



Branding Identity Book

Volcom Stone

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Creative Brief / Design Statement

Company Name: Volcom

Brand Description:

Competitors are Vans, Converse.

The design should aim toward surfers, skateboarders, and snowboarders.

Project Summary: To create a new logo for the company, rebranding for the new decade.

Target Audience: Athletes, younger aged adults and teens.

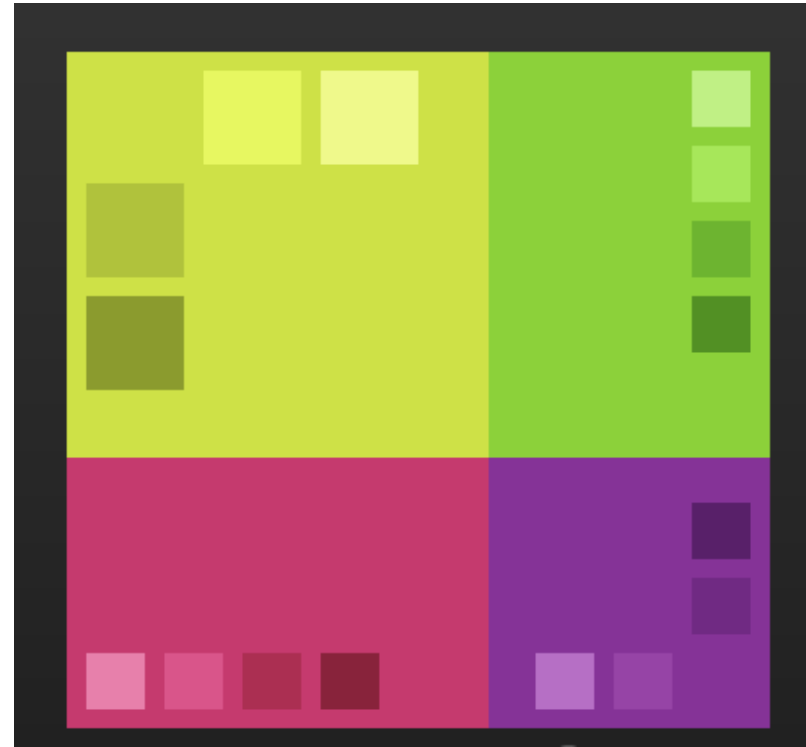
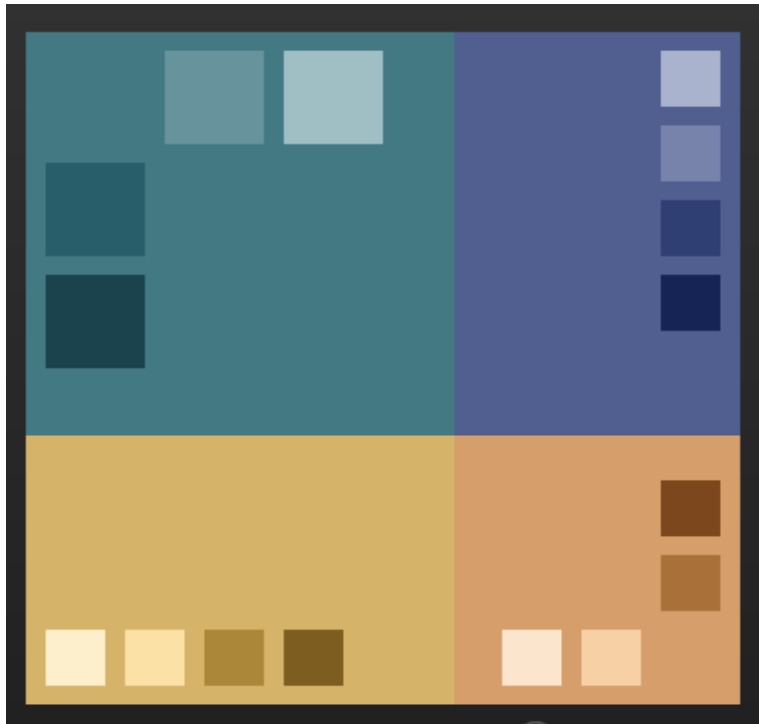
Desired Message & Tone:

Fun, engaging, rebel against status quo while keeping foundations.

