

CORPORATE IDENTITY

NATALIE METZGAR CORP ID • REBRANDING • PROCESS BOOK • FALL 2021

MARKS COMPARISONS

LOGO RESEARCH GOOD & BAD

PROFESSIONAL

GOOD



HARLEY ELLIS DEVEREAUX

- Strong use of a bold and interesting color
- Typeface is easy to read
- Works well small and great use of symbol

PROFESSIONAL

BAD



FIDEI ARCHITECTURE

- Typeface appears dated and too condensed
- Hard to read
- Works well small but not able to stand apart
- Typeface appears dated

RETAIL

GOOD



DUNKIN' DONUTS

- Tight grid structure with type stacked
- Simplified symbol of coffee cup
- "DD" on cup was a great touch

RETAIL

BAD



CAMP CRYSTAL ROCK

- Black and white hard to read
- Illustrations simplified & re-branded
- Typeface does not fit the camping feel

SERVICE

GOOD



FEEDING AMERICA

- Beautiful color scheme, fits brand
- Great use of creating an "i" out of wheat
- Works well small and easy to understand

SERVICE

BAD



FALLS CANCER CLUB

- Love the blue and yellow
- Non Profit and needs to be more serious
- Typeface is too youthful

NON-PROFIT

GOOD



CHAMBERLAIN LAWN CARE

- Interesting use of gradient and modern look
- Modern feel for lawn care company
- Works well small and easy to understand

NON-PROFIT

BAD



WESTSIDE MASONRY

- Type have a lot of tension by the brick walls
- Black and Red color palletete is hard to read
- Information could be re-arranged to overall

MANUFACTURING

GOOD



VOLKSWAGON

- Blue color is modern and cool toned
- Symbol of V and W work well together
- Logo does not age with time

MANUFACTURING

BAD



MILLCRAFT FURNITURE

- Photography does not work
- Type below Millcraft is hard to read
- Looks terrible when small
- Unable to find out what business is

FALLS CANCER CLUB

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RESEARCH

FALLS CANCER CLUB

CURRENT LOGO



CURRENT COLOR SCHEME



LIGHT BLUE

MUTED BLUE

SPRING YELLOW

ABOUT

COMPANY NAME

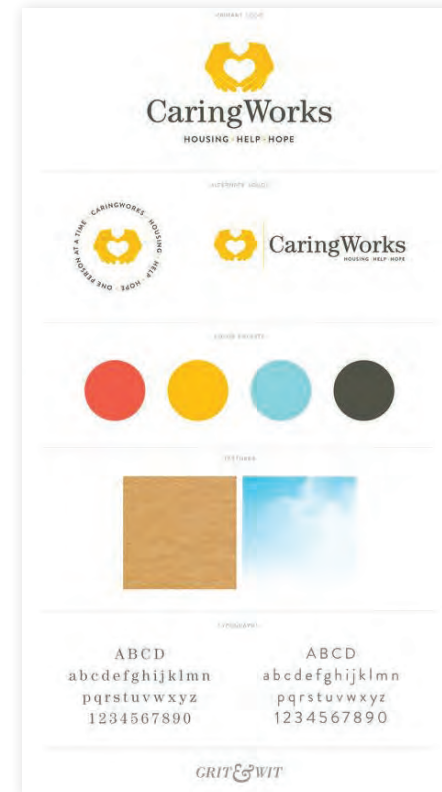
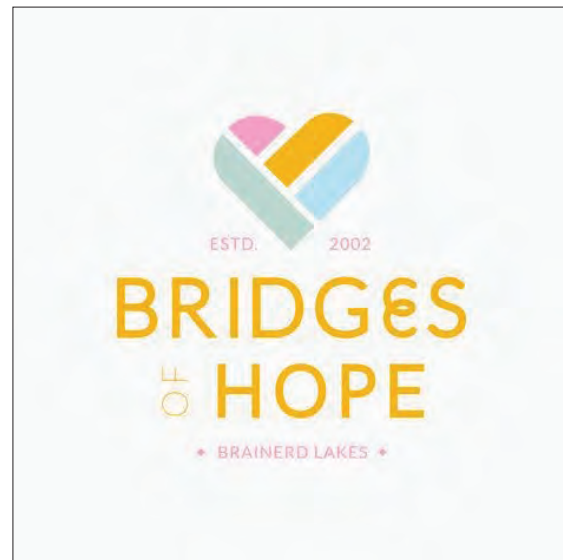
Falls Cancer Club

NAME CHANGE – Falls Cancer Alliance

TYPE OF BUSINESS

For over 70 years, the Falls Cancer Club, a local all-volunteer organization in Cuyahoga Falls, Ohio, has assisted residents who have been diagnosed with cancer.

INSPIRATION



SKETCHES

FALLS CANCER CLUB

ABOUT

KEY WORDS

Help, renew, support, flourish, care, volunteer

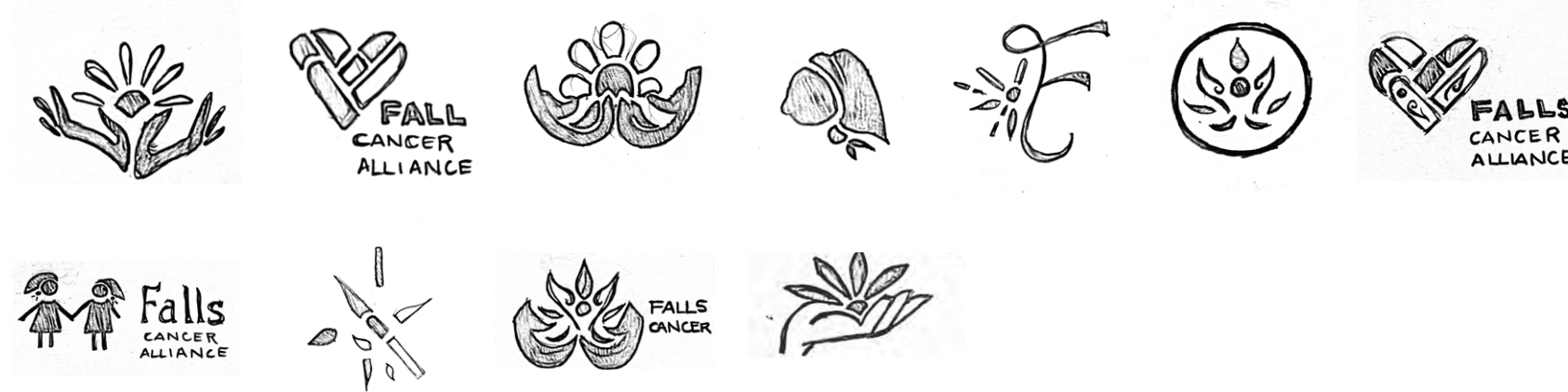
COMPANY MISSION STATEMENT

Assisting residents of Cuyahoga Falls, Ohio who are diagnosed with cancer with support and financial aid

COMPETITORS

Pancreatic Cancer Club
Maple Tree Cancer Alliance

EXTRAS



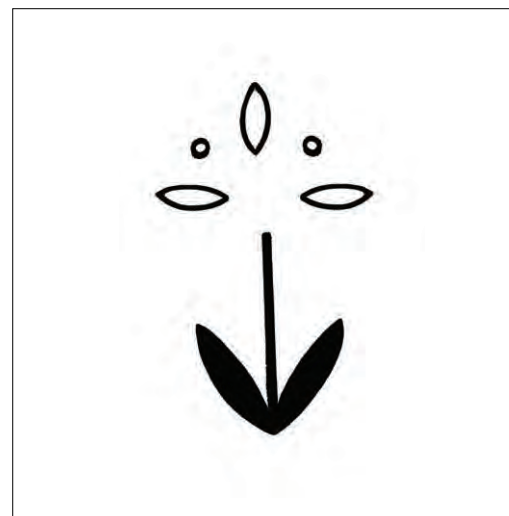
REFINED FINALS



COMBINATION



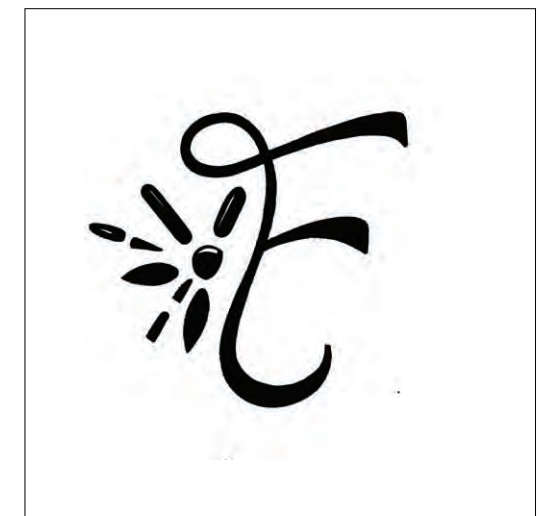
ICON/PICTOGRAM



ABSTRACT SYMBOL



WORDMARK



MONOGRAM

WESTSIDE MASONRY

NATALIE METZGAR CORP ID • REBRANDING • PROCESS BOOK

RESEARCH

WESTSIDE MASONRY

CURRENT LOGO



CURRENT COLOR SCHEME



BRICK RED



BLACK

ABOUT

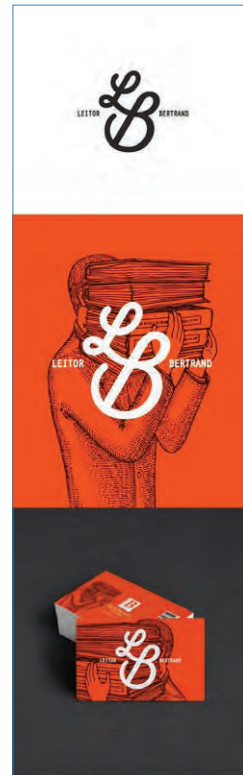
COMPANY NAME

Westside Masonry

TYPE OF BUSINESS

Westside brick & stone is a full-service masonry contracting company specializing in restoration throughout northeast ohio.

