

ROOTED HERE

STYLE GUIDE

ADAM, NATALIE, ESTONIA
SPRING '23

TABLE OF CONTENTS

- 01 Brand Narrative
- 02 Logo Direction
- 03 Logo - Color
- 04 Logo - Black and White
- 05 Color Palette
- 06 Typography
- 07 Secondary Elements/ Textures
- 08 Logo Usage (X)
- 09 Logo Integration
- 10 Possible Logo Variations

BRAND NARRATIVE

IDENTITY GOALS

We are establishing a visual identity that is directed towards the idea of topography and mapping. The design speaks on space and location, which is the main concept behind the project that connects us, the designers with a core location that we are passionate about.

KEY VALUES/ATTRIBUTES

space and location

History

landforms

BRAND PERSONALITY

Energetic

Lively

Timeless

Trustworthy

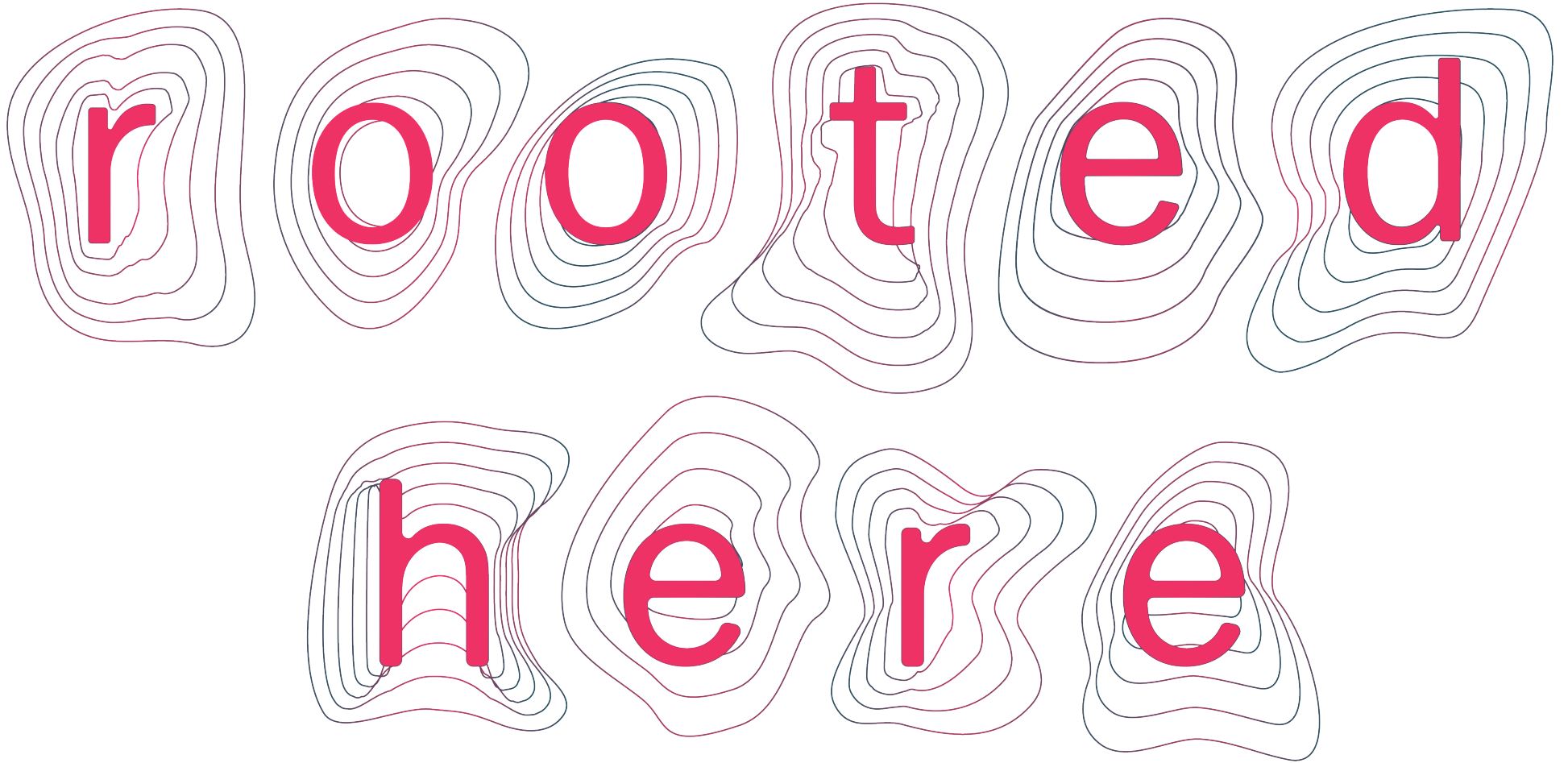
LOGO DIRECTION

The logo was created using organic shapes and outlines of the wordmark. With each individual letter, it was blended with the organic forms to create a stepped pattern that resembles topographic elements on a map. The letter forms are like puzzle pieces that fit together which resemble the idea of community and interconnectivity. The lines represent a topographic map in its layered and natural form. This offers a sense of familiarity with the spaces that were curated by the designers.

