



PROCESS BOOK

STEPHANIE EAKIN

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2 | MAC + CHEESE

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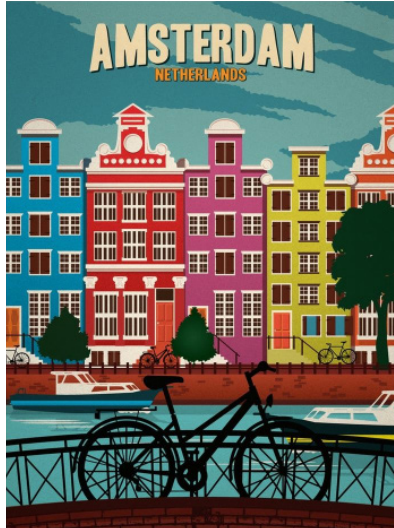
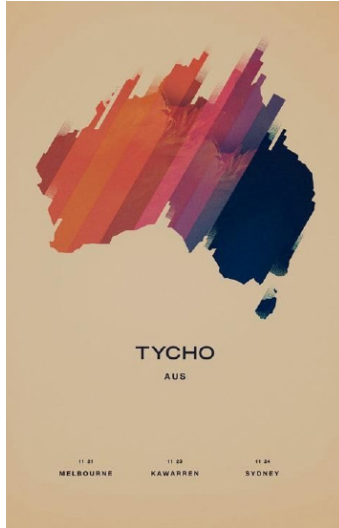
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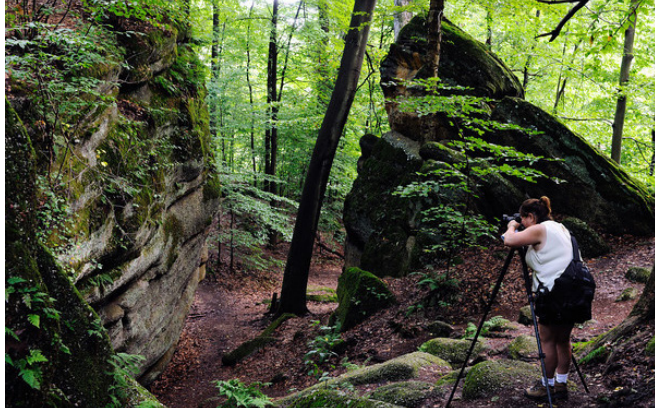
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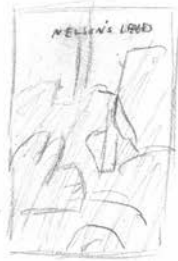
1

