

The background image shows a two-story brick building with white-framed windows and doors. A large, semi-transparent blue rectangle is overlaid on the left side of the image, containing white text. The building's facade is made of red brick, and the windows have white frames. A blue banner with white text is hanging from a window on the right side of the building.

## CASE STUDY:

Headwaters Campus Store at Juniata College

## COURSE:

IM 298 - Practicum I

## TERM:

Fall 2018

---

### Caitlyn Konradt

*Multimedia and Visual Arts*  
Juniata College

### Jenna Miller

*Digital Design and Marketing*

[www.IMA-Studio.info](http://www.IMA-Studio.info)

03 **DEFINE**

04 **ASSESS**

05 **RESEARCH**

06 **DESIGN**

08 **DELIVER**

10 **PRESS**

# DEFINE

---

The design team spent the start of the semester defining the project deliverables, researching, meeting with the community partners, and creating a timeline based on the needs of the client. With college, sporting, and holiday events around the corner, it was essential that the design team stuck to a strict schedule.

## Questions

- Signage- Do you have any signs/stands we reuse (save money) and design reuse (announcements)?
  - Sale signs, hours, general info
  - Take inventory of all signage they they
- Logo- Willing to change logo? If so, any being used now?
  - Cost of reprinting, if people are used to
- Social media- ~~Who takes your photos for~~ photos/templates? What program for e
- Web- claim Google page?
- Sales/Coupons- Do in store sales apply

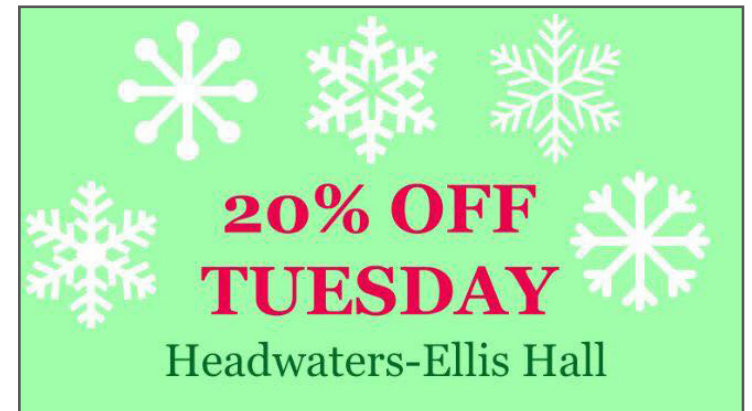
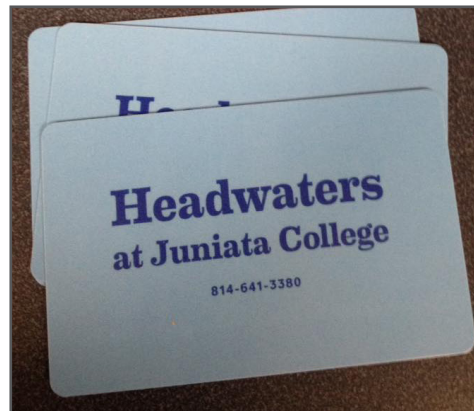
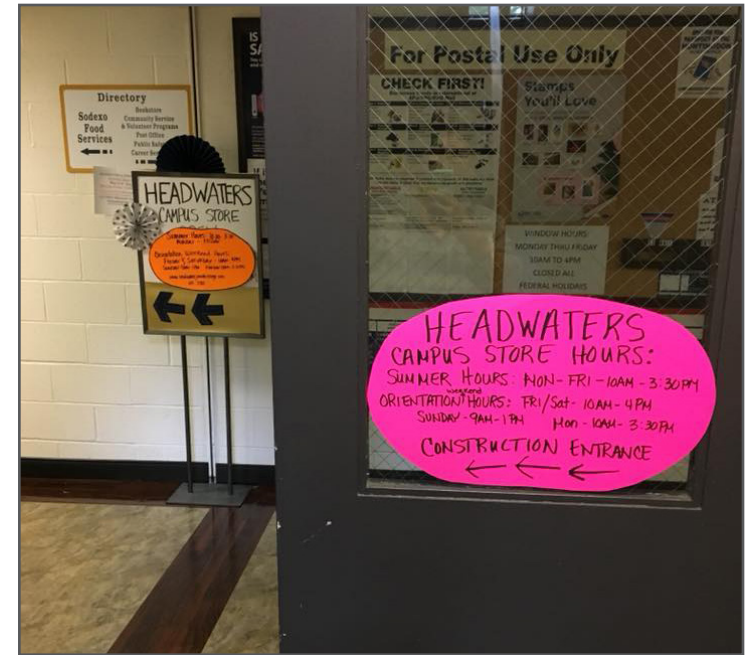
## Deliverables

