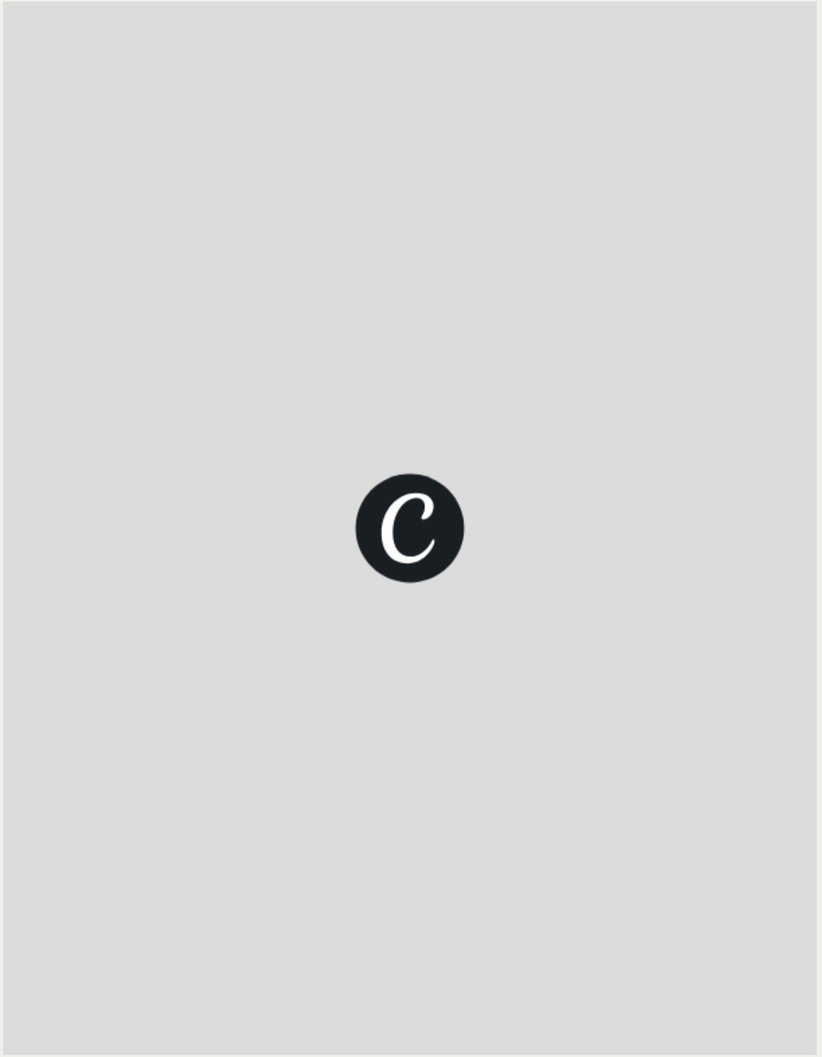
MID-TERM PROGRESS | LAINEY WRIGHT

midwest supply co.

Highlights

- Supply company for cleaning products
- Audience: hospitals, schools, corporate offices, restaurants, etc.
- Strong customer service, informed product catalog, low shipping costs
- Servicing midwest states: Ohio, Kentucky, Pennsylvania, Michigan, etc.
- Mission pillars: Reliable, trusted, responsive, stocked
- Voice: Conversational, direct, approachable

branding questionaire



MEETING 1 - REVIEW BRANDING QUESTIONAIRE

mood board development

Due to conflicting styles requested in the branding questionaire, **two** moodboards were created. One with bold fonts and complementary colors, as well as imagery catered toward janitorial clientele. The second has elegant fonts with a lighter color pallete, catered toward hospitals and corporate offices.

