

HEALTHY HYSTERIA

BRAND IDENTITY SYSTEM

PROFESSOR CHANTAL FISCHZANG

ABOUT

Healthy Hysteria is a convention that's all about having a good time. There will be sitcoms/skits, speakers, stand up comedians, workshops, and activities that allow people to have fun and joke around with one another. While attendees are enjoying their time they will also be informed on all the benefits that are happening to their body, mentally and physically.

OBJECTIVE

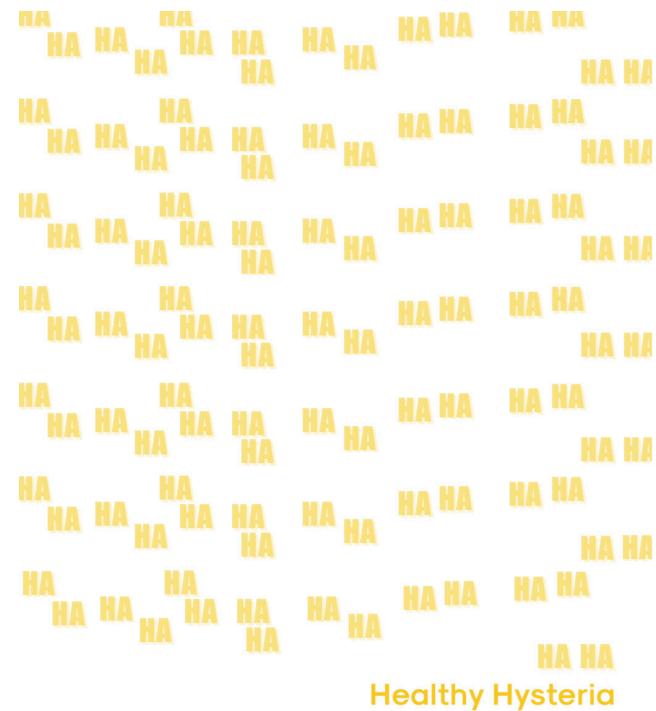
Create an identity system that shows how laughing can fill an area.

NAMING



SKETCHES

In these sketches,
ha ha's make
up healthy
hysteria and the
space above it.
Implemented with
the color yellow.



Healthy Hysteria



TYPEFACE

Logo Typeface:

Scheme, Regular

Aa Bb Cc Dd Ee

Ff Gg Hh Ii Jj Kk

Ll Mm Nn Oo Pp

Qq Rr Ss Tt Uu

Vv Ww Xx Yy Zz

Supporting Typeface:

Avenir Next, Demi Bold

Aa Bb Cc Dd Ee

Ff Gg Hh Ii Jj Kk

Ll Mm Nn Oo Pp

Qq Rr Ss Tt Uu

Vv Ww Xx Yy Zz

COLOR PALETTE



#fff200



#ec008c



#00aeef

OFFER

HA HA HA HA HA HA
HA HA HA HA HA HA
HA HA HA HA HA HA
HA HA HA HA HA HA
HA HA HA HA HA HA
HA HA HA HA HA HA
HA HA HA HA HA HA
HEALTHY HYSTERIA

HA HA HA HA HA HA
HA HA HA HA HA HA
HA HA HA HA HA HA
HA HA HA HA HA HA
HA HA HA HA HA HA
HA HA HA HA HA HA
HA HA HA HA HA HA
HA HA HA HA HA HA
HEALTHY HYSTERIA

HA HA HA HA HA HA
HA HA HA HA HA HA
HA HA HA HA HA HA
HA HA HA HA HA HA
HA HA HA HA HA HA
HA HA HA HA HA HA
HA HA HA HA HA HA
HEALTHY HYSTERIA

HA HA HA HA HA HA
HA HA HA HA HA HA
HA HA HA HA HA HA
HA HA HA HA HA HA
HA HA HA HA HA HA
HA HA HA HA HA HA
HA HA HA HA HA HA
HEALTHY HYSTERIA

Variations:

HA HA HA HA
HA HA HA HA HA
HA HA HA HA HA
HA HA HA HA HA
HA HA HA HA HA
HEALTHY HYSTERIA
A CONVENTION ABOUT LAUGHING FOR MENTAL HEALTH

h a h a h a h a h a
h a h a h a h a h a
h a h a h a h a h a
h a h a h a h a h a
HEALTHY HYSTERIA
h a h a h a h a h a
h a h a h a h a h a
h a h a h a h a h a

The typeface is rounded giving it a soft feel and the color palette is playful. The words healthy hysteria are grey because black is too aggressive for the magenta, cyan and yellow. The ha ha's, are different colors to represent different laughs filling a space.

