Introduction:

Since being hired at the Office for Sustainability for the student graphic design position, I have had various projects that I have been working on. One of the long-term projects that I started recently is rebranding the promotion materials for the Office for Sustainability. Various pieces of this system are the brochures and handouts with information about what is happening at the Office for Sustainability. At this time, all of this information is laid out slightly different and there is no real system in place. The only thing that was similar about the current products was that they all featured the WeSustain logo.

Another project that I have been working on since I have been hired is a new logo for the Gibbs House. The current logo for the Gibbs House is working, but it could use an update in appearance. The goal for the new logo is that it will create a clear symbol that people will remember and think of when they think of the Gibbs House. The colors that are being used in this logo are parallel to the current logo that exists for WeSustain, and will behave in a similar way. The goal for all graphic design projects that are created and completed at the Office for Sustainability is to create a system and identity. It’s important to display the information without decoration that is easy for people to understand from the first moment that they look at it.

Methods and Results:

When I was working on the various projects over this semester, I referenced a lot of projects that have been done previously for the Office for Sustainability. When I looked at what past designers for the office have made, some of the aspects of the design works, while other parts of it do not work. This process was not overly difficult, because it was clear to me after I looked at past projects what was working and what was not successful. I took the best parts of the design and reincorporated them into what I was making. For example, in the process of making the brochures, I took the best aspects from the Gibbs House one and reincorporated it to fit all of the brochures.

The main challenge to all of the projects that I have worked on so far is working within the Visual Identity System that Western Michigan University has set for Typography. The four typefaces that Western Michigan University has set for their system is Garamond, Trade Gothic, Univers and Notepad. This limits what type can be used for the promotional items. However, there are also some good relationships in the type due to these restrictions. Univers and Trade Gothic are good for headlines and Garamond is good for body text due to the Serif type being easier to read at small scales on print. There have been some similar struggles with the similar system that is set up on what can
and can’t be done with the WeSustain logo. However within these restrictions, there exists a beautiful relationship between text and image.

*Graphics, Charts, & Pictures:*

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**Outdoor Education Space**

The Living Building Challenge-inspired position is being designed to achieve net zero status by utilizing solar photovoltaic panels, rainwater collection, composting toilets, and responsibly sourced materials. The Space will be open to the public for community gatherings, K-12 and collegiate lectures, farm volunteering, and workshops, and seasonal celebrations. Construction documents are being crafted for a future build date during the Summer of 2017.

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**Harvest Fest**

Harvest Fest is an annual OIS open house to showcase the ongoing work and projects at the Gibbs House and celebrate the collaborative efforts that take place at WMO and in the community.

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**The Gibbs House Fellowship**

The Gibbs College Program provides the opportunity for students to pursue interdisciplinary research, gain practical experience in sustainable building design and construction, and develop their leadership skills. The Fellowship is open to WMO students.
The Gibbs House
The Gibbs House serves as a Living laboratory for students to implement their sustainable design solutions and projects. The historic 300 year old house serves as a home for our Gibbs Fellowship Program, while the adjacent Arbor Lake Preserve, and features a developing permaculture landscape full of engaging projects and resources to get involved with. Please check out our website or contact the Office for Sustainability if you would like to learn more and get involved with the Gibbs House.

Property Master Plan
The Gibbs House Permaculture Education Site signifies an tremendous opportunity for WMU to work towards creating a living laboratory for sustainable living research and projects. Students live on site and work together with staff to carry out projects that explore and advance the idea of what it means to live sustainably.

Annual Gardens
The annual garden beds at the Gibbs House are the test beds to explore the ideas of a self-sufficient, plant, seed, water, and harvest the resulting foods of one labor at the Gibbs House. A team of students work with staff to form the instructors of managing an urban farm complete with a food forest, hoop houses, and a diverse array of student research projects.

The 540 sq. ft. hoop house are used to extend the Michigan growing season for an assortment of greens and produce while expanding interdisciplinary research opportunities for student projects such as vermiculture, aquaponics, compost hot water heater, and more.

Sample Title
Um ili, nesum maximus verum patada cohiciase foresti fue mi, consol obse nerat, questio riferre esse re cri colirens auct perde poe, cius is

Sample Title
Satis utem. Ximna ni riam etiam, ne del in tam tant abe consope. Incias oiam, ne serieis im re, niln hutus consolsep, so xutlu conc ne epcus. Infret eteborn in hutt, lac, tuq, qist qulf. Reconf erasiss ina nriore veh! Egit L. Em pac faciusa, one na rum, conossi inti, simu Ad faciun trum nononanam sentim amquad re in e et verica venum aduquem rebairin.
Commentary, Reflection, and Next Steps:

Both of these projects are still in progress, so naturally the next step is to finish them. I believe that the Gibbs House logo is closer to being finished than the promotional materials. So naturally, the next step would be to finish them. For the Gibbs House, there is two examples that the logo could be. Both are deigned around a square shape, and thus is a shape that works within a lot of systems. Example A behaves as a shadow, with the shape cut out. Example B is the negative of this. Both examples are strong logos, and within a few changes, could transform into a successful logo that is used. Both of the examples for a brochure still need some work, but have come a long way. The first example features a simpler layout, and has copy from the current Gibbs House brochure. The second example is a little more experimental, although still successful as a design. The changes to both of these projects will happen over the Winter break, and into the first part of the next semester. Both of these projects can be finished in not too much time, and are well on their way to being successful designs.

References: