

TECHE Lab Logo Design

Lauren Wagner La Grille
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Professor Hochel Yang

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Abstract

In 2020, Cal Poly's Biomedical Engineering Department changed the name of one of their existing labs, the QPLUS lab, to the TECHE lab. TECHE stands for Transforming Engineers Through Hands-On Engagement and is a lab where biomedical engineering students can work together on projects, prototype ideas, and create solutions that help improve the lives of those who have disabilities.

Problem Statement

Since renaming the lab 2 years ago, the biomedical engineering department has not done any other updates to the branding of the TECHE lab and does not currently have a logo to represent the lab. The TECHE lab is a large reason why many students say yes to coming to Cal Poly and being a part of the biomedical engineering department. This is why it is so important to create a logo and branding that represents the lab and its importance to Cal Poly.

Objective

I will be working with the labs' director and department chair of the biomedical engineering department to create a logo for the TECHE lab. This logo can be used for all sorts of things such as a largescale window design, letterheads that will be sent to possible donors, and t-shirts. The success of this project will be measured by the approval of the logo and branding from the labs' director, who is also the department chair of the biomedical engineering department.

Target Audience

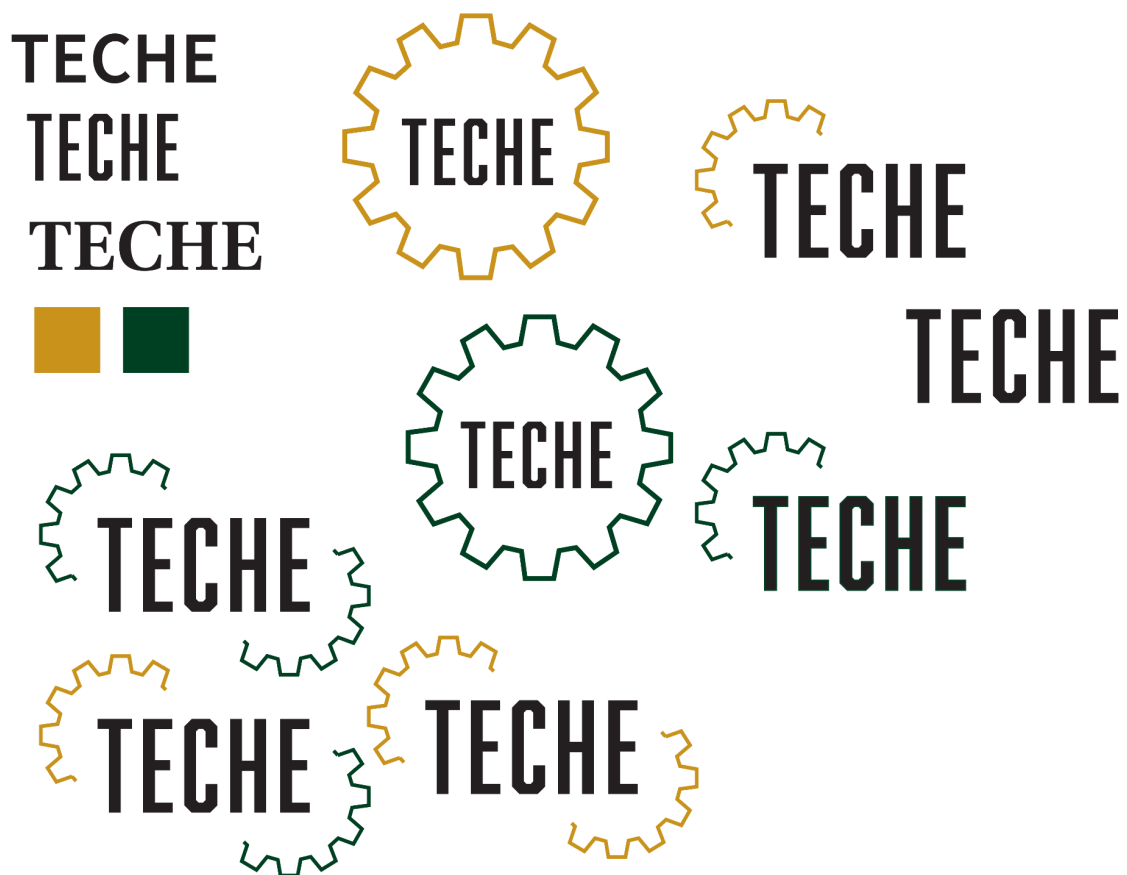
The target audience of the TECHE lab is both current and prospective students of California Polytechnic State University, San Luis Obispo. The largest percentage of students at Cal Poly, SLO are between the ages of 18-19 (39.72%) (Cal Poly, 2022).

