



ALL STARS

SPORTING GOODS

FINAL PROJECT PORTFOLIO ★ STEPHEN D. BROOME ★ FEBRUARY 19, 2017





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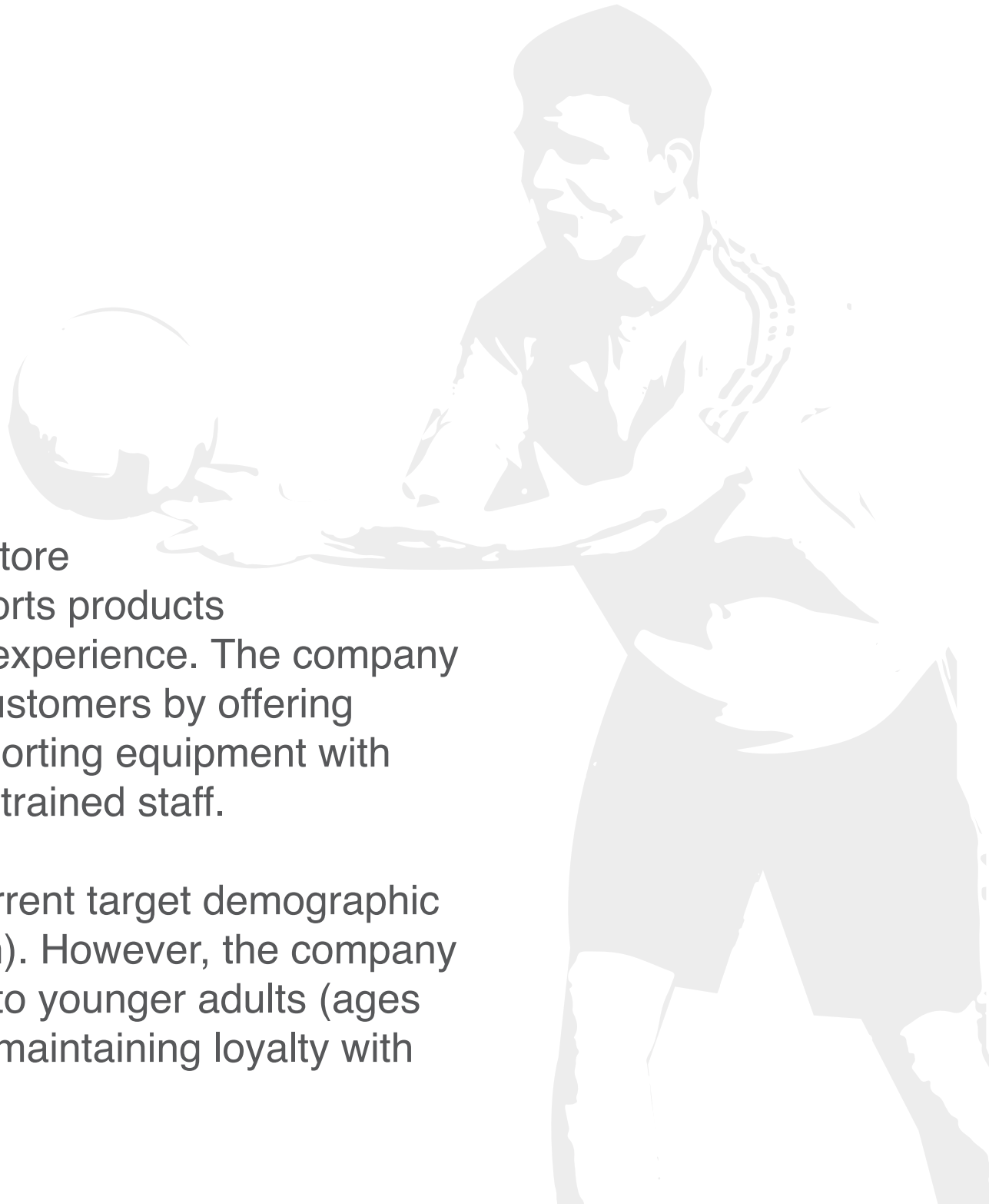
RATIONALE 7



2 OVERVIEW

Established in 1925, All Stars Sporting Goods is a reputable American retail store that provides high quality sports products and a memorable shopping experience. The company has a vision of impressing customers by offering in-store simulated tests of sporting equipment with the store's own certified and trained staff.

All Stars Sporting Goods' current target demographic is older adults (primarily men). However, the company is interested in reaching out to younger adults (ages 25–45) of all genders, while maintaining loyalty with their current customers.



3 LOGO DESIGN

Logo Color



Logo Black & White



4 TYPE & COLOR

Type Specifications

ALEGRE SANS REGULAR = LOGO FONT

Helvetica (family) = Body Copy

Color Specifications



95C 62M 40Y 22K
7R 82G 107B

40C 100M 100Y 0K
167R 44G 50B

0C 0M 0Y 80K
88R 89G 91B

5 LOGO USAGE

DO'S

(YOU MAY USE ANY ONE OF THE FOUR OPTIONS BELOW PER PROJECT)



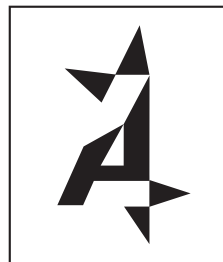
Do use the correct logo.



Do use the icon on apparel and equipment.



Do use the logo in black & white.



Do allow space for logo to be free from visual elements and other distractions beneath it.

DONT'S



Do not rotate logo upside-down or at angle greater than 45°.



Do not reverse logo.



Do not distort or stretch logo.



Do not alter colors.



Do not use one color (except black).



Do not alter fonts, sizing or spacing.



Do not invert colors.



Do not place logo on dark background without high contrast.

6 STATIONERY ITEMS

Business Card



Envelope



Letterhead



1234 STREET AVENUE • CITYVILLE, NC 77077 • 704-123-4567 • ALLSTARS.COM





7 RATIONALE



The new All Stars Sporting Goods logo design fulfills the company's mission and vision by having a unique and iconic "A" symbol in the word "All" to capture the attention of prospective customers. This modern symbol utilizes positive and negative space to create the letter "A" as well as half-stars (top left and bottom right) to represent the company's name. The star shape in the word "Star" functions as a second letter "A," which adds interest to the overall design. In addition, the bottom right half star in the first letter "A" symbol also serves as an arrow to point viewers to the main purpose of the company — sporting goods.

Since the client wanted a contemporary look for the new logo, "Alegre Sans Regular" was chosen for the primary typeface. By customizing the font for the company name, the logo takes on a timeless style. The intended younger audience will be able to relate to this design because of its modern flair, but it still retains enough of a classic concept that the current customers will not feel alienated.

The color palette utilizes a modern adaptation of the American flag colors. Freshening the nation's colors with varied hues of red, white and blue offers the All Stars Sporting Goods company the modern and memorable appearance that they wish to project.