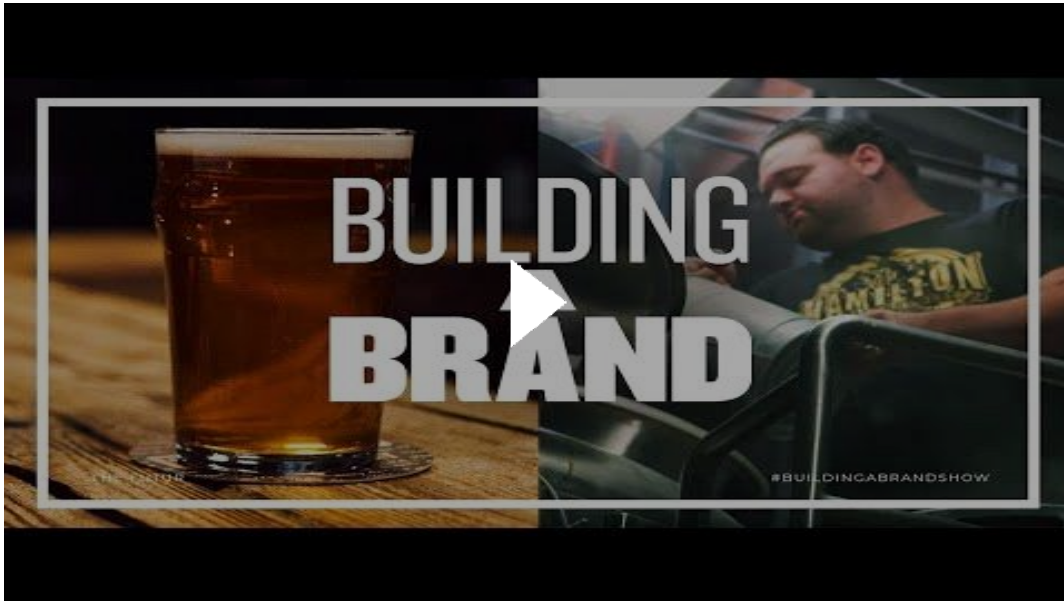


Brand Mood Board (Style Scape)

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[Starting The Branding Process – Building A Brand, Episode 1](#)



The Futur series "Building a brand" follows branding agency – BLIND in rebranding Hamillton family brewers. You follow the entire process from client meetings, through concept and creation of final products. One thing Blind does that I learned can be extremely helpful is the creation and use of stylescapes.

Stylescapes are collages of elements that help clients get a feel for the brand you are creating and keep designers on track. It can be difficult to express the feeling you want to evoke with a brand and without really needing to create too many elements, Stylescapes can help solidify this.

In the series Blind produce and present multiple stylescapes to present to the client. The client then chooses their favorite and the designers can move forward using the stylescape as a tool to create new elements. Luckily as I am both client and designer in this scenario I could simply create one stylescape and critique it as I went rather than providing options. I understand that in a real world situation, designing for a client, it would be useful for me to design multiple. At this point in the process I would have had an in depth conversation with the client to get a feel for the brand. As the brief was delivered by myself I already have a good understanding of what I want the brand to be, however a stylescape is still very useful.

I began using google images to find images that represented the brand, I googled hiking lodges and skateboarding as outlined in the brief. I made sure to get some typographical elements in there also as I knew that could help drive the logo. I found path markers shapes very interesting and representative of the waywardness the brand was trying to capture.

I steered away from adding any beer or brewery related imagery to the stylescape as the feeling and nature of the brand isn't driven by the product but instead the travel involved in its creation and consumption.



I knew that eventually I would need to set a colour scheme for the brand. Stylescapes are good to get a feel for this. I noticed in a lot of the graphics that I chose that Red and Blue arose. I went back in to the stylescape and adjusted the colours of all the elements to match this colour scheme. This helped tie the stylescape together and also. Making sure the stylescapes have a defined colour scheme is something Blind were careful to do.



