

Title- Brand Campaign: The Bronze Rose

Program of study- Graphic Design

Presentation Type- Juried Art Exhibition

Subtype- Graphic Design

Mentor: Joseph Wright

Student Name- Rachel Rosenberger

Abstract- I was tasked with creating the branding for a coffee shop, ice cream shoppe, or burger joint that avoids cliches. This brand campaign was driven by the research of where is the most adequate location of a burger joint would be for the specific location. This could only be determined by narrowing the audience of this restaurant. Using the US Census, I compiled information about the demographic's age, media preferences, marital status, whether they have children, their education, social activities or hobbies, social causes, and where they live. I also researched which cities in the United States eat meat to help decide the location of the restaurant. This research guided the decisions that I made when designing the branding of the burger joint. From the information gathered from the US census, I determined that the restaurant would be most appropriate near the River Oaks, Texas area. Research concluded that this is a location where people eat a surplus of meat. River Oaks is an affluent area of Texas, where the clientele could afford an expensive night out. This guided the symbolism of the rose in the logo, as it communicates strength, maturity, and beauty, speaking to a feminine audience. Although this information was collected to create a fictitious company, a restaurant and brand could be created that caters to its female audience. The research informs others about the subliminal messaging in logos and how companies capitalize on this message to influence the habits and investments of individuals.

## The Manipulation from Cooperation through Branding

Creating a burger joint that stands out because of its unique audience. This burger joint is for the ladies. It is aimed towards giving women a free and stress free. This is a place for them to treat themselves to a special night with friends or their partners. Based on the name and the stress relieving properties of the feminine rose, rose extract is used to create beverages and desserts (Are Roses Edible?). This burger joint will be located near River Oaks, Texas. River Oaks is the most affluent part of Houston, so it is located where ideal customers live. The River Oaks Garden Club Forum is located nearby the location so that Garden Club members can come together to the burger joint. It is also located in Texas because still many people eat meet, rather than just vegan and vegetarian diets. This burger joint would operate primarily in the evenings and be open later into the night. Open from either 12am-10pm. The burger joint is a place for ladies' night out gatherings and date nights. The food is good quality and high end, so the household income is about \$65,000 (River Oaks). The customers that the burger joint is geared towards are 30–45-year-old women who are either housewives, or women who work high-paying jobs. This burger joint is set apart from others. It is not a quick, greasy, and rushed experience. The audience divulges from the usual burger joints, as it creates a luxurious experience for a female clientele. The brand personality that I built is luxurious, elegant, and classy. This burger joint aspires to serve high quality ice cream at a high cost.

To determine which designs were most successful, I asked focus group questions to determine which designs are most appealing to consumers. Due to the designs heavily relying on typography, a few participants thought that it was a flower shop rather than a burger joint. While legibility was good on all designs, some responded that logo 3 might be difficult to read, and viewers might be “confused by what the word in the middle is.” The rose in the middle stood out

to some people. Participants favored Logos 1 and 3. It was stated that those who liked logo 1 appreciated the use of the swash of the R as the stem of the rose. A participant also commented that the heavy line weight of logo 1 made it stand out compared to the others. Although only one person stated that logo 1 was their least favorite of all the designs, no one favored this logo.

The Bronze Rose meets the project criteria. It creates a consistent brand campaign for fictitious ice cream shoppe, coffee shop, or burger joint while steering clear of clichés. The colors, icons, typography, and patterns make a distinct brand for The Bronze Rose that is set apart from its competition. The unique selling point and branding make this brand campaign effective. Research guided the choices in typography, colors, and imagery, to effectively appeal to the target audience through elegance and beauty.

## Works Cited

“Are Roses Edible? 6 Culinary Uses for Roses - 2024.” MasterClass,

[www.masterclass.com/articles/are-roses-edible#](http://www.masterclass.com/articles/are-roses-edible#). Accessed 5 Feb. 2024.

River Oaks, Tarrant County, TX Demographics - POINT2,

[www.point2homes.com/US/Neighborhood/TX/Tarrant-County/River-Oaks-Demographics.html](http://www.point2homes.com/US/Neighborhood/TX/Tarrant-County/River-Oaks-Demographics.html). Accessed 5 Feb. 2024.

