

MADE BY US

Identity System

By: Brandon Marshall

DESCRIPTION

Racial relations in America has been a constant struggle, with certain groups on either end of the race spectrum claiming superiority either by cultural history, birthright, or institutional dominance. The topic of race, and more specifically how racial relations have progressed is something difficult for many people to discuss, but remains important nonetheless.

IMPORTANCE

The only *way* for racial relations in America to improve is to talk about it. Despite the opinions of those who feel more comfortable staying *away* from the conversation, or shutting it down entirely, the discussion needs to be made on all platforms, including but not limited to local streets, creative mediums or spaces, school classrooms, football fields, and our own homes.

ARTICLE

Rick Santorum Blames Obama For Increased Racial Tensions In The US

"Obama did more to exacerbate racism in this country"

https://www.huffingtonpost.com/entry/rick-santorum-barack-obama-racism_us_5b1497e2e4b0d5e89e20c8e1

INTRO

The purpose of this conference and festival is to be a celebration of creativity, especially among people of color, provide a creative space within the art, music and film medium, and spread awareness of the issues that people of color and other marginalized groups face. The idea is not to shut out non-Black or non-POC, but to put the culture and creativity of people of color on a center stage.

The conference portion will allow attendees to not only view films, but to also sit in on panels that include the directors and collaborators who brought their vision to life. There will also be guest speakers, some of whom support creative spaces, and others who are actively working in creative spaces, talking about the work that they do and providing insight into their creative process.

The festival portion will feature several musical guests, including well known and established artists, to recently signed artists at the beginnings of their careers, to indie performers who you may have never heard and are just looking for their community to lend an ear and support their journey.

SPEAKERS

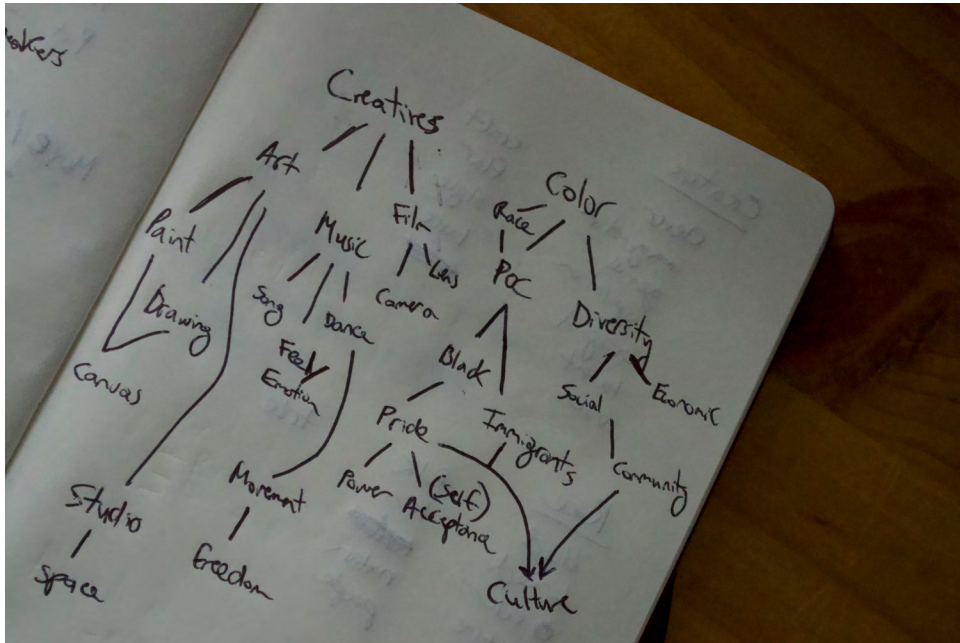
- Barack Obama, Former President
- Corey Booker, Senator
- Spike Lee, Film Director and Activist
- Ava Duvernay, Film Director
- Tarana Burke, Founder of Me Too Movement
- Patrisse Cullors, Opal Tometi, and Alicia Garza, Founders of BLM
- Kendrick Lamar, Musical Artist
- J. Cole, Musical Artist
- Frank Ocean, Musical Artist

