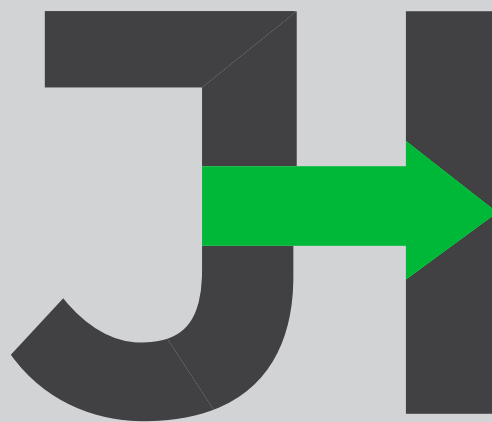


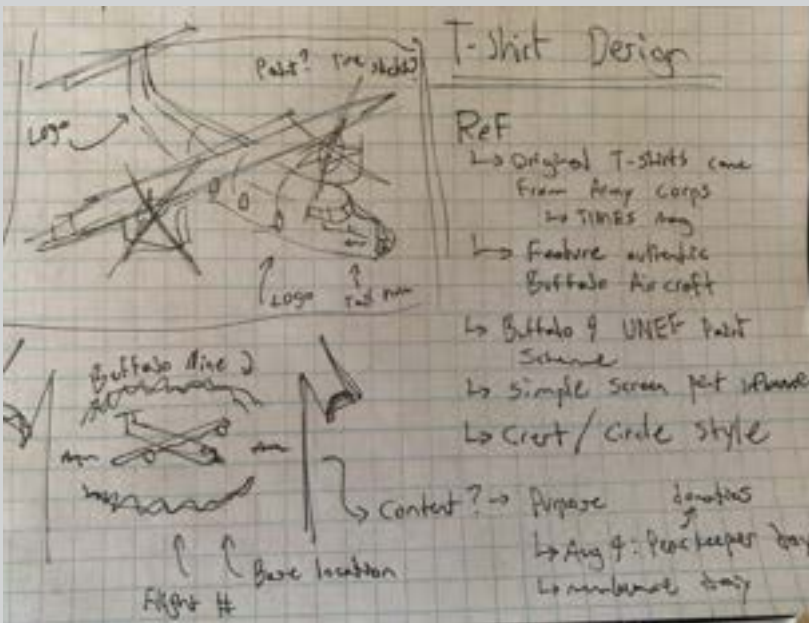
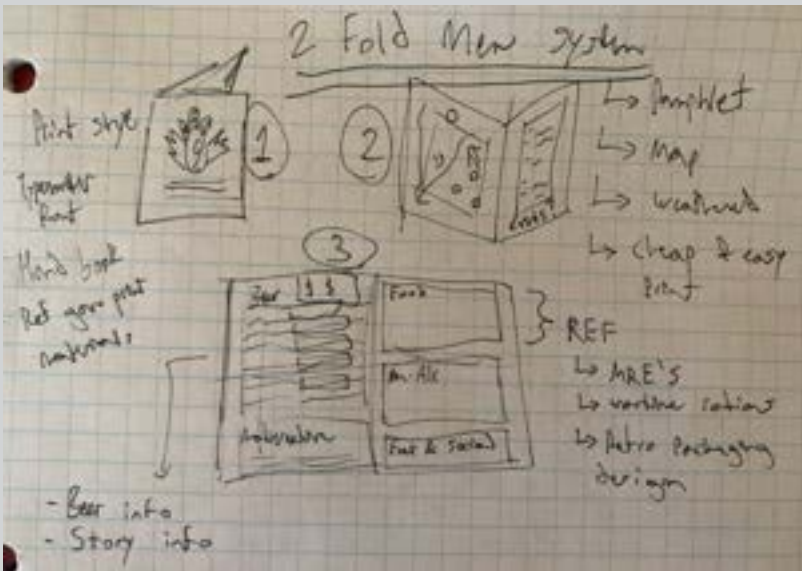
Buffalo 9 Marketing Products Portfolio

