

# CORP ID

BRANDON SCRUGGS | CORP ID | FALL 2023

**Manufacturing**

GOOD



**SAMSUNG**

Samsung Electronics Co., Ltd. Is a South Korean multinational major appliance and consumer electronics corporation. This logo is very recognizable. The SAMSUNG logo is very simple however with the blue oval shape and the reverse type makes the logo more interesting.

**Non-Profit**

GOOD



**Goodwill**

Goodwill Industries International Inc., Often shortened in speech and writing to Goodwill, is an American nonprofit 501 organization that provides job training, employment placement services, and other community-based programs for people who have barriers to their employment. Goodwill has a successful logo due to the interesting typeface and playful "g" that resembles a person.

**Professional**

GOOD



**ODA**

ODA is an office of architecture based in New York, founded in 2007 by Eran Chen AIA. This logo is successful due to the abstraction of letters. The shape language works really well because it fits their style of architecture. I like how you have to spend more time observing this logo.

**Retail**

GOOD



**Nerdy Nuts**

Nerdy Nuts is a small shop that sells different flavors of peanut butter. The logo is successful because of the playfulness of the brand it fits right in with the style they wanted to achieve. I think the illustration is very cute and fun along with the typeface.

**Service**

GOOD



**Amazon**

Amazon.com, Inc. Is an American multinational technology company focusing on e-commerce, cloud computing, Online advertising, digital streaming, and artificial intelligence. The Amazon logo is successful because its so recognizable but also because the bright orange smile. Its also interesting because its also an arrowing indicating its ships anything from "a to z"

BAD



**Premier Seals MFG**

Premier Seals Manufacturing is a gasket manufacturing industry. That has become one of the top gasket manufacturers in the industry. This logo isn't successful because the logo is too similar to high school logos. I also think the star isn't needed and has no significance to the brand. Also the P and the S almost combine to make an R.

BAD



**Gateway Economic Dev. Corp**

Gateway Economic Development Corporation of Greater Cleveland is a 501 (c) (3) non-profit Ohio corporation legally separate from any other entity. Gateway owns both Progressive Field & Rocket Mortgage Field-house and leases these facilities to the Cleveland Guardians and Cleveland Cavaliers, respectively. The reason this logo is unsuccessful is the two halves of the logo are competing with each other. The white type is hard to read and hurts the eyes.

BAD



**TYACK LAW**

Tyak Law is a firm that focuses on civil litigation, corporate criminal defense litigation and more. This logo is unsuccessful due to the weights on the typefaces being drastically different, and how "LAW" is visually larger. What also isn't working is the type being aligned to the right, which also draws more attention to the "LAW"

BAD



**Trust Books**

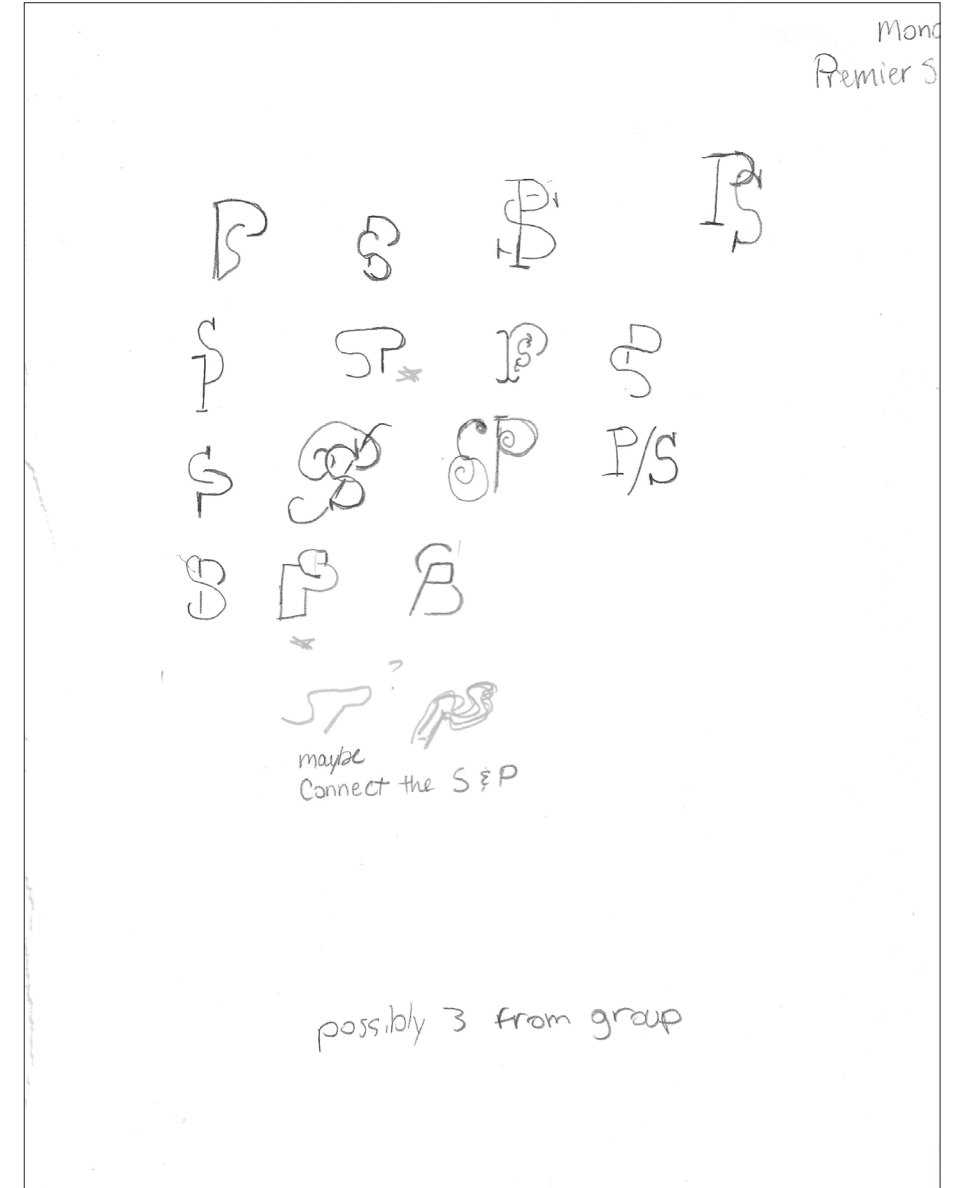
Curated book selection and a gallery devoted to northeast Ohio artists, serves as a showcase for the local Whiskertin Lighting and provides an intimate music venue as well. This logo is unsuccessful due to the logo not corresponding to the theme of the store. I think the San serif typeface isn't the correct way to go with this logo, the interior of the store has a vintage feel so maybe script would be a better option.

BAD



**K & L Carpet and Upholstery Cleaning**

K & L Carpet and Upholstery Cleaning is an Northeastern Ohio cleaning company that started in 2002. This logo is unsuccessful because the use of three different typefaces. The K and the L don't connect fully. Also the & feels tucked away and blocked off from everything else.







**NAME**

Brandon Scruggs

**COMPANY NAME**

Premier Seals

**TYPE OF BUSINESS**

Manufacturing

**KEY WORDS**

Seal, gasket, cutting, rubber, molding

**MISSION STATEMENT**

To provide the best gasket molding and cutting in Ohio, through our commitment to quality time delivery, and top notch service.

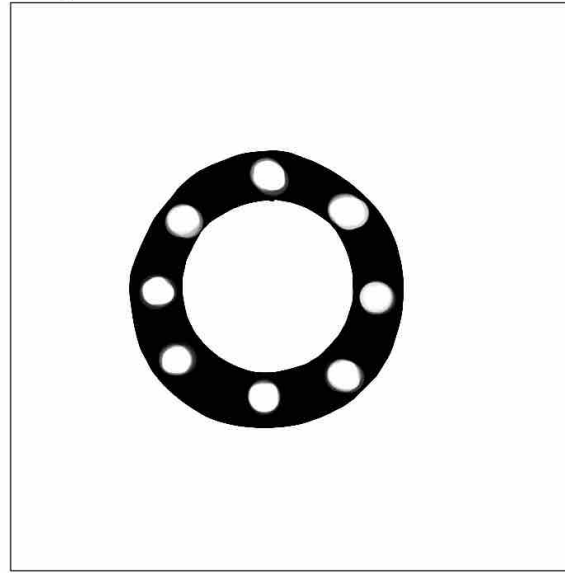
**COMPETITORS**

Beacan Gasket & Seal Co, Akron Gasket And Packing Enterprises

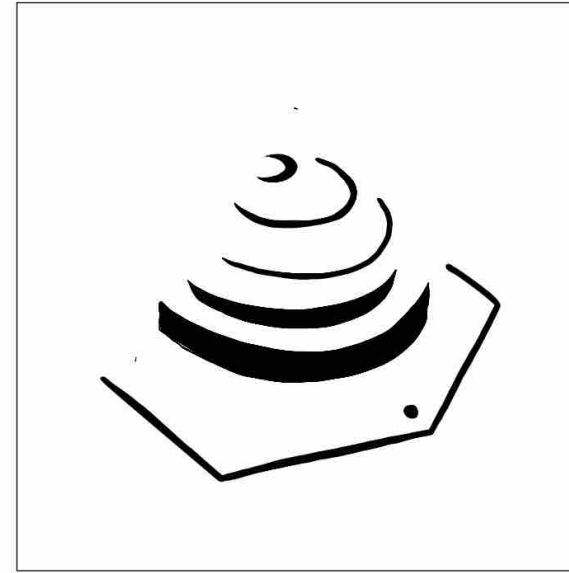
**HOW COMPANY IS DIFFERENT FROM COMPETITORS**

By creating a more professional look that encompasses what the business is about and creating an identity that is more playful.

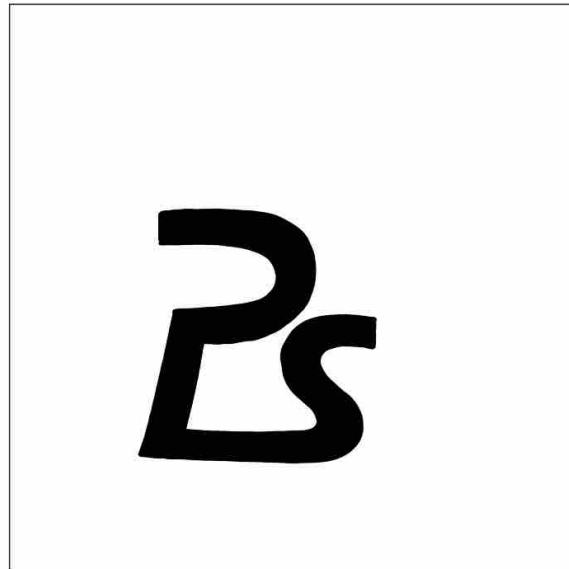
1. Pictogram



2. Abstract Symbol



3. Monogram

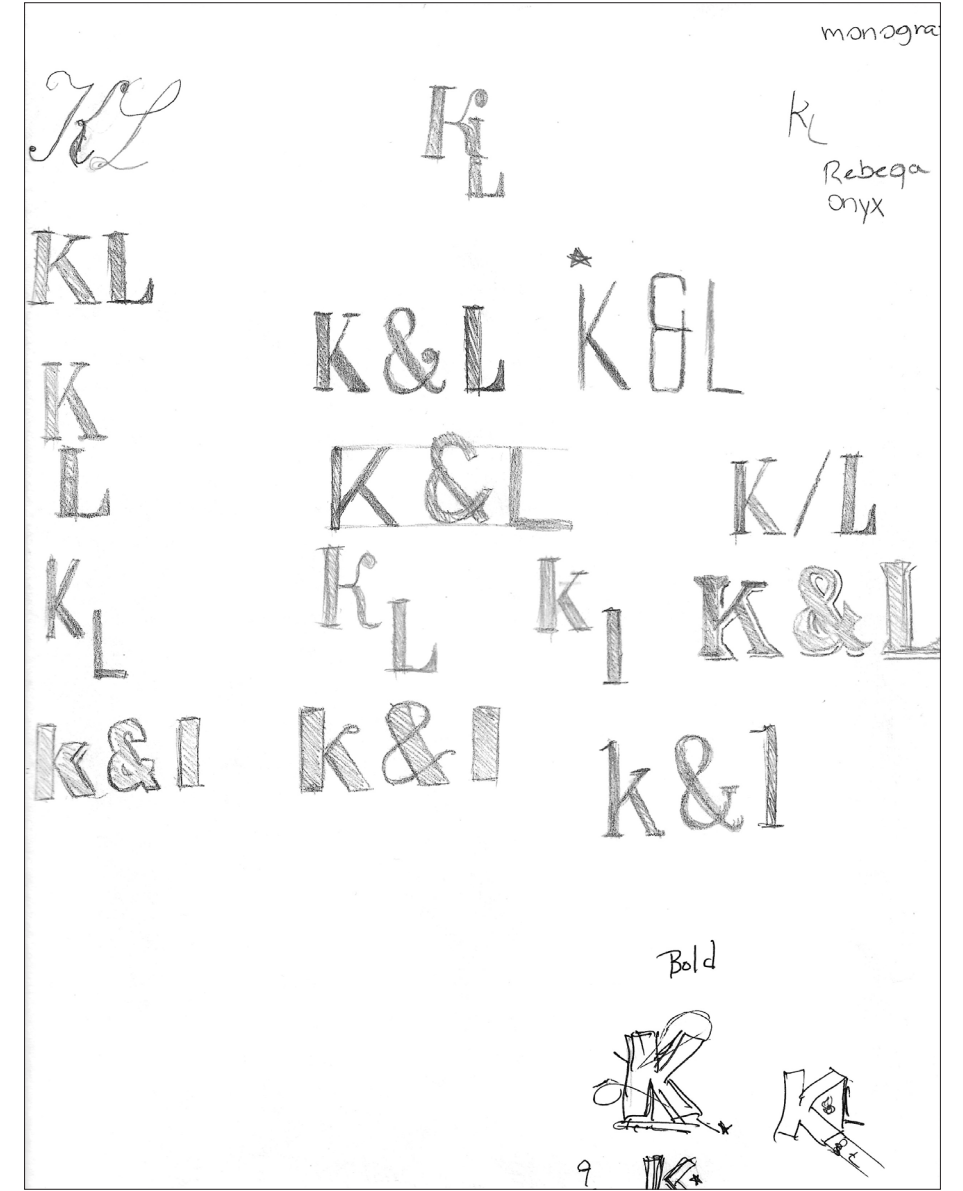
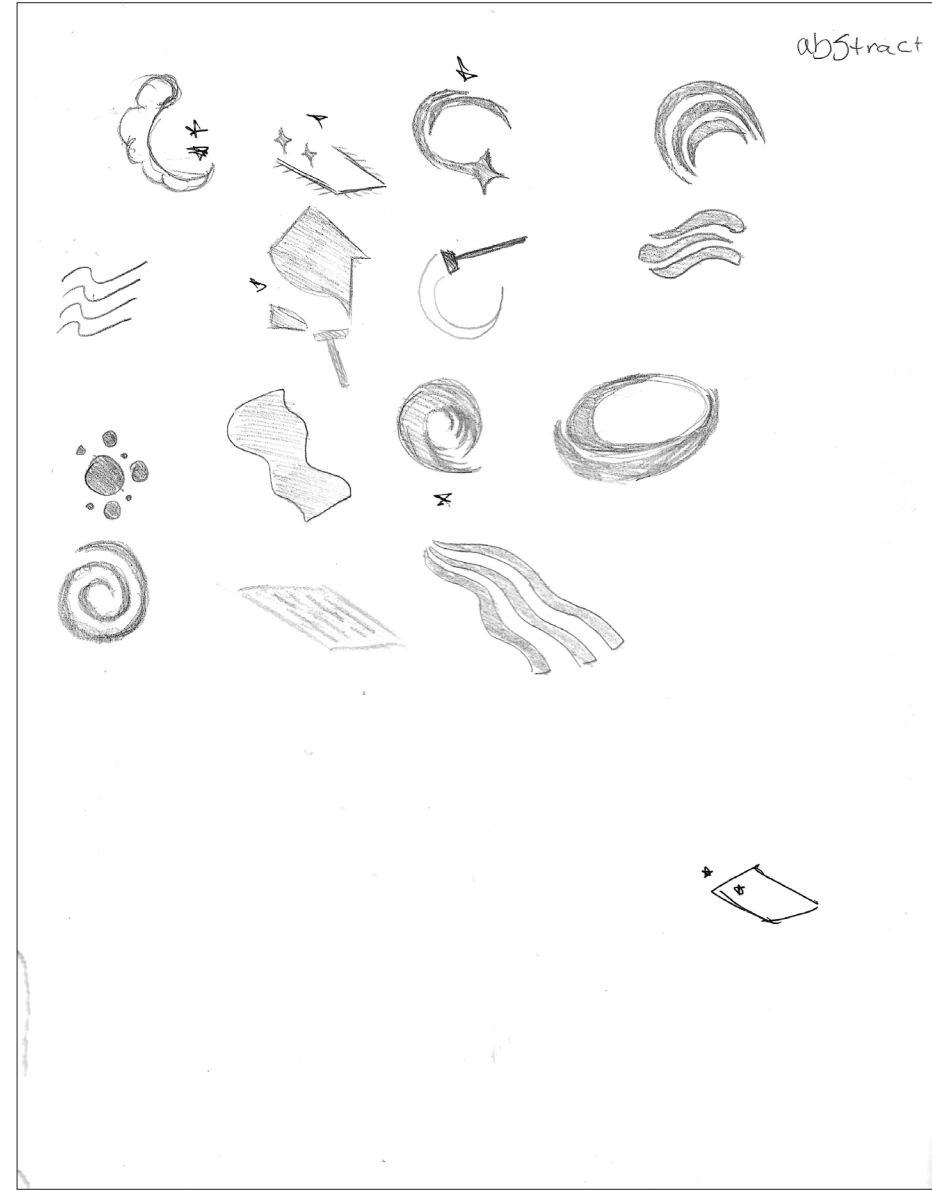
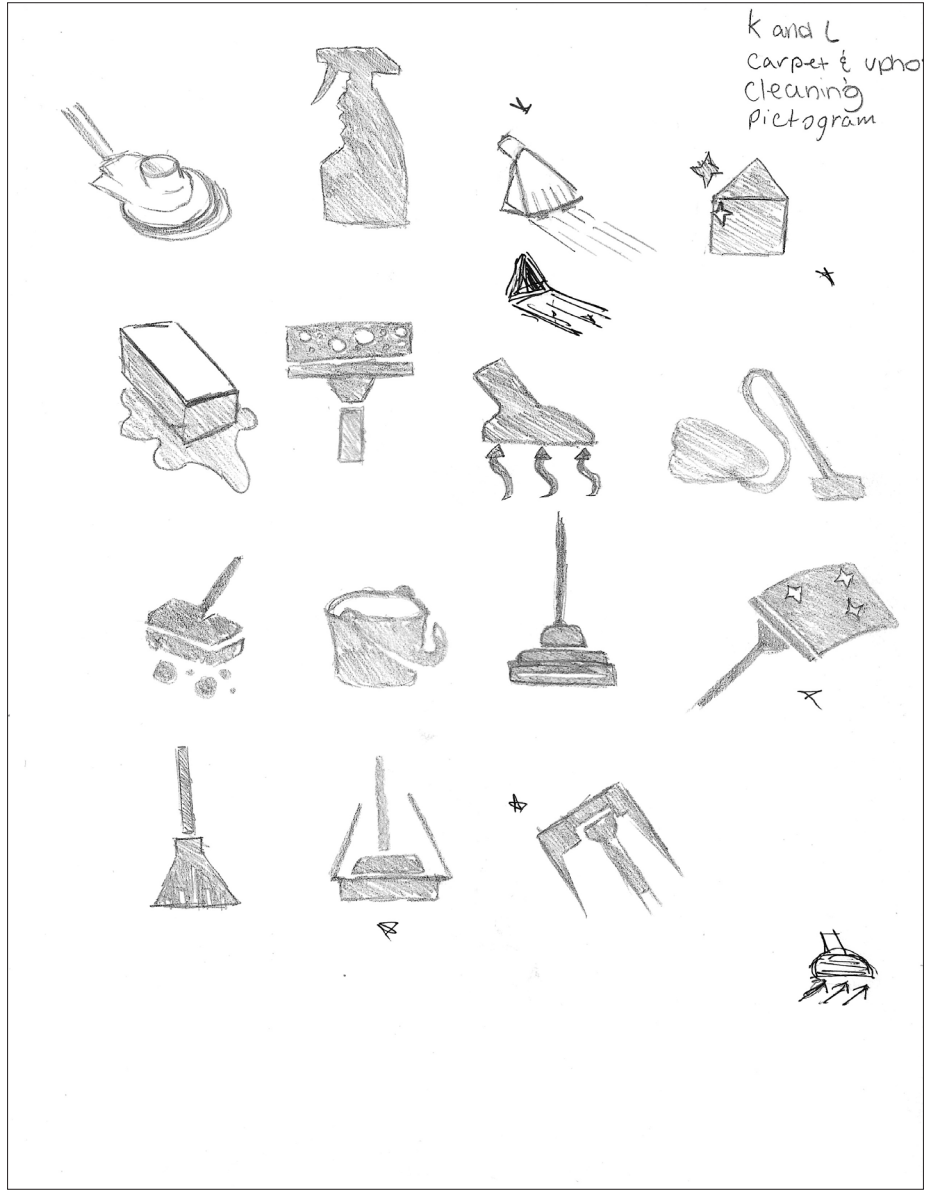


