobar.com/gb/en/>

isobar utilises colour and imagery to enhance aspects and provide hierarchy to the website.

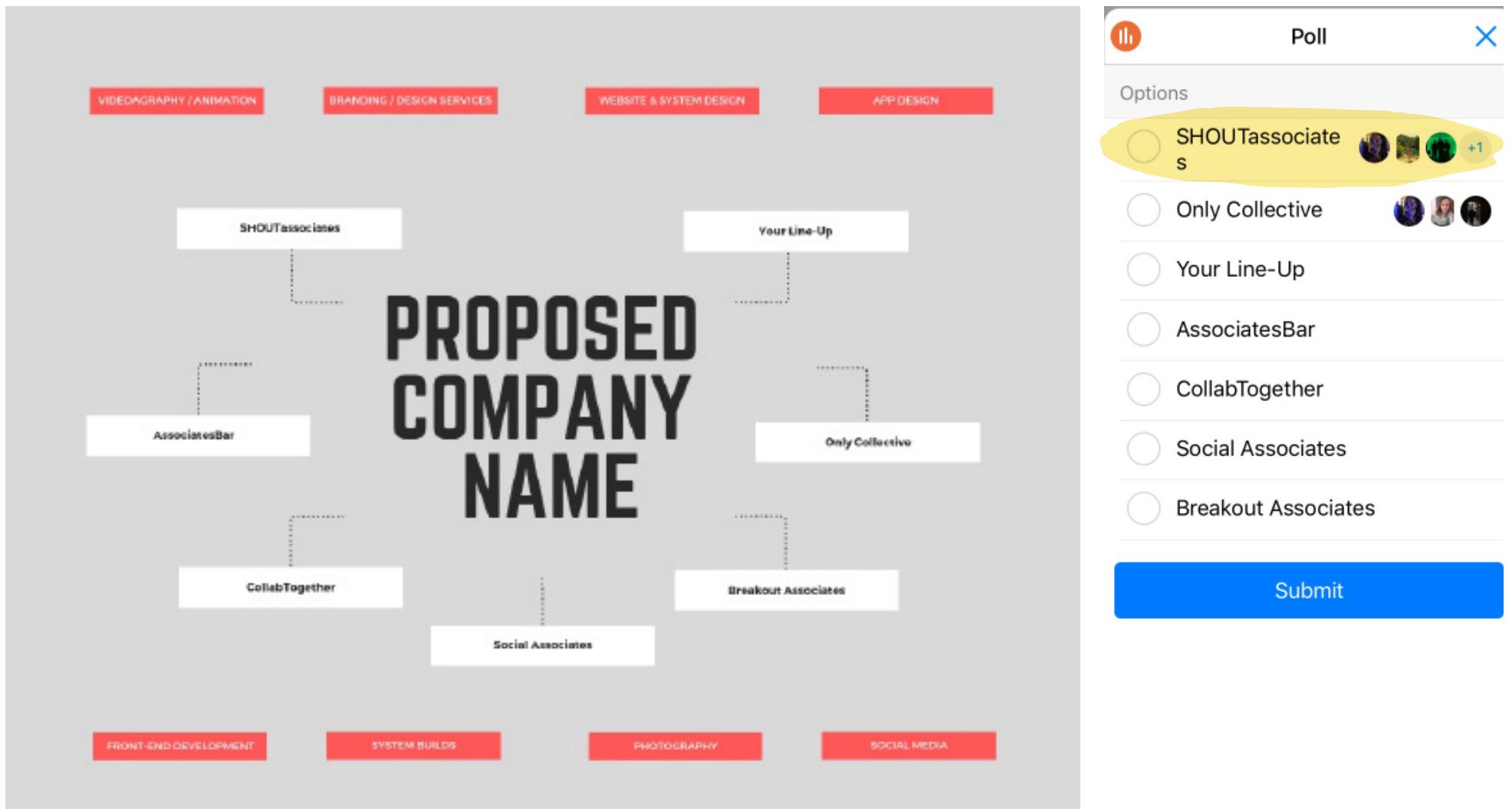
The website is easy to navigate and provides visitors with a lot of information about who they are, the work they have completed and what they can offer individuals and businesses.

They have used subtle animations throughout the website which gives that little extra engagement.



## COMPANY NAME

I brainstormed company name ideas, checked their availability through Company House and asked my peers for their opinion on which name would be best for this type of business. The poll was created on Facebook Messenger for ease and showed the two popular names are SHOUT associates and Only Collective with SHOUT associates being the most voted by 1 person.

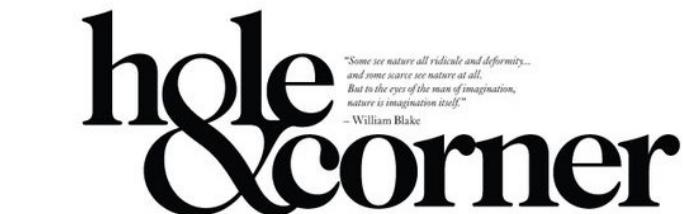


## MOODBOARD: MEGAPHONES

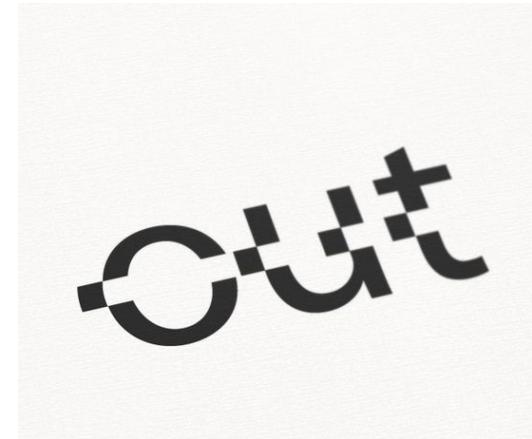


A MOODBOARD OF MEGAPHONES WERE CREATED TO GAIN A SENSE OF THE STYLE TO HELP GENERATE IDEAS FOR THE LOGO DESIGN

## MOODBOARD: LOGO DESIGNS



"Some see nature all ridicule and deformity...  
and some scarce see nature at all.  
But to the eyes of the man of imagination,  
nature is imagination itself."  
— William Blake



urban undercover  
everyday basics. but better.

URBAN  
UNDERCOVER  
everyday basics. but better.

everyday basics. but better.

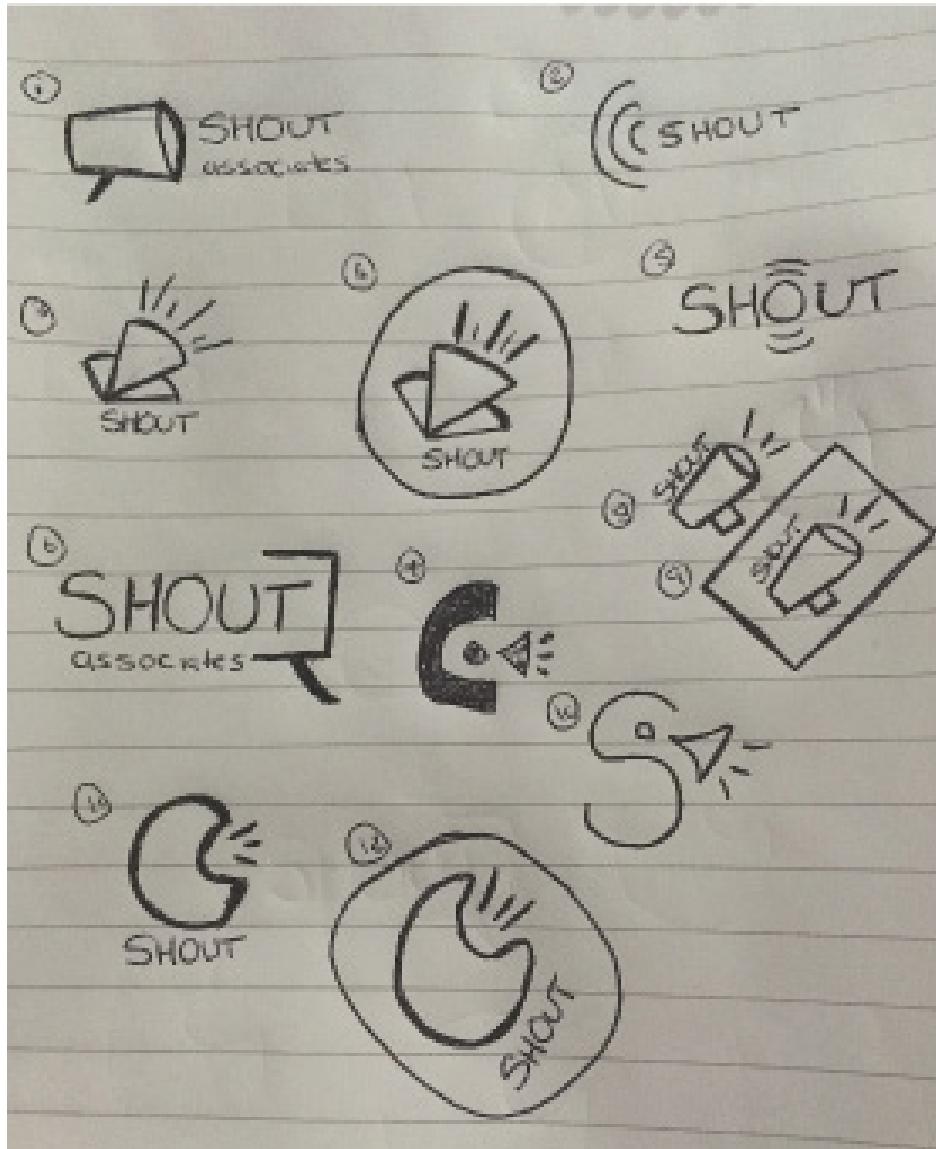


urban  
UNDERCOVER  
everyday basics. but better.

Urban  
Undercover  
everyday basics. but better.

## LOGO SKETCHES & FONTS

Initial sketches for the logo of SHOUT, along with typography options that could be used for the logo design.

