

Steele

PROCESS BOOK

Megan Steele / Graphic Designer

CONTENTS

- 1 / Heinen's Identity Rebrand / Corporate Identity
- 2 / Akron Life Magazine Re-design / Type 4
- 3 / Design for Good Campaign / Type 3
- 4 / The Vault Wine Bar Menu Re-design / Type 4

HEINEN'S IDENTITY

MARK COMPARISONS

THE GOOD AND THE BAD

THE GOOD

PROFESSIONAL



- Has a nice accent color to represent the city.
- Simple but with enough detail to make it interesting.
- Have stuck with the same skating penguin for years, gradually changing it to a more modern version.

RETAIL



- A swoosh that represents movement and motion.
- The simplicity and easy to remember icon keeps the brand easily recognizable.
- It is the wing in the air in the far framed statue of the Greek goddess of Victory. This helps to show the strength of the brand and products.

SERVICE



- A great logo with simplicity and personality.
- Great representation to show that the company sells everything from a to z — and the smile customers will have after buying a product.
- The color black shows elegance, while the orange brings bright and happy senses.

NON-PROFIT



- A beautiful logo for a beautiful cause. The colors show optimism and the dots of the C coming together to fight against cancer.
- Type is shown as simple and modern. It allows the icon to contrast against it.
- Dots can easily be manipulated into something else for various use of the logo.

MANUFACTURING



- Represents a beautiful refined modern handwritten type.
- Simple and elegant.
- One of the most recognizable commercial emblems all around the world due to its simplicity and resemblance with the past logos.

THE BAD



- The old typeface doesn't resemble the grocery store well.
- The three triangles represent the three generations, but in a poor and confusing way.
- Nothing unique about it — this store has specific food and it's own suppliers and vendors.



- The type in the circle is boring and not easy to read when small.
- Appears to be a "typical" yoga logo, nothing is unique about it to help it stand out from possible competition.
- The color could be brighter or include another color to represent Earth and relaxation.



- Why is the logo black and white? It could involve color to make it interesting.
- The childish drawing makes the company seem less professional and trustworthy.
- Typeface could very well be improved.



- The pink color doesn't necessarily make sense. This is a company focusing on bettering the community.
- Could have a more interesting icon to describe the company.
- This studio connects people through public art, design, collaborative planning, and programming — does this logo say that?



- The icons could be more simple and flat so people are more likely to remember it, two of them might be too much.
- Adding color could make it more memorable. Biking involves energy.
- The typeface seems old — a sans serif or italic could give it more movement.

ABOUT THEM

Heinen's started as a small butcher shop opened by Joe Heinen on the east side of Cleveland, Ohio in 1929. By 1933, the business had grown enough to include produce and canned goods.

Today, grandsons Tom and Jeff Heinen continue to serve customers through Joe's original philosophy which is to provide world-class customer service while offering the freshest, highest quality foods.

Twenty-two stores are now throughout Northeast Ohio and the Greater Chicago area.

INSPIRATION

MOODBOARD, WORD MAP

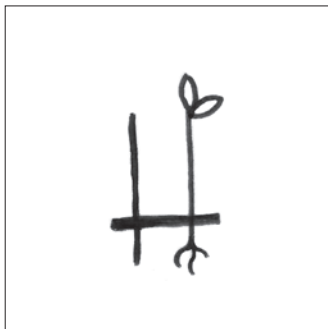


LOGO EXPLORATION

INITIAL SKETCHES



Pictogram/Icon



Abstract Symbol



Monogram



Logotype/Wordmark



Combination

LOGO EXPLORATION

COMPUTER COMPS





Black and White



Full Color

■ C83 M54 T35 K12
■ C40 M0 Y81 K0



Two Color

■ Pantone 7699 C
■ Pantone 367 C

TYPOGRAPHY

The typography plays an important role in the brand of Heinen's. This includes three main typefaces that can be interchanged based on use; the tagline type, hand drawn font, and body copy.

TAGLINE TYPE

> **THIS TYPE IS MOSTLY USED FOR WORDS WITH EMPHASIS ALONG WITH THE TAGLINE.**

CORNERSTONE

ABCDEFGHIJKLMNPOQRSTUVWXYZ

HAND DRAWN TYPE

> This type is used for headlines, and words with emphasis.

fresh
drinks
program

BODY COPY

> This type is used for headlines and body copy.

Shree Devanagari 714 REGULAR

ABCDEFGHIJKLMNPOQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

Shree Devanagari 714 ITALIC

ABCDEFGHIJKLMNPOQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

Shree Devanagari 714 BOLD

ABCDEFGHIJKLMNPOQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

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ABCDEFGHIJKLMNPOQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

CHOSEN COLOR PALETTE

The color palette is important in regards to Heinen's branding. The green and blue color chosen for the grocery store gives the business a fresh, modern, and inviting look. It is meant to symbolize the growing company.

The color specifications of correct conversion to the four-color process, RGB, and match color reproduction should be used.



Green / pantone 367 C
c 40 m 0 y 81 k 0
r 164 g 213 b 93
hex: #a4cf5f



Blue / pantone 7699 C
c 83 m 54 y 35 k 12
r 53 g 100 b 126
hex: #36657e



Previous options



Dear Ms. Piper,

I was glad to have the opportunity to meet with you the other day to discuss your catering needs for your upcoming wedding. After talking with you I feel confident that Heinen's catering would be able to successfully share your vision.

I know we reviewed a lot of information and I sent you with a number of brochures so should you have any questions please feel free to contact me at your convenience. I look forward to hearing from you and hope we can work together in creating a memorable experience for your special day.

Thanks for taking the time to consider our catering team for your wedding.

Sincerely,

Jim Smith

19 Clinton St. Hudson, OH 44236
330.931.8690 heinens.com



INVOICE 001

01/11/15-07/20/15



Bill to:

Christine Keep
156 Kling St.
Kent, OH 44240

Remit to:

Jim Smith
19 Clinton St.
Hudson, OH 44236

ITEM	DESCRIPTION	HRS/RATE	SUBTOTAL
Pork Loin with Sautéed Apple	Wedding Entree	\$10.00 per person	\$750.00
Fresh Spinach Salad	Wedding Side	\$6.50 per person	\$1209.00
Herbed Airline Chicken with Piccata	Wedding Entree	\$8.00 per person	\$888.00

SUBTOTAL

\$2847.00

FEES

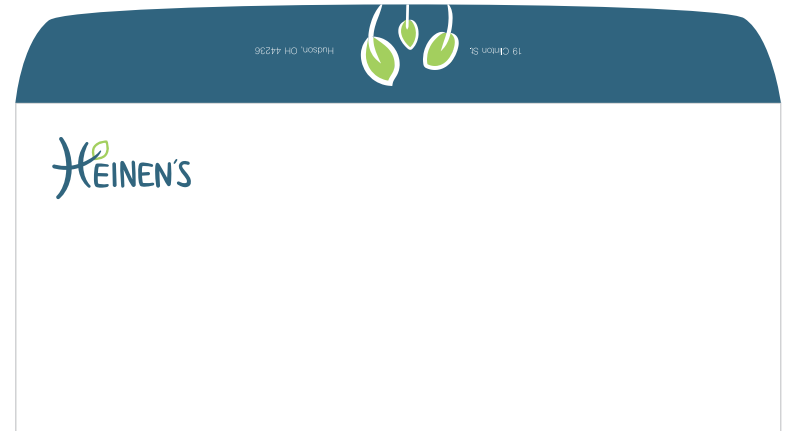
\$200.00

TOTAL

\$3047.00

heinens.com
330.931.8690
jsmith@heinens.com

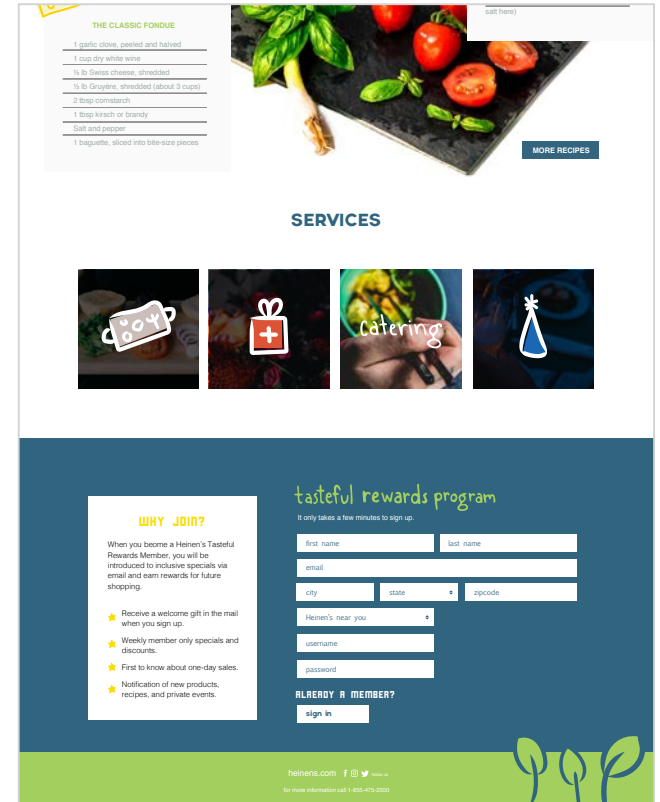
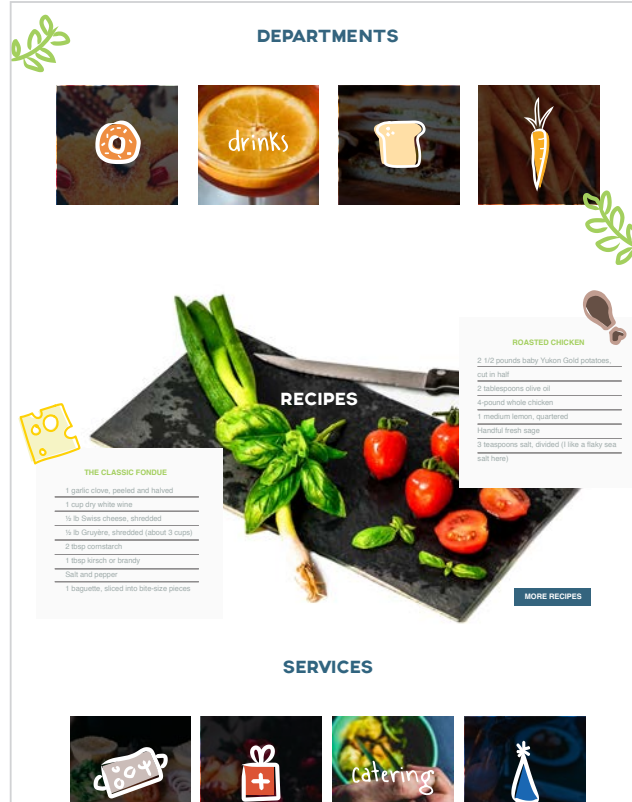
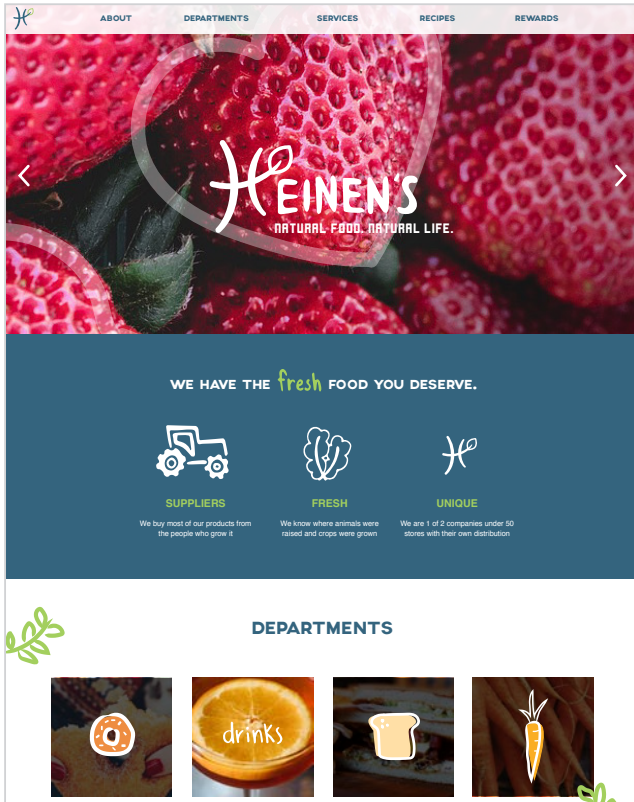
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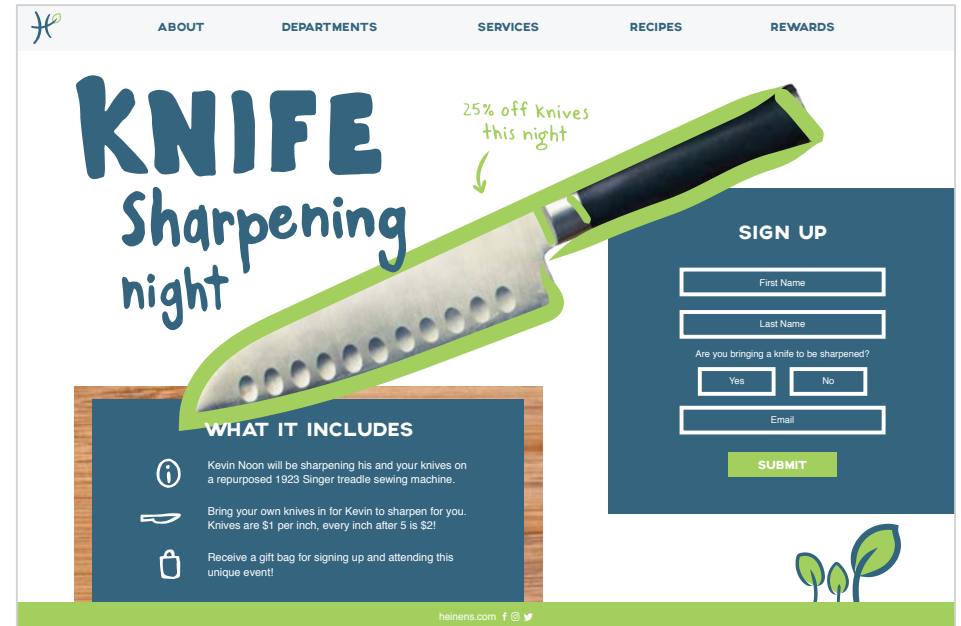
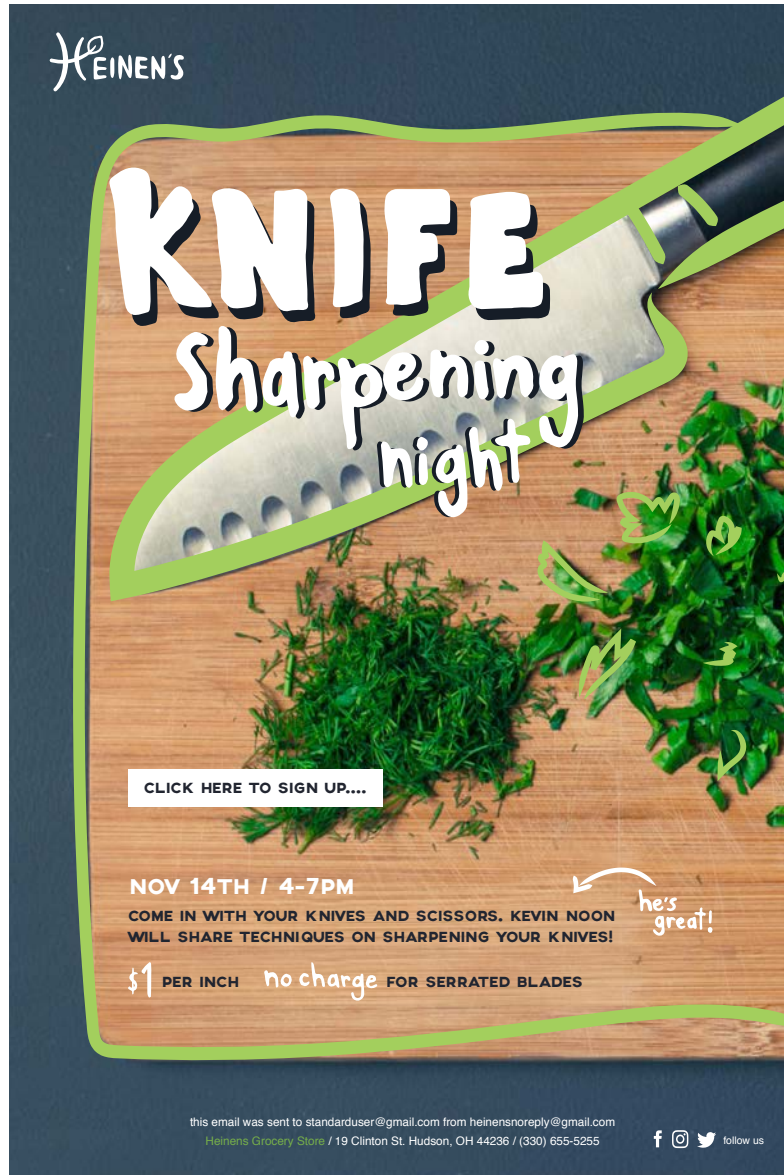