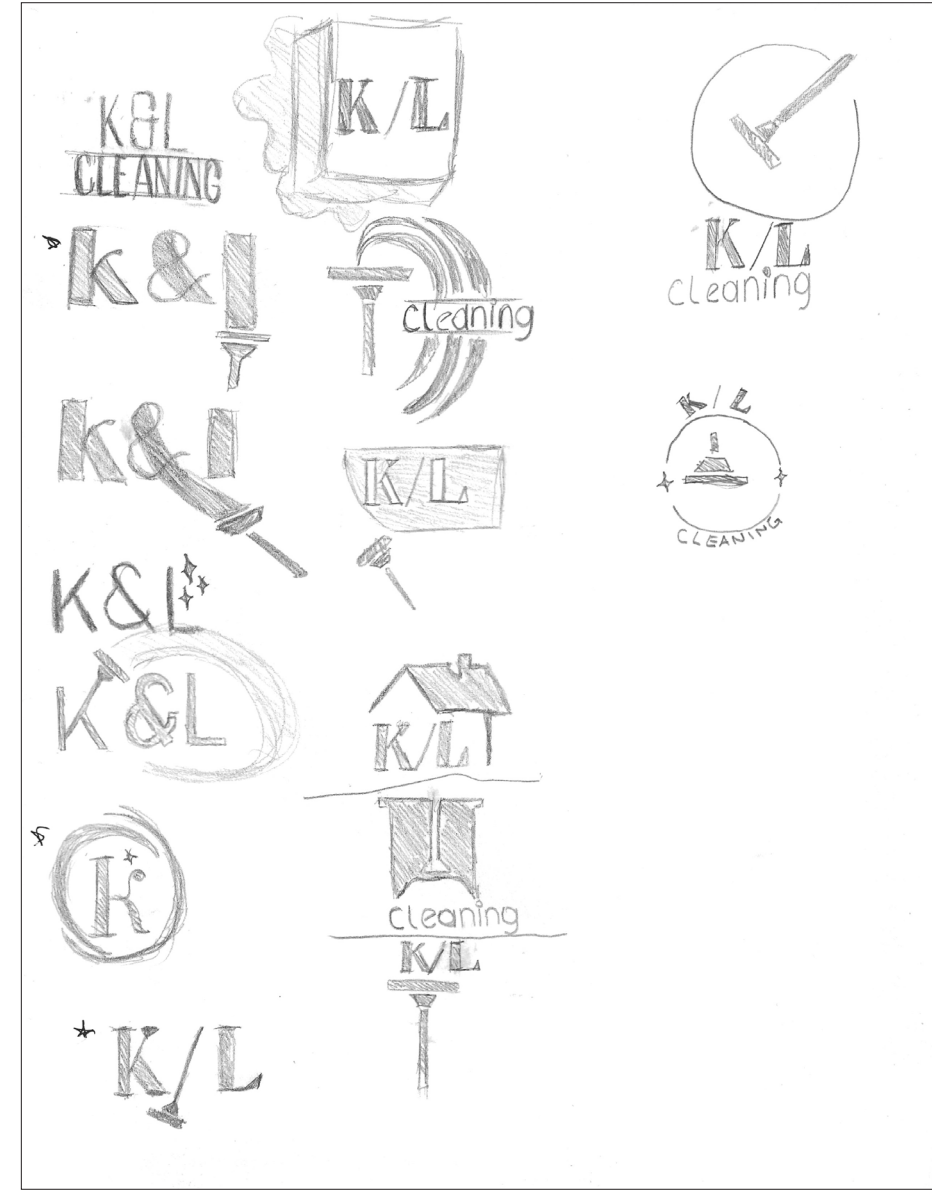
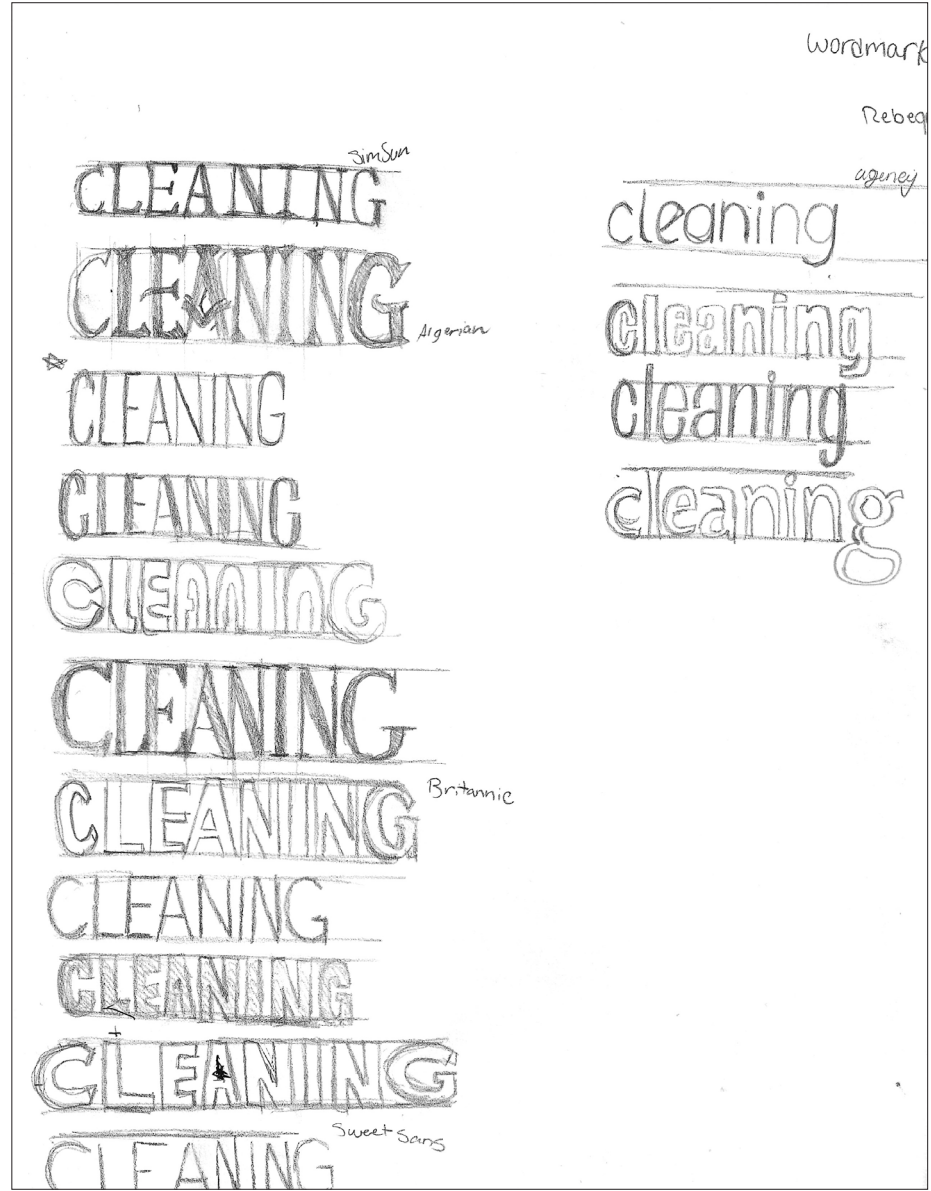
4. Logotype or Wordmark



5. Combination







# K AND L CLEANING HIGH CONTRAST LOGO

**NAME**

Brandon Scruggs

**COMPANY NAME**

K & L Cleaning

**TYPE OF BUSINESS**

Service

**KEY WORDS**

Cleaning, carpet, home, upholstery

**MISSION STATEMENT**

To provide the best cleaning in northeast Ohio while providing the best and fastest results

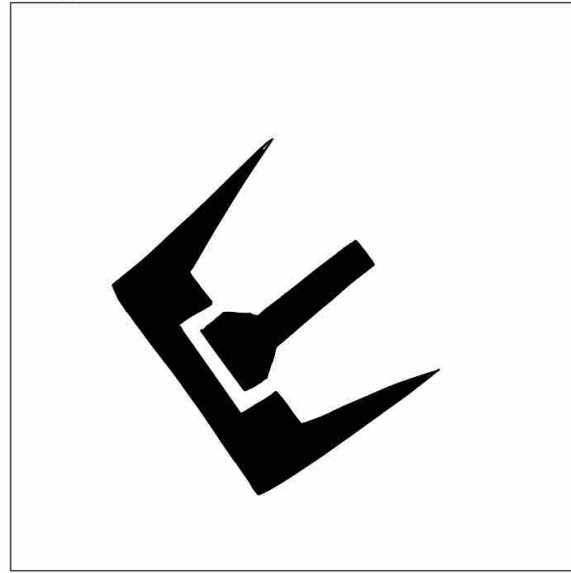
**COMPETITORS**

Awesome A's Cleaning Service, Jenns Home and Office cleaning

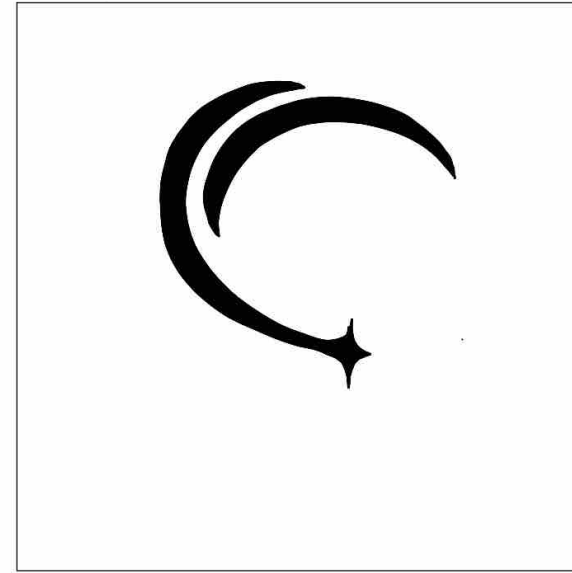
**HOW COMPANY IS DIFFERENT FROM COMPETITORS**

By creating an identity thats serious and clean but also having a playful a tribute that makes the customers less hesitant to question our ability to provide great service.

1. Pictogram



2. Abstract Symbol



3. Monogram



4. Logotype or Wordmark



5. Combination



GATEWAY SKETCHES

Gateway Economic Dev Corp  
hockey football

? 3 from this group try to get more

Gateway Economic

hat?

4 from group

Monos

2 from this on



word  
mark

Gateway  
 GATEWAY  
 GATEWAY (with crown on G)  
 GATEWAY (with diamonds on G and Y)  
 GATEWAY (with hair on G)  
 GATEWAY (with triangles on G and Y)  
 gateway  
 GATEWAY (with triangles on G and Y)  
 Gateway  
 GATEWAY  
 Gateway  
 Gateway

flip up  
(positive)

Think business trajectory  
 ↗ (up) (positive)

rework  
 • make less about sports  
 • more about profit.

**NAME**

Brandon Scruggs

**COMPANY NAME**

Gateway Economics

**TYPE OF BUSINESS**

Non-Profit

**KEY WORDS**

Corporate, sports, progression,

**MISSION STATEMENT**

To provide and maintaining a safe, clean and friendly atmosphere to our tenant, guests, fans, employees, workers and visitors. Also being committed to delivering unparalleled customer service in an efficient, courteous, and professional manner.

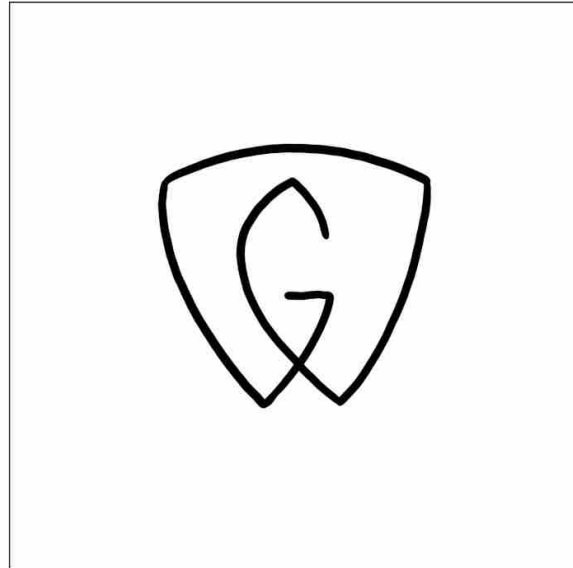
**COMPETITORS**

Macon Ridge Community Dev., Fort Lauderdale Community Dev., Wheeler Creek Community Dev.

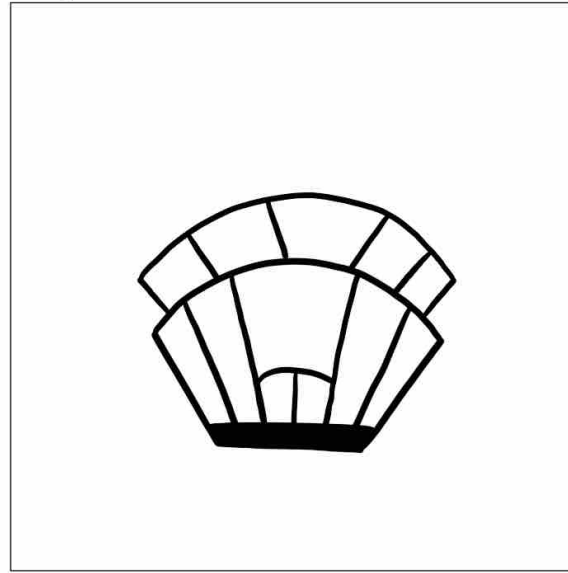
**HOW COMPANY IS DIFFERENT FROM COMPETITORS**

By creating an identity thats more simplified and easier to read. While also staying away from very bright colors that may make it difficult to read text.

