

pigskin grind

# Individual Project: Brand Redesign

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GRA 382 F

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## Brand Story

The American football reporting scheme is mostly populous-fed opinions that concede to what the viewer wants. No creative twists or alternative thinking to what the horizon currently looks like or what it could look like for the sport: only comfort, comfort, comfort. Giving the viewer what they want to hear.

Well, former FoxSports journalist and Heisman Trophy Voting Committee member Lisa Horne, frankly, doesn't care about what you want to hear. Her blog provides some hot takes to the All-American sport as we know it, providing perspective from her extensive experience covering both on and off the field - with a little sprinkle of southern California flair, of course. Her content creation includes a regularly posted blog on her website, [pigskingrind.com](http://pigskingrind.com), and an up-and-coming podcast in the works.



## Vision Statement

Pigskin Grind's vision is to *refresh* the industry of oversaturated, redundant, and boring reporting. The goal is to stir the pot and get football aficionados to *think* by providing fresh perspective, all while being *entertained* by the snarky, quick-witted, and unapologetic banter of Lisa Horne.



## Tone of Voice

- **Original:** Coming up with takes not thought of before by other reporting channels.
- **Fearless:** Confidently delivering points against the status quo, despite the potential of sour optics.
- **Clear:** Clear, crisp, and concise writing that only says what you should know, with no fluff.
- **Expertise:** Lisa has a laundry list of qualifications and experience, as well as an extensive timeline of all the memorable events she has personally covered and important figures she's met, from coaches to players.
- **Fun:** We let loose. There can be a lot of hostility in this neck of the woods, and Lisa isn't here to pick a fight.

pigskin grind



## Name: *Pigskin Grind*?

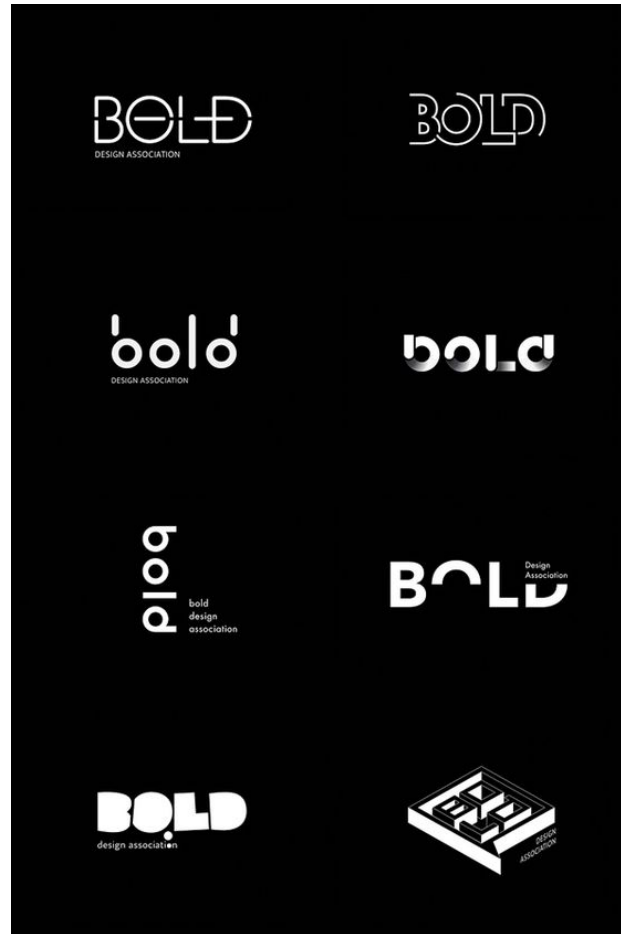
- Edgy, sharp, and perfectly original and memorable – just like the brand’s objective portrayal
- Each word directly relates to nature of content
  - “Pigskin” = original material of a football
  - “Grind” = nitty-gritty
- Letterforms interact well with each other, opening up many routes for expressive typography for a logo

