

THE DESIGN SYSTEM

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GRACIE GREENE LLC AND THE GIVING “THREE FOUNDATION

HELLO! AND WELCOME!

First off, we would like to congratulate you, because you will be a part of a journey that could possibly impact you in some way or form. This system is designed to help you step-by-step process on how to express your creative minds, which could possibly develop something absolutely brilliant. As designers, one of the most important things is learning how to follow a system, because a system insures that you know how to follow directions, and be able to make legitimate decisions on why the designs you make are the way they are designed. We will pass you through a journey, as this read is highly informal, however should be followed through to the extent that the process will be carried to the next associate.

THE DESIGN SYSTEM

PROJECTS

THE EXPECTATION

RESEARCH

YOUR SYSTEM

LOGO RE-DESIGN

BUSINESS CARD RE-DESIGN

ASSOCIATE DESIGNERS

Projects and research are subject to increase. Be sure to add them to the list in the table of contents once they are finalized as it becomes a part of the company's system.

THE DESIGN SYSTEM

THE EXPECTATION

WHY IS THIS SYSTEM IMPORTANT?

Cathy Zahn who is the CEO will be leaving you tasks, which will be your responsibility from now on, and unfortunately you will need to learn how to perform these tasks without the help of Cathy, because she takes care of the back end process. She is responsible for making sure the products for Gracie Greene are ready for sale, checking the quality, and at the same time traveling to different places and meeting different people. Not that she won't have time for you, but just understand that she is very busy and that you have this system to rely on. Think of this system as your senior designer 😊. It's our responsibility to help Cathy as much as we can, and take the lead when it comes to making decisions for what's best for Cathy. She trusts your outlook especially because you are into the followings for today's society, and she expects you to know how to execute it.

Therefore, this is important because Cathy will check in on you, as this will be your guide throughout the experience. Now, the fun part to this is that you (designer) have the ability to build this system to be stronger and effective so that the next designer after you can follow from there. Smart right 😊? You are so lucky, because most times this doesn't happen. The cooler part to this, at the end, you will see all the designers that help build this system. This means that you are not alone, because you have the rest of us to count on.

APPROVAL TO CHANGE.

You are probably wondering, how can I change a part of the system right? First thing you must do is to actually overlook the system and work with it to find the flaws. However, if something needs to be changed, Cathy has to approve it. She technically owns the rights to this system, and if she doesn't want something to change then this system stays as is. Also, because this is written in black and white, this system is the company's blue print.

Therefore you cannot change something just to change something, because that wouldn't be right or fair to the company or Cathy. However, the only thing you can do to this system is add more, but that also has to be approved by Cathy because now the system will be updated, which should be presented to Cathy at the end of your term.

WHAT'S EXPECTED FROM YOU.

The next designer is expecting you to provide him or her everything, and to know where you've left off. He or she also deserves to know what were you working on, and what would be the next step for them to do. This insures them that you have been doing the work in order to build this system. He or she will look through your process thoroughly so please explain everything in detail to them. Use your designer skills, and learn how to explain why the design works the way it is. Do not be afraid to tackle the expectation because this will build your leadership skills and a strong designer's eye. So from one designer to another, don't forget to kick ass, and design hard!

QUESTIONS?

Do not be afraid to ask if you are stuck or unsure about something. The moment you stop coming up with questions, it will be assumed that you completely understand the process of this system. I mean it is pretty straight forward, then again, sometimes we just need to know, if you know what I mean. This is the beauty about design, because design is able to figure out solutions, and communicate in ways other people can't ever imagine.

THE DESIGN SYSTEM

RESEARCH

IMPORTANCE

Research will help you find questions, develop a hypothesis, data, solutions, and even a concept. This is a process that is highly recommended, before proceeding forward. Take the time to really go through different scenarios, and execute them through your research. This is a promise that will be beneficial, because your designs or visions will be made a clearer and easier to understand if you have really strong research.

Evidence of good research will show up in your designs, and deliverables, because you will be able to explain why you designed the things you designed. For an example if you decide to put a label or the logo on the top left side instead of the right would indicate that we read from left to right, and our eyes would consider something on top as it being important.