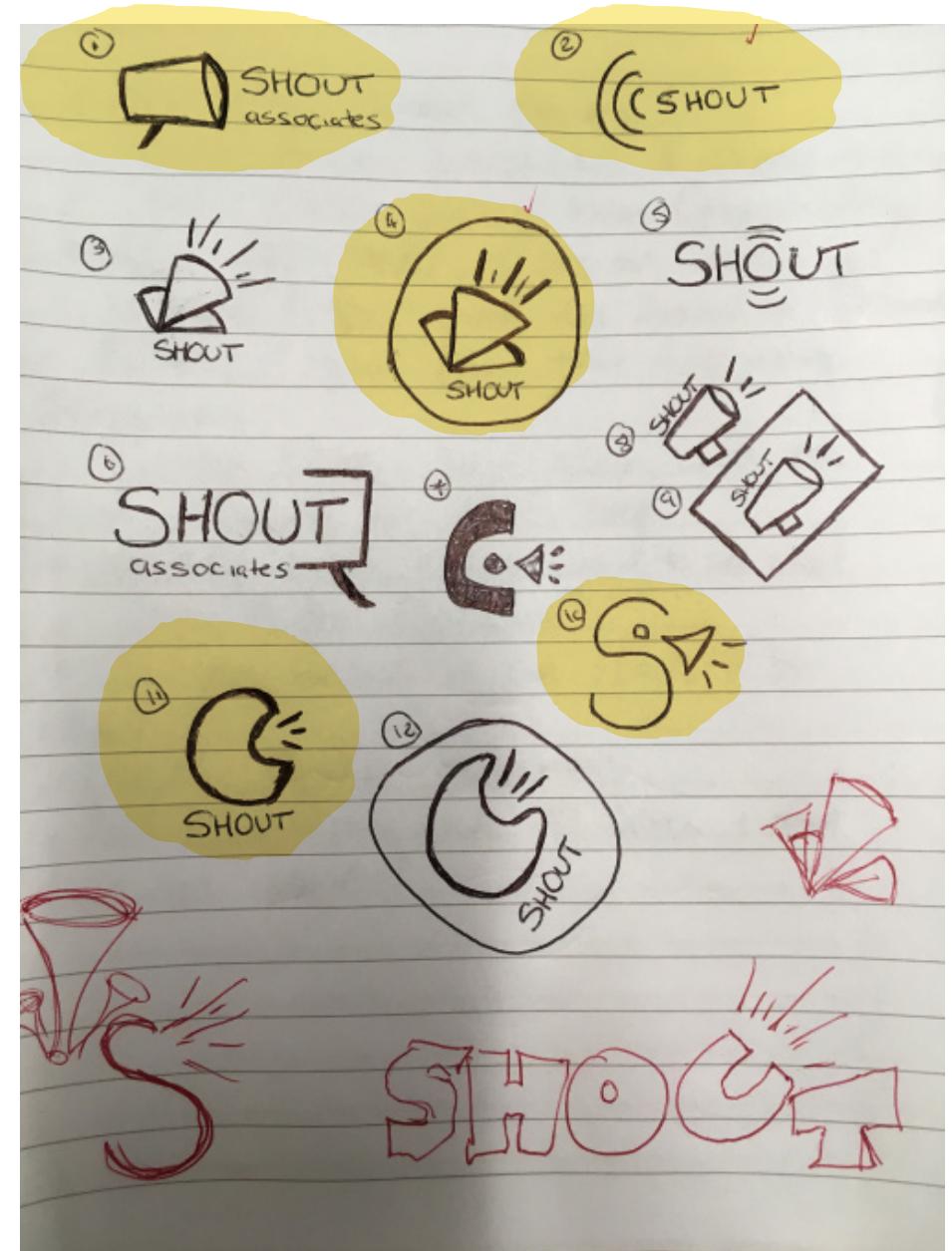
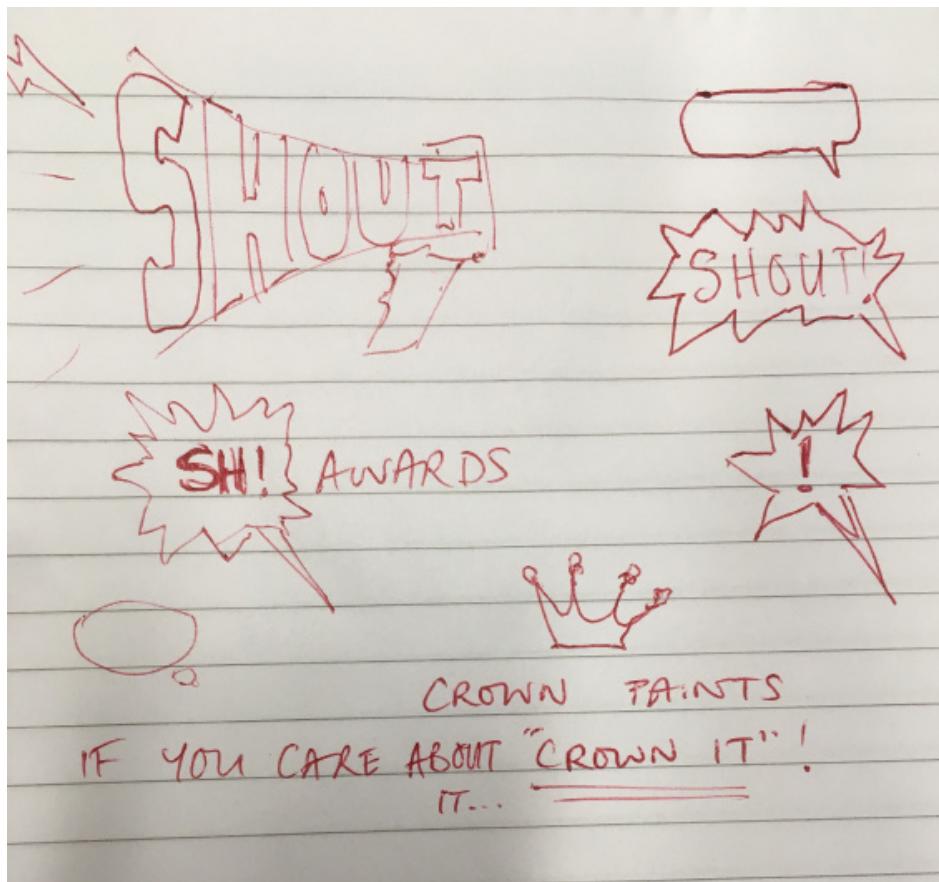


**SHOUT**  
**SHOUT**  
**SHOUT**  
**SHOUT**  
**SHOUT**  
**SHOUT**

*associates*  
*associates*  
*associates*  
*associates*

# **CRIT REVIEW WITH GRAHAM**

- Find more bold fonts for the word shout, more handdrawn (consider drawing your own font or manipulating the font in Illustrator by making it an Outline).
  - Consider looking into older style megaphones from Victorian era for a simpler look.
  - Look into tag lines and imagery you want to use for the brand
  - Graham liked logo sketch 1,2,4,10,11 and gave suggestions on other ideas/directions go on the logo design.



## MOODBOARD: VICTORIAN MEGAPHONES

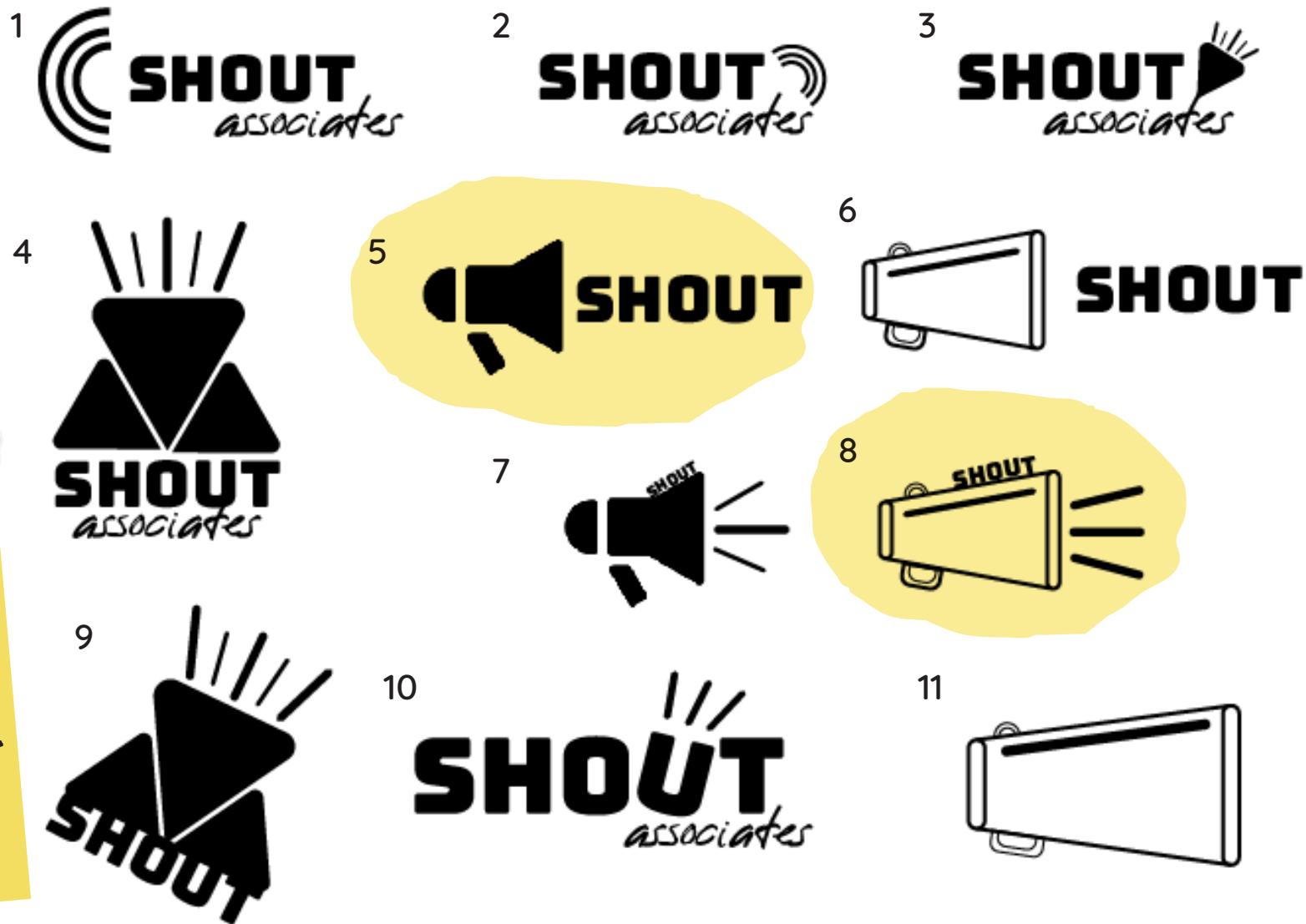


FROM THE FEEDBACK, I LOOKED AT VICTORIAN MEGAPHONES TO SEE HOW DIFFERENT IN TERMS OF STYLE THEY WERE TO MEGAPHONES THAT WE SEE TODAY



## DIGITAL LOGO CONCEPTS

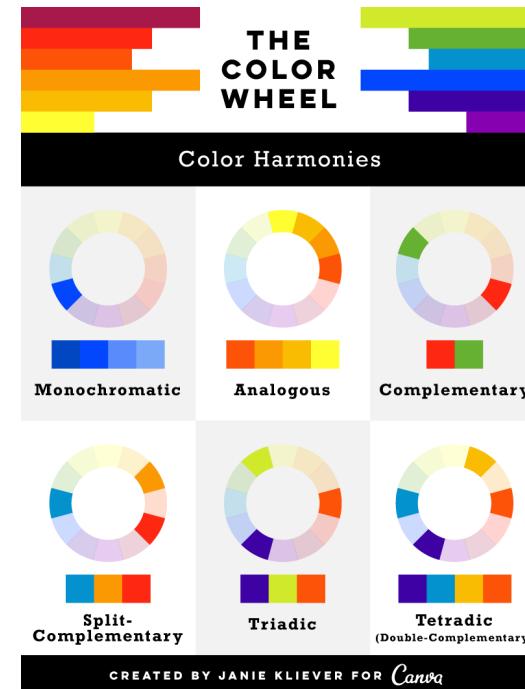
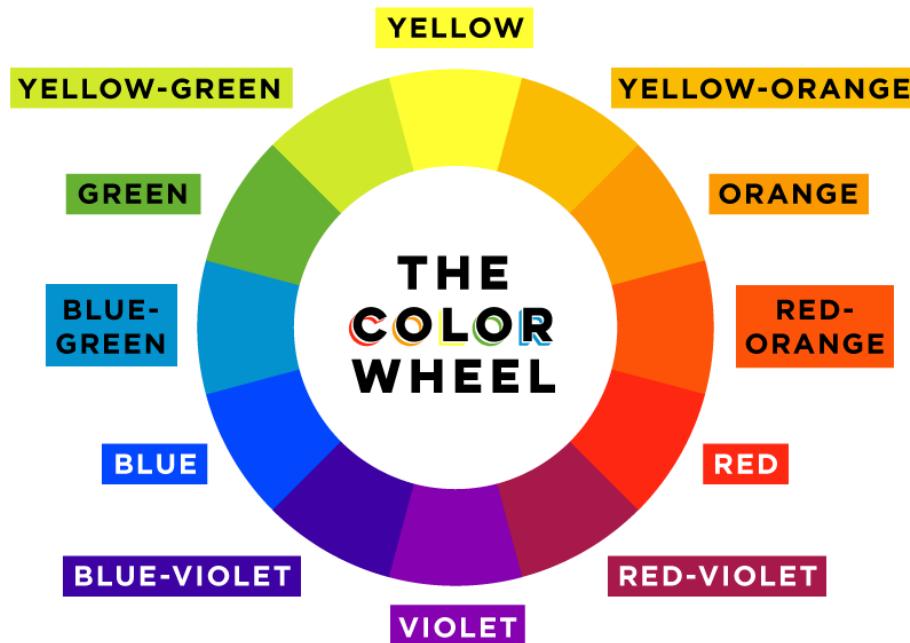
Logo concepts designed from the sketches. These are quick concepts to show how they would look digitally without involving any colour.



# COLOUR THEORY

Colour is a very important aspect of any design as it influences mood, emotion, and perceptions. The colour wheel is split into 3 parts. These are:

- Primary Colours which all other colours are derived from.
- Secondary Colours which are formed by mixing the primary colours.
- Tertiary Colours which are formed by mixing both the primary and secondary colours.



