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23-8-2024

DDX170.2 Principles of Design - Example 1

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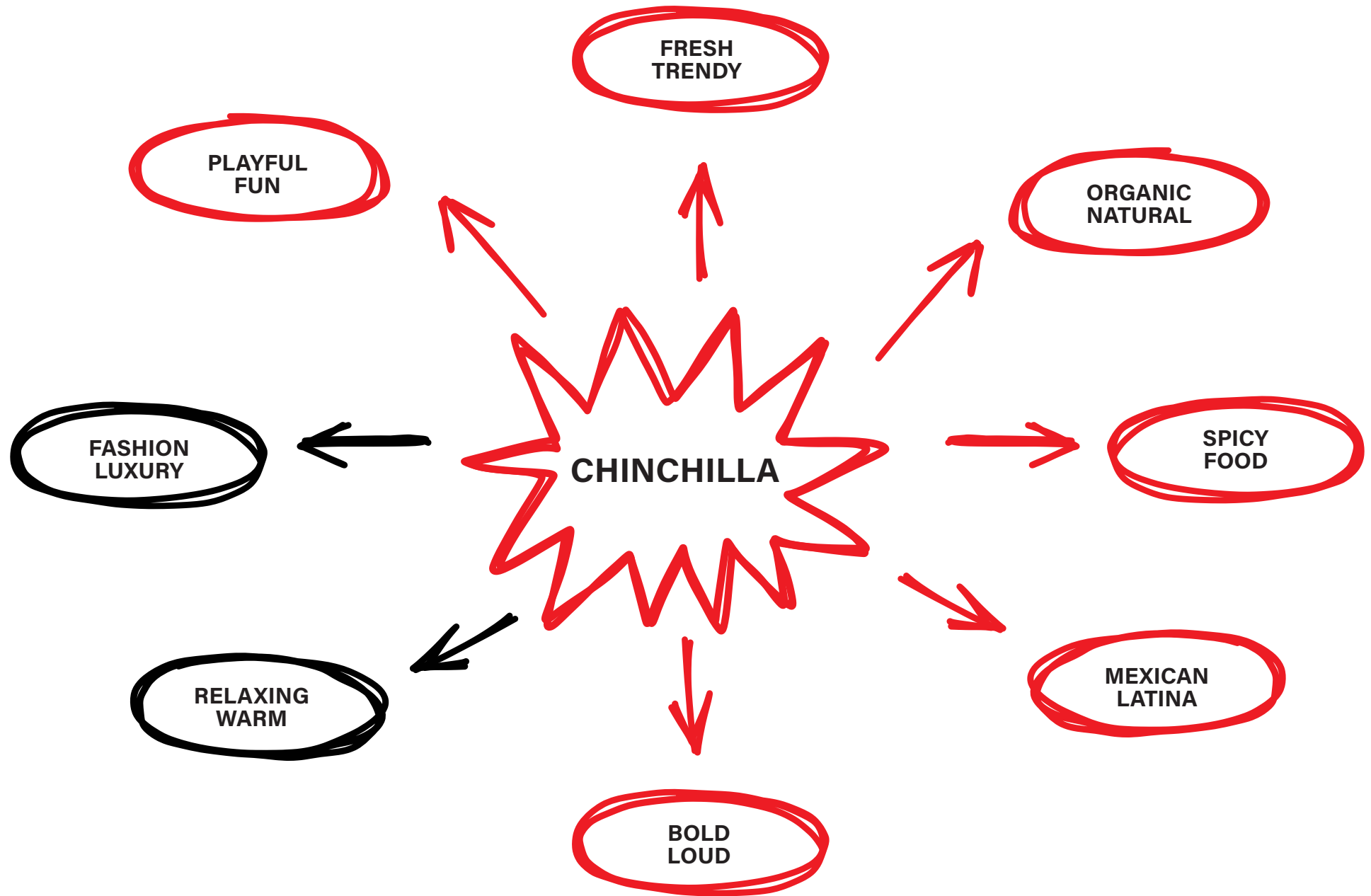
DDX170.2: PROCESS DOCUMENTATION



