THE PENNSYLVANIA STATE UNIVERSITY
SCHREYER HONORS COLLEGE

STUCKEMAN SCHOOL OF ARCHITECTURE AND LANDSCAPE ARCHITECTURE

THIS SOUNDS BORING BUT IT'S NOT:
HOW GRAPHIC DESIGN CAN ALTER YOUR MOST MUNDANE EXPERIENCES

EMMA CHRISTINE SCHNEIDER
SPRING 2016

A thesis submitted in partial fulfillment
of the requirements for a baccalaureate degree
in Graphic Design with honors in Graphic Design

Reviewed and approved* by the following:

Ryan Russell
Associate Professor of Graphic Design
Thesis Supervisor

Erica Quinn
Undergraduate Academic Advisor
Honors Adviser

* Signatures are on file in the Schreyer Honors College.

ABSTRACT

Good graphic design has the power to alter perceptions. The voice that is infused into a piece of design can transform a subject from ordinary and mundane into something unique and exciting. For this creative thesis, I chose to explore those themes and abilities within graphic design by developing the brand for a rental car service. When explaining this concept to my peers, I received reactions ranging from vague disinterest to shock that I would ever subject myself to a yearlong project on a topic so intentionally bland. *Of all of your options, why this one?* I had hoped for these responses, because that is the very challenge that graphic design successfully, skillfully, and silently tackles every day in the world around us -- how to breathe life, interest, and excitement into topics that the public would otherwise overlook. The following thesis details how to use voice and proper branding to take the seemingly uninteresting and "unsexy" task of renting a car and make it feel new again.

TABLE OF CONTENTS

LIST OF FIGURES

ACKNOWLEDGEMENTS

I would like to extend my thanks to the following people . . .

Ryan Russell, my thesis advisor, for supporting me throughout this process, and for continuously encouraging me to be smarter, more creative, and to never settle for the easy answers. Thank you for inspiring me and challenging me during my time at Penn State.

Erica Quinn, my honors advisor, for answering all of my questions and supporting me.

The faculty and staff of the Graphic Design department, for teaching me and molding me into the designer I am today.

Sara Silversmith and Dan Lindsey, fellow graphic design students, for being constant sounding boards for ideas and always offering encouragement and constructive criticism.

My family and friends for their support and motivation.

Chapter 1

THE ROLE OF BRANDING

You have to develop your brand.

It is a common sentiment currently echoed across disciplines: what is your brand? In our hyper-individualized culture the notion has even extended into personal brands – not only for corporations or small businesses, but even Joe next-door needs to have his own brand. Under this thinking branding can be defined as "the marketing practice of creating a name, symbol or design that identifies and differentiates a product from other products" ("Branding").

However, as nearly any graphic designer would tell you, a brand consists of far more than simply its visual components, and merely having a logo does not mean having a brand. "As beautiful or unique as any logo may be, it remains essentially inanimate. Without being placed onto or into something, it has very little meaning" ("Identity Guidelines"). More than simply visual, branding evokes emotion. It uses powerful graphics to convey the ideals and goals of its subject, giving audiences specific associations and sentiments, resulting in a very targeted response. For instance, close your eyes and think of Coke versus Pepsi. Coca-Cola conjures the idea of happiness and joy, while Pepsi represents the cool and the new. Despite the fact that "countless blindfold taste tests and even scientific studies have shown that the two drinks are essentially indistinguishable," consumers have strong attachments to one over the other, and strong associations with each (Melymbrose). These emotions do not stem from just the logos or even the colors, but rather the branding. The goal of this thesis is to explore the power of voice and form in graphic design by means of branding, and how these principles can renovate an industry and instill emotion and excitement in an audience.

Chapter 2

BRANDING DEPARTURE

Concept

In graphic design, the ability to brand a product or company can completely change the public's perception of it. That power of voice and tone can transform the most mundane of services into an exciting adventure. The rental car industry needs this kind of revitalization. A boring and expressionless endeavor at best and a frustrating nuisance at worst, the process of renting a car rarely has the words "sexy" or "exciting" attached to it. A thoughtful rebranding can change that.

The first step in solving such a problem is defining it. Complaints consumers have with the rental car industry include long wait times, a lack of transparency, poor customer service, and limited selections (Williams; "Avis"). The long and arduous process of booking a car, filling out paperwork, and picking it up can frustrate and turn-off consumers. After that unpleasantness, customers often raise issues over the seemingly never-ending surprise charges that appear on the final bill. Between this and the often brusque and unhelpful customer service and the inability to choose the exact model car you want, it's unsurprising that consumers hardly enjoy their rental experience. All of these complaints became key focuses in the rebranding effort. In order to truly create a new experience, the branding had to reach beyond the surface to address the issues at hand, thereby infusing a fresh perspective and establishing a solid foundation to build the rest of the brand.

The Foundation

To develop a new brand requires three elements: new visuals (a logo, a color scheme, a typeface), new verbal (a tagline, a tone, a syntax), and new values (a heart for the brand) (Melymbrose). However, before any of this can occur, the number one rule in graphic design is to define one's audience.

AUDIENCE

The main consumer base for this company are middle class and upper middle class travelers who want a reasonably priced car, but won't sacrifice customer service or convenience to get it. Therefore, the brand seeks to make smart, consumer driven changes rather than lavish ones, exemplifying how a rental service should operate.

BRAND VALUES/PILLARS

1. Adventurous – breaking apart from the mundane to create an experience that puts emphasis on the journey. Driving a car has an intrinsic sense of power and freedom. People feel a thrilling sense of excitement when they drive their first car – an important right of passage. The company intends to bring that sense of adrenaline back to the forefront of the process by shifting the focus from the car to the consumer. "It's not about the type of car you drive, but rather the places you will go in it."

2. Global – "Go anywhere." The company extends beyond the United States to reach around the world, creating a sense of limitless possibility. Customers can go on the trip of a lifetime, discover places they have never seen before, and do so with the reliability of a company that has their same globetrotting spirit.

3. Accommodating – consumer focused policies and design that aim to create the best travel experience possible. Intelligently designed processes put the customer at the forefront of every decision. The company aims to simplify the process much as possible, making renting a car not a hurdle to overcome before starting a trip, but instead the first step in the journey.

4. Innovative – always strive for better; not only better than the market but better than ourselves. The consistent pursuit of new ideas, rising standards, and fresh experiences forces the company to break away from the status quo and develop the next level in customer service.

What's in a Name.

Deciding on a name that embodies the established goals and values of the brand is the final step before developing the visual components. In this case, the final name for the company took inspiration from the goal of the thesis itself; to transform the mundane into the exciting, and depart from the ordinary, resulting in the name DEPARTURE. This name serves three purposes:

1. conveying a sense of adventure;

2. establishing an immediate association in the audience's mind with travel; and

3. referencing the deeper meaning of departing from the typical

Bringing the Message to Life: Logo Explorations

The logo is the customer's first point of contact with the brand, and it has the difficult task of representing the goals and ideals of the brand in a simplified visual form. To come to such a mark, five different logo concepts were examined, each taking root in the previously established brand values.

Figure 2-1 Logo Explorations - Round 1

CONCEPT ONE – COMPASS. This first concept for a logo focused on adventure, and the sense that the consumer can "go anywhere." A compass has no boundaries or limitations, and can deliver the traveler to any corner of the world. The line quality and style chosen value modern and simple aesthetics, while the motion lines of the compass create a full circle and the compass itself points onwards and upwards. However, the compass is a rather obvious choice to convey such a message, and one of the pillars of Departure focuses on innovation. Therefore, we cannot settle for obvious solutions over clever ones. Further, the flat quality of the logo did not inspire the excitement and movement needed to carry the brand.

CONCEPT TWO – COLT. The horse has a long and storied relationship to the automobile, making it a natural fit to represent a company that deals in cars. Colts represent power and speed while harkening back to eras of adventure and nostalgia such as the Wild West or even the muscle cars of the 1950s. The clearly defined muscles of the horse call attention to its power while the flowing hair and tapering lines give it a sense of speed. This coupled with the colt's pose mid-run, and the viewer can feel the motion and adventure. But once again, the colt felt like another obvious answer. Their association with cars has lasted for so long that it drifts into the cliché, clearly missing the mark on innovation.

After this initial attempt, it became time to explore new concepts and push the boundaries. Often in design the first solutions only touch the obvious and the easily reachable. Only after exploring these kinds of solutions can one push beyond to reach something more substantive, unique, and unexpected.
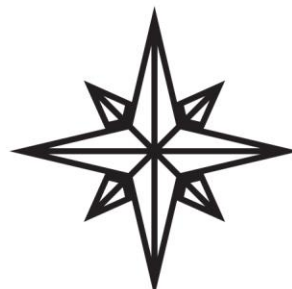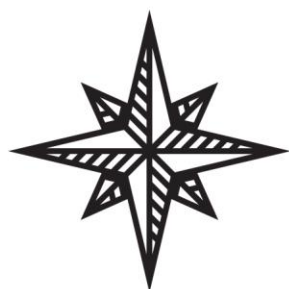

Figure 2-2 Logo Explorations - Round 2

CONCEPT THREE – NORTH STAR. Another symbol of adventure and exploration, travelers worldwide use the North Star as a beacon to guide them home. The stars do not limit the company to any singular location, speaking to Departure's desire to be global and limitless. No matter your location, the North Star will guide you. For Departure, this captured the spirit of adventure while infusing an undertone of reliability – with us you can go anywhere, and we will always bring you home. How clearly the viewer could recognize the star as specifically the North Star came into question, so two versions of this concept were explored. The first two logos in Figure 2-2 show the North Star within Ursa Minor, using two different star sizes. The second two logos show only the North Star with varying levels of detail. Yet, neither logo evoked the right emotional response, despite conceptually aligning with the company's goals. If the logo doesn't give consumers an immediate resonance and excitement, it won't stay in the public's mind, and it won't accurately represent Departure.

CONCEPT FOUR – BOOMERANG. The inspiration for this logo stemmed from the very first logo created for Departure – the compass. In Concept One (Figure 2-1), the lines of the compass moved to create a full circle, not only showing the motion of the compass but also referencing the notion of departing and returning. The idea of leaving and coming back not only spoke to a journey and sense of adventure, but also the inherent nature of rental cars themselves, as customers leave to go on their journeys and return back with the car afterwards. This sparked the boomerang idea. An item of sport, adventure, and travel, the boomerang is both familiar and exotic. When thrown, it slices through the air over long distances, connoting both an exciting journey and limitless travel. Further, no matter how far a boomerang flies, it always finds its way back to the sender, perfectly representing the notion of departing and returning. For the mark itself, a simple linear style made the boomerang feel modern, and the motion lines show how the boomerang flips over itself in the air while also creating a circle – a completed journey. While conceptually perfect for Departure, this iteration felt flat and needed more dimension and depth.

Figure 2-3 Logo Explorations - Round 3

CONCEPT FOUR – BOOMERANG REVISED. An angled boomerang provides needed depth in order to show it flying through the air. Tapered lines add to this effect as well, bringing a greater sense of speed. However, the angle of the boomerang does nothing to add excitement. Instead of angling diagonally, a much more engaging direction, the center of the boomerang points rather flatly forward.

CONCEPT FIVE – CARIBOU. The final concept reached further into the abstract by looking for an animal to represent the company. Caribou traverse over 800 miles of Canadian tundra each year ("Caribou"). That migratory tendency speaks to the distances consumers can travel through Departure, and the notion of "going anywhere." While the mark is engaging and memorable, as the Caribou's leg lifts as though about to step away on a journey, and his eye looks upwards and forwards, the reference may be too abstract for audiences.

Each potential concept had its own strengths and weaknesses, but the boomerang proved the most conceptually viable with layers of appropriate and interesting meaning. With final adjustments made to the angle of the boomerang and the tapering of its motion lines, Departure would finally have an emotionally resonant, exciting, intellectual logo (Figure 2-4).

Figure 2-4 Logo Final

Extending the Brand

After establishing the logo in black and white, it became time to extend the brand into other working elements including a color scheme, a distinct and unique typeface, and applying these pieces to other collateral such as business cards and stationery.

