

*WILDE*  
*HOUSE PAPER*

BRAND UPDATE

# *Table of Contents*

IRB STATEMENT	2
ABOUT THE DESIGNER	3
ABSTRACT	4
MEET THE CLIENT	5
OPPORTUNITY STATEMENT	6
PROJECT OBJECTIVES	7
PROJECT DELIVERABLES	8
PROJECT LEARNING OBJECTIVES	9
TIMELINE	10
PROCESS WORK	11 – 15
SUCCESS METRICS	16
RESULTS	16
REFLECTION	17
SPECIAL THANKS	17

## *IRB Statement:*

This project does not fall under the category of systematic investigations. It will not collect data from Cal Poly students or employees as subjects. It does not attempt to answer research questions. Therefore, this project does not need to be reviewed by the California Polytechnic State University Institutional Review Board.

# *About the Designer:*



My name is Claire Butler and I am a 4th year in Graphic Communication. I am concentrating in Design Reproduction Technology and am hoping to go into graphic design and ultimately work as a creative director one day. I am originally from Orange County, California but hope to move to San Francisco following graduation to pursue my career.



Outside of school, I am a graphic design intern at Wilde House Paper, run my own freelance photography business, and work at a winery in Paso Robles on the weekends. I am excited to be finishing my senior project and showcase my love for beautiful typography, project management and branding all together. Enjoy my project!

## *Abstract:*

For this project, I will be working with my team at Wilde House Paper to expand our current brand assets and create an updated guide and collection of brand collateral. The goal of my project is to help the team at WH have a straightforward structure for their content and have these updated and organized design pieces at their fingertips. I am creating a comprehensive brand guide, organizing and updating a drive of assets, and expanding our collection of social media and email templates as my deliverables.

# *Meet the Client:*

Wilde House Paper began as an intentional space where inspired ideas have the potential to grow into something bigger. Megan Hedding and Connor Dreschler, two Cal Poly grads, founded WH in 2019 as a paper goods line which has now flourished into a e-commerce forward lifestyle line and full service graphic design studio. Based in San Luis Obispo, they are constantly growing and are in need of updated brand standards to keep their brand cohesive across social media and other outward facing platforms.



# *Opportunity Statement:*

With this project, my goal is to take the opportunity to improve the organization and overall aesthetic standards of Wilde House Paper by redefining their branding guidelines. This will be achieved through a redesign of their internal workflow and resources to ultimately improve design quality.



# *Project Objectives :*

The end result will be an updated set of guides and assets for the creative team at WH for their use. The goal of my project is to help the team have a straightforward structure for their content and have these updated and organized design pieces at their fingertips. The team currently uses Trello for their work, so I will utilize Trello to share my deliverables with the team and give them a simple way to find all the resources in one place.

The three tangible deliverables for my senior project will be a brand style guide + updated list of design guidelines compiled into a PDF presentation, a google drive or similar platform with a collection of all updated brand assets including logos, marks, printed pieces and more, and a collection of newly created social media and email templates for use on production work.



