

PROCESS BOOK

corporate identity

fall 2021

process

SPINNAKER COATING

Research

About the Company

Spinnaker Coating is a customer-focused company that develops, manufactures, and markets adhesive-coated paper and film constructions for conversion by printers and industrial users into marketing, identifying, promoting, labeling, and decorating applications. The Company was founded in 1928 as Brown-Bridge Mills, by two Troy, Ohio businessmen: Herbert Brown and Perce Bridge. Originally making water sensitive gummed paper and cloths.

Mood Board



Typography

HEADER	Arial Black
Subheader	Arial Bold
Body copy	Arial Regular
Emphasis	Arial Italics
Logo	Arial Rounded MT Bold

Color

C 0, M 0, Y 0, K 0 R 0, G 0, B 0
C 0, M 0, Y 0, K 100 R 0, G 0, B 0
PANTONE 2955 C C 100, M 78, Y 36, K 29 R 9, G 59, B 96
PANTONE 724 C C 30, M 72, Y 100, K 24 R 147, G 80, B 35

Wordmap



Sketches

Icon



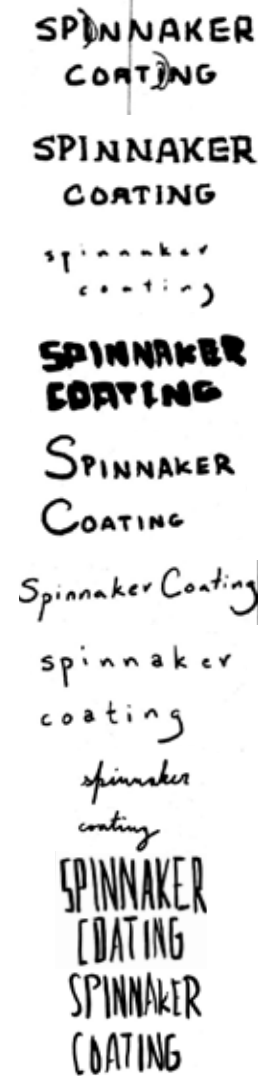
Abstract Symbol



Monogram



Logotype



Combination



Refined Sketches

Spinnaker Coating

Business Type

Manufacturing

Key Words

Stickers, factory, nautical, sailboat, paper, sails

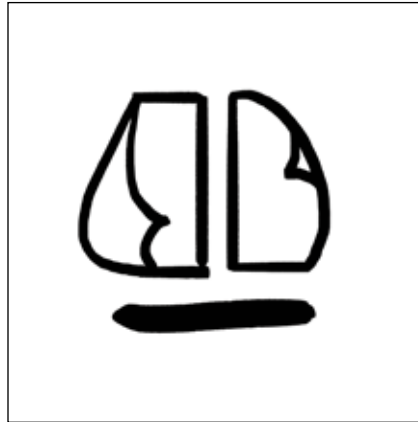
Mission Statement

Providing the best service in the pressure-sensitive materials industry

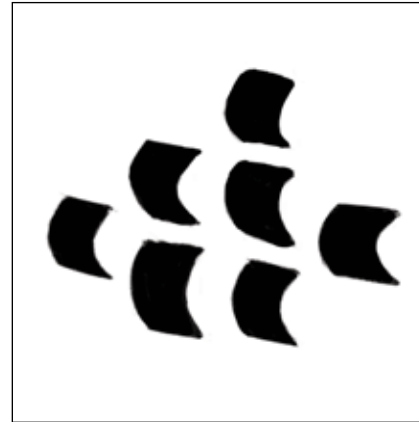
Competitors

Other sticker/paper manufacturers

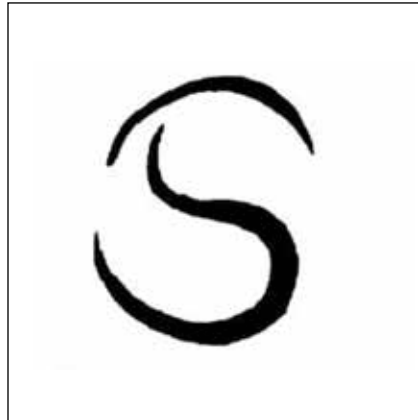
Icon



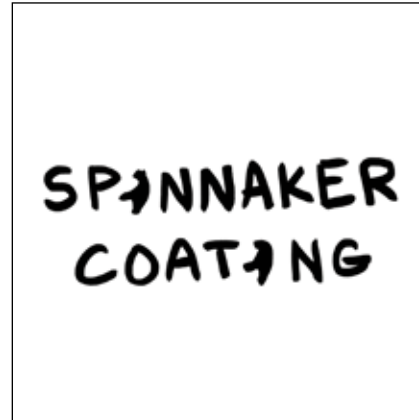
Abstract Symbol



Monogram



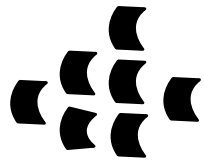
Logotype



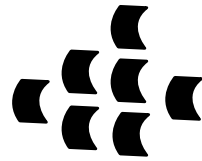
Combination



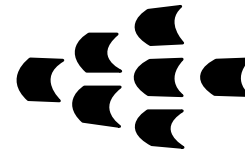
Digital Roughs



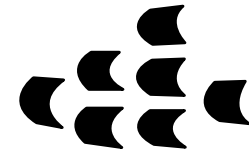
spinnaker
coating



spinnaker
coating



spinnaker
coating



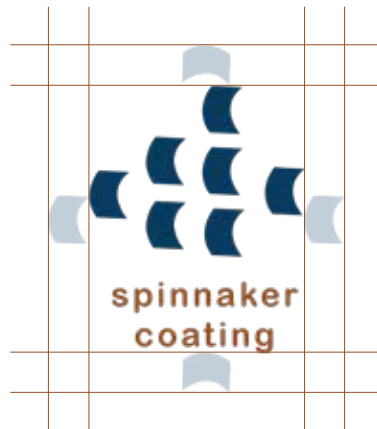
spinnaker
coating

Final Logo

full color & pantone



spinnaker
coating



spinnaker
coating

all-black variety



spinnaker
coating

all-white variety



spinnaker
coating


text-only varieties

spinnaker coating
spinnaker coating

spinnaker
coating

spinnaker
coating

Stationary Progress




spinnaker
coating

1477 Copley Rd,
Akron, OH 44320

John Doe

1234 County Road,
Brunswick, OH 44212

place
stamp
here




spinnaker
coating

1477 Copley Rd,
Akron, OH 44320

John Doe

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Brunswick, OH 44212

place
stamp
here



spinnaker
coating



spinnaker
coating

Doug Ventura

CEO

518 East Water Street
Troy, OH 45373

+1(800) 543-9452
+1(937) 332-6500

spinnakercoating.com



spinnaker
coating

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Stationary Progress





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+1(937) 332-6500
spinnakercoating.com

October 28, 2021


Hello,

We are Spinnaker Coating, a customer-focused company that develops, manufactures, and markets adhesive-coated paper and film constructions for conversion by printers and industrial users into marketing, identifying, promoting, labeling, and decorating applications. Simply stated we are passionate about delivering the best service in the pressure sensitive industry, bar none!