SIMILAR TOPICS

Black Lives Matter

Police and Incarceration

Immigration Reform



Creative
 clear
 imaginative
 genius
 inspiration
 original
 talent
 vision

craft
 flair
 style
 taste
~~talent~~

Race
 black
 based
 color
 culture
 equality

R/K
 kin
~~kin~~
 nation
 people

tribe

~~Culture~~

Movement
 act
 action
 change
 evolve
 flow

Name List
 * People of Culture
 Power of Culture
 * Kin
 * ~~Kin~~ * Kin N' Then
 * Culture & Kin ()
 Space

FINAL NAMES

- People of Culture
- Culture & Kin
- **Made By Us**

CREATIVE BRIEF

Art/Music/Movie Festival

Creative Brief

OBJECTIVE

To design an identity system for an arts, music, and movie conference and festival that connects *with* creative people, especially people of color.

AUDIENCE

The target audience for the festival are participators and purveyors of any and all creative mediums, including but not limited to fine arts, music, and film, more specifically creative people of color, between the ages of 18–35.

MOTIVATORS

Some of the things that matter to this audience are...

- The *newest* song or album from their favorite mainstream or indie artist
- The *newest show* or concert *where* their favorite music artist is performing
- The *newest* movie or TV show
- The latest tech gadget (iphone, etc)
- The latest design or fashion trend
- Social issues such as BLM vs ALM, police brutality, immigration, *women's* rights, etc.

MESSAGE

To validate the importance of creativity among communities of color in relation to their *white* counterparts.

To provide a space for creative people of color to flourish around like-minded individuals, and provide a platform for the issues that they face.

To celebrate self-expression and self-identity in a *world* that otherwise marginalizes their efforts.

WHY IT MATTERS

An event like this is important to the audience because their *work* and culture is not readily accepted by the mainstream. It is considered a "niche", or an "elective" by educational standards.

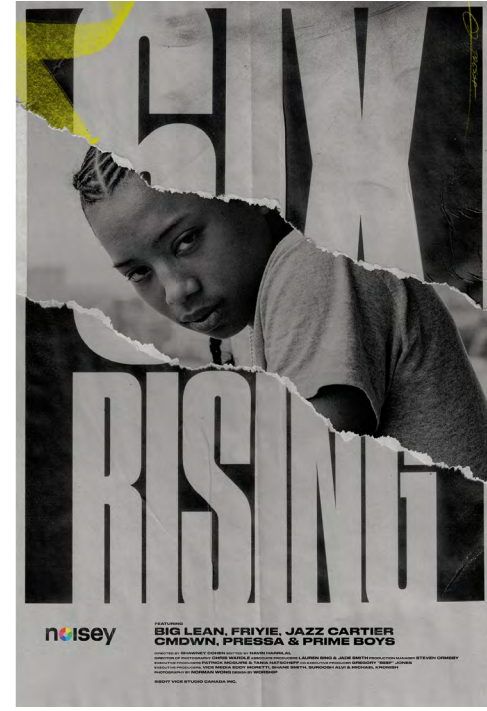
It is important for them to know that there are spaces in *which* they can be themselves and to flourish in their creative identity *with* those *who* are similar to them.

This message matters to the rest of the *world*, or should matter, because it *allows* them to see or hear something they may never have been exposed to before.

DELIVERABLES

A list of potential deliverables for the event are...

- Website
- Social media ads
- Flyers
- Stickers, Buttons, Pins
- Tote Bags
- Signage



Visual References

LOGO PROPOSALS

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Logo Proposals

Identity

(V1–V4)

- Bold text
- Black and White
- Overlapping pieces
- Collage of scraps
- Rips and tears

(V5–V6)

- Extended letterform
- Bold Text
- Black and White
- Horizontal, thick bars
- Rips and tears

Logo Proposals

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V1



MADEBYUS

V3



MADE
BY US

V5



MADEBYUS

V2



MADEBYUS

V4



MADE
BY US

V6

Identity

V1

- Bold text
- Black and White
- Overlapping pieces
- Imperfect structure
- Negative space
- Rips and tears



