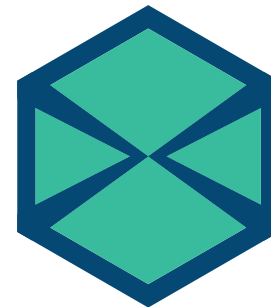


# XARBON



Connor Yorks

Process Book VC-499 Senior Project Spring 2020

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# Project Brief

For my whole life, I have loved being outdoors. From camping trips to climbing mountains, my family and I would be, and still are, constantly looking for fun new adventures to spend during our free time. My father has a PhD in Environmental Biology that provides him a fascination with the outdoors. With family members so involved in the outdoors, it comes as no surprise that I have spent countless hours on Earth Day clean-ups and restoration efforts to assist our environment. In those years of volunteer work, it has become more apparent to me that our planet needs help beyond what we have been providing. That need for environmental assistance is the foundational reasoning for my choosing of this topic of CO<sub>2</sub> processing.



# Project Proposal

This final project will be focusing in the areas of brand design and advertising to support my professional goals of working on company brand design and promotion. I have always been thoroughly interested in the environment and its health. With the environment in mind, I decided that my branding/advertising project would need to support my tree-hugging needs. This project's goal is to produce a fictional CO<sub>2</sub>-processing company brand identity and awareness campaign. The project's contents will be brand identity (e.g., logo, color, font), a website design (only layout and non-functioning), products with packaging, and digital/print components.

A company logo with an accompanying design guideline book will be produced. Those design guidelines will be used to create an informational brochure, billboards, products and packaging, and print/digital advertisements. Pieces will be printed and mounted, with the exception of packaging which will be produced at scale. All individual pieces are subject to change under the advisement of the professor.

# Research

## Companies in CO<sub>2</sub> processing

The companies below are all the major existing CO<sub>2</sub> processing companies that would be part of Xarbon's competition.



## Companies in CO<sub>2</sub> processing notes/links

Below is part of my research to better understand how Xarbon's competition presents themselves to the public and what products they offer.

CO<sub>2</sub> Absorbing company

### Existing companies

#### 1. [Global Thermostat](#)

- a. Products
  - i. Fuel (CO<sub>2</sub> injected algae)
  - ii. Carbonated drinks
- b. Social
  - i. [Facebook](#)
  - ii. [Twitter](#)
  - iii. [Instagram](#)
  - iv. [LinkedIn](#)

#### 2. [Carbon Engineering](#)

- a. Products
  - i. Storage (CO<sub>2</sub> pushed underground)
  - ii. Fuel
- b. Social
  - i. [Facebook](#)
  - ii. [Twitter](#)
  - iii. [LinkedIn](#)
  - iv. [YouTube](#)

#### 3. [Carbon Cure](#)

- a. Products
  - i. Concrete (CO<sub>2</sub> injected, makes it stronger)
- b. Social
  - i. [Facebook](#)
  - ii. [Twitter](#)
  - iii. [LinkedIn](#)

#### 4. [Blue Planet](#)

- a. Products
  - i. Limestone/concrete
- b. Social
  - i.

#### 5. [Celera](#)

- a. Products
  - i. Concrete (CO<sub>2</sub> injected, makes it stronger)
- b. Social
  - i.

#### 6. [Solidia Technologies](#)

- a. Products
  - i. Concrete (CO<sub>2</sub> injected, makes it stronger)
- b. Social
  - i. [Twitter](#)
  - ii. [LinkedIn](#)
  - iii. [YouTube](#)
- c. Really nice website and look

#### 7. [Carbon Upcycling Technologies](#)

- a. Products
  - i. Erosion coating
  - ii. plastics
- b. Social
  - i. [Facebook](#)
  - ii. [Twitter](#)
  - iii. [LinkedIn](#)

CO<sub>2</sub> Absorbing company

# Research

Once I had a comfortable amount of information about the CO<sub>2</sub> industry, I moved to visual research for the beginning stages of Xarbon's branding. For my branding research, I gravitated toward manufacturing brands and B2B industries for inspiration.

