

DESIGN IN THE DETAILS:  
BRAND CREATION AND EXHIBIT

THESIS

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by

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DESIGN IN THE DETAILS:  
BRAND CREATION AND EXHIBIT

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## **DEDICATION**

This thesis is dedicated to my supporting and loving wife, Deepika and son, Amir Malachi—who motivated me beyond belief; parents, Rasoul and Melissa—always pushing me when I need it most, sister, Marjon—providing continual competition; and friends who encouraged me through my education; Jeff Davis, Claudia Roeschmann and Angela Newell, for their shared knowledge and motivation; and my classmates and colleagues who've helped me succeed with their support and friendship.

## **ACKNOWLEDGEMENTS**

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## CHAPTER I

### INTRODUCTION

The purpose of this research was to create the brand and gallery exhibit featuring the associated products developed for *Design in the Details (DITD)*, a design apparel and novelty company based on typographic design. The primary focus was to define the brand attributes and brand identity for *DITD*, followed by the creation of the exhibition and the development of the initial retail product line.

#### Typographic Design

“Typography is the mechanical arrangement and organization of written words in such a way as to facilitate communication of the content” (Squire, 2006, p. 10).

Typographic design uses letterforms as a primary means of visual communication. The visual appearance of letters and numbers are used to generate a feel or communicate a message where no other illustration or photographic element is needed. The intent of *DITD* is to create an expanded appreciation for typographic design as a sole means to communicate a visual message.

*DITD* combined an affinity for typographic design and fashion to create a consumer product. In the hands of *DITD*, type comes to life, amplifying the meaning and viewers’ understanding of the written content. *DITD*’s intent was to create a casual product that is visually appealing to be marketed and sold to the type aficionado.



### Statement of the Problem

The intent of the research was to create a unique set of typographic based retail products, exhibition, and to capitalize on an opportunity to establish DITD in the consumer market for typographic based novelty items. The products were displayed, exhibited, and marketed to online customers worldwide. These products are sold solely online, directly to the consumer, through the company web site, [www.designinthedetails.com](http://www.designinthedetails.com). DITD will join the ranks of an ever-growing market of type-based retail products targeted to type aficionados. The DITD process and outcomes were documented throughout the illustration, which is included in this research (see pages 12-62).

### Brand and Brand Identity

A brand is not a logo, identity system, or product; it is a person's gut feeling about a product, service offering, or company (Neumeier, 2006, p. 149). Brand is what others are saying about the company, not what the company says about itself (Neumeier, 2006, p. 3). "The foundation of brand is trust. Customers trust your brand when their experiences consistently meet or beat their expectations" (Neumeier, 2006, p. 149). How a customer perceives a brand is essential to the success of the brand (Wheeler, 2006, p. 2). A brand is a customer experience. Branding is managing the consumer's feelings and seizing the opportunity to make them choose DITD's brand over a competing brand.

An identity is any visual element that implements the brand (Wheeler, 2006, p. 4). These elements draw an emotional connection to the customer. A company's identity is made up of several visual elements, which include a logo, letterhead, business card, signage, fliers, products, web site, packaging etc (Wheeler, 2006, p. 146). The identity

sets the visual tone for the brand, which enables consumers to easily identify the brand. Brand identity takes disparate elements and unifies them into whole systems (Wheeler, 2006, p. 4).

The DITD brand was built on creativity and passion for typographic design. DITD communicates creativity primarily through type and type design on printed products and apparel. DITD's product line is infinitely expandable using idioms, expressions, contemporary terminology, literary reference, and commonly used words and phrases from historical and modern sources. Excellence in typography is displayed in the detailed typesetting, glyph usage, and typographic reference exhibited on DITD's products.

#### Preliminary Design Research

The primary objective of the preliminary design research (PDR) was to help in the creation of visually appealing and relevant products. PDR informed the DITD designer as to what is currently available in the marketplace, specific to the area of typographic apparel. This research used established industry methods to gain insight about the audience (i.e. consumer) before creating a new identity. One such methodology, a competitor analysis (CA) evaluated the strengths and weaknesses of DITD's competitors (O'grady, 2006, p. 22). CA was conducted, identifying leading brands within the market. This analysis compared the Hamilton Type Museum, Typographyshop.com, and Johnny Cupcakes to establish what design trends are saturating the typographic design apparel market and to determine a niche for DITD. Unlike many of its competitors, DITD did not intend to sell typefaces as part of their product offering. Additionally, the CA informed

DITD of the plethora of typographic apparel and products that are currently on the market and the lack of a unified brand for these products.

#### Methods: SWOT and PPCO

Expanding on the PDR, DITD's research methods focused on the brand development, identity creation, and initial product development for the company.

Qualitative research, which deals with subjective content like word and image, was used in beginning stages of the design process (O'grady, 2006, p. 17). DITD hit on a number of words, phrases, and sayings specific to typography during wordlist development and initial idea generation. DITD applied colloquialisms, puns, and idioms from literary and contemporary culture to form unique typography related concepts.

A SWOT analysis is a tool used to evaluate the Strengths, Weaknesses, Opportunities, and Threats of a business, project, or idea (Kern, 2001, p. 3). A SWOT analysis can also be used on a competitor's business to identify the above listed attributes or shortcomings. DITD used the qualitative SWOT process to establish the key products and direction for the DITD retail line and to determine where DITD will fit into the design apparel market. The SWOT identified the following four key brand attributes for DITD: an expandable product line, simple design, detail oriented, and customer centered (See future research). DITD used the brand attributes as a basis for developing their competitive advantage over their competition.

PPCO stands for Plusses, Potentials, Concerns, and Overcoming concerns. The PPCO is a quantitative critical ideation tool that is used to elicit feedback on an idea or concept. The PPCO extracts relevant feedback relative to the idea; what future progress might result; uncovers apprehensions or fears; and possible ways to overcome these

concerns. A PPCO was conducted to help determine the feasibility of creating revenue with a design apparel and novelty company. The desired outcome of the PPCO established which products would be designed and produced to generate a positive revenue stream for DITD. The PPCO helped DITD gain insight on ways to overcome concerns of a failed financial investment, dissatisfied consumer base, and a product offering that was too broad and unfocused. DITD overcame these concerns by committing to remain a direct to consumer business, gain customer feedback through forums and polls, and to print limited editions in order to create product value. Both the SWOT and PPCO identified ways in which DITD could be differentiated within the typographic design market. The PPCO also helped compliment the brand attributes that were identified in the SWOT analysis.

## Results

### *Typography*

Typefaces were researched in order to identify and select one primary typeface for DITD to use for product designs. The Univers font family was chosen as DITD's primary typeface due to its legibility—clean strokes, simple letter and number forms, and its range of widths and weights (Wheeler, 2006, p. 133). Sans serif typefaces, such as Univers, are generally simpler in form and therefore achieve a clearer visual presence (Carter, Day, & Meggs, 2012, p. 144). Univers was chosen to allow DITD to set words in all caps, tighten tracking (spacing between all characters), and mix stroke widths and weights while remaining legible.

