

RHYE
PIRIE

CORPORATE IDENTITY
+ GRAPHIC SYSTEMS

PROCESS

RHYE PIRIE
FALL 2022

PROFESSIONAL

RETAIL

SERVICE

NON-PROFIT

MANUFACTURING

STRONG MARKS



HOK
ARCHITECTURE

- + Shift in focal point away from center of logo adds interest to design composition
- + Custom typography; lengthening of ascenders adds to contrast and higher-end market associations of serif type
- + Strong legibility and hierarchy



UNIQLO
FASHION

- + High contrast and good legibility
- + Consistency in design system and style across character sets for both Japanese and Latin alphabets
- + Clean + simple design
- + Custom typography



MINDWORK
THERAPY/MENTAL HEALTH

- + Wordmark is playful and encouraging without coming off as childish or trivializing mental health issues that could alienate clientele
- + Graphic style of 'o' letterform plays off firm name, implies smile shape
- + Good legibility, color choice is bold without being aggressive



SEATTLE CHILDREN'S
MEDICAL & RESEARCH

- + Style and mood of both typography and image are well suited for target audience; Friendly and welcoming while maintaining sense of professional practice and trustworthiness
- + Graphic style blends well with and mirrors shapes in typography
- + Strong color choice; Muted tones add point of interest while maintaining the calm and inviting personality of graphic and type



KIA
AUTOMOTIVE

- + Custom stylized type
- + Futuristic/space age style reflects company shift towards a focus on electric vehicles and sportier, higher-end market targets
- + High contrast and good legibility

POOR MARKS



VALLEY DENTAL GROUP
DENTAL

- White dropshadow/glow around logo
- Graphic is more architecture firm than dental
- Lacks personality/relevance to services
- Graphic and type lack connection/relation to each other



CHILL ICE CREAM
RESTAURANT

- Outlined text is difficult to read
- Fine details in graphic are difficult to make out/ too complex for image size
- Illustration style clash w/ typography
- Neons on black background have vibrating effect that decreases legibility and can be difficult to look at
- Angled wordmark seems distorted; appears sheared rather than italicized



CARMEN STUDIO
PHOTOGRAPHY

- Italic/stylized 'C' clashes/doesn't match well visually with main typography; feels redundant/ unnecessary rather than adding interest to design
- Outline on type overlaps and cuts off the bottom of letterforms above. While this doesn't have much of an impact on legibility, it makes the overall logo feel squished
- website URL in logo unnecessary, and leading in also quite squished/tight to title type



AKRON PUBLIC LIBRARY
PUBLIC RESOURCES

- Type and graphic element feel disconnected/ unrelated conceptually
- Triangle in orange line is confusing; what is it for/represent?
- Right aligned typesetting isn't terrible, but the heavy serif type loses legibility at smaller point sizes. The personality of the typeface seems a bit mismatched to the public resource.



TAHOMA RUBBER & PLASTICS
COMMERCIAL GOODS

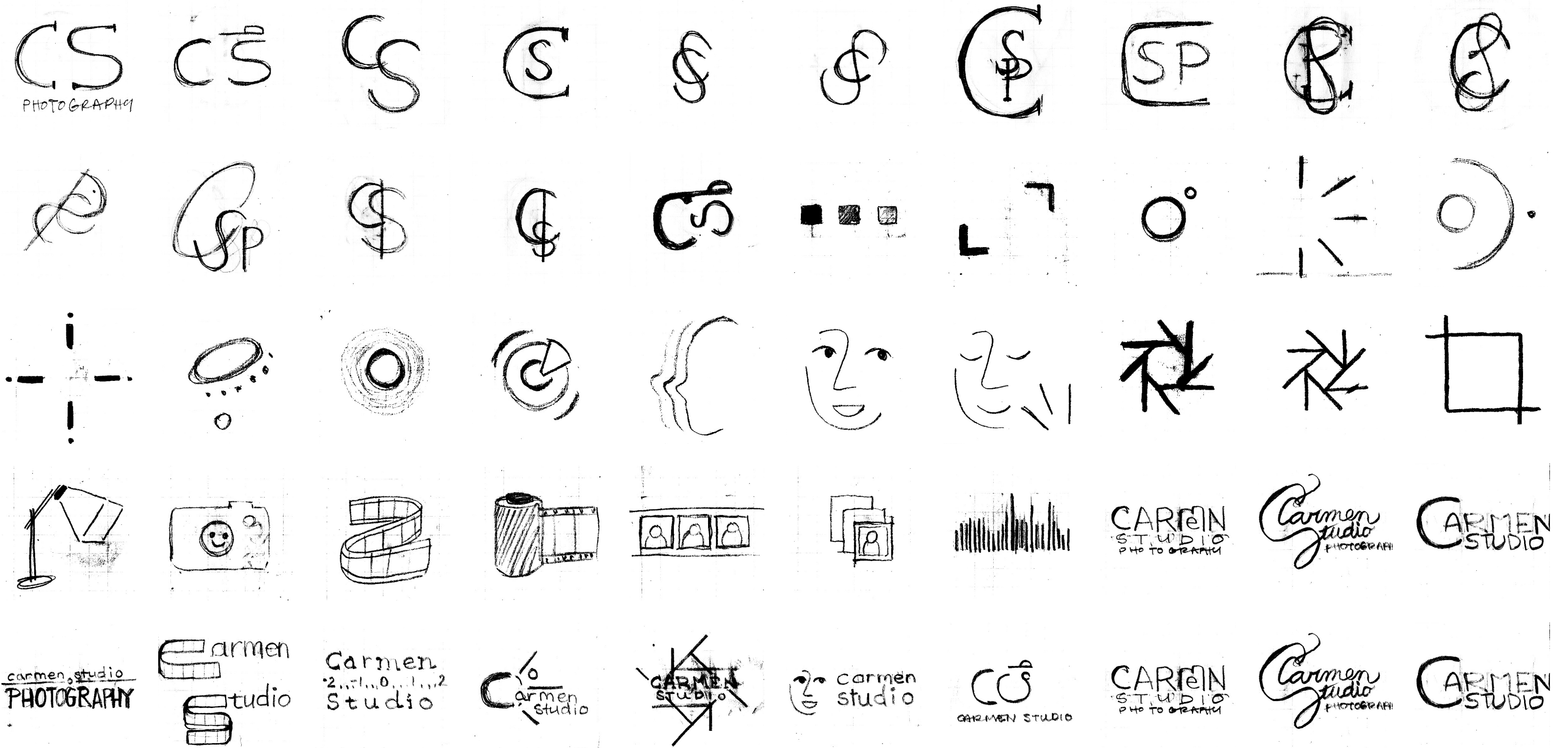
- Extraneous/repetitive wording
- Graphic seems unrelated to industry and products manufactured by the company
- Stepped setting of main logo type feels out of alignment rather than a point of interest

SERVICE

CARMEN STUDIO PHOTOGRAPHY

SKETCHES

CARMEN STUDIO PHOTOGRAPHY



REFINED SKETCHES

CARMEN STUDIO PHOTOGRAPHY

Rhye Pirie

Company Name

Carmen Studio Photography

Type of Business

Service

Key Words

photography, portraits, event photography, wedding photography, senior photos, family portrait

Company Mission Statement

Our staff has over 60 years of experience. Photographing beautiful memories at reasonable prices

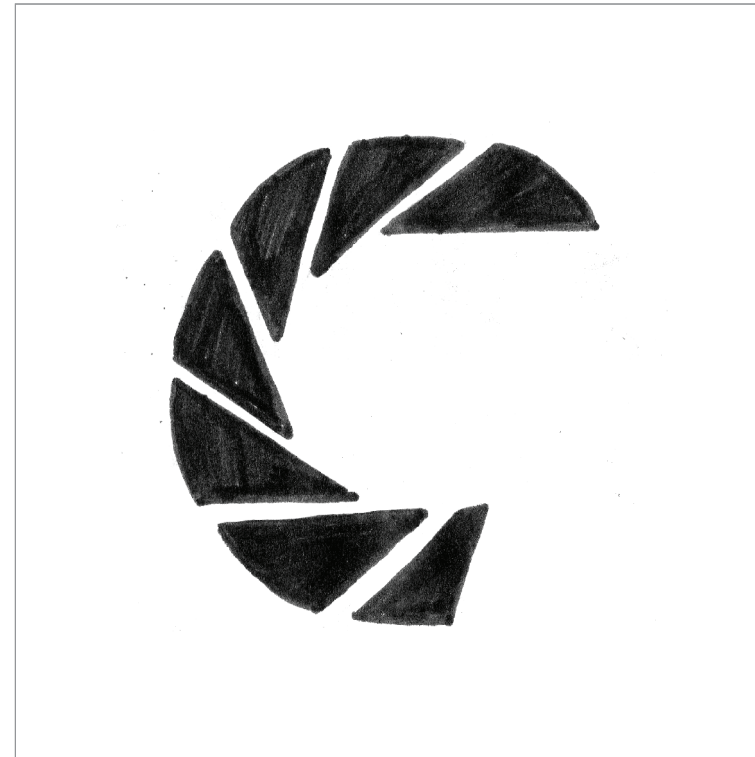
Competitors

Michael Mills Photography, Jenna Therese Photography, JCPenny Portraits, OH SNAP Photo Lab

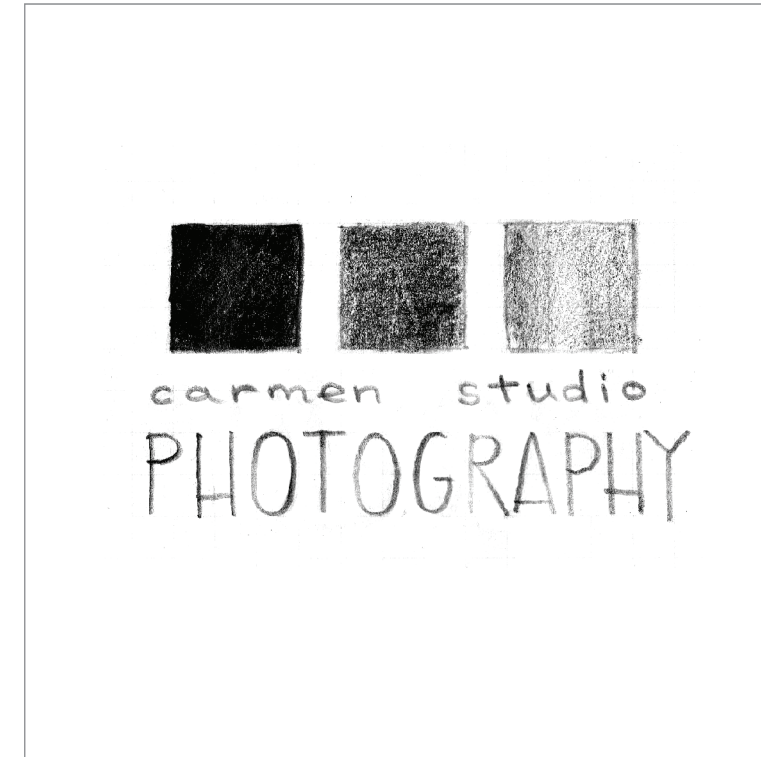
How have you differentiated them from their competition

Most logos for Carmen Studio's competitors use script type, and either have a blatant/obvious use of or avoid use of camera-related motifs all together. In contrast, the marks here play with sans-serif or monospace type, and incorporate camera/photography related motifs in a more abstract way.