DIRECT RESEARCH

Direct research potentially shows curiosity, because this type of research helps solve solutions to the questions that you have. This type of research also helps to produce data and analysis by creating surveys, and interviews. What's great about this experience is that, it will increase the level of knowledge from a misunderstood area, to be more understanding and cohesive.

Therefore you will be responsible for finding means of direct research because, really good or strong designs come from direct research. However, with a piece of the pie given to you here in the system, you will find market researching strategies, and the steps for doing your collective direct research. Yeah, because we are cool like that. We even took the liberty to let you know about algorithms for social media marketing. I will take a bow now, haha just kidding. Carry on and keep moving forward!

GRACIE GREENE

Gracie Greene LLC is a company that essentially sells bags. Therefore because this is a B2C (Business to Consumer) company, we must produce a market research plan that will help us find proper solutions that will increase key words and sales.

SOCIAL MEDIA MARKETING

Gracie Greene does have social media platforms, but it actually needs a face up. We need to re-direct the social media platforms to be more about the product, and life style, instead of how it is now. We understand that the social network is highly active; however creating that voice will be a challenge because there are so many screaming competitions out there.

ALGORITHM

Each year the algorithm of other social media networks are always changing, and this affects us to stand still. The foundation needs more work, and establishing ourselves would be more important. However with the algorithm changing, this doesn't stop the creativity that is produced. Learning how to creatively construct strategies will increase the change of being noticed, and unique.

MARKET RESEARCH.

Your market research is considered to be your primary/ direct research tool, because this is where you will need to produce surveys, and find data on how to increase your brand identity within the field. Not only will you collect data, but you will also spread info through word of mouth to your colleagues about Gracie Greene. We are not advising to push sale, however striking the interest increases curiosity.

MARKET STRATEGIC STEPS

1. Develop a Survey
2. Show off products
3. Impact audience for support.

THE GIVING THREE FOUNDATION

The Giving Three Foundation is a non-for-profit organization that is supported by Gracie Greene, which provides educational funds for the Zahn School in Cambodia. This foundation is actually the soul of Gracie Greene, because this foundation uses education to fight against Human Trafficking.

HUMAN TRAFFICKING.

Human Trafficking is a worldwide problem, which unfortunately happens everyday, and we just don't know it. We would automatically assume that Human Trafficking is sex trafficking, however it's more than just that. This is modern day slavery where people are sold for labor, which primarily happens to immigrants.

The Giving Three Foundation is Gracie Greene's solution to fight against Human Trafficking because we believe that education is powerful, and can teach children that there is something special out there for them instead of being sold for money.

We as designers can easily submit this problem in different angles because we know how to communicate messages very well through impactful motion/emotion graphics. Use your visual intuitions to bring out something beautiful and meaningful. There's so much research about Human trafficking, and there has to be a solution we can provide as designers. So think of some visual communicative solutions (HINT) and apply it to the social media platform.

SOCIAL MEDIA MARKETING

The Giving Three Foundation is shared through Gracie Greene's social media platforms, however it deserves its own network. Why? This is a foundation, which needs to be supported by people. People can either donate to the foundation, or if they purchase an item at Gracie Greene, the money from that purchase will fund the foundation.

AUDIENCE

The audience that supports the foundation's mission on social media needs to know how the foundation is performing at all costs. This insures closure, and credibility that the foundation is truthful to their impact in the world. Therefore, keep this in mind as you think about how to make this foundation be the voice of victims of human trafficking.

STRATEGIC STEPS.

1. In the survey for Gracie Greene, there should be information about the Giving Three Foundation.
2. Show your support for The Giving Three Foundation.
3. Make this be the voice that people need to hear about.

RESEARCH STEPS.

1. Direct Research
2. Produce your Field research
3. Develop your questions and concerns
4. Construct a Hypothesis (If you do this, this will happen. Test it, and then prove it)
5. Mark your solutions through designs.
6. Last is to find some sort of Visual or Inspirational research.

THE DESIGN SYSTEM

YOUR SYSTEM

THE DESIGN SYSTEM

DESIGN SYSTEM

The design system consists of your primary needs, and the secondary support. All of these elements should work together, but to explore your creativity, and push the elements to its potential. However, you must learn how to take things apart in the design system and improve the little parts more so that the foundation is stronger.

