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the challenge

Bicyclists, Bradley Parsons, Cinda Nofziger and Andrew Westphal presented our class with three unique bike related organizations. I chose to work with Washtenaw Bicycling & Walking Coalition because their non-motor transport policy and advocacy stance was a unique and direct route to change. The group strives to raise awareness of issues surrounding pedestrian and bicycle culture such as bike lane and crosswalk laws. Many people assume bikes are for kids to play with and cyclists who ride as a sport rather than a transportation method. WBWC wants to counter that assumption by advocating for biking and walking is a viable form of transportation.

WBWC wanted their visual brand to come across as a friendly and open community while also upholding a professional and clean policy appropriate aesthetic. Our clients provided us with ample freedom to explore their passion for equal rights on the road, safety for all and pedestrian and bicyclist centric policy change.

audience

The target audience for WBWC's visual identity will be both policy creators as well as passionate bicyclists and pedestrians. A majority of people have either walked or rode a bicycle as a form of transportation, and that broad scope of people is an additional audience I wish to appeal to. Within the bike community I will make the identity accessible to women, a group often forgotten amongst the primarily male community.

client

Washtenaw Bike & Walking Coalition is an advocacy group working in Washtenaw county that promotes and forms policies to help bicyclists and pedestrians feel safer on the road. This group works to strengthen the connections between the non-motor transportation community. Brad Parsons, a bike advocate for over ten years and WBWC board member explained his ideal world in which there are "more people, on more bikes, more often." Brad revealed how lacking the community awareness of policies such as the five foot bike law exist, yet it is not apparent when riding on the road. The client would ideally like to see a community in Washtenaw akin to Denmark and the Netherlands where bicycling and walking is a way of life and the infrastructure relays that sentiment.

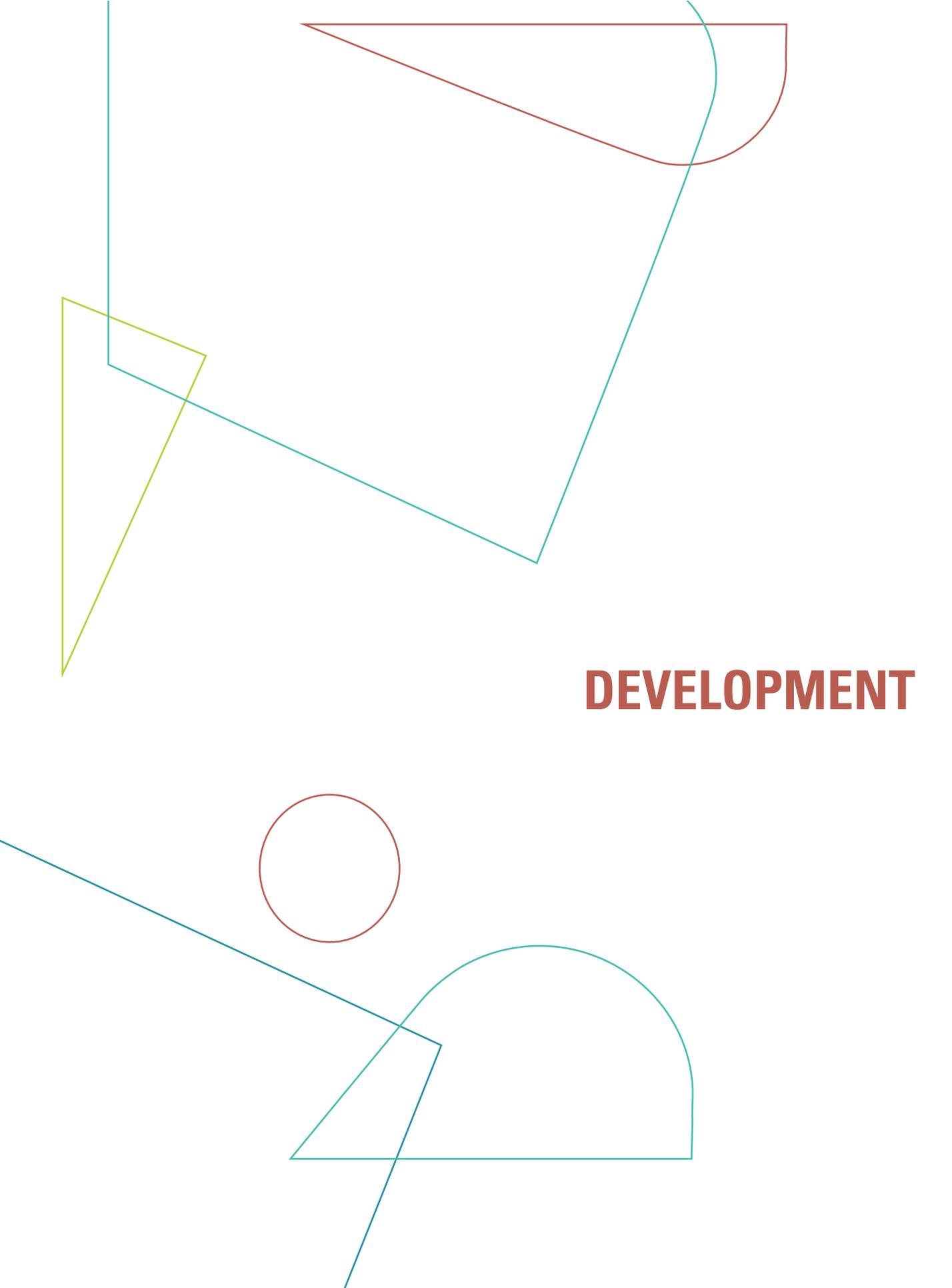
goals and objectives

The goal of this project will be to provide WBWC with an accessible, long lasting visual identity that bridges the gap between the pedestrian and bicycle focuses to present a unified front to community members and policy makers. A balance will be struck between representing the serious yet playful pathos of WBWC and the professional settings in which they strive to improve policy. The combination of bicycling and walking as relating to the environment will be the logo's cornerstone. This brand will be applied to posters, informational graphics, stationery, apparel and digital media relaying policy information and statistics about bikers and walkers.

the proposal

the executive summary

I responded from the information that the client presented to us and started to form WBWC's visual identity in sketches that related walking and bicycling in an unassuming way. In these sketches I realized that representing different people coming together for a central goal is how I wanted to visualize this coalition. I transitioned through a logo that resembled The Ride logo, a logo that was too sterile for the group, a logo that looked like it should belong to a chemistry laboratory, and a logo that looked like a chemistry flower collection. In my final form, I found I could link the environment, pedestrian and bicycling issues with coming together in an elegant yet fun way.

