

RTT

Full Graphic Re-design

Bachelor Thesis
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UNIVERSITAT
POLITÈCNICA
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Danmarks
Tekniske
Universitet

Abstract

This project describes the process and result of a full graphic re-design based on the existent corporate image of the company Red Thirteen Tennis Club.

To fully understand the company and their work ethics, a research on their methods and approach to work was carried out once the briefing was handed in. It was also crucial to understand tennis as a sport and social activity, therefore a research was done to get an insight of it. Once the basis for both club and sport were clear, the original logo was analysed and thereafter sketching was started.

Various concepts were designed, and after thorough thinking one was chosen as the ideal for RTT. After this stage only details such as colour, typography were left to be done. Finally corporate image, corporate identity and merchandising was done as an example for the company to see the logo applied.

The result of the design process is a massive re-design, which could even be argued as of a new logo, that carries the main features of the original.

Preface

This bachelor thesis is conducted in the period of February 2018 to June 2018. It is made in collaboration with Red Thirteen Tennis, the client who ordered the project, and which have been involved during the whole design process, and under the supervision of Per Boelskifte from DTU Department of Mechanical Engineering. The project counts for 15 ECTS points.

I would like to thank Red Thirteen Tennis Club for giving me the opportunity to work on their new and exciting chapter as a club and for their constant help.

Huge thanks to Per Boelskifte for helping me adapt to DTU's working methods and guiding me through the project.

Furthermore thanks to;

David Hidalgo, for helping me with doubts on Adobe Programs
Alejandro Alegre, for webpage testing

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Introduction

Learning Objectives

At the start of the project I targeted myself with some learning objectives which I had to achieve and I believe all of them have been accomplished as they are reflected in the report. The objectives were as follows;

A bachelor from DTU can:

- Can work independently and is able to structure a larger work, including to keep to schedule and to organize and schedule work
- Is able to work with all phases of a project, including the preparation of proposals solution and documentation

Professional competencies:

- Break down an already present product with regard to its characteristics and use relations and expectation make a re-design of product from the requirements for improvements
- Expand knowledge on programs used by companies, such as Photoshop or Illustrator

Knowledge centered competencies:

- Implement an engineer technical task solution based on a fundamental technical insight and by use of analytical working methods
- Analyze a product or systems use, material, aesthetic and value of the dimensions of the actors involved and establish ideas and concepts for a modified or new design
- Implement an in-depth study within the direction design & innovation and other technical nearby DTU-directions or on a similar master training by a foreign university

Introduction

Client

This project was requested by Red Thirteen Tennis Club, a tennis club which wanted an image update as they are going to grow and expand with the acquisition of two new sporting facilities.

Primitivo Delgado, head of club and teacher, came to me asking for the possibilities of me carrying this project as my bachelor thesis but also making it as professional as possible as it is intended to be applied during 2018.

Briefing

As the Company decides to expand on this 2018 and go from one two-court club to three multi-court clubs, the logo and all graphic related aspects need a re-design. However the aspect of small family club wants to be maintained, in order to keep old customers, but still must be modernized to attract new ones, therefore, the old logo must be recognizable at a glance.

Therefore the goals are;

- Modernize graphic design of RTT
- Maintain a certain continuity (respect the past)



Research

The Club

Location

Red Thirteen Tennis Club can be found on the outside of Valencia, Spain. To be more precise, in Mas Camarena, a small village 10 km away from the city centre and with a population of 20 000. The proximity to Valencia is no handicap as people are only 15 minutes away.

