ELIJAH!

THE OTHER ARTIST
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Company Name: Witch’s Brew
Tagline: Coffee As Dark As Your Soul

Witch’s Brew is a Coffee Shop based in Elgin, IL. The company’s owner, Rachel Guemerz, has always been fascinated with the weird, and always loved coffee. Witch’s Brew specializes in its odd, yet very sweet flavors, with over 20 original recipes for their cold brews. Witch’s Brews has 7 seasonal flavors, with Halloween being year round. Witch’s Brew also has hot coffee as well and hopes to expand to tea in the coming year.

Inspiration Research
What inspired me the most in the research was vintage typography and coffee beakers and brewers. I also found myself attracted to imagery that was very natural, in terms of wood and craftsmanship. I did research into some actual symbolism for witchcraft and covens, but I didn’t think that imagery fit well with the style I wanted for Witch’s Brew.
Sketches

For sketching, I tried to keep within the realm of what Witch’s Brew is; cold brew coffee made by witches. Logos more nature focused, logos that had a mystical or cultist element to it, and logos that were odd. I eventually stuck on the idea that a logo with an illustration of something very simple would be my best bet, and sticking with an old style serif would suitable.

Final Logo

I have a crow sitting on the branch of a tree that rests aside the company name, Witch’s Brew. This was to keep the natural feel I wanted to accomplish, and have still maintained it’s witch inspiration with the crow.

I set the minimum use at 1” in height or width because these were the easiest ways to read the logo without it becoming unrecognizable. I had brown be the only alternative color because I thought this would be good for when I need my branding on other materials like fabric, coffee packaging, gunny sack, etc. I chose the goldsmith vintage for my final logo because I felt that an old style font with serifs that was expressive would help tie in the natural and witch inspiration I originally sought out together. Witch’s Brew has no additional color variations aside black and white.
Package Design Inspiration Research

My research for this packaging went in a few directions. First, I wanted to find colors that were toxic and very bright, because when I think of witches, I think of the concoctions that they’re brewing, the potions and elixirs. I think this will play well with the idea of the packaging being color coordinated with a particular flavor of coffee. I tried to find a lot of photos that had very saturated colors that would give off the poisonous and other worldly look that the packages would display for each coffee flavor.

Two things that inspired me were cartons and packaged ground coffee. I liked the natural look of it, but I also found myself drawn to various bottles because it reminded me so much of potions and elixirs. The good thing is, I had plenty of direction to choose from.
Sketches
My thought process in my sketches was to mess around with whether I wanted to make my package be for coffee grounds or iced coffee. I played with the different types of ways that you can sell coffee depending on what it is. I tried to keep each sketch to about 1 minute so I can quickly jot down ideas and explore every possible option.

Folding Dummies
Putting together my folding dummies was challenging. Not because I had any difficulties with cutting them out, this was my first time doing anything like this. I originally had 6 to show, but I accidentally ripped one with my scorer, something to definitely take note of.

So with these, the ideas for the layout was for the graphics to showcase what the company and product was about, even if the logo was taken off. I messed around with the idea of having more art heavy layouts, more simple layouts, etc. I eventually settled on a layout that would be a middle ground: having a good amount of illustration wrapping around it, still be simple and have some negative space, not trying to fill every crevice. I fear something that may be difficult for the final build is keeping the top together. I think I'll be able to find a way around it, but it is something I want to be mindful of.
that everything on the package had purpose.

On the night of a full moon, it has been said that a group of witches gather under the moons glow and brew some of the most wicked and dark concoctions. "From those who have been subjected to having their elixers, they have admitted to the small town of Elgin seems to be happy by their presence."

"Though many dread the thought of witches, the town and the local's have seen the witches gathering natural and organic ingredients for their brews."

"Something wicked this way brews..."

"Craving it every morning, saying it gives them a smooth and delicious drink that is depending on your calorie needs:"

"Is almost thought to be sinful to enjoy."