Final goals for Headwaters



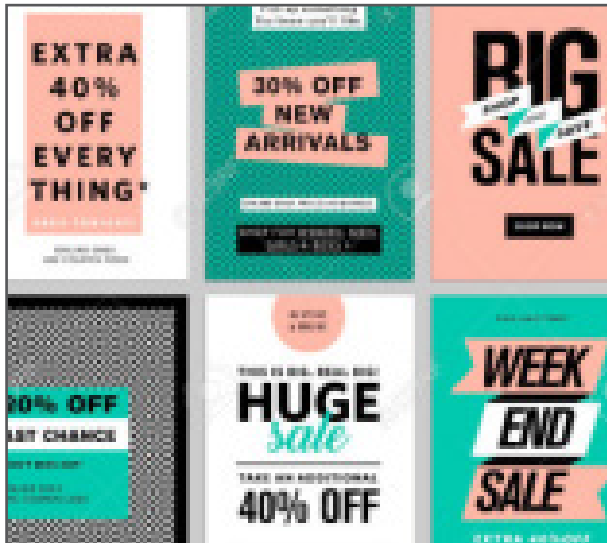
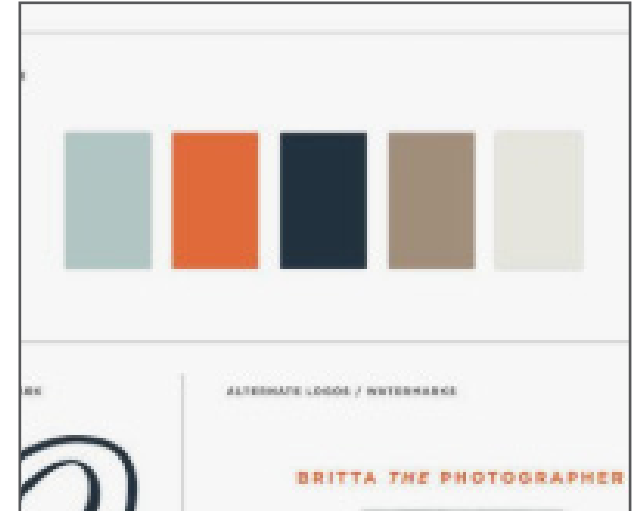
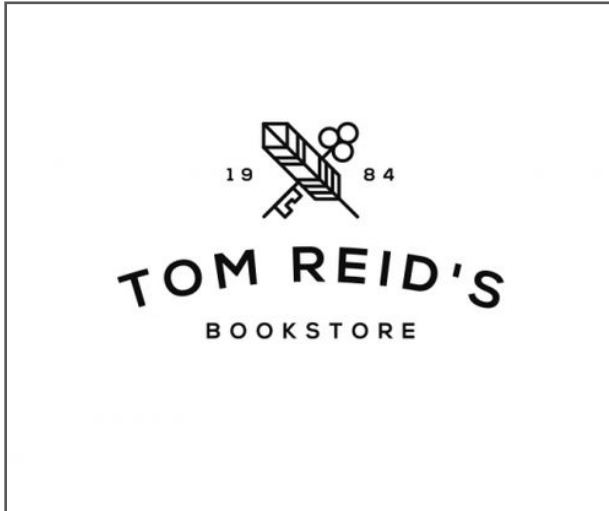
# ASSESS

After assessing the scope of the project with our community partner, the designers identified needs for a new brand and wayfinding signage.



# RESEARCH

While the team prioritized research as the first step in the design phase, they realized there were many areas of influence to pull from. From an old painting, a collegiate type style, to bold and modern colors, the team began collaborating closely with our community partners to identify a unifying style and tone for the final design deliverables.



