

Corp ID Process Book

Serenity Norman | Fall 2025

Mark Comparisons

Professional



The NBC logo highlights the network's transition to color programming. It uses negative space in a creative way to make the shape of the peacock, which is also a colorful and flashy animal. The bold type is easily noticeable from any distance.

Retail



Target's logo is straightforward and simple, making it versatile and easily recognizable. The red and white color scheme is eye-catching. The logo also clearly displays the company's intent and goals.

Service



The unique use of negative space to create the hidden arrow within the FedEx logo is extremely effective. It symbolizes the company's values of speed, forward movement, and reliability. Being able to swap out the colors of the "Ex" makes it easy to use for their wide range of branches.

Non-Profit



The World Wildlife Fund uses a panda to represent a widely known endangered species for their logo, showcasing their purpose. The panda being black and white creates a bold visual while also being mindful of production costs, aligning with their values as well.

Manufacturing



Caterpillar's logo is bold and heavy, and the yellow triangle makes for a memorable design that also fits the type of company it is (Construction, machinery, heavy-duty clothing). The logo showcases stability and reliability.

Good

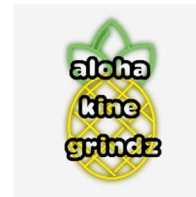
Bad



The first thing that stands out with MoCa's logo is the right-aligned text as well as the way they break up the word "Cleveland". It makes the name a little hard to read. The letters that they used to highlight the acronym also don't help with the legibility.



The Vinyl Groove Records is a record store based in Cleveland. The idea of arranging the letters into a circle to represent a record is a cool idea, however the typeface and warping of the letterforms is difficult to read.



Aloha Kine Grindz is a small takeout food spot that serves Hawaiian food. The outlined letters on top of the linework graphic makes everything hard to read. Everything is centered which feels really static and flat.



Lillie's Home is an organization that provides support for women and families who are in need. Their logo is very feminine and matches the vision for the organization, however it could be handled in a more cohesive way. The use of a script style font is harder to read at smaller sizes.



Anchor Manufacturing produces welded assemblies and other parts related to automotive and non-automotive industries. The pictorial uses fine lines and is hard to make out at a distance. The vines that go around the anchor aren't really necessary and distract from the focus of the logo. The typeface also seems a bit too rounded for the kind of work that they produce.

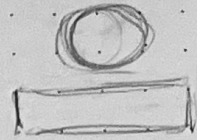
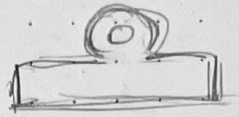
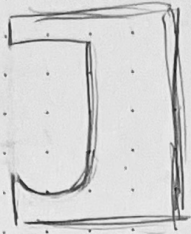
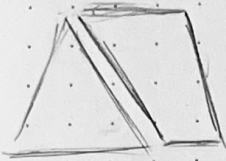
Anchor Manufacturing Group Inc.

22

Abstract

manufacture

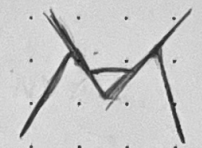
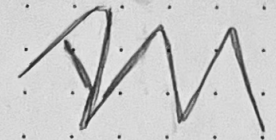
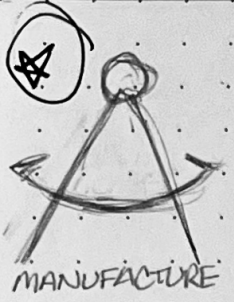
Ancho
manufacturing
Group



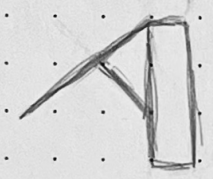
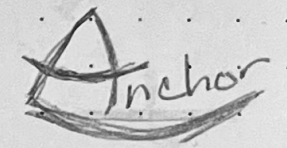
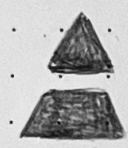
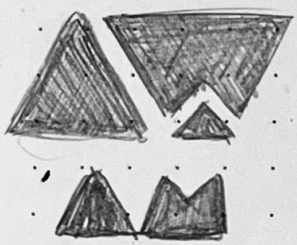
Sketches

Monogram

Main

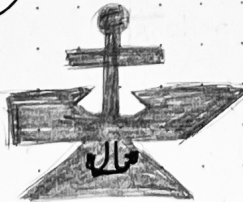
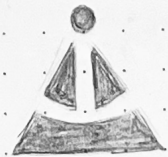
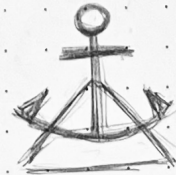
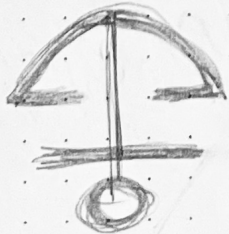
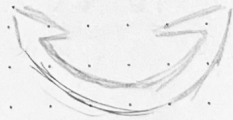
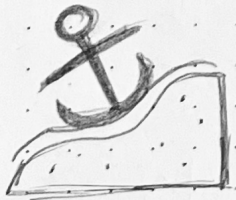


* M



Icons

MANU



26

Combos

Manu

Anchor
Manufacturing

Anchor
MANUFACTURING

Anchor
Manu

ANCHOR
MANUFACTURING

Anchor

Anchor

Anchor

Anchor
Anchor

Anchor
Mfg

ANCHOR
MANU

Word mark

Manu

ANCHOR
MANUFACTURING

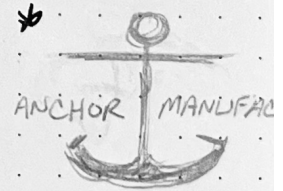


*
ANCHOR
MANUFACTURING

*
ANCHOR

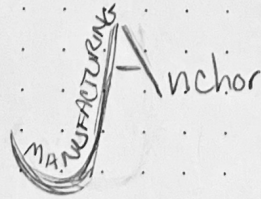
ANCHOR

Combo "



Anchor
Manufacturing

ANCHOR
MANUFACTURING



ANCHOR
MANUFACTURING

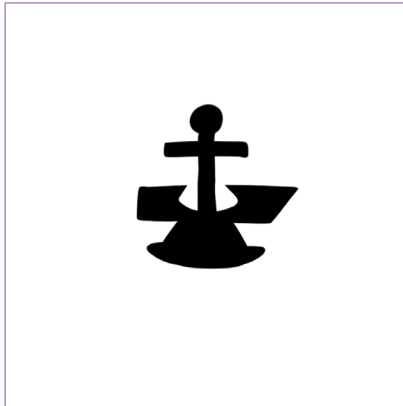
ANCHOR

ANCHOR

ANCHOR

Refined Logo Sketches

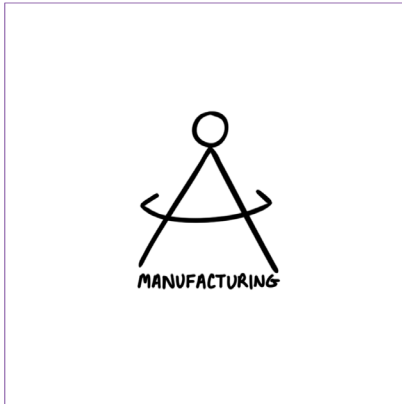
1. Pictogram or Icon



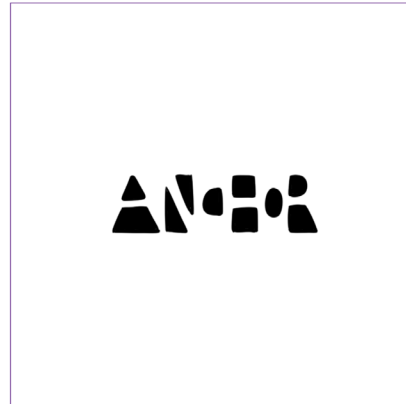
2. Abstract Symbol



3. Monogram



4. Logotype or wordmark



5. Combination



Student Name

Serenity Norman

Company Name

Anchor Manufacturing Group

Type of Business

Manufacturer

Key Words

Strong, Solid, Stable

Company Mission Statement

At Anchor Manufacturing Group, Inc., we believe in the power of manufacturing to transform ideas into reality. We've been dedicated to revolutionizing the manufacturing industry with innovation, analytical precision, and excellence.