INSPIRATION



SKETCHES

WESTSIDE MASONRY

ABOUT

KEY WORDS

Brick, stone, traditional, modern, hardscape, hardworking

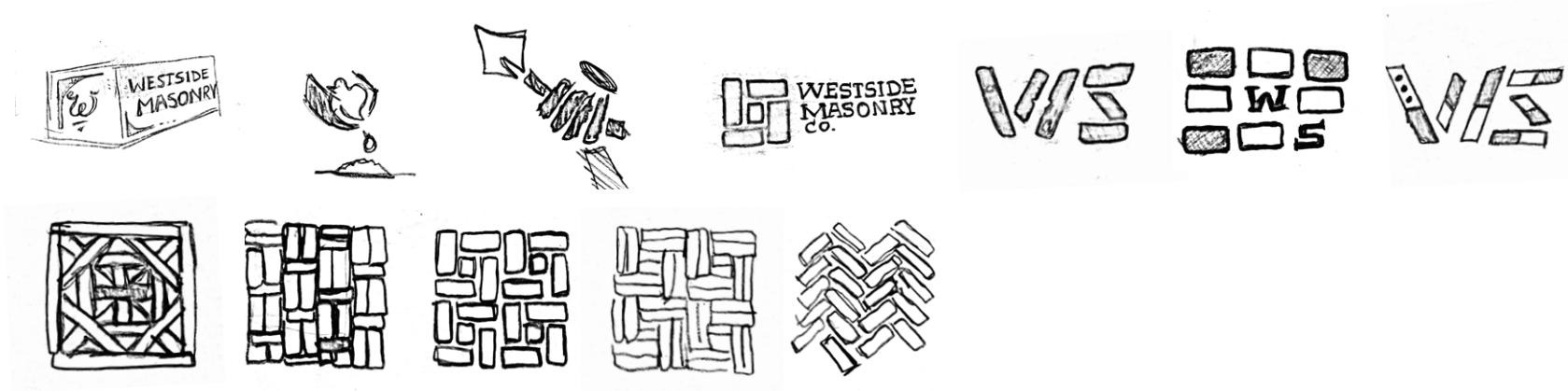
COMPANY MISSION STATEMENT

The company was founded upon the quality of our work and the care of our customers.

COMPETITORS

Akron Masonry and Chimney Services
Akron Brick Repair

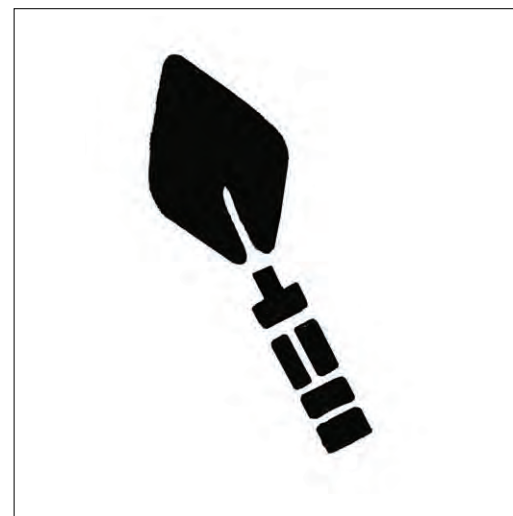
EXTRAS



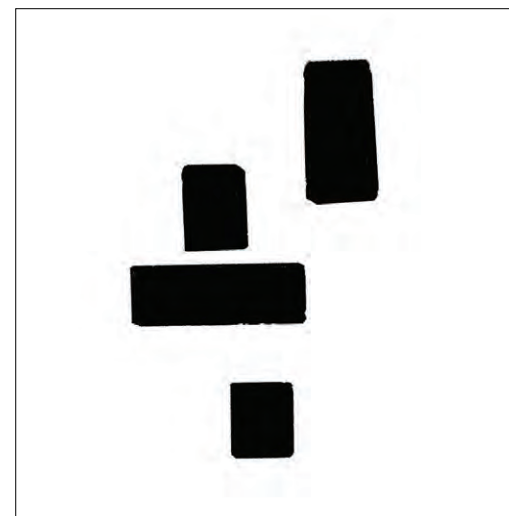
REFINED FINALS



COMBINATION



ICON/PICTOGRAM



ABSTRACT SYMBOL



WORDMARK



MONOGRAM

FIDEI ARCHITECTURE

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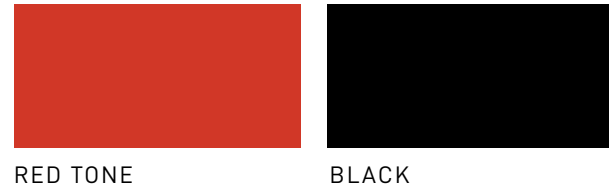
RESEARCH

FIDEI ARCHITECTURE

CURRENT LOGO



CURRENT COLOR SCHEME



RED TONE

BLACK

ABOUT

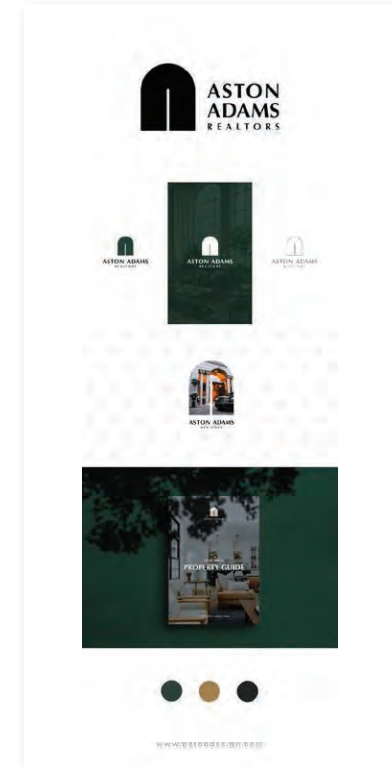
COMPANY NAME

Fidei Architecture

TYPE OF BUSINESS

An architecture business specializing in collaborative planning and design for a variety of commercial projects including churches, industrial buildings, retail spaces, and offices.

INSPIRATION



SKETCHES

FIDEI ARCHITECTURE

ABOUT

KEY WORDS

Home, business, modern, hometown, city, creative

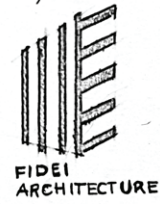
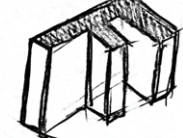
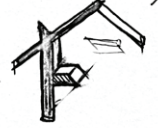
COMPANY MISSION STATEMENT

Creativity. Integrity. Functionality.

COMPETITORS

Hasenstab Architects Inc
FMD Architects, Inc.

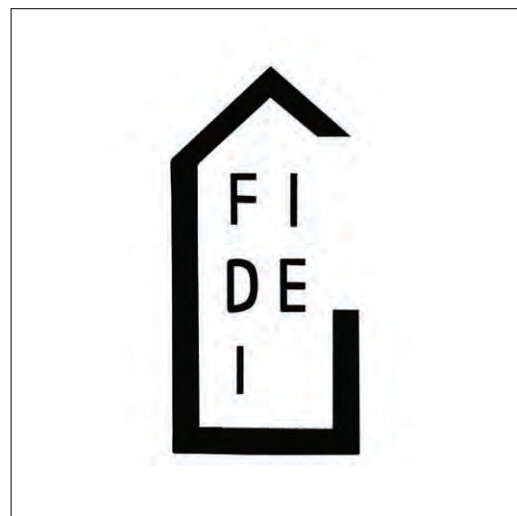
EXTRAS



REFINED FINALS



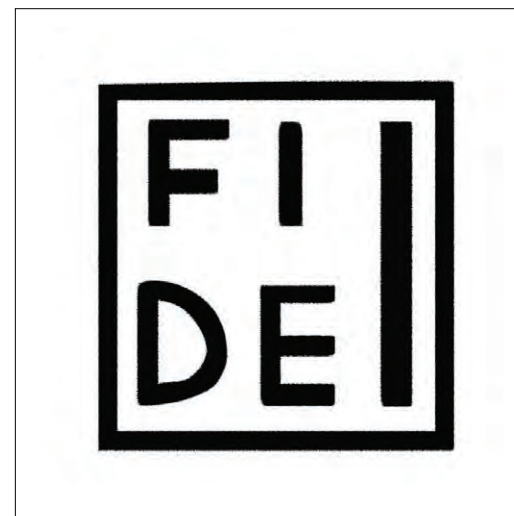
COMBINATION



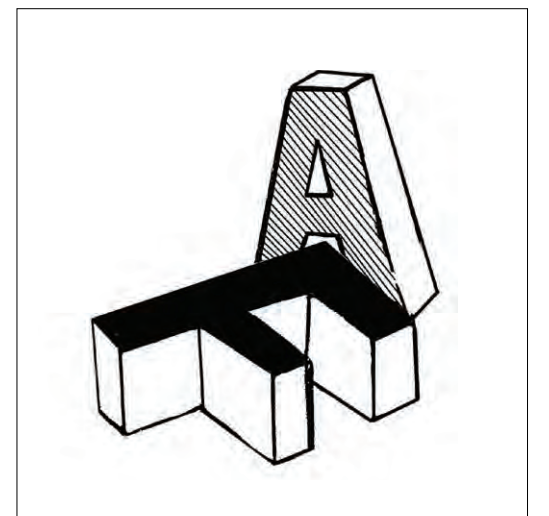
ICON/PICTOGRAM



ABSTRACT SYMBOL



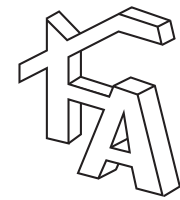
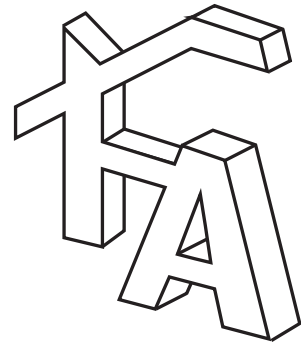
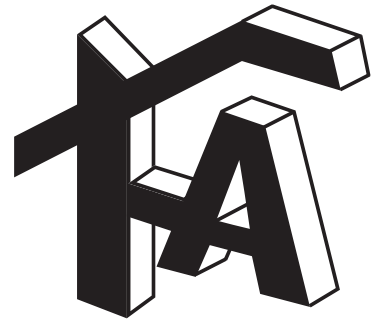
WORDMARK



MONOGRAM

PROGRESS

FIDEI ARCHITECTURE



FIEDI
ARCHITECTS



FIEDI ARCHITECTS



FIDEI
ARCHITECTS



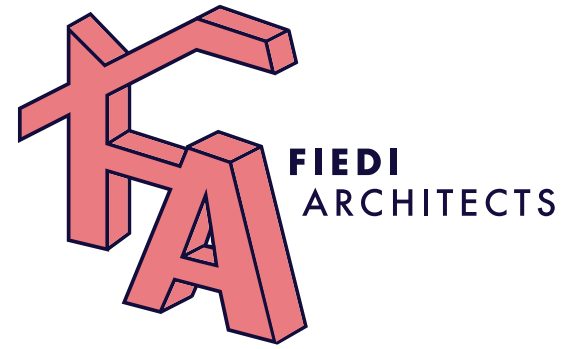
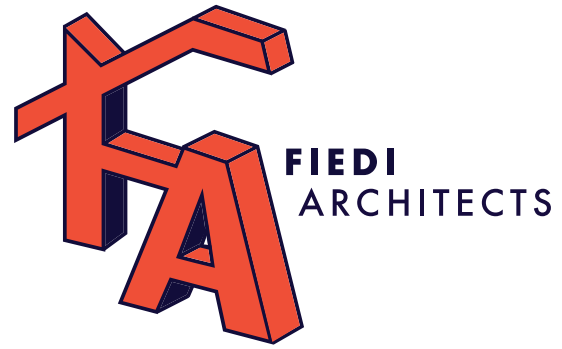
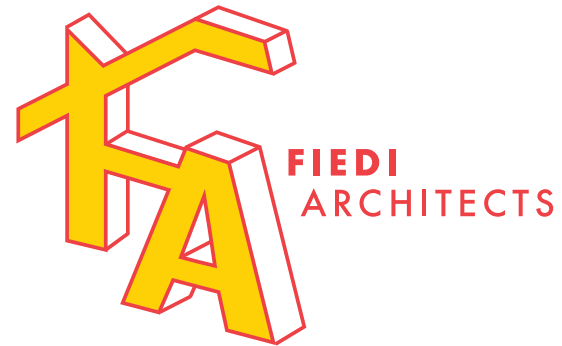
ARCHITECTURE



