



Rebrand Deck
by Oscar Mendoza
Typography ART 323

CAMMA PHI
CIRCUS
ILLINOIS STATE UNIVERSITY



CREATIVE BRIEF

Gamma Phi Circus is the oldest collegiate circus nation wide, based in Normal-Bloomington, Illinois. It supports acrobatics and circus art in higher education with a student executive board and dedicated Gamma Phi staff. Many students and alum are recognized throughout many different shows around America. Including but not limited to Disney World, Busch Gardens, Universal Studios-Florida, Great America, as well the Macy's Thanksgiving Parade in New York.

The organization has gone through thick and thin with their first shut down from WWII and soon coming back up. Then going through the Pandemic in 2021 with their first nation wide live stream performance.

Their 100th annual is approaching and Gamma Phi is looking for a fresh new look. Our goal is to make a formal and nostalgic look for our collegiate organization. Helping stand out while also looking back on many iconic circus groups.



PROCESS

Looking at any images that would help resonate with the aesthetics of a vintage circus while having its modern twists with it's solid shapes. Starting off by looking at archives of the Ringling Bros was a huge help for the overall assets of Gamma Phi. Including their florals, as well the logos hierarchy.

We started off with Gothic and Serifs for the logo but quickly had trouble with trying to not heavily be inspired by the Ringling brothers. Giovanni Baustista's work later came up in mind for the overall art of the logo. Which is how the strips came into play.

Disney and Shrek was one of the biggest motivating factor for giving its own nostalgic feel for Gamma Phi. Rubber hose was another idea that was put on the board but naturally drifted away with some sketches was inspire the circus.



Gamma phi Circus

GAMMA PHI CIRCUS

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Gamma phi
circus

GAMMA PHI CIRCUS

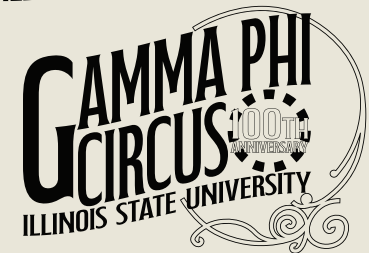
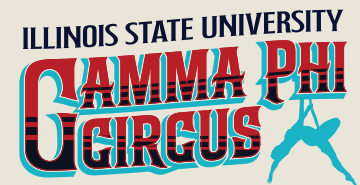
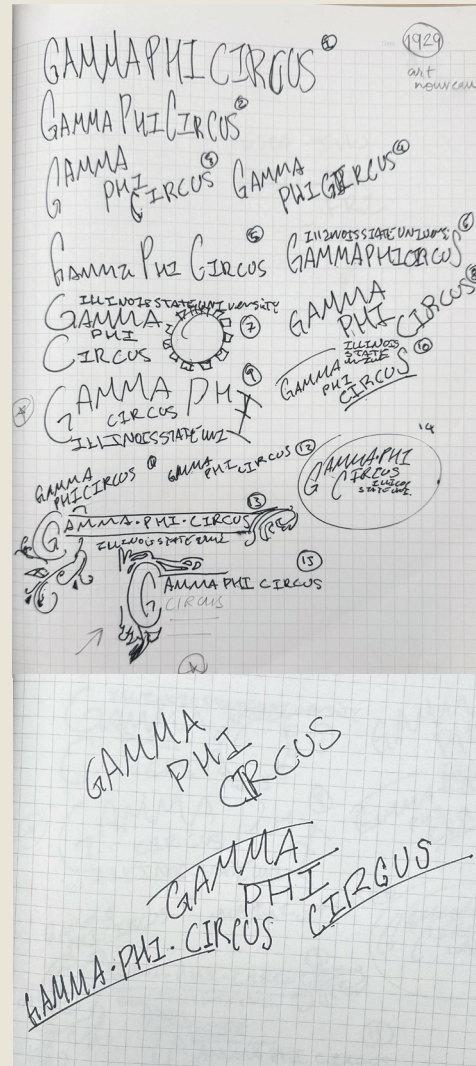
LOGO PROCESS

Throughout the ideas and I had put under, nothing can be compared to when I had my drafts reviewed by multiple people for their idea of a circus.

Biggest takeaway was to work on the color that works best. But as well steering away from the standard color combination for circus. Like the red and yellow stripes.

Had to step away from the florals that I had originally planned since it confuses the audiences what they are and they don't stick with a single theme overall.

