



SENIOR
DESIGN
EXHIBIT

BRAND GUIDELINES

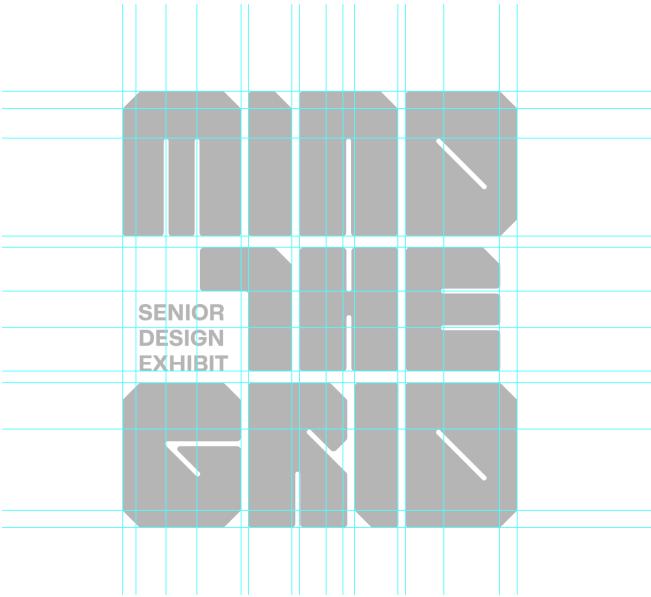
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1. LOGOTYPE

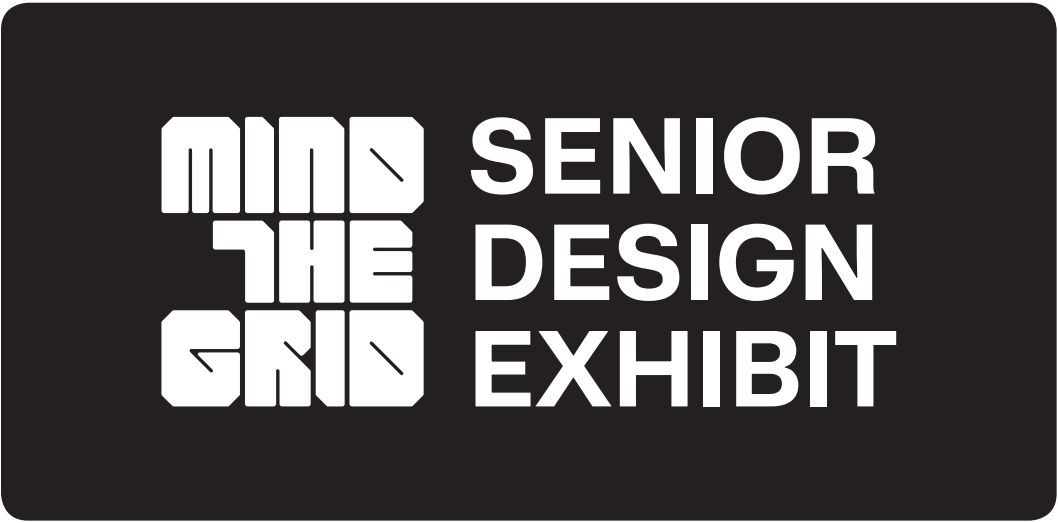
PRIMARY LOGO

Our logo is our main visual identifier, giving audiences a quick graphic reference for our brand. It is important to present our logo accurately so that it will be instantly recognizable.



ALTERNATIVES

We have created an alternative version to be used in certain layouts and in smaller scale. Please use this versions only when absolutely necessary—use our primary logo whenever possible.