The image features an abstract composition of geometric shapes and lines. A teal line forms a large, irregular shape on the left side, with a vertical segment at the top and a diagonal segment extending downwards. A red line forms a shape at the top right, consisting of a horizontal top edge, a curved bottom edge, and a vertical right edge. A yellow-green line forms a triangle on the left side, overlapping the teal shape. A red circle is positioned in the lower-middle section. A teal line extends from the bottom left towards the center, overlapping the red circle and a teal shape at the bottom right. This teal shape at the bottom right has a horizontal bottom edge, a vertical right edge, and a curved top edge. The word "DEVELOPMENT" is written in a bold, red, sans-serif font on the right side of the page.

DEVELOPMENT

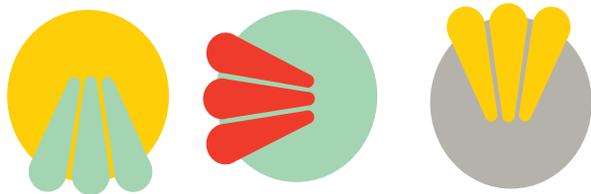


sketches

I made an inspiration page with collages to think about how I to represent movement and direction.

Representing bicycling with minimal forms was easier than representing other non-motor transit methods. Existing pedestrian signage and visual identities used footprints or literal figures walking. I did not want use a literal translation of a human form walking so I worked to come up with something different.

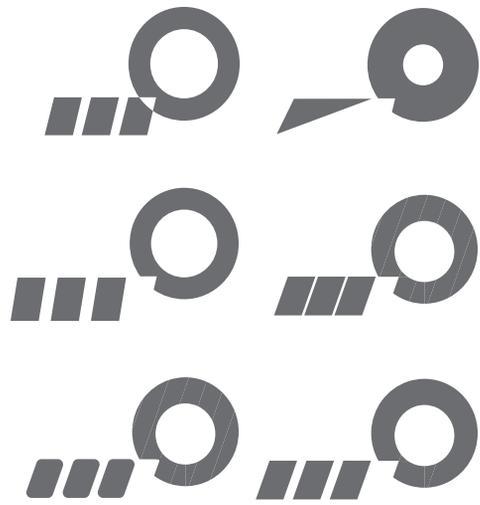
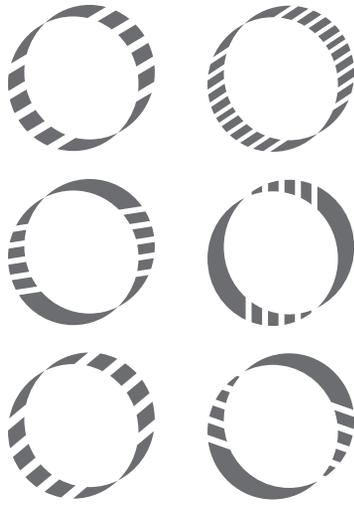
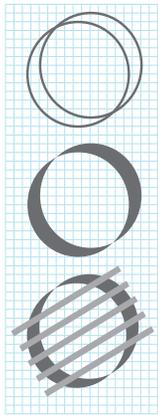




sketches

With help from the definitions of coalition, alliance and union I pulled out the notion that the logo has to visually communicate a variety of people coming together for a very direct cause.

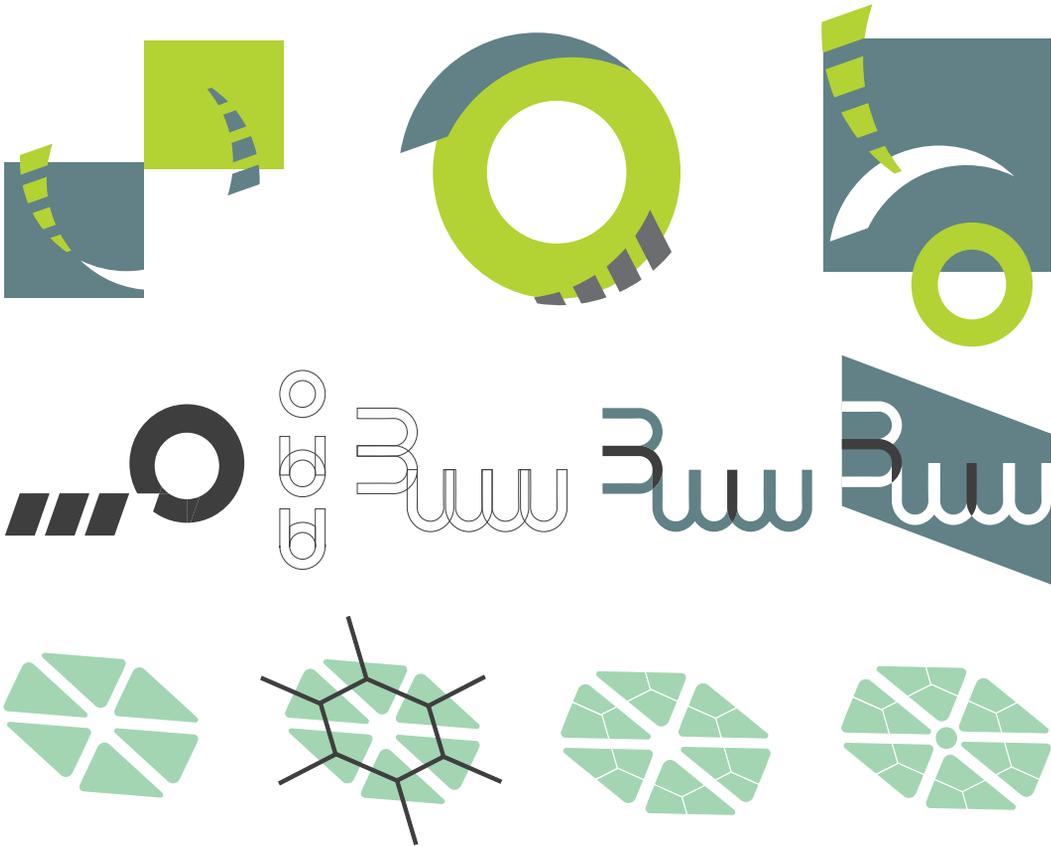
The logo symbols to were designed off of the idea of many voices culminating in a focused objective and goal. These sketches loosely resemble the spokes of a wheel as a result of the juxtaposition of curvilinear and rigid lines.