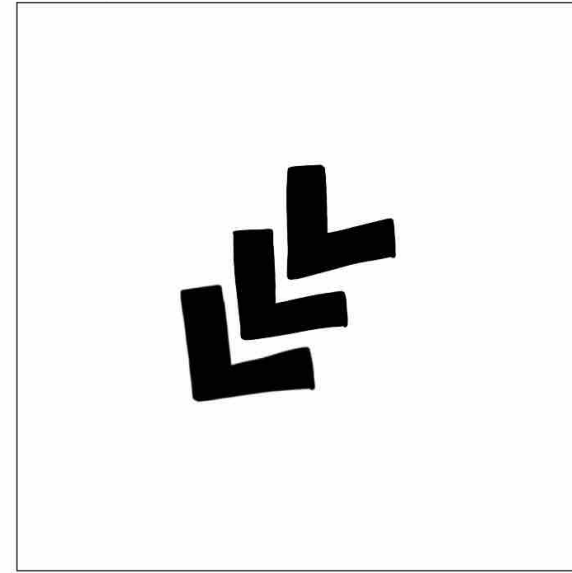
3. Monogram



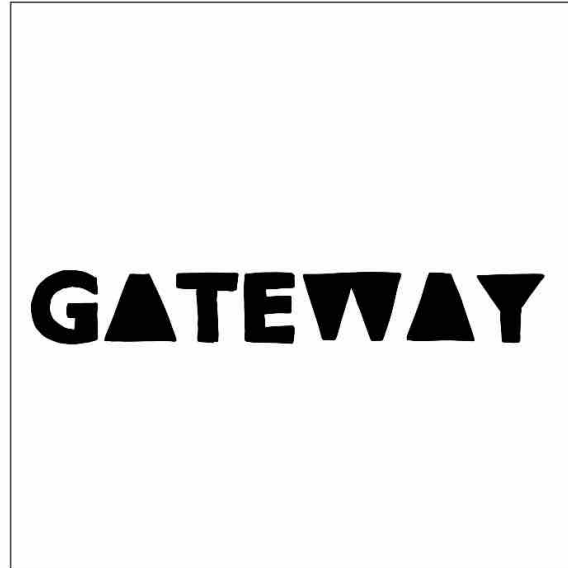
1. Pictogram



2. Abstract Symbol



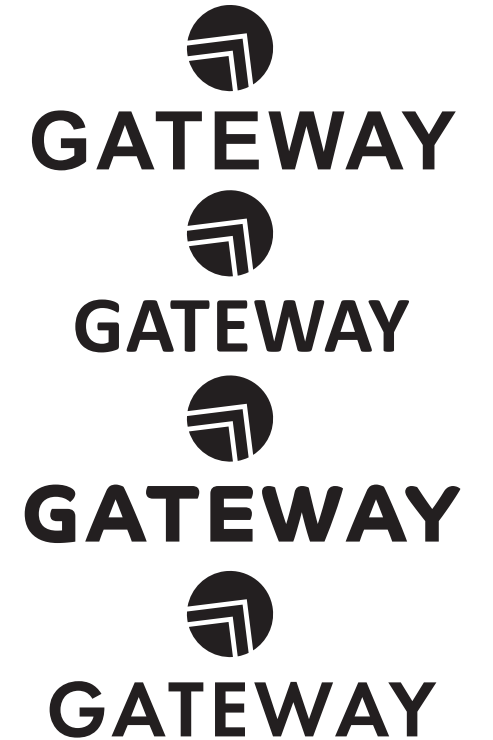
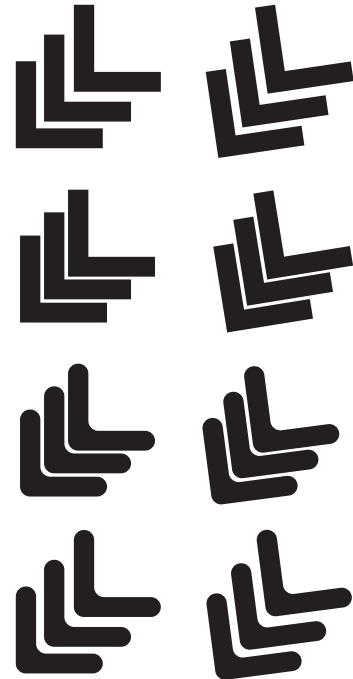
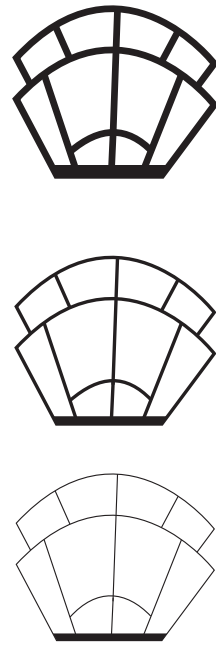
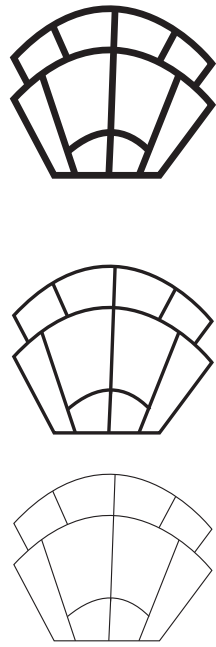
4. Logotype or Wordmark



5. Combination







**GATEWAY**

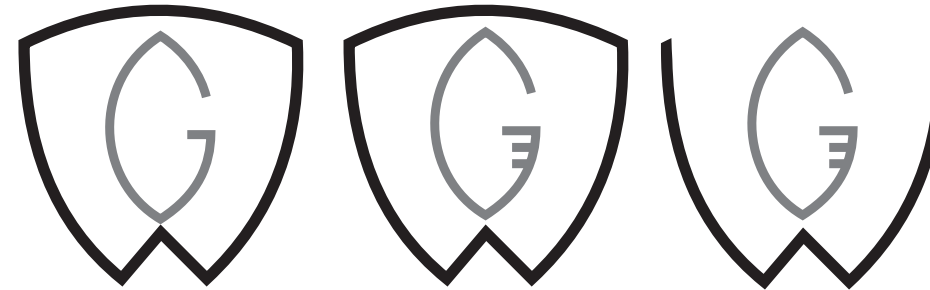
**GATEWAY**  
*GATEWAY*

**GATEWAY**

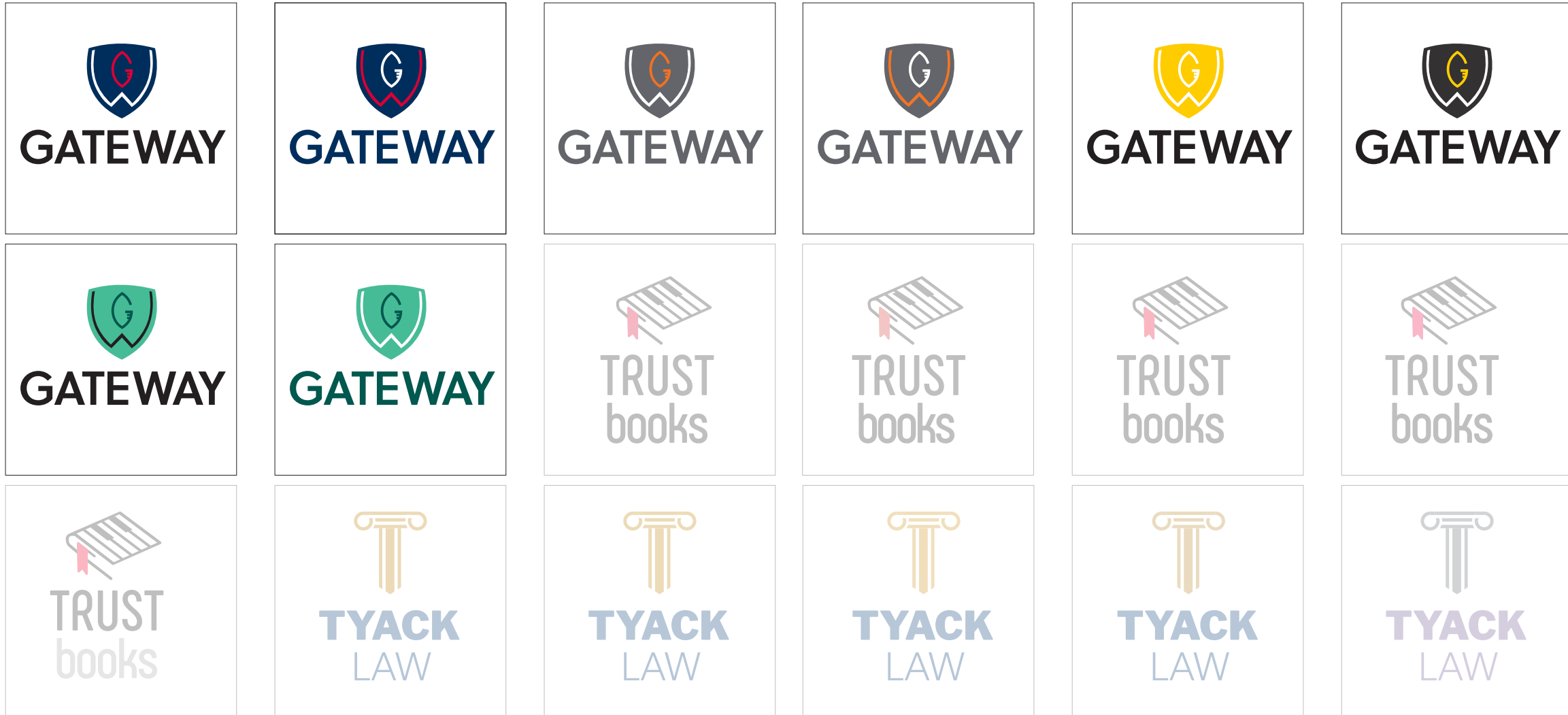
**GATEWAY**

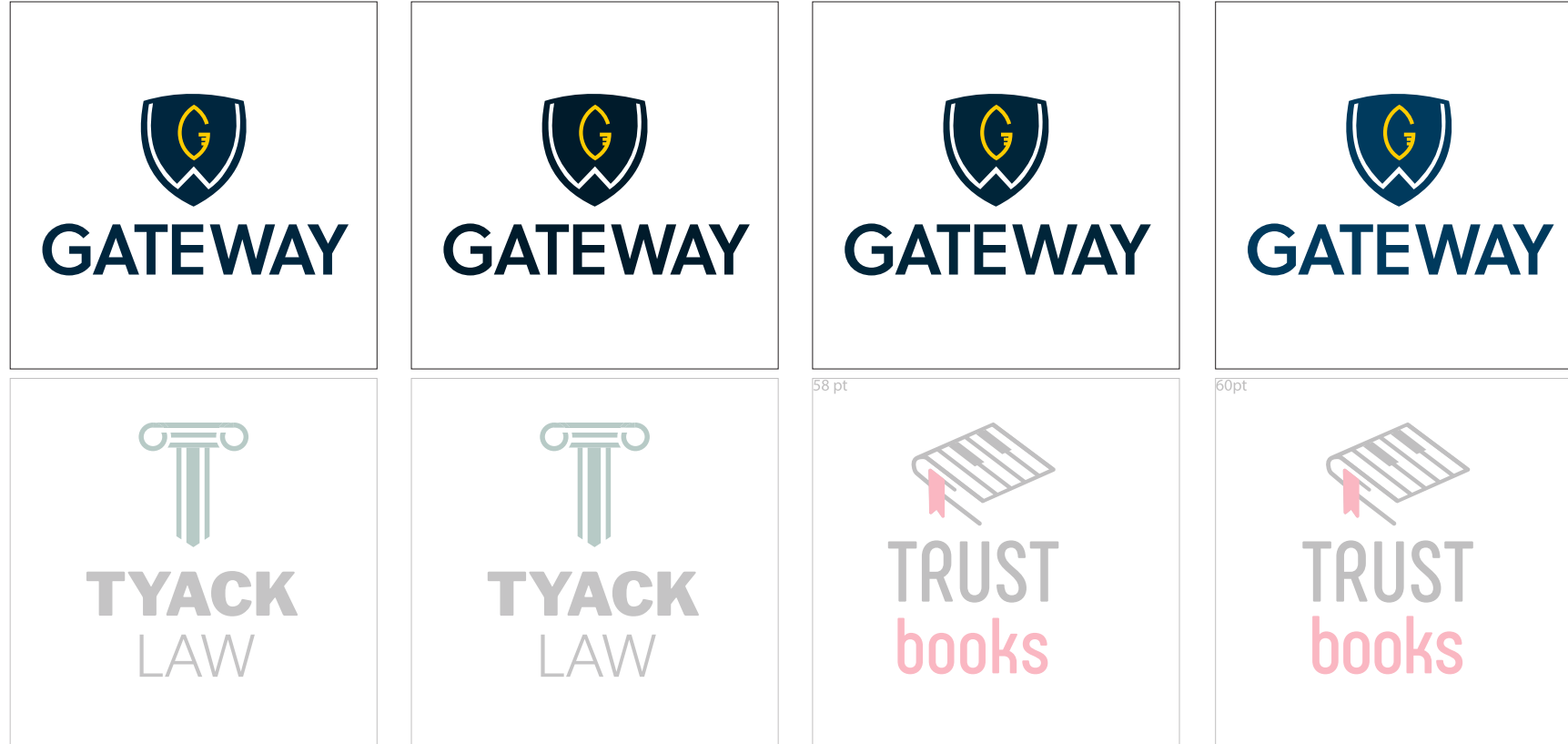
**GATEWAY**

**GATEWAY**











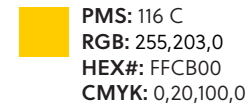
1 COLOR

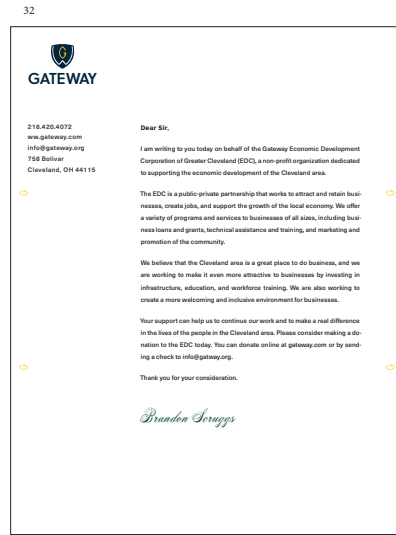
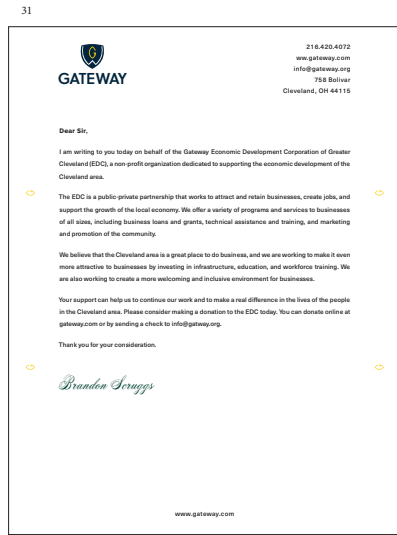
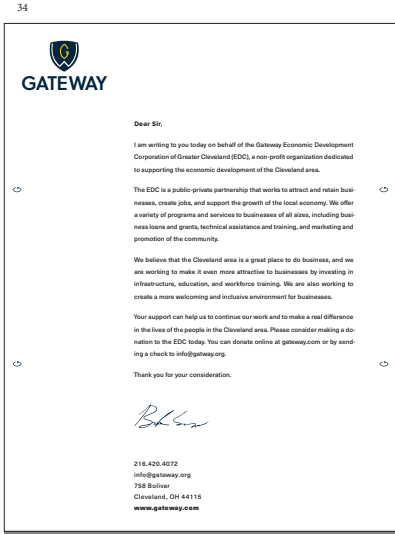
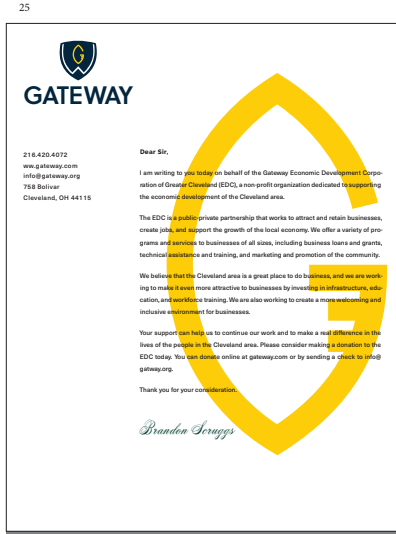


2 COLOR



FULL COLOR

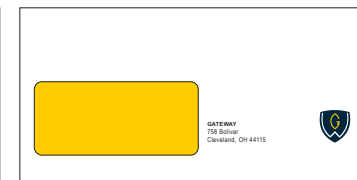
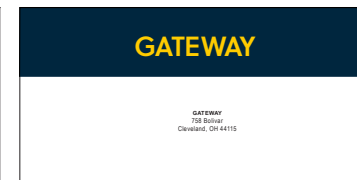
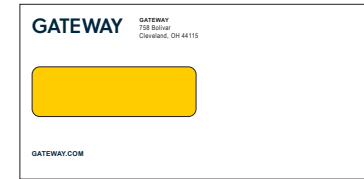
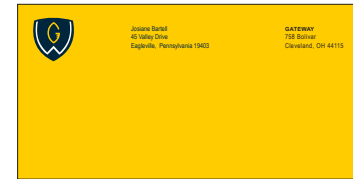
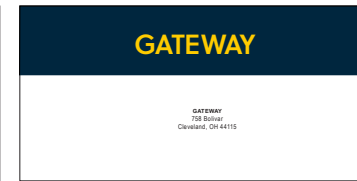
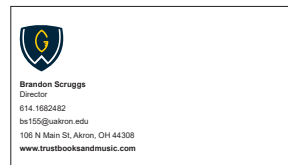
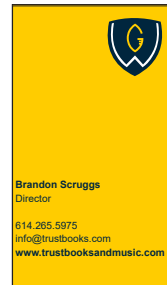






**BUSINESS CARDS**

GATEWAY





Dear Sir,

I am writing to you today on behalf of the Gateway Economic Development Corporation of Greater Cleveland (EDC), a non-profit organization dedicated to supporting the economic development of the Cleveland area.

The EDC is a public-private partnership that works to attract and retain businesses, create jobs, and support the growth of the local economy. We offer a variety of programs and services to businesses of all sizes, including business loans and grants, technical assistance and training, and marketing and promotion of the community.

We believe that the Cleveland area is a great place to do business, and we are working to make it even more attractive to businesses by investing in infrastructure, education, and workforce training. We are also working to create a more welcoming and inclusive environment for businesses.

Your support can help us to continue our work and to make a real difference in the lives of the people in the Cleveland area. Please consider making a donation to the EDC today. You can donate online at gateway.com or by sending a check to info@gateway.org.

Thank you for your consideration.