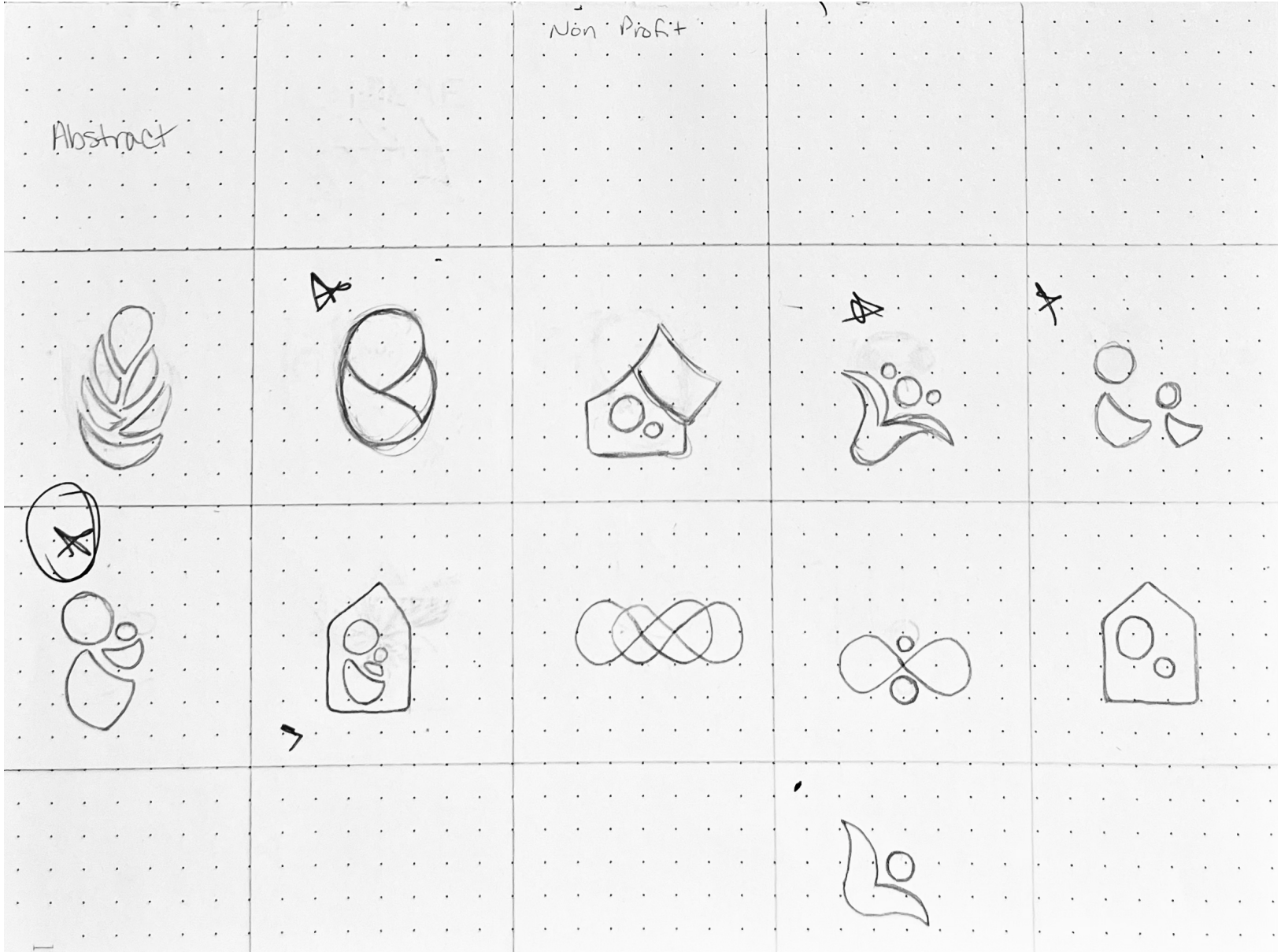
Competitors

Master Manufacturing Co.
HP Manufacturing

How have you differentiated them from their competition?

Provided a way to represent their branding that's more unique and individualized to stand out from the rest.

Lillie's Home



Sketches

wordmark

Non Profit

Lillie's
HOME

Lillie's
Home

Lillie's
Home

Lillie's
Home

Lillie's
Home

Lillie's
HOME

Lillie's
Home

Lillie's
Home

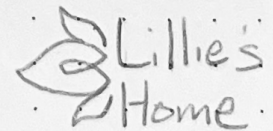
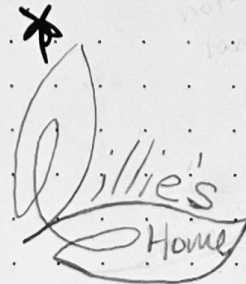
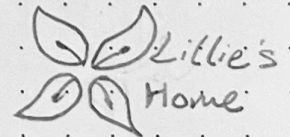
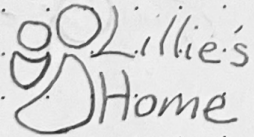
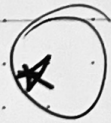
Lillie's
HOME
HOME

Lillie's
Home

Lillie's
Home

combos

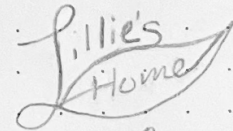
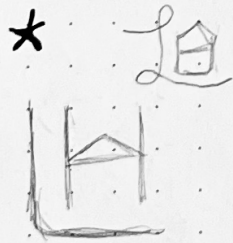
Non profit



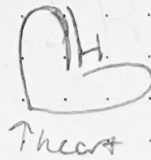
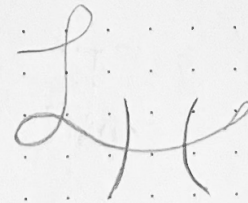
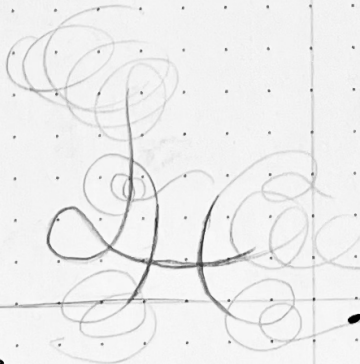
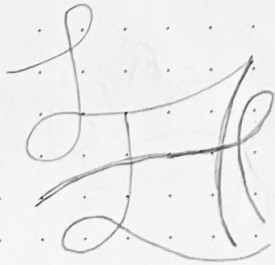
Connected ver.

Monogram

Non profit

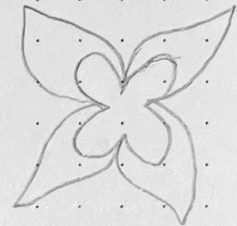
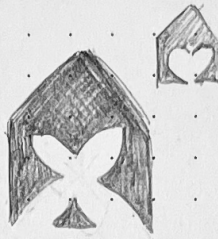
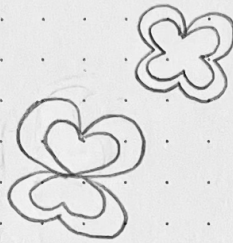


↑ wordmarks? ↑

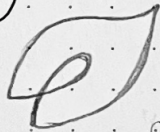


Icons

Non Profit



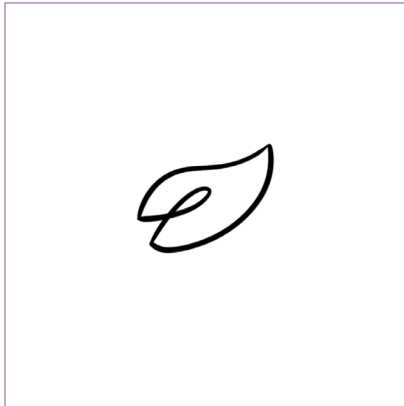
Something inside?



petal

Refined Logo Sketches

1. Pictogram or Icon



2. Abstract Symbol



3. Monogram



4. Logotype or wordmark



5. Combination



Student Name

Serenity Norman

Company Name

Lillie's Home

Type of Business

Non-Profit

Key Words

Soft, Welcoming, Comforting

Company Mission Statement

Lillie's Home is a faith based, trauma responsive community organization that takes an integrative approach to, dismantle social isolation, foster relationship building and end chronic homelessness offering placed based services. We are purposed to redefine home.

