



Process Book

COLLEEN DIES

Identity System | Corporate Identity | *Fall 25/Spring 26*

MARK COMPARISONS

Colleen Dies | Identity System | Corporate Identity | *Fall 25/Sp. 26*

LOGO COMPARISON

Project 1

Mark Comparisons

Manufacturing



This mark is successful because it is simple enough to be memorable and is representative. The manner in which the designer was able to represent the M of manufacturing and the W of works while still creating an attractive overall mark is great. It is scalable, works without the words and fits the targeted audience.

Non-profit



This mark is successful because it is simplistic, making it scalable. The image immediately conveys the mission of the non-profit. They are a group that helps bring solar energy to schools and educates students about this new industry. The color palette is in line with their environmentally conscious nature and having the words Shared Power in a bolder font also aids in conveying what the group is all about.

Professional



Evolve is a marketing agency located in Akron Ohio. Being a marketing firm, this mark is a good representation of what they do. The bold color is eye-catching, using lower case letters and then switching to upper-case in the nicely kerned "marketing" not only looks clean and modern, but also demonstrates an evolution. Using the "o" as a phase of the moon is clever and the way it is cut along the bias of the "v" gives it movement.

Retail



Square Records is a record store located in the Highland Square neighborhood in Akron Ohio. This mark is an excellent mark for the business because it is a record, it is distressed (they sell used materials), and it clearly has the name of the store incorporated. It is well balanced and looks good on a t-shirt.

Service



Everything that the Nightlight does graphic design wise, I am a fan of. The mark of this local independent theatre in Akron Ohio, is done in black and white and in an Art Deco style. It conveys class and a bygone era. That represents that The Nightlight began as a single screen theatre and old school Hollywood glam. The lettering is clean and easily readable.

Manufacturing



This mark is unsuccessful because the letters are all of a strange weight and have odd shapes. The name of the business is too small to be read when at a small size. The mark give the viewer to hint as to what the business does and the target audience is not obvious.

Non-profit



The aim of the designer to create a cat within the mark is obvious but it can be done better. The use of the bone as the letter l doesn't totally make sense since its meant to represent a cat. The pink in the mark doesn't make sense for a pet rescue.

Professional



This mark looks fake. It looks like it was created by AI or someone found it on a stock image page. The use of highlights and shadows is all over the place, it has a stroke on the shape behind the paw and a strange drop shadow behind the paw as well. It seem as if it were meant to look sophisticated and upscale but fails.

Retail



This mark is trying to say the most. It is on a narrow banner and includes the web address, a barn logo, the name of the business, the two locations, and what stands out the most is the call to "savor the experience". Barns have been known to be red but that does not mean that red is the only color available.

Service



This mark fails on all levels. The weight of the line around the plate varies, the image in the center is a complete mystery. The spacing of the letters is not good. Some color would help to convey creativity and a better overall balance would benefit this mark as well.

MISSION STATEMENTS

Sewickley Vet Hospital

Mission Statement:

“At Sewickley Veterinary Hospital, we care for pets as family—providing comprehensive medicine, compassionate service, and client education to ensure every visit is both healing and reassuring.”

Grdnadpa’s Cheesebarn

Created Mission Statement:

“Our mission is to offer a welcoming, family-run destination where quality, variety, and community converge, sharing the flavors of Ohio and beyond, while making every visitor feel at home.”

Nosh Creative Catering

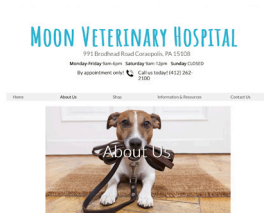
Mission Statement:

“Chef-driven, detail-oriented, impossibly fresh. Team Nosh believes our philosophy, passion, and talent set us apart. We provide unique, custom catering for events throughout Northeast Ohio. Our goal is to create truly memorable, surprisingly creative, and utterly satisfying experiences you and your guests will never forget.”

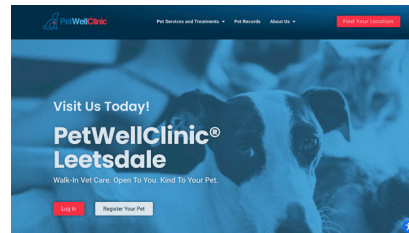
SEWICKLEY VET HOSPITAL - RESEARCH

Colleen Dies | Identity System | Corporate Identity | *Fall 25/Sp. 26*

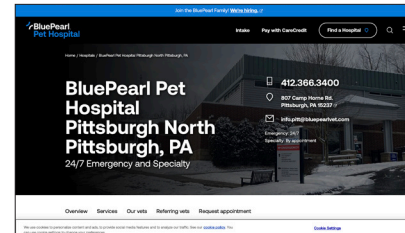
COMPETITIVE RESEARCH-SEWICKLEY VET HOSPITAL



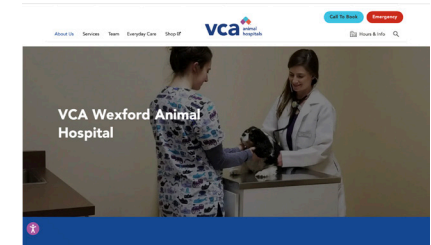
All competitors use a shade of blue. This website is the least formal, most friendly.



This business used the most cliched logo but the website was very professional and read as a medical institution.



Great logo. Uses blue, bold sans serif type. Very professional and medical feeling.

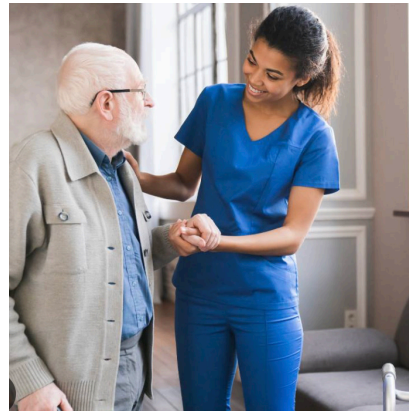


Very clean, lots of whitespace, type is small and nondominant. A bit "boring"

SEWICKLEY-VISUAL VOCAB-COMPASSIONATE



hands, touch, closeness, cropped



touch, nice lighting, caregiver



touch, bright lighting, close, cropped



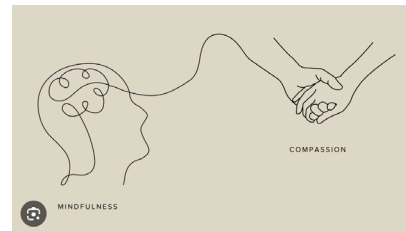
closely cropped, heart



hands over heart, bright lighting, cropped



touch, closeness



hands, light colored, elements are touching



bright light, touch, caregiving

SEWICKLEY-VISUAL VOCAB-EDUCATION



graduation caps, hands, groups



bright blue, futuristic



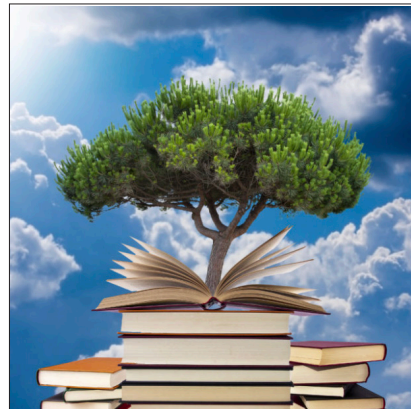
chalkboard, lightbulb, books



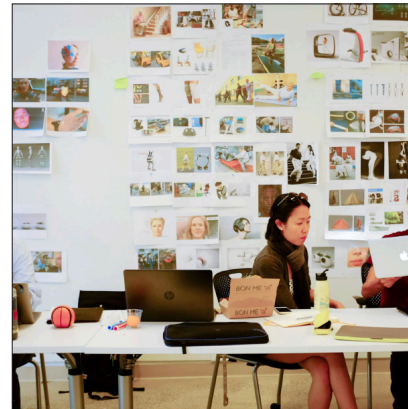
a group, pencils, books, teacher, students



