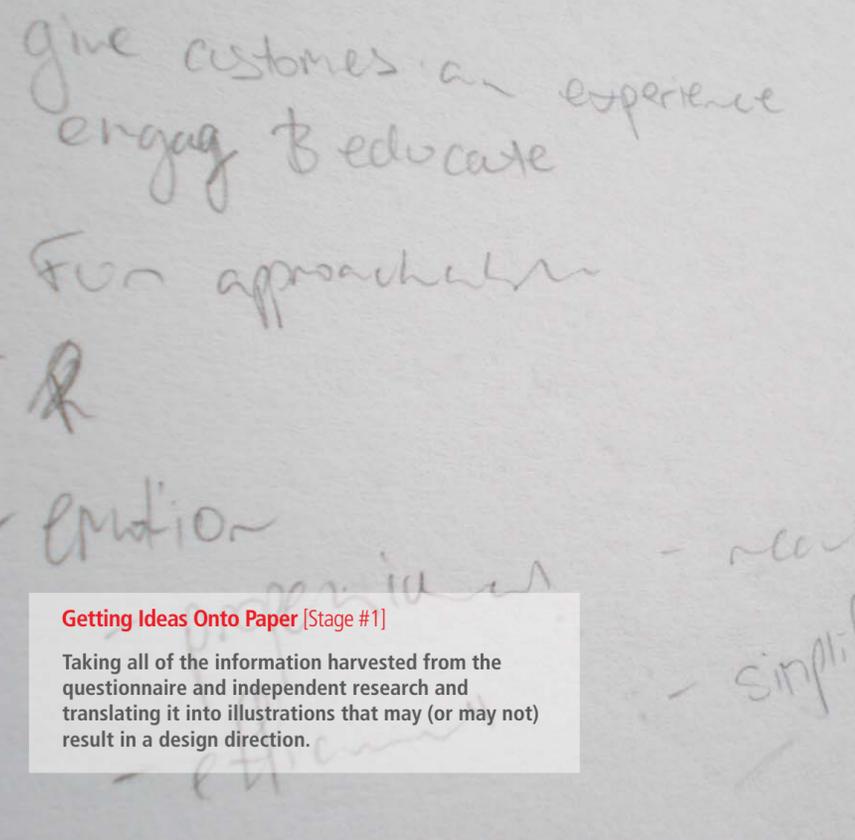


The Process [Illustration]

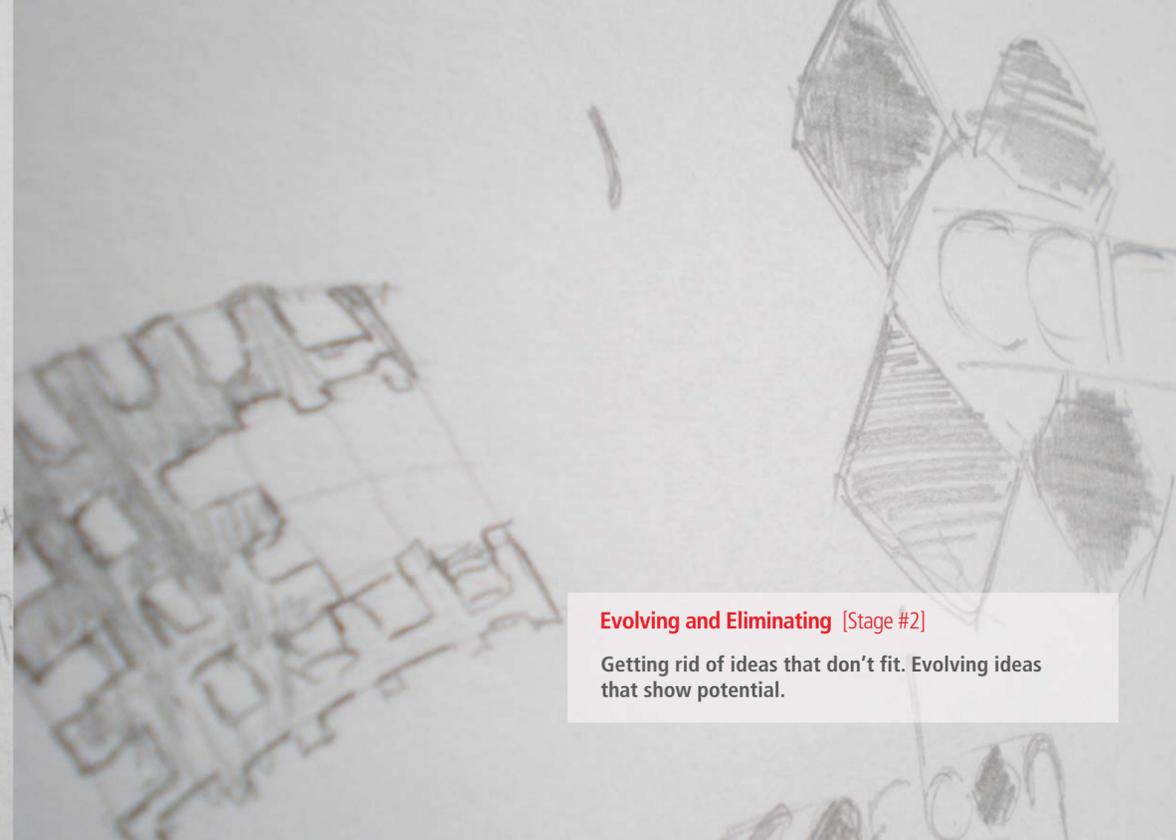
A big part of our design process is exposing clients to the creative evolution of their identity. We find this helps to open up a dialogue on the decisions made by the designer. We hope that our messy sketches and design notes (spelling mistakes and all) give clients an understanding of the process behind creating a great identity.