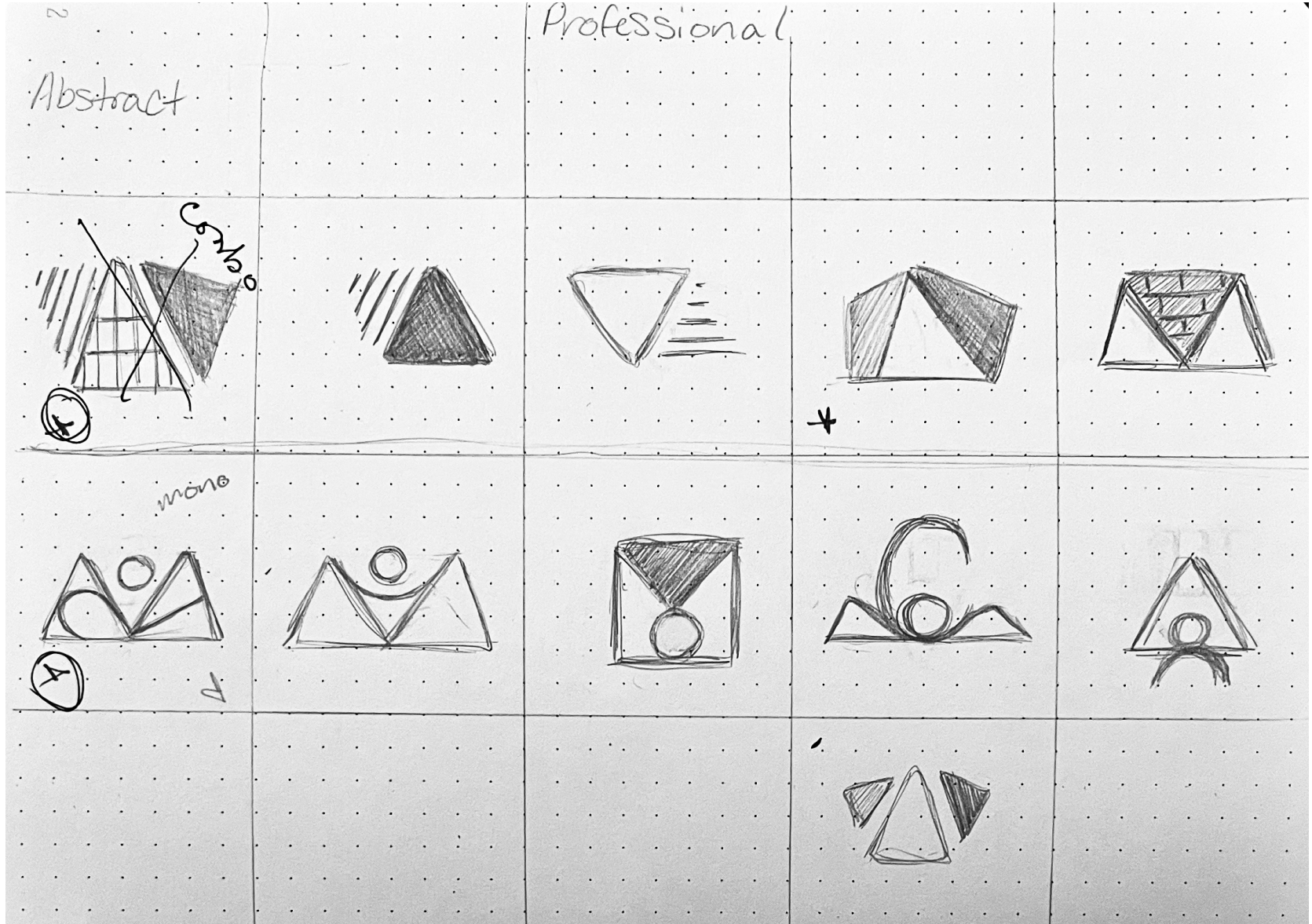
Competitors

Butterflies & Lillies Community Care Center
Laura's Home Women's Crisis Center

How have you differentiated them from their competition?

Brought a caring and soft touch to Lillie's brand that represents their mission and values in a way no one else has done before.

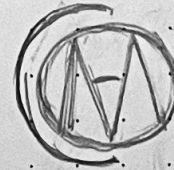
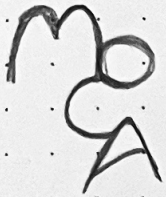
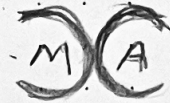
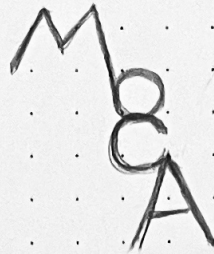
Museum of Contemporary Art Cleveland



Sketches

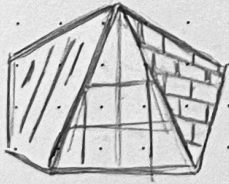
Professional

Monogram

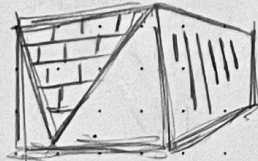
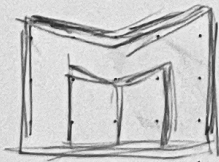
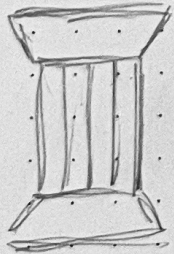
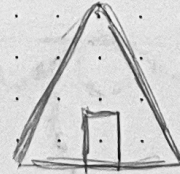


Icon

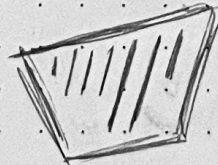
Professional



*

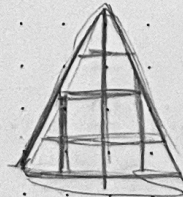


A



*

abstract



0

Combas

Professional

MCCA
 Museum of Contemporary Art
 Cleveland

MOCA
 Cleveland

Museum
 of
 Contemporary
 Art
 Cleveland

MUSEUM
 OF
 Contemporary
 Art
 Cleveland.

Museum
 OF
 Contemporary
 Art
 Cleveland

Museum of Contemporary Art
 Cleveland

MUSEUM
 OF
 Contemporary
 Art
 Cleveland

MUSEUM OF
 Contemporary ART
 Cleveland

MUSEUM OF
 Contemporary
 ART
 Cleveland

Museum of
 Contemporary
 Art Cleveland

Museum of Contemporary Art
 Cleveland

Logotype
wordmark

Professional

Museum
of
Contemporary
Art
Cleveland

Museum
of
Contemporary
Art
Cleveland

Museum of
Contemporary
Art Cleveland

Museum
of
Contemporary
Art
Cleveland

Museum of
Contemporary
Art
Cleveland

Museum of Contemporary Art
Cleveland

Museum of Contemporary Art
Cleveland

MUSEUM
OF
CONTEMPORARY
ART
CLEVELAND

Museum
of
Contemporary
Art
Cleveland

Museum
of
Contemporary
Art
Cleveland

"M" shape

MUSEUM
OF
CONTEMPORARY
ART
ART

Museum of
CONTEMPORARY
Art Cleveland

of
CONTEMPORARY
CONTEMPORARY

Refined Logo Sketches

Student Name

Serenity Norman

Company Name

Museum of Contemporary Art Cleveland

Type of Business

Professional

Key Words

Formal, Unique, Creative

Company Mission Statement

ART comes first, because it is our axis.

NOW speaks to our contemporary focus, but also obliges us to engage immediately, directly, intentionally.

PROGRESS is about advancing, achieving, growing, moving forward with momentum; it signifies our values of experimentation, integrity, and inclusion.

IN PROGRESS reminds us, however, that we are always underway, ongoing, developing, striving, adapting. moCa is alive and active like the artists we work with, whose practices are constantly evolving.

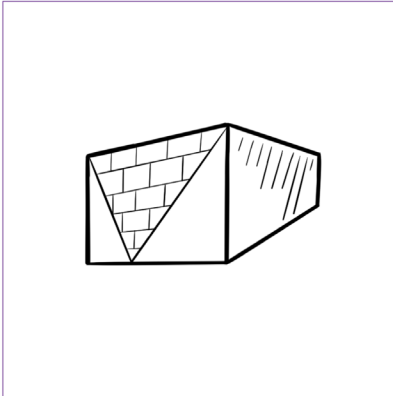
Competitors

Cleveland Museum of Art
Akron Art Museum

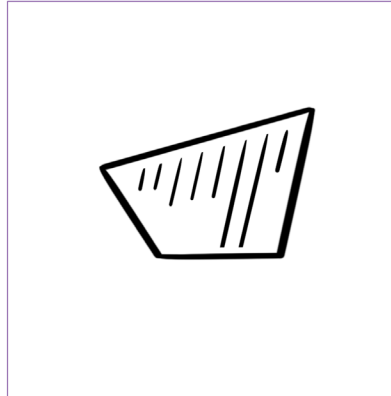
How have you differentiated them from their competition?