Adrian Frutiger designed Univers in 1957, when he sparked a trend in type design by establishing a larger x-height—the height of a font's main body (Carter et al., 2012, p.

47). Univers is a neutral typeface that is flexible, easy to use, and provides a wide range of expression with its expandability (Wheeler, 2006, p. 132). The Univers family has a large variety of offerings from ultra condensed light to extended black stroke weight options, which give DITD countless possibilities when creating new product designs. The Univers typeface seems to have universal appeal. With a clear typographic direction established, the research then focused on the brand identity development. DITD then created a logo, unified color scheme, and cohesive type treatments, which established a consistent look and feel and facilitated product recognition and a connection back to the DITD brand.

#### *Designing the “Design in the Details” Identity*

“The right name captures the imagination and connects with the people you want to reach” (Wheeler, 2006, p. 20). The name *Design in the Details* is a play on the idiom *God is in the details*. The essence of the brand is typography used as the primary design element. Design is functional and DITD intended to expose how powerful typographic design can be by taking a minimalistic and simplistic approach with its product development. The name DITD is timeless, easy to remember, and stands for quality and simplicity. The DITD logo is the cornerstone of the brand campaign. The interlocking D’s of the DITD logo represent the relationship between aesthetics and purpose. DITD is committed to creating products that are comfortable to wear, visually intriguing, and conceptually stimulating. The interlocking D’s are perfectly symmetrical and balanced to represent the equal relationship between form and function. The logo is the visual element that the audience sees most often and therefore influences his or her impression of the product or service offering (Gernsheimer, 2008, p. 28). The balance, symmetry,

and clean lines of the DITD logo align with the detail and simplicity of design identified in the BA.

### *Target Audience*

A target audience is a specific group or consumer demographic in which DITD's message is aimed. DITD's target audience is the type aficionado. Type aficionados have an appreciation for typographic history, clean letter and number forms, and type as the primary visual element. DITD's initial goal is to build a loyal consumer base of type aficionados before expanding into markets beyond apparel.

### *Deliverables*

As previously mentioned in the Brand and Brand Identity section, DITD will capitalize on the customer's gut feeling with emotional messaging and trust building—through the display of typographic excellence. Brand touchpoints are ways consumers can come in contact with a brand including product use, packaging, advertising, editorial, store environment, etc. (Neumeier, 2006, p. 96). The primary way consumers connect with DITD is through the web site [www.designinthedetails.com](http://www.designinthedetails.com). DITD is a direct-to-consumer business that markets and sells its products solely through the web site. DITD's opportunities to interact with the consumer are limited to the online environment (i.e. DITD web site and online advertisements), product packaging (i.e. mailer), marketing materials included in the mailer, and the wearable item(s) purchased. DITD increases brand loyalty in the post-purchase phase by delivering on its brand promise of quality and excellence in typographic design. The initial product offering from DITD is a selection of t-shirts, which have good-humored idioms, colloquialisms, contemporary terminology, or typographic references screen-printed on them. A t-shirt is used historically as a canvas to

display a message. The consumer either believes in, stands behind, or identifies with the displayed message. Each design references typography in a playful manner. As referenced in the Brand and Brand Identity section, DITD plans to build trust by providing a quality product offering that display an excellence in typographic design.

#### *Initial Product Line Creation*

DITD's initial product line was designed with the type aficionado in mind. Every t-shirt uses words, common phrases, or typographic references to communicate a message. T-shirts were chosen for DITD's initial product line due to the low upfront investment required, exposure to the public when worn, and potential to establish a trend amongst type aficionados (Nickell, 2010, p. 14). As previously stated, type aficionados have a passion for what they consider good typography and they will pay a premium for type-based novelty items they support. The type aficionado prides themselves on their historical typographic knowledge, ability to set type, passion for designing fonts, etc. An expanded product offering will be created and sold to the consumer via the DITD web site after identifying the most popular t-shirt designs.

#### *Web Site*

A company's web site is its window to the world, both locally and internationally (Wheeler, 2006, p.141). The DITD web site is primarily used as the storefront for the company. The web site has a top-level navigation, which is accessible, clear, and easy to navigate, with links to the DITD homepage, shop, blog, DITD story, design process, and a contact page. The DITD web site also has a slider where five featured items are displayed, above the main content area. Links to all DITD social networking profiles are in the left hand column, below the DITD logo. The social networking links promote the

growth of a loyal following by giving the customer an opportunity to learn more about the company and follow their online presence. Consumer products are displayed in a grid within the main content area, below the featured products slider. DITD will not have a brick and mortar retail space; they will rely solely on internet marketing to build traffic for the online store.

#### *Ephemera: Packaging and Hang Tag*

DITD put much detail and consideration into the design of both the hangtags and packaging in order to set them apart from their competitors. DITD wanted to mimic the form of the logo and color palette. The hangtags were printed, die-cut (in the shape of the logo), and attached to each t-shirt. Custom packaging was created in order to stand out. Many companies ship product in a standard manila envelope or plain cardboard box with a shipping label adhered. DITD wanted to showcase its brand and create a level of excitement through its packaging. Customized packaging creates value and demonstrates DITD's commitment to excellence and attention to detail.

#### *Exhibit*

An exhibit was held in order to expose DITD to the public and gauge interest in their product offering. Seven of the DITD t-shirt designs were displayed from the initial product line development. The designs were mocked up on white American Apparel Fine Jersey 100% cotton crew neck shirts and then modeled and photographed in order to show how the customer will wear the item. The exhibit posters were printed 24"x36" on heavy weight enhanced matte white archival paper. The exhibit was advertised with 4"x6" postcards, laser printed on bright white 13pt matte cover paper, displaying one of the modeled shirts with the design replaced with exhibit and gallery information.



## Conclusion

This research, *Design in the Details: Brand Creation and Exhibit*, used branding principles and practices, design research, market examination, and public exhibition to create an online company, which sells typographic novelty items and apparel. The abovementioned research identified fundamental brand attributes, which led to the development of an initial product line. An exhibition was conducted to showcase the product offerings and obtain invaluable exposure to future consumers. DITD's success hinges on its ability to create exceptional products, which exude an excellence in typography marketed to the type aficionado. The research has presented an opportunity for DITD to establish a footing in the consumer typographic design market.

## Future Research

Through DITD's exhibit of their t-shirt line to the public, potential consumers had the opportunity to voice ideas for growth and change. The following questions and ideas from consumer feedback surfaced:

- 1.) Will DITD build a brick and mortar store?
- 2.) Will DITD have other product lines that depart from typographic design and have a more illustrative or photographic focus?
- 3.) In what ways can other designers collaborate and submit designs that fit DITD's approach?
- 4.) How might DITD create a subscription based apparel program to generate residual income and membership?
- 5.) How might DITD setup a designer portal where other typographic designers vote on future designs?

6.) How might DITD build a loyal consumer following with an online company?

The majority of consumer responses back the approach for direct to consumer sales via the DITD web site. DITD intends to focus its efforts on marketing their products online by concentrating on effective search engine optimization, link building, and pay per click advertising. In the future, DITD aims to build profiles on social media web sites such as Facebook, Pinterest, Twitter, design blogs, and Instagram in order to gain invaluable online exposure and acquire new customers.

