

PLANE JANE'S

Process Book
Sarah Dilts

BRIEF

Plane Jane's

This establishment is a proposed chain of sandwich shops to be located in airport terminals. The name is a variation of the term "plain jane." The theme and decor is obviously one of aviation but also has a secondary theme addressing women in flight. Proprietary use prohibited the use of the name Amelia Earhart, but images of her and other women as pilots as well as women in manufacturing will be used (Rosie the Riveter, Harriet Quimby and others). The menu itself is a mixed assortment with no specific reference to aviation except in loose naming (the 12 inch monster sub is called the H. Hughes and the Kitty Hawk is the original PB&J bagel). This isn't exactly a fast food establishment, however it's more accessible than a high end restaurant. Graphic Identity should be **historical yet contemporary, feminine but heroic**. Bring em' in with an awesome logo. Do your research and be original.

WORD LIST

+**heroic**

+**airplane**

+machines

+independence

+**retro**

+**strength**

+gears

+work

+feminine

+historic

+flight

+mechanics

+WWII

+**bold**

+maps

+daily grind

+workforce

+women

+“Patriotic Posters”

+metal

+**wings**

+compass

+dials

+machinery

+jets

+**goggles**

+**aviation**

+bomber jackets

+juxtaposition

+feminisim

+W.O.W

+gloves

+industrial

+bolts

+nostalgic

+sandwich

+rustic

+grain

+tools

+approachable

+accessible

+**friendly**

+family

+hall of fame

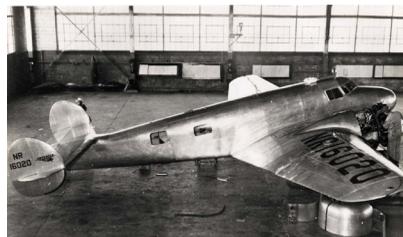
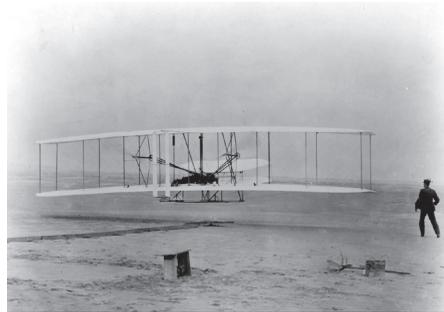
+star spangled

+fun

+modern

+bright

RESEARCH — Female Aviators and Old Planes



RESEARCH — WWII Posters



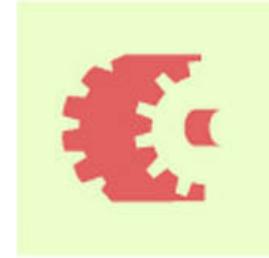
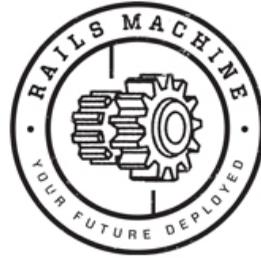
RESEARCH — Planes and Aviation