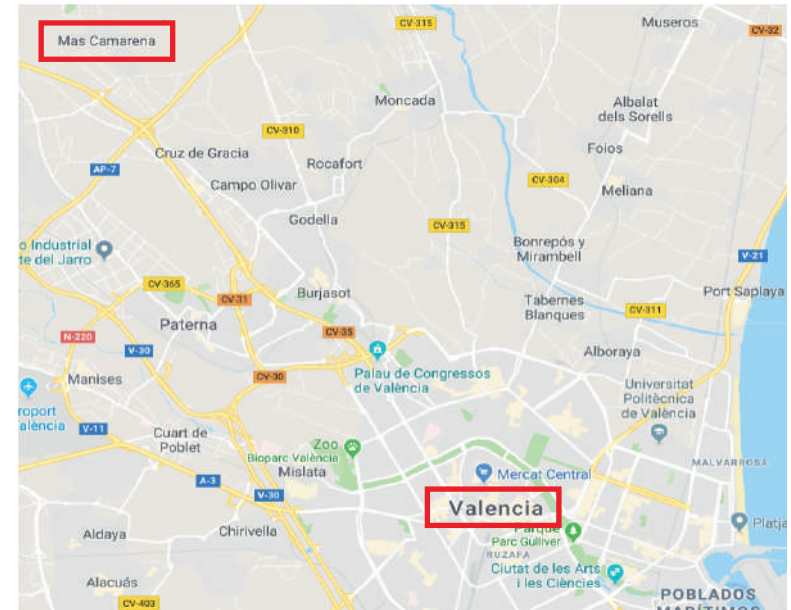
Workers

Currently the company has three permanent workers, which are Primitivo Delgado, head of club and teacher, Horacio Calvo, teacher and Rafa Blat, teacher.

From time to time there are temporary workers making substitutions. With the expansion from one to three different sporting facilities this number of employees will grow.

Philosophy

The club works with the same passion for amateur players or those who want to improve their tennis in order to compete. It's very important to make children feel equally important and create a fun environment where to go. An atmosphere of family and safety.



Research

Tennis as a sport

In order to get a full understanding on how a tennis club works, what do students feel when playing or competing and what is the vision of tennis by society, I carried out a research on the sport.

I took a look at the most known professional players nowadays, such as Roger Federer, Rafa Nadal or Serena Williams and how people see them as athletes but also respect their behaviour. I also compared fans' way of behaving during events to other sports like basketball or football, and the difference is incredible, fans are much more respectful between each other, and towards the sport.

After the research it was a big surprise to see how a sport that seems so individual, has such a big group of people behind the player to make sure he obtains the best results possible. Furthermore, players are regarded as some of the most sportsmanlike professionals in the world.

Another interesting fact is the respect of the crowd with the players as there has to be mandatory silence while they play, something not many sports have, specially with crowds of upto 24 000 (US OPEN).

Once finished understanding a bit better the sport, I had an idea on what I was looking forward to inspire with the re-design.



Analysis

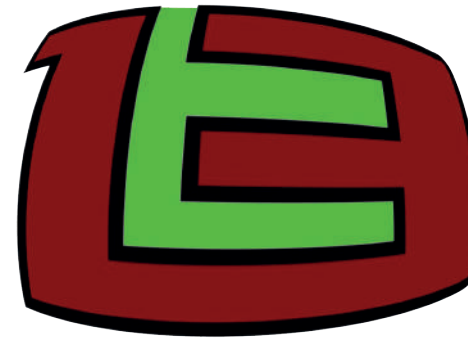
Original Logo

At this point of the project, I felt I had a good understanding of both the company, and the sport they represented. I therefore started analysing the original logo I had to work from. It was simple to see the form and colour came from the company's name, as it's a red thirteen, that forms a small "t" for tennis in its inside. The rounded shape tries to evoke that of a tennis ball and the black outline is used to accentuate the curves.

The original logo



Here we can clearly see the "t" in green



Corporate Identity & Corporate Image

The corporate identity and corporate image of Red Thirteen Tennis has not been worked on, therefore except for the logo and a facebook page which is barely used, there is nothing else for people to know about the club. The client told me that they get known by going to tournaments and people asking where they come from, a mouth to mouth approach.

Merchandising

There is currently no merchandise, however there has been a playing kit for tournaments. The client could not hand me any pictures of this.

