

PROJECT I: PICTOGRAMS

- TURQUOISE FIRE
- FALL 2024
- GRDS 201 - N01
- PROFESSOR FATHI
BAKKOUSTH

DEPARTMENT STORES

For my research I looked at both home improvement and department stores and I have chosen Lowe's: Home Improvement Store.

Dillards

Home Depot

Target

Food Lion

Lowe's

Publix

SYNONYMS & WORD ASSOCIATION

Building Supplies: Materials which are used to construct or fix places in one's house.

- **Synonyms:** brick, fabric, walls, stonework, masonry.
- **Word Association:** cement, drywall, glass, lumber, ventilation.

Appliances: A type of device used to perform a specific task, typically domestic.

- **Synonyms:** device, machine, instrument, contraption, tool.
- **Word Association:** washers & dryers, microwaves, refrigerator, dishwasher, vacuums.

Animal & Pet Care: Providing accessories, furniture, and medical needs for animals and pets.

- **Synonyms:** animal welfare, pet grooming, domestic works, animal nurturing.
- **Word Association:** leashes, waste supplies, clippers, brushes, collars, toys, grooming.

Cleaning Supplies: A variety of products and tools used for cleaning.

- **Synonyms:** products for cleaning, home care, washing agent, cleaning composition.
- **Word Association:** air fresheners, bleach, laundry supplies, household-essentials.

SYNONYMS & WORD ASSOCIATION

Electrical: A place where all types of power-generated products are sold.

- **Synonyms:** electric, electronics, rechargeable, power-driven, charged, voltaic.
- **Word Association:** cables, wires, drones, outlets, plugs, light switches, adaptors.

Lawn & Garden: Tools and supplies for keeping one's yard clean and in order.

- **Synonyms:** yard, grounds, vegetable garden, terrace, flowerbed.
- **Word Association:** hoses, greenhouses, pest control, plants, landscaping, lawn care.

Hardware: The tools and mechanics used to create, fix, and disassemble products.

- **Synonyms:** equipment, gear, ironware, materiel, tools, instruments.
- **Word Association:** cabinet, door, furniture, gate, chains, ropes, tie-downs, hooks, keys.

Paint: A color substance used to cover an area, applying a protective coat of a pigment.

- **Synonyms:** color, pigment, dye, tint, coat, wash.
- **Word Association:** caulking, primer, spray paint, craft paint, trim, chemicals, brushes, coating.

RESEARCH & IDEATION



Lowe's has a unique and bold logo design that I greatly admire.

After researching their brand for some time, I have come to the conclusion that

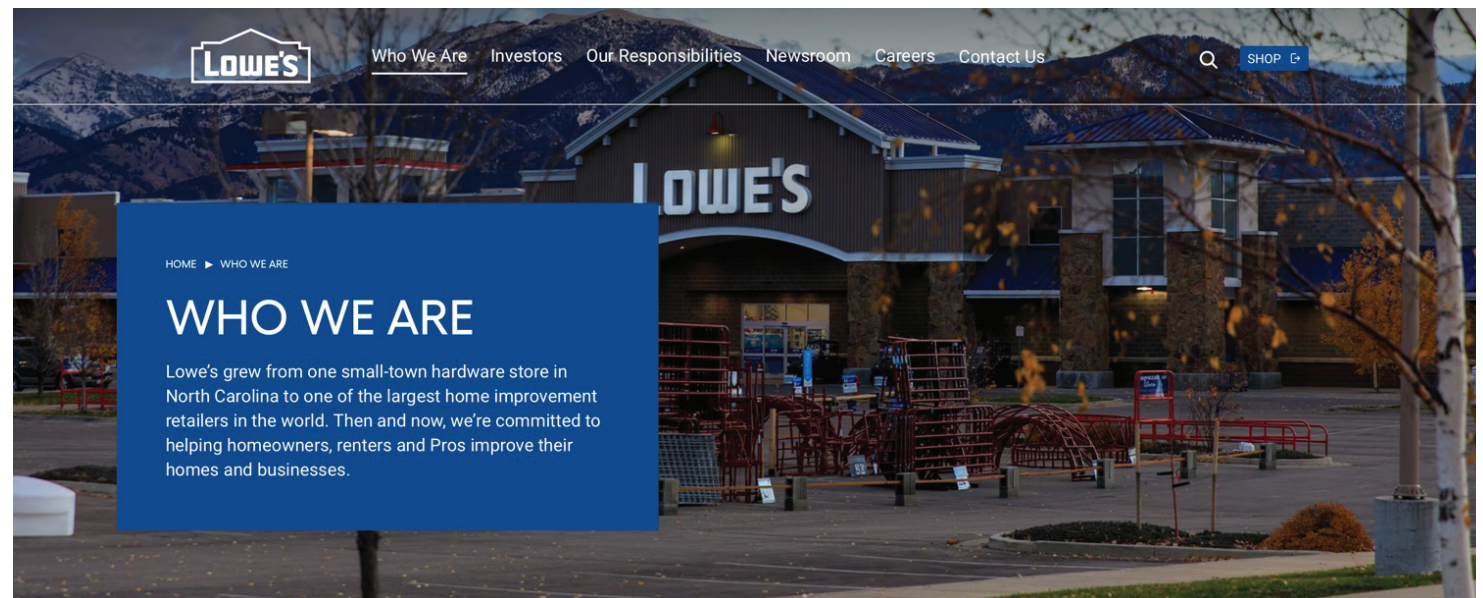
I am going to use their same color scheme of blue and white for my project. In order to connect the symbols to their brand.



