






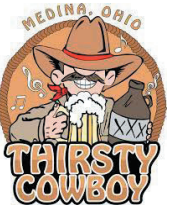




**Shonna**

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Corporate Identity • Process Book • Logo Rebrand

# Mark Comparisons

	Professional	Retail	Service	Nonprofit	Manufacturing
Good	 <p><i>Sobel, Wade &amp; Mapley</i></p> <ul style="list-style-type: none"> <li>• Is unique compared to other local law firms.</li> <li>• Typography flows together.</li> <li>• Simplicity is satisfying.</li> </ul>	 <p><i>Target</i></p> <ul style="list-style-type: none"> <li>• Satisfying and is spot on.</li> <li>• Draws you into it.</li> <li>• Clever and stands out.</li> </ul>	 <p><i>Insomnia Cookies</i></p> <ul style="list-style-type: none"> <li>• Fits their brand.</li> <li>• Satisfying and also fun to stare at and admire.</li> <li>• The colors flow together.</li> </ul>	 <p><i>Delta Gamma Sorority</i></p> <ul style="list-style-type: none"> <li>• Is welcoming and fun.</li> <li>• The colors and typography are satisfying.</li> <li>• The way they included their symbols is really cool.</li> </ul>	 <p><i>Goodyear</i></p> <ul style="list-style-type: none"> <li>• Memorable logo, known as one of the worlds most memorable logos.</li> <li>• Fits their brand.</li> <li>• Their overall brand colors help eachother stand out.</li> </ul>
Bad	 <p><i>The Municipal Court of Akron</i></p> <ul style="list-style-type: none"> <li>• It is very distracting due to the amount of things in it.</li> <li>• Not pleasing to look at.</li> <li>• There are too many colors on the logo.</li> </ul>	 <p><i>University Tees</i></p> <ul style="list-style-type: none"> <li>• Does not fit their brand.</li> <li>• The bird does not fit their company at all.</li> <li>• The way the u, y, and go out also doesn't make any sense.</li> </ul>	 <p><i>Thirsty Cowboy</i></p> <ul style="list-style-type: none"> <li>• There is so much going on.</li> <li>• Fits their brand, but not exactly the inside of their buisness, needs more edge.</li> <li>• Is fun, but could just be better overall.</li> </ul>	 <p><i>Delta Zeta Sorority</i></p> <ul style="list-style-type: none"> <li>• Contradicts the overall controversy of drinking by using the same typeface as Whiteclaw.</li> <li>• Uses a Delta as an A.</li> <li>• It is simple, but boring.</li> </ul>	 <p><i>The Cleveland Plant &amp; Flower Co.</i></p> <ul style="list-style-type: none"> <li>• Too much is going on.</li> <li>• There is competition with the typography and with the image.</li> <li>• It looks like a bakery logo.</li> </ul>

# Delta Zeta

## Buisness Type

A nonprofit that was founded in Oxford, Ohio.

## Keywords

- Turtle
- Pink and Green
- Rose
- Empowerment
- Sisterhood

## Competition

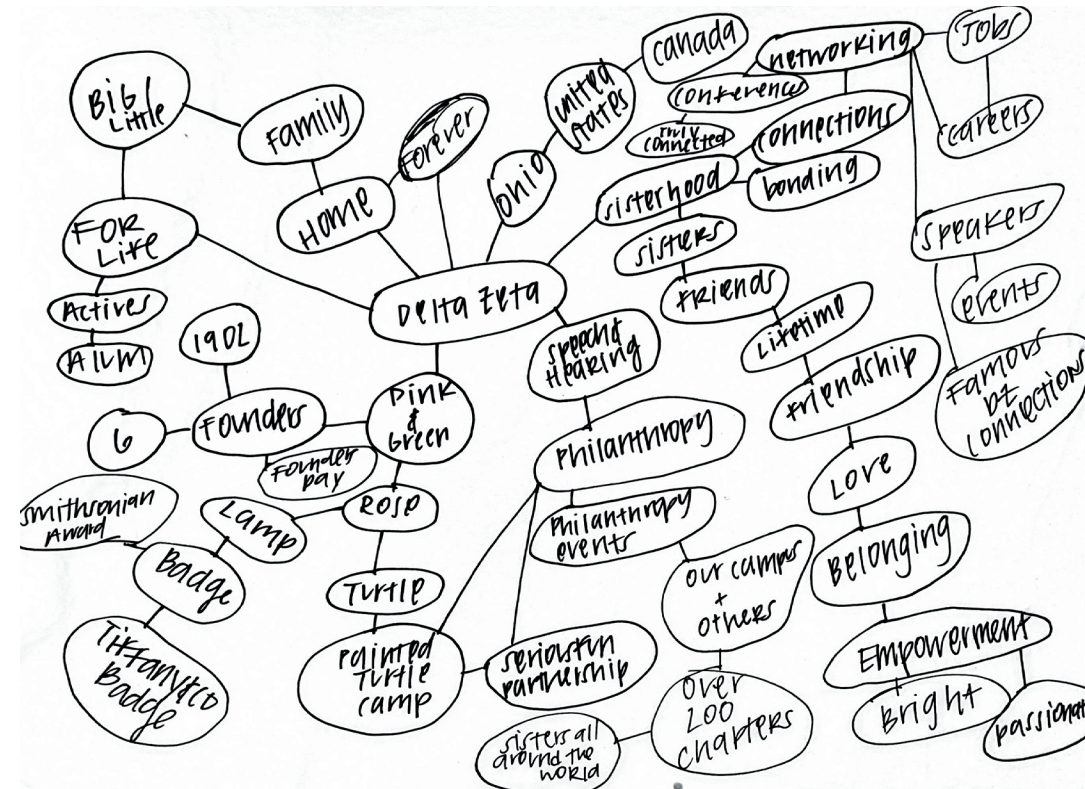
Any other sorority/ nonprofit.

## Mission Statement

It was the founding of Delta Zeta Sorority, whose purpose is to create among a group of women a true and lasting friendship, to encourage one another in the pursuit of knowledge, to promote values-based living and embrace social responsibility.

## Accomplished in Rebranding

Creating a warm and welcoming logo to better represent what the nonprofit is and what it values.



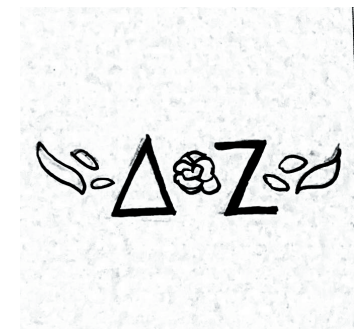
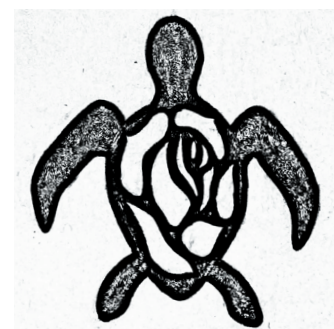
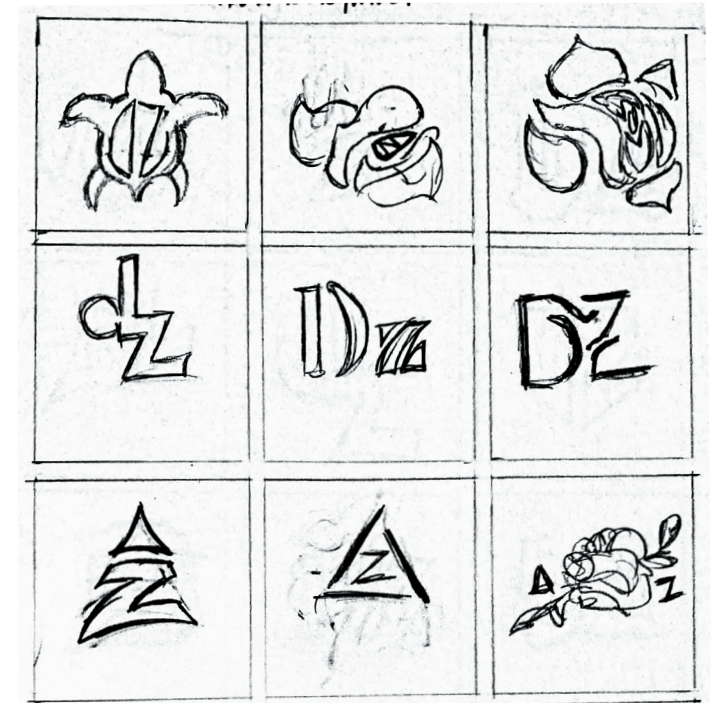
Pictogram