TRAVEL POSTERS

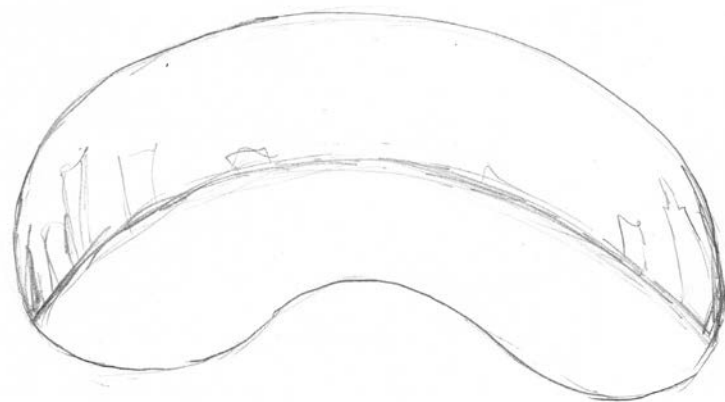


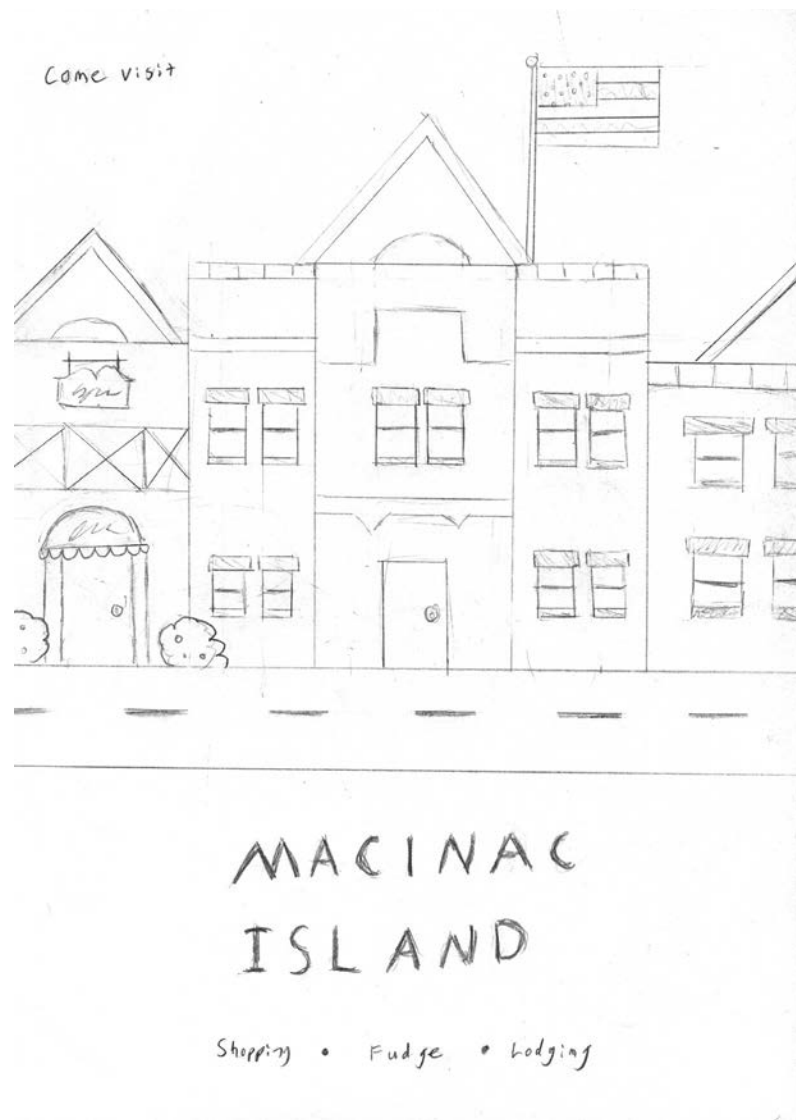


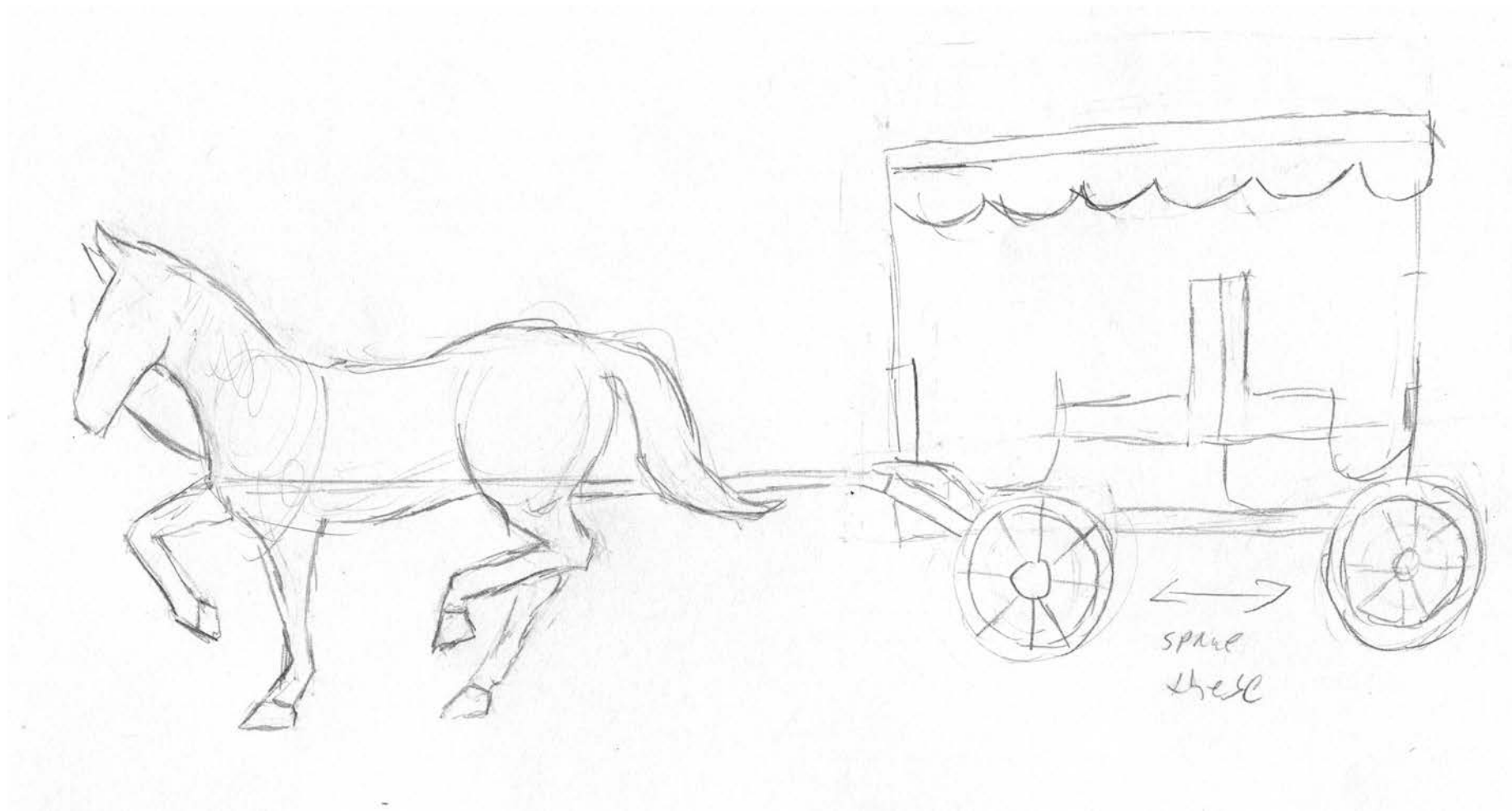
36 Legended

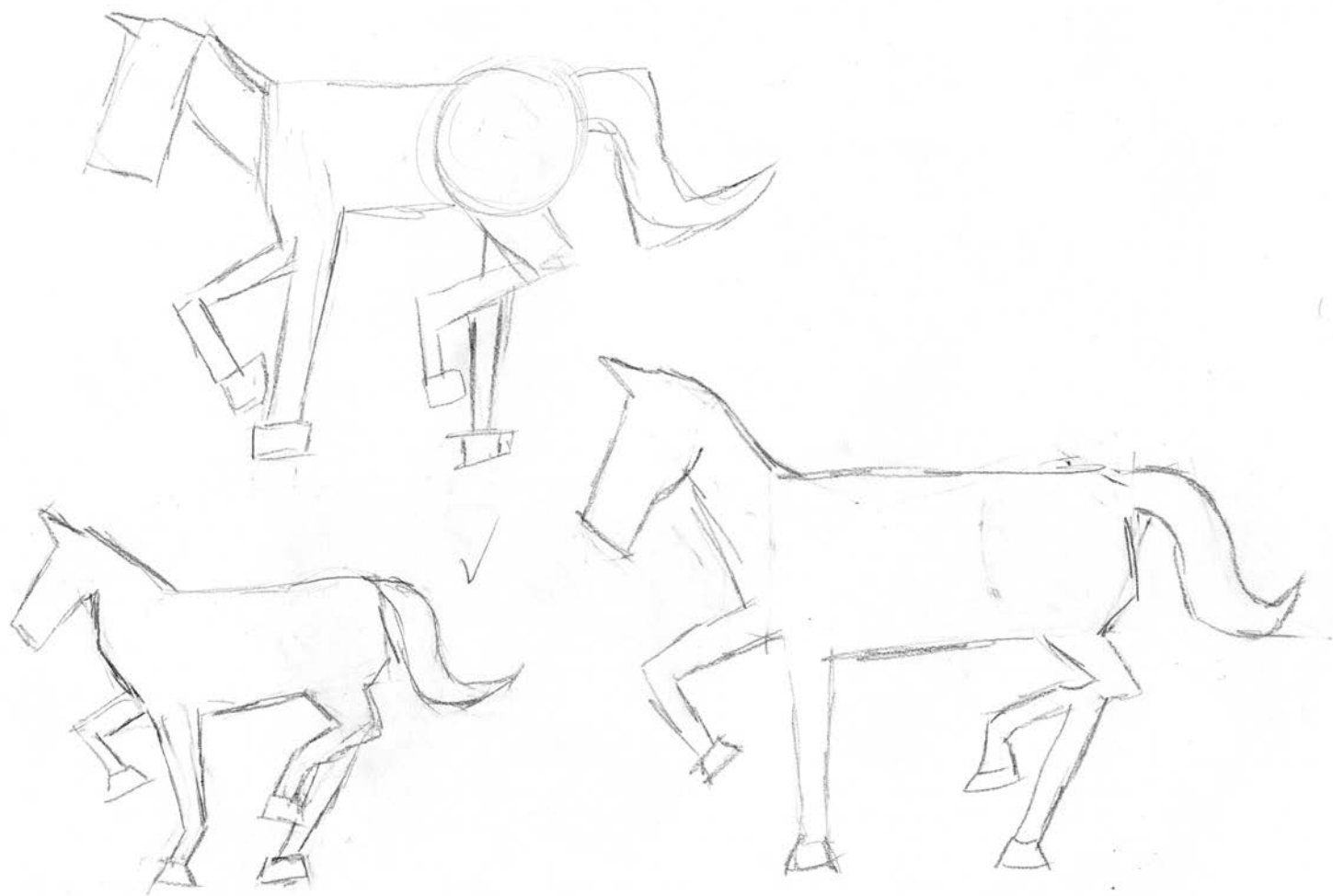


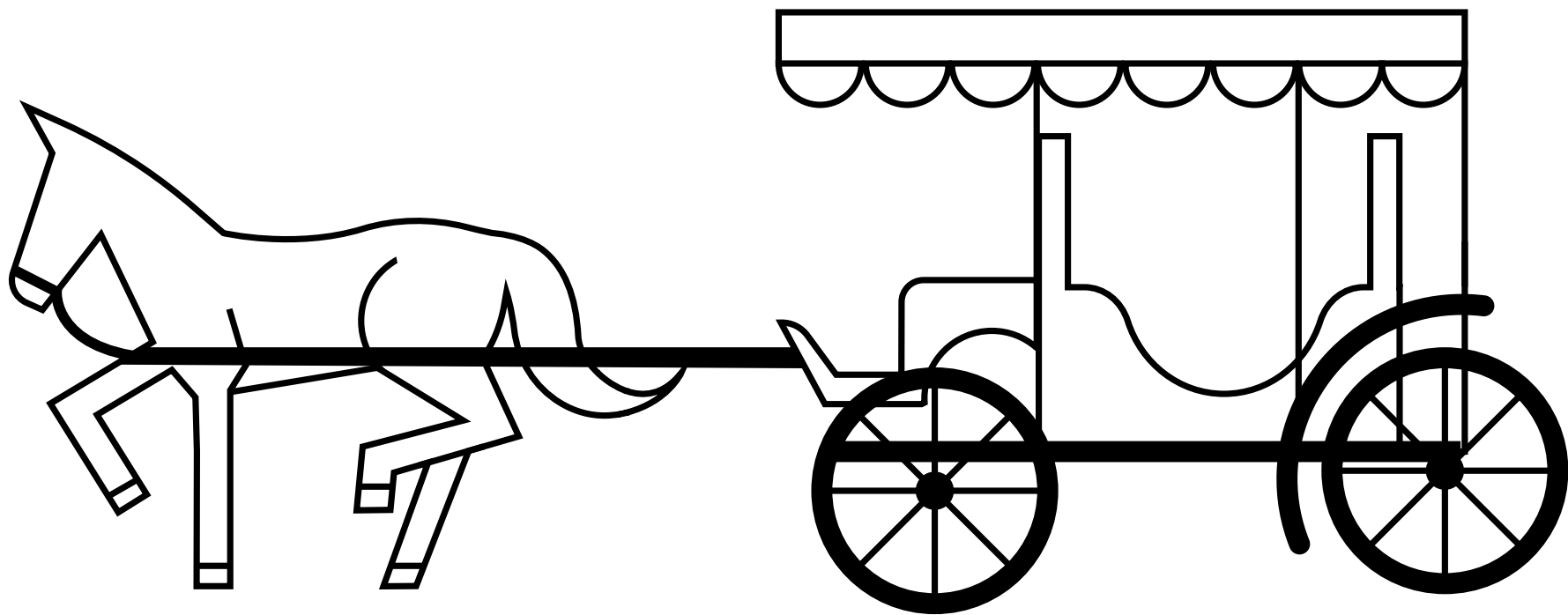


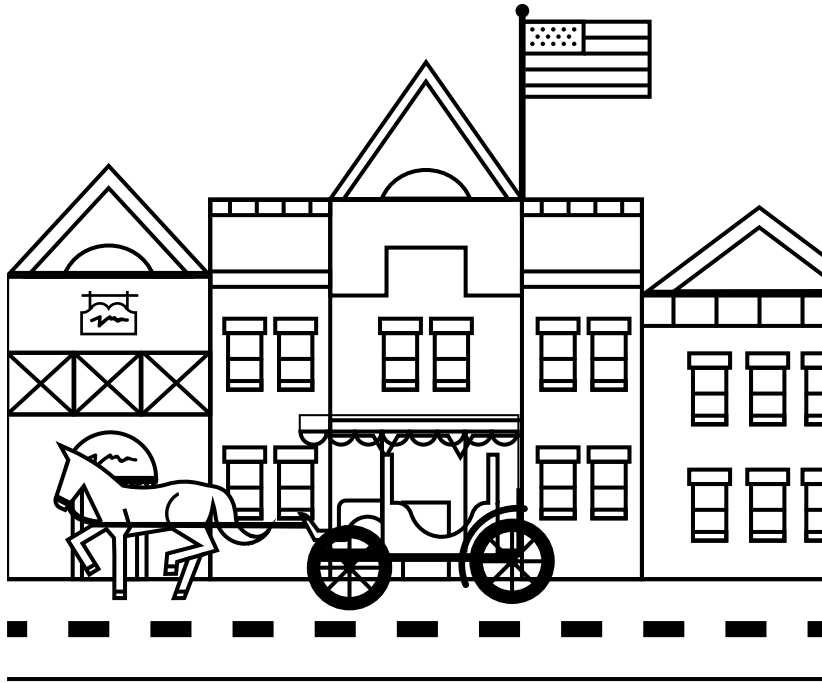






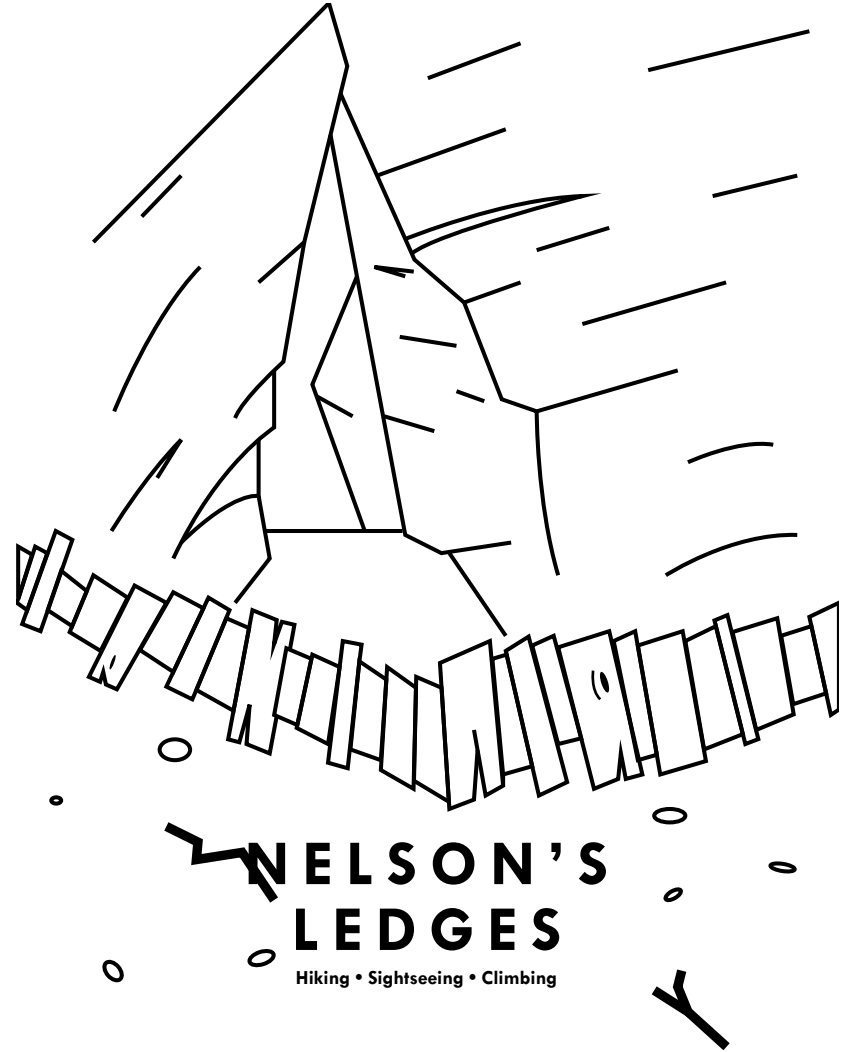






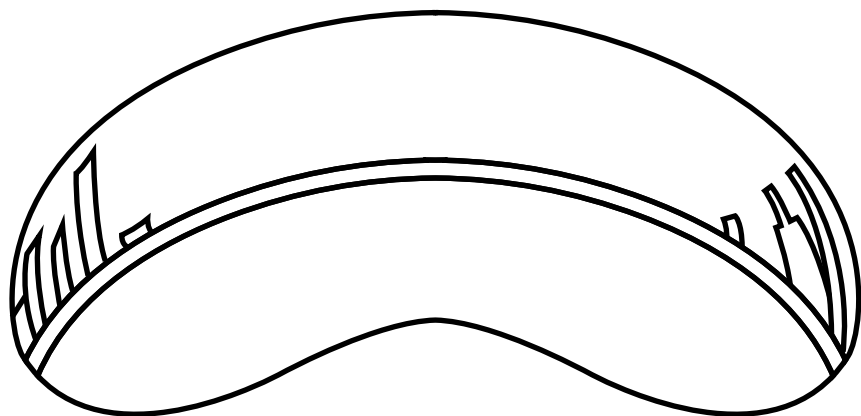
MACKINAC ISLAND

Shopping • Food • Inns



NELSON'S LEDGES

Hiking • Sightseeing • Climbing

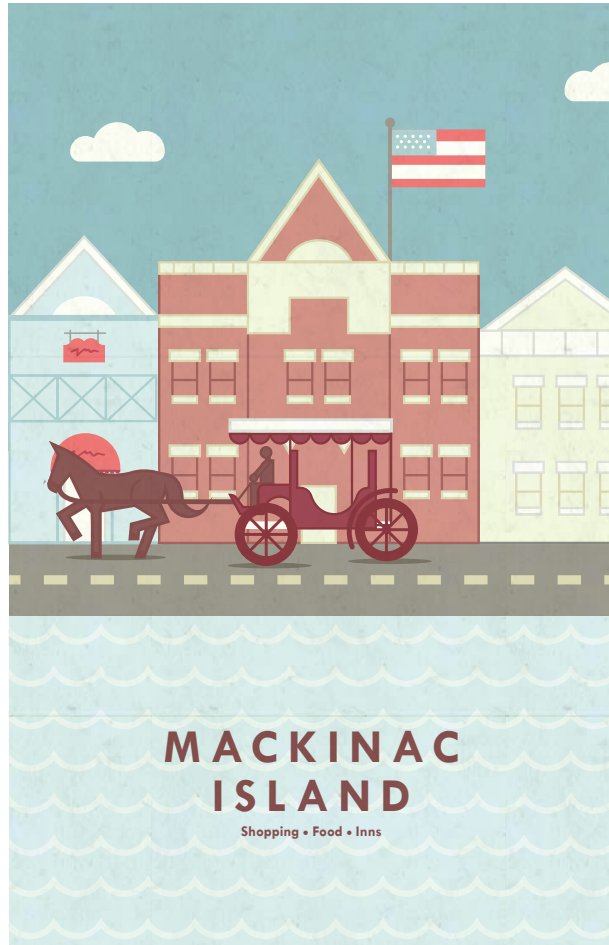








