

Quality PATTERN

A 20 page Brand Guide
Made in the U.S.A

.....-.....-20.....

DESIGNED BY

.....

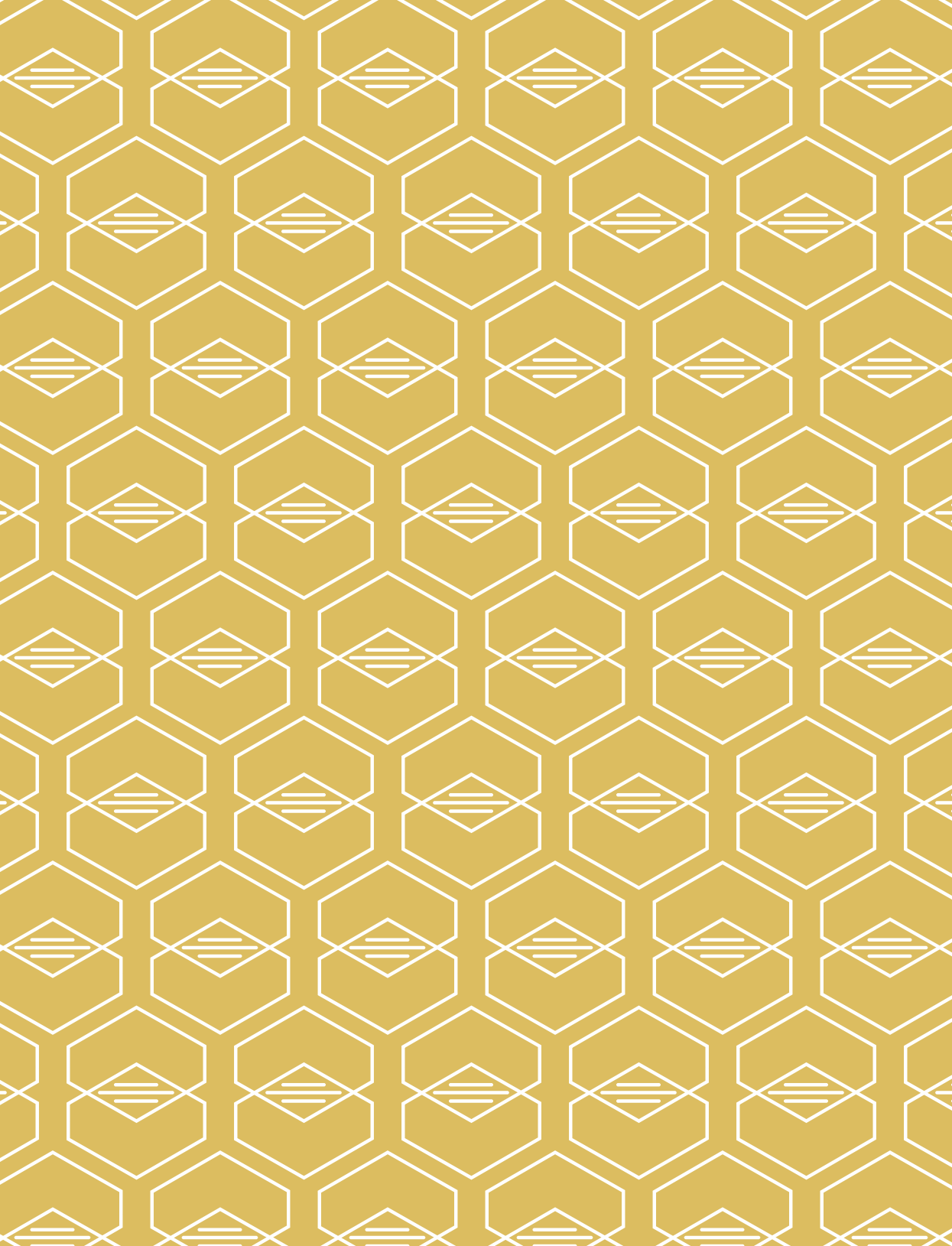


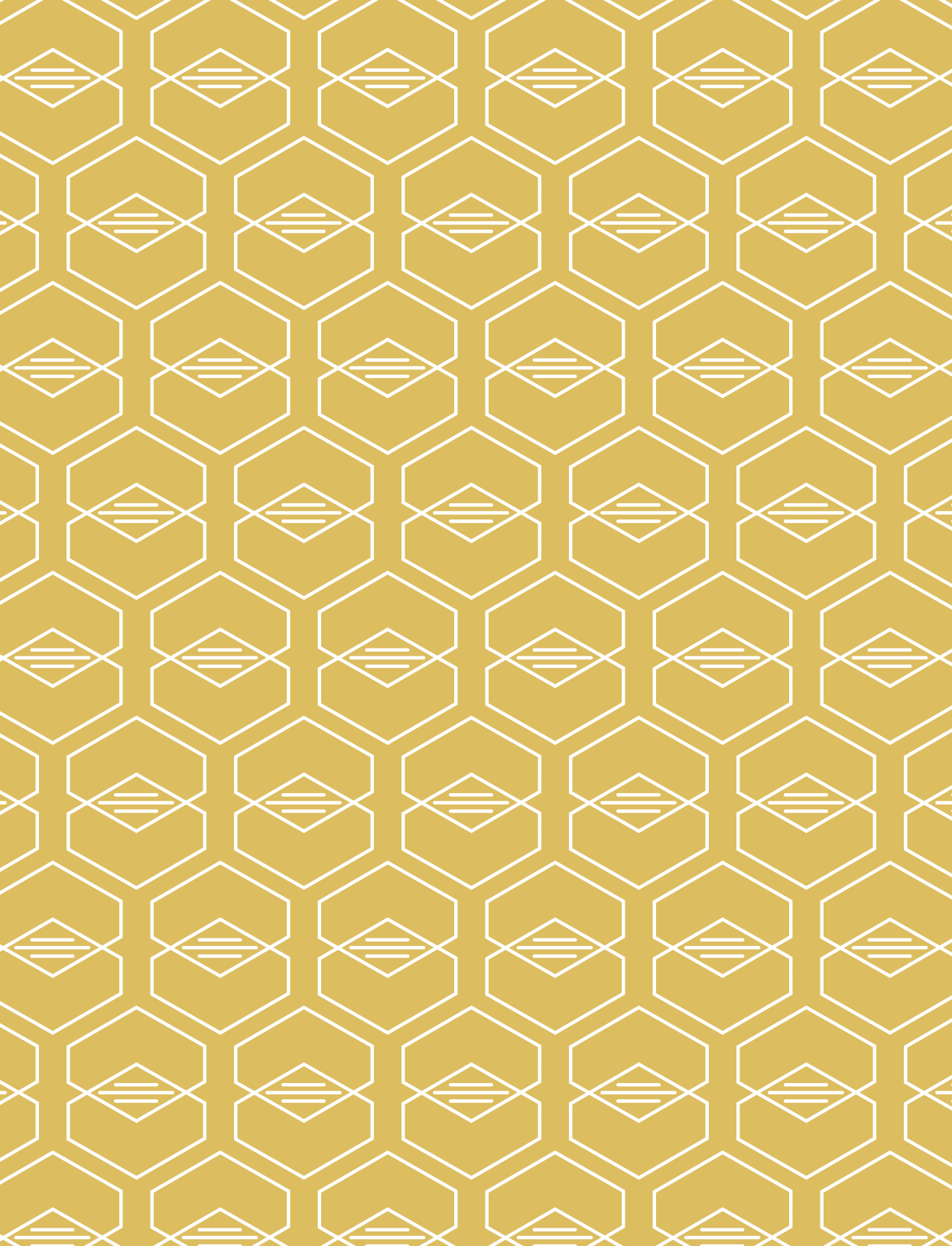
TABLE OF CONTENTS

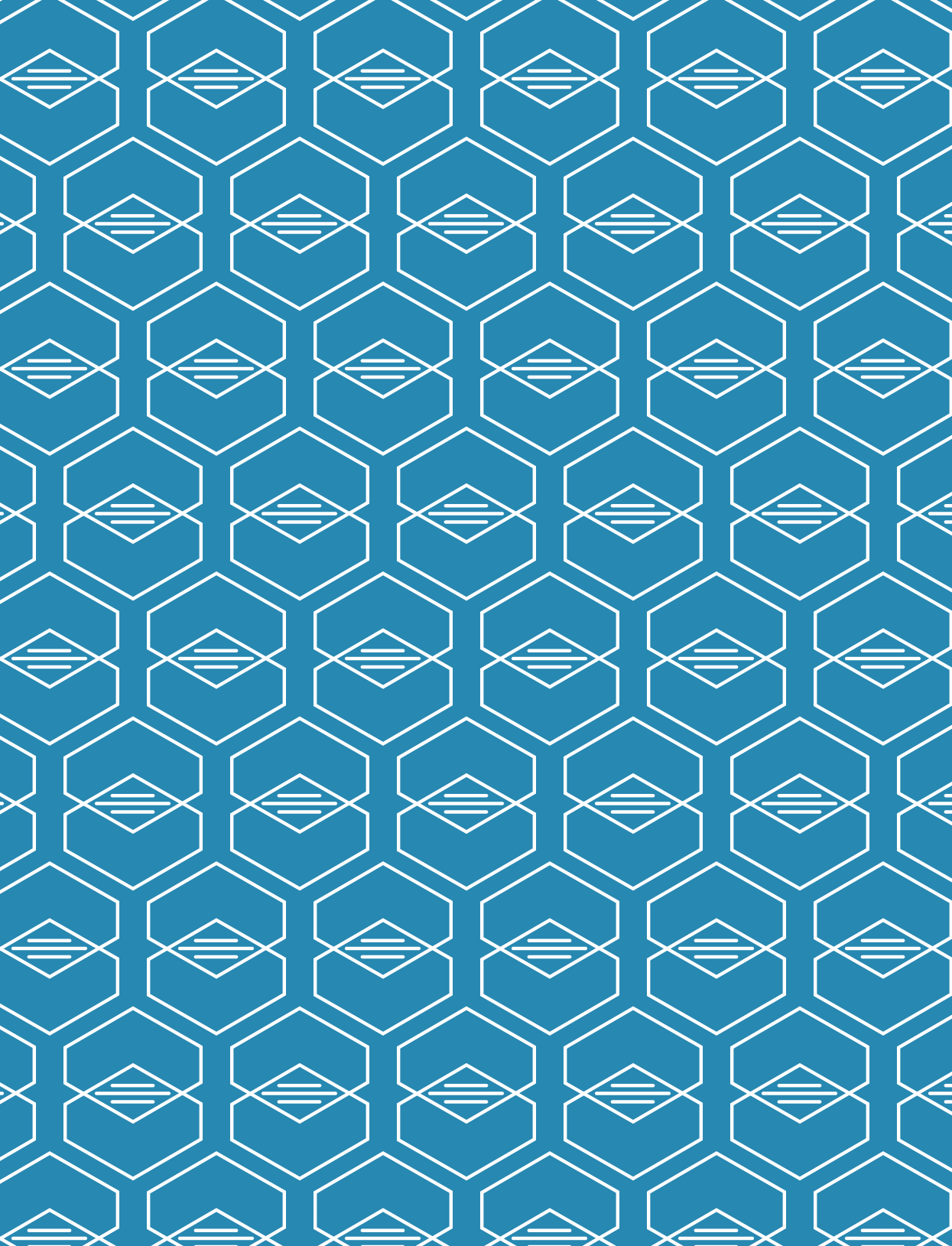
ASSESSMENT

VISUAL IDENTITY

DELIVERABLES

THE BIG PICTURE





Quality Pattern Co.	Designer:	March 2017	Assessment
---------------------	-----------	------------	------------

HISTORY

Currently, Quality Pattern is a small warehouse located in Saint Louis, Missouri and has been serving the Pattern and Foundry Industries since 1945. They specialize in machinery working with all types of wood, metal, and urethane patterns. Quality Pattern will work with anyone: companies and individuals. They cater to any job large or small. Just like in the name Quality Pattern strives to be just that, quality.