Abstract/ Symbol

Monogram

Logotype

Combination



# Utees

## Buisness Type

Retail

## Keywords

Shirts  
Products  
College  
Youth  
Promotion

## Competition

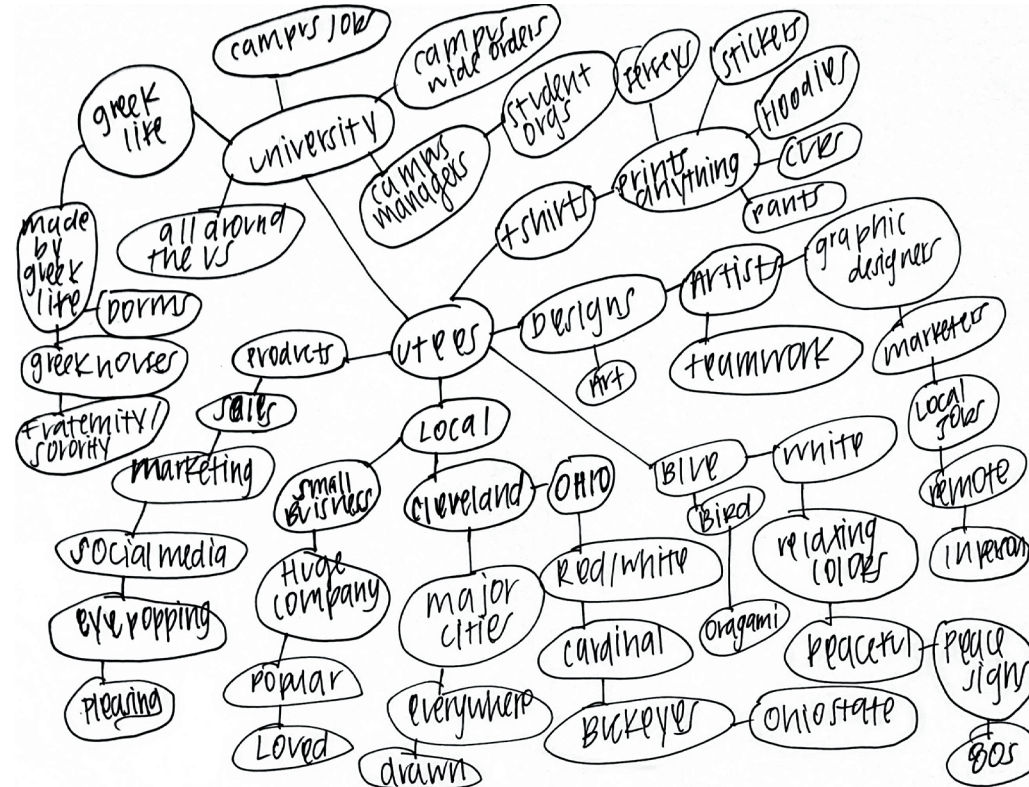
All other retail printmaking companies, example being Greekhouse.

## Mission Statement

We are an apparel and lifestyle brand thats determined to create an unforgettable experience for our lovely customers.

## Accomplished in Rebranding

Creating a logo that better shows off what the company does, as well as using colors to make it stand out.



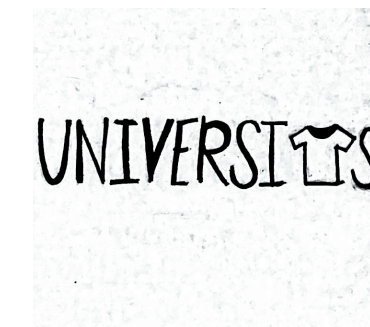
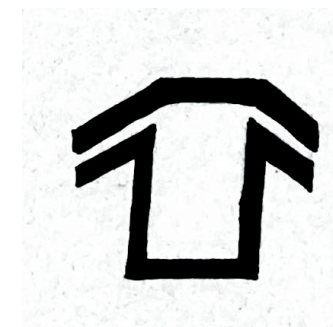
Pictogram