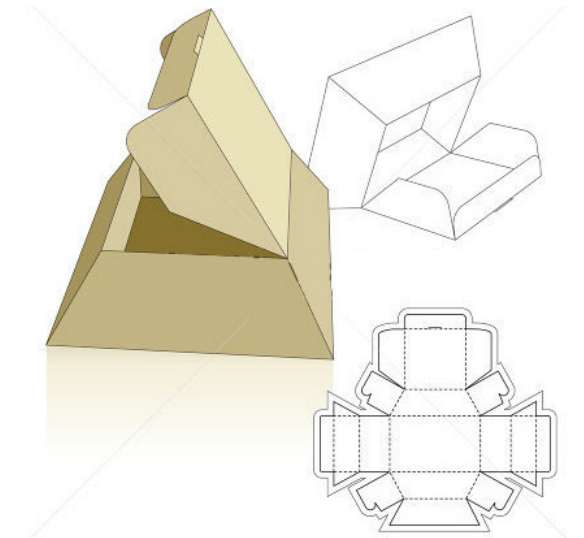




2

MAC + CHEESE





COLOR PALETTE



#f3a241



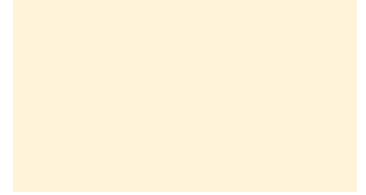
#ec5b3b



#d2c095



#feebc0



#fff2da

FONT: UBUNTU TILTING

AaBbCcEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz

BRAND PROMISE

we know that there's no need to over-complicate a classic meal. that's why our labels don't have any fancy photos or complicated directions like other products. we show you exactly what you're getting - delicious, healthy (m)acaroni (a)nd (c)heese. it's simply m.a.c.