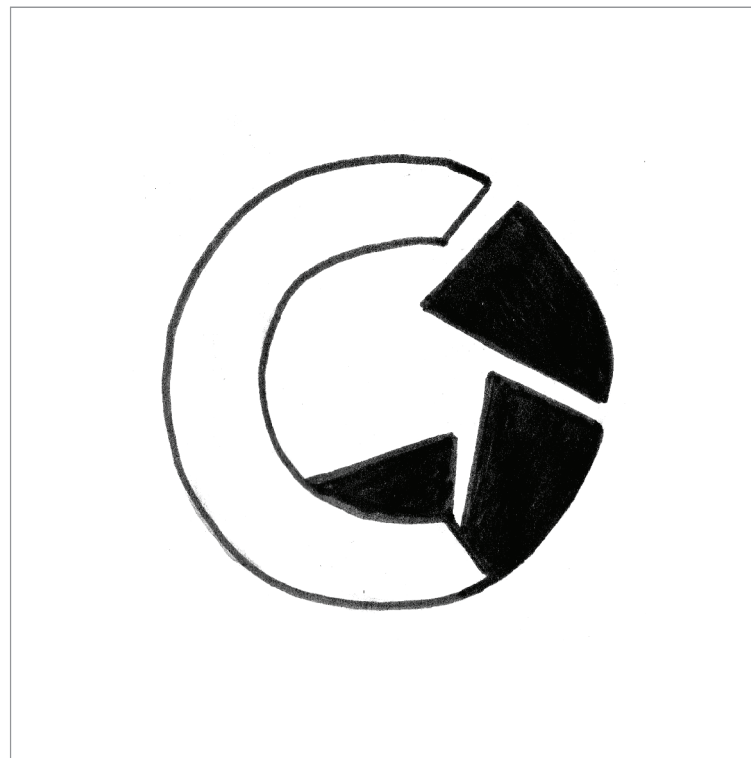
1. Pictogram or Icon



2. Abstract Symbol



3. Monogram



4. Logotype or Wordmark



5. Combination



MANUFACTURING

TAHOMA RUBBER + PLASTICS

SKETCHES

TAHOMA RUBBER + PLASTICS



REFINED SKETCHES

TAHOMA RUBBER + PLASTICS

Rhye Pirie

Company Name

Tahoma Rubber + Plastics

Type of Business

Manufacturing

Key Words

rubber manufacturing, plastic manufacturing, rubber supply, plastic supply, rubber mallets, polyethylene film supplier, injection molding, plastic extrusion, plastic reprocessing, plastic repellitizing

Company Mission Statement

Total integration for total dependability. It's more than a philosophy at Tahoma. It's the way we do business every day.

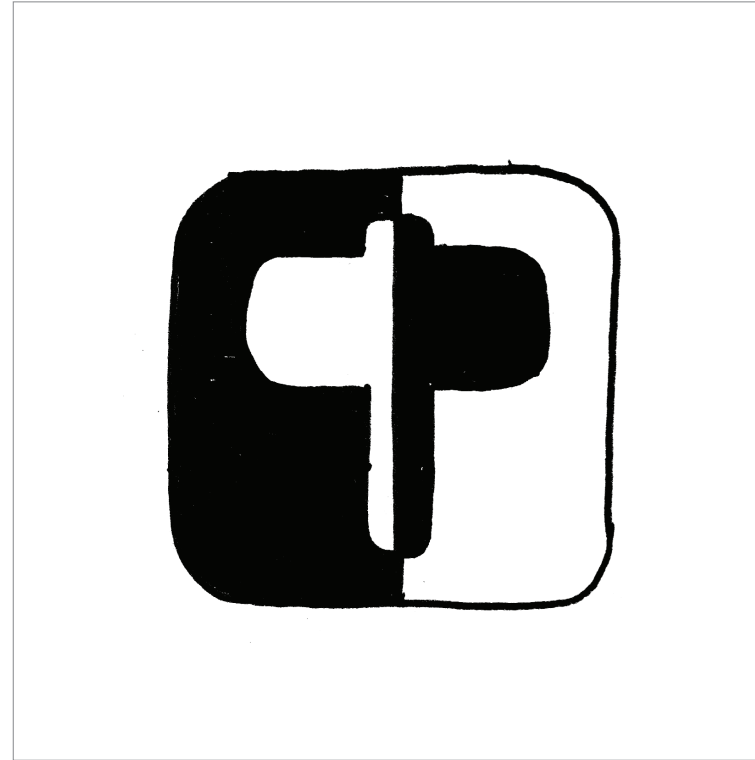
Competitors

Ohio Precision Molding, Akron Procelain & Plastics Co, Ruah Polymers Inc

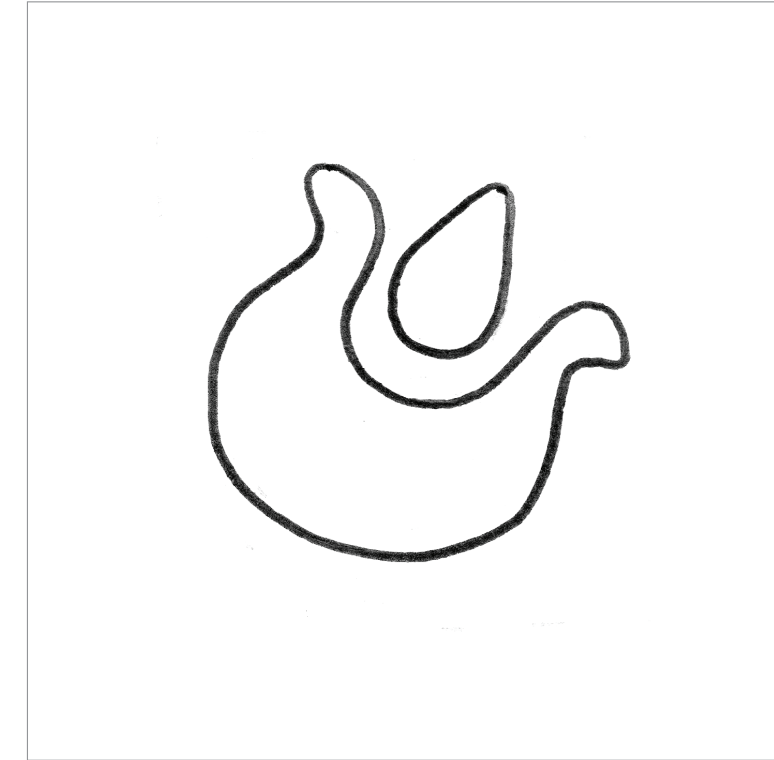
How have you differentiated them from their competition

Many of Tahoma's competitors have logos that feature highly angular/geometric or industrial forms. The marks shown here have been designed with more organic shapes that are relevant to the industry, providing a more human/approachable look to better reflect the company's mission statement of dependability.

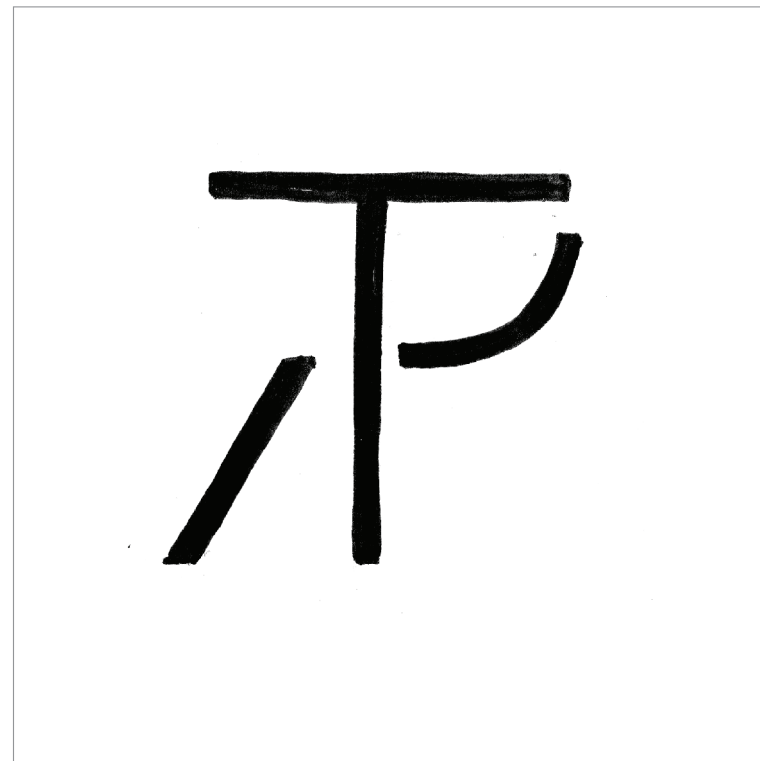
1. Pictogram or Icon



2. Abstract Symbol



3. Monogram



4. Logotype or Wordmark



5. Combination



VECTOR EXPLORATION

TAHOMA RUBBER + PLASTICS

TAHOMA

TAHOMA

TAHOMA

TAHOMA

TAHOMA

TAHOMA

TAHOMA

TAHOMA

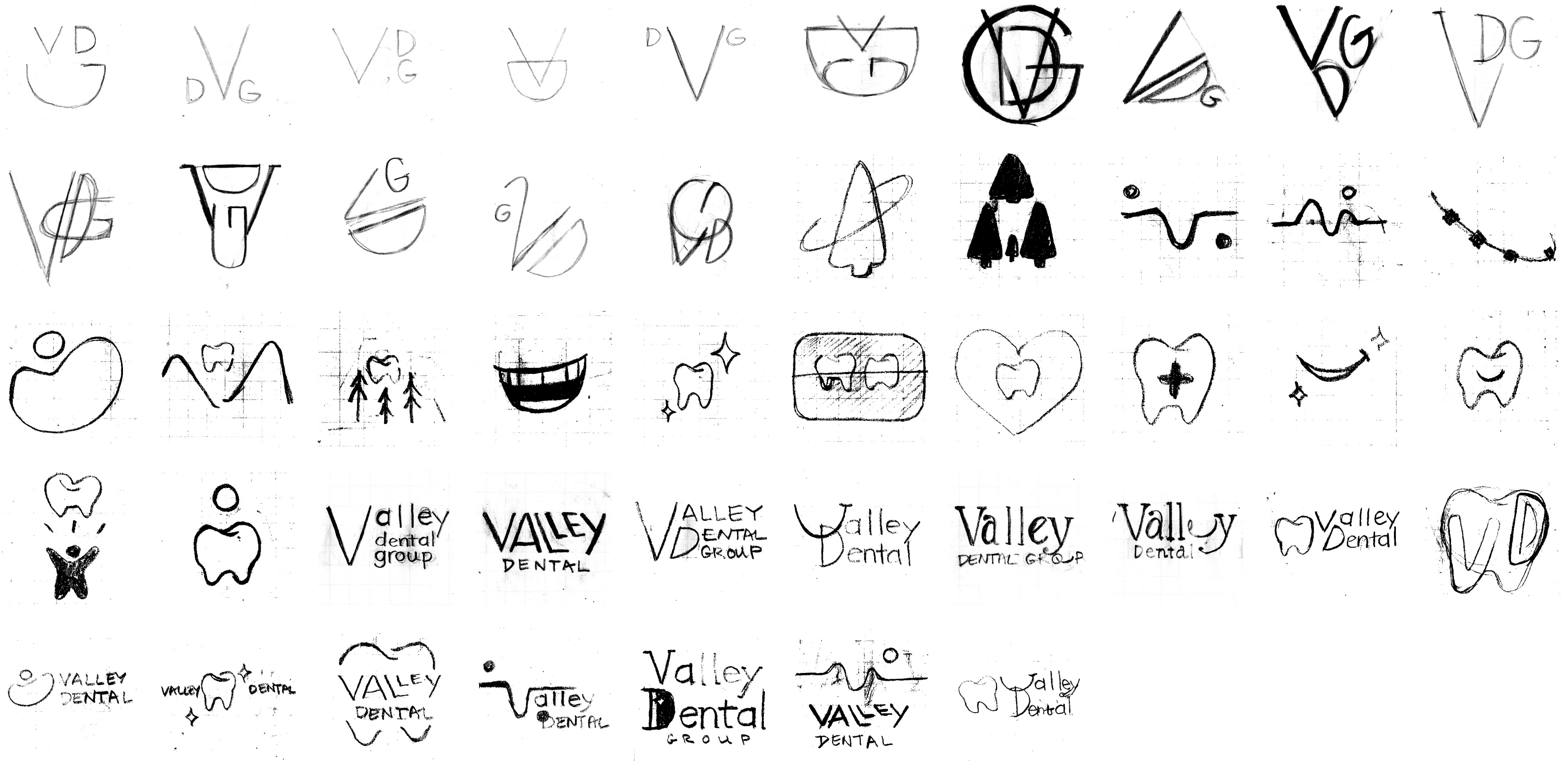
TAHOMA

TAHOMA

PROFESSIONAL

VALLEY DENTAL GROUP

SKETCHES
VALLEY DENTAL GROUP



REFINED SKETCHES

VALLEY DENTAL GROUP

Rhye Pirie

Company Name

Valley Dental Group

Type of Business

Professional

Key Words

dental, dentist, orthodontist, oral surgery

Company Mission Statement

Valley Dental Group provides a comprehensive approach to dentistry: preventative, cosmetic, family and general dentistry