Provided a more cohesive and formal yet creative way to represent the museum and values while also representing the city that it's based in.

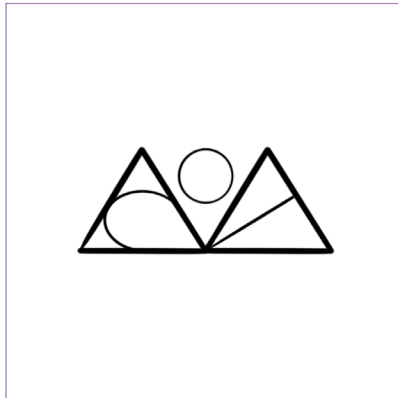
1. Pictogram or Icon



2. Abstract Symbol



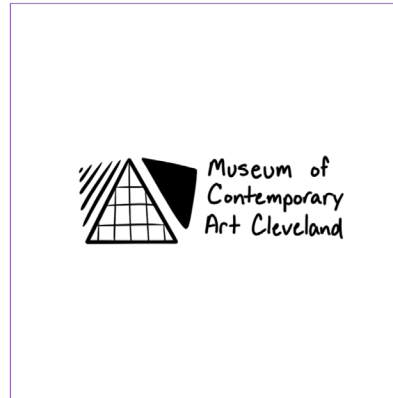
3. Monogram

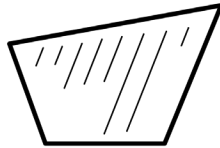
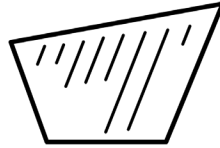
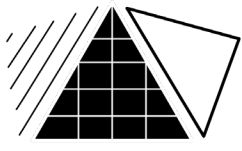
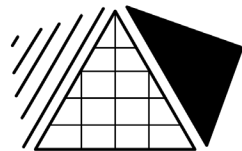
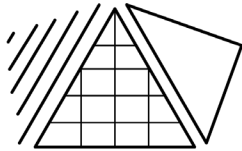
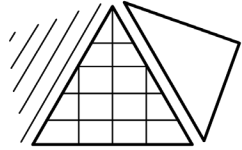
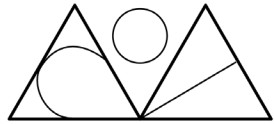


4. Logotype or wordmark



5. Combination





Museum of Contemporary Art Cleveland



Museum of Contemporary Art Cleveland



Museum of Contemporary Art Cleveland



Museum of Contemporary Art Cleveland



Museum of Contemporary Art Cleveland



Museum of Contemporary Art Cleveland



Museum of Contemporary Art Cleveland



Museum of Contemporary Art Cleveland



Museum of Contemporary Art Cleveland



Museum of Contemporary Art Cleveland



Museum of Contemporary Art Cleveland



MUSEUM OF CONTEMPORARY ART Cleveland

MUSEUM OF CONTEMPORARY ART Cleveland



Museum of Contemporary Art Cleveland



Museum of Contemporary Art Cleveland



Museum of Contemporary Art Cleveland



Museum of Contemporary Art CLEVELAND



Museum of Contemporary Art Cleveland



Museum of Contemporary Art Cleveland



Museum of Contemporary Art Cleveland



Museum of Contemporary Art Cleveland



Museum of Contemporary Art Cleveland



Museum of Contemporary Art Cleveland



Museum of Contemporary Art Cleveland



Museum of
Contemporary
Art Cleveland



Museum of
Contemporary
Art Cleveland



Museum of
Contemporary
Art Cleveland



Museum of
Contemporary
Art Cleveland



Museum of
Contemporary
Art Cleveland



Museum of
Contemporary
Art Cleveland



Museum of
Contemporary
Art Cleveland



Museum of
Contemporary
Art Cleveland



Museum of
Contemporary
Art Cleveland



Museum of
Contemporary
Art Cleveland



Museum of
Contemporary
Art Cleveland



Museum of
Contemporary
Art Cleveland



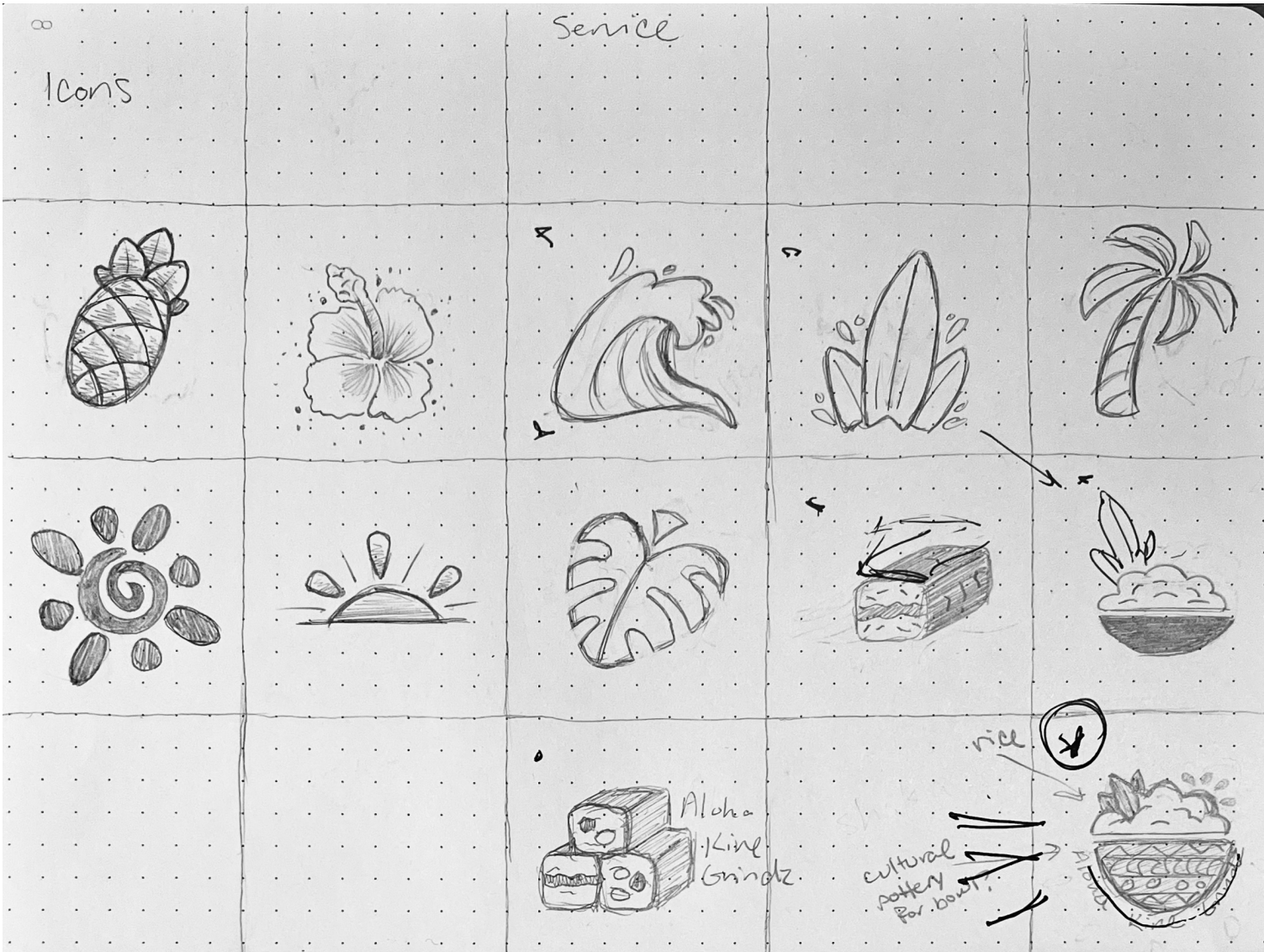
Museum of
Contemporary
Art Cleveland



MUSEUM OF
CONTEMPORARY
ART Cleveland



Aloha Kine Grindz



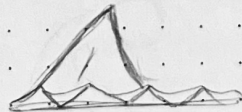
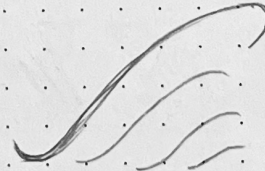
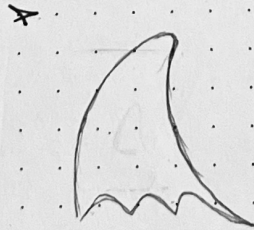
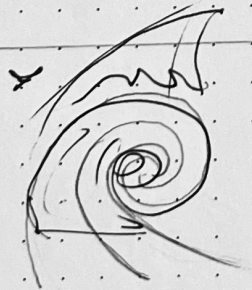
Sketches

