



bailey.

DONT BE SHY. TAKE A PEEK



bailey.

PROJECT 1: HOLLOW BONES RECORDS

LOGO COMPARISONS



Mark Comparisons

The Good & Bad

Manufacturing

GOOD



The J.M Smucker Co.

The J.M Smucker CO. is a Manufacturer of food goods and many more. The Smuckers logo is a balanced paring of type and image. Smucker as a company has grown from being a jelly company to a company that handles many types of goods. Their switch to this current logo shows its diversity and progress, this company has almost “branched out”. The shapes change with each step showing progression and evolution. The typeface pairing along with this logo balances it nicely even with the company name going bold to empathsize the name. It is simple and approachable and gets their message across making this mark strong.

BAD



Primal Screen Incorporated

Primal Screen Incorporated is located in Kent and They specialize in designing and printing art on various forms of apparel. They have a broad range of clients from “Mom and Pop” stores to even our university. This logo doesn’t do much for their identity its just mismatched typefaces and meaningless placement of the type, the colors are predictable and boring. With a name like Primal Screens, there is so much more they can do with a name like that.

Non-profit

GOOD



House Three Thirty

The House Three Thirty is a word mark that incorporates a serif and script font which gives it this elegant look. The building of this foundation also has a fancy interior so the logo pairs well with how this place presents itself. This place is a community center where people can gather. The typography of this logo is balanced and empathizes the name of the community center.

BAD



Happy Trails Farm Animal Sanctuary

Happy Trails Farm Animal Sanctuary is located in Ravenna, They sanction farm animals and specializes in rescues, Rehabilitation, and Rehoming Animals. The Logo is a lot and very cluttered, There is a much simplier way to show that they rescue farm animals. The circle and shape around the type is just random and makes the silhouettes appear muddy.

Professional

GOOD



Summa Health

Summa health is a hospital here in Akron. Having a Welcoming identity is a hospitals goal, They want patients to feel comfortable come in and be treated. This logo is successful in this way with the color palette and choice of tyface. The typeface is not too sharp, almost like its rounded in some areas. The weight of the icon balances well with the type, paired well with the boldness of the Summa and the thin lettering of health. The colors are cheery and reminds me of a sunny day.

BAD



The Buckeye Law Group Inc.

The Buckeye Law Group Inc. is located in Akron, the primary personal injury law firm in Ohio. They are a well-respected law firm with a lot of case wins. The Logo is confusing and misleading, it looks like it is trying too hard to be Ohio state. The font is almost sport-like and does not seem professional, while their color choices are not meaningless its almost like they are brandless.

Retail

GOOD



Hope Soap

Hope Soap is a manufacturer and sells plant-based and natural skin and hair care products. Through transparency, compassion, purposefulness, sustainability they provide their community natural products with a mission, the logo is very fitting of the vibe this place gives off. The playfulness of the letters almost appearing soapy and surrounding a plant leaf ties nicely.

BAD



Hollow Bone Records

The Hollow Bone Records is located in Fairlawn, They specialize in selling records and promoting music. This logo has some very interesting key points highlights the vibe of this store, It just needs some polish. It needs a more unified look and not just some random elements sticking out here and there. There is a way to empathize the punk rock theme with all of the type and not just the name. The records being in stencil type really disconnects it from the rest of the piece.

Service

GOOD



Nervous Dog Coffee Bar

Nervous Dog Coffee Bar is a locally owned coffee bar that roasts their own beans! This emblem plus the type is very fun. The colors are very natural and that ties with their locally grown coffee beans. The Identity of this logo is very identifiable and can be one color making it versatile. The simplicity of the type and image conveys the emotion and makes it very strong.

BAD



The Kiln Pottery Studio

The Kiln Pottery Studio is an art studio that holds group ceramic paintings and other events. The logo is not very versatile and does not have a balanced look to it. The imagery is heavy around the type and almost swamps it , making Kiln the only readable part. The hands do relate to the service they are advertising but does it really need a ring of handprints? This can be simplified and look more meaningful, the typeface is almost forgotten because of how colorful the ring is.

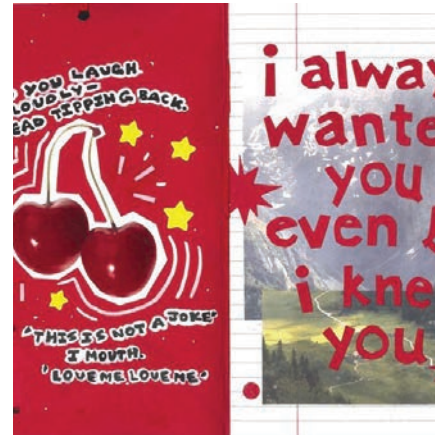
A horizontal teal brushstroke graphic with a rough, hand-painted edge, positioned behind the main title text.

HOLLOW BONES RECORDS

BRAND EXPLORATION

BAILEY BEE
CORP. ID
FALL 2024

MOOD BOARD



BAILEY BEE
CORP. ID
FALL 2024

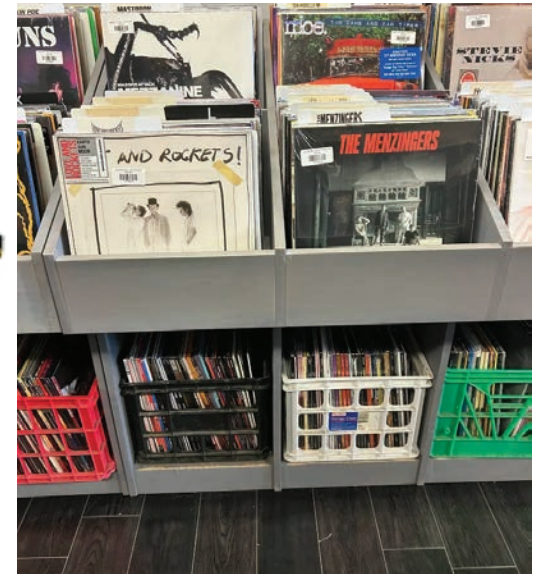
RESEARCH: HOLLOW BONES RECORDS

I spent over 20 years in corporate sales until one day I had enough, quit my job and put my regret behind me and finally opened my very own independent record store in my hometown of Akron, Ohio.

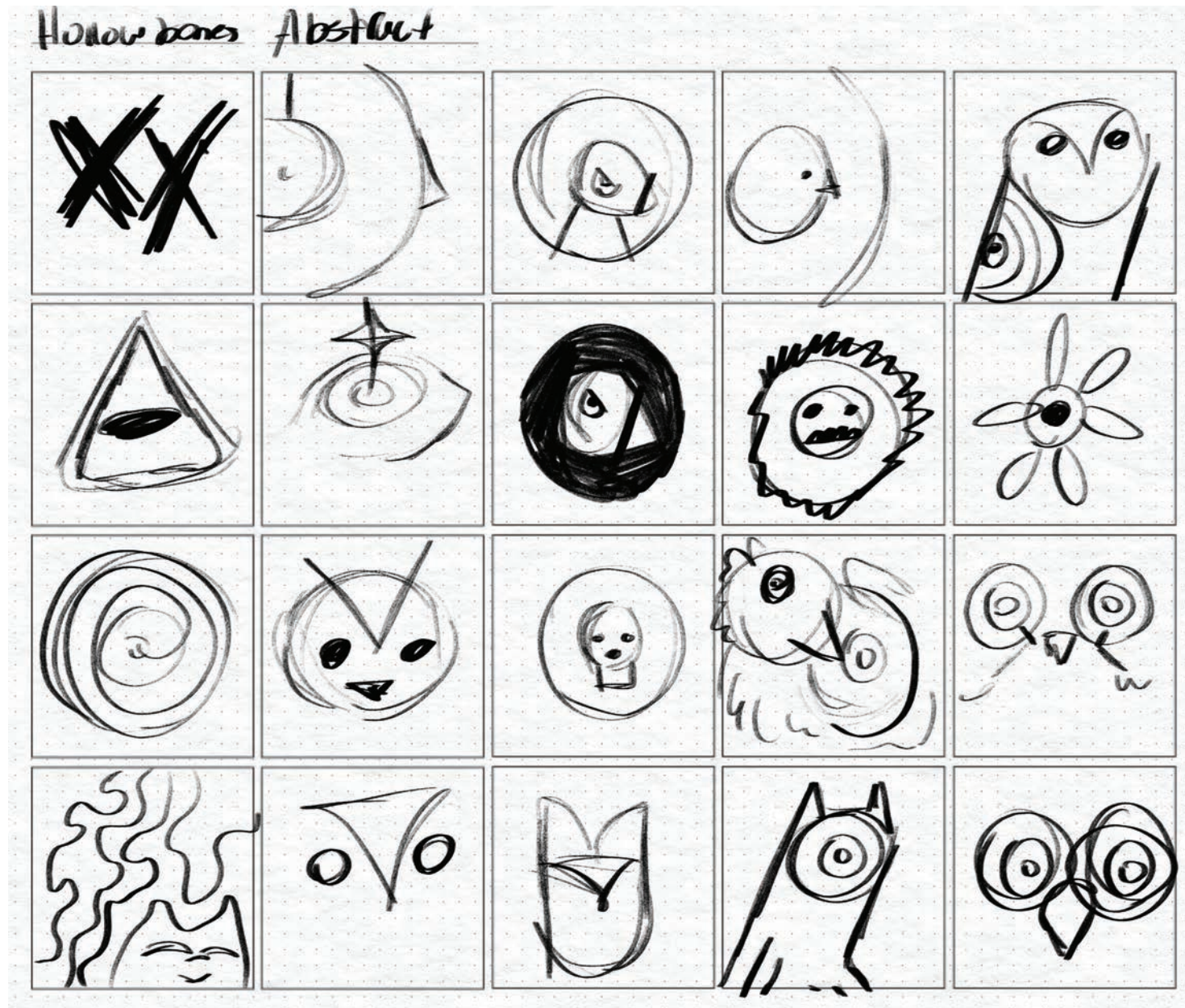
Established in 2015, Hollow Bone Records has grown to become one of the coolest shops for record fans in the area. Hosting a number of in store performances over the years such as The Vindy's, Jesse Malin and Frank Turner. Hollow Bone has been a Record Store Day and Black Friday Record Store Day participant since our first Black Friday event in 2015.

FIRST IMPRESSION:

Being able to go into hollow bones really helped me craft this brand. It was so underground and punk, I was in awe walking around this little store. During the designing I was a little lost at first and was overthinking every possible detail. After my visit it was like an explosion of inspo, I was able to mix grunge and poetry like I wanted to. As a person who has never collected vinyls it was an experience to just be there. It made me want to start buying records to forever keep hollowbones in my heart.



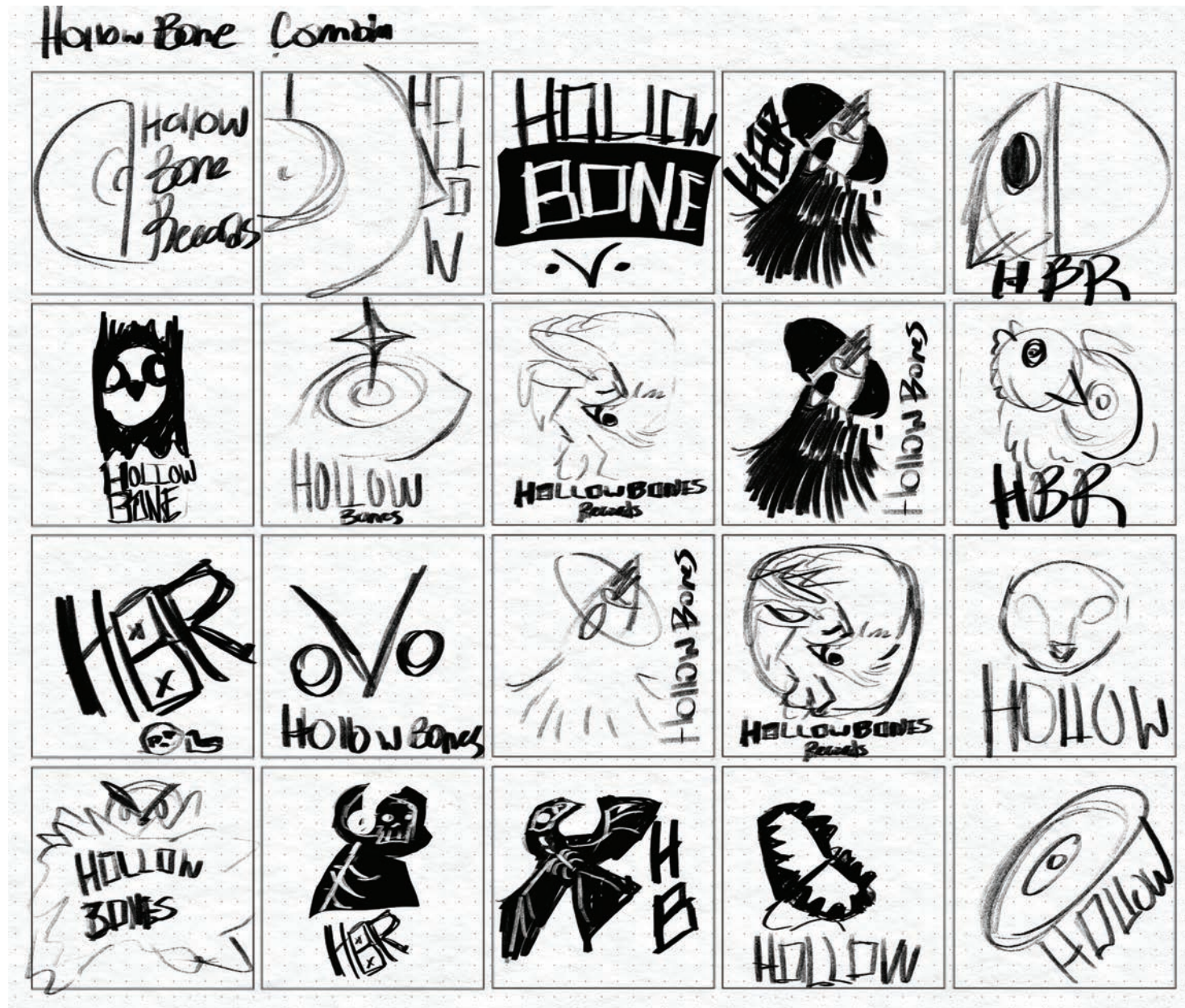
SKETCHES



SKETCHES



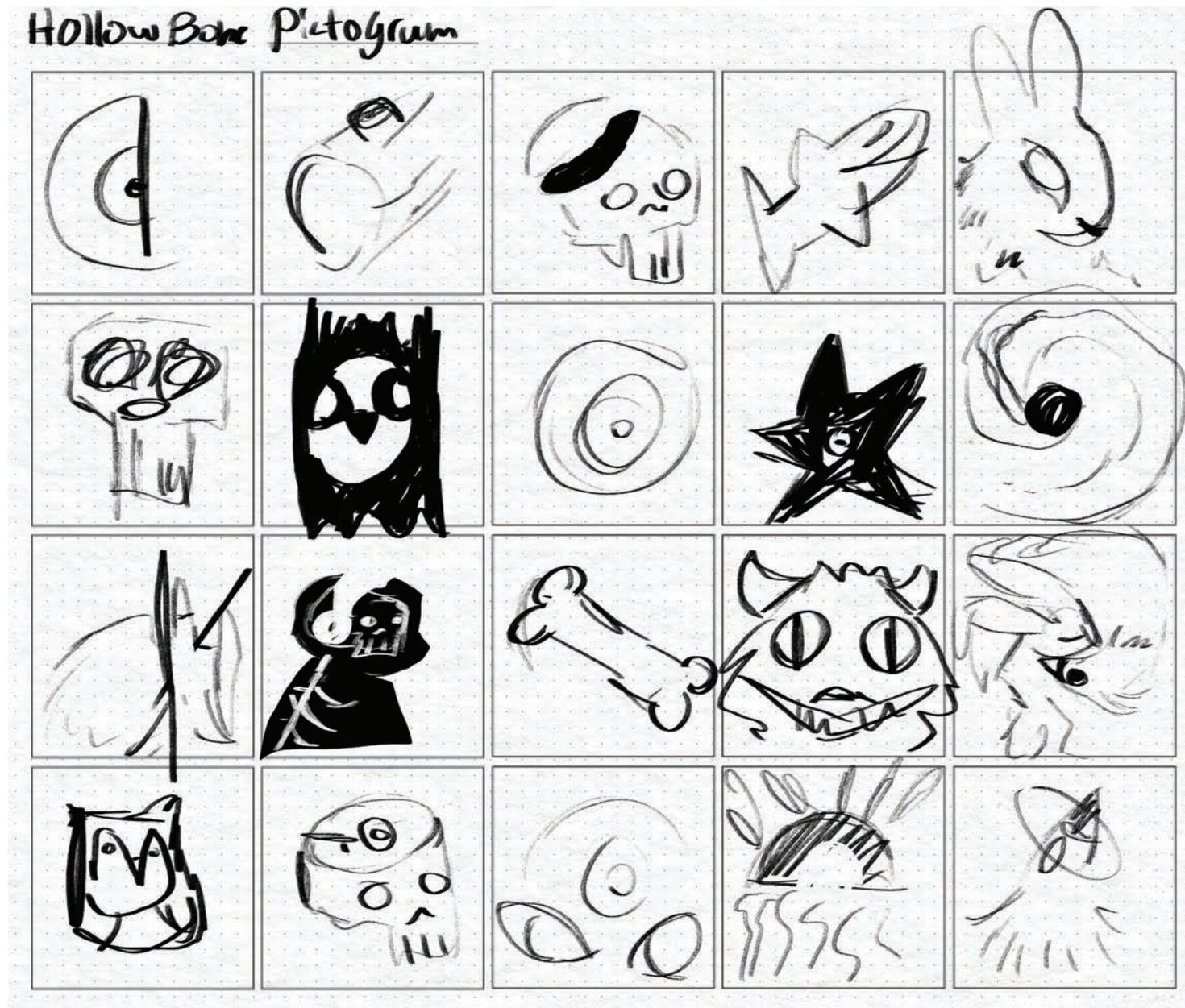
SKETCHES



SKETCHES



SKETCHES



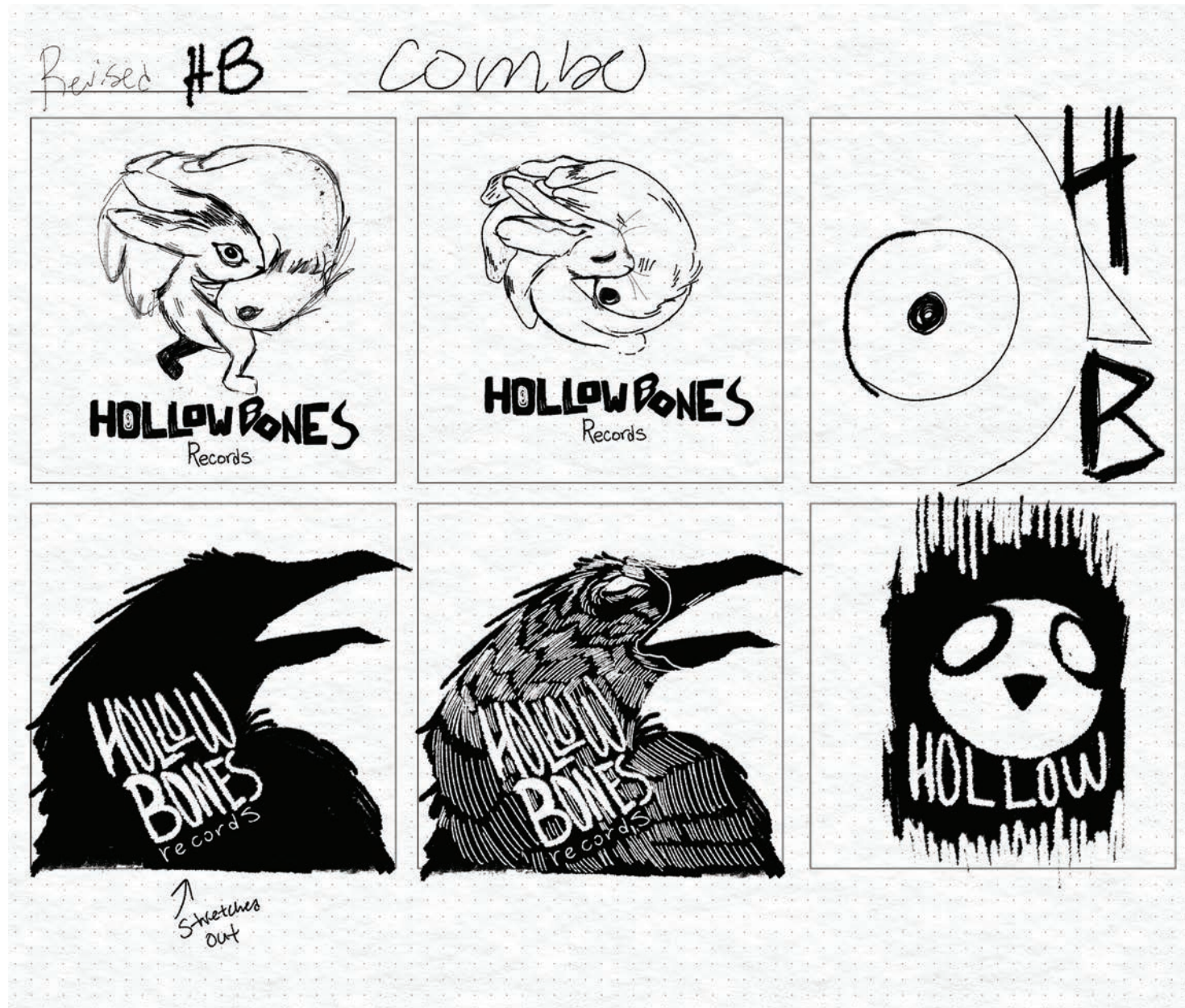
A teal-colored brushstroke graphic with a rough, hand-painted texture, extending horizontally across the lower left portion of the image.

HOLLOW BONES RECORDS

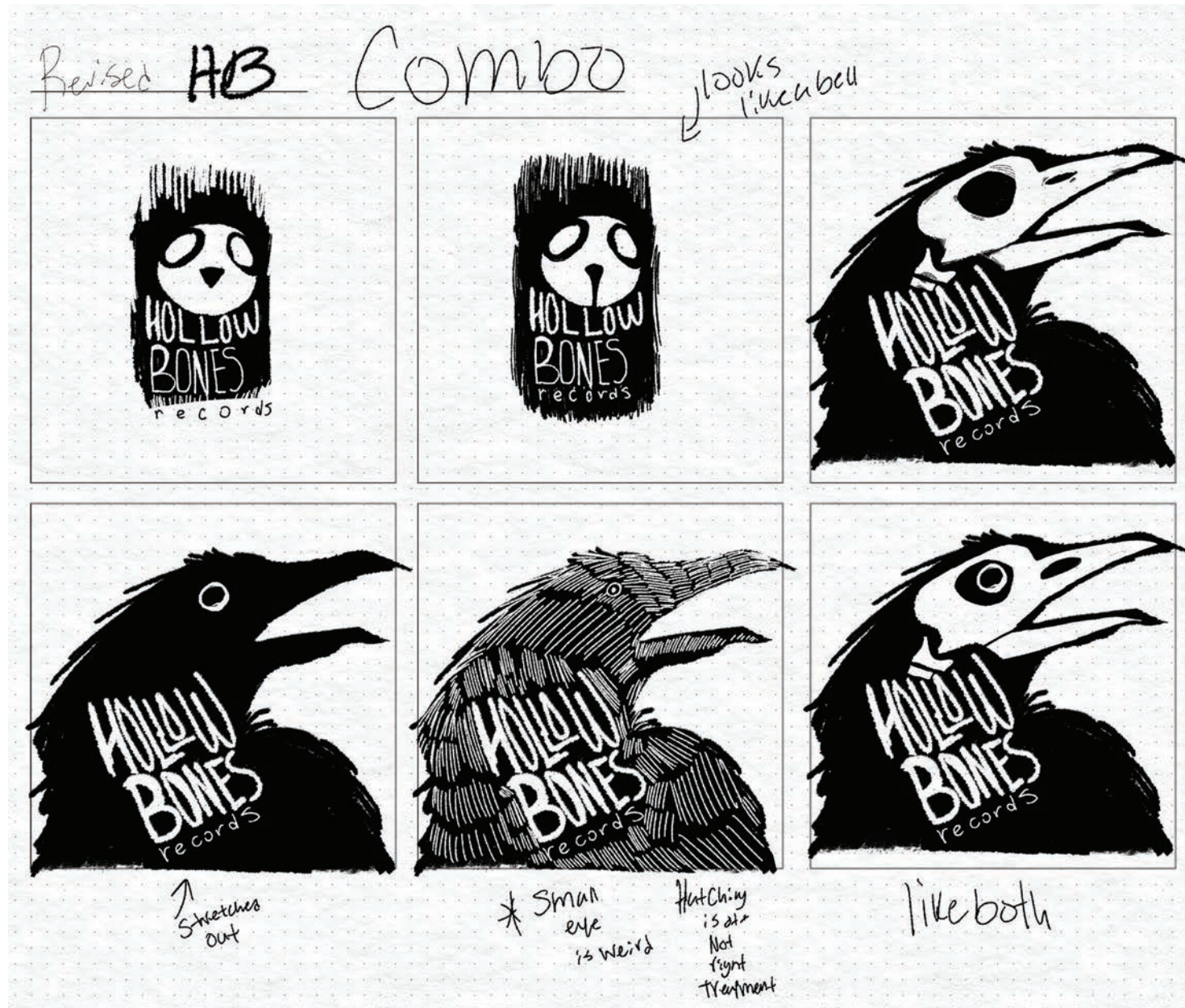
DIGITAL EXPLORATION

BAILEY BEE
CORP.ID
FALL 2024

REVISIONS



REVISIONS



REVISIONS



REVISIONS

Revised HB Word Mark



HOLLOW
BONES
records



HOLLOW
BONES
records



HOLLOW
BONES



HOLLOW
BONES
records



HOLLOW
BONES
records



HOLLOW
BONES

HIGH CONTRAST LOGOS

Student Name: Bailey Bee

Company Name: HOLLOW BONE RECORDS

Type of Business: Record Studio

Key Words: Bone, Hollow, Bird, Grunge

Company Mission Statement: Let the Music Take you places, Shop Hollow Bone Records, the Destination for vinyl records.

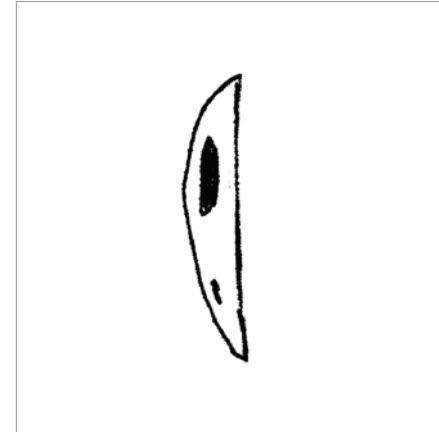
Competitors: Square Records, Time Travelers Records, and Vinyl First.

How have you differentiated them from their competition? I have given them more of a grunge look and a better look and feel to their name.

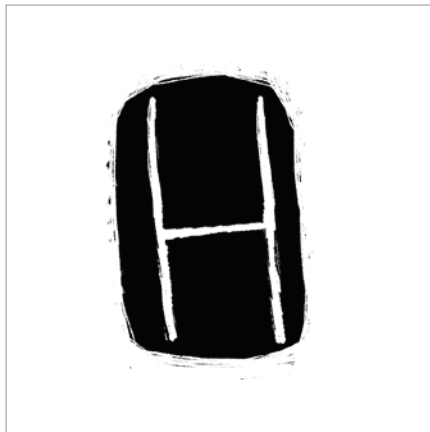
1. Pictogram or Icon



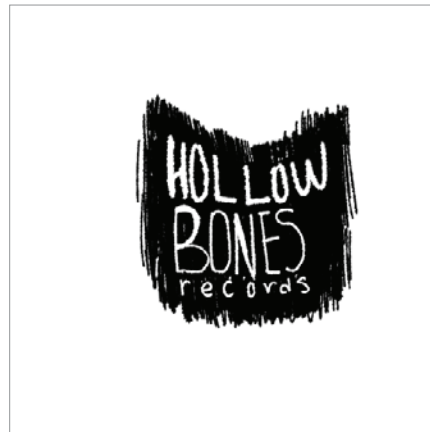
2. Abstract Symbol



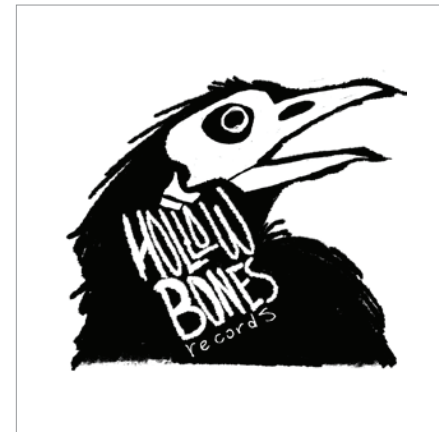
3. Monogram



4. Logotype or Wordmark



5. Combination



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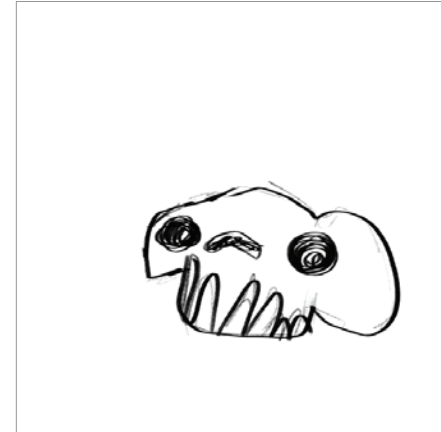
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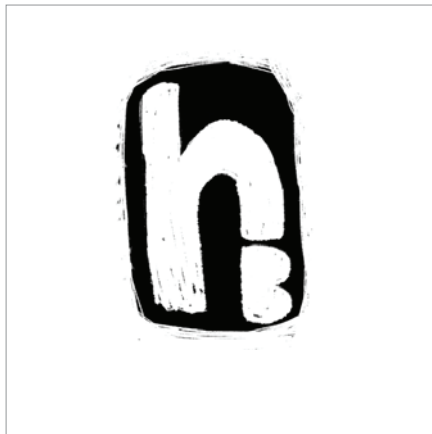
1. Pictogram or Icon



2. Abstract Symbol



3. Monogram



4. Logotype or Wordmark



5. Combination



TYPOGRAPHY EXPLORATIONS

BATTERY PARK

A A B B C C D D E E F F G G H H I I J J K K L L M M N N O O
P P Q Q R R S S T T U U V V W W X X Y Y Z Z
1 2 3 4 5 6 7 8 9 0 &

Metropolis

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PpQqRrSsTtUuVvWwXxYyZz
1234567890&

AZO SANS

A A B B C C D D E E F F G G H H I I J J K K L
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DIN Condensed

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1234567890&

Prestige Elite Std

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QUICK END JERK

A A B B C C D D E E F F G G H H I I J J K K L L M M N N O O
P P Q Q R R S S T T U U V V W W X X Y Y Z Z
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BRAND CONCEPTS



**Hollow Bones
Records,
TALENT, ART,
HONG KONG,
OPINION, MUSIC,
COPENHAGEN,
TOKYO, MILAN,
WEB, FASH-
ION, NEWS, TV,
PARIS, BOOKS,
ARCHITEC-
TURE, SUCKS,
DESIGN, RIO DE
JANEIRO, LON-
DON, SHANGHAI,
MOVIES,
MARKETING,
GEAR, REPORT,
STOCKHOLM,
AWESOME, INS-
TANBUL,
GOT A MINUTE
ADDRESS:
101 Crosby Street
NEW YORK
10012
WEBSITE:
hollowbones.com
P.212.219.3661
F.212.219.3683**



Bailey Bee
-
+856-234-2345
BaileyB@gmail.com

Unit C, 7th Floor,
Seabright Plaza,
9-23 Shell Street,
North Point, Ohio

Dear, Mrs. Doe

Edi volesequi sitatates et hitat.
Lis este cus nullenit, siniam dent.
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Yours Sincerely,

**Hollow Bones
Records,
ROCK, POP
HIP HOP
SLIPMAT
JAZZ
CLASSICAL
BLUES
EP
REGGAE
R&B/SOUL
FOLK
METAL
PUNK
INDIE
RECORD
LP
GROOVE
BPM
ANALOG
COVER ART
VINYL COL-
LECTOR
MASTERING
B-SIDE
FIDELITY
REISSUE
TRACK
RPM
DUST COVER
PLAYBACK
LATIN
ALTERNATIVE
GOT A MINUTE
ADDRESS:
101 Crosby
Street NEW
YORK
10012
WEBSITE:**

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Lis este cus nullenit, siniam dent.
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Yours Sincerely,

**HOLLOW
BONES
RECORDS**



BRAND CONCEPTS

**Hollow Bones
Records,
ROCK, POP, HIP
HOP, SLIPMAT
JAZZ, BLUES
EP, CLASSICAL
REGGAE, R&B
FOLK, METAL
PUNK, INDIE
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WEBSITE:
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F.212.219.3683**

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RECORDS**



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Yours Sincerely,



**HOLLOW
BONES
RECORDS**



HOLLOW

7225 Fitzwater Road,
Brecksville, OH 44141
www.thehkinbrecksville.com

**ROCK, POP, HIP
HOP, SLIPMAT
JAZZ, BLUES
EP, CLASSICAL
REGGAE, R&B
FOLK, METAL
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2721 W MARKET
ST, FAIRLAWN,
OH 44333, USA
WEBSITE:
hollowbones.com
P.212.219.3661
F.212.219.3683**

10/31
Christian Sun
Managing director
Unit C, 7th Floor,
Seabright Plaza,
9-23 Shell Street,
North Point, Ohio

Dear, Mrs. Doe

I hope this message finds you well. I am writing on
behalf of Hollow Bones Records to [state the purpose
of your letter, e.g., introduce our latest artist, discuss a
collaboration, etc.].

At Hollow Bones Records, we are dedicated to [briefly
describe your mission or what sets your company apart,
e.g., nurturing unique talent, producing high-quality music,
etc.]. Our latest project, [mention any relevant details
about a project or artist], exemplifies our commitment to
[key values or goals].

We would love the opportunity to [propose a meeting,
share more information, etc.], as we believe that [mention
why the recipient's collaboration or input is valuable].

Thank you for your time, and I look forward to hearing
from you soon.

Best regards,

JERROD WALL
Owner
Hollow Bones Records

**BONES
RECORDS**

BRAND CONCEPTS

HOLLOW

ROCK, POP, HIP
HOP, SLIPMAT
JAZZ, BLUES
EP, CLASSICAL
REGGAE, R&B
FOLK, METAL
PUNK, INDIE
LP, BPM, ANALOG
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Best regards,

JERROD WALL
Owner
Hollow Bones Records

BONES

RECORDS

HOLLOW

7225 Fitzwater Road,
Brecksville, OH 44141
www.thekinkbrecksville.com

ROCK, POP, HIP
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JERROD WALL
Owner
Hollow Bones Records

BONES

RECORDS

HOLLOW

CHRISTIAN SUN
Managing director
Unit C, 7th Floor,
Seabright Plaza,
9-23 Shell Street,
North Point, Ohio



DEAR, MR. SUN

I hope this message finds you well. I'm reaching out on behalf of Hollow Bones Records to share some exciting news about our upcoming in-store show.

At Hollow Bones Records, we are committed to championing authentic, uncompromising music that pushes against the mainstream. We amplify the voices of independent artists, celebrating the raw, rebellious spirit of punk while providing a platform for those who dare to defy the norm. Our latest project is set to launch in 2025, and we can't wait to share it with you.

Thank you for your time, and I look forward to connecting soon.

