



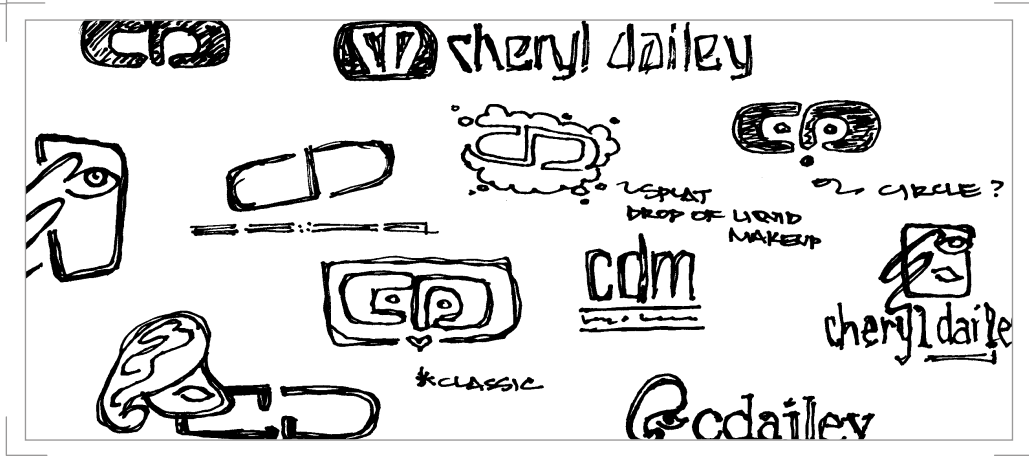
*not an ordinary name. not an ordinary studio.

Case Study Three

Identity design :: Cheryl Dailey Makeup + Hair

Challenge The client, Cheryl Dailey, is a professional makeup and hair artist working in the competitive San Francisco Bay Area, offering years of experience in the personal care industry working as a hair and makeup artist, stylist and salon owner. The client requested a classic, yet hip logo... professional, speak to the target audience (everyone from fashion photographers to brides-to-be, art directors and other agency creatives to everyday women), be unique, memorable and help set her apart. A few keywords that would best describe the client: dependable, innovative, creative, friendly, modern, hip, intelligent, established.

A selection of sketches and initial explorations for consideration



Exploration Early explorations focused on a variety of beauty, cosmetic and fashion related themes - facial features (eyes, hair, lips), initials (think Chanel), etc... Several directions were chosen for development, type and color explorations followed. Colors choices - synonymous with the cosmetic and fashion industry - reds (sensual, passionate, dramatic, exciting, provocative), purples (creative, unique, innovative), pink (soft, feminine, healthy) and black (classic, elegant, bold).

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Identity design :: Cheryl Dailey Makeup + Hair

The final approved client logo (mark & mark with type)

Solution angryporcupine*design developed a logo that meets the clients needs - one that is simple and classic (yet hip), designed for longevity. The solution presents the client as a dependable, experienced professional and speaks to the target audience. The client's initials (CD) create the shape of the head and hair with the "D" forming the bridge of the nose which leads your eye downward to the pursed lips.



The final client business card (front & back of card shown)

Application An immediate need for the client included the design of a business card that could be distributed to art directors and photographers on photoshoots, sent to prospective clients, etc... To complement the logo and reflect the nature of the clients' business, a card was designed using a smaller, more personal format (3.5" x 1.5"), printed in two colors on Curious Metallics (Ice Gold). The stock was chosen because it offers a metallic finish that shimmers and shines like many cosmetic powders (eyeshadow, blush, etc...) and the finished size of the card resembles a makeup compact, small with soft rounded edges.