Therefore this section will be divided into 2 parts. First will be your primary design system. The primary design system means that all of details listed within the primary has to be within the designs. This will be used for your visual/print designs, and UI/UX designs. Follow the guidelines, and images so that you will not be lost. Work on a grid, and do not just place things sporadically.

The second section will be your secondary or support system which acts as a supportive agent to your primary. You do not necessarily need to use this part of the system, however it is there just incase you decide to use some supportive elements.

As mentioned in the EXPECTATIONS, learn how the system works first before adding or making any changes. Be sure that you test it, before you decide that what you designed is final. It always helps to go back, and reevaluate the design. A little advice, what you design will be marked within the company and it will have your name on it, so be sure you establish your mark as something you are proud of.

PRIMARY

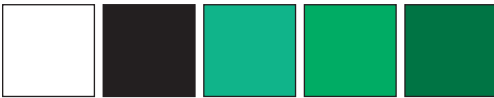
This primary design system cannot be changed or re-designed unless approved.

COLORS

Pantone Solid Coated



CMYK



TYPEFACE

SF Display will be your primary typeface.

REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

MEDIUM

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

HEAVY

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

TYPESETTING.

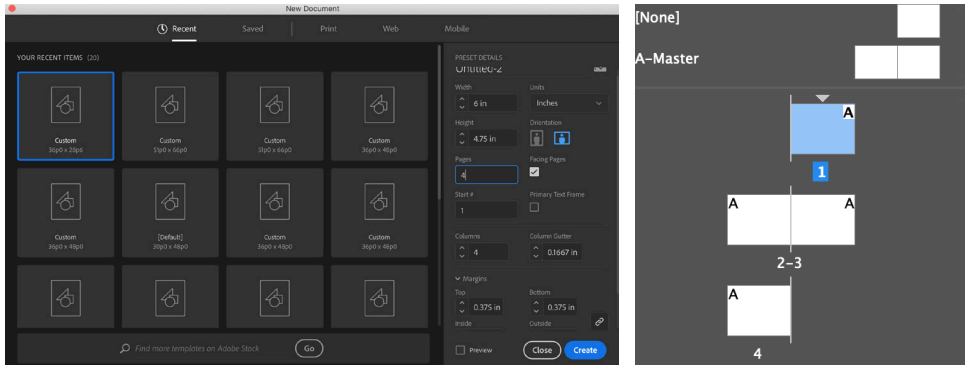
Size: 8pt-12pt

Please follow the pictured diagram to properly set you text.

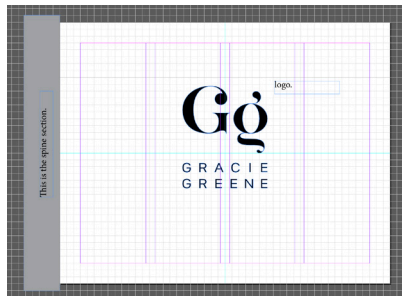


Gracie Greene and The Giving "Three" Foundation's mission is to promote education and combat against human trafficking in today's modern day society. Gracie Greene Company is a commerce company that gives 100% of the cost to The Giving "Three" Foundation to pay for educational needs that funds the Zahn School in Cambodia.

SPREAD DESIGN

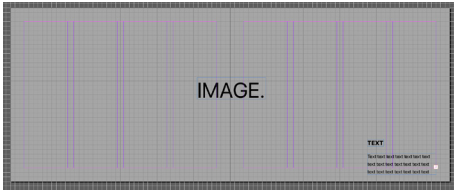


The booklet layout is designed at 6in x 4.75in landscape, because it allows more room to play within the grid and it works for fashion design layouts. Portrait is optional, however landscape works better. This booklet is also a piece that will be included with the product as a memento and company policy.

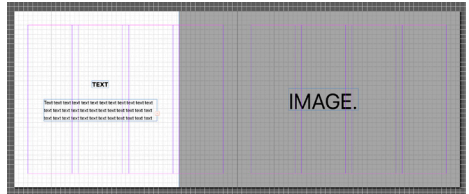


The logo is optically centered. And it's centered not only because Gracie Greene is the center point, but because centered is the minimalistic approach that was agreed upon. This also works in the business card which will be explained later. Therefore to keep things consistent we decided that text, or logo placement should be centered.

