

To: Dr. Eva Brumberger
From: Rachel Kass
Date: April 12, 2021
Subject: Identity Package Final Submission

The purpose of this memo is to present the final designs for the Identity Package Project along with a brief explanation and reflection of the design process.

Technical Design Aspects

This section lays out the technical design aspects including font and graphic sourcing for the entire Identity Package.

Fonts Used:

Josefin Sans (Open Font License)

Typewriter (Available for Personal Uses)

Note: If the items from the package are to be used in a professional setting, the Typewriter font will be purchased from the designer.

The color code for the green used throughout the design package is HEX #00A64F.

All icons used on the business card were sourced from Icons8 which provides free basic icons such as the ones used within the project and a paid subscription for more complex or larger-sized icons.

Adobe Illustrator was used for the duration of the project. The original files are available upon request.

Design Considerations

From start to finish the design intention was to be modern and professional in a technical setting. This is the name of my technical writing company that did not have a high-quality logo up until this project. As such, it was very important to me to do a good job as I may choose to use these documents for professional use in the future.

In the early stages of the design process, I wanted to find a way to use balance and contrast to make my designs stand out. I tend to prefer simple but effective designs and run my business in a similar way so naturally, I wanted my documents to reflect that.

After working in technical writing for several years, there is also this feeling of it being rigid, lacking creativity, and unmoving. This is not the case with most technical writing which has more freedom than most people think. This is why I wanted to have a modern yet still professional look.

Key Design Decisions and Challenges

At the beginning of the design process, when I was sketching out my ideas, I felt quite limited because of my inexperience with Adobe Illustrator. I had originally wanted to work up the circular logo and had design files going for both the circular logo and the one I ultimately chose. The circle logo proved a bit complex for having never used Adobe Illustrator before. Despite this, I learned an incredible amount working on both logos.

In the end, I think I would have chosen the final logo anyway; however, there were some very frustrating hours trying to work through both of them. Ultimately, I think the rectangular logo which I ended up choosing looks a bit more professional.

A key design challenge revolved around getting the font right. I struggled over and over again with the font trying to find two fonts that contrasted each other enough but still had a professional and balanced look. My original thought was to use a decorative, cursive font for the words “Rachel’s” and “Services.” I tried quite a few with many different styles, but for many of them, the “S” was just too large and caused the word “Services” to look completely separated from the rest of the logo.

After struggling with the cursive fonts, I tried moving to simple, sans serif fonts. Many of them had the modern look I was aiming for but didn’t quite hit the professional mark. I think I found a good balance in the Josefin Sans font that was ultimately chosen.

One of the most critical decisions I had to make was how to use the color in each of the designs. I knew I wanted a pop of color, and like the color that I picked. It was a bit tricky using it appropriately on the business card and letterhead. Several classmates recommended I try a vertical business card which worked much better for balance.

I was also challenged with the color and formatting of the letterhead. The logo is pretty tall, so I wanted to find a way for it to take up less space. Additionally, having the logo standalone in the top left corner brought up some balance issues as was noted by several of my classmates. As a result, I made a different version of the logo that is straight across. This allowed me not only to minimize the vertical effect the logo was having on the letterhead but also to create more balance on the page itself.

Project Strengths and Weaknesses

One of the biggest strengths in the project is contrast. The color helps make the logo and other designs pop. That was also the intention with the font choice, and I believe that was achieved as well. A second strength is balance. While the original drafts I submitted struggled with balance, the recommendations from classmates and Dr. Brumberger allowed me to strengthen my design significantly. I think this is most prominently shown on the business card.

The weakness of the design is it is quite simple and looks basic. Sometimes this is good for a logo, however, I am not confident this is the place for it. Several classmates mentioned they like the keyboard keys in one of my designs, I think, with more time and development this could have been an aspect included in the final compositions.

Working through an actual design project has taught me a lot and given me a lot of perspective into graphic designers. For one of my contracts, I do the writing but have to work with a graphic designer. I always knew their jobs were tough and required a lot of skill and now I am starting to see why.

Two aspects of design that I have struggled with and subsequently learned a lot about in this project are balance and proximity. In my first iterations of these final designs, I had pieces of the design all over the place with very little connection between the pieces. By grouping items together through spacing, alignment, and font, I was able to use balance and proximity to my advantage.

Software Used

Adobe Illustrator was used throughout the entirety of the project. I can honestly say before this class I had never opened Adobe Illustrator in my life. There has been a huge learning curve with the Adobe software for me in the class. I have done hours of tutorials in the past few weeks and am still struggling with what seems to be simple things such as spacing and alignment within the program.

The easiest aspects were the text and color. It was incredibly easy to add fonts into my library which made testing different fonts out very easy and even kind of fun! I also am figuring out layers, so I was able to build on my design and change things without messing the entire thing up.

Spacing is my biggest challenge. I am very much struggling to make sure different pieces of the design are spaced correctly. In fact, for several pieces of this design, I drew a line at the length I needed, and then snapped the pieces to the line to make sure they were spaced correctly. This was a bit cumbersome, and I am sure there is a better way to do it, which I will be working on learning for future projects.

Learning Adobe Illustrator through this project has been challenging and rewarding as I have been able to see my design develop as I learn the program better. The snap and grid features have been the most helpful for me. Additionally, the Adobe help space is very well developed and was able to answer my questions as they came up.

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