

CASE STUDY

PROPER GROOVE
IDENTITY RE-BRANDING

THE TEAM

TEAM - STUDENT STUDIO: DIONYSUS CREATIVE TEAM

BEHIND THE NAME

Mariko was set on naming the team after a Greek god, but who? After some serious consideration, we decided to go with Dionysus, the Greek god of wine and drunken revelry. We wanted a god that represent our madness in creativity.

MARIKO KOENIG

- RESEARCH
- VISUAL DESIGN
- IDEALIZATION VISIONARY

TRU DINH (LEADER)

- RESEARCH
- VISUAL DESIGN
- IDEALIZATION VISIONARY
- COMMUNICATION WITH CLIENT
- PROJECT PLANNING
- CREATIVE DIRECTING

PARKER EUGENIO

- RESEARCH
- VISUAL DESIGN
- IDEALIZATION VISIONARY

BRIEF

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CLIENT

PROPER GROOVE

Proper Groove is a nonprofit, charitable organization in Washington State founded upon community initiatives. Proper Groove goals is to prevent sexual and bias-based violence in social and community spaces through pro-social bystander intervention training, direct services and advocacy for victims and survivors and resources for individuals at-risk of initiating unwanted behaviors, aspirational events that empower marginalized identities in the community, and fiscal sponsorship of aligned community initiatives.

THE PROBLEM

Proper Groove is a new nonprofit organization with a goal to prevent sexual and bias-based violence in social spaces. Being new on the street, they need an Identity that would help them advocate their causes and pushes their messages above the sea of noise.

SOLUTION PROPOSAL

After analyzing their website and speaking to Proper Groove board of directors and listening to their vision. We all come to an agreement that Proper Groove need a fresh new Identity that would help them spread their message and advocate their causes to the community.

LOGO IDEATION

After the introductory meeting with Proper Groove boards of directors discussing their mission and goals for Proper Groove, we asked them what is important to them when it comes to their Identity? Do they have any example of other brands that they feel Proper Groove could be similar too? And is there any example of Logos that they like?

They stated that they want their Identity to show strength and of great importance. They want their Logo to stand out and be noticed when viewed at bars, events, or any social spaces. They also want to make sure that the logo can go on a diverse range of posters, backgrounds, and other various location. They also stated that they like the simple and clean modern style logo that work well in squares and rectangle so that it could be placed on letterhead, business card, and social media profile photo.

Below are some examples of logo that Proper Groove has sent over,



INITIAL IDEATION

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FIRST ITERATION

PROPER GROOVE



SECOND ITERATION

PROPER GROOVE | 7



After multiple iterations, Proper Groove felt that the bottom right logo fit their identity best and gave us the green light to move forward with it and finalize the logo.

COLORS

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After cleaning up the rough edges and finalizing the logo, we moved onto picking the colors for the Proper Groove new identity. There was some disagreement at first with the creative team and Proper Groove board of directors.

Proper Groove wanted to keep using their muted blue color as the primary color to their Identity.



We stated that, that blue is a very boring and dulled color and it doesn't best represent who Proper Groove is. It's also a police blue and it will give people a impression that Proper Groove is a policing organization, which is a bad public impression especially when this logo will be appearing bars and nightclubs. We believe a brighter tone will better represent Proper Groove identity.

Below are some examples of color that we believe to best fit Proper Groove.



LOGO FINAL

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A decision was made to go with a brighter tone blue color to represent safe and trust-worthy, but yet also fun and inviting. There was also a concern with the previous iteration where the center part does look like a beak to a bird. With the color being very similar to twitter, that beak does remind people of the twitter logo. With the request from the client, a solution to rounding out the center was implemented. Two versions of the logo, a horizontal and vertical version were created to ensure that the brand will look presentable in any environment.



GUIDE-LINE

PROPER GROOVE | 10



MAIN COLOR



#111111
RGB (17,17,17)
CMYK (73,67,66,83)

#1A1A1A
RGB (26,26,26)
CMYK (73,67,65,78)

#292929
RGB (41,41,41)
CMYK (71,65,64,67)

#373738
RGB (55,55,56)
CMYK (73,67,65,50)

#FFFFFF
RGB (255,255,255)
CMYK (0,0,0,0)



#OCB1C9
RGB (12,177,201)
CMYK (73,719,0)

#C4E8F0
RGB (196,232,240)
CMYK (22,0,4,0)

