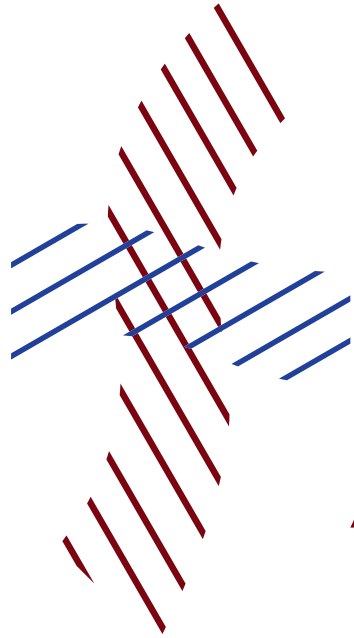


**B**



# *FINITE FIBER*

Process Book

## **WILLIAM BROOKS**

Rebranding | Corp ID | *Fall 2025*

# RESEARCH

William Brooks | Rebranding | Corp ID | *Fall 2025*

# Mark Comparisons

## Manufacturing

Good



### AKron Belting and Supply Co.

This company specializes in the production of belt fabrics through various contracts. Disregarding the text to the right of the logo, the "A" and "B" are shaped into what the company is primarily manufacturing. The indent of the "B" is grayscaled to look like a belt as well, which play more into their sole purpose. This logo accomplishes representing the company through a two-color system.

## Non-Profit

Good



### Truly Reaching You Inc.

This non-profit organization attempts to rehabilitate convicts into the working class. Using the word "attempt" plays into the overall design of the logo. "TRY" is not only an abbreviation of the organization's full name, but gives a theme to their cause. The indent of the hand replacing the indent of the "R" ties into this as well, and still visually represents the "R" beautifully.

## Professional

Good



### Innis Maggiore Ad Agency

Innis Maggiore makes a point to address their message: "100% Focus, 1 Message." Their logo also accurately reflects this message. The "i" and "m" are blended together, and use a contrasting red and orange to differentiate these letters. The usage of lowercase is also unique. The "i" can also be interpreted as their clients, which plays into their dedication of individuality among their projects.

## Retail

Good



### Northeast Furniture Rental & Sales

Northeast's purpose is the sale and rental of furniture. The "n" of northeast is visually represented as a desk, which is complimented by a minimalist treatment of lines to make it's unique shape stand out more. The object shaped like a chair does not take away from the focal point which is also notable. This logo captivates the company's purpose minimally.

## Service

Good



### Apprisen Debt Management

While Apprisen's logo is very simple in nature, the service plays a huge part of the design. Apprisen's service is debt management, which can be a complicated endeavor to take on. The logo's approachable nature with the usage of light green hues in the abstracted "A" and the simplistic font choice assist in visually portraying their provided service.

Bad



### Finite Fiber

The purpose of Finite Fiber is the production of fiber in polymer-based materials. While the name is clever, the logo of the "f" doesn't fully take advantage of the playful nature of it. In this case, the placement of the "f" is way too close to the type. It almost reads "FiniteFiber" instead of the intended separation of the two words. The "f" does not contribute anything to the company's name and purpose.

Bad



### VANTAGE Aging

VANTAGE Aging provides support to older adults who wish to live independently. Their mission is very admirable. Like other logos being compared, there are some elements incorporated here, like the color of "age" in "Vantage" being different, but the hue makes the letters hard to read when put on a white background. The icon also doesn't contribute anything to the name as much as the name itself does.

Bad



### Computer Technology Management Services

CTMS offers reliable IT services to their business clients. Their website is managed and designed very well. Their logo complements that only in color palette. The symbol seems to be used as filler for the text, and seems to be misaligned with it as well. The typeface pairing of the italic treatment and the blocky nature of "CTMS" isn't visually appealing either.

Bad



### Advanced Office Copiers

Advanced Office Copiers provides businesses with the sales of office copiers geared towards business-related usage. The only element connecting the company's affiliation with copiers is the wavy line that divides the red and black treatment of "AOC." This logo doesn't convey the company's purpose/name in a visually unique way, and only serves as a secondary element to the company name itself.

Bad



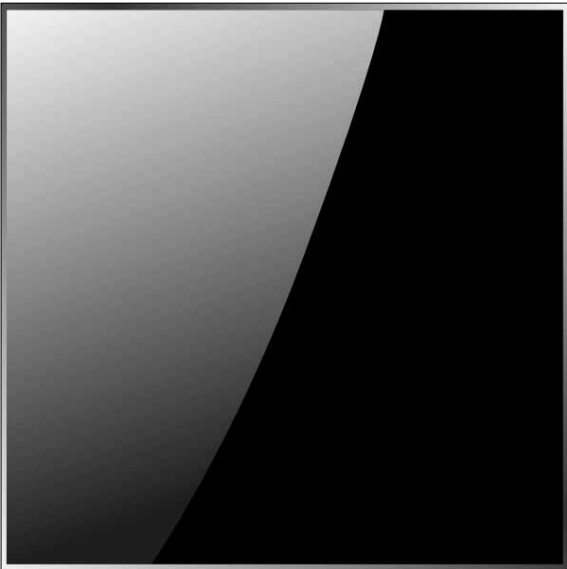
### JLW Tax & Financial Services

JLW offers tax and financial assistance to their clients. While taxes can be a serious thing, the inclusion of the eagle seems to only occupy space to allow the text underneath it to be symmetrical. The color palette throughout is comprised of clashing colors when paired together. The "TM" can also stand out more, since the name is their trademark and is their property. "LLC" also has this issue too.

# RESEARCH

## Finite Fiber Competitors

Corning, Inc.



*Corning is vital to progress – in the industries we shape and in the world we share. We invent life-changing technologies using materials science. Our scientific and manufacturing expertise, boundless curiosity, and commitment to purposeful invention place us at the center of the way the world interacts, works, learns, and lives. Our sustained investment in research, development, and invention means we're always ready to solve the toughest challenges alongside our customers.*

Panduit



*Panduit has grown to become a global leader in infrastructure and connectivity solutions, trusted for the high quality of our products and continuing innovation. As a technology-driven, customer-centric company, our passion for innovation drives everything we do. We put your needs at the heart of our strategy by making targeted R&D investments and working closely with you to provide and develop products that push the boundaries of innovation further to address your unique needs and help grow your business.*

AFL (America Fujikura Ltd.)



*At AFL, we design, manufacture and deliver innovative solutions and reliable services that make connections possible all around the globe. While that is what we do, AFL is much more than that. We are a group of talented individuals who strive to make a difference. We are laser-focused on delivering the ultimate customer experience, and we are just as committed to serving the global communities where we live and work.*

# RESEARCH

## CTMS Competitors

### Kloud9 IT



*Kloud9 was founded in 2006 beginning as a simple computer repair and consulting company that would ultimately grow into something more. Founder, Trent Milliron is an IT professional with years of experience and a unique perspective on the tech industry. His particular experience motivated him to take an innovative approach to IT, opening Kloud9 to help businesses find tech solutions.*

### Northstar Technology Services



*Eric Williams founded NorthStar Technology Services in 2008 and has been in the IT industry for over 30 years. He originally started out selling printer protocol converters, and after successfully starting and then selling his own company in 1999, Eric ventured into other opportunities returning to IT. It's there that he discovered joy in helping friends and connections with tech issues in their various industries. He eventually turned this into a proper running business, where he was able to bring on a team of technicians to provide more assistance.*

### Back to Business IT



*With the increasing demands and pace of customer expectations, organizations today require a forward-thinking, experienced partner to help them succeed. Back To Business I.T. is led by the most experienced and certified team of experts in the Miami Valley. As a service brand of The Greentree Group and one of the most tenured managed service providers (MSPs) in the area, we're proud to be one of the first to offer commercial services to companies of any size across a variety of industries. At the end of the day our goal is simple: to help you get back to business.*

# RESEARCH

## JLW Competitors

### Summit Accounting and Tax



*At Summit Accounting and Tax, we are more than just a bookkeeping and accounting firm – we are your neighbors and fellow small business owners committed to empowering ventures like yours with tailored solutions that drive growth and success. As a family-owned and operated business run by three sisters who grew up in Enumclaw, we understand firsthand the unique challenges of local entrepreneurs. Whether you're just starting out or expanding your business, we're here to provide the personalized accounting support you need to thrive.*

### Fully Accountable



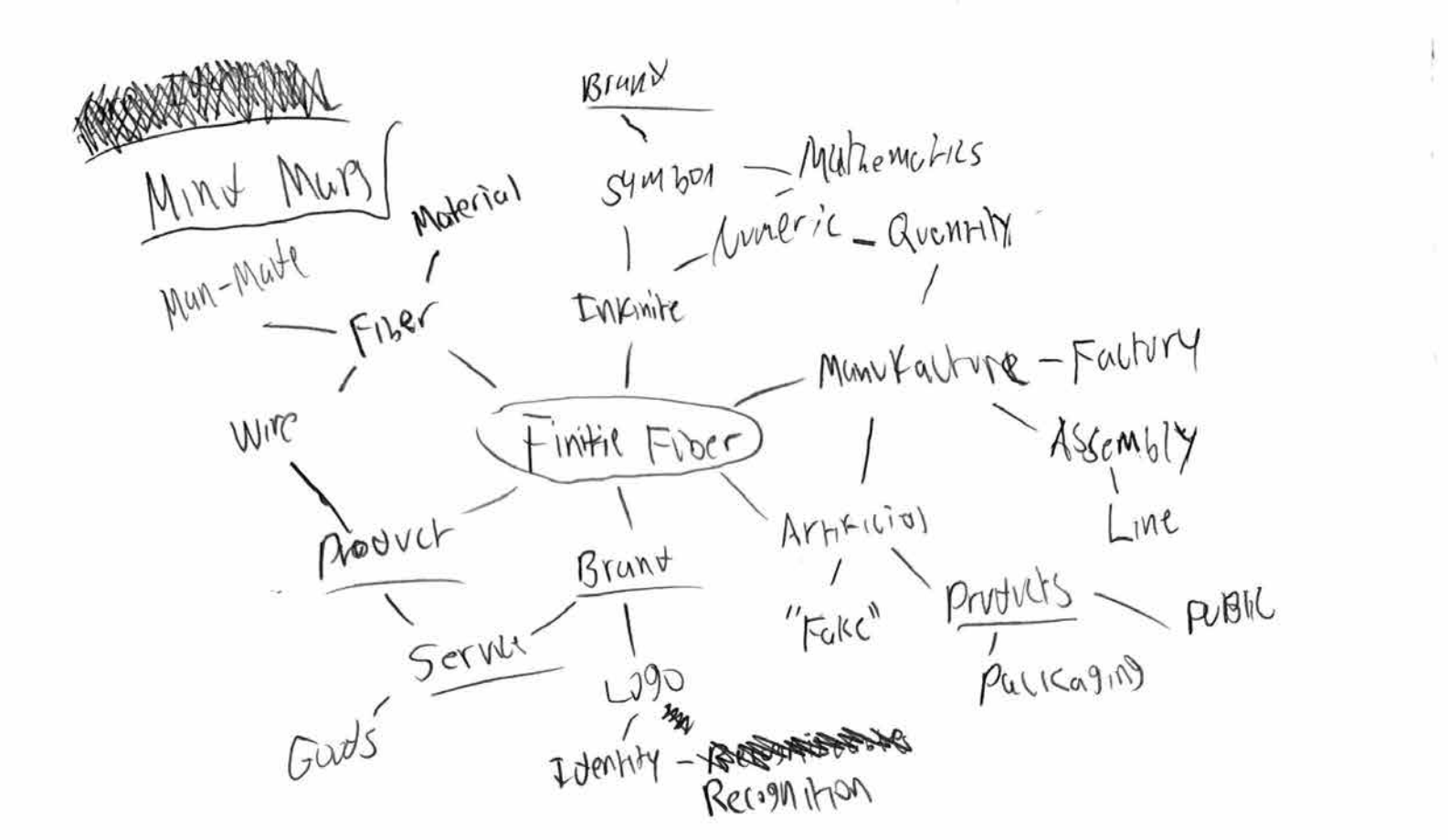
*Fully Accountable is an outsourced accounting and finance firm for small and medium sized eCommerce and digitally based businesses. Our mission is to help 10,000 companies double their profit margins. We believe providing our client companies with better, real-time data, helps them make better decisions and ultimately be more profitable. As an extension of your team, we will do the hard work. You will be provided with clear, concise, and easy to understand analysis advice on a daily, weekly, and monthly basis.*

### Jackson Hewitt Tax Services

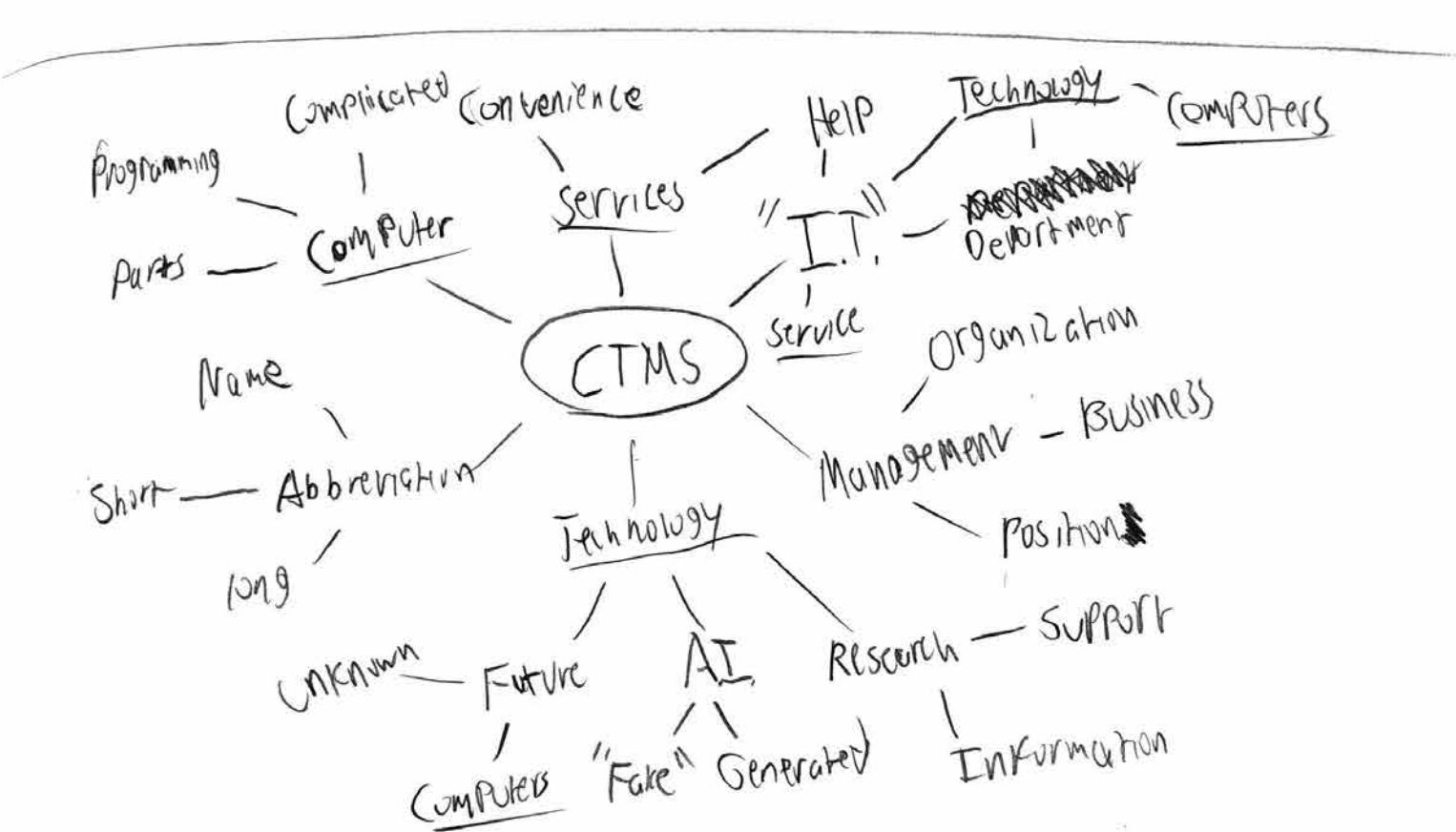


*Get your taxes filed accurately on time, and rely on our Max Refund Guarantee by a tax expert at a Jackson Hewitt near you, or inside your local Walmart store. You can even leave your tax docs with a local Tax Pro to file for you, and go about your busy day. A Jackson Hewitt Tax Pro near you can help you set up a payment plan with the IRS, help you understand Child Tax Credits and all the deductions you qualify for, and explain the latest tax laws. Our expertise is top tier.*

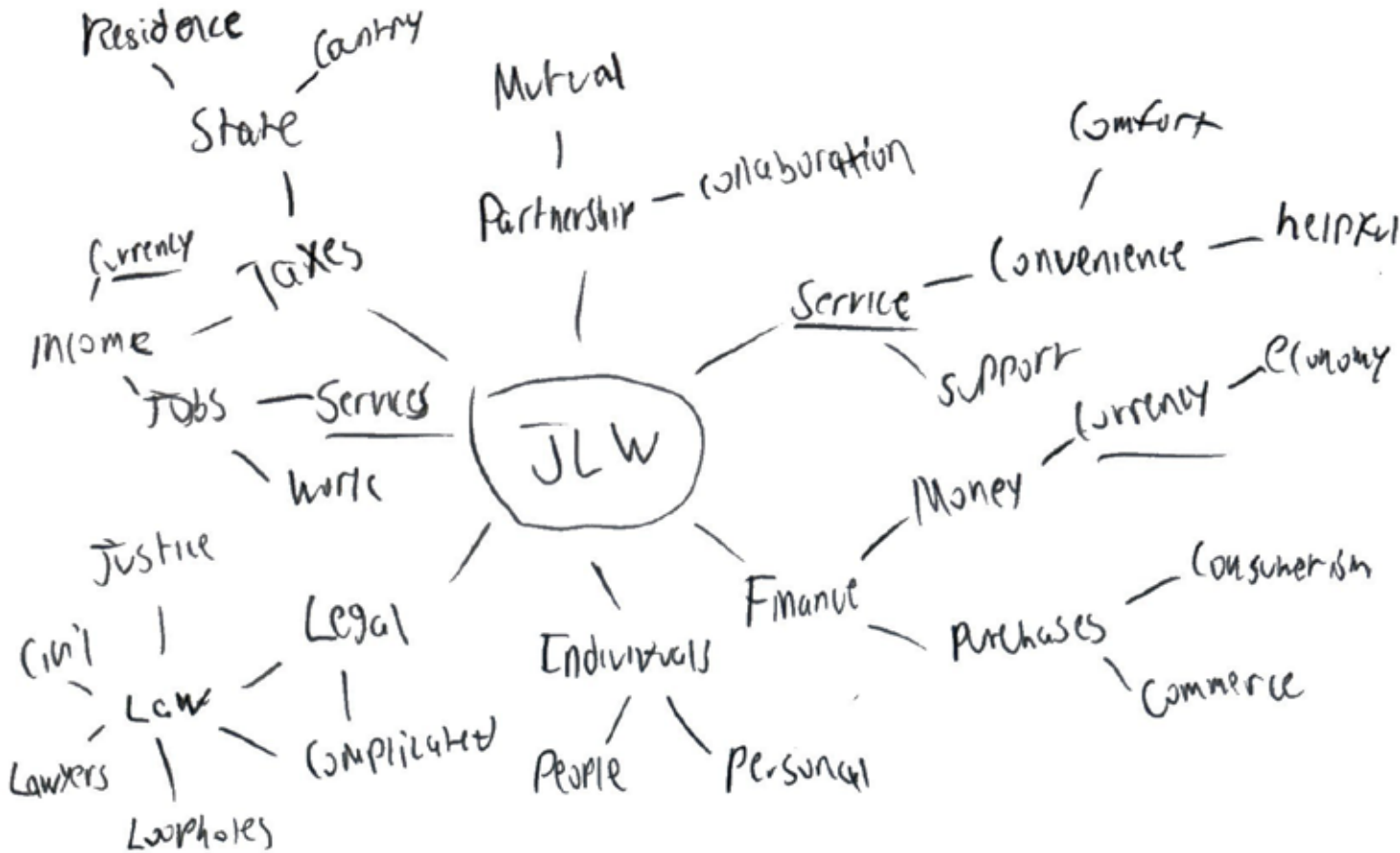
# MIND MAPS FOR BUSINESSES



# MIND MAPS FOR BUSINESSES



# MIND MAPS FOR BUSINESSES



# PRELIMINARY VISUAL VOCAB LIST

## Visual Vocabulary

### 1. Finite Fiber

- Symbolic
- Simplistic
- = Appealing

### 2. CTMS

- Established
- = Friendly
- Futuristic

### 3. JLW

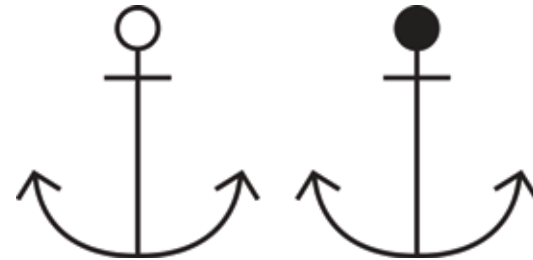
- Collaborative
- Comparable
- Stable

# VISUAL VOCAB - FINITE FIBER



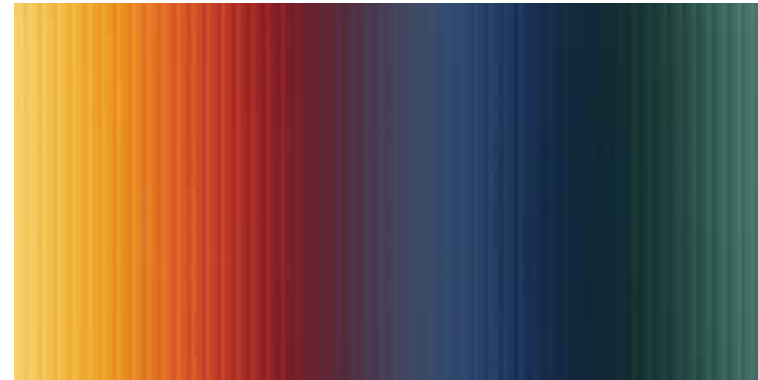
**Symbolic**

# VISUAL VOCAB - FINITE FIBER



**Simplistic**

# VISUAL VOCAB - FINITE FIBER



**Appealing**

# VISUAL VOCAB - CTMS



## Established

# VISUAL VOCAB - CTMS



## Friendly

# VISUAL VOCAB - CTMS



**Futuristic**



# VISUAL VOCAB - JLW TAX & FINANCIAL SERVICES



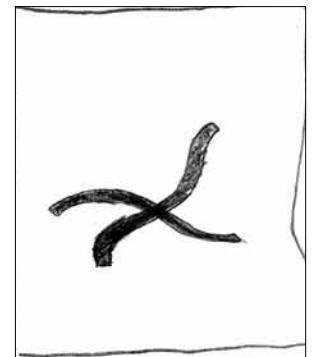
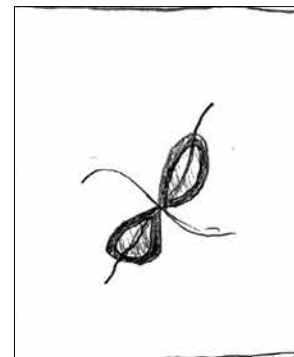
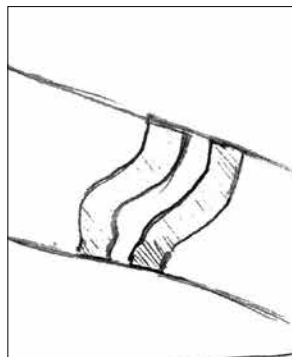
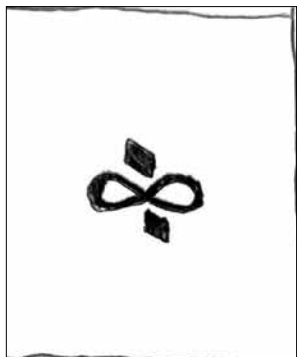
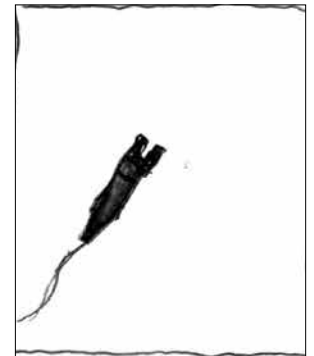
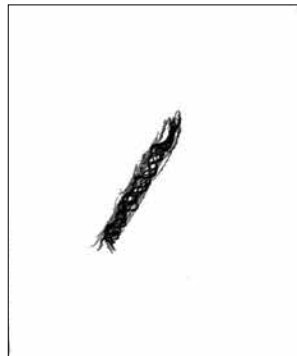
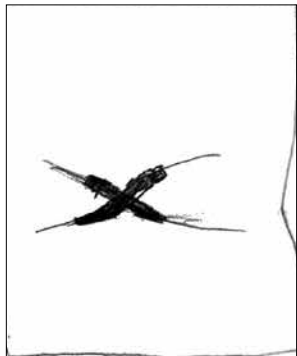
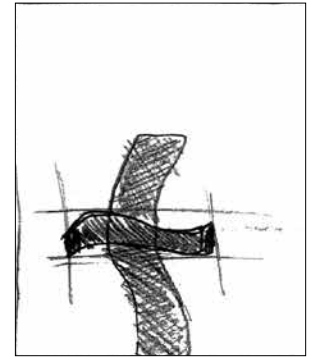
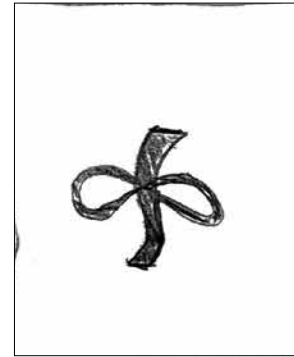
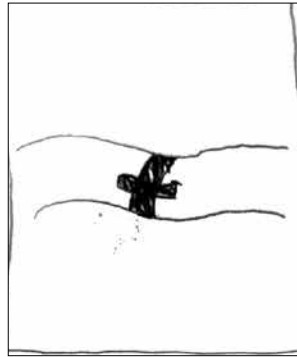
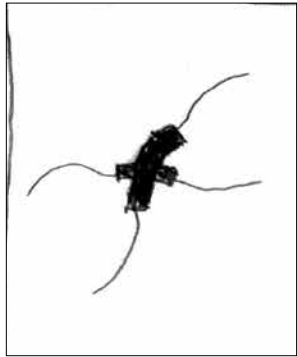
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# VISUAL VOCAB - JLW TAX & FINANCIAL SERVICES

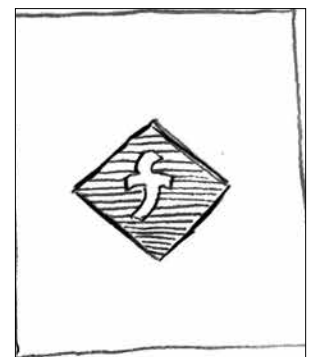
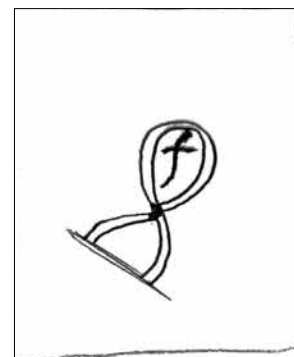
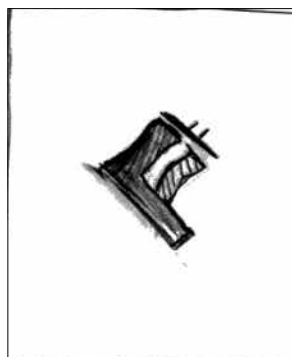
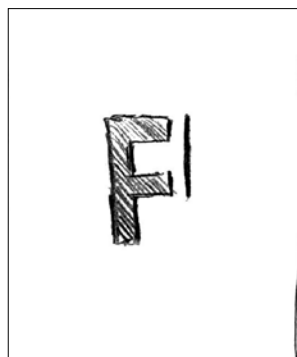
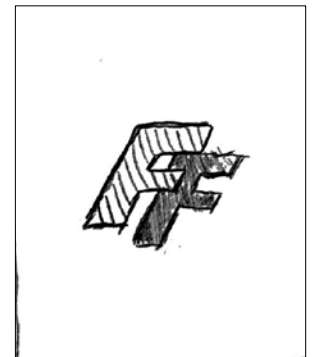
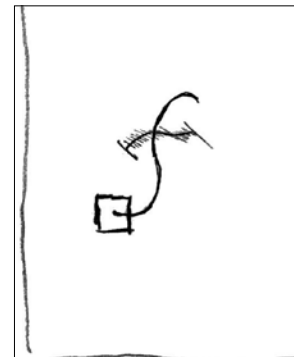
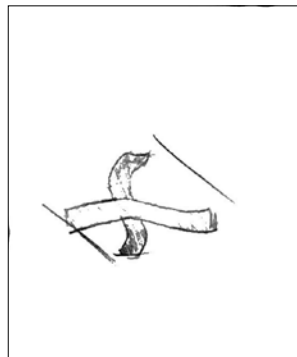
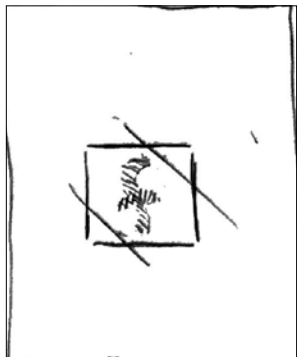
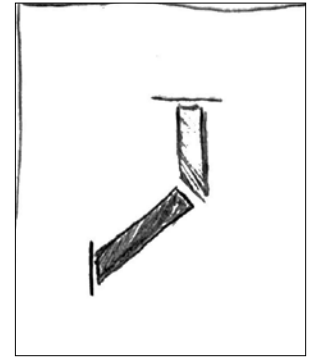
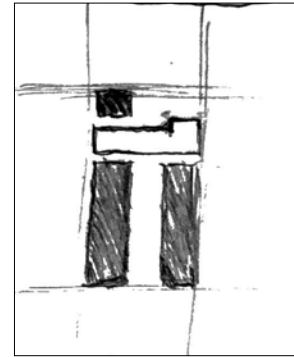
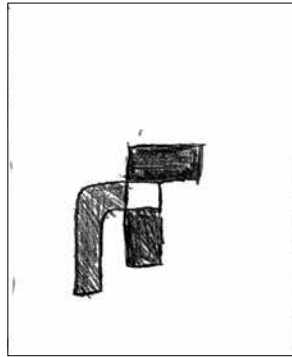
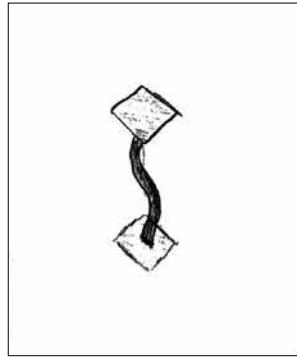
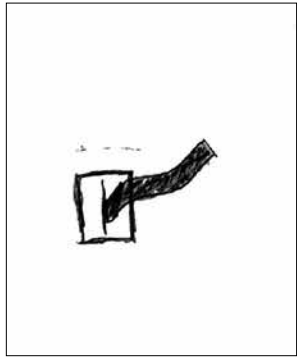