Best regards,

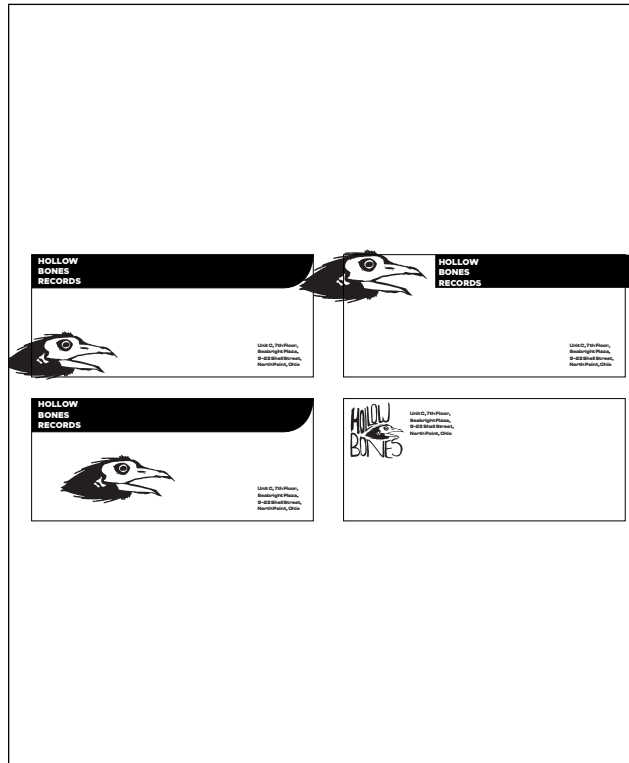
JERROD WALL
Owner
HOLLOW BONES RECORDS

234.334.7483
www.hollowbonesrecords.com
info@hollowbonesrecords.com

BONES

RECORDS

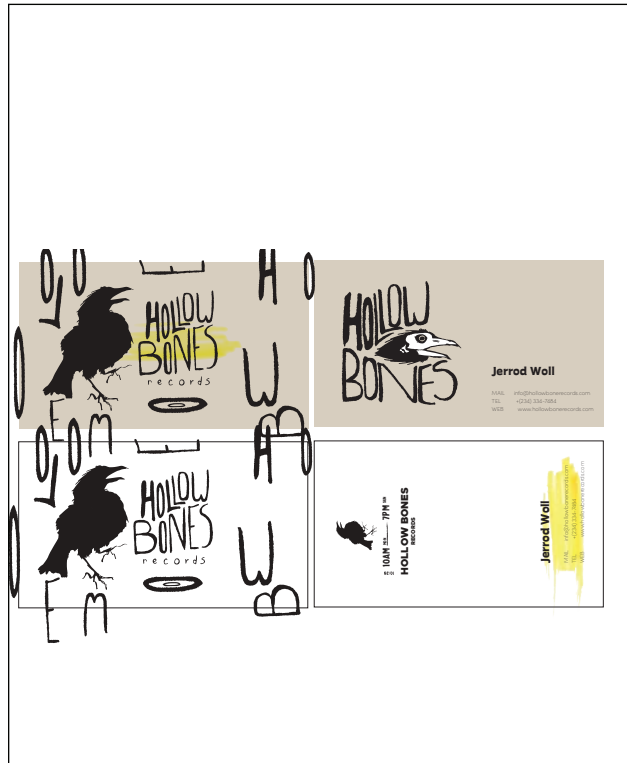
BRAND CONCEPTS



BRAND CONCEPTS



BRAND CONCEPTS



BRAND CONCEPTS



BRAND CONCEPTS



BRAND CONCEPTS



BRAND CONCEPTS



WE ARE **HOLLOW BONES** **VINYL RECORDS**

 **RECORD STORE IN FAIRLAWN, OHIO**
2721 W Market St, Fairlawn, OH 44333, USA

HUMBLE BEGINNINGS	COMPANY VALUES	OUR MISSION
As an Adult, he spent over 20 years in corporate sales until one day he had enough, quit his job and put his regret behind	Hollow Bones Records is always on the lookout for new and promising artists, who he invites to perform live at the store or	Square Records mission is to uplift the community through music, by providing opportunities and support for artists



HOLLOW BONES RECORDS

DIGITAL REFINEMENT

BAILEY BEE
CORP.ID
FALL 2024

LOGO BOARD

Hollow Bones Records

Primary Mark



Secondary Mark



STATIONARY



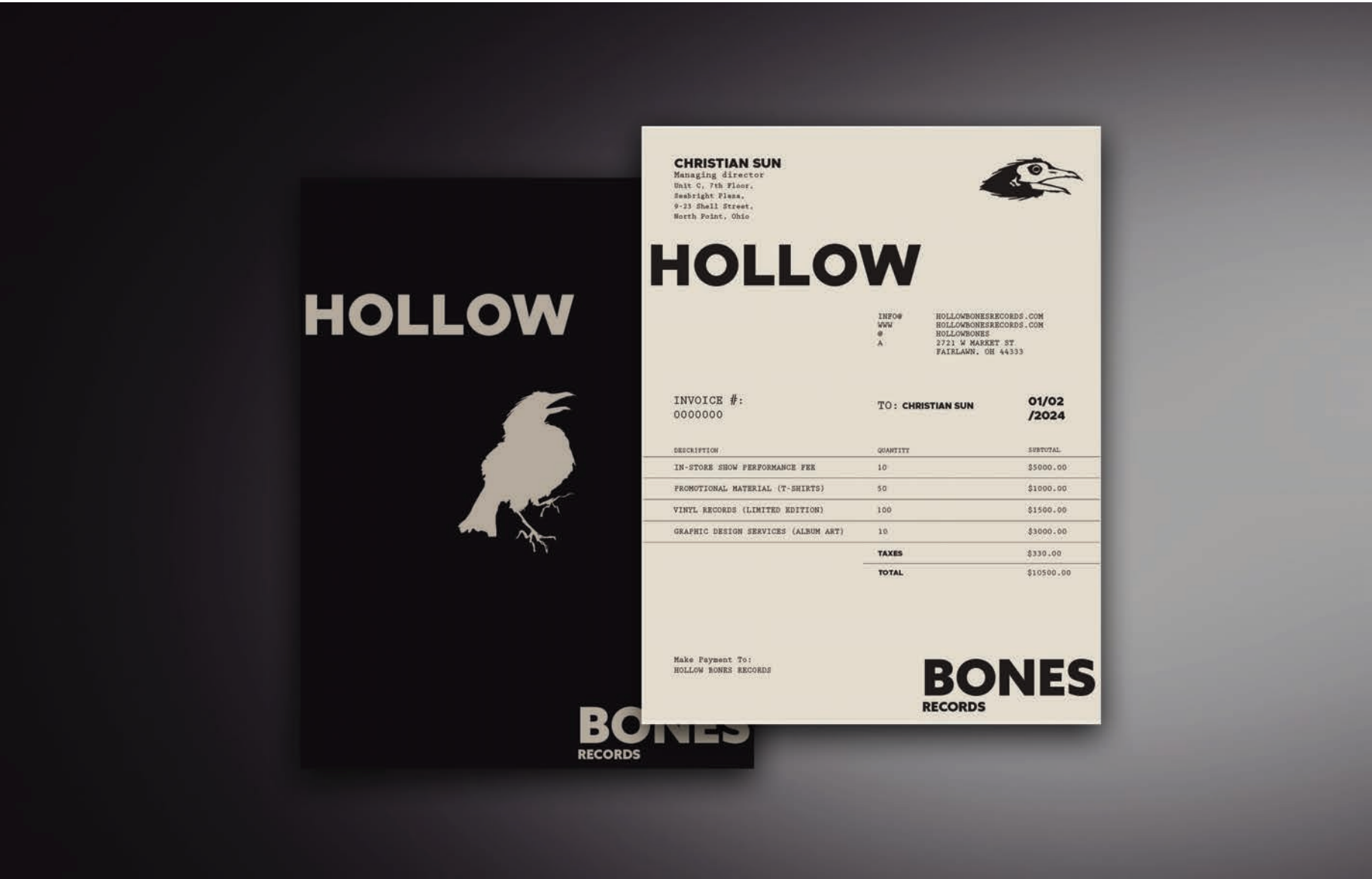
STATIONARY



STATIONARY



STATIONARY



HAPPY TRAILS ANIMAL SANC.

BRAND EXPLORATION

BAILEY BEE
CORP. ID
FALL 2024

SKETCHES



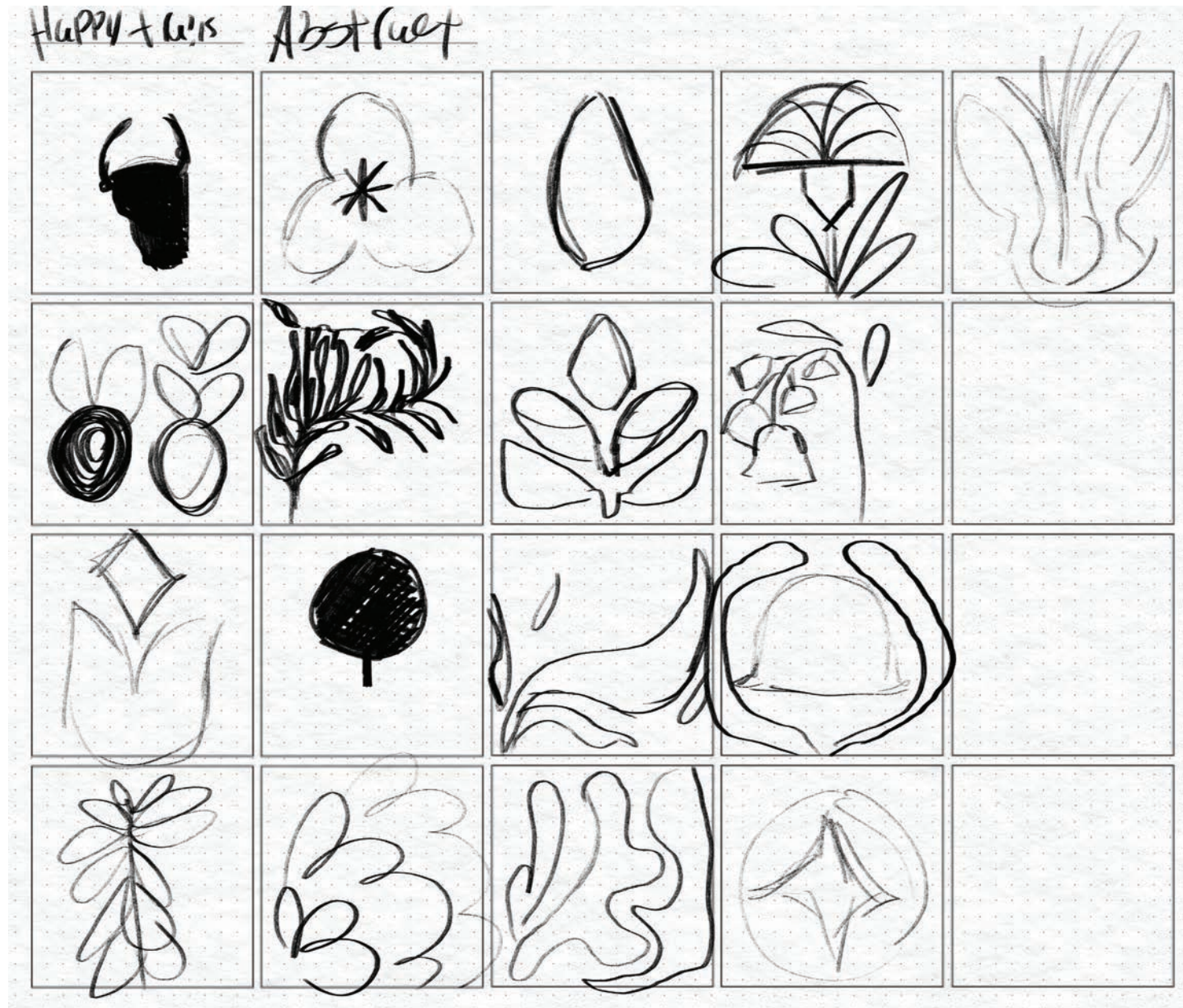
SKETCHES



SKETCHES



SKETCHES



SKETCHES



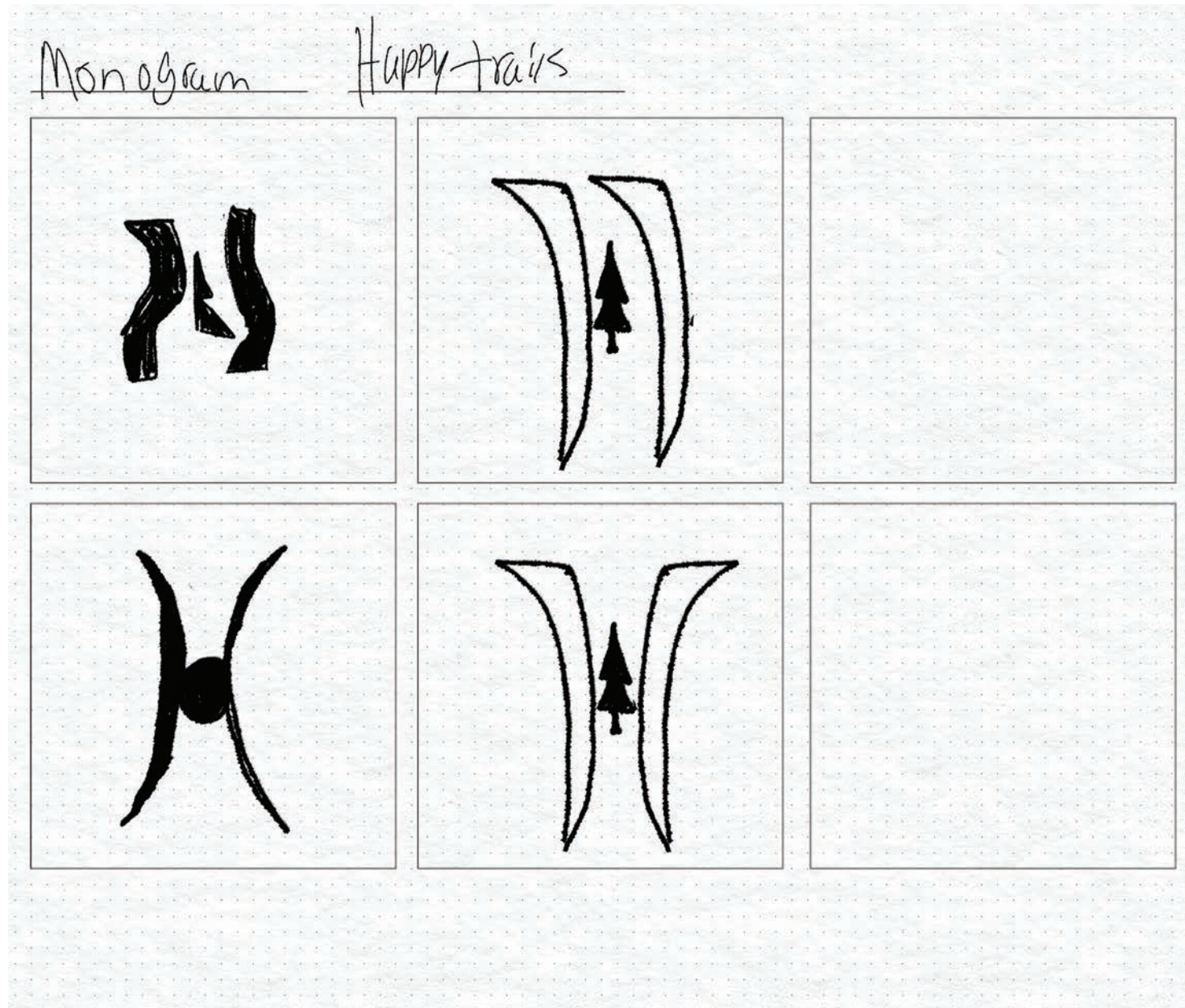
HAPPY TRAILS
ANIMAL SANC.
DIGITAL EXPLORATION

BAILEY BEE
CORP. ID
FALL 2024

REVISIONS



REVISIONS



REVISIONS



REVISIONS



HIGH CONTRAST LOGOS

Student Name: Bailey Bee

Company Name: Happy Trails

Type of Business: Animal Sanctuary

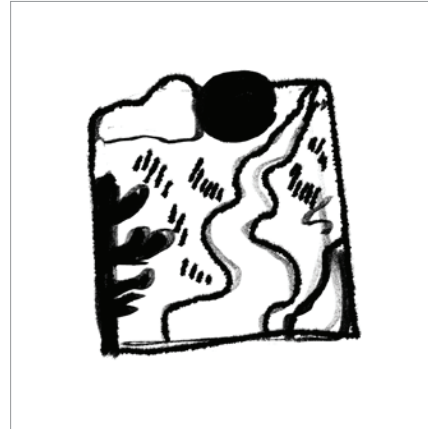
Key Words: Nature, Farm animals, Happy, Joy

Company Mission Statement: Happy Trails Farm Animal Sanctuary rescues, rehabilitates and re-homes criminally abused, neglected and abandoned farm animalsake you places, Shop Hollow Bone Records, the Destination for vinyl records.

Competitors: Babb Run Bird and Wildlife Sanctuary and Stahl's No Harm Farm Animal Sanctuary

How have you differentiated them from their competition?
I have simplified their name and given them a logo that stands out from the rest that use vectors of farm animals

1. Pictogram or Icon



2. Abstract Symbol



3. Monogram



4. Logotype or Wordmark



5. Combination



TYPOGRAPHY EXPLORATIONS

EXPORT

AABBCCDDEEFFGGHHIIJJKLLMMN-
NOOPPQRRSSTTUUVVWWXXYYZZ
1234567890&

COTTON

AABBCCDDEEFFGGHHIIJJKLLMMNNOO
PPQRRSSTTUUVVWWXXYYZZ
1234567890&

CUBANO

AABBCCDDEEFFGGHHIIJJKLLMMNNOO
PPQRRSSTTUUVVWWXXYYZZ
1234567890&

Sofia Pro

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOo
PpQqRrSsTtUuVvWwXxYyZz
1234567890&


CHEAP PINE

AABBCCDDEEFFGGHHIIJJKL MMNNOO
PPQRRSSTTUUVVWWXXYYZZ
1234567890&

FOXBOT

AABBCCDDEEFFGGHHIIJJKLLMMNNOO
PPQRRSSTTUUVVWWXXYYZZ
1234567890&

BRAND CONCEPTS



HAPPY TRAILS
ANIMAL SANCTUARY

Bailey Bee
-
+856-234-2345
BaileyB@gmail.com


Unit C, 7th Floor,
Seabright Plaza,
9-23 Shell Street,
North Point, Ohio

Dear, Mrs. Doe

Edi volesequi sitatates et hitat.
Lis este cus nullenit, siniam dent.
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volorerum fuga.

Yours Sincerely,





HAPPY TRAILS
ANIMAL SANCTUARY

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volorerum fuga.

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Dear, Mrs. Doe

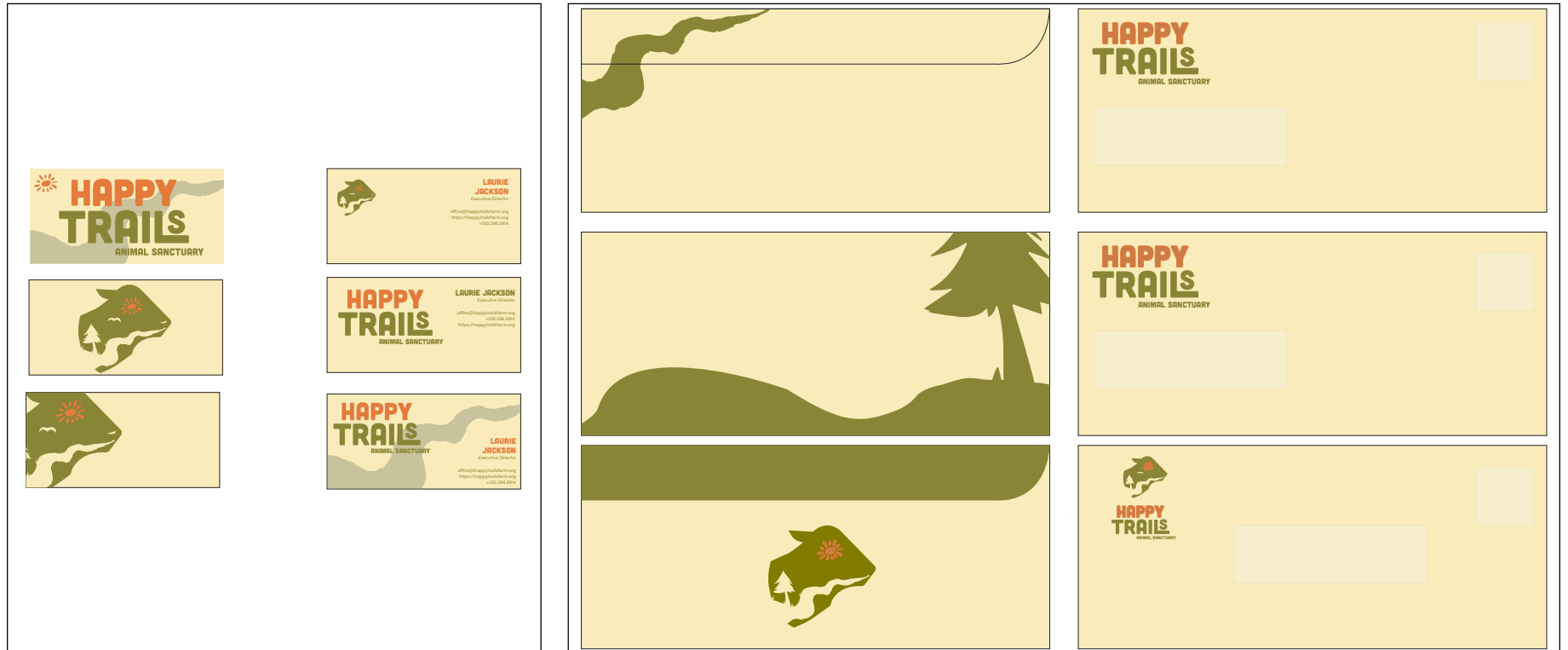
Edi volesequi sitatates et hitat.
Lis este cus nullenit, siniam dent.
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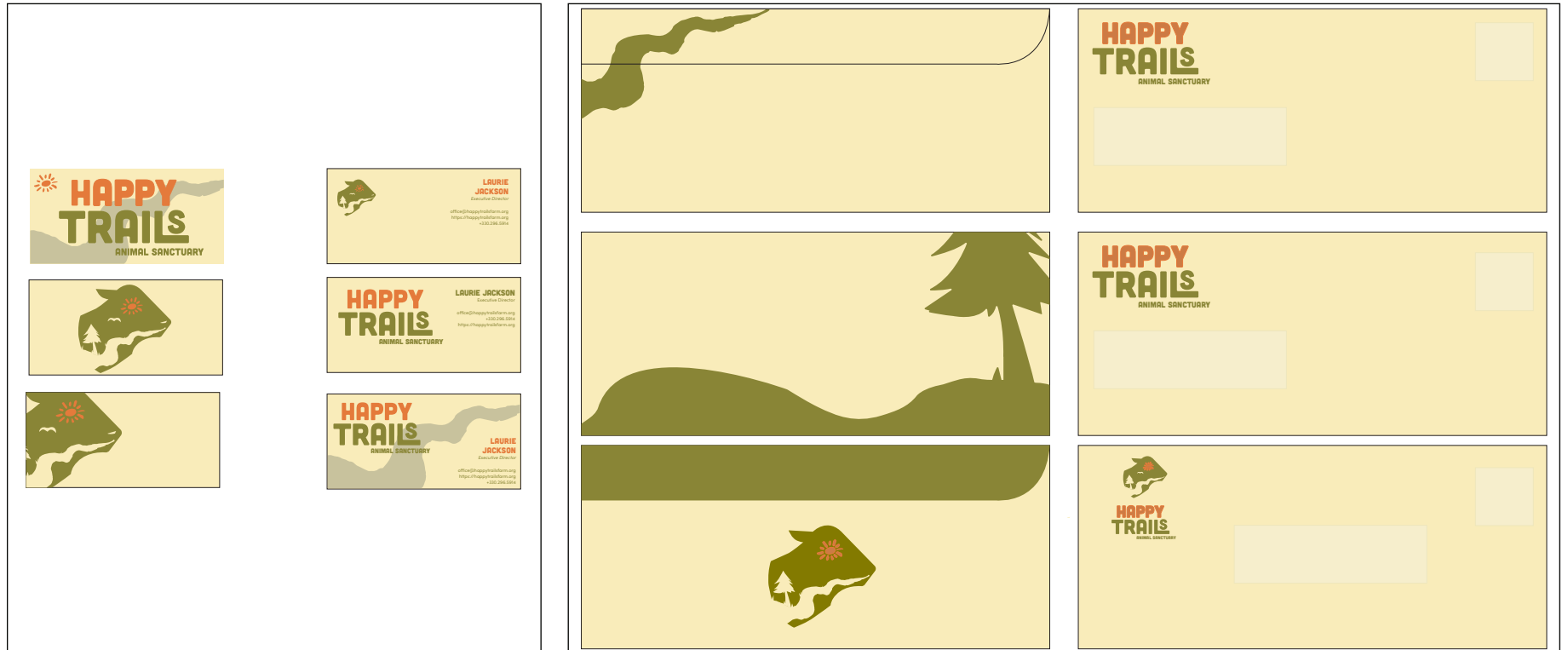
Yours Sincerely,



BRAND CONCEPTS



BRAND CONCEPTS



BRAND CONCEPTS



BRAND CONCEPTS



BRAND CONCEPTS



BRAND CONCEPTS

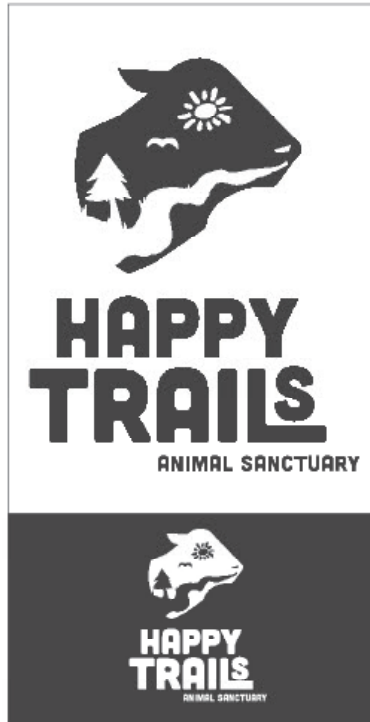


HAPPY TRAILS
ANIMAL SANC.
DIGITAL REFINEMENT

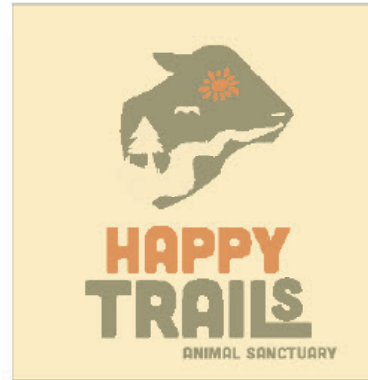
BAILEY BEE
CORP. ID
FALL 2024

LOGO BOARD

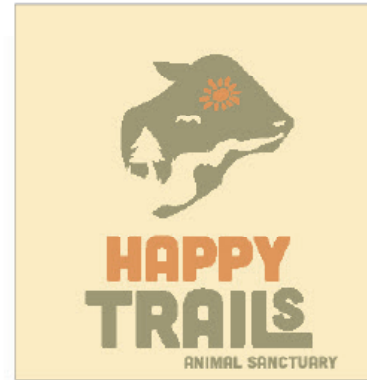
Happy Trails Animal Sanctuary Primary Mark



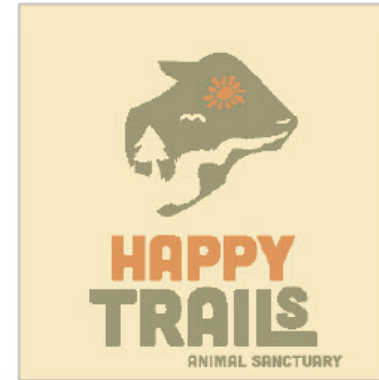
Pantone



CMYK

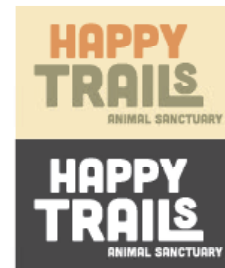


RGB



Logotype/Secondary Mark

**HAPPY
TRAILS**
ANIMAL SANCTUARY



PANTONE: 7499U
C=2 M=5 Y=81 K=0
R=251 G=234 B=85
hex: #FCEC88

PANTONE: 399U
C=47 M=86 Y=38 K=2
R=37 G=38 B=52
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PANTONE: 152U
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R=227 G=22 B=50
hex: #E37D3C

