

Branding Identity Process Book
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Spring 2020
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Creative Brief / Design Statement

Company Name: Aerios

Brand Description:

The main competing companies are space x, Boeing, and virgin galactic. Being a relatively new industry, there is not a lot of specific space tourism branding.

Project Summary:

Im creating the branding for a space tourism company, in the similar vein of SpaceX. I want to create a sleek and modern, but unique design, to make the company stand out in an up and coming industry.

Target Audience:

Im trying to attract those who are interest in space tourism and potential those who are hesitant about it as well. These type of clients are generally very wealthy and very adventurous.

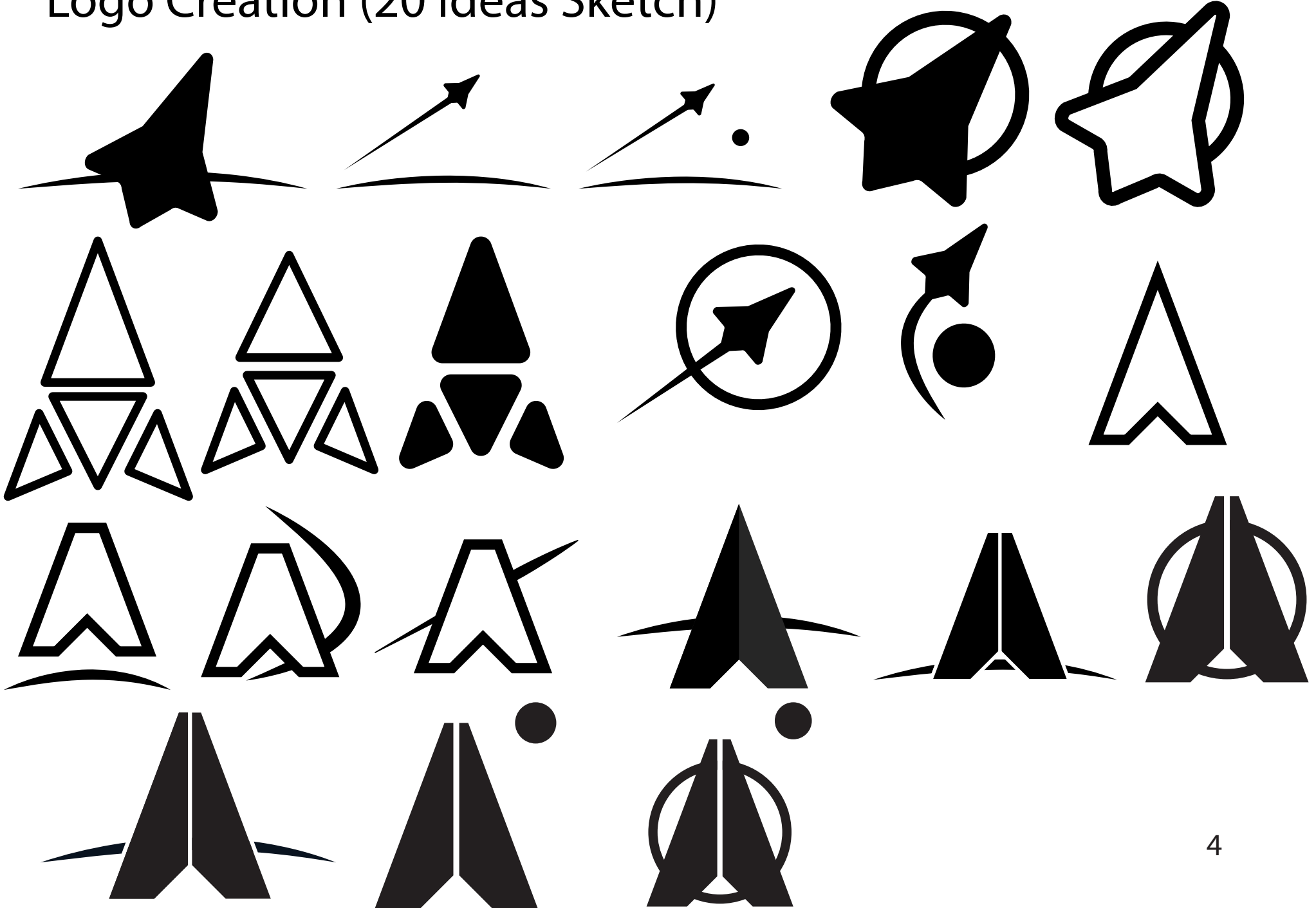
Desired Message & Tone

My tone will be very inviting as well as adventurous. I want people to feel the excitement of exploring a new frontier for themselves.

