

bark
plug

OBJECTIVES

- Create a unique look for brand that fits with brand personality
- Illustrate logos and icons that share similar motifs as well as match the brand personality
- Draft web and mobile app concepts/prototypes for the brand
- Generate mock-ups for mobile and web devices as well as social media

PROCESS

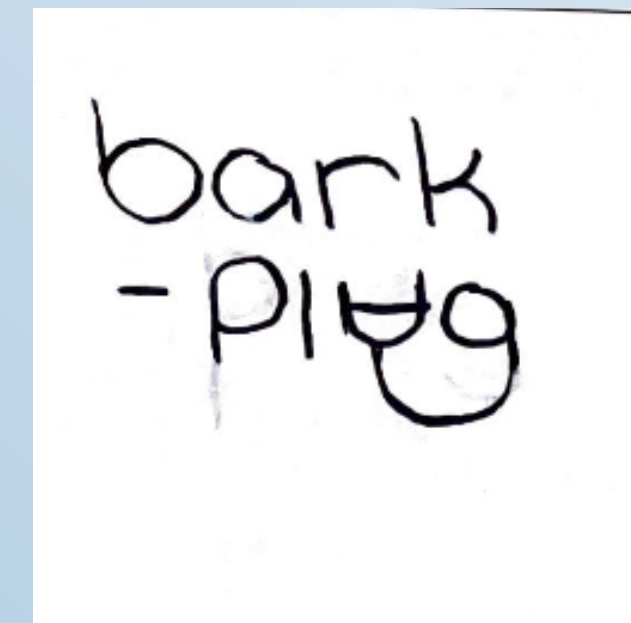
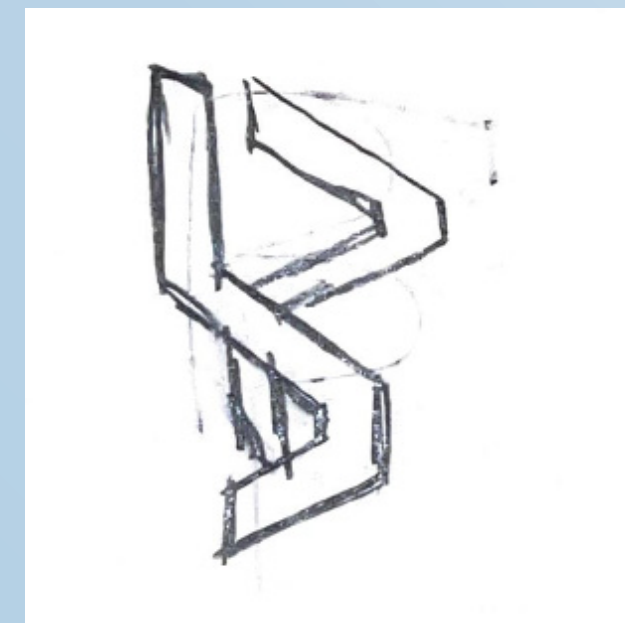
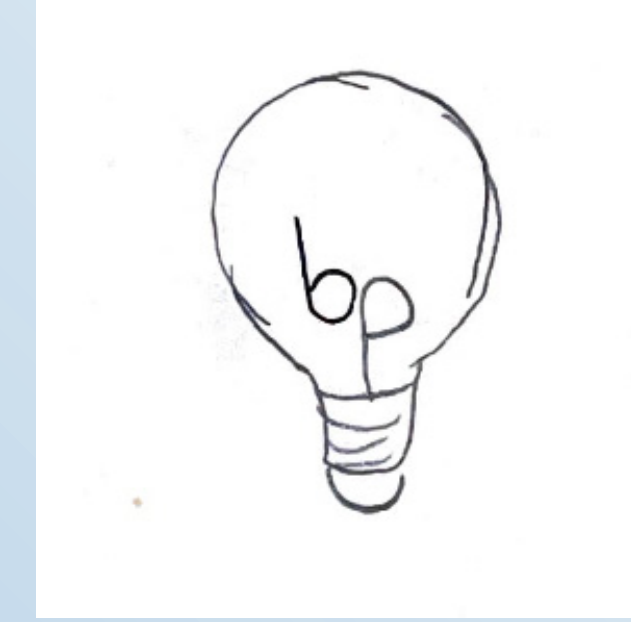
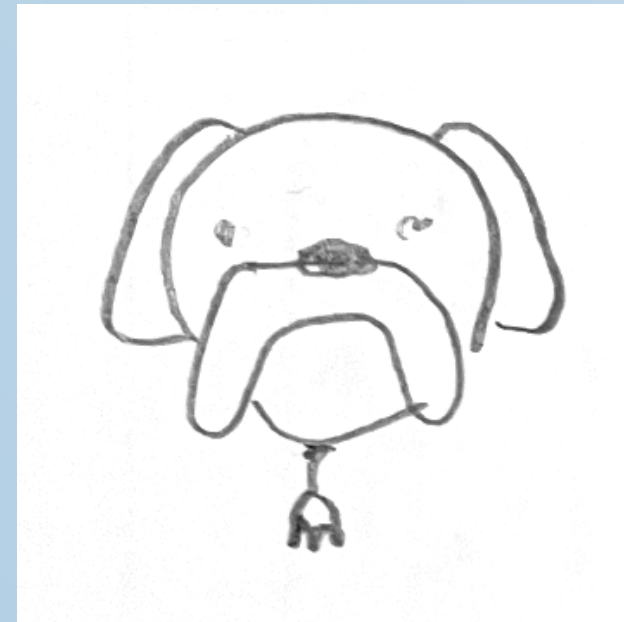
1. Thumbnails, Mind Maps, & Moodboards
2. Refining Logos, Visualizing Web, & Mobile Landings
3. Revisions to the Refinements
4. Social Media Asset Mockups
5. Figma Wireframe & Prototype
6. Package