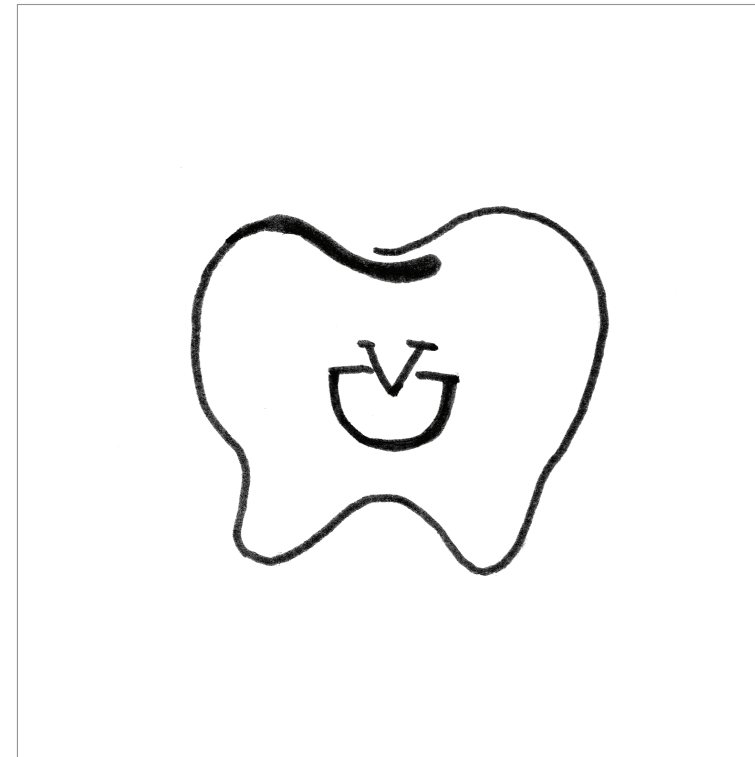
Competitors

Aspen Dental, Locust Dental Center, Summa Health Dental Center, Akron Smile

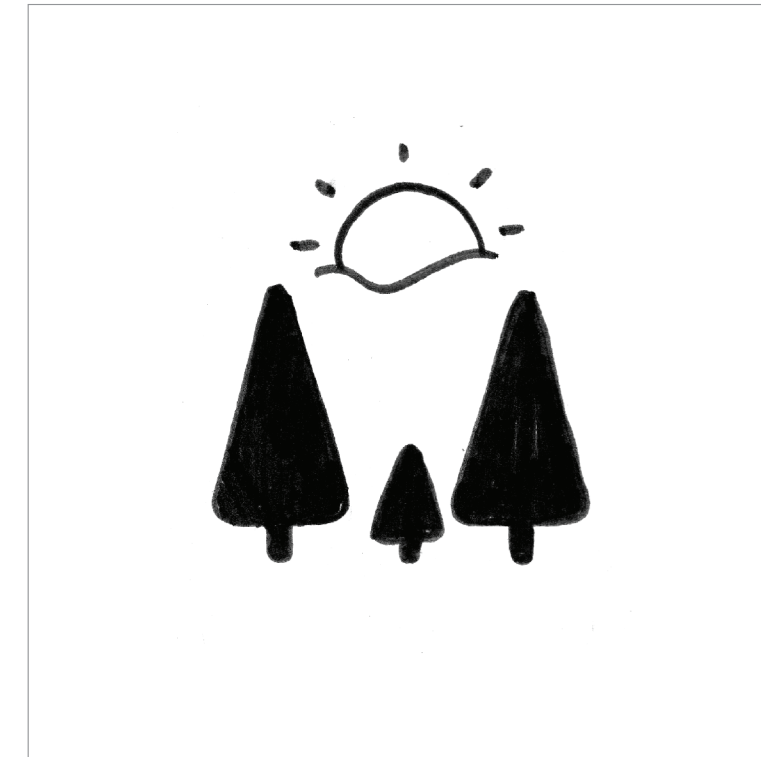
How have you differentiated them from their competition

While for obvious reasons, many dental service logos feature teeth, the marks shown here have been designed to lean into other or additional elements of Valley Dental's identity. The primary focus is shifted to the 'Valley' aspect of their company name, or towards a full smile rather than an individual tooth.

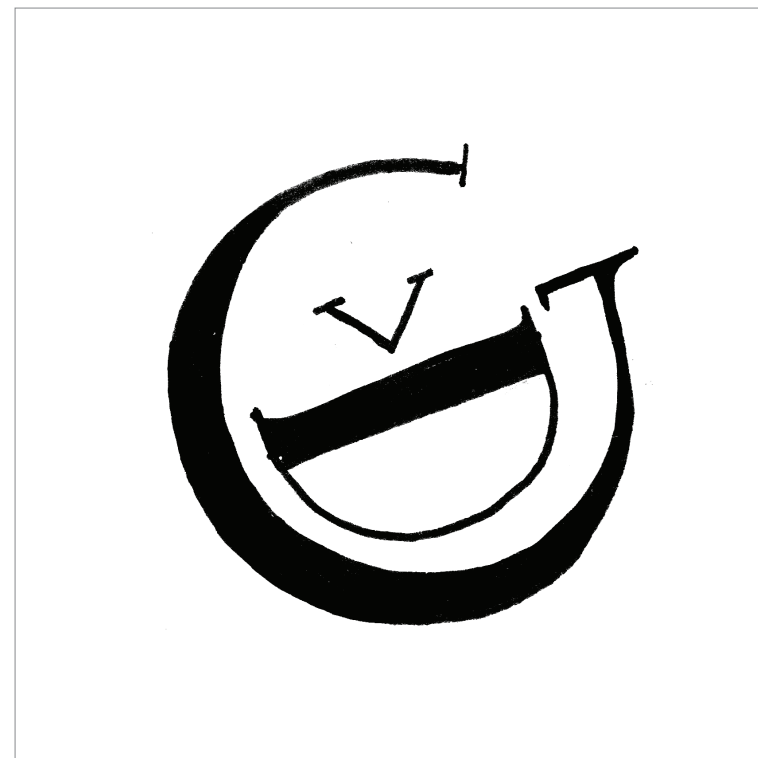
1. Pictogram or Icon



2. Abstract Symbol



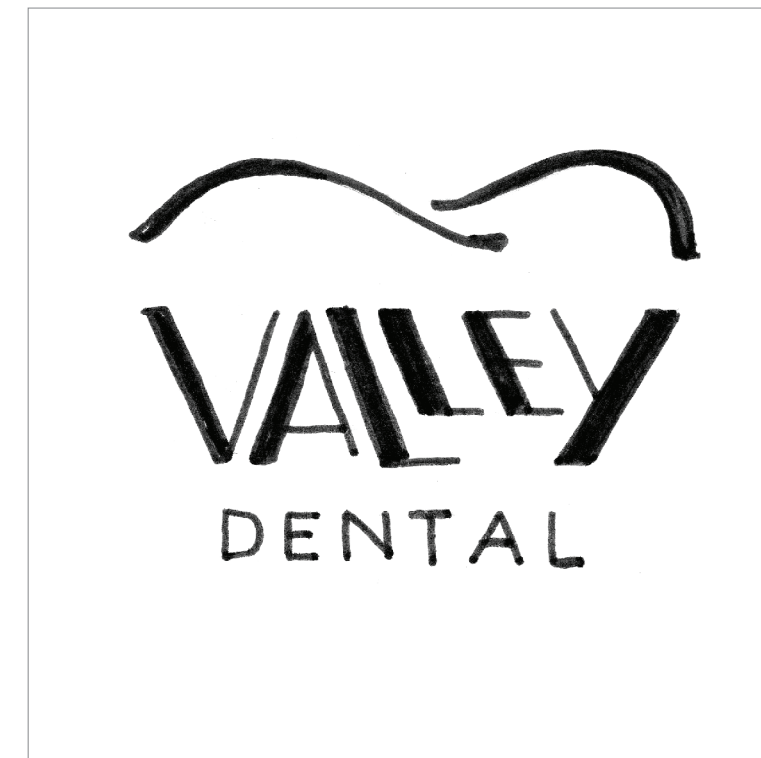
3. Monogram



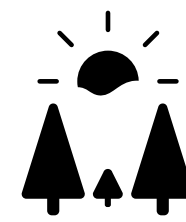
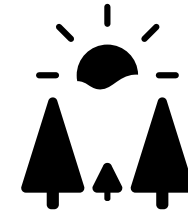
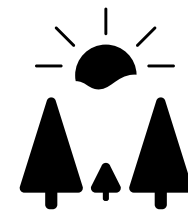
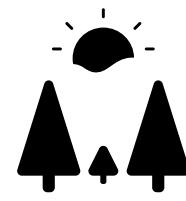
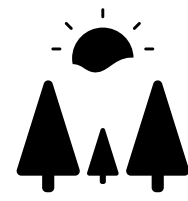
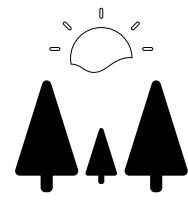
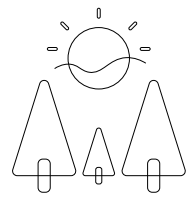
4. Logotype or Wordmark



5. Combination



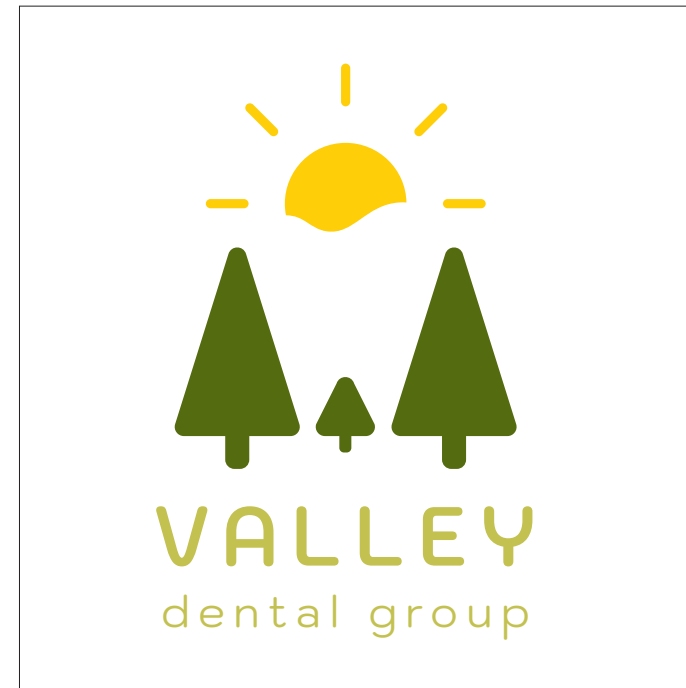
VECTOR MARKS
VALLEY DENTAL GROUP



LOGO SPECS
VALLEY DENTAL GROUP



BLACK + WHITE












COLOR



COLOR ON COLOR 01

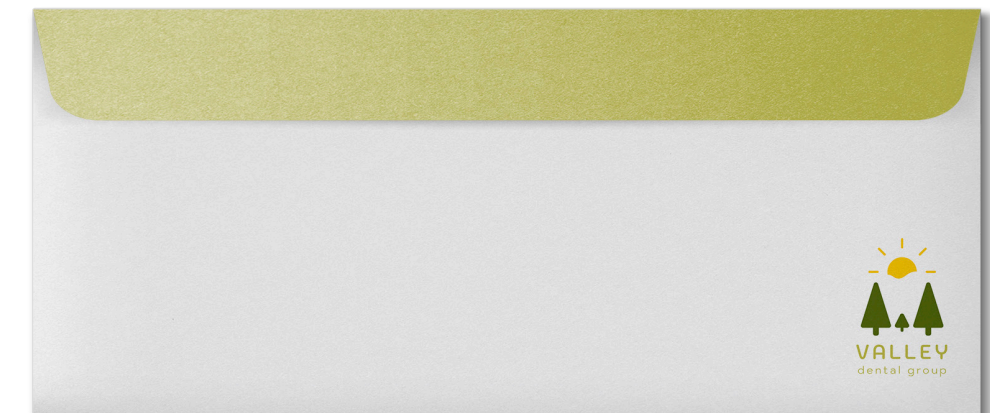
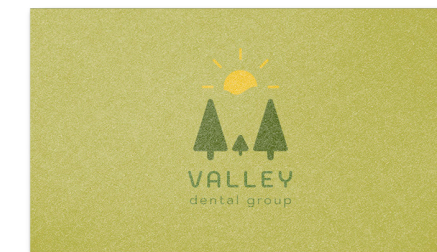
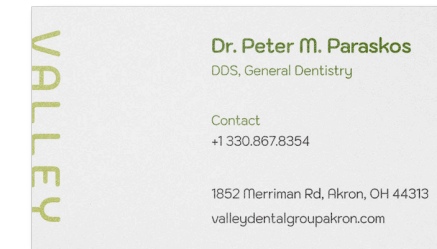


