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Who Am I? An Exploration into the Development of Corporate Identity for Old World Antique Mall

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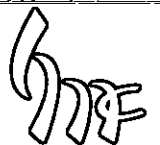
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Who Am I?



An Exploration Into the Development of Corporate Identity
for Old World Antique Mall

IDENTITY



Heather McCarron

Why

Who am I? This is a question asked by almost every man or woman at some point in their lives as they begin to grow as a person and form their own individual identities. Businesses are like people in this way. Both start out in infancy and simply learn to be. As they grow and evolve, businesses too, will start asking the question of "Who am I?" This, as with an individual, can be a difficult question to answer. In order to continue to grow, both people and businesses must do some soul-searching and discover just what type of person or business they would like to become and how they would like others to perceive them.

What's my RATIONALE

I am at the age where I am asking that same question. Who am I? Am I a student? Am I a graphic designer? How do others see me? Perhaps my own questions are why I have chosen a thesis project that has to do with finding an identity. While I don't know absolutely if that did indeed have an affect on my decision, I do know that I have an interest in corporate identity and logo design. As someone pursuing a career in graphic design, which is a very competitive field, it will be necessary for me to figure out how I can stand apart from everyone else. Businesses also have to do this especially because of the amount of competition they face in their markets and the almost excessive level of advertising created by everyone vying to reach their target market.

What am I doing

As a journalism minor, I am quite interested in advertising and creating messages. A corporate identity project will include looking into who I am trying to reach and what type of message I want to send to the target audience. I also wanted to get more experience in working with an actual client for this project. I have selected the Old World Antique Mall of Carbondale as the business I will work with. It is a family owned and operated business that is fairly new and does not quite yet have an established identity. It is also a business that will be challenging because the product is not necessarily high-tech or exciting like most people would rather work with.

Why

Why

My thesis involves developing a corporate identity for Old World Antique Mall of Carbondale. After meeting with the owners, I will utilize the creative process to create a desirable solution. Through a series of rough sketches and comps, along with the input of the store's owners, I will develop a logo for the antique shop. I will then incorporate the designed logo into packaging, stationery, and promotional items to help build corporate identity.

Because of the business's relative infancy, there are no set designs to observe. I am completely free to investigate and discover a logo that is completely new. This can be challenging, however, because I must discover on my own what kind of style the owners like and dislike.

I feel that by working on this thesis project, I will gain better experience in working with a client and dealing with the possible limitations or requirements that may be set. I will also gain insight on the process involved with creating a logo and then incorporating it into other items to begin building an identity. I believe that this project will be an aid to me in creating my own identity as well.

What am I doing

What's my RATIONALE

Why

GOALS

What

1.) To create an identity that is easily recognizable by the target audience and relates closely to the nature of the business.

What I Want to Accomplish

2.) To create an identity for Old World Antique Mall that reflects the image desired by the owners.

communication objectives

3.) To incorporate the new logo into packaging and other items for promotional use to build on identity.

What

Target Audience

Demographics:

- Antique collectors
- Established homeowners
- Predominantly people middle-aged and up
- Greater number of females than males

WHO

Geographics:

- Southern Illinois area, northwest Kentucky, southeast Missouri

Media Use Patterns:

- Newspaper (Trader, Southern Illinoisan)
- Special interest magazine
- Flyers/Posters
- Radio

Competition:

- Other antique stores in the area (nearest is in Murphysboro)

what's my

Product:

- Antiques/Collectibles, Reproductions

MESSAGE

Creative Strategy Statement:

Old World Antique Mall is Southern Illinois' premium antique shop.

In order to communicate this, an identity will be created that will be more elegant in nature to give a "classier" feeling to the target audience in order to portray the premium nature of the store. The identity will be one that is slightly old-fashioned in resemblance, but with a modern touch. The use of a scroll has been requested by the client, so it is necessary to find a way to incorporate this symbol into the designs. A more neutral/low key color pallet will also be used.

Other Benefits:

- Customer receives friendly service
- Customer has large number of choices
- Layaway is available to aid in payment of large purchases

Supporting Features:

- Family owned and operated
- Friendly service
- Other vendors with different items-huge selection
- Delivery arrangements available

HOW

Apple Chancery

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

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

1 2 3 4 5 6 7 8 9 0

Palatino (Roman)

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

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

1 2 3 4 5 6 7 8 9 0

Palatino (Italic)

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

*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*

1 2 3 4 5 6 7 8 9 0

Century Gothic (Regular)

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

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

1 2 3 4 5 6 7 8 9 0

Century Gothic (Italic)

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

*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*

1 2 3 4 5 6 7 8 9 0

Century Gothic (Bold)

**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**

**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**

1 2 3 4 5 6 7 8 9 0

Century Gothic (Bold Italic)

***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***

***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***

1 2 3 4 5 6 7 8 9 0

* Century Gothic was used on the shopping bag only for type as image.