chalkboard, books, globe, apple



books, growth, tree, brightly lit



brightly lit, a group, books, computers



brightly lit, books, hands

SEWICKLEY-VISUAL VOCAB-QUALITY



checkmark, round shape, words



circular, gold, words



gold, shiny, words



spelled out, hands, brightly lit



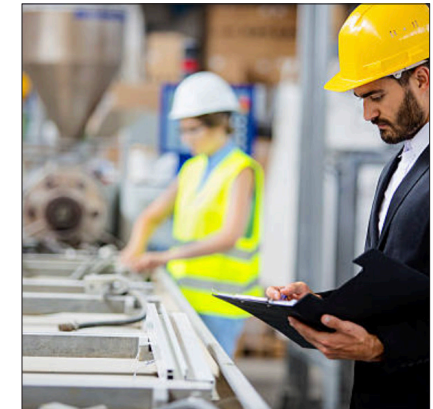
word maps, circles



brightly lit, gold



written out, magnifying glass

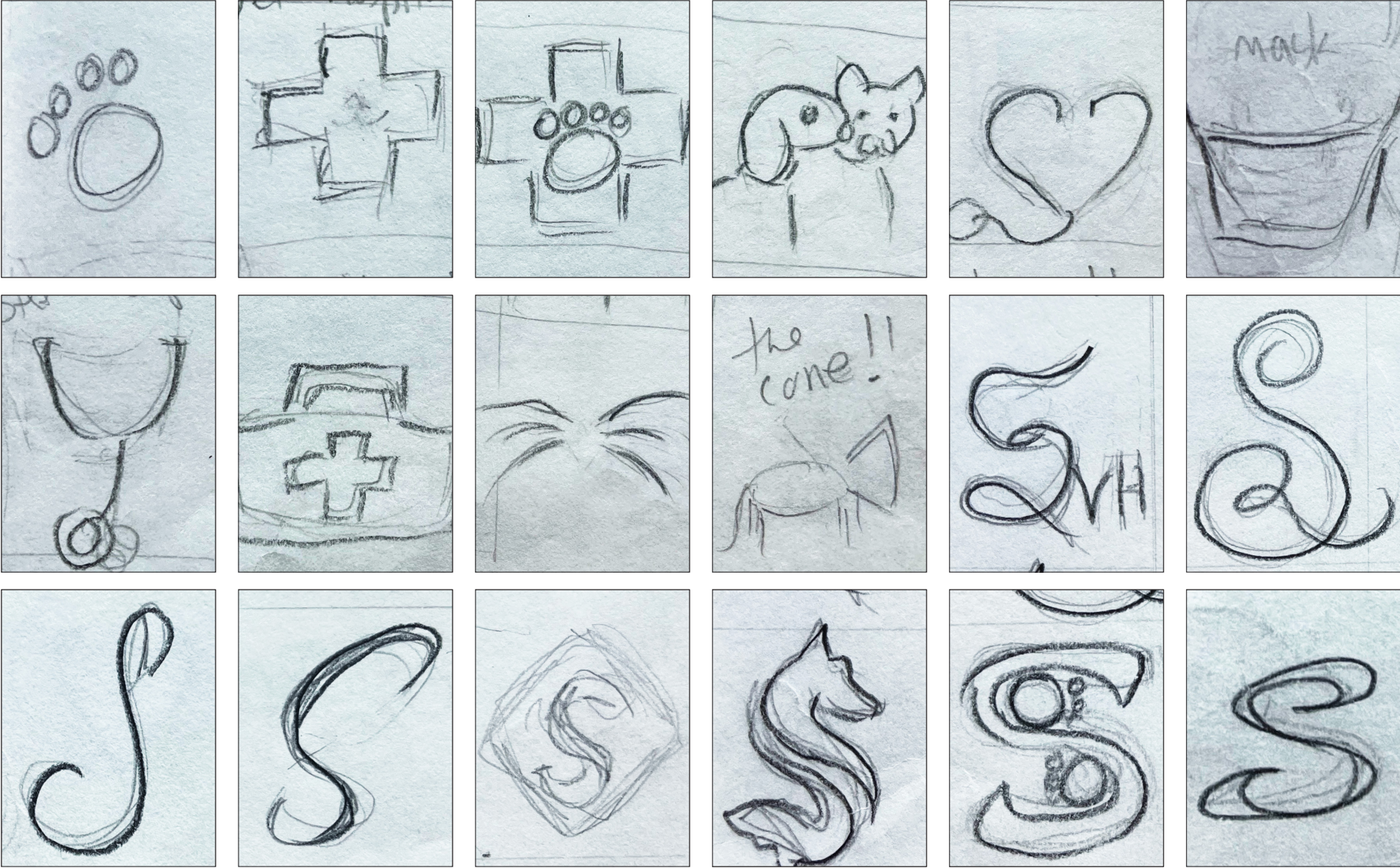


oversight, brightly colored, clean

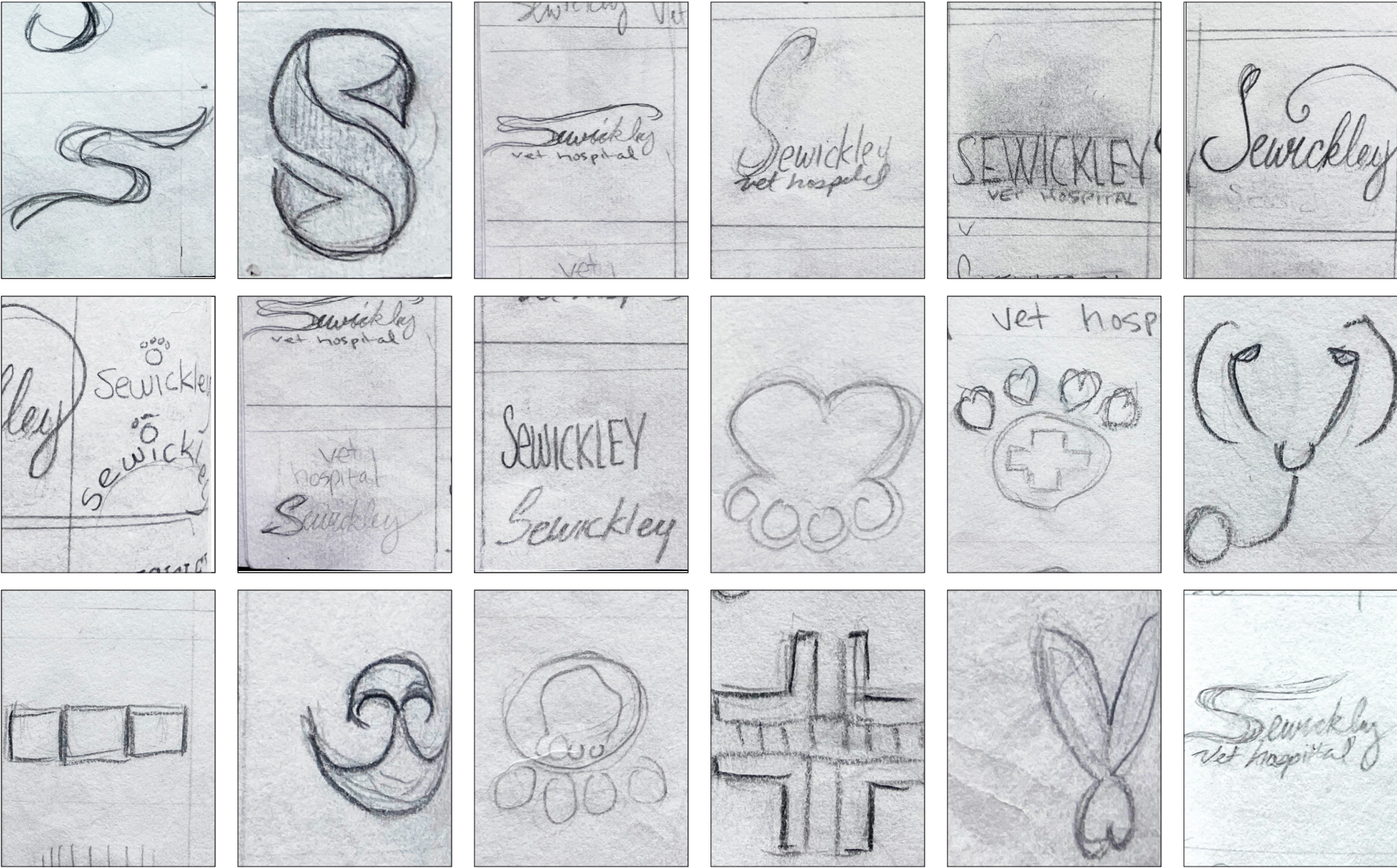
SEWICKLEY VET HOSPITAL - SKETCHES

Colleen Dies | Identity System | Corporate Identity | *Fall 25/Sp. 26*

ROUGH SKETCHES - SEWICKLEY VET HOSPITAL



ROUGH SKETCHES - SEWICKLEY VET HOSPITAL



ROUGH SKETCHES - SEWICKLEY VET HOSPITAL



HIGH CONTRAST SKETCHES - SVH

Colleen Dies

Sewickley Veterinary Hospital

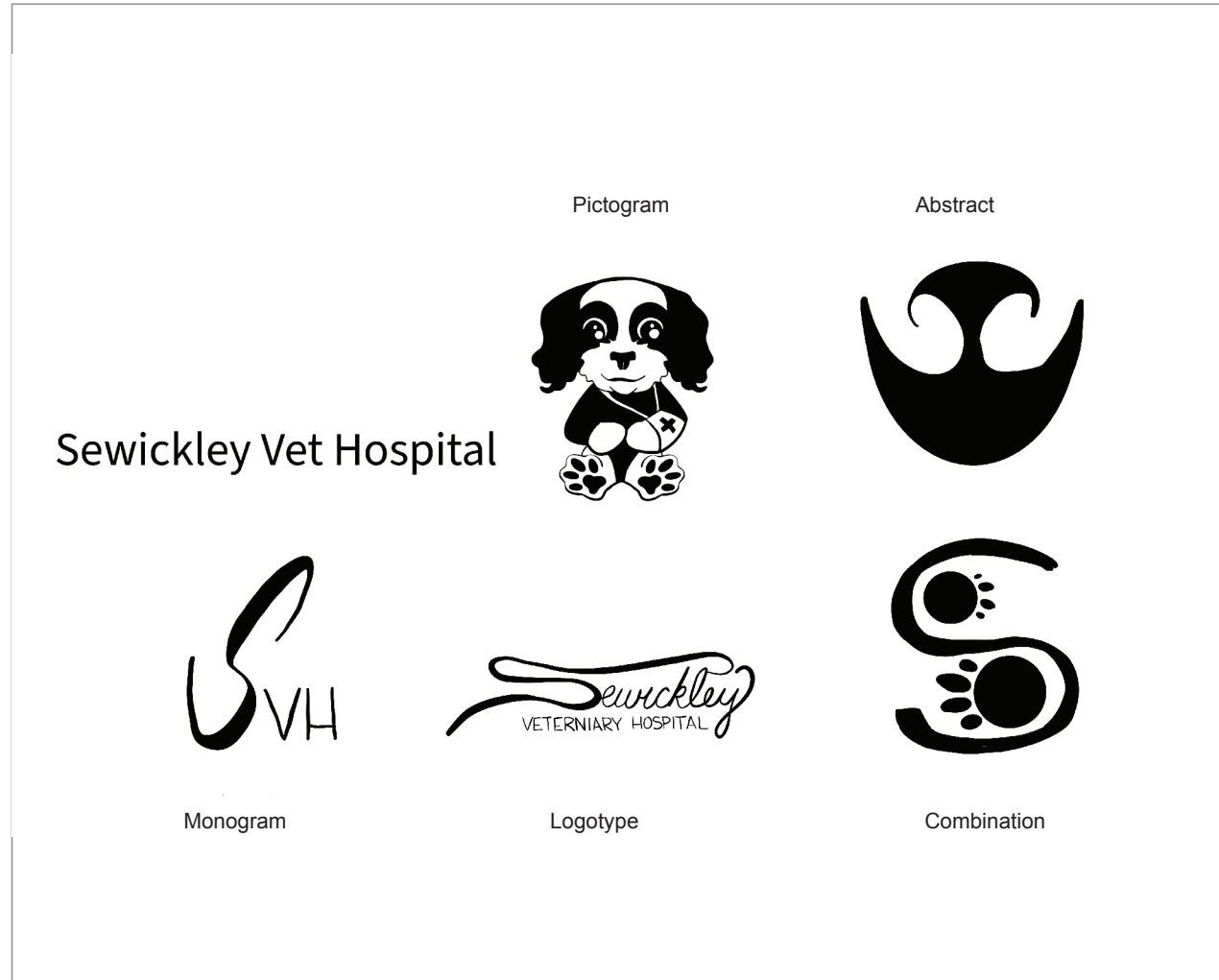
Veterinary Hospital

Compassionate, Education, Quality

Mission Statement: At Sewickley Veterinary Hospital, we care for pets as family; providing comprehensive medicine, compassionate service, and client education to ensure every visit is both healing and reassuring.

