



Tyler Henretty
Corporate Identity
Fall 2023
Process Book

GOOD



Cleveland Guardians

- This logo refers to a historical monument well known to people of the city.
- This logo has good directional movement that carries the viewers attention throughout the piece.



Kroger

- Kroger has a modern logo that has evolved with modern design while calling back to their previous iteration of the logo.
- They added an additional icon to supplement the Kroger logo with advertising.



PayPal

- The PayPal logo is very modern and simple for users to understand and recognize their brand.
- The simple two tone color with a multiply effect on the mark is a visually pleasing and correlates to the intended feeling when banking and handling money.



World Wildlife Fund

- The World Wildlife Fund's logo is very bold, distinct and uses negative space.
- The large "WWF" type is recognizable across languages due to the simple letterforms used.



Element

- Element is a brand that is dedicated to helping the environment, their mark is representative of this as a tree "protected" inside the circles.
- The bold type of the logo is for the modern and simplified look often not found in skateboarding with a wide variety of decorative type used.

PROFESSIONAL

RETAIL

SERVICE

NON-PROFITS

MANUFACTURING



Pier 619

- Pier 619 is a boat rental company that operates on Portage Lakes.
- This logo has a nautical theme, however fails to distinguish the service the company provides.
- The mark of the logo has too many layers of design elements stacked on top of another.



The Bomb Shelter

- The Bomb Shelter is an antique store that has a wide variety of vintage items.
- The Bomb Shelter has a very basic logo consisting of the store's name in a simple typeface.
- The Bomb Shelter can be a confusing name that does not directly correlate with retail.



Totally Baked Pizza

- Totally Baked Pizza is a pizza shoppe in Akron Ohio who specializes in pizza flavor combos.
- The restaurant has a subtle theme consisting of hippie cultural elements that can be considered out of style in modern design.
- The logo has a gradient throughout.
- Large decorative type can be difficult to read and can deter some consumer groups.



Let's Grow Akron

- The Let's Grow Akron logo contains an overly amount of imagery and color variety.
- This non-profit supports community food gardens in area of need.
- The logo has trouble communicating the desired message through imagery.



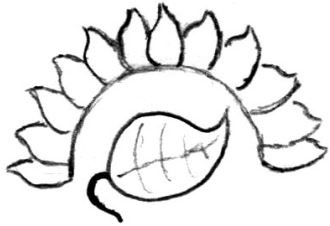
Sherman Williams

- The Sherman Williams logo is outdated in both typeface and imagery.
- The red paint contrasting against the blue globe takes attention away from the company name in the logo.
- The supplemental slogan "cover the earth" can carry a negative connotation due to present environmental conservation efforts.

BAD



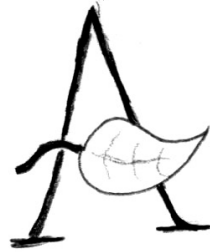
Let's Grow Akron
Corporate Identity
Fall 2023
Process Book



ABSTRACT



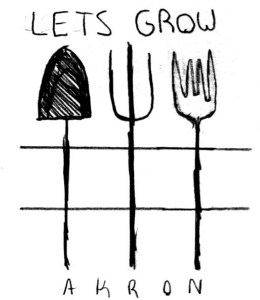
PICTOGRAM



MONOGRAM



WORDMARK



COMBINATION

Business Type

Non-Profit Business

Key Words

Community, Helpful, Organic

Mission Statement

Overcome blight and alleviate hunger in the community by teaching people to grow, prepare, and preserve their own food while working alongside them to beautify neighborhoods.

Competitors

Feeding America, and Akron-Canton Regional Food Bank



CURRENT LOGO



EXTRA SKETCHES



Sherman Williams

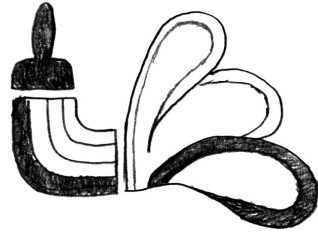
Corporate Identity

Fall 2023

Process Book



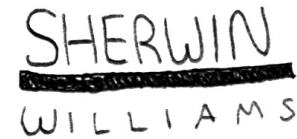
ABSTRACT



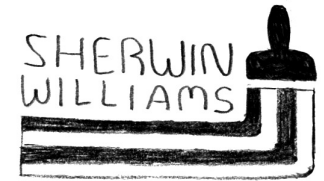
PICTOGRAM



MONOGRAM



WORDMARK



COMBINATION

Business Type

Coatings and Related Products (Paint)