PROXIMA NOVA SEMIBOLD

PROXIMA NOVA THIN

PROPER GROOVE

VERTICAL VERSION



PROPER GROOVE

HORIZONTAL VERSION



PROPER GROOVE

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BLACK & WHITE



PROPER GROOVE



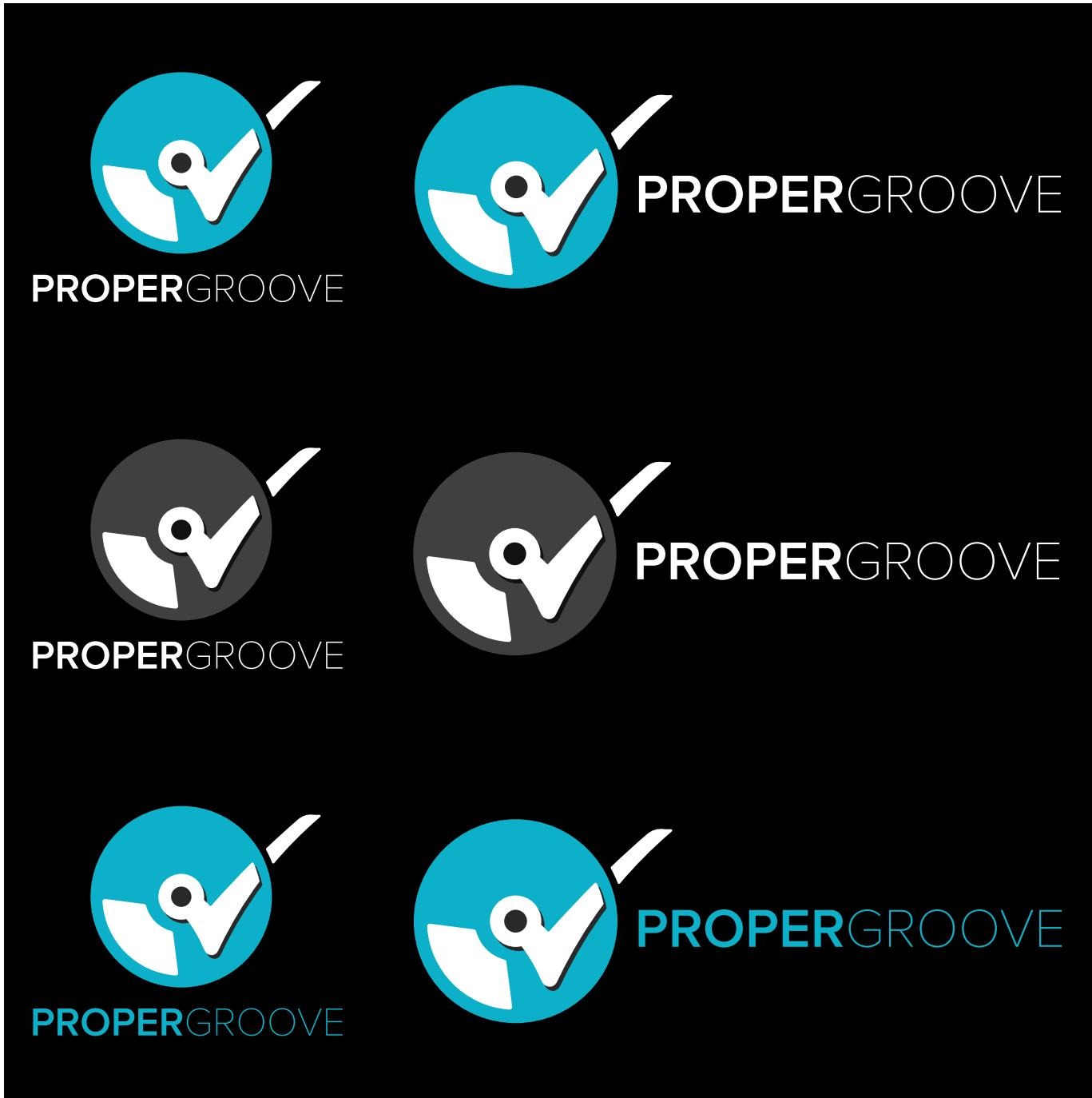
PROPER GROOVE

TEXT INSIDE



ON DARK BACKGROUND

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BUSINESS CARD

The idea is to have a simple clean business card design that would best showcase Proper Groove identity and also provide the important information in a clear legible manners. Below are some initial designs for the business card.