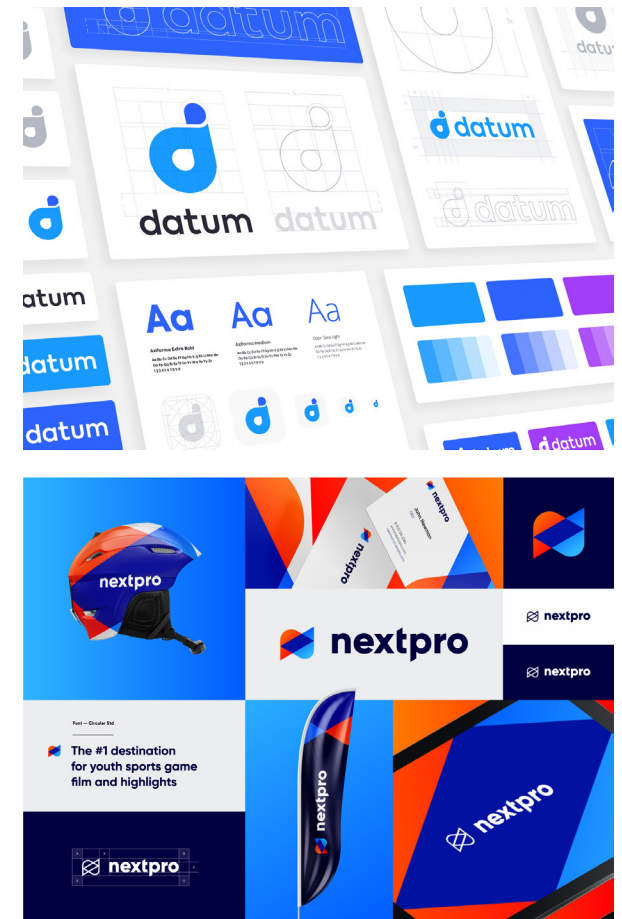
## Logo Inspiration



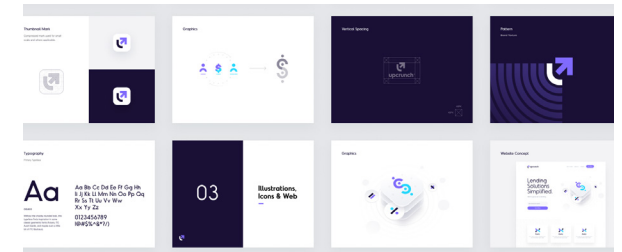
## Infrastructure Inspiration



## Brand Inspiration



## Trade Show Inspiration



# Name Process

The naming process for Xarbon consisted of a combination of word blending, letter replacement, and some word mapping. During this process, I had to solve the issue of how people pronounced “X.” In the end, I used the “X” pronounced like a “Z” to my advantage to create the word “Xarbon” (Zar-bon). This allowed for the “X” in Xarbon to symbolize the crossing out of CO<sub>2</sub>.