**Stable**

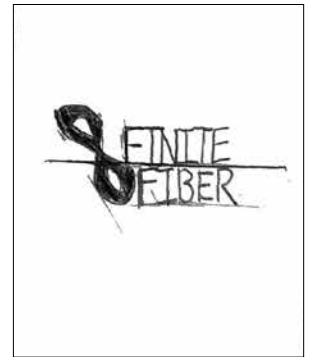
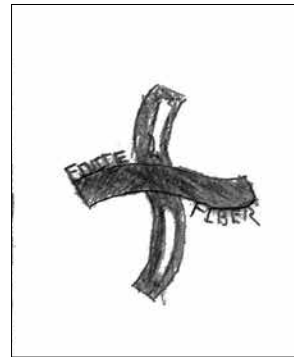
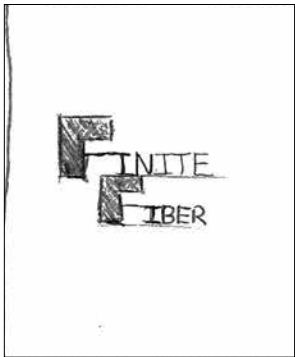
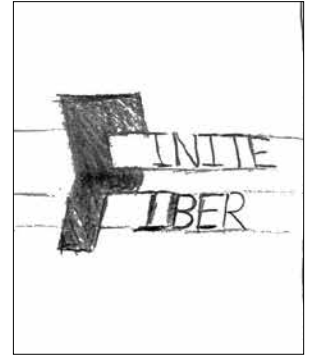
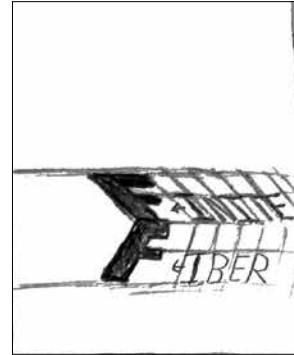
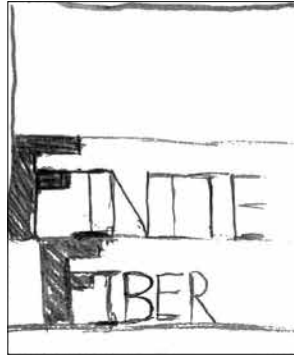
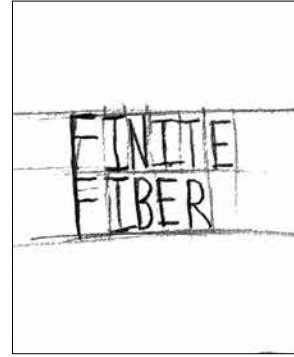
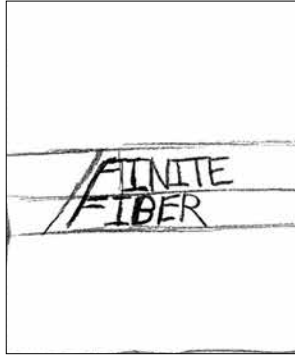
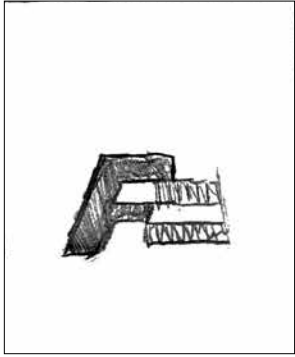
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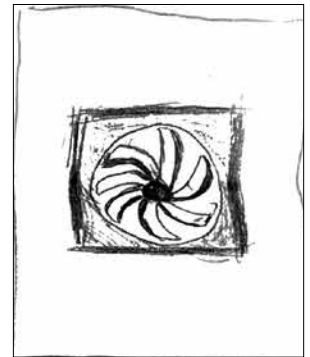
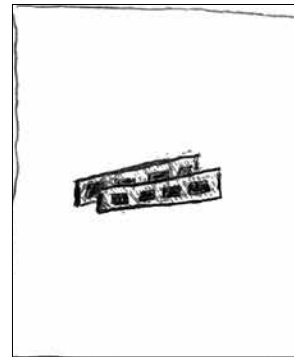
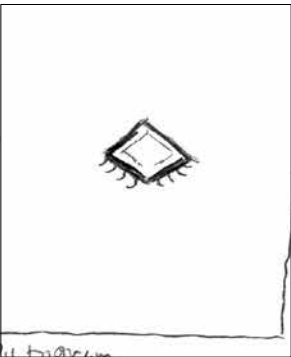
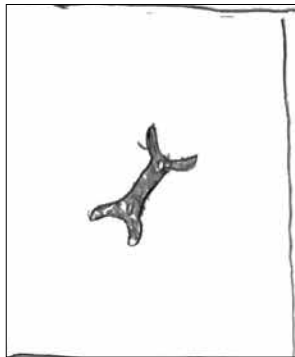
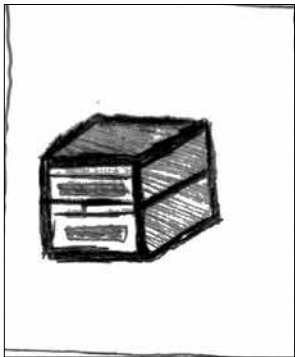
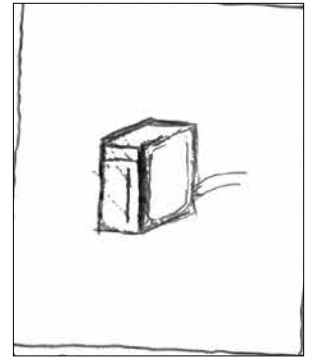
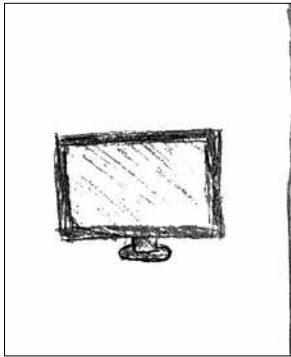
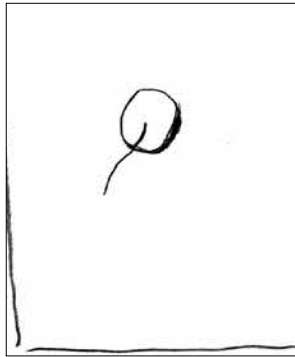
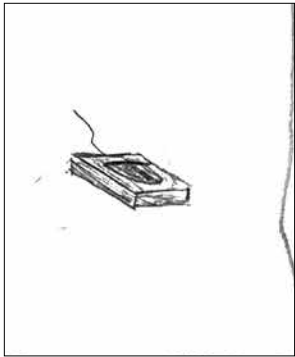
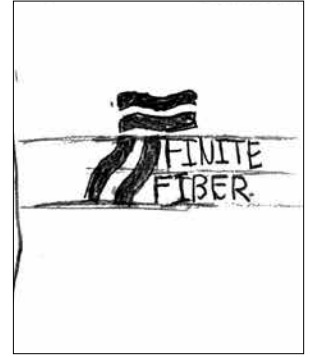
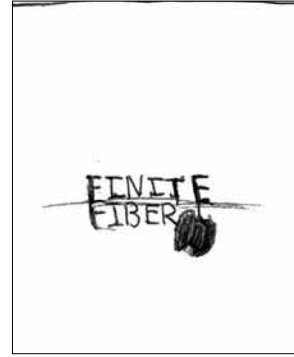
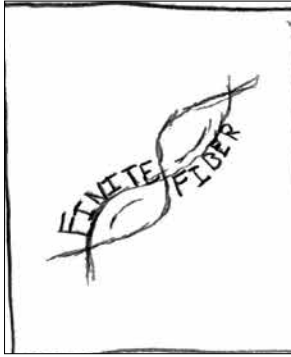
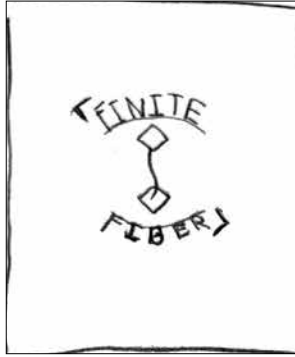
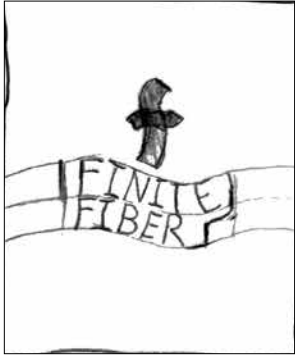
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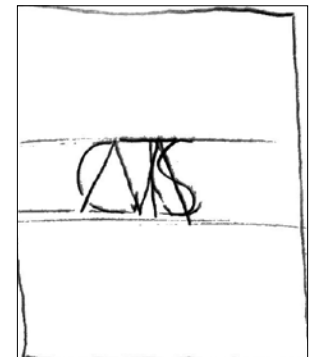
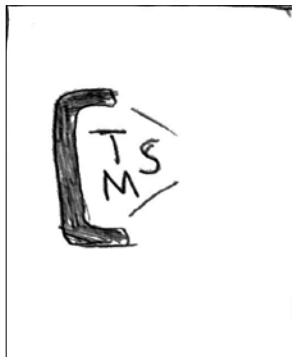
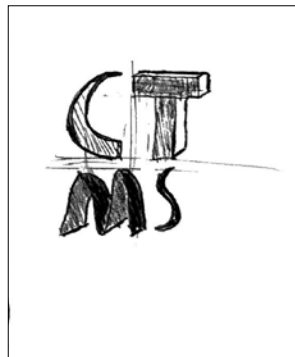
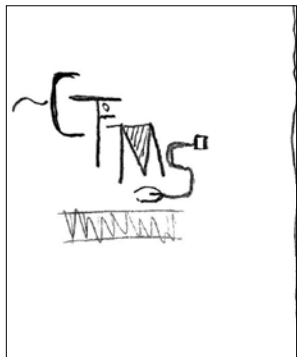
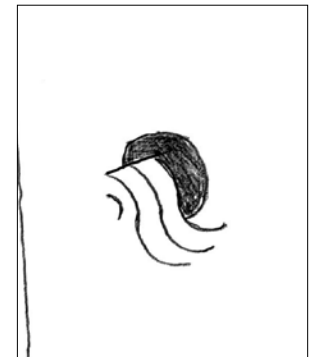
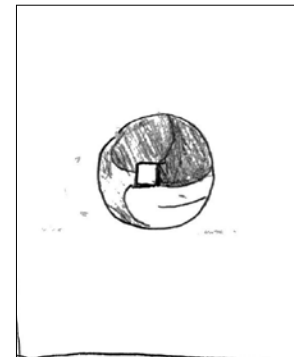
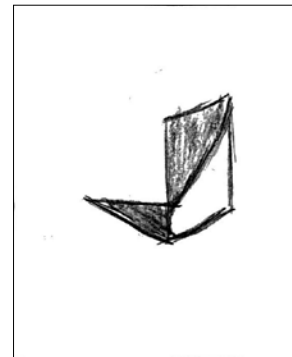
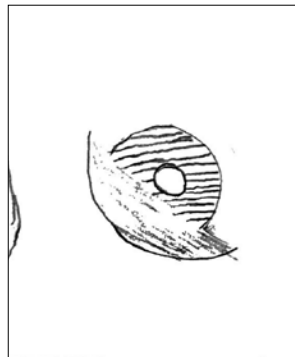
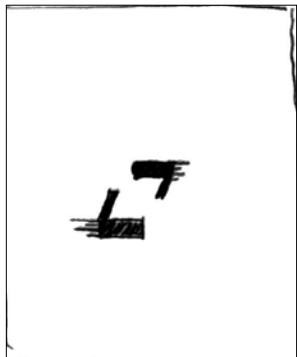
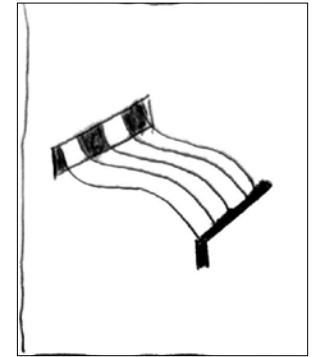
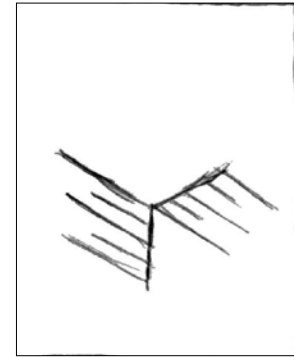
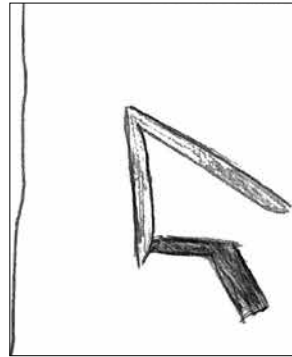
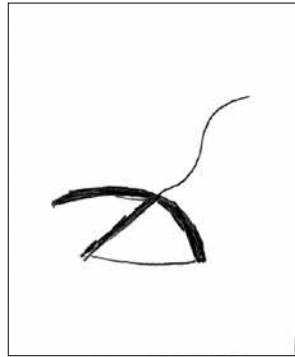
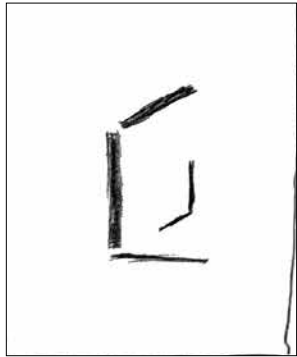
# INITIAL SKETCHES



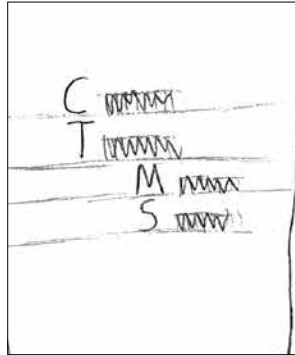
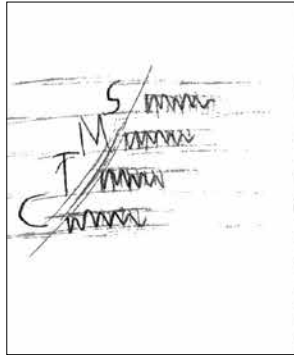
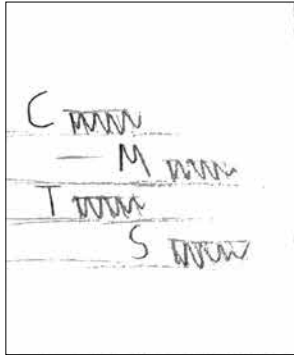
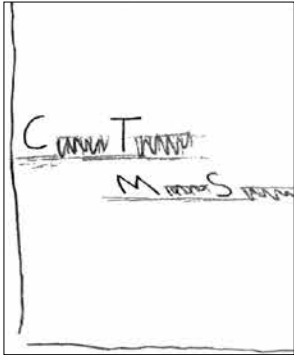
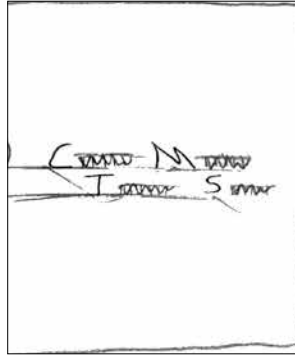
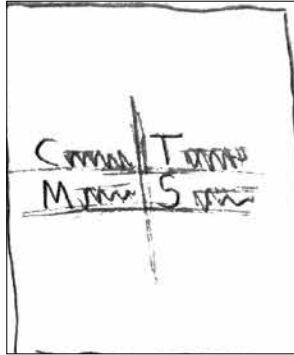
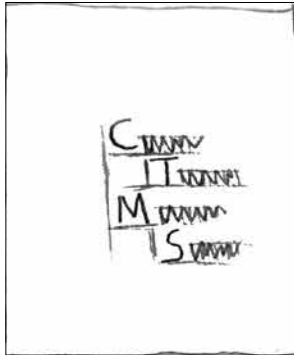
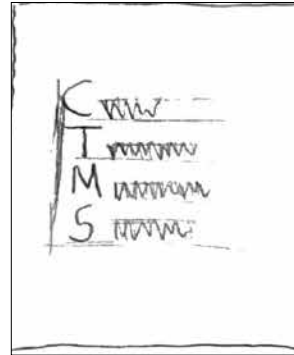
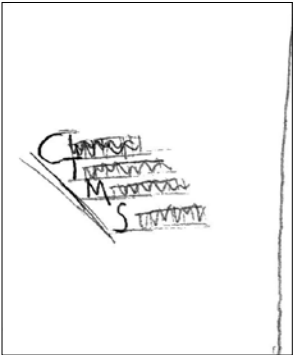
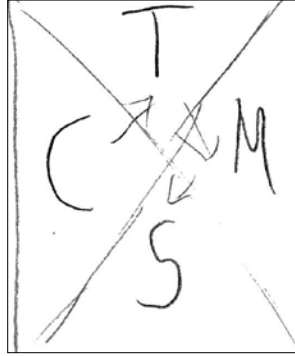
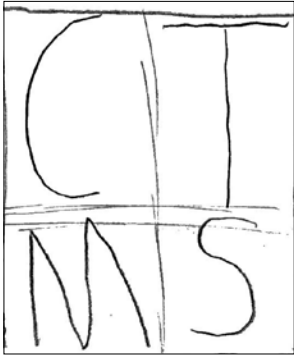
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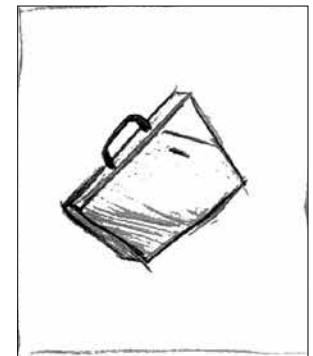
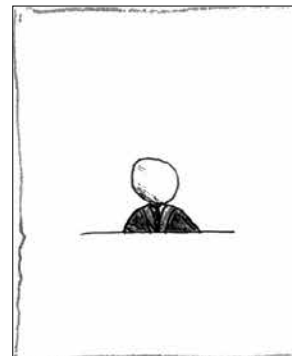
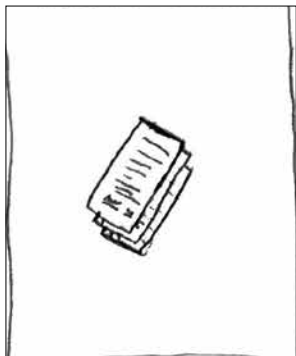
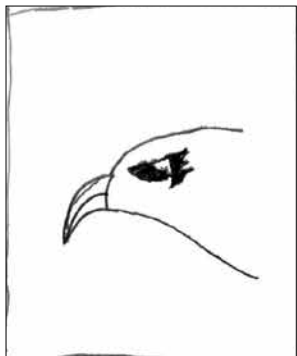
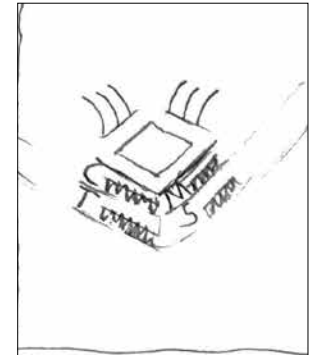
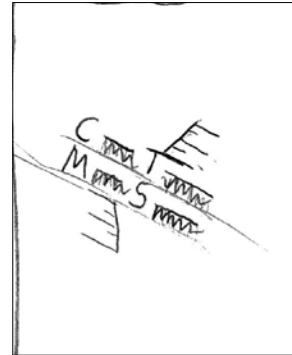
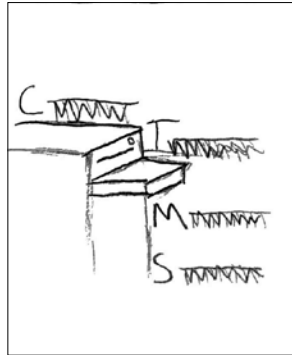
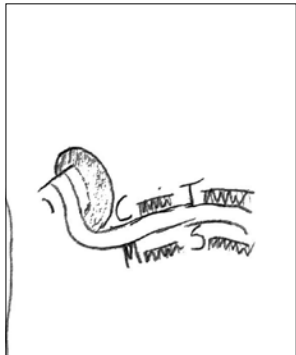
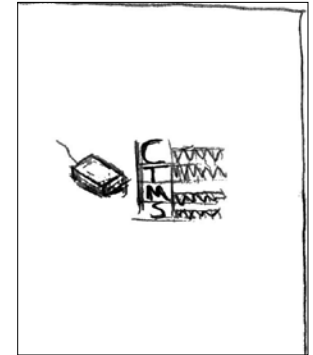
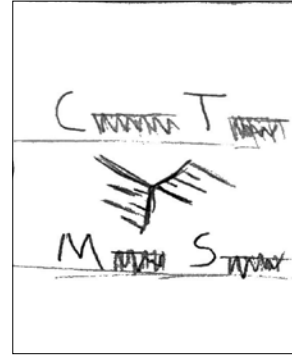
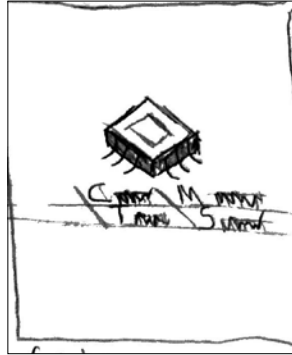
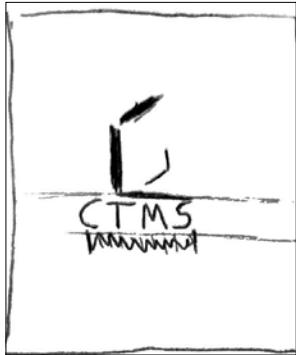
# INITIAL SKETCHES



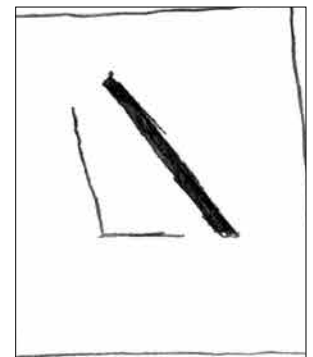
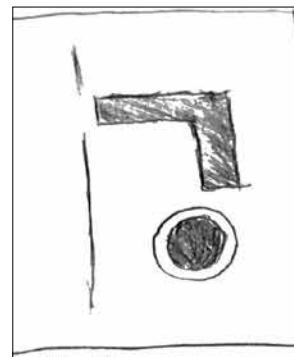
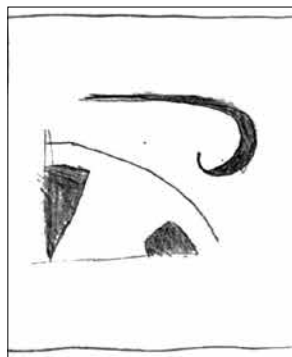
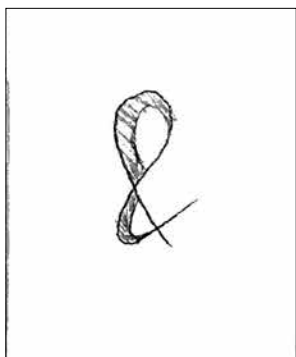
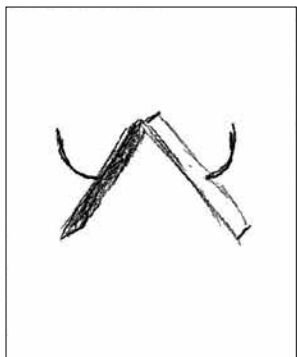
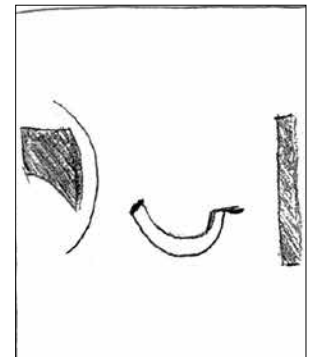
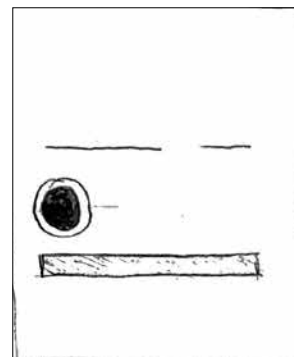
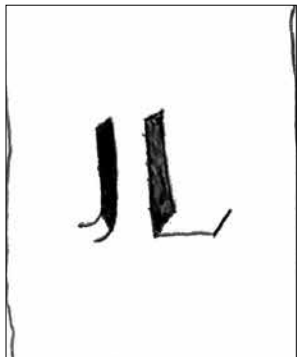
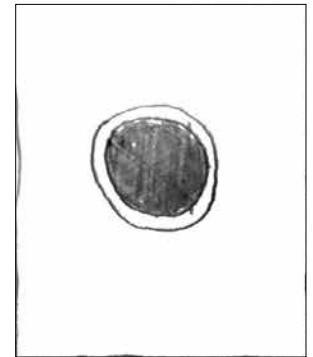
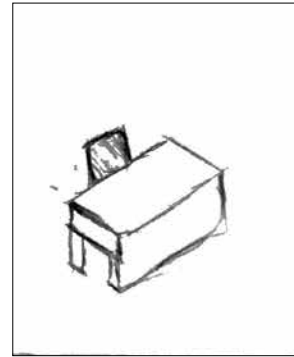
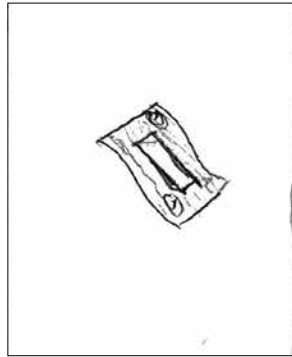
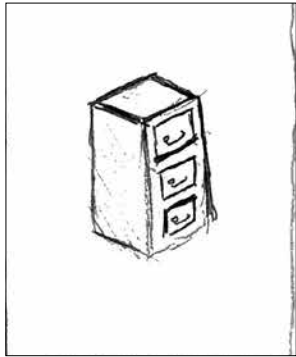
# INITIAL SKETCHES