Competitors: Moon Veterinarian Hospital, Blue Pearl Pet Hospital, PetWellClinic Leedsdale

I have strived to imagine logo marks that are both unique and appropriate. I believe that I succeeded in coming up with marks that are free from the stereotypical imagery yet still recognizable as Vet Hospitals.



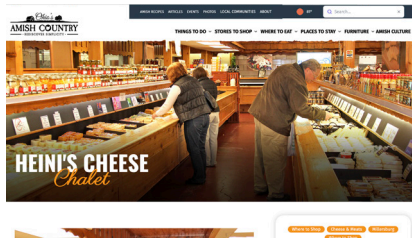
LETTERHEAD SKETCH - SVH



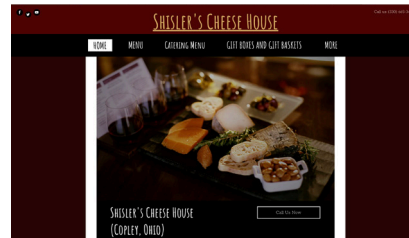
GRANDPA'S CHEESEBARN - RESEARCH

Colleen Dies | Identity System | Corporate Identity | *Fall 25/Sp. 26*

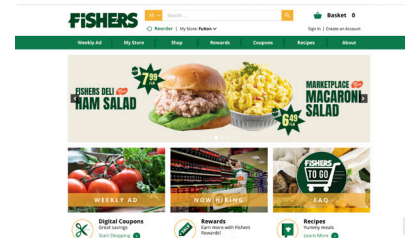
COMPETITIVE RESEARCH - GCB



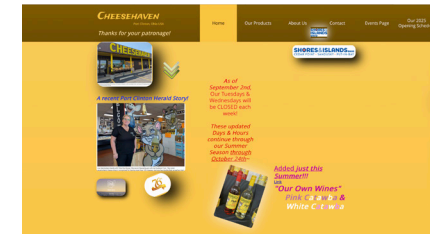
Much of their competition is in amish country. Surprisingly, they dont have a website of their own.



Most competitors use the color orange in their branding. Many of the logos feature a building. Websites are of a poor quality.



Local grocers are a competitor. Most dont have a large budget for graphic design.

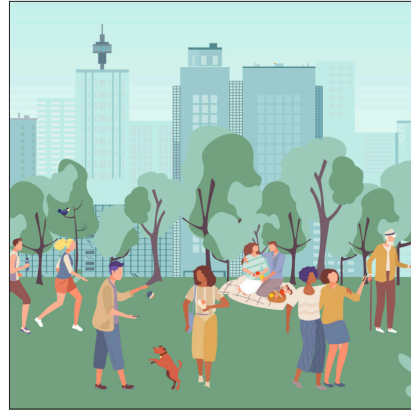


This has to be the worst web-site that I have seen in years. The font used for their word-mark is awful and the drop shadows are...dramatic.

GCB-VISUAL VOCAB-COMMUNITY



More hands coming together- (are they trying to tell me something?)



Lots of bright illustrations of groups of multicultural individuals in front of city skylines



open arms, smiles, groups, hands



connections, diversity



hands again, technology, groups



friendly, engaged, diverse



hands, a grouping of items, bright colors



connections, an environment, groupings

GCB-VISUAL VOCAB-WELCOMING



many shots of people with open arms



a group, smiles, multicultural



open arms, open door



open arms, open door, smiles, clean, friendly



warm, approachable, hugs



open body language, smiles, bright colors



huge smile contrasted with a literal brick wall



this on has it all, the word, hands of all ages coming together and a big smile

GCB-VISUAL VOCAB-FAMILY



*many of the shots are outdoors,
lots of smiles*



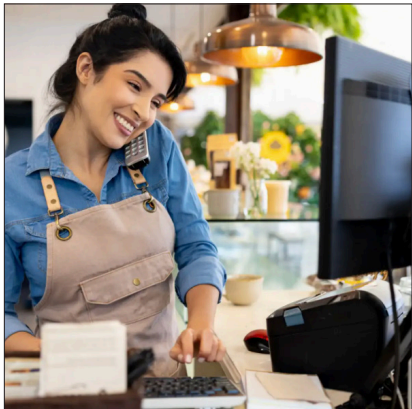
outdoor, groups sunny



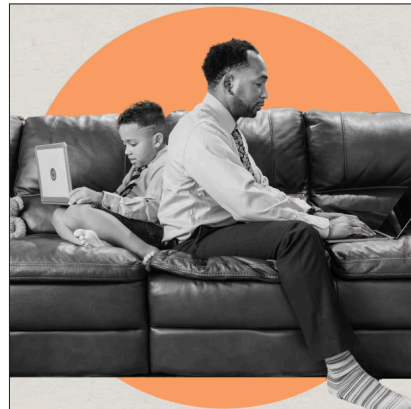
group, blues



smiles, friendly, generations



warm, approachable



*different, a clever approach
showing possible friction be-
tween the generations*



*working with the tools of the
trade*



*in the working enviroment,
more than one figure, good
lighting*

GRANDPA'S CHEESEBARN - SKETCHES

Colleen Dies | Identity System | Corporate Identity | *Fall 25/Sp. 26*

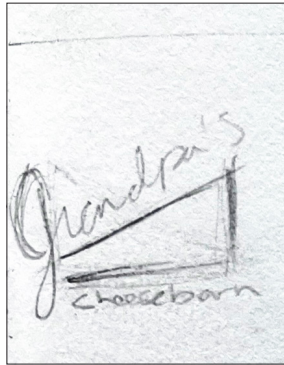
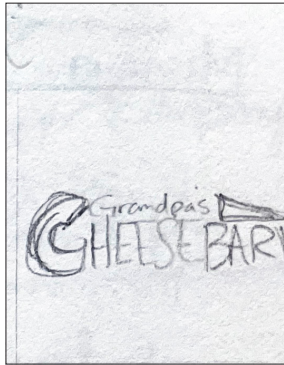
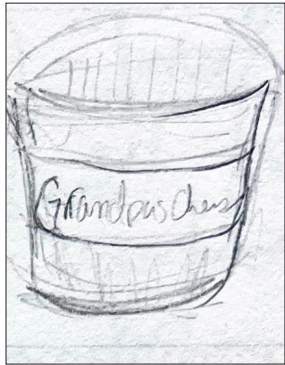
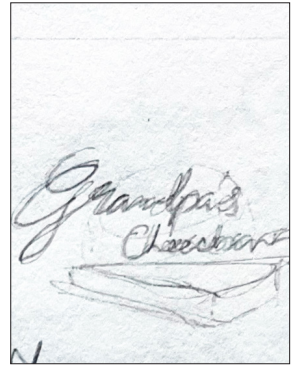
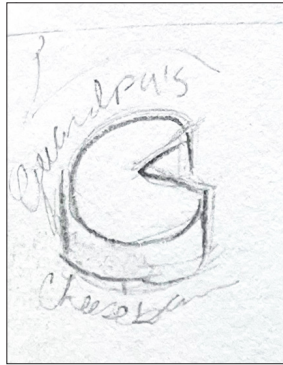
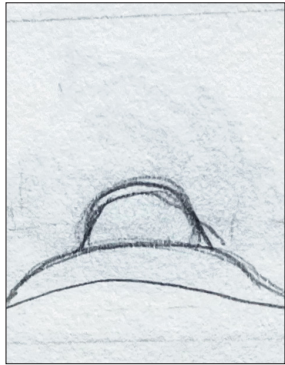
ROUGH SKETCHES - GRANDPA'S CHEESEBARN



ROUGH SKETCHES - GRANDPA'S CHEESEBARN



ROUGH SKETCHES - GRANDPA'S CHEESEBARN



SKETCHES

Colleen Dies

Grandpa's Cheesebarn

Retailer

Community, Welcoming, Family

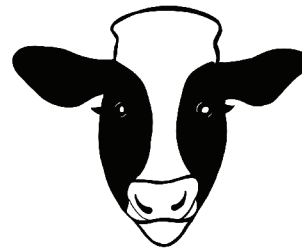
Mission Statement: Our mission is to offer a welcoming, family-run destination where quality, variety, and community converge—sharing the flavors of Ohio and beyond, while making every visitor feel at home

Competitors: Heini's Cheese, Shishler's Cheese House, Fisher's Markets, Cheesehaven

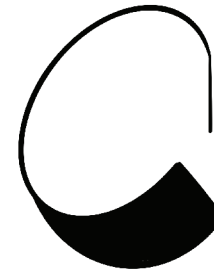
I have strived to give Grandpa's Cheesebarn a more upscale feel while feeling grounded in community, and family.