Variations:

HA HA HA HA HA HA
HA HA HA HA HA HA
HA HA HA HA HA HA
HA HA HA HA HA HA
HA HA HA HA HA HA
HA HA HA HA HA HA
HEALTHY HYSTERIA

HA HA HA HA HA HA
HA HA HA HA HA HA
HA HA HA HA HA HA
HA HA HA HA HA HA
HA HA HA HA HA HA
HA HA HA HA HA HA
HEALTHY HYSTERIA

Ha ha's are placed in a pattern that gives them movement. The yellow is implemented as a background color to show how it would look inverted.

Variations:

HA HA HA HA HA HA

HA HA HA HA HA HA

HA HA HA HA HA HA

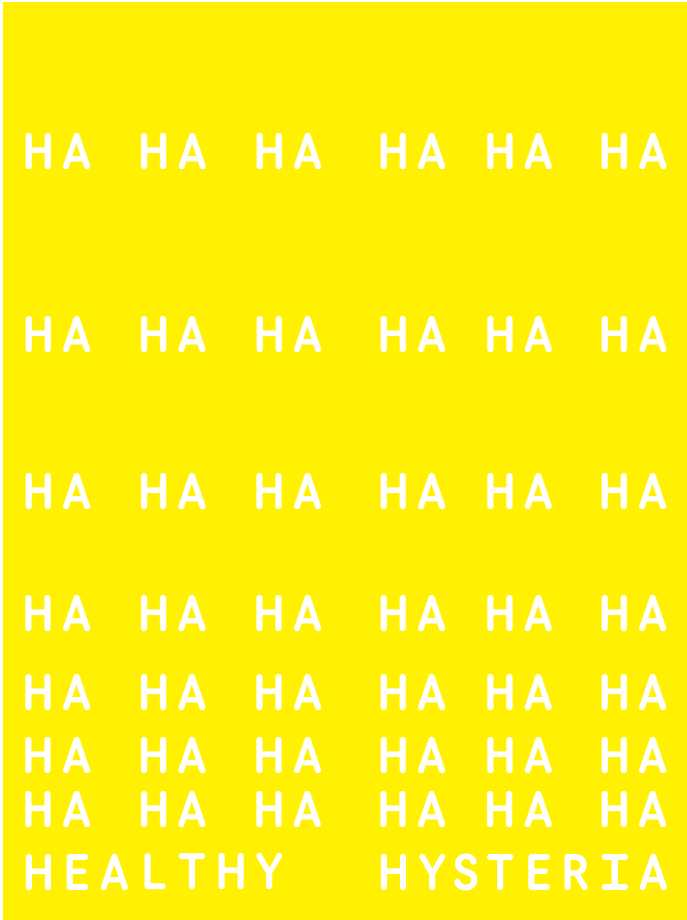
HA HA HA HA HA HA

HA HA HA HA HA HA

HA HA HA HA HA HA

HA HA HA HA HA HA

HEALTHY HYSTERIA



BROCHURE

FRONT

h a h a h a h a h a
h a h a h a h a h a
h a h a h a h a h a
h a h a h a h a h a
h a h a h a h a h a

HEALTHY HYSTERIA

A CONVENTION ABOUT LAUGHING FOR MENTAL HEALTH

h a h a h a h a h a
h a h a h a h a h a
h a h a h a h a h a
h a h a h a h a h a

FIRST FOLD

“Comedy can be a
powerful antidote
to sadness.

A good laugh can
brighten your mood,
give you a
new perspective,
lighten your burden
and *ground* you.”

- Deborah Serani

It's our **MISSION**
to reintroduce laughter
into lives.

Healthy Hysteria
is an event that
will teach
attendees
how to bring
laughter back
into their
environment to
create a more
wholesome one
rather than a
stressful one.

Attendees
will learn why
laughter/
happiness are
integral to a
healthy life and
how to revive
their daily
schedules.

SECOND FOLD

“Comedy can be a
powerful antidote
to sadness.

A good laugh can
brighten your mood,
give you a
new perspective,
lighten your burden
and **ground** you.”