An online community is planned as a subsection of DITD's web site in order for collaboration between designers, students, educators, and customers to take place. DITD's web site will be a place for idea generation, sharing, and polling of the aforementioned groups. Once established, the online community can be a sounding board to discuss and establish new product offerings. This online community can potentially generate more traffic to the web site and elevate DITD's ranking within popular search engines. In order for DITD to grow and remain customer centered, they intend to elicit customer feedback and adapt the business accordingly to meet the evolving needs of the customer.

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# DESIGN IN THE DETAILS

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## BRAND IDENTITY BOOK & EXHIBIT

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Positioning, Identity, & Preliminary Design

Presented October 2011

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DESIGN IN THE DETAILS

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# INTRODUCTION

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// It has been proven time after time that the strongest brands are built on simple, compelling ideas that grab people by signaling that something is different from what they've heard and seen before and is relevant to their needs. //

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(Adamson, 2006, p. 1)

## INTRODUCTION

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The objectives for creating this brand identity book and initial product designs for exhibit were to showcase the identity and products associated with the Design in the Details (DITD) brand. The design process and approach taken is illustrated in this brand book to include initial research, creativity tools & methods, and outcomes (initial product introduction and exhibit).

DESIGN IN THE DETAILS

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BRAND

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// A brand should not be complex, confusing, or mysterious in any way. A brand should be simple. People use brands as shortcuts to make purchase decisions. A shortcut, by definition, is simple. //

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(Adamson, 2006, p. 1)



## BRAND IDENTITY

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Brand is what others are saying about a company, not what the company is saying about itself. A brand is not a logo, identity system, or product; it is a person's gut feeling about a product, service offering, or company (Neumeier, 2006, p.149). Trust is the foundation of a brand. If a customer cannot have their expectations consistently met or beat, they will lose trust in the company (Neumeier, 2006, p.149). Brands are personal, opportunities to seize customers and make them choose loyalty. Branding is managing the things that make a customer feel the way they do about a brand.

An identity is any visual aspects that support the brand. It is any sensory element used to draw an emotional connection to the customer. A company's identity is made up of several visual elements to include their logo, letterhead, business card, signs, fliers, products, website, packaging etc. The identity should support the brand and evoke a human connection to the customer. Brand identity takes disparate elements and unifies them into whole systems (Wheeler, 2009, p.4).

## BRAND IDENTITY (CONT.)

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DITD is a brand that stands for creativity and passion towards typographic design. DITD's messages were communicated primarily through letter and number forms. In order to stay relevant DITD embraced change, was aware of new trends, and listened to what customer were saying. With constant reflection, DITD will evolve with the constantly changing styles and trends.

DESIGN IN THE DETAILS

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# RESEARCH

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// Designers who do excellent research will not waste time pursuing directions that are not viable, and the team will have qualitative and quantitative documentation validating their aesthetic choices. //

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(O'Grady, 2006, p. 102)

## PRELIMINARY RESEARCH

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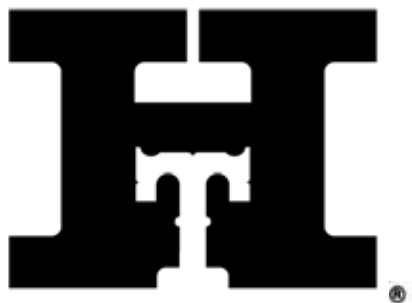
Preliminary design research (PDR) was crucial to the development of a new and unique brand identity. PDR resulted in more functional and beautiful products. DITD needed to understand the audience before creating a new identity or visually communicating a message. DITD's preliminary research informed the SWOT analysis and PPCO.

## COMPETITOR AUDIT

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DITD established what differentiates them and makes them stand out to their customers. The primary differentiation was DITD's use of puns, colloquialisms, and typographic reference in the product design. DITD will promote the simplicity of letter and number forms as the primary visual element. The visual elements will then be printed on a variety of products such as T-shirts, pillows, posters, and other clothing.

DITD differentiated itself from the competition in the minds of the consumers by promoting clean and simple visual elements printed on quality materials. Simple brand ideas are powerful and memorable therefore the consumer connects with them (Adamson, 2006, p.3). Designing a simple and recognizable brand identity was essential for DITD and that is communicated through its products.



### Hamilton Wood Type & Printing Museum

The only printing museum dedicated to preserving and teaching the art of printing with wood type. They are a working museum with an online shop to sell their printed goods.



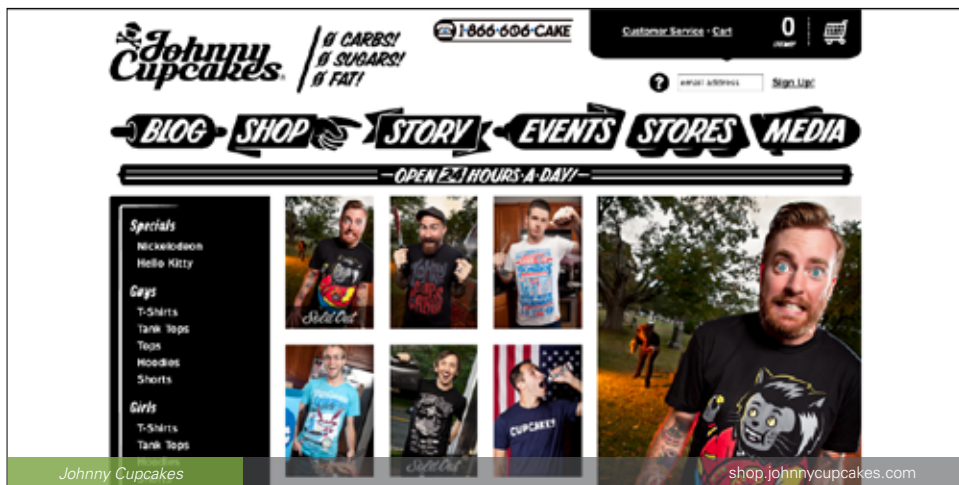
### Johnny Cupcakes

As a grass roots brand that started from printing homemade shirts to sell at concerts, Johnny Cupcakes has evolved into a novelty t-shirt company with a loyal following.



### Typographysshop.com

Typography Shop (TS) sells t-shirts and other wearable. TS was formed when the founder designed a politically themed shirt with the word Helvetica in its name.





DESIGN IN THE DETAILS

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# METHODS

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// Research-driven design can help define an audience, support a concept, advocate for an aesthetic, or measure the effectiveness of a campaign. //

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(O'Grady, 2006, p. 11)

## RESEARCH METHODS

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Research is of significant importance when creating a new brand and identity. A company must identify its goals, learn about its competitors, establish a vision and mission for the company, and create a strategic plan to prepare for the future. “Design research can result in the production of beautiful, useful, and better products” (Laurel, 2008, p.13).

Research methods and creativity tools used by DITD when creating the brand identity are the SWOT analysis, which stands for strengths, weaknesses, opportunities, and threats; PPCO, which stands for pluses, potentials, concerns, and overcoming concerns.

