

Be You,
B.ø. | d | y.

Luc Marcel LaGasse
A Brand Story



Here's to You.

To the Seuss, the Silverstein, and the family I love. To the people that have always challenged me to think differently, to unapologetically pursue my passions, and to make sure I find the good things in life. For this I owe my brand to you. The following pages are my way to explain how I've learned from my idols and formed my own opinions on how to live boldly. I hope you enjoy.

Cheers,

Luc Marcel

A Quick Overview

Table of Contents

Be You, Boldly.....	1
<i>My Story</i>	2
Brand You, Boldly.....	3
<i>Color Palette</i>	4
<i>Logo Design</i>	5
<i>Type Palette</i>	7
Build You, Boldly.....	9
<i>Salesforce</i>	11
<i>Life Fitness</i>	12
<i>Alpha Kappa Psi</i>	13
<i>Soma Coffee House</i>	15



1. Be You,

B o l d l y
B o l d l y
B o l d l y
B o l d l y .
B o l d l y
B o l d l y
B o l d l y

Be You, Boldly

My Story

Since I was little, I was brought up with the art of being bold.

From swaying hands I learned of speaking non-verbally with gusto.

From warm ovens I learned the beauty of fresh bread and calzone.

From maple tables and the “salute” of a wine glass I learned the importance of family.

My upbringing in Italian culture gave me the ability to be emotional, passionate, curious, and to always ask “why”. These are my guiding principles, and as a person they have allowed me to form my own art of being bold.

When I say bold, I don’t mean being the loudest person in the room, or the most colorful. I mean being bold in the sense of owning your true sense of self every single day, without apology.



2. Brand You,

B o l d l y

B o l d l y

B o l d l y

B o l d l y

B o l d l y

B o l d l y .

B o l d l y

B o l d l y

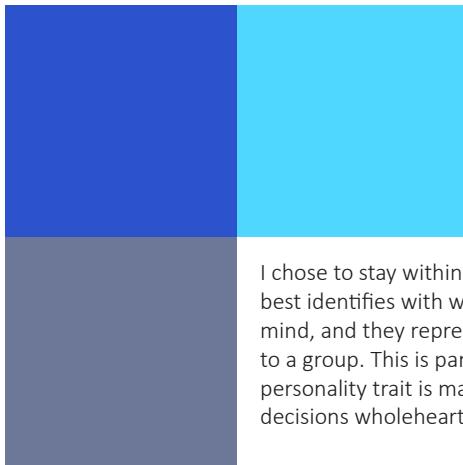
B o l d l y

Brand Assets

My Brand

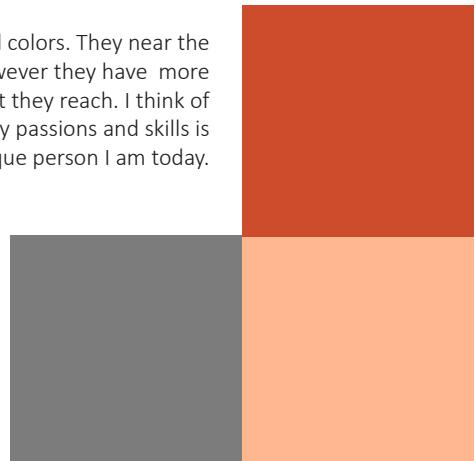
While my personality is one of strong individuality and creativity, one of the most important things I have learned by coming to business school is the ability to harness that wild energy, and focus it. "Brand You, Boldly." is my ode to business school, in which I formalize my Guiding Principles into a color and type palette, as well as a logo.

