Research Problem Statement:

Creating well rounded, impactful branding for a new pottery shop.

Communication Objective:

The communication objective is to draw customers into the store to make their own or buy pottery through the use of strong visuals.

Visual Solution:

Created visual branding including logo, business card, letterhead, envelope, packaging, and brand guidelines book. In addition, exterior and interior graphics were created to continue the visuals of the brand into the store.

How it was Produced:

First the market for pottery places was researched along with competitors and the potential audience. Next research was conducted on the history of the making of pottery along with the terminology used in the industry. This in turn was used to create the name of the pottery shop “Bisque in the Sun”. Next the logo went through 100 plus sketch variations before boiling down to a final three rough drafts before the final was chosen. After the official logo was chosen a secondary logo along with additional elements such as the pottery piece icons and herringbone line that were used to create patterns. Once these elements were created the primary and secondary brand colors were picked and business card, letterhead, and envelope were created. After the initial brand elements were finalized they were used to create packaging designs including bags, wrapping paper, stickers, and postcards. The final step in the brand creation was taking the design into a physical space for the exterior and interior of the store. To make sure all branding elements stayed in line in the future a brand guidelines book was created.

Each element of this branding campaign was created in Adobe Illustrator, InDesign, and Photoshop. The main ideation was written and sketched out to help shift through all the bad ideas to get to the final one.