We hope you enjoy it.



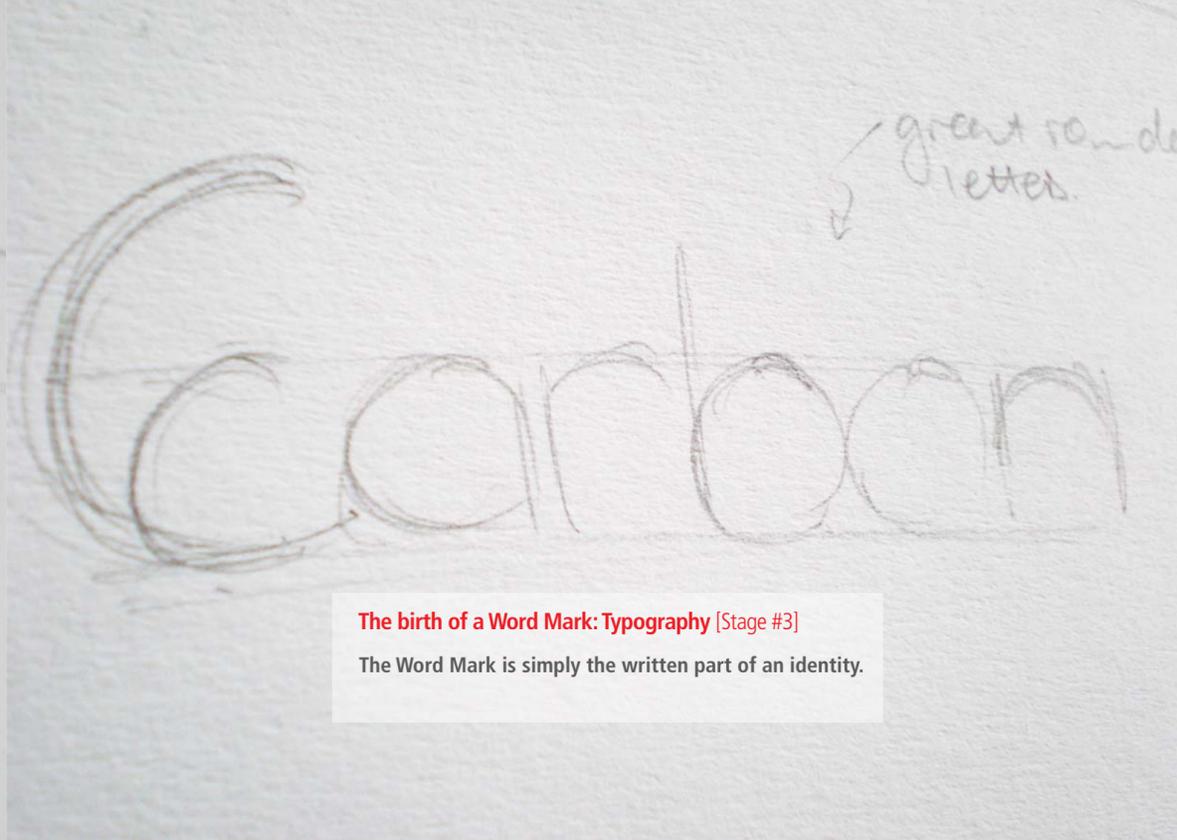
Getting Ideas Onto Paper [Stage #1]