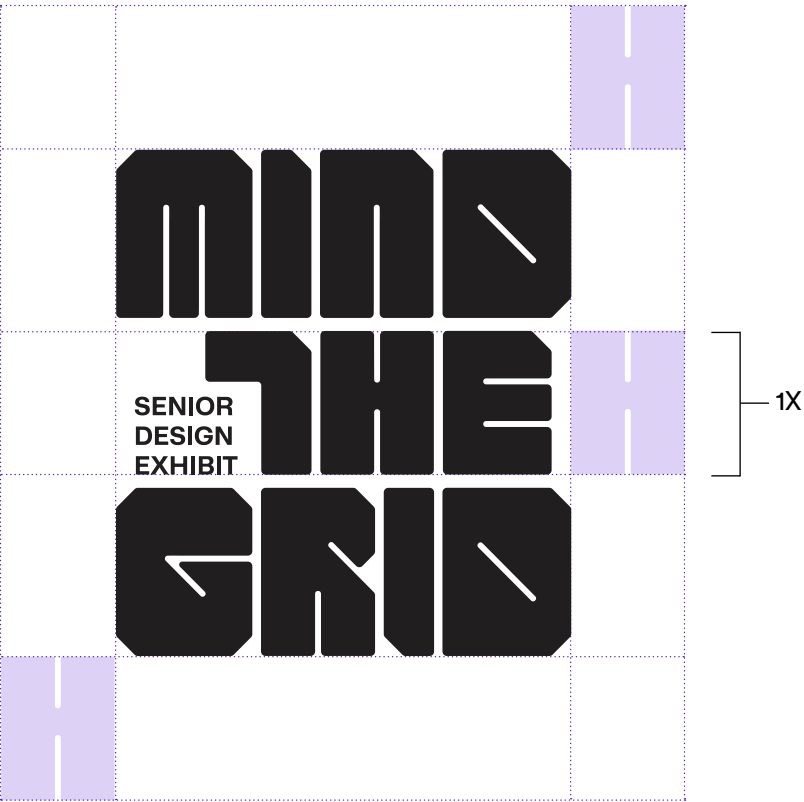


CLEAR ZONE & MINIMUM SIZE

The following rules have been established to ensure legibility and accurate reproduction in all sizes and applications.

Clear Zone

The diagram (to the right) shows how our clear zones are constructed. The clear zone should be, at minimum, the height of the letter "H" in the logo. No type may appear within the clear zone, and take this zone into consideration when placing the logo near the edges of your designs.



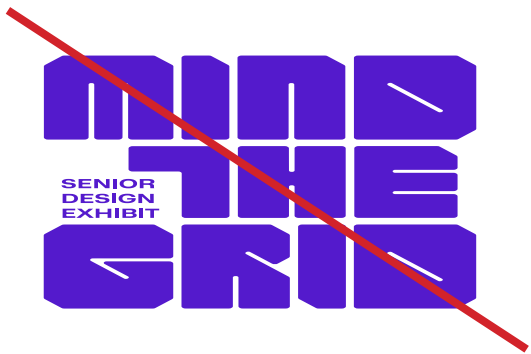
Minimum Size

The size listed here is the minimum size our logo can appear in any configuration. There is no maximum size for our logo. To ensure that the logo remains clear and legible, please avoid scaling it smaller than shown here.



INCORRECT LOGO USAGE

To help avoid improper use of our logo, we've compiled a series of common mistakes that might occur.



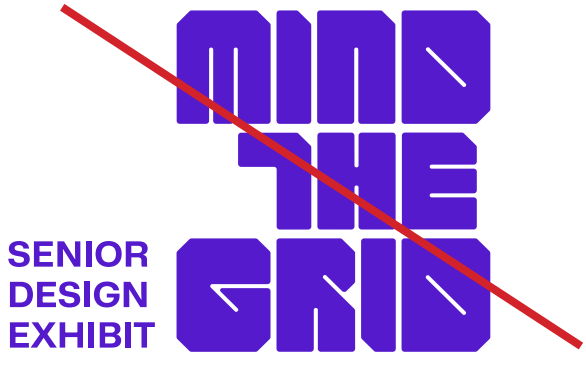
Don't stretch, condense, or change the dimensions of the logo elements.



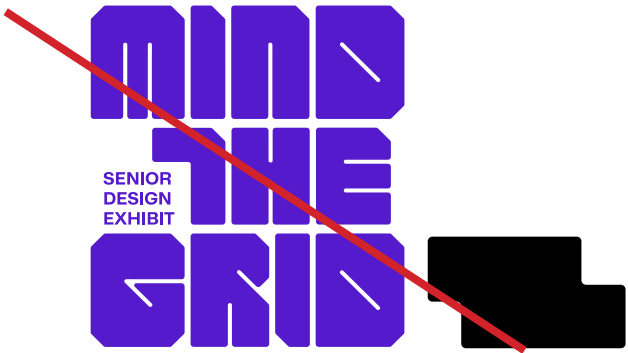
Don't add strokes to the logo.



Don't add a drop shadow or an outer glow to the logo.



Don't rearrange the logo elements.



Don't violate the clear zone.



Don't change the colors of the individual letters of the logo.

2.

COLOR PALETTE

PRIMARY

C=77 M=84 Y=0 K=0
R=85 G=26 B=203
#551ACB

C=9 M=64 Y=0 K=0
R=255 G=116 B=236
#FF74EC

C=5 M=2 Y=8 K=0
R=239 G=242 B=232
#EFF2E8

C=70 M=67 Y=64 K=74
R=35 G=31 B=32
#231F20

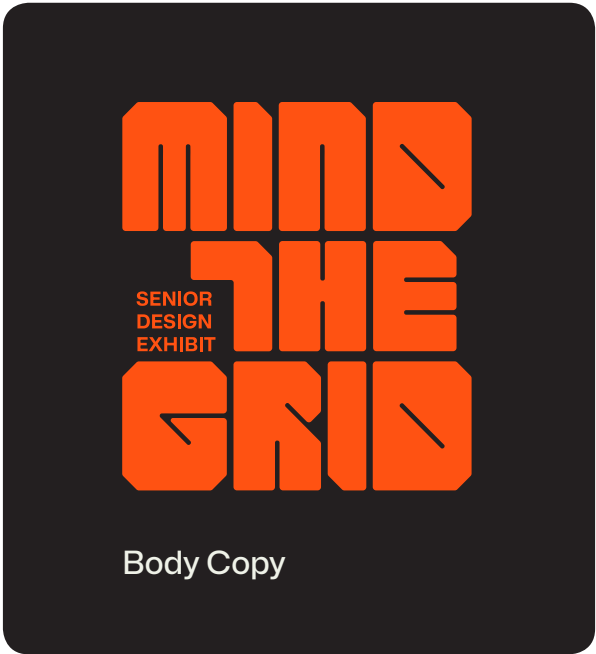
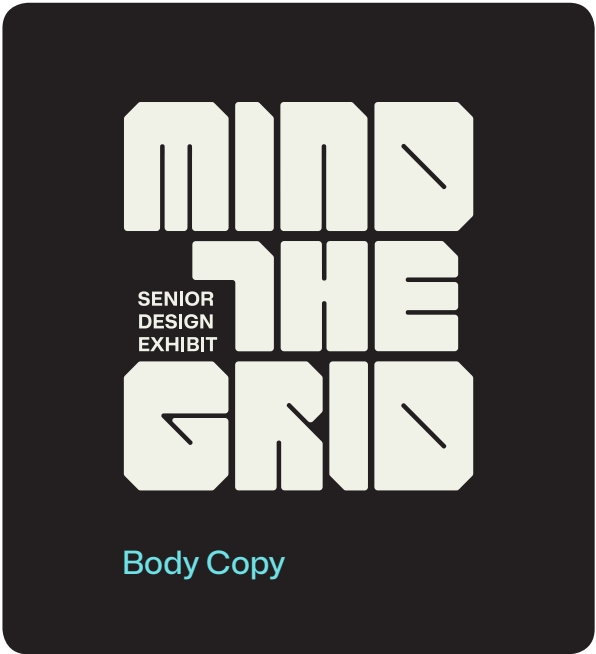
SECONDARY

C=0 M=88 Y=100 K=0
R=255 G=82 B=18
#FF5212

C=57 M=0 Y=17 K=0
R=110 G=226 B=231
#6EE2E7

COLOR COMBINATIONS

To keep our visual deliverables consistent, color of logotype can be applied depending on its background color.