A matrix was also used to help identify the initial product offerings of DITD. A list of potential products was created based on what is currently being sold in the industry with the addition of two unique items. That list was then plotted against criteria that would be considered when creating the products such as time, cost, interest, etc.

The outcome of the above mentioned research methods was for DITD to focus on creating an initial product offering of T-shirts to be made available for purchase on DITD’s website.

## SWOT ANALYSIS—Design in the Details

### STRENGTHS

- Niche Market with typographic design
- Strong design aesthetic
- Simple business model
- Attention to packaging details
- Tech savvy business with social media

### WEAKNESSES

- Online only, No brick & mortar store
- Very specific market and target
- New brand
- New business idea
- Slow ramp up of investment

### OPPORTUNITIES

- International market & sales
- Grow a brand organically
- Sell advertising space on web site
- Create other design related products
- Collaborate with other designers

### THREATS

- Competitors that are established
- Big businesses buying the company
- Low web page ranking
- New distribution channels
- Lack of sales

SWOT: Strategic method used to evaluate DITD's Strengths, Weaknesses, Opportunities and Threats

## PPCO—Creating a Design Apparel Company

### PLUSSES

- Showcase Design Work
- Bring Enjoyment & Satisfaction to Customers
- Focus on Quality
- Revenue Stream
- Generate Consumer Goods

### POTENTIALS

- Start a Trend
- Large Source of Income
- Create Value for Design Work
- Build Customer Loyalty & Relationships
- Partner with Designers & Creatives

### CONCERNS

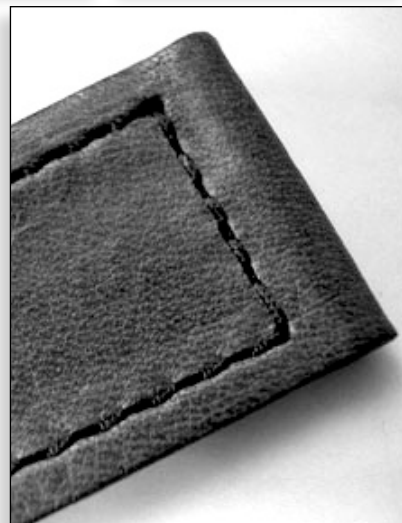
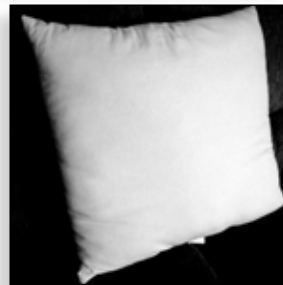
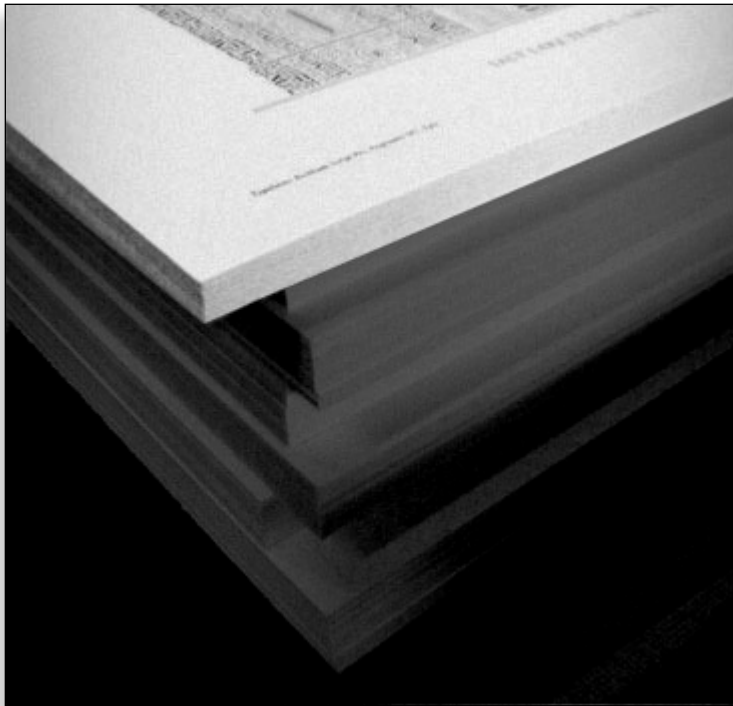
- Potential Failure
- No Revenue Stream Created
- Initial Monetary Investement
- Unsatisfactory Customer Experience
- Too Many Options & Styles for Design Work

### OVERCOMING CONCERNS

- Committ to Remaining a Small Business
- Gauge Interest Online Before Printing
- Outsource Printing Initially Before Large Investment
- Have Series & Limited Runs
- Get Customer Feedback After Purchasing

Creative Problem Solving Tool used to identify a positive direction for DITD

## BRAND ATTRIBUTE | EXPANDABLE PRODUCT LINE



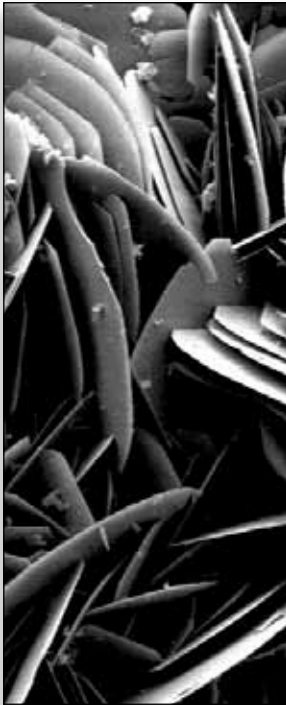
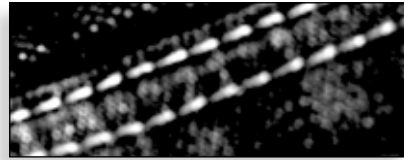
Brand Attribute Identified by SWOT & PPCO

## BRAND ATTRIBUTE | SIMPLICITY IN DESIGN



Brand Attribute Identified by SWOT & PPCO

## BRAND ATTRIBUTE | ATTENTION TO DETAIL



Brand Attribute Identified by SWOT & PPCO



## BRAND ATTRIBUTE | CUSTOMER CENTERED



Brand Attribute Identified by SWOT & PPCO

## EVALUATION MATRIX

The evaluation matrix is a creative problem solving divergent tool used to generate criteria for establishing DITD's product line. Weighting was used to determine priority and motivation.

PRODUCT OPTIONS	CRITERIA					
	Inexpensive to Produce	Small Inventory	Low Start-up Costs	Quick & Easy Turnaround	Return on Investment	Motivation & Intrust
Shirts	B	C	C	D	B	A
Posters	A	B	B	B	B	B
Pillows	C	C	C	D	C	B
Furniture	F	F	C	F	D	A
Decals	A	A	D	B	D	F

Ranked A–F (A being most positive and F being most negative)

DESIGN IN THE DETAILS

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# IDENTITY EXPLORATION

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// Brand identity is tangible and appeals to the senses. You can see it, touch it, hold it, hear it, watch it move. Brand identity takes disparate elements and unifies them into whole systems. //

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(Wheeler, 2009, p. 4)

## WORD LIST & LOGO ICON EXPLORATION

---

Word listing is a divergent thinking process of generating as many words as possible in reference to an associated problem or challenge. Word lists are simple to create and generate a plethora of ideas in a short period of time. Once the word listing exercise is complete, the convergent process of narrowing the scope to three words that best represent the desired direction to pursue for the business was commenced.