CO2

COI23

## Carbon Dioxide

## Carboon Deeoxide

## Climate Change

## Climate reverse

## Environment

## Carbon fiber

## Carbon saver

## Carbon nanotube

## CO2 processing

### Carbon manufacturing

## !-Carbonfacture

Coro

COtwo

Cotoo

COLL

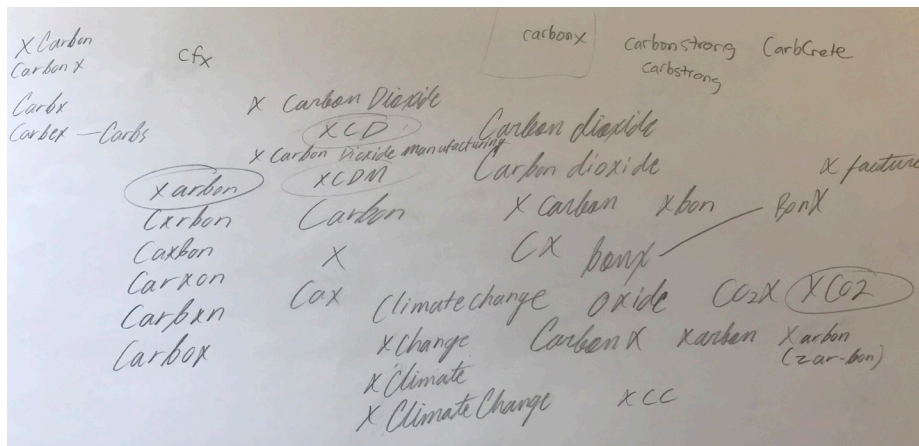
(Absorb

Carbon) maybe play with these more

## Absorption

absorpsion

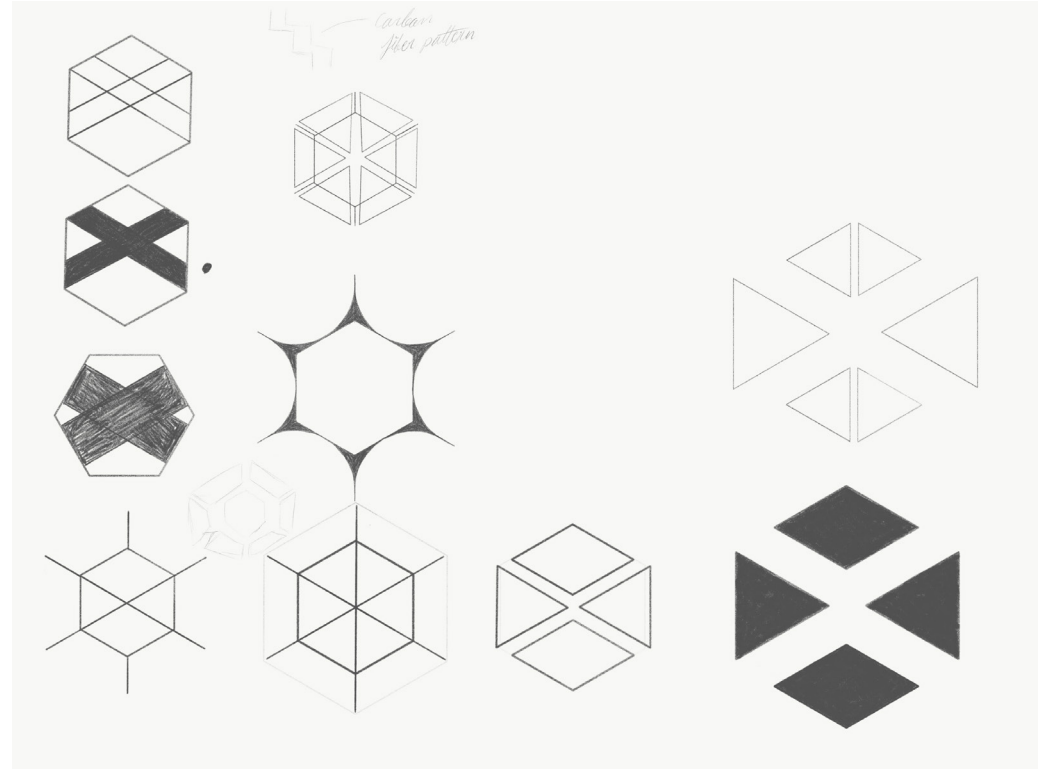
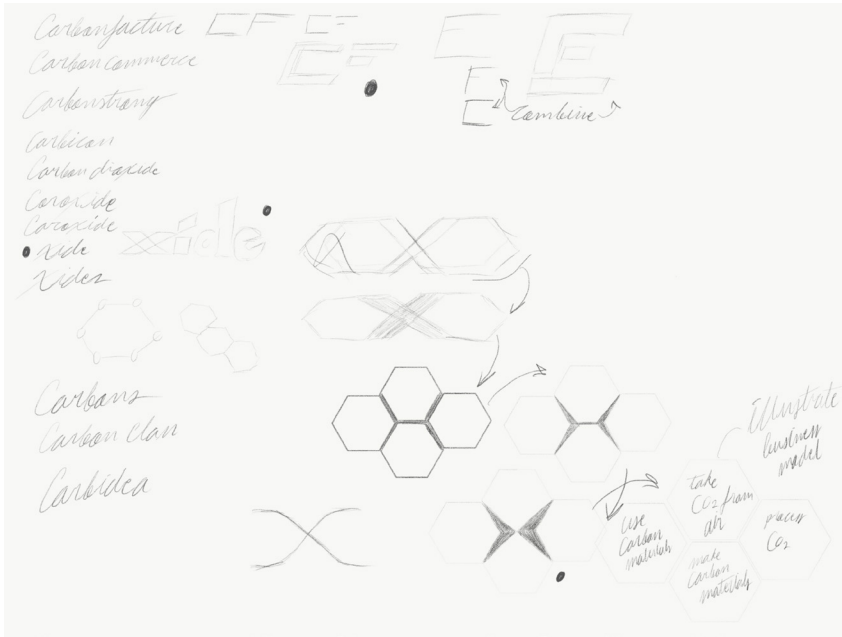
CO3