Figure 2-5 Final Logo Color

Figure 2-6 Wordmark

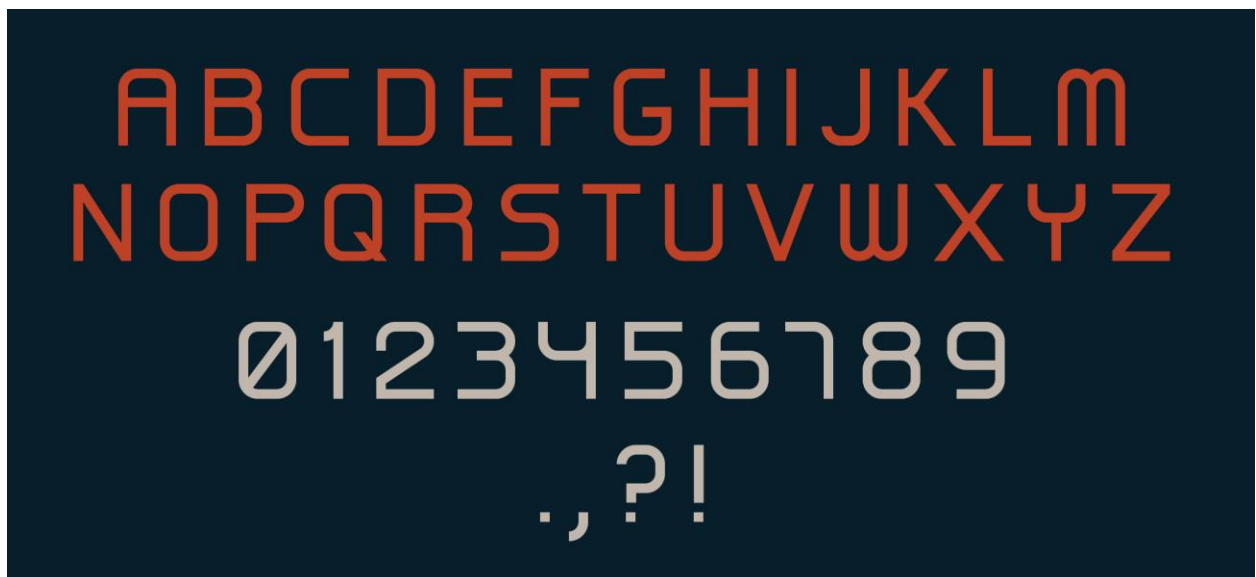HEX: #bf4227   HEX: #071e2b   HEX: #ffffff   HEX: #c1b7ad

Figure 2-7 Color Scheme

Figure 2-8 Typography

The chosen color scheme provides an air of sophistication, with its contrasting orange and blue, while the tan and white ground the two more vibrant colors. That lively orange further reinforces Departure's adventurous spirit. Rather than using a previously created typeface, the Departure typeface was uniquely designed for the purpose of the company, adding to the brand's individuality and carrying its aesthetic into all possible areas. Beginning with the "DEPARTURE" used in the logo, and later separated to act as a stand-alone wordmark, each letter was individually crafted to reflect the style and line weight of the logo. Afterwards, the fully expanded typeface was created, giving Departure a developed set of tools with which to expand the brand.

To further show the depths and potential of the design, the company's key visual elements were applied across media, showcasing a full brand experience from letterheads to car key chains (Figure 2-9) (Figure 2-10).

Figure 2-9 Branding

Figure 2-10 Business Cards

Icon System

As Departure expanded into other areas, namely the mobile application, the need for an icon system arose. Figure 2-11 shows a series of city icons, representing the locations around the world that Departure operates. These icons appear in their own section of the mobile application, (to be covered in Chapter 3), as well as print pieces such as the back of Departure stationery and business cards (Figure 2-9 and Figure 2-10). Further, the need to classify the various categories of cars Departure offers meant creating vehicle icons as seen in Figure 2-12. To develop all of these, the icon sets needed to maintain the same aesthetic as the logo and typography in order to achieve consistency. All elements utilize the same basic line weight as well as maintain a uniform line weight throughout each individual icon.
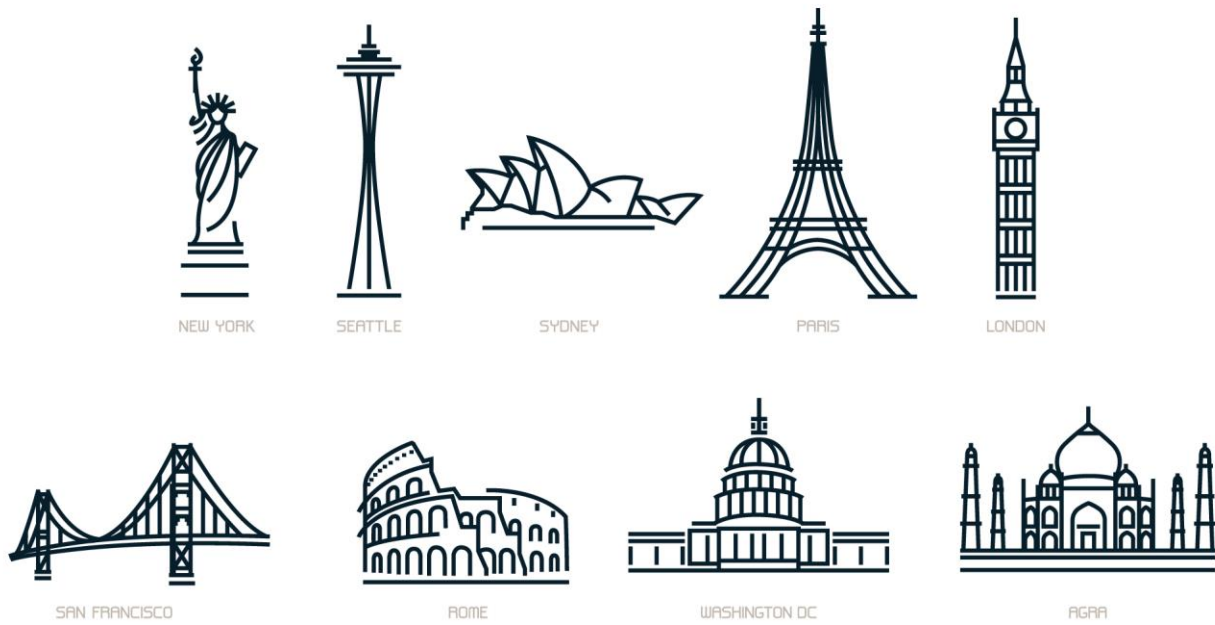
Figure 2-11 City Icons
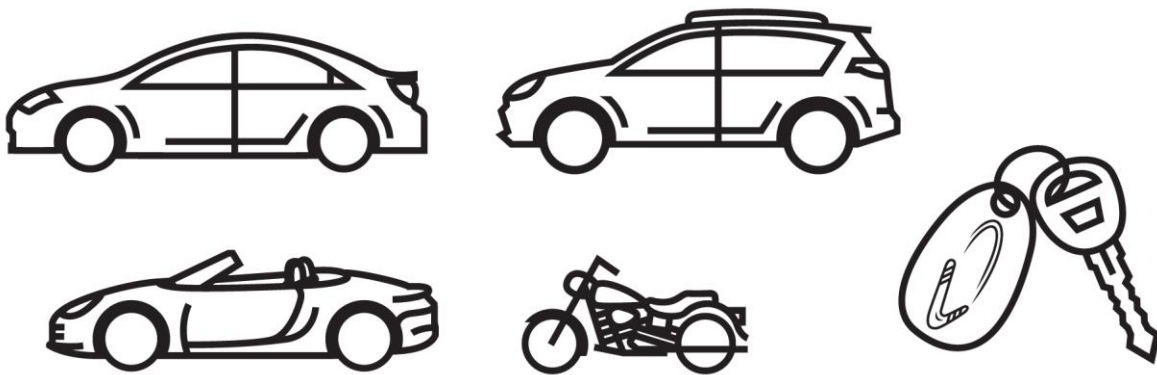
Figure 2-12 Further Icons

Chapter 3

MOBILE APPLICATION

Overview

Figure 3-1 Application Overview

In developing the brand for Departure it became clear that modernizing and enlivening the tone of the company would require more than simply modern aesthetics; rather, a fresh look on how to approach the industry as a whole. With the proliferation of cell phones and the desire to have every possibility at

our fingertips, a mobile application was an obvious choice. However, the key question was how to make that app innovative. In this case, the solution came from simply understanding the consumer. Any time you have gone on a trip, either for business or leisure, you rarely remember the type of car you rented. Instead, you have memories of the places you went, the people you met, and the experiences you had. For that reason, the mobile app for Departure prioritizes the customer experience over the car, focusing on the destinations you will visit and instilling a sense of adventure. As a result, consumers will remember Departure for the possibilities it afforded and its simple process, instead of the cars. Not highlighting the product may have seemed an odd choice, but for Departure the true selling point is the experience, not the machine.

