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Local Identity

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THE CARL AND WINIFRED LEE HONORS COLLEGE

CERTIFICATE OF ORAL DEFENSE OF HONORS THESIS

Melissa Phizacklea, having been admitted to the Carl and Winifred Lee Honors College in the fall of 2008, successfully completed the Lee Honors College Thesis on April 19, 2012.

The title of the thesis is:

Local Identity

S. Saaltink

Stephan Saaltink, Frostic School of Art

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Bruce Naftel

Bruce Naftel, Frostic School of Art

Melissa Phizacklea

Senior Thesis 2012

Local Identity

Buying local is the first step preventing numerous economical and environmental issues and is becoming more crucial every moment. Unfortunately, independent businesses face unprecedented competition from larger competitors that enjoy national or international branding power. Local governments, chambers and independent business networks have recently launched hundreds of buy-local campaigns to increase awareness on these issues. Regrettably, most campaigns quickly fade away with little or no impact on shifting local culture.

With this idea in mind I am proposing to explore and develop a permanent local identity that will endorse a number of local brands. This identity system will pronounce the existing unique voices of the community instead of unifying different personalities. The brand is not meant to be obtrusive. The goal is to profile local businesses and enhance the quality they deliver through a design that has both variety and consistency.

localidentity



Higgins Ice Cream



National and International Branding Power



Current Local Campaigns & Organizations





I've been thinking!

