- **Overview:**
I chose Germany's travel bureau as my selected project topic brief. I am passionate about Germany, their traditions, and their culture. My family originates from Germany and I lived there for a time. Since I am familiar with the culture, traditions, and icons that Germany holds dear, I wanted to do a rebrand design for new and returning travelers.

Problem statement:
The problem I noticed was that their logo did not speak to returning visitors. It was a designed blob consisting of the flag colors that was the only recognizable German feature. If you saw their old logo alone you would have no understanding of who they might be. I want to restructure the logo with the goal to design a logo that screams Germany.

- **Scope and constraints:**
Germany is a country that ties art into everything to communicate in all tones and tries to show immersion with that art. It was disappointing to see that this had not been accomplished. My goal was to bring a logo that represents the iconic art house, the 'Bauhaus,' while simultaneously bringing visual immersion.

- **Users and audience:**
The users and audience who I am targeting are new and existing visitors of Germany.

- **Process:**
Research - I researched the brand, brand identity, and brand recognition as well as analyzed their competition to see how other countries have their travel bureau's branded.

Design Ideation - I started with sketches then moved to adobe illustrator and Figma to further design. Then I continued to build new ideas and variations which guided me to decide how to narrow down the final designs of my logo, posters, and social media ads.

Refinement - After putting all the designs together in my brand guide, I went back and refined any changes and made adjustments to the designs.

Build presentation and present - I gathered materials and put together a slide show showing my ideation and deliverables and presented a story of the outcome.

Outcomes - I learned how to stay in scope on my brand designs by sticking with one theme rather than multiple themes. I strictly stuck with the Bauhaus theme for this reason. I believe my attentiveness has grown throughout this project, and I have learned that sometimes simplicity speaks more than an over-detailed design.