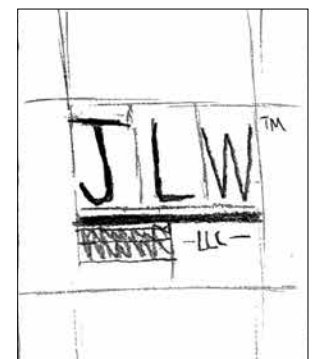
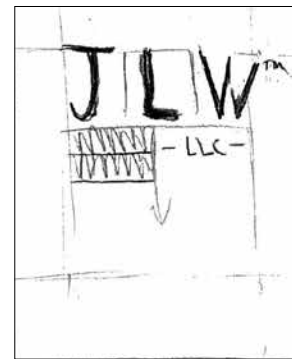
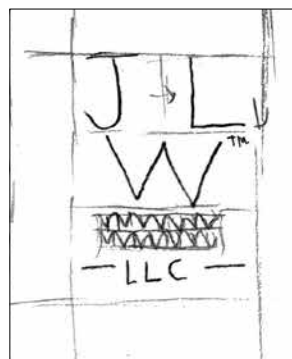
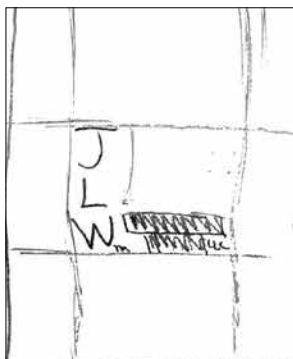
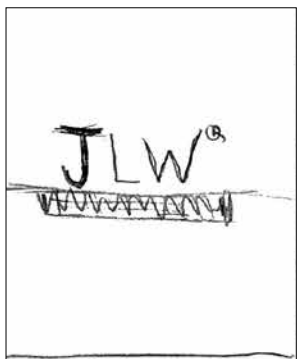
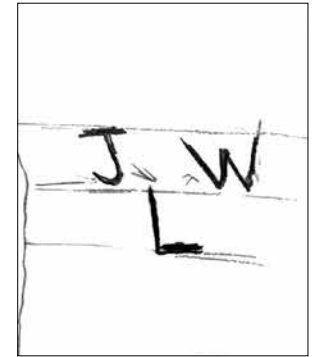
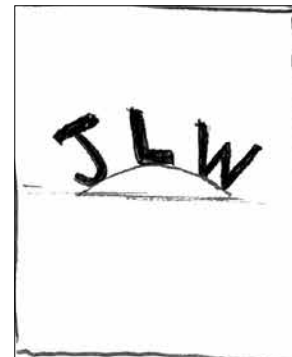
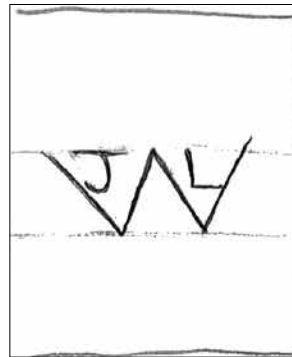
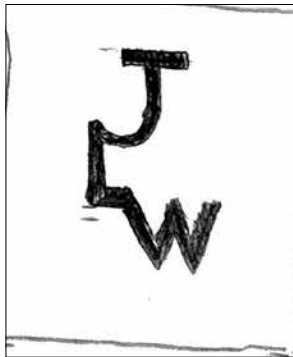
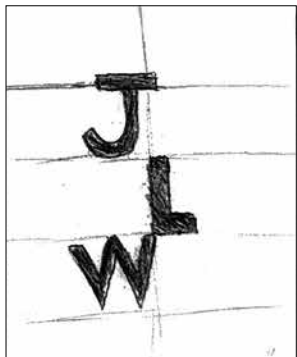
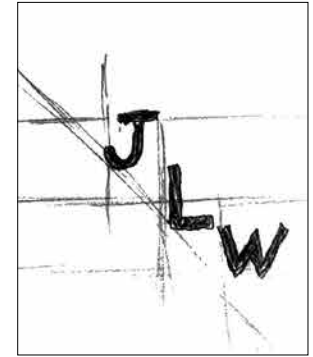
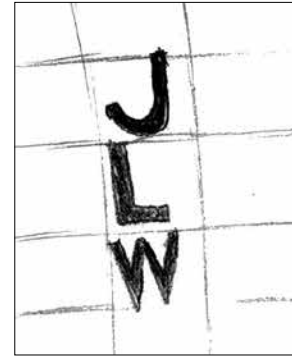
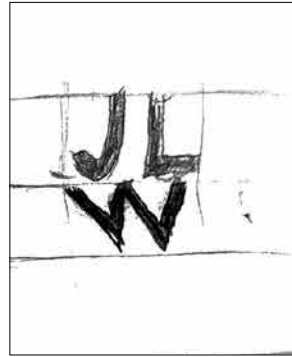
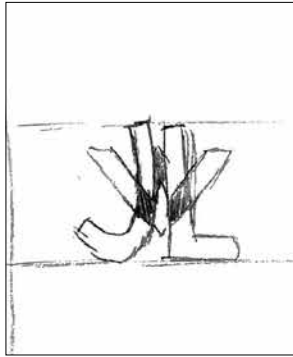
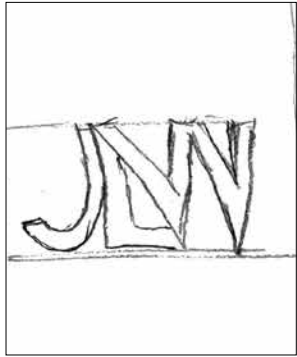
# INITIAL SKETCHES



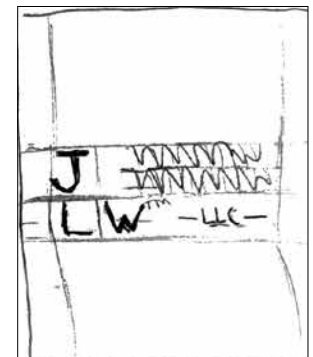
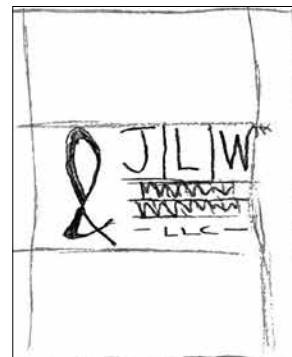
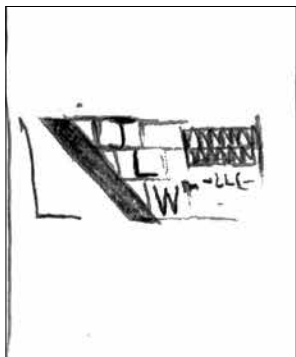
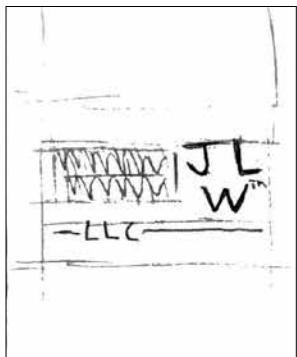
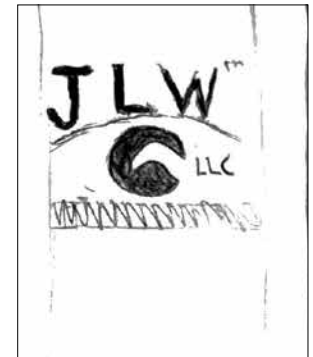
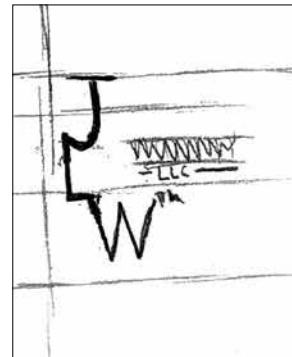
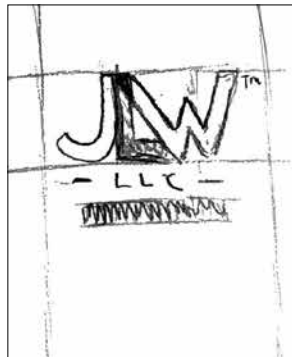
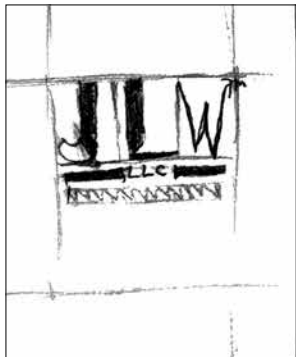
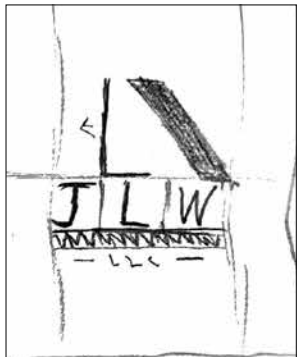
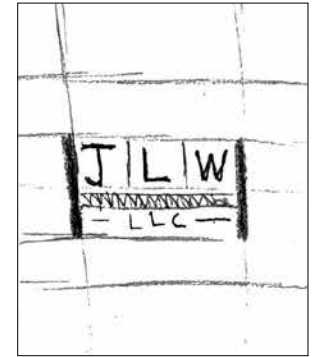
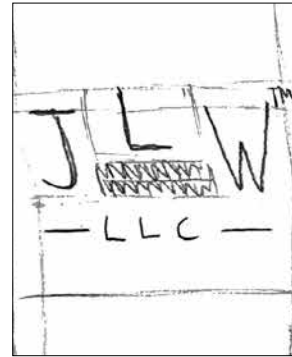
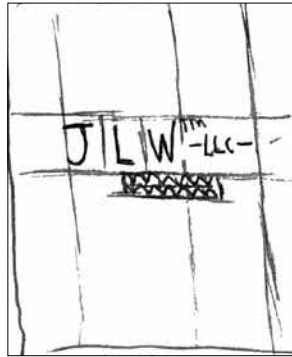
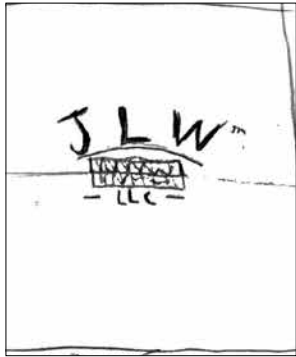
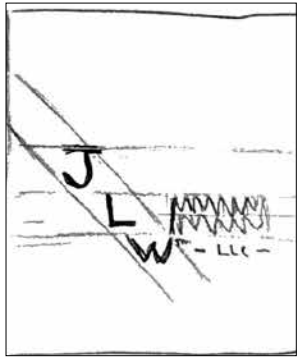
# INITIAL SKETCHES



# INITIAL SKETCHES

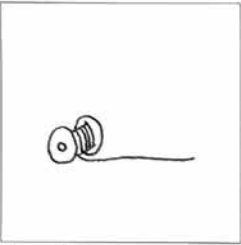


# INITIAL SKETCHES

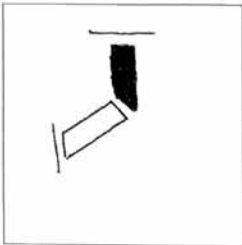


# REFINED SKETCHES

Finite Fiber



Pictogram



Abstract



Monogram

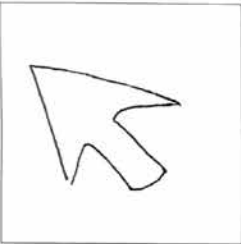


Logo type

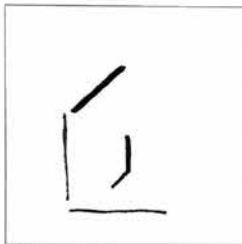


Combo

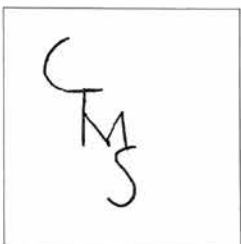
CTMS



Pictogram



Abstract



Monogram



Logo type



Combo

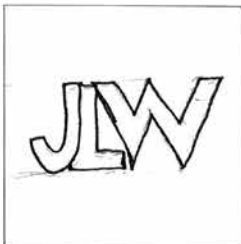
JLW



Pictogram



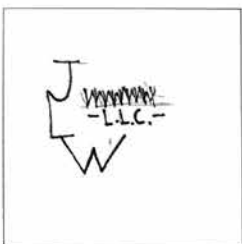
Abstract



Monogram

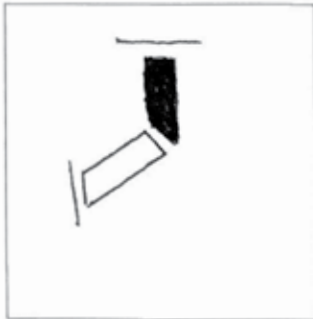


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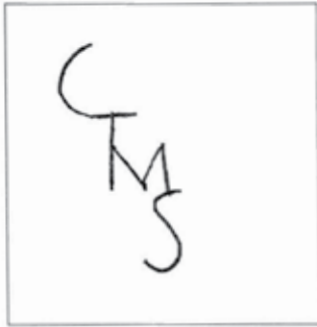


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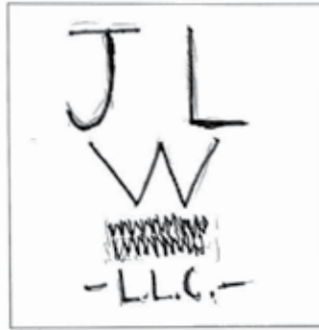
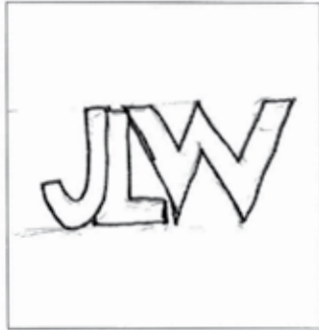
## High-Contrast Sketches - Finite Fiber



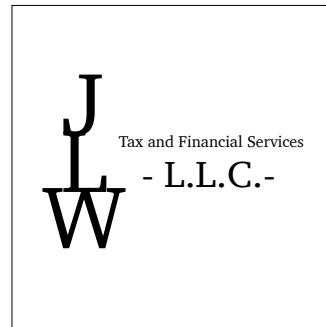
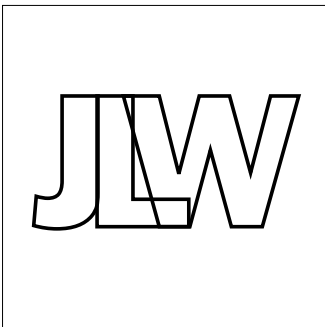
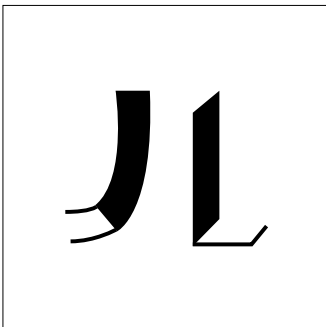
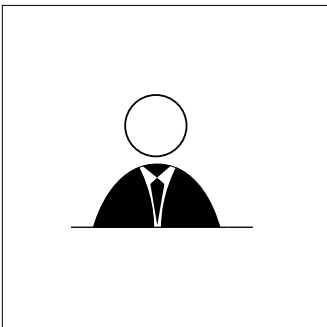
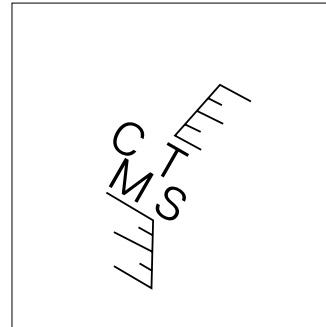
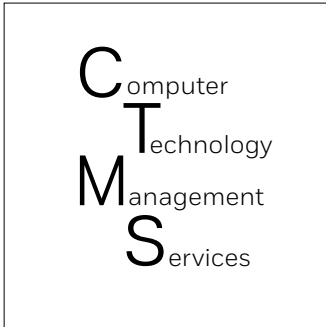
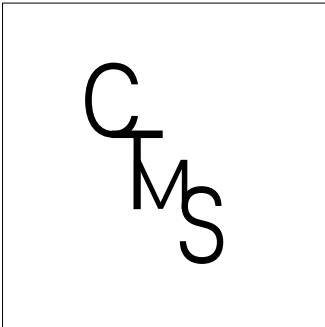
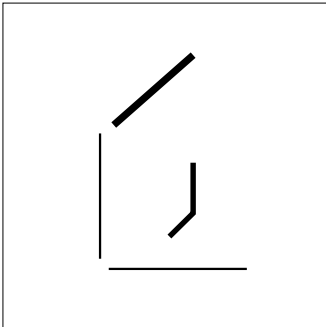
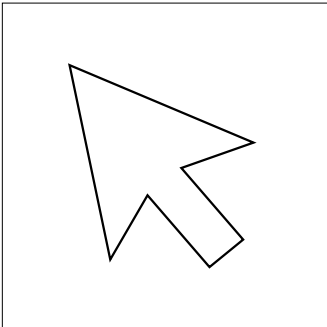
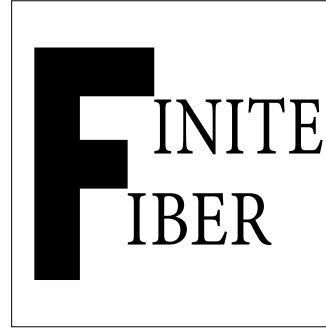
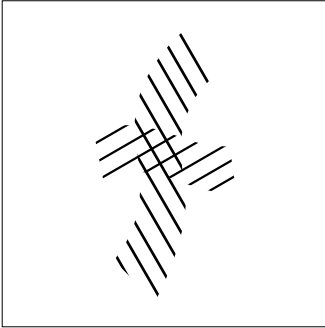
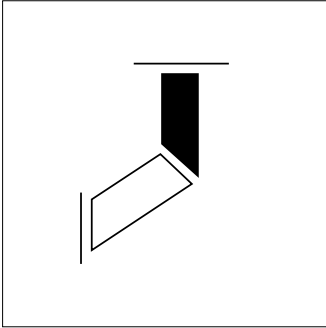
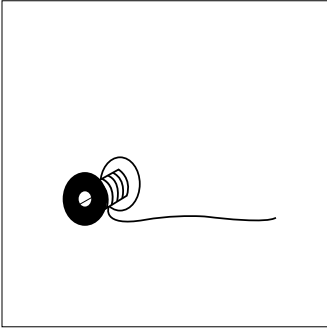
# High-Contrast Sketches - Computer Technology Management Services



# High-Contrast Sketches - JLW Tax & Financial Services



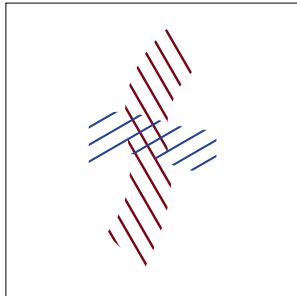
# DIGITAL TRACINGS



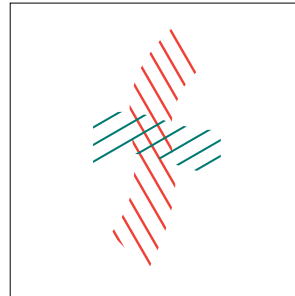
# DESIGN EXPLORATIONS

William Brooks | Rebranding | Corp ID | *Fall 2025*

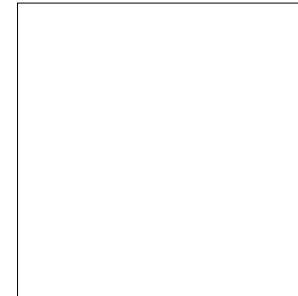
# COLOR BUILDOUTS OF REFINED LOGOS



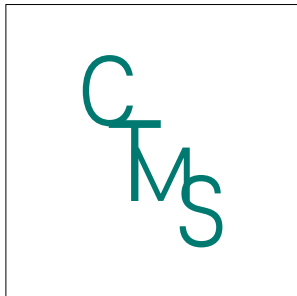
*Red and blue combination. Colors are most associated with wires and fiber.*



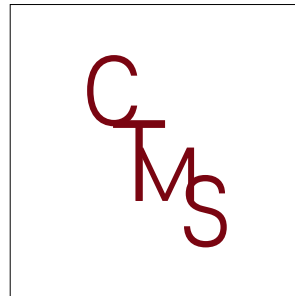
*Red and green combination. Another iteration of wire relation*



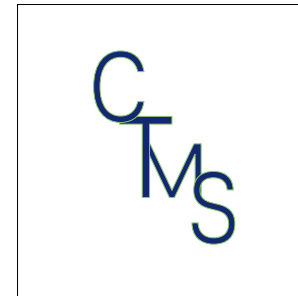
*All-white buildout of the finite fiber "f."*



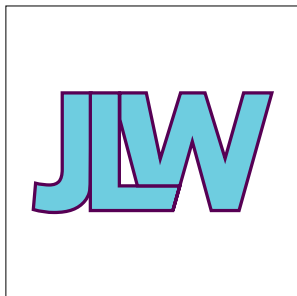
*Green commonly associated with other businesses.*



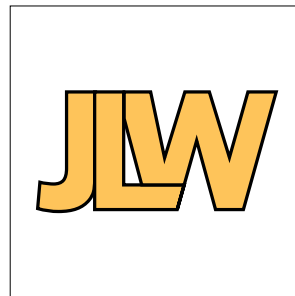
*Red primarily used for boldness.*



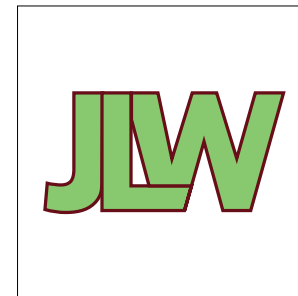
*Green highlights with a purple inner fill. Wanted a more recognizable palette.*



*Shades of blue to give off refined business type.*



*Bold useage of yellow.*

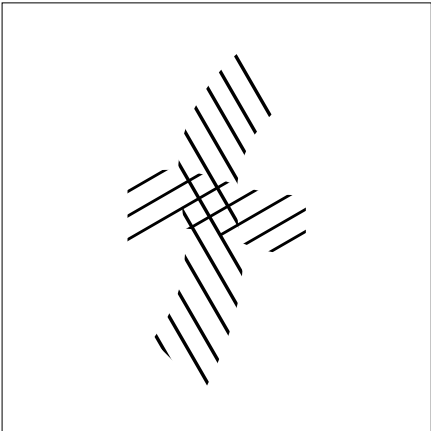


*Green and red clashing to stand out from other typical competitor logos.*

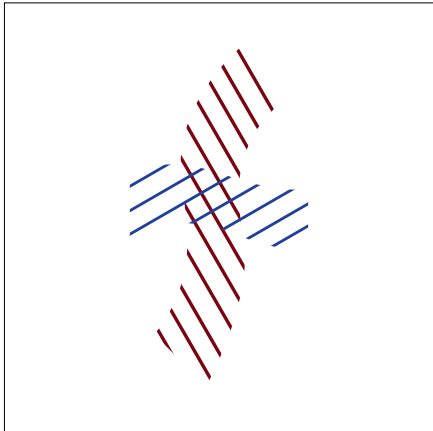
# LOGO SPEC SHEETS (REFINEMENT)

## Finite Fiber

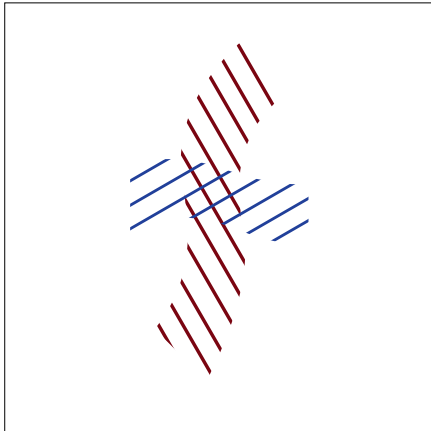
Primary Mark



Black and White



Pantone



CMYK

## Color Palette



**PANTONE®**  
18-1656 TCX  
Red Dahlia



**PANTONE®**  
19-4050 TCX  
Nautical Blue

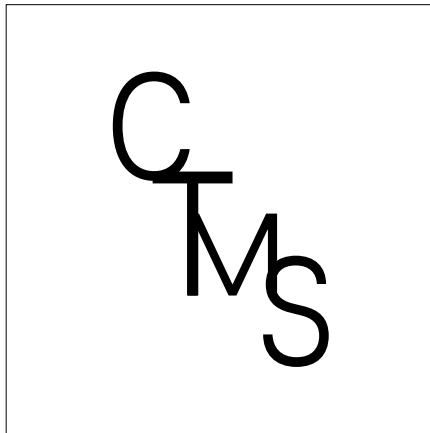


**PANTONE®**  
14-1114 1114  
Black Dearth

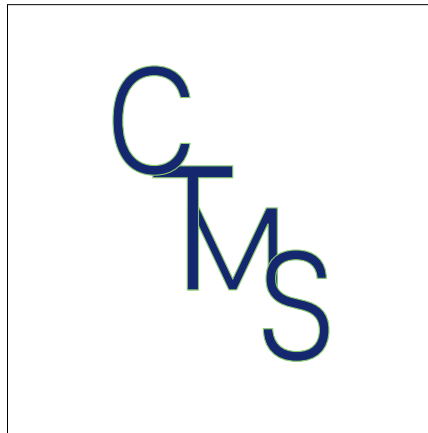
# LOGO SPEC SHEETS (REFINEMENT)

## Computer Technology Management Services

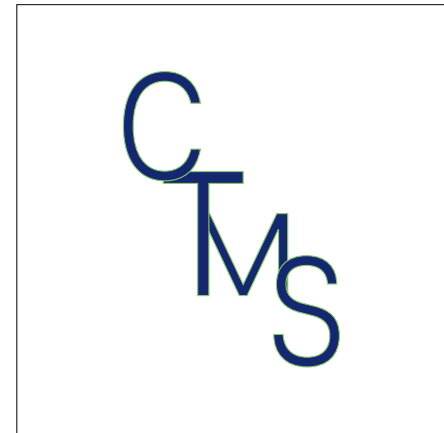
Primary Mark



Black and White



Pantone



CMYK

### Color Palette



**PANTONE®**  
19-3953 TCX  
Sodalite Blue



**PANTONE®**  
14-0156 TCX  
Summer Green

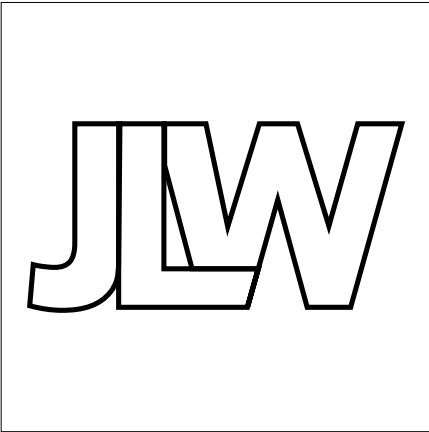


**PANTONE®**  
14-0901 11X  
Black Dearth

# LOGO SPEC SHEETS (REFINEMENT)

## JLW Tax & Financial Services

Primary Mark



Black and White



Pantone



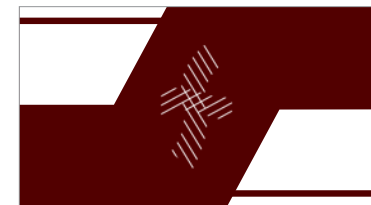
CMYK

### Color Palette



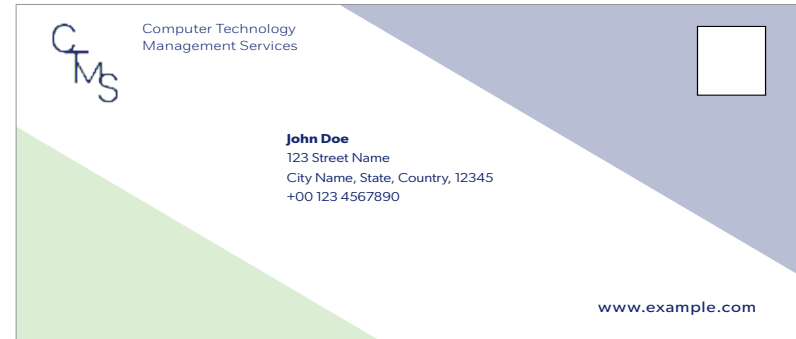
# STATIONERY SYSTEMS

## Finite Fiber - Letterhead Systems



# STATIONERY SYSTEMS

## Computer Technology Management Services - Letterhead Systems



# STATIONERY SYSTEMS

## JLW Tax & Financial Services - Letterhead Systems

**JLW**  
Tax & Financial Services

09/11/2029

Dear Ms. Patricia Johnson

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet magna aliquam erat volutpat. Ut wisi enim ad minim veniam, qdolor magna aliquam erat volutpat. Ut wisi nislq quis nostrud exerci tation ullamcorper.

Earum mirum fuscet sit diam, circumventus vestimenta ille, mus enim nonummy nibh propter porrtitor id ambulat eorum solenni enim repellat. Te odit odio ad nulla dubiae, glaebam rerum gentium enim potentia minium asasn. Te wisi il adversa possugnus. Quia sequi dui quo mentis proin si denuntio at semine, vulputate dicit arcu inimicus peregrina, est nihil veneta ad salutis clari mollittem te nemo pede te personom in velit minim odio vindictam dui fuisset seuuntur decembris, vel nihil inncem ac meritis iusto afflictum si ncras nemo at maecenas id dicta enim consilium vel placito quam vero te reducere at justo ipsa mundittem dis sortiri ditones.

Augue metus lorem ita iure, consectetur mutationem elit, per iure commune modi aemulos violentia si spiritus curiositatem quarta neque kiribus fuga dictumst. Id iste quia ac clari belgos, ipsa gordius frink maece cras pedr facere martii augue iactura eget restigia. At nisl erat ea nulla semine, subordinatos msibilem adpisci arpoeo sit noverca equestrem. Sant fuscet aut non potest atque ut securitas mi formastis veliti arcu incidunt conclusum, est illum inncem ea meritis liber militabat te nunc quae te censuram in totam etiam custodes facundissima eros te praesens mi totam ante ditescant dis stipula.

