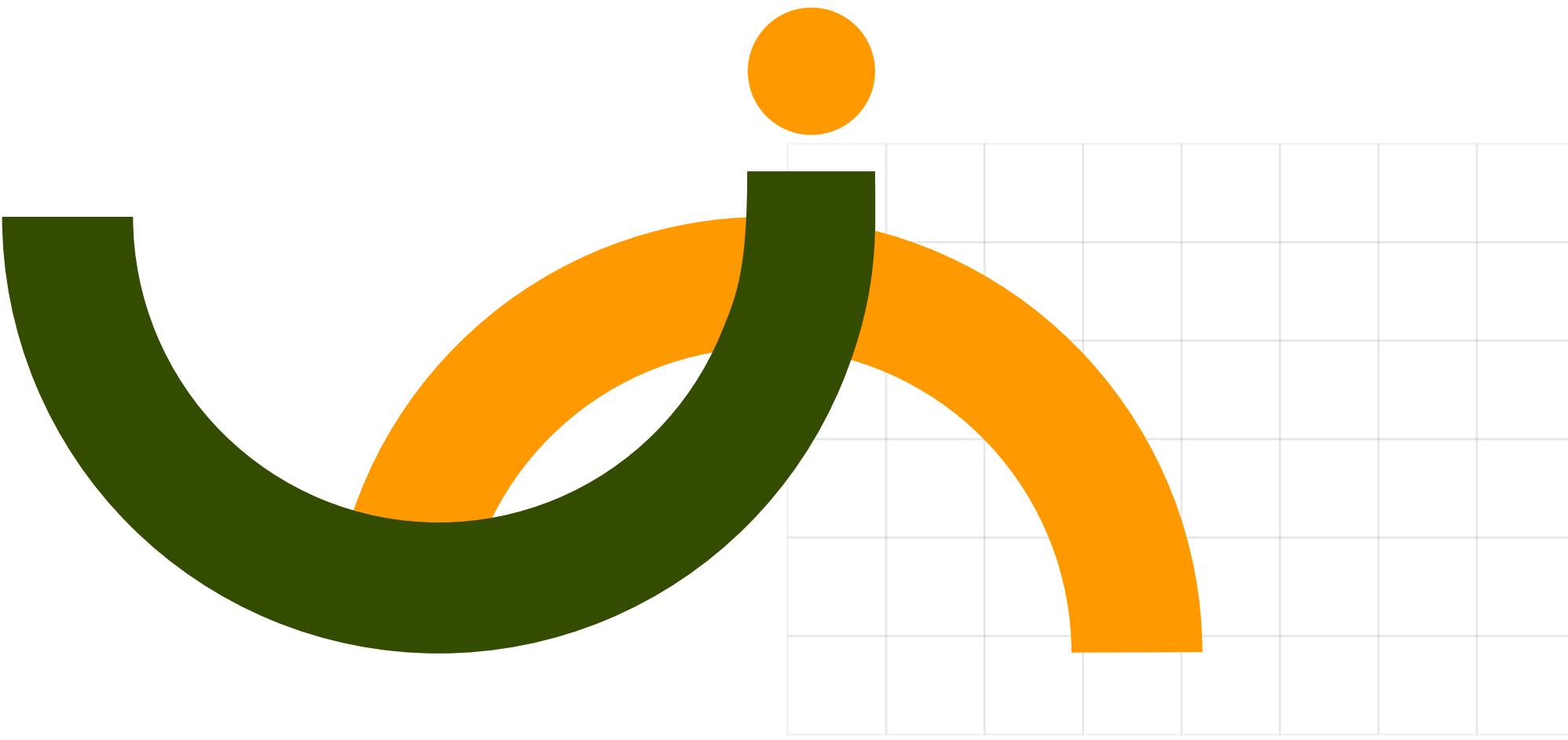


Brandbook of



After Rain

Moments of life

Introduction

Welcome to our brand guidelines. It is created to give you a better understanding of the After Rain brand as well as offer you inspirations for the current and future assets.

After Rain's brand assets support sincere and consistent communication. These rules will allow you to explore the possibilities of the brand.



Project Background

Express to enjoy the moments of life.

-- After Rain

Target Audience

Campus Students

We target campus and high-school students because they're one of the most heavy usage of electronic communication. They're definitely in a need of a break from what they use all the time, for example, Instagram, Snapchat...etc. Also, campus students often put considerable time and money on build up their social circle and personal image, and with the willingness to try new things. That's why we think that a quality and interactive product which improves friendship or romance in a special way.

Young Graduates & Professionals

We also want to target young graduates and professionals who own similar characteristics with campus students while they're more financial stable. In addition, they would soon find out how "sincere communication" has been overlooked within workplace, how tired it might get to maintain quality time with friends and family. Something easy to grab and use for express their thoughts deep inside would be an important help to seek the perfect balance, and hopefully, the moments of life.



Creative Process

Moodboard

After Rain is a brand promoting direct communication and expression in an old fashion. Their vision is to let people enjoy the “moment” of life.

Keywords they've mentioned are: “Warm”, “Kind”, “Romantic” and “Emotional”.

It comes to my mind like being placed under the sunset, standing on a big flat grassland and a rainbow in the sky.

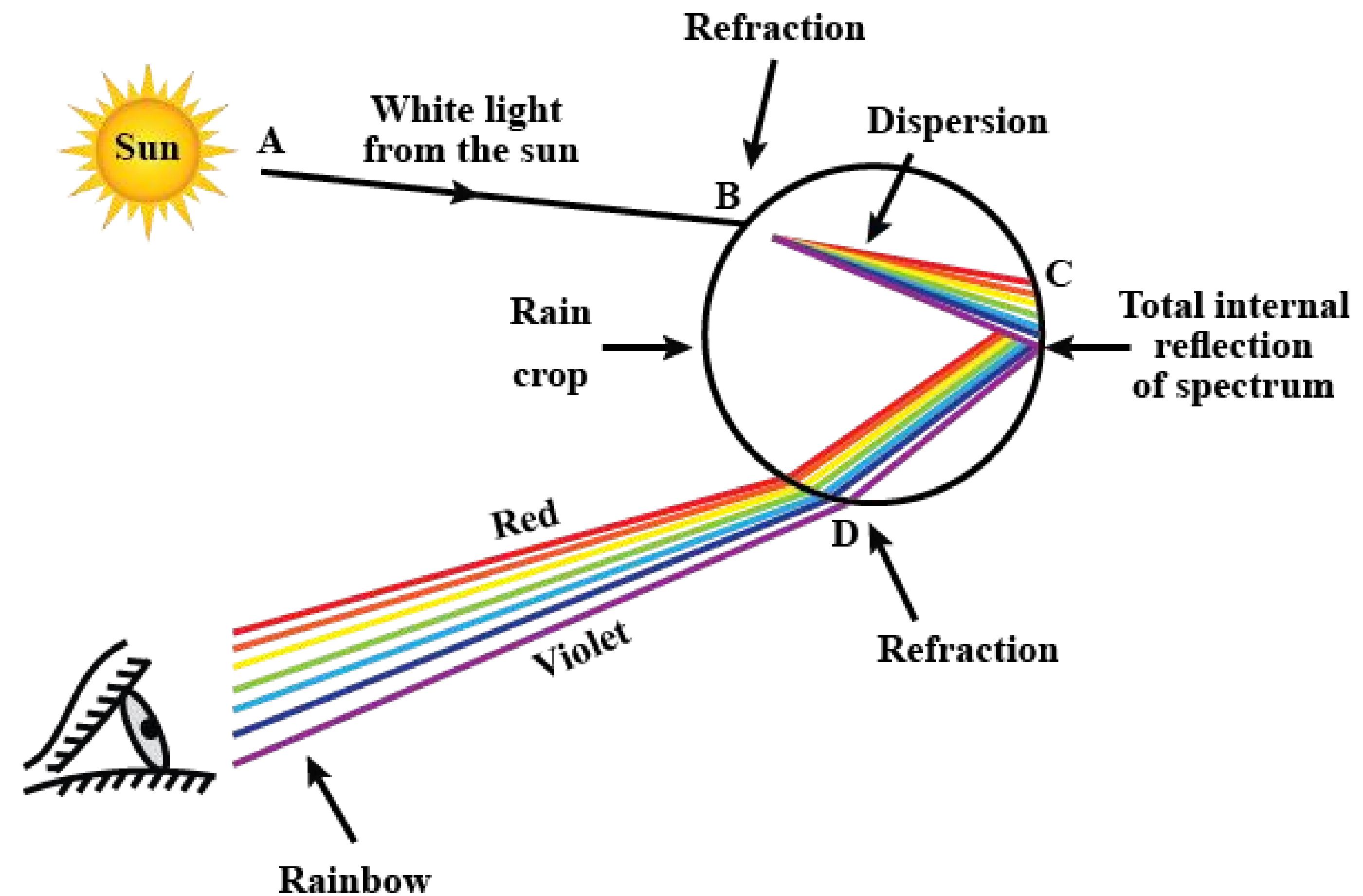
That's the moment we laugh and cry at the same time, emotions of life come to whole and priceless.