"Twisted Caramel Iced Coffee
Mocha Iced Coffee
Caramel Mocha Iced Coffee"

"Twisted Caramel
Caramel Mocha Iced Coffee"

"CHECK BOTTOM FOR EXP"
"KEEP REFRIGERATED"
"Approximately 95 mg caffeine"

"INGREDIENTS: COFFEE (FILTERED WATER, COFFEE EXTRACT), CANE SUGAR, NATURAL FLAVOR, PRODUCED IN A FACILITY THAT PROCESSES PEANUTS, TREE NUTS, SOY, MILK,"

"© 2019 WITCH'S BREW COFFEE, CO."
Something wicked this way brews...

On the night of a full moon, it has been said that a group of witches gather under the moon's glow and brew some of the most wicked and dark concoctions known to man. Locals have said that they have seen the witches gathering natural and organic ingredients for their brews that they produce. From those who have been subjected to having their elixers, they have admitted to craving it every morning, saying it gives them a smooth and delicious drink that is almost thought to be sinful to enjoy. Though many dread the thought of witches, the small town of Elgin seems to be happy by their presence.

Preparation

Questions? Contact the Witch's!
www.WITCHSBREW.com
1-847-741-8804
CHECK FOR EXP

Made in USA

Ingredients: 100% Arabica Coffee

680 G COFFEE GROUNDS

Use Cold, filtered water. Use 2 Tbsp (10g) coffee grounds, and 6 fl oz (180ml) of water.

After opening, keep in airtight, opaque container or original jar at room temperature, and use within a week of opening.
The Band
The band I have chosen is the boy band, BROCKHAMPTON, founded in 2015. The group consists of 14 different members. They gained recognition from their Saturation album trilogy, all released in 2017. One of my personal favorite albums by them is Saturation III, it is amazing. I chose BROCKHAMPTON because I have done artwork for a lot of music varieties, but not something quite as unique as these guys. I also chose them because if you take a look at their official logo (pictured bottom-right), I don’t feel that it reflects them or their band all that well. The logo is too bland for the type of artist they are. I want to create something that I can just type out and make in Illustrator or Photoshop. I want to draw out a new logo for them. Whether I want it to be a letter mark or a combination mark logo, I’m unsure. But I know it can be better.

I have found that BROCKHAMPTON has a very homemade sound, which makes sense since they were an indie band for a very long time until signing with RCA records in 2018. I want to reflect this with their new logo, something not so clean, but also not dirty and grungy. This is a hip-hop boy band after all. I think the most challenging thing will be to not let myself over think my design choices. It feels daunting rebranding a band whose music I really enjoy. But I chose this for that exact reason, I love the group and I want to express how their music makes me and other people feel through graphic design.

Why is it needed? What is your client’s goal?
The goal is to rebrand the band along with their new record deal with RCA Records, and help them stand out from what is out there. Their old logo blended too much in what is normally done, i.e. Helvetica on white, which is not the case for BROCKHAMPTON, who do not follow the norm. This new logo will help differentiate the band and make it a symbol of the music of today’s generation.

What are the benefits of it?
It would be fun and stylish. It can be seen as a rebellious symbol and will speak out to other fans and help spread the band’s image. In doing so, help the band sell tickets for shows and help advertise upcoming or current albums.

How will you proceed? What will you research and look at to design something better than other designers?
I will base my design on the sound and history behind the band instead of the image that people have given them. It will represent how big they are, where they come from, and what common themes you can find in their discography of music.

What do you need to design?
1. Band logo [B&W]
2. 12”x12” vinyl album cover
3. Band T-shirt

Who is the target demographic?
This logo is for the millennial group; teenage boys, girls, and adults in their 20’s-30’s, who want to listen to a band that reflects the same frustrations of our modern problems while offering a form of escapism as well.
Location Inspiration

A Park
I always felt that BROCKHAMPTON's music had an undertone of wishing things were simple again. I think a park would be perfect for getting ideas for what the logo should be and what it can present.