STATIONARY



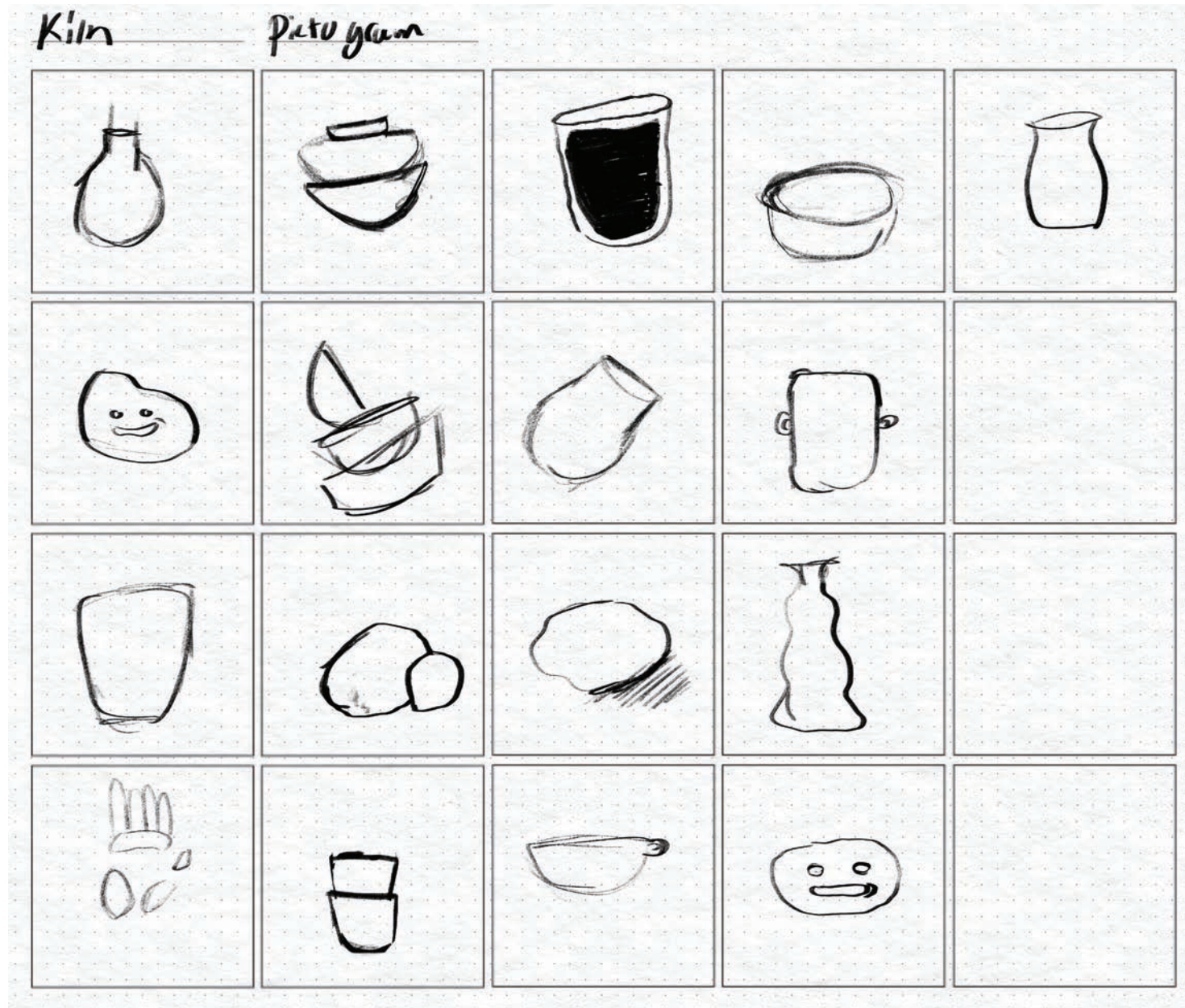


KILN POTTERY STUDIO

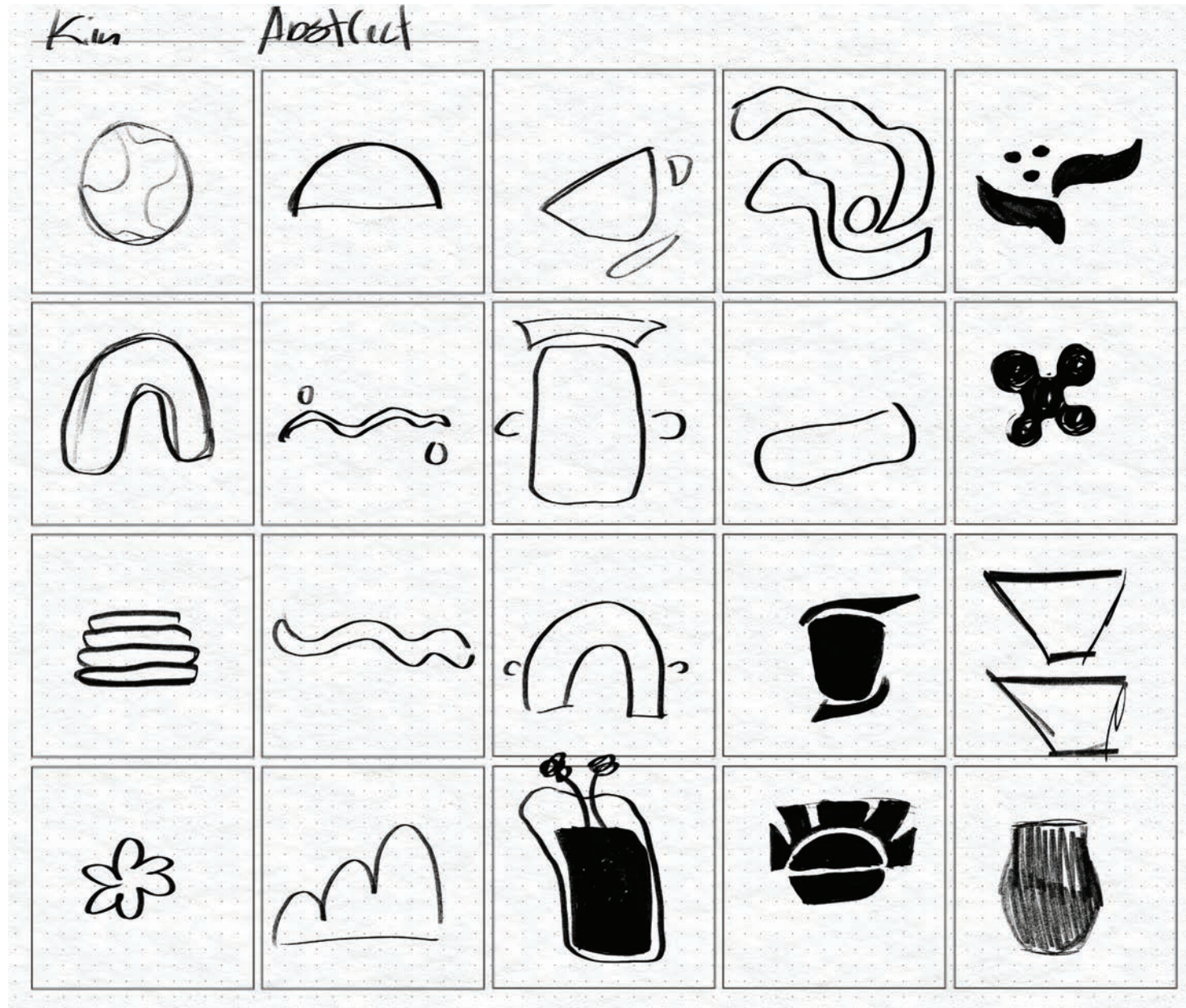
BRAND EXPLORATION

BAILEY BEE
CORP. ID
FALL 2024

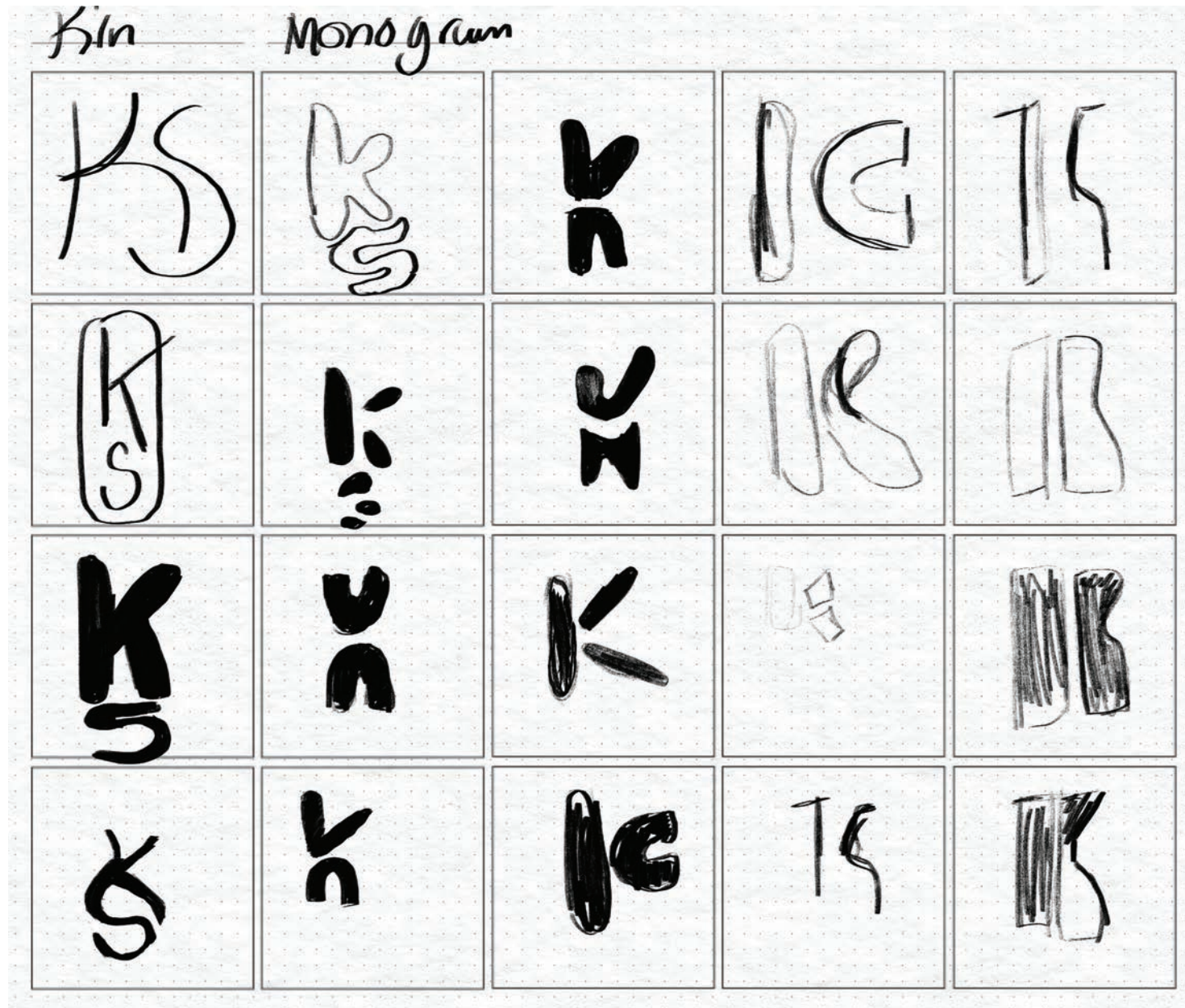
SKETCHES



SKETCHES



SKETCHES



SKETCHES



SKETCHES

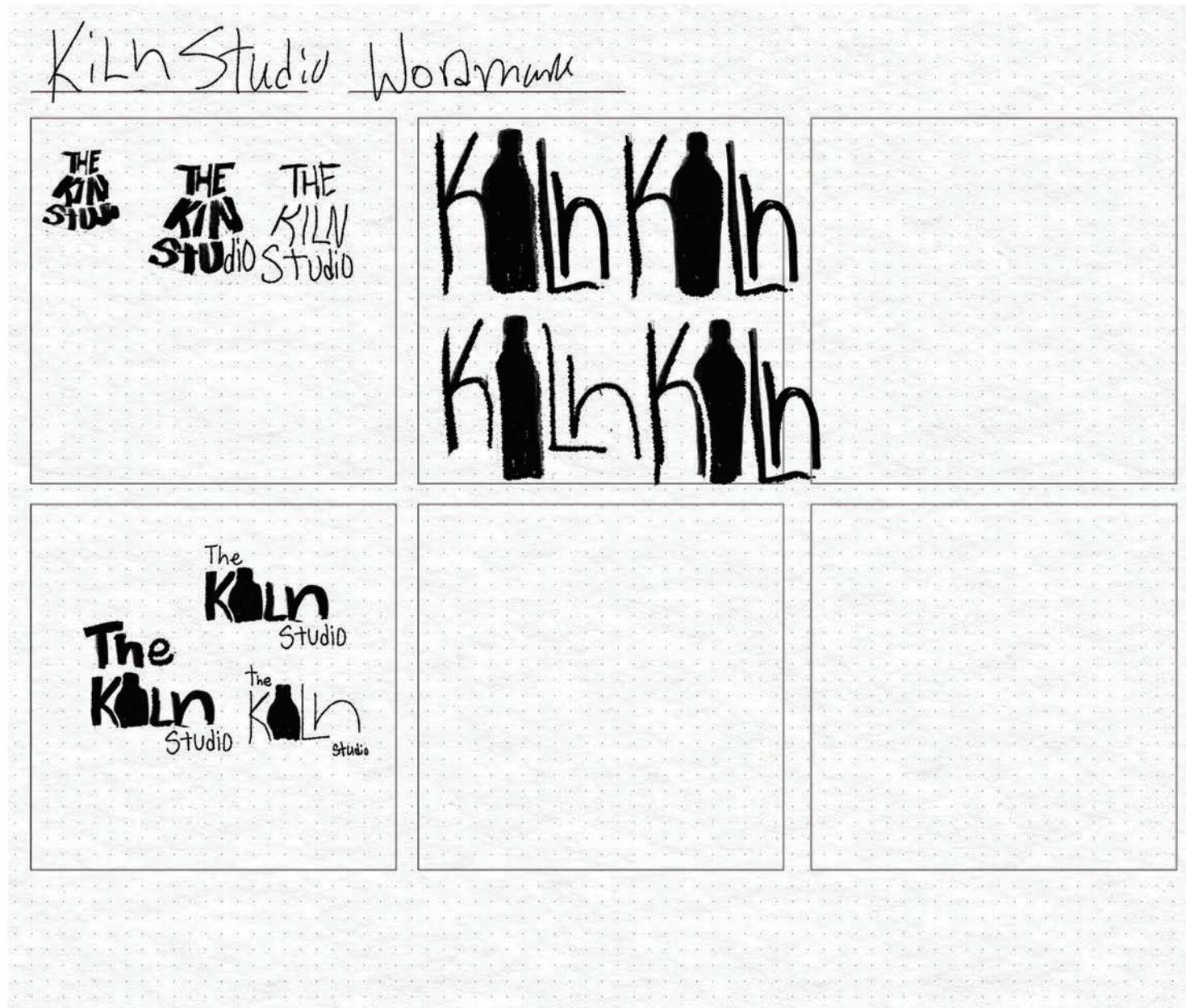


KILN POTTERY STUDIO

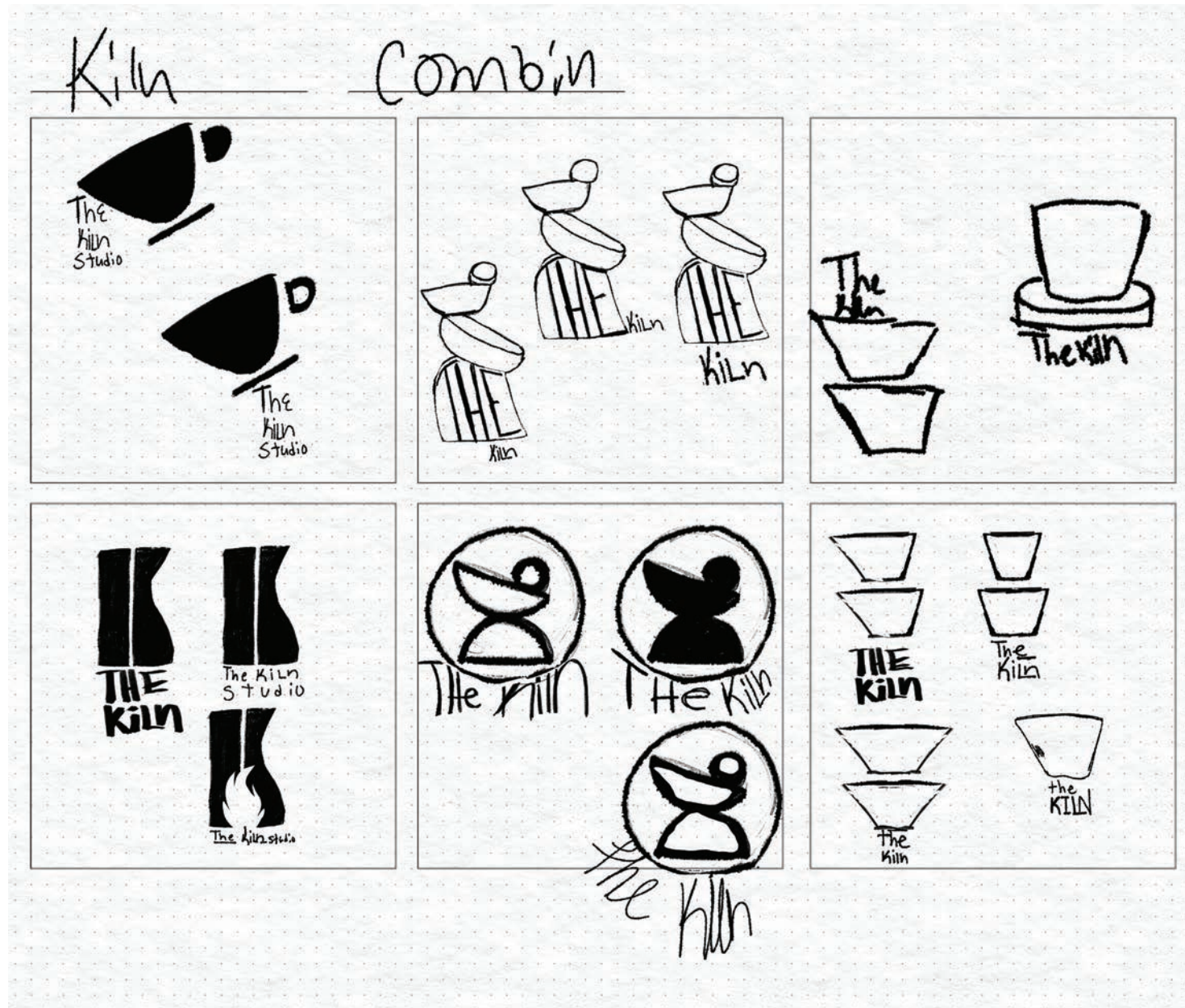
Digital Exploration

BAILEY BEE
CORP.ID
FALL 2024

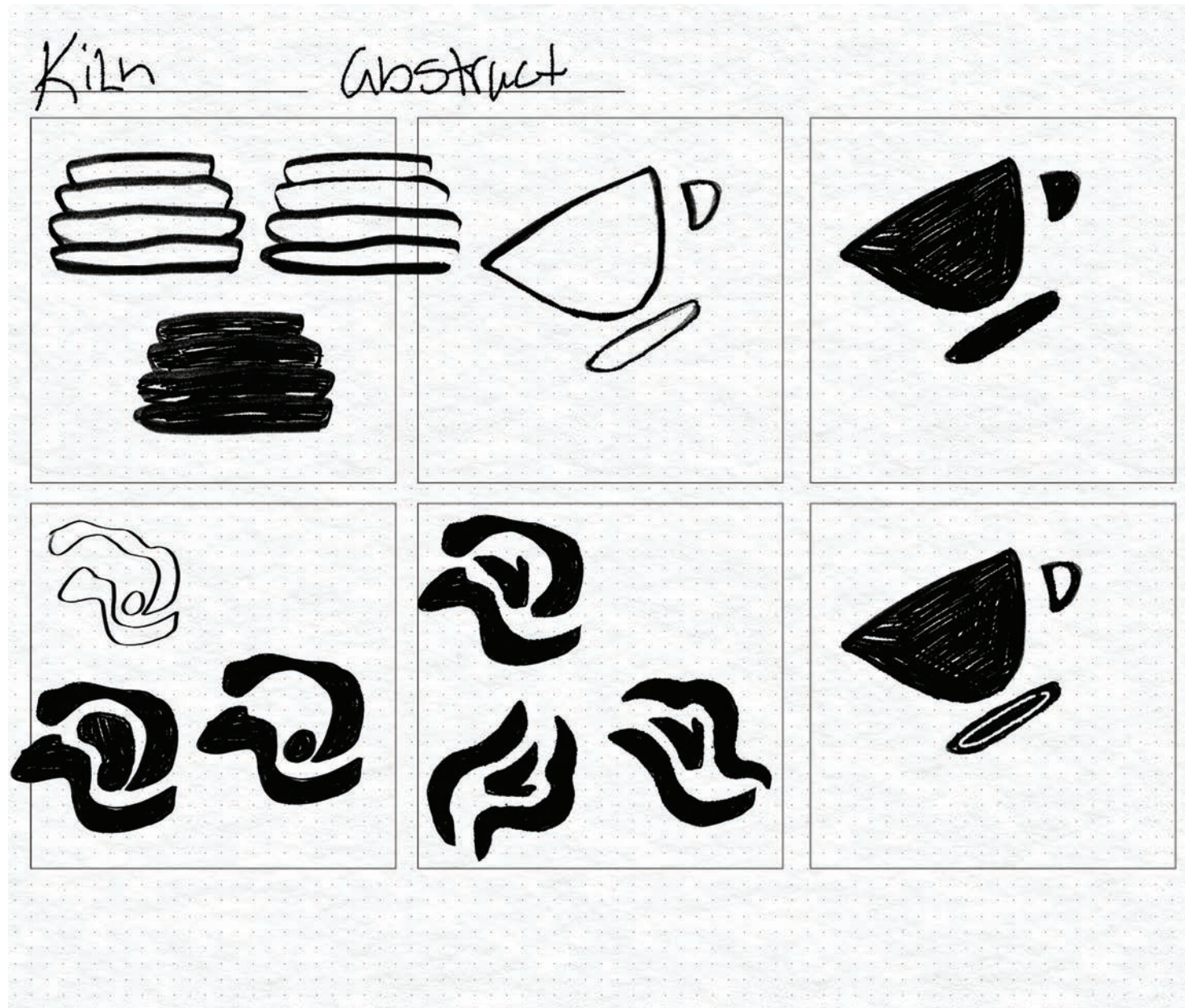
REVISIONS



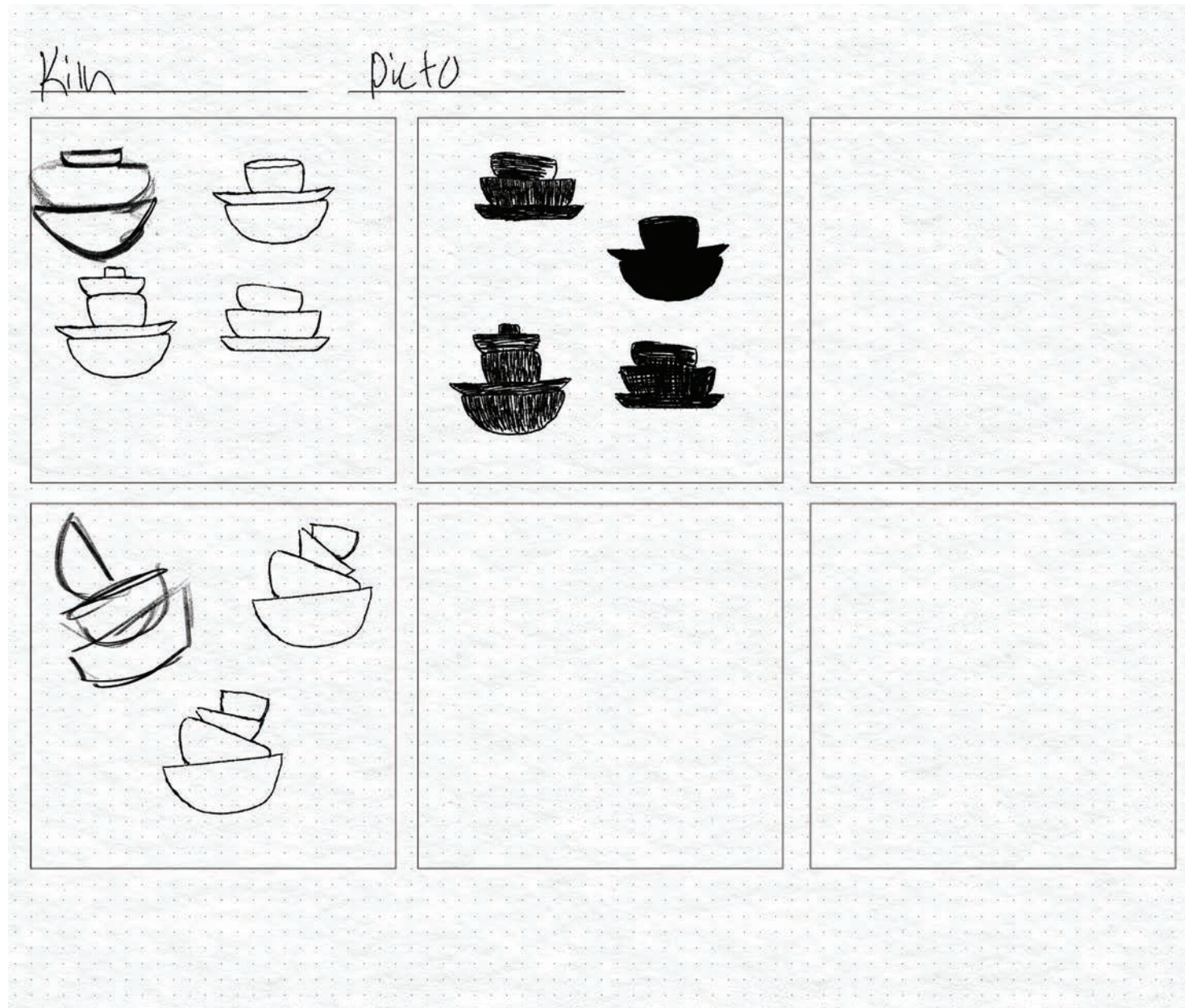
REVISIONS



REVISIONS



REVISIONS



HIGH CONTRAST LOGOS

Student Name: Bailey Bee

Company Name: The Kiln Studio

Type of Business: Pottery Studio

Key Words: Community, Clay, Nature, and bowls

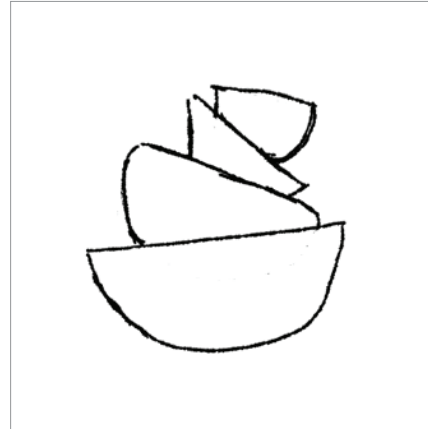
Company Mission Statement: The Kiln offers open studio hours for ceramic artists and experienced potters. Artists are welcome any time during open business hours, when there are no classes currently in session. Calling ahead is recommended to ensure we have space for you!

Competitors: Babb Run Bird and Wildlife Sanctuary and Stahl's No Harm Farm Animal Sanctuary

How have you differentiated them from their competition?

Their current logo is confusing and a bit complex when you size it down. I have chosen a different route that most logos have gone.

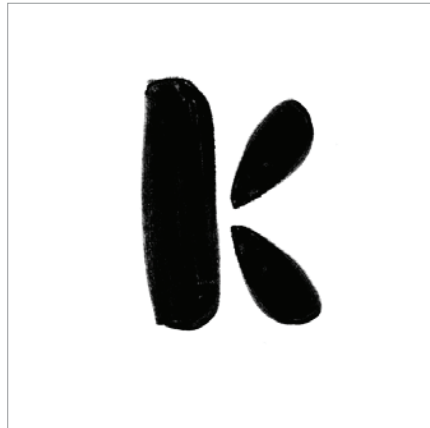
1. Pictogram or Icon



2. Abstract Symbol



3. Monogram



4. Logotype or Wordmark



5. Combination



TYPOGRAPHY EXPLORATIONS

Export

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz
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HF Gesco-Free

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOo
PpQqRrSsTtUuVvWwXxYyZz
1234567890&

Auster

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PpQqRrSsTtUuVvWwXxYyZz
1234567890&

Sofia Pro

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1234567890&

Bitter

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1234567890&

FOT- Yuruka Std

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOo
PpQqRrSsTtUuVvWwXxYyZz
1234567890&

BRAND CONCEPTS



KILN
Pottery Studio

Bailey Bee
+856-234-2345
BaileyB@gmail.com

Unit C, 7th Floor,
Seabright Plaza,
9-23 Shell Street,
North Point, Ohio

Dear, Mrs. Doe

Edi volesequi sitatates et hitat.
Lis este cus nullenit, siniam dent.
Omnis invenim agniet provid et qui incton senimpo rioremo lorefe
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volorerum fuga.

Yours Sincerly,





KILN
Pottery Studio

Bailey Bee
+856-234-2345
BaileyB@gmail.com

Unit C, 7th Floor,
Seabright Plaza,
9-23 Shell Street,
North Point, Ohio

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Yours Sincerly,





KILN
Pottery Studio

10/31
Christian Sun
Managing director
Unit C, 7th Floor,
Seabright Plaza,
9-23 Shell Street,
North Point, Ohio

**Kiln Pottery
Studio**
7225 Fitzwater Road,
Brecksville, OH 44141
www.thekilnbrecksville.com

Dear Christian Sun,

I hope this message finds you well! At Kiln Pottery Studio, we're
excited to share our latest offerings and upcoming events that
celebrate the beauty of handmade pottery.

We invite you to explore our new collection of functional and
decorative pieces, all crafted with care by our talented artisans.
Additionally, we're hosting a series of workshops where you can
learn the art of pottery yourself. Whether you're a beginner or
looking to refine your skills, we have something for everyone!

Please feel free to reach out if you have any questions or would
like to visit our studio. We look forward to welcoming you to our
creative community.

Warm regards,



Caleb Zouhary
Owner
Kiln Pottery Studio

BRAND CONCEPTS



BRAND CONCEPTS



BRAND CONCEPTS



BRAND CONCEPTS



BRAND CONCEPTS



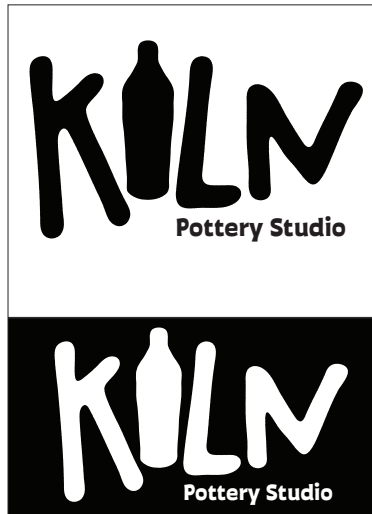
HAPPY TRAILS
ANIMAL SANC.
DIGITAL REFINEMENT

BAILEY BEE
CORP. ID
FALL 2024

LOGO BOARD

Kiln Pottery Studio

Primary Mark



Pantone



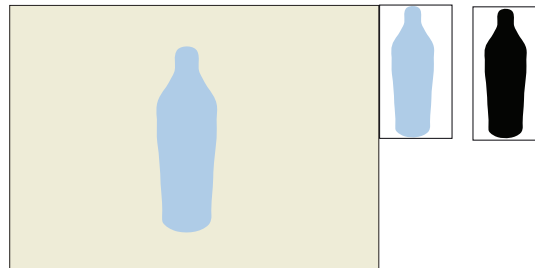
CMYK



RGB



Secondary Mark



PANTONE: 324 U
C=47 M=0 Y=21 K=0
R=128 G=207 B=208
Hex: #7fefd0

PANTONE: 7506 U
C=3 M=12 Y=31 K=0
R=128 G=207 B=208
Hex: #8a8536

STATIONARY

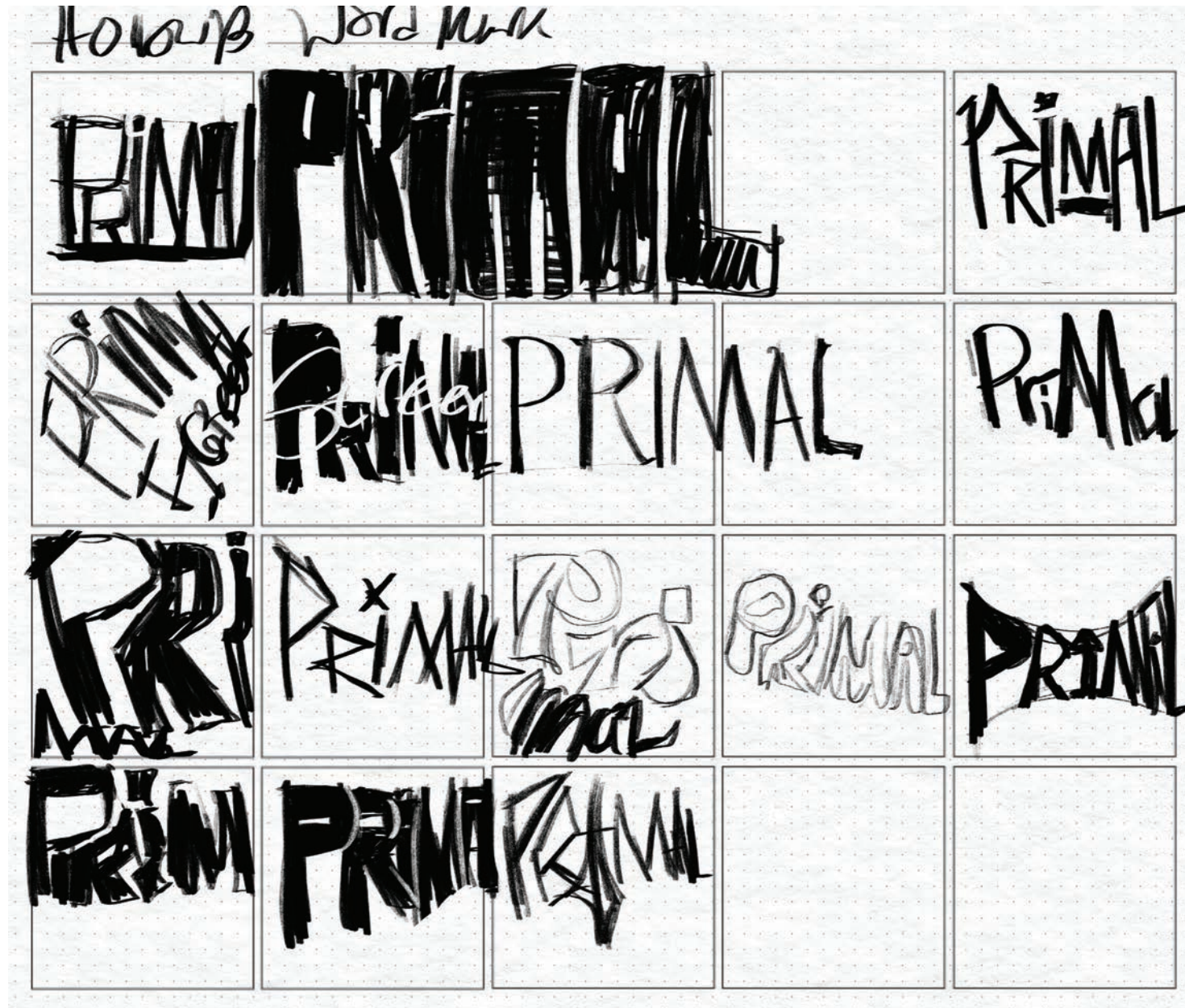


PRIMAL SCREENS

BRAND EXPLORATION

BAILEY BEE
CORP. ID
FALL 2024

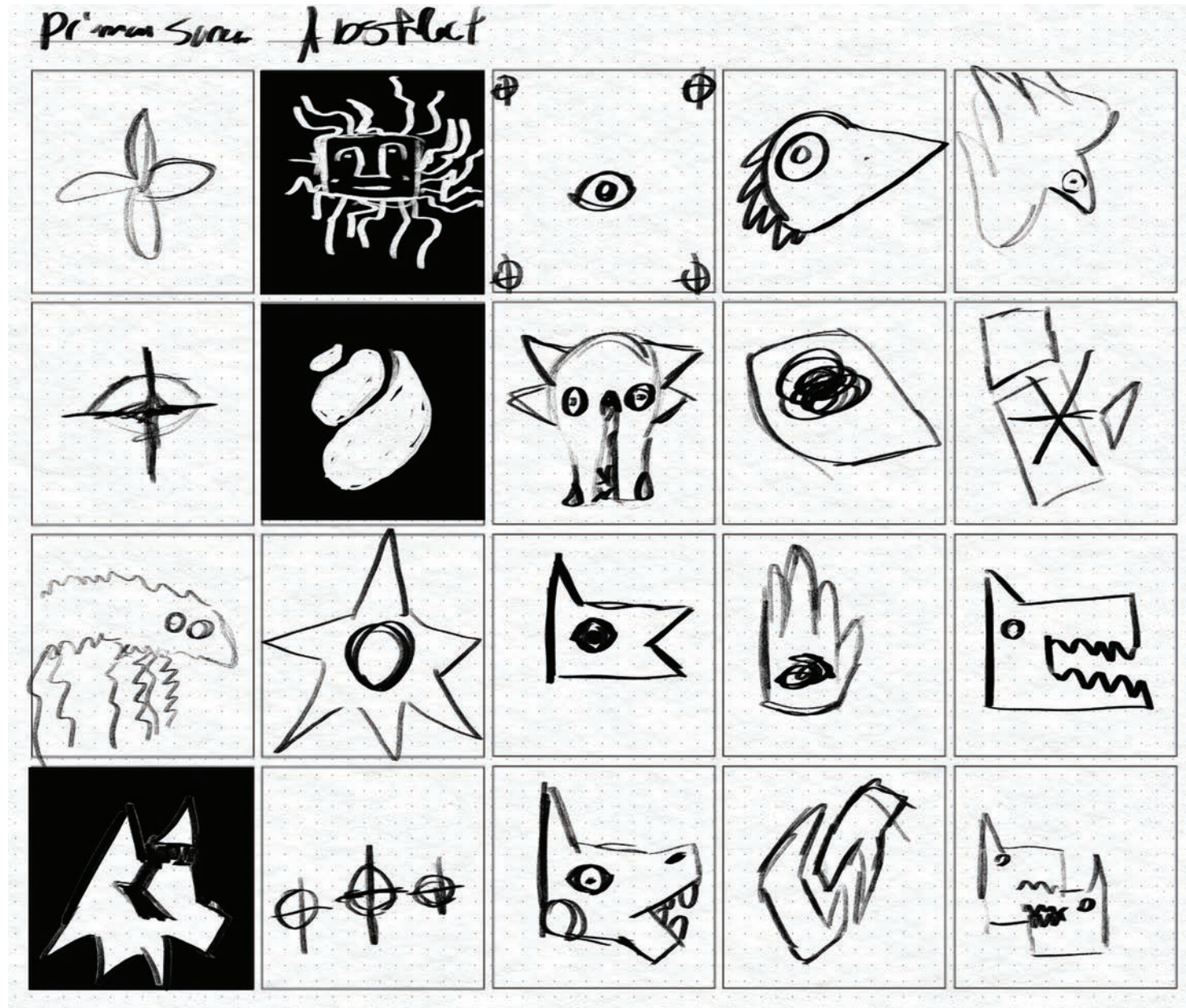
SKETCHES



SKETCHES



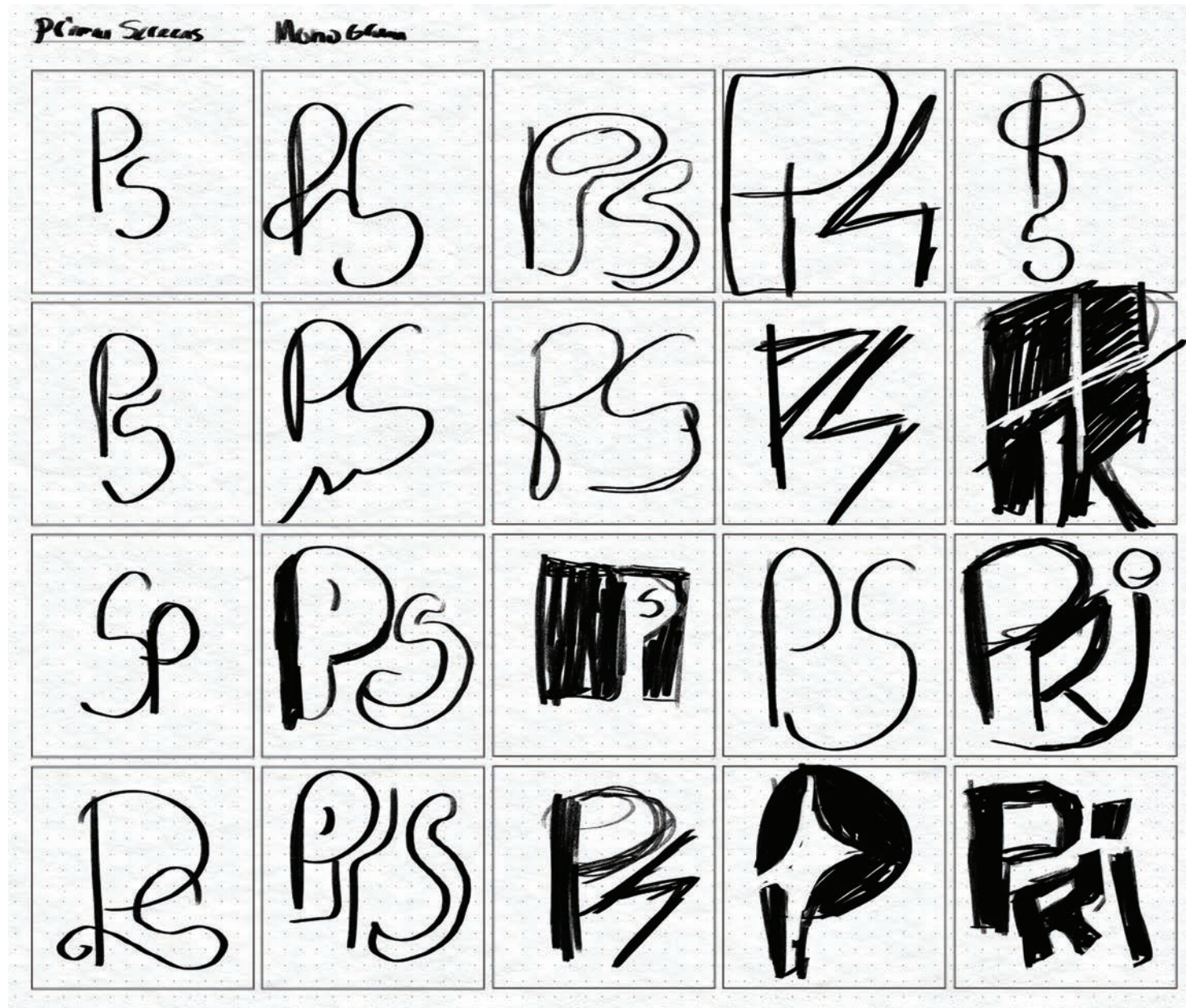
SKETCHES



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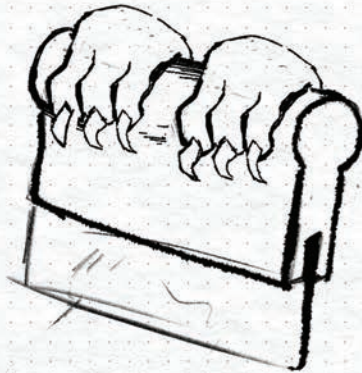
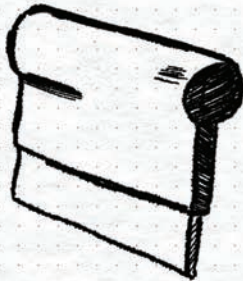
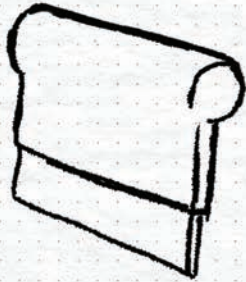
PRIMAL SCREENS

Digital Exploration

BAILEY BEE
CORP.ID
FALL 2024

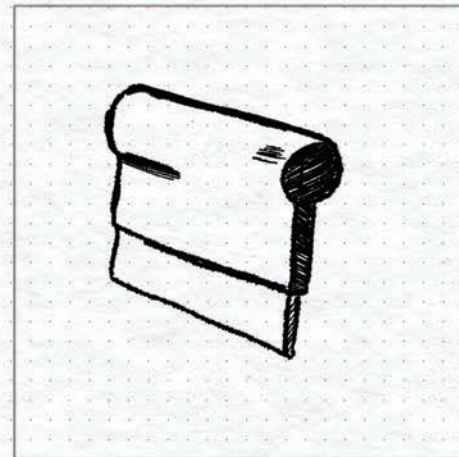
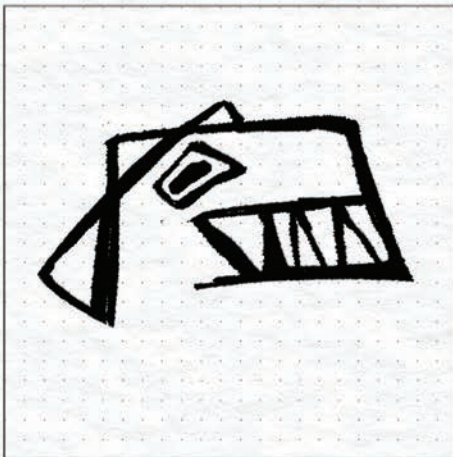
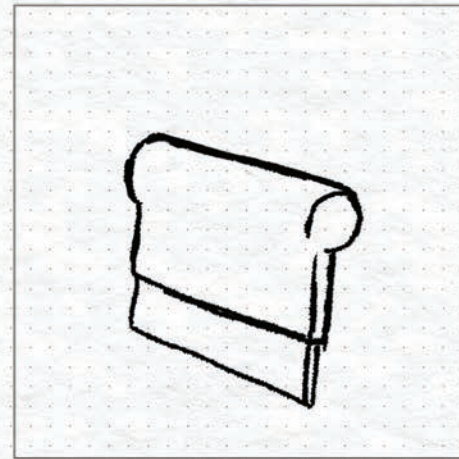
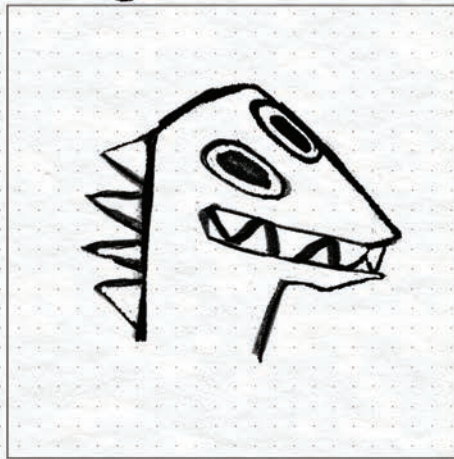
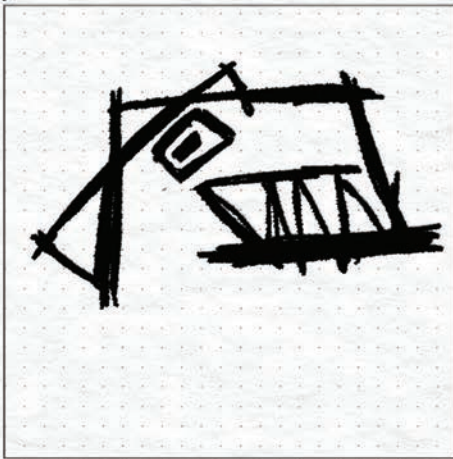
REVISIONS