# Moodboard

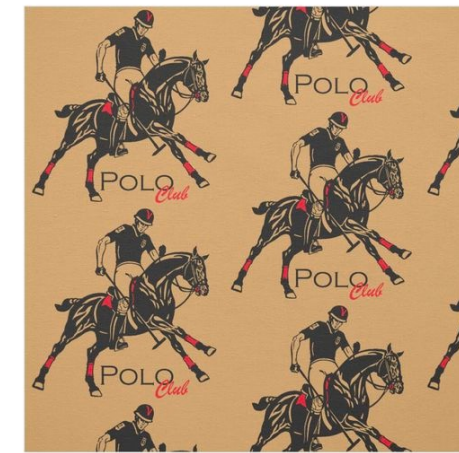
# pigskin grind

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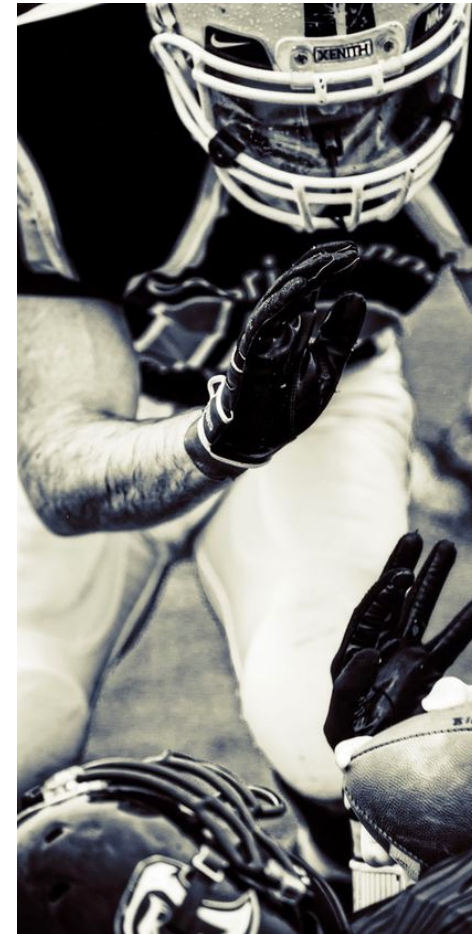