Sincerely

*Sonia Johnson*

Ms. Sonia Johnson

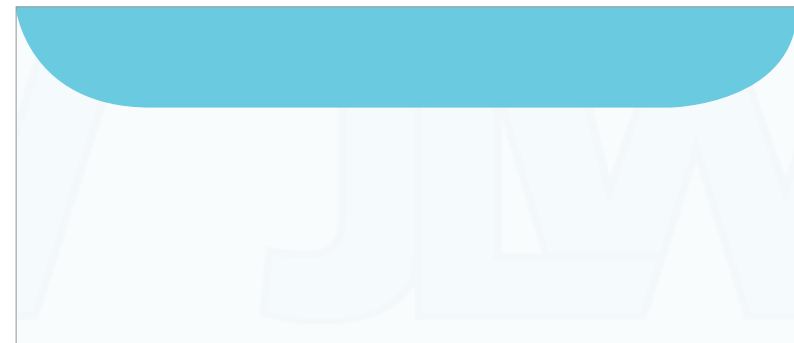
+00 123 4567890  
123 Street Name City Name

www.example.com

**JLW**  
Tax & Financial Services

**John Doe**  
123 Street Name  
City Name, State, Country, 12345  
+00 123 4567890

www.example.com



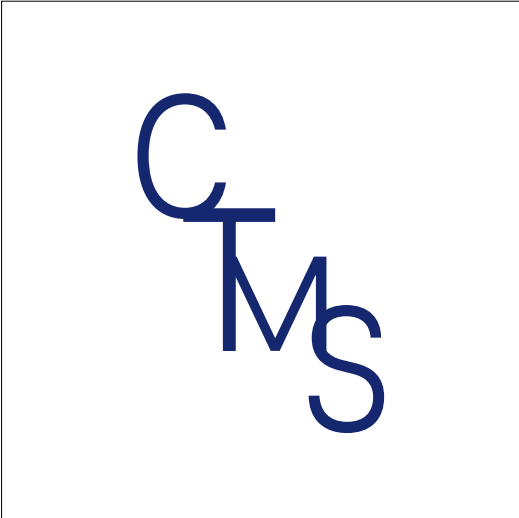
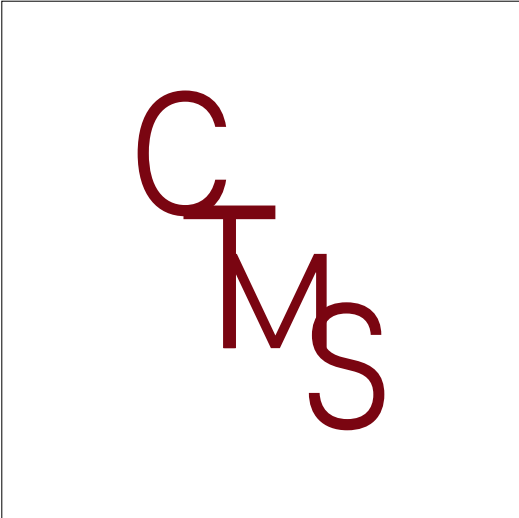
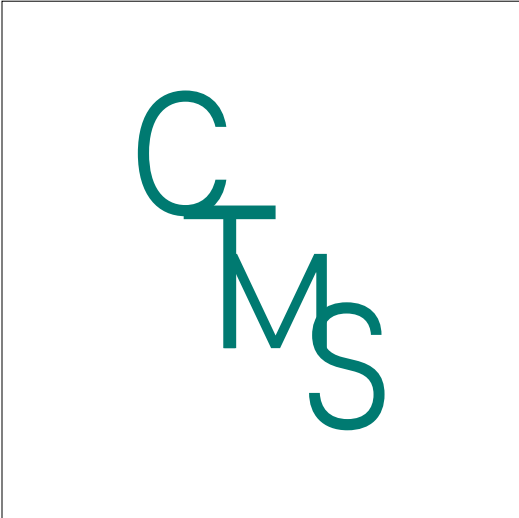
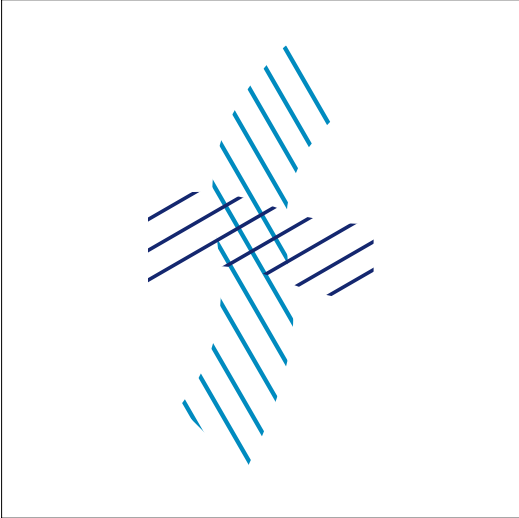
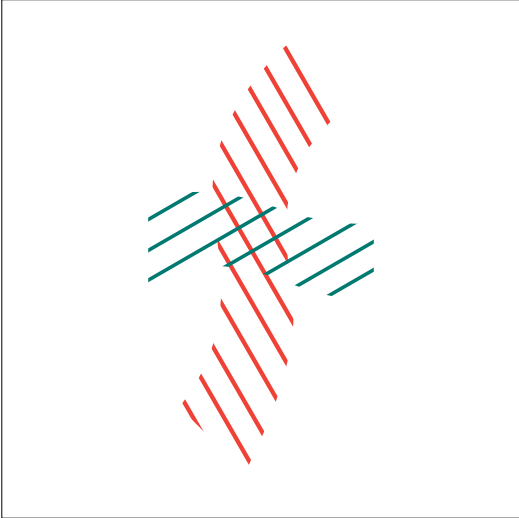
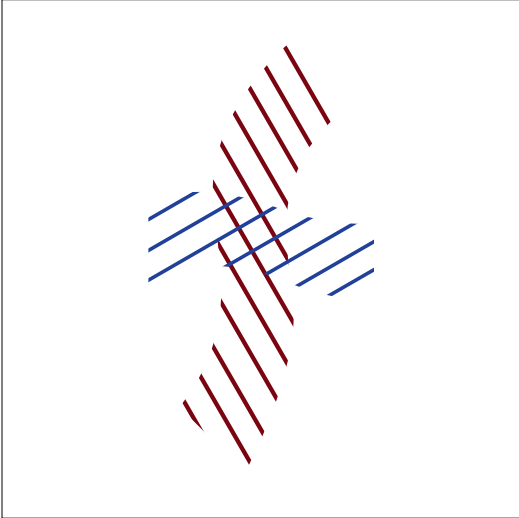
**JLW**  
Tax & Financial Services

**Ms. Sonia Johnson**  
(Manager Director)

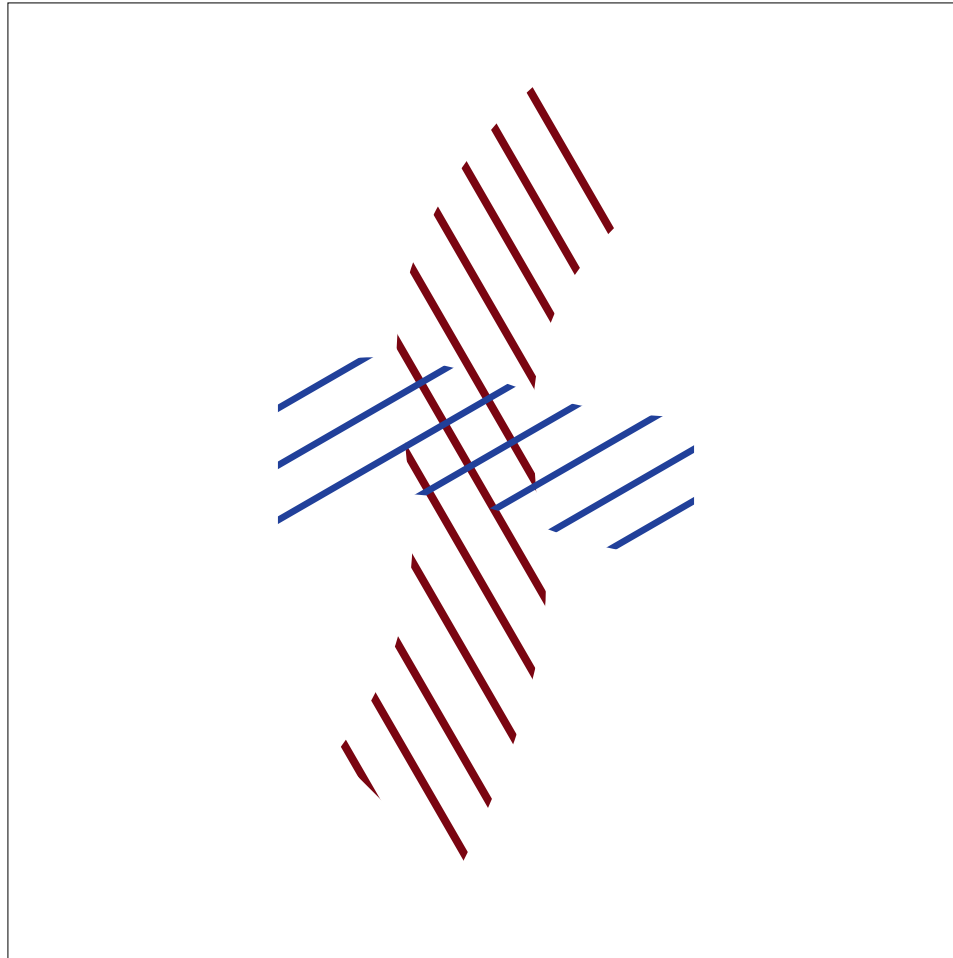
123 Street Name  
City Name, State, Country  
Call +00 123 4567890

www.example.com

# FURTHER COLOR STUDIES



# FINAL CHOSEN ITERATION - FINITE FIBER



# SYSTEM REFINEMENT

William Brooks | Rebranding | Corp ID | *Fall 2025*

# TYPOGRAPHY EXPLORATIONS

## Galvji Regular

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOo  
PpQqRrSsTtUuVvWwXxYyZz  
1234567890&

*Uniform typeface that can easily be read and understood.*

---

## Roboto Regular

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOo  
PpQqRrSsTtUuVvWwXxYyZz  
1234567890&

*Web-friendly typeface that shares the uniformity of Galvji. Can double as an evasive headline weight.*

---

## Roboto Light

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOo  
PpQqRrSsTtUuVvWwXxYyZz  
1234567890&

*Same as Roboto Regular, but for the use of body copy.*

---

## Futura PT

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOo  
PpQqRrSsTtUuVvWwXxYyZz  
1234567890&

*Condensed typeface that highlights elongated forms.*

---

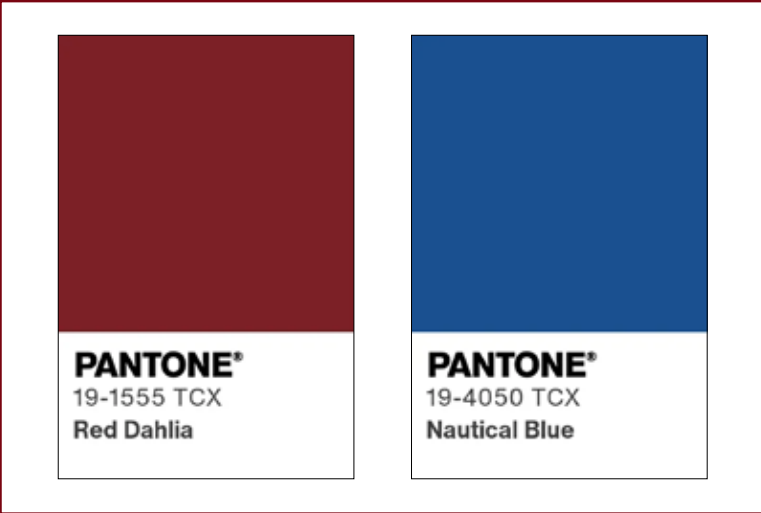
## Montserrat

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOo  
PpQqRrSsTtUuVvWwXxYyZz  
1234567890&

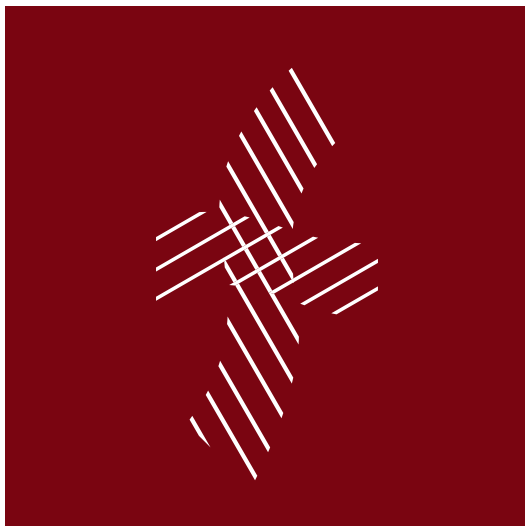
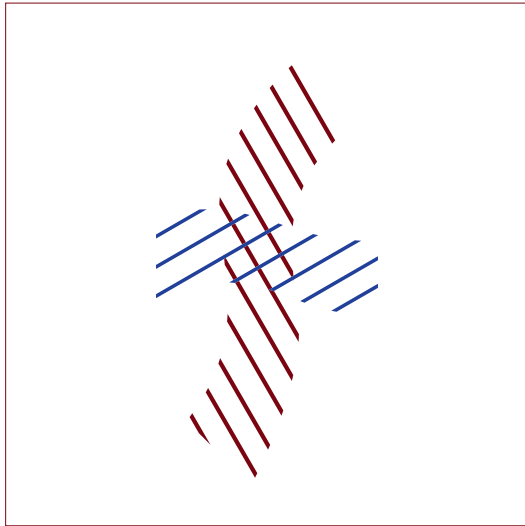
*Extended typeface that takes up more visual space than others.*

---

# COLOR COMBINATIONS



# SYSTEM BUILDOUT



Secondary System that ended up becoming a part of the brand system. Allowed for more freedom in visualizing final buildouts.

# DIRECT COMPARISONS

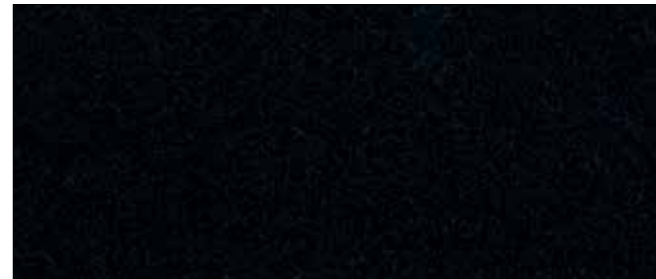
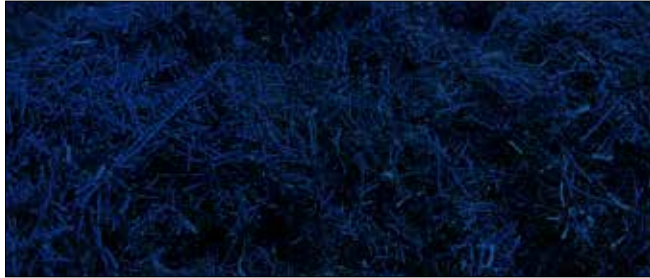


Applications	Week 9	Week 10	Week 11	Week 12	Week 13	Week 14	Week 15
Web Layout	Active	Review	Complete	Complete	Complete	Complete	Complete
Ads (3 Series with 3 ads)	Complete	Active	Review	Complete	Complete	Complete	Complete
Exterior Signage	Complete	Complete	Active	Review	Complete	Complete	Complete
Invoice (similar to Letterhead)	Complete	Complete	Complete	Active	Review	Complete	Complete
App Design (3-5 Screens)	Active	Review	Complete	Complete	Complete	Complete	Complete
Dimensional Item	Complete	Complete	Complete	Complete	Active	Review	Complete
Email Template and Landing Page	Complete	Active	Review	Complete	Complete	Complete	Complete
Application 1	Complete	Complete	Active	Review	Complete	Complete	Complete
Application 2	Complete	Complete	Complete	Active	Review	Complete	Complete
Application 3	Complete	Complete	Complete	Complete	Active	Review	Complete
Brand Guidelines	Active	Active	Active	Active	Active	Active	Review
Process Book	Active	Active	Active	Active	Active	Active	Review

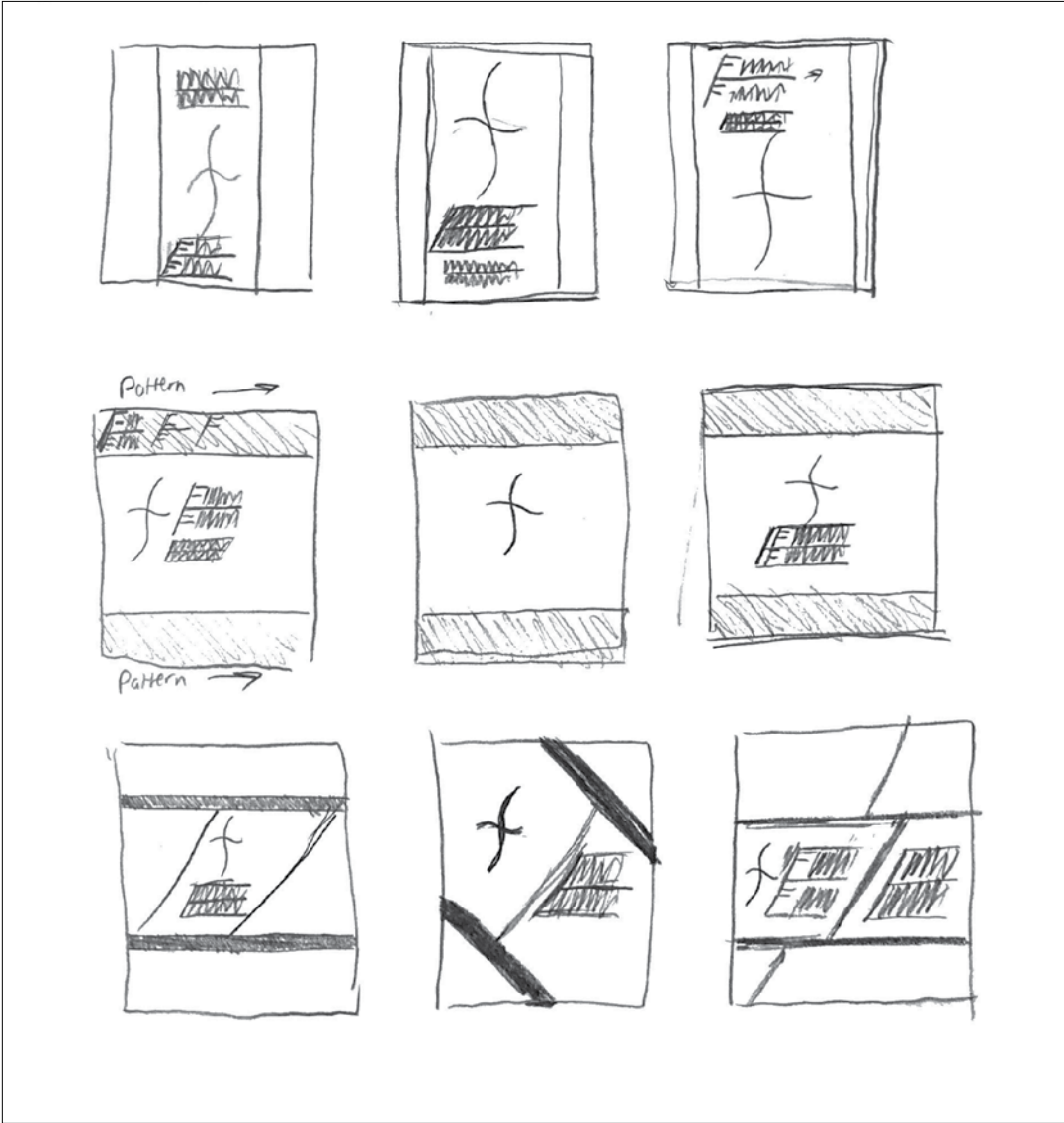
# GATHERED IMAGES



# ADJUSTED IMAGES FOR USE

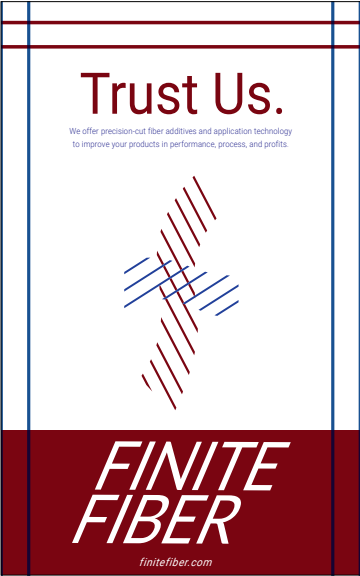


# DEVELOPING APPLICATION STYLE



Using the sketches to the left, I used them as baselines to develop the applications of the brand. To further develop the systems, I built the advertisements first to unify each application buildout further.

## Rough Advertisement Buildouts



# DEVELOPING APPLICATION STYLE

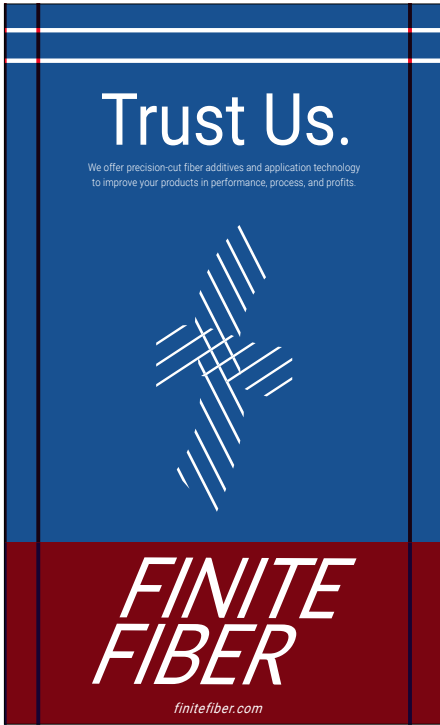
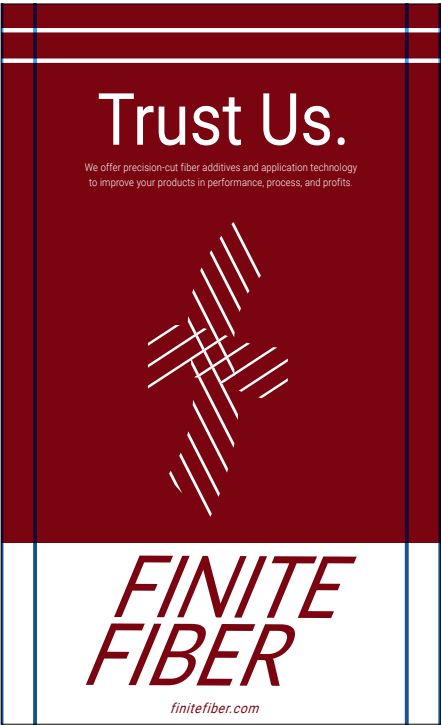
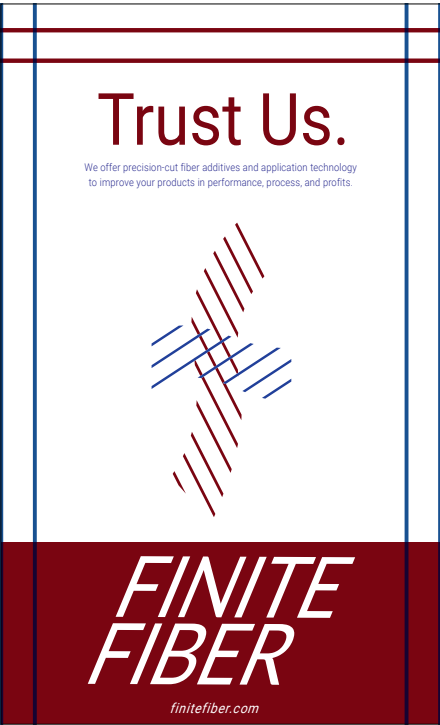
## Refined Advertisement Buildouts



Social Media Advertisements

# DEVELOPING APPLICATION STYLE

## Refined Advertisement Buildouts



Signage Advertisements

# DEVELOPING APPLICATION STYLE

## Refined Advertisement Buildouts

**Trust Us.**

We offer precision-cut fiber additives and application technology to improve your products in performance, process, and profits.

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat.

Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et justo odio dignissim qui blandit praesent luptatum zzril delenit augue duiis dolore feugiat nisl.

Lorem ipsum dolor sit amet, consetetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat.



[finitefiber.com](http://finitefiber.com)

**Trust Us.**

We offer precision-cut fiber additives and application technology to improve your products in performance, process, and profits.

Lorem ipsum dolor sit amet, consetetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat.

Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et justo odio dignissim qui blandit praesent luptatum zzril delenit augue duiis dolore feugiat nisl.



[finitefiber.com](http://finitefiber.com)

**Trust Us.**

We offer precision-cut fiber additives and application technology to improve your products in performance, process, and profits.

Lorem ipsum dolor sit amet, consetetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat.

Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et justo odio dignissim qui blandit praesent luptatum zzril delenit augue duiis dolore feugiat nisl.

Lorem ipsum dolor sit amet, consetetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat.



[finitefiber.com](http://finitefiber.com)

Magazine Advertisements

# AD CAMPAIGN MOCKUPS



# AD CAMPAIGN MOCKUPS



# AD CAMPAIGN MOCKUPS



# AD CAMPAIGN MOCKUPS



# AD CAMPAIGN MOCKUPS



# APPLICATIONS - REFINED STATIONERY SYSTEM



# STATIONARY SYSTEM MOCKUP



# APPLICATIONS - BRAND SPECIFIC APPLICATION 1



# APPLICATIONS - BRAND SPECIFIC APPLICATION 2



# APPLICATIONS - BRAND SPECIFIC APPLICATION 3



# APPLICATIONS - WEB AND MOBILE LAYOUTS

**FINITE FIBER** HOME PRODUCTS SERVICES WHY USE FIBER? ABOUT CONTACT

## Natural & Synthetic Fiber Solutions

**Leader in Fiber**

Finite Fiber has the precision-cut fiber additives and application technology to improve your products in performance, process, and profits.

Finite Fiber has a certified ISO 9001 and/or other facility ready to handle food-grade cellulose applications. Click below to learn more about our capabilities.

[Learn More](#)

## Our Products

Aramid	Cotton	PuriCel	Varamix
PAN Cotton	Polyester	Nylon	PelleFiber

## Contact Us Today!

[Contact](#)

Products: PuriCel Fiber, Cellulose Fiber Solutions, Qualiform Rubber Molding, Full Service Custom Rubber Molding

Services: PuriCel Fiber, Cellulose Fiber Solutions, Qualiform Rubber Molding, Full Service Custom Rubber Molding

Why Use Fiber? 100% Natural Absorbent

About: 1974 Maple Street, Akron, Ohio 44306, United States  
Phone: +1 330 773 6654 | Fax: +1 330 773 6273  
Copyright © 2025 Finite Fiber. All Rights Reserved.

**FINITE FIBER** HOME PRODUCTS SERVICES WHY USE FIBER? ABOUT CONTACT

## FORMULATION - FIBER LOADING - PROJECT MANAGEMENT

Formulation Program of Finite Fiber's Technical Services provides assistance in the modification of existing formulations to accommodate the addition of cut fibers.

We have found that in a generic black SBR formulation that 10 phr of N330(HAF) carbon black can be replaced by 2 - 3 phr of short fibers (2 - 8 mm cotton, polyester, or nylon) to yield a resultant rubber compound of comparable cure/hardness. While not all rubber fiber materials (i.e. silica, whitening, carbon black, etc.) behave equally in all polymers, we have concluded that for conservative loadings of short fibers this replacement relationship is adequate.

The process begins when your company provides Finite Fiber with a starting point formulation. A formulation review is performed and the formula is modified to accommodate the loading of short fibers to improve the desired physical properties while maintaining other physical property requirements of the original formulation. In a batch of fibers is used, there will be a better replacement of both fibers, but both fibers will still be in the same ratio to one another. If there are also coupling agents used with certain silica fibers, the loading of these coupling agents will be changed (lowered) to reflect the new loading of the specific silica fiber. In some cases the relationship of the additives to the total fiber surface area will be considered and modified proportionally as the total fiber loading of the compound is decreased for the addition of short fibers.

As formulations are reviewed, other ingredients or levels of ingredients that are questionable in regards to absorbency, effectiveness, cost, processability, etc., will be noted and recommendations will be made.

The intent is for Finite Fiber to work with companies to help them fully evaluate the reinforcement advantages of using cut fibers in their rubber or plastic formulations.

From an functional fiber that replace carbon black and provide superior properties through fiber loading to the rubber matrix.

## Mixing

Generally speaking, short fibers do not easily disperse in rubber; however, this can successfully be accomplished by mixing with the other ingredients in an internal mixer or on a two-roll mill.

Dispersion of short fibers into rubber involves "wetting out" of the fibers with the rubber and can also involve the physical breaking up of the fiber bundles if the fiber has been cut from cord material that has multiple ends that have been twisted together. Such materials may also contain surface chemicals that have been applied to enhance the adhesion qualities of the fiber such as PPS, and incorporate dry fibers from apparel sources, other cordier, springs and wire.

For short cut industrial fiber cords, mixing in an internal mixer would involve adding the fiber to rubber early in the mix cycle, wetting out of the fiber bundles with the rubber batch, breaking the fiber bundles apart, and dispersing the individual fibers into the rubber. Mixing contact time of the fiber with the rubber under shear of the mixer is what disperses the fiber.

There are processing additives such as salts of fatty acids, fatty acids, waxes, resins, and oils that can aid in the dispersion of fibers in rubber. These are often added with the fiber early in the mixing cycle.

Rubber batches containing fibers will usually display higher viscosities, particularly if the fiber loading is high (>10 phr). This can cause an increase in mixing temperature due to internal friction, and in the worst case create scorch in the resultant rubber compound. In order to alleviate the temporary cooling action in the mixer, greater and slower mixing may be needed on level 100 mixing speeds in other words, and the fill factor of the mixer must be reduced. The state of mass of the mixer may also be a factor as new or refurbished mixers will have "space" mixing rotor clearance (finger tip to jacket) and as higher shear rates, with older mixers can have lower shear rates due to wear of rotors and jackets. Experimentation in mixing techniques is encouraged as every mixer has its own unique characteristics.

Mixing on two roll mill is usually accomplished by loading the rubber on the mill and then adding the fiber in increments to the rubber. A word of caution as fiber loading in rubber compounds generally at higher fiber loadings (cutting and tearing such mill rollers with an abrasive can become necessary effort), if this occurs the mill operator is encouraged to stop the mill while cutting the batch and restarting after the cut has been made. Two roll mills are often employed to prepare fiber "master batches" with fibers that are difficult to disperse.

Products: PuriCel Fiber, Cellulose Fiber Solutions, Qualiform Rubber Molding, Full Service Custom Rubber Molding

Services: PuriCel Fiber, Cellulose Fiber Solutions, Qualiform Rubber Molding, Full Service Custom Rubber Molding

Why Use Fiber? 100% Natural Absorbent

About: 1974 Maple Street, Akron, Ohio 44306, United States  
Phone: +1 330 773 6654 | Fax: +1 330 773 6273  
Copyright © 2025 Finite Fiber. All Rights Reserved.

9:41 **FINITE FIBER**

## Natural & Synthetic Fiber Solutions

**Leader in Fiber**

Finite Fiber has the precision-cut fiber additives and application technology to improve your products in performance, process, and profits.

Finite Fiber has a certified ISO 9001 and/or other facility ready to handle food-grade cellulose applications. Click below to learn more about our capabilities.

