



Kadin Chin

Process Book

Corporate
Identity

Fall 2025

Creative Brief

Kadin Chin

Corporate Identity

Fall 2025

For this class, we were tasked with taking existing logomarks and redesigning them, followed by fully building out one of the logos into a full brand build out.

The project starts with use choosing five companies to redesign their mark. Then from those, three were chosen to create colored, digital marks, and then from there we took one to final build out.

I chose to rebrand Voudris Law, All Media, Rockne’s, Hearts for Music, and RB&W.

LOGO RESEARCH

GOOD – Professional



Cardinal Law

Cardinal Law LLC is a law firm in Hudson Ohio with a focus on Real Estate, Estate Planning, and Businesses.

The Cardinal is a fun touch that reminds of the local origins, while contrasted with the strong, serif typography. The colors are simple and work well together.

GOOD – Retail



Coop

Coop is one of Switzerland's largest retail and wholesale companies. The company has been structured in a cooperative way.

The logo is simple and very easy to notice with bright colors and repeating counters. The overlapping o's also lend push idea of a cooperative company.

GOOD – Service



Chili's

Chili's Grill & Bar is an American casual dining restaurant chain.

The logo is very iconic and easily recognizable, playing with the idea of a Chili pepper with the apostrophe as the small stem piece.. It's very clever and solid shape language with bright colors.

GOOD – Non-Profit



The Trevor Project

The Trevor Project is a group focused on suicide prevention efforts for LGBTQ youth.

The solid bold type stands loud and proud. And the bold type doesn't yell, but provide safety. The star also points forward which looks towards the future.

GOOD – Manufacturing



Echogen

Echogen is a robotic welding manufacturer. The big thing they promote is how innovative and future-minded they are.

Thus their logo reflects that, using a very sleek sans-serif type with precision cuts throughout. But it doesn't look frail, it looks hi-tech and reliable.

BAD – Professional



Voudris Law

Voudris Law is a law firm that specializes in wrongful terminations and worker's rights.

Their emblem incorporates too many elements at too much detail. The leaf laurel has little to do with law. There is far too much ornamentation.. The logo feels confused despites its appropriate elements.

BAD – Retail

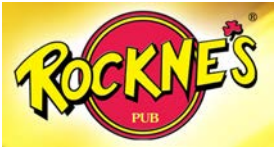


All Media

All Media Art is a local art store near Kent State Campus. The name of the store is All Media Art, not just Art store.

The bad hierarchy is only further exemplified by the very muted colors, and it just doesn't stand out or catch your eye in any meaningful way.

BAD – Service



Rockne's

Rockne's is a local restaurant chain in Ohio. The shape of the logo reminiscent of older family restaurants and the type is this fun vibe. However, there is a lot of unneeded complexity. There are versions where its just the type and I prefer those. And the apostrophe being a clover is cute, but too small to see at a glance.

BAD – Non-Profit



Hearts for Music

Hearts for Music is a non-profit that provides music therapy to special needs individuals across Ohio. The logo has far too many elements going on.

No logo needs 2 taglines. The heart with the figures knocked out could also be simplified for a more digestible look.

BAD – Manufacturing



RB&W

RB&W, or Russell, Burdsall & Ward Bolt and Nut Company, are cold-steel manufacturers. The logo has this strange gradient tornado? The type is fine, but with how difficult the mark is to read, the type does nothing to help the viewer understand what is happening. The two elements feel very unrelated to each other.

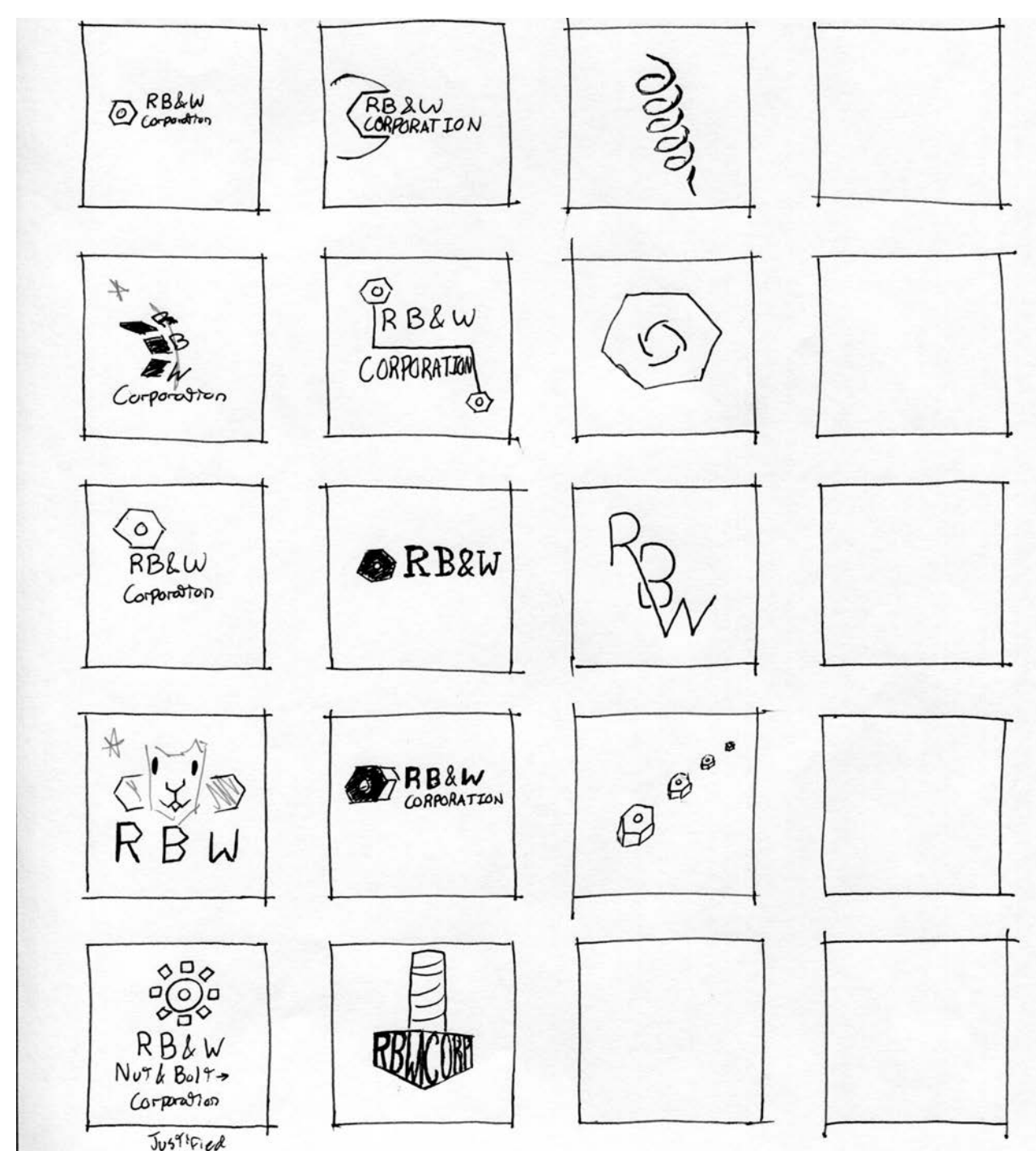
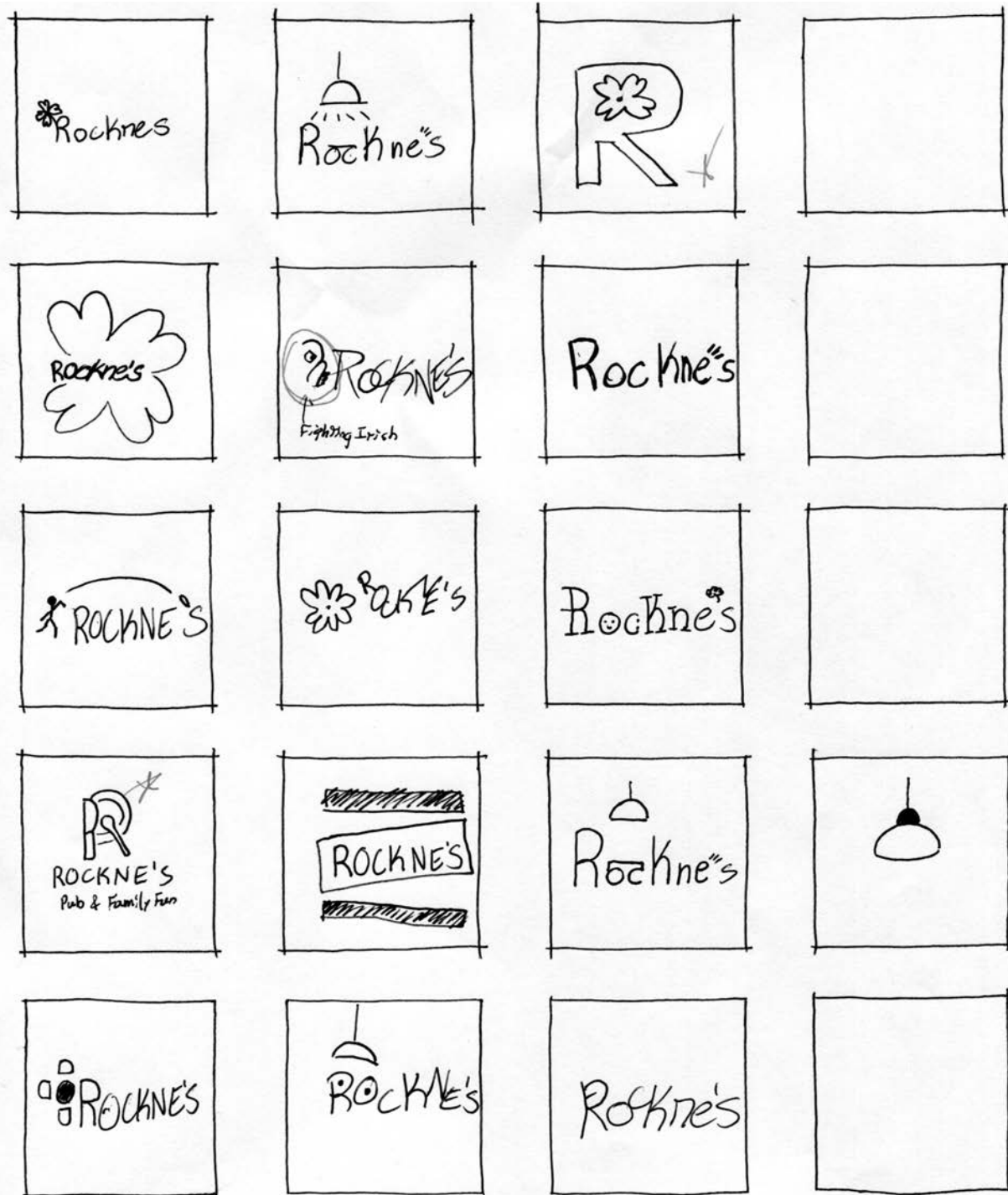
Creative Brief

Sketches

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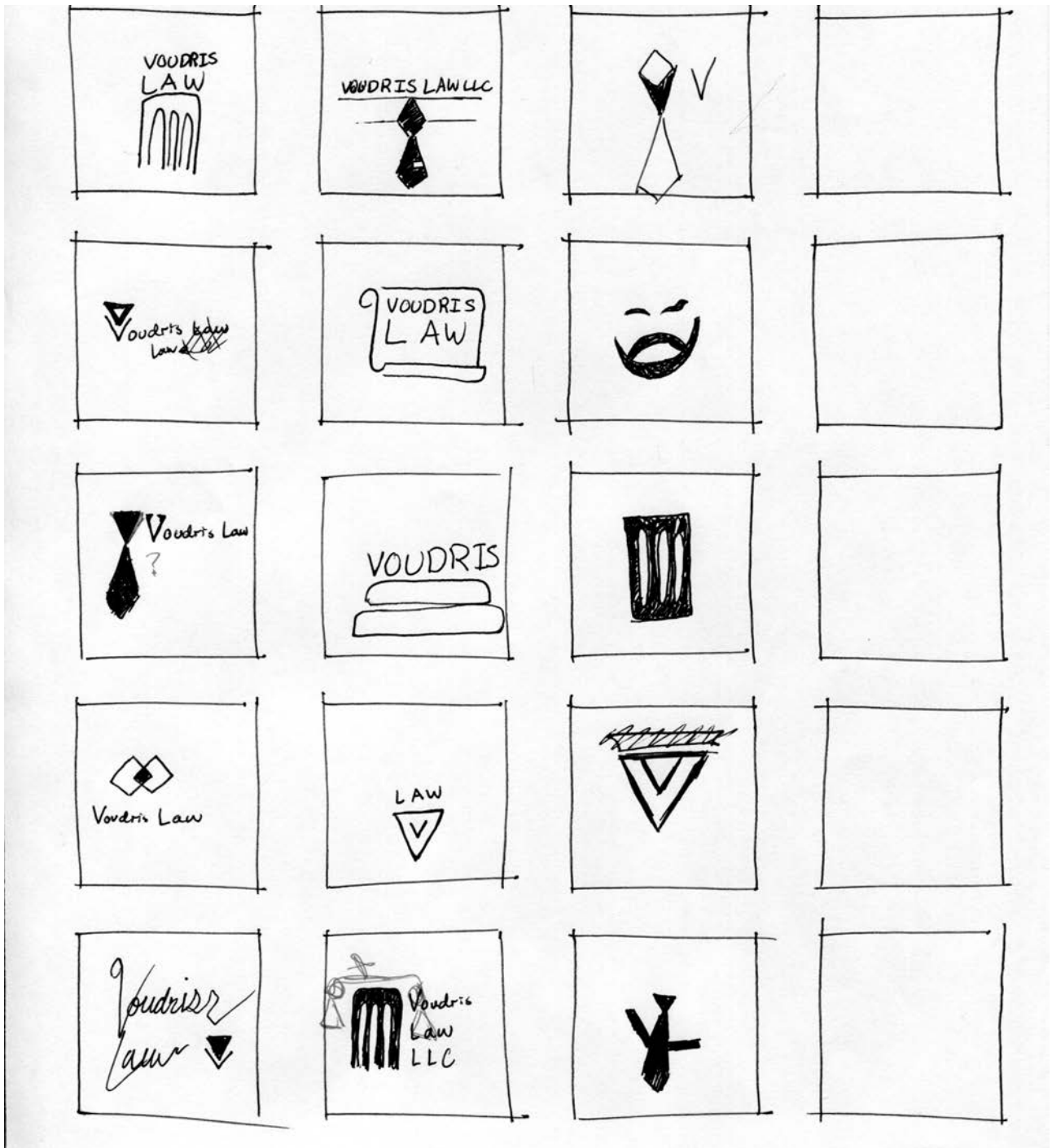
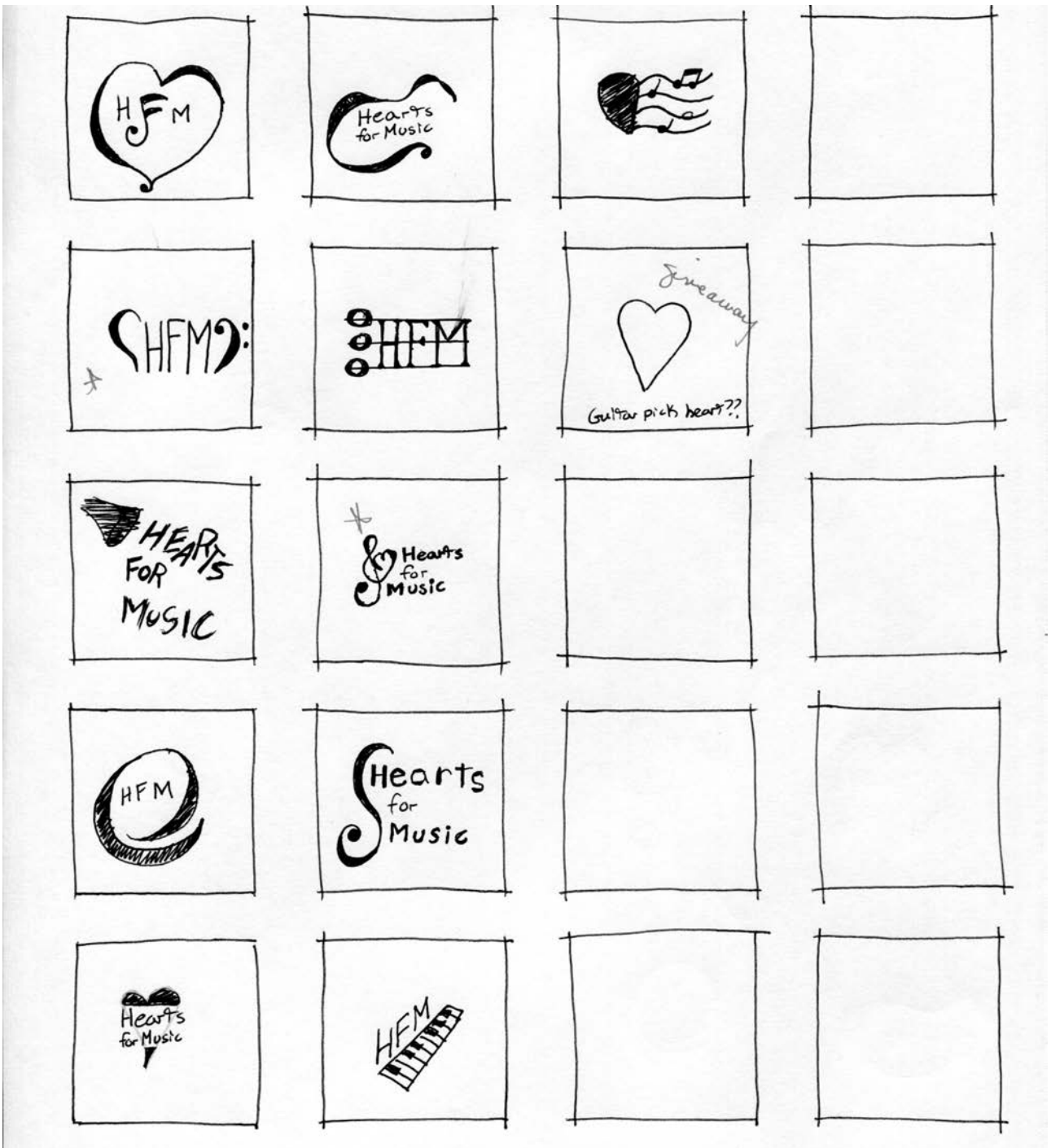


