

1 Cohesive Design Strategy

Branding is an emotional connection between the provider and end user. It can be empowering in the sense that it allows the customer to feel as if they belong to something larger. It is this feeling, along with the consistency of positive touches with a company, that keep the customer returning to do business with a particular brand.

Design and business strategies should work in tandem to strengthen a brand image. Business strategies provide a framework for the brand values and what it stands for...the ideals that differentiate them from others. Design and creative strategies then act as the vehicle to carry those values and communicate them visually to the customer while maintaining consistency in the message.

Although branding goes far beyond the visual aesthetics, design plays a major role in the development of the brand's identity. This is the element of a brand that gives it its visual appeal and sense of personality.

Apple Computers and Coca Cola are two examples of successful unions between branding ideals and visualization. Products, packaging, stores, clothing, commercials all herald an identity and personality that the entire world has come to associate with the respective brands. This has not happened by chance, but instead by deliberately and painstakingly developing and maintaining a set of design standards that are applied to every facet of their business.

Although Scantron enjoys strong corporate brand recognition, its visual identity has varied across its products and services. This project was undertaken to create a consistent look and feel to complement Scantron's brand and support its values and positioning.

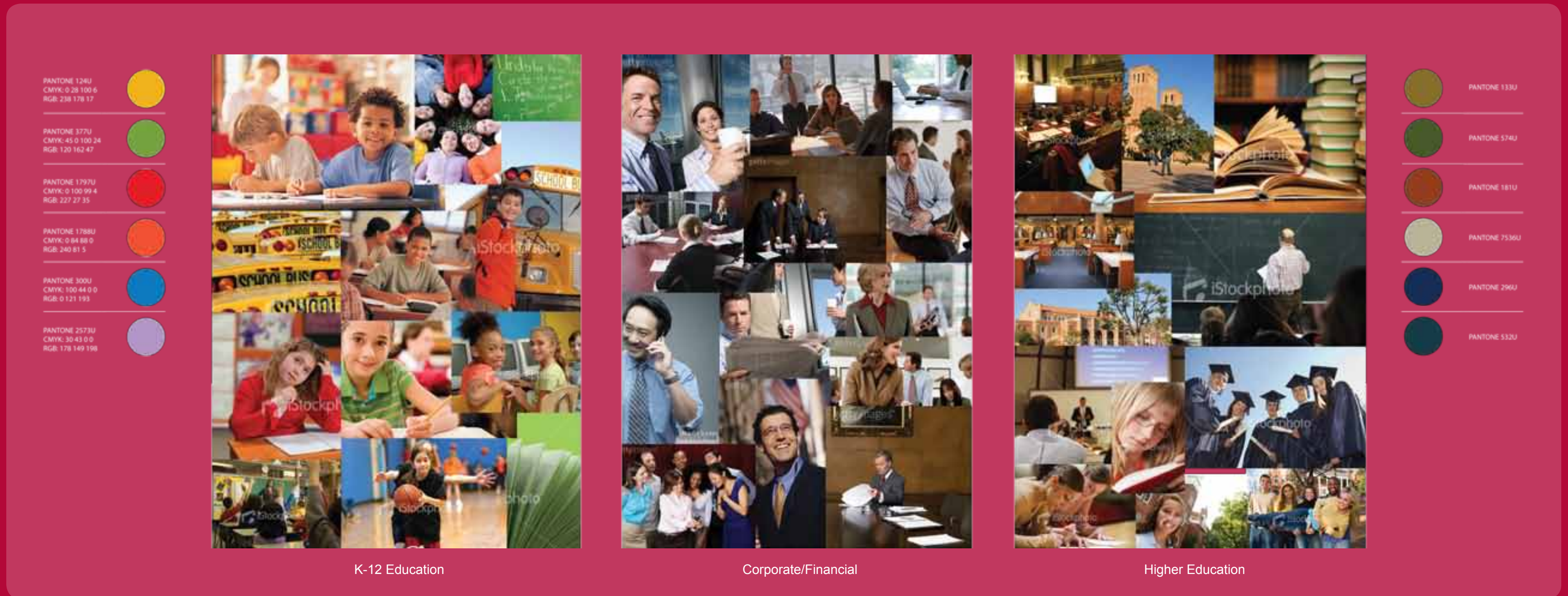


Cohesive brand example - Apple



Cohesive brand example - Coca Cola

2 Process {mood boards}



Mood boards, or concept boards, were created to assess the overall feel of the project by putting together images and objects which were representative of Scantron's target audience. Mood boards are extremely useful at the early stages of a project because they serve as a guide that helps focus on a theme and color palette before proceeding further in the design process.