## Brainstorm Wordlist—Company Name

### Graphic Design

Grids

Icons

Logos

Design

Narrative

Communication

Expressive

Conceptual

Memorable

Organized

Balanced

Ornate

Creative

Artistic

Exquisite

Method

Process

### Typography

Kerning

Letters

Type

Fonts

Hand Drawn

Lettering

Leading

Tracking

Letterpress

Wood Type

Communicate

Speak

Beauty

Block

Space

Simple

Clean

### Apparel Company

Clothing

Posters

Decals

Furniture

Brand

Wearable

Threads

Details

Comfort

Audience

Revenue

T-Shirts

Cotton

Novelty

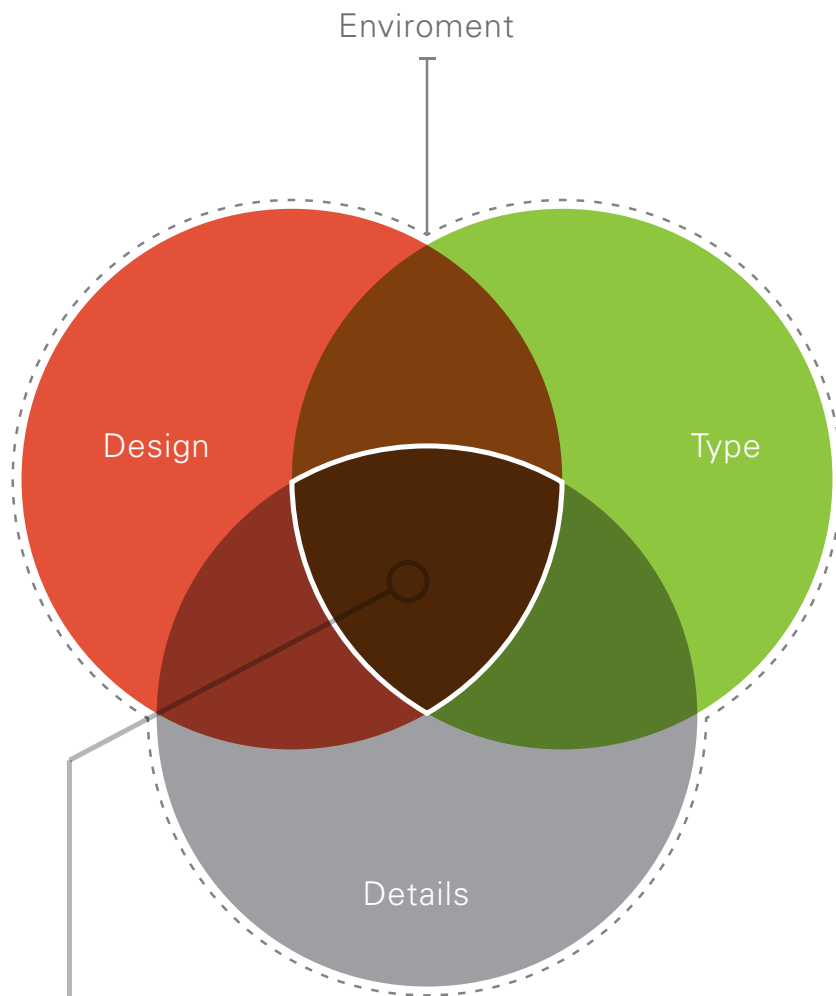
Features

Quality

Value

*\* Highlighted words represent descriptors used to identify the company name*

A presentation of concept, Brand Identity for Design in the Details




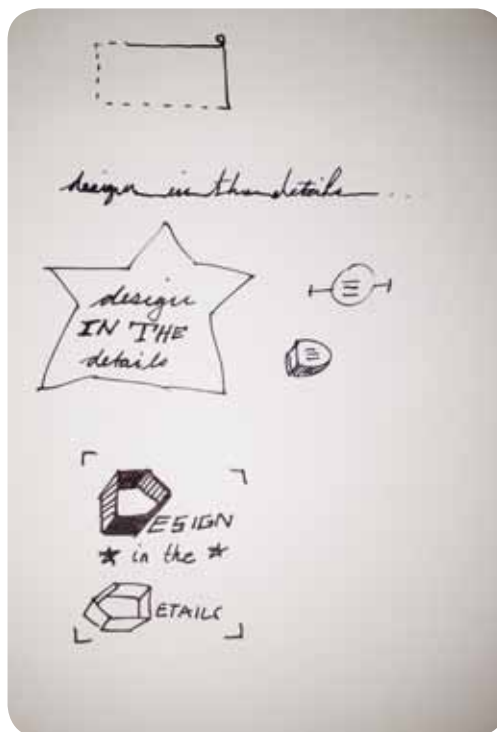
## Design In The Details

A Typographic Design Based Novelty Company

Venn Diagram Shows the Relationship Between Attributes Associated with DITD

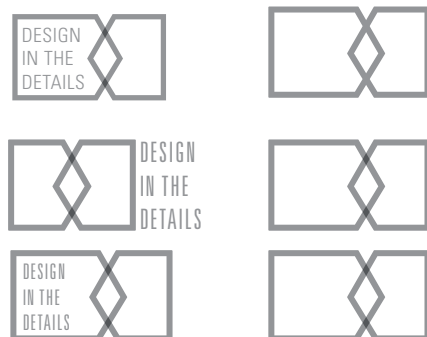
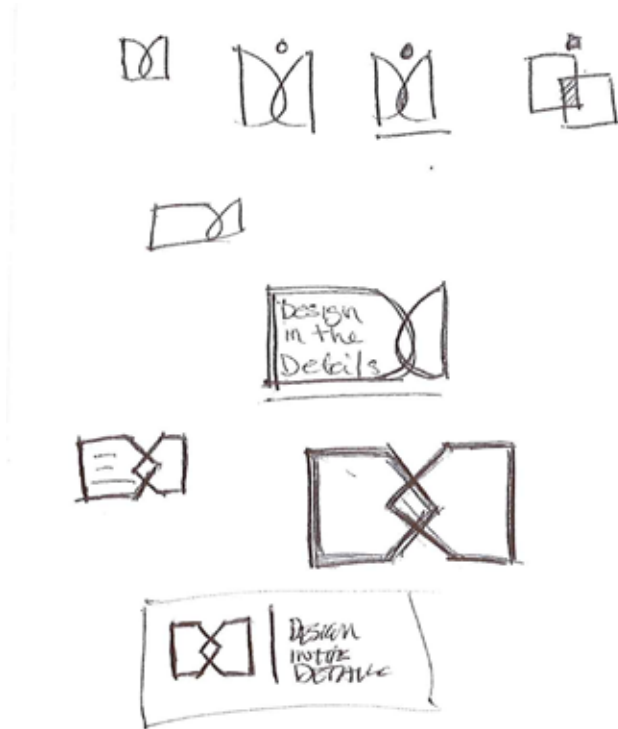
## ID EXPLORATION | LOGO SKETCHES

