



Fall 2022 ✨ Radie Schultz

# Corporate Identity

# Marks Comparison

Good

Manufacturing



3M

- Simple
- Recognizable
- Small, very versatile
- Easy to remember

Non-Profit



Room to Read

- Simple
- Tells exactly what the organization does
- Versatile, can be used with text underneath or to the side
- Easy to remember

Professional



Citigroup

- Simple
- Recognizable
- Versatile, came from a merger
- Easy for consumers to remember

Retail



Whole Foods

- Simple
- Recognizable
- Versatile
- Fun use of text to show fruit, a product a lot of consumers buy

Service



Baskin Robbins

- Simple
- Recognizable
- Great use of limited color
- Fun use of font and color to display them having 31 flavors

Bad



Quality Castings | Orrville

- Complex
- Weird character interaction
- Not very versatile
- Doesn't match their website
- Doesn't match the work they do



Buckeye Book Fair | Wooster

- Complex
- Details lost when scaled down
- Not very recognizable
- Too much is going and parts feel redundant with the books



Sustar Financial Group | Wooster

- Too much is going on
- Has some ClipArt happening
- Partial globe is confusing
- Terrible font interactions



Jodi's Closet | Wooster

- Complex
- ClipArt mannequin is unneeded
- Weird font choice
- Tagline in banner with the frills doesn't work together



Orrville Trucking & Grading | Orrville

- ClipArt of a truck
- Text and art are too close
- Way to long and bit complex
- Font decisions don't make much sense here

*sketching*

# Jodi's Closet

Jodi's  
Closet

Jodi's  
closet

Jodi's  
Claset

Jc

Jc

jodi's  
closet



jodi's  
closet

jodi's  
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Jodi's  
closet

Jodi's  
closet



Jodi's  
Closet  
Ana's Alterations



Jodi's  
Closet

# Orrville Trucking



orrville  
Trucking + Grading

Orrville  
trucking +  
grading

Orrville  
Trucking &  
Grading

Orrville trucking  
and grading

ORRVILLE  
TRUCKING &  
GRADING

orrville  
trucking  
grading

orrville  
trucking +  
grading

Orrville  
trucking

orrville  
TRUCKING

ORRVILLE  
trucking

orrville  
trucking



ORRVILLE  
TRUCKING

ot+g

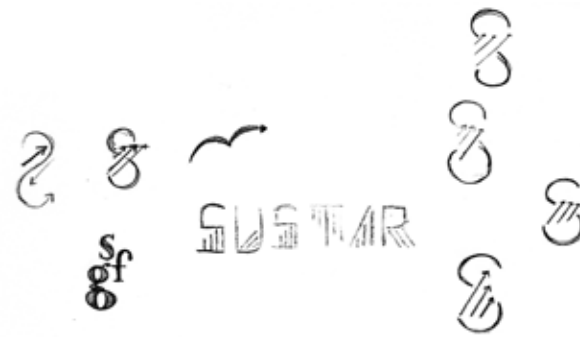


ORRVILLE  
TRUCKING  
o o o o





# Sustar Financial



# Buckeye Book Fair



Buckeye  
Book  
Fair III



BBF



Buckeye Book Fair





*high contrast*

# Jodi's Closet

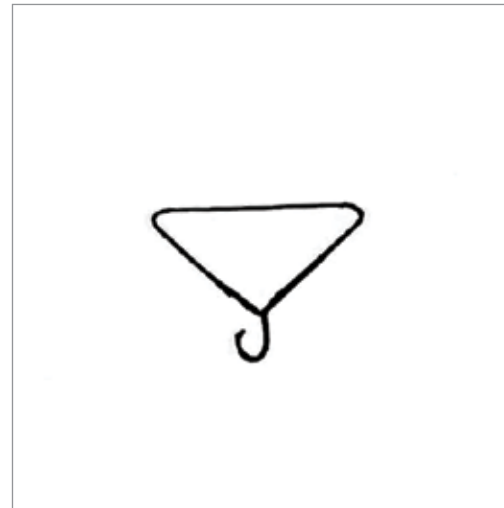
**Key Words:** thrift, sewing, dresses, jewelry, closets, designer, feminine

**Company Mission Statement:** Fabulous Finds for a Second Time

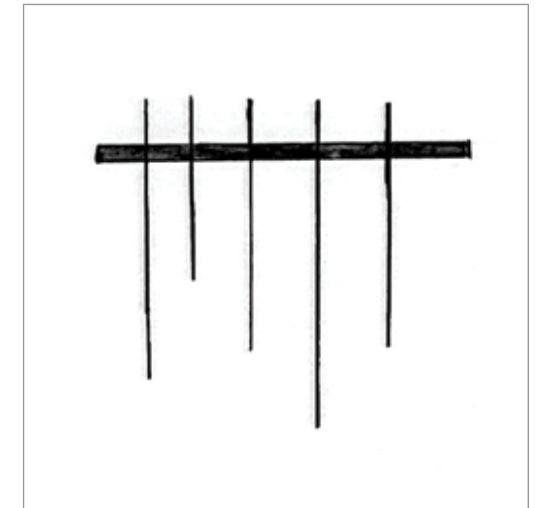
**Competitors:** Great Finds Resale, Friendtique/The Nest, Kitschy Coo Boutique, Mission Thrift: Wooster, Nice As New Consignment Fashions

**How have you differentiated them from their competition:** a clean, simple logo that reads as a professional consignment shop with good items