BRAND STRATEGY

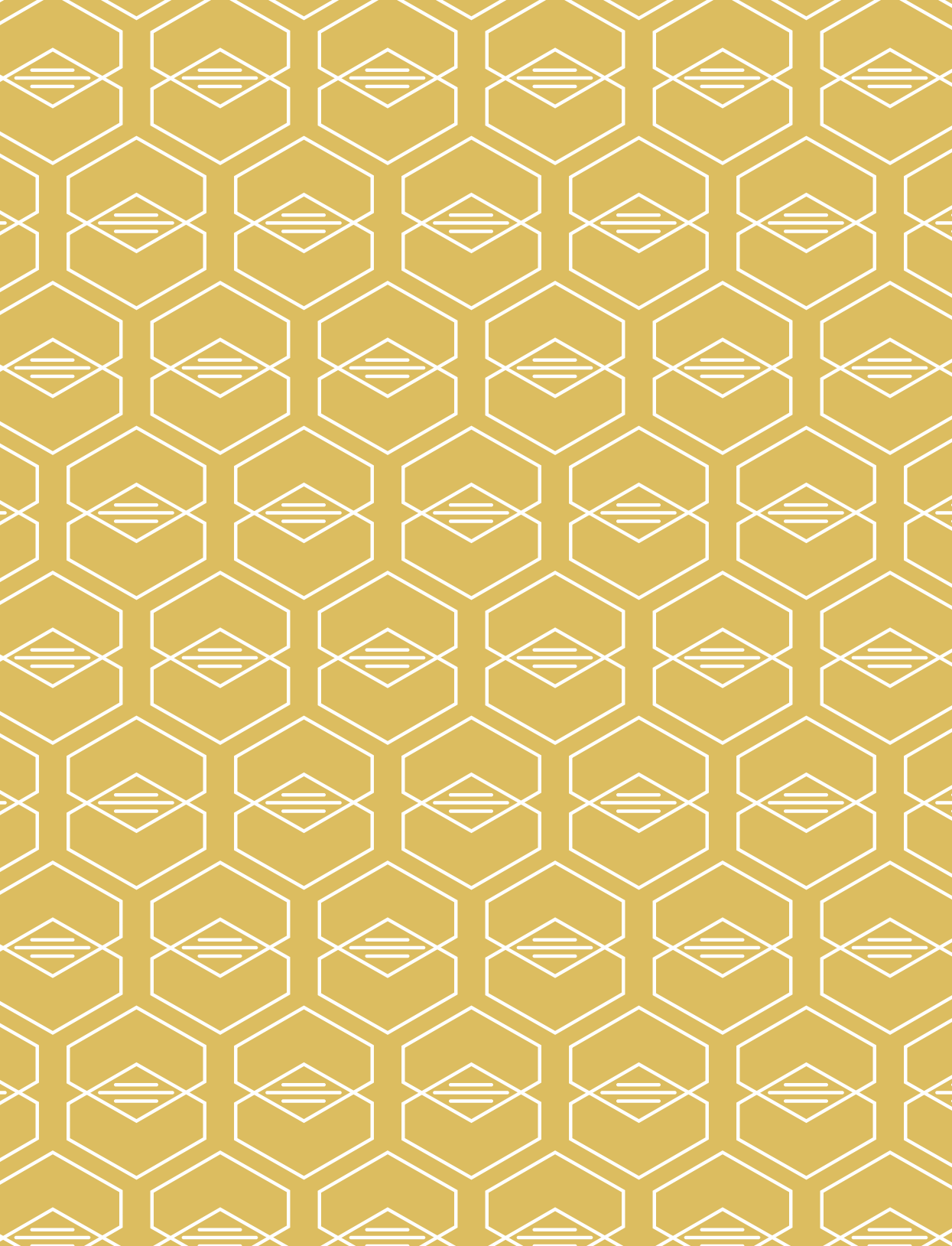
Quality Pattern is in a very unique industry which gives them the upper-hand at standing out against other companies. The company is a forward-thinking group that is willing to help anyone at any time, this is Quality Pattern's strongest attribute.

TRENDS AND OBSERVATIONS

Quality Pattern's competition are well established machining companies in the Saint Louis area. Other places offer more services due to their updated machinery. This can take away potential clients and loss of sales. This also applies to the current website of Quality Pattern. Updated information on their machinery/services will help give new clients a better understanding of what Quality Pattern offers. Changes in the logo and site must be made to gain the trust of clients.

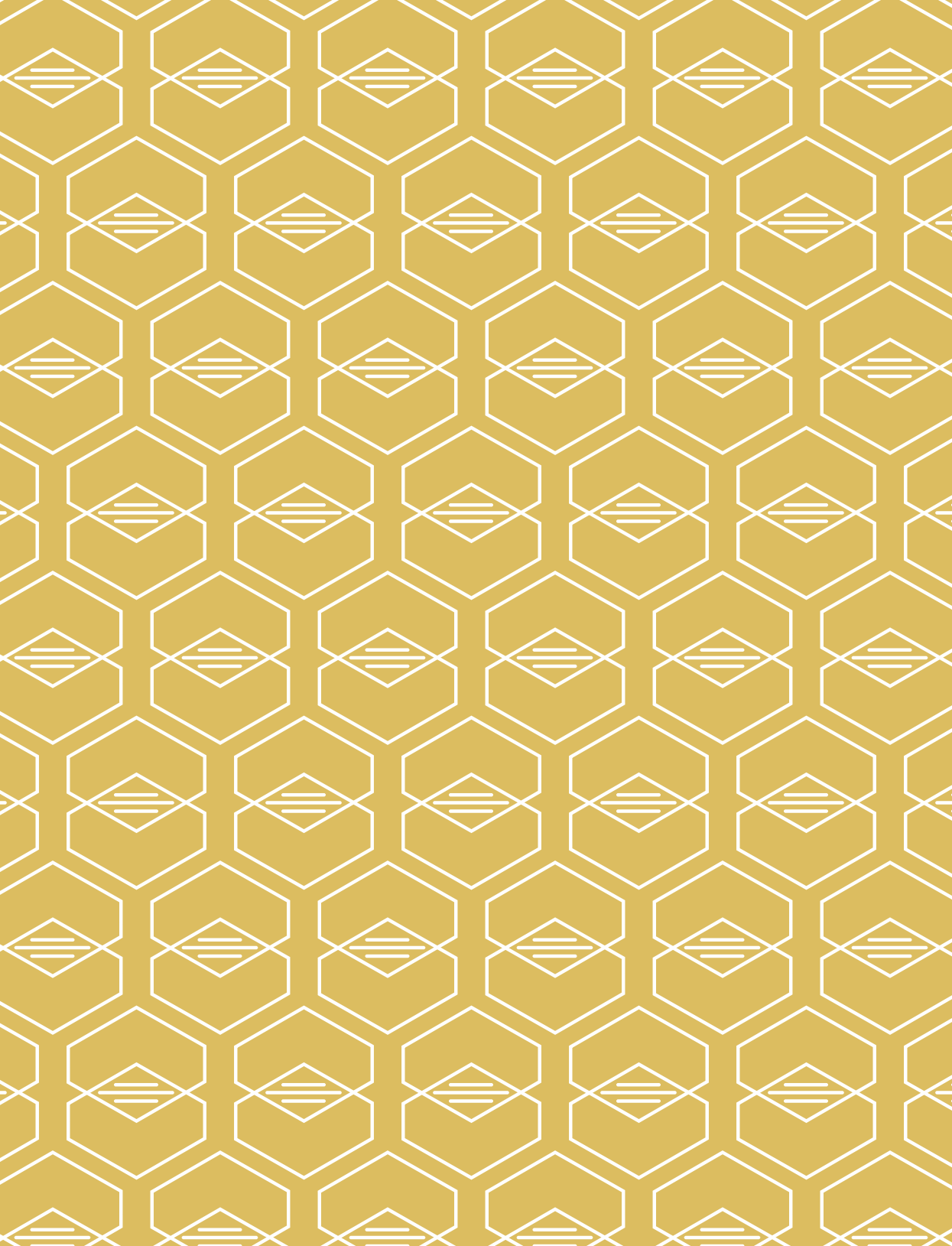
GOALS

Creating a strong identity will help Quality Pattern Co. represent their passion for quality and professionalism. This will help bring more attention and new clients that can easily identify the brand and know what Quality Pattern represents. They will also need a formal system to execute their brand through multiple platforms in order to create trust.



**WE DON'T JUST TALK
QUALITY, WE GIVE IT!**

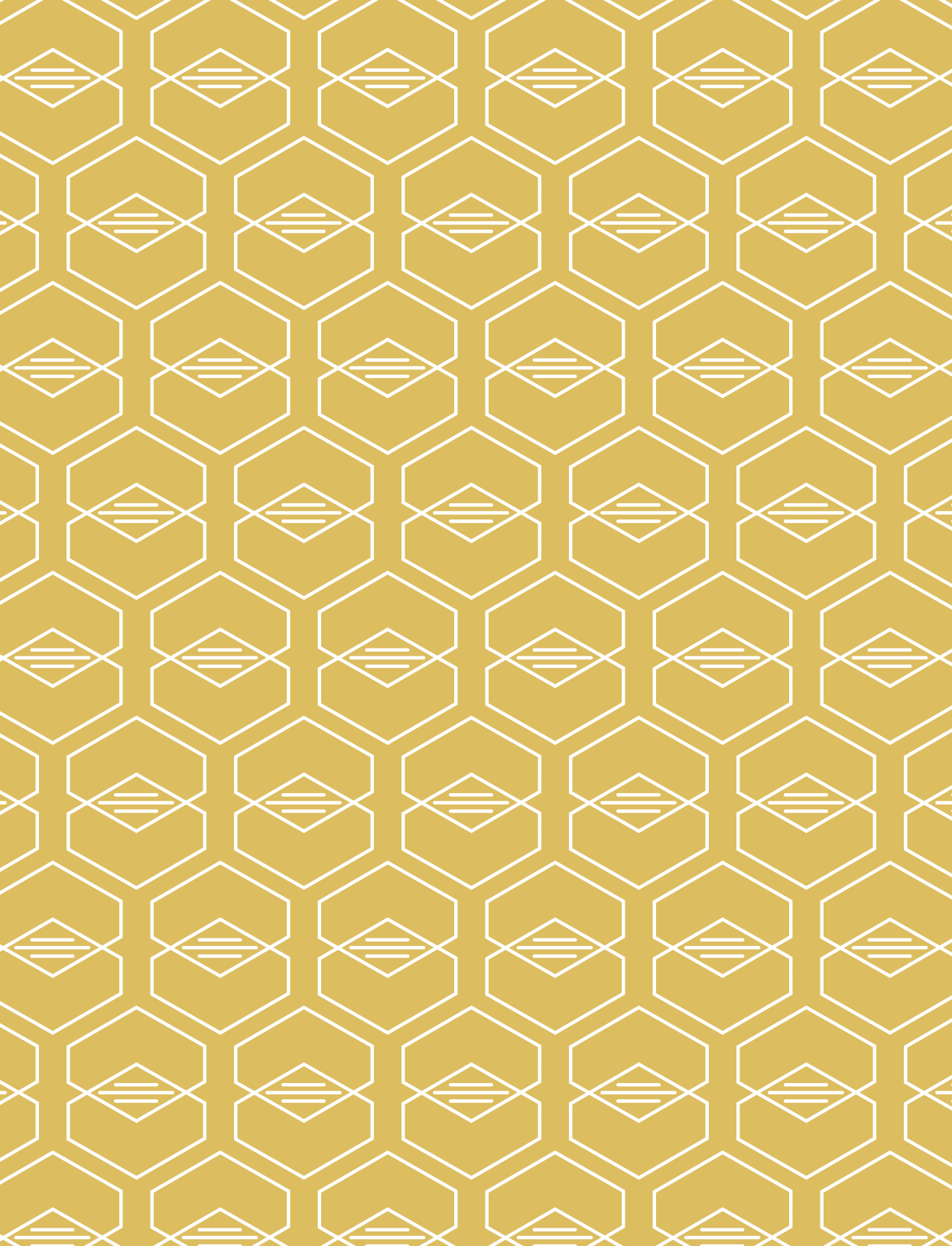
-Quality Pattern Co.