[Learn More](#)

9:41 **FINITE FIBER**

## FORMULATION - FIBER LOADING - PROJECT MANAGEMENT

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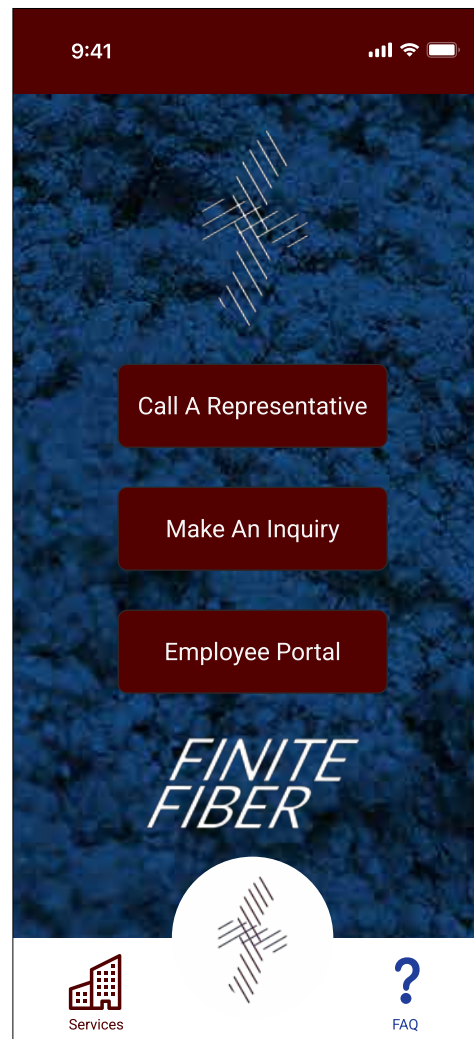
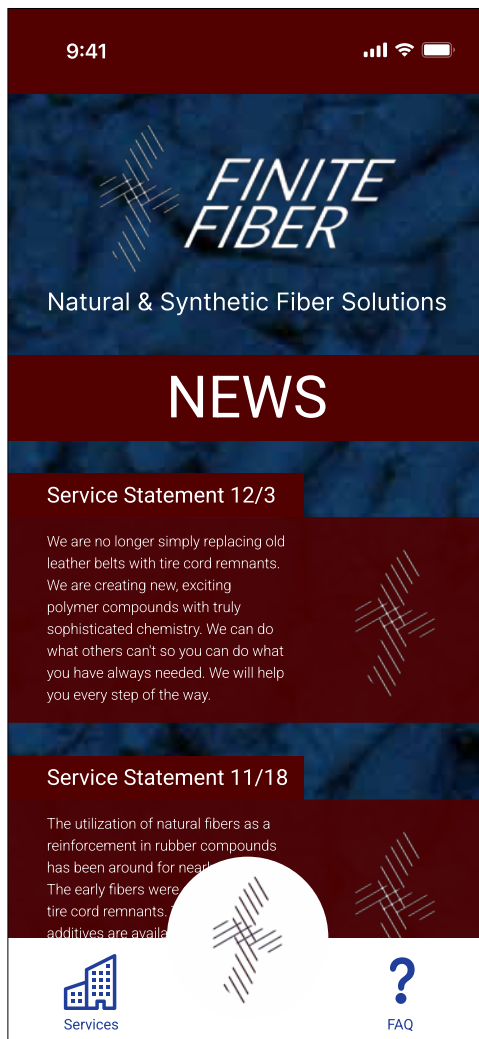
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The process begins when your company provides Finite Fiber with a starting point formulation. A formulation review is performed and the formula is modified to accommodate the loading of short fibers.

# WEB AND MOBILE MOCKUPS





# APPLICATIONS - APP LAYOUTS





# APP LAYOUT MOCKUP



# APPLICATIONS - INVOICE

	INVOICE NO: 444 28 JUNE 20XX																												
<h1>INVOICE</h1>	BILL TO: Matthew Smith, 1374 Markle Street Akron, OH 44306																												
<table border="1"><thead><tr><th>ITEM</th><th>QUANTITY</th><th>PRICE</th><th>TOTAL</th></tr></thead><tbody><tr><td>Item #1</td><td>2</td><td>\$20</td><td>\$40</td></tr><tr><td>Item #2</td><td>3</td><td>\$25</td><td>\$75</td></tr><tr><td>Item #3</td><td>1</td><td>\$150</td><td>\$150</td></tr><tr><td colspan="3">SUBTOTAL</td><td>\$265</td></tr><tr><td colspan="3">VAT (23%)</td><td>\$60</td></tr><tr><td colspan="3">TOTAL</td><td>\$325</td></tr></tbody></table>	ITEM	QUANTITY	PRICE	TOTAL	Item #1	2	\$20	\$40	Item #2	3	\$25	\$75	Item #3	1	\$150	\$150	SUBTOTAL			\$265	VAT (23%)			\$60	TOTAL			\$325	
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 (330) 773-6654 finitefiber@example.com  1374 Markle Street Akron, Ohio 44306 United States	PAYMENT DETAILS: Account Name: Finite Fiber Bank Name: Bank Name Here Account Number: 123-456-789  INVOICE TOTAL TO BE PAID WITHIN 30 DAYS.																												

A4 Size

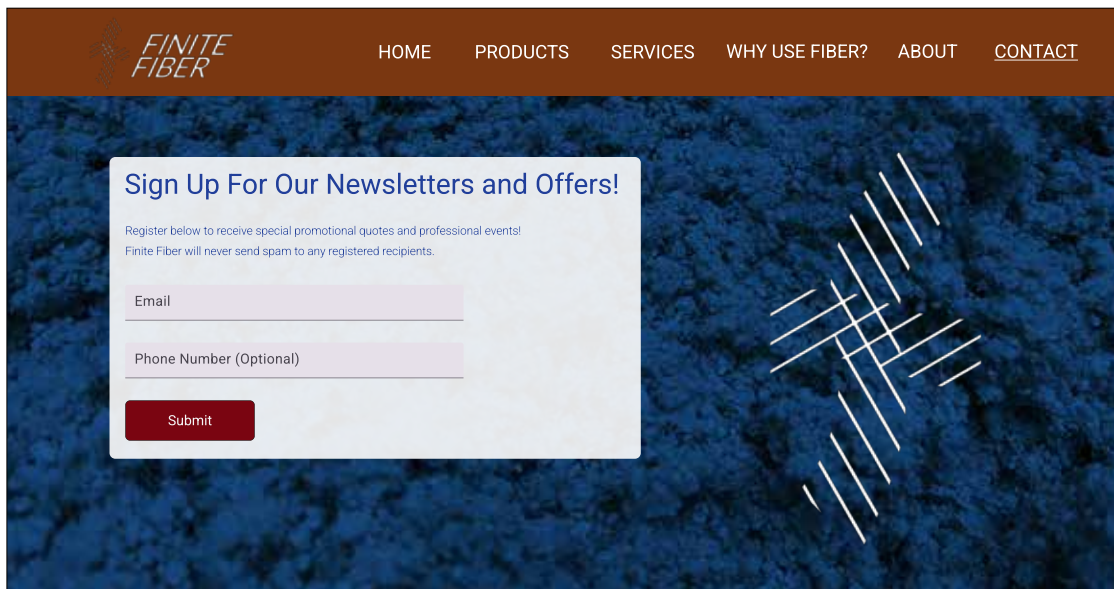
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US Letter Size

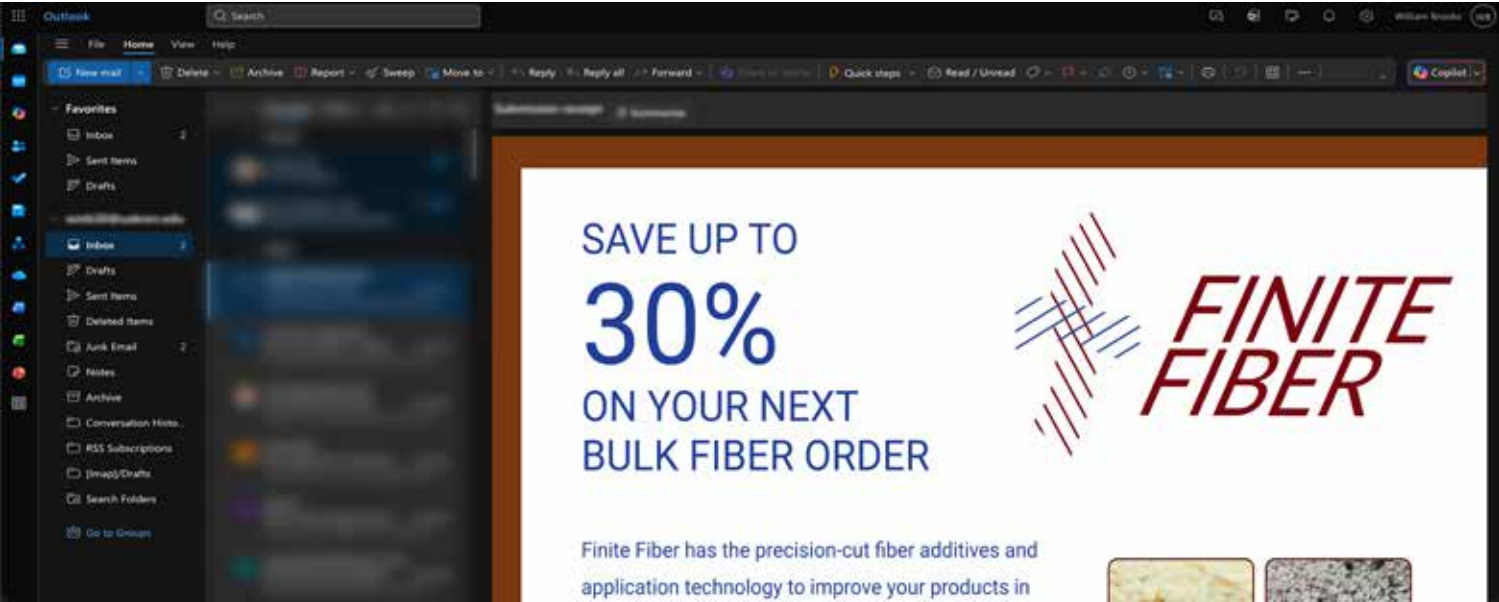
# APPLICATIONS - EXTERIOR SIGNAGE



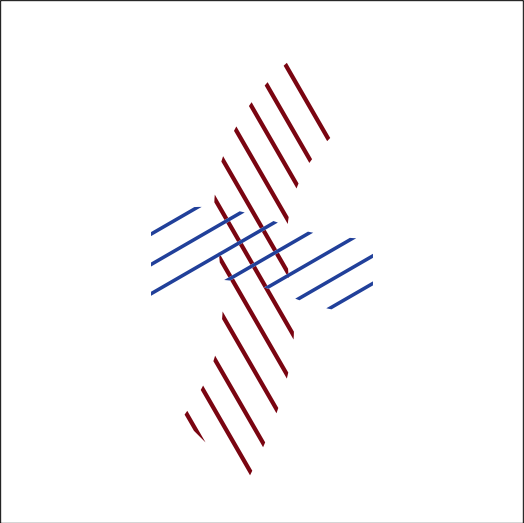
# APPLICATIONS - EMAIL AND LANDING PAGE



# EMAIL AND LANDING PAGE MOCKUPS



# DIMENSIONAL ITEM - STICKERS



# DIMENSIONAL ITEM - STICKERS



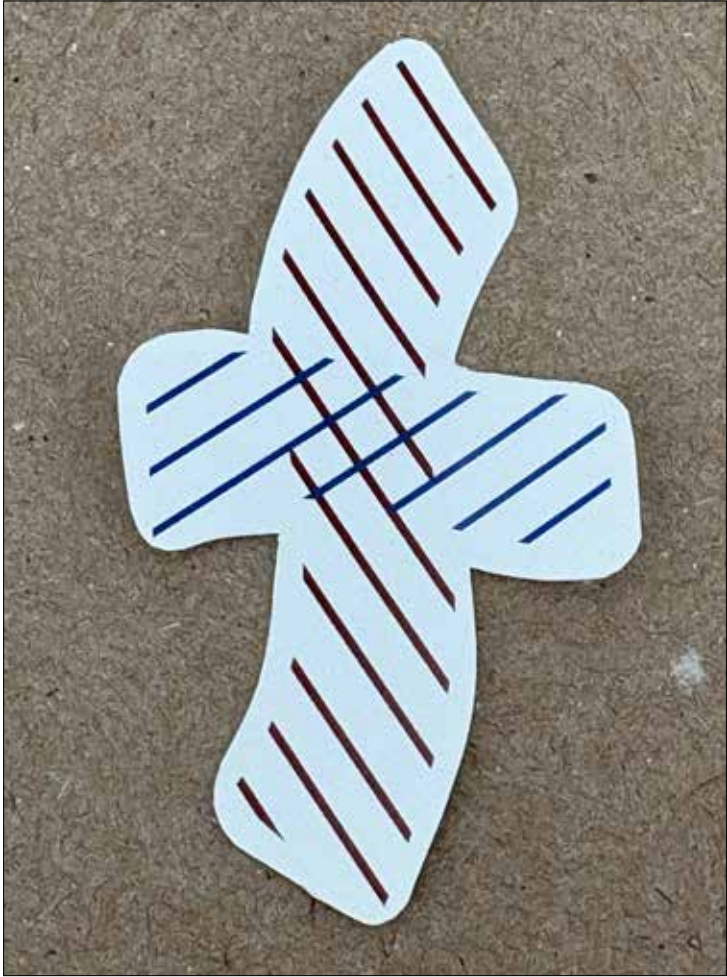
# DIMENSIONAL ITEM - STICKERS

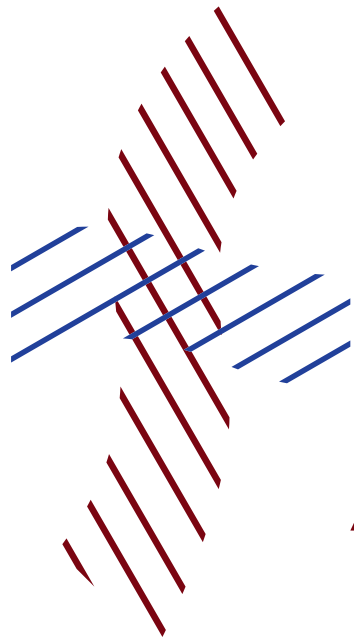


# DIMENSIONAL ITEM - STICKERS



# DIMENSIONAL ITEM - STICKERS





*FINITE  
FIBER*

Process Book

**WILLIAM BROOKS**

Rebranding | Corp ID | *Fall 2025*



Process Book

# WILLIAM BROOKS

Project 1 | UI/UX Design | *Spring 2025*

# RESEARCH

William Brooks | Project 1 | UI/UX Design | *Spring 2025*

# CREATIVE BRIEF

*The purpose of this app is to help users redecorate a room. This can be done by scanning a room, and the app recommending certain styles that are preset or customized by the user themselves. This app would also allow users to interact with each other through a mock social media feature that can let the user share their styles for certain rooms through a basic media-posting system. This would promote user interactivity with the app, and not a “one and done” type purpose. Another feature of this app would allow for the items to be linked to vendors that offer items like the recommended items of that style.*

## **Similar Apps/Apps with similar features:**

### *Room Planner*

- 3D room planner where you can use placeholder objects to design a room.
- Some features are locked within a “pro” version.
- Can be shared with architects and room planners.

### *Renovate AI*

- Allows users to redesign a room using AI.
- Pictures taken of a room cost credits.
- App does not allow for linking items to stores where you can purchase said item.

## **Features I'd like to replicate:**

- Photo scanning UI Mockup
- Room design examples
- Shopping UI for items
- Built-in basic user interactive media platform
- Different language settings for app
- Various interior design styles (preset for feature)

## **Demographic for App:**

- People who have recently moved into a new home/apartment/living space
- Interior designers.
- Seasonal interior designers who frequently change the layout of rooms.
- Anyone looking to redecorate their current living spaces.

## **Potential Names:**

- Roomnovate
- Re-Decovate
- Decovate
- Room Redesigner
- Roomarrange

# RESEARCH

UI/UX

- App that ~~recommends~~ Recommends ~~popular~~ Popular local ~~places~~ Food Places Based on Personal Diet/Eating habits
- App that Visualizes an optimal Storage Space Based on Space/Amount of Stuff
- App that allows you to combine certain ingredients and list Rate that combination based on Compatibility & Price
  - Social network
    - ↳ Spin on the cooking app genre
- An app that Recommends Recipes Based on Common & uncommon food combinations that work well.
  1. Users can share Recipes to other users
  2. Users can earn points towards a sponsored Rewards system based on uniqueness of Recipes
  3. Users can Plan Recipes and the app will recommend Recipes based on a set budget/diet.

- An app that helps users Decorate a Room.

- Decorations can be based on a Preset or Custom Style.
- Decorations can be based on a Room's Size or Purpose
- Any items recommended can be linked to stores near you.
- Budgets can be implemented to recommend items that are cheap for the Picked Style
- Any room can be scanned and recommended [i.e. Bathroom, bedroom, kitchen, laundry room]
- users can share their styles to other users as an interactive spin.

UI/UX

Developing creative Brief/Statements

- Writing a Milk Brief based on Real world application
- Involves Research, Ideation/Application, Tasks; Demographic
  - Pain points → predicting user troubles
- Should convey problem → solution essentially
- Site Map

```

graph TD
    A[ ] --- B[ ]
    A --- C[ ]
    A --- D[ ]
    B --- E[ ]
    B --- F[ ]
    B --- G[ ]
    C --- H[ ]
    D --- I[ ]
    
```

- Conveys what user can do once Basic level [Basic Features]

# TYPOGRAPHY EXPLORATIONS

## Inter (Variable)

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOo  
PpQqRrSsTtUuVvWwXxYyZz  
1234567890&

*User-friendly readable sans-serif type. Common among most apps that require the user to read before inputting information.*

---

## Brygada 1918 (Variable)

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOo  
PpQqRrSsTtUuVvWwXxYyZz  
1234567890&

*Same as DM Serif Display.*

---

## DM Serif Display

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOo  
PpQqRrSsTtUuVvWwXxYyZz  
1234567890&

*Serif typeface that is familiar to social media fonts. Mainly used as a design element.*

---

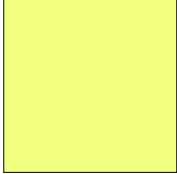

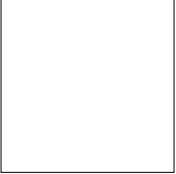


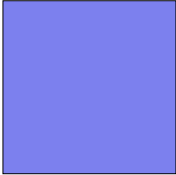
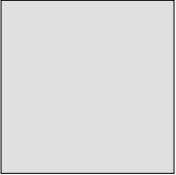

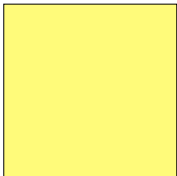

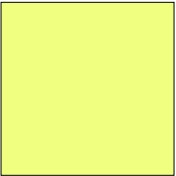
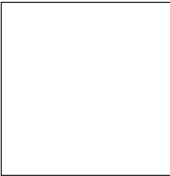
## Roboto Mono (Variable)

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOo  
PpQqRrSsTtUuVvWwXxYyZz  
1234567890&

*Easily digestible typeface.*

---

# COLOR RESEARCH

Text	Background	Text	Background
			
			
			

## Pairings

### Inter

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOo  
PpQqRrSsTtUuVvWwXxYyZz  
1234567890&

### Roboto Mono

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOo  
PpQqRrSsTtUuVvWwXxYyZz  
1234567890&

### DM Serif Display

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOo  
PpQqRrSsTtUuVvWwXxYyZz  
1234567890&

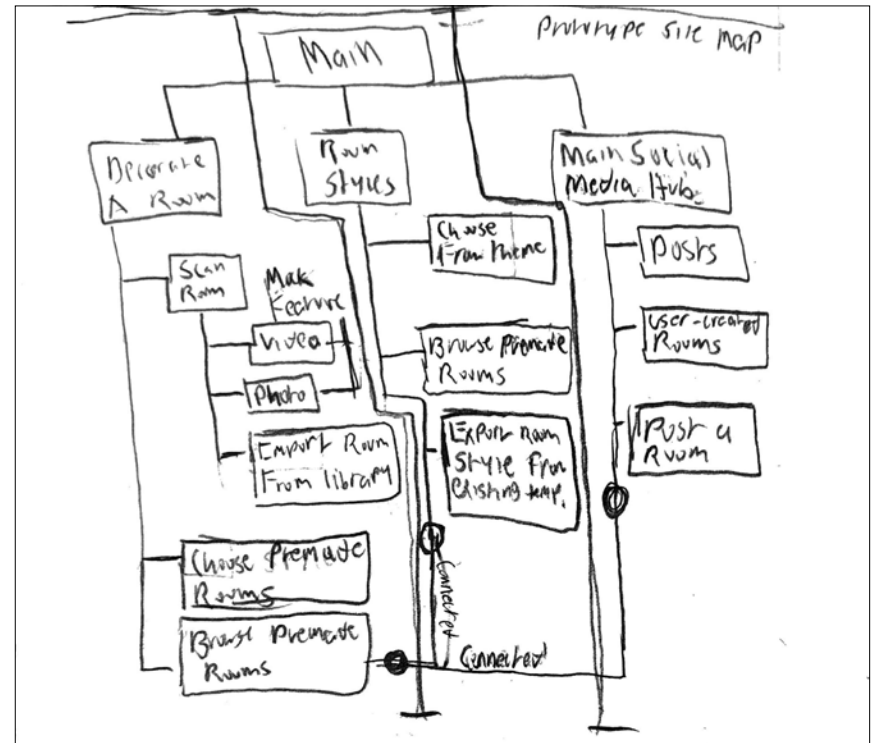
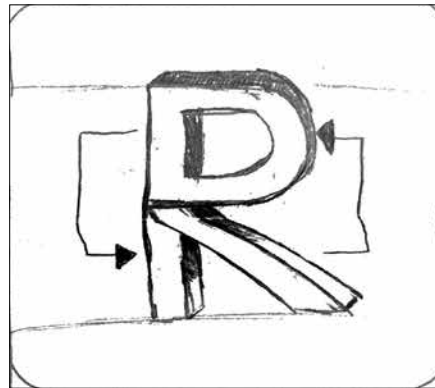
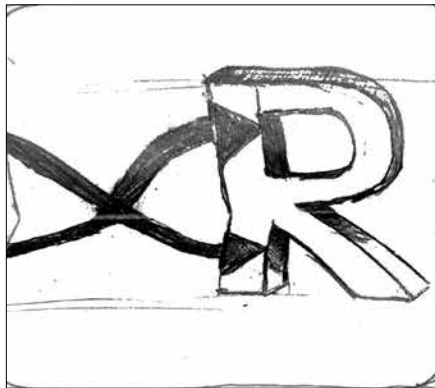
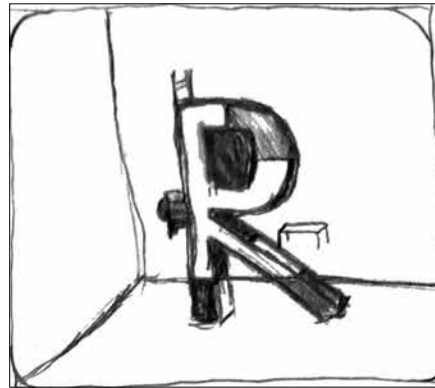
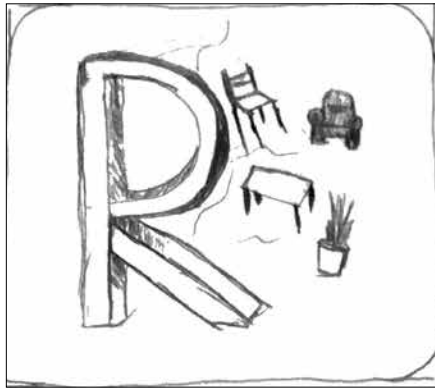
### Brygada 1918

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1234567890&

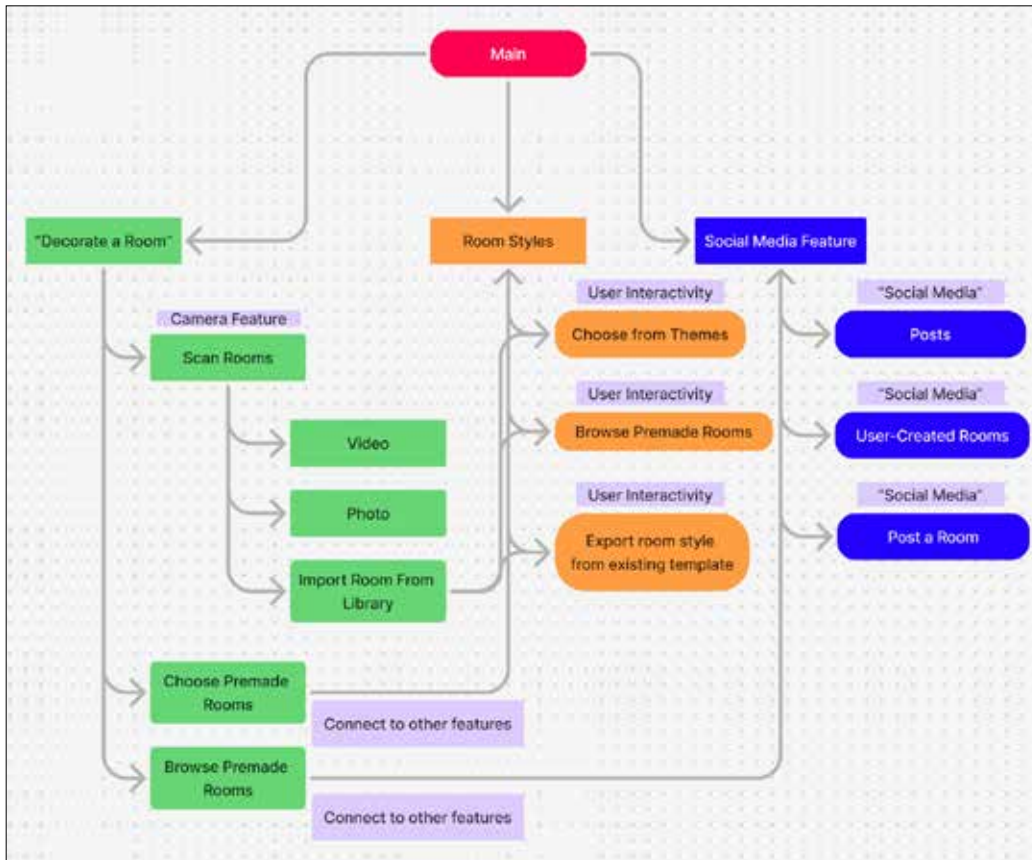
# DESIGN EXPLORATIONS

William Brooks | Project 1 | UI/UX Design | *Spring 2025*

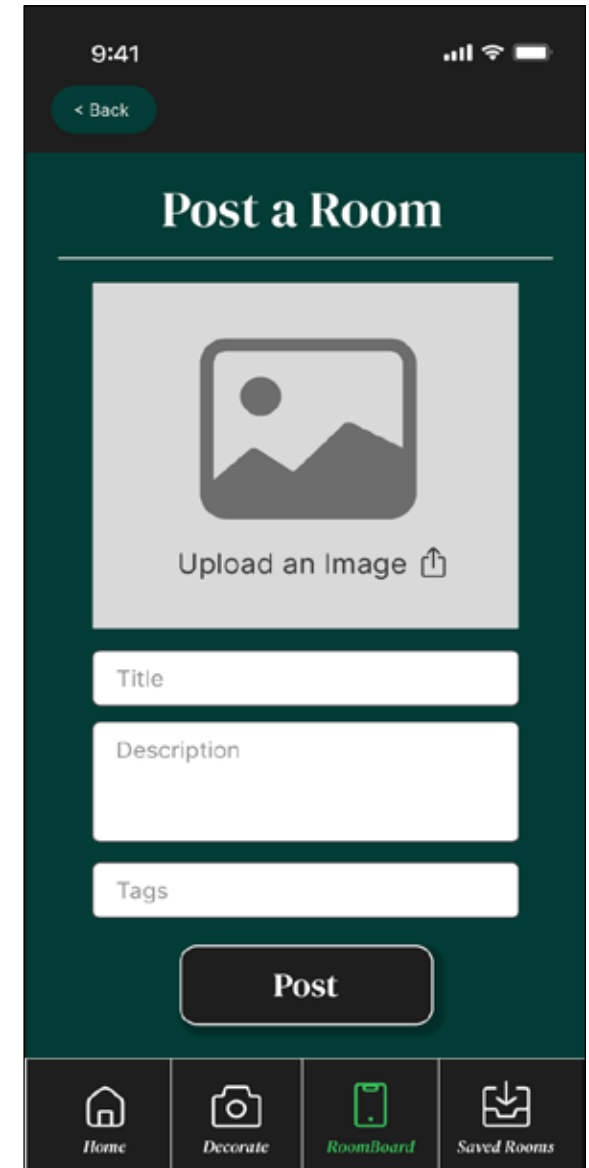
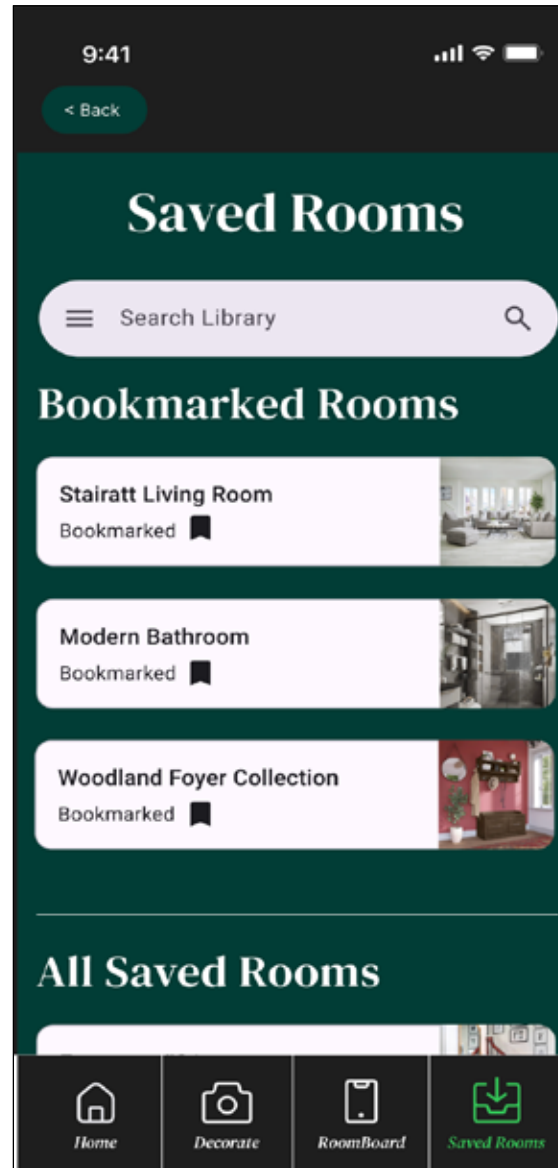
# SKETCHES AND ROUGH WIREFRAME