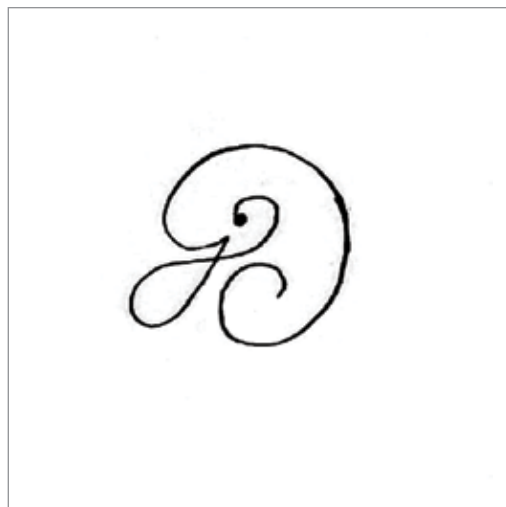
1. Pictogram or Icon



2. Abstract Symbol



3. Monogram



4. Logotype or Wordmark



5. Combination



# Orrville Trucking

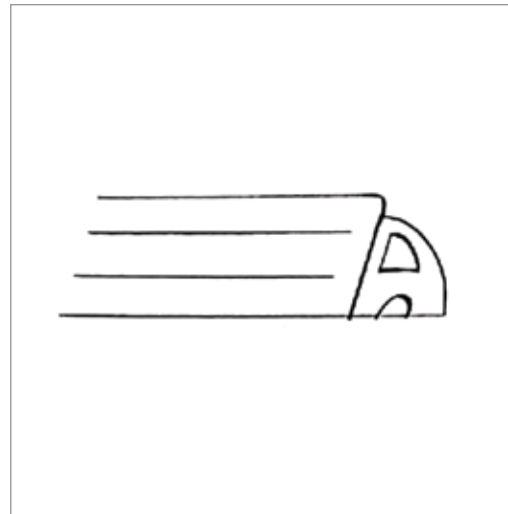
**Key Words:** trucks, concrete, construction, cement, tire treads

**Company Mission Statement:** For more than 50 years, Orrville Trucking & Grading has served the Wayne, Holmes, Ashland, Stark, and Summit county areas. Our commitment is to deliver the best quality products to your job site in a timely manner. We use the latest technologies to improve both our production and delivery times.

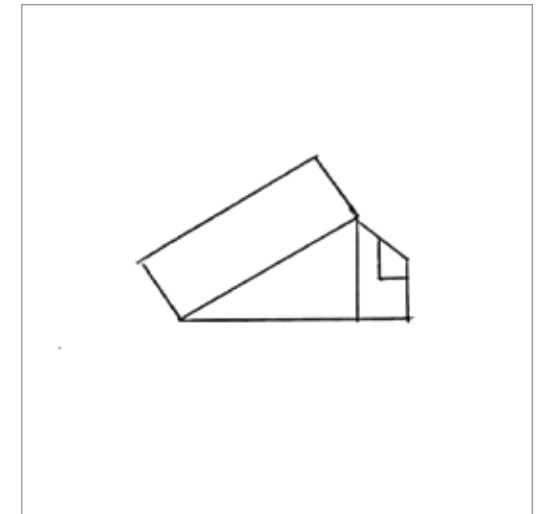
**Competitors:** Catrone Trucking Inc., Orrville Carrier Service, Lil' John Transport, D & J Trucking Ltd, Sidle Transport Services

**How have you differentiated them from their competition:** many of the competitors have no findable logo, so an actual logo that is simple and not just words in an interesting font

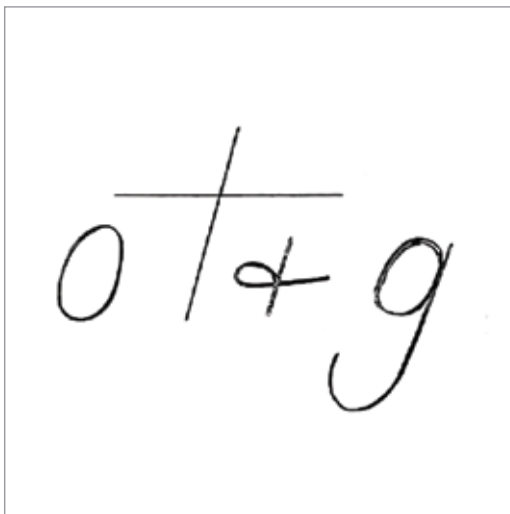
1. Pictogram or Icon



2. Abstract Symbol



3. Monogram



4. Logotype or Wordmark



5. Combination



# Quality Castings

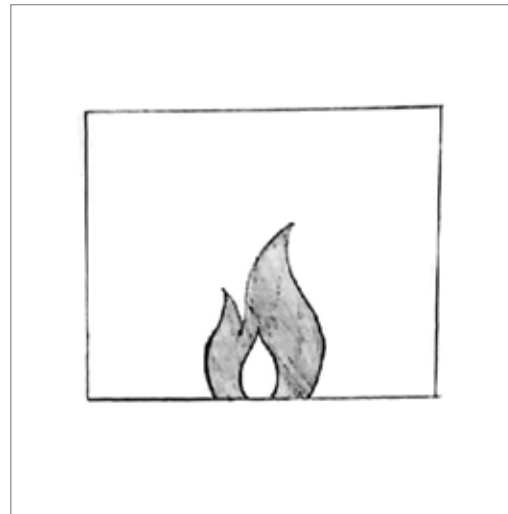
**Key Words:** gears, metals, iron, sparks, factory, machine, materials

**Company Mission Statement:** It is the policy of The Quality Castings Company to provide its Customers with castings that fulfill their specified requirements.

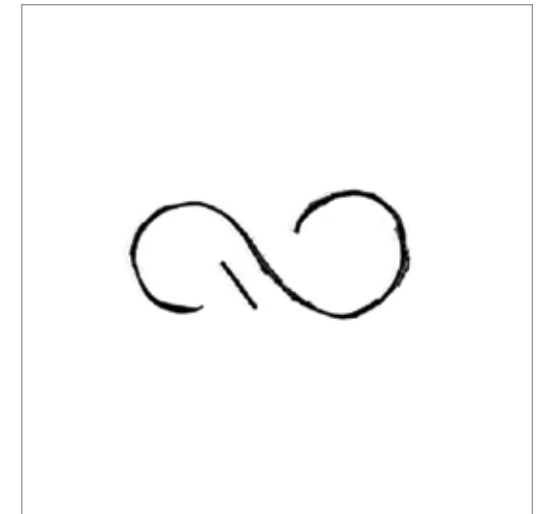
**Competition:** Farrar Corp., Meskan Foundry, Burnstein von Seelen Precision Castings, Hiler Industries, Arrowcast

**How have you differentiated them from their competition:** Cleaner, simpler designs that convey the company's work and that they are a client who create quality products.

1. Pictogram or Icon



2. Abstract Symbol



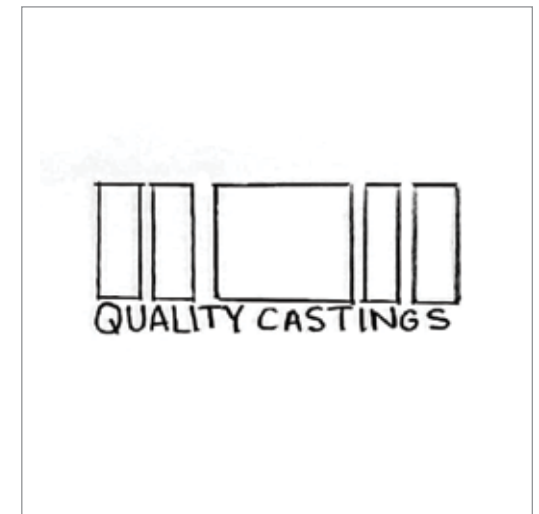
3. Monogram



4. Logotype or Wordmark



5. Combination



# Sustar Financial

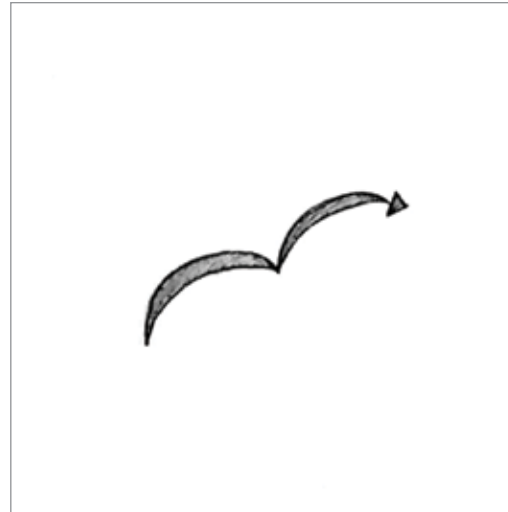
**Key Words:** money, star, retirement, planning, strategies, investments

**Company Mission Statement:** Sustar Financial Group has been assisting retirees with their wealth protection planning for over three decades.

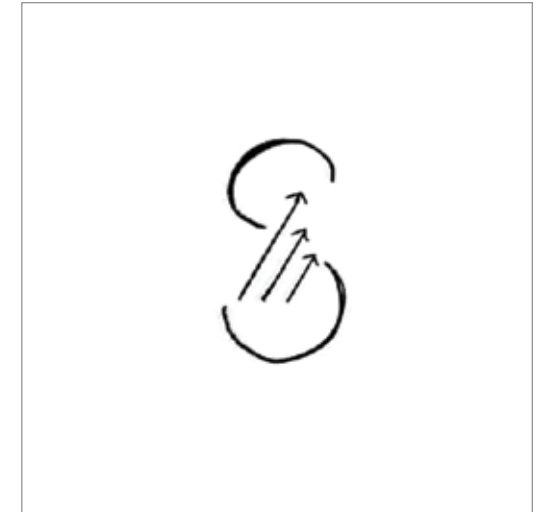
**Competitors:** Briggs Financial Group, Boreman-Cook Financial Services, Ameriprise Financial Services, Franklin Investment Services, Fike Advisors

**How have you differentiated them from their competition:** a simple logo that is unique to their goals/values and to their name

