

# PROCESS BOOK

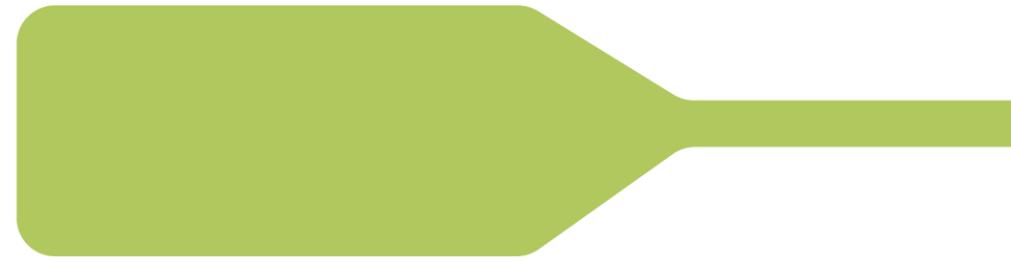
Ellie Schauer | Art 347 | PaddlefestCle

# Table of contents

- Background.....3-4
- Research.....5-11
- Branding.....12-15
- Environment.....16-22
- Print.....23-44
- Digital.....24-49
- Contact.....50



**BACKGROUND**





## About the event

PaddleCle is an event that is taking place in the flats of Cleveland, Ohio. The race is set on the Cuyahoga river and attracts hundreds of people every year.

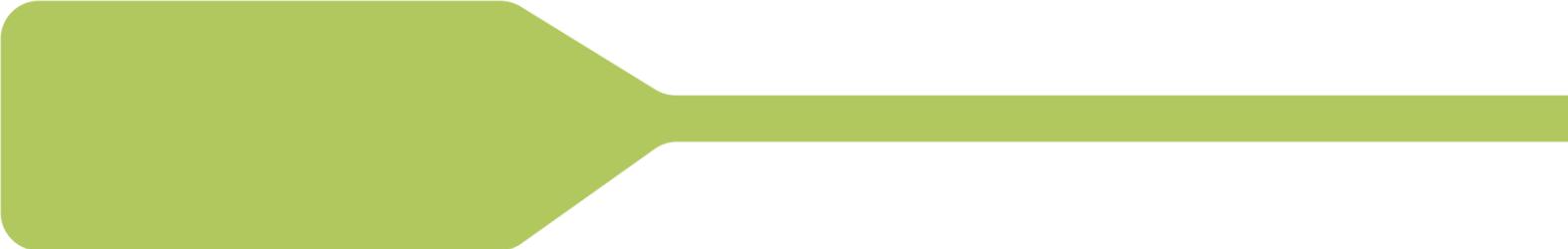
The event has multiple different race events and includes all types of paddlers, in including but not limited to kayakers, canoers, and paddle boarders. This event also feature a multitude of varying food and drinks.

This year there will also be a group of amazing vendors selling environmentally conscious products in addition to the merchandise booth for the event.

The race starts at the dock outside popular restaurant “Merwin’s Wharf”, and travels up river through the flats. The journey has amazing views of Cleveland’s beautiful landscapes from a unique point of view.

PaddleCle will take place July 21 & 22, 2023.

**RESEARCH**



# Objectives

My objective for this project is to create a successful design system for the event PaddleCle.

I will do this by designing a brand system and applying it to a multitude of deliverables. Another goal for the event is to brand it to have a more environmental focus and feel. I want to bring in more colors of nature and change the messaging to reflect this desired look and feel.

Additionally I want to encourage tourism and conservation of and

around the Cuyahoga River in Cleveland, Ohio. The proceeds going towards these efforts.

I believe that these goals will be achieved through the development of my design system will showcase a fun

# Process

My process first started with a bulk of research. This research covered the previous event branding and messaging, and also took a look at competitors.

In addition I studied the current target audience and made any necessary adjustments.

I then began by developing the logo, color palette, and typography system. By first selecting a primary font which would be used in the logo and throughout the event design. Then

I selected colors I felt fit within the messaging and event context.

After this I began developing three sets of deliverables. The first being environmental design which aimed to design the event space itself. Then I began designing the print materials including merchandise, pins, and race materials such as a race bib.



# Target audience

Anyone can attend this event, and my general audience is anyone interested in nature and paddle sports.

But the specific audience I decided to target was young individual ages 18-25 who have interests in paddling sports as well as the environment.

The people in this target audience are fun-loving and obsessed with all things nature and conservation.

These are individuals who make big efforts in their day to day lives to make the environment a better place.

The target audience may also have young kids and are looking for a fun event to attend during the summer. This can be a big draw for families as it is free to attend if you are not participating in the race.

These young adults are also looking for a fun event and in some cases may be looking to make friends that share their similar interests.

# Challenges

Some challenges I faced through the design of this event branding included, color, maintaining a consistent look and feel, and making patterns.

The first challenge I came across in my design process was creating the color palette. As I will explain further in the color section. I first started with only two colors but eventually added some tones in order to build more depth. I was struggling to make everything cohesive without it all looking identical. Adding these additional hues helped to correct this issue.

Making the patterns and utilizing the graphic elements seamlessly was a bit of a challenge but through exploration and experimentation I was able to come up with a few different solutions which you will see later on.

# Opportunities

I felt that the current branding allowed for a lot of opportunity for change. This includes the messaging as well as the design.

The current look and feel of the event is very dark, I felt there was opportunity to brighten everything up, and connect the design more to nature and context.

The current name of the event is “Blazing Paddles Paddlefest” and the messaging focused a lot on the Cuyahoga River fire. I saw an

opportunity to generalize this a bit by centering the focus on nature. Also by shortening the name to PaddleCle, it allows the event room to change and grow as needed in the future.



Welcome, Racers!

Bring your SUP, kayak, canoe, tandem, or prone and join us for the Ohio River Paddlefest races!



# Competition

The competition I chose to focus on is an event of the same nature also in Ohio. I think they did a great job with the branding of their event, they created a cohesive style that was sophisticated but still fun.

I enjoyed their use of graphical elements and typography and I pulled inspiration from this in my designs. While I enjoyed their designs I still felt that like the previous branding it was a bit too complicated. I wanted to instead draw on a more simplistic design in order to make a clear differentiate between us and them.

This was the only event in the area that was very similar to PaddleCle. I would consider this event to be the main competitor for my event. Considering that Cleveland is more metropolitan it would be safe to say these events would attract slightly different crowds.

# Inspiration

I pulled inspiration from resources such as Behance, Pinterest, and Google.

I chose these inspiration images because I enjoyed the simplicity of the graphic elements, and how they all had a connection to nature.

I pulled inspiration from the organic shapes as well as the colors.

The deliverables featured in these images were also very inspiring and I utilized some of the same outputs including signage, and wristbands.

