

PRIA

Digital Website Portfolio

PRIA METCALF

Graphic Designer | Spring 2026

SPAW DAYS



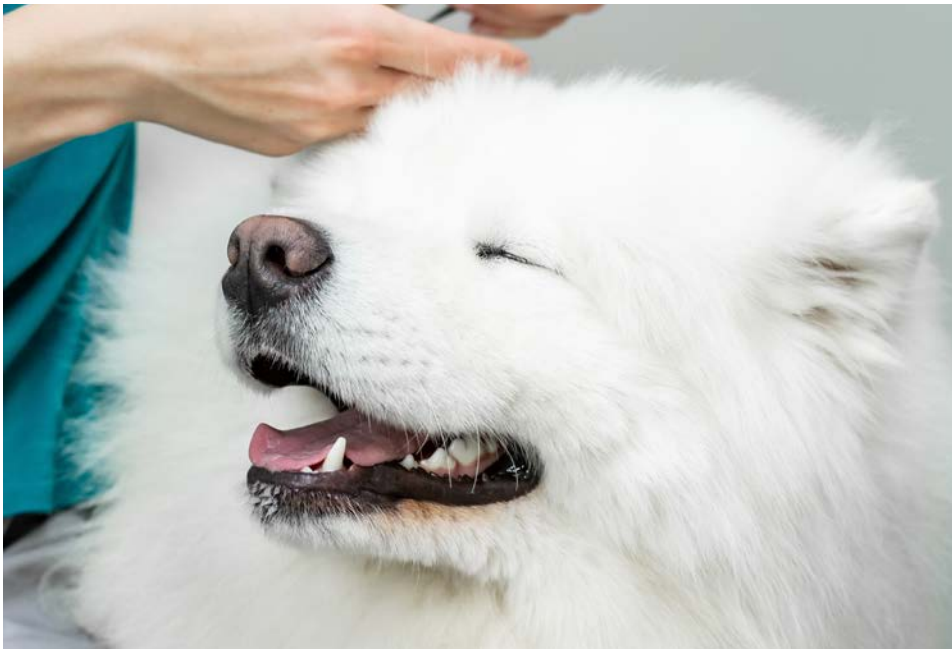
BRANDING PROCESSBOOK

Processbook

PRIA METCALF

Corporate Identity Systems | Fall 2025

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01 MARK COMPARISONS

Mark Comparisons

Good & Bad Logos

Professional

Good



First Federal Community Bank

The First Federal Community Bank is a local Dover, Ohio bank. In addition, First Federal is a strong brand because of its strong typography contrast and use of brand colors. Moreover, their icon on the left is asymmetrically aligned.

Retail

Good



Coach

Coach is a very well-known purse brand originally based in New York. The typeface for Coach is a bold serif and New York is a sans serif in light. In addition, the icon for Coach is a horse carriage that relates to luxury and travel. The Coach brand is recognized in the retail industry for its consistent brand and elegant purses.

Service

Good



Doordash

Doordash is a service that provides delivery from local businesses. The logo consists of a sans serif uppercase font. The icon for doordash showcases a D that represents speed for delivery. Doordash does a great job with their brand for the simplicity and unique brand icon.

Non-Profit

Good



Feeding America

Feeding America is a nation-wide non-profit that focuses on hunger-relief and has over 200 food banks. The Feeding America logo is a sans serif uppercase typeface that connects the I's for the wheat icon. In addition, the colors for Feeding America are green and yellow (green symbolize grass and yellow symbolizing wheat).

Manufacturing

Good



Apple

Apple is a technology manufacturing company that sells computers, iPhones, iPads, AirPods, etc. Overall, the apple logo is a great example on how a brand can be memorable just by their icon.

Bad



Generations Women's Health

Generations is a women's health Obstetrical and Gynecological practice. Their mission is, "to address the needs of every individual and promise to provide personalized care to every patient." Generations Logo is a icon of a tree symbolizing a family tree with slab serif and sans serif font. The tree icon colors are too muted and need higher contrast and need to be more abstract and asymmetrical.

Bad



Pam's Posies

Pam's Posies is a local florist in Dover, Ohio. Pam's Posies has been established since 1989 and strives to deliver smiles & brighten days for any occasion. In addition, the type and branding colors/ icons could be enhanced more. It would be great if the flower icon could be better abstracted to create cohesive movement within the logo.

Bad



Spaw Days

Spaw Days is a local pet grooming business in Dover, Ohio. Their logo consists of a paw icon with a dog and cat in the metacarpal pad. The Typography needs work and the logo needs branding colors.

Bad



Dover Soccer Association (DSA)

Dover Soccer Association is a non-profit soccer organization that provides kids the ability to play soccer. DSA strives in helping kids of various ages to improve their soccer skills. DSA's logo is a shield with red and grey colors and bold sans-serif type. With this, the logo needs better color contrast, font consistency, updated soccer icon, and more defined identity.

Bad



Breitenbach

Breitenbach Amish Country Winery is a local winery in Dover, Ohio. Their brand colors are mainly purple and white. Their current logo uses a serif typeface within an oval badge. In the center, there is a Amish Buggy icon to symbolize Amish Country. Moreover, the badge needs to be removed and the logo needs to be type dominant with the buggy icon still incorporated.

02 EXPLORATIONS

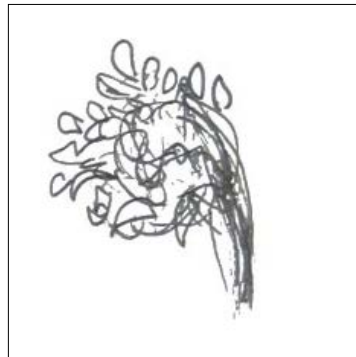
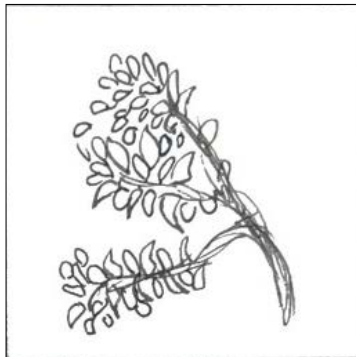
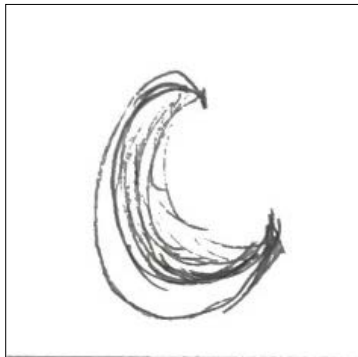
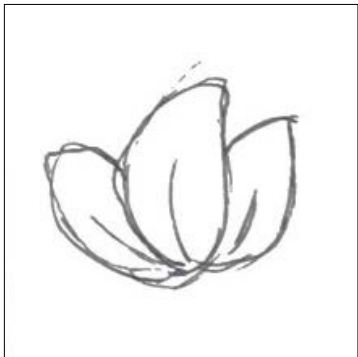
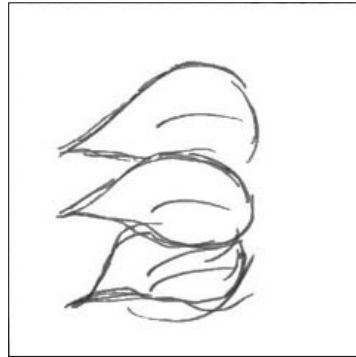
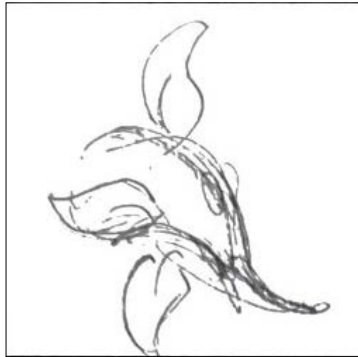
SKETCHES

ROUND 1

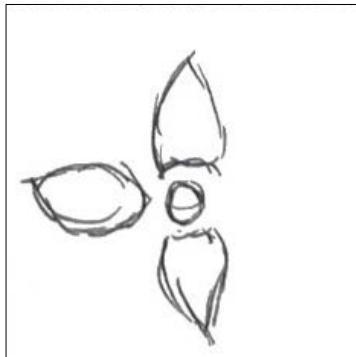
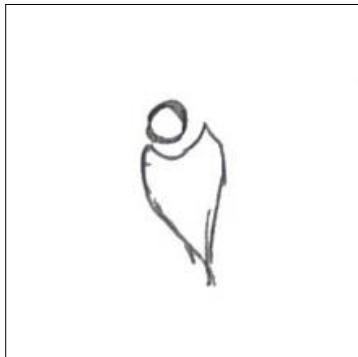
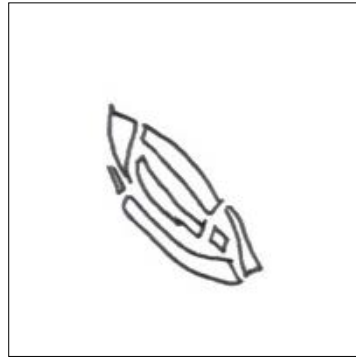
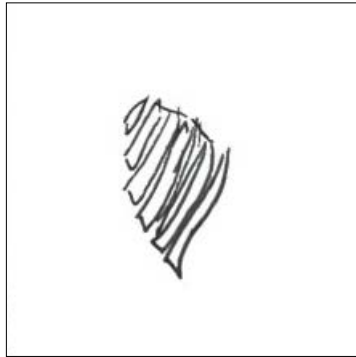
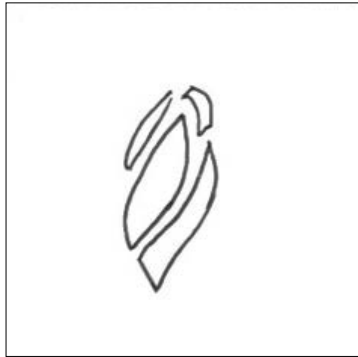
SKETCHES

PROFESSIONAL: GENERATIONS WOMENS HEALTH

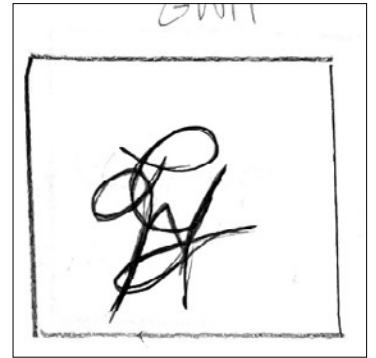
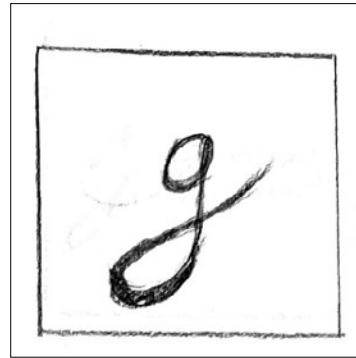
GENERATIONS WOMENS HEALTH | PICTOGRAM



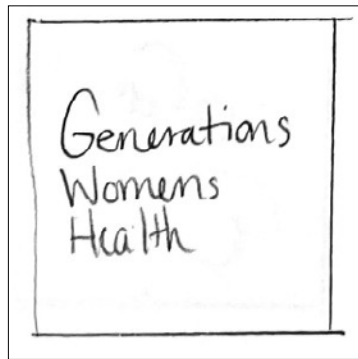
GENERATIONS WOMENS HEALTH | ABSTRACT



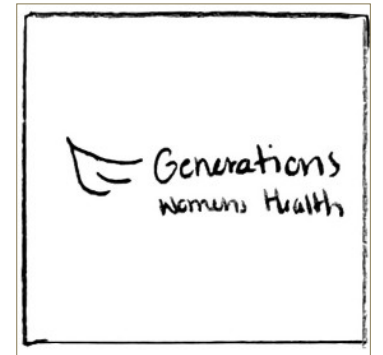
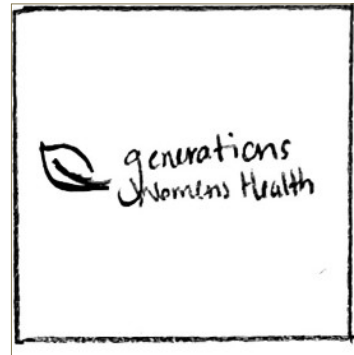
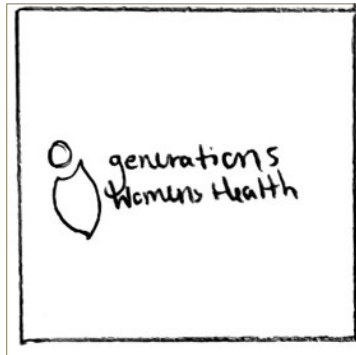
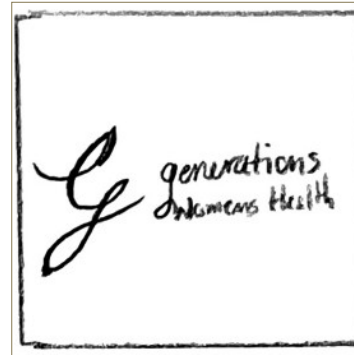
GENERATIONS WOMENS HEALTH | MONOGRAM



GENERATIONS WOMENS HEALTH | LOGOTYPE



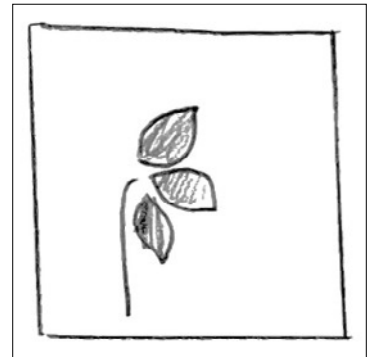
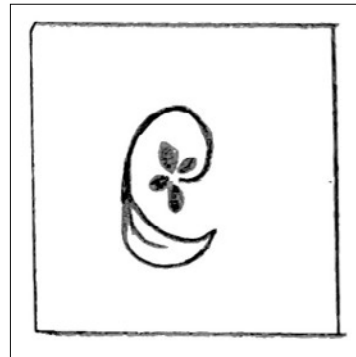
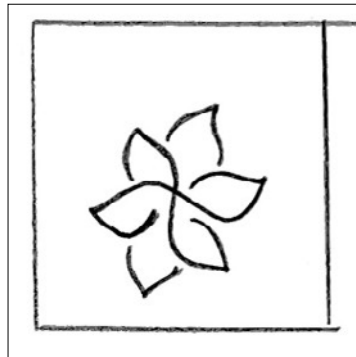
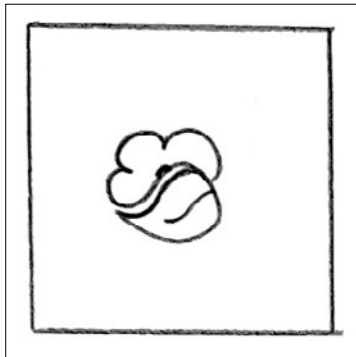
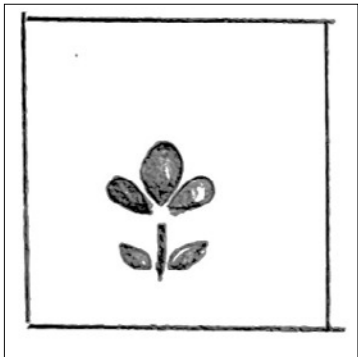
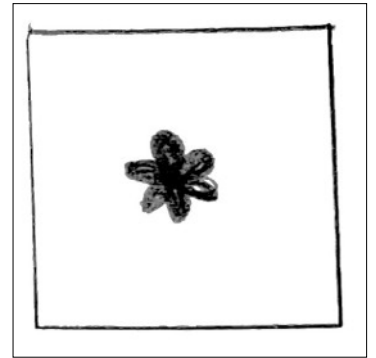
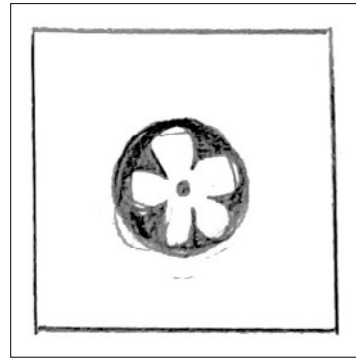
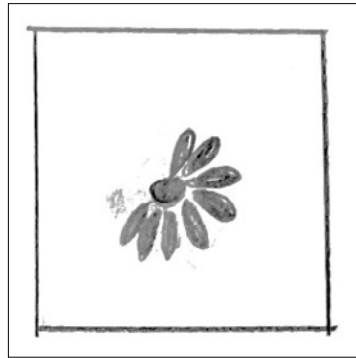
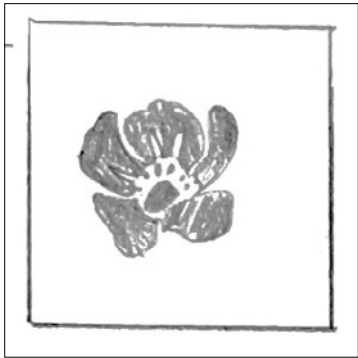
GENERATIONS WOMENS HEALTH | COMBINATION



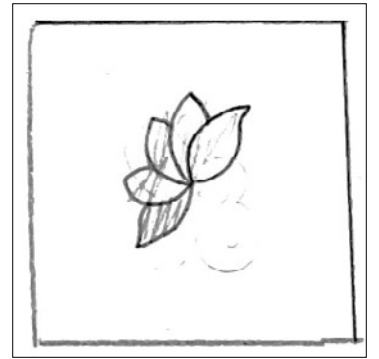
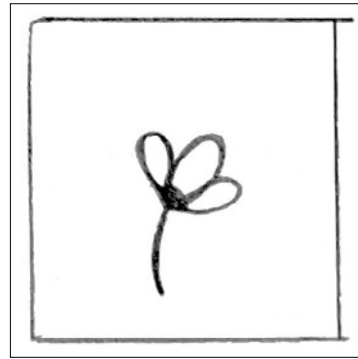
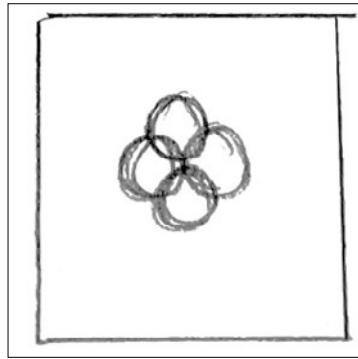
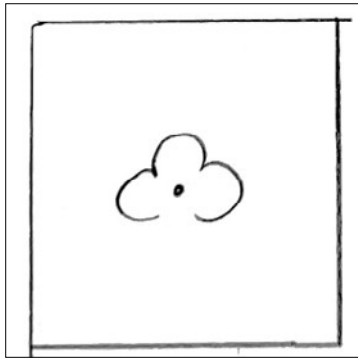
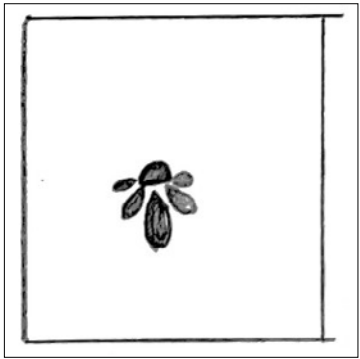
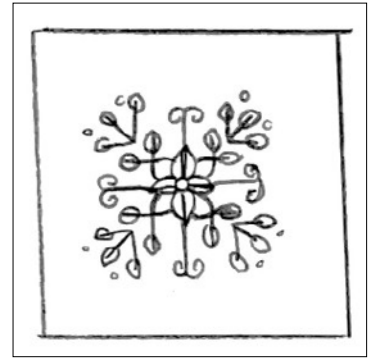
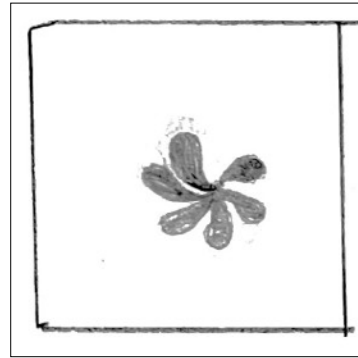
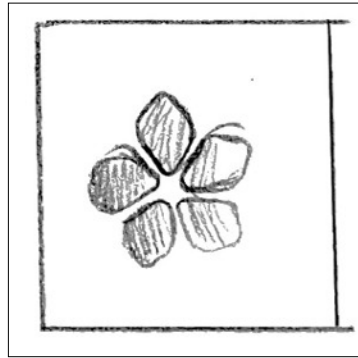
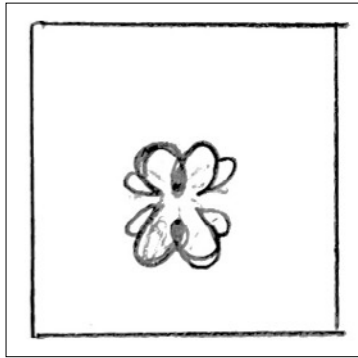
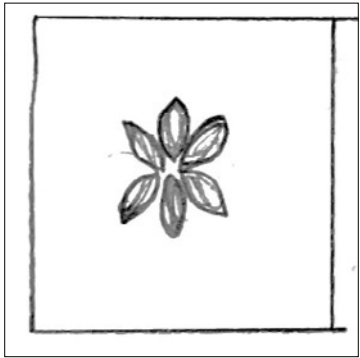
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RETAIL: PAM'S POSIES

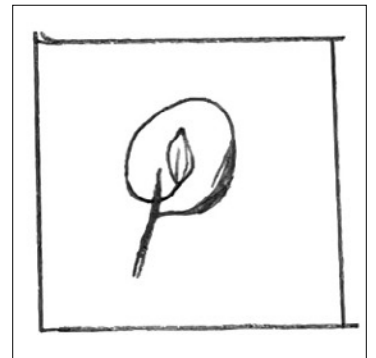
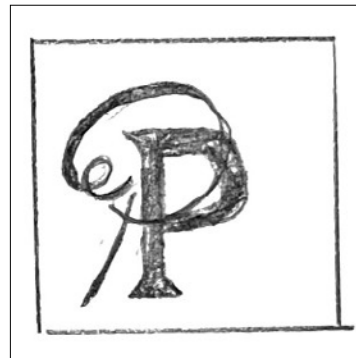
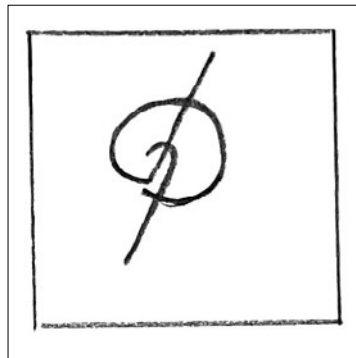
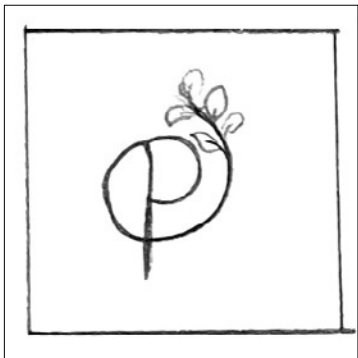
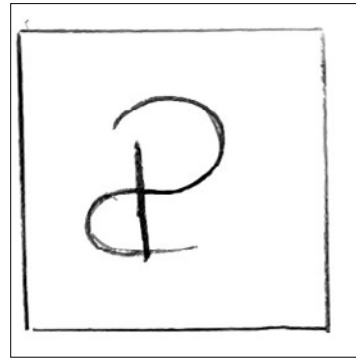
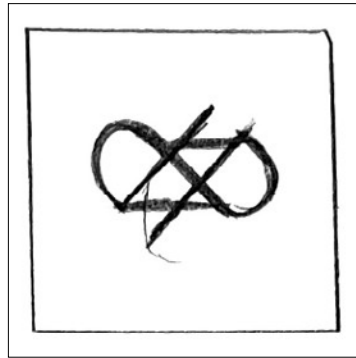
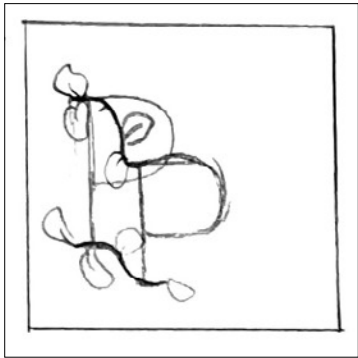
PAM'S POSIES | PICTOGRAM



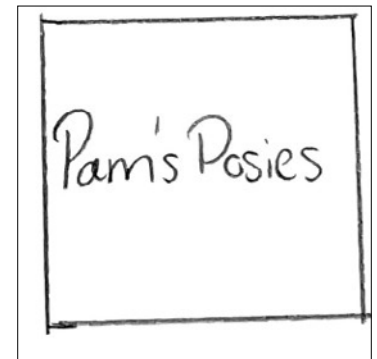
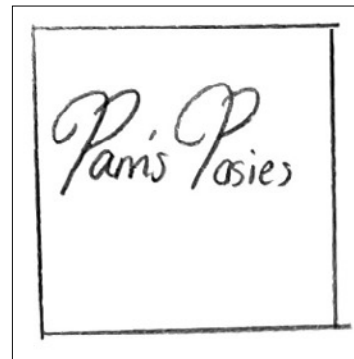
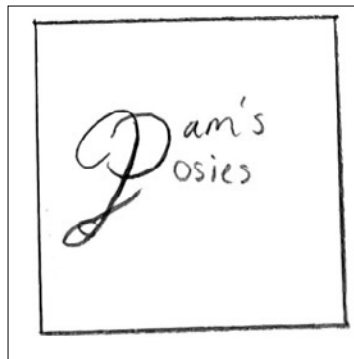
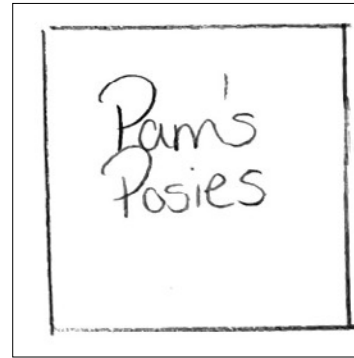
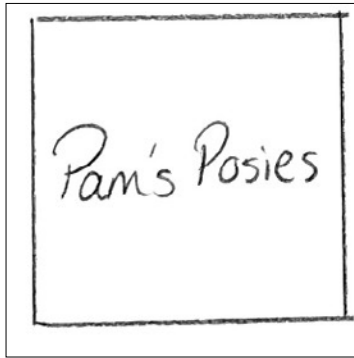
PAM'S POSIES | ABSTRACT



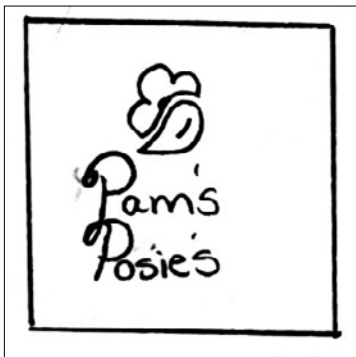
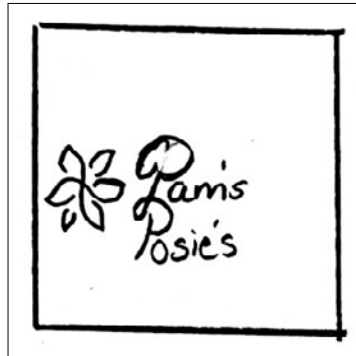
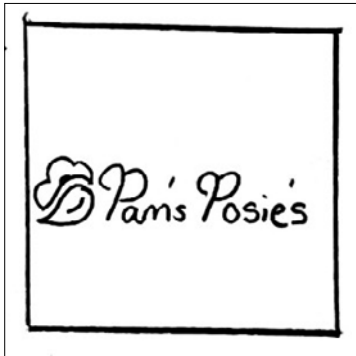
PAM'S POSIES | MONOGRAM



PAM'S POSIES | LOGOTYPE



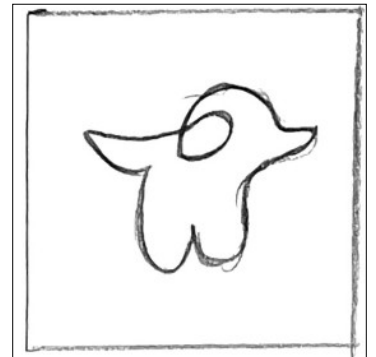
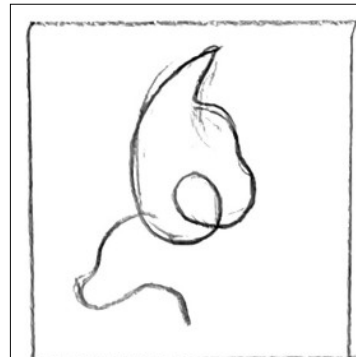
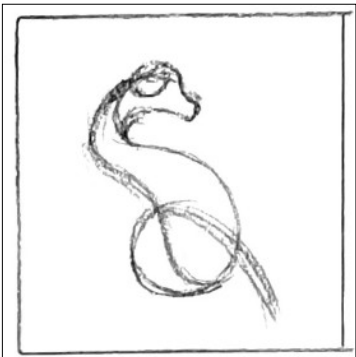
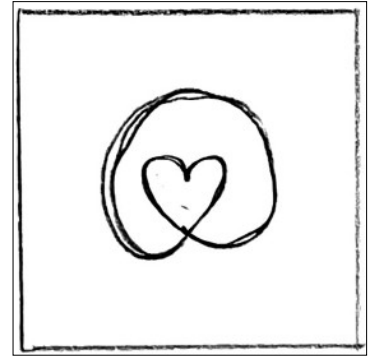
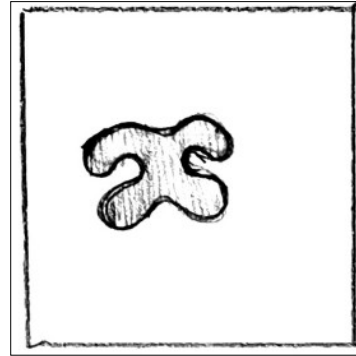
PAM'S POSIES | COMBINATION



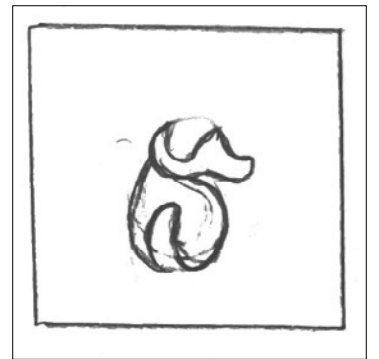
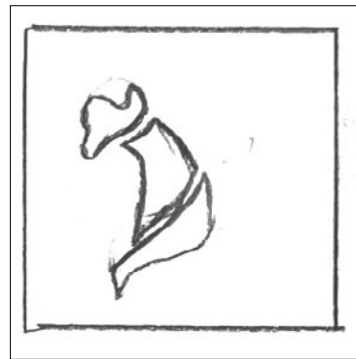
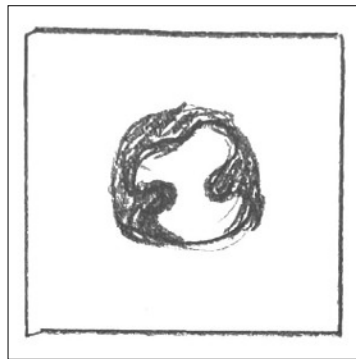
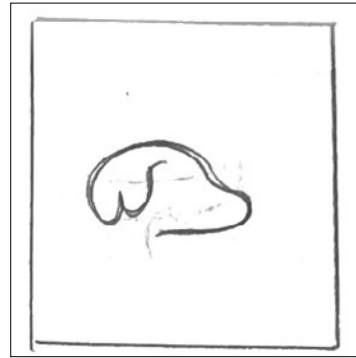
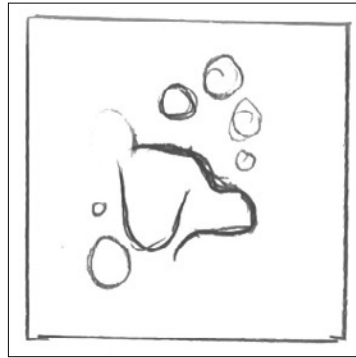
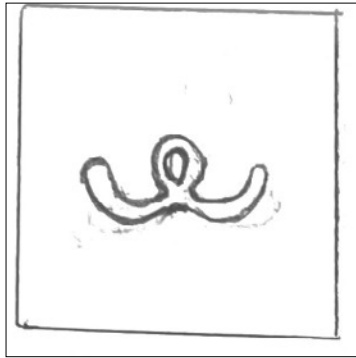
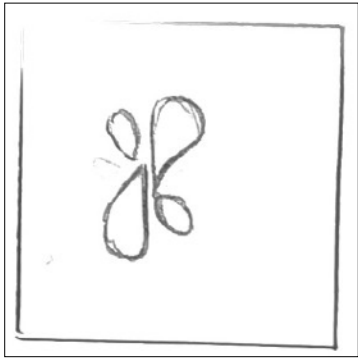
SKETCHES

SERVICE: SPAW DAYS

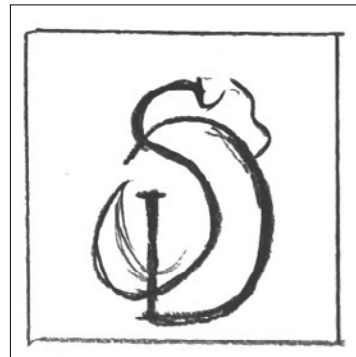
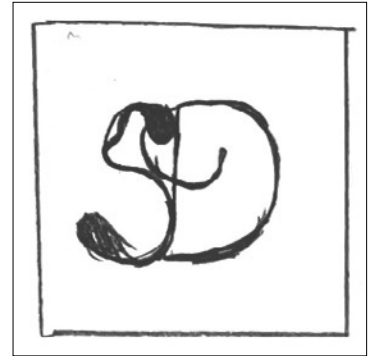
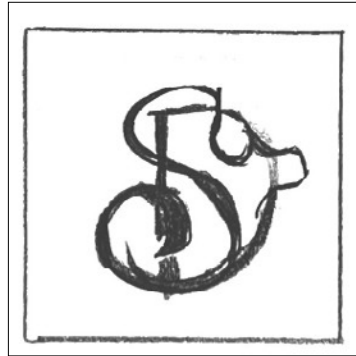
SPAW DAYS | PICTOGRAM



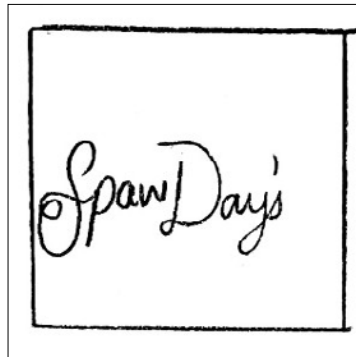
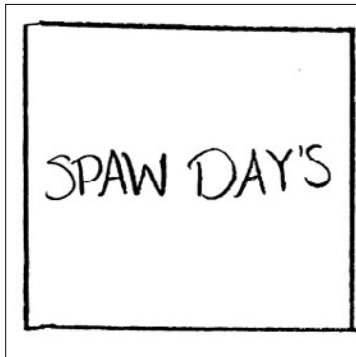
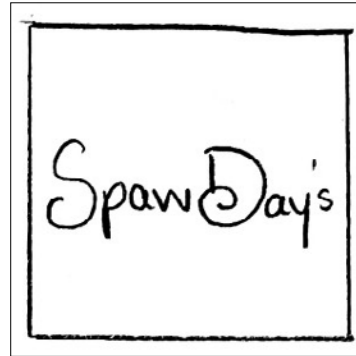
SPAW DAYS | ABSTRACT



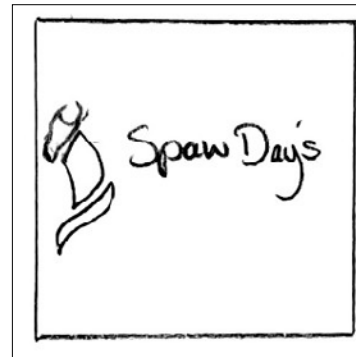
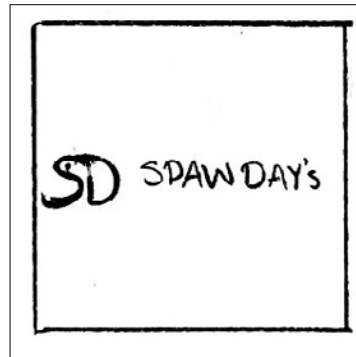
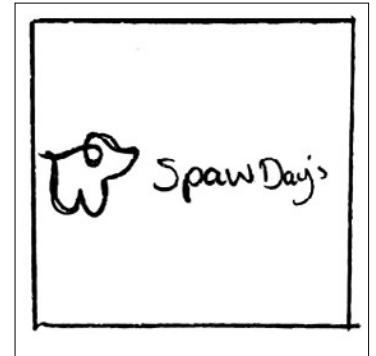
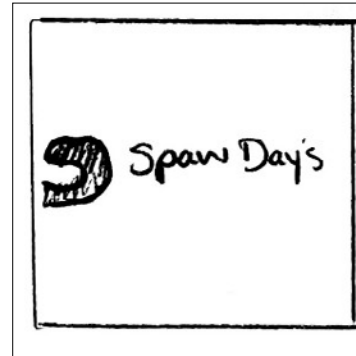
SPAW DAYS | MONOGRAM



SPAW DAYS | LOGOTYPE



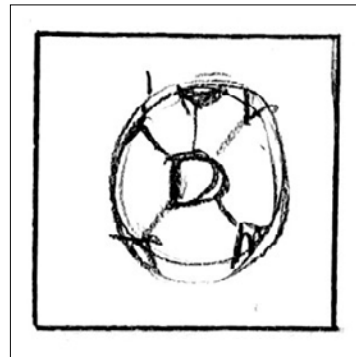
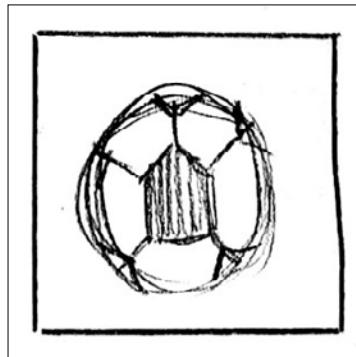
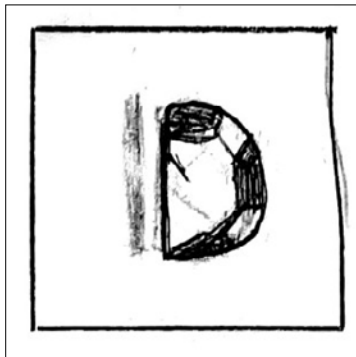
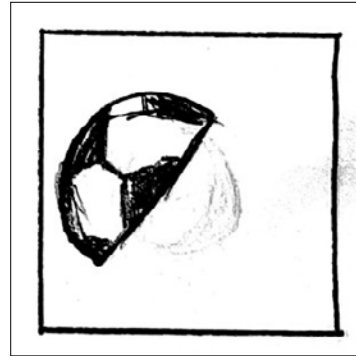
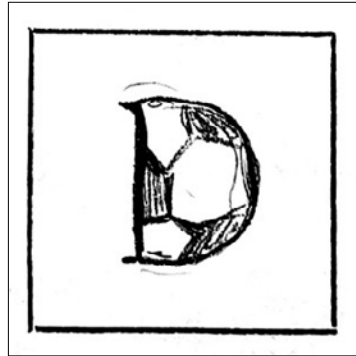
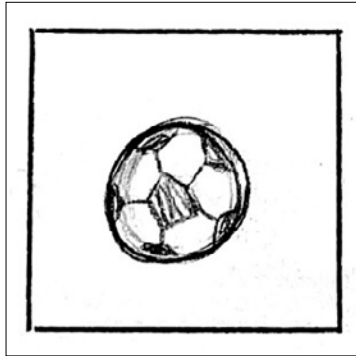
SPAW DAYS | COMBINATION



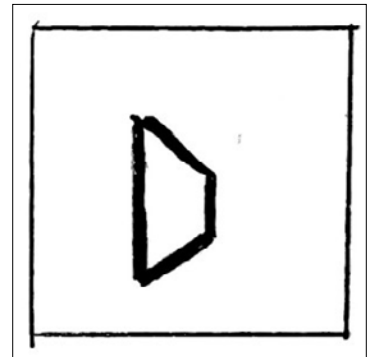
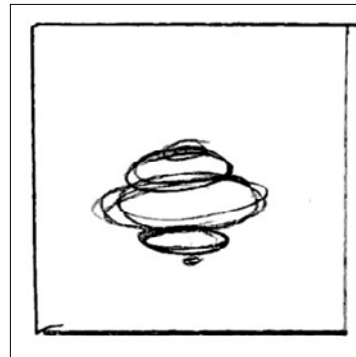
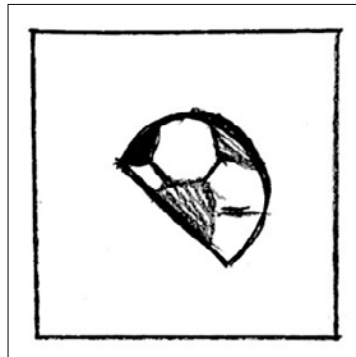
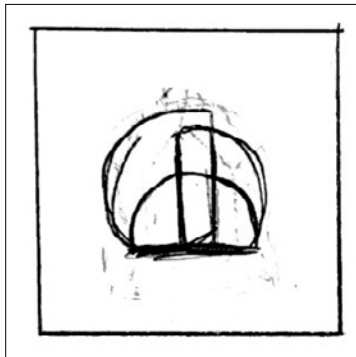
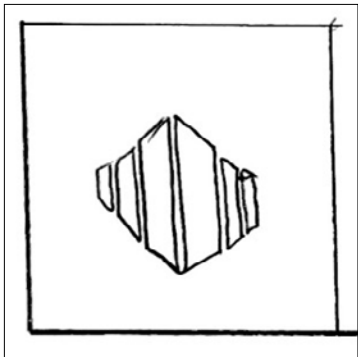
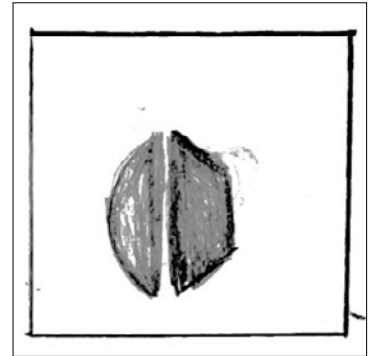
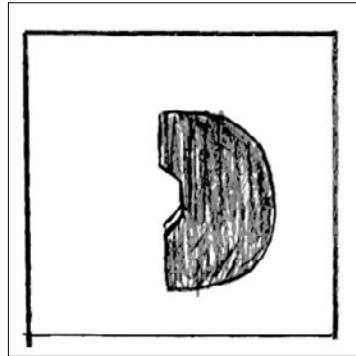
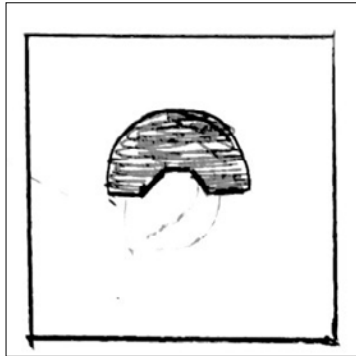
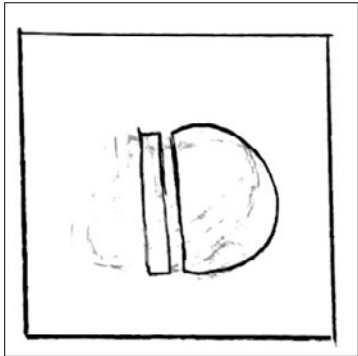
SKETCHES