When considering the target audience for the TECHE lab, it is important to also consider those who donate to the lab as well as those who are helped by the lab.

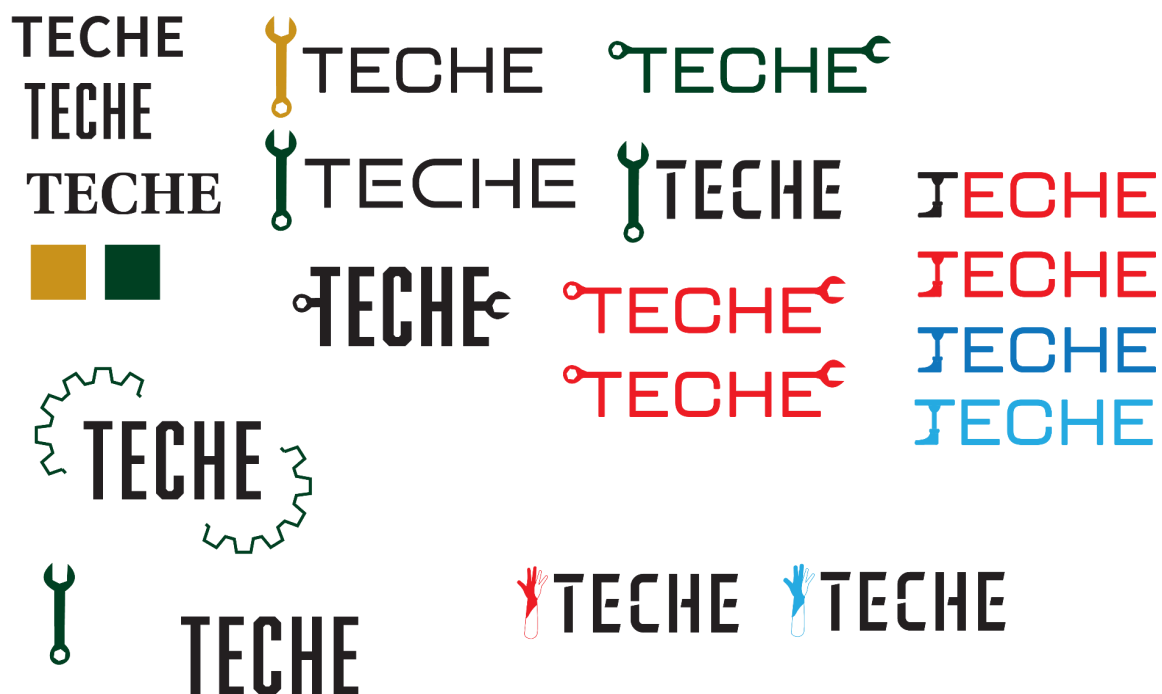
Taking in this information, branding should be kept modern for the younger audience while also being professional enough to send out to donors and possible candidates.

Resources

Google Images was used to find inspiration for logo designs concerning biomedical engineering. Illustrator was used for creating the logo designs. Outlook was used to reachout to and communicate with the department chair and zoom was also used to have weekly meetings with the department chair.