Grandpa's Cheesebarn

Pictogram



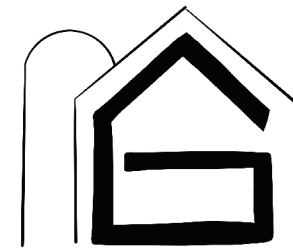
Abstract



Monogram

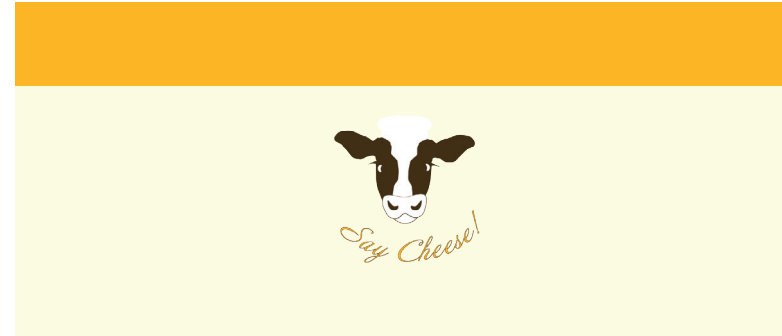


Logotype



Combination

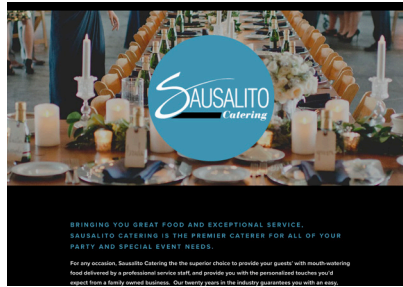
LETTERHEAD SKETCH - GCB



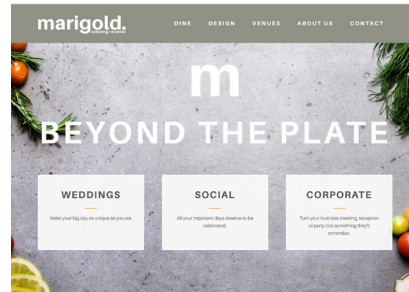
NOSH - RESEARCH

Colleen Dies | Identity System | Corporate Identity | *Fall 25/Sp. 26*

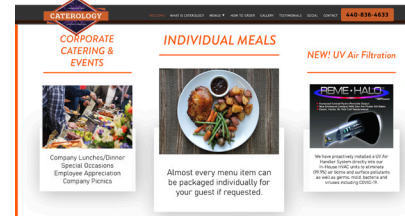
COMPETITIVE RESEARCH - NOSH



I found the most variety in this space. There is no common thread of color usage



This is a nice, clean website. All of the sites feature fresh ingredients



This looks like the website for a sportsbar or deli meats. It does not look high-end. The drop shadow and wonky spacing and font size are confusing.



I like the logo design. I like the bold use of type. All competitors use san-serif type

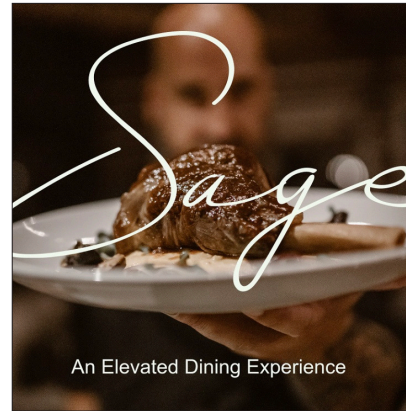
NOSH-VISUAL VOCAB-ELEVATED



chef coats, low lighting, dark hues, clean



dark hues, attention to detail, chef coat



white plates, low lighting, script



fresh, bright colors, precision, attention to detail



interesting lighting, apron



nice presentation, white dishes, flowers, (literal elevation)

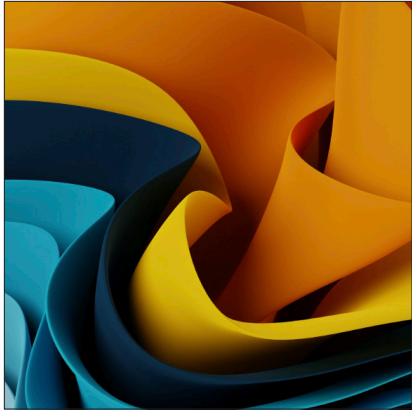


almost always white plates, garnished, clean

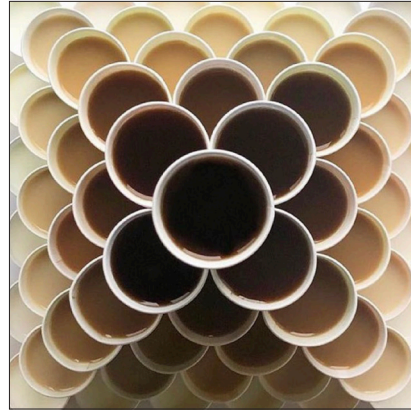


individual elements, color, shape, garnish

NOSH-VISUAL VOCAB-SATISFYING



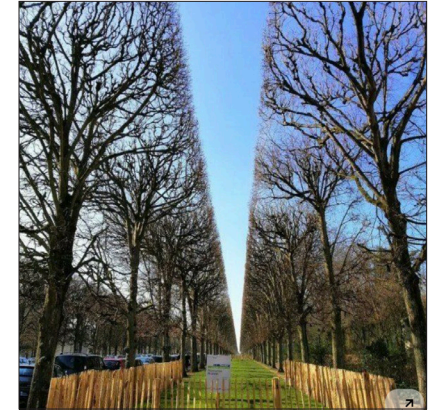
coutour lines, gradient, flow



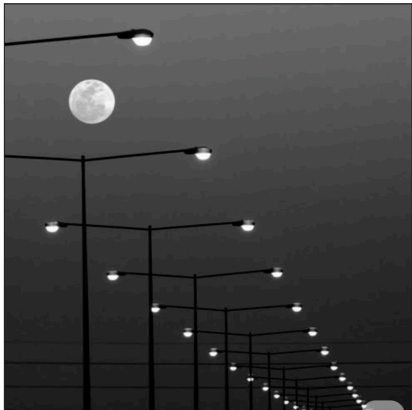
*circular shapes perfectly stacked creating a **pattern**, gradient*



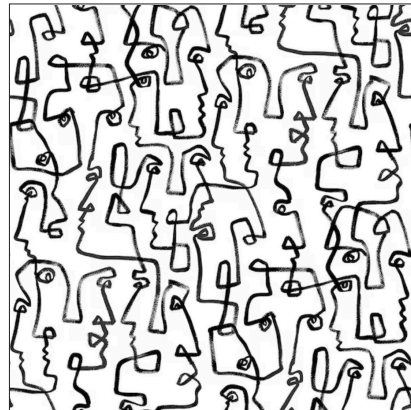
circles, perfect alignment, contrast, perfect white