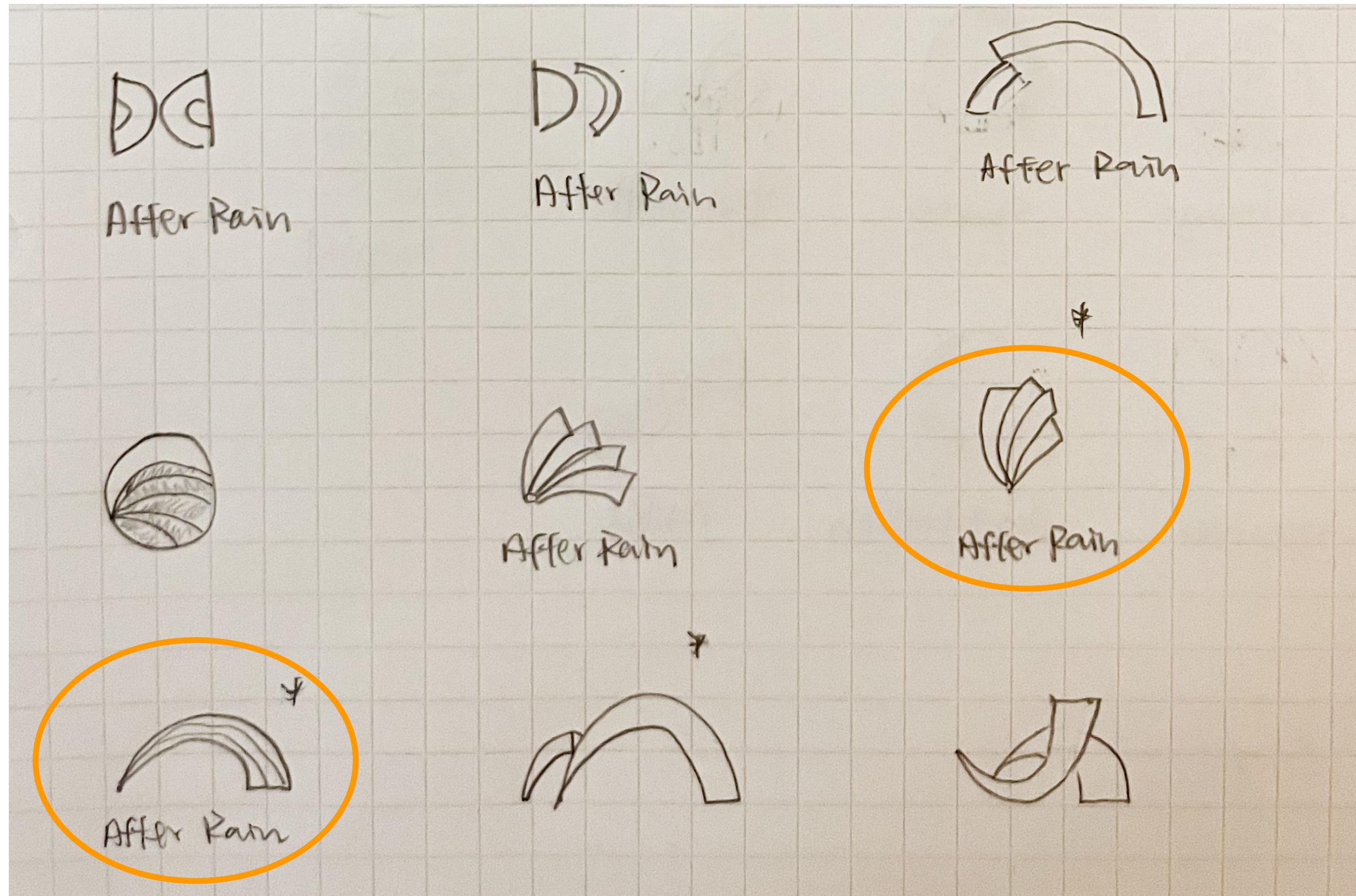
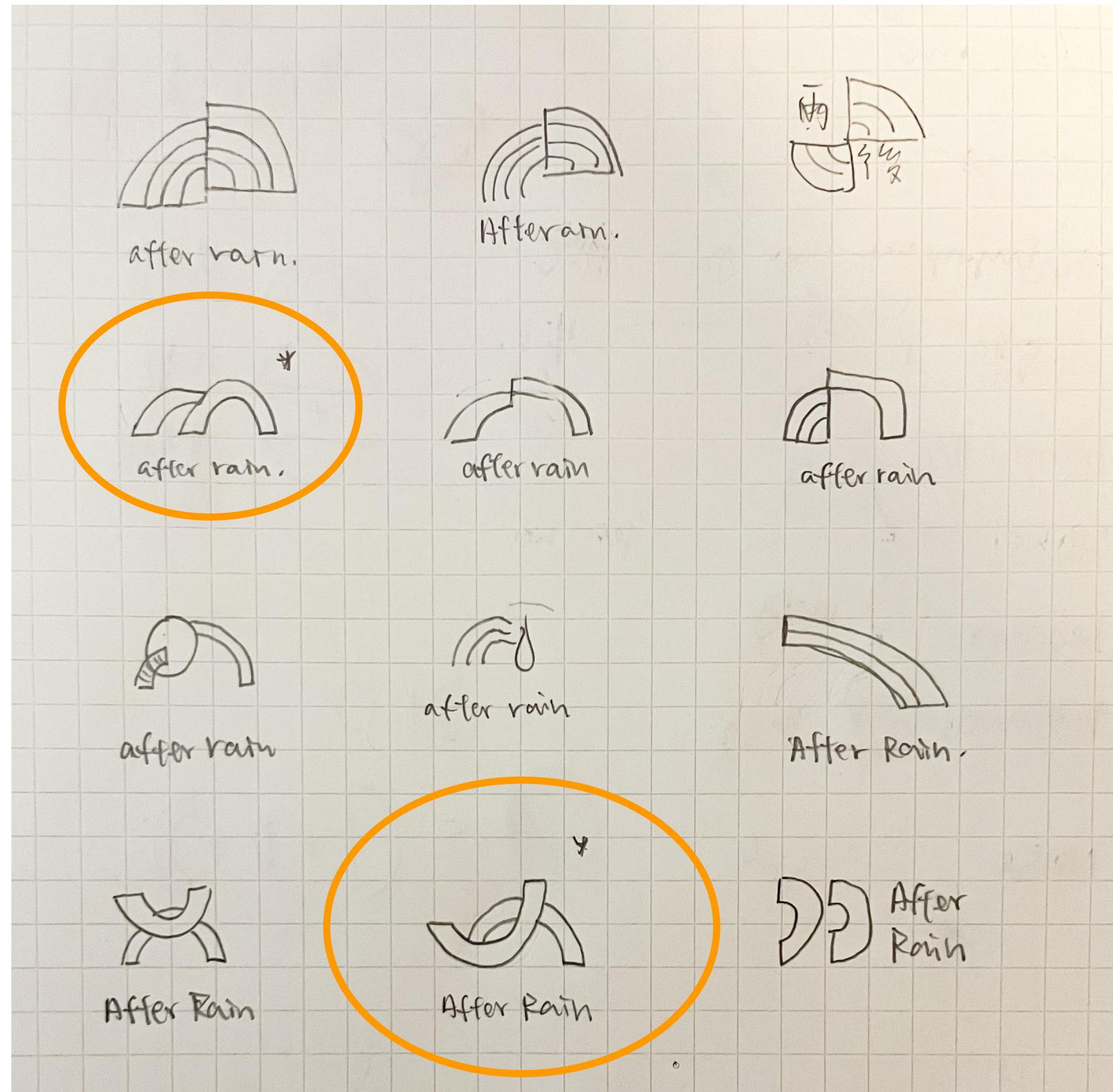
Concepts & Drafts

They mentioned the name “After Rain” comes from the idea of rainbow, which is beautiful but only after rain and temporary.

I look up a little the scientific explanation of how a rainbow is formed and that’s where the inspiration of “refraction” and “reflection” comes from.



Concepts & Drafts





After Rain

Logo

Logo

The logo of After Rain is made up of three separate parts: Symbol, Wordmark and Slogan.

Both the symbol and Wordmark can be used separately and you can feel free to take out the slogan as well.

The following pages would help you out with how to apply the logo system in various cases.



Logo

The symbol is created with three elements: "Sunset", "Rainbow" and "Rainbow in Refraction".

We want to symbolized the feeling and the ambience of "moments" and using the shape of circles and rainbow ties.

For the wordmark, we also changed a little bit on the alphabet typography and adding colors. We hope to enhance the echoing and the importance of such an idea in the brand.