# DESIGN

---

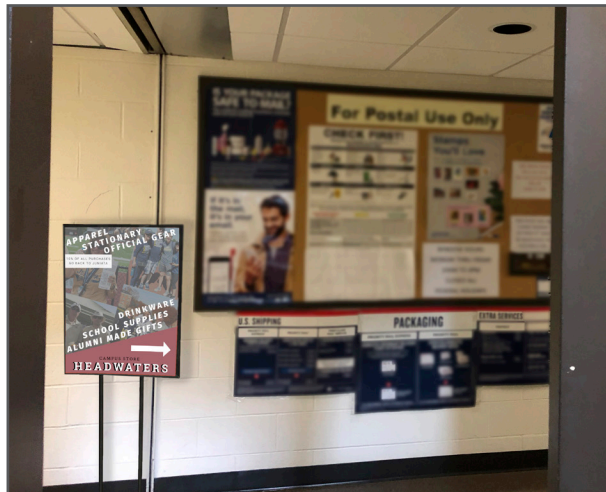
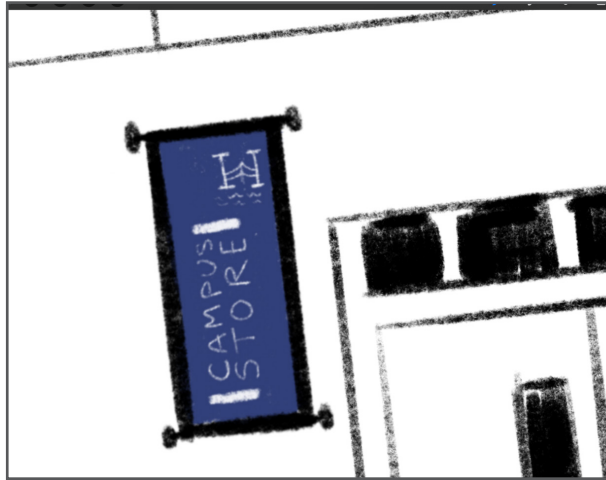
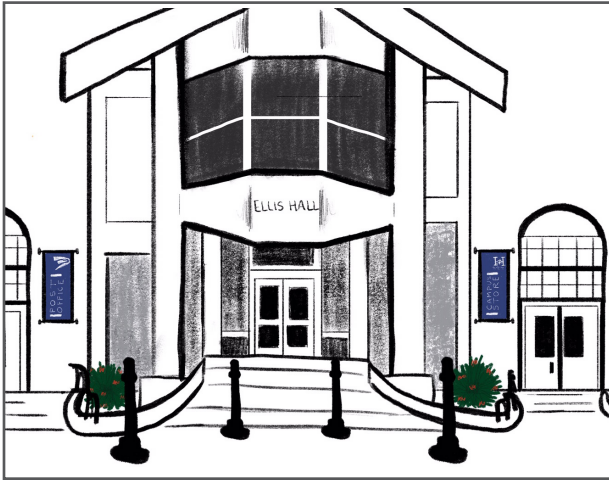
New deliverables and materials needed to reflect the desired feelings of community and nature. The community partner wanted to focus on being a bridge that closed the gap between Juniata College and the Huntingdon Community. Below is a process of creating the new logo.





# DESIGN

New deliverables and materials needed to reflect the desired feelings of community and nature. After creating this branding identity, the design team wanted to focus on creating deliverables that followed these newly instated guidelines. Below is the process for creating the wayfinding signage.



# DELIVER

The designers, in team with the community partner, created a new branding identity with a style guide, interior and exterior wayfinding signage, hours signage, and business cards. The team also provided Headwaters with files to create new gift certificates and clothing tags. All of these deliverables were created with the new color palette and fonts in mind, making use of the new style guide.

## HEADWATERS

campus & community store

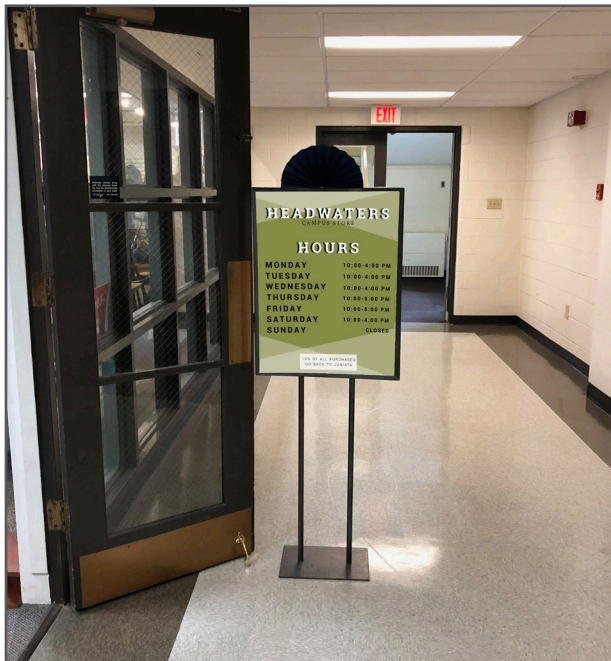
Ellis Hall, Juniata College

Huntingdon, PA

(814) 641-3380

[www.headwatersjuniatacollege.com](http://www.headwatersjuniatacollege.com)