INITIAL THUMBNAILS

OUR PROCESS

Like most designs, creation of our logo required research and thumbnailing to help sift through ideas of what the brand might look like.

The thumbnail and research process helped us create a logo and icons that will be utilized moving forward.



LOGO DEVELOPMENT

DESIGN CONCEPT

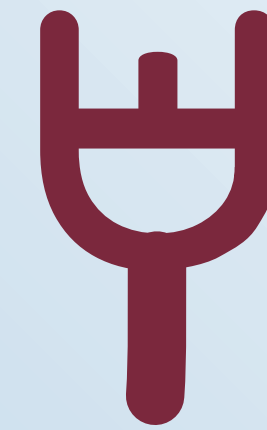
bark-plug

MAIN FOCUS: CONNECTIONS

While developing the logo, our goal was to create a cohesive representation of the connectivity allowed through Bark-Plug. Visually, the connection between the typography and the icons creates a sleek, welcoming design that encapsulates the brand.



- HYPHENS
- SPARK
- CATALYST
- PROACTIVE
- NOISE

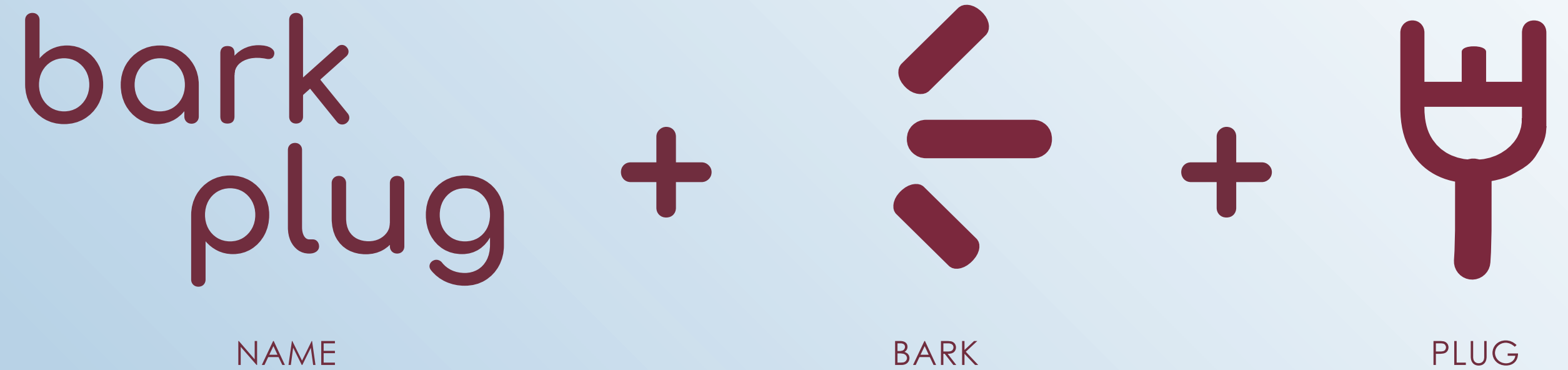


- CONNECT
- PLUG
- INFORMATIVE
- ELECTRIC
- INNOVATIVE

LOGO DEVELOPMENT

VISUAL BUILDING BLOCKS

- Circular san-serif, manipulated typeface
- MSU's established brand colors
- Circular visuals are important when wanting elements of a design to feel friendly and wholesome.
- Sound illustration stemming from the 'k' in bark to convey communication
- Deconstructed plug illustration in the 'u'
- Connecting line that unifies the two words to establish the feeling of being connected