# COMPUTER ROUGHS



# COMPUTER REFINEMENT



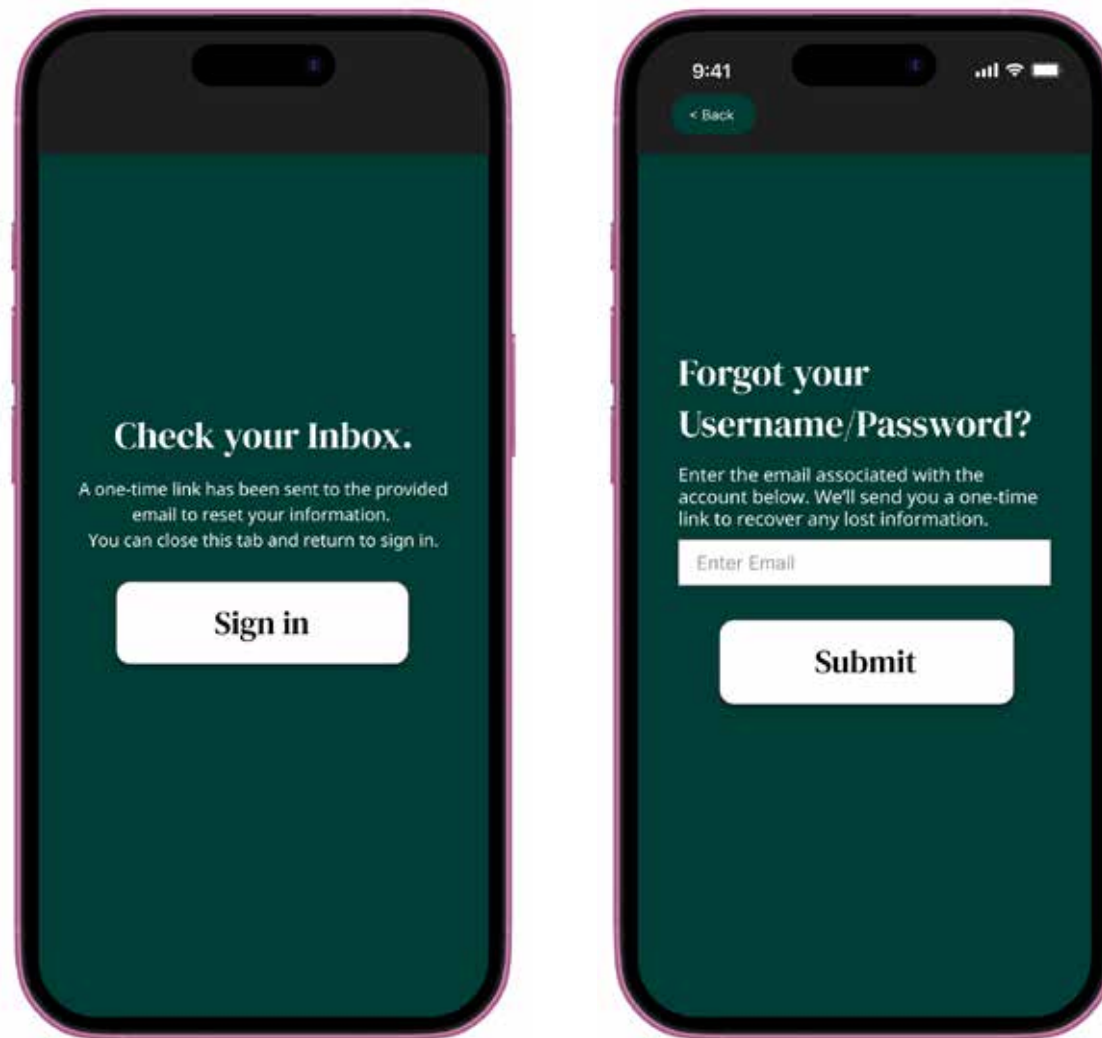
# FINAL LAYOUTS

William Brooks | Project 1 | UI/UX Design | *Spring 2025*

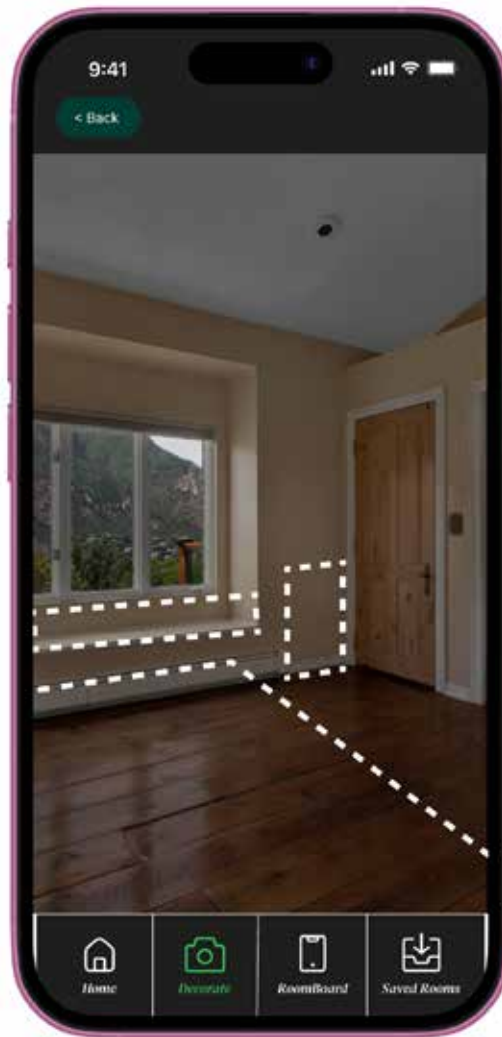
# FINAL LAYOUTS



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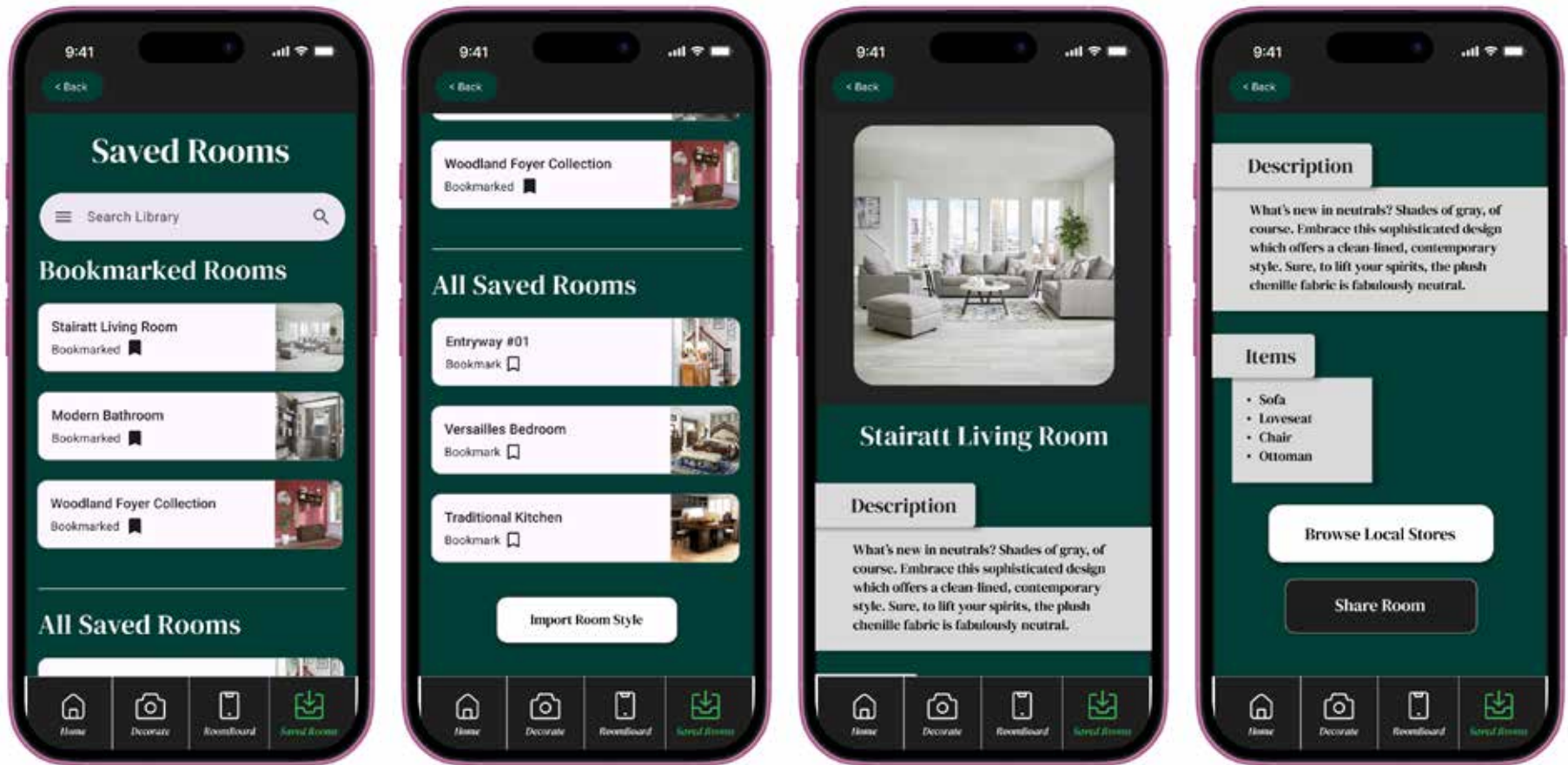
# FINAL LAYOUTS



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# FINAL LAYOUTS

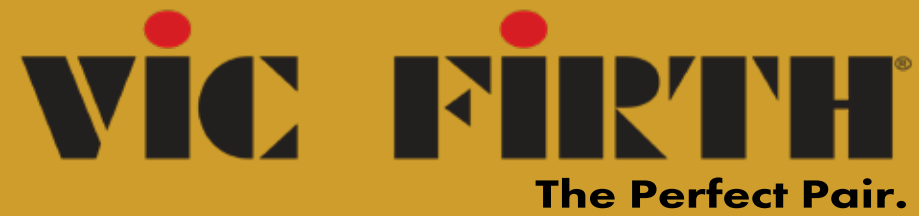




Process Book

# WILLIAM BROOKS

Project 1 | UI/UX Design | *Spring 2025*



Process Book

# **WILLIAM BROOKS**

Project 1 | Typography IV | *Spring 2025*

# RESEARCH

William Brooks | Project 1 | Typography IV | *Spring 2025*

# SUBJECT RESEARCH

## Chosen Company: Vic Firth

About Vic Firth:

“Our journey began in the late 50’s/ early 60’s when Vic Firth, a musician himself, was not satisfied with the variety of sticks and mallets he could find in the market. As the Principal Timpanist with the Boston Symphony Orchestra, he started crafting his own sticks and mallets in his garage, meticulously poring over specs and details until he made exactly what he needed for his own feel and quality of sound. Sometimes he would whittle the sticks by hand, other times he enlisted the help of a wood turner. As word of his implements spread through his students and other percussionists, calls for orders from music stores started coming in. Vic’s idea that each drummer should be able to find their own perfect pair, and not simply settle for what’s out there, is at the core of our brand. Our catalog now includes over 200 varieties of sticks and mallets that range in length, taper, tip, and

material.. all designed to help you find a match for your own feel and your quality of sound.”

## Events

- Lessons
- Masterclasses
- Drum Workshops
- Promo events
- Meet & Greets

Meet and greets are common for drum companies. Very local and “outreach” like. Same with events like lessons. I have personally used their products; high quality, durable and lives up to their name and brand.

# DESIGN RESEARCH



*Sticks. Have the signature "Vic Firth" branding and logo.*



*Same as the former.*



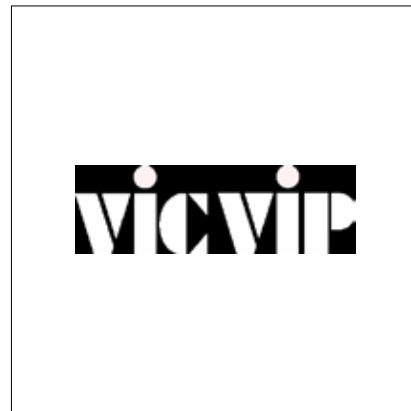
*Photography taken from their website. Depicts the company well.*



*same as the former, but through a different lens of the activity.*



*Same as image #3.*



*VIC VIP. Has the logo and design as the actual brand name.*



*Vic Firth Logo. Distinct design and color scheme.*

# TYPOGRAPHY EXPLORATIONS

## Futura PT (Bold Oblique)

**AaBbCcDdEeFfGgHhIiJjKkLlMmNnOo**  
**PpQqRrSsTtUuVvWwXxYyZz**  
**1234567890&**

*Sans-serif bold typeface that works well as a headline for events and descriptions for said events.*

---

## Arial (Italic)

*AaBbCcDdEeFfGgHhIiJjKkLlMmNnOo*  
*PpQqRrSsTtUuVvWwXxYyZz*  
*1234567890&*

*A sans-serif subheadliner typeface that blends well with Futura PT and Didot LT Pro.*

---

## Didot LT Pro (Roman)

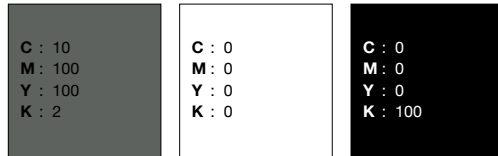
AaBbCcDdEeFfGgHhIiJjKkLlMmNnOo  
PpQqRrSsTtUuVvWwXxYyZz  
1234567890&

*what is working about this typeface*

---

# COLOR REFERENCE

## Color Palette



*Strong brand identity*

---

## Color Image Reference



*Brand Identity and a bold logo.*

# DESIGN EXPLORATIONS

William Brooks | Project 1 | Typography III | *Fall 2024*

# COMPUTER ROUGHS

## January

**Friday, Jan. 10th**

*Meet and Greet - Indianapolis, Indiana*

A meet and greet with some of our certified Vic Firth artists!  
Primary focus: Hybrid Rudiments.

**Monday, Jan. 27th**

*Marching Percussion Clinic - Canton, Ohio*

A marching percussion event hosted by the Canton Bluecoats!

## February

**Wednesday, Feb. 19th**

*Marimba Masterclass - Boston, Massachusetts*

An advanced masterclass in all things marimba. Hosted by  
Dr. Andrew Eldridge and Dr. Brad Meyer.

## June

**Saturday, Jun. 28th**

*DCI 2025 Show: Drums Along the Rockies - Fort Collins, Colorado*

With a vast reach online at DCI.org, through corporate sponsorship, annual broadcast initiatives, and outreach to high school music programs, Drum Corps International delivers the message of "excellence in performance and in life" to more than 7.2 million young people, ages 13-22 involved in the performing arts across the United States.

Vic Firth is proud to be on the extensive list of DCI's various sponsors. Tents, merch, and product demos will be available to the public, as well as guest appearances from our certified Vic Firth artists! Names and details coming soon.

## July

**Sunday, July 6th**

*Broken City Summer Workshop - TBD*

Broken City Percussion, Inc. is a nonprofit public benefit corporation and is proudly sponsored by Vic Firth. More info will be available in the near future.

## January

**Friday, Jan. 10th**

*Meet and Greet - Indianapolis, Indiana*

A meet and greet with some of our certified Vic Firth artists!  
Primary focus: Hybrid Rudiments.

**Monday, Jan. 27th**

*Marching Percussion Clinic - Canton, Ohio*

A marching percussion event hosted by the Canton Bluecoats!

## February

**Wednesday, Feb. 19th**

*Marimba Masterclass - Boston, Massachusetts*

An advanced masterclass in all things marimba. Hosted by  
Dr. Andrew Eldridge and Dr. Brad Meyer.

## June

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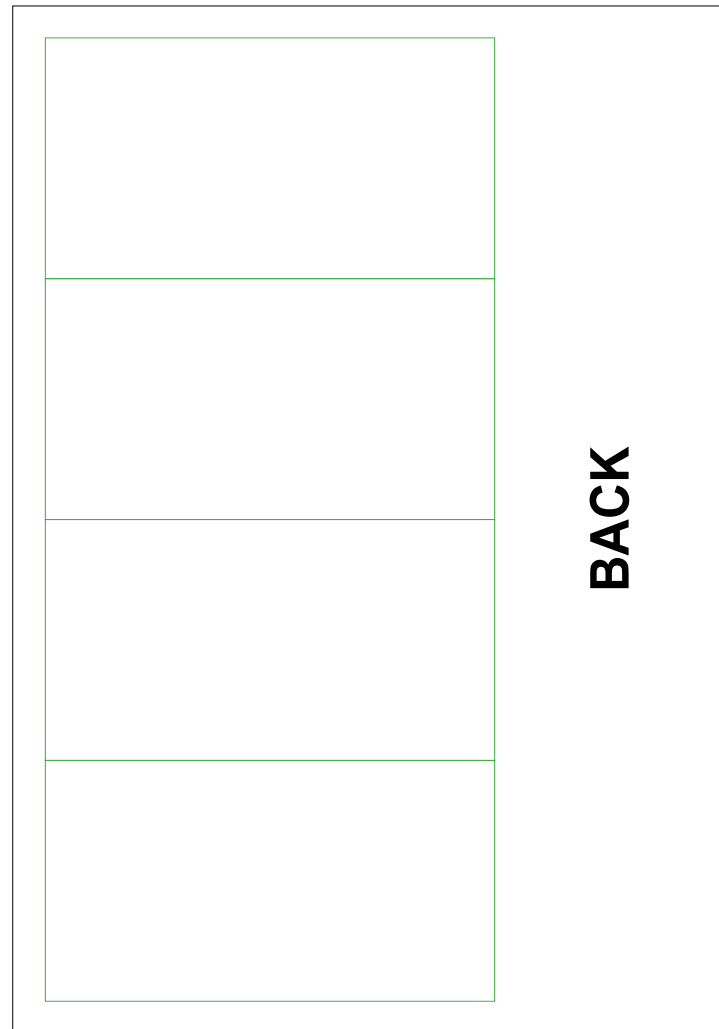
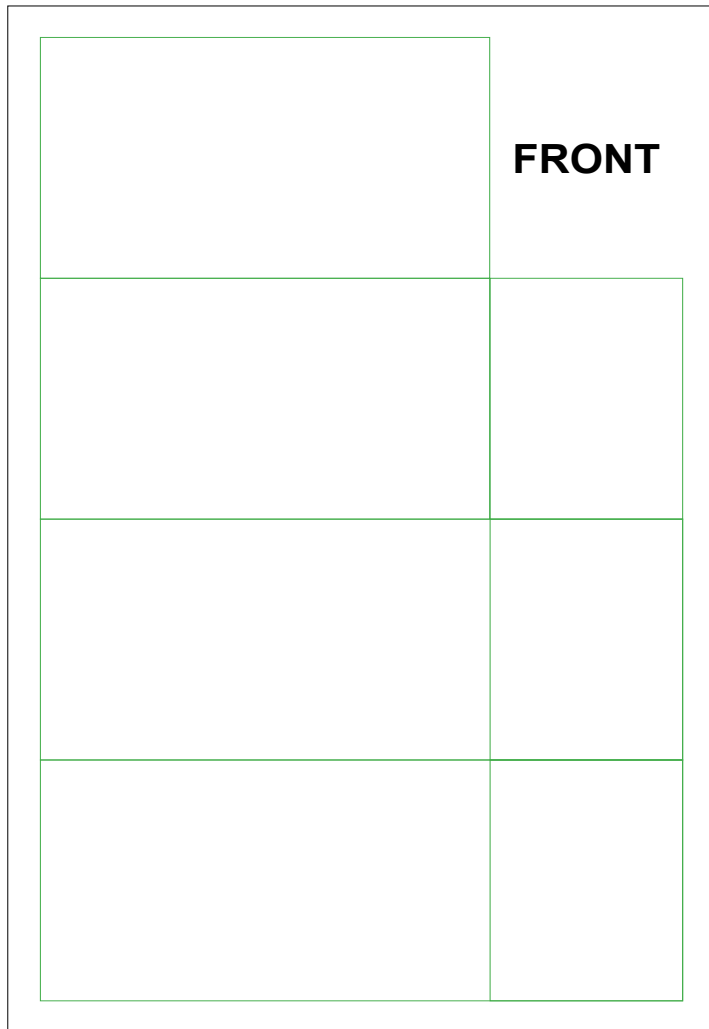
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Broken City Percussion, Inc. is a nonprofit public benefit corporation and is proudly sponsored by Vic Firth. More info will be available in the near future.

# COMPUTER ROUGHS



# COMPUTER ROUGHS



# COMPUTER REFINEMENT



**Friday, Jan. 10th**  
*Meet and Greet*  
*Indianapolis, Indiana*

A meet and greet with some of our certified Vic Firth artists!  
Primary focus: Hybrid Rudiments.

**Monday, Jan. 27th**  
*Marching Percussion Clinic*  
*Canton, Ohio*

A marching percussion event hosted by the Canton Bluecoats!

**Friday, Jan. 10th**  
*Meet and Greet*  
*Indianapolis, Indiana*

A meet and greet with some of our certified Vic Firth artists!  
Primary focus: Marching Percussion 101.

**JANUARY**

**Wednesday, Feb. 19th**  
*Marimba Masterclass*  
*Boston, Massachusetts*

An advanced masterclass in all things marimba.  
Hosted by Dr. Andrew Eldridge  
and Dr. Brad Meyer.

**Friday, Feb. 21st**  
*Meet and Greet*  
*Indianapolis, Indiana*

A meet and greet with some of our certified Vic Firth artists!  
Primary focus: Percussion 101.

**FEBRUARY**

**Wednesday, Mar. 19th**  
*Concert Percussion Masterclass*  
*Boston, Massachusetts*

An advanced masterclass in all things concert.  
Hosted by Dr. Andrew Eldridge  
and Dr. Brad Meyer.

**Friday, Mar. 21st**  
*Meet and Greet*  
*Indianapolis, Indiana*

A meet and greet with some of our certified Vic Firth artists!  
Primary focus: Auxillary Percussion 101.

**Sunday, Mar. 30th**  
*Broken City Summer Workshop*  
*To Be Determined*

Broken City Percussion, Inc. is a nonprofit public benefit corporation and is proudly sponsored by Vic Firth. More info will be available in the near future.

**MARCH**

# FINAL LAYOUTS

William Brooks | Project 1 | Typography IV | *Spring 2025*

# FINAL LAYOUTS

VIC FIRTH



25% OFF

Any Drum Kit necessary!  
Use code **VIDK65Z** at checkout or use this coupon at one of our in-person vendors!



10% OFF

all MS-Series Sticks!  
Use code **VMSE823** at checkout or use this coupon at one of our in-person vendors!



30% OFF

Your next purchase!  
Use code **VICF964** at checkout or use this coupon at one of our in-person vendors!

## PASIC 2025

**Wednesday - Saturday  
Nov. 12th - Nov 15th**  
*Indianapolis, Indiana*

DRUM FEST at PASIC is the best four-days of drumming. Go to one-of-a-kind clinics, watch concerts, and hear sage advice from the best in the profession. Featuring all styles of drumming – rock, metal, jazz, latin, world, more – PASIC is something you'll never forget.

With three full days of sessions, four evening concerts, and an Expo Hall stacked with gear from your favorite vendors, including brand new stuff they only debut at PASIC, if you're a drummer you can't miss it.

## WGI Percussion Finals

**Thursday - Saturday  
Apr. 10th - Apr. 12th**  
*Dayton, Ohio*

WGI Indoor Percussion Finals. An indoor percussion ensemble or indoor drumline consists of the marching percussion and front ensemble sections of a marching band or drum corps. Indoor percussion marries elements of music performance, marching, and theater. Thus, the activity is often referred to as percussion theater.

Vic Firth tents, merch, and product demos will be available to the public!

## DCI 2025 Show: Drums Along the Rockies

**Saturday, June 28th**  
*Fort Collins, Colorado*

With a vast reach online at DCI.org, through corporate sponsorship, annual broadcast initiatives, and outreach to high school music programs, Drum Corps International delivers the message of "excellence in performance and in life" to more than 7.2 million young people.

Vic Firth is proud to be on the extensive list of DCI's various sponsors. Tents, merch, and product demos will be available to the public, as well as guest appearances from our certified Vic Firth artists! Names and details coming soon.



The Perfect Pair.

JANUARY  
FEBRUARY  
MARCH

**Wednesday, Mar. 19th**  
*Concert Class - Boston, Massachusetts*  
An advanced masterclass in all things concert. Hosted by Dr. Andrew Eldridge and Dr. Brad Meyer.

**Friday, Mar. 21st**  
*Meet and Greet - Indianapolis, Indiana*  
A meet and greet with some of our certified Vic Firth artists!  
Primary focus: Auxiliary Percussion 101.

**Sunday, Mar. 30th**  
*Broken City Summer Workshop  
To Be Determined*  
Broken City Percussion, Inc. is a nonprofit public benefit corporation. More info will be available in the near future.

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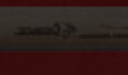
**Friday, Feb. 21st**  
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**Friday, Jan. 10th**  
*Meet and Greet - Indianapolis, Indiana*  
A meet and greet with some of our certified Vic Firth artists.  
Primary focus: Hybrid Rudiments.

**Monday, Jan. 27th**  
*Percussion Clinic - Canton, Ohio*  
A marching percussion event hosted by the Canton Bluegrass!


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VIC FIRTH



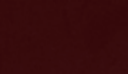
25% OFF

Any Drum Kit necessary!  
Use code **VIDK65Z** at checkout or use this coupon at one of our in-person vendors!



10% OFF

all MS-Series Sticks!  
Use code **VMSE823** at checkout or use this coupon at one of our in-person vendors!



30% OFF

Your next purchase!  
Use code **VICF964** at checkout or use this coupon at one of our in-person vendors!

## PASIC 2025

**Wednesday - Saturday  
Nov. 12th - Nov 15th**  
*Indianapolis, Indiana*

DRUM FEST at PASIC is the best four-days of drumming. Go to one-of-a-kind clinics, watch concerts, and hear sage advice from the best in the profession. Featuring all styles of drumming – rock, metal, jazz, latin, world, more – PASIC is something you'll never forget.

With three full days of sessions, four evening concerts, and an Expo Hall stacked with gear from your favorite vendors, including brand new stuff they only debut at PASIC, if you're a drummer you can't miss it.

## WGI Percussion Finals

**Thursday - Saturday  
Apr. 10th - Apr. 12th**  
*Dayton, Ohio*

WGI Indoor Percussion Finals. An indoor percussion ensemble or indoor drumline consists of the marching percussion and front ensemble sections of a marching band or drum corps. Indoor percussion marries elements of music performance, marching, and theater. Thus, the activity is often referred to as percussion theater.


Vic Firth tents, merch, and product demos will be available to the public!

## DCI 2025 Show: Drums Along the Rockies

**Saturday, June 28th**  
*Fort Collins, Colorado*

With a vast reach online at DCI.org, through corporate sponsorship, annual broadcast initiatives, and outreach to high school music programs, Drum Corps International delivers the message of "excellence in performance and in life" to more than 7.2 million young people.

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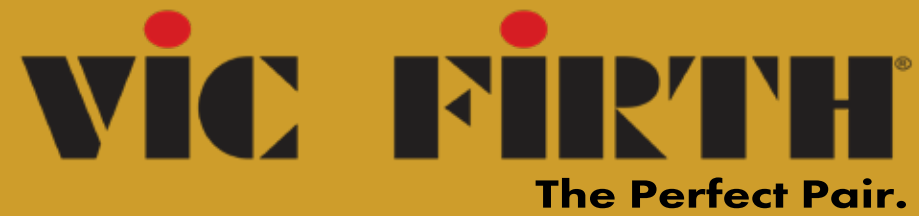
22 Longsight Drive  
Norwell, MA 02061

First Class  
U.S. POSTAGE  
PAID  
Norwell, MA  
Permit No. 0000

John Doe  
150 East Exchange Street  
Akron, OH 44325

# FINAL MOCKED UP LAYOUTS





Process Book

# **WILLIAM BROOKS**

Project 1 | Typography IV | *Spring 2025*



Process Book

# WILLIAM BROOKS

Project 1 | Packaging Design | Fall 2025

# RESEARCH

William Brooks | Project 1 | Packaging Design | *Fall 2025*

# CREATIVE BRIEF

The macaroni & cheese box is a staple on grocery stores shelves. Outside of surface graphics, it has remained largely unchanged for years. For this project, you are asked to consider the shape and form, as well as the surface graphics of the 6-sided carton.

The existing box is 3.5" wide by 7.125" tall by 1.25" deep. You may decide to maintain the size and orientation of the box on the shelf, or you may want to reconsider the form, as long as the total volume of the box ( $3.5" \times 7.125" \times 1.25" = 31.172"$ ) remains the same.

The package should remain a rectilinear form and must contain all of the existing content (weight, preparation instructions, nutrition facts, etc.), although you are asked to redesign all of the text and graphics. You may choose to use the Kraft brand logo or reimagine the brand. You must design a series of three boxes (based on variations such as noodle type, cheese, etc.) that work together.

Consider: research existing brands, color, form, shelf presence, imagery, typography, design that wraps around surfaces of the form

What is due: Color comps, built to size and properly photographed for presentation. Process book showing documented research, ideation, sketches, views of all 6 sides of final forms and professional photography of final forms.