1. Pictogram or Icon



2. Abstract Symbol



3. Monogram



4. Logotype or Wordmark



5. Combination



# Buckeye Book Fair

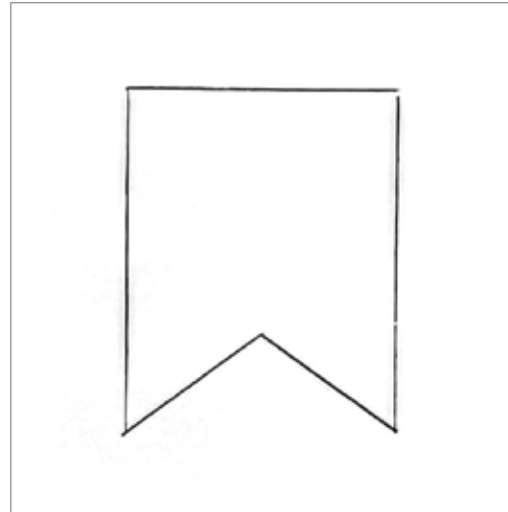
**Key Words:** books, Ohio, pages, buckeyes, authors, writing, bookmarks

**Company Mission Statement:** Our mission is to promote Ohio authors and Ohio literacy projects. We work exclusively with Ohio authors and illustrators to support our literacy projects. Our literacy projects include an annual book fair, author visits and lectures, book giveaways, and teacher and student workshops.

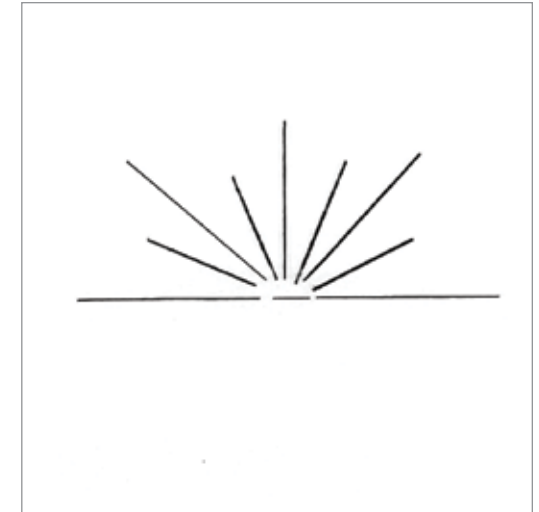
**Competitors:** Hicklebee, Bookworm Central, Eagle-Harbor Co., Avant-garde Books LLC

**How have you differentiated them from their competition:** Simple logos which don't say too much and let the company's values and goals speak for them, instead of the logo.

1. Pictogram or Icon



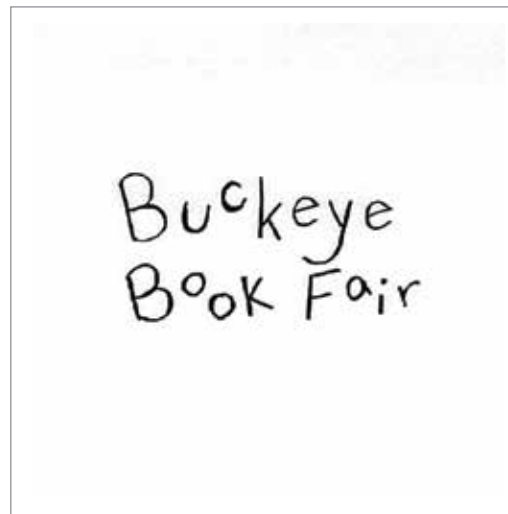
2. Abstract Symbol



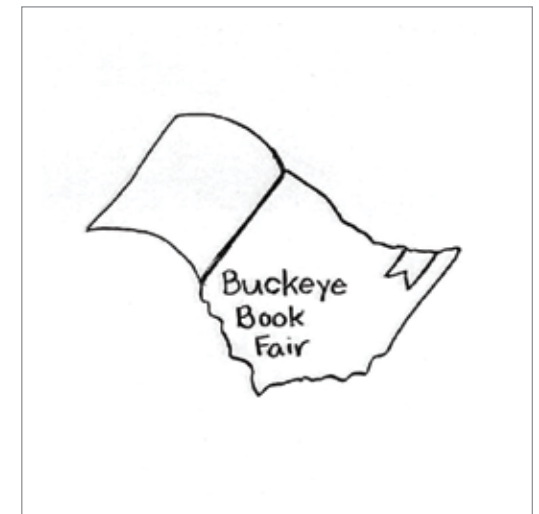
3. Monogram



4. Logotype or Wordmark



5. Combination



*digital logos*

# Quality Castings



- Quality Castings Arboria
- Quality Castings Avenir
- Quality Castings Century Gothic
- Quality Castings FermoDJR Micro
- Quality Castings Futuro FF
- Quality Castings Halcom
- Quality Castings Helvetica Neue
- Quality Castings Neue Kabel
- Quality Castings Neuzzeit Grotesk
- Quality Castings Nimbus Sans
- Quality Castings Raleway
- Quality Castings Sofia Pro
- Quality Castings Soleil
- Quality Castings Transet





# Sustar Financial

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SUSTAR SUSTAR SUSTAR SUSTAR SUSTAR  
FINANCIAL GROUP

SUSTAR SUSTAR SUSTAR SUSTAR  
FINANCIAL GROUP FINANCIAL GROUP FINANCIAL GROUP FINANCIAL GROUP

SUSTAR Babelville  
SUSTAR Abdo Gattamel  
SUSTAR 12 Monde Journal  
SUSTAR Georgia  
SUSTAR Kaya Sidi  
SUSTAR Times New Roman  
SUSTAR Tuna  
SUSTAR Carella LT Pro  
SUSTAR Frightlight  
SUSTAR Aheba  
SUSTAR Culin  
SUSTAR Micos  
SUSTAR Palpe  
SUSTAR Gelo