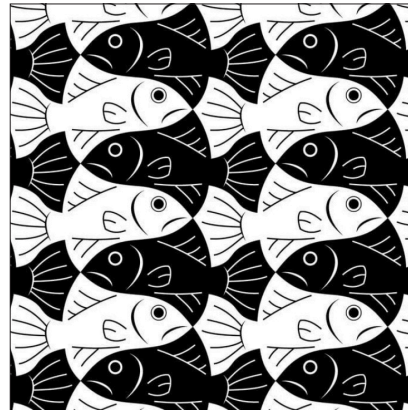
perfect lines in nature



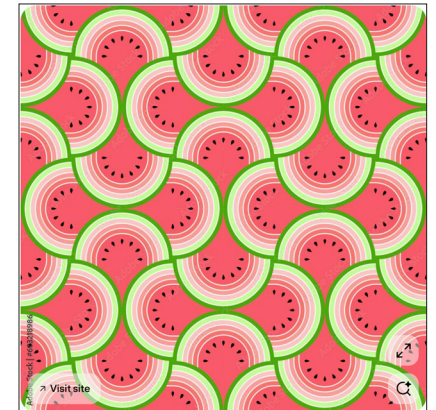
circles, alignment, gradient



seamless



contrast, alignment, seamless



repetition, lines, contrasting colors

NOSH-VISUAL VOCAB-FRESH



type at an angle, green, nature,



spring, regrowth, leaves



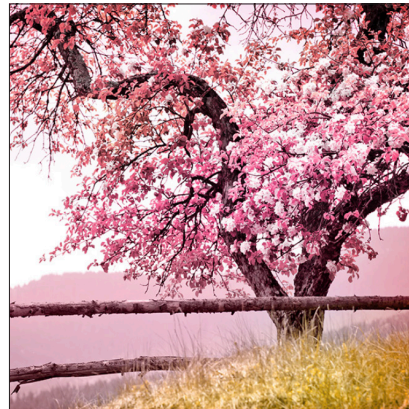
bright colors, unblemished produce



bright colors, fresh produce, juicy, eye catching



flowing lines, green



springtime, blooms, pink, blush



spring, rebirth, green



fresh produce, bright colors, rounded shapes

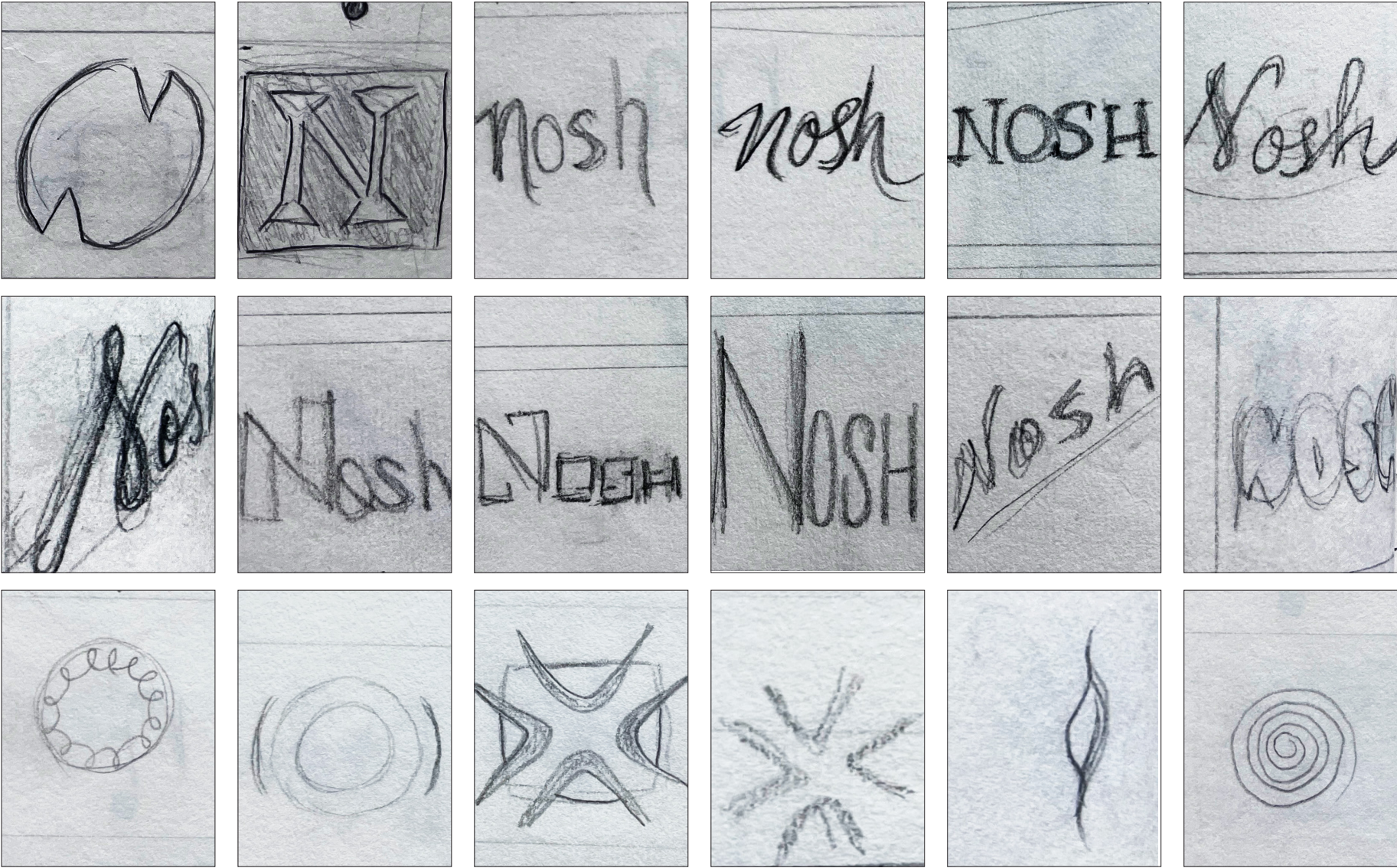
NOSH - SKETCHES

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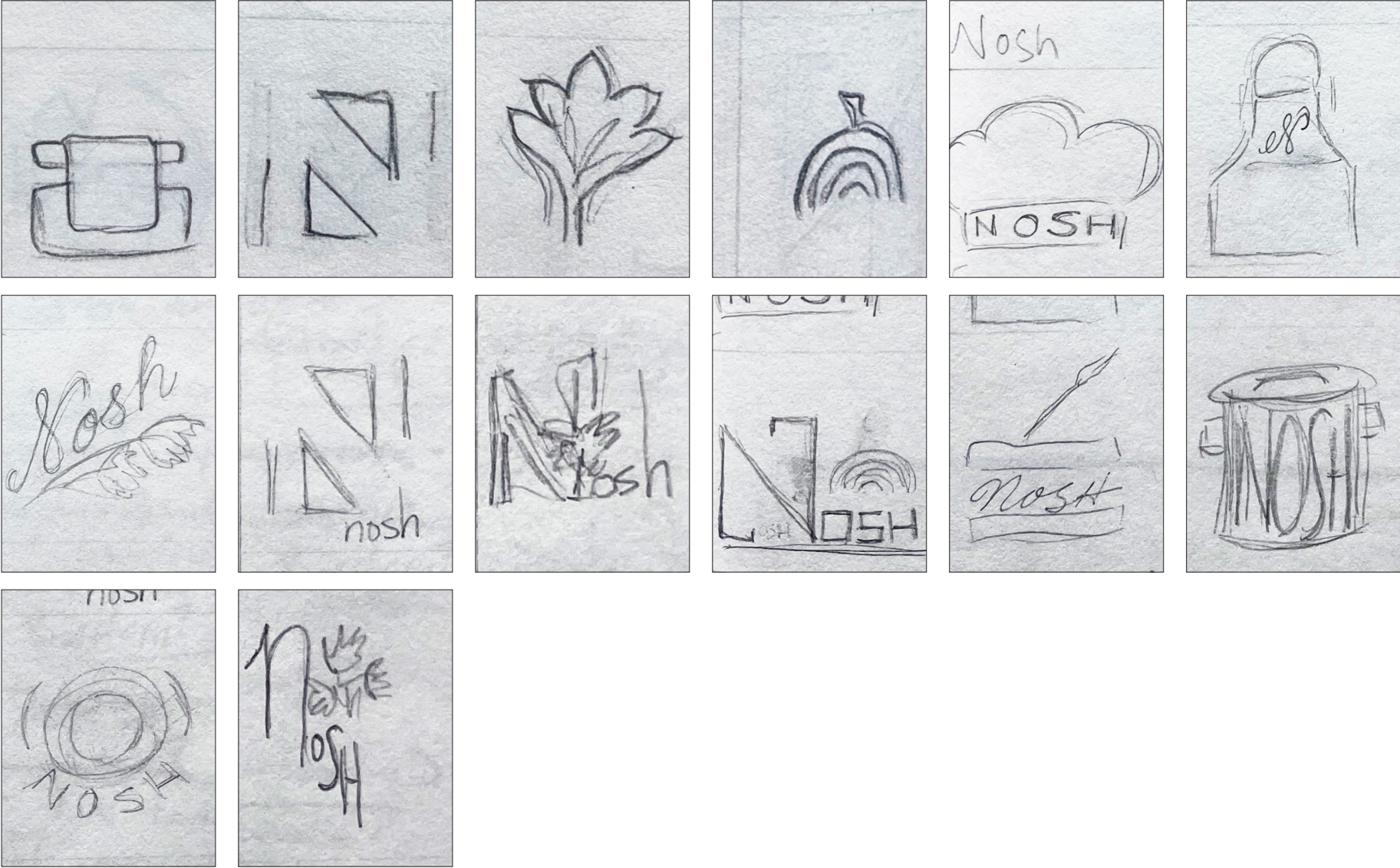
ROUGH SKETCHES - NOSH CREATIVE CATERING



ROUGH SKETCHES - NOSH CREATIVE CATERING



ROUGH SKETCHES - NOSH CREATIVE CATERING



SKETCHES

Colleen Dies

Nosh Creative Catering

High End Catering

Elevated, Satisfying, Fresh

Mission Statement: Chef-driven, detail-oriented, impossibly fresh. Team Nosh believes our philosophy, passion, and talent set us apart. We provide unique, custom catering for events throughout Northeast Ohio. Our goal is to create truly memorable, surprisingly creative, and utterly satisfying experiences you and your guests will never forget.

Competitors: Marigold, Sausalito, Spice Catering co, Caterology

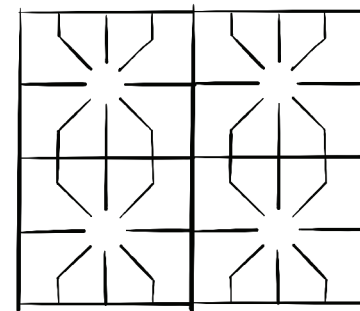
With these marks I have strived to make the brand look, high-end, professional, fresh, and creative

