



icebergindustrieslogo
PROCESS BOOK



tableofcontents

- Introduction 3
- Research 4
- Ideation and Sketches 5
- Digital Initial. 6
- Digital Revisions 7
- Final 8
- Visual Identity 9

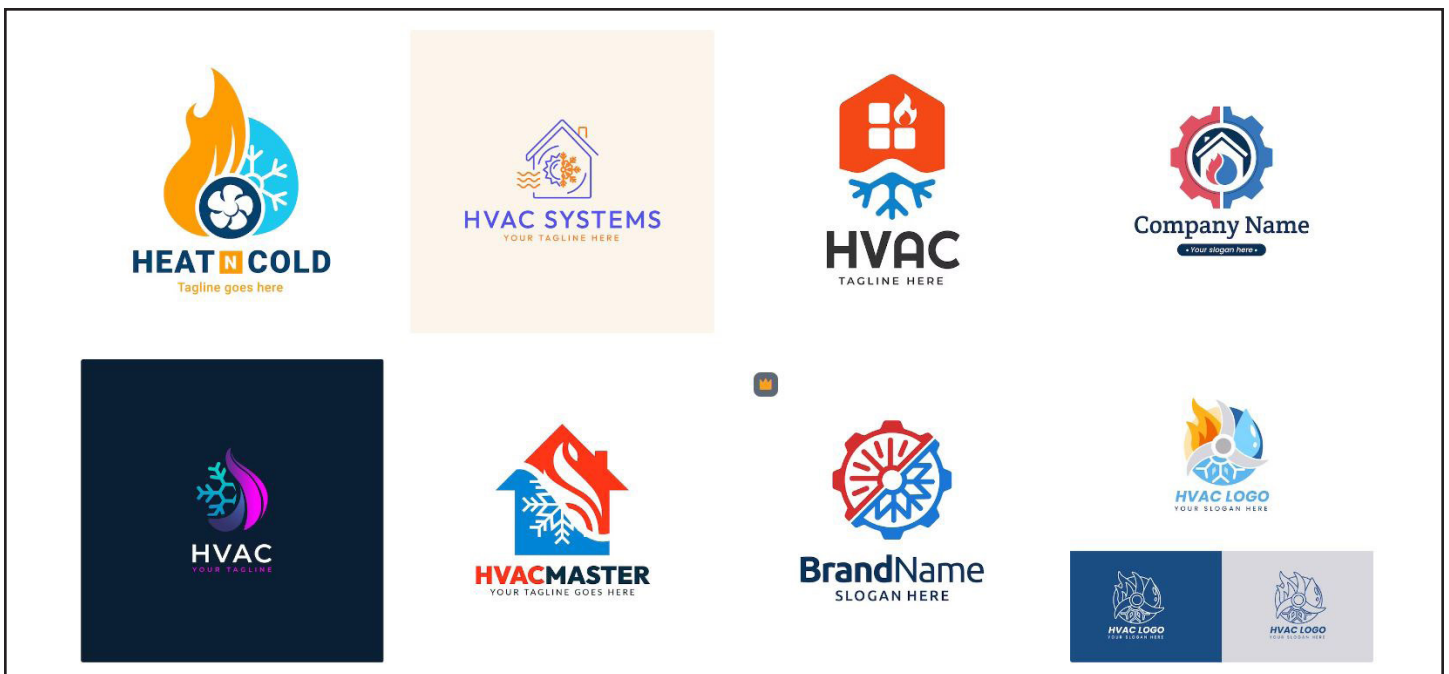


introduction

In our Identity Design class, we were to create a design system for a randomly assigned fictitious company as one of our projects. The company I drew was Iceberg Industries - AC Repair. We first needed to come up with multiple variations of icons, wordmarks, and primary logos before narrowing the selection and expanding to the visual system.