SPEAKERS

PODCASTS

2 DOPE QUEENS

A podcast that features female comedians, comedians of color, and LGBT comedians, in an effort to represent people from different backgrounds.

COMEDY BANG BANG

A weekly podcast that blends conversation and character work from today's funniest comedians.

STAND UP

AMY SCHUMER

A stand up comedian and actress she stars in Comedy Central and wrote, produced and starred in the movie Trainwreck.

ELLEN DEGENERES

A comedian, TV host, actor, writer and producer, Ellen knows how to entertain on all fronts.

KEVIN HART

A comedian and actor, Kevin started out unsuccessful but now has his tour Kevin Hart Nation.

STEVE CARRELL

An actor, comedian, writer, producer and director. Best known for his role as Michael Scott in the sitcom, The Office.

SKITS

IMPRATICAL JOKERS

A show where stars, Joe, Q, Murr, and Sal coerce one another into doing public pranks while being filmed by hidden cameras.

SNL CAST

A comedy based show with numerous sketches starring comedians and multiple famous hosts.

PhD

DANIEL KAHNEMAN

A psychologist notable for his work on the psychology of interaction, judgement and decision-making.

DR. PETER MCGRATH

Studies and researches laughing. Is founder of the Humor Research Lab.

THIRD FOLD

PROGRAM ACTIVITIES

EMBARRASSING-SCENARIO LAUGHTER

Recall an embarrassing incident and retell it, laughing at the end or throughout. Laugh hysterically out of embarrassment or nervousness.

APPRECIATION LAUGHTER

Look at others as you laugh and appreciate each other. This is a value-based laughter, reminding participants how important it is to appreciate each other.

ARGUMENT LAUGHTER

The leader presents an absurd scenario and seeks a number of volunteers. Two volunteers begin by arguing with each other with laughter and posing at each other. Substitutes can take their place or two teams can argue against each other pointing index fingers. Arguments are hypothetical.

FALL-DOWN DEAD LAUGHTER

Similar to the childhood game of pretending to shoot a person dead, where the victim over-dramatizes the death while falling to the ground. Alternatively, the victim is "poofed" by throwing imaginary magic dust, victim laughs self to death.

CELEBRATION LAUGHTER

Get everyone in the group to come close together and then tell a secret and then give high fives jumping around celebrating.

BREAK-MARCH LAUGHTER

A "sergeant major" leads a group of "soldiers," directing them to "march left, left, left, right, left" and then "ha, ha, ha, ha, ha." The sergeant-major takes the soldiers on a march where laughter is structured at first and then becomes more spontaneous when they break march.

INTIMACY LAUGHTER

Hug each other and laugh by feeling the vibrations in each others' bodies. As an alternative, you can hold hands and laugh. The participants become closer and hold each others' hands and laugh with copassionate eye contact.

LION LAUGHTER

Stick your tongue out, pose with hands held like lions paws; roar and laugh from the belly - no gagging. This helps open up and stretch out psychological boundaries and barriers.

“Children laugh *hundreds* of times a day.

And as adults, we only laugh *12* times a day.

That's because children live in their *hearts* and as adults we're in our *heads*.”

- Francine Shore

SCHEDULE

10 AM
2 DOPE QUEENS @ GRACE E SIMONS LODGE
COMEDY BANG BANG @ MONTECILLO DE LEO POLITI OLD LODGE

11 AM
EMBARRASSING-SCENARIO LAUGHTER @ ACADEMY ROAD

12 PM
AMY SCHUMER @ GRACE E SIMONS LODGE
STEVE CARRELL @ MONTECILLO DE LEO POLITI OLD LODGE

1 PM
APPRECIATION LAUGHTER @ ACADEMY ROAD

2 PM
DANIEL KAHNEMAN @ GRACE E SIMONS LODGE
ARGUMENT LAUGHTER @ ACADEMY ROAD

3 PM
INTIMACY LAUGHTER @ ACADEMY ROAD

4 PM
KEVIN HART @ GRACE E SIMONS LODGE
ELLEN DEGENERES @ MONTECILLO DE LEO POLITI OLD LODGE

5 PM
FALL-DOWN DEAD LAUGHTER @ ACADEMY ROAD

6 PM
DR. PETER MCGRAW @ GRACE E SIMONS LODGE
LION LAUGHTER @ ACADEMY ROAD

7 PM
CELEBRATION LAUGHTER @ ACADEMY ROAD

8 PM
BREAK-MARCH LAUGHTER @ ACADEMY ROAD

9 PM
SNL CAST @ GRACE E SIMONS LODGE
IMPRITICAL JOKERS @ MONTECILLO DE LEO POLITI OLD LODGE

BACK

HA

HEALTHY
HYSTERIA

A CONVENTION ABOUT LAUGHING
FOR MENTAL HEALTH

ELYSIAN PARK | APRIL 30TH | 10 AM - 10 PM

POSTER

Ha ha's are filling
the space while
also infusing
together to
give the idea of
sharing laughter.