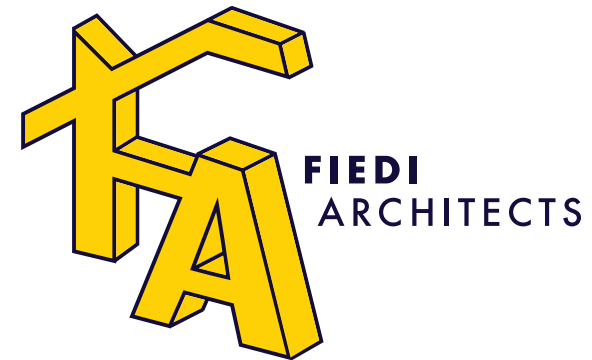
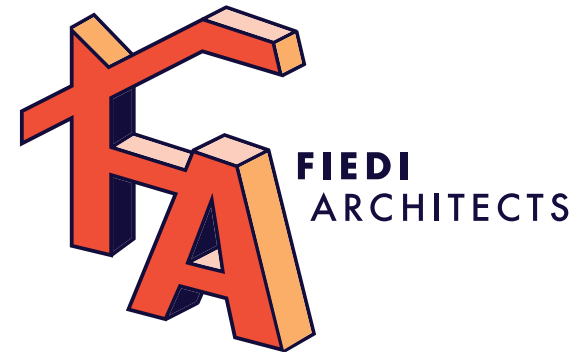
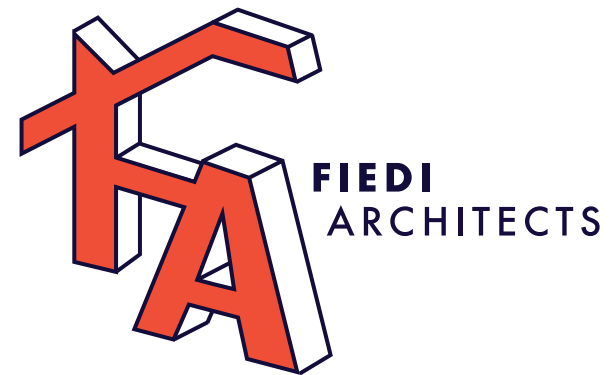
FIEDI
ARCHITECTS

COLOR STUDY

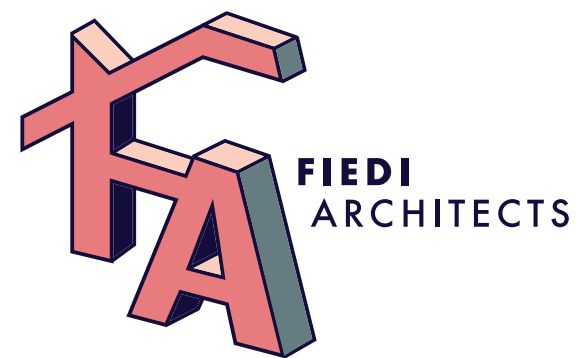
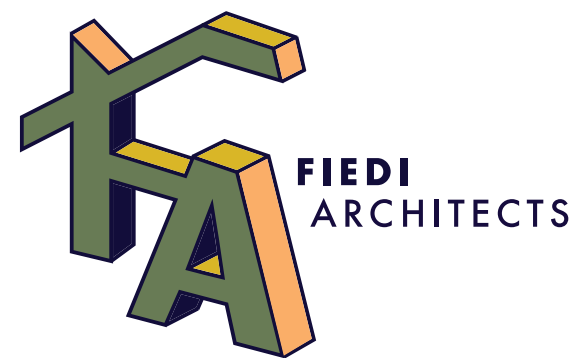
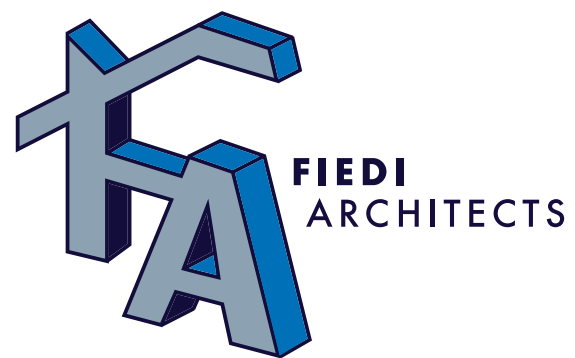
FIDEI ARCHITECTURE



ARCHITECTURE



ARCHITECTURE



ARCHITECTURE



ARCHITECTURE

OFFICIAL MARK

I have strived to create a modern square logo inspired by the beauty of architecture itself. Showcasing Fiedi's deep respect for each client. The bright and bold yellow color paired with the deep navy helps the logo to stand out from it's competitors.

SPEC SHEET

FIDEI ARCHITECTURE



BLACK & WHITE



TWO COLOR



FULL COLOR

COLOR PALETTE



COLOR PALETTE



STATIONARY SYSTEM

FIDEI ARCHITECTURE



ARCHITECTURE



ARCHITECTURE

Natalie Metzgar
4801 Autry Ave.
New Franklin, OH 44319

DEAR VAGUE-CLIENT,

Thank you for contacting us to look after the office refurbishment for Company-X. We're really excited to be working with you on this project. In order for us to do our job well - and for you to get the results you want within your budget - the first step is to really nail down a brief for the project.

We need to sit down with you for a meeting to agree on the brief. We'd be happy to come to your office or meet over Skype if this is more convenient for you.

If you could get back to me before the end of the week, that would be great. If you have any questions, don't hesitate to give me a call or send me an email.

Sincerely,



John Doe
Team Lead Architect



FIDEI



ARCHITECTURE

FIDEI ARCHITECTURE
2850 W Market St.
Fairlawn, OH 44333

Natalie Metzgar
4801 Autry Ave.
New Franklin, OH 44319



ARCHITECTURE

JOHN DOE
Team Lead Architect

2850 W Market St.
Fairlawn, OH 44333
330.907.7662
JohnDoe@FideiArchitecture.com

ARCHITECTURE

MILLCRAFT FURNITURE

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RESEARCH

MILLCRAFT HANDCRAFTED FURNITURE

CURRENT LOGO



CURRENT COLOR SCHEME



MUSTARD



RUST BROWN



BLACK

ABOUT

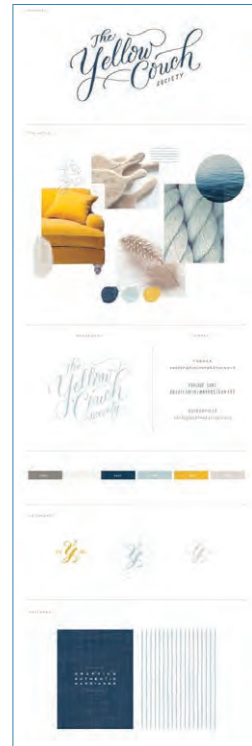
COMPANY NAME

Millcraft Handcrafted Furniture

TYPE OF BUSINESS

A handcrafted furniture company based in Millerburg, Ohio in the heart of Amish country. Family owned they count it a privilege to share with you some of the most hardworking furniture known to man. Creating exclusive collections from "yestertimes" – the times when furniture was truly built to last.

INSPIRATION



SKETCHES

MILLCRAFT HANDCRAFTED FURNITURE

ABOUT

KEY WORDS

Craft, handcrafted, traditional, american-Made, amish country

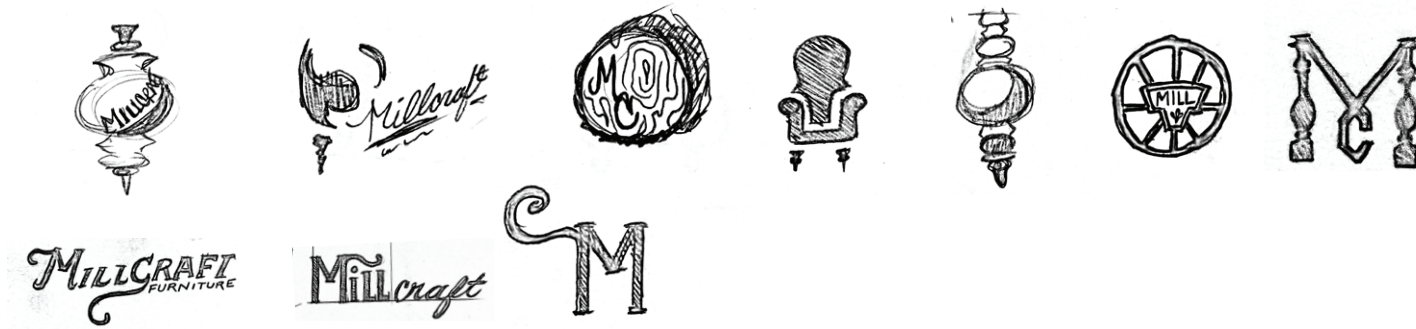
COMPANY MISSION STATEMENT

We have worked long and hard to accomplish a dream of ours. That dream is to build a company with value.