- ① Fee Fi Fo Fum
- ② Itchin' to go fishin'
- ③ Happy wife, Happy Life.
- ④ JAMMIN' OUT - never stop Jammin' - We Be Jammin'
- ⑤ Different Strokes for Different Folks
- ⑥ Let's be friends
- ⑦ It's not you, it's me.
- ⑧ dicks before dicks
- ⑨ Pros before Pros
- ⑩ DARE TO DREAM.
- ⑪ WE RUN THIS CITY  AS
- ⑫ Please don't Stop the music





# ID EXPLORATION | LOGO DIGITAL COMPS



Refined Methods (Logomark Creation)

# ID EXPLORATION | LOGO BREAKDOWN

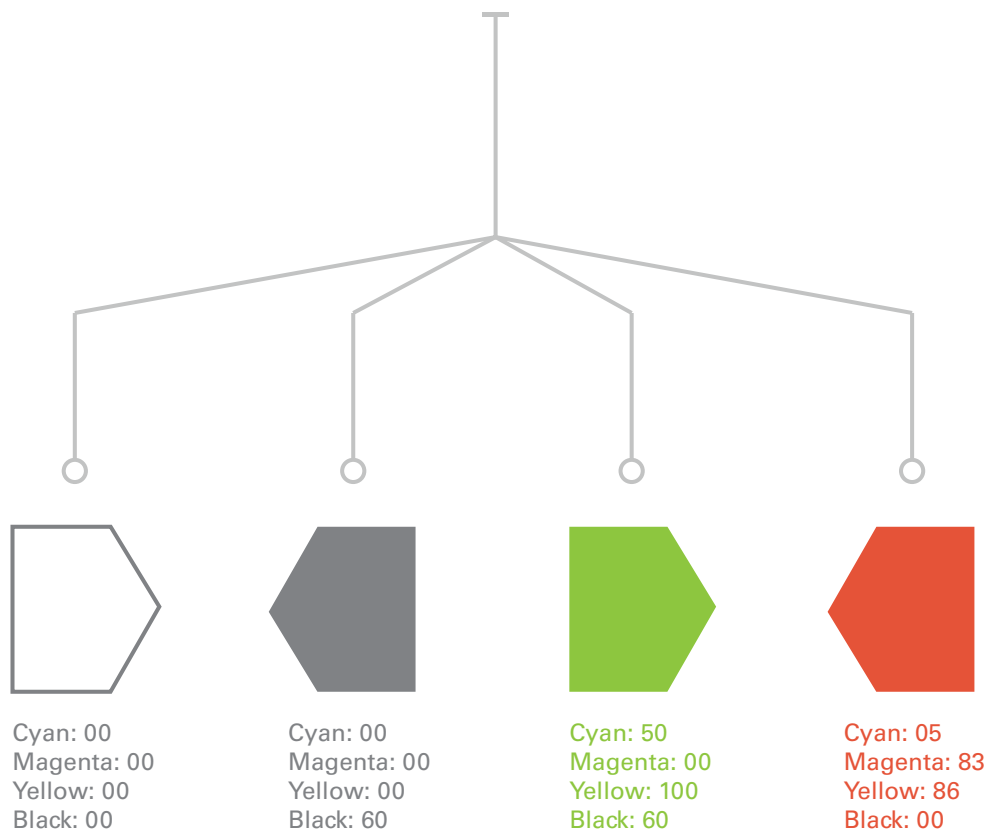
Design in the Details



Design in the Details



# IDENTITY EXPLORATION | PRIMARY COLORS



Primary Color Palette for DITD Printed Material

## IDENTITY EXPLORATION | TYPE TREATMENT

UNIVERS 49 Light Ultra Condensed

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890&!?

UNIVERS 45 Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890&!?

UNIVERS 49 Light Ultra Condensed

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890&!?

## IDENTITY EXPLORATION | LOGOTYPE/LOGO MARK



PRIMARY LOGO



SECONDARY LOGO

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DESIGN IN THE DETAILS

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# OUTCOMES

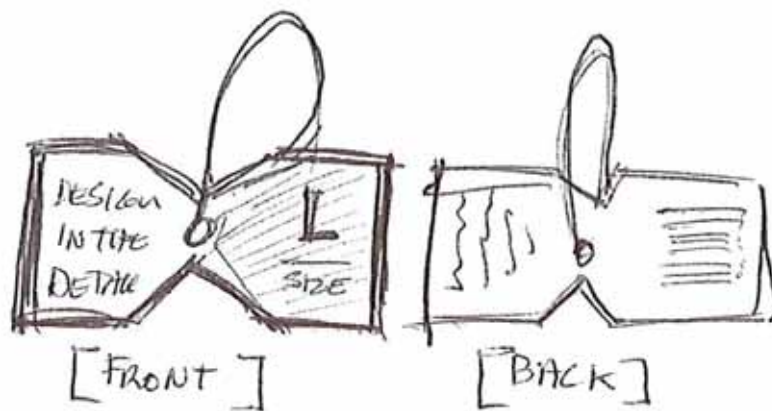
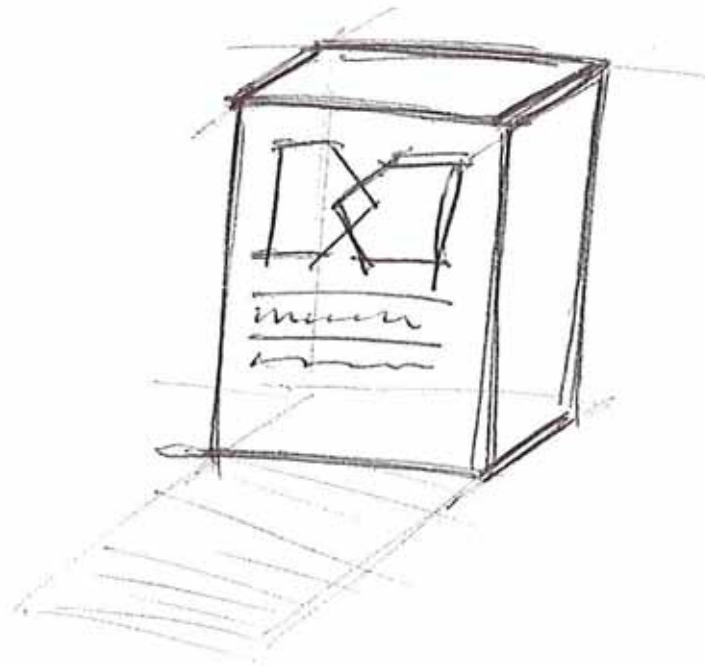
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// A design entrepreneur has to be committed to creating and finding a niche for a product that has some value and is able to see it reach that audience. //

---

(Heller & Talarcio, 2008, p. 11)

## OUTCOME | PACKAGING & HANG TAGS



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## OUTCOME | PACKAGING & HANG TAGS