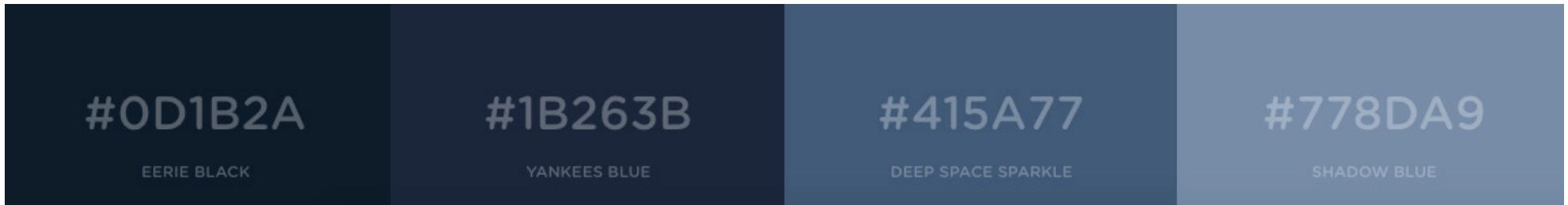
Colour Harmony is how colours are picked for a project. The graphic below shows how each type works.

When looking for a colour palette for this project I'll mainly be looking at Monochromatic (various shades, tones or tints of one colour) and Analogous (hues that are side by side on the colour wheel) colour harmonies.

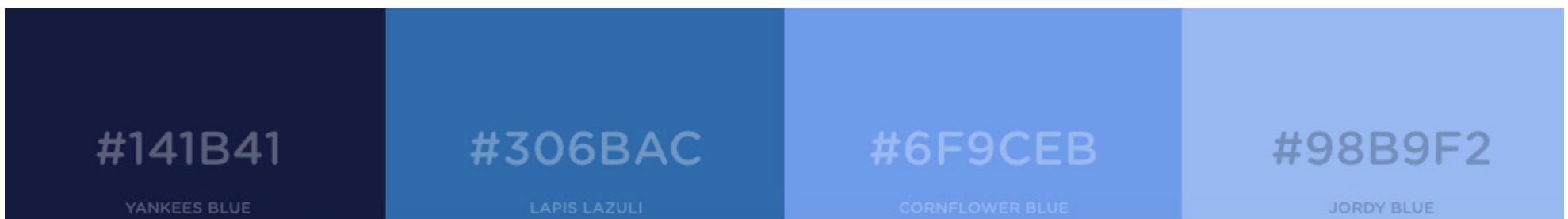
## COLOURS PLATTE

Before conuting to refine my chosen final logo design, I looked into colour palettes that could work well for the brand. From feedback, I tested colour scheme 3 and 4 on my logo designs which are Analoogus colour harmonies.

1



2



3

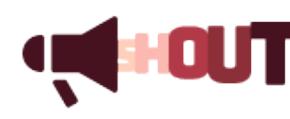


4



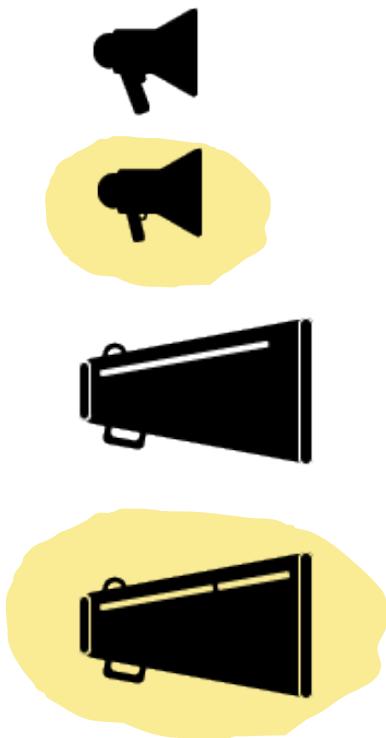
## LOGO REFINEMENT (1/3)

Following on from feedback that I was given, I further refined the logo testing different effects on the word SHOUT while also testing the two colour palettes chosen above.



TESTING THE COLOUR  
SCHEMES ON THE TWO  
CONCEPTS WHILE  
EXPERIMENTING WITH  
THE WORDING OF SHOUT

## LOGO REFINEMENT (2/3)



SHOUT

I FURTHER REFINED THE  
ICONS OF THE  
MEGAPHONES AS WELL  
AS TESTING EFFECTS ON  
THE WORDING OF SHOUT

## LOGO REFINEMENT (3/3)



I PUT THE REFINED  
ICONS AND FINAL  
WORDING OF SHOUT ALL  
TOGETHER AND TESTED  
HOW THOSE ELEMENTS  
SIT TOGETHER BEST

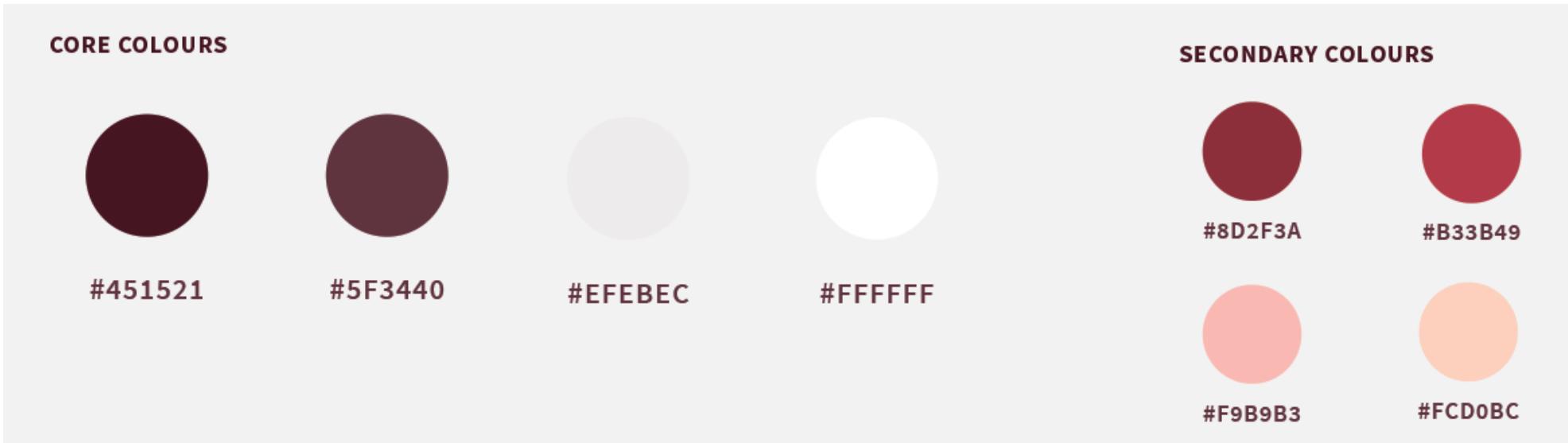
## FURTHER COLOUR PLATTE TESTING

I applied and tested the colour palettes on the logo designs. From the test I found that overall the deep red colour palettes worked better. If the red colour variant of the logo doesn't fully fit or suit the background colour, a black or white variant of the logo can be used instead.



## FINAL COLOUR PALETTE

Below is the final colour palette for the SHOUT, which is split into the core and secondary colours.



## FINAL LOGO

The final logo for SHOUT, showing how each variant of the logo should be used.

Primary Logo



Favicon



Secondary Logo



Secondary Logo - Minified



## TAGLINE

To accomampy the logo and brand as a whole I experimented with different taglines. I picked my favourite three and asked my peers which one they perfered.

1. Why not SHOUT about it
2. If its worth sharing, why not SHOUT about it
3. Don't just say it, SHOUT it
4. We want to shout about you
5. Lets shout about you
6. We don't just say it, we SHOUT it
7. You've got the idea, now its time to SHOUT about it
8. Say it, Shout it
9. The industry is loud, let's be louder
10. We shout for you
11. We shout on behalf of you
12. Why not let us shout about it



Poll

Which tagline do you prefer (for SHOUT - Visual Design Project)

Don't just say it, shout it

+3



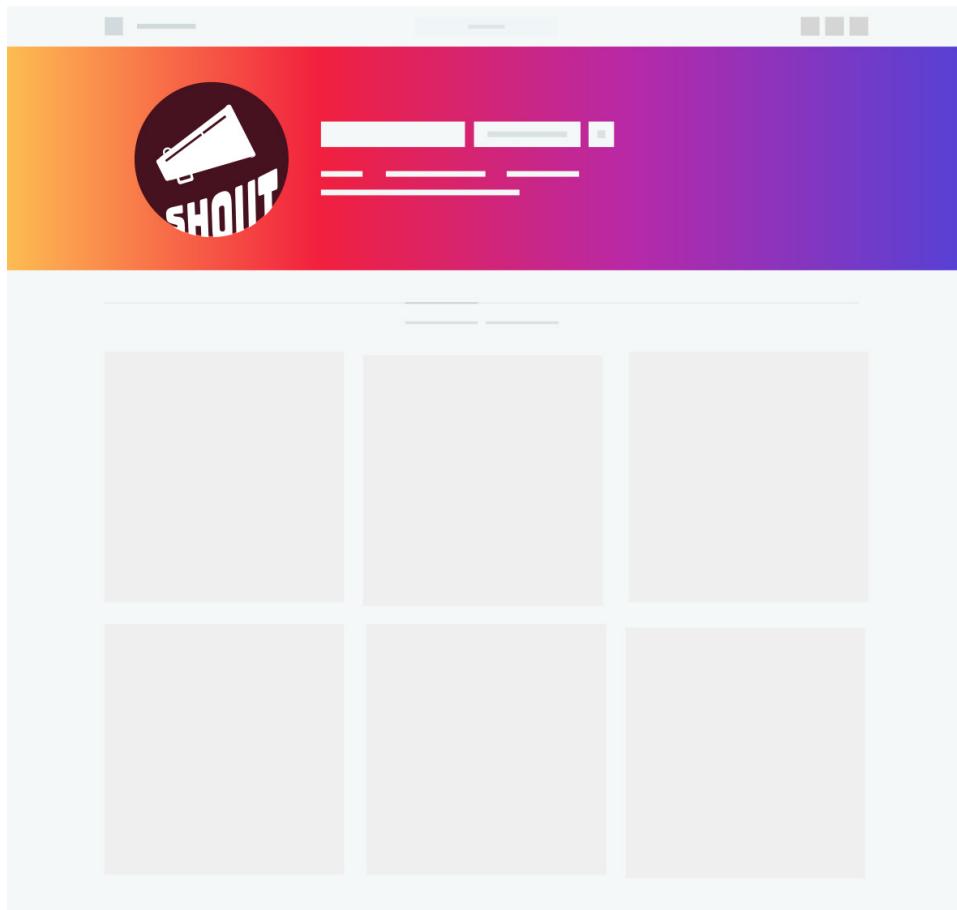
We don't just say it, we shout it

Why not let us shout about it

## LOGO IN USE - SOCIAL MEDIA PROFILES (1/2)

As this company is web startup it will be doing a lot of advertising online, and therefore social media will be a big part of marketing. I designed what the social media profiles will look like with the SHOUT branding applied.