3. TYPOGRAPHY

PRIMARY TYPEFACE

Our primary typeface, Mona Sans, should be used in all communications. Mona Sans is a variable font, which allows more design flexibility. However, try your best to stick to the 4 weights: Light, Medium, Bold, and Extra Bold, when possible for consistency across applications

Headlines & Body Copy

Mona Sans (Light, Medium, **Bold**, **Extra Bold**)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

5:00–8:00 PM

&?!()"@ \$

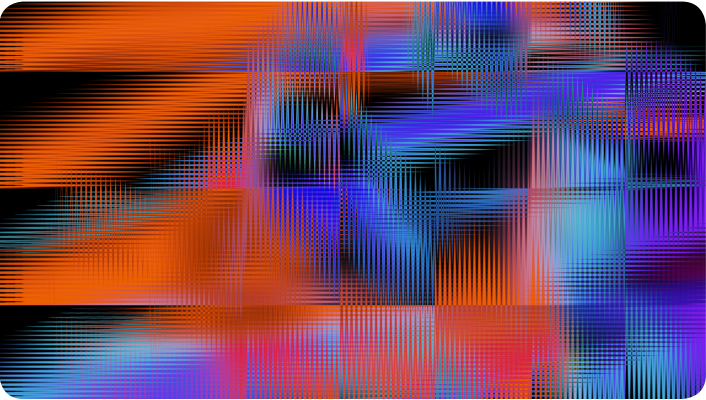
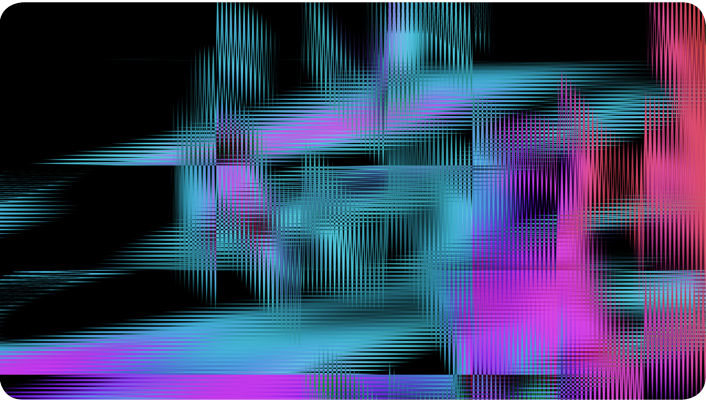
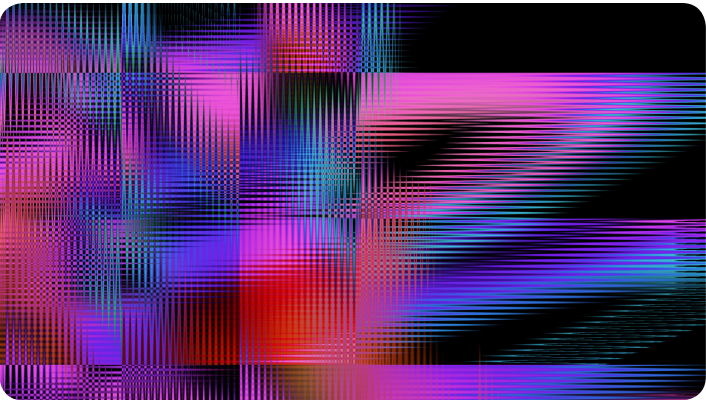
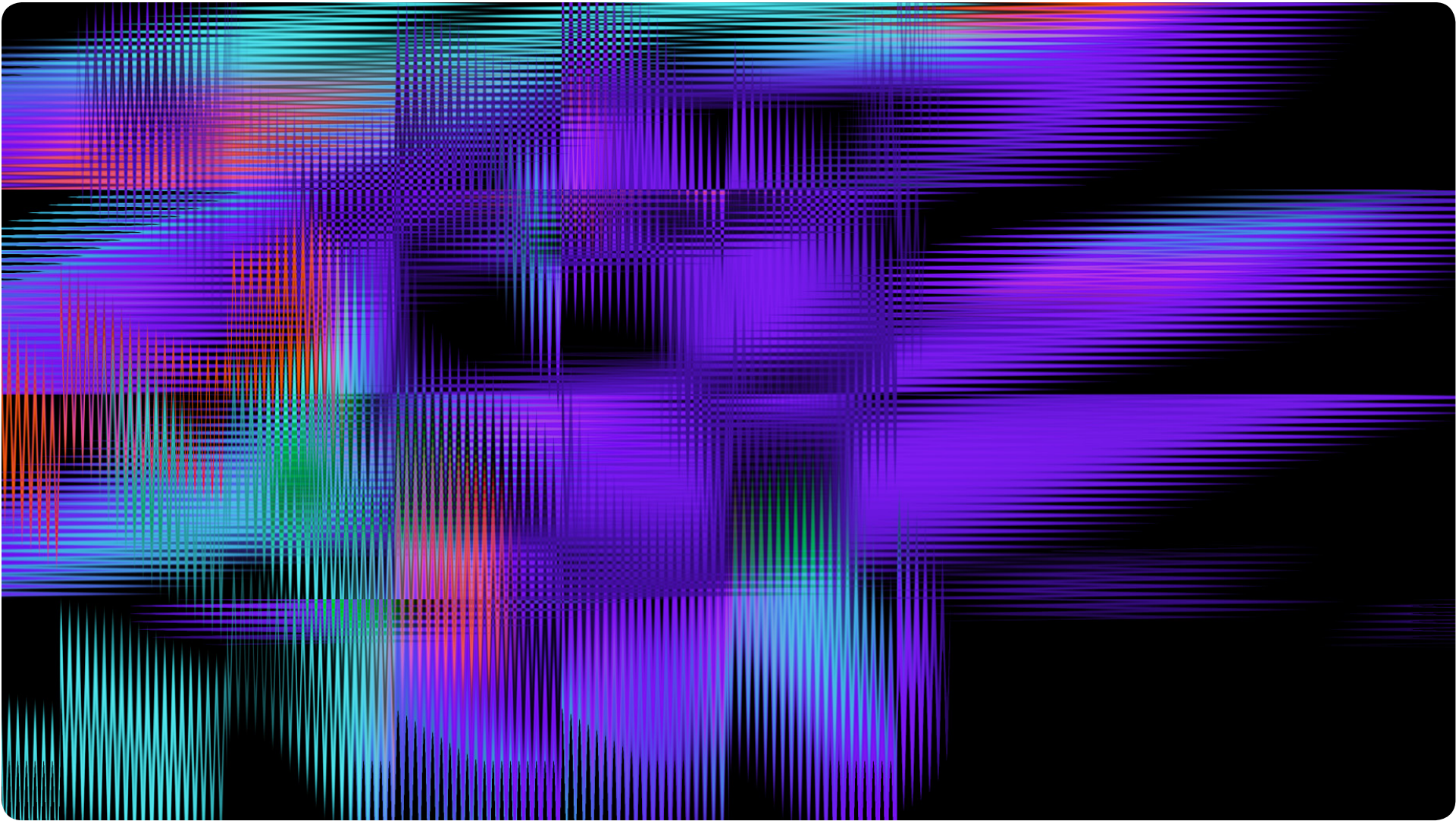
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