Identity



3" version



1" version

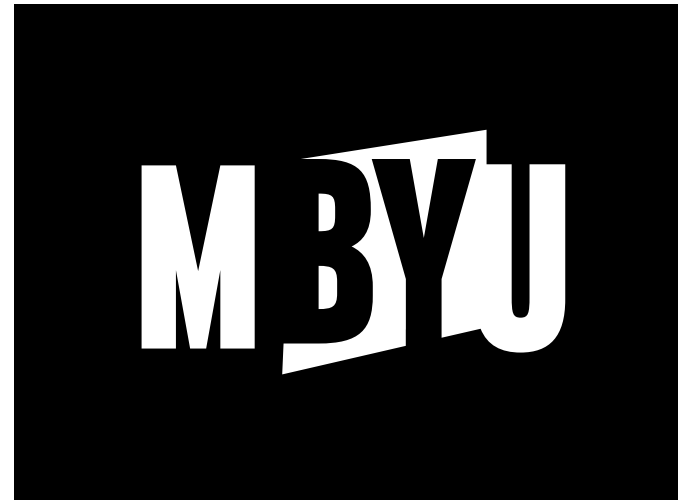


3" version



1" version

Identity



Identity

MADEBYUS



FORMULA CONDENSED LIGHT

ABCDEFGHIJKL 0123456

MNOPQRSTUW 789

WXYZ

Identity

V2

- Bold text
- Black and *White*
- Extended letterforms
- Imperfect structure
- Rips and tears



Identity



3" version



1" version



3" version



1" version

Identity



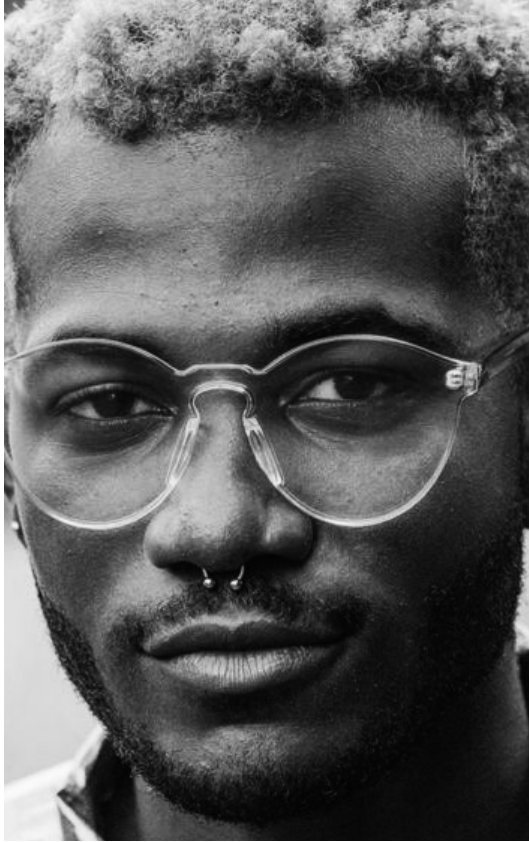
Identity



Identity



Identity



Logo Proposals



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Imagery Extensions

Identity



Logo Proposals

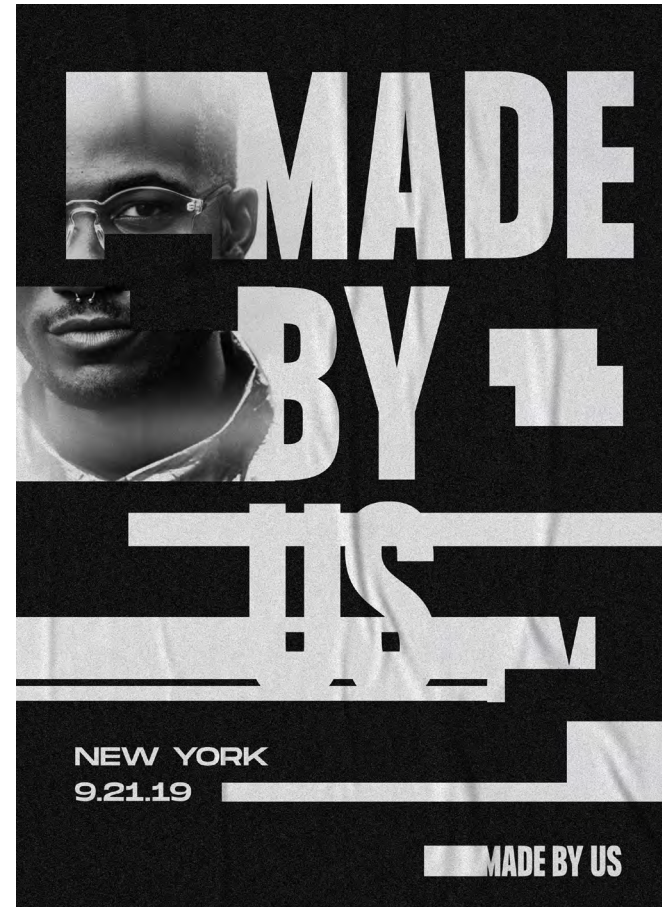
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Imagery Extensions

