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ABOUT ME

Hi! My name is Kira Svinth and I’m a 5th year Graphic Communication major with a Event Planning and Experience Management minor. I’m set to receive my Bachelor’s of Science in December 2021.
IRB STATEMENT

The project is not systematic investigations. It will not collect data from Cal Poly students or employees as subjects. It does not attempt to answer research questions. Therefore, this project does not need to be reviewed by the California Polytechnic State University Institutional Review Board.

ABSTRACT

This project is aimed at creating new branding for Grandma Willow Crochet, through means of design. End deliverables include a new logo with iterations, and a revamped visual identity. Through that, marketing collateral such as business cards and flyers were also created.
PROBLEM STATEMENT

A friend’s small business, Grandma Willow Crochet, has no branding currently. I will rebrand Grandma Willow Crochet through means of logo, color palette, visual identity, fonts and marketing materials to maximize engagement and brand awareness. The company is a small business run out of Petaluma, California, selling handmade crochet amigurumi-style toys. Currently, the brand has only 417 followers and receives about 50 likes per post. Through an updated visual style and branding, the business will see an increased brand presence.

PROJECT BOUNDARIES (SCOPE)

The things that should be included (also listed above) include a logo, logo iterations, a moodboard, a color palette, font choices, social media assets, a branding guideline sheet, business cards, a flyer, and etsy banners. I am open to adding some extra collateral in the future. Things outside of the scope include but are not limited to: website design, social media management, SEO, billboards, online ads, print advertisements, etc.
PROJECT LEARNING OBJECTIVES

Client relations

• Manage relations between myself and the client in a professional manner.

• Ensure that the final designs and marketing materials are up to the client’s company’s standards.

Quality

• Create high-quality designs that can be used for years to come.

• Ensure that font choices, color palettes and design decisions are human-centered and inviting for potential customers.

• Design based on the criteria given by the client.

Organization

• Meet with peers, mentor and client on a regular basis in order to keep on track with the project.

• Set specific deadlines and schedule time blocks in order to meet deadlines through time management.
PROJECT ASSUMPTIONS

• **Time**: I am not sure how much time it will take to complete this project. I have started a bit, but it’s impossible to know how much time it will take down the line due to scope creep. However, I did include an abundance of hours on my Gantt Chart, so it should cover my bases.

• **Printing**: I plan on somehow helping the client with printing the collateral I create. However, I am not sure which service to use just yet. I also do not know the quantity needed. This will be an easy fix when I have more meetings with the client.

• **Client Relations**: I have known the client for years and I do not believe she will be a difficult client. However, it is very possible she would have asked for many design revisions that would have increased the amount of time it takes to finish this project.
PROJECT CONSTRAINTS

- **Time:** I am a busy college student who also has a part time job. I don’t think this quarter will be too difficult, but it may be hard to find the time some weeks to do this project. My plan was to try and stick to the Gantt chart as closely as possible.

- **Resources:** I have access to things like Adobe Illustrator and Photoshop, which I will be using. However, for mockups, I did not have technology such as ESKO.

- **Collaboration:** Although I will rely on my mentor and peers to support me through this project, it was all done on my own.
WORK BREAKDOWN STRUCTURE

Grandmother Willow Crochet Rebrand

Background Research
- Define Goals
- Initial Meeting

Design
- Logo
  - First designs
  - Iterations
- Visual Identity
  - Guideline Pack
- Collateral
  - Business Cards
  - Flyer
  - Stickers

Marketing
- Social Media Plan
- Digital Assets
GANTT CHART

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<tr>
<th>Task</th>
<th>Duration</th>
<th>Percentage</th>
</tr>
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<td>Grandmother Willow Crochet</td>
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</tr>
<tr>
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</tr>
<tr>
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<td>Create iterations</td>
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</tr>
<tr>
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PROCESS

After my first meeting with the client, we decided on a few deliverables. Those would be a new logo, a few logo iterations based on the seasons, icons to go with each logo, and a few collateral items.

The client surprised me and provided me with sketches outlining what she would like in the final logo and icons. This made my job quite a bit easier. I was able to take these sketches into Adobe Illustrator to base my logos off of. I finalized the base logo, then added elements to it to create logo iterations based on the seasons.

Next, I created the “scatter” icons, as the client calls them. These are icons that can be used in a pattern or over collateral pieces, emulating the buttons and other decorations placed on booths at craft fairs. Each logo iteration had its own version of the scatter.