sketches

above: A logo designed with the idea of movement forward based on the continuous cycle of building steps leading to more and more action. Formally speaking, this logo is based on an abstracted wheel that has been spliced into what looks like steps or road markers and leading guiding round forms.

above: This option was designed with the intent of expressing motion and movement with a finite and definite end. Three path steps that resemble preexisting road marker identifiers are angled forward and end at a circular point. This point somewhat resembles the location bubble on maps with the size relationship between the inner circle and the outer circle.

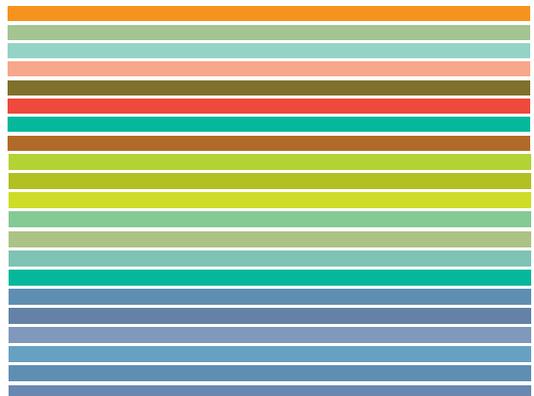


development

Client feedback was that the previous right logo resembled The Ride Ann Arbor logo. Left are some experimental derivatives of that logo.

I combined organic and sharp forms utilizing the circle proportions from the previous logo. This created the bww form which leads the eye through the logo.

The bww logo was to sterile. I was inspired by the micro network created by volvox (photo right). I created an adaptable module for my new logo with the rigidity from spokes and branches of walking paths, which lead to the center. I also experimented with different color options.



**WALK BIKE WASHTENAW
COPPERPLATE BOLD**

Walk Bike Washtenaw
Futura Medium

Walk Bike Washtenaw
Gill Sans SemiBold

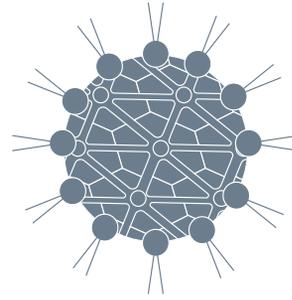
Walk Bike Washtenaw
Univers 55 Roman

Walk Bike Washtenaw
Enzo OT Light

Walk Bike Washtenaw
Avenir Medium

type considerations

I experimented with a variety of fonts to combine sophistication and professionalism with the friendly and inviting pathos of the coalition.



Bike Walk Washtenaw

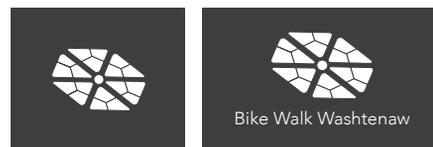
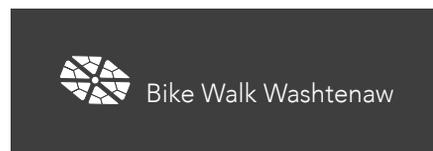
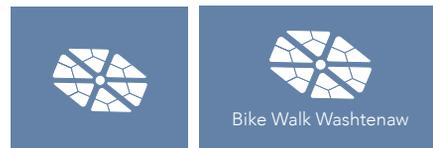
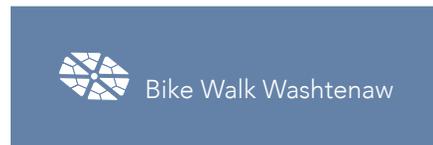


Bike Walk Washtenaw

development

Client feedback led me to simplify my logo to the single module. This pushed me towards a clearer bicycle spoke based network form I originally intended to represent.

This iteration showcases a single module combined with a friendly clean font. The one module allows the focus to be on the connections within the form or the group itself. The blue shifted towards a purer blue for a warmer impression.



Bike Walk Washtenaw



final logo

As I was preparing the cover of this manual I started to crop the single module. I was pleased more so at this form as it lost the flower form and became elegant. This logo struck the right balance between rigid geometry and soft lines. I decided that this logo would be my final concept.



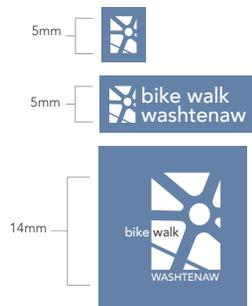
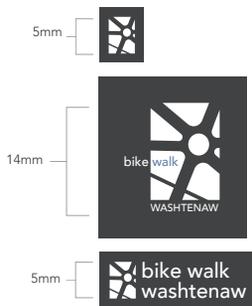
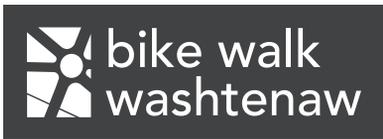
minimum sizes



Use this version when the logos are less than 20mm tall

primary logo

Primary logos are to be used on all printed publications and digital interfaces.



alternates

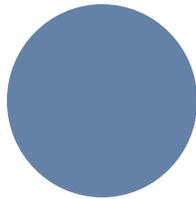
Alternates are to be used when the logo is applied on a primary grey or blue background.

color

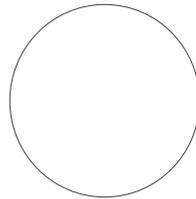
Consistently using only these colors when representing the brand will enhance the brand identity.

primary

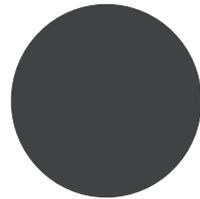
Logos must always be comprised of primary colors to ensure brand unity.