BUTTONS



Keeping the idea that the ha ha's are together in an area.

BASEBALL CAP



The cap is yellow because it's a more universal color than blue or pink.

TOTE BAGS



POCKET TEES

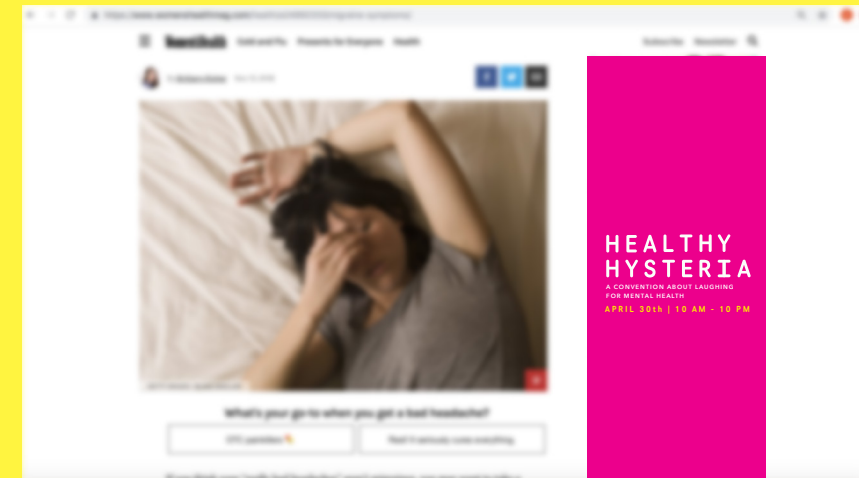
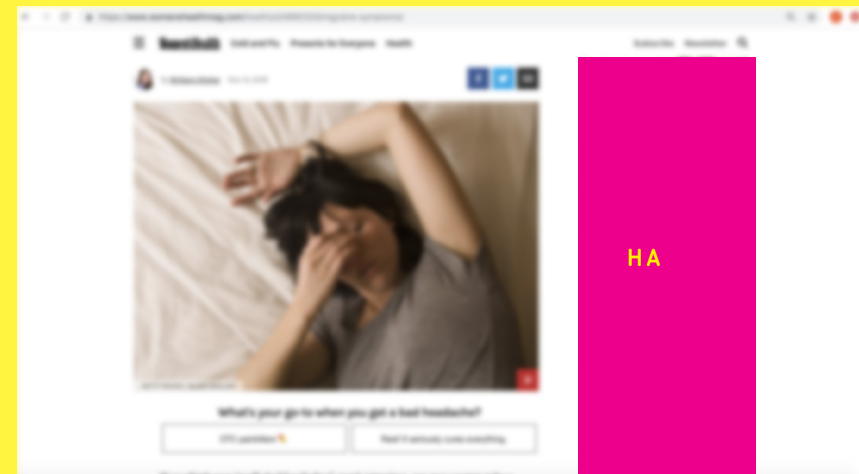
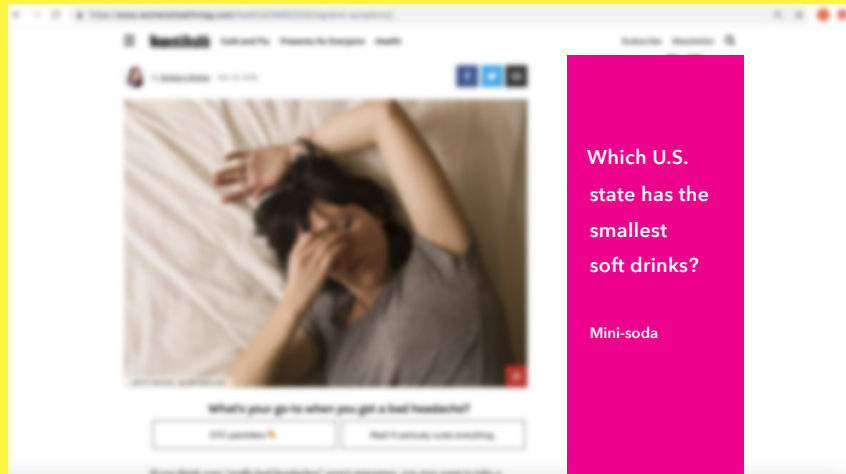


Ha ha's are exploding out into a space.