Process

The key step in the process of making the app, as well as the first one, was drawing low fidelity wireframes. This mapped out each screen of the app and analyzed how users would interact with it. Figure 3-2 through Figure 3-6 show the initial sketches for the app. While many elements changed in the process of taking the app from sketch to screen, the basic navigation and concepts remained the same.
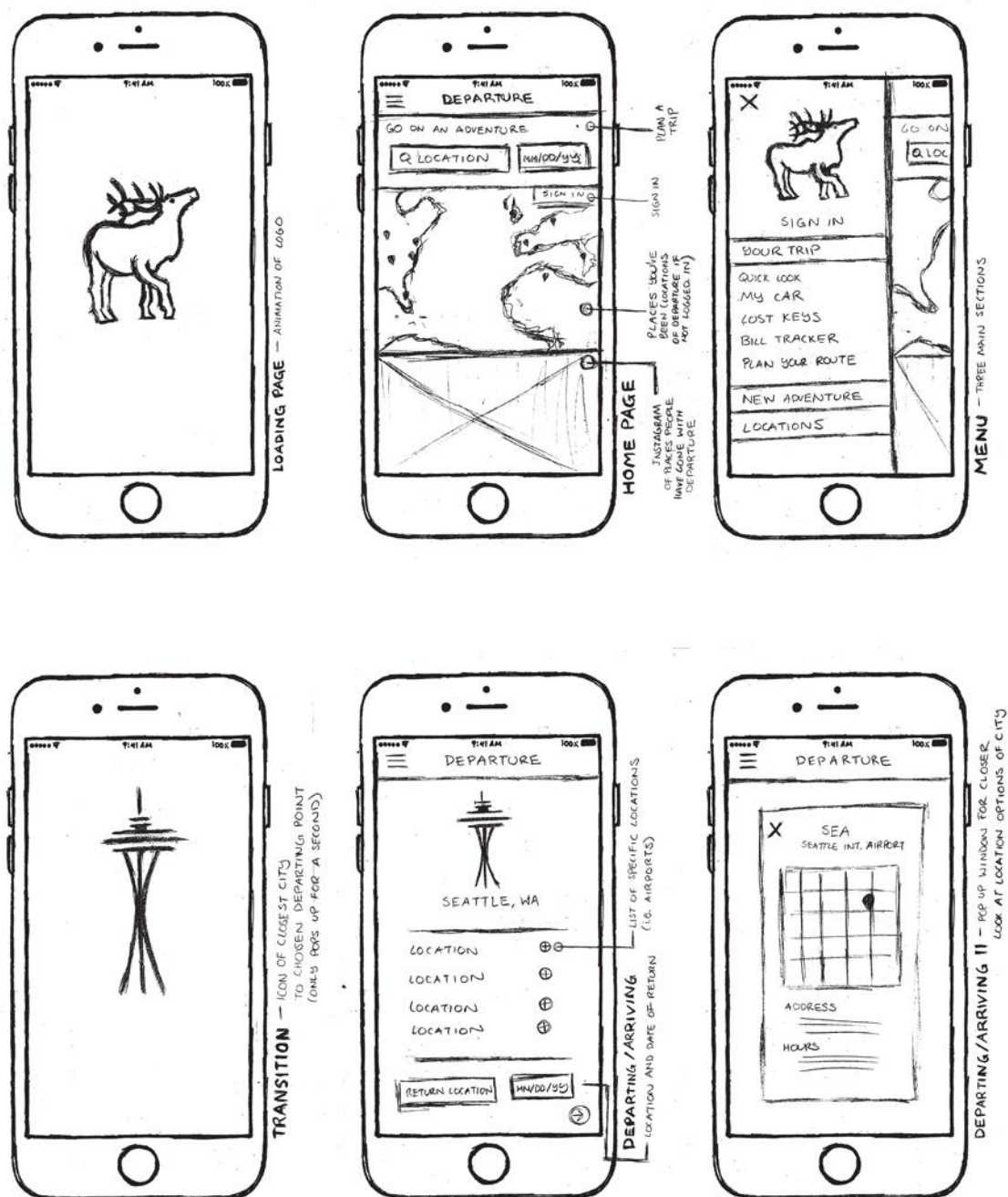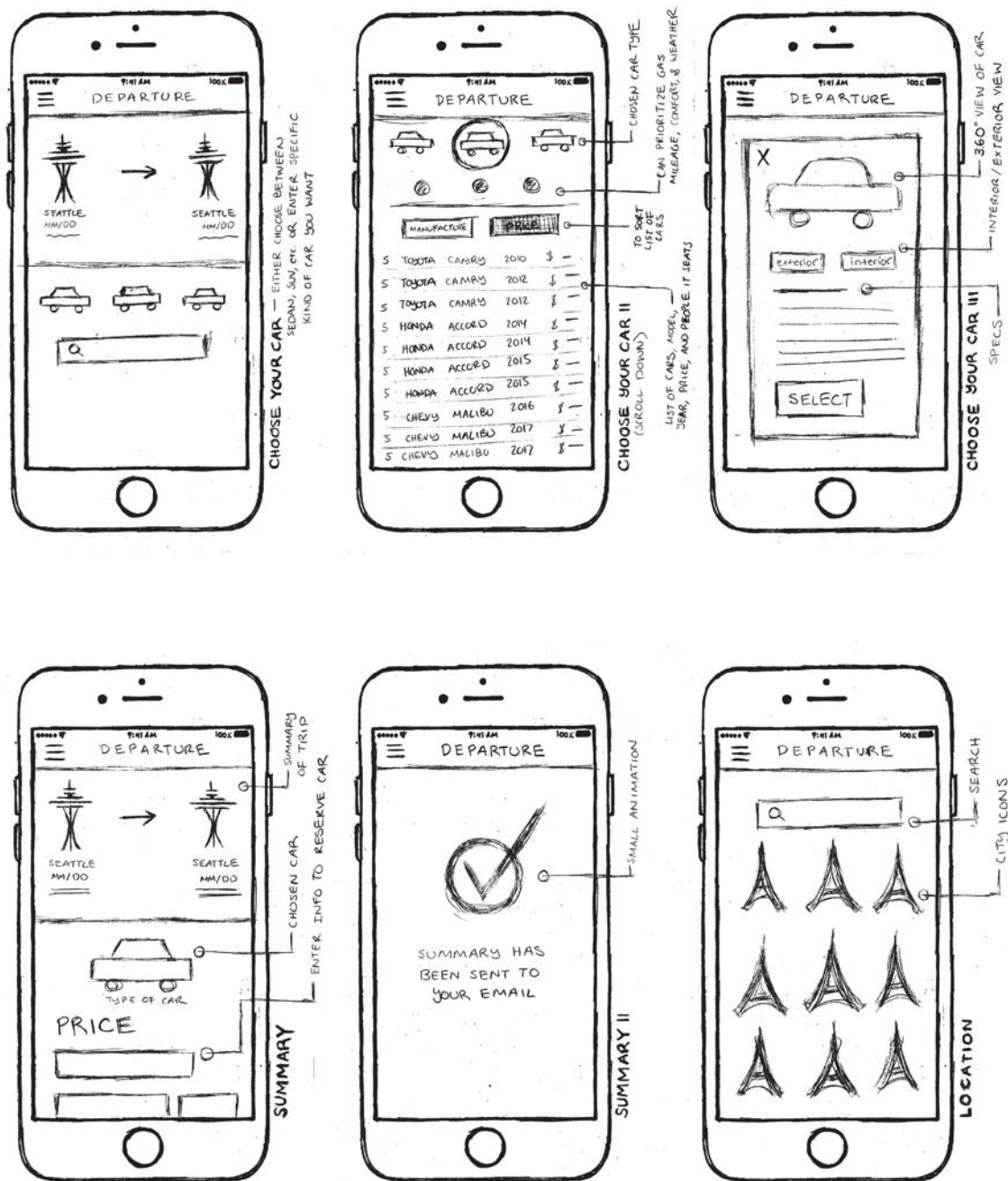
Figure 3-2 Wireframe 1
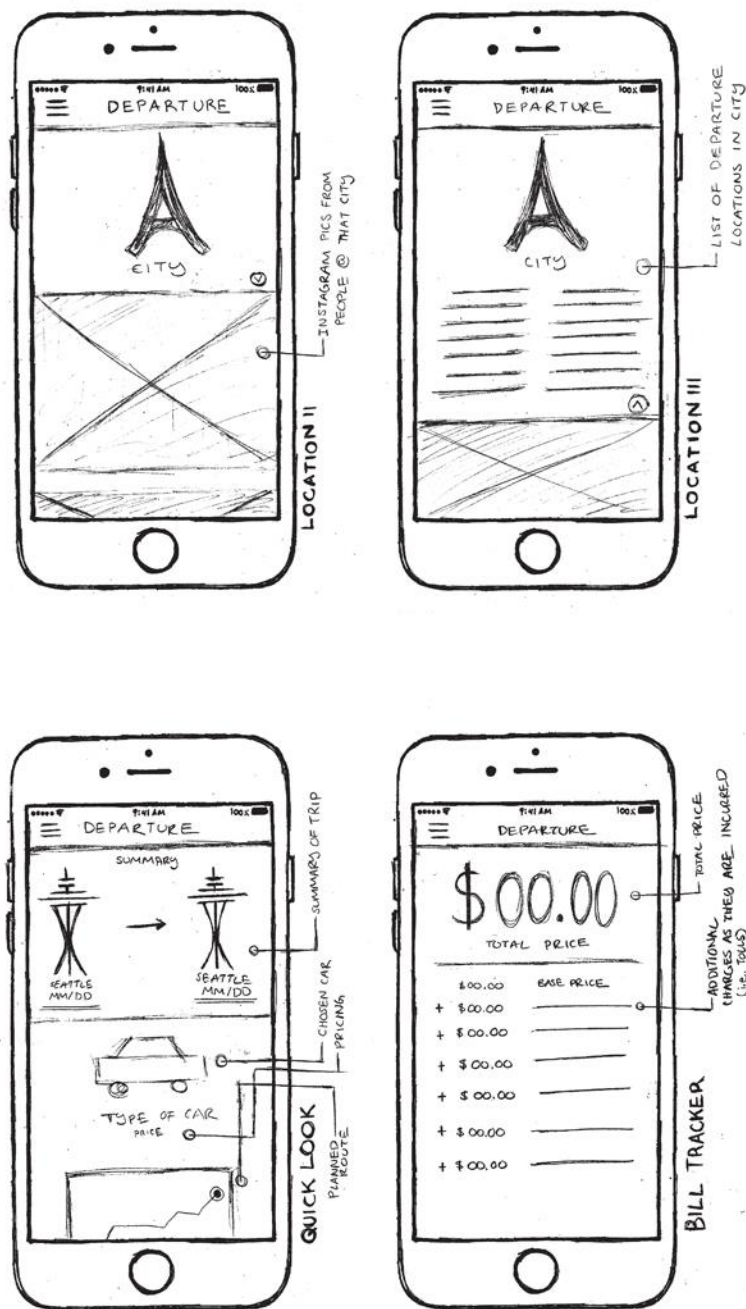
Figure 3-3 Wireframe 2
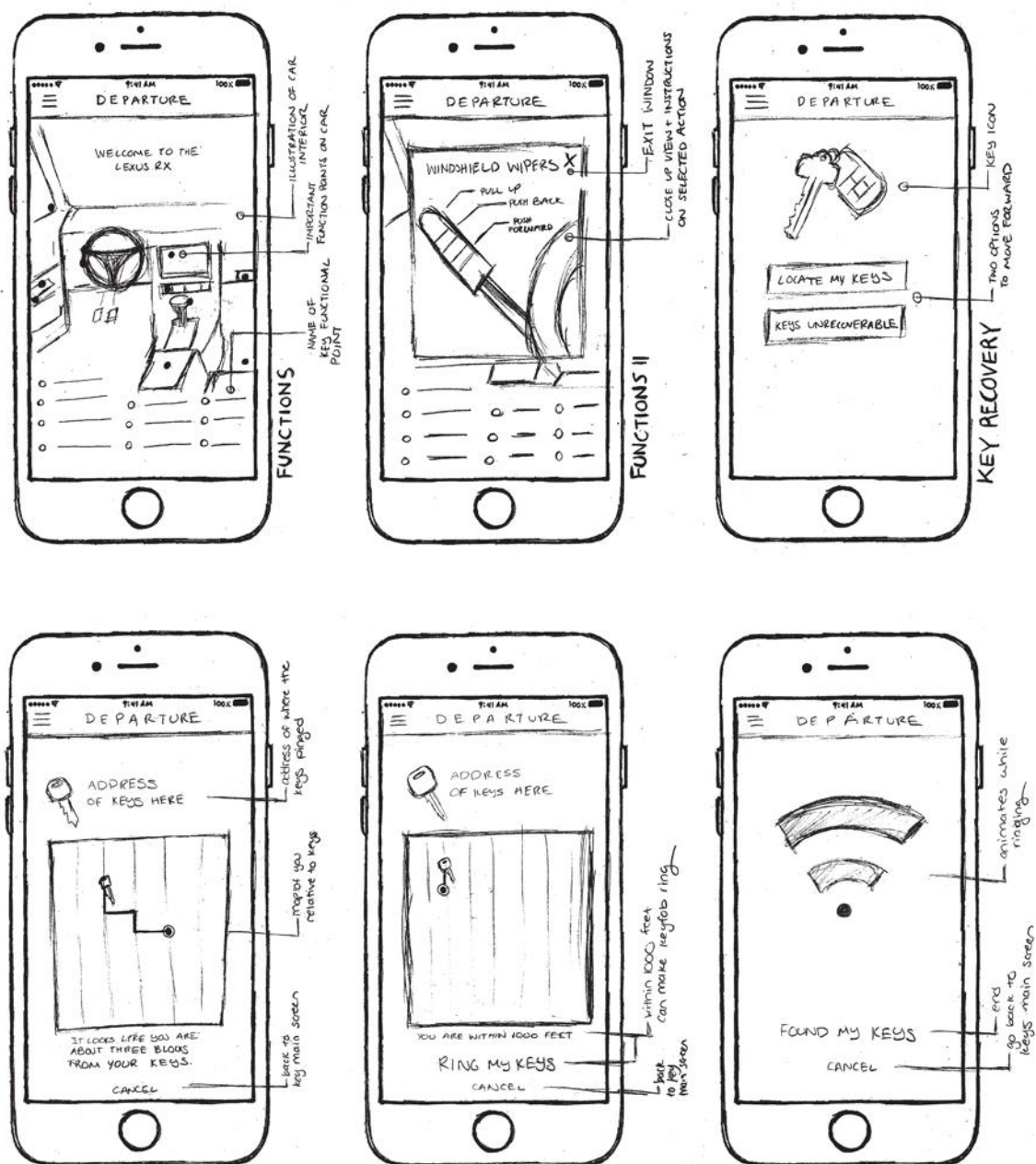
Figure 3-4 Wireframe 3
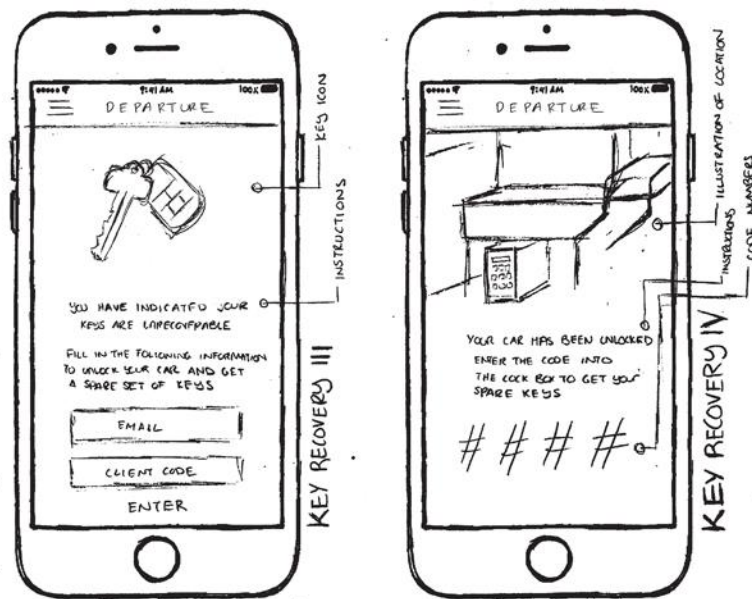
Figure 3-5 Wireframe 4

Figure 3-6 Wireframe 5

After completing the low fidelity wireframes the next step was to turn the rough concepts into full designs. The following sections will walk through each screen of the app, explaining its functionality, concept, and design choices, all of which relate back to the overall branding of Departure.

Loading, the Home Page, and Navigation

Figure 3-7 Loading Page

LOADING PAGE

After tapping the icon on the iPhone home screen, the Departure logo will expand and animate to show

the boomerang flying through the sky. This page serves as a transition while the application loads all

necessary information. The animation itself both maintains interest as well as shows the app in progress.
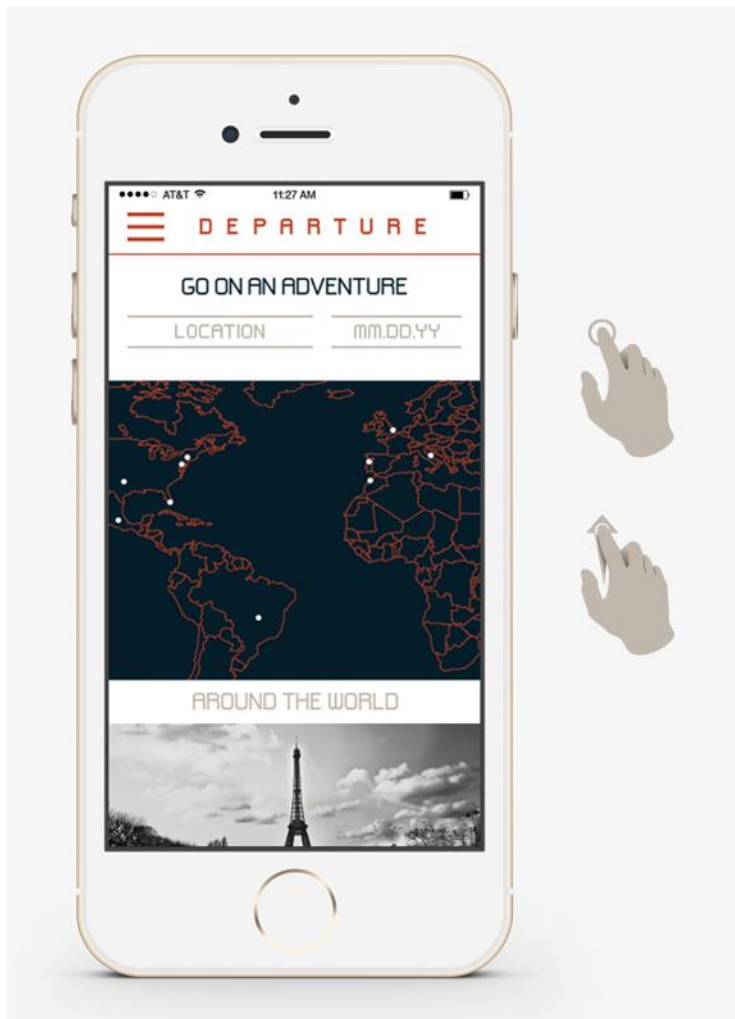
Figure 3-8 Home Page