Spinnaker is committed to being recognized as the outstanding service provider in the pressure sensitive industry. To achieve that goal, we must create a high level of confidence in the minds of our customers that we will meet or exceed their expectations ... every time. Spinnaker's mission is to be the provider of choice of pressure sensitive roll and sheet products to customers who value a supplier who invests the time to get it right.

We are open Monday – Friday from 8am - 6pm. For all inquiries, please call 800-543-9452 or 937-332-6500 or check out our website spinnakercoating.com

Sincerely,


Doug Ventura
CEO
Spinnaker Coating





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Troy, OH 45373
+1(800) 543-9452
+1(937) 332-6500
spinnakercoating.com

October 28, 2021

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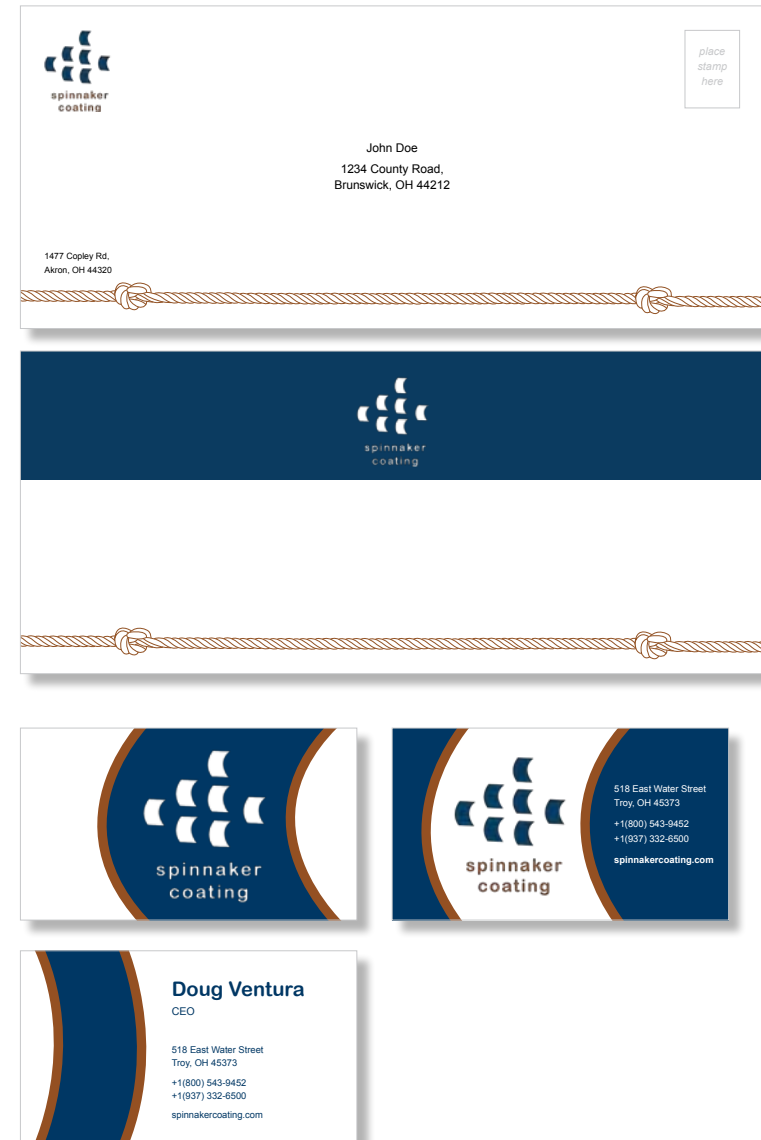
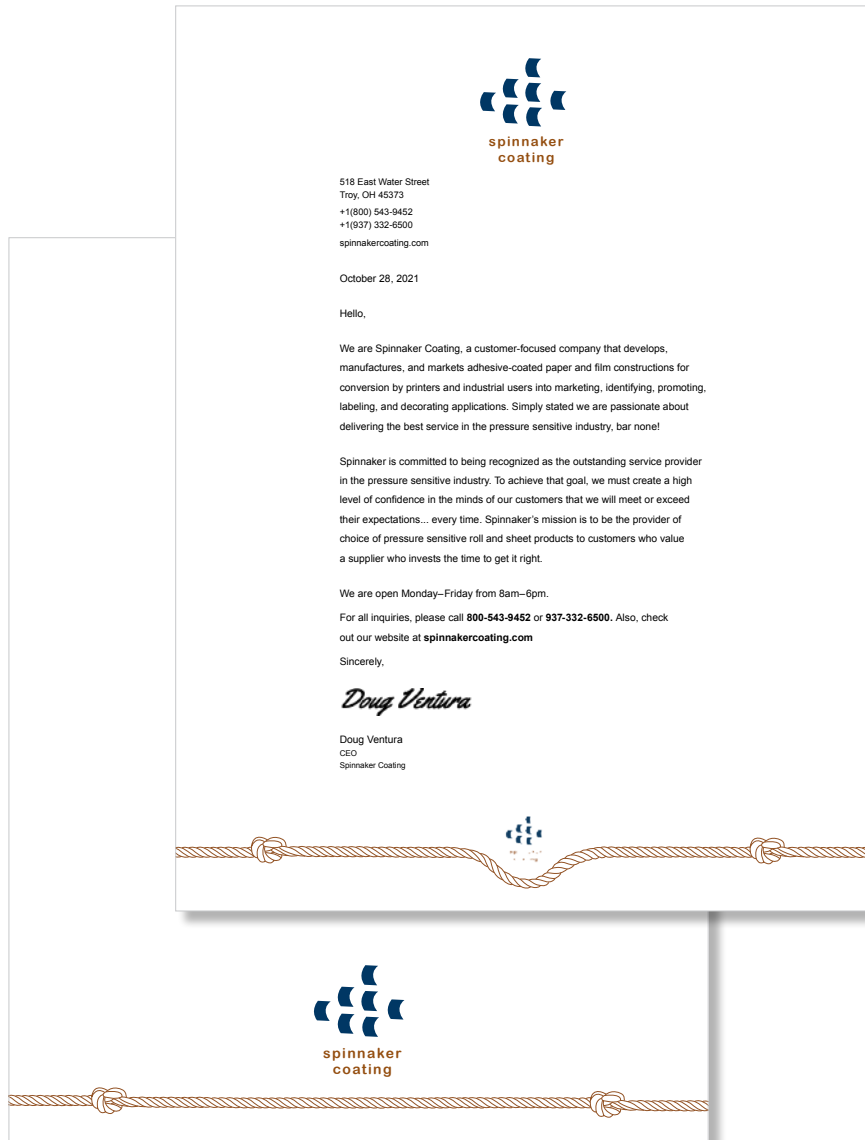
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Sincerely,


Doug Ventura
CEO
Spinnaker Coating

Final Stationary Build-Out



Invoice Progress

Spinnaker Coating

518 East Water Street
Troy, OH 45373

Phone
+1(800) 543-9452
+1(937) 332-6500

The following number must appear on all related
correspondence, shipping papers, and invoices.