Revisions as Pictogram

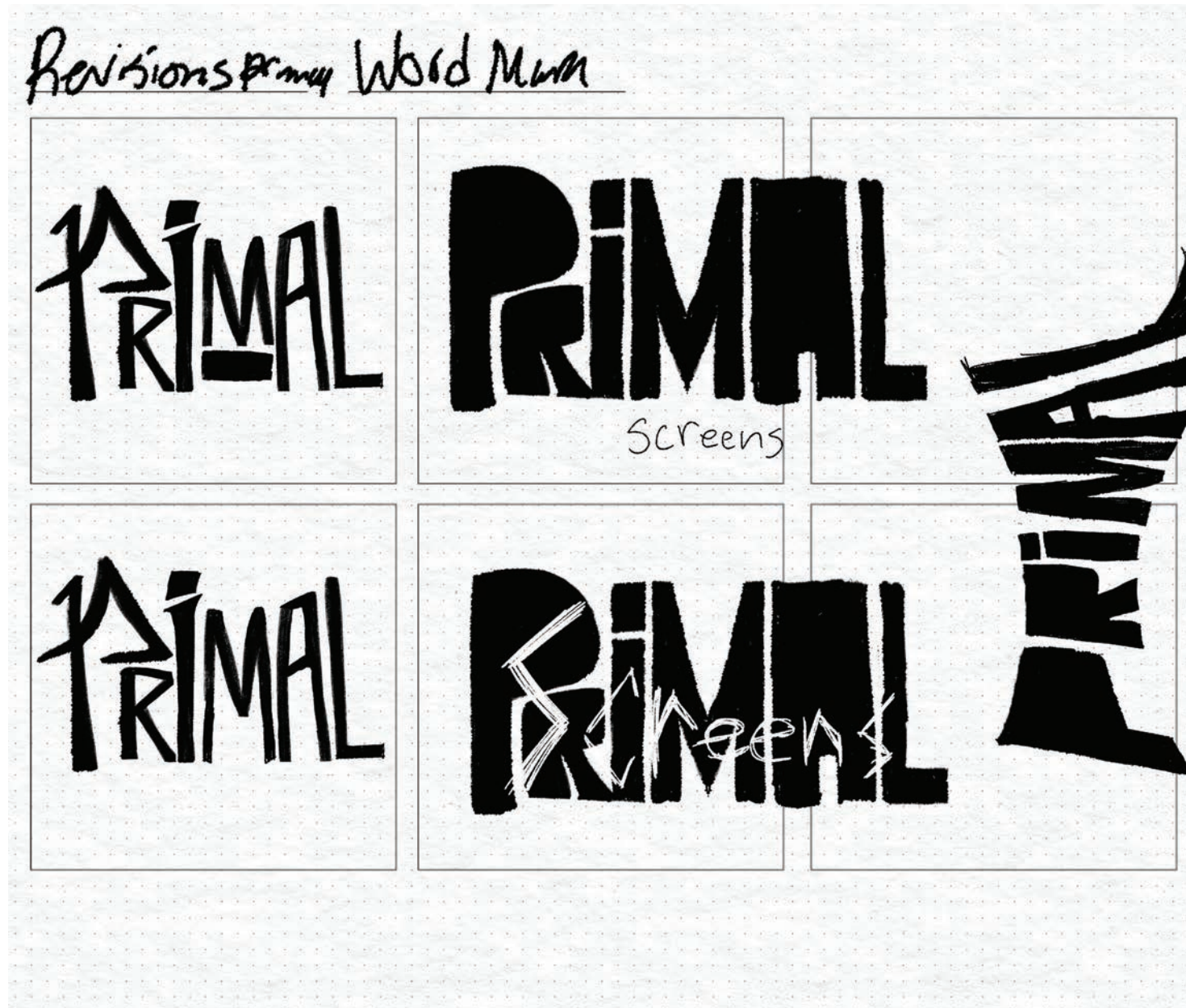


REVISIONS

Revisions as Pictogram



REVISIONS



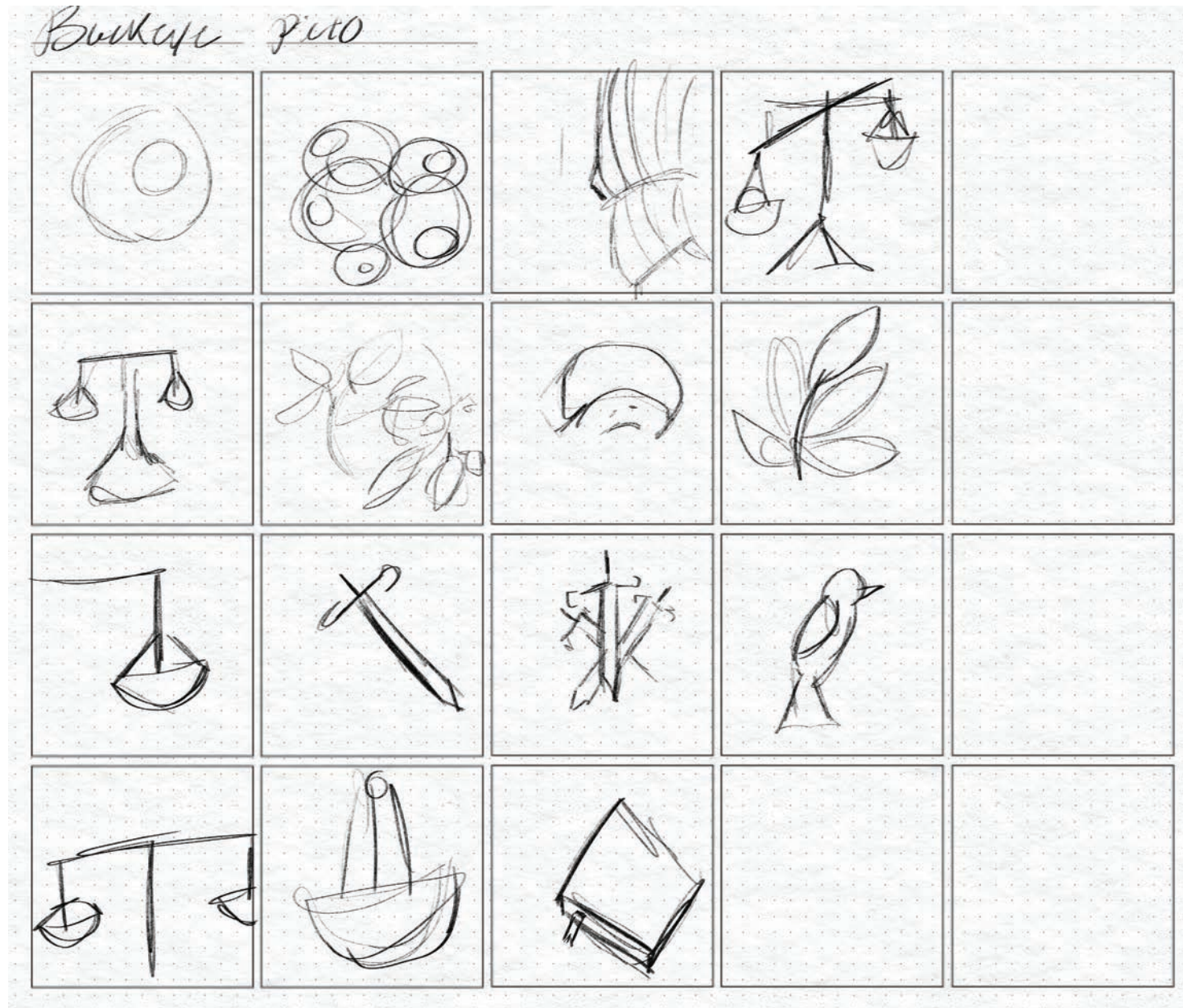
A horizontal teal brushstroke graphic with irregular, torn edges, positioned behind the main title text.

BUCKEYE LAW GROUP

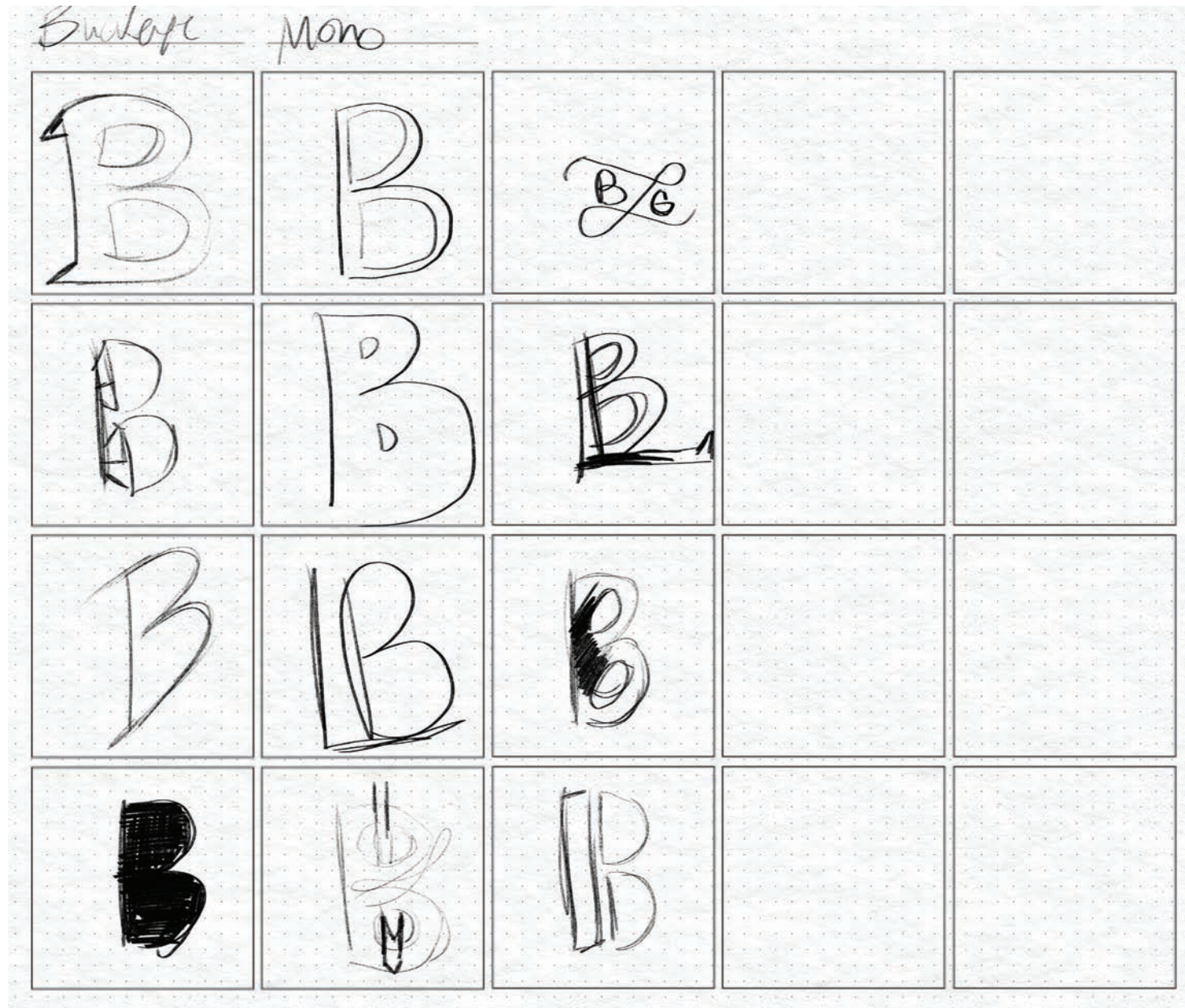
BRAND EXPLORATION

BAILEY BEE
CORP. ID
FALL 2024

SKETCHES



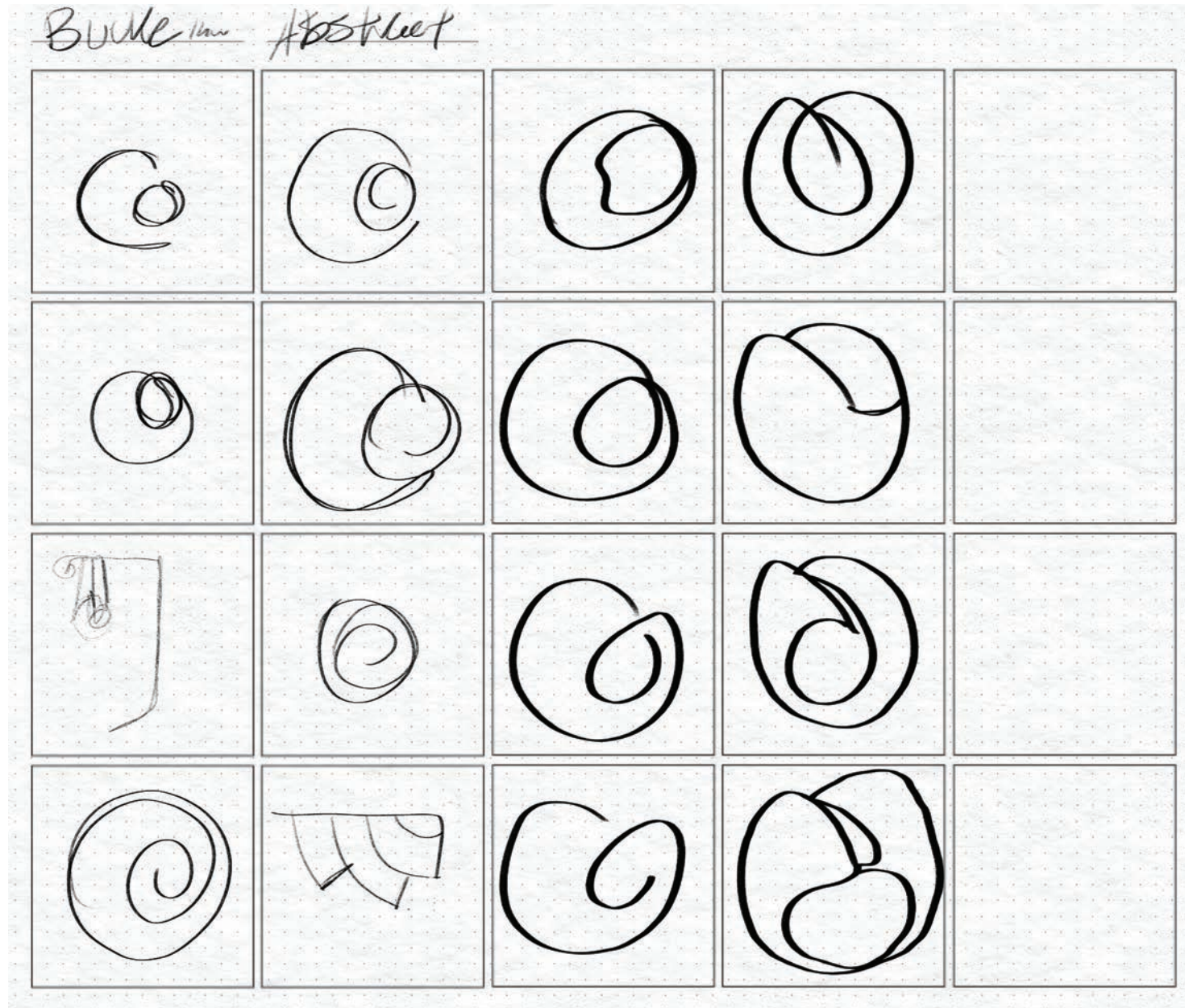
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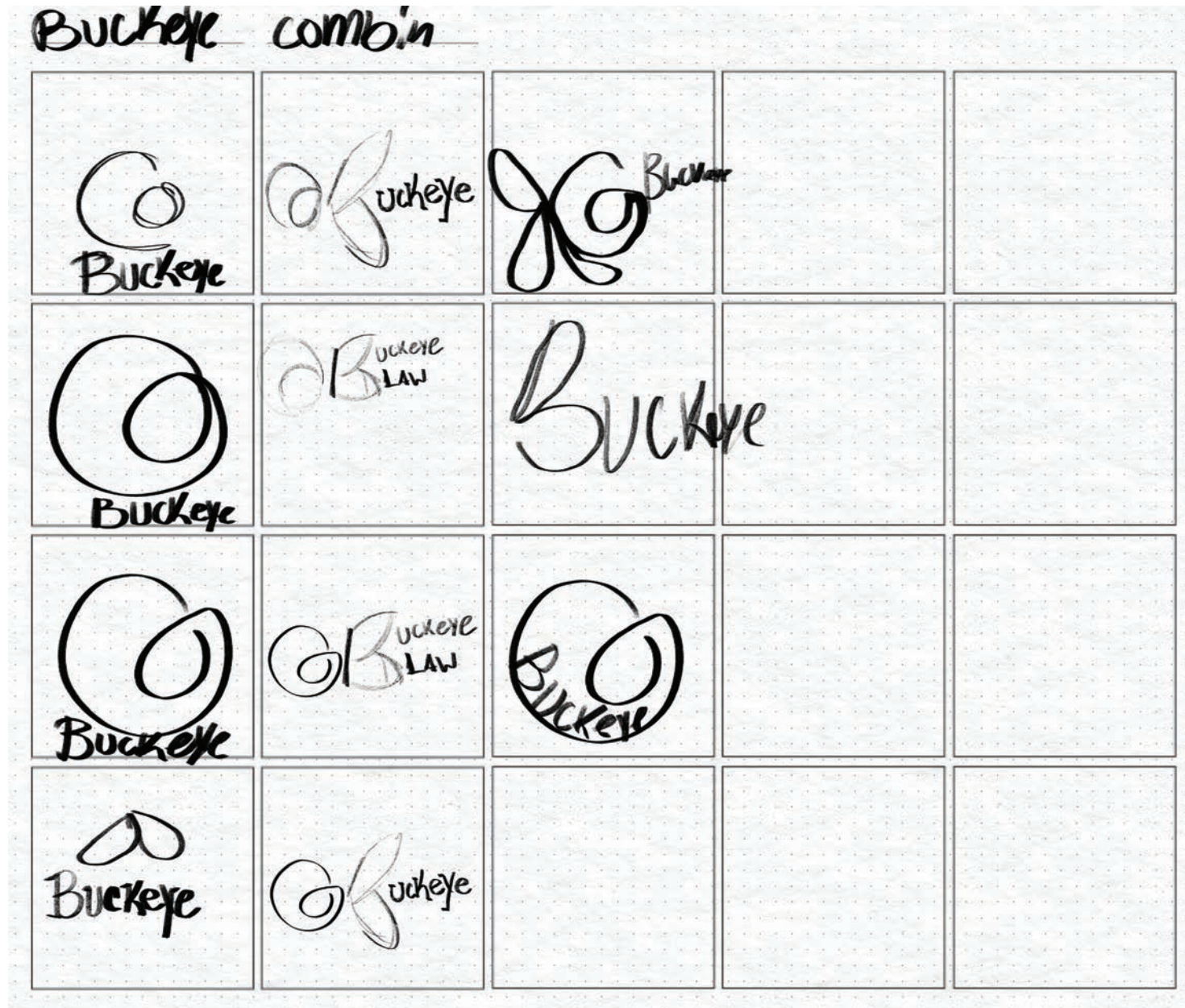
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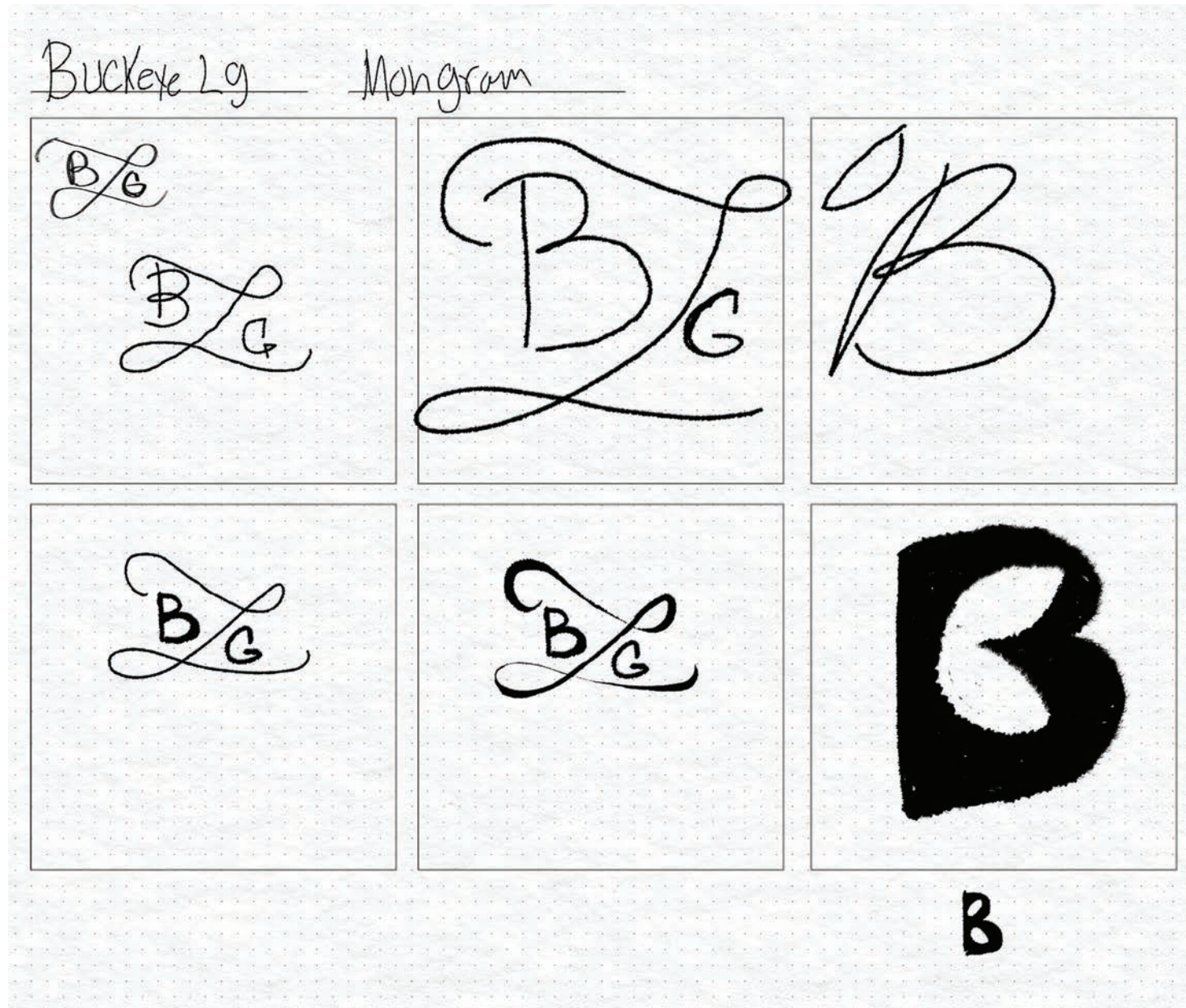


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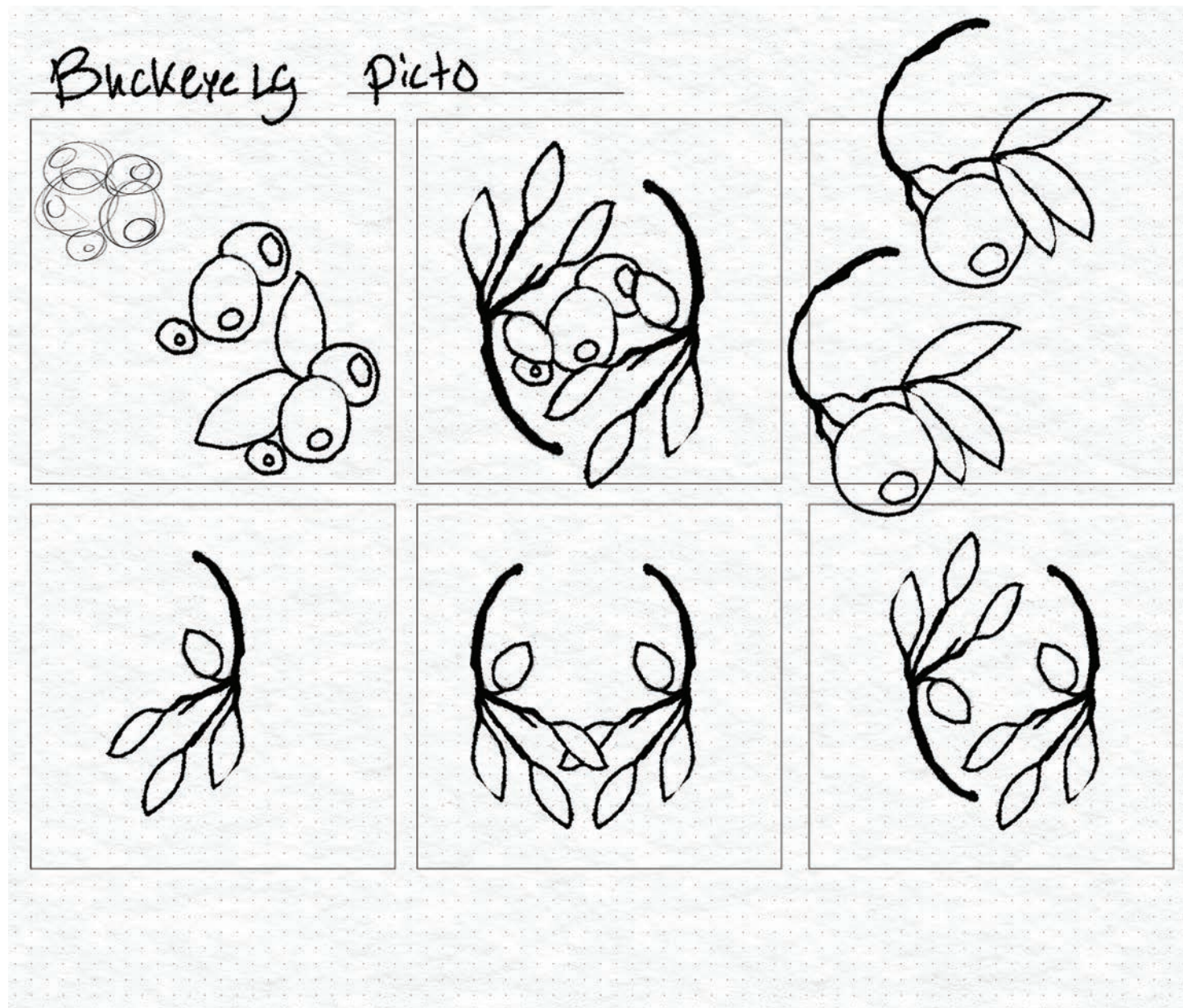
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BAILEY BEE
CORP.ID
FALL 2024

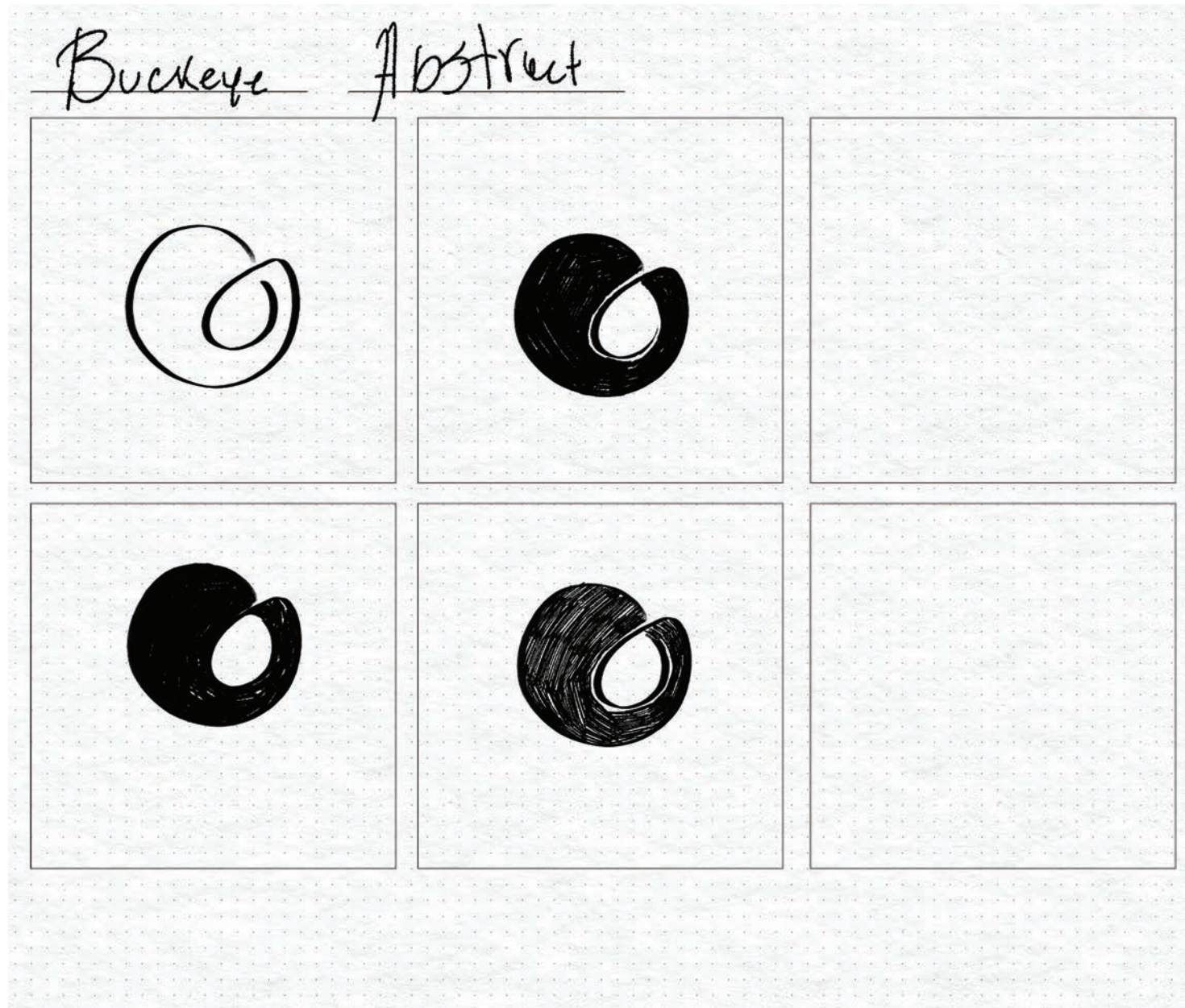
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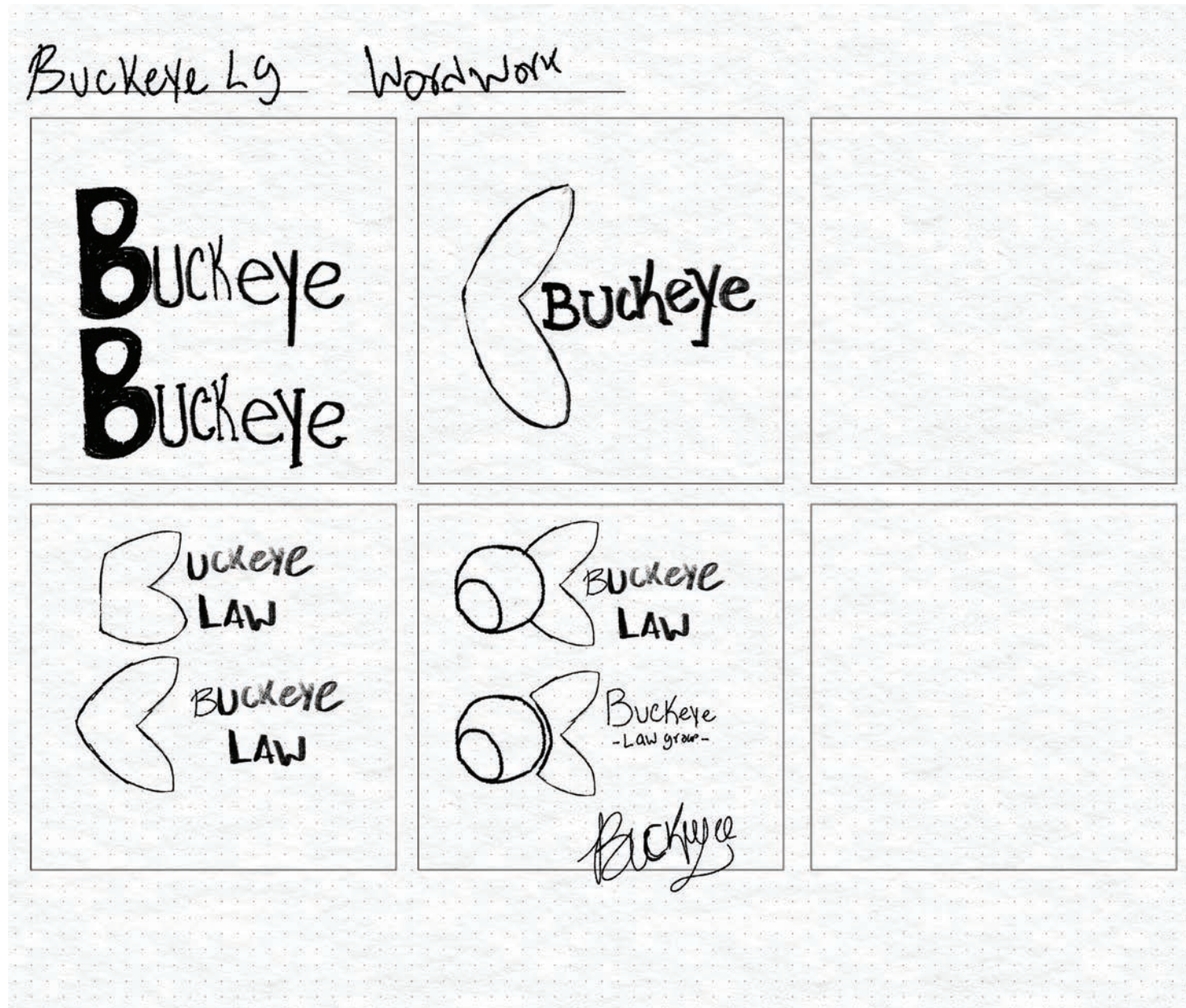
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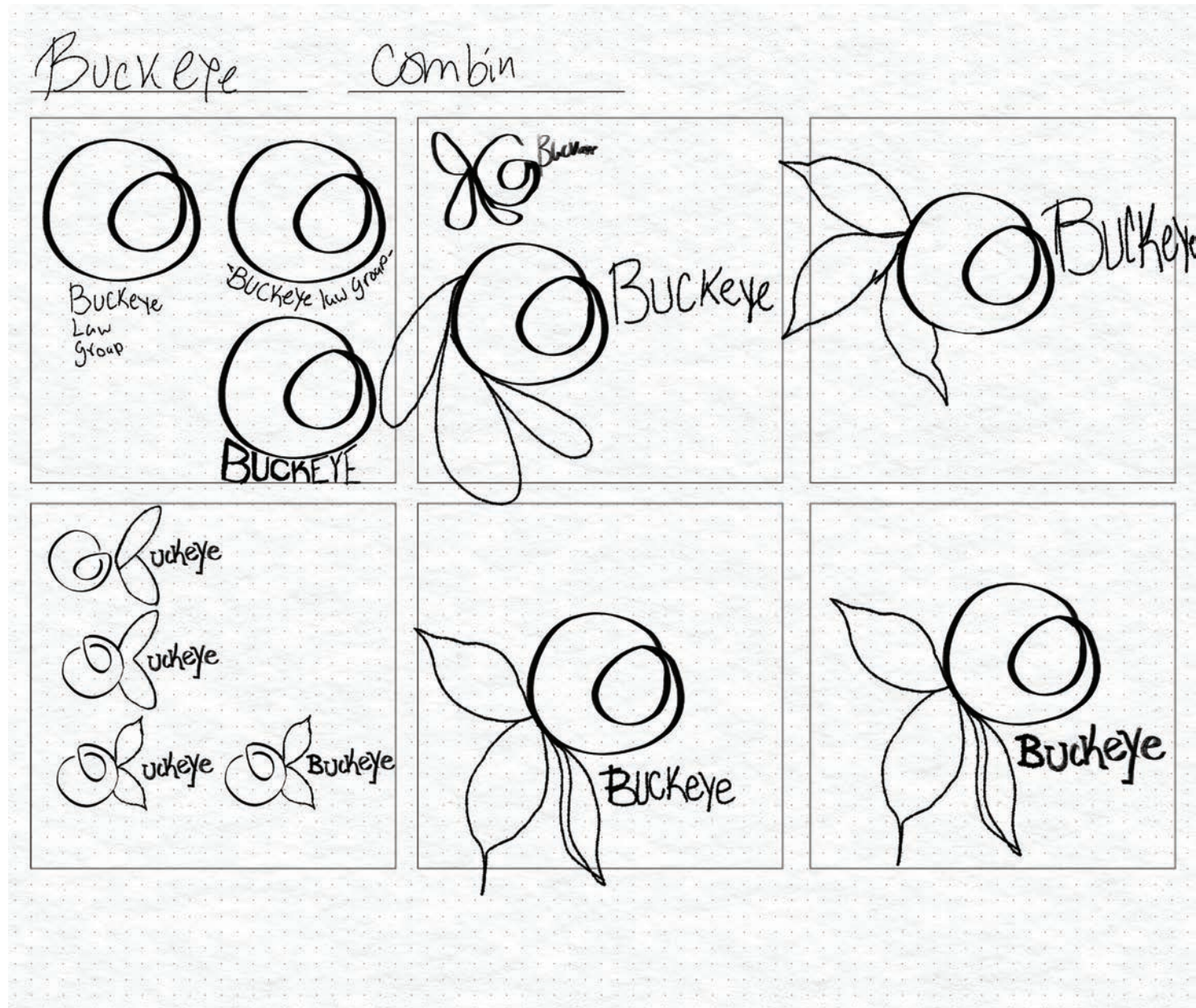
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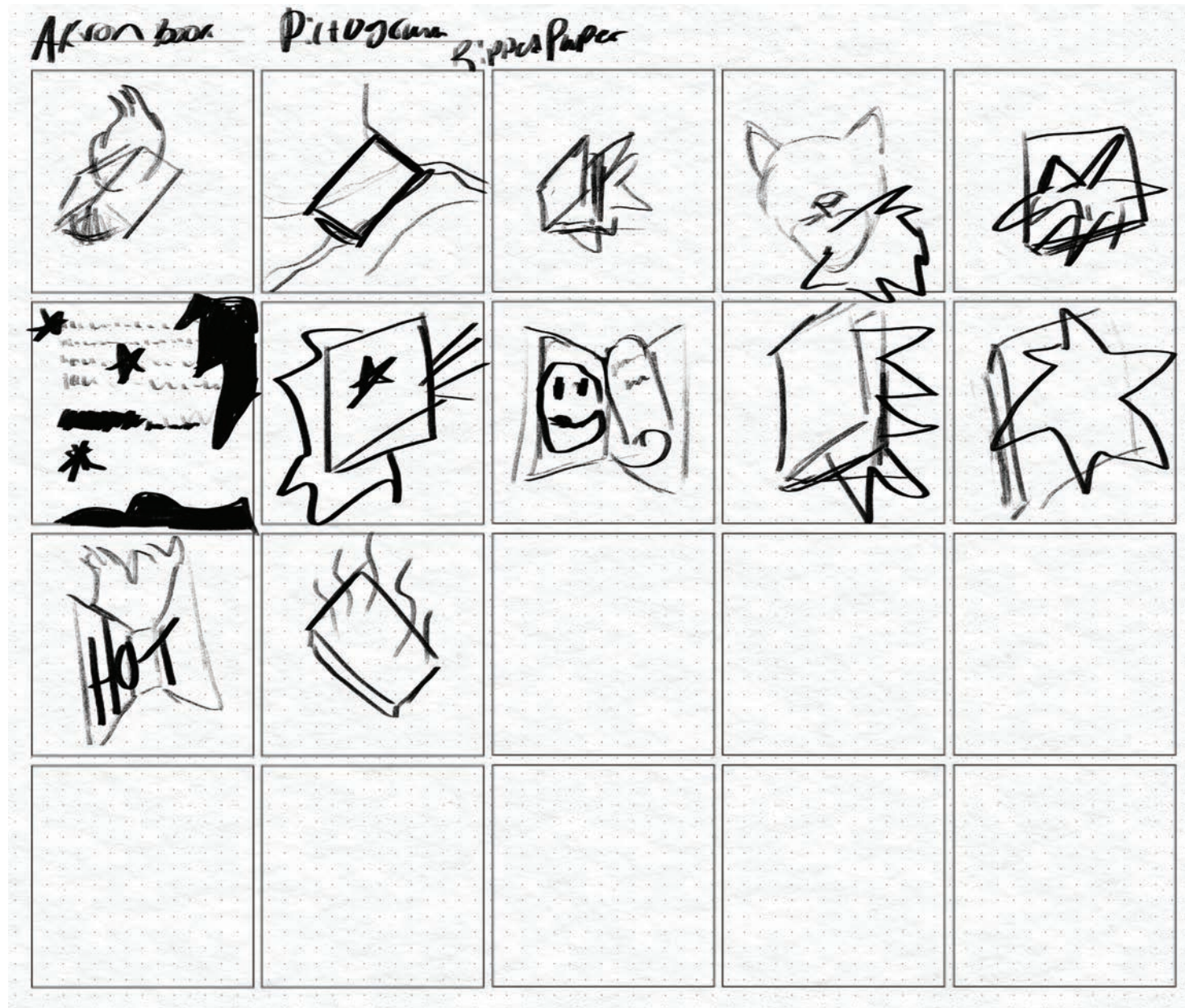