RESEARCH — Wings



RESEARCH — Mood and Style Inspiration



RESEARCH — Competitors and Similar Branding

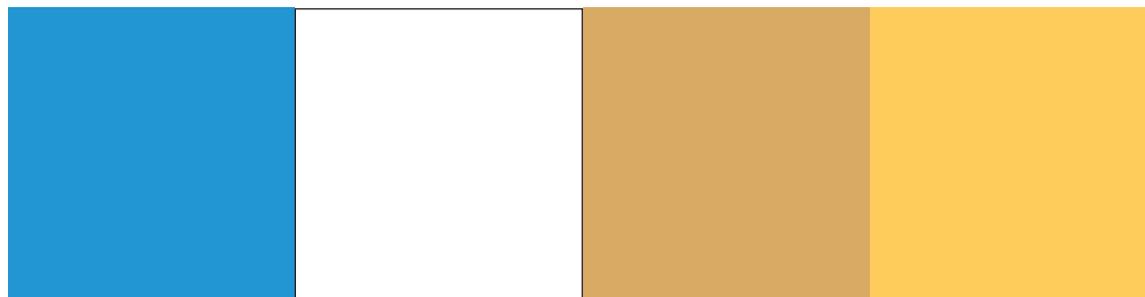


RESEARCH — Color Palette

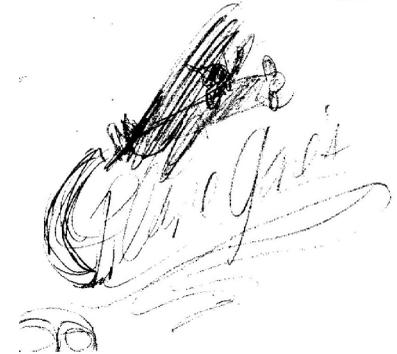
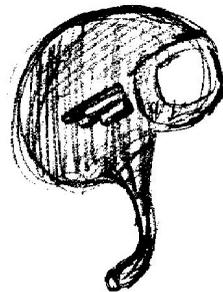
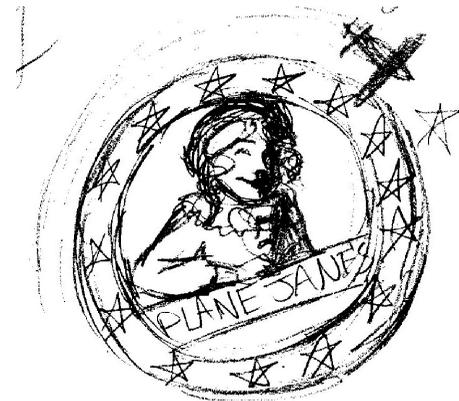
Original Color Palette



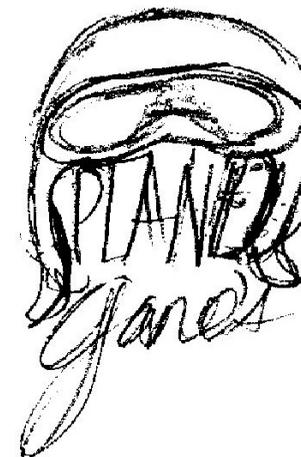
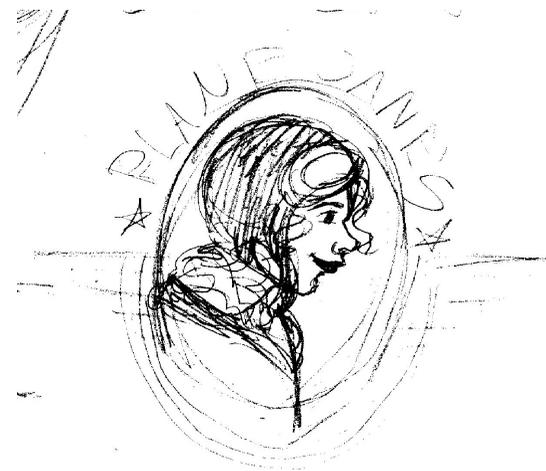
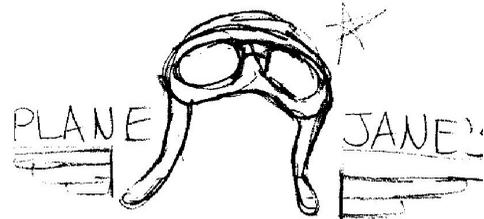
Final Color Palette



