

Process Book

Element Skateboard 30 years Anniversary

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2021 Fall Quarter

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01 PURPOSE

Element Skateboard Company is one of the top skateboard brands in the world. This is a challenge both for me and elemnt. It will be 30 years old in 2022. This is an event worth celebrating. In order to make it more competitive in the competition while celebrating the 30th anniversary, it will be visually designed around the 30th anniversary. Just like the 75th anniversary of the NBA, in the middle of 2022, Element will use the redesigned 30th anniversary logo for publicity and printing.

02 RESEARCH

Birth

The company was founded by Johnny Schillereff in 1992 and was called “Underworld Element Skateboard”. After a period of hardship, this struggling company was later absorbed by Schillerf and the “Underworld ” portion of the name was dropped.



Product & Service

The main task of Element is to make and sell skateboards. After a period of time after its establishment, in order to expanded its competitive advantages, Element began to sell sports equipment, sweaters, hoodie, and even began to move towards the direction of clothing fashion. It no longer solely sells skateboards for a living.

Theory

The founder of Element hopes that skateboarding can be integrated with nature, so that sports can be carried out in nature. And the four elements of Fengshui, Fire and Earth represent the four stages of the company from its establishment to its success. These four elements appear in the logo in the form of line segments.

02 RESEARCH

Story: Wind

Who would have thought that coming from such a turbulent background would set the destiny for an individual to create Element. Fate or not; it took passion and endurance for this person to find his calling. An avid skateboarder since the age of four, Johnny Schillereff was just in his youth with only a few things keeping him grounded; nature, art and the skateboard under his feet. After years of challenging times, Johnny made the conscious decision to reshape his life and do something positive with his unwavering dedication to skateboarding. This was when his “Elementality” began to surface and things would never be the same.

Story: Water

The first incarnation of Element came in the form of a small collaborative company from the East Coast called Underworld Element. Most often referred to as Underworld, the company was inspired by the hip-hop movement and used a mixture of urban styles to reflect a raw and controversial vibe. Underworld’s Atlanta based headquarters facilitated art, music and design for many creative individuals. Soon after its inception, the company was plagued with many challenges, the business began to collapse and its original crew had moved on.

Story: Fire

Johnny was left with two choices: either turn a struggling company around, or abandon the project altogether and start something entirely new. He chose a bit of both and moved forward with the word Element. In his eyes, Element alone stood for something totally different than it’s previous life. It wasn’t merely a name change, he created its iconic Tree Logo and rebuilt the company from scratch. The negative was turned to positive, and Element was born. At the time, it was the antithesis of the industry and misunderstood. Through hard work, imagination and determination the tree began to grow.

02 RESEARCH

Story: Earth

Since its humble beginnings, Element was created out of passion and an unwavering dedication to making a positive difference. The tree continues to grow while it respects its deepest roots and embraces the landscape of skateboarding, and the lifestyle that surrounds it. From team riders to advocates, and product to marketing, Element is all inclusive, whose mission is to lead not follow, and leave an imprint deep enough, that it continues to make the world a better place.

Company's Mission

Element provides users with reliable and safe skateboards. As a well-known brand in the skateboarding industry, quality must come first. Element also provides fashionable and interesting clothing, which is clearly different from traditional sports brands. It is not only a sports brand, but also a fashion brand. Through the 30th anniversary, it will become better known and recognized. To provide users with a wider range of choices, the wider the range, the users will naturally increase.

Audience

According to the survey, skateboarders in 2021 increased by 20% compared to 2020. Because of the improvement of the epidemic, the number of outdoor sports increased, the sales of skateboards began to rise, and young users began to gradually return to the skate park. At the same time, underage skateboard users increased. But comparing the number of skateboard users and skateboard sales in 2019, the data in 2021 has declined.

- 1. All skateboarders.**
- 2. Young people aged 16-25.**
- 3. People who are interested in sports brand fashion.**
- 4. Beginners who want to learn about skateboarding or learning to skateboard.**

02 RESEARCH

Competitors

In the skateboard brand competition, although Element is a well-known brand, there are still strong competitors. At the same time, new skateboard brands appear every year, and they usually attract skateboard learners and beginners at a cheap price. Among the main competitors, many brands have redesigned the main visual several times in order to attract users more visually.

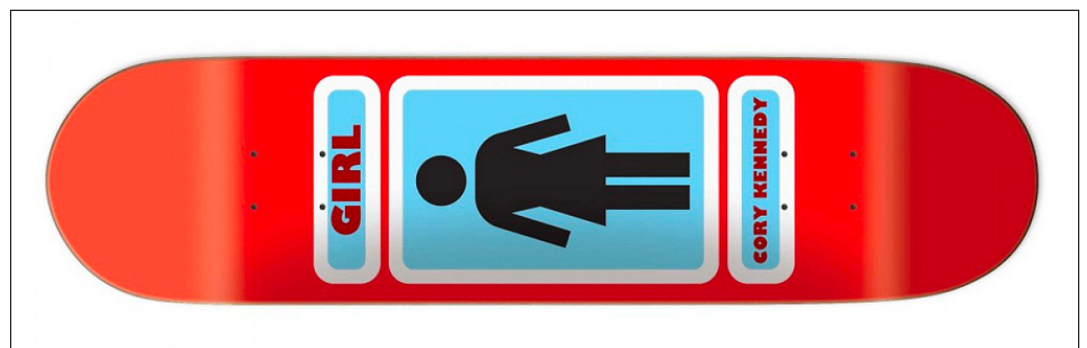
1. Plan B

Plan B Skateboards is a skateboarding company based in San Diego California, United States, founded by Mike Ternasky, Danny Way and Colin McKay. PlanB has been manufacturing and selling premium skateboard hard goods and apparel since 1991 .