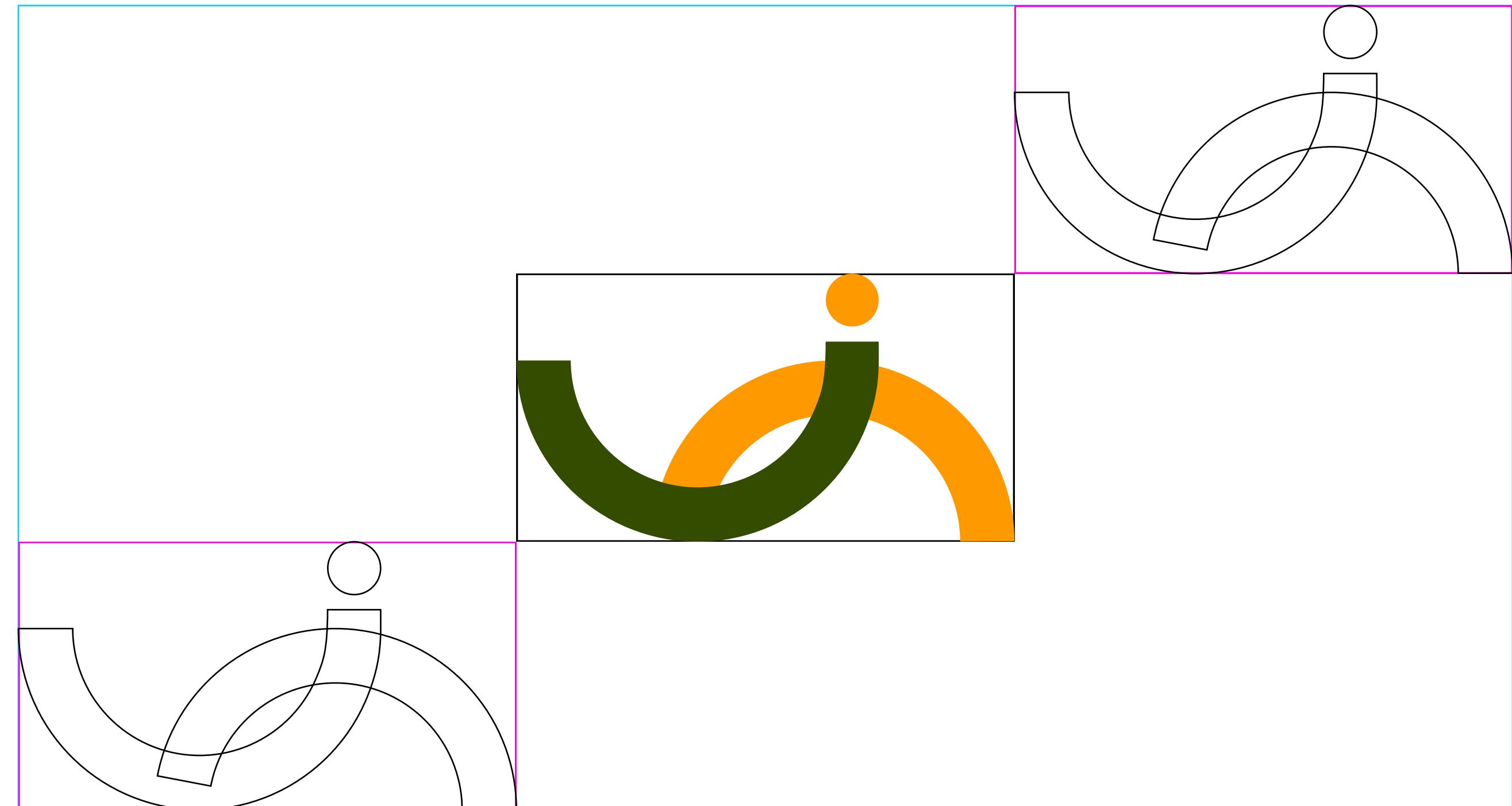
Vertical Logo Spacing

Some attention to details here to display!



Wordmark Spacing

Spacing is defined. We should keep at least “1-logo” parameter around the logo symbol when we place it.



Logo Spacing

If you're using the Wordmark alone, please make sure you keep the Wordmark from other elements at least 1x of its original height.