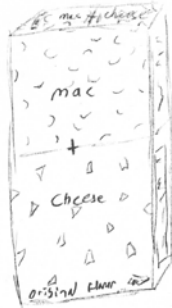
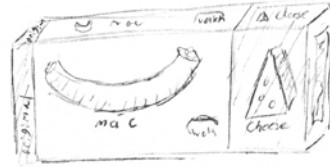
simply
m.a.c.

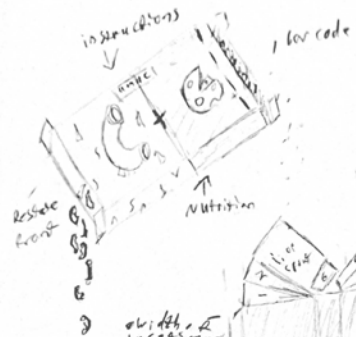


- eat. good
- thick n' cheesy
- three cheese
- spirals

KRAFT

- variety tilting
- corn fortia





7" x 3.5" x 1.25" exact size

7" x 3" x 1.25" stroke .5

- start w/ base size & rectangle
- click to grow in

- C + place in front
- transform left point
- put in height, width

- glue tab 1/2"
- paste in place and mirror to right

- choose right transform
- top center select down arrow 12x

- P.F. and top, for in bottom, 1.25"

- copy top, shift, move to bottom

- support tabs

- copy middle, move to top, make 1"

- taper left side

- reflect to bottom

- copy everything on flap, move over

- reflect 2 small tabs

width, 2 inches, must be very close to 2 inches or even 2.04

original, orange

LEAVE glue flaps whole
REMOVE lines before printing

= zucchini, red

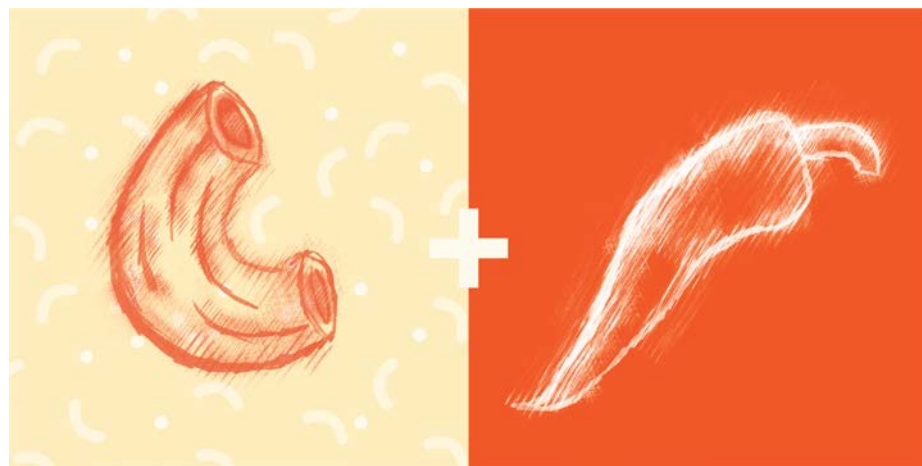
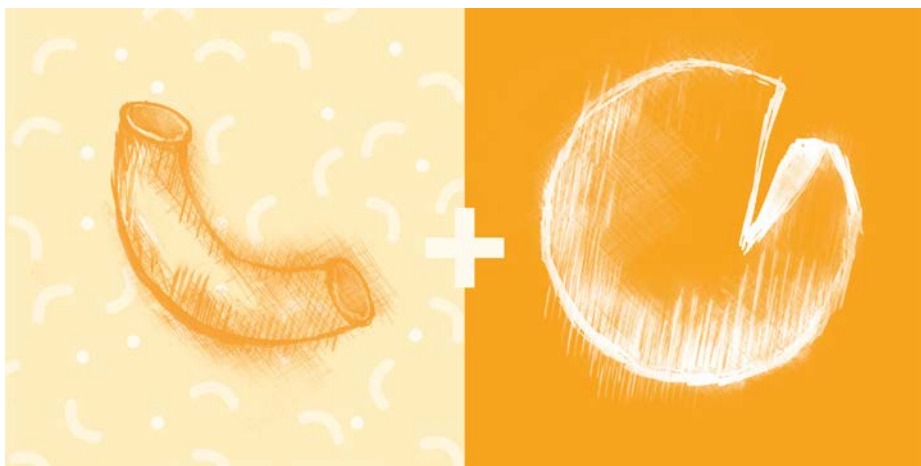
= herb, off-white