2. Girls

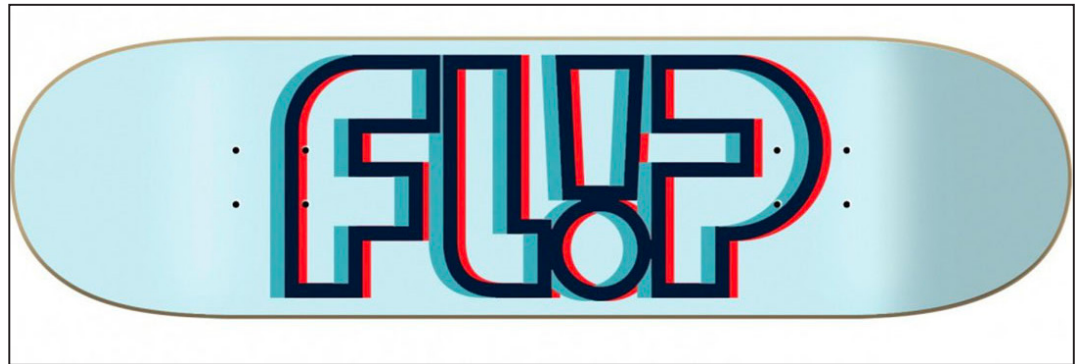
Crailtap is a skateboarding distribution company based in Torrance, California, United States. The distribution company is home to Girl Skateboards, Chocolate Skateboards, Royal Skateboard Trucks, and Fourstar Clothing.



02 RESEARCH

3. Flip

Flip Skateboards is a United States-based international skateboard company, co-owned by Jeremy Fox and Ian Deacon. The company produces skateboard hard goods (decks, wheels, bearings, completes, and hardware), soft goods (T-shirts, tops, sweatshirts, hats, beanies, and socks), DVDs, and accessories.[citation needed] The brand was distributed globally by US company NHS Inc. Starting in July 2017, the brand is distributed in Europe by HLC.



4. Aline

Alien Workshop (AWS) is an independent American skateboarding company that was founded in 1990 by Chris Carter, Mike Hill, and Neil Blender in Dayton, Ohio. Following periods under the ownership of the Burton snowboard company and original team rider Rob Dyrdek in 2012, the company was acquired by Pacific Vector Holdings in October 2013.



02 RESEARCH

Element Logo Analyze

The logo is surrounded by two circles. At the center of the two circles is the shape of a tree, which represents that Element has always used natural trees as the raw material for skateboarding. At the same time, it can be found that the tree is composed of the letter E with one positive and one negative. The top of the outer circle is divided into four equal line segments, which represent the four elements of wind, water, fire, and earth, respectively, and also represent the company's story and the corporate principle of being close to nature.



03 PLANNING

Project Goals

By designing a logo to celebrate the 30th anniversary, Element is more competitive, more attractive, attracts more users, and greatly improves its propaganda power.

Goal 1: Combine number 30 and Logo.

The original logo is bound to exist in the new commemorative logo. The number 30 and the logo are perfectly combined without destroying the original logo.

- Create a new logo that be combined original logo and number 30.
- Try to design different logo combinations in differernt situations.

Goal 2: Create a new visual language, avant-garde but also retro.

Thirty years is a long time. The memorial year needs to look forward to the future and also to look back at history, so avant-garde and retro need to be reflected in the new vision, so that the new logo can be welcomed by a wide range of age groups.

- The new logo embodies the retro style without losing avant-garde elements.
- The new vision can be accepted by people of all ages, giving the new logo a high degree of acceptance.

03 PLANNING

Project recommendations

In order to attract more users to select Element and give them better experience.

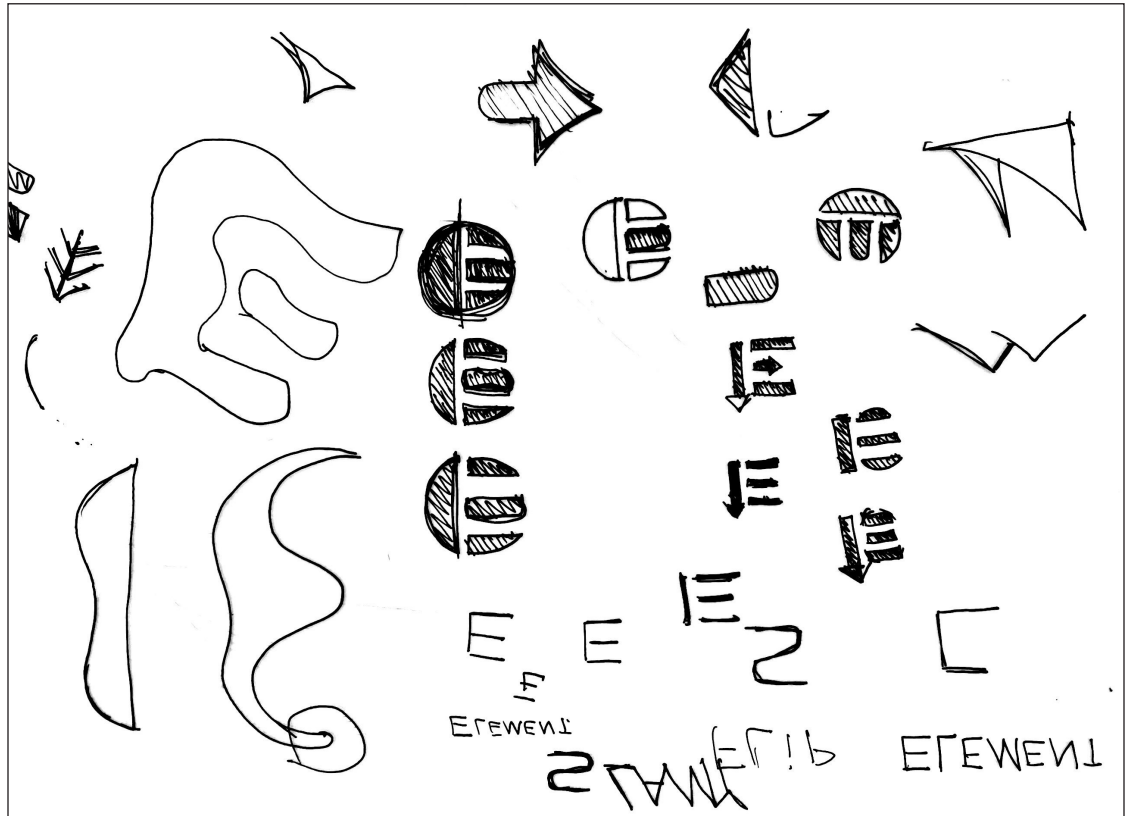
- Give a new visual language.
- Without destroying the original logo, by making a commemorative year logo on the background of Element.
- Create more attractive visual effects for skateboard deck and posters through logos and auxiliary graphics.
- On the premise that the main logo is completed, make a subsidiary logo. They will be applied to different products and different situations.

Element's position in the skateboarding industry is just like that of Nike. Even if the logo has not changed after 30 years, it also shows that the original logo is widely accepted and recognized. The 30-year anniversary will be a celebration, and the celebration logo will be widely used and promoted during the year, just like the 75th anniversary of the NBA. Element needs the same. Through its celebration of its 30th anniversary, the new visual identity will bring new experiences to users, stimulate consumption, and attract more users.

04 CREATIONS

SKetches

The First edition logo

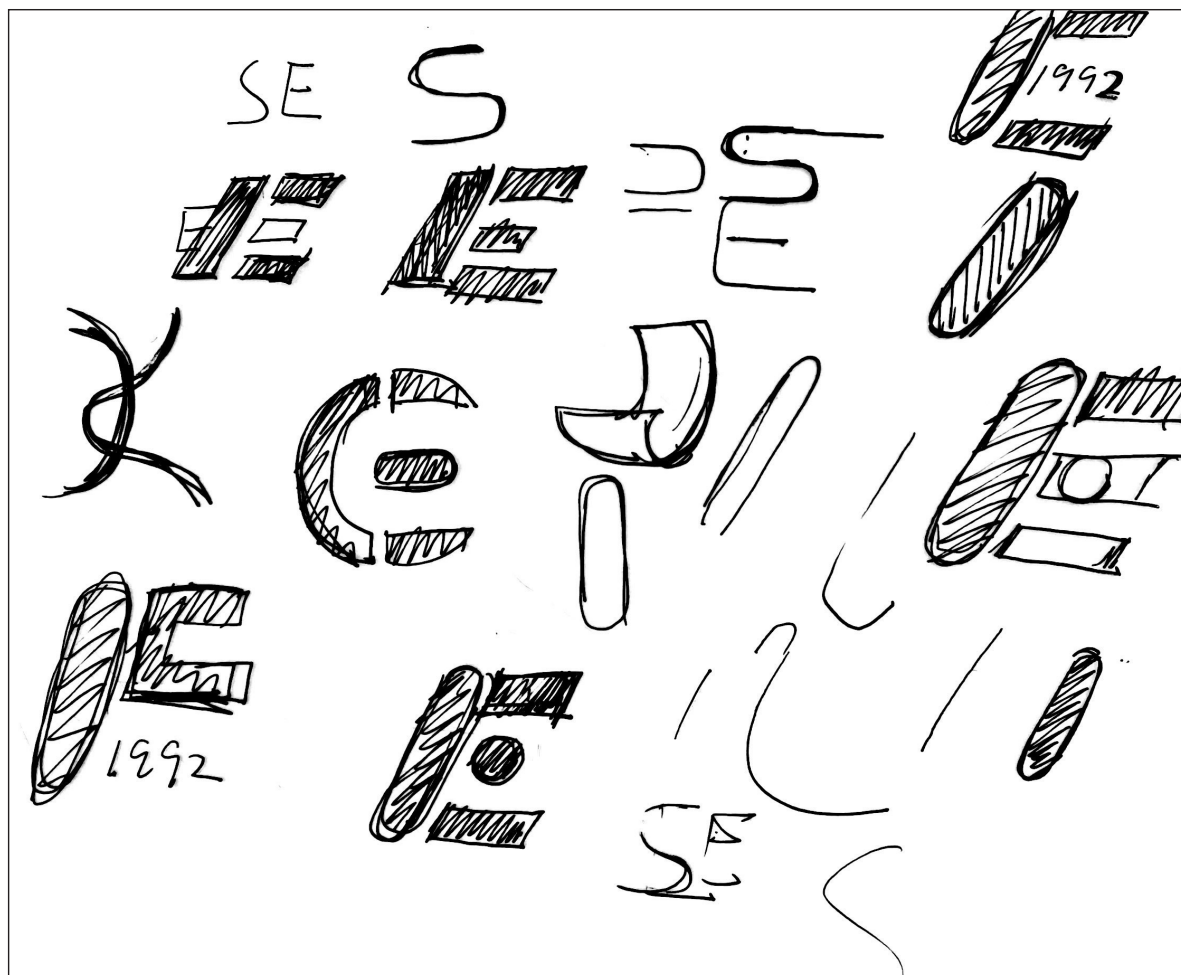


The first thing I considered for the first version of the logo was to use the letter starting with E to make a deformation, combining the letter E with the skateboard, but the effect was not ideal, so this version was abandoned.

