

Brazos Branding

June 2015

This document contains an overview of the design process utilized to create a new branding for Brazos Hardwood Designs.



THINPIGMEDIA

Research Industry logos

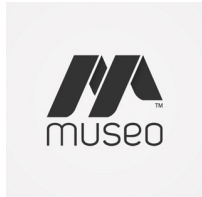


Industry logo trends:

Utilize patterns, interlocking pieces, and color to reference the product

The rhombus shape is utilized often

Many have type below an image



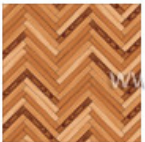
inlaid parquet



overlay flooring



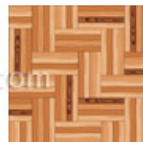
strip flooring with alternate joints



herringbone parquet



herringbone pattern



basket weave pattern



Arenberg parquet

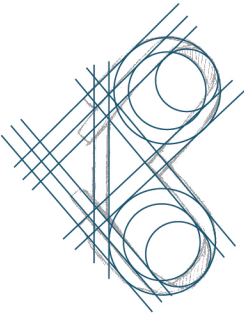
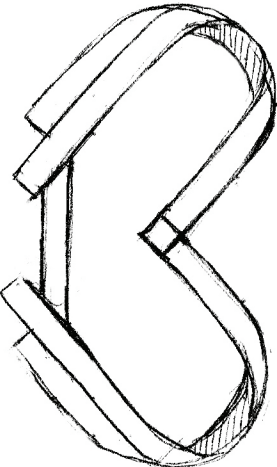


Chantilly parquet

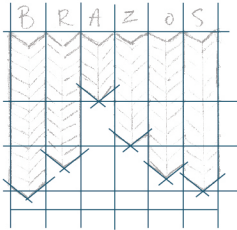
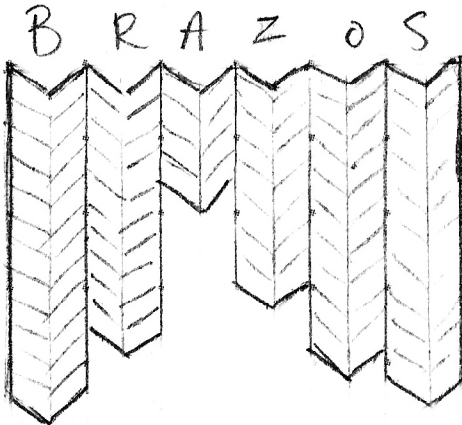