FINAL LOGO VARIATIONS

bar|k
p|e|g

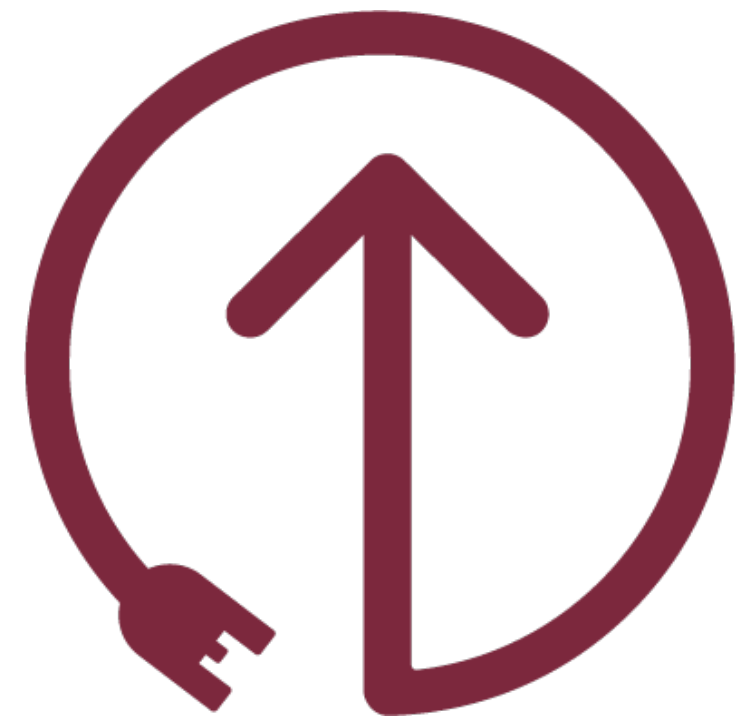
bar|k
p|e|g

bar|k
p|e|g

bar|k
p|e|g

bar|k
p|e|g

COLOR PALETTE



#FFFFFF

R: 255 C: 0
G: 255 M: 0
B: 255 Y: 0
K: 0



#702E3E

R: 112 C: 40
G: 46 M: 86
B: 62 Y: 58
K: 38



#BDD4E7

R: 189 C: 24
G: 212 M: 09
B: 231 Y: 03
K: 00



#007DA5

R: 0 C: 100
G: 125 M: 33
B: 165 Y: 27
K: 02

Century Gothic Pro

Aa

Bold
Bold Italic
Regular
Regular Italic

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

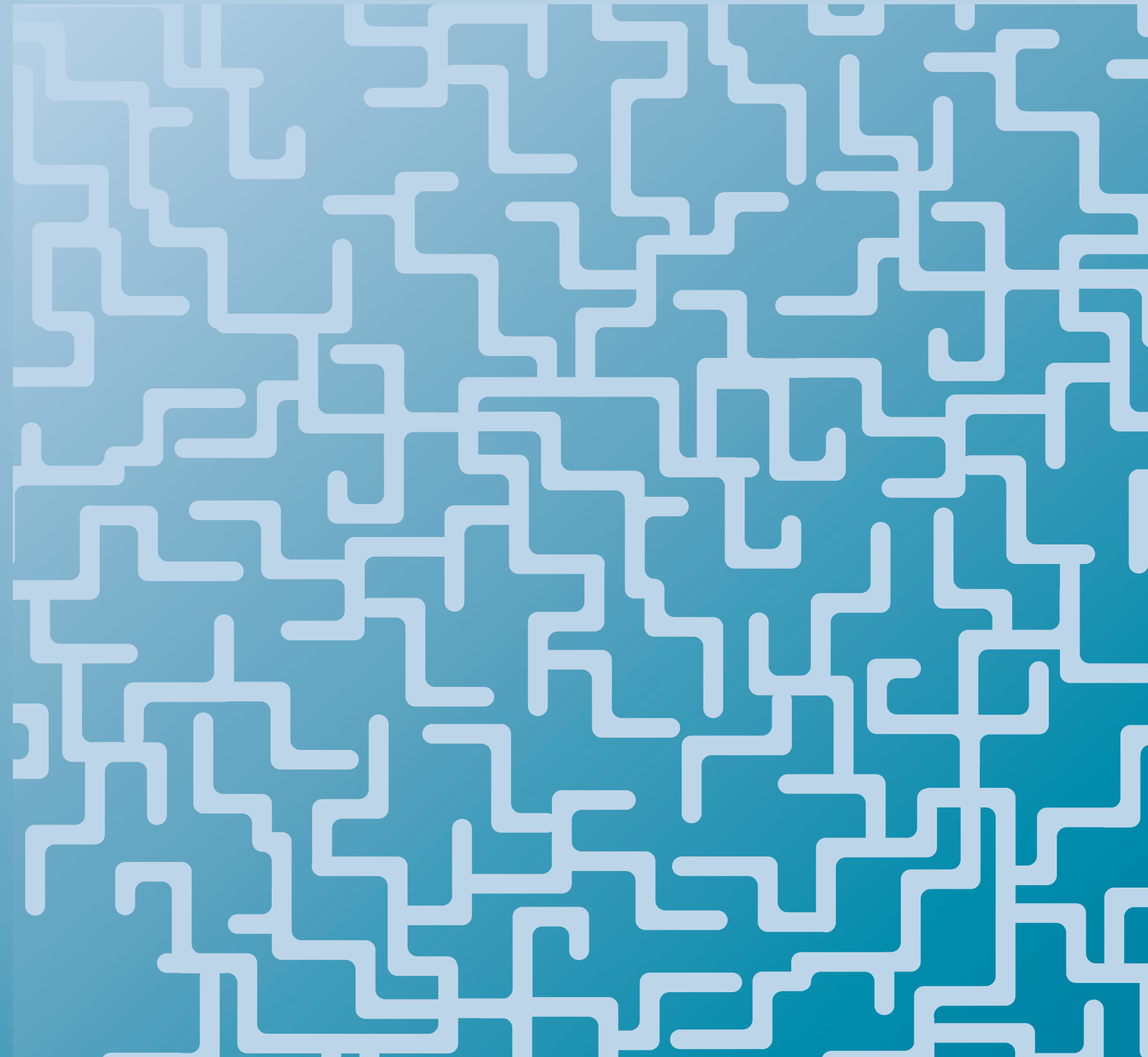
a b c d e f g h i j k l m n o p q r s t u v w x y z