Taking all of the information harvested from the questionnaire and independent research and translating it into illustrations that may (or may not) result in a design direction.



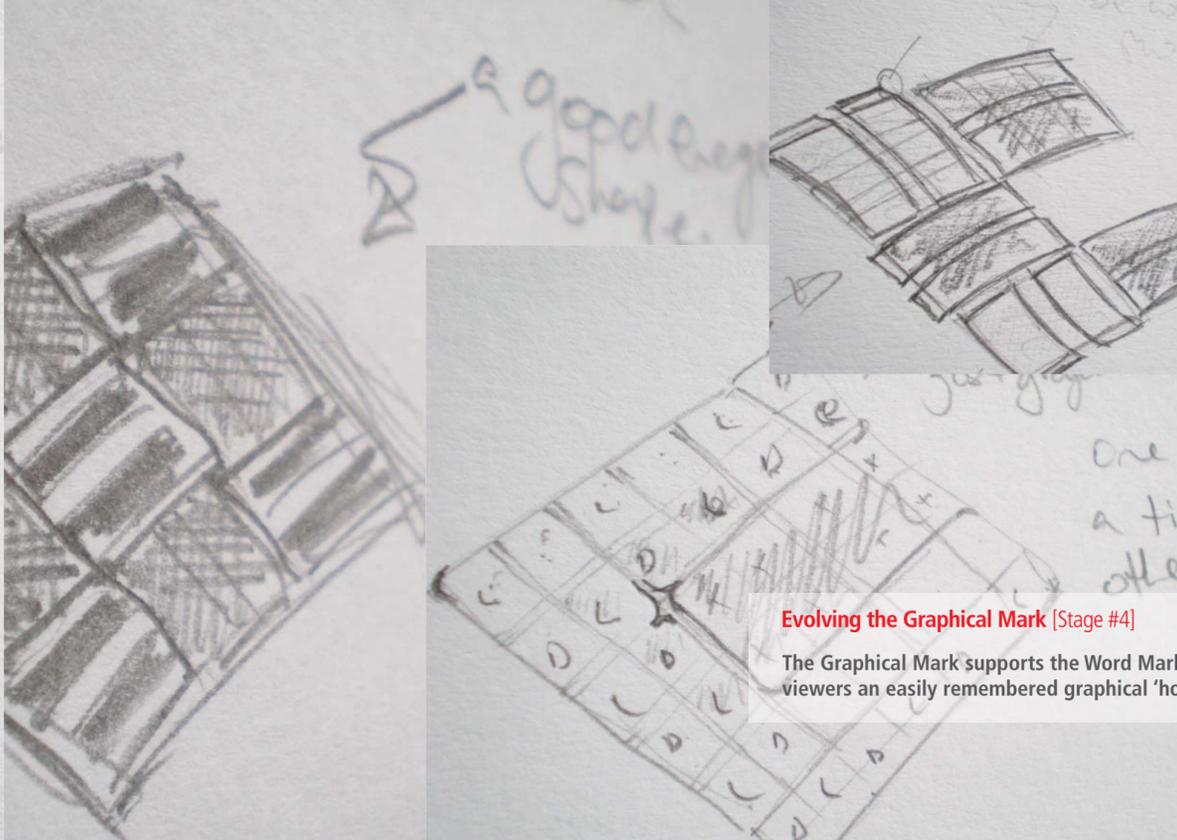
Evolving and Eliminating [Stage #2]

Getting rid of ideas that don't fit. Evolving ideas that show potential.