COLOR ON COLOR 02

| PANTONE | | | CMYK | | | RGB | | |
|--------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------|
|  |  |  |  |  |  |  |  |  |
| PANTONE | PANTONE | PANTONE | COLOR | COLOR | COLOR | COLOR | COLOR | COLOR |
| P 162-16 C | P 167-6 C | P 7-8 C | C 35 M 0 Y 100 K 60 | C 8 M 0 Y 76 K 21 | C 0 M 18 Y 100 K 0 | R 85 G 109 B 49 | R 196 G 293 B 80 | R 225 G 207 B 1 |

STATIONERY SYSTEM

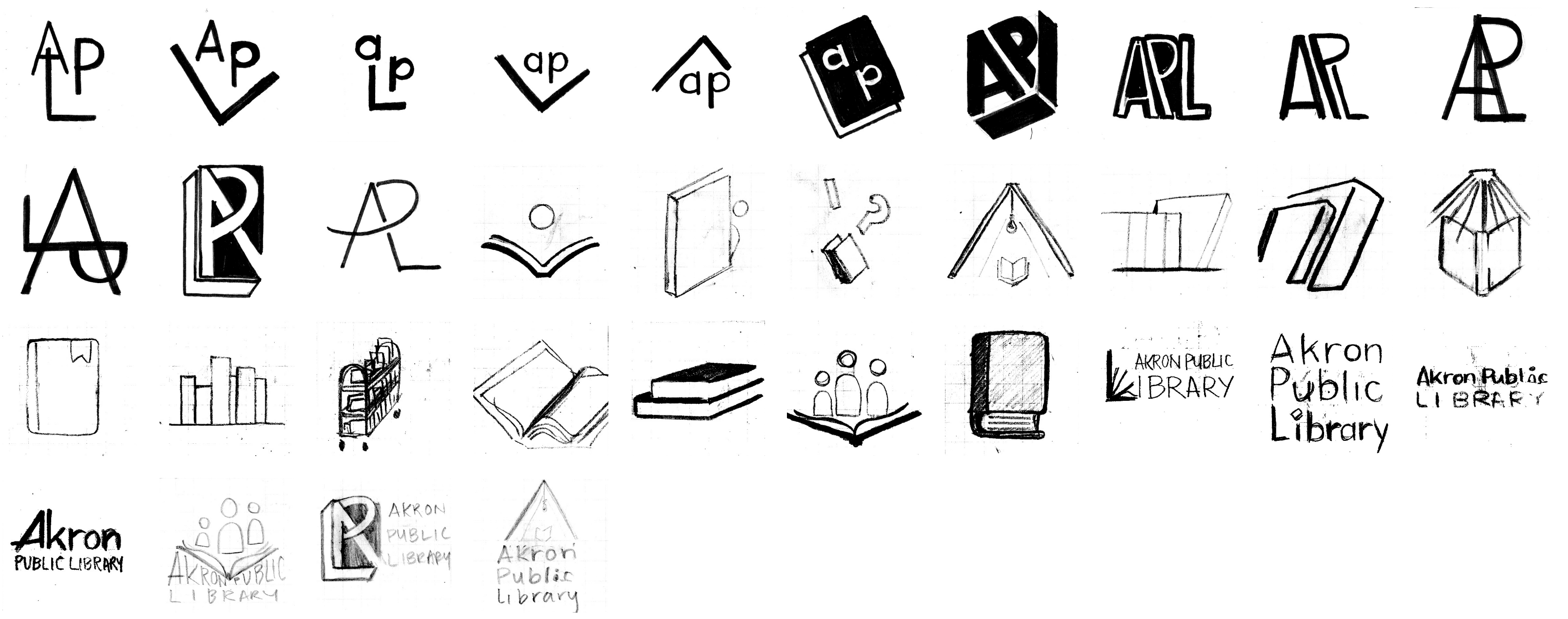
VALLEY DENTAL GROUP



NON-PROFIT

AKRON PUBLIC LIBRARY

SKETCHES
AKRON PUBLIC LIBRARY



REFINED SKETCHES

AKRON PUBLIC LIBRARY

Rhye Pirie

Company Name

Akron Public Library

Type of Business

Non-Profit

Key Words

library, public services, public library, books

Company Mission Statement

The Akron-Summit County Public Library provides resources for learning and leisure, information services, meeting spaces, and programs for all ages that support, improve, and enrich individual, family, and community life

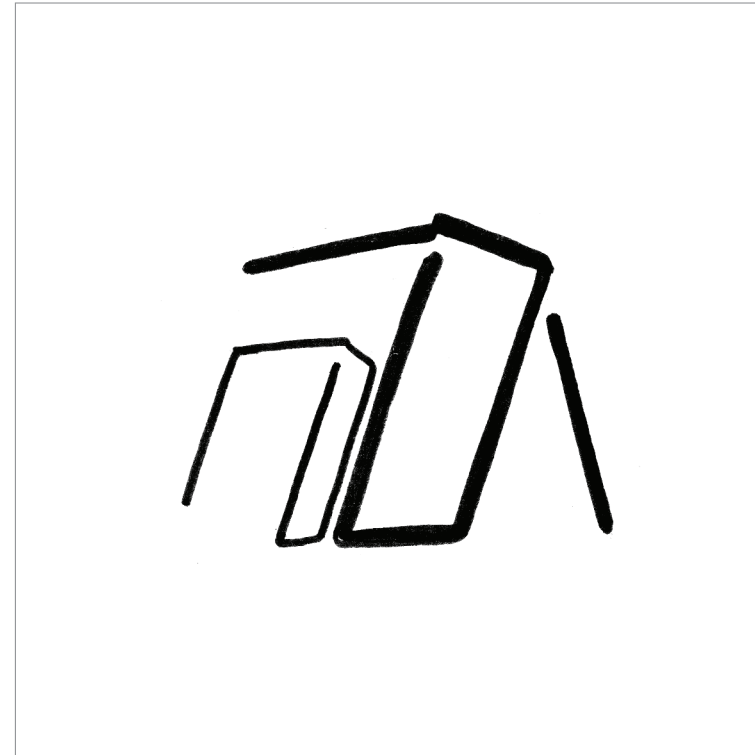
Competitors

Cuyahoga County Public Library, Bierce Library

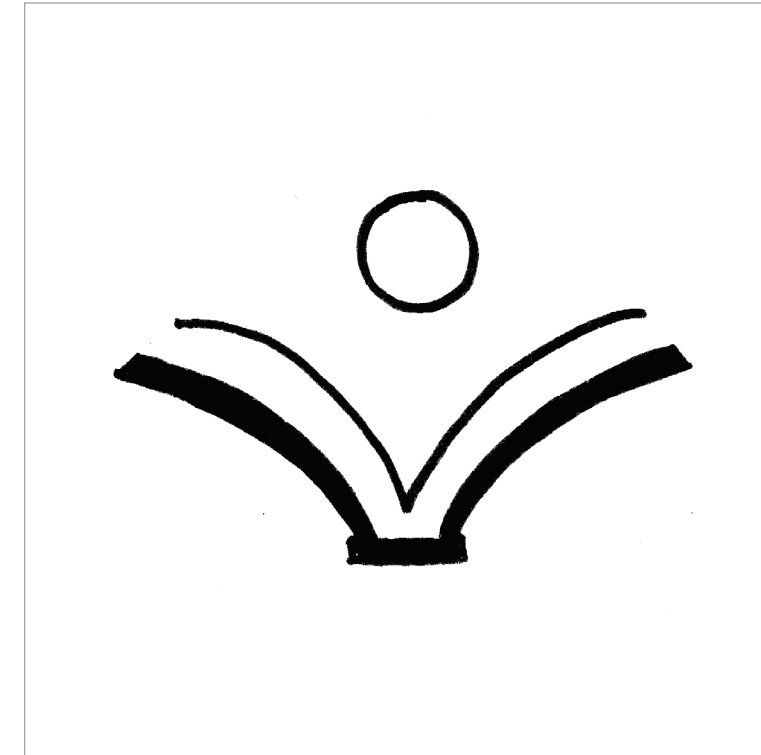
How have you differentiated them from their competition

While books or bookstacks are a common motif in library logos, the marks shown here have more of an emphasis on the reader and local relevance to Akron and the city's architecture.

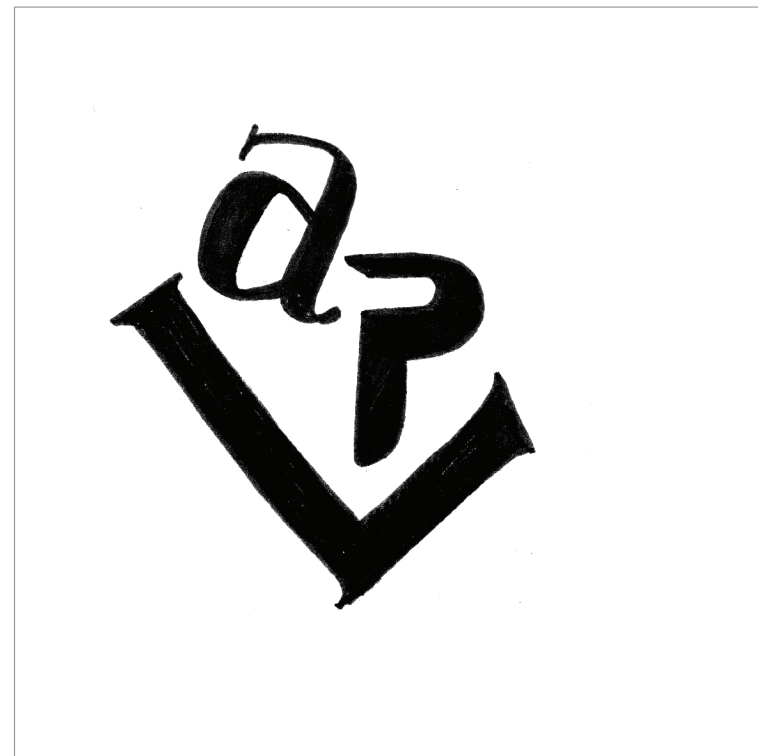
1. Pictogram or Icon



2. Abstract Symbol



3. Monogram



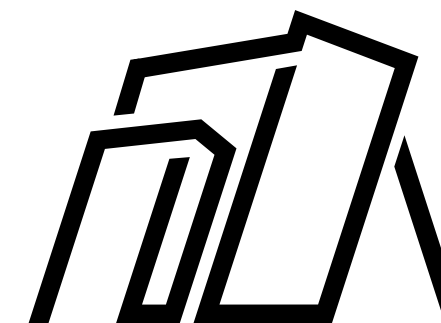
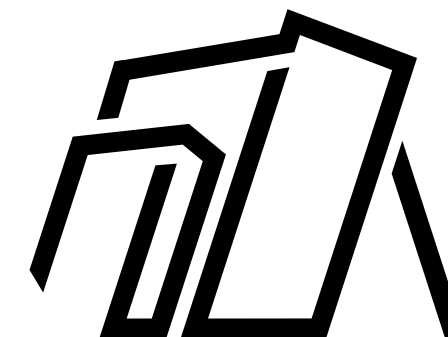
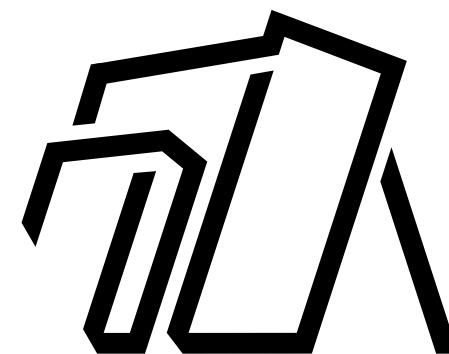
4. Logotype or Wordmark



