

VISC 304



BORING BRANDS



NOT BORING, JUST PRACTICAL...

Design school is a fantastic place to learn because you have so much control over your projects and assignments.

Many times as a practicing designer projects are assigned to you that aren't as inherently fun or cool as things like a food truck or brewery. Designers often say that these projects only pay the bills or are "boring".

Everyone can make
a cool food truck or
coffee brand...

It takes a lot more
thought to bring
design and new life
to a plumber...

They are really neither of these things and are instead unique challenges with a different set of rules.

For this assignment you will be assigned to rebrand a “boring” company and give it a new unique brand that turns on its head the ideas associated with that industry.

Examples:







VE



TURNING TRASH AROUND
SUPERTRASH.NZ

RE
PUR
POSE



TURNING TRASH AROUND
SUPERTRASH.NZ

RE
SPI
CT



TURN

RE IM AG INE



TURNING TRASH AROUND
SINCE 1984

Hi, we're Supertrash. A small, family-run collection service with a big purpose; to help divert waste from landfill through circular solutions. This involves repurposing, recycling and reimagining what we do with waste.

Since March 2012 we have saved over 5.7 million kgs of waste from going to landfill.

We collect compost, recycling, cardboard, garden and general waste. We work with both commercial and residential customers, and can also offer one-off collections.

We'd love to take care of your waste, and help your business divert more waste from landfill.

Let's talk trash — visit Supertrashnz.com, or call us on 0800 932 662.



Are you a supplier of Supertrash?
A New Zealand business.

For more information visit us online
and request a quote for your business
waste management solutions.



