

Process Book

Sophia Fugate • Corporate ID



Mark Comparisons

Mark Comparisons

Corporate Identity: Good vs Bad

PROFESSIONAL



Huntington Bank's logo is simple but interesting in how the H is presented.

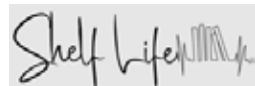


Transworld Business Advisors is located in Canton and Cleveland. Their logo's aesthetic is outdated and the placement of the secondary text feels unintentional. Everything is a bit tightly packed as well.

RETAIL



Target's logo is simple and memorable. The silhouette is versatile.



Shelf Life in Akron sells books for \$1 each and usually sources books from donations or sales. The logo is monotonous in its line weight and has a lot of ascending and descending lines, making it a bit illegible. There is a disconnect between the word 'Shelf Life' and the book graphic. The readability from a distance is a challenge.

SERVICE



The Underground London logo is bold and feels like a sign, referring back to its purpose.



The Civic Theatre in Akron presents musics, concerts, and recitals in its historic theatre. The logo uses two main typefaces that do not complement each other. It feels like different assets were cut and pasted into this logo making it look disconnected.

NON-PROFIT



Red Cross logo is memorable and simple.



Pay it Forward for Pets is a non-profit animal shelter in Akron. It has a friendly and fun logo but the aesthetics are outdated. The logo's silhouette is also not very intentional. The 'pay... for pets' also creates a diagonal line.

MANUFACTURING

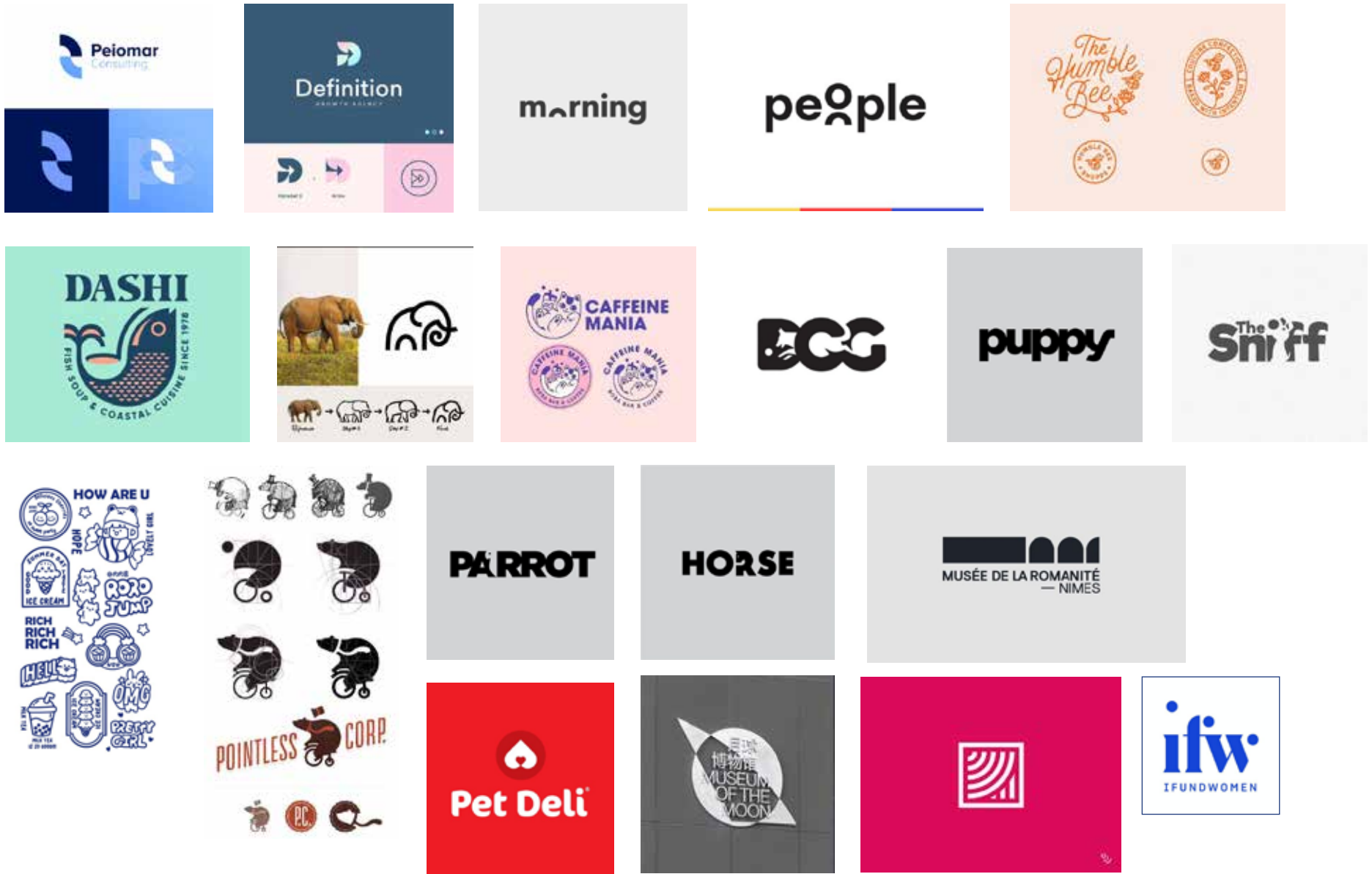


Xometry's logo is friendly and feels professional.