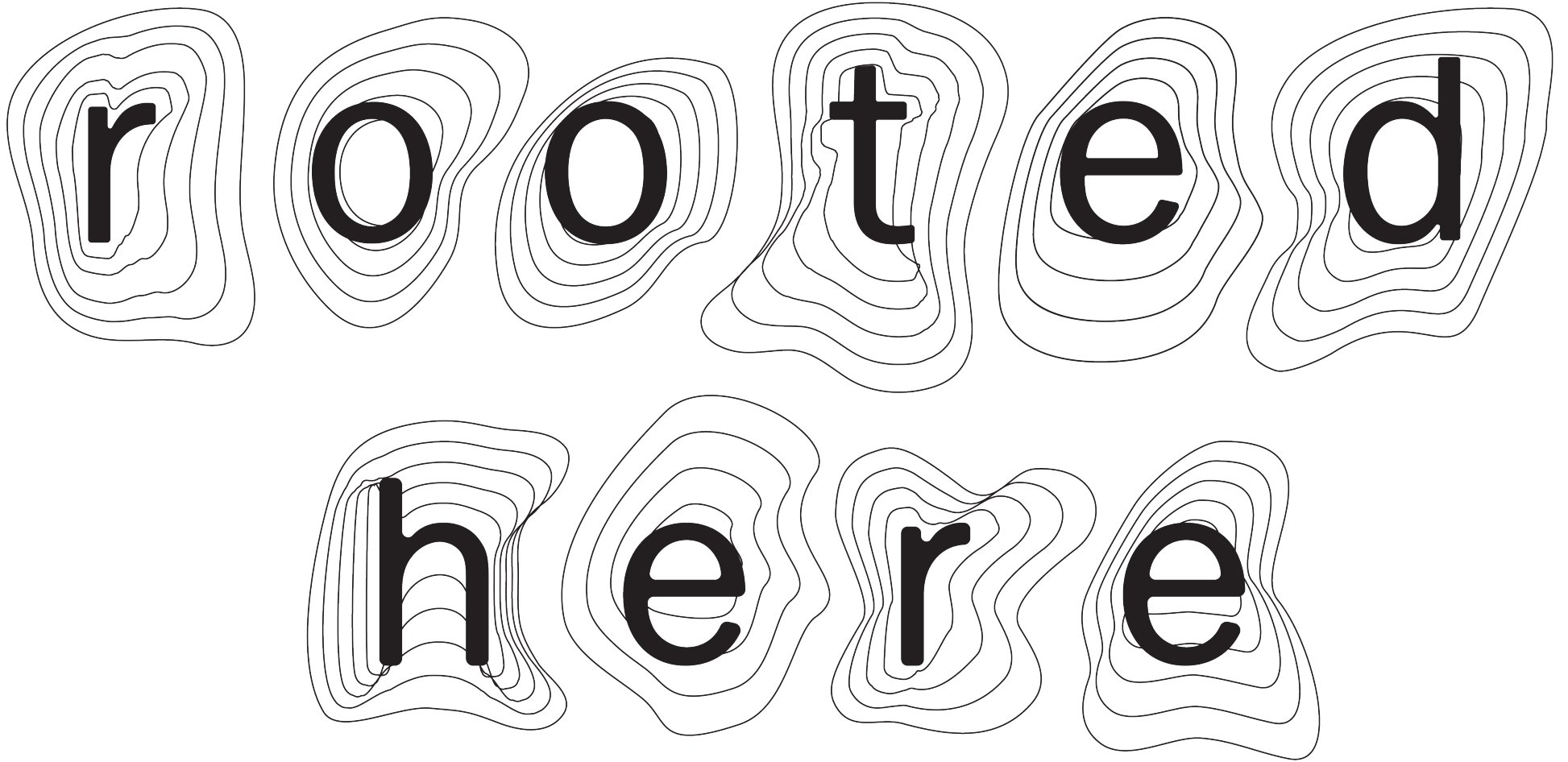
Lining up each letterform to the same baseline and mean prevents the design from looking too complicated, especially since the usage of the line treatment surrounding the letter differ from each other.

Using a bright yet warm color, the red stands out against a variation of backgrounds. The gradient in the lines reinforce the perception of elevation and depth.