INSTAGRAM

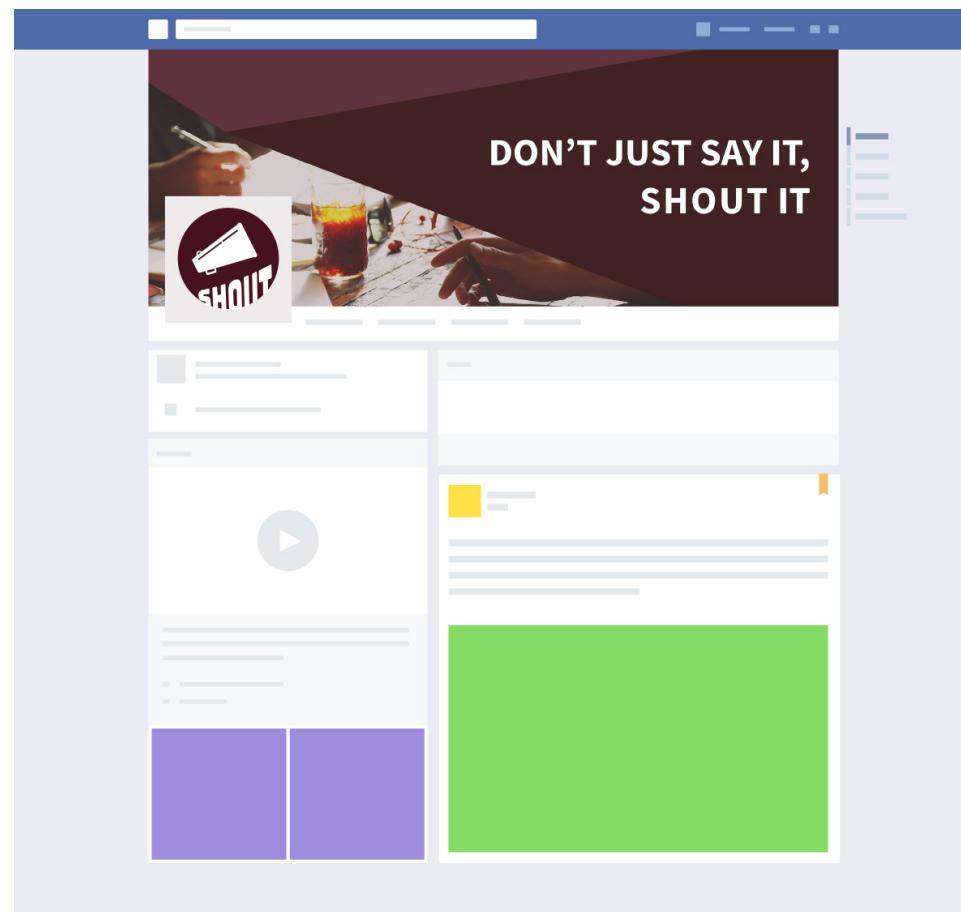


TWITTER

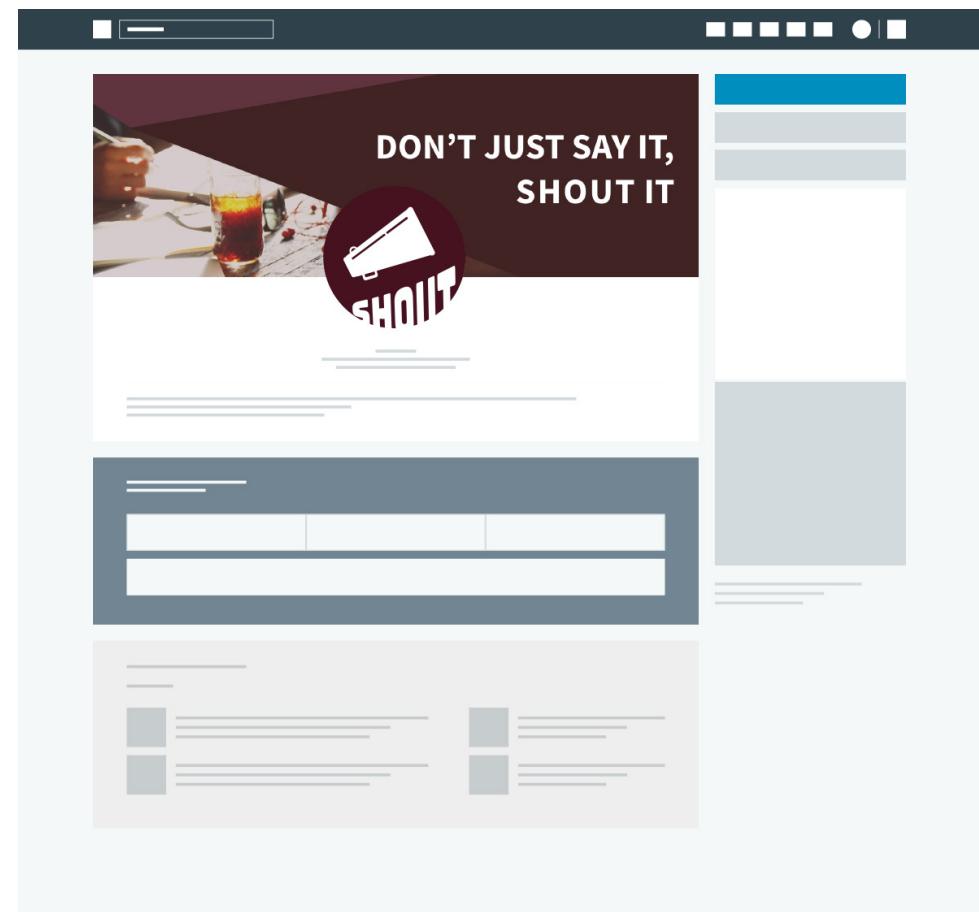


## LOGO IN USE - SOCIAL MEDIA PROFILES (2/2)

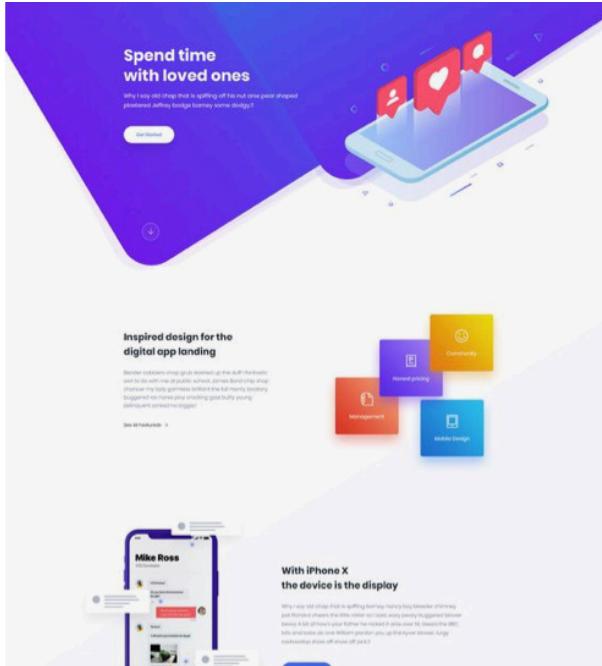
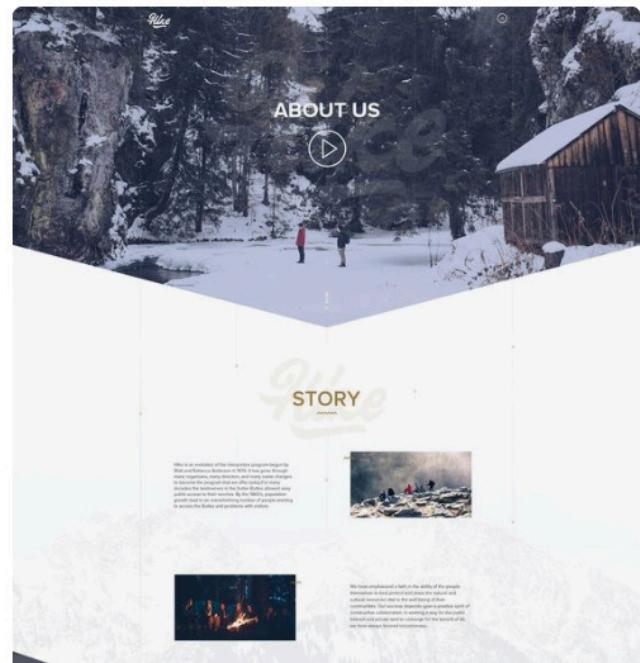
### FACEBOOK



### LINKEDIN



# MOODBOARD: WEBSITE DESIGNS



**fashion**

Personal Style | DOTD | Wardrobe Essentials | Lookbooks | Styling Tips

**beauty**

Makeup Looks | Skincare | Treatments | Favourite Products | Haircare | Bodycare

We are  
Forge  
Motorsports

Born from a passion for muscle cars, hot rods and anything powered by petrol, the aim of Forge is to create a compound for car enthusiasts. Our vision is two-fold. First a fully functional, top-to-bottom restoration garage for both old and new cars. The second, and the real meat of our vision, is a state-of-the-art Motor Club, storage facility and community.

For now, we're still hammering out all the details but you can stay up to date with everything that's going on in the garage. Make sure you're the first to know when we get up and running by signing up for our newsletter.

SIGN UP TODAY

Get yo' read on!

BITES | SIGHTS | HOME | DIY | BIZ

Check out my latest posts on the blog!

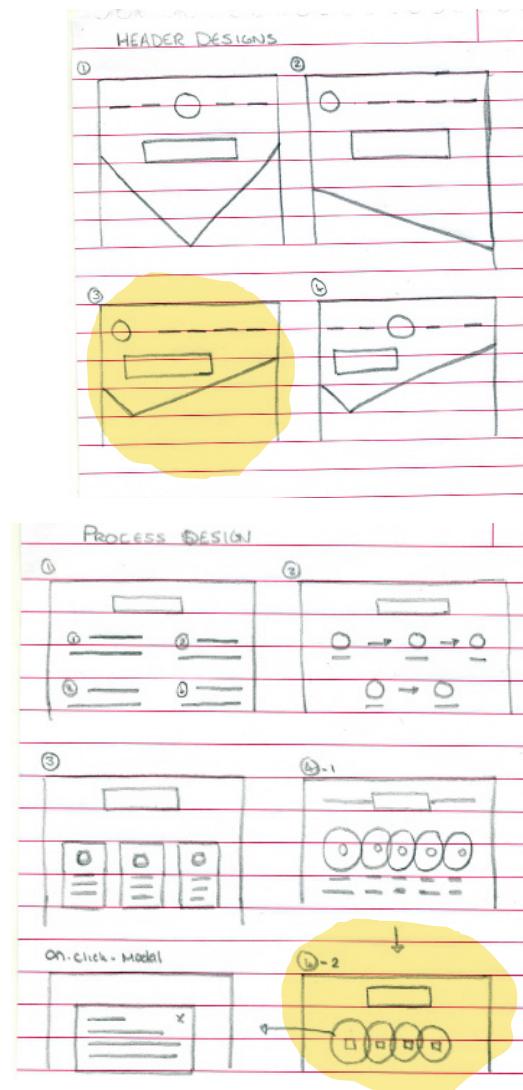
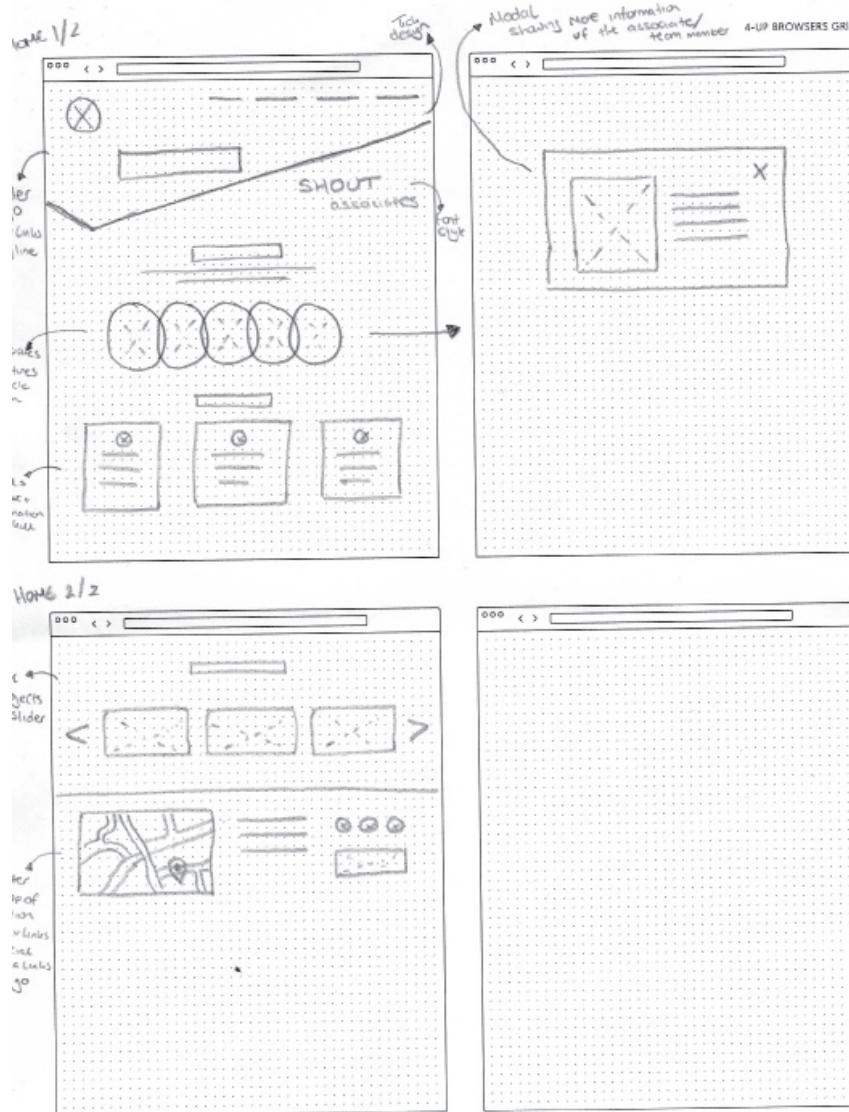
READ THE BLOG

ANNA'S GOODBYE.COM

ANNA'S GOODBYE.COM

# WIREFRAMES

I sketched out layouts for the website. Doing this, allowed me to quickly see if a layout would work and fit the style I was going for that would suit the brand. I will use these to fully design the website using Adobe XD.