*Brandon Scruggs*  
Brandon Scruggs

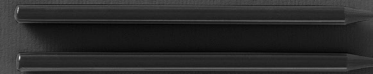
ADDRESS • 788 Bolivar Cleveland, OH 44115  
PHONE • 216.420.4072  
EMAIL • info@gateway.org gateway.com

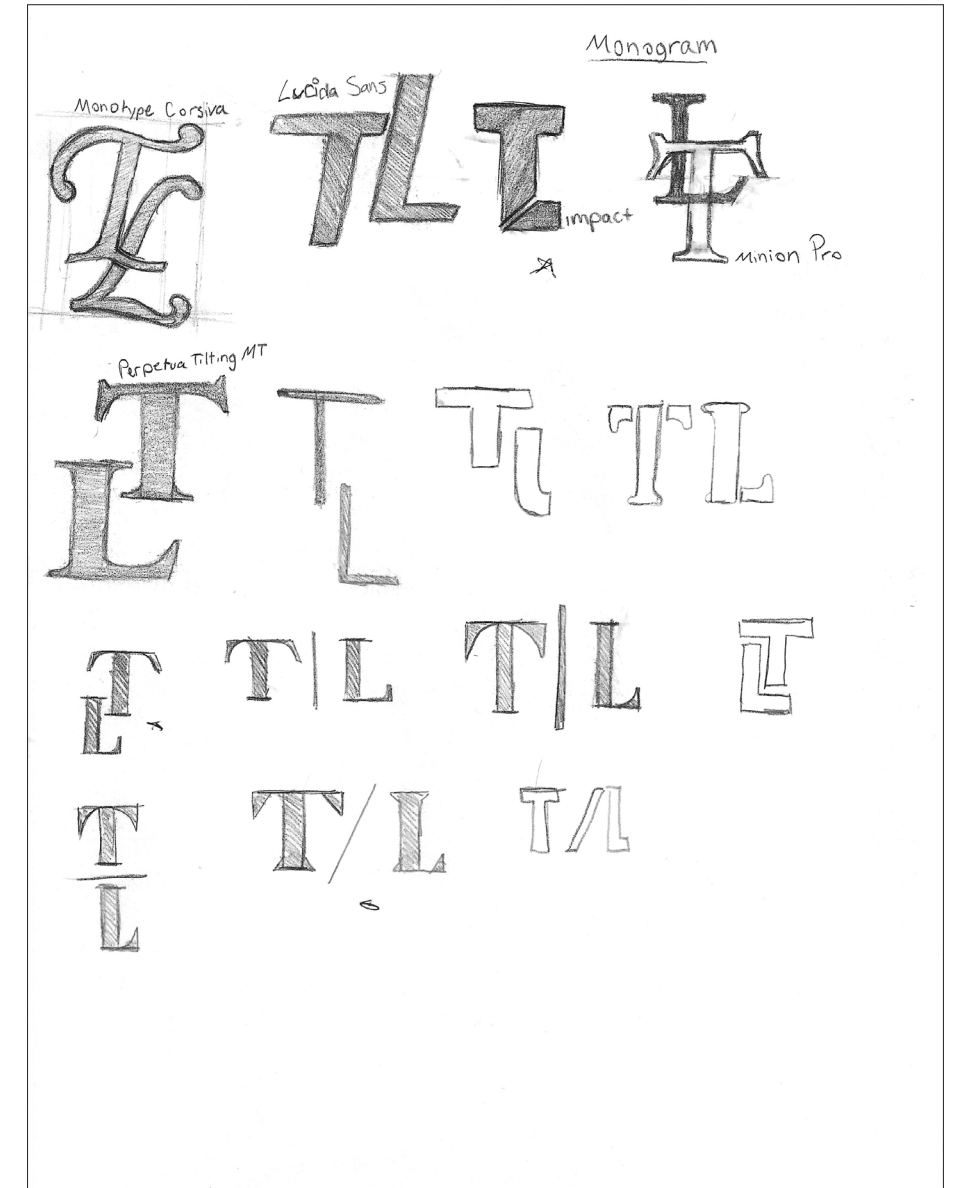
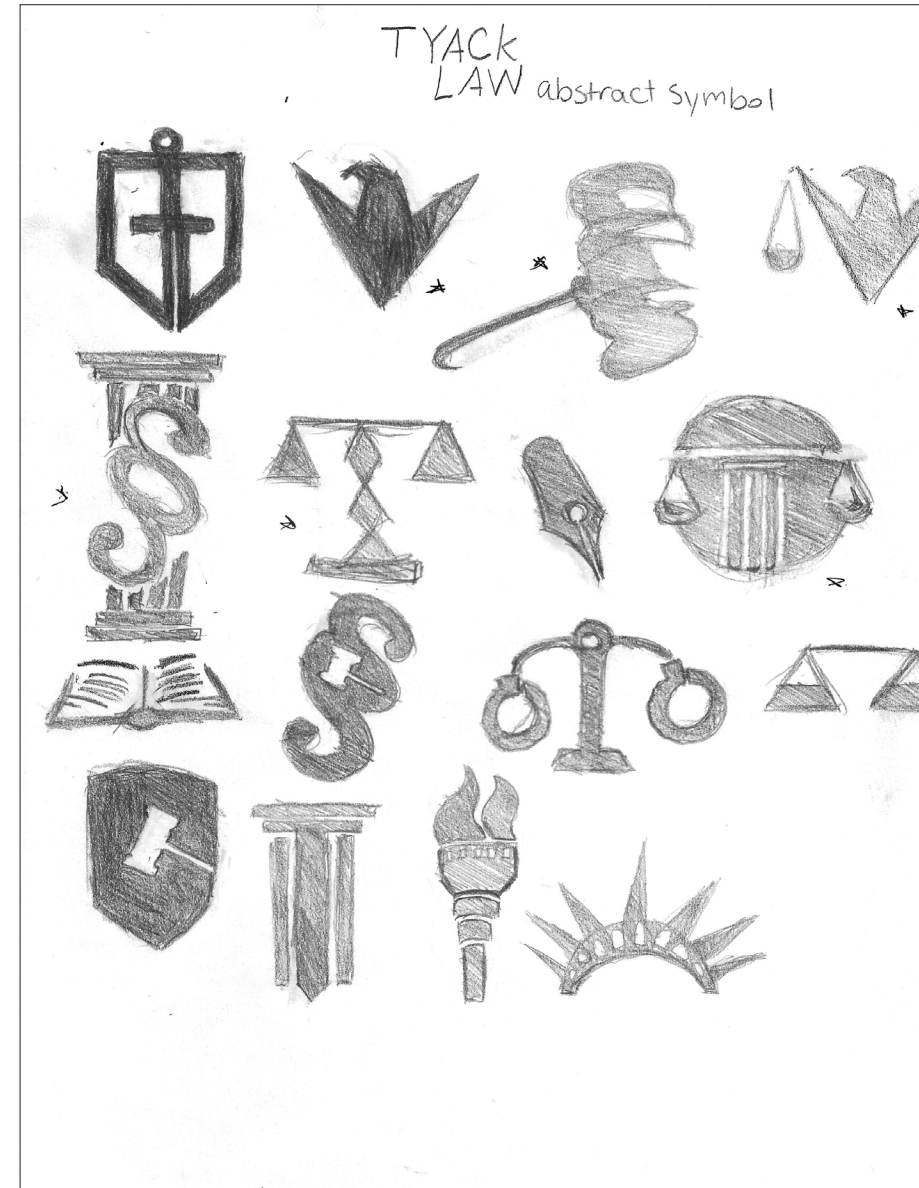
GATEWAY  
758 Bolivar Cleveland, OH 44115



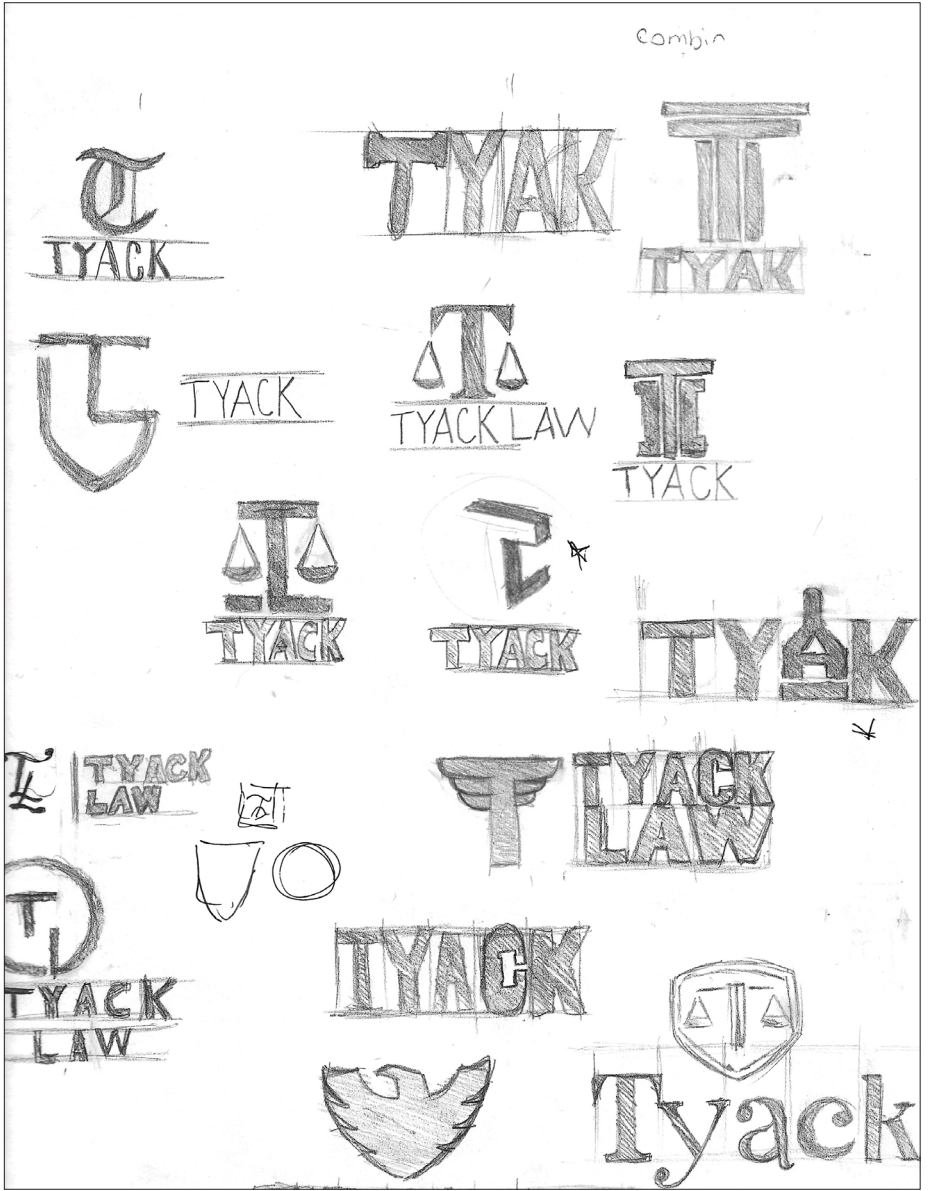
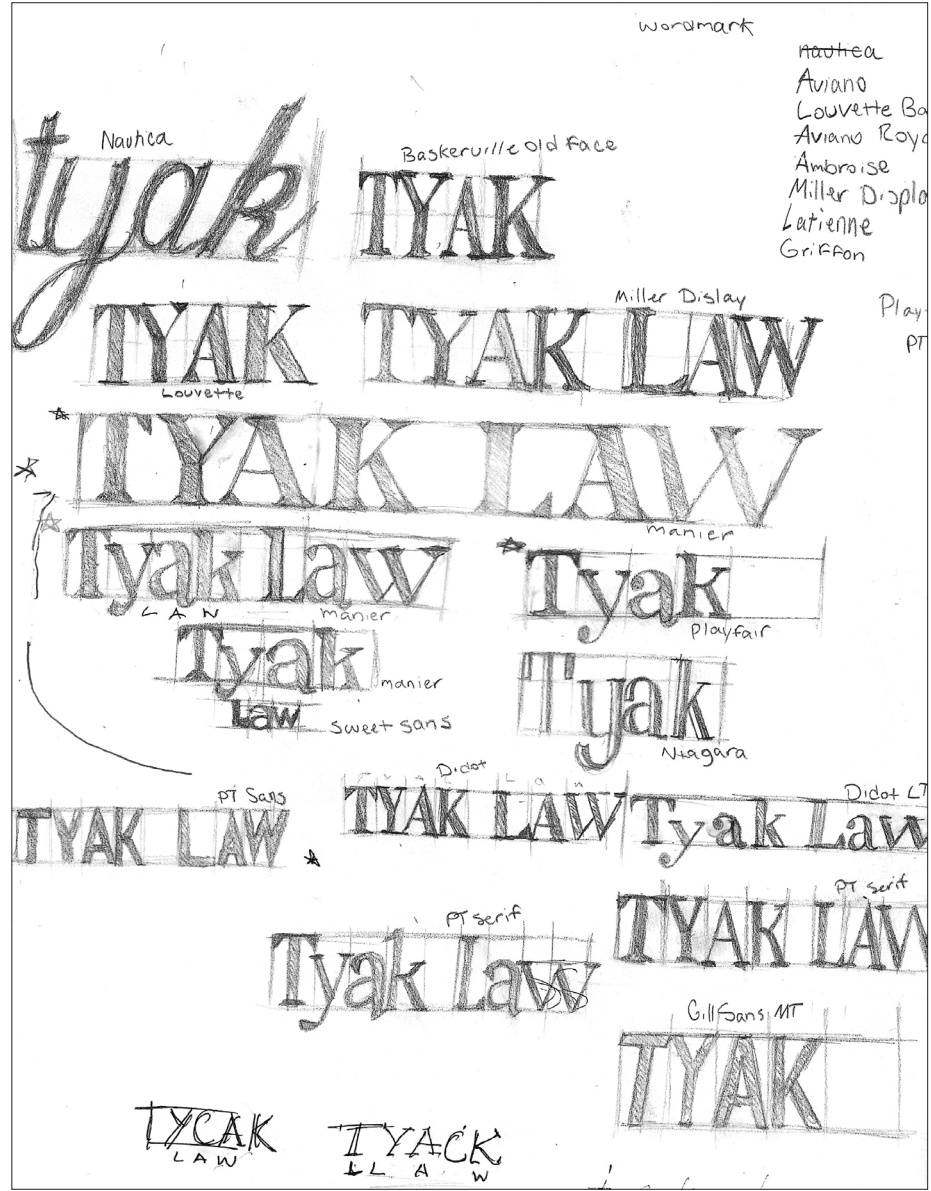
Josiane Bartell  
45 Valley Drive  
Eagle, Pennsylvania 19403

BRANDON SCRUGGS  
CEO  
PHONE: 216.420.4072  
EMAIL: info@gateway.org  
ADDRESS: 758 Bolivar Cleveland, OH 44115  
WEBSITE: gateway.com  
GATEWAY economic development corporation of greater cleveland









**NAME**

Brandon Scruggs

**COMPANY NAME**

Tyack Law

**TYPE OF BUSINESS**

Professional

**KEY WORDS**

Jury, law, attorney, litigation, defense

**MISSION STATEMENT**

To provide the best lawyers for any situation and being dedicated to resolving legal issues quickly and efficiently.

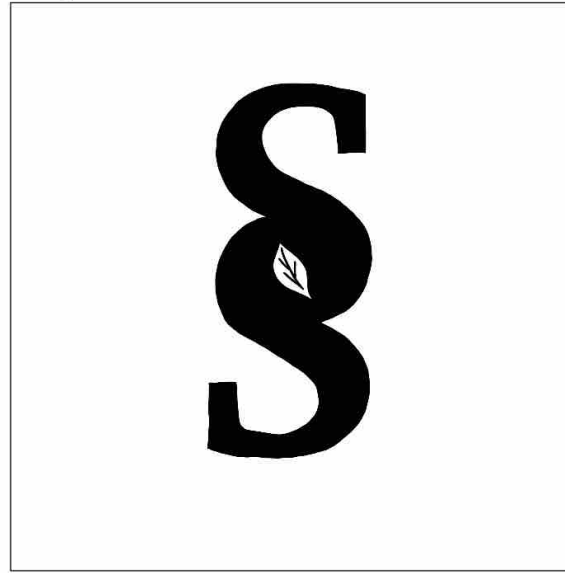
**COMPETITORS**

The Wides Legal Group, Slater & Zurs, Mendenhall

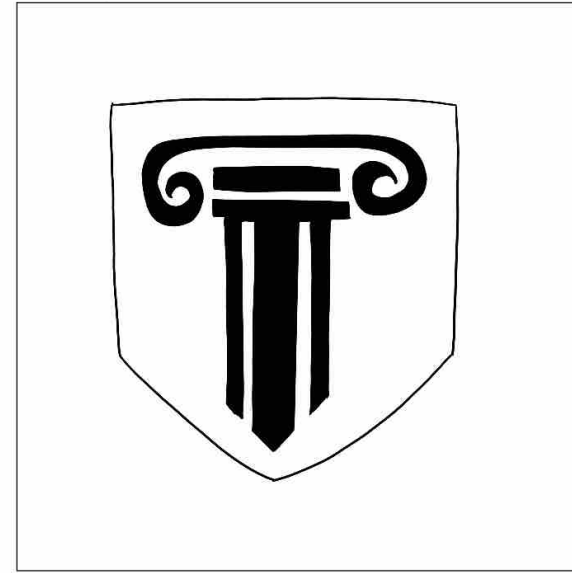
**HOW COMPANY IS DIFFERENT FROM COMPETITORS**

By creating an identity that includes an interesting but clean icon thats unique to the Akron area that doesn't take away the seriousness of the company.