LOMA INTRODUCTION

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Liberation for victims and survivors

Open-hearted service for staff

Meaningful to communities

Authentic for all

LOMA support service is a sub division of Proper Groove that provide support services to victim of sexual violence.

Proper Groove would like a brand identity that would go hand to hand with Proper Groove identity. We propose an idea to reuse the same logo for Proper Groove but with a different color to portray LOMA as a subdivision of Proper Groove. The idea got the green light by the board of directors to move forward.



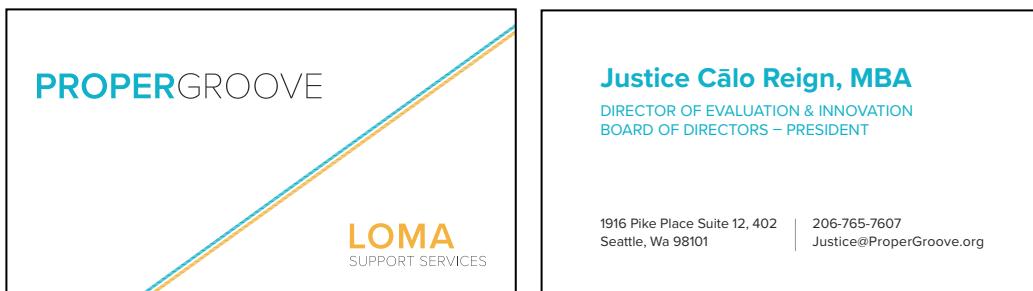
The colors yellow and red along with the duo tone heart were introduced to give LOMA a more loving and supportive personality. Two iterations, horizontal and vertical version were created to ensure that the logo will match well with any environments.



BUSINESS CARD

Being a nonprofit organization, there is some limitation to production cost. In order to cut cost, Proper Groove want both the Proper Groove and LOMA Support Service identity to be spotlighted on the business card and letterhead. We tried explaining that this was really unusual, uncommon and probably never been done before by any other organization. Their decision was final and there was no changing their mind. This prove to be a real challenge as to how one would represent two different identity on the same design field.

Below are some examples of iteration that we attempted,



BUSINESS CARD

The best solution for this challenge that we believed to work best is to just have only Proper Groove logo spotlighted with both Proper Groove and LOMA type complimenting it. This idea was approved and green lighted by Proper Groove Board of Directors.