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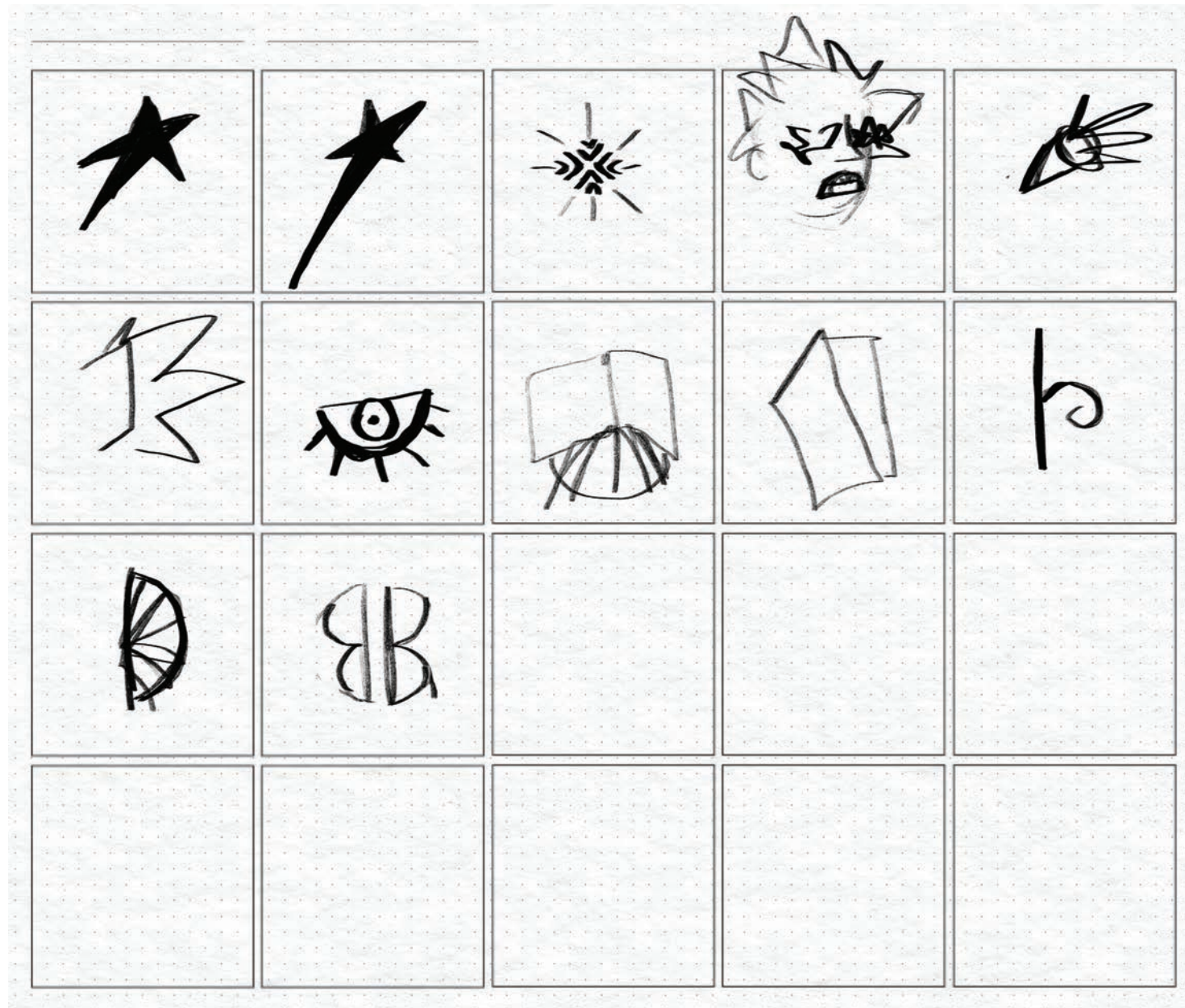
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BAILEY BEE
CORP. ID
FALL 2024

SKETCHES



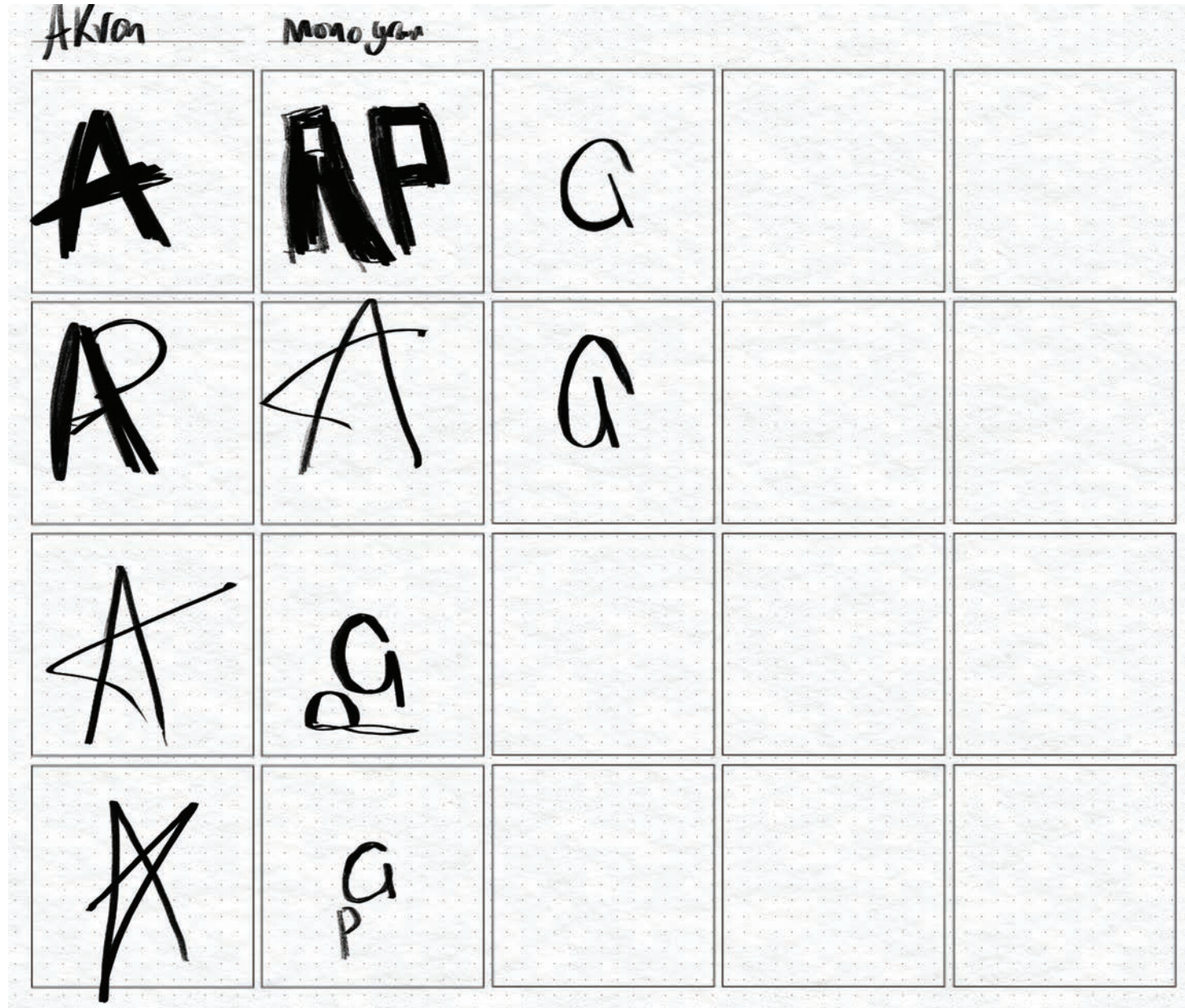
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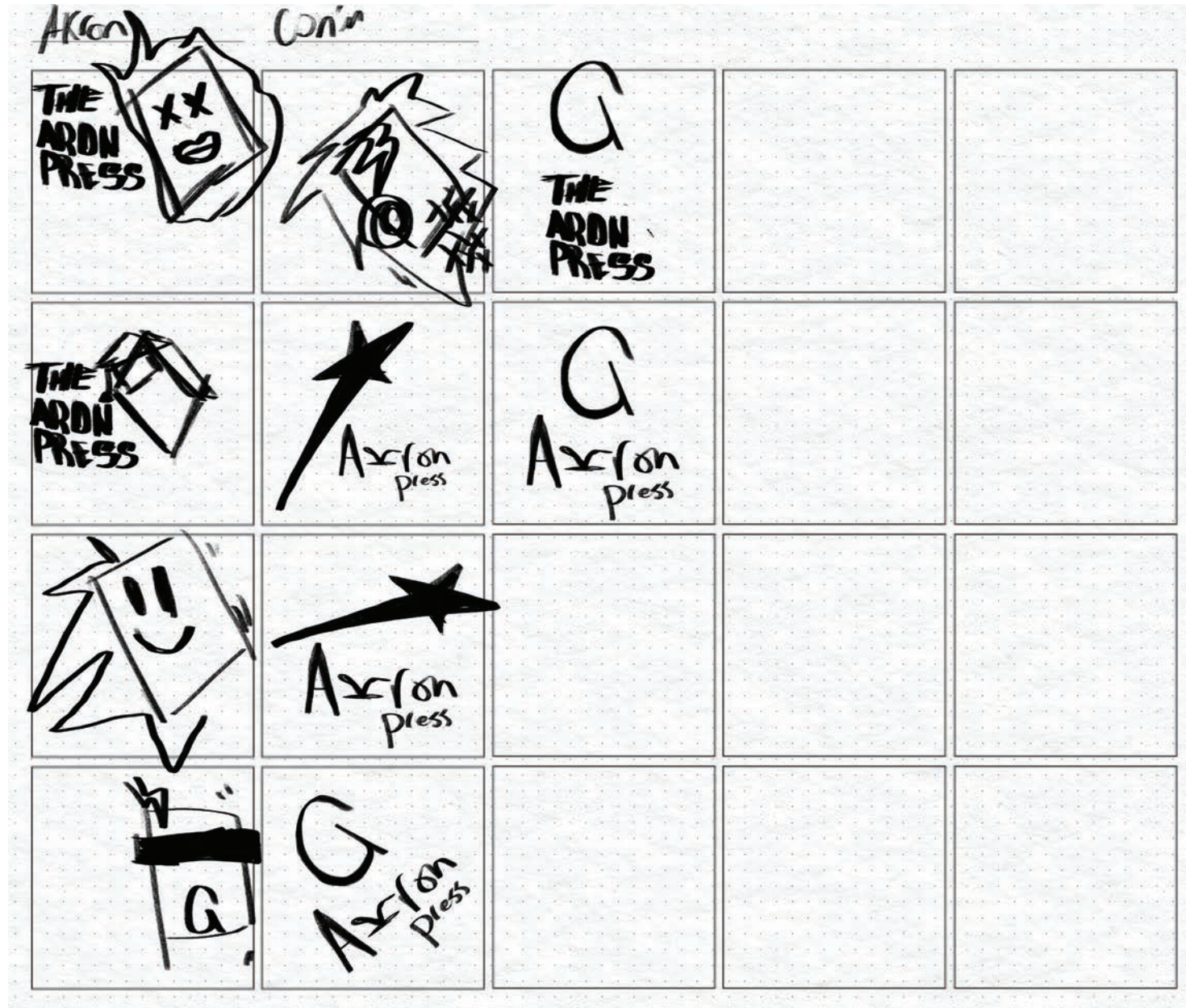
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SKETCHES



BRAND BUILDOUTS

Corp. ID

BAILEY BEE
CORP. ID
FALL 2024



bailey.

PROJECT 2: PAWPAW'S MAC 'N' WISDOM

Creative Brief

Scheduled time frame: 3 weeks

Assignment: Mac and Cheese Box

Redesign/reimagine a simple paperboard carton

The macaroni & cheese box is a staple on grocery stores shelves. Outside of surface graphics, it has remained largely unchanged for years. For this project, you are asked to consider the shape and form, as well as the surface graphics of the 6-sided carton. The existing box is 3.5" wide by 7.125" tall by 1.25" deep. You may decide to maintain the size and orientation of the box on the shelf, or you may want to reconsider the form, as long as the total volume of the box ($3.5" \times 7.125" \times 1.25" = 31.172"$) remains the same. The package should remain a rectilinear form and must contain all of the existing content (weight, preparation instructions, nutrition facts, etc.), although you are asked to redesign all of the text and graphics.

You may choose to use the Kraft brand logo or reimagine the brand. You must design a series of three boxes (based on variations such as noodle type, cheese, etc.) that work together.

Consider: research existing brands, color, form, shelf presence, imagery, typography, design that wraps around surfaces of the form

What is due: Color comps, built to size and properly photographed for presentation. Process book showing documented research, ideation, sketches, views of all 6 sides of final forms and professional photography of final forms.

Presentation: Process book showing documented research, ideation, sketches, views of all 3 of final forms and professional photography of your packages.

Dimension: Maximum size The existing box is 3.5" wide by 7.125" tall by 1.25", horizontal or vertical orientation.

SUBJECT RESEARCH

What is a Mac & Cheese?

Macaroni and cheese is a dish of macaroni and a cheese sauce, most commonly cheddar sauce. Its origins trace back to cheese and pasta casseroles dating to the 14th century in Italy and medieval England.

Brand Concept Chosen: Pawpaw's

Who is Pawpaw?

Pawpaw is a grandpa dog here to help and give wisdom to those who need it. People who need a push or words of affirmation.

What type of dog is he?

I left pawpaw kind of ambiguous so that people can fill in the blank of what they think he is. Allowing the consumer to make a version of their own pawpaw in their head. Pawpaw almost resembles a shiba but the main goal was to make him appear dog-like and allow the viewer to imagine what kind of dog he is.

Pawpaw's influence:

I originally got the idea of Pawpaw from Tofu-chan, an internet dog that is from Japan and gives an inspirational quote and the video is over. These clips are at best 8 seconds and this shiba dog is beloved by many.

I wanted to make something for people that want a comforting meal and need comforting words.

The Box relied on Nostalgia, memories, and grandparents. Not everyone has grandparents and does not have access to an older generation that is here to be a rock in your life.

Keywords: Male Figure, Grandfather, Coping, Comfort, and Nostalgia

EXAMPLES:



[Tofu's Instagram](#)

[Tofu's Youtube](#)



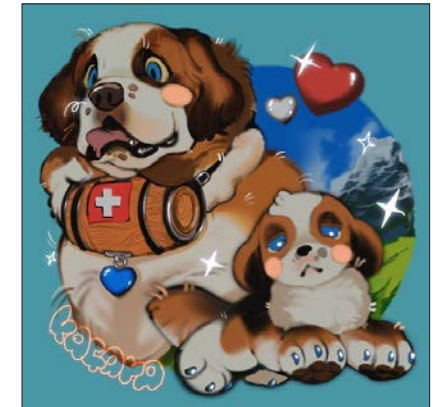
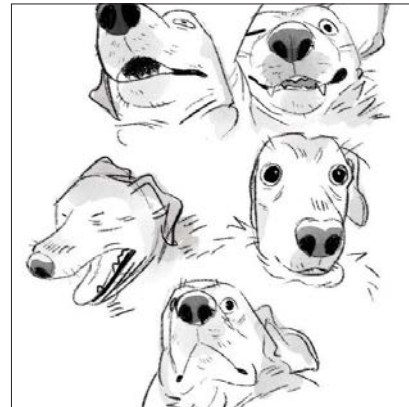
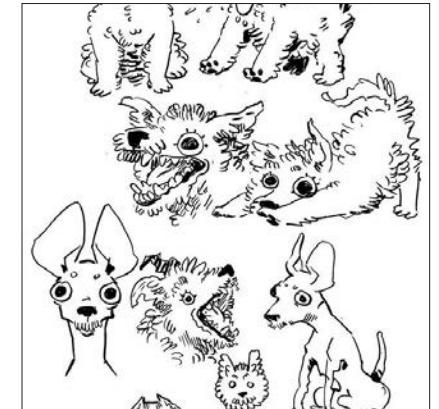
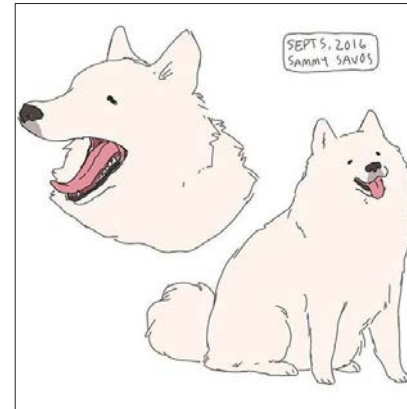
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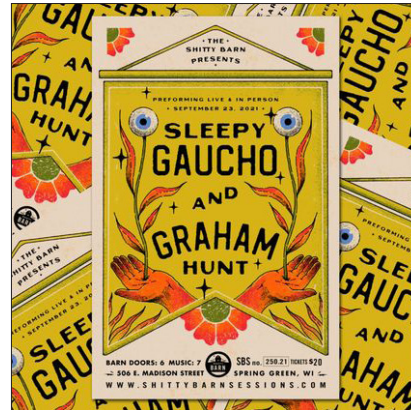
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IMAGE RESEARCH { DOGS



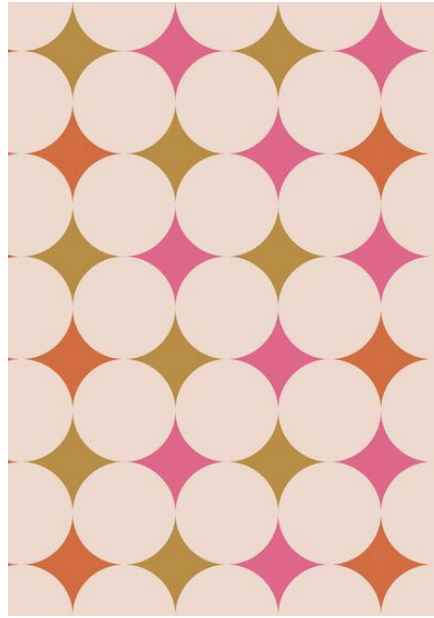
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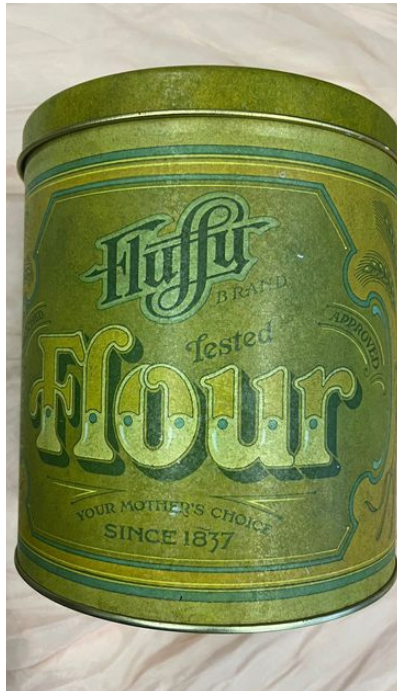
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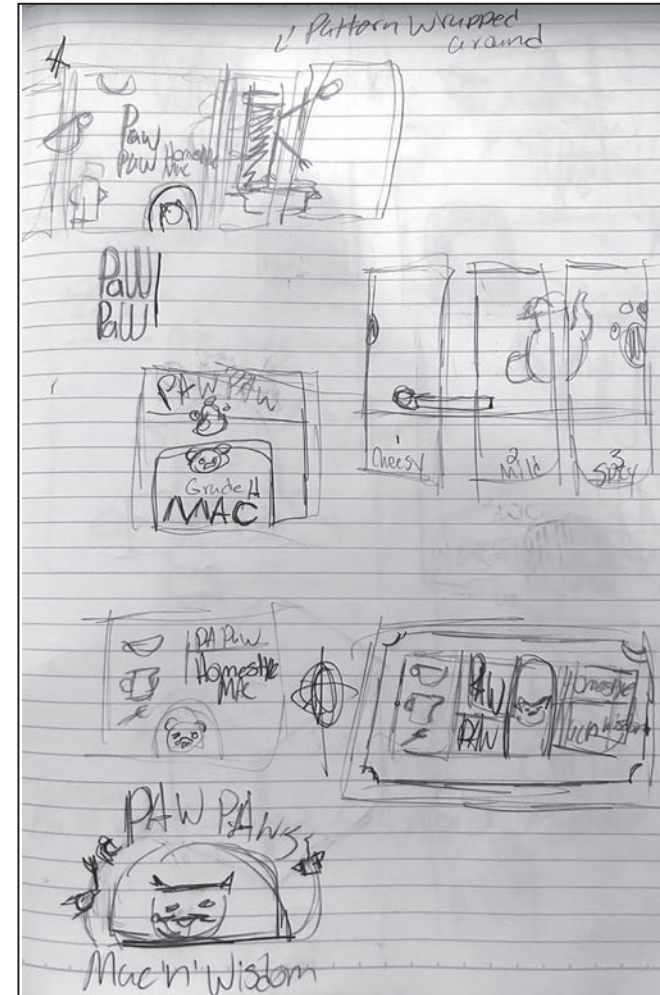
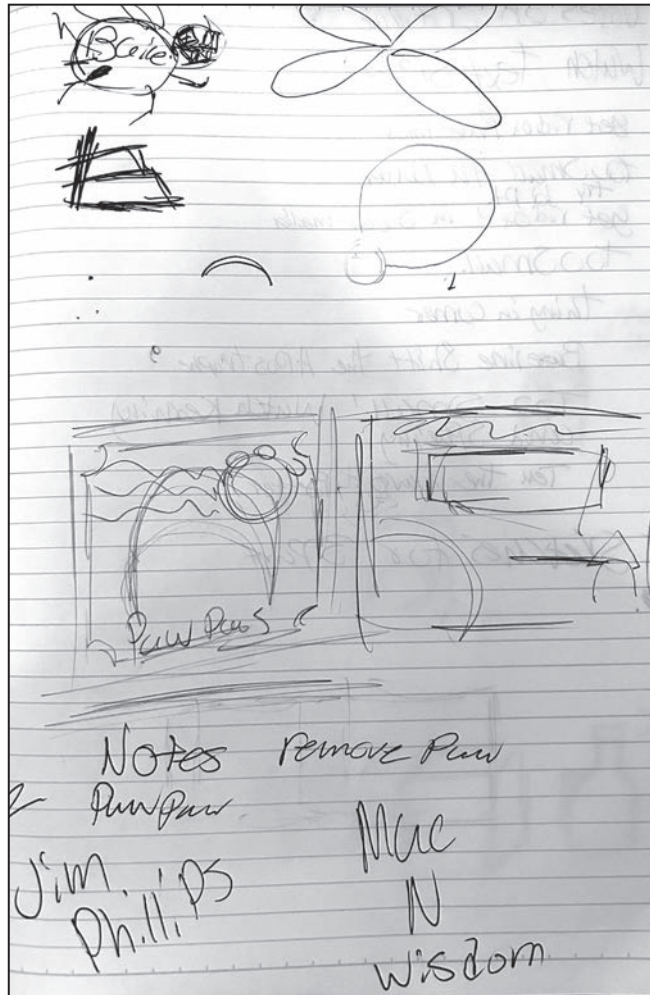
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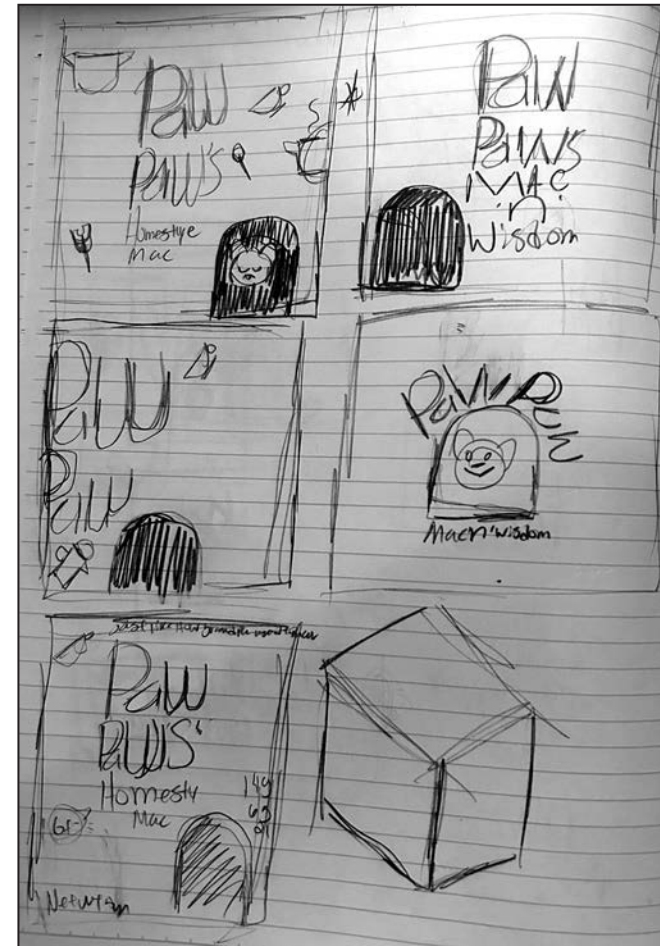
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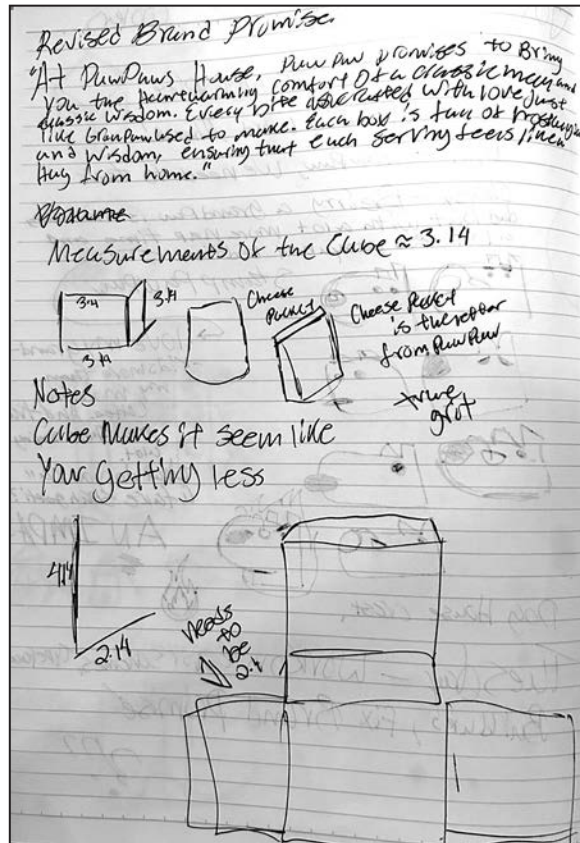
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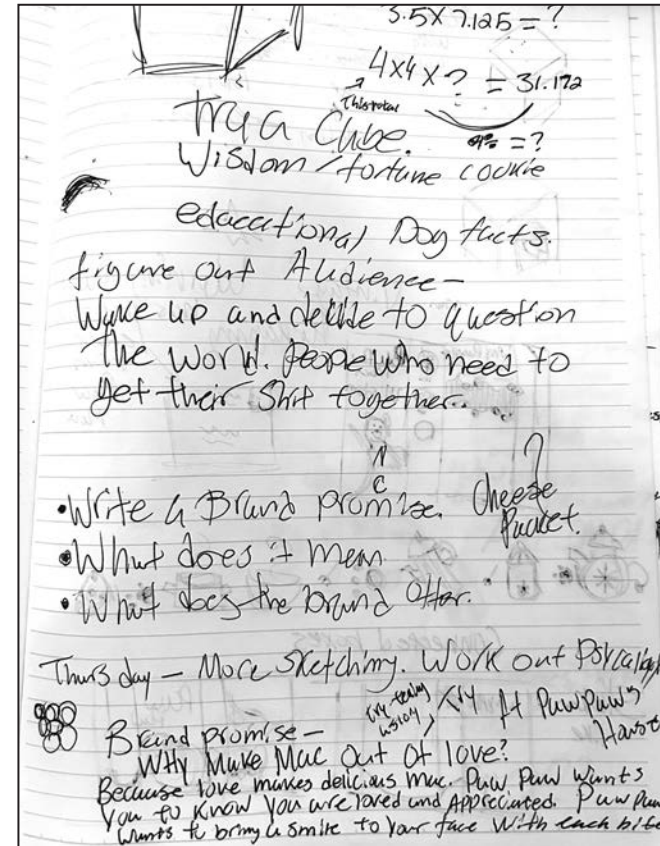
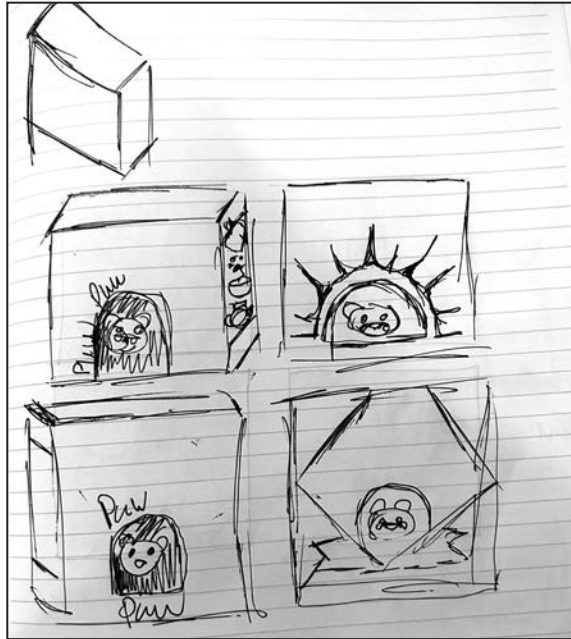
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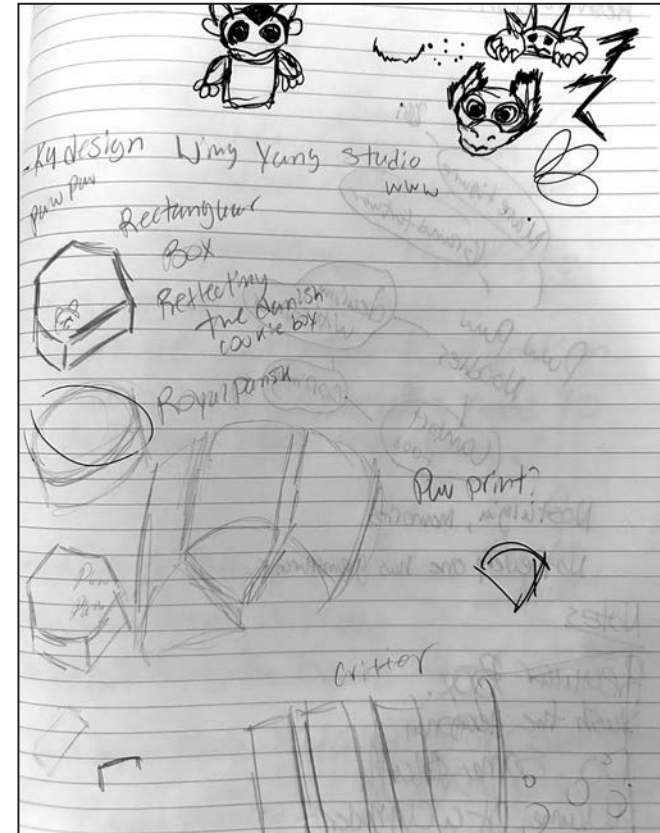
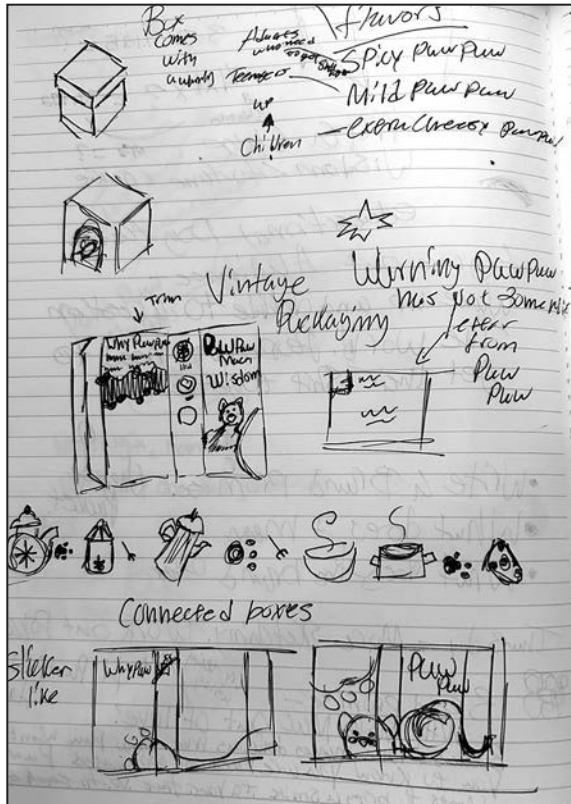
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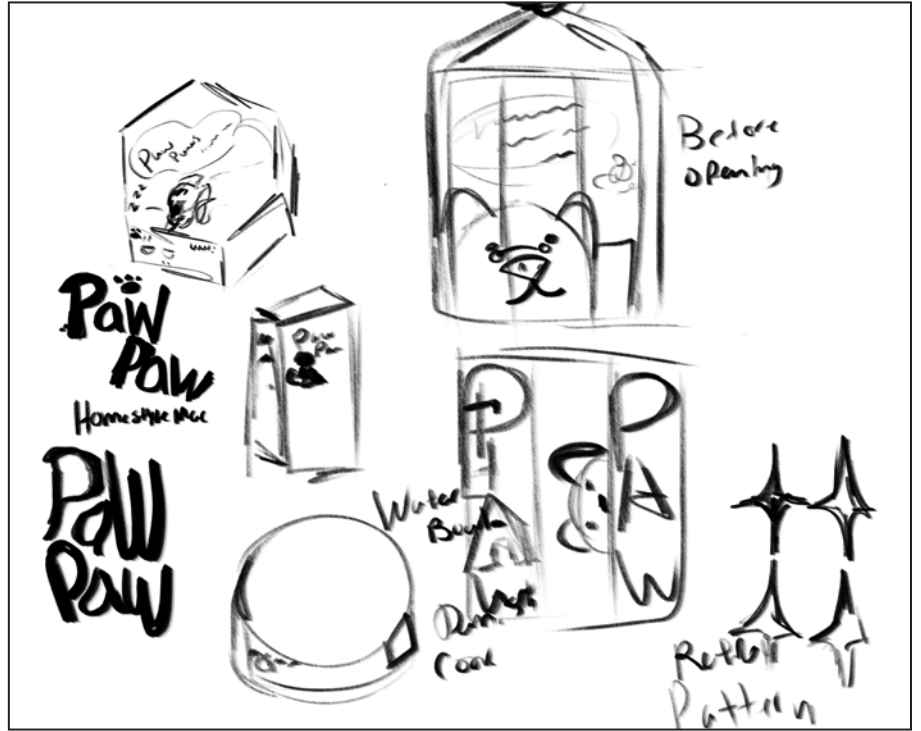