Key Words

Global, Consistent, Multi-level Business

Mission Statement

To Cover the Earth

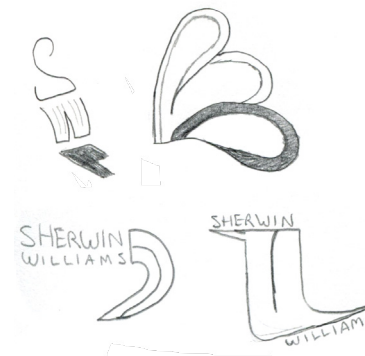
Competitors

Behr, PPG Industrys, and Masco Corp



**SHERWIN
WILLIAMS®**

CURRENT LOGO



EXTRA SKETCHES



The Bomb Shelter
Corporate Identity
Fall 2023
Process Book



ABSTRACT



PICTOGRAM



MONOGRAM



WORDMARK



COMBINATION

Business Type

Antique Retail

Key Words

Vintage, Variety, Scarcity

Mission Statement

Sheltered vintage goods for preservation

Competitors

Highland Throwbacks, and Lonia Vintage

THE BOMB SHELTER

CURRENT LOGO



EXTRA SKETCHES



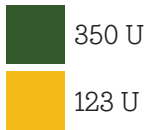




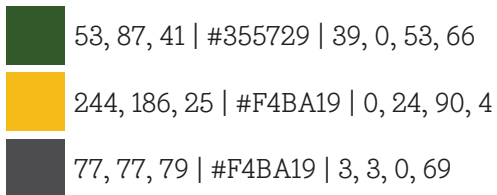
1-COLOR



2-COLOR



FULL COLOR





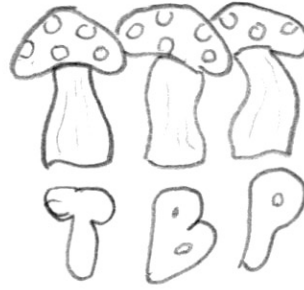
Totally Baked Pizza
Corporate Identity
Fall 2023
Process Book



ABSTRACT



PICTOGRAM



MONOGRAM



WORDMARK



COMBINATION

Business Type

Restaurant

Key Words

Psychedelic, Trippy, Organic

Mission Statement

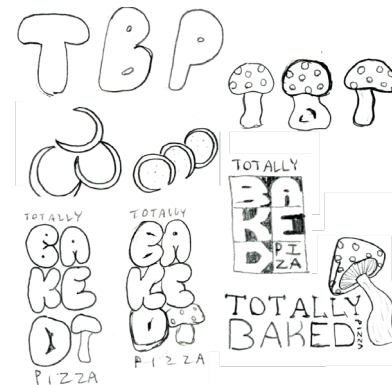
It's about the SAUCE, the CHEESE, & the DOUGH man!