Idea Generation

Sketching

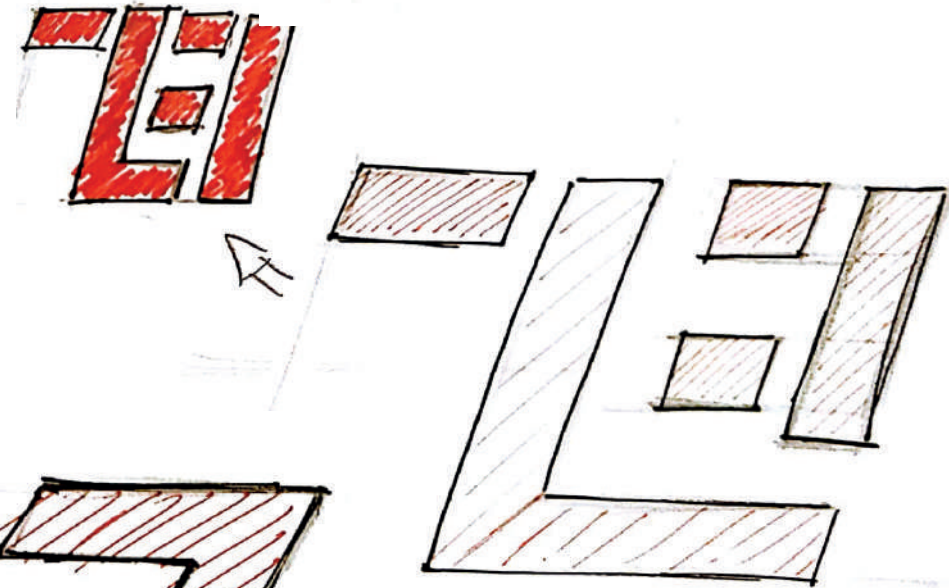
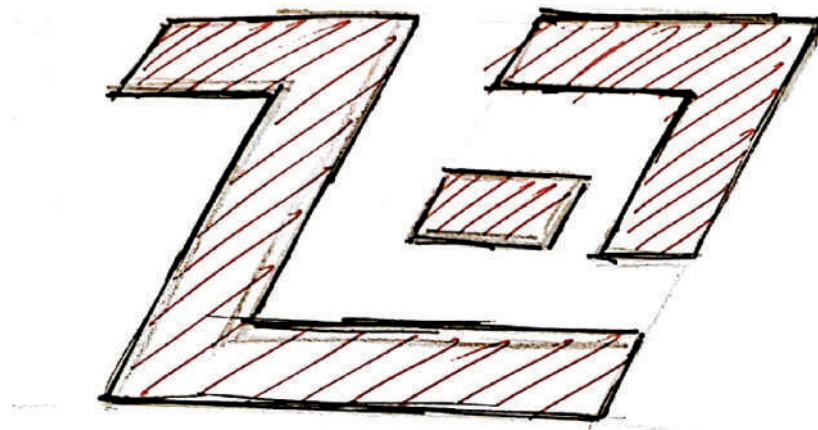
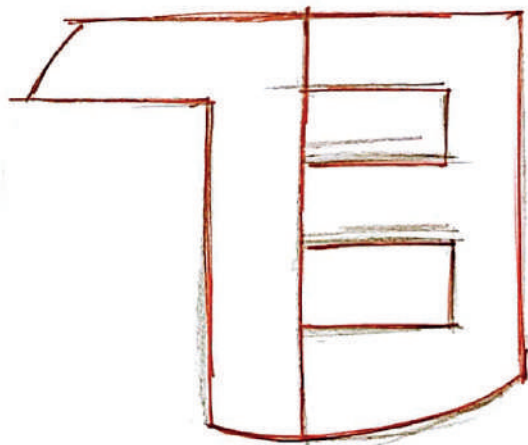
Having analysed where the company stands I started to sketch my ideas and playing with different forms, from very continuist to more radical ones. This approach made me think out of the box, and could result in combining different parts of sketches for my final concepts.

However there were a few points to be considered;

- Maintain connection between 1 and 3
- Keep the "t"

I used the colour red to start getting a sense on how it could look the logo once applied the colour, this was a way of getting a bit ahead of the project and start getting my eyes used to it.

All sketches can be found on the appendix as "Sketches".



