



PROCESS BOOK

KEL RINGER CORP ID FALL 2021

GOOD

PROFESSIONAL



ANDERSON ANDERSON & BROWN
Accounting firm based in London

- Clever shortening of full name
- Clear typography
- Looks professional without being boring

RETAIL



VANS
Footware and apparel inspired by skaters

- Clever shortening of full name
- Clear typography
- Looks professional without being boring

SERVICE



FUNIMATION
Anime streaming service

- Clever shortening of full name
- Clear typography
- Looks professional without being boring

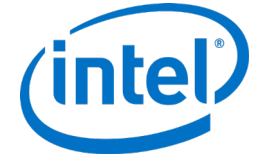
NON-PROFIT



FEEDING AMERICA
Nationwide network of 200+ food banks

- Clever shortening of full name
- Clear typography
- Looks professional without being boring

MANUFACTURING



INTEL
Computer Manufacturing

- Clever shortening of full name
- Clear typography
- Looks professional without being boring

BAD

PROFESSIONAL



KAYLA IVEY STUDIOS
Accounting firm based in London

- Clever shortening of full name
- Clear typography
- Looks professional without being boring

RETAIL



FULL GRIP GAMES
Footware and apparel inspired by skaters

- Clever shortening of full name
- Clear typography
- Looks professional without being boring

SERVICE



THE ONE HAIR SALON & SPA
Anime streaming service

- Clever shortening of full name
- Clear typography
- Looks professional without being boring

NON-PROFIT



PAWSITIVE HEARTS
Nationwide network of 200+ food banks


- Clever shortening of full name
- Clear typography
- Looks professional without being boring

MANUFACTURING



HBEES
Computer Manufacturing

- Clever shortening of full name
- Clear typography
- Looks professional without being boring

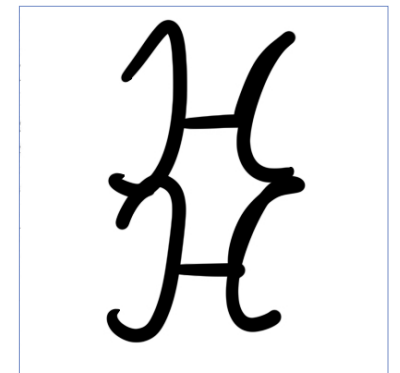
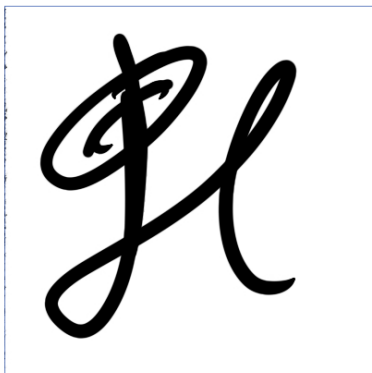
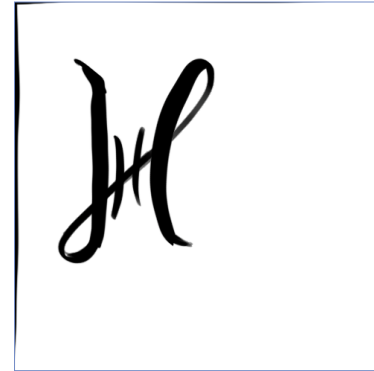
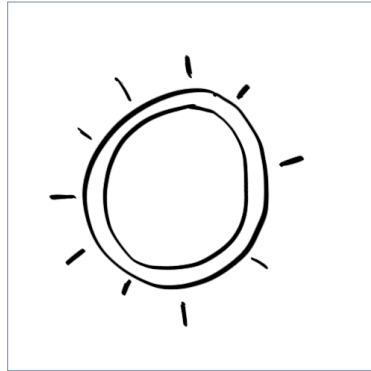