Nosh

Pictogram



Abstract



Monogram

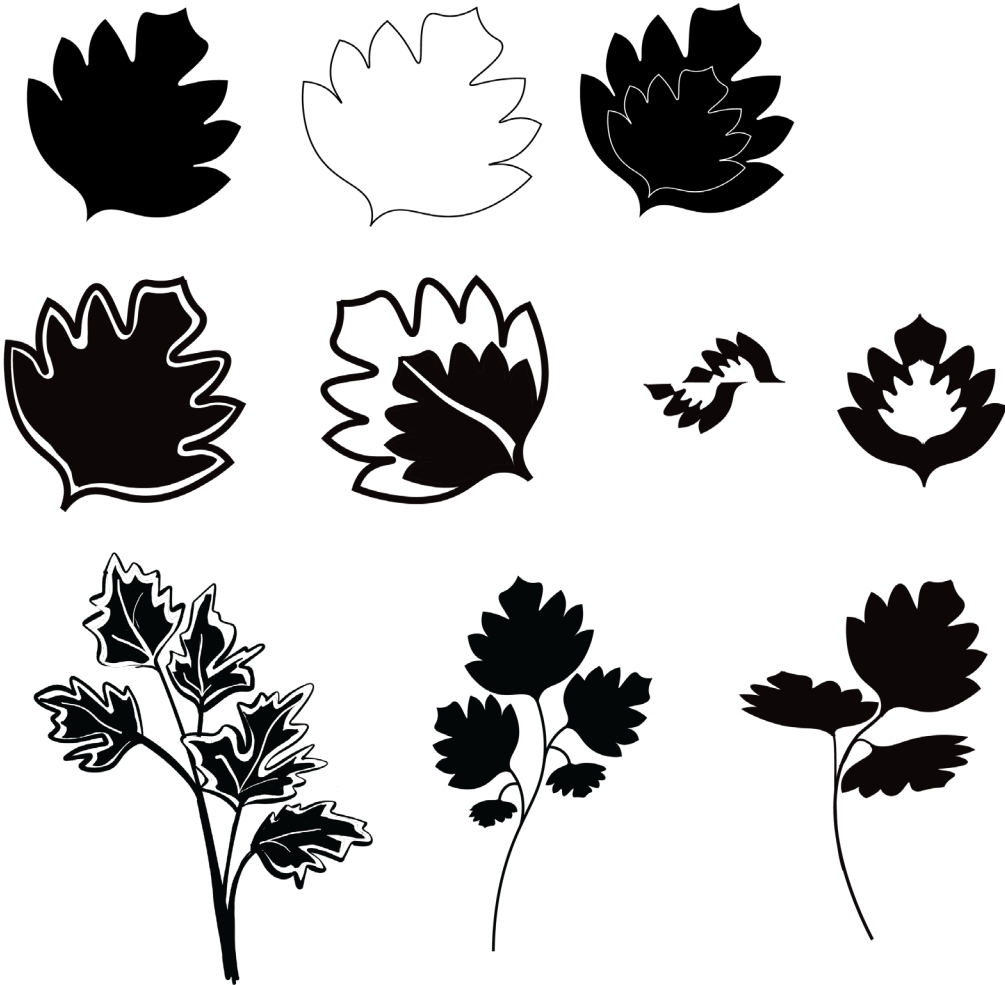


Logotype

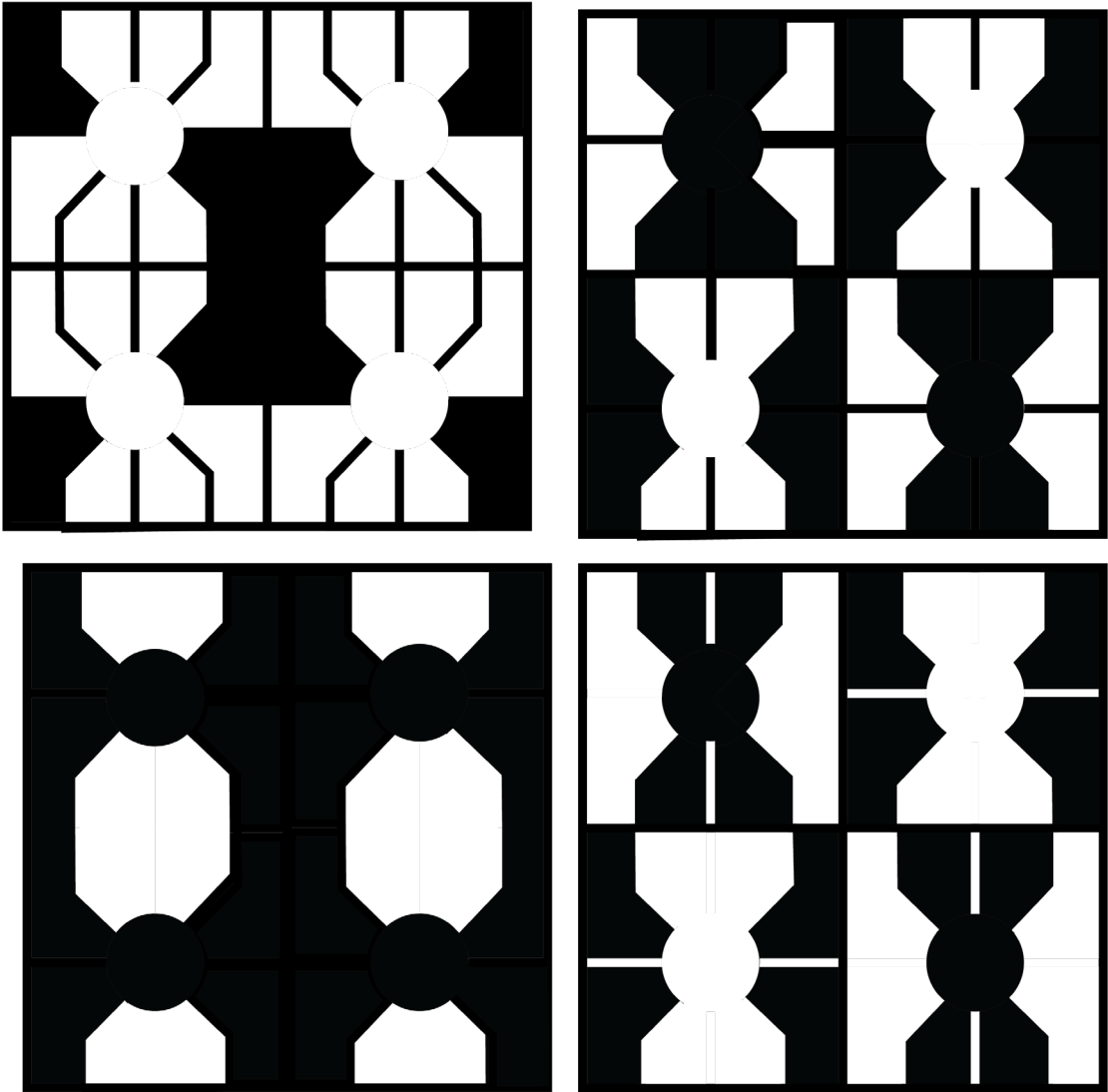


Combination

INITIAL MARK EXPLORATION - PICTOGRAM



INITIAL MARK EXPLORATION - ABSTRACT



INITIAL MARK EXPLORATION - LOGOTYPE

Nosh
Creative Catering

Nosh
Creative Catering

Nosh
Creative Catering

Nosh
Creative Catering

Nosh
Creative Catering

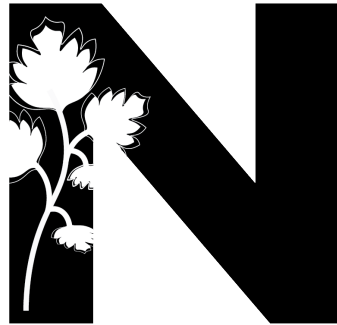
Nosh
Creative Catering

Nosh
Creative Catering

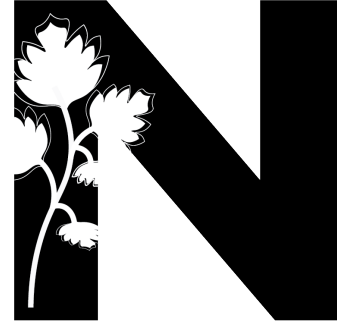
INITIAL MARK EXPLORATION - MONOGRAM



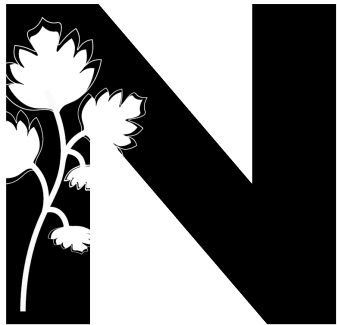
INITIAL MARK EXPLORATION - COMBINATION



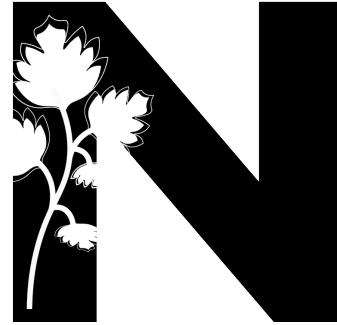
Creative Catering



Creative
Catering



*Creative
Catering*



Creative Catering

NOSH - DESIGN REFINEMENT

Colleen Dies | Identity System | Corporate Identity | *Fall 25/Sp. 26*

COMPUTER ROUGHS AND COLOR EXPLORATIONS



Creative
Catering



Creative
Catering



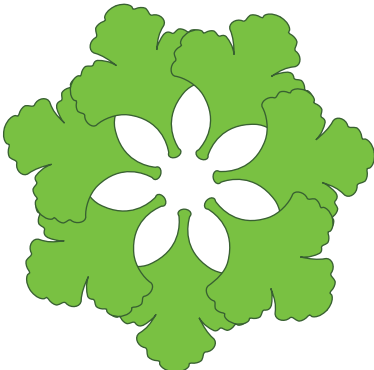
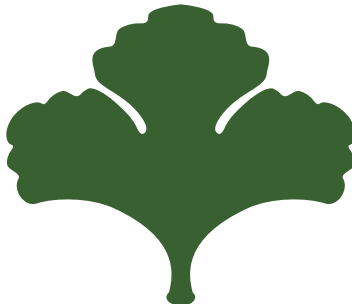
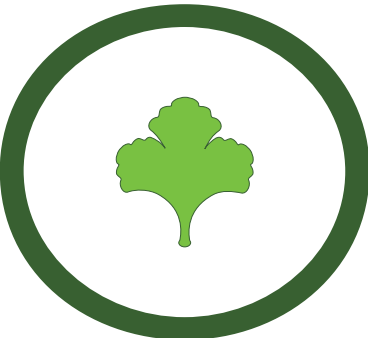
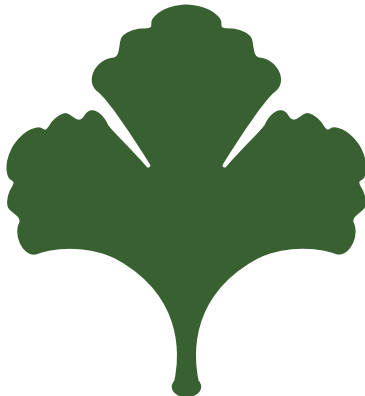
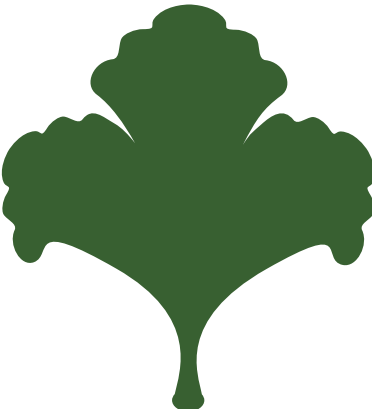
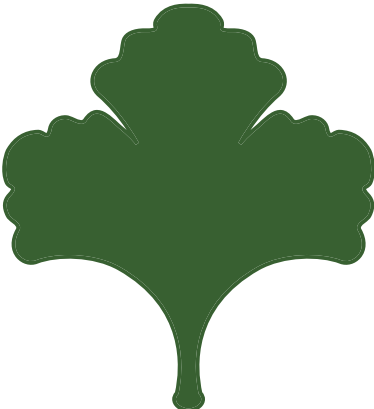
Creative
Catering