Ideation — Symbol and Combination Sketches



Ideation — Symbol and Combination Sketches

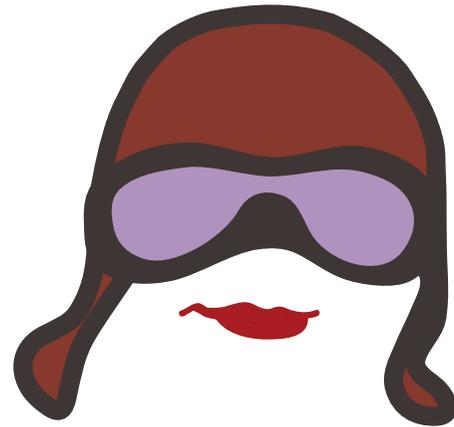


Logo Designs — Symbol

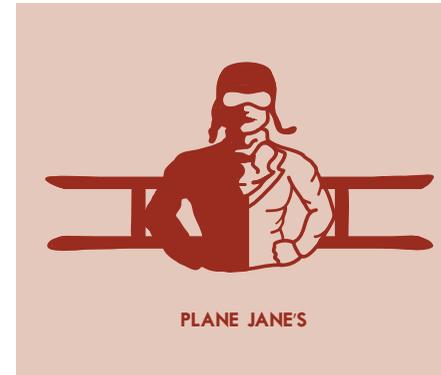
1st Critique



PLANE JANE'S



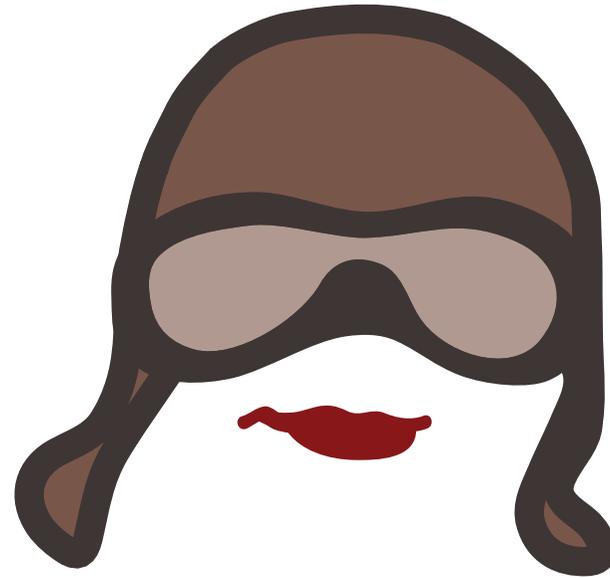
PLANE JANE'S



PLANE JANE'S

Logo Designs — Symbol

Refinements



Ideation — Typography Sketches

PLANE *Jane's*

PLATE *Jane's*

Plane Jane's

PLANE JANE'S

PLANE
JANE'S

~~PLANE JANE'S~~

PLANE

Plane Jane's

Ideation — Typography Sketches

PLANE
PLANE'S
17/11/11

Plane
James

PLANE
PLANE'S

PLANE
PLANE'S

PLANE
PLANE'S

Plane
PLANE'S

Ideation — Typography Sketches

PLANE JANE'S

PLANE
JANE

PLANE
JANE'S

PLANE

PLANE
JANE'S

JANE'S PLANE
JANE'S

PLANE
JANE'S

JANE'S
PLANE

PLANE
JANE'S

Pacifico

Yesteryear

Grand Hotel

Lobster 1.3

Impregnable

BE Script

Black Jack

Fascinate

Motor Oil 1937

Sonsie One

Rochester

Remachine Script

RACE BRANNT

MONOTON

Hamburger Heaven

DUSTY ROSE NF

Deftone Stylus

Gastro Script

Logo Designs — Typography

*Plane
Jane's*

PLANE
Jane's

*Plane
Jane's*

PLANE
JANE'S

PLANE
JANE'S

*Plane
Jane's*

PLANE
JANE'S

*Plane
Jane's*

PLANE
JANE'S

Logo Designs — Typography

Finalists

*Plane
Jane's* ✱

PLANE
JANE'S

*Plane
Jane's*

Ideation — Combination Marks

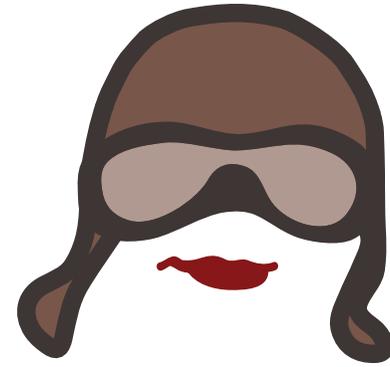


Logo Designs — Combination Mark

Finalists



Logo Designs — Finalists



Plane Jane's