Versailles parquet





Wooden Monogram



Herringbone

Wooden Monogram

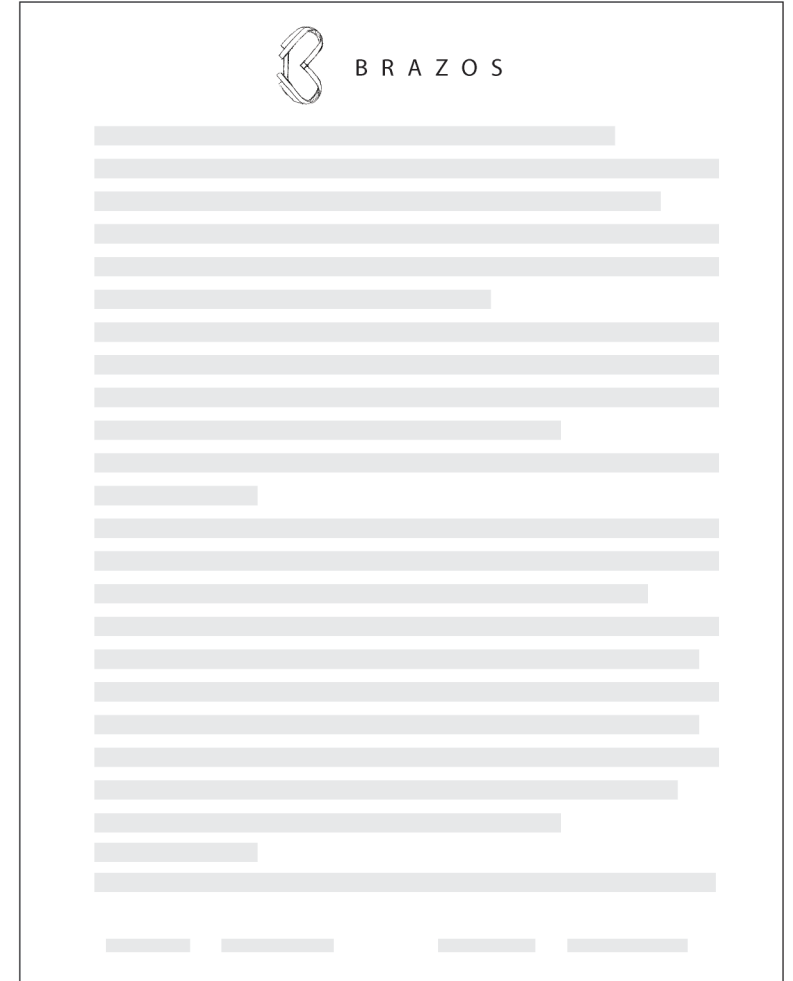