NON-PROFIT: DOVER SOCCER ASSOCIATION

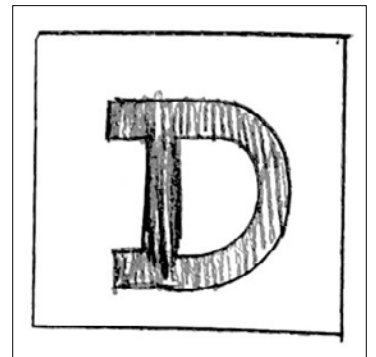
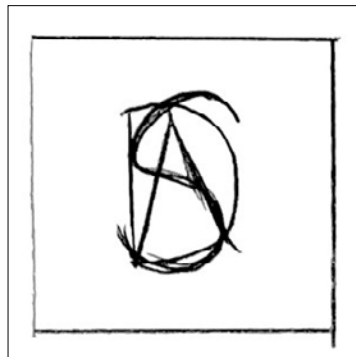
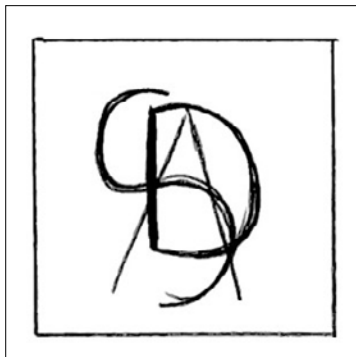
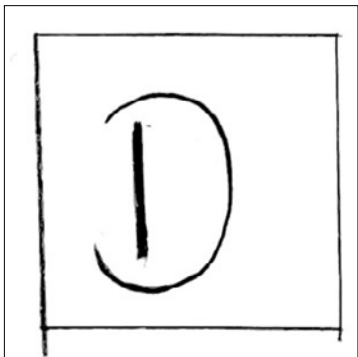
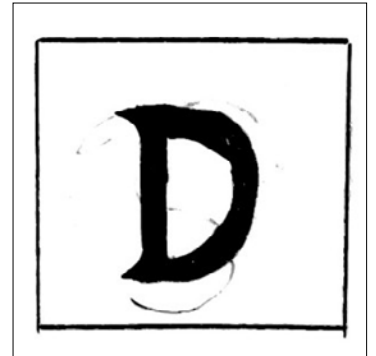
DOVER SOCCER ASSOCIATION | PICTOGRAM



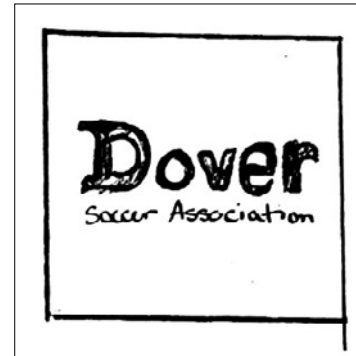
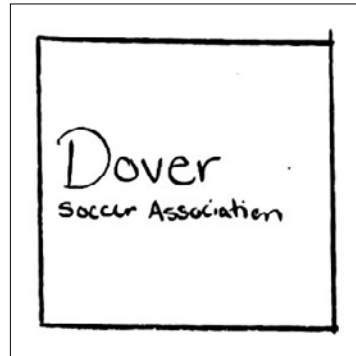
DOVER SOCCER ASSOCIATION | ABSTRACT



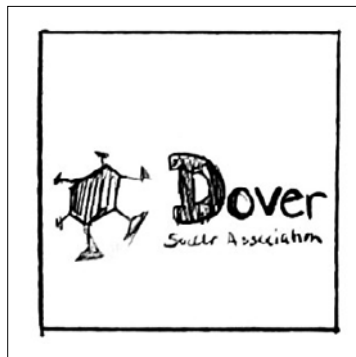
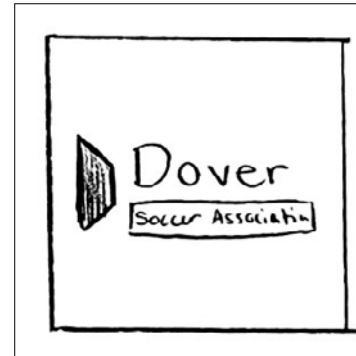
DOVER SOCCER ASSOCIATION | MONOGRAM



DOVER SOCCER ASSOCIATION | LOGOTYPE



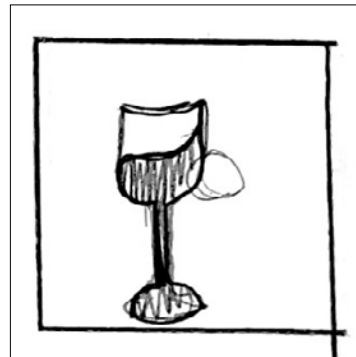
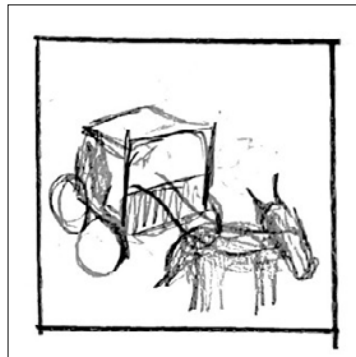
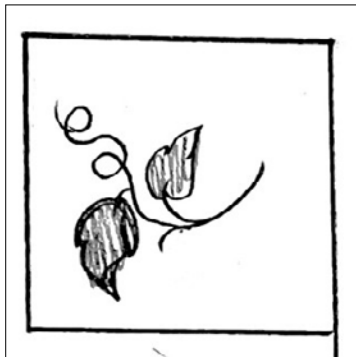
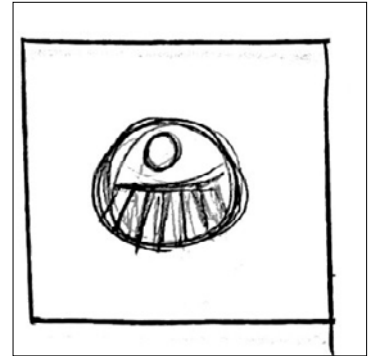
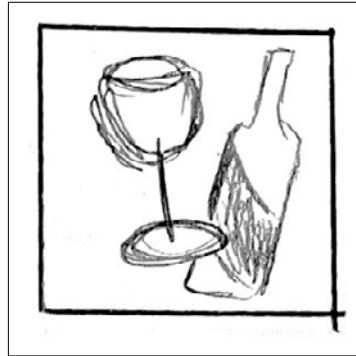
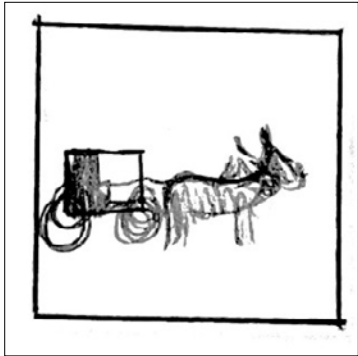
DOVER SOCCER ASSOCIATION | COMBINATION



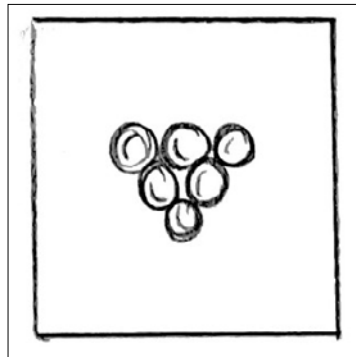
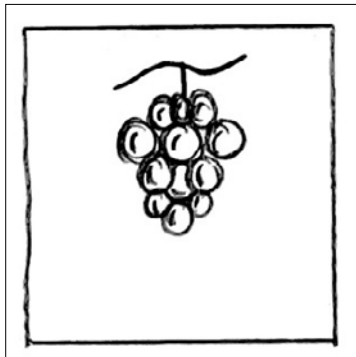
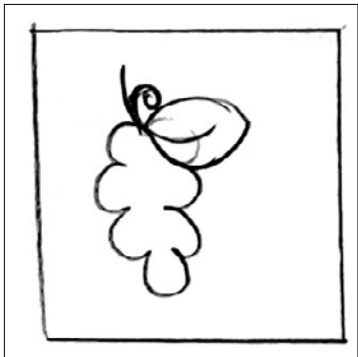
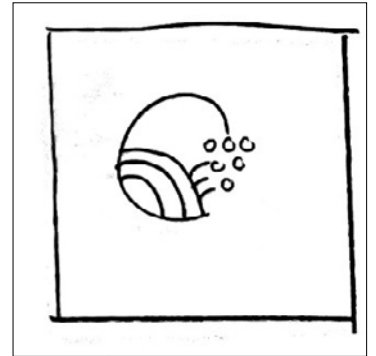
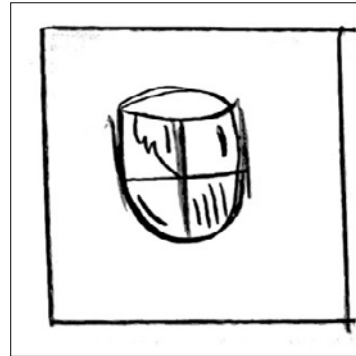
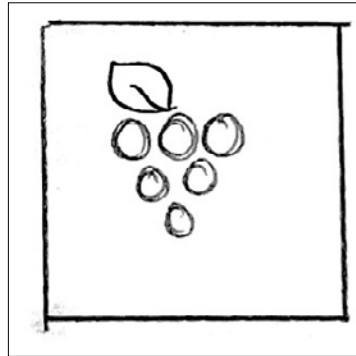
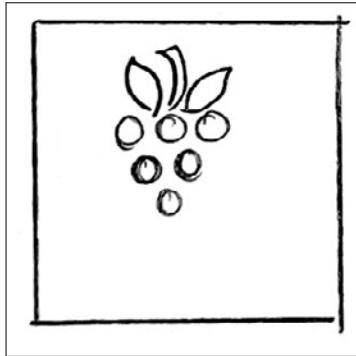
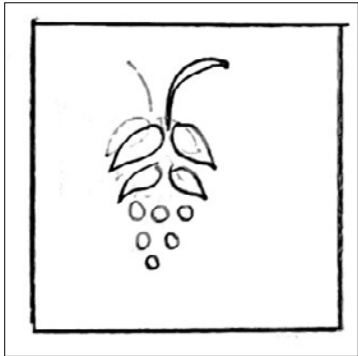
SKETCHES

MANUFACTURING: BREITENBACH WINERY

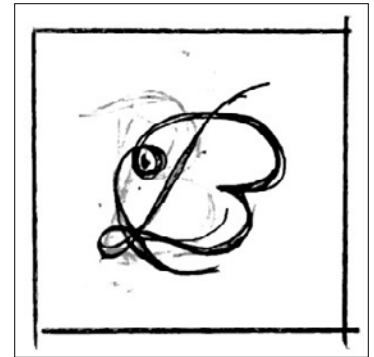
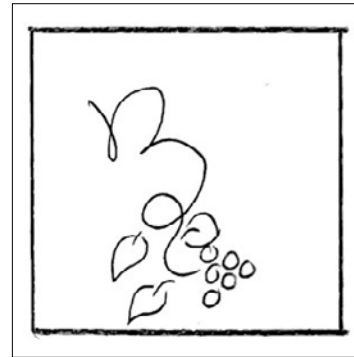
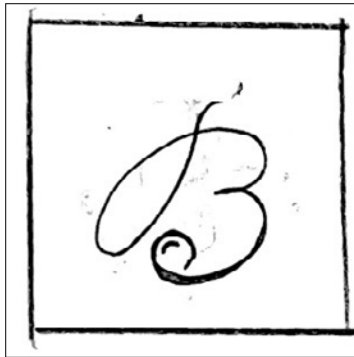
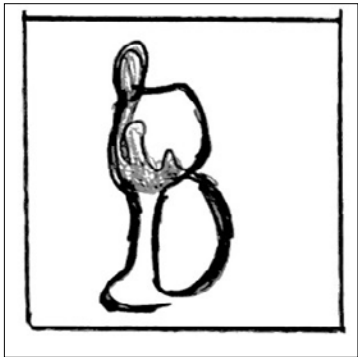
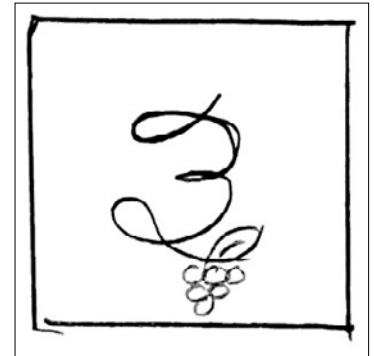
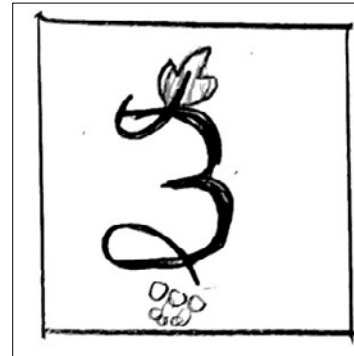
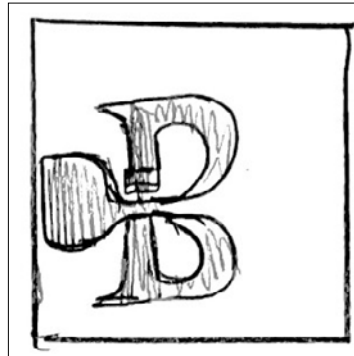
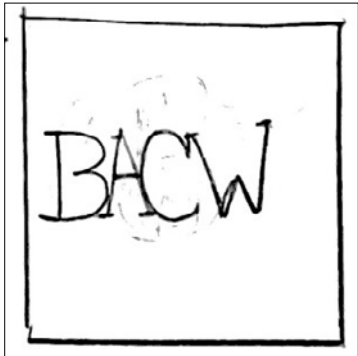
BREITENBACH AMISH COUNTRY WINERY | PICTOGRAM



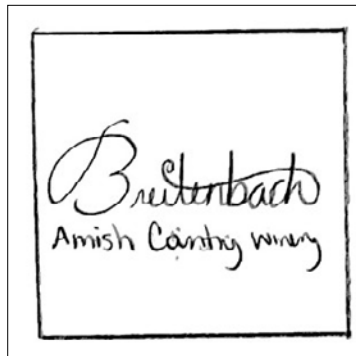
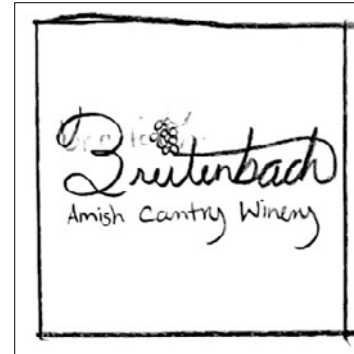
BREITENBACH AMISH COUNTRY WINERY | ABSTRACT



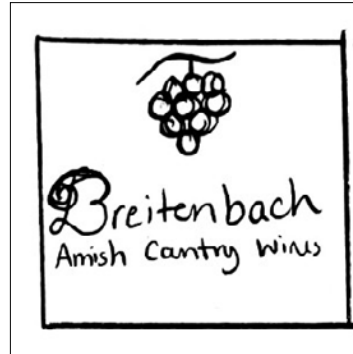
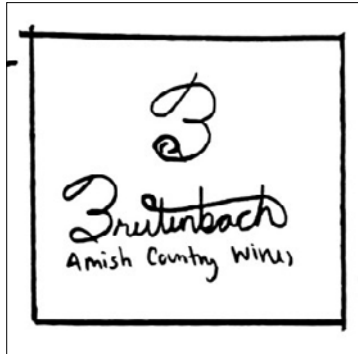
BREITENBACH AMISH COUNTRY WINERY | MONOGRAM



BREITENBACH AMISH COUNTRY WINERY | LOGOTYPE



BREITENBACH AMISH COUNTRY WINERY | COMBINATION



SKETCHES

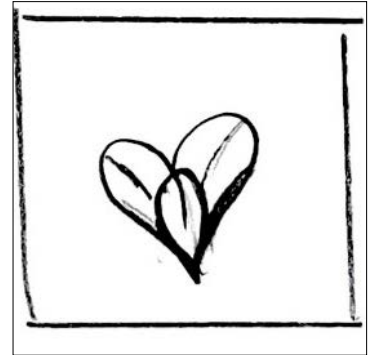
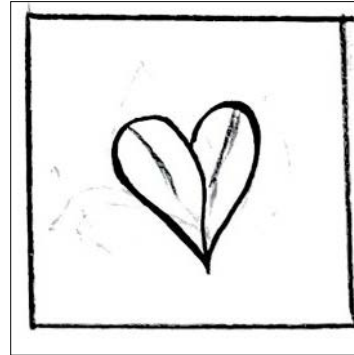
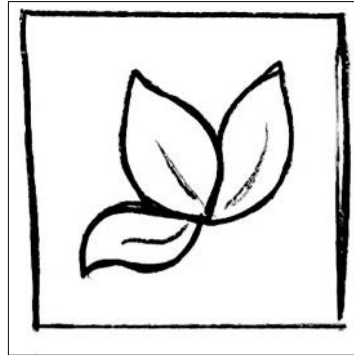
ROUND 2 (REFINEMENT)

NOT ALL BRAND EXPLORATIONS NEED REFINED

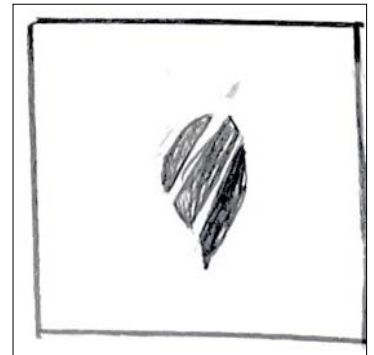
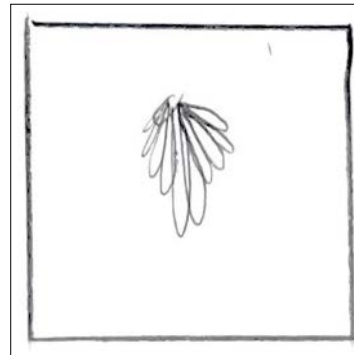
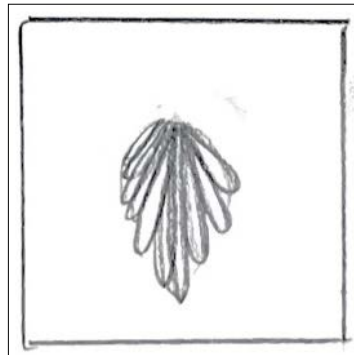
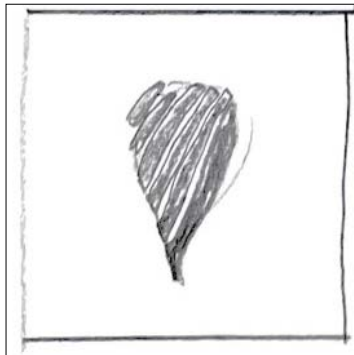
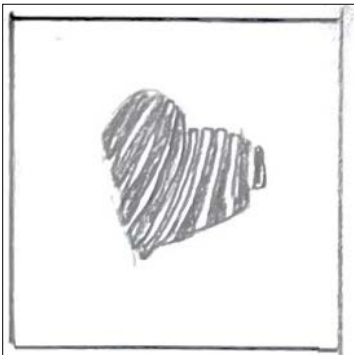
SKETCHES

PROFESSIONAL: GENERATIONS WOMENS HEALTH

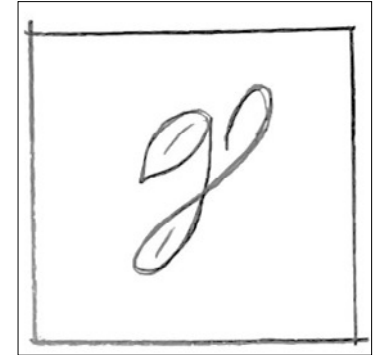
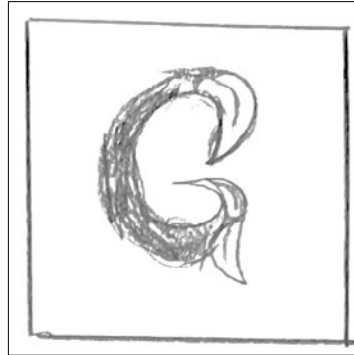
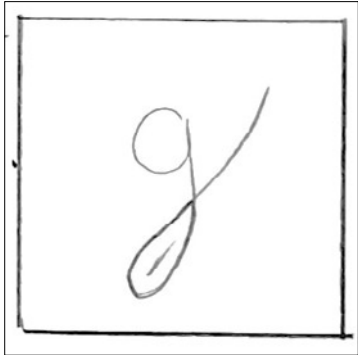
GENERATIONS WOMENS HEALTH | PICTOGRAM



GENERATIONS WOMENS HEALTH | ABSTRACT



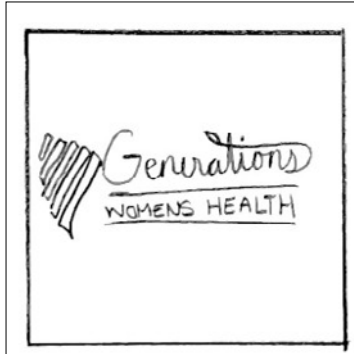
GENERATIONS WOMENS HEALTH | MONOGRAM



GENERATIONS WOMENS HEALTH | LOGOTYPE



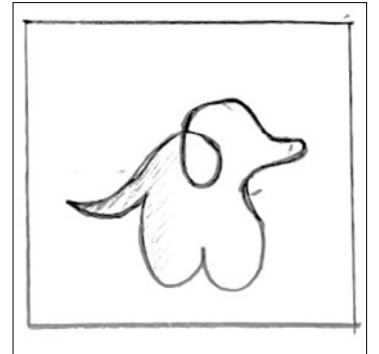
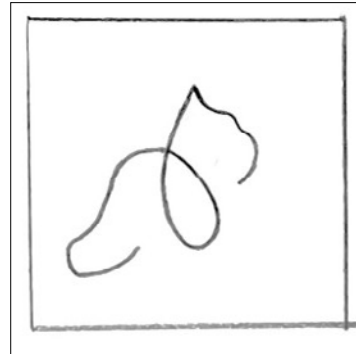
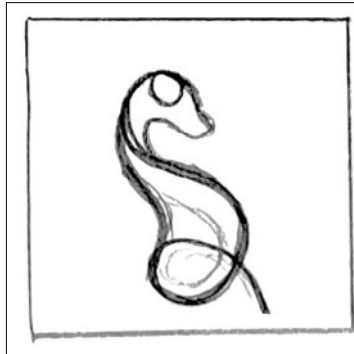
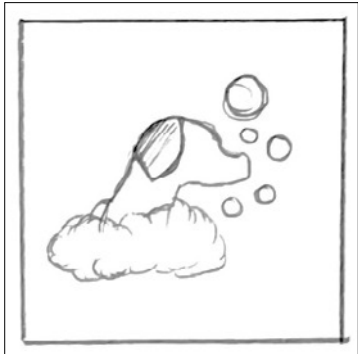
GENERATIONS WOMENS HEALTH | COMBINATION



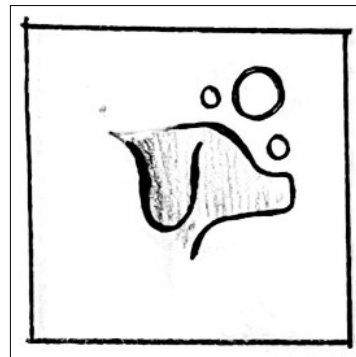
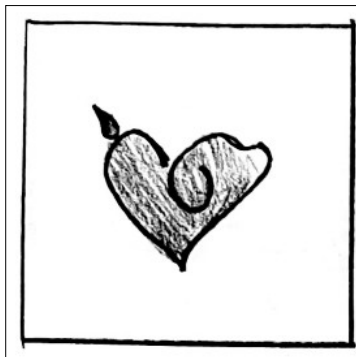
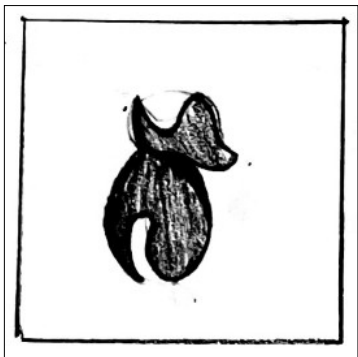
SKETCHES

SERVICE: SPAW DAYS

SPAW DAYS | PICTOGRAM



SPAW DAYS | ABSTRACT



SPAW DAYS | MONOGRAM



SPAW DAYS | LOGOTYPE



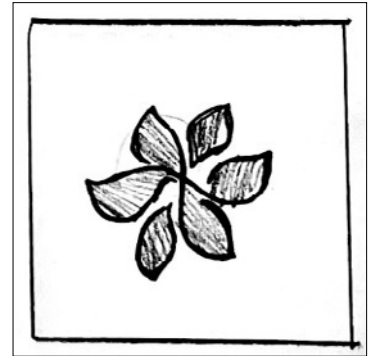
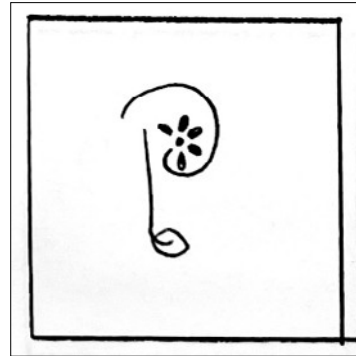
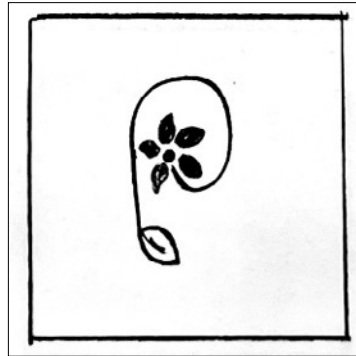
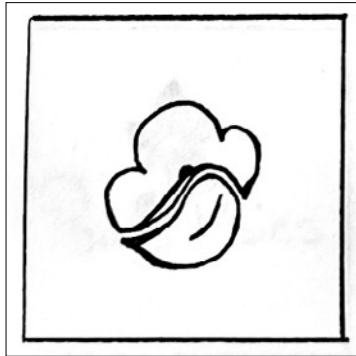
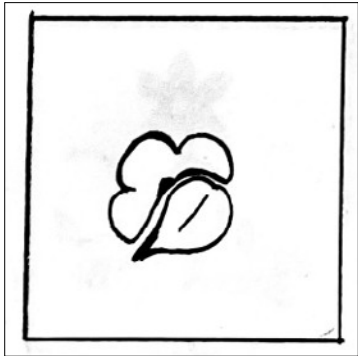
SPAW DAYS | COMBINATION



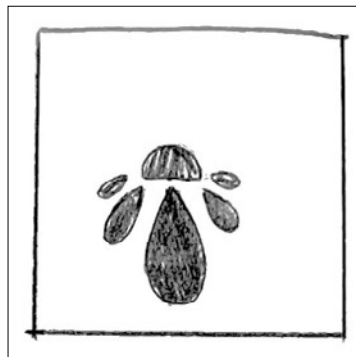
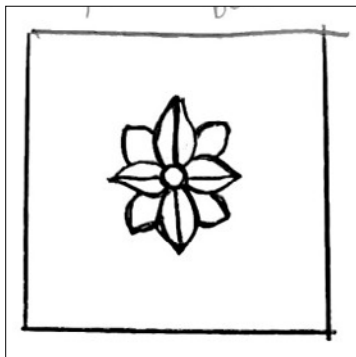
SKETCHES

RETAIL: PAM'S POSIES

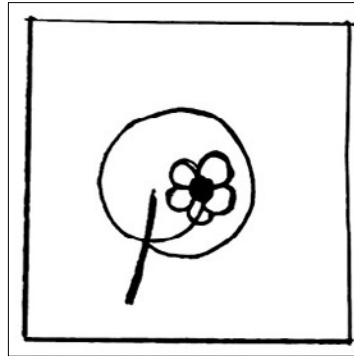
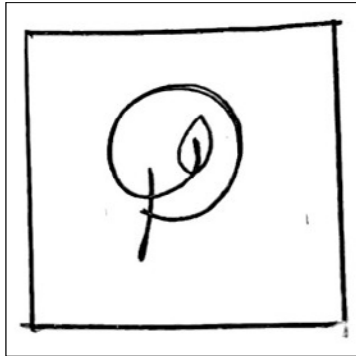
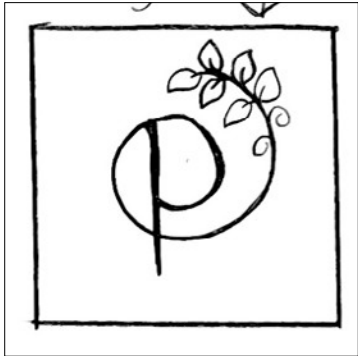
PAM'S POSIES | PICTOGRAM



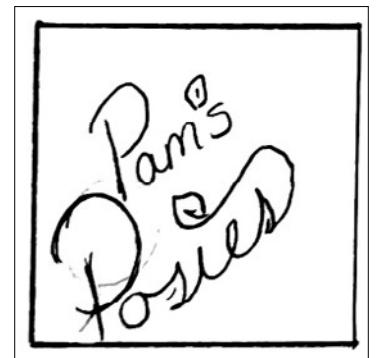
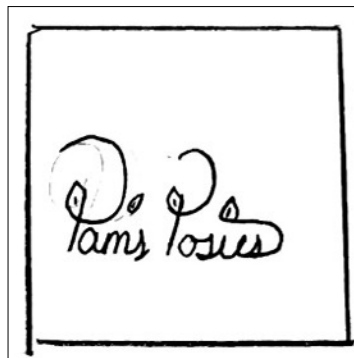
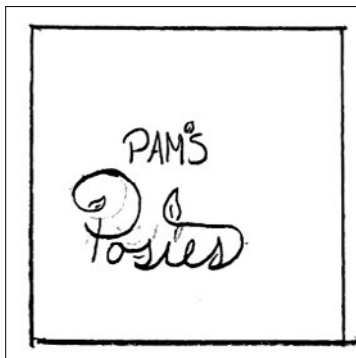
PAM'S POSIES | ABSTRACT



PAM'S POSIES | MONOGRAM



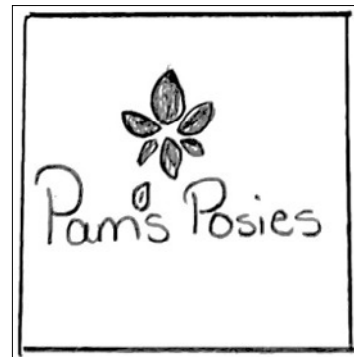
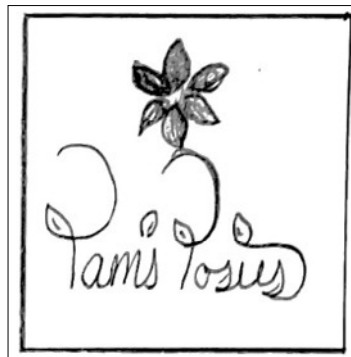
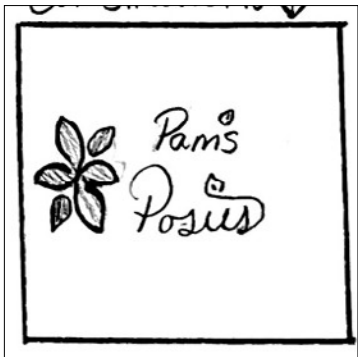
PAM'S POSIES | LOGOTYPE



PAM'S POSIES | LOGOTYPE



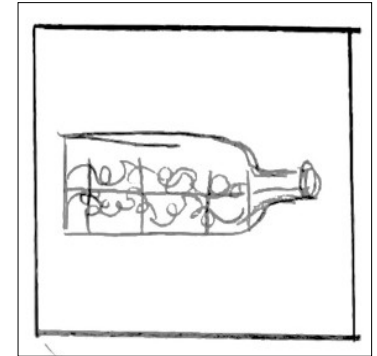
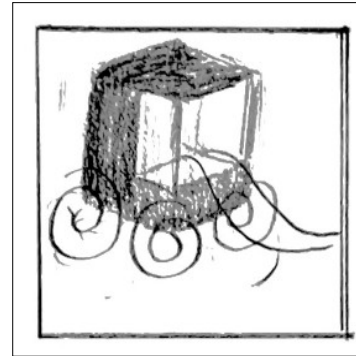
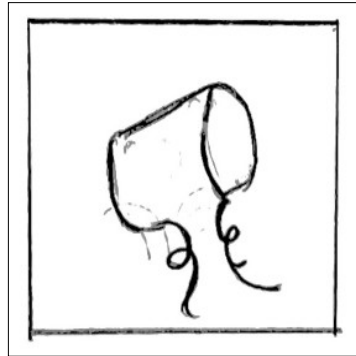
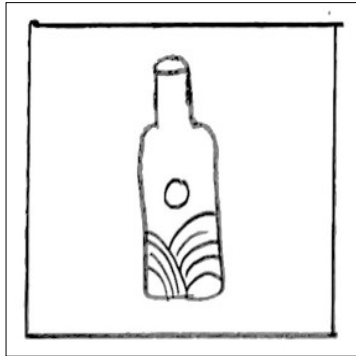
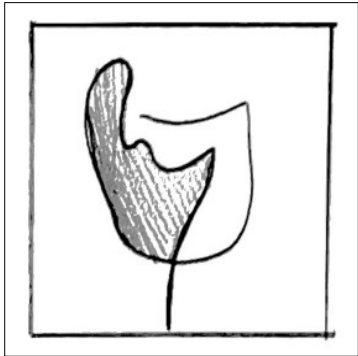
PAM'S POSIES | COMBINATION



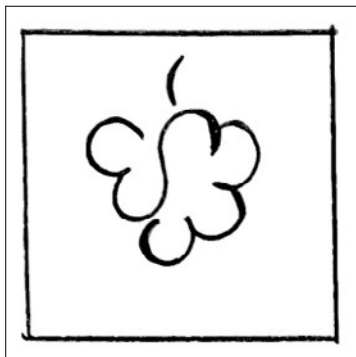
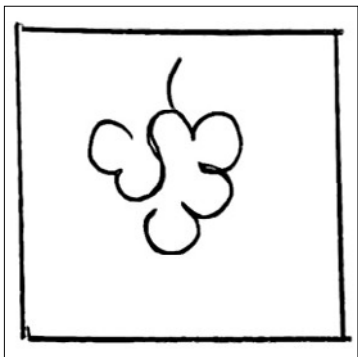
SKETCHES

MANUFACTURING: BREITENBACH WINERY

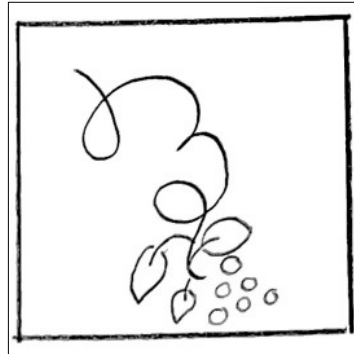
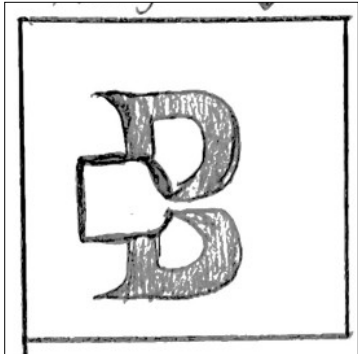
BREITENBACH AMISH COUNTRY WINERY | PICTOGRAM



BREITENBACH AMISH COUNTRY WINERY | ABSTRACT



BREITENBACH AMISH COUNTRY WINERY | MONOGRAM



BREITENBACH AMISH COUNTRY WINERY | LOGOTYPE



BREITENBACH AMISH COUNTRY WINERY | COMBINATION



SKETCHES

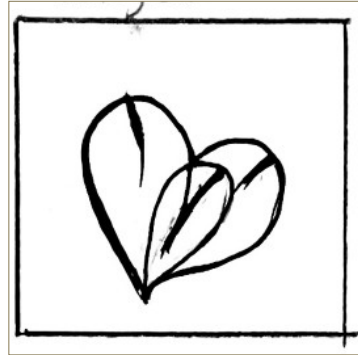
ROUND 3 (REFINEMENT)

FINAL SKETCHES BEFORE COMPUTER EXPLORATIONS

SKETCHES

PROFESSIONAL: GENERATIONS WOMENS HEALTH

GENERATIONS WOMENS HEALTH | PICTOGRAM



GENERATIONS WOMENS HEALTH | ABSTRACT



GENERATIONS WOMENS HEALTH | MONOGRAM



GENERATIONS WOMENS HEALTH | LOGOTYPE



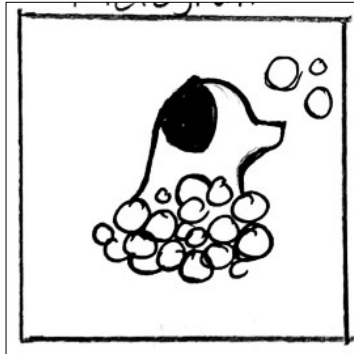
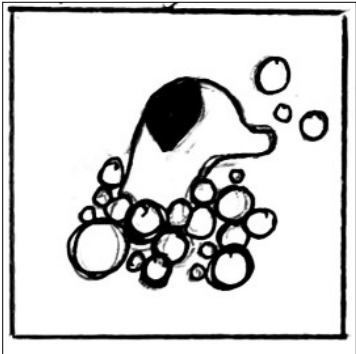
GENERATIONS WOMENS HEALTH | COMBINATION



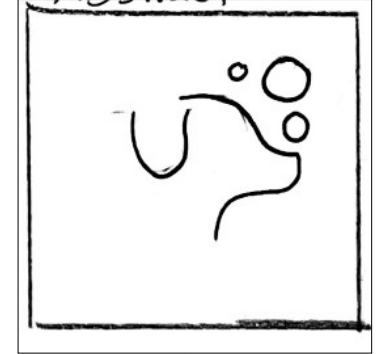
SKETCHES

SERVICE: SPAW DAYS

SPA W DAYS | PICTOGRAM



SPA W DAYS | ABSTRACT



SPA W DAYS | MONOGRAM



SPAW DAYS | LOGOTYPE



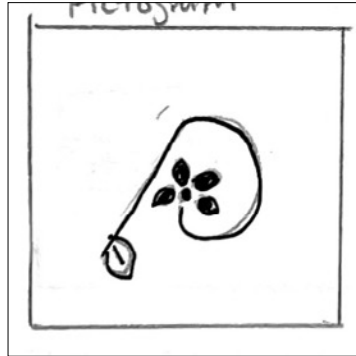
SPAW DAYS | COMBINATION



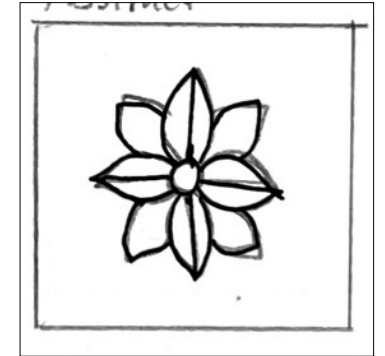
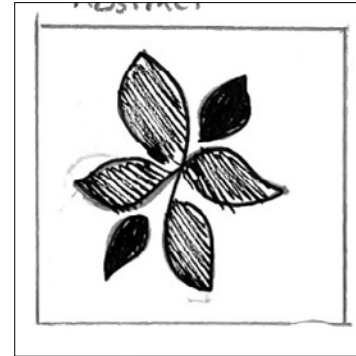
SKETCHES

RETAIL: PAMS POSIES

PAM'S POSIES | PICTOGRAM



PAM'S POSIES | ABSTRACT



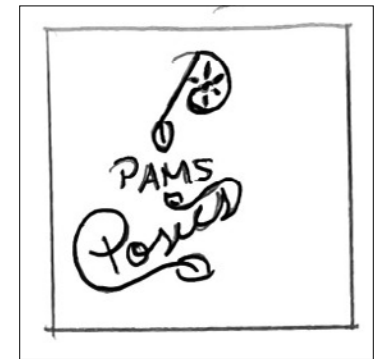
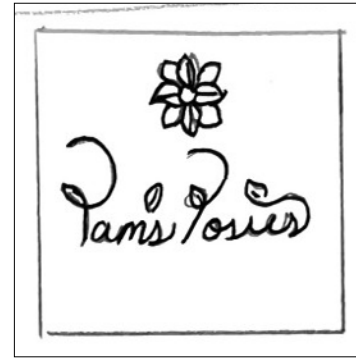
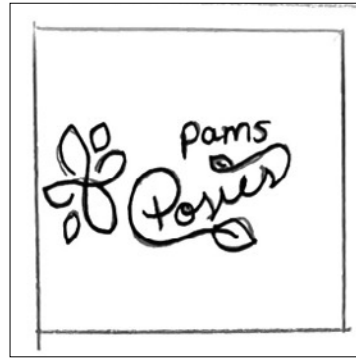
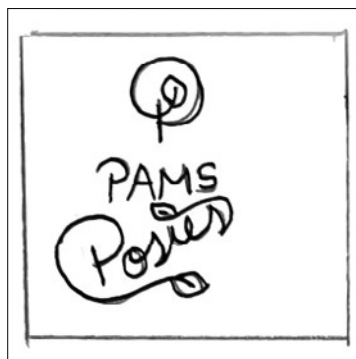
PAM'S POSIES | MONOGRAM



PAM'S POSIES | LOGOTYPE



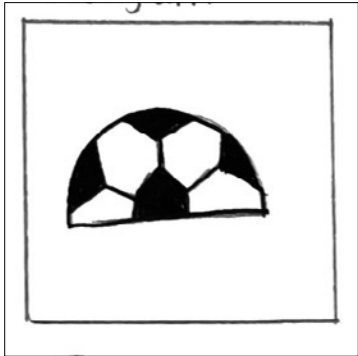
PAM'S POSIES | COMBINATION



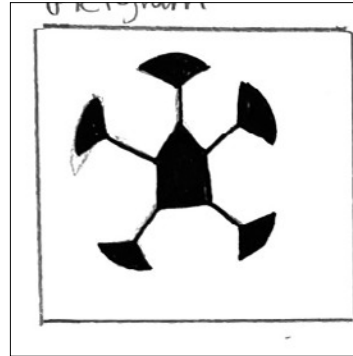
SKETCHES

NON-PROFIT: DOVER SOCCER ASSOCIATION

PICTOGRAM



ABSTRACT



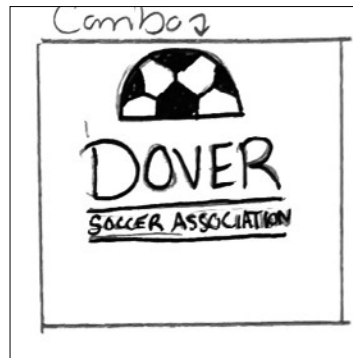
MONOGRAM



LOGOTYPE



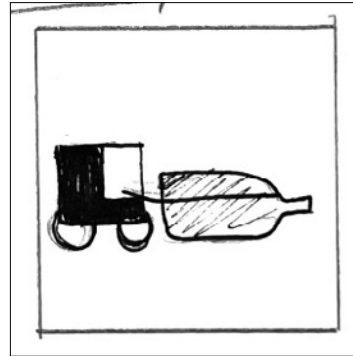
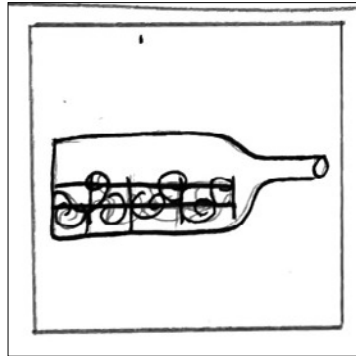
COMBINATION



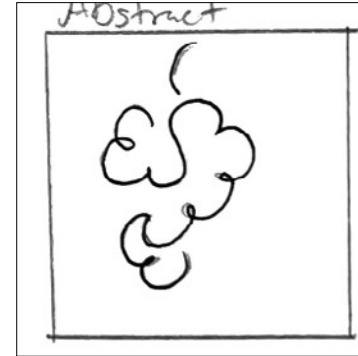
SKETCHES

MANUFACTURING: BREITENBACH WINERY

PICTOGRAM



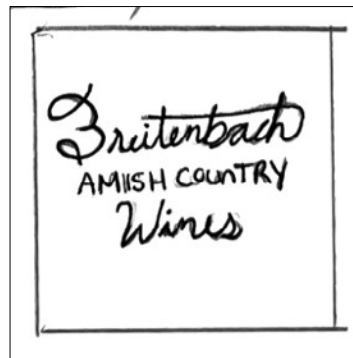
ABSTRACT



MONOGRAM



LOGOTYPE



COMBINATION



03 BRAND BUILDOUTS

3 BRANDS CHOSEN FOR COMPUTER RENDERING



01 SPAW DAYS

COMPUTER RENDERINGS. BUILDOUTS. COLOR.