# *Project Deliverables:*

*01: Organized Assets Drive*

*02: PDF Branding Guide*

*03: Social + Email Templates*

# *Project Learning Objectives:*

*01: Communication*

*02: Project Management*

*03: Initiative*

# *Project Timeline :*

*Phase 01: Research*

OCTOBER 1ST – 4TH

*Phase 02: Organize Assets Drive*

OCTOBER 4TH – 17TH

*Phase 03: Create Branding Guide*

OCTOBER 18TH – 31ST

*Phase 04: Social + Email Templates*

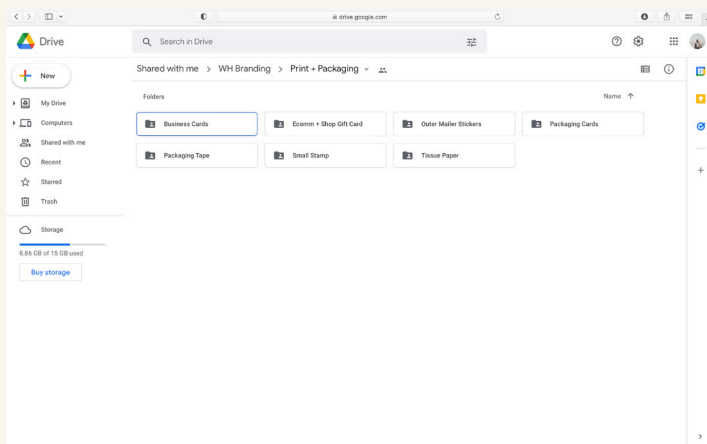
NOVEMBER 1ST – 7TH

*Phase 05: Trello Integration*

NOVEMBER 28TH – 30TH

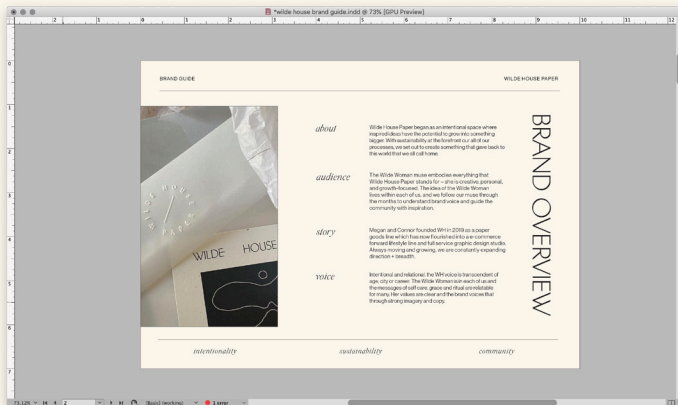
# *Assets Drive:*

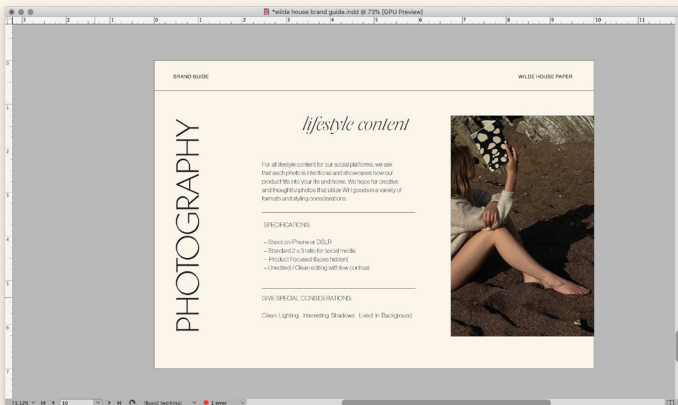
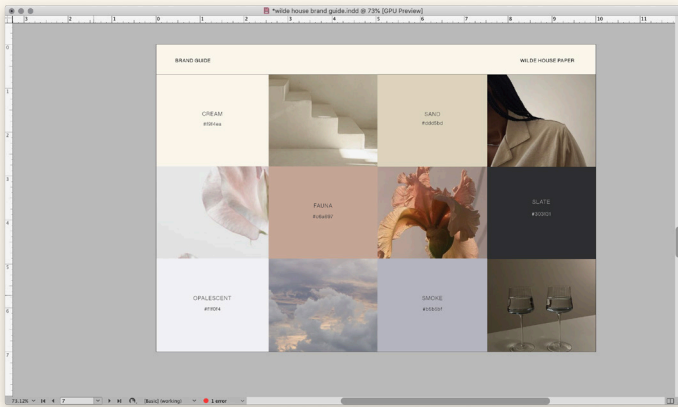
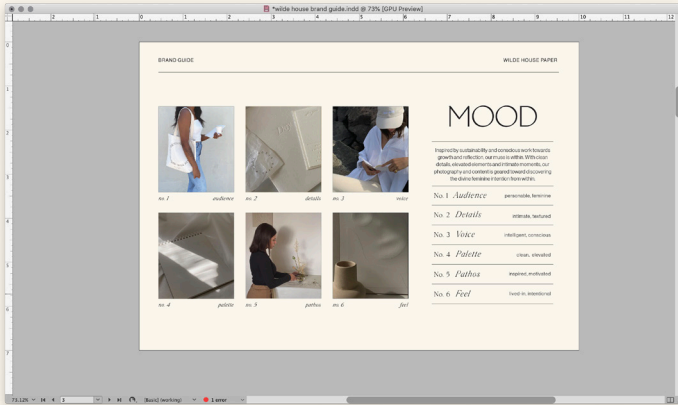
The asset drive includes updating Google Drive to have a complete collection of all brand assets including, logos, packaging files, resources and more. The previous Google Drive was unorganized, missing multiple files and not practical or helpful. Through this process, I created four main categories: branding, print and packaging, resources, and retail shop to organize all of the content.