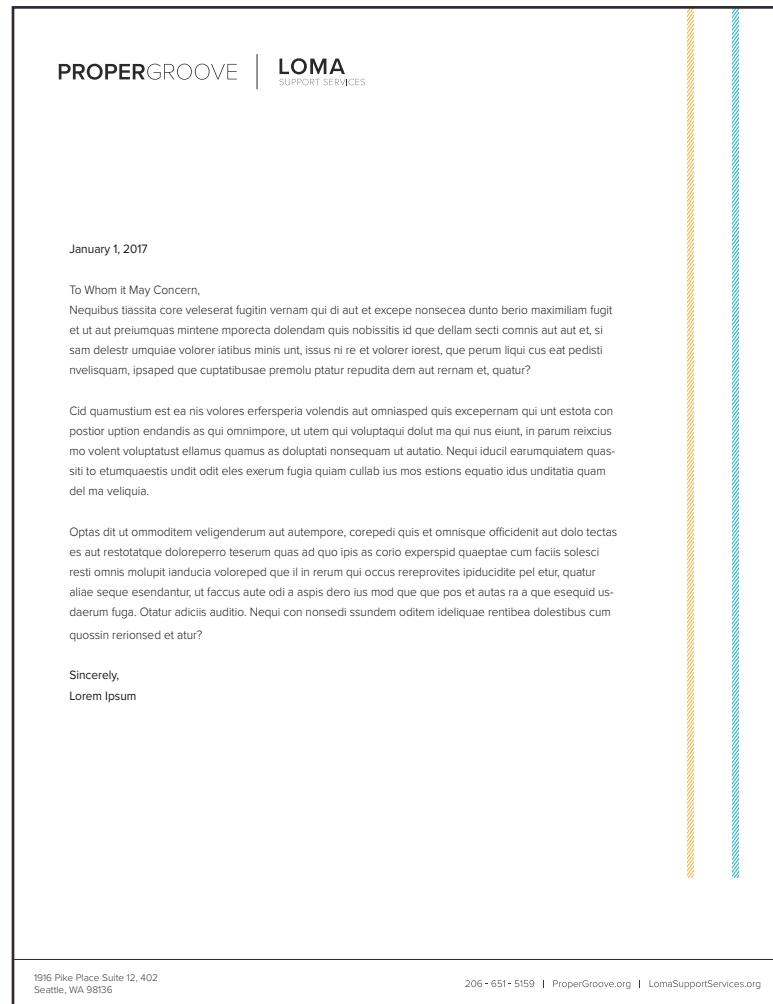
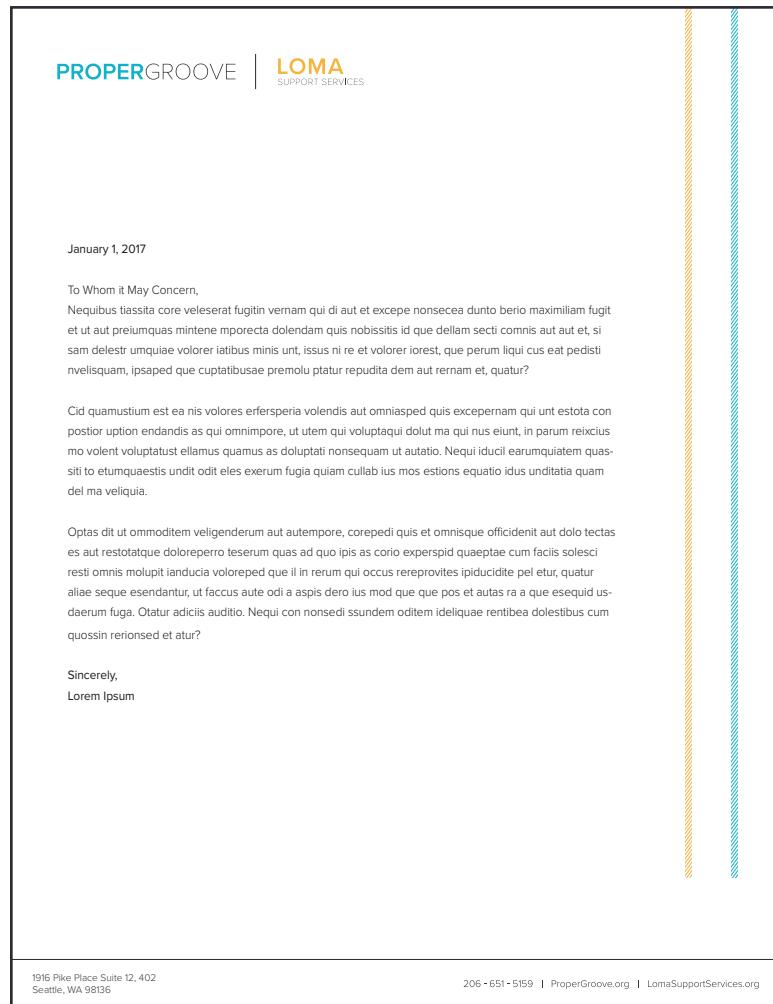
BUSINESS CARD FINAL