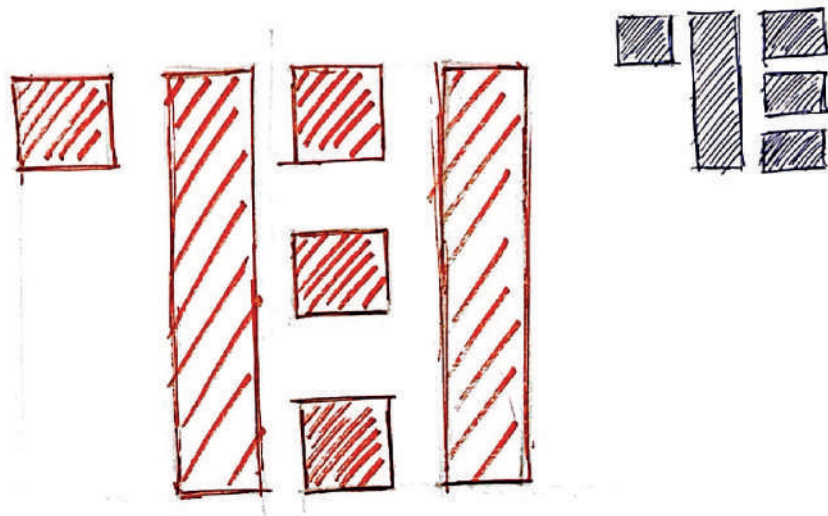
Idea Generation

Feedback

Whilst sketching new ideas, and experimenting with forms and angles, I had a constant communication with the client, so this project was more of me designing with the client, rather than for him. Every couple days there were phone talks, where we exchanged ideas and I got feedback on any progress I had by that time.

Some key phrases I repeatedly got was “make it more dynamic”, “let’s be aggressive” and “we need more space”. With this feedback I went back to the drawing board, but I started working much more towards abstract designs, that gave dynamism to the logo.

Although this meant a major change in respect to the original logo, the client was now looking forward to this new approach.



Concept Selection

Go through concepts

Once I had four different concepts which I would like to test out, I got into Adobe Illustrator and started working on creating them. Now these concepts will be shown and explained why I felt they should be looked more in depth. The different variation in concepts are shown in the appendix "Concepts".

Concept 1



This first concept is an abstract understanding of the original logo. The "t" is kept in the inside, however, it now continues until the end which means it is no longer cut by the 3. In the same way, the 3 is now divided into two parts, a reversed "c" part and the bottom rectangle.

The 1 and 3 are now no longer joined, however it is visible that there is still a connection between them as there is only a small gap dividing both parts, meaning that to the eye, it still gives the sense of union, yet however the spacing gives air to the overall logo.

The bubble shape is now changed to straight lines with sharp angles and a slight tilt on the overall. This is to create a more modern view and create a sense of dynamism, as if the logo is moving or exercising.

The number 1 ends in a sort of bird beak, this is done to create the sense of an arrow pointing onwards.

Concept Selection

Go through concepts

Concept 2



The second concept is a blend of the first and the original logo. It carries the “t” in the inside from the original one, plus the 3 is a complete structure, therefore the “t” ends with the 3, unlike at concept 1.

However, although the 1 and 3 are not joined like at the original logo, there is again a gap like the one found in concept 1, but on the other hand this is a wider gap, which gives less sense of union between both numbers.

The general form is similar to that of concept 1, with a small tilt on the overall and straight lines, however the corners are now more rounded, so it’s more appealing to the eye.

Concept 2 now carries a different style of 1, which although looks less like an arrow, this makes it look more like the number it intends to be and gives slightly extra dynamism to the overall.

Concept Selection

Go through concepts

Concept 3



The third concept is the most abstract and radical of all. This concept has nothing in common with the original one, except for it being a 13 and colour red.

The idea behind this design is to replicate a bird's view of a tennis club, with the different courts represented as rectangles. There is no connection between the elements, making it a very open logo, with no restrictions. Added to this, the general tilt, gives dynamism to the logo.

Finally this logo is intended to be a minimalist but futuristic approach.

Concept Selection

Go through concepts

Concept 4



The fourth and final concept is a different approach to the general ideas found in the original concept but still carrying them on. The general shape is bubble like, however it's now much less than before, still giving that innocent and less aggressive look that the original had.

Then the 1 and 3 are connected, however this is no longer done at the bottom, but at the top. This new way of connecting both numbers means that the "t" can be found to be made from the 1, and no longer be between both numbers.

However there are a couple of drawback such as the number 1 could be misunderstood with a 7, and that you see more and "F" between the 1 and 3 rather than the "t" at the top.

Concept Selection

Go through concepts

Chosen: Concept 1



After sending all four concepts to the client, he contact me with Concept 1 as his favourite, although he asked for a few changes, but saw potential on this design as the basis to work forward with.