A Record Store
It’s always good to see what the competition is doing, so why not face it head on? I may be able to find some other things I may not be able to find on the Internet there.

Convenience Store
I get a hometown vibe from their music, and I think of convenience stores when I listen to them. I think just walking around and getting in their head space can be a good deal of inspiration.

Chicago Street Alley
I always think of street alleys when I’m listening to hip-hop. I envision a lot of street alley imagery when listening to BROCKHAMPTON as well. I think there is something honest and down to earth about street alleys. I have often gone to street alleys and draw to take in the atmosphere, so I’m sure this can be a great deal of help.

County Fair
The colors and look of a county fair are my favorite to walk around in and listen to music. I find county fairs to be a gateway to an altered view of reality, what life is like as a child or someone who has no care in the world. I think going to one can help me picture what BROCKHAMPTON means in terms of pure visual.
Sketches
My sketches consisted mostly of the type of graffiti and markings I see on bathroom stalls or desks in a classroom. I wanted to keep the styling relevant to how the band is so unconventional, and doesn’t care if in the process of making art, they come across as messy. I think a hand drawn approach for this project is a much better idea opposed to doing it digitally.

Conceptualization
These three logo iterations were the ones that were best received during critique out of the original bunch of sketches, so what I did is revise them to a point where I can get a solid feel of direction for each logo, and somewhere along the way, find my final logo.

These concepts were split into 3 aspects of the most successful sketches from before. I first revised the more vandalized approach, and applied plenty of styles I have seen before. The second I chose was the more visually warped one, having the type be more funky and experimental. The last one I chose was having the letters support, or stack around or within each other—kind of how the band themselves is made of many members.
Final Logo, Shirt and Album
Company: Major Tom
Tagline: Clothes from the Stars

Major Tom is an online clothing company that specializes in clothes and other goodies that are themed around space. Major Tom focuses only on the theme of space, so there is never an inconsistency with the products’ themes. The goal of Major Tom is to celebrate space, and science.

Major Tom was created by Michael Wozniack, who as a kid dreamed of joining NASA’s space program. After shifting his focus to art, he wanted to put his space-based drawing on shirts for his friends, and the company was born.

Inspiration Research
I have a variety of things in my research. I have images of clothes and other things to show the kind of vibes and imagery I would have the company produce, and then I have actual space program logos. I want my clothing brand to be as authentic to space as possible; smooth, round letters, and possibly long letters.
Sketches
Sketching was split up into two phases. I wanted to focus on the lettering and emblem ideas separately. At first, I didn’t know if I wanted the logo to be purely type, like something just floating in negative space. But after sketching the emblems, it became clear that it should be a symbol like the space associations. The first round of sketching did help me figure out the type of typeface I should go with, which is a stylized modern sans, and I took from sketching that I didn’t want to do a circle. I wanted it to be a diamond or a triangle.

Final Logo
I used the in a diamond shape because I liked how it played off of the illustration the ship, highlighting and recreating the upward movement. This showcases that as we explore deeper into space, so does our creativity of endless possibilities. I kept the minimum use under 1” in height or width because these were the smallest sizes where I could still make the details, and kept the type legible. I went with complimentary shades of orange and blue for my color palette because I thought it would be a nice, subtle way to highlight how exciting space exploration and it’s possibilities are. Major Tom no additional color variations aside black and white.
Inspiration Research

Research for this product gravitated around a few things. First, I wanted to research packages that were themed around space, even if clothes would never be put into them. Second, I wanted to explore different types of packaging that could feel other worldly or futuristic. Last, I wanted to explore the kind of graphics would live on the package. How would it reflect the brand's image and goal? A part of the research was also trying to think about: what is something that looks like it would be taken to space by an astronaut?
Sketches
I tried to come up with a lot of different ways to figure out how to create a package that can hold a shirt, or any other clothing inside it without it being a standard shirt box. After a lot of debate, I decided to go with a kuff box, because I think the idea of pulling out the shirt from the package would be engaging, almost like you are launching off a rocket or something similar to that.