COMPETITORS

Farmerstown Furniture
Homestead Furniture

EXTRAS



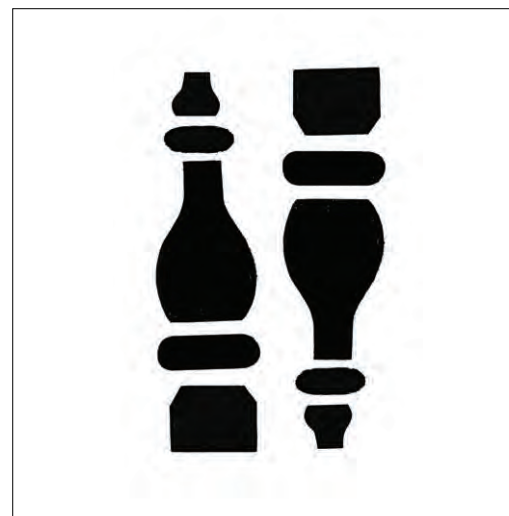
REFINED FINALS



COMBINATION



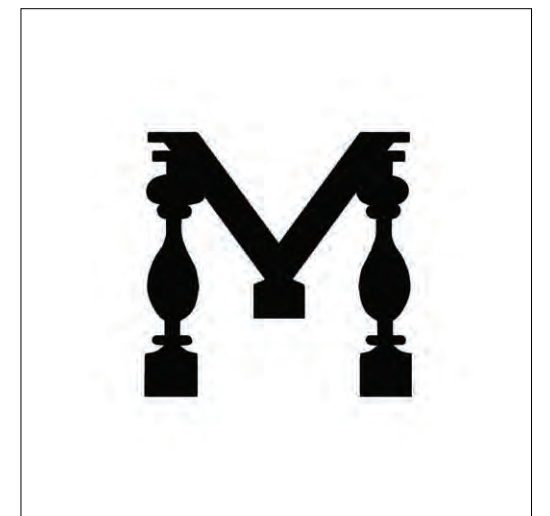
ICON/PICTOGRAM



ABSTRACT SYMBOL



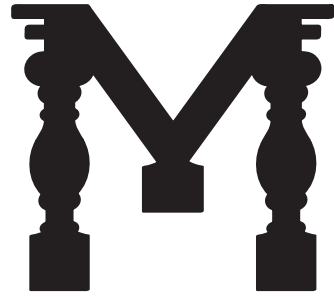
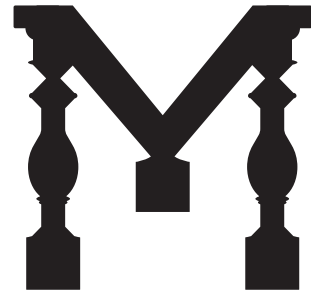
WORDMARK



MONOGRAM

PROGRESS

MILLCRAFT HANDCRAFTED FURNITURE



FINAL

MILLCRAFT HANDCRAFTED FURNITURE



OFFICIAL MARK

I have strived to create a more traditional yet modern spin on an oldschool business that will allow potential customers to feel that Millcraft is the best around. Showcasing the feel of their country furniture with handcrafted type and specialized letterforms built to last.

COLOR STUDY

MILLCRAFT HANDCRAFTED FURNITURE



SPEC SHEET

MILLCRAFT HANDCRAFTED FURNITURE



BLACK & WHITE



TWO COLOR



FULL COLOR

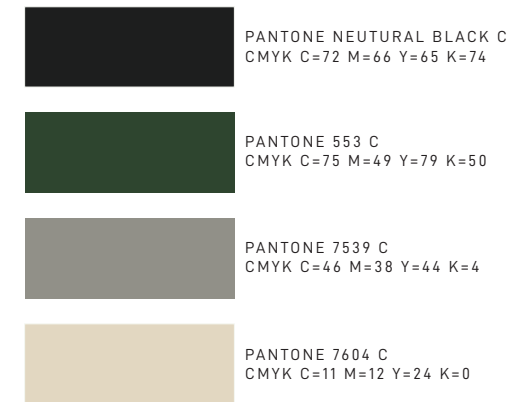
SECONDARY MARK



COLOR PALETTE

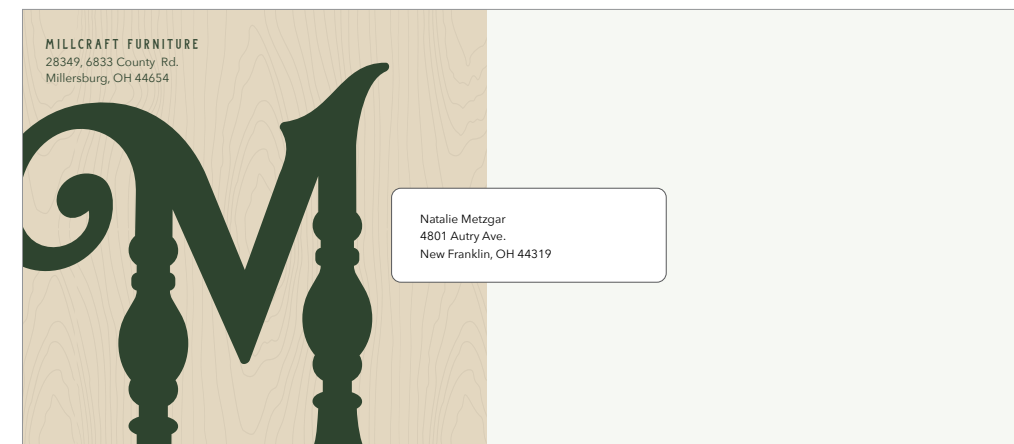


COLOR PALETTE



STATIONARY SYSTEM

MILLCRAFT HANDCRAFTED FURNITURE



CRYSTAL ROCK CAMPGROUND

NATALIE METZGAR CORP ID • REBRANDING • PROCESS BOOK

RESEARCH

CRYSTAL ROCK CAMPGROUND

CURRENT LOGO



CURRENT COLOR SCHEME



WHITE [PAPER]



BLACK

ABOUT

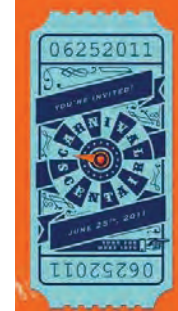
COMPANY NAME

Crystal Rock Campground

TYPE OF BUSINESS

A campground based in Sandusky, Ohio is just minutes from Cedar Point Amusement Park and the Lake Erie Islands. Offers a quiet place to stay with nearby access to a variety of area attractions.

INSPIRATION



SKETCHES

CRYSTAL ROCK CAMPGROUND

ABOUT

KEY WORDS

Crystals, rock, camping, family fun, unique experience, one of a kind

COMPANY MISSION STATEMENT

Crystal Rock's mission is to provide guests with an unforgettable experience that can last a lifetime.

COMPETITORS

Lighthouse Point Campground Sandusky KOA
Holiday Campground

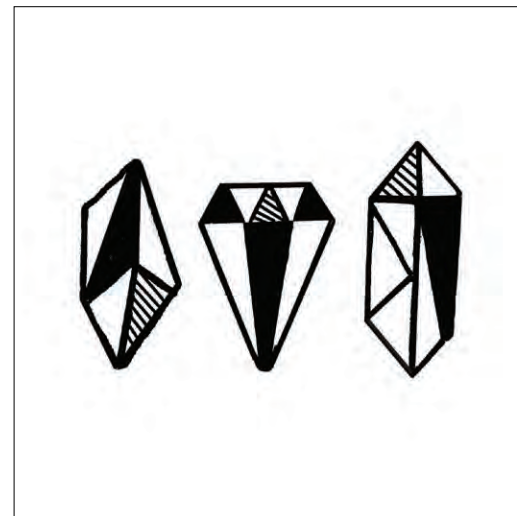
EXTRAS



REFINED FINALS



COMBINATION



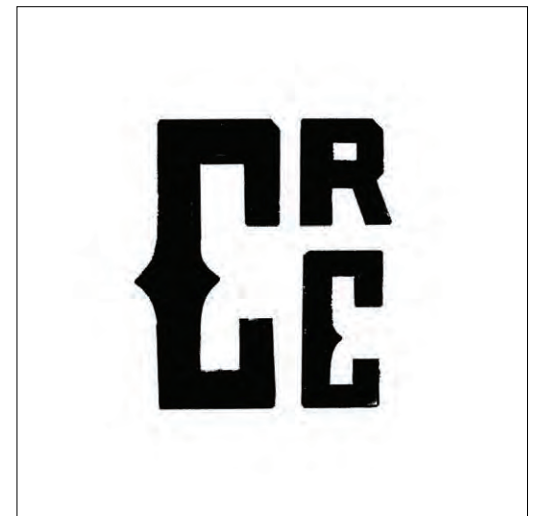
ICON/PICTOGRAM



ABSTRACT SYMBOL



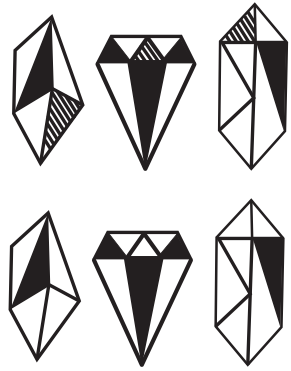
WORDMARK



MONOGRAM

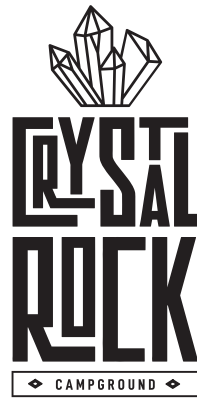
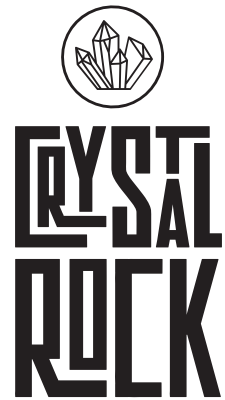
PROGRESS

