



So Satisfying

By Madison Schwake - Fall Term  
2017

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# INTRODUCTION

My company is a slime company. It was started by me- Madison Schwake. It was founded on May 6, 2017. I started the brand because for one I love slime. I also made it because I see a lot of people making it and they have no idea what to do and it didn't work out how they thought it would. Slime is hard to make but it is easy to buy.

We make slime! Slime is a product with glue, paint/food coloring or pigment, glitter, things to make it crunchy like vase filler, and some type of activator like borax, sta-flo (liquid starch), contact solution and baking soda, and laundry detergent. We sell slime for the people that aren't allowed to make it. What makes my company unique is that we have a bunch of different types of slime; we make butter slime, Play-Doh slime, crunchy slime, slime for every holiday, and seasonal slime. Our slime also comes in a variety of colors and scents.

The work environment is really good. Everyone here loves slime. Our building is pink. On the first floor is where people can come to the store and look at the slime and buy it. The second floor is where we make the slime. This level has all of our supplies. This is my favorite level because it is so cool seeing all of the supplies. Everyone works together very well. Some people are on the first level helping the customers, some are making the slime, some people are taking care of the online orders, and then some people are putting the slime in packages.

The targeted audience is anyone that loves slime. It can be any age, any gender, anyone. All you need is money to buy the slime.

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Our tag line is "so satisfying" I made this one because slime is satisfying. My mission with my company is that everyone will get what they can't do. A lot of people can't make slime and they really want to. I want people to have the chance to experience slime.

# GLOSSARY

**CMYK** - A printing method which uses four colors to represent the entire spectrum

**C.R.A.P.** - Contrast Repetition Alignment Proximity

**Icon** - A small graphic symbol that represents an idea or concept

**Legibility** - Capable of being read with ease

**Logotype** - The specific typography construction of a logo

**Opacity** - The transparent percentage of color

**Point** - Printer's unit of measurement used principally for designating type sizes

**Tint** - The mixture of a color with white, which increases lightness

**Typeface** - A set of characters with similar appearance and design

# LOGO & LOGOTYPE

I used these fonts because I liked how the sholp looked liked slime dripping off the letters and I liked how the hobo Std looked with the sholp.

Hobo Std

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890

SHOLP

ABCDEFGHIJKLMNOPQRSTUVWXYZ

ABCDEFGHIJKLMNOPQRSTUVWXYZ

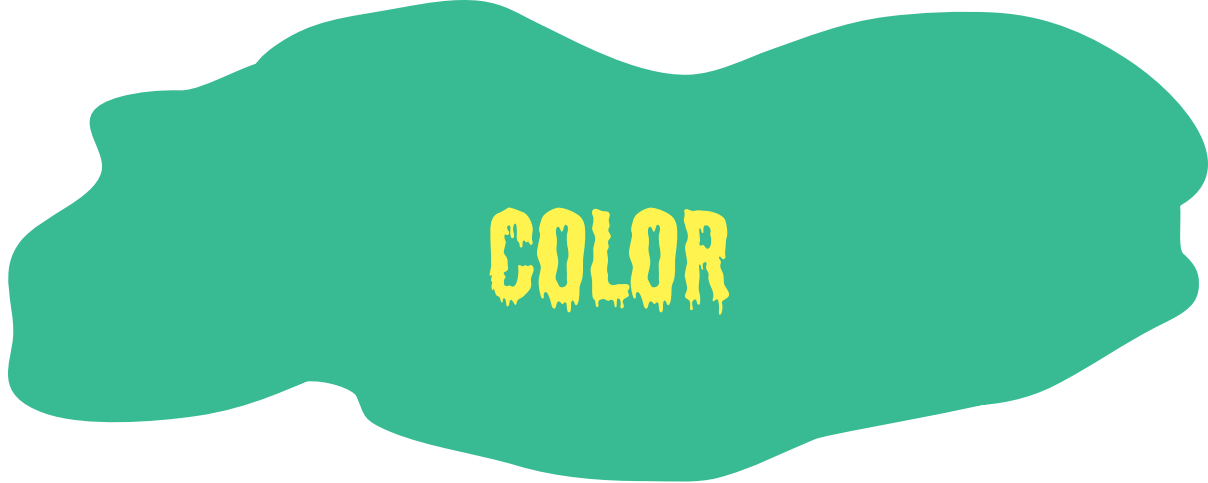
1234567890



# USE OF SPACE

It is 1/8 because I don't want the colors to bled through. Also the shape is weird so it needs some space.





I pick these colors because I liked how bright they were so that my logo would POP out.



C = 13%  
M = 85%  
Y = 26%  
K = 10%



C = 0%  
M = 0%  
Y = 80%  
K = 0%



C = 69%  
M = 0%  
Y = 56%  
K = 0%

# TYPOGRAPHY

I really like how the text looks together. It took me a long time to figure out what looked good with the shop. I keep going back and fourth and I ended up picking hobo std. I could not get rid of the shop because it fits my brand so much. I am so happy I found the text I did.