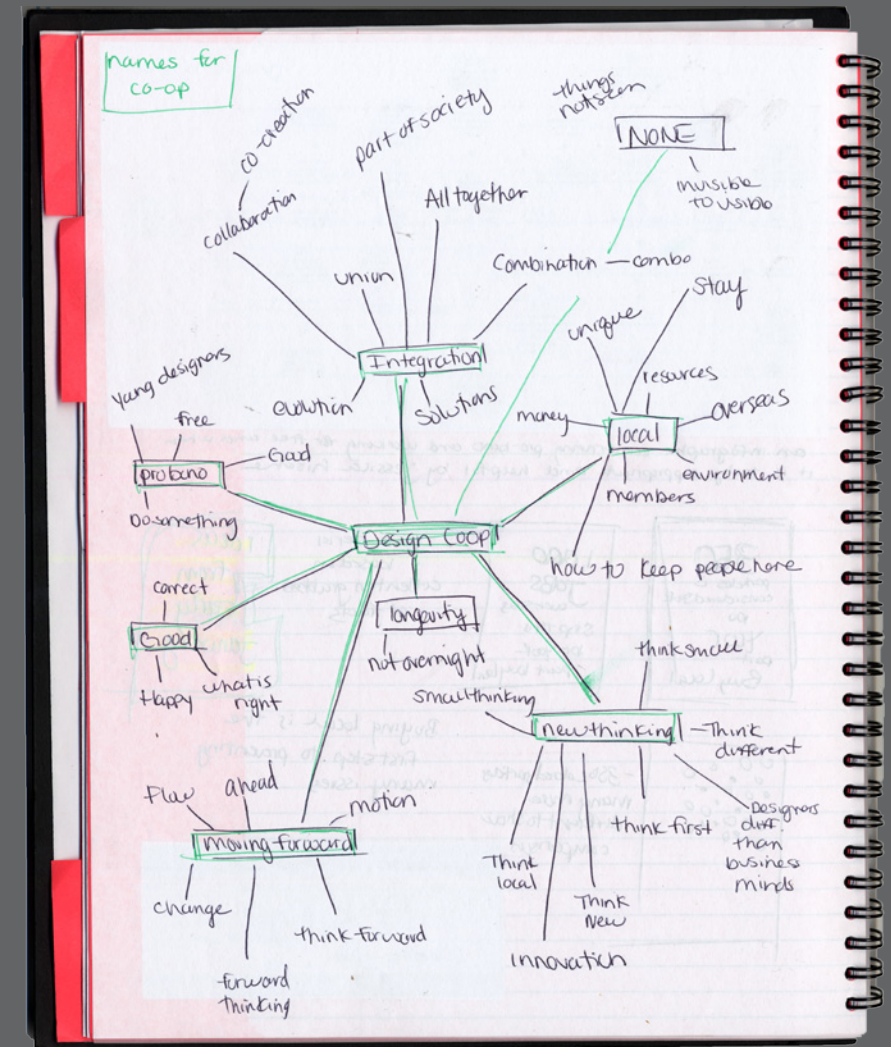
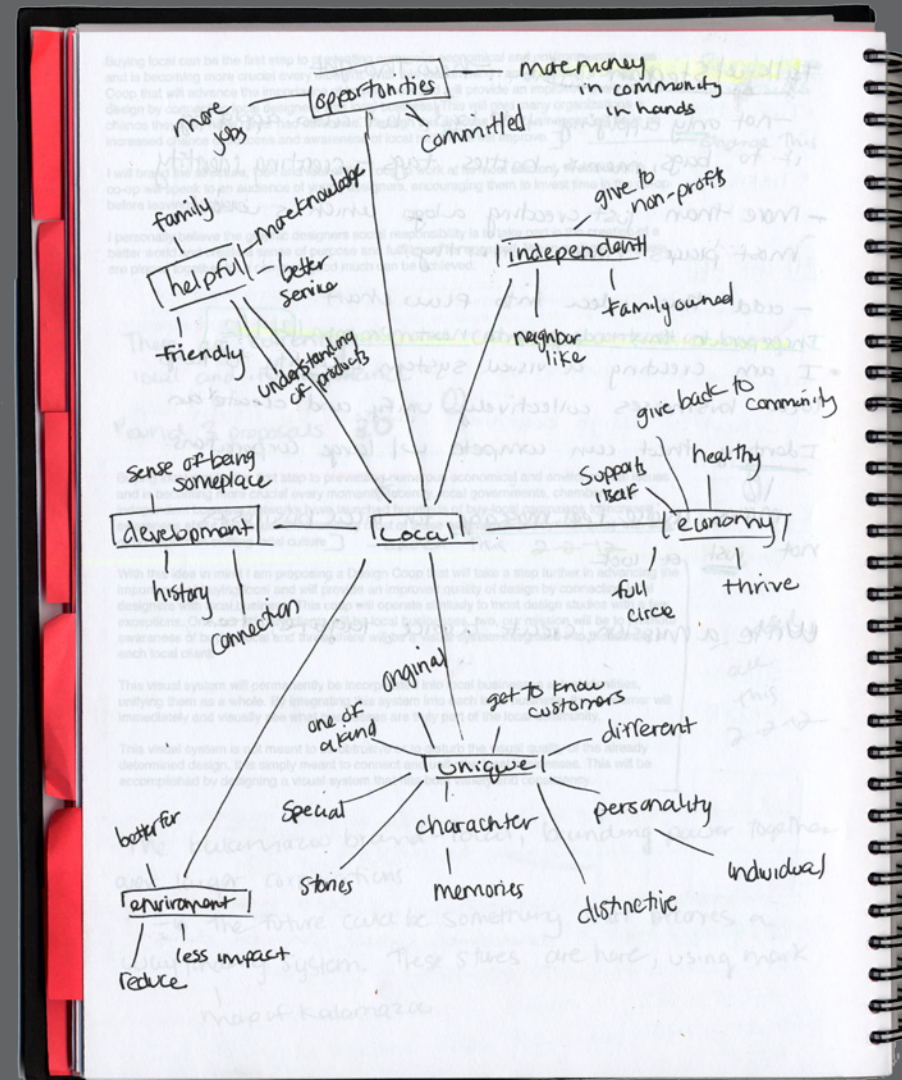
Explore and Develop a Local Identity



Various Visual Componenets



Where I Started: Brainstorming



Keywords

committed
knowledgable
community
character
unique
personality
thriving
sense of someplace
economical
environmental
giving back
forward thinking
innovation

New Names


Kalocal
Thrive
Kalamazoo Local
B.U.I.L.D
thinKalamazoo
engage
Unique
U
ACT
Local Connection
trUSt
Go K
Buy Local Kalamazoo