HOME PAGE

Purposefully, the home page of Departure makes no mention of cars or current deals. Instead, it focuses

on the destinations you can visit, speaking to the brand's pillars of adventure and global thinking. The

white dots on the map represent everywhere around the world you have rented with Departure, reminding

you of all of the places you have seen while showing off the ones you have yet to explore. The "Around

the World" section focuses on social media, with an Instagram feed of the most popular/liked photos

taken by Departure customers who used #DEPARTURE when Instagramming their trips. This again

draws out a sense of wanderlust and possibility in the user. Finally, the most traditional aspect of the

home page is at the very top under "Go on an Adventure," which starts the process of booking a car. By

tapping on "Location" you can enter the address you wish to start your trip from, followed by the day you

plan to leave. Afterwards, the application will immediately transition to the next step in the process.
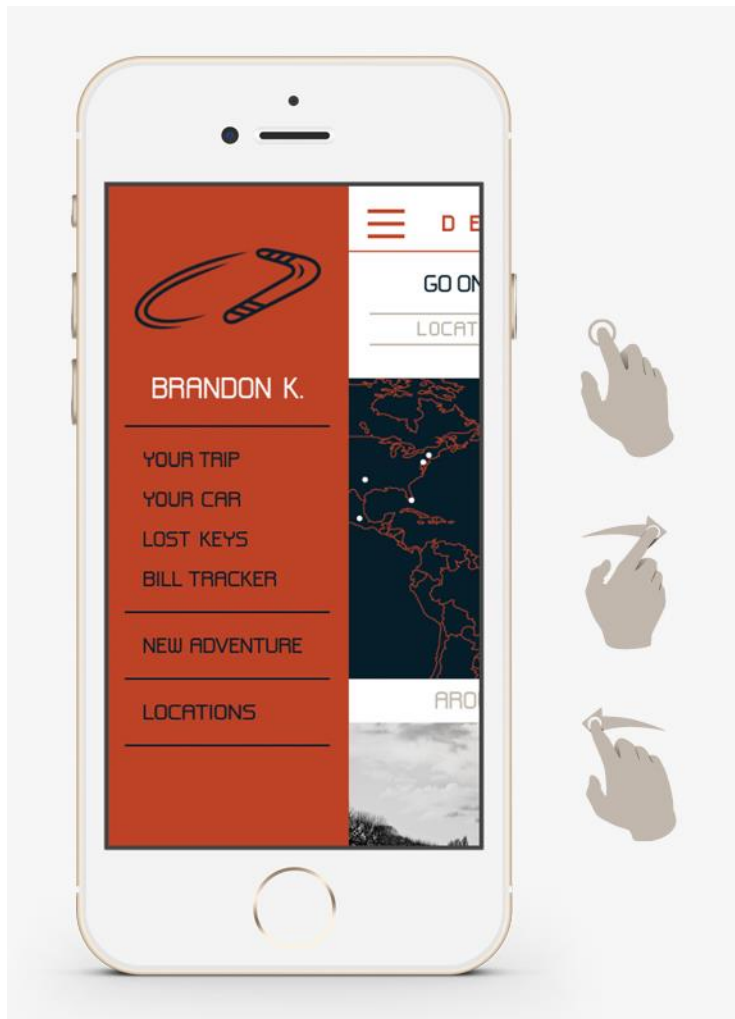
Figure 3-9 Menu

MENU

Before exploring the rest of the app it is important to point out its main form of navigation – the menu.

The menu will expand by tapping on the three lines that stay consistently in the left hand corner of the

screen, or by simply swiping to the right at any time. No password or account name is required; after

booking a trip with Departure, the app saves your information. The next time you open the app, it will remember your name and automatically update the map on the home screen to reflect where you have booked your trip.

"Your Trip" takes you to an overview of your current order, allowing you to check any last minute details, as well as cancel the trip if necessary (see Figure 3-18).

"Your Car" shows an interior view of the car you have booked so you can explore and understand key features of a potentially unfamiliar car (see Figure 3-20).

"Lost Keys" can be used to either locate keys via GPS, or if the keys are unrecoverable the app will remotely unlock the car for you (see Figure 3-23).

"Bill Tracker" provides live updates of the your bill so you can see any additional charges that may arise during the course of the trip.

"New Adventure" is another way of beginning a booking with Departure.

"Locations" supports the social media function of the app previously shown on the home screen, as well as displays all of the cities around the world that Departure operates in.

All of these sections are accessible by simply tapping on the name. If you want to exit the menu, either tap on the three lines again or swipe to the left.
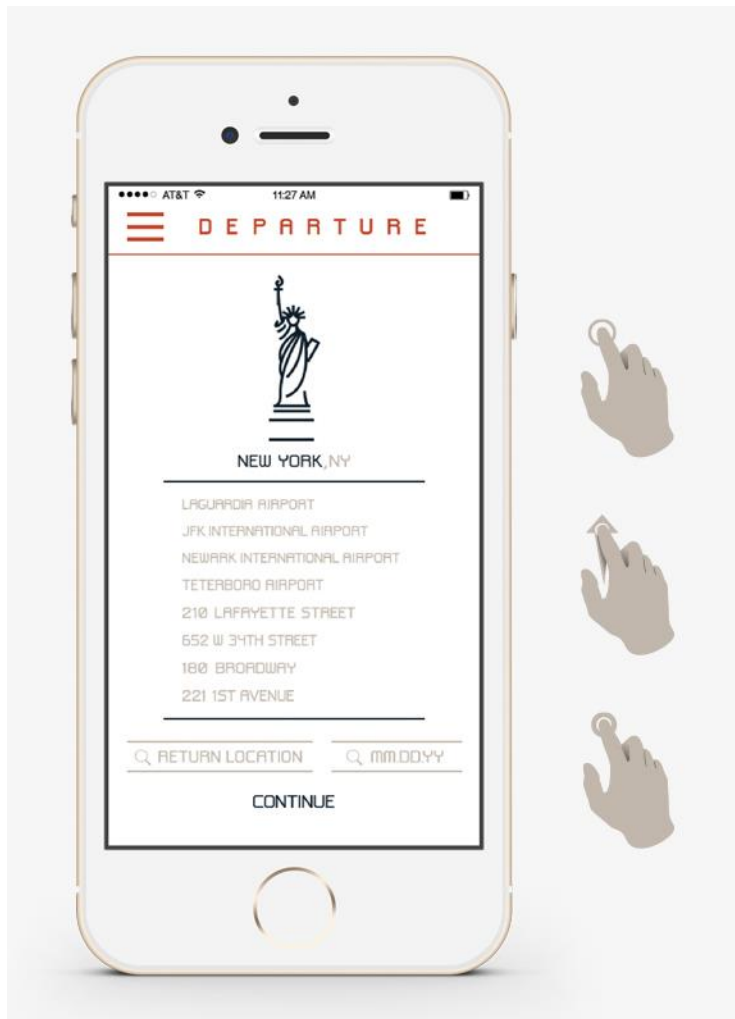
Renting a Car
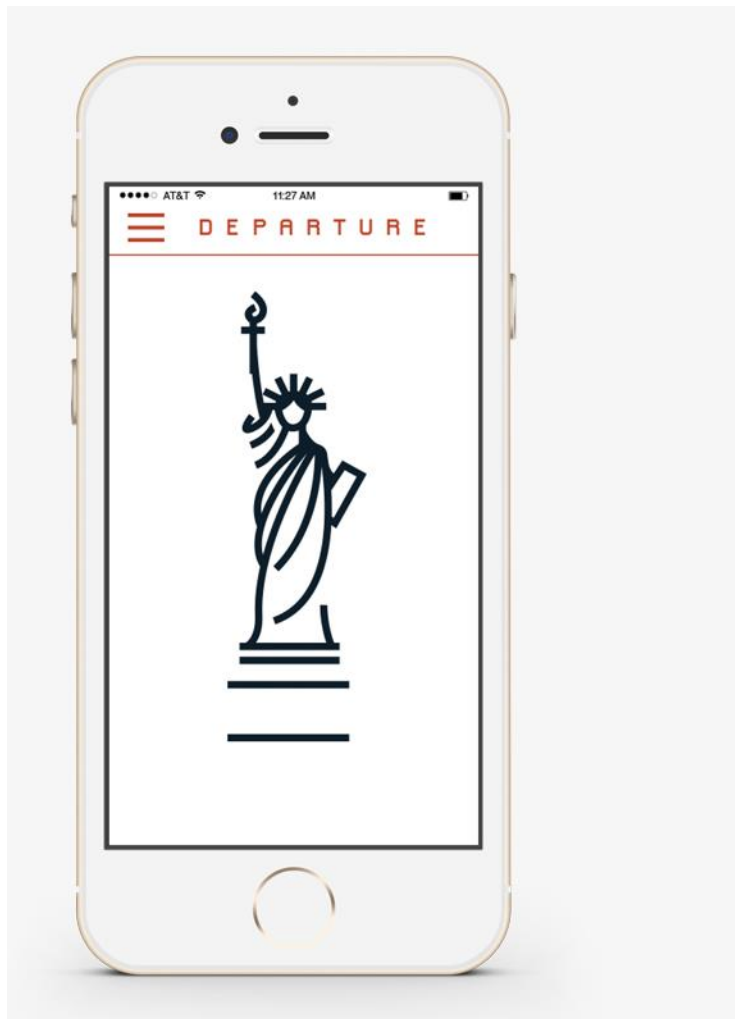
Figure 3-10 Transition

NYC TRANSITION ICON

In this case, you either typed New York City or an address within the city into the location search on the

home screen. While Departure loads the information needed, the NYC icon temporarily fills the screen

both to maintain interest and transition into the next section of the app.

Figure 3-11 Choose Locations I

CHOOSE A SPECIFIC LOCATION

After entering New York City, the app will list all Departure locations within the vicinity. Tapping on a location will allow you to select it. Pressing and holding on the location will lead to a pop-up window with more information (Figure 3-12). Tapping on "Return Location" will allow you to either search for a new address or select the same location to return to. Once the date has been entered, tap "Continue."
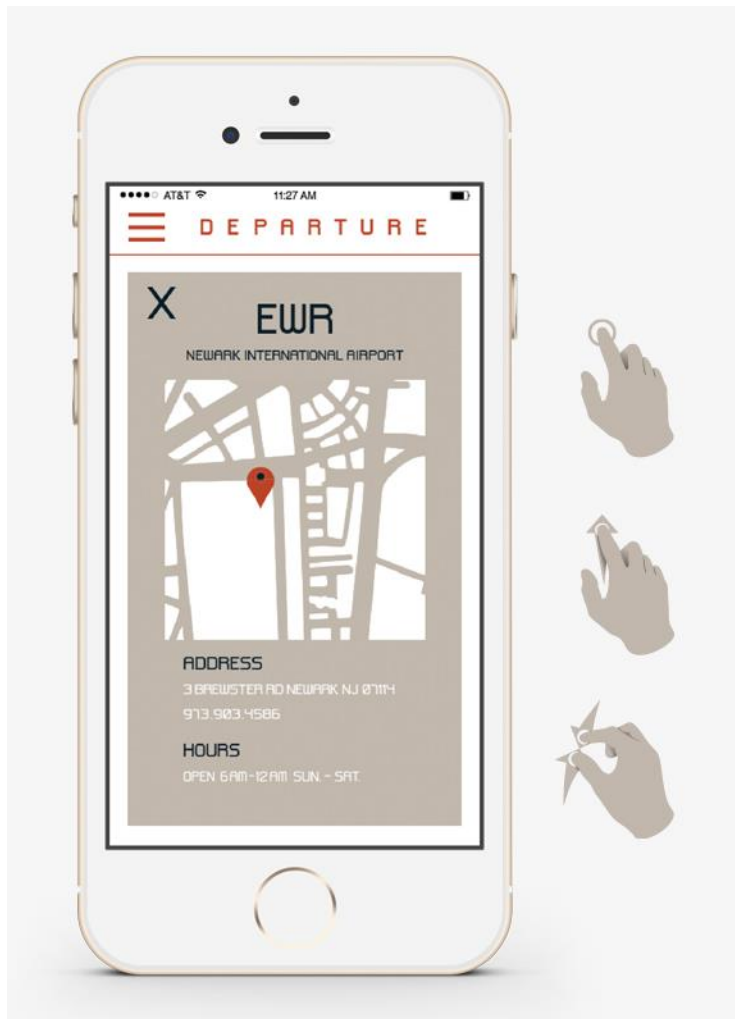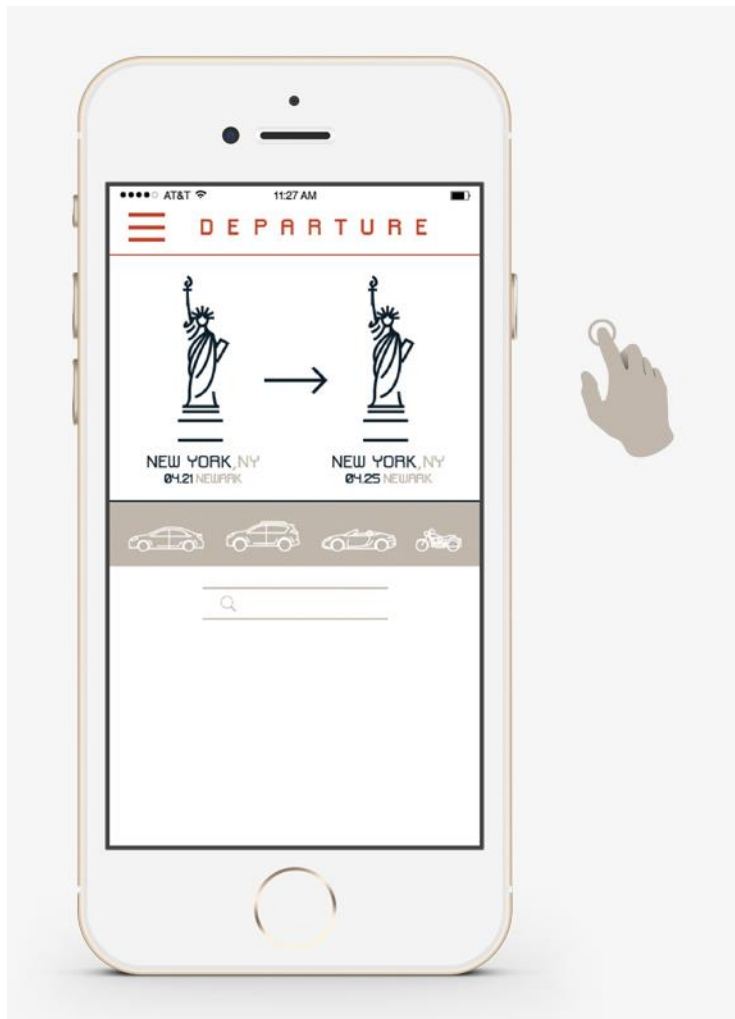
Figure 3-12 Choose Locations II

LOCATION DETAILS

Pressing and holding on "Newark International Airport" will show a map of the airport's location, the

address, phone number, and hours of operation so you have all necessary information readily available.