04 CREATIONS

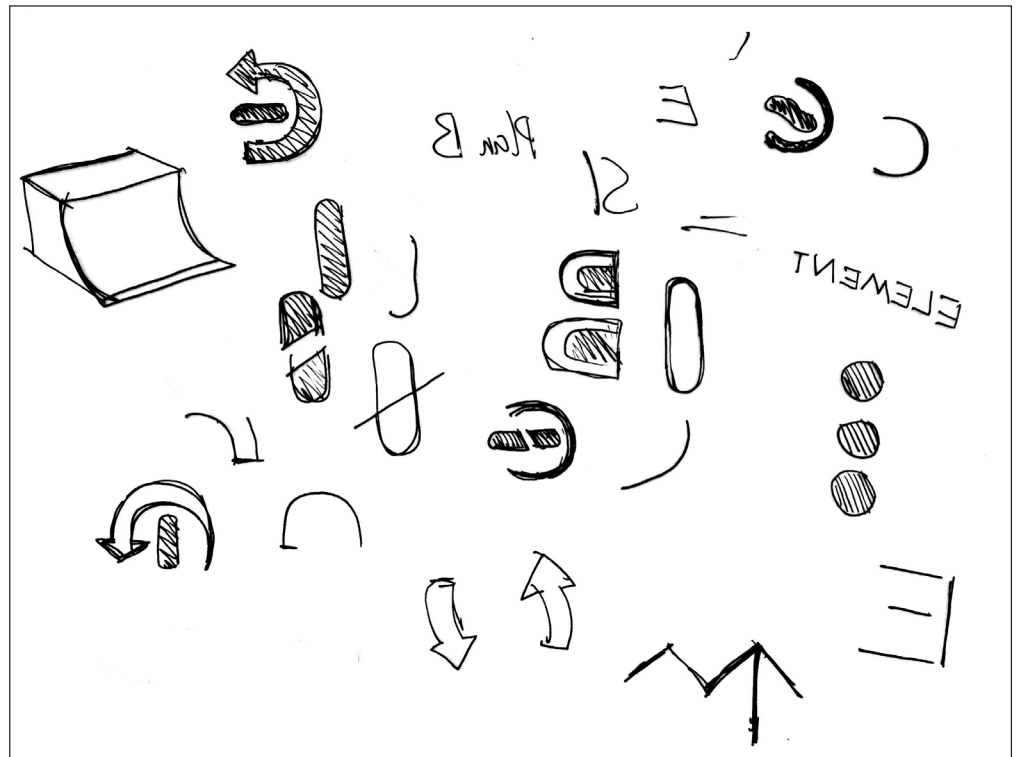
SKetches

The First edition logo

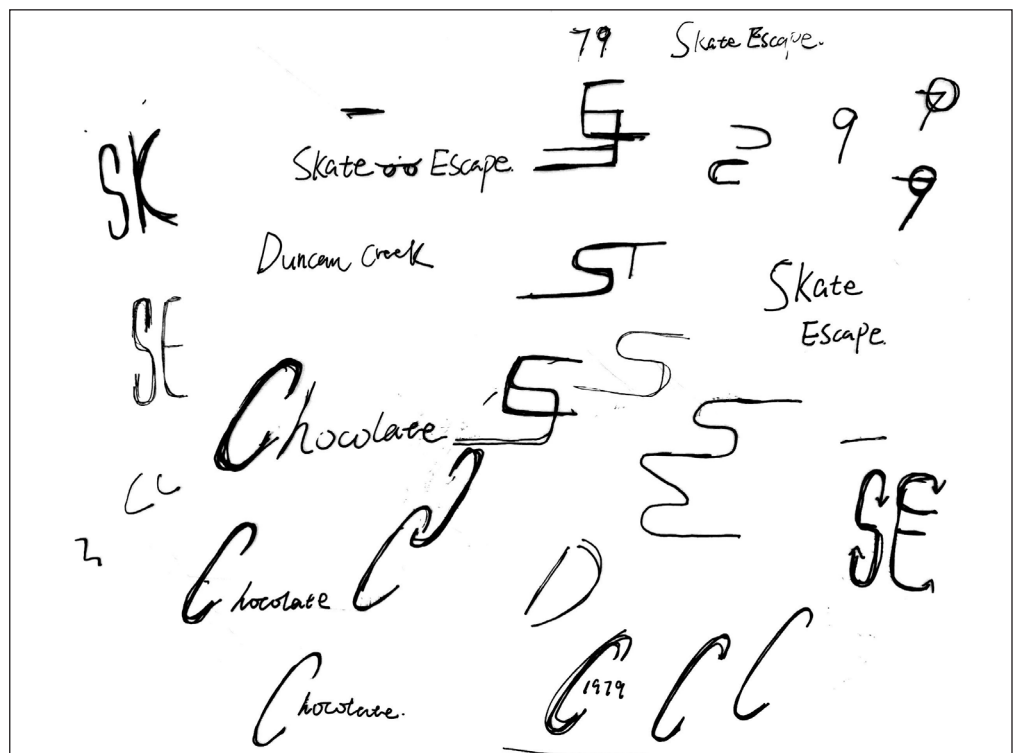


04 CREATIONS

SKetches



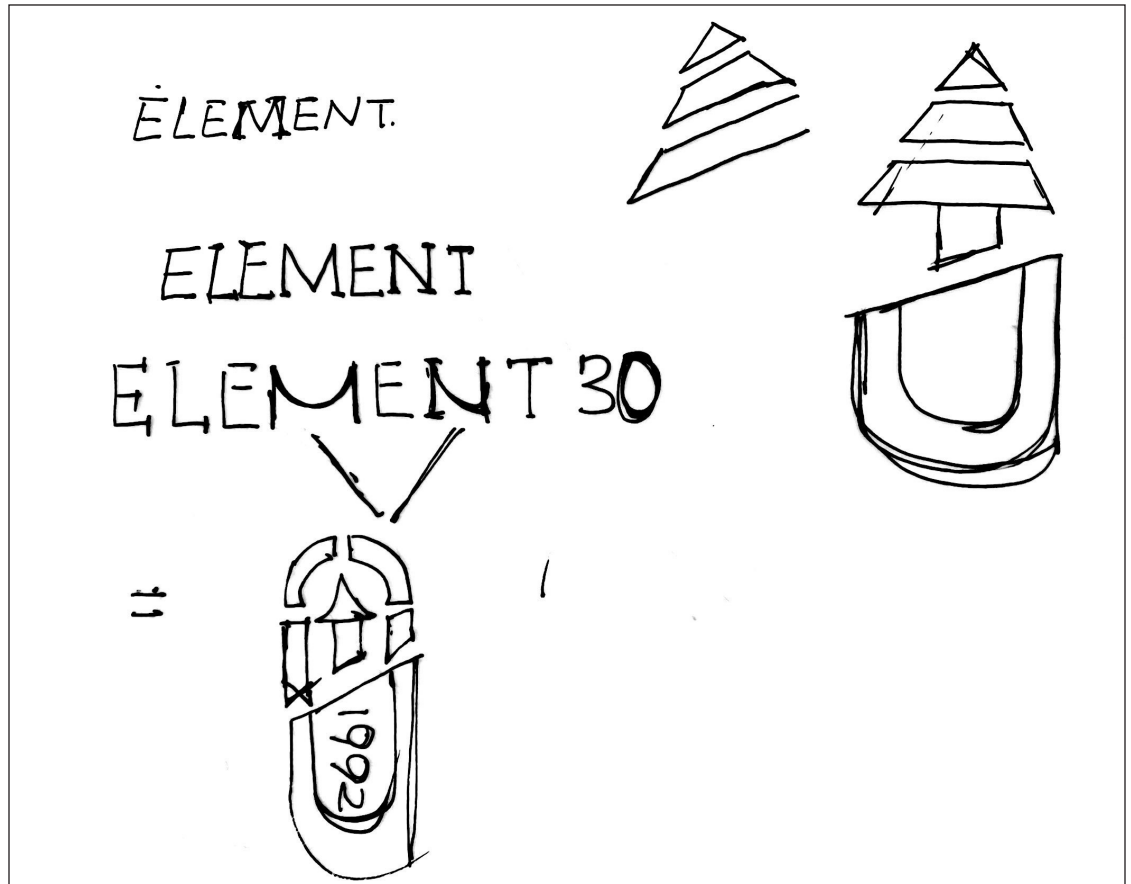
I once wanted to give up the Element brand and change to Chocolate.



