



Justinne

PROCESS BOOK

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GRDS 372 - 01: CORPORATE IDENTITY DESIGN
PROF. STEFF GEISSBUHLER
WINTER 2020

ASSIGNMENT

To create a corporate identity and branding system based on an existing entity in Savannah. It must be a company or entity which is accessible to you for real research and information.



PHASE I

PHASE I - RESEARCH

INITIAL WIDE NET

1. THE JUSTINE INN

- Started in 1877
- Family owned
- Dog Friendly
- Home Cooked Meals
- Local Innkeepers
- Cozy feel

“Formerly The Olde Savannah Inn, Justine Inn Savannah is an 1877, fully restored brownstone bed and breakfast in the heart of Savannah’s historic district. Just two blocks from famous Forsyth Park and steps from the district’s many historic sites, shops, restaurants, pubs and city squares, you cannot make a better choice to experience everything Savannah has to offer.

The inn was purchased by a new (non-corporate) owner in January of 2017 and has been significantly polished and improved since the change. The previous owner completely renovated the property in 2006.”

from <https://justineinn.com/>



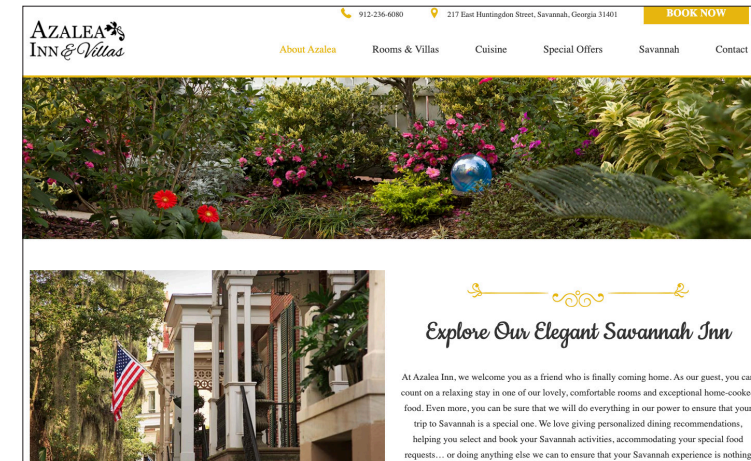
2. THE AZALEA INN & VILLAS

- Offer Villas and an Inn
- Pools & Grounds
- Home Cooked Meals (Breakfast, Lunch, & Dinner)
- Local Innkeepers
- Massages
- City Tours
- Authentic Southern Charm

“Today, Azalea Inn & Villas continues to foster the celebrated legendary reputation of historic Savannah, Georgia as a garden city with southern soul, southern living and southern cuisine. We advocate that the story of the colonial Savannah garden district becomes incorporated into the story of your romantic getaway.

At Azalea Inn, we welcome you as a friend who is finally coming home. As our guest, you can count on a relaxing stay in one of our lovely, comfortable rooms and exceptional home-cooked food.”

from <https://azaleainn.com/about/>



PHASE I - RESEARCH

BRAND IDENTITY

THE JUSTINE INN



MARK



LOGOTYPE W. COLORED SYMBOL



LOGOTYPE W. GREY SYMBOL



LETTERHEAD



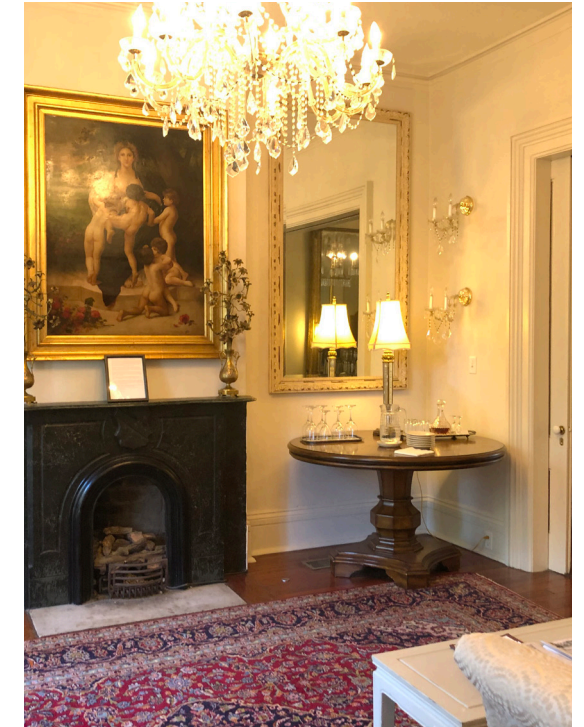
WEBSITE



BUSINESS CARDS

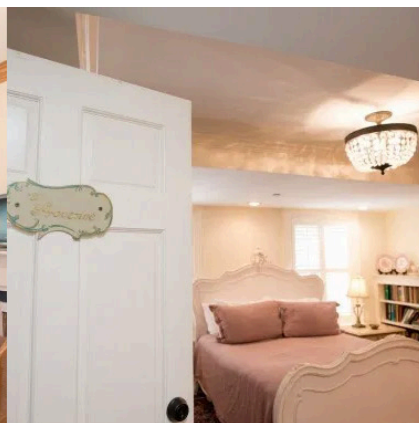
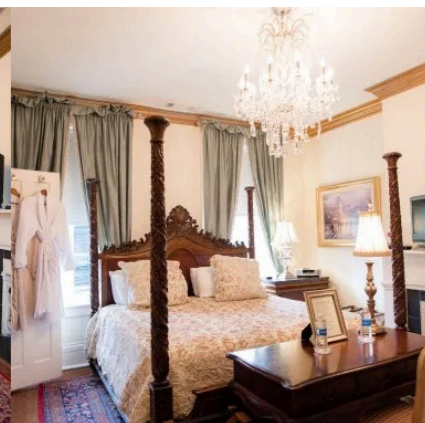
PHASE I - RESEARCH

INTERIOR & EXTERIOR OF INN



PHASE I - RESEARCH

INTERIOR & EXTERIOR OF INN

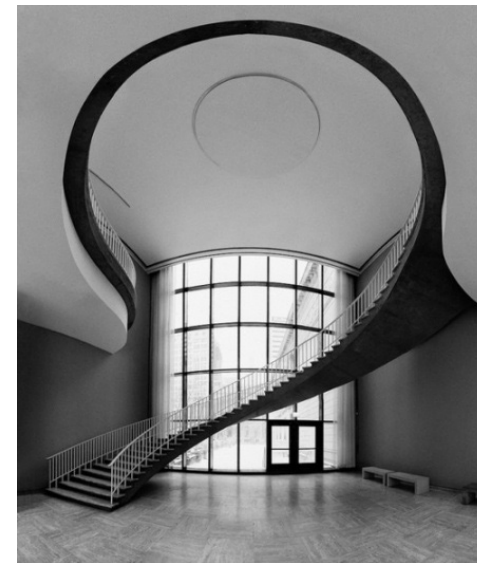


PHASE I - RESEARCH

JUSTINE: girl's name of French, Latin origin meaning "fair, righteous"
Justine is sleek, and sophisticated, but still user-friendly

FAIR: just, equitable, trustworthy, impartial, even-handed.

RIGHTEOUS: upright, upstanding, ethical, moral, high-minded, honorable.



PHASE I - RESEARCH

THE JUSTINE INN vs. COMPETITION

1. 17HUNDRED90 INN & RESTAURANT



The 17Hundred90 Inn and Restaurant has been in service for decades, providing an experience and attention to detail without equal in a historic city which prides itself in showering visitors in the unhurried luxury and service of times gone by.

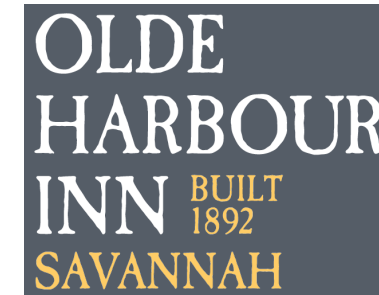
2. EAST BAY INN SAVANNAH



East Bay Inn was built in 1852, right in the center of downtown Savannah, in the historic district, and across the street from River Street. Its excellent location puts East Bay Inn within walking distance of nearly all of Savannah's major attractions.