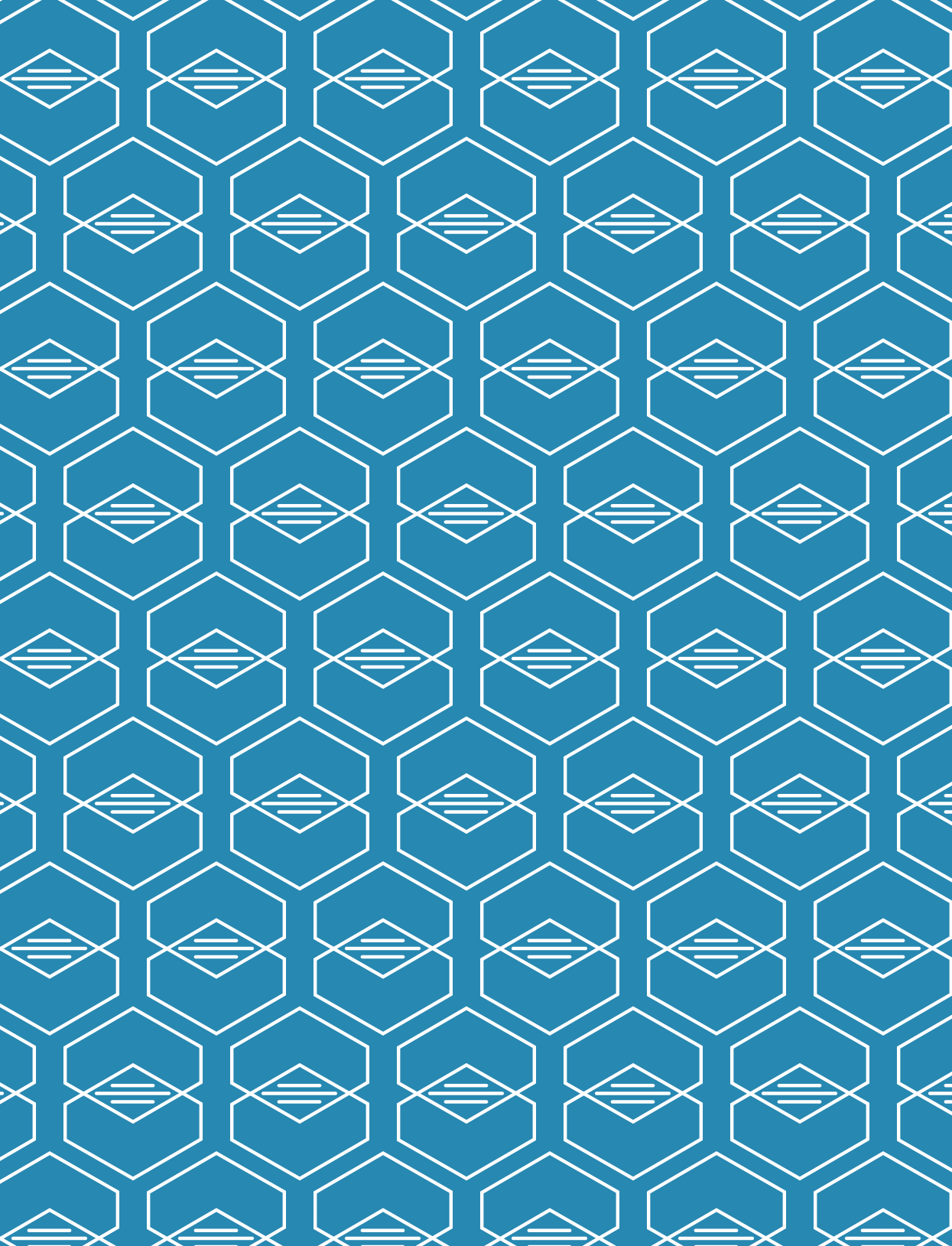


Quality Pattern Co.	Designer:	March 2017	Assessment
---------------------	-----------	------------	------------

QUALITY PATTERN IS;

1. Hard Working ☐
2. Professional ☐
3. Forward-thinking ☐
4. Creative ☐
5. Productive ☐
6. Innovative ☐
7. Vision ☐



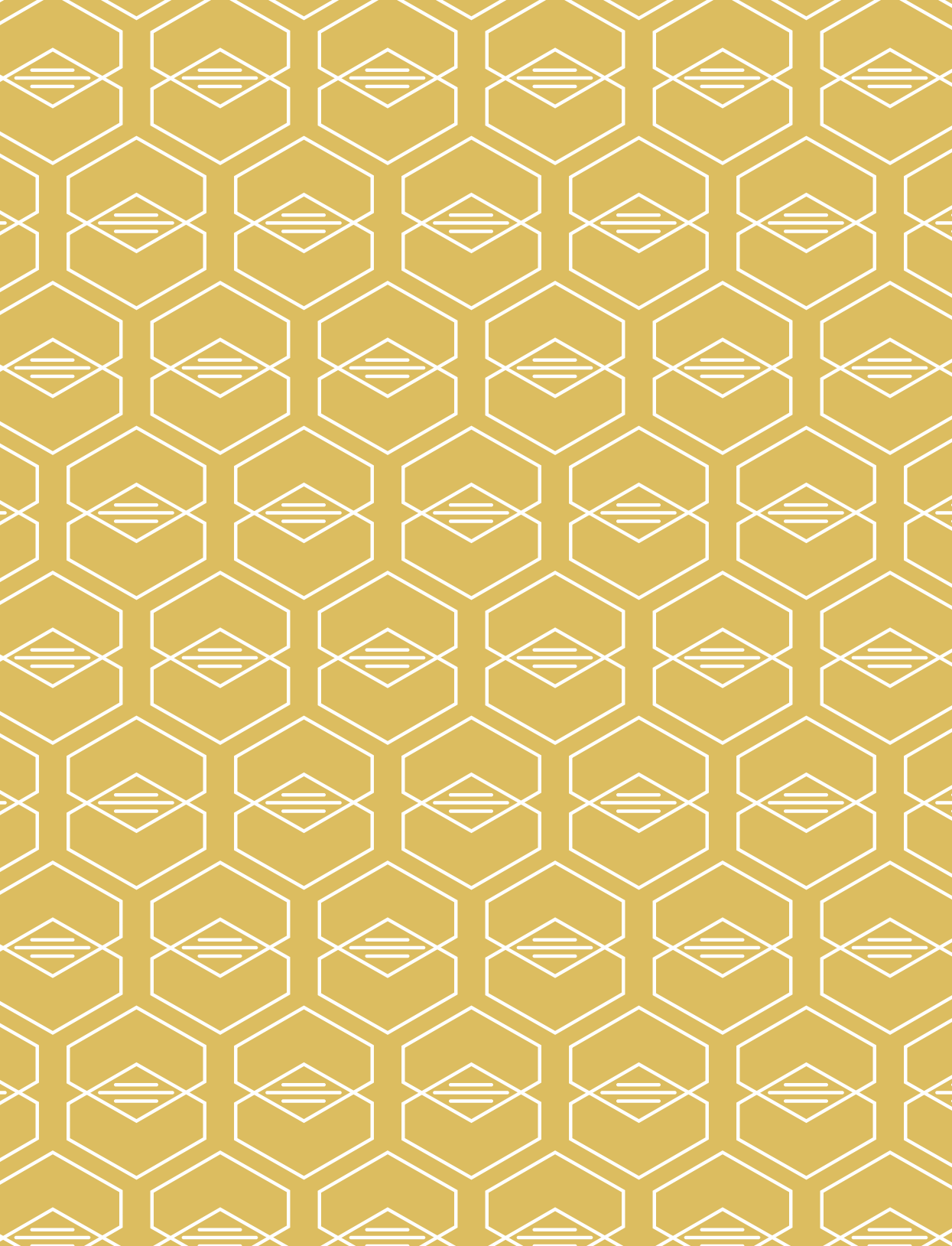


Quality Pattern Co.	Designer:	March 2017	Visual Identity
---------------------	-----------	------------	-----------------



THE MARK

The mark shares similar qualities to the older word mark, incorporating the script and the sans serif pairing typefaces. The hexagon is a strong shape representing the sharp and professionalism of Quality Pattern. The shape holds the type well with bold lines containing “Quality Pattern”, the year, and location. The three lines give focus to the “Quality Pattern” text and add a symmetrical look. Overall the marks form and colors give a professional look that stands out from competing businesses.



Quality Pattern Co.	Designer:	March 2017	Visual Identity
---------------------	-----------	------------	-----------------

PRIMARY MARK

The larger mark is used on any branding to identify as Quality Pattern Co, larger than 2.5”.



LOGO MARK

The logo mark is designed to be used without the wordmark and to stand alone. This mark can be used as a symbol or when space is an issue.