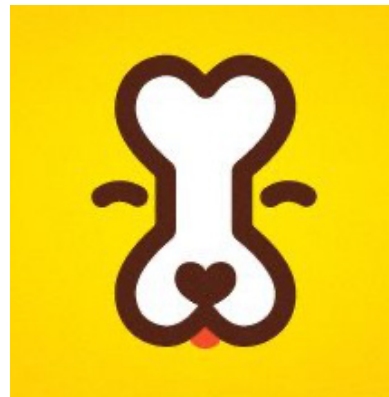
CHINCHILLA
— **HOT SAUCE** —

1033599 - DDX170 - ONL-8003

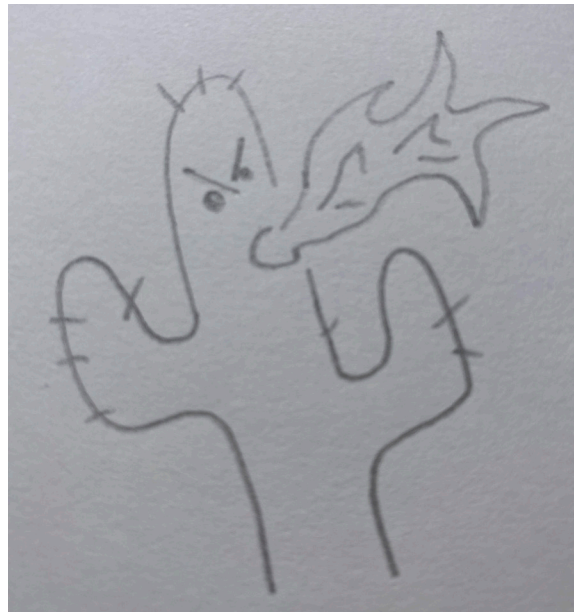
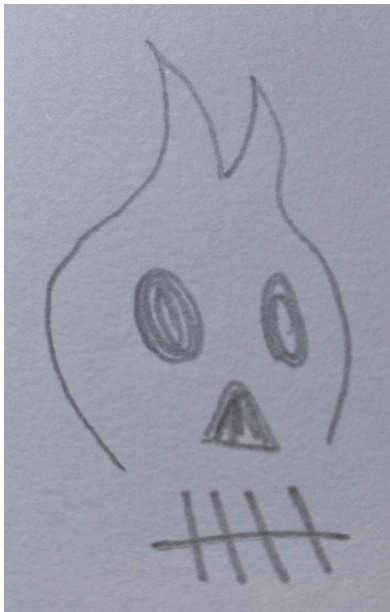
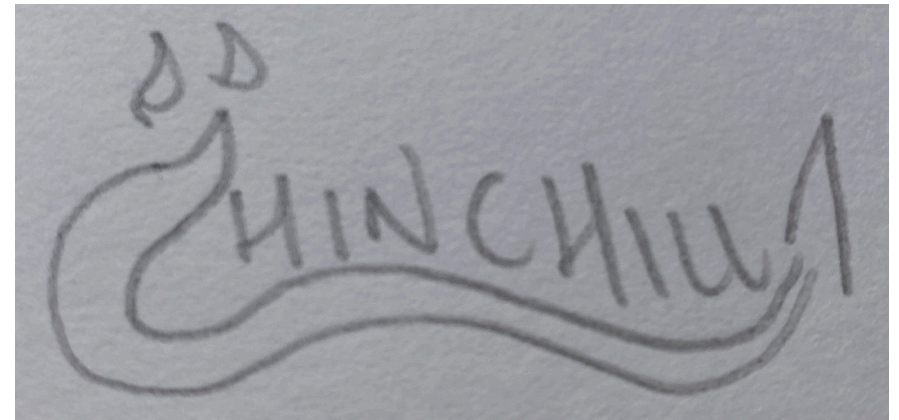
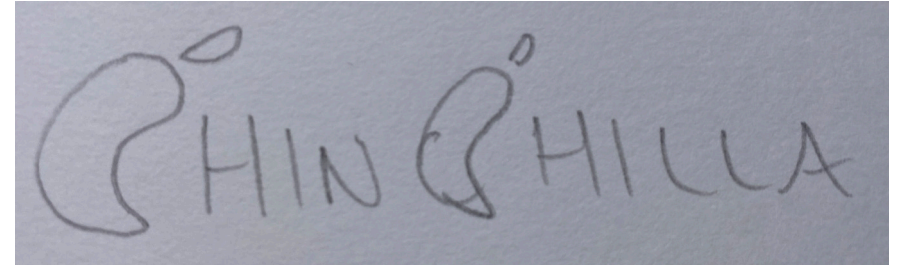
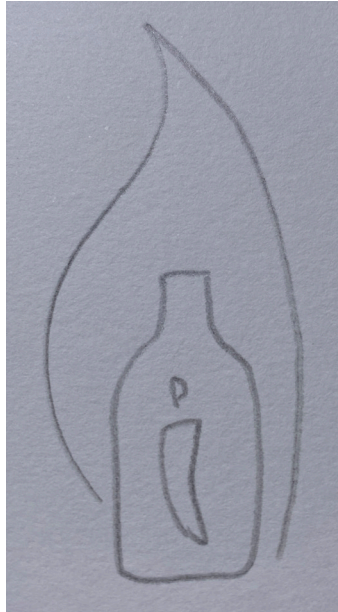
I. MINDMAP FOR LOGO



