

Jim Fine Brand Identity Design

Process Book

- 1.0 Project Overview and Objectives
- 2.0 Creative Brief
- 3.0 Concept Development
- 4.0 Final Logo Design
- 5.0 Project Design

SECTION 1.1**ABOUT JIM FINE**

Jim Fine Wooden Products Co., Ltd., established in 2005, is dedicated to delivering high-quality wood shutter components. With a commitment to excellence, their mission focuses on providing the highest quality products at reasonable prices alongside superior customer service.

They specialize in the entire supply chain for shutter components, ensuring they can meet any need related to custom stain shutters or painted wood shutters. Their approach is to enhance the quality and efficiency of fabrication while saving costs for their clients. Jim Fine prides itself on a dedicated team that takes pride in offering products that meet a wide range of demands, emphasizing their understanding of wood to perfect the shutter products.

They operate out of Heilongjiang, China, with a workforce of 301 to 500 employees. Their products primarily serve markets in North America, the domestic market in China, and Oceania

SECTION 1.2**ABOUT PROJECT**

They have made their brand stand firm with quality products and reasonable prices. But over the years, their brand didn't have a logo to help them promote it better. To bridge that part, this brand design project helped them become more branded. Visually, to achieve standing out in their industry.



SECTION 1.3**THE GOALS AND OBJECTIVES****Convey the Nature of the Business:**

The logo must visually communicate the company's focus on wood plantation shutters and components. To convey this message effectively, I will use elements or motifs that evoke the feel of wood, craftsmanship, or shutters.

Emphasize Sustainability:

Given the company's commitment to providing ethically and environmentally responsible products, as indicated by their FSC certification, the logo will incorporate elements that suggest sustainability or environmental care.

Highlight Innovation and Efficiency:

The logo should reflect the company's forward-thinking approach, especially regarding manufacturing efficiencies and customer cost reductions. A modern, innovative design may help to convey this.

Promote Trust and Reliability:

As a company with a significant presence in North America, China, and Oceania and with a large employee base, the logo should evoke a sense of stability, trust, and reliability to appeal to a global market.

Versatility:

The design will be versatile enough to be effective across a variety of mediums and applications, from digital platforms to product packaging, ensuring brand consistency and recognition.

Memorability:

Creating a distinctive and memorable logo is crucial for brand recognition. It will make a lasting impression on potential clients.

SECTION 2.1

SOME LOGO DESIGN IDEAS

Nature-Inspired Motifs

- Use elements like leaves or trees to symbolize the company's commitment to sustainability and eco-friendliness.
- Incorporate wood grain patterns or textures into the logo design to directly reference the primary material used in their products.

Shutter Elements

- Integrate shapes or silhouettes of shutters or shutter slats into the logo, making it immediately clear what the company specializes in.
- Play with negative space to create the image of a window or shutter within the logo, offering a clever visual twist.

Modern Typography

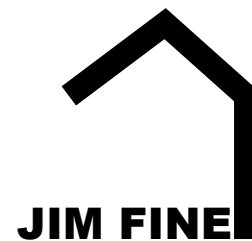
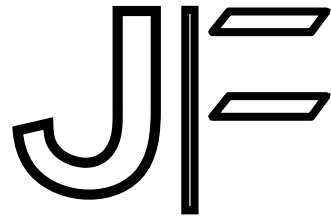
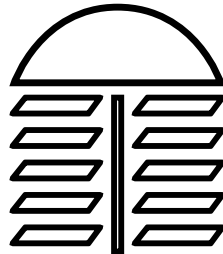
- Utilize clean, modern typography with a unique lettering style for the company name.

Elegant and simple shapes

- Use an elegant geometric shape for the logo. This can be a square or rectangle, or consider a pattern of shutter slats.
- Simplicity often conveys a sense of luxury and high quality.

Warm and Earthy Color Palette

- Choose colors that evoke warmth and natural beauty, such as earthy browns, greens, or deep wood stain colors, to highlight the wooden aspect of the products.
- A splash of green can emphasize the eco-friendly aspect of the business.