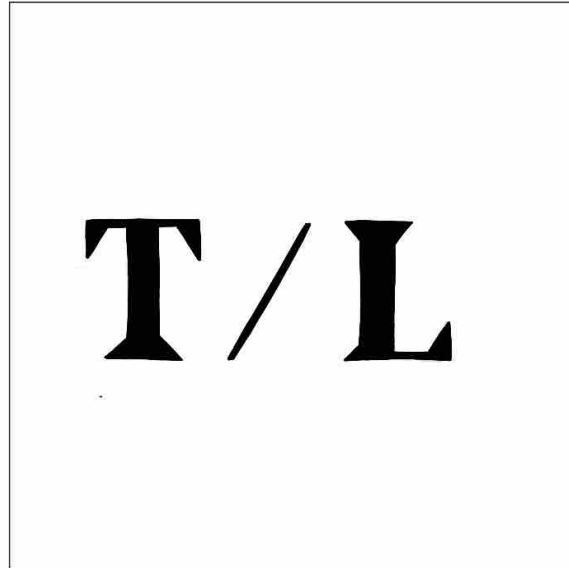
1. Pictogram



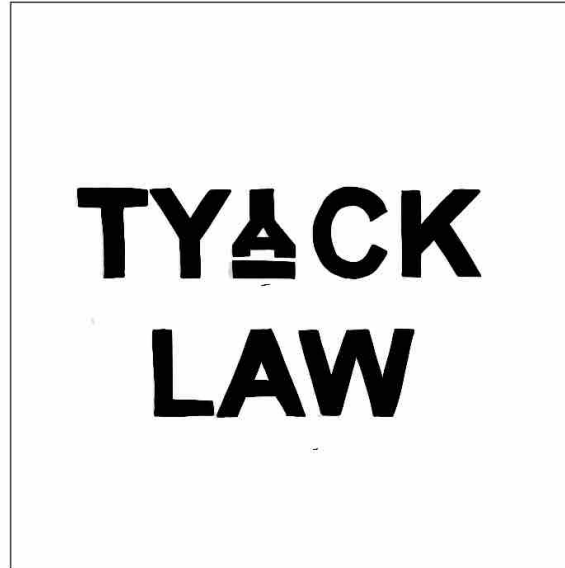
2. Abstract Symbol



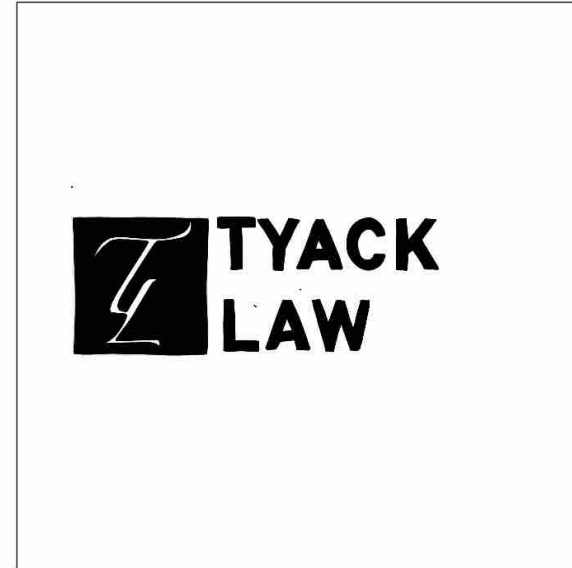
3. Monogram



4. Logotype or Wordmark



5. Combination



TYACK  
LAW

TYACK  
LAW

TYACK  
LAW

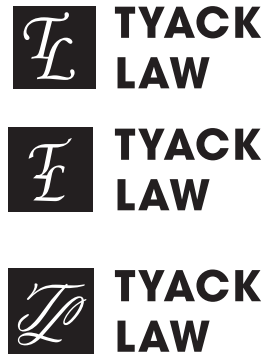
T/L

T/L

T/L

T/L

T/L

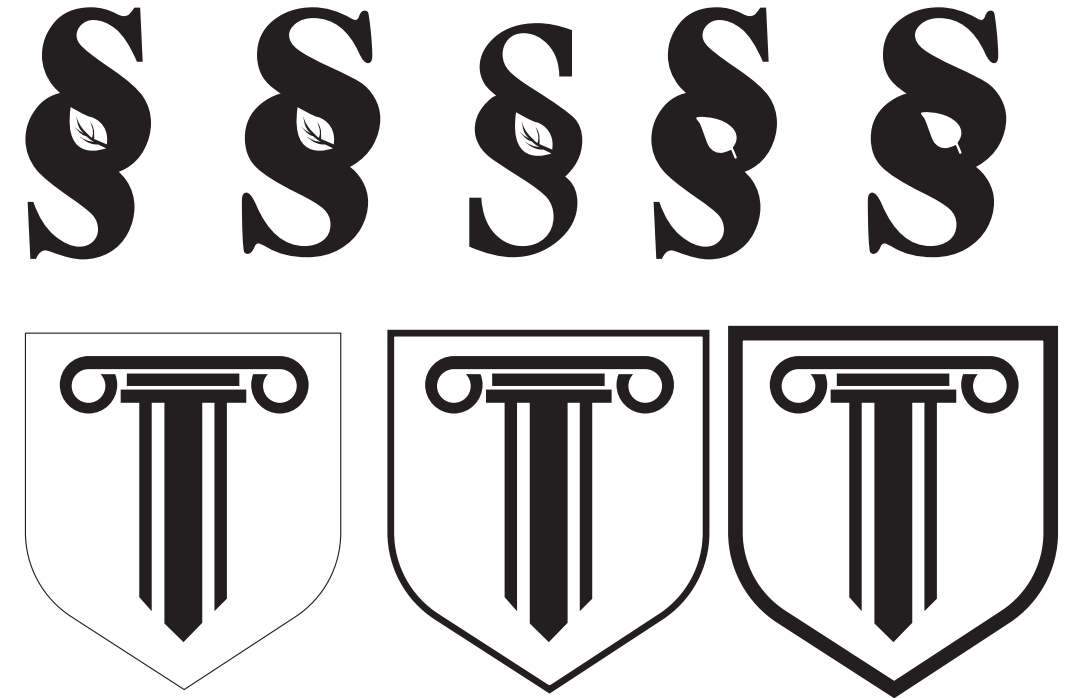


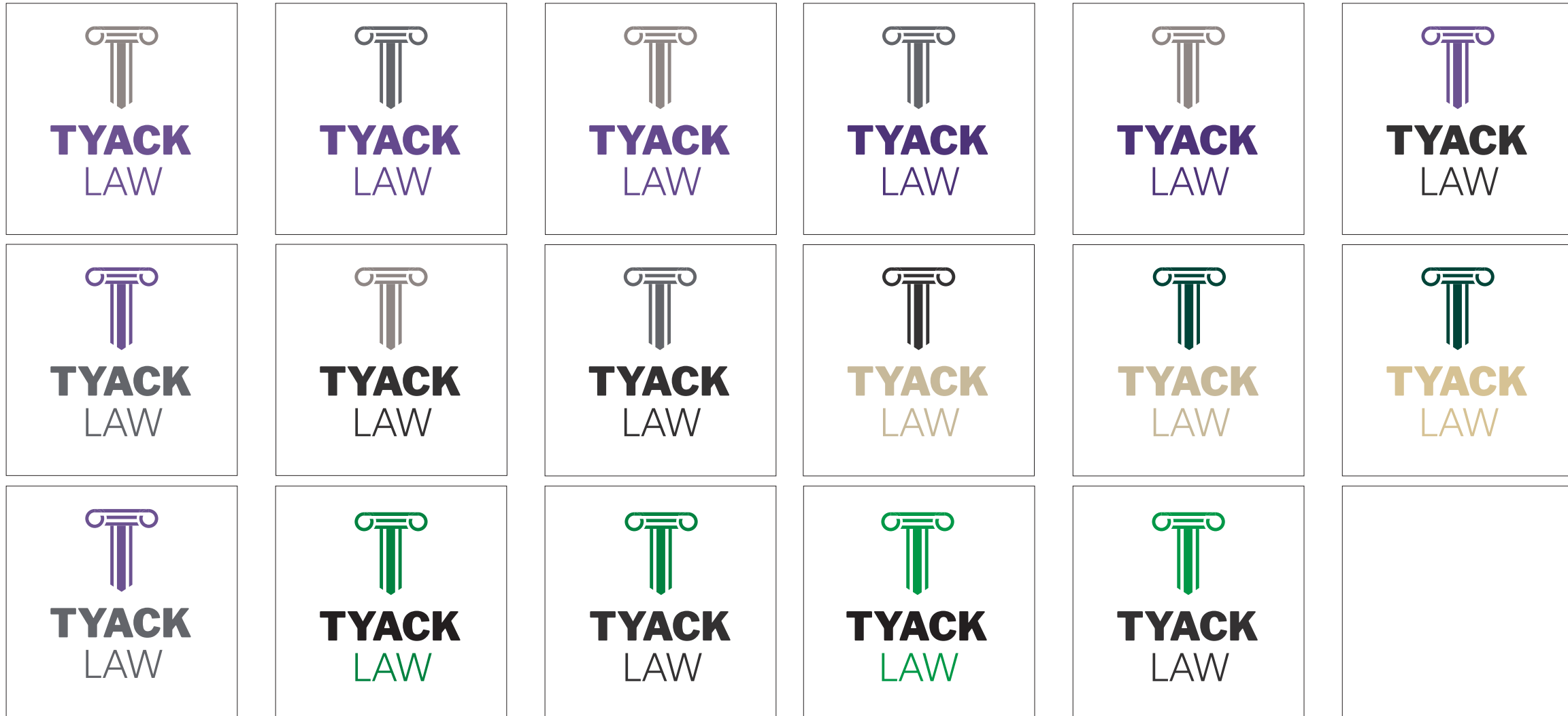
TYACK  
LAW

TYACK  
LAW

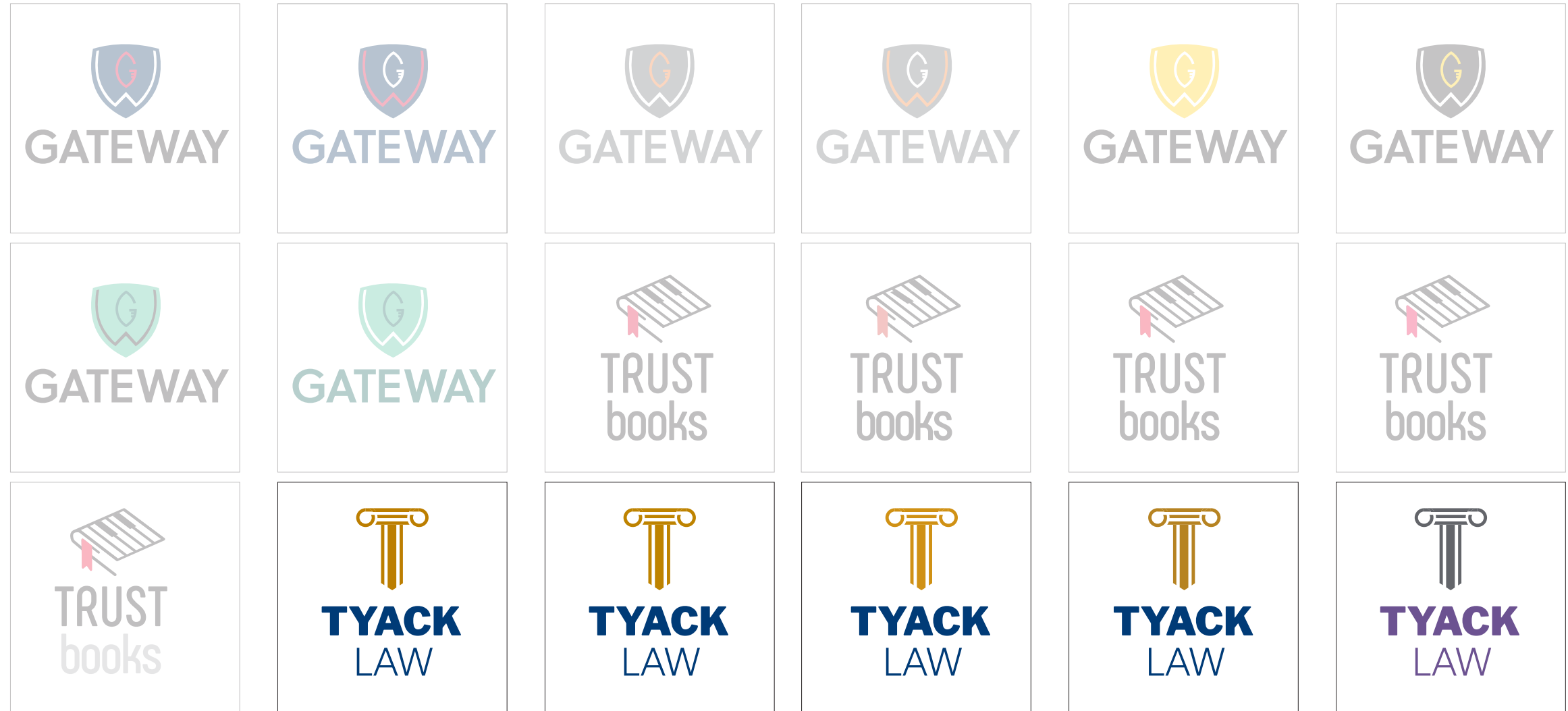
TYACK  
LAW

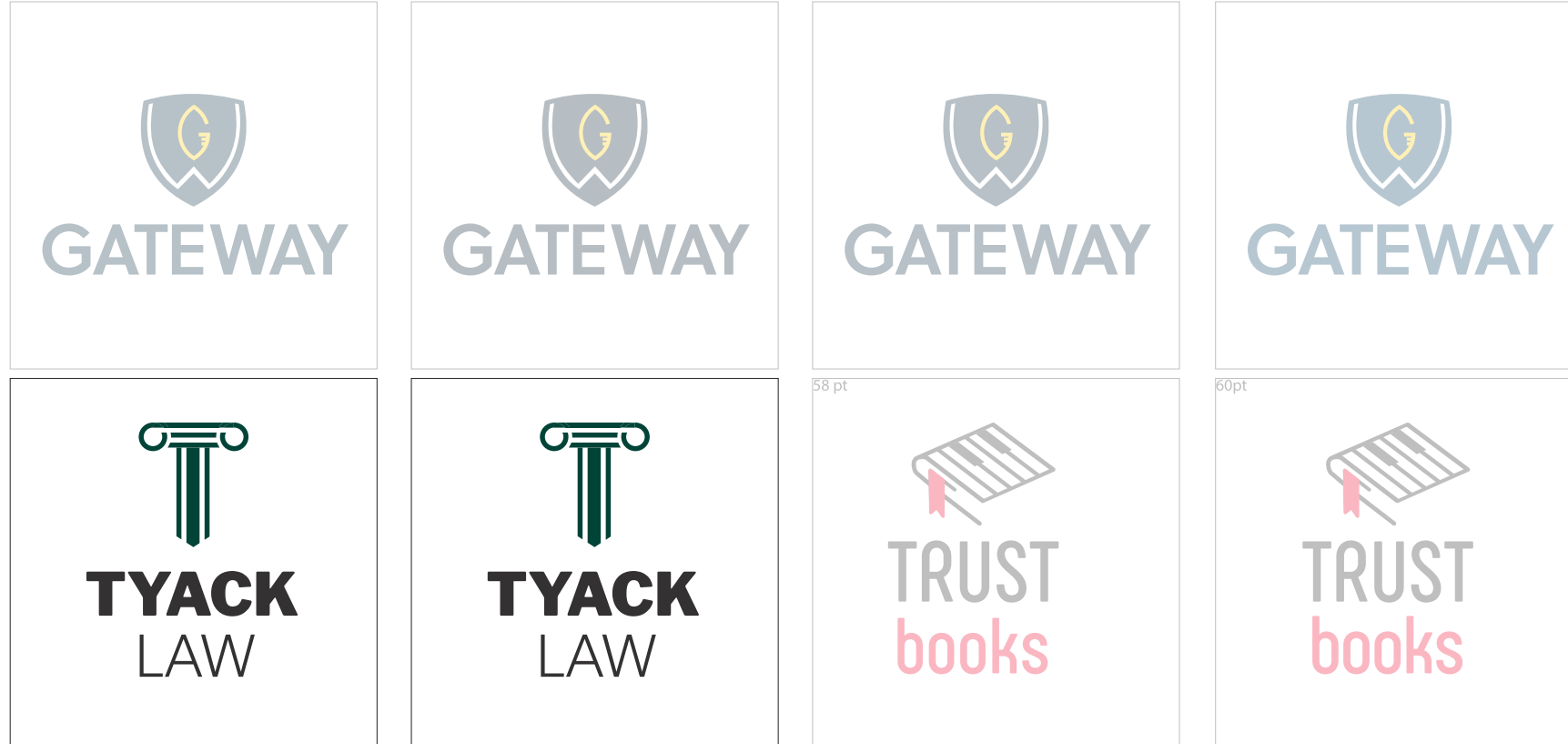
TYACK









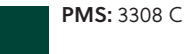
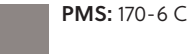




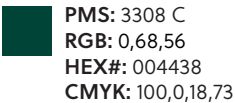
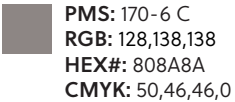
1 COLOR