4.

COMPLEMENTARY GRAPHICS

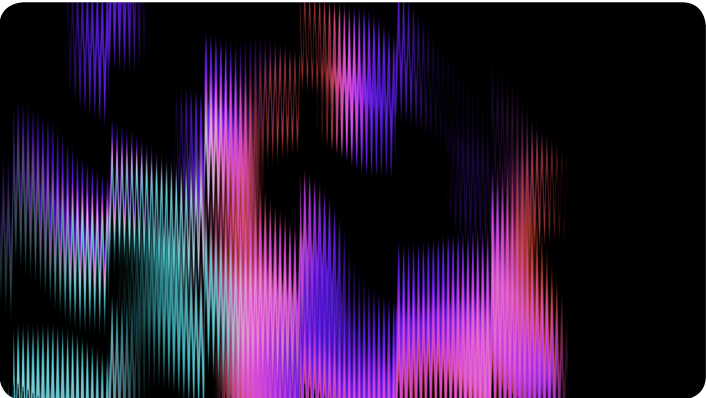
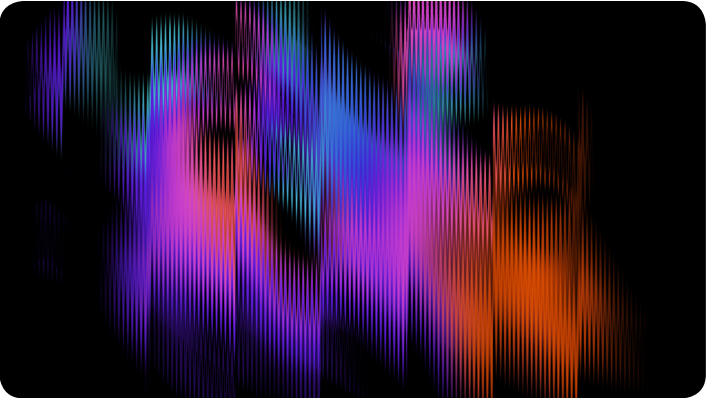
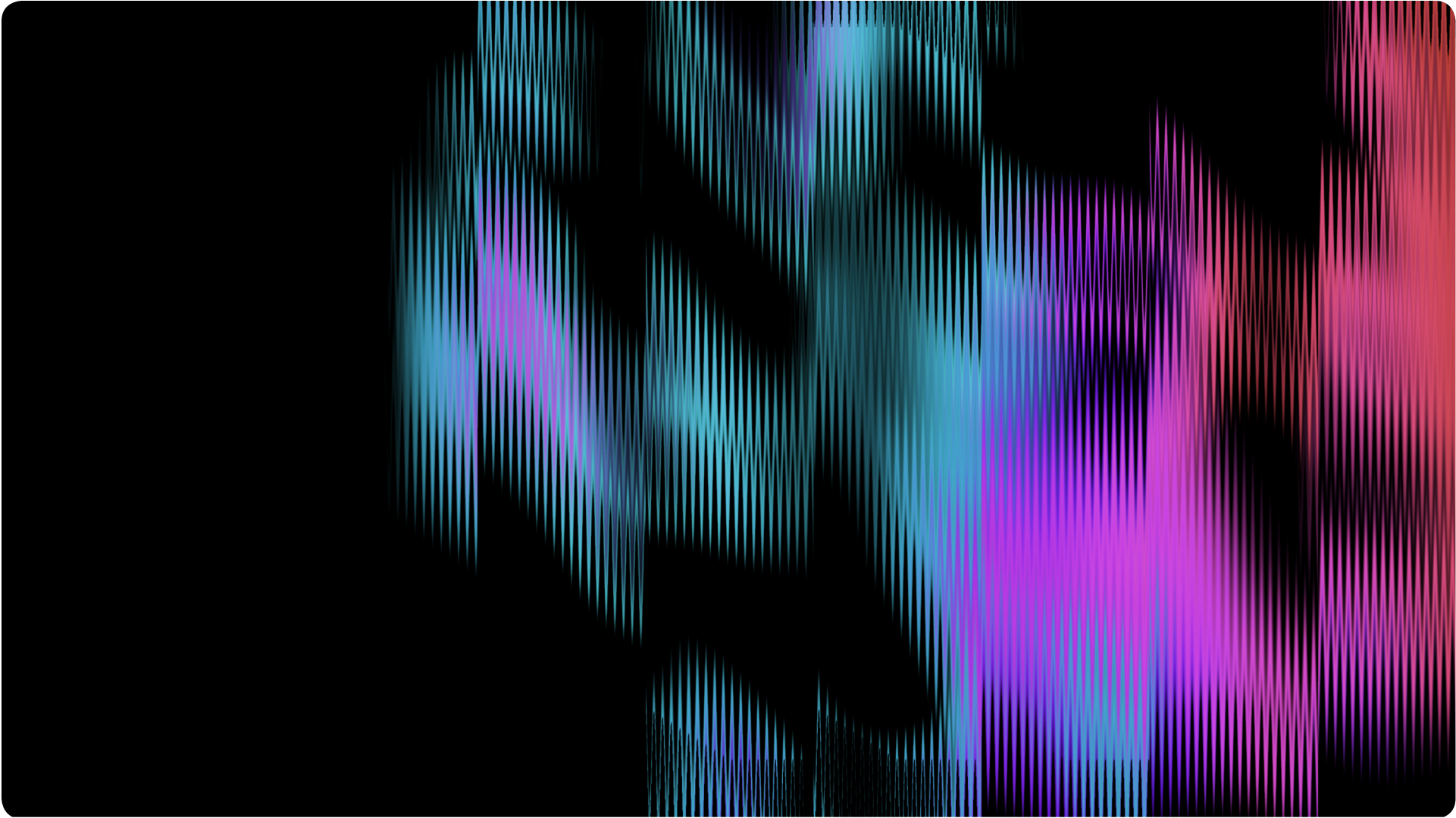
GRID GRAPHICS

