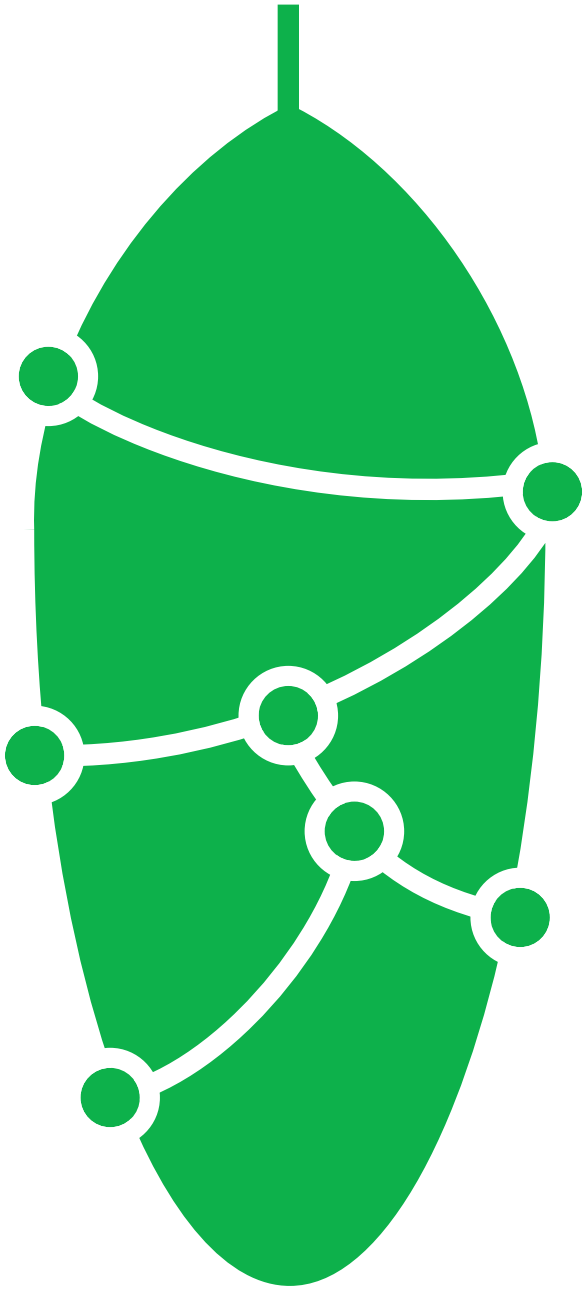
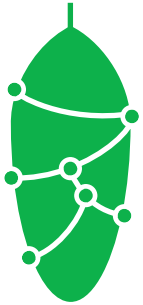
Visual Design System for

Surf Incubator

HCDE 308 Autumn 2015
Final Assignment: Student Name

Brand Identtity





About the Client

Surf Incubator is an incubator that seeks to create a comfortable, community driven expereince for businesses and startups. It provides workspace for companies as well as providing opportunities to network and create interactively.

Community

Anyone can provide a good workspace, but being involved in the community and fostering connections sets Surf apart. The community centered photography as well as the connections present in the logo, shows this value.