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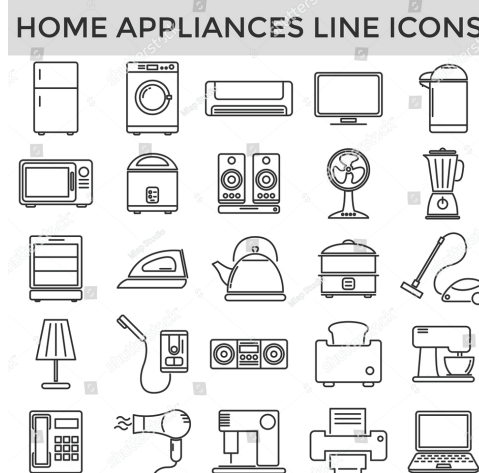


#ffffff



Lowe's is the name of a large American retail chain of household items, which was established in 1921 in North Carolina. Today it is the main competitor to the famous Home Depot chain, with almost 2,4 thousand locations across the United States, Canada, and Mexico.

20 SUCCESSFUL PICTOGRAMS



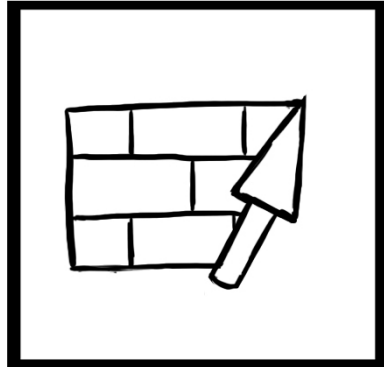


ICONS

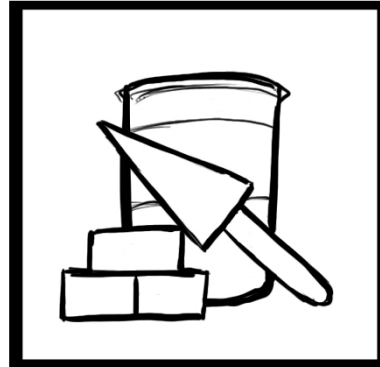
THUMBNAILS

BUILDING SUPPLIES

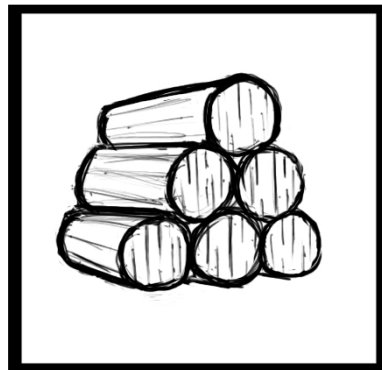
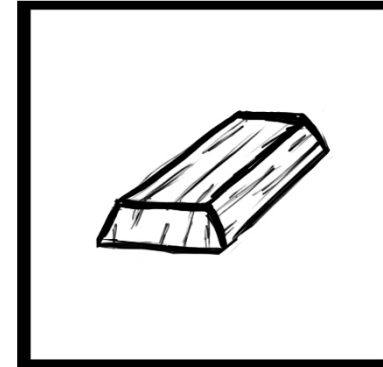
1) Brick & Trowel