1

HALO HAIR SPA & SALON

CORPORATE IDENTITY

PROCESS BOOK



Kel Ringer

Company Name
Halo Hair Salon & Spa

Type of Business
Hair Salon & Spa

Key Words
Chic, Luxury, Excellence

Company Mission Statement
Provide quality hair services with excellence

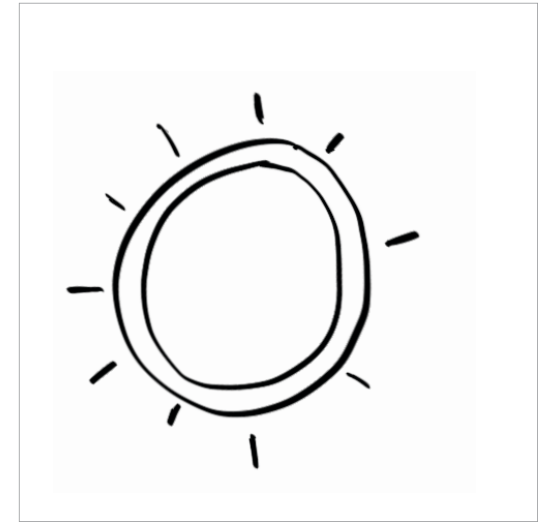
Competitors
Salon Concepts
Salon Noir

How have you differentiated them from their competition
The goal is to create a rebrand that is much more simple yet high end.

1. Pictogram or Icon



2. Abstract Symbol



3. Monogram



4. Logotype or Wordmark



5. Combination



HALO HAIR SALON & SPA
LOGO SPEC SHEET

KEL RININGER | CORP ID FALL 2021



BLACK

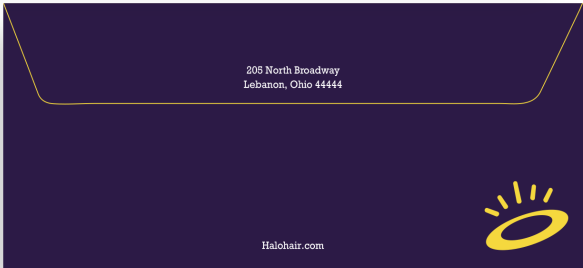
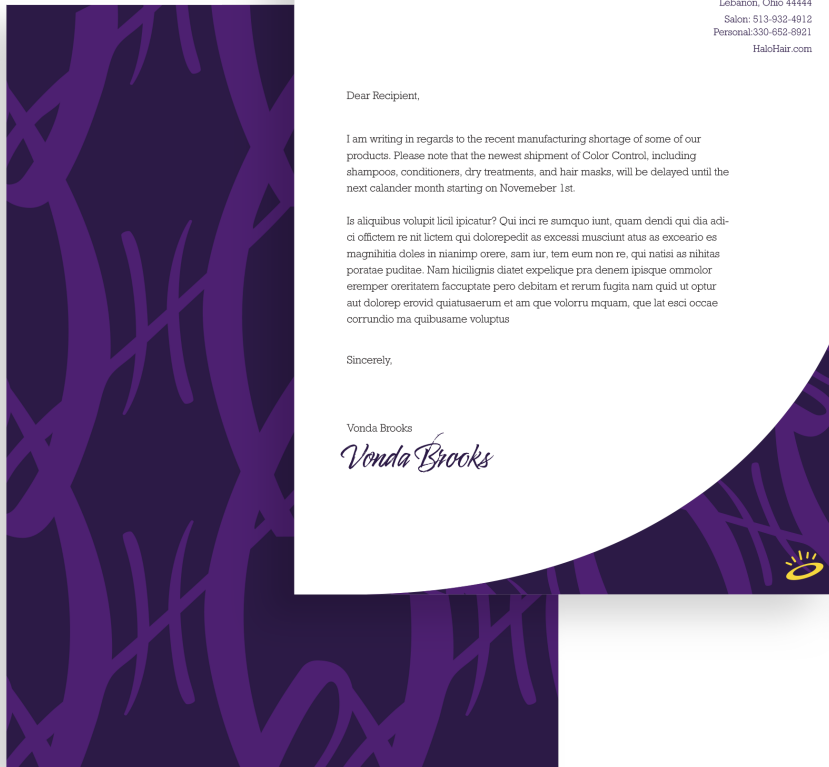
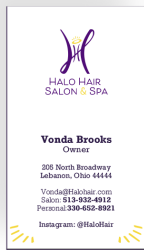