Taglines

a thriving impact
healthy impact
keeping things unique
where local businesses are a big deal
uniquely local
taking it back home
committed, unique, community
supporting eachother
we go full circle
your local connection
unique business for you
back to local
bringing it back

Inspiration & Visuals

- line placed underneath logo
 - line can change width, direction, curve
 2-9-12 - ideas as of now
 Different types of rest Businesses - each one a different pattern
 • restaurants / food
 • retail
 • service
 creating a pattern to place behind businesses such as examples below



pattern, pattern, pattern

SIGNATURE THEATRE COMPANY
 The 2007-2008 Season
 BIL
 immerse yourself
 SIGNATURE THEATRE COMPANY

- creating a pattern or texture background changes adapts but unique and unifying

The relationship between the logo's elements and the vibrant palette they are depicted in are free to change across applications, creating a truly dynamic identity. The cloud of signatures serves a myriad uses such as a frame, a backdrop, and even a vessel to hold photos or artwork. The repetition of this highly recognizable form allows consistency while remaining appropriate to this living institution.

yoomi warmth within
 AQUA America
 Idea #2 2-9-12
 focus on certain letters making one unique unobtrusive but obvious
 all unique but spells something
 LIBRARY
 letters could be very unique

visionapp
 * puzzle pieces *
 pattern, different shapes

Idea #3
 parts of a whole
 vary in sizes of shape, but shape stays the same

interlocking elements
 • Timeless yet also flexible to accommodate advances
 • take shape of Kalamazoo County break it up into puzzle pieces, parts of a whole *The parts together will be coop logo*

Idea #4
 having 4 specific basic shapes, that can be rearranged to create many unique shapes
 edp edp edp edp
 edp edp edp edp
 Changing Shapes
 casa de musica
 Stephen Sognator
 this can be rearranged to make new shapes but pieces stay the same
 half circle Square
 Shapes creating new shapes
 Idea #5
 location and line
 - can change direction, width, length, color
 - line designating location
 curved line, changing color
 arts, locations, or buildings connect
 to each other
 cognistar
 glad
 glad
 line through words under hand
 Hypertherm

Unique Shapes & Lines of Kalamazoo

Map Ideas as of February 21st

Having different line lengths, thickness, ways to shade, BW, color, what the variety could be.

LOCAL - OS acts as shapes of district
Kalamazoo

IDEA #2 Abstract pattern 2-2-1
pattern of lines w/ Kalamazoo districts overlaid
back of business card

keeping uniqueness but bringing awareness of city

City Life
- negative space becomes interesting pattern
- represent river
- district could be solid.

roads in Kalamazoo

IDEA #3 - old map texture

Using current districts hand drawn and scan maps w/ pencil or ink to give old day texture of maps. Makes it unique and more interesting.

IDEA #4
Positive or Negative Shape or the reverse

Also this whole shape could have the lines of the counties in it connect to **IDEA 5**

this could be spray painted, hand drawn, colored, many other ideas to create variety.