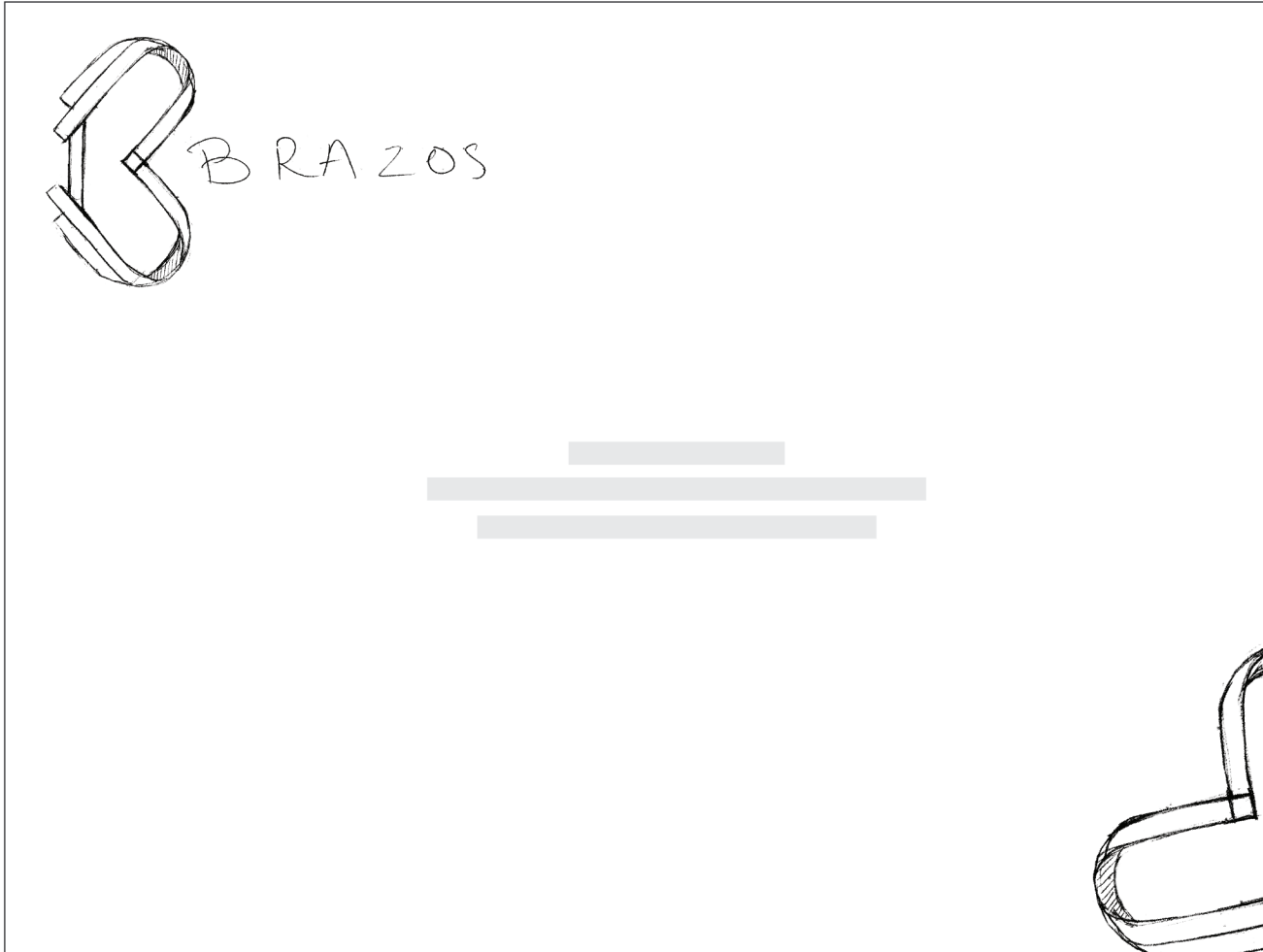
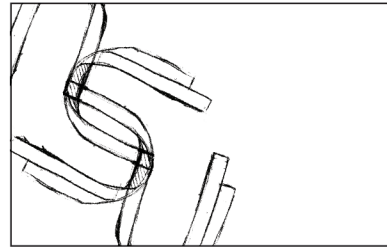
Sense of depth