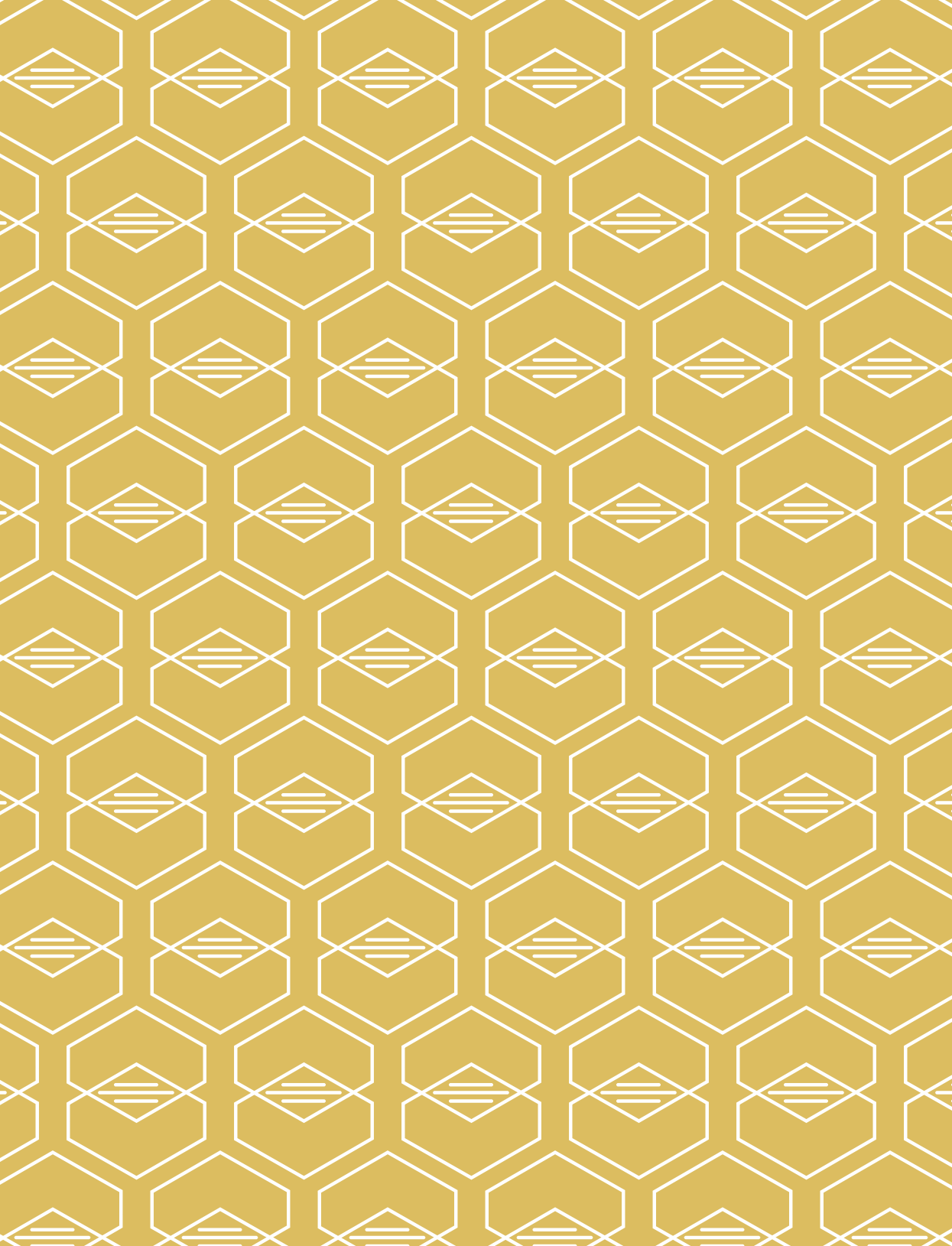
WORD MARK

The word mark is to be used as a signature or used on any branding to identify as Quality Pattern Co.



REVERSE COLORS

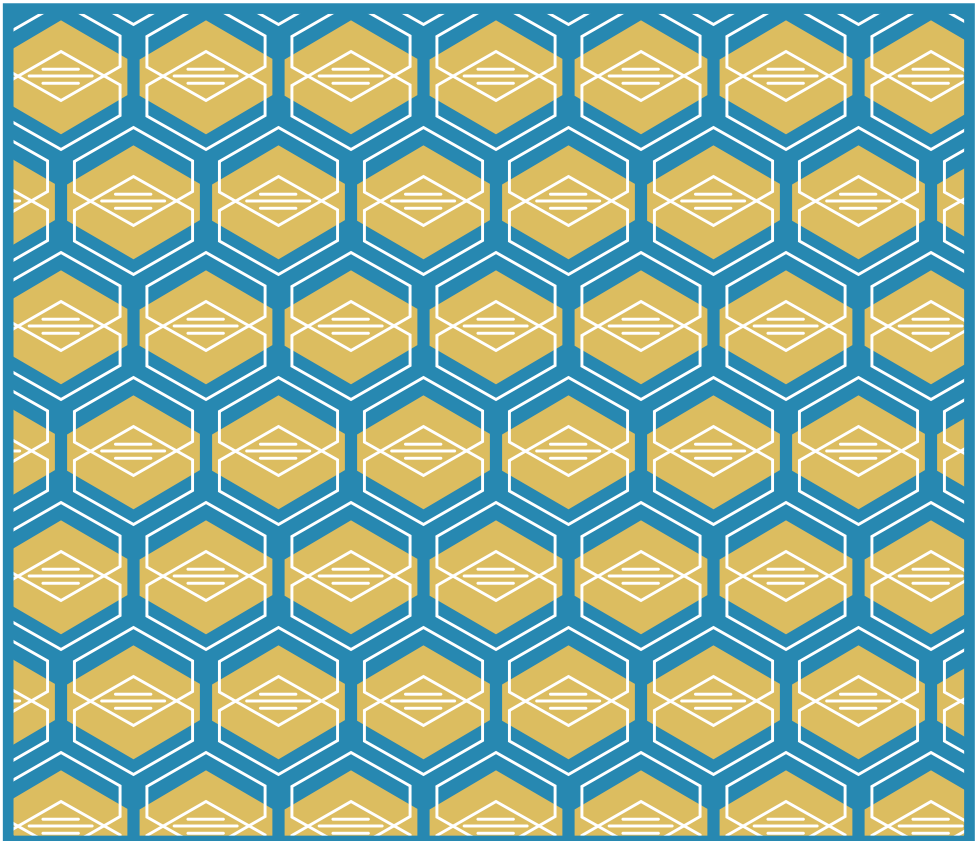


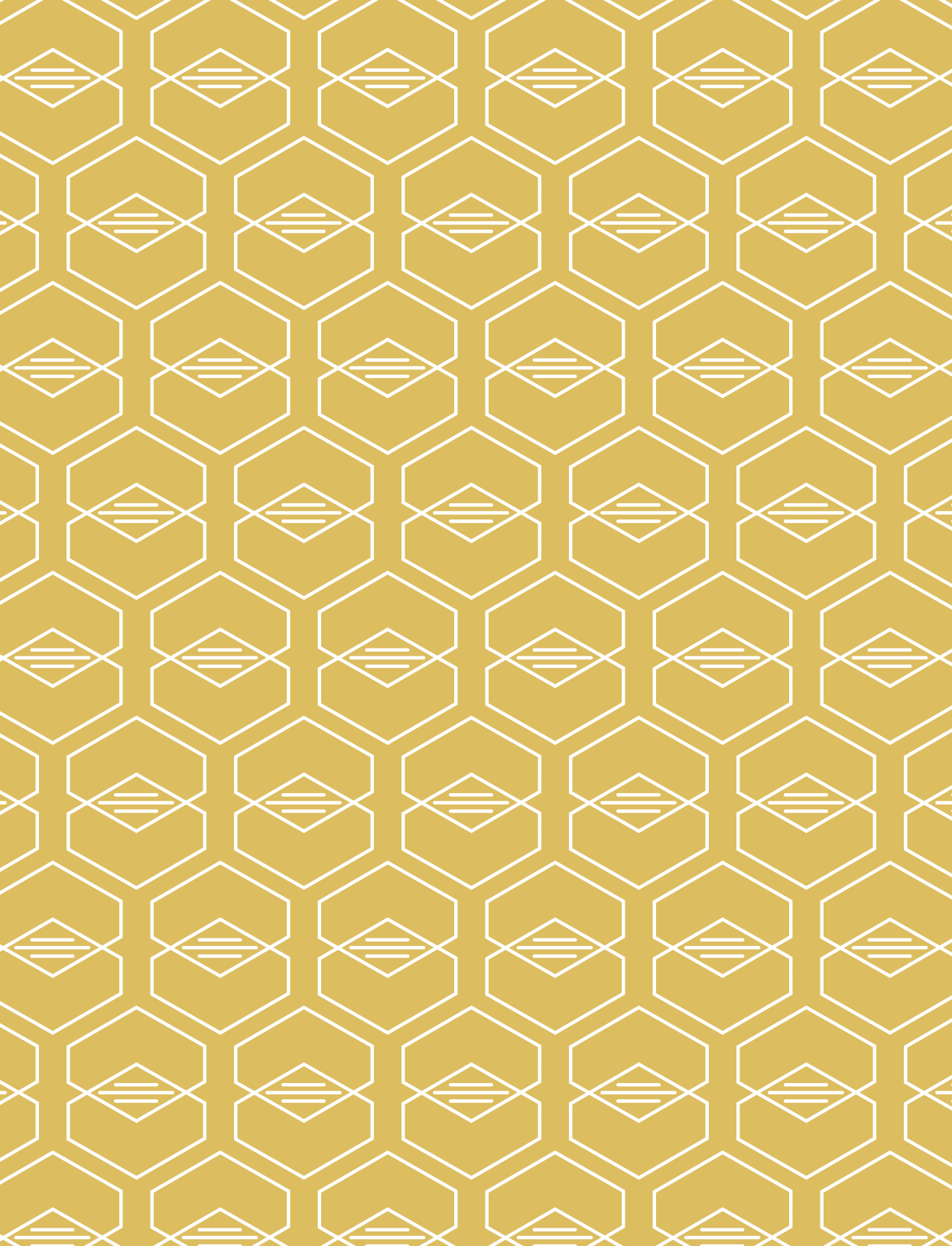


Quality Pattern Co.	Designer:	March 2017	Visual Identity
---------------------	-----------	------------	-----------------

THE PATTERN

The pattern can be used to bring an extra dimension to Quality Pattern's branding. It can be used as a background on websites, business cards, and/or letter heads. It could also be used in future deliverables such as envelope liners or used on the backside of letters and check-lists. The pattern can be used in one or both colors as shown below.





Quality Pattern Co.	Designer:	March 2017	Visual Identity
---------------------	-----------	------------	-----------------

PRIMARY COLOR

The primary color, Quality Check blue, should be used as the primary color and be used on any branding identifying with Quality Pattern Co.