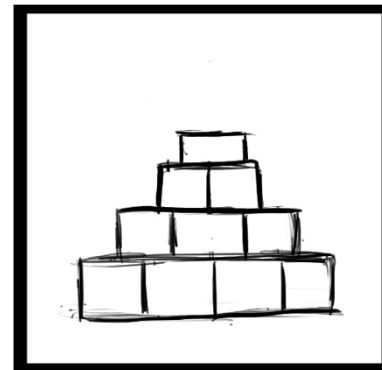
2) Combo
Brick & cement



3) Wood Plank



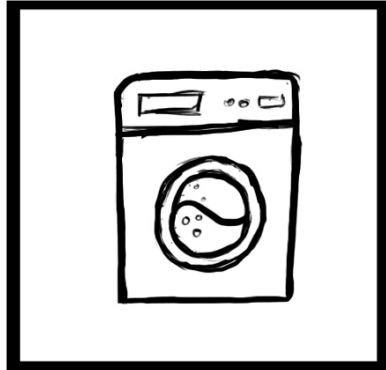
4) Lumber



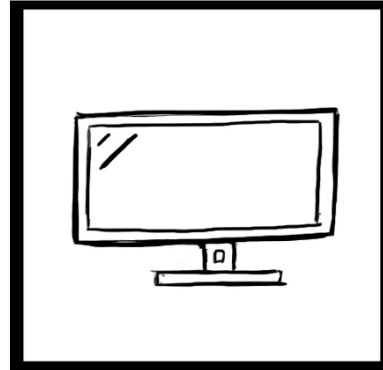
5) Brick wall

APPLIANCES

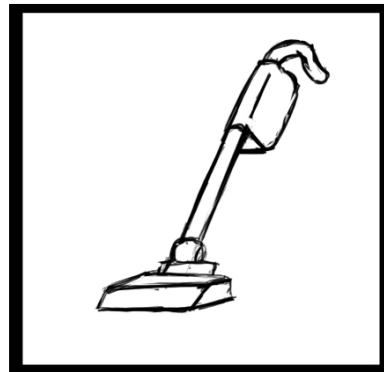
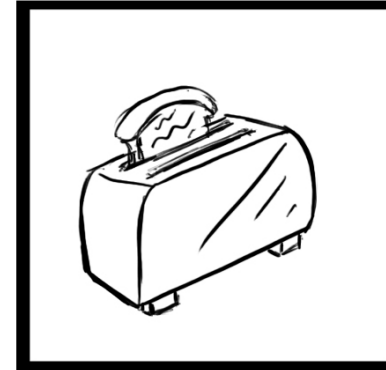
1) washing machine