Precision and finesse

Mix of straight and curved lines allow for the use of both in collateral assets

Intricacy of the monogram provides a sense of high end quality

Unique shape



Herringbone

Direct link to wood floor designs

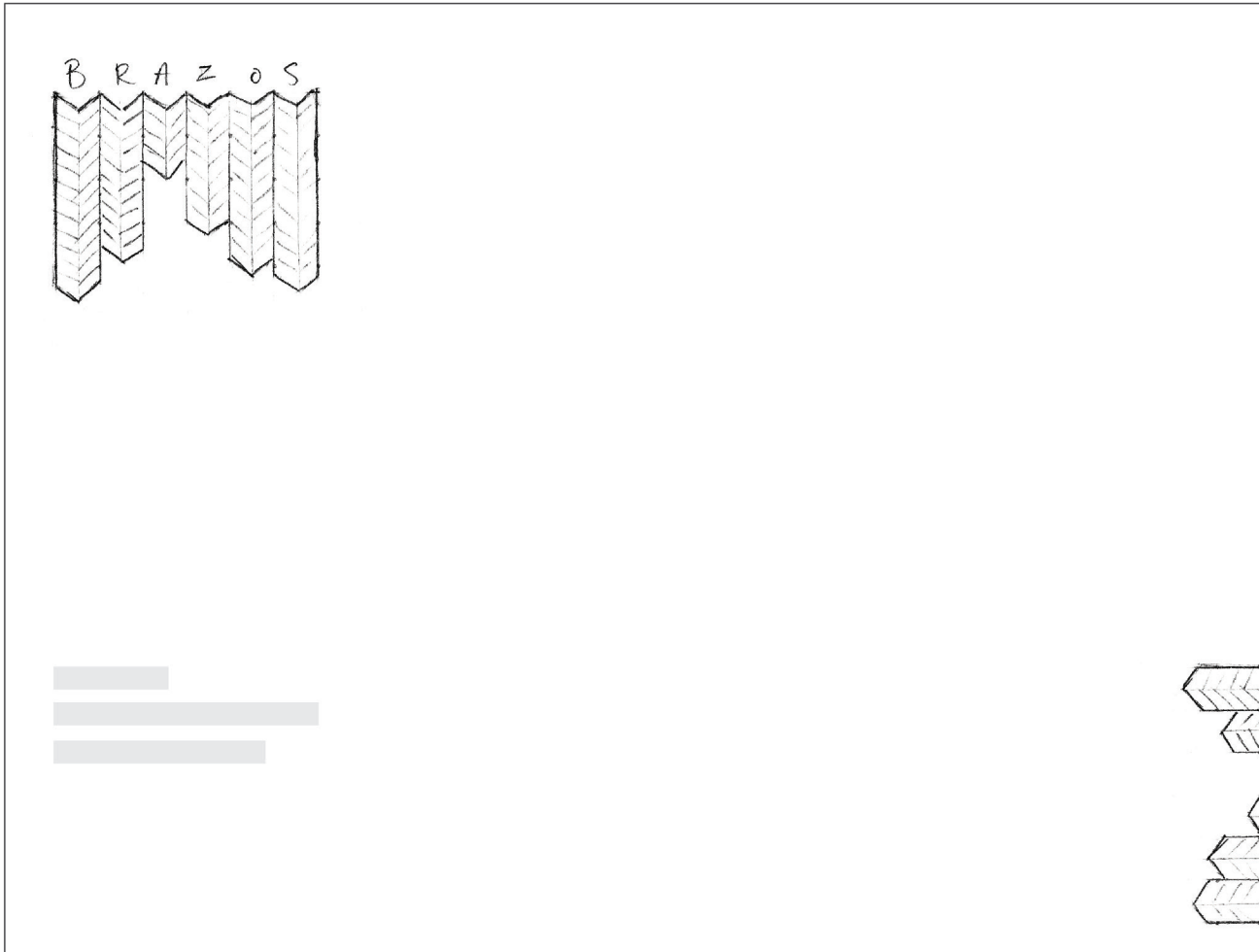
Allows for unique shapes to be utilized

Omni-directional

Creates grid for other elements to follow

Small chevron accents could be utilized

Strong sense of direction



Logo Variations

These are slightly refined digital version of the logo with gray-scale coloring to show how the logo might be colored. Added a second diamond to create unity and symmetry.

Option 1A:

Shorter length of the angled lines creates a more curved, B shape. Addition of the diamond allows for more interesting shapes to play with.

Option 1B:

Connection of the two lines create depth and intricacy. Less resembles a letter B and more a heart or abstract design.

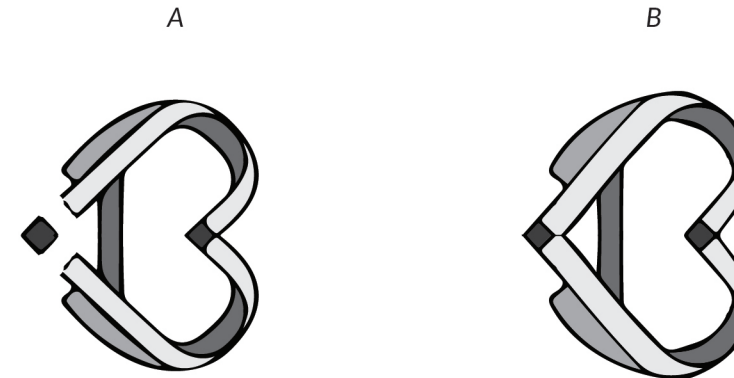
Option 2A:

Moving the stem of the B inward for more room and angles to use for brand elements and complexity.