CRYSTAL ROCK CAMPGROUND



CRYSTAL
ROCK

CRYSTAL
ROCK



COLOR STUDY EARLY

CRYSTAL ROCK CAMPGROUND



COLOR STUDY PROGRESS

CRYSTAL ROCK CAMPGROUND



POSSIBLE NEW DIRECTION



FINAL

CRYSTAL ROCK CAMPGROUND

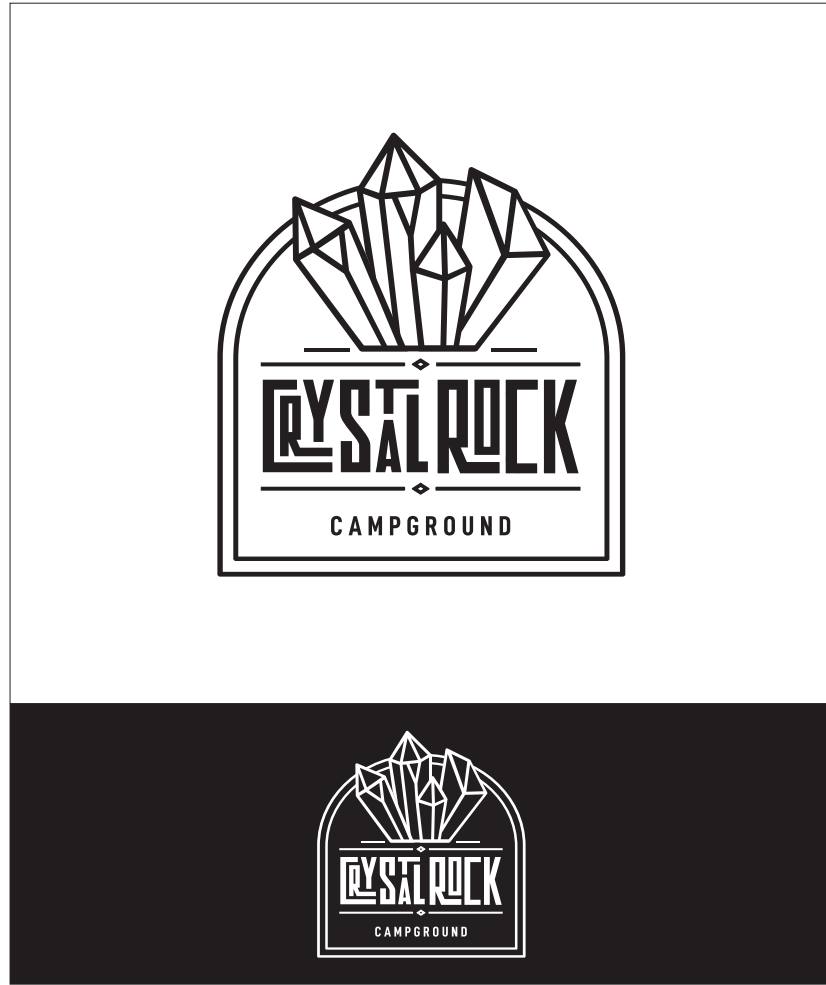


OFFICIAL MARK

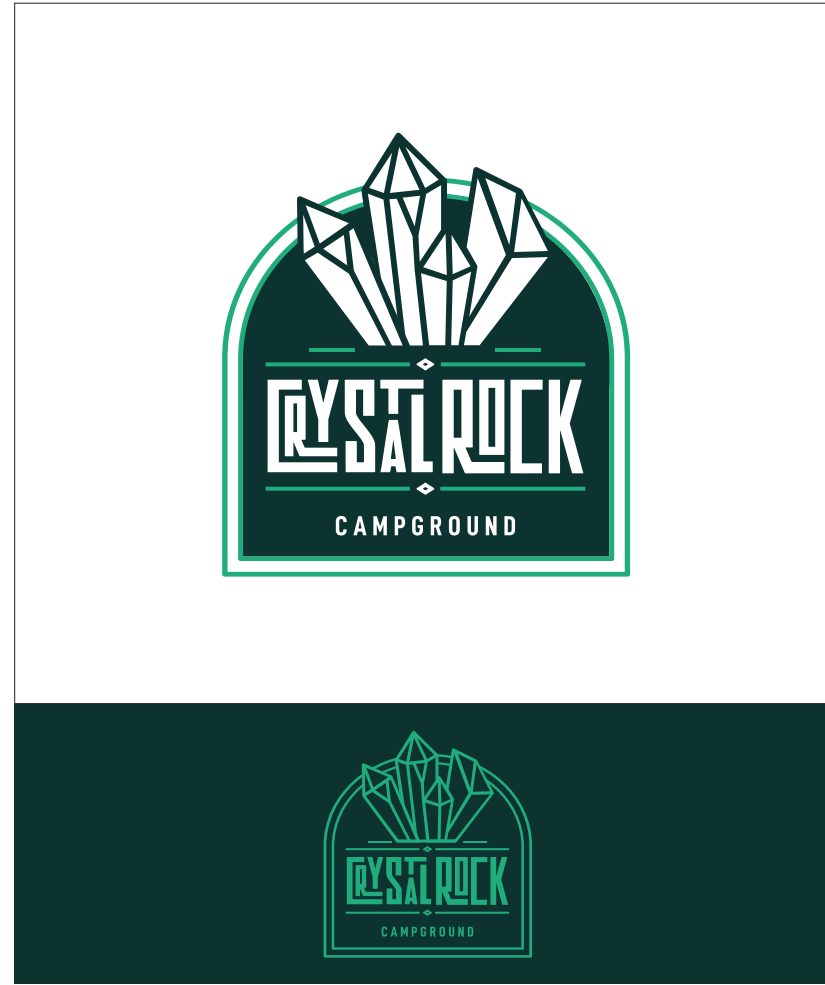
Crystal Rock is a one of a kind camping getaway. In an effort to bring that same highend mentality to the brand, Crystal Rock has chosen to set themselves apart in more ways than one. The primary logo consists of custom graphic elements and a custom a typeface unique to Crystal Rock. The mark has similarities to patch when worn is an be worn with pride.

RESEARCH

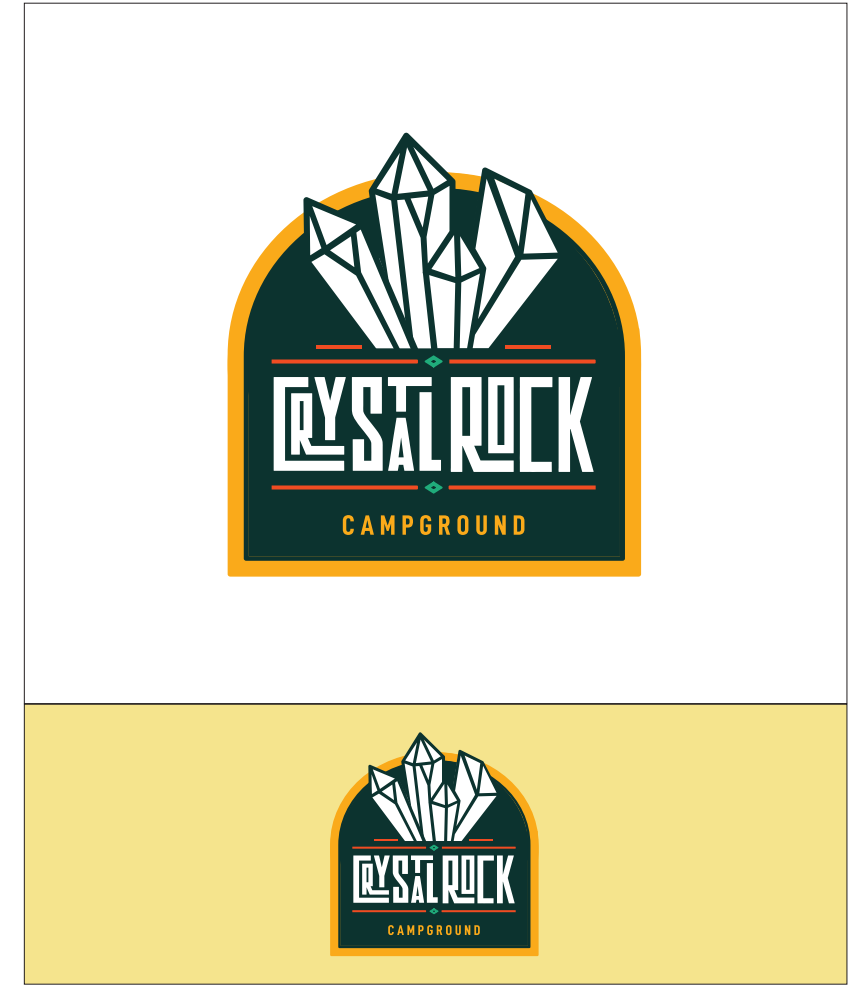
CRYSTAL ROCK CAMPGROUND



BLACK & WHITE



TWO COLOR

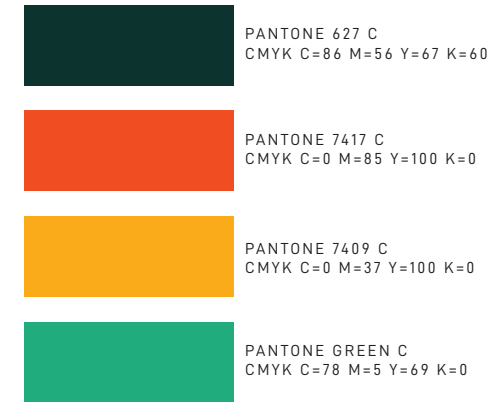


FULL COLOR

COLOR PALETTE



COLOR PALETTE



STATIONARY SYSTEM

CRYSTAL ROCK CAMPGROUND



LETTERHEAD
FRONT & BACK



Natalie Metzgar
4801 Autry Ave.
New Franklin, OH 44319

DEAR CAMPER,

I would like to personally invite you to camp with us here at Crystal Rock Campground. All of our staff work hard to provide you with a great camping experience at our 100 site, beautifully maintained campground. Our front desk staff will do everything we can to accommodate your every need.

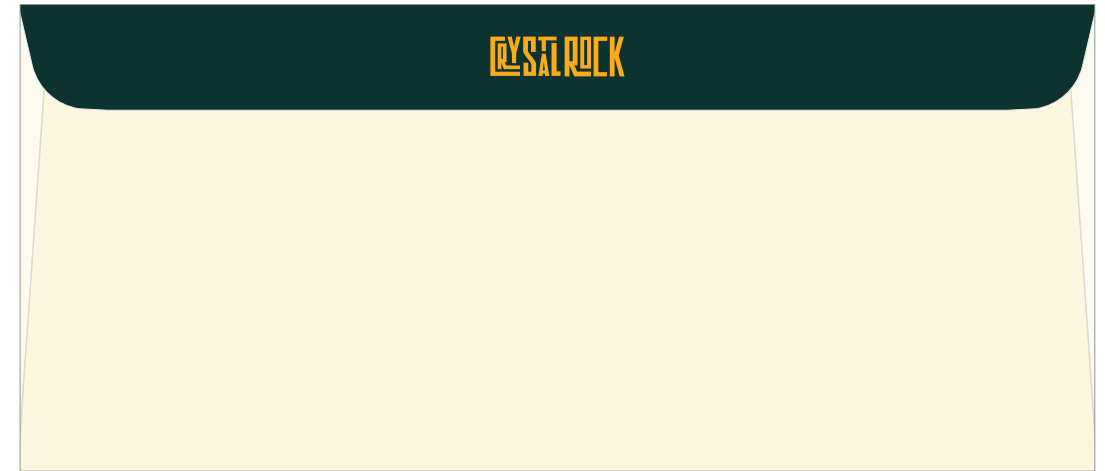
Our bathhouse cleaning crew makes sure we have the cleanest bathhouses around. Our maintenance and landscaping team have made our grounds beautiful, no matter which season you are here. Our campground is in a perfect location, centrally located to shopping, restaurants, shows, area attractions and historic places.

There are so many things to see and do in our area. So whether you are here for a relaxing weekend or a two-week vacation, I hope you choose to stay with us. We are here to serve you and make your stay as pleasant as possible.