a b c d e f g h i j k l m n o p q r s t u v w x y z

1 2 3 4 5 6 7 8 9 0 ! ? @ # &

ICONOGRAPHY





AI REPRESENTATION



Meet the face of Bark-Plug! This is the avatar of the AI technology that will assist you with anything & everything Mississippi State. The design captures a bot-like bulldog with a style representative of the Bark-Plug brand.

PATTERN

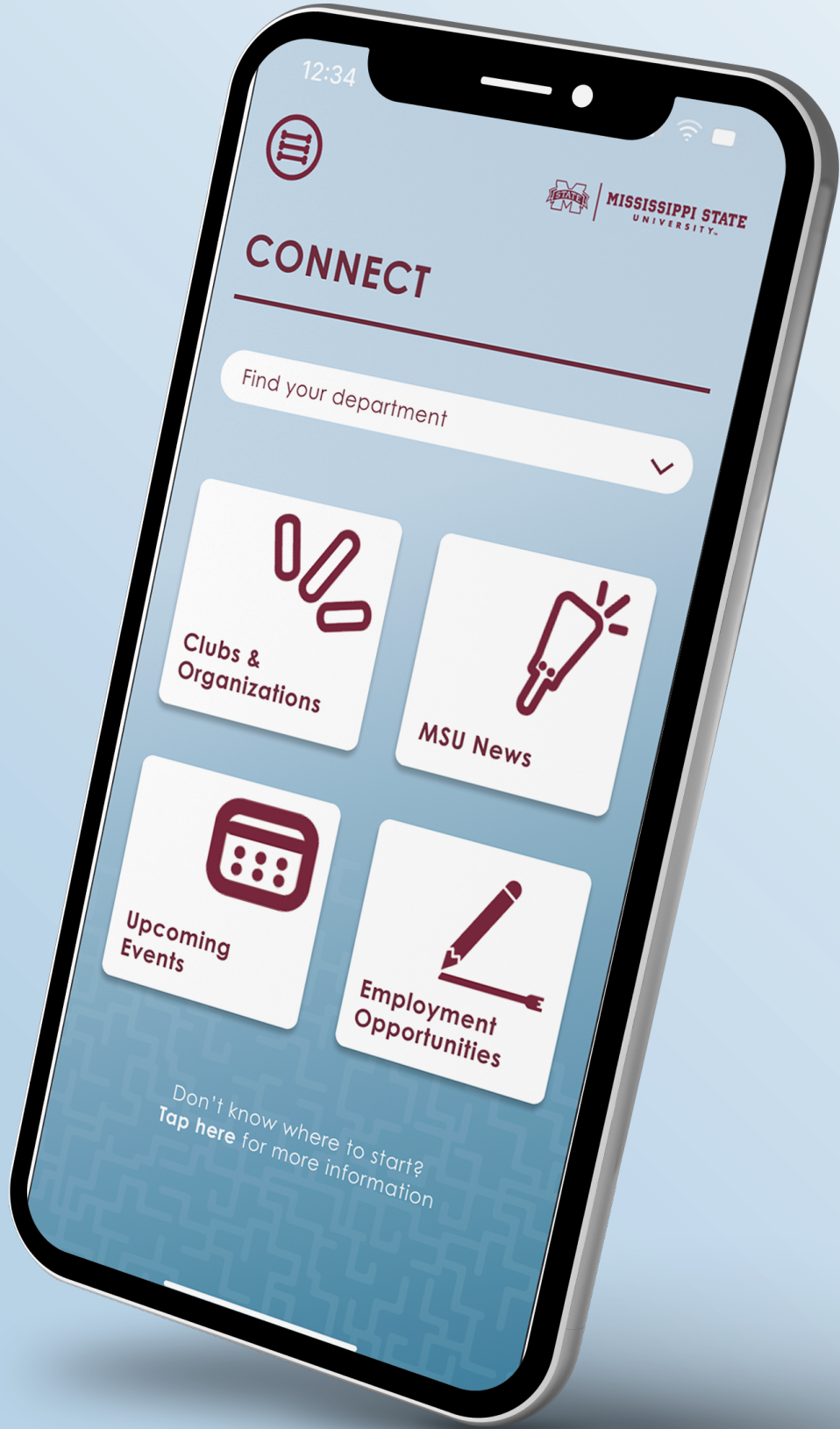
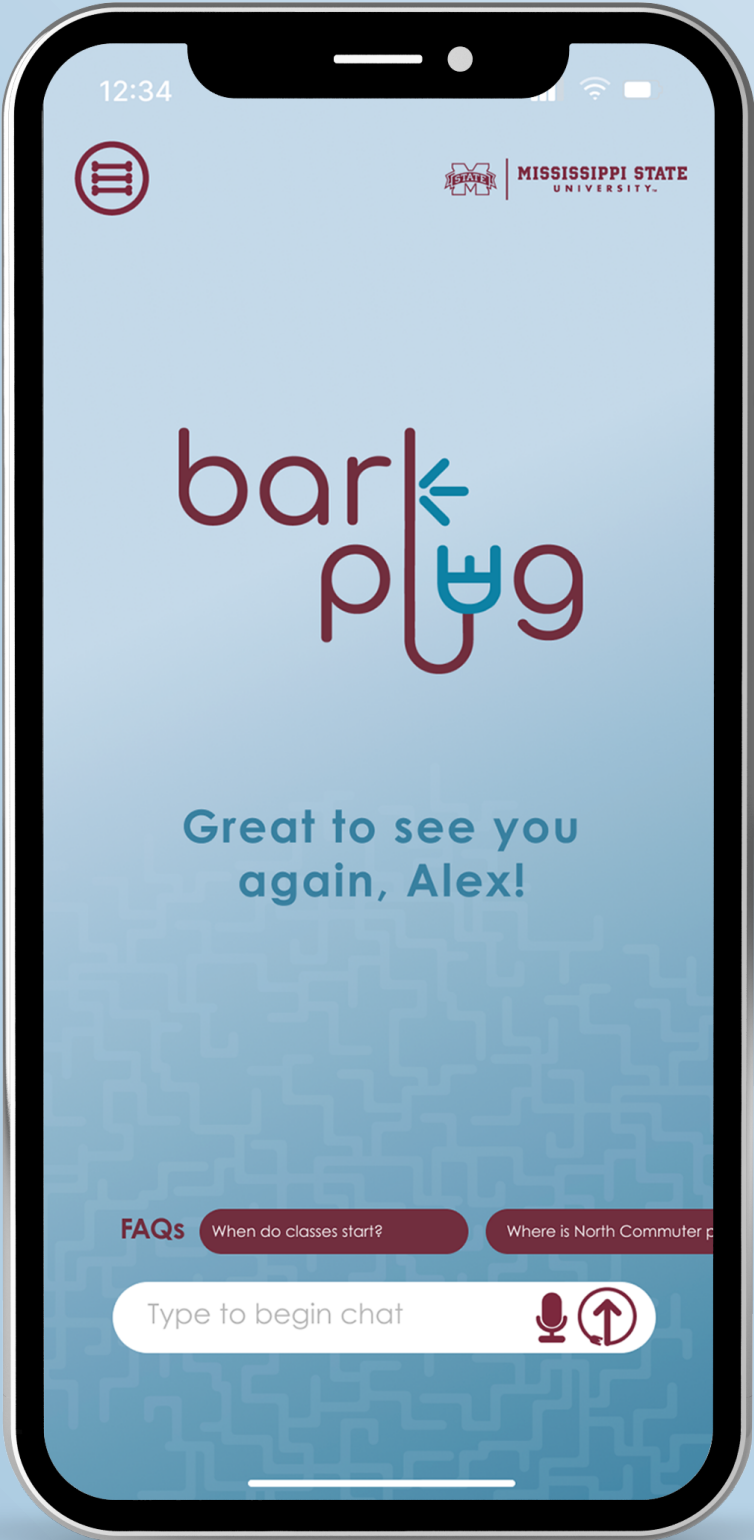
To capitalize on the main focus of connectivity, this pattern encompasses the countless links & circuits found subjectively throughout technology and the human mind.