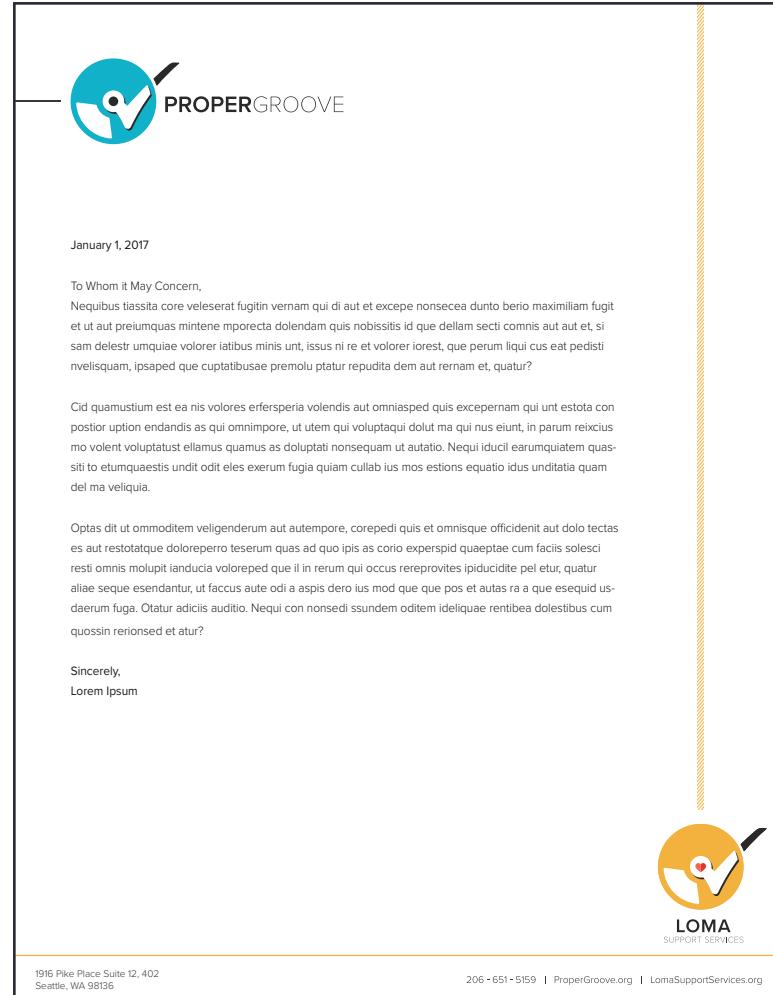
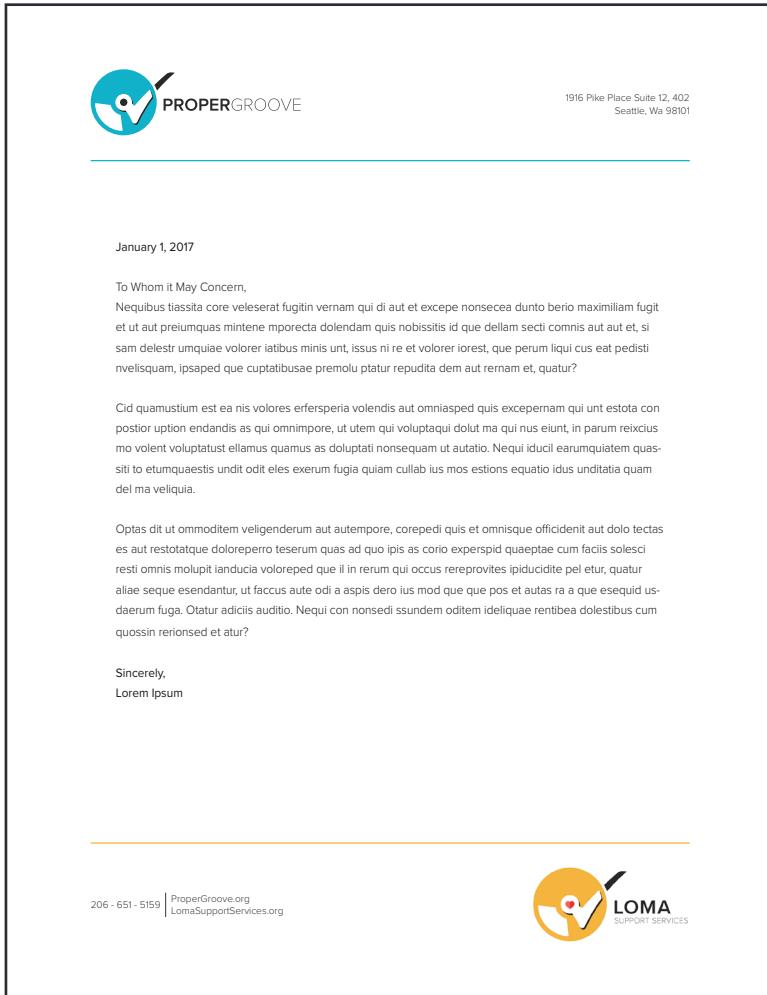


