

**Project :** Lillium Branding Brainstorm

**Start Date:** February 6th, 2013

**Completion:** February 12th, 2013

from you

“regarding colors I’m thinking like, the shell of an avocado, that sort-of green, dark purple”

“regarding feminine like stare out the window at a green lawn nestled into your blankets and comforters”

“elements of a flower, it doesn’t have to be the whole thing”

“tan, taupe, beige, off white sort-of feminine”

“Remember that there are no decoding errors, only coding errors on our part. If they can't or don't understand it, it's not on them, it means that we didn't code something correctly.”

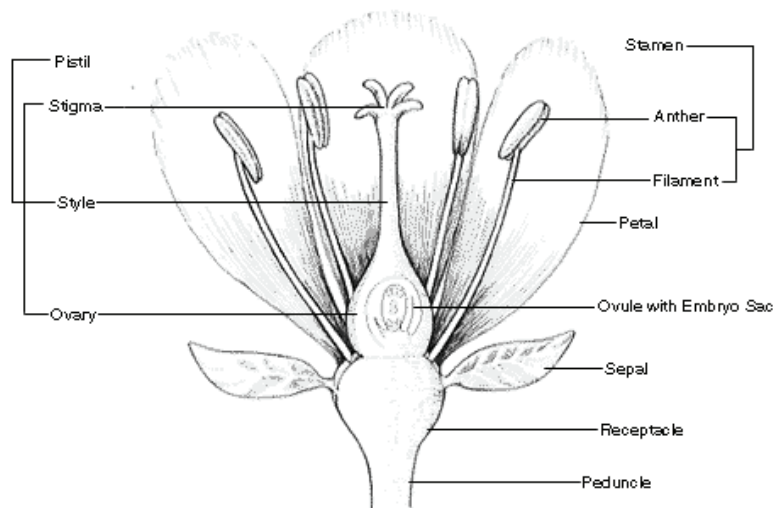
my initial thoughts were

What parts of the flower?

I was thinking of stamen, though it isn't the most 'feminine' element of the plants, it has the pod structure, something reaching up and out. And so I began to think about bees, where do they come in why do they swoop the way they do, and what are they collecting the pollen from?

Social Media is output by a company, output that people come in and share with others, take to other places. If people are the bees, then the pollen is /are the posts, which begs the question of what is Lillium?

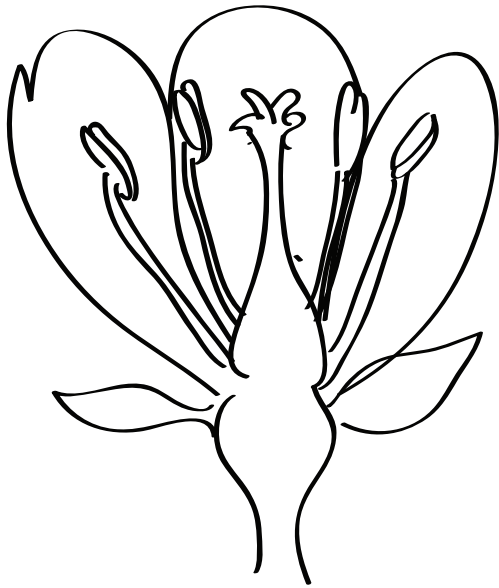
Pollen is moved by pollinators from the male anthers of a flower to the female stigma of a flower to accomplish fertilization or syngamy of the female gamete in the ovule of the flower by the male gamete from the pollen grain.



My initial focus was on the anthers. They're a very descriptive part of a plant's anatomy, and remained a key focus throughout this design session.

Lilium

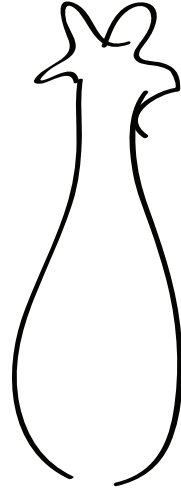
Lilium



The leaves felt inhibiting, especially if I wanted to narrow down to a particular 'part' of the flower. The stigma is the female element, though it is what is pollinated, which made less sense to me, regarding the intent of your company. I stripped the parts down regardless.



too simple



unreadable



Frustrated by the parts not seeming to equal a whole, I turned back to the flower, and specifically a diagram of one that I presented to you early on. I recreated it in vector form.





now i had something to work with

While still rough, black and white, the image at least looked more iconic than what my fruitless sketching had come up with.

I began playing around with shadows and colors and angles.