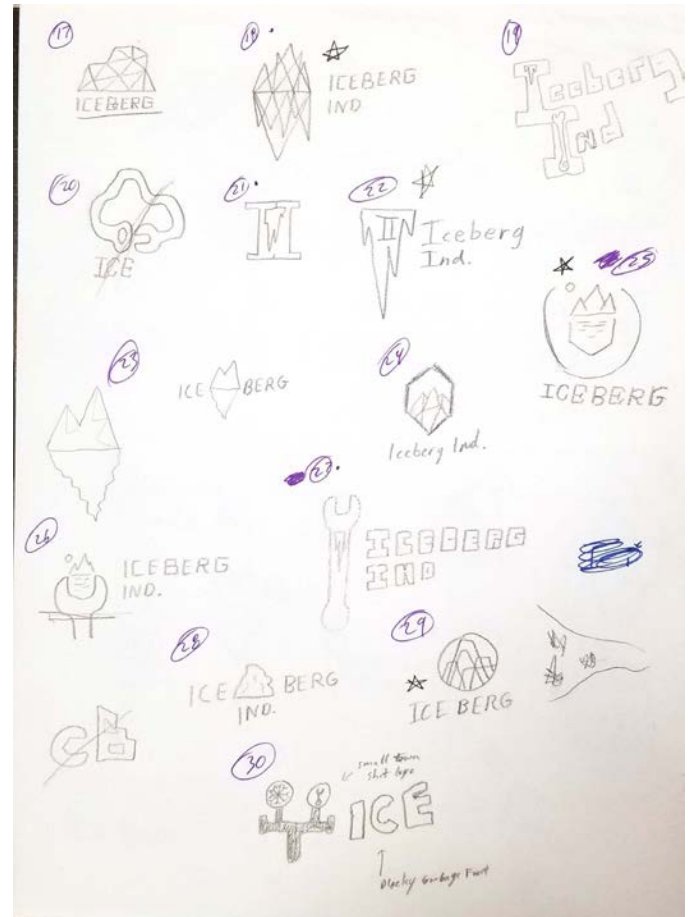
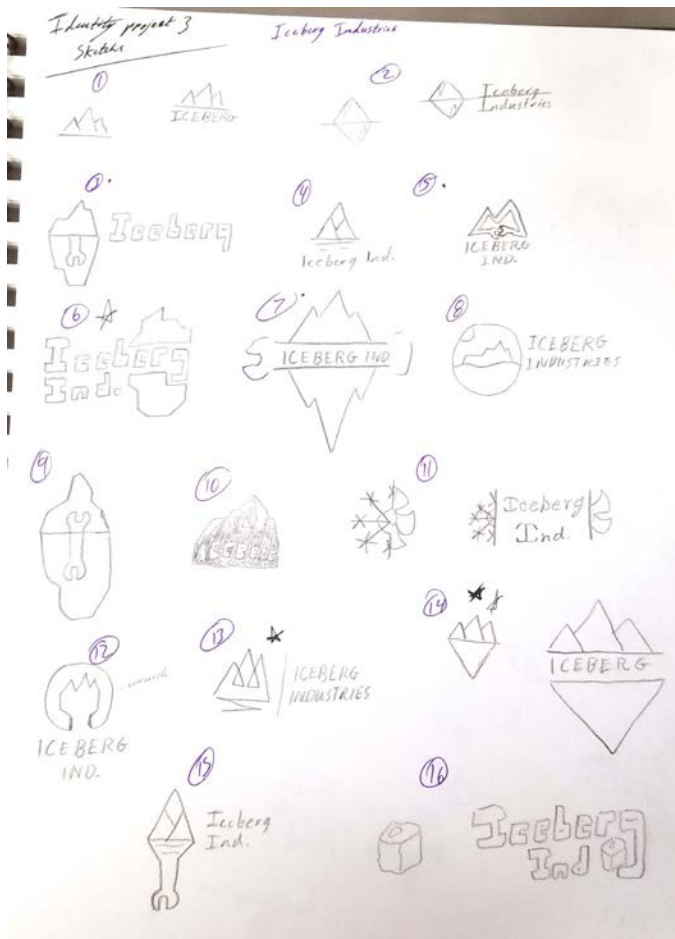
research

My initial research was spent searching the various keywords from the company name and tagline. I wanted my company to have a more modern corporate look rather than small-time repair. My first few searches yielded less inspiration and more informed me of what I didn't want to do with my design.