Pinching the map zooms in and out, and tapping on the "X" will return to the list of all locations.

Figure 3-13 Choosing a Car I

CHOOSE A CAR

The top of the screen serves as an overview of all of the decisions you have made thus far, showing the starting and ending points of the trip as well as the dates. To choose a rental car the app provides two options. Either tap an icon to see cars under a certain category, such as all sedans or SUVs, or tap next to the search icon to look for a specific car.
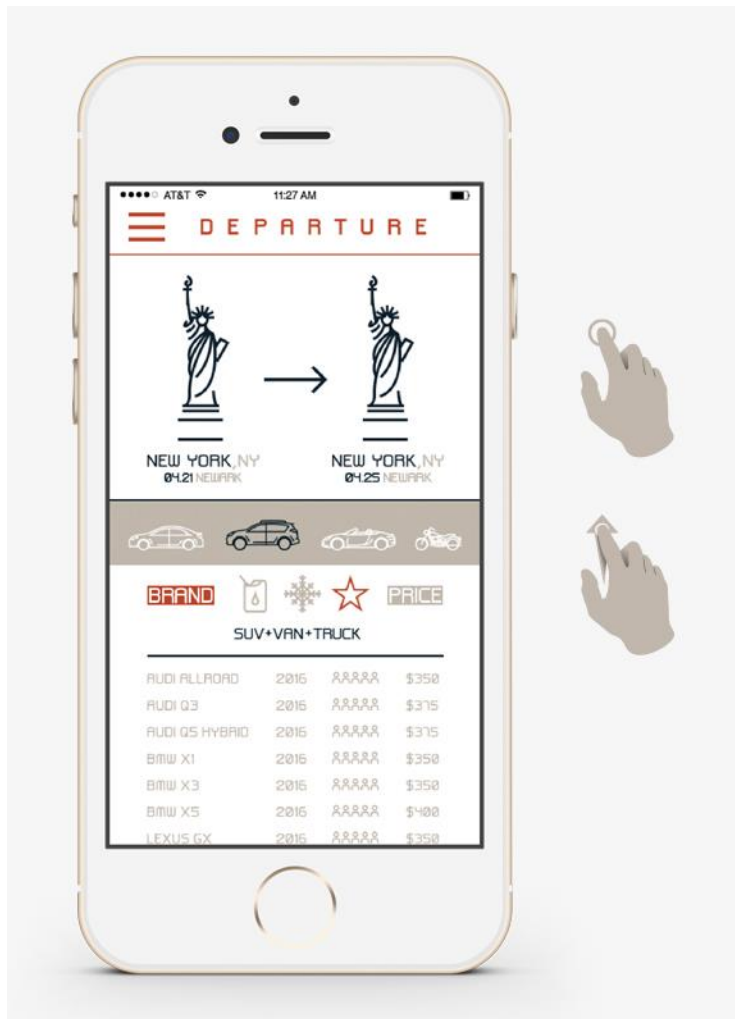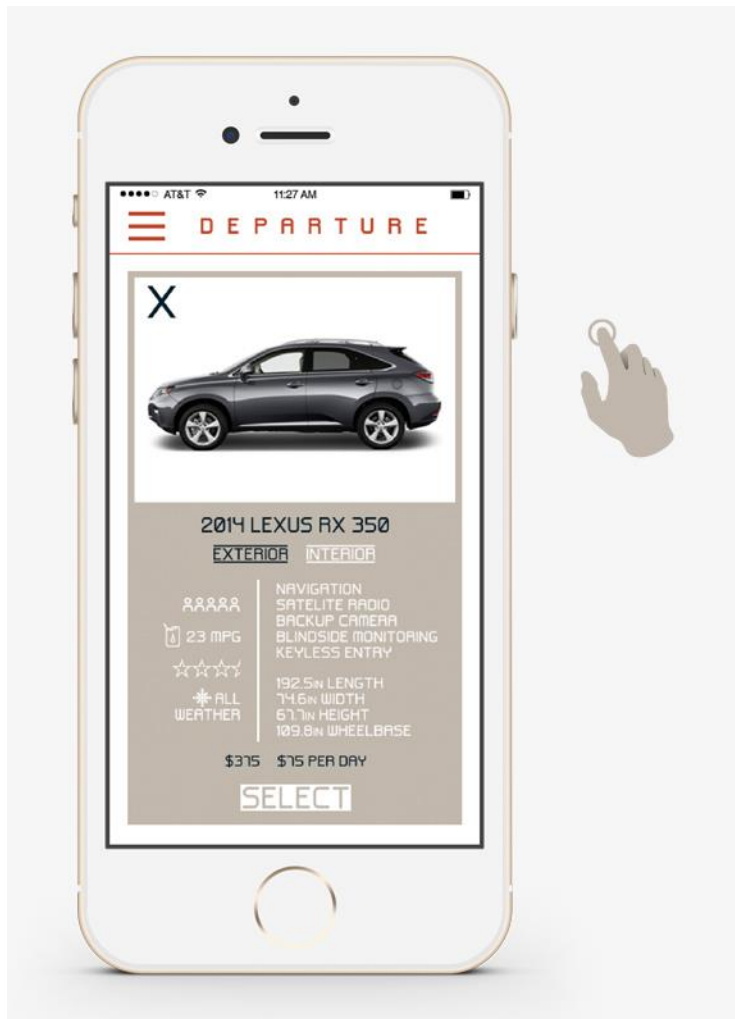
Figure 3-14 Choosing a Car II

CHOOSE A CAR II

Tapping the SUV icon narrows the search to all SUVs, vans, and trucks available at the selected location.

From there, you can refine the search even further by prioritizing various aspects of the car. For instance,

"Brand" will alphabetically organize the list based on the manufacturer. The oil icon will look for cars

that have good gas mileage. The snowflake prioritizes cars that operate well in harsh weather conditions.

And the star organizes the list from the highest ranked to the lowest ranked car. Finally, tapping "Price"

will show the list in order from most affordable to most expensive. More than one factor can be selected

at a time, allowing you to find an inexpensive and fuel efficient car very quickly. The list itself tells you

the make and model of the car, the year it was made, how many people it will sit, and the price based on how long you have chosen to rent it. Tapping a car will lead to more specific information on it.


Figure 3-15 Choosing a Car III

CHOOSE A CAR III

Tap "Exterior" or "Interior" to switch between the two views of the car. The icons to the left provide a quick overview of the car, again showing the number of people it can sit as well as more specific gas mileage, ranking, and if it performs well in various weather conditions. The information to the right lists the amenities of the car that come standard with the purchase – none of the features will add to the price

of the car – and finally the dimensions. From here you can either choose the car or return to the full list by hitting the "X."
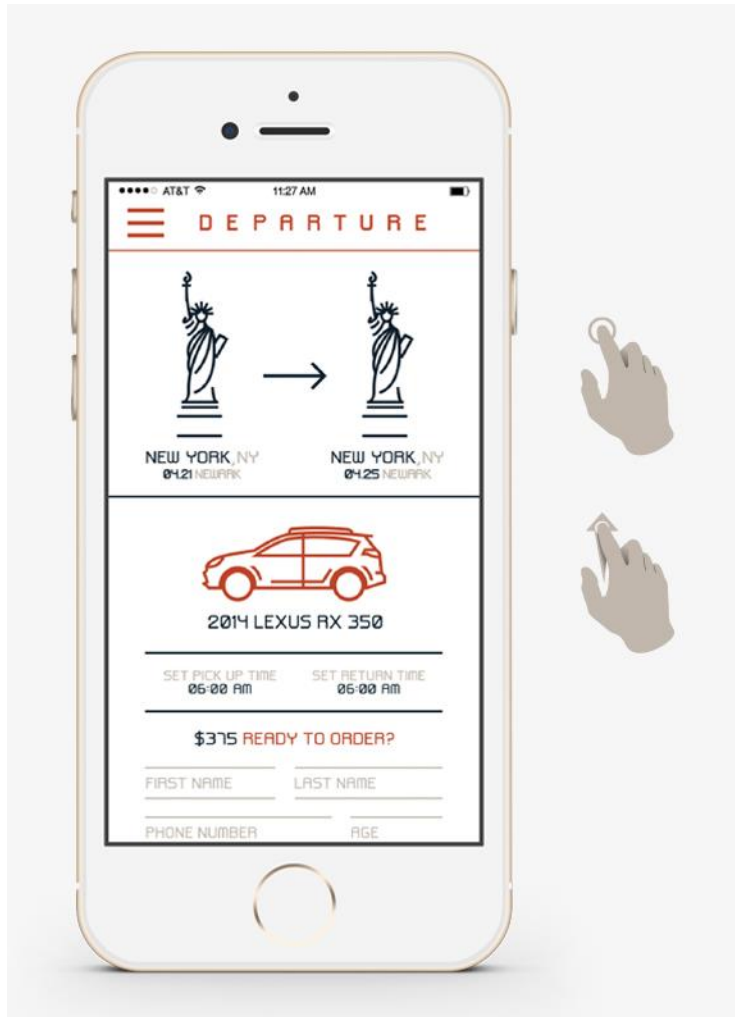
Figure 3-16 Order Summary

SUMMARY

The summary of the trip allows you to review all previous elements and add final information before booking, such as your desired pick up and drop off time of the car. Once you approve, you enter your payment information.
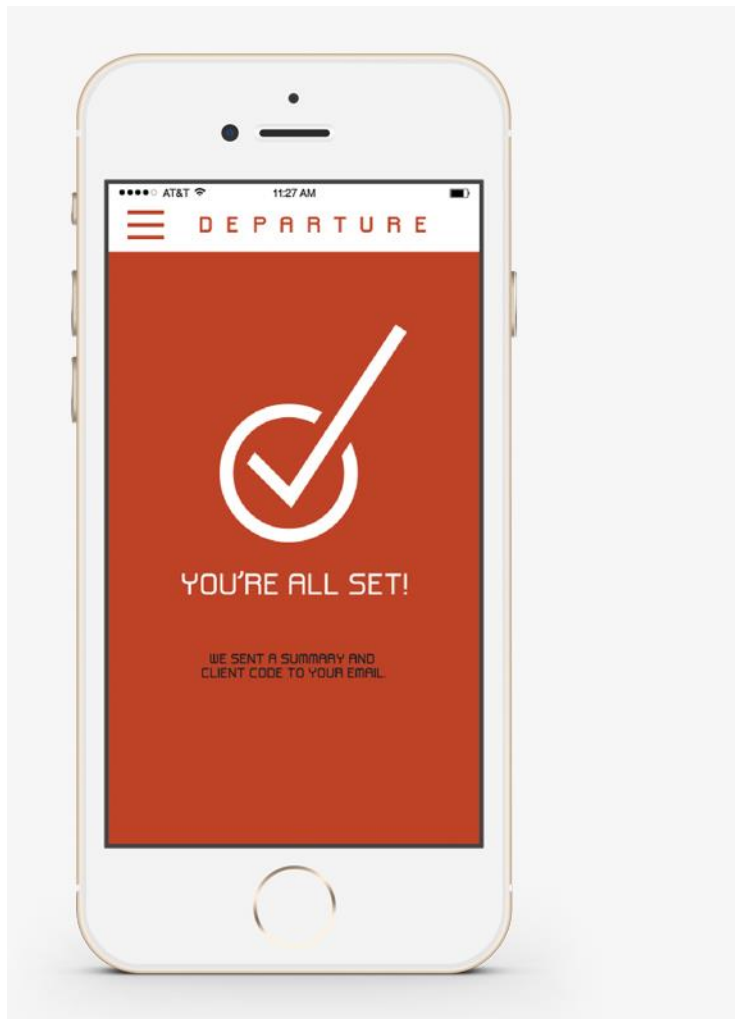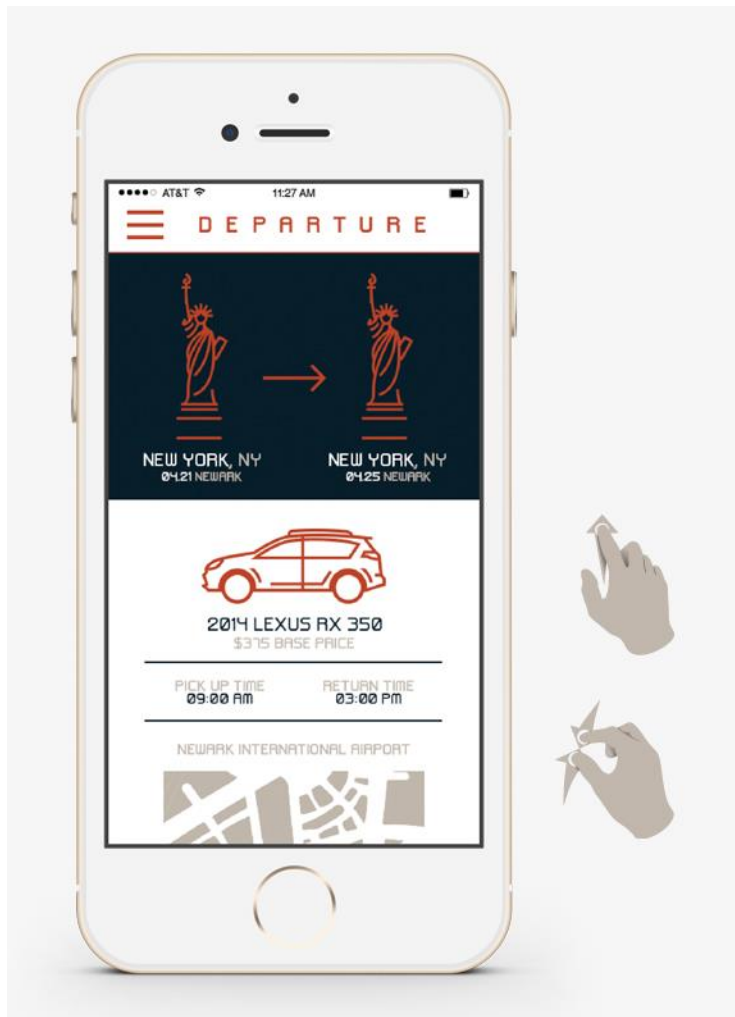
Figure 3-17 Completed Order

COMPLETED ORDER

Another transition page, this serves as confirmation that the order went through and has been processed.