MOCKUPS

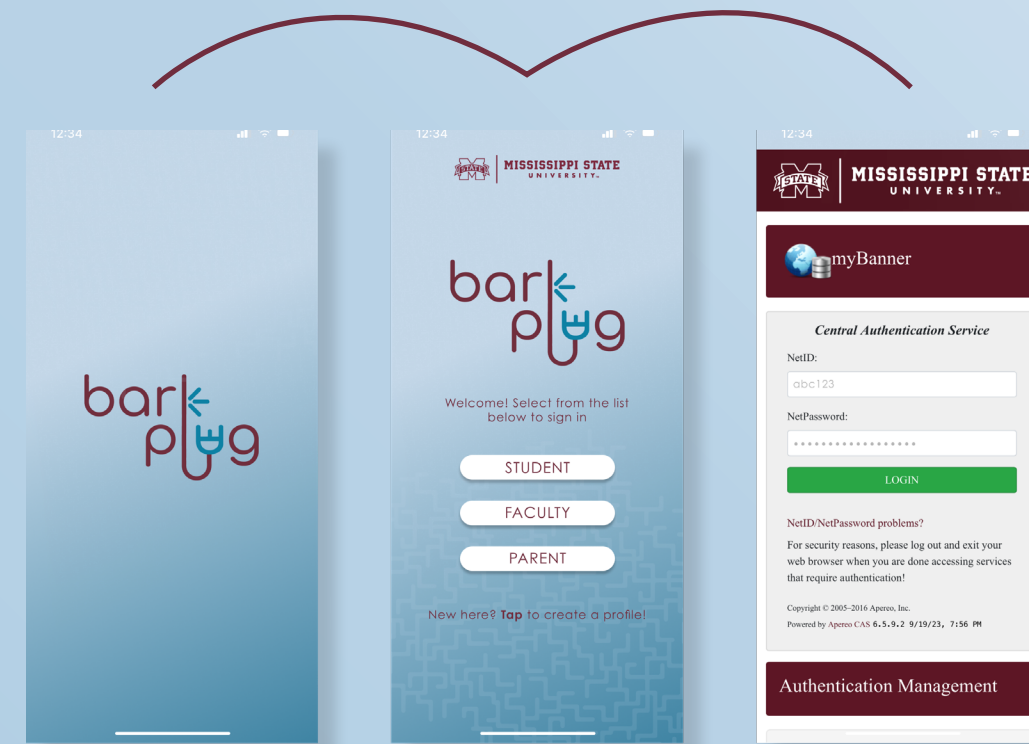


- Sleek and modern
- 2/3's of the screen utilized for chatting
- Hamburger menu for webpage to function consistently to mobile page
- News/fact of the day panel under our logo
- Reinforce the connection to the community that BarkPlug initiates

MOBILE MOCKUPS



WIREFRAME



1. App opens to login, would continue through NetID and Duo Mobile verification



3. After typing, the landing (New Chat) smart animates to the Recent Chat thread.

While the bot is typing, a logo animation displays the loading process. Once loaded, the bot's response will smart animate under the chat.

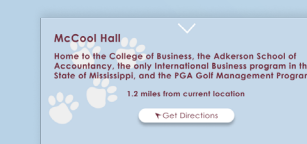
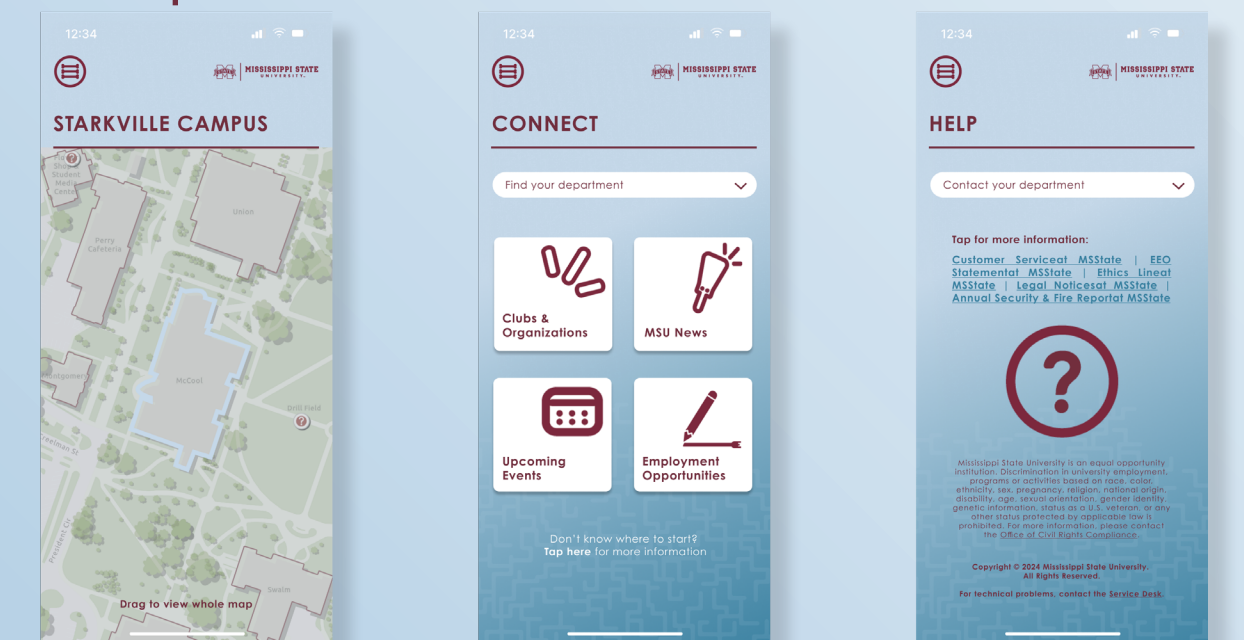
2. Once signed in, the landing allows for new chats with access to the menu.