= regular mac

= ribbed

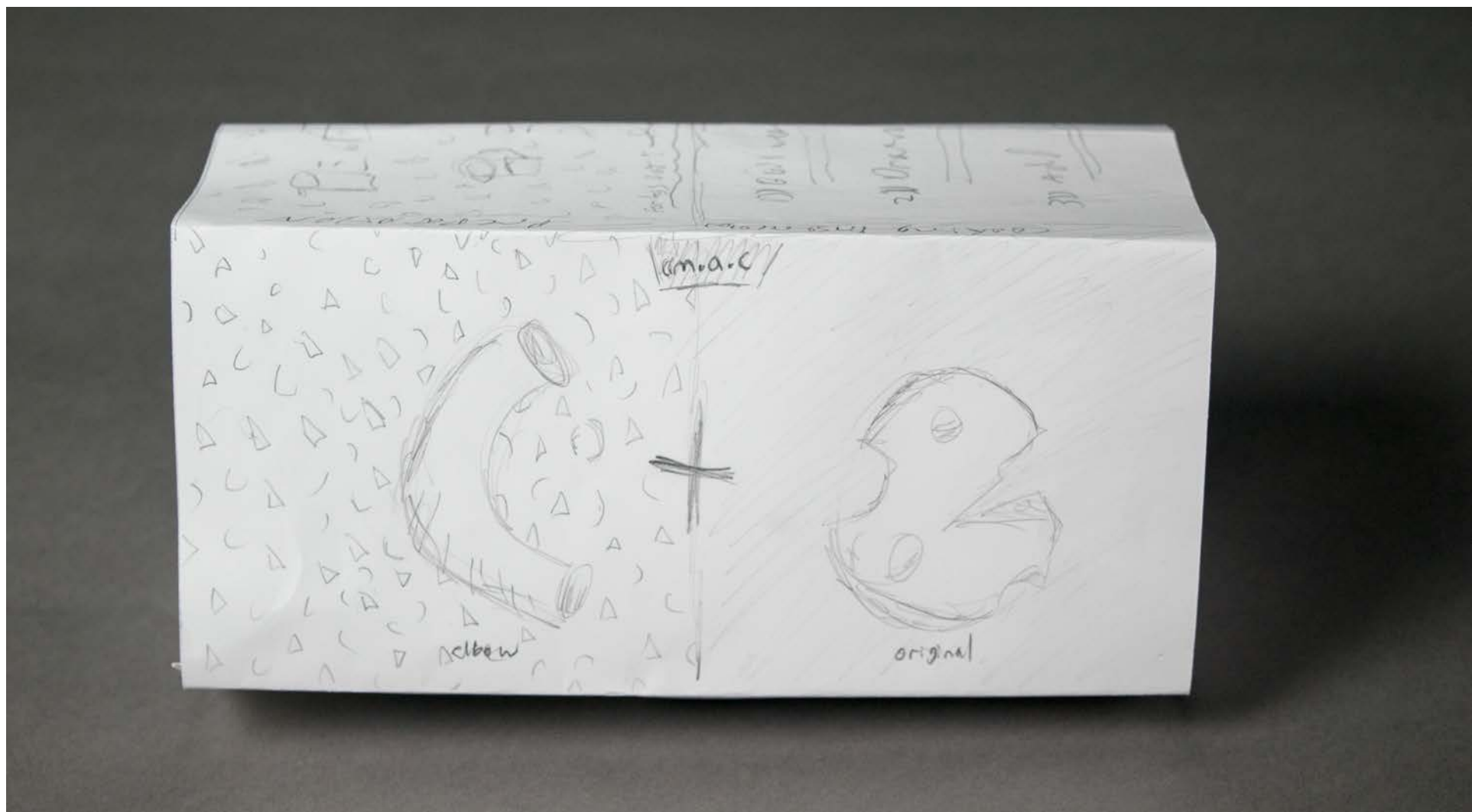
= shells

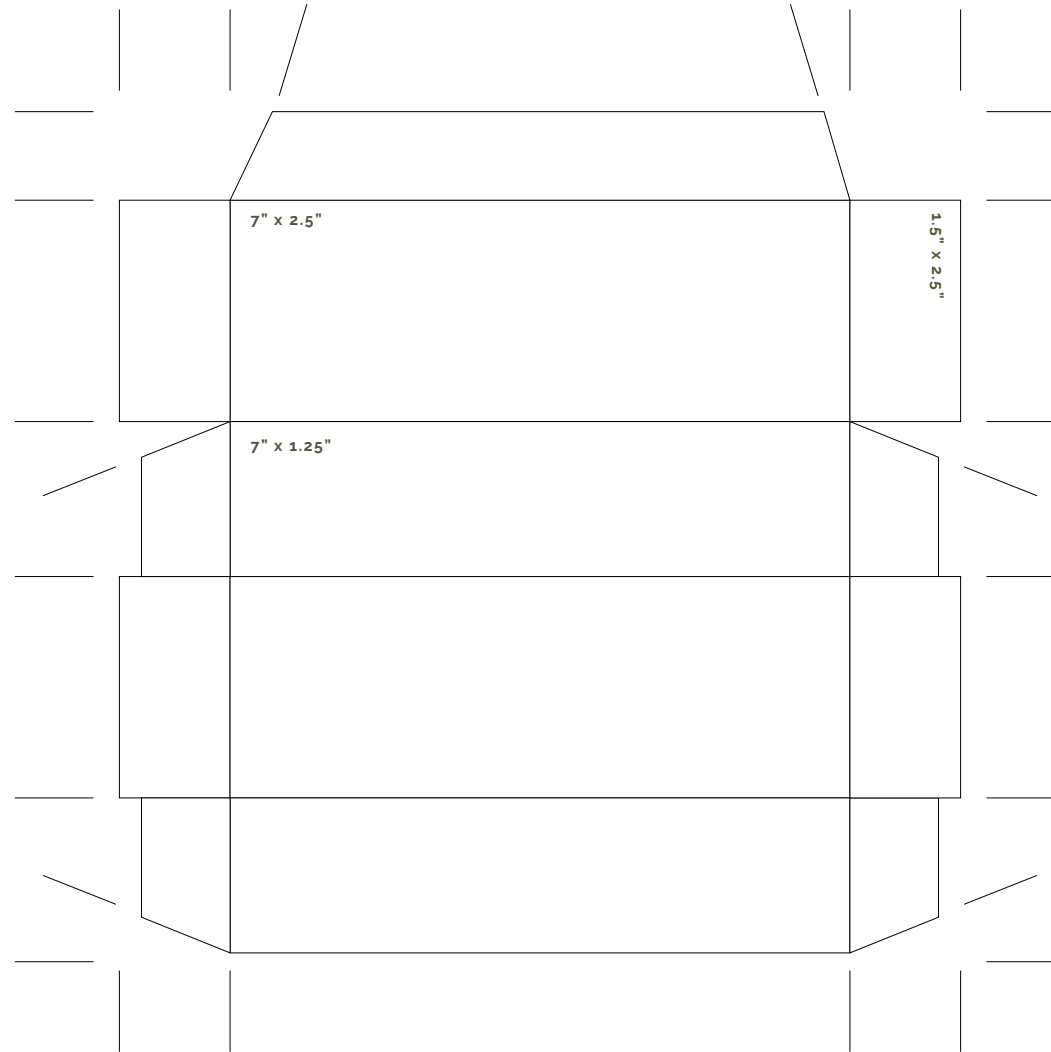


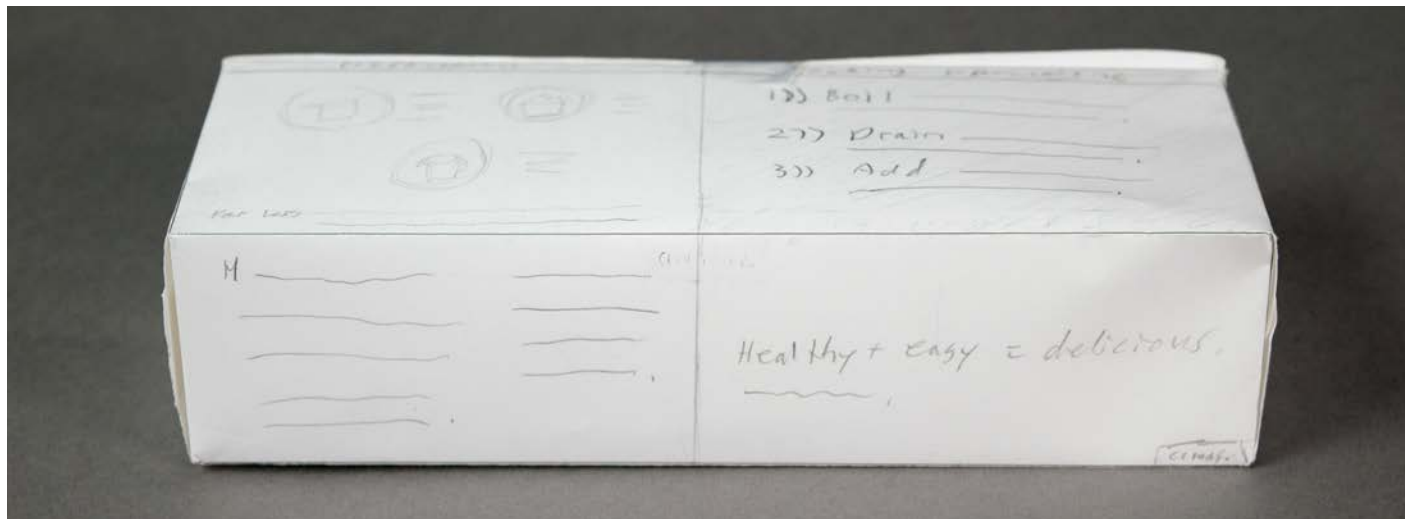
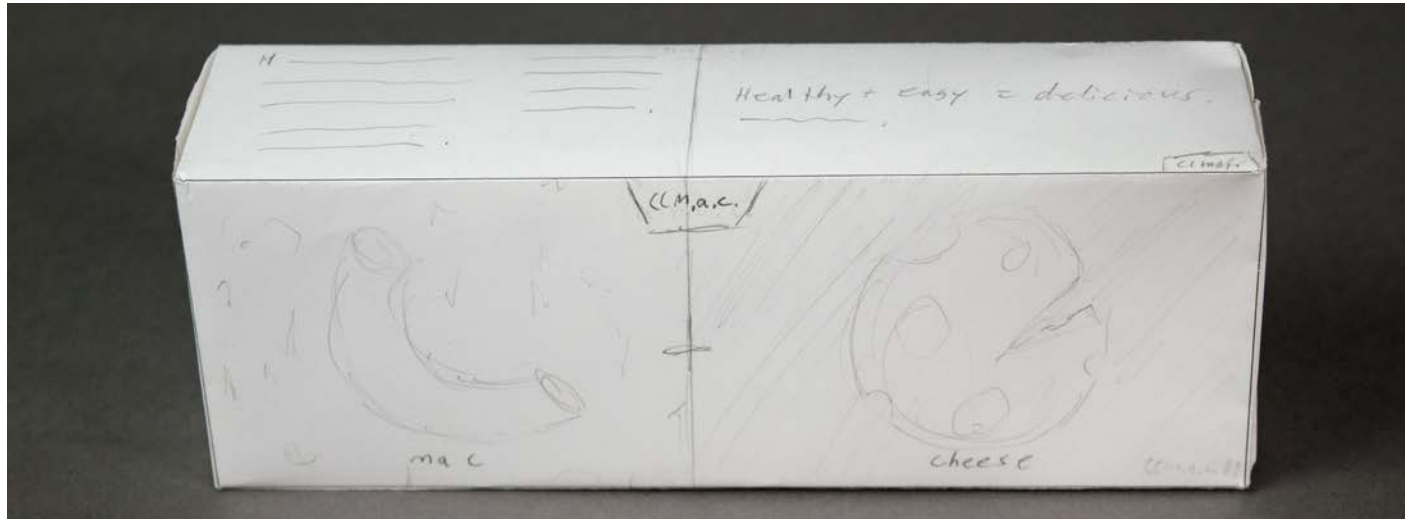