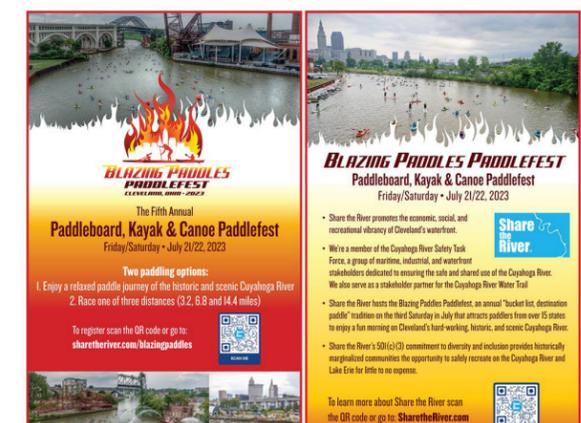
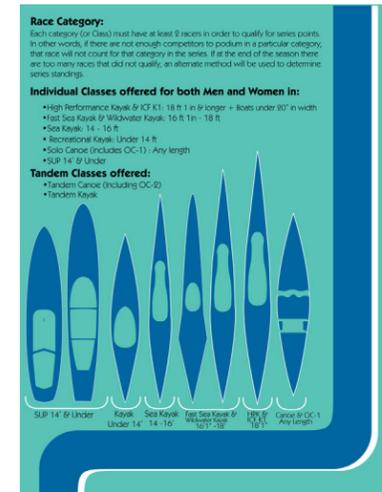


# Current Event

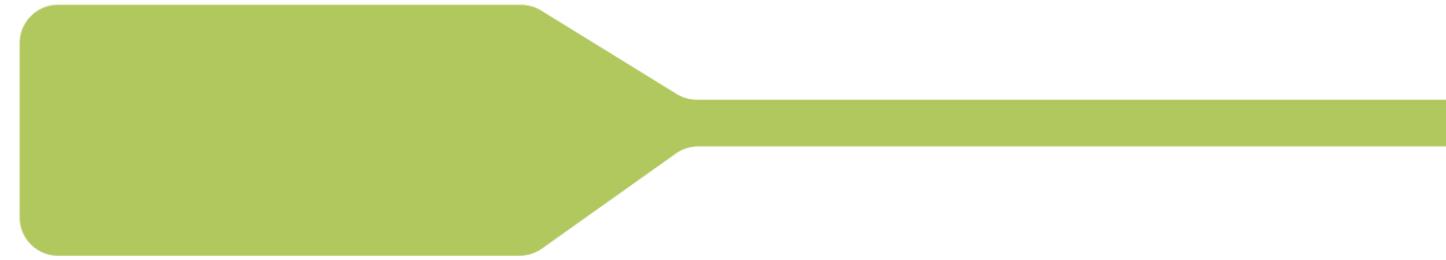
This is the current branding of the event. I felt that it was not very successful, and lacked cohesion.

However, I took inspiration from some of their outputs including the bucket hat as well as the race bib.

I think that they also did a nice job of making the info graphic even though it does not correspond to their branding. As noted before I think that the current branding allows room for improvement.



**BRANDING**

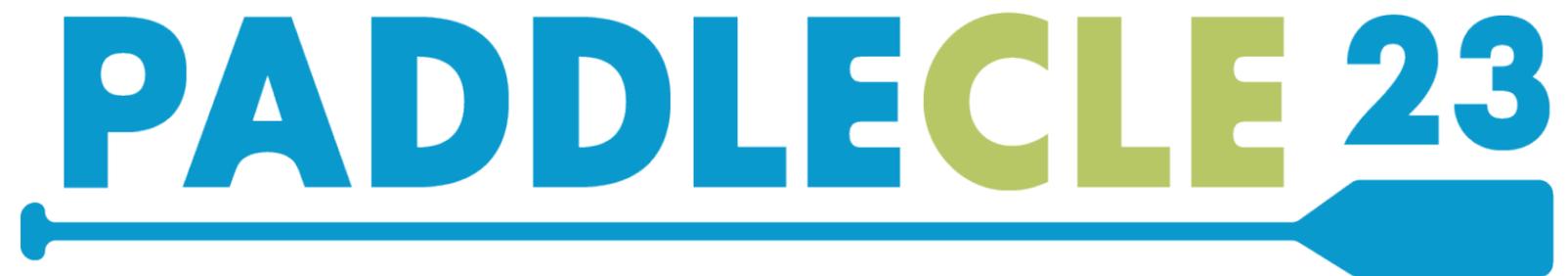
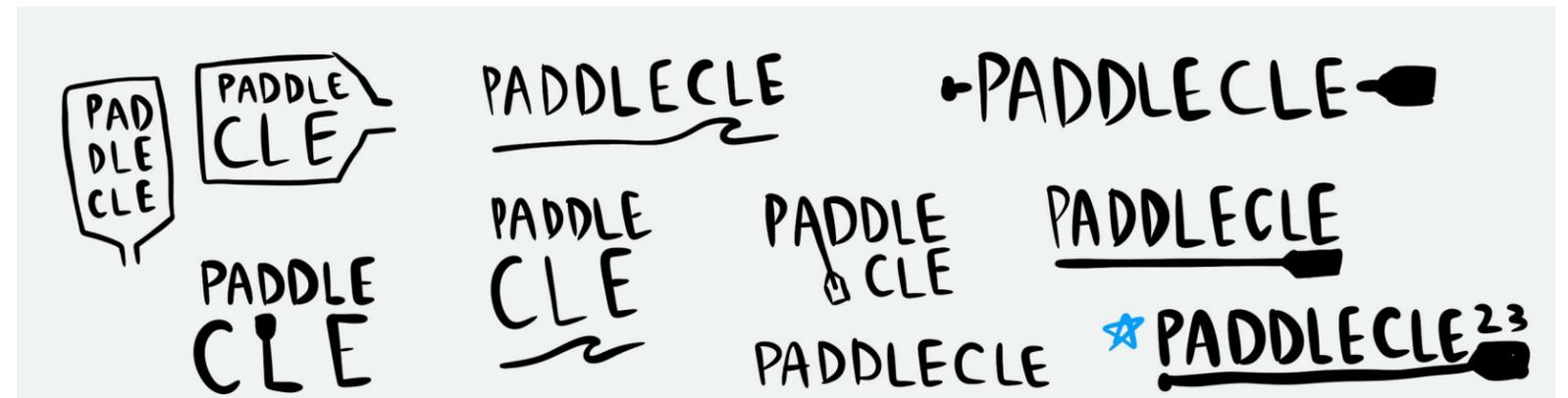


## Sketches

During the process of sketching these logos, I experimented with various type structures as well as graphic elements. I ultimately chose this lockup because I felt the oar served as a nice guiding line when oriented horizontally under the text.

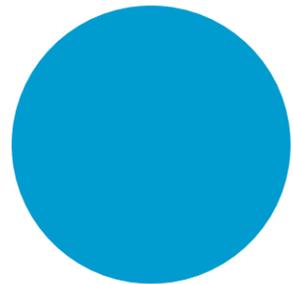
## Logo

When rendering the logo design digitally, I first chose the font. I felt it was important to choose a font that reflected the environmentally oriented event. I then worked through different color combinations and placements.

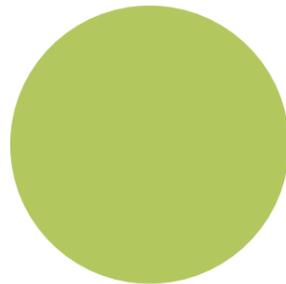


# Color

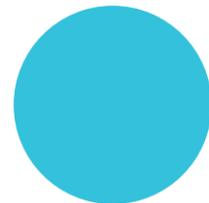
For the colors I wanted to go with hues that reflected nature and took inspiration from plants and water. Originally I only had the two primary colors, but later added some tints and shades of these primary hues to allow for more variation and contrast.



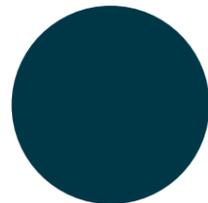
#009BCF  
C: 98 M: 15 Y: 9 K: 0  
R: 0 G: 153 B: 204



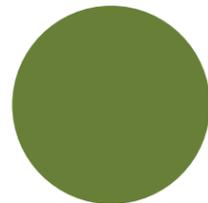
#B4C75E  
C: 34 M: 7 Y: 80 K: 0  
R: 184 G: 198 B: 101



#74CDB  
C: 66 M: 0 Y: 12 K: 0  
R: 116 G: 193 B: 219



#1B3B49  
C: 100 M: 66 Y: 50 K: 46  
R: 27 G: 59 B: 73



#6F7E3E  
C: 62 M: 33 Y: 100 K: 15  
R: 111 G: 126 B: 62

# Typography

The typographic choice for this event was crucial as mentioned previously. I selected a primary font that had swoops and curves to reflect the organic nature of the river, but that still represented the architectural landscape of Cleveland. The secondary font shares some of these characteristics, but is much simpler and easier to read when used for large paragraphs of text.