Sketches

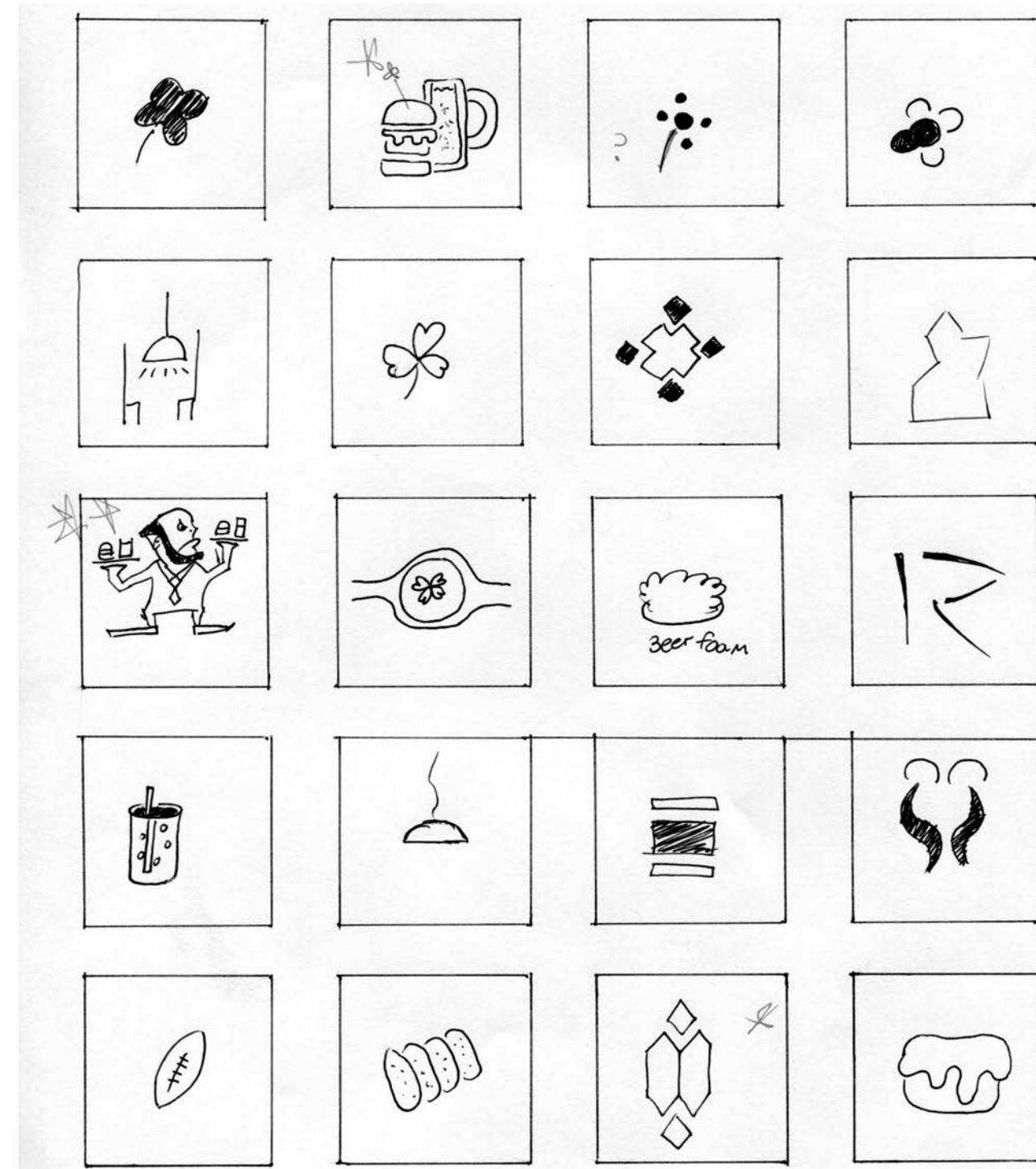
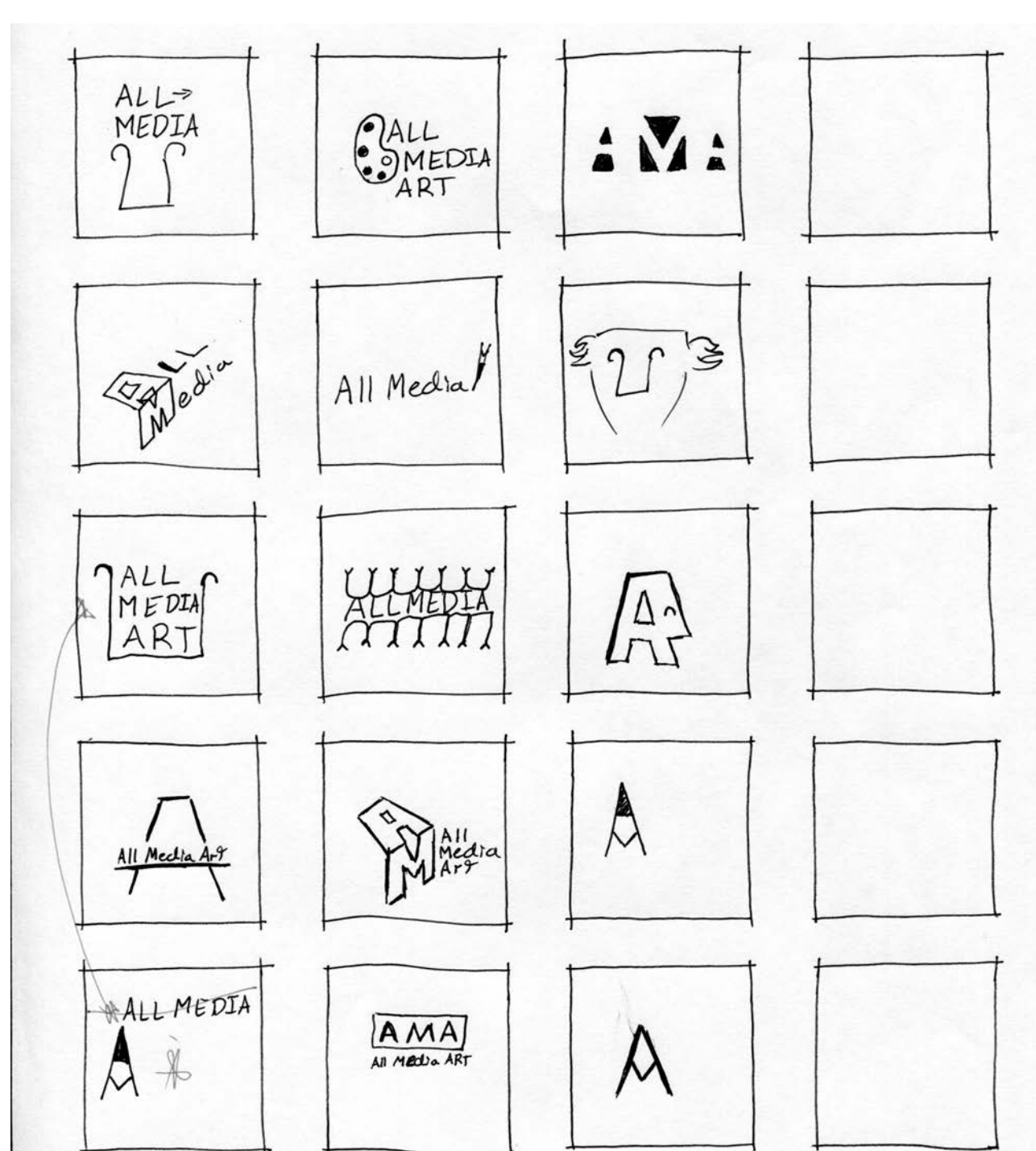
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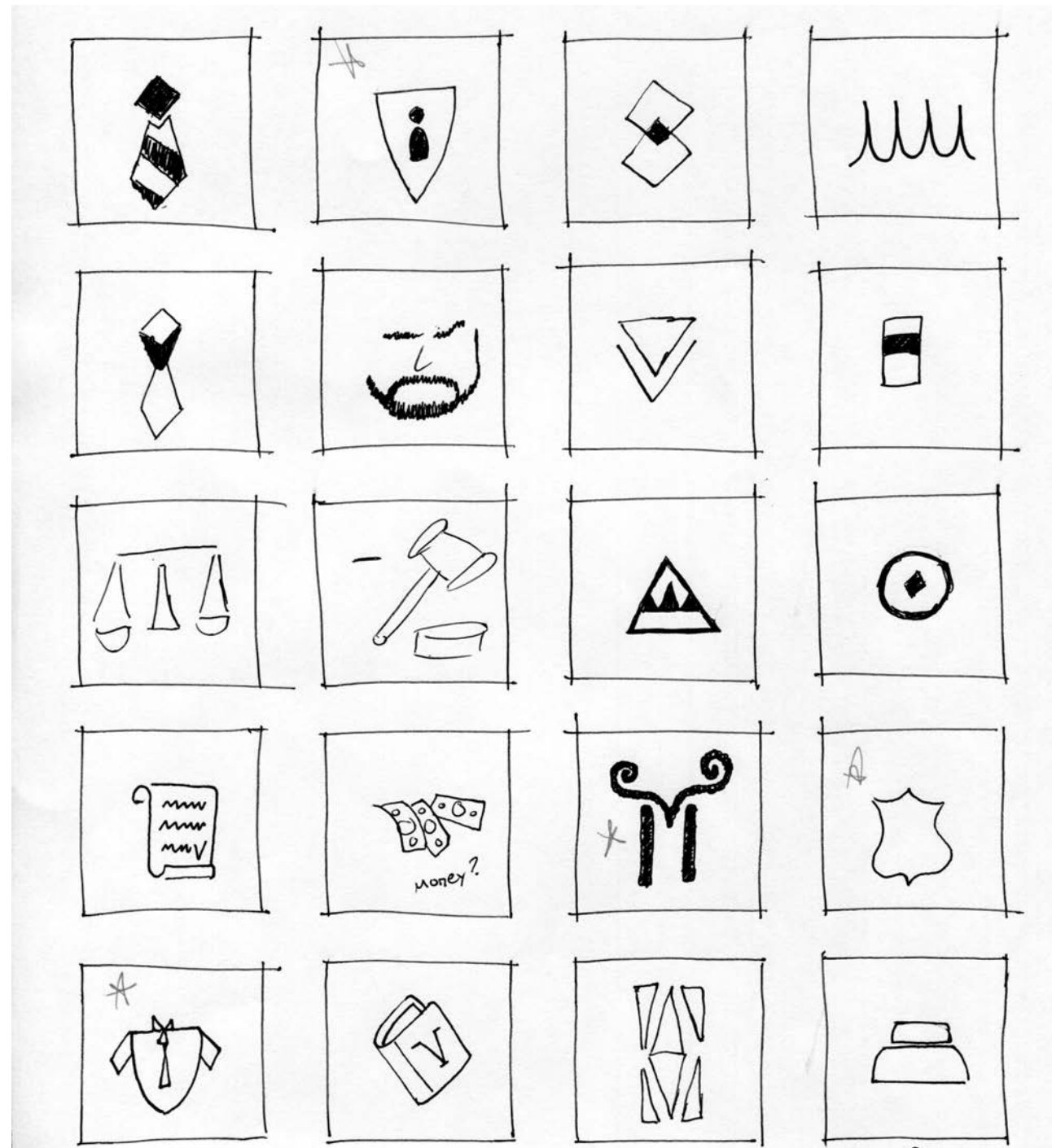
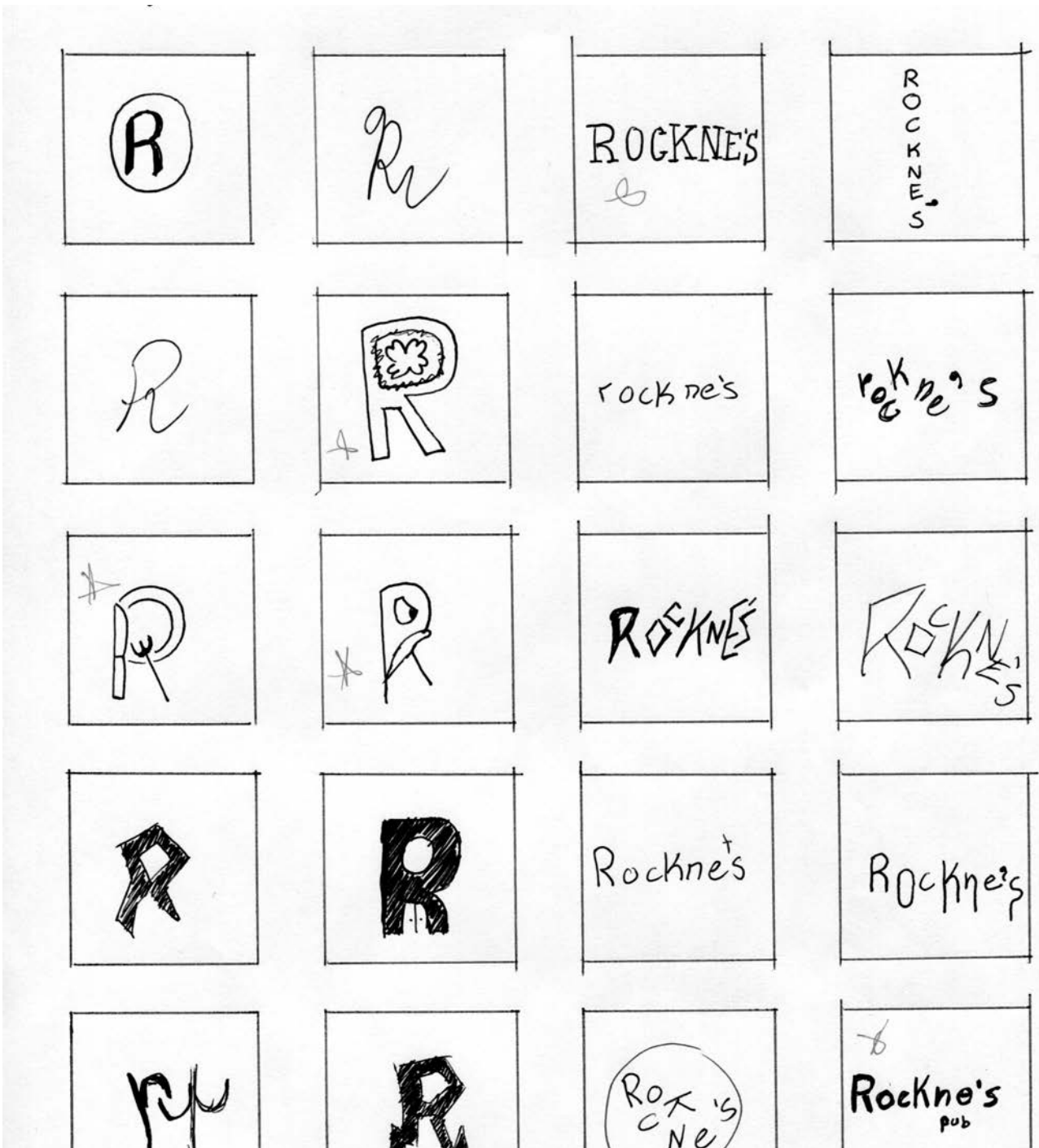


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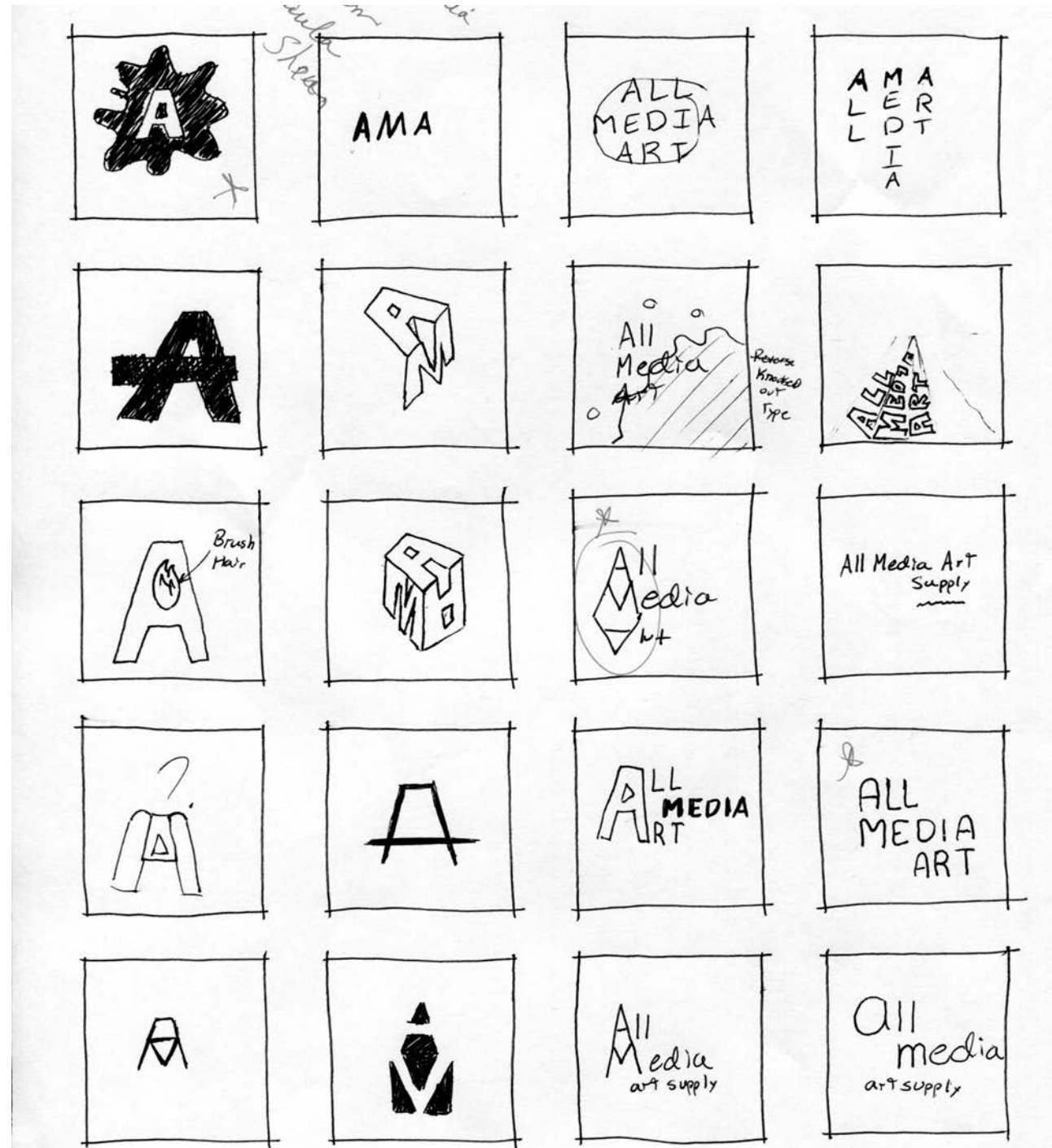
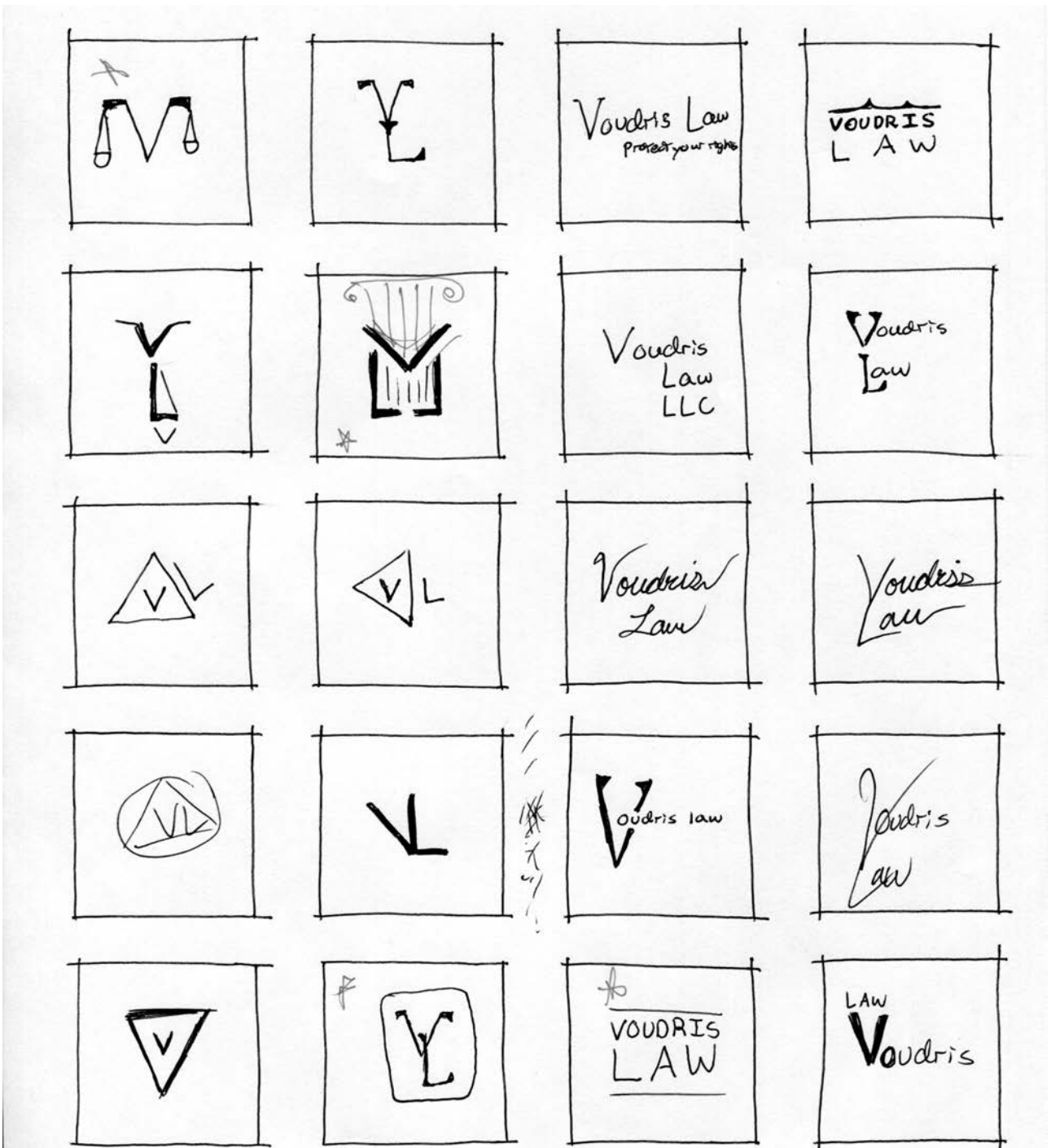
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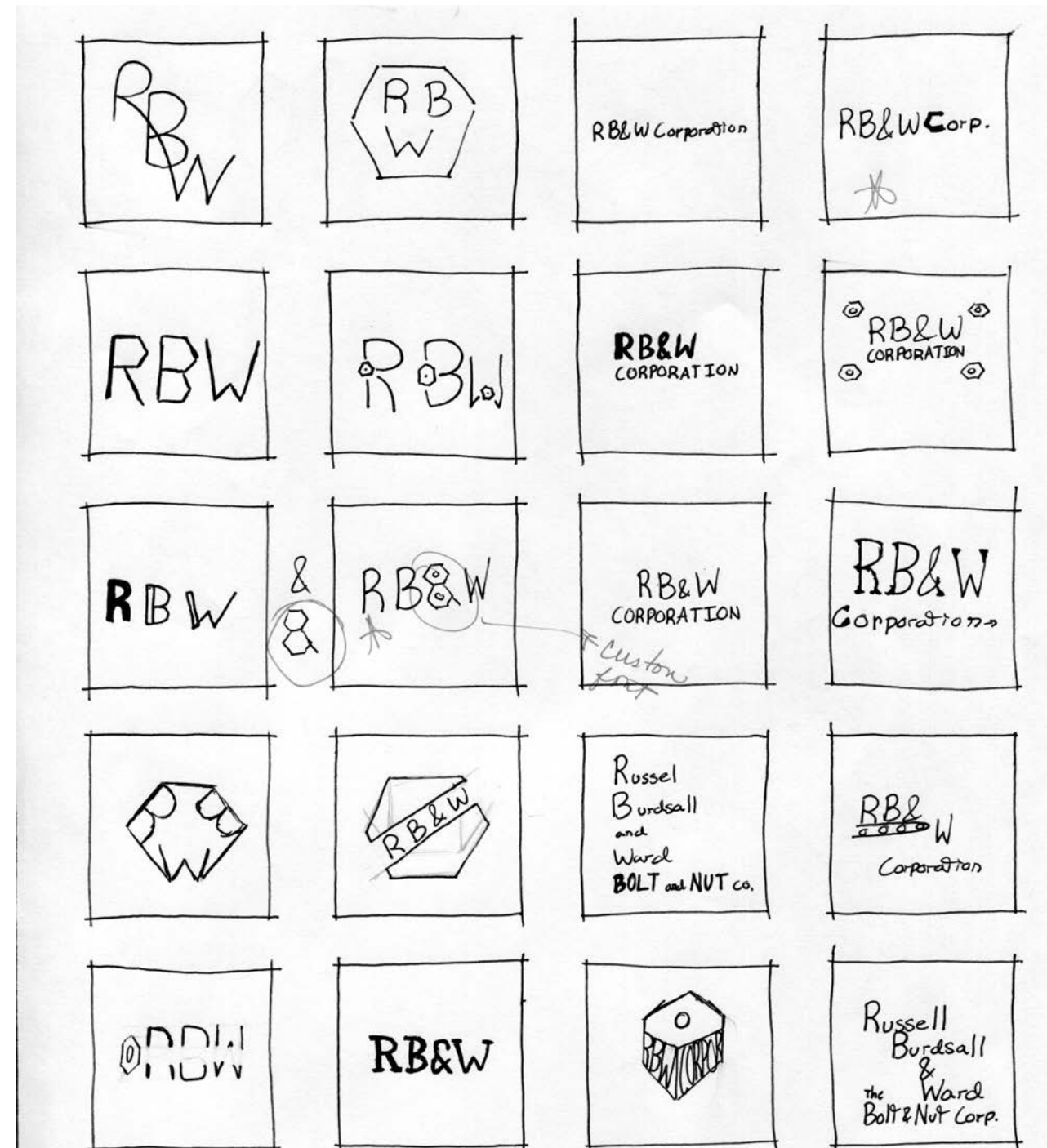
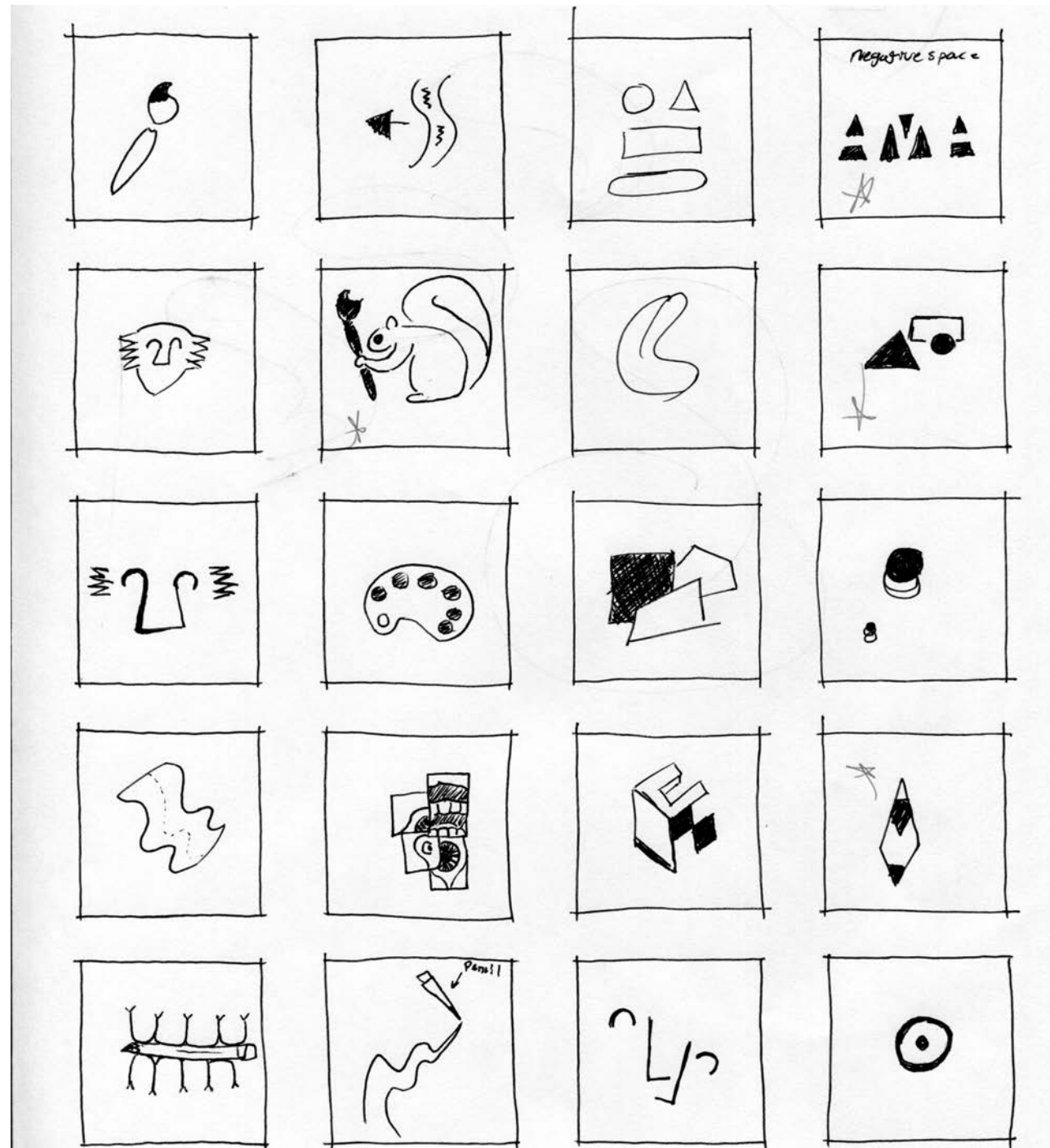
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Sketches



