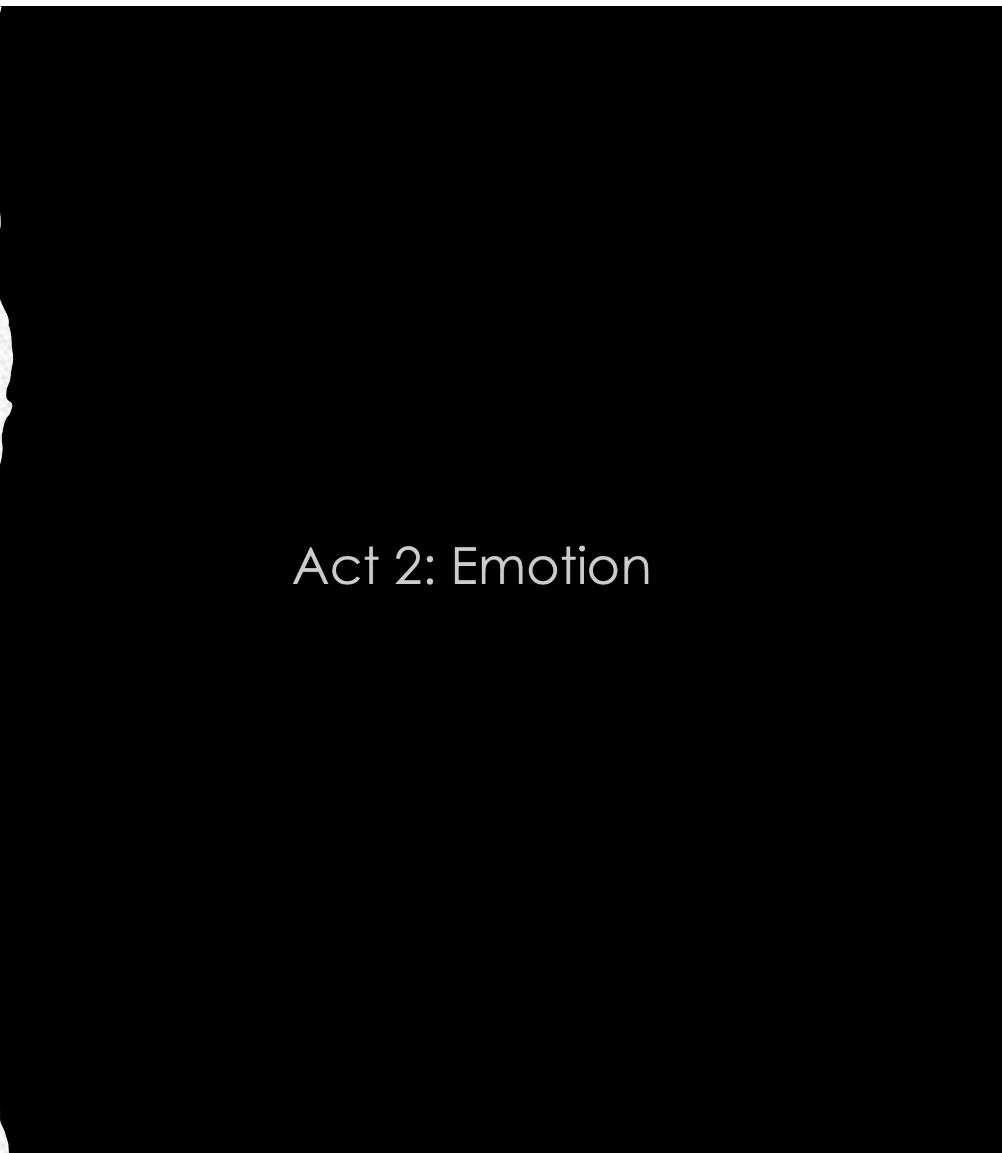


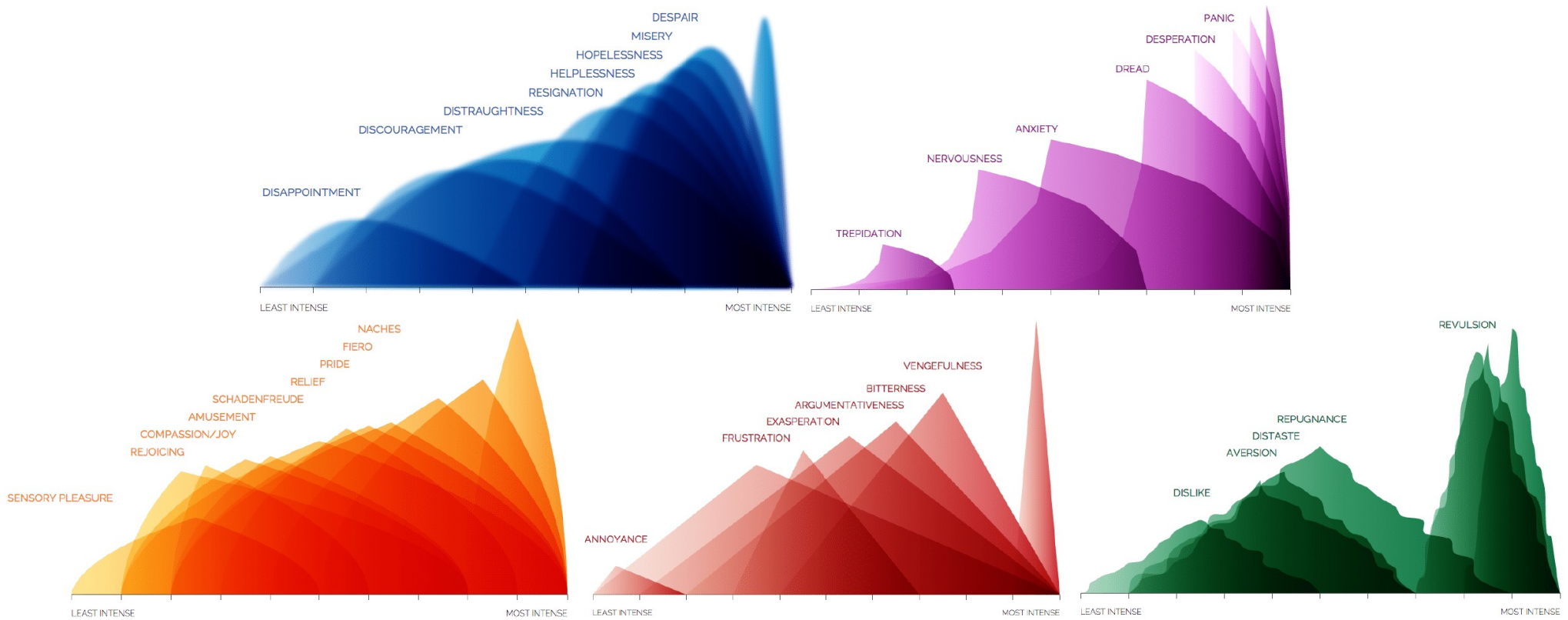
Visualizing Emotion

Creating a visual identity



Act 2: Emotion

Emotions



<https://atlasofemotions.org/>

Creating a brand identity

Your brand guidelines typically include:

- **Your brand story.** A brief summary of who you are and what you do.
- **Voice.** Keywords you like to use, keywords you don't use.
- **Imagery.** Some images you associate with your brand
- **Color palette.** Brand colors, accent colors, and secondary colors. Include swatches with HEX codes.
- **Typography.** The fonts you use. Main typeface. Secondary typeface.
- **Your Logo.** How to use your logo. How not to use your logo.

Imagery

Images that you associate with your brand.

Voice

Keywords that you associate with your brand, and words that you would never use in your brand context.

Your Logo

Specify ideal size
Specify minimum size
Specify minimum space around your logo

Specify uses for dark on light background and
light on dark background.

datafor**good**

datafor**good**

datafor**good**

datafor**good**

Logo Sizes

Preferred Slide

datafor**good**

2 inches wide

Minimal Size

datafor**good**

1 inch wide

Buffer Space



Logo Restrictions

In your brand guidelines, you must be specific about how to use your logo.

Do not Stretch



Do Not Rotate



Do not Change Colour



Do Not lay over photo



Do not Change Font



Do Not lay over unauthorized colour



Colors!