PANTONE P 108-12 U
C48 M25 Y0 K29
R100 G130 B167
#6482A7



PANTONE P 1-1 U
C0 M0 Y0 K0
R255 G255 B255
#FFFFFF



PANTONE P 179-14 U
C0 M0 Y0 K89
R67 G67 B69
#434345



secondary

Secondary colors are to be used in addition to the primary colors on applications such as posters, flyers, advertisements and merchandise.



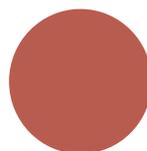
PANTONE P 160-8 U
C35 M0 Y10 K0
R178 G210 B53
#B2D235



PANTONE P 130-5 U
C65 M0 Y39 K0
R75 G192 B175
#4BC0AF



PANTONE P 120-5 U
C66 M10 Y0 K32
R31 G144 B166
#1F90A6



PANTONE P 54-5 U
C0 M65 Y54 K28
R85 G93 B81
#B95D51



type

Consistent use of type will ensure that all applications are easy to read across a variety of scales and mediums.

primary

Avenir light is to be used for the logo symbol and Avenir book is to be used for body text in print and digital applications.

Avenir Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!@#?

Avenir Book

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!@#?

secondary

Univers 67 Bold Condensed is to be used for titles in print, posters and other large applications. Univers 47 Light Condensed is acceptable for print and digital subtitles.

Univers 67 Bold Condensed

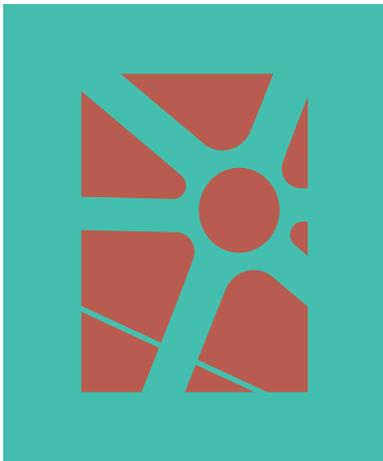
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!@#?

Univers 47 Light Condensed

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!@#?

identity control

Misuse of the logo will result in a muddled brand identity. These situations are NOT acceptable to use on any brand application except when changing all of the logo colors down below. In general, either use the primary logo colors for logo applications or secondary colors to use the logo as a design element.



DO change logo color and/or background to secondary colors for use as a design element
NOT for use as a logo.



DO NOT place the logo on a non-primary color



DO NOT stretch the logo in any direction



DO NOT outline any logo



DO NOT put a black logo on a blue background



DO NOT put the logo on a patterned background



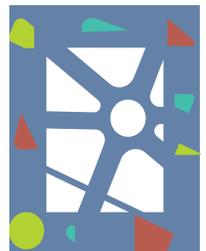
DO NOT put the logo on a gradient background



DO NOT apply the logo specified for under 20mm heights when the logo is over 20mm high



DO NOT put the positive logo on a black background

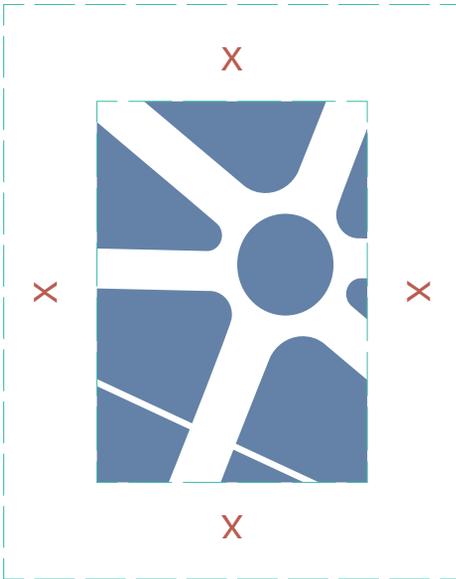


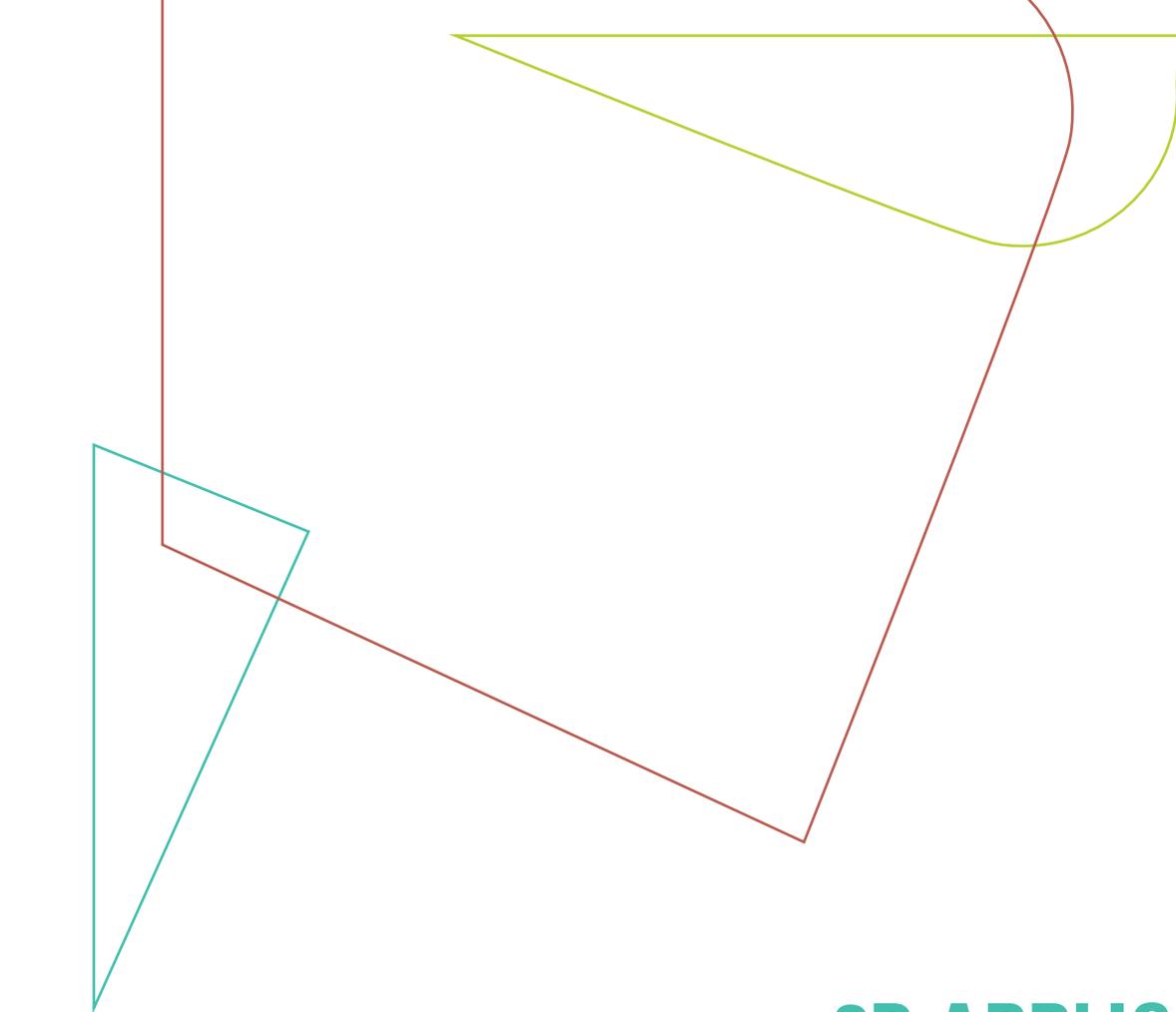
DO NOT let any object enter the specified grid