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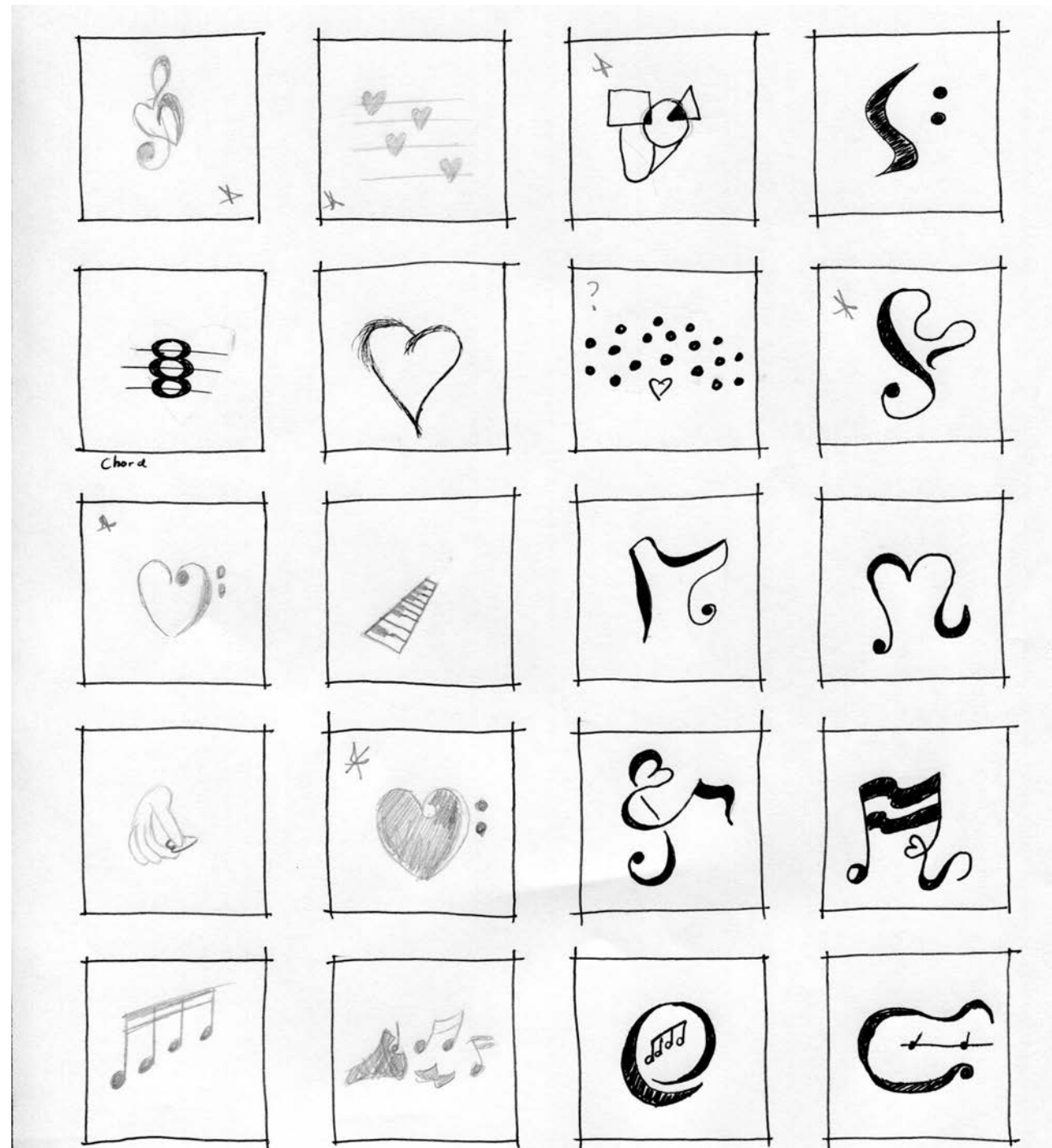
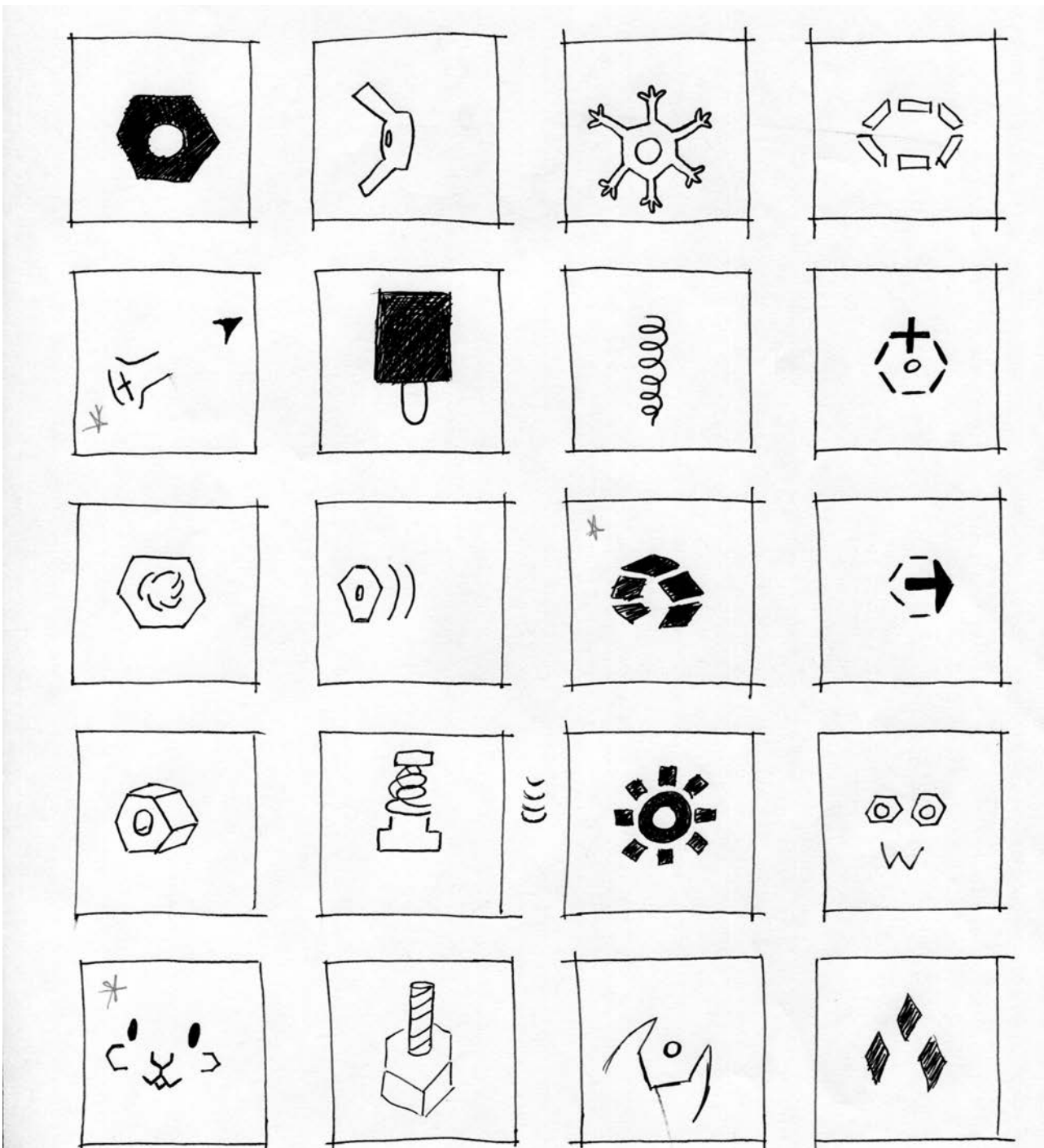


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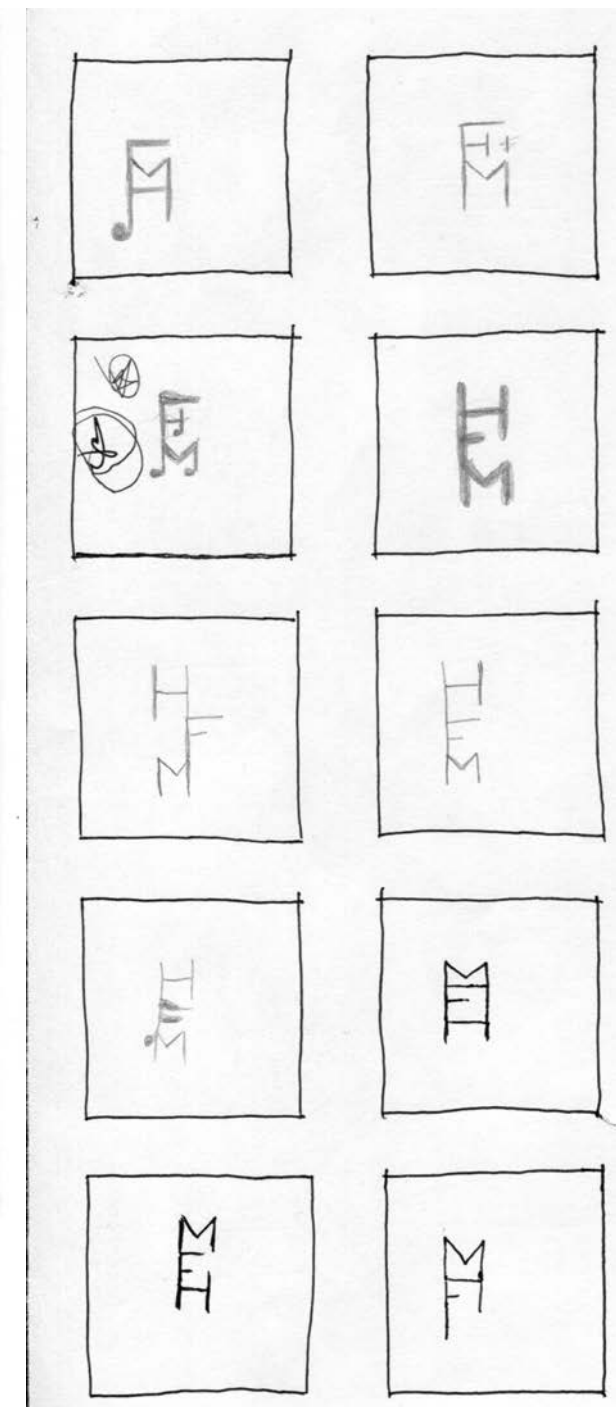
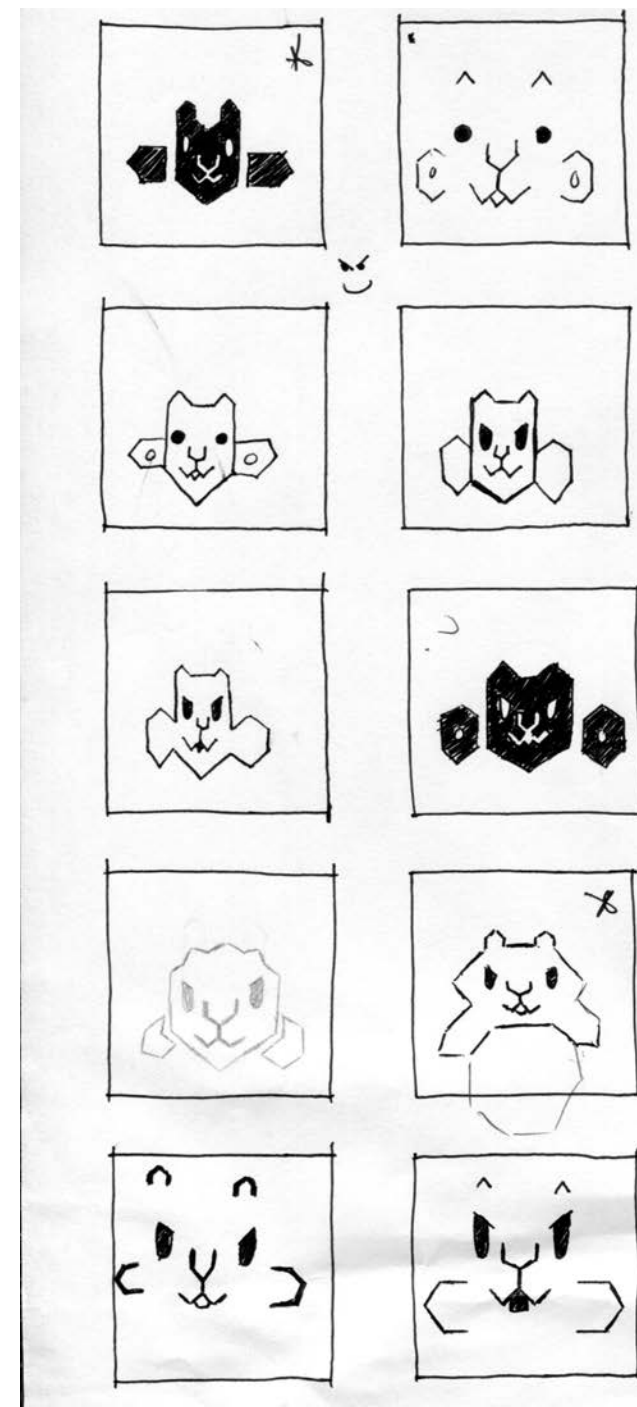
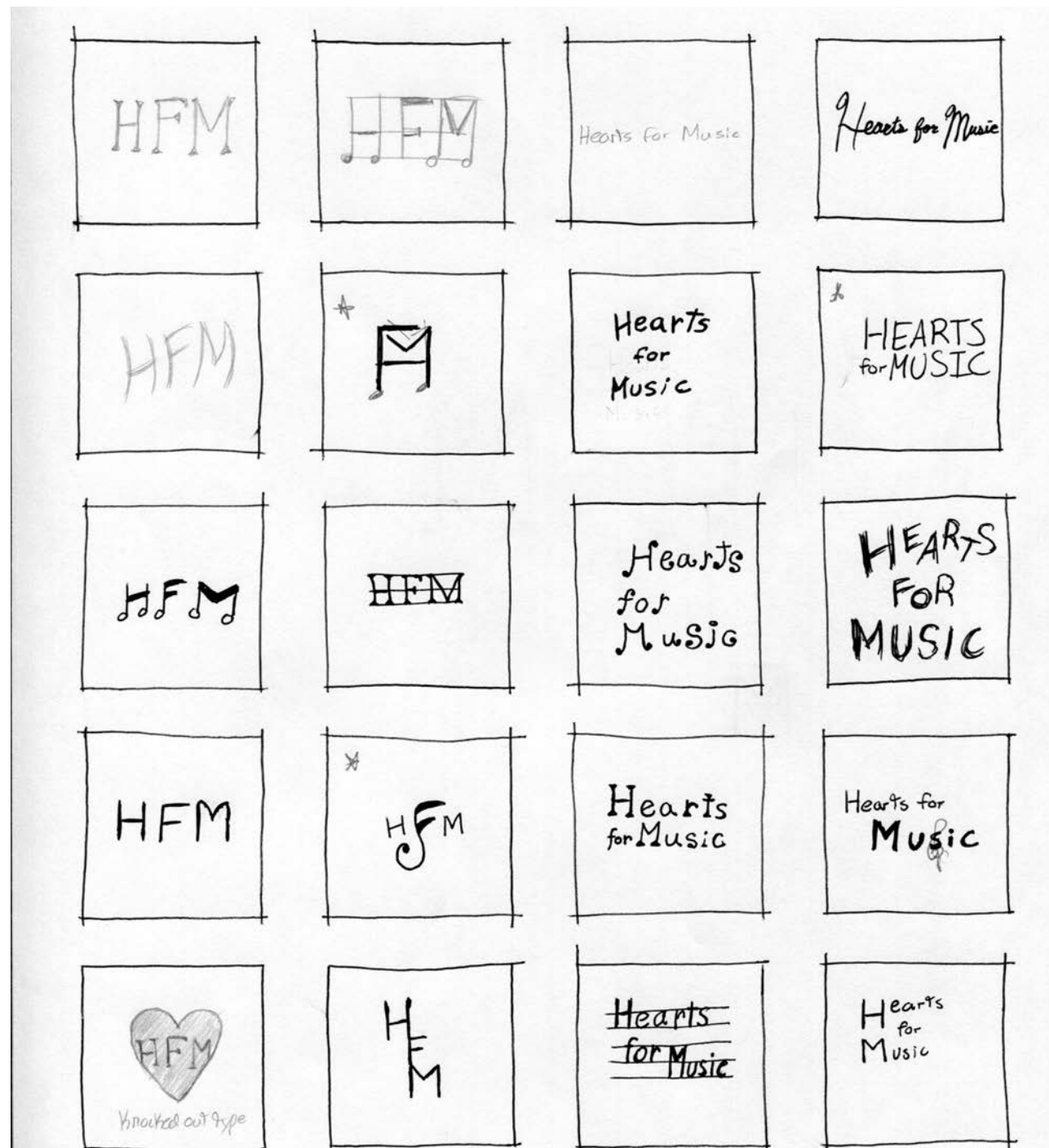
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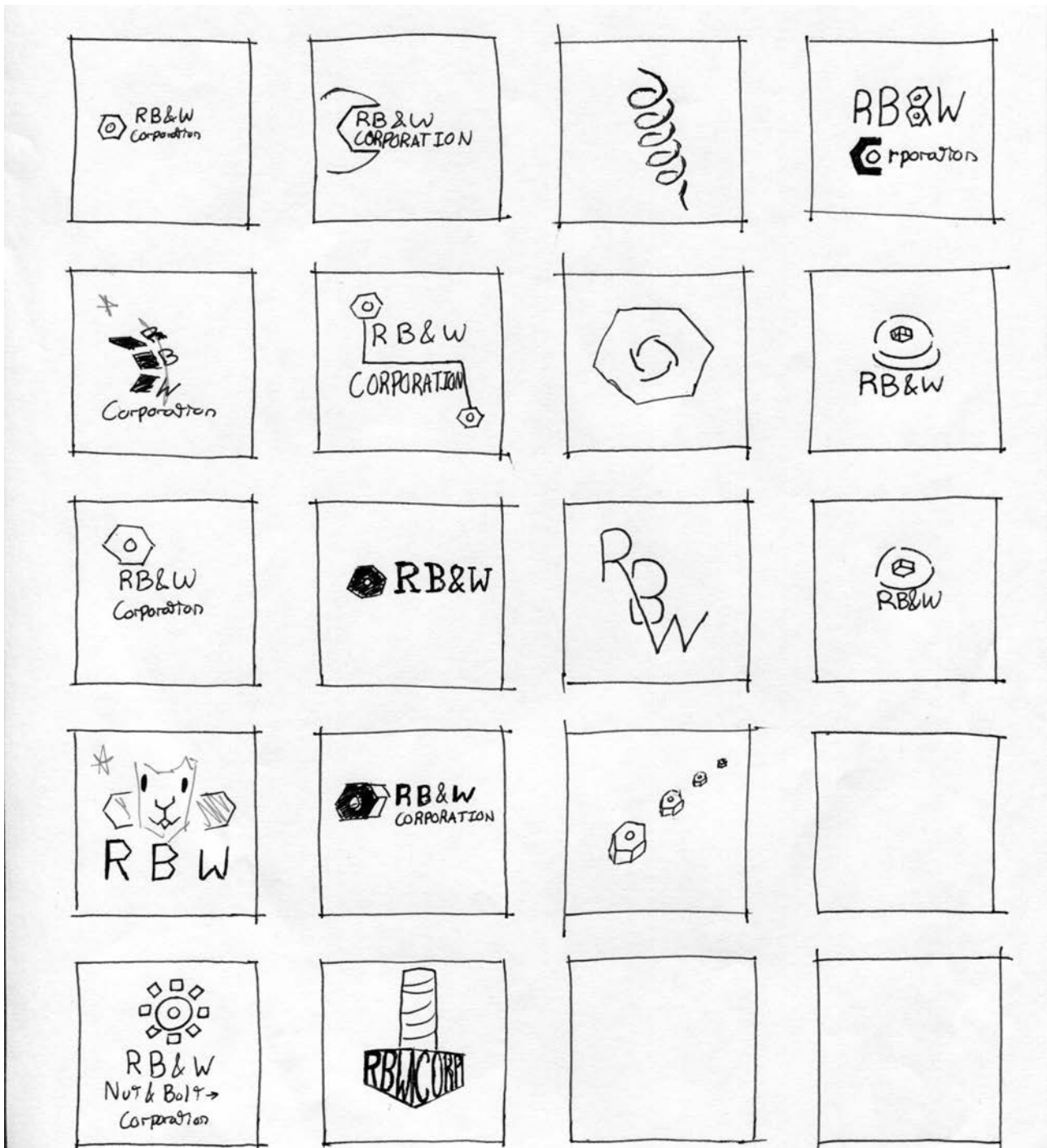
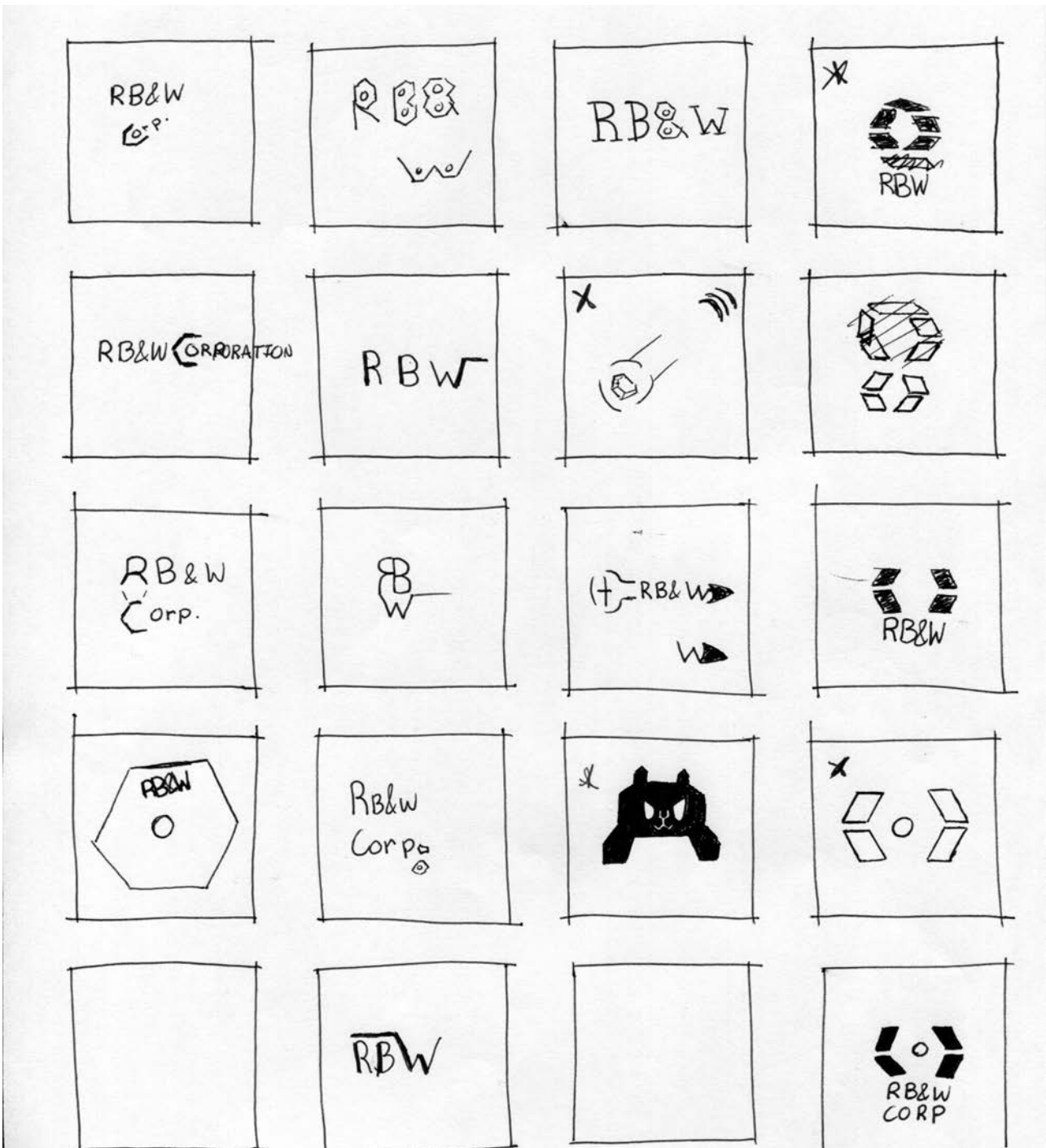