Horizontal Logo

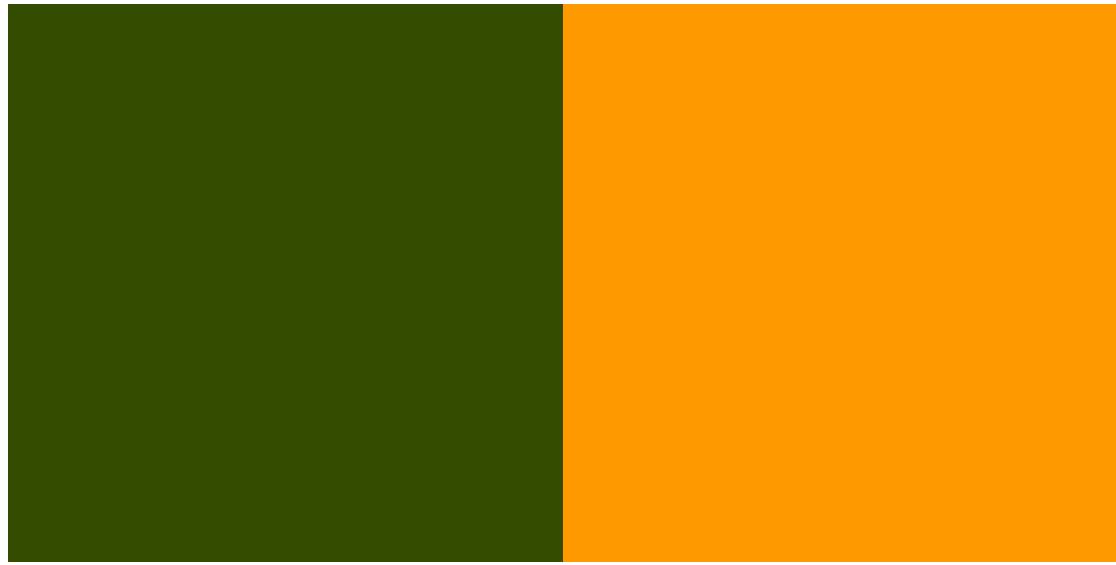




Identity Assets

Colors

Primary colors



CMYK

10 | 0 | 70 | 30

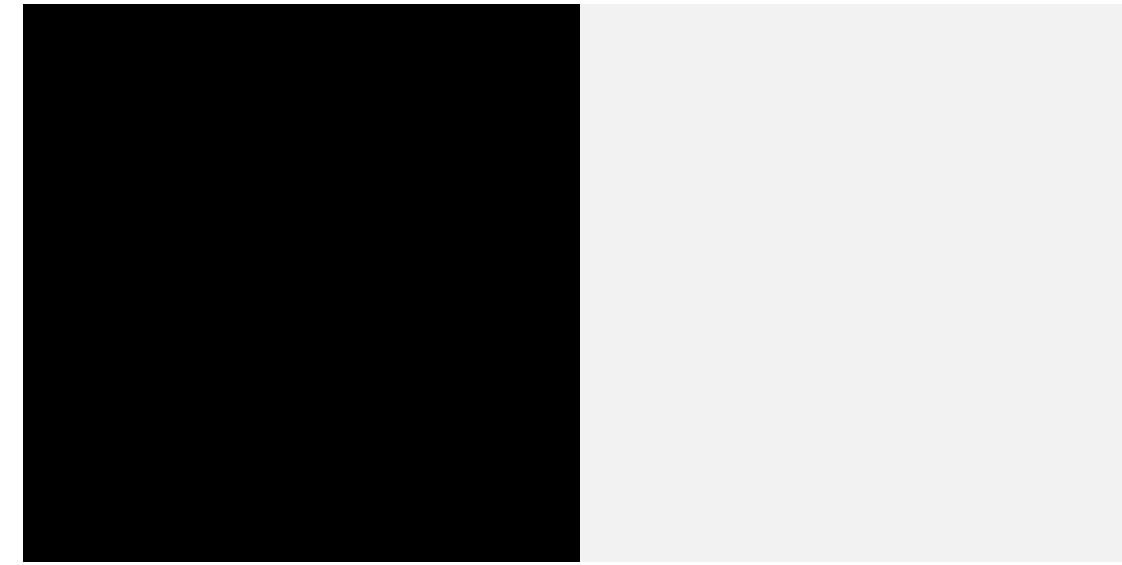
RGB

51 | 76 | 0

HEX

334C00

Secondary colors



0 | 0 | 0 | 100

0 | 0 | 0

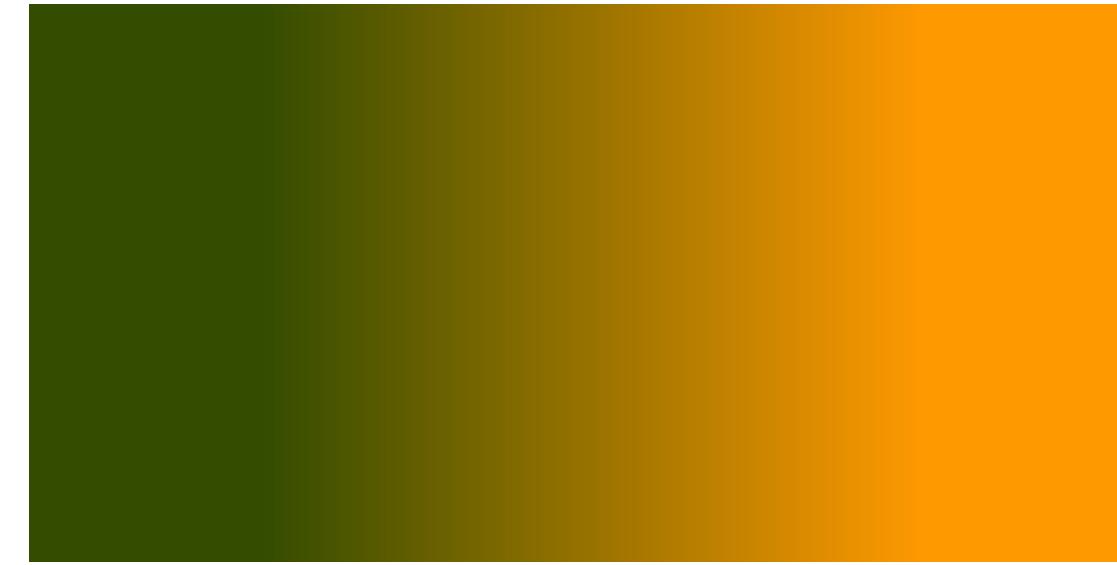
000000

0 | 0 | 0 | 5

242 | 242 | 242

F2F2F2

Gradient



Combinations

After Rain
After Rain
After Rain

Typography

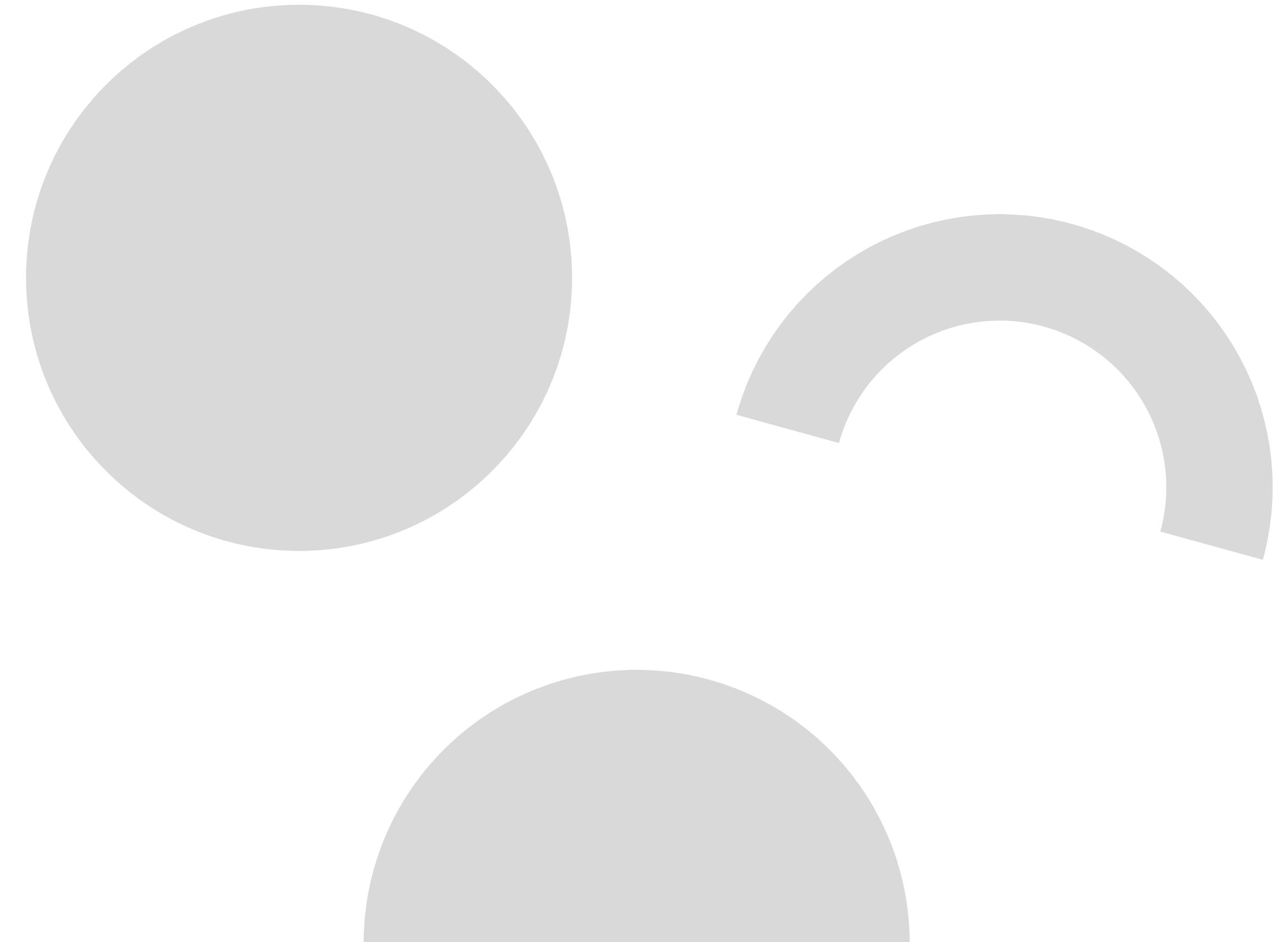
AaBb
Switzer

ABCDEFGHIJKLMNPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
01234567890
.?"";!@#\$%^&*()_-+=

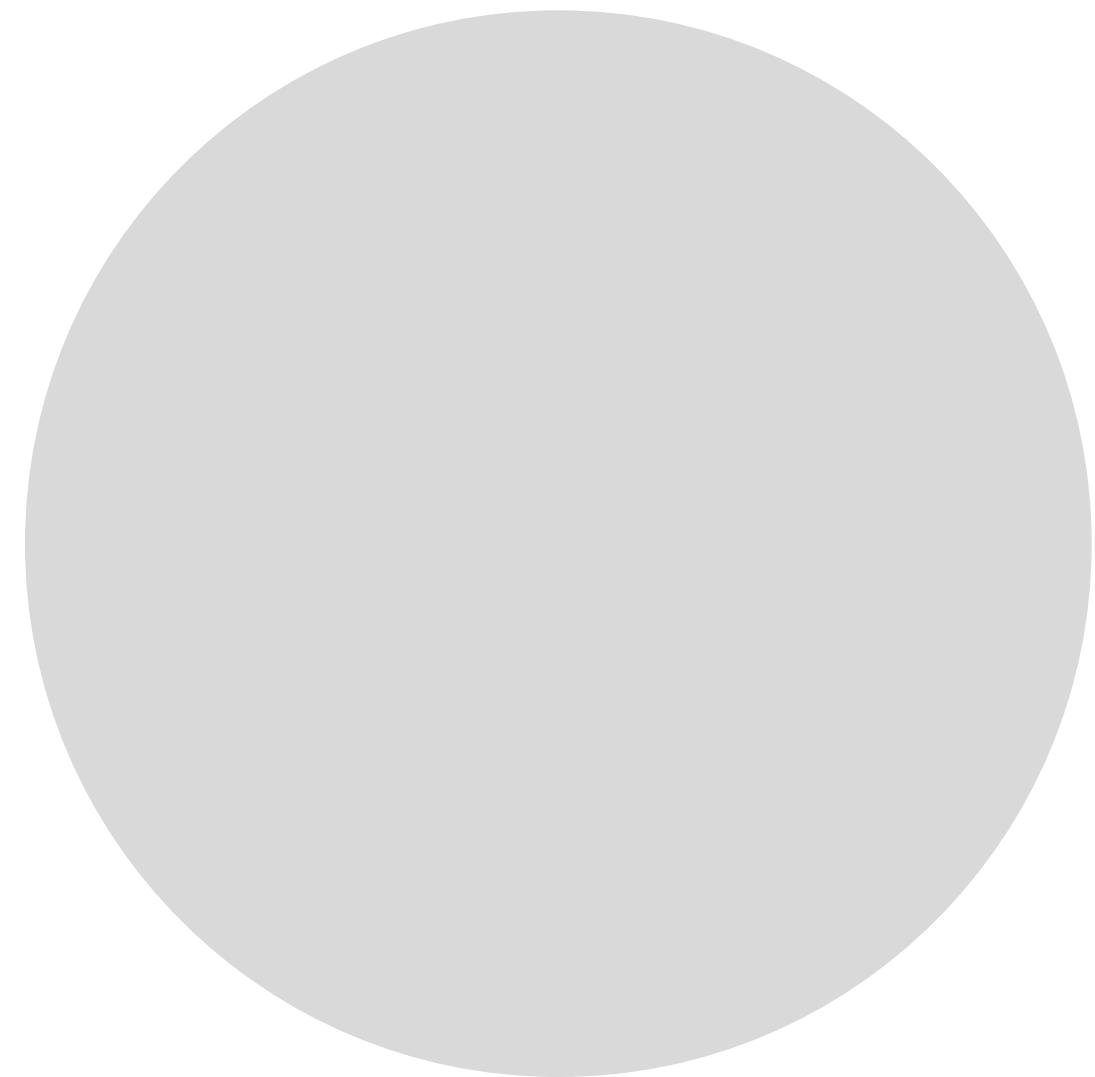
Thin Extra Light Light Regular Medium
Semibold Bold Extrabold Black

Graphic System

Our graphic system is an essential visual tool for the brand. The basic forms are inspired and taken out by the sunset and rainbow shapes.