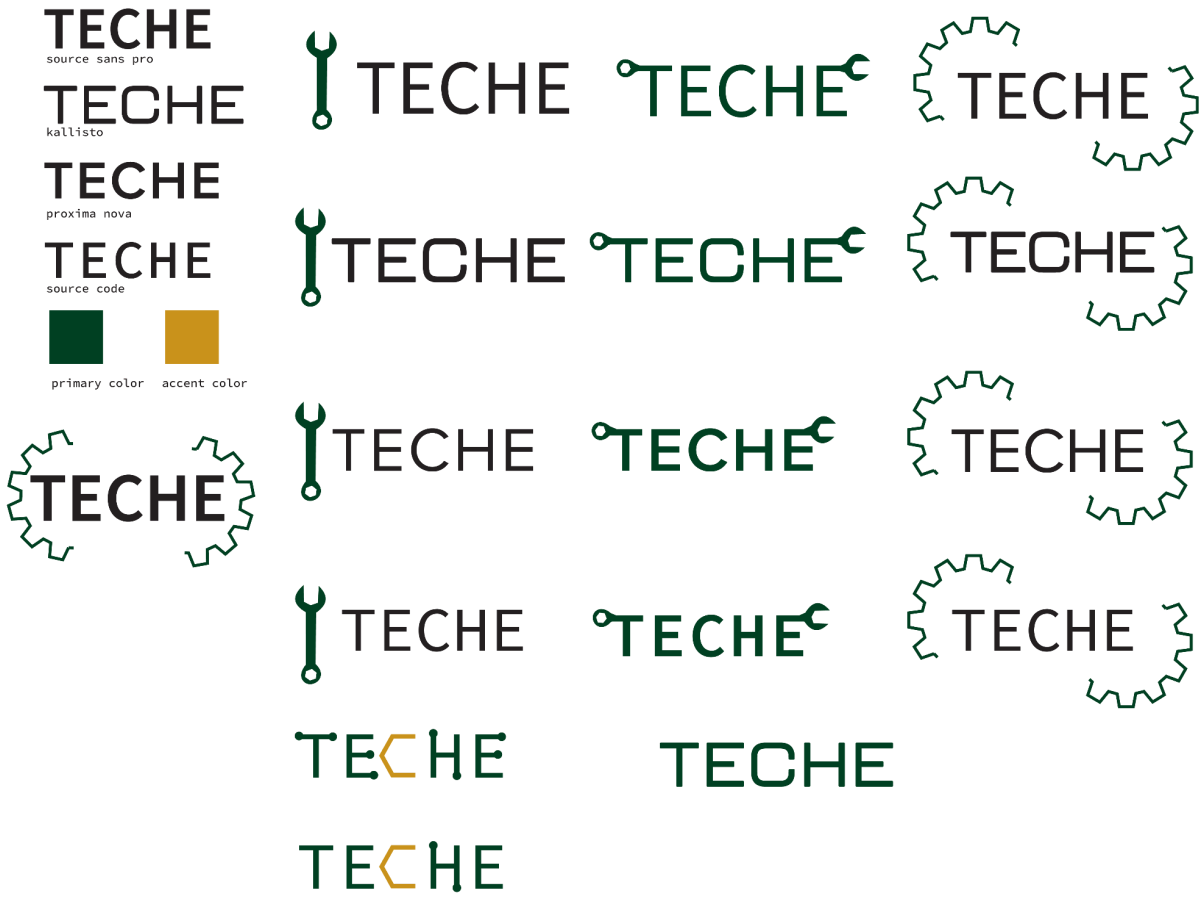
Rough 1

This initial design focused on gears as the main logo element. The Department Chair liked the gear however, many club logos on campus already use a gear in their logo. They wanted to try other iconography elements.