PANTONE



RGB | CMYK





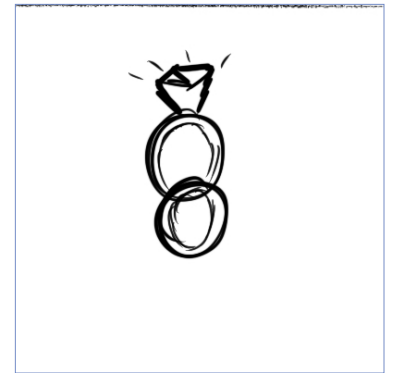
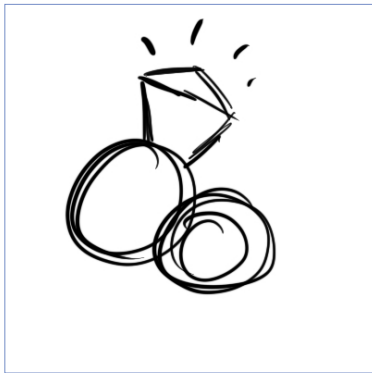
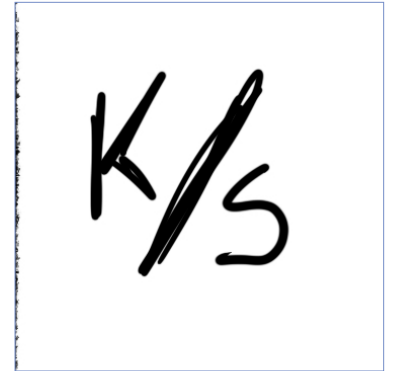
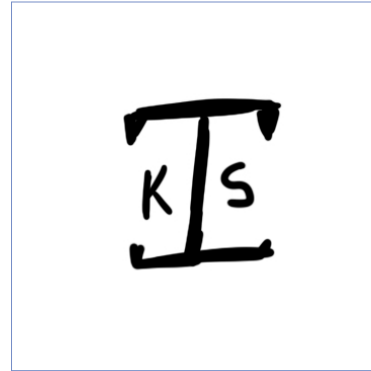
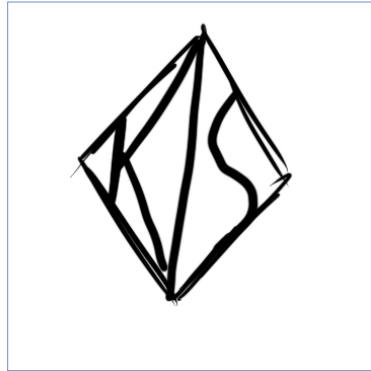
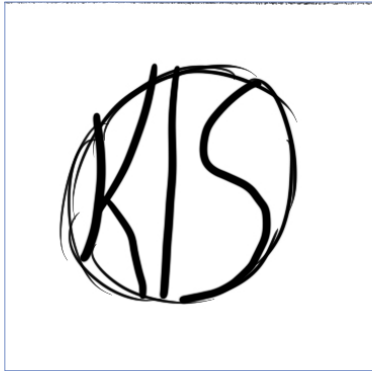


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KAYLA IVEY STUDIOS

CORPORATE IDENTITY

PROCESS BOOK



Kayla Ivey
Studios

Kayla Ivey
studios

Kayla
Ivey
Studios

Kayla Ivey
studios

Kel Rininger

Company Name
Kayla Ivey Studios

Type of Business
Professional Photography

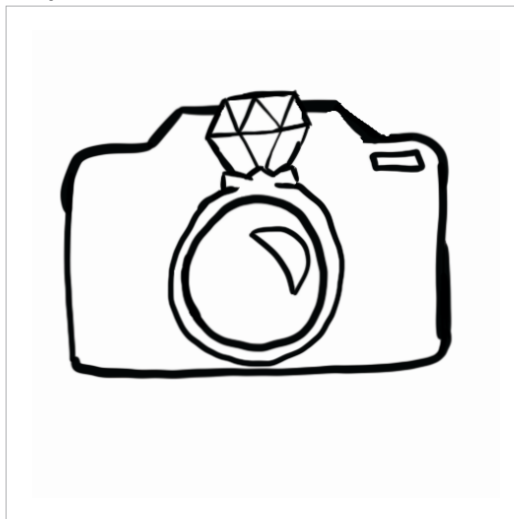
Key Words
Photography, Wedding, Elegant, Modern

Company Mission Statement
Capturing the most love-filled moments Ohio has to offer and celebrating them in all their authentic, heartwarming glory.