QUALITY CHECK BLUE

HEX # 2A88B2

RGB 42/136/178

CMYK 80/36/16/0

SUPPORTING COLORS

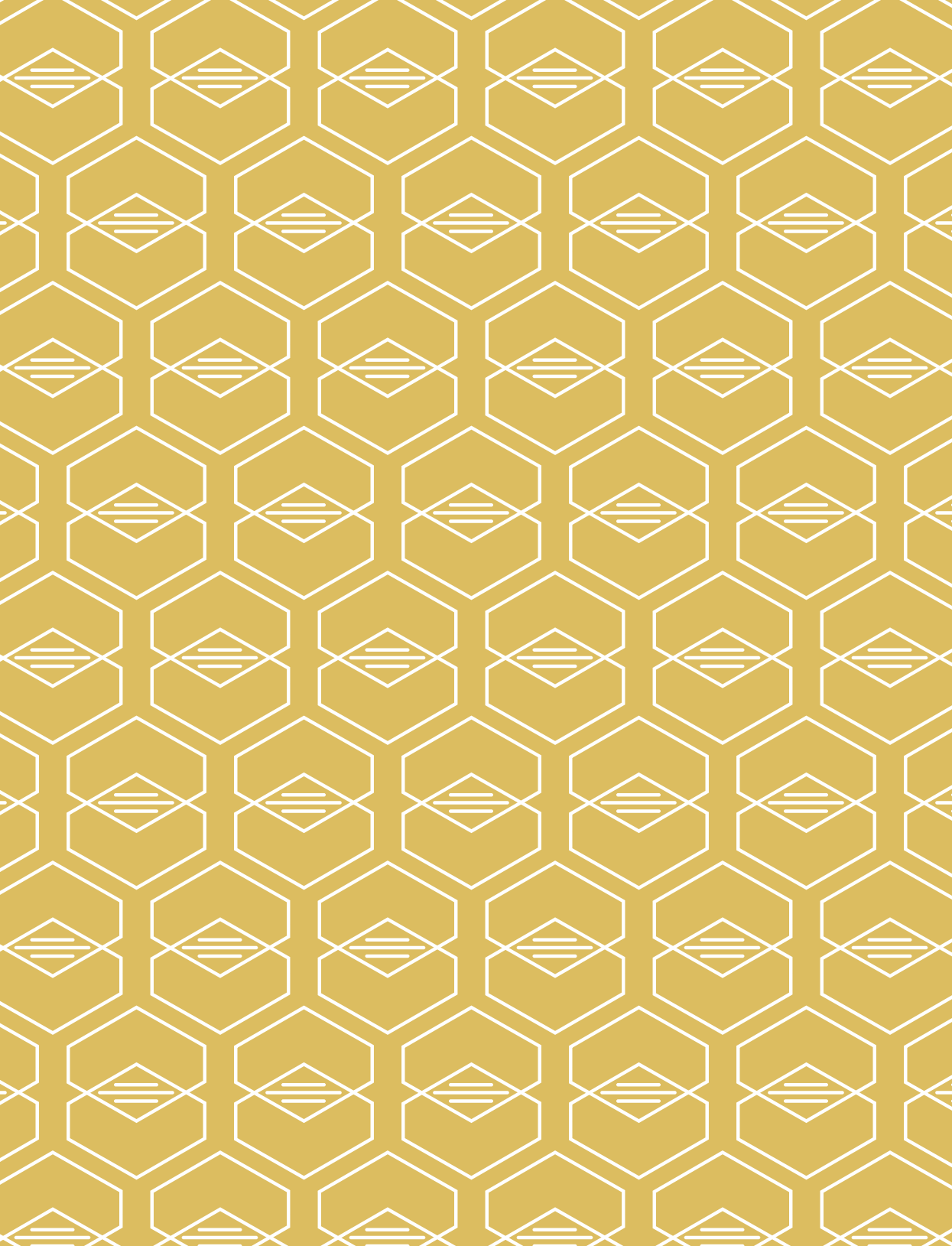
The Carpenter Bee yellow is paired with Quality Check blue as a strong contrast that makes the logo stand out. It is to be used with Quality Check blue if the branding needs a supporting color.

CARPENTER BEE YELLOW

HEX # DDBD60

RGB 221/189/96

CMYK 14/23/74/0



Quality Pattern Co.	Designer:	March 2017	Visual Identity
---------------------	-----------	------------	-----------------

TYPEFACES

This typeface should be used in the mark and any material branded as Quality Pattern Co.

Bernadette

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

*! @ # \$ % ^ & * () / [] < > , . ? / \ |*

0 1 2 3 4 5 6 7 8 9

This typeface should be used on any material branded as Quality Pattern Co.