02 BREITENBACH

COMPUTER RENDERINGS. BUILDOUTS. COLOR.

03 PAM'S POSIES

COMPUTER RENDERINGS. BUILDOUTS. COLOR.

COMPUTER REFINES

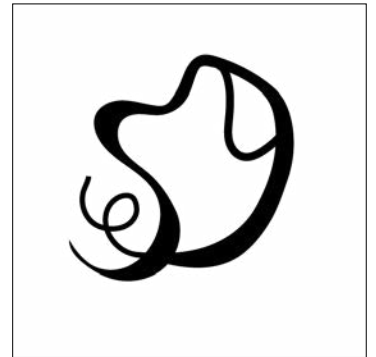
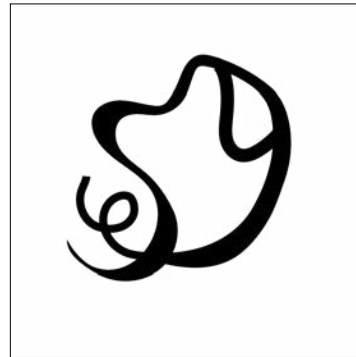
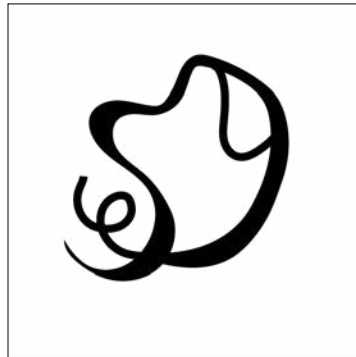
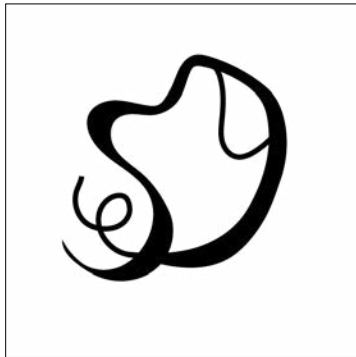
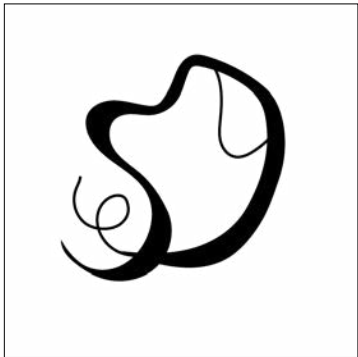
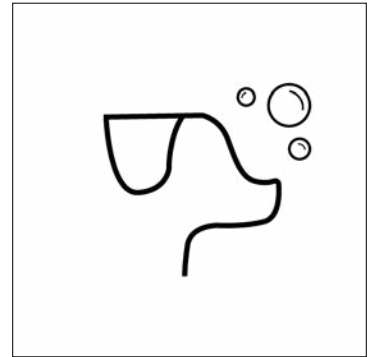
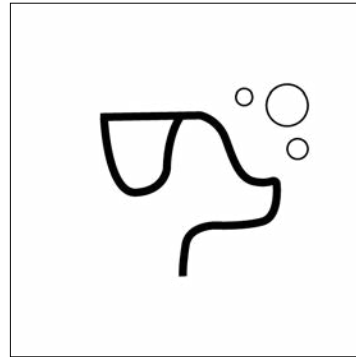
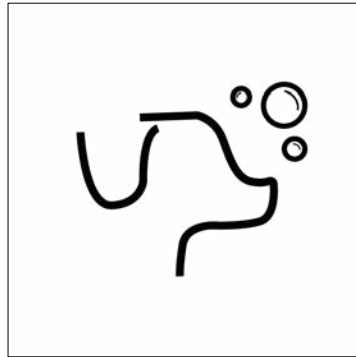
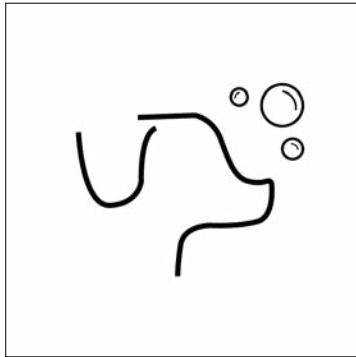
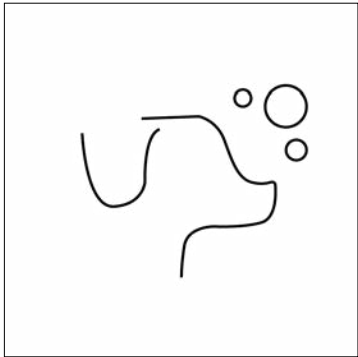
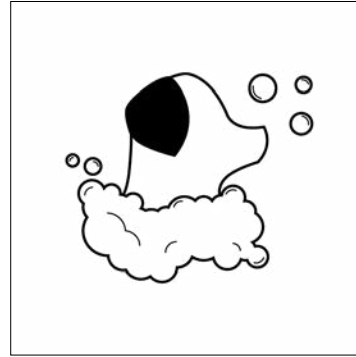
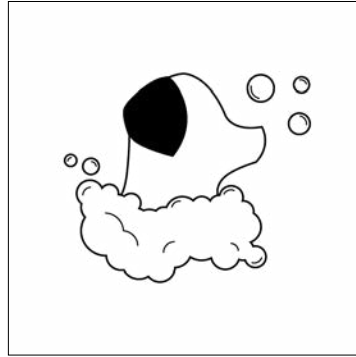
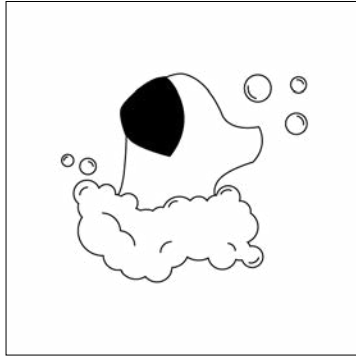
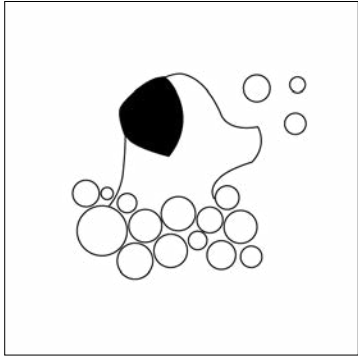
FINAL 3 BRANDS

DIGITAL COMPUTER EXPLORATIONS

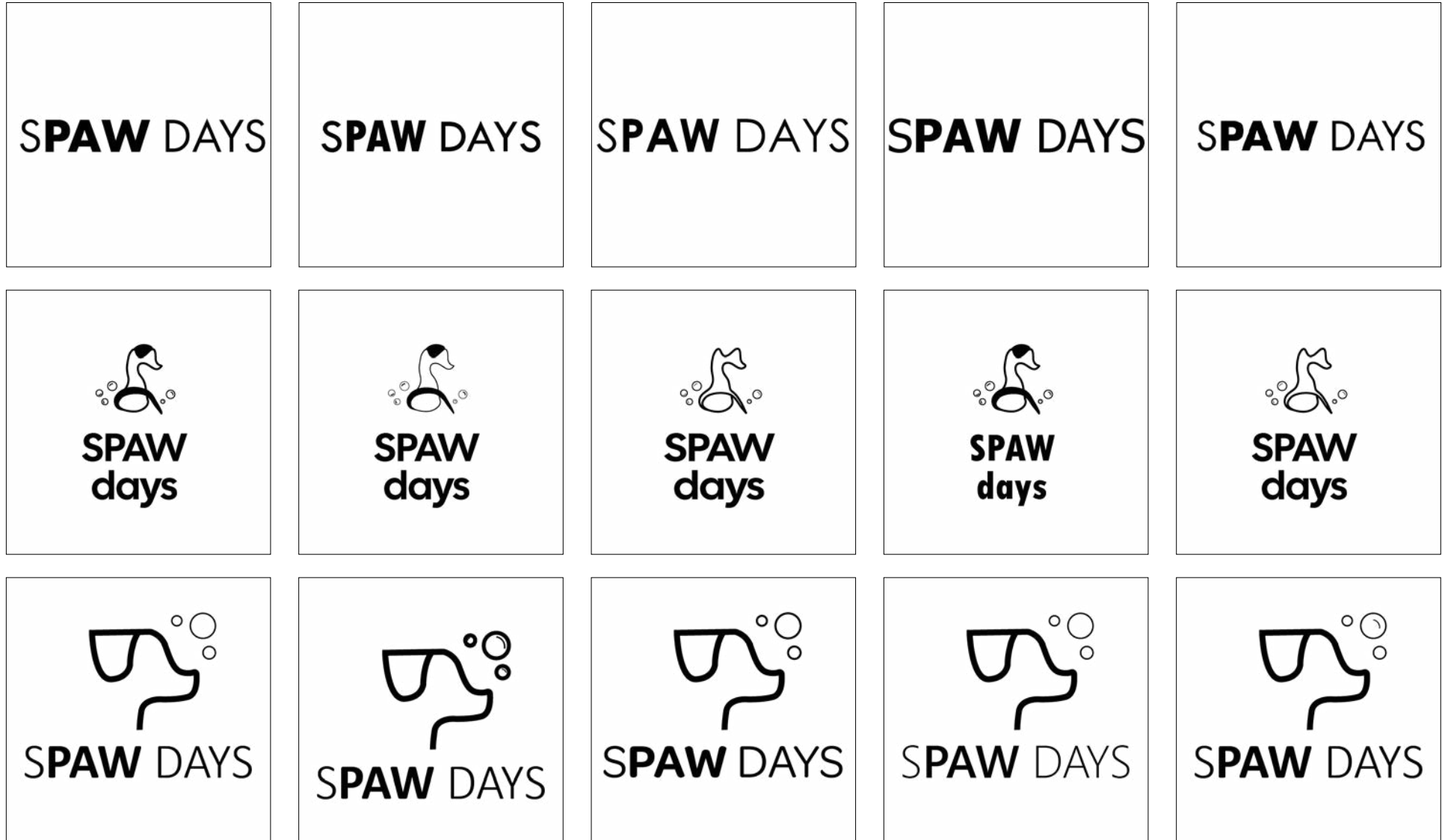
COMPUTER REFINES

SERVICE: SPAW DAYS

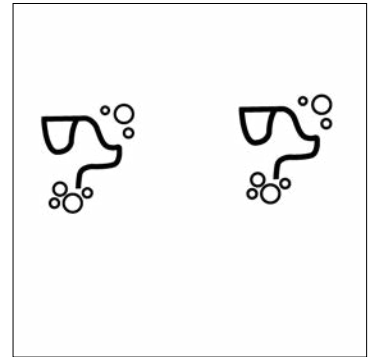
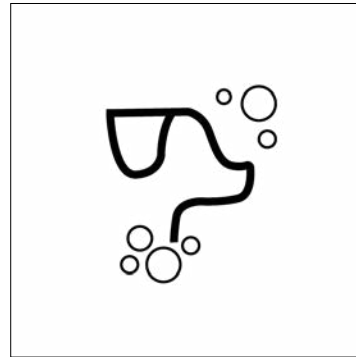
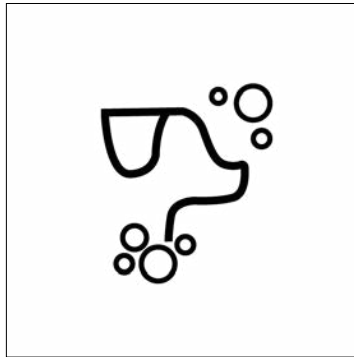
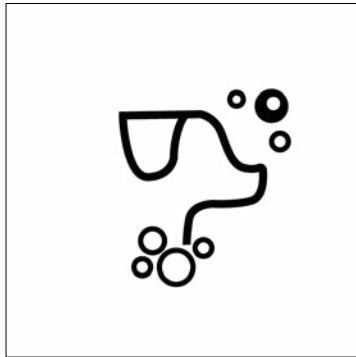
SPAW DAYS | COMPUTER RENDERINGS



SPAW DAYS | COMPUTER RENDERINGS



SPAW DAYS | COMPUTER RENDERINGS



SPAW DAYS

This is the final computer rendered logo for the brand Spaw Days. Throughout my process I full rendered out my sketch idea for my abstract logo and paired it with a sans serif typeface.

SPAW DAYS | VERTICAL AND HORIZONTAL LOGO

SPAW DAYS

VERTICAL MARK



HORIZONTAL MARK

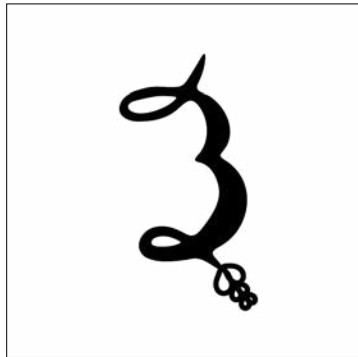
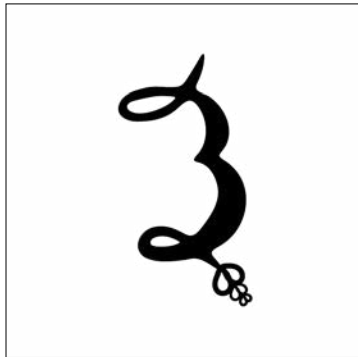
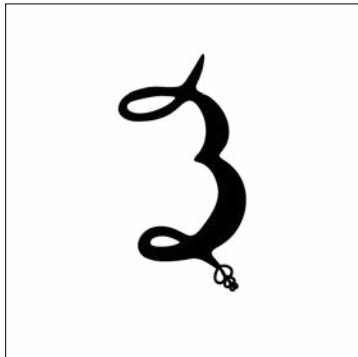
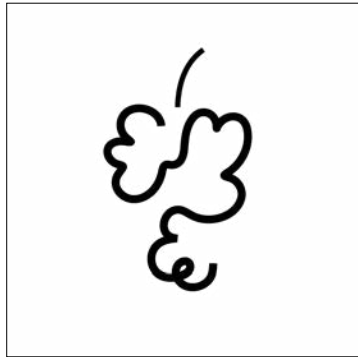
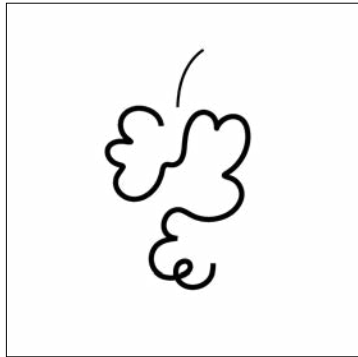
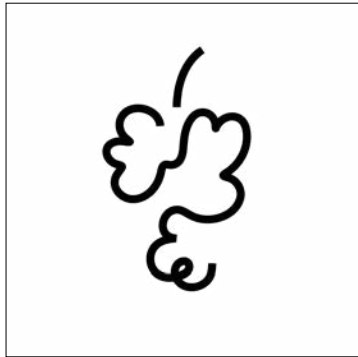
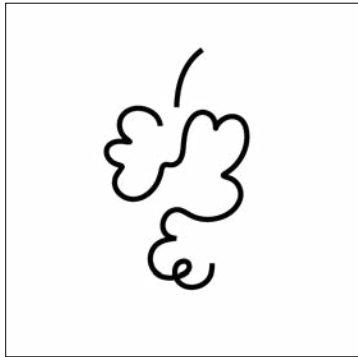
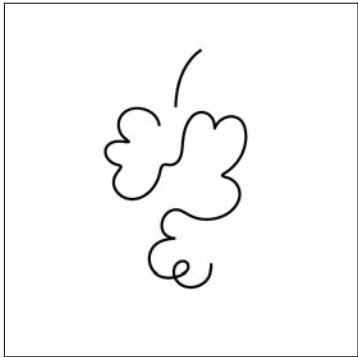
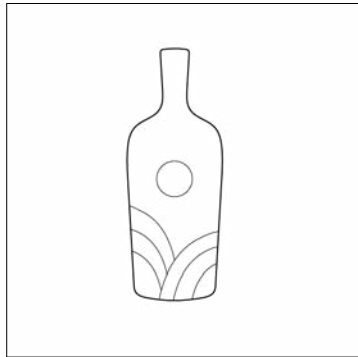


Pria Metcalf | Logo Marks | CorpID | Fall 2025

COMPUTER REFINES

MANUFACTURING: BREITENBACH WINERY

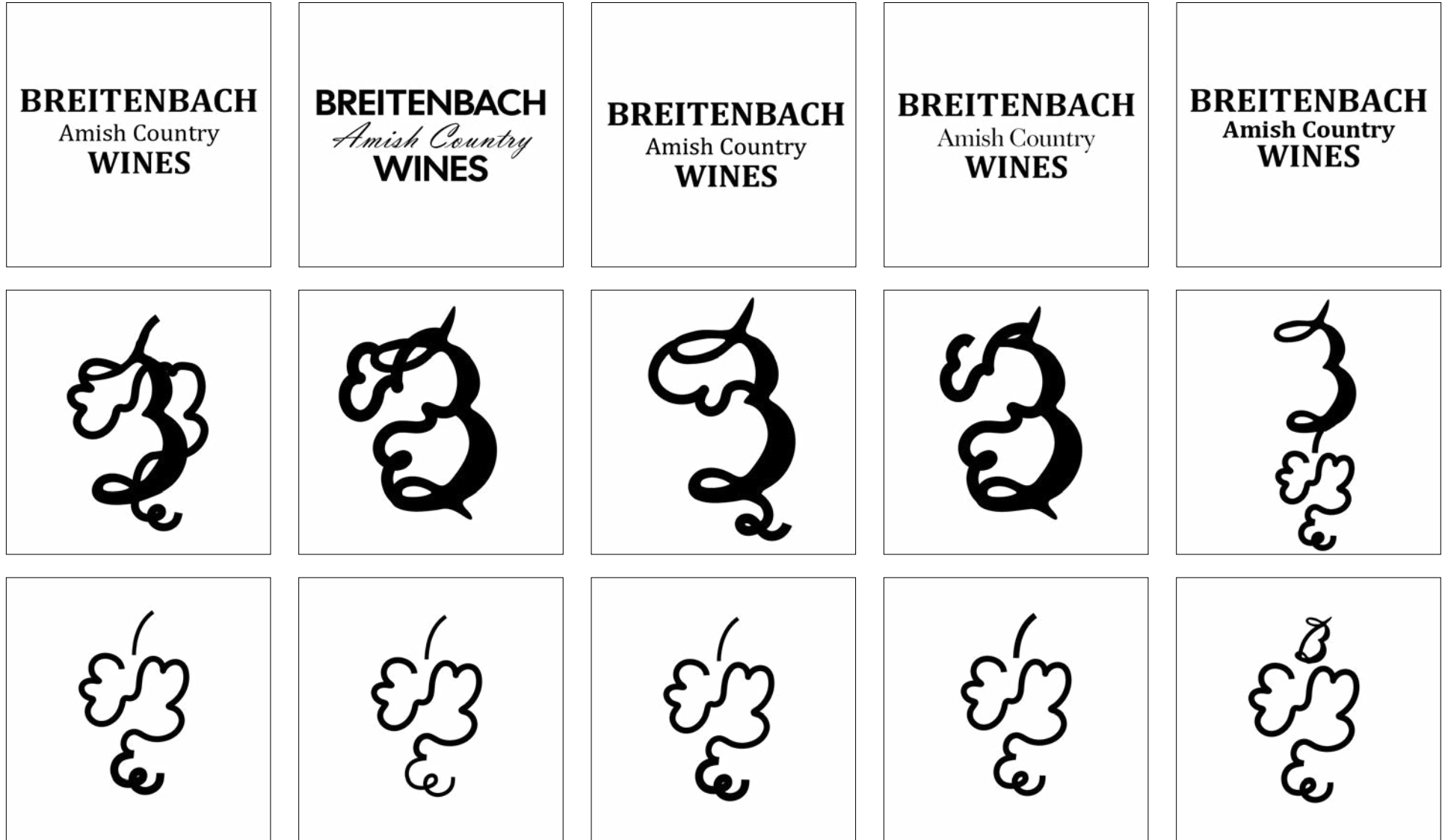
BREITENBACH AMISH COUNTRY WINERY | COMPUTER RENDERINGS



BREITENBACH AMISH COUNTRY WINERY | COMPUTER RENDERINGS



BREITENBACH AMISH COUNTRY WINERY | COMPUTER RENDERINGS



BREITENBACH AMISH COUNTRY WINERY | COMPUTER RENDERINGS



BREITENBACH AMISH COUNTRY WINERY
This is the final computer rendered logo for the brand Breitenbach. Here, we have my abstract logo combined with a monogram B for the stem. Then, we have the logotype set beside the wordmark.

BREITENBACH AMISH COUNTRY WINERY | VERTICAL AND HORIZONTAL LOGO

Breitenbach Amish Country Wines

VERTICAL MARK



HORIZONTAL MARK

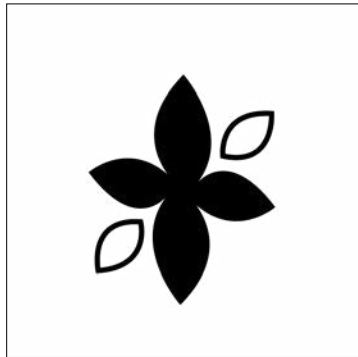
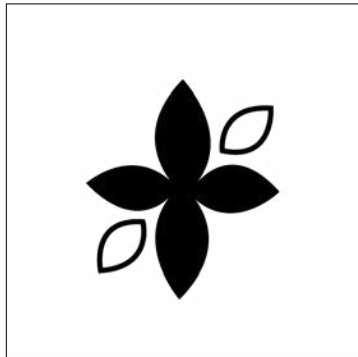
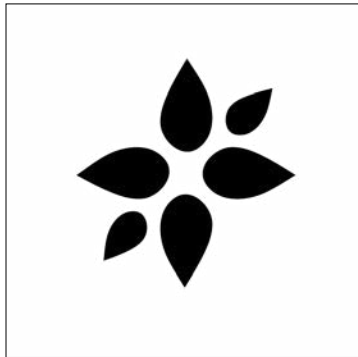
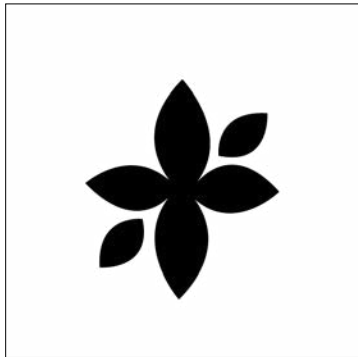
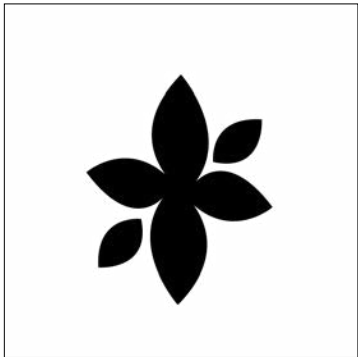
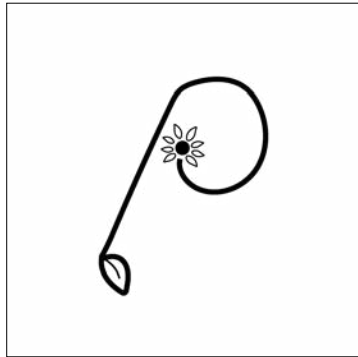
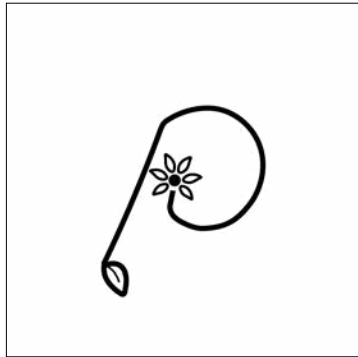
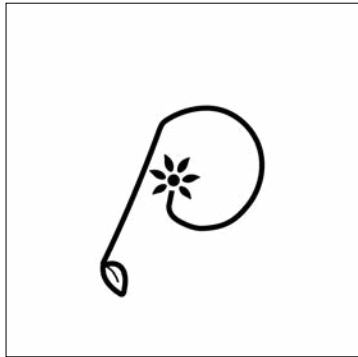
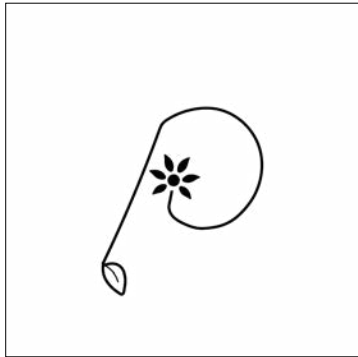
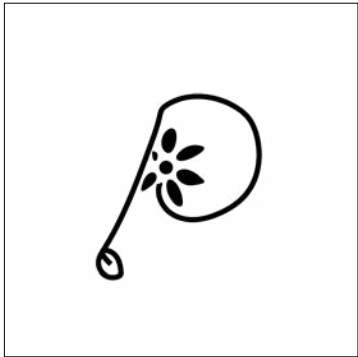
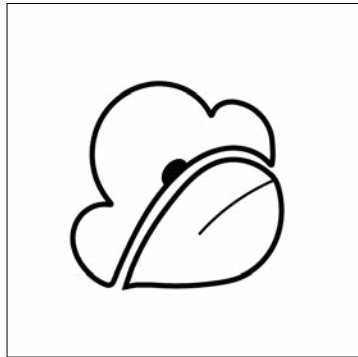
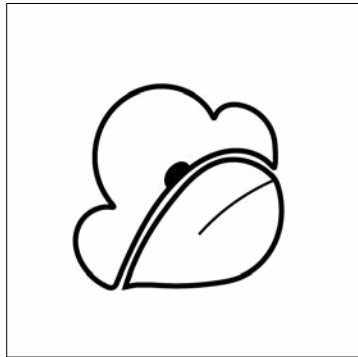
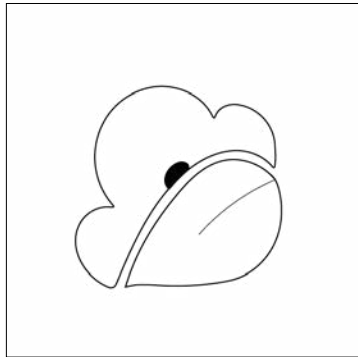
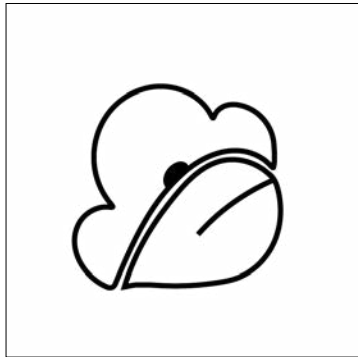


Pria Metcalf | Logo Marks | Corpid | Fall 2025

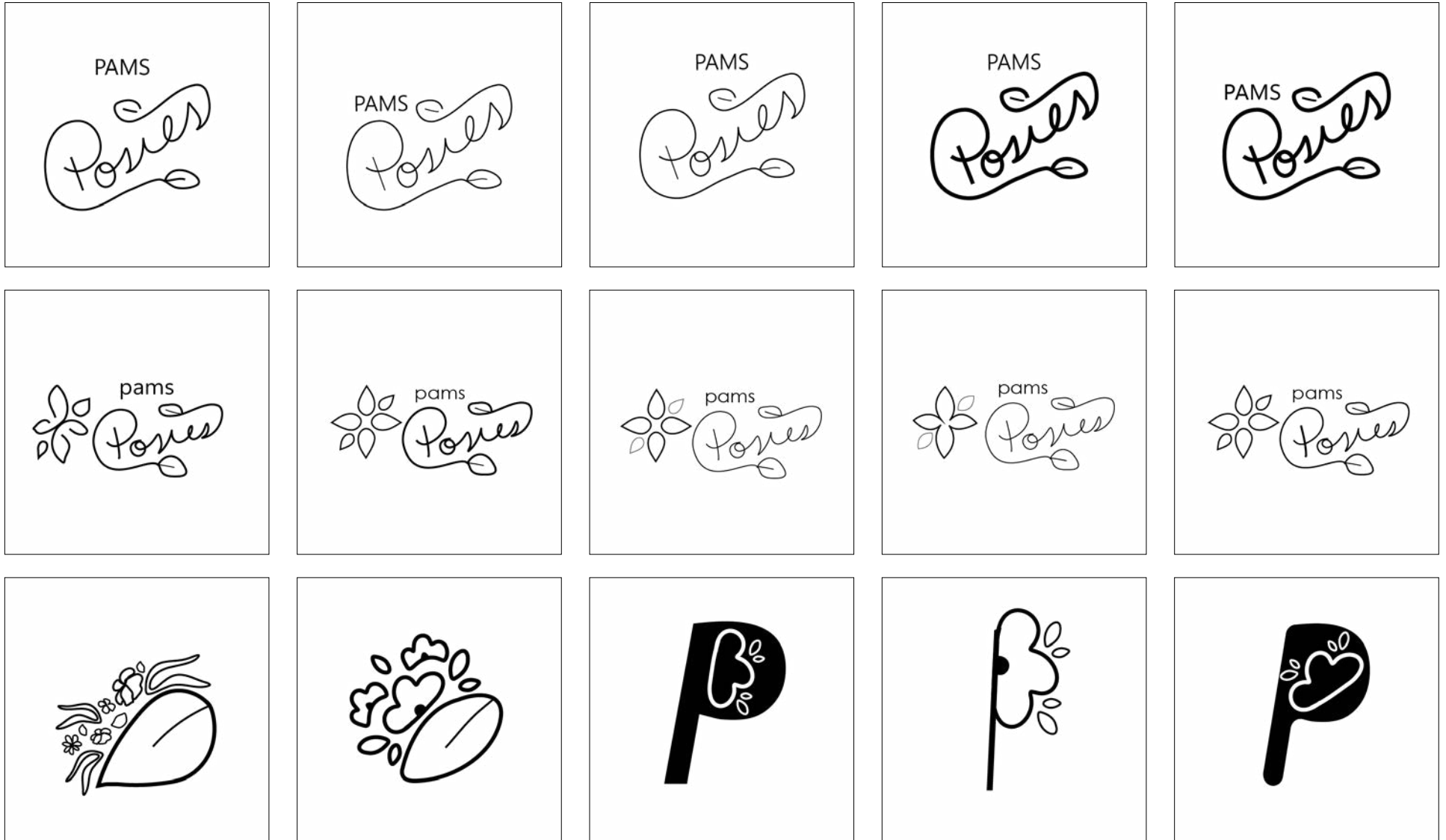
COMPUTER REFINES

RETAIL: PAM'S POSIES

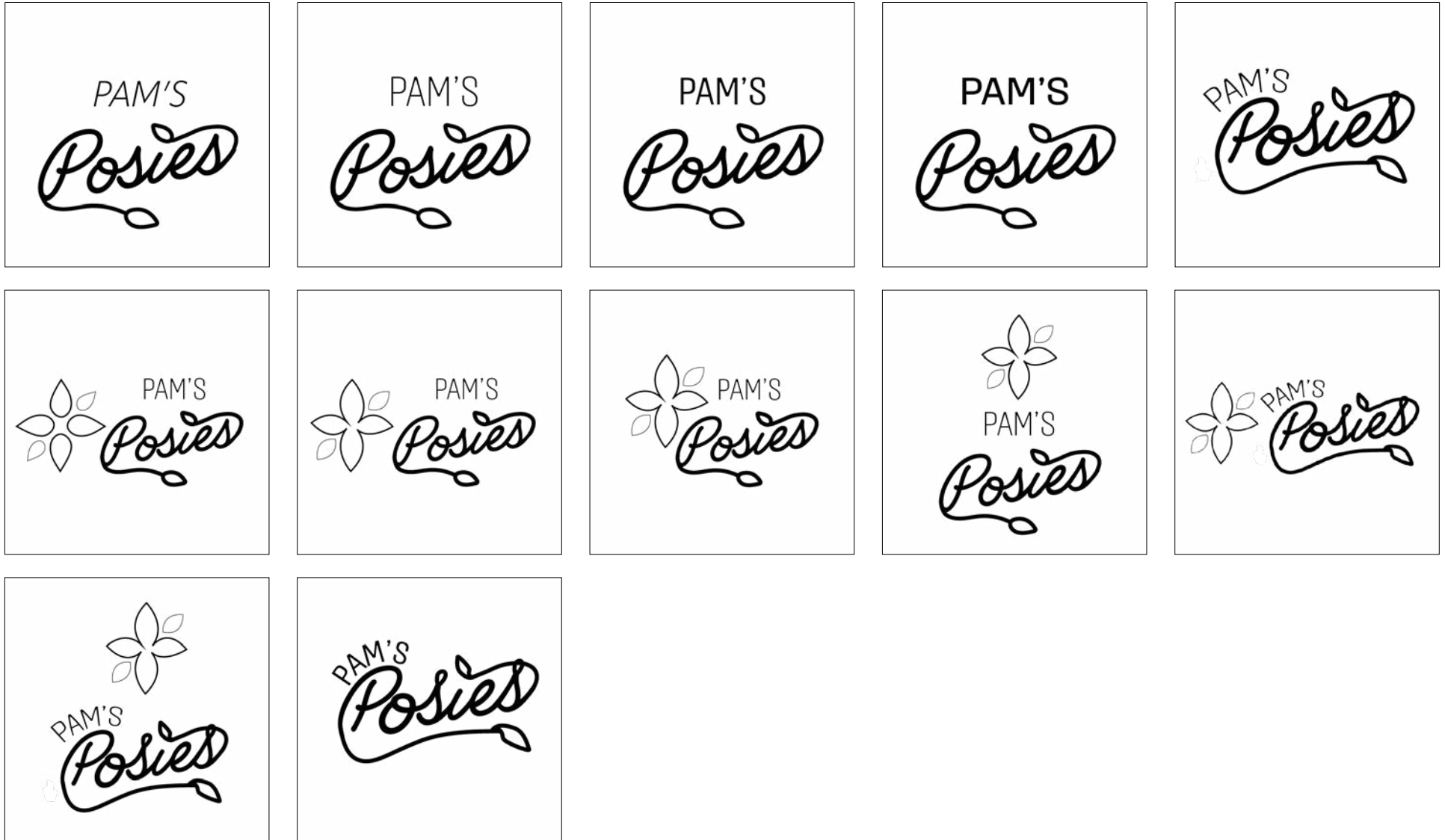
PAM'S POSIES | COMPUTER RENDERINGS



PAM'S POSIES | COMPUTER RENDERINGS



PAM'S POSIES | COMPUTER RENDERINGS



PAM'S POSIES | COMPUTER RENDERINGS

**PAM'S POSIES**

This is the final computer rendered logo for the brand Pam's Posies. This logo is a logotype logo. It has Pam's curved around the P in Posies. Moreover, there are also leaf elements in the type of Posies.