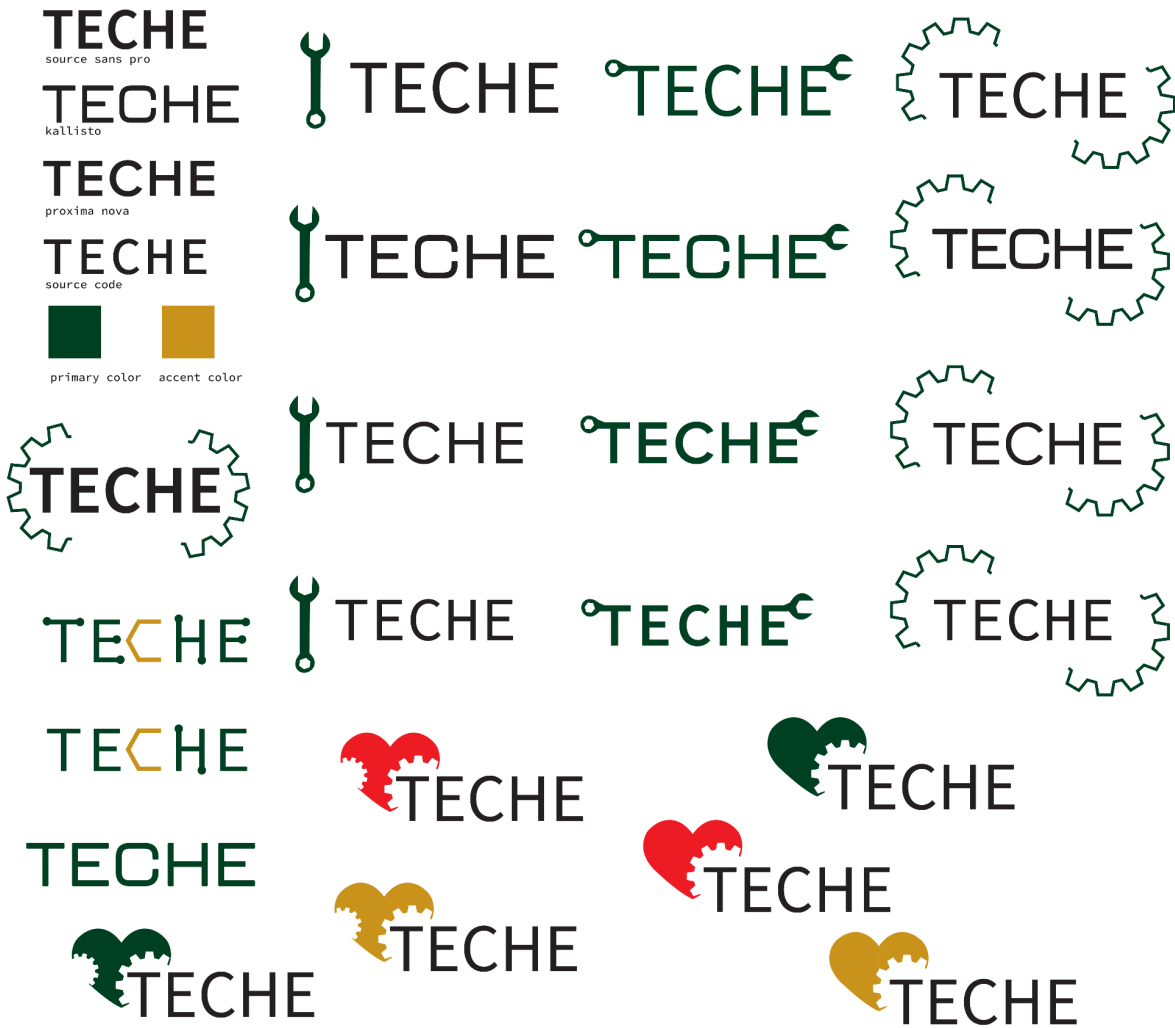
Rough 2

These designs incorporated other iconography that was representative of biomedical engineering such as different forms of assistive technology. This rough was also used to try out other color variations that did not fit into Cal Poly's branding. The department chair leaned more towards the mechanical side vs the assistive technology side of designs.

Rough 3



This rough was mainly used to try out different type faces. By this rough, we had decided to go with traditional Cal Poly branding colors using Poly Green as the main color and Mustang Gold as an accent color if needed. Gears were decided to be the most stand-out designs of this rough.

Rough 4

This was the last rough done in my design process. This rough focused on combining symbols of both engineering and health, using a heart with gears cut out from it. From this last rough we decided on what the final design would look like.

Final Design



Although I was not able to create an approved logo by the department chair in the amount of time I had left to complete this senior project, I chose this as my final logo design to represent the TECHE lab. This logo symbolizes a connection between both health and engineering. It uses Cal Poly Green as its main color, representing the fact that this is an on-campus lab powered by biomedical engineering students.

Reflection

This project proved to be much more challenging than I had originally expected. Going into this project, I did not have much experience with either logo design or working directly with a client. I believed this project would help me gain experience in both those things, so I was excited to be able to take on this project.

I gained a lot of great experience with researching logo designs as well as going through the editing portion of designing roughs. I also learned a lot about working with clients and setting expectations for a project. I think this senior project has set me up to be more successful in future projects.

