

Aurora Shoe Company

Project: Re-branding

Background

Aurora Shoe Company is a small group of dedicated artisans who have been making shoes in their rural, upstate New York town since the early 1990s. The owner says, “our shoes are like our surroundings - beautiful in their simplicity and organic in their form.”

Challenge

Under new ownership, the new owner felt they needed a new visual identity after 20 years.

Solution

The concept behind the new logo is a round seal, resembling a sun. The sun refers to the word “Aurora” which means ‘Land of Constant Dawn’ and is the village where the factory is located.

All stylistic choices were made to convey the brand personality that we determined during the Discovery Phase:

- warm
- unpretentious
- honest
- timeless

The central seal and the letters within are rendered in a loose handwritten brush stroke, conveying the handmade nature of ASC shoes. The logo font, Bell Gothic, is simple, clear, and unadorned, echoing similar qualities in Aurora Shoe Company’s personality.

The new logo feels, in the words of ASC’s owner, “worn in, comfortable, and sincere like an old wax stamp”.

This project also included the design of an exterior sign for the shoe factory, and Brand Guidelines - which the ASC team has relied on extensively, to design everything from shoeboxes to labels to tradeshow displays. ☺



▲ FACTORY SIGNAGE



▲ LOGO WITH ADVERTISEMENT



▲ NEW LOGO



▲ PRELIMINARY LOGO DESIGNS