# Logo Process

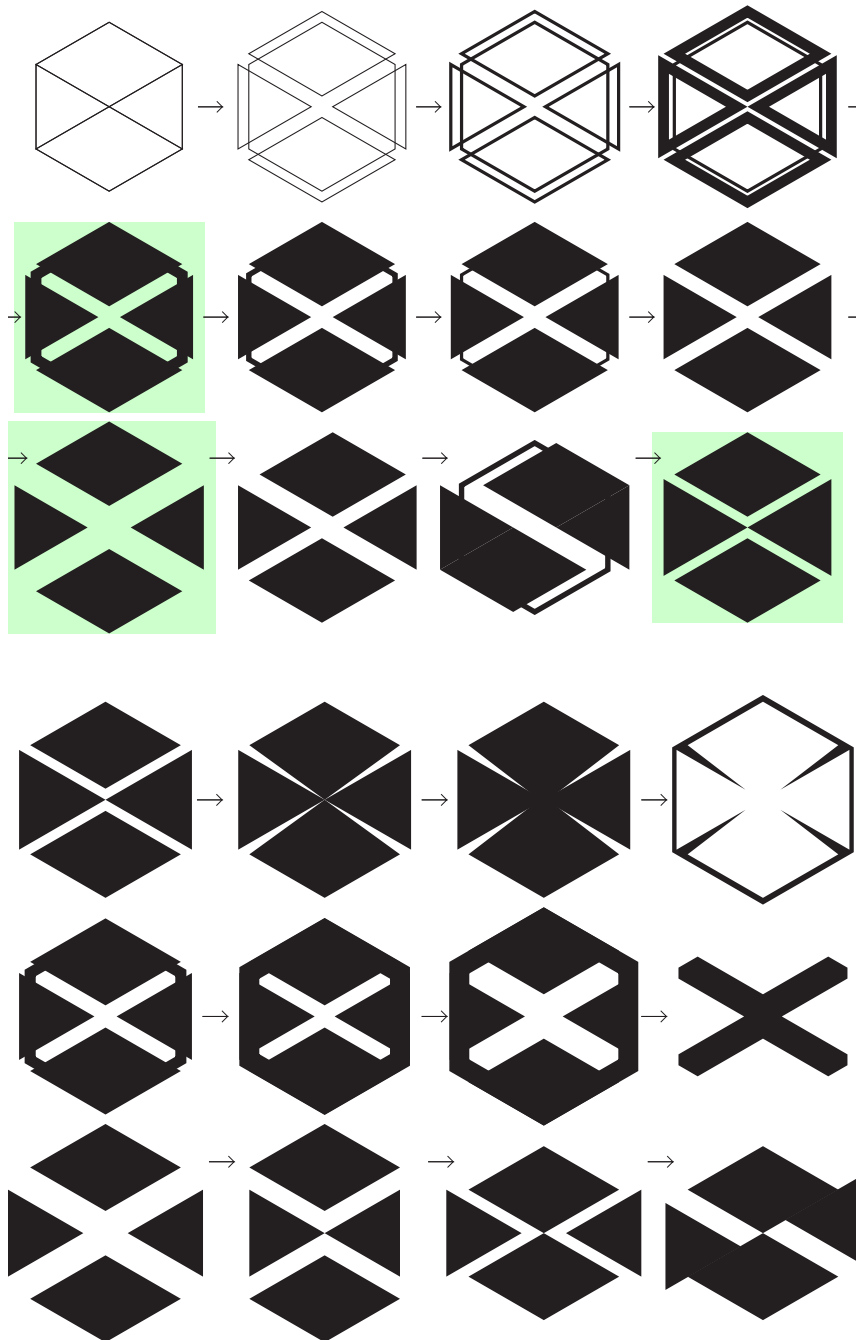
With the strong beginning letter “X,” I began sketches for Xarbon’s logo. Most of the sketches below are attempts to combine the letter “X” with a hexagon, the shape of carbon’s