



Branding Identity Process Book
Volcom Stone
Spring 2020
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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.

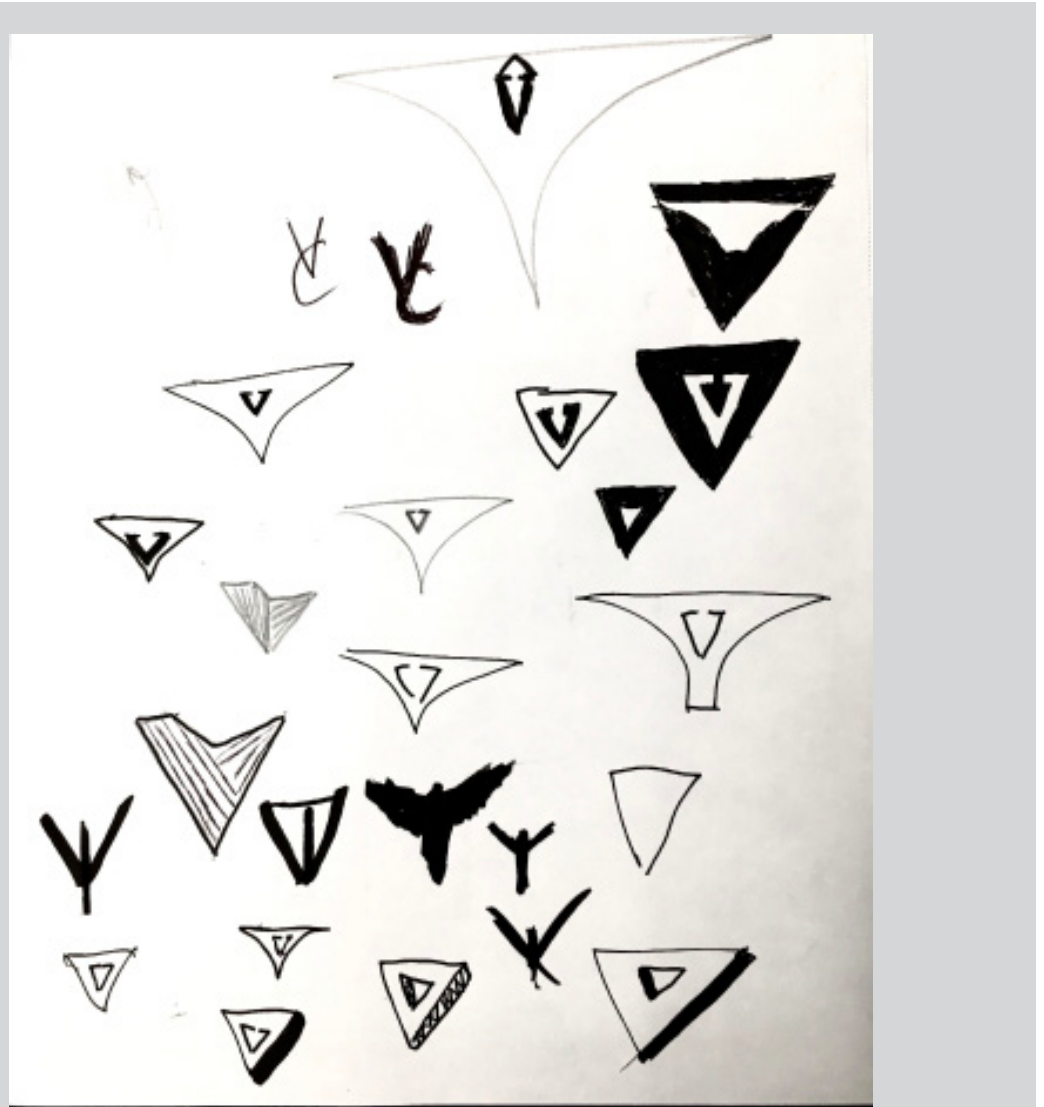
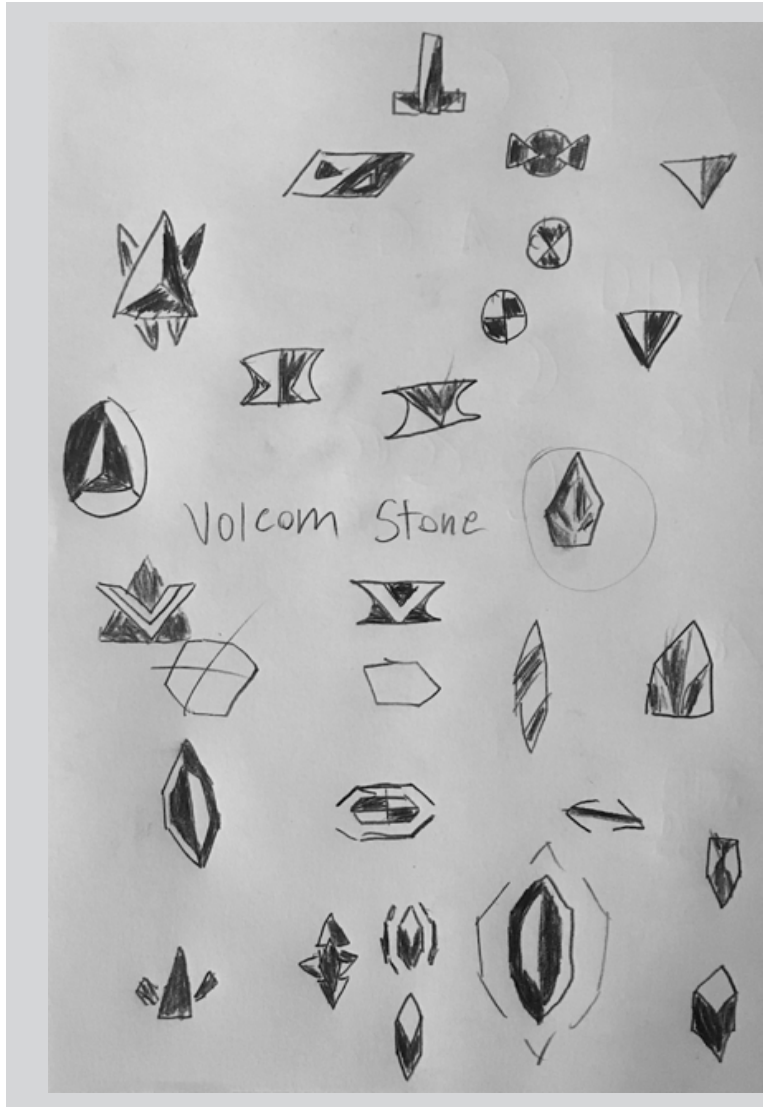
Desired Message & Tone:

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 shrunk too small but is very imposing when made large. Patterning might be difficult.

Logo Creation (20 Ideas Sketch)



Logo Creation (One Idea with Responsive Interaction)



Logo Description



Logo is a negative V shape carved into edgy identifying background. Also has arrow pointing down to the V itself thus making the logo stand out and call attention to 'V'olcom

Logo Usage (dimension/safezone/acceptable/unacceptable)



Logo Usage (dimension/safezone/acceptable/unacceptable)



No gradients



No beveling



No high contrast/neon



PLEASE no warping (unless to simulate how logo appears on merchandise)

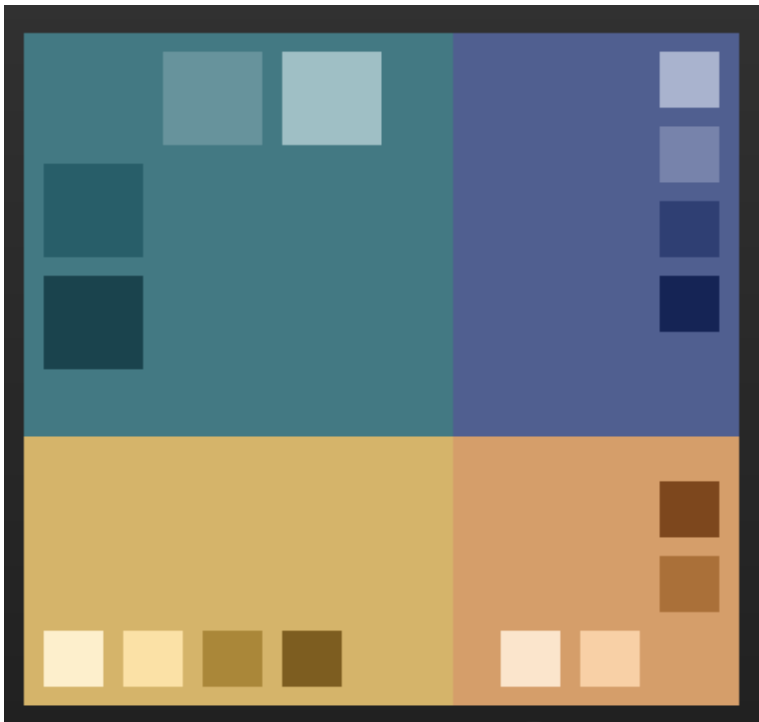


Don't use text version for small icon

Icons Creation (10 Universal Icons)



Color Palette



Font Family

A B C D E F G H I J K L M N O

P Q R S T U V W X Y Z À Á

Ê Ë Ì Ï Ø a b c d e f g h i j k l m n

o p q r s t u v w x y z à á ê ë ì ï ø ð

1 2 3 4 5 6 7 8 9 0 (\$ £ . , ! ?)

Bradley

Hand

Bold

The quick brown fox jumps
over the lazy dog. The quick
brown fox jumps over the lazy
dog.

Process Statement (Conclusion)

End result is an edgy but clean responsive logo to better highlight the ‘V’ to better familiarize consumers, both old and new, with Volcom. In addition the color palette will remain in tints of various colors.