Problem Analysis/Define:

Original logo shape is, while symmetrical and good for vectoring, an unusual rectangle/diamond hybrid. Can't be shrunken too small but is

Mood Board (also Including Materials Palette)



Brand Essence Statement - Guiding Principle 01



The reimagined 'V' emphasizes the rebellious nature of what the Volcom brand stands for with its curved, almost scratchy edges. And while the worn messy style is what will appear in other logo spaces the 'V' will not, as to maintain its clarity when reduced in size and to be consistent with its varying size counterparts. What we get is the 'V' that is embedded into a pedestal like form for easy contrast with most any background whether patterned or solid. But to keep emphasis with the 'V', it would be best to not have the shape reduced to outlines

Business Card/Stationary Letter Head

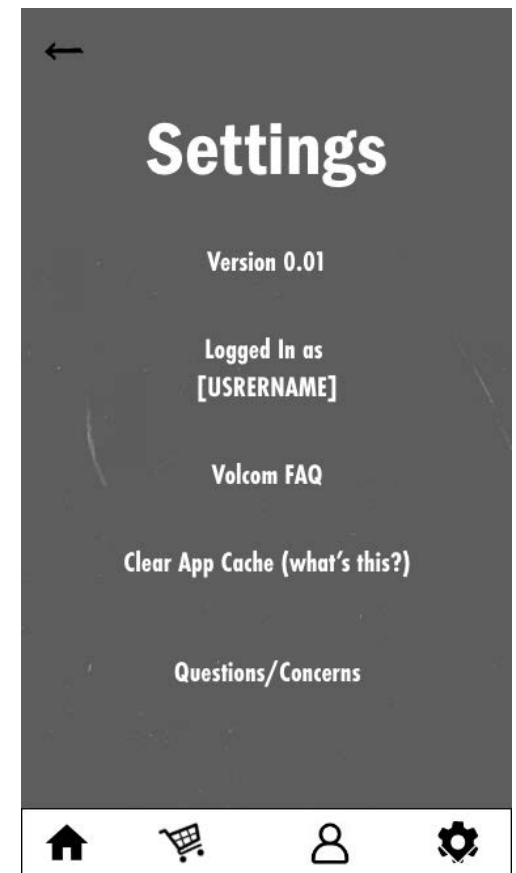
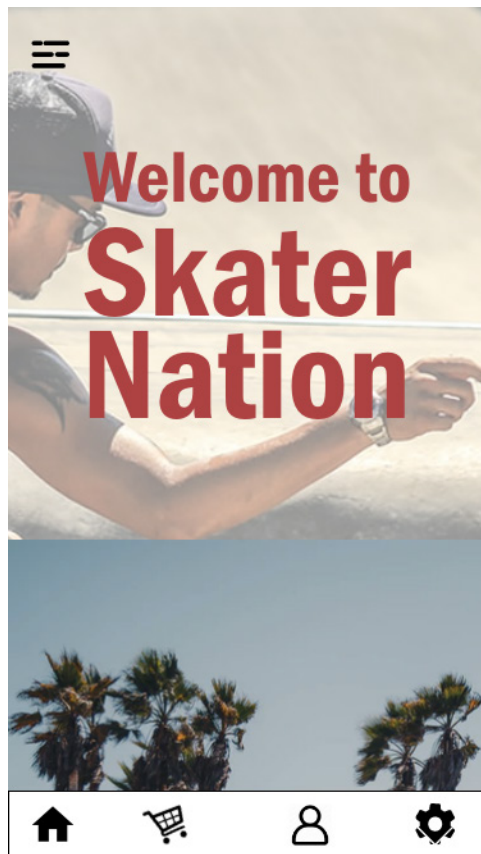