P.O. NUMBER: 100

PURCHASE
ORDER

To:

Name
Company
Address
City, State, ZIP
Phone

Ship To:

Name
Company
Address
City, State, ZIP
Phone

P.O. DATE	REQUESTIONER	SHIPPED VIA	F.O.B. POINT	TERMS
				due on receipt

QUANTITY	UNIT	DESCRIPTION	UNIT PRICE	TOTAL
				\$
				\$
				\$
				\$
				\$
				\$

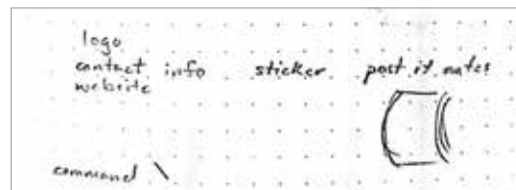
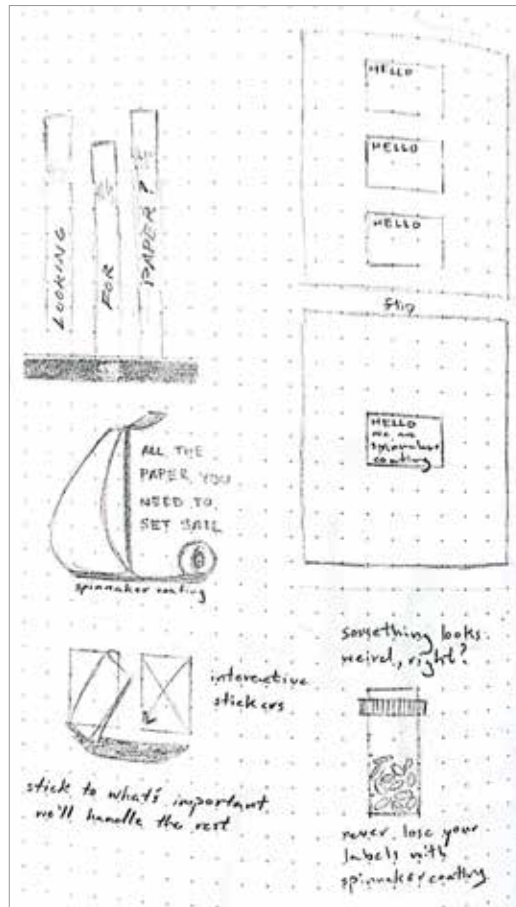
1. Please send two copies of your invoice.
2. Enter this order in accordance with the prices, terms, delivery method, and specifications listed.
3. Please notify us immediately if you are unable to ship as specified.
4. Send all correspondence to:
Name:
Address:
Phone:

SUBTOTAL	\$
TAX RATE	%
SALES TAX	
SHIPPING & HANDLING	
OTHER	
TOTAL	\$

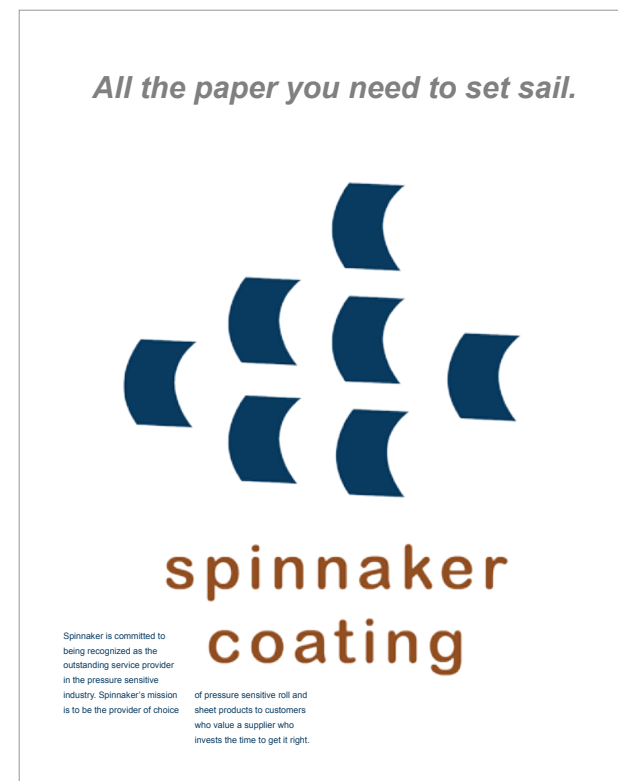


Advertisement Progress

concepting



digital roughs



Final Advertisements


social media formats




magazine ads



Website Progress




[HOME](#)[PRODUCT](#)[SERVICES](#)[ABOUT US](#)[CONTACT](#)




All the paper
you need to
set sail.

How can we help you?

Roll Products



Sheet Products




Spinner offers one of the most comprehensive lines of high quality pressure sensitive roll products in the business. From food & beverage to apparel and drum & barrel to pharmaceutical, our labels will help your product stand out.

Our comprehensive line of high quality pressure sensitive sheet products are designed with our customers in mind. Our line includes a wide assortment of papers, films, and films that are used for hundreds of hand applied labeling applications.

Spinner is committed to being recognized as the outstanding service provider in the pressure sensitive industry. To achieve that goal, we must create a high level of confidence in the minds of our customers that we will meet or exceed their expectations... every time.

Our commitment to service is, in effect, a promise to our customers that we will:

- Deliver the right thing, in the right place, at the right time, including products, quotes, samples, and technical support.
- Provide technical knowledge that is up-to-date, accessible, and broad-based.
- Strive to be flexible with a keen sense of urgency, allowing our customers to respond more quickly to their customers.
- Proactively communicate bad news in a timely manner.
- Engage our employees to correct any service short falls that may occur.
- Be warm, friendly, courteous, and responsive, remembering that business has as much to do with people as with products.




Contact Us


Hours:
Mon - Sun 8:00 AM - 5:00 PM

Corporate Headquarters:
518 East Water Street Troy, OH 45373


For all inquiries, please call:
800-643-6462 or 937-332-4888

For Technical Assistance call:
877-210-8104






[HOME](#)[PRODUCT](#)[SERVICES](#)[ABOUT US](#)[CONTACT](#)



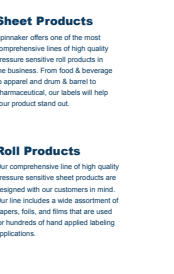
All the paper
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Who we are.