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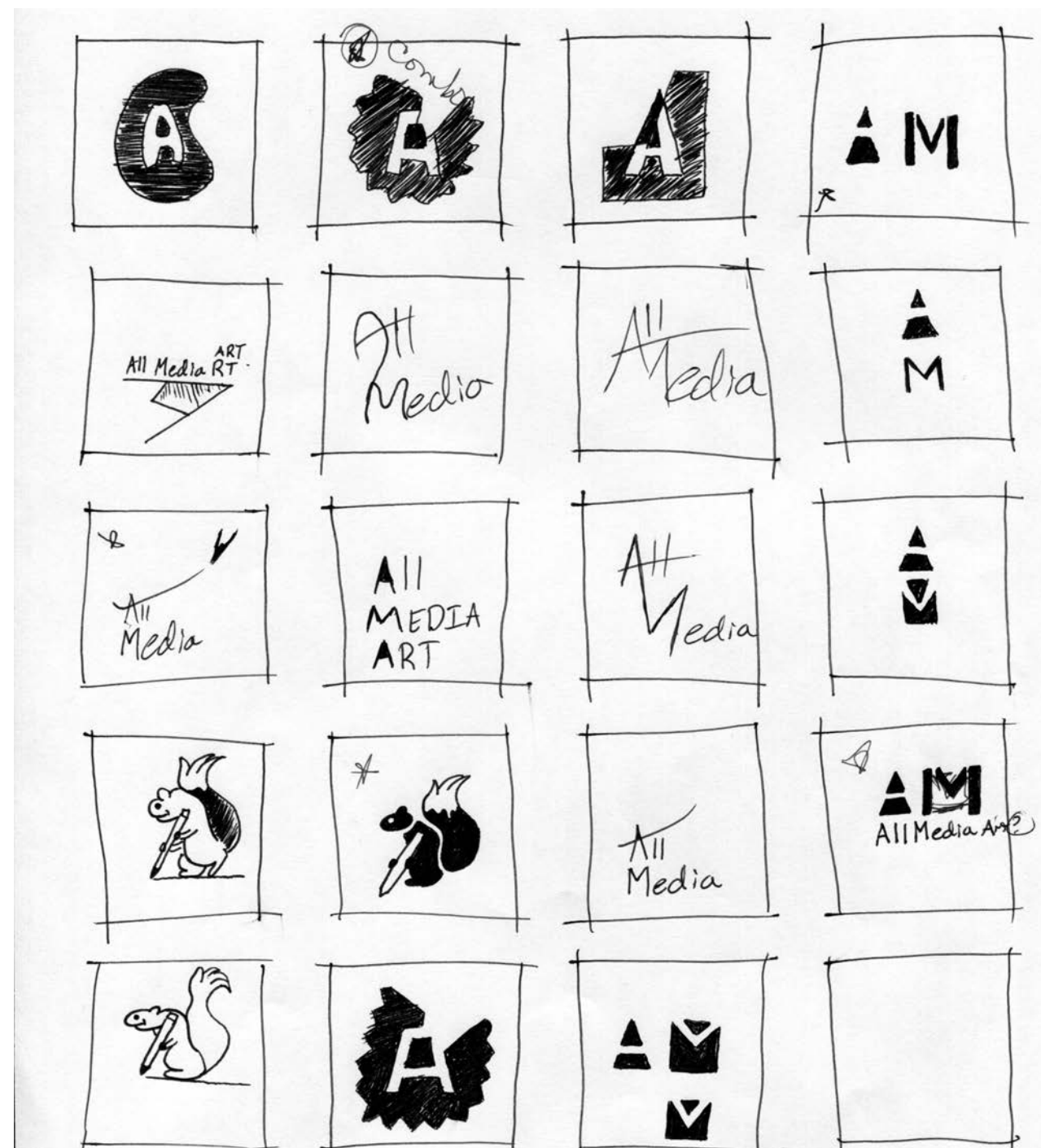
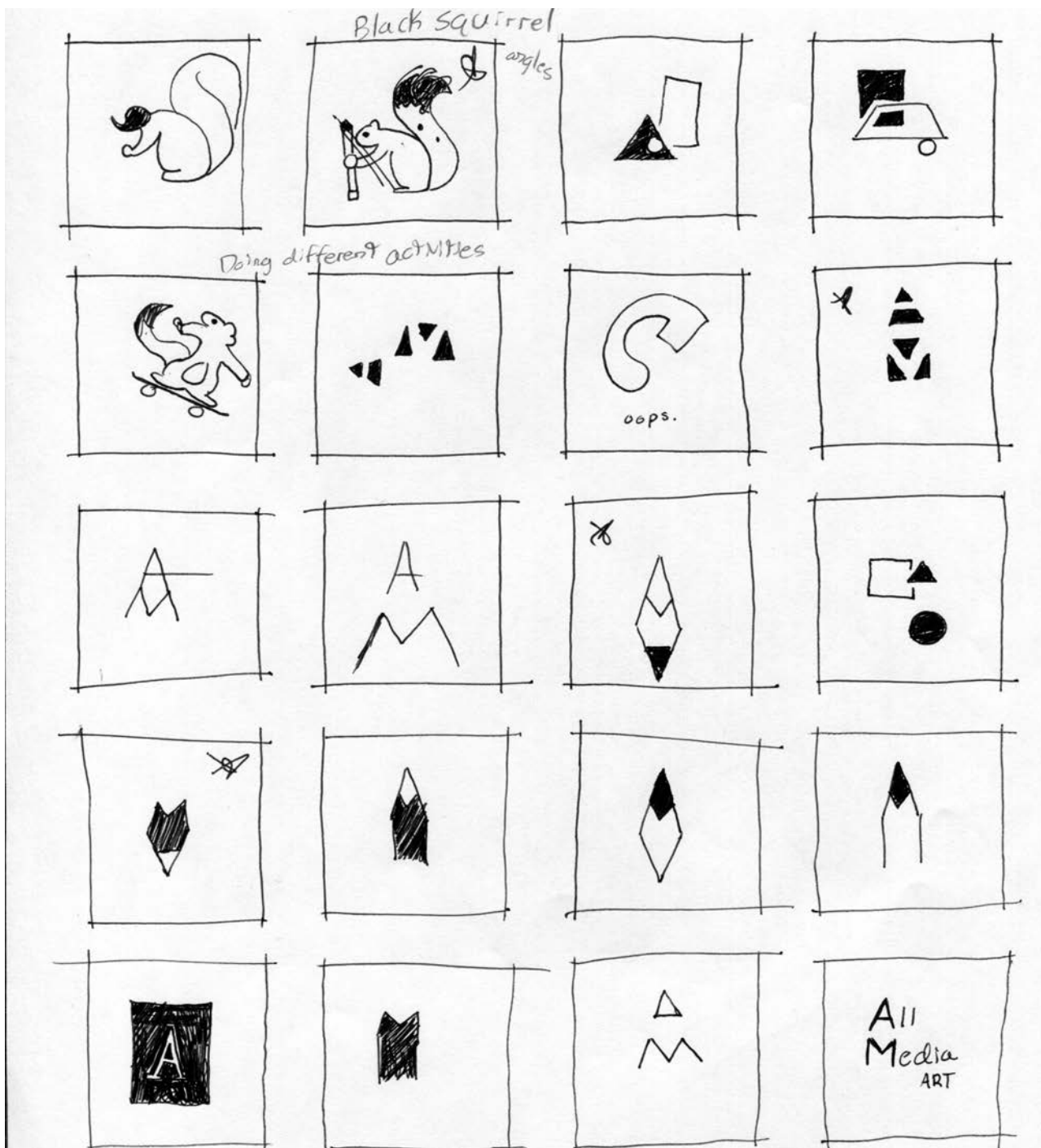


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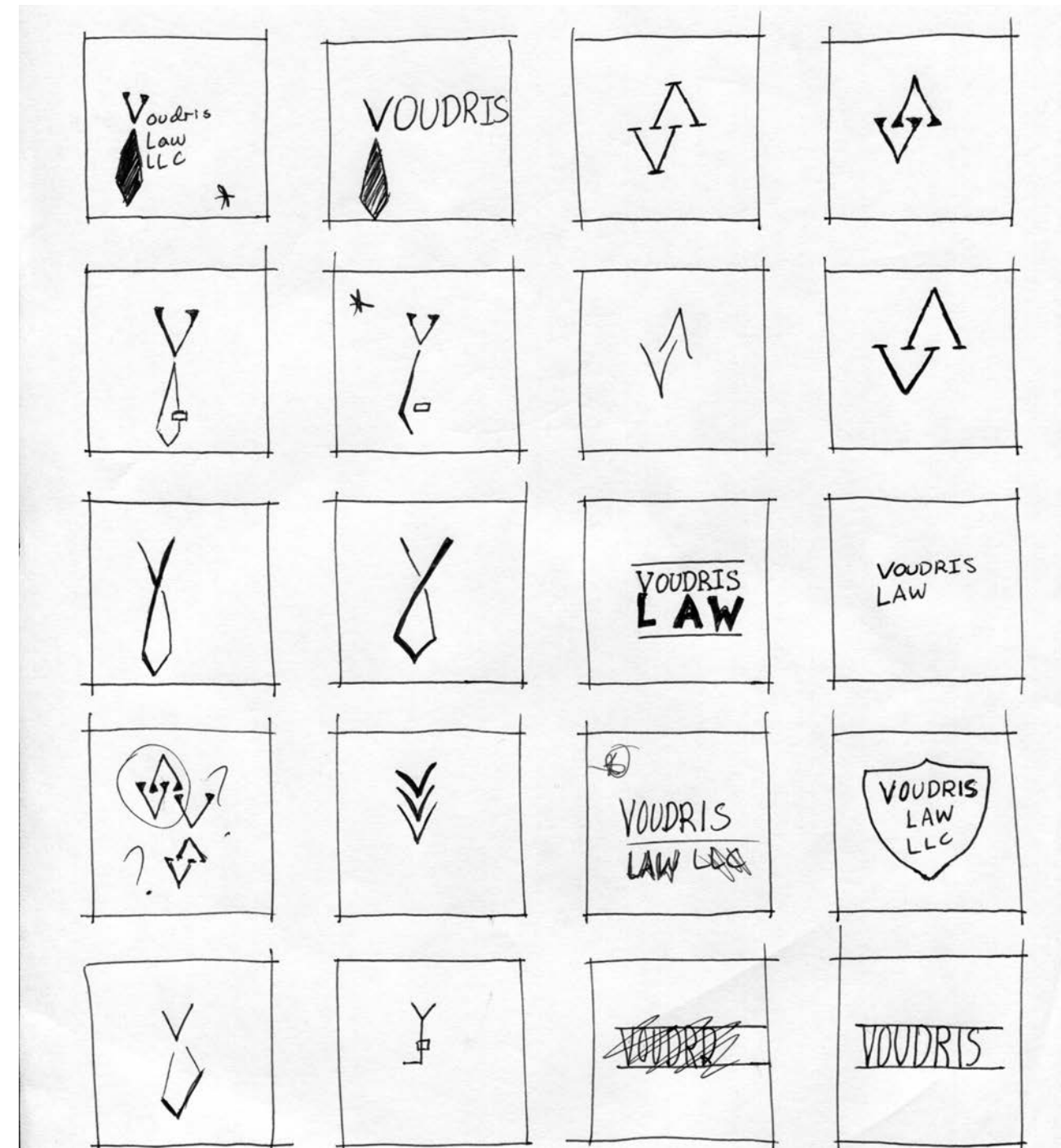
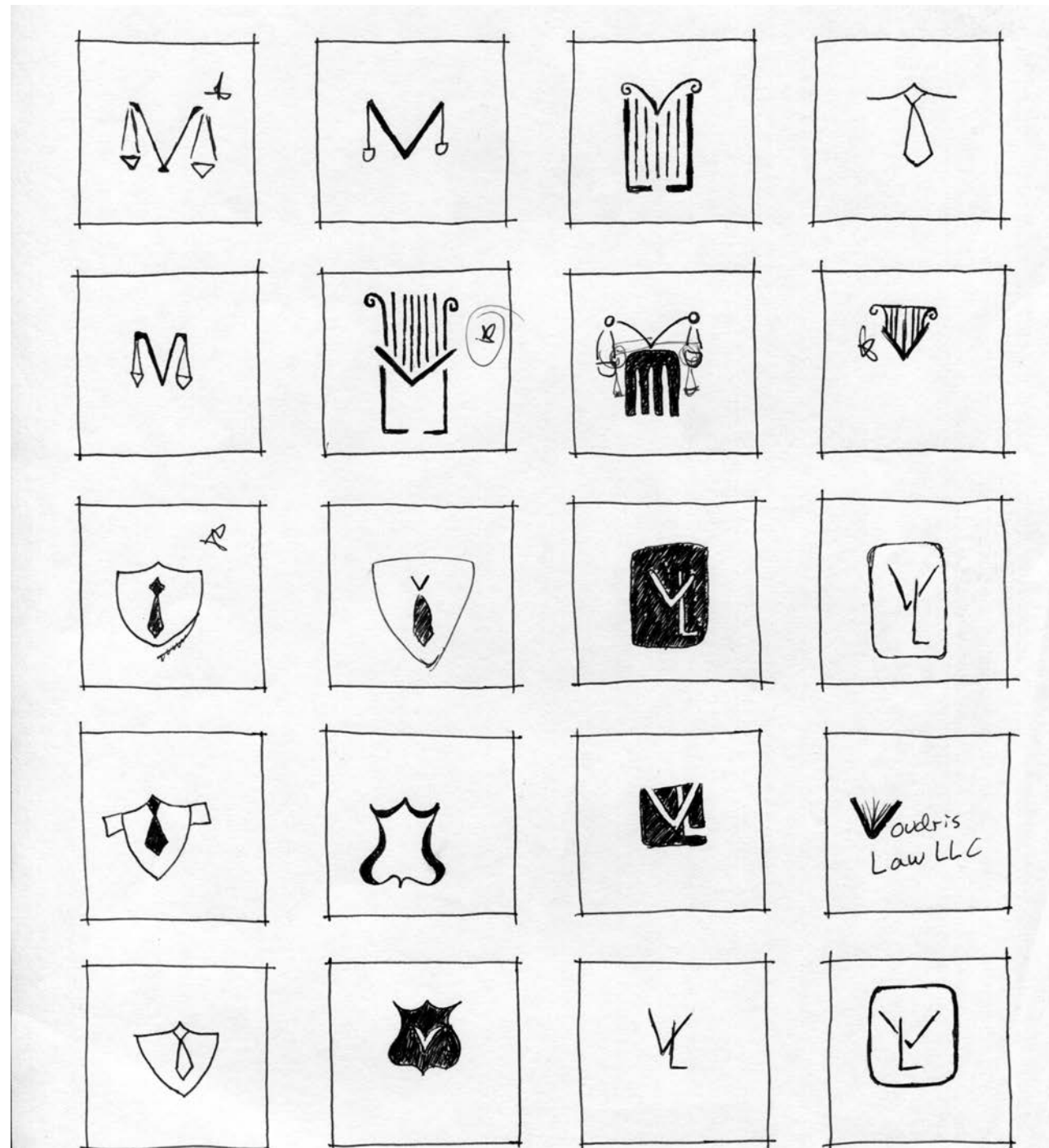


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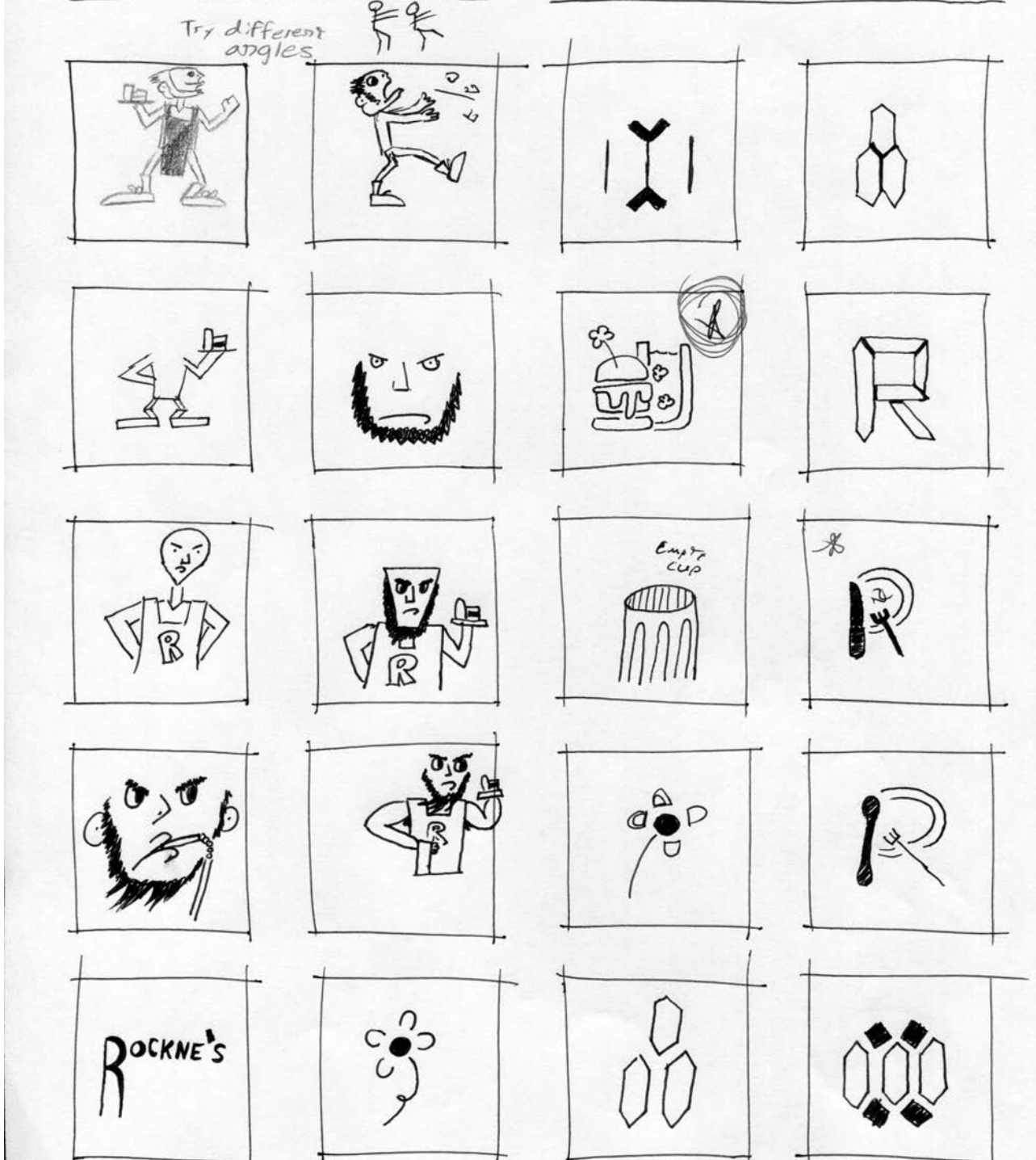