Our complementary graphics are designed to be used in motions. Static versions are available to be used for posters and printed materials. All files can be accessed on our shared drive: **SAIC AIGA (Spring 2023) Board Members > -- Mind the Grid > Creative > Complementary Graphics**



COLUMN GRAPHICS

Our complementary graphics are designed to be used in motions. Static versions are available to be used for posters and printed materials. All files can be accessed on our shared drive: **SAIC AIGA (Spring 2023) Board Members > -- Mind the Grid > Creative > Complementary Graphics**

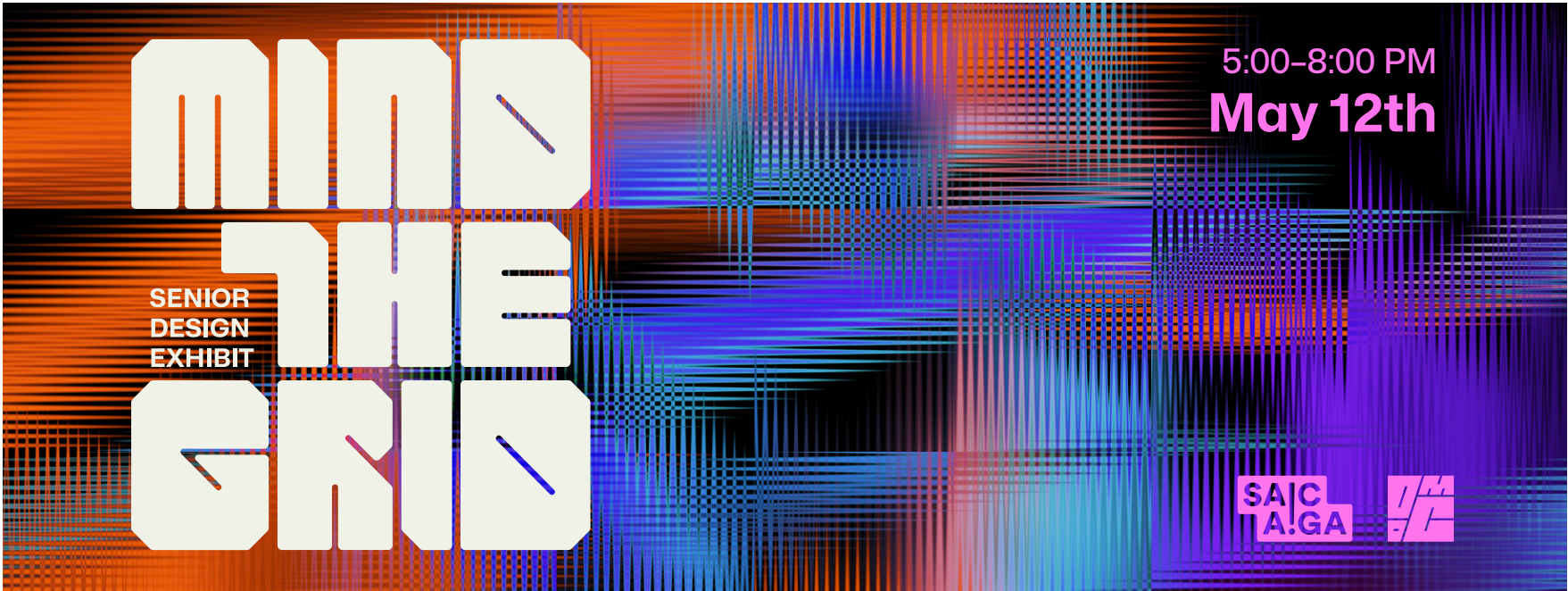


5.

BRAND IN ACTION

DIGITAL FLATS

The graphics below are suggestions on how our logotype and texts can be applied. Feel free to execute your designs with different visual approaches as long as the other guidelines are not violated.



ONSITE

Characteristics of the letterforms can be translated into physical elements when it comes to installation as well.

JULIE BOLDT

The Kennedy-Khrushchev
Exchanges, 2018–2019

Inkjet on vellum, highlighter, pen, map pins, and thread

ALLEN YE

Mind the Grid Identity Design, 2023

Illustrator, InDesign, and After Effects

**THANK
YOU!**