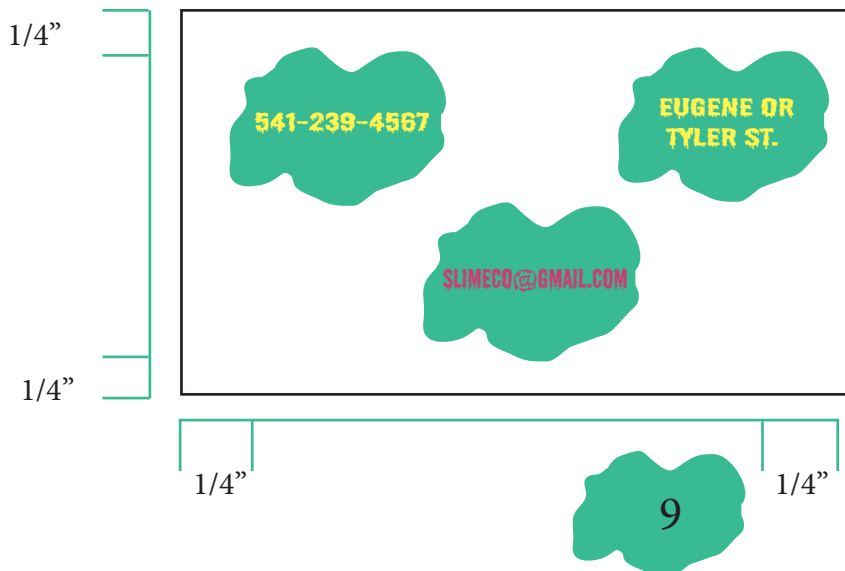
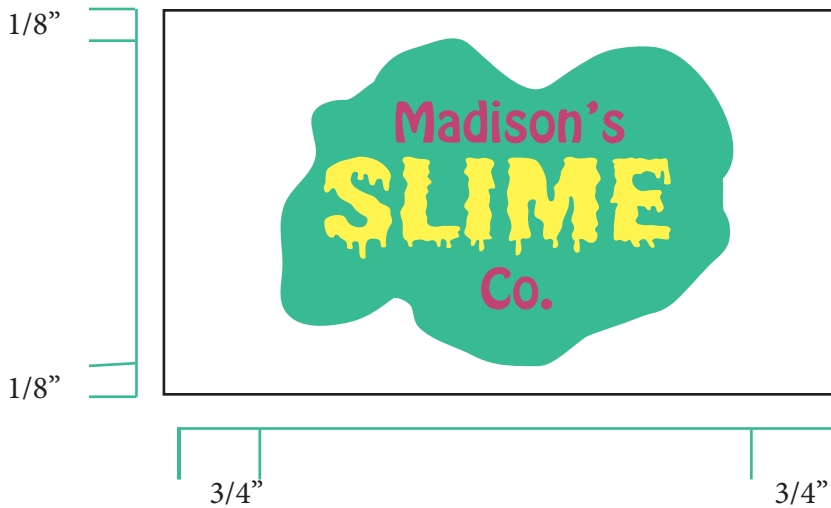
**Hobo Std**  
abcdefghijklmnopqrstuvwxy  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890