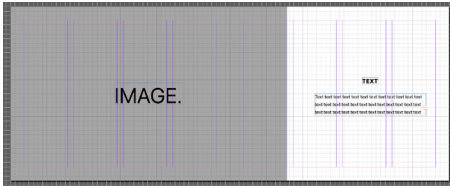
SPREAD 1.



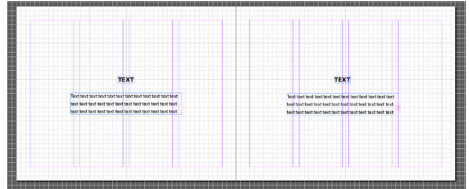
SPREAD 2.



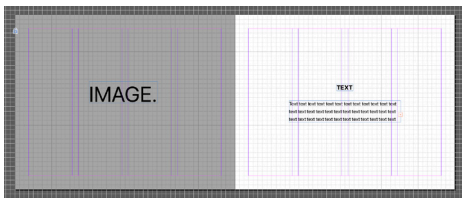
SPREAD 3.



SPREAD 4.



SPREAD 5.

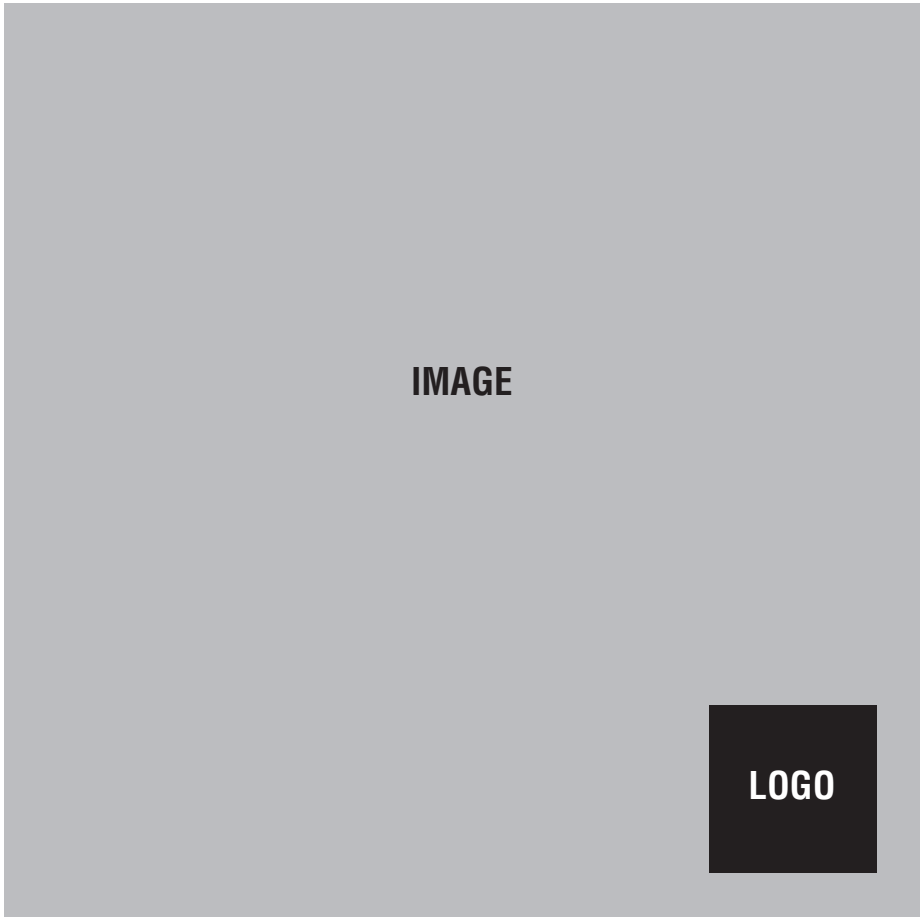


Play with the spreads, work with the grid and keep things tight. The type setting should be minimal and sweet. Try not to have a heaping paragraph or novel for the information, because not everyone will read the words. Therefore keep it 3 – 4 sentences at maximum.