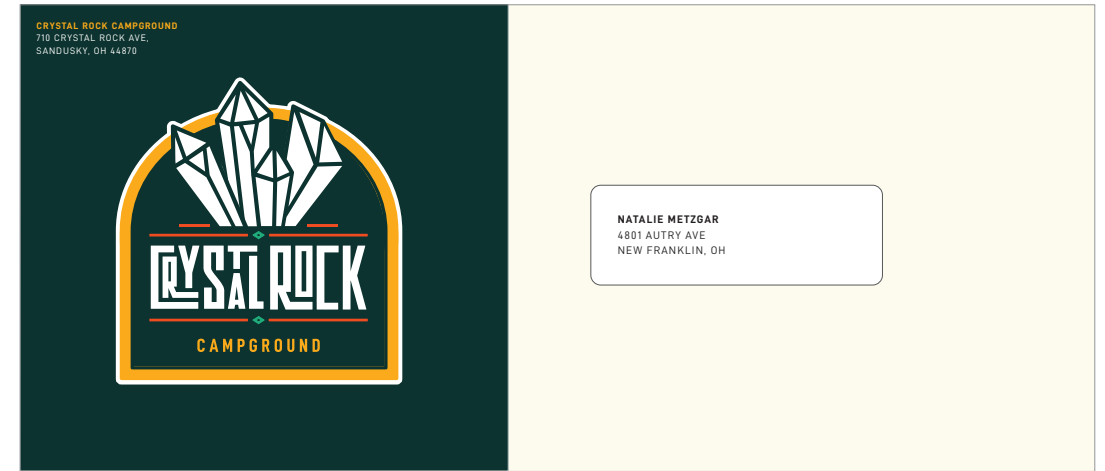
Sincerely,

John Doe
Park Manager

CRYSTAL ROCK CAMPGROUND • 710 CRYSTAL ROCK AVE., SANDUSKY, OH

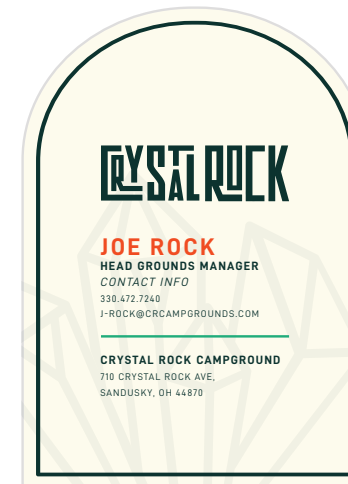


ENVELOPE
FRONT



ENVELOPE
BACK

NATALIE METZGAR
4801 AUTRY AVE
NEW FRANKLIN, OH



BUSINESS CARD
FRONT



BUSINESS CARD
BACK

INVOICE

CRYSTAL ROCK CAMPGROUND

INVOICE
(WITHOUT ENVELOPE)



INFO@CRYSTALROCK.COM
419.684.7177
CRYSTALROCKCAMPGROUND.COM

INVOICE

NATALIE METZGAR
4801 AUTRY AVE.
NEW FRANKLIN, OH 44319

INVOICE NO. METZ-2439678
NOVEMBER 15TH, 2021

QTY	ITEM NO.	DESCRIPTION	TOTAL	
1	GTHQ-10042	CRYSTAL CAMP SIGNATURE HOODIE	\$39.99	
1	CPTY-10682	EMBROIDERED PATCH SET	\$12.99	
1	NPHJ-30452	ROCK THE CAMP FESTIVAL CAMPING PASS	\$150.00	
1	KDMG-30513	SEASONAL CAMP PARKING PASS	\$70.00	
NOTES: Due to high demand seasonal camping passes are limited to 2 per camper for the 2021/2022 Crystal Rock camping season. Questions or additional information on how to obtain more passes please contact our STAFF at INFO@CrystalRock.com			SUB TOTAL	\$272.98
			TOTAL PAID	\$272.98
			TOTAL DUE	\$0.00

THANK YOU FOR YOUR BUSINESS!

CRYSTAL ROCK CAMPGROUND • 710 CRYSTAL ROCK AVE, SANDUSKY, OH

INVOICE
(WITH ENVELOPE)



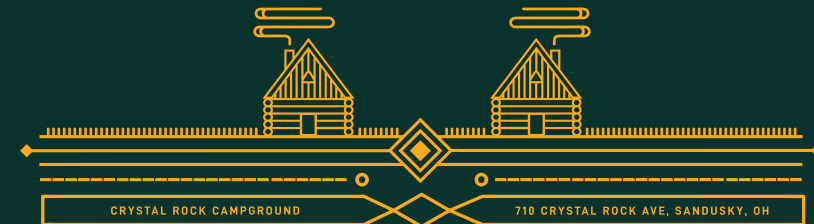
INFO@CRYSTALROCK.COM
419.684.7177
CRYSTALROCKCAMPGROUND.COM

INVOICE

NATALIE METZGAR

INVOICE NO. METZ-2439678

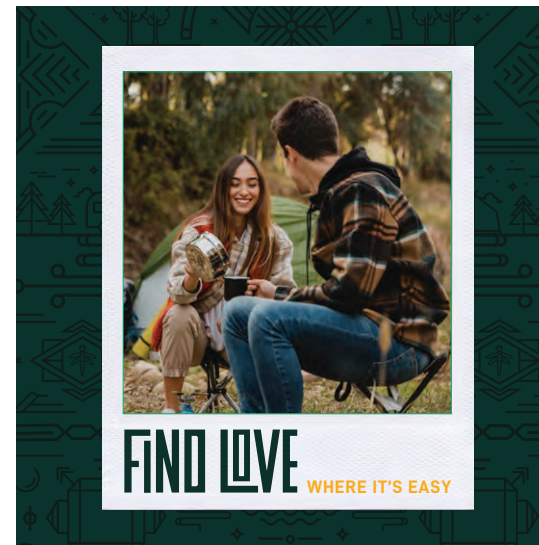
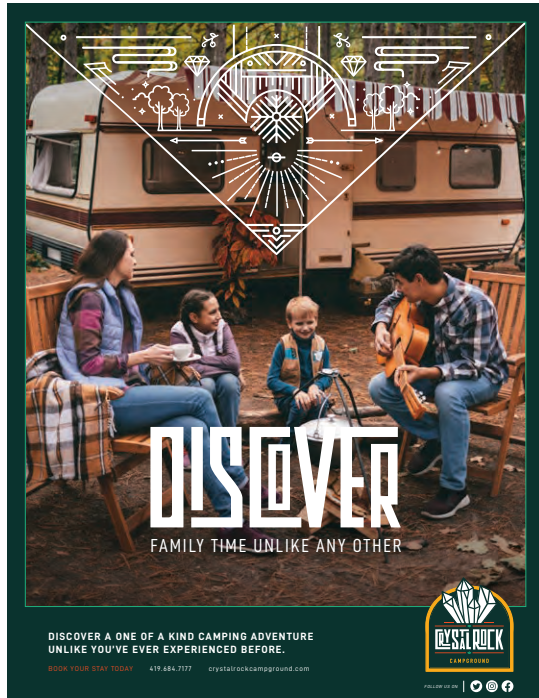
CRYSTAL ROCK



PROGRESS ADVERTISEMENTS

CRYSTAL ROCK CAMPGROUND

AD CAMPAIGN ROUGHS



SOCIAL MEDIA ADS

CRYSTAL ROCK CAMPGROUND

SOCIAL MEDIA
AD CAMPAIGN

CampCrystalRock

@CONNECT *with old friends*

likes Jules_pj32 and 14565 more

CampCrystalRock Happy Monday Campers! Are you looking for a more unique way to spend to quality... more

See 78 comments

AD 1

CampCrystalRock

DISCOVER *lost family time*

likes Jules_pj32 and 14565 more

CampCrystalRock Happy Tuesday Campers! Are you looking for a more unique way to spend to quality... more

See 78 comments

AD 2

Instagram

eme_23 bentthomas nickjip 36_luis loralai

CampCrystalRock

FIND LOVE *where it's easy*

likes Jules_pj32 and 14565 more

CampCrystalRock Happy Wednesday Campers! Are you looking for a more unique way to spend to quality... more

See 78 comments

17

AD 3

AD CAMPAIGN FULL PAGE

MILLCRAFT HANDCRAFTED FURNITURE

MAGAZINE AD
FULL PAGE

tips For Kids

and structured

routine, which
This structure
and self-control.
encourages a
healthy eating
habits far into

secure, they feel
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is all about
ing, doing fun
ls, joining new
s a very major
take few step
roper summer

d for kids. The
to the summer
for kids to learn
this article has
efits of summer
the kids with new
s programs and
and fun loving.

FIND LOVE

CRYSTAL ROCK
CAMPGROUND

FIND LOVE ON A ONE OF A KIND CAMPING ADVENTURE UNLIKE YOU'VE EVER EXPERIENCED.

BOOK YOUR STAY TODAY 419.684.7177 crystalrockcampground.com FOLLOW US ON | [Twitter] [Instagram] [Facebook]

AD 1

DIS@VER

CRYSTAL ROCK
CAMPGROUND

DISCOVER FAMILY TIME ON A ONE OF A KIND ADVENTURE UNLIKE YOU'VE EVER EXPERIENCED.

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AD 2

@NNECT

CRYSTAL ROCK
CAMPGROUND

CONNECT WITH OLD FRIENDS ON A ONE OF A KIND ADVENTURE UNLIKE YOU'VE EVER EXPERIENCED.