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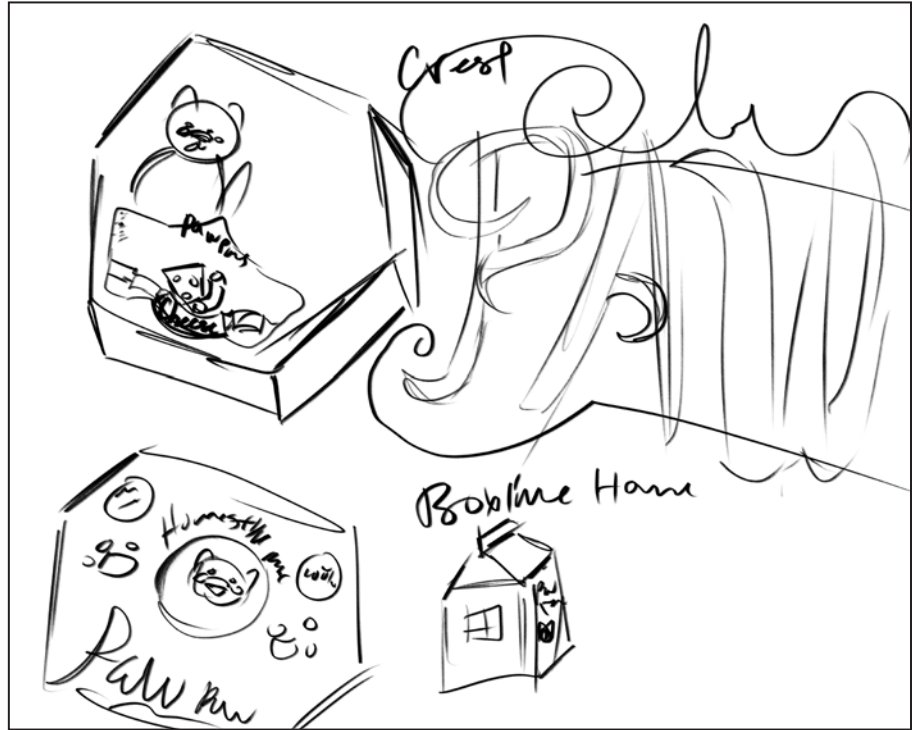
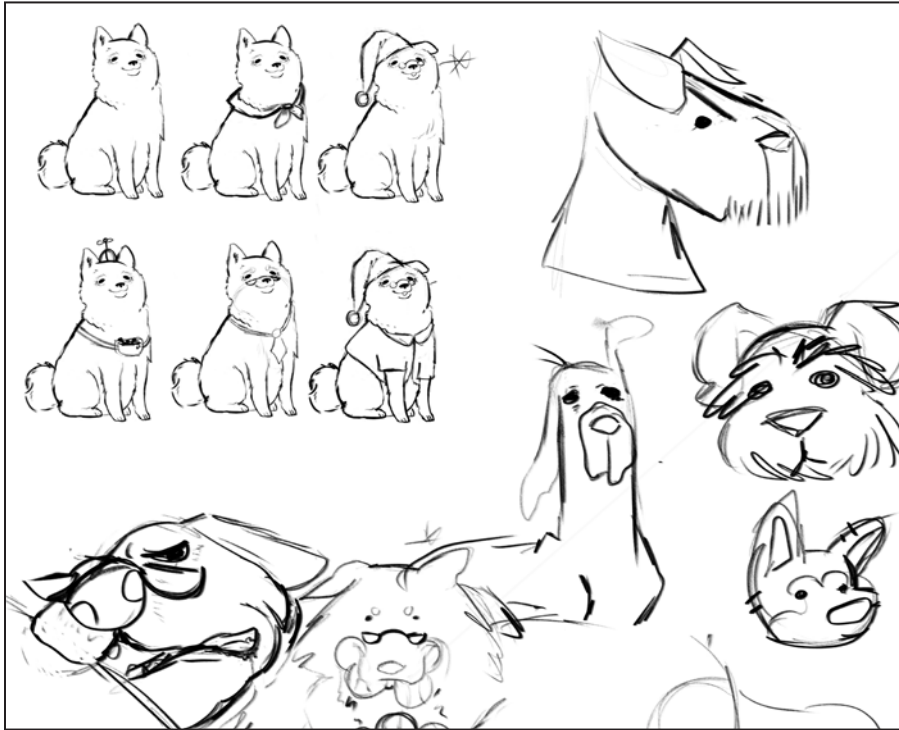


Hand-drawn sketches of various tile patterns and shapes:

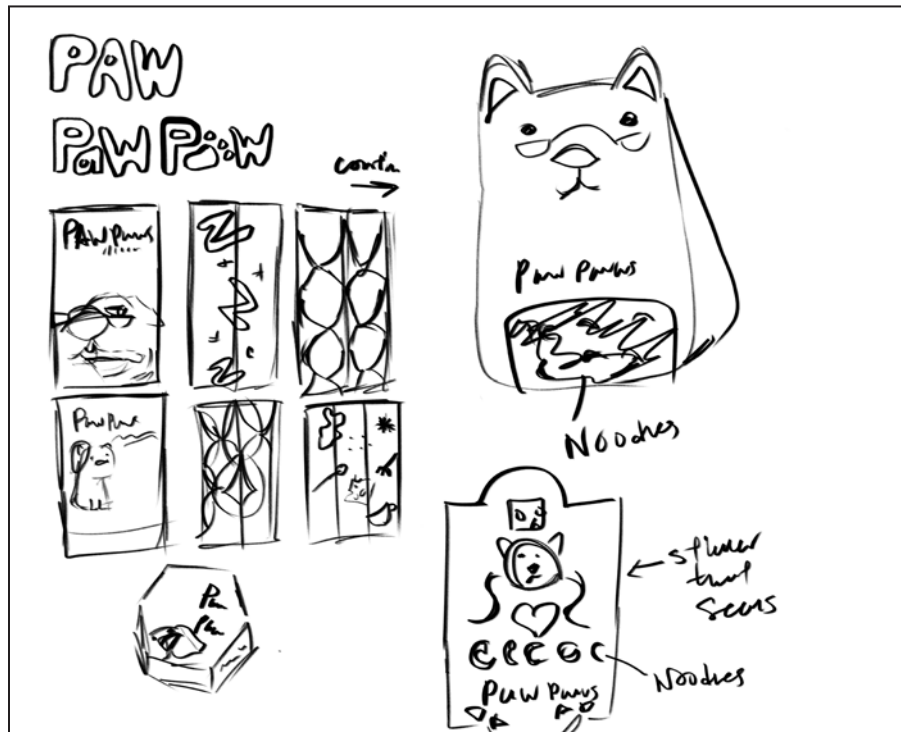
- Top left: A cluster of four hexagonal tiles. One tile has the handwritten text "Pen pen" on it.
- Top right: A sketch of a single tile with a complex, multi-lobed shape, labeled "Old Bathroom tile".
- Middle right: A sketch of a single tile with a complex, multi-lobed shape, labeled "Pattern".
- Bottom left: A sketch of a semi-circular tile with a V-shaped pattern inside.
- Bottom center: A sketch of a rectangular tile with a curved top edge, featuring a small circular pattern and the number "25".
- Bottom right: A sketch of a rectangular tile with a complex, multi-lobed shape, featuring a central star-like pattern.



SKETCHES



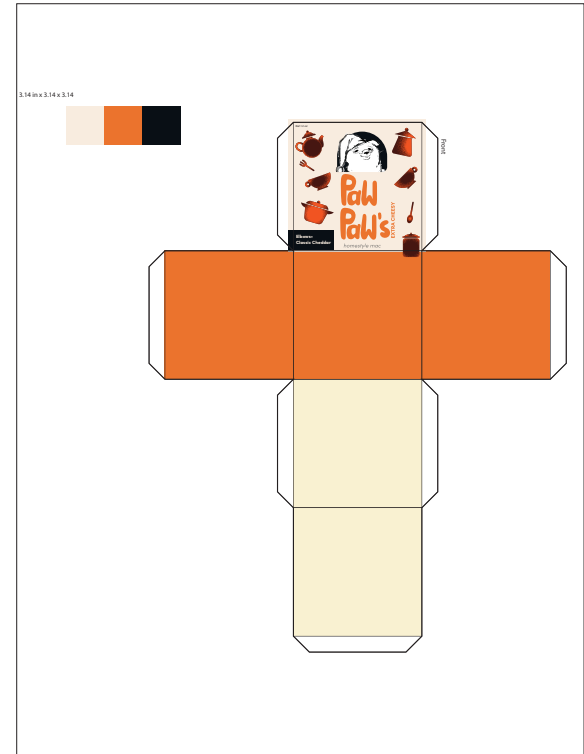
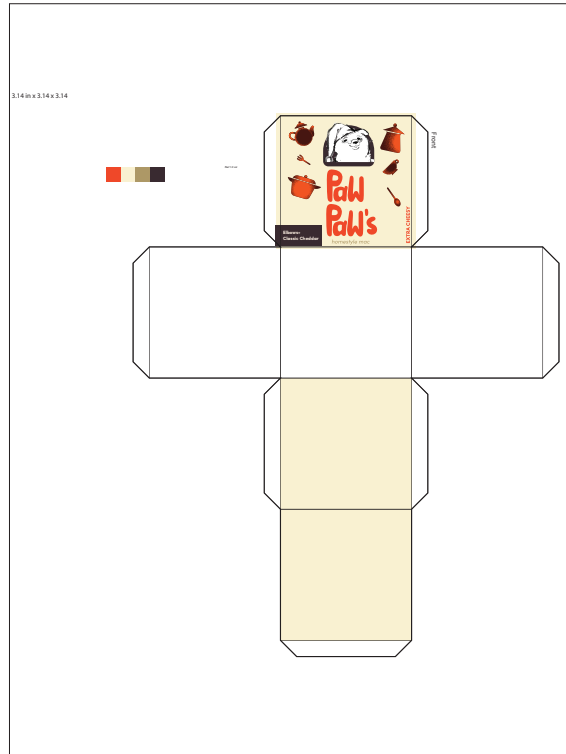
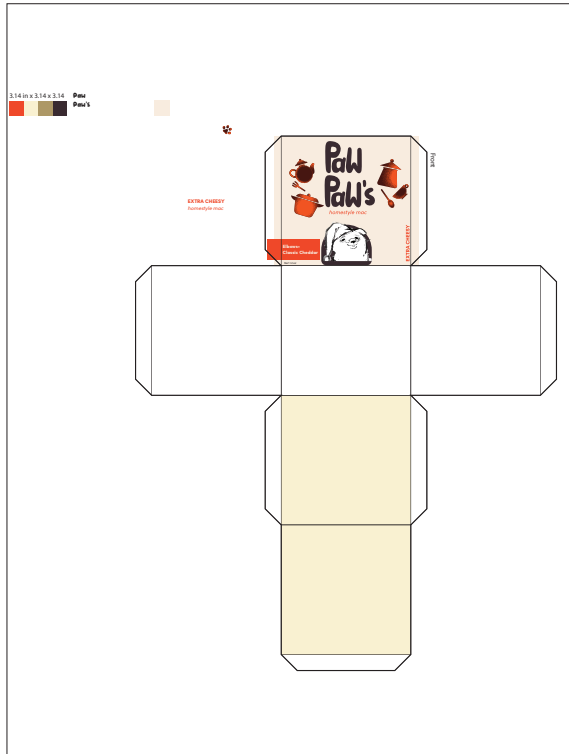
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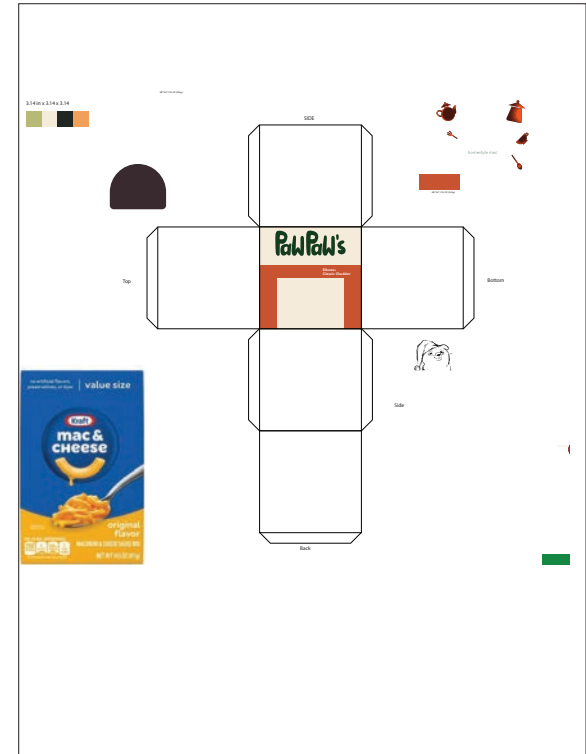
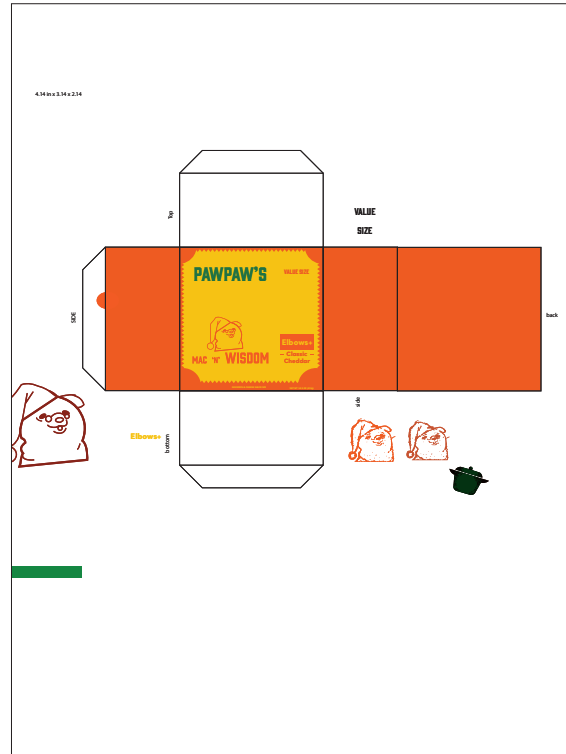
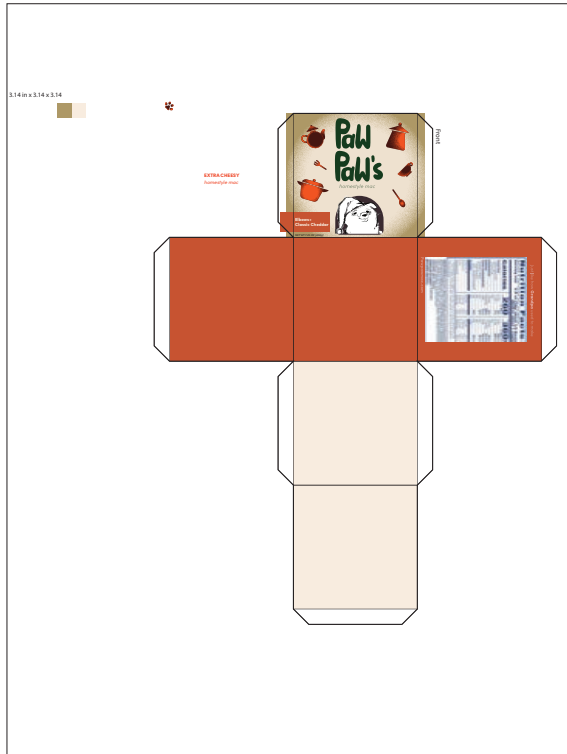
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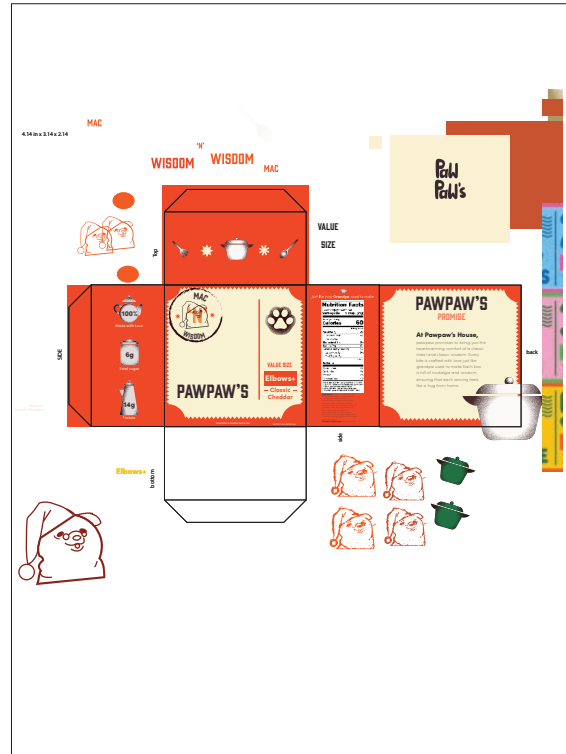
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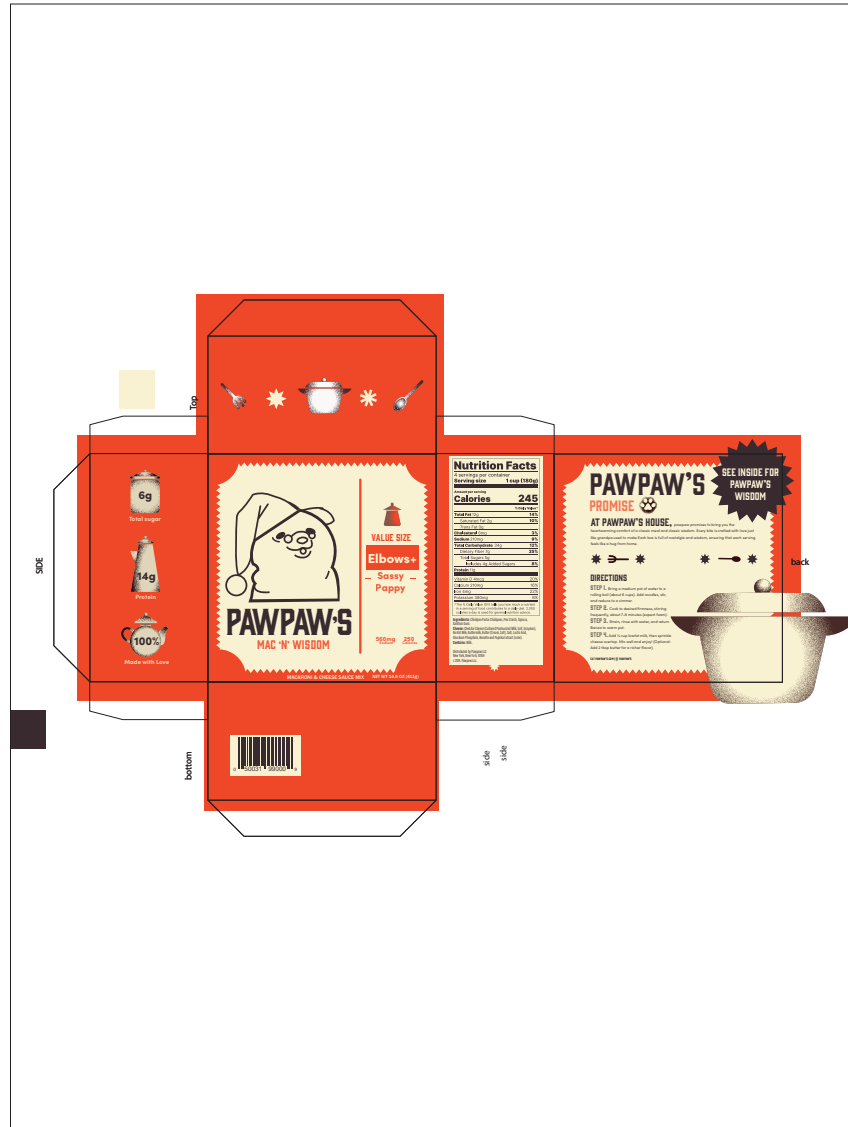
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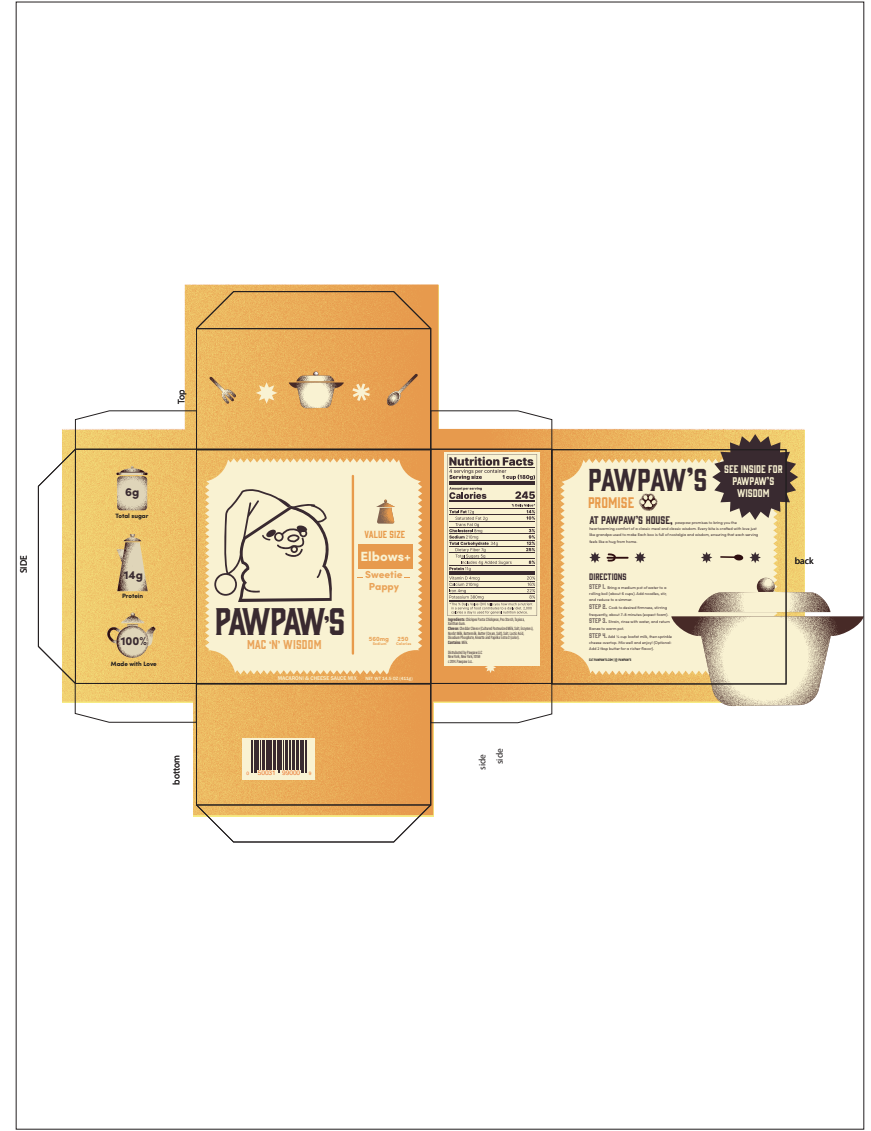


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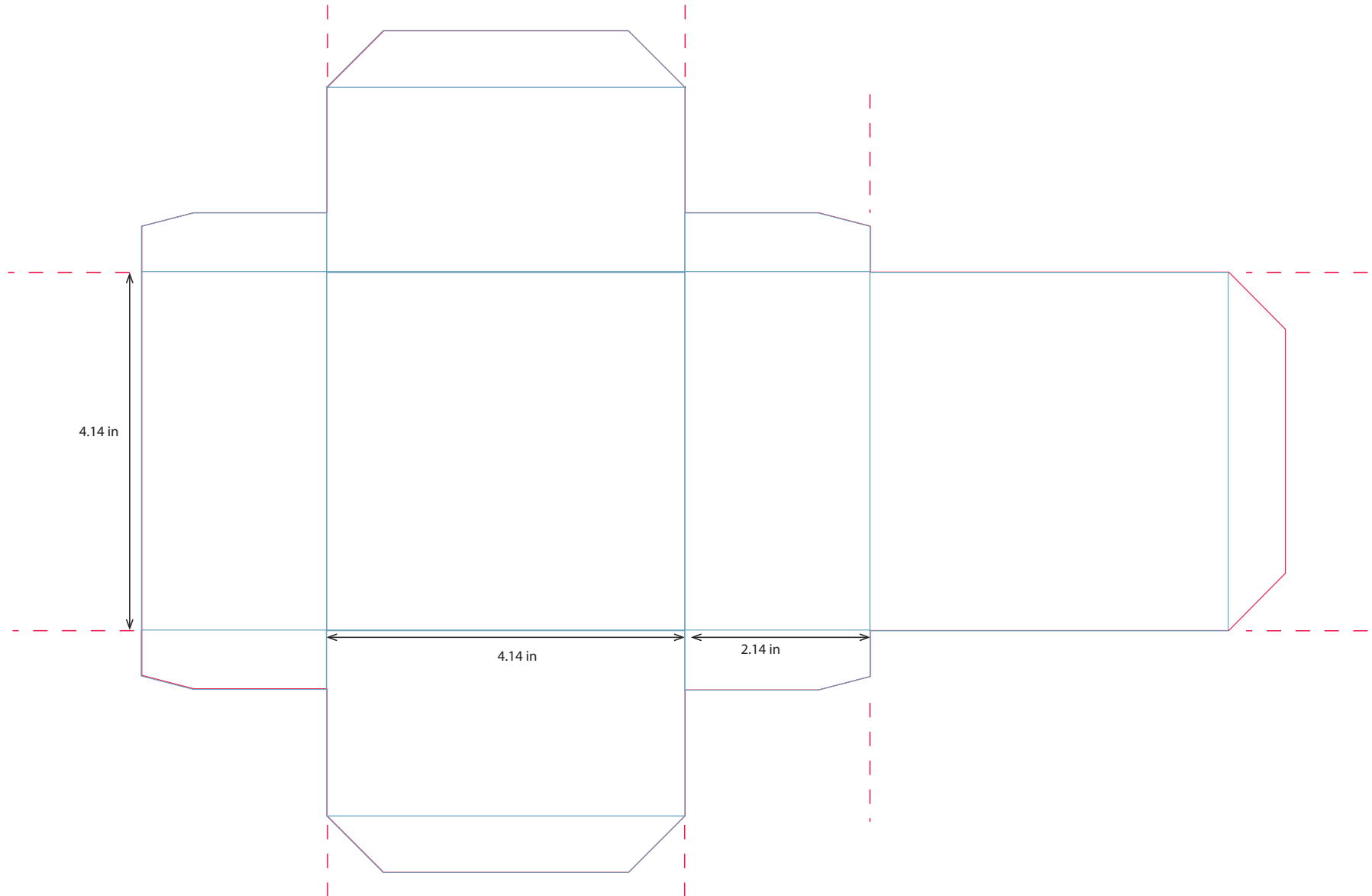


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FINAL LAYOUT {

Packaging Design
Fall 2024
Bailey Bee

FINAL LAYOUT



FINAL LAYOUT



FINAL LAYOUT



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bailey.

PROJECT 3: GARAGE BAND

SUBJECT RESEARCH

What is Alcoholic Beverage?

An alcoholic beverage is a beverage containing alcohol. Alcoholic drinks are typically divided into three classes—beers, wines, and spirits—and typically their alcohol content is between 3% and 50%. Many cultures have a distinct drinking culture, where alcoholic drinks are integrated into parties.

Brand Concept Chosen: Garage Band

What is Garage Band?

Garage Band is like A DIY do it yourself brand. An alcoholic Beverage that is the soul of punk rock.

Garage Band's influence:

I always liked super energetic packaging and I wanted to challenge myself to creating something that can be marketable and crazy at the same time.

I wanted to make something for people that want an alcoholic beverage after practicing their diy band that represents them.

The Box relied on Energy, DIY, and Musical influence.

Keywords: Rebellion, Anarchy, DIY, Raw, Energetic, and Gritty

EXAMPLES:



IMAGE RESEARCH { BANDS

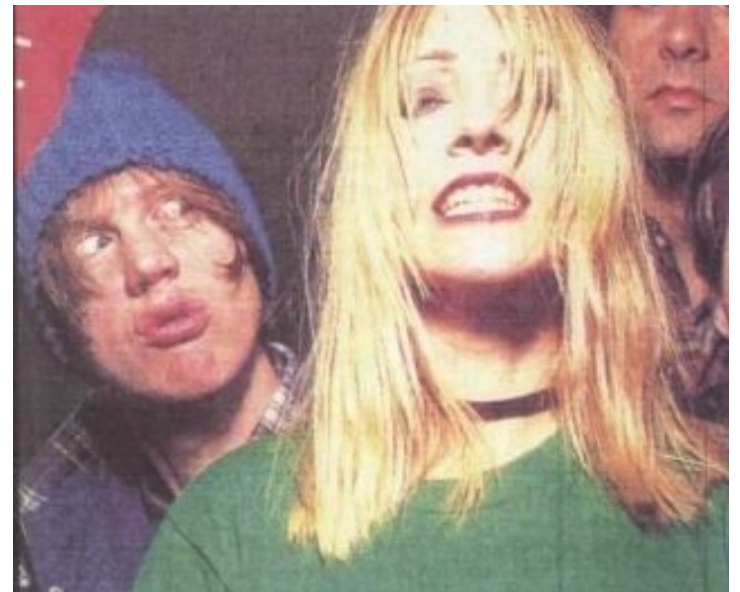


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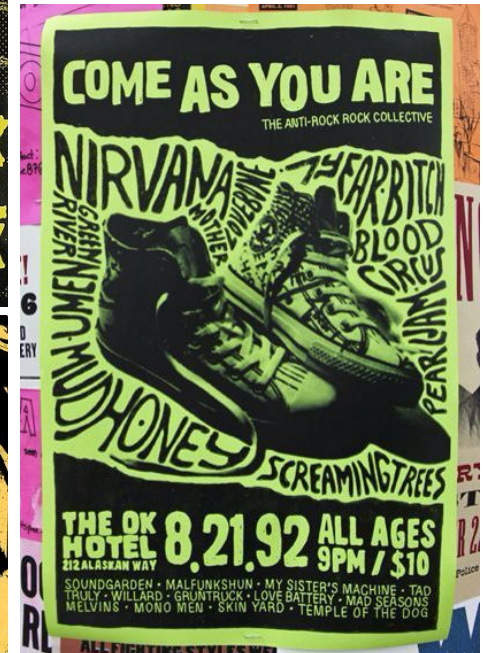
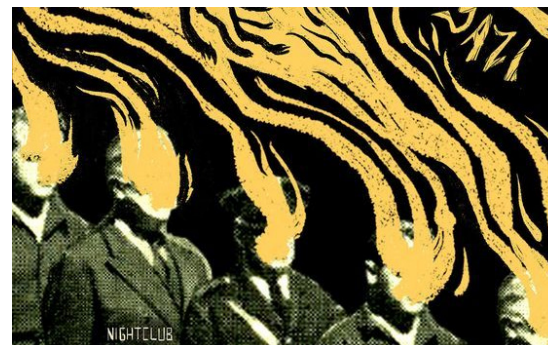
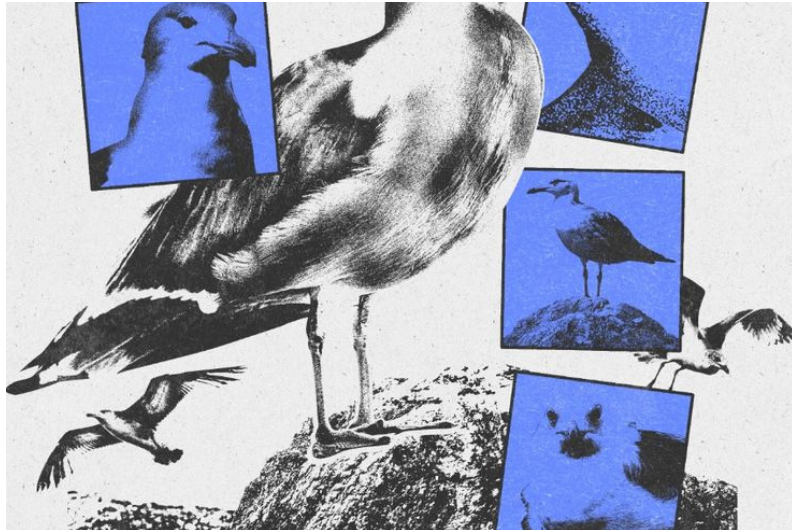
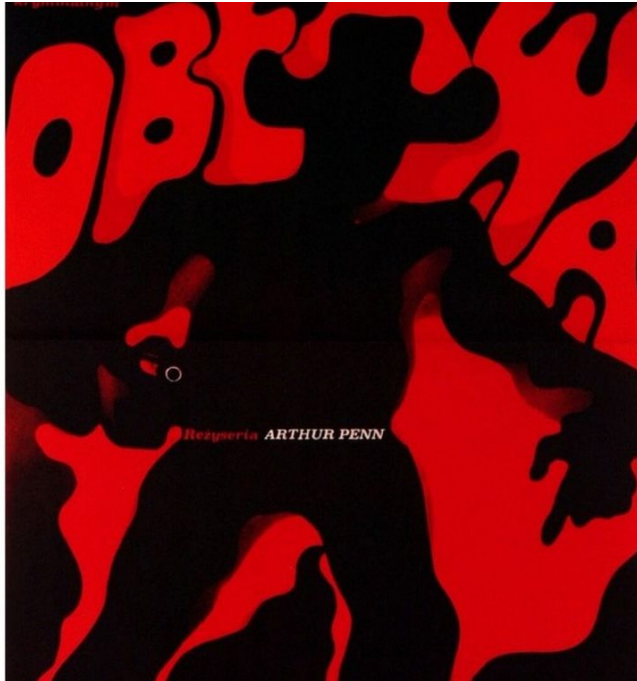
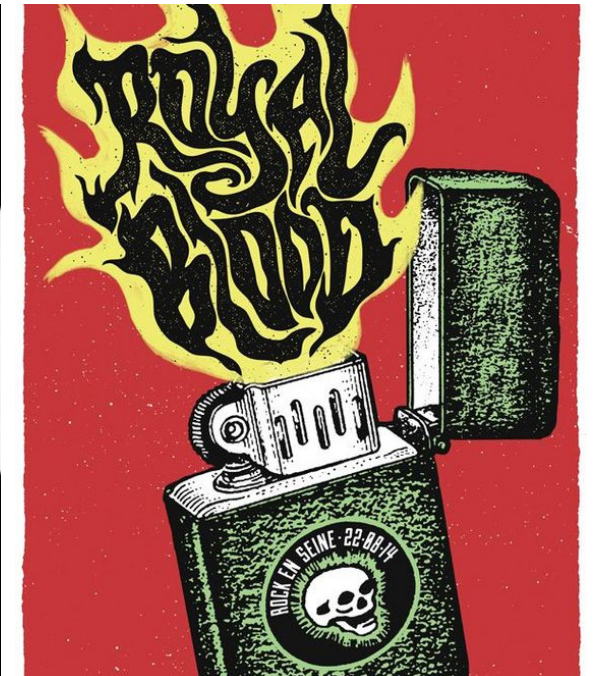
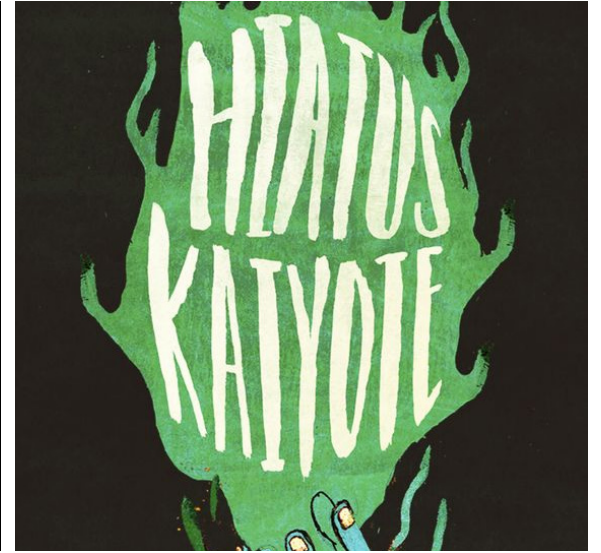