APPLICATIONS

WEB USAGE



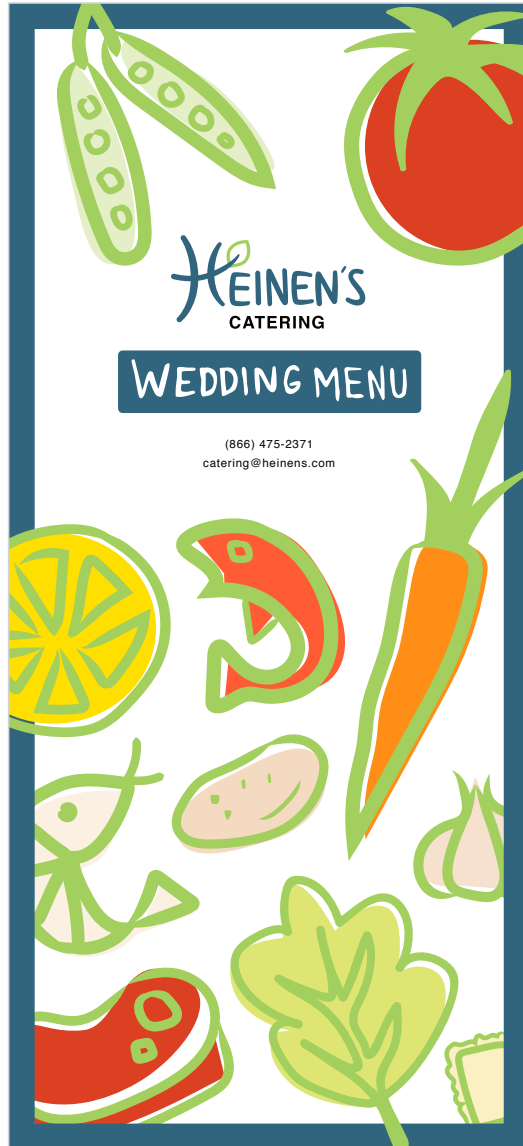




APPLICATIONS

EMAIL BLAST





APPLICATIONS

WALL GRAPHIC



APPLICATIONS

REWARDS PROGRAM GIFT



APPLICATIONS

REWARDS PROGRAM GIFT



AKRON LIFE MAGAZINE

OVERVIEW

This project includes a redesign of three covers, table of contents, a department page, and an article.

AUDIENCE

The audience will mostly be the general public of Akron, but could include people in the nearby cities. The people that will be viewing this magazine will be interested in the events and people of Akron, Ohio.

GOAL/MISSION

The goal of this project is to create a new fresh look to the magazine. Currently, the layout is very busy and overwhelming. The goal is to use simplicity and minimalism to highlight the imagery and text.

tone/image

The direction of this design is achieved through a simple and clean layout to represent the idea of a prestigious bank.

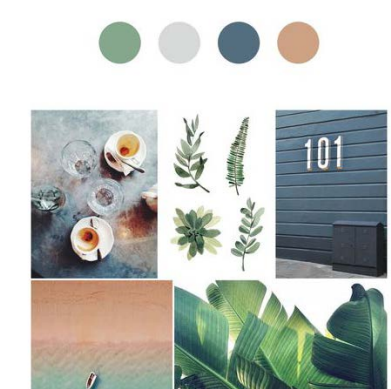
FOCUS

There are many ways for people to enjoy the nature and trails of Akron.

VISUALS

Overlapping of object, images, and text will be used as a way to keep things interesting taking into consideration all of the white space. Green tinted nature images will be used for the specific issue to keep a full cohesive layout.

MOOD BOARD



PAIR ONE

BEBAS REGULAR Fira Sans Hair

ABCDEFGHIJKLMNOXPQRSTUVWXYZ

ABCDEFGHIJKLMNOXPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

PAIR TWO

CORNERSTONE BEBAS NEUE REGULAR

ABCDEFGHIJKLMNOXPQRSTUVWXYZ

ABCDEFGHIJKLMNOXPQRSTUVWXYZ

PAIR THREE

Familiar Pro Avenir Next Condensed Medium

ABCDEFGHIJKLMNOXPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOXPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

PAIR FOUR

* **MONTANA REG** Octanis Sans

ABCDEFGHIJKLMNOXPQRSTUVWXYZ

ABCDEFGHIJKLMNOXPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

PAIR FIVE

LEMON/MILK Arcon

ABCDEFGHIJKLMNOXPQRSTUVWXYZ

ABCDEFGHIJKLMNOXPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

PAIR SIX

Densia Sans **MONTANA REG**

ABCDEFGHIJKLMNOXPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOXPQRSTUVWXYZ

PAIR SEVEN

Museo Sans 700 Neuzeit Grotesk Reg

ABCDEFGHIJKLMNOXPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOXPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

*red denotes chosen type pairing

× AKRON LIFE
records

* AKRON LIFE
montana

× AKRON LIFE
heartland
AKRON LIFE
novadeco

AKRON LIFE
cormier

* AKRON LIFE
font

akron life
omicron

* AKRON LIFE
octanis

* AKRON LIFE
oregon

AKRONLIFE

~~AKRONLIFE~~

AKRONLIFE



cover
date, issue, masthead

MAGAZINE

- cover + 2 additional covers
- masthead
- department
- table of contents
- article — primary + secondary spread

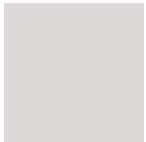
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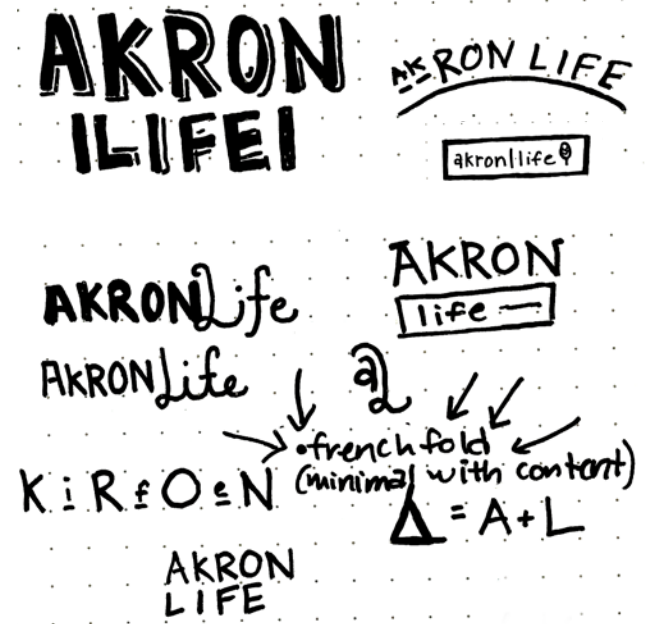
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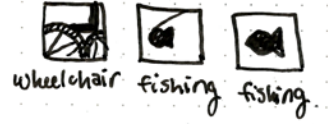
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hex: #dad8d6



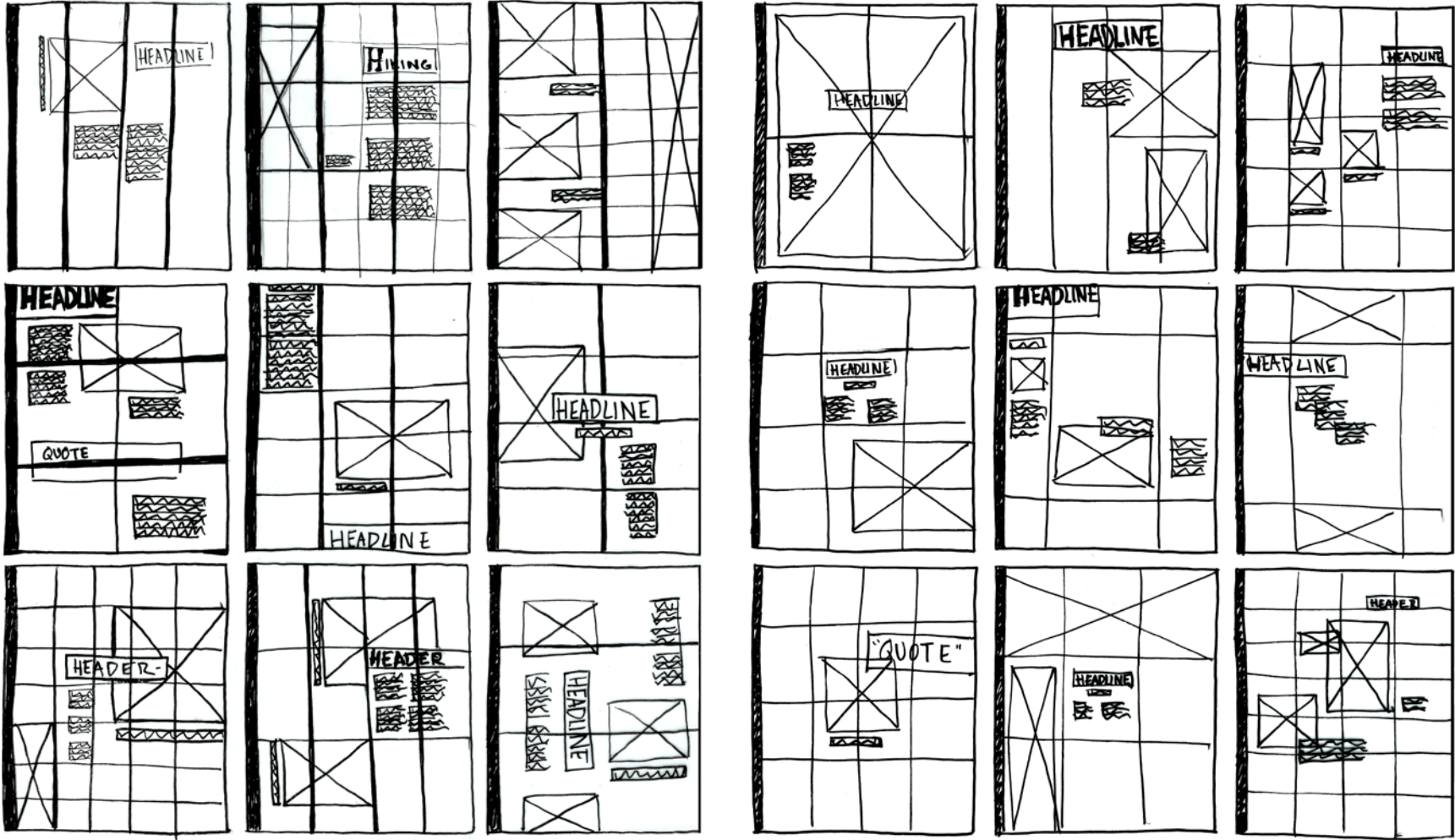
c 13 m 11 y 12 k 0
r 220 g 217 b 215
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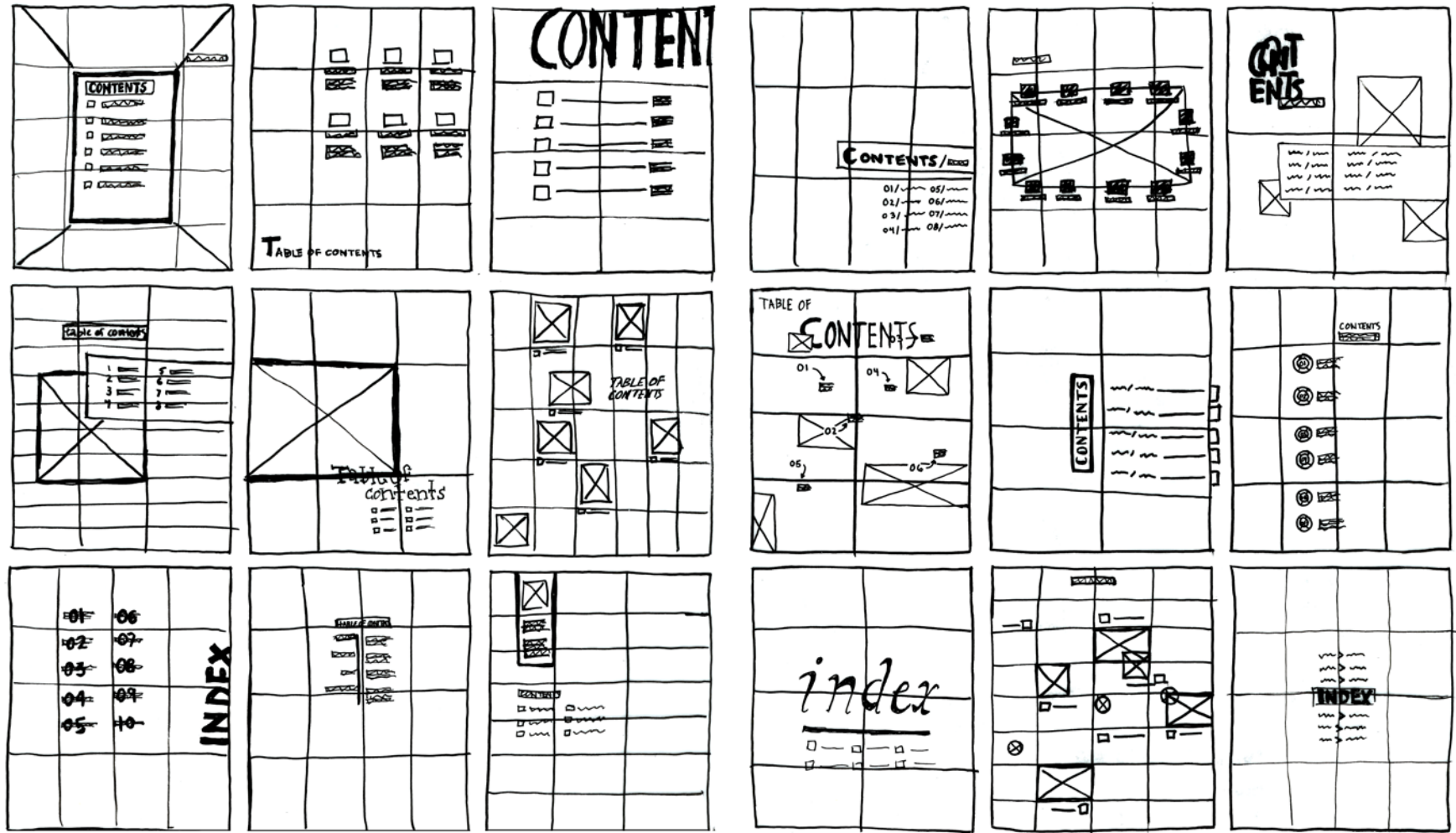
- easy, moderate, difficult
- wheelchair access
- horse access
- skiing - sledding
- fishing - biking