ANAGO BOLD

a b c d e f g h i j k l m n o p q r s t u

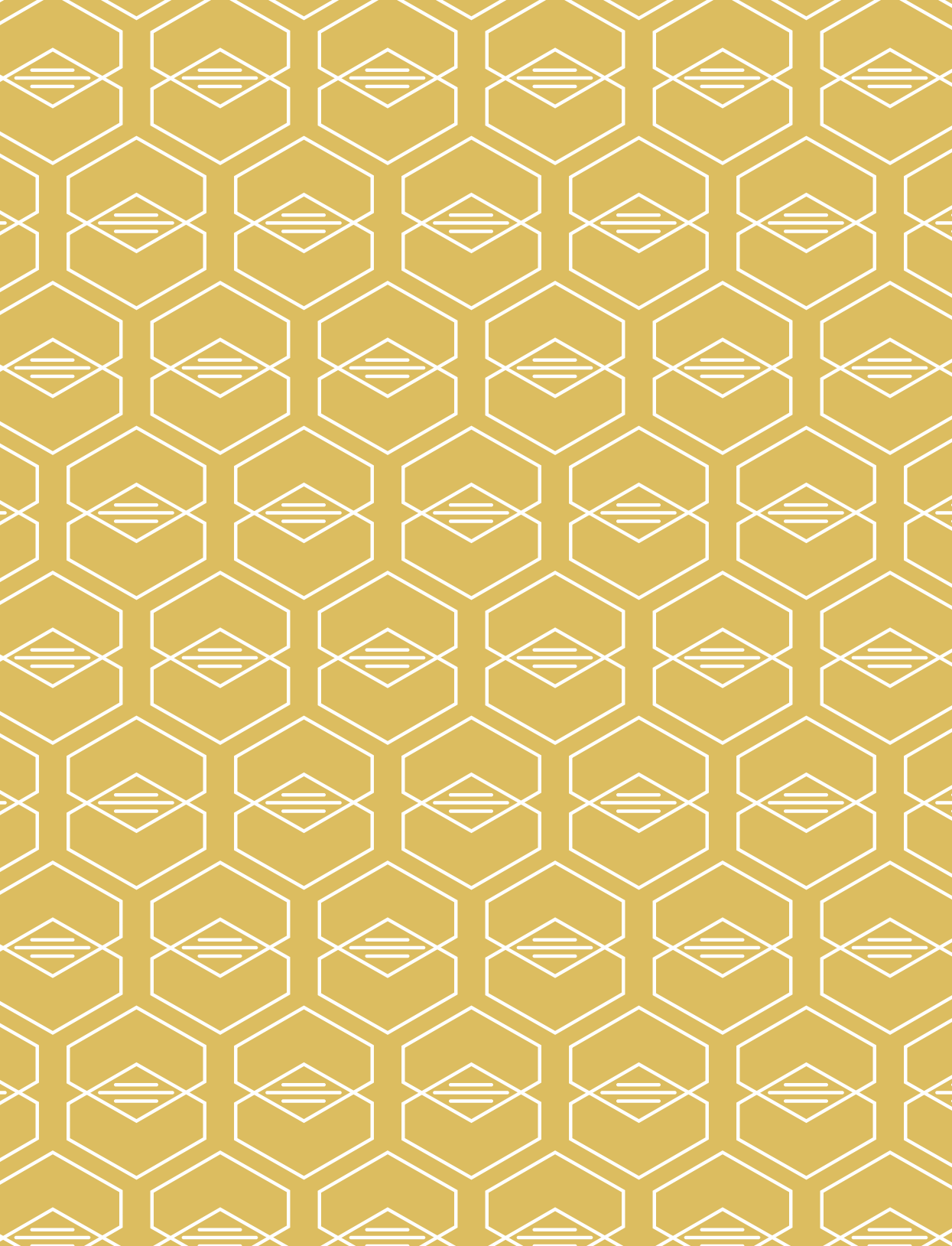
v w x y z

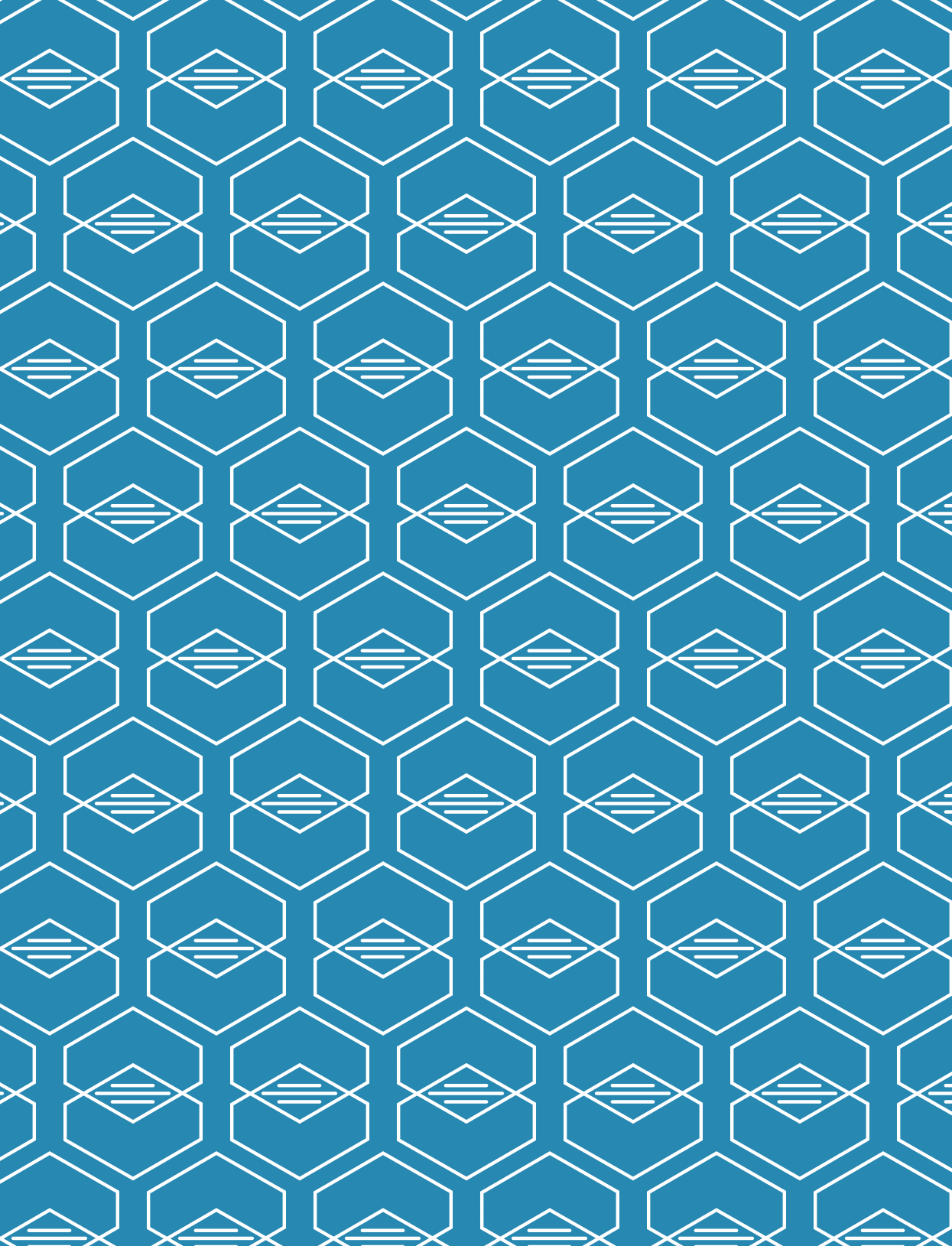
A B C D E F G H I J K L M N O P Q R S

T U V W X Y Z

! @ # \$ % ^ & * () { } [] < > , . ? / \ |

0 1 2 3 4 5 6 7 8 9



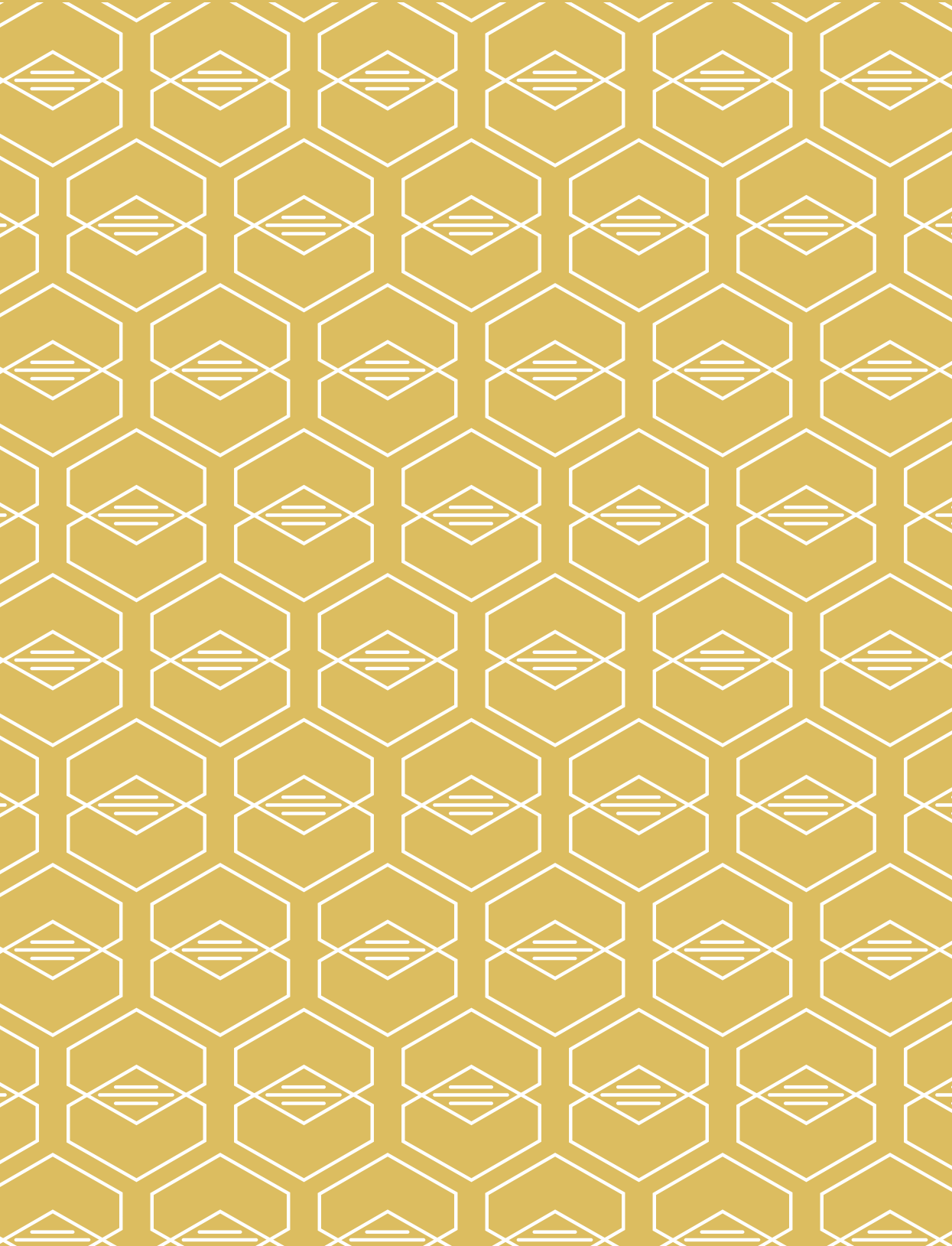


Quality Pattern Co.	Designer:	March 2017	Deliverables
---------------------	-----------	------------	--------------

THE WEBSITE

The website is a nice upgrade from the current site and can be easily created in web building sites, such as Square Space or Wix. The addition of the colors and clean simplicity of the layout helps guide customers around the site. The addition of the gallery tab will guide customers to see past projects and give a better idea of what Quality Pattern is capable of producing.