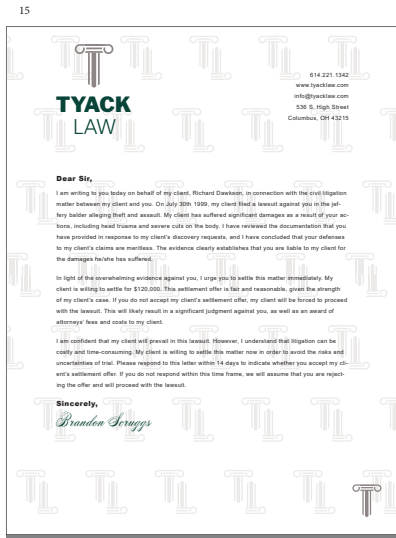


2 COLOR



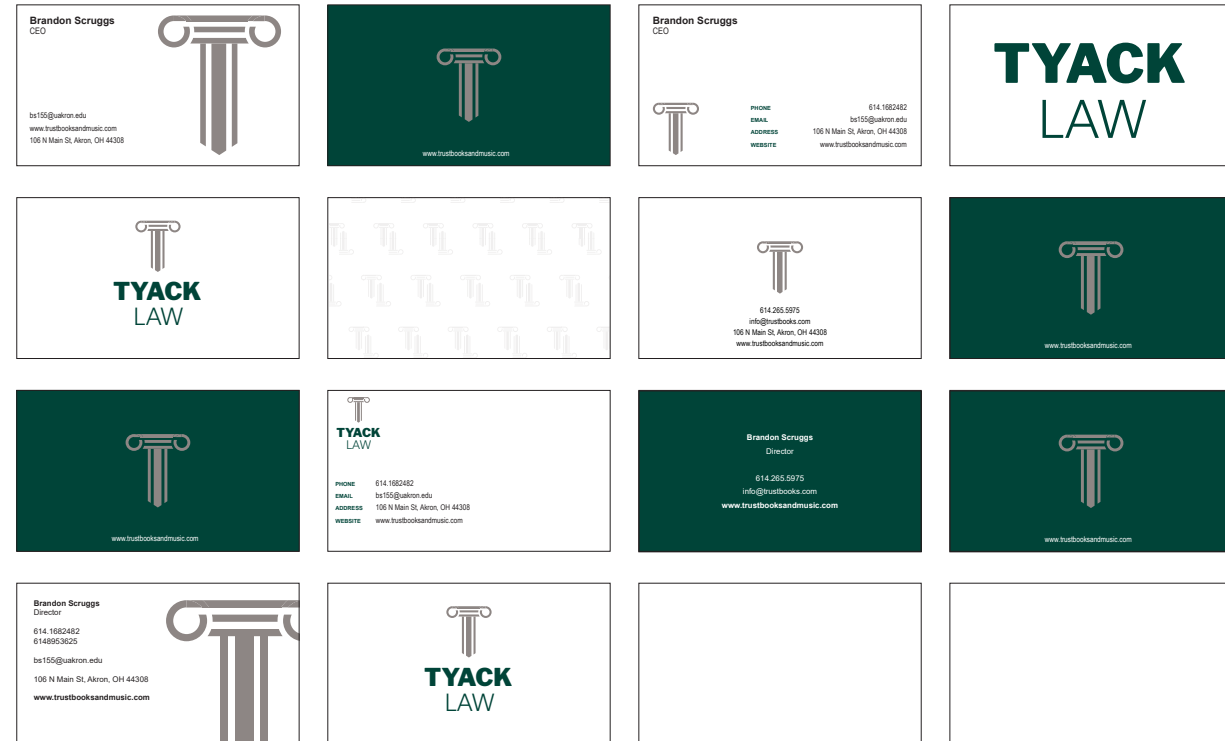
FULL COLOR



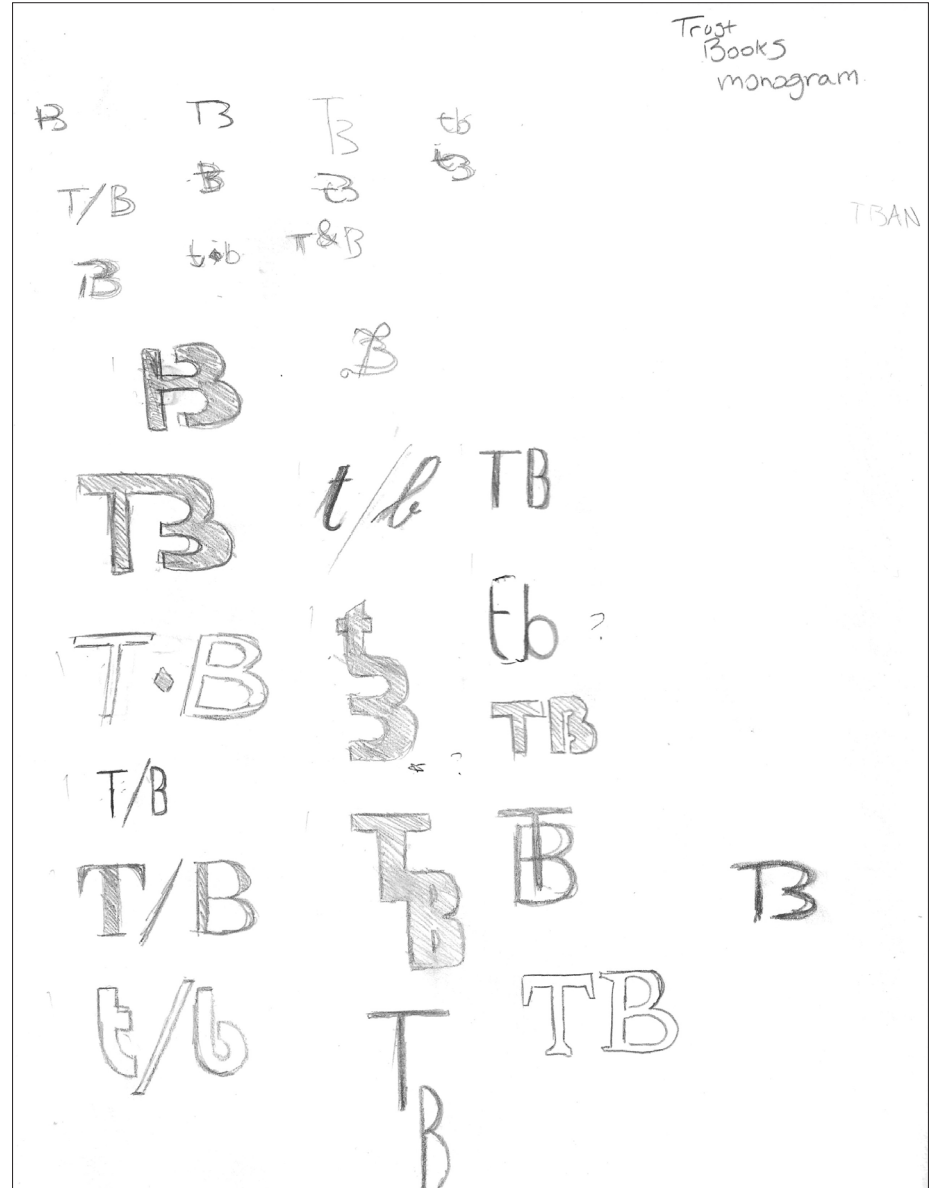


BUSINESS CARDS

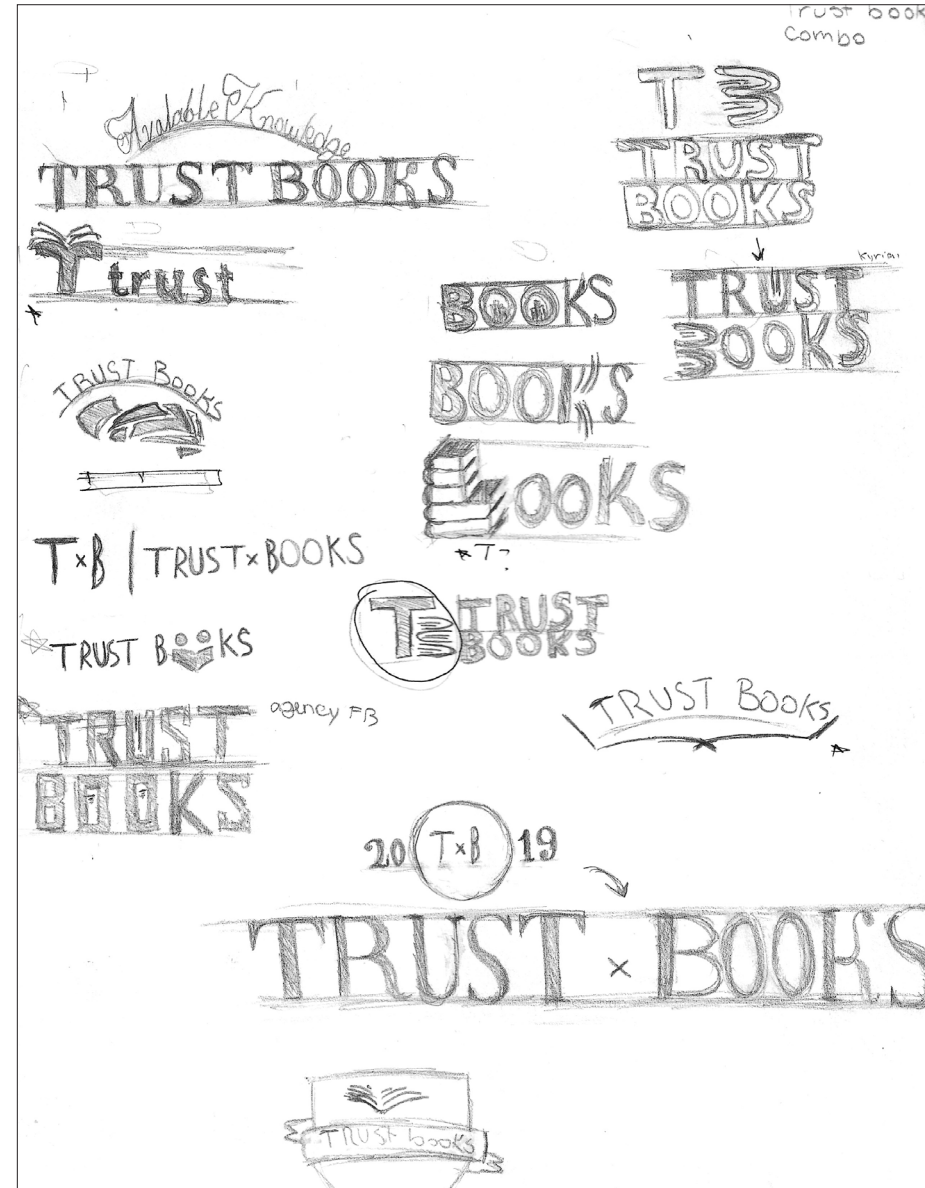
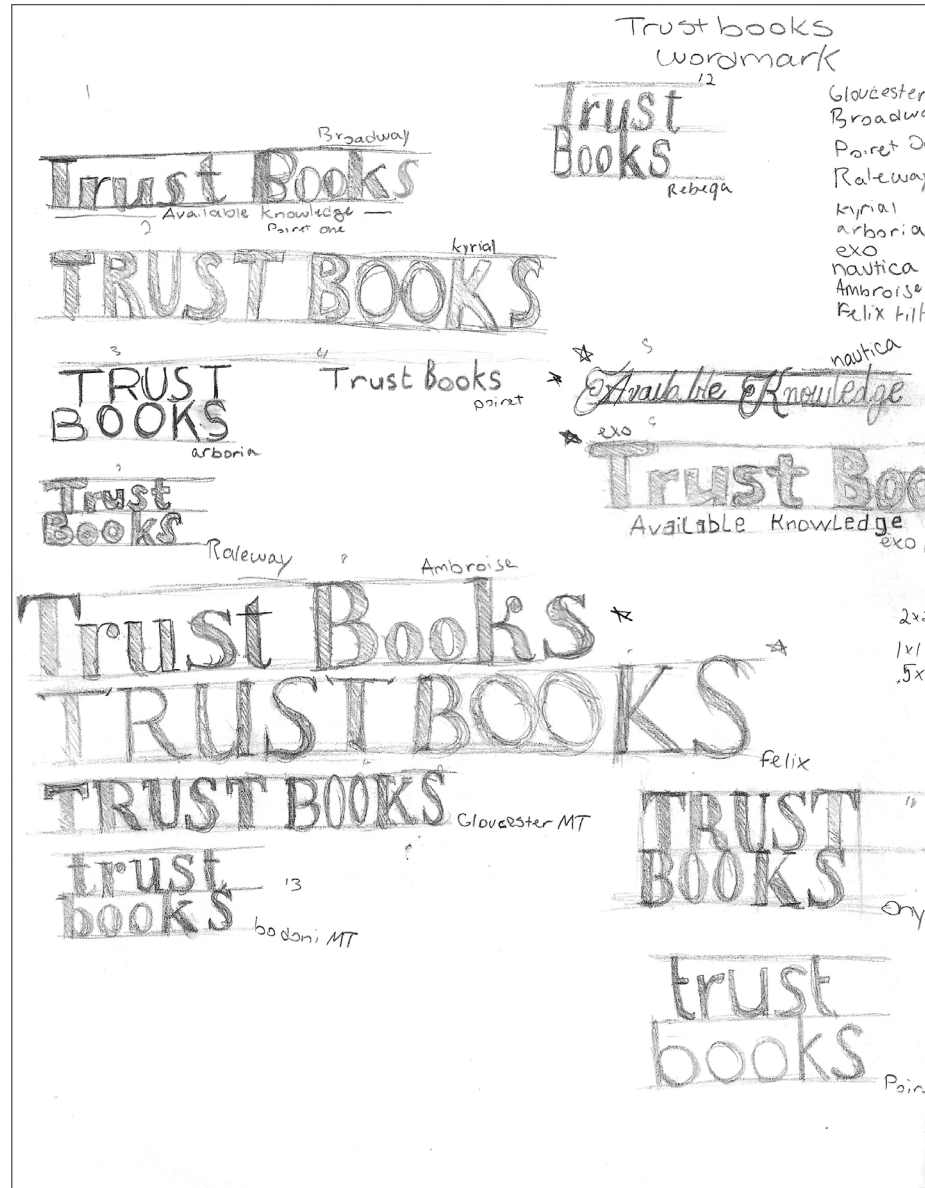
TYACK LAW











**NAME**

Brandon Scruggs

**COMPANY NAME**

Trust Books

**TYPE OF BUSINESS**

Retail

**KEY WORDS**

Books, art, knowledge, sound, music

**MISSION STATEMENT**

To provide everyone with free knowledge and a place to discover and create art.

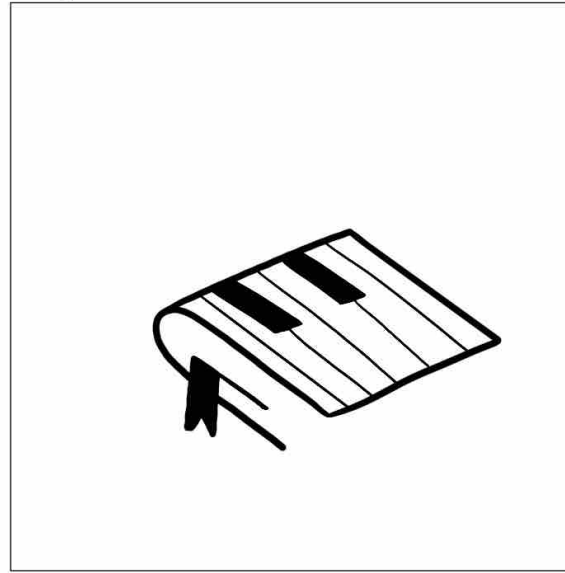
**COMPETITORS**

Bierce, John H Gifford, Akron-Summit County Public Library

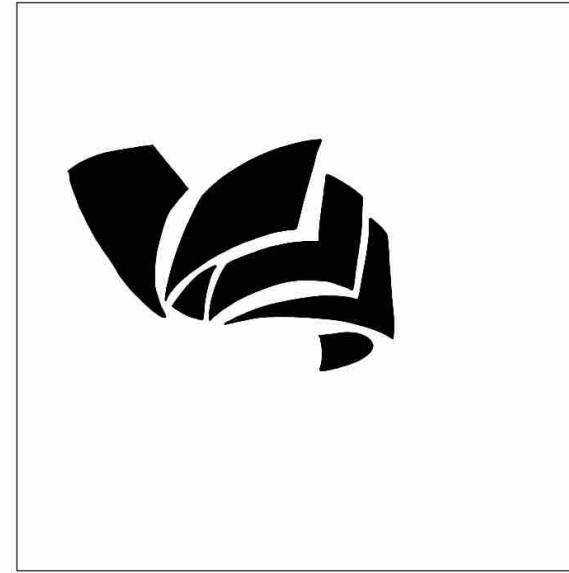
**HOW COMPANY IS DIFFERENT FROM COMPETITORS**

By creating multiple logos and icons that are inviting the customers and also incorporating all aspects of what to expect from Trust Books; music, art, and books.