PHASE 1

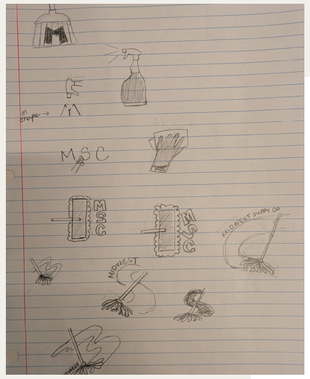


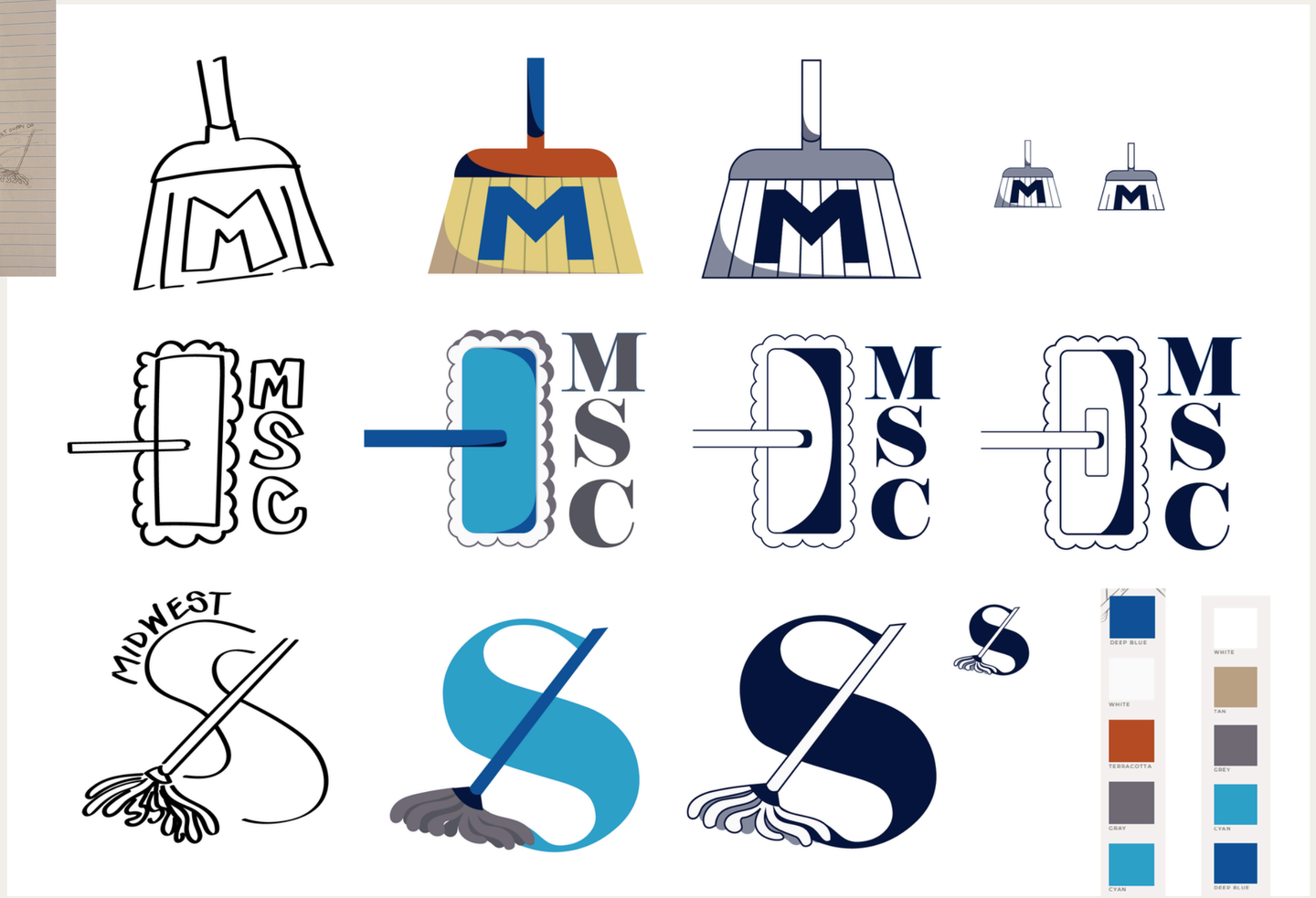
PHASE 2



meeting two feedback

Moodboard	Fonts	Color Pallete	Imagery	Solution
Moodboard #1	Prefer a bold font, undecided on shortening of name (co. vs company)	Preferred blues & greens, avoiding darker or unclean colors	Photos felt too unclean, wanted to advertise many clients	+/-- Sans serif – Dark colors +/-- Greens, wary of greenwashing +/-- Typographical logo
Moodboard #2	Font harder to read, feels to classy	Enjoy this color palette, needs a complementary color for contrast	Combined with the typography it feels too high class, bulk supplier	+ Bold font + Multiple blues + Merge audience to advertise to





