

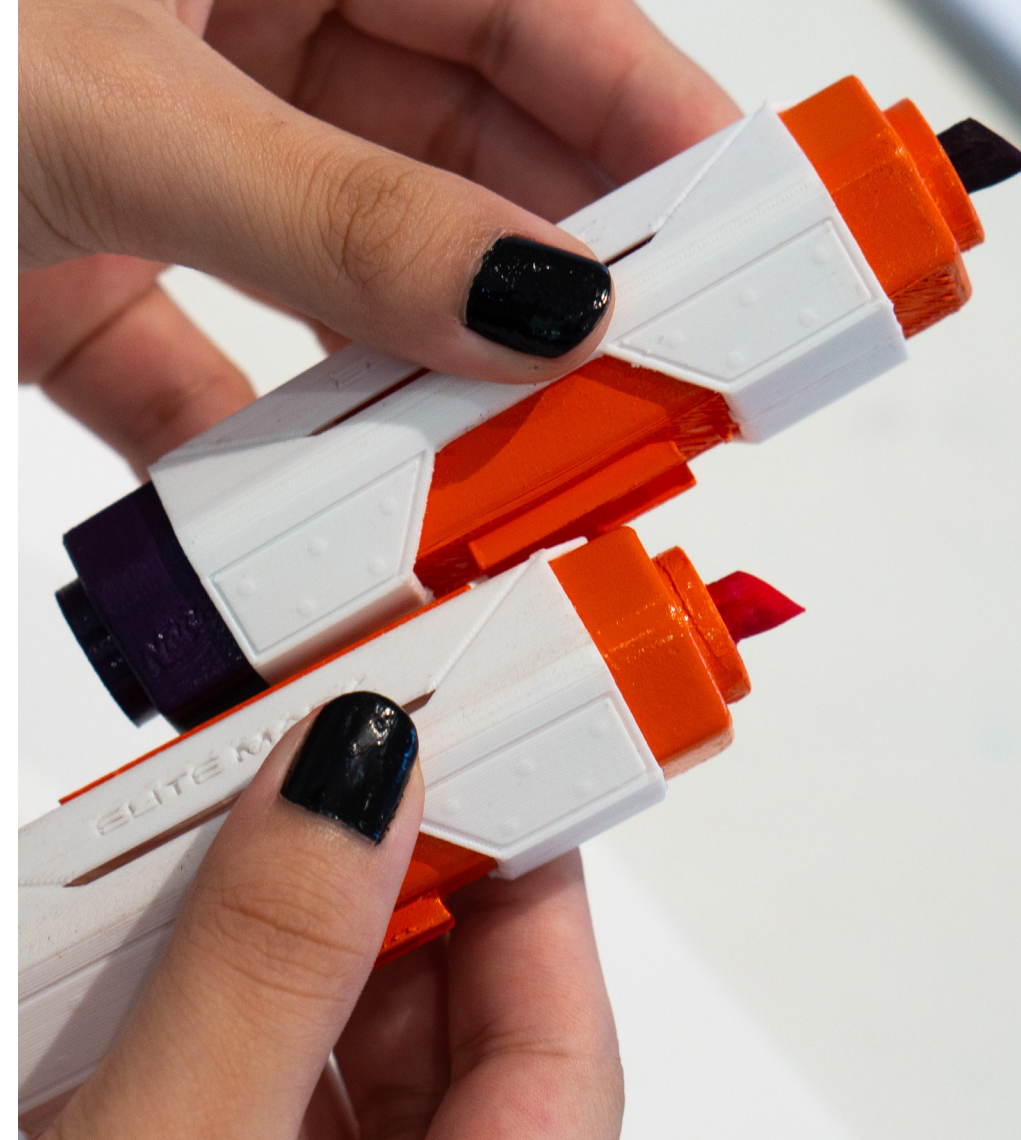


# ELITE MARK

SOLO PROJECT | 4 WEEKS

“What if NERF made a writing instrument?” ELITE MARK is a branding project that shows my take on the utilization of NERF's brand language in an atypical form. If NERF were to ever make a writing instrument, I imagine it to be just like this: colorful, customizable and most importantly, fun!







## 02



### Multi-logo placement

## Foam bullets

**Bright orange color highlights functional parts as well as logo branding**

***"Storytelling, integrity, inclusion."  
"Creating a community around the  
world one toy at a time". All about  
changing the world through play.***

# “ANALYSIS”

I started by breaking down the visual elements of a NERF blaster, and after that moved towards exploring NERF itself as a brand. I built a brand pyramid to help highlight the DNA, personality, Design principles and signature elements of NERF. After that, a 2x2 matrix was made to help understand what space NERF occupies on the market relative to their competitors.