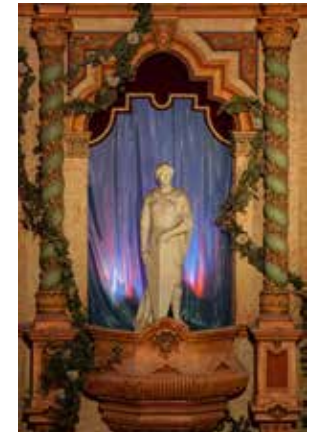
Proto Machine & MFG is a turning and milling manufacturer in Kent, Ohio. The logo has outdated aesthetics and the logo and word mark's placement makes a weird silhouette for the whole logo.

Moodboard

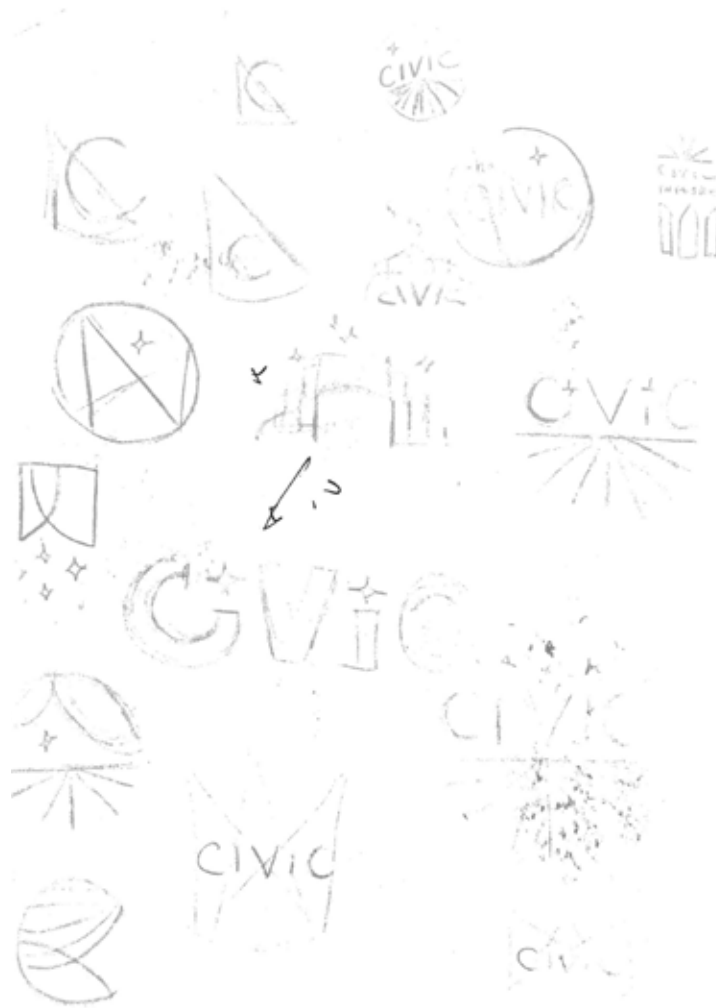


Research: The Civic Theatre

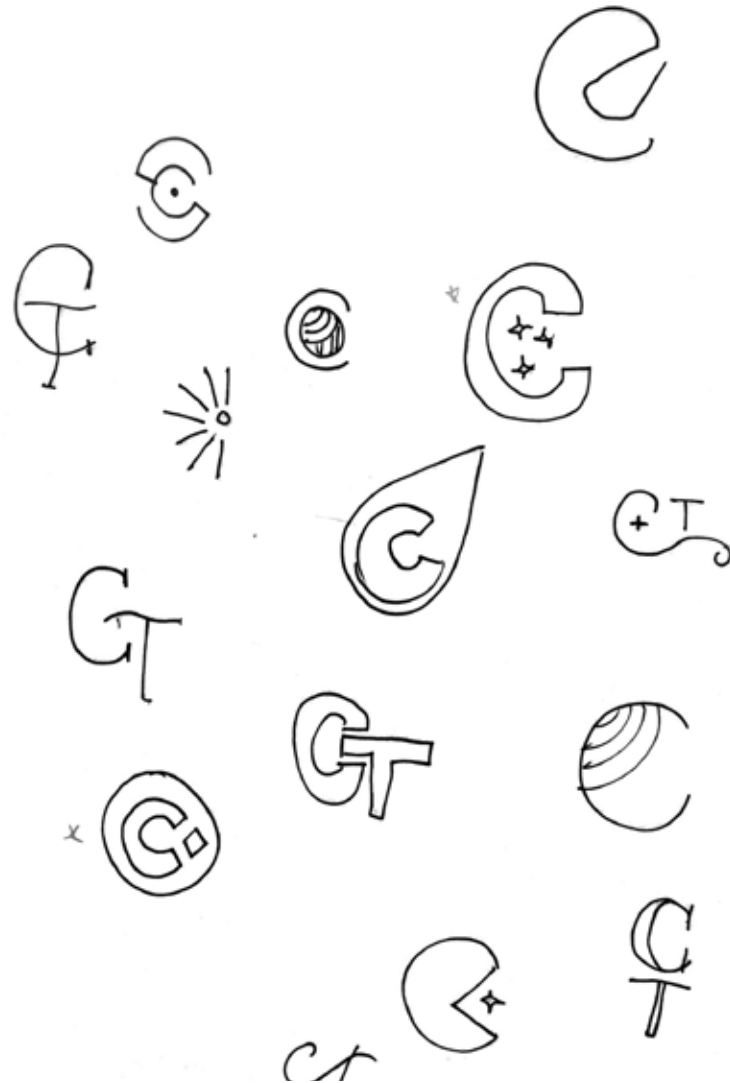
Founded in 1929, the Civic theatre in Akron Ohio is a local landmark. Unassuming on the outside, but within holds an extravagant theater space with mock night sky ceiling, and is inspired by a Moorish castle featuring Mediterranean decor. "The Civic is one of only five remaining atmospheric theaters in the country where patrons experience a twinkling star-lit sky and intermittent clouds moving across the horizon, all while sitting inside the auditorium" (akroncivic.com).