Literature Review

Branding is an extremely important part of a company's reputation. The article, *Utilizing the brand ecosystem framework in designing branding strategies for Higher Education*, mentions that "higher education institutions need to develop and/or maintain a distinct image to create a competitive advantage in an increasingly competitive global market" (Pinar, 2011). Branding is what makes a company stand out and allows consumers to recognize one company from another. There are a few reasons I will discuss in this paper that show the importance of creating a brand for Cal Poly's TECHE lab.

According to the article, *Creating a brand image for Public Health Nursing*, "weak product images along with a corresponding lack of awareness are addressed through the application of marketing

science”, which is why one of the most important outcomes of this project would be to create branding that makes the TECHE lab a recognizable part of the Biomedical Engineering department (Baldwin, 2011). Just like Cal Poly itself, the TECHE lab should be a recognizable part of campus life. Whether it's a poster in the hall or an informational email from the department, a TECHE lab logo is essential in order to start the process of becoming a recognizable part of campus life. A quote from the article, *The Importance Of Branding And Rebranding For Strategic Marketing*, mentions that, “Perhaps the most well known and complex definition of brand is formulated by Interbrand as being: 'A set of tangible and intangible attributes, symbolized by a trademark (name, logo, etc.) which operated properly, creates value and influence” (Todor, 2014) and I think that alone speaks to the importance of this project.

According to the article, *If organizations are from Venus and businesses are from Mars*, “Branding is the single most important step organizations and businesses should take *before* entering into partnerships” (Mizera, 2012). Donations and sponsors are a large part of how the lab is able to supply students with the materials they need to create assistive technology to those with disabilities. It is important to have branding that is professional and represents not only Cal Poly but the lab itself and what it stands for. Being able to include a recognizable logo on the top of letters that are sent out to donors, gives reassurance to donors that they are donating to a reputable and successful organization. According to the article, *The Importance of Branding*, “Branding is a Madison Avenue (advertising) term for reputation” (Hupp, 2019).

The creation of branding for the TECHE lab can also help to create a brand story. The article *Trademarks' relatedness to product and Service Innovation: A branding strategy approach* mentions that, “Successful brands communicate with consumers through brand stories. The brand story plays an important part in helping consumers make sense of the brand... (with) ‘the creation of new, distinctive brand logos and the crafting of compelling brand stories” (Flikkema, 2019). Creating branding and especially a logo for the lab is a great way to help both students and donors get a sense of the lab's story just visually.

The TECHE lab is one of the main reasons that many students say yes to coming to Cal Poly and being a part of the biomedical engineering department. The article *E-branding vs. traditional branding* mentions that, “The brand is the entire range ... which seeks to assure buyers of something unique... and thus influence the selection process by offering more than a ‘no name’ product...” (Grzesiak, 2015). The lab is a unique part of not only the biomedical engineering department but Cal Poly itself. That is why it is so important to have recognizable branding. Students, both prospective and current, should be able to walk onto campus and recognize the TECHE lab logo from the door/windows of the lab. As an article in the *American Journal of Pharmaceutical Education*, mentions, “...(a) potential competitive advantage for a college or school is a clear and compelling brand identity in the market...” (Rupp, 2012). In order for

Cal Poly to remain a competitive school, it must also have facilities with competitive and recognizable branding.

An article in the *European Journal of Marketing*, mentions that a “Crucial concern(s) for future work on corporate brands and corporate marketing include the growth of social media and digital culture” (Schroeder, 2017). In the future, if the lab decides to create any digital content, especially on social media platforms, the branding will also help students be able to recognize and follow the account.

According to the article, *The importance of product brands, ownership status, and spillover effects to parent brands*, “Information integration theory suggests that new attitudes and beliefs are formed as individuals access new information and combine it with existing attitudes or beliefs” (Baumeister, 2015). Since many students already have an existing opinion on what the “old lab” was like, it is important to build off that past success and continue to grow in a positive light with the new branded lab.

To summarize, creating branding is essential to the success of the TECHE lab on campus. Branding will help students to recognize the lab as well as inspire them to say yes to Cal Poly and become involved with lab projects. It will also create a recognizable brand for donors who will help to sponsor students' projects, thus helping the labs' reputability.

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