Abstract

Service

Notes: Aloha
Aloha Kine Grindz =
Good Comfort Food
Grindz = Food

King = Good
Aloha = Kind, loving



10

logotype
wordmark

probably
looks
better thicker

service

aloha
kine
grindz

Aloha
Kine
Grindz

~~Aloha~~
Kine
Grindz

Aloha Kine
Grindz

Aloha
Kine
Grindz

Aloha Kine Grindz

Aloha Kine Grindz

*
ALOHA
KINE
GRINDZ

Aloha Kine
Grindz

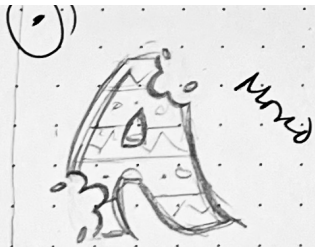
Aloha
Kine
Grindz

Aloha Kine Grindz

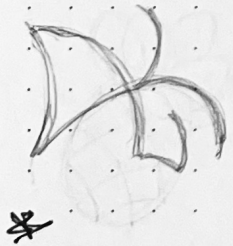


Monogram

AKG



Service



AKG

AKG

AKG

AKG

AKG

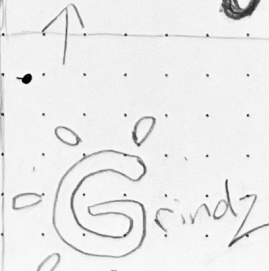
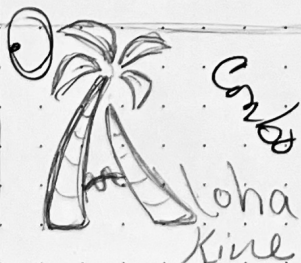
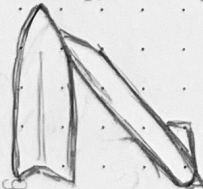
AKG

AKG

AKG

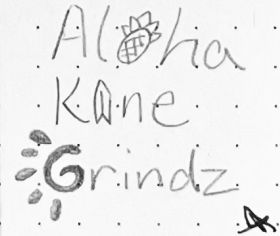
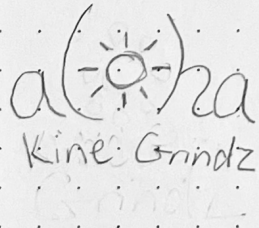
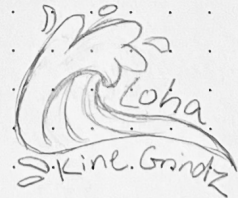
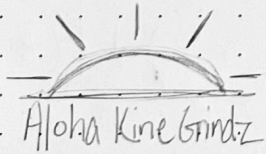
akg

surfboards



service

Combos

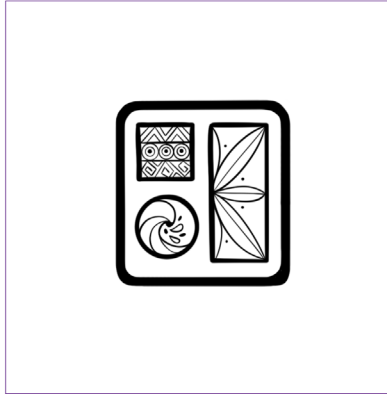


Refined Logo Sketches

1. Pictogram or Icon



2. Abstract Symbol



Student Name

Serenity Norman

Company Name

Aloha Kine Grindz

Type of Business

Service

Key Words

Playful, Tropical, Cultural

Company Mission Statement

Bringing the flavors of Hawaii to your plate. Taste the Aloha at our to-go restaurant!

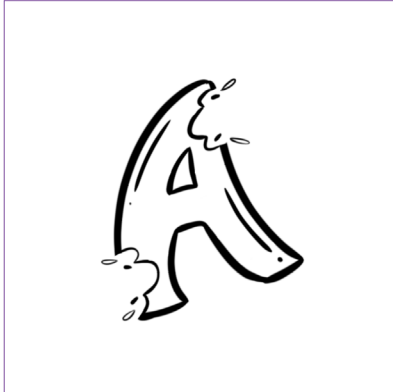
Competitors

Island Hawaiian BBQ & Seafood

How have you differentiated them from their competition?

Created a fresh new look for their branding that combines their good food with Hawaiian culture.

3. Monogram



4. Logotype or wordmark

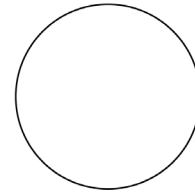


5. Combination





**Aloha
Kine
Grindz**



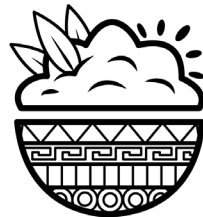
**ALOHA
KINE
GRINDZ**



**ALOHA
KINE
GRINDZ**



**ALOHA
KINE
GRINDZ**



**Aloha
Kine
Grindz**







**ALOHA
KiNE
GRiNDZ**



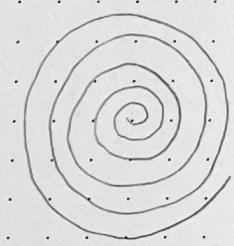
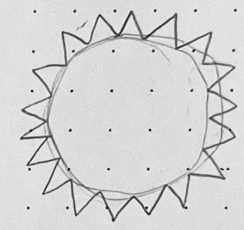
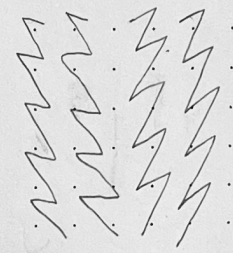
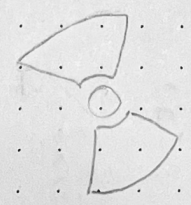
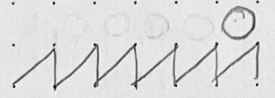
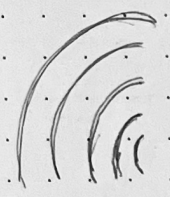
**ALOHA
KiNE
GRiNDZ**

Vinyl Groove Records

12

Abstract

Retail



Sketches

14

Retail

Monogram

VGR

VGR

VGR

VGR

VGR

VGR

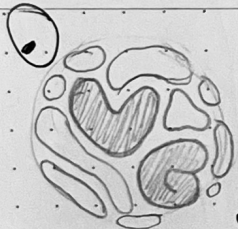
VGR

VGR

vgr

VGR

VGR

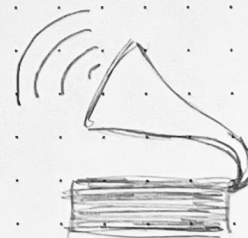
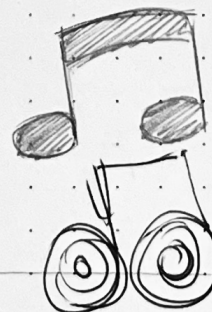
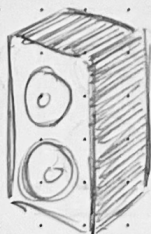
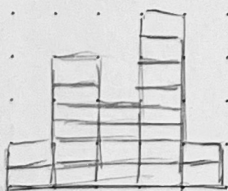
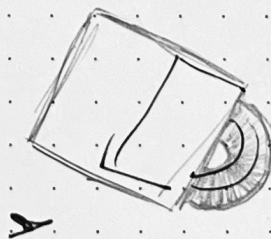
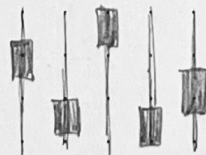
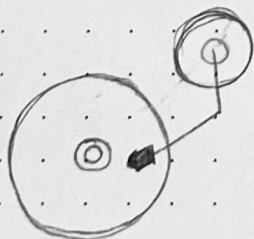
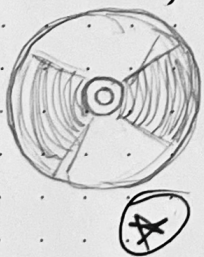