## PRIMARY TYPEFACE

**BD SUPPER REGULAR**  
Aa Bb Cc Dd Ee Ff Gg  
Hh Ii Jj Kk Ll Mm Nn Oo  
Pp Qq Rr Ss Tt Uu Vv  
Ww Xx Yy Zz 0 1 2 3 4

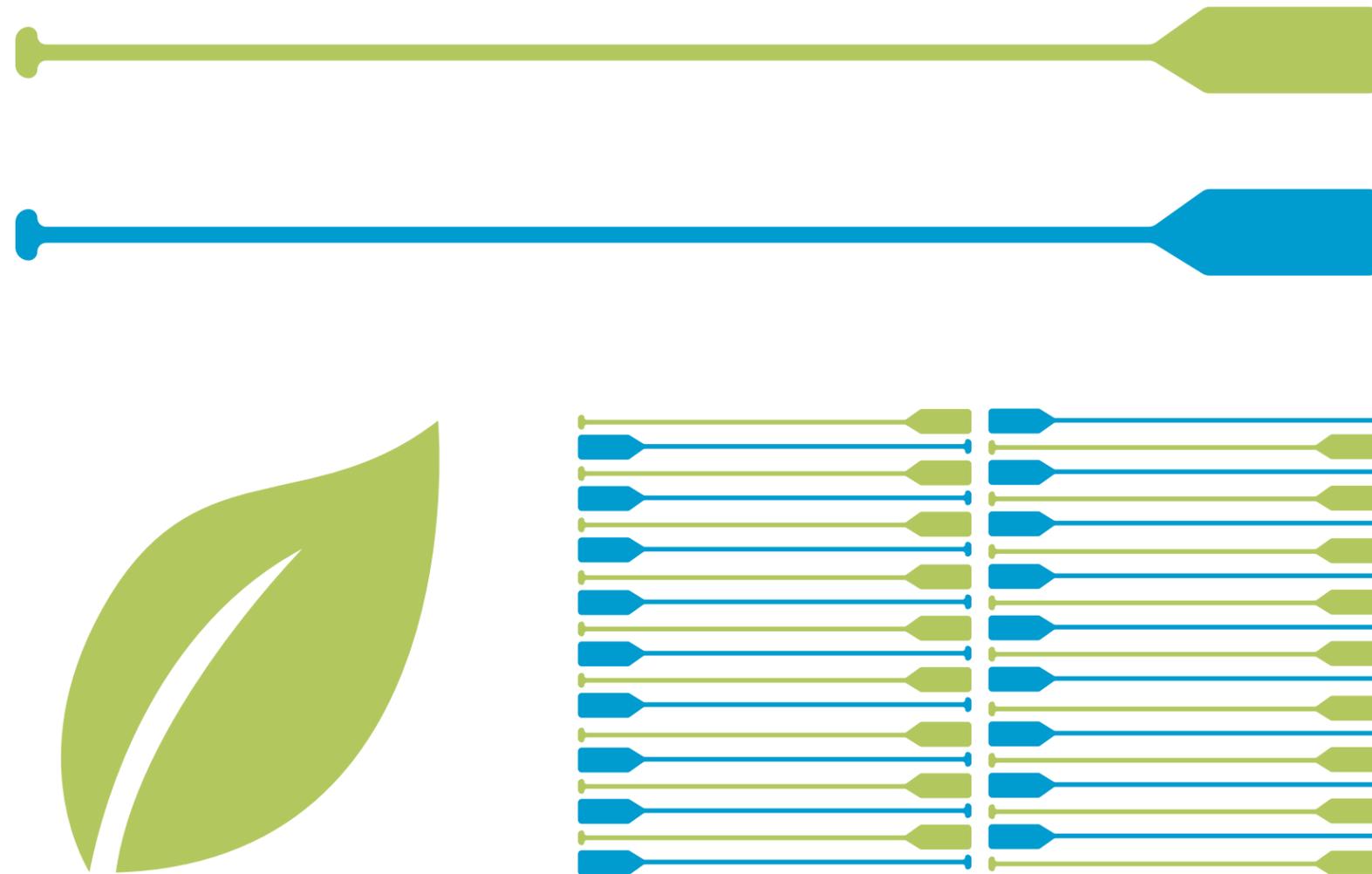
**BD SUPPER BOLD**  
Aa Bb Cc Dd Ee Ff Gg  
Hh Ii Jj Kk Ll Mm Nn  
Oo Pp Qq Rr Ss Tt Uu  
Vv Ww Xx Yy Zz 0 1 2

## SECONDARY TYPEFACE

**MR EAVES XL REGULAR**  
Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj  
Kk Ll Mm Nn Oo Pp Qq Rr  
Ss Tt Uu Vv Ww Xx Yy Zz 0 1  
2 3 4 5 6 7 8 9 ? ! % & ? ()

**MR EAVES XL BOLD**  
Aa Bb Cc Dd Ee Ff Gg Hh Ii  
Jj Kk Ll Mm Nn Oo Pp Qq  
Rr Ss Tt Uu Vv Ww Xx Yy  
Zz 0 1 2 3 4 5 6 7 8 9 ? ! % &

**MR EAVES XL HEAVY**  
Aa Bb Cc Dd Ee Ff Gg Hh  
Ii Jj Kk Ll Mm Nn Oo Pp  
Qq Rr Ss Tt Uu Vv Ww Xx  
Yy Zz 0 1 2 3 4 5 6 7 8 9 ? !



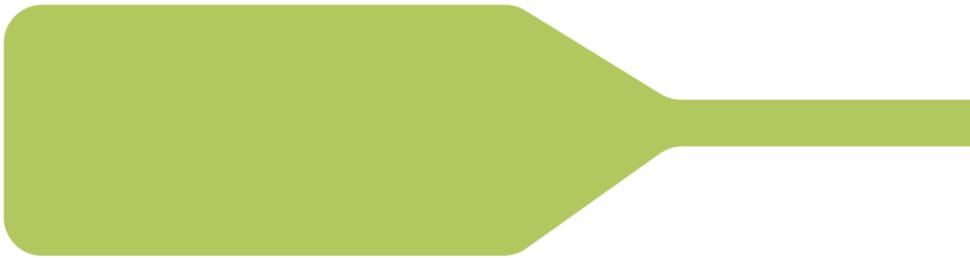
## Graphic elements

Using the oar from the logo across various event branding allows for constant visual cues that connect the viewer back to the event. It was important to me that these maintained smooth edges in order to contrast with the leaf's points, and to tie into the overall organic feel of the event.

I also wanted to include a leaf as another graphical element to tie the nature aspect back in. Before I added it the designs felt quite cold and rigid. This element helped to warm the designs up a bit.

Using the oars again I created a pattern that could be used to create texture and rhythm. This graphic element can also be seen used later on to frame the logo, expanding on the singular oar in the main logo lockup.