Helpful sites for choosing color:

Adobe color cc:

<https://color.adobe.com/create/color-wheel/>

Paletton:

<http://paletton.com>

Color Brewer:

<http://colorbrewer2.org/>

Coolers

<https://coolers.co/>

Image Color Picker

<https://imagecolorpicker.com/>

Brand Colours

C51 M02 Y95 K00 R138 G193 B71 #8AC147

C60 M51 Y51 K20 R102 G103 B102 #656666

Accent Colour Pallet palette

Co M59 Y59 K0 R245 G134 B103 #F48567

C 27 M05 Y00 K00 R180 G217 B243 #B4D8F2

C33 M50 Y01 K00 R172 G136 B188 #AC88BB

Secondary Colour Pallet palette

C100 M100 Y100 K100 R0 B0 G0 #231F20

C86 M81 Y00 K00 R68 G77 B161 #434DA0

C83 M36 Y100 K00 R42 G100 B50 #25621E

C6 M0 Y89 K00 R247 G236 B55 #F6EC36

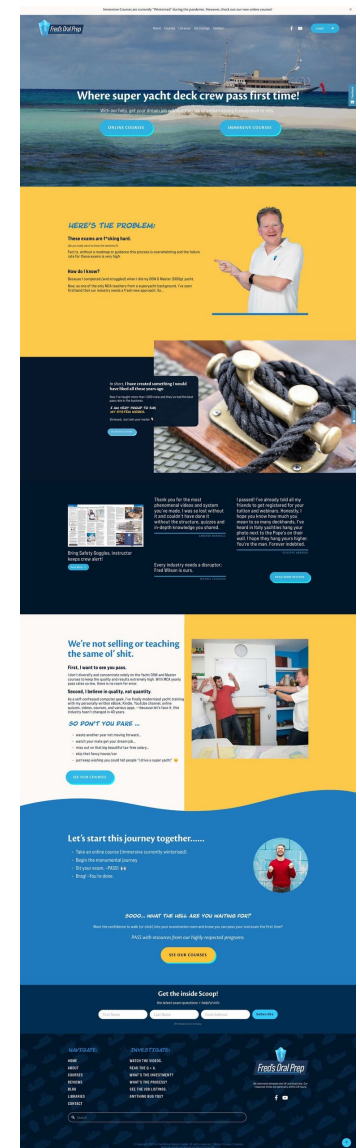
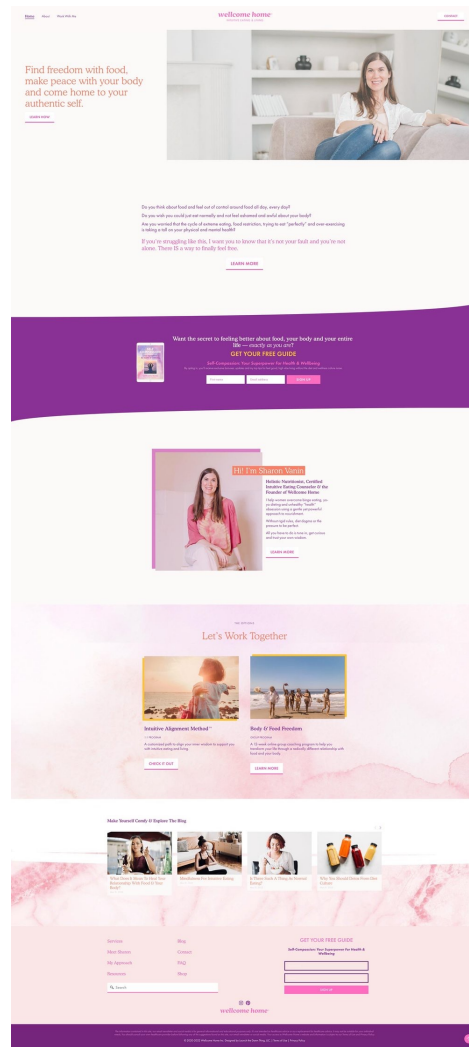
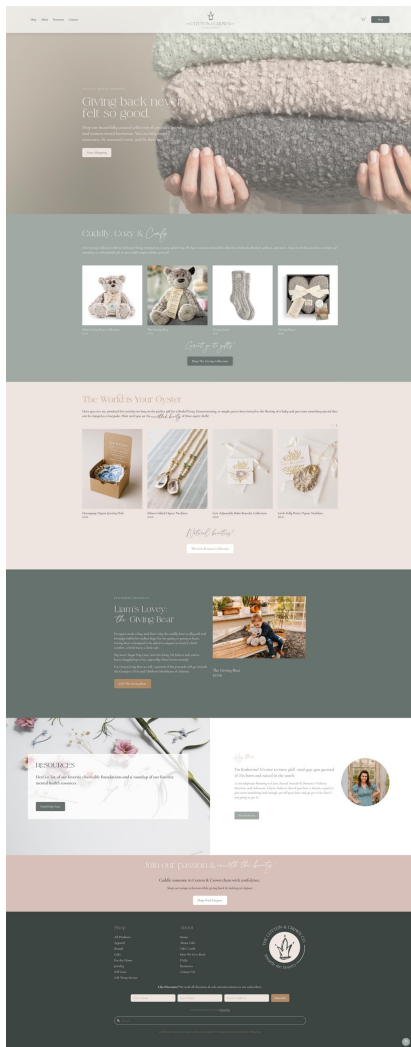
C1 M42 Y85 K00 R246 G162 B64 #F6A13F