5. Combination



VECTOR MARKS
AKRON PUBLIC LIBRARY



LOGO SPECS
AKRON PUBLIC LIBRARY



BLACK + WHITE



COLOR



COLOR ON COLOR 01



COLOR ON COLOR 02

ALTERNATE MARK



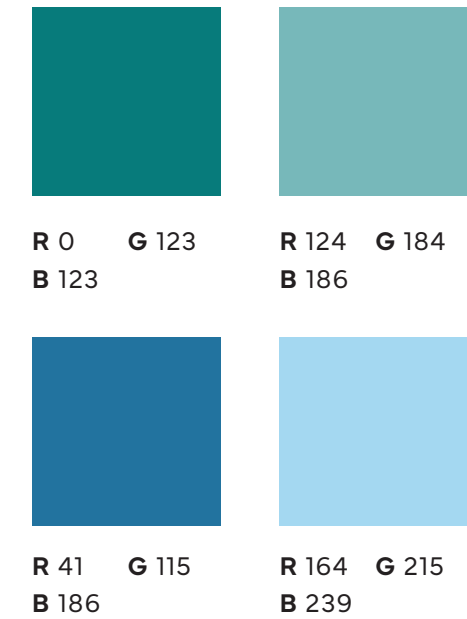
PANTONE



CMYK



RGB



STATIONERY SYSTEM

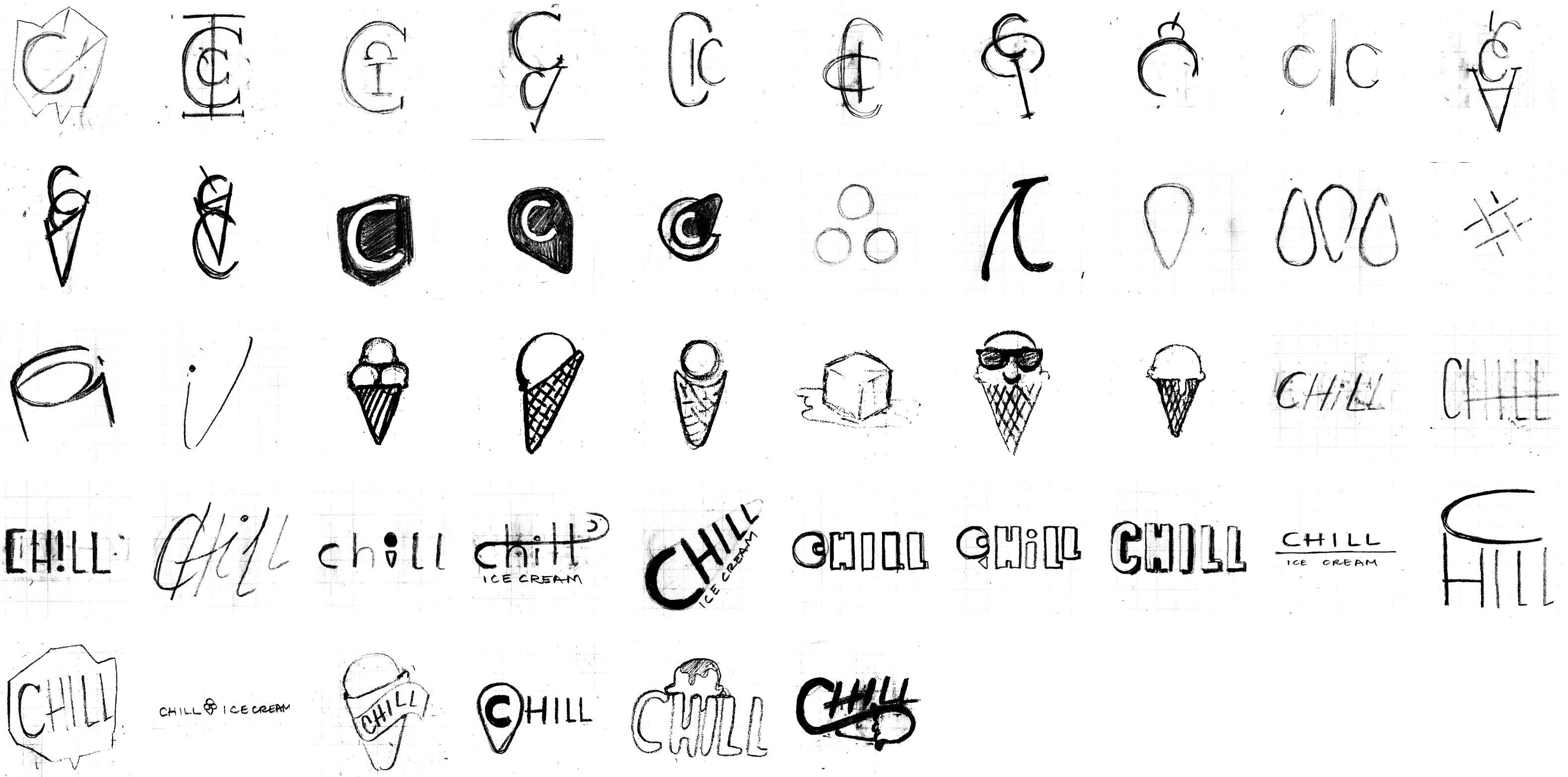
AKRON PUBLIC LIBRARY



RETAIL

CHILL ICE CREAM

SKETCHES
CHILL ICE CREAM



REFINED SKETCHES

CHILL ICE CREAM

Rhye Pirie

Company Name

Chill Ice Cream

Type of Business

Retail

Key Words

food service, ice cream, frozen dessert,

Company Mission Statement

Chill Ice Cream Co. founded by three Northeast Ohio Brothers that have a passion for ice cream. Their goal is to take Ohio by Storm, one legendary flavor at a time. We have set the bar high to offer only the finest ice cream to satisfy the palates of adults as well as children alike.

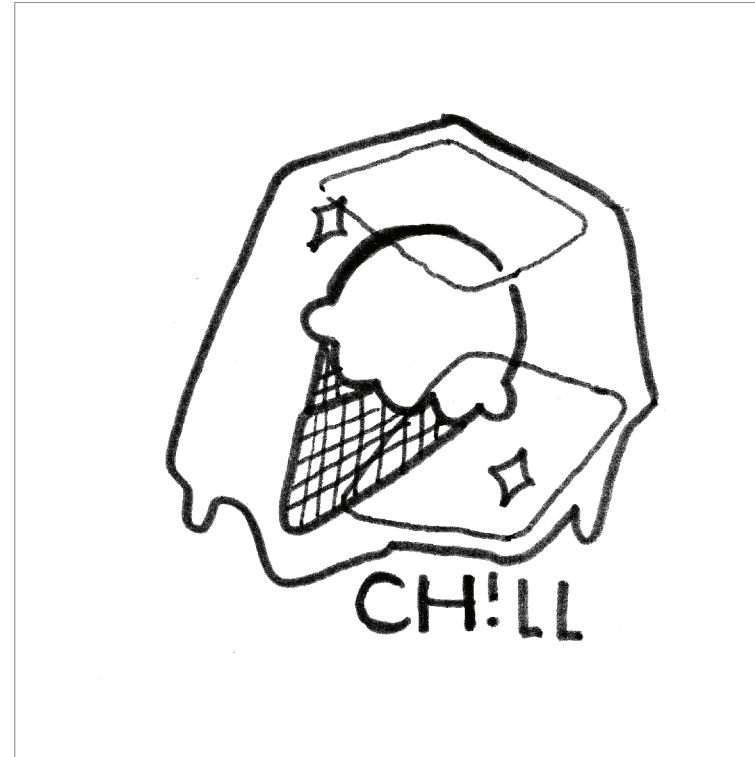
Competitors

Mary Coyle's, Baskin-Robins, Handel's, Pav's Creamery, Dairy Queen, Kenmore Freeze, Scoops

How have you differentiated them from their competition

Chill's existing branding has a playful 80s theme, and while not well executed, is already rather unique for their market. The marks here play off this with a neo-twist better suited for contemporary audiences.