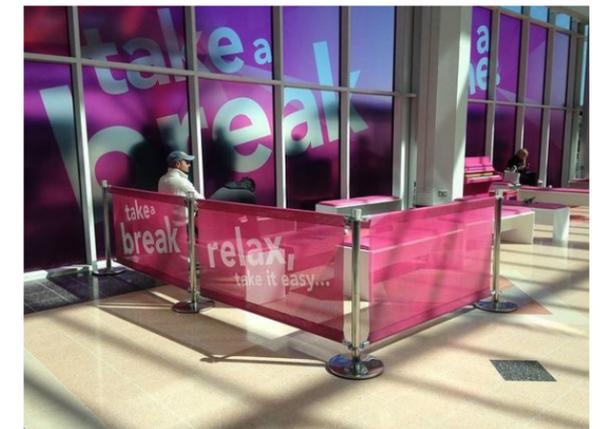
**ENVIRONMENT**



## BARRIER BANNER

# Inspiration

I was inspired by the bold colors of these designs as well as how they are used to section off spaces. This is important for my event because it is held outdoors and it can be easy for the space to feel unorganized without something to break it up.



# Sketches

I wanted to include some of my graphical elements here to ensure that these designs were very fun. This is where I began developing the leaf element. Through my preliminary sketches I found a good balance between the oars and



BARRIER BANNER

# Flat design

The biggest challenge in rendering these barriers digitally was finding the right color combinations. I felt it was important to make variety in the color ways so that it was not the same design on every single barrier. The method of arranging the leaves and oars in this manner was carried out throughout many of the other event materials.





## BARRIER BANNER

# Mockups

When finding a mockup for this design I wanted to make sure it was accurate to how I imagined it in the space. I chose this mockup because they are simple but effective.

I believe that these barriers will have a great impact on the event space, the branding corresponds to the promotional materials which will help attendees to know they are in the right place.

It is also important to note how these double as a safety feature. Since the event is family friendly, and near the water they will help to ensure that all young children stay safe.

## PLACE-BASED FLAGS

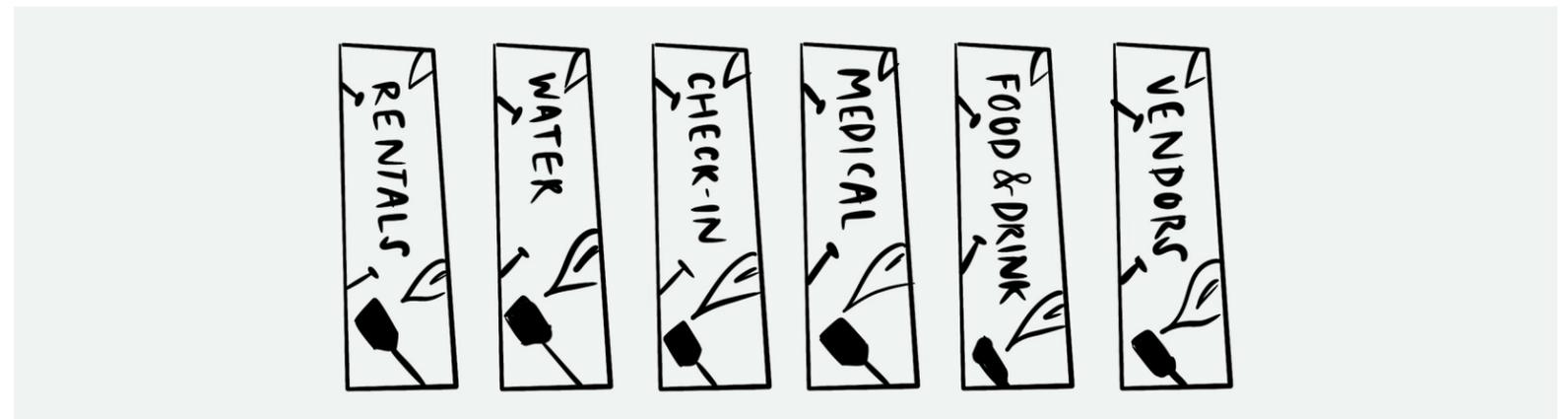
# Inspiration

I was really inspired by these flags, and how eye catching they are. Having these flags to identify different places and stations will be helpful for guest to easily find their way through the event space.



# Sketches

I decided before sketching that I wanted these flags to align with the barriers. I used the same application style of the oars and the leaves to connect the two elements visually. I chose to orient the text vertically to maximize readability.





## PLACE-BASED FLAGS

# Flat design

For the color ways of these designs I pulled from the barriers for the light and dark blue variations. I chose to swap the white background for a green instead so that the flags would stand out a bit more from the surrounding areas.

This design was particularly fun to create, because I have never made anything like this before.

I enjoyed finding ways to frame the text with the graphical elements, and working in a new format.

## PLACE-BASED FLAGS

# Mockups

Like the barriers, it was important to find the right mockup that was both accurate and realistic.

I liked that these flags utilized vertical space. I think that having the designs be taller than humans was important so that you could see the stations even if there was a crowd.

These flags will help with navigation of the event space in addition to creating some visual interest. They will look very nice in any photographs that are taken, and again they will help connect the event space to the branding so that guests know they are in the right spot for the event.



**PRINT**



## IDENTIFICATION PINS

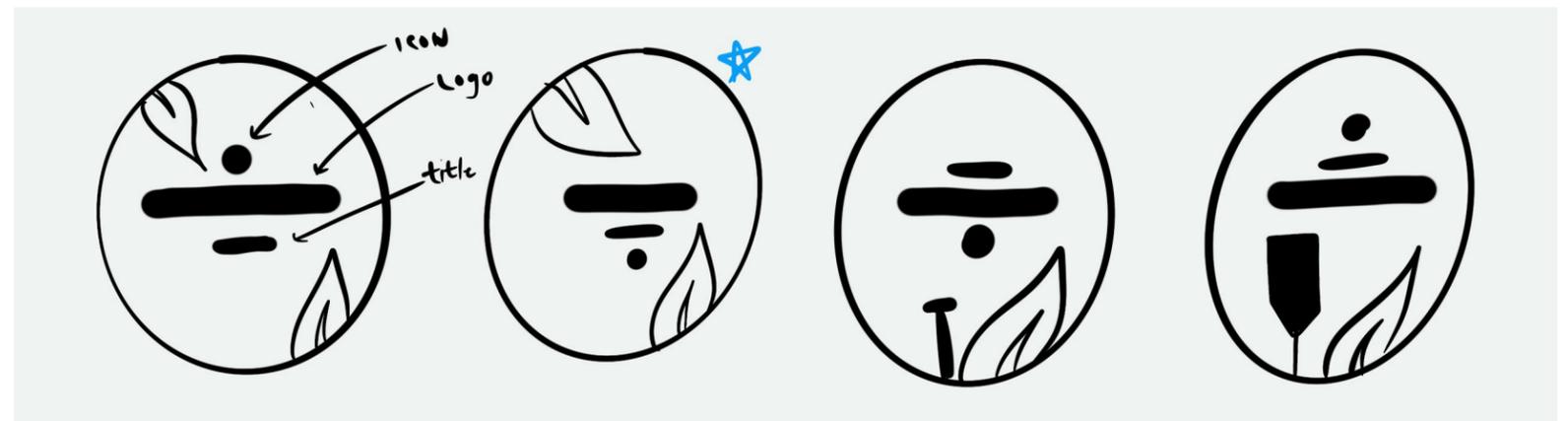
# Inspiration

I was inspired to create pins because I think they are a great way to identify different types of people at an event. I also think that giving out keepsakes is a nice way to incentivize guests. Having something tangible to keep from an event is always nice.



# Sketches

For this design I knew I wanted to have some of my graphic elements framing the text. I chose to include the logo, a title for the type of personnel, and through development decided on adding an icon to represent the different categories.