LOGO - COLOR



LOGO - NEGATIVE



rooted

hera

rooted

here

rooted
here

rooted
here

rooted
here

rooted
here

rooted rooted
here here

COLOR PALETTE



#EF4366
RED

#025161
BLUE

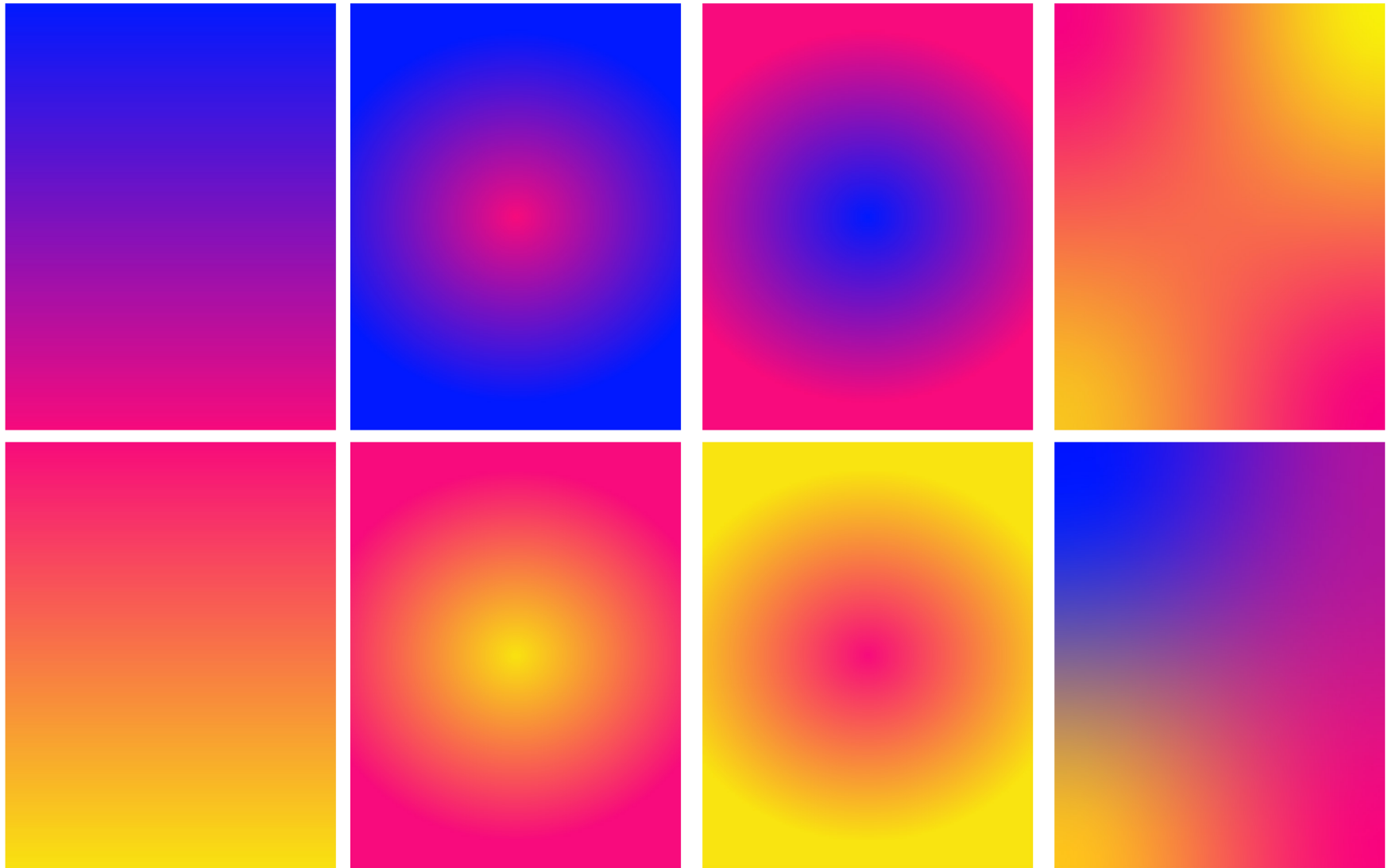
#000000
BLACK

#FFFFFF
WHITE

COLOR & EFFECTS



GRADIENTS WE LOOKED AT IN CLASS – WARM ZONES



TYPOGRAPHY

H1

VTC DU BOIS SANS BOLD

All caps, 0.3 stroke, tracking 75

H2

VTC DU BOIS SANS REGULAR