1-Color Logo



2-Color Logo
PMS 279u/c
PMS 726u/c



Full Color/CMYK Logo


Old World
Antique Mall

229 Sweets Drive
Carbondale, IL 62901

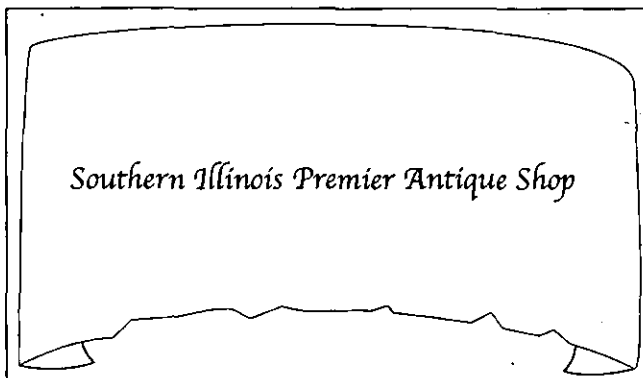
One mile E. of Carbondale
on Hwy. 13

Jan Jeffords
618.457.5467

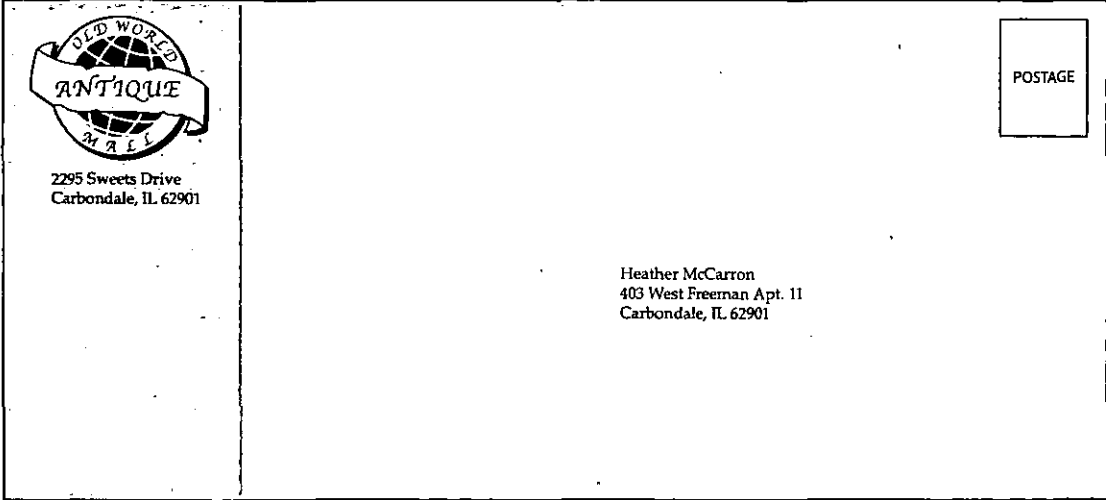
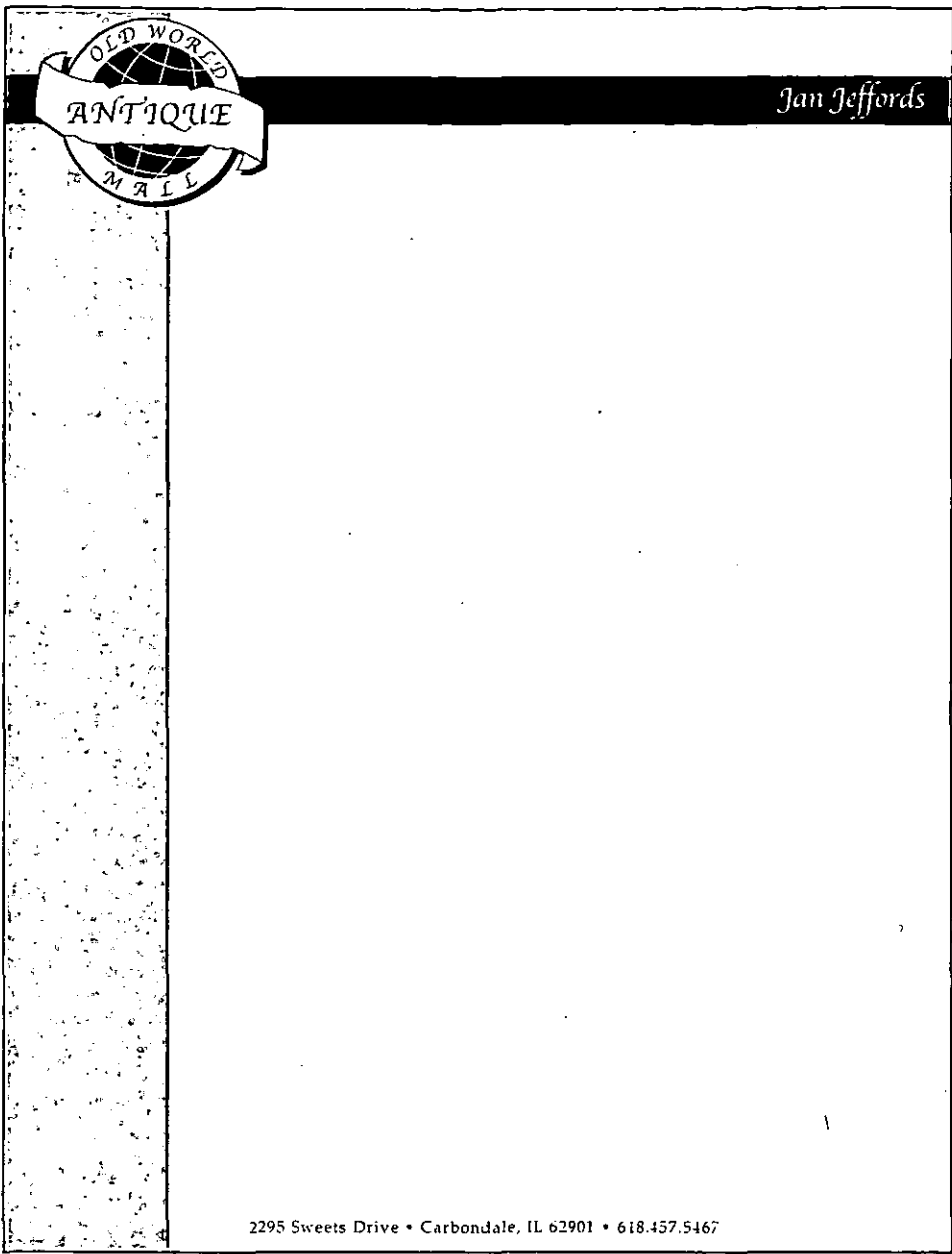
Hours: Mon.-Sat. 10-6
Sun. 1-5