## WEBSITE SECTIONS:

- Our Associates (team)
- Our Process
- Our Work
- Get In Touch

## GRID SYSTEM

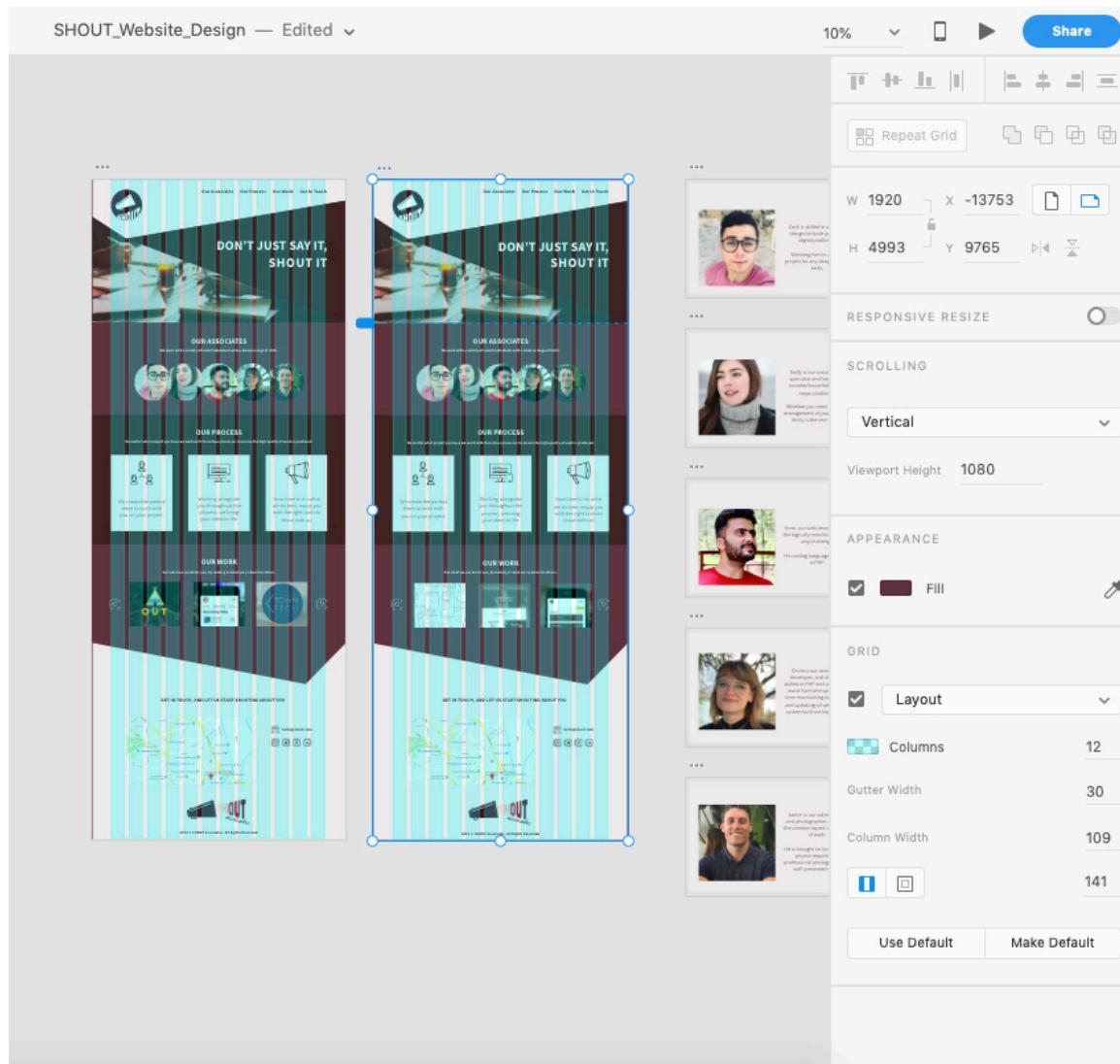
Grid systems are a way of structuring elements on a page. These provide designers with guides that contain a series of horizontal and vertical lines and are used to arrange content. The main advantage of using grid systems is that it provides consistency in the design which creates a good user experience. However, even when using grid systems the rules can be broken to add creativity to the design of the website.

There are many grid frameworks on the Web, with most providing a 12 column grid. Other common grids are 16 and 24 column grids but these are often only used with careful consideration. These grids can be applied to a page with any width as they are flexible. Even with screens getting larger 960px is still the most common width of web pages. Although, on most current websites only the main body content is restricted to this width.

In this project a 12 column grid will be used when designing the website as this is the most common, and if the website was coded it can be done with a custom grid or easily with a framework like Bootstrap. This type of grid will be a column grid which is used when text and images are separated into different blocks. The width of these columns can change depending on the content. For example one row could have two columns and underneath it could have four.

# USING A GRID SYSTEM IN ADOBE XD

Adobe XD has a built-in feature that allows you to create grids for each artboard which is fully customisable and overlays on top of the content within the artboard. This was set based upon the Bootstrap grid which is one of the most common grids.

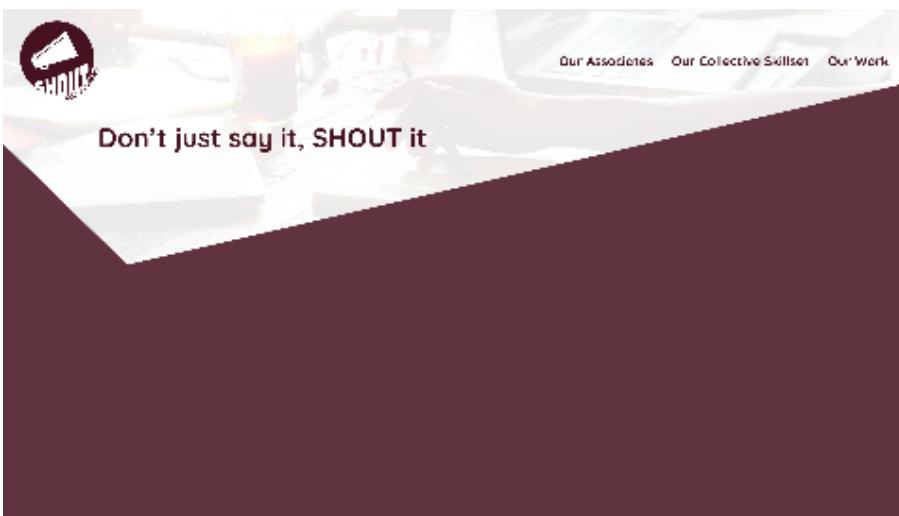
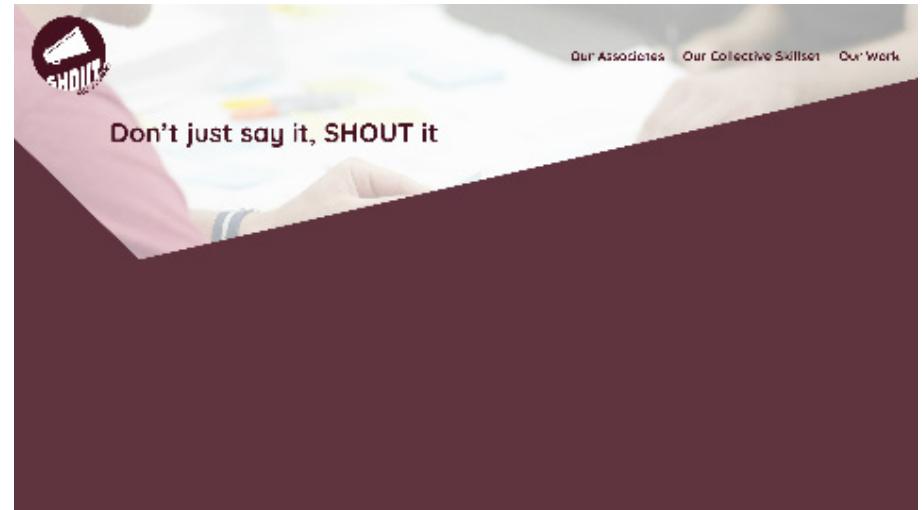


## SCREEN DESIGNS: HEADER (1/2 )

As the header is the first thing a person will see when they land on a website I wanted to make sure that the header design fitted with the brand which involved experimenting with images and colours. I did a few iterations before gathering feedback.

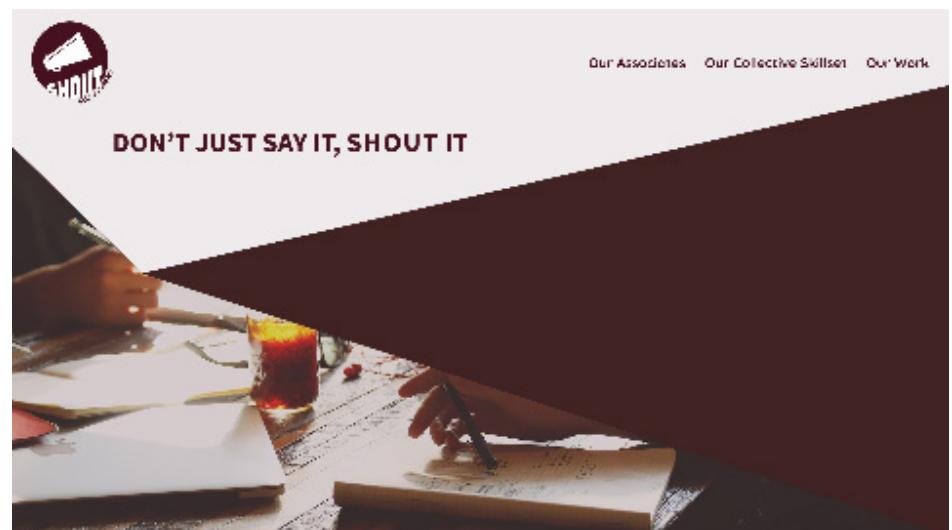
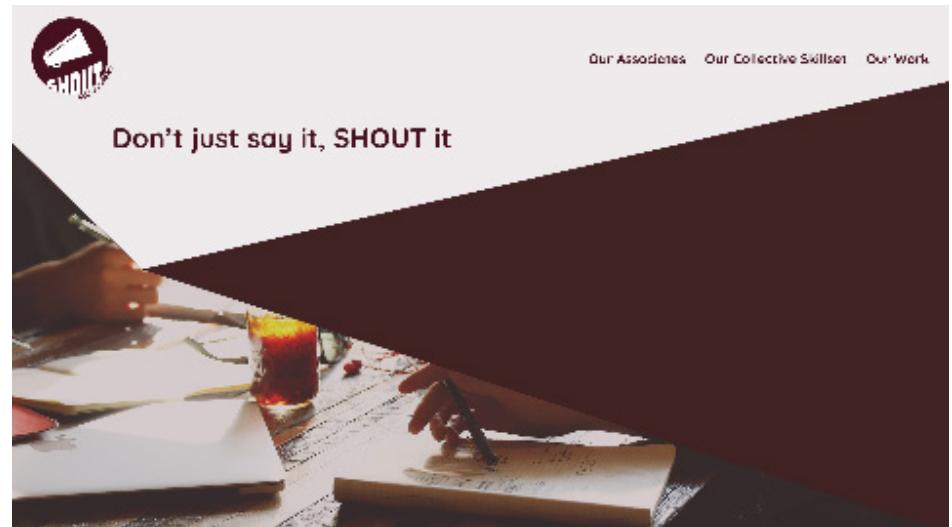