Sketches

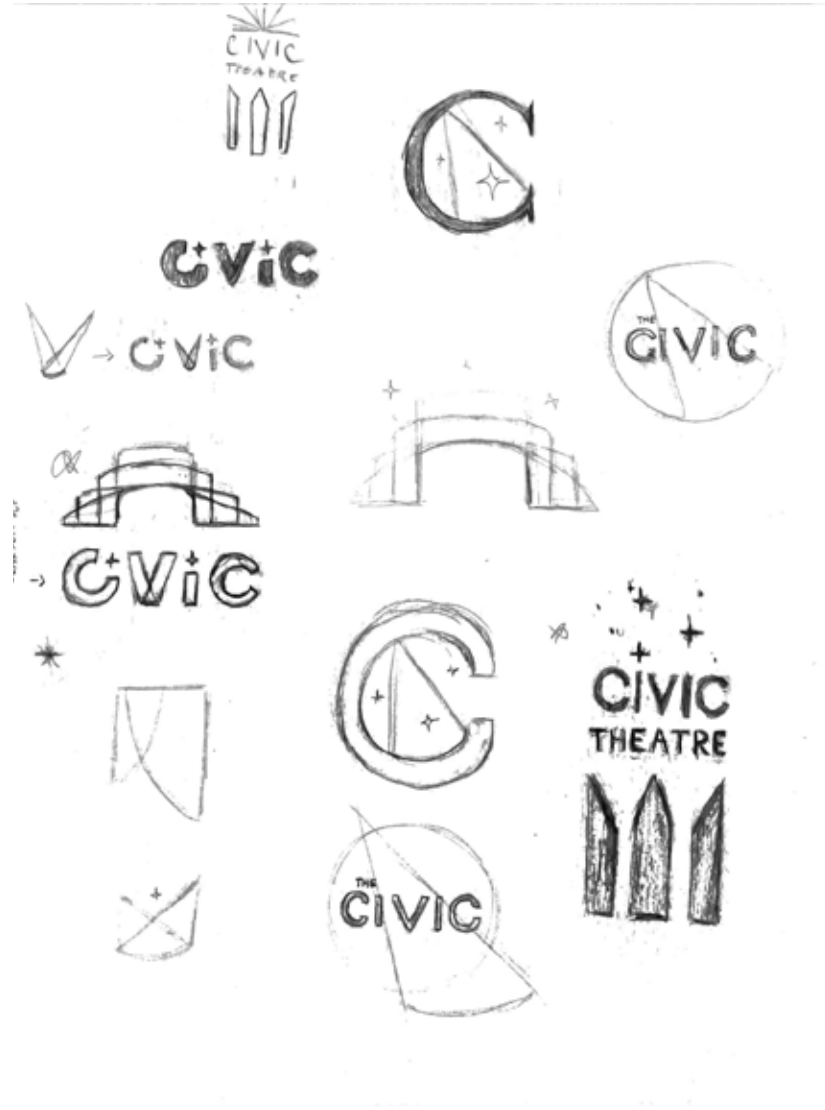


Sketches

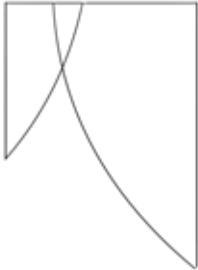


CiViC

Sketches



Final Logos



Color and Final Logo

The Akron Civic Theatre

Sophia Fugate

Primary Logo



Logo Mark



Full Color Logo



Secondary Logos



Midnight Sky

Pantone 19-3952 TCX
 HEX #203C7F
 CMYK C75 M53 Y0 K50
 RGB R35 G62 B126