PAM'S POSIES | VERTICAL AND HORIZONTAL LOGO

Pam's Posies

VERTICAL MARK



HORIZONTAL MARK



Pria Metcalf | Logo Marks | CorpID | Fall 2025

COLOR VARIATIONS

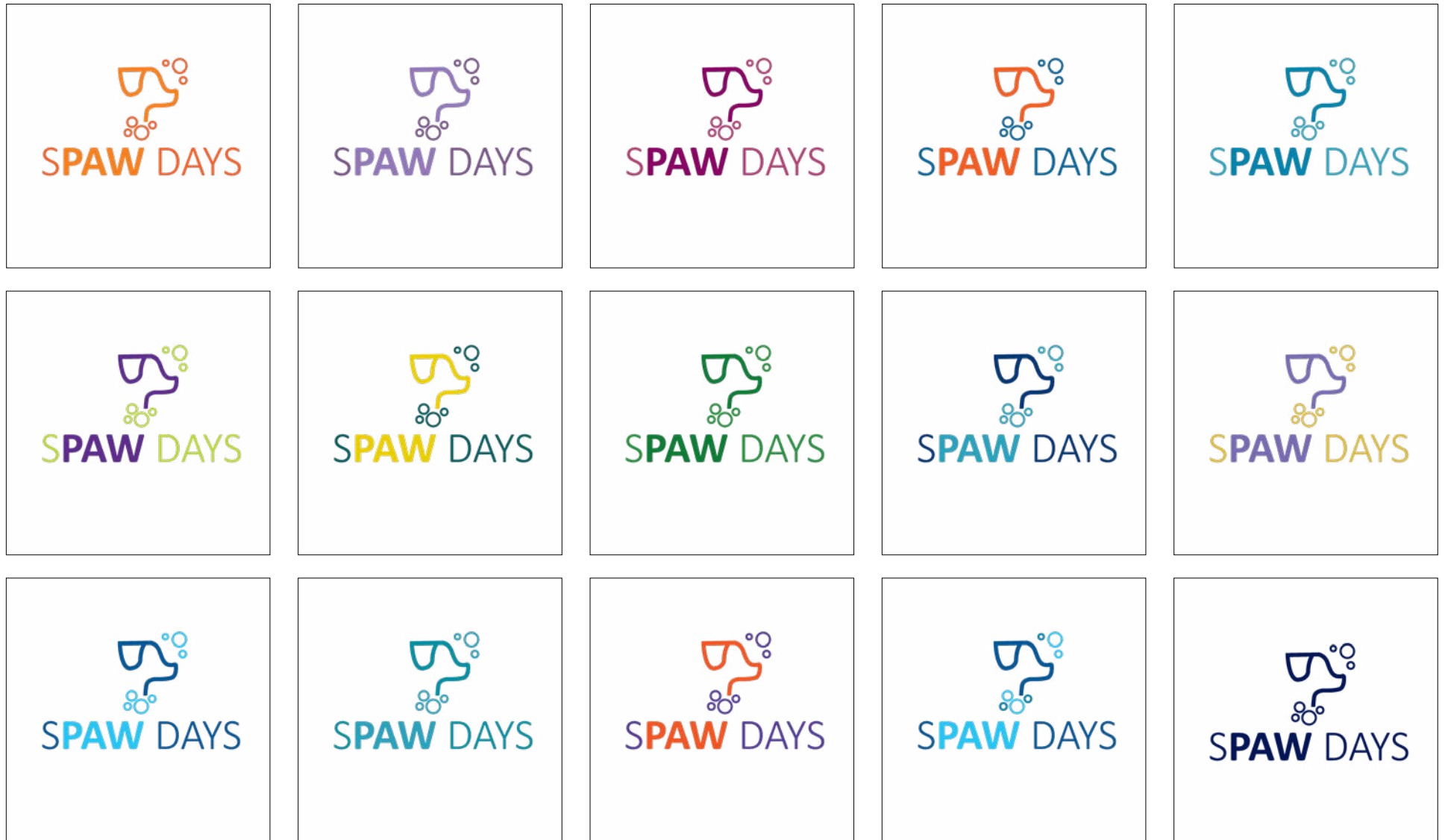
FINAL 3 BRANDS

DIGITAL COMPUTER EXPLORATIONS

COLOR VARIATIONS

SERVICE: SPAW DAYS

SPAW DAYS | COLOR VARIATIONS



SPAW DAYS | COLOR VARIATIONS



SPAW DAYS

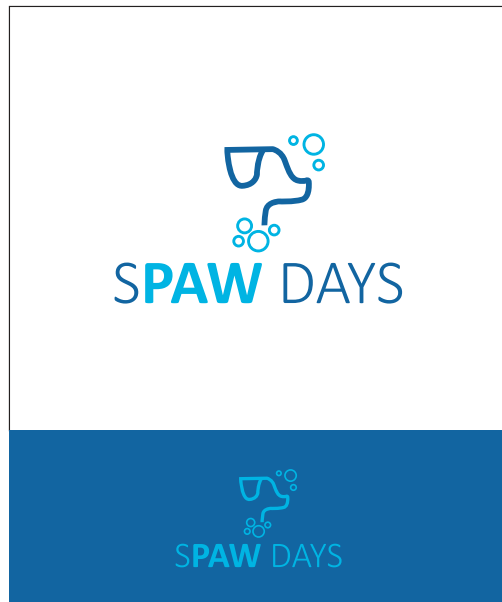
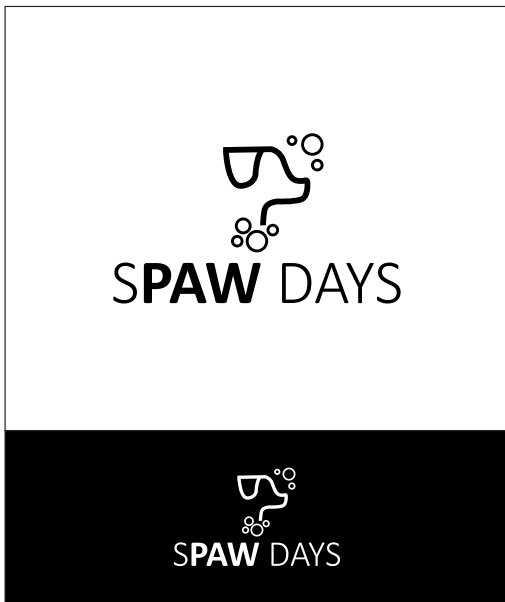
This is the final color combination chosen for Spaw Days. Spaw days uses two blue colors (a dark and light blue color). These colors best showcase the spa scene for a pet grooming company.

SPAW DAYS | LOGO SPEC SHEET



SPAW DAYS

Logo Specs


Primary Logo



Black & White

	C:60 M:40 Y:40 K:100 R:0 G:0 B:0 HEX CODE: #000000
	C:0 M:0 Y:0 K:0 R:255 G:255 B:255 HEX CODE: #FFFFFF

2 Color Process

	PANTONE: 2196 U R:18 G:101 B:161 HEX CODE: #1265A1
	PANTONE: 306 U R:0 G:180 B:227 HEX CODE: #00B4E3

4 Color Process

	C:100 M:60 Y:0 K:20 R:0 G:84 B:150 HEX CODE: #005496
	C:66 M:0 Y:0 K:0 R:18 G:195 B:244 HEX CODE: #12C3F4

COLOR VARIATIONS

MANUFACTURING: BREITENBACH WINERY

BREITENBACH AMISH COUNTRY WINERY | COLOR VARIATIONS



BREITENBACH AMISH COUNTRY WINERY | COLOR VARIATIONS



BREITENBACH AMISH COUNTRY WINERY

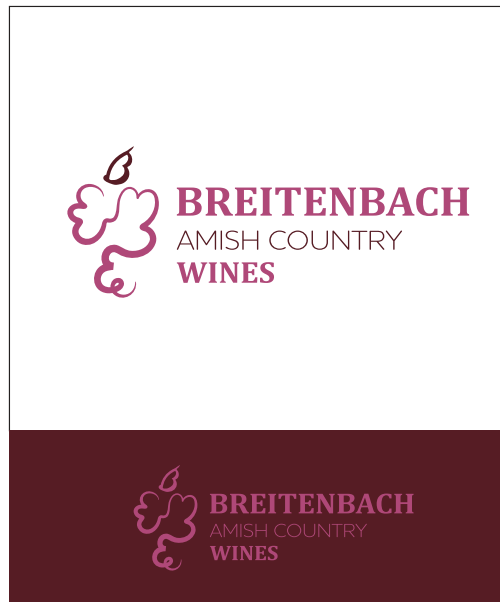
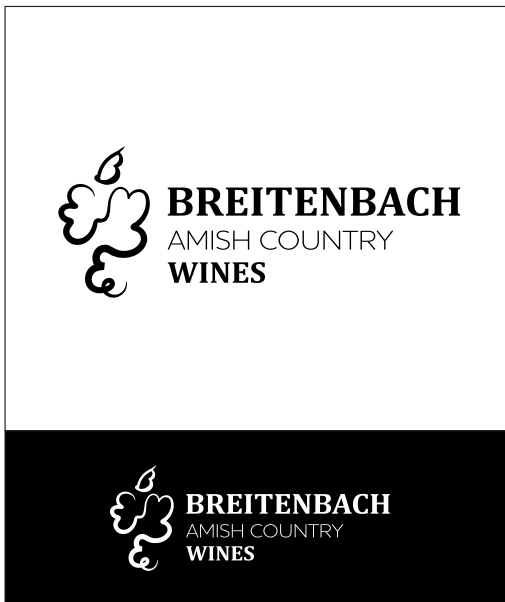
This is the final color combination chosen for Breitenbach. The colors consist of a pink and burgundy color. The colors are pulled from wine colors and vineyards (grapes).

BREITENBACH AMISH COUNTRY WINERY | LOGO SPEC SHEET



Breitenbach Amish Country Wines

Logo Specs

Primary Logo



Black & White

	C:60 M:40 Y:40 K:100 R:0 G:0 B:0 HEX CODE: #000000
	C:0 M:0 Y:0 K:0 R:255 G:255 B:255 HEX CODE: #FFFFFF

2 Color Process

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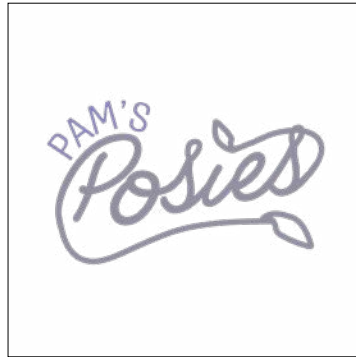
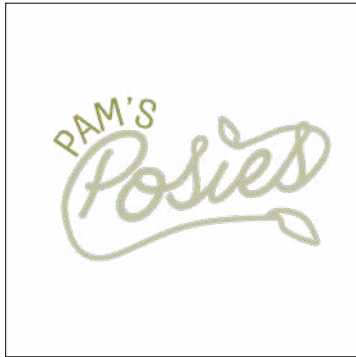
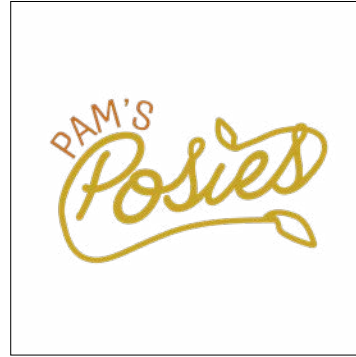
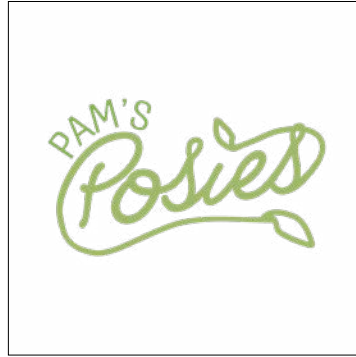
4 Color Process

	C:0 M:100 Y:6 K:26 R:184 G:0 B:104 HEX CODE: #B80068
	C:34 M:100 Y:0 K:78 R:64 G:0 B:48 HEX CODE: #400030

COLOR VARIATIONS

RETAIL: PAM'S POSIES

PAM'S POSIES | COLOR VARIATIONS



PAM'S POSIES | COLOR VARIATIONS



PAM'S
Posies

PAM'S POSIES

This is the final color combination chosen for Pam's Posies. This color combination is a light and dark green color. Showcasing the natural elements of a flower with the stems.

BREITENBACH AMISH COUNTRY WINERY | LOGO SPEC SHEET



Pam's Posies

Logo Specs


Primary Logo



Black & White

	C:60 M:40 Y:40 K:100 R:0 G:0 B:0 HEX CODE: #000000
	C:0 M:0 Y:0 K:0 R:255 G:255 B:255 HEX CODE: #FFFFFF

2 Color Process

	PANTONE: 2303 U R:159 G:179 B:108 HEX CODE: #9FB36C
	PANTONE: 2411 U R:77 G:98 B:74 HEX CODE: #4D624A

4 Color Process

	C:28 M:0 Y:65 K:19 R:159 G:184 B:108 HEX CODE: #9FB86C
	C:68 M:43 Y:72 K:47 R:60 G:79 B:59 HEX CODE: #3C4F3B

TYPOGRAPHY

PAMS POSIES

TYPOGRAPHY

The Pam's Posies brand uses the houschka rounded for all print and digital designs. The loos compressed typeface is used in the logo and can be used for additional elements.

HOUSCHKA ROUNDED

LIGHT

Aa Bb Cc Dd Ee

Ff Gg Hh Ii Jj Kk

Ll Mm Nn Oo Pp

Qq Rr Ss Tt Uu Vv

Ww Xx Yy Zz

MEDIUM

Aa Bb Cc Dd Ee

Ff Gg Hh Ii Jj Kk

Ll Mm Nn Oo Pp

Qq Rr Ss Tt Uu

Vv Ww Xx Yy Zz

BOLD

Aa Bb Cc Dd Ee

Ff Gg Hh Ii Jj Kk

Ll Mm Nn Oo Pp

Qq Rr Ss Tt Uu

Vv Ww Xx Yy Zz

LOOS COMPRESSED

LIGHT

Aa Bb Cc Dd Ee Ff Gg

Hh Ii Jj Kk Ll Mm Nn

Oo Pp Qq Rr Ss Tt Uu

Vv Ww Xx Yy Zz

DISPLAY HEADLINE TREATMENTS

BOLD

MEDIUM

LIGHT

HOW TO PLANT BUDS

OUT PLANTING SECRETS

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip kds ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

ARTICLE TREATMENTS

BOLD

MEDIUM

LIGHT

SPRING SEASON FAVS

TIME TO BLOOM!

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip kds ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

LIST TREATMENTS

BOLD

MEDIUM

HOURS:

12/15 9-5PM

12/16 9-5PM

12/17 9-5PM

BREITENBACH AMISH WINERY

TYPOGRAPHY

The Breitenbach brand uses century gothic for all headings, sub-headings, and body text. The calibria and houschka rounded is used within the brand logo and can be used for additional elements. The century gothic typeface was used for it's versatility for print materials.

CENTURY GOTHIC

REGULAR

Aa Bb Cc Dd
Ee Ff Gg Hh Ii
Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss
Tt Uu Vv Ww Xx
Yy Zz

BOLD

Aa Bb Cc Dd Ee
Ff Gg Hh Ii Jj Kk
Ll Mm Nn Oo Pp
Qq Rr Ss Tt Uu
Vv Ww Xx Yy Zz

CALIBRIA

BOLD

Aa Bb Cc Dd Ee
Ff Gg Hh Ii Jj Kk
Ll Mm Nn Oo Pp
Qq Rr Ss Tt Uu
Vv Ww Xx Yy Zz

HOUSCHKA ROUNDED

LIGHT

Aa Bb Cc Dd Ee
Ff Gg Hh Ii Jj Kk
Ll Mm Nn Oo Pp
Qq Rr Ss Tt Uu Vv
Ww Xx Yy Zz

DISPLAY HEADLINE TREATMENTS

BOLD
REGULAR

FRESH WINEEEEEEE

SUMMER DAYS ARE HERE!

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip kds ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

ARTICLE TREATMENTS

BOLD
REGULAR

NEW FLAVORS ARE HERE!

COME OUT AND TRY OUR NEW FLAVORS!

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip kds ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

LIST TREATMENTS

BOLD
REGULAR

RESERVATIONS:

12/15 9-5PM
12/16 9-5PM
12/17 9-5PM

SPA W DAYS

TYPOGRAPHY

The Spaw Days brand uses the Calibri typeface for its clean, friendly, and approachable appearance, which aligns well with the warm and welcoming grooming environment. It's soft curves and modern simplicity help convey professionalism without feeling stiff, making it easy to read across print and digital designs.

CALIBRI

LIGHT

Aa Bb Cc Dd Ee

Ff Gg Hh Ii Jj Kk Ll

Mm Nn Oo Pp Qq

Rr Ss Tt Uu Vv Ww

Xx Yy Zz

REGULAR

Aa Bb Cc Dd Ee

Ff Gg Hh Ii Jj Kk Ll

Mm Nn Oo Pp Qq

Rr Ss Tt Uu Vv Ww

Xx Yy Zz

BOLD

Aa Bb Cc Dd Ee

Ff Gg Hh Ii Jj Kk Ll

Mm Nn Oo Pp Qq

Rr Ss Tt Uu Vv Ww

Xx Yy Zz

DISPLAY HEADLINE TREATMENTS

BOLD
REGULAR

SHEDDING VS. MATTING

GROOMING TECHNIQUES USED

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip kds ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

ARTICLE TREATMENTS

BOLD
REGULAR

THE DIFFERENCE BETWEEN SHEDDING & MATTING

GROOMING TECHNIQUES USED

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip kds ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

LIST TREATMENTS

BOLD
REGULAR

APPOINTMENTS AVAILABLE

12/15 9-5PM

12/16 9-5PM

12/17 9-5PM

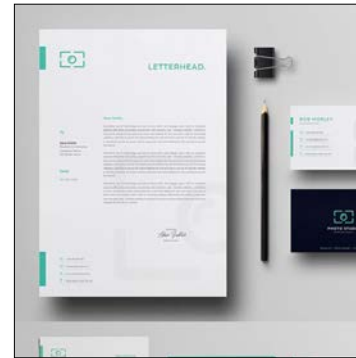
STATIONARY SYSTEM

RESEARCH. PROCESS. LAYOUTS. MOCKUPS.

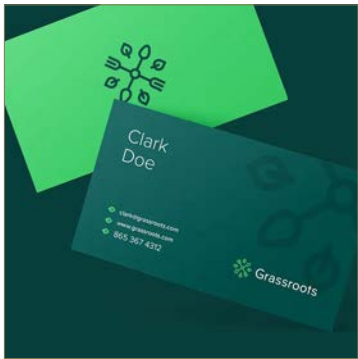
STATIONARY SYSTEM

RESEARCH.

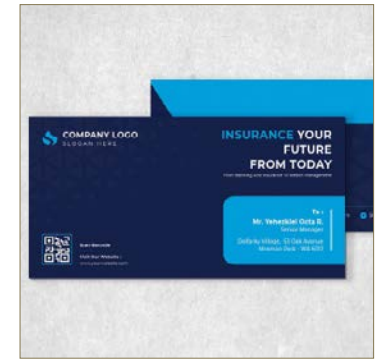
STATIONARY RESEARCH | LETTERHEADS



STATIONARY RESEARCH | BUSINESS CARDS

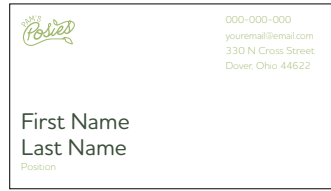
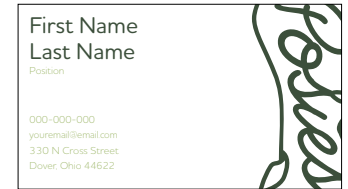
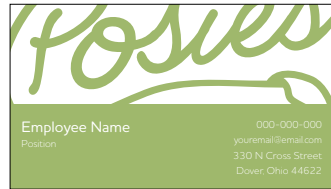


STATIONARY RESEARCH | ENVELOPES



STATIONARY SYSTEM PROCESS.

PAM'S POSIES | STATIONARY PROCESS



BREITENBACH AMISH COUNTRY WINERY | STATIONARY PROCESS

BREITENBACH
AMISH COUNTRY
WINES

324 Oak St. #100
Downs, Ohio 44022

HEADLINE

Dear Customer Name,

Thank you for your continued support of Breitenbach Amish Country Wines, where tradition, craftsmanship, and community come together to create a wine experience unlike any other. Rooted in the heart of Ohio's Amish Country, our wines are built on a deep appreciation for quality ingredients, time-honored techniques, and the joy of sharing something truly special with others. Whether you are enjoying a quiet glass at home, celebrating a special moment, or sipping in a group, we are honored to be part of your story.

At Breitenbach, we take great pride in producing wines that reflect the richness of the region and the care we put into every bottle. From our award-winning vineyards and full-scale winery to our classic red and whites, each vintage is carefully crafted to bring out the unique character of the grapes and reflect together on one. Our winemaking process blends tradition with innovative techniques, guided by a passion for excellence and a deep respect for the land we call home.

We are grateful for every guest who walks through our doors, and we strive to make your experience with us warm, welcoming, and memorable. Whether you're sampling our wines in the tasting room, enjoying a meal of the table, or exploring the beauty of Amish Country, we hope each visit leaves you with a sense of connection — to nature, to tradition, and to the simple joys of good wine shared with good company.

With sincere appreciation,
The Breitenbach Amish Country Wines Family

breitenbach.com
info@breitenbach.com

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AMISH COUNTRY
WINES

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info@breitenbach.com

BREITENBACH
AMISH COUNTRY
WINES

324 Oak St. #100
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November 8, 2025

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Joan Hoover

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Joan's Harvest
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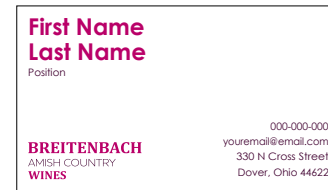
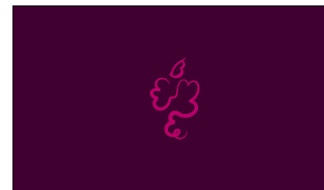
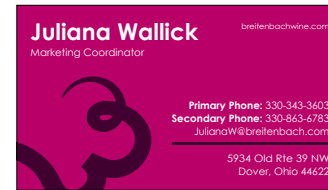
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Joan Hoover

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Downs, Ohio 44022
breitenbach.com
info@breitenbach.com

BREITENBACH AMISH COUNTRY WINERY | STATIONARY PROCESS



SPAW DAYS | STATIONARY PROCESS

SPAW DAYS 236 W 3rd Street
Columbus, Ohio
43202-3912

Puppy Love Foundation

Dear Puppy Love Foundation,

Thank you for choosing Spaw Days, where your pet's comfort, care, and happiness are always our top priority. We know that your furry companion is more than just a pet — they're a cherished member of your family — and we're honored to play a small part in keeping them healthy, clean, and smelling their best. From the moment you walk through our doors, we strive to create a calm, welcoming environment that both you and your human can feel good about. Our team of experienced groomers is trained in gentle handling techniques and works hard to ensure that every dog or cat receives personalized attention tailored to their breed, coat type, and temperament.

At Spaw Days, we believe grooming is more than a chore — it's an essential part of your pet's overall wellness. Regular grooming not only helps maintain a healthy coat and skin, but it also allows us to catch potential concerns early, such as hotspots, unclean ears, or signs of stress. We are proud to use high-quality, pet-safe products and to stay informed about best practices in animal care. Whether it's a soothing bath, a subtle trim, or a nail clip with extra care, our goal is to make the experience as positive and stress-free as possible. Furthermore, pet care is our top priority.

Warm regards,
The Spaw Days Team

236 W 3rd Street
Columbus, Ohio
43202-3912

SPAW DAYS

236 W 3rd Street
Columbus, Ohio
43202

SPAW DAYS

236 W 3rd Street
Columbus, Ohio
43202

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Columbus, Ohio
43202-3912

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Sincerely,
The Spaw Days Team
Kim Reese

236 W 3rd Street
Columbus, Ohio
43202-3912

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43202-3912

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SPAW DAYS

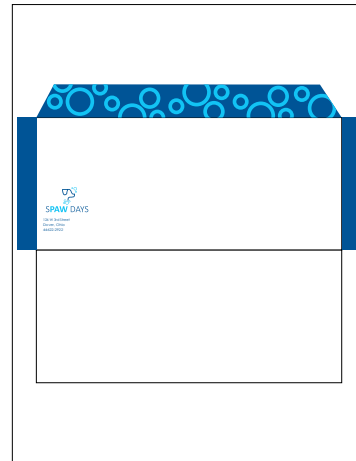
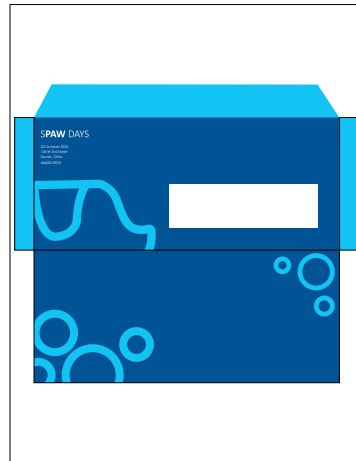
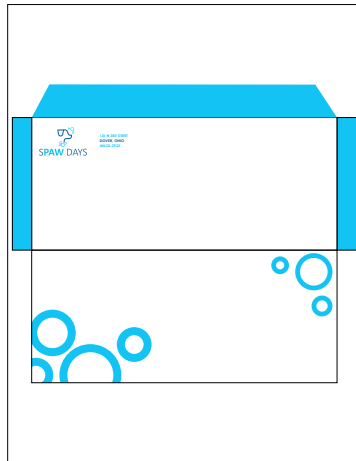
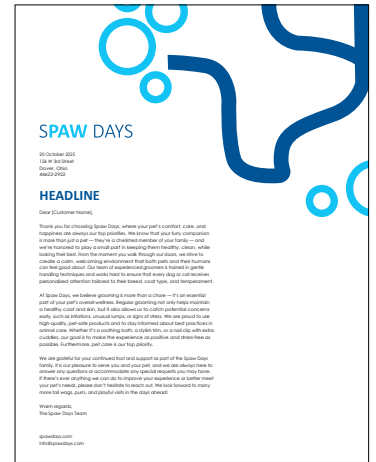
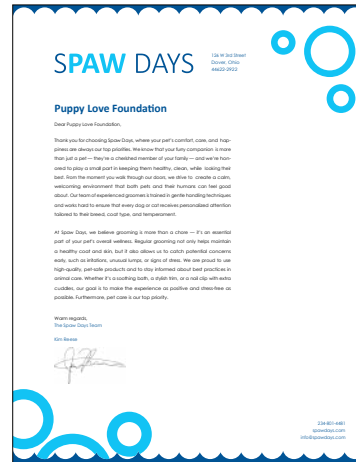
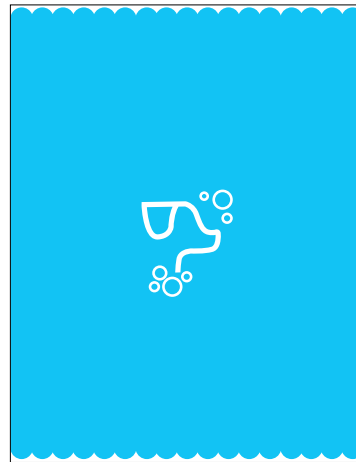
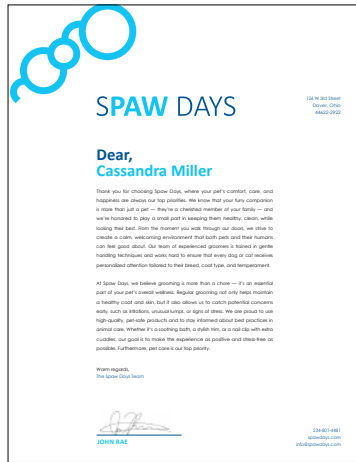
SPAW DAYS

SPAW DAYS

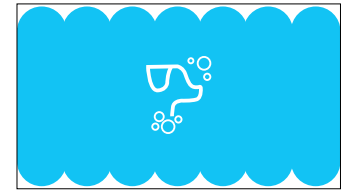
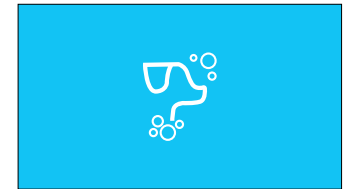
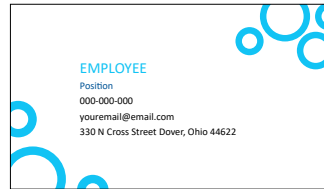
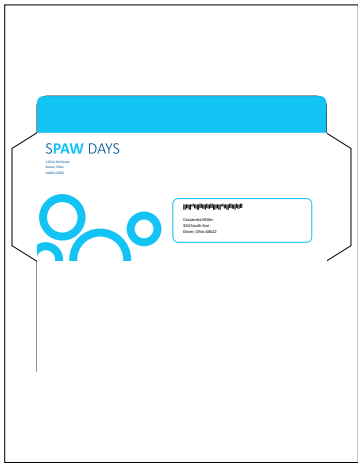
SPAW DAYS

SPAW DAYS

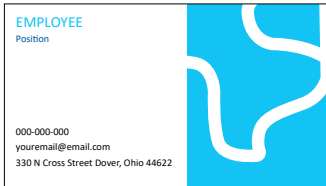
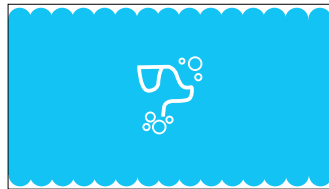
SPAW DAYS | STATIONARY PROCESS



SPAW DAYS | STATIONARY PROCESS



SPAW DAYS | STATIONARY PROCESS



STATIONARY SYSTEM LAYOUTS.

PAM'S POSIES | STATIONARY LAYOUTS

The image displays a stationery layout for Pam's Posies, featuring a letter template and two business cards. The letter template is set against a dark green background with a white letterhead on the left. The letterhead includes the Pam's Posies logo and a partial circular logo. The letter itself is on a white background and contains a message to Willow Glends dated October 30, 2025. The letter discusses the company's commitment to quality and sustainability. The business cards are shown in two orientations: one at the top right and one at the bottom right. Both cards feature the Pam's Posies logo and contact information for the company and a lead florist, Charlotte Richardson.

Letter Template:

Logo: PAM'S Posies

Address: 732 Boulevard St
Dover, Ohio 44622
pamsposies.com
info@pamsposies.com

Dear Willow Glends, October 30, 2025

Thank you for choosing Pam's Posies, where flowers are more than just beautiful arrangements — they're heartfelt expressions of life's most meaningful moments. Whether you're celebrating a joyful occasion, offering comfort during a difficult time, or simply brightening someone's day, we are honored to help you share your message through the timeless language of flowers. Every bouquet we create is handcrafted with care, using the freshest blooms and the finest design techniques to ensure each arrangement is as unique and special as the sentiment behind it.

At Pam's Posies, we believe flowers have the power to transform spaces, lift spirits, and create lasting memories. Our dedicated team of floral designers brings creativity, attention to detail, and a deep love for the craft into everything we do, from elegant weddings and corporate events to everyday gifts and lovely seasonal centerpieces. We source our flowers with quality and sustainability in mind, partnering with trusted growers to ensure that every stem we use meets our high standards for freshness.

Your continued support means the world to us. As a locally owned and operated flower shop, we take pride in building genuine relationships with our customers and our community. We are always here to offer guidance, answer questions, and help bring your floral visions to life. Whether you're looking for something classic, modern, whimsical, or bold, we're excited to help you find just the right design for any occasion.

With heartfelt thanks,
The Pam's Posies Team

Paul Winfrey
Paul Winfrey

Business Card (Top Right):

Logo: PAM'S Posies

Address: 732 Boulevard St
Dover, Ohio 44622

Willow Glends
330 North Cross Street
Dover, Ohio 44622

Business Card (Bottom Right):

Logo: PAM'S Posies

Charlotte Richardson
Lead Florist

Contact:
330-537-1417
charlottenrichardson@pamsposies.com

pamsposies.com

BREITENBACH AMISH COUNTRY WINERY | STATIONARY LAYOUTS

BREITENBACH
AMISH COUNTRY
WINES

BREITENBACH
AMISH COUNTRY
WINES

November 8, 2025

Dear Joan's Harvest,

Thank you for your continued support of Breitenbach Amish Country Wines, where tradition, craftsmanship, and community come together to create a wine experience unlike any other. Nestled in the heart of Ohio's Amish Country, our winery is built on a deep appreciation for quality ingredients, time-honored techniques, and the joy of sharing something truly special with others. Whether you are enjoying a quiet glass at home, celebrating a special moment, or visiting us in person, we are honored to be part of your story.

At Breitenbach, we take great pride in producing wines that reflect the richness of the region and the care we put into every bottle. From our award-winning dandelion and fruit wines to our classic reds and whites, each vintage is carefully crafted to bring out the unique character of the grapes and natural ingredients we use. Our winemaking process blends innovation with old-world tradition, guided by a passion for excellence and a deep respect for the land we call home.

We are grateful for every guest who walks through our doors, and we strive to make your experience with us warm, welcoming, and memorable. Whether you're sampling our wines in the tasting room, enjoying a meal at the café, or exploring the beauty of Amish Country, we hope each visit leaves you with a sense of connection — to nature, to tradition, and to the simple joys of good wine shared with good company.

With sincere appreciation,
The Breitenbach Amish Country Wines Family

Jake Zeener

5934 Old Rte 39 NW
Dover, Ohio 44622
breitenbach.com
info@breitenbach.com

BREITENBACH
AMISH COUNTRY
WINES

5934 Old Rte 39 NW
Dover, Ohio 44622

BREITENBACH
AMISH COUNTRY
WINES

Joan's Harvest
324 N Reese Rd
Dover, Ohio 44622


Juliana Wallick
Marketing Coordinator
@breitenbachwine.com

330-343-3603
JulianaW@breitenbach.com

5934 Old Rte 39 NW
Dover, Ohio 44622

Pria Metcalf | Corpid | Stationary System | Fall 2025

SPAW DAYS | STATIONARY LAYOUTS



SPAW DAYS


126 W 3rd Street
Dover, Ohio
44622-2922

**Dear,
Cassandra Miller**

Thank you for choosing Spaw Days, where your pet's comfort, care, and happiness are always our top priorities. We know that your furry companion is more than just a pet — they're a cherished member of your family — and we're honored to play a small part in keeping them healthy, clean, while looking their best. From the moment you walk through our doors, we strive to create a calm, welcoming environment that both pets and their humans can feel good about. Our team of experienced groomers is trained in gentle handling techniques and works hard to ensure that every dog or cat receives personalized attention tailored to their breed, coat type, and temperament.

At Spaw Days, we believe grooming is more than a chore — it's an essential part of your pet's overall wellness. Regular grooming not only helps maintain a healthy coat and skin, but it also allows us to catch potential concerns early, such as irritations, unusual lumps, or signs of stress. We are proud to use high-quality, pet-safe products and to stay informed about best practices in animal care. Whether it's a soothing bath, a stylish trim, or a nail clip with extra cuddles, our goal is to make the experience as positive and stress-free as possible. Furthermore, pet care is our top priority.

Warm regards,
The Spaw Days Team





JOHN RAE

234-801-4481
spawdays.com
info@spawdays.com


SPAW DAYS


126 W 3rd Street
Dover, Ohio
44622-2922





Cassandra Miller
324 South Ave.
Dover, Ohio 44622






BROOKLYN HENDRICKSON

Pet Groomer

234-801-4481
Brook.Hendrickson@spawdays.com
126 W 3rd St Dover, Ohio 44622

SPAW DAYS



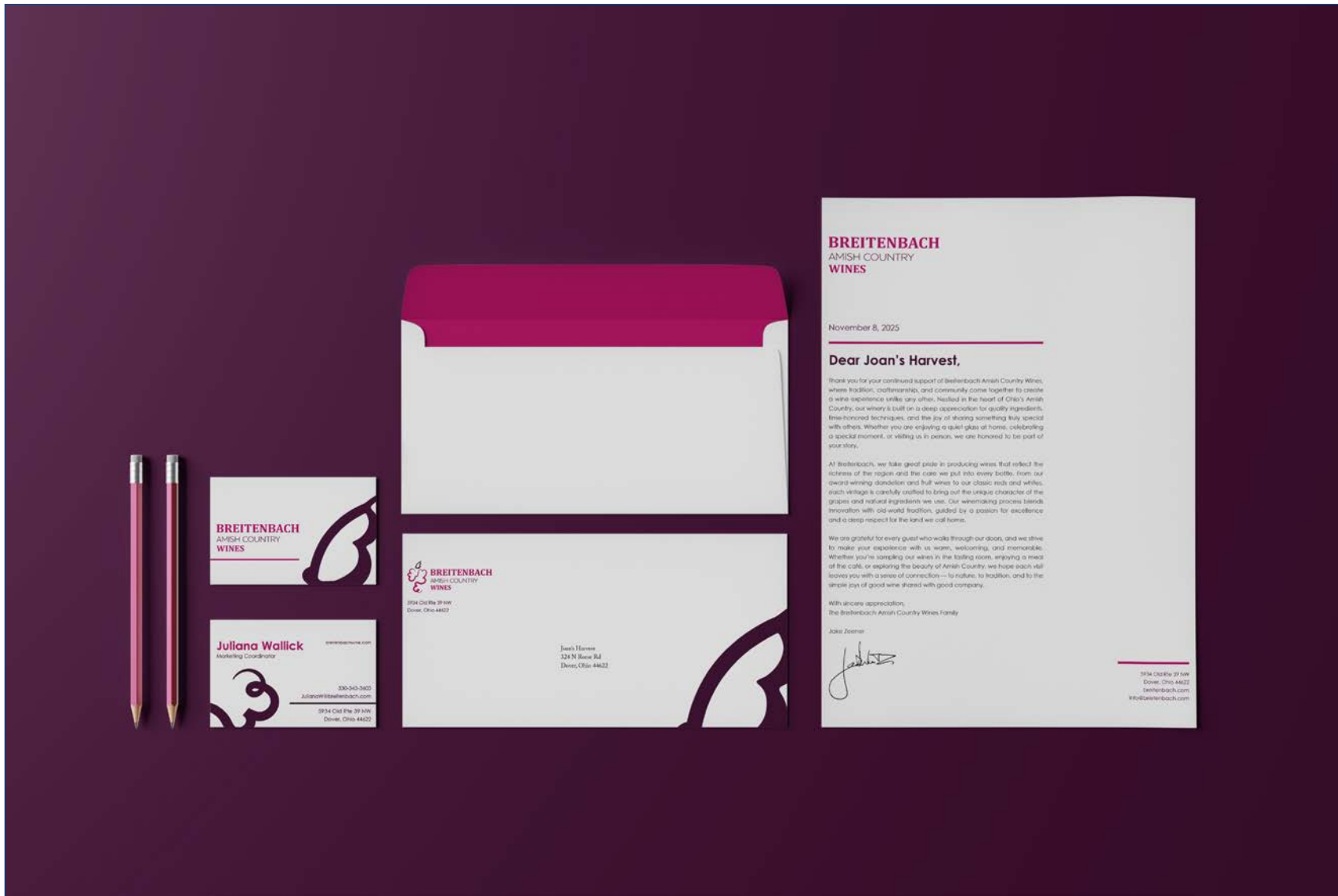
STATIONARY SYSTEM

MOCKUPS.

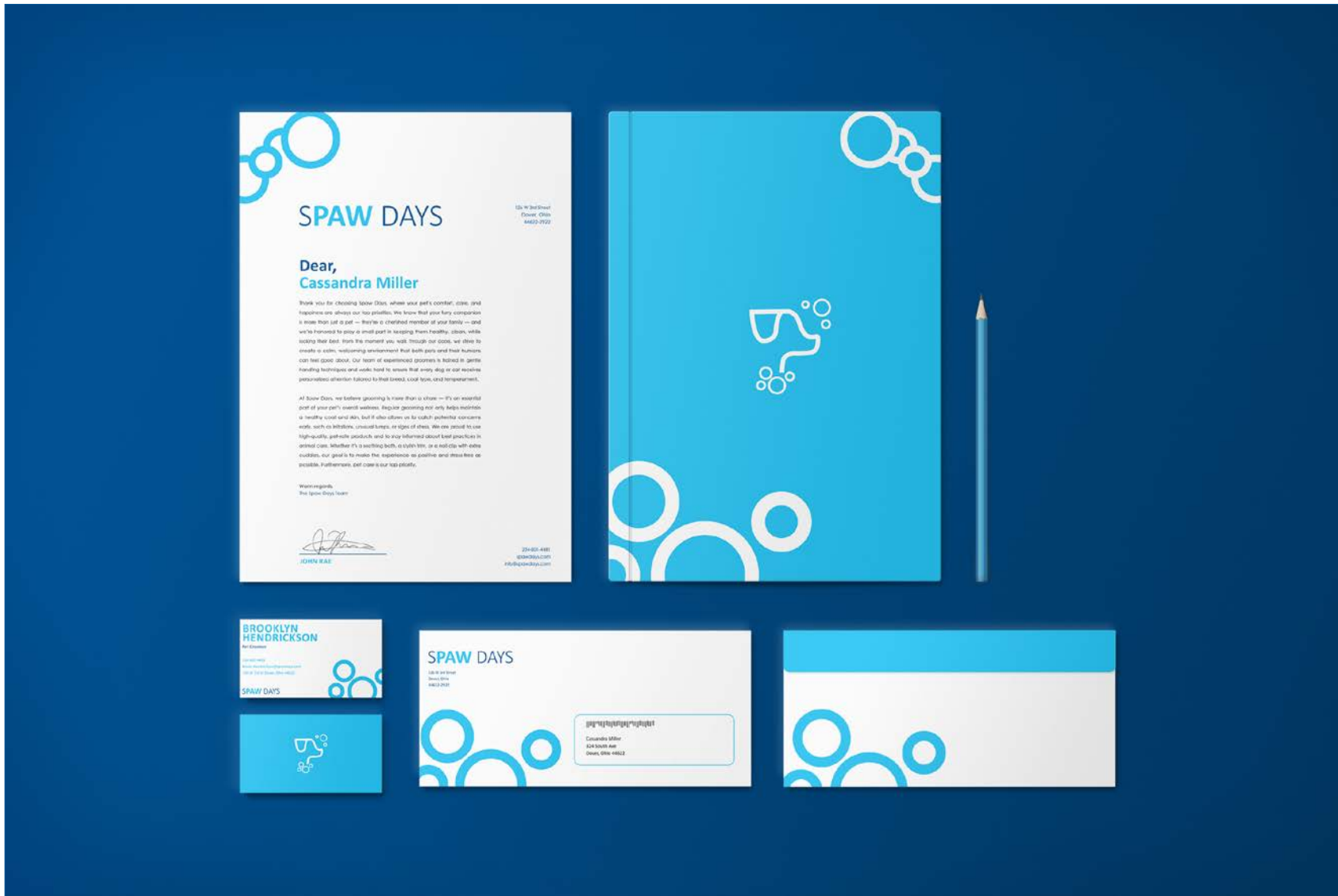
PAM'S POSIES | STATIONARY MOCKUP



BREITENBACH AMISH COUNTRY WINERY | STATIONARY MOCKUP



SPAW DAYS | STATIONARY MOCKUP



FINAL BRAND CHOSEN

THIS BRAND IS CHOSEN TO FULLY BUILDOUT FOR THE FINAL PROJECT

FINAL BRAND CHOSEN



OLD LOGO



SPAW DAYS
Professional Pet Grooming
By Shari Conaway

04 THE COMPANY

MEET THE OWNER



SHARI CONAWAY

Hello! My name is Shari Conaway, and I'm the proud owner of Spaw Days in Dover, Ohio. I opened Spaw Days on April 16th, 2022 with a simple goal: to create a grooming experience where pets feel safe, calm, and genuinely cared for by groomers. Moreover, what began as a passion for animals has grown into a community-focused business rooted in trust, compassion, and quality. I'm excited to share this brand guideline with you as a reflection of the heart and values behind everything we do.

Shari Conaway

MISSION & VALUES



MISSION

Our mission is to provide exceptional, compassionate grooming that enhances each pet's comfort, health, and happiness. We are dedicated to creating a safe, stress-free environment where every animal is treated with patience, respect, and gentle care. Through skilled grooming, personalized service, and genuine love for pets, we strive to build lasting trust with our clients and ensure every pet leaves looking and feeling their best.