Jordan Hibbert
DSGN-228 A3 Portfolio



Collection Ideas & Sketches

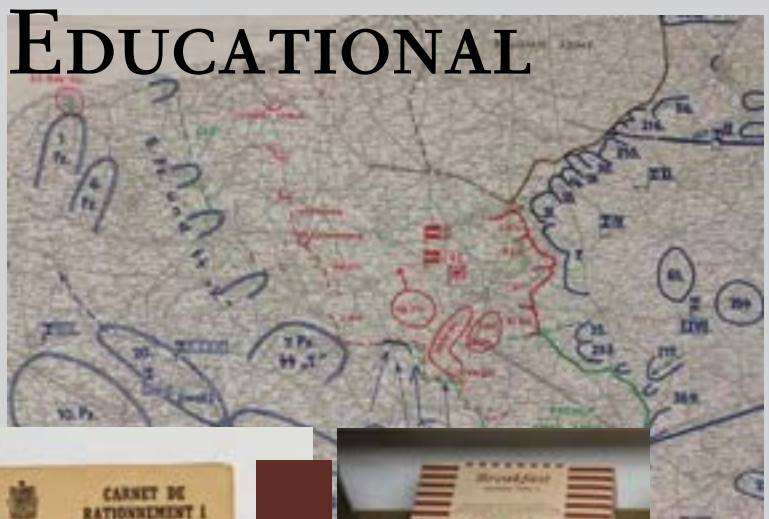
My design collection follows the brand identity of the Buffalo 9 Brewing Company. The purpose of the designs is to flush out the branding identity and consistency through peripheral design elements. Coming to the brewery in a lead design and marketing capacity requires me to further develop the branded elements while aligning design to existing products and branding standards some of which are listed below and displayed below. The branding and values of Buffalo 9 serve to honour and pay respect to the Canadian military and first responders both past and present. The business's connection to those who serve Canada is deeply rooted in the family heritage of the business owners and our patrons. It is important that the branding reflects this heritage through values of respect, education, and accuracy. This uniquely situated brand identity creates specific challenges to design and marketing, a special care towards respect and accuracy in my design depictions must be taken.



SMART Objective

Develop a cohesive set of branding materials (including menu, merchandise design, and can label) that align with Buffalo 9's existing brand guidelines and values, ensuring consistency with the brand's visual standards.

Mood Board



EDUCATIONAL

Accuracy



VALOUR



Brand Colours



Creative Vision

My portfolio for Buffalo 9 will bring the brand's core values of respect, remembrance, and authenticity into a cohesive visual experience. Each design element will pay homage to Canadian military history inspired by authentic artifacts and stories.

Creative Process

Generally, my approach to any design project is to follow the IDEO Design Thinking method. I find that the additional focus on research and definition before ideation generates a better starting point for more flushed-out ideas. I always start my design process with industry research and extensive mood board/ reference gathering. The steps in this process that I sometimes overlook are the prototyping and testing phases. I consciously tried to incorporate this more into my workflow by setting my timeframe to allow for outside discussion on design elements as well as a buffer to redesign portions of the product.