Initial drafts of icons for logos

- Sketching drafts using common cleaning supplies such as brooms, mops, spray bottles, etc.
- Digitized those sketches to determine defined shapes
- Converted them into black and white logos
- Used the color palette to create potential coloring

logo creation

logo creation

Combining those icons with typographical elements

- Utilized two bold font styles to combine with each icon
- Created two to three variations as well as condensed text underneath the icon
- Experimented with title of company (co. vs company) and overall shape of the logo (rectangle vs square)
- Caps case and font size also varied across logos

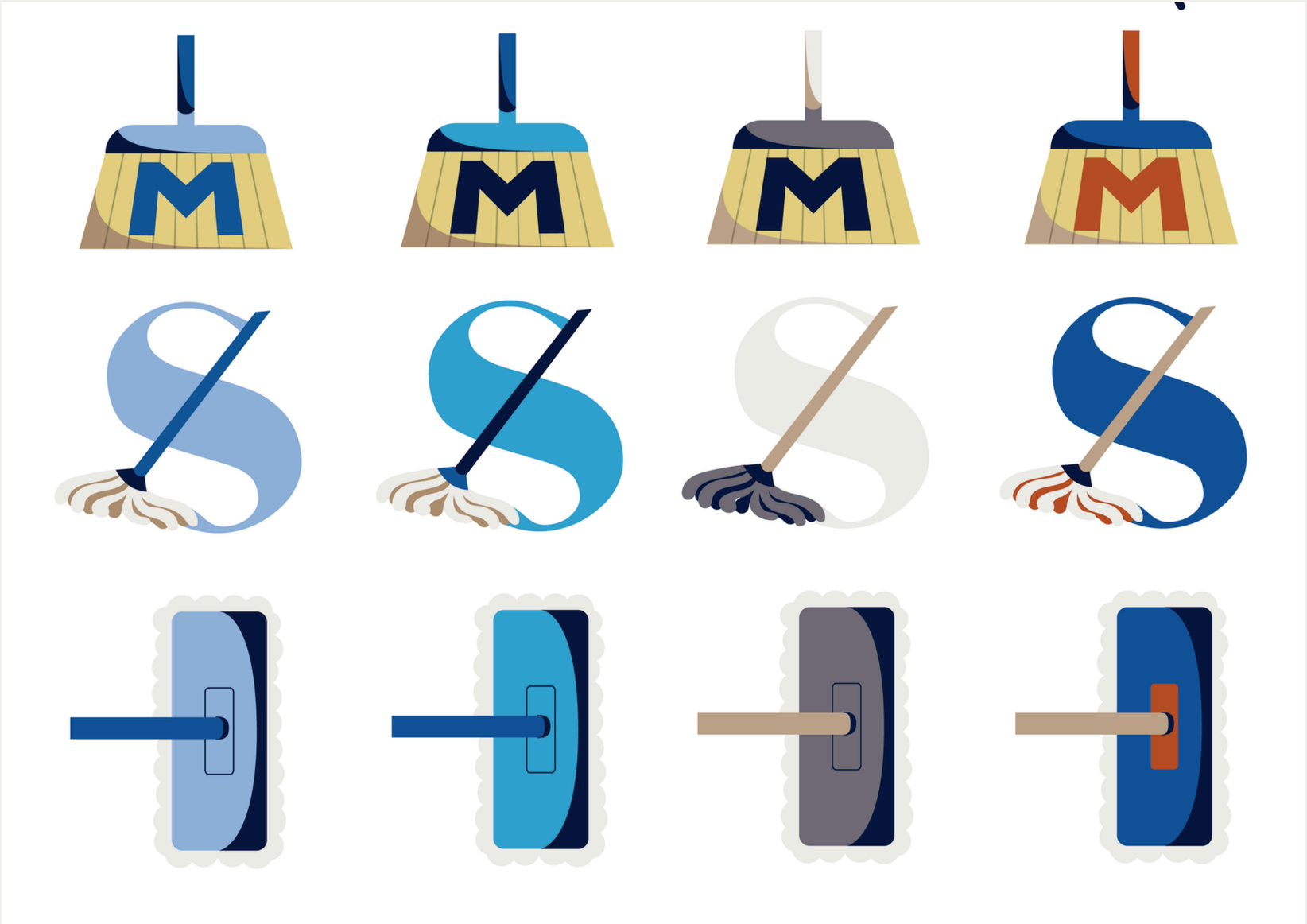




logo creation

Choosing favorite icons + adding more color options

- Once comfortable with the overall design, the two color palettes were simplified to create four potential color options