Kuff Box Revisions
After measuring the height and width needed to hold a shirt in a kuff box, I made the adjustments and modified the original die template. However, while the lid fit just fine, the inside box was not designed properly, with the lid on top having nothing to hold onto, so I made the proper adjustments to the design so that the box can close without making it hard for the consumers to take the shirt out of the packaging. The paper bag and card holder mock ups were pretty simple to construct. The card holder wouldn’t require any kind of glue or tape to stay closed.
Watercoloring
I first had to make a mock-up box of the watercolor paper to go on, and then paint the sides to make sure it had a seamless transition from side to side. I made the mock-up box out of poster board paper, I used a ruler to mark the sides of the box. After this, I practiced multiple times using watercolor which was challenging. But I am happy with the results that I was able to achieve.

Galaxy PRINT
MENS M 100% Cotton
Lift Off

Die Template Round 1 - Graphics
For these, I just went with my gut, I wanted the basic information that you would need from the package on there. For the card holder, I have a graphic and the legal and bar scan on the back side. The card only had the logo on one side, and the logo and a to and from. The bag only had a logo for the front and back of the bag. I wanted all of the branding to be the same, with only the necessary information being present.
This card is redeemable to purchase merchandise at Major Tom Clothing Store in Aurora, Illinois. It is non-refundable, may not be redeemed for for cash (except as required by law) or replaced if lost, stolen, altered, or destroyed. Major Tom is not responsible for the unauthorized use of this card.

Final Die Templates
For the outside of the kuff box, I took feedback regarding the artwork being full-bleed to the sides, and adding more around the box, like a brief about and social media plugs.
The inside kuff box had to be changed because I found there wasn’t need for the additional flaps on the front, and the addition of the bar code as well. 

For the card holder, I realized there was a lot of risk with the image not overlapping properly. So I added a simple black gradient to the back of the holder so when it’s closed, the flaps will overlay over each other without the art itself looking misplaced and jumbled. The shopping bag was good to go.
Building the Final
The final went together smoothly, at the beginning that is. It wasn’t too hard getting everything lined up together, getting things from the school to my house, etc. I didn’t have too much problem building the bag or the card and its holder, and the inside kuff box.

I did, however, run into a snag when the inner box wouldn’t fit into the outer box. This was due to the ply of the poster board I used for the flaps making the kuff box thicker, something I didn’t account for. So, I cut off the poster board on the flaps, and sure enough, it fit like a glove. Overall, everything went as I hoped, even if I had to improvise a little due to the flaps problem.
Branding & Package Design—Major Tom

Galaxy Print

READY FOR LAUNCH:

MAJOR TOM STARTED AS A DESIRE TO SHOW PEOPLE THE WONDERS OF SPACE AND SCIENCE THROUGH ART.

WE BELIEVE THAT SPACE IS SOMETHING THAT SHOULD BE ACCESSIBLE TO EVERYONE.

THE EVERY DAY WE MAKE E.S. GOES TOWARDS REACHING AND SPACE WITH ALL OVER THE IDEA.

WE HAVE LIFT OFF!
Type Specimen Pitch
For my Type Specimen poster, I decided to work around a grunge-heavy focus on hand drawn type. I chose this because I work best with hand illustrated type instead of digital type design. I like the fast or dirty hand-written letters you see on a stall or etched on a notebook. It’s both unintentional and intentional, and I think it carries a certain emotional tone to it. I’ve also never done something like this before, turning hand type to digital type. I actually enjoy taking on a challenge.

The final output will be a 12x18” poster showcasing the type and its intended use and feel.

Specimen Research
The posters I have found successfully showcase the typeface, and I want to convey the same kind of emotion that these posters and type invoke. What I got from this research was that I cannot be lazy about this. Everything is here for a reason. As a great man once said to me, always have a reason for something being there because design is about intent.
Type Research

Trixie—This is a mechanical equivalent of the kind of typeface I am looking to do. It is quick and messy, and looks like something you would not put a lot of thought into doing.