*The Story: ESV Bible*. Crossway, 2013.

# Brand Campaign 1

## Logos

Primary

THE  
BRONZE  
ROSE



THE  
BRONZE  
ROSE



Secondary

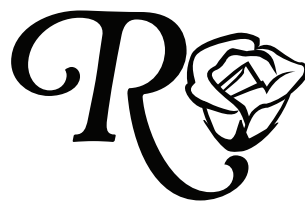
THE  
BRONZE  
ROSE



THE  
BRONZE  
ROSE



Lettermarks



## Typography

Display | *SantElia Script* - 25 pts.

Regular | *AaBbCcDdEeFfGg*

Subheadings | Basic Sans - 14 pts.

Bold | **AaBbCcDdEeFfGg**

Body Copy | Basic Sans - 11 pts.

Regular | AaBbCcDdEeFfGg

Italic | *AaBbCcDdEeFfGg*

Semibold | **AaBbCcDdEeFfGg**

Semibold Italic | ***AaBbCcDdEeFfGg***

## Icons



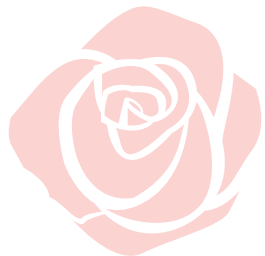
## Patterns



## Colors

Primary

Pink Ivory



CMYK: 0 20 10 0  
RGB: 252 212 210  
Hex: fcd4d2  
Pantone: 517 C

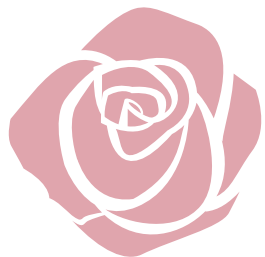
Accent

Blooming



CMYK: 60 80 60 70  
RGB: 51 24 34  
Hex: 331822  
Pantone: 532 C

Blushing



CMYK: 10 40 20 0  
RGB: 224 165 173  
Hex: e0a5ad  
Pantone: 230 C

Pink Velvet



CMYK: 45 90 50 30  
RGB: 118 45 75  
Hex: 752d4b  
Pantone: Black 6 C

Black Satin



CMYK: 70 65 65 70  
RGB: 38 37 36  
Hex: 262524  
Pantone: 7652 C

# Identity Package

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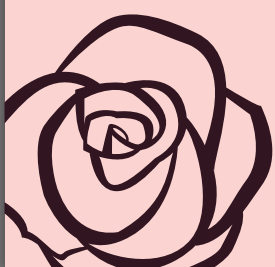
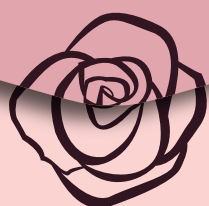
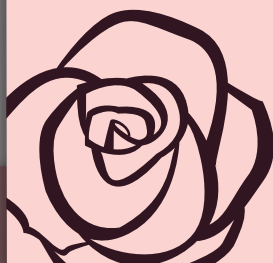
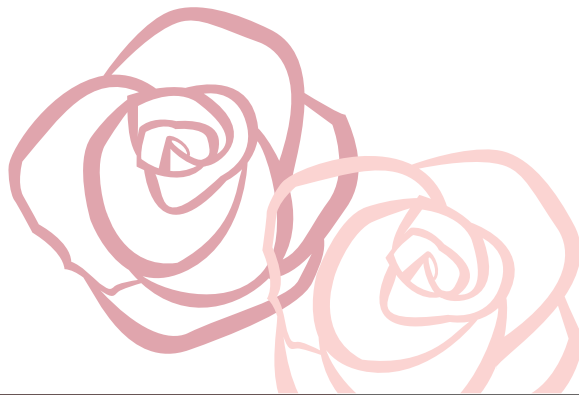
Susan Smith,

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Regards,

Owner  
Rachel Rosenberger  
Rachel Rosenberger



# Collateral