All caps, 0.3 stroke, tracking 75

B1

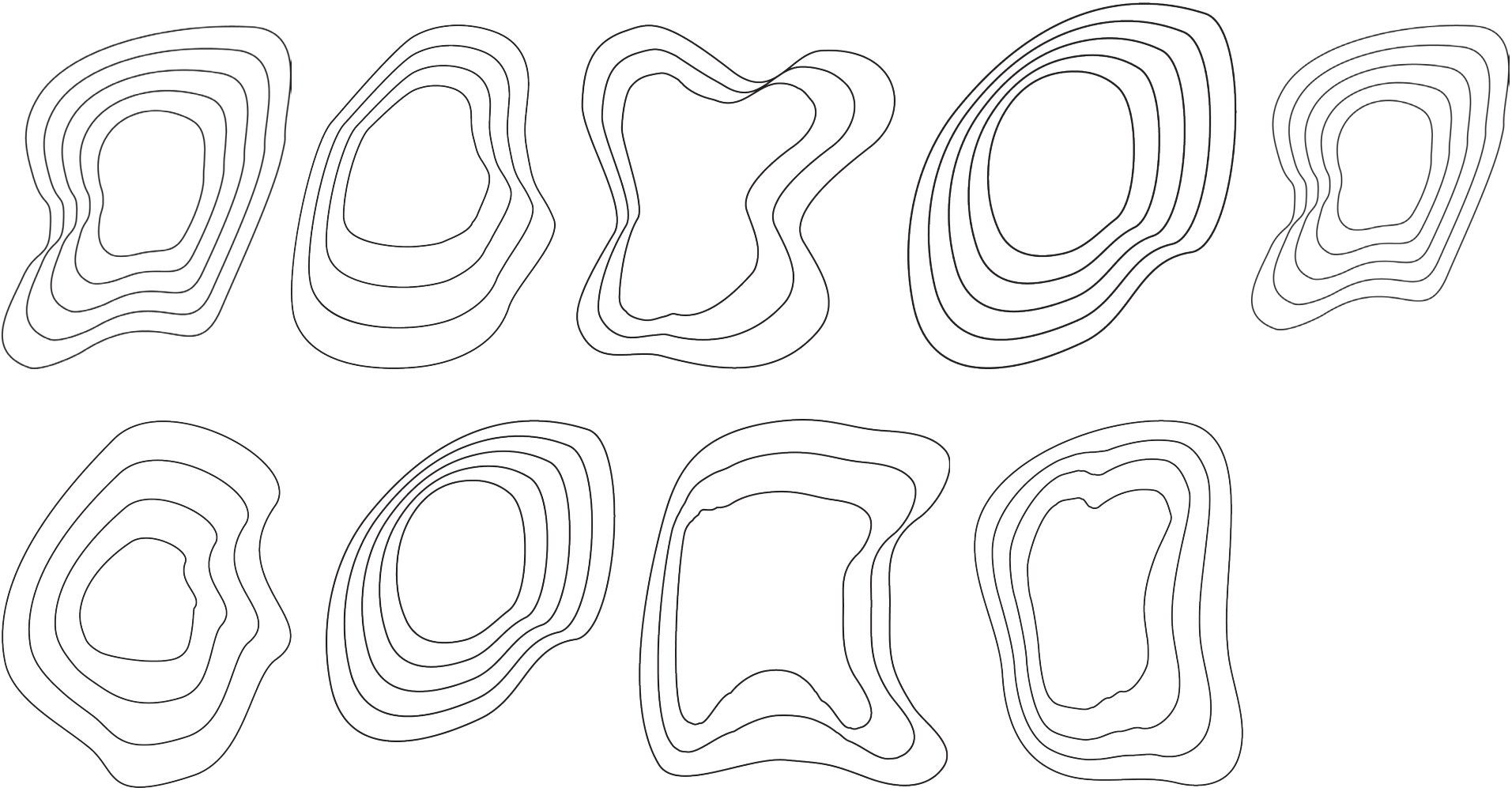
Avenir medium

Caption

AVENIR MEDIUM CAPS

SECONDARY ELEMENTS (TEXTURE)

Textures that can be used as background elements in design/display features in the gallery



LOGO USAGE (X)

- Don't use a fill background. This allows the logo to live in multiple spaces.
- Don't distort or warp the logo
- Don't change the logo typeface
- Don't rearrange the letters