SUSTAR Iano  
SUSTAR 19 New Pro Beng  
SUSTAR Victoria Orbital  
SUSTAR Timeraide  
SUSTAR Source Serif 4  
SUSTAR Scotch Text  
SUSTAR Sitawongse  
SUSTAR Gordon Text

SUSTAR  
FINANCIAL GROUP

# Buckeye Book Fair

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# Buckeye Book Fair

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Buckeye Book Fair

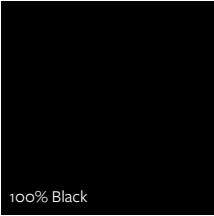






Buckeye  
Book Fair

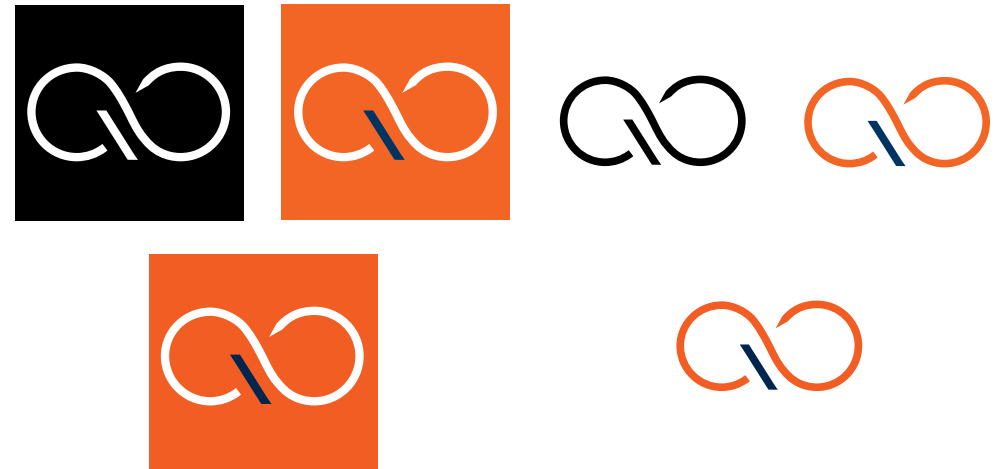
*final color logo sheets*

# Quality Castings



 <p>100% Black #000000</p>	 <p>P 108-16 U</p>
 <p>Pantone CMYK Uncoated P 34-8 U</p>	
 <p>100, 66, 10, 64</p>	
 <p>CMYK 0, 79, 100, 0</p>	<p>RGB/Hex Code 72 74 89, #484A59 220 94 76, #DC5E45</p>

## Secondary Marks

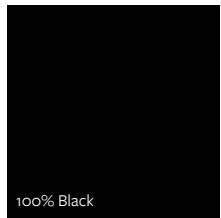


# Sustar Financial

**SUSTAR**  
FINANCIAL GROUP

**SUSTAR**  
FINANCIAL GROUP

**SUSTAR**  
FINANCIAL GROUP



100% Black

#000000



P 153-16 U



Pantone CMYK Uncoated

P 154-8 U



82, 18, 94, 71



CMYK

60, 0, 100, 2

RGB/Hex Code

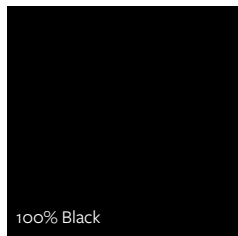
65 95 75, #415F4B

84 158 88, #549E58

Secondary Marks



# Buckeye Book Fair



100% Black

#000000



P 43-16 U

Pantone CMYK Uncoated

P 49-8 U



39, 76, 64, 71

CMYK

0, 100, 85, 23

RGB/Hex Code

91 76 72, #5B4C48

161 71 69, #A14745

Secondary Marks



*2 company stationary*



# Quality Castings



# Sustar Financial



*final brand applications*

# Letterhead & Envelopes



## Hello, Ohio Resident!

Did you know there is a way for you to support Ohio authors here in Wayne County? Well, there is! Every year on the first the Buckeye Book Fair takes place in Wooster, Ohio. It is an meet authors and illustrators from Ohio and receive a sign This year is the 35th anniversary of the Book Fair and we are authors and illustrators participating! We know that literacy by opening the minds and hearts of readers. We are fortunate families holding new books and we would love to know the of families attending the Buckeye Book Fair. Our hope is to share these stories with you during our anniversary year.

We are a 501(c)3 charity organization and the Book Fair is for non-profit literacy programs across the state. Our literac



**Buckeye Book Fair**

3540 Burbank Ave. # 133  
Wooster, Ohio 44691

# Business Cards

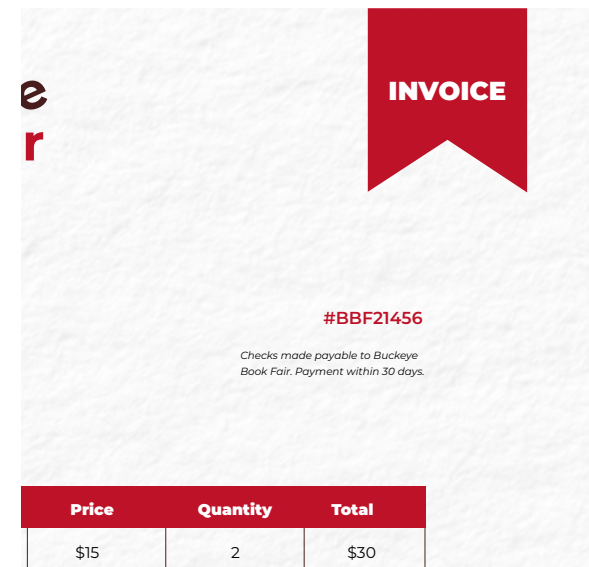
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# Invoice