## SCREEN DESIGNS: HEADER (2/2)



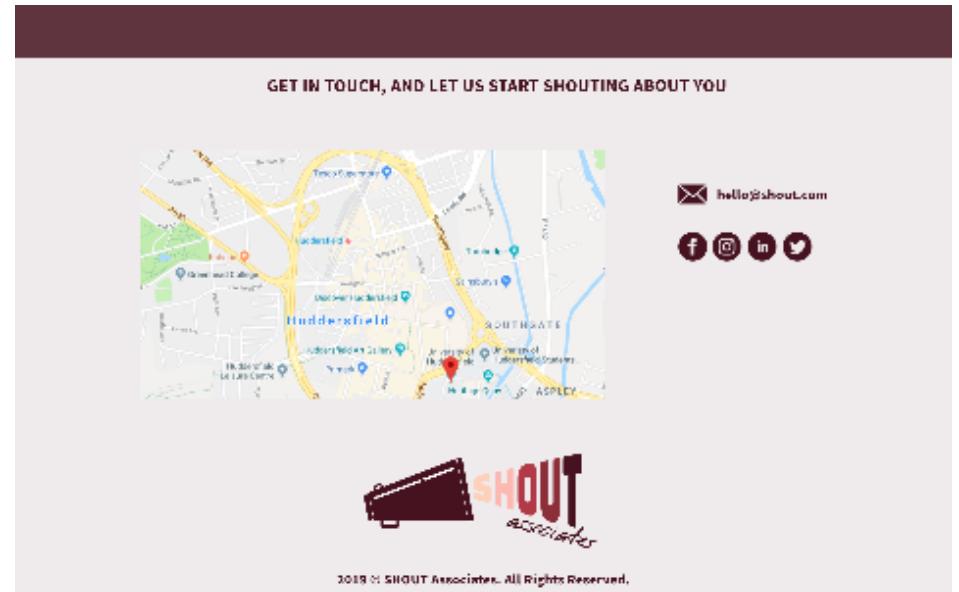
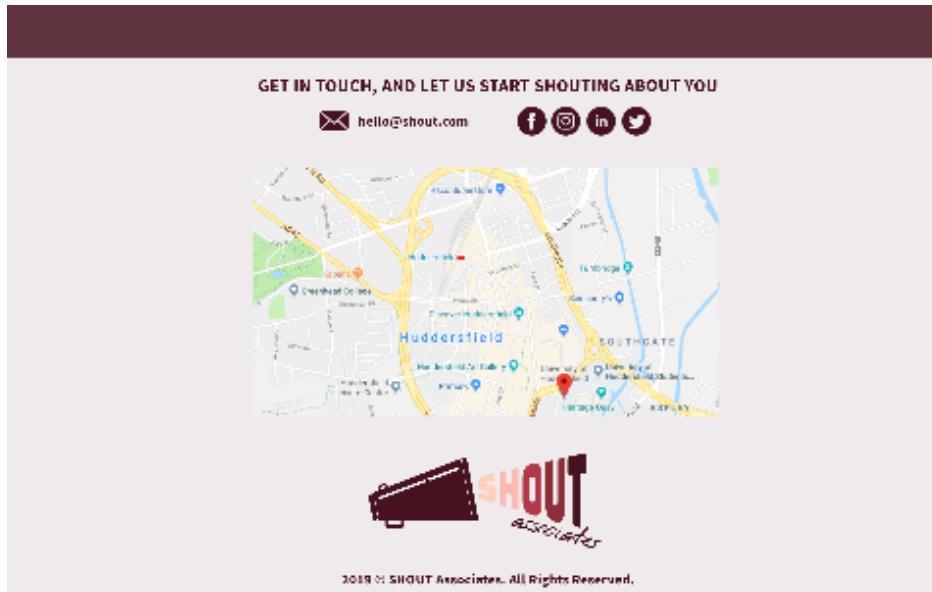
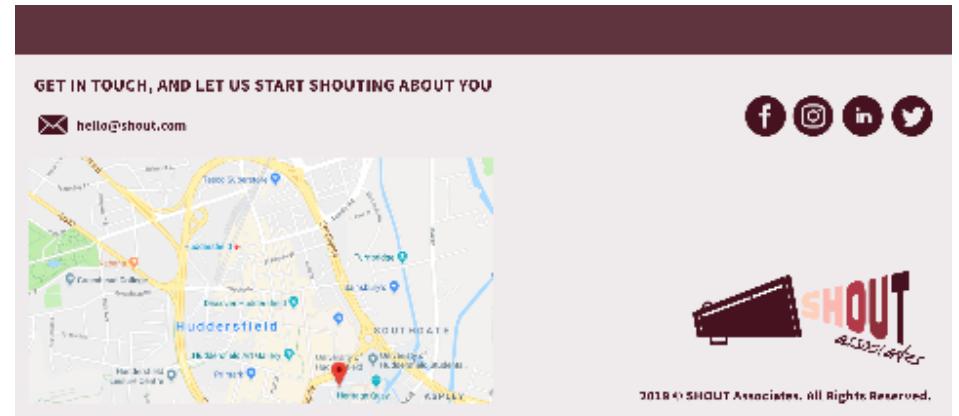
## SCREEN DESIGNS: HEADER REFINEMENTS

BASED ON FEEDBACK I WORKED ON ADDING MORE ANGLES AND SHAPES INTO THE HEADER. BY DOING THIS, THE SIZE OF THE HEADER EXPANDED WHICH ALLOWED THE IMAGE TO BE INCORPORATED INTO THE HEADER BETTER WITHOUT OBSTRUCTING THE LOGO AND NAVIGATION TEXT. FINALLY, I EXPERIMENTED WITH FONTS FOR THE TAGLINE.

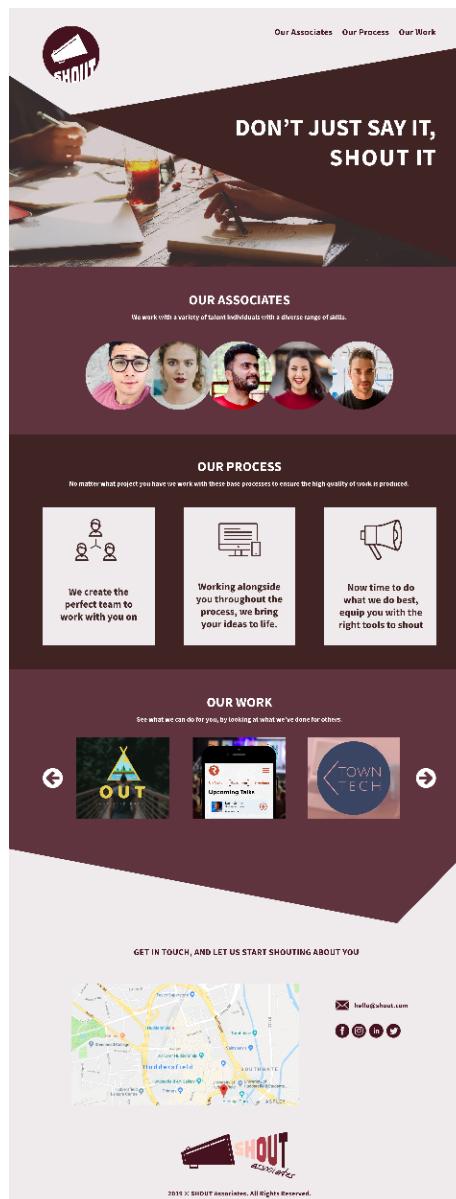
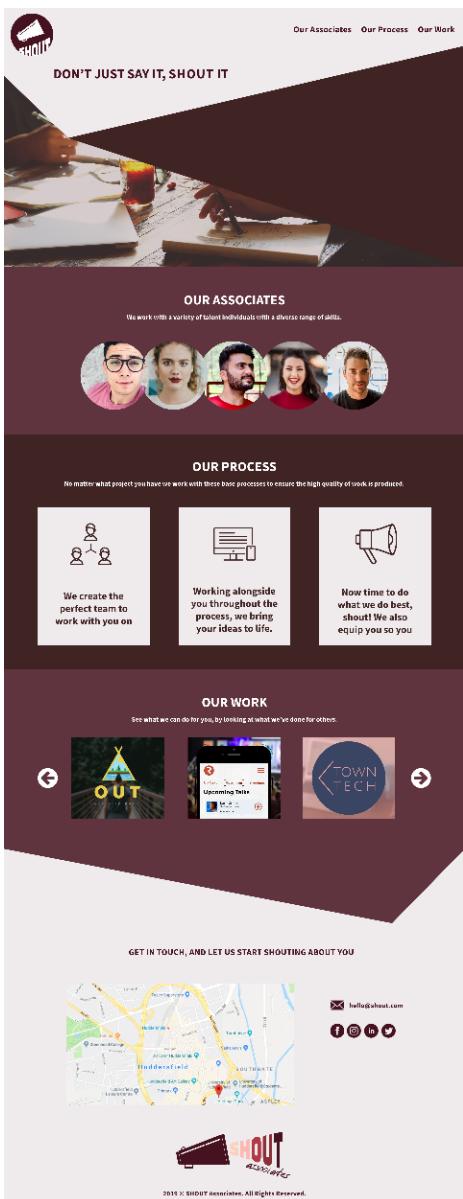


## SCREEN DESIGNS: FOOTER

With the footer being the main call to action on the website I wanted to make sure the information displayed in the footer was presented in the best way and counted to fit in the style of the content on the rest of the website.



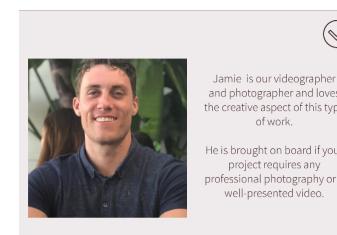
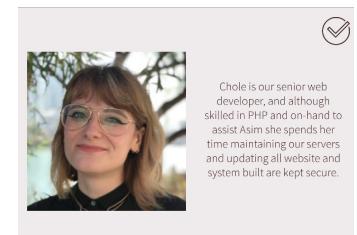
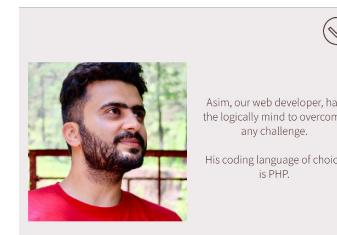
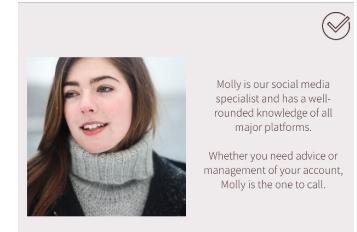
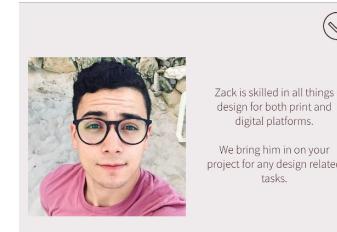
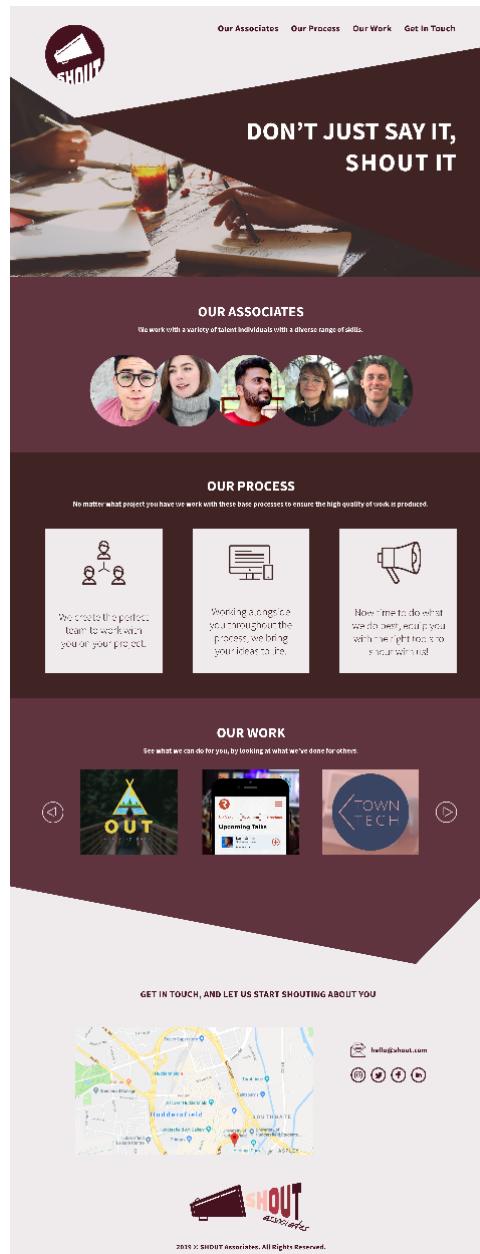
# SCREEN DESIGNS: FULL WEBSITE



I PUT THE FULL WEBSITE TOGETHER AND THEN FURTHER REFINED THE HEADER BY MOVING THE TAGLINE TO THE EMPTY MEGAPHONE SPACE AND ENLARGED THE LOGO. THIS GAVE THE HEADER THAT BREATHING SPACE

# SCREEN DESIGNS: FULL WEBSITE REFINEMENT

AFTER TESTING THE WEBSITE DESIGN I FOUND THAT SOME OF THE IMAGES OF THE PEOPLE WERE REALLY BAD QUALITY WHICH Affected THE WHOLE FEEL OF THE WEBSITE. THESE WERE SWITCHED WITH HIGHER QUALITY IMAGES. SOME OF THE ICONS WERE ALSO SWITCHED TO FIT IN-LINE WITH THE STYLE OF THE BRAND.