Competitors

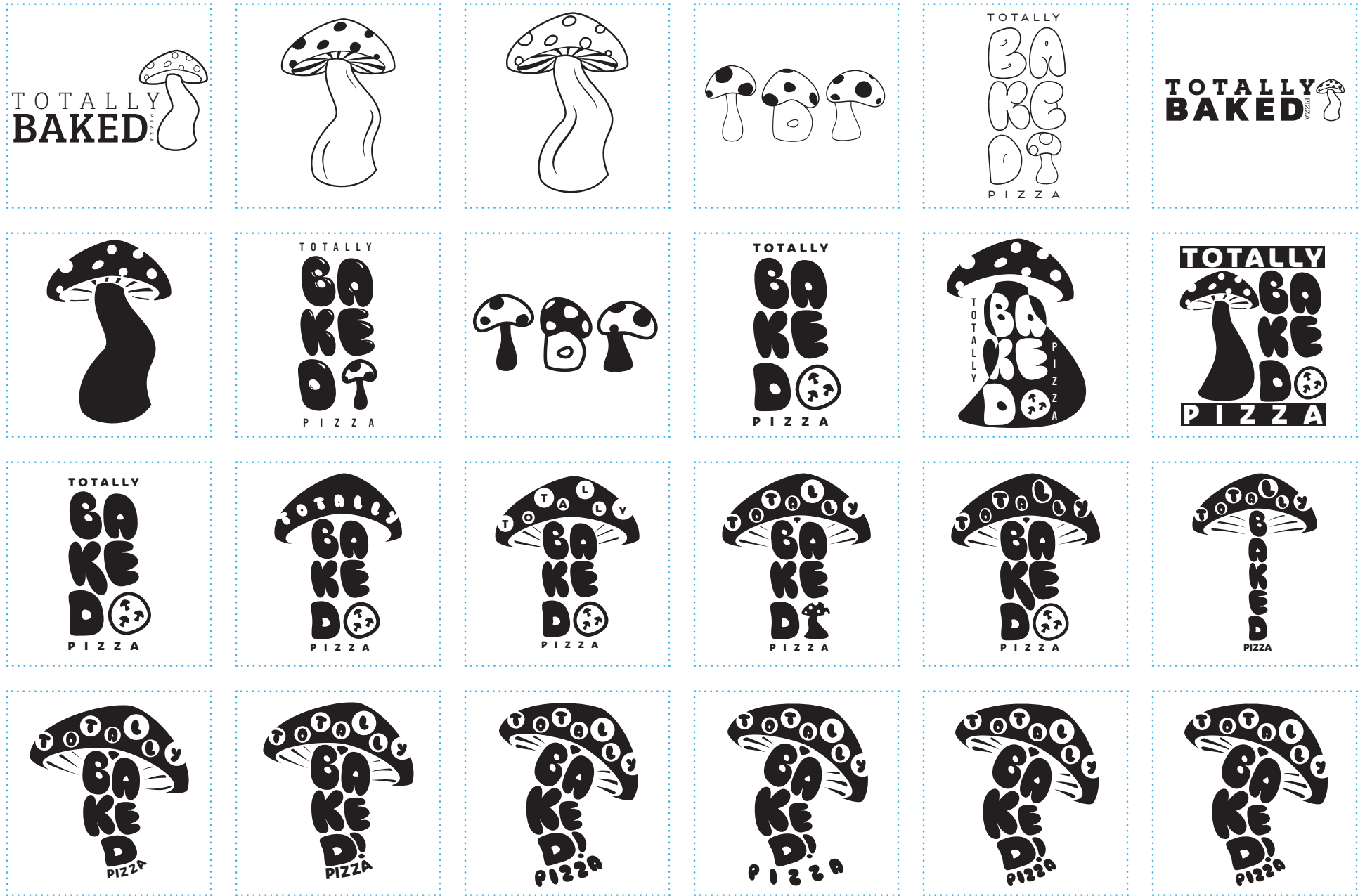
Emido & Sons, Dominos, and DP Dough



CURRENT LOGO



EXTRA SKETCHES









1-COLOR



2-COLOR

- 326 U
50, 188, 173 | #32BCAD | 73, 0, 8, 26
- 326
24, 14, 8 | #3C2415 | 52, 70, 79, 69



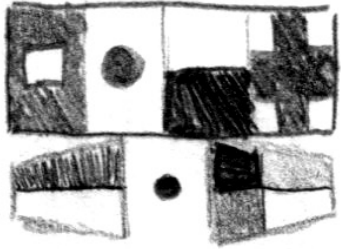
FULL COLOR

- 218, 33, 38 | #DA2126 | 0, 85, 83, 15
- 241, 86, 35 | #F15623 | 0, 64, 85, 5
- 250, 164, 64 | #FAA440 | 0, 34, 74, 2
- 253, 220, 76 | #FDDC4C | 0, 13, 70, 1
- 100, 188, 70 | #64BC46 | 47, 0, 63, 26
- 63, 193, 240 | #3FC1F0 | 74, 20, 0, 6
- 24, 14, 8 | #3C2415 | 52, 70, 79, 69





Pier 619
Corporate Identity
Fall 2023
Process Book



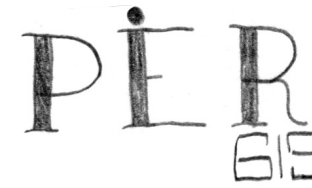
ABSTRACT



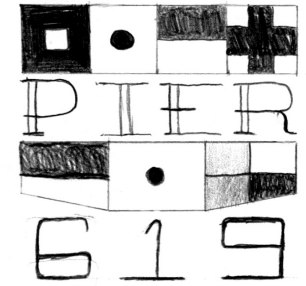
PICTOGRAM



MONOGRAM



WORDMARK



COMBINATION

Business Type

Boat Rentals

Key Words

Family, Aquatic, Relaxation

Mission Statement

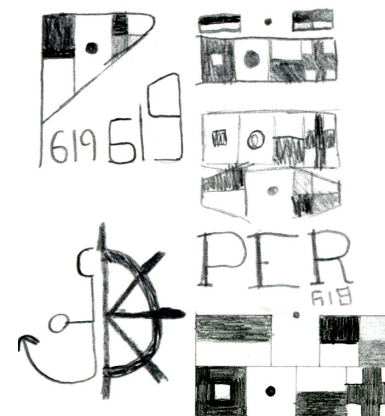
A family friendly place to visit, year after year