## Icons

When originally creating these designs I only had the logo and the personnel type. While designing I added the icons to further the visual-type connection, and to add another layer of information.

In creating these icons I wanted them to accurately represent each group. I did some research on recognizable icons that were associated with each group, then I tailored them to blend with my branding.

For the participant icon I chose to make it more specific to the event to differentiate it from the volunteer icon. This also helped to make the icon set more unique.

## IDENTIFICATION PINS

# Flat design

These pins were very fun to design, much of my other deliverables fall into more square and rectangular formats so designing something in a circle was very different.

I decided on this hierarchy because since the personnel type corresponds to the icon I didn't feel that it was necessary to have it be the largest item on the pin.





## IDENTIFICATION PINS

# Mockups

I wanted to go with pins that were visually appealing, but also practical to produce.

The metal style alternative are nice, but often expensive to produce and smaller than the button style.

Since these are going to be produced on a scale of hundreds I wanted the application to be affordable.

I also liked that these could be used year after year for the vendors and volunteers so that the event is producing as little waste as possible.

## WRISTBAND

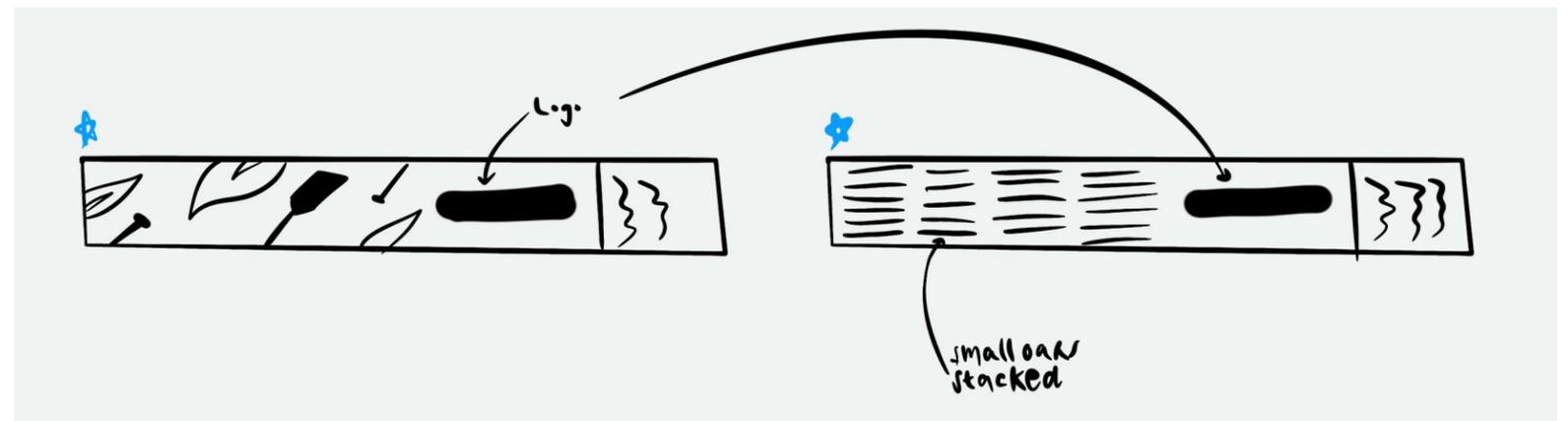
# Inspiration

I have been wanting to create some wristbands like this so I am glad I got the opportunity to do so in the project. I was inspired by the patterns and use of graphic elements in these examples.



# Sketches

For the first variation I used the same application seen in the flags and barriers. For the second I chose to apply the pattern I created with the oars. The different styles can be used to classify different race categories.





WRISTBAND

# Mockups

These bracelets will be useful to identifying different race categories, but can also be used to ensure that every participant has registered and checked into the event correctly.

I chose this mockup so that I could show how the designs wrap around to include the logo and the corresponding graphic elements.

## TANKS & TEES

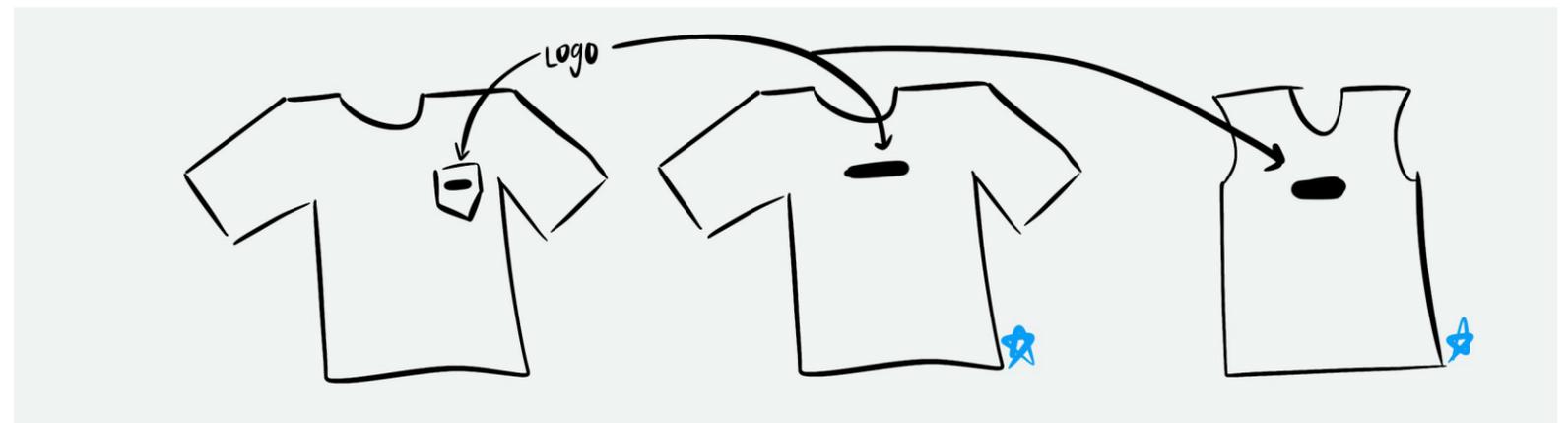
# Inspiration

I liked how all of these designs features the logo or design centered on the shirt. I think shirts that have the designs centered generally look cleaner than those with it on your heart or on a pocket.



# Sketches

These sketches were pretty general because I wanted them to be relatively simple. In addition to the tees I wanted to also have tank tops since this style is popular with paddlers and because of the summer weather.



TANKS & TEES

# Flat design

I wanted to offer a few different color combinations so that attendees would have options to choose from. I think using the white text on the solid colors is a very simple yet effective way to incorporate more color.



**PADDLECLE 23**



**PADDLECLE 23**



**PADDLECLE 23**



**PADDLECLE 23**

TANKS & TEES

# Mockups

I chose these mockups because I think it is helpful to see how the designs look on the product.

The vendor will be able to display these images to show the different design and color options.

I think it is always great to sell shirts at events because it serves as advertising that people pay you for.

When people are out and about wearing the shirts someone might ask what the event is and provide the previous attendee to explain and promote the event.



## TOTE BAGS

# Inspiration

These designs were inspiring to me because they provide an effective way of showing the brand identity on one single deliverable. I also took inspiration from the middle image because the colors were so similar to that of my brand.



# Sketches

I experimented with a few different layouts and combinations of graphic elements. I ultimately decided to go with the stacked oars that have the logo nested in the middle.