r o o t e d

h e r e

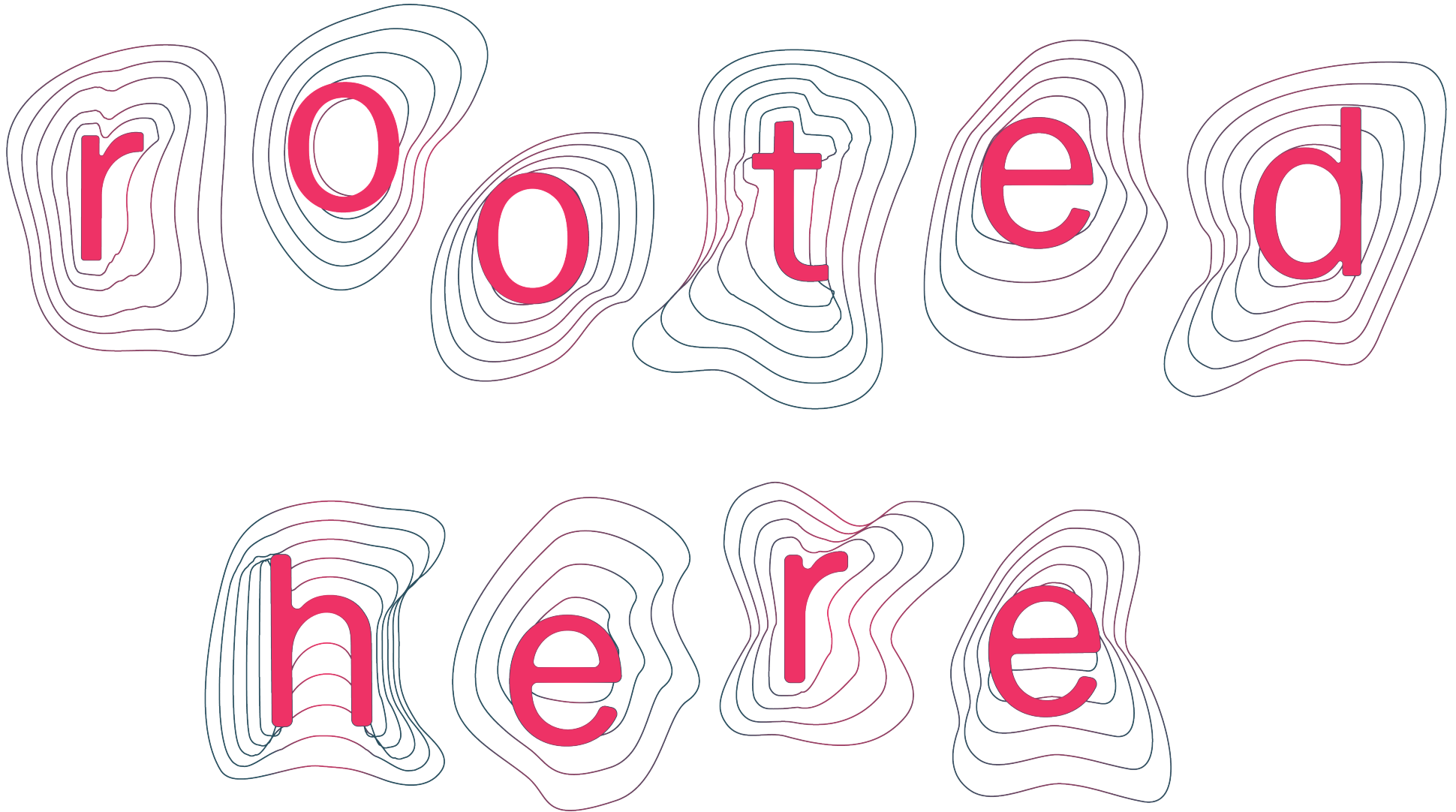
r o o t e d

h e r e

LOGO APPLICATIONS

- Acrylic mirror (floor length?)
- keepsake for guest speakers (pins?)
- plaques?
- Floor vinyl (placed around campus?)