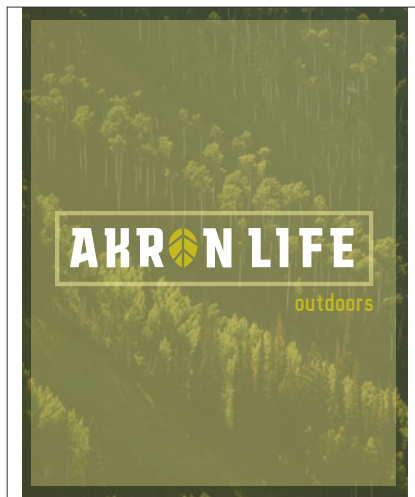


GRID LAYOUT



INDEX LAYOUT





RESTAURANTS

NOTABLE FOOD & DRINK

Bison Family Restaurant

Neighborhood meeting place, honey atmosphere • 390 W. Market St • Akron • 330-378-0600 • \$, b, l, d, t

Riddon's Eatery Outdoor dining

Tasty Mediterranean cuisine 380 W. Market St • Highland Square • 330-535-0110 • \$\$\$ L, d, s, t

Ri's Corner Restaurant

Old-world comfort food served cafeteria style • 543 W. Tuscarawas Ave • Barberton • 330-375-2148 • \$\$, l, t

River's West Branch Steak House

Casual dining, specializing in steak, ribs and seafood • 5343 State Route 14 • 330-397-1717 • \$\$\$, d, t

Saboluk's Kitchen

Old World food with a Polish influence. Handmade fresh kielbasa, stuffed cabbage, pierogi, paprikash and more • 9999 Olda Eglis Rd • Ravenna • 330-488-0407 • \$\$, l, t

Barley House

Menu includes hot and cold deli sandwiches, gourmet pizzas, soups and more • 223 S. Main St • Akron • 330-378-0935 • \$, l, d, t

Beau's Grille

Upscale, well-regarded • 380 W. Market St • Fairview • 330-865-9377 • \$\$\$, l, d, s, t

Breakfast | Lunch | Dinner

Alcohol | Takeout Available | Valet Parking

\$ Average entrees less than \$6

\$5 Average entrees \$6-\$10

\$\$\$ Average entrees \$17 or higher

Bender's Tavern

Largest restaurant wine selection in Stark County • 337 2nd and Court Ave • Canton • 330-439-7474 • \$\$\$, l, d, s, t

Bennett's Family Restaurant

Comfort food, standard American fare, 1301 Cleveland Ave • Uniontown • 330-499-0295 • \$, l, t

Beside the Point Cafe

Specialty sandwiches, main-even salads, homemade soups and hot kitchen creations at this West Point Market restaurant • 1211 W. Market St • Akron • 330-864-1931 • \$, b, l, d, t

Bianca's Italian Restaurants & Lounge

Traditional Italian, juicy steaks and fresh seafood • 4814 Beverly Hills Dr • Brunswick • 330-235-0927 • \$\$\$, l, d, s, t

Blue Canyon Creative

American cuisine in six nature-inspired dining environments • 8960 Wilcox Dr • Twinsburg • 330-486-2583 • \$\$\$, l, d, s, t

Brico

Unique pizza and pasta • W. Exchange St • Akron • 330-475-1600 • \$\$\$, l, d, s, t

The Cabin

Upscale Italian • 35 E. Garfield Rd • Aurora • 330-961-9171 • \$\$\$, l, d, s, t

Cafe Tandoor

Casual atmosphere, Indian cuisine • 96 Barrington Town Center • Aurora • 330-360-5334 • \$\$\$, l, d, t

Caffè Gelato

Italian coffee drinks, paninis, salads, soups, pizza, desserts and homemade Italian gelato • 508 S. Main St • North Canton • 330-494-1123 • \$, l, d, t

Cappi Pizza

Longtime Highland Square joint with pizza, pasta, wings and barbecue ribs • 800 W. Highland Square • 330-784-9131 • \$, l, t

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Chicken Honor Restaurant

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China City

Traditional Chinese cuisine in an elegant setting, 136 Cherry St. (East) 330-473-6366 • \$\$\$, l, d, t

Ciattoro

Upscale Thai and Japanese, Spice levels from 0 to 7 • 336 S. Main St • Akron • 330-434-2836 • \$\$\$, l, d, t

Cristo's House of Pasta

Pizza, manicotti and stuffed shells • 1275 Norcom Ave • Norcom • 330-843-1994 • \$, l, d, t

D'Appes Tomato Grill

Wide array of entree choices • 100 Fire St • Hudson • 330-342-3771 • \$\$\$, l, d, t

Darryl Jay's

Try the Old Blue Eyes Mac & Cheese, the Hammy Davis Jr. Melts or The Chairman of the Board Calzone • 6081 Drexler Road • Canton • 330-499-3716 • \$\$\$, l, d, s, t

David's Grill & Pub

Known for excellent service and a variety of foods • 3900 Medina Rd • Montrose • 330-666-1991 • \$, l, d, t

Delane's Neighborhood Grille

Comfort food, sporty atmosphere and full bar • 67 West Ave • Tallmadge • 330-610-8888 • \$\$\$, l, d, s, t

Desert Inn

Family-owned since 1976. Specializes in "Family Style," which includes • 204 14th St • Canton • 330-436-1704 • \$\$\$, l, d, t

Diamond Deli

A local favorite with fat sandwiches and fresh soups • 338 S. Main St • Akron • 330-784-5877 • \$, b, l, t

Eddy's Deli and Restaurant

Try the bananapple, a corned beef sandwich or chicken paprikash • 438 Kent Rd. • S.W. • 330-346-9535 • \$, b, l, d, t

Eggar's

Homemade soups, salads and starters • 530 N. Main Ave • Akron • 330-869-3000 • \$\$\$, l, d, s, t

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NORTH COAST BREWING CO.

A total of 46 breweries began their operations 27 years ago in what has been deemed a truly groundbreaking year for the beer industry. Among the legendary Class of 1988 was North Coast Brewing Company, who has continued to stay one step ahead in the craft beer scene. Now nearly three decades later, the Fort Bragg, Calif. brewery is set to release their first new beer in what has seemed like ages. Please welcome, Puck.

Originally brewed to commemorate their 25th anniversary, Puck was so dearly loved that it makes its debut on Ohio shelves this month as a member of North Coast's year-round offerings. Puck joins a rather elite group of award-winning brews including Old Rasputin Imperial Stout, Scrimshaw Pilsner, Old Stock Ale and Brother Theologian Abbey Ale.

Coming in at just 4 percent, Puck, known as their petite saison – is a satisfying counterpart to the brewery's much bigger and equally impressive Le Merle Farmhouse Ale. Puck and Le Merle share the same yeast strain and it shows with the perfect blend of spicy dryness and fruity mouthfeel that make this release so special. While not too bitter, the presence of a light citrus flavor throughout makes the beer utterly refreshing and the ideal match for the August sun.

Thanks to the exquisite craftsmanship of brewmaster Mark Bandrich, North Coast Brewing Company has brought home over 30 awards in both national and international competitions. North Coast leaves no trace of taking it easy anytime soon with their portfolio now available in an astounding 47 states along with Europe and the Pacific Rim.

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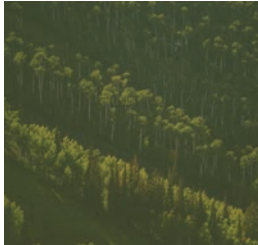
akronlife.com

HIKING

HIKING

Throughout history, exploration has been powered by our own two feet. Travelers have tramped across the land, constantly seeking what is just beyond that next ridge or line of trees. The desire to explore is a built-in feature of many. Follow your feet up hills, across streams and along the twisting route nature has left for you.

Stepping onto a wooded trail in Sand Run Metro Park you are surrounded by tall trees, their canopies stretching overhead in a natural roof. Sunlight streams through in beams of twinkling light, setting the stage for your mind to wander. Memories stop in for a friendly visit then continue on, making room for new moments. After a while, you come upon a stream. The slow-moving waterway trickles over tired feet, carrying away the worries of the day. Standing in the refreshing water mid-hike, you realize there is no need to hurry. Just slow down and take a hike.



Here are some trees you may encounter on your hike.

2

akronlife.com

HIKING

HIKING

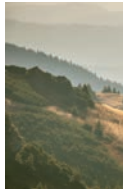
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Stepping onto a wooded trail in Sand Run Metro Park you are surrounded by tall trees, their canopies stretching overhead in a natural roof. Sunlight streams through in beams of twinkling light, setting the stage for your mind to wander. Memories stop in for a friendly visit then continue on, making room for new moments. After a while, you come upon a stream. The slow-moving waterway trickles over tired feet, carrying away the worries of the day. Standing in the refreshing water mid-hike, you realize there is no need to hurry. Just slow down and take a hike.



Here are some trees you may encounter on your hike.

“There are so many different agencies working together to provide great hiking trails.”



RIVER BIRCH TREE

The only birch tree that tolerates a wet site, river birch can be found along streams and rivers, but can also grow on periodically dry sites. Generally, a multiple stemmed tree, river birch is an attractive winter specimen, with cinnamon to salmon-colored bark that curls and peels away from the trunk.