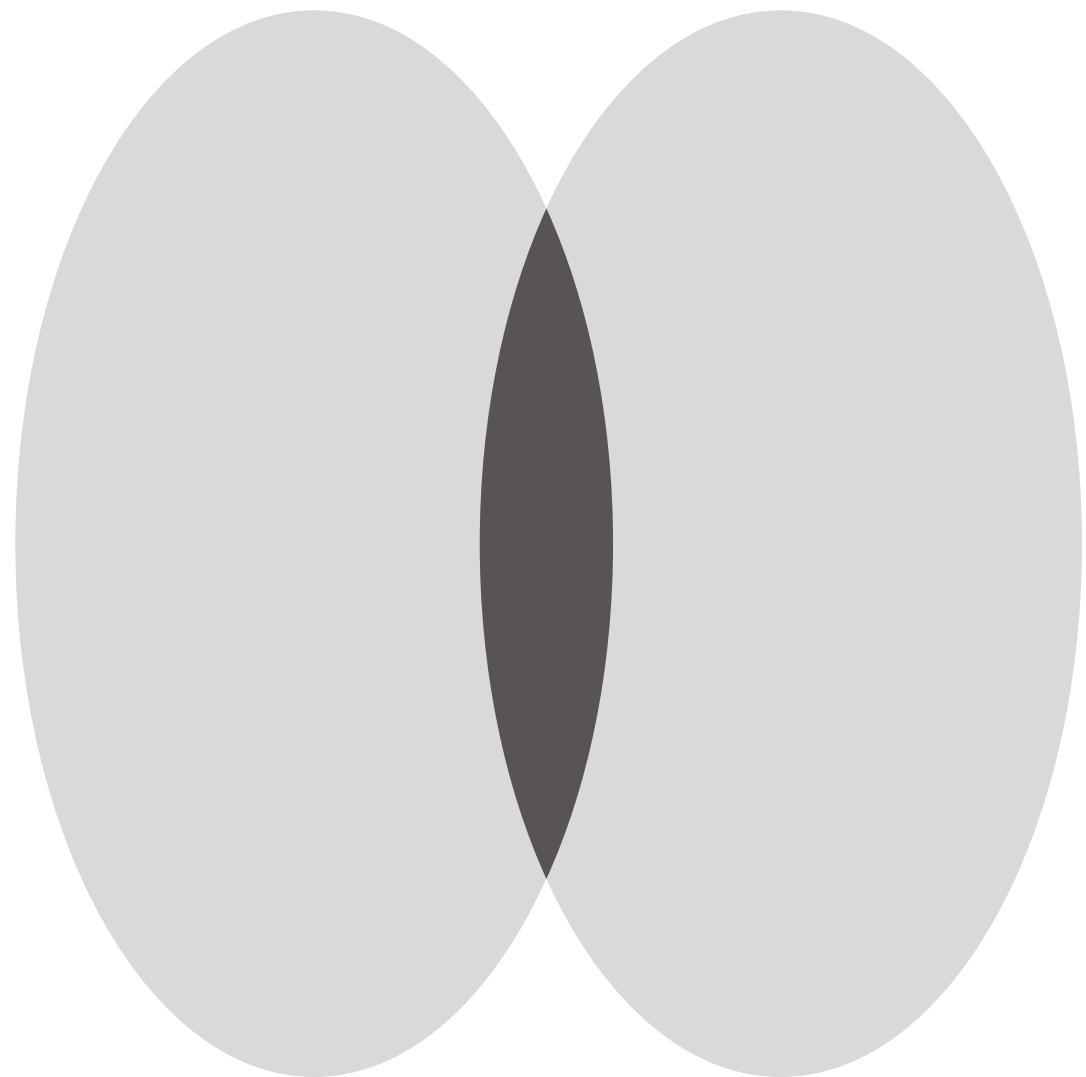


Graphic System



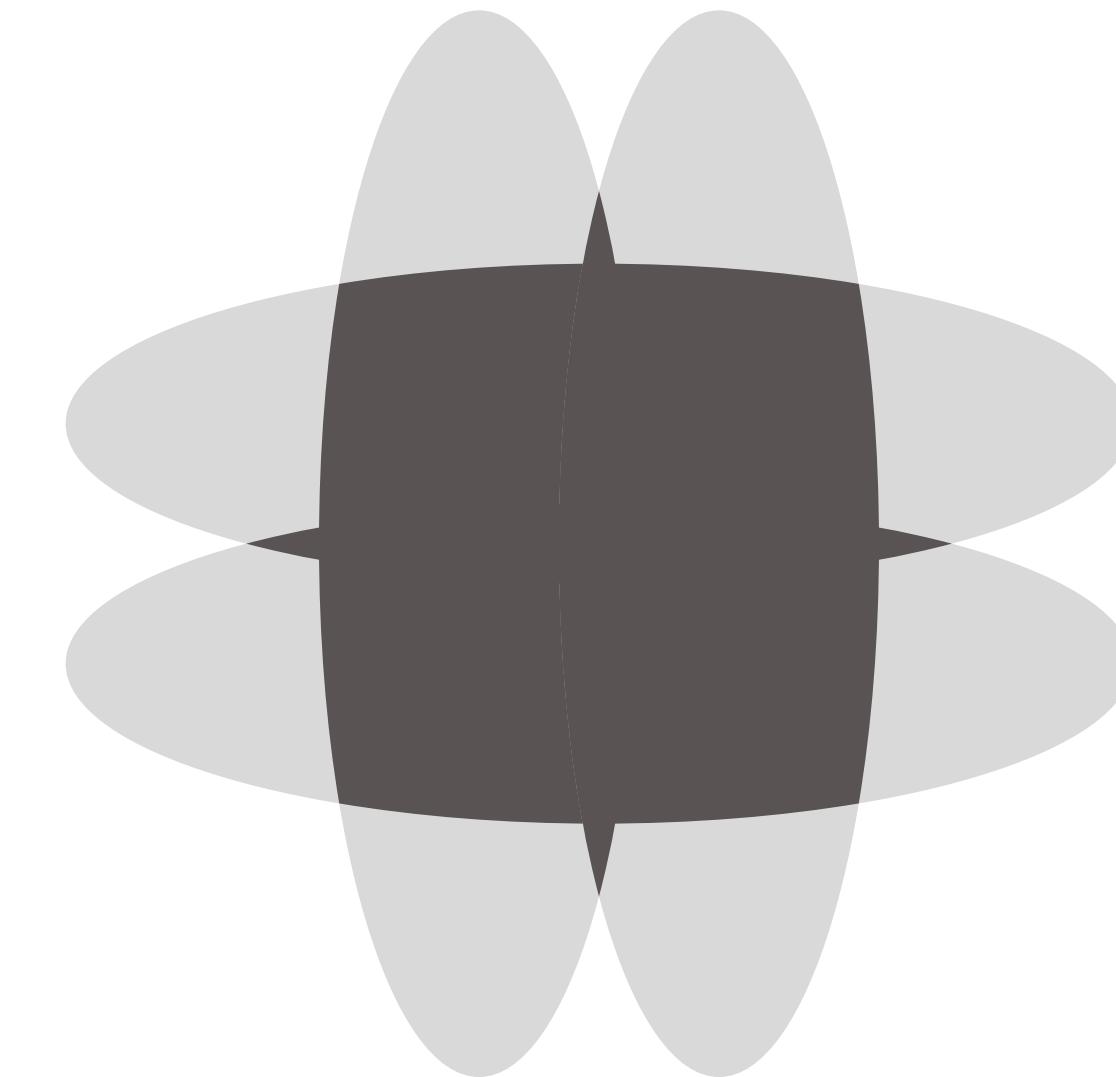
Identity

This represent the whole person.



Share

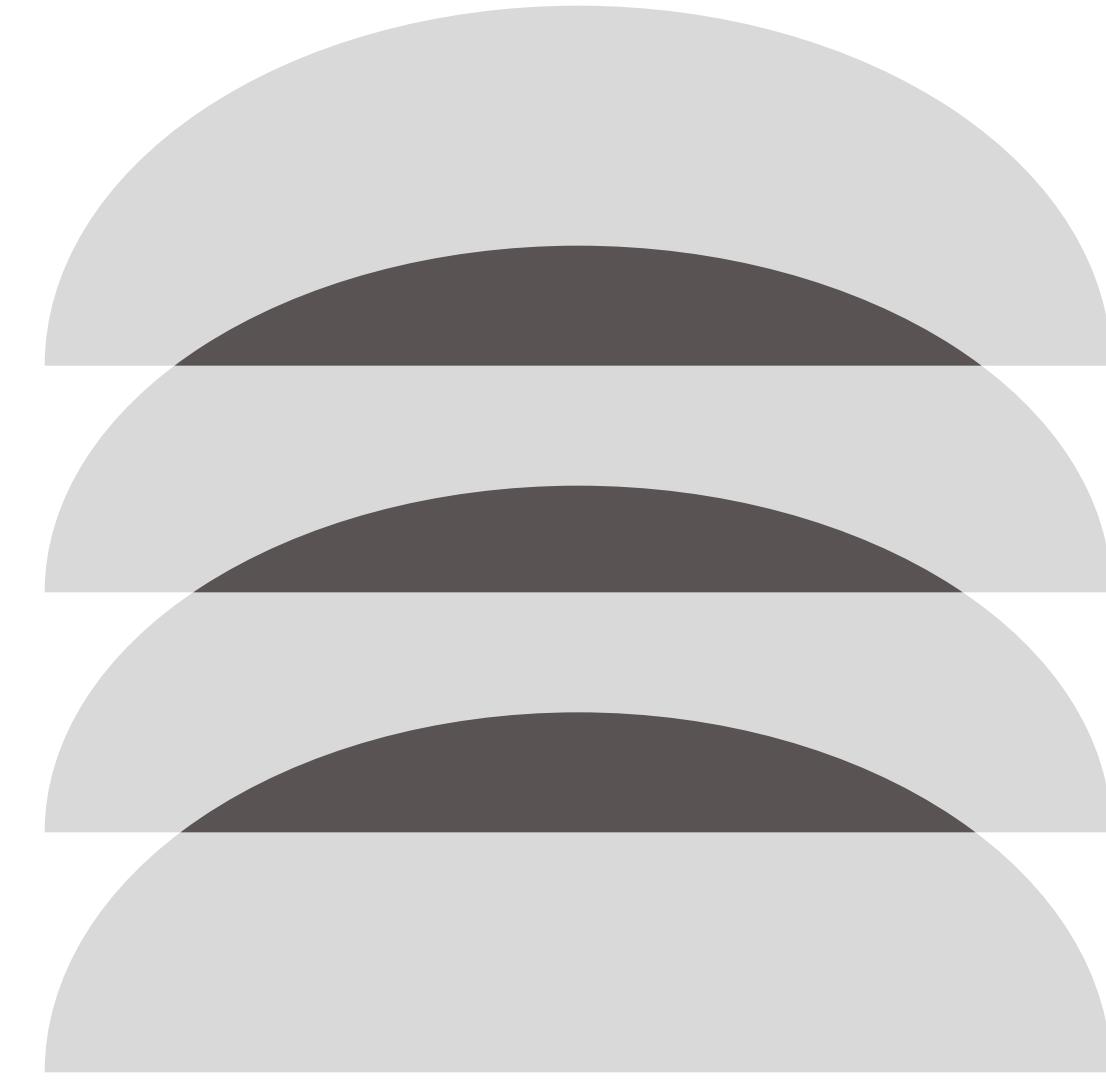
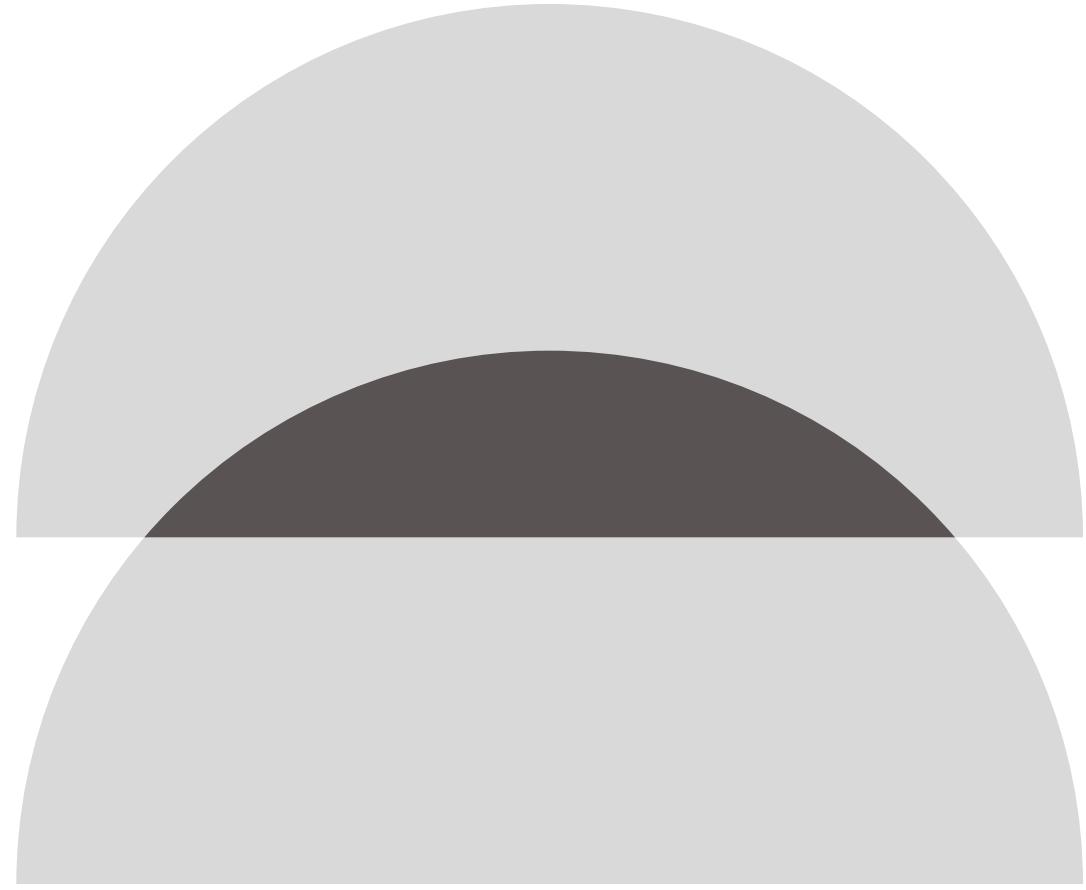
When two people interacts, their share and exchange thoughts



Creation

When a group of people interact and exchange thoughts, they create something belong to them

Graphic System



Motives

This represent the whole person.