Labels

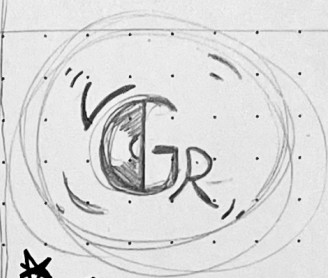
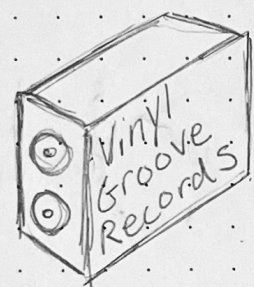
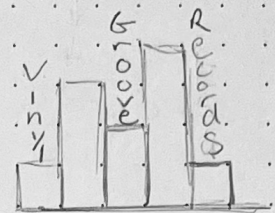


Icons

Retail



Combos



* ~~None~~

+

logotype
wordmark

Retail

Vinyl
Groove
Records

Vinyl
Groove
Records

vinyl
[groove
records
groove

Vinyl
Groove
Records

Vinyl
Groove
Records

Vinyl Groove Records

Vinyl
Groove
Records

Vinyl
Groove
Records

VINYL
GROOVE
RECORDS

Vinyl
Groove
Records



combo
Vinyl
Groove
Records

Vinyl
groove
Records



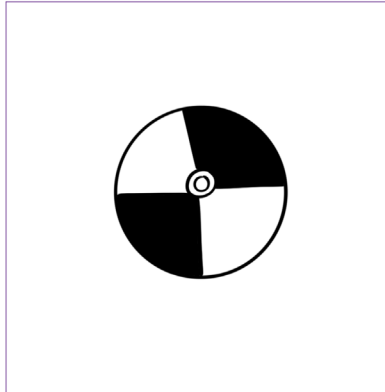
round
the
letters

Refined Logo Sketches

1. Pictogram or Icon



2. Abstract Symbol



Student Name

Serenity Norman

Company Name

Vinyl Groove Records

Type of Business

Retail

Key Words

Groovy, Chill, Playful

Company Mission Statement

"Save Your Pennies Seriously!"

This isn't just a saying for David and Cecilia Wolfe; it's a testament to how small savings can lead to big dreams.

Competitors

Blue Arrow Records & Books

My Mind's Eye Records

How have you differentiated them from their competition?

Showcased the vibes and aesthetic, laid-back style of the record store in a satisfying way that is chill and inviting to all.

3. Monogram



4. Logotype or wordmark



5. Combination





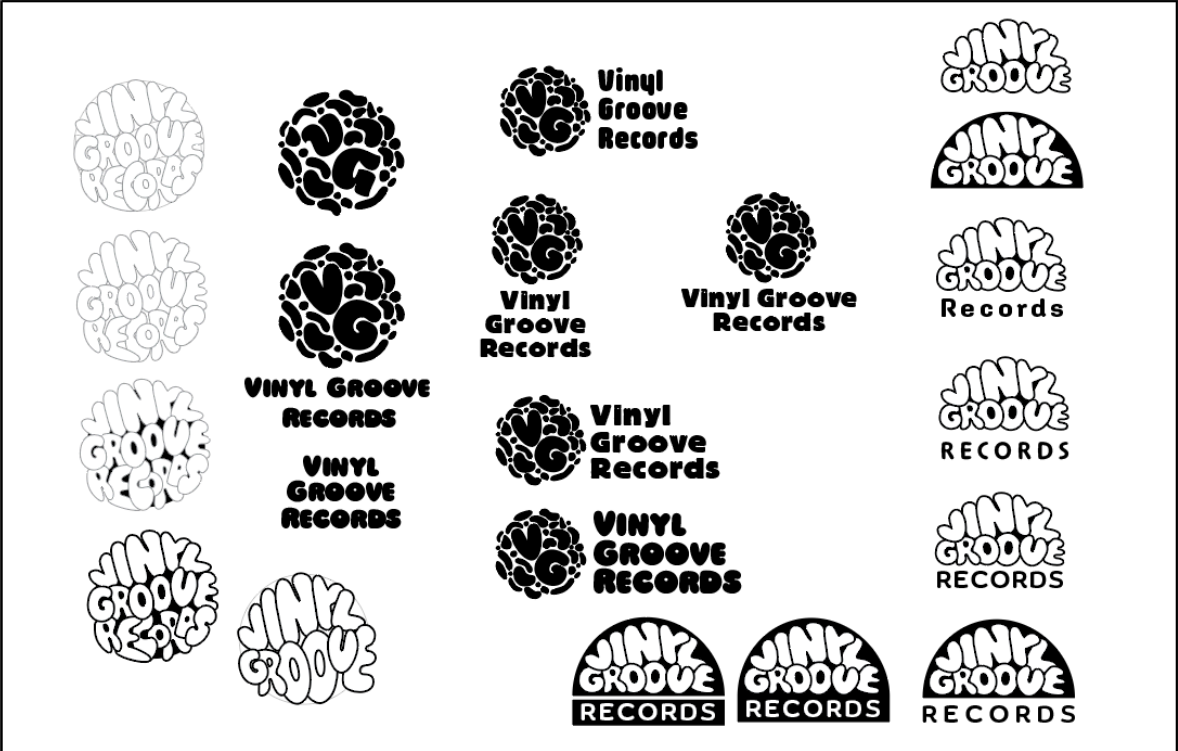
01 - Artboard 1

Records
VG Vinyl Groove
 Records
VG **RECORDS**
VG Vinyl Groove
 Records
VG Vinyl Groove
 RECORDS
VG Vinyl Groove
 Records
VG Vinyl Groove
 RECORDS
VG Vinyl Groove
 Records
**JINZ
 GROOVE** Vinyl Groove
 Records

05



04







**VINYL GROOVE
RECORDS**



**VINYL GROOVE
RECORDS**



**VINYL GROOVE
RECORDS**



**VINYL
GROOVE
RECORDS**

Vinyl Groove Final Logo



11.4.25

Dear Vinyl Groover,

On behalf of everyone at Vinyl Groove Records, I would like to extend our sincere appreciation for your continued support and patronage. Your enthusiasm for music and dedication to the art of vinyl play an essential role in sustaining independent record stores like ours.

We take great pride in curating a diverse selection of records and fostering a community that celebrates music in its purest form. Every purchase you make helps us continue our mission of preserving the culture and craftsmanship that define the vinyl experience.

Please know that your support does not go unnoticed. We look forward to continuing to serve you and to sharing many more remarkable musical discoveries together in the future.

Thank you once again for being a valued member of the Vinyl Groove community.

With warm regards,

David and Cecelia Wolfe
Customer Relations Manager
Vinyl Groove Records

5100 Pearl Rd., Suite 208, Cleveland OH, 44129
Questions? Give us a call at 440.439.8371



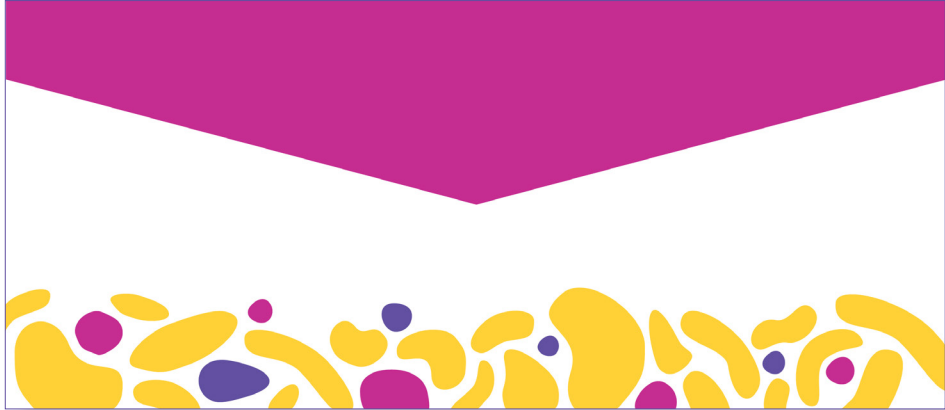
David and Cecelia Wolfe
Customer Relations Managers