PLANE
JANE'S

Plane Jane's

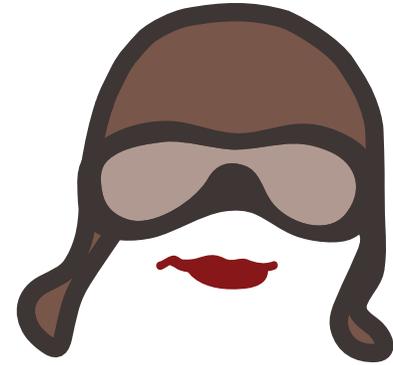




Plane Jane's



PLANE
JANE'S



Plane Jane's





Final Logo

*Plane
Jane's*

Translations – Outside the Restaurant

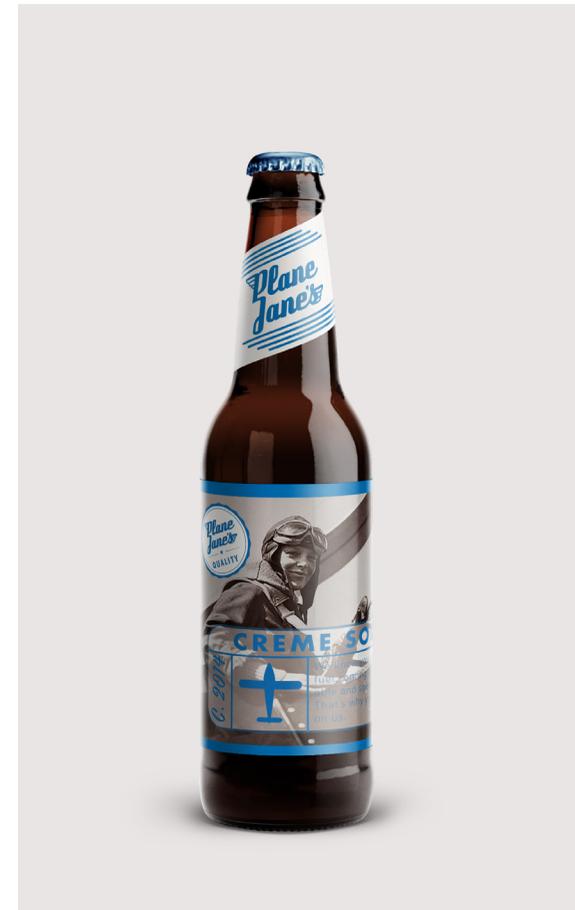


Above: The Plane Jane's logo works with both reflective and solid surfaces. This is how it would appear on a glass surface such as a door or window.

Left: Although a larger menu will be available above the deli counter in the shop, there will be a menu installed outside of the shop for potential customers simply viewing the options and prices.



Translations – Prepackaged Foods



Plane Jane's will also be creating their own supply of food products to be sold in the shop. This includes chips, soda, and cookies.

Translations – Shirts (Merchandise and Uniform)



It is part of the employee uniform for people working at the deli to wear the standard Plane Jane's t-shirt. Their status as employee will be recognized by customers through 'Pilot' printed on the back of the t-shirt. Customers can also buy their own Plane Jane merchandise. This includes colored t-shirts, travel mugs, mugs, and wing pins.

Translations – Stationary



Featured: Bag for retail products (as indicated by stylized collage treatment), bags for food products, coffee cup, business cards (front and back), gift cards with fitting envelope and sleeve, and corporate stationary.

*Plane
Jane's*