**3 Weeks**

# SUBJECT RESEARCH

Packaging Design 8/24

Mac & Cheese Pack Ideas

Reference Books

- Kraft
- Gooles
- Annie's

Clean Label Process

↓

TYPE

5 Rabbit/Motiv

Kraft Mac & Cheese Annie's

GOOLES

Types of logos

Potential Themes

- Space → Placed handles
- Minimalist Packaging
- Corp. ID → package flaws
- Tech-oriented → New age
- Two-tone Grayscale
- Fun handles
- Atmospheric/inventive theme
- Holidays
- Seasons

Buzzwords:

- Fun
- Art Deco
- Collage
- High
- Kids

Expanded Ideas

Season Brand name → "seasoning"

Seasons IIII

- Handles can be symbols ~~also~~ related to the seasons
- Party for Seasons can be incorporated
- Fall, Winter, Spring, Summer
- Each can have their own unique flavor
- Holidays can also play a visual role
- Snow, Rain, leaves, Sun

2.] Symbols/Shapes

- Letters, Numbers, Symbols
- Alphabet Soup kinda vibe [unhappy]
- Kid-oriented, interactivity → Aesthetic
- "Approachable" Font for handles
- Clear audience for theme

1 2 3 Δ □ ○  
A B C D E F

Y

Packaging Design Cont.

3.] 80's Theme Mac & Cheese OR Era ★ 1

- "Retro" Aesthetic

- Mixtures for boxes

- "Music" era

OR IN SEASONS

80's

Flavors

- Summer Chevre
- Winter Swiss
- Autumn Sharp Cheddar
- Spring Swiss

Seasons 3 4

Seasons

Color Color Color Color

Evaluation - Season Mac & Cheese

# May have to do 4 instead of 3

Fall, winter, Spring, Summer

Mix: Detailed?  
Abstract?

# DESIGN RESEARCH



# DESIGN RESEARCH



# TYPOGRAPHY EXPLORATIONS

## PODIUM Soft Variable

**AaBbCcDdEeFfGgHhIiJjKkLlMmNnOo**  
**PpQqRrSsTtUuVvWwXxYyZz**  
**1234567890&**

*Playful typeface that keeps the text readable and approachable.*

---

## Articulat CF

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOo  
PpQqRrSsTtUuVvWwXxYyZz  
1234567890&

*Thin typeface that inserts its own style of letterforming while keeping readability.*

---

## Birra

**AaBbCcDdEeFfGgHhIiJjKkLlMmNnOo**  
**PpQqRrSsTtUuVvWwXxYyZz**  
**1234567890&**

*Seri-based design with its own take on lettering.*

---

## Search

**AABBCCDDEEFFGGHHIIJJKKLLMMNNNOO**  
**PPQRRRSSTTUUVVWWXXYYZZ**  
**1234567890&**

*“Marker” aesthetic appeals to a younger audience, while keeping the readability of the letterforms.*

---

## Apparat

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOo  
PpQqRrSsTtUuVvWwXxYyZz  
1234567890&

*Same as Articulat. A typeface that has its own style of letterforming without sacrificing readability.*

---

## Obvia

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOo  
PpQqRrSsTtUuVvWwXxYyZz  
1234567890&

*Blocky lettering that doesn't obstruct readability. Could be used as a minimalist typeface in design.*

---

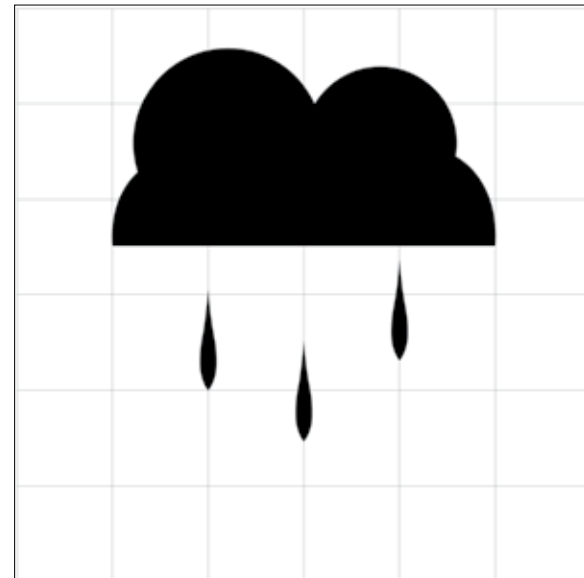
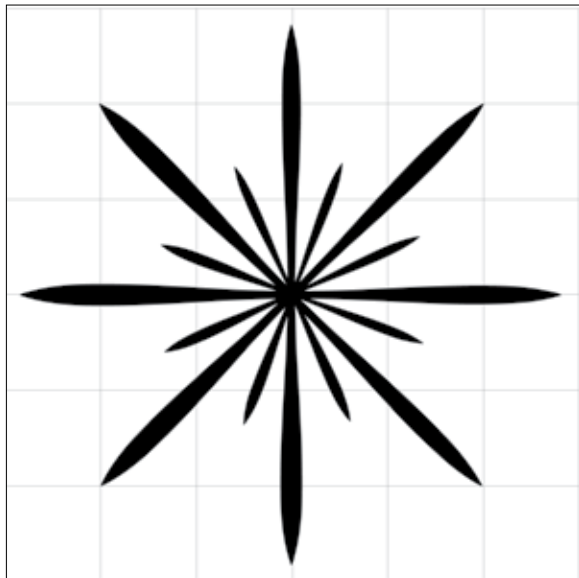
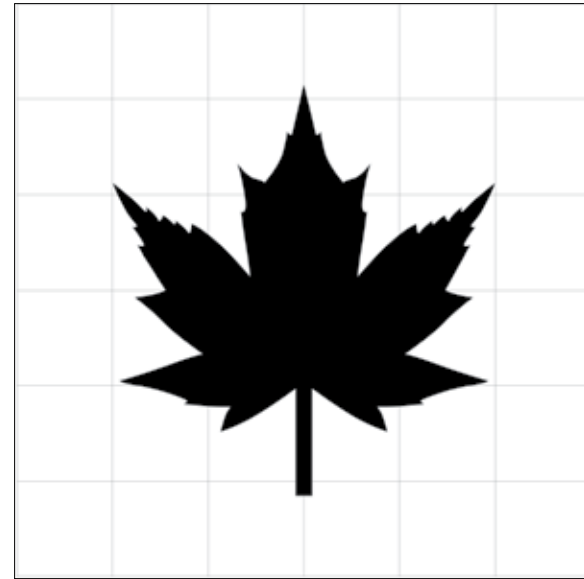
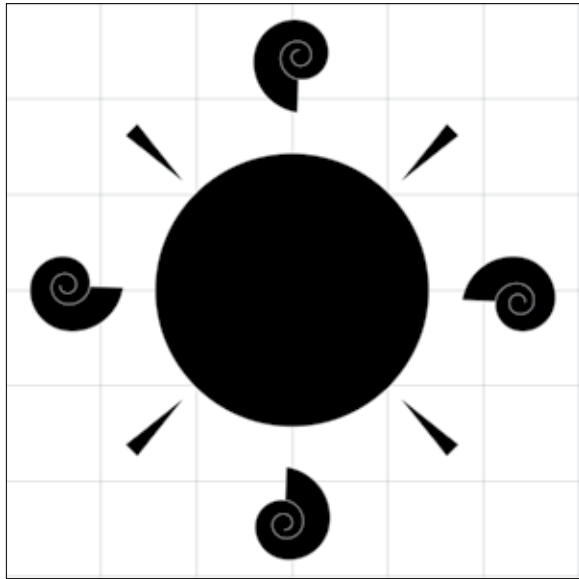
# DESIGN EXPLORATIONS

William Brooks | Project 1 | Packaging Design | Fall 2025

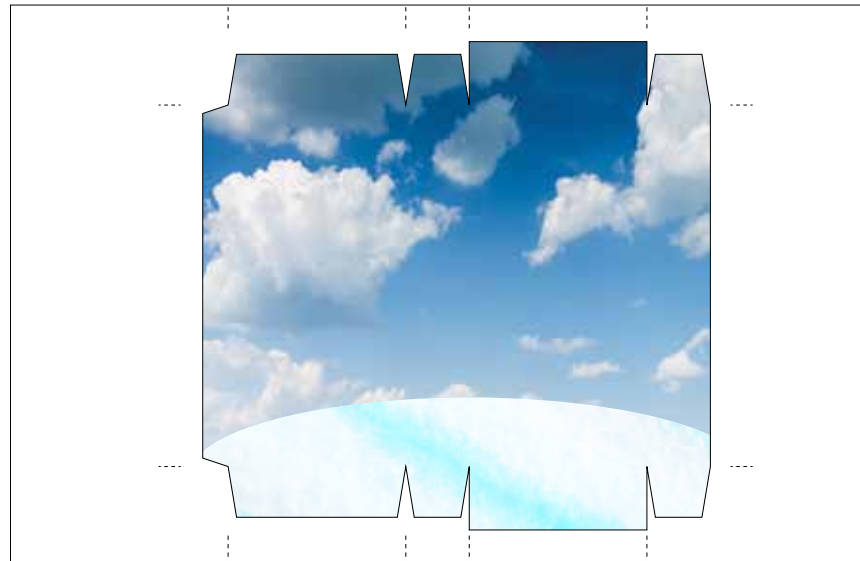
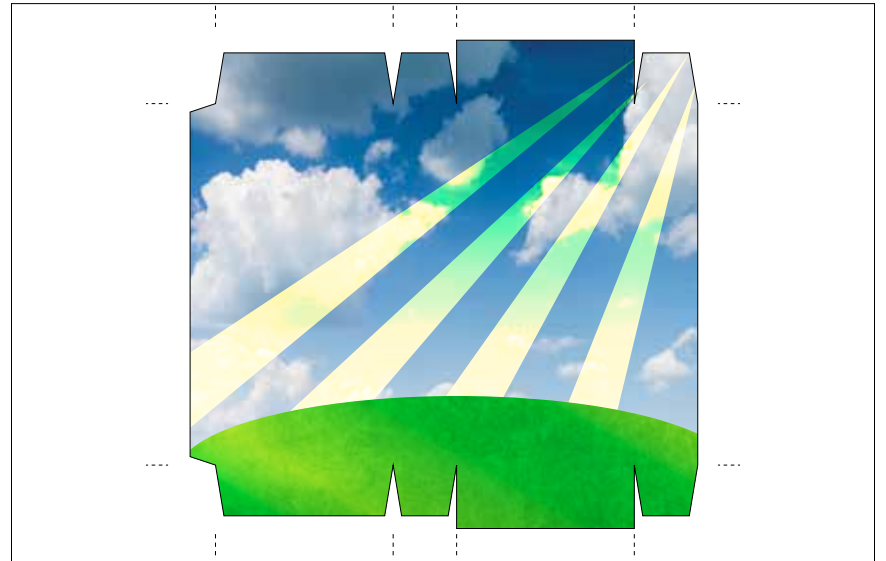
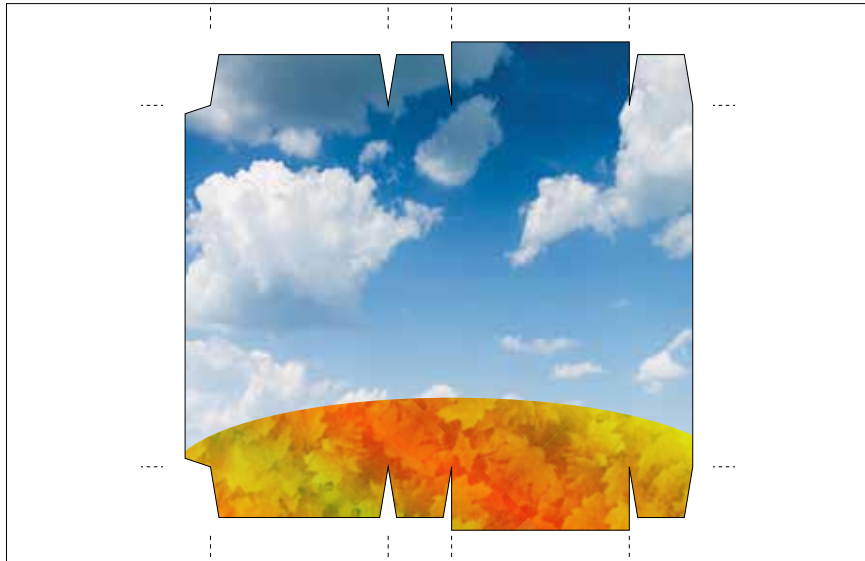
# SKETCHES



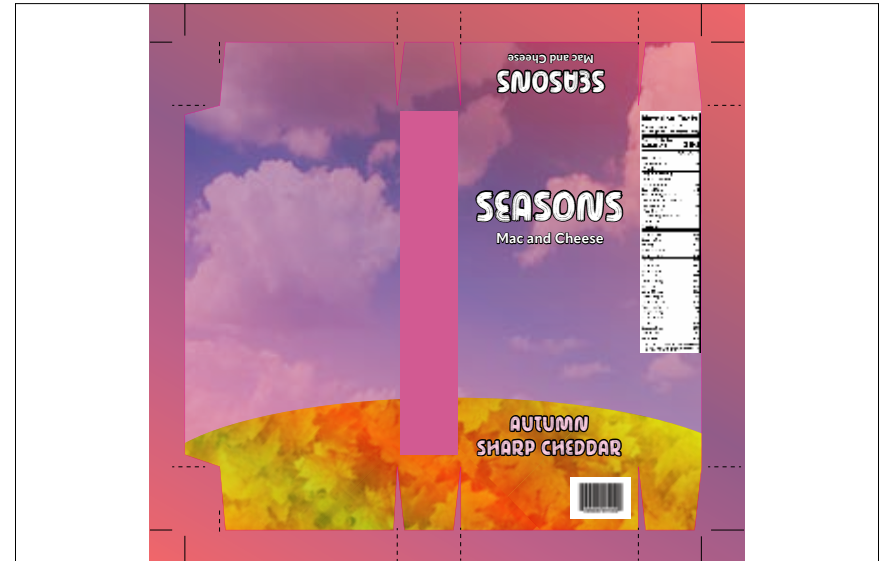
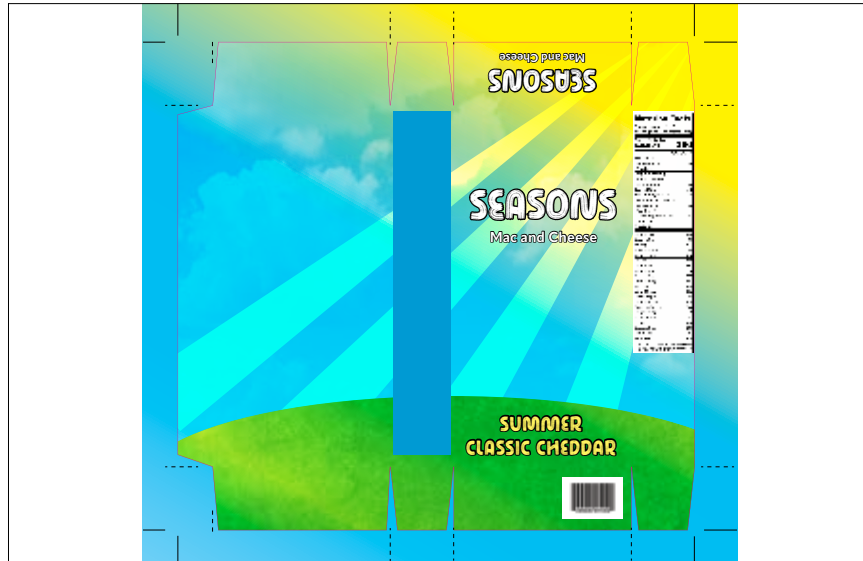
# ICON ROUGHS



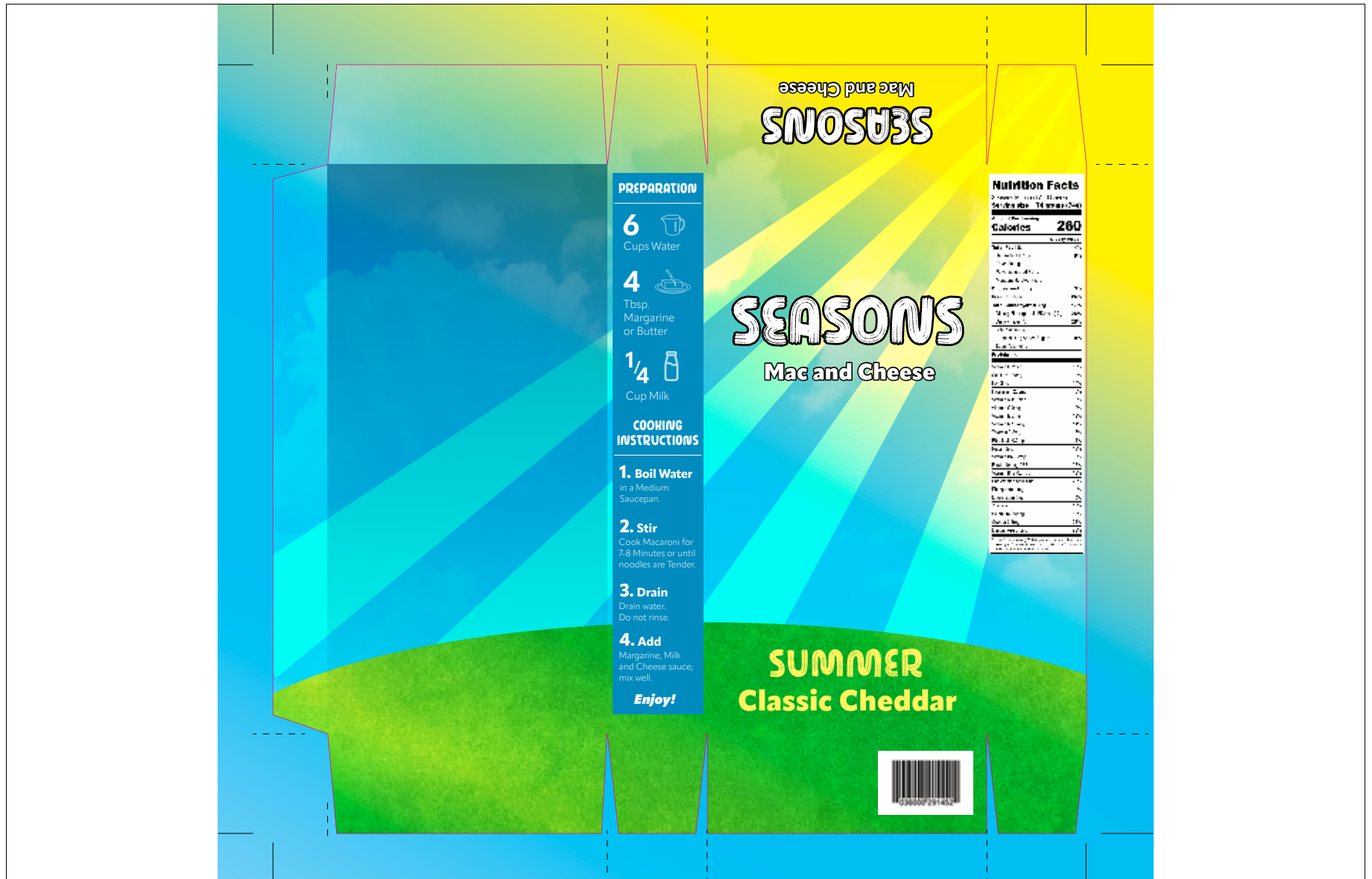
# COMPUTER ROUGHS



# COMPUTER ROUGHS



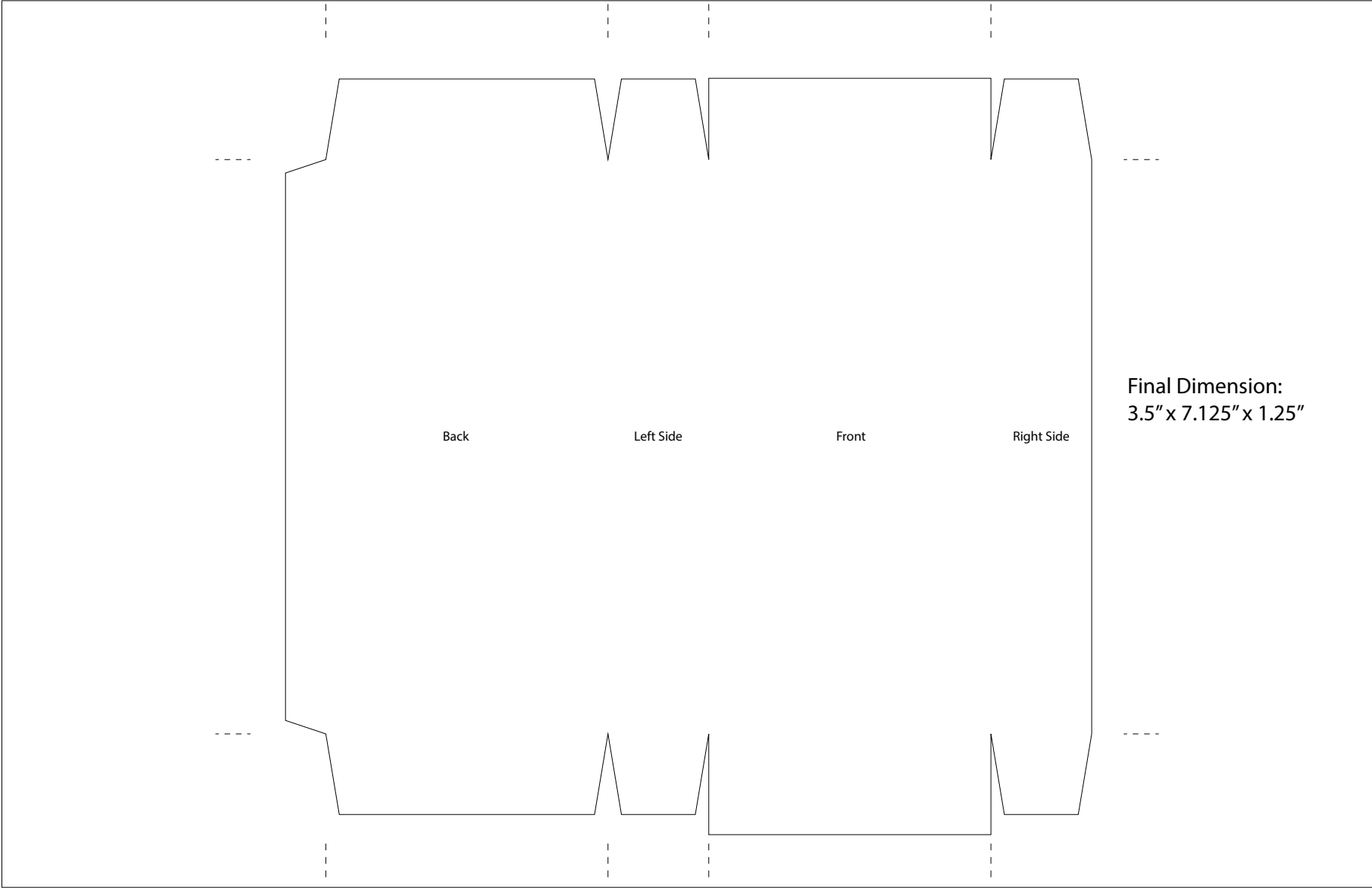
# COMPUTER REFINEMENT



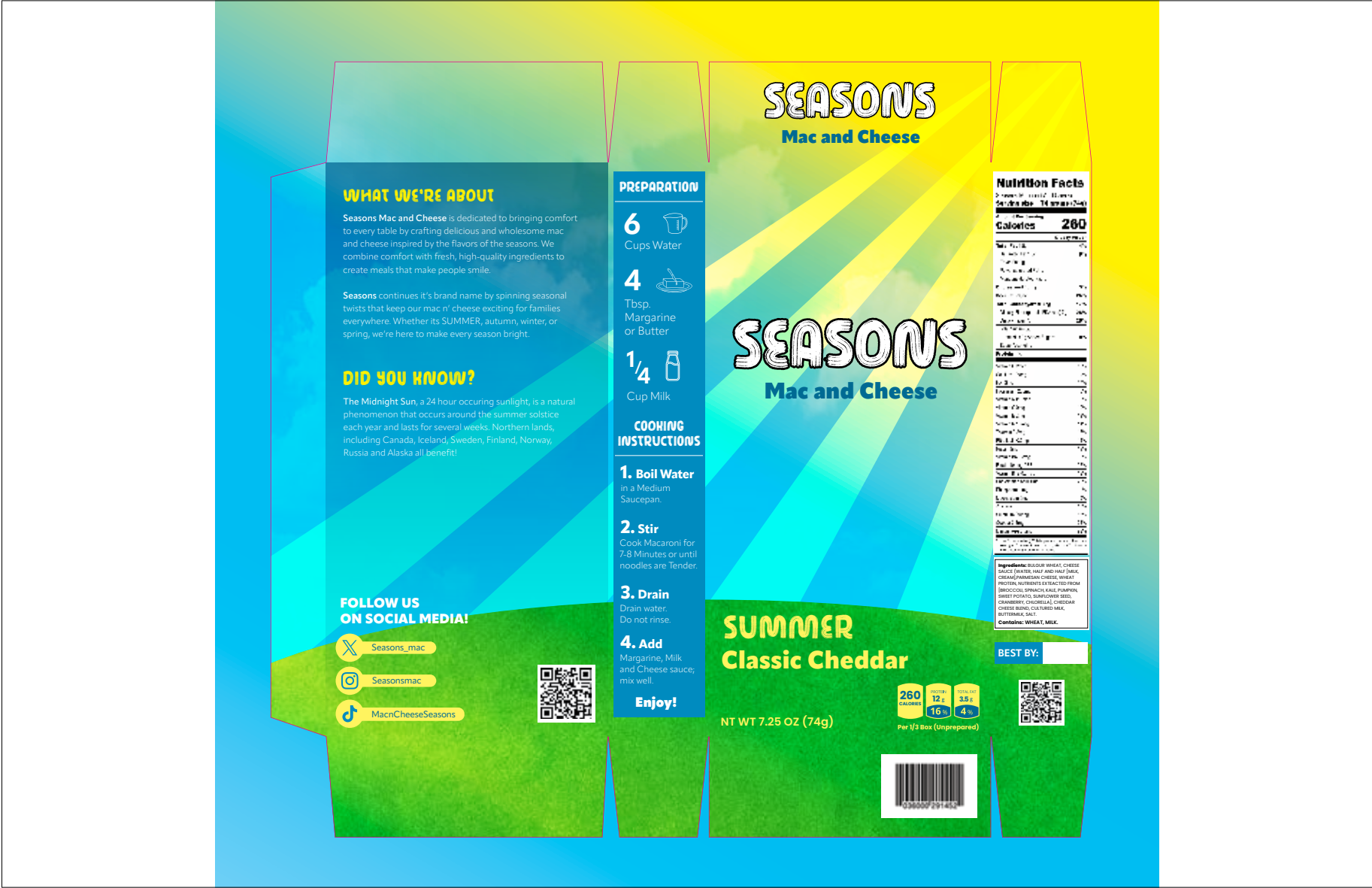
# FINAL LAYOUTS

William Brooks | Project 1 | Packaging Design | Fall 2025

# FINAL DIE LINE



# FINAL LAYOUTS



# FINAL LAYOUTS



# FINAL LAYOUTS



# FINAL LAYOUTS



### WHAT WE'RE ABOUT



Seasons Mac and Cheese is dedicated to bringing comfort to every table by crafting delicious and wholesome mac and cheese inspired by the flavors of the seasons. We combine comfort with fresh, high-quality ingredients to create meals that make people smile.

Seasons continues it's brand name by spinning seasonal twists that keep our mac n' cheese exciting for families everywhere. Whether its summer, autumn, winter, or SPRING, we're here to make every season bright.

### DID YOU KNOW?

There is increased activity in beehives during spring. When spring arrives, beehives buzz with excitement as larvae develop into young bees. These new pollinators are vital in supporting the season's blooming flowers.

### FOLLOW US ON SOCIAL MEDIA!

-  Seasons\_mac
-  Seasonsmac
-  MacnCheeseSeasons



### PREPARATION

**6** Cups Water

**4**  Tbsp. Margarine or Butter

**1/4**  Cup Milk

### COOKING INSTRUCTIONS

- 1. Boil Water**  
in a Medium Saucepan.
- 2. Stir**  
Cook Macaroni for 7-8 Minutes or until noodles are Tender.
- 3. Drain**  
Drain water. Do not rinse.
- 4. Add**  
Margarine, Milk and Cheese sauce; mix well.

Enjoy!