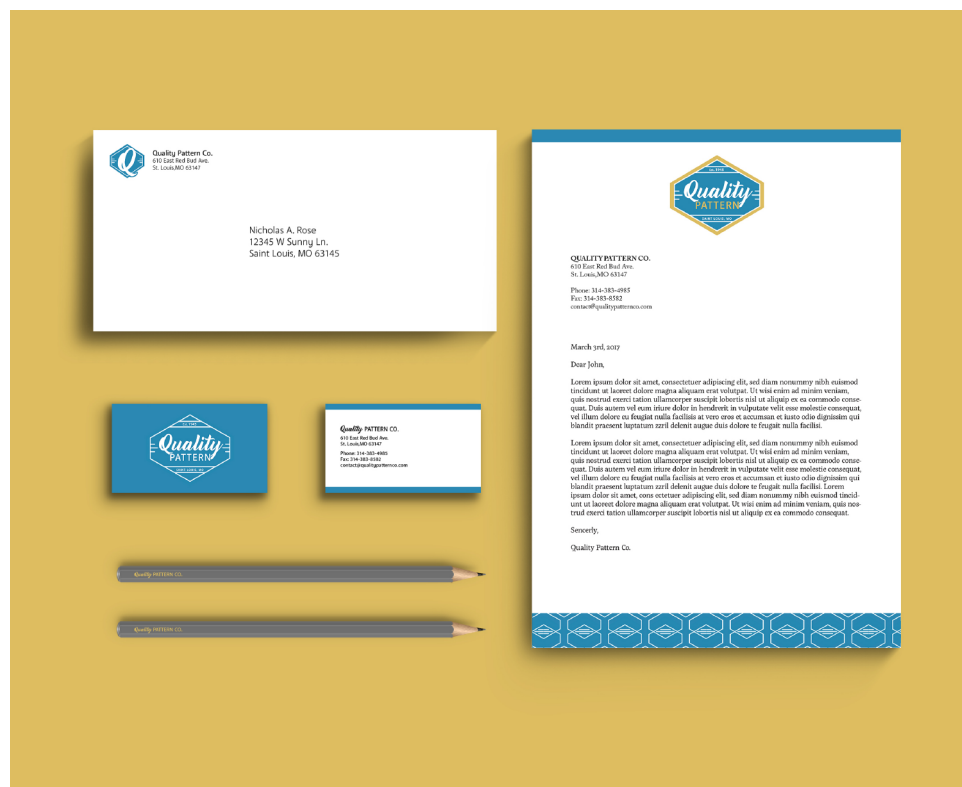


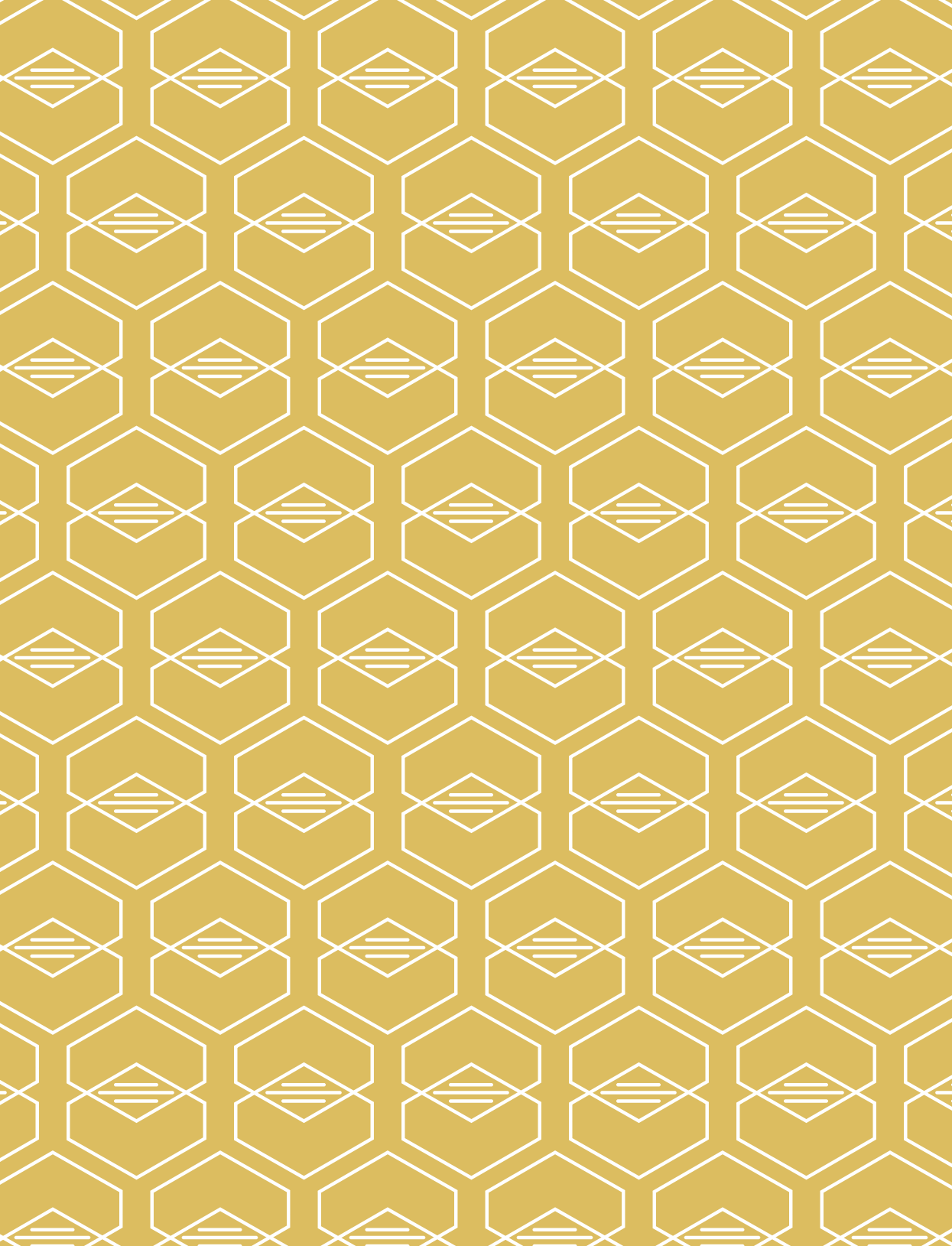


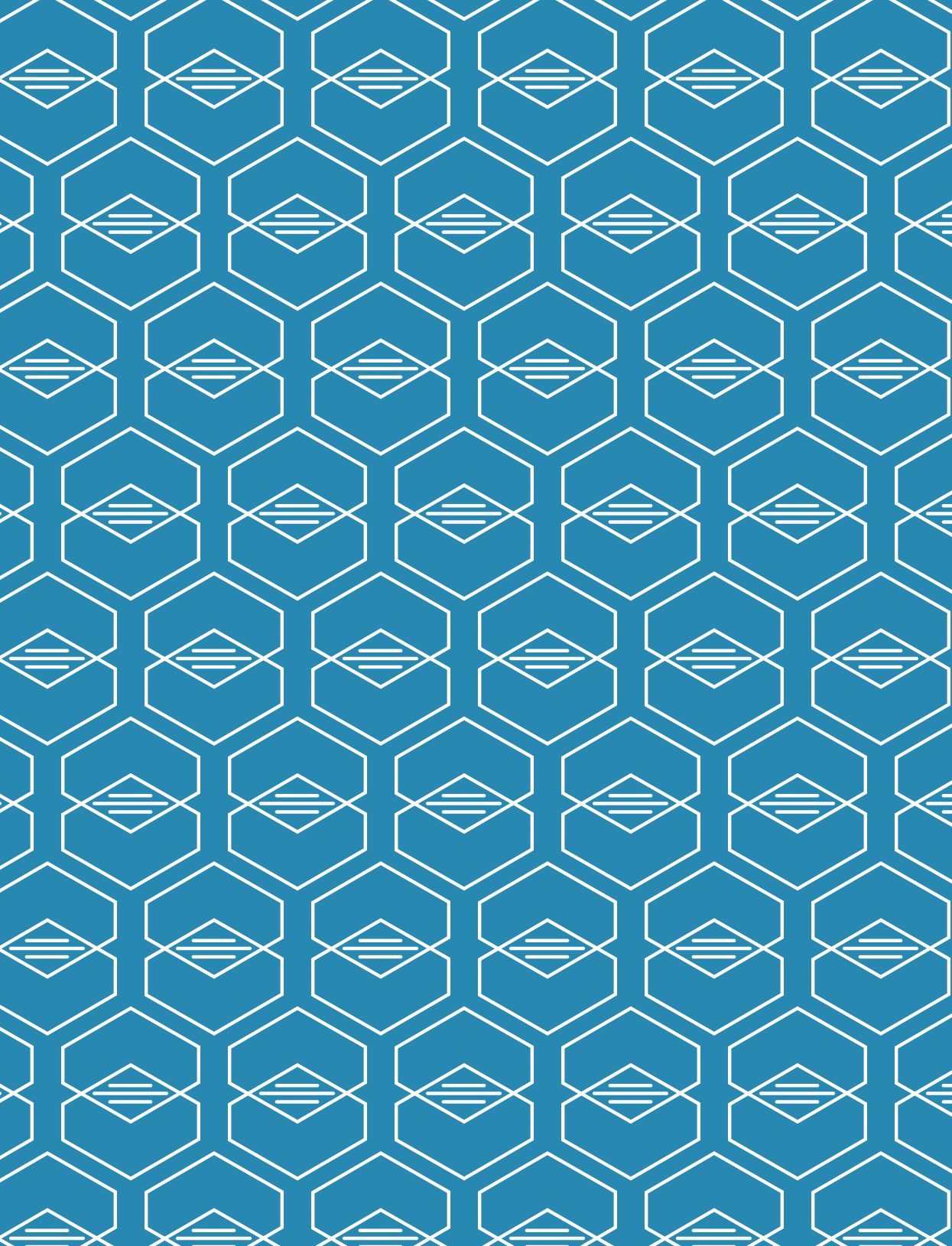
Quality Pattern Co.	Designer:	March 2017	Deliverables
---------------------	-----------	------------	--------------

THE STATIONARY

The stationary is a great start to showing that Quality Pattern is a well organized professional business. Having a system of a letterhead, envelopes, and business cards can be used to share your identity with current and new customers. The pencils are another great addition that can be used on projects and given to customers. Any of the stationaries can be printed in one color to save on costs.

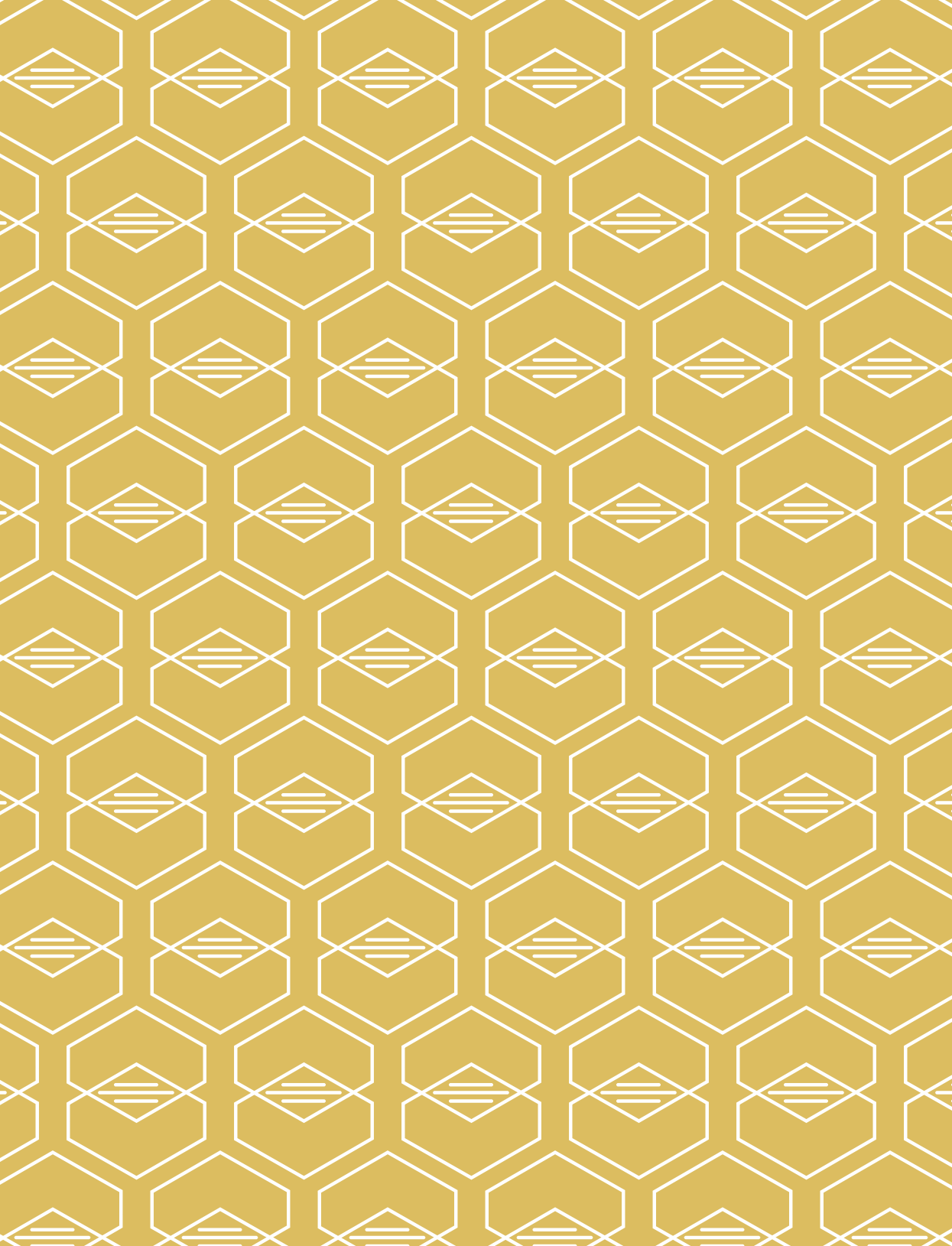






The checklist can be used to help customers get a quote for a project. The simplicity gives a nice clean and understandable look that is professional, which is great for working with large companies.



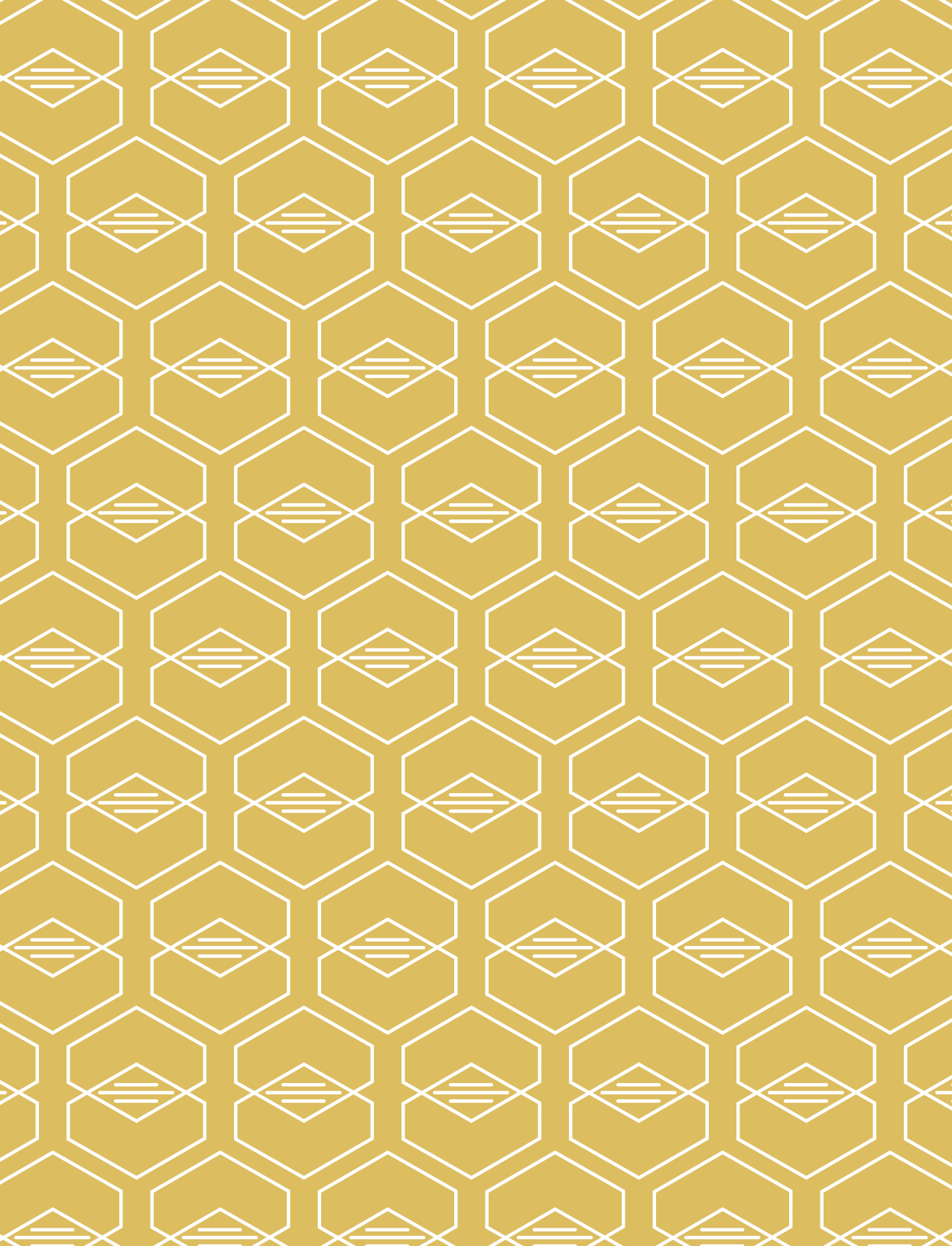


Quality Pattern Co.	Designer:	March 2017	The Big Picture
---------------------	-----------	------------	-----------------

THE T-SHIRTS

T-shirts can be used to unify the Quality Pattern's employees. They can be worn when doing individual projects or during large group projects. It is also a great way to spread the word about Quality Pattern when outside of the work place.