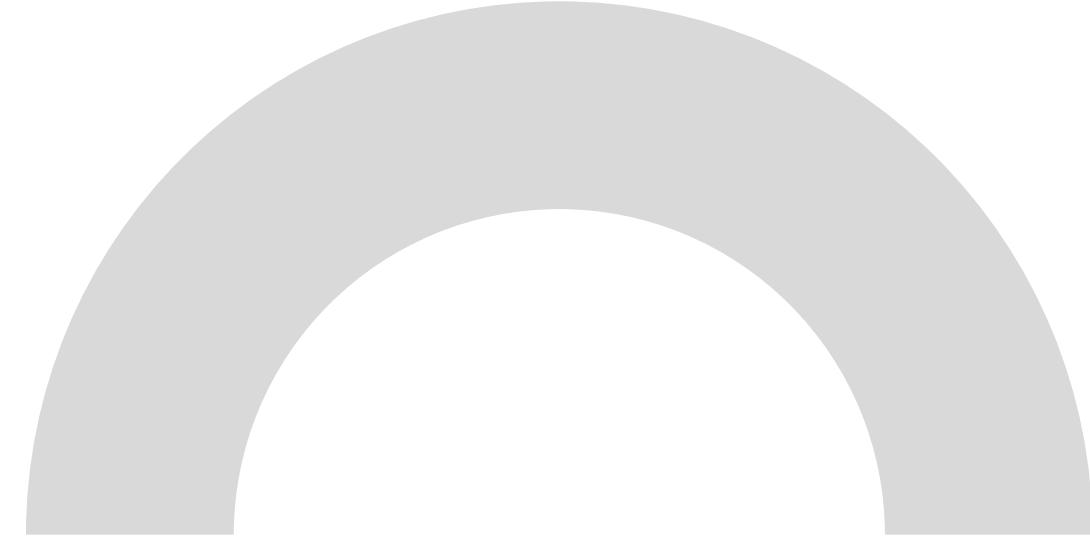
Trust

Trust begins with the share of your
true thoughts and motives

Support

When trust is built up, we support
each other

Graphic System



Expression

The media we communicate our feelings, thoughts, ideas and motives.



Communication

That's how we define the exchange of expressions



Community

When we consistently express ourselves, we build up relationships and ultimately community

Graphic System



Message

The media we communicate our feelings, thoughts, ideas and motives.



Transmit

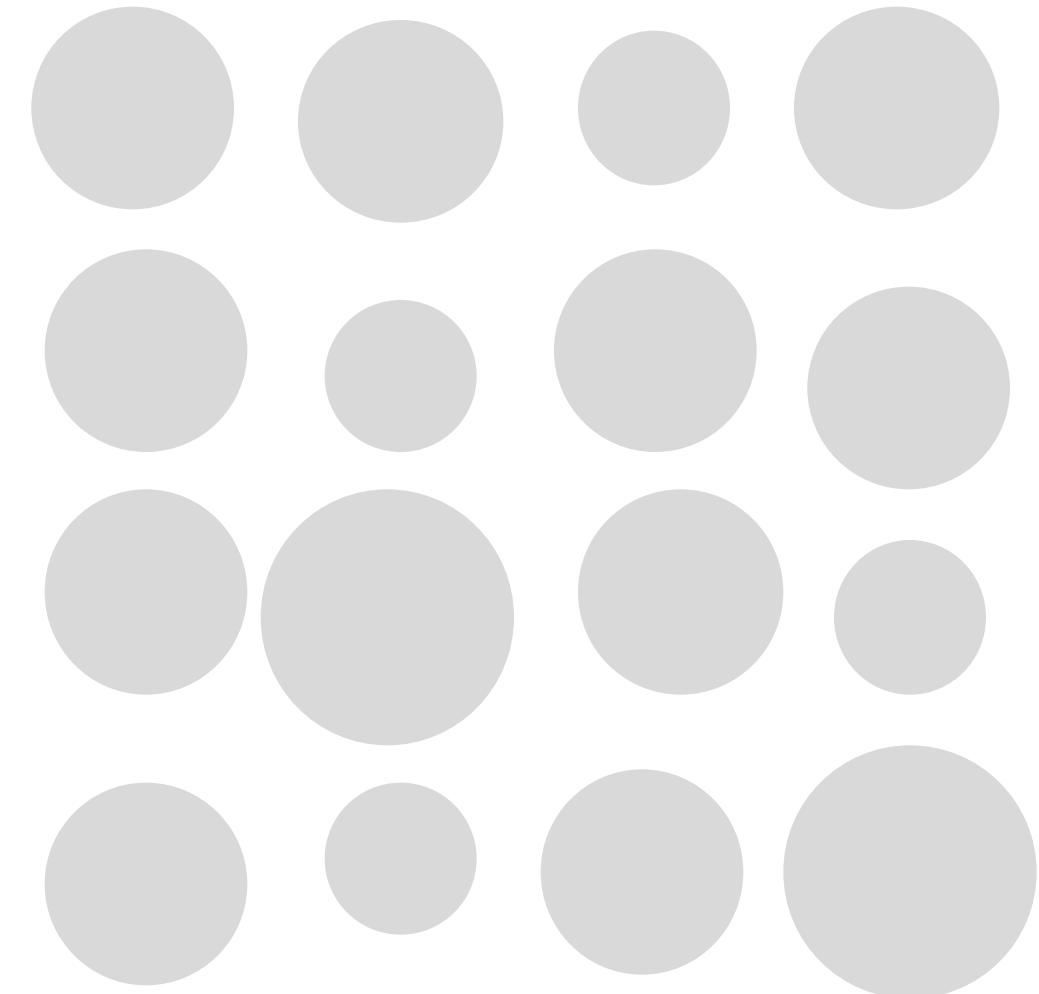
That's how we define the exchange of expressions



Receive

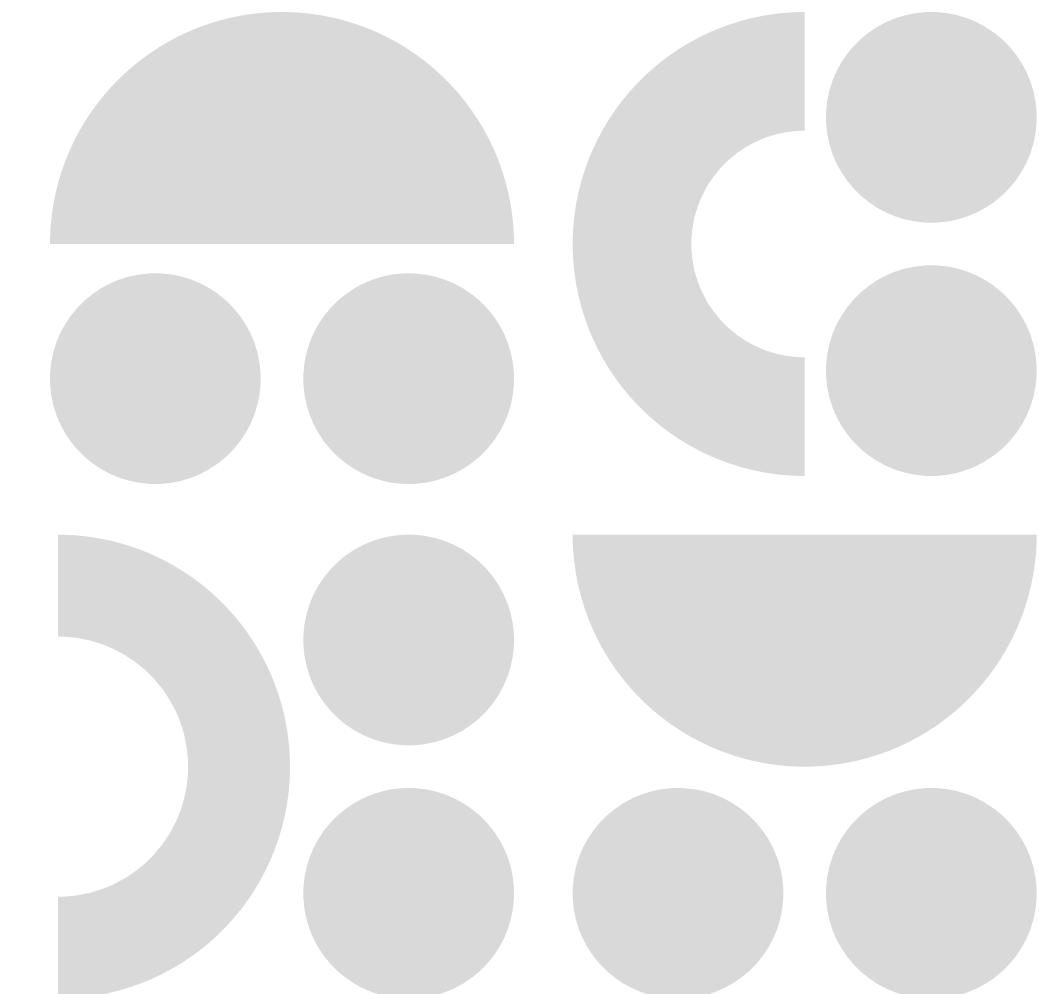
When we consistently express ourselves, we build up relationships and ultimately community