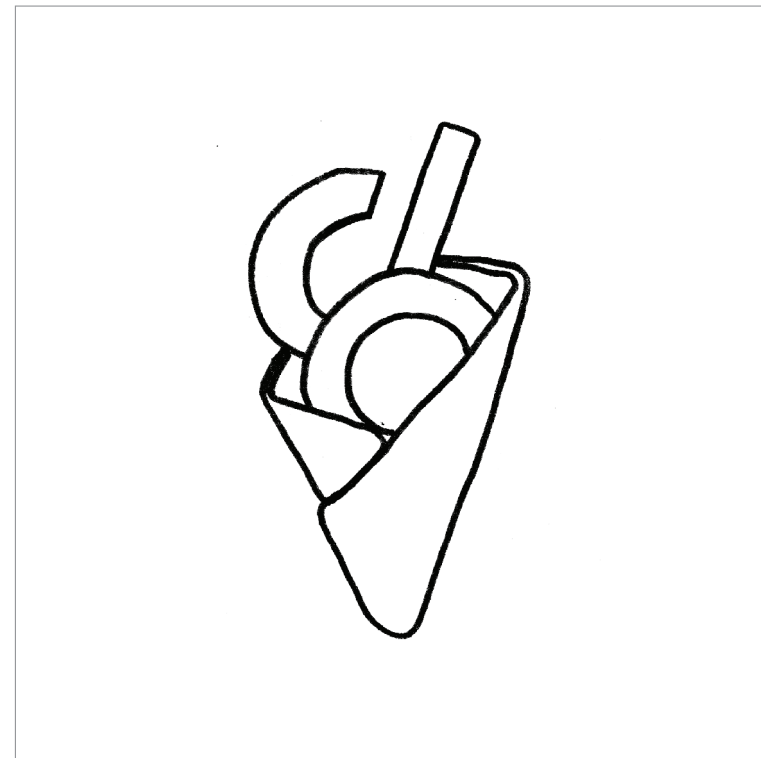
1. Pictogram or Icon



2. Abstract Symbol



3. Monogram



4. Logotype or Wordmark



5. Combination





Chill

Chill

Chill

CHILL
artisan ice cream

CHILL
ice cream

Chill
artisan ice cream

Chill
artisan ice cream

Chill
ice cream

Chill
ice cream

LOGO SPECS

CHILL ICE CREAM



BLACK + WHITE



COLOR



VARIANT 01



VARIANT 02

ALTERNATE MARK



PANTONE



PANTONE
P 96-1 C

PANTONE
P 124-3 C

CMYK



COLOR
C 18
M 21
Y 0
K 0

COLOR
C 33
M 0
Y 13
K 0

20% OPACITY
C 33
M 0
Y 13
K 0

RGB



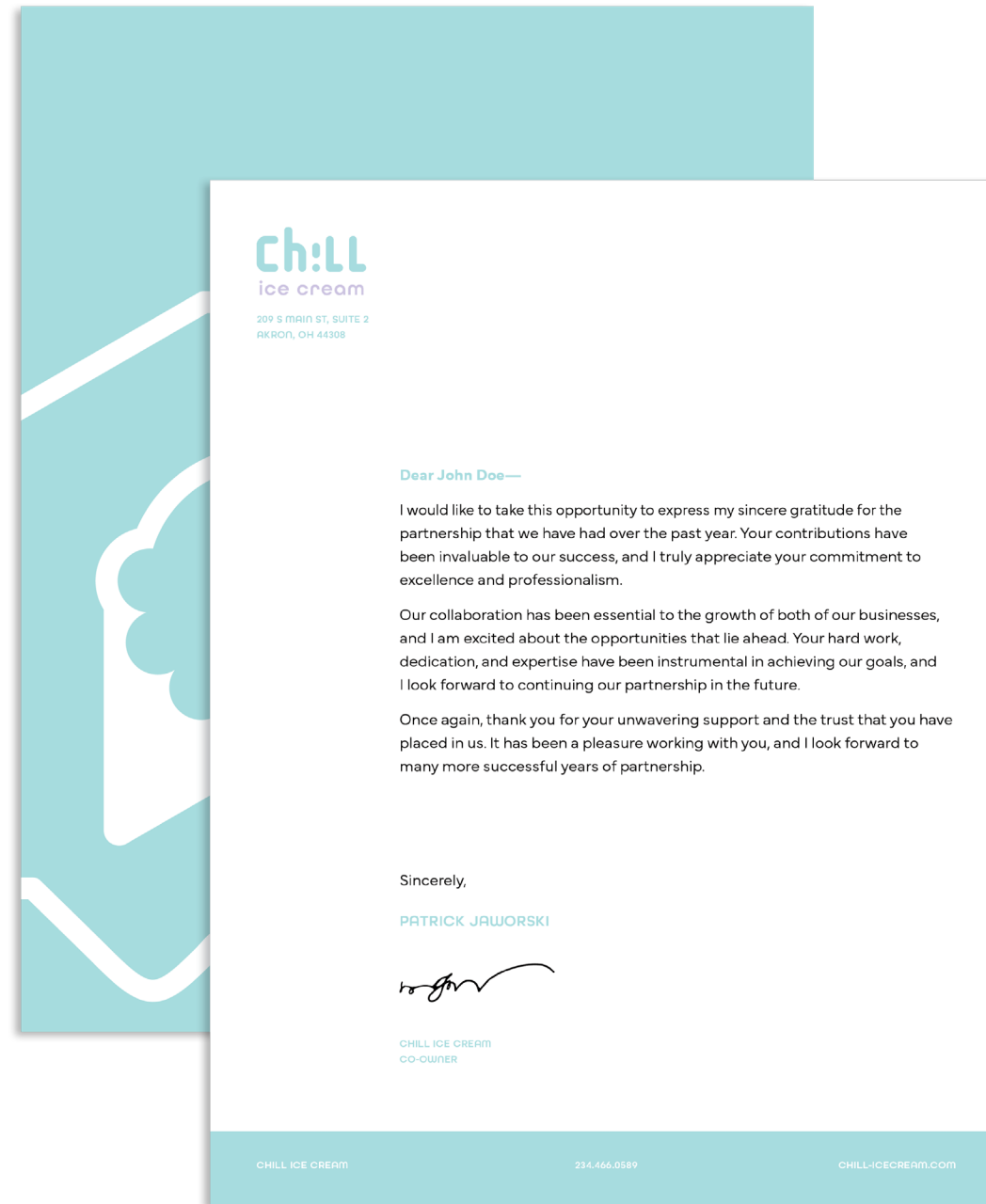
COLOR
R 204
G 196
B 225

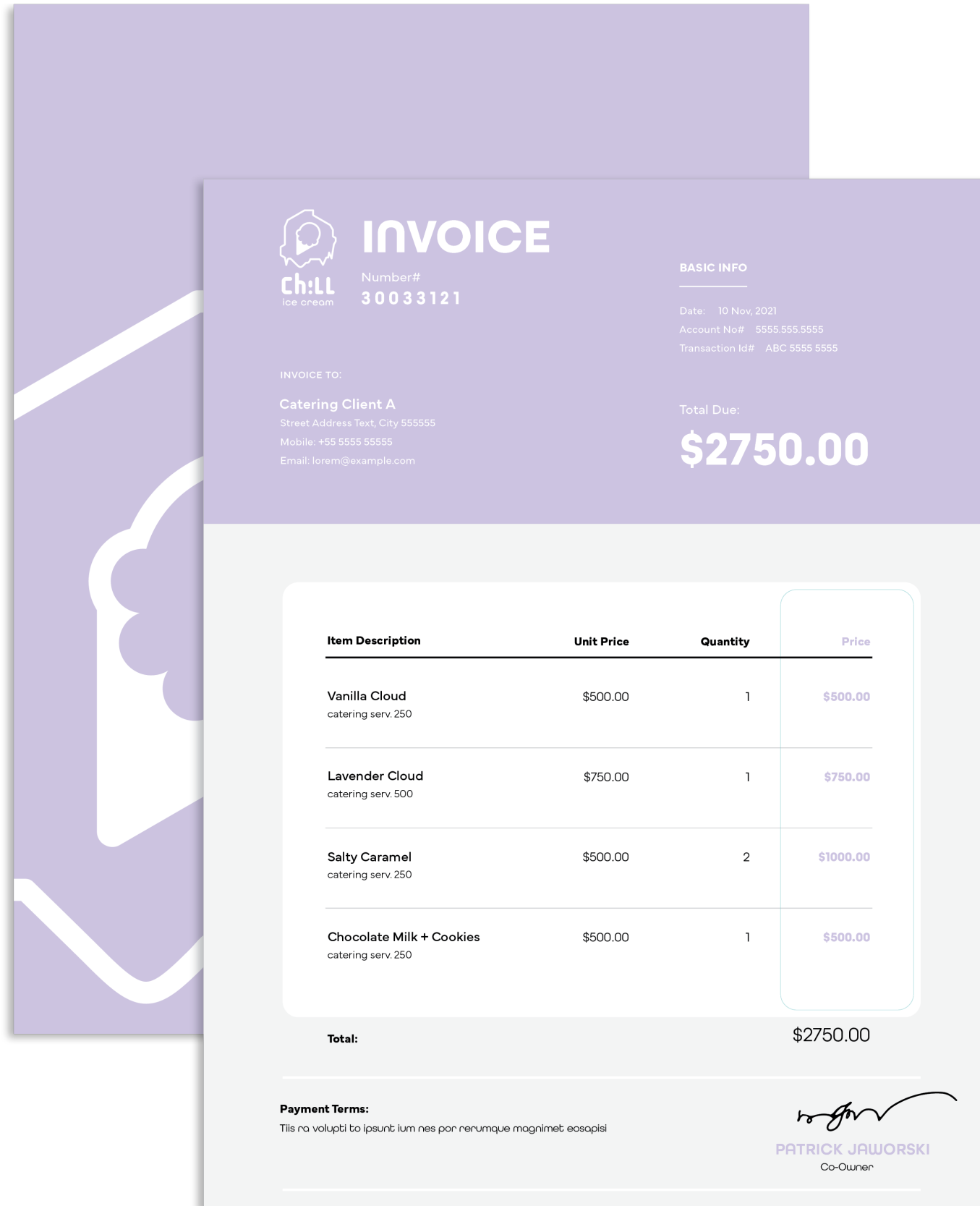
COLOR
R 167
G 220
B 223


20% OPACITY
R 167
G 220
B 223

STATIONERY SYSTEM

CHILL ICE CREAM





 **INVOICE**
Number# 30033121


BASIC INFO
Date: 10 Nov, 2021
Account No#: 5555.555.5555
Transaction Id#: ABC 5555 5555

INVOICE TO:
Catering Client A
Street Address Text, City 555555
Mobile: +55 5555 55555
Email: lorem@example.com

Total Due:
\$2750.00

| Item Description | Unit Price | Quantity | Price |
|------------------------------------------------|------------|----------|------------------|
| Vanilla Cloud catering serv. 250 | \$500.00 | 1 | \$500.00 |
| Lavender Cloud catering serv. 500 | \$750.00 | 1 | \$750.00 |
| Salty Caramel catering serv. 250 | \$500.00 | 2 | \$1000.00 |
| Chocolate Milk + Cookies catering serv. 250 | \$500.00 | 1 | \$500.00 |
| Total: | | | \$2750.00 |

Payment Terms:
Tlis ra volupti to ipsunt lum nes por rerumque magnimet eosapisi


PATRICK JAWORSKI
Co-Owner

PRINT ADVERTISEMENTS

CHILL ICE CREAM



chill
with
US.

small batch artisan ice cream
churned fresh daily

chill-icecream.com



chill
with
US.

small batch artisan ice cream
churned Fresh daily

chill-icecream.com



chill
with
US.

small batch artisan ice cream
churned fresh daily

chill-icecream.com



UPFRONT

Managing Editor | Kelly Petrypa | kpetrypa@bakermediagroup.com

Value Added

Shopping local minority-owned businesses sends a message.

I've spent a lot of time recently trying to cook healthier, and my kitchen soundtrack is often "The Daily" podcast by *The New York Times*. The June 5 episode, "Why They're Protesting," about the outcry for reform following the death of George Floyd by police, has lingered in my head. A Black construction worker, Donard Hubbard, recounted how he took a lunch break with a white co-worker and police stopped him, saying he looked like a domestic dispute suspect. The officer questioned Hubbard and asked for ID before getting another call, letting him go and flicking his ID on the pavement. Hubbard wasn't as upset about getting stopped as he was about his co-worker looking on and doing nothing.

I've stood back far too often, and that story helped me understand how hurtful that can be. I should be standing up to racism and standing with my friends and neighbors facing discrimination. The issue is urgent — action is required.

As many sought ways to help, lists of businesses to support began circulating. For our annual Shop Local feature, we followed suit and compiled a guide of minority-owned businesses in The 330.

On pg. 26, meet anti-racism activist Rachel Cargle, a Green native who recently boomeranged back from New York City and launched Elizabeth's Bookshop & Writing Centre in Akron to sell books by minority authors. She also runs the online platform, the Great Unlearn, which encourages participants to unlearn what we are normally taught and relearn issues from diverse perspectives.

Unlearning is what we need now. The inequities in our society have always been there, but the pandemic has exposed them further, with 17 percent of the state's 5,000-plus conservative deaths being of Black Ohioans, according to Ohio Health Department data. As Cargle and other activists urge, we can't afford to let the momentum of calls for racial justice fade. We need to push for a future where hate is unacceptable and everyone is treated equally.

"People at our dinner tables, family members, neighbors at our family events, in order to not rock the boat, we don't say things," she says. "It's time for racists to be the ones who are uncomfortable, and we need to start making this in what we allow to be the norm, in what we allow to be acceptable."

We need to let go of fears of offending. The last thing a person dealing with racism needs is to have to accommodate others' discomfort. As a white woman, showing solidarity is not about my journey of becoming a better person. This moment is about saying these inequalities aren't right, so let's listen to marginalized people leading the conversation and support those doing the work.

Part of unlearning is being intentional about what we consume and from who. As many sought answers, sales of anti-racism books spiked 200 percent this summer, and "White Fragility" by a white professor topped the bestseller list. We should be learning about racism from minority authors who have experienced it.

Reading books takes us inside others' worlds. I hope our Shop Local feature does the same. A theme that came up is the importance of minority representation, and that includes shop owners behind the counter.

Akron has great programs like Bounce Innovation Hub's Mentor accelerator that helps minority and female entrepreneurs, but consumers need to match that support.

"We went through struggles trying to find our way. Some people, it's already laid out. But for us, we did everything from scratch. We didn't have a family business that was passed on to us or anything like that. We started from the ground and built it all the way up," says Preston Clark, a co-owner of 7th Floor Clothing, featured on pg. 28.