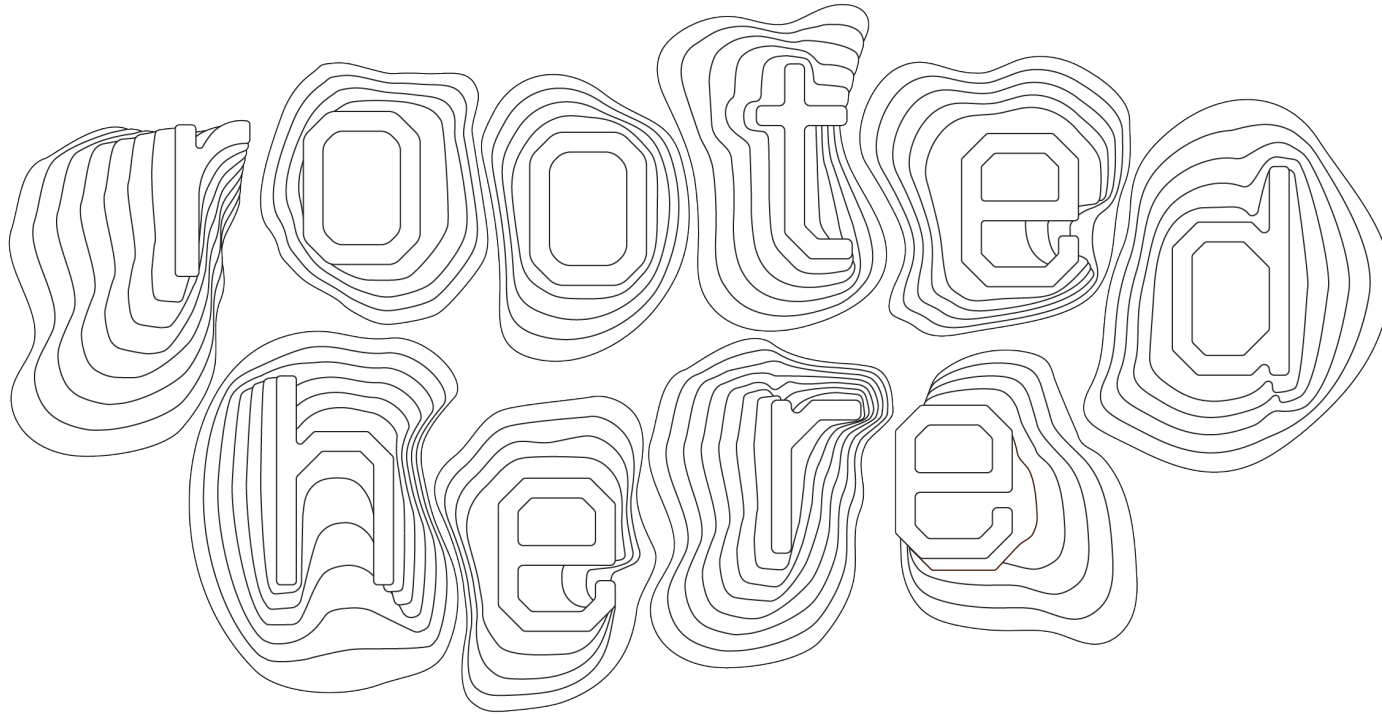
LOGO VARIATIONS

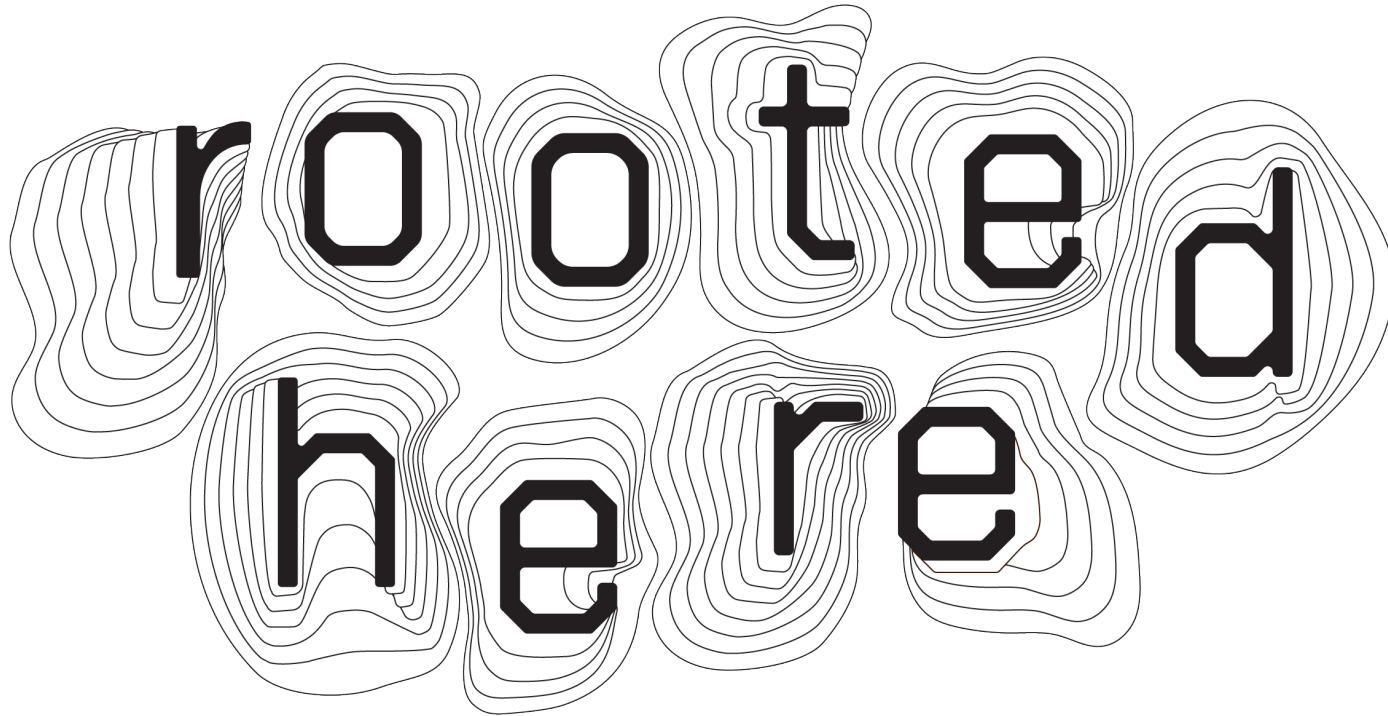


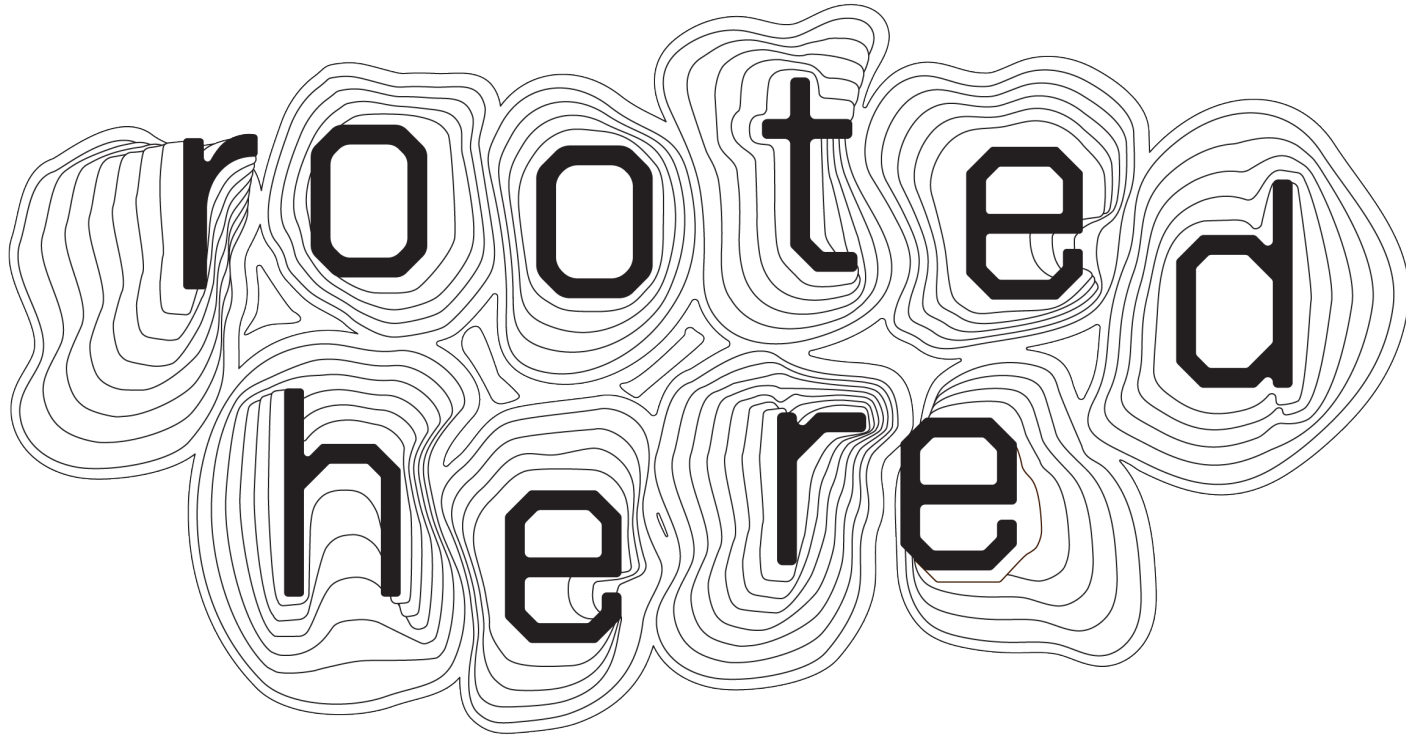
ORIGINAL — OUTLINE + FILL (NOT YET EXPANDED*)

NOTE: "EXPANDED" IN THIS CONTEXT MEANS TO CONVERT OUTLINES INTO SHAPES.
OUTLINE MODE ALLOWS YOU TO MAKE REVISIONS TO THE SHAPES AS NEEDED.
ONCE YOU ARE DECIDE IF THIS IS THE FINAL DESIGN/COMPOSITION, YOU CONVERT EVERYTHING
TO SHAPES BY EPANDING ALL THE ELEMENTS.
SELECT > OBJECT > EXPAND