04 CREATIONS

SKetches

The second edition logo



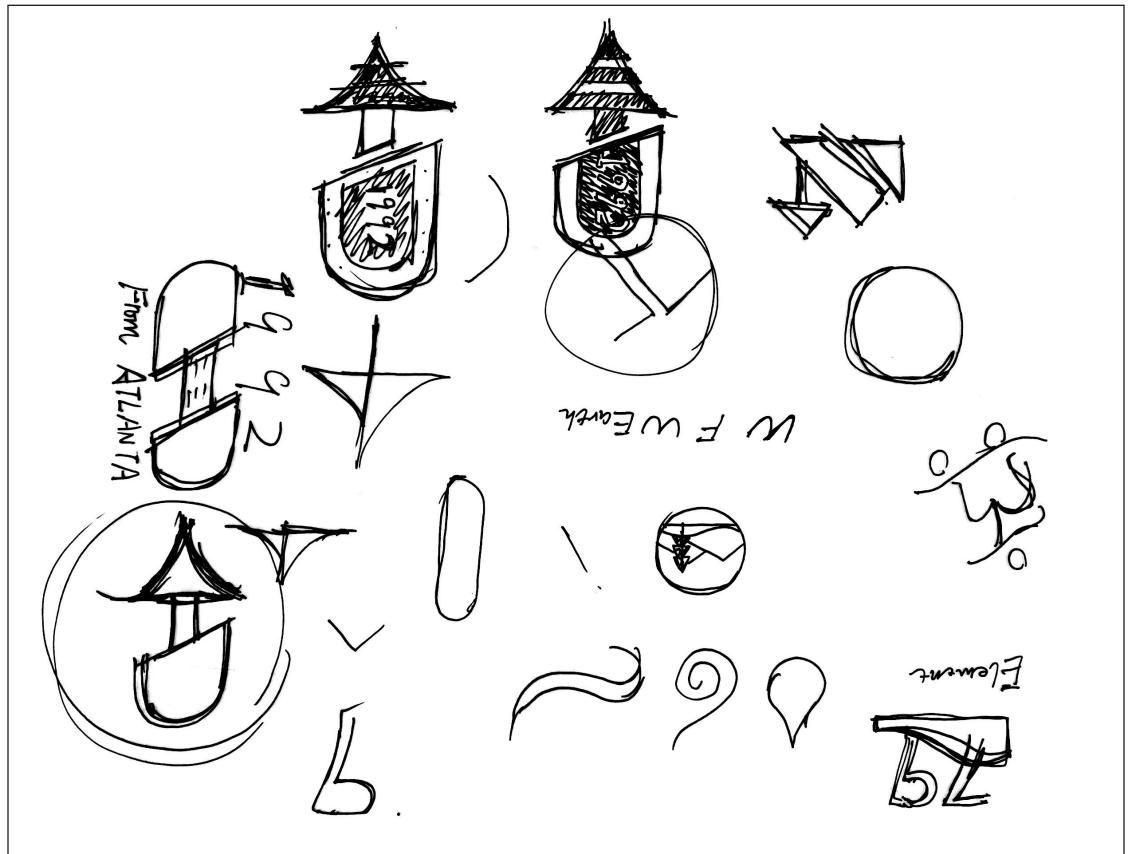
For the second version of the logo, I considered Element's entrepreneurial background and brand philosophy, and began to make substantial changes on the basis of the original logo. The four line segments of the original logo are retained. Split the skateboard into two halves, allowing trees to grow from the middle of the skateboard, retaining the company's original logo concept.

Above the trees is the other half of the skateboard composed of four line segments of wind, water, fire and soil, so the entire new logo looks like a skateboard.