molecular structure. However, the issue of this combination appearing too box-like posed an issue because this is not a shipping company.





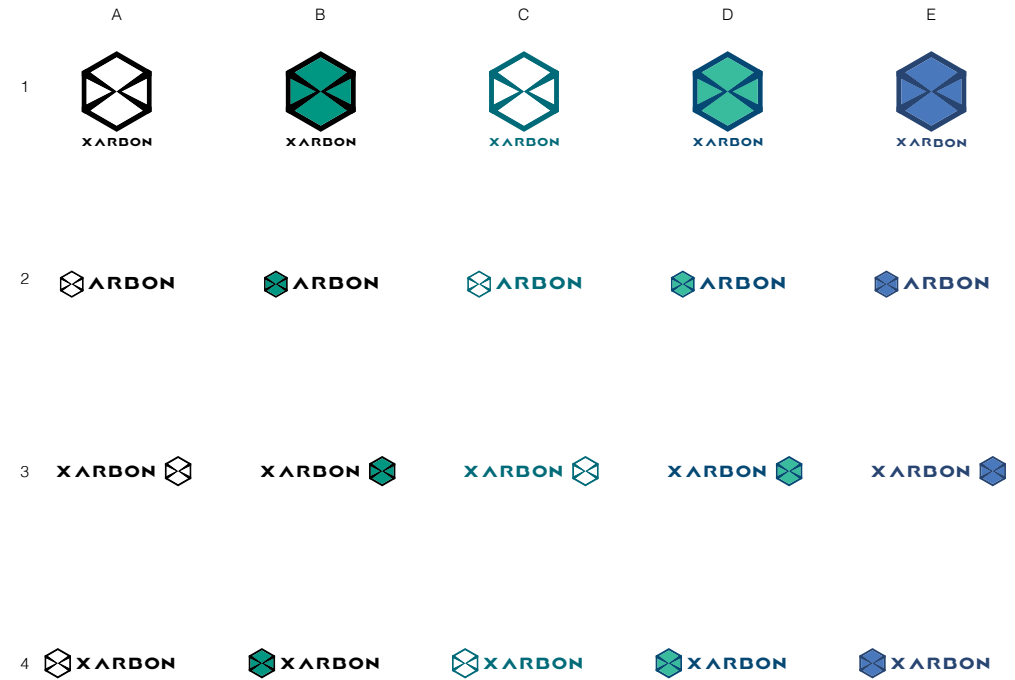
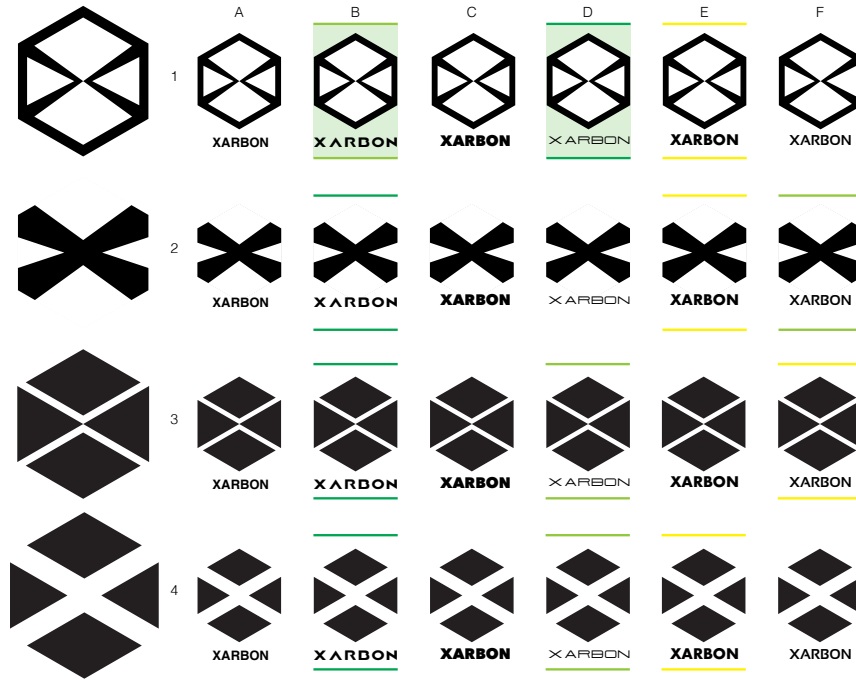
# Logo Process