Identity



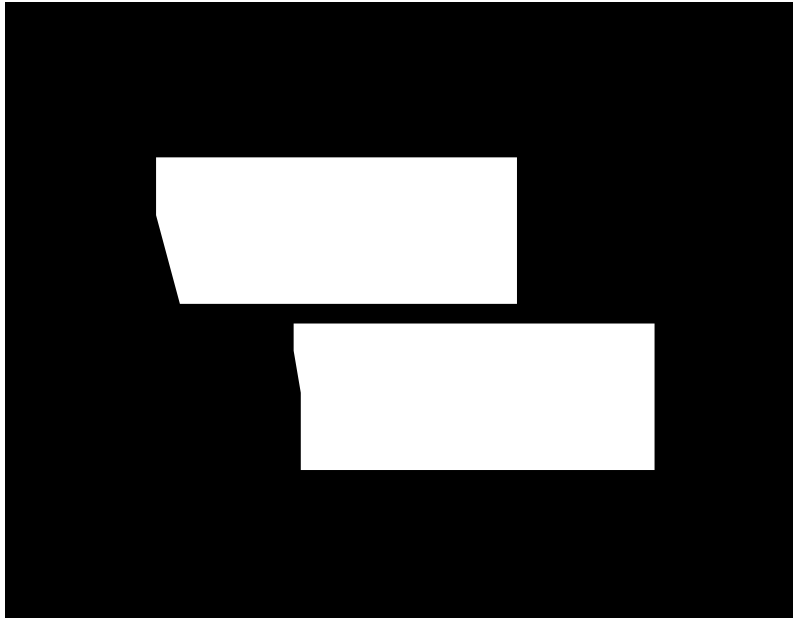
Logo Proposals



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Imagery Extensions

Identity



PROMO PIECE

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Promotional Brochure

Inner Fold

NEW YORK =
Brooklyn

3 DAY EVENT
7.21-7.23

**MAKE ART
SEE ART
BE ART**

LINEUP
Kendrick Lamar J. Cole
Frank Ocean Childish Gambino
Jhene Aiko The Weeknd

SPEAKERS
Spike Lee Ava Duvernay
Tarana Burke Patrise Cullors
Opal Tometi Alicia Garza
Deb Willis

BIOS

Spike Lee
The first African American man to win an Academy Award for Best Director, Lee has directed some of the most iconic films in American cinema, including "Do the Right Thing" and "Boyz n the Hood".

Ava Duvernay
The first Black woman to direct a major motion picture, Duvernay's "I, Daniel Blake" is a powerful and moving portrait of a man struggling with mental health issues in the UK.

Tarana Burke
A social activist, author, and filmmaker, Burke is the co-founder of the Me Too movement and the author of the book "Hunger for Memory".

Patrise Cullors
A social activist and filmmaker, Cullors is the co-founder of the Black Lives Matter movement and the author of the book "The Color of Politics".

Opal Tometi
A social activist and filmmaker, Tometi is the co-founder of the Black Lives Matter movement and the author of the book "The Color of Politics".

Alicia Garza
A social activist and filmmaker, Garza is the co-founder of the Black Lives Matter movement and the author of the book "The Color of Politics".

Deb Willis
A social activist and filmmaker, Willis is the co-founder of the Black Lives Matter movement and the author of the book "The Color of Politics".