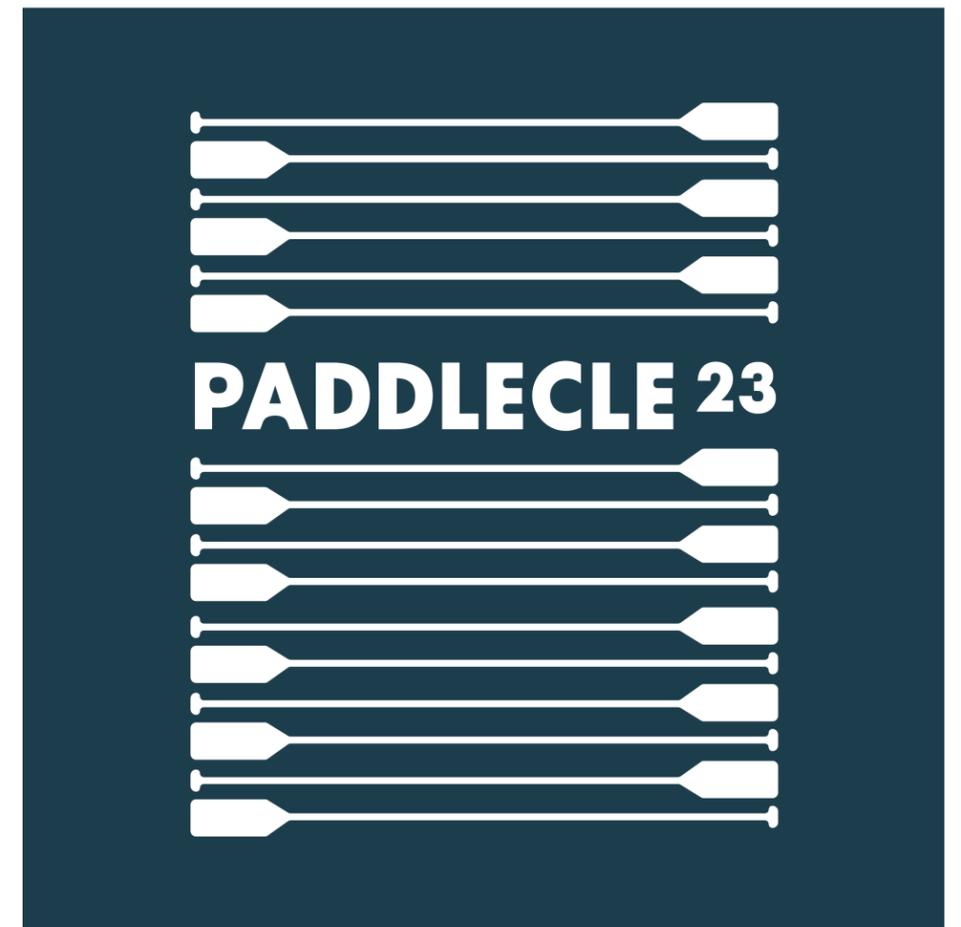
TOTE BAGS

# Flat design

I chose to create two different color designs so that again the attendees have something to choose from.

I also made one on a light bag and one on a dark bag.

Giving options allows the guest to choose, but also gives opportunity to buy both variations as well.





## TOTE BAGS

# Mockup

I like how these mockups show the design from two different perspectives.

Tote bags are very popular with younger crowds right now.

In addition to this they connect with the environmental aspect of the brand and event.

This is because the use of totes help to cut down on single use plastic bags.

There is also incentives to buy a tote to carry any other things you may have brought or bought at the event.

## BUCKET HAT

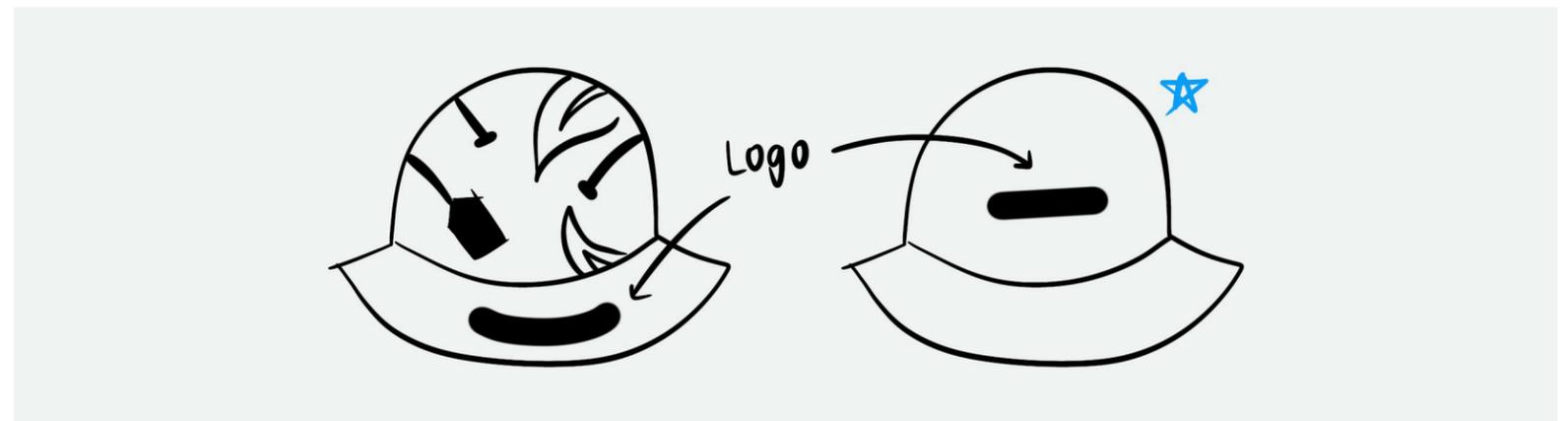
# Inspiration

I was inspired to create bucket hats that featured the logo prominently. I also liked the use of color on a white hat which can be seen in the last image in the row.



# Sketches

I experimented with the idea of utilizing the pattern on the bucket hat, but ultimately decided to go with the more simple design because of how it would be better for more peoples' personal tastes.



BUCKET HAT

# Flat design

I decided to go with the two color logo instead of the one color since I decided on using the simple white background. This way there would still be an element of fun in the design.



PADDLECLE 23

The logo consists of the text 'PADDLECLE 23' in a bold, sans-serif font. The word 'PADDLE' is in blue, 'CLE' is in a light green color, and '23' is in blue. A blue paddle graphic is positioned below the text, with its shaft extending from the left and its blade pointing to the right, partially overlapping the '23'.

## BUCKET HAT

# Mockups

Bucket hats are very popular with paddlers and nature lovers because they not only provide protection to your face from the sun but also the back of your neck.

Bucket hats can also be washed easier as compared to a baseball style cap.

I liked the texture that the hat in the chosen mockup features. I also think the mockup did a great job of showing the actual shape of the bucket hat.