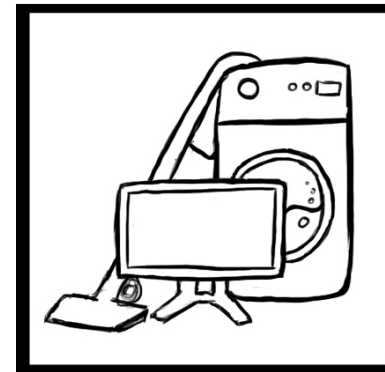
2) TV



3) Toaster



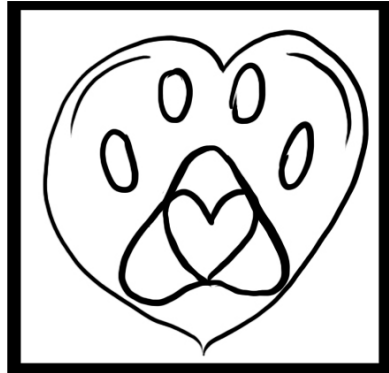
4) Vacuum



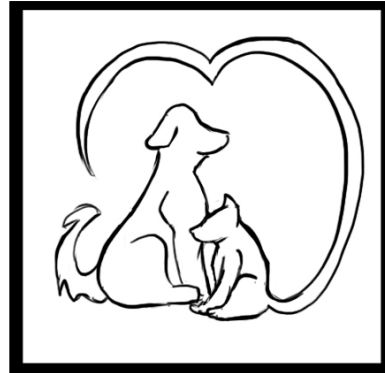
5) Combo

ANIMAL & PET CARE

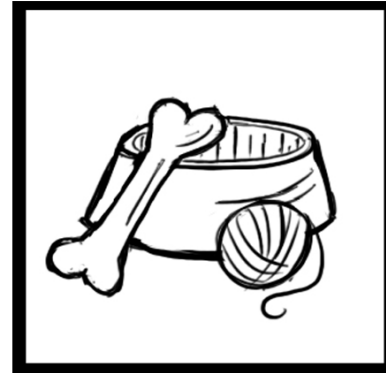
1) Heart Paw



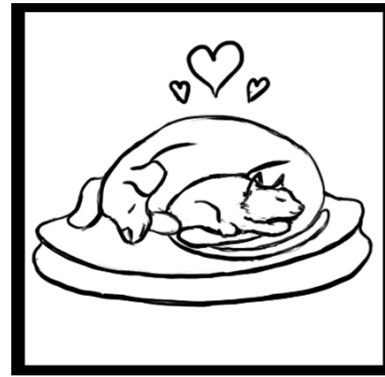
2) Dog & Cat Heart



3) Bowls, Treats, & Toys



4) Dog on dog bed sleeping



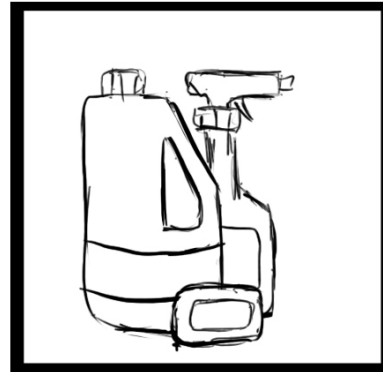
5) Animal Love

CLEANING SUPPLIES

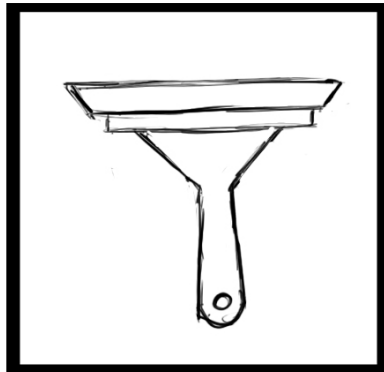
1) Spray Bottle



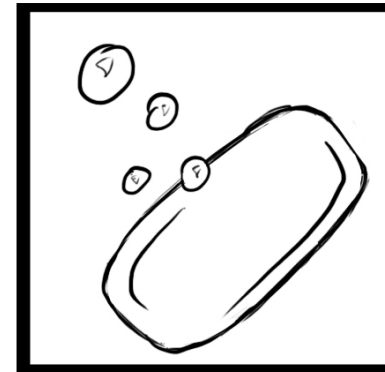
2) Cleaning Combo



3) Mop & Bucket



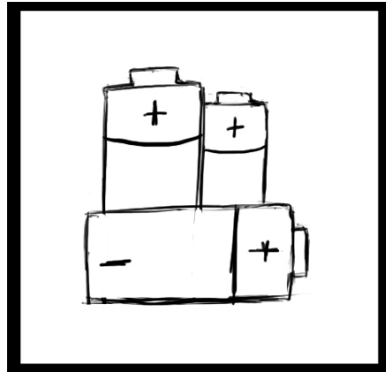
4) Squeegee



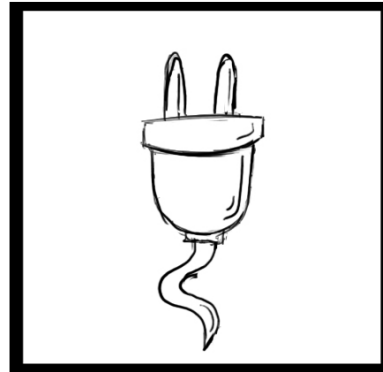
5) Soap bar with bubbles

ELECTRICAL

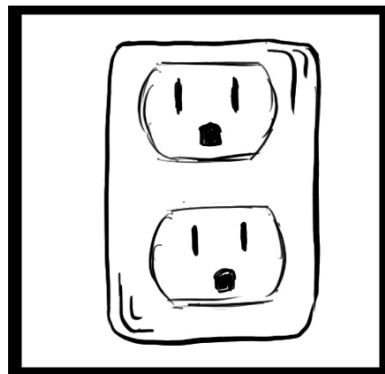
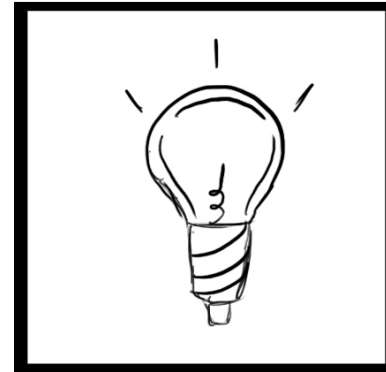
1) Batteries