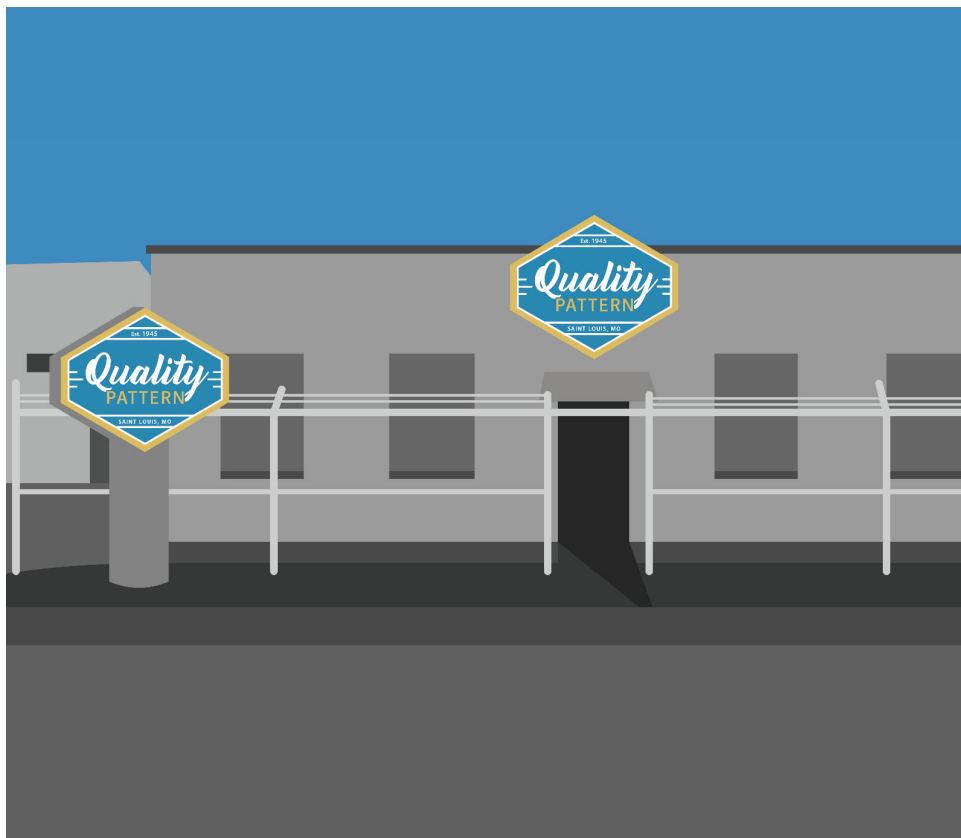


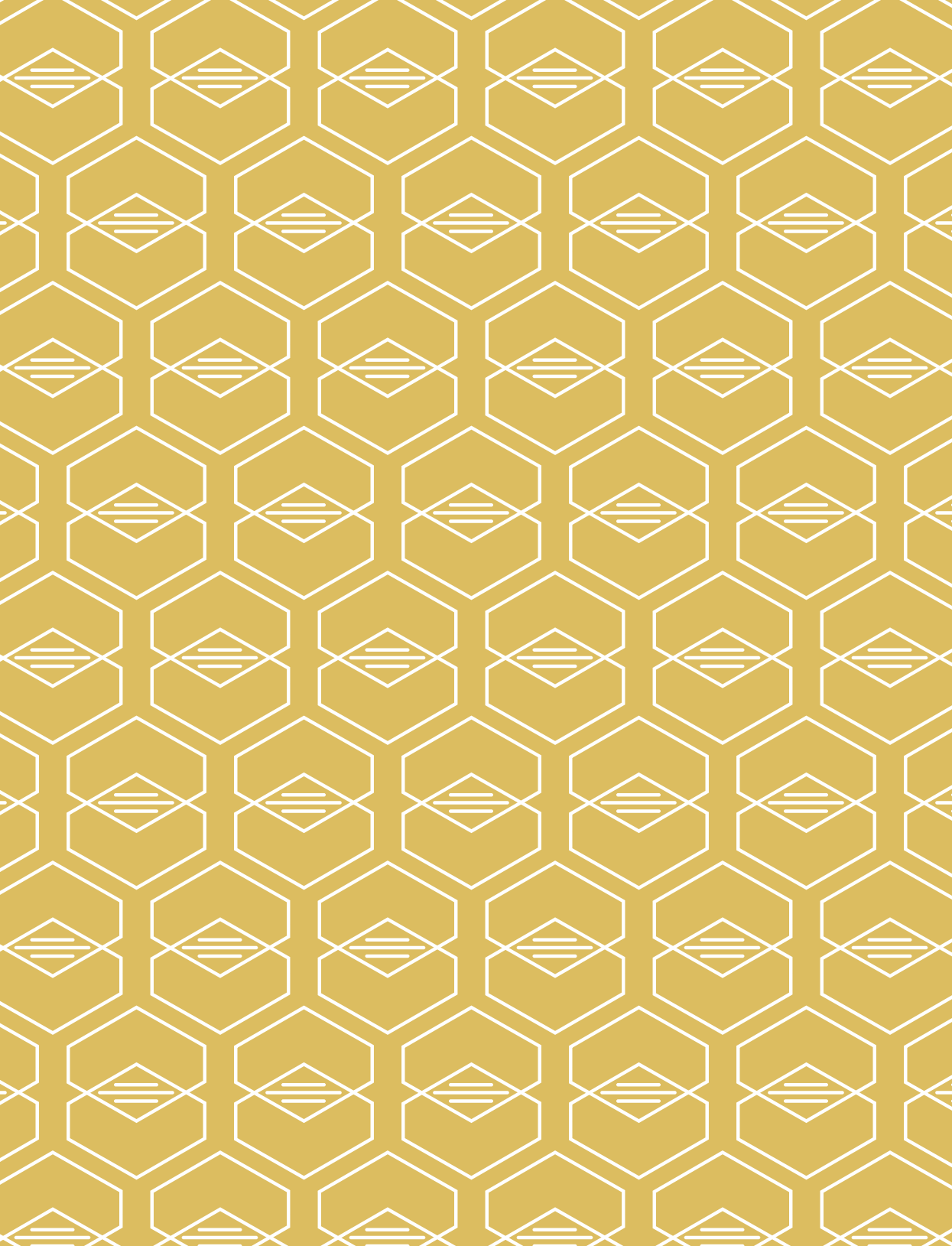


Quality Pattern Co.	Designer:	March 2017	The Big Picture
---------------------	-----------	------------	-----------------

THE SIGNAGE

A large sign can be placed outside of the building to attract the attention of drivers on the near by road or help people wanting to find Quality Pattern's building personally. The sign can be made in two ways as shown below.



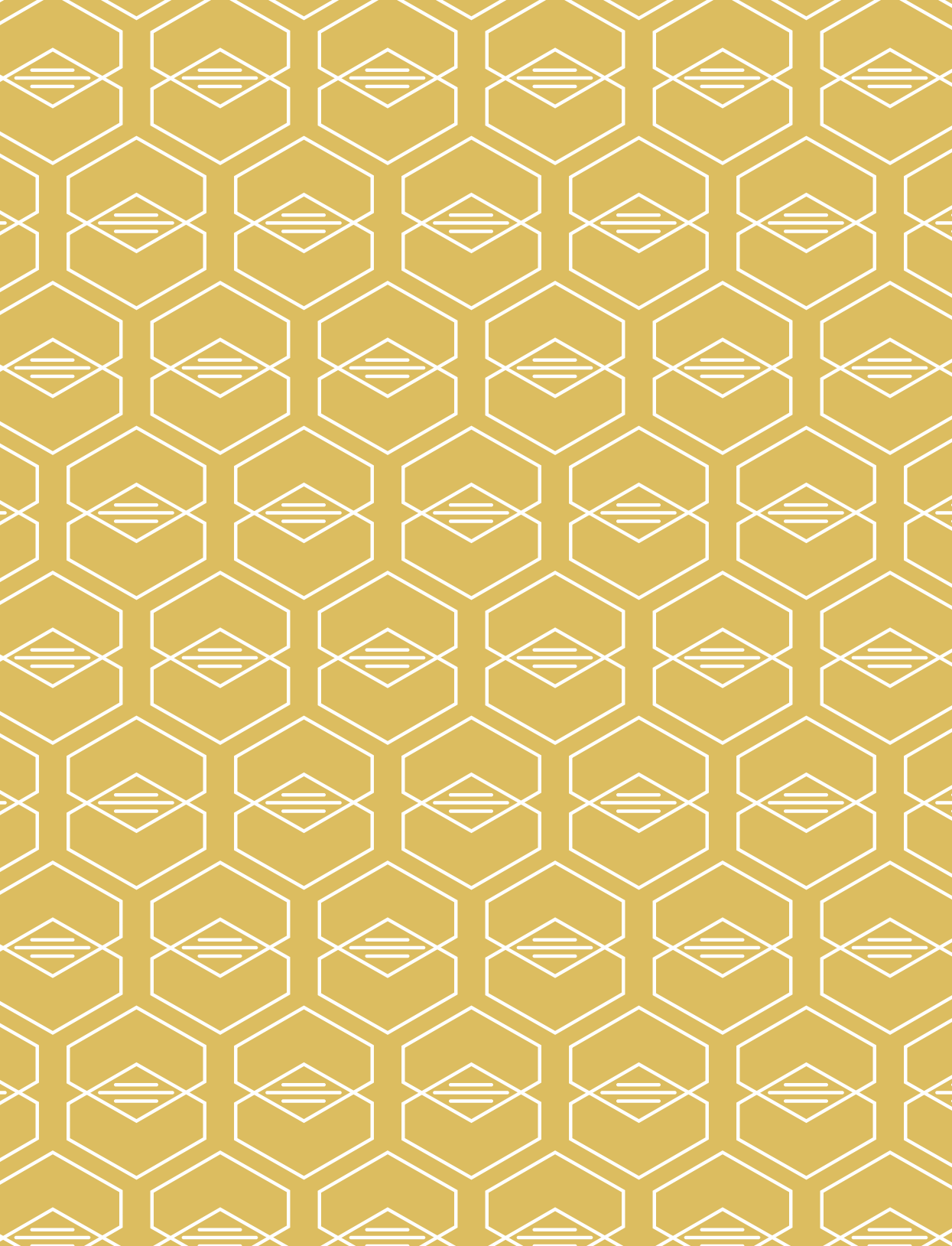


Quality Pattern Co.	Designer:	March 2017	The Big Picture
---------------------	-----------	------------	-----------------

THE COMPANY TRUCK

A company truck is a great way to spread the word even more. The truck can include the mark, phone number, website, and a short description of the company's specialties. It also creates a great impression when showing up to off-site jobs.







**WE DON'T JUST TALK
QUALITY, WE GIVE IT!**