Punk Boy—Punk boy was chosen because it is an exaggerated example of what I want. Though it is handwritten, I find it to be a bit more decorative. An example of what I want, but what I also want to avoid.

Duality—I like how blurred this is. Maybe I will play with doing some manipulation to my font, but I think this one gives me a lot of ideas for my font.

Wordy Diva—simply like this one. It's a great example of a quick and clean type done with a marker of some kind. I don't think I want to go as thin as this, however, but I like to see it as an example of what I want to avoid while still doing something similar.

Comic Sans—think we should be aware of where we have gone wrong, as people, Comic Sans is a mistake we should not make again. Hence, it is here in an example of shame.

Grunge—I like this one a lot; it reminds me a lot of Plastic Beach. This looks how someone would write something if they had a ruler to measure height and nothing else. I love how the letters almost eat themselves, I want to do something this creative.

Providence Sans Pro—This is actually one of my favorite typefaces of the bunch. It reads a lot to me like Sunday comics and an illustrator having limited resources and just having to make due. I think this is one I want to gravitate towards in terms of my inspiration.

Soft Marshmallow—This is a very bubbly type. Not messy, but still has the same look of a drawing that might be done by someone in a notebook meant for math. I just like it.

Mr Sandsfort—his would be an absolutely beautiful type if the kerning wasn't so bad. Despite that though, it still shows how well quick pressure marks for type can be.

Type Moodboard
X-Height and Weight Exploration

After type and mood research, I started messing around with different types of x-height and weight. I had the weight managed by how many extra strokes I added to each letter form. I ended up going with weight 5 and x-height 1 and x-height 3 because they felt and looked the most natural to me. I thought this would be the best outcome for what I plan to accomplish.

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mnopqrstuvwxyz

wxyz

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sphinx of black quartz, judge my vow.

the quick brown fox jumps over the lazy dog.

the five boxing wizards jump quickly.

the quick brown fox jumps over the lazy dog.

the quick brown fox jumps over the lazy dog.

the five boxing wizards jump quickly.

Type Specimen Poster

For the final poster, I decided to have a hero image that the type would go on top of. The image would be of a rat, in a similar style to the Chicago ‘Don’t Feed the Rat’ posters. The hero image would be of the drawing printed out, and then put on an electric pole. Then, I would add in 3 versions of the type where I am messing with the size it’ll be displayed in.
dead rat

residents of xenia avenue, due to the alarming increase in rats, we encourage all residents to squeeze out these vermin. when the rat is dead, call 1847-293-6501
Branding, Advertising, & Magazine—Black Sheep Comics

Organization: Black Sheep Comics
Tagline: Welcome to the Herd

Black Sheep Comics was created by siblings Nancy And Collin Nieves. Huge comic and music fans, they started collecting comics at the ages of 12, and 10 and in 2007 opened up their comic book store which was named after Nancy’s high school band. In 2015, they decided to become a comic book publisher after making Black Sheep Comics a common name in the world of comic book collectors.

Black Sheep Comics subject matter is mainly horror, action, and comedy. They are home to the comic series The Crypt, Far Out, Monster Hunter, Post Modern, and more coming soon. They currently are publishing 7 comics a month, with 2 new series arriving in August.

Inspiration Research
I chose these images specifically to help describe the kind of feel the logo should resonate. Having comics that vary in art styles, but are rebellious in nature and are heavily stylized. Specifically, I found a lot of inspiration from the more heavy line drawings in terms of the kind of branding I wanted to make. I also took a lot of inspiration from the other big comic book company logos that aren’t the big 3.
Sketches
Sketches for this project were done differently from the other logos I’ve done because at the time, I wanted to start playing with the possible colors I thought the logo could be in. When I thought about a comic book company, I thought colors that popped and energy. This changed after I chose the sheep. I decided to keep the colors under control since the name wasn’t colorful either.

