

Youthful, Fun, Sophisticated, Colorful, Passionate,  
Sleek, Dependable, Long-lasting.

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## Meet The Project

For this project in **Design System**, we defined the assignment as re-establishing the company Case Logic's corporate Brand. This being the look and feel the company, the choice came down to whether or not the name Case Logic would be able to compete with it's competitors.

In deciding to re- brand the company, We learned about their establishment and commitment to connect with a more youthful audience. Yet the existing product and brand has lost it's connection with it's audience. The specified target ranging from about 20 - 32 years of age.

**My Project** is an attempt to provide Case Logic with a better understanding of what today's youthful brands have to offer. In researching my audience, I discovered that the style of a 32 year old, is just as fun and sophisticated as the style of a 20 year old.

In this project, I've raised the level of visual communication, and hope to prepare Case Logic for a much needed new look and style. This style in comparison to it's competitors, they're designing for this same market. And continue to keep their products fresh, and ready for the next wave of youngsters to join in.



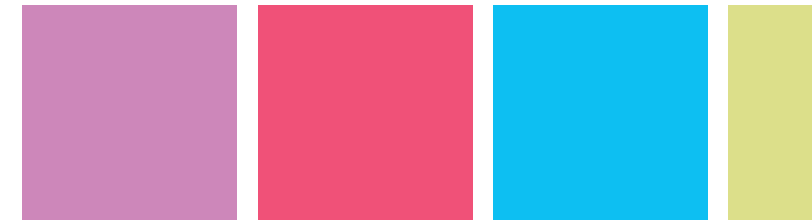
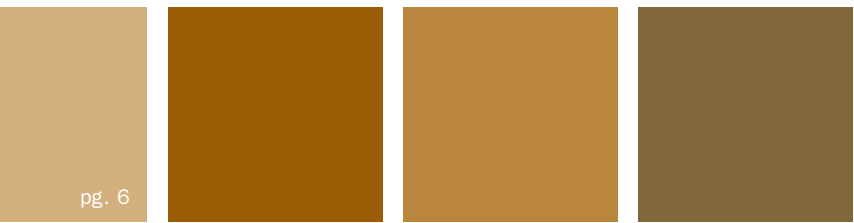
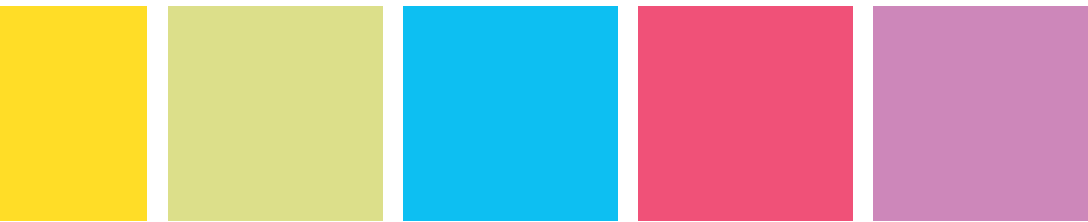
## Your Ideal Audience

They're "young professionals" looking for products that are fun and will adapt to their lifestyles.

Meet Brad and Amy,

**Amy's** one to shop with color and size in mind. The bag she needs is for work, meaning it needs to be simple and affordable.

**Brad's** a guy that doesn't care what he buys or where he buys it. As long as it looks good, and Amy approves of it.



# Let's take a step

Into the world of an Identity



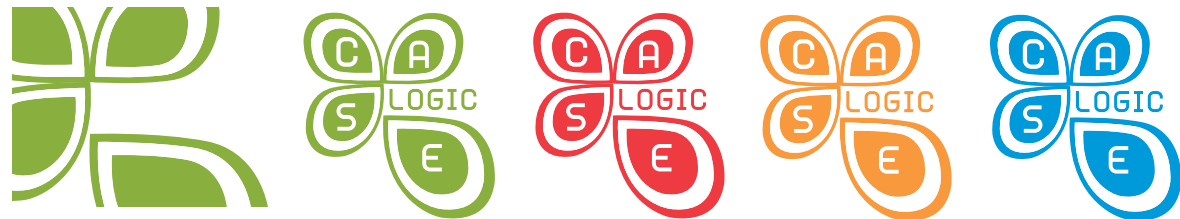


This fun and energetic logo was created to be used on about every platform in Case Logic's industry.