I am happy with my stylescape and will use it to drive my research and design.

Breaking down the stylescape. This is something that would fall into my role as a designer to do either through an e-mail for international clients or potentially face to face in a meeting with a more formal presentation. For the purposes of this task I have broken the stylescape down as I would conversationally with the client. I feel this is the best way to get real feedback from the client as meetings can be too formal.

Featured on the left is a hiker, this helps to establish the outdoor/waywardness of the brand. I can envision many product shots being taken outdoors featuring people like this. He looks down on a camping lodge. The lodge is near completely wood and will feature across the brand. The lodge it's self is a meeting place for all travelers to meet, have a beer and share stories, this is the inspiration for the brand.

Set behind the trees rather abstractly (Which I can see becoming a real element of the brand) is a airport departures board, again speaking to the travel/worldwide aspect of the brand.

I adjoined a close-up image of a tree to the edge of the lodge of a tree with two hiking trail markers. Very simple block colours and red and blue (Which seems to be forming as the brand colours) I then researched other trail markers and found some on posts. Red and blue appeared here again as well as a lot of natural wood re-enforcing these two influences on the brand stylistically.

I transition the markers with the natural wood grain across into a skateboard that features the same raw wood to establish the skate culture influence outlined in the brief. The next skateboard featured is painted but is a Boulevard Skate Co. Deck which uses a triangular way marker as it's icon within the logo. I follow this with a skateboard that has icons of mountains and trees. While these decks culturally might be a derivation from hiking, stylistically (Especially to the brand) still work and tie the two cultures

together. I added two Supreme stickers to the board, in red and blue to introduce the idea of stickers, which is prevalent in both skate and outdoor brands culture. The italic Futura that supreme employs could also be a typographic influence on Of Nowhere.

Above the tree, a hand almost reaches out from a trunk, again this is very abstract and sets this up as a key influence to the developing art style of the brand. The hand hold a hand painted glass sign. The sign featured, as well as the sign on the side of the wooden train car are produced by Singapore Signs, A modern day sign painter that works in the style of retro enamel signs. I felt these signs were a great representation of the brand and fits the briefs need for a sense of history while finding a modern influence.

The oxford circus sign set in the sky is a little out of place as I struggled to find a place for it to sit naturally, however I really like the type, the simple shapes and the colour scheme so I decided to leave it in. Though it does sit slightly unnaturally. It is also a good example of general travel signs and a good representor of the brand.

Beside the wooden train car (re-coloured to be red) which ties together the wooden lodge and a vintage means of travel, train travel. Is a wooden veneer to tie in the raw wood influence on the brand.

Using this wood backdrop as a table top I include a skateboarding photo which was heavily red and blue. I added a border to give the effect of being a printed photo. I also added the Vans logo, Santa-cruz and Patagonia logos to appear as stickers on the table. I recolored them to be more representative of what has become the company colours. The Santa-cruz shark label is very illustrative and something I will explore for the artwork on the labels.

at the top of the table are some mock-ups for plane tickets that I found by searching for "Vintage Plane Tickets" they are from a mock-up service that allows you to print boarding passes for use as a gift or surprise (Most tickets are digital these days). The benefit of this not being a real ticket but instead a template is that the designer will have had to distill the key trends in boarding passes and infuse them into this design. Saving me the effort of examining loads of boarding passes to notice the trends myself. It was nice to see the colour red occur in these tickets, validation my thoughts on it being a colour closely related to travel.

I included some stationary in the top right, I colour corrected the saturation and contrast of these items but the red and blue motif around the edge remains as found. These letters include hand written text (Which may feature in the brand) and stamps featuring an airplane. These are overseas letters, perhaps sent back home detailing a trip that someone is taking. They are very reminiscent of what Of Nowhere wants to be, telling stories on a global scale. These letters also feature rubber stamped graphics. These are likely to have been done at the post service or airport but are also evocative of passport stamps.