"JOURNALISM WILL  
KILL YOU, BUT IT  
WILL KEEP YOU  
ALIVE WHILE YOU'RE  
AT IT,"  
HORACE GREELY

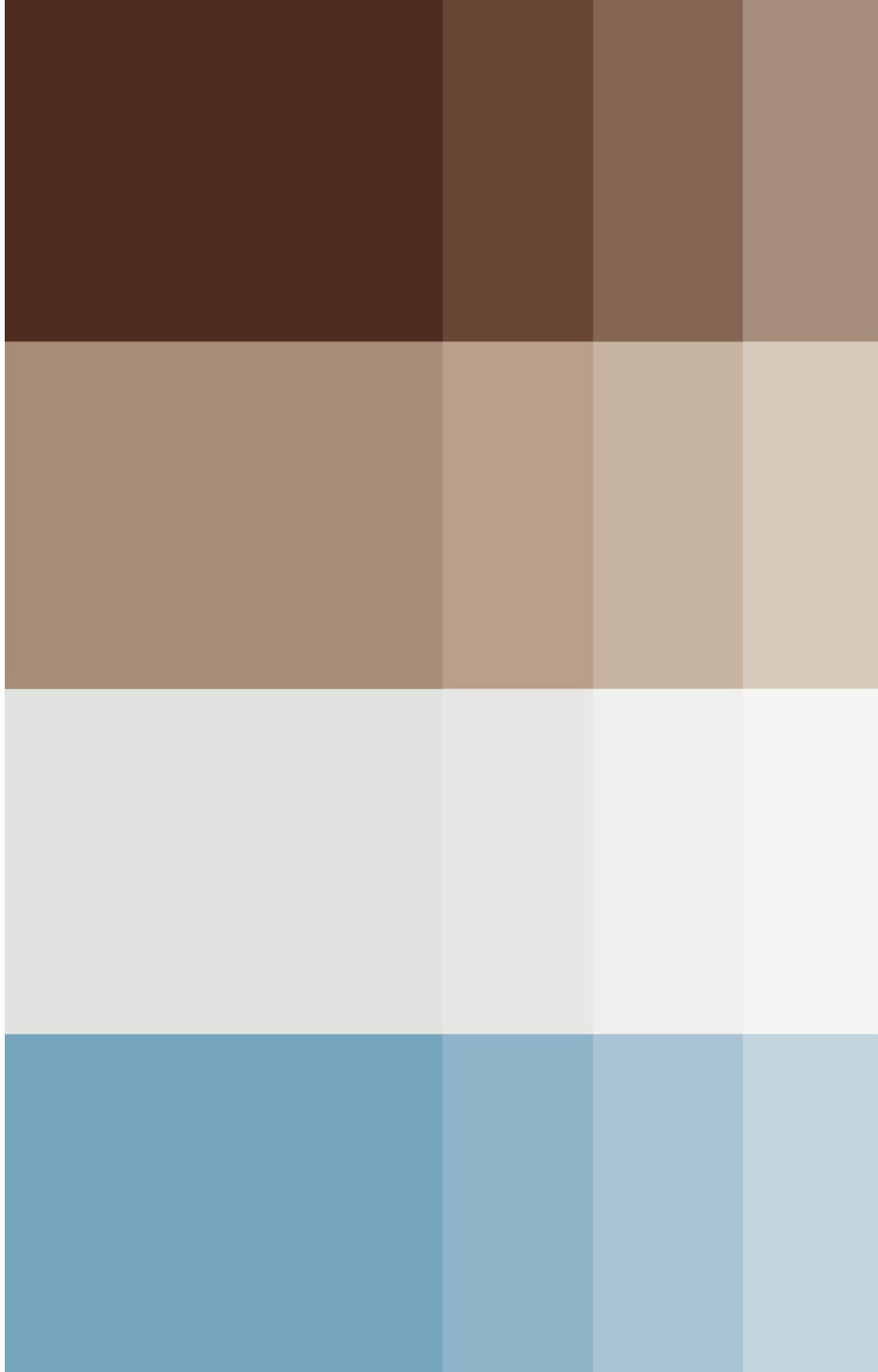


equestrian polo sport club by insimalife

Zazzle



# Color Scheme



## #5e2f18

Kin to the color of actual “pigskin” on a football. Neutral, unassuming, and anchors down the other colors.

## #b1917b

Browns are classically the colors of autumn (#StopFall-Weddings), the season of college football. This is a muted version that ties together and grounds all the other colors in the scheme nicely.

## #e2e2e2

Heather gray is a common color, usually textured, on sports attire and memorabilia. Matches any color -- but is unique from standard black and white.

## #79accb

The bold statement color, to break up and contrast the otherwise earthy scheme. Adds a bit of femininity.



# Typography

## Lorem ipsum dolor.

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## Header Type: Jubilat

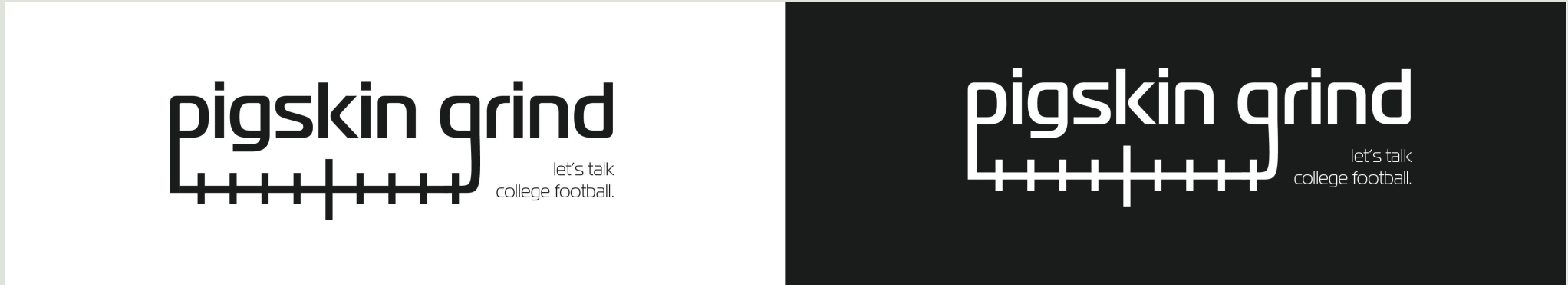
Hairline | SuperThin | ExtraThin | Thin | Light  
Book | Regular | **Medium** | **Semibold** | **Bold** | **Black**

### Subtitle / Body Type: Avenir Next

Ultra Light | Regular | Medium | **Demi Bold** | **Bold** | **Heavy**

This body type is Avenir Next Regular, and the above is the Bold font from the same family. Both typefaces have extensive families: Avenir has 12 different fonts, with Jubilat actually having 24 different typefaces. It is traditional to have a serif as the body type and a sans serif as the header type, but I feel the slight tinge of femininity is delivered with this arrangement. In addition, Jubilat's block, or "Egyptian" serif, is kin to that of collegiate or letterman typography.

## Standard Logotype:



The logotype has a striking and bold quality while being balanced simultaneously with a slight femininity from the integration of the curves. The detail that stretches across the descenders has three meanings; the field paint of a football field, the laces of a football, or the notches of a radio dial.