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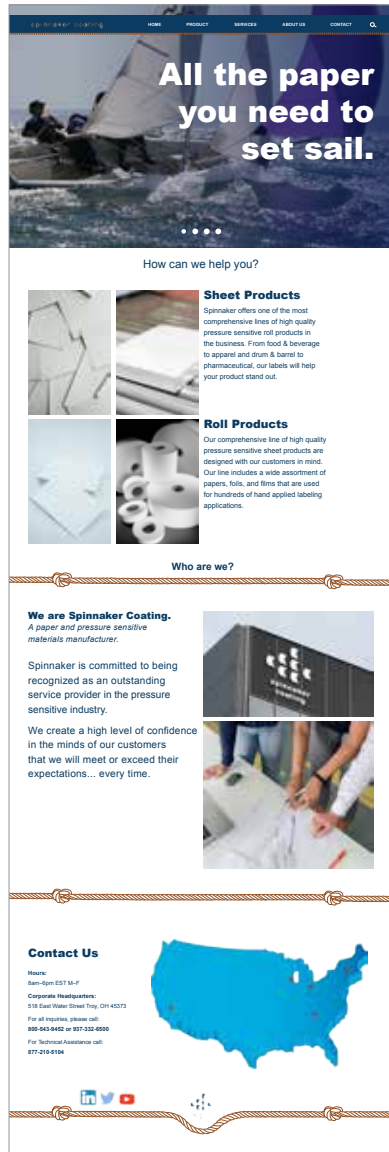
For Technical Assistance call:
877-210-8104



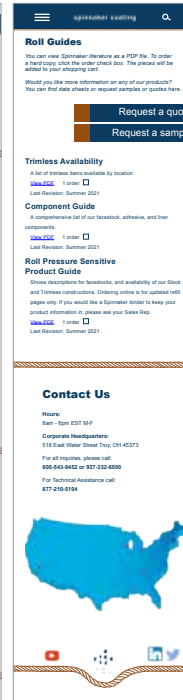


Final Website

homepage

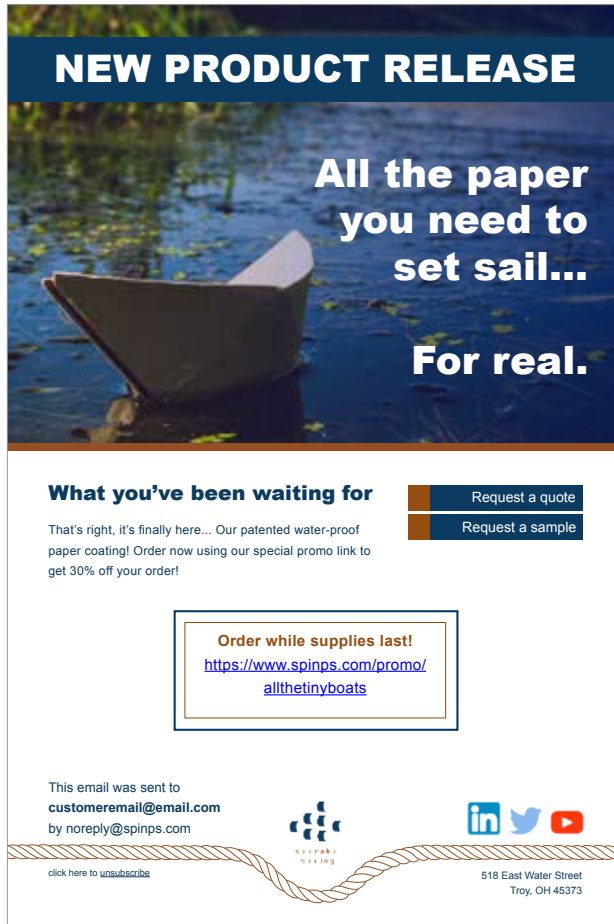


interior page



Final Email & Landing Page

html email



NEW PRODUCT RELEASE

**All the paper
you need to
set sail...**

For real.

What you've been waiting for

That's right, it's finally here... Our patented water-proof paper coating! Order now using our special promo link to get 30% off your order!

Request a quote

Request a sample

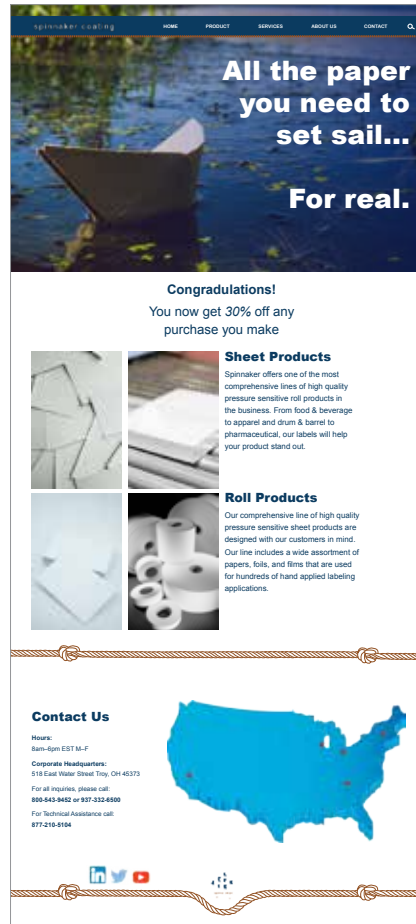
Order while supplies last!
<https://www.spinps.com/promo/allthetinyboats>

This email was sent to customeremail@email.com by noreply@spinps.com

click here to [unsubscribe](#)

**518 East Water Street
Troy, OH 45373**

landing page



SPINNAKER COATING [HOME](#) [PRODUCT](#) [SERVICES](#) [ABOUT US](#) [CONTACT](#)

**All the paper
you need to
set sail...**

For real.

Congratulations!
You now get 30% off any purchase you make

Sheet Products
Spinaker offers one of the most comprehensive lines of high quality pressure sensitive roll products in the business. From food & beverage to apparel and drum & barrel to pharmaceutical, our labels will help your product stand out.

Roll Products
Our comprehensive line of high quality pressure sensitive sheet products are designed with our customers in mind. Our line includes a wide assortment of papers, foils, and films that are used for hundreds of hand applied labeling applications.

Contact Us

Hours:
8am-6pm EST M-F

Corporate Headquarters:
518 East Water Street Troy, OH 45373

For all inquiries, please call:
800-645-9462 or 937-332-6900

For Technical Assistance call:
937-216-9104



Extra Items

staff polo



custom notebook



outdoor signage



logo stickers



PROCESS BOOK

corporate identity

fall 2021

process

MOXIES

Research

About the Company

Moxies is a family-owned and operated restaurant. Its main location is in Lodi, Ohio. Their newest, secondary location focuses on their pizza more than other dishes. This is the location I am designing for and I am classifying it as a pizza place.