One of the many lessons we've learned during the pandemic is that our community has to prioritize helping one another. That cycle of mutual support is what's keeping us afloat.

As we buy holiday gifts, we have the power to support entrepreneurs shaping our communities rather than shopping from corporations. We all send a message with where we spend our money.

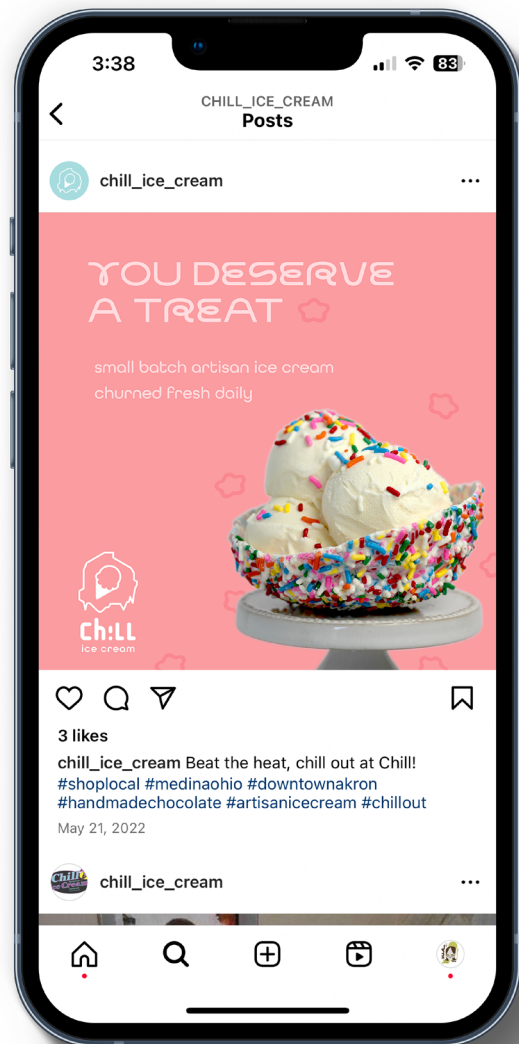
So let's unlearn the approach of standing back. Instead, let's relearn how to support our neighbors who need it most.

Managing Editor Kelly Petrypa is an adventure author, lover of a dinner and an avid supporter of #transitans.