Menu provides navigation to each category, and provides an MSU related fact of the day. This space can also be utilized for any important announcements pertaining to the university.

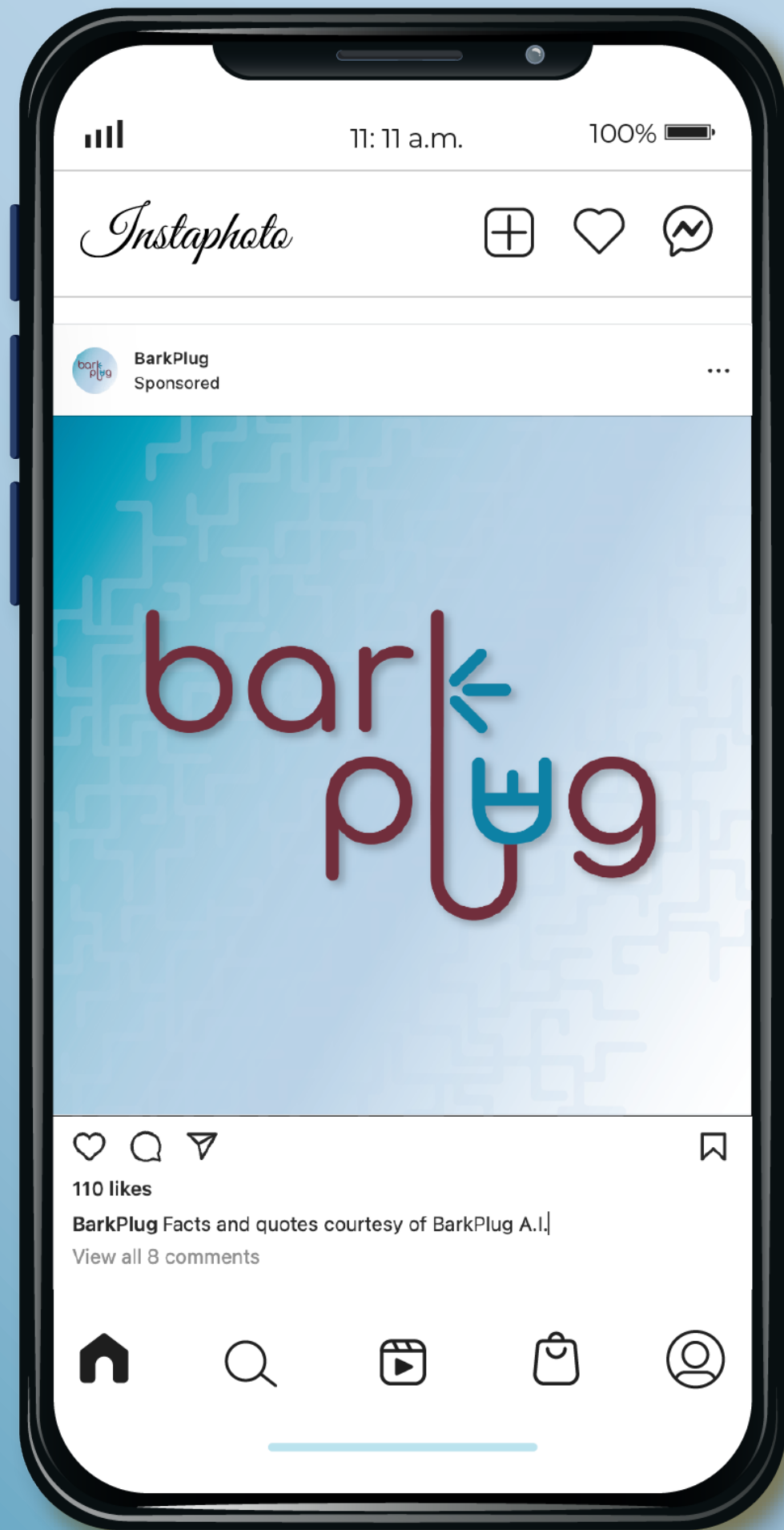
4. Chats containing links will either direct to available hubs (Campus Map etc.) within the app or to a pre-existing MSU source.