Competitors

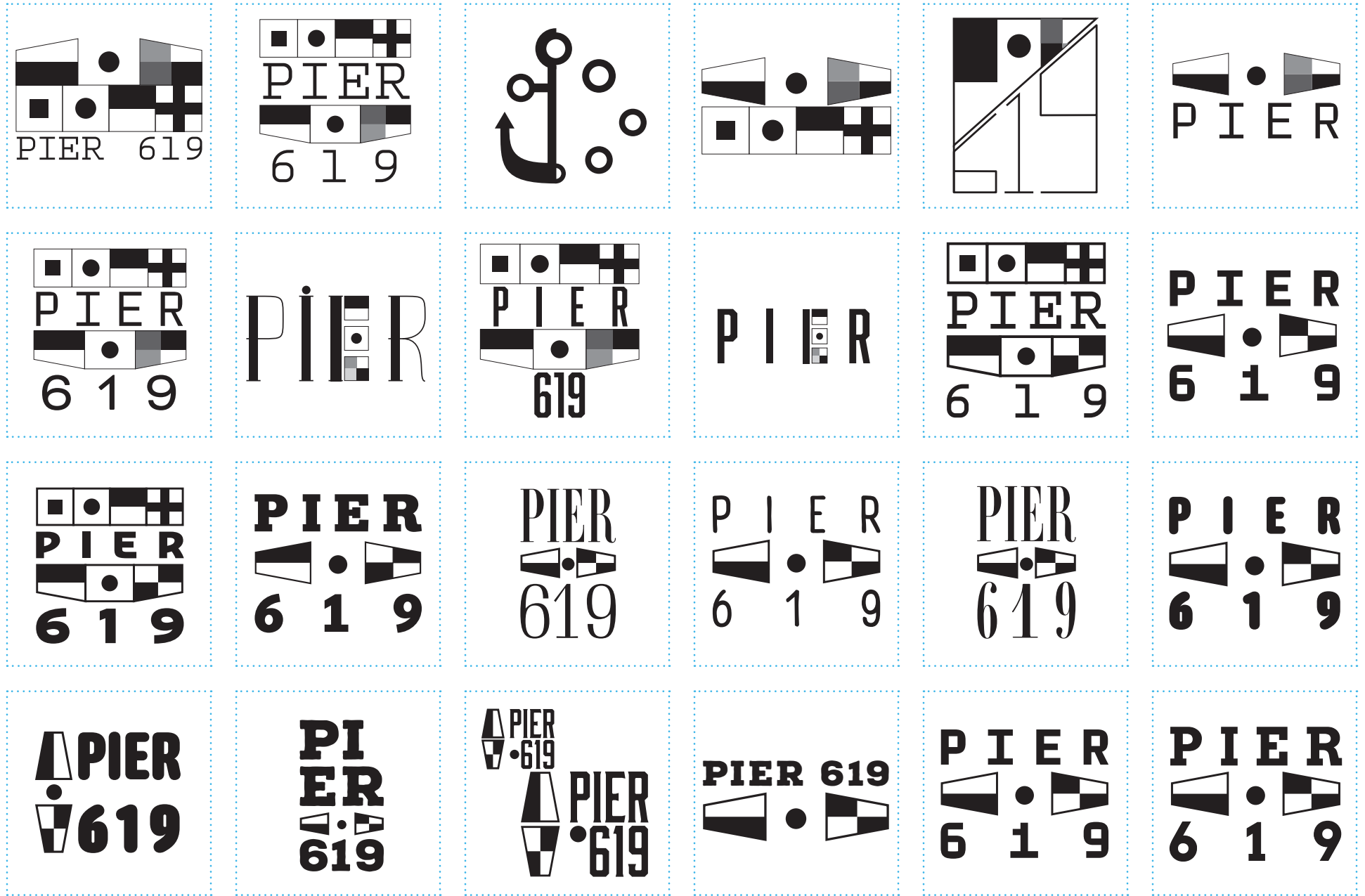
Dusty's Landing, and Portage Lakes Marine