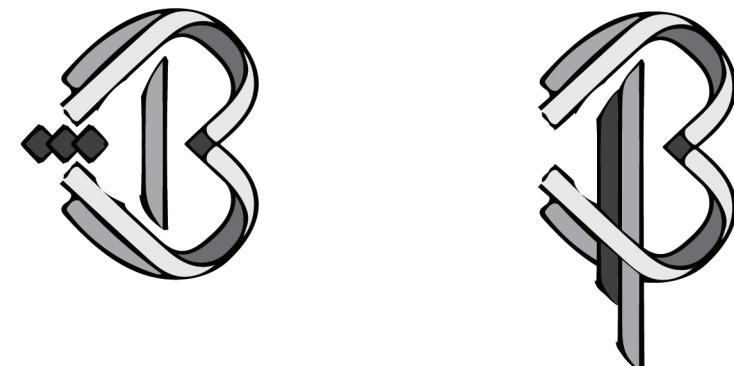
Option 2B:

Using two stems and playing with more depth creates even more intricacy in the logo. This creates a sense of action by emphasizing the vertical direction that had previously downplayed in the other options.

Option 1:

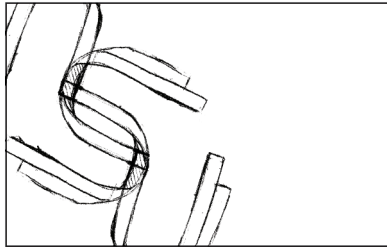


Option 2:



Logo Patterns

In the original branding options, the business card back had a pattern created from positioning the logo in a different array of angles. The geometry of this logo allows for the creation of a large array of shapes, patterns and designs. The 4 on the right are just a couple of the possible patterns created from the 4 logo variations on the previous page. Each logo creates a slightly different pattern.

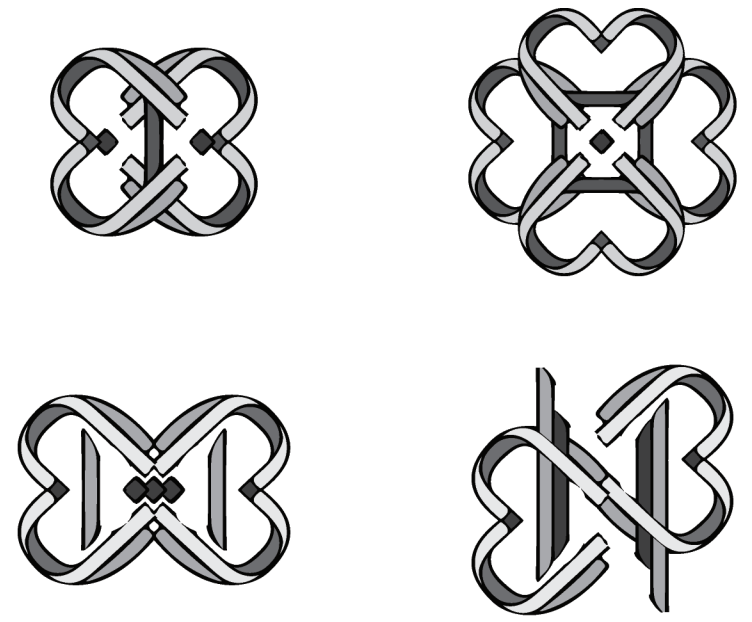
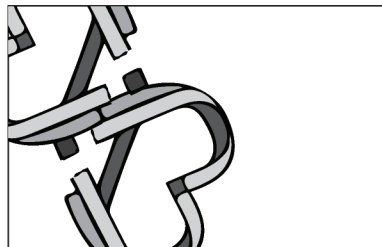
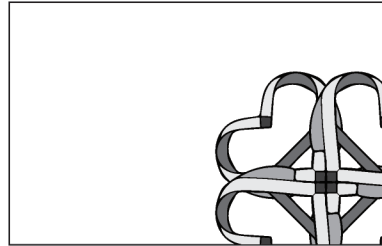
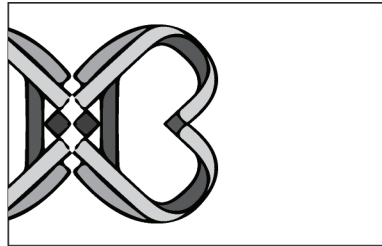


Original business card idea

These patterns help give the idea that Brazos can create complicated and intricate designs in a variety of shapes and sizes.