In this case, we built three mood boards for each of Scantron's core audiences: K-12 Education, Corporate/Financial and Higher Education. From each board we pulled out six prominent colors and matched them to standard PMS colors. The color palettes for Higher Education and Corporate/Financial were similar enough that we were able to combine them to one set of six colors.

3 Process {color studies}

PANTONE 124U CMYK: 0 28 100 6 RGB: 238 178 17		PANTONE 133U CMYK: 0 0 0 100 RGB: 0 0 0		Cool Colors Blue - strong, important, peaceful, intelligent
PANTONE 377U CMYK: 45 0 100 24 RGB: 120 162 47		PANTONE 574U CMYK: 0 0 0 100 RGB: 0 0 0		Warm Colors Red - energy, strength, power, determination, motivation Yellow - happy, joy, cheerful, remembrance Gold - riches, extravagance, bright, traditional Orange - energy, warmth, change, health
PANTONE 1797U CMYK: 0 100 99 4 RGB: 227 27 35		PANTONE 181U CMYK: 0 0 0 100 RGB: 0 0 0		Mixed Colors Lavender - grace, elegance, delicate, feminine Green - growth, health, environment, harmony
PANTONE 1788U CMYK: 0 84 88 0 RGB: 240 81 5		PANTONE 7536U CMYK: 0 0 0 100 RGB: 0 0 0		Neutral Colors Gray - formal, conservative, sophisticated Silver - sleek, glamorous, rich Brown - earthiness, wholesomeness, simplicity, friendliness Beige - conservative, relaxing
PANTONE 300U CMYK: 100 44 0 0 RGB: 0 121 193		PANTONE 296U CMYK: 0 0 0 100 RGB: 0 0 0		
PANTONE 2573U CMYK: 30 43 0 0 RGB: 178 149 198		PANTONE 532U CMYK: 0 0 0 100 RGB: 0 0 0		

Understanding the meaning of color is important in order to convey the right tone, message, and evoke the desired response.

At this point in the process we studied our initial palettes and researched the physical, emotional and cultural reactions to each color. We also studied the existing brands of other competitors in the same industry.

We then narrowed the possible choices to what we felt were the three most viable options and proceeded with more in depth color studies.



Using Red: Use the color red to grab attention and to get people to take action. Use red when you don't want to sink into the background. Use red to suggest speed combined with confidence.

Red is the color of fire and blood, so it is associated with energy, strength, power and determination.

Red is a very emotionally intense color. It enhances human metabolism, increases respiration rate, and raises blood pressure. It has very high visibility, which is why stop signs, stoplights, and fire equipment are usually painted red. In heraldry, red is used to indicate courage. It is a color found in many national flags.

Culture of Red: Red is power, hence the red power tie for business people and the red carpet for celebrities and VIPs (very important people).

In some cultures, red denotes purity, joy, and celebration. Red is the color of happiness and prosperity in China and may be used to attract good luck.



Using Blue: Blue is the color of the sky and sea. It is often associated with depth and stability. It symbolizes trust, loyalty, wisdom, confidence, intelligence, faith, truth, and heaven.

Blue is considered beneficial to the mind and body. It slows human metabolism and produces a calming effect. Blue is strongly associated with tranquility and calmness. In heraldry, blue is used to symbolize piety and sincerity.

Blue is a masculine color; according to studies, it is highly accepted among males. Dark blue is associated with depth, expertise, and stability; it is a preferred color for corporate America.

Blue conveys importance and confidence without being somber or sinister, hence the blue power suit of the corporate world and the blue uniforms of police officers. Long considered a corporate color, blue, especially darker blue, is associated with intelligence, stability, unity, and conservatism.

Culture of Blue: In many diverse cultures blue is significant in religious beliefs, brings peace, or is believed to keep the bad spirits away.

In Iran, blue is the color of mourning while in the West the something blue bridal tradition represents love.



Using Green: With both a warming and cooling effect, the color green denotes balance, harmony, and stability.

Green is life. Abundant in nature, green signifies growth, renewal, health, and environment.