I left it in a blue but returned to it later, to use colors more aligned with what you mentioned.





Satisfying but I immediately moved on, simplifying the shadows, reducing the line widths and changing the color palette. I would go back to add text to both later.





Because of the colors on this, I knew I could draw on what I mentioned in my initial logo review, the play on flower diagrams. While the image lacks the watercolor element of the initial photo I posted, the cream background (and we can get to textures in final revisions etc) begs for some old timey font.

So I went with OldStyle



OldStyle Italic

*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*

*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*

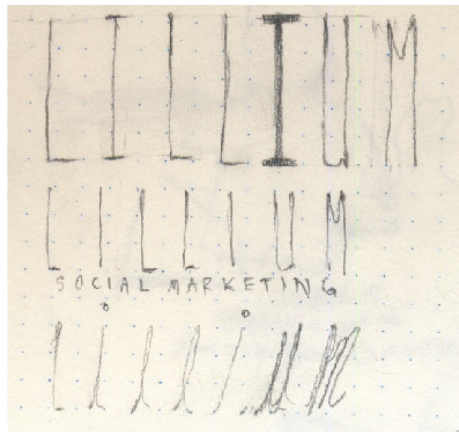
*lillium social marketing*



*lillium social marketing*

I turned back to my initial draft, and brought out some sketchwork I'd done on the bus, looking at long stemmed serifs, thinking them elegant, unique, more feminine. I tried thinner serifs too, short edges rather than big pronounced ones, keeping it closer to a modern sans serif font than the traditional blocky serifs.

I found one which fit very close to what I sketched, with a slightly dubious name, but a very nice spacing and interesting look I haven't seen around too much.



Selfish Bitch Normal

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

a b c d e f g h i j k l m o p q r s t u v w x y z

L I L L I V M  
S O C I A L   M A R K E T I N G

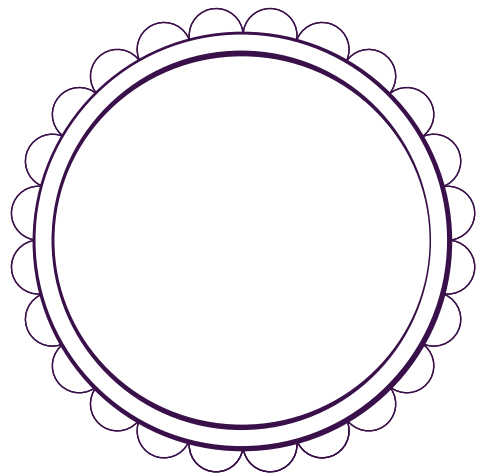
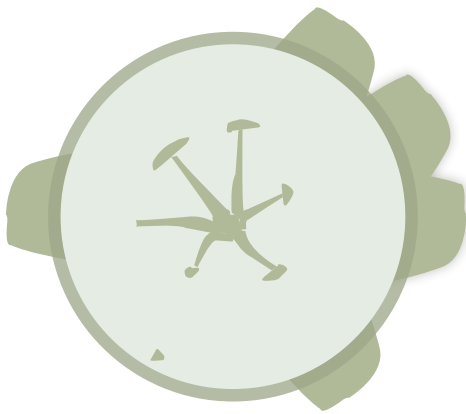
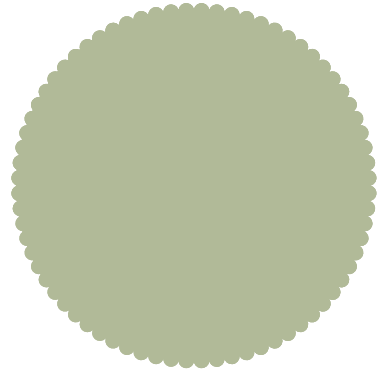


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I took a break, stretched out a bit and returned to start on a totally different concept.

I tried some badges, them being popular in contemporary design, then tried integrating flowers with badges but alas, all that I pulled out of what I created was a typeface I liked, which carried through to my final design.