**SHOP**  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890



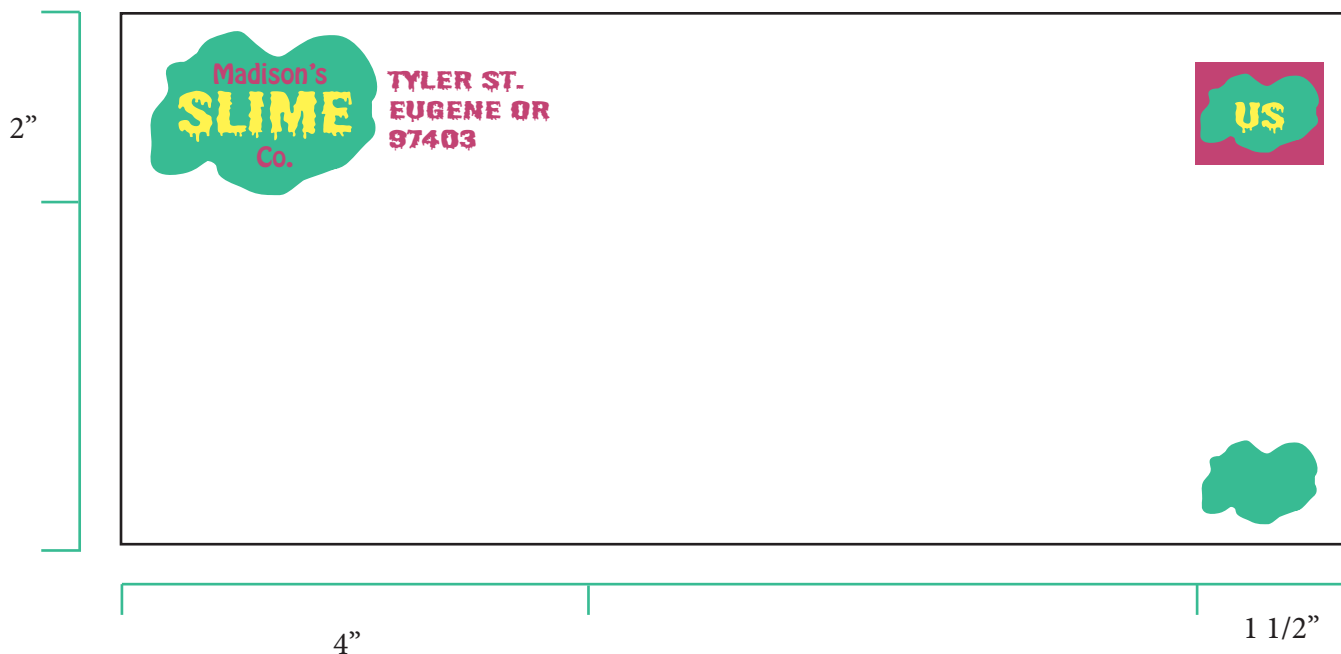
# BUSINESS CARD

On the front of my business card I have my slime logo. On the back of my business card I have three slime blobs. On one it has my phone on another one it has my address and on the last one it has my email.



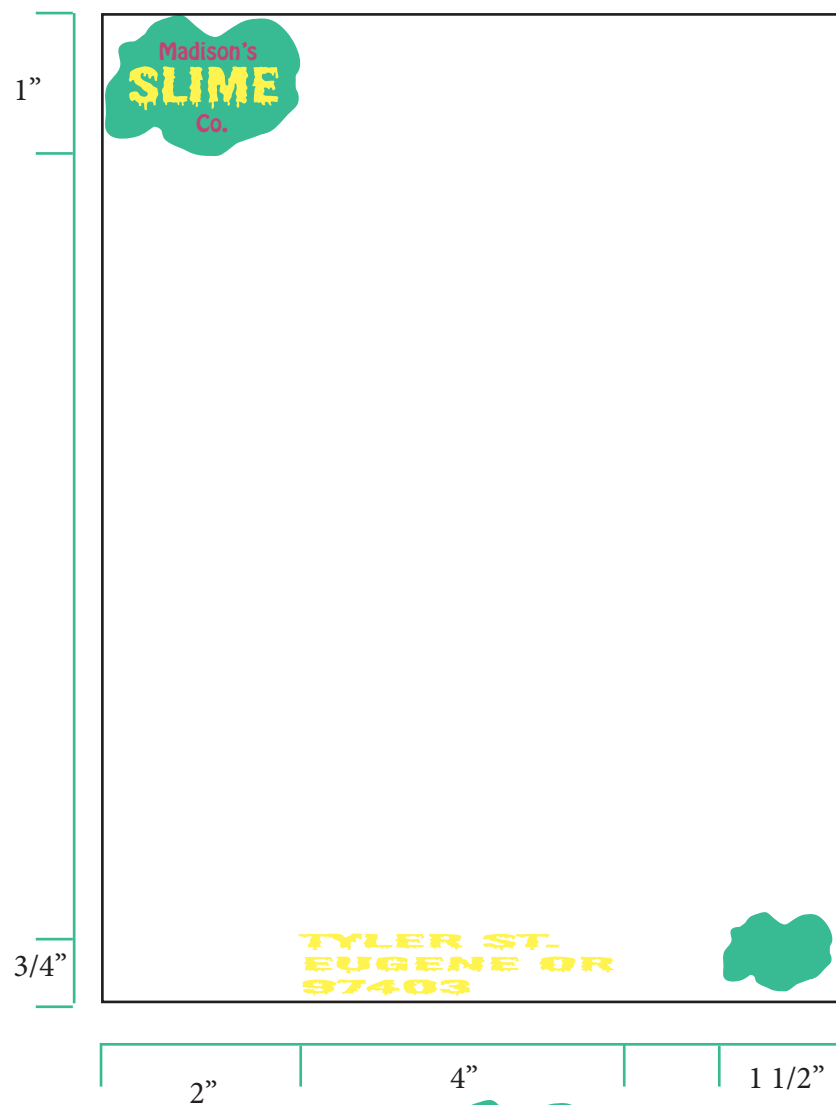
# ENVELOPE

I really wanted my envelope to show off my company. I have my logo on it. I have my own design of stamps, also I have my address. The last thing that is on it is a blob of slime on the right corner.



# LETTERHEAD

I wanted my letterhead to match my hole company. My logo is on here my address is on here and I have another blob of slime. I like how everything looks alike.



# 4TH PIECE

My 4th piece is a rubber scraper. I made this because you always need something to mix your slime with. My rubber scraper is pink with a green slime handle and my logo is on it.

