

Joshua Kirby

Student Work Portfolio—Brand Identity

Introduction

The Saginaw Art Museum's mission is to "deliver outstanding experiences in the performing and visual arts for all and serve as a catalyst for diversity, inclusion, and economic prosperity in the community we serve." I would say that the brand is fulfilling SAM's mission, some examples are this November they held an event for local artists, November's Creative Arts Festival gave locals an outlet to express their experiences through the local pandemic through art and writings, and having SAM podcasts that allows for free access to all to listen to art that is in the museum or taken to topics about art. The current logo is representative of the brand if you see the logo as I see it, I see the logo as three people holding hands at the bottom so the meaning of abstract art that contains the a and a do think a rebrand is necessary because a logo shouldn't be confusing to look at the meaning of the logo should be able to show through without explanation. Also, the rebrand of the brand, a stroke gives reminds me of the font choice, I don't think that they want to be perceived as cheap or simple. I do like the rebrand of the "Take Part in the Art" it is colorful and abstract with the organic shapes overlapped. A possible change that could make the "Take Part in the Art" logo would be making the word part in a different font to a point brush script font. In addition, I think a "Take Part in the Art" tab should be added on the Saginaw Art Museum website.

Logo

Color & Typography

Color Palette

#6bc8c9 #cc2027

Font

Gothic Demi

A B C D E F G H I J K L R S T U V W X Y Z

Trial Regular

A B C D E F G H I J K L M N P Q R S T U V W X Y Z

Signage

Brochure

ABOUT

UPPER LEVEL

HOW TO VOLUNTEER

Featured Opportunities

Notes

Brand Suggestion

could have merchandise. The first launch of the clothing, and t-shirts would have the SAM logo on it with placed on a standing clothing rack by the coffee bar to order the items and museum visitors enjoy the merchandise SAM could have with options to see what items they would like to wear. The cost would be covered by sponsors. We would have to have a small check-out area by the bar that need part-time jobs that come from low job to SAM's mission. The target audience would be donors.

Brief

Slowing down fashion with high-end looks at a more affordable price. Alchemy strives to source ethical looks and sustainable packaging with a designer feel for the modern day environmentally conscious fashionista. We pride ourselves on creating pieces that will become your closet staples with timeless looks that have impeccable fit for all shapes and sizes.

Mission

We offer affordable clothing with a high-end look, that is ethically sourced and sustainably packaged for fashion forward young adults who care about their environment.

Brand Bible

Alc
Alchemy

Brand

Logo can be used with type or as a stand alone symbol.

Alc
Alchemy

Charter (Roman)
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Body Copy
abcdefghijklmnopqrstuvwxyz

Gold Foil Foil Application

Raspberry (also used at 30%)
R=163 G=74 B=94

Wine
R=103 G=0 B=30

Visual Assets

Deliverables

Business cards, name tags, and other branded items.