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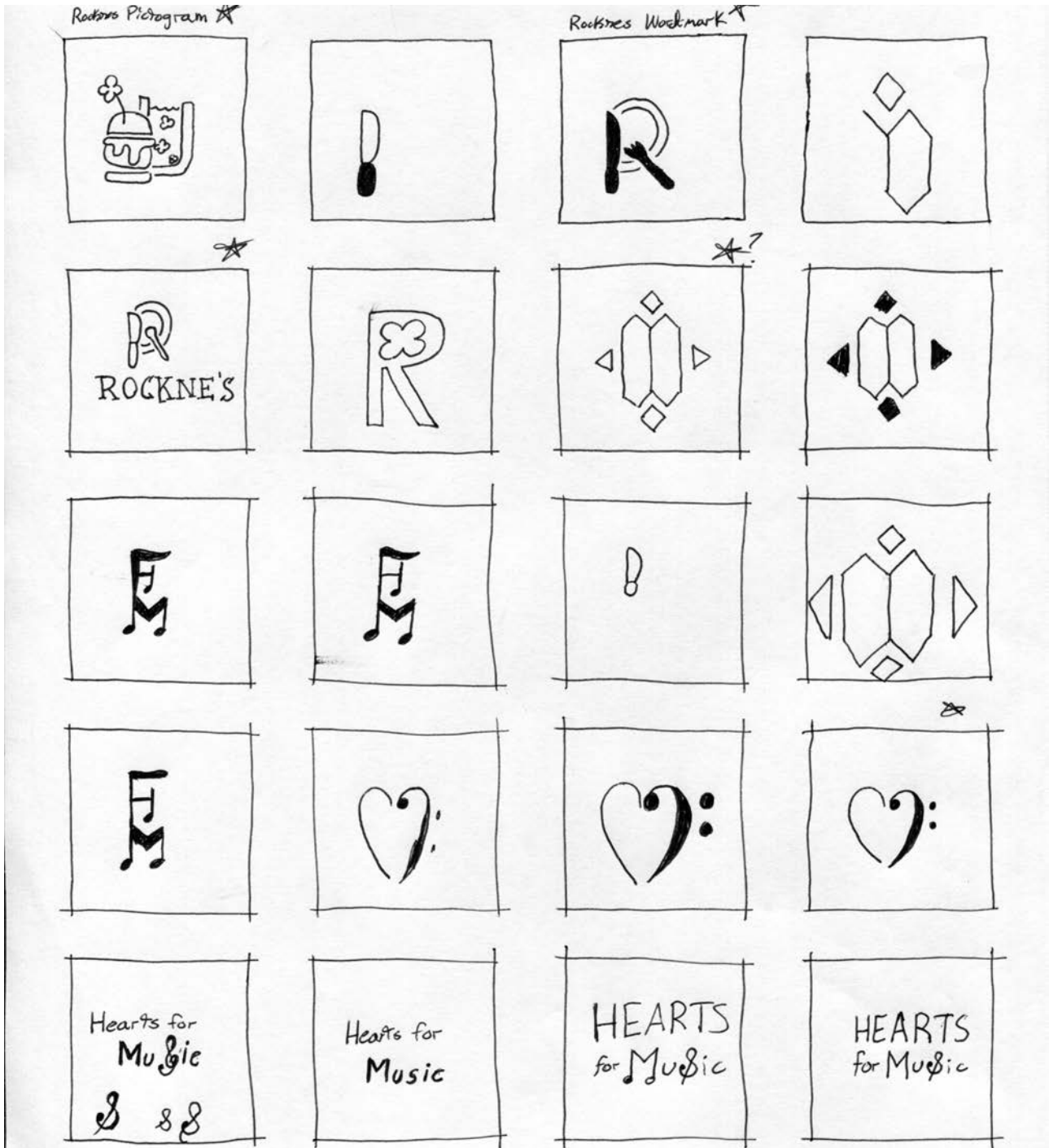
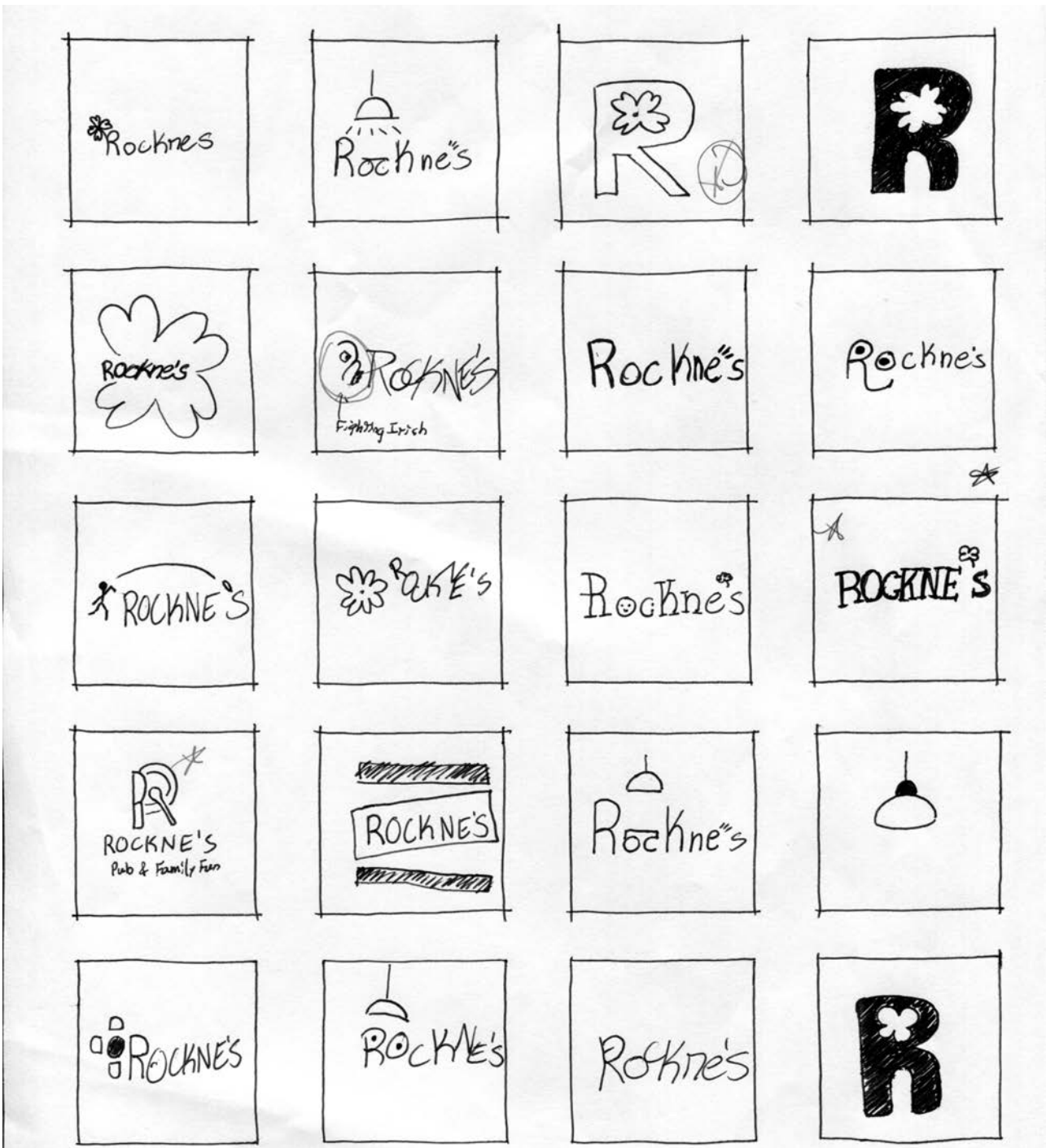
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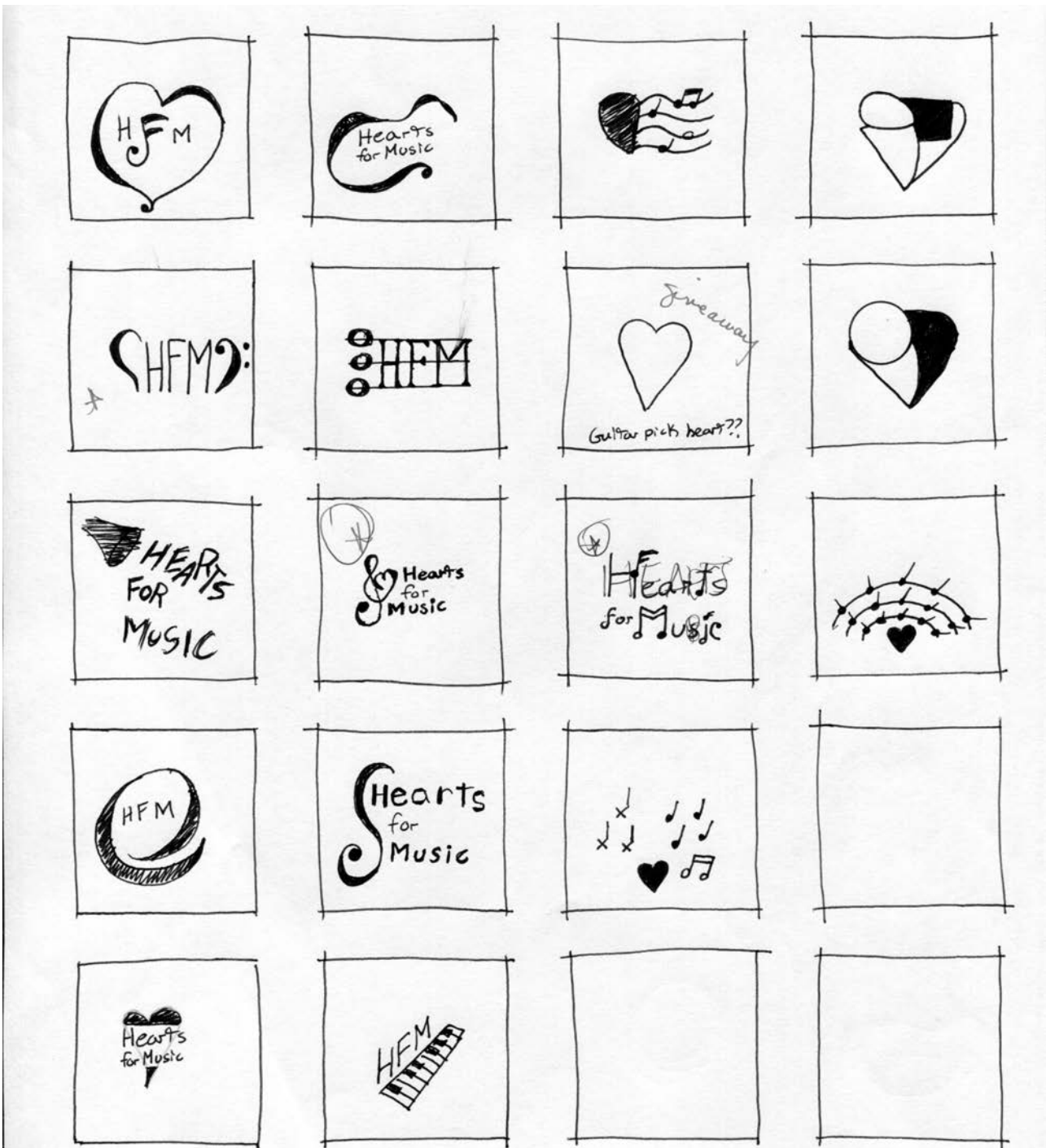


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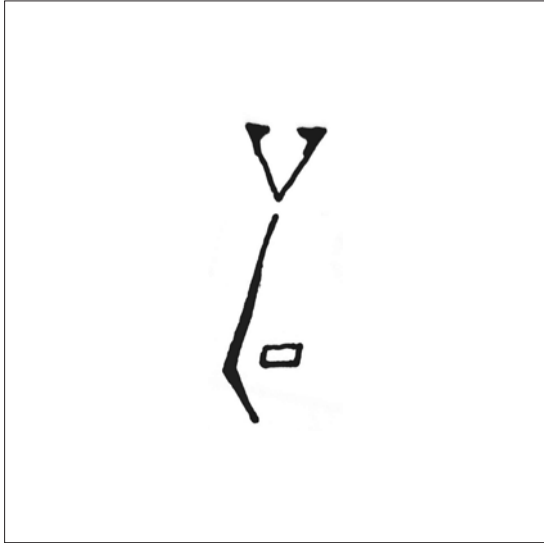
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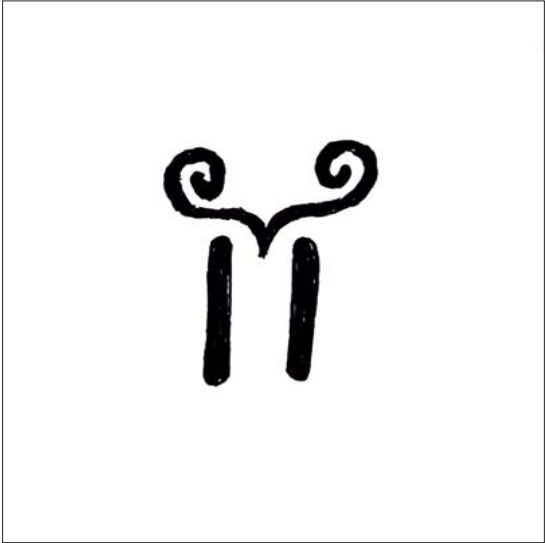
Corporate Identity

Fall 2025

1. PICTOGRAM



2. ABSTRACT



VOUDRIS LAW LLC

TYPE OF BUSINESS
Law Firm

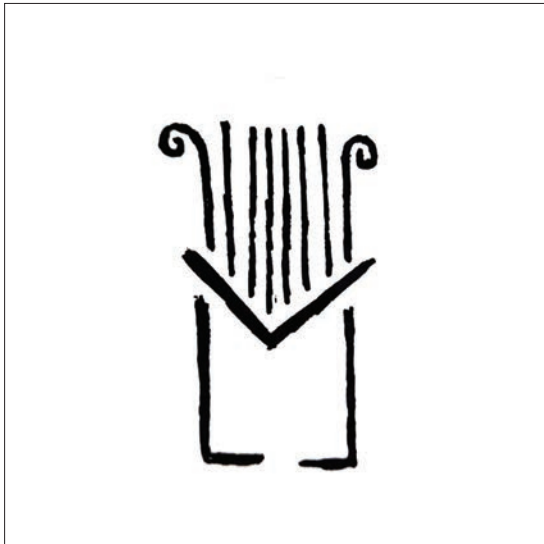
KEY WORDS
Employment, Protection, Professional, Help, Expertise, Laws, Guidance, Strength.

MISSION STATEMENT
Trust Voudris Law to fight for you! Let us help you navigate the local, state and federal laws that regulate various types of workplace conduct. We're bringing our experience to you and your case!

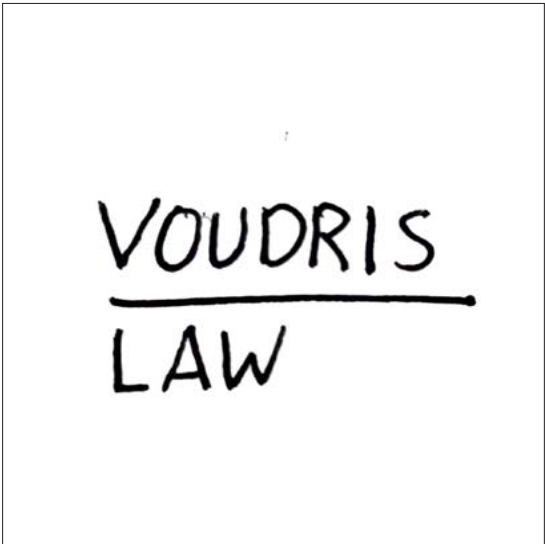
COMPETITORS
Nilges Draher LLC, The Law Offices of Harry Bernstein, Employment Law Partners LLC.

HOW HAVE YOU DIFFERENTIATED THEM THEIR COMPETITION?
A simple, clear, and effective design pushes the expertise and professionalism that Voudris Law is known for. These marks we have created help emphasize these traits.

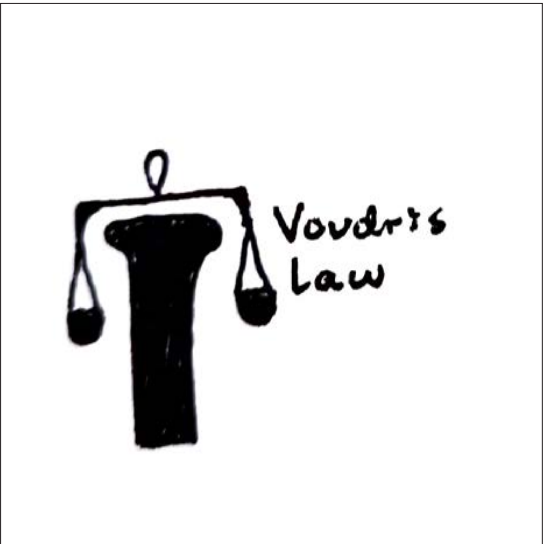
3. WORDMARK



4. LOGOTYPE



5. COMBINATION

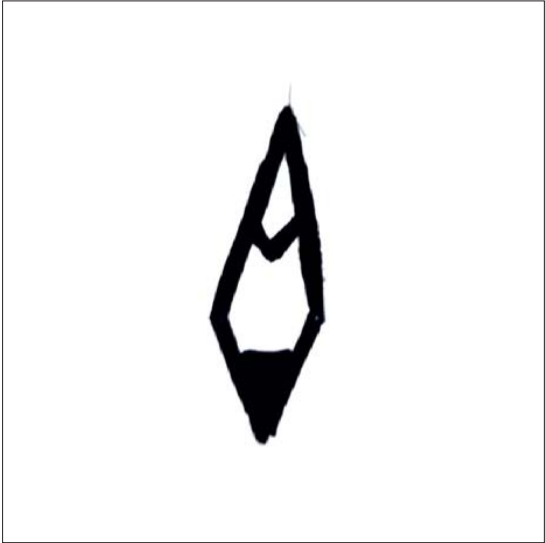


High Contrast Roughs

1. PICTOGRAM



2. ABSTRACT



ALL MEDIA ART SUPPLY CO.

TYPE OF BUSINESS

Local art retail store.

KEY WORDS

Art, supplies, local, high-quality, variety, customer service.

MISSION STATEMENT

All Media Art Supply is the best independent art supply store in Northeast Ohio! An art store run by other artists and designers, we'll ruin other art stores for you.

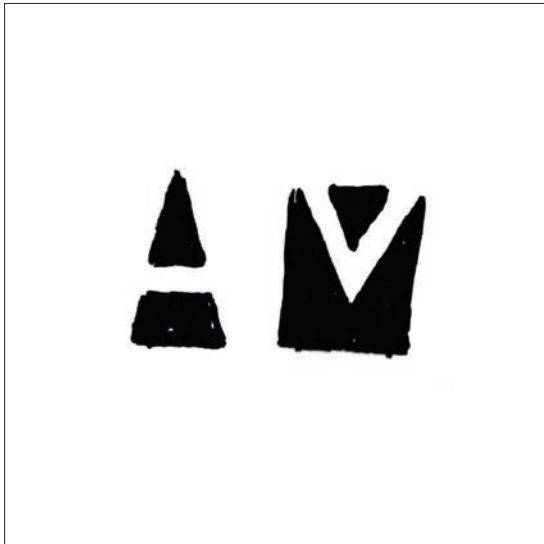
COMPETITORS

Hobby Lobby, National Artcraft Co, Michaels, Lakewood Art Supply.

HOW HAVE YOU DIFFERENTIATED THEM THEIR COMPETITION?

We've created designs to freshen up the brand and get people excited about coming to check out and buy some amazing art supplies from a local retailer.

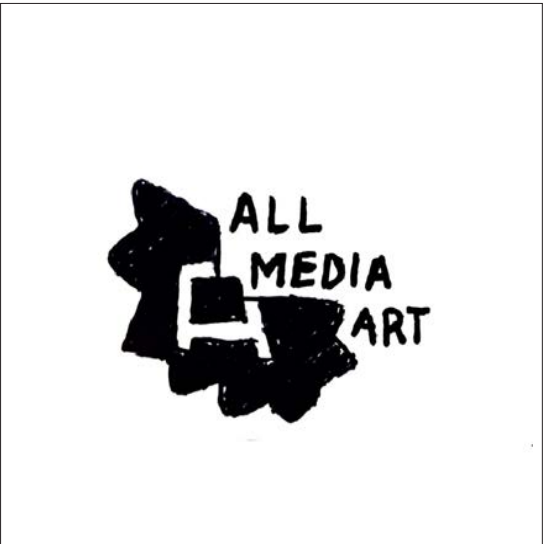
3. WORDMARK



4. LOGOTYPE

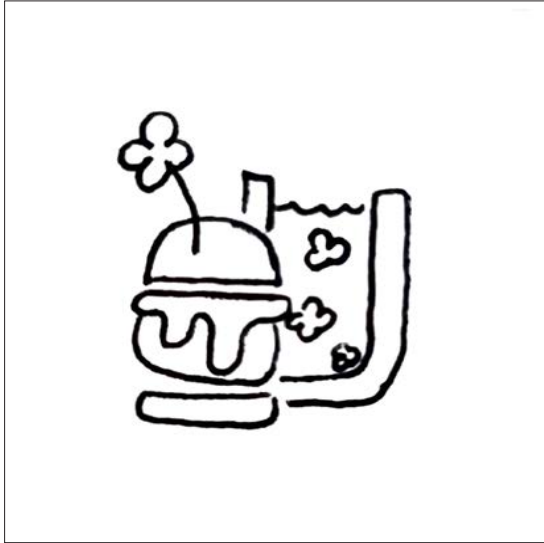


5. COMBINATION

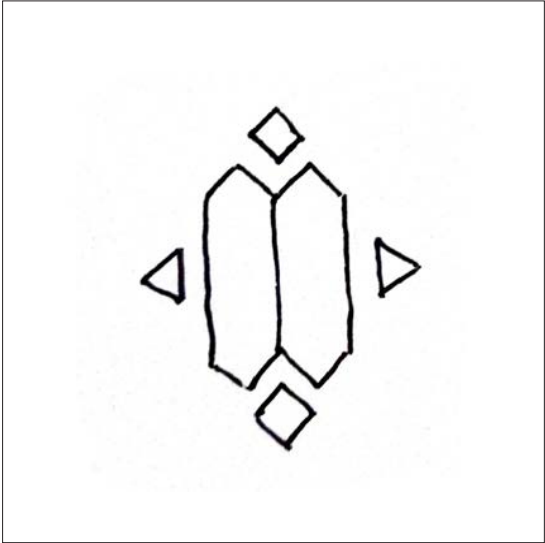


High Contrast Roughs

1. PICTOGRAM



2. ABSTRACT



ROCKNE'S

TYPE OF BUSINESS
Restaurant.

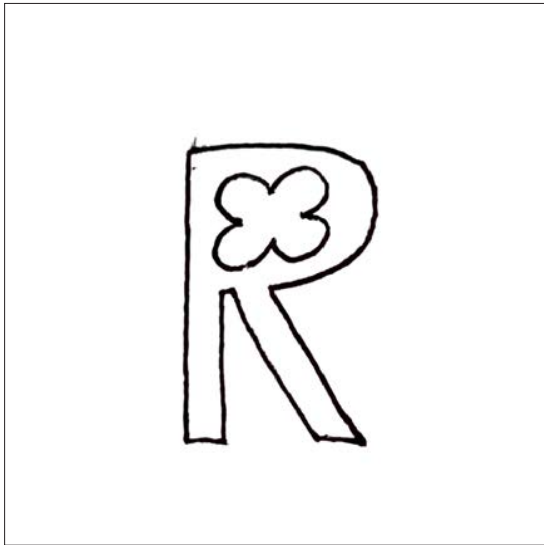
KEY WORDS
Fresh, Tasty, Family, Relaxed, Local, Irish, History, Fun, Pub.

MISSION STATEMENT
Rockne's casual dining restaurants in Northeast Ohio serve up fresh, fun and food in a relaxed atmosphere!

COMPETITORS
Applebee's, Ruby Tuesdays, Mike's Place, Outback Steakhouse, Olive Garden.