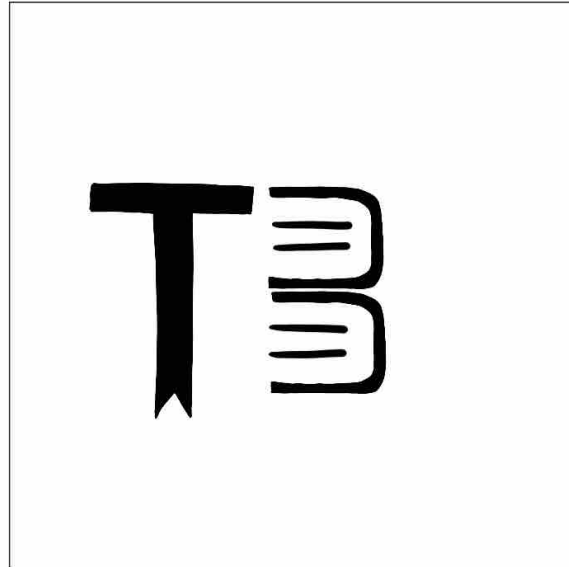
1. Pictogram



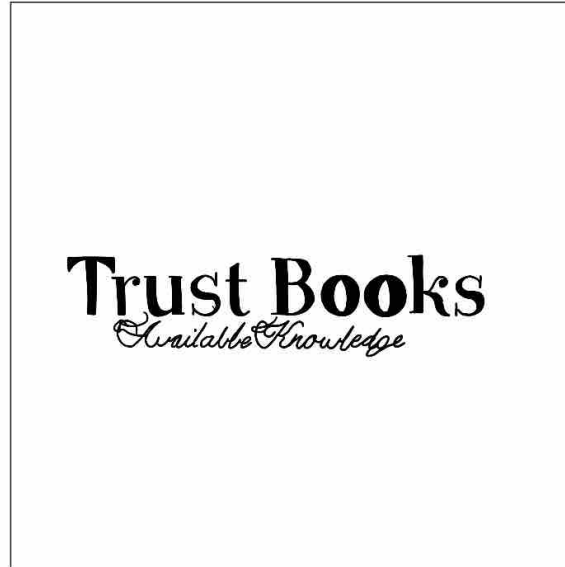
2. Abstract Symbol



3. Monogram

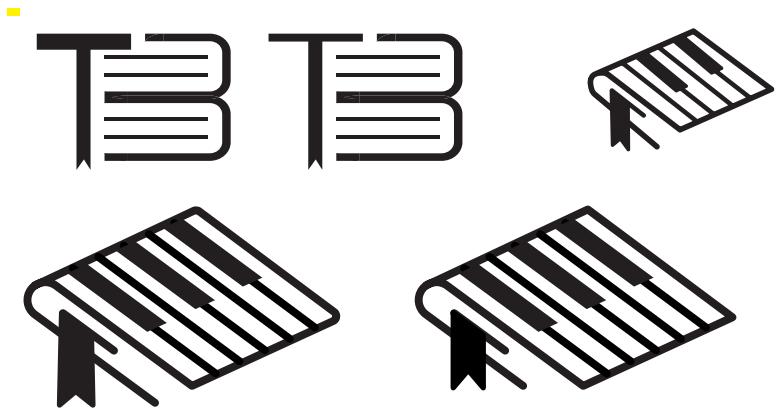


4. Logotype or Wordmark



5. Combination






**Trust Books**  
*Available Knowledge*


**Trust Books**  
*Available Knowledge*

**Trust Books**  
*Available Knowledge*


**Trust Books**  
*Available Knowledge*

**Trust Books**  
*Available Knowledge*

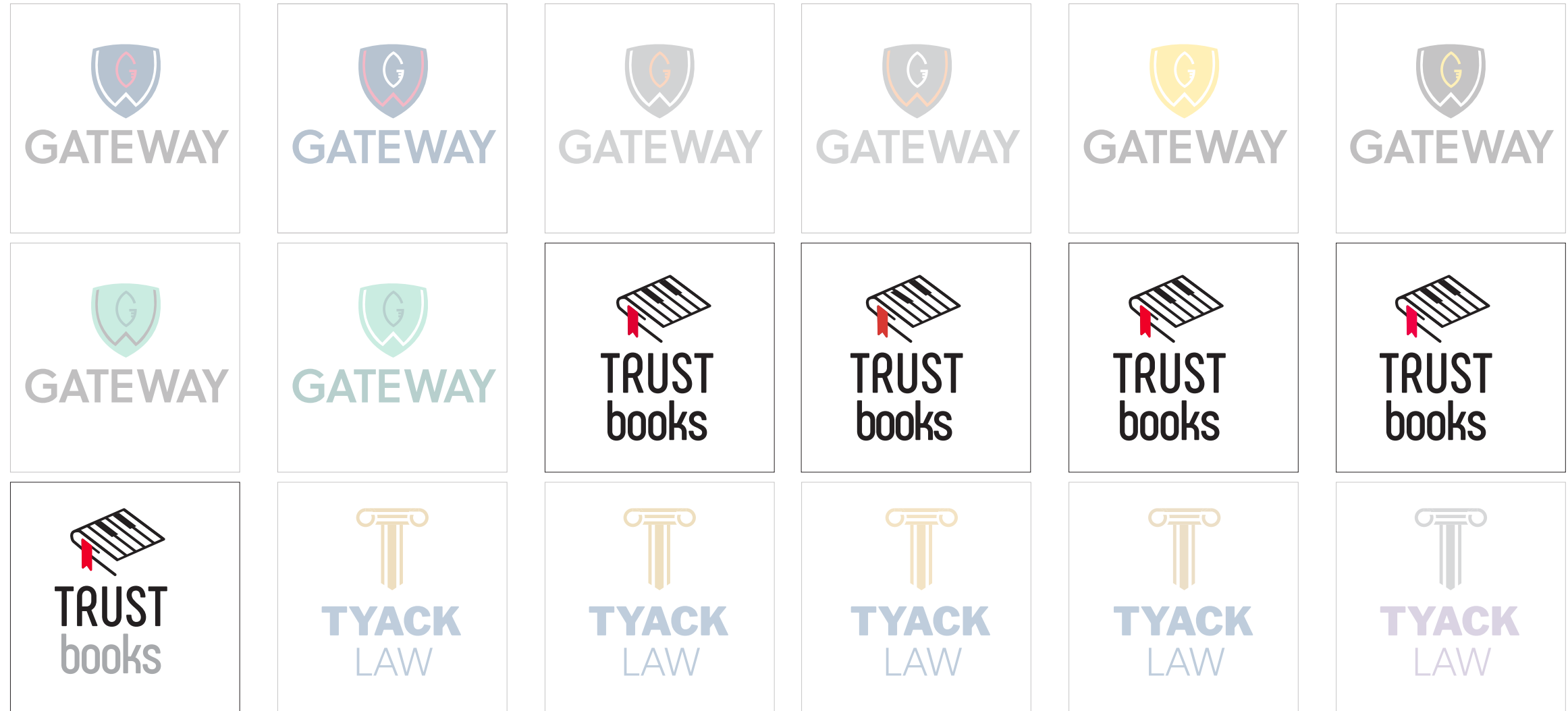
  
TRUST BOOKS

  
TRUST BOOKS

  
TRUST BOOKS

  
Trust Books









1 COLOR



BLACK



2 COLOR



PMS: BLACK



PMS: 53-16 C



FULL COLOR



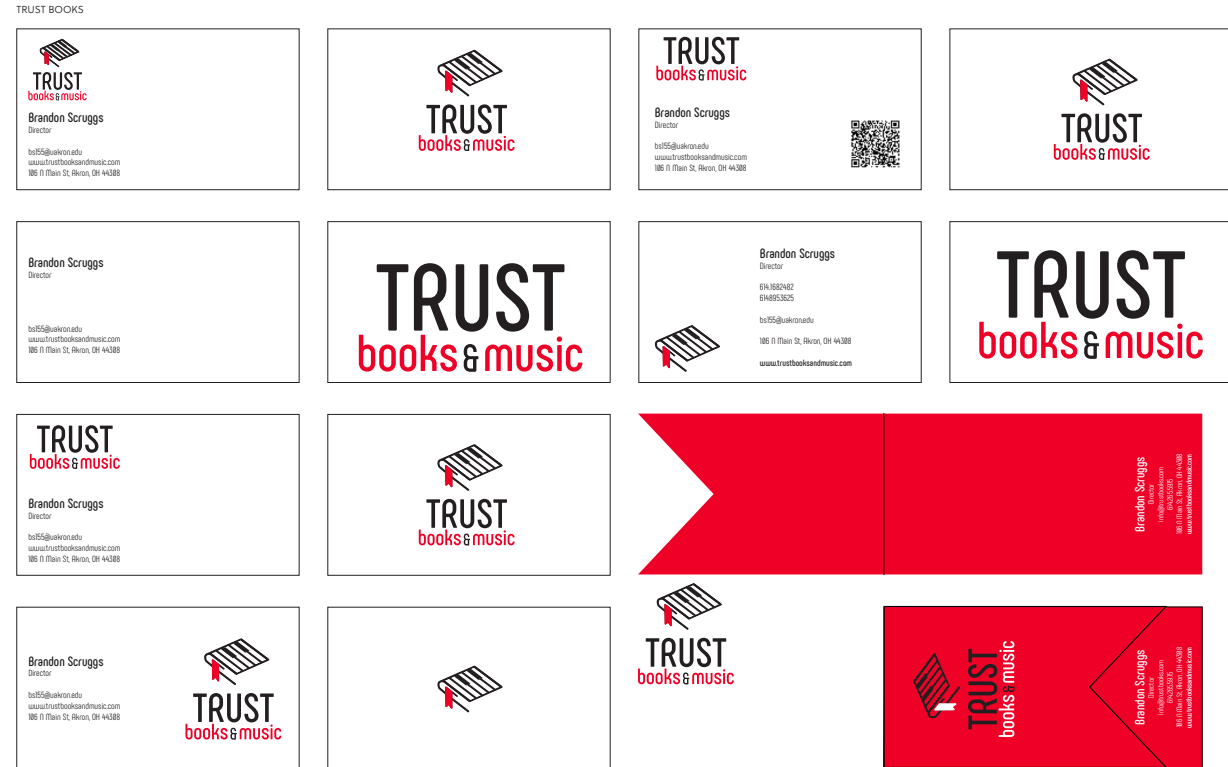
PMS: BLACK  
 RGB: 0,0,0  
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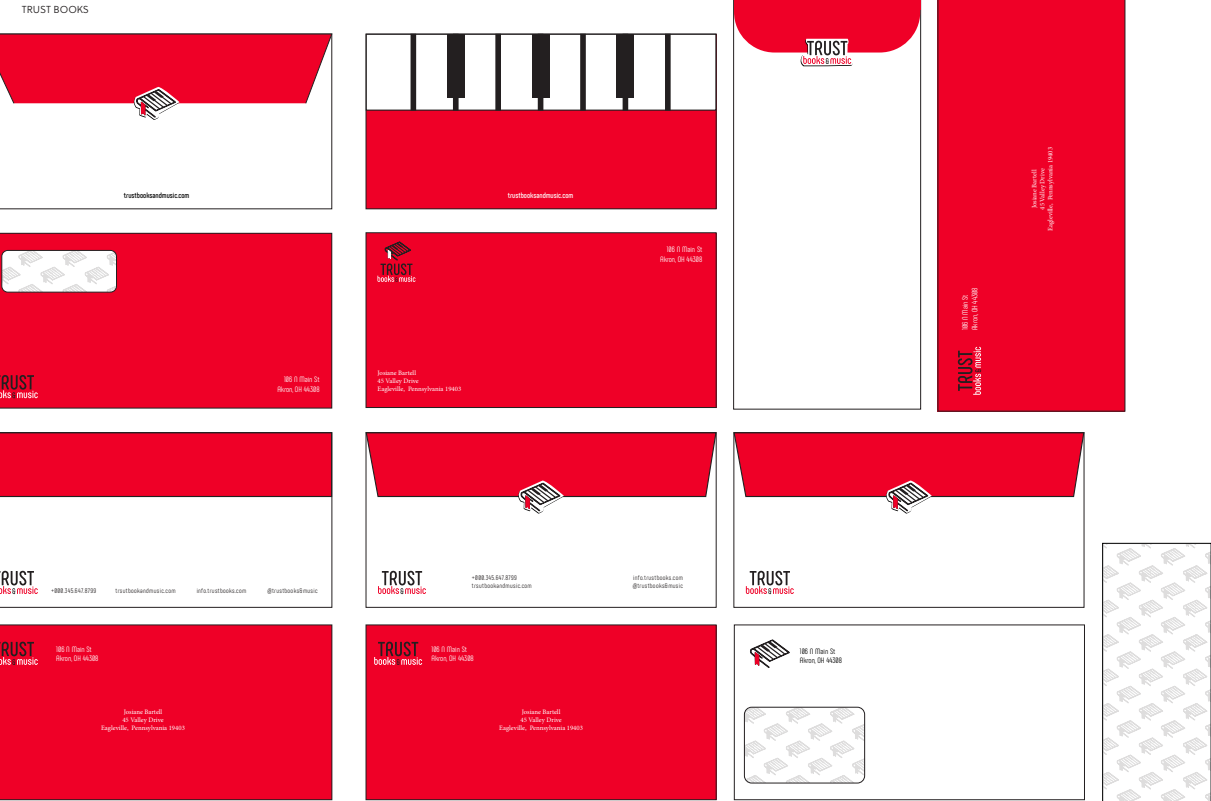
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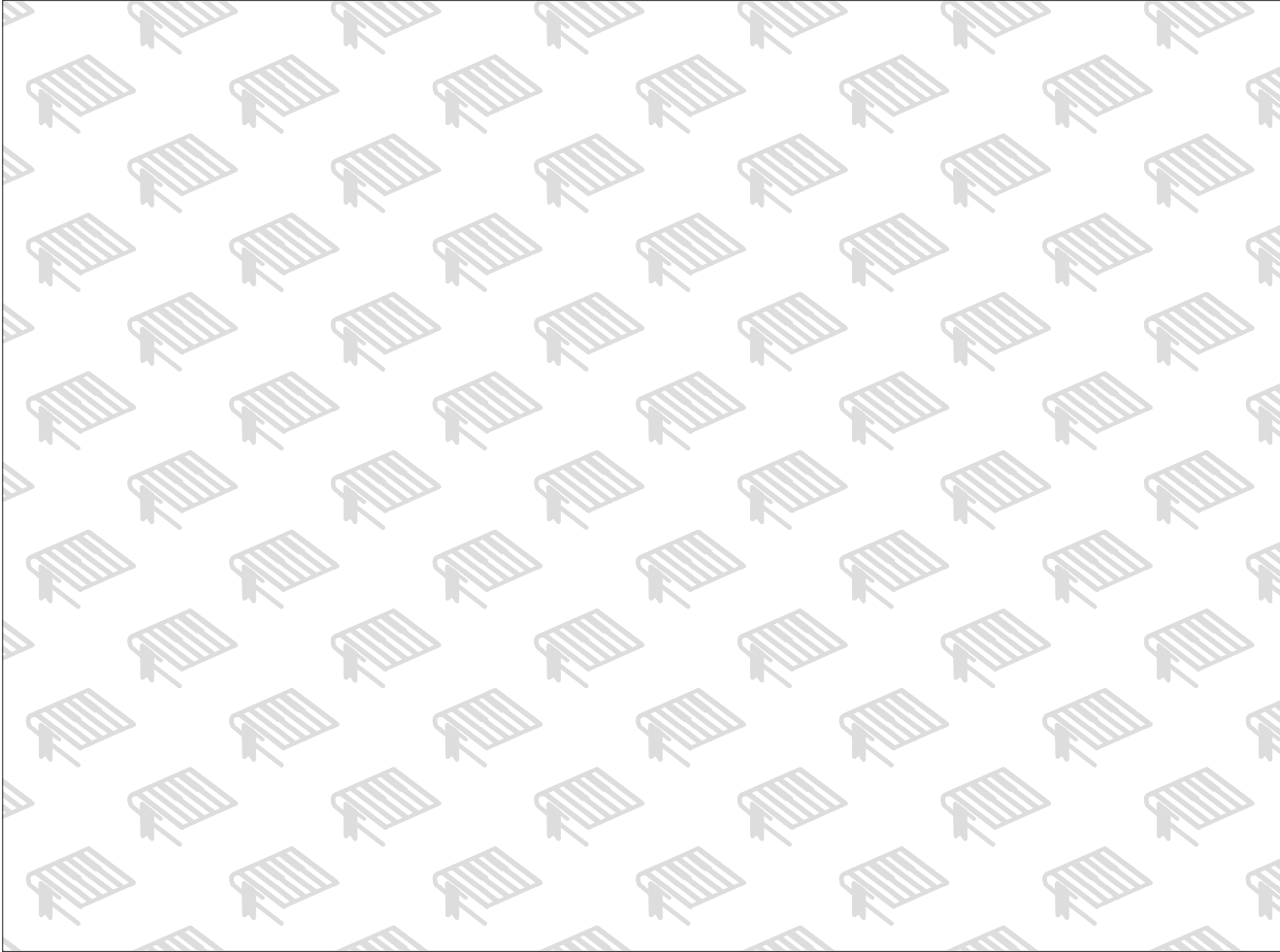


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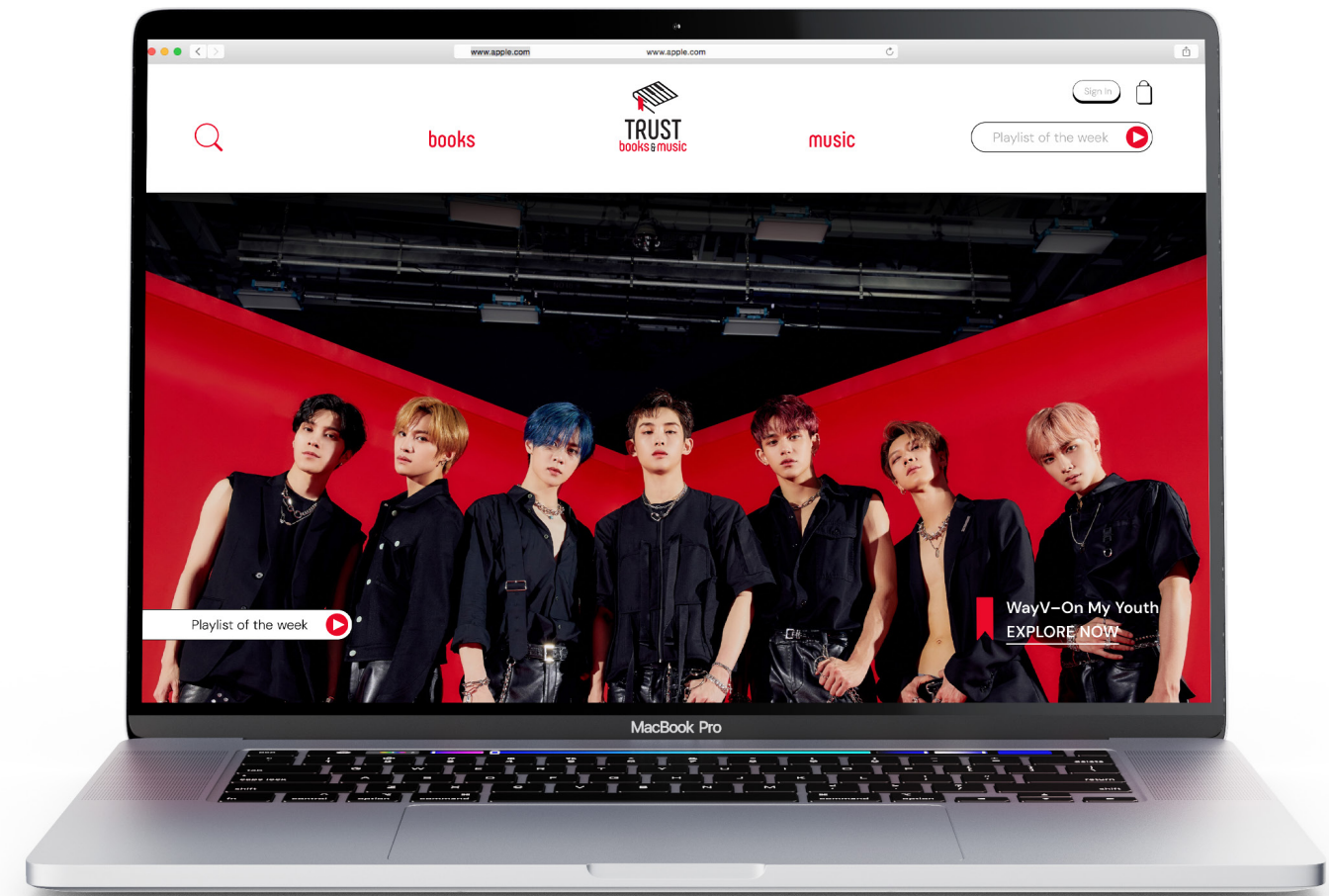
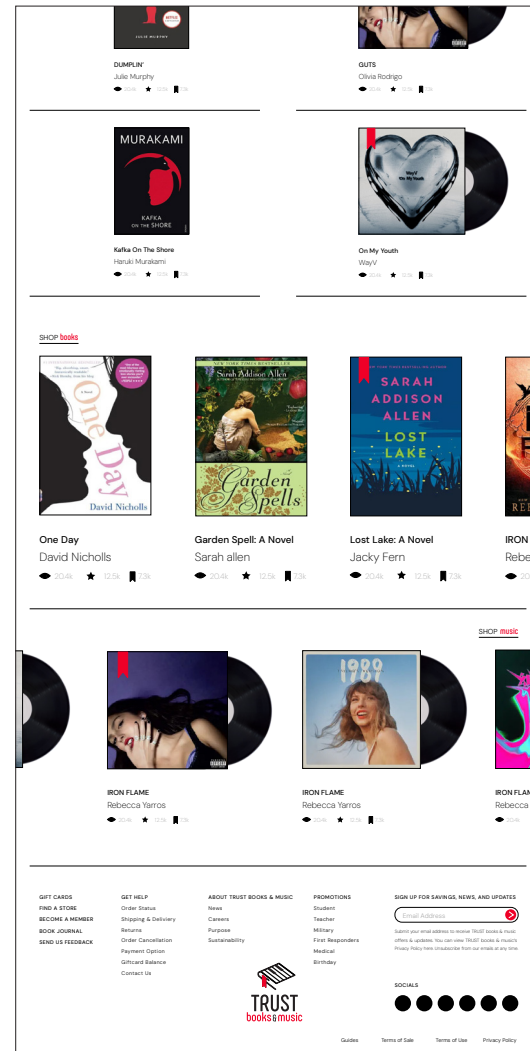
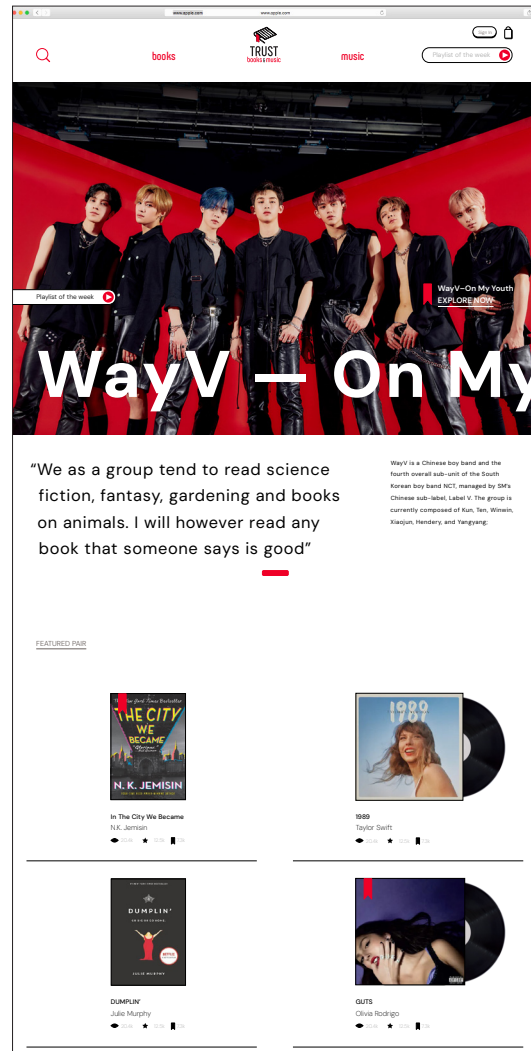