After some new logo iterations while avoiding a box symbol, a few promising directions came to the surface. The highlights of green were for easier email communication among my professional contact and professor. This highlighting method later became a necessary tool for homing in on a final logo.



# Logo Process

With some promising logo candidates, I began testing font choices for the main Xarbon font. I then took the final logo and font to test logo layout and color. This whole process was organized in a Bingo-card fashion to allow for efficient communication with my professional contact and professor.

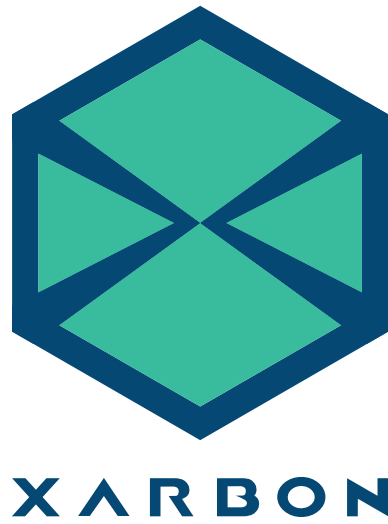


After a final logo, font, color and layout were chosen, I made finer adjustments to the final logo. One notable adjustment was editing the "B" to make it more legible from afar.



# Final Logo

Vertical Orientation

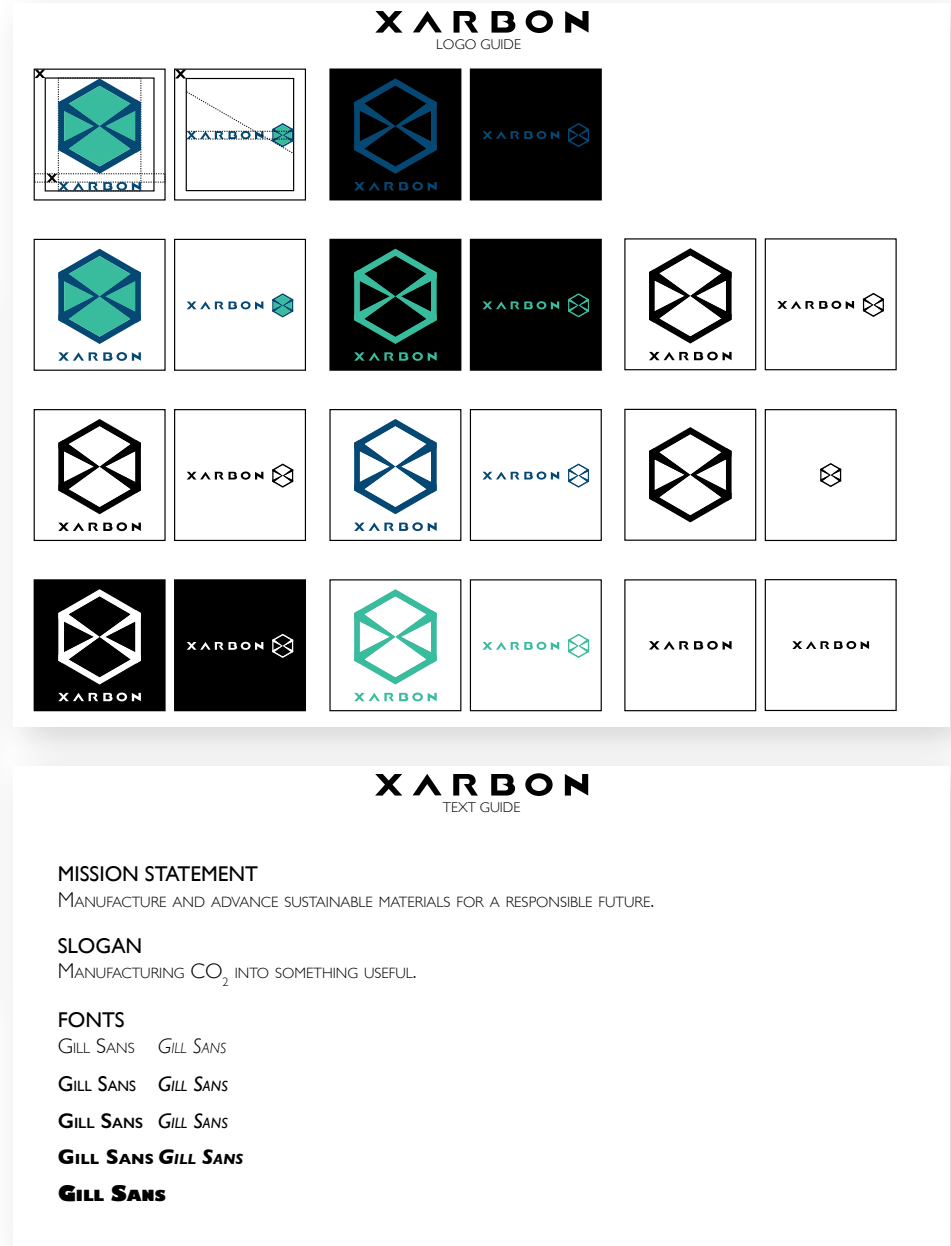
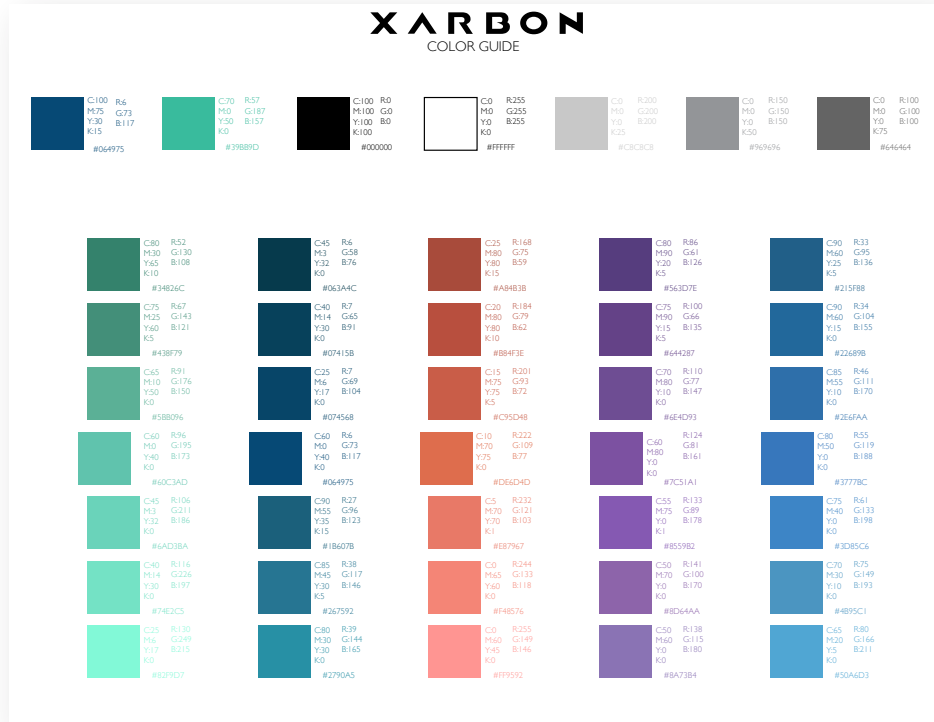


Horizontal Orientation



# Brand Guidelines

Developing branding guidelines was the natural next step. I wanted to ensure that the guidelines were not too stringent, so I provided a diverse color scheme with several variations. Although, the guidelines needed to maintain unity; for example, the Xarbon logo needed at least one Xarbon “X” of space between other design elements.