1-A













rooted
here

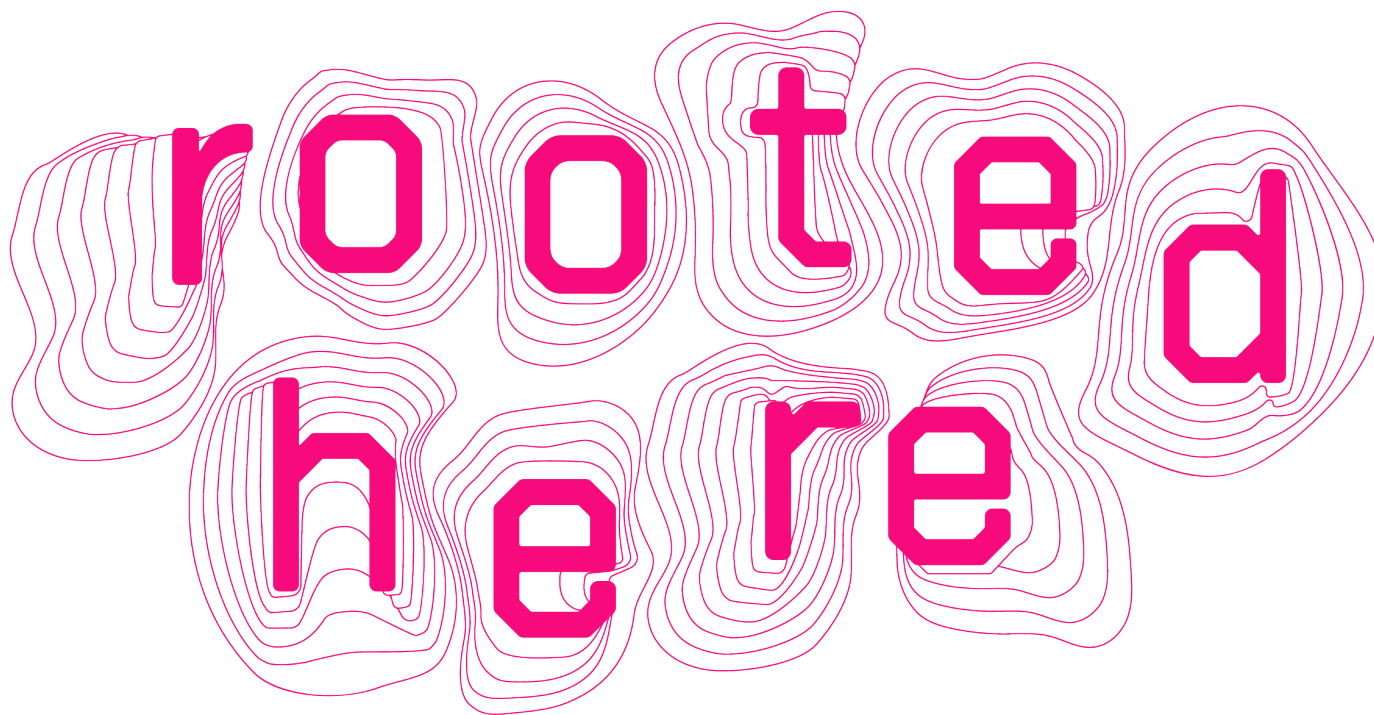
ORIGINAL — EXPANDED INTO SINGLE SHAPES — SOLID LETTERFORMS — SINGLE SOLID COLOR

1-D

rooted
here

The image features the words "rooted" and "here" in a lowercase, sans-serif font. The letters are rendered in a bright yellow color. Each letter is surrounded by multiple, concentric, wavy outlines of the same color, creating a layered, topographical effect. The outlines are most prominent around the 'r', 'o', 'o', 't', 'e', and 'd' in the top row, and the 'h', 'e', 'r', 'e' in the bottom row. The overall composition is centered on a dark, almost black background.

#F9E310 & #231F20



#F70B7C & #FFFFFF

ORIGINAL — EXPANDED — SOLID LETTERFORMS — COLOR VARIATION INVOLVING CIRCULAR GRADIENT USED AS WARM ZONES OR ELEVATIONS

1-G

rooted
here

The image features the words "rooted" and "here" in a lowercase, sans-serif font. The letters are filled with a vibrant magenta color. Surrounding each letter is a series of concentric, wavy lines in a bright yellow-green color, creating a ripple or topographic effect. The lines are more densely packed around the letters, giving them a three-dimensional, glowing appearance. The background is a solid black, which makes the colors stand out sharply.

#F70B7C & Gradient (#F70B7C & #F9E310)

ORIGINAL — EXPANDED — SOLID LETTERFORMS — COLOR VARIATION

1-F

rooted
here

#FF1750 & #FFB6CC

rooted
here

rooted
here



ORIGINAL WITH BOUNDING/EXTENDED TOPOGRAPHIC LINES V3 — EXPANDED — COLOR VARIATION

4-D



rooted
here

THANK YOU