## WATER BOTTLE

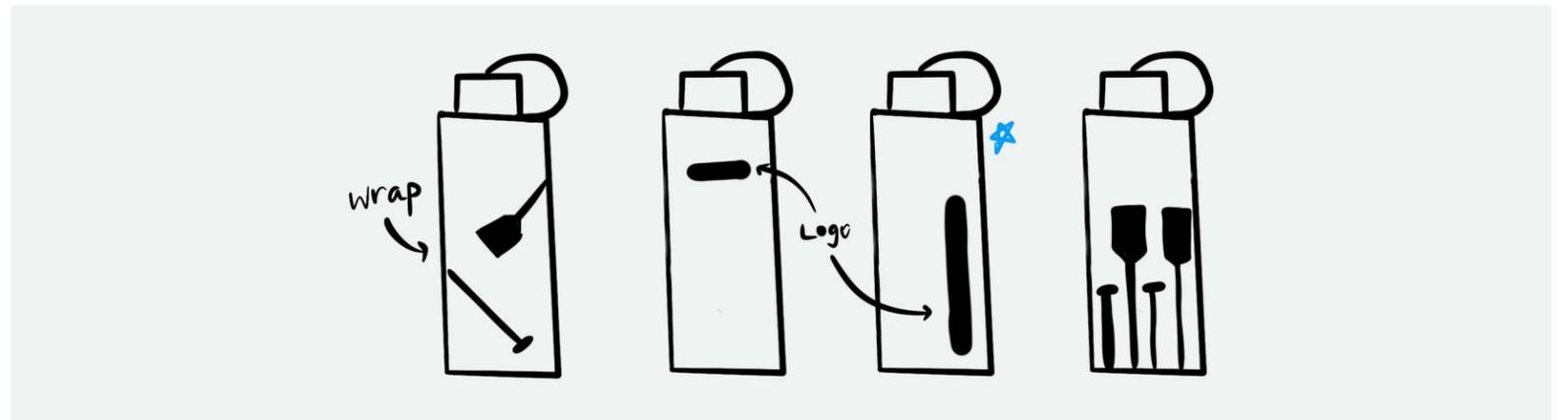
# Inspiration

I took inspiration from the styles of the first two images, and color from the last image. I was inspired by the middle image because it is metal.



# Sketches

I experimented with a few different designs, but I ultimately decided on using the third design because it allows for the logo to be larger and more readable.



## WATER BOTTLE

# Flat design

I chose to go with designs and color combinations similar to that of the t shirts shown earlier.

I think the reversed out text on the blue background is a nice option because it wont get dirty as compared to the white.

As mentioned before I chose to orient the logo vertically to allow for it to be bigger. I also think it is nice to see the interesting curves of the letter forms.





WATER BOTTLE

# Mockups

I wanted to go with a mockup of a metal bottle because I felt it was important to avoid plastic to connect back to the environmental mission.

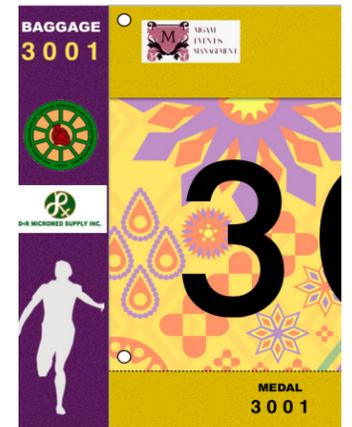
I also wanted to choose a mockup that had a bottle with a handle, this way a paddler could easily carry the bottle or clip in to their boat or bag.

Additionally I liked that it has a straw to allow for easy drinking during the race if needed.

## RACE BIB

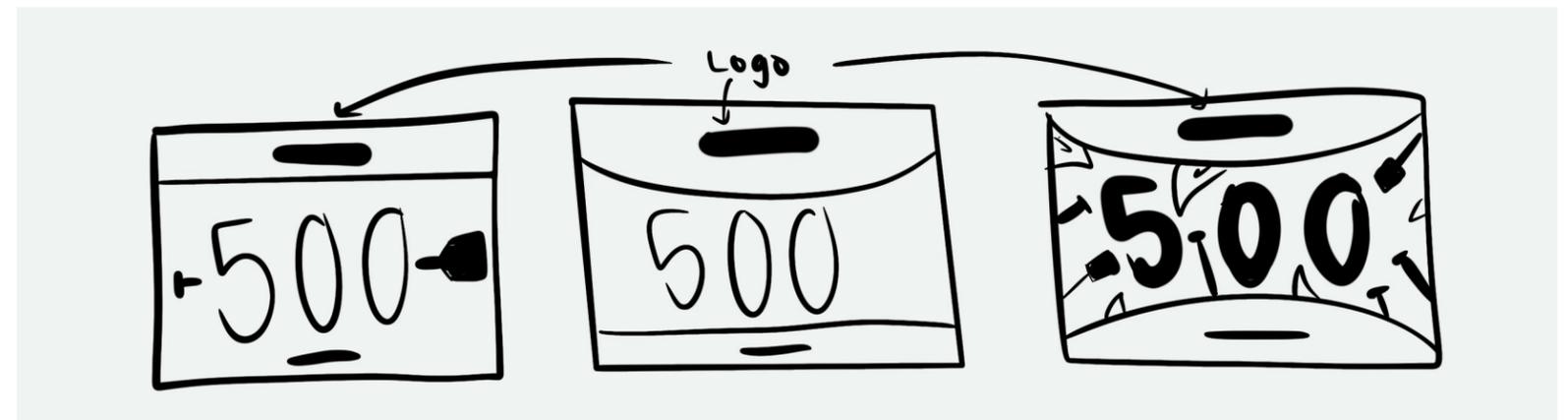
# Inspiration

I was inspired by the use of patterns in these designs. I also like in the first two how bold the text is because it makes it easier for race officials to read. Additionally the use of color in the designs is a nice touch.



# Sketches

I think any of these designs could have been successful, but seeing as I know lots of people who like to display their bibs after races I thought I should pick the most visually interesting design rather than something simple.





## RACE BIB

# Flat design

I followed the recommendations for size and ratios on the race bib since I have never designed one before.

I wanted the pattern to be visible but I also wanted it to fade into the background so that the numbers are the most prominent element on the race bib. I decided to add the white drop element behind the number to further readability.

In addition to the number I added the logo and wave number to the top and bottom of the bib respectively.

There are faint holes in the corners so that racers can pin the bib to their shirt.

## RACE BIB

# Mockups

I chose to mockup the race bib onto a t shirt because this is where it would be worn in most cases.

This design was one of my favorites to make for this project. I enjoyed making the race bib because it gave me more freedom than some of the other outputs I designed for.

I anticipate the wave number changing in correlation to the wave each individual racer is in. I used the green for the wave number to tie in the green from the two color logo at the top of the race bib.



