

Danielle Kern  
Digital Design Case Study  
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## CASE STUDY: Pink Ladies Carpentry & Design Build

**Client:** Pink Ladies Carpentry & Design Build  
**Project Title:** Pink Ladies Carpentry & Design Build Logo  
**Duration:** September 2011- December 2011  
**Team:** Danielle Kern and Class

### **Description:**

*Pink Ladies Carpentry & Design Build* is a company owned and run by women. This is one of the only carpentry companies out there that truly understands the wants of women. They have seen that women home owners find it much easier to deal with women in the work force. The company did not have any sort of logo. They were looking for a very clean design that showed what their company was about. They wanted to incorporate some colors and some wood grain to display what the company did. *Pink Ladies Carpentry & Design Build's* showroom is located on 2020 sawmill Road in Yorktown Heights NY. This is one of their first showroom that is in a central location on a busy road.

### **Research:**

Before starting the logo project I researched other big carpentry logo companies. Also I looked at magazines that had different carpenters, kitchen designers, and manufacturing companies. Most of the logos I have seen are made for men and mainly due to the fact that mostly men own and run carpentry companies. As I was looking through different carpentry websites and magazines I sat down with the owners of *Pink Ladies Carpentry & Design Build* and ask what they would want in their logo and what they would want the logo to represent. They wanted the logo to represent the company as a necessity; meaning that this is a company that is necessary to your home improvement. The company wants the logo to be versatile therefore it could easily be turned into a business card or put on the back of a t-shirt or sweat shirt. In my research I tried to find colors that would attract the public to the come into the show room and make an appointment.

## Strategy:

I wanted to meet the needs of the company in a efficient way that and in a timely way. Therefore I took everything into account that the owners said, and I kept researching and started my logo by working on some basics such as my lines, circles and squares. Working with my basics first helped to get a basis for a layout for my final logo. Once I started working with my basics and decided on the best basic out of my many it became a vocal point in my layouts. When I started; I started it in black and white. Every time I worked on a logo step by step I kept the owners in on what I had accomplished and if they liked where I was leaning towards in my artistic direction. I also plan on using the help of my many classmates and instructor to help me pin point my weak point and my strengths and to help me see the problems that I don't see myself.

## Challenges:

Most of the challenges I faced was with the type, the first type I had was very loopy and feminine. I thought considering that this is a women owned and run company that the contrast of a feminine type and a masculine type. The owners didn't like this idea, they thought it was a little to "sweet 16 invitation", but the background of the logo has a feminine line through it that they did like and wanted to keep. Another challenge was trying to get the logo to attract not just women but single men and women, and families. The logo and to be versatile enough to be able to go online to the social media sites such as [Facebook](#) and [Twitter](#) which will greatly expand their clients. The owners of *Pink Ladies Carpentry and Design Build* also wanted for me to find a way to incorporate wood grain to the logo to show that they are a serious company about carpentry.

## Results:

Through many and many trial and error with the logo I finally finished it with a product that the company loved. I was able to incorporate everything the company wanted; I was able to use the wood grain as the background of the layout. With that as the background everything else fell into place. Using an oval as the central shape and laying a hard hat to represent the seriousness of the company. The hard hat was an excellent touch that the company loved! Being that the name of the company is *Pink Ladies Carpentry and Design Build* I was able to incorporate the color pink with the feminine curve within the oval. The company is still in the process of introducing it into every aspect of the company from the outside of the showroom store down to the shirts that workers wear. I was so able to make the logo easily changed into a business card and I left enough room to add names onto the actual logo therefore it can be used for many people within the company. The logo simply shows that the company is clean and efficient and proves that there is "no job to big" for *Pink Ladies Carpentry*.

This was an excellent way for me to begin my way into the advertising world. Working with this company was an excellent company to begin with. It showed me that using my basics as a way to begin and start banging ideas around in my head is very hands on. Using your basics is also a wonderful way to start your layouts when it's hard to come up with an idea. This logo could completely change the company for them. Being now that there is a logo out in the world that is now synonymous with *Pink Ladies Carpentry and Design Build* it is something that the public can identify with. Which is something every company wants something that will draw people into their company and create revenue.