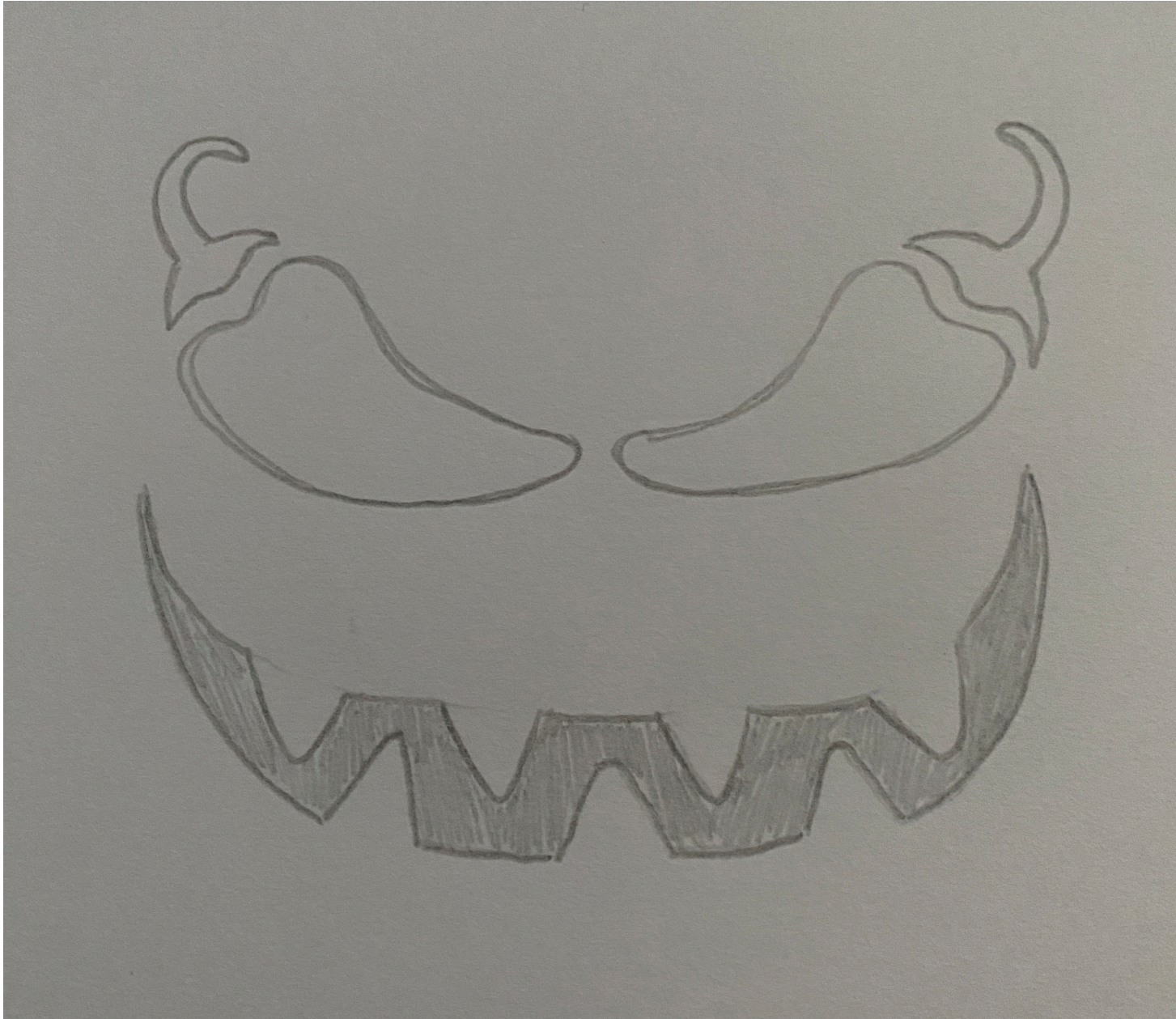
2. MOODBOARD FOR LOGO



3. THUMBNAIL SKETCHES OF LOGO



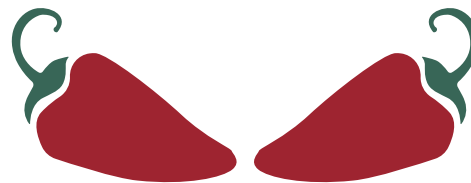
4. ROUGH SKETCH OF LOGO



6. DIGITAL DRAFTS OF LOGO

CHINCHILLA

CHINCHILLA



CHINCHILLA

ChinChilla



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CHINCHILLA



7. FINAL LOGO



CHINCHILLA
HOT SAUCE



CHINCHILLA
HOT SAUCE



CHINCHILLA
HOT SAUCE



CHINCHILLA
HOT SAUCE

8. BUSINESS CARD



RICO SIZZLETON

CEO

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BURNSIDE, WA 6000

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9. LETTERHEAD

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10.3 MOCKUP LAYOUTS



II. 1 PAGE STYLE GUIDE

CHINCHILLA HOT SAUCE

CHINCHILLA HOT SAUCE WAS BORN IN THE HEART OF MEXICO, WHERE THE ART OF CRAFTING FIERY SAUCES RUNS DEEP IN THE CULTURE. INSPIRED BY LOCAL LEGENDS OF A MISCHIEVOUS CREATURE KNOWN FOR ITS FIERY TEMPER AND CHILLING GRIN, THE SAUCE COMBINES TRADITIONAL MEXICAN CHILIES WITH A UNIQUE BLEND OF SPICES TO CREATE A FLAVOR THAT'S AS BOLD AS IT IS UNFORGETTABLE.

WITH ITS ICONIC LOGO - A PLAYFUL YET EERIE FACE WITH CHILI EYES - AND THE TAGLINE "IT'S SCARY HOT" CHINCHILLA HOT SAUCE BRINGS A TASTE OF MEXICO'S VIBRANT SPIRIT AND SPICY HERITAGE TO YOUR TABLE, DARING YOU TO TAKE ON THE HEAT.

IT'S **SCARY** HOT...

LOGOS



MAIN LOGO



COLOUR VARIATION



BLACK LOGO



WHITE LOGO

FONTS

LOGO

BLOOD CROW
DRUK WIDE MEDIUM

Also used for marketing purposes

HEADERS, SUB HEADERS, BODY TEXT

ACUMIN PRO

ABCDEFGHIJKLMN
OPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

Regular Medium Bold

COLOURS



CHINCHILLA RED



CHINCHILLA GREEN

R: 237

G: 28

B: 36

#ED1C24

C: 0

M: 99

Y: 97

K: 0

R: 13

G: 148

B: 71

#0D9447

C: 85

M: 17

Y: 100

K: 3

12. RATIONALE

I've applied all five main elements of design to my logo in a way that is appropriate to the product. It's a simple design which helps it to be memorable. The tone of the logo should be intriguing to most people, especially when it comes to hot sauce. The symbol is easy to remember, the font might not be easy to draw from memory but the horror mood is unforgettable. The ChinChilla logo is fun and fresh, the design of the logo can make it easy to evolve the marketing over the years whilst keeping the original essence. This helps it to become timeless. It's also a very versatile design because both elements, the symbol and the text, can work by themselves. The minimalist style helps make it easy to apply the symbol to a wide variety of things: products, stationary, marketing assets etc. Overall, I feel like the design is balanced and uses all five elements of design successfully.