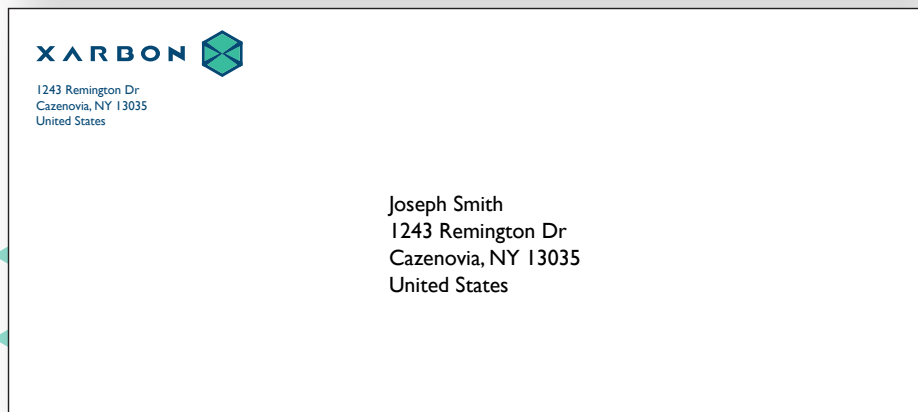
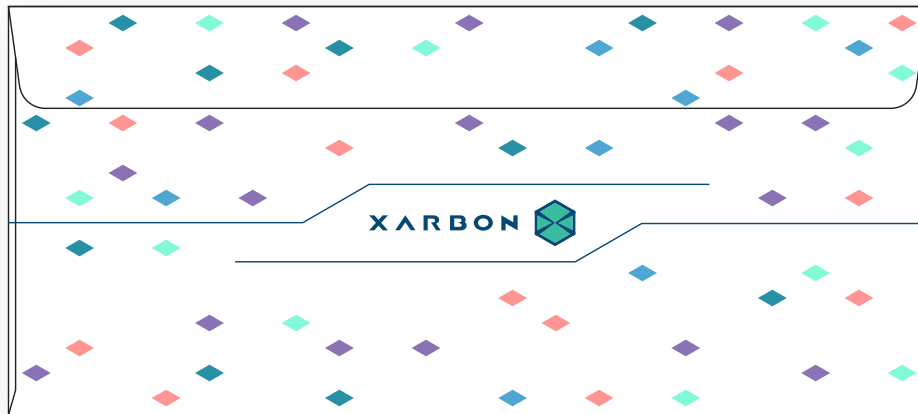