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3

HIKING

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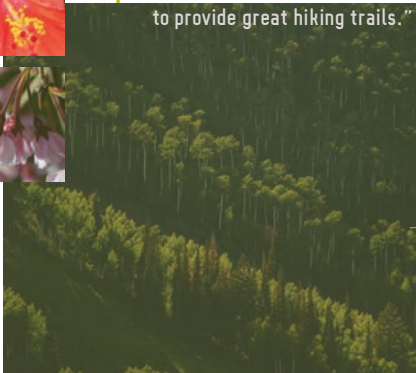


Photo: Bob Givens/Photo: Mike Thompson/Photo: Bob Givens

KEY


- Hiking
- Strolling
- Biking
- Fishing
- Wheelchair Accessible
- Home Accessible
- Easy Route
- Moderate Route
- Difficult Route

4

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5



AKRON LIFE

outdoors / hiking, cycling, fishing, kayaking, climbing


- + Trailblazers of the Cuyahoga Valley
- + Skiing in the Sunshine + Weathervane's "Peter Pan" takes flight



AKRON LIFE

the pets issue / shop pets, animal friendly, adopt

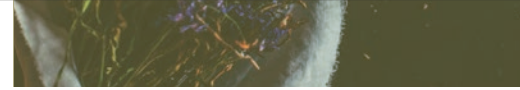
- + Special care for senior pets + Home and garden: Reinvigorating the ranch
- + Go red for women + Pet resource guide



AKRON LIFE

stuffed / local, food, drinks, recipes

- + Stuffed baked apples
- + Five Local restaurants share secrets + Find the right food for you



outdoors / hiking, cycling, fishing, kayaking, climbing

- + Trailblazers of the Cuyahoga Valley
- + Skiing in the Sunshine + Weathervane's "Peter Pan" takes flight

the pets issue

- + Special care for senior pets + Home and garden: Reinvigorating the ranch
- + Go red for women + Pet resource guide

stuffed / recipes, healthy treats, summer snacks

- + Turkey Club Sandwich
- + Picnics in the parks
- + Aly shares her health journey

RESTAURANTS

+ NOTABLE FOOD & DRINK

Akron Family Restaurant

The neighborhood meeting place, homey atmosphere + 250 W. Market St + Akron + 330-376-0600 + \$ b, l, d, t

Aladdin's Eatery Outdoor dining

Tasty Mediterranean cuisine 782 W. Market St + Highland Square + 330-535-0110 + \$\$\$ l, d, a, t

Al's Corner Restaurant

Old-world comfort food is served cafeteria style + 545 W. Tuscarawas Ave + Barberton + 330-753-7216 + \$\$ l, t

Arnie's West Branch Steak House

Casual dining, specializing in steak, ribs and seafood + 5343 State Route 14 + 330-297-1717 + \$\$\$ d, a, t

Babushka's Kitchen

Food with a Polish influence. Enjoy the handmade fresh kielbasa, great stuffed cabbage, pierogi, paprikash and more + 9199 Olde Eight Rd + Ravenna + 330-468-0402 + \$\$ l, d, t

Barley House

The menu includes deli sandwiches, gourmet pizzas, soups, and more + 222 S. Main St + Akron + 330-374-0925 \$\$ l, d, a, t

Beau's Grille

Upscale, well-regarded + 3180 W. Market St + Fairlawn + 330-865-5577 + \$\$\$\$ l, d, a, t

b Breakfast **l** Lunch **d** Dinner

a Alcohol **t** Takout Available **v** Valet Parking

\$ Average entrees less than \$6 \$\$ Average entrees \$6-\$10

\$\$\$ average entrees \$11-\$16 \$\$\$\$ average entrees \$17 or higher

Belgrade Gardens

Famous for fried chicken and home-style cooking + 401 E. State St + Green + 330-745-0113 + \$\$\$ l, d, a, t

Bender's Tavern

Largest restaurant wine selection in Stark County + 137 2nd and Court Ave + Canton + 330-453-8424 + \$\$\$\$ l, d, a, t

Bennett's Family Restaurant

Comfort food, standard American fare, and more + 13211 Cleveland Ave + Uniontown + 330-699-9291 + \$ b, l, d, t

Beside the Point Cafe

Specialty sandwiches, salads, homemade soups, and kitchen creations on the menu + 1711 W. Market St + Akron + 330-864-2151 + \$\$ b, l, d, t

Bianca's Italian Ristorante & Lounge

Menu includes great Italian, juicy steaks, authentic spaghetti, and fresh seafood + 4284 Beverly Hills Dr + Brunswick + 330-225-0927 + \$\$\$ l, d, a, t

Blue Canyon Creative

American cuisine in six nature-inspired dining environments + 8960 Wilcox Dr + Twinsburg + 330-486-2583 + \$\$\$\$ l, d, a, t

Bricco

Unique pizza and pasta + W. Exchange St + Akron + 330-475-1600 + \$\$\$ l, d, a, t

The Cabin

Great authentic upscale Italian + 35 E. Garfield Rd + Aurora + 330-562-9171 + \$\$\$\$ b, l, d, a, t

Cafe Tandoor

Casual atmosphere, Indian cuisine + 96 Barrington Town Center + Aurora + 330-562-5334 + \$\$\$ l, d, a, t

Caffe Gelato

Italian coffee drinks, paninis, salads, soups, pizza, desserts and homemade Italian gelato + 506 S. Main St + North Canton + 330-494-1123 + \$ b, l, d, t

NORTH COAST BREWING CO.

A total of 56 breweries started their new operations 27 years ago in what has been deemed an innovative and groundbreaking year for the beer industry. Among the few legendary Class of 1988 was North Coast Brewing Company, who has continued to stay one step ahead in the craft beer scene. Now nearly three decades later, the Fort Bragg, California brewery is set to release their first new beer in what has seemed like ages. Please welcome, Puck.

Originally brewed to commemorate their 25th anniversary, Puck was so very dearly loved that it makes its debut on the Ohio shelves this month as a member of North Coast's year-round offerings. Puck joins a rather hugely elite group of award-winning breweries which includes Old Rasputin Imperial Stout, Scrimshaw Pilsner, Stock Ale and Brother Thelonious Abbey Ale.

Thanks to the exquisite craftsmanship of brewmaster Mark Ruedrich, North Coast Brewing Company has been recognized with over 70 awards at both the national and international competitions. North Coast is leaving no trace of taking it easy anytime soon with their portfolio which is now available in an incredible 47 states along with Europe and the Pacific Rim.

Puck is available in 4-packs for the very low price of \$7.99 as well as draft at your favorite craft-friendly watering hole.

Puck, along with a variety of the North Coast catalog, is found at select Acme and Fishers Foods locations, along with your finer craft beer stops such as West Point Market, Mustard Seed, and 101 Bottles.

Capri Pizza

Longtime Highland Square joint with pizza, pasta, wings and barbeque ribs + 810 W. Market St + Highland Square + 330-762-9131 + \$ l, d, t

Casa Del Rancho

Authentic Mexican food, margaritas, and more + 562 W. Tuscarawas Ave + Barberton + 330-753-8494 + \$\$ l, d, a, t

Chicken Manor Restaurant

Menu includes pasta, seafood, steaks, and chops + 8043 Cleveland Ave NW + North Canton + 330-499-2159 + \$\$ l, d, t

China City

Traditional Chinese cuisine in an elegant setting + 156 Cherry St + Kent + 330-673-6566 \$\$ l, d, a, t

Cilantro

Upscale Thai and Japanese, Spice levels from 0 to 5 + 326 S. Main St + Akron + 330-434-2876 + \$\$\$ l, d, a, t

Cristo's House of Pasta

Pizza, manicotti and stuffed shells + 1275 Norton Ave + Norton + 330-825-1994 + \$\$ l, d, a, t

D'Agneses Tomato Grill

Wide array of entrée choices + 106 First St + Hudson + 330-342-3771 + \$\$\$\$ l, d, a, t

Danny Boy's

Try the Old Blue Eyes Mac & Cheese, the Hammy Davis Jr. Melt or The Chairman of the Board Calzone + 6081 Dressler Road + Canton + 330-499-3726 + \$\$\$ l, d, a, t

Dave's Tip Top

Pleasant atmosphere with homestyle menu + 3428 Darrow Rd + Stow + 330-688-3171 + \$\$ b, l, d, t

David B's Grill & Pub

Known for excellent service and a variety of foods + 3900 Medina Rd + Montrose + 330-666-1191 + \$\$ l, d, a, t

Delanie's Neighborhood Grille

Comfort food, sporty atmosphere and full bar + 67 West Ave + Tallmadge + 330-630-2888 + \$\$\$ l, d, a, t

Desert Inn

Family-owned since 1970. Specializes in "Family Style" shish kabobs + 204 12th St + Canton + 330-456-1766 + \$\$\$\$ l, d, a

Diamond Deli

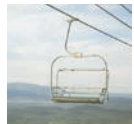
A local favorite with fat sandwiches and fresh soups + 378 S. Main St + Akron + 330-762-5877 + \$ b, l, a, t

Eddy's Deli and Restaurant

Try the bananasplit, a corned beef sandwich or chicken paprikash + 4581 Kent Rd + Stow + 330-346-0551 + \$\$ b, l, d, t

Edgar's

Homemade soups, salads and starters + 530 Nome Ave + Akron + 330-869-3000 + \$\$\$ l, d, a, t



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+ Too great a burden What is hate?	+ 19 Entertainment listings & calendar of events
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+ Doug Peshina Chippewa Lake Water Ski Team	70 / Good Eats
	+ 70 restaurant listings
	+ 71 Untapped: North Coast Brewing Company

HIKING

Throughout history, exploration has been powered by our own two feet. Many travelers have trekked across the land, constantly seeking what is just beyond that ridge or line of trees. The desire to explore is a good built-in feature of many. Follow your two feet up the hills, by streams and along the twisting route nature Earth has left for you.

Stepping onto a wooded trail in the Sand Run Metro Park you are surrounded by tall trees, their tall canopies stretching overhead in a natural roof for you. Sunlight is streaming through in beams of yellow twinkling light, setting the stage for your mind to wander. Memories stop in for a good short friendly visit then continue on, making room for new moments.

After a while, you come upon a small stream. The slow-running waterway trickles over tired feet, carrying away the rough worries of the day. Standing in the cold refreshing water mid-hike, you realize there is no need to hurry. Just slow down and take a hike.

TREES OF THE 330 RIVER BIRCH TREE

The only birch tree that tolerates a wet site, river birch can be found along streams and rivers, but can also grow on periodically dry sites. Generally, a multiple stemmed tree, river birch is an attractive winter specimen, with cinnamon to salmon-colored bark that curls and peels away from the trunk.



“There are so many different agencies working together to provide **great** hiking trails.”

Karen Kopychak, Cuyahoga Valley National Park Ranger

KEY

- Skiing
- Stedding
- Biking
- Fishing
- Wheelchair Accessible
- Horse Accessible
- Easy Route
- Moderate Route
- Difficult Route

A BRIEF TRAIL GUIDE

Chippewa Inlet Trail *medina*

Chippewa Rail Trail *medina*

Portage Hike & Bike Trail *lent*

Rails to Trails *wayne county*

Bath Nature Preserve *bath township*

Headwaters Trail *portage county*

Ohio & Erie Canalway *toopath trail*

Mingo Trail *akron*

Bike & Hike Trail *summit county*

Berlin Lake Trail *portage county*

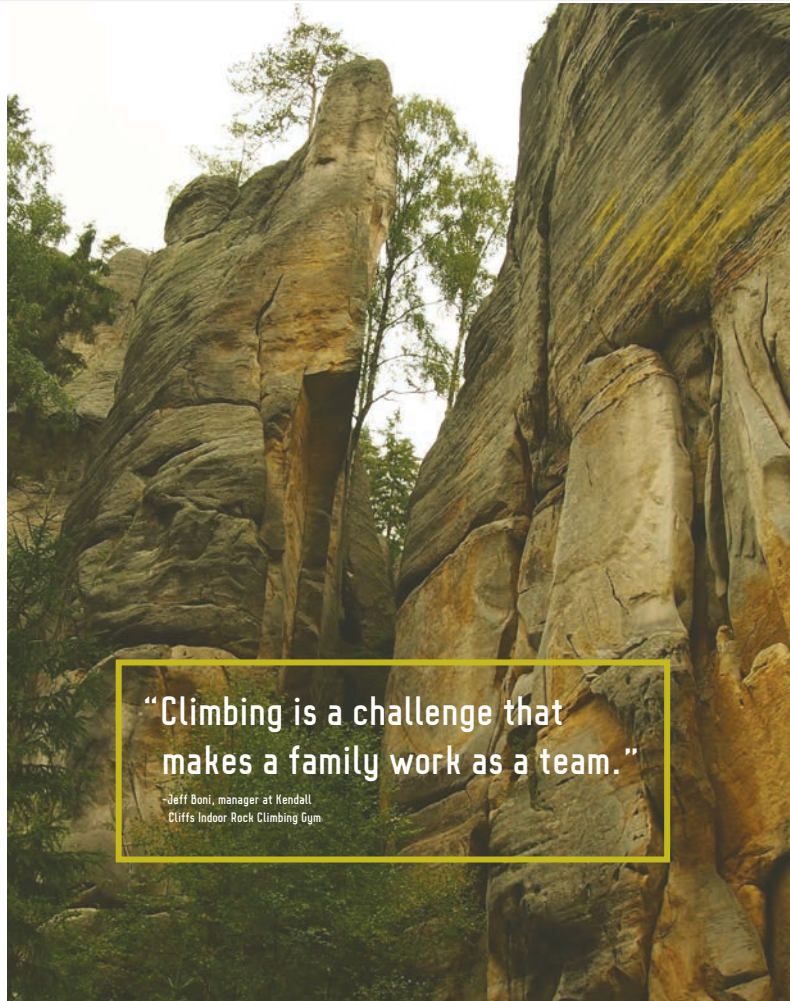
Weimore Trail *CVNP*

Allardale County Park *medina*

Hudson Springs Park *hudson*

**EXPLORING
AKRON**

*tear this off and use as a bookmark
for inspiration to explore*



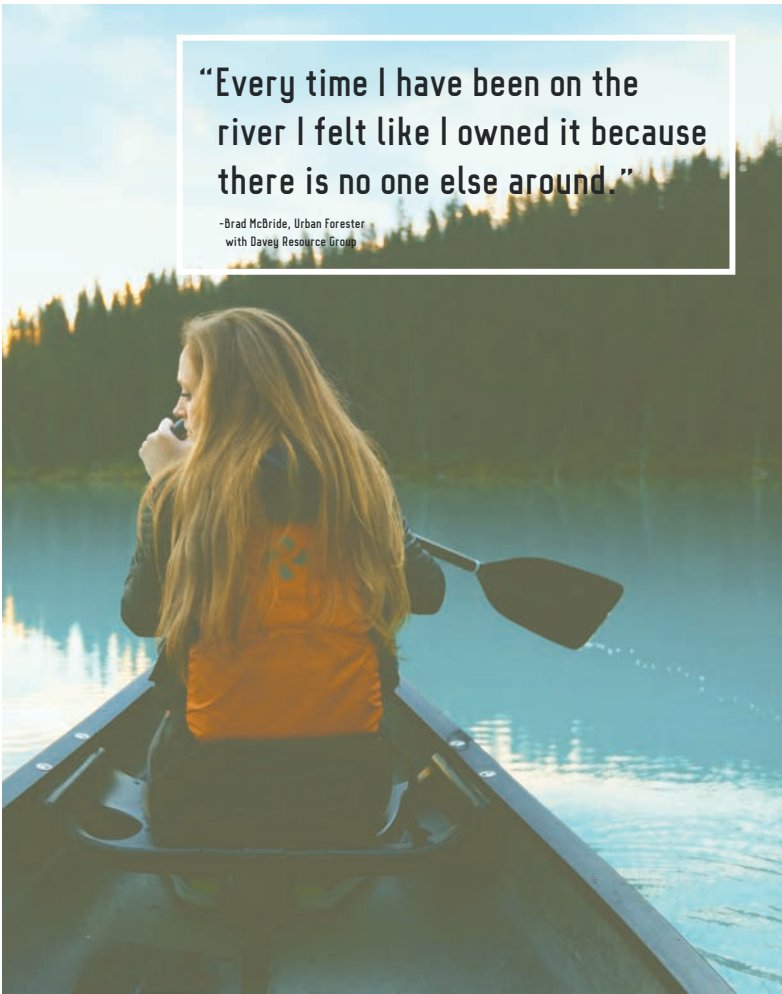
“Climbing is a challenge that makes a family work as a team.”