Typography

HEADER	Avenir Black
Subheader	Avenir Heavy
Body copy	Avenir Book
<i>Emphasis</i>	Avenir Oblique
Logo	Bernhard Gothic URW *modified*

Mood Board



Color

C 0, M 0, Y 0, K 0
R 0, G 0, B 0

C 0, M 0, Y 0, K 100
R 0, G 0, B 0

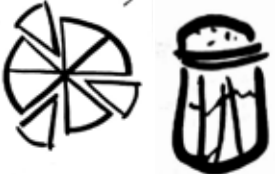


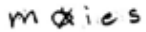




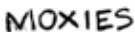




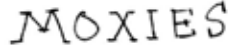




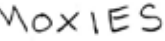




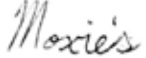





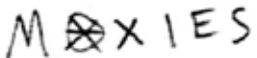




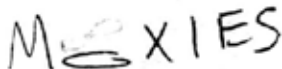


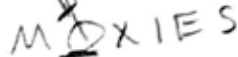

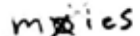


PANTONE 172 C

C 0, M 86, Y 99, K 0
R 255, G 71, B 19

PANTONE 109 C

C 1, M 16, Y 100, K 0
R 250, G 209, B 0

Sketches

Icon	Abstract Symbol	Monogram	Logotype	Combination
				
				
				
				
				
				
				
				
				
				

Refined Sketches

Moxies

Business Type

Service

Key Words

Pizza, family-owned, comfort food, local restaurant

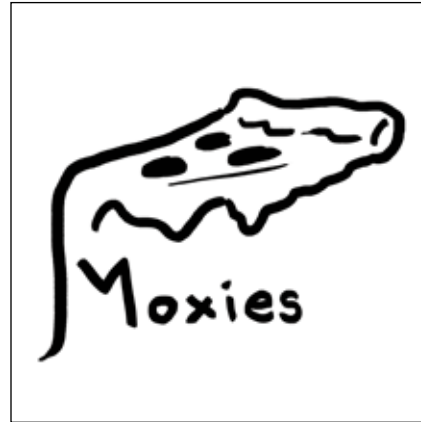
Mission Statement

To provide an alternative to traditional pizza-chains

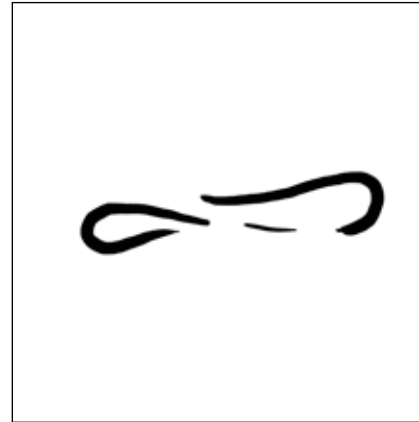
Competitors

Other pizza places (i.e. Fatbob's, Little Ceasar's, etc.)

Icon



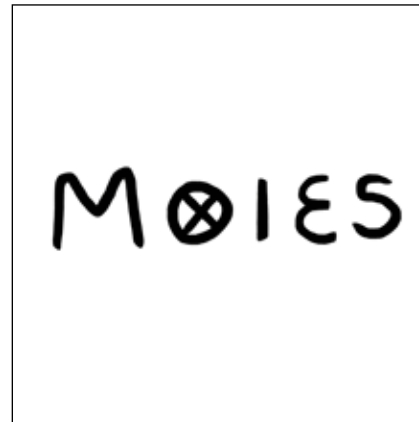
Abstract Symbol



Monogram



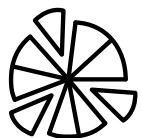
Logotype



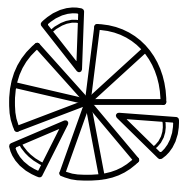
Combination



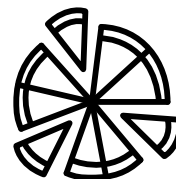
Digital Roughs



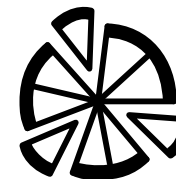
m o x i e s



m o x i e s



m o x i e s



m o x i e s

Final Logo

full color & pantone



m o x i e s



m o x i e s



m o x i e s

Stationary Progress



Stationary Progress

S E I X O W





October 28, 2021

1329 N Carpenter Rd,
Brunswick, OH 44212
+1(330) 295-3855
moxiesgrille.com

Hi, we're Moxies Pizza!

We are a bit new around here, so we figured we'd send a warm welcome and introduce ourselves.

Family owned and operated since 2011, Moxies Pizza in the heart of Lodi is perhaps best known for scratch-made, homestyle meals in its newly remodeled friendly neighborhood bar atmosphere perfect for family dinner or to watch a big game. Second-generation owners and Medina County natives Jerad Miller and wife Carley make a point to use the same comforting recipes locals have come to love – whether it's meatloaf on Wednesdays or fish on Fridays or pizza any day – made with locally-sourced, quality ingredients. Moxies' famous pizza has just come to Brunswick for carryout and delivery near the intersection of Interstate 71 and state Route 303.

We are open Tuesday – Sunday from 11am - 9pm. If you are interested in our menu, you can visit moxiesbarandgrille.com where you can browse our full menu and order online.

Sincerely,

Jerad & Carley Miller

Jerad & Carley Miller
Owners
Moxies Pizza



moxies

Moxies Pizza
1329 N Carpenter Rd,
Brunswick, OH 44212

place
stamp
here

John Doe
1234 County Road,
Brunswick, OH 44212





moxies

Jerad Miller
owner
moxiesgrille.com
1329 N Carpenter Rd, Brunswick, OH 44212
+1(330) 295-3855

Final Stationary Build-Out



PROCESS BOOK

corporate identity

fall 2021

process

**MOUNTAIN OF THE
LORD FELLOWSHIP**

Research

About the Company

Mountain of the Lord Fellowship is a church located on Copley Rd, Akron, Ohio. They currently don't have a website and seem to be using Facebook for their entire online presence.

Typography

HEADER	Open Sans ExtraBold
Subheader	Open Sans Bold
Body copy	Open Sans Regular
<i>Emphasis</i>	Open Sans Italic
LOGO	Lithos Pro Regular & Black

Mood Board



Color

C 0, M 0, Y 0, K 0
R 0, G 0, B 0

C 0, M 0, Y 0, K 100
R 0, G 0, B 0







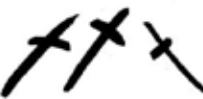


















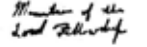







PANTONE 545 C

C 22, M 7, Y 5, K 0
R 196, G 217, B 230

PANTONE 541 C

C 100, M 78, Y 32, K 22
R 0, G 59, B 113

Sketches

Icon	Abstract Symbol	Monogram	Logotype	Combination
         	         	       	<p>Mountain of the Lord Fellowship</p> <p>Mountain of the Lord Fellowship</p> <p>MOUNTAIN OF THE LORD FELLOWSHIP</p> <p>mountain of the Lord fellowship</p> <p>mountain of the Lord fellowship</p> <p>mountain of the Lord fellowship</p>	 <p>mountain of the Lord Fellowship</p>  <p>Mountain of the Lord Fellowship</p>  <p>Mountain of the Lord Fellowship</p>  <p>MOUNTAIN OF THE LORD FELLOWSHIP</p>  <p>MOUNTAIN OF THE LORD FELLOWSHIP</p>