Graphic System



Noise

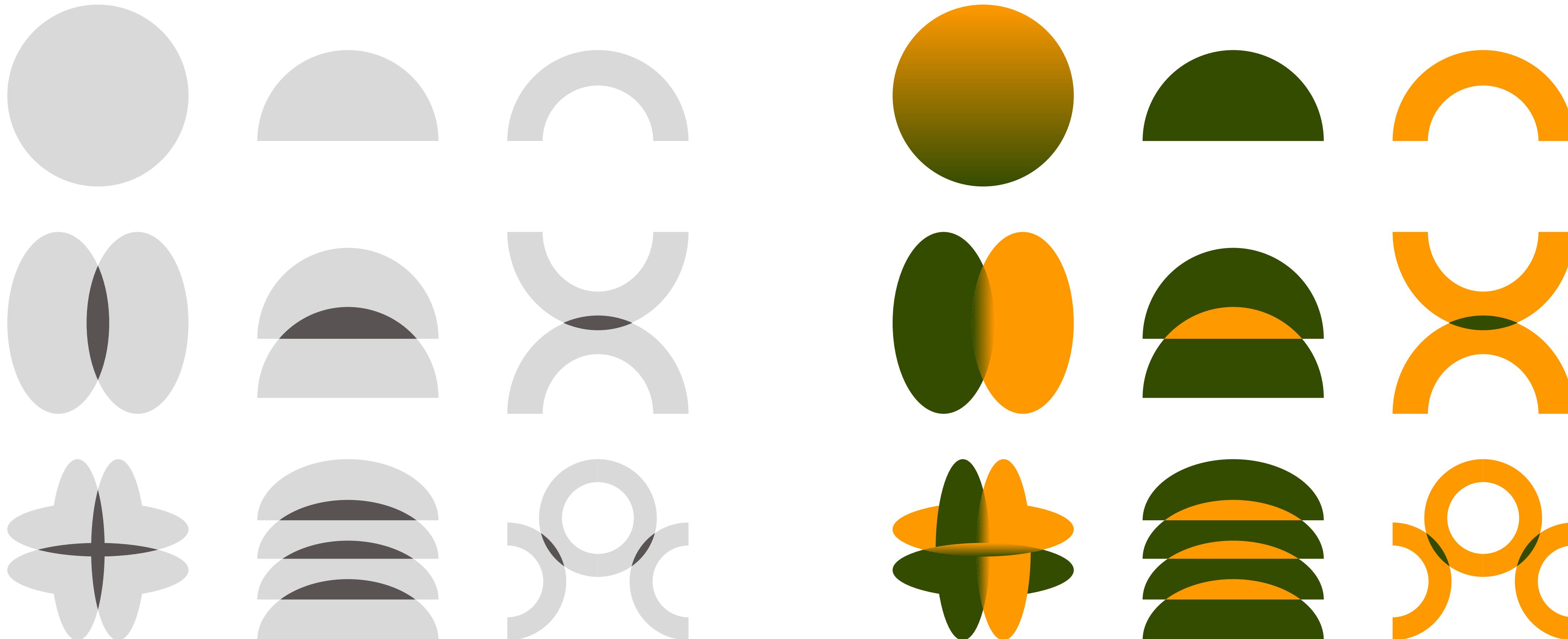
The media we communicate our feelings, thoughts, ideas and motives.



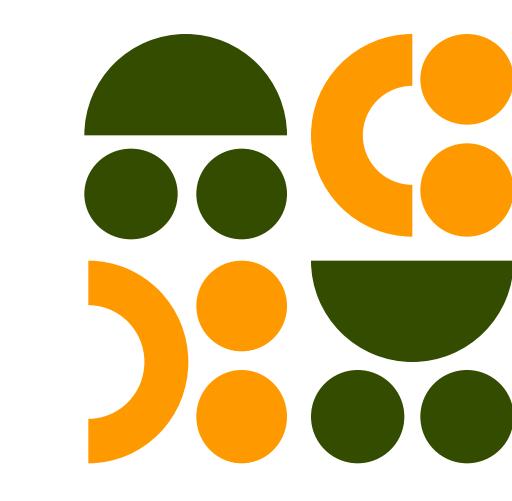
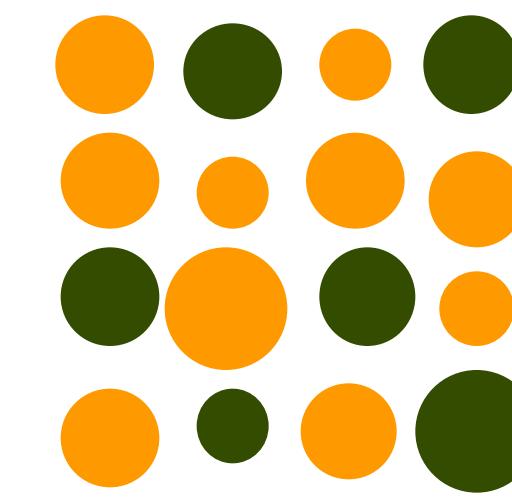
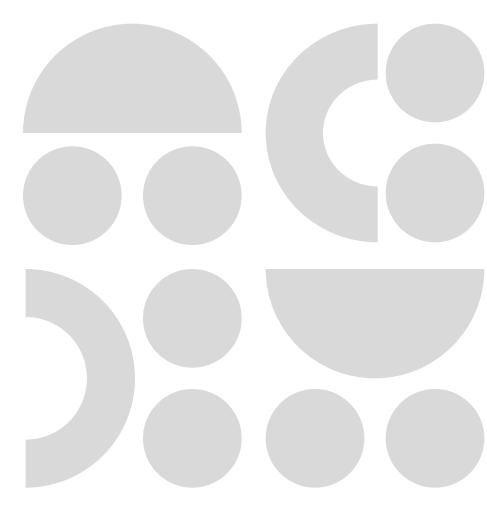
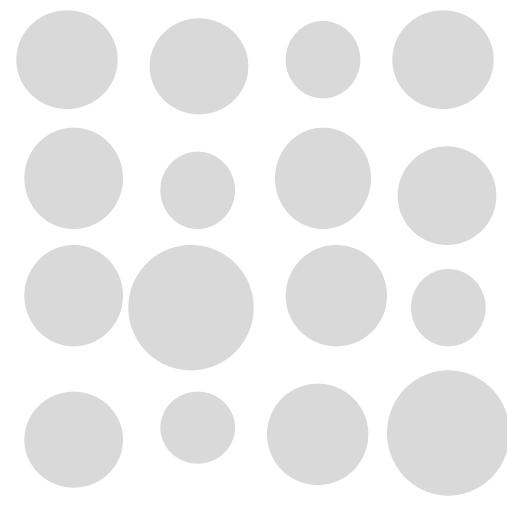
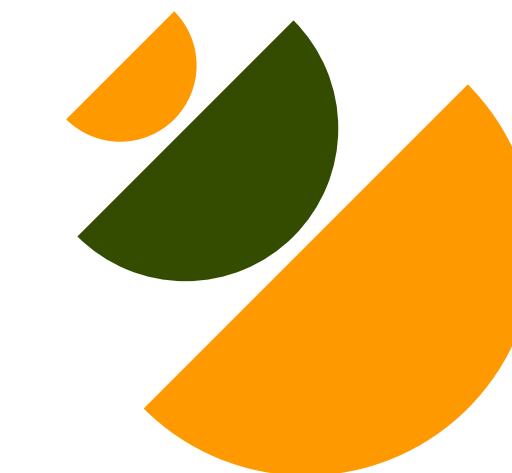
Signal