Abstract/ Symbol

Monogram

Logotype

Combination



Utees





Black (0, 0, 0, 100)



 Pantone 5424 C  
 Pantone 877 C



 113, 148, 170 | 55, 24, 14, 3 | #7194aa  
 137, 142, 140 | 41, 27, 26, 9 | #898e8c

# Utees



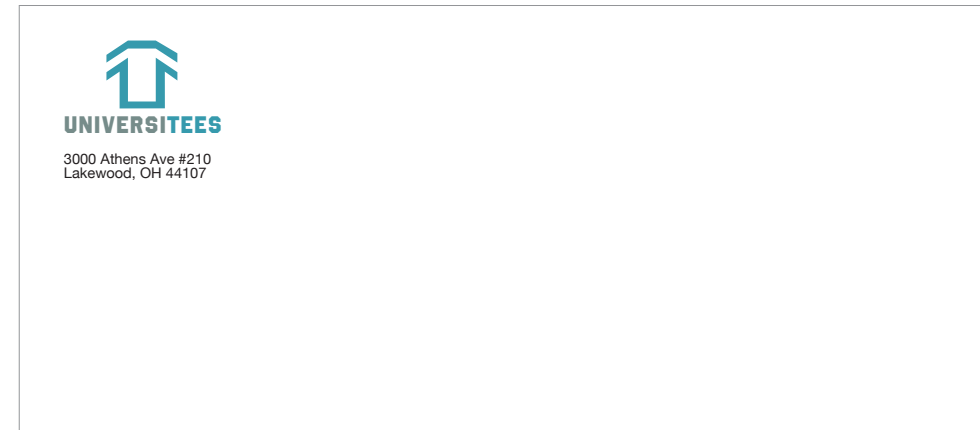
  
**UNIVERSITEES**


Dear Sherry,

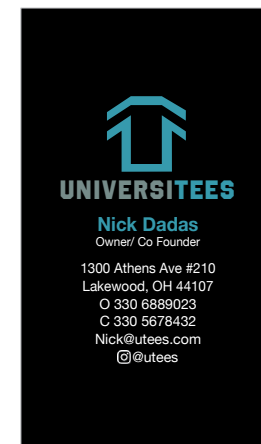
**Wear your why!** We're here to help people put on their favorite clothes ever. They're wearing their friendship. Their pride. Their cause. Their heart and soul. Memories are made in these clothes. People love them till they're ragged and then tuck them away, cherished keepsakes. It's a pretty awesome job! And nobody does it like us. **Our designs help people put on their passion.** Strut their stuff. Speak their mind. Show their heart. We create clothes with style. For people with purpose. Because attitude is the ultimate style. **Our clothes are made of cozy comfort.** Our service is cut from the same cloth. We stretch. We fit ourselves to the others. No scratchy stuff. We're the people you want when you want to dress happy. **Easy does it is what we do.** Dream up your design and we can take it from there. What do you need? We are on it. How can we help? It's done. Call, text, chat, click. And smile. We've got you covered (literally). **What we make is not who we are.** But who we truly are is in everything we make. We Develop People and Change Lives.