04 CREATIONS

SKetches

The second edition logo

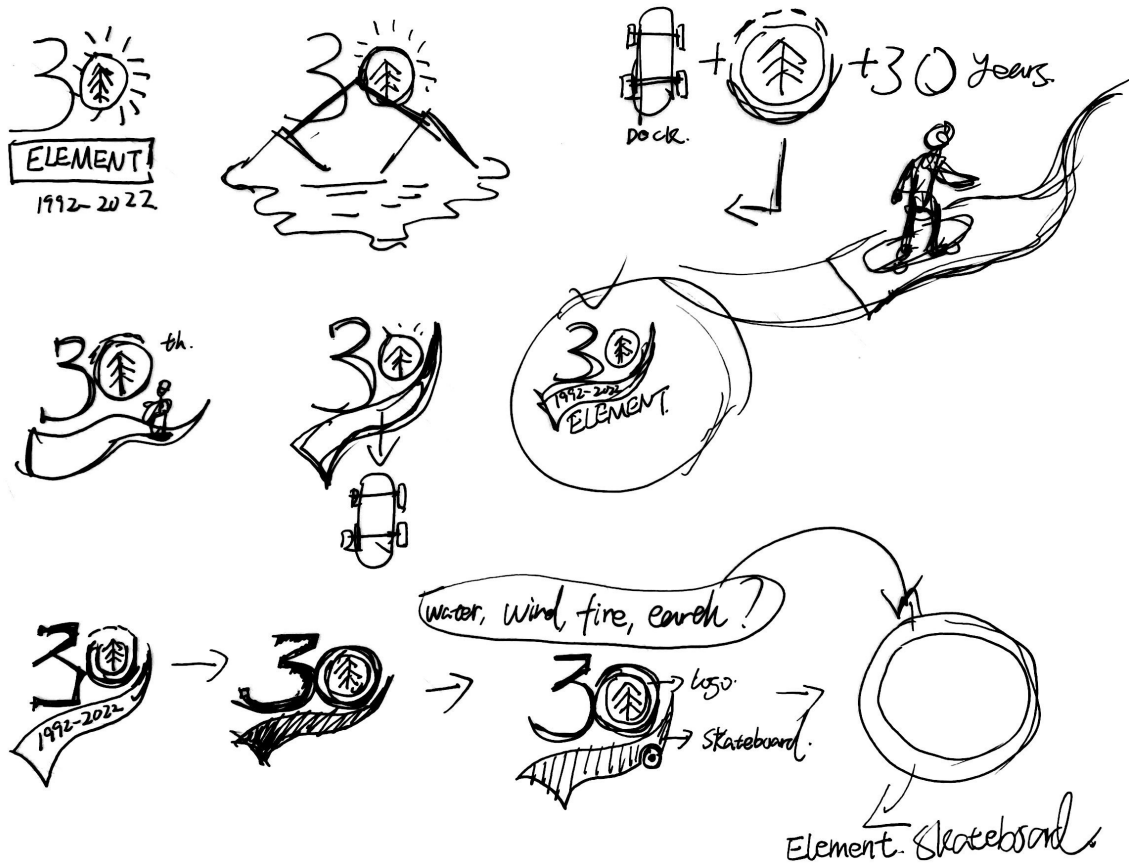


But drastically changing the logo was a wrong direction, and I realized later. What I need to consider is how to combine the elements with the original logo to appear natural, reasonable, and concise. With reference to the design ideas of the 75th anniversary of the NBA and the 100th anniversary of the NFL, I have a clear direction.

04 CREATIONS

Sketches

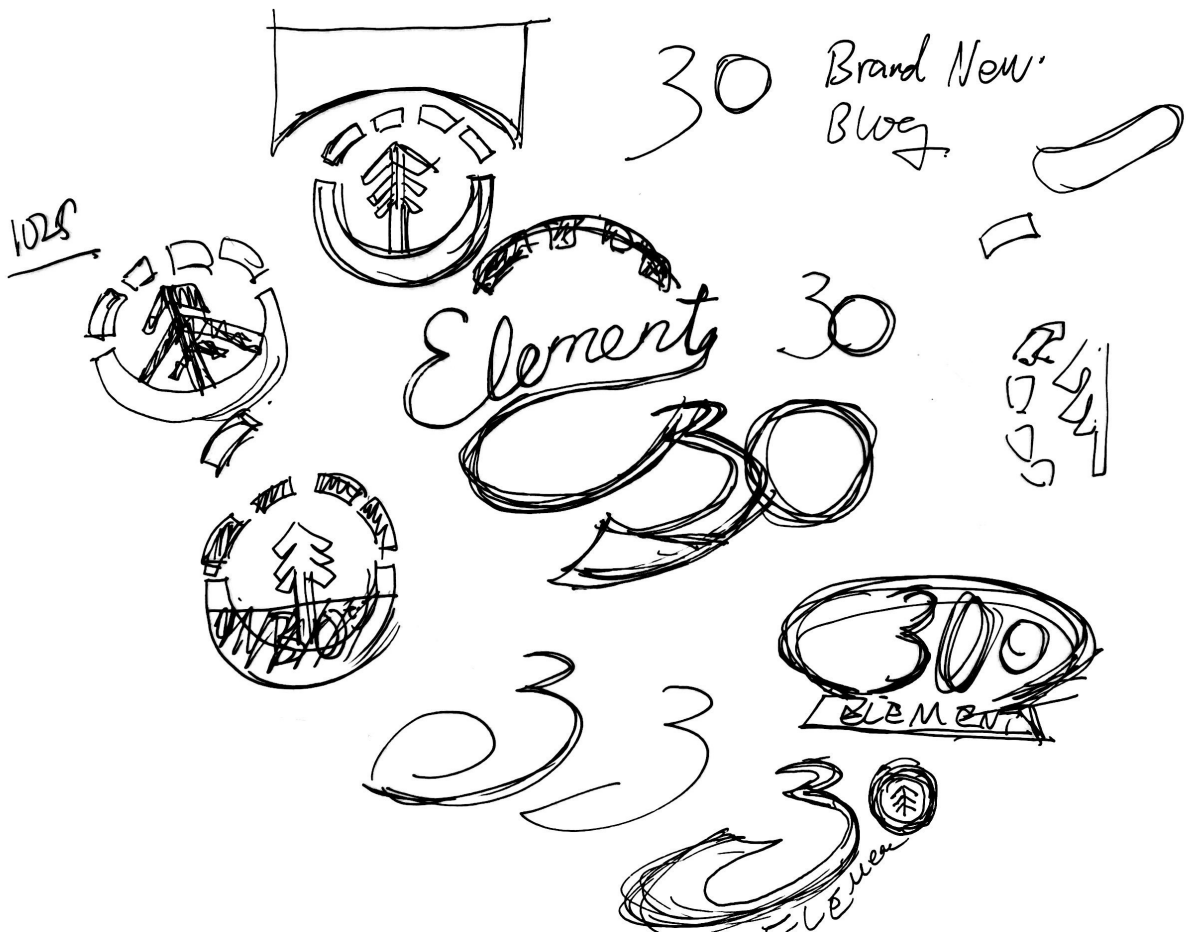
The third edition logo



With the right direction, the design started to go smoothly. Through the number 30, the combination of the original logo and the skateboard, the skateboard has been created with the original logo for 30 years. This is the primary logo. In the new vision, the original logo is clearly visible and will not cause confusion to users. After the primary logo has a rough draft, start to combine the company background to make the secondary logo, which can be placed in different application environments.