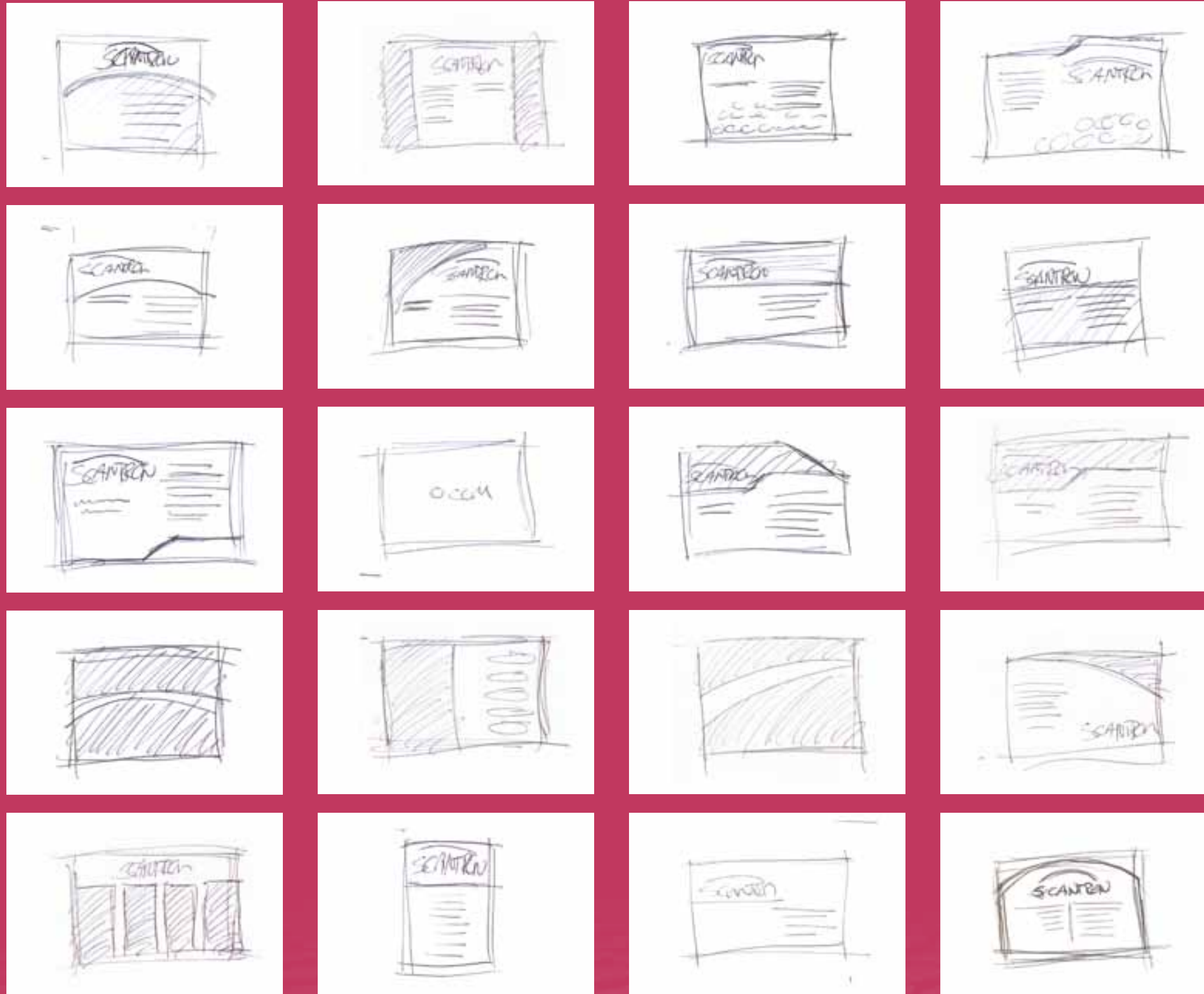
Green is a restful color with some of the same calming attributes of blue. Like blue, time moves faster in a green room.

Culture of Green: Green is the national color of Ireland and is strongly associated with that country.

Green also has close associations with Islam.

Because of all the green in nature the color is reminiscent of spring.

4 Process {sketches}



Through sketching, we were able to quickly apply form to our conceptual ideas.

We chose to use business cards as the canvas for our initial ideas so that we would begin the physical design process in a manageable space. By working with such a small canvas, we also forced ourselves to drill down to the essence of each design idea and create basic elements that could later be applied and built upon in other mediums.

5 Process {applied designs}



After sketching our initial ideas, we took several promising elements and developed them further where we were able to study the effects of color and shape when applied to a finished state.

Consistency was a mantra we repeated throughout the entire design process. Therefore we focused on using various existing Scantron design elements in the updated design, like the Scantron “bubbles” and “bridge”. We felt it was very important that we didn’t try to completely replace the existing brand. Rather, we worked toward building on already recognizable visual elements.