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SOCIAL MEDIA ADVERTISEMENTS

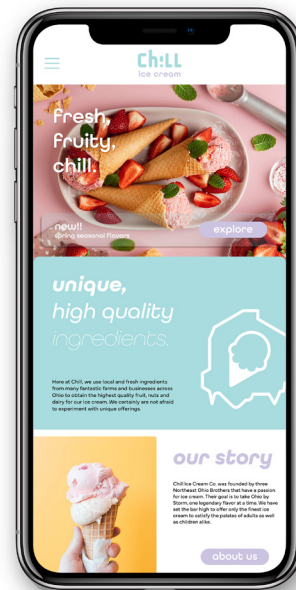
CHILL ICE CREAM



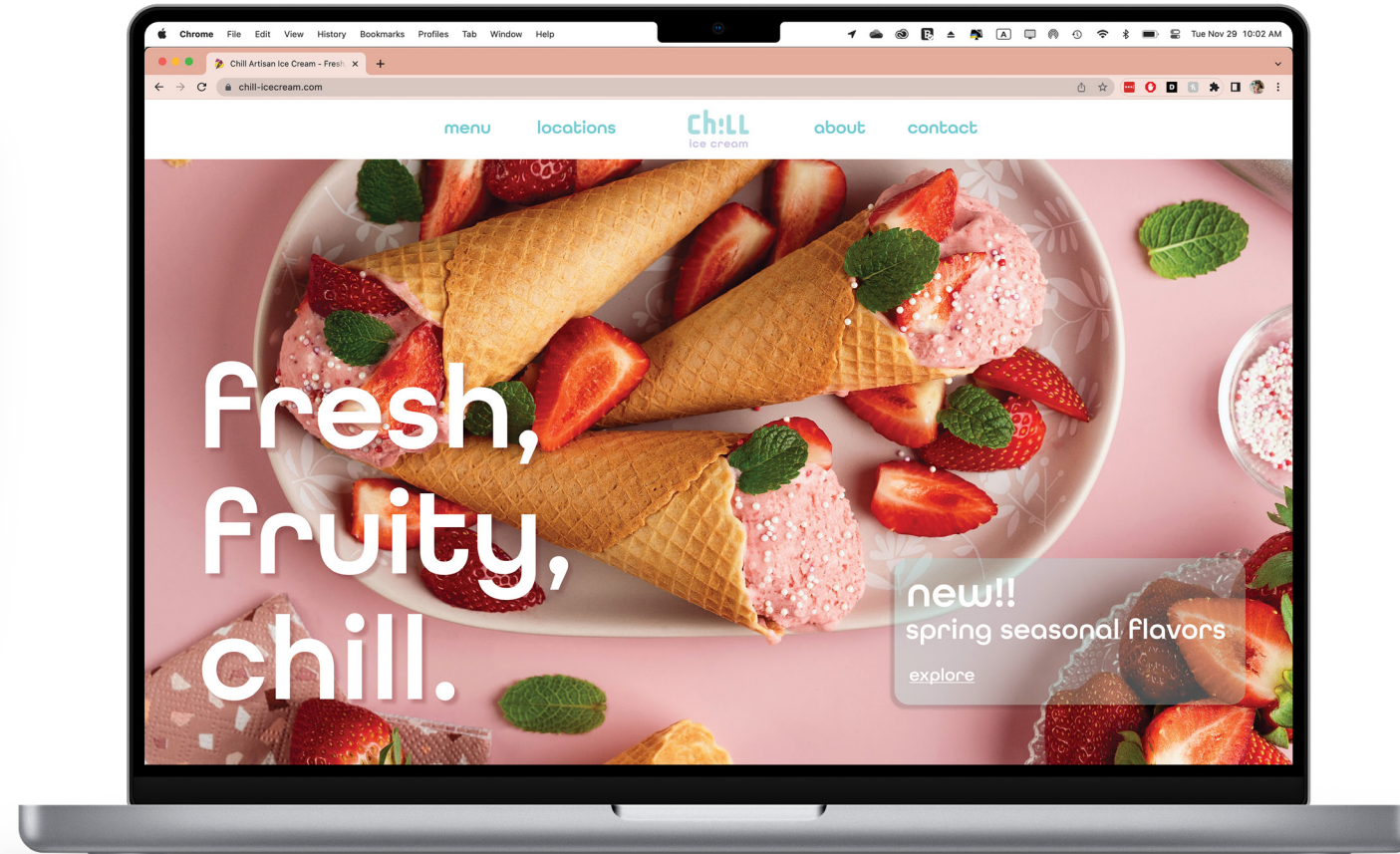
SIGNAGE
CHILL ICE CREAM



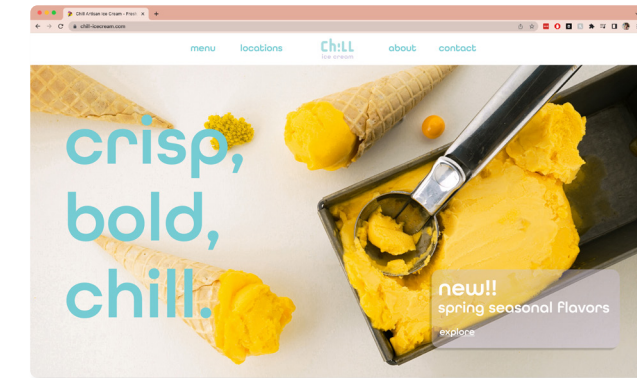
MOBILE SITE



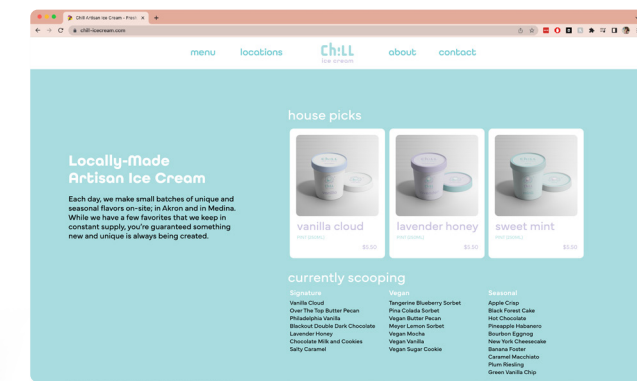
DESKTOP HOMEPAGE



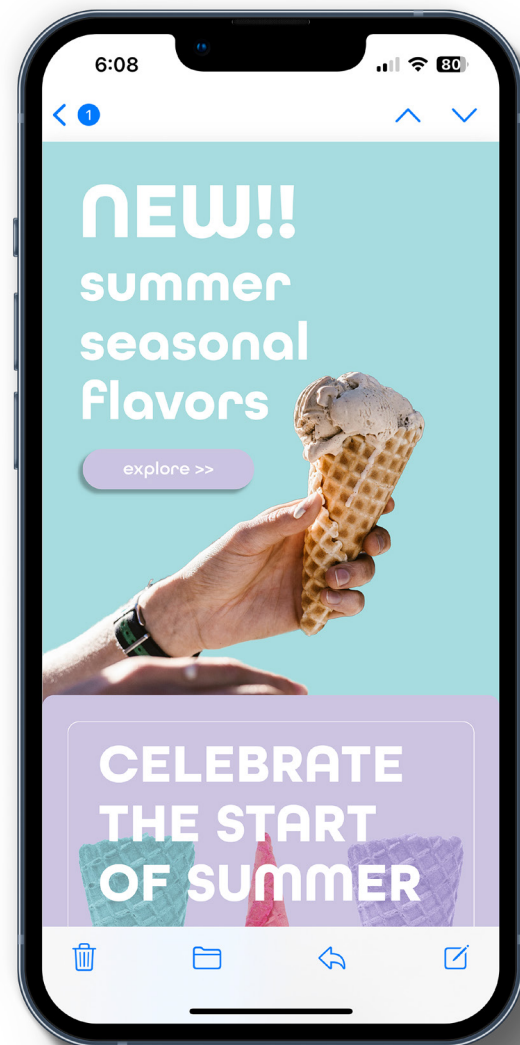
DESKTOP HOMEPAGE, SEASONAL



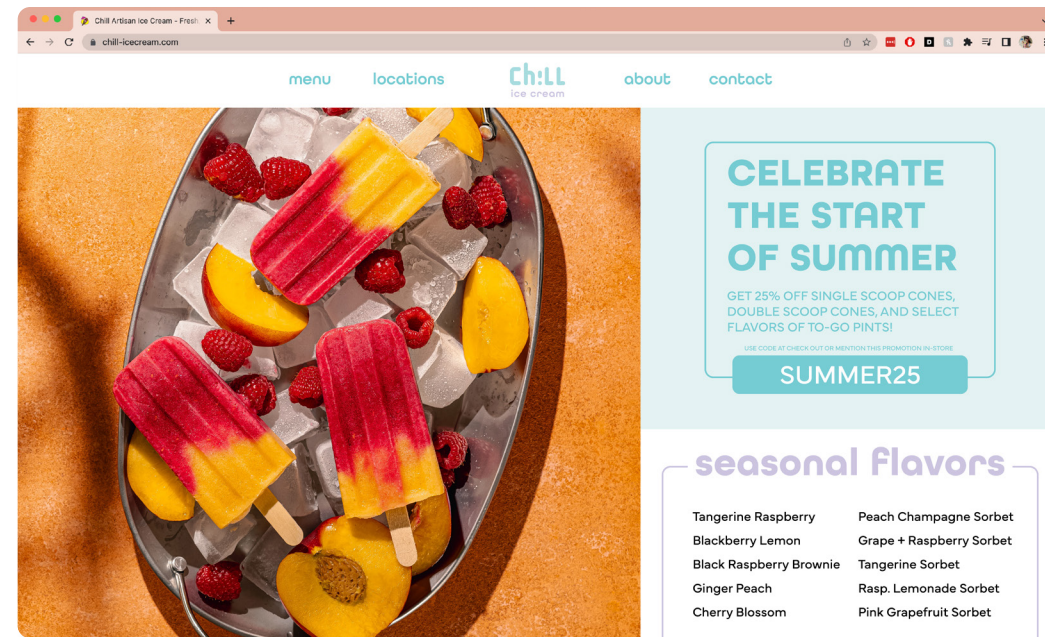
DESKTOP INTERIOR PAGE



HTML EMAIL



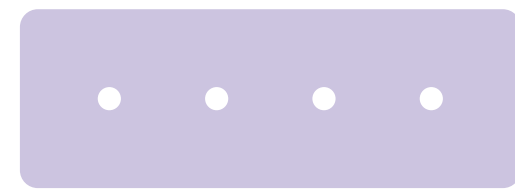
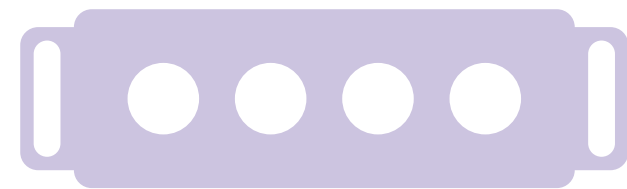
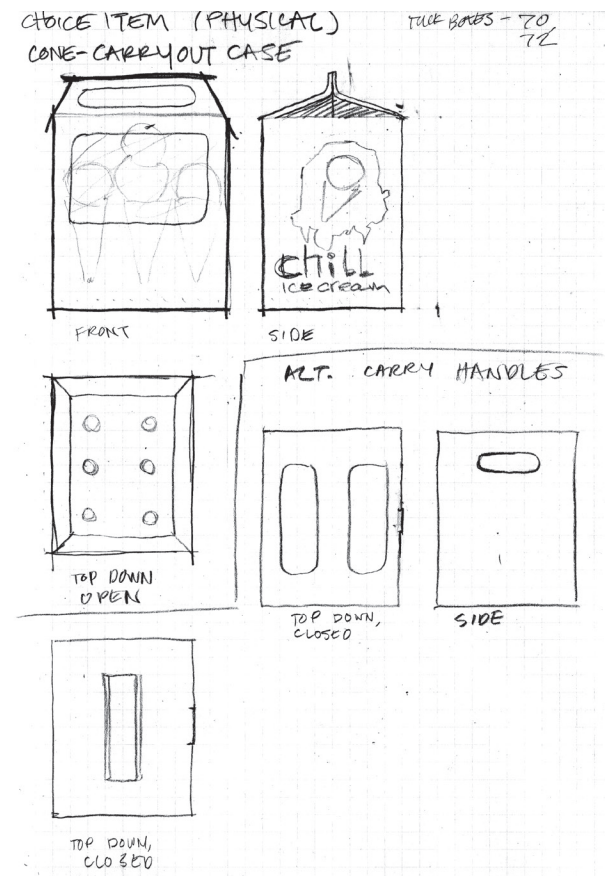
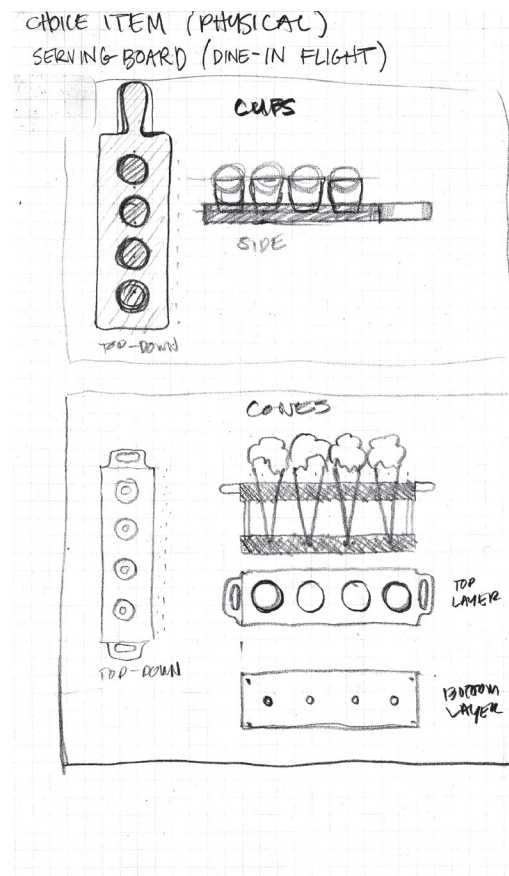
LANDING PAGE



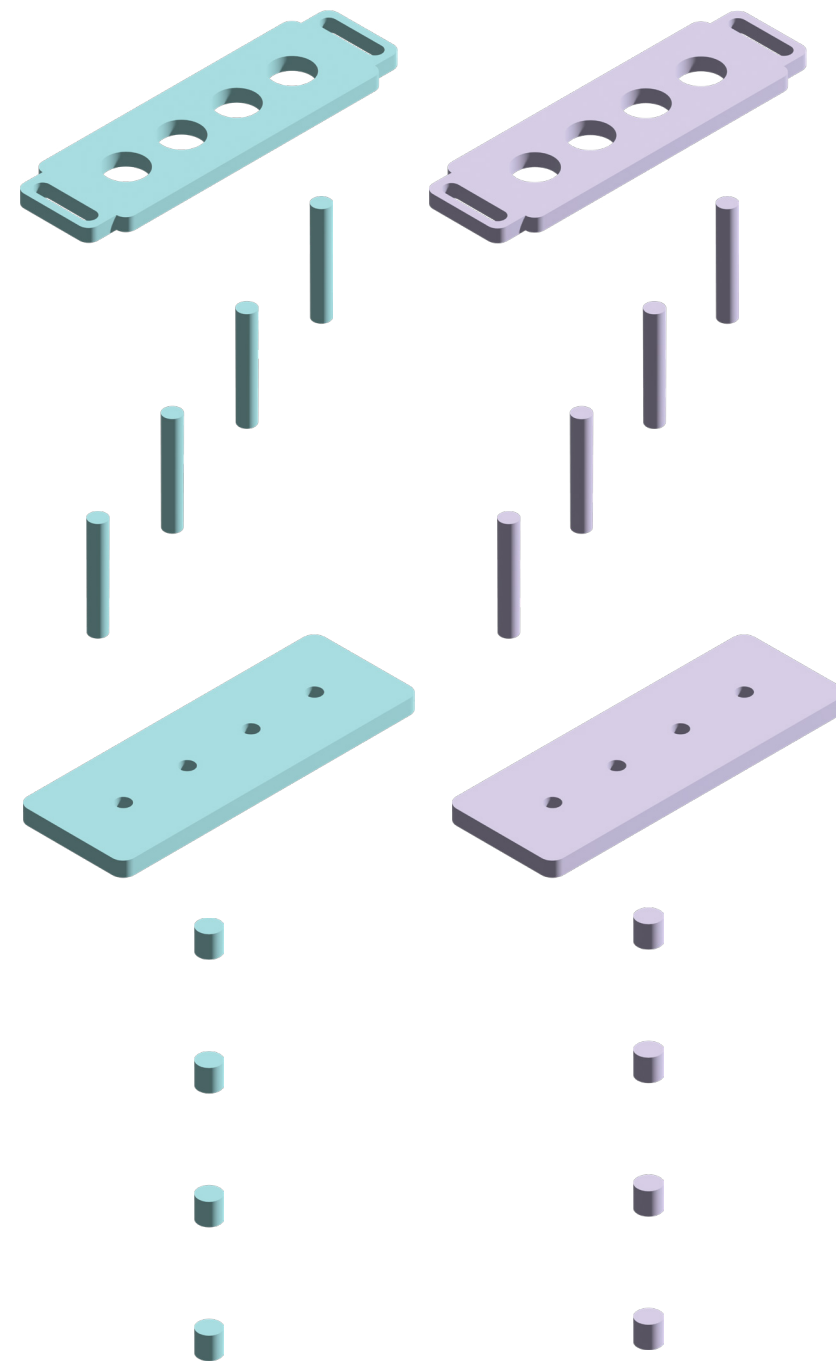
CUSTOM PHYSICAL APPLICATION

CHILL ICE CREAM

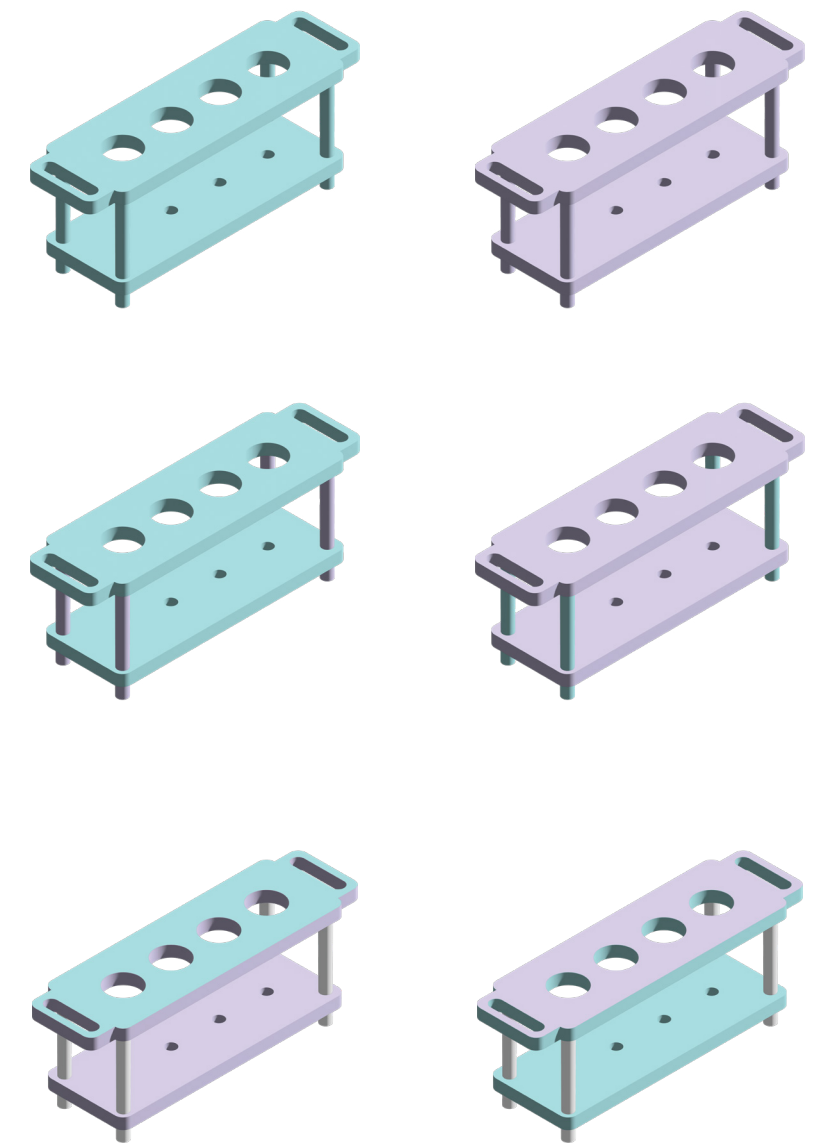
CONCEPT DEV



PARTS | 3D EXTRUSION



FULL MODEL | COLOR EXPERIMENTATION



CUSTOM PHYSICAL APPLICATION

CHILL ICE CREAM



DINE-IN CONE FLIGHTS

Specially designed for Chill Ice Cream, the Dine-In Flight Tray allows customers to enjoy the full-cone experience in small or sample size servings. With two size options—full size and flight size—the tray also offers a convenient solution for carrying multi-item orders from register to table.

ICE CREAM PINT CONTAINERS

CHILL ICE CREAM



MERCHANDISE

CHILL ICE CREAM

APPAREL



MERCHANDISE

CHILL ICE CREAM

TOTE BAG



ENAMEL PIN



EMBROIDERED PATCH



RHYE
PIRIE

CORPORATE IDENTITY
+ GRAPHIC SYSTEMS

PROCESS

RHYE PIRIE
FALL 2022