## SEASONS Mac and Cheese

## SEASONS Mac and Cheese

### SPRING Swiss Cheese

NT WT 7.25 OZ (74g)

**260** CALORIES  
12g PROTEIN  
3.5g FIBER  
16% DV PROTEIN  
4% DV FIBER  
Per 1/3 Box (Unprepared)



### Nutrition Facts

Serving Size 1/3 Box (2.50 Oz) (74g)  
Servings Per Container 3

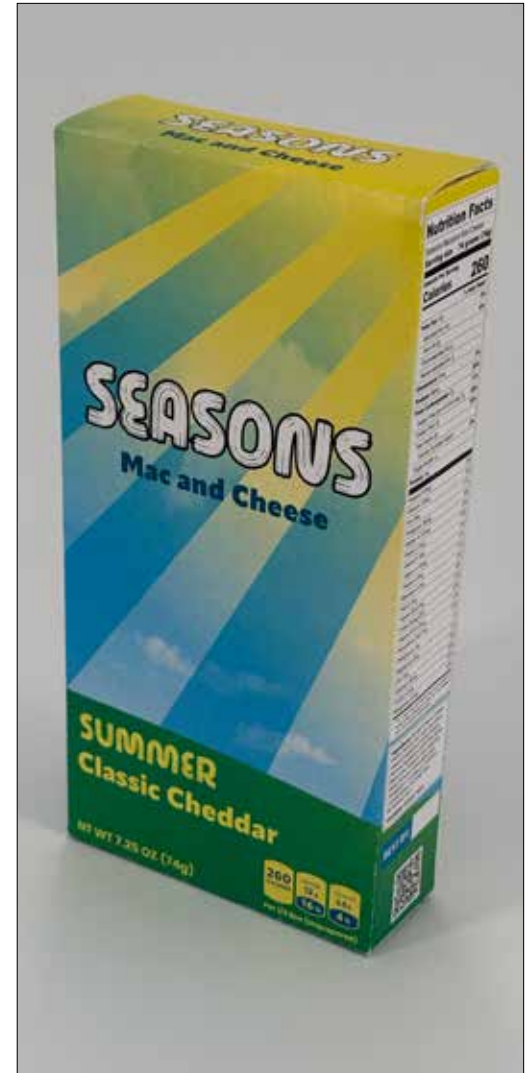
<b>Total Calories</b>	<b>260</b>
<b>% Daily Value*</b>	
<b>Total Fat</b> 10g	20%
<b>Total Carb</b> 35g	70%
<b>Total Protein</b> 12g	24%
<b>Total Fiber</b> 3.5g	7%
<b>Total Sugar</b> 1g	2%
<b>Total Fat</b> 10g	20%
<b>Total Carb</b> 35g	70%
<b>Total Protein</b> 12g	24%
<b>Total Fiber</b> 3.5g	7%
<b>Total Sugar</b> 1g	2%
<b>Total Fat</b> 10g	20%
<b>Total Carb</b> 35g	70%
<b>Total Protein</b> 12g	24%
<b>Total Fiber</b> 3.5g	7%
<b>Total Sugar</b> 1g	2%

**Ingredients:** ELIQUOR WHEAT, CHEESE SAUCE (CHEDDAR, SWISS AND PARMESAN), CHEDDAR PARMESAN CHEESE, WHEAT PROTEIN, BUTTER, BUTTERMILK, BUTTERFLY PASTA, BROCCOLI, SPINACH, KALE, PUMPKIN, SWEET POTATO, SUNFLOWER SEED, CHAMBERLAIN, CHEDDAR, CHEDDAR CHEESE BLEND, CULTURED MILK, BUTTERMILK, SALT.

BEST BY:



# FINAL MOCKED UP LAYOUTS





# FINAL MOCKED UP LAYOUTS



# FINAL MOCKED UP LAYOUTS

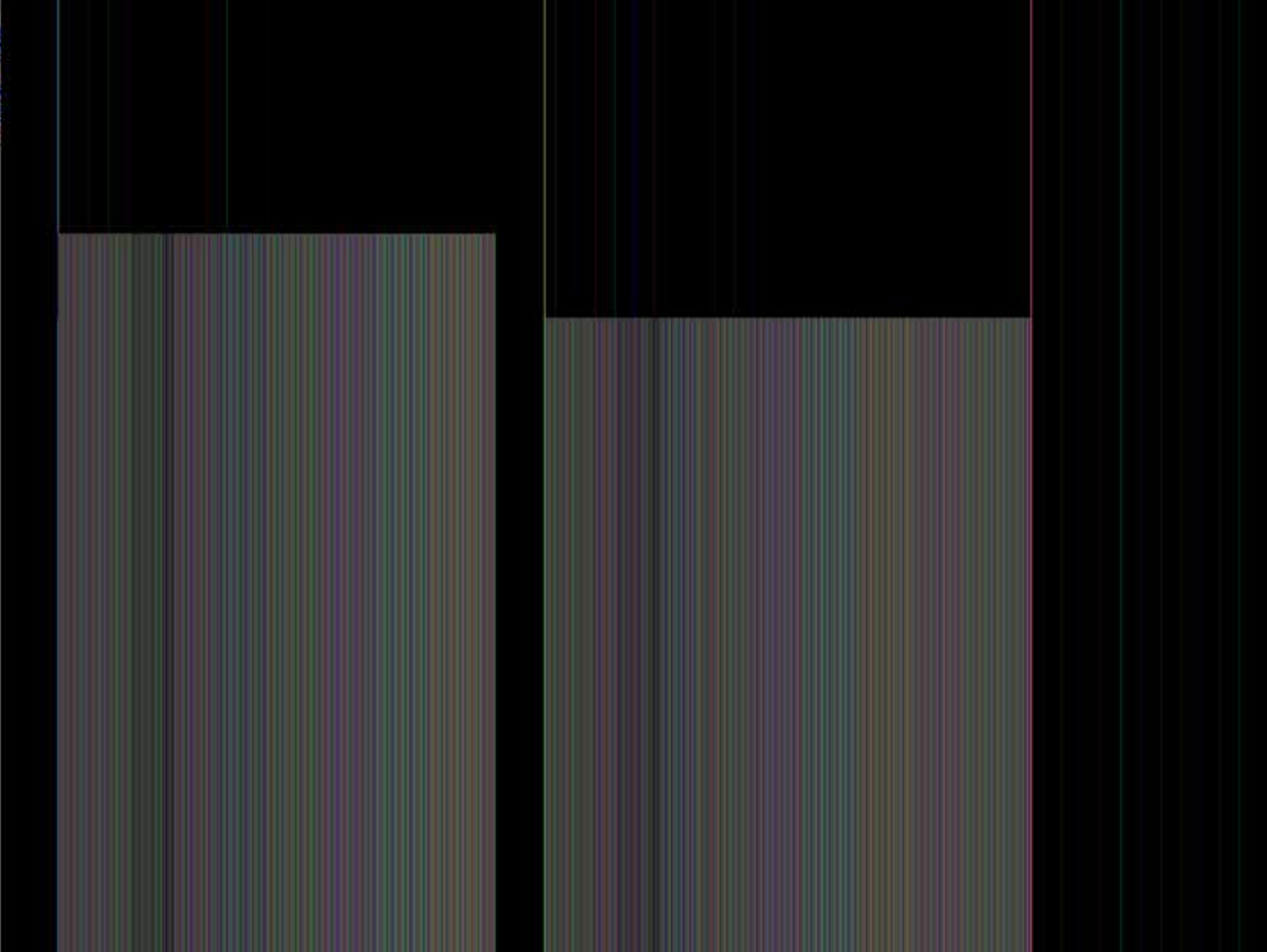
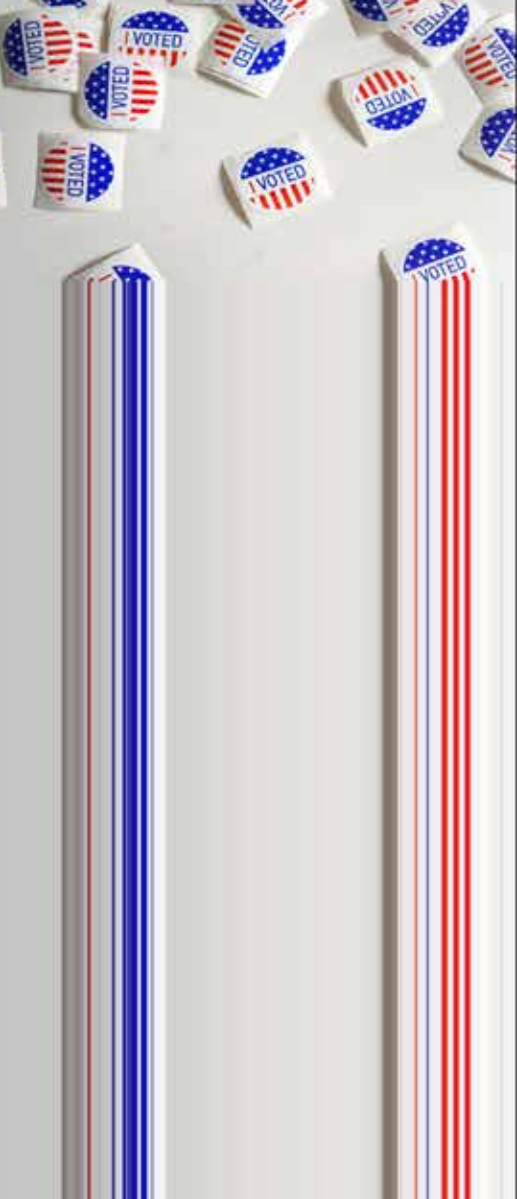




Process Book

# WILLIAM BROOKS

Project 1 | Packaging Design | Fall 2025



Process Book

# WILLIAM BROOKS

Project 1 | Typography III | Fall 2024

# RESEARCH

William Brooks | Project 1 | Typography III | *Fall 2024*

# CREATIVE BRIEF

## **SCHEDULED TIME FRAME: (4 WEEKS)**

### **Project 1: Campaign for GET OUT THE VOTE!**

Using both type and image, students will develop and deliver a comprehensive, multi-channel campaign. Use the figures of speech: synecdoche, simile, metonymy, metaphor, hyperbole, etc. to generate a visually compelling, type dominant campaign: this project focuses on the art of persuasion.

Create a word map by charting words associated with your topic. Develop a typographic palette (consider the first-class project and ways to use multiple typefaces to aid in the presentation of information.) Establish verbal language and distill down to a workable system retaining the impact of the message. Establish visual language: Gather imagery that represents your cause and illustrates the style that you will use in your campaign. This may include images, textures, colors, typography and other items that will influence your approach. Using the information above, compile and present as a mood board.

**ALL DESIGNS MUST BE TYPE DOMINANT, BUT IMAGERY CAN BE USED.**

## **Deliverables:**

For your campaign, you will deliver the following:

- One poster 17 x 22" (two, 11x17"s tiled together or 12 x 18's for full-bleed integrating both type and image to convey your message.
- A series of 3, sequential page magazine print ads: full-page, ½ page horizontal, and 1/3-page vertical, and 3 social media posts.
- The landing page of a web site with a call to action to support your cause. This may be created in InDesign or Photoshop. Despite this being built in static form, consider how the site will function, taking inter activity into account. Remember to design in the correct proportion.
- 1 public transportation application ie: bus wrap
- One item of choice that incorporates a unique way to share your message.
- Digital / PDF process book.

# SUBJECT RESEARCH

## CHOSEN ORGANIZATION:

### Federal Election Commission

As early as 1905, President Theodore Roosevelt recognized the need for campaign finance reform and called for legislation to ban corporate contributions for political purposes. In response, Congress enacted several statutes between 1907 and 1966.

In 1971, Congress consolidated its earlier reform efforts in the Federal Election Campaign Act, instituting more stringent disclosure requirements for federal candidates, political parties and political action committees (PACs). Still, without a central administrative authority, the campaign finance laws were difficult to enforce.

Following reports of serious financial abuses in the 1972 presidential campaign, Congress amended the Federal Election Campaign Act in 1974 to set limits on contributions by individuals, political parties and PACs. The 1974 amendments also established an independent agency, the FEC. The FEC opened its doors in 1975.

- **Design can be simple and reflect government-controlled organizations, such as the MUTCD**

- **Poster should be persuasive and include all elements of design. Maybe incorporate traced signs into campaign items?**

# DESIGN RESEARCH

# TYPOGRAPHY EXPLORATIONS

## ITC Avant Garde Gothic Pro

### Book

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOo  
PpQqRrSsTtUuVvWwXxYyZz  
1234567890&

### Medium

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOo  
PpQqRrSsTtUuVvWwXxYyZz  
1234567890&

### Bold

**AaBbCcDdEeFfGgHhIiJjKkLlMmNnOo**  
**PpQqRrSsTtUuVvWwXxYyZz**  
**1234567890&**

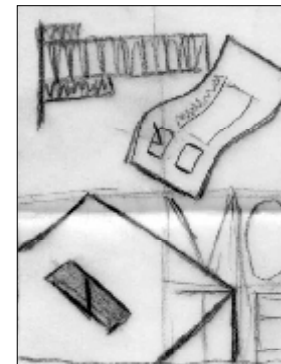
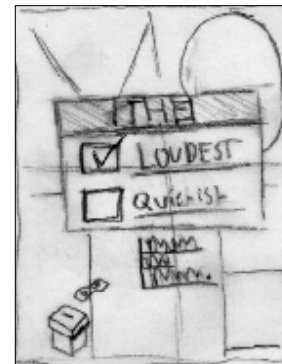
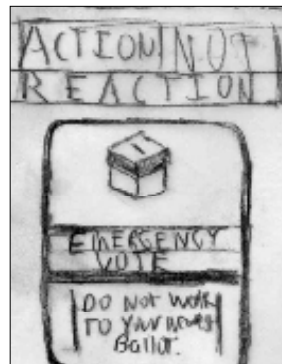
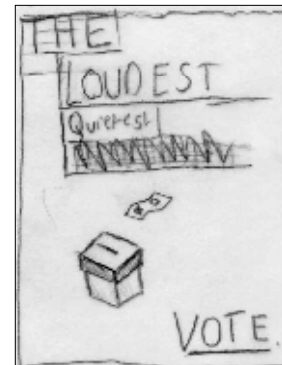
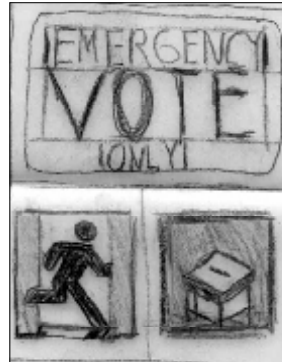
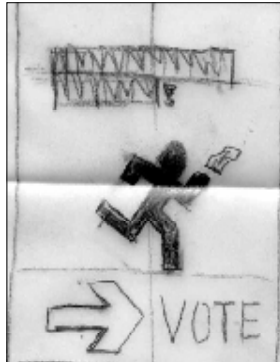
*Avant Garde Gothic has been used as a governmental typeface for things like license plates, no parking signs, etc. This typeface grabs the viewers attention with its sans-serif/serif design, and is easily an ideal typeface for persuasive campaigns.*

---

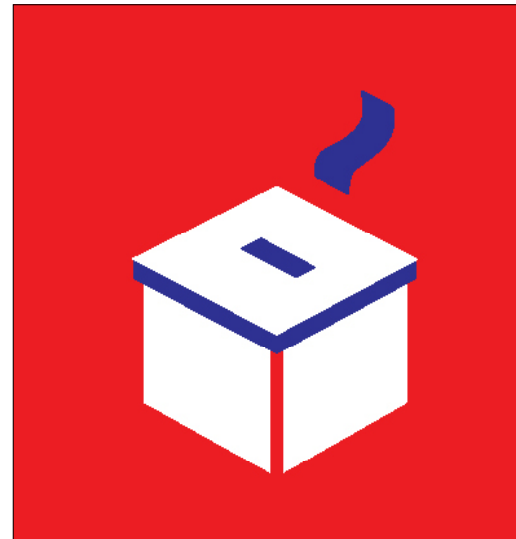
# DESIGN EXPLORATIONS

William Brooks | Project 1 | Typography III | *Fall 2024*

# SKETCHES



# COMPUTER ROUGHS



# COMPUTER REFINEMENT



# FINAL LAYOUTS

William Brooks | Project 1 | Typography III | *Fall 2024*

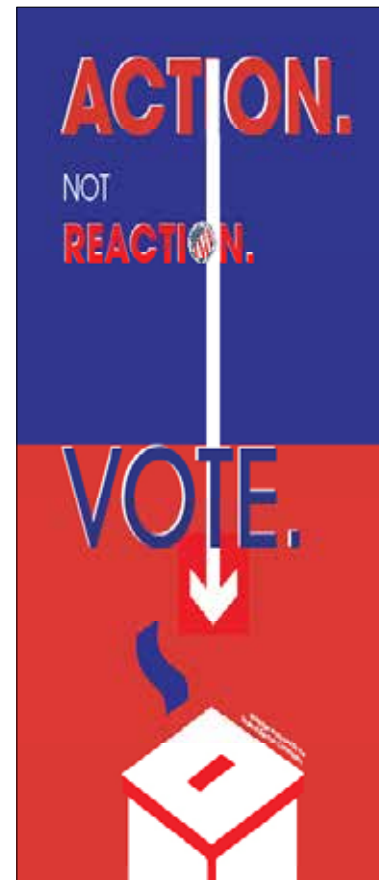
# FINAL POSTER LAYOUT



# FINAL MAGAZINE AD LAYOUTS



Full Page



1/2 Page

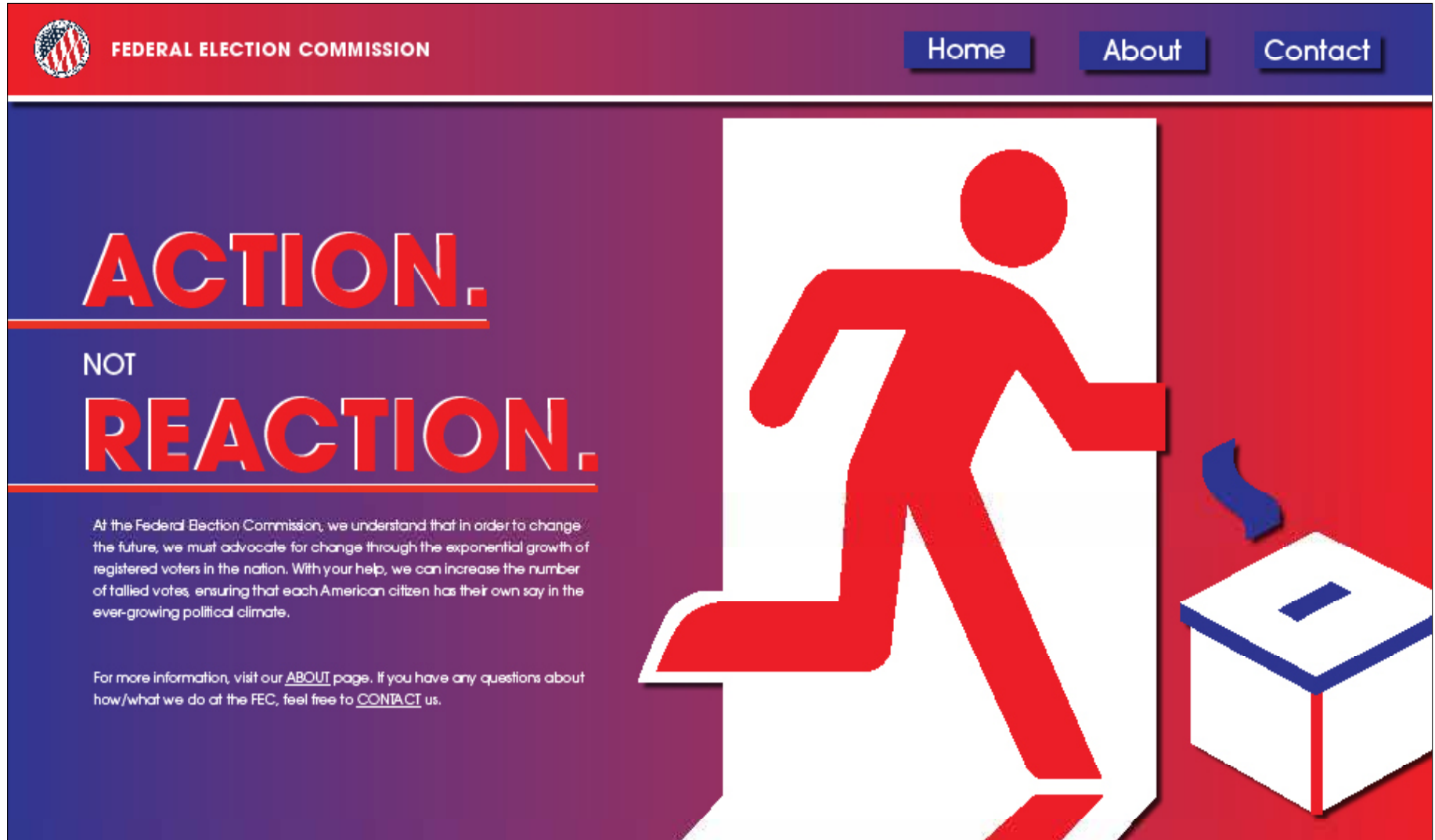


1/3 Page

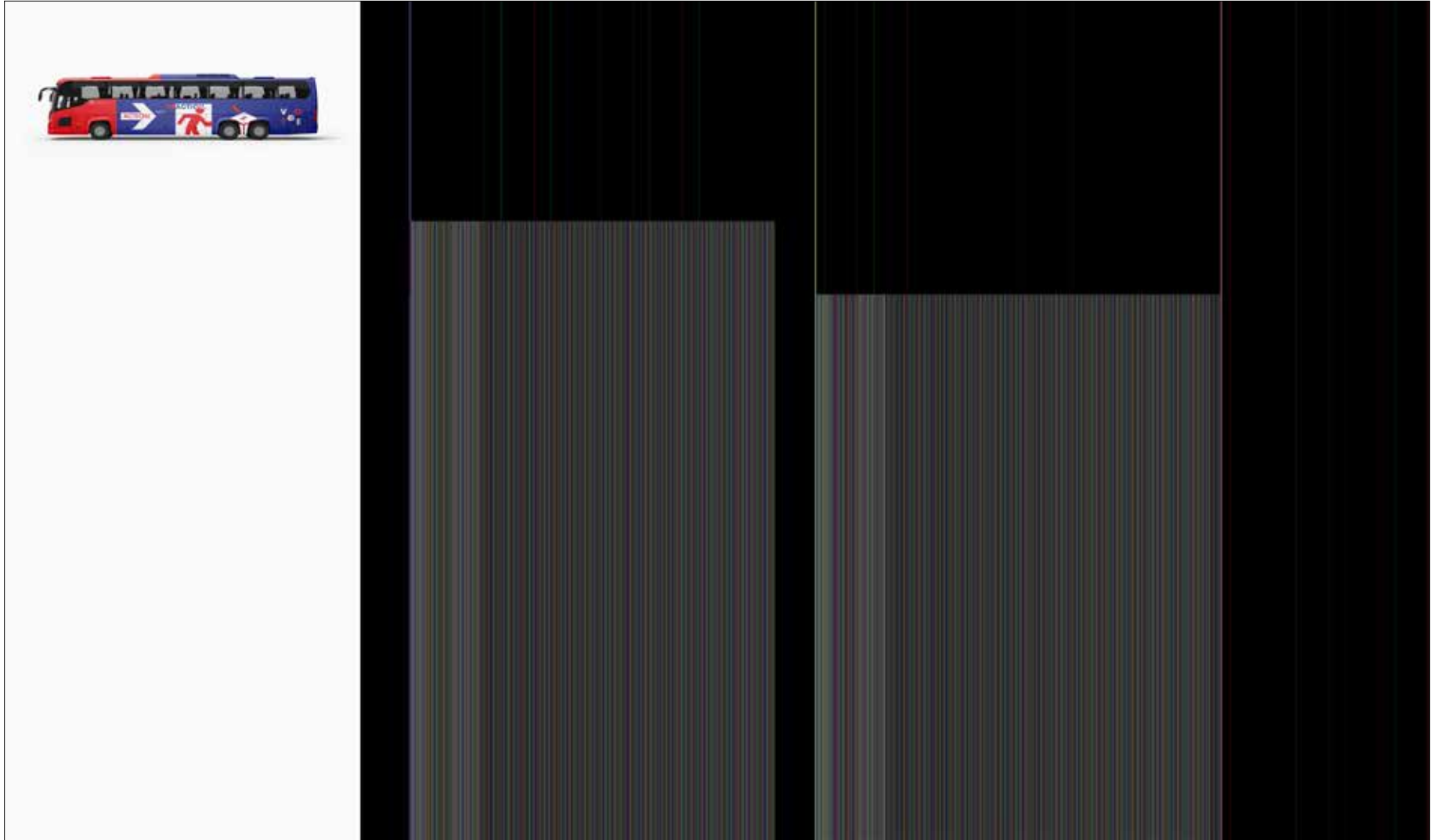
# FINAL SOCIAL MEDIA LAYOUTS



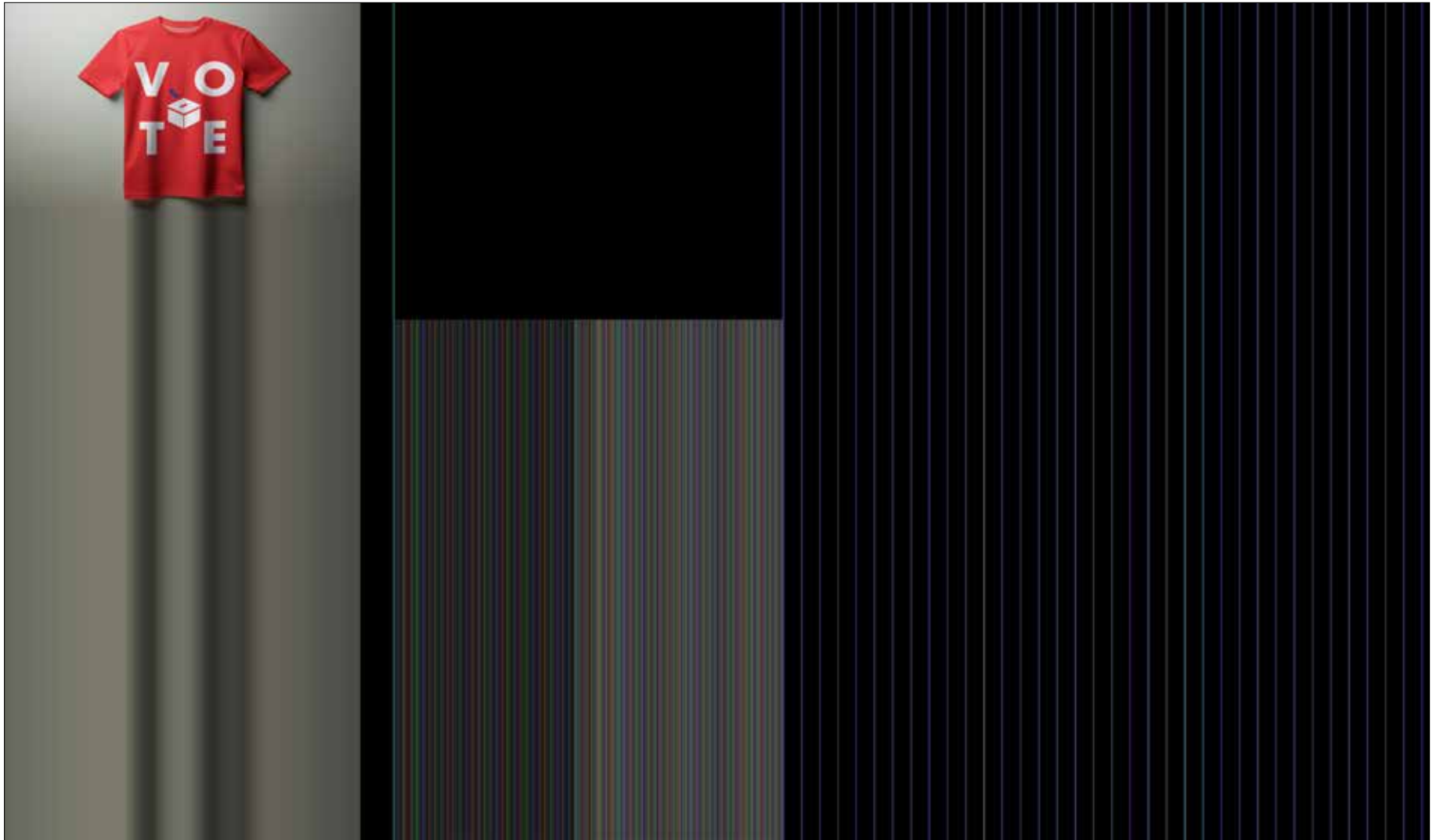
# FINAL WEBSITE LANDING PAGE LAYOUT

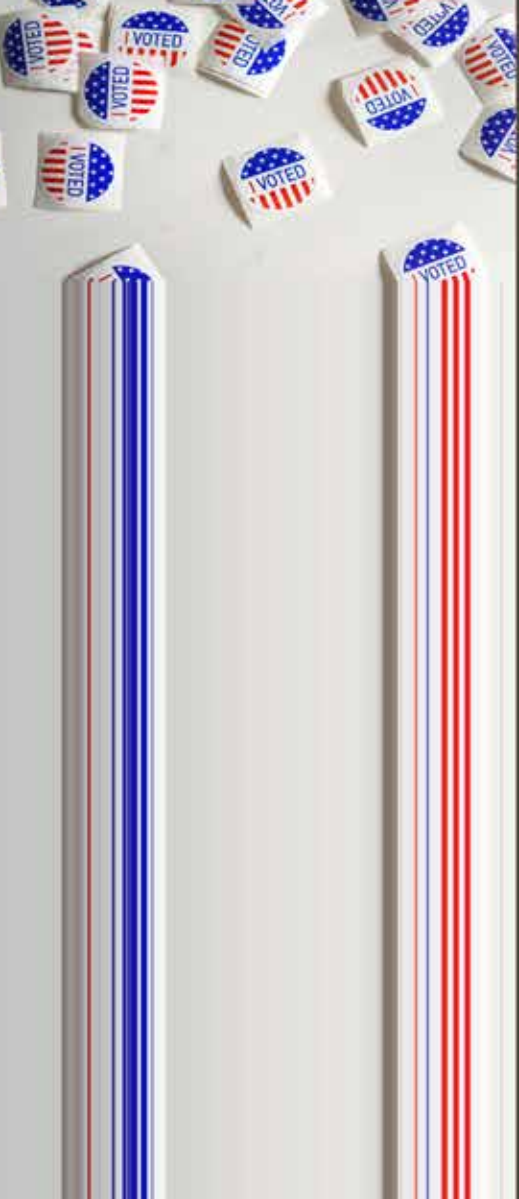


# FINAL BUS WRAP LAYOUT



# FINAL T-SHIRT DESIGN





Process Book

# WILLIAM BROOKS

Project 1 | Typography III | *Fall 2024*



[www.billy-brooks.com](http://www.billy-brooks.com)