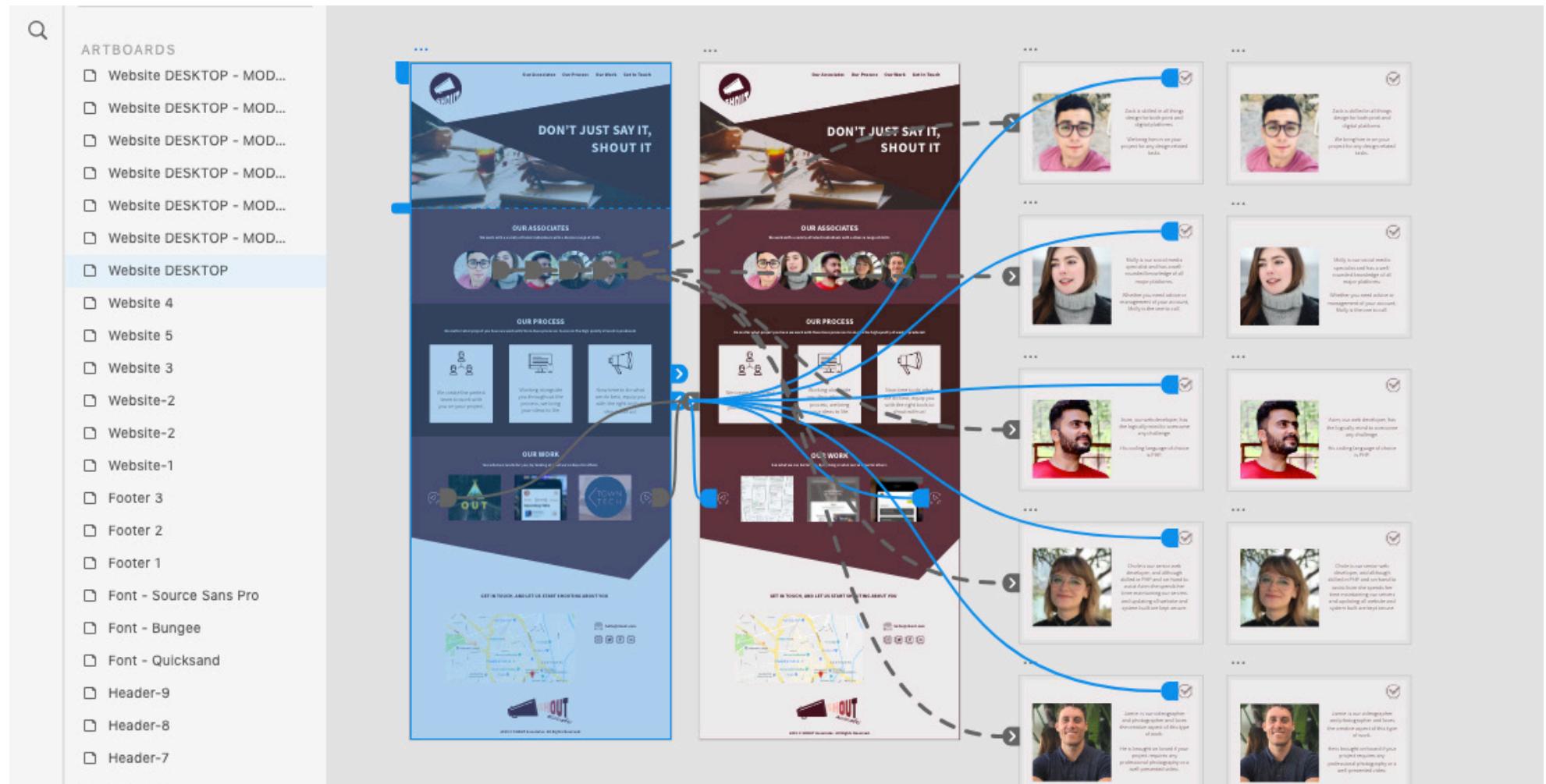


# PROTOTYPE: DESKTOP AND MOBILE

Using Adobe XD both the desktop and mobile version of the website design was created into a prototype which show how the interactions and flow of the website would be like when coded.

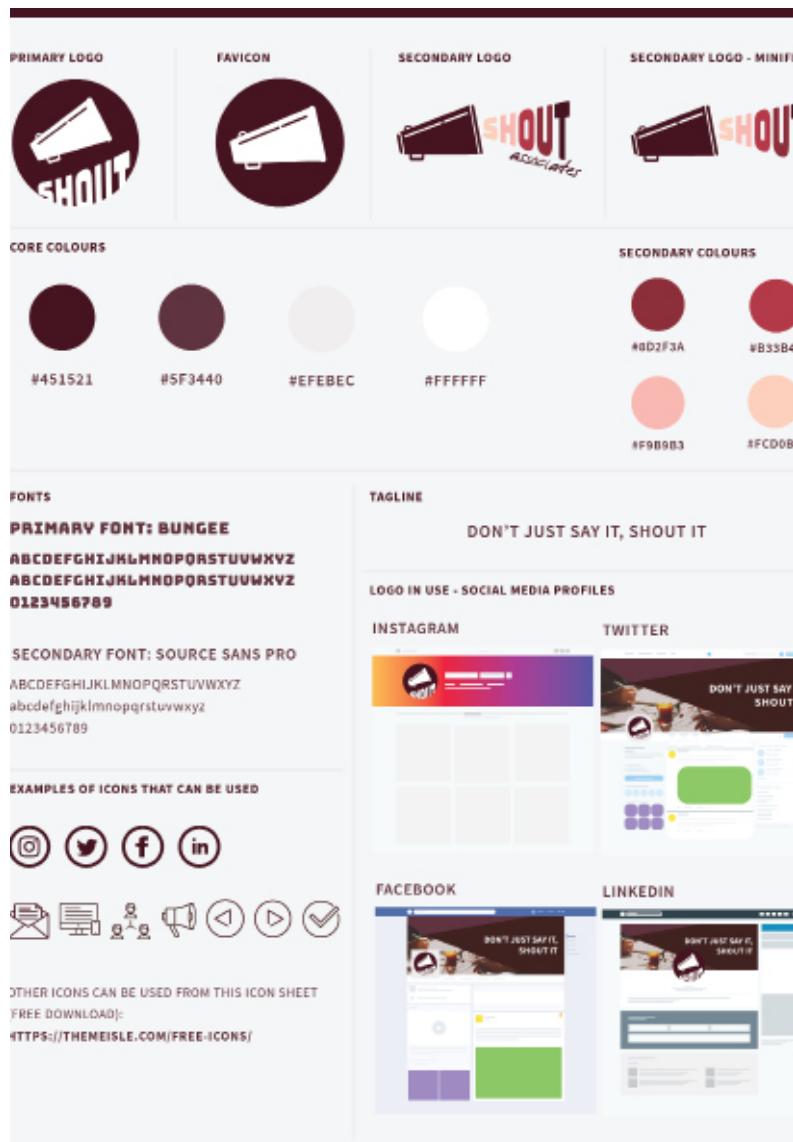
**DESKTOP PROTOTYPE:** <https://xd.adobe.com/view/2d90c925-a5b4-46e5-5bc0-3b12b037b3c9-5ba1/>

**MOBILE PROTOTYPE:** <https://xd.adobe.com/view/cc1d228c-e159-4894-7365-b336486e2623-ba2c/>



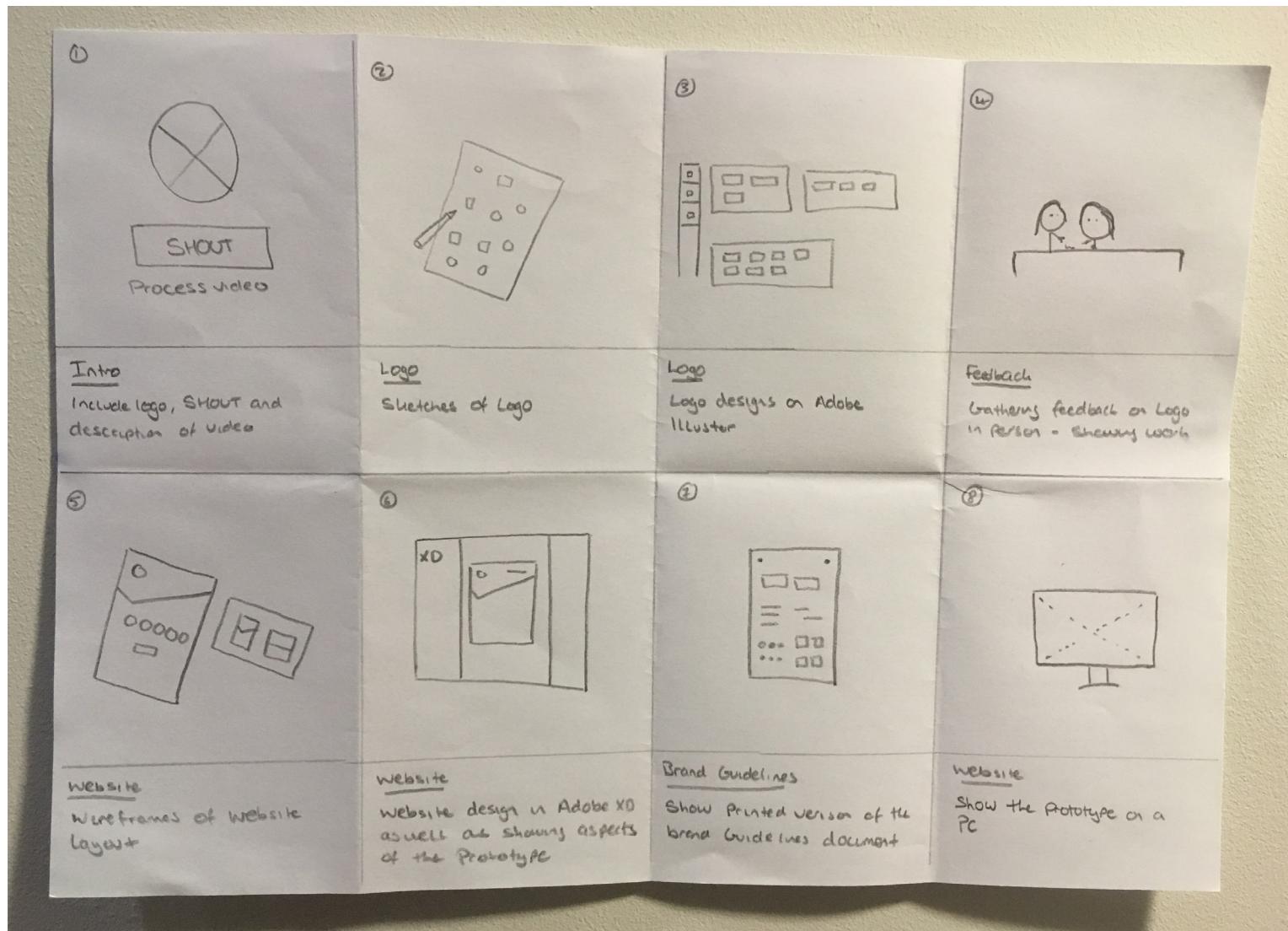
# BRAND GUIDELINES DOCUMENT

A brand guidelines document was created to provide an over view of how to use the SHOUT brand including the logo variants, colour scheme, fonts and icons.