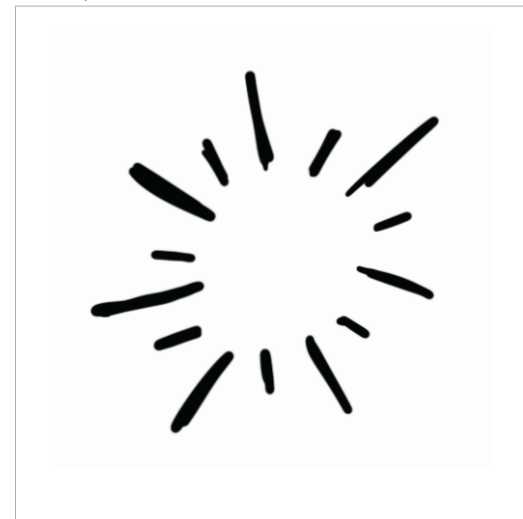
Competitors
George Street Photo & Video
Frog on a Lily Photography

How have you differentiated them from their competition
The goal is to create a much more elegant look that fits the brand and message.

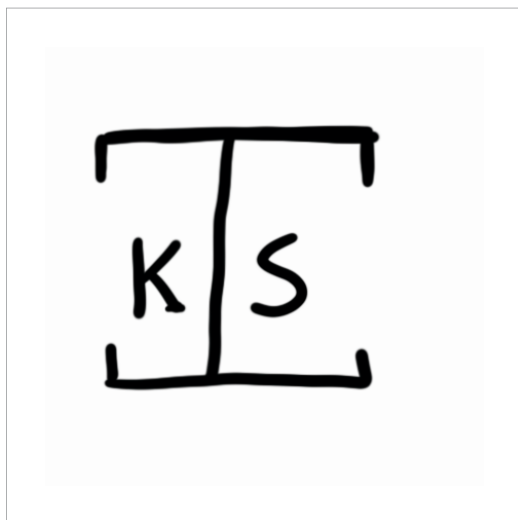
1. Pictogram or Icon



2. Abstract Symbol



3. Monogram



4. Logotype or Wordmark



5. Combination



KAYLA IVEY STUDIOS

LOGO SPEC SHEET

KEL RININGER | CORP ID FALL 2021



BLACK



PANTONE



RGB | CYMK







Kayla Ivey

Kayla Ivey Studios
306 North St.
Akron, Ohio 44321
330-987-5432
KaylaStudios.com

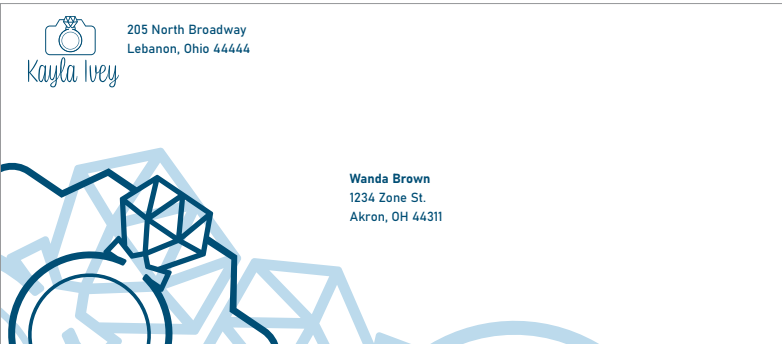
Dear Recipient,


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Sincerely,

Kayla Ivey



205 North Broadway
Lebanon, Ohio 44444

Kayla Ivey

Wanda Brown
1234 Zone St.
Akron, OH 44311






Kayla Ivey



Kayla Ivey
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