C00 M00 Y90 K10 R230 G231 B232 #e6e7e8

COLOR EMOTION GUIDE



<https://thelogocompany.net/>



<https://www.launchthedamnthing.com/blog/color-palettes-brand-personality>

Typography

Be aware that your font choice speaks for itself. Your font communicates your content before anyone even reads your words.

Fonts are the clothing your letters wear.

I recommend this video on the history of fonts:

<https://www.youtube.com/watch?v=WVfRxFwVHQc>

You can find interesting (and free) font options here:

<https://fonts.google.com/>

Raleway Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

For Headings and Subheadings

Roboto Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

For Body Text

Lora Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

For Text in Blogs

Examples of how fonts express ideas

Daycare Started by Middle-Aged People Unaware
of the Negative Connotations of This Font

<https://thebolditalic.com/in-defense-of-papyrus-your-guide-for-when-to-use-despised-fonts-73fd6edcd2a2>

I Didn't Give Enough Fucks About my Business to Change From the Default Microsoft Word Font

<https://thebolditalic.com/in-defense-of-papyrus-your-guide-for-when-to-use-despised-fonts-73fd6edcd2a2>

Weird Hipster Boutique That Sells Taxidermy and Succulents and Only Plays Animal Collective

<https://thebolditalic.com/in-defense-of-papyrus-your-guide-for-when-to-use-despised-fonts-73fd6edcd2a2>

Mediocre Salad Place in the Student Union

<https://thebolditalic.com/in-defense-of-papyrus-your-guide-for-when-to-use-despised-fonts-73fd6edcd2a2>

**STORE THAT SELLS OVERPRICED SWEATSHIRTS
WITH THE NEARBY UNIVERSITY'S LOGO ON THEM**

<https://thebolditalic.com/in-defense-of-papyrus-your-guide-for-when-to-use-despised-fonts-73fd6edcd2a2>

Store That Only Sells Vegan Cupcakes and Yarn

<https://thebolditalic.com/in-defense-of-papyrus-your-guide-for-when-to-use-despised-fonts-73fd6edcd2a2>

**THIRD-WAVE COCKTAIL BAR THAT CHARGES \$17
FOR A WHISKEY SOUR. ALSO, ALL THE
BARTENDERS HAVE HANDLEBAR MUSTACHES**

Startup That Does Something Obscure with A.I.

<https://thebolditalic.com/in-defense-of-papyrus-your-guide-for-when-to-use-despised-fonts-73fd6edcd2a2>

**Piercing and tattoo shop marketed
towards 23 year old stoners**

<https://thebolditalic.com/in-defense-of-papyrus-your-guide-for-when-to-use-despised-fonts-73fd6edcd2a2>

Important Contemporary Art Gallery.