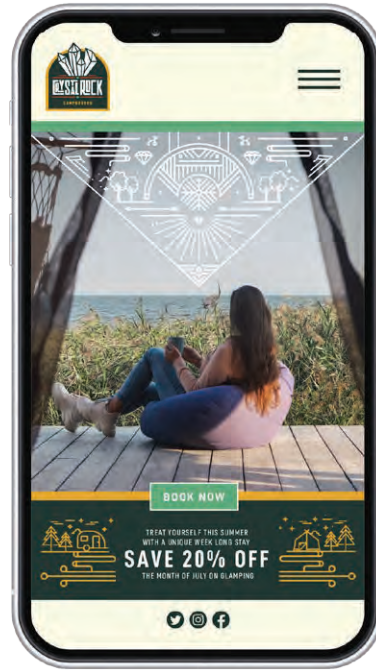
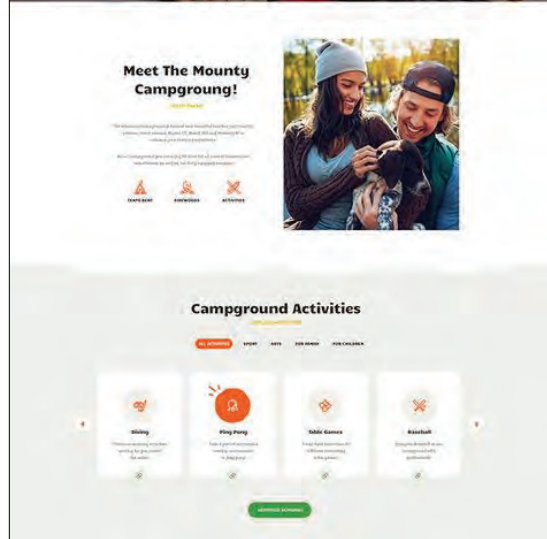
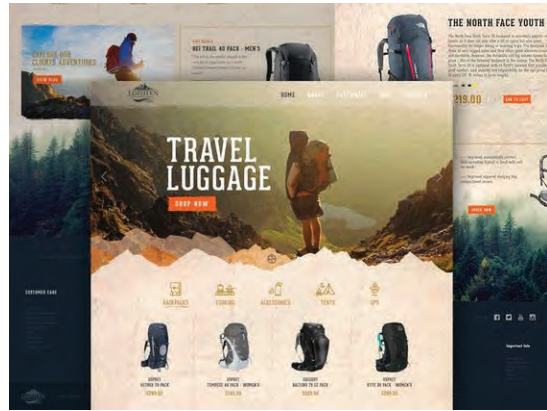
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AD 3