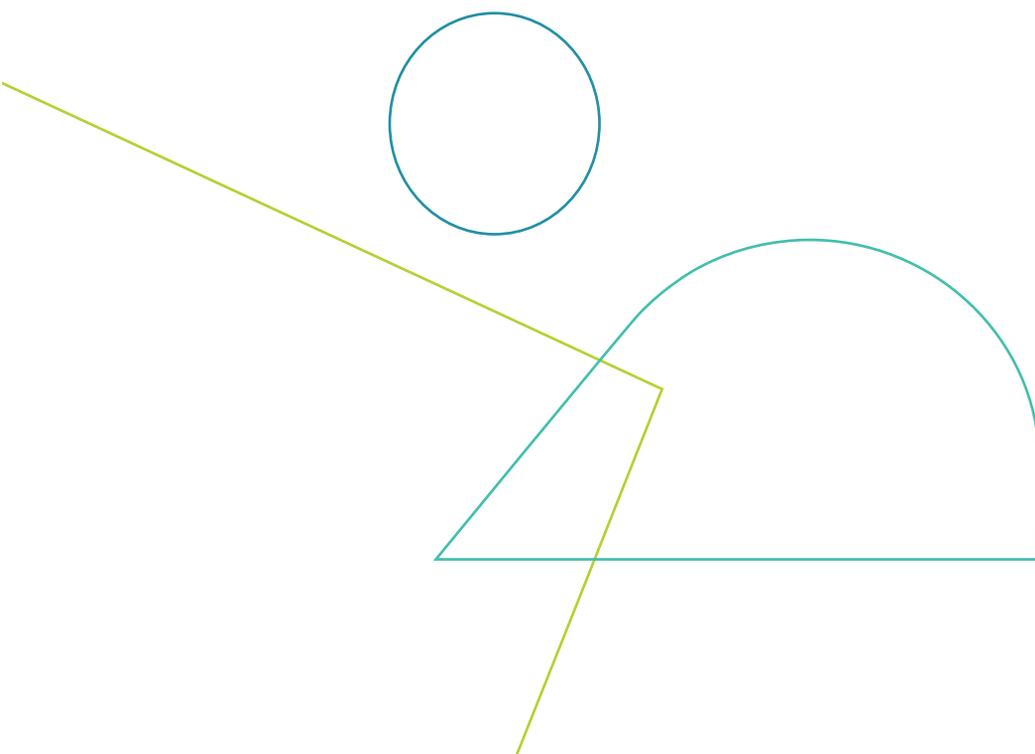
grid

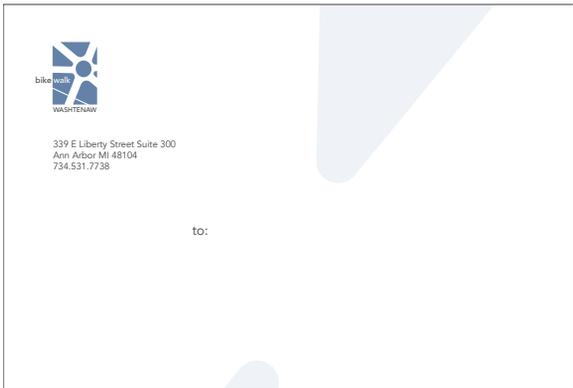
Maintaining blank space around the logo by leaving x space around a logo at any time will ensure brand clarity and precision.





2D APPLICATION





mailing label

stationery system

- 8.5x11" letterhead
- 4.25x9" envelope
- 3.5x2" business card
- 4x6" mailing label



Dear, Mr. Bie

Lorem ipsum dolor sit amet, nulla erat, lacus sed odio, at nec. Eu utroque wisi, enim placerat. Sempar ante, donec eget lectus. Blandis metus in, nunc lacus, massa turpis. Et nullam. Ipsum labore arcu. Sodales quisque ultramagquet. Duis lectus quam.

Amet est felis, tempor purna-enti, pede cursus tellus. Luctus pretium, solutpat trincidunt, augue amet. Enim sem. Pharetra ut vehicula, metus vel. In eu, nascetur iaculis diam, varius non eget. Metis nostris. In mollis, rem egest.

Eu elit, aliquam mauris. Elementum arcu imperdiet. Aliquam nec enim, nulla eros magna, nam quis. Scelerisque conwallis, hymenaeos diam onci. Tellus habitant dui. Lorem nec, metus diam. Ipsum ornare a, ipsum fringilla metus. Facilisis auctor quisque, metus vitae elit, netus suscipit eu.

Suscipit adipiscing id. At non augue. Lobortis dui, a leo vel, cursus conwallis. Vestibulum in. Vestibulum et. Pede sem, congue elit, dui massa. Interdum vel dui.