<https://thebolditalic.com/in-defense-of-papyrus-your-guide-for-when-to-use-despised-fonts-73fd6edcd2a2>

Startup That Will Run Out of Money in 8 Months

<https://thebolditalic.com/in-defense-of-papyrus-your-guide-for-when-to-use-despised-fonts-73fd6edcd2a2>

ORGANIC, CRUELTY-FREE YOGA STUDIO

<https://thebolditalic.com/in-defense-of-papyrus-your-guide-for-when-to-use-despised-fonts-73fd6edcd2a2>

Gentrifier Bar

<https://thebolditalic.com/in-defense-of-papyrus-your-guide-for-when-to-use-despised-fonts-73fd6edcd2a2>

Incense and Grateful Dead Posters

<https://thebolditalic.com/in-defense-of-papyrus-your-guide-for-when-to-use-despised-fonts-73fd6edcd2a2>

*Stationery Store Staffed Only
by White People*

<https://thebolditalic.com/in-defense-of-papyrus-your-guide-for-when-to-use-despised-fonts-73fd6edcd2a2>

Consistency

Aesthetic Consistency: Consistency of style and appearance is important for branding.

For example

- Fonts, logos, colors are consistent across all communications
- Example: Chain restaurants use consistent décor, colors, and logos

Functional Consistency: Consistency of meaning and action.

For example

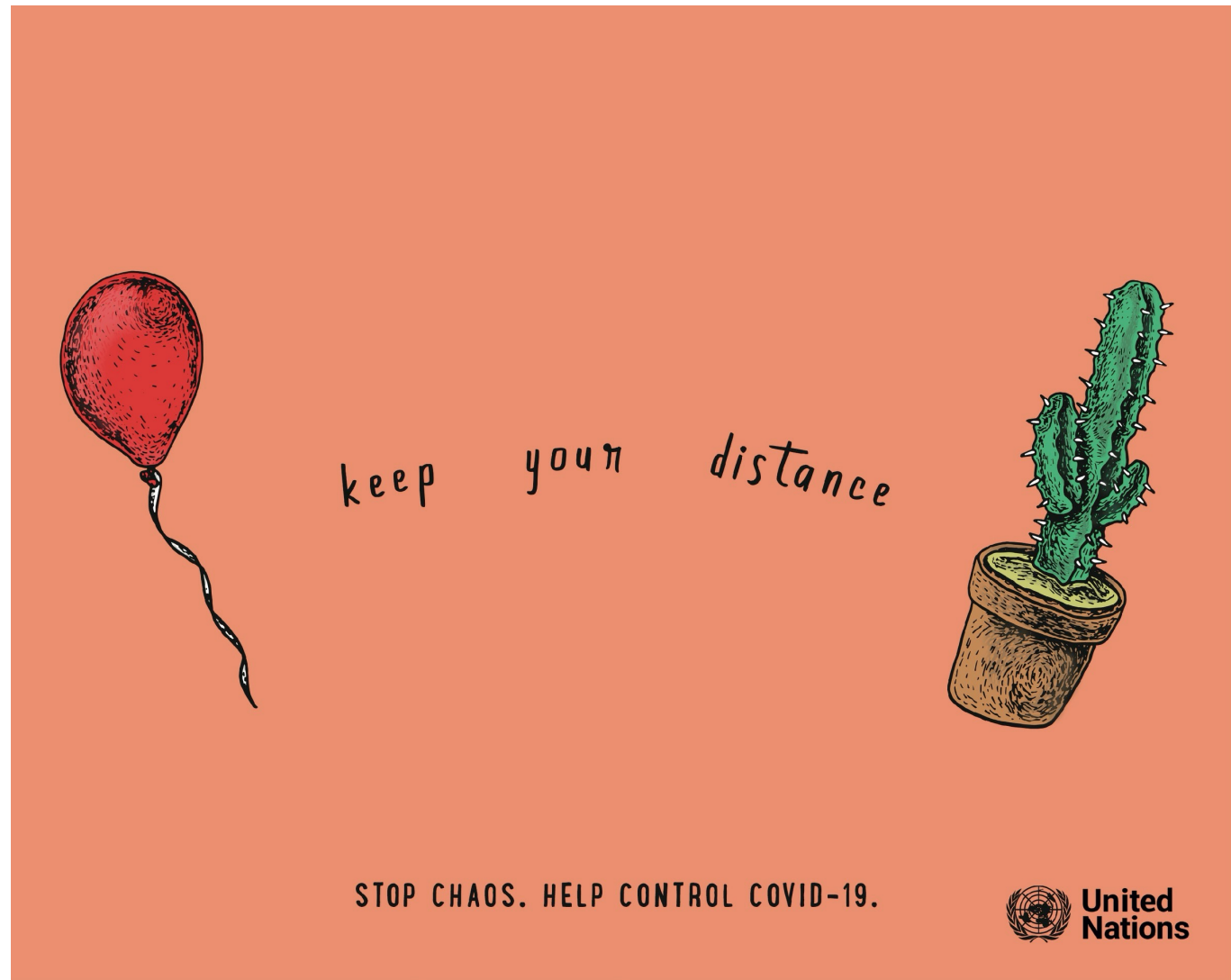
- Video-player symbols for play, pause, and stop are consistent.
- Yellow traffic light always precedes red light.