# 02

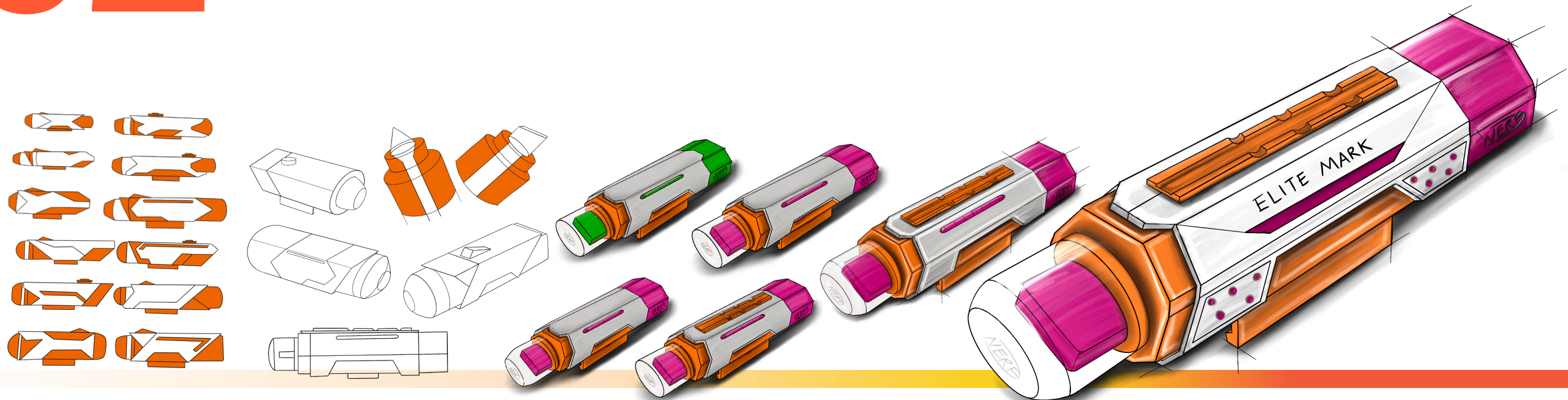


## “DESTROY”

I thought it would be a good idea to take apart a preexisting NERF blaster in order to understand how it was built. In doing this, i was able to understand the relationship each part had with the hole as well as other parts. This lended perspective into the complexities and simplicities in the design of this product.



# 02



## “NERF OR NOTHING”

Being that I took apart an “ELITE” blaster, I decided I was going to work with this line of NERF and that led my ideation process. Sketching began from simple side profiles/ basic line work to more advanced renders until I landed on my final design.