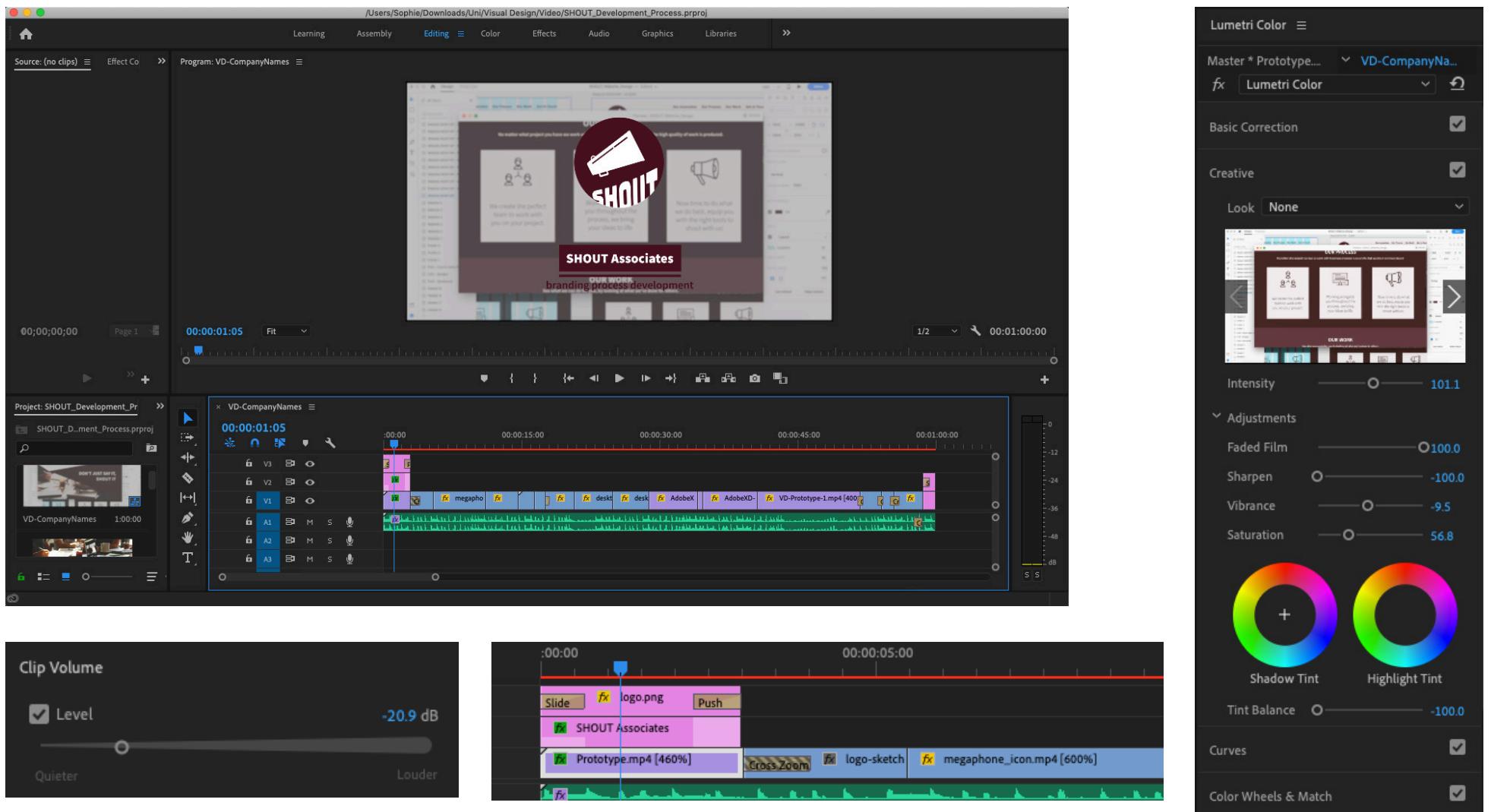
# SHOWCASE VIDEO: STORYBOARD

To showcase the process of this project a short video was created to show the branding process and assets I had created. To aid in the process of the filming and editing of the video, I created a simple storyboard to show how the video should flow and what shots I needed to gather for the video.



# SHOWCASE VIDEO: POST-PRODUCTION

After filming the clips using both a camera and screen recorder, I imported those clips into Adobe Premiere Pro to edit them into a showcase video. Using the in-built features, I added transitions, increased the speed of certain clips, edited the colour of a clip and image to allow the elements in front to have great dominace and manipulated the audio volume level of the background music.



## SHOWCASE VIDEO: CONSENT FORM



### Image, Video and Data Release Form

I Bryde Town hereby give irrevocable right to use my picture, photograph or video footage for use in this project (CHT2541-1819 Advanced Visual Design).

I understand that my picture, photograph, video footage or personal data may be used in any aspect of the project or its outcomes as designed by Sophie Thomas.

Signed:

A handwritten signature in black ink, appearing to read "Bryde Town".

Name: Bryde Town

A RELEASE FORM WAS SENT TO AND SIGNED BY BRYDE TOWN, WHO APPEARED IN THE SHOWCASE VIDEO, TO ALLOW THE FOOTAGE OF HERSELF TO BE USED IN THIS PROJECT.

THIS DOCUMENT IS IMPORTANT FOR BOTH PARTIES AS IT CLEARLY STATES TO EACH OTHER HOW THAT FOOTAGE WILL BE USED.

## SHOWCASE VIDEO: FINAL VIDEO

The showcase video of this project can be found on my YouTube channel. [https://youtu.be/qPbjJ0\\_oujA](https://youtu.be/qPbjJ0_oujA)



## IP & ETHICS

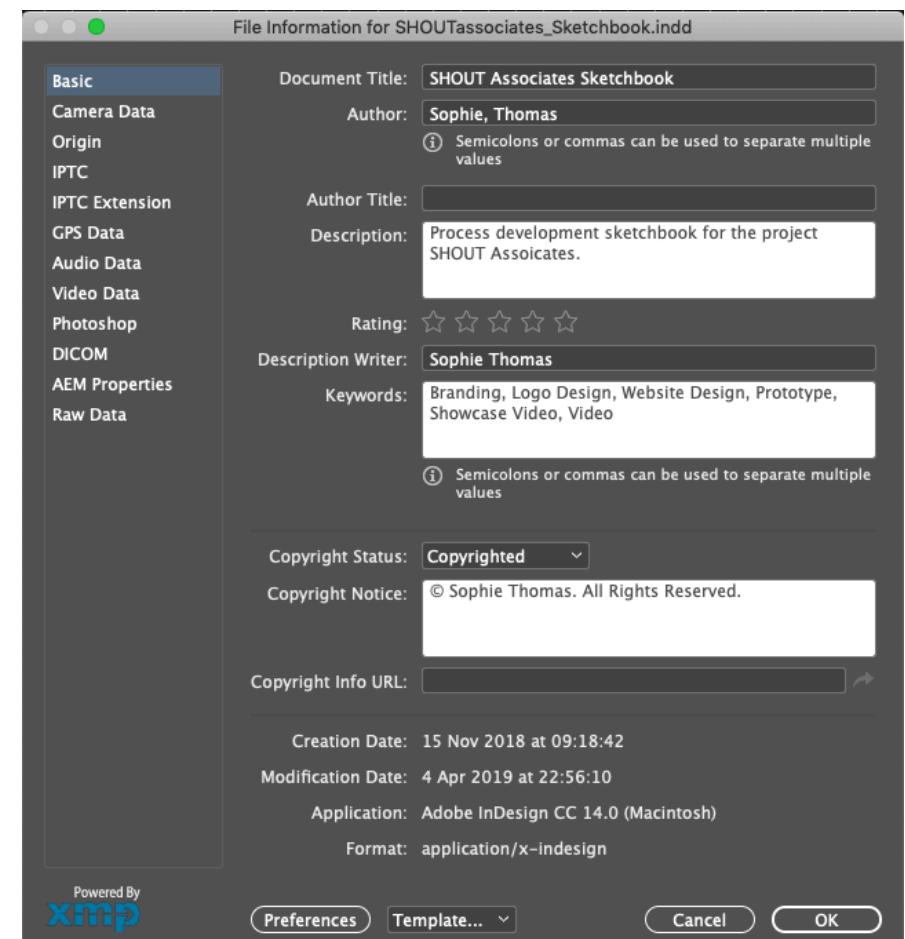
The assets created for this project are automatically copyrighted which means that I have control over who gets to copy the work, and under what conditions. However, the copyright law doesn't protect the style used such as colours.

The copyright of something doesn't last forever but when it ends depends on the type of work, location, and date but in the UK it tends to be + 70 years from the death of the owner

For this project, the work that is created will be automatically protected under the copyright law. Trademarking the name may be considered if ever officially launched as this is a more powerful way of proving ownership. This is only a consideration that will be made if the brand is launched because this means it will have been fully registered and trademarking cost around £170-£200 which is a big commitment. If it does get trademarked the logo will need to be adapted to either include TM or R.

To further protect my work, I have added File Information to the files which are embedded into the file. This includes Document Title, Author, Description, Keywords and Copyright Type of the work. By doing this, when people come across my work on the Internet they know who owns the work and the copyright associated to it.

All other assets, which I haven't created, such the icons used on the project are under the Creative Commons license and are free to use.

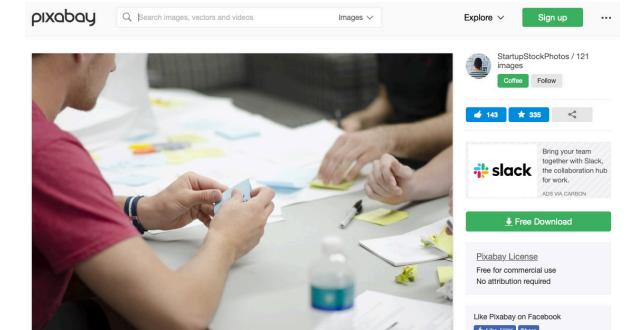


## ASSETS USED IN THIS PROJECT: IMAGES

Two websites were used to gather copyright free images which would be used on the website design aspect of the project.

UI Faces was used to gather images of pictures of people. These are allowed to be used in design mock-up for both personal and commercial projects without attribution. More information about UI Faces can be found here: <https://uifaces.co/about>

Pixabay was used to gather the stock image used on the header of the website design. Each of these images are free to use for both personal and commercial project without attribution. Their full license can be found here:  
<https://pixabay.com/service/license/>



## **ASSETS USED IN THIS PROJECT: TEMPLATES AND ICONS**

### **TEMPLATES**

The social media profile designs featured in the Brand Guidelines document and this Development Process document was created by Ahmed Maghrabi and shared as a Free License with this attribution. <https://www.behance.net/gallery/59192949/Free-Social-Media-Mockups-and-Guidelines>

### **ICONS**

Two different icon sets were used in this project. Icommonstr icons were used for the social media icons and The Meisle icon set was used for other icons used throughout the project.

Icons downloaded from Icommonstr are free to use for both personal and commercial use without attribution. Their full license can be found here:  
<https://iconmonstr.com/license/>

The Meisle icon set is licensed under the Apache License 2.0. This states that they can be used for; commercial use, modification, distribution, patent use and private use. Their full license can be found here:  
<https://themeisle.com/free-icons/>

## REFERENCES

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## EVALUATION

Overall, I believe that the brief for this project has been met as the company name and branding align well with the web industry and the tone works well on across all mediums the brand will be used on. This will allow SHOUT Associates to promote themselves in a busy industry and gain support from creatives who'd like to join the community.

Designing a logo with different variants allows the logo to work on different mediums and documents without losing the quality or distorting the brand typography. The website design was kept simple and focused on the associates and what they provide to the brand which is one of the main focuses of the brand. The brand guidelines document was also kept simple in the style of an A4 document that can be viewed on the PC, web or printed for quick reference to the style guides of SHOUT.

To further develop this brand I'd continue creating assets that can be used to aid in the marketing on the brand such as company business cards and animations which can be used across social media to promote the business and specific services. Creative individuals would be approached to join SHOUT, and therefore replace the stock assets on the Associates' section of the website design. The website would be coded and developed and the company would be launched officially.