Color Palette



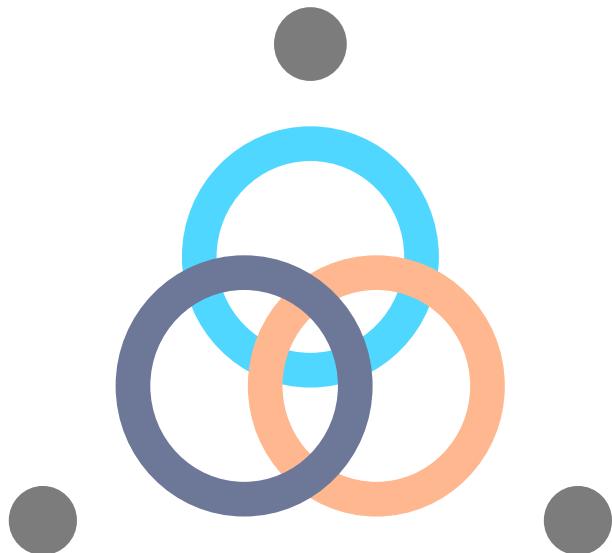
I chose to stay within the reds/blues scheme because I felt it best identifies with who I am as a person. The blues are my clear mind, and they represent the open thoughts and ideas that I bring to a group. This is partnered with my reds, or my passions. This personality trait is matched with fire, drive, and the ability to make decisions wholeheartedly to who I am.

My color palette is one of compound colors. They near the complimentary color scheme, however they have more developed depth in the different colors that they reach. I think of myself in a similar manner: each of my passions and skills is compounded into the unique person I am today.



Brand Assets

Logo Design



The chosen logo for my brand is a minimalistic design of the Borromean Rings. In the past, the rings have symbolized “strength in numbers” in Italian culture, and in many ways this symbol resonates with the way that I’ve grown as an individual. In my life this represents all of the people that have supported me. To me as an individual, each of the rings in my logo represents my varied passions: culinary arts, people, and creativity. At their center the rings are joined in a way that they cannot be broken when all three are together. For me, that means that I am whole when each of my passions are joined. This continues to be my driving force as I pursue careers and opportunities that touch all of my passions.

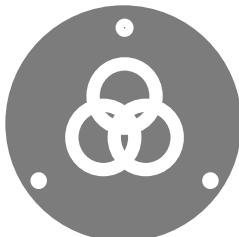
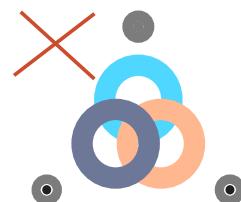
Brand Assets

Correct Usage



When using the Borromean rings logo, you must allow for a quarter inch of white space in order to effectively portray the brand visual. By doing so, this does justice to the logo and allows it the proper space to contrast the background.

In order to keep consistency, avoid changing the stroke size of the logo. The correct logo contains each of the branded color palettes, the three dots, and shows white space around each of the intersecting parts of the rings.



In the situation where the Borromean rings are put over a dark background (grays, blacks, or anything of the sort), the logo may be inverted into an all white logo over the background. If you do invert the logo, it's still important to make sure that the stroke size isn't compromised and that you can still see the space between the rings.

Brand Assets

Type Palette¹

Ting Tong

Futurist Fixed Width

Calibri Light

¹Ting Tong and Futurist Fixed are both from Dafont.com, all rights go to their respective artist

Brand Assets

Type Purpose

Ting Tong is my chosen title font to exemplify my brand at a high level. At a first glance, I am a laughing, out of the box, and quirky person. I don't fit into a given box, and in terms of type I certainly don't fit as a serif (I really don't see myself as a classical type of guy). Ting Tong is a personal script font, has expression and flare, and gives feeling of personality.

To contrast Ting Tong in a stylish manner, I chose Futurist Fixed Width as a subtitle font. While I am a creative and personable individual, that is not at the expense of any professional or technical skill. Futurist Fixed Width is my way of showing that below my expressive personality lies a driven, sleek, professional man.

My final chosen font as a main body type was Calibri Light. I wanted a simple san serif for this font because it provides a basic legible type, while also still keeping style in mind. I like to think of this as the finer details in my communication. It is my way of taking a stand and saying that I am not willing to compromise style and personality when working with the details.

3. Build Your

B o l d l y

B o l d l y

B o l d l y

B o l d l y

B o l d l y .

B o l d l y

B o l d l y

B o l d l y

Portfolio Items

My Work

The third and final chapter of my brand book is focused on the work that I've done for others in order to find myself. Each of these projects has allowed me to grow my personal skill set in design, while also allowing me to find my own voice and passions in a career.