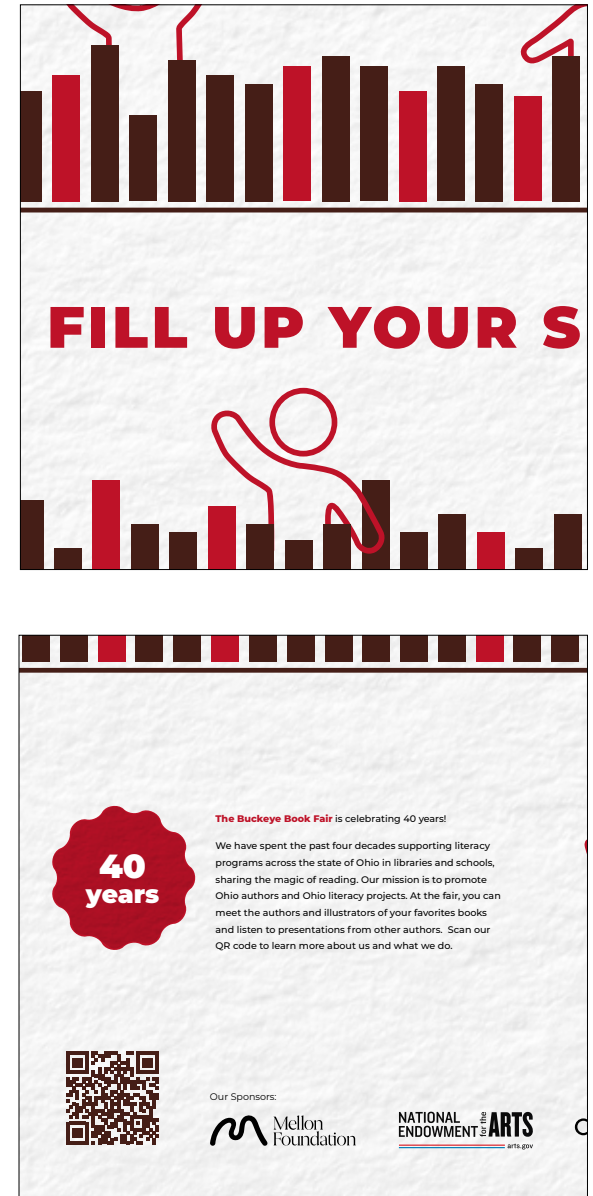


Item	Price	Quantity	Total
one medium, one 2XL	\$15	2	\$30
	\$10	2	\$20
chain	\$5	4	\$20
ordered Hat	\$10	2	\$20
1-7379152-0-1	\$15.99	1	\$15.99
1542039895	\$15.95	1	\$15.95
	\$1,000	1	\$1,000
Subtotal:			\$1,121.94
Tax:			6.5%
<b>Final Total:</b>			<b>\$1,194.87</b>



Price	Quantity	Total
\$15	2	\$30

# Ad Campaign: Poster






# Ad Campaign: Postcard/Newspaper Insert



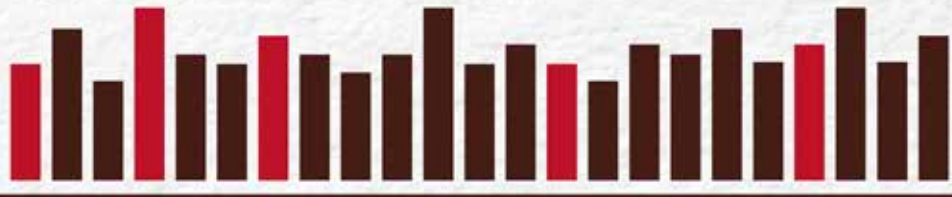



# Ad Campaign: Social Media Ads





**Buckeye Book Fair**

## FILL UP YOUR SHELF!



**The Buckeye Book Fair is celebrating 40 years of books!**

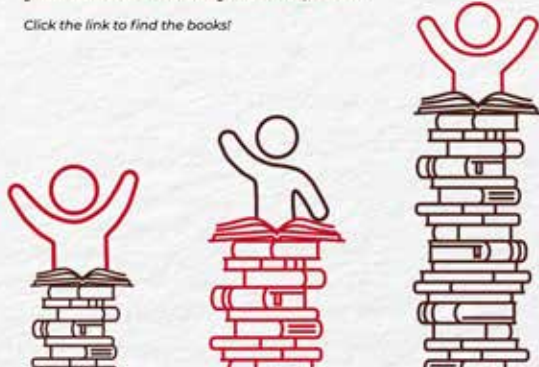
*Click the link to find the books!*



**Buckeye Book Fair**

**After 40 years of the Book Fair, share your favorite memory with us, of us.**

*Click the link to find the books!*



**Buckeye Book Fair**

- Merrill Wyatt
- Kip Knott
- Jane Ann Turzillo
- Alex Erickson
- Jeff Craig
- Sarah Rose
- Rachele Alpine
- William Heath