HOW HAVE YOU DIFFERENTIATED THEM THEIR COMPETITION?
Tapping into the Irish roots and the vibes of the restaurant, we've created various marks that keep the fun casual vibe and keep up with the competition.

3. WORDMARK



4. LOGOTYPE



5. COMBINATION



High Contrast Roughs

1. PICTOGRAM



2. ABSTRACT



HEARTS FOR MUSIC

TYPE OF BUSINESS
Nonprofit Organization.

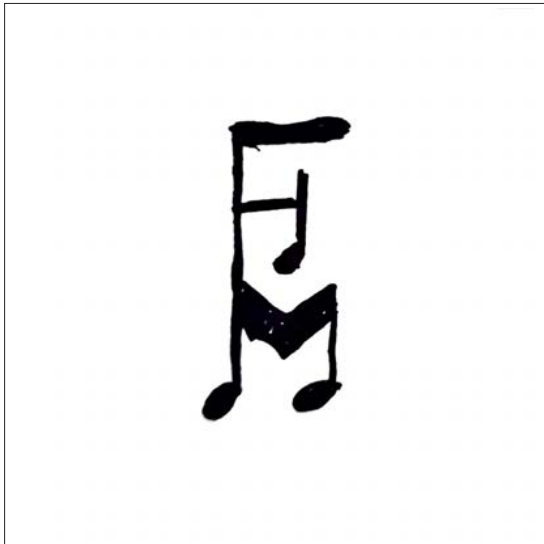
COMPETITORS
Fieldstone Farms, DirectRelief, Extra Life

KEY WORDS
Music, Safe, Fun, Trust, Love, Encouragement, Together, Abilities

HOW HAVE YOU DIFFERENTIATED THEM THEIR COMPETITION?
Placing an emphasis on the fun and love the organization cherishes, we created marks that create a fresh look that is recognizable, trustworthy, and inspires togetherness.

MISSION STATEMENT
Hearts For Music is a non-profit organization created to provide opportunities for individuals with special needs wanting to pursue their love for creating and performing music in a professional ensemble setting.

3. WORDMARK



4. LOGOTYPE



5. COMBINATION

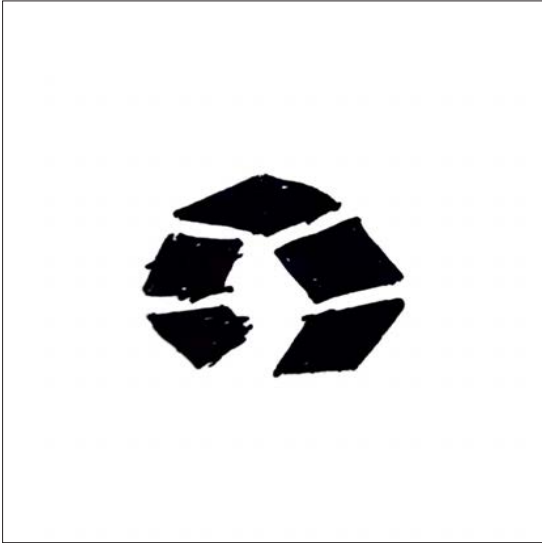


High Contrast Roughs

1. PICTOGRAM



2. ABSTRACT



RB&W Manufacturing LLC

TYPE OF BUSINESS
Manufacturing.

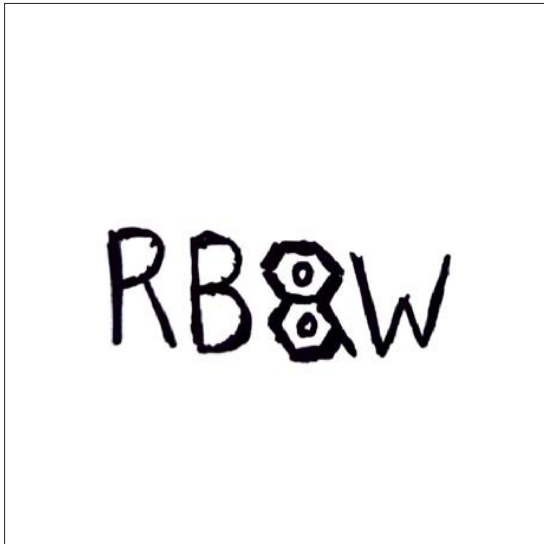
KEY WORDS
Nuts, Bolts, Leader, Reliable, Technology.

MISSION STATEMENT
RB&W is a leader in cold-forming technology and is one of the largest producers of cold formed parts in the U.S. RB&W Corporation's industrial products and engineering expertise have provided a variety of industries worldwide with innovative and effective manufacturing solutions.

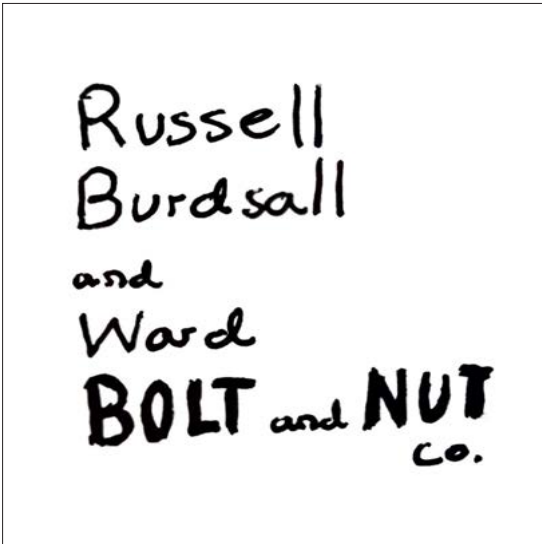
COMPETITORS
Ohio Valley Manufacturing Inc, Acero Manufacturing, Proto Machine & Manufacturing, HP Manufacturing.

HOW HAVE YOU DIFFERENTIATED THEM THEIR COMPETITION?
Pushing the reliable nature of RB&W, these marks help show the company as a strong leader in the cold-formed parts industry.

3. WORDMARK



4. LOGOTYPE



5. COMBINATION



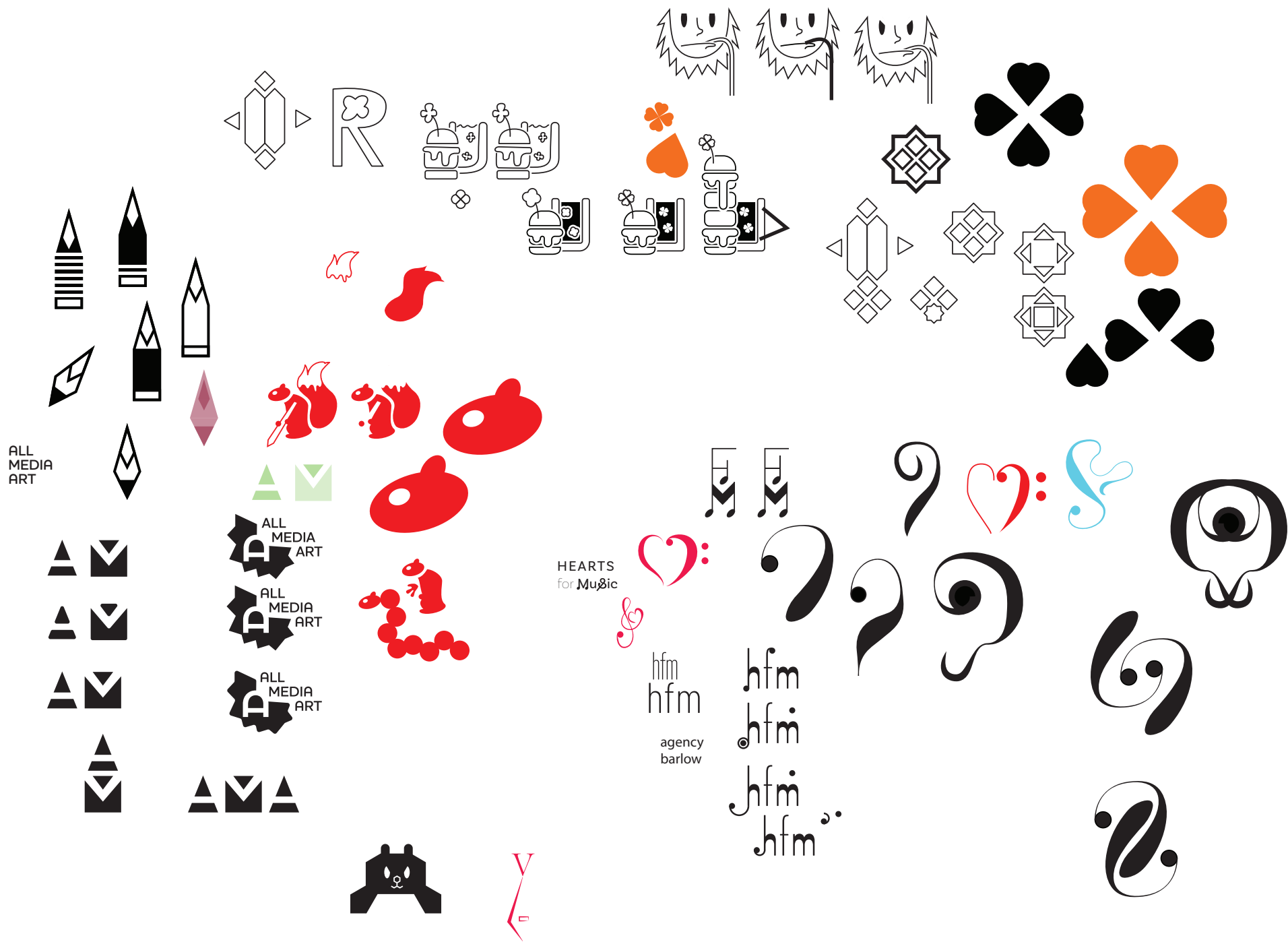
High Contrast Roughs

Computer Roughs

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Corporate Identity

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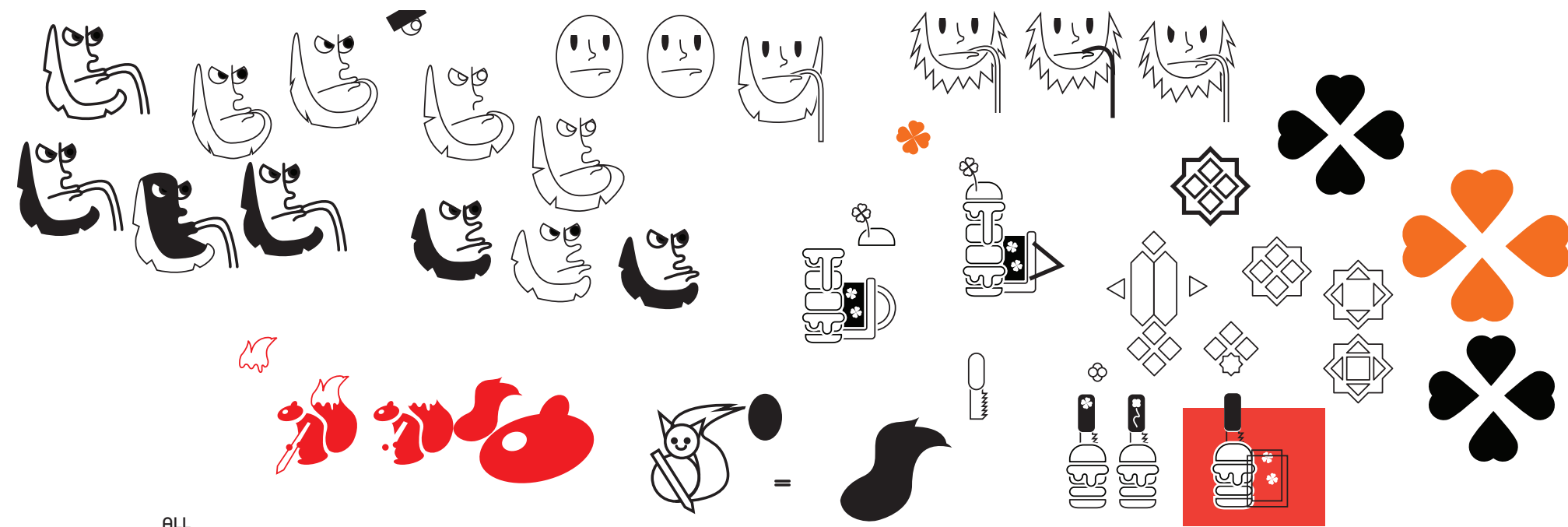


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ALL
MEDIA
ART

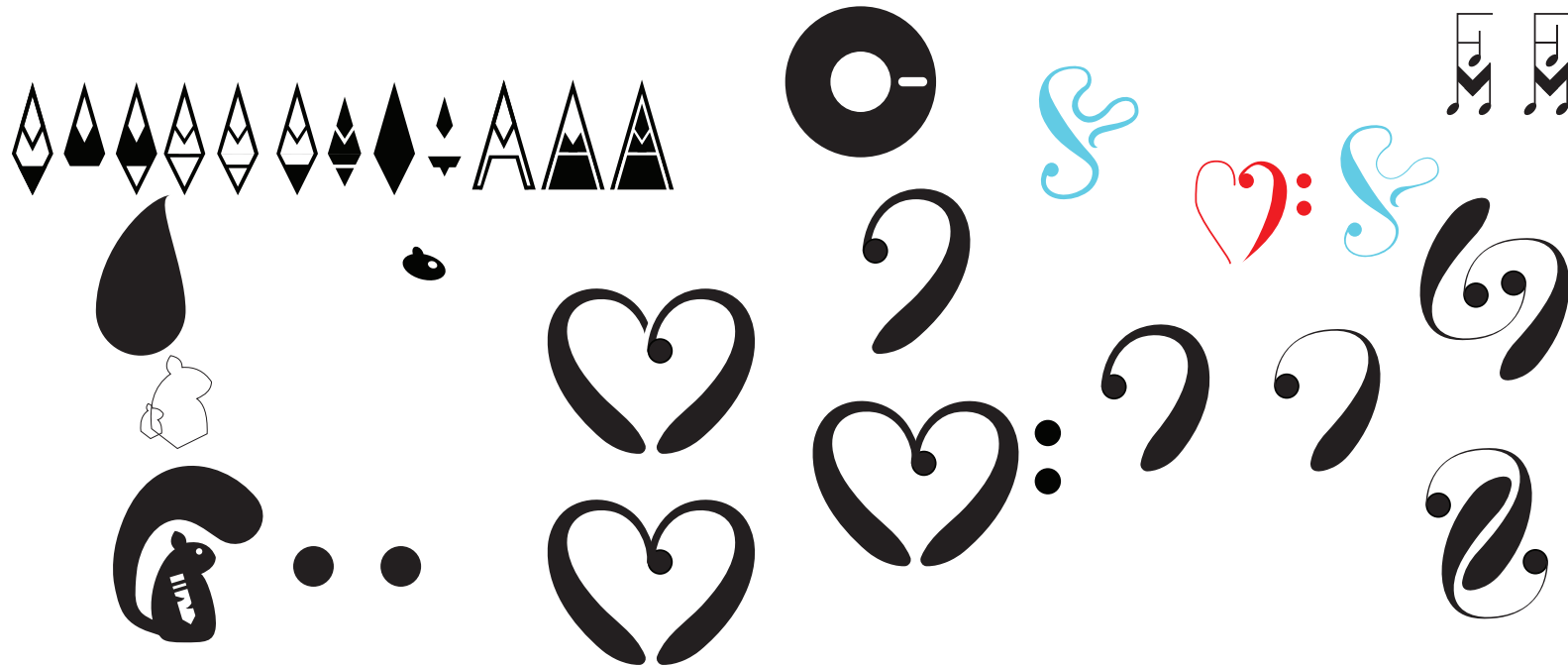
ALL
MEDIA
ART

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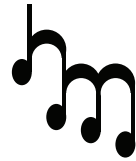


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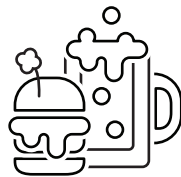
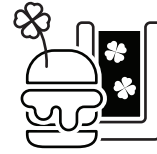


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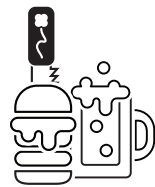
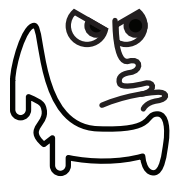


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Hearts for Music

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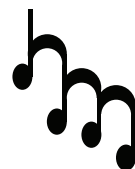
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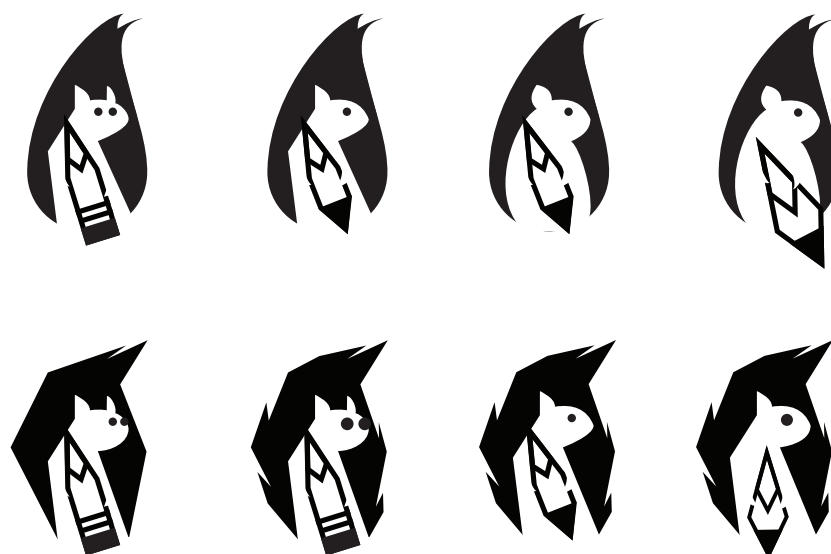


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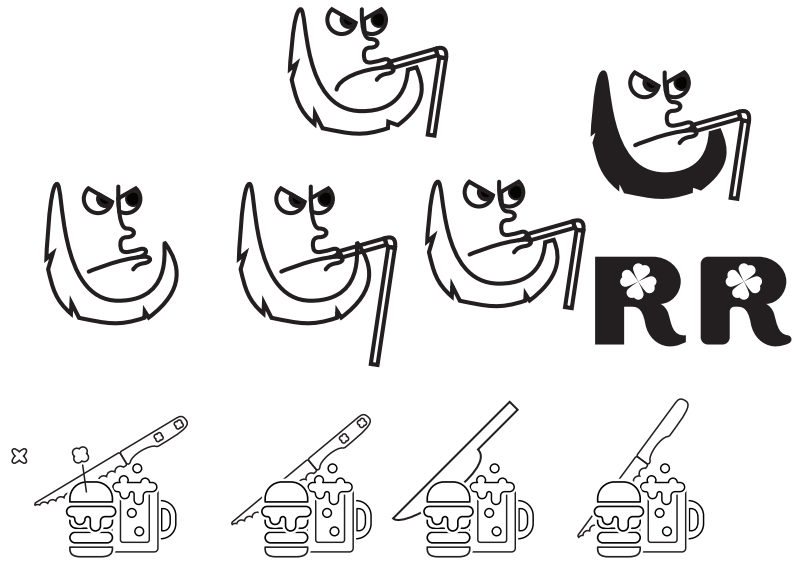
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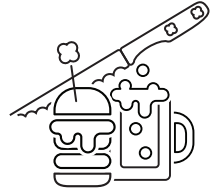


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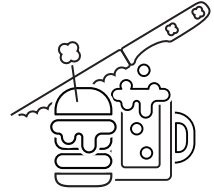
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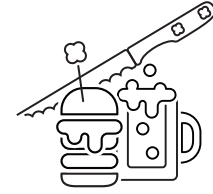
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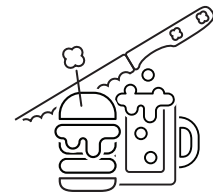
ROCKNE'S PUB



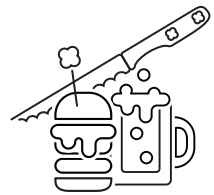
Rockne's Pub



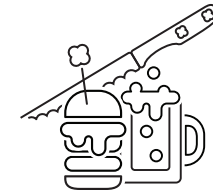
Rockne's Pub



Rockne's
Pub



ROCKNE'S
PUB



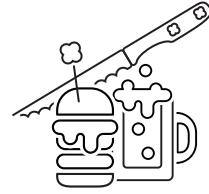
ROCKNE'S
pub

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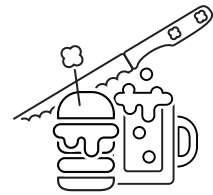


Rockne's pub

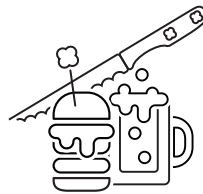
rockne's pub

ROCKNE'S PUB

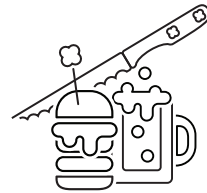
Rockne's pub



Rockne's
Pub

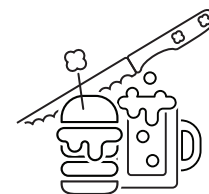


ROCKNE'S
PUB



Rockne's
pub

Rockne's
pub



ROCKNE'S PUB

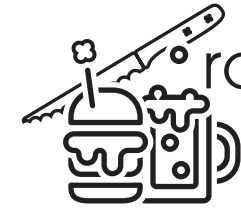
Rockne's pub

rockne's pub

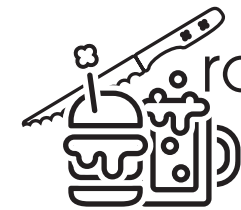
ROCKNE'S PUB

Rockne's pub

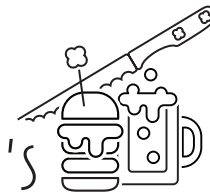
ROCKne's pub



rockne's
Pub



rockne's Pub



ROCKNE'S PUB

Computer Roughs

Kadin Chin

Corporate Identity

Fall 2025

Where it started.

