Type as Identity—BFA Show

Proposals by: Mahelet Steinmetz

Concept 1: Minimilaism, Type Based

Type Name:
Krungthep Regular (104.4203 pt)
Director Regular (12 pt)

Colors: black and white

Feelings/vibes: Digital, robotic, simple

Concept 1: Option 2

Type Name:
Krungthep Regular (104.4203 pt)
Director Regular (12 pt)

Colors: black and white

Feelings/vibes: Digital, robotic, simple

Design by: Chloe Morris

April 14-28, 2023
University of Connecticut
Art Building

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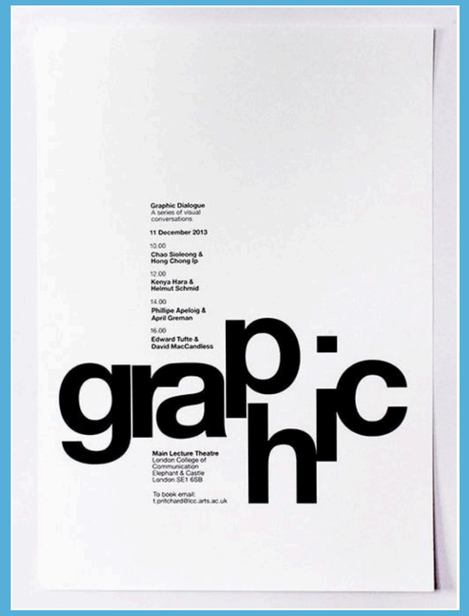
BFA Studio Art Exhibition

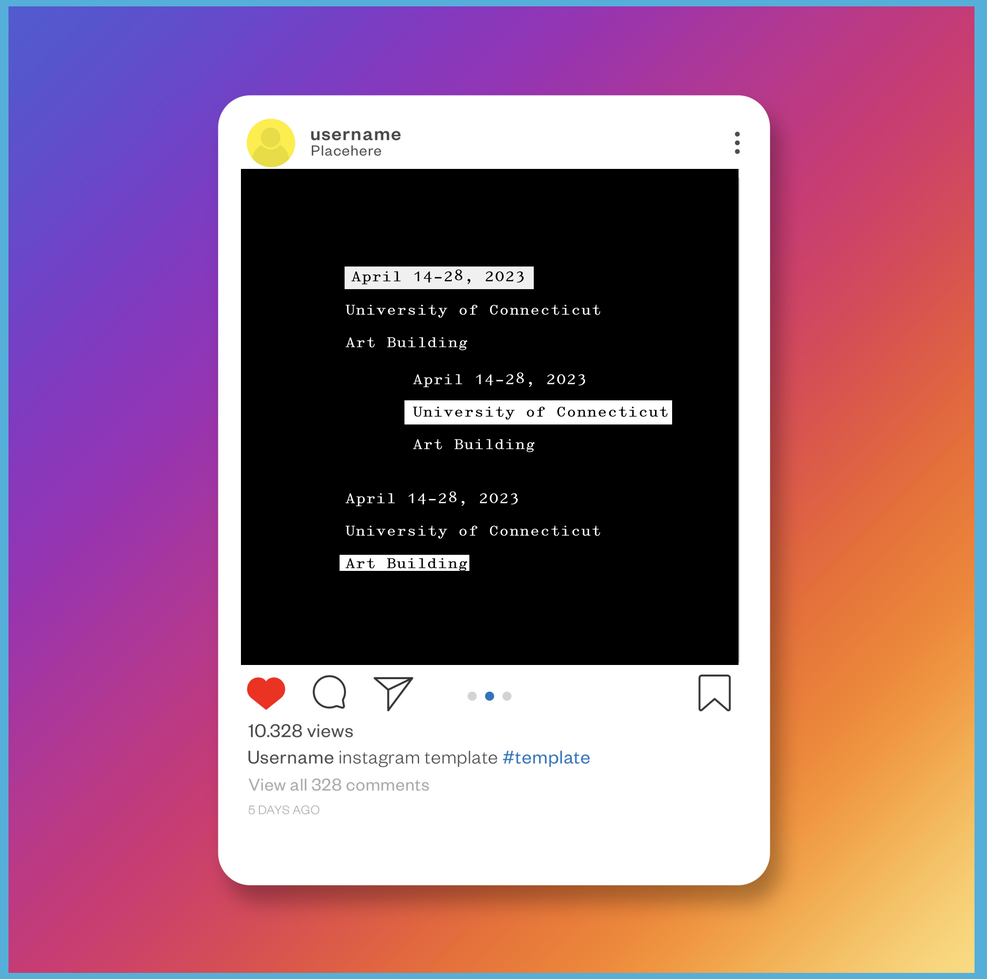


Inspirations

Mockup Poster

Mockup Poster

Instagram Posts



Concept 2: Color Based, 90s theme

Type Name:
Krungthep Regular (200 and 80 pt)
Helvetica Neue bold italic (45 pt)

Colors: Riso yellow, red, blue, purple, and pink

Feelings/vibes: fun and bright

Inspirations

Amy Schwartz

olor / Pantone Color (uncoated) / hex RGB

Bright Red 185 U F15060	Fluo-Pink 806 U FF48B0	Orange 021 U FF6C2F	Burgundy 235 U 914E72
Sunflower 116 U FFB511	Yellow Yellow U FFE800	Light Lime 387 U E3ED55	Green 354 U 00A95C
Hunter Green 342 U 407060	Mint 324 U 82D8D5	Teal 321 U 00838A	Blue 3005 U 0078BF
Federal Blue 288 U 3D5588	Black Black U 000000		

“Saved by the Bell”

Instagram Posts

Mockup Poster

Mockup Poster