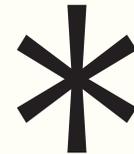




House Industries  
**@ VANS**



**Collaboration Release Party  
Process Book**



**Katie Howard  
Summer Quarter 2017  
Graphic Design Production  
SCAD Atlanta**



# Creative Brief



For my invitation I decided to create a brand collaboration between Vans sneakers and the well known design firm House Industries. The invitation is to attend the collaboration launch party of the brand new designs, hosted at the House of Vans in Brooklyn, New York.

Through this project we were tasked with the concept of creating an invitation to an event of our choice. The invitations had to have standard features including: A matching envelope, RSVP, and an RSVP envelope. Each invitation was to be designed by using quality paper and utilize at least two special finishes including: Complex die cuts, foiling, or embossing.

As a brand collaboration invitation staying true to both aesthetics of Vans and House Industries was the most important factor when designing. The invitation was kept simple in terms of its fold complexity for easy readability. The accordion folds were intended to emulate the opening of a shoe box and the exciting reveal of a brand new pair of Vans featuring never before seen patterns. Each pattern was featured on the Vans Classic Slip On for optimum visibility and presented on postcard, as a takeaway for all that are invited. The RSVP is featured on the final fold and perforated to tear off and place in the corresponding envelope.



# Narrative



Two houses on opposing coasts join forces to create a collaboration featuring iconic designs brought together in one piece. celebrating their vintage aesthetics and expressive style.

Vans "Off the Wall" Sneakers first debued on the market in 1966 as a skating shoe alternative. In their 51 years of business they haave eveolved into one of the most well known sneaker brands around the world. As a brand they are always inovation and designing new styles and patterns to feature on their shoes. Self expression is a very important aspect of the brand. Vans gives their customers the option to customize a pair of to their liking. They also have had multiple brand collaborations over the years, from designers to movies or cartoons. Vans' although they are seem like they always changing, the actual shoe design has remained the same and are reffered to as the Classics, which gives them a vintage feel.

In collaboration with Vans, House Industries was an ideal partner as they have a very similar aesthetic in terms of their usage of color, patterns and homage to vintage yet classic design. House Industries is a design firm located in the state of Delaware, known for designing many fonts and collabrotaing with brand including Eames, Muji and Jimmy Kimmel. Their products range from toys to books and even clothing often featuring their typography work and patterns that are expressive and vintage inspired.



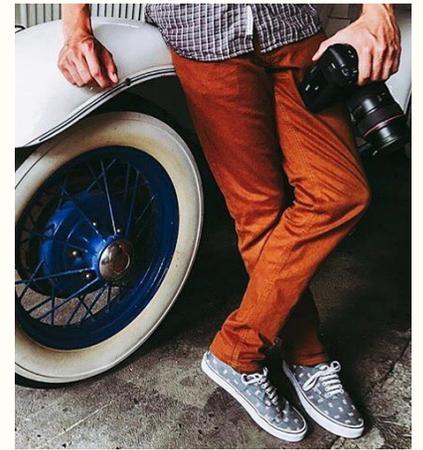
# Mind Map



House Industries Patterns Collaborations  
Fonts Design Sneakers  
Vintage Culture Androgynous  
BROKEN IN Loved House of Vans  
Rough Worn Skate California  
Edgy Surfing  
SKATEBOARDING



# Image Inspiration



# Typography



House Industries as a well known design firm is known for designing eccentric fonts and Vans for their expressive designs, it was most important to select typefaces that represented both brands and their collaboration accurately.

The typefaces used in the project were all but one House Industries designed fonts to remain as accurate to the brand as possible. Neutraface was used as the main font within the invitation. As a modern, geometric typeface that was designed with many different styles, making it very versatile. The sleek, iconic typeface was then paired with ITC Caslon Black for a bold, curvy comparison. The contrasting pair alludes back to the House Industries font Worth Numerals which is known for its playful shapes.

House Industries fonts including Chalet, Las Vegas, and Ed Benguait were used in the six featured patterns for the collaboration.