Refined Sketches

Mountain of the Lord Fellowship

Business Type

Non-Profit

Key Words

Christian, church, mountain, cross, spirituality

Mission Statement

To provide local Christians a place to gather and worship

Competitors

Other local churches in the area

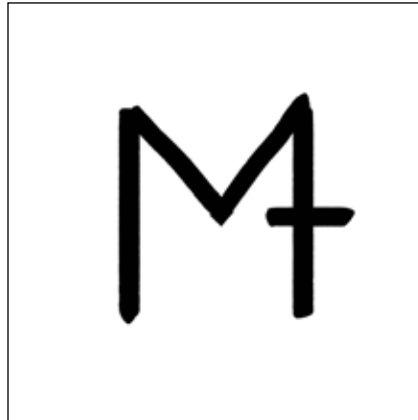
Icon



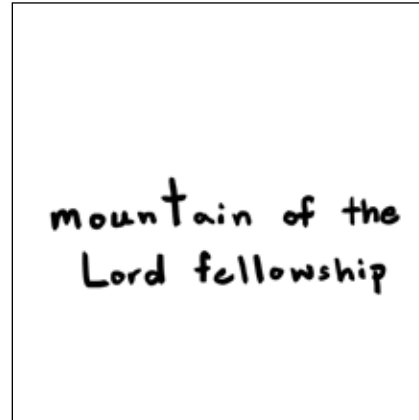
Abstract Symbol



Monogram



Logotype



Combination



Digital Roughs



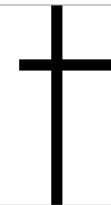
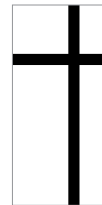
Final Logo

full color & pantone





Bill Smith
Pastor



1477 Copley Rd, Akron, OH 44320
+1(330) 873-9793

Stationary Progress



1477 Copley Rd, Akron, OH 44320
+1(330) 873-9793
Brunswick, October 28, 2021

Dear John Doe,

We cordially invite you to our upcoming Service that will be held on **Sunday, October 31, 2021 at 8:00 AM**. The location is **1477 Copley Rd, Akron, OH, 44320**.

Our church is requesting you to talk in the service and share your spiritual and leadership experience. It would be a pleasure for our members to hear your knowledge on the topic.

We hope to hear from you about this proposal. If you have any questions, please contact us as +1(330) 873-9793 or email us at teammotl1477@gmail.com

Sincerely,



Bill Smith
Pastor




1477 Copley Rd,
Akron, OH 44320

John Doe
1234 County Road,
Brunswick, OH 44212

place
stamp
here





BILL SMITH
PASTOR

1477 Copley Rd, Akron, OH 44320
+1(330) 873-9793

Final Stationary Build-Out



PROCESS BOOK

UI/UX

spring 2022

app & logo
development

ELYSIA FORNARO

App Concepts

Ideas

1. Real Life

Think of all the time you'd have to put towards productive things if you weren't wasting it on your phone. This app tracks screen time usage with other apps and requires you to set goals you want to achieve in the real world. Then you set up a screen time limit for specific apps (for a 24 hr period), if you go over your limit the app will be frozen until the 24 hr period resets. Limits can only be edited if you haven't touched it yet that day (no extending because you want more time right now).

2. Hobby Helper

Enter your various hobbies, then set and keep goals. Review your progress as you go and make a habit of setting aside time to learn and grow.

3. Hobby Connect

Find different hobby-groups in your area. Connect with other people to teach or learn your favorite hobbies.

4. Puzzling Alarm

An alarm clock that requires you to complete different puzzles/math problems before it will shut off (to ensure you're truly awake).

5. Simple Phone

Reduce your phone to only the basics (and hide all other apps). Help yourself to disconnect while still having the ability to call people in an emergency or snap a picture.

6. Private Calendar

An efficient calendar and time-management system that focuses on privacy. No big-tech tracking where and what you do when you do it.

7. Schedules Align

Need to coordinate schedules to find when everyone's free? You and your friends/colleagues/family enter their schedules and this app will show when you are all free to meet.

8. Reoccurring Bills

Track all reoccurring bills and subscriptions - never lose track of them again!

9. Office Workouts

A workout app specifically geared towards exercises that can be done in business professional attire in an office - without getting too sweaty.

10. Stop Spending

An app that will criticize you for dumb purchases and encourage change.

App Concept Sketches



Final 2 App Concepts

Descriptions

1. Real Life

Think of all the time you'd have to put towards productive things if you weren't wasting it on your phone. This app tracks screen time usage with other apps and requires you to set goals you want to achieve in the real world. Then you set up a screen time limit for specific apps (for a 24 hr period), if you go over your limit the app will be frozen until the 24 hr period resets. Limits can only be edited if you haven't touched it yet that day (no extending because you want more time after you used it all).

Comparable apps:

Forest, TiME, TimeMatters, Eye Monitor, Focus, Be Focused, Focus City, TickTick: To-Do List, iFocus, Take a break.

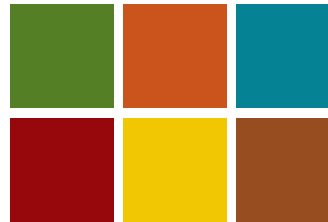
2. Schedules Align

Need to coordinate schedules to find when everyone's free? You and your friends/colleagues/family enter their schedules and this app will show when you are all free to meet.

Comparable apps:

Google Calendar, Microsoft Outlook, Planner Studio, Fantastical, BusyCal, WeekCalendar, Tiny Calendar, Child Custody Log, EzyCal: Time & Date, Calendar 366 II

Color - 1



Mood Board - 1



Color - 2



Mood Board - 2



Final Option

Description

Schedules Align

Need to coordinate schedules to find when everyone's free?

You and your friends/colleagues/family enter their schedules and this app will show when you are all free to meet.

Comparable apps:

Google Calendar

Microsoft Outlook

Planner Studio, Fantastical

BusyCal

WeekCalendar

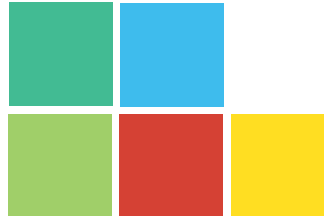
Tiny Calendar

Child Custody Log

EzyCal: Time & Date

Calendar 366 II

Color



Mood Board



Typography

Logo

align **ALIGN**

Meta Bold

align **ALIGN**

Candara

align **ALIGN**

Seravek

align **ALIGN**

BaseTwelve

align **ALIGN**

Bauhaus

align **ALIGN**

Bell Gothic

align **ALIGN**

Univers

ALIGN

Personas



Name: Brett Cooper

Gender: Male

Age: 16

Occupation: High school student and football player

Marital Status: Single

Experience Level: High school jock who loves hanging out with his friends.

Interaction Experience:

Brett uses the app to coordinate on the fly with his friends to work around school and football to hangout.

Goals: Brett wants something simple and cool that can keep up with him and his friends.



Name: Maria Anderson

Gender: Female

Age: 25

Occupation: Secretary

Marital Status: Married

Experience Level: Wife who likes to socialize because she doesn't do much else.

Interaction Experience:

Maria uses the app in conjunction with her husband to find time to meet up with other couples/friends.

Goals: Maria prefers an app that can easily unite her and her husbands schedule so it'll only show when they're both free to others.



Name: Denise Walder

Gender: Female

Age: 52

Occupation: Scheduling Manager

Marital Status: Single

Experience Level: Working grandma who has a smartphone and a goldfish.