Billed To:
Hayley Williams
365 Rose Color Ave., Cleveland, OH 44123

Questions? Contact:
440.439.8371
vinylgrooverecords@gmail.com


Payment:
Vinyl Groove Records
5100 Pearl Rd. Suite 208, Cleveland OH, 44129

| Item(s) | How Many? | Price |
|---|-----------|-----------------|
| DANGEROUS WOMAN Vinyl Ariana Grande | 2 | \$140 |
| VINYL GROOVE Tote Color: White | 1 | \$25 |
| BREACH CD Delxue Edition Twenty One Pilots | 3 | \$90 |
| Subtotal: | | \$255 |
| Tax: | | \$6.75 |
| Total: | | \$261.75 |








VINYL GROOVE RECORDS

David and Cecelia Wolfe
 Customer Relations Managers
 440.439.8371
 vinylgrooverecords@gmail.com

Billed To:
 Hayley Williams
 365 Rose Color Ave., Cleveland, OH 44123

Payment:
 Vinyl Groove Records
 5100 Pearl Rd., Suite 208, Cleveland OH, 44129

| Item(s) | How Many? | Price |
|---|-----------|------------------------|
| DANGEROUS WOMAN Vinyl Ariana Grande | 2 | \$140 |
| VINYL GROOVE Tote Color: White | 1 | \$25 |
| BREACH CD Deluxe Edition Twenty One Pilots | 3 | \$90 |
| | | Subtotal: \$255 |
| | | Tax: \$6.75 |
| | | Total: \$261.75 |

Vinyl Groove Records Buildout

The top navigation bar includes links for About, Blog, Contact, Music, Audio Repair, and Sell Your Vinyl. The main header features the Vinyl Groove Records logo and the tagline "Cleveland's Best Record Store". A large circular image shows the store's interior with a checkered floor and vinyl stacks. Below this, a section titled "A Vinyl Haven For Music Lovers" contains text about the vinyl experience and the store's role as a music sanctuary. The bottom of the page features a purple background with yellow and pink organic shapes.

VINYL GROOVE RECORDS
Cleveland's Best Record Store

A Vinyl Haven For Music Lovers

There's something special about vinyl. The weight of an LP in your hands, the subtle crackle before the first note hits, the artwork that makes album covers mini masterpieces—it's an experience digital music just can't replicate.

If you're looking for a record store in Cleveland that understands that love for vinyl, you've just found it. We're more than just a place to buy records—we're a music sanctuary, a hangout for collectors, and a hub for people who appreciate the way music was meant to be heard.

It doesn't matter if you're a seasoned vinyl enthusiast with a library of rare pressings or just getting into collecting—we're here to help you find the perfect album, the hidden gem, or the classic that shaped your taste in music.

The top navigation bar is identical to the home page. The main header features the Vinyl Groove Records logo and the tagline "Cleveland's Best Record Store". The page is divided into several sections with colorful organic shapes. The first section is "A Vinyl Haven For Music Lovers", followed by "More Than A Store - A Vinyl Community". Below this are four circular callouts: "Cook Records Bought & Sold", "30+ Services & Mastered Formattables", "100% Happy Listeners & Clients", and "200+ Vinyl Records in Stock". The next section is "What You'll Find On Our Shelves", which includes "New Vinyl & Releases", "Pre-Owned Vinyl Selection", "Hard-to-Find Collectibles", and "Affordable & Unique Finds". The bottom of the page features a purple background with yellow and pink organic shapes.

VINYL GROOVE RECORDS
Cleveland's Best Record Store

A Vinyl Haven For Music Lovers

More Than A Store - A Vinyl Community

Cook Records Bought & Sold

30+ Services & Mastered Formattables

100% Happy Listeners & Clients

200+ Vinyl Records in Stock

What You'll Find On Our Shelves

New Vinyl & Releases

Pre-Owned Vinyl Selection

Hard-to-Find Collectibles

Affordable & Unique Finds

Location
5100 Pearl Rd, Suite 208
Cleveland, OH 44129

Hours
Mon-Tue: Closed
Wed: 12 PM - 6 PM
Thu-Sat: 12 PM - 7 PM
Sun: 11 AM - 5 PM

Socials
Instagram, Twitter, Facebook

The top navigation bar is identical to the home page. The main header features the Vinyl Groove Records logo and the tagline "Cleveland's Best Record Store". The page is divided into several sections with colorful organic shapes. The first section is "All About The Vinyl Groove", followed by "Save Your Pennies Seriously!". Below this are three paragraphs of text about the store's history and mission. The next section is "Location", followed by "Hours", and "Socials". The bottom of the page features a purple background with yellow and pink organic shapes.

VINYL GROOVE RECORDS
Cleveland's Best Record Store

All About The Vinyl Groove

"Save Your Pennies Seriously!"

This isn't just a saying for David and Cecilia Wolfe; it's a testament to how small savings can lead to big dreams. What began as any other Saturday visit to the bank to deposit rolled coins (yes, you read that correctly), turned into a pivotal moment for the couple.

While enjoying a stroll on a beautiful fall day in Downtown Bedford, they stumbled upon a "for rent" sign that would change their lives forever. A chance encounter with the shop owner led to a tour of the space, and before they knew it, The Vinyl Groove Records was opened on November 14, 2014.

On November 16, 2024, a decade after opening, they celebrated a new chapter by moving to a larger location in Old Brooklyn.

Leaving Bedford was bittersweet due to the community's unwavering support, but the move has allowed them to expand their reach and connect with new friends while keeping old ones. The Wolfes are grateful for their journey and remain committed to bringing music to their beloved community.

Location
5100 Pearl Rd, Suite 208
Cleveland, OH 44129

Hours
Mon-Tue: Closed
Wed: 12 PM - 6 PM
Thu-Sat: 12 PM - 7 PM
Sun: 11 AM - 5 PM

Socials
Instagram, Twitter, Facebook

Website Home & About



More Than A Store - A Vinyl Community

At Vinyl Groove Records, we're not just a store, we're a community. Our knowledgeable staff is always ready to help you find the perfect record for your collection. We offer a wide variety of vinyl records, including rare and hard-to-find titles. Join our community of music lovers and discover the joy of vinyl.



A Vinyl Haven For Music Lovers

At Vinyl Groove Records, we're not just a store, we're a community. Our knowledgeable staff is always ready to help you find the perfect record for your collection. We offer a wide variety of vinyl records, including rare and hard-to-find titles. Join our community of music lovers and discover the joy of vinyl.



What You'll Find On Our Shelves

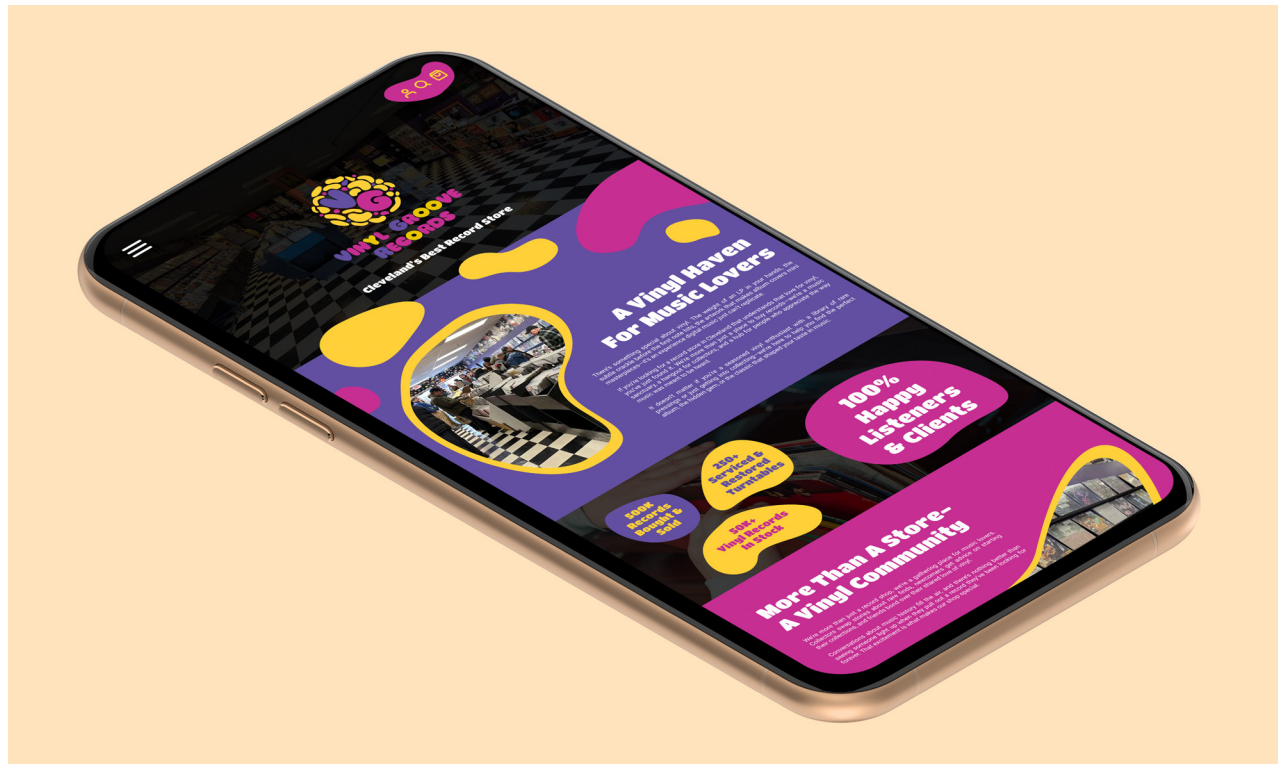
New Vinyl & Albums
Stay up-to-date with the latest releases from your favorite artists. We have a large selection of new vinyl records and albums.

