



# 5THHUBCAP.COM

DESIGN DOCUMENTS

2009

# CONCEPT NOTES FOR THE ARTWORK

**Piece Title:** Phoenix Games Logo

**Client:** Phoenix Games

**Concept:**

After talking to the client about their needs I was informed that they had chosen the name Phoenix Games because the phoenix symbolized the rebirth of their game store. The main needs for them was that the logo could not be specific to and genre of game such as fantasy or science fiction. The result was using a army banner with the phoenix at the top, this was not only resembled the modern english military patches but also the fantasy heraldry crests.

**Colors:**

When one thinks about phoenix the red of the fire is the first thing that comes to mind, so naturally the phoenix was colored in red while the banner below was kept white not only to make it stand out but also keeping the logos print design in mind. For full color logos a light grey hashing was put into the background to bring a more sci-fi feel to the logo, this was later repeated in the business cards.

**Piece Title:** Phoenix Games Business Cards

**Client:** Phoenix Games

**Concept:**

After designing the logo the business cards fell into place, the client required one business card for both owners and needed to have the website and the physical shop location on it. Once all the information was put on the page the rest of the design fell into place.

**Colors:**

Reds and grays were pulled from the logo as well as the hash mark patter. The names and website were done in black to separate them from the most import information on the card, the phone number and address.

**Piece Title:** Phoenix Games Shop Glass

**Client:** Phoenix Games

**Concept:**

Now that they had an identity the front windows of the shop needed a design. In Buford county there is a sign ordinance dictating the amount of coverage per window that was allowed. On top of this the client required enough room to have the display cases inside to be visible from passer bys. With that in mind the solution was to keep the windows simple, along the windows natural divider a red stripe was put in and above it the names of the major companies the store carried. To finish the design off a set of six sided dice were put at either end to balance the design and reenforce the idea that this shop was not for video games but for table top games.

**Colors:**

Aside from the red, white was a major color of this design the reason being that white is the most visible color on shop fronts. By using white people could be in the parking lot and still be able to read the windows.

**Piece Title:** Phoenix Games Play Matt

**Client:** Phoenix Games

**Concept:**

Inside the shop 4ft x 8ft tables fill the area letting people play the various supported games. Of those games card games are one of the most popular. When playing a card game it is easier to play on a smooth surface such as neoprene. Originally the shop was using felt but the stray bits of fabric were getting everywhere, so I proposed making a neoprene insert just like the professional mats sold by the company but this time sporting the card games logo, Magic the Gathering, and the shops logo.

**Colors:**

While talking to the clients they decided that there was already a large amount of gray in the shop (the floors, walls, and main counter were painted the same tone of gray) so they asked if they could get a red tinted mat with the logo lined in white. The final product was designed with two separate sides, one white and one black both fading together to symbolize the competitive aspect of the games.

**Piece Title:** Phoenix Games T-shirt

**Client:** Phoenix Games

**Concept:**

When the grand opening happened at Phoenix Games, the owners wanted to give out a free t-shirt to the first 100 people. Once again the design needed to be non game specific and have the overall theme of the shop. So the final design sported the Phoenix Games logo on the back with the website and phone number while on the front a design mimicking the process of miniature table top games. In most miniature games the figures appear on a plastic "sprue" with bars connecting each part (this is part of the injection molding process). When you buy an army for any of the games they also come blank and need painting so Assemble Paint Fight became the slogan of the shop.

**Colors:**

To keep costs down white and red were screen printed on black shirts. This kept in theme with the shop existing colors and made for a sharp looking shirt that was well received.

**Piece Title:** Holiday Inn Bar Soffit

**Client:** Holiday Inn

**Concept:**

Recently Holiday Inn re designed their restaurant and bars theming them with the Kem's Restaurant IP. In new Holiday Inns a 27ft curved bar was put up but not all of the preexisting Holiday Inn locations could fit the bar. In one case the location could only fit a 11ft straight bar. I was contacted by R. D. Brandon Inc. to redesign the soffit keeping with the existing theme. Along with the proposal blueprints were needed for the manufacturer to cur from, this included the placement of the support beams and lights.

**Colors:**

Keeping with the 27ft soffit the entire soffit would be in brushed aluminum with a bright red underside.