5. The profile page provides basic information pertaining to the "Customize Avatar" hub allows for a personalized experience through avatar color and design selection




SOCIAL MEDIA ASSETS



Did you know?

Mississippi State University adopted the Bulldog as its mascot due to its symbolic representation of strength, tenacity, and determination.




Did you know?

The term "Starkvegas" is often used by students and locals to add a sense of excitement and energy to the town, especially in relation to the university and its events.

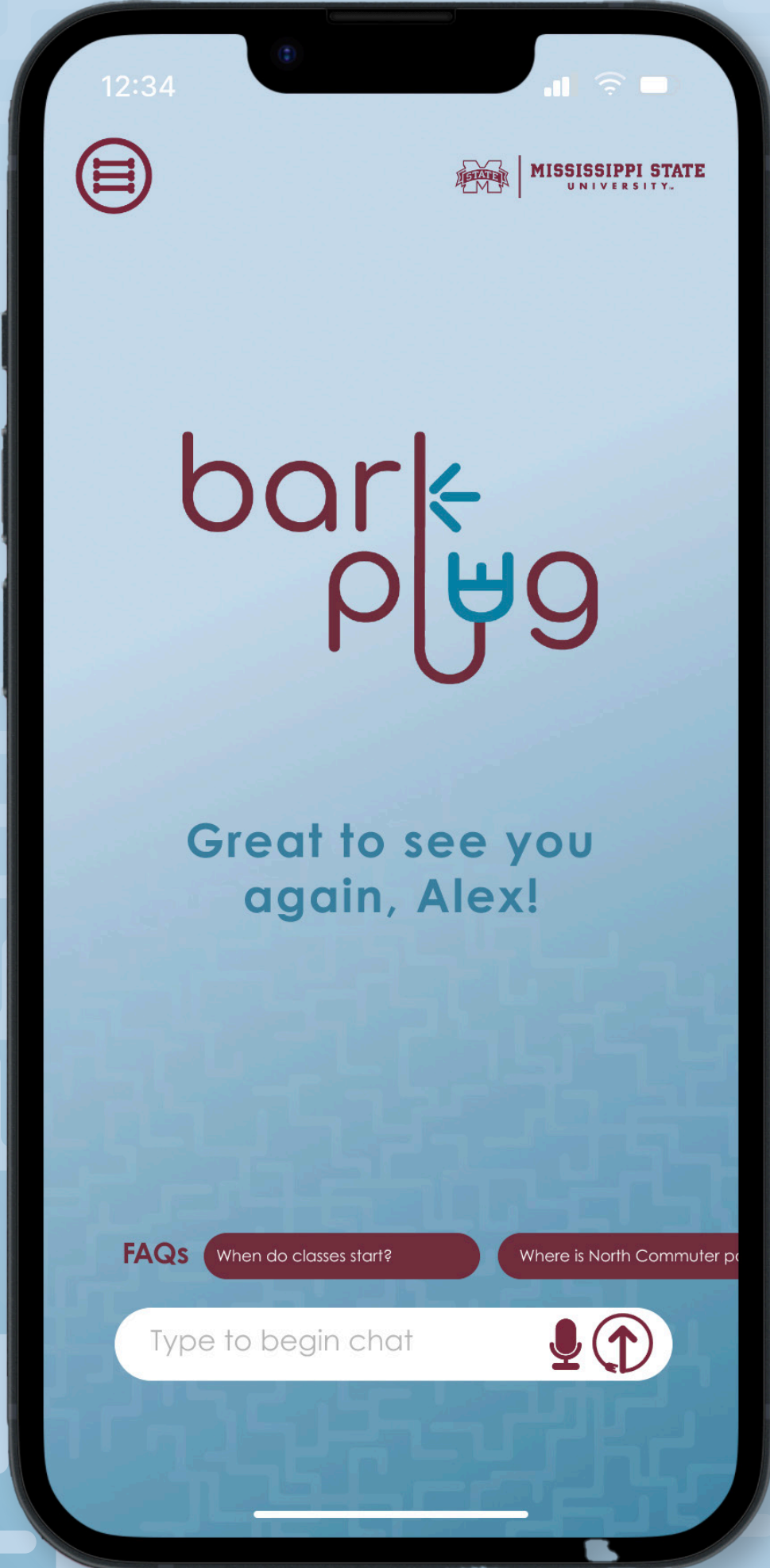


A.I. Quote of the Day

"Education fuels the flame that lights the path to endless possibilities."



SIMULATION VIDEO



IOS APP ICON

THANK YOU FOR YOUR TIME!

Q & A