-Jeff Boni, manager at Kendall Cliffs Indoor Rock Climbing Gym

+ 221.85
approximate miles of trails through the 330

ROCK CLIMBING

There is nothing quite like a breathtaking view. Getting there though can be an adventure all on its own. Hand over hand, foot over foot, you can ascend to new heights. The rocks beneath your touch provide lips and ledges, encouraging you to continue the climb. Up, up, up you go, always reaching for the next spot with your goal in view. Once there, let the great scenery below wash over you. Perched upon a seat crafted by nature, you can allow the tension to leave your limbs. This challenge has passed. Breathing in deeply, soak in the world before you with eyes wide open. In locations like Whipps Ledges, look out over green treetops, glistening strips of water that sparkle in the sun sneaking through gaps in the canopy. The natural spectacle is complimented by this height it is viewed from. A sight worth the climb.



“Every time I have been on the river I felt like I owned it because there is no one else around.”

-Brad McBride, Urban Forester
with Davey Resource Group

+ 55,092
total acreage of parks
across the 330

KAYAKING

Gliding over calm waters or rushing along with a hasty current, your kayak melds within you, and it becomes an extension of all your limbs. Arms extend into the two-sided wooden paddle to stretch way down into the waterways that you travel through. The vessel responds according to each of your movements naturally, shifting course, directing and fastly driving you forward along your great and peaceful journey.

Every once in a while you stop, sit back and give in to the great flow beneath you. It's like an old underwater highway, the great current takes you on, continuing the trip at a much slower pace. While you drift away, take in the quiet sounds of Mother Nature. Insects start to chirp, wings of area birds flap in an effort to take their flight and the various leaves rustle soothingly.

Whether it's a cool calm afternoon on Nimisila Reservoir or a rapid trip down the Cuyahoga, take a little time to lose yourself on graceful waterways—away from the bustle of everyday life—even if it is just until the water returns you to the shore and life resumes again.



BEDS FOR KIDS

STATISTICS

- Each night in America, hundreds of thousands of people sleep in places not meant for human habitation, and they live in homes without basic furnishings needed for minimum human existence. Forty percent of that population is children.
- In some low-income family housing, children are forced to sleep on the floor, on sofas, or crowded into bed with several family members.
- Sleeping arrangements such as these often lead to poor sleep. Children in these environments frequently wake during the night.
- Poor sleep in children goes hand-in-hand with poor health and poor school performance. They may feel angry, impulsive, have mood swings, feel sad, and lack motivation.
- When kids don't sleep well, families don't sleep well. Mood, fatigue, sleep quality, parenting stress, and daytime sleepiness are worse for parents of children who don't sleep well.
- Parents report losing an average of about 35 minutes of sleep per night due to child awakenings.

AUDIENCE

The audience will be the general public, specifically middle aged adults with children – they will react more emotionally with the campaign mission.

It will also take into consideration that a good portion of the audience will be groups willing to volunteer or donate. This includes school boards, the health department, local sororities and fraternities, and local furniture and mattress stores.

OBJECTIVE/MISSION

The objective of this campaign is to raise awareness and to generate donations for children in need (beds, money, pillows, mattresses, etc)

FOCUS

Beds for Kids will focus on the idea that children should not be sleeping on anything other than a bed at night. Not only does it increase their ability to focus in school but it is important for their well-being. The mood and behavior of children who lack sleep is more likely to be negative, which influences those around them including the parents. This in turn creates an uncomfortable living environment for everyone.

TONE/IMAGE

The direction of this campaign is achieved through the mixture of fun and seriousness in the hopes of creating a message which will leave an impact. Integrating both photography and illustration will capture the adults attention, but give the relation to kids. In turn, the youthful illustrations will carry out into tangible resources related to the campaign.

POSSIBLE IDEAS & THEIR TITLES

MONSTERS

- Are you a monster when you don't get sleep?
- Do the monsters come out when you don't get sleep?
- They shouldn't be living with monsters under the bed.
- Everyone deserves to sleep on a bed.
- Who doesn't like a good nights sleep?
- Don't let them sleep like monsters.
- Once upon a time...

SUCCESS

- Don't take away their dreams!
- Keep the dream alive.
- Dreaming of beds.
- Every kid deserves to dream.
- Would they (successful icon) succeed without a bed?

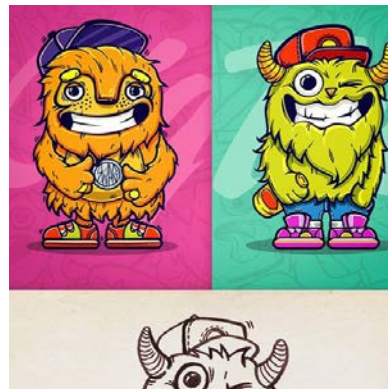
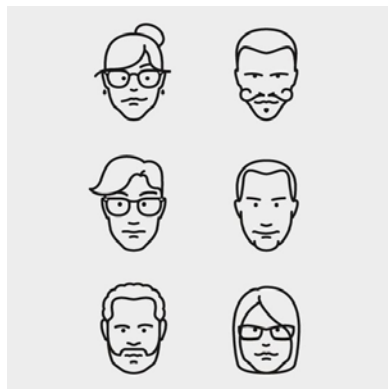
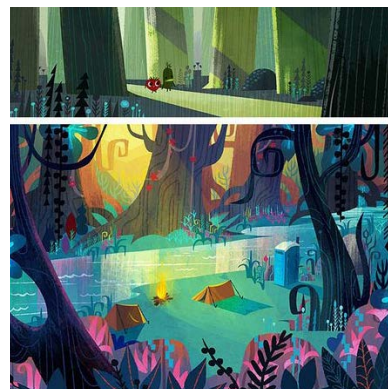
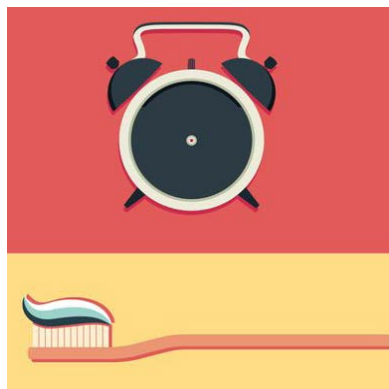
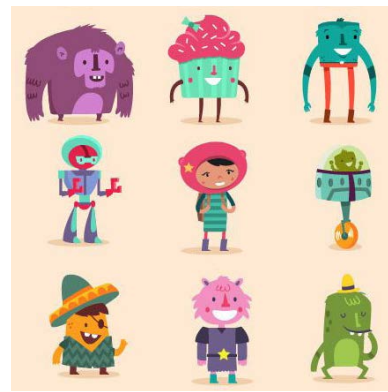
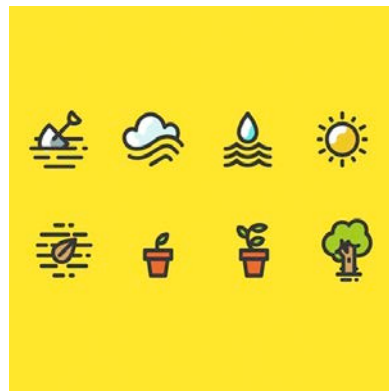
SCHEDULE

- 10/21–10/28 | brainstorming
- 10/28 | rough sketches
- 10/30 | refined sketches
- 10/31–11/1 | begin computer rendering
- 11/1–11/7 | computer render finalizing
- 11/7–11/10 | finalize all campaign components
- 11/10–11/13 | rough sketches

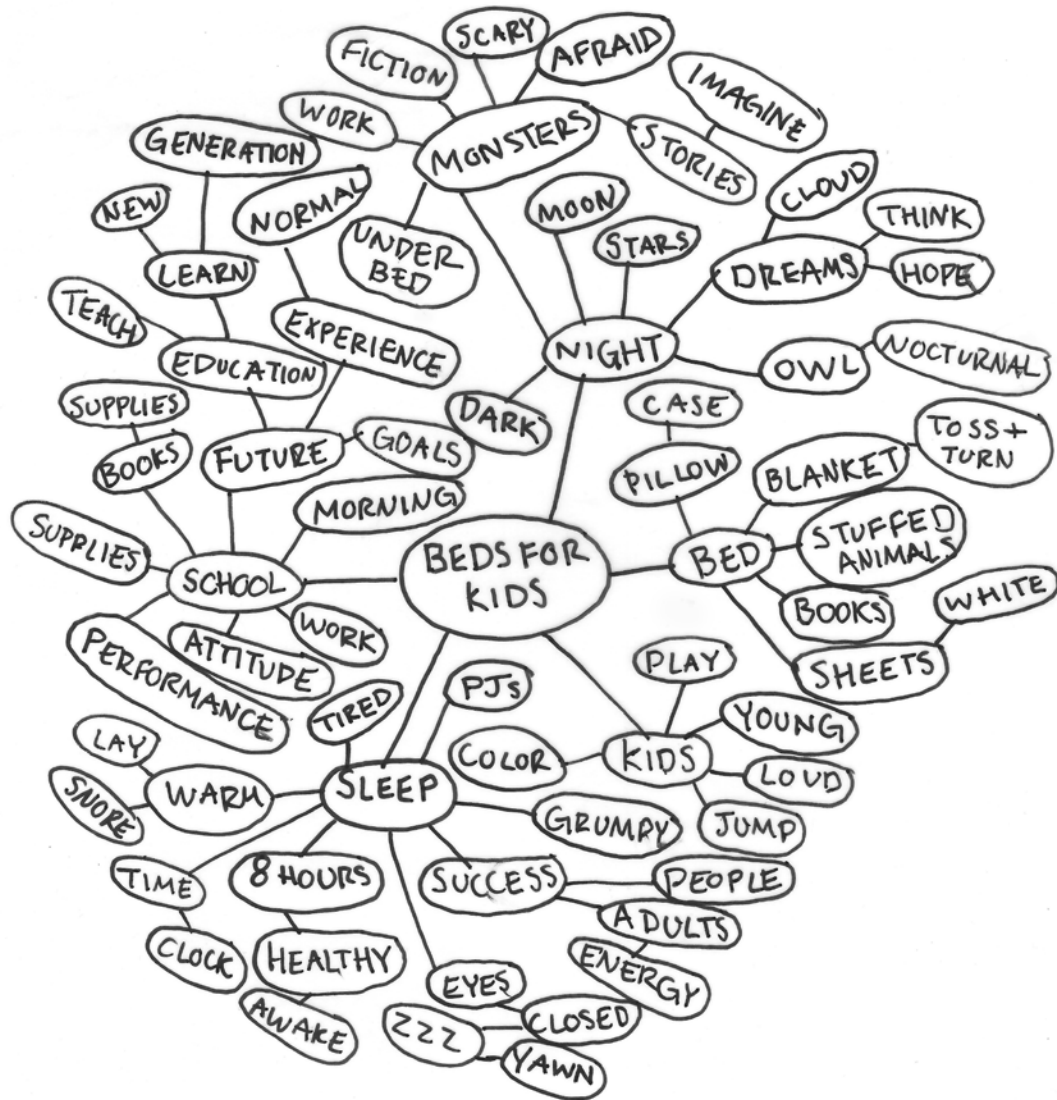
BUDGET

- 90 hrs
- \$3150

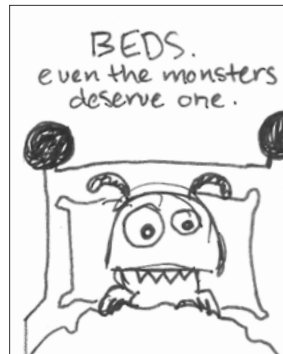
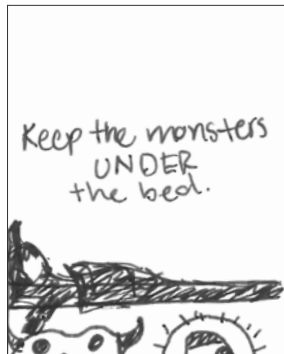
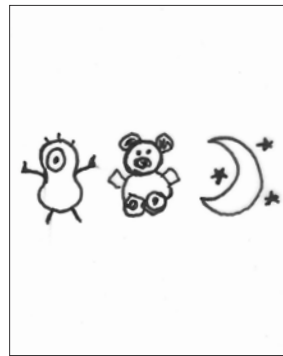
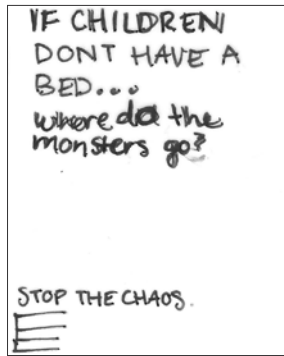
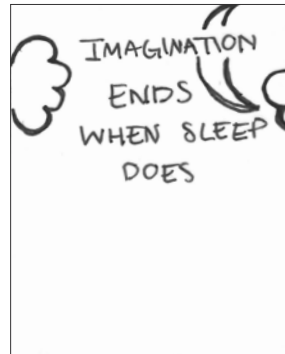
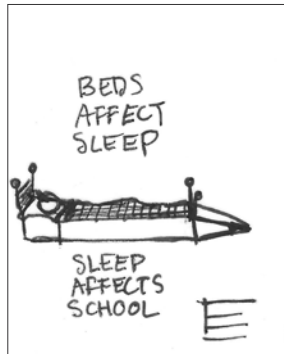
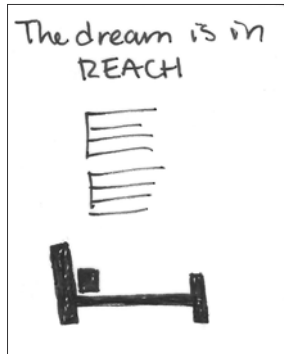
MOODBOARD