Stay with us and find an endless choice of things to do. Whether shopping or dining on River Street, touring beautiful Savannah, or enjoying a glass of wine in Tandem, Coffee & Spirits, you'll have a wonderful time visiting Savannah with East Bay Inn as your home-base.

3. OLDE HARBOUR INN, HISTORIC INNS OF SAVANNAH



Built in 1892 as a warehouse on the Savannah River, Olde Harbour Inn is now a fabulous boutique hotel with tall ceilings and unique vintage architectural details. Savannah's charming environment --- its cobblestone streets, canopies of moss-covered live oaks, and the busy fun-filled waterfront --- are all right outside the door in this perfectly located historic Savannah hotel.

PHASE I - RESEARCH

INTERVIEW *with InnKeeper Anna Kelly*

What words do you associate the Justine Inn with?	Authentic, cozy, unique.
What makes the Inn so special?	The ability to hold the scene from the period and bridging it to the modern setting of Savannah. The hotel was built in 1877 so it was post-Civil War. We do make ready to order breakfast and wine and cheese hour in the evening.
What's the process of choosing the furniture for the Inn?	All pieces are curated from antique shops and they start fitting in the inn so it sets the scene for the guests.
What do you think about the Inn's current branding?	I like the color green (and how it fits on the sign outside), the logo bridges the authentic and historic feel of the inn.
What's your favorite things about the inn?	I really enjoy how the inn has a fancy feel, but still has the comfortable feel. In some other places that are very high scale, I felt like the furniture is so nice and guests were almost afraid of sitting or laying in them.
What is the history of the Inn?	The Justine Inn is an Italianate style townhome that was built in 1877. It was built for former Chairman of the Chatham County Commission, Joseph Dale. The property remained a private home until 2006. It became an Inn at that time, called the Olde Savannah Inn when Kathleen Dupuis purchased the property. The five-bedroom Inn was purchased by the current owner Matt Justine in January 2017.
Do you think that your logo is communicating well?	Present logo is great. It features the name of the property, features the original gas lamps that are on the front and back of the house.

Description of the Inn:

The Justine Inn is a five-bedroom bed and breakfast featuring a plated breakfast, wine and cheese reception each afternoon and evening sweets with por and decaf coffee. Daily housekeeping is provided and concierge services until 6pm. Each room is uniquely appointed with period antiques and reproduction pieces, chandeliers and private baths including a large jacuzzi in the Versailles Court room and claw foot tubs in the Renaissance and Versailles Court. Modern amenities like Wi-Fi and Bose radios, flat screen televisions, free parking in one of our first come, first serve spots or meter free on-street parking add to the experience in the Historic home.

PHASE I - PROPOSAL

THE JUSTINE INN

DELIVERABLES: Electronic files of new typographic application:

Letterhead

Business Cards

Mailing Label

Envelope

Greeting Card

Redesigned Logo

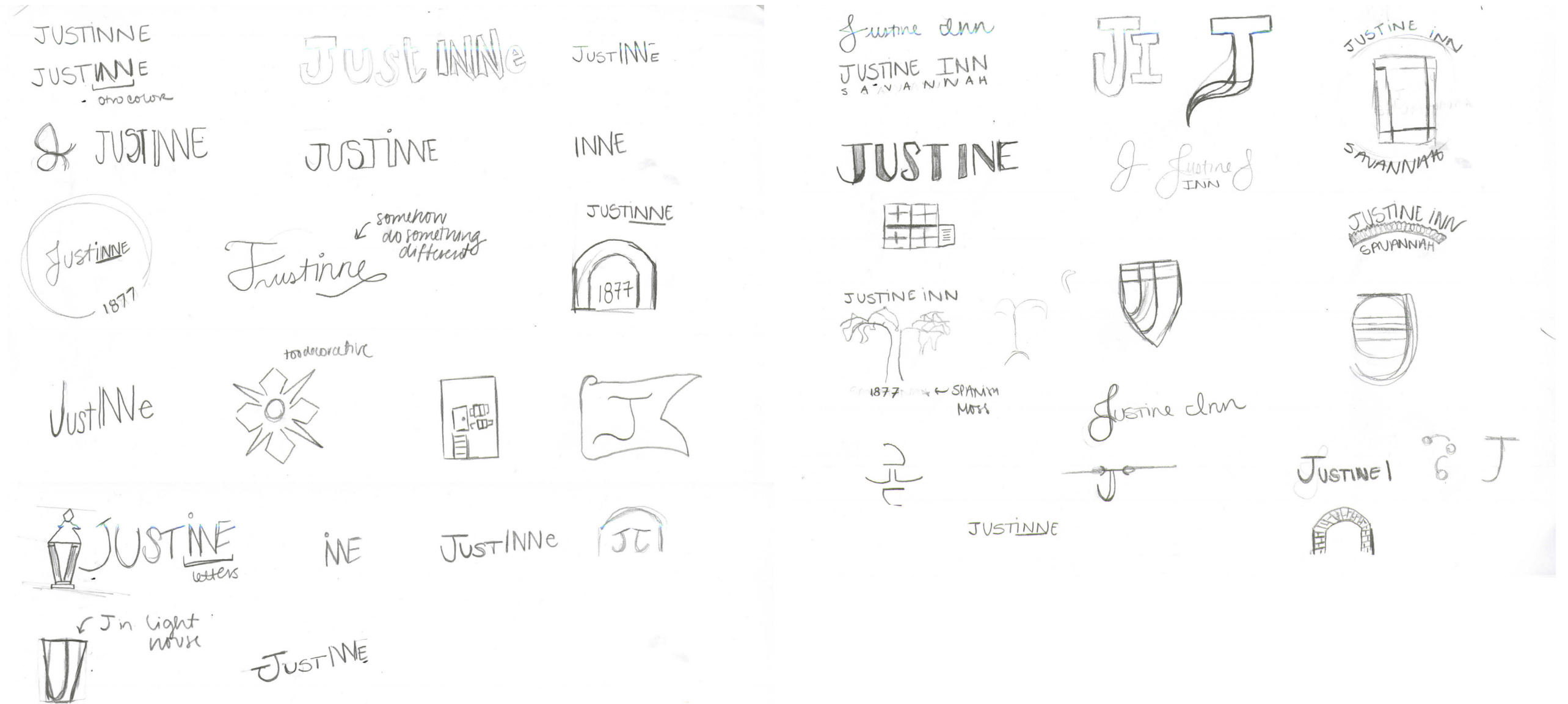
Redesigned Symbol

Redesigned Website

PHASE II

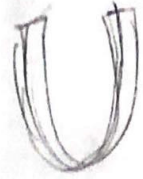
PHASE II - CREATIVE EXPLORATION

ROUGH SKETCHES



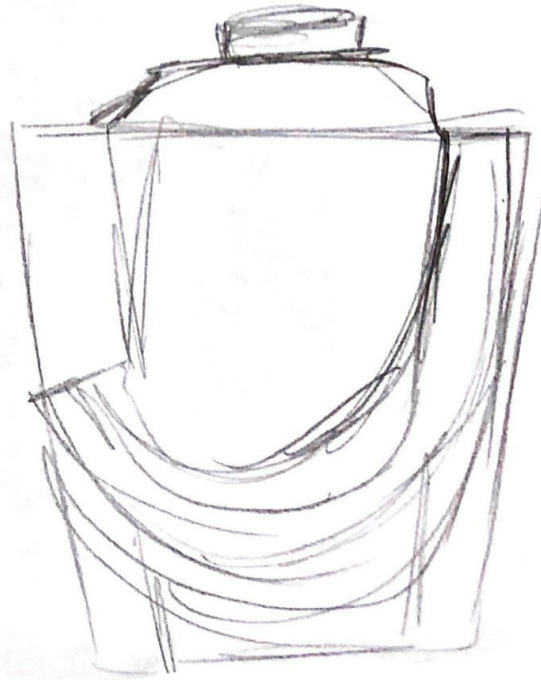
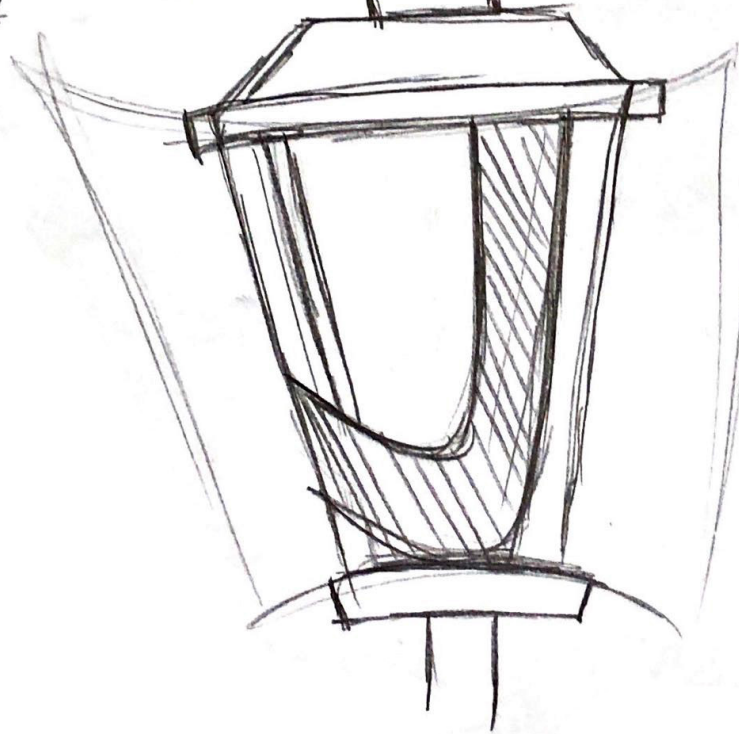
PHASE II - CREATIVE EXPLORATION

REFINED SKETCHES



J

JUSTIN



PHASE II - CREATIVE EXPLORATION

TYPE EXPLORATION

JUSTINE INN 1877

JUSTINE INN 1877

JUSTINE INN 1877

JUSTINE INN 1877

JUSTINE INN 1877

JUSTINE INN 1877

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PHASE II - CREATIVE EXPLORATION

SECONDARY TYPE EXPLORATION

SAVANNAH 1877

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PHASE II - CREATIVE EXPLORATION

LOGO EXPLORATION

Justine Inn 1877
JustInne 1877
Gastromond

Justine Inn 1877
JustInne 1877
Unit Slab Pro

JustineInn1877
JustInne1877
UnitSlabPro

Justine Inn 1877
JustInne 1877
Parisine Plus Std

Justine Inn 1877
JustInne 1877
Benton Sans Condensed

Justine Inn 1877
JustInne 1877
Courier New

Justine Inn 1877
JustInne 1877
Baker Signet BT

Justine Inn 1877
JustInne 1877
Circe

Justine Inn 1877
JustInne 1877
Brandon Grotesque

Justine Inn 1877
JustInne 1877
Rockwell

Justine Inn 1877
JustInne 1877
Amador

Justine Inn 1877
JustInne 1877
Merriweather

Justine Inn 1877
JustInne 1877
Victorian Orchid

Justine Inn 1877
JustInne 1877
DIN Condensed

Justine Inn 1877
JustInne 1877
Moret

Justine Inn 1877
JustInne 1877
Source Code Variable

JUSTINE INN 1877
JUSTINNE 1877
CHARLAMAGNE STD

Justine Inn 1877
JustInne 1877
FreightText Pro

Justine Inn 1877
JustInne 1877
Neue Aachen Pro

Justine Inn 1877
JustInne 1877
Victorian Orchid

Justine Inn 1877
JustInne 1877
Lust

Justine Inn 1877
JustInne 1877
Parisine Plus Std

Justine Inn 1877
JustInne 1877
Didot

Justine Inn 1877
JustInne 1877
Adobe Caslon Pro

PHASE II - CREATIVE EXPLORATION

LOGO EXPLORATION

JUSTINNE 1877

JUSTINNE 1877

JustInne

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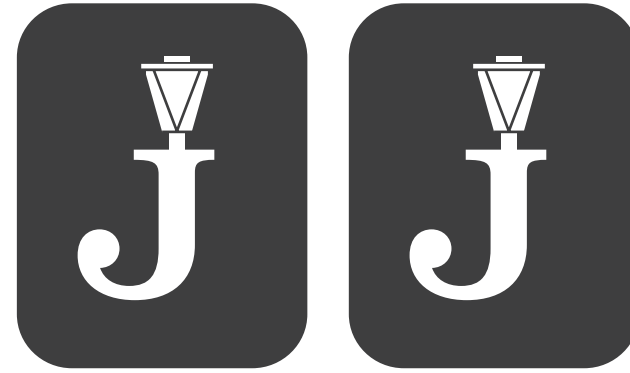
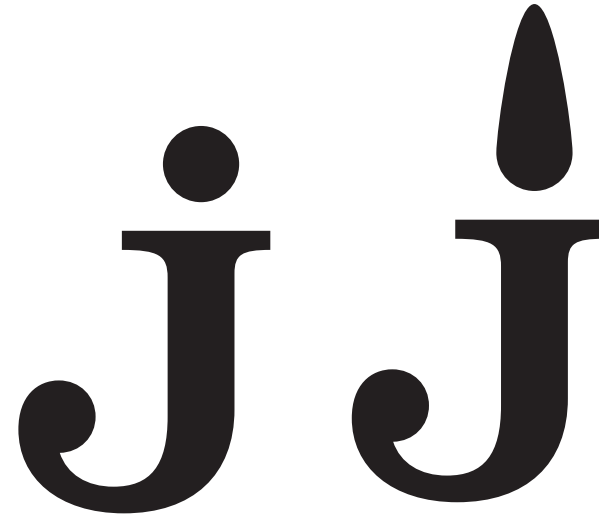
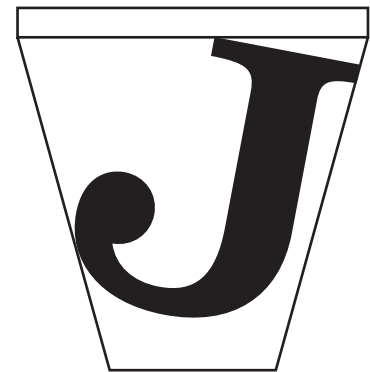
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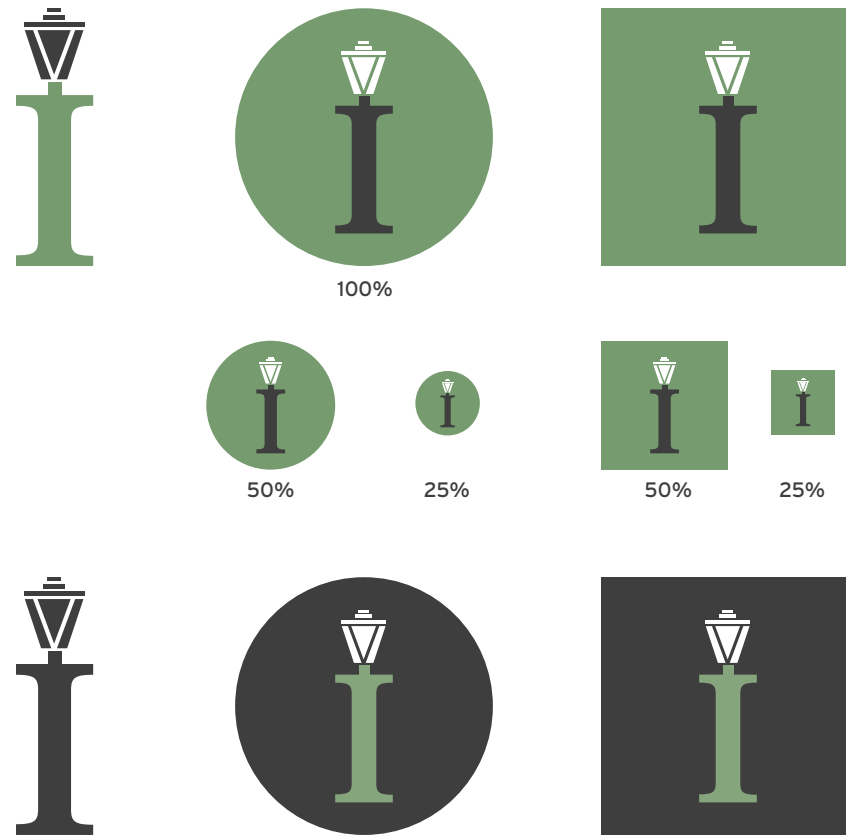
PHASE II - CREATIVE EXPLORATION