This first piece is from a fine arts drawing final, in which I was told I had free range to make a project that I felt exemplified me. This is really the first time I was able to begin my design experience, and did so by showing the duality of my personality.



Portfolio Items

Salesforce



For a summer, I was fortunate enough to work at the Salesforce Marketing Cloud as a Sales intern. While I am forever fortunate to have learned sales head on, I also realized quickly that it was of little interest to me. In order to find small passions in my work, I asked my manager if I could help brand my sales team. At night, I would go home and work on developing a team logo, seen left, that went on to be hung above our sales floor.

Portfolio Items

Life Fitness

When I first started working in design softwares, I was given the opportunity to create a few banners and images for Life Fitness subsidiary Hammer Strength. With almost no experience in Adobe products I was given the autonomy to develop a Facebook graphic that advertised the end of the NFL summer camp, and welcomed on the challenge of training camp.



ALPHA KAPPA PSI

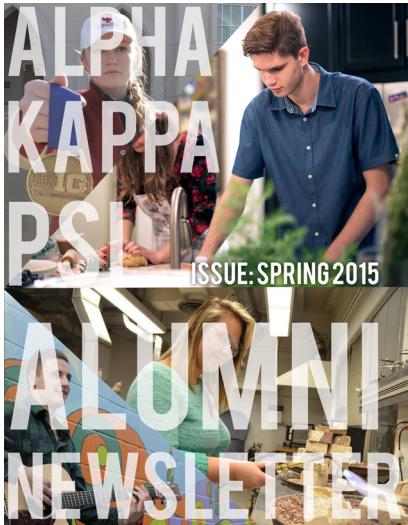
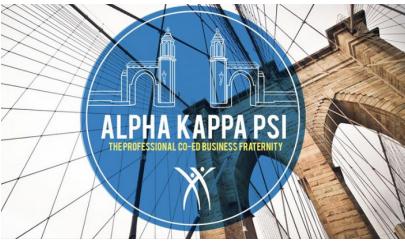
THE PROFESSIONAL CO-ED BUSINESS FRATERNITY



Portfolio Items

Alpha Kappa Psi

My sophomore year of college, I successfully ran for the Vice President of Communications for my business fraternity, Alpha Kappa Psi. This opportunity allowed me to build my skills in ways that I never thought I would- from branding, to advertising, to e-commerce, I was put to the test for twelve months. This challenge turned out being incredibly rewarding, as we saw some of the highest engaged content on social media, as well as some of the largest rush call out nights for the fraternity. I was able to craft the Alpha Kappa Psi brand as one of excitement, determination, and new opportunities for freshman and sophomores. Pictured here are two rush posters (far left and right), two business cards, and an alumni newsletter poster (near right) that I designed.





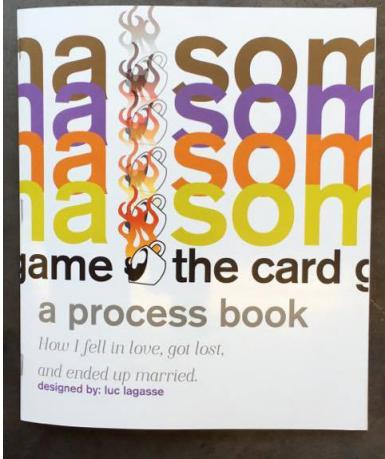
Portfolio Items

Soma Coffee House

As a business student, I frequently challenged myself to find classes that were creative outside of the business school. One of those classes was a graphic design class in which my major assignment was to develop a board game for a business in Bloomington, Indiana. I ended up choosing one of the staple coffee houses, Soma.

The game that I created was simple. Its purpose was to connect coffee lovers, essentially allowing two strangers in a coffee house to meet for the first time and laugh over the game. One person would open the box (a coffee cup), pull out the cards, and each person would take turns stacking the cards on the lid of the cup. When gravity took its course, the person that knocked over the cards lost.

Here we can see my concept map (left) for Soma as a space, the actual board game (far right), and the process book that I designed when the game was finished.





What's Next?
I only hope to find out.