VALUES

- Community & Connection
- Quality & Comfort Care
- Stress-Free Experience
- Personalized Service
- and more!

05 LOGO & WORDMARK



SIZE & SPACING

To maintain visual clarity and brand consistency, the logo wordmark must always be surrounded by sufficient clear space. This space protects the integrity of the logo and ensures it is never crowded by other design elements.

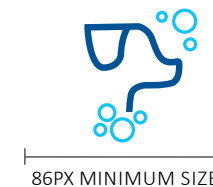
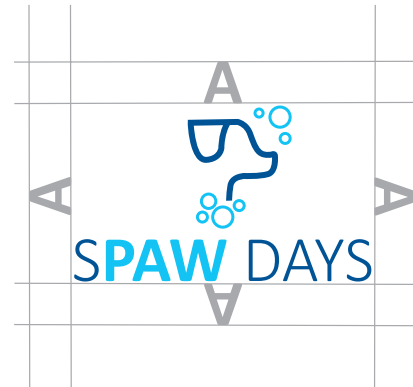
The minimum required clear space is defined by the height of the "X" in the wordmark (or another chosen reference element), and this measurement should be applied equally on all sides. No text, graphics, or edges should enter this area. Maintaining this clear space guarantees that the logo remains legible, recognizable, and visually impactful across all applications.

Clear Space

The main and type logo remains proportional to the A and the icon remains proportional to the bubble.

Size

The main and type logo cannot be smaller than 1" or 127px.
The icon cannot be smaller than 0.3" or 86px.



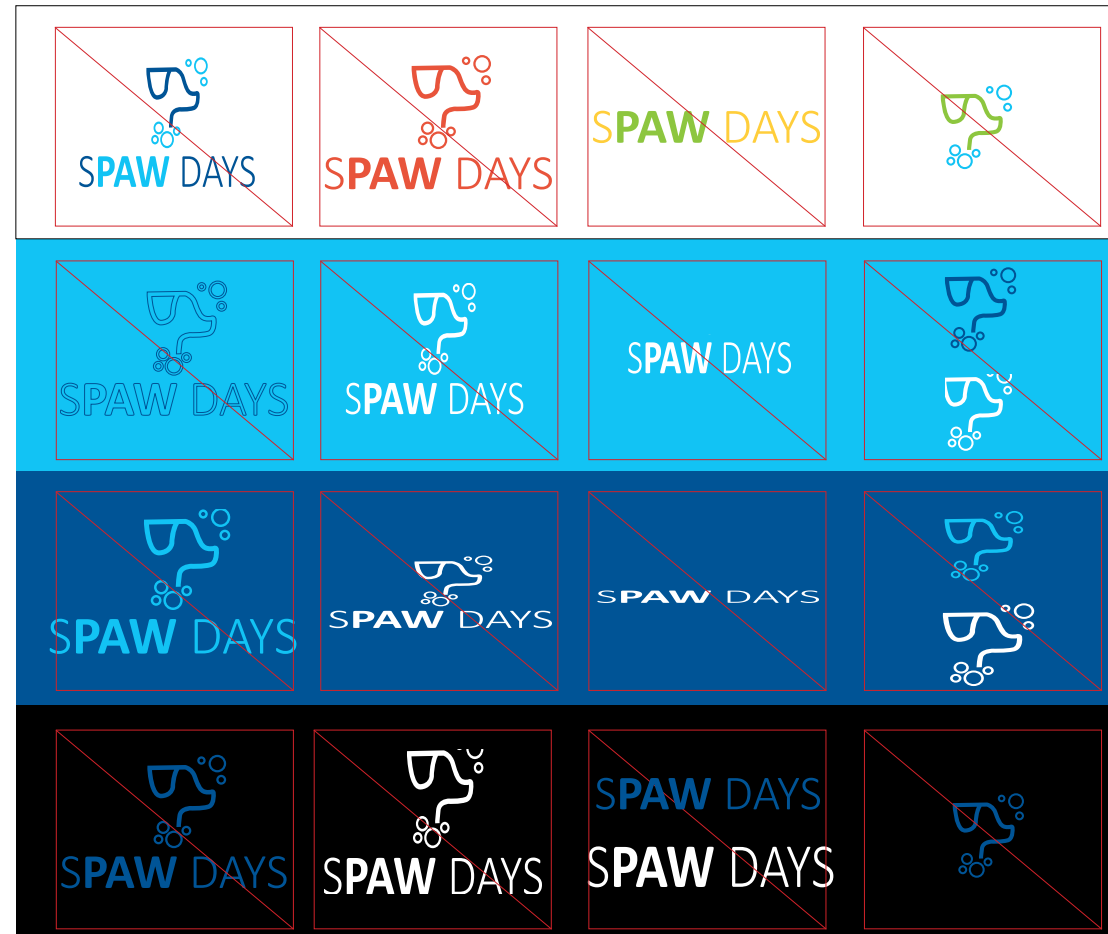
CORRECT LOGO & WORDMARK USAGE

Proper logo and wordmark usage ensures the brand remains consistent, recognizable, and professional. Always use the approved logo files without altering colors, proportions, or arrangement. Maintain the required clear space around the logo to protect its visibility, and follow minimum size guidelines to ensure legibility across all applications.



INCORRECT LOGO & WORDMARK USAGE

Incorrect logo usage weakens brand recognition and should always be avoided. The logo may not be altered, distorted, or manipulated in any way. Do not cut off or crop the logo, recolor it, stretch or compress it, rotate it, add effects, or place it on backgrounds that reduce visibility. Avoid changing the spacing, rearranging elements, or substituting unapproved fonts. Only use the official logo files exactly as provided to ensure a consistent and professional brand presence.



06 COLOR USAGE

PAM'S POSIES

COLOR USAGE

To maintain the modern Spaw Days brand these are the only colors allowed to be used in digital and print applications. When designing a graphic, video, or illustration, the main colors should be Pantone 2196 U or 306 U.

Pantone colors should be used when exact, consistent color matching is critical, such as on branded merchandise, packaging, or high-quality print materials. CMYK is best for standard or photo-based printing where slight color variation is acceptable and cost efficiency is important.

Avoid altering shades, creating unauthorized tints, or introducing additional colors that fall outside the brand palette. Proper color application ensures clarity, unity, and a strong visual presence across every touchpoint.



BLACK & WHITE

C:60 M:40 Y:40 K:100
R:0 G:0 B:0
HEX CODE: #000000



2 COLOR PROCESS

PANTONE: 2196 U
R:18 G:101 B:161
HEX CODE: #1265A1

PANTONE: 306 U
R:0 G:180 B:227
HEX CODE: #00B4E3



4 COLOR PROCESS

C:100 M:60 Y:0 K:20
R:0 G:84 B:150
HEX CODE: #005496

C:66 M:0 Y:0 K:0
R:18 G:195 B:244
HEX CODE: #12C3F4

07 BRAND AESTHETICS

TYPOGRAPHY

The Spaw Days brand uses the Calibri typeface for its clean, friendly, and approachable appearance, which aligns well with the warm and welcoming grooming environment. It's soft curves and modern simplicity help convey professionalism without feeling stiff, making it easy to read across print and digital designs.

CALIBRI

LIGHT

Aa Bb Cc Dd Ee

Ff Gg Hh Ii Jj Kk Ll

Mm Nn Oo Pp Qq

Rr Ss Tt Uu Vv Ww

Xx Yy Zz

REGULAR

Aa Bb Cc Dd Ee

Ff Gg Hh Ii Jj Kk Ll

Mm Nn Oo Pp Qq

Rr Ss Tt Uu Vv Ww

Xx Yy Zz

BOLD

Aa Bb Cc Dd Ee

Ff Gg Hh Ii Jj Kk Ll

Mm Nn Oo Pp Qq

Rr Ss Tt Uu Vv Ww

Xx Yy Zz

DISPLAY HEADLINE TREATMENTS
BOLD
REGULAR

SHEDDING VS. MATTING

GROOMING TECHNIQUES USED

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip kds ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

ARTICLE TREATMENTS
BOLD
REGULAR

THE DIFFERENCE BETWEEN SHEDDING & MATTING

GROOMING TECHNIQUES USED

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip kds ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

LIST TREATMENTS
BOLD
REGULAR

APPOINTMENTS AVAILABLE

12/15 9-5PM

12/16 9-5PM

12/17 9-5PM

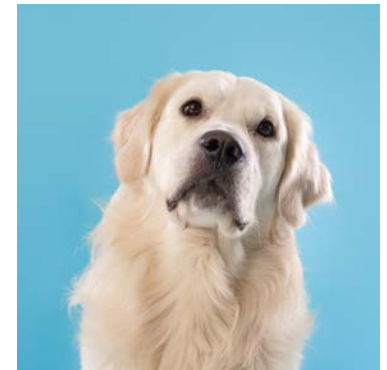
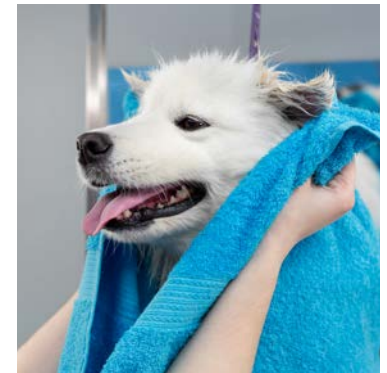
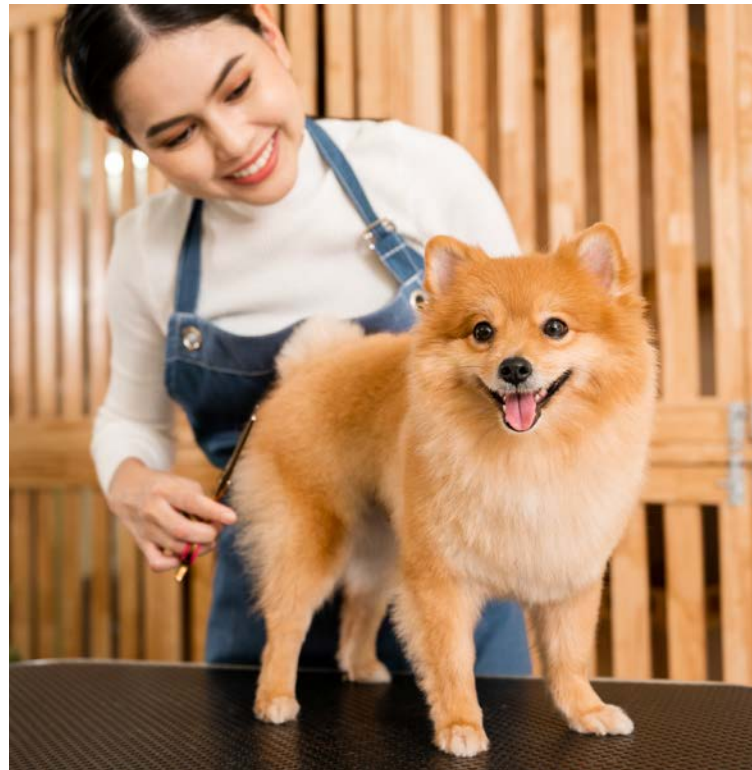
PHOTOGRAPHY

THEME & FEEL

The visual style of Spaw Days photography and videography is modern, warm, and approachable, reflecting the care and comfort we provide to every pet. While many shots capture pets in natural, playful, or relaxed moments, some pets will be thoughtfully staged to highlight professional grooming results and transformations.

Soft, natural lighting with clean, uncluttered backgrounds ensures the focus remains on the pet and the grooming quality, while subtle use of brand colors reinforces our identity.

Videos should feel friendly and immersive, combining behind-the-scenes glimpses with polished, staged moments that showcase our expertise. Overall, visuals should be bright, authentic, and uplifting, creating trust and excitement for pet owners choosing Spaw Days.



CORRECT GRAPHIC ELEMENTS

The Spaw Days brand includes a graphic element that function as a “secondary logo” to support the visual identity across advertising, marketing, and merchandising. These elements do not replace the primary logo or wordmark; instead, they serve as complementary design accents that enhance the overall brand experience.

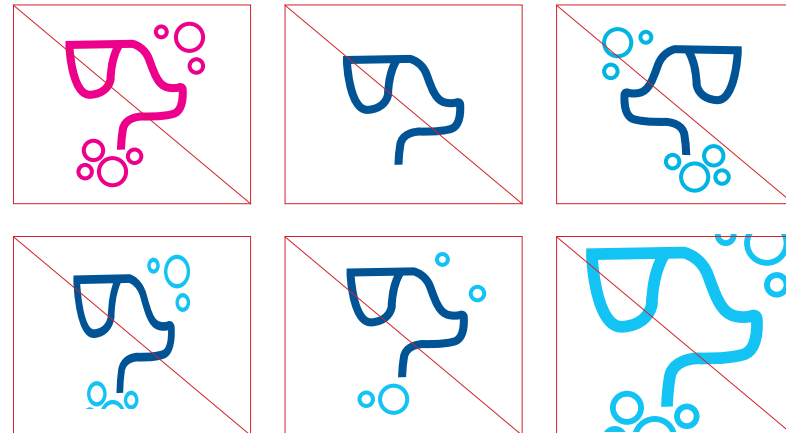
When used in any printed or digital application—such as advertisements, social content, or stationery—they must always be paired with the official Spaw Days logo or wordmark in a clearly visible area. On merchandise, these elements may appear as the main graphic, but the logo or wordmark must still be included on the packaging, tag, or accompanying materials to maintain brand consistency.

Additional variations may be created as long as the core element remains proportional and visually aligned with Spaw Days’ clean, modern, and pet-friendly aesthetic. The only exceptions to this rule are shopping bags and poster designs. Any other exceptions must be approved by Spaw Days prior to use.



INCORRECT GRAPHIC ELEMENTS

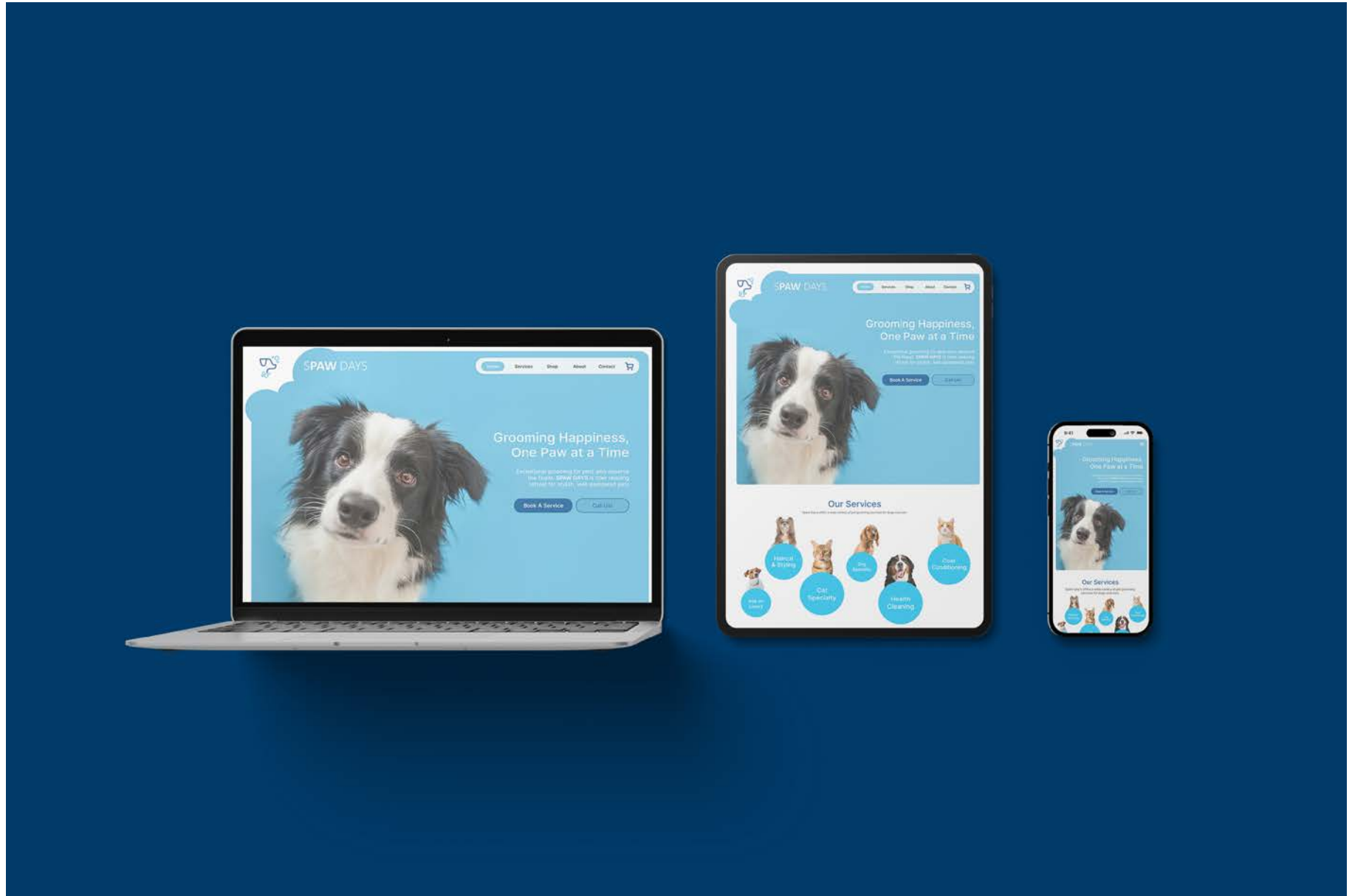
Graphic elements should never distract from the logo, imagery, or messaging. Avoid using unapproved icons, overly detailed illustrations, or elements that clash with the brand’s clean and modern aesthetic. Moreover, Do not stretch, recolor, rotate excessively, or crowd designs with too many shapes or decorations. Elements that are off-brand, overly playful, visually noisy, or inconsistent with the established style compromise professionalism and should not be used.

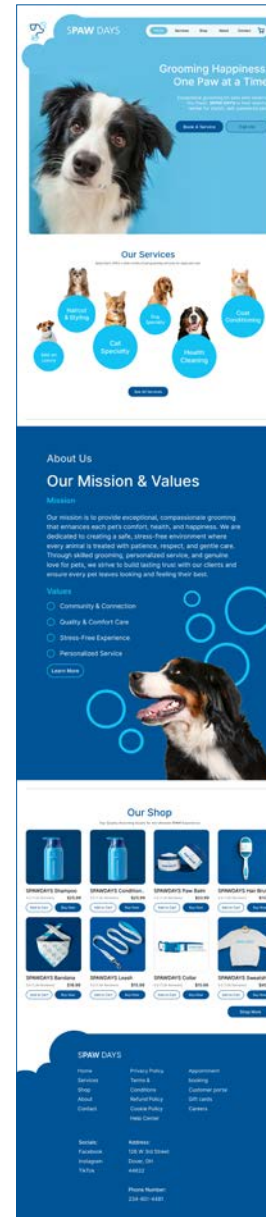
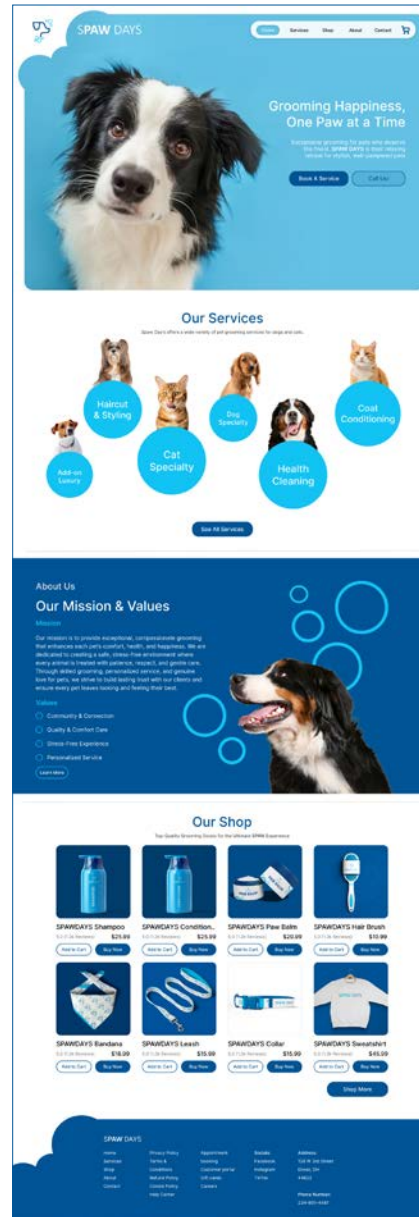


08 BRAND APPLICATIONS

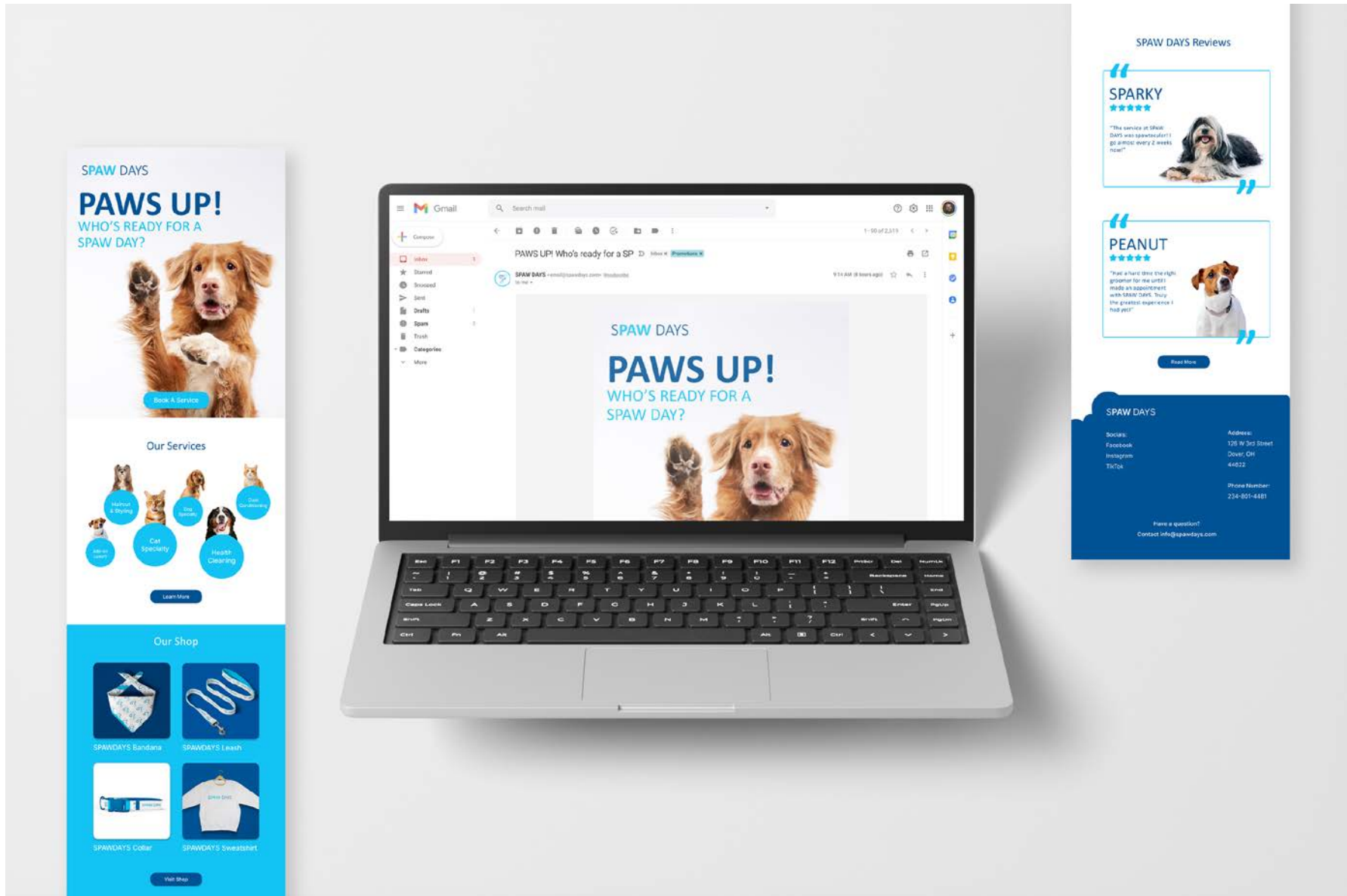









<https://youtu.be/wWSx1jPowdg>




SPAW DAYS
PAWS UP!
WHO'S READY FOR A SPAW DAY?





[Book A Service](#)

Our Services



[Learn More](#)

Our Shop





[View Shop](#)

SPAW DAYS Reviews


SPARKY
★★★★★

"The service at SPAW DAYS was spawtacular! I go almost every 2 weeks now!"



PEANUT
★★★★★

"Had a hard time the right groomer for me until I made an appointment with SPAW DAYS. Truly the greatest experience I had yet!"



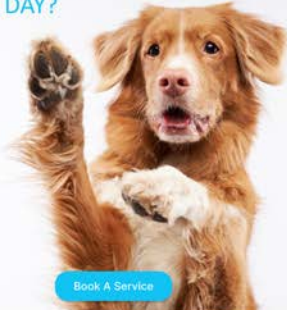
[Read More](#)

SPAW DAYS

Address: 126 W 3rd Street, Dover, OH 44622
Phone Number: 234-801-4481


Have a question? Contact info@spawdays.com

SPAW DAYS
PAWS UP!
WHO'S READY FOR A SPAW DAY?






[Book A Service](#)

Our Services



[Learn More](#)

Our Shop


SPAWDAYS Collar SPAWDAYS Sweatshirt

[Visit Shop](#)

SPAW DAYS Reviews


SPARKY
★★★★★

"The service at SPAW DAYS was spawtacular! I go almost every 2 weeks now!"



PEANUT
★★★★★

"Had a hard time the right groomer for me until I made an appointment with SPAW DAYS. Truly the greatest experience I had yet!"



[Read More](#)

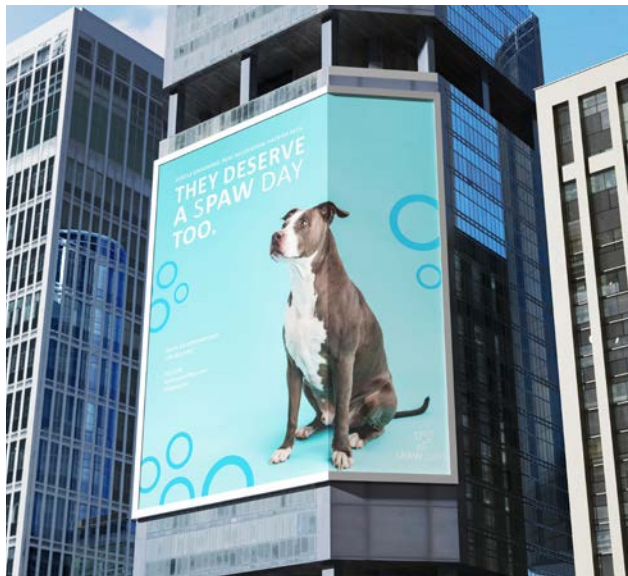
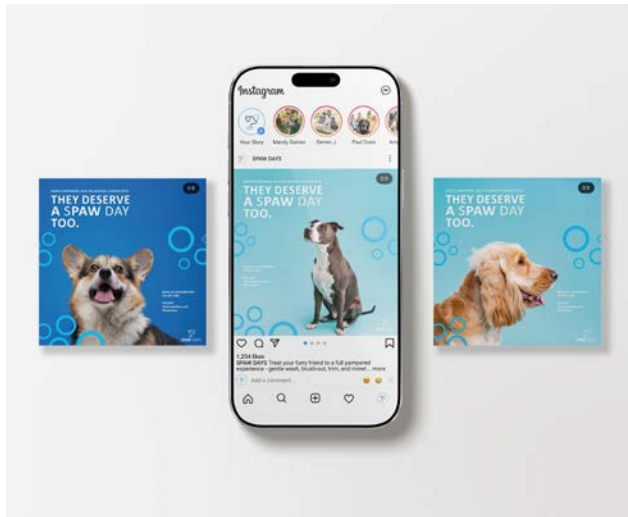
SPAW DAYS

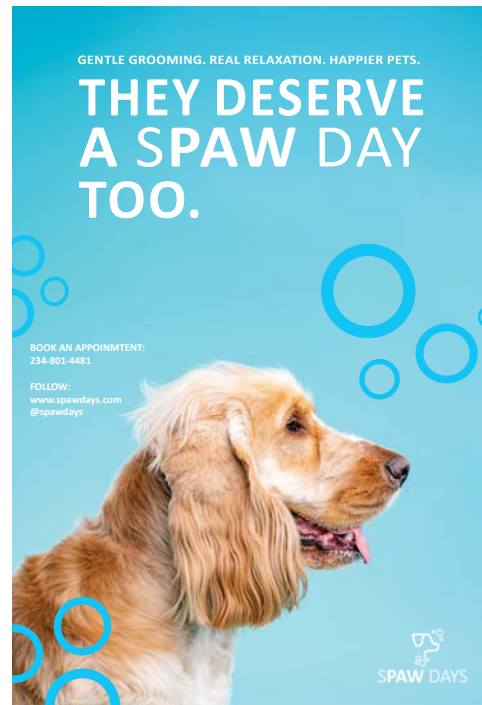
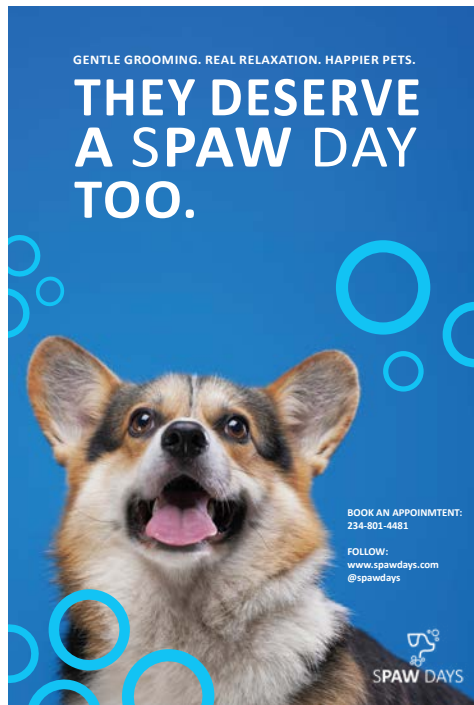
Socials: Facebook, Instagram, TikTok

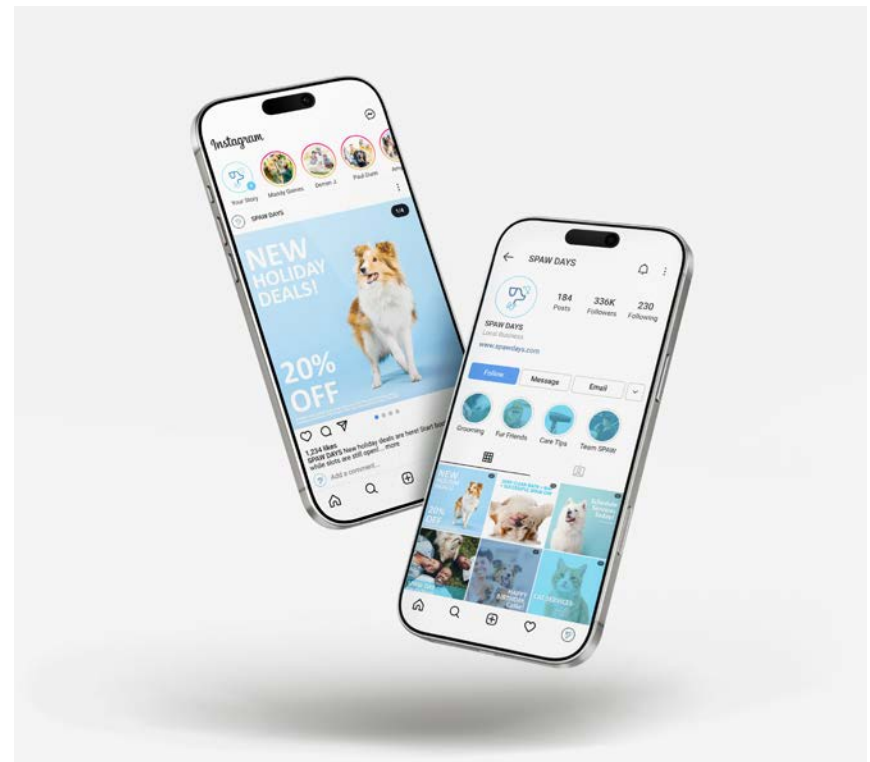
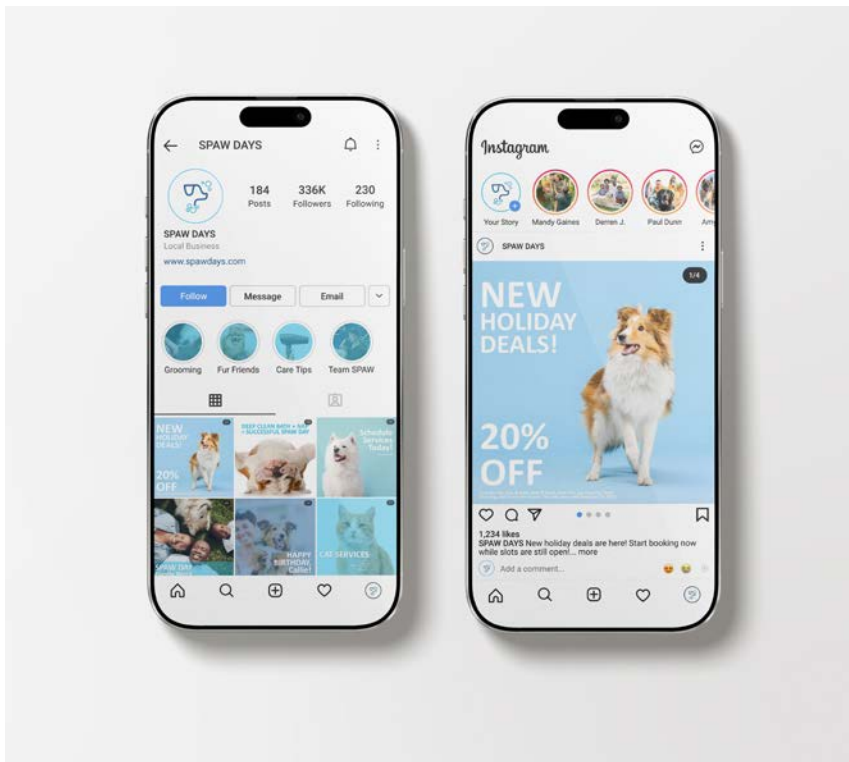
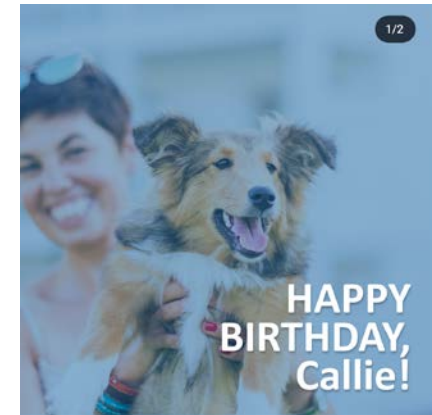
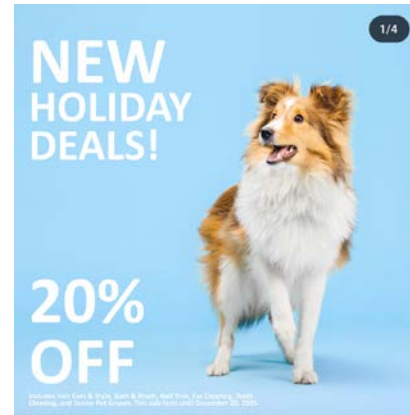
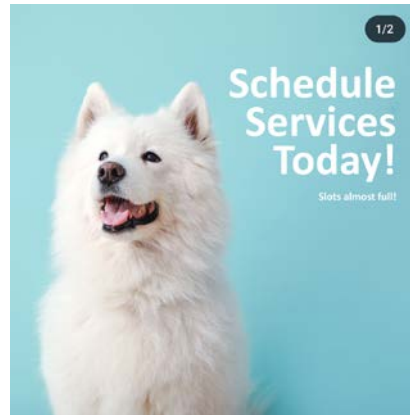
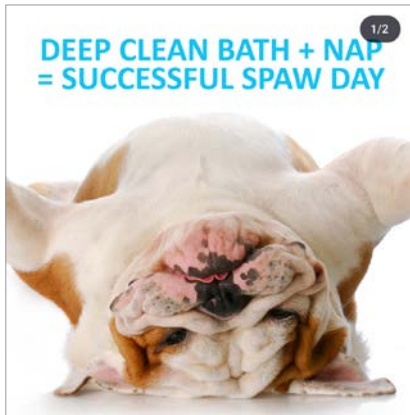
Address: 126 W 3rd Street, Dover, OH 44622

Phone Number: 234-801-4481

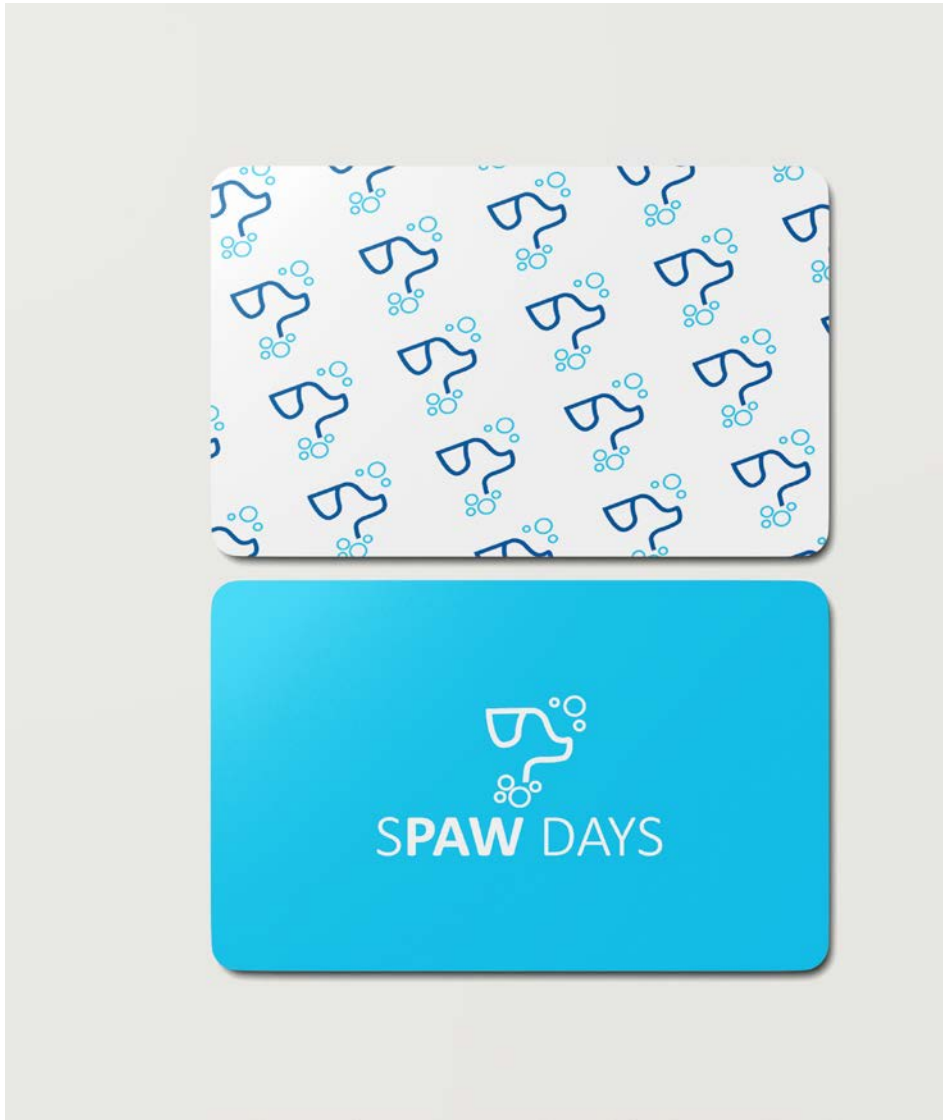
Have a question? Contact info@spawdays.com













INVOICE

BILL TO:
Jan Reese
330-243-5563
330 E Walnut Ave.
Dover, Ohio 44622

PET:
Goose Reese

NO. INVOICE:
#298403223
DATE:
11/18/25

NO.	SERVICE	QTY	PRICE
1	Bath & Brush	1	\$45
2	Haircut & Style	1	\$25
3	Nail Trim	1	\$15
4	Ear Cleaning	1	\$15
SUB-TOTAL			\$100
TAX			\$6.75
TOTAL			\$106.75

TERMS & CONDITIONS:

Payment is due upon completion of services unless otherwise agreed in writing. Prices listed are estimates only and may increase based on coat condition, matting size, behavior, or additional time required to safely complete the groom. All pets must be up-to-date on required vaccinations and be free from contagious conditions. If excessive matting, aggressive behavior, health concerns, or unforeseen grooming needs arise, additional charges may apply and the groomer reserves the right to refuse or stop service for the safety of the pet and staff.

Pet owners acknowledge that grooming services involves tools and handling that carry inherent risks, and agree to hold the groomer harmless for minor nicks, irritation, stress-related symptoms, or pre-existing health issues aggravated by the grooming process. By submitting payment, the client confirms they understand and agree to these terms.