CURRENT LOGO



EXTRA SKETCHES

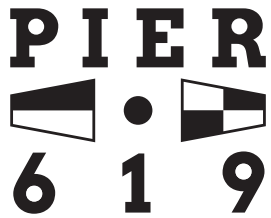


P I E R
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6 1 9

PIER  **619**

PIER 619

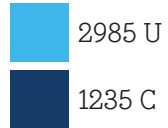




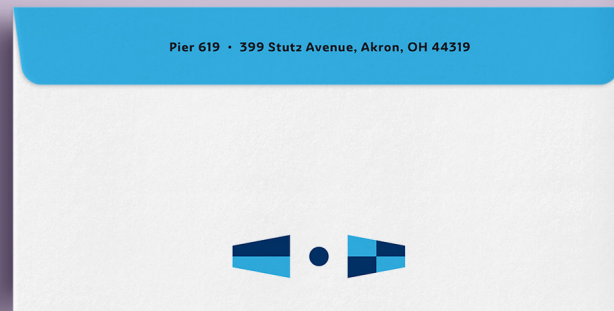
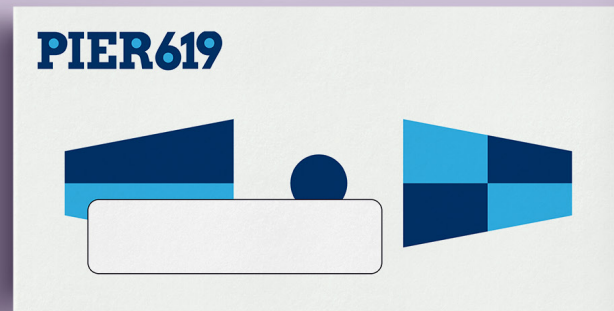
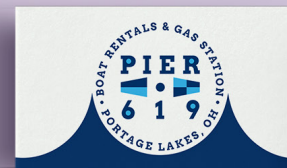
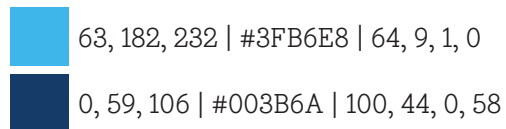
1-COLOR



2-COLOR



FULL COLOR





INVOICE

Jackson Smith 1865 Arndale Road Stow, Ohio 44224 216.777.3354 JackSmith@gmail.com	Date of Invoice Invoice No. Payment Date Due Item Description	11.7.2023 #0001 11.7.2023 Rental
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DESCRIPTION OF ITEM(S)	HOURS	PRICE PER	TOTAL AMOUNT
Paddle Board Rental	2	\$15	\$30
Kayak Rental	2	\$15	\$30
Pontoon Rental (8 person)	4	\$50	\$200
TOTAL			\$260


TERMS AND REMARKS

THANK YOU
 PayPal Information: Captain@Pier619.com
 Please make checks payable to PIER 619.
 Pier619.com

For questions concerning this invoice, please contact
 John Doe # 330.644.2322, Captain@Pier619.com
 Phone # 330.644.9704
 399 Stutz Avenue, Akron, Ohio 44319

FINAL VERSION





INVOICE

John Doe 399 Stutz Ave Akron, OH 44319 330.644.9704 captain@pier619.com	Date of Invoice Invoice No. Payment Date Due Item Description	11/7/2023 #0001 11/7/2023 Covering Order
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DESCRIPTION OF ITEM(S)	QUANTITY	PRICE PER	TOTAL AMOUNT
Catered Food Serving	200	\$4.50	\$900
Delivery Service	1	\$30	\$30
TOTAL			\$930

TERMS AND REMARKS

THANK YOU
 PayPal Information: Captain@Pier619.com
 Phone # 330.644.9704
 Please make checks payable to PIER 619.
 For questions concerning this invoice, please contact
 John Doe # 330.644.9704, captain@pier619.com
 Pier619.com

For questions concerning this invoice, please contact
 John Doe # 330.644.2322, Captain@Pier619.com
 Phone # 330.644.9704
 399 Stutz Avenue, Akron, Ohio 44319

FIRST VERSION

Contact Us: (330) 644-9704
Email | Policies | Help



Home Rentals Reservations Pricing Location Contact Us

Watercraft Rentals

for the adventurer in all of us

Rent a Watercraft



Kayaks

Daily Rate \$15 per hour

Kayak rentals are only available on weekdays
One person per kayak. No exceptions
Must be 18 years or older to operate, unless accompanied by a parent or guardian.