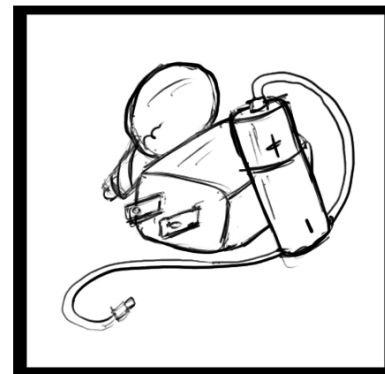
2) Plug



3) Lightbulb



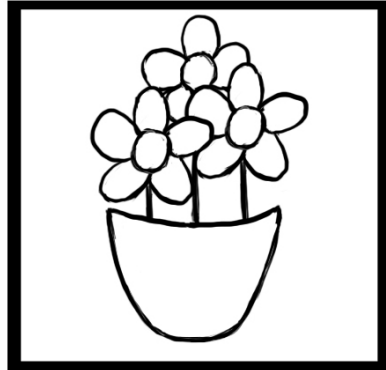
4) Outlet



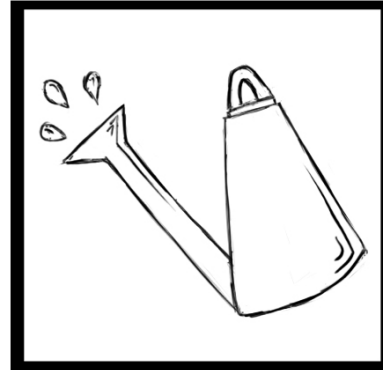
6) Power combo

LAWN & GARDEN

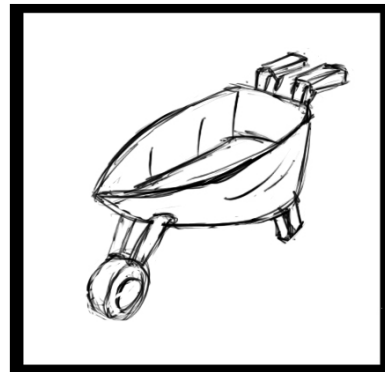
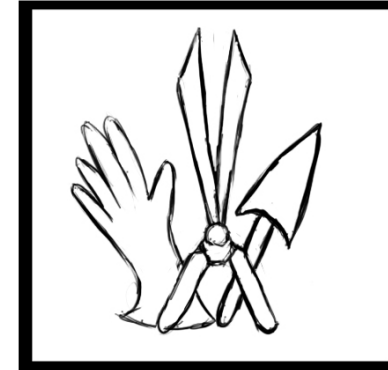
1) Flower(s) Pot



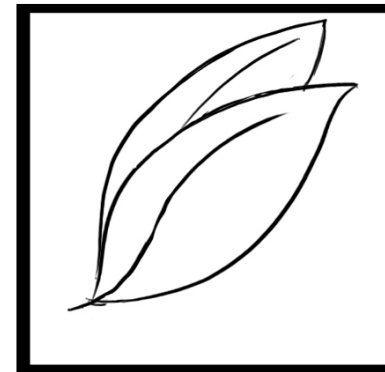
2) Watering Can



3) Gardening Shears, Trowel, & Glove



4) Wheelbarrow



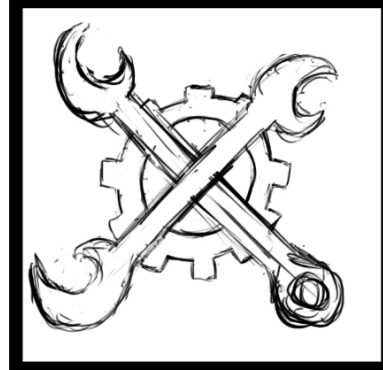
5) Leaf

HARDWARE

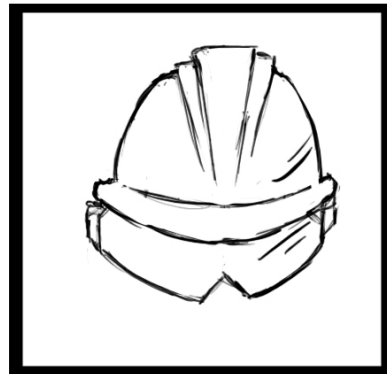
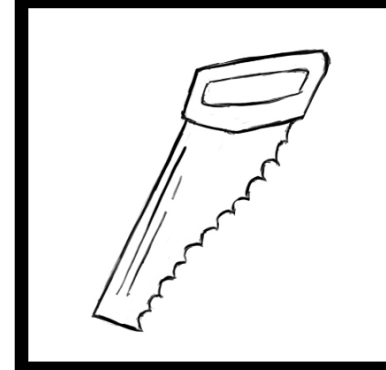
1) Hammer