### Applying the Identity

The logo must change and test its lengths through compromising recognition. Yet keep its integrity and functional quality.

This means manipulating the over all look and feel of the design. Allowing the brand to transgress into new and smarter mediums. This will allow for change, and help develop new ways to keep the look of the company interesting and timeless.



For Case Logic



For All

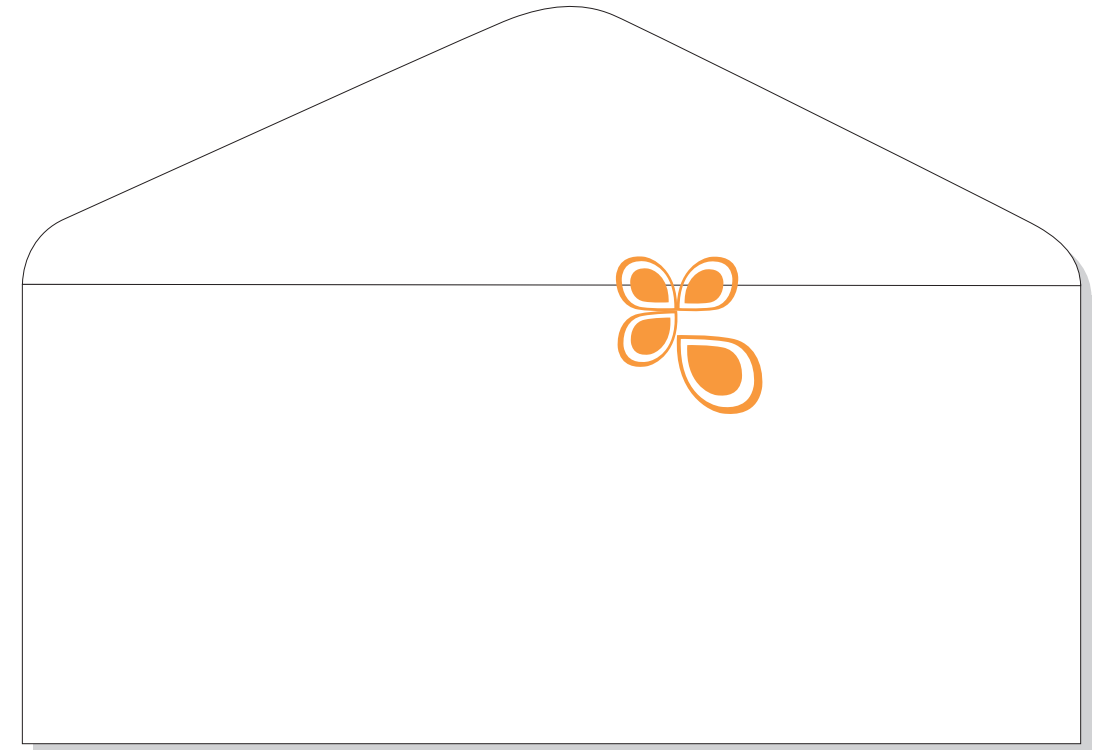


#### This is your spectrum

With Case Logic's range in consumer products. The colors were chosen to categorize individuals by age, sex, occupation, and lifestyle.