DIGITAL BANNERS

CONTINUED



SOCIAL MEDIA

Photos of people in the midst of laughing are taken. Then the color palette is implemented and so is transparency so it gives it movement. People share something about themselves.



SOCIAL MEDIA

CONTINUED

INSTAGRAM



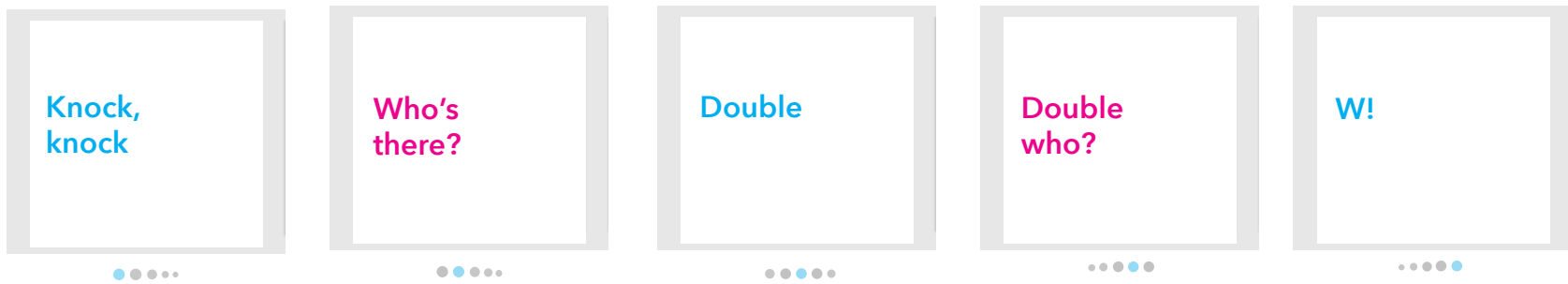
One of the ways to post the series of portraits using the advantage of the swipe.



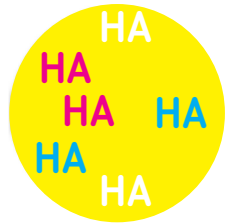
I wish I could say that not a day goes by that I don't laugh, but the truth is, I let the **stress of life weigh me down** in ways I don't even notice. When I finally do laugh, the type of laughter that makes me cry, I remember how much **I love to laugh** and how **I wish I could find a way to enjoy it more often**. Go to a funny movie, invite friends over for an evening of fun games, watch old family movies. Laughter cannot truly be enjoyed unless we loosen our grip on the wheel. It has to be free flowing from a truly content and **comfortable state** that we need to cultivate.



Participants share what makes them laugh, why they like laughing, on average how much they think they laugh a day, etc.



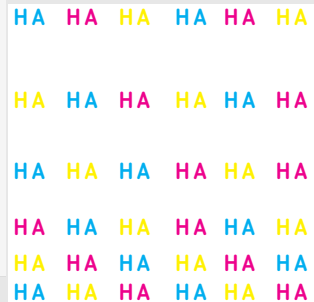
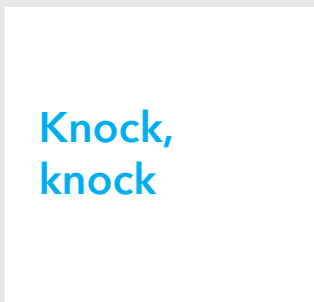
Another way to take advantage of the swipe is by telling a joke. For example, the use of five boxes to tell a knock, knock joke.



healthyhysteria

name. description goes here you know, whatever you wanna do but just make sure its two lines!

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ha ha ha ha ha

ha ha ha ha ha

ha ha ha ha ha

ha ha ha ha ha

THANK YOU!

ha ha ha ha ha

ha ha ha ha ha

ha ha ha ha ha