Paddle Boards

Daily Rate \$15 per hour

Paddle Boards rentals are only available on weekdays
One person per paddle board. No exceptions
Must be 18 years or older to operate, unless accompanied by a parent or guardian.



Pontoons

Weekday Rate (Mon–Thurs) *4 hour minimum*

8 Passenger - \$50 per hour
10 Passenger - \$60 per hour
Premium 8 Passenger - \$75 per hour

Weekend Rate (Fri–Sun) *4 hour minimum*

8 Passenger - \$60 per hour
10 Passenger - \$70 per hour
Premium 8 Passenger - \$85 per hour

Safety is our Priority

learn how to keep yourself safe on the water



Weather
Understanding weather conditions and how they effect the water is important to avoiding possible dangerous situation on the water.



Swimming
Being able to swim in open bodies of water is a required skill to properly and safely use watercraft and in cases of emergency



Supervision
Any person under the age of 16 will require supervision from an Adult. Children and weak swimmers are at higher risk of possible injury.



Equipment
Having the proper safety equipment on the water is essential for safety and Ohio laws. Learn what is needed for every trip and how to use it.

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Customer Reviews

what others had to say about us

John Doe

This was our first trip to Portage Lakes! Would recommend to visit for other large families.

★ ★ ★ ★ ★

Joe Schmo

Very enjoyable time on the water. Good staff with a proper understanding of the equipment and watercrafts.

★ ★ ★ ★ ★

Salami Toi

Very enjoyable experience for the whole family. We are regulars that have been coming here for years. They have great service, watercrafts, and events that host. Would definitely recommend bring the family.

★ ★ ★ ★ ★

Jannette Jackson

Visit this place. Rent a boat. Have fun!

★ ★ ★ ★ ★

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Learn More Here

Follow us on Socials

keep up with our family fun events






About Us

welcome to the heart of the historic Portage Lakes

PIER 619

At Pier 619, we offer pontoon boat, kayak, and stand up paddle board rentals. We have the most convenient gas station on the lake featuring marine-grade fuel and a water front snack shack. We are located off State Route 619 across the water from the Upper Deck Bar and Grill right next to Dietz's Landing.

We are a family owned business that was started in 1999 by Roy C. Baine and his son, Dylan Baine. We are a premier and prominent business in the Portage Lakes community. Our family enjoys contributing to the betterment of our environment through clean up projects and other outlets.



Property Location
309 State Avenue, Akron, Ohio 44319

Hours
Monday–Sunday 9AM–8PM

Phone
(330) 644-9704

Email
Captain@Pier619.com



Annual Specials

Reserve 30 minutes, receive 40 minutes boat time! Book a reservation on Tuesday, Wednesday or Thursday. Departure time from 9AM–10PM only. Please mention this special when booking your reservation, offer does not apply to premium rentals.

10% Discount, Midweek, and Tricolumn 10% off any reservation on Monday, Tuesday, Wednesday or Thursday. Please mention this special when booking your reservation (applicable for any rental of boat).

Cancellation Policy

24 hour notice to refund or reschedule. A one-time fee of \$20 is applicable otherwise.

Rules and Regulations

Absolutely NO ALCOHOL allowed on boats. No pets allowed on pontoon boats.

If you are born after January 1, 1982, you must have a boating license or pass the "Boater's Test" upon arrival.

Due to weight limits, over person regardless of age counts as a passenger. Children may also apply depending on weight and may not be permitted on boat.

Only single motor kayaks (1 person per kayak) 200 lb. weight limit.

Contact

Name

Email

Subject

Message

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Contact Us: (330) 644-9704

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Watercraft Rentals

for the adventurer in all of us

Rent a Watercraft

Paddle Boards

Daily Rate \$15 per hour

Paddle Boards rentals are only available on weekdays
One person per paddle board. No exceptions
Must be 18 years or older to operate, unless accompanied by a parent or guardian.

Kayaks

Daily Rate \$15 per hour

Kayak rentals are only available on weekdays
One person per kayak. No exceptions
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Pontoons

Weekday Rate (Mon–Thurs) *4 hour minimum*

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Premium 8 Passenger - \$75 per hour

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10 Passenger - \$70 per hour
Premium 8 Passenger - \$85 per hour

Safety is our Priority

learn how to keep yourself safe on the water

Safety is our Priority

learn how to keep yourself safe on the water

Weather

Understanding weather conditions and how they effect the water is important to avoiding possible dangerous situation on the water.