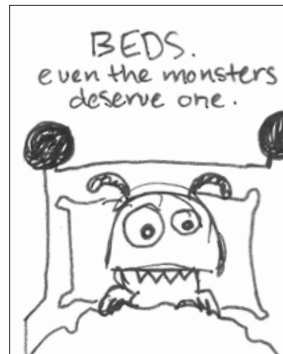
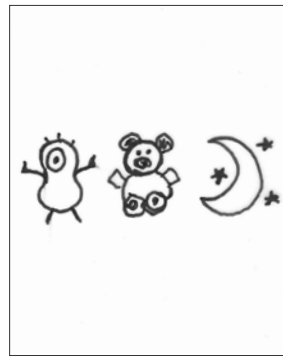
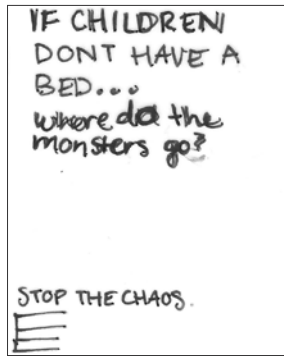
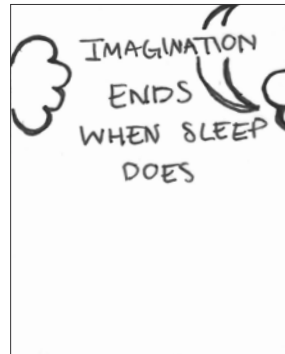
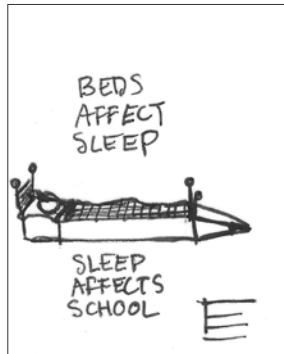
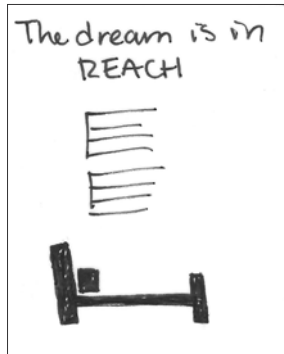
WORD MAP



CONCEPT SKETCHES

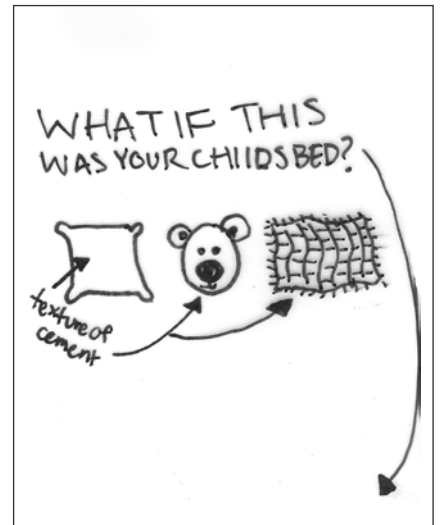
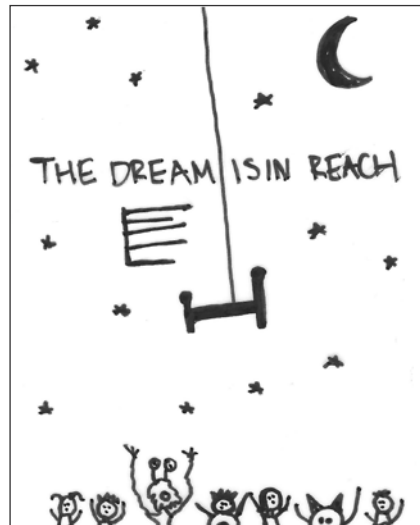
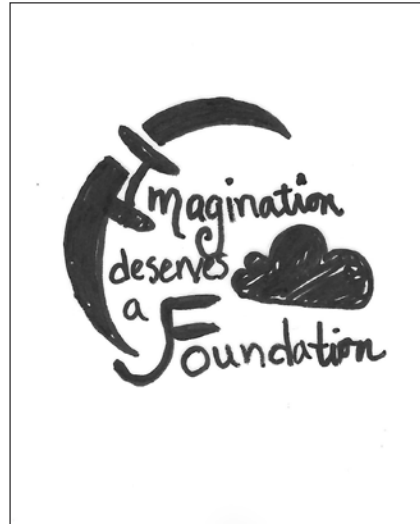


CONCEPT SKETCHES



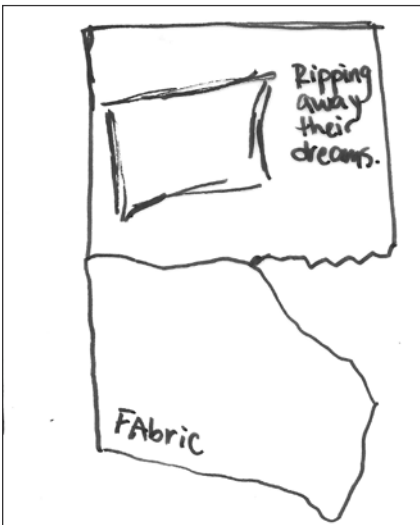
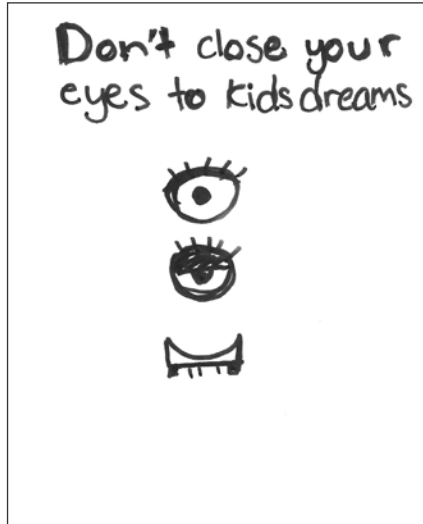
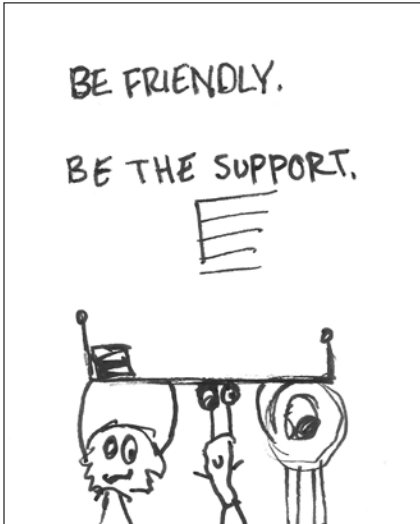
CONCEPT SKETCHES

REFINED



CONCEPT SKETCHES

REFINED



CONCEPT SKETCHES

REFINED



CHOSEN COLOR PALETTE

The color palette is crucial to the Akron Life Magazine. The green and blue color chosen for the grocery store gives the business a fresh, modern, and inviting look. It is meant to symbolize the growing company.

The color specifications of correct conversion to the four-color process, RGB, and match color reproduction should be used.



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r 233 g 62 b 50
hex: #e93e32



c 1 m 19 y 97 k 0
r 253 g 203 b 24
hex: #f4cb18

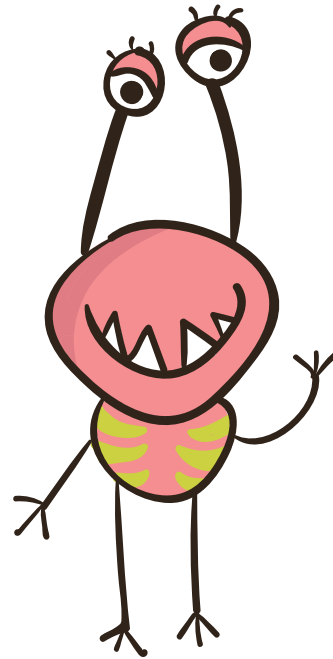
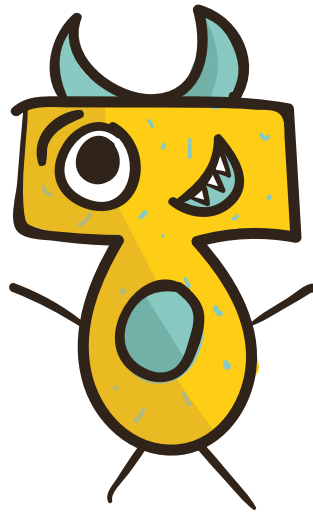
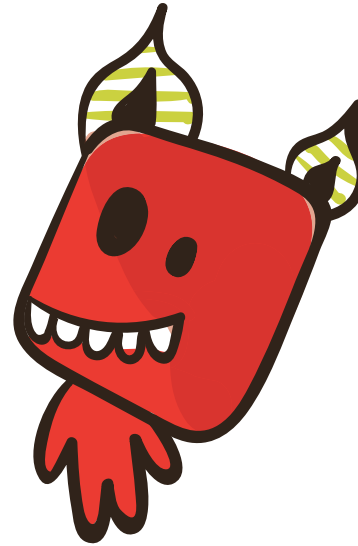
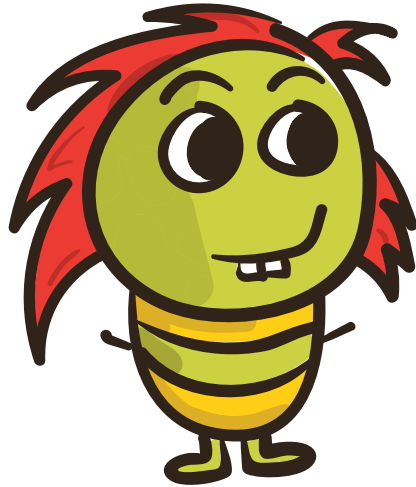
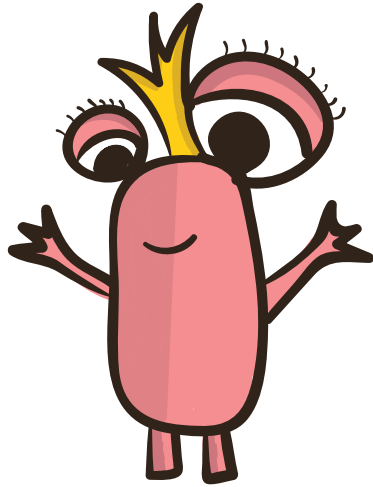


c 24 m 6 y 92 k 0
r 203 g 208 b 64
hex: #cbd040



Previous options

MONSTER ILLUSTRATIONS



PAIR ONE

Avenir Medium Arial Narrow Reg
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abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

PAIR TWO

Grand Hotel BEBAS NEUE BOOK ★
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

PAIR THREE

Emily Avenir Next Condensed Ultra Light
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ABCDEFGHIJKLMNOPQRSTUVWXYZ
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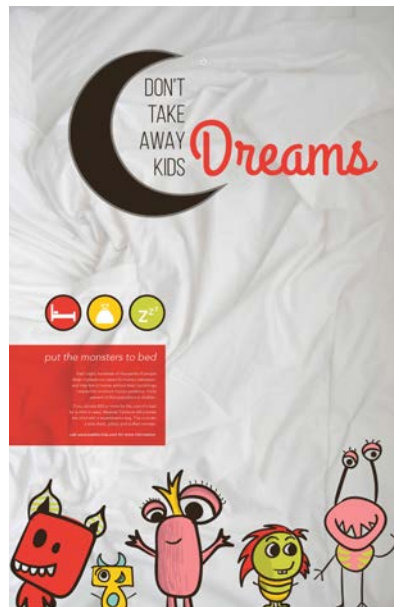
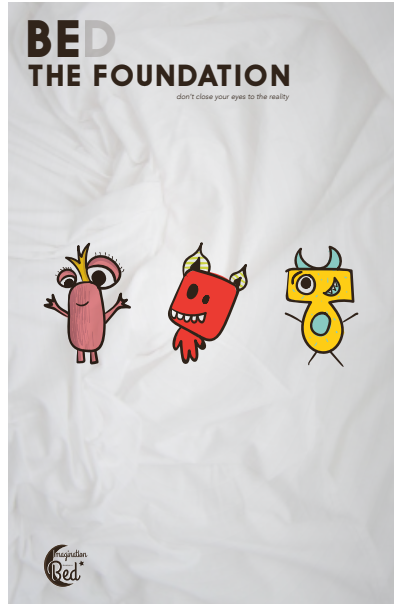
★red denotes chosen type pairing

PAIR FOUR

FRENTE H1 Athelas Reg
ABCDEFGHIJKLMNOPQRSTUVWXYZ
ABCDEFGHIJKLMNOPQRSTUVWXYZ
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

PAIR FIVE

Arcon Billew
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
~~ABCDEFGHIJKLMNOPQRSTUVWXYZ~~
~~abcdefghijklmnopqrstuvwxyz~~





★ ★ ★
BEDS4KIDS
★ ★ ★
DON'T TAKE AWAY KIDS DREAMS

★ ★ ★
★ ★ ★

Donate \$100 or more for the cost of a bed for a child in need. Inside furniture will provide the child with a sweet dreams bag. This includes a bed sheet, pillowcase, and stuffed monster.



Children are 47% of the population that sleep in places not meant for human habitation. They live in homes without basic furnishings needed for minimum human existence. [Visit beds4kids.com for more information.](http://beds4kids.com)

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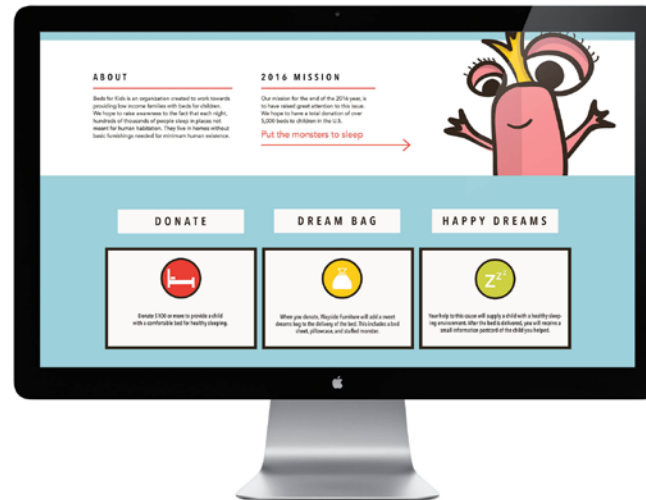
★ ★ ★
BEDS4KIDS
★ ★ ★
DON'T TAKE AWAY KIDS DREAMS

★ ★ ★
★ ★ ★

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APPLICATIONS

BILLBOARD



APPLICATIONS

STOREFRONT DESIGN



APPLICATIONS

PILLOWS, BUTTONS, BAG



VAULT WINE BAR

CLIENT

- The Vault Wine Bar is the place where people gather for a fun and unique experience.
- The Citizens Bank of Shelby, which had been unoccupied for a number of years, seemed like the perfect unique location for a wine bar. Built in 1911, the bank's grand architecture including 30' ceilings and marble walls, is just as impressive today as it was then.
- The bar has an open lit up vault for anyone to walk in and view.