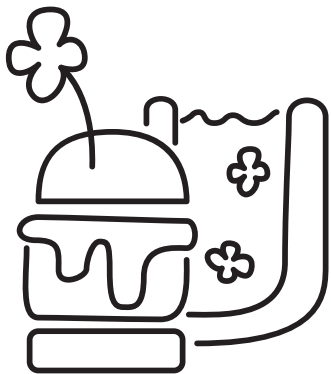
Final Roughs



ALL
MEDIA
ART



HEARTS
for Music



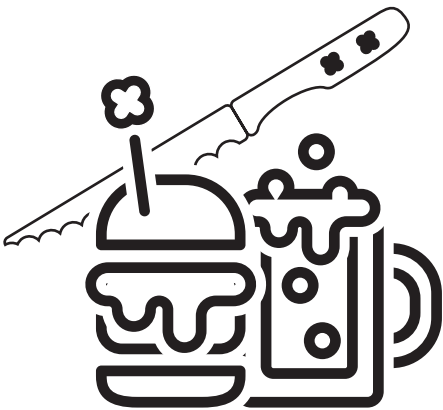
Rockne's Pub



All Media Art
SUPPLY STORE



HEARTS
for music



rockne's pub

Computer Roughs

Color Explorations

Kadin Chin

Corporate Identity

Fall 2025



Color Explorations

Kadin Chin

Corporate Identity

Fall 2025

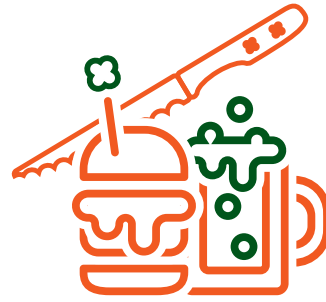


Color Explorations

Kadin Chin

Corporate Identity

Fall 2025



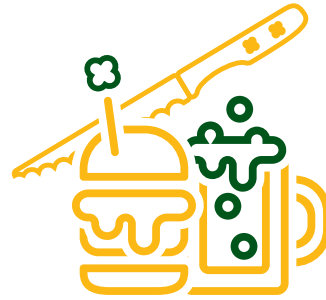
rockne's pub



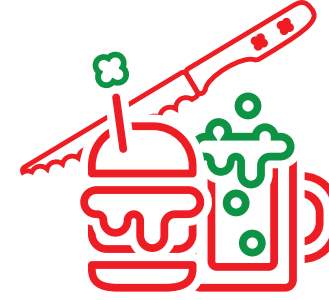
rockne's pub



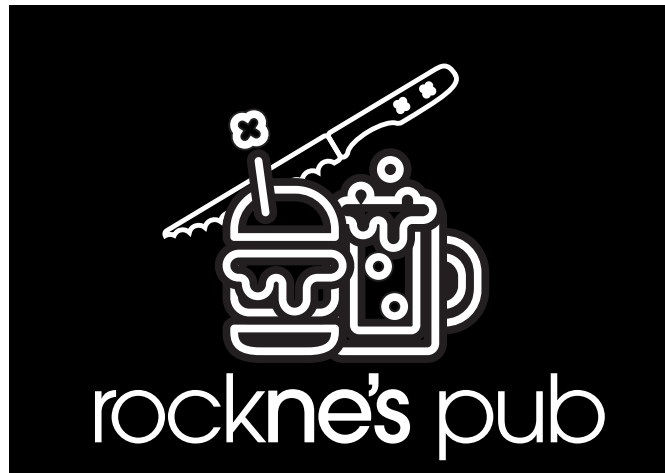
rockne's pub



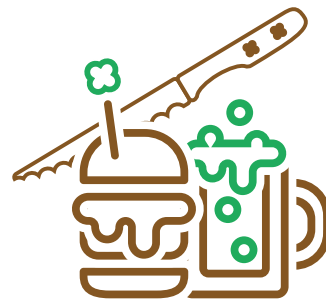
rockne's pub



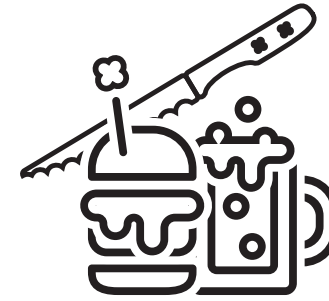
rockne's pub



rockne's pub



rockne's pub



rockne's pub

Color Explorations



Hearts for Music Centered Mark



Hearts for Music Centered Mark
Reversed



Hearts for Music Centered Mark
Pantone Colors



Hearts for Music Centered Mark
CMYK Colors



Hearts for Music Left Aligned Mark



Hearts for Music Spec Sheet

Kadin Chin

Corporate Identity

Fall 2025



All Media Art Centered Mark



All Media Art Centered Mark
Reversed



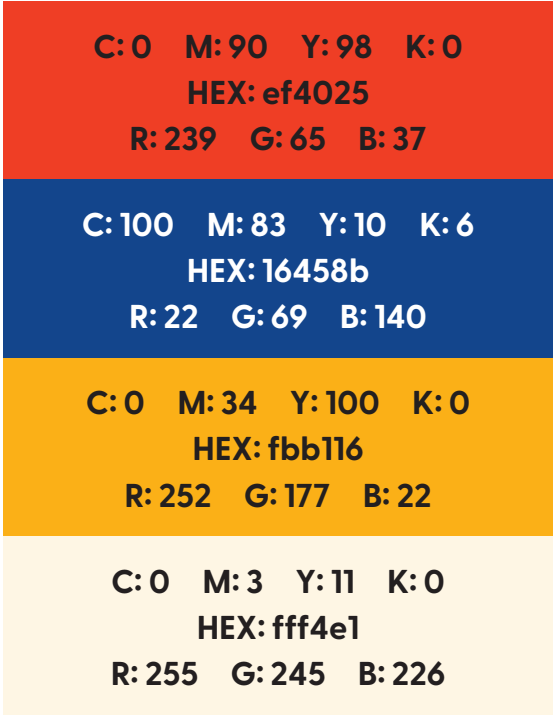
All Media Art Centered Mark
Pantone Colors



All Media Art Centered Mark
CMYK Colors



All Media Art Left Aligned Mark



All Media Spec Sheet



Rockne's Centered Mark



Rockne's Centered Mark
Reversed



Rockne's Centered Mark
Pantone Colors



Rockne's Centered Mark
CMYK Colors



Rockne's Left Aligned Mark



Rockne's Spec Sheet

Kadin Chin

Corporate Identity

Fall 2025

Usage

Kadin Chin

Corporate Identity

Fall 2025



October 10, 2025
Billy Bob Road 8888, 28393, AK
TO: John Smith

To whom it may concern,

On behalf of the children and adults who benefit from your generosity — THANK YOU! Your generous donation helps us continue to bring the joy of music to individuals with special needs and disabilities. Every contribution supports our mission and makes a direct impact.

Your generous gift will help us: Reach more families with special needs or disabilities, help us expand performance opportunities, procure iPads and other digital music instruments, directly fund an individual child or adult with disabilities or specials needs to participate in our programs.

Once again, thank you so much!

Hearts *for* Music



<https://www.heartsformusic.org/>



info@heartsformusic.org



(330) 554-4140



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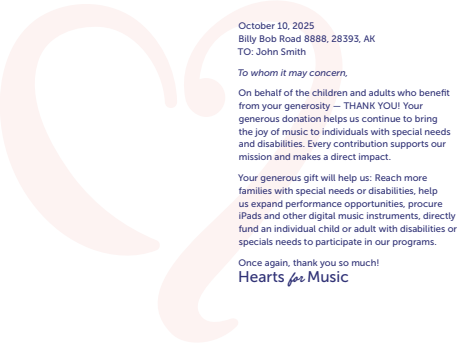


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(330) 554-4140

Hearts for Music Letterhead

October 10, 2025
Billy Bob Road 8888, 28393, AK
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Dear John Smith,

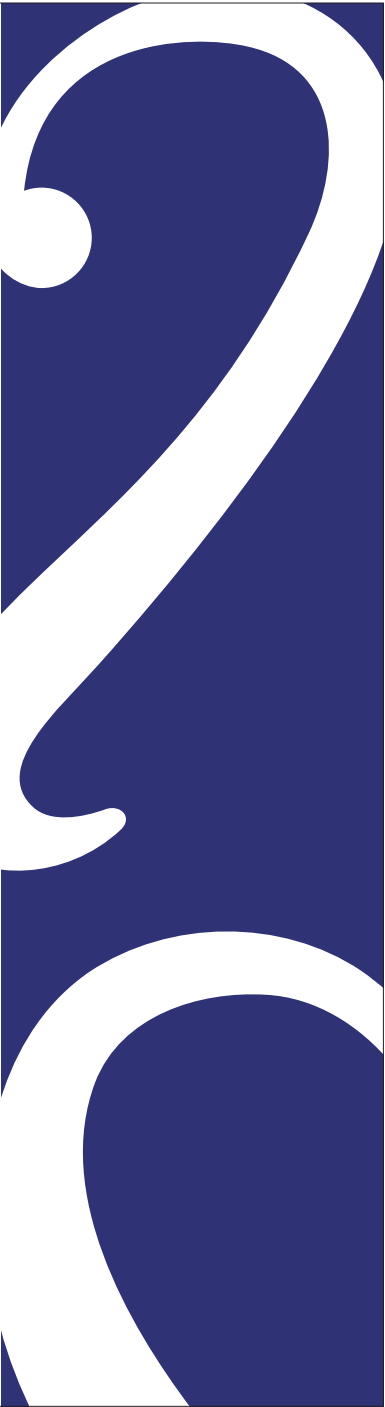
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info@heartsformusic.org
https://www.heartsformusic.org
(330) 554-4140



Hearts for Music Letterhead

KITRAEL CHIN

President of HFM

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info@heartsformusic.org

KITRAEL CHIN

President of HFM



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Hearts for Music Business Card

Kadin Chin

Corporate Identity

Fall 2025

KITRAEL CHIN

President of HFM

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KITRAEL CHIN

President of HFM

kitraelchin@heartsformusic.org

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www.heartsformusic.org

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President of HFM

kitraelchin@heartsformusic.org

330.554.4140

www.heartsformusic.org

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President of HFM

kitraelchin@heartsformusic.org

330.554.4140

www.heartsformusic.org

HEARTS
for music

HEARTS
for music

Hearts for Music Business Card

Kadin Chin

Corporate Identity

Fall 2025

KITRAEL CHIN

President of HFM

kitraelchin@heartsformusic.org

330.554.4140

www.heartsformusic.org



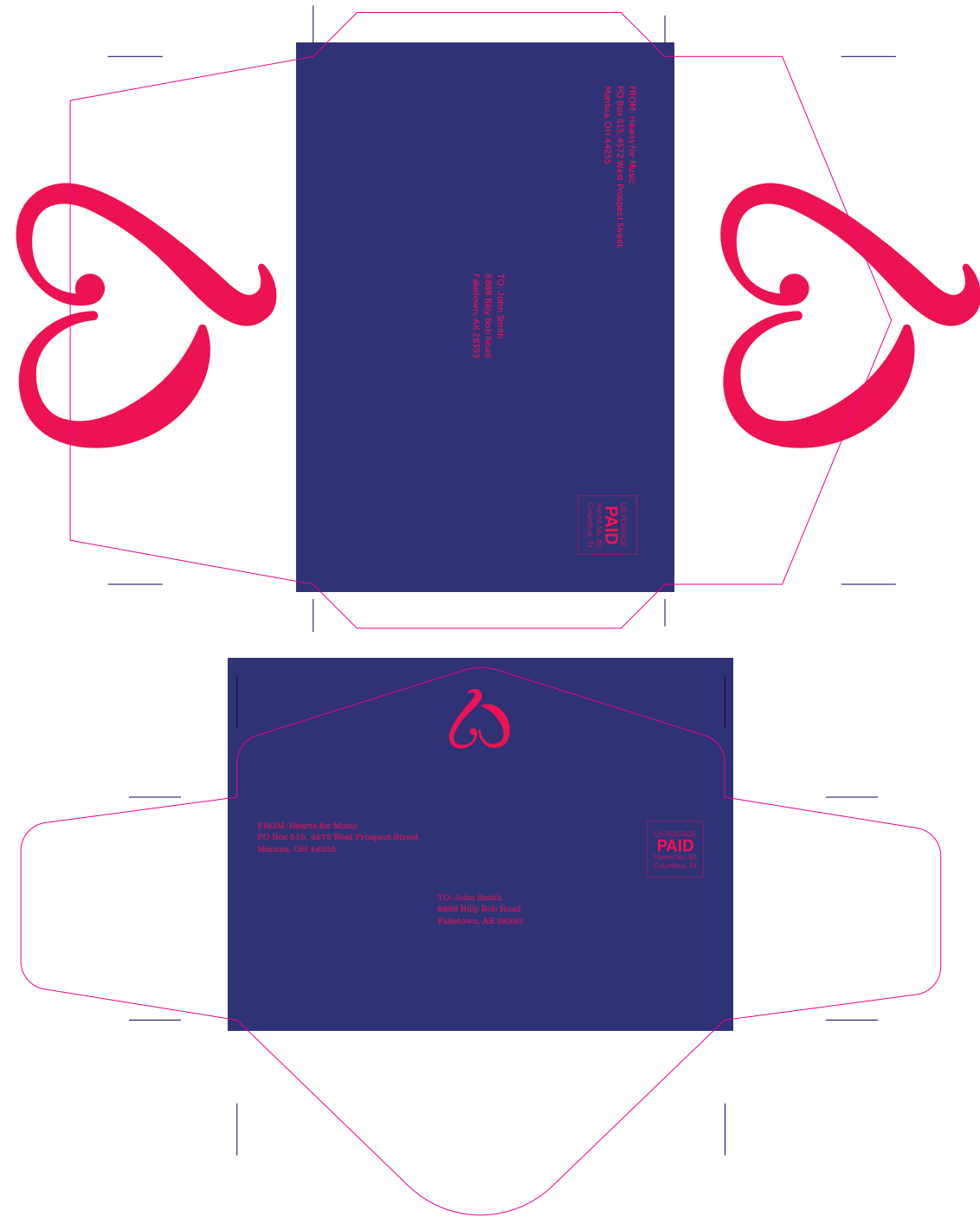
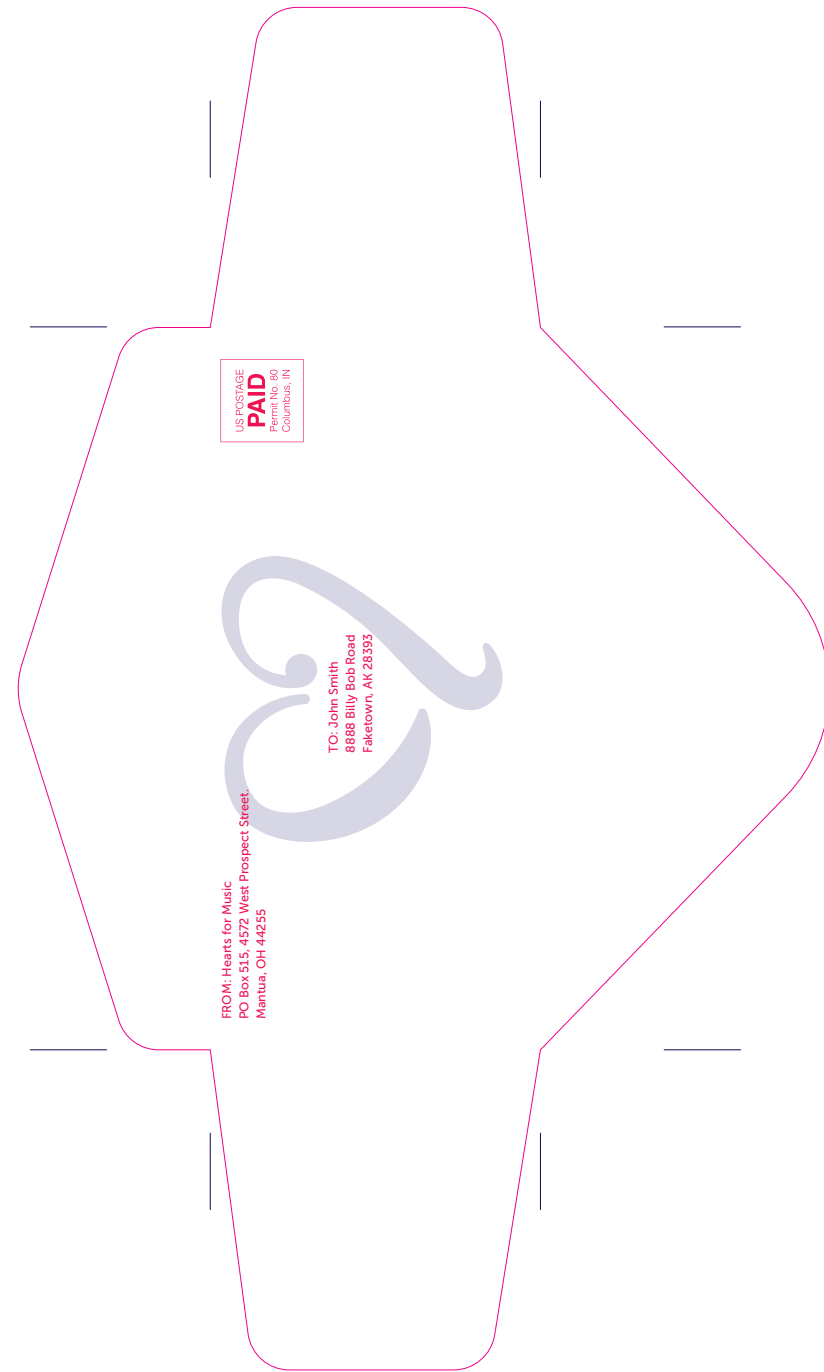
HEARTS
for music

Hearts for Music Business Card

Kadin Chin

Corporate Identity

Fall 2025



Hearts for Music Envelope

Kadin Chin

Corporate Identity

Fall 2025



Hearts for Music Envelope

Kadin Chin

Corporate Identity

Fall 2025

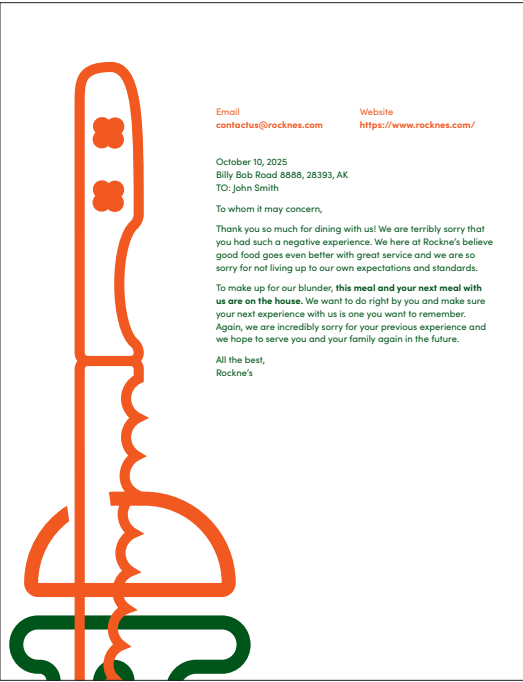
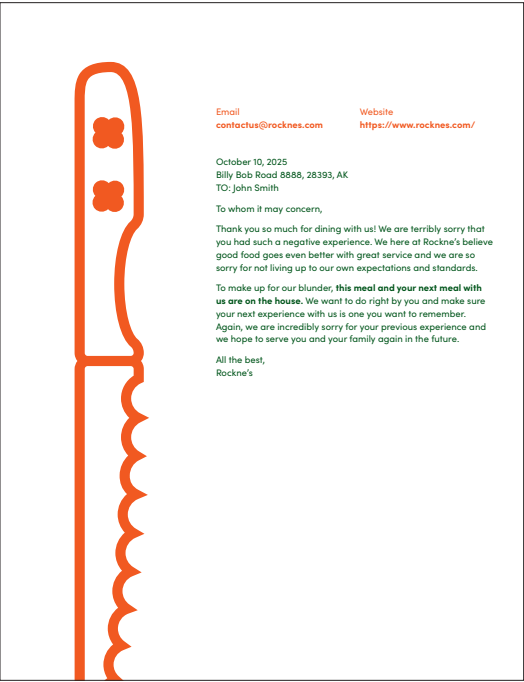


Hearts for Music Usage

Kadin Chin

Corporate Identity

Fall 2025



Rockne's Letterhead

Kadin Chin

Corporate Identity

Fall 2025



Rockne's Letterhead

Kadin Chin

Corporate Identity

Fall 2025



Rockne's Letterhead

Kadin Chin

Corporate Identity

Fall 2025

Bartholomew Asparagus

Head Chef

9406 OH-14, Streetsboro, OH 44241
(330) 422-8010
rocknes.com

Bartholomew Asparagus

Head Chef

rocknes.com
9406 OH-14, Streetsboro, OH 44241
(330) 422-8010

Bartholomew Asparagus

Head Chef

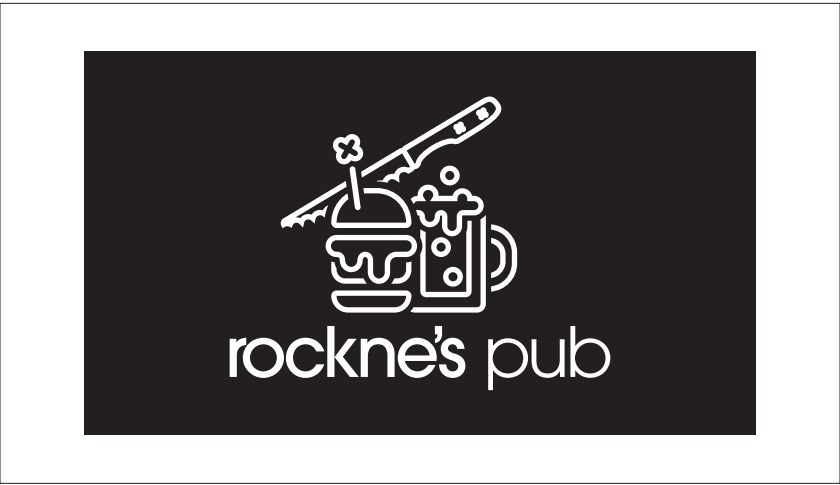
rocknes.com
9406 OH-14, Streetsboro, OH 44241
(330) 422-8010