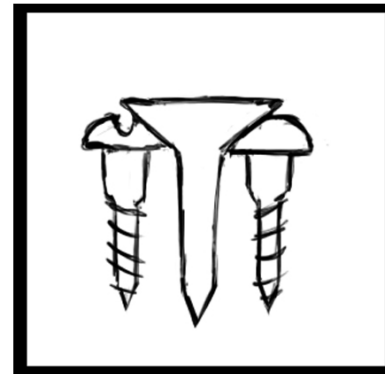
2) Wrenches & Gear



3) Saw



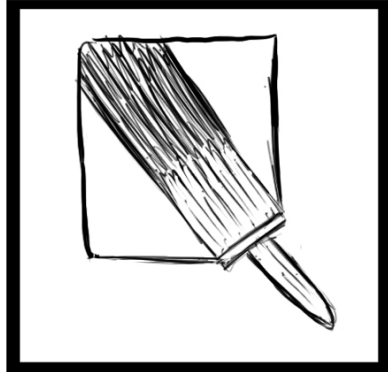
4) Hardhat with goggles



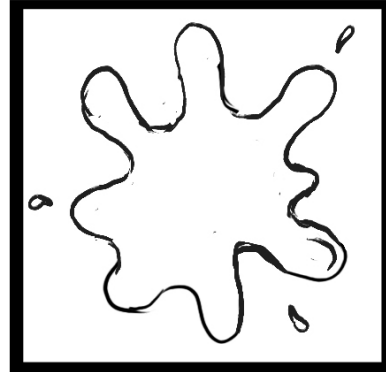
5) Nail & Screws

PAINT

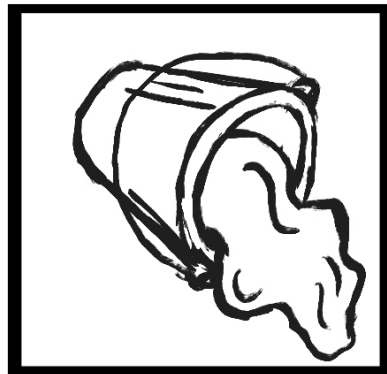
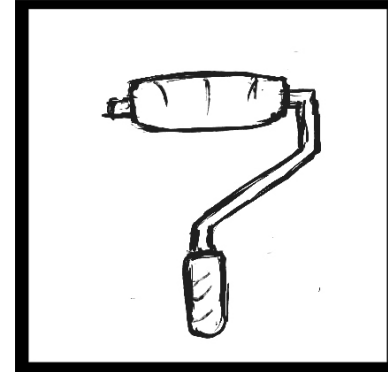
1) Paint brush painting wall



2) Paint Splat



3) Paint roller

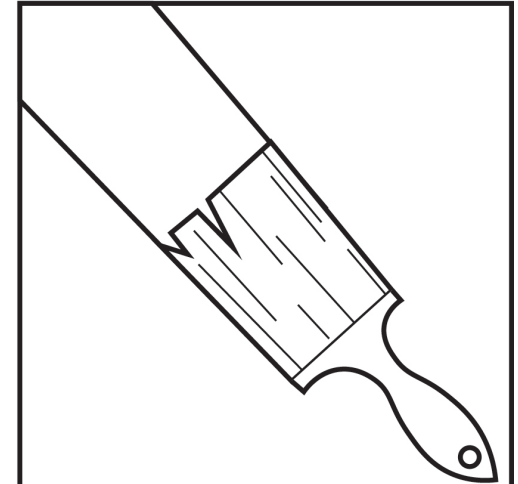
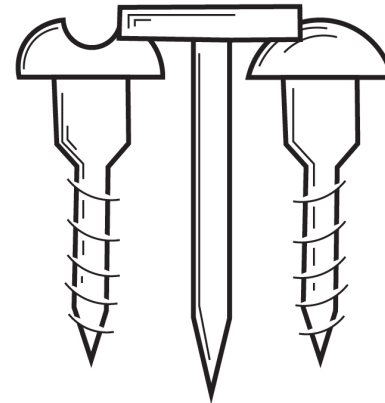
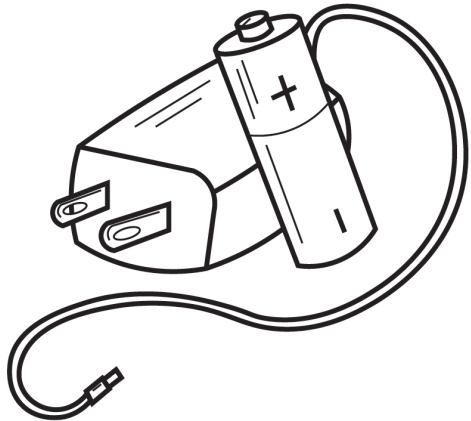
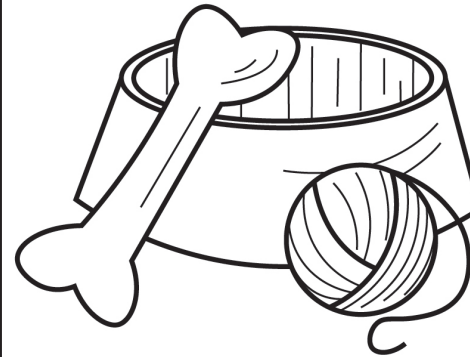
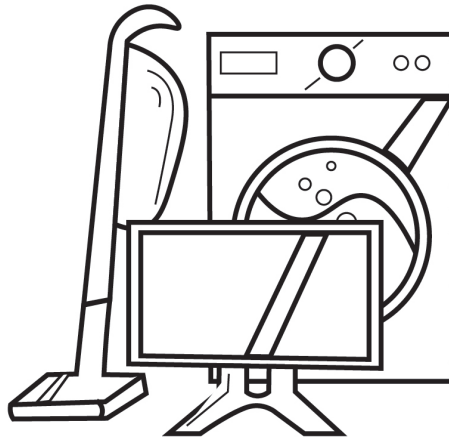
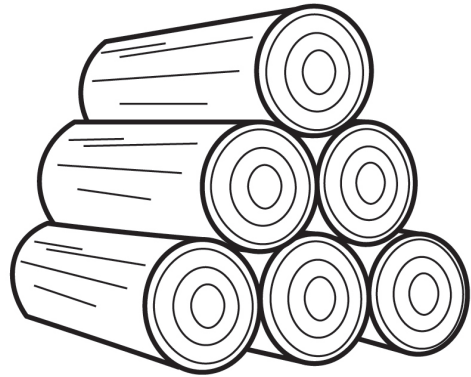