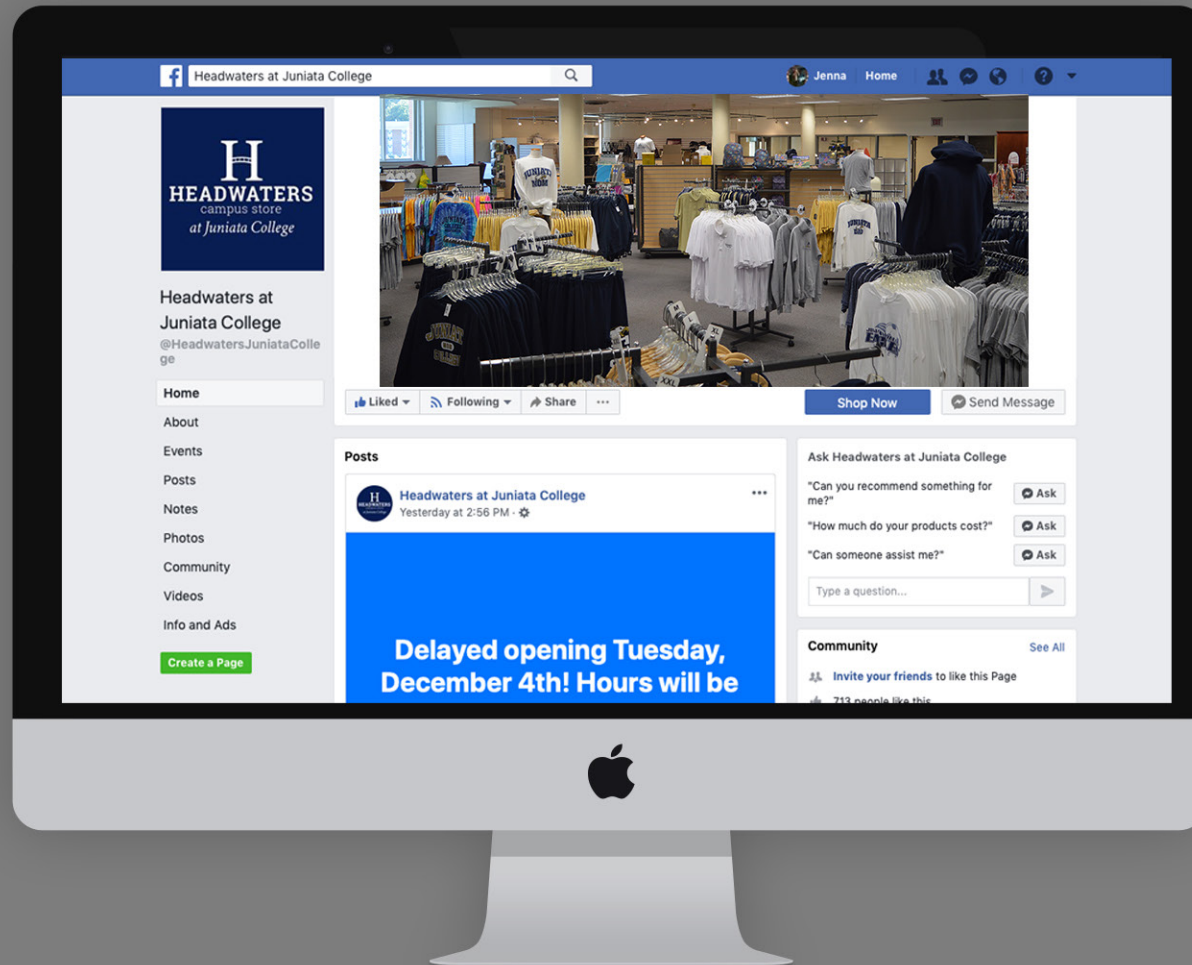
[headwatersjuniatacollege@gmail.com](mailto:headwatersjuniatacollege@gmail.com)





# DELIVER

New online logo with social media banners that show off the new branding identity. Proposed future materials include holiday and sports events style Facebook banners, and seasonal product photography.



## Headwaters at Juniata: A Bridge Connecting the Community and College



HEADWATERS AT JUNIATA COLLEGE · MONDAY, DECEMBER 3, 2018 · READING TIME: 3 MINUTES ⚙



Huntingdon, Pa. – On Mon. Dec. 3, 2018, Headwaters, the store located in Juniata College's Ellis Hall, launched their new brand that was created by Integrated Media Arts (IMA) students. The Shucks, owners of Headwaters at