Buy • Sell • Trade



Business Card Design
Front (left) and Back (above)



CREATIVE Materials



Old World Antique Mall

Cardinals, IL



Old World Antique Mall

Cardinals, IL

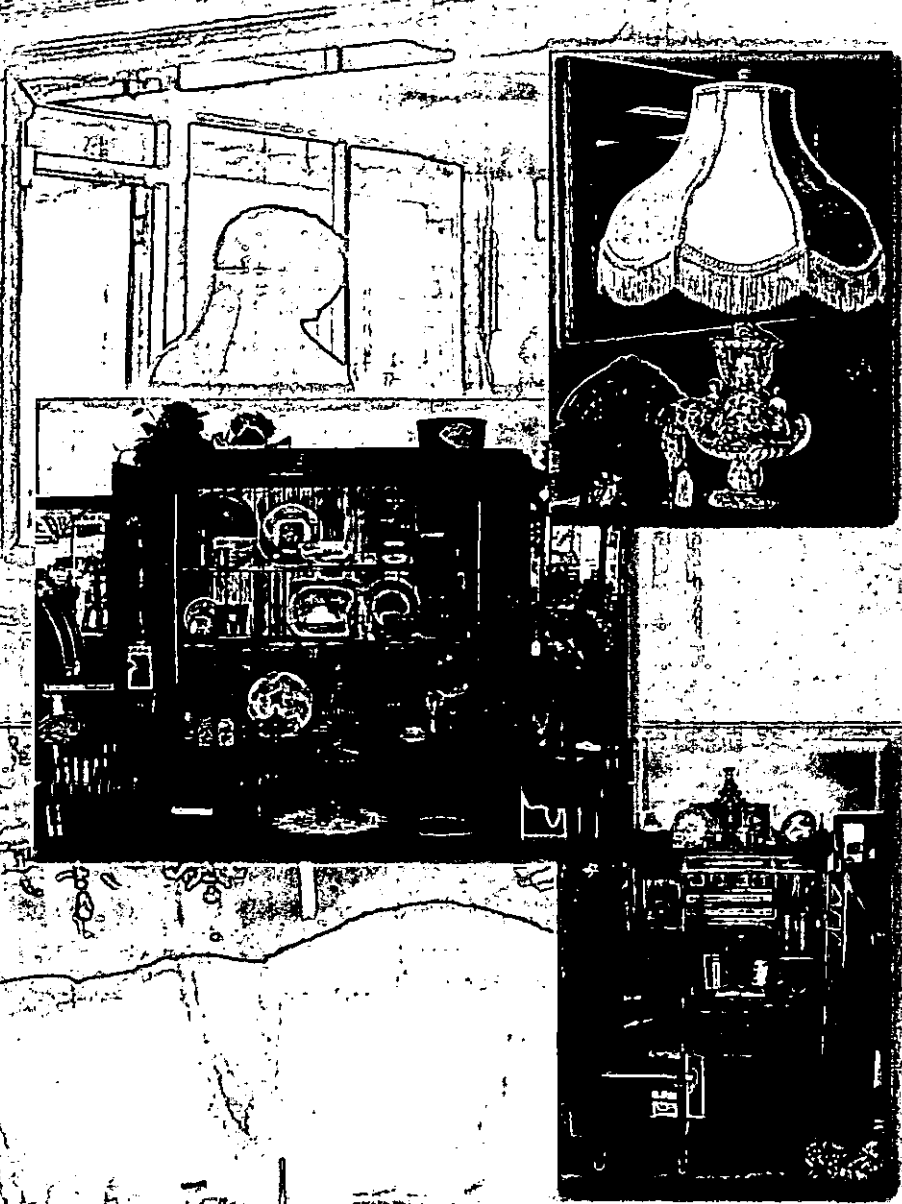
Small Shopping Bag Layout

CREATIVE Materials

OLD WORLD ANTIQUE MALL

Southern Illinois Premier Antique Shop

Buy • Sell • Trade



Hours:
Mon.-Sat. 10am-6pm
Sun. 1pm-5pm

618.457.5467

2295 Sweets Drive - One mile E. of Carbondale on Hwy 13



CREATIVE Materials

Heather McCarron

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618-559-2953



mccarron2000@hotmail.com

Professional Objective: Graphic Designer

hardworking

Education:

- Aug. 2000–May 2004: Attending Southern Illinois University, Carbondale.
- Minors in Art History and Journalism (focus on copywriting & creating ad messages).
- Aug. 1996–May 2000: Attended LeRoy High School in LeRoy, IL.
- Graduated as Salutatorian in May 2000.
- Illinois State Scholar Award.

Relevant Experience:

- May 2003 – Aug. 2003: Ad production intern at Craig Williams Creatives / Community Link in Pinckneyville, IL.
- Experience with the following software:
 - Microsoft Office
 - Photoshop
 - Dreamweaver
 - Illustrator
 - QuarkXPress
 - Freehand
 - InDesign
- Web design and maintenance for Southern Illinois University's Department of Microbiology.
- Web design for Sigma Alpha Sorority/Alpha Gamma Chapter.
- Designed business card and flyer for Illinois Grape & Wine Council.