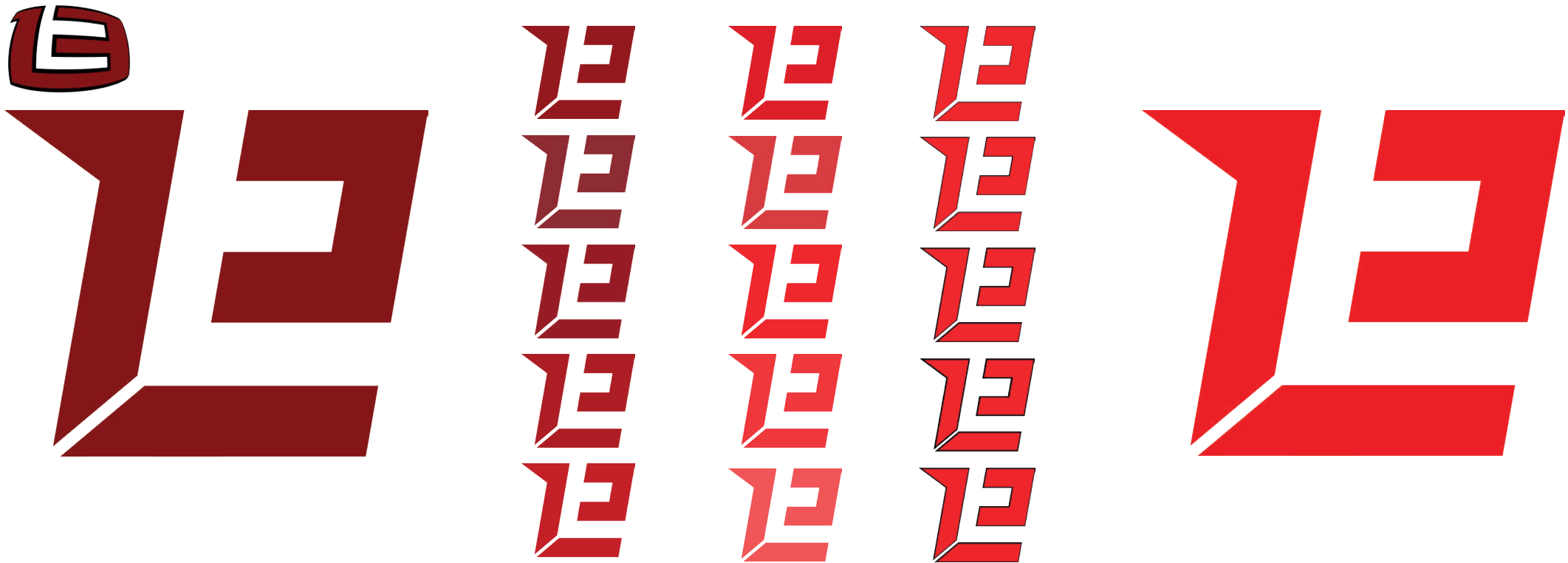
I later shared this with Per Boelskifte and we both agreed with the clients decision.

For my next steps, instead of getting directly into detailing and making the changes to the concept , I decided to take a step away from it and work on the colour and typography. By doing this I intended to get my mind out of the logo and have a further away view of it.

Concept Selection

Colour Selection

The colour selection was a complex decision to make, as the logo had to be red, which meant I had to find the correct tone of red and could not work with other different colours to try to see how it looked like. At this point, I thought that the contrast between white and red was very important, as this could give me more freedom when working with merchandising, so it was important to choose a perfect tone, so I could later change around the colours and make the logo white with a red background.



I started by implementing the original logo's colour to the the concept, and I quickly realised the tone was not a very vivid red, so I therefore started moving along the spectrum of red to come up with the best colour that could fit the design, and also evoke the fury of players. Once I had the right tone I started playing with a black outline like the original logo, but it no longer went along well with the new tone of red so I therefore decided not to apply it.

Concept Selection

Typography selection

Another key area was selecting the best typography possible for the concept and final design. This meant deciding between serif, sans-serif, bold, italic... The great variety of possibilities meant that this was a difficult decision to make, so I therefore looked at various options and tested them without the concept, and then I tested the ones I felt were best with the final design.

At the end I chose to use a typography named Nasalization in its italic form. Which suited well the final design, as it had the same approach; open space inside some letters and evoked dynamism.