**Add more books to your To-Be-Read pile with the Buckeye Book Fair! We've been adding to ours since 1986.**


*Click the link to find the books!*



# Ad Campaign: Magazine



**Buckeye Book Fair**



**Merrill Wyatt**

**Kip Knott**

**Jane Ann Turzillo**

**Alex Erickson**

**Rachele Alpine**

**William Heath**

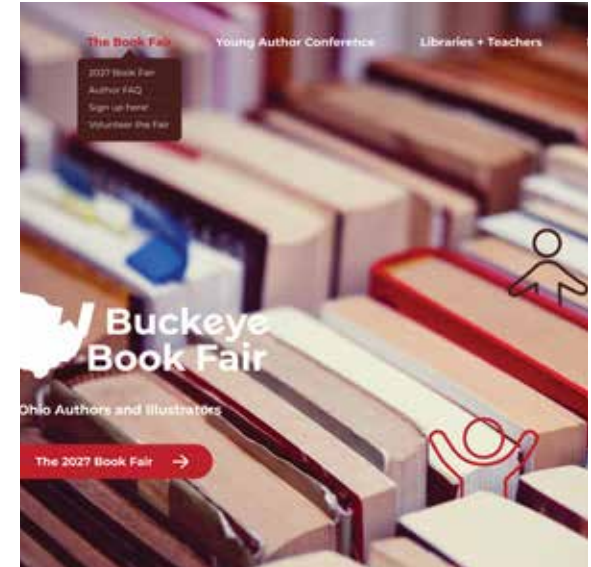
**Books to your To-Be-Read pile with the Buckeye Book Fair! We've been adding to ours since 1986.**