4) Paint bucket



5) paint brush painting

Refinement



Color Refinements

For my color studies I chose navy blue as a main color because Lowe's branding colors are navy blue and white. I then played with a variation of light blue, dark yellow, and orange as the primary color. For my refinement I experimented with stroke and line weight, choosing a thick line of 2-point for the exterior lines and a thinner line of 1.75-point for the interior. Lastly, for choosing the style I tried creating the first version with just linework. After realizing it did not stand out enough I created an inverted version and based the rest of the options off of that. Overall playing around with what shape should hold the navy blue.

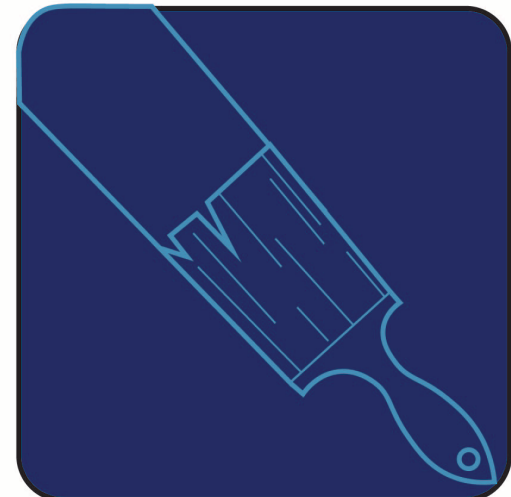
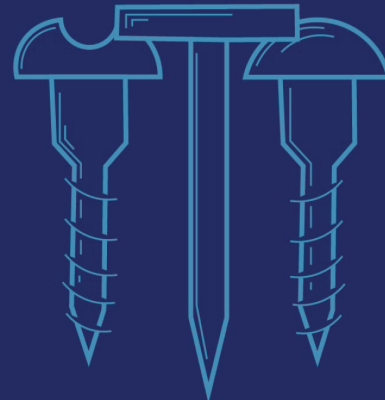
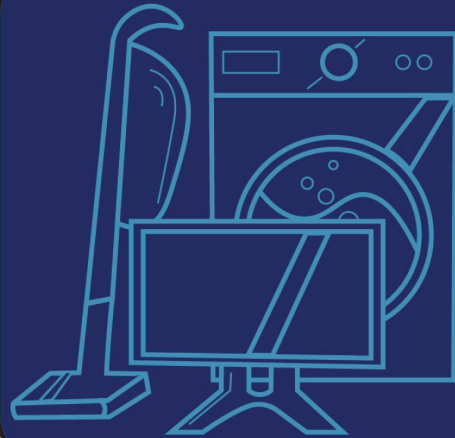
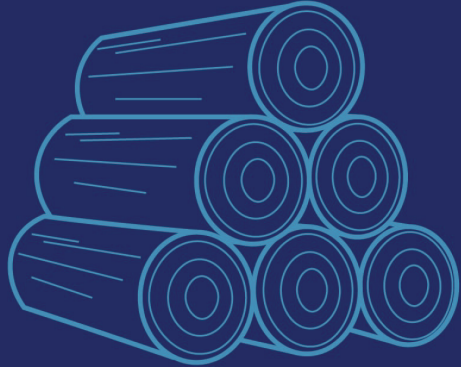