That's how we define the exchange of expressions

Graphic System



Graphic System

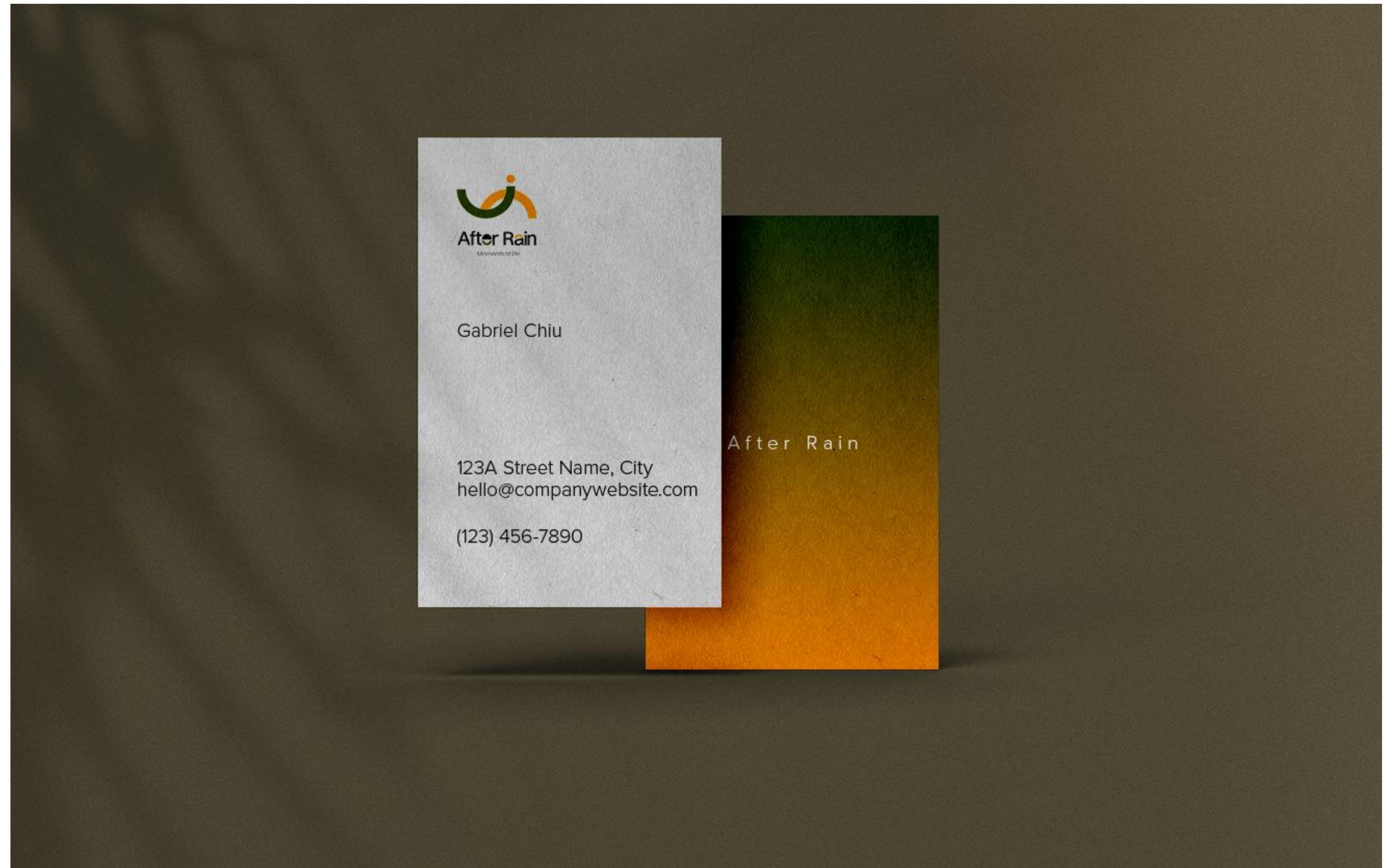




Preview

Mockup & Preview

Below, we demonstrate how our brand can be applied. It shows how After Rain can look like in different media.



Mockup & Preview

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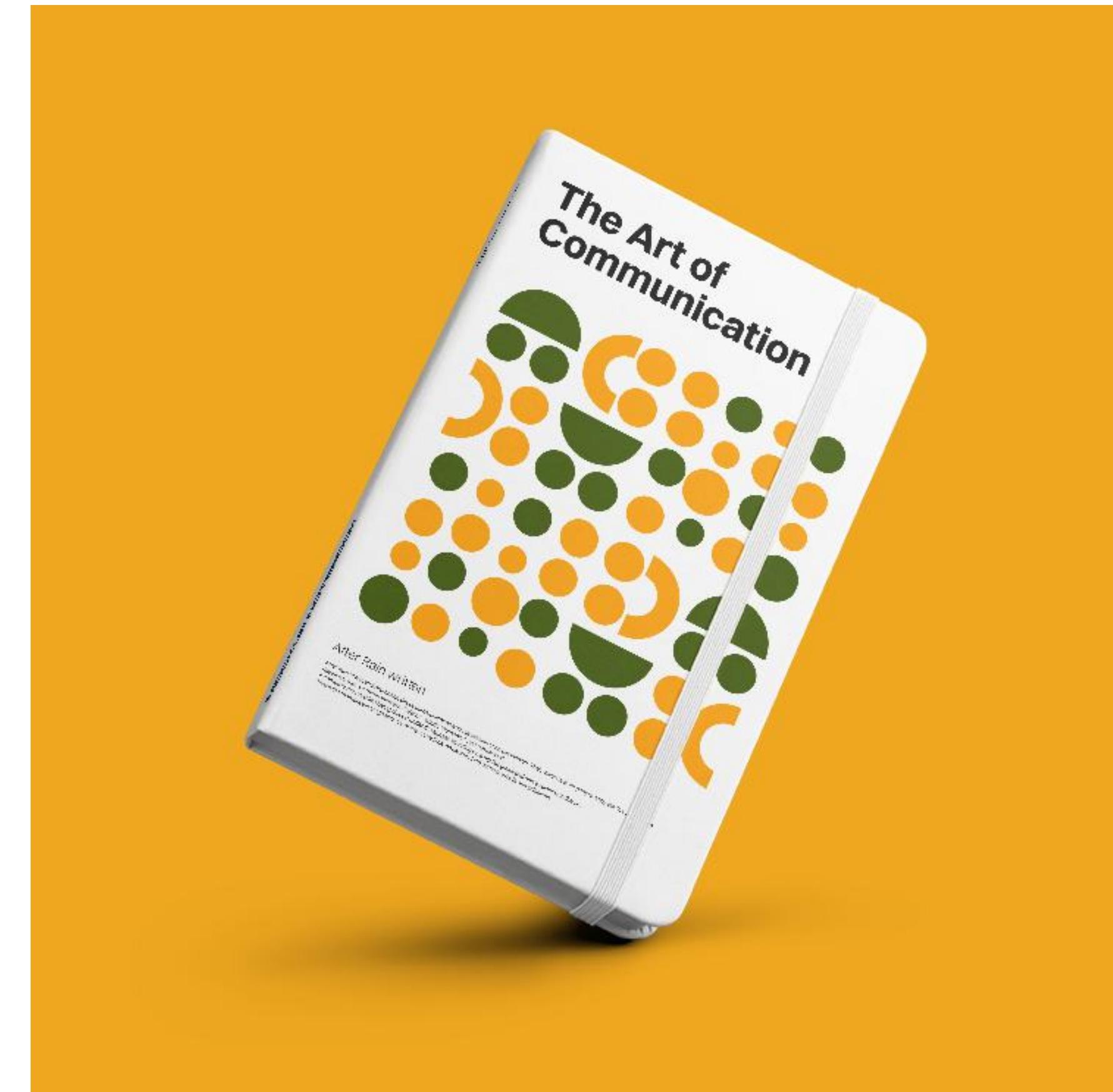
Mockup & Preview

Below, we demonstrate how our brand can be applied. It shows how After Rain can look like in different media.

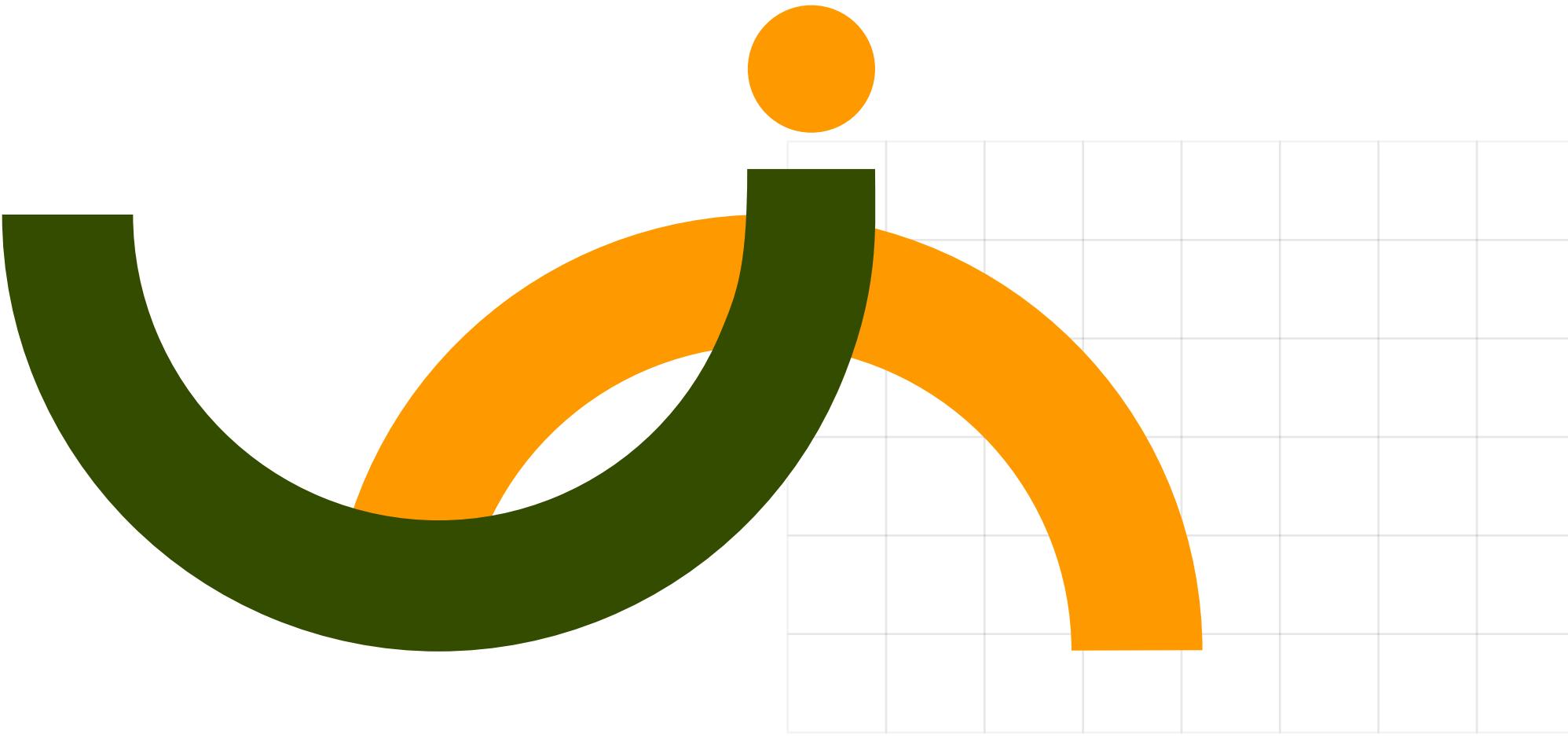


Mockup & Preview

Below, we demonstrate how our brand can be applied. It shows how After Rain can look like in different media.



Brandbook of



After Rain

Moments of life