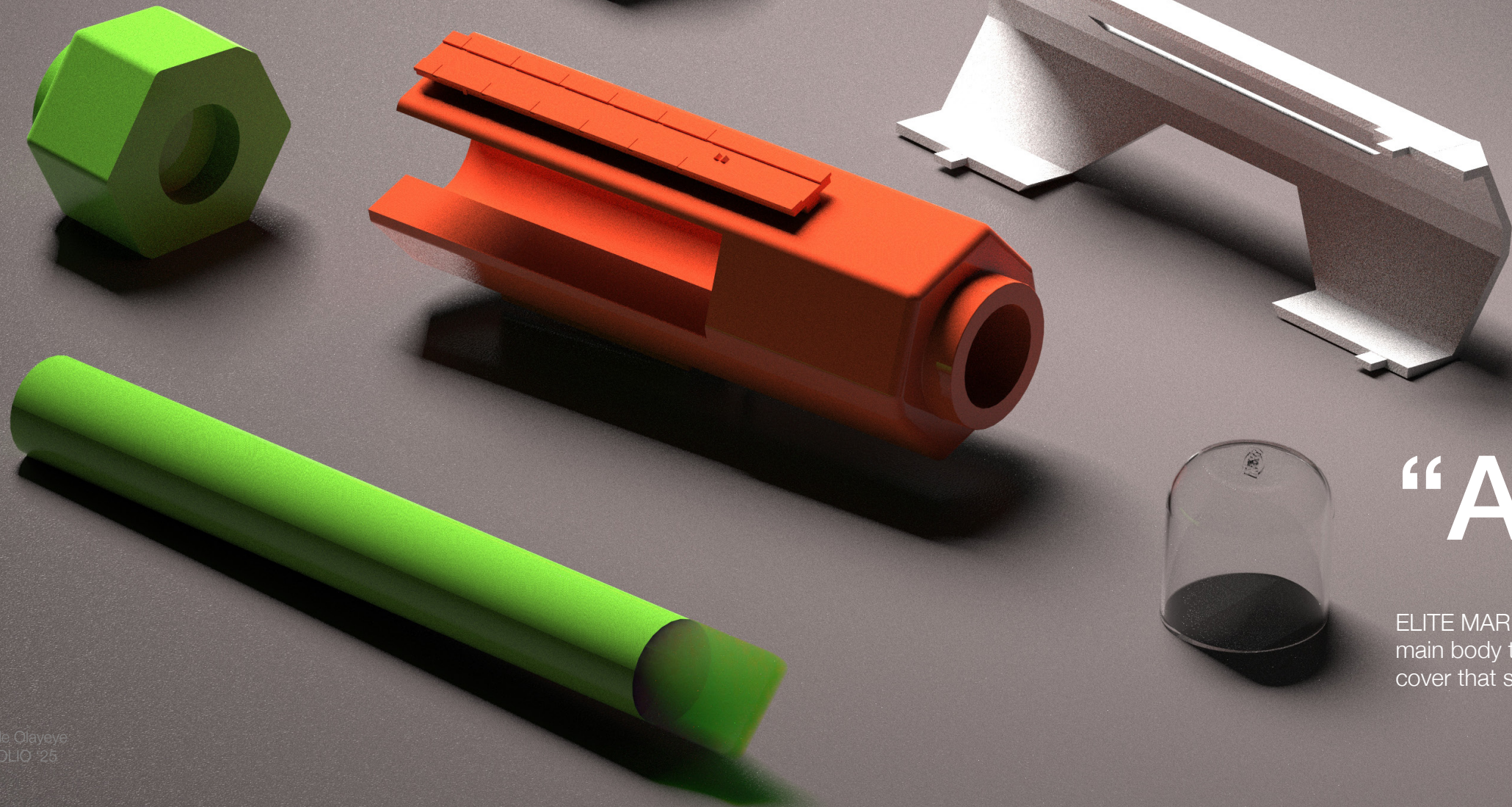
# 02

## “ITERATE”

Following sketching, I proceeded to CAD variations of my design to see which one fit the NERF brand best. I made changes to parting line details, the tactical rail, logo placement, additional grip and most especially the edges on the marker. Modeling happened simultaneously with sketching and the modifications were made as I went back and forth between both mediums.



# 02

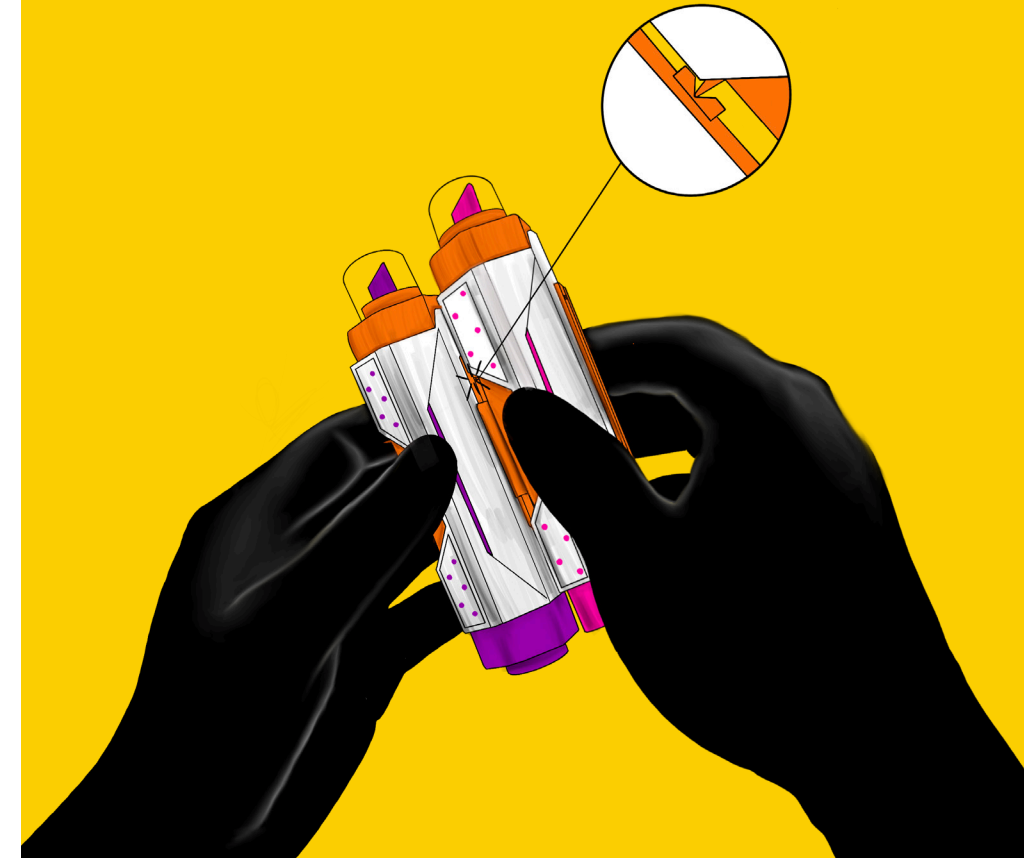


## “ASSEMBLY”

ELITE MARK consists of four main parts: the two outer casings, the main body that houses the ink and has the tactical rail, and the back cover that serves as the color indicator. Everything is 3-D printed.



# 02



## “DON’T REINVENT THE WHEEL”

I wanted to make my markers modular as a way to make them easier to store, as well as create an avenue for multi-coloring. In order to achieve this, I used the preexisting tactical rail technology. This also served as an avenue to strengthen the brand language.