These patterns would be used as brand elements, not the logo itself.

E.g. on the back of the business card



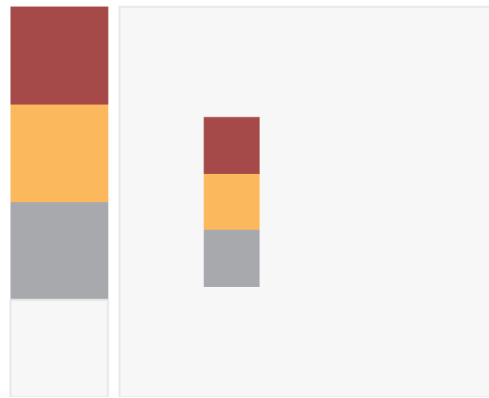
Color Palette Options

These are 2 options for the color palette for the Brazos branding.

Each palette has the main colors on the left and a very basic idea of how the colors might be utilized. The colors are organized in descending order of importance and usage, with the main color being on top.

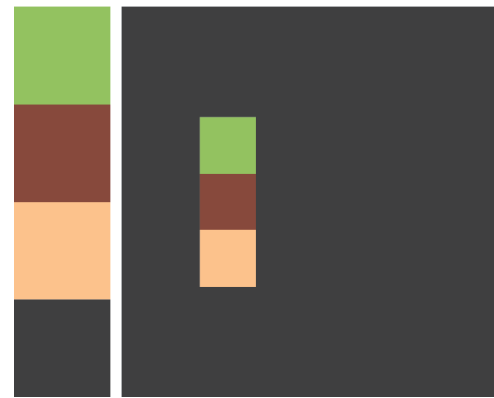
Option 1:

This is a light palette focusing on the red-brown from the mesquite wood colors. That color mixed with the gold is a very rich color combination that is also reminiscent of royalty/expensive items. The lightness of the gray and white also lend a sense of open airy environments which many of the Woodwright/Brazos areas are.



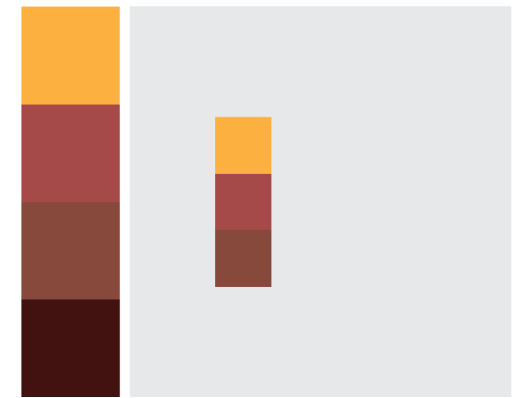
Option 2:

This is a dark palette focusing on the green to connect with both trees and the environmental sustainability of the mesquite project. The second color is a red-brown that is similar to the color of mesquite woods. Many high-end companies utilize high contrast palettes, so the bright green with the dark grey would help to get across a more sophisticated feel.



Option 3:

This is a medium palette focusing on the gold and mesquite combination in option 2 but reversed. This palette would use darker greys to highlight the richness of both the gold and the mesquite. More shades of the mesquite colors would be utilized to link that part of the company more to the branding.



Typeface Options

Mission Gothic - thin	<i>Mission Gothic - regular</i>
<i>Mission Gothic - thin italic</i>	Mission Gothic - bold
Mission Gothic - light	<i>Mission Gothic - bold</i>
<i>Mission Gothic - light italic</i>	Mission Gothic - bold
Mission Gothic - regular	<i>Mission Gothic - bold</i>

Calluna - light	Calluna - bold
Calluna - regular	<i>Calluna - bold italic</i>
<i>Calluna - italic</i>	
Calluna - semibold	
<i>Calluna - semibold italic</i>	

Both Mission Gothic and Calluna would be great for the Brazos brand typeface. Each has a variety of weights to choose from. They are also both able to present a high-end feeling when utilized with large spacing and are both very legible.