Authorized Signature

11/18/25
Date



SOCIALS:
spawdays.com
@spawdays

CONTACT US:
info@spawdays.com
234-801-4481



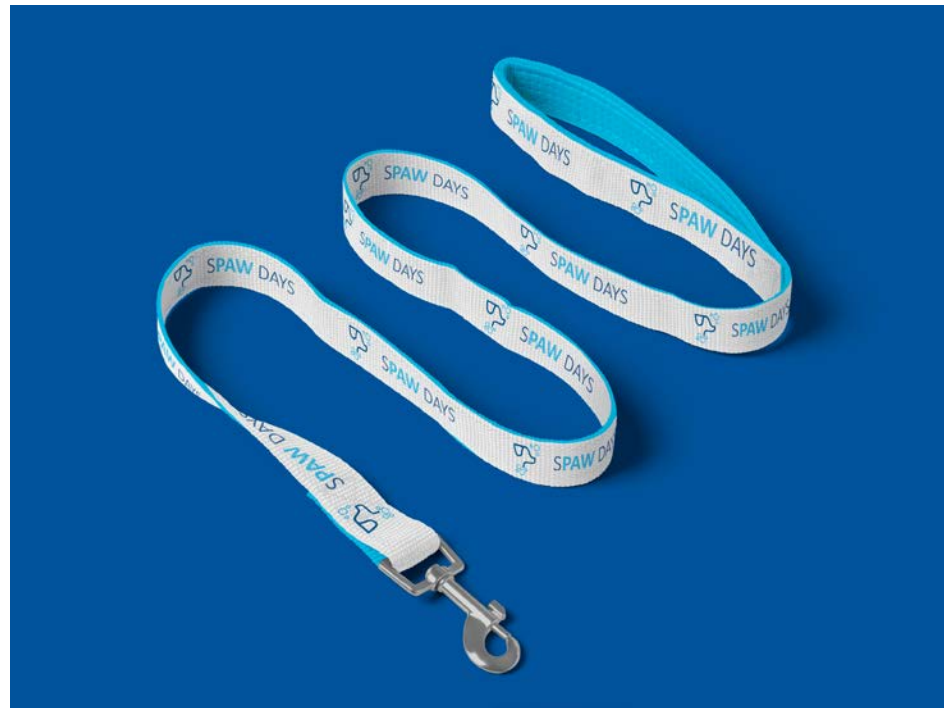














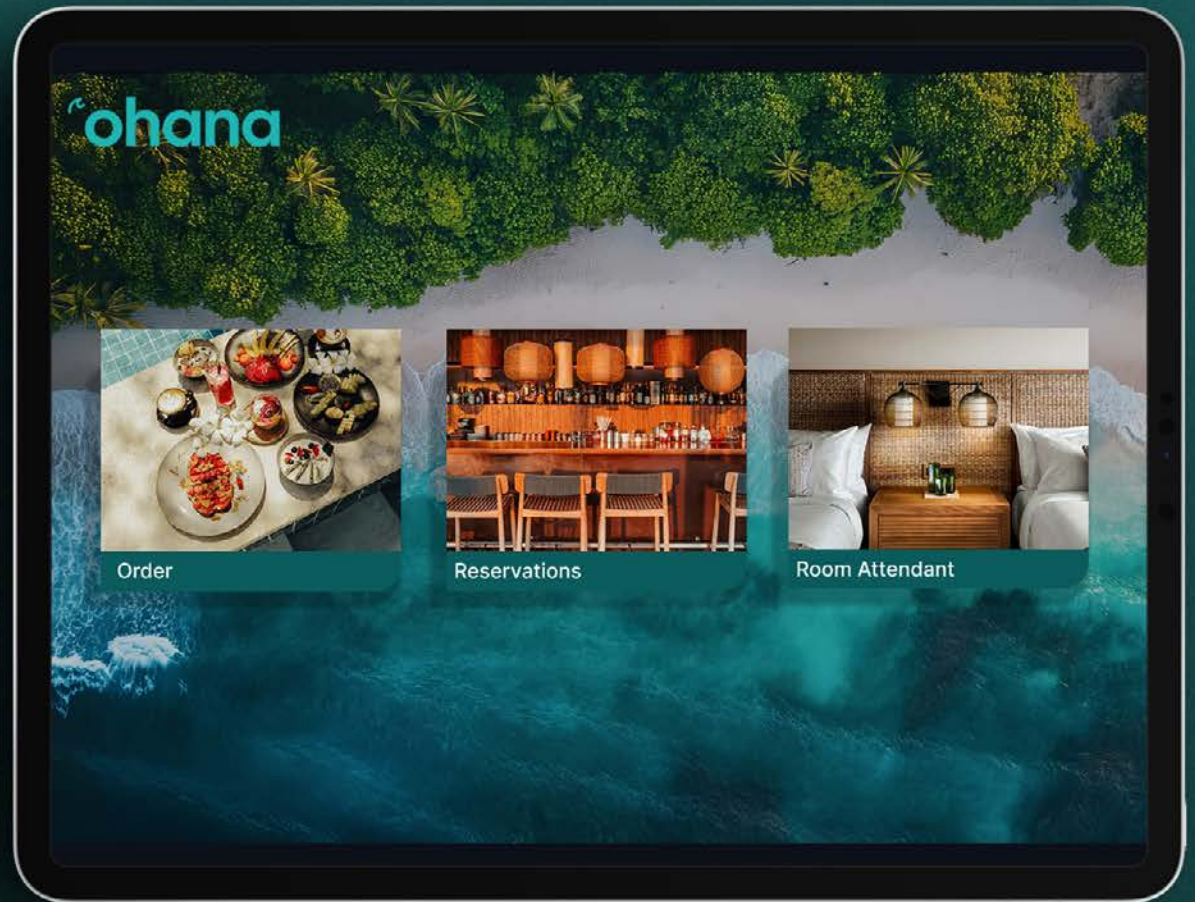
‘OHANA

PRIA

Processbook

PRIA METCALF

Resort User Interface | UIUX Design | Spring 2025



contents

- 01 | research
- 02 | explorations
- 03 | final layouts
- 04 | final mock-ups

BRIT

RESEARCH

Pria Metcalf | Resort User Interface | UIUX Design | Spring 2025

01

Creative Brief

Client

Luxury Resorts

Objectives & Priorities

A innovate and easy way to successfully order and reserve services from the resort to reduce complications of a lack of service.

Target Audience

'ohana's target market is young families that seek an quick and easy way to make reservations, order food/drinks, and order toiletries such as towels.

Situational Analysis

'ohana wants to fix service issues with resorts by helping guests enjoy their experience and relax without waiting for service to assist them.

Call to Action

Order now and relax - Enjoy your resort experience!

Competitors

Toast
Worldpay
Square

Deliverables

Showcased on a POS like screen. Used for function-ability and displayed on tabletop.

Mandatories

Logo design
User interface including necessities
Password Confirmation

Metrics of Success

If users frequently use 'ohana and enjoy the 'ohana experience, then we can determine 'ohana a success.

Subject Research

Ideation

1. Pet Groomer virtual Screen

Description: customize your pet and your pets name. Add contact info to owner and add specifications to appointment such as haircut, shampoo and conditioning wash, blow dry, nails, and other necessities.

2. Hiking Map and Connected Sunglasses

Description: A virtual hiking map that is interactive for hikers. Connected sunglasses can allow hikers to make sure they enjoy the hike while staying on trail.

3. Froyo Machine

Description: A public froyo machine that has an interactive screen where users can pay and choose what kind of froyo they want. In addition, users can also add toppings to their froyo cup. The charge for the froyo is determined by toppings, flavors, and the weight of the icecream.

4. Smart Home Touch Screen

Description: Use an interactive smart touch screen for your home that can change temperature, safety, lights, etc. Multiple systems throughout home for easy access.

5. Workout routine screen

Description: Plug-in your workout details into an interactive screen so you can stay active and focused on your workout. the interactive screen can give you tutorials on certain workout positions to help you stay fit and healthy.

This can range from heavy weight workouts, yoga, StairMaster, treadmill, etc.

6. Interactive hiking vending machine

Description: Same as #2 but has a water bottle dispenser for hikers to fill up or buy water bottles.

7. Movie theater food ordering screen

Description: Order your favorite snacks and drinks from your seat without pulling out your phone. Display brightness changes once movie begins so that your snack screen does not disturb others.

8. Grocery store find product screen

Description: Need a product but don't know what aisle to go in? Search you item at a store kiosk that navigates you to which aisle to go to, how much of the product they have left, and how much the item costs.

9. Resort food ordering screen in hotel rooms

Description: Order your food without calling. Order and pay (or add to tab) from your hotel room, at the pool, etc. This option helps resort guests to enjoy their experience easily without the hassle of making sure they get their order correct through a phone call.

10. Digital fountain drink

Description: Choose your drink from a fountain and fill your cup.

11. Historical information interactive screen

Description: When visiting a historical location, use a touch screen interactive device to receive information.

12. Country club beverage cart order screen

Description: Users can order drinks or snacks from their golf cart which would send to the beverage cart employee. This then will help the employee to map and locate the user and deliver their order. The user can also locate and see that the employee is working on their order.

Design Research



Design Research



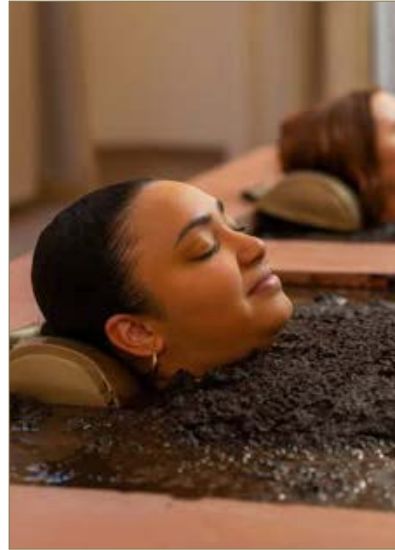
Design Research



Design Research



Design Research



Design Research



Design Research



Competitive Research

1. Toast

Description:

Toast is a POS service that helps restaurants and retail business use a easy and accessible system for their use and for customers.

Mission Statement:

At Toast, our mission is to empower restaurants and hospitality businesses with innovative technology solutions that streamline operations, enhance customer experiences, and drive growth.

Rated 9.9/10 on the Apple App store.

Reviews:

Pros:

- Software is very clean and easily usable.
- Lots of service add-ons.
- Useful features like curbside pickup or text message alerts, self-serve kiosks, and pay at the table

Cons:

- Customer experience issues with customer service.
- Customer support is a major issue.
- Monthly fees are quite expensive.
- Using payroll through toast is too expensive for many businesses.
- The offline mode sucks and terminals cannot talk to each other.

2. WorldPay

Description:

Worldpay is a universal pay system that businesses use. Types of businesses that use Worldpay are small businesses, enterprises', software platforms, and Marketplaces.

Mission Statement:

"Worldpay powers businesses of all sizes to make, take and manage payments. We are a global leader in financial technology with unique capabilities to power omni-commerce."

-Worldpay

Rated 9.5/10 on the Top5POS website.

3. Square

Description:

Restaurant businesses working on a budget, or who want a kiosk system and POS software that can scale up along with their business, will appreciate Square's range of features and low pricing.

Mission Statement:

Square strives to provide an easy, affordable, and fast financial tools to empower everyone to participate in the economy.

Rated 9.8/10 on the Top5POS website.

Reviews:

Pros:

- Baseline Square POS includes free subscription for unlimited terminals.
- Proprietary tablet stand
- Easy to self-install POS and kiosk

Cons:

- Locked into Square payment processor
- Limited or inconsistent customer support

User Persona



User #1

Gender: Male

Age: 35

Education: Masters Degree

1. How often do you travel?

About 5 times a month.

2. What types of vacations do you prefer?

I prefer to stay in tropical locations.

3. What is your preferred vacation booking?

I usually like to stay at resorts.

4. What features are most important to you when staying at a resort?

Automatic assistance from employees.

5. How important is your personalization in your resort experience?

I appreciate concierge services and personalized room service.

6. Do you expect automatic service when needed?

Yes, If I am paying for a high-end resort, then I expect high-end service.

If yes, how comfortable would you feel using a new system that helps you get even faster service whenever you need?

I would agree that this service would be useful when needed.



User #2

Gender: Female

Age: 30

Education: Bachelors Degree

1. How often do you travel?

About 2 times a year.

2. What types of vacations do you prefer?

I prefer to stay in tropical or local locations.

3. What is your preferred vacation booking?

I usually like to stay at hotels or resorts.

4. What features are most important to you when staying at a resort?

Pool and Spa are my two most important features.

5. How important is your personalization in your resort experience?

I appreciate personalization in service treatment.

6. Do you expect automatic service when needed?

Yes, I expect to receive service when needed, but I am not in a rush. It's time to relax!

If yes, how comfortable would you feel using a new system that helps you get even faster service whenever you need?

I would love a quick and easy service that is passive to the already established employee resort



User #3

Gender: Male

Age: 38

Education: Bachelors Degree

1. How often do you travel?

About 2 times a month.

2. What types of vacations do you prefer?

I prefer to stay in local locations and the beach.

3. What is your preferred vacation booking?

I usually like to stay at hotels or airbnbs.

4. What features are most important to you when staying at a resort?

I enjoy attending events such as golf.

5. How important is your personalization in your resort experience?

I appreciate feeling recognized by a hotel or resort.

6. Do you expect automatic service when needed?

Yes, I would prefer automatic service when needed.

If yes, how comfortable would you feel using a new system that helps you get even faster service whenever you need?

I would be open to a new service that would enhance faster service but I still would prefer in-person experiences.



User #4

Gender: Female

Age: 30

Education: Masters Degree

1. How often do you travel?

About 3 times a month.

2. What types of vacations do you prefer?

I prefer to stay in tropical locations, beaches, and cities.

3. What is your preferred vacation booking?

I usually like to stay at hotels or resorts.

4. What features are most important to you when staying at a resort?

I enjoy pools, spas, breakfast/restaurants, and events.

5. How important is your personalization in your resort experience?

I appreciate feeling a part of a hotel/resort while traveling by personalized cards, appointments, etc.

6. Do you expect automatic service when needed?

Yes, I do prefer automatic service but I am also on vacation to relax so I can accommodate.

If yes, how comfortable would you feel using a new system that helps you get even faster service whenever you need?

I would appreciate a alternative faster service if

User Persona



User #5

Gender: Female

Age: 32

Education: Masters Degree

1. How often do you travel?

About once a year.

2. What types of vacations do you prefer?

I prefer to stay in local locations.

3. What is your preferred vacation booking?

I usually like to stay at hotels or resorts.

4. What features are most important to you when staying at a resort?

I enjoy the peacefulness of a resort.

5. How important is your personalization in your resort experience?

It isn't need but I enjoy and appreciate feeling recognized.

6. Do you expect automatic service when needed?

Somewhat, I expect automatic service from a restaurant, spa, etc. But with housekeeping and other stuff I don't particularly need right away.

If yes, how comfortable would you feel using a new system that helps you get even faster service whenever you need?

Yes, I would feel comfortable using a new system for service.



User #6

Gender: Male

Age: 29

Education: Bachelors Degree

1. How often do you travel?

About 4 times a year.

2. What types of vacations do you prefer?

I prefer to stay in tropical locations.

3. What is your preferred vacation booking?

I usually like to stay at resorts.

4. What features are most important to you when staying at a resort?

Golf and Pool/Hot Tub are my two most important features.

5. How important is your personalization in your resort experience?

I appreciate personalization in service and feeling assisted when needed.

6. Do you expect automatic service when needed?

No, I enjoy having the time to relax and I am in no rush.

If yes, how comfortable would you feel using a new system that helps you get even faster service whenever you need?

I said no, but I would be open to a new system.



User #7

Gender: Male

Age: 62

Education: Masters Degree

1. How often do you travel?

About 3 times a year.

2. What types of vacations do you prefer?

I prefer to stay in tropical locations and the beach.

3. What is your preferred vacation booking?

I usually like to stay at resorts, hotels, or airbnbs.

4. What features are most important to you when staying at a resort?

I love outdoor adventure features such as hiking, biking, etc. I also like there to be a pool.

5. How important is your personalization in your resort experience?

I enjoy being recognized by the staff/employees working at the hotel/resort.

6. Do you expect automatic service when needed?

Yes, I prefer automatic service.

If yes, how comfortable would you feel using a new system that helps you get even faster service whenever you need?

I would be open as long as the new service doesn't ruin my personal experience.



User #8

Gender: Female

Age: 33

Education: Bachelors Degree

1. How often do you travel?

About 2 times a year

2. What types of vacations do you prefer?

I prefer to stay in local or tropical locations.

3. What is your preferred vacation booking?

I usually like to stay at hotels or resorts.

4. What features are most important to you when staying at a resort?

I enjoy spas, restaurants, and hosted events.

5. How important is your personalization in your resort experience?

I think it is important to feel welcomed to new locations.

6. Do you expect automatic service when needed?

Not necessarily, but I like to know there is employees or services nearby.

If yes, how comfortable would you feel using a new system that helps you get even faster service whenever you need?

I said not necessarily but I think a system would be appreciated.

EXPLORATIONS

Pria Metcalf | Resort User Interface | UIUX Design | Spring 2025

02

User Interface Name

Luxe Orders

Tropico

Ordin

EZ Resort

Easy Resort

Breeze

Quick Resort

'Ohana

One-Tap Retreat

Aruba

Resortly

Maui

Smart Resort

Lanai

Ordo

Palawan "Pala"

Ordre

Lucia

Resort Go

Bali

UI Name:

Ideation:

Here, I showcase different types of names for the resort user interface. I wanted a name that would resemble the luxury of a resort but still on brand for the target audience.

After some thought, I have decided to choose 'ohana. 'ohana is a hawaiian name for "family."

This resort name can keep the luxury of staying at a tropical resort while also being a universally known name.

User Interface Name

'Ohana

'Ohana

'Ohana

'Ohana

'*Ohana*

'Ohana

'*Ohana*

'*Ohana*

Ohana

UI Name:

Ideation:

Here, I am trying multiple different sans-serif typefaces.

From top to bottom I am using, Franklin Gothic Book, Poppins Light, Corbel Bold & italic, Futura Book & Medium Oblique, and another version od Corbel italic.

User Interface

Name



UI Name:

Ideation:

Color and Type:

Here, I am experimenting different color variations with different typefaces that I am considering. I am looking at colors that would represent the tropics.

Colors that I am considering are blues, greens, and a mix of blue-green.

User Interface Name



UI Name:

Development

With this, I have chosen the typeface Cal Sans Regular. I enjoy the thickness of the lines through each letterform.

In addition, I decided to change the apostrophe of the logo into a wave. The wave is a symbol for the 'ohana brand.

Typography

1. Franklin Gothic Book

Franklin Gothic Book Regular
Franklin Gothic Book Italic

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

2. Poppins

Poppins Light

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

3. Corbel

Corbel Regular
Corbel Italic
Corbel Bold
Corbel Italic

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

4. Futura

Futura Book
Futura Book Oblique
Futura Medium
Futura Medium Oblique
Futura Demi
Futura Demi Oblique
Futura Heavy
Futura Heavy Oblique
Futura Bold
Futura Bold Oblique
Futura Extra Bold
Futura Extra Bold Oblique

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

5. Cal Sans

Cal Sans Regular

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

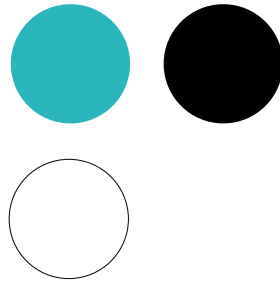
UI Name:

Typeface:

I have chosen Cal Sans Regular for my logo typeface. I chose this typeface because I enjoy the consistent thickness of the letterforms throughout the design.

Color Palette

Palette 1:



Color Description:

Bright blue with black and white.
The blue is referencing the bright blue tropical ocean.

Palette 1:

Bright Cyan Blue

C: 62 M: 24 Y: 41 K: 12

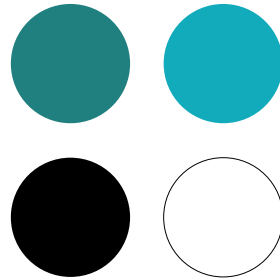
Black

C: 100 M: 100 Y: 100 K: 100

White

C: 0 M: 0 Y: 0 K: 0

Palette 2:



Color Description:

Showcases a light and darker blue color with black and white.

Palette 2:

Dark Blue-Green

C: 84 M: 33 Y: 49 K: 9

Cyan Blue

C: 75 M: 11 Y: 25 K: 0

Black

C: 100 M: 100 Y: 100 K: 100

White

C: 0 M: 0 Y: 0 K: 0

Color Check

Contrast Checker

[Home](#) > [Resources](#) > Contrast Checker

Foreground
Hex Value
#1F7F7F
Color Picker Alpha 1
Lightness

Background
Hex Value
#FFFFFF
Color Picker
Lightness

Contrast Ratio
4.77:1
[permalink](#)

Normal Text
WCAG AA: **Pass**
WCAG AAA: **Fail**
The five boxing wizards jump quickly.

Large Text
WCAG AA: **Pass**
WCAG AAA: **Pass**
The five boxing wizards jump quickly.

Graphical Objects and User Interface Components
WCAG AA: **Pass**
★
Text Input

Contrast Checker

[Home](#) > [Resources](#) > Contrast Checker

Foreground
Hex Value
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Color Picker Alpha 1
Lightness

Background
Hex Value
#000000
Color Picker
Lightness

Contrast Ratio
4.4:1
[permalink](#)

Normal Text
WCAG AA: **Fail**
WCAG AAA: **Fail**
The five boxing wizards jump quickly.

Large Text
WCAG AA: **Pass**
WCAG AAA: **Fail**
The five boxing wizards jump quickly.

Graphical Objects and User Interface Components
WCAG AA: **Pass**
★
Text Input

Contrast Checker

[Home](#) > [Resources](#) > Contrast Checker

Foreground
Hex Value
#2CB5B5
Color Picker Alpha 1
Lightness

Background
Hex Value
#000000
Color Picker
Lightness

Contrast Ratio
8.38:1
[permalink](#)

Normal Text
WCAG AA: **Pass**
WCAG AAA: **Pass**
The five boxing wizards jump quickly.

Large Text
WCAG AA: **Pass**
WCAG AAA: **Pass**
The five boxing wizards jump quickly.

Graphical Objects and User Interface Components
WCAG AA: **Pass**
★
Text Input

Contrast Checker

[Home](#) > [Resources](#) > Contrast Checker

Foreground
Hex Value
#2CB5B5
Color Picker Alpha 1
Lightness

Background
Hex Value
#FFFFFF
Color Picker
Lightness

Contrast Ratio
2.5:1
[permalink](#)

Normal Text
WCAG AA: **Fail**
WCAG AAA: **Fail**
The five boxing wizards jump quickly.

Large Text
WCAG AA: **Fail**
WCAG AAA: **Fail**
The five boxing wizards jump quickly.

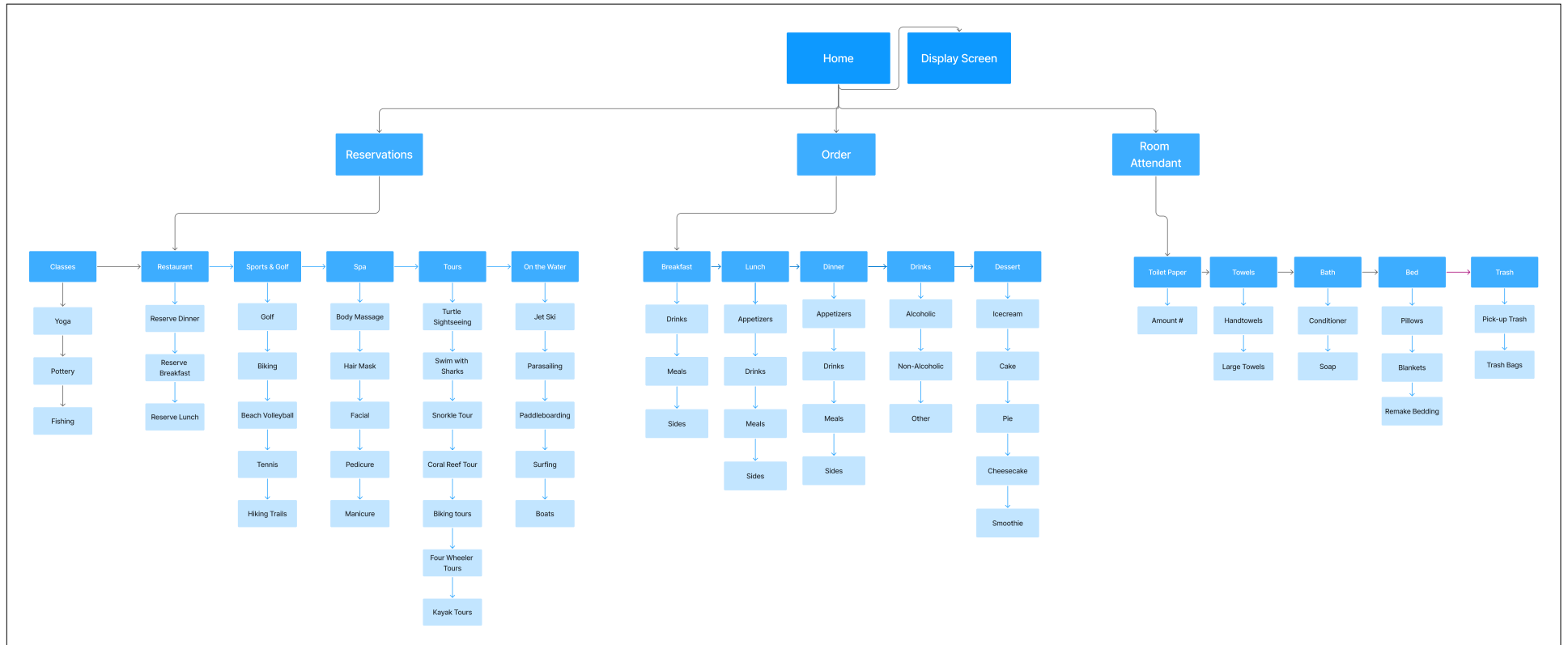
Graphical Objects and User Interface Components
WCAG AA: **Fail**
★
Text Input

Color Checker:

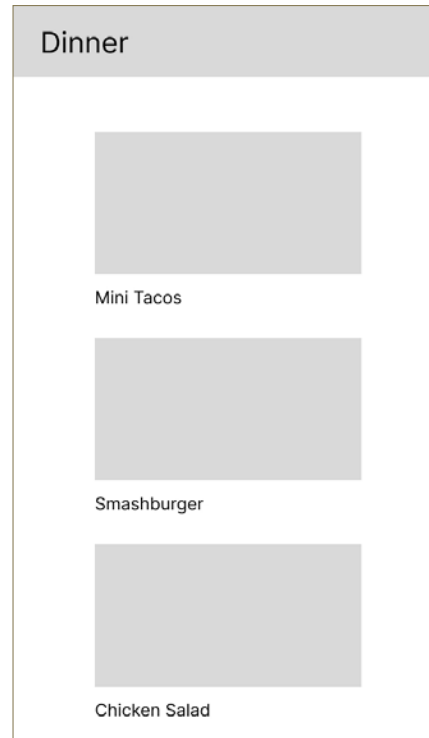
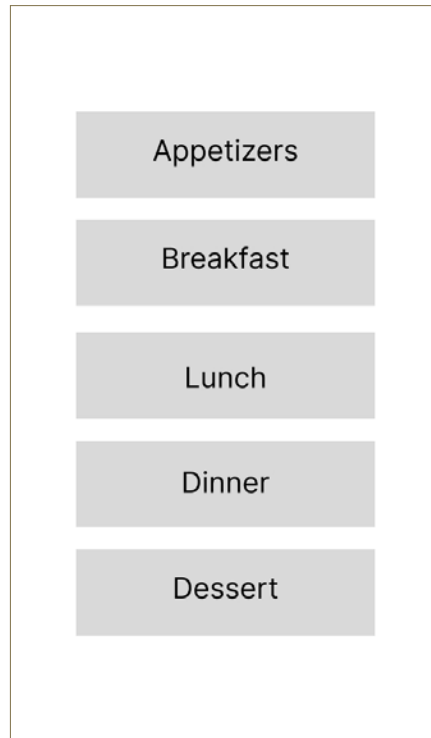
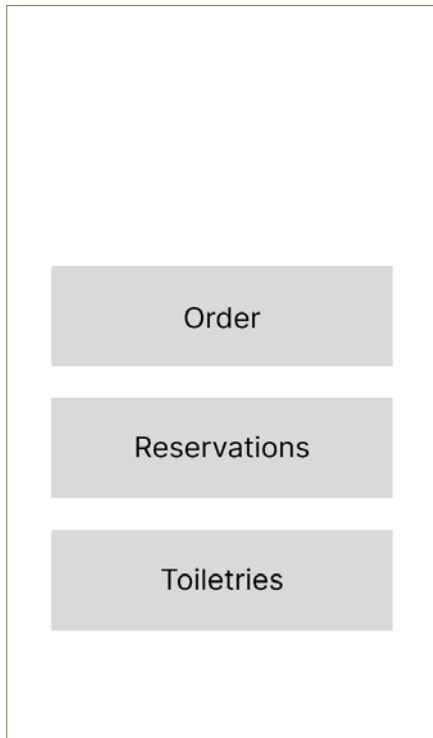
Here is my color contrast checker. The different blues will help each other transition from one dark/light background to the next.

For example, the bright blue works well on black but doesn't on white, so the dark blue would fill in for the white and the light blue would fill in for the black.

Sitemap



Wireframe Roughs



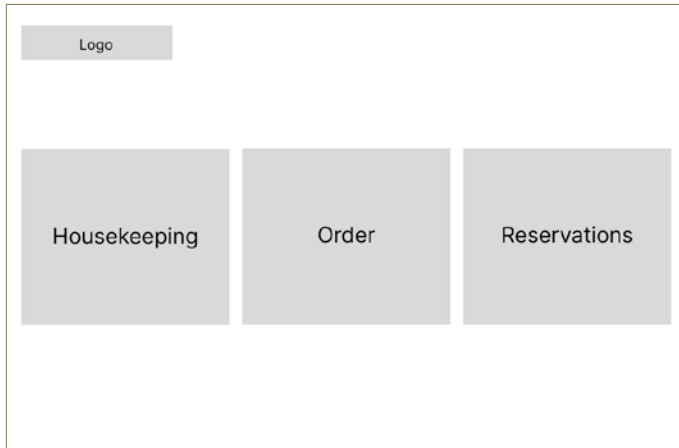
Wireframe

Phase 1:

In the beginning, I thought having a vertical tabletop device would be sufficient for resorts guests. I didn't want the user interface to distract or take away from the resort experience.

Although, after this mock-up wireframe, I have decided to go towards a horizontal tablet size.

Wireframe Roughs



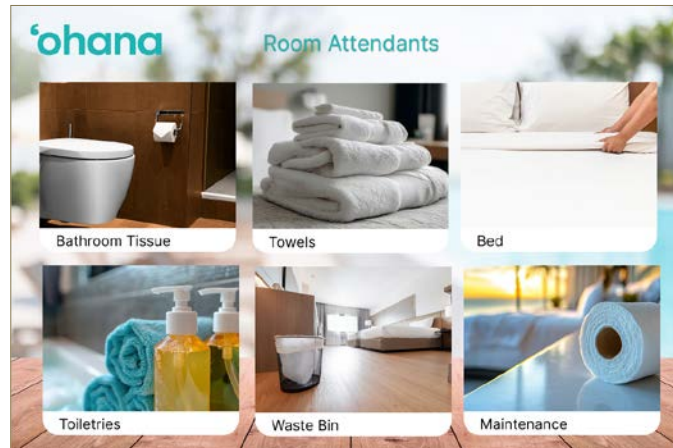
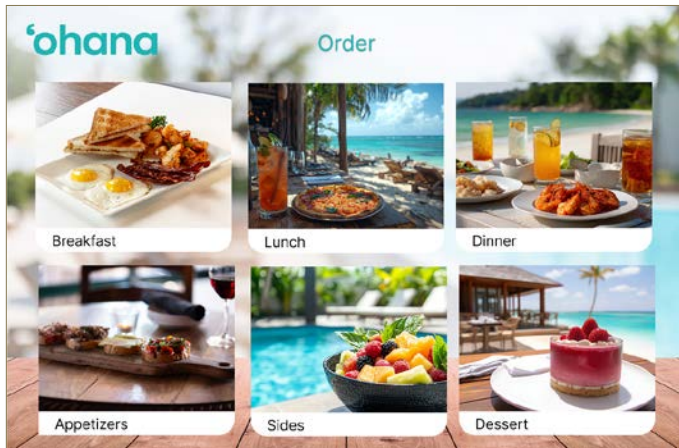
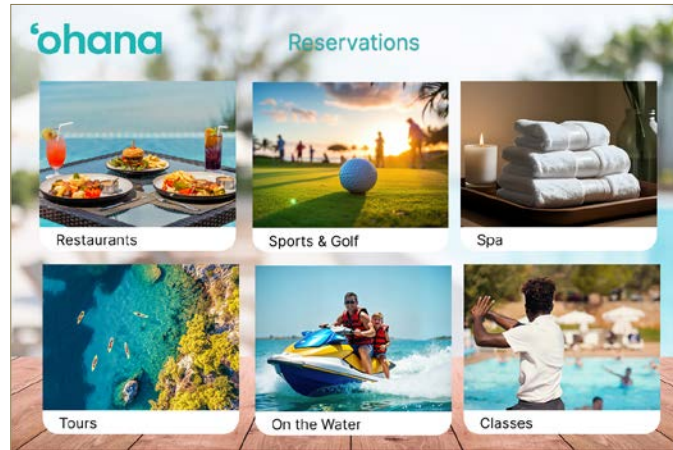
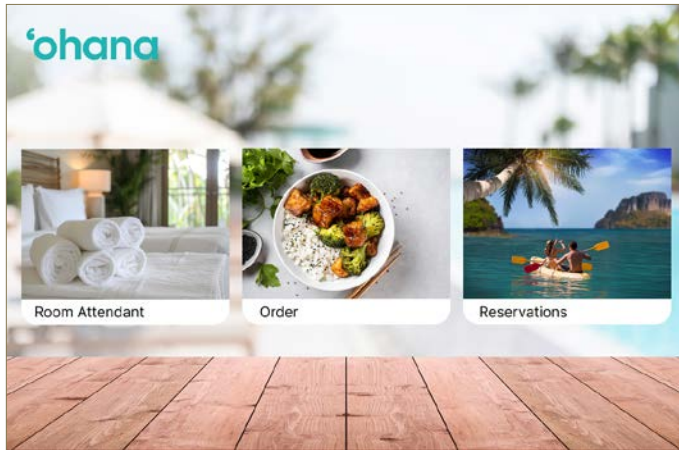
Wireframe

Phase 2:

Here, is a tablet that is approximately 8.5 inches diagonally. This mock-up wireframe is heading into the direction that I want to explore more.

I need more spacing between frames and headings/logos.

Wireframe Roughs



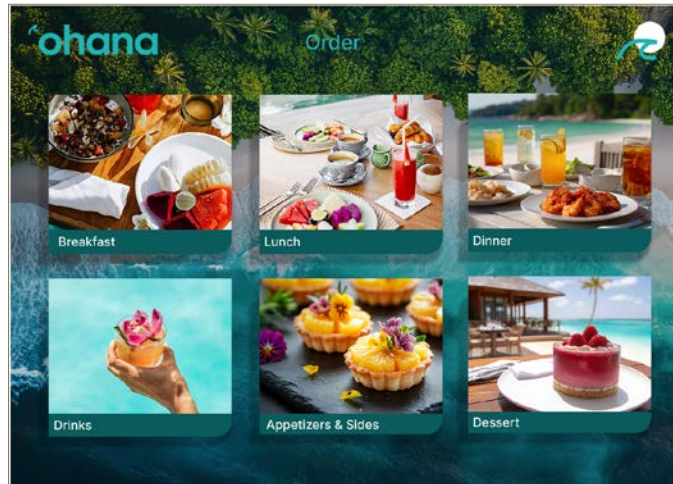
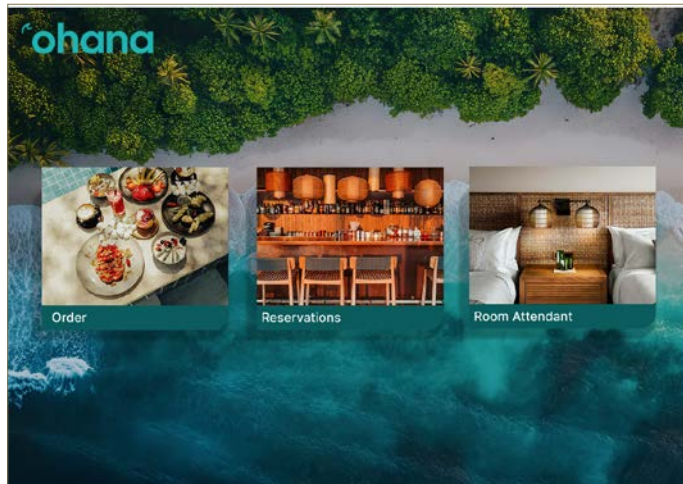
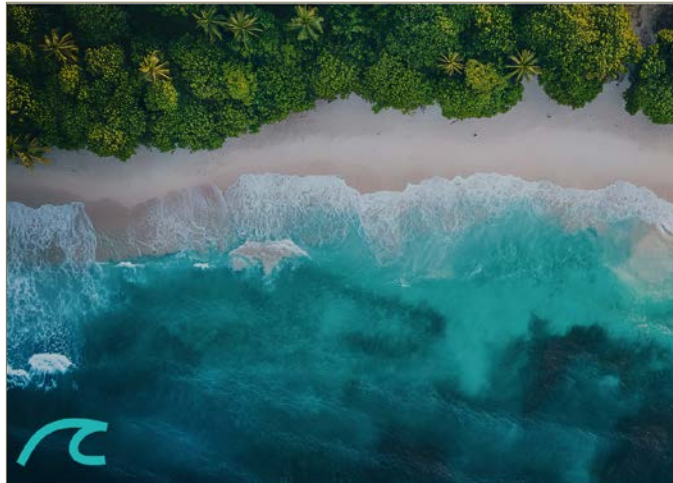
Wireframe

Phase 3:

Here, is a more rendered out mockup of the previous wireframe. Here I have a background image, logo, and different panels of options for users needs.

Here, I am trying to encapsulate the resort theme into the user interface.

Wireframe Refinement



Wireframe

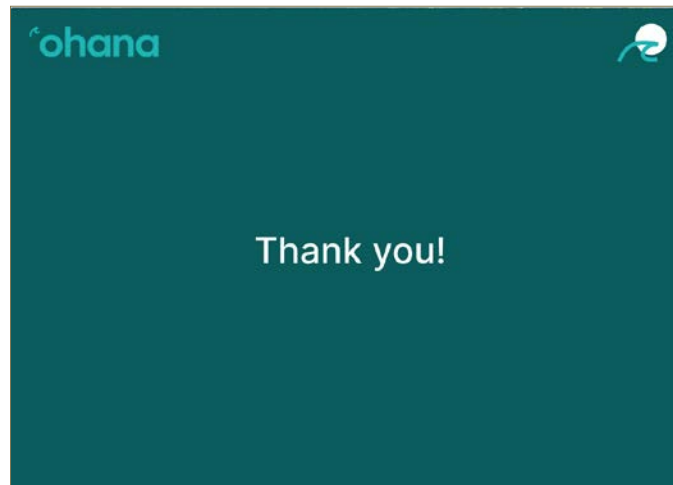
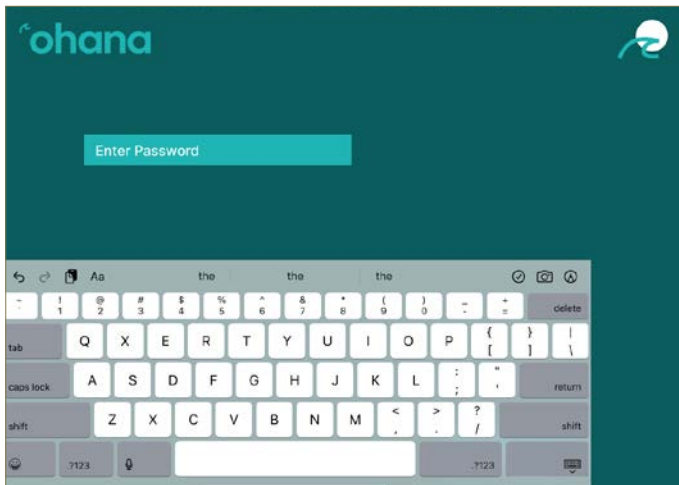
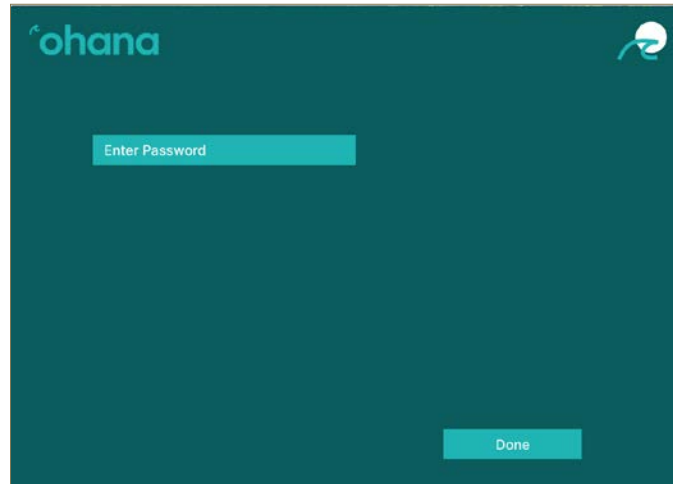
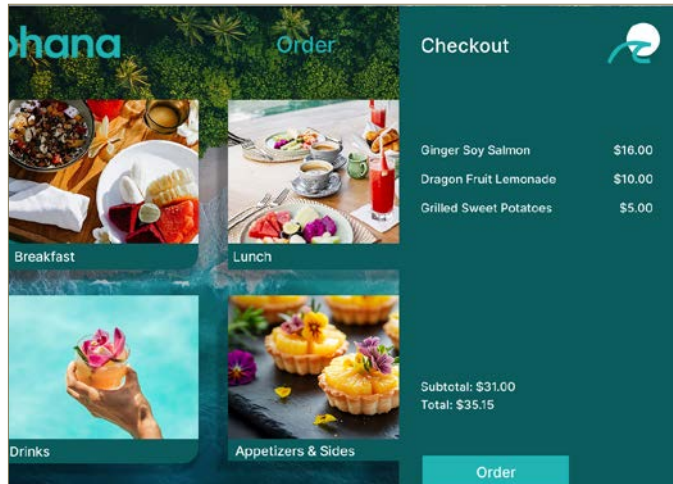
Phase 4:

Here, I have finalized my display screen and my interactive logo.