RE IM AG INE



YOU'RE IN GOOD COMPANY



**PRESLEY
ELVIS A**

BAIL BOND BROTHERS **BBB**

TELEPHONE 205-419-3004

TWENTY-FOUR HOUR SERVICE

WWW.BAILBONDBROTHERS.COM

100 LITTLE VALLEY HT. HENNER, AL 36044

INSURANCE NO. 10071410





YOU'RE
IN GOOD
COMPANY



YOU'RE
IN GOOD
COMPANY



YOU'RE
IN GOOD
COMPANY



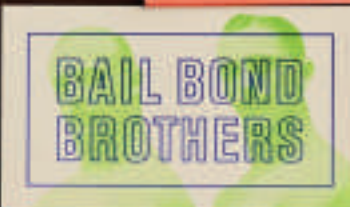
BAIL BOND
BROTHERS



BAIL BOND
BROTHERS



BAIL BOND
BROTHERS



DON'T CALL
YOUR MOTHER
CALL YOUR
BROTHERS



DON'T CALL
YOUR MOTHER
CALL YOUR
BROTHERS



DON'T CALL
YOUR MOTHER
CALL YOUR
BROTHERS



**DON'T CALL
YOUR MOTHER
CALL YOUR
BROTHERS**



BAIL BOND BROTHERS

TELEPHONE 205-419-3004

COURT DATE AT

WWW.BAILBONDBROTHERS.COM

118 LITTLE VALLEY CT., MOBILE, AL 36684

LICENSE NO. 0746019

**YOU'RE
IN GOOD
COMPANY**



BAIL BOND BROTHERS

TELEPHONE 205-419-3004

COURT DATE AT

WWW.BAILBONDBROTHERS.COM

118 LITTLE VALLEY CT., MOBILE, AL 36684

LICENSE NO. 0746019

**BAIL BOND
BROTHERS**



BAIL BOND BROTHERS

TELEPHONE 205-419-3004

COURT DATE AT

WWW.BAILBONDBROTHERS.COM

118 LITTLE VALLEY CT., MOBILE, AL 36684

LICENSE NO. 0746019



BAIL BOND BROTHERS

TELEPHONE 205-419-3004

COURT DATE AT

WWW.BAILBONDBROTHERS.COM

118 LITTLE VALLEY CT., MOBILE, AL 36684

LICENSE NO. 0746019

**DON'T CALL
YOUR MOTHER
CALL YOUR
BROTHERS**



BAIL BOND BROTHERS

TELEPHONE 205-419-3004

COURT DATE AT

WWW.BAILBONDBROTHERS.COM

118 LITTLE VALLEY CT., MOBILE, AL 36684

LICENSE NO. 0746019

**BAIL BOND
BROTHERS**



BAIL BOND BROTHERS

TELEPHONE 205-419-3004

COURT DATE AT

WWW.BAILBONDBROTHERS.COM

118 LITTLE VALLEY CT., MOBILE, AL 36684

LICENSE NO. 0746019

**DON'T CALL
YOUR MOTHER
CALL YOUR
BROTHERS**



BAIL BOND BROTHERS

TELEPHONE 205-419-3004

COURT DATE AT

WWW.BAILBONDBROTHERS.COM

118 LITTLE VALLEY CT., MOBILE, AL 36684

LICENSE NO. 0746019

**YOU'RE
IN GOOD
COMPANY**



BAIL BOND BROTHERS

TELEPHONE 205-419-3004

COURT DATE AT

WWW.BAILBONDBROTHERS.COM

118 LITTLE VALLEY CT., MOBILE, AL 36684

LICENSE NO. 0746019

**YOU'RE
IN GOOD
COMPANY**



BAIL BOND BROTHERS

TELEPHONE 205-419-3004

COURT DATE AT

WWW.BAILBONDBROTHERS.COM

118 LITTLE VALLEY CT., MOBILE, AL 36684

LICENSE NO. 0746019

**YOU'RE
IN GOOD
COMPANY**



BAIL BOND BROTHERS

TELEPHONE 205-419-3004

COURT DATE AT

WWW.BAILBONDBROTHERS.COM

118 LITTLE VALLEY CT., MOBILE, AL 36684

LICENSE NO. 0746019

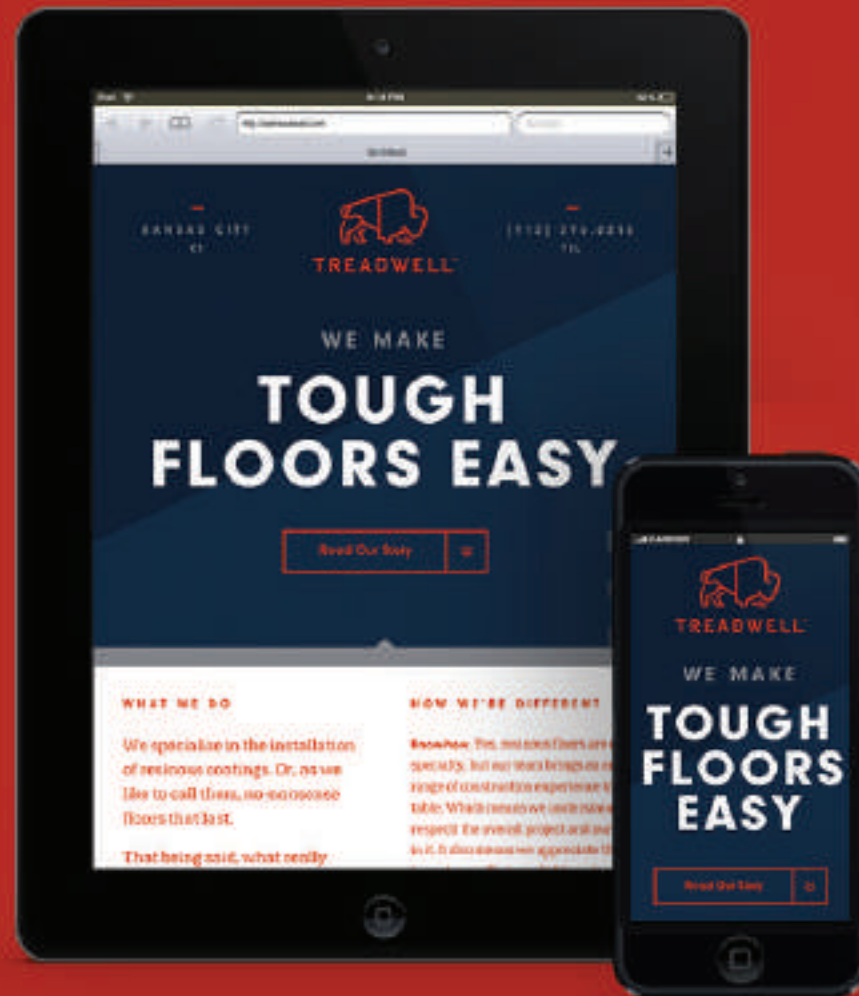




TREADWELL™







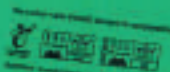




35L bin liner

This bag is certified compostable
in both home and commercial
compost systems.

wecompost.ca



35L bin liner

This bag is certified compostable
in both home and commercial
compost systems.

wecompost.ca



bin liner

This bag is certified compostable
in both home and commercial
compost systems.

wecompost.ca





This business card
will biodegrade
in 10 weeks



Gemma Spring

021 155 5250

0800 932 667

gemma@wecompost.co.nz

wecompost.co.nz

A B C D E
F G H I J K L
M N O P Q R
S T U V W X Y Z
0 1 2 3 4 5 6 7 8 9 ! - -









REBUILDING EXCHANGE



R



REBUILDING EXCHANGE

PARK IN THE BACK

**RECLAIMED
BUILDING
MATERIALS**

OPEN TO THE PUBLIC

10AM-6PM
TUESDAY-SUNDAY

TEL: (773) 252-2234

WWW.REBUILDINGEXCHANGE.ORG

1740 W. WEDSTER AVE

RIGHT WAY SIGNS



FILOR

F
L
O
R

**FL
OR**



WINCHESTER

Medium

Headline One

WINCHESTER

Default

Headline Two

WINCHESTER

Default

Product Names & Pull Quotes

WINCHESTER

Regular

Principal body copy paragraph style. Vivamus sagittis lacus vel augue laoreet rutrum faucibus dolor auctor. Praesent commodo cursus magna, scelerisque nisl consectetur. Lorem ipsum dolor sit amet, consectetur adipiscing elit.

REPLICA

Small

INLINE TITLES

+

SMALL HEADLINES

REPLICA

Regular

Secondary body paragraph style. Fusce dapibus teneq ac cursus commodo tortor mauris condimentum, nibh ut fermentum massa justo sit amet risus. Lorem ipsum dolor sit amet.

REPLICA

Regular

Tertiary body paragraph style. Nulla vitae elit libero, a pharetra augue. Curabitur mollis magna. Vestibulum pellentesque dolor aliquam sit amet pulvinar nulla. Praesent commodo cursus magna, scelerisque nisl consectetur.

FITCH

Default

2 / 4

2 = 3

\$24 / \$0

UPPERCASE

LOWERCASE

A B C D E F G H
I J K L M N O P
Q R S T U V W X
Y Z

NUMERALS + SYMBOLS

1 2 3 4 5 - %
6 7 8 9 / +

VERTICAL BARS

M A K E

