

## **Research Week Abstract**

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**Title** – Highland Creamery Brand Identity

**Program of Study** – Graphic Design

**Presentation Type** – **Choose one of the following:** Juried Art

**Subtype:** Graphic Design

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**Abstract example:** The Highland Creamery Brand Identity was created for a fictitious Ice cream store. This project was an exercise in logo design, identity package design, and product design in an effort to build upon my graphic design skills and expand my portfolio. My goal with this project was to create a fun, unique, and professional brand identity using the elements of design. The logo design and company name were inspired by my family’s herd of Scottish Highland Cows (aka. Highland Coos), a very docile breed of cows with long horns, long fluffy fur, and super creamy and delicious milk. As part of my research, I looked at the brand identities of existing ice cream businesses. I also researched logo design for style inspiration. One of my goals in researching existing ice cream businesses was to make sure that my idea was original. I did not want my logo to look like anyone else’s. The final logo combines an ice cream cone with a highland cow for a design that is both professional and playful. I kept the color palette simple, with just three colors: red, brown, and white. I included in the brand identity a logo, identity package, window decal, chalkboard menu, ice cream pint, a shopping bag, and sprinkle mix product. The logo was produced in Illustrator, and the product mock-ups were created in Photoshop.