MARK EXPLORATION

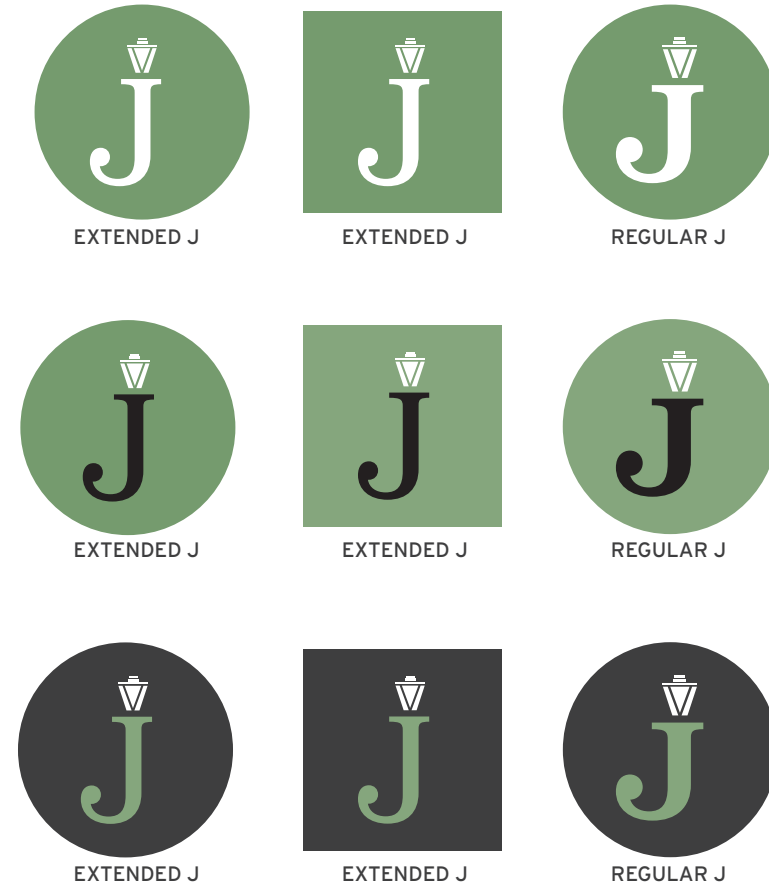


PHASE II - CREATIVE EXPLORATION

MARK EXPLORATION



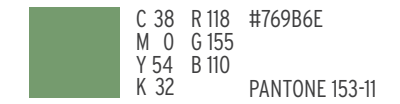
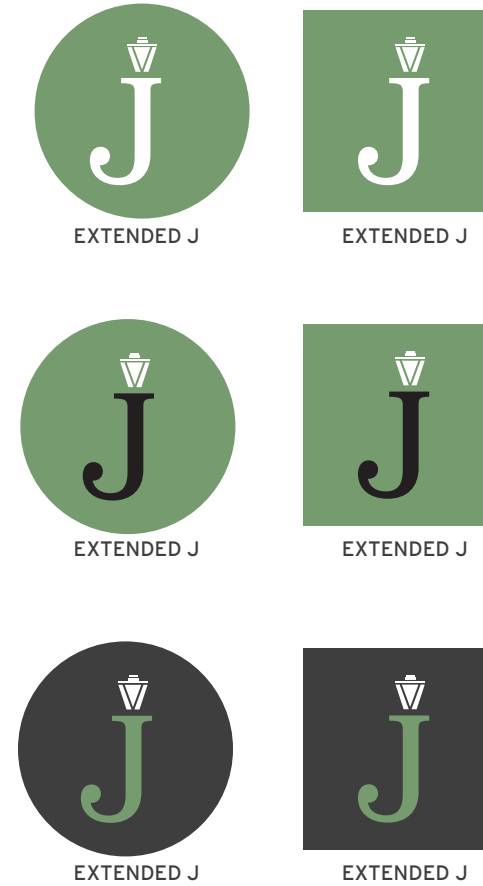
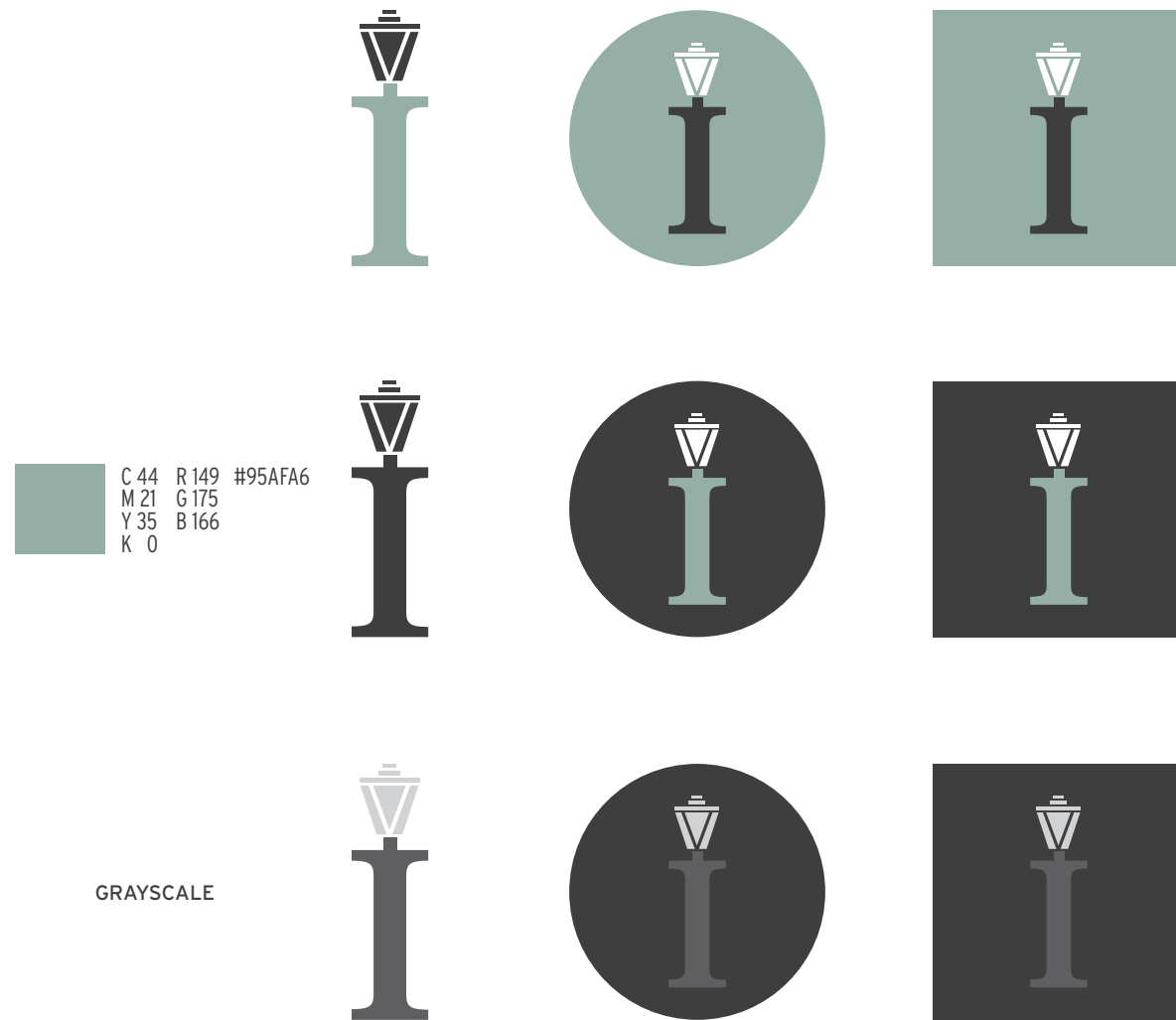
PANTONE 153-11