**40 years**

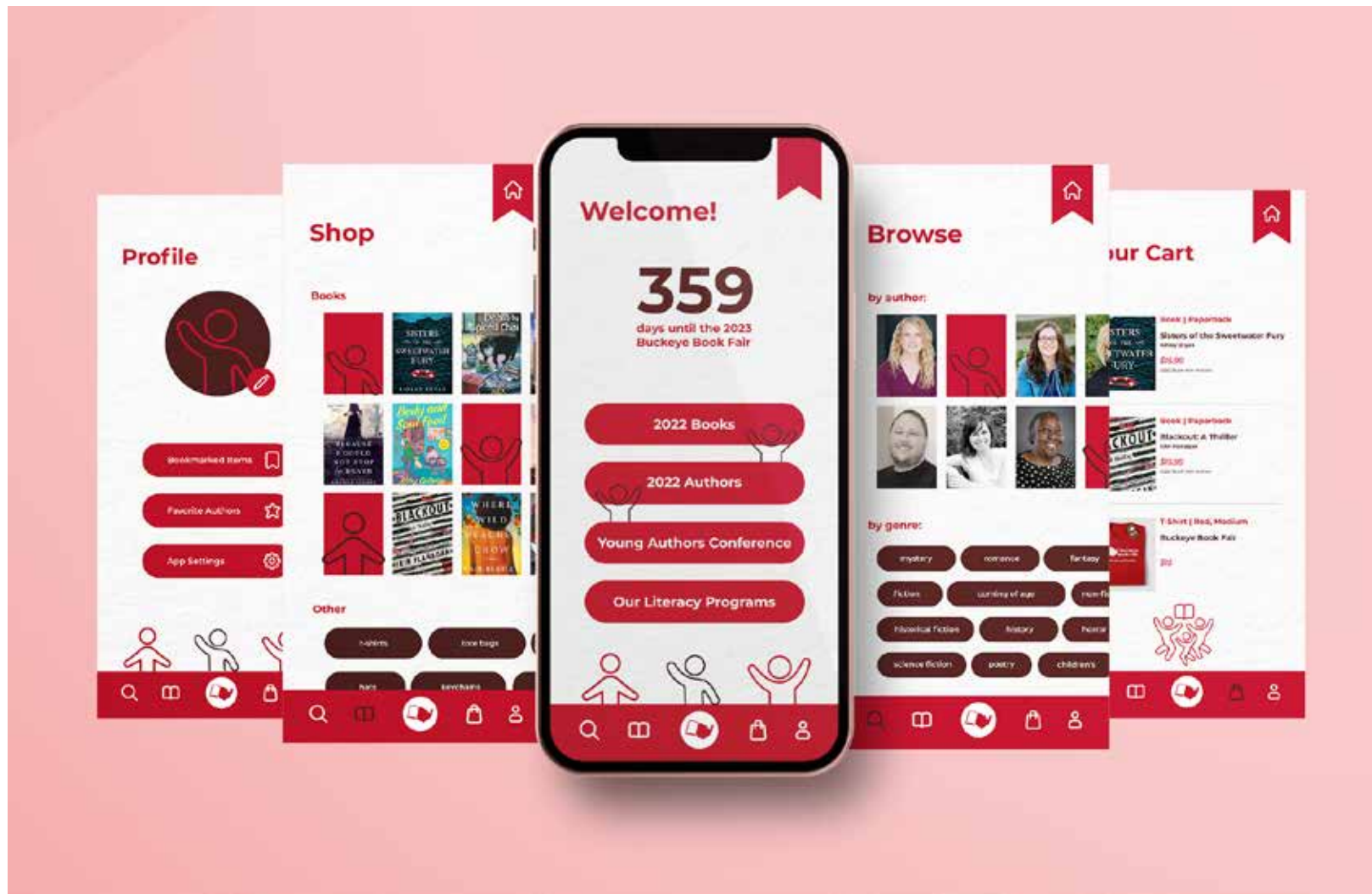
**ARTS** Ohio Arts COUNCIL



# Website



# Mobile App



# Email Blast & Landing Page



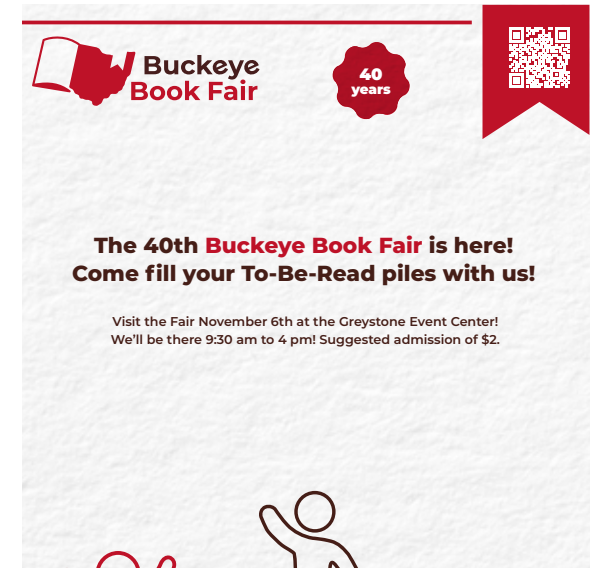


# Bookmarks

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# Outdoor Signage



**Williams Chima**

**C 13**

**Welsh-Huggins**





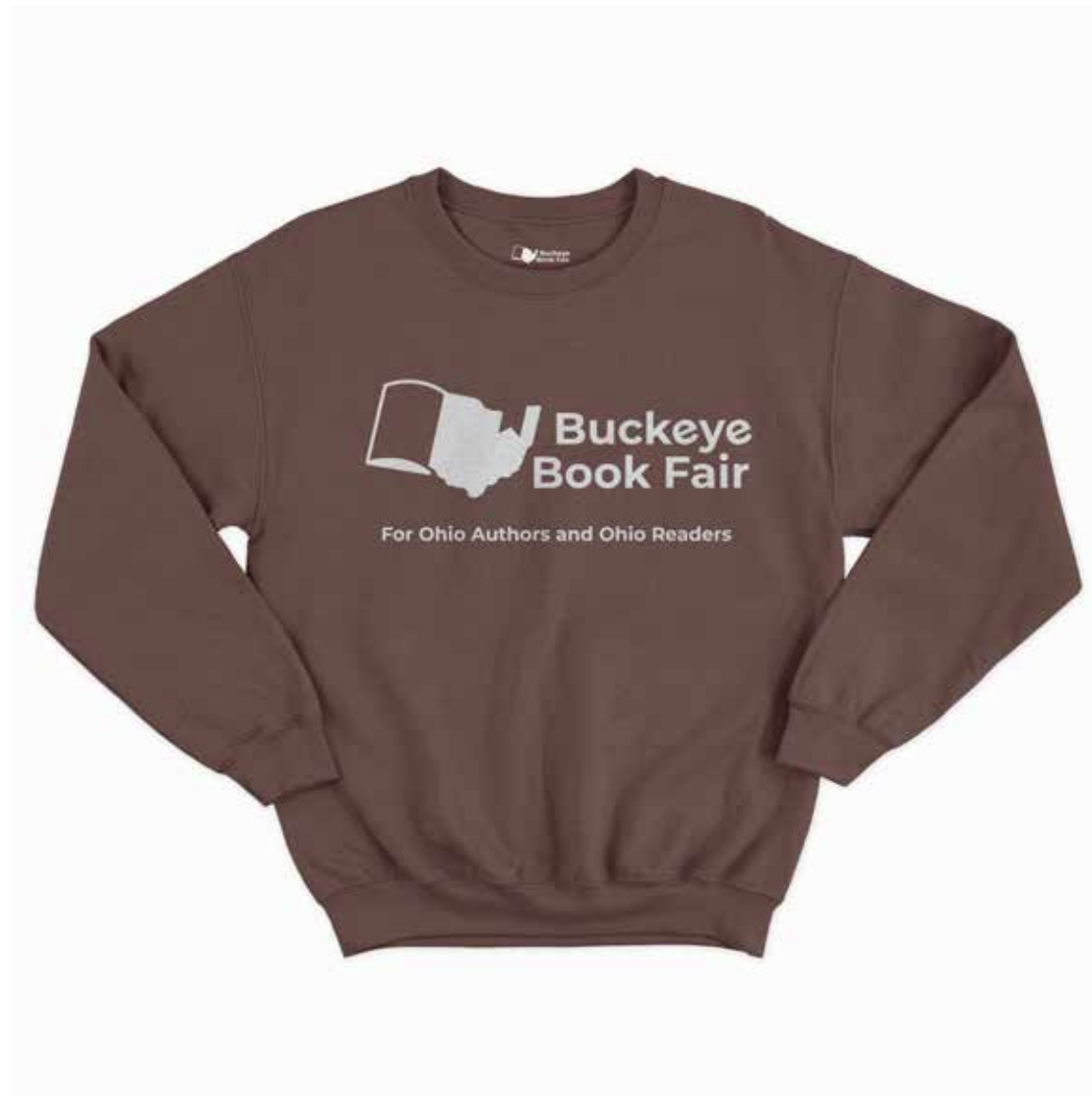
## Baseball Cap

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## Sweatshirt

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# T-Shirt

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## Tote Bag

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