# Brand Process

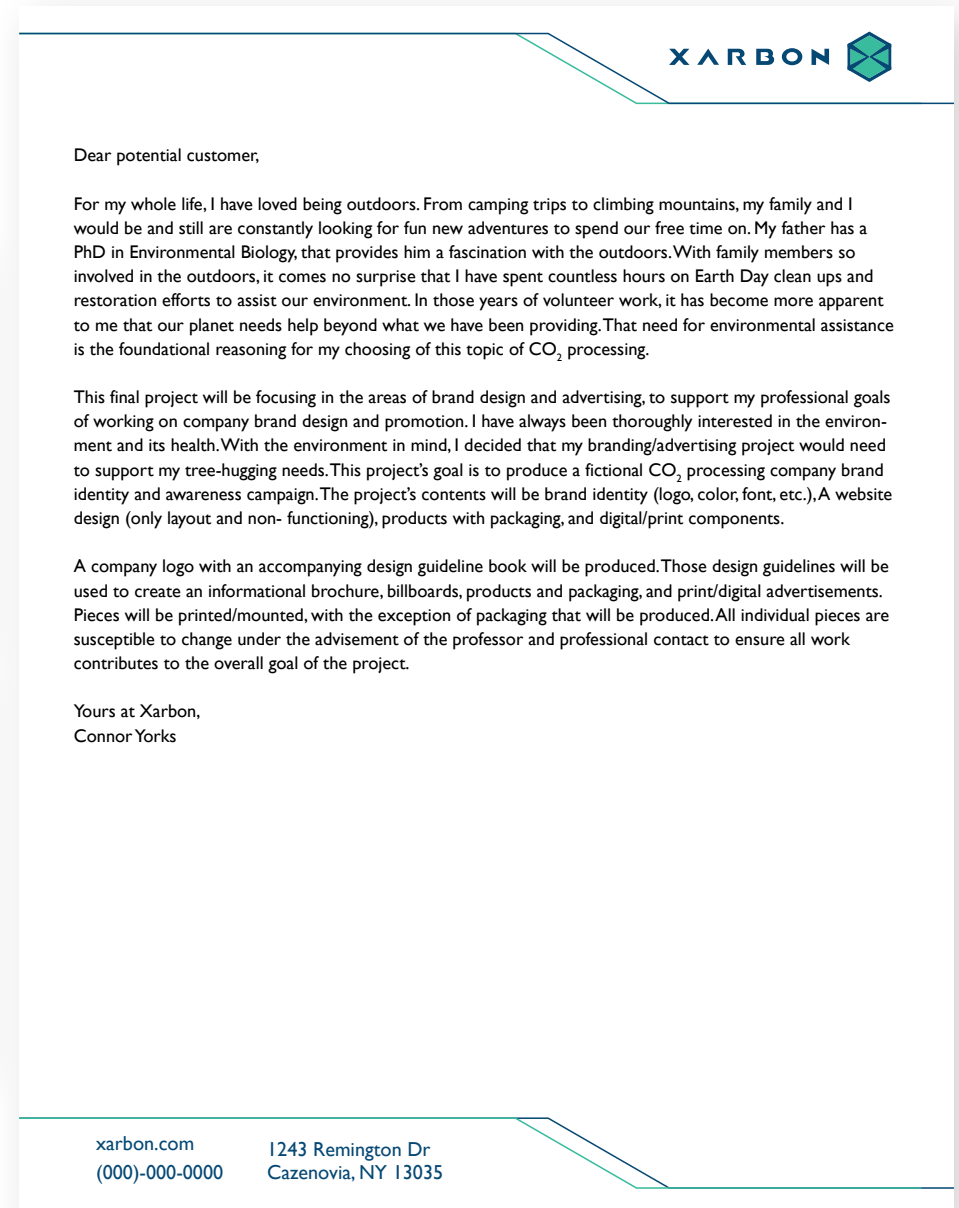


With the branding guidelines set in place, I began to test different patterns for the visual language spoken by Xarbon branding.

# Paper Branding



Using the Xarbon branding guidelines and new visual language, I created a standard set of paper pieces that would represent Xarbon in its day-to-day business endeavors.



# Ad Campaign

**MORE CORROSION  
RESISTANCE**



It's time to expect more from your materials.

Visit [xarbon.com](http://xarbon.com) to arrange a demo to see your carbon fiber future.



**MORE FLEXIBILITY**



It's time to expect more from your materials.

Visit [xarbon.com](http://xarbon.com) to arrange a demo to see your carbon fiber future.



**MORE STRENGTH**



It's time to expect more from your materials.

Visit [xarbon.com](http://xarbon.com) to arrange a demo to see your carbon fiber future.



Xarbon's "It's time to expect more from your materials." campaign focuses on carbon fiber's advantages over conventional building materials. This is illustrated through combining carbon fiber with traditional symbols of helpful features. This ad campaign would be featured in various trade magazines to best target the specific audience of manufacturers.



# Website



An online presence is essential for a company such as Xarbon to inform and serve its clientele. Xarbon's website was designed with service and ease in mind to inform viewers of Xarbon's dedication to them at every corner.



# Infrastructure



Infrastructure for a manufacturing company like Xarbon is not only necessary for business, but provides opportunity for public awareness. Similar to other Xarbon-owned pieces, infrastructure like buildings and vehicles must also speak in Xarbon's visual language.



## Trade Show

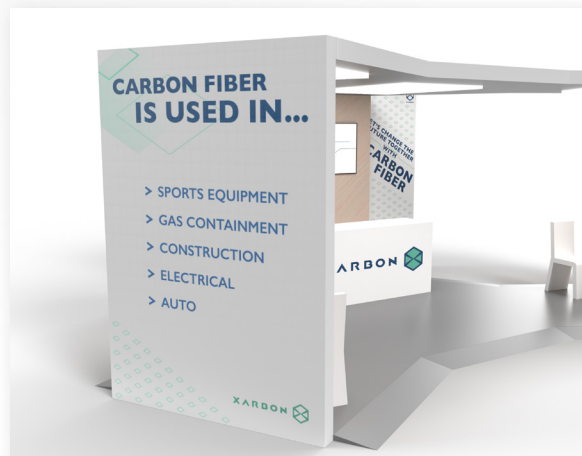
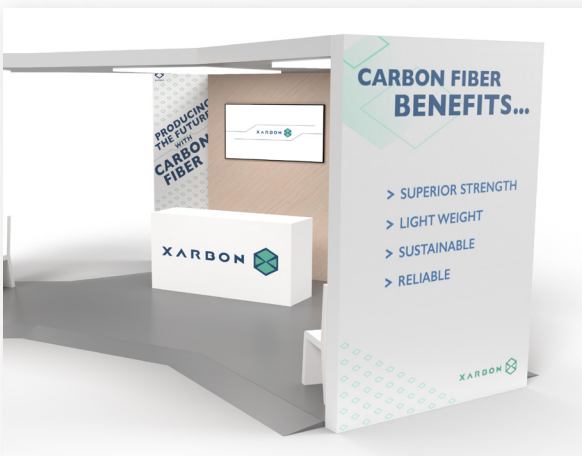
Because Xarbon manufactures raw materials and is a B2B business, it needs to be well-equipped for trade show presentations. With hard hat give-aways for its potential construction partners and a eye-catching car made with carbon fiber for its potential automotive partners, Xarbon should make good use of its trade show attendance.





# Trade Show

Xarbon will also need a striking booth to be successful at trade shows. This trade show booth was designed with several opportunities for promotional materials while maintaining a diverse functionality.



Thank *You* for viewing my senior project.

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