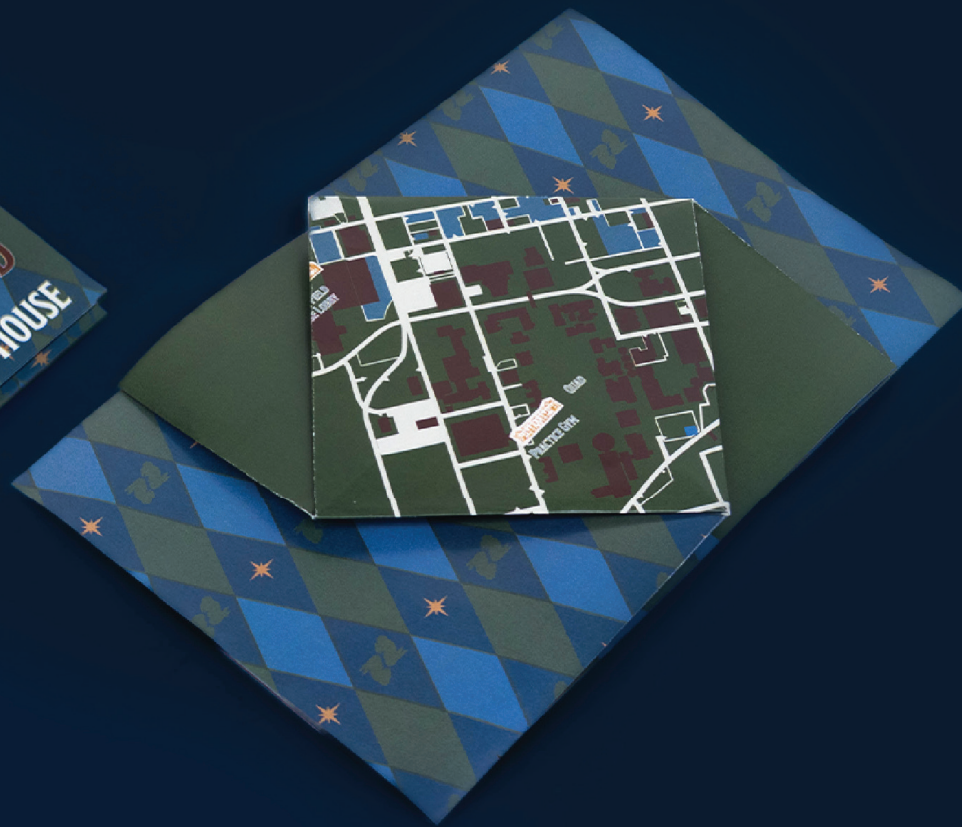
The 'Illinois State University' text has to be an after thought because they are not depended by the University entirely (self-funded). But they are represented as a collegiate group.



MAP AND PROGRAM



FOLDED



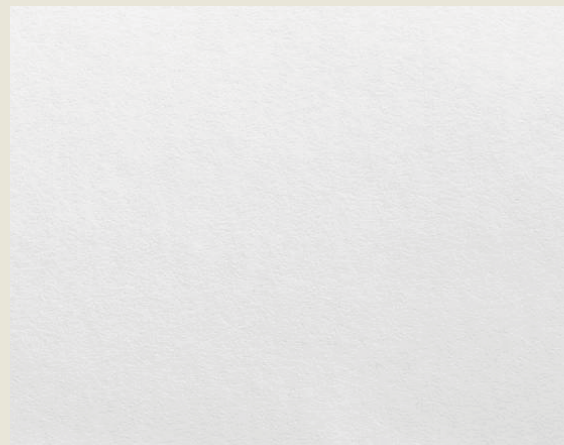
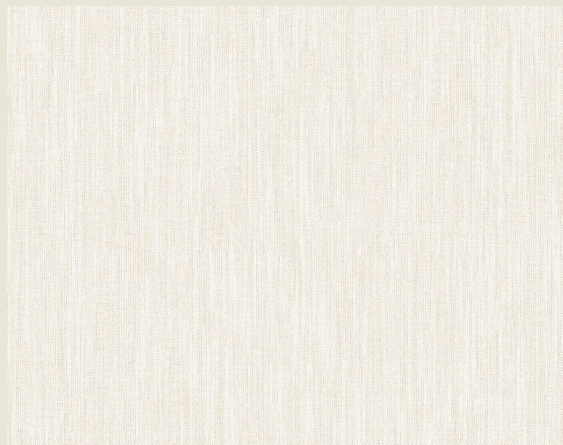
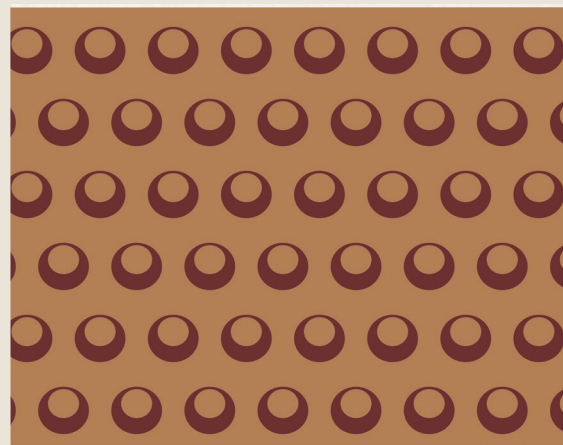
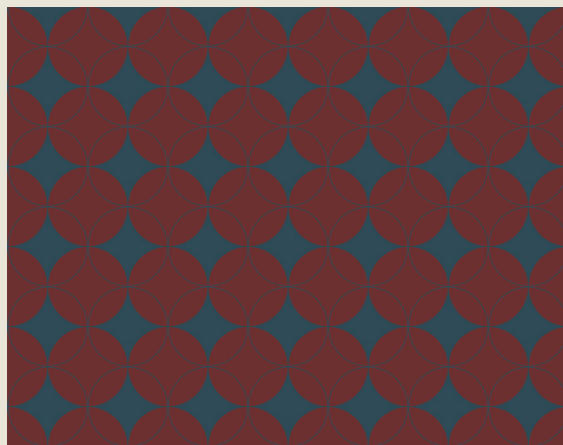
STICKER



BADGES



PATTERN AND TEXTURE



T-SHIRT





Fomend

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