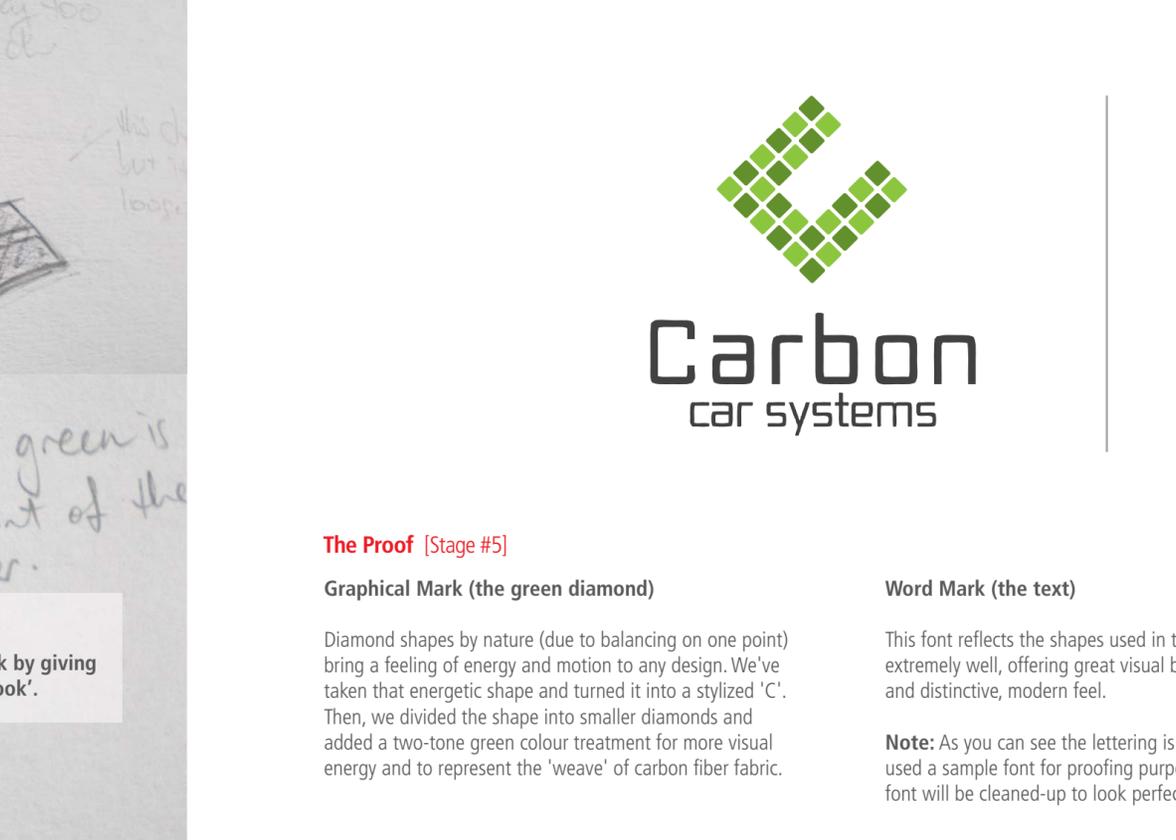
The birth of a Word Mark: Typography [Stage #3]

The Word Mark is simply the written part of an identity.



Evolving the Graphical Mark [Stage #4]

The Graphical Mark supports the Word Mark by giving viewers an easily remembered graphical 'hook'.



The Proof [Stage #5]

Graphical Mark (the green diamond)

Diamond shapes by nature (due to balancing on one point) bring a feeling of energy and motion to any design. We've taken that energetic shape and turned it into a stylized 'C'. Then, we divided the shape into smaller diamonds and added a two-tone green colour treatment for more visual energy and to represent the 'weave' of carbon fiber fabric.

Word Mark (the text)

This font reflects the shapes used in the graphical mark extremely well, offering great visual balance, easy readability and distinctive, modern feel.

Note: As you can see the lettering is not totally crisp. We've used a sample font for proofing purposes. If approved, the font will be cleaned-up to look perfect.



The Result

A crisp, modern, distinctive identity, that really wants to jump off the page. The boldness of the design will appeal to the guys, but the softer colour palette will work well for the ladies as well. The identity also balances corporate functionality with fun, youthfulness and energy, aligning well with the future growth of Carbon Car Systems.