OVERVIEW

This project includes a complete food and drink menu redesign along with at least three extra items to successfully represent The Vault Wine Bar. The current menu is dark, long, and not eye catching.

AUDIENCE

The audience will be the general public of Shelby, mostly an older crowd.

GOAL/MISSION

The goal of this project is to create a unique menu design that has both a historic and modern feel. The top three objectives are to give the menu a portrayal of the patterns found on money, create a clean and easy to follow layout, and to produce extra items that relate both to the new menu design.

TONE/IMAGE

The direction of this menu design and support items is achieved through a simple and clean layout to represent the idea of a prestigious bank.

VISUALS

It is important to study closely the patterns and overlapping items found on dollar bills. The bar still has a great representation of the bank that once was running. Creating drawings that appear etched will give the menu both a historic but modern feel.

SUPPORT ITEMS

- Business Cards
- Coupons
- Sign
- Cheese plate
- Coupons
- Mailer
- T-shirt
- Placemat
- Drink coaster
- Table design
- Chair design (wine glass?)
- Window plaque/sign
- Chalk board
- Buttons/stickers
- Wine menu
- Wall mural
- Bag
- Wine glass design
- Napkins
- Pens
- About us sheet

CONCEPTS

- Open vault in table, menu inside
- Round vault shape menu
- Interactive wine menu on ipads
- Vault die cut in middle of menu
- String outside of menu with vault created with cork
- Metallic menu
- Folding menu with vault as sealer (middle/side)
- Multiple menu sheets on metallic board
- Interactive code game to open certain menus
- Menu on mylar/vellum
- Full menu as table cover
- White menu with foiled typography
- Wine cork as key
- Open vault in stools, round menu inside
- Menu attached to wood
- Wine menu shaped as wine glass
- Menu on fabric
- Menu on corked backing
- Different slots that open to different surprises
- Long horizontal menu

MOODBOARD



PAIR ONE

Hussar Fira Sans Hair

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz

PAIR TWO

Myriad Pro Bold Museo Sans 300

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz

PAIR THREE

Brioso Pro Reg Avenir Next Condensed Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz

PAIR FOUR

Fira Sans Heavy Fira Sans Hair

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz

PAIR FIVE

Stenciletta Solid Arcon

ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz

PAIR SIX

Serifa *Acumin Pro ExtraCondensed Italic*

ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz

PAIR SEVEN

★ **Museo Sans 700** Neuzeit Grotesk Reg

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abcdefghijklmnopqrstuvwxyz

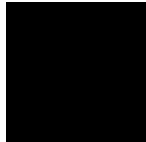
ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz

*red denotes chosen type pairing

CHOSEN COLOR PALETTE

The color palette chosen is meant to give the Vault Wine Bar a fresh and strong look. The bright green is meant to symbolize the money of many town citizens while the grey is to represent the vault in both the name and the history.

The simple color combination showcases the simplicity of the bar itself and the upscale food and wine offered.



c 75 m 68 y 67 k 90
r 0 g 0 b 0

hex: #000000



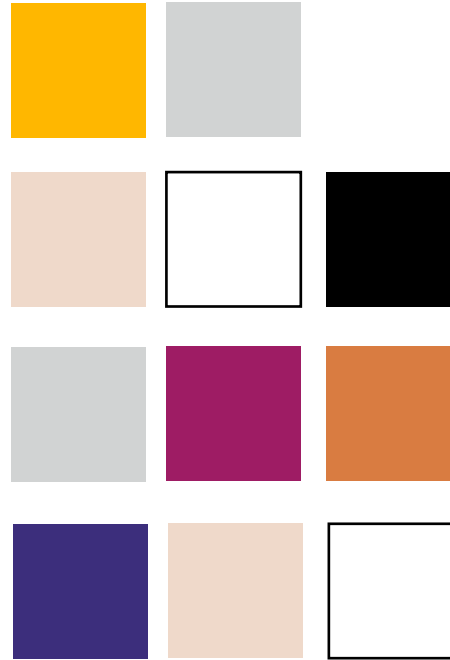
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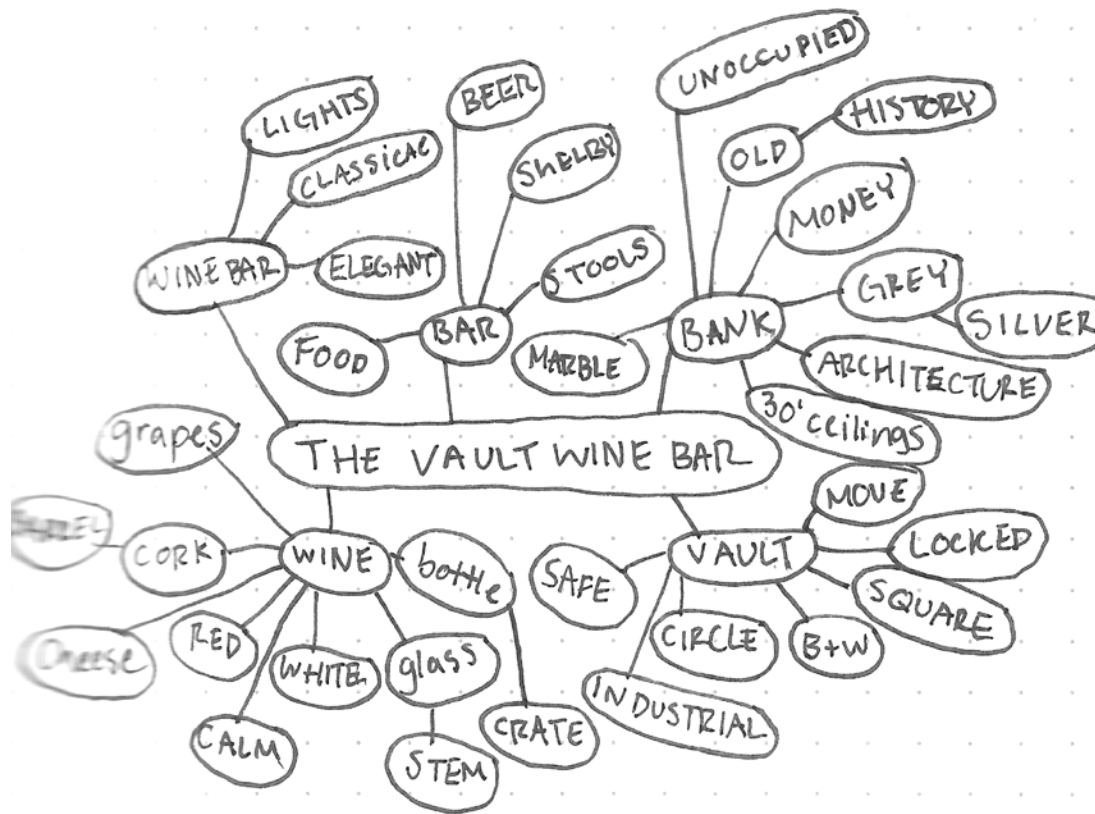
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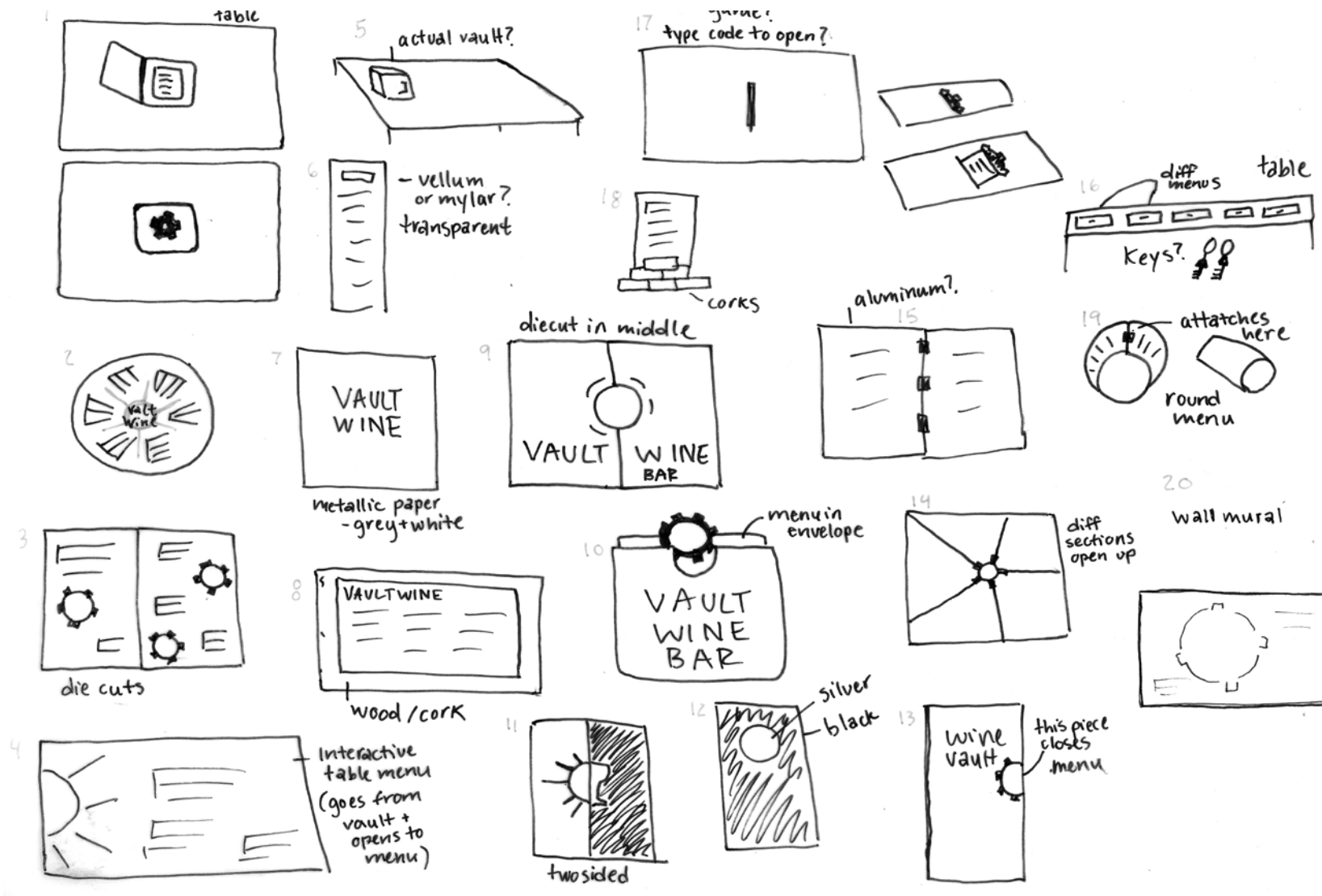


Previous options

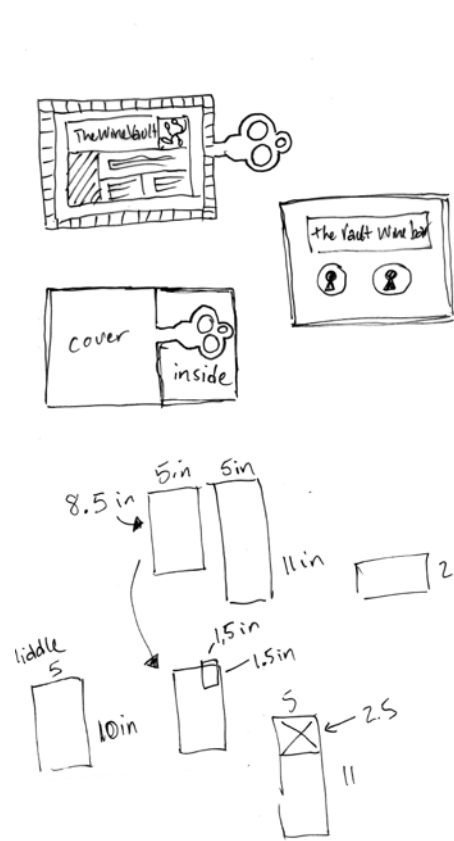
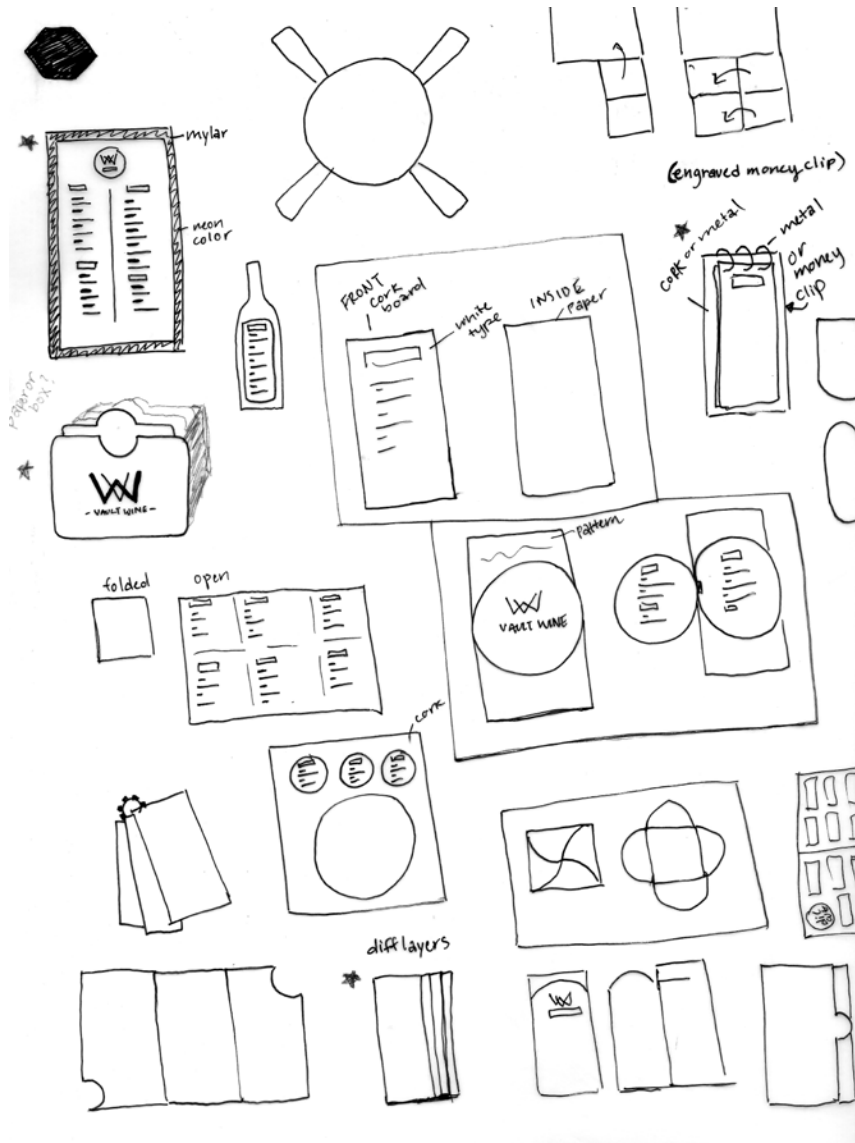
WORD MAP