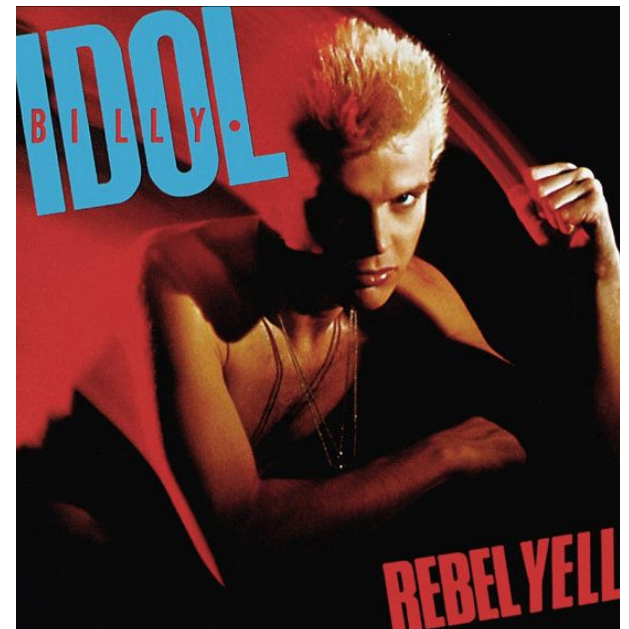
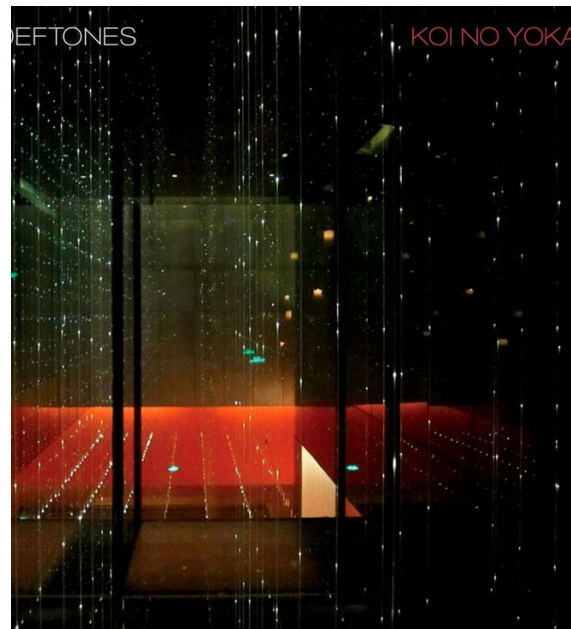
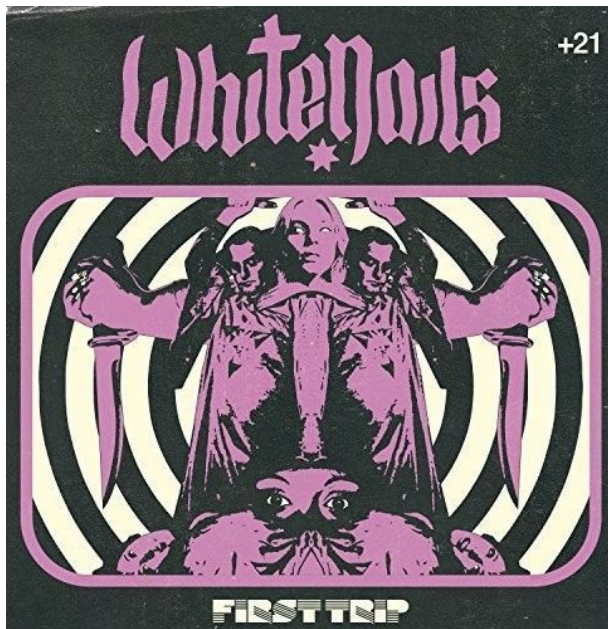
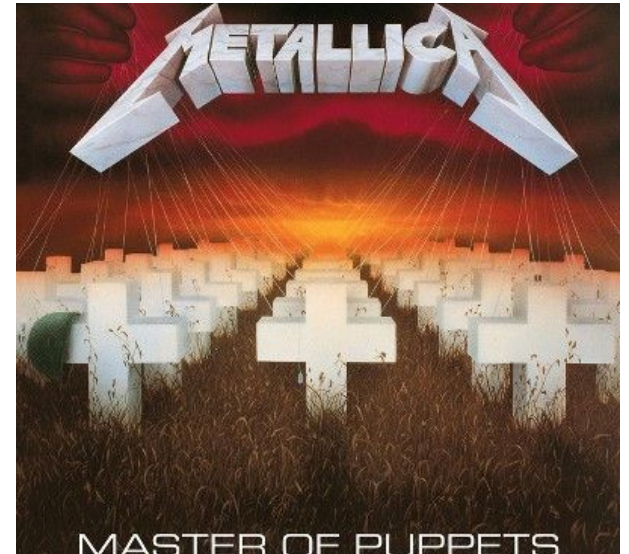
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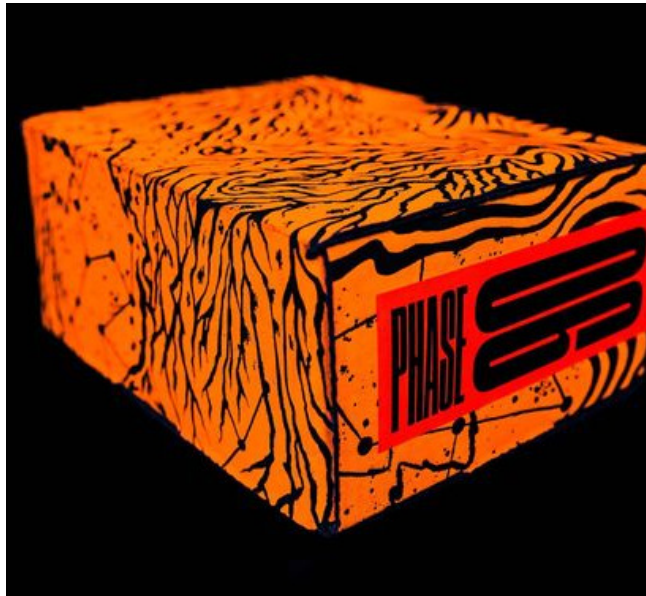
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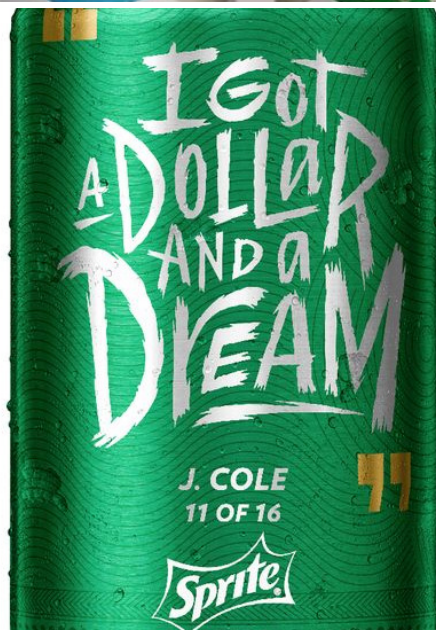
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DESIGN RESEARCH { TYPOGRAPHY ON LABELS



DESIGN RESEARCH



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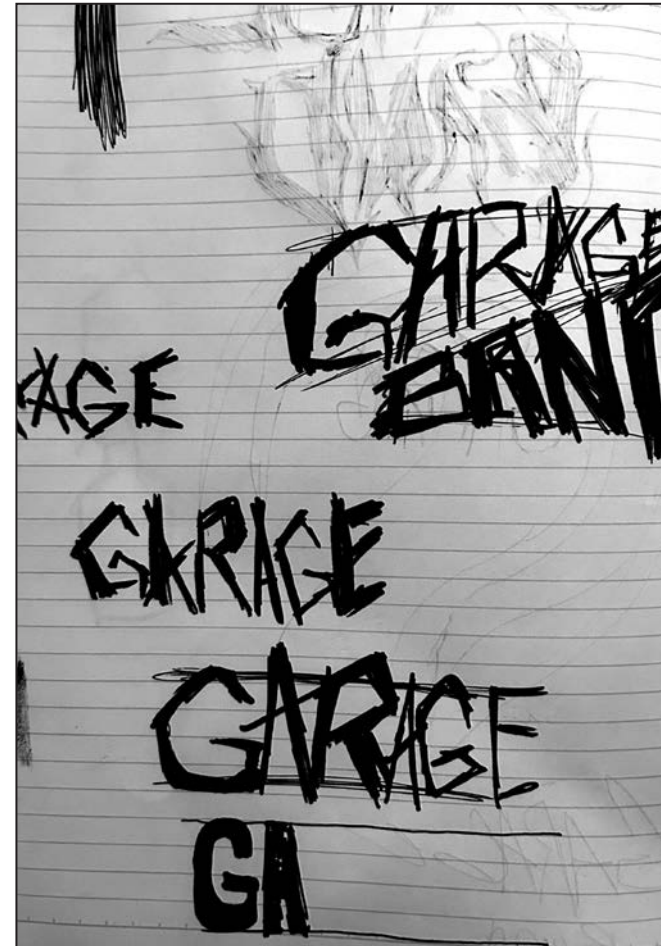
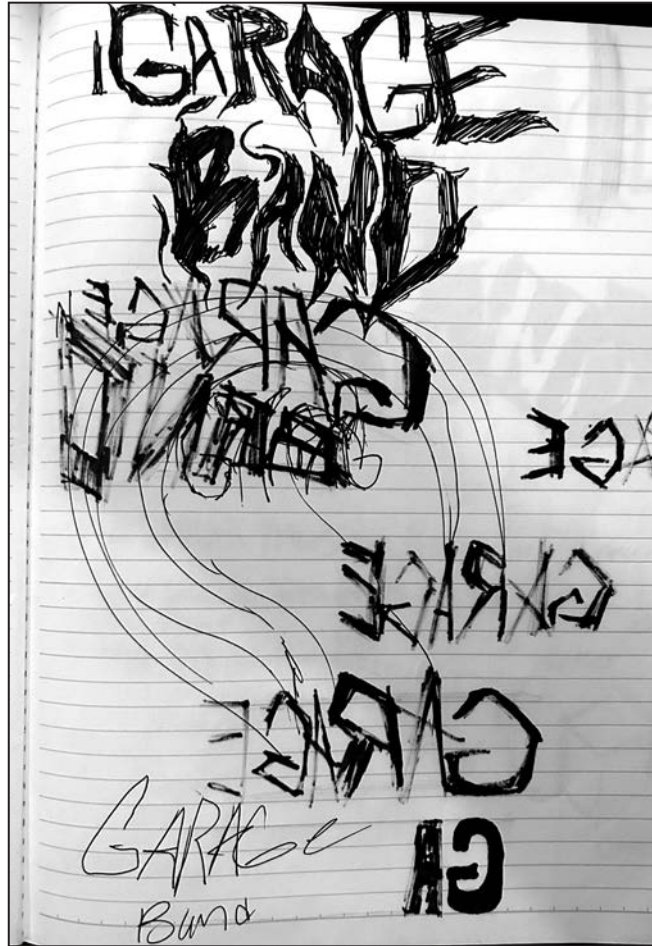
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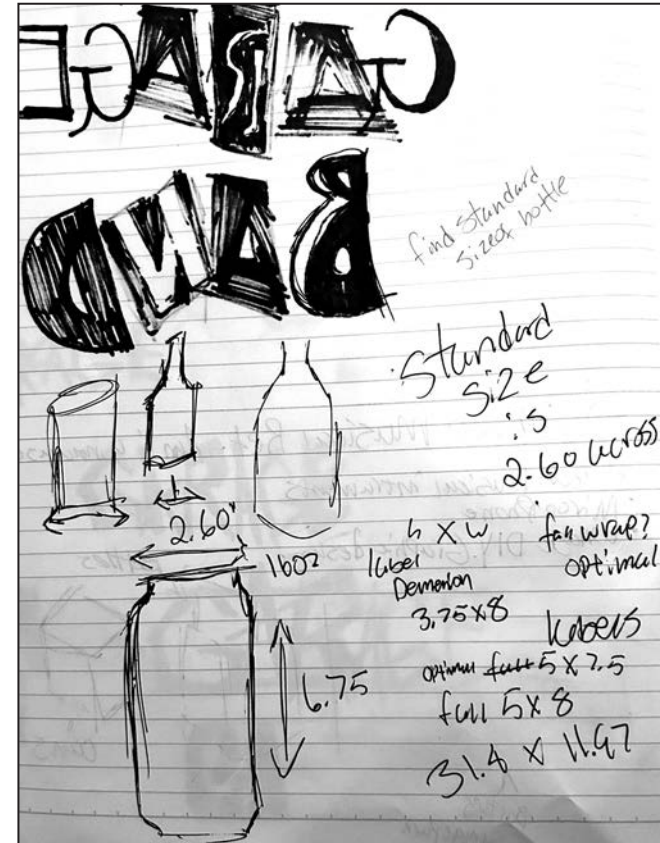
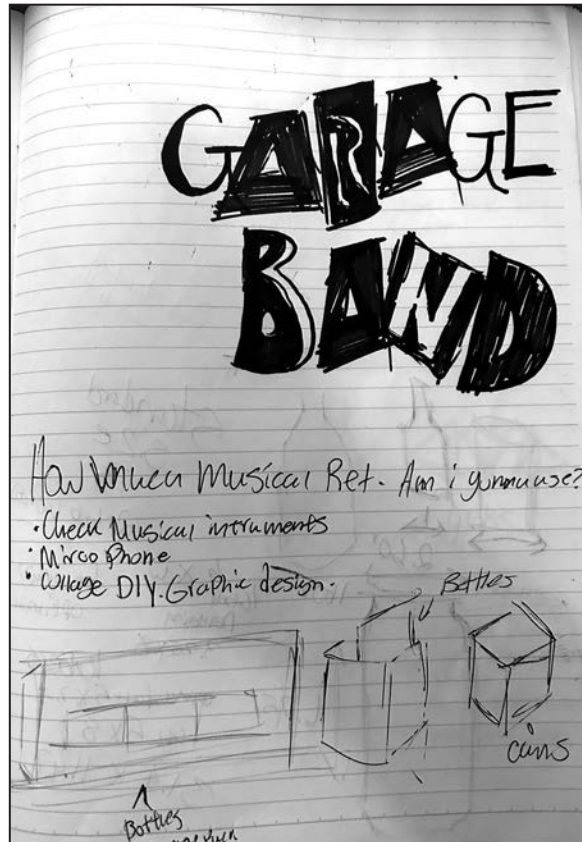
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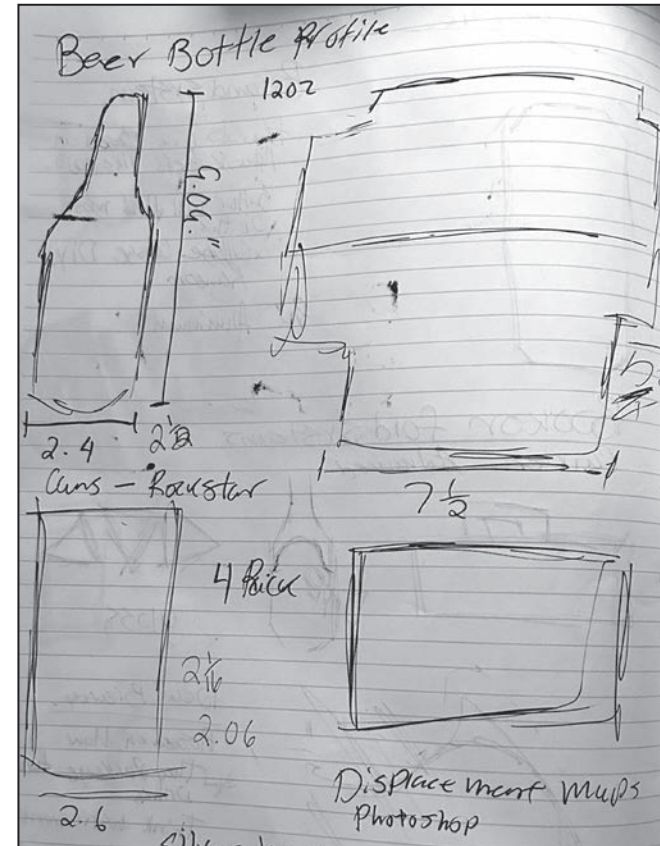
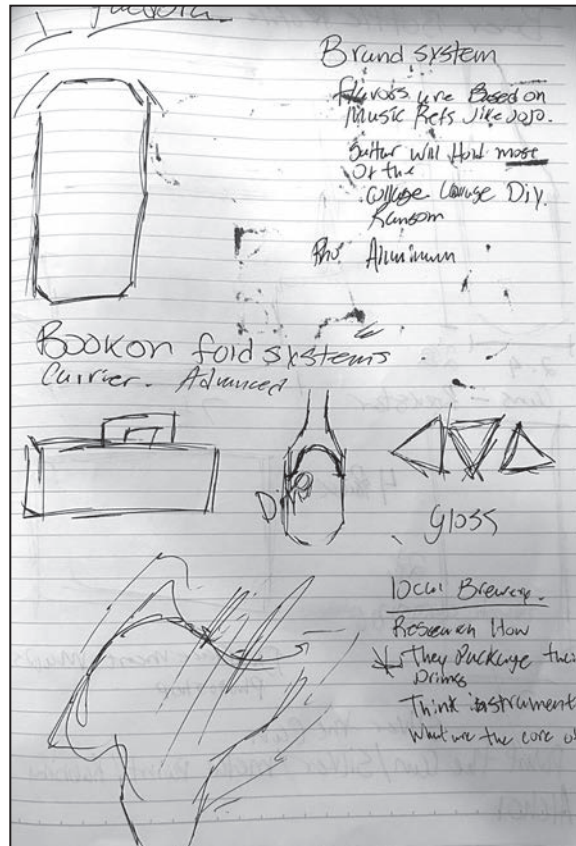
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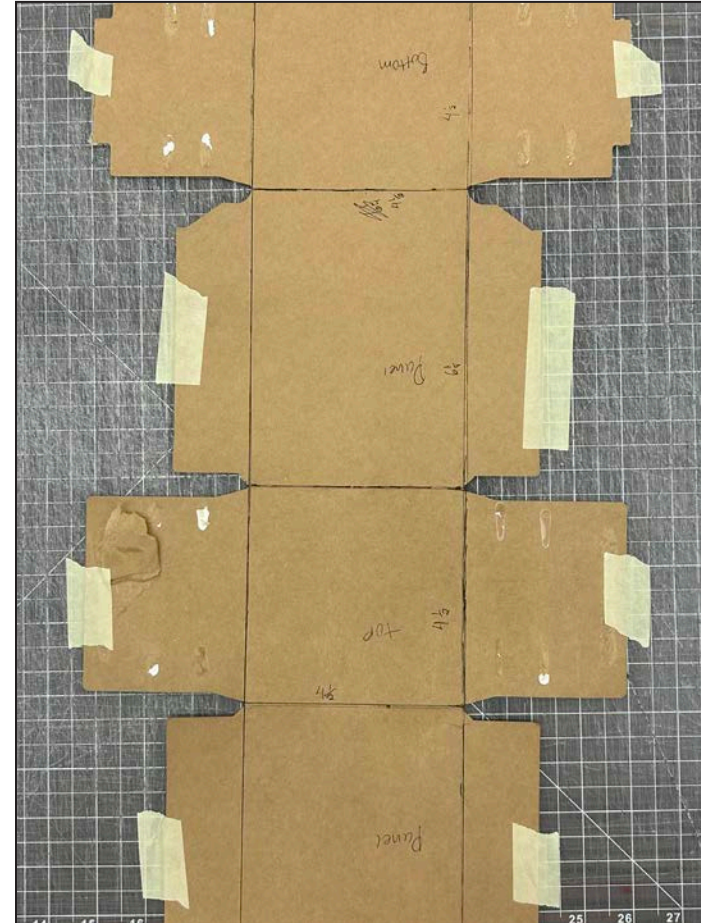
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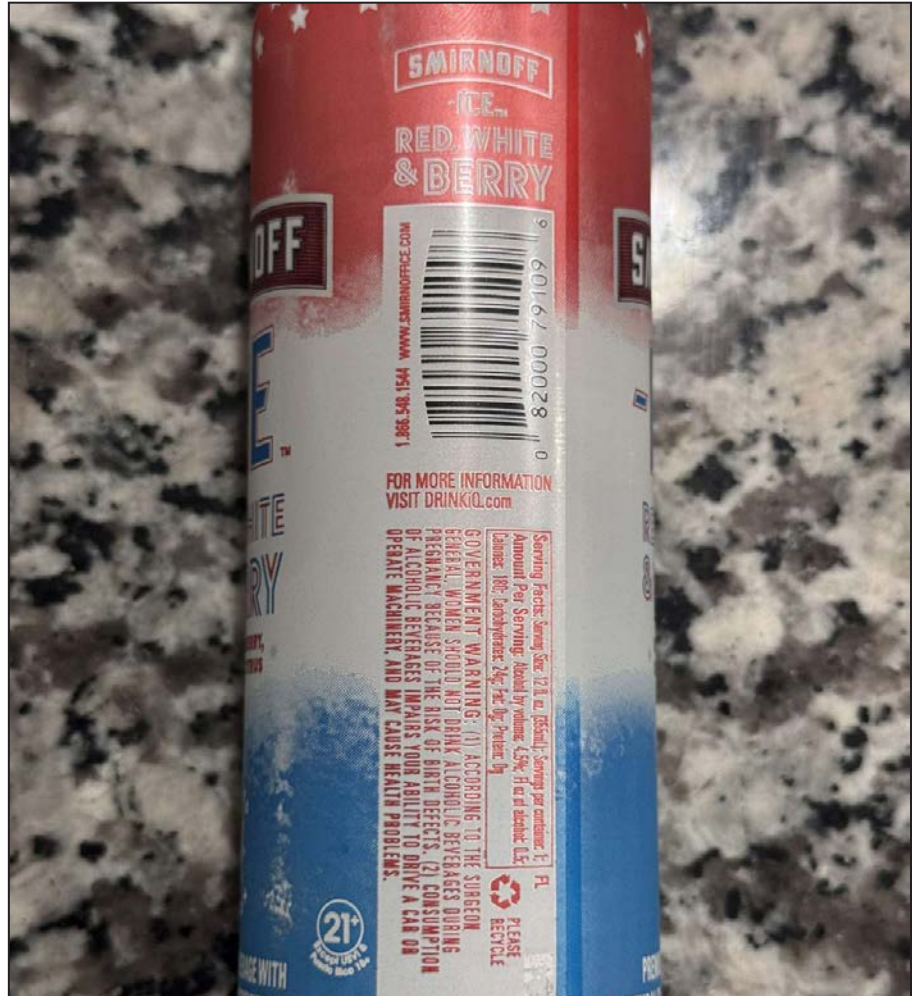
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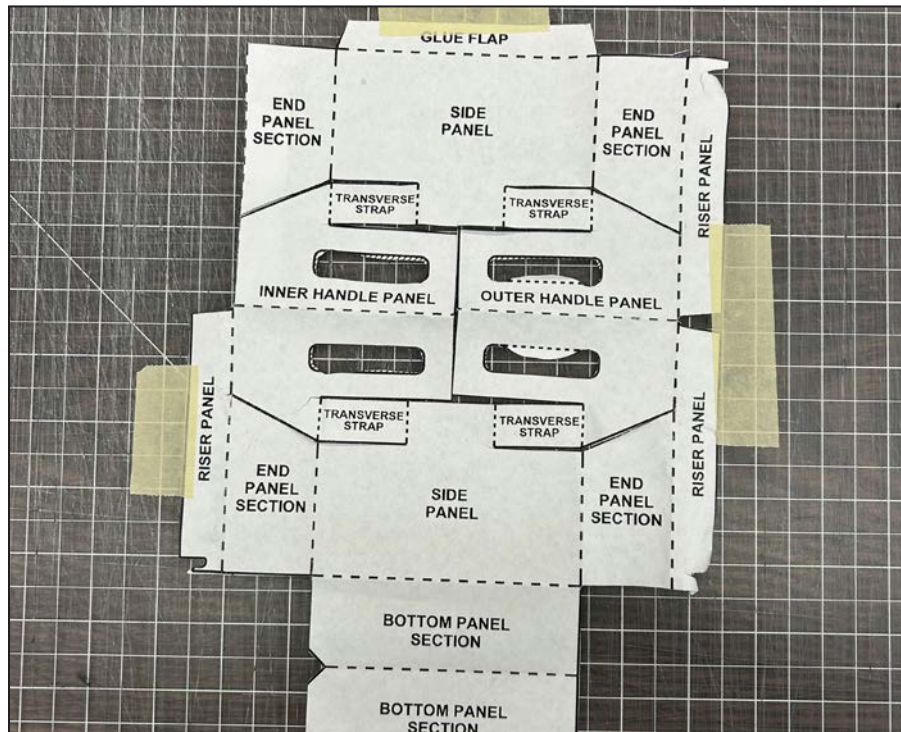
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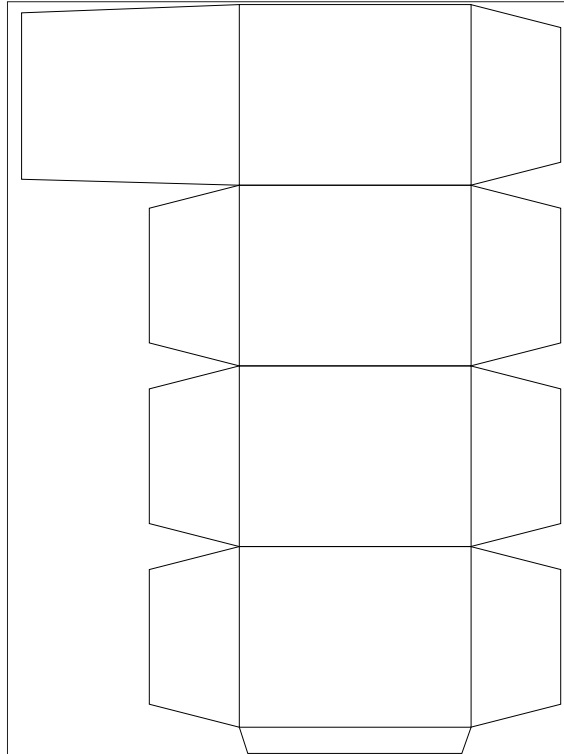
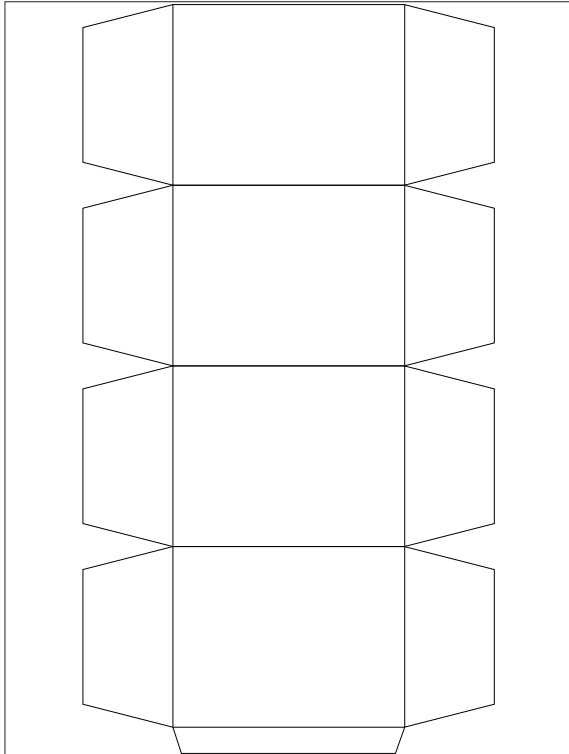
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SKETCHES



COMPUTER ROUGHS



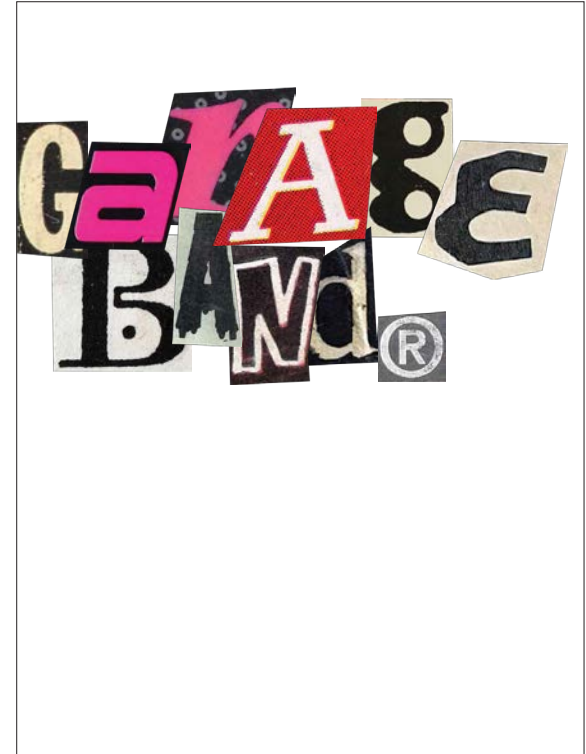
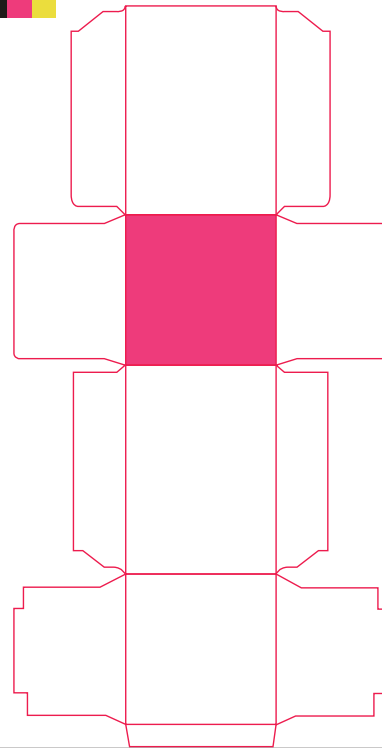
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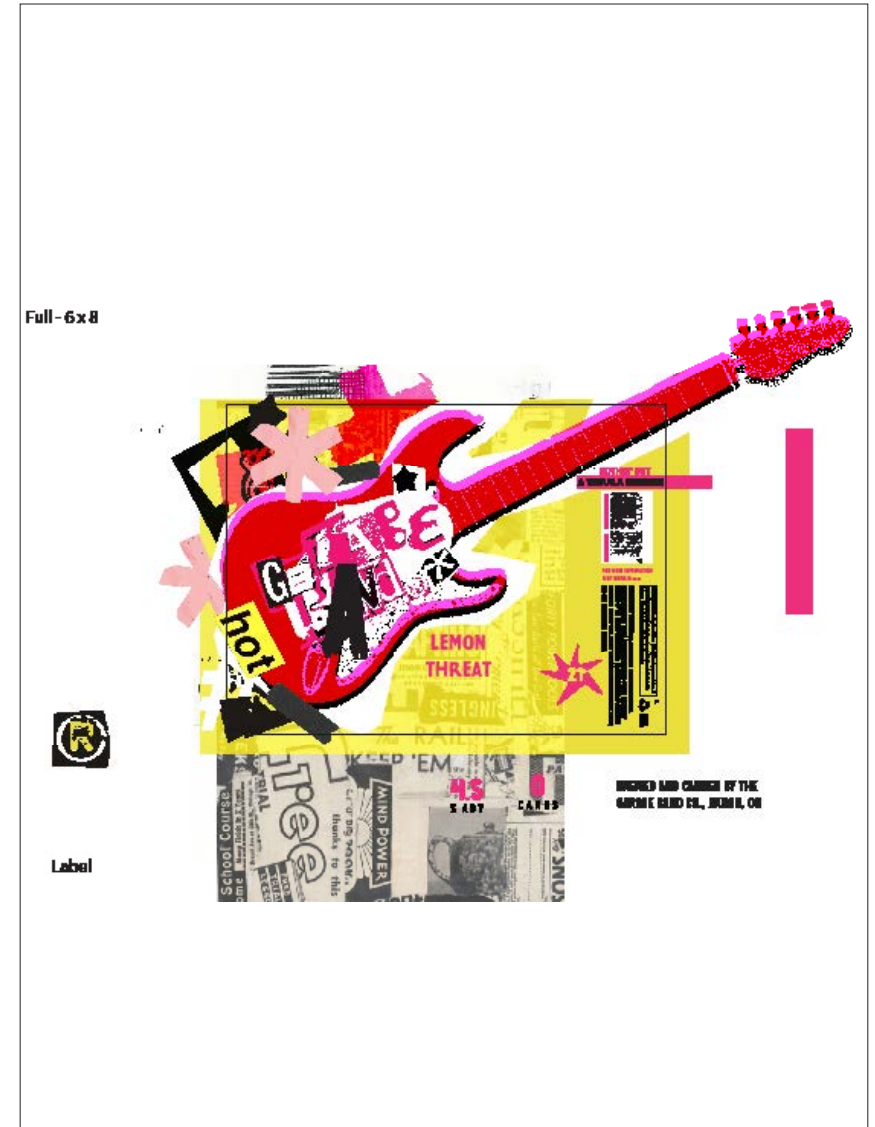
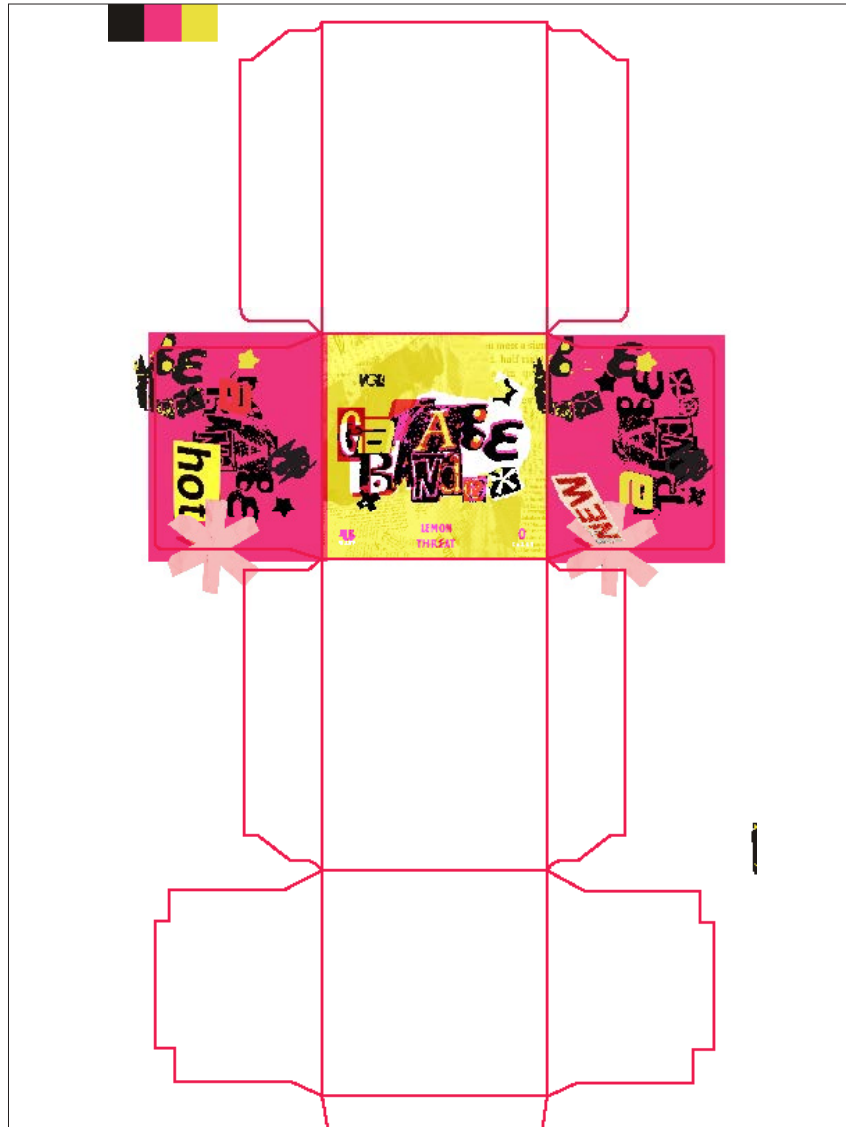


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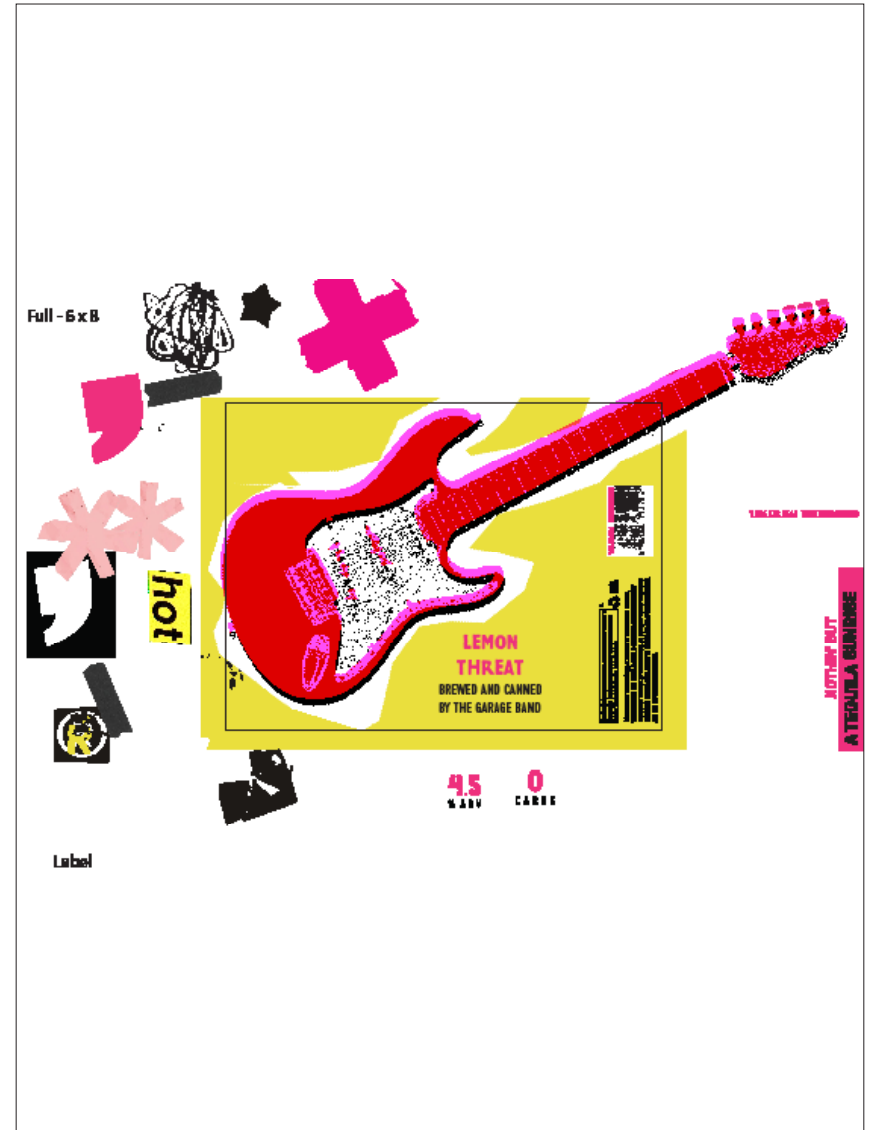
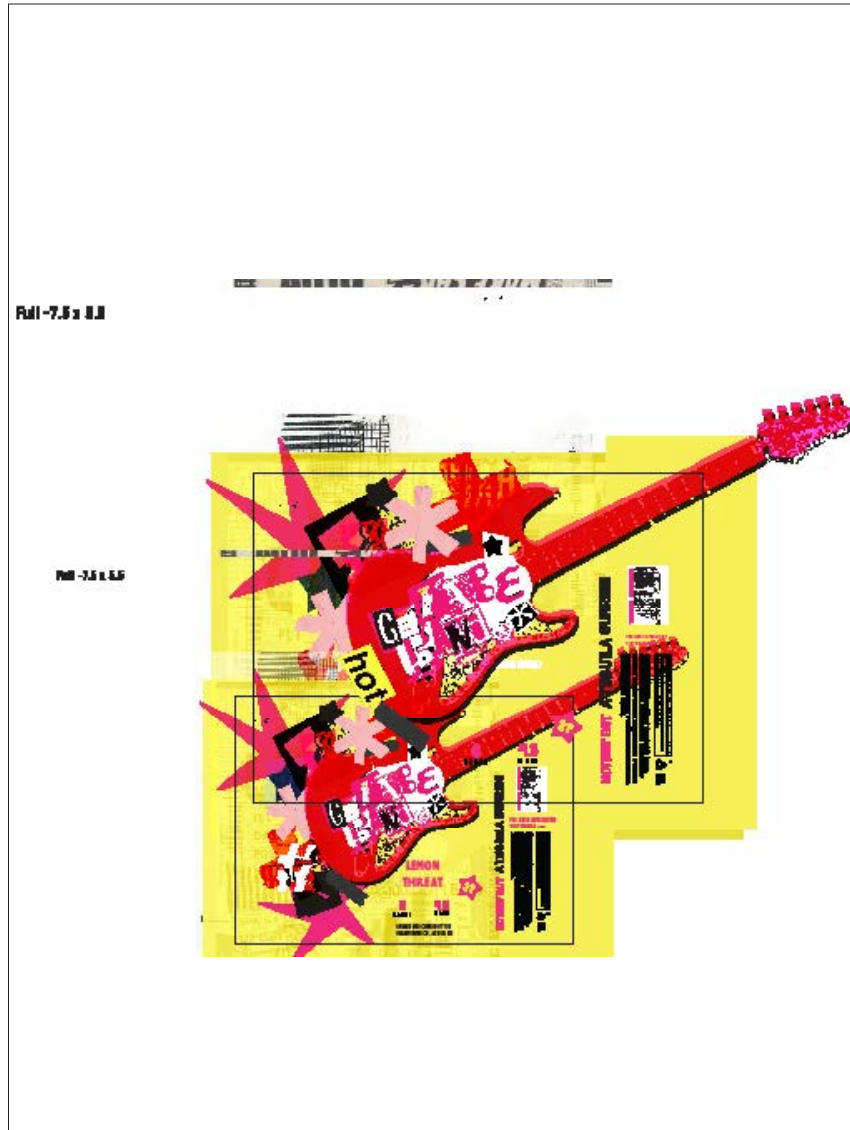
KEEP
COLD!