rockne's pub

rockne's pub

rockne's pub

Rockne's Business Card



Rockne's Business Card

Kadin Chin

Corporate Identity

Fall 2025



Bartholomew Asparagus
Head Chef

rocknes.com

9406 OH-14, Streetsboro, OH 44241

330.422.8010



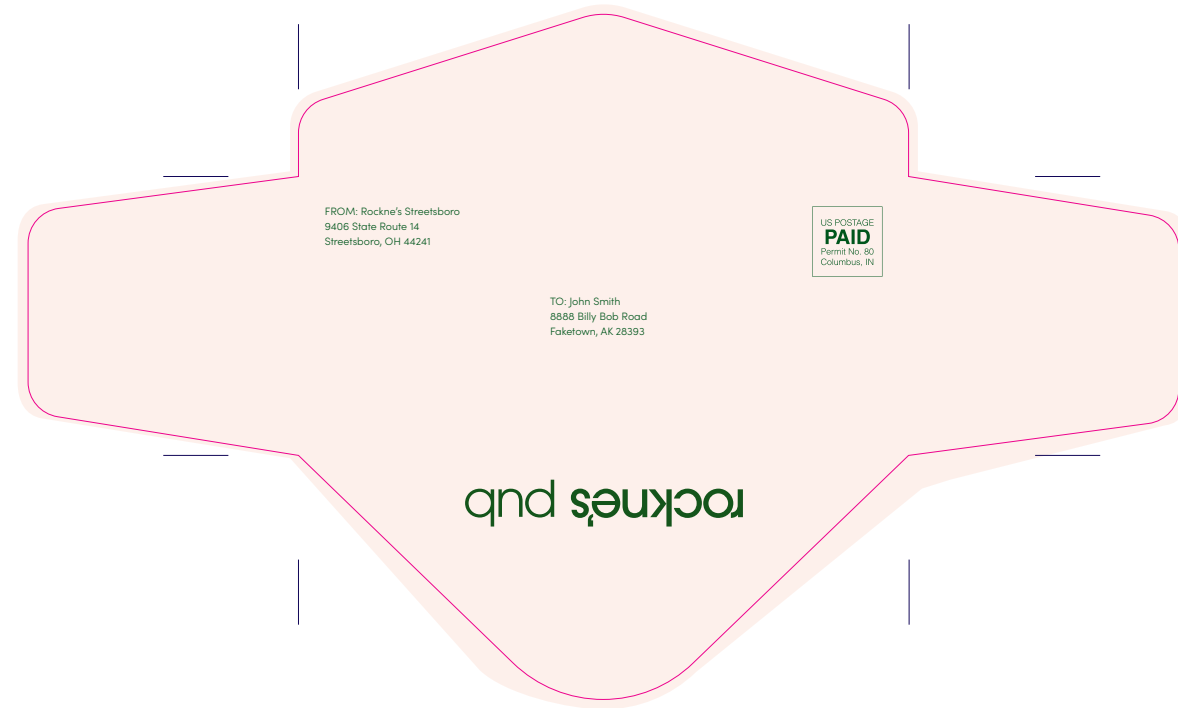
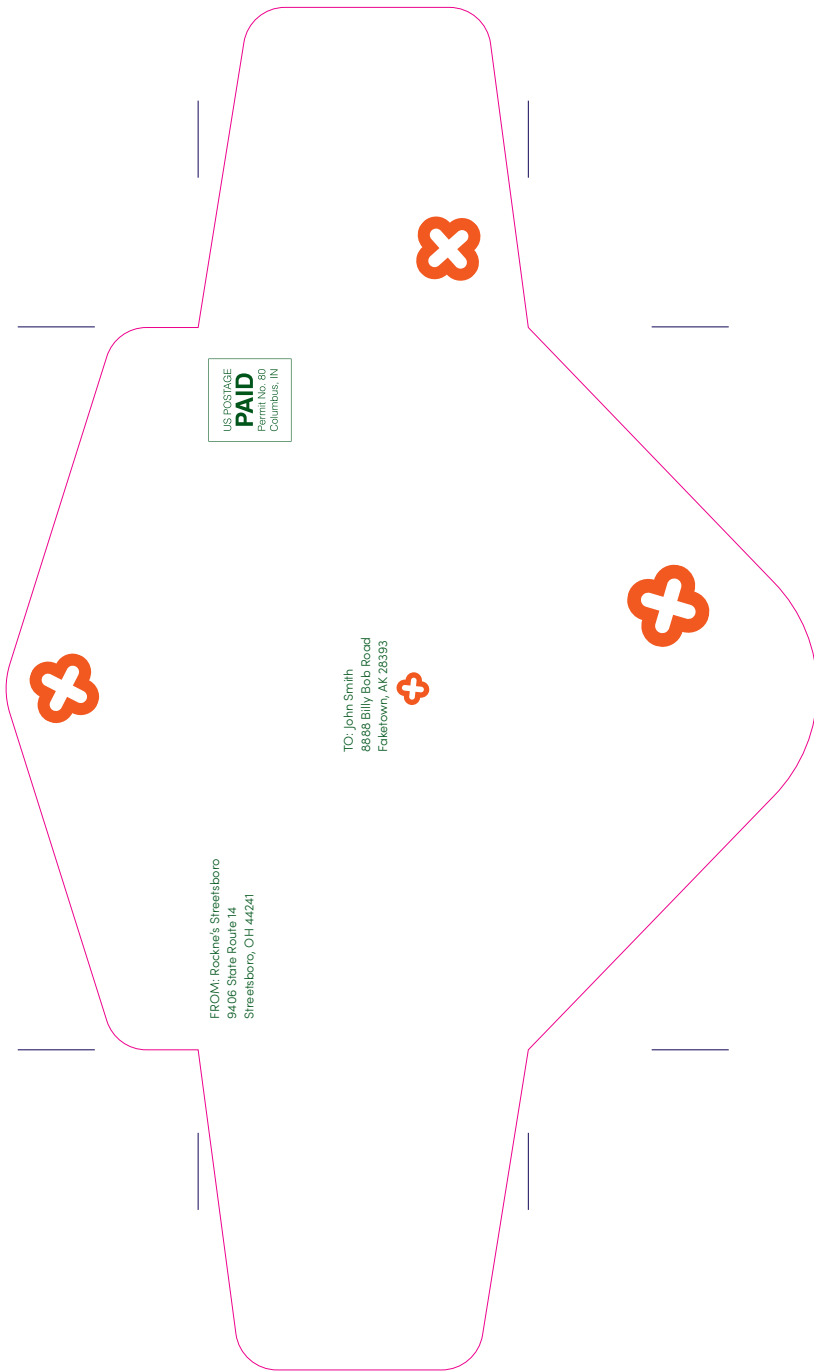
rockne's
pub

Rockne's Business Card

Kadin Chin

Corporate Identity

Fall 2025

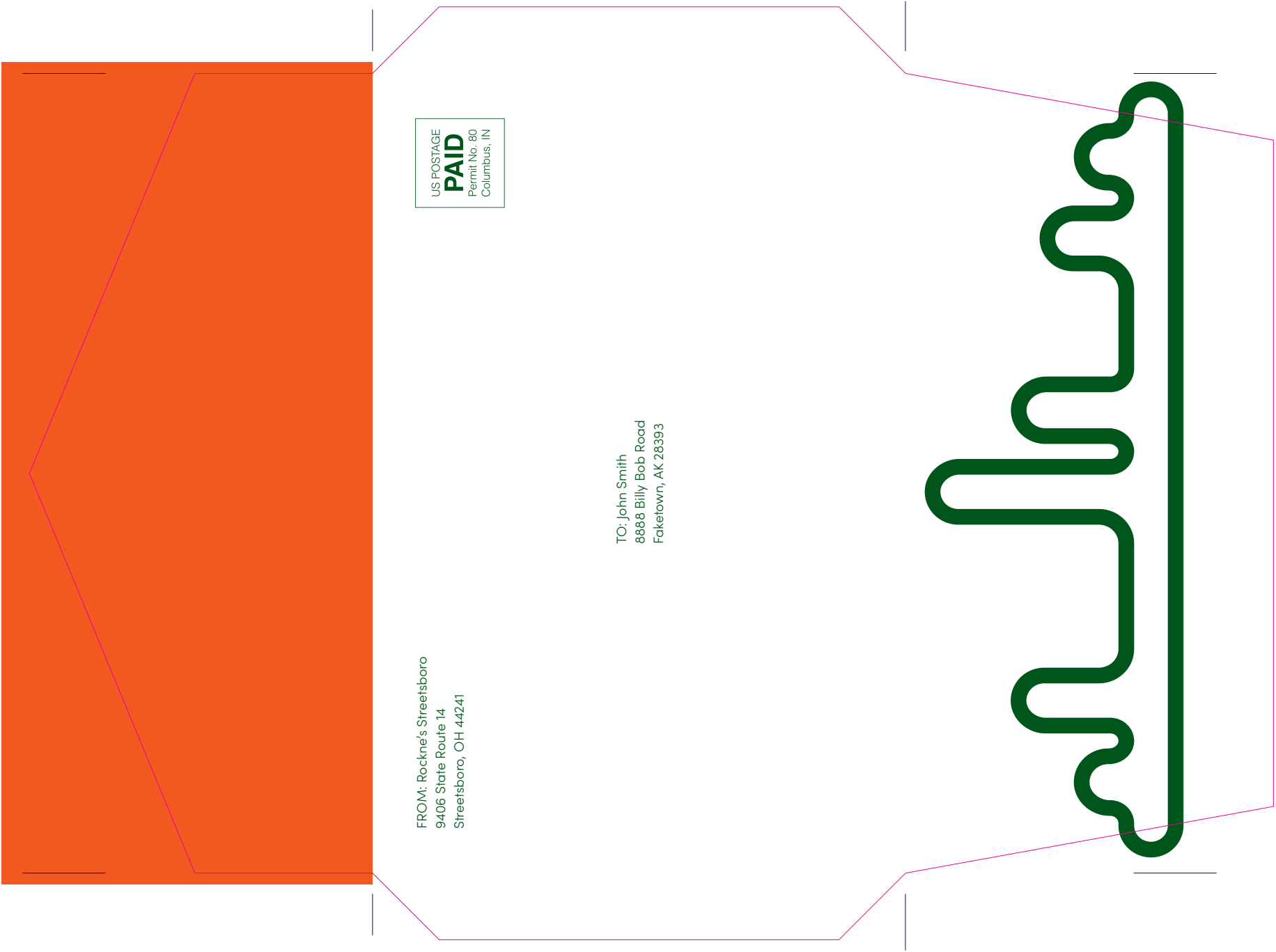


Rockne's Envelope

Kadin Chin

Corporate Identity

Fall 2025



Rockne's Envelope

Kadin Chin

Corporate Identity

Fall 2025

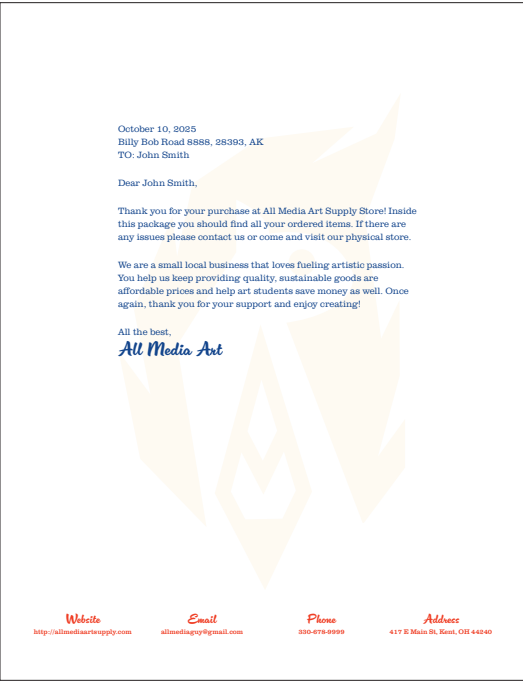
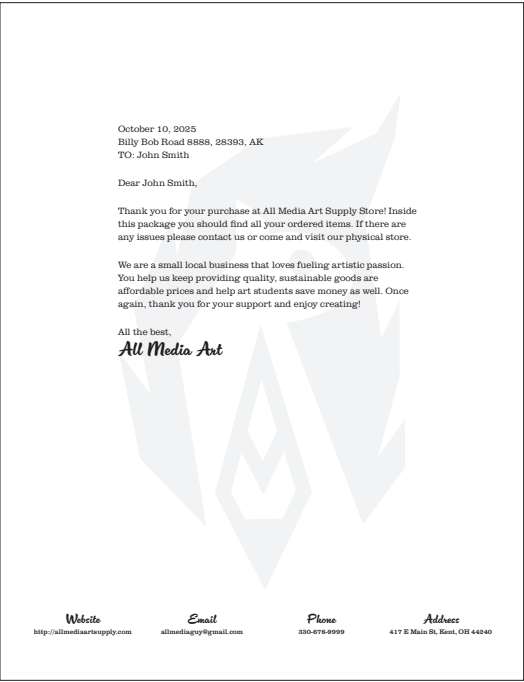


Rockne's Usage

Kadin Chin

Corporate Identity

Fall 2025

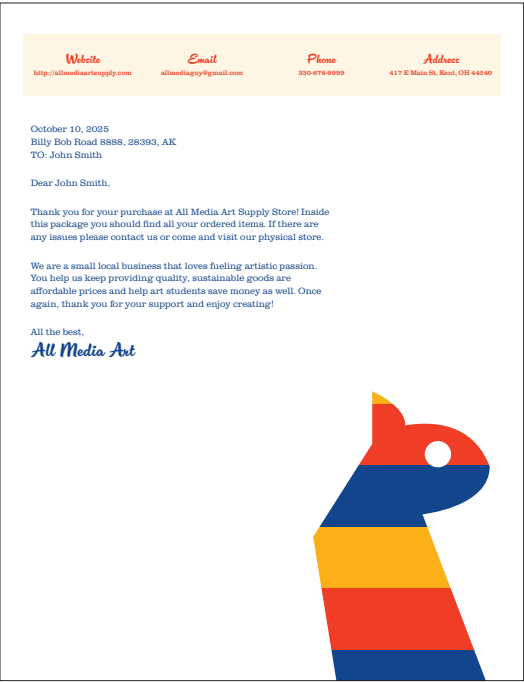


All Media Letterhead

Kadin Chin

Corporate Identity

Fall 2025



All Media Letterhead

Kadin Chin

Corporate Identity

Fall 2025



All Media Letterhead

Kadin Chin

Corporate Identity

Fall 2025

Bartholomew Asparagus
THE ALL MEDIA GUY

<http://allmediaartsupply.com>
330-678-9999
417 E Main St, Kent, OH 44240

Bartholomew Asparagus
THE ALL MEDIA GUY

<http://allmediaartsupply.com>
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417 E Main St, Kent, OH 44240

All Media Art
SUPPLY STORE



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SUPPLY STORE

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All Media Business Card

Kadin Chin

Corporate Identity

Fall 2025



All Media Business Card

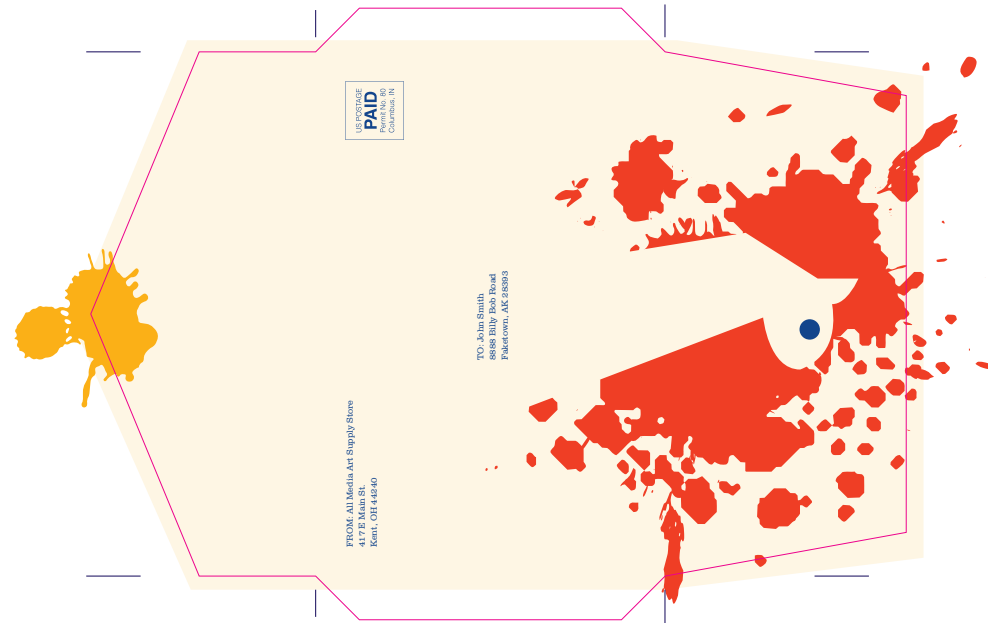
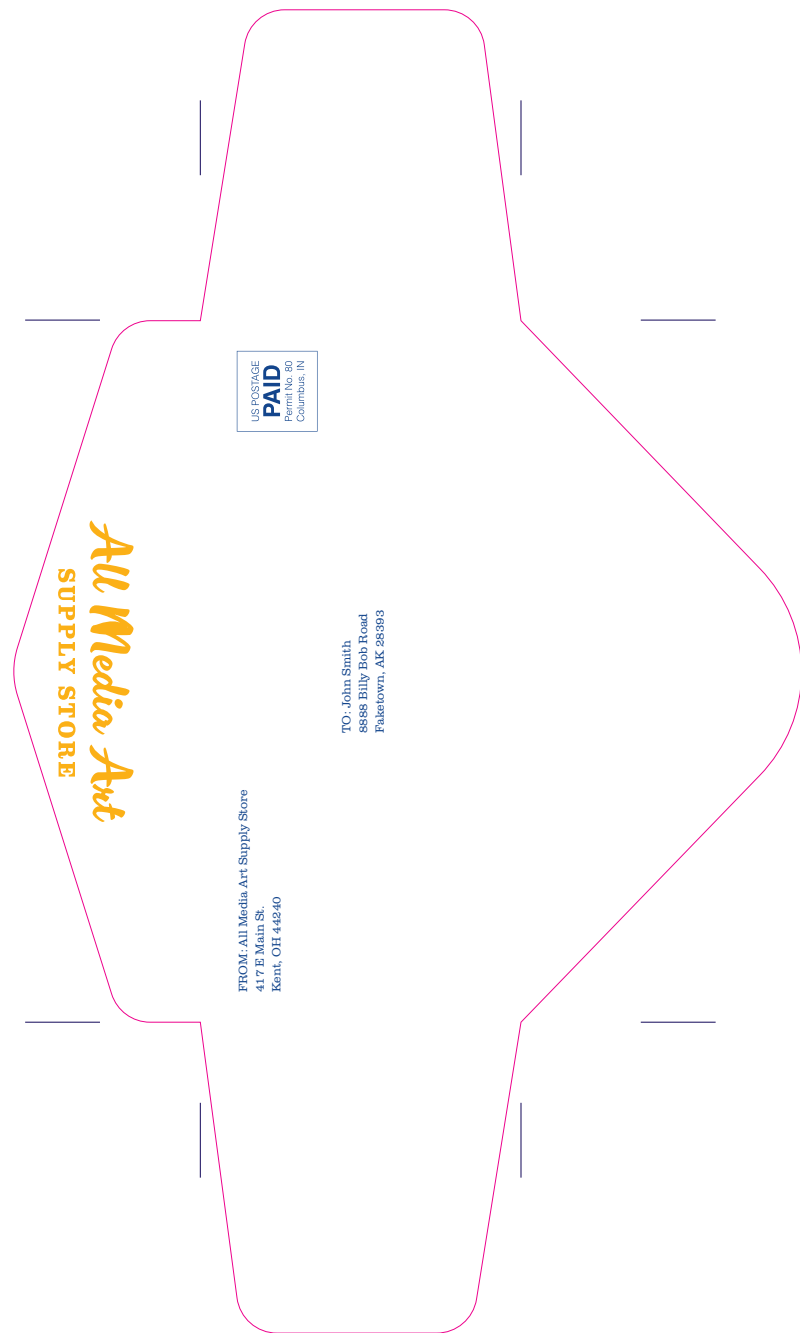


All Media Business Card

Kadin Chin

Corporate Identity

Fall 2025



All Media Envelope



All Media Envelope

Kadin Chin

Corporate Identity

Fall 2025

All Media Brand Buildout

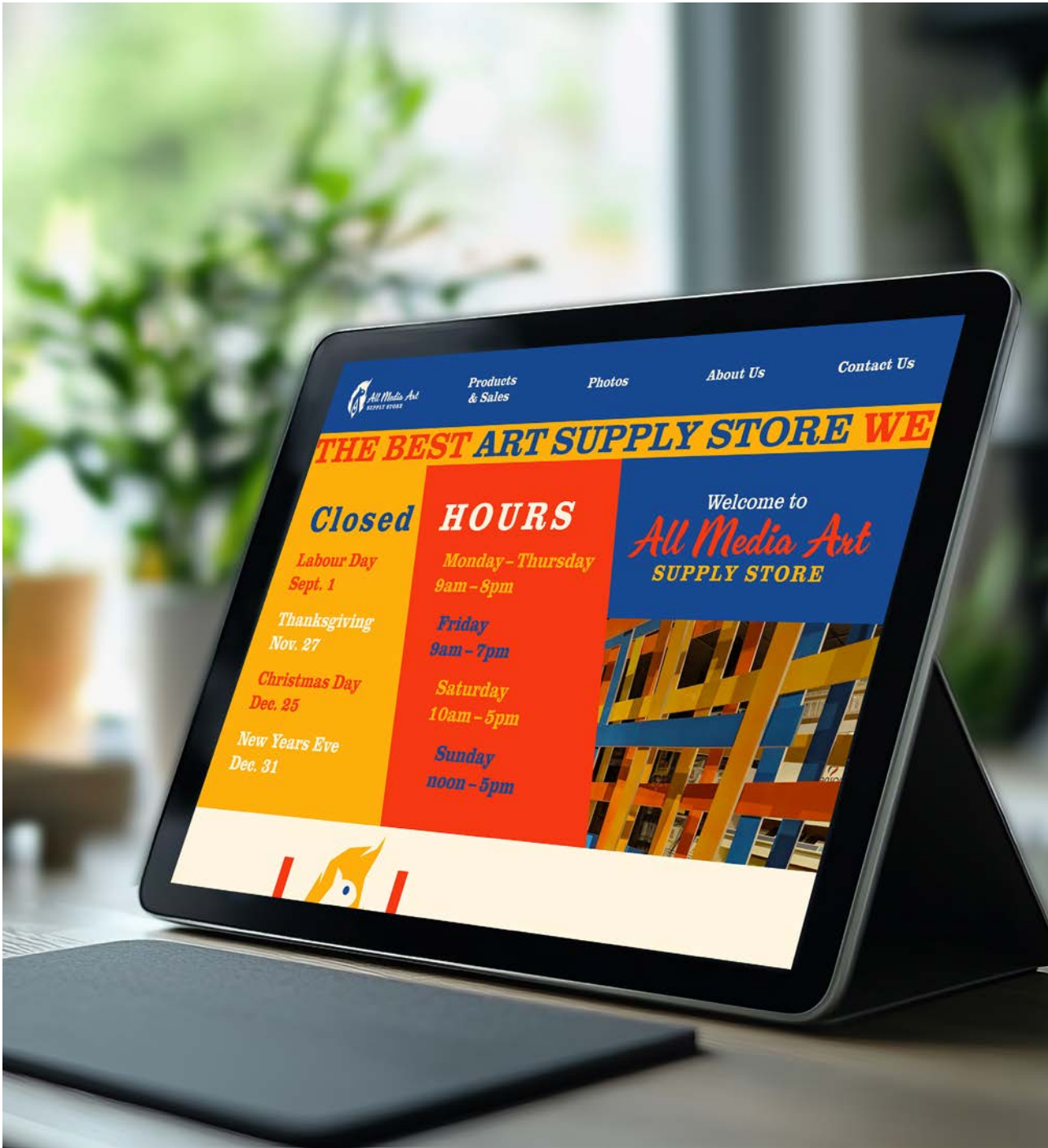
Kadin Chin

Corporate Identity

Fall 2025



All Media Brand Buildout



QR Code to Figma prototype or
click here!

All Media Brand Buildout

Kadin Chin

Corporate Identity

Fall 2025



WEEK SALE FI



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Labour Day
Sept. 1

Thanksgiving
Nov. 27

Christmas Day
Dec. 25

New Years Eve

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Monday – Thursday
9am – 8pm

Friday
9am – 7pm

Saturday
10am – 5pm

Sunday

Welcome to

All Media Art

SUPPLY STORE



All Media Brand Buildout

Kadin Chin

Corporate Identity

Fall 2025

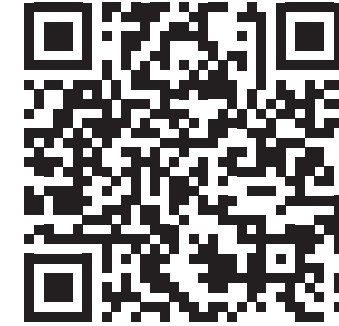


All Media Brand Buildout

Kadin Chin

Corporate Identity

Fall 2025



All Media Brand Buildout

Kadin Chin

Corporate Identity

Fall 2025



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ARE YOU NUTS FOR ART
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All Media Brand Buildout

Kadin Chin

Corporate Identity

Fall 2025



All Media Brand Buildout

Kadin Chin

Corporate Identity

Fall 2025



Kadin Chin

Process Book

Corporate
Identity

Fall 2025