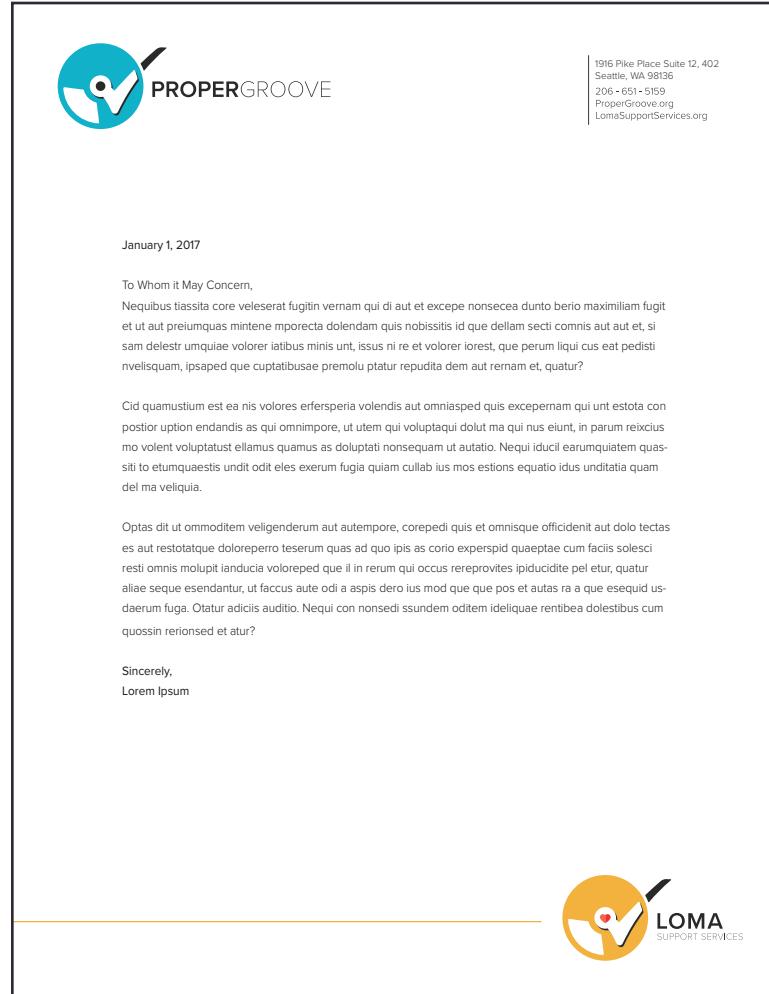
LETTERHEAD

Proper Groove also wanted the same idea for the letterhead, they want both LOMA Support Service and Proper Groove identity to be spotlighted equally.

Below are some iterations we attempted for the letterhead,









January 1, 2017

To Whom it May Concern,
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Sincerely,
Lorem ipsum

1916 Pike Place Suite 12, 402
Seattle, Wa 98101

206-651-5159
www.ProperGroove.org

206-651-5159
www.lomaSupportServices.org

LETTERHEAD FINAL

Proper Groove wanted to go with these two styles for the letterhead. the one on the right is for legal documents and the one on the left is for all purpose.



1916 Pike Place Suite 12, #402
Seattle, WA 98101
206 • 651 • 5159
ProperGroove.org
LomaSupportServices.org

ALL PURPOSE

PROPERGROOVE | LOMA
SUPPORT SERVICES



1916 Pike Place Suite 12, #402
Seattle, WA 98101

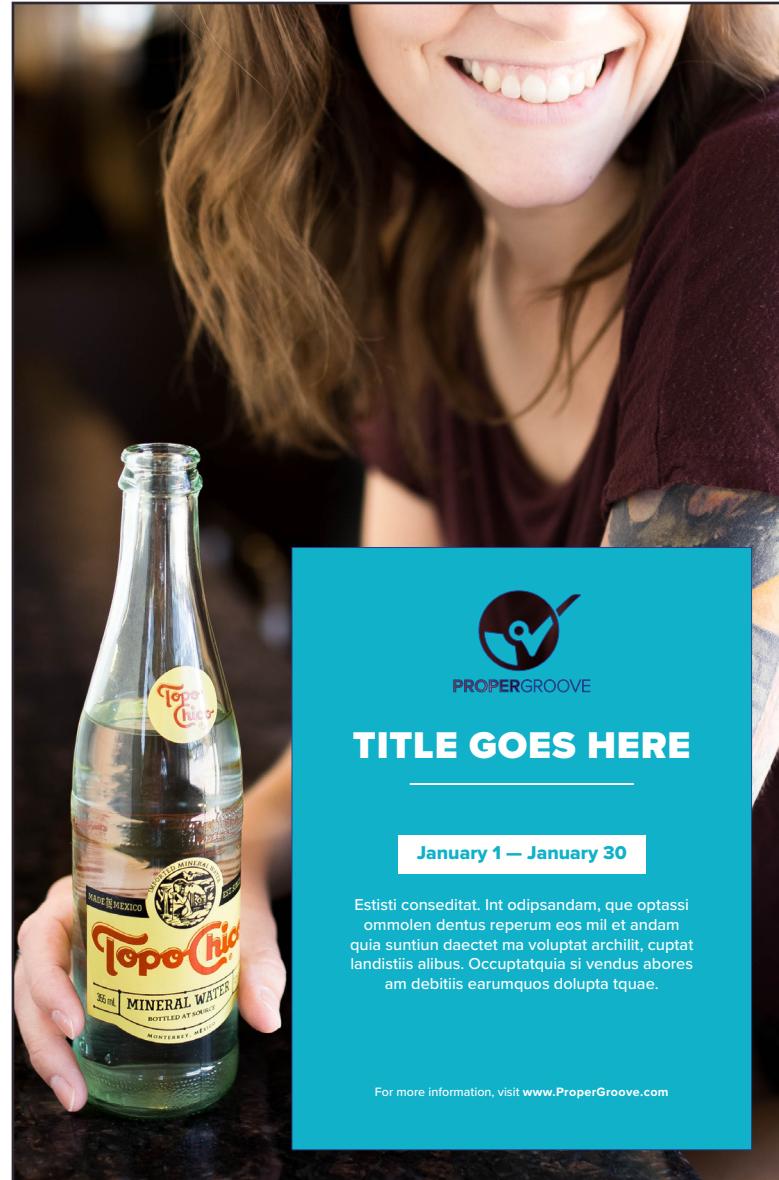
206 • 651 • 5159 | ProperGroove.org | LomaSupportServices.org