Option 1:

Mission Gothic

Utilizing the many weights of Mission Gothic on its own allows for variation and distinction while only using one typeface.

B r a z o s

Hardwood Designs

Option 2:

Calluna & Mission Gothic

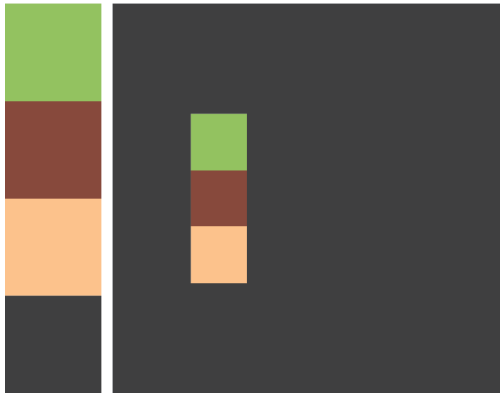
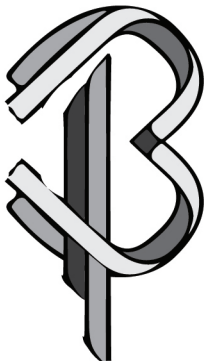
Using Calluna and Mission Gothic together allows for more versatility and a greater distinction between two pieces of information. Calluna would be used for titles, not for body text.

B r a z o s

Hardwood Designs



Client Selections



B r a z o s
Hardwood Designs

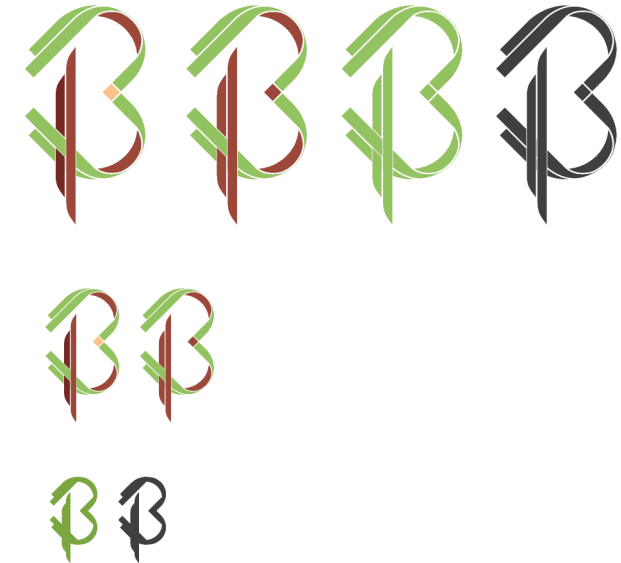
Refined Logo

The logo was refined from the initial idea and sketches to create a finalized logo with all the correct curves and angles.

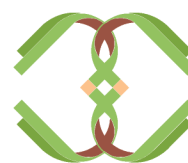
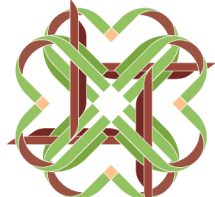
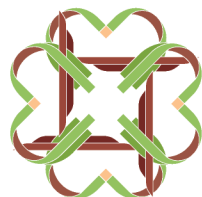
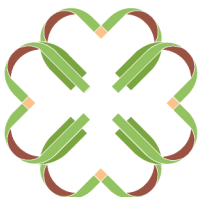
The right group of logos shows how the logo can be utilized in many different amounts of colors to accommodate for a variety of usage in the future. Whenever possible the full 5 color logo should be utilized, but if colors are restricted they should appear as such.

At small sizes, the space in-between the pieces of the logo is removed to make it look more cohesive.

The next page has the refined patterns that can be created from the whole logo, or parts of the logo. They will be used as accent



Brand Elements Patterns



UPDATES

We have made a change to the final selection of the typeface for the secondary typeface. The original was Mission Gothic, which is a great typeface, but due to the license cost, we have decided to go with a similar typeface named Ronnia. The Ronnia Condensed family comes in a larger variety of weights than Mission Gothic which will allow for a greater variety of uses in the future.