7 Final Design



Our final design was developed based on a number of factors.

Color

- The only consistent color associated with Scantron over the last several iterations of its visual identity has been red.
- Scantron's main competitors are branded in blue, therefore we decided to take the Coca Cola vs Pepsi approach and brand Scantron as uniquely as possible.

Reproduction

- By minimizing the prominent design elements (the dot pattern) and leaving plenty of white space, we've allowed for a great deal of flexibility with regards to content. This design can easily be applied to brochures, stationery, web pages, tradeshow booths, etc.
- By using the same red for the overall design that is found in the Scantron logo, we can add quality to our printed materials by limiting the printed colors to two (red and black) versus three or more colors with our other designs. The savings we garner on a two color print job can be applied to higher quality paper stocks and coatings which are often overlooked in the design process, but are an integral part of any printed piece.
- By choosing to print black copy on a white background versus reversing the copy out of a colored background, we save money in printing costs. We're able to print "shells" of business cards, letterhead and envelopes and add specific individual and location information as the need arises.

Symbolism

- See board #8.

8 Symbolism



Scantron Bubble



Scantron Bubble



Scantron Form Brackets



Individual Data



Comprehensive Data



Moving into the Future

We strived to create a design that was more than just “window dressing.” By studying the company’s history, its positioning statements and its goals for the future, we were able to develop an overall concept that drove the design.

Scantron Bubbles

- We felt that the legacy of the company and road that that legacy has paved should be a prominent feature in the design.
- By using the bubble to emphasize the “dot” in dot com, we were able to apply a modern meaning to it.

Scantron Brackets

- Some Scantron forms use brackets. We were able to incorporate them into the new design while not making them a major design element.

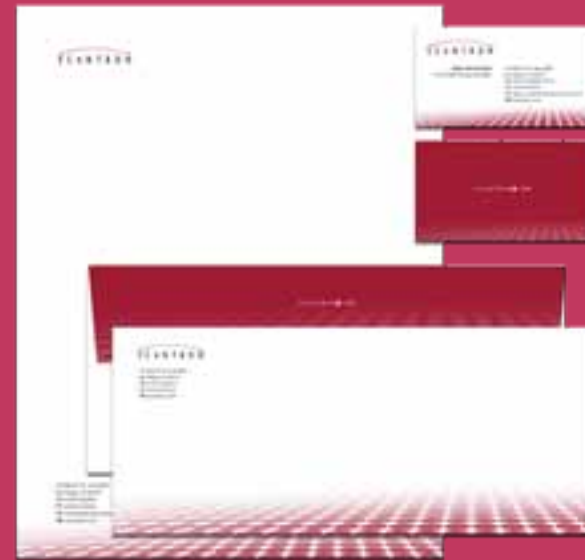
Data

- In our design, the each Scantron bubble represents a piece of individual data. All of the individual pieces of data collectively create a larger, assessable group of data that facilitates the Scantron “Bridge to Knowledge”. At the same time, that data is paving the road to the future of data collection and assessment that is Scantron.

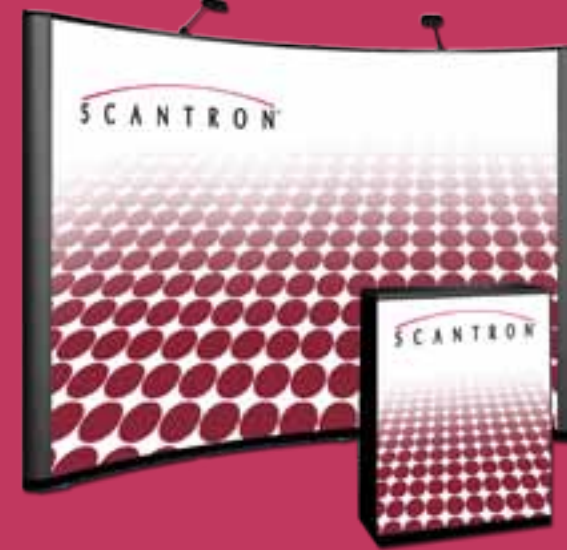
9 Application Samples



Website



Stationery



Tradeshow Booth



Folder



Email Signature



Forms Catalog

Branding cannot be mistaken for merely a logo and a company name, or marketing strategy and research.

A strong brand is defined by creating consistent positive emotional experiences for every instance the customer comes in contact with a particular company...whether it's a business card, a website, a brochure or even an email signature.

Scantron's new visual identity will bolster its brand recognition, provide additional competitive differentiation, and provide a consistent visual presence across all products and services.