

Case Study:

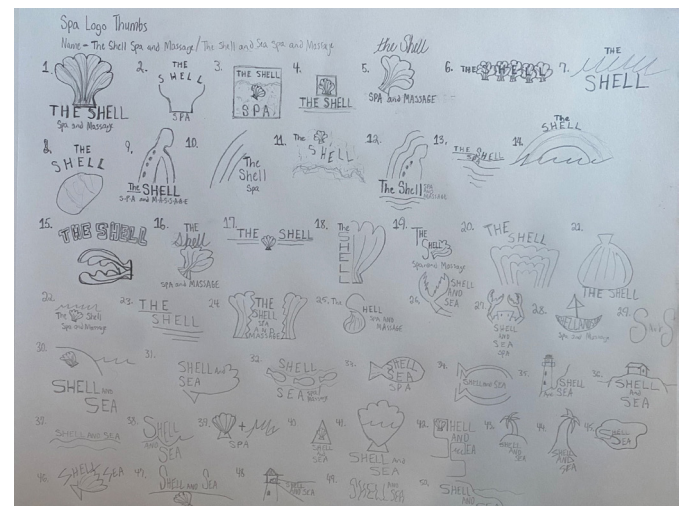
The Shell Spa

Step 1: Research

The first step for this project involved research on different spas and how they use design to shape their businesses. I found that the colors are often different blues, purples, oranges, and yellows. This was also where I discovered the different items that spas normally carry.

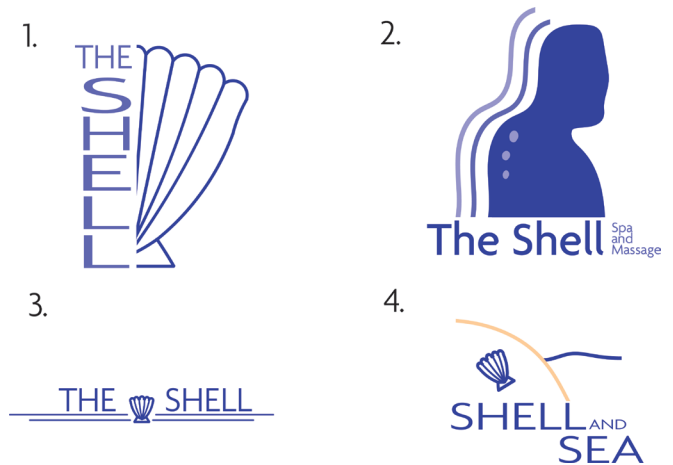
Step 2: Thumbnails/ Naming the Spa

After the research portion of this project I had decided on a name and an idea for what the spa's theme would be. I went with "The Shell Spa," and I wanted it to be themed around the beach. Going to The Shell Spa would feel like a day at the beach. After this I created my thumbnails. I ended up creating fifty in total.



Step 3: Digital Roughs

After I worked on the thumbnails, I chose my four favorite thumbnails and turned them into digital roughs.



Step 4: Final Logo

Thanks to some feedback, I decided on what would be my final logo. A more refined version of logo 1. I changed the look of the shell and reworked the colors.



Step 5: Mood Board

The next step was to take the logo and colors I created, and develop them into a mood board. This pushes the concept further by introducing fonts and locking in specific colors.

The Shell Spa: Brand Guide

Colors:



Logo:



Fonts:

Fields Bold
Fields Semi Bold
Fields Regular
Adobe Clean UX

Catchphrase:

"Like a Relaxing Day at the Beach!"

Step 6: Develop Deliverables

The logo has been created and now the branding for the company has been chosen. It was time to move forward with deliverables. I had to create designs that fit the theme, but also have creative qualities. The deliverables I created include spa refreshments, branded items, and sign up forms.