Finally, I created a business card, a flyer, and two etsy banners. These will all be used by the client for marketing purposes. I created all three using the color scheme selected and the normal, non-themed version of the logo and scatter.
MY NORMAL \TAIKA\ SCATTER I.S. COLORFUL BUTTONS (SOME CIRCLES AND SOME FLOWERS) ON A BLACK RUG BACKGROUND

SKUNK (KMAS)

GRANDMA WILLOW

THIS ONE HAS GENERALIZING VARIATIONS

SNOWFLAKE SCATTER, BLACK PEARS

GRANDMA WILLOW

SKUNK (HALLOWEEN)

GRANDMA WILLOW

STICKY LETTERINES?

SKUNK (HOLIDAY)

GRANDMA WILLOW

SHE WANTS TO SEE A KMAS FINISH

NEW EYES + NOSE

HEART SCATTER

GRANDMA WILLOW

CROCHET

GRANDMA WILLOW
RESULTS - MAIN LOGO

GRANDMA WILLOW
CROCHET
RESULTS - VALENTINES LOGO
RESULTS - HALLOWEEN LOGO

GRANDMA WILLOW
CROCHET
RESULTS - CHRISTMAS LOGO

Grandma Willow CROCHET
RESULTS - BRANDING GUIDELINES

BRAND GUIDELINES
GRANDMA WILLOW CROCHET | FALL 2021

LOGO

LOGO ITERATIONS

COLORS

#F1CIDA  #CCAED3  #ABC3E5  #F4ECC7

TYPOGRAPHY

Aa  Brother 1816 Light

Aa  Brother 1816 Medium

Aa  Brother 1816 Extra Bold
RESULTS - BUSINESS CARD

WILLOW McMinn
@grandmawillowcrochet
etsy.com/shop/grandmawillowcrochet
RESULTS - FLYER

WILLOW McMINN

@grandmawillowcrochet
etsy.com/shop/grandmawillowcrochet
(patterns only)

Also found at BuckLucky Collective
170 Kentucky St,
Petaluma, CA 94952
RESULTS - ETSY BANNERS

GRANDMA WILLLOW CROCHET
*PATTERNS ONLY*

THANK YOU
FOR YOUR PURCHASE!
PROJECT REFLECTION

What Went Well:

This project was overall a success. I was happy to be able to help a good friend whilst drawing upon the design skills I have learned during my time at Cal Poly. I think the biggest success was the overall aesthetic of the project, as it turned out exactly the way I had pictured it in my head. I had to learn to navigate client relations and project management skills, both of which will come in handy in my future career.

Tips that helped:

• Peer Feedback
  I utilized peer feedback from a few of my GrC peers while creating the logos for this project. When I’m designing, oftentimes I criticize my work in a harsher manner than necessary. Feedback from outside sources helps with this and gives me ideas on how I can improve.

• Outlining Scope
  My original idea for this project included so many more types of collateral, such as stickers, social media guidelines and posts, and postcards. Before starting, I didn’t think I actually realized how much time I would have during the quarter to complete this project. Cutting down on the scope of my project in week 3 really helped me narrow down things and complete the entirety of the project. If I had stuck to the original plan, I’m not sure if I would have been able to finish.
• **File Management**
  Historically, I have been horrible at file management. However, in this project, I decided to change that. Each of the final files follows the same naming conventions. I also used various folders for maximum organization. This made it easier to create some of the collateral towards the end of the project and easier to send to the client at the end.

**What could go better?**

• **Time Management**
  Time Management was my biggest weakness in this project. I created a Gantt chart at the beginning of the quarter in order to combat this, but various other things in my life (other classes, my job, personal life) got in the way. I tried my best to stay on schedule, but overall, I did not follow my Gantt chart in the way that I had hoped.

• **Creating the worded logos**
  I also created different worded logo iterations based on the seasons for my client. She did outline what she wanted, but I had trouble finding fonts and/or creating it to my liking for some of the seasons, specifically for Christmas and Halloween.

• **Flyer Collateral**
  I wasn’t that excited about the way the flyer came out compared to some of the other collateral created in this project. I think I should have dedicated more time to iterating upon it. It was the last piece created for the project, and I think I was a bit eager to finish so to me, it seems rushed. However, the client was happy with it, so it was alright.
What would you do differently next time?

• **Time Management**
  Again, time management was a problem during this project. Despite having the Gantt chart, I didn’t really follow it. I wish I had given myself stricter deadlines instead of believing it to be flexible.

• **Clearer Success Parameters**
  My success parameters for this project were simple; did the client like it? I am happy to report that she did. However, looking at the work of some of my classmates, I think my project could have benefited from some other parameters. I could have surveyed customers, received more official design critiques, or done some other thing that would have given me more success parameters to work with.

• **Communication**
  Although I communicated a lot with my client, I mainly only talked with her at the beginning stages and the end stages of the project. If I were to re-do this project, I would have kept her more updated with my projects and perhaps had weekly check-ins to make sure everything was on track.
THANK YOU!