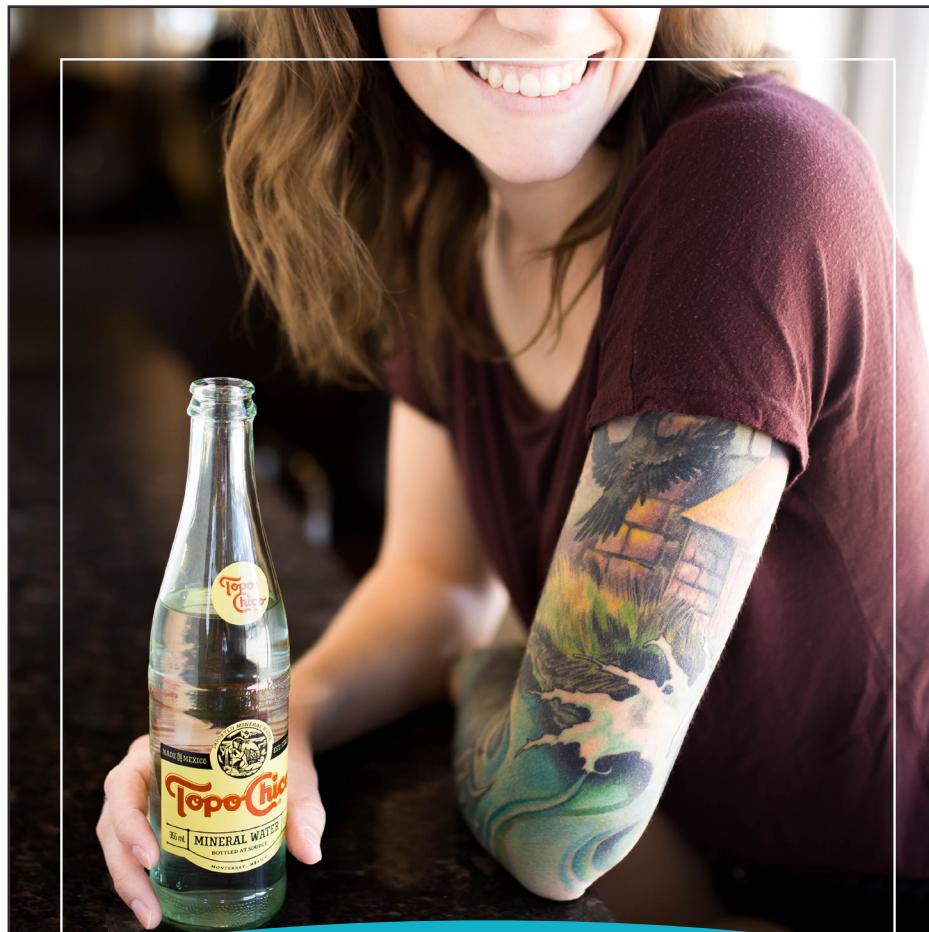
LEGAL DOCUMENTS

POSTER TEMPLATE

Proper Groove also requested us to design some unique poster templates that they could use for PSA and events poster.