Other Stationaries



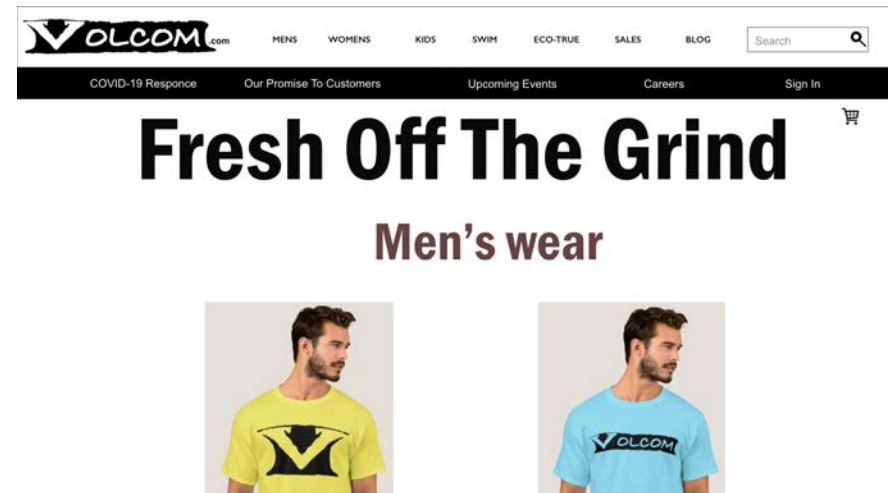
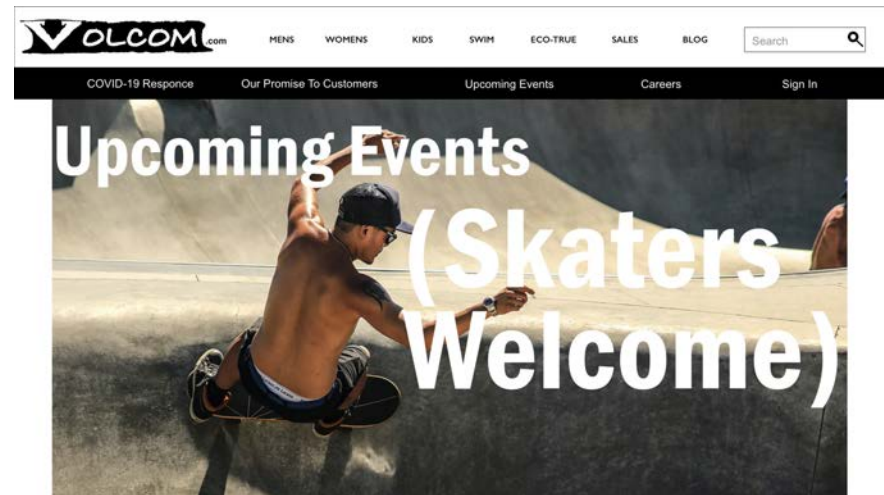
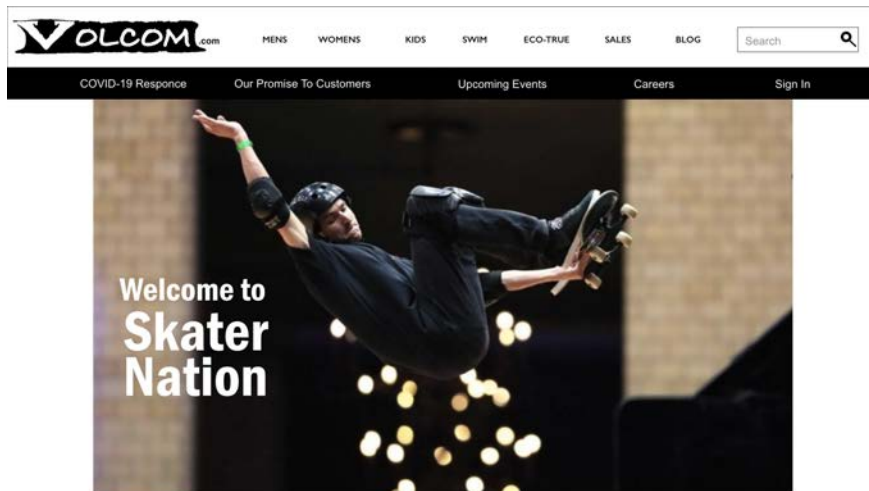
App/Website Page

3 slides for each



App/Website Page

3 slides for each



Process Statement (Conclusion)



While looking for what the future of Volcom was not an easy task it was also inspiring to know that the rebellious brand still had it's roots in tradition which brought the conclusion of having a throwback theme. This resulted in the outcome of a logo that represents Volcom's edginess in what would have been a previous light of a late 80's, early 90's style. The look has been made to stick mostly with black and white contrasts but is interchangeable with other contrasting colors.