Adine Kernberg Script

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  
a b c d e f g h i j k l m o p q r s t u v w x y z

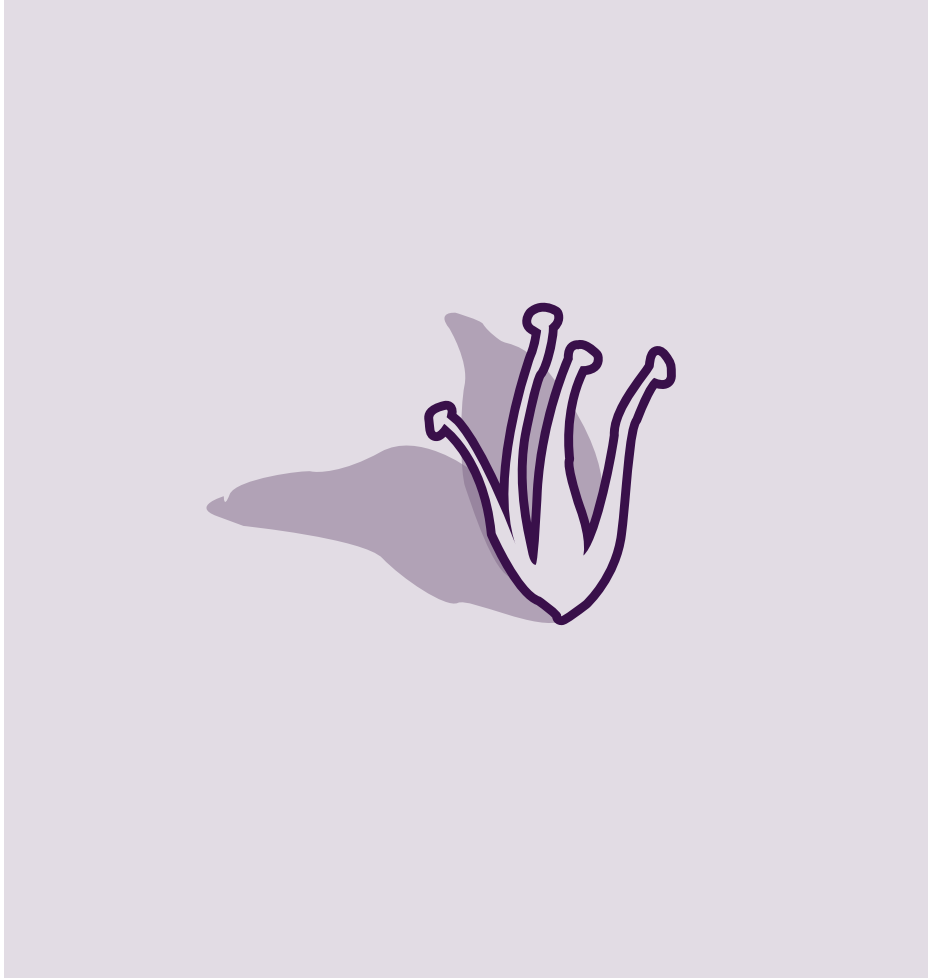
*Lillium*  
SOCIAL MARKETING

I returned to an image I liked. I still wanted to try something with only a part of the flower, specifically those stamens so integral to spreading pollen / posts.

I liked this art, and worked around pieces of it to really highlight the central bits, as well as attempting to leave less of the flower displayed.

This may be a weakness of this design, but I was intrigued to try it in one direction other than those I've already presented.







And at that I called it a break. Three concepts. I tried to steer close to the colors you asked for, floating you in some comfort, softer lusher colors. The fonts I picked were based on primarily their lightness but also their clarity, and the images revolved around that name-sake flower of yours.

I'll make the final slide a comparative slide of all three, with everything beside each other, but I would encourage you to take each in turn and consider them, how you like them and if you don't how you would change them.

From here we'll pick one direction and really try to flesh out all of the detail that you would see incorporated in it.

It helps me most if you can put together a nice write up of what you liked and didn't, something that we can proceed with as a framework for edits and revisions.

If you find nothing you like in any of the concepts, that is fine, it is a creative process and that happens, but if you need another full round of ideating, I will have to consider it a change to the scope of the project.

thanks.

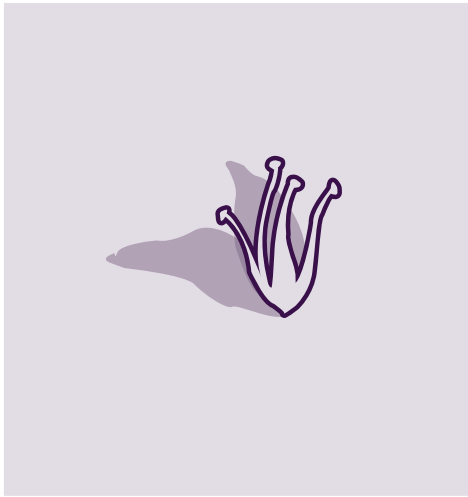




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