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# Thirsty Cowboy

## Buisness Type

Service

## Keywords

Bar  
Country  
Cowboy  
Beer  
Fun

## Competition

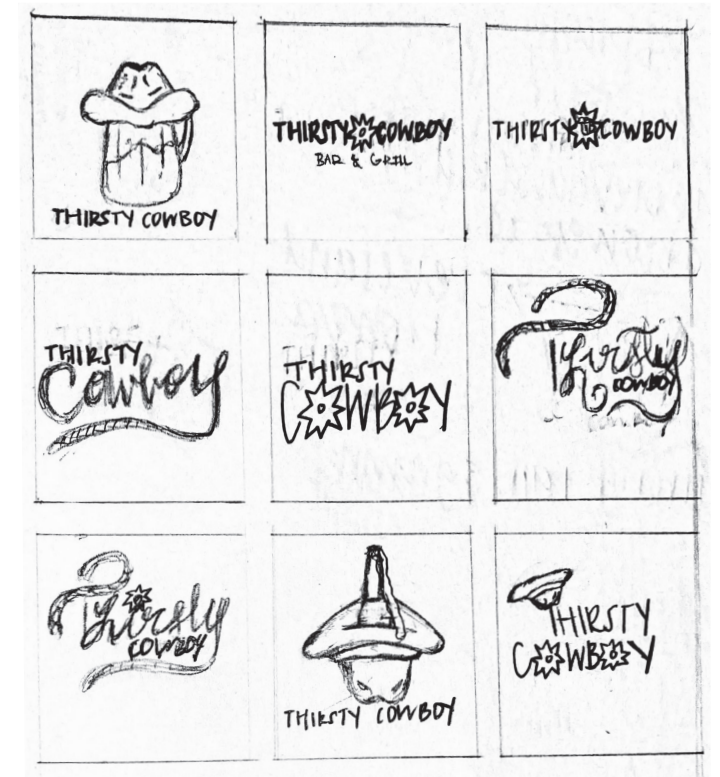
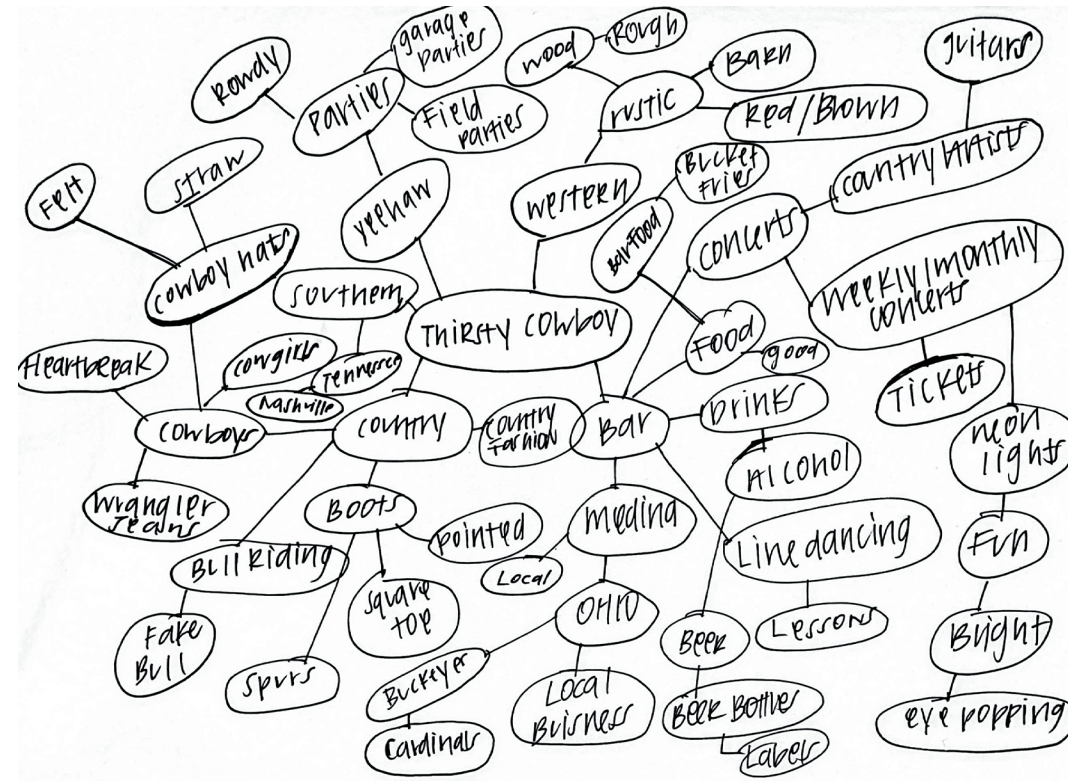
Any other bar/ concert venue.

## Mission Statement

To give a rowdy experience with great fun, food, and drinks.

## Accomplished in Rebranding

Creating a fun but also simple branding to represent the bar, as well as create people to be drawn to the aesthetic.