Adding those color icons to the typography

- Those colorful icons were then incorporated into the overall design of the logo

logo creation



meeting three feedback



PRODUCT SELECTION EXPANDS

NO ICONS RELATED TO CLEANING

Clientelle will now focus on any business aiming to buy wholesale

BOLD FONT SANS SERIF

The current bold font “Franklin Gothic Heavy” is to be used

NO ORANGE, MAYBE RED, MORE BLUE

Enjoy the navy and blues, potentially use red for a patriotic color scheme

CO. VS COMPANY IS OKAY

Second domain bought for midwestsupplyco.com, so co branding is okay

UNIVERSAL ICONS SUGGESTED

Potentially use truck, boxes, or other supplier related icons for logo

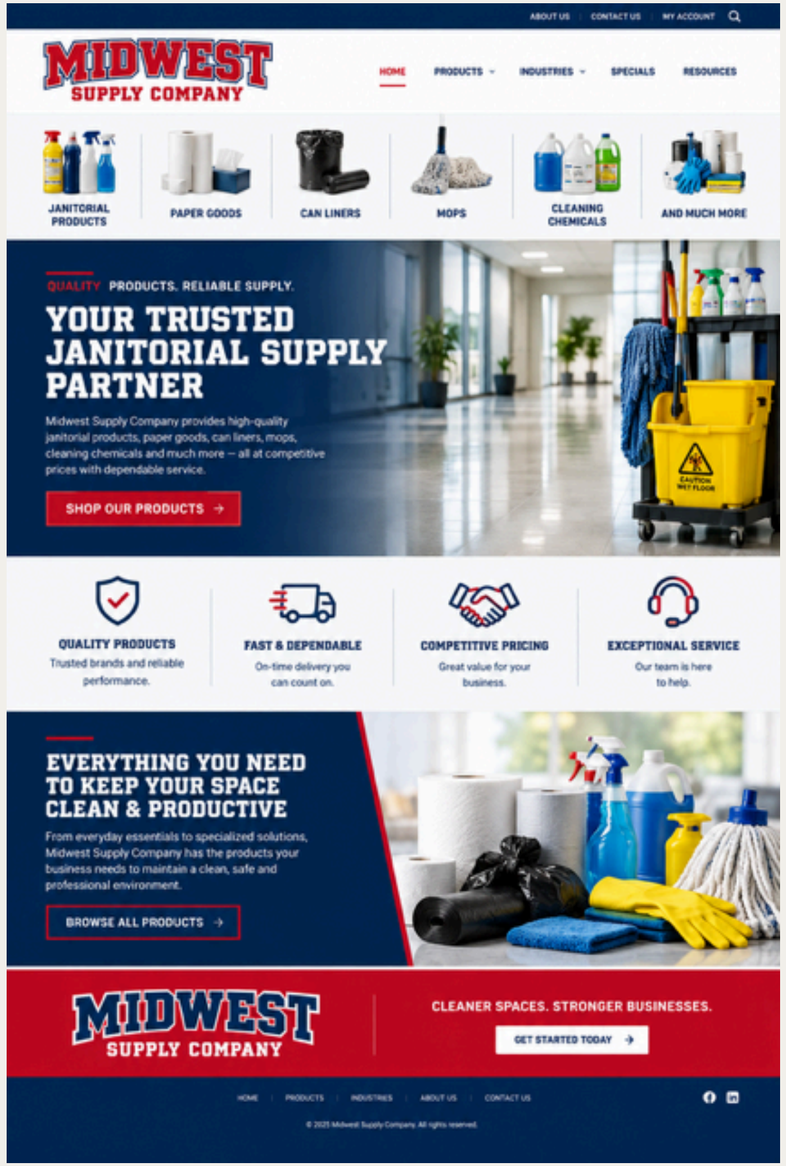
their inspiration

Following our call last week, they provided me with multiple ChatGPT created logos as well as landing pages to reference.









logo creation





THANK YOU!

any questions?

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