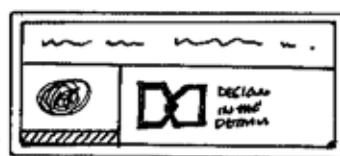
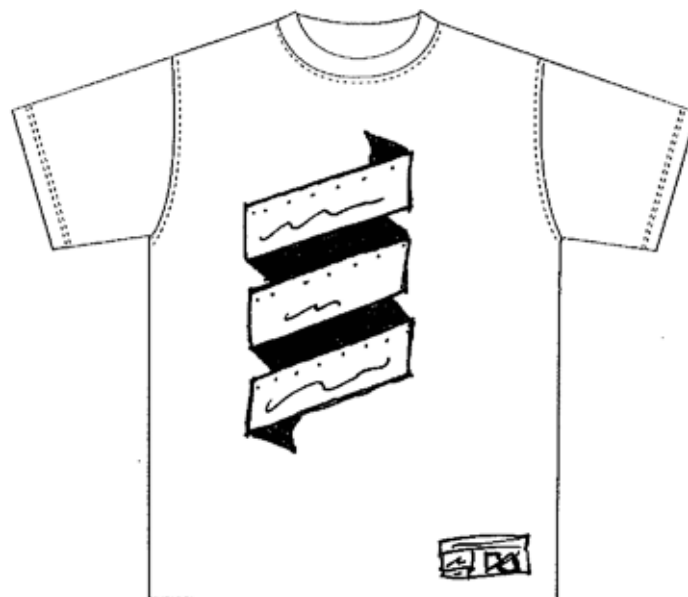
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# OUTCOME | INITIAL PRODUCT LINE SHIRT CONCEPTS

Let the good <b>times</b> roll.	SLIM FIT	   <i>type</i>	Its about <b>times</b> .
<i>tittle tittle bang bang</i>	<b>RELAX &amp; LIGHTENUP</b>	⌘ ↵ <b>esc</b>	go <b>bold</b> or go home.
<b>PRACTICE WHAT YOU PREACH. TEACH</b>	<b>WOOD</b> this be your type?	<i>learn to kern</i>	<i>keep your friends close, &amp; your kerning closer.</i>
	<b>DON'T BELIEVE THE type.</b>	 <b>high</b>	1st Annual AIGA 5km <b>em—dash</b>

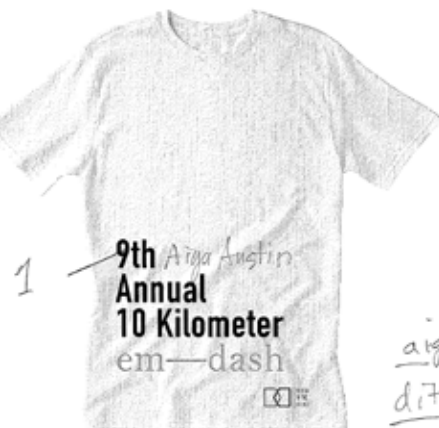
Refined Shirt Comps for Proposed Initial Product Line

## OUTCOME | INITIAL PRODUCT LINE DESIGNS SKETCHES



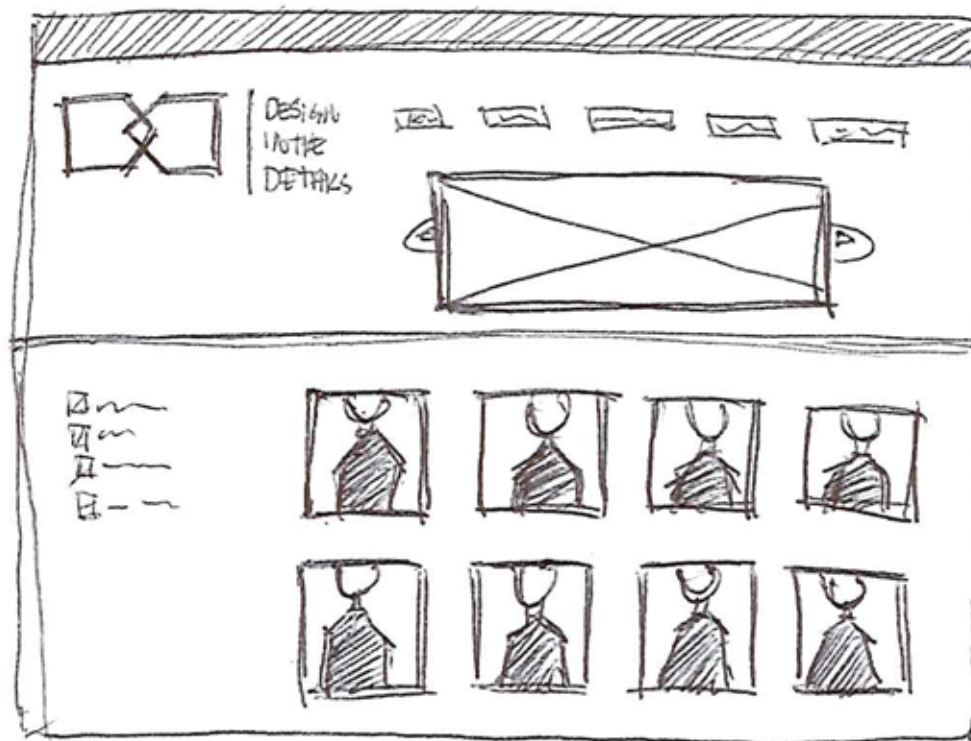
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# OUTCOME | INITIAL PRODUCT LINE DESIGNS COMPS