Final Logo
I kept the live area relatively tight or narrow to the logotype since a lot of its use would be on posters, flyers, comics, etc. I felt using the icon of the head to complete the counter space of the “o” was appropriate with the style of the ransom type. For the minimum use, under 2” in height or width are the sizes where I still make out the details. This logo is specified only as black and white or knocked-out of black. I felt this expressed the graphic nature of the publisher best. For supporting typography, I would only specify that a sanserif be used to play off the randomness of the ransom type in the logomark.

Live Area = X
X = Width of Logo
X = Height of Logo
Black Sheep Comics Opening Day Advertising Inspiration Research

The stylistic influence for these posters were the Punk Art Movement. I think it is one of the more expressive art movements when compared to others. It is a form of rebellion. Visually, it also just speaks to me so much more. I think the main appeal to me about the movement is how it not follow standard professional looking design and layout, but the main message and tone of what it is selling still comes across clearly. Also, growing up I was always more into the alternative music opposed to what was usually in mainstream pop culture music. Something else I like a lot regarding the punk movement is its straightforward and honest voice.

The project I will be designing the posters for is the opening day of Black Sheep Comics. I chose this because Black Sheep is already heavy punk and indie inspired, so it just makes all too much sense to me that the graphics for its marketing would match it as well.

Sketches

The sketches for the poster played a lot with the idea of high contrast colors on top of black. I wanted the posters to look like it was glued, drawn on, and then scanned and sent to print. I tried to play with a variety of how this could play out, but I think any of these could have worked.
Digital Conceptualization

I want to incorporate very bright and loud colors, something I didn’t find appropriate for the branding, but would be great for posters. What I decided to do is create a series of posters that if you bring them together, they would create one drawing. I didn’t want to go too elaborate or crazy with the drawing since this is mainly focused on type and art movement. I wanted the borders for each drawing to look as if they had been torn and then taped together to make a single drawing. I also wanted to have the only color coming from the image, with the rest of the poster looking as if it had been coated in black paint for that punk movement look.
Creating the Posters

I started by collecting roughly 5 magazines from some friends of mine and cut out roughly 110 different letters. Something I learned very quick was some letters are going to be more common than others, I mention this because I actually had a very hard time finding G’s and N’s! Luckily, the ones I did find were perfect for the task the job.

I used construction paper instead of regular white paper to help avoid getting any white space mixed up since a lot of the type I had cut out had negative space. I then brought it into Photoshop and adjusted it's hue to the colors I needed.

What I did next was tear pieces of paper into shapes as if they were a border or frame for the drawings, which would rest underneath the colored paper. I put the solid colored paper on the bottom of the scanner with the drawing on top of it, and it scanned just as I hoped.

June 5th, 2018
45 N Pine Av, Algonquin
Free gift for first 25 people at the door!
Magazine Inspiration Research
This magazine will be a preview magazine with interviews of the artists and creators for the Black Sheep Comics opening day. This will be a special gift that the first 25 people at the door will receive. I want the approach to be simple with the idea of making a homemade magazine with a $0 budget. I’m going to make sure I stay consistent all the way through.

Magazine Sketches
The original intention of the magazine was to have the cover be a shot of all the opening day characters from before, as well as article photos of the characters with their creators on the interview articles. However, with the realistic time limit, this didn’t work out. What I would do instead is have a black cover with the logo and title. The second spread would be a simple content page as well as an article written by the co-founder. The third spread would be the interviews, which would consist of one photo taking up the entirety of a page, and the interview living on the other side. The fourth spread will be previews of the opening comics, which will be pulled from somewhere else for the time being. This will repeat until the end of the magazine. I think, despite this not being the original intentions I had, this worked out for the better and made things consistent.
Final Preview Magazine
Branding, Advertising, & Magazine—Black Sheep Comics

A Fire Take Interview With Carmina Rodriguez

The Crypt Preview Comic

Artwork by Sarah Stone