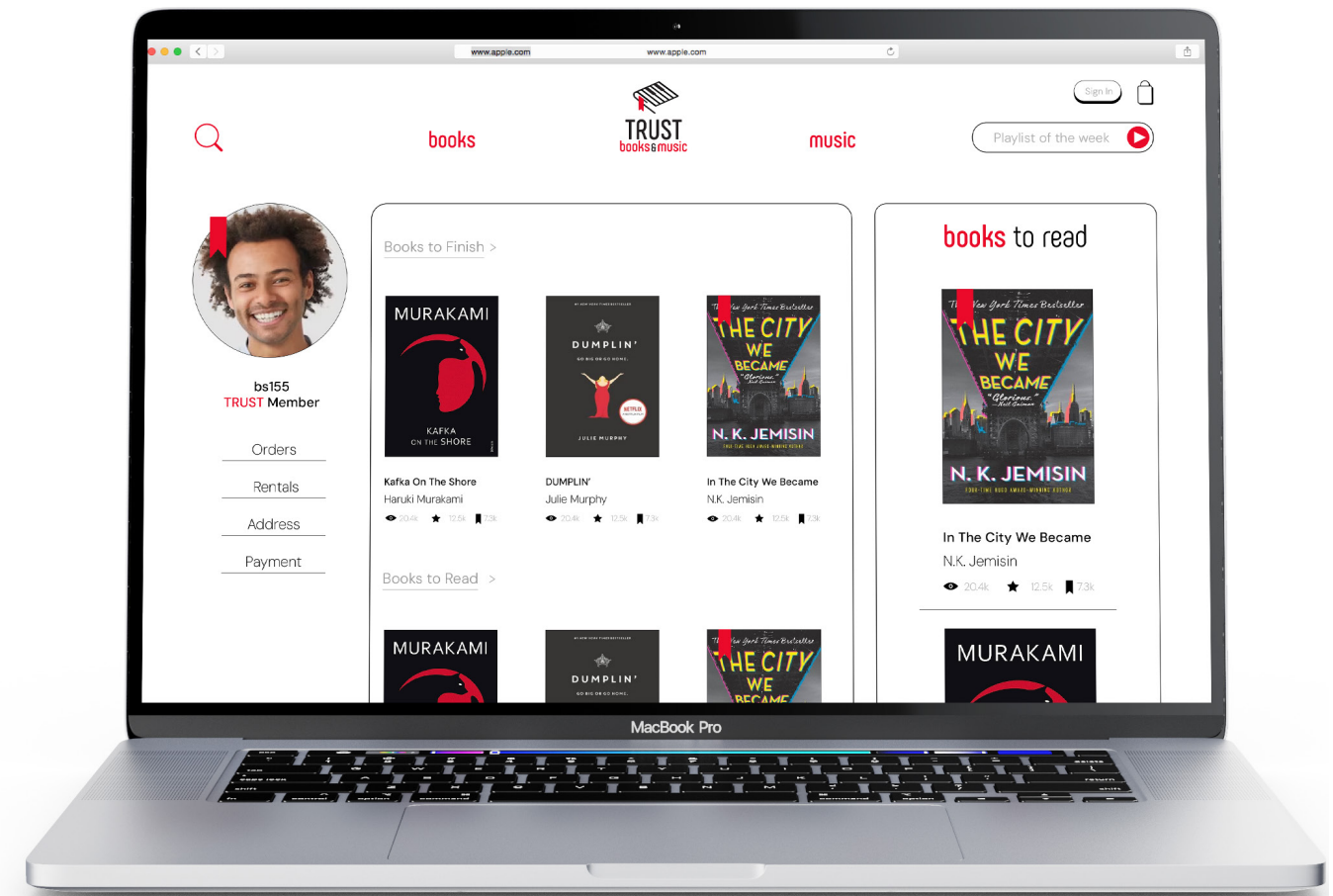
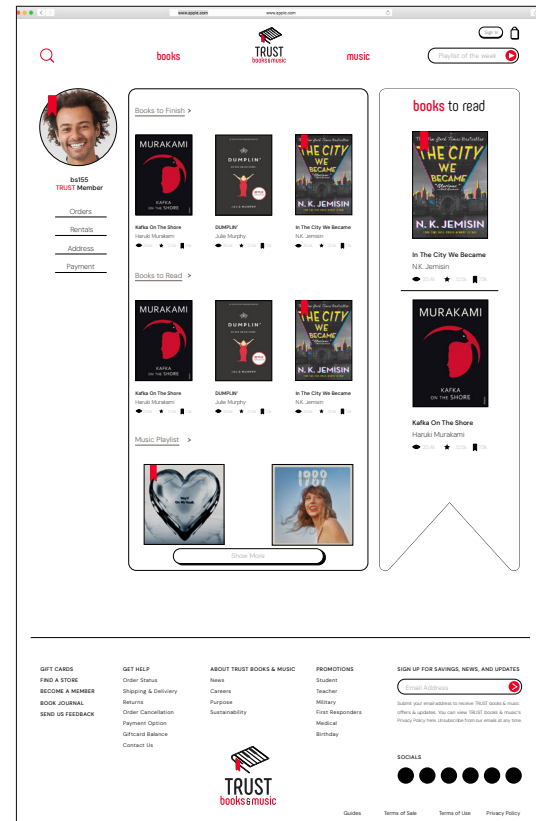


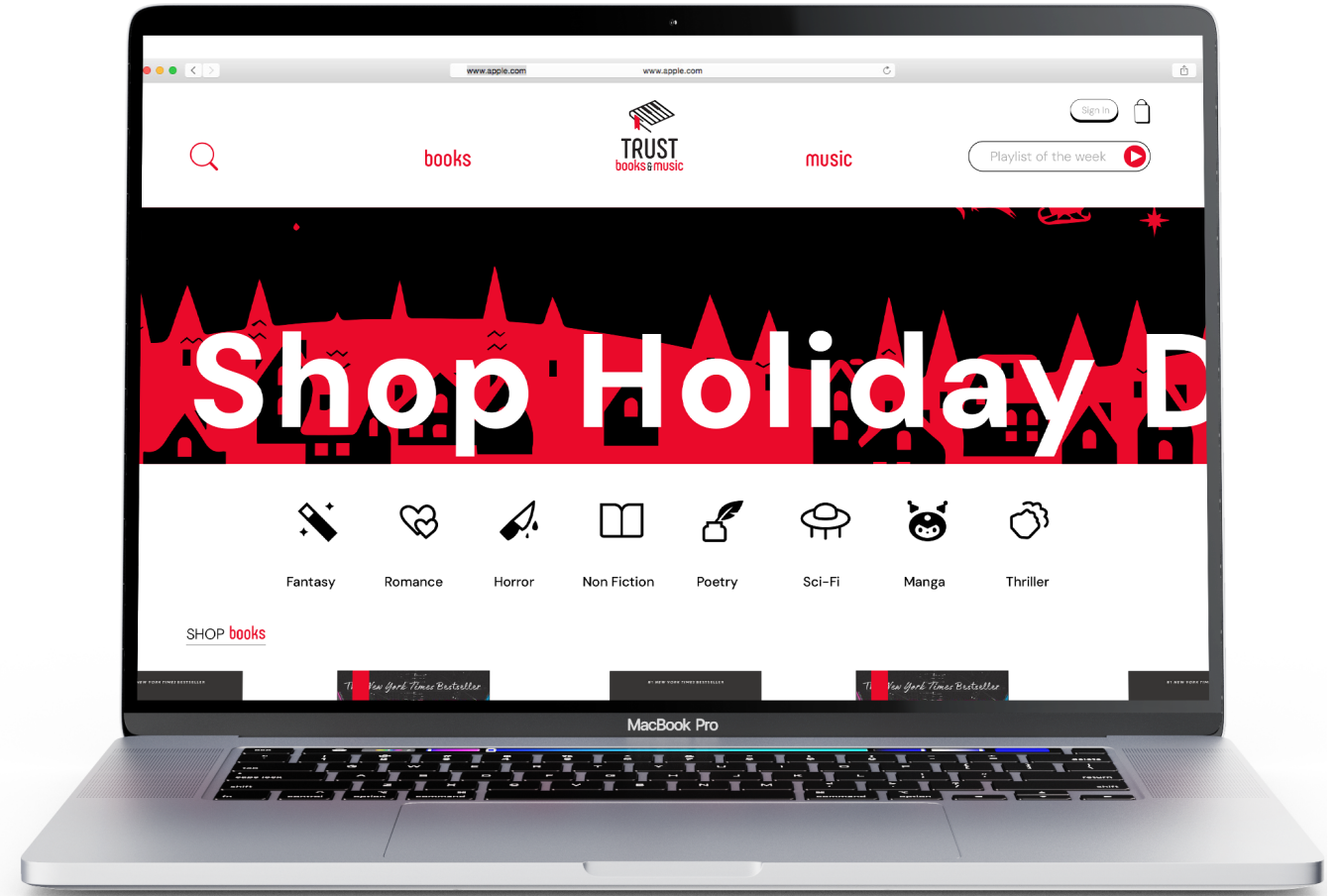
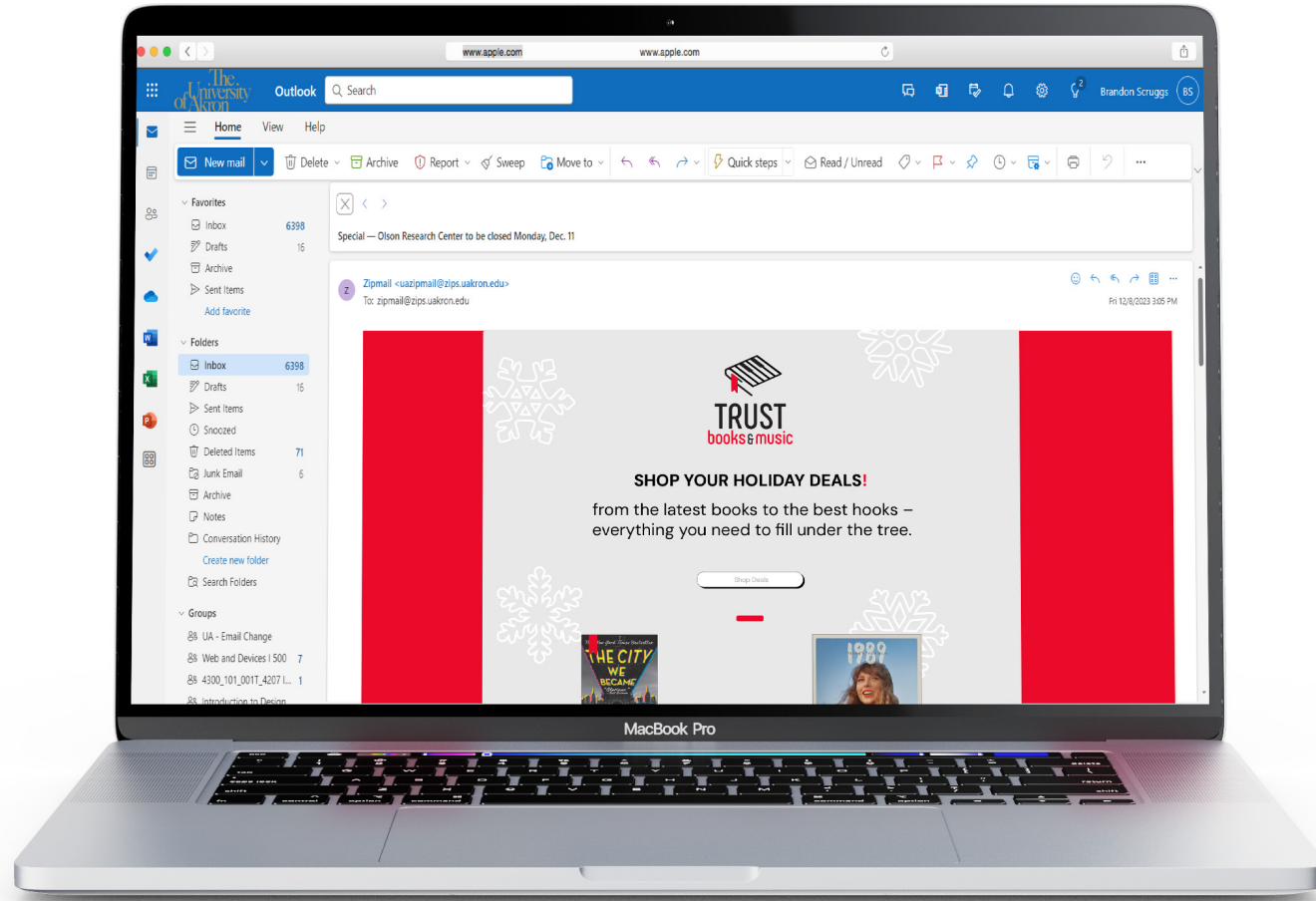

























Mary Harron 2000

# AMERICAN PSYCHO



like the movie?

David Frankel 2006

# THE DEVIL WEARS PRADA



like the movie?

Stanley Kubrick 1980



# THE SHiNiNG

like the movie?





Written by Min-Hui Zheng. Designed by Brandon Scruggs.

Korean idol stereotypically has pale skin, a similar height with other members, thin bodies, colorful hair, and small faces. The introduction of K-Pop to the American music industry has helped reinforce the expectations of thinness. However, America has differed by having broader expectations of beauty body types, different skin colors, and greater racial diversity. There has also been a noticeable difference in fashion itself. Asian culture has influenced the implementation of pastel colors and simple designs in popular brands like Forever 21.


Overall, the Korean pop industry has had a very important influence on American culture today, not only affecting the variety of languages and food but brings and its influence on Western music. K-Pop can more of its culture in the future.

"On idols' birthdays, there are fan projects where a large group of fans in different countries donate money or help improve the world to celebrate their birthday," said Jessica Jimenez '20, president of the East Asian Entertainment Club. "For EXO, fans have donated large amounts of money to UNICEF." Similarly, many American artists use their publicity to promote causes, such as Taylor Swift's donation to Children's Hospital of Philadelphia and One Direction's support for "Stand Up for Cancer."

Moreover, in K-pop, rather than solo artists, groups are formed and debuted under one title. Members of a group are advertised to each have a different appeal point, whether that is musical abilities or vocal talent. "In the group Seventeen, they have the appeal of three different groups of the hip-hop unit, vocal unit, and performance unit to highlight each of their strengths. There's a part of the group for everyone, whether you're a singer or dancer!" said Stephanie Weng '19.

**The name "BTS" stands for the words, "Bangtan Sonyeonda" in Korean. This translates to mean "Bulletproof Boy Scouts."**

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**THE SHINING**

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**CHERRY TV KOREAN POP**

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In addition, K-Pop has made dance in performances more important. The industry is renowned for its intriguing, complex, and eye-catching visual music videos with elaborate dances. This is a notable difference from the style of many American artists, where there is less emphasis on dance performance. In fact, those who dance the best in groups are often revered to as the main dancer. "I think the complexity of the K-Pop music videos has encouraged many American artists to add more to their performance dance-wise, so it's more engaging to watch them," said Iris Zheng '19.

The K-Pop industry has also influenced beauty and fashion standards in the United States. Looks play an important role in the industry, with each idol looking picture perfect at all times. Though the result may be a larger demographic of fans, Puspita Daryo '20 said, "The downfall of this beauty standard are the unhealthy habits that idols follow to look a certain way." The "perfect" Korean idol stereotypically has pale skin, a similar height with other members, thin bodies, colorful hair, and small faces. The introduction of K-Pop to the American music industry has helped reinforce the expectations of thinness. However, America has differed by having broader expectations of beauty including a larger variety of features such as curvy body types, different skin colors, and greater racial diversity. There has also been a noticeable difference in fashion itself. Asian culture has influenced the implementation of pastel colors and simple designs in popular brands like Forever 21.

Overall, the Korean pop industry has had a very important influence on American culture today, not only affecting the variety of languages and food but also the music. With the unique Asian fashion that it brings and its influence on Western music, K-Pop can look forward to the integration and appreciation of more of its culture in the future.

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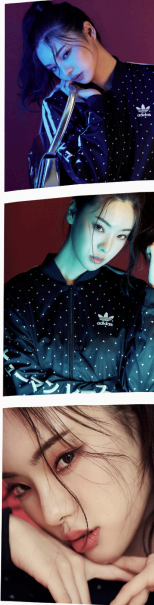
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The Nike Air Max 270 channels the old-school look of Nike basketball with a strange modern twist. The one-back design with modern materials means you can run, skip and jump in comfort.




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**CHERRY**

## FRESH SINCE '77



The Nike Air Max '77 channels the old-school look of Nike basketball with a strong modern finish. Three-back style with modern materials means you can run, skip and jump in comfort.





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