PANTONE 153-10

PHASE II - CREATIVE EXPLORATION

MARK EXPLORATION



PHASE II - CREATIVE EXPLORATION

MARK EXPLORATION



Cutty Sark
#5d8084
C67 R93
M38 B128
Y43 G123
K8



Manatee
#8b919d
C49 R139
M38 B145
Y30 G157
K1



Spring Leaves
#59886d
C68 R89
M29 B136
Y64 G109
K9w

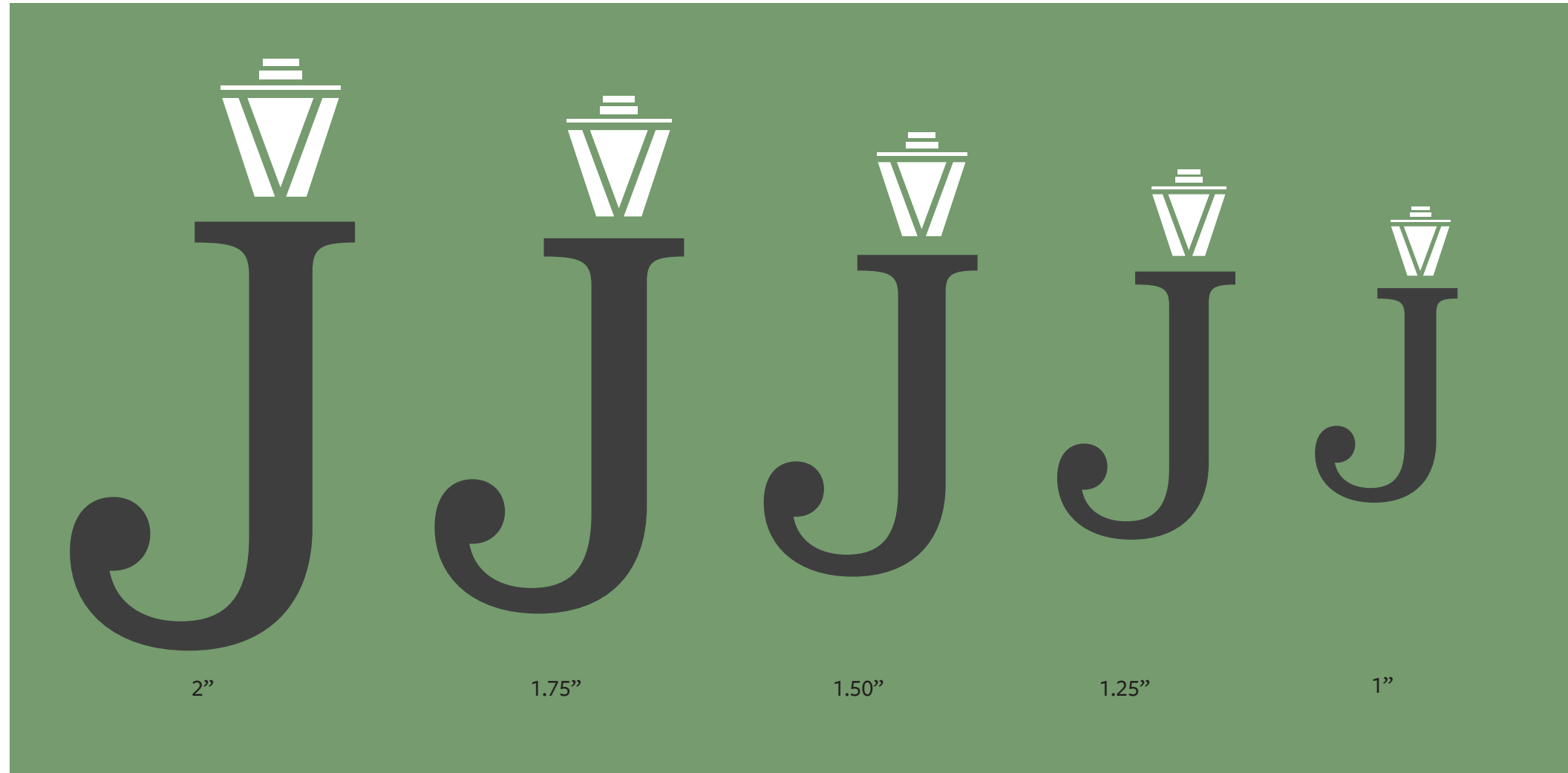
PHASE II - CREATIVE EXPLORATION

SIZING FOR LOGOTYPE



PHASE II - CREATIVE EXPLORATION

SIZING FOR LOGO SYMBOL



PHASE II - CREATIVE EXPLORATION

MARK EXPLORATION



PHASE II - CREATIVE EXPLORATION

MARK EXPLORATION

The logo features the word "Justinne" in a green, serif font. A small, white, lantern-like icon is positioned above the letter 'i'.

FULL COLOR

The logo features the word "Justinne" in a green, serif font. A small, white, lantern-like icon is positioned above the letter 'i'.

TWO COLORS

The logo features the word "Justinne" in a black, serif font. A small, white, lantern-like icon is positioned above the letter 'i'.

ONE COLOR

The logo features the word "Justinne" in a white, serif font. A small, white, lantern-like icon is positioned above the letter 'i'. The entire logo is set against a solid black rectangular background.

KNOCKOUT

The logo features the word "Justinne" in a black, serif font. A small, white, lantern-like icon is positioned above the letter 'i'.

GREYSCALE

PHASE II - CREATIVE EXPLORATION

COLOR EXPLORATION



#1



SAVANNAH GREEN



#2



MIDNIGHT BLUE



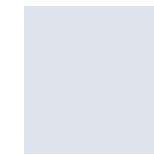
#3



LIGHTFUL BEIGE



#4



BABY BLOOM



#5



CLASSIC BEIGE

PHASE II - CREATIVE EXPLORATION

BUSINESS CARD EXPLORATION

JustInne
217 E. Gaston Street
Savannah, GA 31401
justineinn.com

Melinda Kelly
Inn Keeper
912.677.0726
innkeeper@justineinn.com

C 44 R 149 #95AFA6
M 21 G 175
Y 35 B 166
K 0



JustInne



JustInne



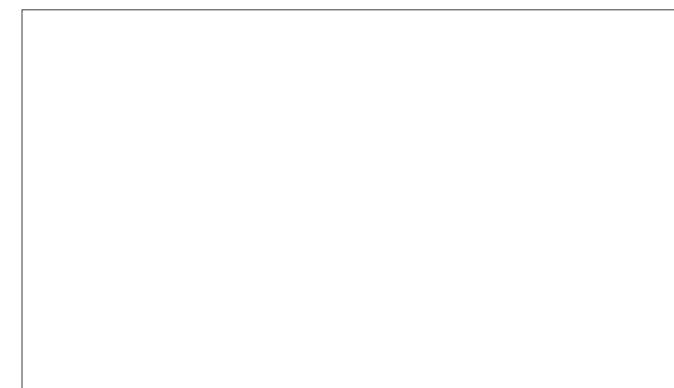
JustInne



JustInne




JustInne



PHASE II - CREATIVE EXPLORATION

BUSINESS CARD EXPLORATION



 C 38 R 118 #769B6E
M 0 G 155
Y 54 B 110
K 32 PANTONE 153-11 C



PHASE II - CREATIVE EXPLORATION

LETTER HEAD EXPLORATION



Freight Sans Pro (Medium), size 9

February 3, 2020

Addressee's Name
Company Name
Address
City, State, Zip

Freight Sans Pro (Book), size 10

Salutation:

This letter demonstrates the recommended typing format for all correspondence and is an integral part of the letterhead design. The recommended typeface is Times New Roman 11pt with 13pt leading.

The top of the date is aligned at 1 3/4 inches from the top edge of the page and 1 1/2 inches from the left edge, thus setting the margin for the entire letter. The addressee's name is positioned flush left, two spaces below the date. Title, company name, etc. are positioned flush left under the addressee's name. The salutation appears three spaces below the address.

The body of the letter begins two spaces below the salutation, using single spacing between lines and double spacing between paragraphs. There are no indentations. The maximum line length should not exceed 5 1/2 inches.