IMAGES

Images for Gracie Greene has to fit the brand identity. **NO ONLINE IMAGES.** Keep the images organic and try not to use images online. However if you need images online, be sure that it's free to use, and the rights are given to the photographer. Therefore it is best to use your own.

INSTAGRAM POSTING



EXAMPLE



SECONDARY

This secondary system means is not necessary, however if used it's more supportive to the primary system. You can add to this secondary system, as if needed, however like you must get your additions approved by the CEO, before standard secondary uses.

COLORS

Pantone Solid Coated



These colors were chosen in relation to product colors. red is chosen for sale, blue represents human trafficking, purple is for women's rights, cyan/ turquoise is in relation to the green, and pink relates to skin or spring.

TYPEFACE

Universe LT std.

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

EXAMPLE

This uses both primary and secondary systems for the design. Please take note of the design and play with the system. The systems were applied for an Instagram post that was created for an event called “Faces Not Numbers.” Utilizing images and hierarchy.



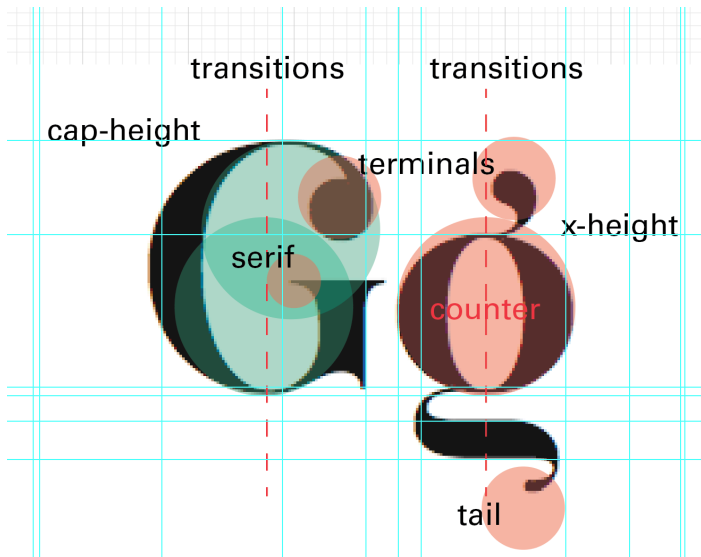
This Instagram post uses a collection of images that was used from a video. Now images are a part of the primary system because images need to be used. The title for the event used Universe LT std, but the logo for Gracie Greene is SF Display because it is corporates standard typeface.

THE DESIGN SYSTEM

LOGO REDESIGN

GRACIE GREENE

Gracie Greene's logo was redesigned by Vien-Joseph Billete or better known as V.J. He created this design from the original design. The design was inspired from Baskerville, and the Bodoni typeface. He studied the characteristics of the typefaces, and created a word mark. He noticed that there was something optically off with the original Gracie Greene logo, and all he did was accentuate the weights and the optics of the letterforms. You will see in the diagram given, as it shows you the problems with the design.