COMPUTER ROUGHS - TYPE AND COLOR



COMPUTER ROUGHS - THE LEAF



COMPUTER REFINEMENT



FINAL ART

Colleen Dies | Identity System | Corporate Identity | *Fall 25/Sp. 26*

MARK

NOSH
CREATIVE CATERING

FINAL MARK



FINAL COLORS

CMYK 9 57 99 1
RGB: 226, 131, 37
Hex: e18326
PMS: 144 c



juicy orange

CMYK 82 49 86 63
RGB: 20, 55, 31
Hex: 14371f
PMS: 627 c

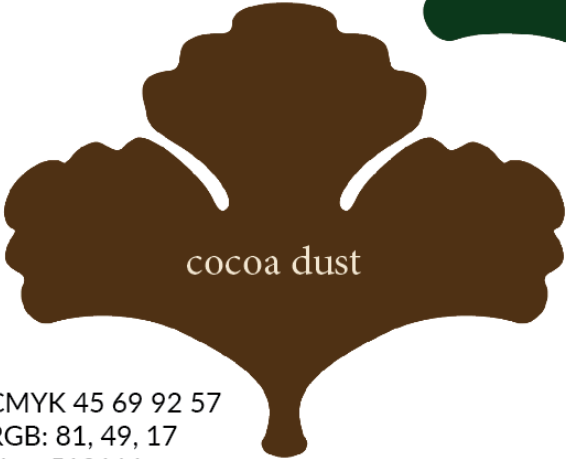


deep leafy green

CMYK 63 23 100 6
RGB: 108, 149, 62
Hex: 6c953e
PMS: 7489 c

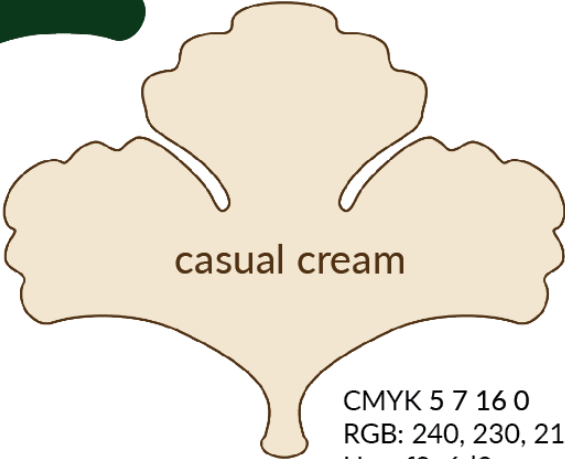


fresh parsley



cocoa dust

CMYK 45 69 92 57
RGB: 81, 49, 17
Hex: 513111
PMS: 7533C



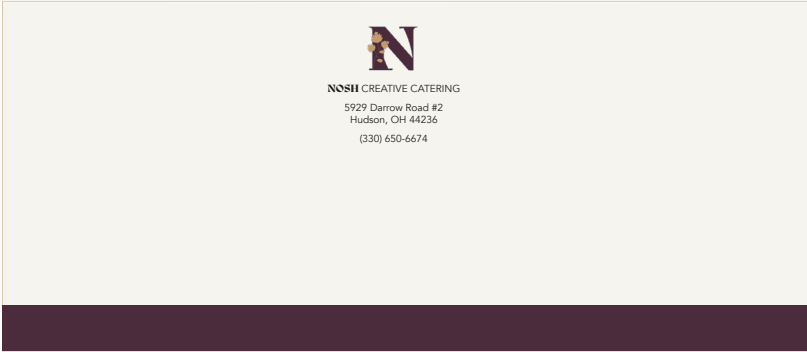
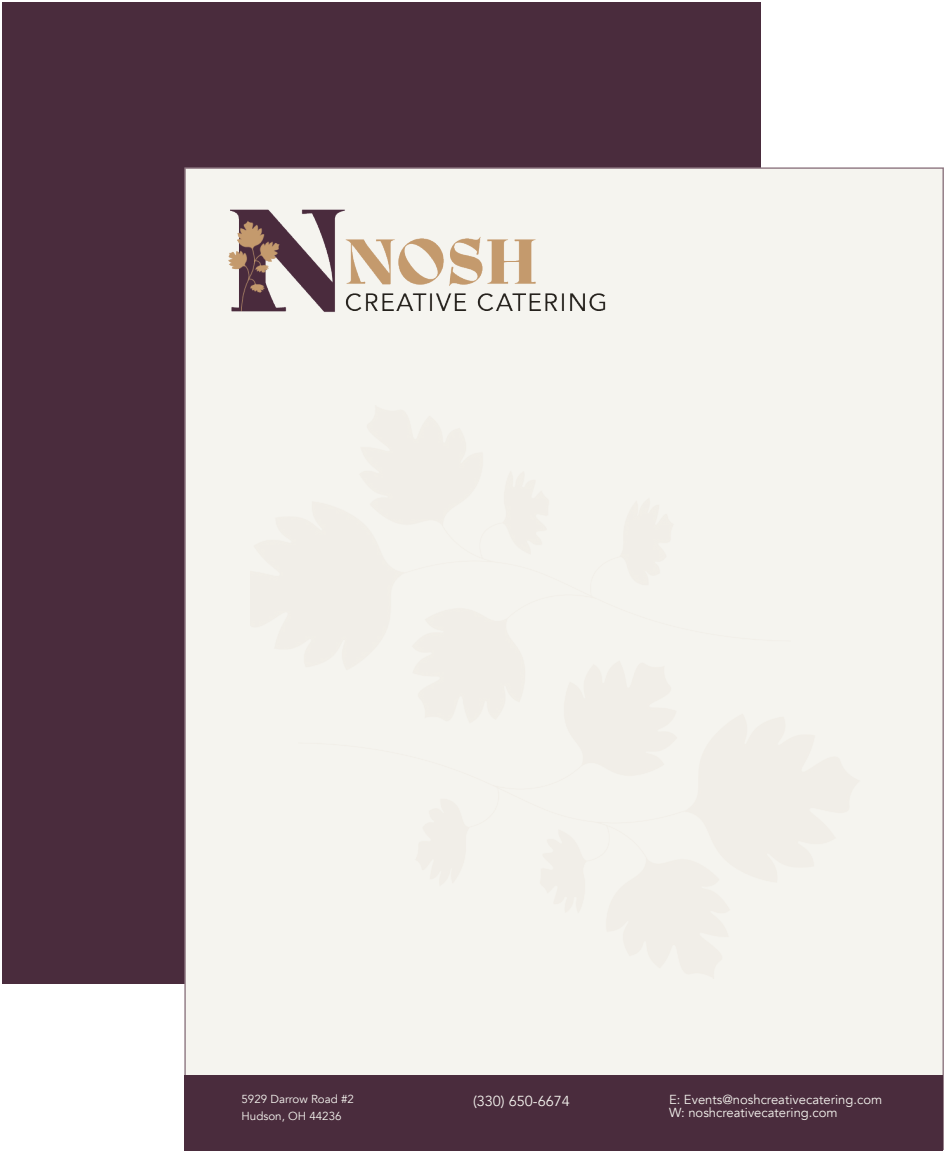
casual cream

CMYK 5 7 16 0
RGB: 240, 230, 211
Hex: f0e6d3
PMS: 9224 C

APPLICATIONS

Colleen Dies | Identity System | Corporate Identity | *Fall 25/Sp. 26*

LETTERHEAD SKETCH - NOSH



FINAL LETTERHEAD SYSTEM



LETTERHEAD MOCKED UP



INVOICE ROUGH

NOSH
CREATIVE CATERING
5929 DARROW ROAD #2
HUDSON, OH 44236

Catering Invoice

BILL TO: Aubrey and Catherine Young
588 Letchworth Drive
Akron Ohio 44303

Invoice No. 8675309
Invoice date: Mar. 9 2026
Due date: Mar. 24 2026

DELIVER TO: Aubrey and Catherine Young
1798 W. Market Street
Akron Ohio 44313

Qty.	Description	Unit Price	Amount
Total Due:			

Thank you for trusting us with your event.

Terms & Conditions: payment is due within 15 days
please make checks payable to Nosh creative catering

INVOICE FINAL

NOSH
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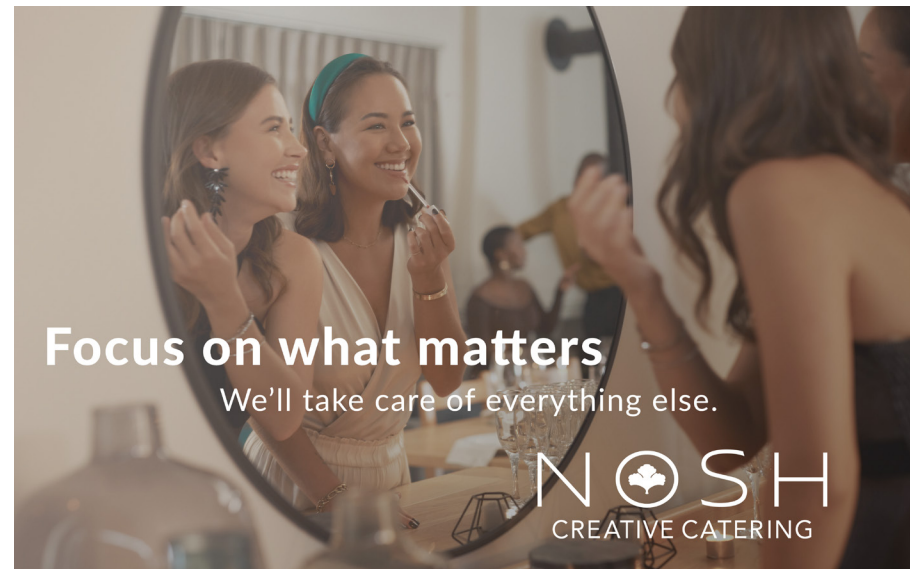
Thank you for trusting us with your event

Terms & Conditions: payment is due within 15 days
please make checks payable to Nosh creative catering

AD CAMPAIGN ROUGHS



FINAL AD CAMPAIGN 1



FINAL AD CAMPAIGN 2



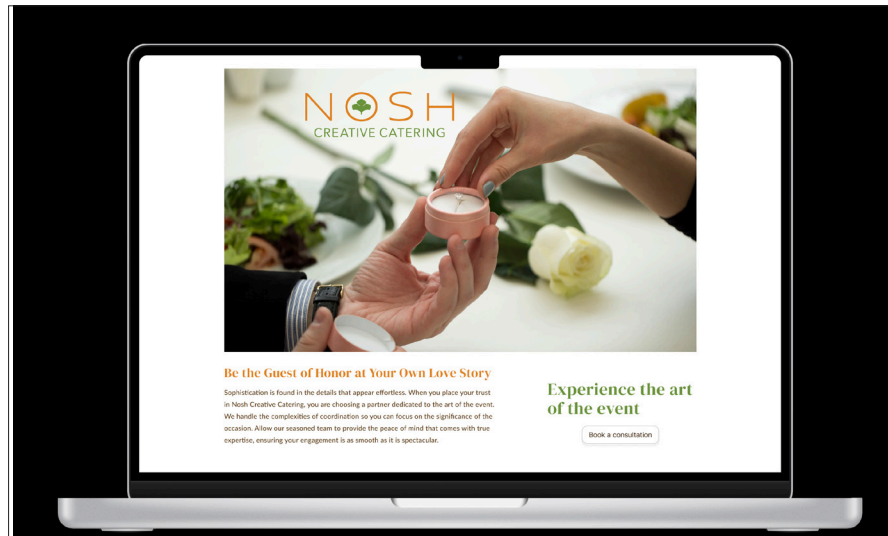
FINAL AD CAMPAIGN 3



AD CAMPAIGN MOCKED UP



WEB ROUGHS



FINAL WEB LAYOUTS

NOSH  
CREATIVE CATERING





Chef-driven, detail-oriented, impossibly fresh


FULL-SERVICE CATERING

NOSH Creative Catering serves all kinds of events, from fairytale weddings to large corporate events, as well as private social gatherings and high-end private catering requests. When you choose NOSH, you get a partner who listens, will offer insight, and who works with you and your vendors every step of the way to ensure your event is perfect.