R.T.T CLUB
RED THIRTEEN TENNIS

R.T.T CLUB
RED THIRTEEN TENNIS

R.T.T CLUB
RED THIRTEEN TENNIS

R.T.T CLUB **R.T.T CLUB**
RED THIRTEEN TENNIS **RED THIRTEEN TENNIS**

R.T.T CLUB
RED THIRTEEN TENNIS

R.T.T CLUB
RED THIRTEEN TENNIS

This is the normal
Nasalization
typography.

R.T.T CLUB
RED THIRTEEN TENNIS

R.T.T CLUB
RED THIRTEEN TENNIS

R.T.T CLUB
RED THIRTEEN TENNIS

Detailing

Concept polishing

Once the concept to work on was chosen and given the feedback from the client I started to make some adjustments. The main problem I found, and the client agreed on was that the logo could be mistaken for a 12 so I therefore had to address that issue, making the smallest amount of change possible. All of the different variations can be found in the appendix "Detailing".

Different finish to the number 1. Similar finish to that of Concept 2.

Wider space between the 1 and bottom rectangle of the 3. However still gives sense of union.

The 1 almost reaches the bottom of the logo.

Still a clear "t" inside

Small kink from the reverse "c" to give a bigger sense of a number 3.

Rounded edges, even more rounded at the top and bottom of the 3.



Concept



Detailing

Concept polishing

The company required to add two texts, one for the logo, "RRT CLUB", and the other, "Red Thirteen Tennis", for any other uses that I considered necessary. So I therefore used the various typographies I had chosen and tested and applied the one that suited the most to the design. More examples of testing can be found in appendix "Concept & Text".



Not only I tested different typographies, but also how to align the text to the logo. Finally I decided to go with a vertical alignment to both ends.

This way looks more professional and logical.



Inspiration

Where it comes from

The inspiration behind the logo is obviously related with sports, more specifically tennis. As a tennis player for more than 17 years I tried to use what I would like to feel when seeing the logo of the club I am playing for, I wanted to feel the sense of competitiveness that all players have. It was very important to recreate the dynamism and movement of sport, thats why I also got inspired with the movement of players, specially when hitting the ball. There is also a small inspiration on motor racing, one of the

What should inspire

The logo's objective is to motivate players and create an urge to play and put effort on the game. It should also be a modern logo for people to see, easy to remember and recognizable. Players wearing the logo must feel the need to push harder than before and give everything they got.

Corporate Identity & Corporate Image

What's next

As the Corporate Identity & Corporate Image of the company has been minimum to date, I developed a plan which I later showed and started working with them on what the future actions could be to create a better way to communicate with parents and students, as well as future clients.

One of the plans is to decorate the van used to move around for tournaments with stickers to show the logo and name of the club, the webpage URL and any other contact details such as email or phone number. This is a free twenty four hours advertisement as it goes on the road and people can see it, when parked people walk by and also catches people's eye when a car has stickers.



Corporate Identity & Corporate Image

What's next

Another future action plan would be to develop a Facebook page, Instagram, Google Plus... This social media accounts should not only be a way of contacting the club, but mainly a place to post picture of training sessions, tournaments and a way to advertise.

However the main action plan would be to create a webpage both for PC and Smartphone, in which people can find out about the club, the people working there, location or contact for any enquires. Also the webpage would be a platform for current parents and students to buy merchandise, book courts and even give their opinion on how the club works for others to see.

I will now show screenshots of some of the different pages that can be found in a webpage I created as a test for the company to see. The URL to the webpage is currently <https://josemabsv6.wixsite.com/redthirteentennis/club> however this is due to the webpage used to create it, an alternative URL would be with only the clubs name.

Inicio Club Tienda Localización Contacto

RED THIRTEEN TENNIS CLUB

Fundada en 2008 la escuela Red Thirteen Tennis Club ha continuado creciendo hasta albergar 150 alumnos de distinto nivel y edades. Desde los más pequeños, a partir de 5 años, hasta los de competición, la ilusión, compromiso y profesionalidad de nuestros profesores es total.

Un grupo profesional integrado por Primitivo Delgado, profesor y director de la escuela con más de 40 años de experiencia. Rafa Blat, profesor con casi 10 años de experiencia y muchas horas disputadas en competiciones de federación. Horacio Calvo, profesor con gran experiencia en el apartado físico de los jugadores y gran conocimiento de la teoría del tenis.