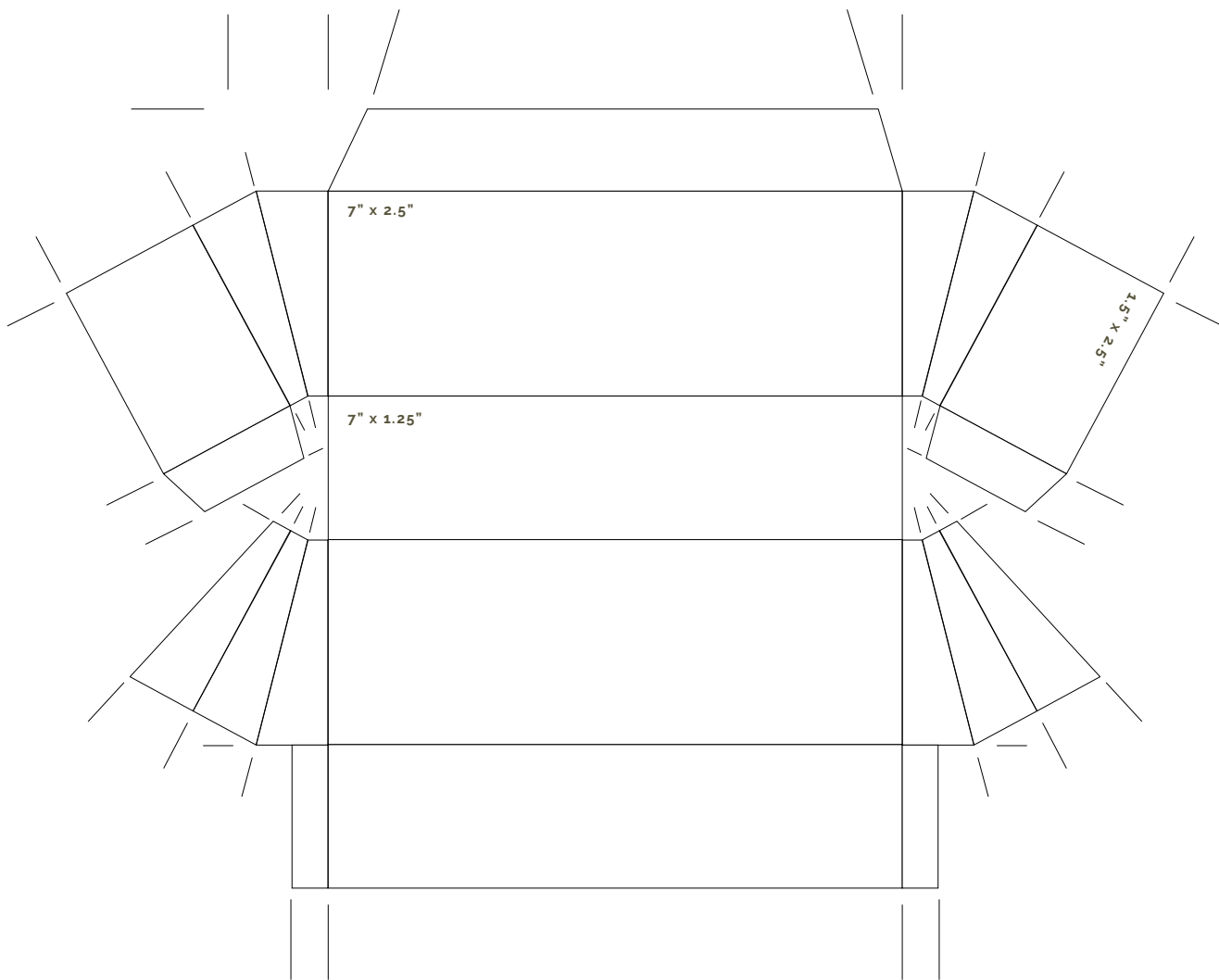






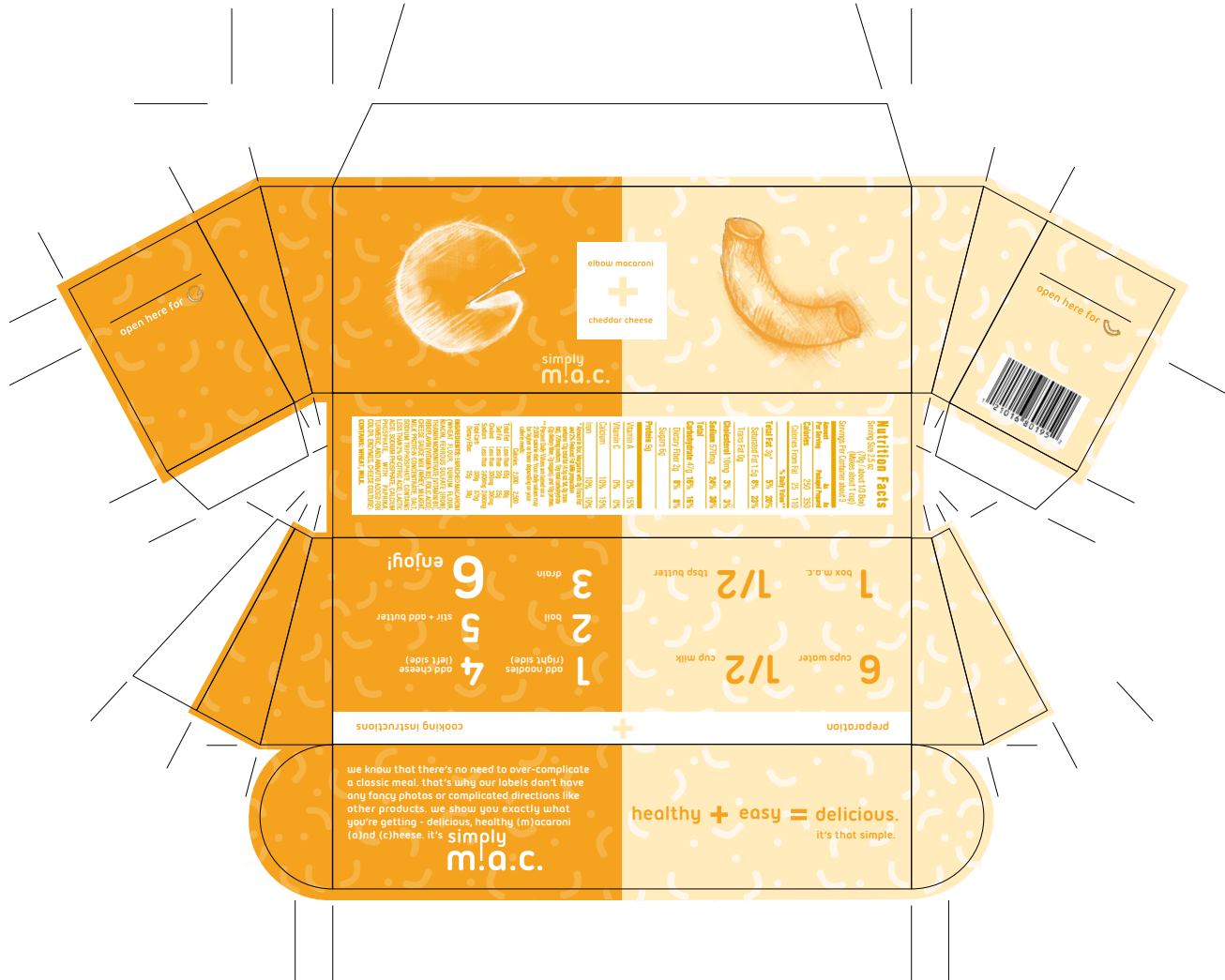
























3

AKRON BLIND CENTER

The Summit County Society of the Blind was founded in 1913 by individuals who were blind to give support to those who were basically shut-ins. The Society began its primary mission to meet the needs of persons with vision loss.

The Society became incorporated in 1948 as the Akron Blind Center and Workshop and later became the Akron Blind Center, Inc. The Center was established to promote education, outreach, and recreational activities to the blind, as well as to support people who are blind and legally blind in Summit and adjoining counties.

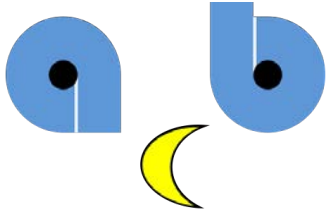
Membership is now over 100 members, and they are seeking to expand their reach and serve more amazing people, all while educating the public about these champions of overcoming adversity. Classes are offered the three middle days each week with a social day each Wednesday.

Mentor programs are offered for younger or recently transitioning sight loss adults. They partner those losing their sight with an “experienced” individual who can offer valuable insights and information, as well as encouragement to help them through a scary and lonely experience.

Within the Akron Blind Center is a small store that offers aids and devices to both members and the public. These items include magnifiers, talking products such as watches, alarm clocks, etc., as well as a wide variety of other items too numerous to mention which help the visually impaired with everyday activities.

The Center is not state or federally funded and operates almost entirely by trusts and donations from individuals and the foundations. They are proud of their members and their continued dedication to the goals of the Center.