We offer options for all kinds of events that are tailored to all budgets, including passed apps and small bites, displays, plated dinners, dinner buffets, brunch, late night bites, desserts, kids menus, bar services, and even boxed lunches for companies. NOSH menus include a large set of vegan and gluten-free options as well

[Book a consultation](#)

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CREATIVE CATERING



WEDDING CATERING

Weddings are a special celebration of love and unity between two people. As a once in a lifetime celebration, every single detail needs to be coordinated and planned to transform your vision into reality.

That's what we're here for.

Team NOSH is proud to cover every aspect of our couples' and their guests' day. From your rehearsal dinner to brunch the day after, late-night snacks and specialty cocktails, rental coordination and venue booking, our job is to deliver our clients an event experience as stress-free and beautifully executed as possible.

This is your day to savor and celebrate.

[Book a consultation](#)





[Inquire here](#)


NOSH
CREATIVE CATERING

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 HOME  CATERING  ABOUT  WORK AT NOSH




 HOME  CATERING  ABOUT  WORK AT NOSH



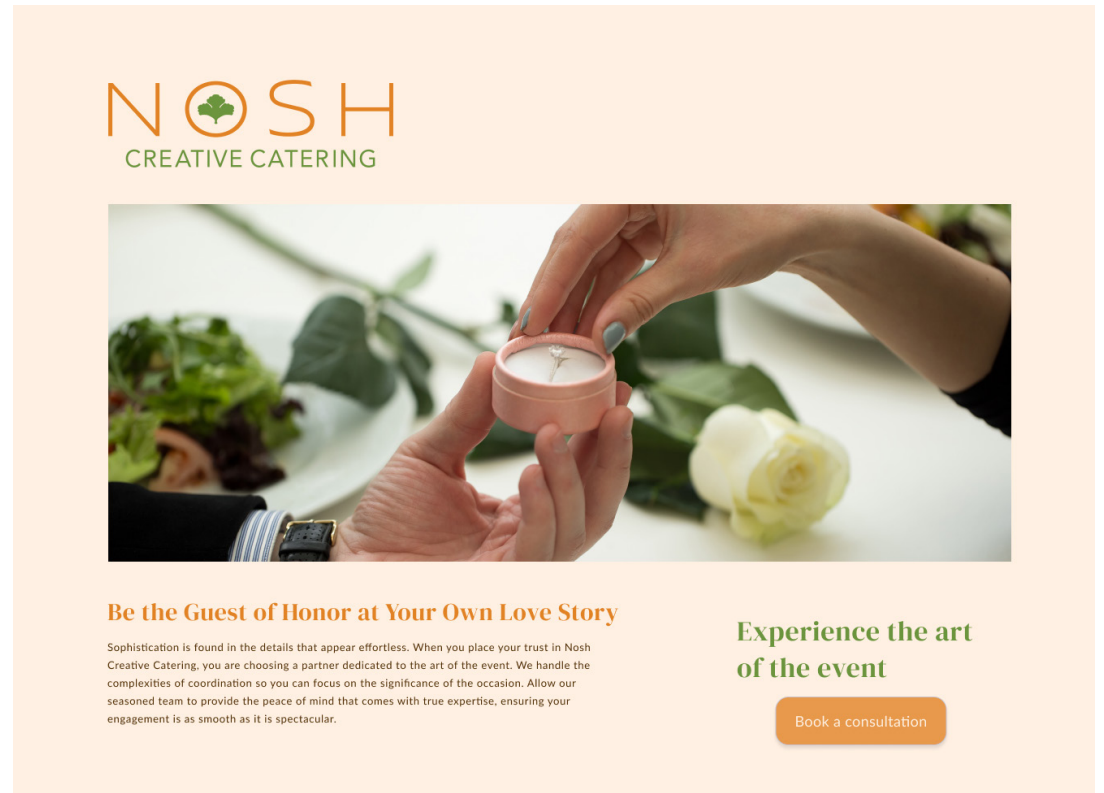
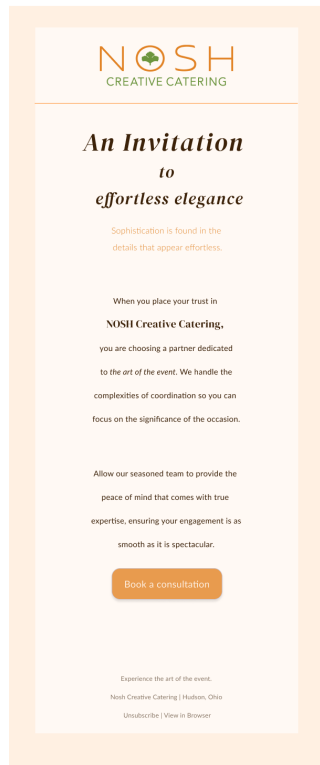
Focus on what matters. We'll handle the rest

From your rehearsal dinner to brunch the day after, late-night snacks and specialty cocktails, rental coordination and venue booking, our job is to deliver our clients an event experience as stress-free and beautifully executed as possible.

 **NOSH**
CREATIVE CATERING

[NOSH weddings](#)

FINAL HTML LAYOUTS



FINAL APP LAYOUTS

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CURATE YOUR CANVAS

Select three images that speak to the heart of your celebration. Our Curator learns your language



Strictly Plated



Elevated Outdoor



Garden Party



Heavy Appetizers



Buffet

CONTINUE

...

NOSH
CREATIVE CATERING

Chef-driven, detail-oriented, impossibly fresh



THE COLLECTIONS

THE HOSTESS WITH THE MOSTEST

For the host who understands that a party is a performance. This tier features our most intricate culinary displays, where every ginkgo leaf garnish is a deliberate act of art.

CREATE THE MEMORY



THE CASUAL FRIDAY

For the host who knows that the best secrets are shared over small plates. This is "Business Casual" for the palate, elevated comfort food that feels like a warm embrace.


IMAGINE THE EVENING



...

NOSH
CREATIVE CATERING

Chef-driven, detail-oriented, impossibly fresh




THE COLLECTIONS

THE SECRET GARDEN

For the host who finds magic in the details. This tier focuses on seasonal florals, light herb-infused spirits, and a menu that feels plucked straight from the earth.


SOW THE SEEDS




BLACK TIE & BUBBLES

For the host who demands a standing ovation. Crystal, silver, and a multi-course symphony of flavors designed to impress the most discerning palate.

COMMAND THE ROOM



...



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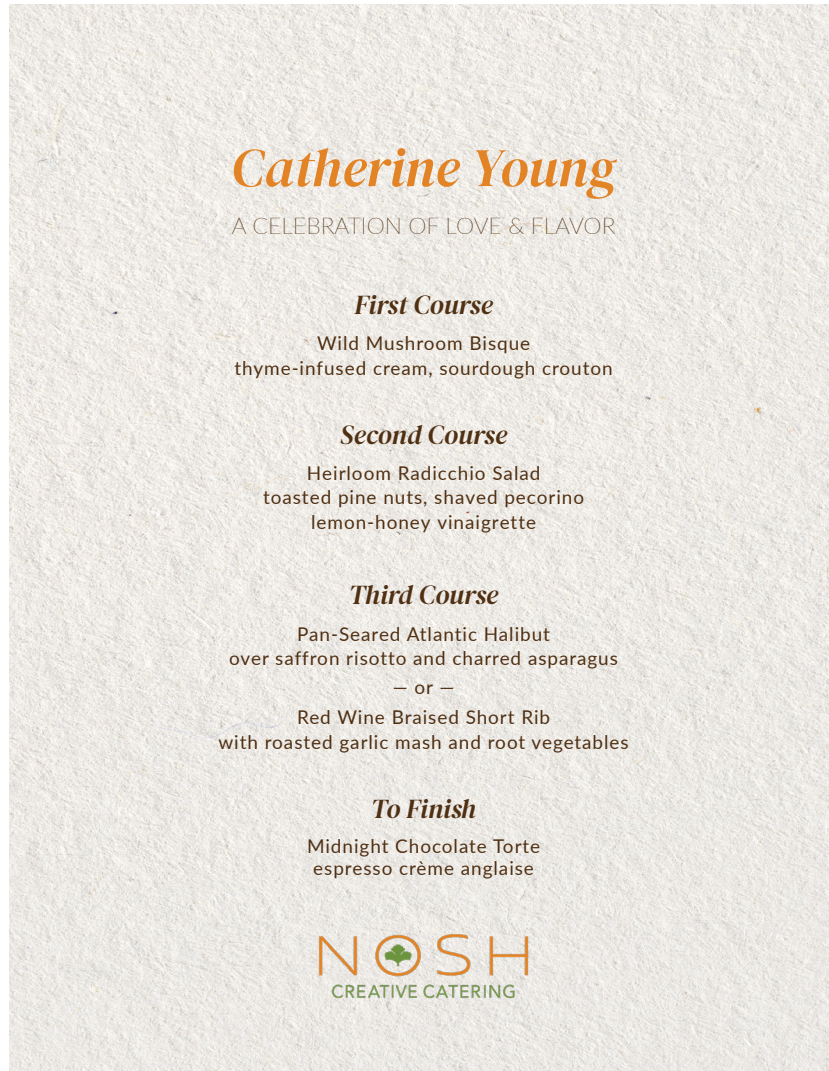
WEB MOCKED UP LAYOUTS



BRAND SPECIFIC APPLICATIONS



BRAND SPECIFIC APPLICATIONS



BRAND SPECIFIC APPLICATIONS



PHYSICAL ITEM



EXTERIOR SIGNAGE





Process Book

COLLEEN DIES

Identity System

| Corporate Identity

| *Fall 25/Spring 26*