Pre-Owned Vinyl Selection
Discover hidden gems and rare finds in our pre-owned vinyl section. We have a large selection of vinyl records and albums.

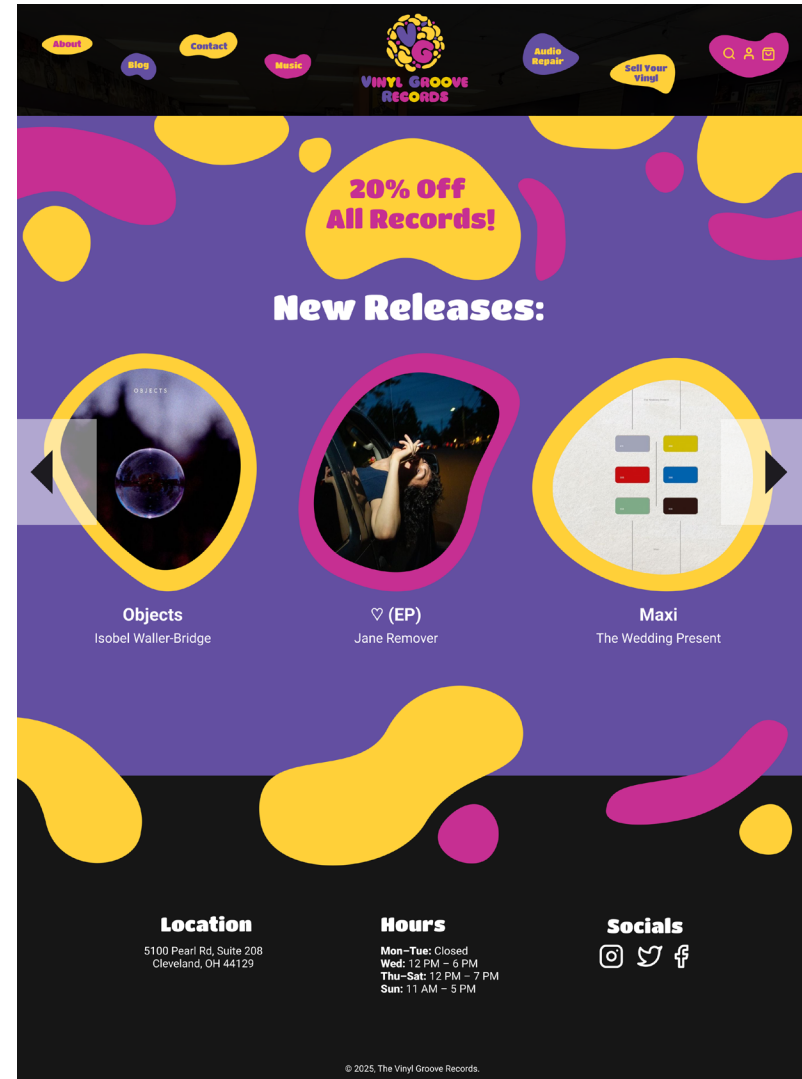
Rare & Hard-to-Find Collectibles
Expand your collection with our rare and hard-to-find vinyl records and albums. We have a large selection of vinyl records and albums.

Affordable & Unique Finds
Find unique and affordable vinyl records and albums in our collection. We have a large selection of vinyl records and albums.

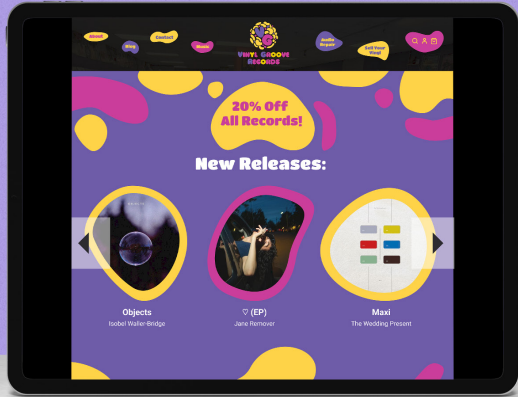
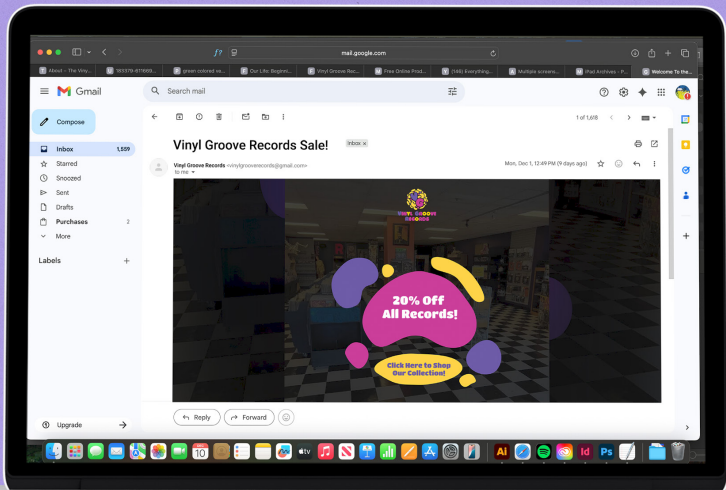


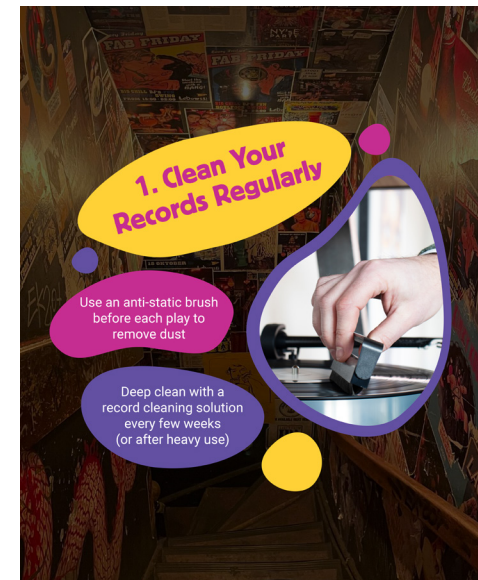


Website Mobile



Email Blast and Landing Page







Shop Our Newest Drops!

Record Store Day

Black Friday | 11.28.25
10 AM-7PM

5100 Pearl Rd. Suite 208, Cleveland OH
Questions? Give us a call at 440-439-8371

DJ's, Giveaways, & Limited Releases in store!

Groove With Us!

VINYL GROOVE RECORDS

VINYL GROOVE RECORDS

Small Business Saturday

Live Lineup
11.29.25

| | | |
|---|---|---|
|  |  |  |
| Jackson Wang 12:30-1PM | Beabadoobee 2-4PM | Boy With Uke 4:30-6PM |





Signage



Miscellaneous | Tote Bags



Miscellaneous | Phone Case & Pop Socket



Miscellaneous | Vinyl Record