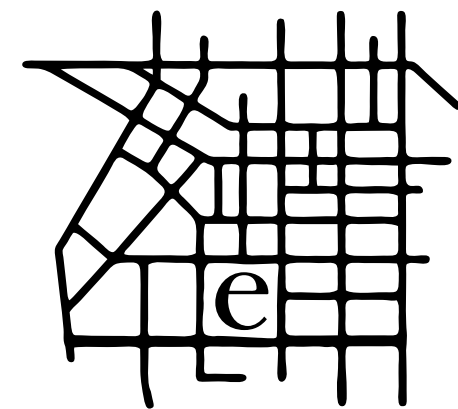
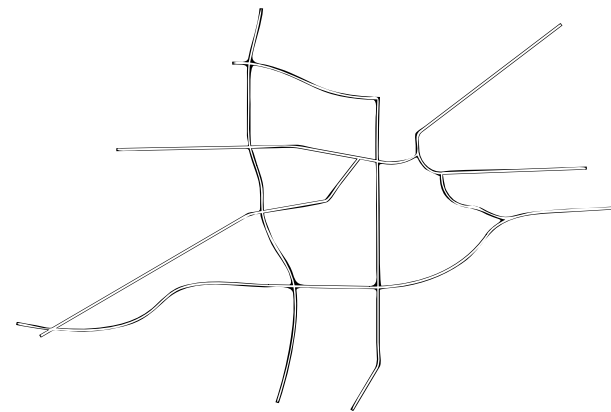
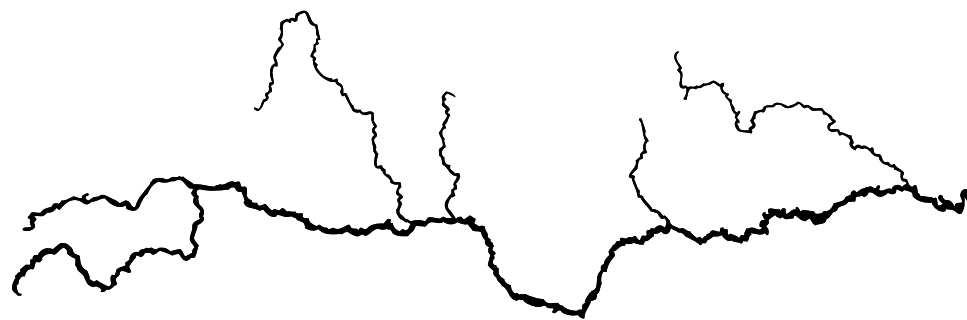
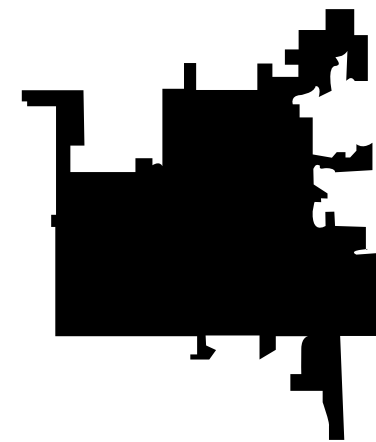
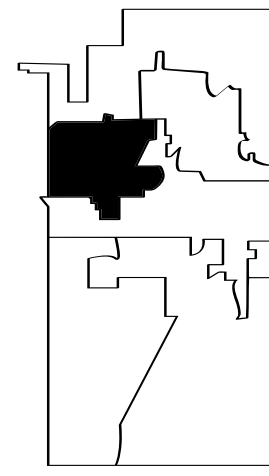
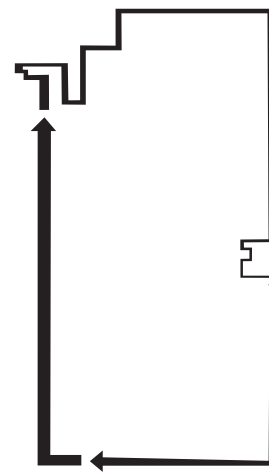
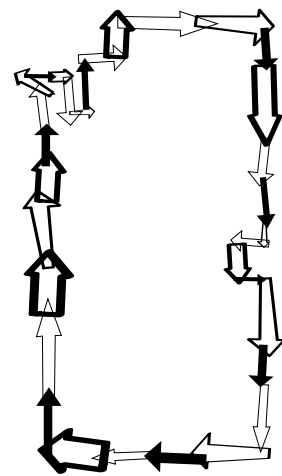
IDEA #9
Use school district or downtown map instead of counties & neighborhoods

IDEA #10
- apply texture made for ABAT not at roads as line pattern

Use ID represent the shape of Kalamazoo

* Unique different areas
Many firm and giving back forward think direction

Variations & Sketches



New Name

engageachother



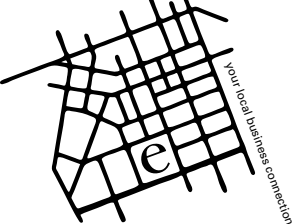
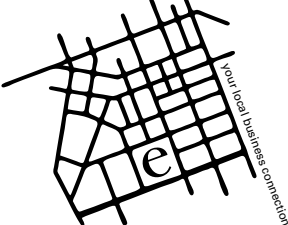
Symbol

Keywords

engagekalamazoo

engagelocally

engagecommunity



Tagline





thank you

engage later!