The symbol and text represents my fictional hot sauce company in a variety of ways. People associate hot sauce with fire and fire can be scary. I've used chilli's to create scary eyes and the symbol is finished off with a creepy but fun smile. The mood is creepy but fun and it is supposed to make people think that ChinChilla Hot Sauce is a fair bit hotter than the other competing brands. The horror style font finishes the look. I've learnt that typography can influence a design in many different ways (Poulin, 2012). The fonts I chose can help the design give off the same mood without the symbol. Essentially, if you like hot food, you'll like ChinChilla Hot Sauce.

Poulin, R. (2011). *The Language of Graphic Design : An Illustrated Handbook for Understanding Fundamental Design Principles*. Quayside Publishing Group. ProQuest Ebook Central

13. PROJECT-COMPLETION REFLECTION

APPRAISAL:

I feel like my final design was quite successful. After finally deciding to design a logo for ChinChilla Hot Sauce, the project moved quite smoothly. I knew what vibe I wanted the logo to have and I found the moodboard very helpful. After realising how effective minimalism design can be when creating logos, my design really took shape. Overall, I feel that the minimalist approach, combined with the horror inspired elements, effectively captured the essence of the brand's tagline, "It's scary hot". The simple yet bold design ensures that the logo is easily recognisable and memorable, which is crucial for brand identity.

CHALLENGES:

I learnt a lot about typography doing this project. Fonts with a lot of detail or complexity could have clashed with the simple graphic elements so I had to trial quite a few to find the one I liked. I think I was quite successful at producing a balanced final logo: minimalist icon with a more detailed font, and the colours help with fun/creepy vibe. I'm still learning how to use the pen tool but I felt that I used it quite successfully. I found out about the smooth tool and used transform to reflect the one chilli.

FUTURE GOALS:

Illustrator has so many hidden tools and I'm really excited to dive in and learn all about them. I managed to receive feedback about the logo which really helped, and that was due to my time management. I still need to manage my time better in order to get feedback on all aspects of a project. For my next project I might decide to do something which requires more pen tool ability, I can only get better at using it by practicing.



THANK YOU