In addition, I have finalized my sequence of events and how they are displayed throughout the interface.

For the display screen, I chose this photo of a tropical aerial view of a beach and ocean. This screen won't be distracting to guests and can allow them to still enjoy their experience.

Wireframe Refinement



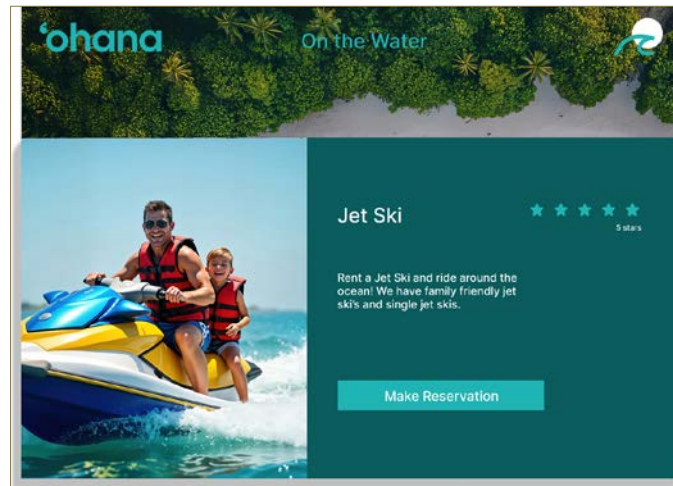
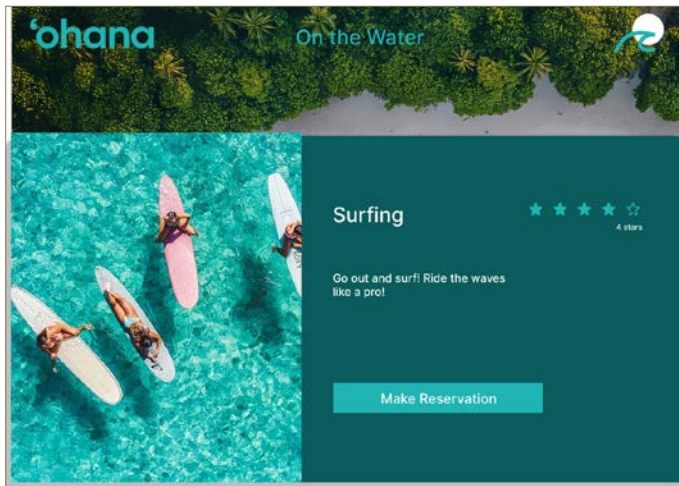
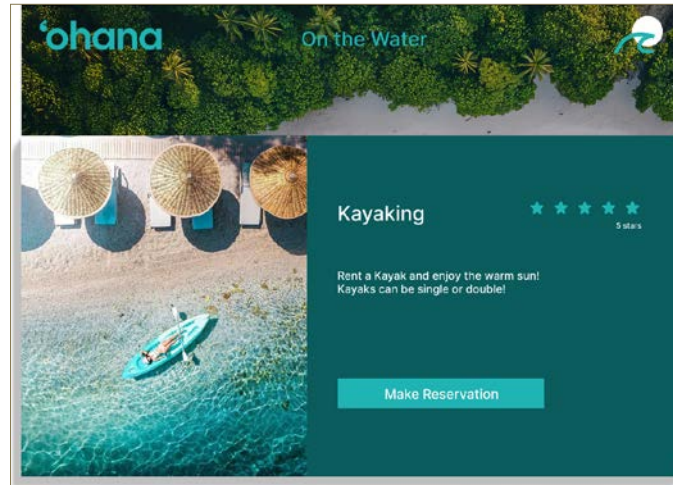
Wireframe

Phase 5:

Here, is my chechout feature. I have added the wave symbol with a white sun to signify as a cart for orders.

Here is an example from the order screen. Guests will make their order and confirm their order by typing in their personal password. This password theory will allow guests to not have to carry their phone or card to be able to pay for their food, reservations, etc.

Wireframe Refinement



Wireframe

Phase 5:

Here, is a design frame showcasing how to make a reservation. Each reservation panel has their available options. Once guests click on the option they want a screen of the event will pop up and guests can order.

This example is showcasing the "On the Wate," reservation option.

FINAL LAYOUTS

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03

Design layouts

'ohana

'ohana is a sleek, intuitive user interface designed to elevate the resort guest experience at luxury resorts. 'ohana assists guests to order food and drinks, make reservations for events and amenities, and request room attendants—all with a few taps. 'ohana strives to help guests create the best experience at their luxury resort.



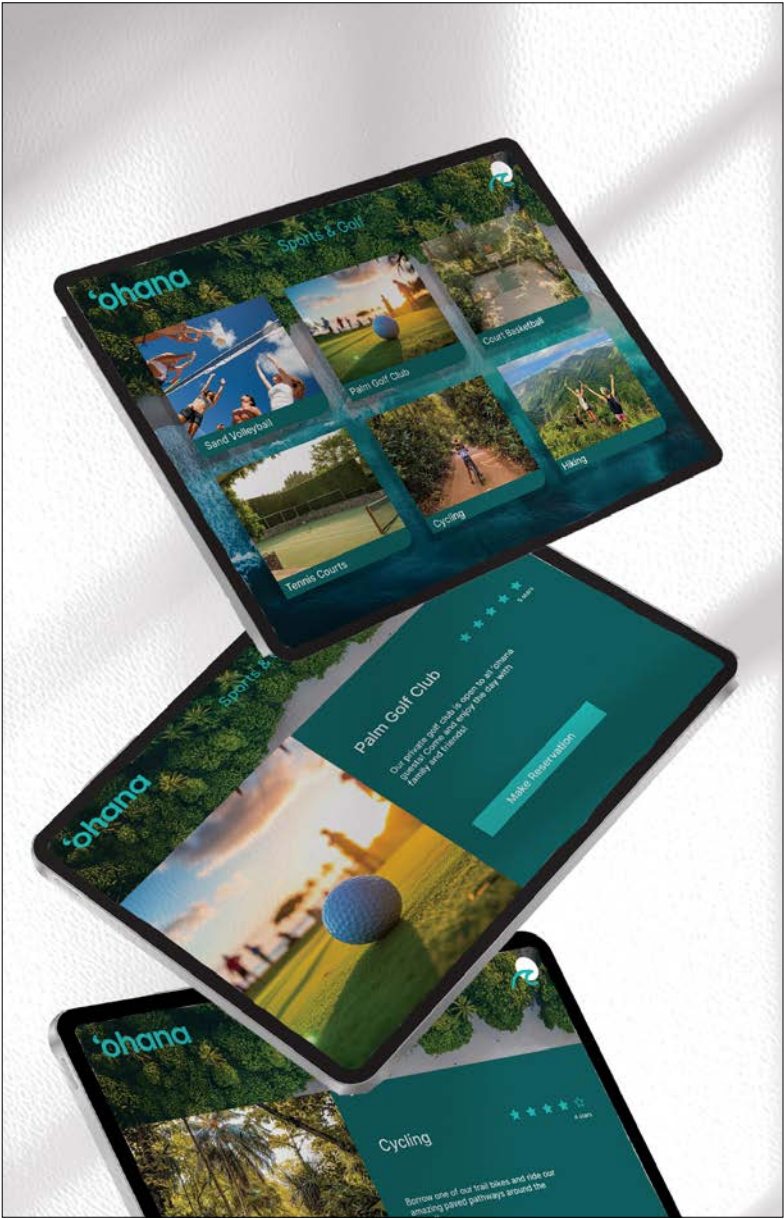
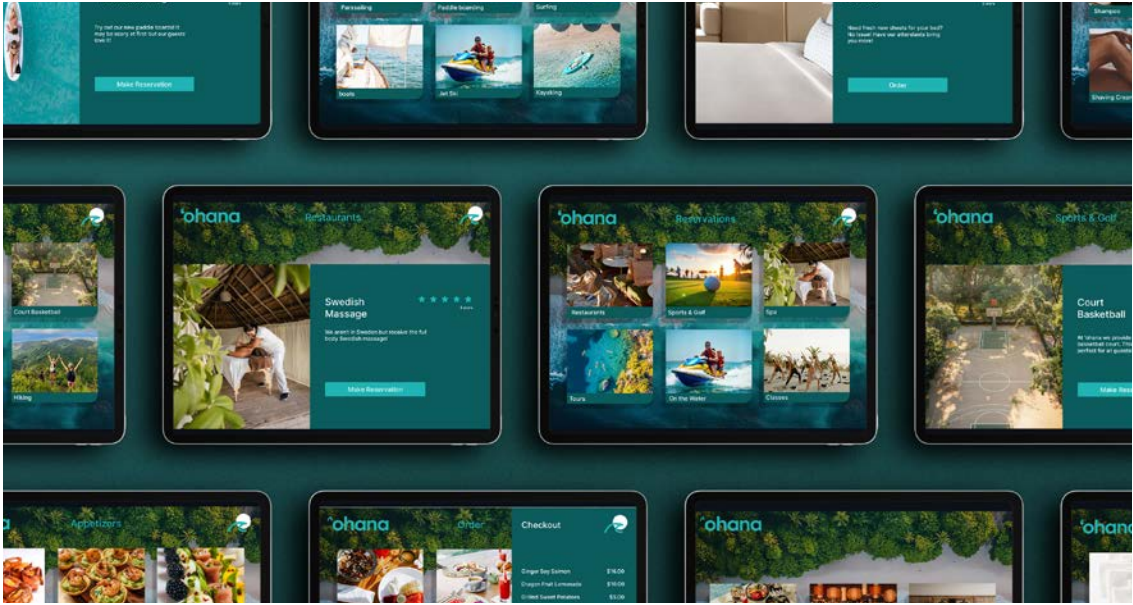
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FINAL MOCK-UPS

Pria Metcalf | Resort User Interface | UIUX Design | Spring 2025

04

Design mock-ups



Design mock-ups



PRIA

MUZE MAGAZINE

PRIA

Processbook

PRIA METCALF

Magazine | Typography IV | Spring 2025



contents

- 01 | research
- 02 | explorations
- 03 | final layouts
- 04 | final mock-ups



RESEARCH

Pria Metcalf | Magazine | Typography IV | Spring 2025

01

Creative Brief

Client

Muze Editorial Magazine

Objectives & Priorities

Showcase the influence of music and how it affects the present and future.

Target Audience

The target audience for Muze is 15-22 year olds who have a passion for learning about music and keep updated on current events in the music industry.

Situational Analysis

Strengths:

Weaknesses:

Threats:

Opportunities:

Call to Action

“Plug into new sounds of the century with Muze!”

Competitors

Billboard Magazine

Rollingstones

Music

Guitar World

Vibe

Deliverables

8x10 Magazine

Logo

Subscription Card

3 Covers

Mandatories

3 Magazine Covers

Subscription Card

1 Full Magazine

3 Advertisements

1 Feature Article

Departments

Metrics of Success

If the users find the magazine informational and interesting then we can determine the magazine is a success.

Subject Research

Muze Magazine:

An editorial magazine that showcases the music industry. This magazine takes a deep educational dive into topics within the music industry. Along with this, the magazine also showcases specific artists for each issue, personal interview, monthly spotify playlists, and concert fashion.

Ideation:

For this magazine, I decided to gain inspiration from previous music magazines. Most previous music magazines showcase an artist with a logo above the artist and features.

Concept:

For this design, I would like to explore music and show it by using textured graphics and fun colors to bring life to music.

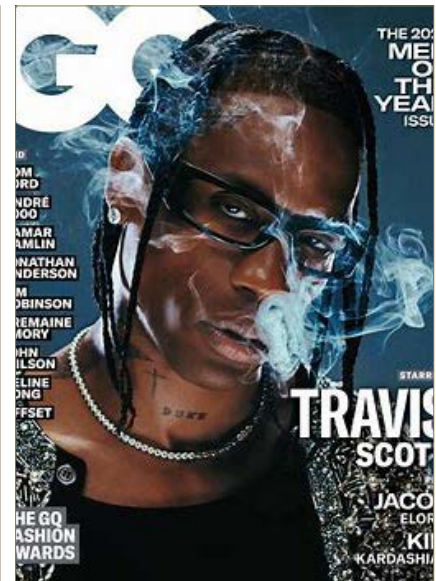
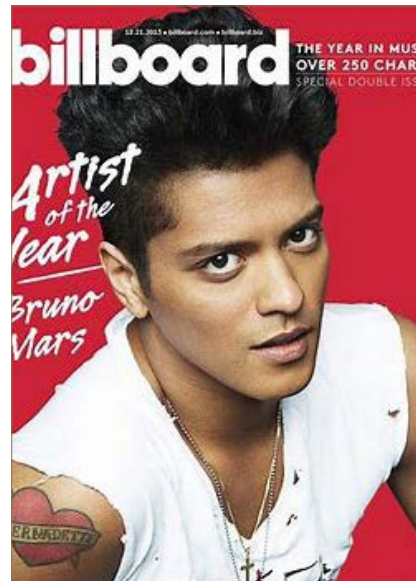
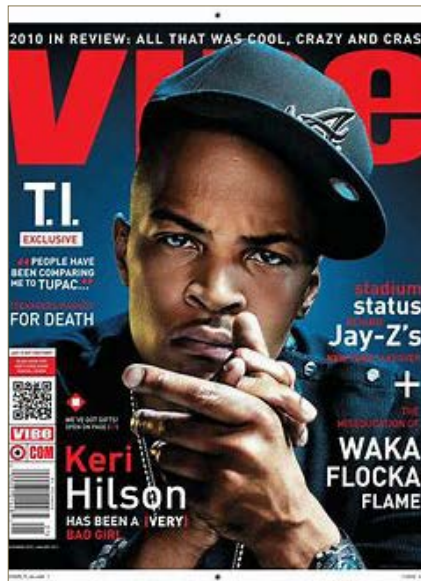
Magazine Dimensions: 8x10"

Subscription Card: 6x3.5"

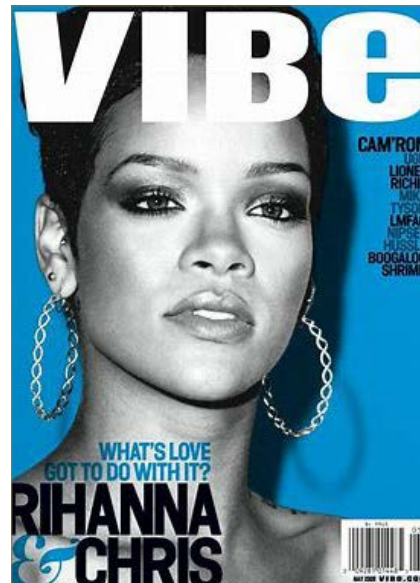
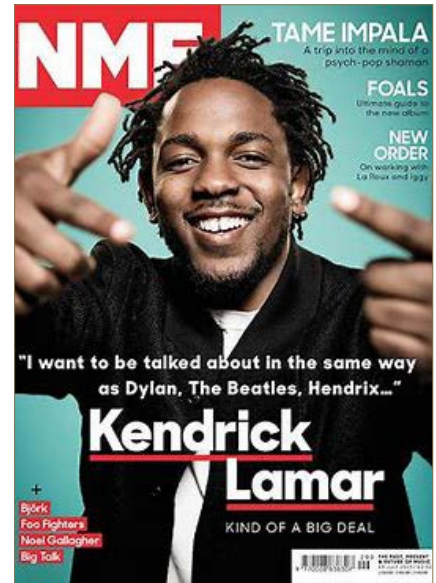
Design Research



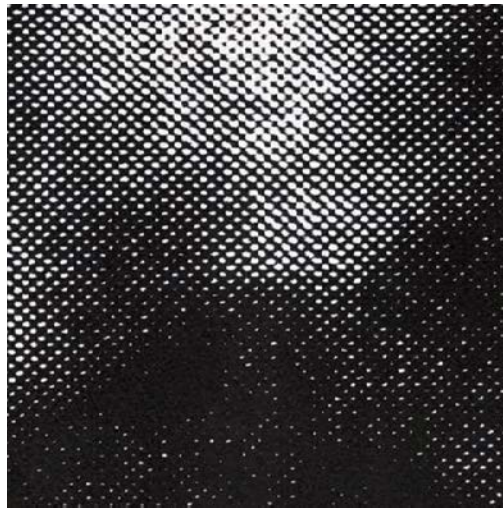
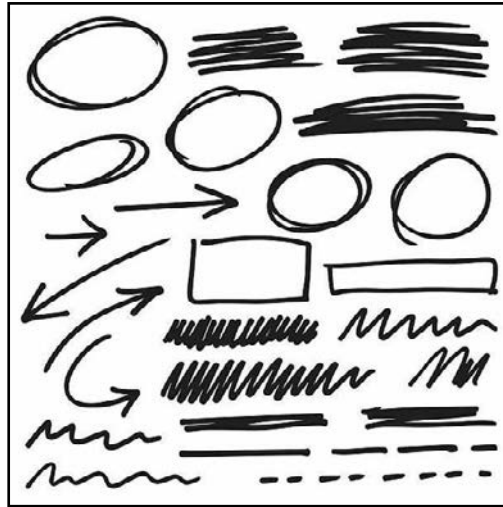
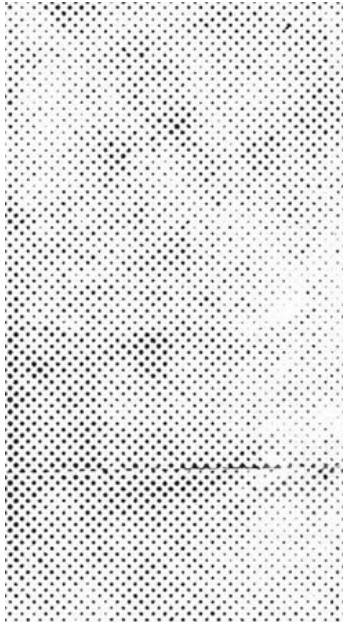
Design Research



Design Research



Moodboard

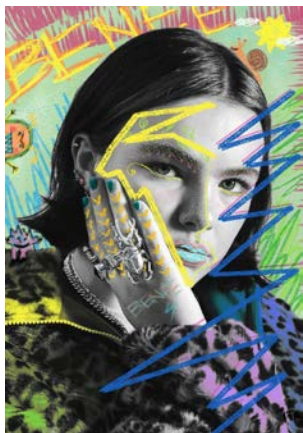
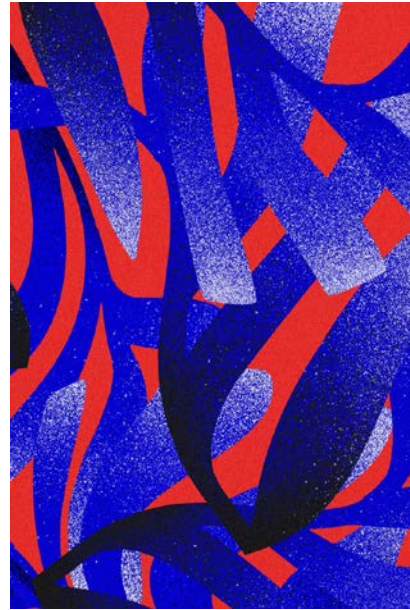
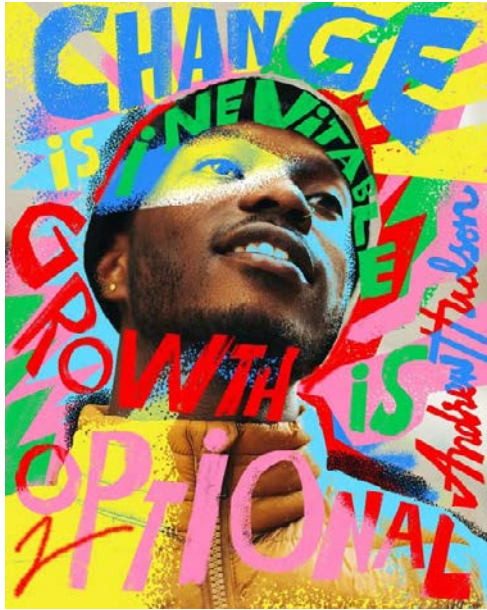


Moodboard:

Ideation:

Here, I showcase textures that I would like my magazine to encapsulate for this project. Contrasting textures, colors, etc.

Moodboard



Moodboard:

Ideation:

For this magazine, I envision bright contrasting colors that bring the feeling of music to life.

Artwork similar to pop art that includes textures and graphics will bring the visual identity of this magazine to life.

EXPLORATIONS

Pria Metcalf | Magazine | Typography IV | Spring 2025

02

Magazine Name

Pulse
Finesse (bruno mars)
Replay (Iyaz)
Unwritten (Natasha Bedingfield)
Sing (Travis)
Electric Feel (MGMT)
Disturbia (Rihanna)
Reverb
Rhythm
Tempo
Charts
Mixtape
Record
Records
The Setlist
Backstage
Remix
Electric Love (BORNS)
Acoustic
Bad Habits (Ed Sheeren)
Focus
Messy (Iola young)
Top Charts
Decode (Paramore)
Linger (the cranberries)
Boom Boom Pow (Black Eyed Peas)
Just Dance (Lady Gaga)
Sound
Increase

Turn up
Spinnin
Control
Symphony (Clean Bandit, Zara Larsson)
Famous
Average
Reputation
8TEEN (Khalid)
MP3
Working late (sabrina carpenter)
Beat Drop
Muse
Muze
Amuse
Myooz
Muses

Music Artists

This list of artists' of three different genres, pop, rap, and Rock. These artists' are identified as the most significant and current most popular artists in the 21st Century.

Pop Music

1. Taylor Swift
2. Sabrina Carpenter
3. Tate Mcrae
4. Billie Eilish
5. Ariana Grande
6. Olivia Rodrigo
7. Bruno Mars
8. Dua Lipa
9. Adele
10. Lady Gaga
11. The Weeknd
12. SZA
13. Lana Del Ray
14. Chappell Roan
15. Harry Styles
16. Ed Sheeran
17. Beyonce
18. Charlie XCX
19. Justin Bieber
20. The kid Laro
21. Conan Gray

Rap Music

1. JID
2. Kendrick Lamar
3. Travis Scott
4. ASAP Rocky
5. J. Cole
6. 21 Savage
7. Lil Baby
8. Megan Thee Stallion
9. Doja Cat
10. Cardi B
11. Dababy
12. Drake
13. Post Malone
14. Eminem
15. NF
16. Lil Wayne
17. Snoop Dog
18. NLE Choppa
19. Childish Gambino
20. Kanye West (Ye)
21. Chance the Rapper

Rock Music

1. Artic Monkeys
2. Fall Out Boy
3. Twenty One Pilots
4. Paramore
5. Greta Van Fleet
6. The Lumineers
7. Foo Fighters
8. Red Hot Chili Peppers
9. boygenius
10. Metallica
11. Linkin Park
12. Green Day
13. Pearl Jam
14. Coldplay
15. The Cranberries
16. The 1975
17. Fleetwood Mac
18. Queen
19. Guns N' Roses
20. KISS
21. System of a Down

Typography

1. PF Fuel

PF FUEL DECAY
PF FUEL GRIME

ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

2. Battery Park

BATTERY PARK REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

3. Baka Too

Baka Too regular

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

4. Veneer

Veneer Regular
Veneer Three Regular
Veneer Two Regular
Veneer Regular Italic
Venner Three Regular Italic
Venner Two Regular Italic

abcdefghijklmnopqrstuvwxyz
0123456789

5. Alternate Gothic No3 D

Alternate Gothic No3 D Regular
abcdefghijklmnopqrstuvwxyz
0123456789

6. Calibri

Calibri Light
Calibri Light Italic
Calibri Regular
Calibri Italic
Calibri Bold Italic

4. Veneer:

Typeface used for headings and sub-headings in magazine articles and department pages.

5. Alternate Gothic No3 D:

Typeface is used for magazine logo.

6. Calibri:

This typeface is used for body text throughout the magazine.

Typography

MuZe
muze
MUZE
muze

muze:

Description:

Muse is the proper root word for music. Although, I thought through my process that replacing the s with the letter z would still read well to readers.

Muze is a music editorial magazine that showcases news on the music industry and the amazing artists that create music. The magazine focuses on specific artists as a feature. In addition, the departments witholds personal interviews with artists, new spotify playlists each month, and fashion in the music industry (concert outfits).

Ideation:

For the logo of muze, I decided to use all lowercase letterforms that are kern together. Overall, in my process I tried different concepts but ultimately chose the lowercase and kerned logo.

Typography

muze

muze

muze

muze

Editorial Logo:

Muze:

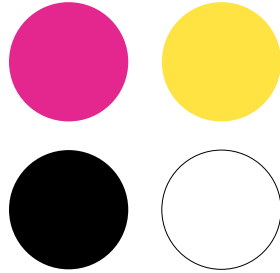
Here, the muze logo is shown in different color variations that are used in the three different magazine covers. In addition, with a black type version to showcase the logo before color.

Color Palette

Palette 1: Pop Magazine

Color Description:

Bright Pink and yellow colors to showcase the vibrancy of pop culture and pop music.



Palette 1:

Magenta Pink

C: 4 M: 95 Y: 1 K: 0

Yellow

C: 2 M: 6 Y: 85 K: 0

Black

C: 100 M: 100 Y: 100 K: 100

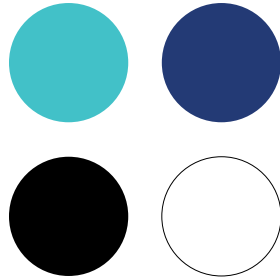
White

C: 0 M: 0 Y: 0 K: 0

Palette 2: Rap Magazine

Color Description:

Bright contrasting blues are used to showcase the rap culture.



Palette 2:

Cyan Blue

C: 65 M: 0 Y: 24 K: 0

Ultramarine Blue

C: 100 M: 90 Y: 26 K: 11

Black

C: 100 M: 100 Y: 100 K: 100

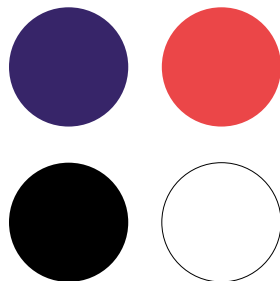
White

C: 0 M: 0 Y: 0 K: 0

Palette 3: Rock Magazine

Color Description:

Contrasting purple and red-orange to showcase the rock culture.



Palette 3:

Purple

C: 94 M: 100 Y: 23 K: 19

Red-Orange

C: 2 M: 88 Y: 73 K: 0

Black

C: 100 M: 100 Y: 100 K: 100

White

C: 0 M: 0 Y: 0 K: 0

Sketches

1. Cover Page

- The front of the magazine featuring the title, date, price, and a striking image or cover story headline.

2. Table of Contents

- A roadmap to the issue, listing article titles, sections, and page numbers. Often includes visuals or highlights to preview key stories.

3. Editors Letter (or Letter from the editor)

- a personal note from the editorial team, art directors, contributors, and sometimes publishing/advertising staff. Helps establish the magazine's voice.

4. Masthead

- a staff directory listing the editorial team, art directors, etc.

5. Departments (Columns)

- Recurring sections or columns that appear in every issue, often covering specific beats like...

- News briefs - short, timely stories/updates

- Product Reviews - new gadgets, beauty products, books, etc.

- Trends - Fashion, Tech, lifestyle.

- Advice column - expert or humorous answers to reader questions.

- Health tips - money - etc.

6. Features (Articles)

- Core of Magazine

7. Spotlight / Highlights

- Shorter pieces - spotlight people / products.

8. Letters to the editor

- from readers

9. Visuals + photo Essays

High impact photos spreads

10. Advertisements

- Paid space for brands.

11. Back Page

Final word

12. Back Cover

- full page Advertisement

Advertisements

- Speakers

- Headphones - coats - full page - back cover

- Spotify

- dyson airwrap - half page vertical

- Nike shoes

- "

Artists

Pop

1. Tate Mcrae (orange)

2. Billie Eilish

3. Sabrina Carpenter

Rap

1. Kendrick Lamar + SZA

2. Travis Scott

3. Post Malone

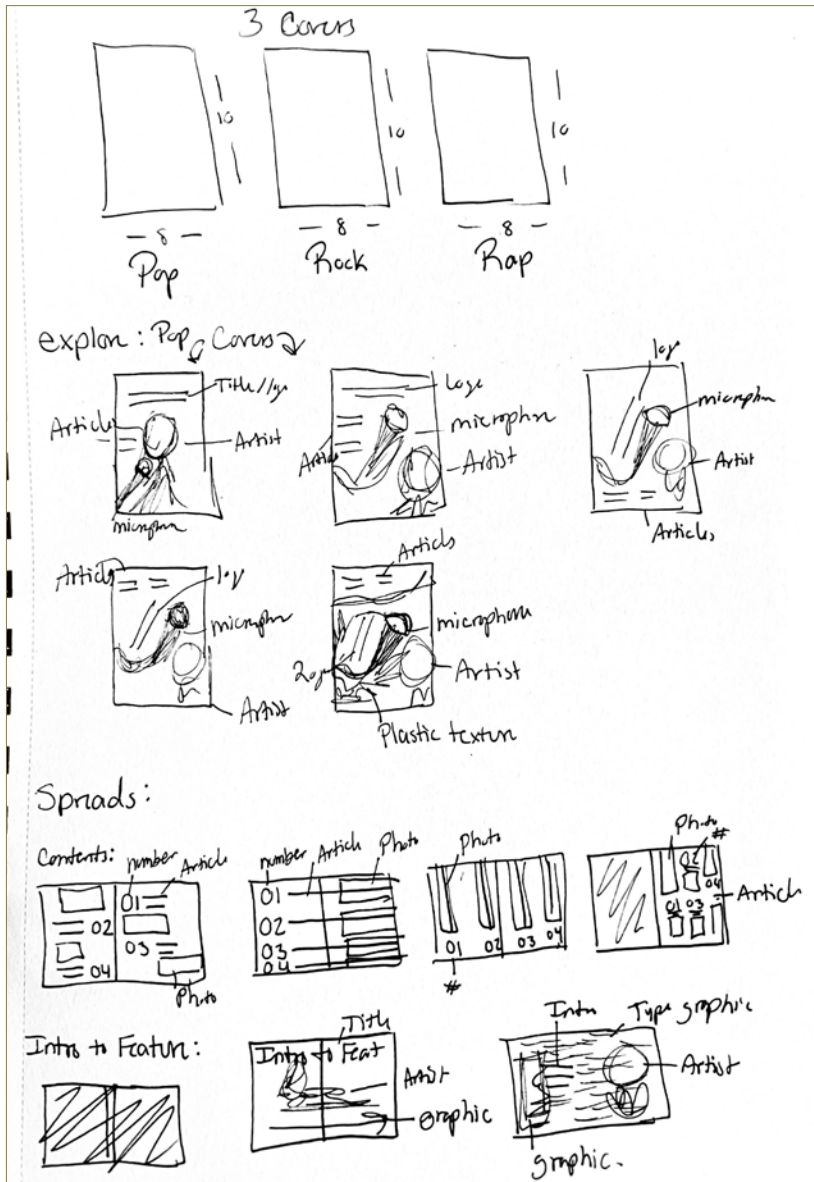
Rock

1. Metallica

2. Kid Rock

3. System of a Down

Sketches



Sketches:

Here, I am showcasing the dimensions of my 3 covers (8x10"), cover design ideation process, table of contents page, and intro to feature spread sketches.

Overall, I am showcasing my process to discovering how my magazine will be layed out before creating digital concepts.

Computer Roughs



Cover Design Process:

Phase 1:

Muze logo is angled to bring a focal point to the microphone. The microphone is used as a symbol to showcase the magazine's identity to readers. Contrasting colors are used to bring interest to the magazine.

Computer Roughs

Cover Design



Cover Design Process:

Phase 2:

Plastic texture is applied to the cover to bring the grunge music aesthetic. In addition, the plastic is shown ripping at the logo so readers can easily read the logo without the plastic and the brand identity competing with another.

Artist in this cover design is pop artist, Tate McRae. I am planning on exploring pop music for my final. To me, I have fairly enjoyed pop music and especially Tate McRae's aesthetic.

Here, I have added Tate McRae's photo to give imagery of who is being featured with this month's music issue. I experiment with her at different angles and scale to see what works best for the layout of the magazine.

Computer Roughs

Cover Design



Cover Design Process:

Phase 3:

Here, I added a ripped plastic texture to the top of the magazine where I showcase the features of the article.

Here I showcase the overall visual identity of the magazine. Tate McRae is currently adjusted in an angle adjacent to the microphone and muze logo.

Computer Roughs

Cover Design



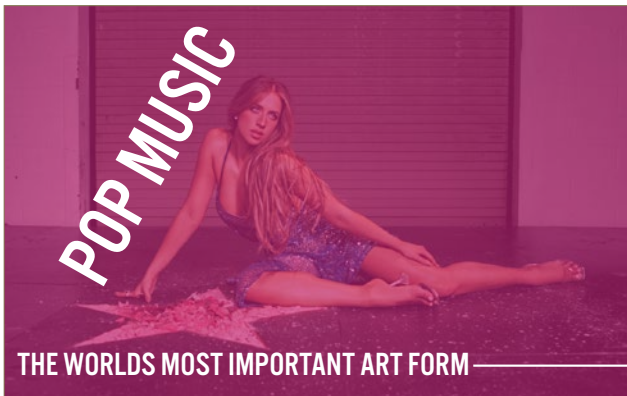
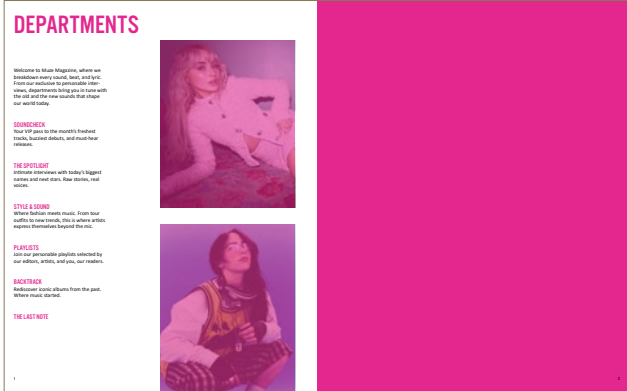
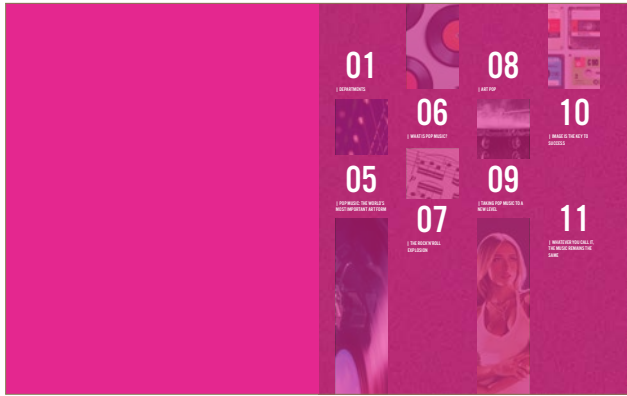
Cover Design Process:

Phase 4:

Here are the three different ideations for cover magazine designs. Top-left corner is the pop magazine featuring Tate McRae, bottom-left is the rap magazine featuring Travis Scott, and the third magazine is a rock magazine featuring System of a Down.

Each magazine continues the same logo and microphone but used in different contrasting bright colors with different artists that are featured within the magazine.

Computer Roughs

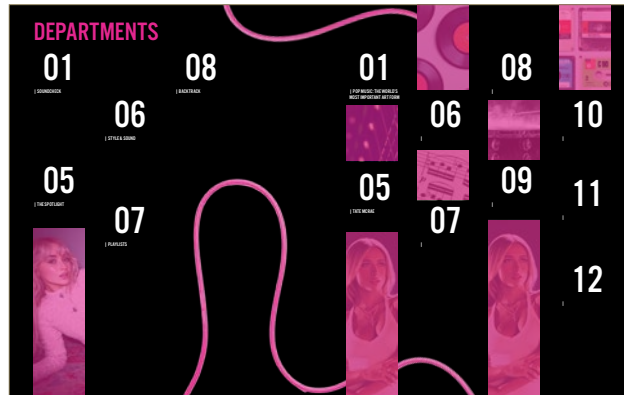
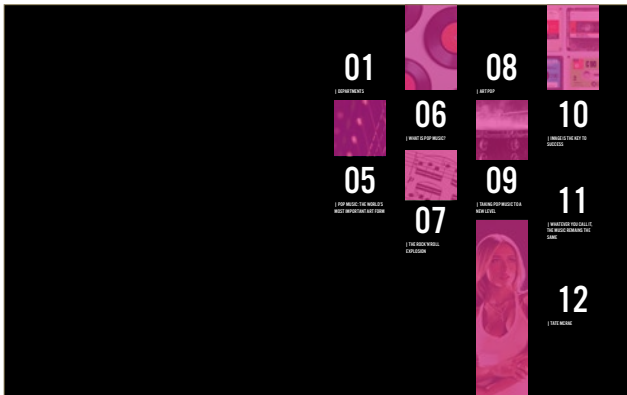
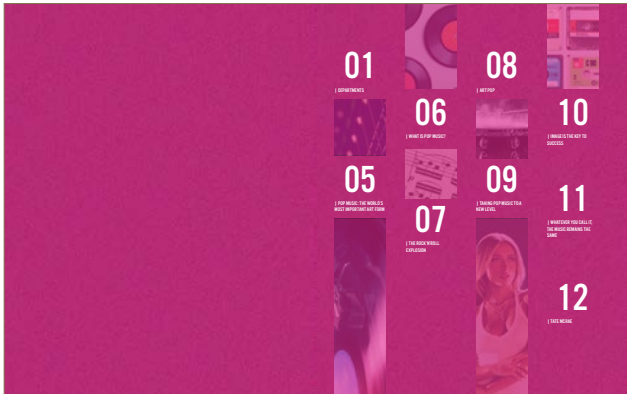
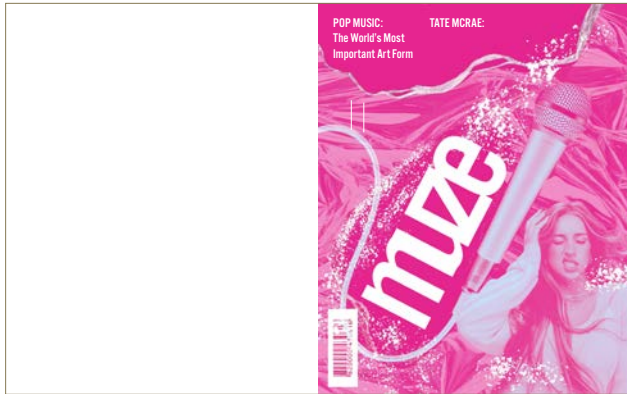


Magazine Spreads:

Phase 1:

Here, is a beginning set up of my magazine spreads. Here, I showcase table of contents, departments, intro to feature, and feature article with ads.

Computer Roughs



Magazine Spreads:

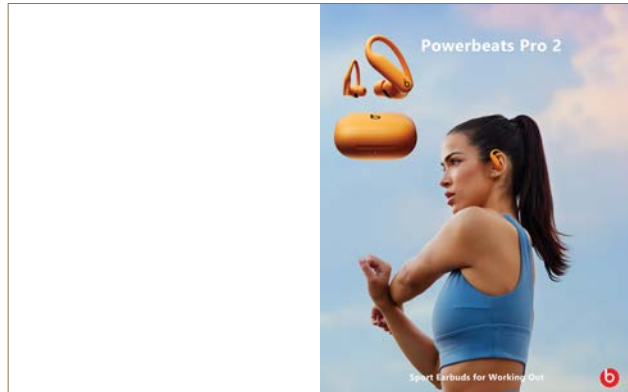
Phase 2:

Focus:

Table of Contents

In this computer rough, I focus on trying different design concepts for the table of contents page.

Computer Roughs



Magazine Spreads:

Phase 3:

Here, is my rough ideation concept for my magazine. The only thing that hasn't been addresses within these spreads is my department page.

Here, I have my two main feature articles, contents page, and ads.

Computer Roughs

TATE MCGRAE: OWNING THE POP SCENE

The 26-year-old Canadian singer-songwriter has taken the music world by storm with her debut album, *Golden Hour*, which debuted at number one on the Billboard 200 chart in August 2020. Her success is a testament to her raw talent and authentic sound, which has resonated with listeners worldwide. In an interview, she discusses the challenges of the music industry and the importance of staying true to oneself.