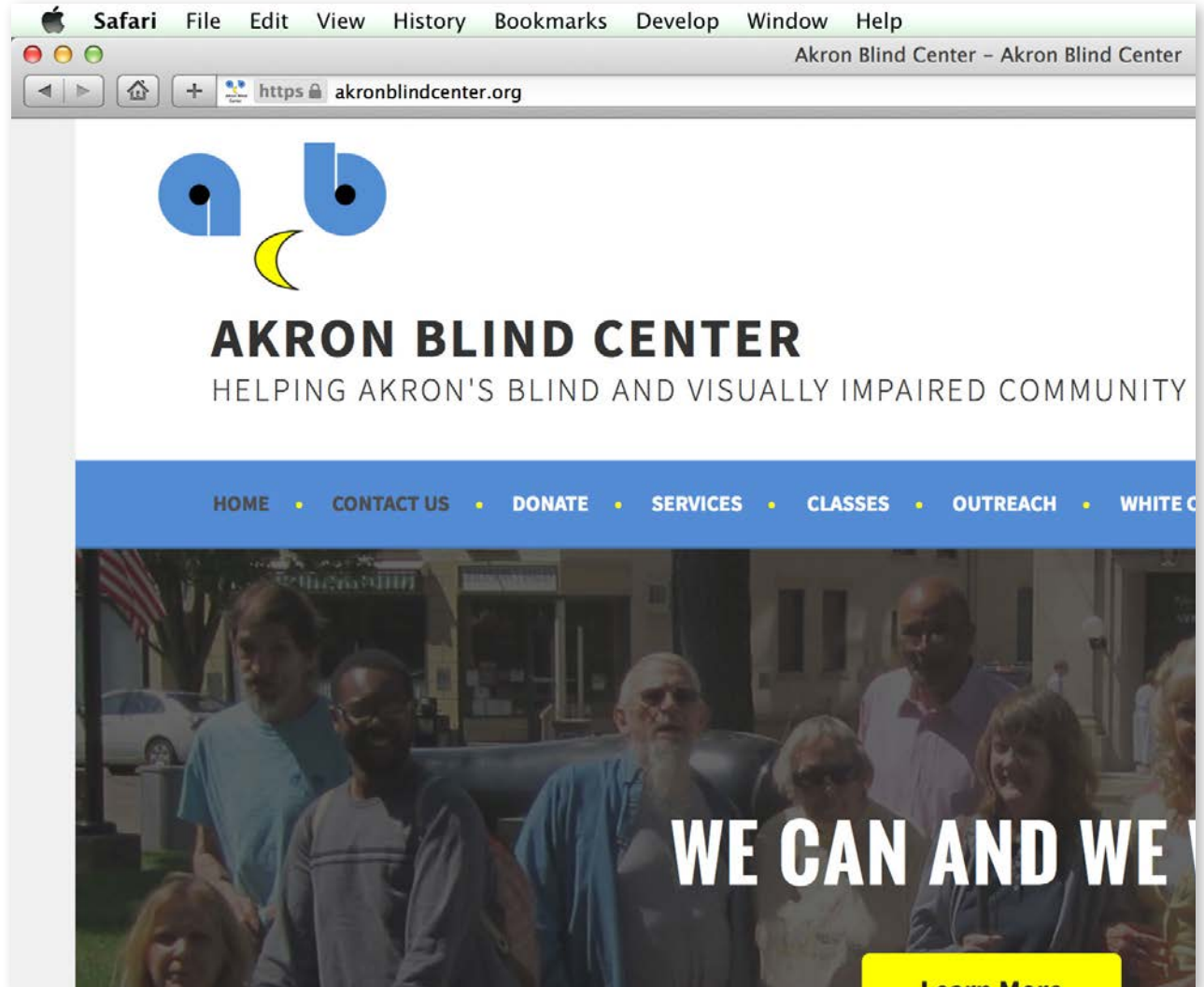


THE CURRENT MARK

The current Akron Blind Center mark arranges their initials into the shape of an owl's face, with the A and B serving as eyes and the C serving as its beak. The counterforms of the blue A and B are filled in with black, and the beak is yellow and outlined with black to make it stand out on white backgrounds. The font appears to be some variation of Bauhaus.

THE REASON FOR CHANGE

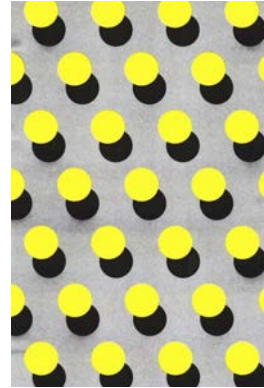
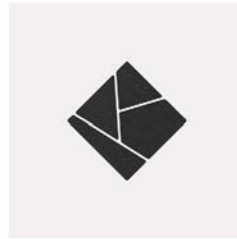
The current mark has low readability and fails to accurately represent who the company serves, as owls have excellent eyesight. The logo lacks any sense of containment and unity. The colors have no meaning associated with them, and thus are completely pointless. Likewise, failure to use this logo has resulted in lack of branding for the company as a whole.



COMPETITION



MOODBOARD





AKRON
BLIND
CENTER

2 1/2 00

Akron
Blind
Center



Akron
Blind
center

Akron
Blind
Center

AKRON
BLIND
CENTER

AKRON
Blind
Center

Akron
Blind
Center

Akron
Blind
Center

Akron!

city
blimps

Blind!

eyes
seeing
eye tests
Braille dots

Look/Feel!

typographic
cleats
wax
formal

blanks
Cane
Sunglasses
20/20
20/200
seeing eye
dogs

co-ocholocation

A B
D B
A B
A B
C
C
C E



A Akron
Blind
Center

AKRON
BLIND
CENTER



AKRON
BLIND
CENTER

AKRON
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Akron
Blind
center

AKRON
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AKRON BLIND
CENTER

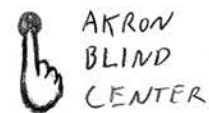
AKRON
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• AKRON
: BLIND
•• CENTER

• AKRON
: BLIND
•• CENTER

Bold

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
 a b c d e f g h i j k l m n o p q r s t u v w x y z
 1 2 3 4 5 6 7 8 9 10

Medium

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
 a b c d e f g h i j k l m n o p q r s t u v w x y z
 1 2 3 4 5 6 7 8 9 10

Book

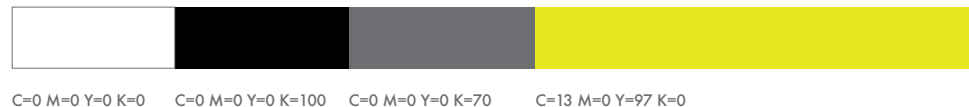
A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
 a b c d e f g h i j k l m n o p q r s t u v w x y z
 1 2 3 4 5 6 7 8 9 10

The new mark uses the braille dots for each of the letters of the Akron Blind Center's initials. This helps showcase one of the many things the Center does: help to teach braille to those losing their sight.

The Futura family was used as a typeface as it matches the geometric style of the dots in the logo, and looks both elegant yet professional and modern.

Yellow was used for these dots to represent light, while a low-contrast gray was used to draw emphasis to the dots as their services focus on the visually impaired. The mark can be used on both black and white.

• AKRON
 : BLIND
 •• CENTER



AVOID THE FOLLOWING

STACKING TYPE HORIZONTALLY

• AKRON : BLIND ••CENTER

ROTATING TYPE

• AKRON
: BLIND
••CENTER

The mark can be used at any size larger than 1" (72 pixels). The mark should have a large exclusion zone to emphasize the white space around it. Do not rotate the mark or stack it horizontally. The braille dots should always be higher contrast or a different color than the typography, as they're meant to represent the visual aid the Akron Blind Center provides to those who have difficulty seeing normally.

Using the braille dots as a design element is allowed as long as the full logo is still present somewhere on the design.

REDUCING BELOW 1"

• AKRON
: BLIND
••CENTER

STRETCHING HORIZONTALLY/VERTICALLY

• AKRON
: BLIND
••CENTER

MAKE BRAILLE SAME COLOR/HUE AS TYPOGRAPHY

• AKRON
: BLIND
••CENTER