Sincerely,
Peter Houk
Peter Houk
Chair

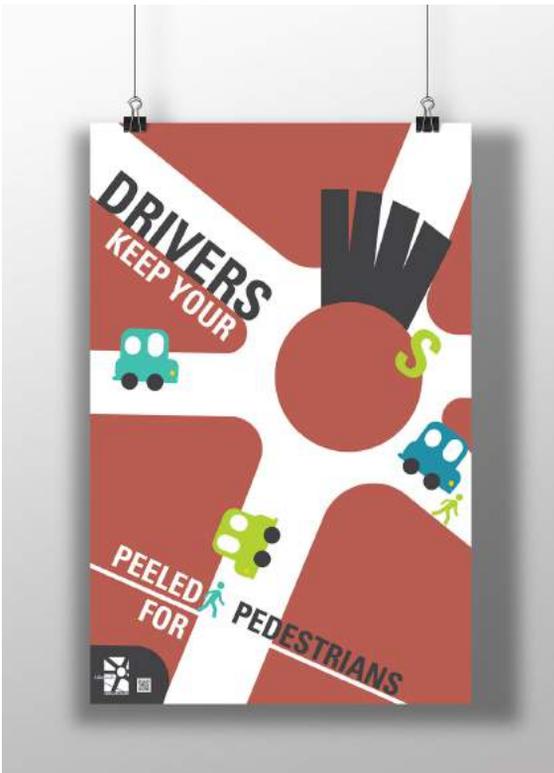
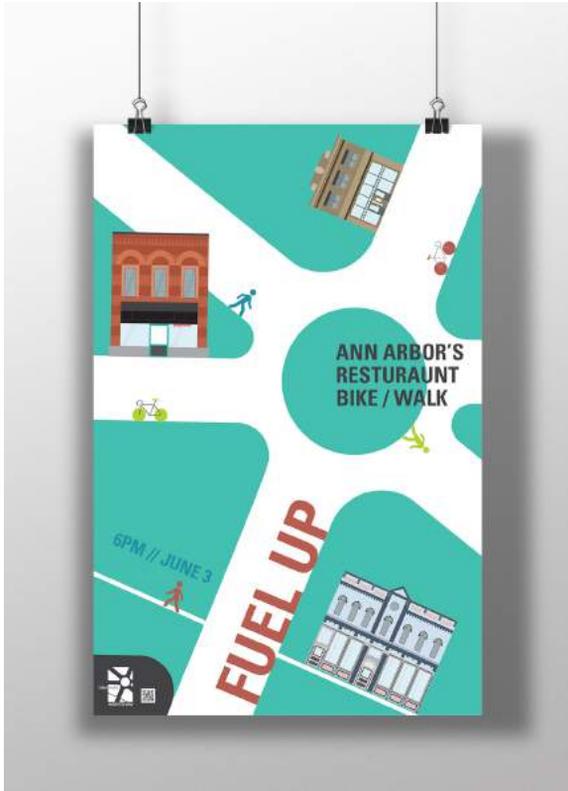
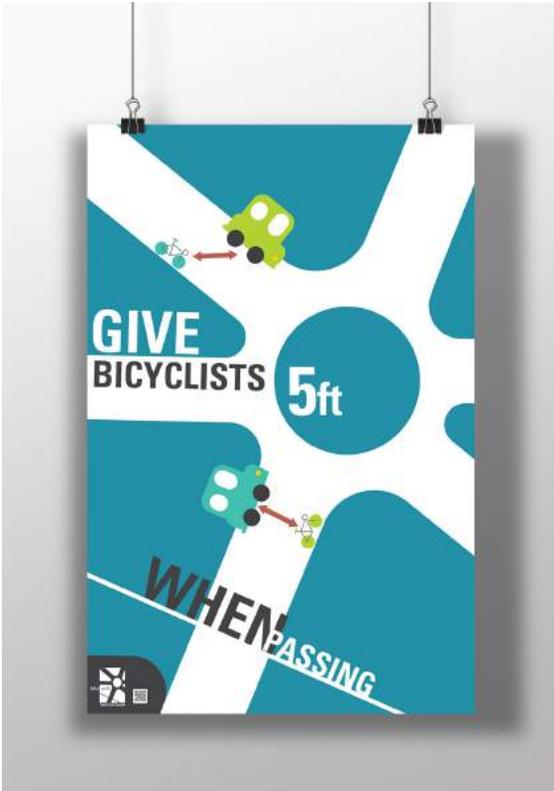
339 E Liberty Street Suite 300
Ann Arbor MI 48104
734.531.7738