SO CLOSE TO WHAT TRACKLIST

MISS POSSESSIVE
2 HANDS
REVOLVING DOOR
BLUDDON MY HANDS (FEAT. FLO MILLS)
WEAR GOD
PURPLE LIPS R&B
SPORTS BAR
SIGNS
I KNOW LOVE (FEAT. THE KID LAROI)
LOVE U2D
LET'S GO TO THE CITY
NOT THE HOT IN LOVE
HEARNS P&R
NOBLENESS
NEOSTALGIA

THE SPOTLIGHT: FEATURING TATE MCGRAE

DEPARTMENTS

STYLE & SOUND: TATE MCGRAE'S TOUR OUTFITS

PLAYLISTS: MUZE POP PLAYLIST

THE SPOTLIGHT: FEATURING TATE MCGRAE

DEPARTMENTS

Powerbeats Pro 2

Smart Earbuds for Working Out

Magazine Spreads:

Phase 4:

This additional phase of my magazine showcases bringing in the color yellow. This color brings in more interest to the existing colors.

Moreover, I also have added my department page that shows a muse playlist of the month, an interview with Tate McRae, and concert outfits from tours.

Computer Refinement

TATE MCGRAE: OWNING THE POP SCENE

The McGrae is a Canadian... (text continues) ...

SO CLOSE TO WHAT TRACKLIST

MISS POSSESSIVE
2 HANDS
REVOLVING DOOR
REDDOONMYHANDS (FEAT. FLO MILLS)
WEAR GOD
PURPLE LAPE RRA
SPORTS BAR
SIGNS
I KNOW LOVE (FEAT. THE KID LABOZ)
LOVE GOD
IT'S ON THE GIG
NOT THE HOT IN LOVE
HEARST PAPER
PALENTINO
NOCTURNAL

DEPARTMENTS

THE SPOTLIGHT: FEATURING TATE MCGRAE

STYLE & SOUND: TATE MCGRAE'S TOUR OUTFITS

PLAYLISTS: MIZE POP PLAYLIST

MIZE

Powerbeats Pro 2

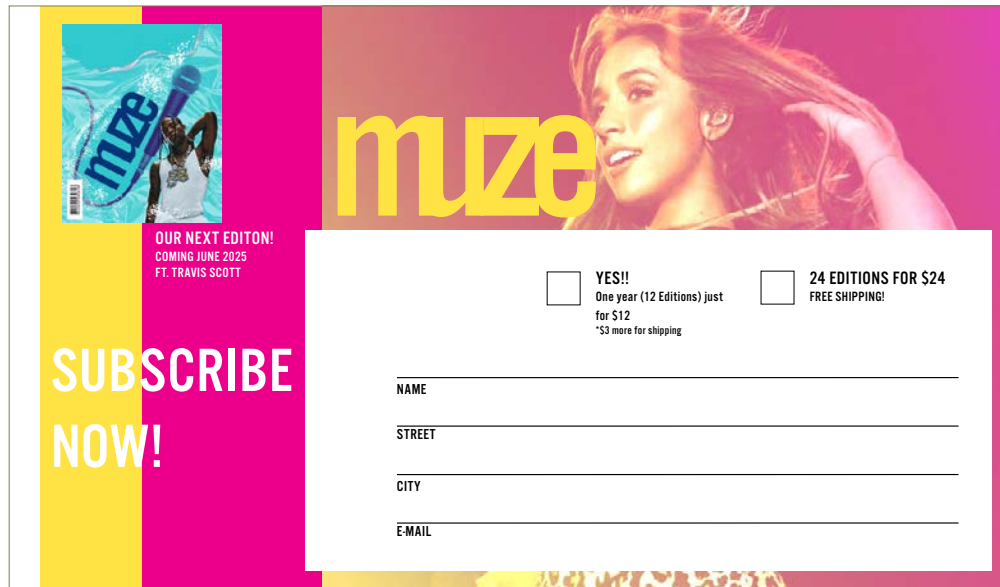
Smart Earbuds for Working Out

Magazine Spreads:

Phase 5:

Here, is my final stage of my magazine. I showcase alternating pages with backgrounds of black and white, textured graphics and photos, and textured headings and sub-headings in magenta pink with yellow rectangular shapes that represent the columns used in the magazine.

Subscription card



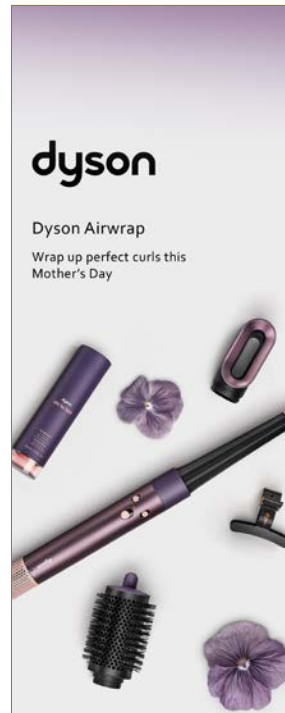
Subscription Card:

Here, is the subscription card for muze. On the sign-up side I have the info section with options for subscriptions.

In addition, there is also a preview of the next editorial magazine.

On the back, there is the reply email information. This portion is for the postage office, so that they know where to send the card back to.

Advertisements



Advertisements

Horizontal Half Page

Brand: BOSE
Product: Bose Soundlink Flex Portable Speaker (2nd Gen).

Full Page

Brand: Beats
Product: Powerbeats Pro 2

Vertical Half Page

Brand: Dyson
Product: Dyson Airwrap

FINAL LAYOUTS

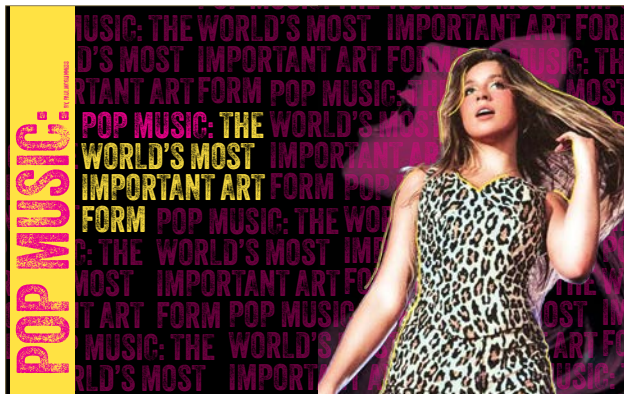
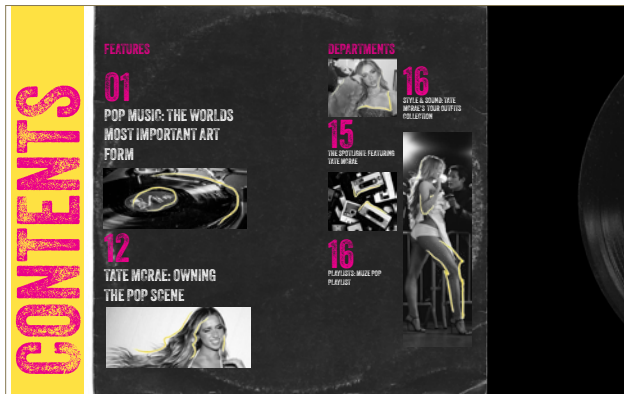
Pria Metcalf | Magazine | Typography IV | Spring 2025

03

3 Cover Designs



Design layouts



Design layouts



TAKING POP MUSIC TO A NEW LEVEL

Seattle's Loudness wears...
 "I hang my guitar on my speaker because of the visual effect. It is very artistic. One gets a tremendous sound, and the effect is great."

IMAGE IS THE KEY TO SUCCESS

Both sides took time to...
 "I hang my guitar on my speaker because of the visual effect. It is very artistic. One gets a tremendous sound, and the effect is great."

IMAGE IS THE KEY TO SUCCESS

Both sides took time to...
 "I hang my guitar on my speaker because of the visual effect. It is very artistic. One gets a tremendous sound, and the effect is great."

IMAGE IS THE KEY TO SUCCESS

Both sides took time to...
 "I hang my guitar on my speaker because of the visual effect. It is very artistic. One gets a tremendous sound, and the effect is great."




TATE MCRAE: OWNING THE POP SCENE

SO CLOSE TO WHAT TRACKLIST

MISS POSSESSIVE
 2 HANDS
 REVOLVING DOOR
 BLOODMONYMANUS (FEAT. FLO MILI)
 DEAR BOO
 PURPLE LAPE RIA
 SPARKS FEAR
 SIGNS
 I KNOW LOVE (FEAT. THE KID LAROI)
 LIKE UO
 I'M NOT IN LOVE
 MEANS I'M BARE
 BORENIGHT
 NOSTALGIA

IMAGE IS THE KEY TO SUCCESS

Both sides took time to...
 "I hang my guitar on my speaker because of the visual effect. It is very artistic. One gets a tremendous sound, and the effect is great."



Powerbeats Pro 2

Sport Earbuds for Working Out



WHATSOEVER YOU FALL TO, THE MUSIC REMAINS THE SAME

"I am a walking piece of art every day, with my dreams and my ambitions forward at all times in an effort to inspire my fans to lead their life in that way."

IMAGE IS THE KEY TO SUCCESS

Both sides took time to...
 "I hang my guitar on my speaker because of the visual effect. It is very artistic. One gets a tremendous sound, and the effect is great."




STYLE & SOUND: TATE MCRAE'S TOUR OUTFITS

DEPARTMENTS

THE SPOTLIGHT: FEATURING TATE MCRAE

IMAGE IS THE KEY TO SUCCESS

Both sides took time to...
 "I hang my guitar on my speaker because of the visual effect. It is very artistic. One gets a tremendous sound, and the effect is great."



TATE 20 MCRAE

IMAGE IS THE KEY TO SUCCESS

Both sides took time to...
 "I hang my guitar on my speaker because of the visual effect. It is very artistic. One gets a tremendous sound, and the effect is great."



IMAGE IS THE KEY TO SUCCESS

Both sides took time to...
 "I hang my guitar on my speaker because of the visual effect. It is very artistic. One gets a tremendous sound, and the effect is great."

FINAL MOCK-UPS

Pria Metcalf | Magazine | Typography IV | Spring 2025

04

Design mock-ups



PRIA

NIKE JUST DO IT BAG

PRIA

Processbook

PRIA METCALF

Minimal Packaging | Packaging Design | Fall 2025

Content

01 | *research*

02 | *explorations*

03 | *final layouts*

04 | *final mock-ups*

RESEARCH

Minimal Packaging | Packaging Design | Fall 2025

01

Minimal Packaging

Creative Brief

Client:
NIKE Inc.

Objectives & Priorities:

The objective for this assignment is to alter the existing Nike box packaging into a more reusable, environment friendly packaging. This includes, creating a box/bag that is custom for Nike customers.

While this approach may be more costly, it will effectively bring more value to the brand and create brand loyalty with customers, followers, etc.

Target Audience:

The target audience of this project consists of frequent Nike consumers, brand loyalists, shoe re-sellers, etc.

Demographics:

Age: 15-25
Gender: Male (dominate) and Female

Psychographics:

Lifestyle: Active in sports, fitness, and outdoor activities.
Income: Middle-Class to Upper-Class consumers.

Situational Analysis:

Problem: When Nike consumers buy products in-store and online, there is often excessive packaging that is wasteful and diminishes the quality of the product.

Solution: To eliminate waste and highlight the product, I propose to construct a new bag/box that will bring quality and value to the Nike brand, while also protecting the shoes.

Call to Action:

"Train hard. Carry light. Reuse with **NIKE**."

Competitors:

- Adidas
- Puma
- Under Armour
- Lululemon
- Reebok
- Asics
- Brooks
- Gymshark

Deliverables:

- A protective reconstructed box bag that will showcase Nike shoes.
- Nike Tags on bag for ecommerce. (The bag will only be a additional cost if bought separately from shoes).
- A Nike Manual on how to keep the box bag clean (is it washable).

Mandatories:

- Provide the reusable bag in Nike branding.
- Tags for bag.
- Manual on cleaning.

Metrics of Success:

If the new Nike Reusable Bag is re-used, kept to keep shoes clean, and protects the shoe materials, then the Nike product is deemed a success.

Minimal Packaging

Subject Research

SUBJECT RESEARCH:

PRODUCT:

- Reusable Shoe Bag that replaces existing Nike shoe boxes (cardboard).

CONSUMERS:

DEMOGRAPHICS:

Age: 15-25

Gender: Male (dominate) and Female

PSYCHOGRAPHICS:

Lifestyle: Active in sports, fitness, and outdoor activities.

Income: Middle-Class to Upper-Class consumers.

REASON FOR PRODUCT:

- Environment friendly by being reusable and requires hand wash only.
- More fundamental for consumers. Allows consumers to easily carry their shoes without excessive packaging that currently exists inside shoe boxes.
- Easy packing for travel.

HOW DOES THIS HELP NIKE:

- Elevates Nike's brand and creates a high-end experience for consumers.
- Differentiates the Nike brand from competitors.
- Showcases Nike to be focused on environment friendly materials.

COLOR ANALYSIS:

For this project, I plan to follow Nike's branding guidelines by using brand colors. Such as, orange, light grey, and orange. I plan the main bag to contain the light grey color and minimal elements are orange.

This will then highlight the new modern shoe bag evolution while also keeping elements of the classic orange.

PRICING ANALYSIS:

Since the bag is included with shoes it would not consist of an additional price. Although, if consumers want to buy the bag for their existing shoes then the bag will cost \$25.00.

WASHING INFORMATION:

This new shoe bag will be required to be hand washed. This method will encourage less use of washing machines and allow the bag to last a long time.

Minimal Packaging

Subject Research

PROBLEM:

The problem with the current Nike shoe boxes is the cluttered shelves, disorganized shoe sizes, shoe categories, and the excessive paper packaging/show inserts.

Some stores that organize their shelves this way are Dick's Sporting Goods, DSW, Kohl's, etc.

In further, this method of organization makes the boxes look messy, cramped together, and diminishes the perceived value of the Nike brand.

SOLUTION:

For this project, I propose a new concept for the classic Nike shoebox. I propose, a new modern Nike shoe bag that is reusable, environment friendly, and showcases the value of the Nike brand.

For the new shoe bag, I plan to use the classic Nike branding and color palette. With this, I plan to use Nike's light grey color for the main box, then use the classic orange color for the logo, zipper, handle, etc.

Overall, this new concept is designed to minimize cluttered store shelves, interior shoe packaging, etc. and maximize consumer experience.



Minimal Packaging

Design Research



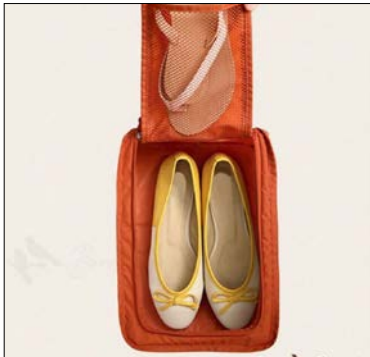
RESEARCH:

LIKES:

- Zipper included for closure.
- Easy storage for travel.
- Extra compartments for additional accessory storage.
- Handle for carry.

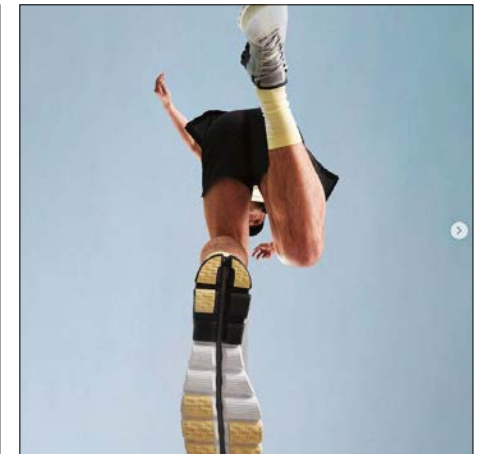
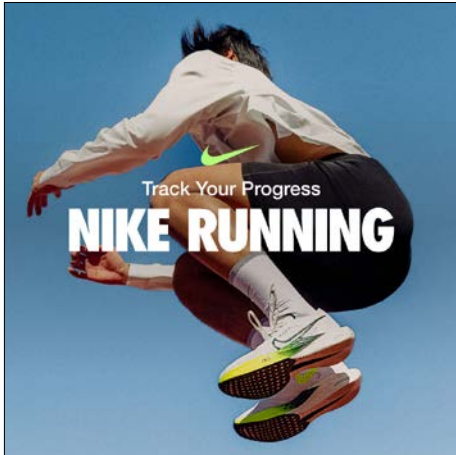
DISLIKES:

- Out of this set of design research examples, I don't prefer the drawstring bags.



Minimal Packaging

Moodboard



EXPLORATIONS

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02

Minimal Packaging

Sketches

Project 4: Minimal Packaging

Final:

Overpackaged products that are difficult to open and aren't very accessible for users.

1. Press-on Nail packaging

- Nails of diff. size are bundled together making it difficult to navigate the right size of nail
- Extensive plastic protection to keep product compact.

2. Punleaf - 6 Pack Packaging



- Packaging (Cardboard/Paper-like material) that contains the 6-Pack together is easily breakable when on display for consumers.

- Needs a new easy durable packaging that doesn't break easily.

3. Lego Box Packaging + Lego Packets

- Legos blocks are primarily separated by # in the instructions. I noted them down because I wish the legos would be easily separated in w/ their family lego. That way I don't have the issue of not being able to

- In addition, the plastic bags are impractical when working on larger lego sets. I tend to have to use clips to secure my bags so they don't spill.

- Logitech packaging / electronic packaging
↳ Logitech is actually getting better + revamping their product packaging portfolio.
- HP?

- Cereal Box bags

- Problem: Bags can be hard to open and seal properly.

- Use a zip-lock type of closure for the Bag to avoid this

- Nike/Shoe Packaging

- New shoe packaging to modernize the shoe industry and get rid of extensive cardboard box use.

- Instead, try new and improved Nike/Shoe Bags that are innovative and reusable when purchasing new shoes

Old Box

New!

Nike symbol handle?

normy handle

Shoes inside of Bag

Nike symbol clip

reusable

environment friendly

no barcodes on bag they would be on the shoe!

example: find +

bags are hung by size + style / or just a couple samples of one shoe and ask employee for another size.

Minimal Packaging

Sketches

Packaging P4:

Nike (or another running shoe brand)



Why Bags?

Personal story:

-I ran Track and field in high school & my spike bags (Nike, etc) would easily hold my spikes while racing. I would use this bag to hold my tennis ball markers for long jump, tennis shoes, water, etc.

-I think a bag would create more value for Nike & users can re-use them for sports, personal, etc.

-Some people even use lululemon bags as lunch boxes!

-The bag would have a durable handle to carry easily & minimalistic branding.

-Barcodes would be directly on the bag & security
Shoes. Bags could either be used to hold/display in stores or can be used

1. Pre- or Post ideation

-excessive plastic packaging



-Too much plastic

-not reusable & accessible for all users.



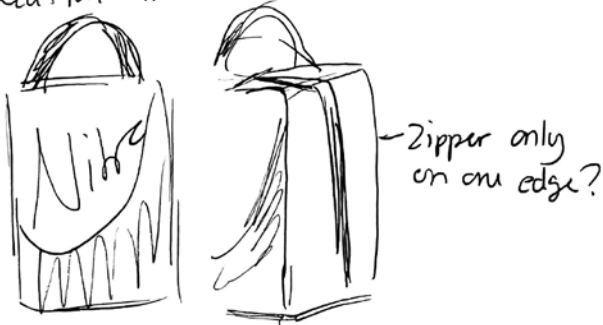
Display of sizes for marketing
nails of all sizes jumbled in one container
additional product needs added w/ nails.

-Impractical.

Ideation for this:



Ideation 4.



Minimal Packaging

Sketches

upon checkout.

This packaging would enhance customer experience.

- would need to be somewhat water resistant to avoid damage.

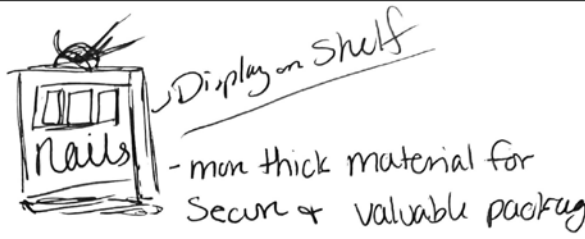
Some Downsides:

- Shoe Nike collectors may not like the new bag because of their need to re-sell shoes without damage.

↳ Although it would be easy for them to carry.

- It

- This idea would be targeting for the common everyday customer.



- easy to reuse w/ no issues.

- recyclable

↳ need to figure what the clear part will be.

↳ maybe plastic but that is easily recyclable.



Can attach ~~attach~~ by folds

Magnetic plus sticker?

Sticker?

- Clear view of nail style reduces plastic w/ foldable packaging

- individual Pockets for nails
- long pocket for tools

- find ways to close without easy theft.

Nike exploration:



Colors

- Gray/off-gray/white

- Black lining on bag, handle (black).

- logo mark (black)

- Can change colors for different shoes

- Bring in classic orange used on boxes for minimal elements, ex: zipper

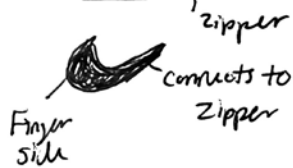
- This idea then makes the bag structural & reusable. The divider insert is stationary but maybe could be detachable?

Minimal Packaging

Sketches

can be easily / more structural for customers and Resellers.

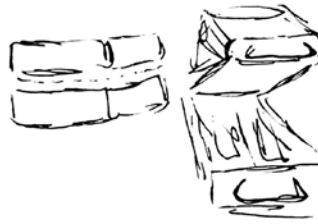
- Gives the consumer a custom bag instead of a Box.



! This could be diff colors

What is important about the display of Nike shoes?

- Accessibility
- easy display functionality (for consumers, users, sellers, etc.)



- Similar Box like display - same Bag idea but zipper is moved to around the in seam of the handles.
- is reusable

Packaging Design Final Project 4:

Nike bag.

Material research used:

reference - lululemon bags

- durable
- reusable
- Creates Buyer Retention

materials their bag is made up of:

- Polypropylene - primary material
- Plastic based known for durability & sustainability.

- some other materials:

- nylon
- Polyester } offers water resistance making the bag suitable for active lifestyles.

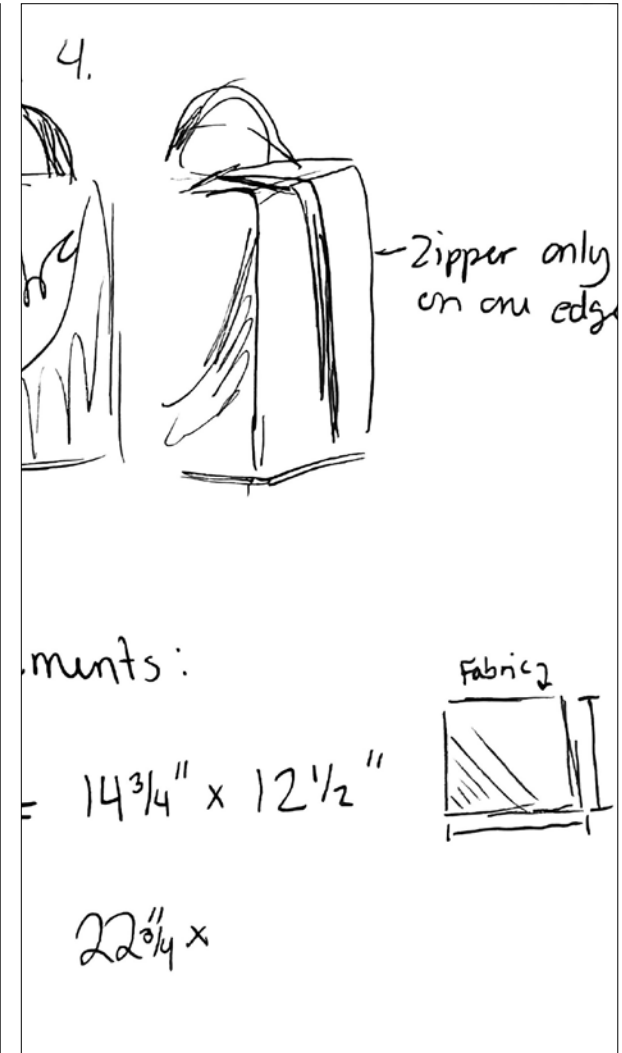
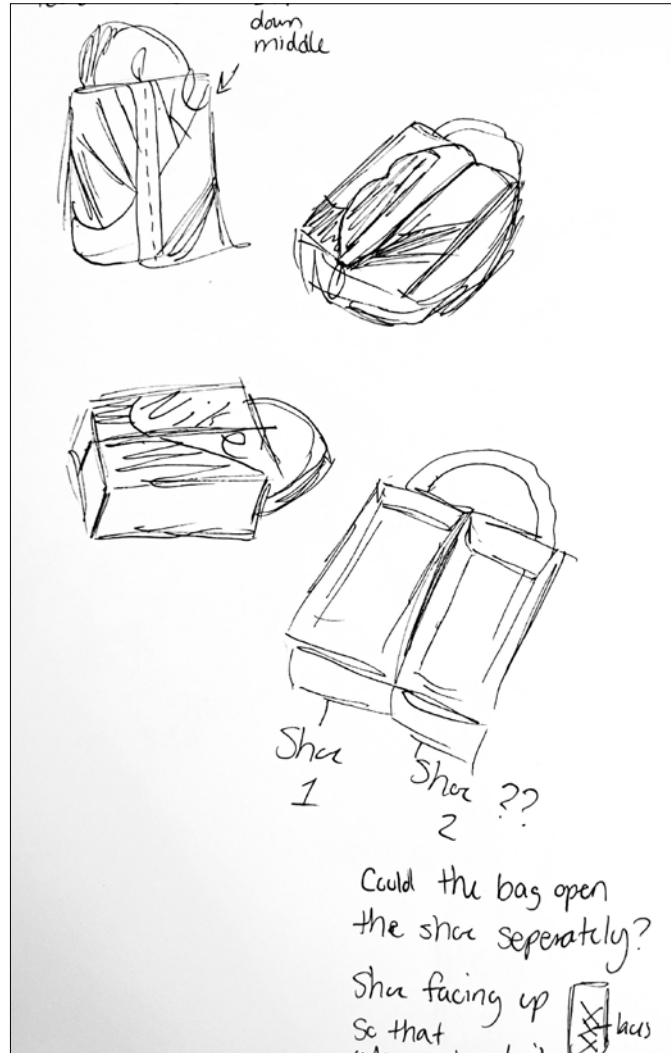
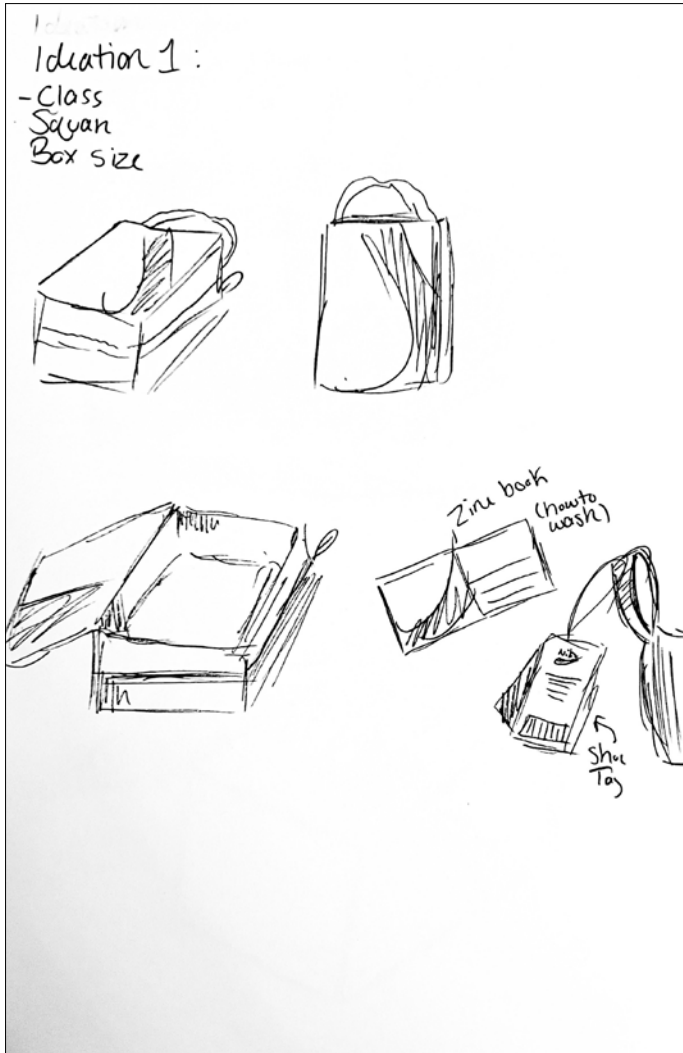
lululemon also uses recyclable materials in some of their Bags.

Other waterproof materials:

- Silicone - provides complete waterproof
- PVC - plastic that is waterproof & is reusable.

Minimal Packaging

Sketches



FUTURA BOLD

Aa

abcdefghijklmnopqrstuvxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

FUTURA BOLD OBLIQUE

Aa

abcdefghijklmnopqrstuvxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ



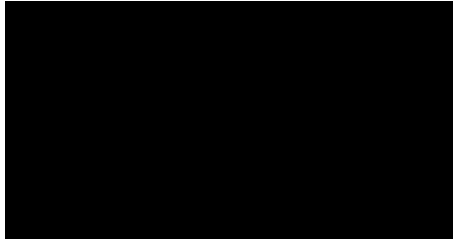
TYPOGRAPHY:

For typography, Nike's brand uses Futura bold and bold oblique. This typography showcases the clean and sleek brand identity that Nike strives for.

Minimal Packaging

Color Palette

PRIMARY COLORS:



BACKGROUND COLOR

C: 0 M: 0 Y: 0 K: 100

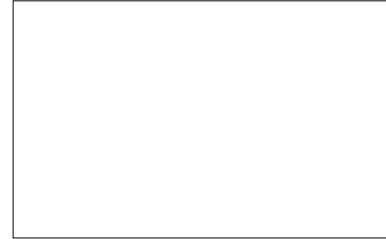
HEX CODE: #000000



BACKGROUND COLOR

C: 9 M: 6 Y: 7 K: 0

HEX CODE: #E5E5E5



BACKGROUND COLOR

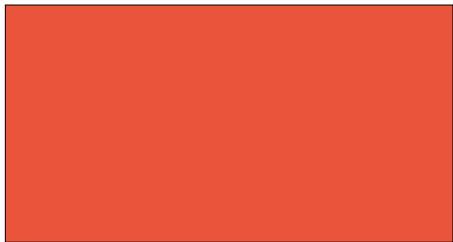
C: 0 M: 0 Y: 0 K: 0

HEX CODE: #FFFFFF

COLOR PALETTE:

For this project, I will be following Nike's branding color palette. Nike's brand consists of 3 main primary colors (black, white, and light grey) and one main secondary color (orange). There are also additional Nike brand colors but they will not be included in this project.

SECONDARY COLORS:



BACKGROUND COLOR

C: 3 M: 82 Y: 83 K: 0

HEX CODE: #E9543B

LOGO:



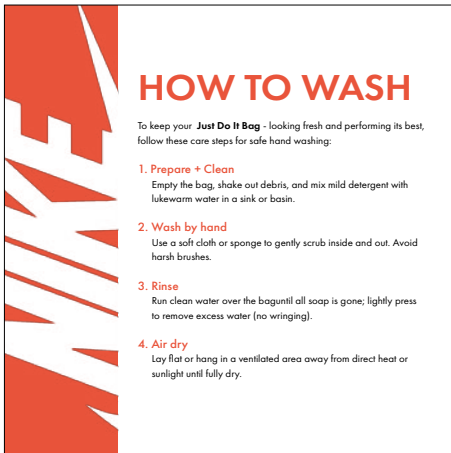
LOGO USAGE:

For this project, the Nike logo and symbol will be used throughout the minimal packaging design. For example, this will be used on the new shoe bag/box, tags for the shoe (and possible security tags), and any other additional info.

Minimal Packaging

Roughs

ZINE BOOKLET



ZINE BOOKLET:

In addition to the packaging for the Nike Just Do It Bag, there is also a zine booklet that gives consumers information on how to wash the bag and an introduction of the product.

PRODUCT DIMENSIONS:

The structure of this zine booklet is 4x4 inches. The square size allows the booklet to be easily placed in the bag after purchase of shoes.

Minimal Packaging

Roughs

PRICE TAG COVER



PRICE TAG:

Another printed material that will be used with the bag is the price tag. This tag would be attached to the bag. The \$25.00 is if the bag is purchased separately than the shoes. Otherwise the shoes will have their own price tag on the shoes.

PRODUCT DIMENSIONS:

The dimensions for the price tag is 2x4 inches. This size of a tag allows information to be properly displayed.

PRICE TAG INSIDE



Minimal Packaging

Roughs

BAG PACKAGING



BAG PACKAGING:

For the bag, I will be representing the large Nike logo on top of the existing Nike shoe box. So, these roughs are a series of logo colors I designed and am considering for the final bag design.

PRODUCT DIMENSIONS:

The dimensions for the bag is 12.5 X 7 inches as the cover with the zipper.

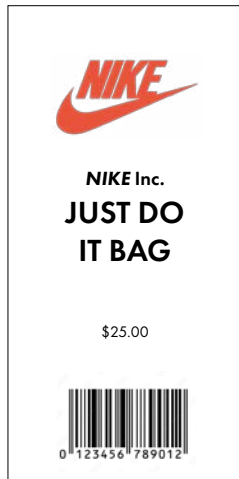
Minimal Packaging

Refinement

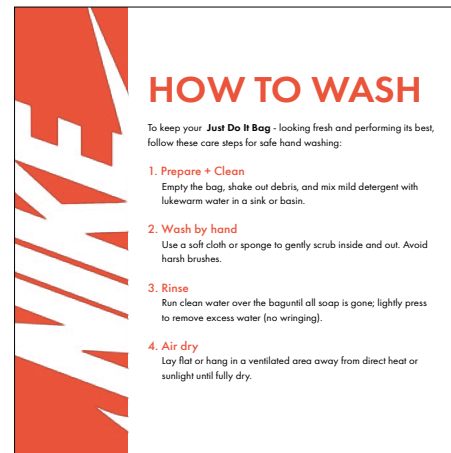
POSSIBLE COLOR COMBINATIONS:



BAG BRANDING



TAG



ZINE



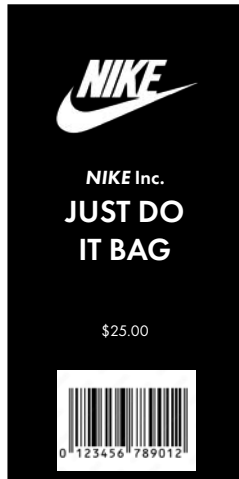
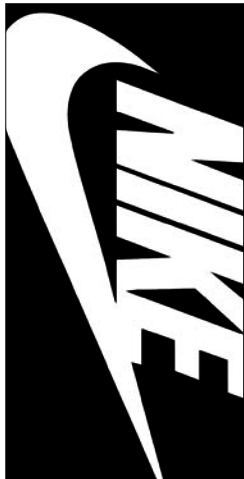
Minimal Packaging

Refinement

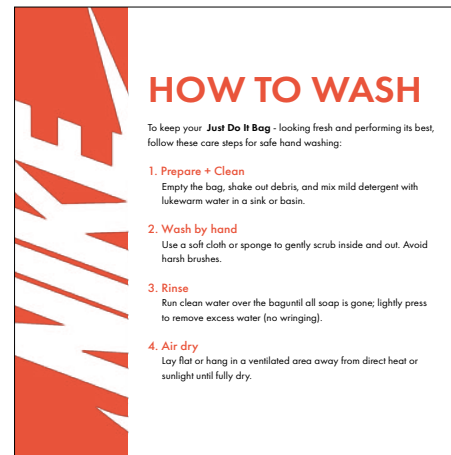
POSSIBLE COLOR COMBINATIONS:



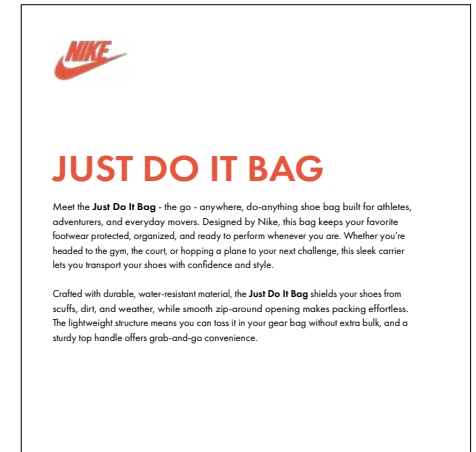
BAG BRANDING



TAG



ZINE



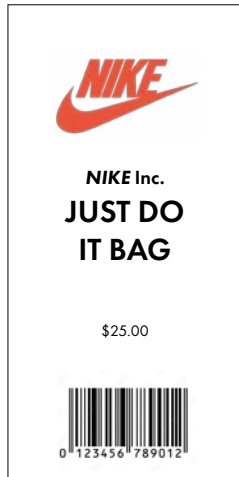
Minimal Packaging

Refinement

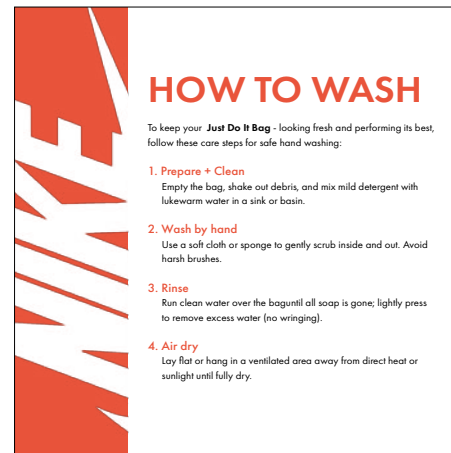
POSSIBLE COLOR COMBINATIONS:



BAG BRANDING



TAG



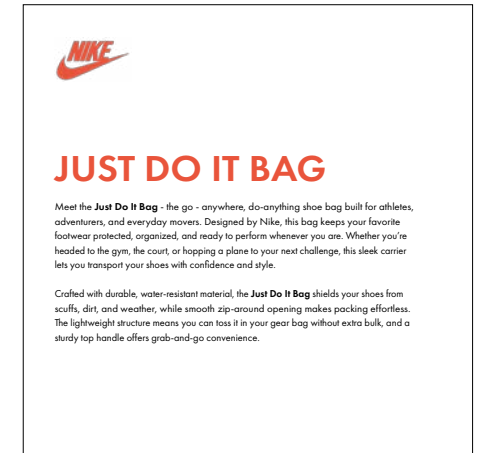
ZINE



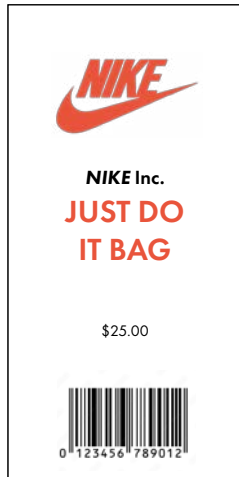
Minimal Packaging

Refinement

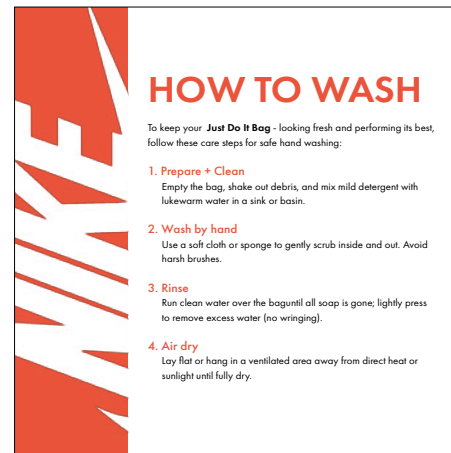
POSSIBLE COLOR COMBINATIONS:



BAG BRANDING



TAG



ZINE



FINAL LAYOUTS

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03

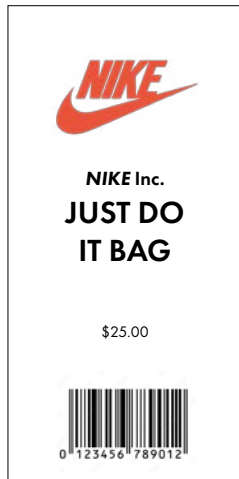
Minimal Packaging

Design Layouts

DESIGN LAYOUT:



BAG BRANDING



TAG



ZINE



FINAL MOCKUPS

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04

Minimal Packaging

Design Mockups



Minimal Packaging

Design Mockups



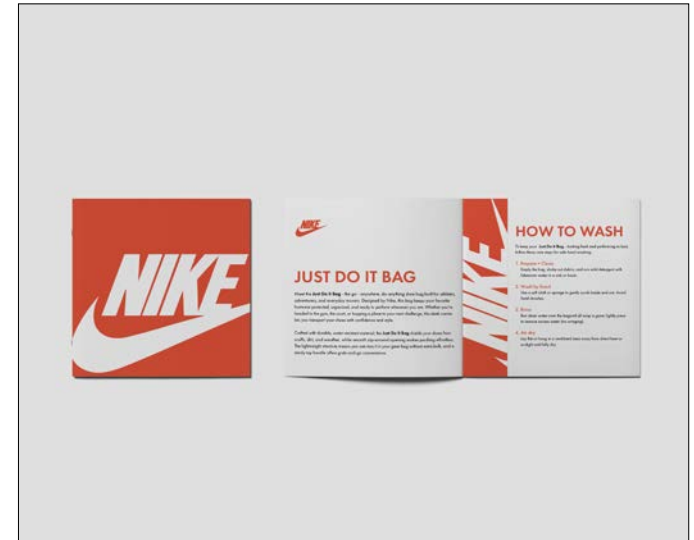
Minimal Packaging

Design Mockups



Minimal Packaging

Design Mockups



PRIA

THANK YOU!

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[@priametcalf.designs](https://www.instagram.com/priametcalf.designs)