Mission Gothic

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 1234567890!@#%&*()?,.';:

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 1234567890!@#%&*()?,.';:

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 1234567890!@#%&*()?,.';:

**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 1234567890!@#%&*()?,.';:**

**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 1234567890!@#%&*()?,.';:**

Ronnia Condensed

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 1234567890!@#%&*()?,.';:

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 1234567890!@#%&*()?,.';:

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 1234567890!@#%&*()?,.';:

**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 1234567890!@#%&*()?,.';:**

**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 1234567890!@#%&*()?,.';:**

**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 1234567890!@#%&*()?,.';:**

**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 1234567890!@#%&*()?,.';:**

Brand Collateral Business Cards

The business card will be 2 sided full color prints that are very simplistic but very impactful.

Utilizing 1 pattern from the branding in different ways on the business card shows a cohesion between the front and back of the card.

The front is focused on brand impression. Very spacious and simple, while being elegant and complex with the pattern flowing into the logo.

The back draws attention to the person's name, and has all the information all together.

Front



Back



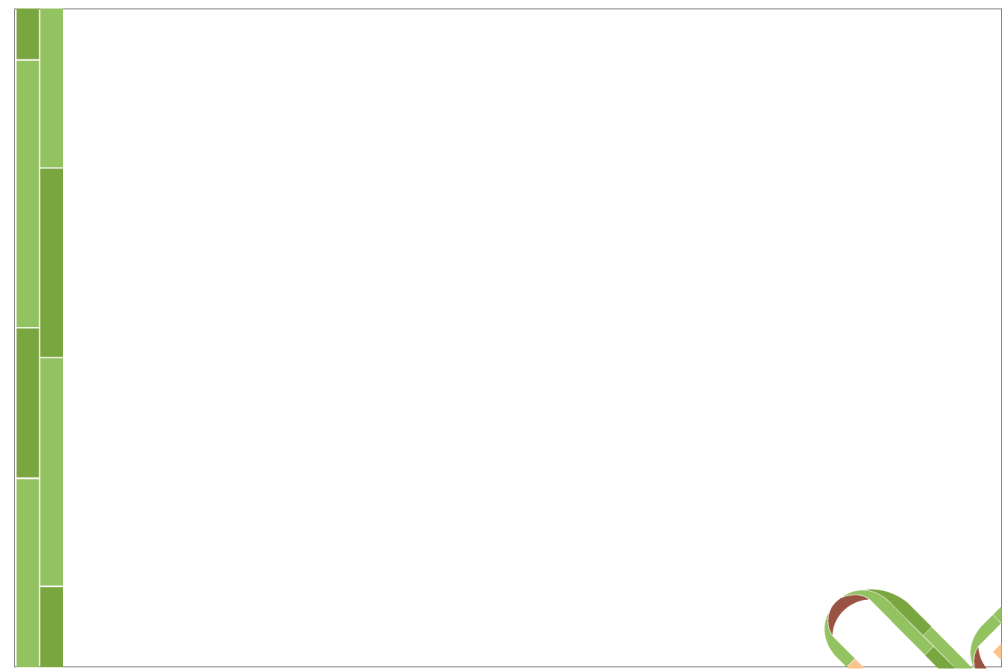
Brand Collateral Post Card/Thank you

The thank you cards will be post card style, meaning it won't fold over, it will just be a 2 sided print with space on the back to write a personalized message.

Front




Back



These are the two letterhead/word templates for the Brazos brand. The standard template will be for every day use, where as the full bleed design would be utilized for special occasion documents intended to impress and look special.

Using Calluna for titles in the dark green contrasting with dark gray Mission Gothic for the body text creates a visual hierarchy that is easily discernible and legible.

Standard



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Full Bleed



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