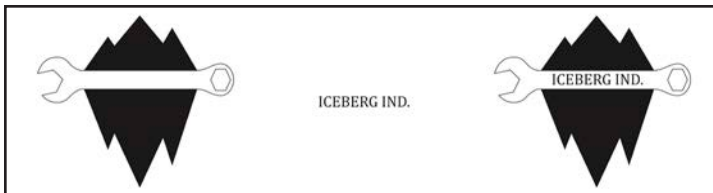
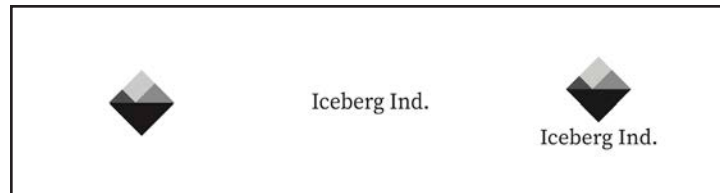
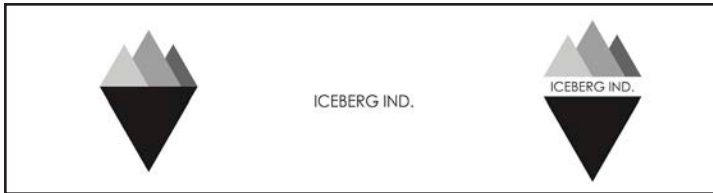


Most of the a/c-related research resulted in repetitive ideas and a lack of expanded identity. I also had a hard time thinking of how to incorporate the a/c aspect of the business into a unique and modern-minimalist logo, so I decided to focus on the iceberg portion of the company name instead.

ideationandsketches

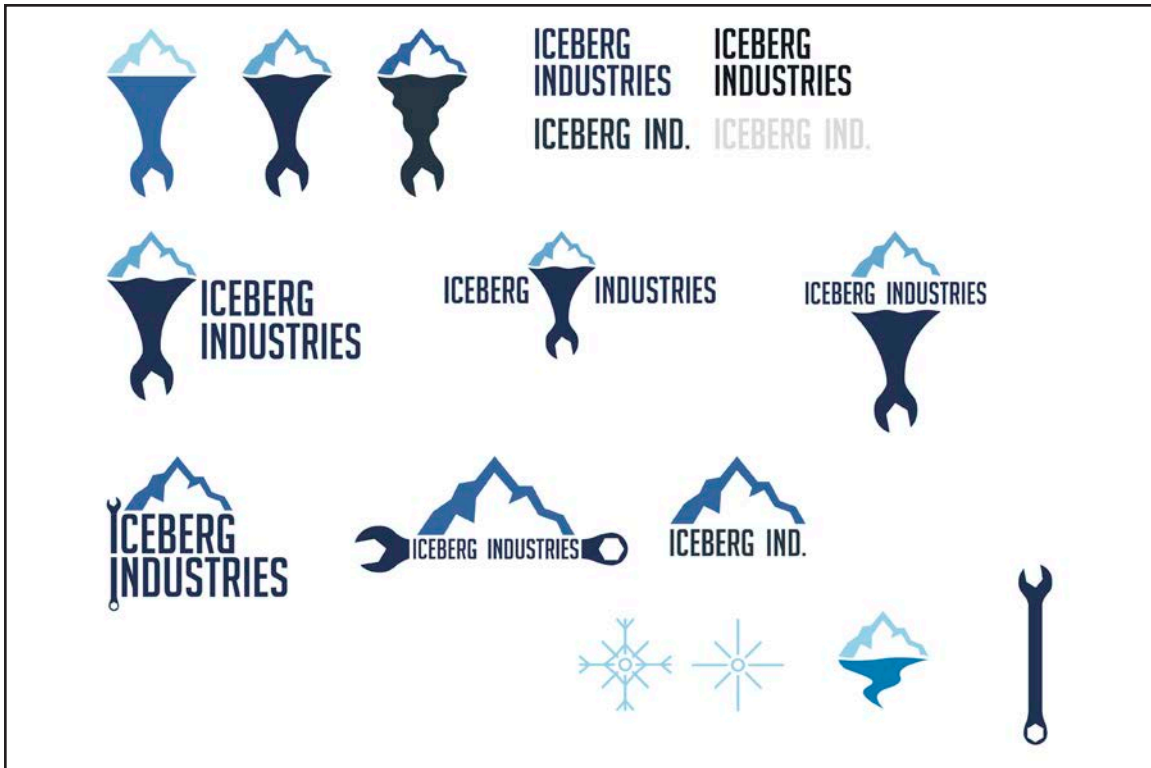


I sketched out multiple rough designs trying to incorporate ice or iceberg in some way while also keeping the fact that the company is a repair business in mind.



I wasn't satisfied with the initial digital designs so I continued brainstorming and trying out various ideas.

digitalrevisions



With these new revisions, I was trying to incorporate both the iceberg visual as well as the repair aspect into the designs.