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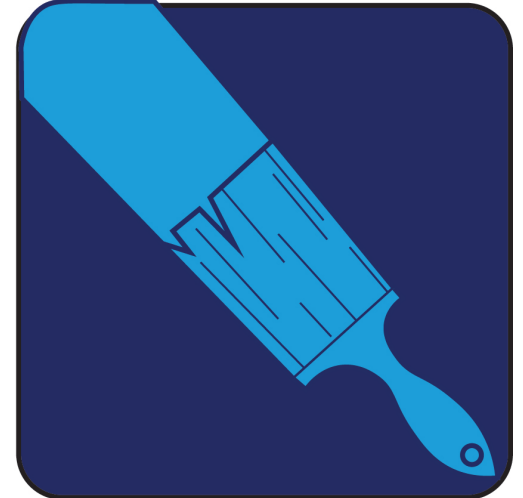
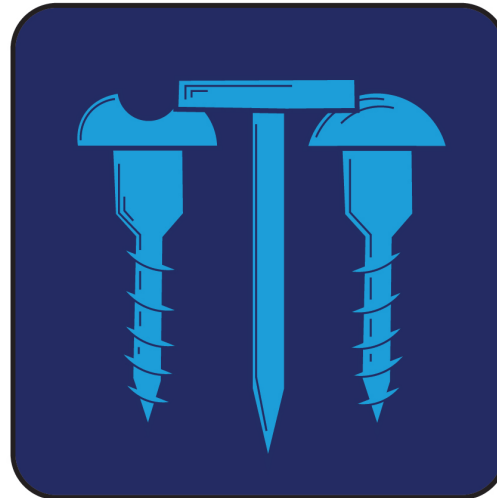


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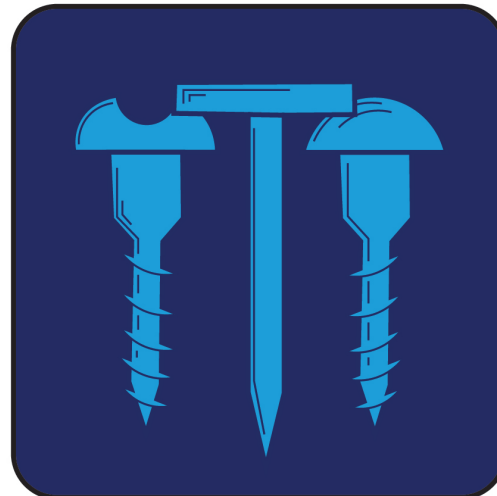
Refinement: Color I



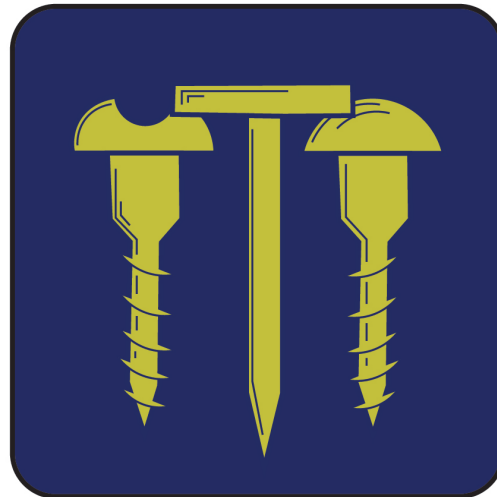
Refinement: Color 2



Refinement: Color 2 Alt



Refinement: Color 3



Refinement: Color 4



FINAL PICTOGRAMS

- PRODUCT
- COLORS

CONCEPT PAGE

Name of Store: Lowe's

8 Departments:

- Building Supplies
- Appliances
- Animal & Pet Care
- Cleaning Supplies
- Electrical
- Lawn & Garden
- Hardware
- Paint

CONCEPT:

- I created eight pictograms for the home improvement store, Lowe's.
- The symbols I designed are with a consistent composition and style, they have two different line weights for each.
 - Consisting of a 2-point to 1-point stroke for the lines of the designs to help create a visual picture from the distance while being able to see the details as well.
- The colors I have chosen were based on the logo colors of navy blue and white.
 - I decided to go with the navy blue and an Olympic blue due to the contrast.
 - Overall, they were designed to create a sense of unity and imagery for the viewer.



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