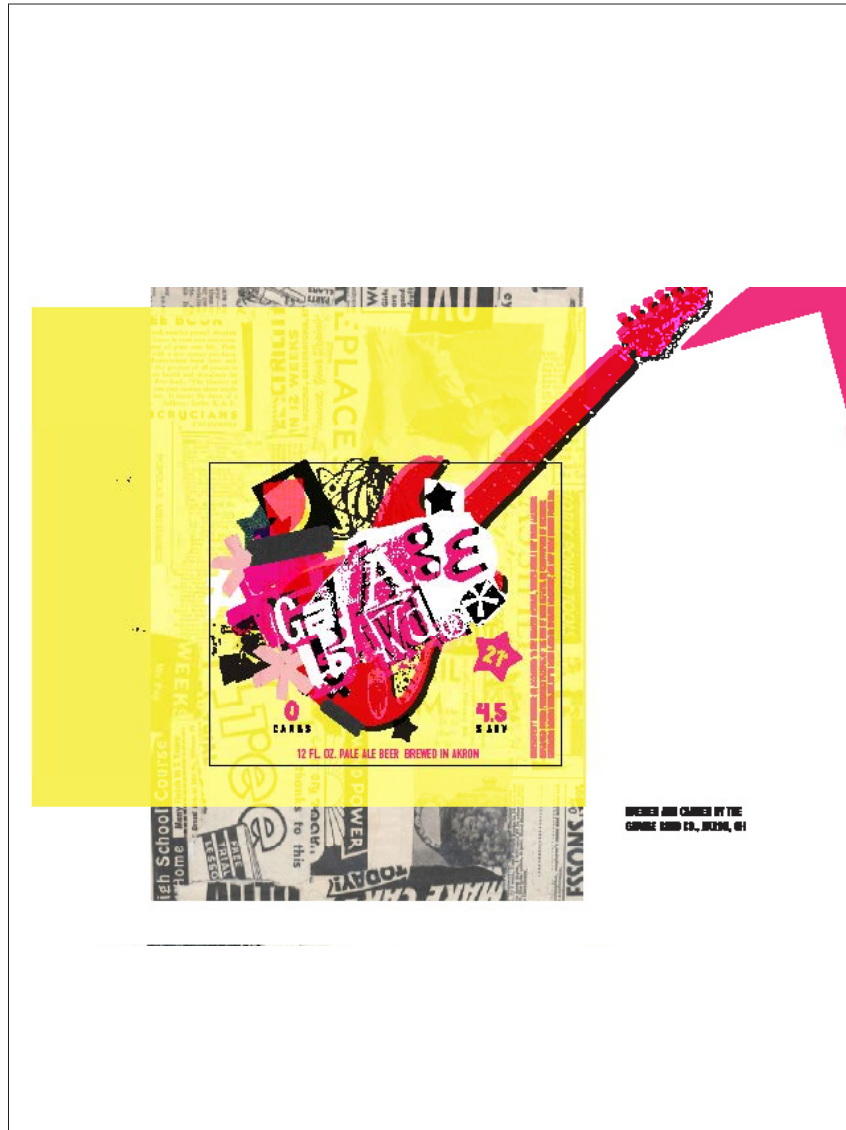
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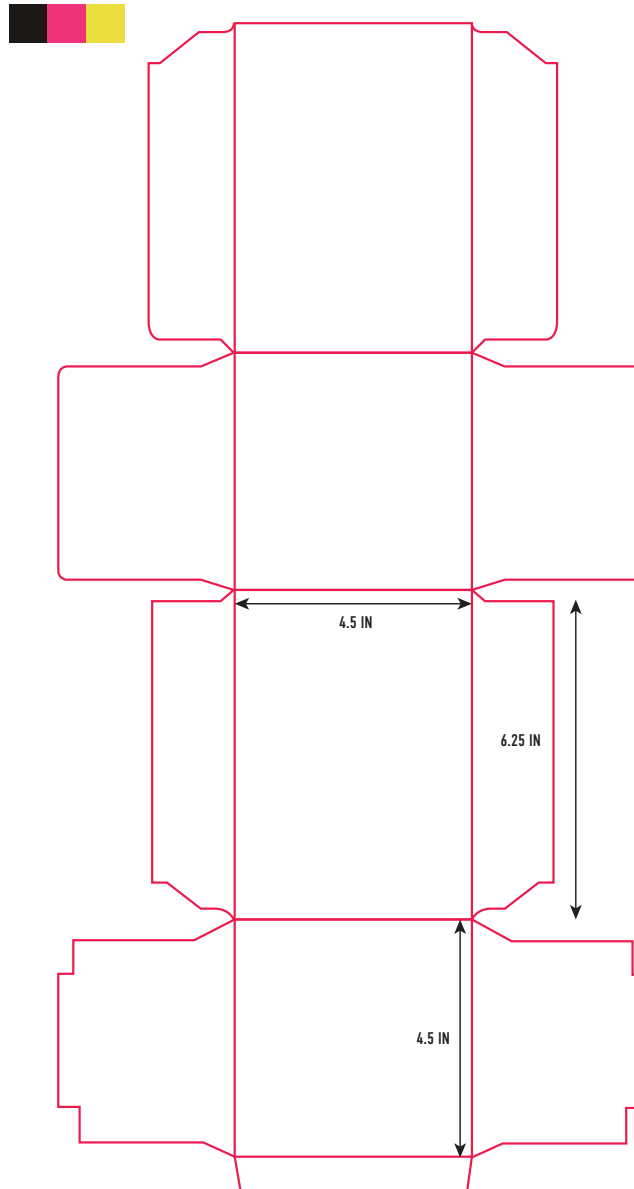
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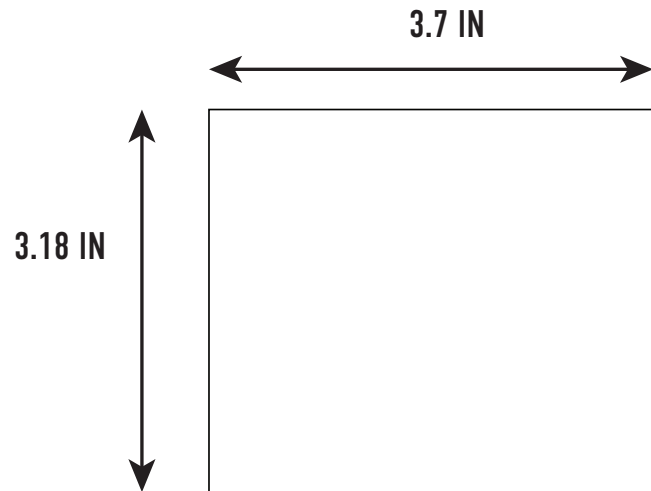
FINAL LAYOUT {

Packaging Design
Fall 2024
Bailey Bee

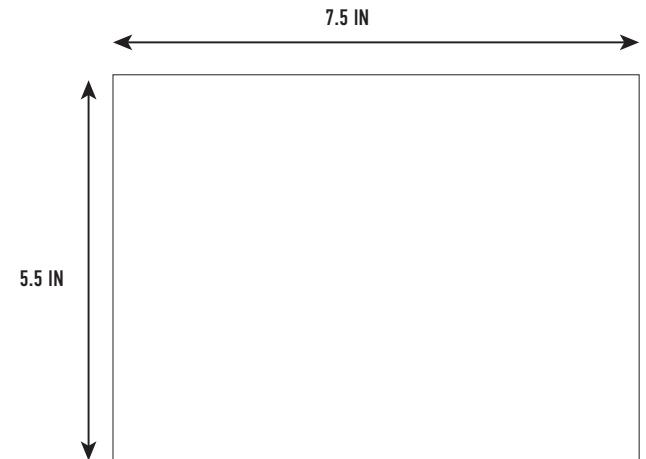
FINAL LAYOUT



FINAL LAYOUT



Full -7.5 x 5.5



FINAL LAYOUT



FINAL LAYOUT



BREWED AND CANNED BY THE
GARAGE BAND CO., AKRON, OH

FINAL LAYOUT

Full -7.5 x 5.5



FINAL MOCKUPS



FINAL MOCKUPS



FINAL MOCKUPS





bailey.

PROJECT 4: CREEP CRAWL & SLINK

CREATIVE BRIEF

Scheduled time frame: 3-4 weeks

Assignment: Magazine Design

PROJECT DESCRIPTION

Name and design a new magazine including cover, table of contents, department, 3 ads, and feature

Requirements:

1. Analyze (review previous annual report pdf's), distill down to showcase important information
2. Concept: Develop new visual approach that is appropriate and visually interesting and can be used for promotion
2. Format: Consider annual report page size and proportion.
3. Tell a story with purpose: Write a proposal indicating your design objectives and rationale.
4. Piece must be type dominant.
5. Determine look and feel: color palette, type pairings, graphic style, and image usage.

Include content for the following :

1. Table of contents, company overview; mission statement and/or history
2. Financial; highlights with both charts and graphs

Consider the following

- What colors represent the client and are appropriate to the concept.
- What typefaces will offer you a variety of hierarchy possibilities AND represent the client appropriately.
- What information can be extracted to create headings and call outs to reflect your concept.
- What format is appropriate. Every decision you do should have reason and reflect back to the company's brand.

Dimensions and Requirements: For your final, you will deliver the following:

- Your final designs should be professionally presented as a full-color, high quality constructed comprehensive showcasing a fully Designed Magazine

SUBJECT RESEARCH

What is a Magazine?

A magazine is a periodical publication, generally published on a regular schedule, containing a variety of content. They are generally financed by advertising, purchase price, prepaid subscriptions, or by a combination of the three.

Topic chosen:

Reptiles

Why?:

Reptiles has always interested me and I have owned a few myself. I wanted to create something to show the fun side of reptiles.

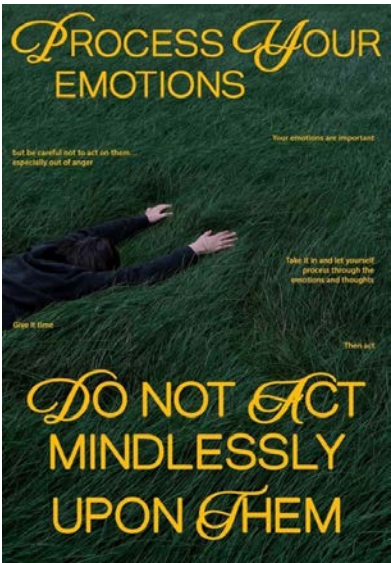
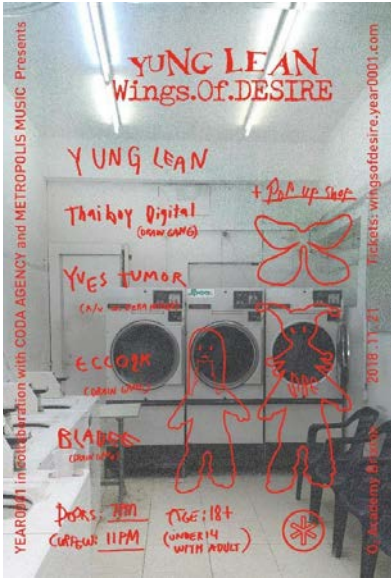
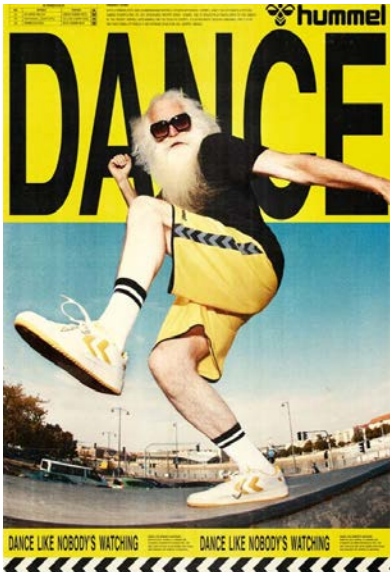
What is Bias?

prejudice in favor of or against one thing, person, or group compared with another, usually in a way considered to be unfair.

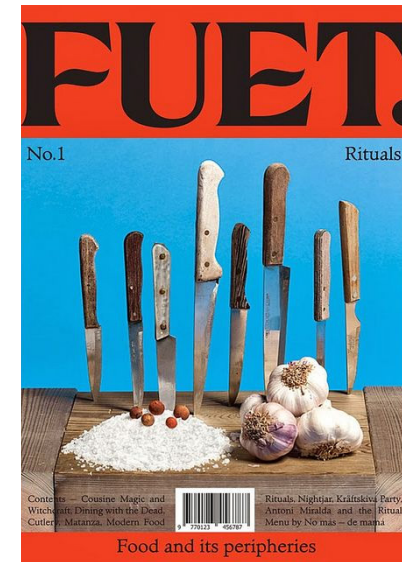
What is a Reptile?

an animal (such as a snake, lizard, turtle, or alligator) that has cold blood, that lays eggs, and that has a body covered with scales or hard parts.

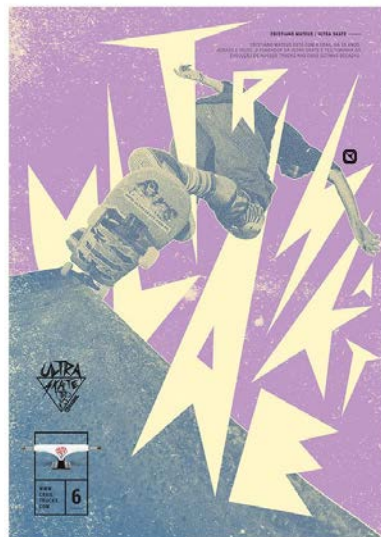
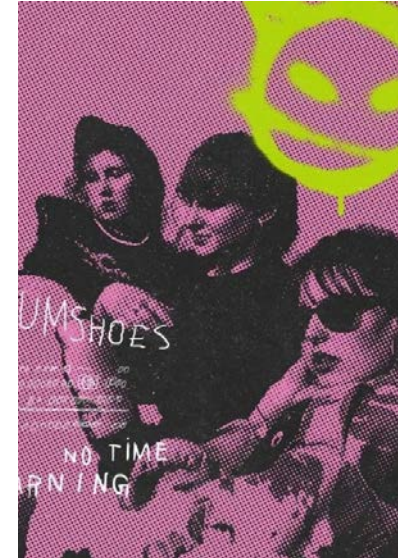
DESIGN RESEARCH



DESIGN RESEARCH



DESIGN RESEARCH



TYPOGRAPHY EXPLORATIONS

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TYPOGRAPHY EXPLORATIONS

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FatFrank

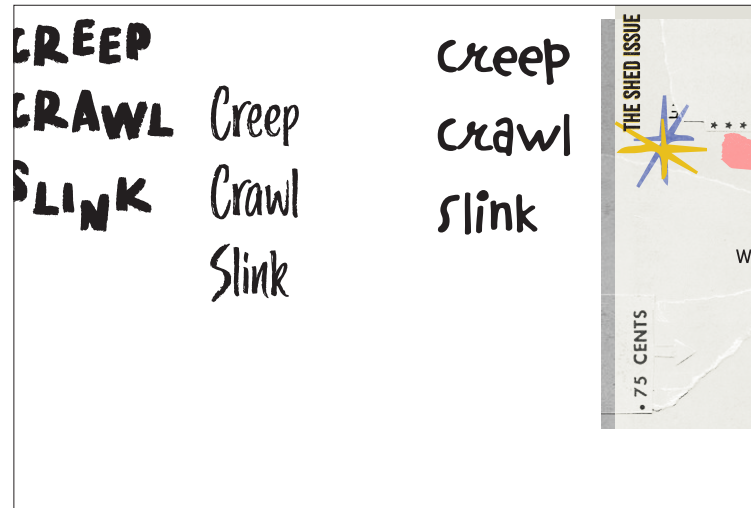
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COLOR REFERENCE

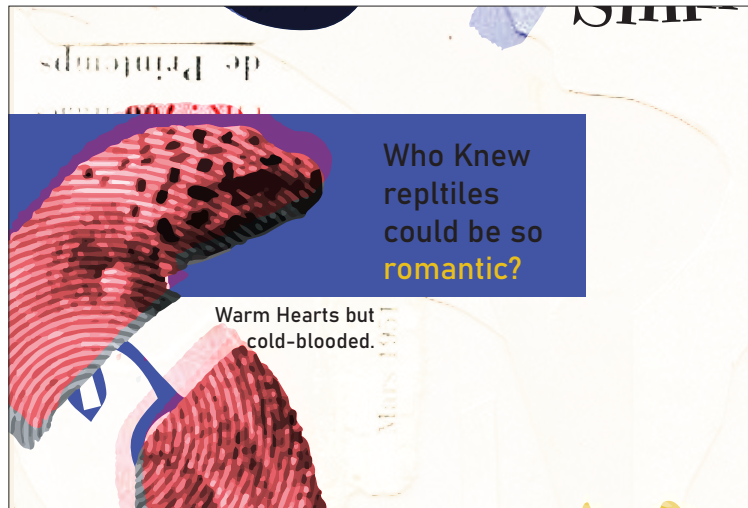
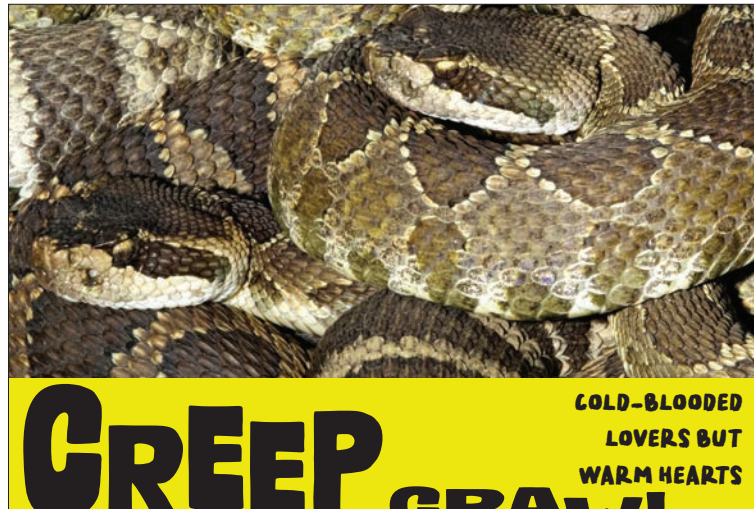
Color Image Reference



COMPUTER ROUGHS



COMPUTER ROUGHS



COMPUTER ROUGHS



COMPUTER REFINEMENT



COMPUTER REFINEMENT



Ned and Sunny stretch out together on the warm sand. He rests his head on her back, and every so often he might give her an affectionate nudge with his nose. The pair is quiet and, like many long-term couples, they seem perfectly content just to be in each other's presence.

The couple are monogamous, which is quite rare in the animal kingdom. But Sunny and Ned are a bit scaller than your typical lifelong mates — they are shingleback lizards that live at Melbourne Museum in Australia.

In the wild, shinglebacks regularly form long-term bonds, returning to the same partner during mating season year after year. One lizard couple in a long-term study had been pairing up for 27 years and were still going strong when the study ended. In this way, the reptiles are more like some of the animal kingdom's most famous long-term couples, such as albatrosses, prairie voles and owl monkeys, and they confound expectations many people have about the personalities of lizards.

"There's more socially going on with reptiles than we give them credit for," said Sean Doody, a conservation biologist at the University of South Florida.

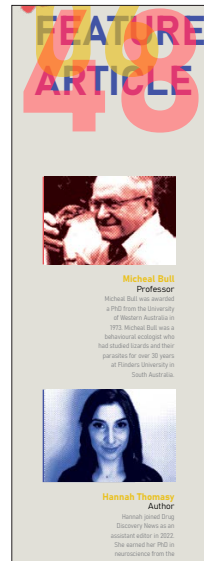
Social behavior in reptiles has been largely overlooked for decades, but a handful of dedicated scientists have begun unraveling reptiles' cryptic social structures. With the help of camera traps and genetic testing, scientists have discovered reptiles living in family groups, continuing for their names and communication.

Humans have a long history of animosity toward reptiles, and influential twentieth century scientists added to the idea of reptiles as cold, unintelligent beasts. In the mid-1900s, Paul MacLean, a neuroscientist at Yale and then the National Institute of Mental Health, began developing the triune brain hypothesis. He theorized that the human brain contained three parts: the reptilian R-complex, which governed survival and basic instinctual behaviors; the paleomammalian complex, which controlled emotional behavior; and the neomammalian cortex, which was responsible for higher functions like problem-solving and language.

Dr. MacLean's ideas were popularized in Carl Sagan's "The Dragons of Eden" in 1977, and they are deeply rooted — the idea of the "lizard brain" as a center for basic survival instincts is still widely believed, even though it is not based on actual facts.

"It's pretty much totally bogus," said Stephanie Campos, a neuroethologist at Villanova University.

Gordon Burghardt, an ethologist at the University of Tennessee, Knoxville, who has studied animal behavior for more than 50 years, said that many scientists, even herpetologists, were blinded by their biases, believing that social behaviors "can't occur in these animals, therefore you're not seeing what you're seeing." Even without our cultural biases, reptiles can be difficult to study.



THE FACINATING WEIRD WORLD OF REPTILES"



Michael Bull
Professor

Michael Bull was awarded a PhD from the University of Western Australia in 1970. Michael Bull was a behavioral ecologist who had studied lizards and their partners for over 20 years at Flinders University in South Australia.



Hannah Thomasy
Author

Hannah joined the Discovery News as an assistant editor in 2022. She earned her PhD in neuroscience from the



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In the wild, shinglebacks regularly form long-term bonds,

returning to the same partner during mating

FINAL LAYOUT {

**TYPOGRAPHY IIII
SPRING 2024
BAILEY BEE**

FINAL LAYOUT



FINAL LAYOUT



FINAL LAYOUT

48

FASCINATING WEIRD WORLD OF REPTILES



Micheal Bull
Professor

Micheal Bull was awarded a PhD from the University of Western Australia in 1973. Micheal Bull was a behavioural ecologist who had studied lizards and their parasites for over 30 years at Flinders University in South Australia.



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SOME BELIEFS

Reptiles Aren't the Smartest Animals on Earth

returning to the same partner during mating season year after year.

Social behavior in reptiles has been largely overlooked for decades, but a handful of dedicated scientists have begun unraveling reptiles' cryptic social structures. With the help of camera traps and genetic testing, scientists have discovered reptiles living in family groups, caring for their young and communicating with each other in covert ways. And they aren't only doing this because they love lizards. Currently, one in five reptile species are threatened with extinction; researchers say learning more about reptile sociality could be crucial for conservation.

★

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DID YOU KNOW?

Pregnant rattlesnakes gather in groups, and younger females seem to get the job of minding other snakes' offspring.



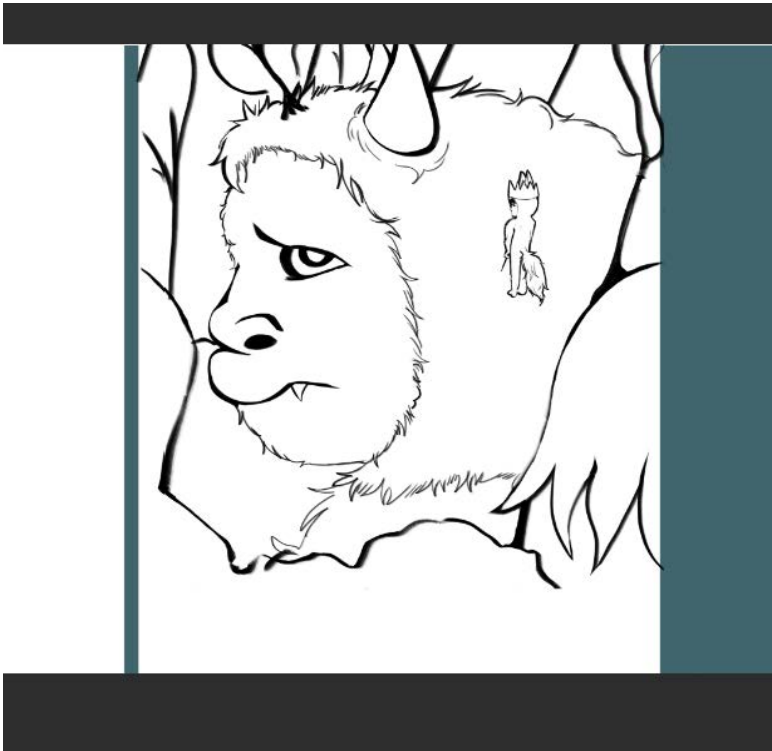
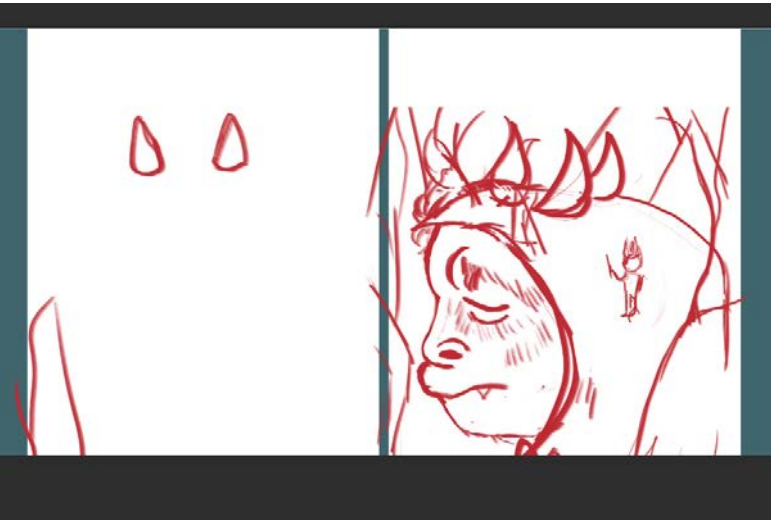
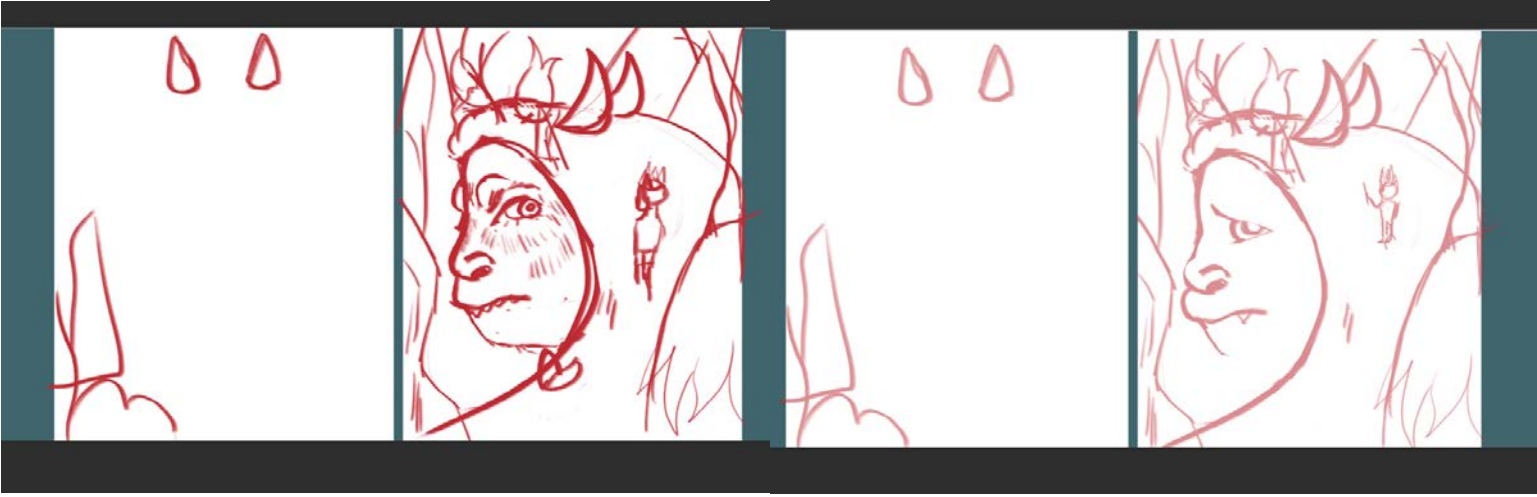
BAILEY BEE { TYPOGRAPHY III
FALL 2023
CAMPAIGN FOR GOOD



bailey.

PROJECT 5: BOOK COVER

Sketches



References



References





THIS ICONIC STORY HAS INSPIRED A MOVIE, AN OPERA, AND THE IMAGINATION OF GENERATIONS. WHEN MAX DRESSES IN HIS WOLF SUIT AND CAUSES HAVOC IN THE HOUSE, HIS MOTHER SENDS HIM TO BED. FROM THERE, MAX SETS SAIL TO AN ISLAND INHABITED BY THE WILD THINGS, WHO NAME HIM KING AND SHARE A WILD RUMPUS WITH HIM. BUT THEN FROM FAR AWAY ACROSS THE WORLD, MAX SMELLS GOOD THINGS TO EAT...

WHERE THE WILD THINGS ARE

STORY BY MAURICE SENDAK






MAURICE SENDAK

WHERE THE WILD THINGS ARE


MAURICE SENDAK

WHERE THE WILD THINGS ARE

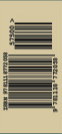
HARPER & ROW




FOR MORE THAN FORTY YEARS, THE BOOKS MAURICE SENDAK HAS WRITTEN AND ILLUSTRATED HAVE NURTURED CHILDREN AND ADULTS ALIKE AND HAVE CHALLENGED ESTABLISHED IDEAS ABOUT WHAT CHILDREN'S LITERATURE IS AND SHOULD BE. THE NEW YORK TIMES HAS RECOGNIZED THAT SENDAK'S WORK "HAS BROUGHT A NEW DIMENSION TO THE AMERICAN CHILDREN'S BOOK AND HAS HELPED TO CHANGE HOW PEOPLE VISUALIZE CHILDHOOD." PARENTING RECENTLY DESCRIBED SENDAK AS "INDISPUTABLY, THE MOST REVOLUTIONARY FORCE IN CHILDREN'S BOOKS."



"MAURICE SENDAK'S CALDECOTT MEDAL-WINNING PICTURE BOOK HAS BECOME ONE OF THE MOST HIGHLY ACCLAIMED AND BEST-LOVED CHILDREN'S BOOKS OF ALL TIME. A MUST FOR EVERY CHILD'S BOOKSHELF"





MAURICE SENDAK

WHERE THE WILD THINGS ARE

HARPER & ROW

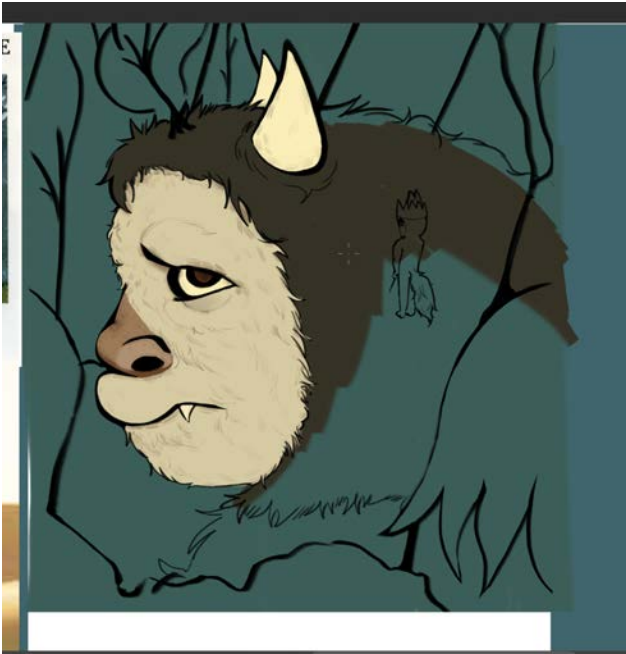
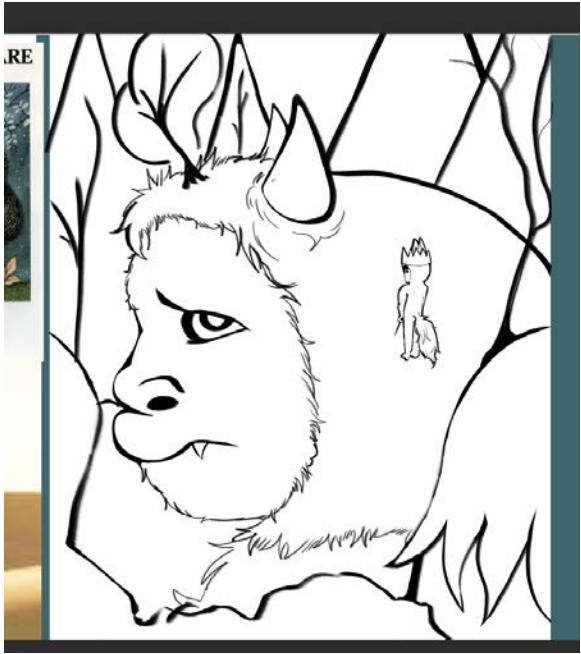
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HARPER & ROW PUBLISHERS

Progress





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THANK YOU!