Problem Analysis/Define:

The problems I will encounter when branding is trying not to fall into doing what already has been done with space branding and logo design. There are countless combines who use rocket and orbital imagery in their logos, as well as similar blue and grey color systems.

Logo Creation (20 Ideas Sketch)



Logo Creation (One Idea with Responsive Interaction)



Logo Description

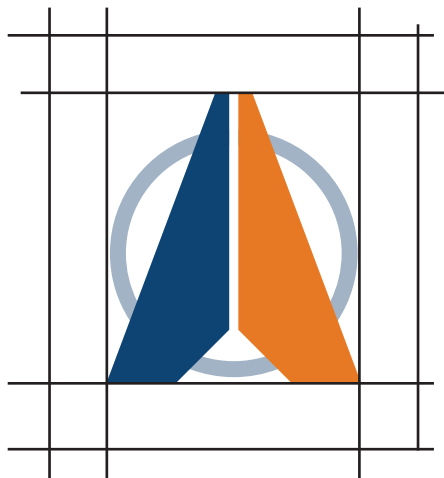


My logo represents a few things related to the company. First the the main triangular shape represents the space craft designed by the company. Second it represents the “A” in Aerios. The circle represents the earth. In essence it is a ship flying over the earth representing space travel.

Logo Usage (dimension/safezone/acceptable/unacceptable)



1. Logo must be used with color palette.
2. Otherwise can be used as black or white.
3. Logo must be placed on extremely dark or extremely bright background.



Logo Usage (dimension/safezone/acceptable/unacceptable)



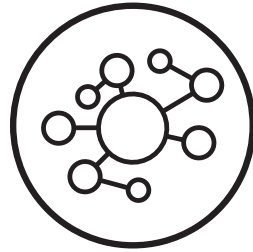
1. Do not pair with midtone background, part of the logo will get lost.
2. Do not tilt logo.
3. Do not add gradient to Logo.



Icons Creation (10 Universal Icons)



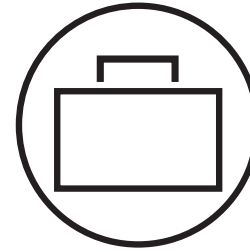
Research



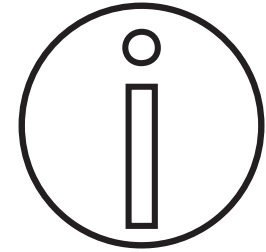
Data



Flight Logs



Careers



Information



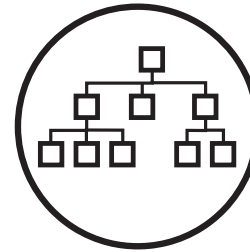
International



Environment



Account

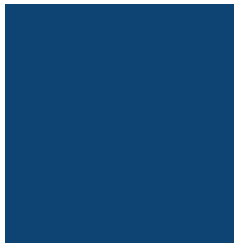


Organization



Invest

Color Palette



c100m79y29k14
r- 18 g-69 b-17
#124575



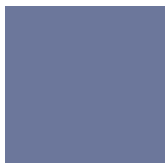
c6m64y100k0
r- 231 g-121 b-37
#e77925



c37m22y14k0
r- 162 g-180 b- 198
#a2b4c6



c0m0y0k79
r- 90 g- 91 b- 93
#5a5b5d



c60m48y18k8
r- 109 g- 199 b- 55
#6d779b



c0m0y11k0
r- 255 g -253 b- 231
#fffde7



30%



25%



15%



15%



10%



5%

Orange represents creativity, determination, and fascination. These ideas correlate with the idea of space travel.

Blue represents trust and calmness. Two things I want clients to feel about a company that provides such an ambitious service.

Font Family

DIN 2014 Regular

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

DIN 2014 Bold

**Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz**

DIN 2014 is a strong and legible typeface. It brings just the right feel to accompany my brand.

Process Statement (Conclusion)

In conclusion I wish to build a sleek and modern brand that stands out from the competitors in this industry. Through my choice of colors, typefaces and logos I believe I can make this possible.