CONS:

looks oversimplified in large formats

Don't clearly relate to the shutter industry or the brand's unique value proposition can confuse the target audience.

Includes elements with negative connotations

Ji Fine



Blue

Green

WHY:**Psychological Impact:**

Blue is widely recognized for its calming and trustworthy qualities. Incorporating blue can suggest reliability and a sense of calmness.

Green, It's closely tied to themes of nature and sustainability. Jim Fine's brand values or products are associated with wood, and the color green effectively communicates those promises.

Market Positioning:

Competitors primarily use other colors, blue and green can help Jim Fine's brand stand out visually in the marketplace.

Visual Harmony:

Blue and green are close to each other on the color wheel, creating a naturally pleasing and cohesive visual experience.

Jim Fine

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SECTION 3.4

LOGO/MARK PROCESS(cont...)



SECTION 3.5

COLORS



#046aba



#59d055

Jim Fine

Jim Fine
Shutters

Jim Fine

Since 2005

Jim Fine



SECTION 5.1

BUSINESS CARDS



Jim Fine
Shutters



The mark of
responsible forestry
FSC® C108803

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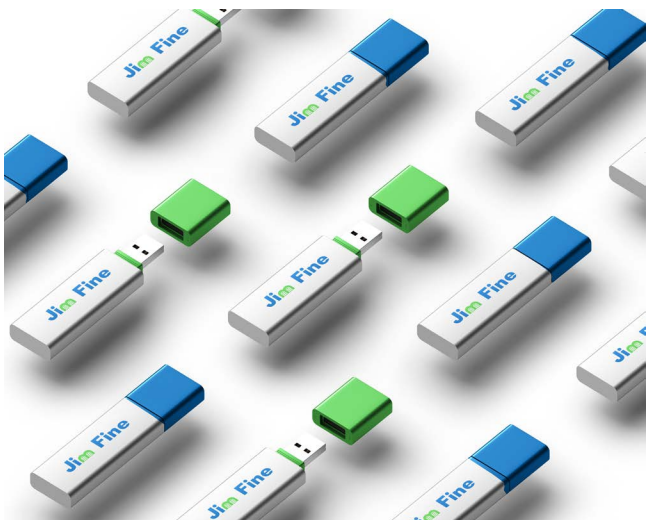
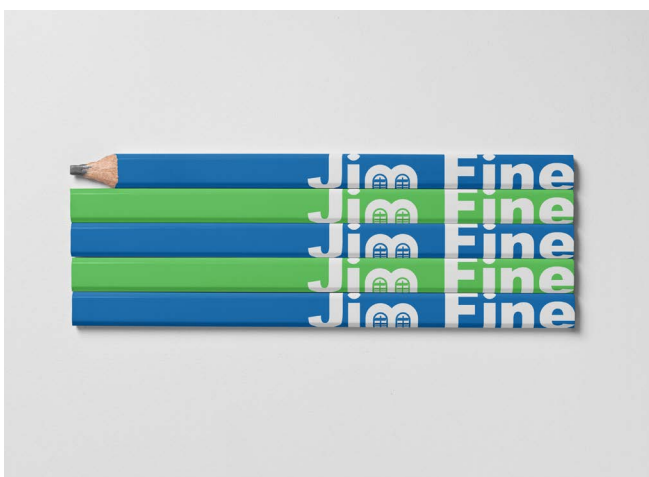


SECTION 5.2

CREW UNIFORMS

Jim Fine's crew are easily identified by their uniforms. All uniforms are blue.







SECTION 5.5

TRANSPORTATION

Other modes of transportation, such as trucks are used to facilitate the transportation of Jim Fine's cargo.



SECTION 5.6

OTHER RELATED PRODUCTS

The company's owner, being a connoisseur and enthusiast of alcoholic beverages, has dedicated a space within his business for storing wine and hosting gatherings with friends.



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