Contacta con nosotros >>

Corporate Identity & Corporate Image

What's next

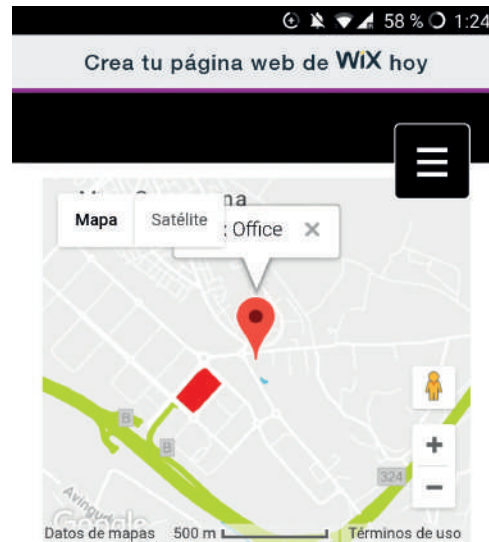


In addition to the webpage I designed business cards for an immediate action with a possible client for Red Thirteen Tennis. I tested using the colours red and white in different ways, however I finally decided to use a red background at the front, with the logo and name in white, and a white background with text in red at the back.

This combination stands out due to the tone of red, making it very visible between other business cards.



Seas un principiante o necesites perfeccionar tus golpes para la competición, esta es la escuela perfecta para ti.



Aquí nos puedes encontrar



Red Thirteen Tennis Club

Urbanizacion Mas Camarena,
114, 46117 Bétera, Valencia

Primitivo Delgado Sanz

655 02 15 56

desazt@gmail.com

www.redthirteentennis.com



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Merchandising

Equipment

An important part of any company is to make money, and sport clubs have many different ways to do so. The advantage for them is the wide variety of merchandising that can be done, such as kits for playing, bags, flags... Children want and feel important when they play with personalised merchandise from their club, as they have the sense of being professional players. I have designed a few examples of this for the company to see how the logo worked on them, and also give them an idea of what they could produce and how it would look like.





Reflection

This project has been a very challenging but satisfactory one for me as it was my first time working on a real project for a company. It has also been an emotional work as I have a close relation with the club as not only a student but also a substitute teacher, knowing the head of club for more than 10 years.

This relation made me push even harder to make sure everything was as best as possible and exactly what the client was expecting. It also was a new experience to have a professional conversation with Primitivo during every contact we had regarding the project, and getting his feedback not as a friend, but as a client who wants to get the best for his company.

I feel fortunate to have had my first professional project work with Red Thirteen Tennis Club as they are a very serious company that have a very clear idea of what they want when giving feedback of my work. Primitivo has also been very reasonable with my unexperience and has helped me and given me tips on ways to approach the client and how to present my work.

It's been a great experience to work with Red Thirteen Tennis Club and I hope I can continue helping them with future enquires about merchandising, corporate image and corporate identity.

For the near future I will work close with them regarding their social media and creating a fully functional webpage.

Conclusion

Looking back to the moment I was first introduced to this project and asked if I felt capable of producing it I had my doubts, however I feel very pleased with the final result.

The start of the project was a hard one, as I had difficulties to come up with any sketch that pleased me as a starting point, however after a couple of months of sketching and throwing away ideas I came to a few sketches I felt I could work from. It then became very frustrating feeling so close to a final design but not happy with it, until a few weeks before the final hand in, I came up with the perfect small changes that made me feel proud of my work. At the end of the project I decided to take a look at the corporate image and corporate identity of the company and create a webpage to later show the results to Red Thirteen Tennis Club, who were very impressed by this extra work.

In general terms I feel I have accomplished all learning objectives and handled deadlines appropriately. Another very important point is the knowledge I gained not only with programs such as Photoshop, but also in the professional world for any future projects.

In conclusion it is a project I would choose to do again without a doubt as I see myself as a better Industrial Design Engineer than before, and proud of final accomplished result.

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BACHELOR THESIS

**NAVARRO GARCÍA, JOSÉ MANUEL
FOR
RED THIRTEEN TENNIS CLUB**

JUNE 2018