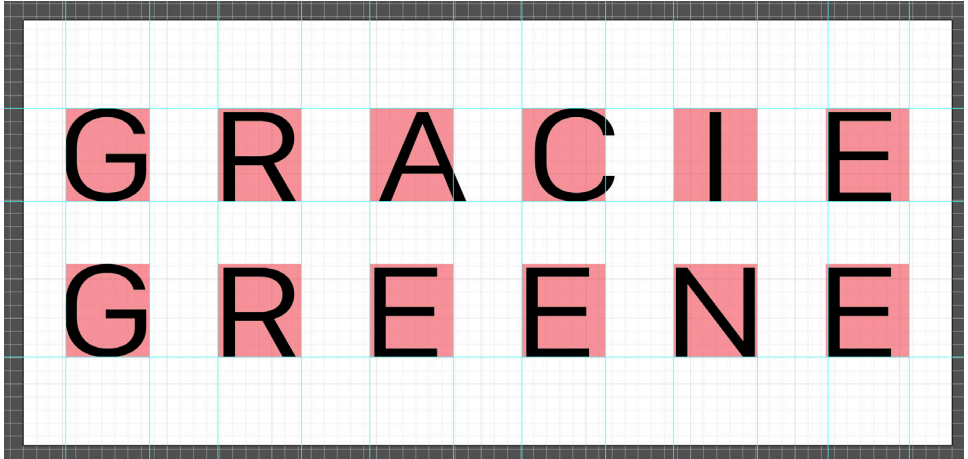
ORIGINAL LOGO



Another noticeable problem that V.J. found was in the name “Gracie Greene,” because it looked different from each other. “Gracie” seemed to be a little bigger than “Greene,” and he thinks that the first designer, arranged the word to fit under Gracie. Therefore V.J. knew there was a better way, and knows that you are not suppose to shrink or skew letters at all. He knows that is old school and bad for design, because it’s like disrespecting true letterforms.

REDESIGN





In the redesign, several problems were fixed, and now the logo actually works a lot better. The typeface used to create the “Gg” is not a particularly typeface, because it’s an original design. by V.J. However he did reference from the original design, but uses the proper elements of typography to create the redesign of “Gg.” Therefore “Gg” is an original design, and there is nothing like it. This makes it special, and one of kind, which satisfies the overall brand identity of the company.

The name was also fixed under two problems. First, the original design was too thin for Cathy, because it was hard for her see the letters when it printed on her bags. So to fix the problem, V.J. made the letters a little heavier so that it’s easier for Cathy to see. Lastly was the problem with skewing or shrinking the letters. Therefore V.J. actually made the letters work without doing changing the size of them. If you measure the letters they are equally the same in both vertical and horizontal scale. He also arranged the letters to spell Gracie Greene, and not have the letter spacing too much where you couldn’t make out the name.



G R A C I E

G R E E N E



THE GIVING THREE FOUNDATION

The giving three was originally an owl on a branch, and a Serif typeface. The change in which Vien-Joseph created, was more attention to detail and research found on foundation logo design. Why hands and not something like a star or something else? The reasons were found in the synonyms of, "Support," and how do people show support. Hugging, caring, and providing, which is all by giving back through our hands caring and providing that support system. However, the logo does not have one hand, but "Three" because Cathy Zahn (CEO of Gracie Greene and the Giving Three Foundation) intentionally put three for her three daughters. Therefore, everything was taken to an account for the design, even for the typeface because the original typeface was a serif, and since we are moving forward, a sans serif font was designed to create a newer, and cleaner look.

So, why green, and why does it have 3 colors of green and not one? First of when you think of green, you would probably assume of something environmental especially with logos. The hands could be different colors but green makes sense in relation that the bags are eco-friendly and organic. The different shades of green from dark, medium to light makes a mark that 3 shades mean vegan friendly, biodegradable, and organic. The green also relates to Gracie Greene, as it means to be friendly and caring for the environment around the world. Blue would mean water, red would mean passion, or something in the valentines season. Yellow would mean something summer or brightness. However green, would be beneficial, and more grounded. Like earth, wind, water, and fire for the elements green is relative to the earth, therefore giving back would be environmental, and green is environmental. This is why the logo is green. You have an eco-friendly, environmental, and organic company, called Gracie Greene, however supports a foundation, called the Giving Three Foundation.

ORIGINAL LOGO



COMPOSITIONS



The design all the way on the right was the initial direction that fits the organization. However for the final the transition was made so that the hands would be connected to form a circle. This was more unifying, which brought everything together for the foundation. Therefore the final redesign works more, as it could stand for a mark within its own self.