For security reasons as well as to aid in other areas of the app, Departure sends you an email with another

overview of the trip plus a specific client code (see Figure 3-27).
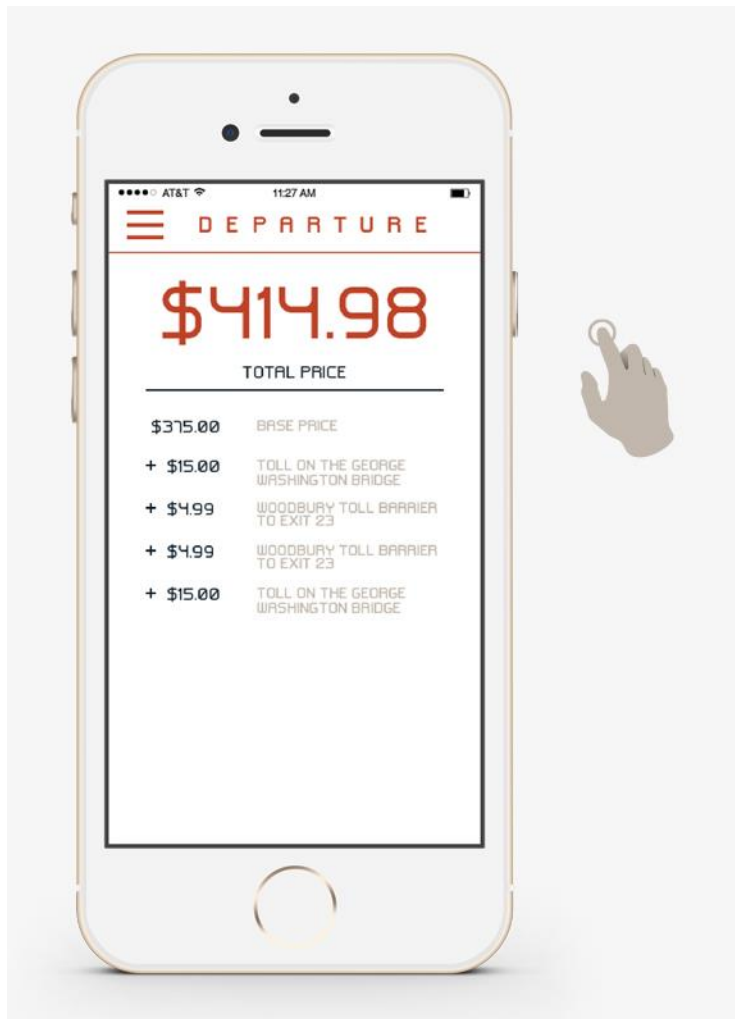
Reviewing Your Order

Figure 3-18 Order Summary

ORDER SUMMARY

As Figure 3-9 showed, this section of the app can be accessed through the main menu. After you have

booked a trip you can use this function to easily double-check any details. By scrolling to the very bottom

of the screen you can also cancel the order.

Figure 3-19 Bill Tracker

BILL TRACKER

One of the key complaints current rental car users have about rental companies is a lack of transparency,

particularly when it comes to the final bill. Consumers felt that large charges would appear on their bill

seemingly out of nowhere, leaving many somewhat blindsided. In Departure's attempts to always remain

consumer focused, a bill tracking feature can be accessed through the main menu. Here, you can see the

base price of the car as well as any additional charges that rose throughout the course of the trip. For

instance, for ease of use Departure uses EZ pass systems to automatically pay for any tolls customers pass

through, and these tolls are added to the overall bill. Now, whenever you pass through a toll, the app

automatically reflects it in the bill, so customers are never surprised by the final price of the rental.

Functionality of the Car
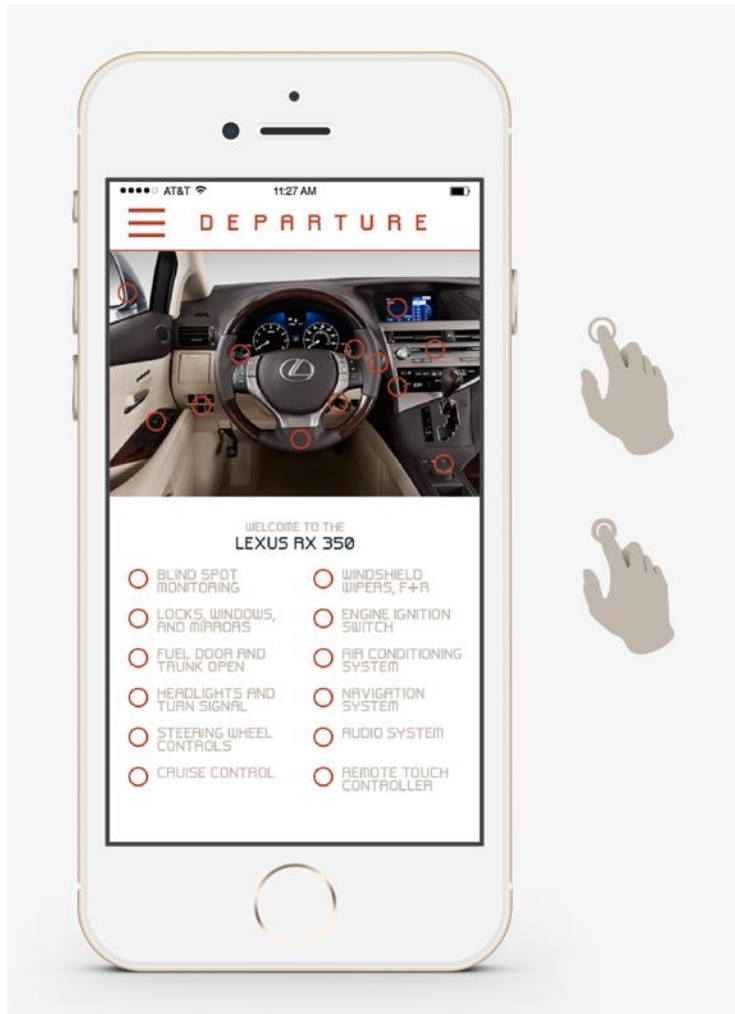
Figure 3-20 Functions I

FUNCTIONS OF THE CAR

Another effort to stay consumer focused, this section of the app aims to make every aspect of the rental

process easier. Specifically, it shows you how the car works incase the vehicle is one you have not driven

before. You can either tap on a circle within the image or on an item on the list below to see what/where

something is within the vehicle.
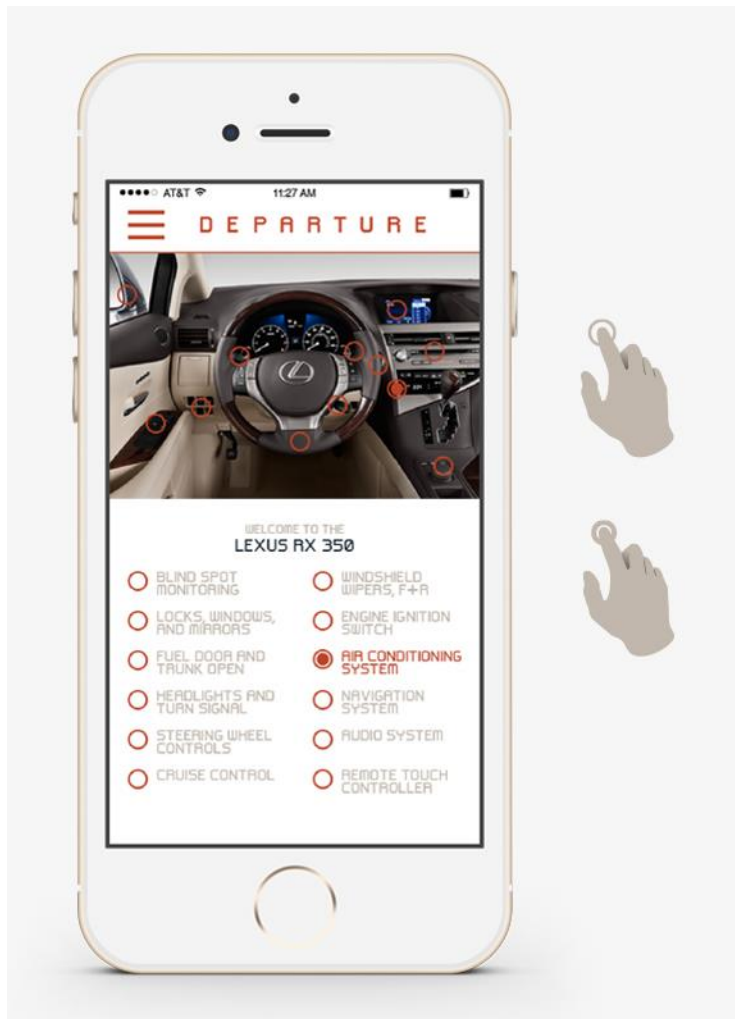
Figure 3-21 Functions II

FUNCTIONS OF THE CAR II

After tapping on the list or the image, the corresponding circles fill in, highlighting such things as the air

conditioning or side view mirror controls. To understand more than simply where these are located and

instead how they function, press and hold on one of the circles, and a new window will pop up.
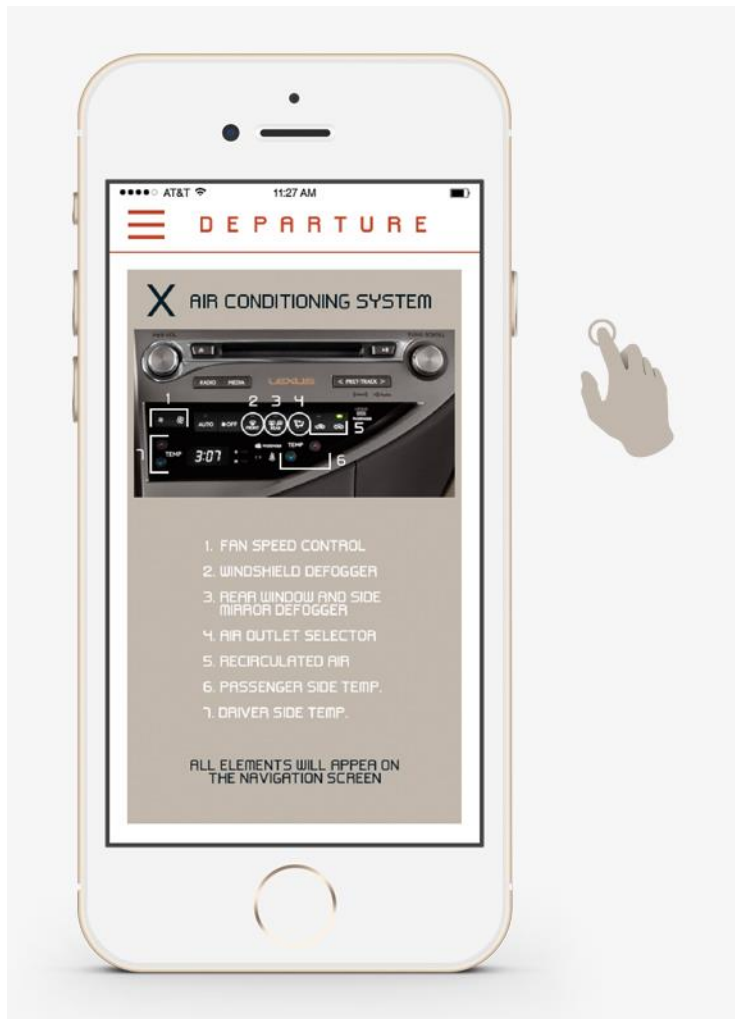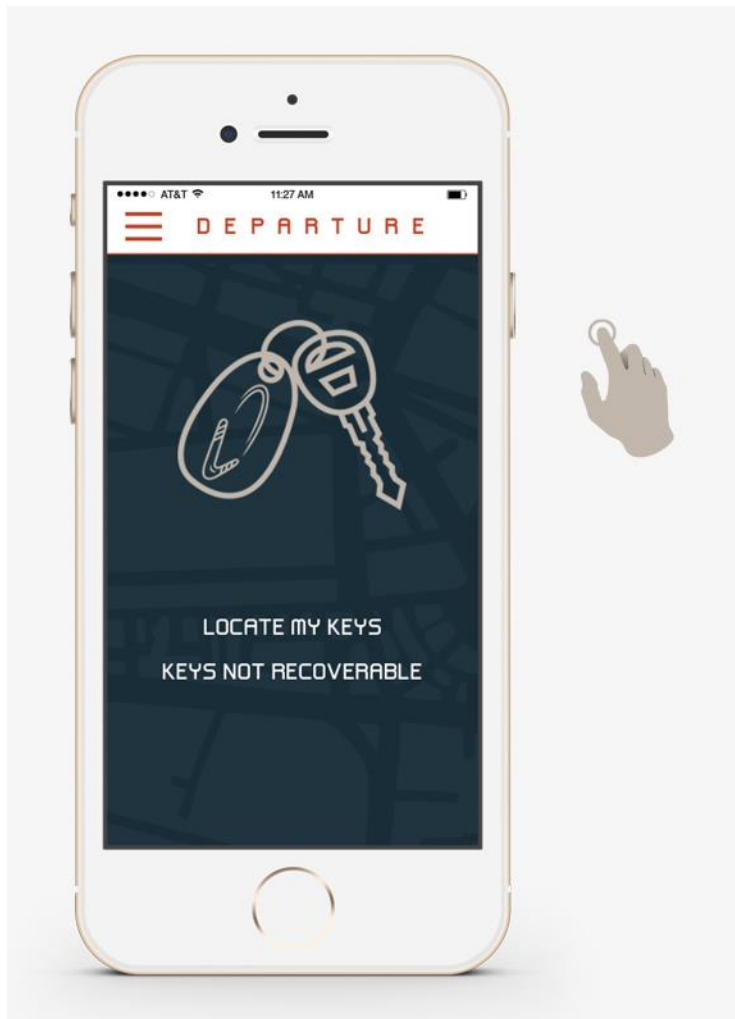
Figure 3-22 Functions III