Interaction Experience:

Denise uses the app to help her schedule employees at her job.

Goals: Denise needs a streamlined, easy-to-use app that shows her when people are free to work.

Creative Brief

CREATIVE BRIEF/ SCHEDULES ALIGN

Elysia Fornaro

CLIENT

Schedules Align is a scheduling app for groups of friends to locate shared free time.

OBJECTIVES & PRIORITIES

To provide a clear and simple way to align schedules between friends, couples, and co-workers.

TARGET AUDIENCE

The primary demographic is men and women ages 19-50.

SITUATIONAL ANALYSIS

Schedules Align offers a different experience from your average calendar app. It allows users to keep their schedules more private whilst making aligned free time between people the focus.

CALL TO ACTION

A clear, easy to use design that centers around aligned free time between users in a group.

DELIVERABLES

Designed application
Invision Prototype
Presentation Examples

COMPETITORS

Google Calendar
Microsoft Outlook
Planner Studio
Fantastical

MANDATORIES

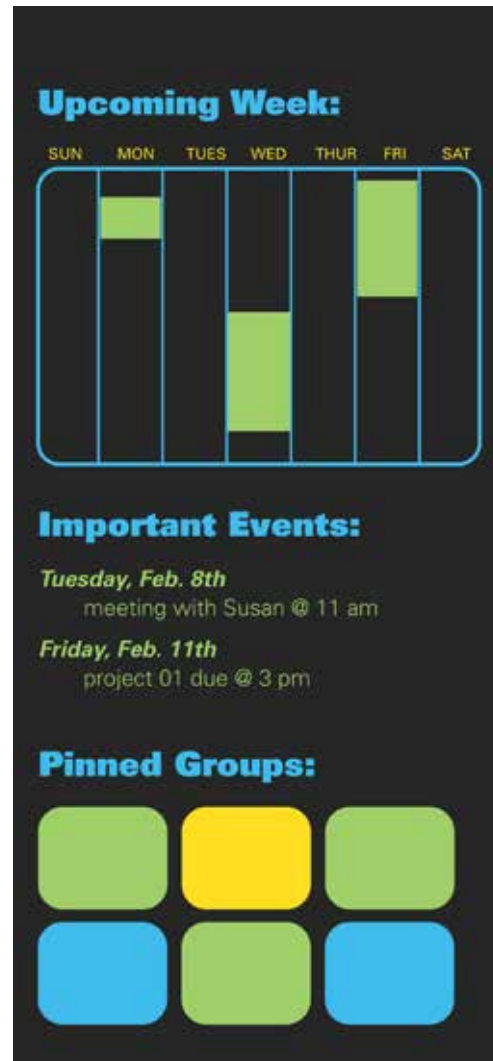
Company logo
Brand Identity build-out
Brand formatting

METRICS FOR SUCCESS

Our measurement of success will be the target audiences engagement with the app. This will be determined through downloads and rate of usage.

Digital Roughs

Loading Screen & Home Screen

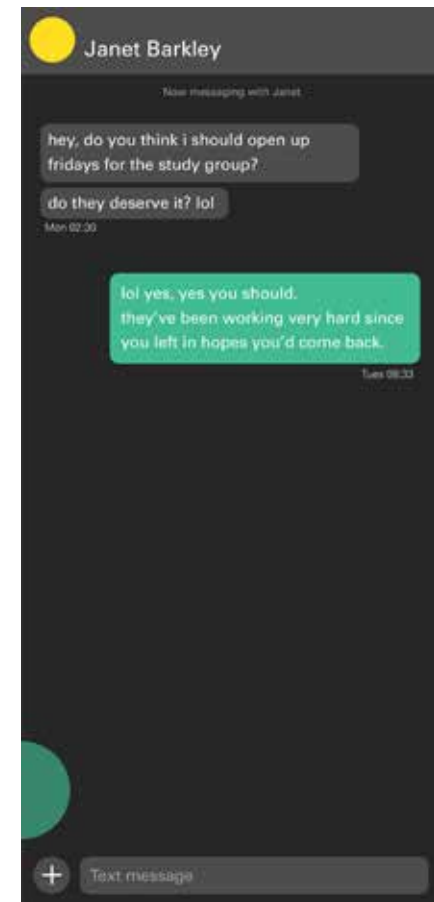
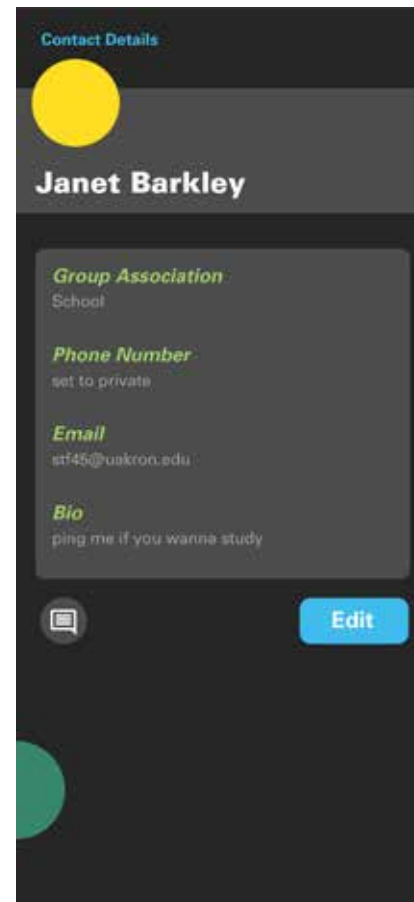
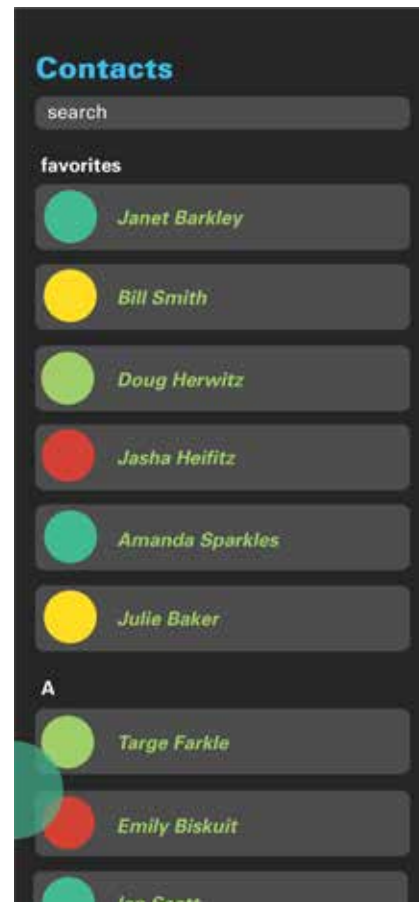
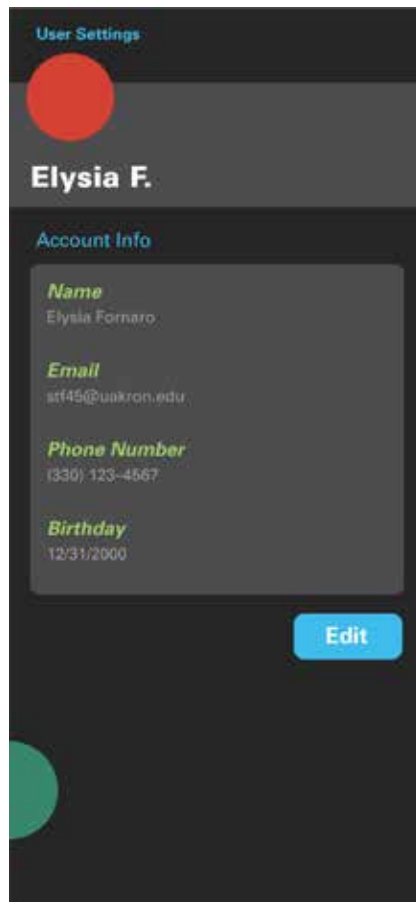