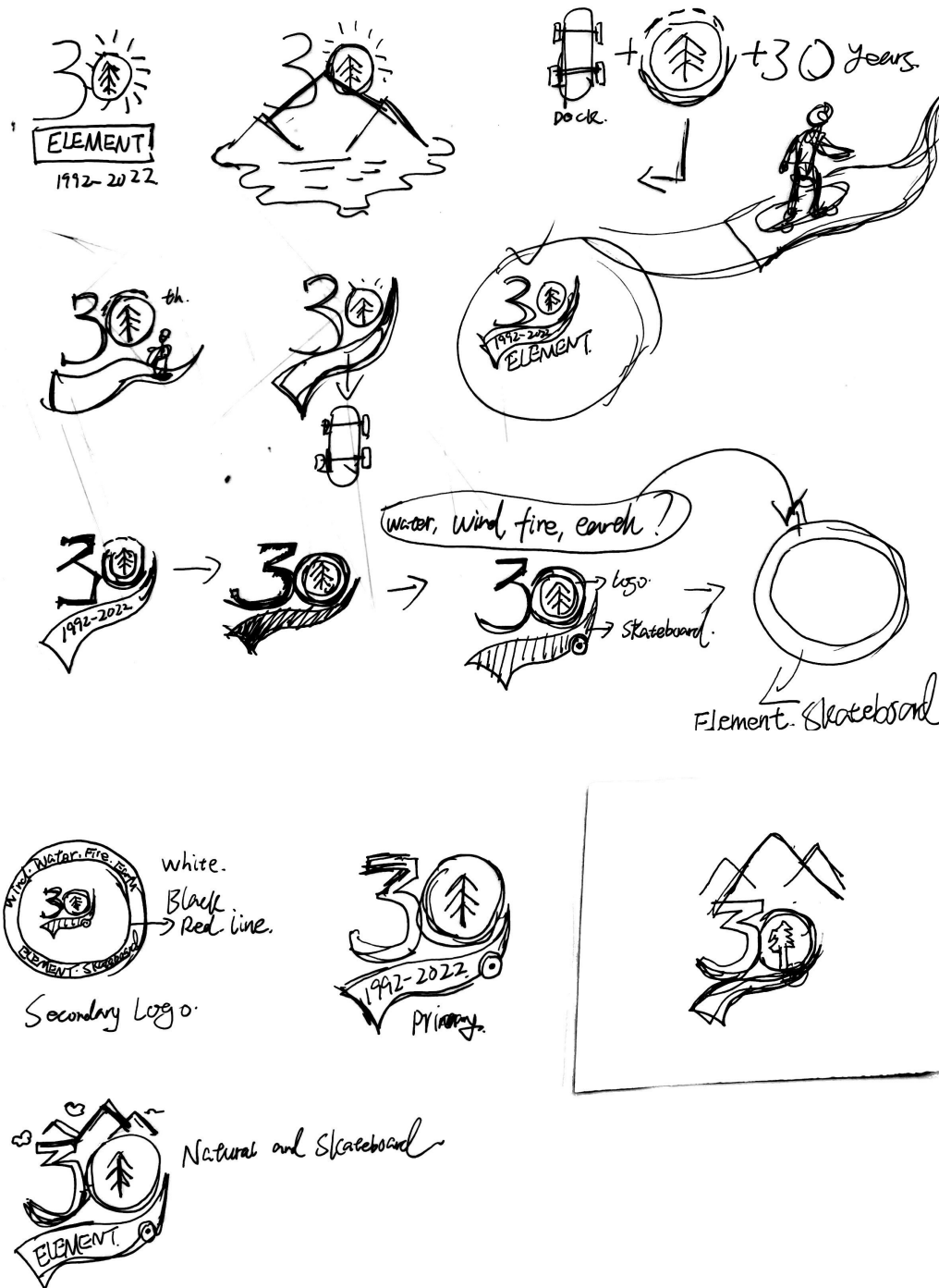
04 CREATIONS

Sketches



04 CREATIONS

Sketches



04 CREATIONS

Types Study and Color

KONTiKiJF

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1234567890

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BRADER JOHN

ABCDEFGHIJKLMNOPQRSTUVWXYZ

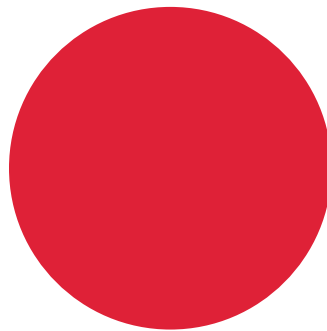
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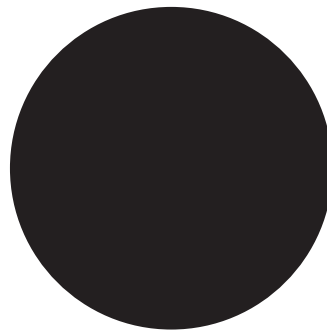
04 CREATIONS

Types Study and Color

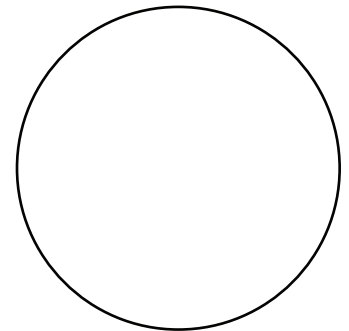
Primary Color



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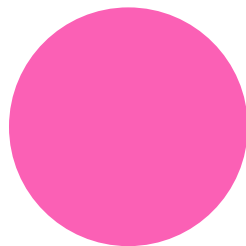


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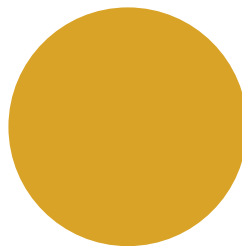


