Local Identity

Melissa A. Phizacklea
Western Michigan University

Follow this and additional works at: http://scholarworks.wmich.edu/honors_theses
Part of the Graphic Design Commons

Recommended Citation
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

Stephan Saaltink, Frostic School of Art

Yuanliang Sun, Frostic School of Art

Bruce Naftel, Frostic School of Art
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.
local identity
Higgins Ice Cream
National and International Branding Power
Current Local Campaigns & Organizations
I’ve been thinking!
Explore and Develop a Local Identity

WMU Dining Services is proud to serve a premium self-branded fair trade coffee to our University community. Western Grounds exemplifies Dining Services' commitment to sustainability, supporting our Michigan economy, responsible global citizenship and serving food and beverages with outstanding flavor.

Fast facts about Western Grounds

- Locally roasted by an employee-owned business in Lansing, MI.
- Ground and blend exclusively for Western Michigan University.
- Fair Trade certified, organic.
- Two blends:
  - House Blend (medium roast)
  - French Roast (dark roast)
- Very good tasting coffee with a smooth rich taste and pleasing aroma.
- Western Grounds is the only coffee brewed and served in WMU Dining Services residence hall dining rooms and campus cafes.

What is fair trade?

Fair trade empowers farmers and farm workers to invest in their communities, protect the environment, and develop business skills to compete in the global marketplace. Fair trade guarantees farmers get a fair price for their coffee, which helps them to earn a wage sufficient to support their families and communities. The increased wages allow farmers to invest in healthcare, education, and environmental stewardship, very critical needs to sustain a family, a community, and our earth.

What is a fair trade certified label?

A fair trade certified label guarantees that the product has met the required social and environmental standards, including:

- A fair price to farmers and farm workers.
- Farming practices meet environmental sustainability requirements.
- Working and living conditions support human health and safety.
- The local community has resources to invest.

For more information about Fair Trade, visit www.transfairusa.org.
Various Visual Components
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
Unique Shapes & Lines of Kalamazoo
Variations & Sketches
engage each other

New Name

Symbol

Tagline

Keywords

engage kalamazoo

engage locally

engage community
thankyou
engage later!