FINAL REDESIGN



THE
GIVING **"THREE"**
FOUNDATION

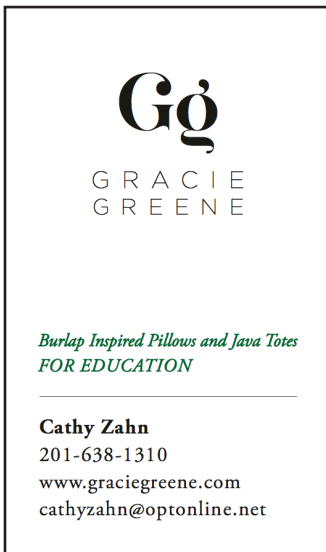
THE DESIGN SYSTEM

BUSINESS CARD REDESIGN

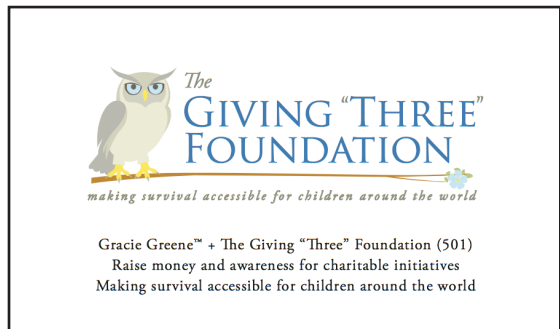
ORIGINAL BUSINESS CARD DESIGN

The original design was designed by a designer who lost the files, which is unfortunate because the new designer was not able to edit the business card. The CEO liked her original business card however, she feels that it's outdated, and she was in the motion to keep up with the trends. Therefore her business card needed a revamp as well, especially because she has newer logos as well, and V.J. was the one

FRONT



BACK



One of the major problems with this design is that from front to back you would have to flip the card in a different direction, from vertical to horizontal. Therefore the business card lacks the consistency of its functionality.

COMPOSITIONS(FRONT)



The business card design on the far right is the direction that was chosen because, both Gracie Greene and The Giving Three foundation are in the front of the card. This works, because Cathy is the CEO of both companies, therefore they are both important. However, Gracie Greene is technically her main company, it has to stand out more. Therefore using what's more important than the other, shows an understanding of hierarchy, which points out that Gracie Greene is the main company and The Giving Three Foundation is supported by Gracie Greene.

COMPOSITIONS(REAR)



If you notice the other cards has the Giving Three logo in the back? The reason was because the original business card had the Giving Three logo in the back. However V.J. came to a conclusion that the system doesn't because both are important, and should be in front. If a recipient would like to know about the company, the info for both companies would be in the back. However one of the problems was having the design to look as it makes sense. Cathy's name should be next to the contact information, and the tagline or motto had to be rewritten to say, "Raising awareness of human trafficking around the world." instead of "One life at a time." Cathy found that, "One life at a time doesn't fit her company, so she wanted to change it. This took awhile because the tagline or motto would set the tone for the companies. Therefore using the right words was important for establishing the brand(s) identity.






FINAL REDESIGN



 The Giving "Three" Foundation

Raising awareness of Human Trafficking around the world.

CATHY ZAHN (CEO)






-  1-201-638-1310
-  CATHYZAHN@OPTONLINE.NET
-  GRACIEGREENE.COM
-  GRACIEGREENEACCENTPIECES
-  GRACIEGREENEBAG



 The Giving "Three" Foundation

Raising awareness of Human Trafficking around the world. 9pt

CATHY ZAHN (CEO) 13pt 9pt

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 -  GRACIEGREENE.COM
 -  GRACIEGREENEACCENTPIECES
 -  GRACIEGREENEBAG
- 7pt

THE DESIGN SYSTEM

ASSOCIATE DESIGNERS

NAME: Vien-Joseph Billete

POSITION: Intern/Visual Designer

PROJECTS/ACCOMPLISHMENTS FOR THE COMPANY.

1. Gracie Greene logo redesign
2. The Giving Three Foundation logo redesign
3. Business card redesign
4. Product Photography
5. Production of Market research and Strategy
6. Gracie Greene and The Giving Three Foundation's design system
7. Rebranding, and establishing brand identity
8. Rebuilding customer relationships
9. Pushing Gracie Greene to be more product driven.
10. Pushing The Giving Three to be more about the fight to stop human trafficking.

FEW WORDS OF WISDOM:

Aloha my fellow creative! I hope I did my best to guide you through the tasks that I fulfilled for Gracie Greene and The Giving Three. Have fun, and always remember that sometimes great things by doing it one step at a time.

Some tips I can give to you are, one to make sure you double check your work, two always keep in contact with Cathy if you are unsure about something, and lastly don't be afraid to leap for something that could benefit the company. You'll do great, I promise.

NAME:

POSITION:

PROJECTS/ACCOMPLISHMENTS FOR THE COMPANY.

FEW WORDS OF WISDOM:

THE DESIGN SYSTEM

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