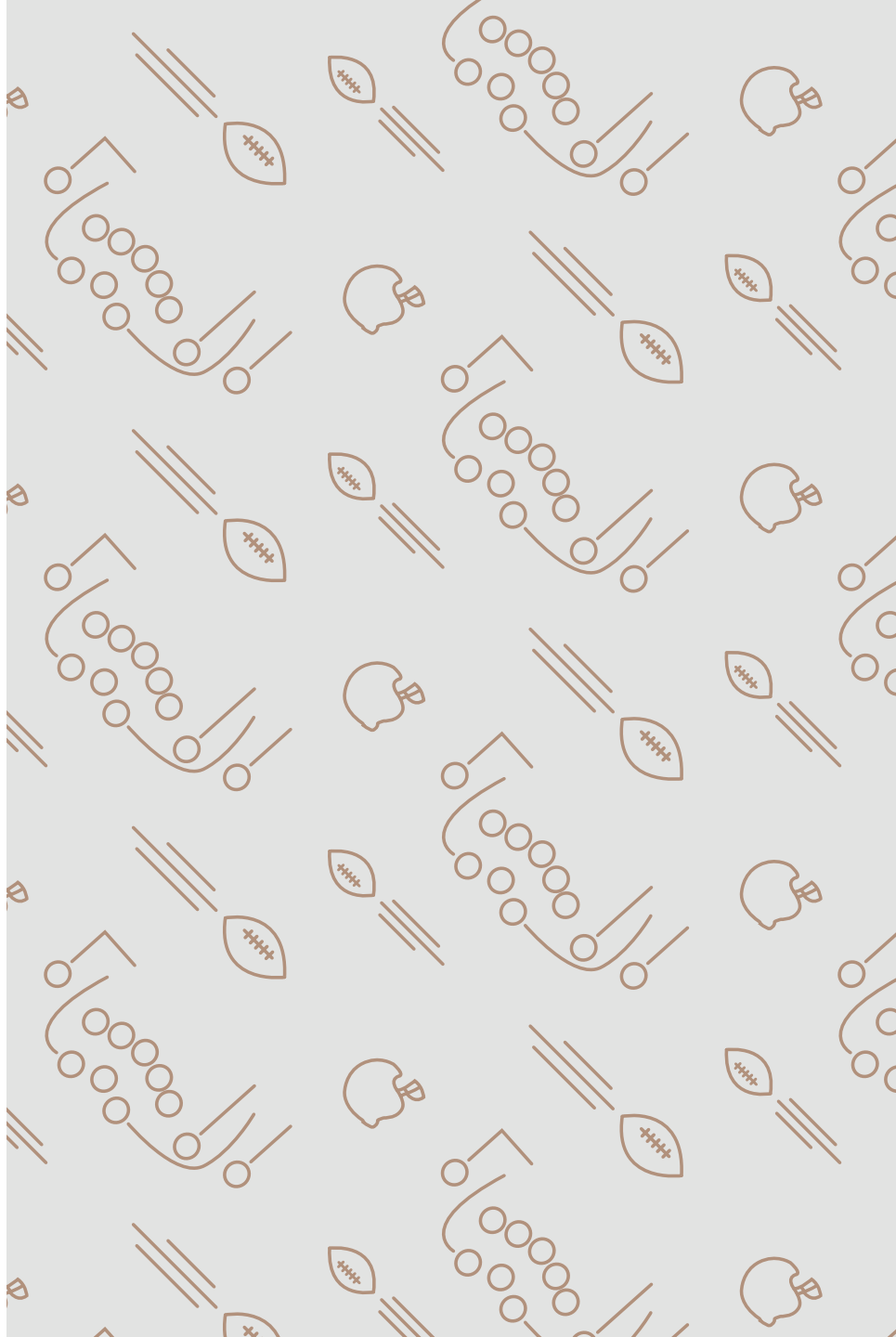
In circumstances where simplicity is needed for budget, printing, or convenience purposes (i.e. merchandise printing / embroidery, social media profiles, etc.), a monogram featuring a football perched behind the letter "P" in the standard logotype's font can be used in place of the logotype.

# Logo Design

Example Usage:



# Pattern Design



“Many men do not think females can do a job covering a male sport. Not until I can show them how I can diagram Xs and Os do I get a little respect. Many will not give me any benefit of a doubt.”

These are real plays sketched by Lisa herself and rendered in illustrator. Simple, but communicative; just like the writer.

# Mock-Ups

let's talk college football. pigskin grind



www.pigskingrind.com

pigskin grind

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# Mock-Ups



# Mock-Ups



# Mock-Ups





# Mock-Ups