A double space separates the body of the letter from the complimentary close, with four spaces to the name of the sender and the title.

Complimentary close,

Name of sender
Title
CC/cc

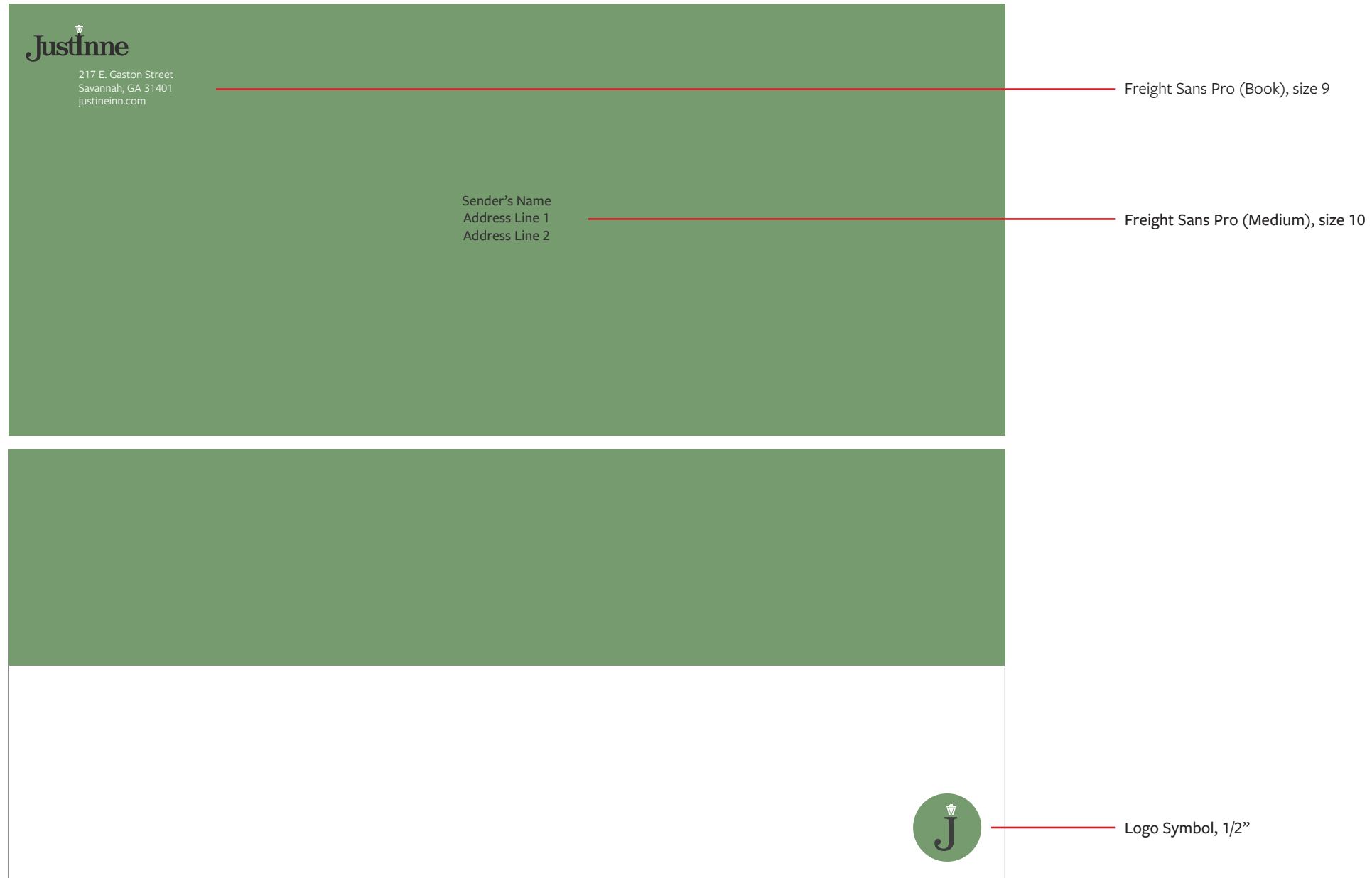


Logo Symbol,

PHASE II - CREATIVE EXPLORATION

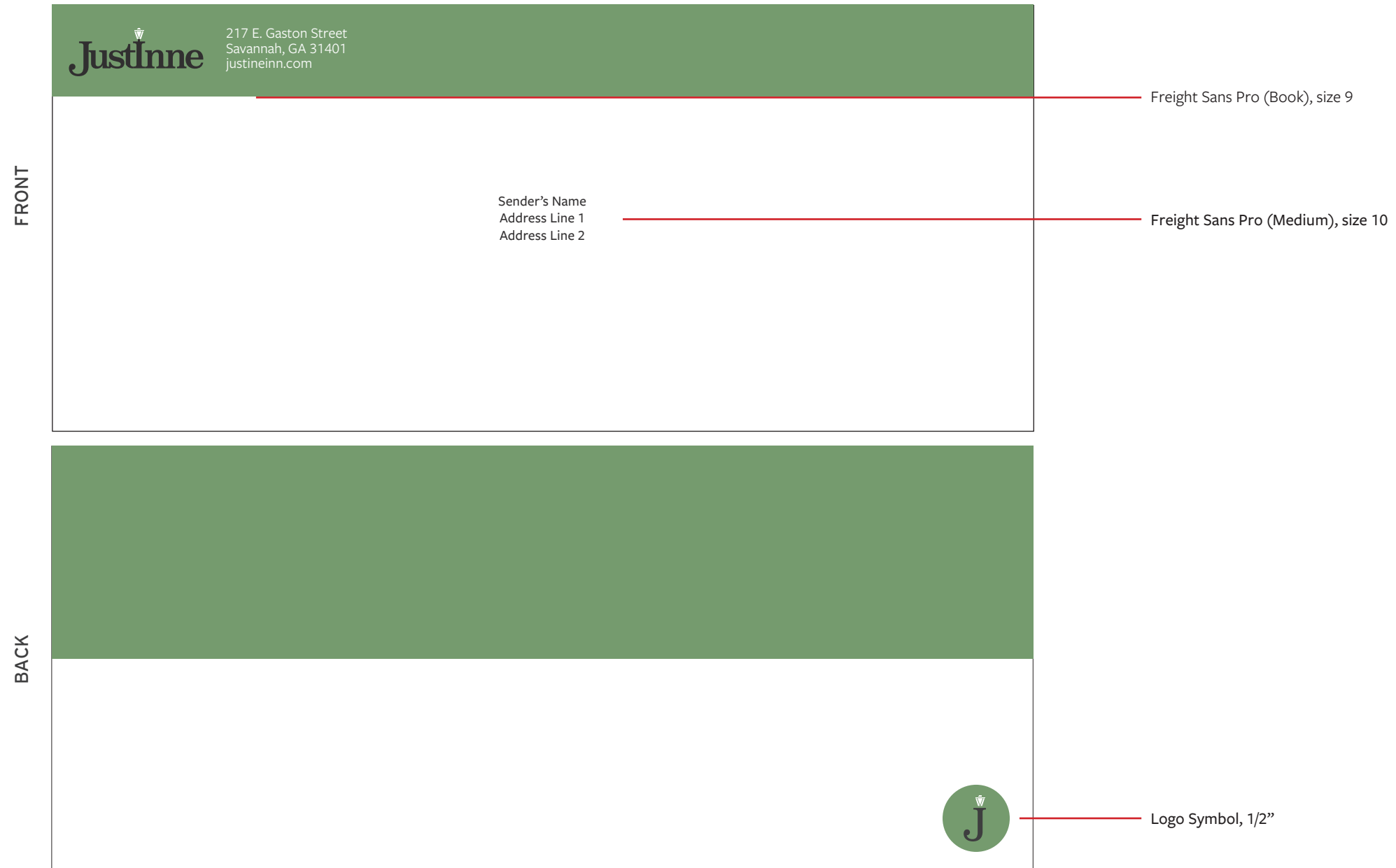
ENVELOPE EXPLORATION

FRONT



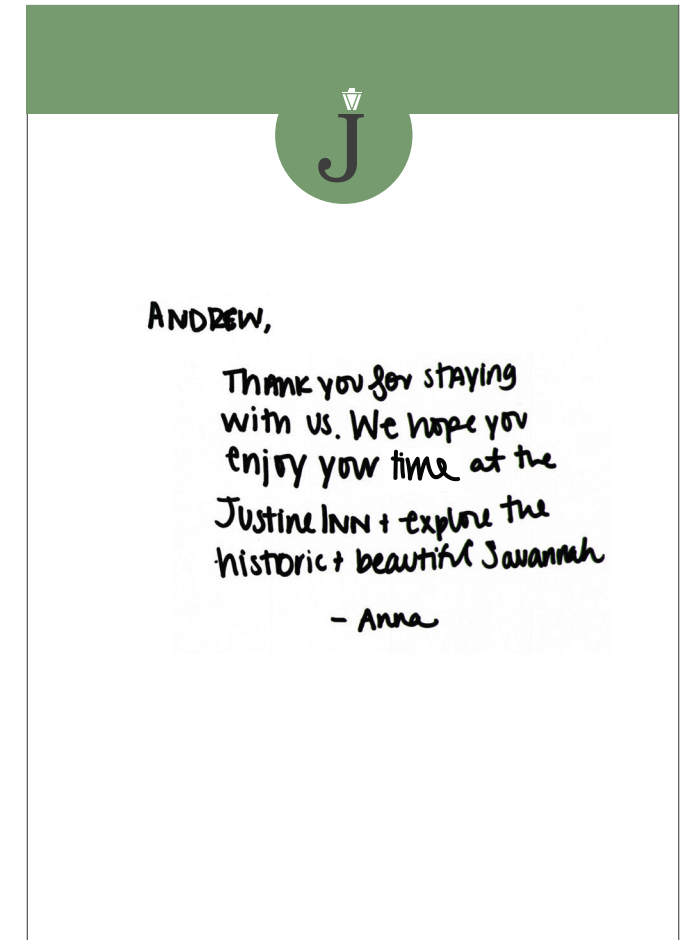
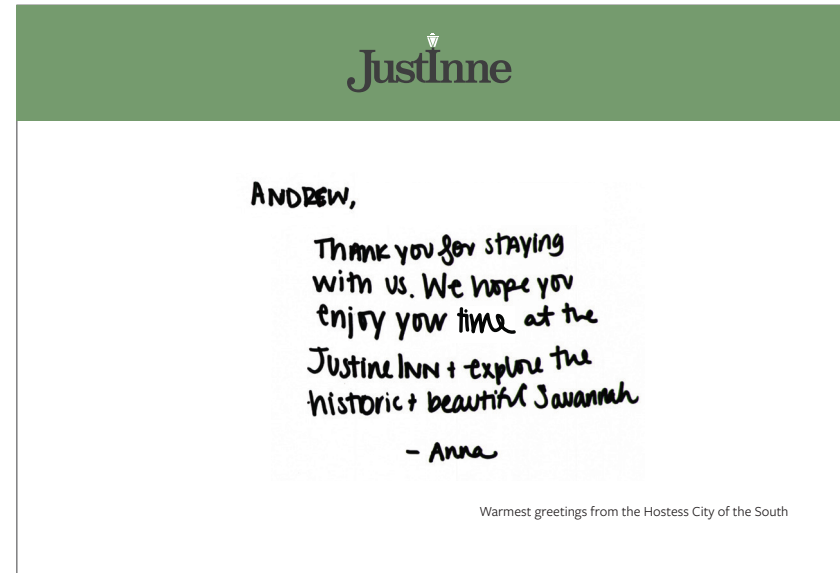
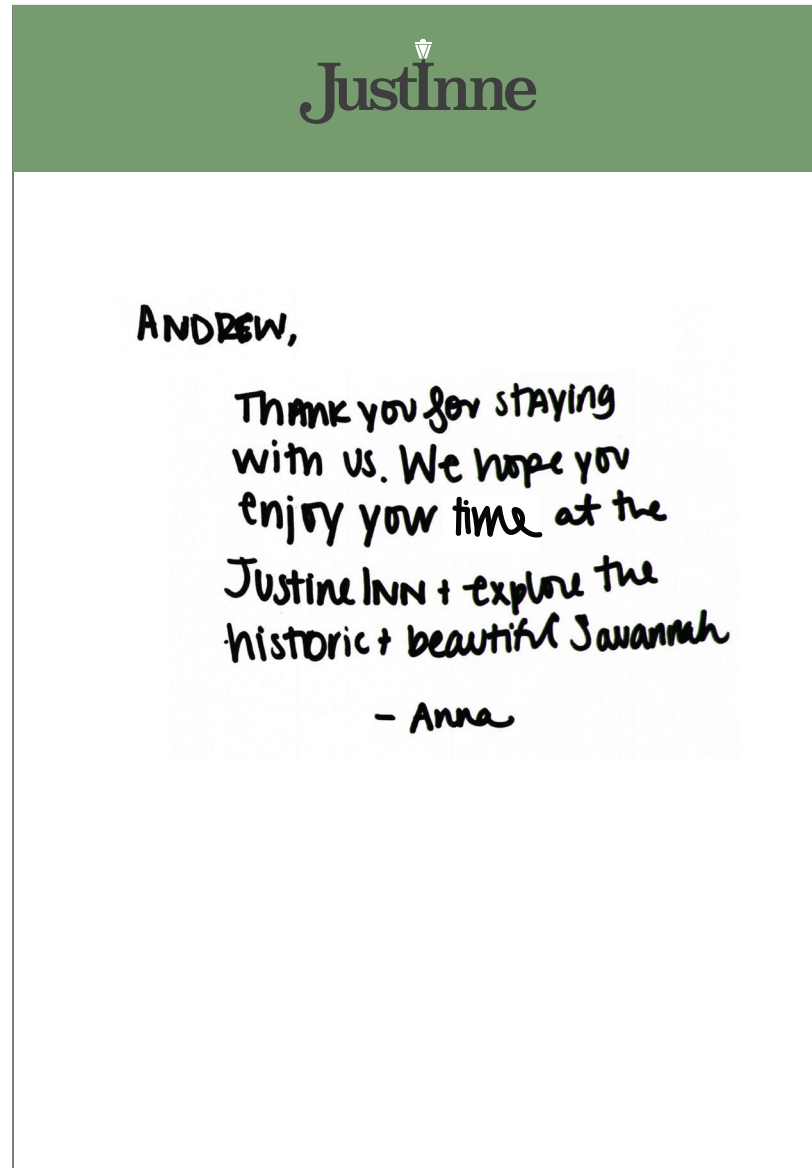
PHASE II - CREATIVE EXPLORATION

ENVELOPE EXPLORATION



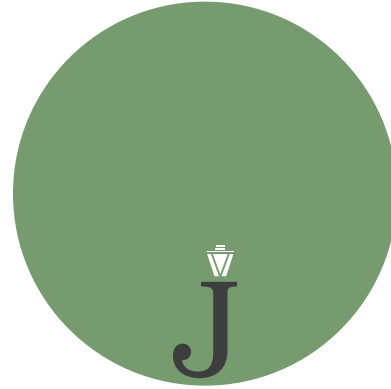
PHASE II - CREATIVE EXPLORATION

GUEST STAY NOTE EXPLORATION



PHASE II - CREATIVE EXPLORATION

ROOM/DOOR LABEL EXPLORATION



PHASE III

PHASE III - FINAL DELIVERABLES



PHASE III - FINAL DELIVERABLES

JustInne
217 E. Gaston Street
Savannah, GA 31401
justineinn.com

February 3, 2020

Addressee's Name
Company Name
Address
City, State, Zip

Salutation:

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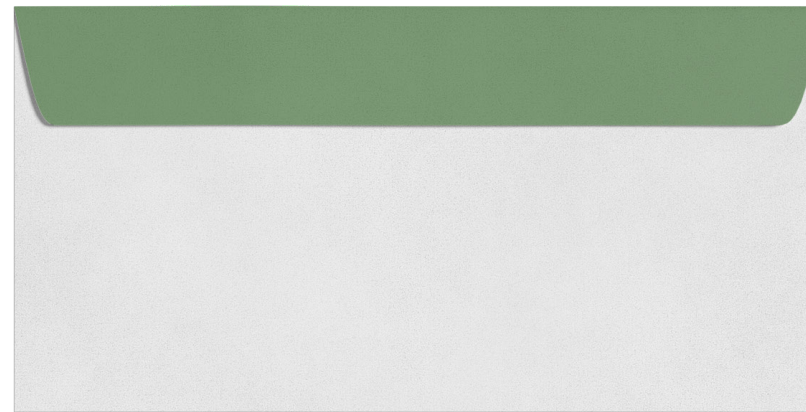
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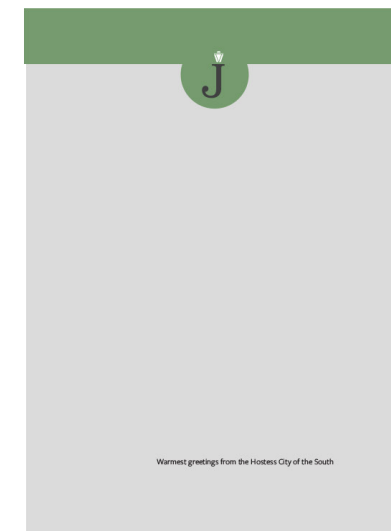
Complimentary close,

Name of sender
Title
CC/cc



JustInne 217 E. Gaston Street
Savannah, GA 31401
justineinn.com

Andrew Henriquez
310 E. Gaston St. apt. D
Savannah, GA. 31401



JustInne
217 E. Gaston Street
Savannah, GA 31401
justineinn.com

Melinda Kelly
Inn Keeper
912.677.0726
innkeeper@justineinn.com

PHASE III - FINAL DELIVERABLES



PHASE III - FINAL DELIVERABLES



PHASE III - FINAL DELIVERABLES

JustInne

A HISTORIC SAVANNAH INN

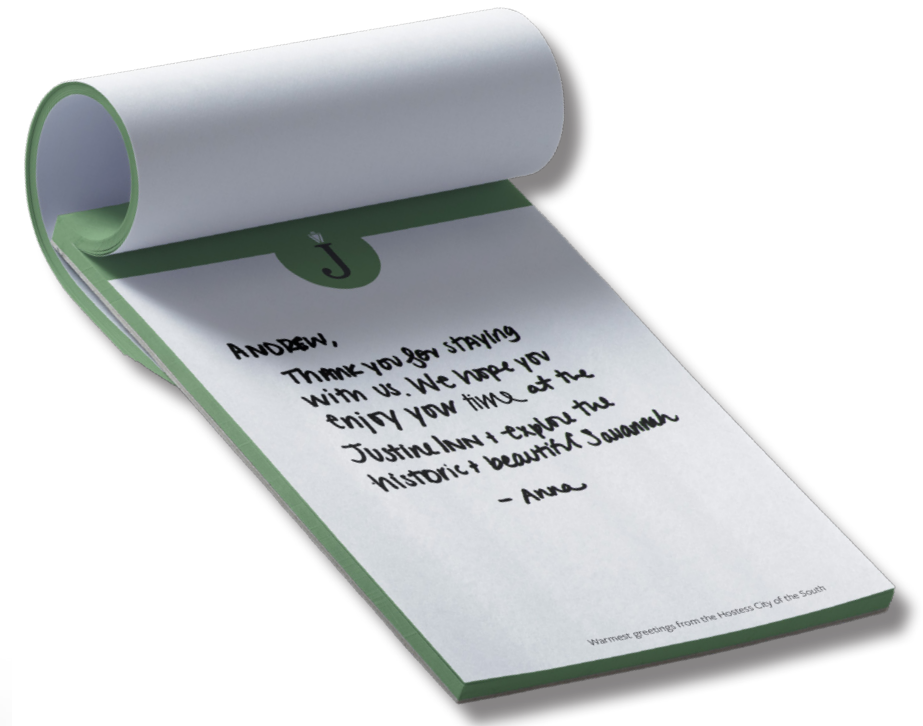
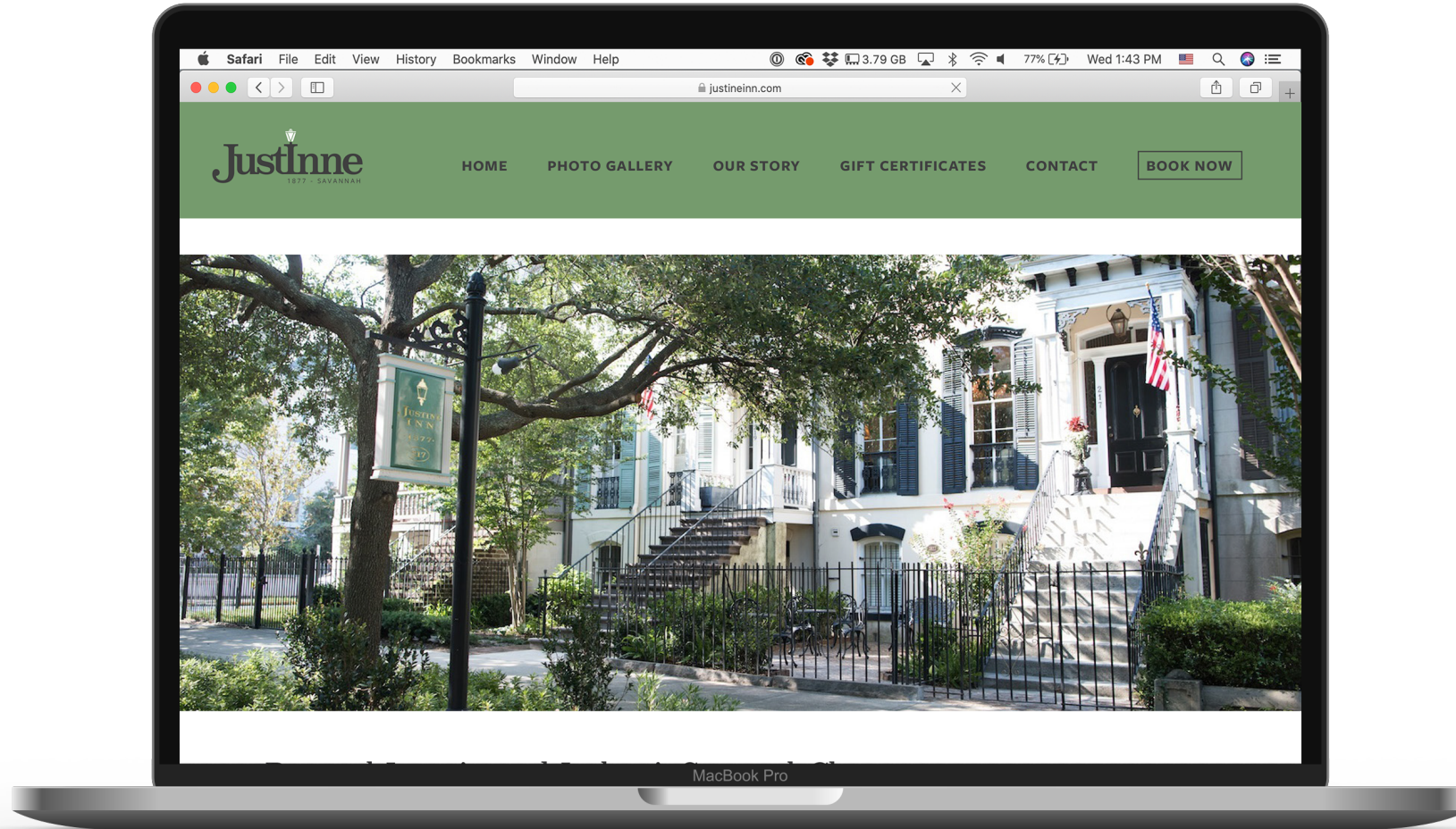
Includes:
5-Bedrooms to choose from
Homemade Breakfast
Wine & Cheese Evening Events
2 Blocks away from Forsyth Park!

VERSAILLES COURT

Stay with us at
217 E. Gaston St.

**The
Provence**

PHASE III - FINAL DELIVERABLES



THANK YOU