FUNCTIONS OF THE CAR III

The pop up window explains each aspect of the chosen area, in this case the buttons on the console that control the air conditioning system. To return to the full view of the interior, tap the "X."
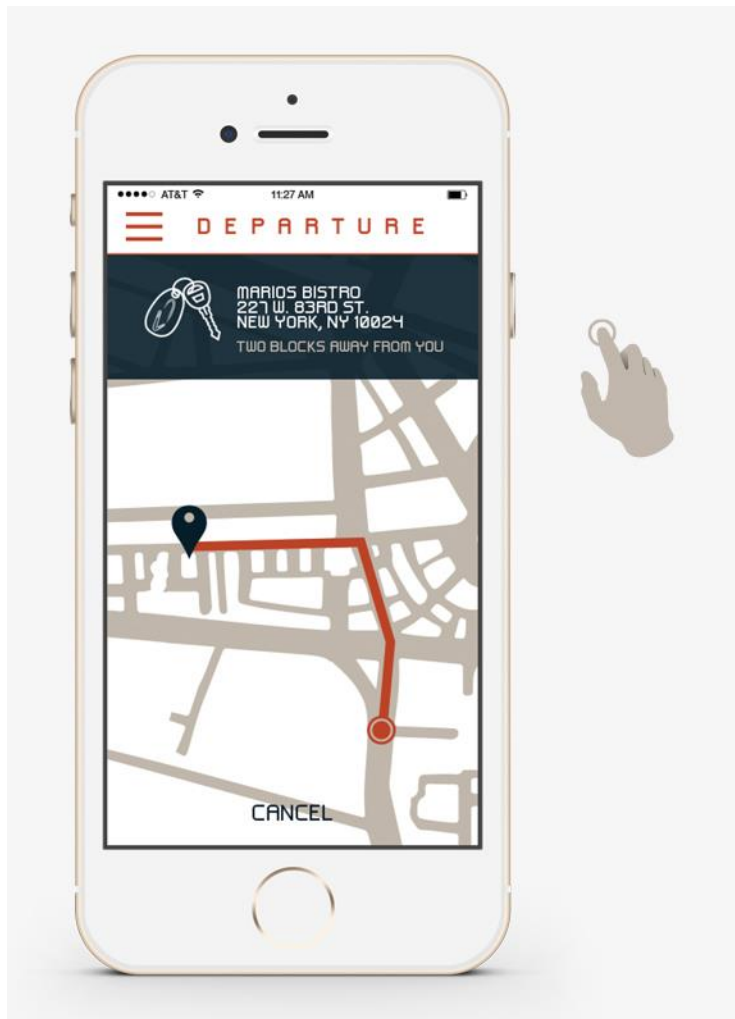
Lost Keys

**Figure 3-23 Lost Keys Main**

LOST KEYS

The final system of the app designed to solve current consumer issues, the lost keys function ensures that

customers will never be locked out of their vehicle. The feature has two distinct sections based on how

lost your keys really are – simply misplaced, or bottom-of-a-lake unrecoverable.

Figure 3-24 Locate Keys

LOCATE KEYS

By tapping "Locate My Keys," the app will display the last known GPS location, as well as the location

of your phone, providing a path that will lead you directly to where you last left your keys.
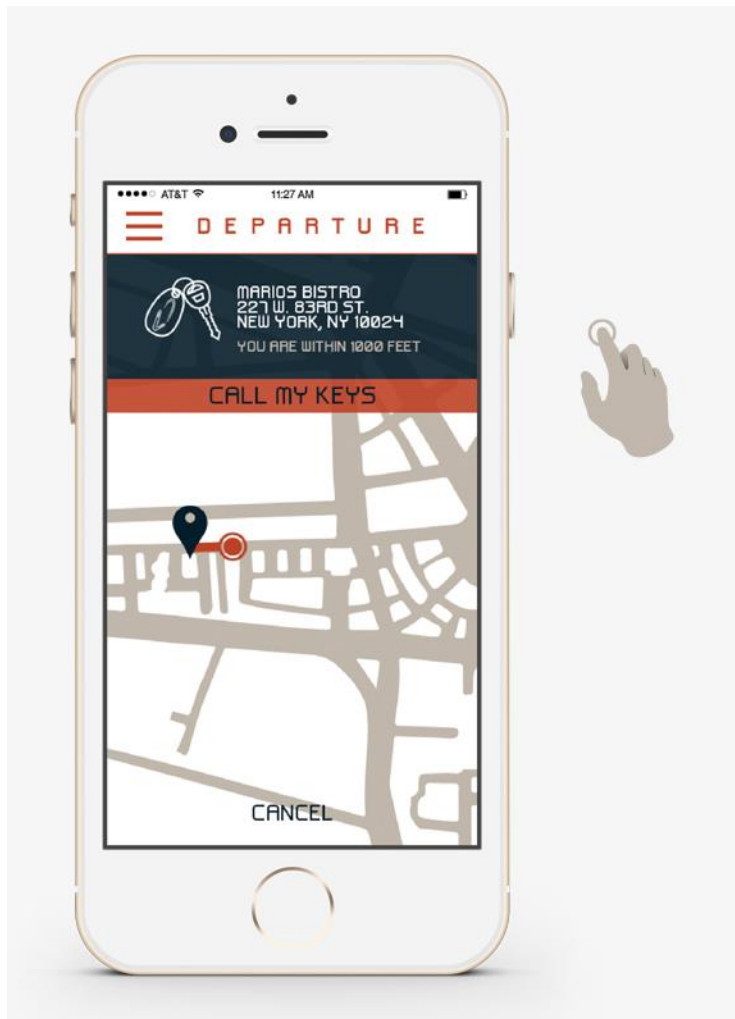
Figure 3-25 Locate Keys II

LOCATE KEYS II

Similar to the function of the popular Tile application, when your phone moves within 1000 feet of the

keys, you can choose to have the key fob create a loud ringing sound by "calling" it. Simply tap "Call My
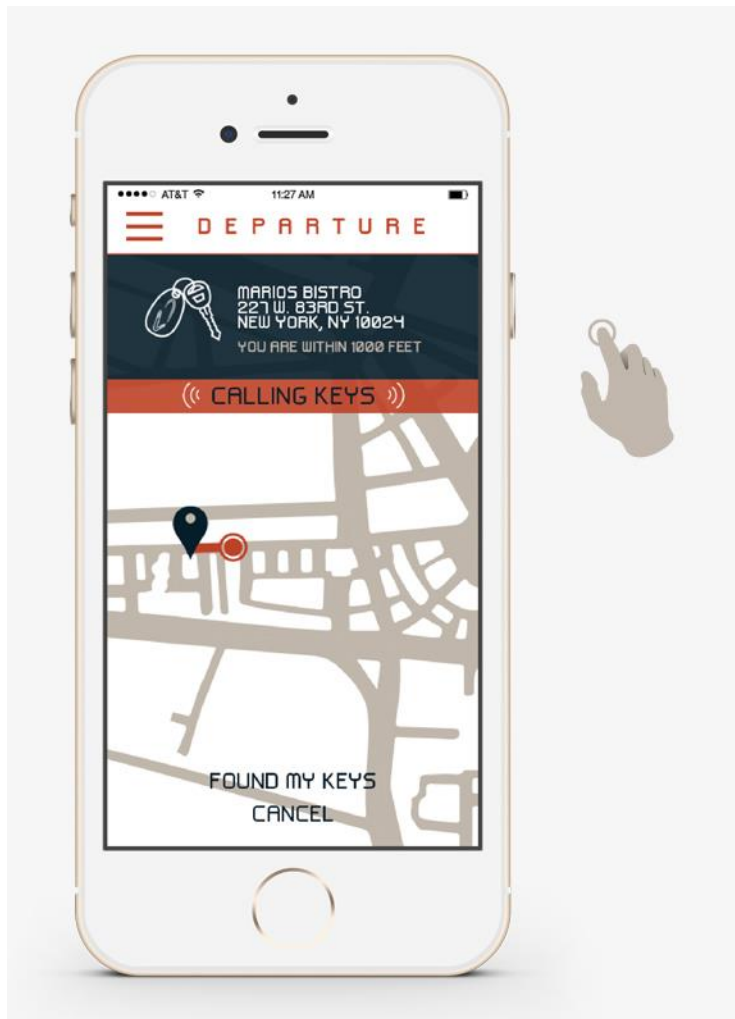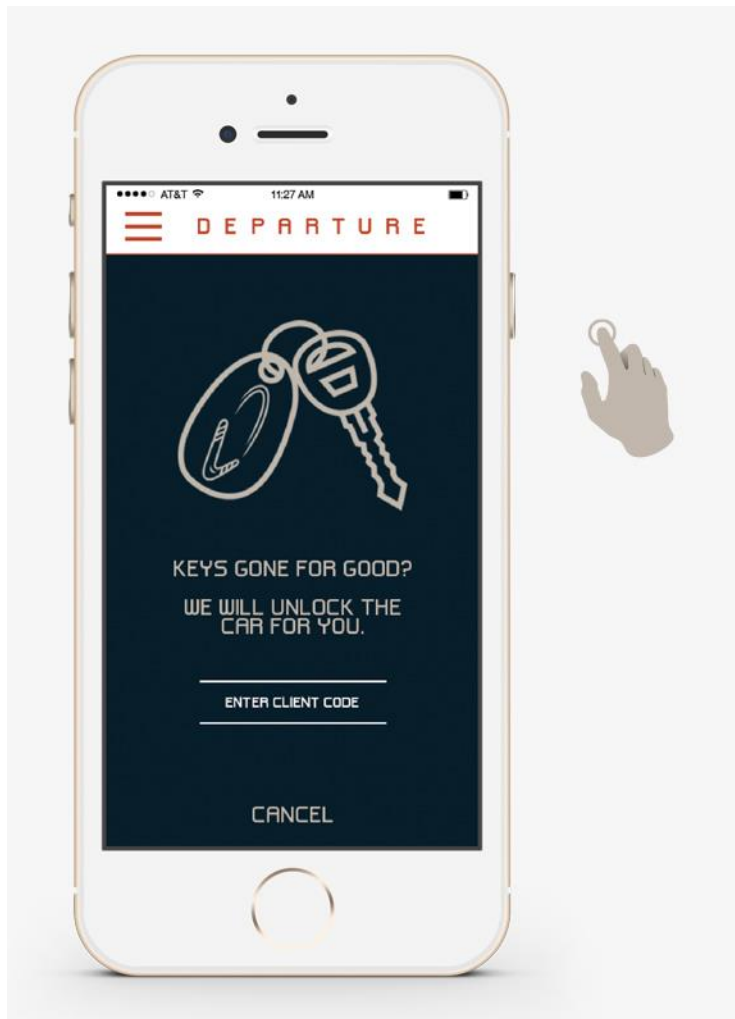
Keys."