# Letterhead

# Envelope

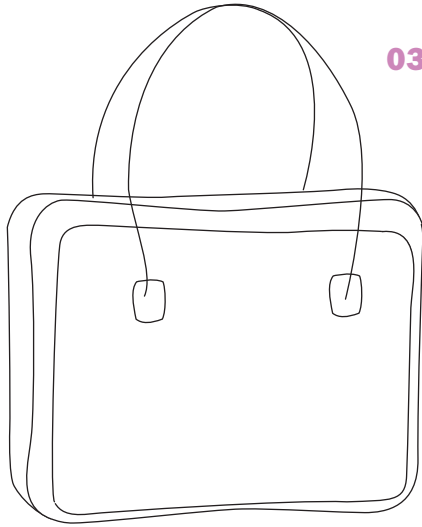


# Business Cards



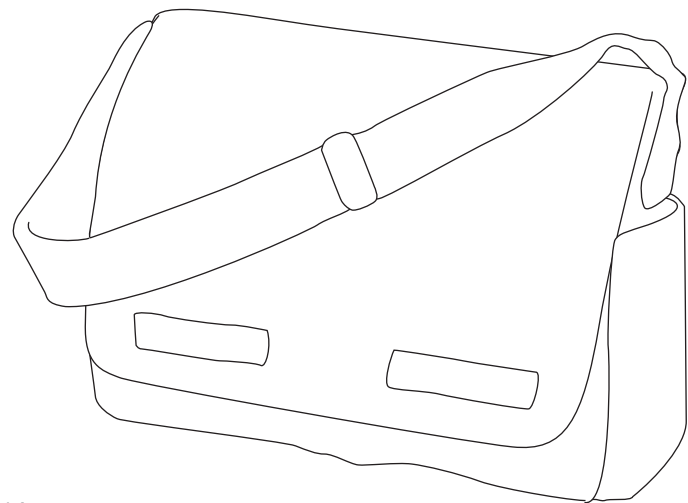


02



03

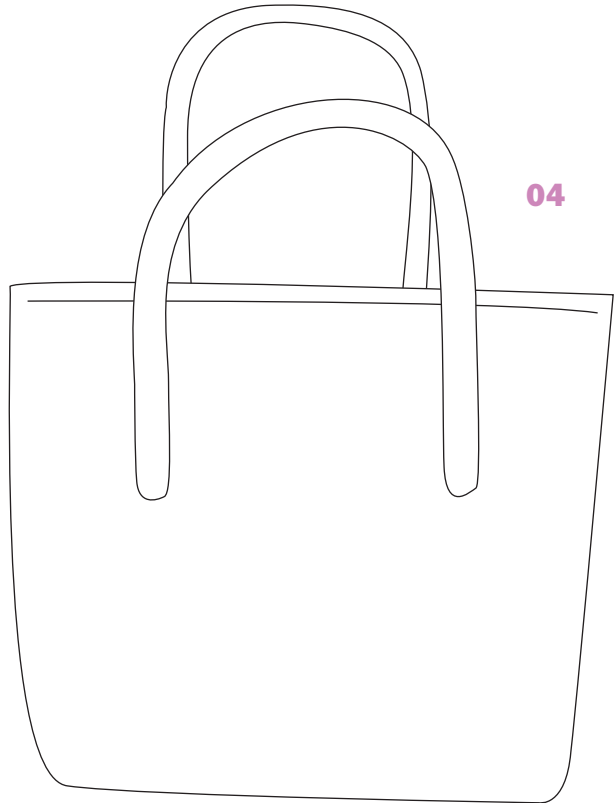
For your everyday needs,  
This is our collection.



01

Principle products / designs:

- 01 Men's messengers
- 02 Women's hand- bags
- 03 Women's Purses
- 04 Women's Tote bags

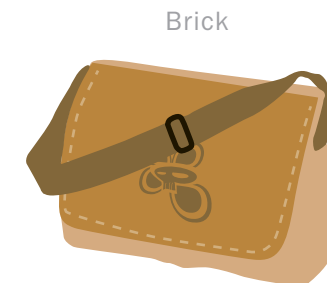
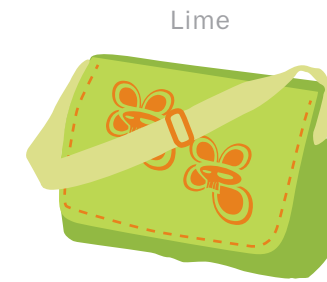
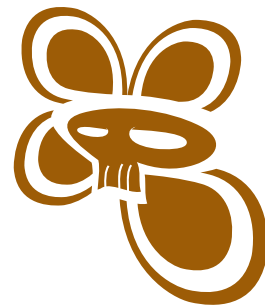