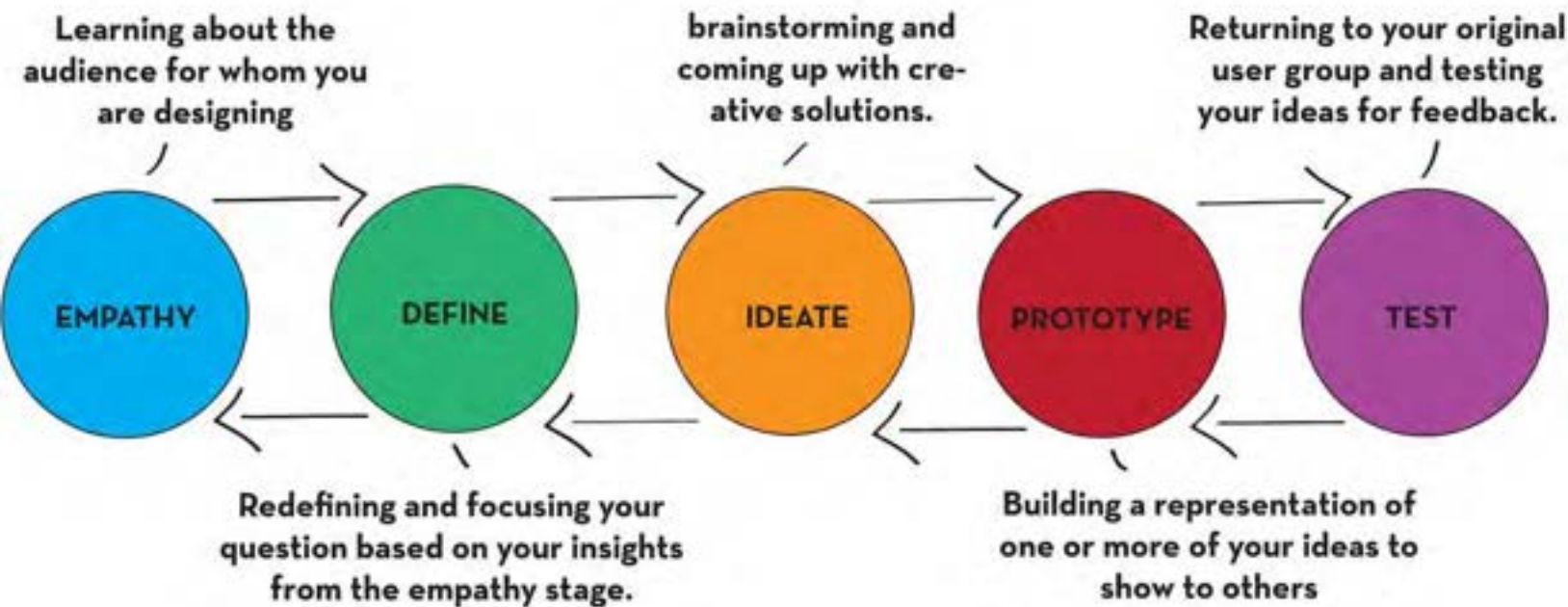


Image: <https://medium.com/@NitashaM/how-design-thinking-can-transform-your-child-s-creativity-46700b3ee70c>

Design 1 - Menu



Design 2 - Merch Illustration



Design 3 - Label Design



Rational for Designs

Menu Design:

When I started thinking about how I could incorporate the menu into the Buffalo 9 theme thoughts of old print pamphlets and ration packaging immediately came to mind. I was unsure if I wanted to use a flat or a folding menu design. As always with my design process I started by doing wide research both on theme-oriented World War artifacts as well as a search of menu design. One style that stood out to me from my previous experience was the two-fold pamphlet style found at local BBQ spot Comery Block. This menu style stands out as unique and is also a fairly cheap and simple design to print only requiring a normal A4 page. I believe I achieved my goals with this design, the typography and overlaid elements create an aged and distressed style to the print. I also believe that the 2 fold style makes the front page seem like a soldier's pamphlet.

T-shirt Design:

The idea I had for the mech design was to design something similar to the old WW2 athletic shirts. I recently learned that the popularity of the printed tee came from individual corps' printed athletic shirts. The printed tee shirt was brought into civilian use after the highly popular Times Magazine cover featured in my mood board. I researched various of original printed tees to get an idea of the style and unique aspects to printing in those days. I settled on creating a similar style shirt featuring the Buffalo aircraft and the namesake of the brewery. I wanted to be as accurate as possible in my illustration so I referenced multiple images of the United Nations Buffalo aircraft that were in use in the 70s surrounding the tragedy of The Buffalo Nine.

Can Label Design:

For the can label I wanted to follow the theme of previous products while adding my own spin on the visual design. I brainstormed different names and stories in my sketches but settled on a design depicting the Halifax explosion. Having spent five years living in Halifax, I know its history and landmarks. The Halifax explosion was one of the most devastating explosions ever witnessed and the fact that many do not know the history of this event is staggering. This design was the biggest challenge for me. The painterly illustrations of the previous cans is not something I can easily recreate so I had to work between PS and AI. My finished painting was too sharp so I attempted to closer align to previous labels using artistic effects in AI. Finally, I used the legacy 3D effects to create a quick can mock-up.

Self Reflection

I found it challenging to create designs for this portfolio that align with my personal style while also adhering to the brand guidelines I set in my brief. Especially in the ideation steps it can be a challenge to develop ideas that respect Canadian military history without glorifying war itself. It was also important that the development of each design stayed as accurate as possible so my research steps were a lot more in-depth than usual. I found it somewhat limiting to constrain my ideas to the facts and source material I was covering. However, the close attention to detail and accuracy will help to communicate my goal of creating designs which encourage thoughtful consideration of our history.