ffffff

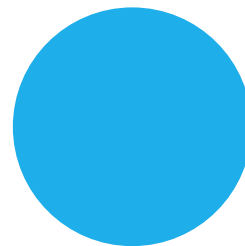
Secondary Color



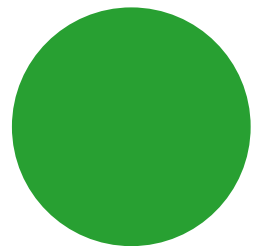
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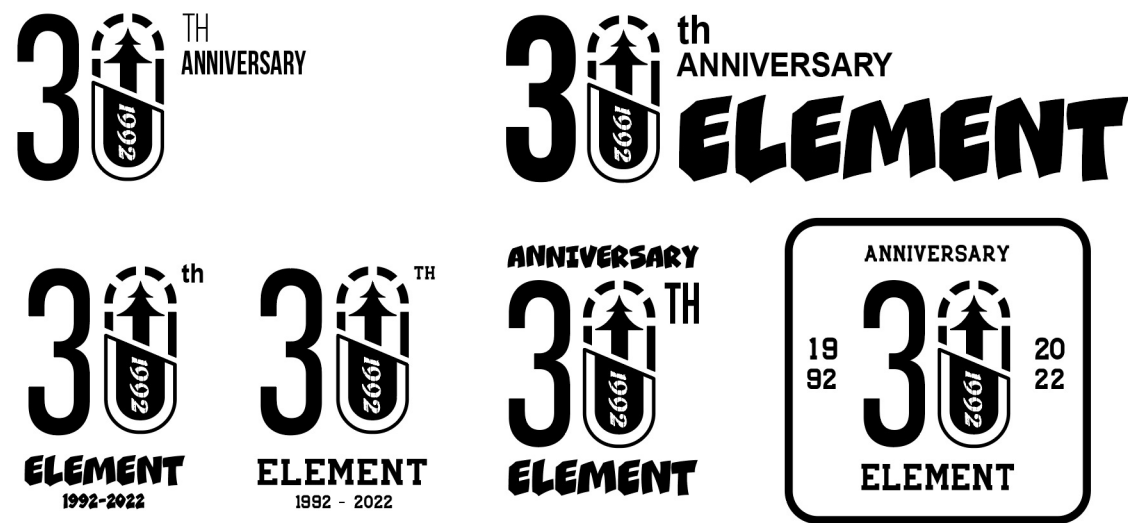
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05 FEEDBACK

1. Let the logo be more unified, don't pile together like pasta, there is no logic.
2. Keep the balance of the logo and don't let it look cluttered.
3. It is not that the logo needs to be greatly changed for the anniversary, and the company's story is cleverly combined with elements and logos.
4. Consider the application of the logo to the product.

05 FEEDBACK

Before



After



06 DESIGN

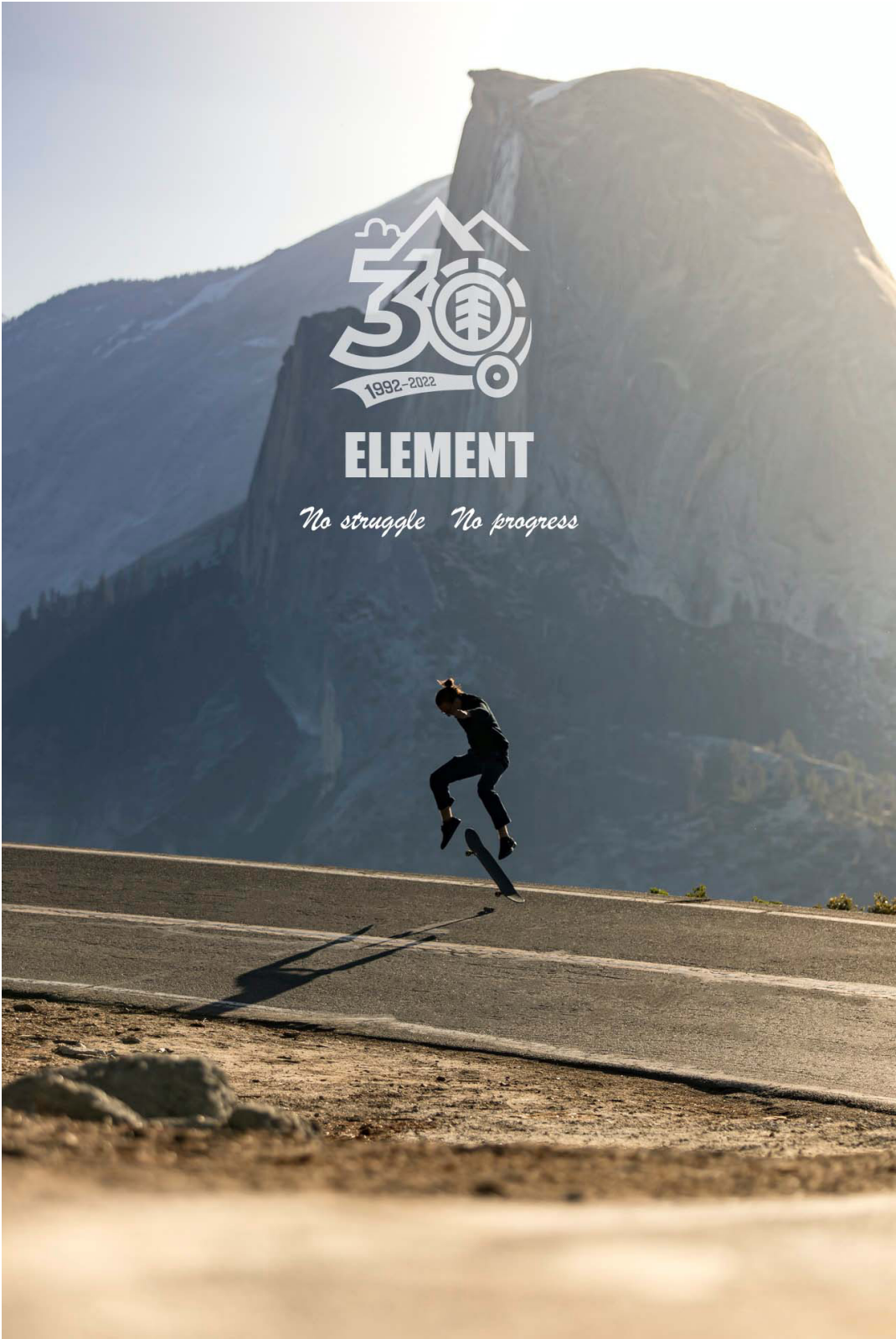
Logo Concept



06 DESIGN

Logo Concept





07 FINAL DESIGN



07 FINAL DESIGN



07 FINAL DESIGN



07 FINAL DESIGN





07 FINAL DESIGN



07 FINAL DESIGN





07 FINAL DESIGN



07 FINAL DESIGN



End

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