CONCEPT SKETCHES

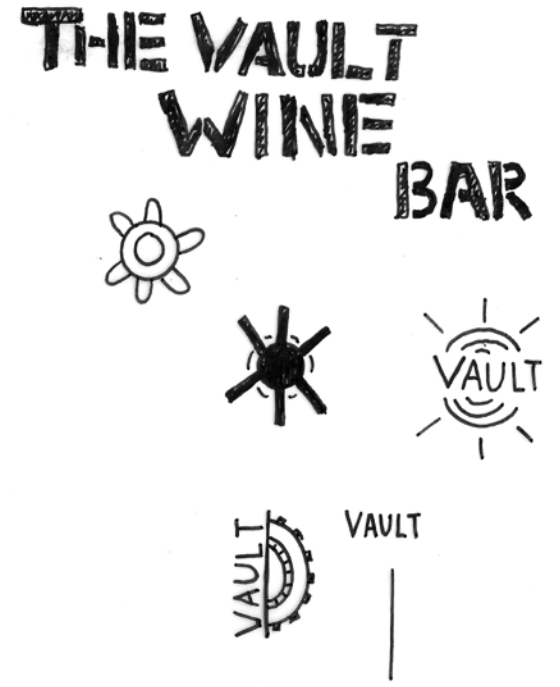


CONCEPT SKETCHES



Stamp wine mat full imagery

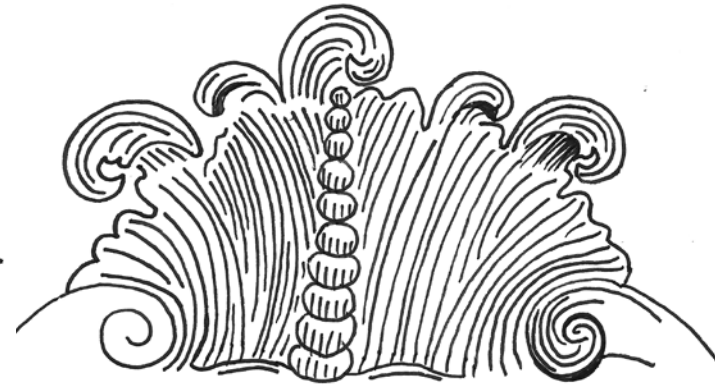
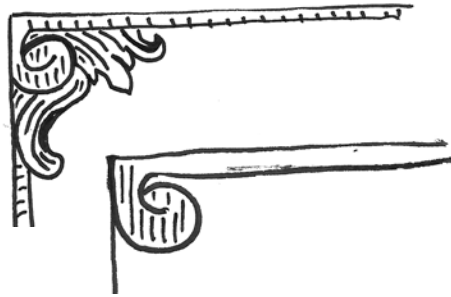
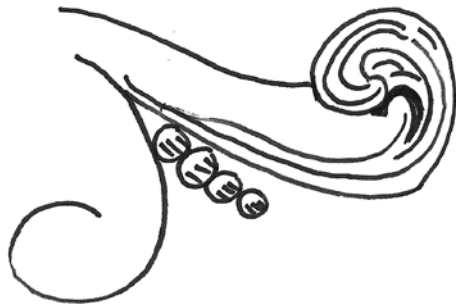
* established 2015
 established 2014
 150+ wines
 30+ beer
 -bank built in 1911



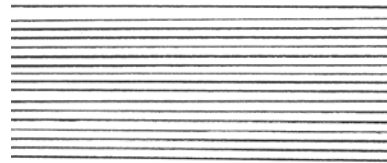
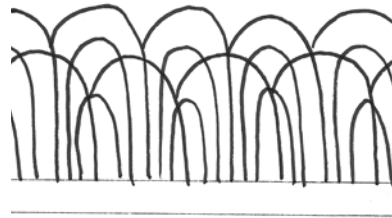
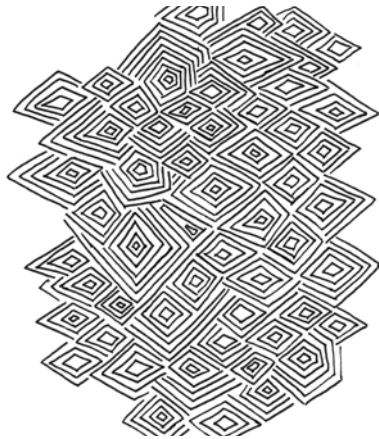
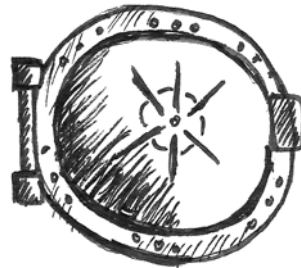
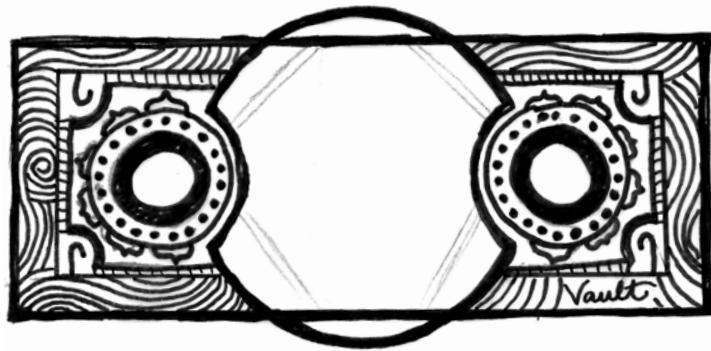
MONEY EXPLORATION

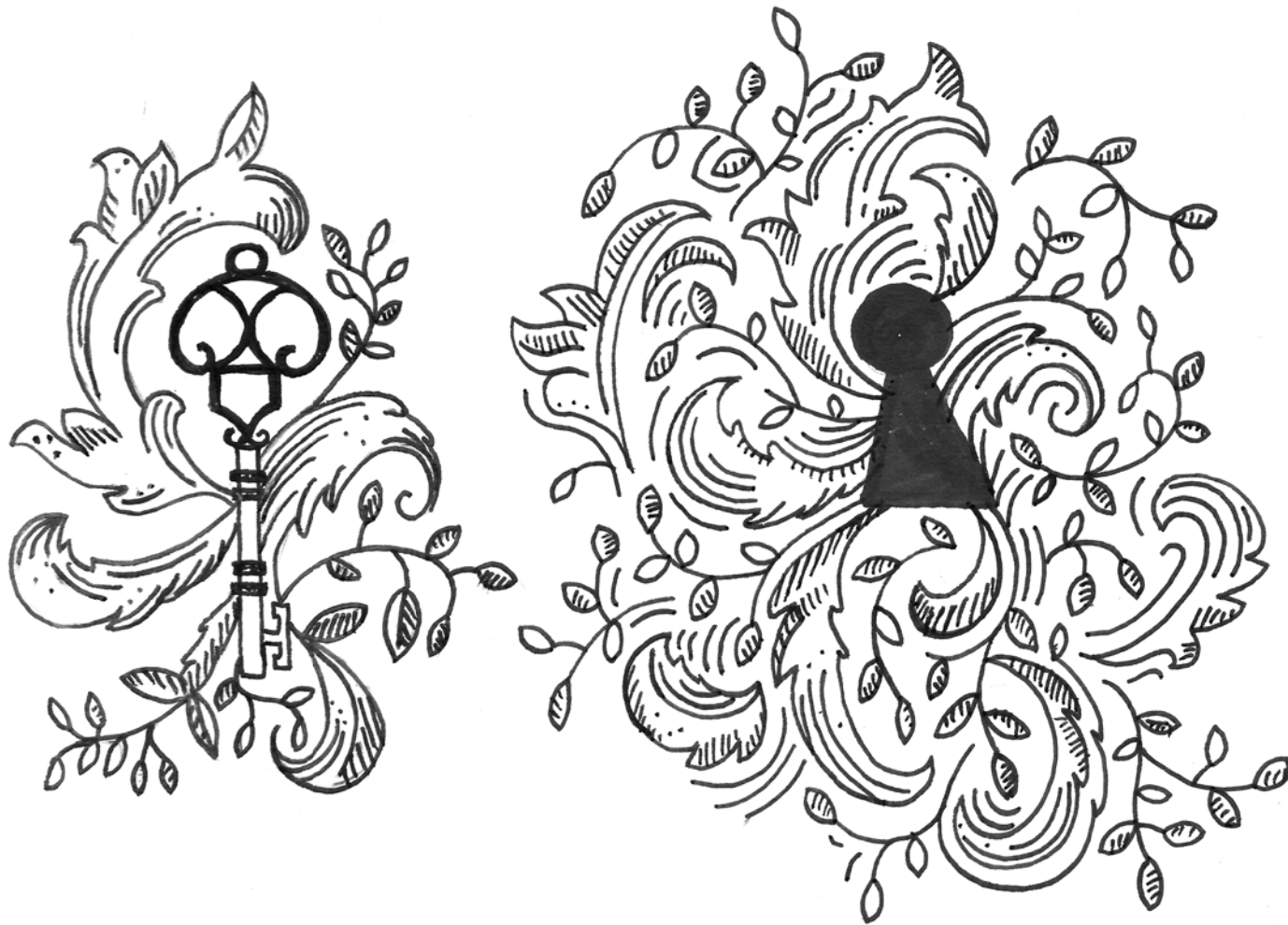






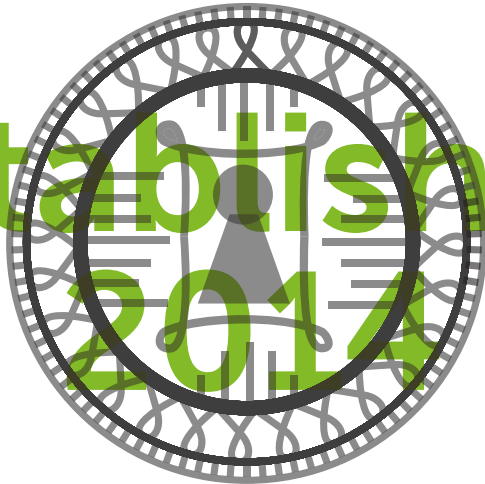
MONEY EXPLORATION







established



vault wine
bar



SNACKS

BACON POPCORN 4
Popcorn with bacon pieces, sage, and parmesan cheese

HERBED WARM NUTS 5
Cashews and almonds tossed in a herb mixture and slow roasted in the oven

CRACKLING OLIVES 4
Warm olives and hot glardiniera mix marinated in olive oil

SALADS

MEDITERRANEAN KALE 6
Fresh kale with tomatoes, red onions, black olives, feta cheese, and balsamic vinaigrette

FRESH FRUIT 6
Fresh seasonal fruit, mixed greens with goat cheese, almonds, and mango chardonnay vinaigrette

**add chicken for \$4*

SMALL PLATES

STUFFED DATES 7
Stuffed with bleu cheese, wrapped in bacon, then drizzled with balsamic reduction

REUBEN DIP WITH RYE 7
Corned beef, sauerkraut, and cream cheese blend served warm with rye bread

BRUSCHETTE 6
Served with cream cheese and a tomato medley

HUMMUS 6
Homemade hummus served with fresh pita chips, cucumber slices, and pepper strips

STUFFED JALAPEÑOS 6
Stuffed with a goat cheese mixture and wrapped in bacon

BRUSSELS SPROUTS 6
Tossed with pancetta and olive oil, oven roasted, and drizzled with balsamic reduction

SMOKED SALMON 14
Half a salmon served with a cream cheese blend and crackers

PEPPER SALMON 12
Peppercorn, dill, and sesame crusted salmon served over rice pilaf with seasonal vegetables

BONELESS SHORT RIBS 11
Tender short ribs with caramelized onions, served over roasted red skin potatoes

CHEESE BOARDS

SIX CHEESES SERVED WITH SALAMI, HOUSE-MADE CRACKERS, AND A SPICY MUSTARD
Premium Aged Gouda (imported from holland), Havarti Dill, Creamy Brie, Gorgonzola, Manchego (mild sheep's milk cheese imported from Spain), and Swiss Gruyere
..... 7, 10, 13, 16, 19, 22

**gluten free crackers may be substituted for \$2*

TWO

PIZZAS

THE VAULT 13
Tender beef short ribs, caramelized onions, mozzarella, provolone cheese, with horseradish sauce

SEA SHELLS BY THE SEA 13
Shrimp, scallops, and crab meat with a white wine sauce, mozzarella, and provolone cheese

CAPRESE 9
Basil pesto, tomato slices, and fresh mozzarella

BUFFALO CHICKEN 12
Fire roasted chicken, buffalo sauce, red peppers, mozzarella, and bleu cheese with ranch drizzle

PIGGY BANK 12
Pancetta, italian sausage, bacon with red sauce, mozzarella, and provolone cheese

WILD MUSHROOM 11
Caramelized onions, brie cheese, and a suxelle mushroom topping

OLD WORLD 11
Black olives, red onions, tomatoes, roasted peppers, mushrooms with red sauce, mozzarella and feta cheese

DILLINGER 11
Pepperoni, banana peppers on a marinara sauce, and jalapeño monterey jack cheese

SOMETHING SWEET

FORT KNOX 6
cappuccino walnut brownie with a layer of cinnamon cream cheese, topped with chocolate coffee glaze

MOUSSE OF THE DAY 5
Ask your server for today's delicious flavor!

the key to our favorite foods

THREE

COASTER DESIGN



GIFT CARD



GIFT CARD



FINAL MENU



Steele