Figure 3-26 Locate Keys III

LOCATE KEYS III

The white ringing icons will animate as the phone connects to the keys and the fob continues to make

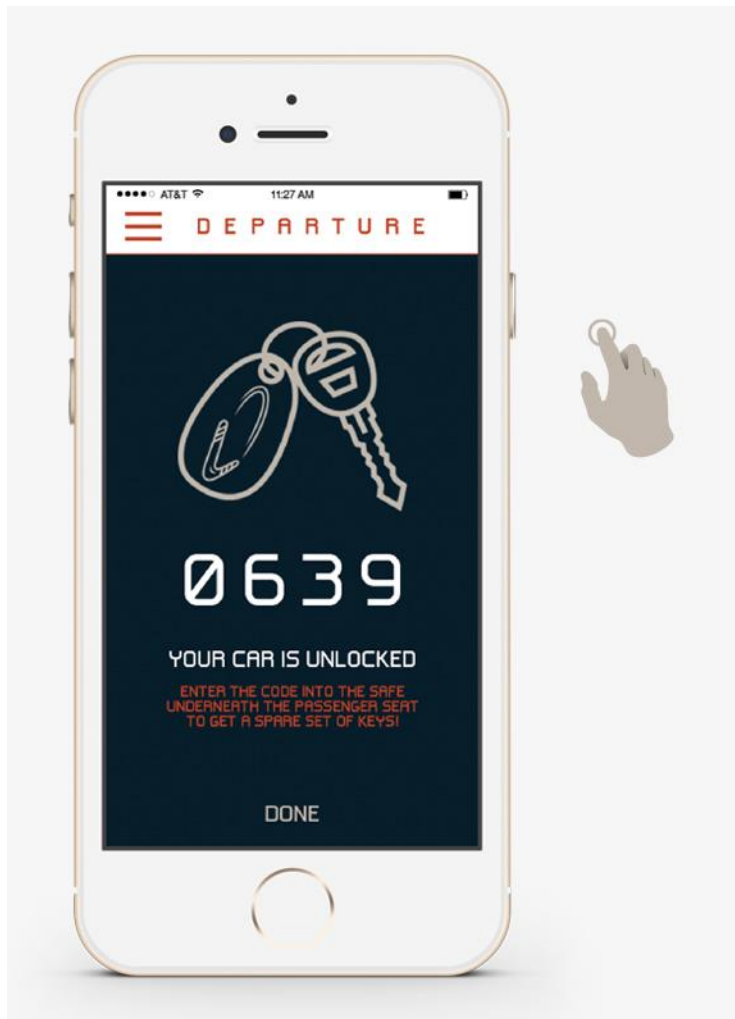noise. Once you have your keys in hand, tap "Found My Keys."

Figure 3-27 Lost Keys I

LOST KEYS I

The other path you can take through this section is to declare your keys completely unrecoverable. If so, you can simply enter the client code you received via email upon completion of your order. After entering the code, the app will automatically move on to the next step.

Figure 3-28 Lost Keys II

LOST KEYS II

By entering the client code, it confirms to Departure that you have lost your keys and need assistance. At that point, the company will remotely unlock the vehicle. Afterwards, the code on the screen above can be entered into a lock box, installed beneath the passenger's seat of ever Departure vehicle, that contains a spare set of keys. This way, a customer will never truly be locked out of the car.

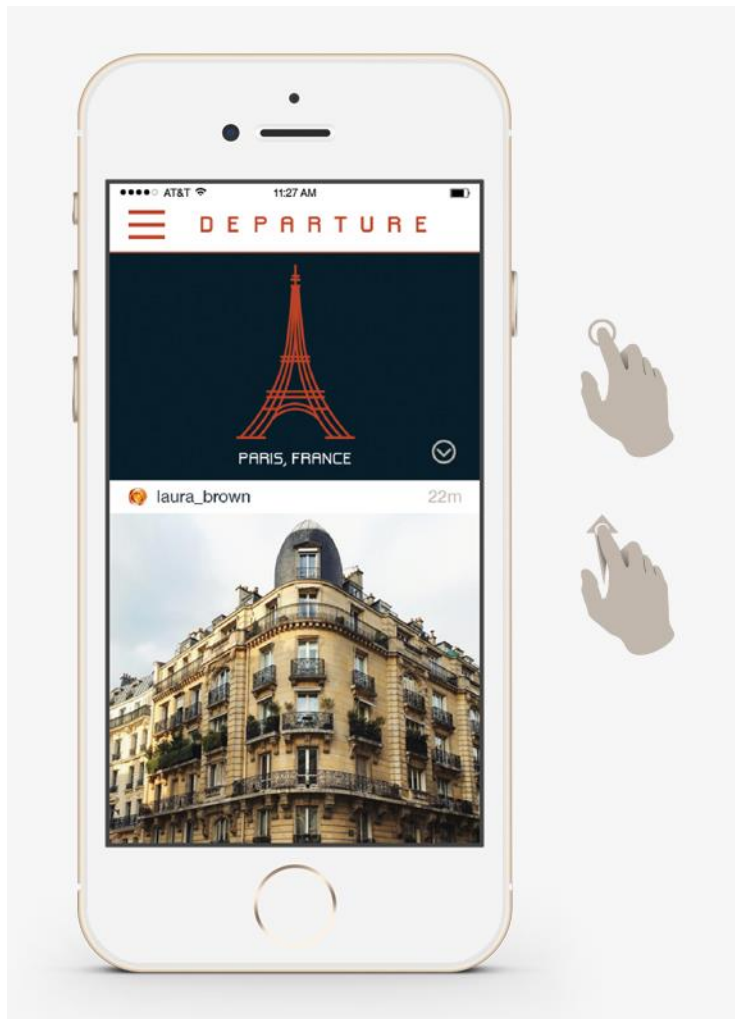**Locations**
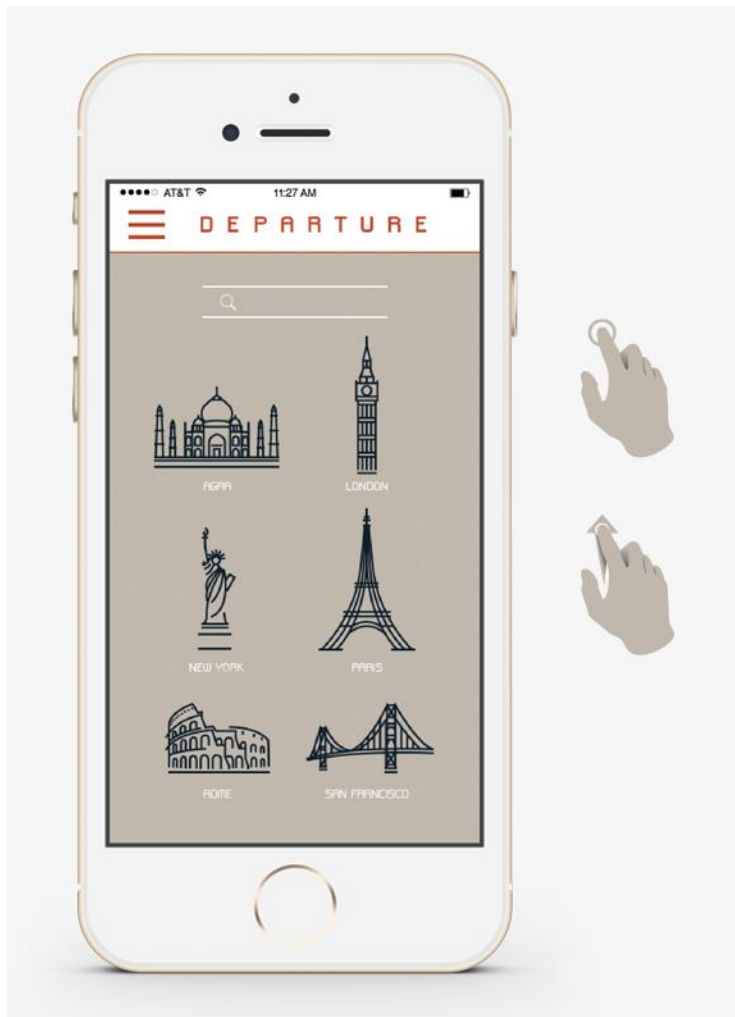
**Figure 3-29 Locations Main**

LOCATIONS

The social media aspect of the application, the locations section opens with a series of icons representing

all of the cities Departure operates in. To see the images coming in from travelers at that location, tap the

city's icon. Or, instead of scrolling through all of the cities, search for one at the top of the screen.

Figure 3-30 Locations I

LOCATIONS I

If you select Paris France, for instance, the city's icon will display at the top followed by a feed of images

from that city, all of which link through Instagram. Unlike on the home page, these images will be

organized based on most recent posting instead of popularity.
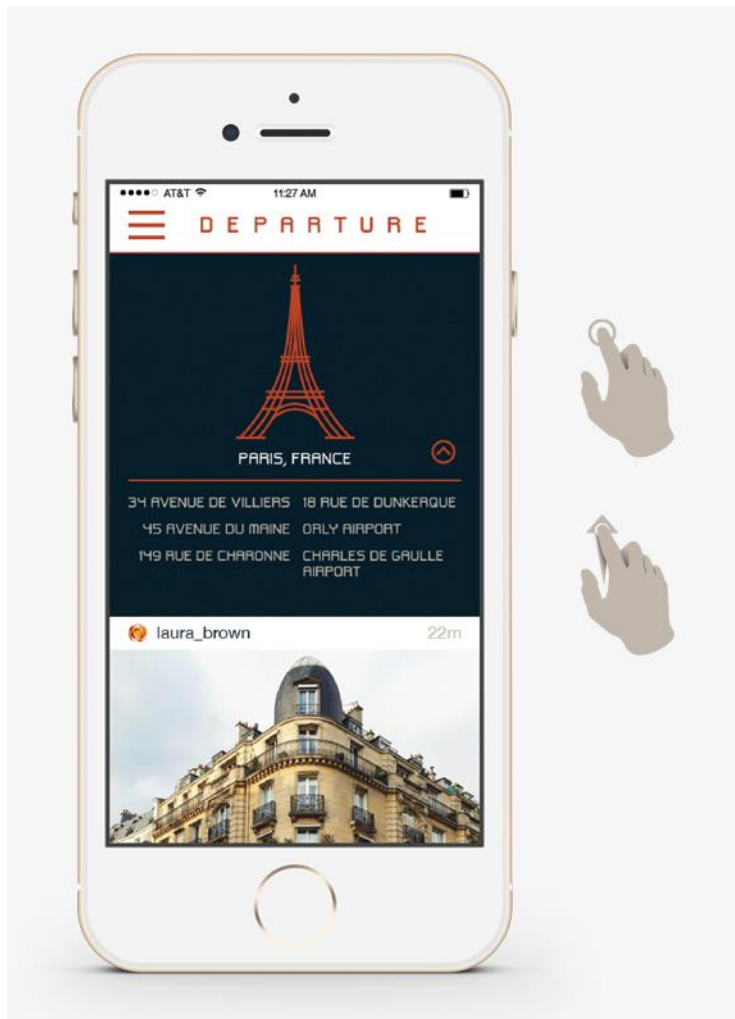
Figure 3-31 Locations II

LOCATIONS II

Beyond social media, the locations section also provides further information on Departure. By tapping the

down arrow next to the city's icon a list will expand, showing the address of every Departure location

within the area.

Chapter 4

SUMMARY

Graphic design has the ability to alter one's perceptions. When done correctly, the voice infused into a piece of design can take mundane and dry material, and turn it into something exciting. One of the most undervalued and dreary industries, rental car services, is in need of a reintroduction, as well as a new perspective. In other words, it needs a new voice. By taking advantage of the tools within graphic design, a new brand based on the wants and needs of the consumer can develop. In this case, the key was going back to the very root of the service. Cars provide an innate sense of freedom and power. Learning to drive is a right of passage and a symbol of independence. As a society, we have a long standing romance with the automobile, but somewhere after receiving that coveted driver's license the love fades. Nothing represents this change better than rental cars, because an experience that should be invigorating comes across as aggravating. Departure aimed to bring that fondness back by shifting the focus from the cars, to what they represent – the ability to go anywhere and do anything. A limitless sense of adventure. These ideals came through in every aspect of the branding, giving the industry a new tone and new potential.

BIBLIOGRAPHY

"Avis." Consumer Affairs. Web. 29 Mar. 2016.

"Branding." Entrepreneur. Web. 29 Mar. 2016.

"Caribou Printout- EnchantedLearning.com." Caribou Printout- EnchantedLearning.com. Web.

      29 Mar. 2016.

"Identity Guidelines." American Institute of Graphic Arts. 4 Oct. 2000. Web. 29 Mar. 2016.

Melymbrose, Julia. "What Is Branding? - Envato Tuts Business Tutorial." Business Envato Tuts.

      11 Feb. 2016. Web. 29 Mar. 2016.

Williams, Geoff. "The Hidden Cost of Rental Cars." U.S. News and World Report. 4 Feb. 2014.

      Web. 29 Mar. 2016.

ACADEMIC VITA

Academic Vita of (Emma Schneider)
emmachristine15@gmail.com

Education
Major(s) and Minor(s): Graphic Design
Honors: Graphic Design

Thesis Title: This Sounds Boring But It's Not: How Graphic Design Can Alter
Your Most Mundane Experiences
Thesis Supervisor: Ryan Russell

Work Experience
Date: 06.15 – 08.15
Title: Brand Identity Intern
Description: Worked with art directors and designers on both internal and external
brand initiatives. Assisted in branding company events, creating athlete logos, and
rebranded an international sports team.
Institution/Company (including location): Adidas, Portland OR
Supervisor's Name: Quentin Brehler

Grants Received: Bunton-Waller Fellow

Awards: Merit, Graphis New Talent (2015 and 2016)

Professional Memberships: N/A

Publications: N/A

Presentations: N/A

Community Service Involvement: N/A

International Education (including service-learning abroad): N/A

Language Proficiency: N/A