# Brand Guide:

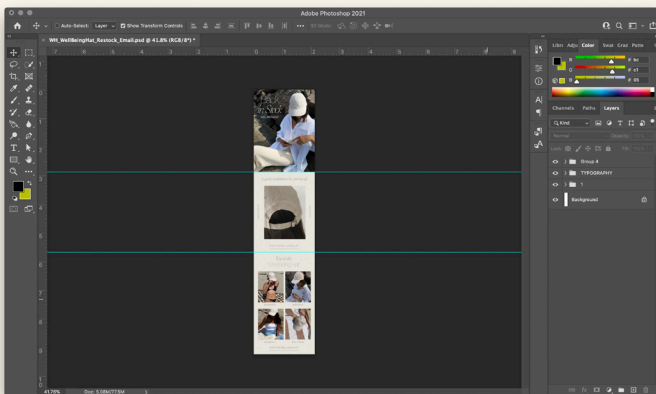
This was the main asset to my project: an in depth brand guide to be able to send to clients, employees, brand partnerships, community members and more. This included a compiled list of brand standards, logos, typefaces and other stylistic guidelines in one PDF with examples + photo inspiration. The following pages showcase various slides from the final presentation.





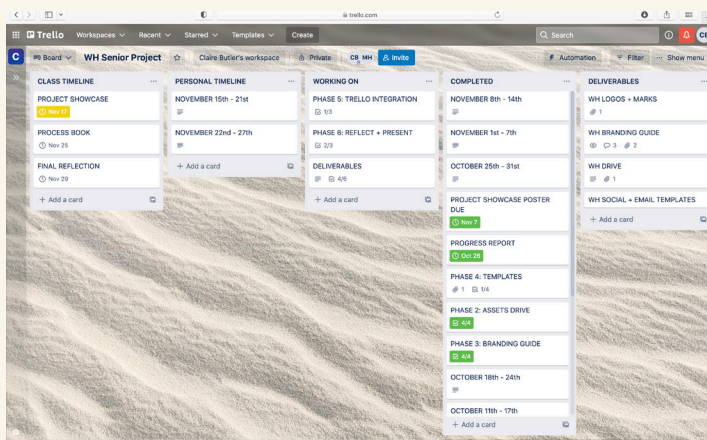
# *Social + Email Templates :*

A selection of social media and email templates to make producing design work easier + more efficient. These are mostly for new product releases, email blast, blog posts and other regularly produced content. I utilized existing files and created templates in Photoshop with guides, slices and other features to make production work simple and efficient.



# Trello Integration:

The last step is to upload and organize everything on Trello. This is the final portion of my project. This will be done the week after break when I am back in the studio with the team. Due to time constraints with holiday campaigns, I have not had time to sit down with my boss Megan and complete this phase.





## *Original Success Metrics:*

- 01) Feedback survey on Trello
- 02) Mentorship / Guidance from Megan
- 03) Collaboration with entire WH team

## *Results + Metrics:*

In terms of collaboration with Megan and the team, everything was perfect. Everything stayed on brand and was cohesive which was one of the most important criteria. They loved everything I was able to create. Next step is to finalize integration on Trello and then send out survey for final feedback.

## *Project Reflection:*

This process was such a great experience getting to grow my skillset and design capabilities. I was able to contribute to the team at Wilde House in a positive way and give back to them for all they have taught me. I am excited for my work to continue to be integrated at Wilde House and used in the future!

## *Special Thanks:*

to Megan Hedding, Professor Lorraine Donegan, Professor Rachel Ma, and Emily McSwain for all of their help and support always!

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