Digital Roughs Continued

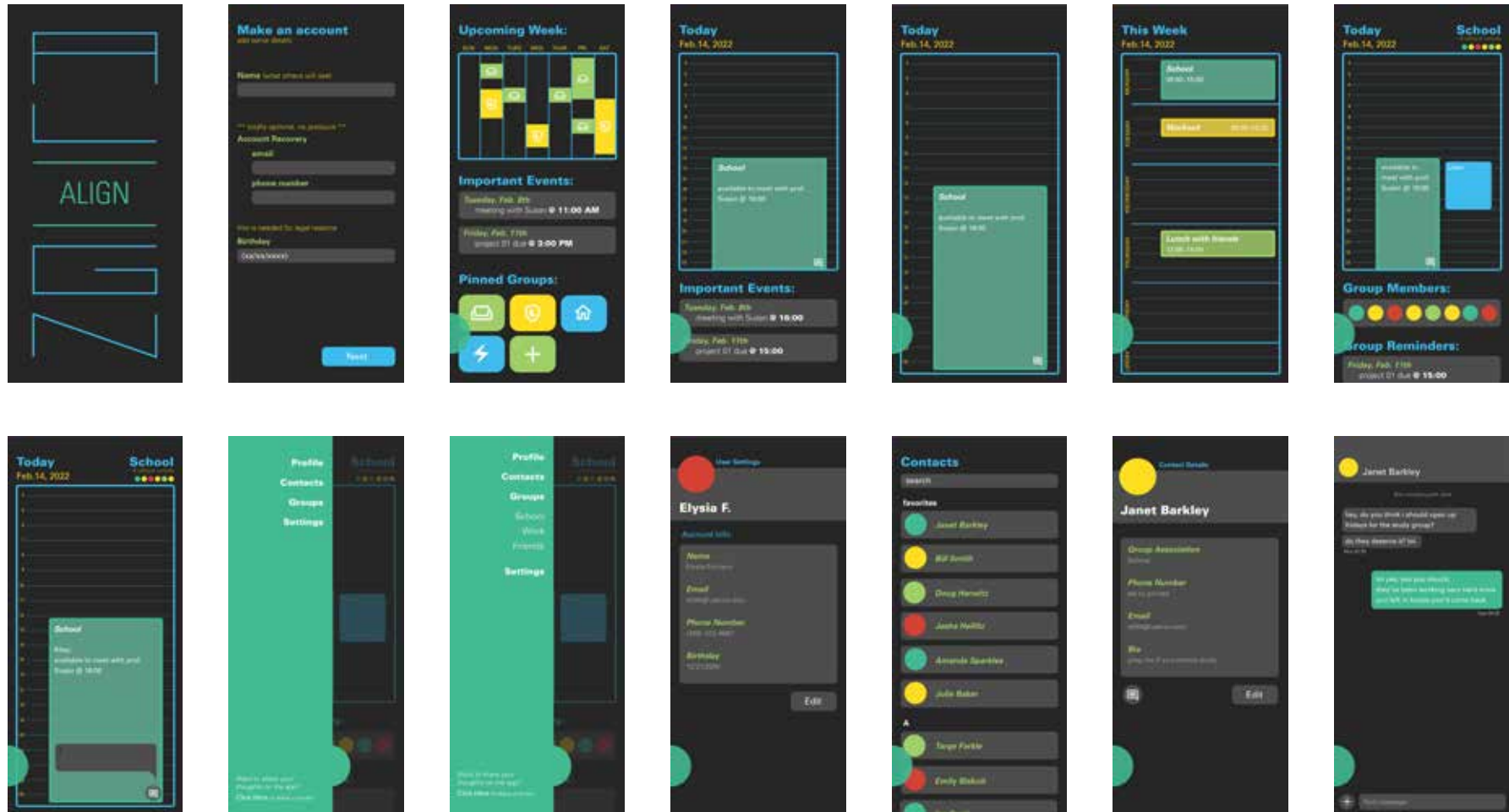


Digital Roughs Continued

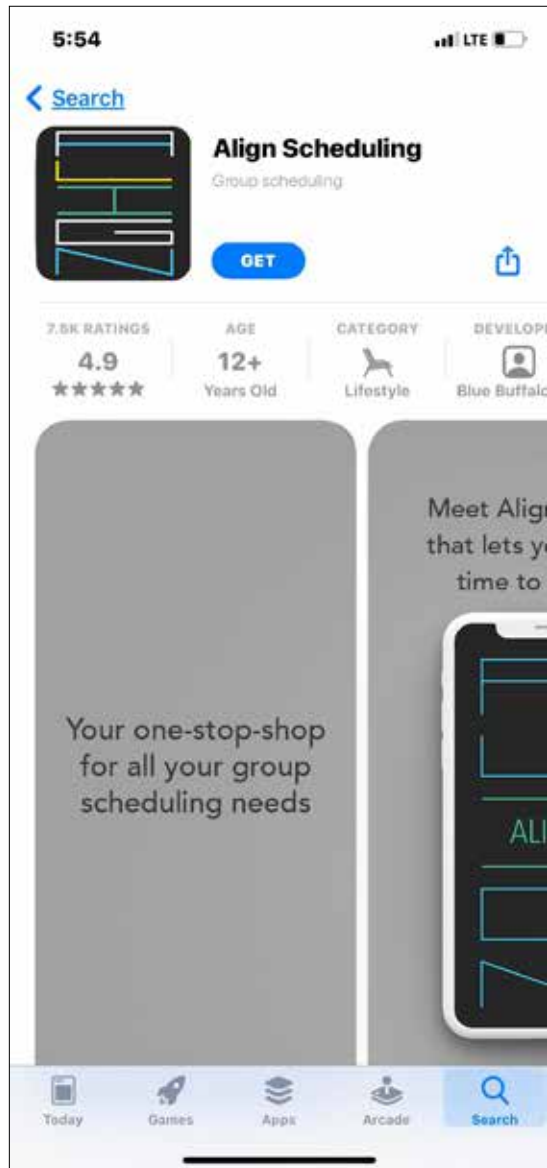
User Profile, Contacts, Contact Details, & Messaging Interface



Final Screens



Mockups



Mockups