Shirt Comps for Proposed Initial Product Line

## OUTCOME | WEBSITE PRODUCT PAGE



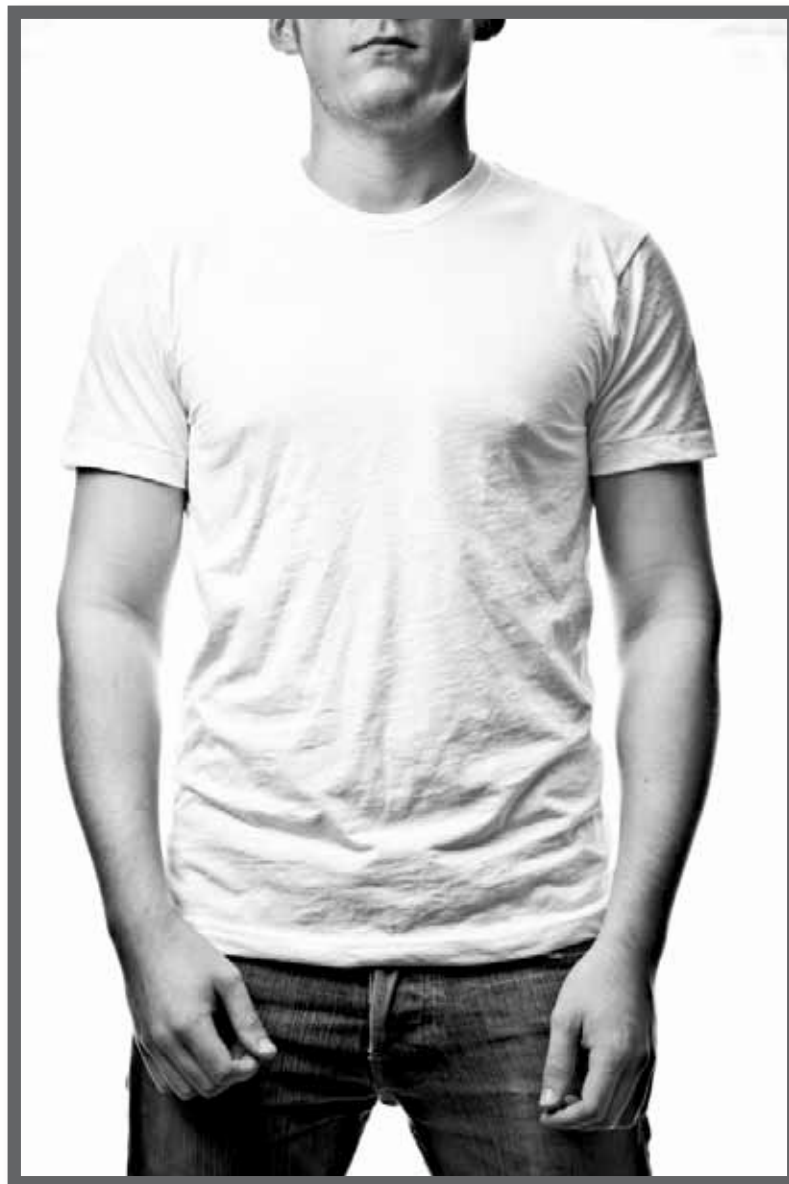
A presentation of concept, Brand Identity for Design in the Details

# OUTCOME | WEBSITE PRODUCT PAGE



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## OUTCOME | EXHIBIT FRAMING MOCK-UP

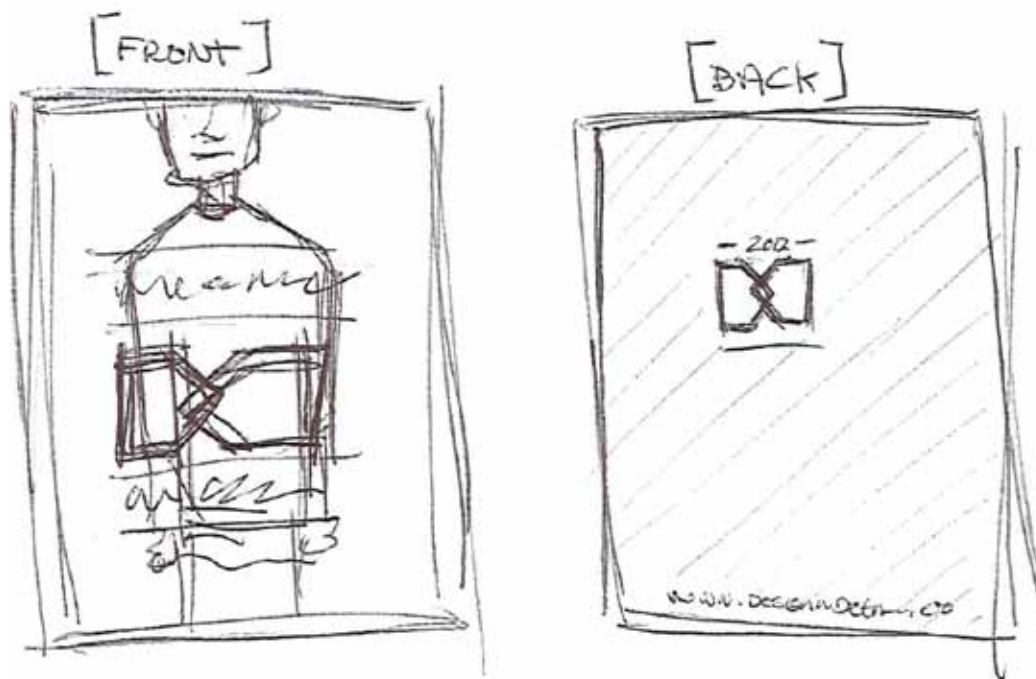


36"

24"

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## OUTCOME | EXHIBIT FLIER/ANNOUNCEMENT



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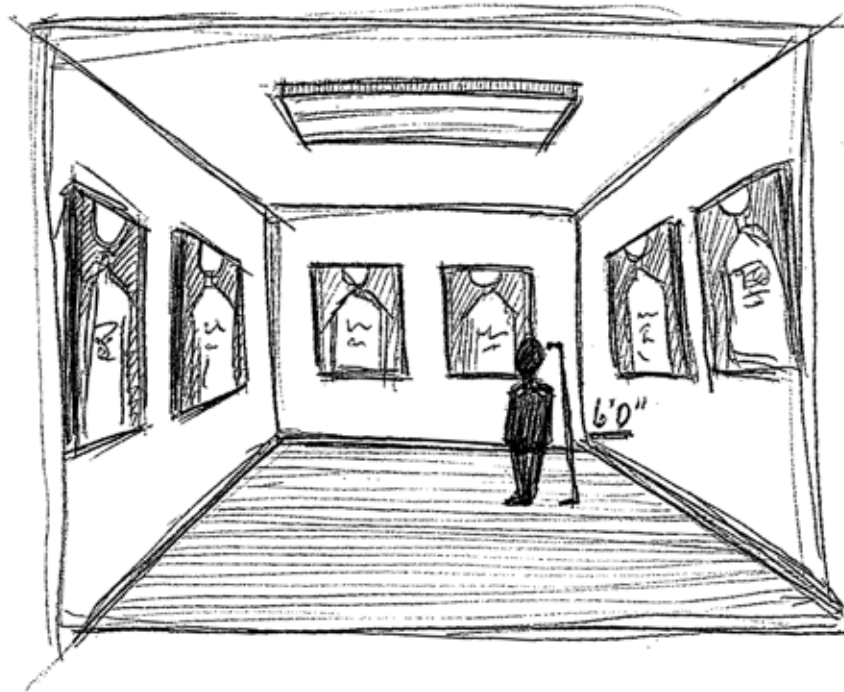


## OUTCOME | EXHIBIT FLIER/ANNOUNCEMENT



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## OUTCOME | EXHIBIT PROPOSED LAYOUT



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## OUTCOME | GALLERY EXHIBIT (ACTUAL)



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## OUTCOME | GALLERY EXHIBIT (DETAIL)



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## OUTCOME | GALLERY EXHIBIT (DETAIL)



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## **VITA**

Mehran Rasoul Poursmaeili was born in Murray, Kentucky, on January 05, 1983, the son of Melissa Joan Poursmaeili and Mohammad Rasoul Poursmaeili. After completing his work at Mannheim American High School, Mannheim, Germany, in 2000, he entered Texas State University- San Marcos. He received the degree of Bachelor of Fine Arts from Texas State in August 2005. During the following years he was employed as a graphic designer with the University of Texas at Austin in Austin, Texas. In January 2008, he entered the Graduate College of Texas State.

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This thesis was typed by Mehran R. Poursmaeili.