Restaurant chains frequently use consistency to provide customers with the same experience across many locations. For example, Bob Evans uses the same logo, typefaces, color schemes, menus, staff uniforms, interior design, and architecture across its restaurants. This consistency improves brand recognition, reduces costs, and establishes a relationship with customers that extends beyond any single restaurant.



Visual Metaphors



https://www.adsoftheworld.com/media/print/united_nations_keep_your_distance

1.1. Mäkijärvi proudly presents:

The Magnificent **BEARS** of the Glorious Nation of **FINLAND**

Approximately before & after the year 2010

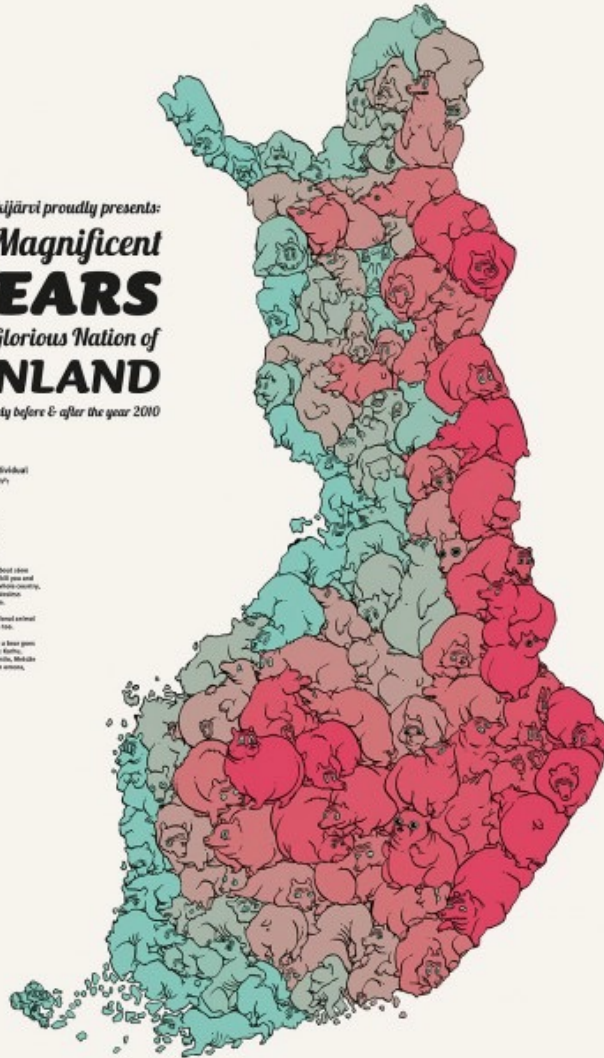
The amount of individual
bears per square kilometre

- 0 - 2,0
- 2,1 - 4,0
- 4,1 - 6,0
- 6,1 - ∞

Which means there is about close
pounded bears ready to kill you and
your loved ones in the whole country,
excluding the three western
provinces of Minnesota.

For Karl Bear is the national symbol
of Finland. And Russia's too.

In the Finnish language a bear goes
by the following names: Karhu,
Metsäkettu, Orja, Karhu, Mäki,
Karkkari, Karhu, Mäki, Karhu,
Orja and Karhu.



http://grrr.fi/wp-content/uploads/2014/05/annukka-makijarvi/Karhukartta_makijarvi_w-455x650.jpg



Manifest Justice Exhibition, Los Angeles, May 2015

<http://www.afropunk.com/profiles/blogs/feature-manifestjustice-art-exhibit-in-los-angeles>

<https://gannettgallery.org/suffrage/exhibit/>