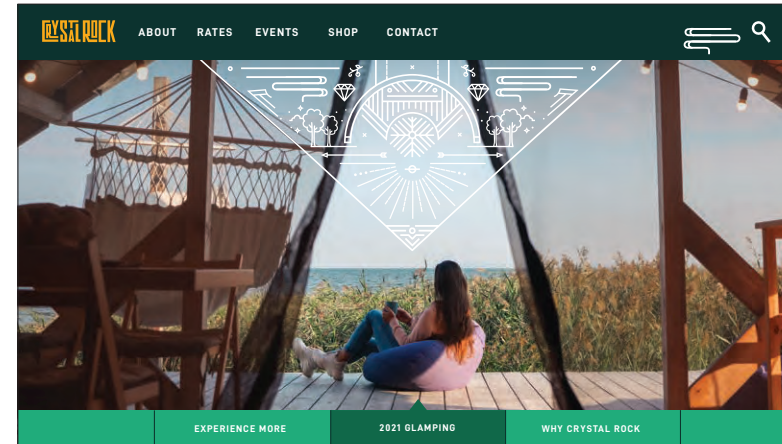
WEB DESIGN

CRYSTAL ROCK CAMPGROUND

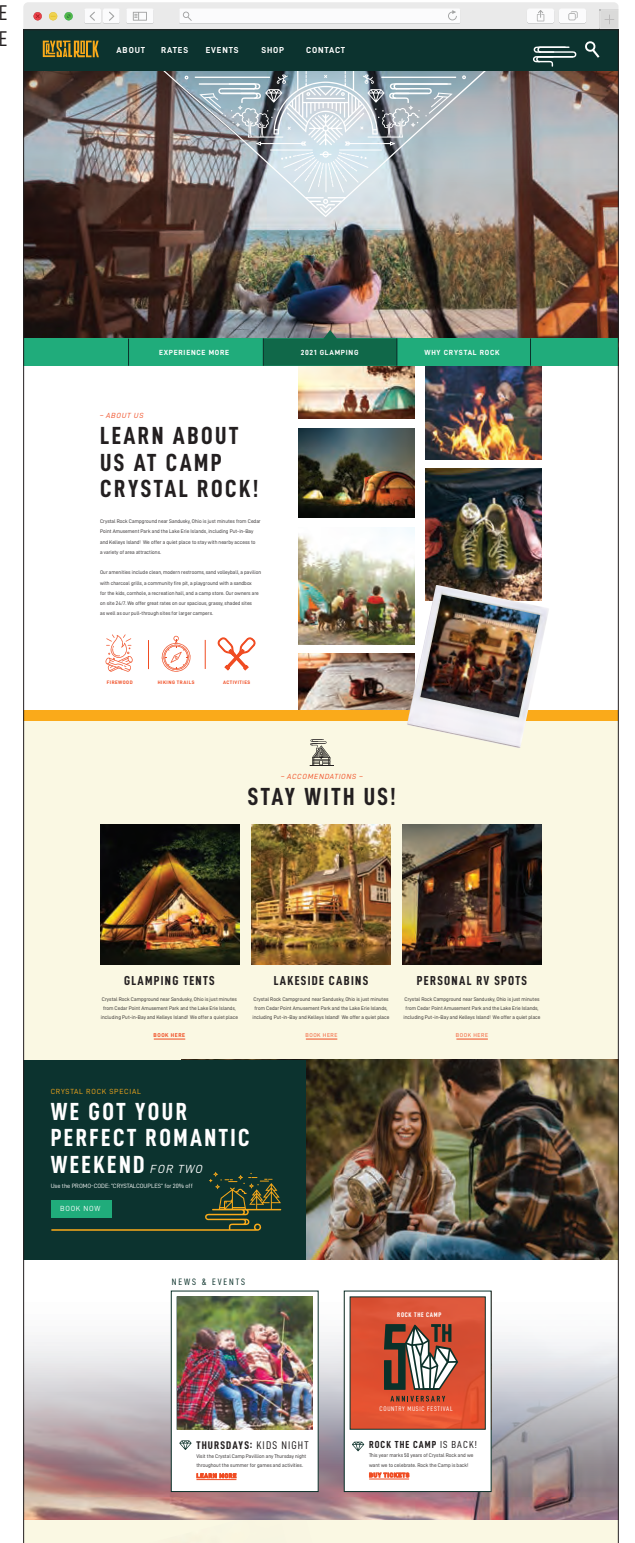
INSPIRATION



WEBSITE HOME PAGE MOBILE



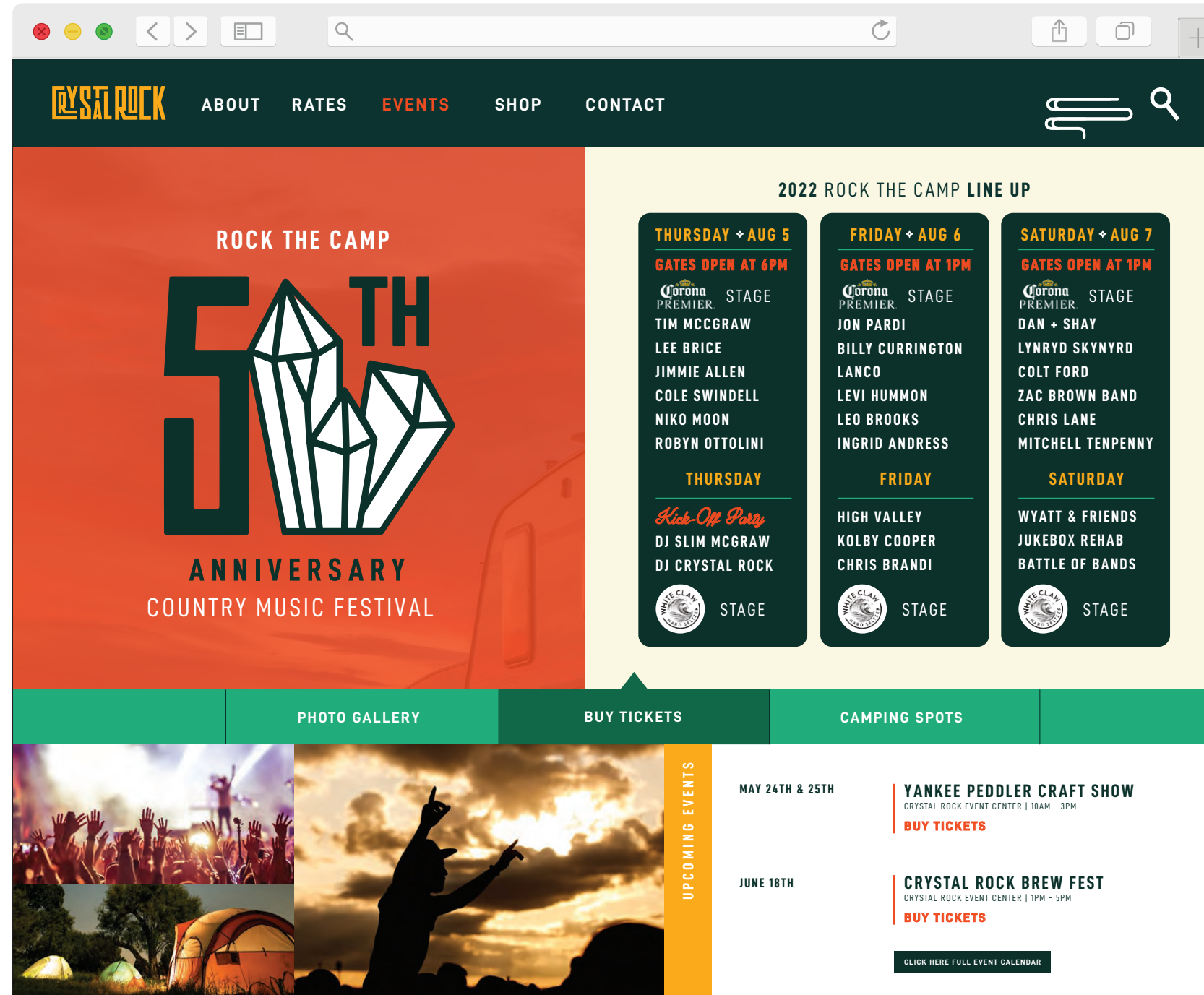
WEBSITE HOME PAGE



WEBSITE EVENTS PAGE

CRYSTAL ROCK CAMPGROUND

WEBSITE
EVENTS PAGE



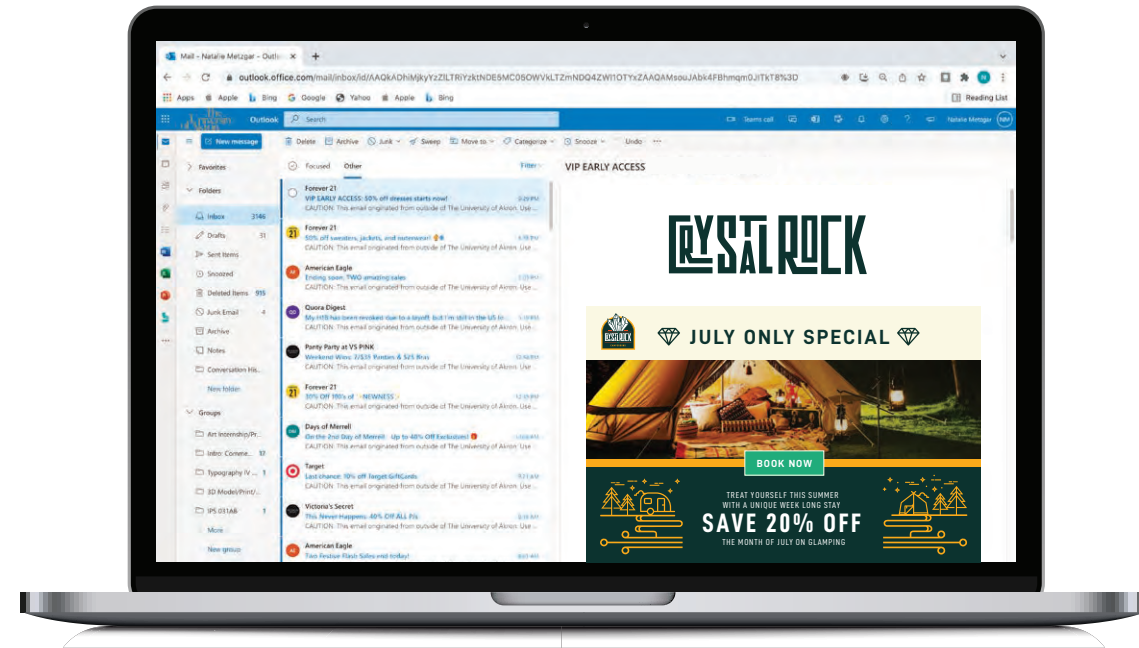
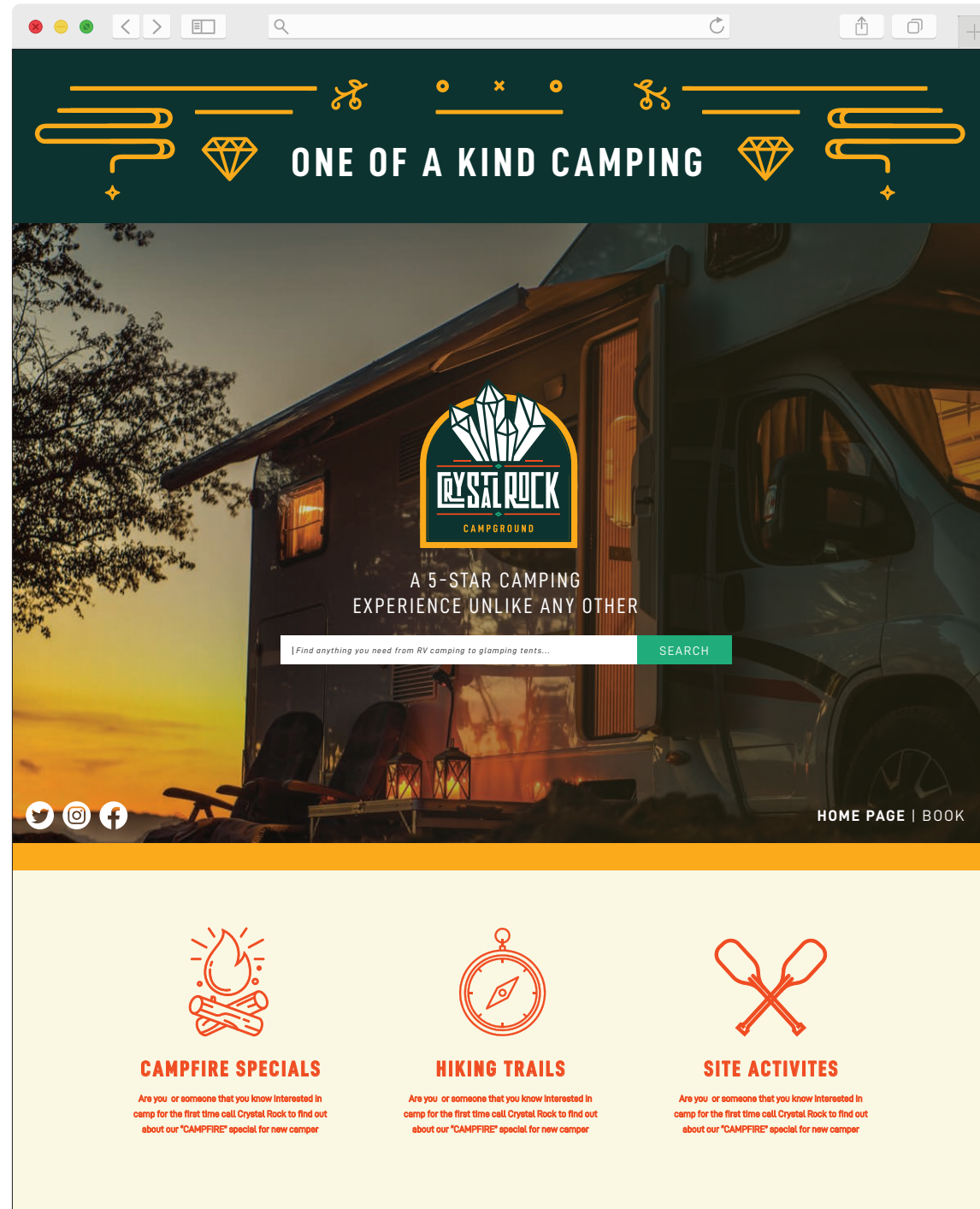
WEBSITE
EVENTS PAGE MOBILE



WEBSITE LANDING PG & EMAIL AD

CRYSTAL ROCK CAMPGROUND

WEBSITE
LANDING PAGE



HTML
EMAIL BLAST



ROCK THE CAMP EVENT ITEMS

CRYSTAL ROCK CAMPGROUND

MAGAZINE
EVENT HALF PAGE AD

03/24
nostrud exerci tation
ullamcorper



ROCK THE CAMP
50TH
ANNIVERSARY
COUNTRY MUSIC FESTIVAL

PRESENTED BY
Corona PREMIER
WHITE CLAY

Oat volutpnonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutp sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Korper sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. *Duis autem vel eum in iure dolor in*

EVENT EXTRAS
(TICKETS & WRISTBANDS)



CAN COOLER
(FRONT)



CAN COOLER
(BACK)

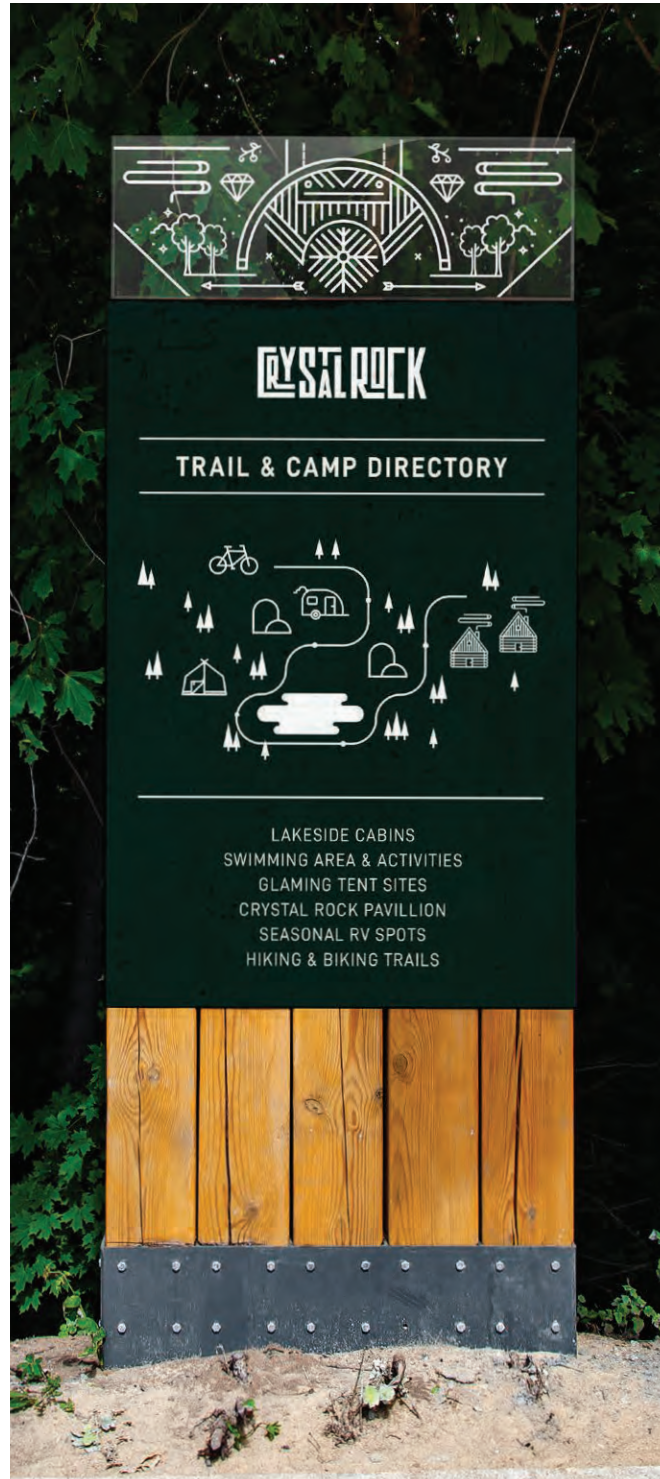


CRYSTAL ROCK
EVENT STAFF TAG

SIGNAGE APPLICATIONS

CRYSTAL ROCK CAMPGROUND

SIGNAGE
TRAIL GUIDE & MAP



SIGNAGE
OUTDOOR DIRECTIONAL



SIGNAGE
ROADSIDE ENTRANCE

SIGNAGE
CAMPGROUND ENTRANCE



SIGNAGE
CAMP OFFICE HOURS

SIGNATURE ITEMS COLLECTION

CRYSTAL ROCK CAMPGROUND



CAMP SHOP MERCHANDISE

CRYSTAL ROCK CAMPGROUND

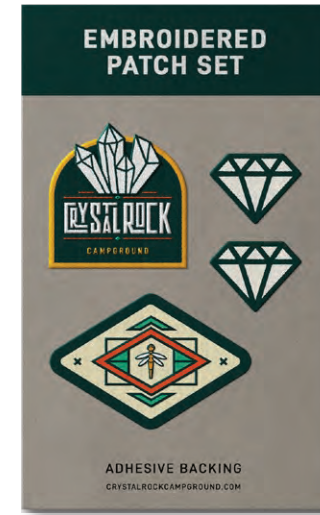


CRYSTAL CAMP SHOP
LEATHER PATCH BEANIE



CRYSTAL CAMP SHOP
PENNANT FLAG

CRYSTAL CAMP SHOP
EMBROIDERED
PATCH SET



CRYSTAL CAMP SHOP
KIDS DRAGON FLY T-SHIRT

CRYSTAL CAMP SHOP
SIGNATURE CAMP HOODIE



CRYSTAL CAMP SHOP
VINTAGE BOOKBAG



CRYSTAL CAMP SHOP
CAMPING GUIDE