SCHEDULE

Day	Time	Activity
7/21 FRI	10:00 AM	Registration
	11:00 AM	Panel Discussion: The Future of Art
7/22 SAT	10:00 AM	Workshop: Creating Art with AI
	11:00 AM	Panel Discussion: The Future of Art
7/23 SUN	10:00 AM	Workshop: Creating Art with AI
	11:00 AM	Panel Discussion: The Future of Art

Promo Piece

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Brochure

Inner Fold



Poster (Back)

Promo Piece

Page 36

Brochure



Promo Piece

Page 37

Brochure

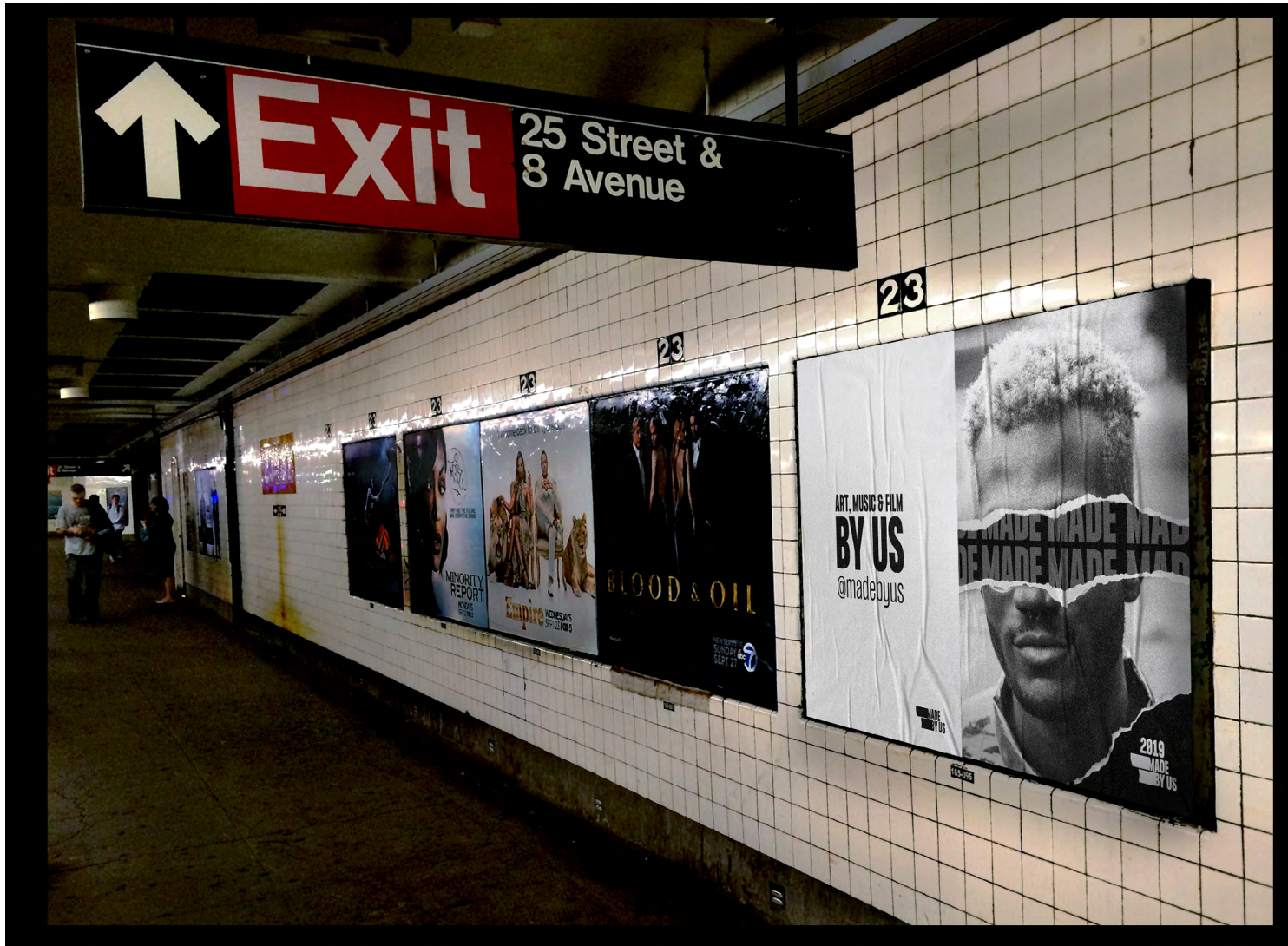
MERCHANDISE

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Merchandise & Signage







Merchandise & Signage





Merchandise & Signage