multi-tasking

Other Experience:

- Worked at several different jobs to help pay for college expenses.
- Aug. 2002–Present: Receptionist for Department of Microbiology at Southern Illinois University, Carbondale, IL.
 - Winter 2002: Seasonal sales associate for Lerner New York in University Mall, Carbondale, IL.
 - May 2001–Oct. 2002: Sales associate for farm department of Rural King, Carbondale, IL.
 - Sept. 2000–Oct. 2001: Secretary for Trueblood Cafeteria at SIU.

Creative

Skills:

- Work well with others/able to facilitate meetings.
- Able to multi-task.
- Fast learner.
- Good at delivering presentations.
- Hard-worker.

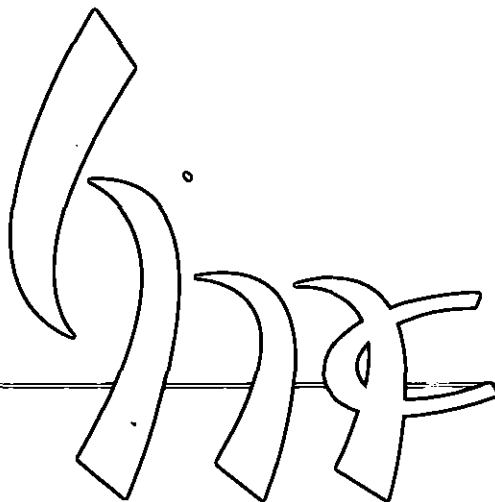
Campus Activities:

- Sigma Alpha Sorority
 - Served 2 terms as president (2002 & 2003).
- Student Life Advisor (Fall 2003) for Southern Illinois University.
- College of Agricultural Sciences Ag Council Secretary (2003–2004)
- Community Service
 - Aids Walk • Ag in the Classroom • Inter-Greek Council's Safe Halloween • Carbondale Cleanup • Red Cross Blood Drives (Volunteer & Donor), etc.

Honors:

- Recipient of four year Academic Scholarship (Fall 200–May 2004).
- Recipient of University Honors Program Scholarship (Fall 2003).
- University Honors Program participant/Graduated with Honors Option.
- Alpha Lambda Delta, freshman honor society.
- Grade point average of 3.663 on a 4.000 system.

RESUME



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