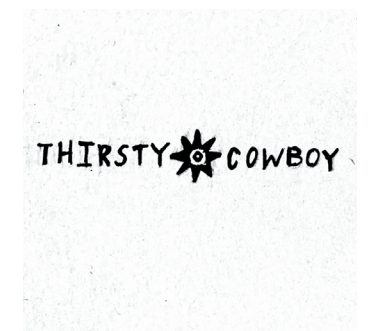
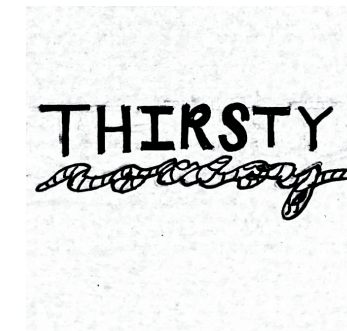
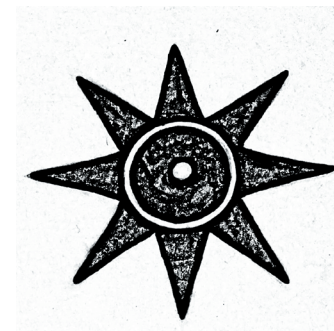
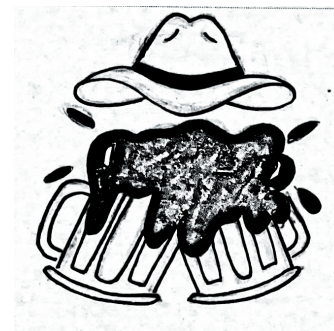
Pictogram

Abstract/ Symbol

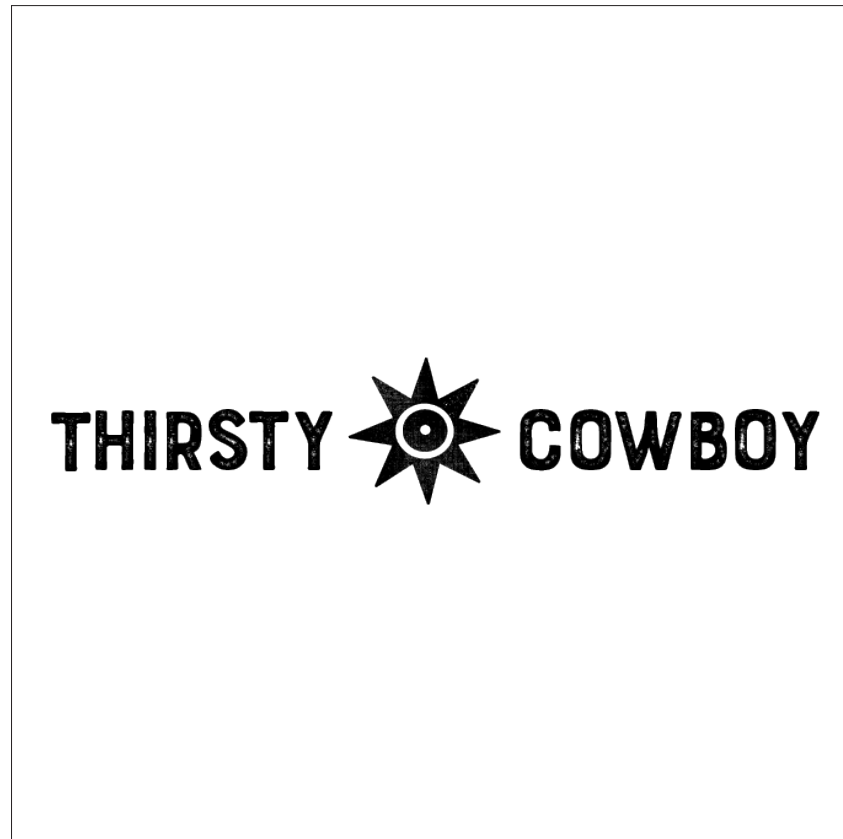
Monogram

Logotype

Combination





# Thirsty Cowboy





Black (0, 0, 0, 100)



 Pantone 483 C  
 Pantone Cool Grey 9 C



 86, 15, 8 | 40, 87, 92, 44 | #560f08  
 122, 127, 128 | 46, 31, 29, 12 | #7a7f80

Final Logo



# Thirsty Cowboy