Some requirements were a spot for headline title, date/time, swappable background picture, and description sections.





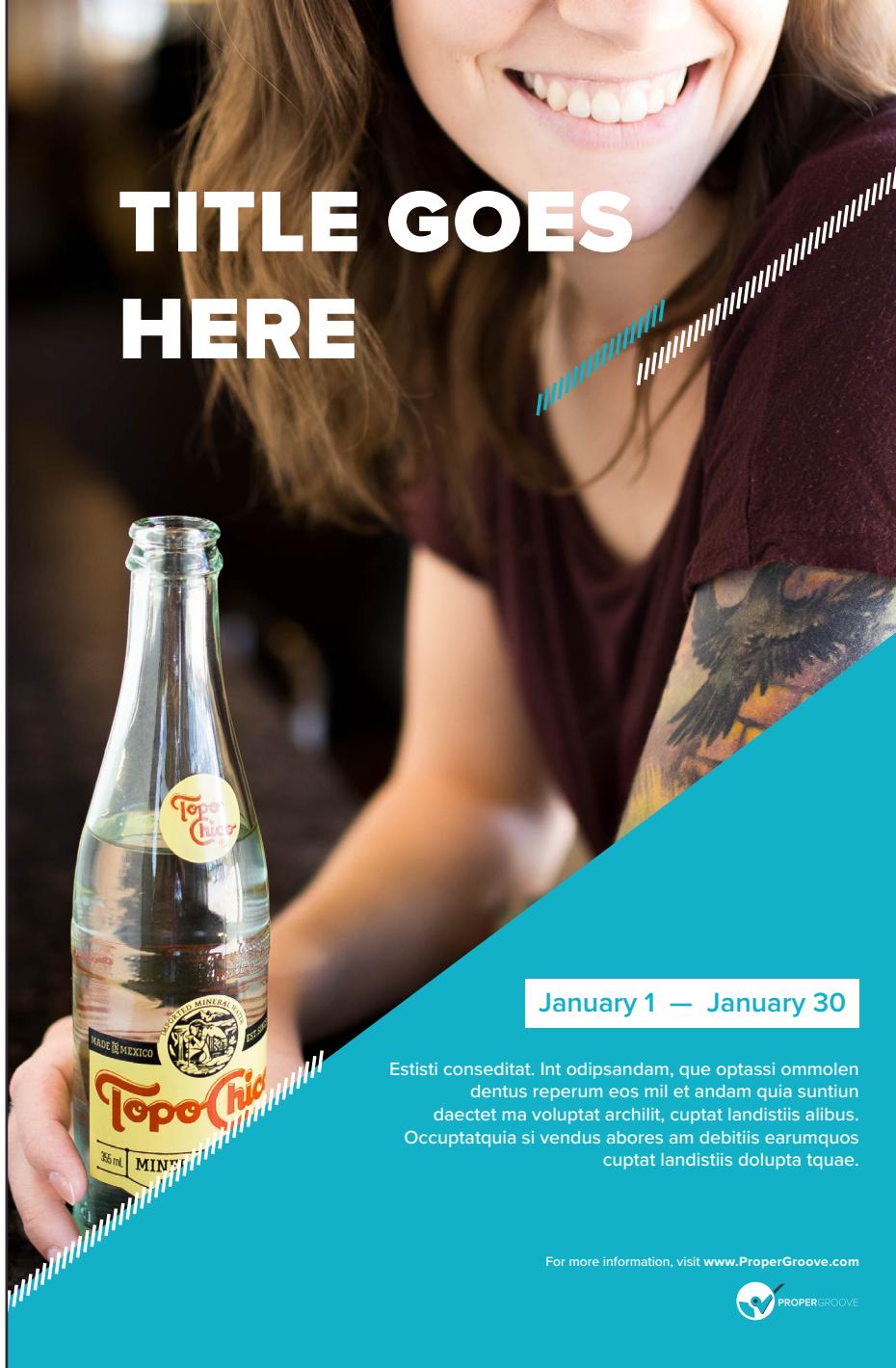
TITLE GOES HERE

January 1 — January 30

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For more information, visit www.ProperGroove.com

 PROPER GROOVE



TITLE GOES
HERE

January 1 — January 30

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FINAL

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FINAL

PROPER GROOVE | 27



FINAL

PROPER GROOVE | 28



FINAL

PROPER GROOVE | 29