339 E Liberty Street Suite 300
Ann Arbor MI 48104
734.531.7738



339 E Liberty Street Suite 300
Ann Arbor MI 48104
734.531.7738



posters

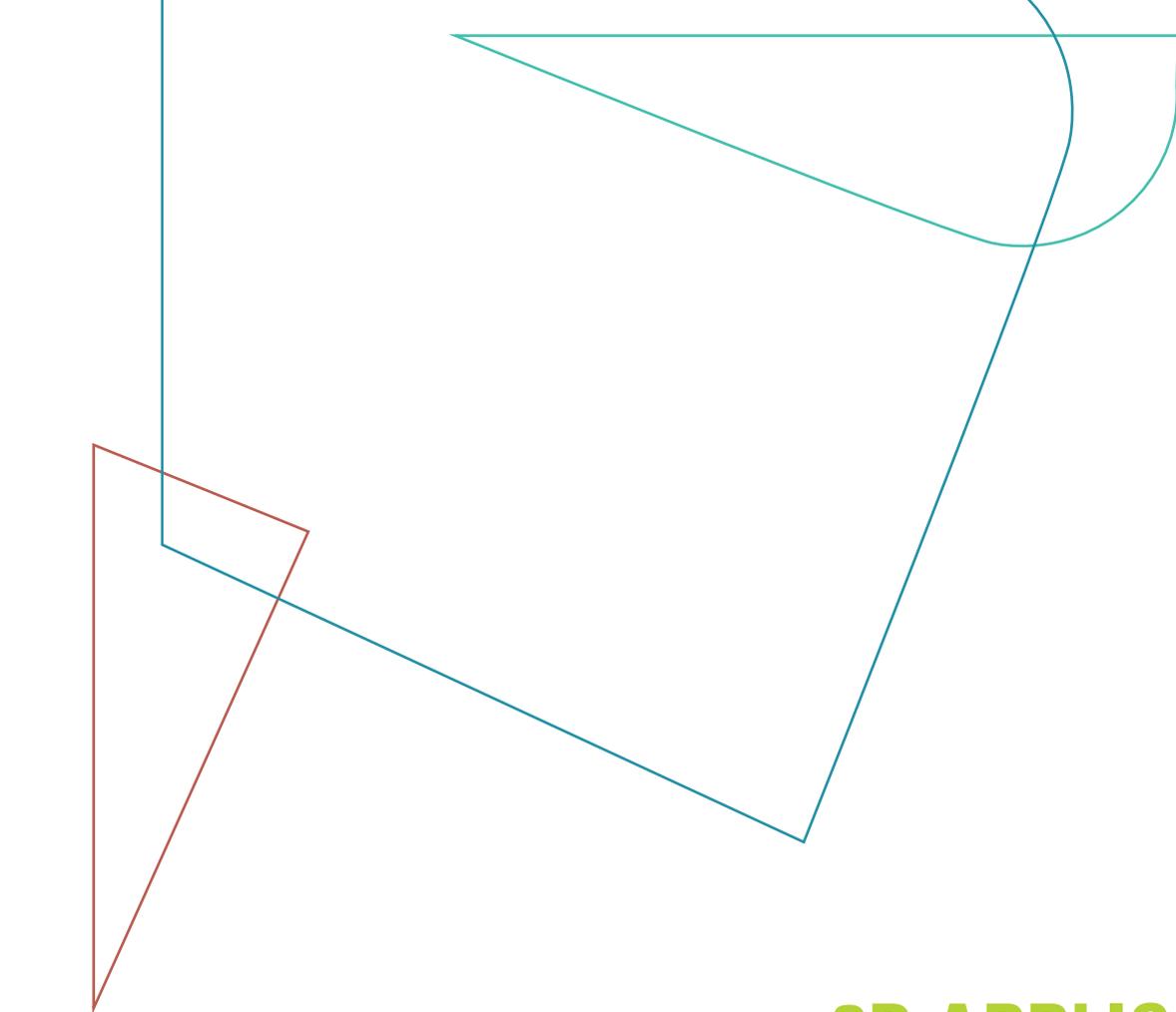
Two posters focus on bicycling and walking advocacy. One poster is an advertisement for a fictitious bike/walk restaurant crawl dubbed FUEL UP.



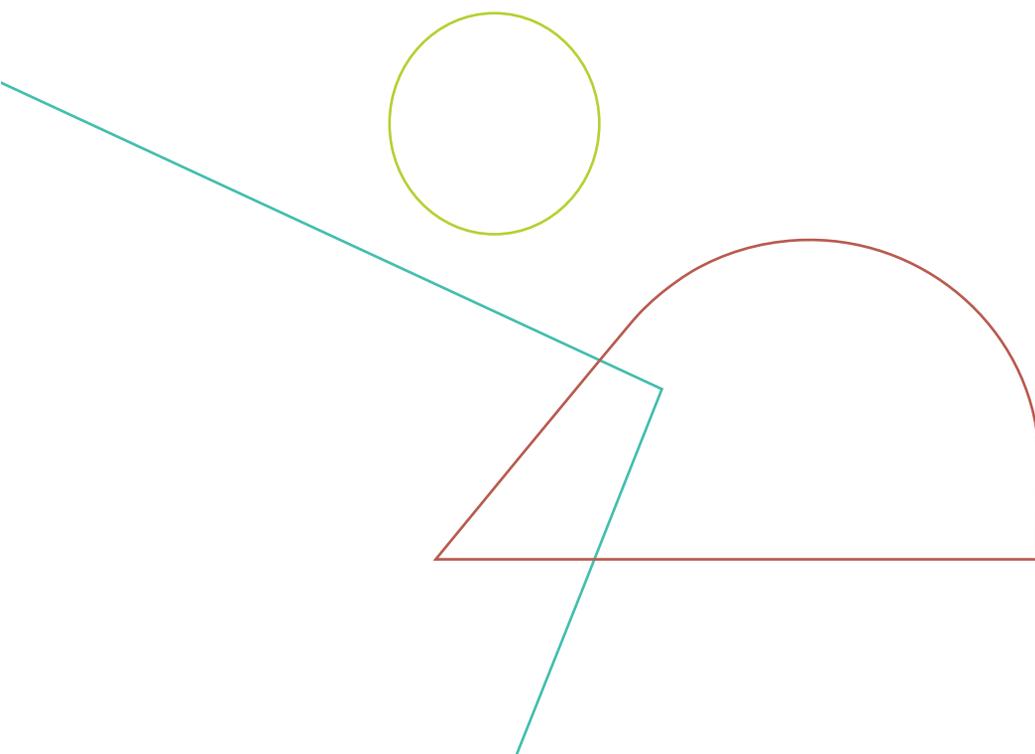


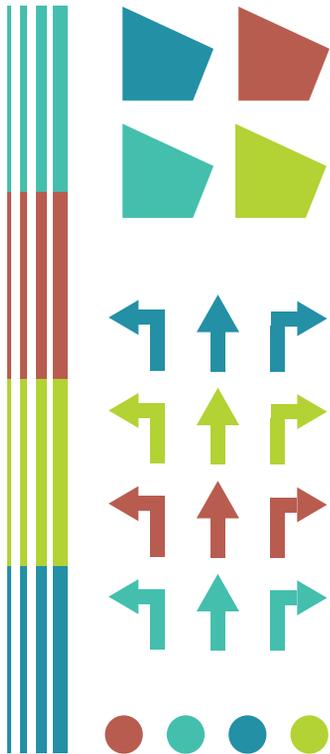
digital platforms

These welcoming digital homepages feature the logo form as a structural element for information.