Walker Wenzel WORKSHOPS

CARINA KAY graphic designer

TOLBIN LEVI ANDREASEN

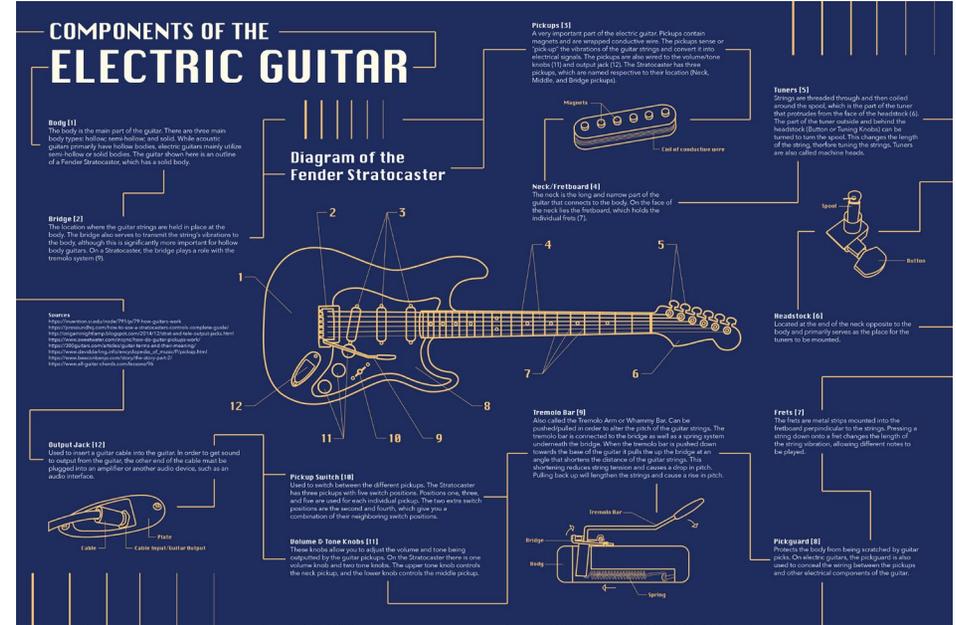
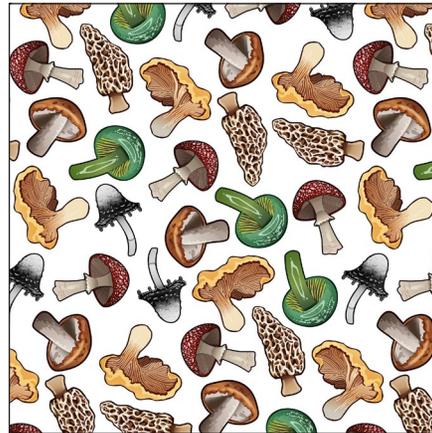
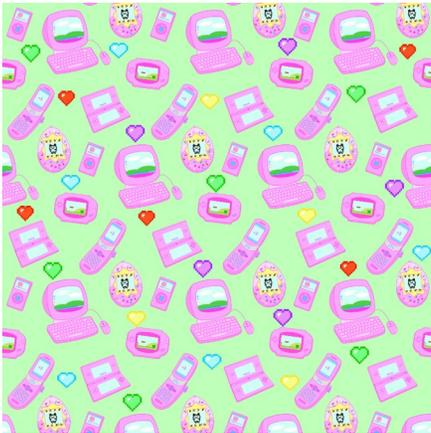
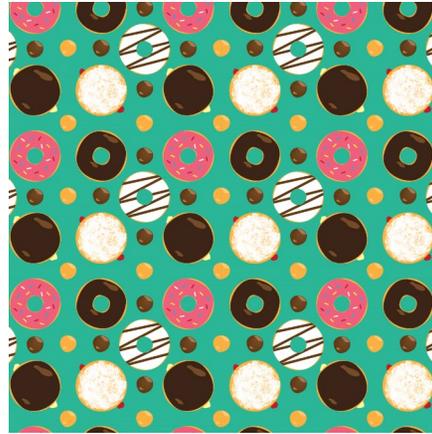
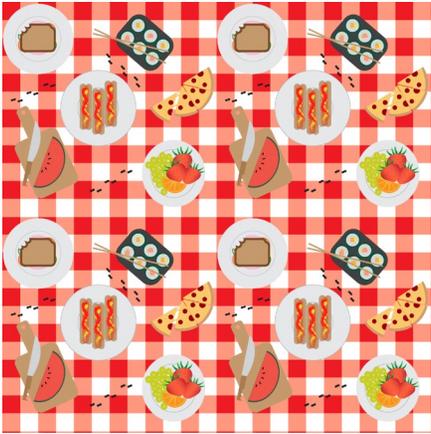
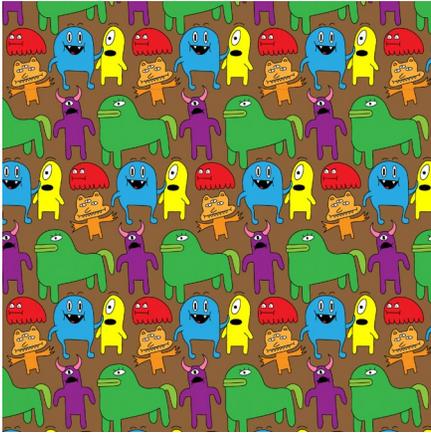
SEAN JEROME graphic design

Mia Michalski



Joshua Kirby

Student Work Portfolio–Miscellaneous Projects



rainbow SRX MORE THAN JUST A VACUUM.

BUILT TO RUN **24 HOURS**

30% IMPROVED AIRFLOW

PRODUCING CLEAN, HEALTHY HOMES SINCE **1936**

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4 SPEED BRUSHLESS HURRICANE MOTOR

HEPA NEUTRALIZER FILTRATION SYSTEM CAPTURES MICROSCOPIC PARTICLES

ODOR ELIMINATING FRAGRANCES AVAILABLE

CERTIFIED ENERGY EFFICIENT

MADE IN MICHIGAN

VERIFIDE

Ordinary and Extraordinary Pigeons

Pigeon Intelligence

People keep pigeons for 3 main reasons

- Meat**
Bread made in Egypt
Pigeons and doves are used as food in many cultures. In many parts of the world, they are considered a delicacy. In some cultures, they are called squabs. Many of the most popular species of pigeons, and Allium Gray Pigeon have had the same use.
- Exhibition**
There are hundreds of breeds of fancy pigeons that have been selectively bred over many years to showcase some unique traits. These birds are often brought to pigeon shows where they are judged based on their appearance. Some exhibition breeds are: Rock Dove, Pouter, and Rock Dove. These birds are bred for their unique features like their face, neck, and wings. They are often used in many other tall buildings and structures. Many of these birds are used in many other tall buildings and structures.
- Sporting**
Racing pigeons have been around for hundreds of years, and are birds that have been bred to compete with each other in long-distance races. They are often used in many other tall buildings and structures. Many of these birds are used in many other tall buildings and structures.

Pigeon Couriers

Many pigeons are the only breed of pigeon that can be used to carry messages since they have the instinct to return to a home loft from long distances.

- Memory**
Many pigeons can remember their home loft from long distances.
- Visual Cues**
Many pigeons have a strong sense of direction and can find their way home from long distances.
- Magnetic Field**
Many pigeons have a strong sense of direction and can find their way home from long distances.

Pattern Design (with the Adobe Illustrator Pattern Maker), Infographic Posters