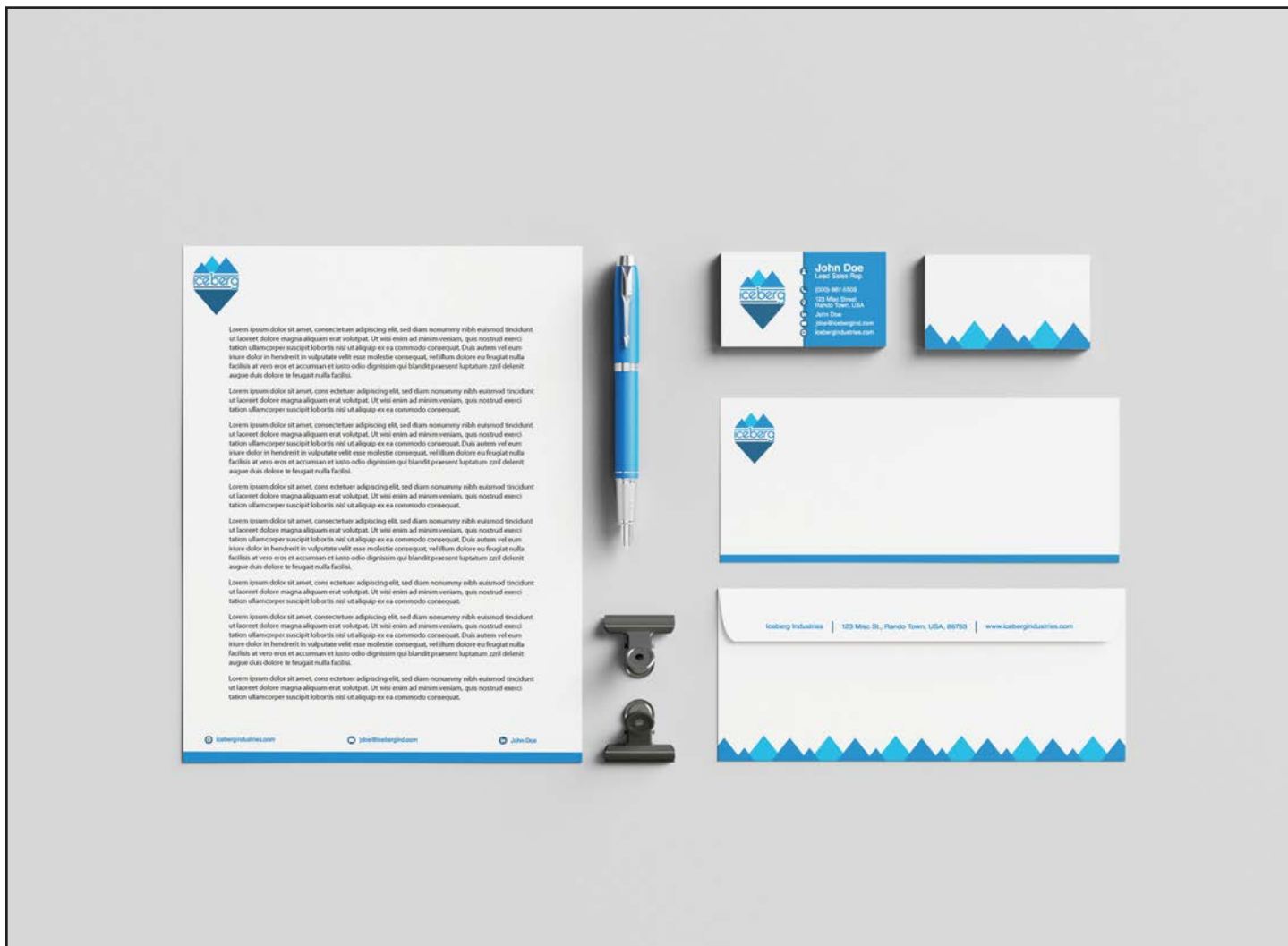


final



Ultimately, I came to the decision that sometimes less is more. The design shifted away from the see-and-say visuals of having the repair aspect of the company represented with wrenches or gears. Reaching the desired modern feel by simplifying the name and using a geometric sans-serif surrounded by clean geometric shapes to form the iceberg visual.

visualidentity



Utilizing the color palette and triangles, I expanded the logo into a visual identity system across business cards, envelopes, and letterhead to give this fictitious company a cohesive look.