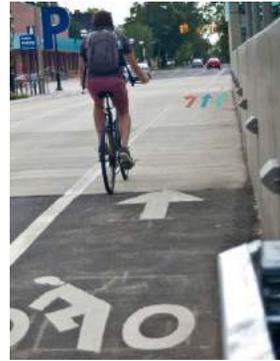


3D APPLICATION



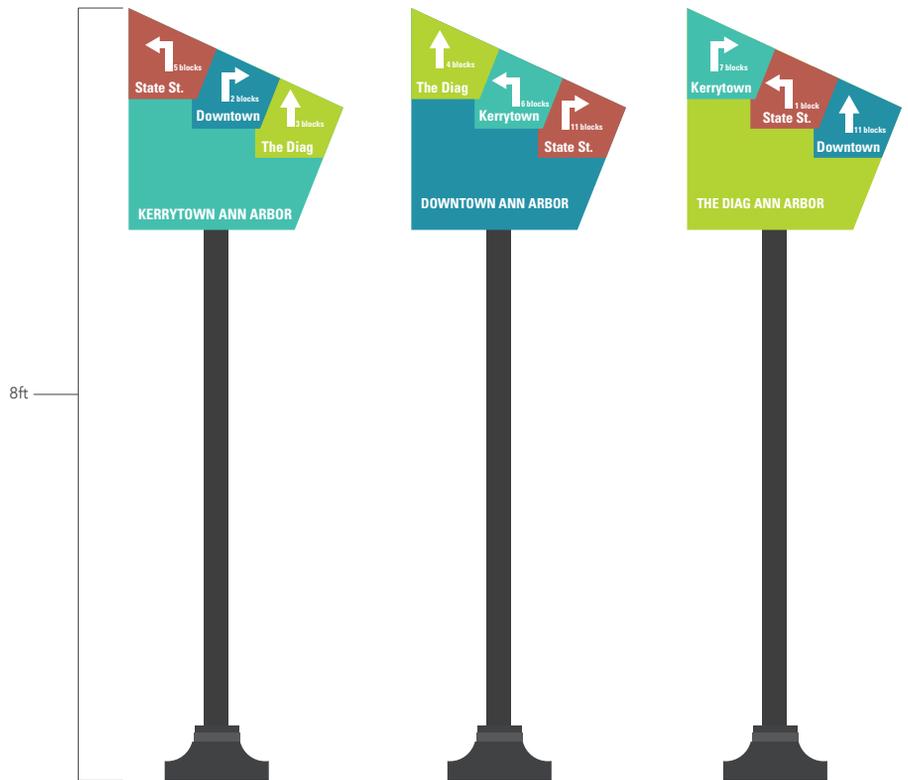


pavement elements



wayfinding

Pavement elements are to be used as road markers that accompany street signs to provide easy to follow navigation for pedestrians and bicyclists.



street signs

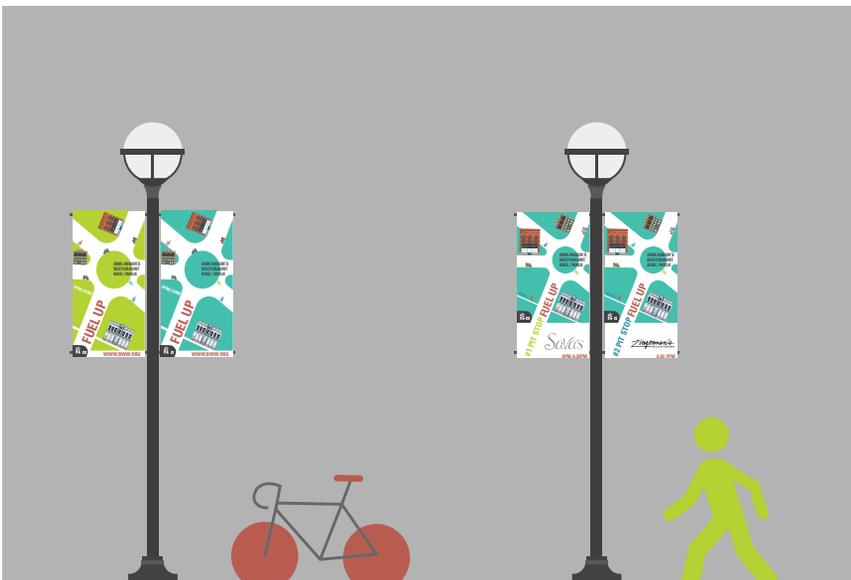
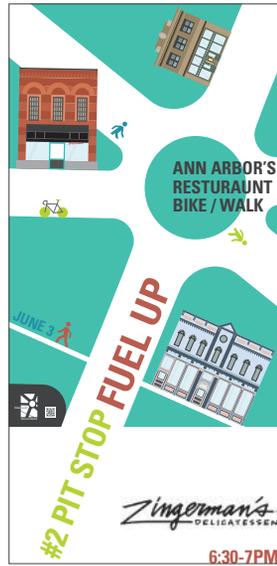
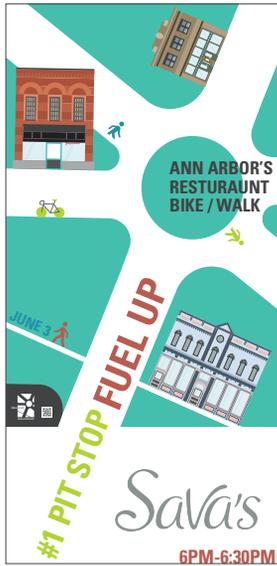
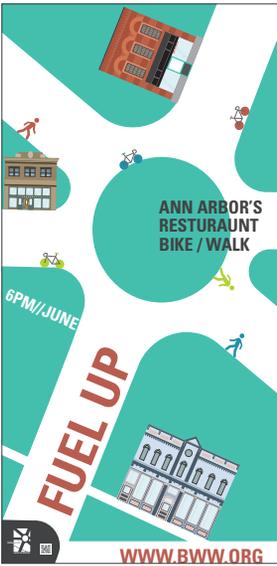


Female and male bathroom signs featuring an abstracted logo element as a human figure.

signage and architecture

Possible options for brand identity in an office format.





gateway

These road banners are for the FUEL UP restaurant bike/walk as advertising campaign and wayfinding pit stop markers.

bus and billboards

Modified poster versions for large scale viewing applied to billboards and bus advertising.





apparel and merch

Stickers, flags, tees, mugs, beanies, tanks and water bottles are a handful of brand apparel and merch possibilities.





by Iian Wardrop