## Neutraface Bold

ABCDEFGHIJKLMN  
OPQRSTUVWXYZ

abcdefghijklmn  
opqrstuvwxyz

1234567890

!@#\$%&\*

## ITC Caslon Black

ABCDEFGHIJKLMN  
OPQRSTUVWXYZ

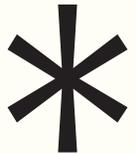
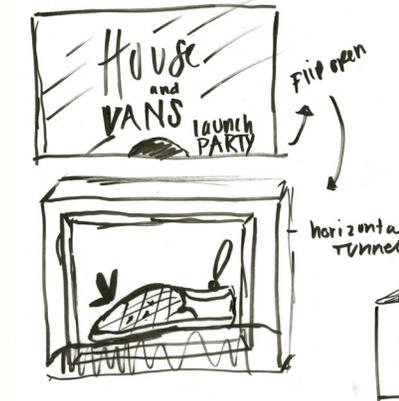
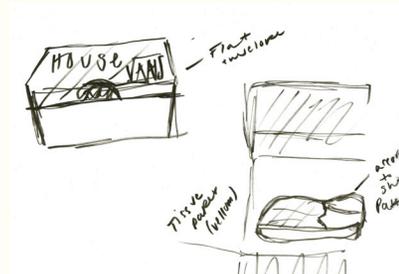
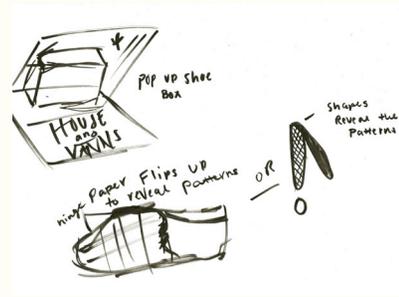
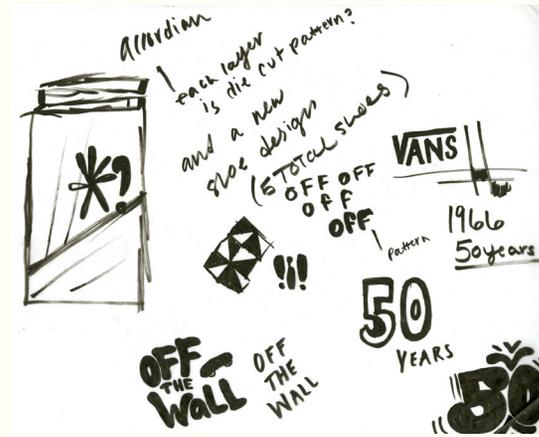
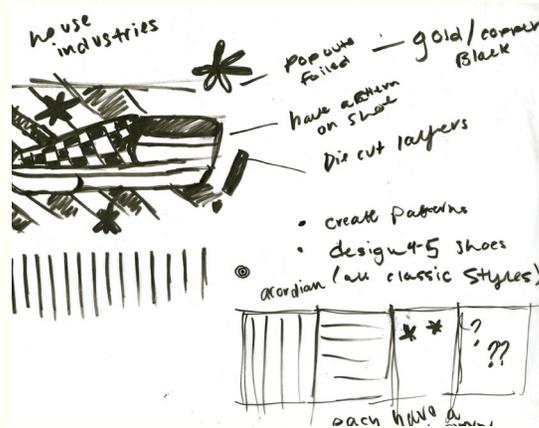
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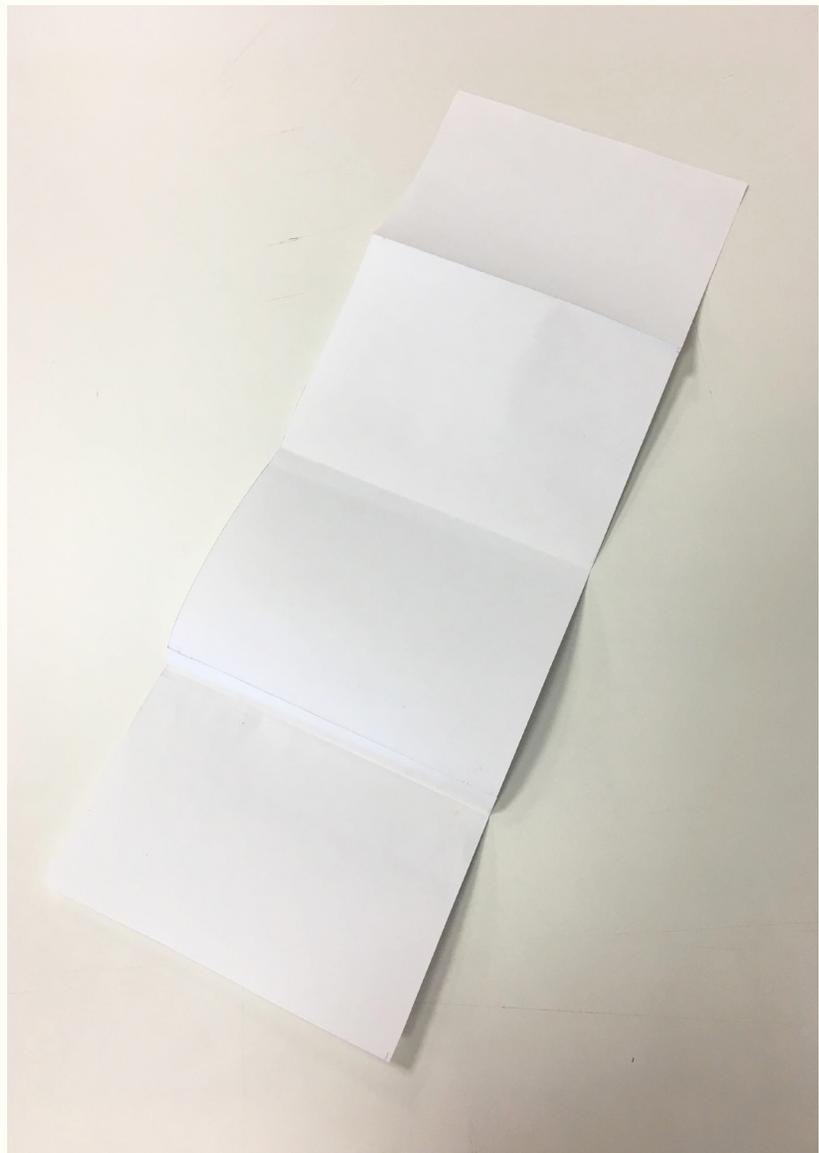


# Sketches

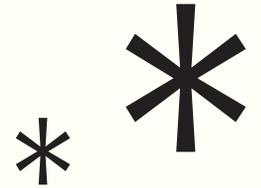


# Folds

Four accordian fold



# Mock Up



# Final