04



## Men's Bags

In a variety of colors





# Women's Bags

In a variety of styles



Messengers



Purses



Totes

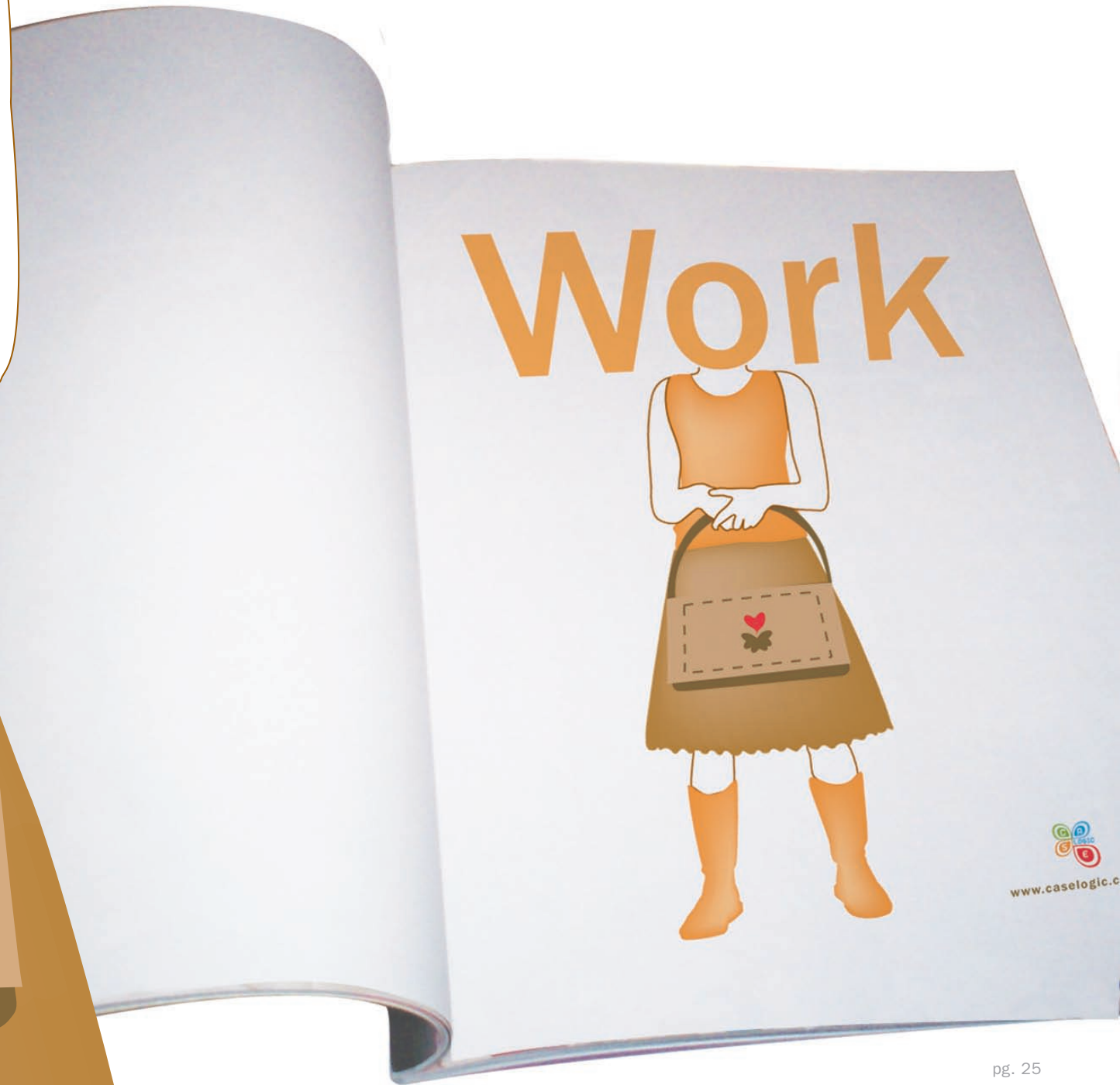
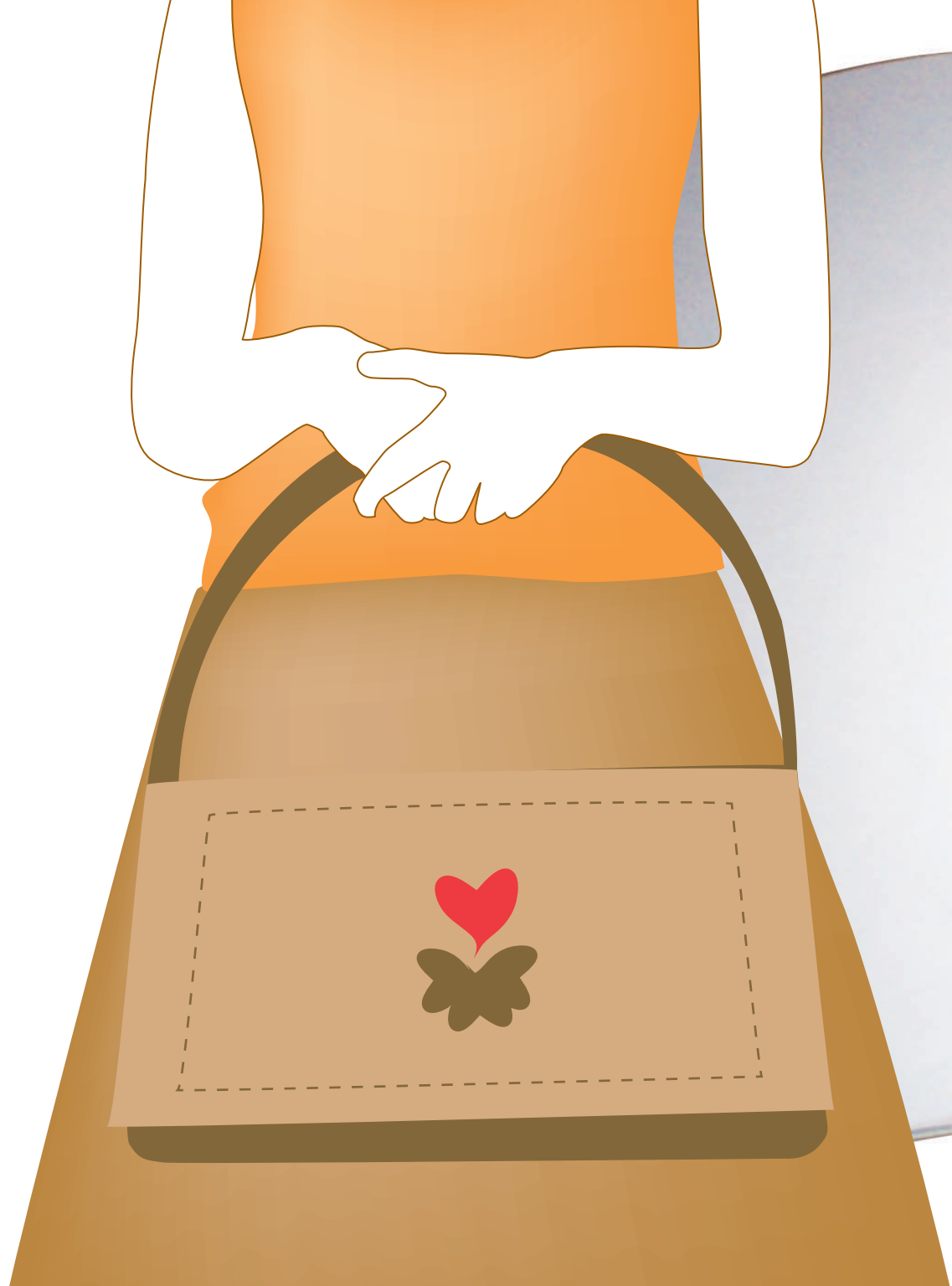




Connect with your consumer

Advertise





## Project Completed

Society will always under-go change, it's up to us to adapt with it.

In completing the research for my persona (target audience), I've dealt with this companies issues as best and creatively as possible. When dealing with a corporate identity, all companies must prepare for the cultural shift society will take. If Case Logic decides to target towards a younger audience (culture), they must look at upcoming trends, and develop a style of their own. Yet still provide room to grow and learn about themselves, and the products they sell.

It's up to Case Logic to observe and research who exactly they want to sell products to. And then to connect with them. Either in creating hang tags, or moving into advertisement. The expansion of this company will be determined by the products, and how well they fit into an ever changing society.