**DIGITAL**

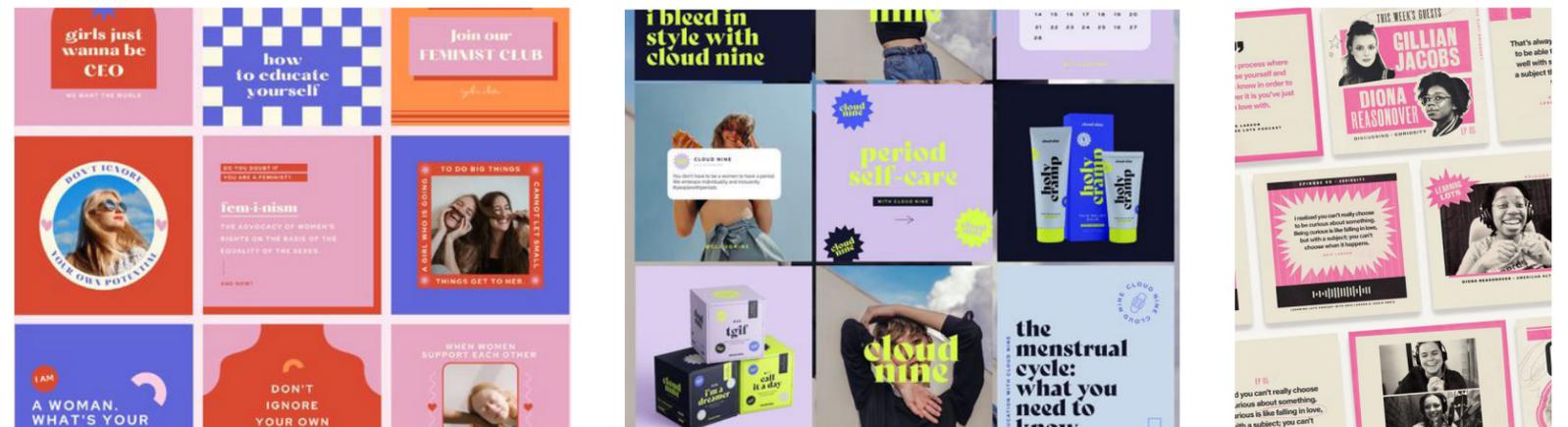


## SOCIAL MEDIA

# Inspiration

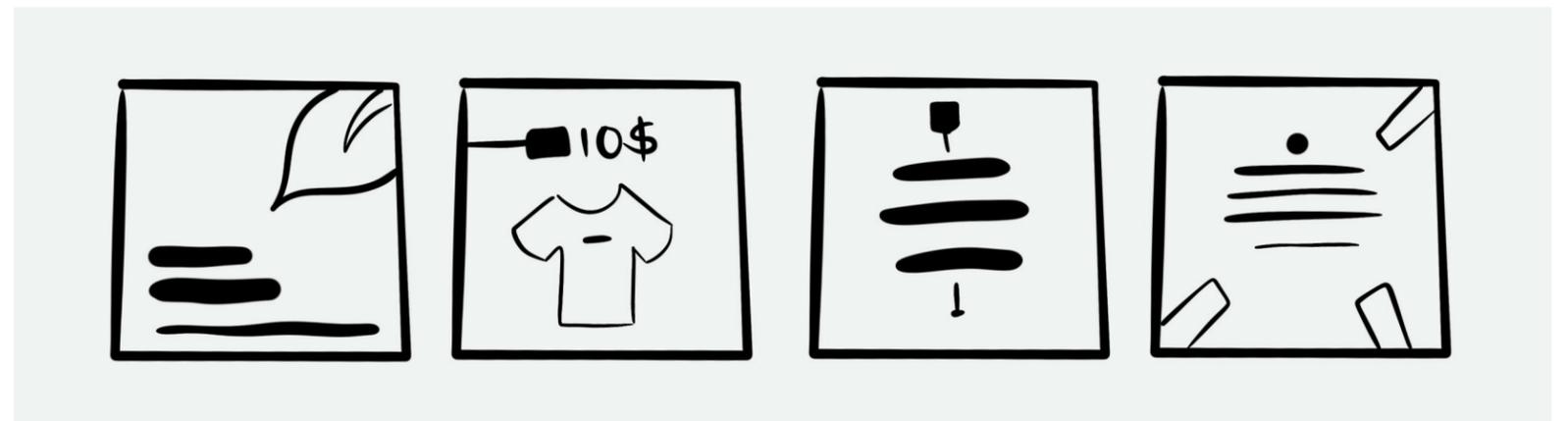
I was inspired by these posts because the use of the simplistic graphic elements.

I also liked how they treated the type in the posts.



# Sketches

I sketched a few different variations of social media posts. I used the oars to lead the eyes to the prices of the merchandise. I also used them to frame the text on some of the other variations.



SOCIAL MEDIA

# Social #1

This social media is a scrolling post where the elements cross from page to page.

I wanted to feature the different merchandise items so that people could see what was going to be offered at the event before the event.



SOCIAL MEDIA

# Social #2

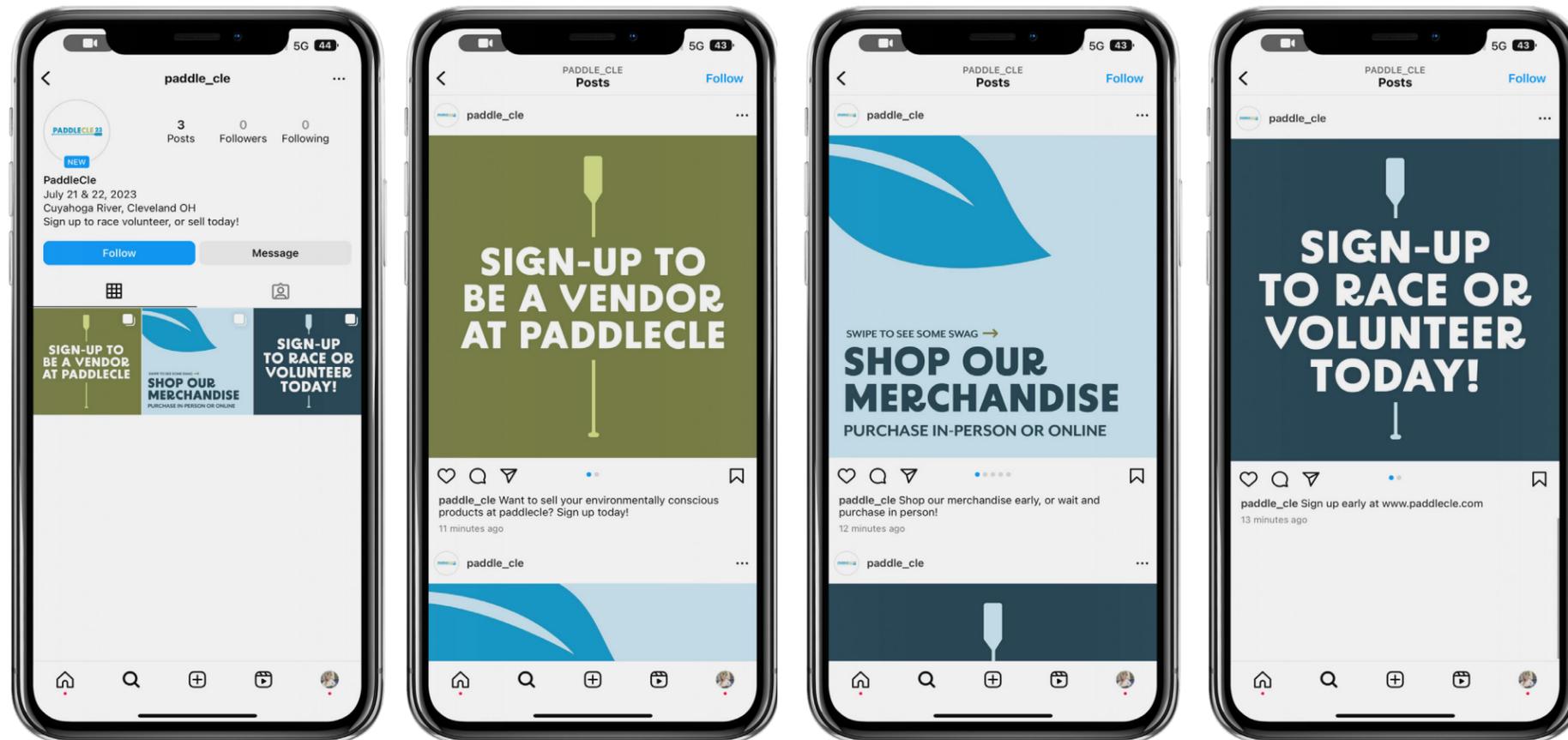
This post is targeted towards potential vendors. I wanted advertise vendor booths for people aiming to sell environmentally conscious products.



# Social #3

This post is targeted towards potential race attendees and volunteers. I used the flat design of the two registration wristbands.





SOCIAL MEDIA

# Mockups

I chose to only mockup a few of the post to avoid redundancy, but I think it is clear how they would present on an Instagram profile.

I also chose to add them to cell phones because It brings the designs to life to see them in the same format that most people would be viewing them from.

## BACKGROUND

## CONTACT

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Portfolio: <https://www.behance.net/eleanorschauer>

# Thank you!

Thank you so much for taking the time to view my process book, I appreciate it!