

Play by Design

Project: Logo and brochure design

A new logo and capabilities brochure for a playground design company that builds custom and creative playgrounds using a "community build" approach.

Background

Play by Design (PBD) is a company of playground designers and builders who employ a unique process called the 'community build', a tradition in which their playground designers and building consultants work alongside community volunteers to produce custom-designed play structures that are beautiful, charming, and safe.

Challenge

The company was growing at a rapid pace, fielding phone calls from interested prospects from all over the country and internationally. They were in need of a professionally designed logo, along with a promotional brochure they could send in the mail as a follow-up to these initial conversations, and use as a leave-behind at trade shows and informational meetings.

The company's owners wanted to communicate not only what they do, but also what clients get when they work with Play by Design. They confessed this was a hard concept to explain, describing it as "an intangible community buzz" with a "magical, festival-like atmosphere" where "volunteers are laughing and having a ball!"

Solution

Our creative design solution took its cues from in-depth preliminary research. We chose bright but not primary colors so the visual identity would feel fun and lively, but not overly childish, appealing to an audience of park administrators, schools, churches, and community groups alike. The execution is in a bold style. The logo uses iconic images of diverse people climbing, connecting, playing - including one with special needs, since PBD offers playgrounds for accessibility too. Then we "borrowed" segments of the logo as graphic elements for the 9 x 12-inch brochure, combining them with plenty of colorful photos and drawings, along with curved, swooping sections that also echo the logo's form.

Results

Normally during the design process we present a few preliminary options, the client picks one they like best, and then requests further revisions. In this case, Play by Design's owners felt we "nailed" the logo design right away, without needing any changes. It felt completely right as an accurate reflection of their company's personality and its audiences.

The brochure showcases a range of one-of-a-kind playground designs; a typical project's evolution; and their unique 'community build' process. It is a useful sales tool that includes a pocket folder where they can place inserts to provide information about their process and pricing.