Swimming

Being able to swim in open bodies of water is a required skill to properly and safely use watercraft and in cases of emergency.

Supervision

Any person under the age of 16 will require supervision from an Adult. Children and weak swimmers are at higher risk of possible injury.

Equipment

Having the proper safety equipment on the water is essential for safety and Ohio laws. Learn what is needed for every trip and how to use it.

Customer Reviews

what others had to say about us

John Doe

This was our first trip to Portage Lakes! Would recommend to visit for other large families.

☆☆☆☆☆

Joe Schmo

Enjoyable time on the water. Good staff with a proper understanding of the equipment and watercrafts.

☆☆☆☆☆

Salami Toi

Very enjoyable experience for the whole family. We are regulars that have been coming here for years. They have great service, watercrafts, and events that host. Would definitely recommend bring the family.

☆☆☆☆☆

Jannette Jackson

Visit this place. Rent a boat. Have fun!

☆☆☆☆☆

◀ ● ○ ○ ○ ○ ▶

Learn More

Follow us on Socials

keep up with our family fun events

Happy Thanksgiving

PIER 619

ANCHOR

CLOSED FOR WINTER

PIER 619

END OF SEASON

LAST SAT. OCTOBER 14TH

About Us

welcome to the heart of the historic Portage Lakes

At Pier 619, we offer pontoon boat, kayak, and stand up paddle board rentals. We have the most convenient gas station on the lake featuring marine-grade fuel and a water front snack shack. We are located off State Route 619 across the water from the Upper Deck Bar and Grill right next to Dietz's Landing.

We are a family owned business that was started in 1999 by Roy C. Baine and his son, Dylan Baine. We are a premier and prominent business in the Portage Lakes community. Our family enjoys contributing to the betterment of our environment through clean up projects and other outlets.

Property Location:
399 Shitz Avenue, Akron, Ohio 44319

Hours:
Monday–Sunday 5AM–9PM

Phone:
(330) 644-9704

Email:
Captain@Pier619.com

Annual Specials

Reserve three hours, receive a fourth hour free.
Book a reservation on Tuesday, Wednesday or Thursday.
Departure time from 5AM–12PM only.
Please mention this special when booking your reservation, offer does not apply to premium rentals.

17-18 Boatloads, Welcome and Facilities:
15% off any reservation on Monday, Tuesday, Wednesday, or Thursday.
Please mention this special when booking your reservation (applicable for any rental of 1hr)

Cancellation Policy

24 hour notice to refund or reschedule.
A one hour fee of \$50 is applicable otherwise.

Rules and Regulations

Absolutely NO ALCOHOL allowed on boats.
No pets allowed on pontoon boats.
If you are born after January 1, 1982, you must have a boating license or pass the "Boater's Test" upon arrival.
Due to weight limits, one person regardless of age.
Children are "never" permitted.
Children may also apply depending on weight and may not be permitted on boat.
Only single rider kayaks.
(1 person per kayak) 250 lb. weight limit.

Contact

Name

Email

Subject

Message

© 2023 All rights reserved.



PIER 619

BOAT RENTALS AND GAS STATION



Family Fun Days

June 10th–16th

Rent a Pontoon at a **Discounted Rate**
Celebrate the summer with **\$15 Off** per hour for all **Pontoon Rentals** this week.

Pontoons

Weekday Rate (Mon–Thurs) *4 hour minimum*
8 Passenger - **\$35** per hour
10 Passenger - **\$45** per hour
Premium 8 Passenger - **\$60** per hour

Pontoons

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8 Passenger - **\$45** per hour
10 Passenger - **\$55** per hour
Premium 8 Passenger - **\$70** per hour

Property Location 399 Stutz Avenue, Akron, Ohio 44319
Hours Monday–Sunday: 9AM–8PM
Phone (330) 644-9704
Email Captain@Pier619.com

This is a single use promotional deal and is only available during business hours from June 10 2024 to June 16 2024



Privacy Policy

Contact Us: (330) 644-9704

Home

Reservations

Rentals



Pricing

Location

Contact Us



FIRST VERSION

PIER 619

BOAT RENTALS AND GAS STATION



Family Fun Days

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[Privacy Policy](#)


Contact Us: (330) 644-9704



[Home](#) [Reservations](#) [Rentals](#) [Pricing](#) [Location](#) [Contact Us](#)

Family Fun Days

Rent a Pontoon at a **Discounted Rate**
 June 10th-16th

Pontoon Boat Rentals	8 Person	10 Person	8 Person Plus
Weekdays	\$35 per hour	\$45 per hour	\$60 per hour
Weekends	\$45 per hour	\$55 per hour	\$70 per hour

[Reserve a Pontoon Today](#)

FINAL VERSION



FIRST VERSIONS



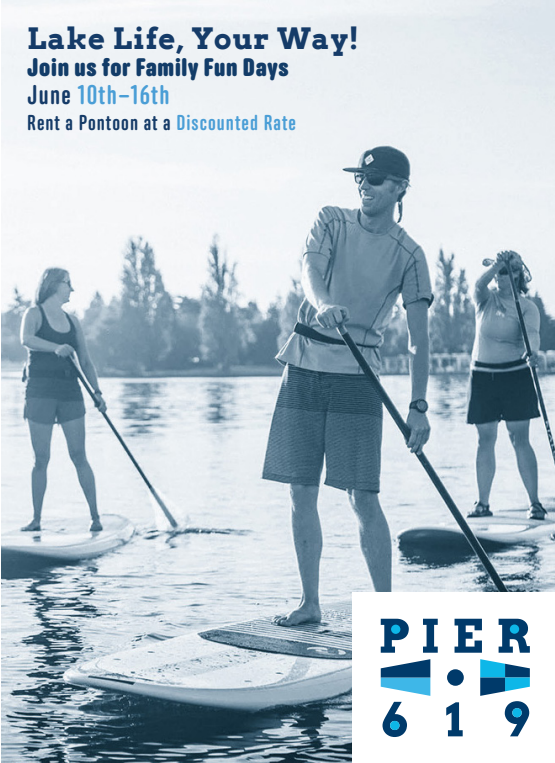
FINAL VERSIONS





SOCIAL MEDIA

Lake Life, Your Way!
Join us for Family Fun Days
June 10th-16th
Rent a Pontoon at a Discounted Rate




PIER
6 1 9

Boat Rentals & Gas Station on Portage Lakes


PIER619.COM

FIRST PRINT FLYER LAYOUT

Lake Life, Your Way!
Join us for Family Fun Days
June 10th-16th
Rent a Pontoon at a Discounted Rate

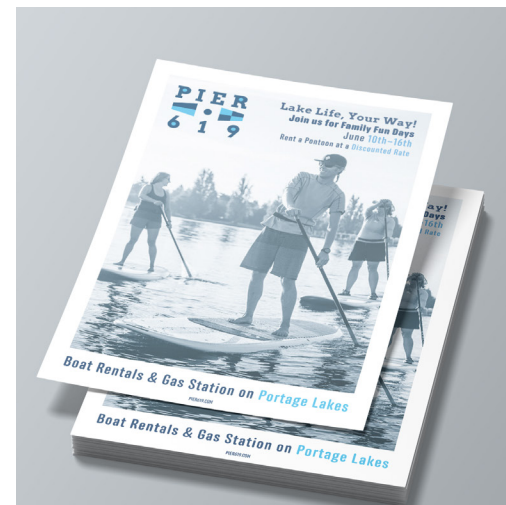
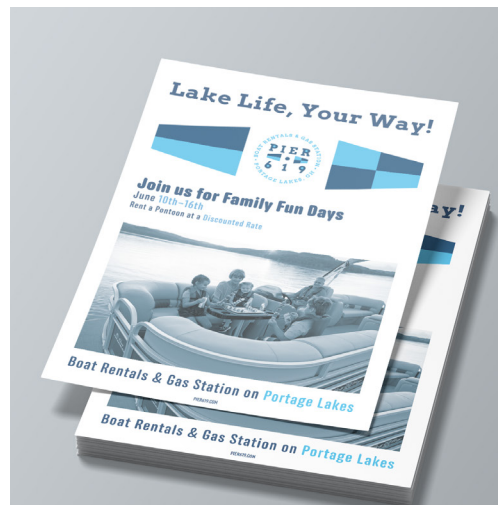


PIER
6 1 9
BOAT RENTALS & GAS STATION
PORTAGE LAKES, OH



Boat Rentals & Gas Station on Portage Lakes

PIER619.COM



PRINT FLYERS