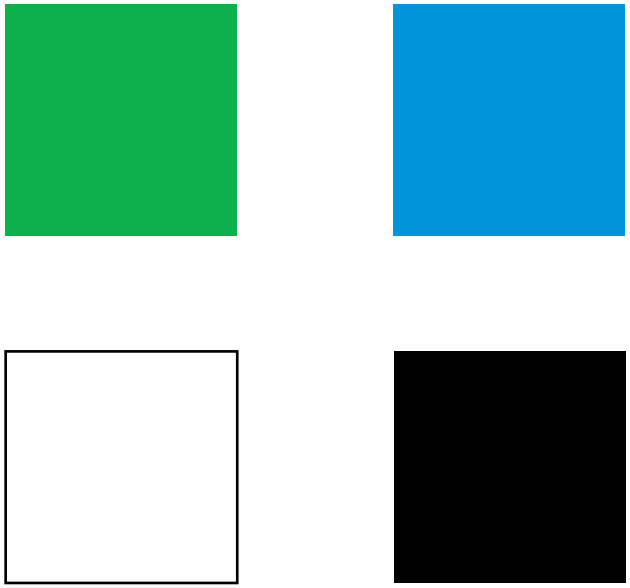
Technology

At its core, Surf is a company that caters to people who are developing new technologies. The almost abstract connections in the logo, as well as the technology present in the photography communicates this.

Growth

Surf is here foster new ideas and grow startups into companies. This is communicated by the cocoon of the logo, allowing for a transformation, as well as the green in the color pallate that hints at a natural growth.

Visual Design System



Buttons on all platforms have a round edge of 3p0. Buttons are in blue. Headings are green and their boxes are not rounded.

Brand Colors

The green represents growth, which is tied directly to the logo that distinguishes this. The blue is to represent Surf as a brand. The two analogous colors complement each other the way that Surf complements the community. Adding blue for Surf bridges the gap between the name and the brand. The buttons used to navigate the Surf website are colored blue and the article titles and information are colored green, as they are the part of the website that is involved in the “growth”.

Typographic System

All fonts are sans-serif. This is because Surf is supposed to be at the cutting edge of technology, creating new ideas and innovating. Sans-serif fonts communicate modernity which is a key component of surf. The two fonts used are Century Gothic and Segoe UI. Segoe UI is used in bold, semi-bold, and regular. Regular is used for body copy, semi-bold is used for headings, and bold is used for navigation. The navigation also uses all caps. Century Gothic is used for the title Surf Incubator exclusively.

Pictures of the facility will include lots of natural light. Unless specifically describing the facilities, pictures should have people within them. Pictures containing people should depict people enjoying themselves and working together. Preferably also using some kind of technology.

Website Landing Page Example

www.insertwebaddress.com

Surf Incubator

Search our site

Surf offers a perfect place for tech companies to set up an instant office in downtown Seattle.

COMMUNITY | **EVENTS** | **JOIN US** | **TOUR**

What we offer

- Wired gigabit connection to every desk
- Health Club Membership is included
- Meeting rooms for 4 to 50 people
- More than 200 networking events per year
- Educational programming
- Business and technical services
- Collaborative learning
- Access to complimentary skills
- Mentors & interns
- Connections with government agencies
- Introductions to investors and industry partners
- Co-working in our café area
- 160 desks in our incubator space
- Private offices for teams of 2 to 12
- B2B Accelerator 9MileLabs
- Secure bike storage locker

Want to Get Involved?

Subscibe to our newsletter!

Email Address **Subscribe**

Contact us!

Tel: (206) 777-1177
Hours: Mon-Fri 8:30am-5:00pm
Email: info@surfincubator.com
WELLS FARGO BUILDING

Website Sub Page Example

www.insertwebaddress.com

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HOME | EVENTS | JOIN US | TOUR

Vision/Mission

We believe in the power of startup companies to change the world. Not just the few you read about in the headlines because they happen to have won the venture capital lottery. No, we're talking about all the great ideas, each one of them championed by an individual willing to put the rest of his or her life on hold in the hopes of making the world a better place.

Money is only one element in an entire eco-system. And, frankly, too much of it can wreak havoc. Proximity matters just as much. Proximity to like-minded people doing the same crazy things, and who have the same doubts, disposition and drive as they do. Going it alone is an exhausting, self-defeating fantasy – no matter how much money you have.

Entrepreneurs need access to the tools and services that will sustain them. Dexterous coders, insightful lawyers, seasoned mentors, cloud services, and even coffee. Money will always matter, but there's no substitute for being able to drop by a desk down the hall for impromptu advice that will avoid a costly mistake or keep a project moving in the right direction.

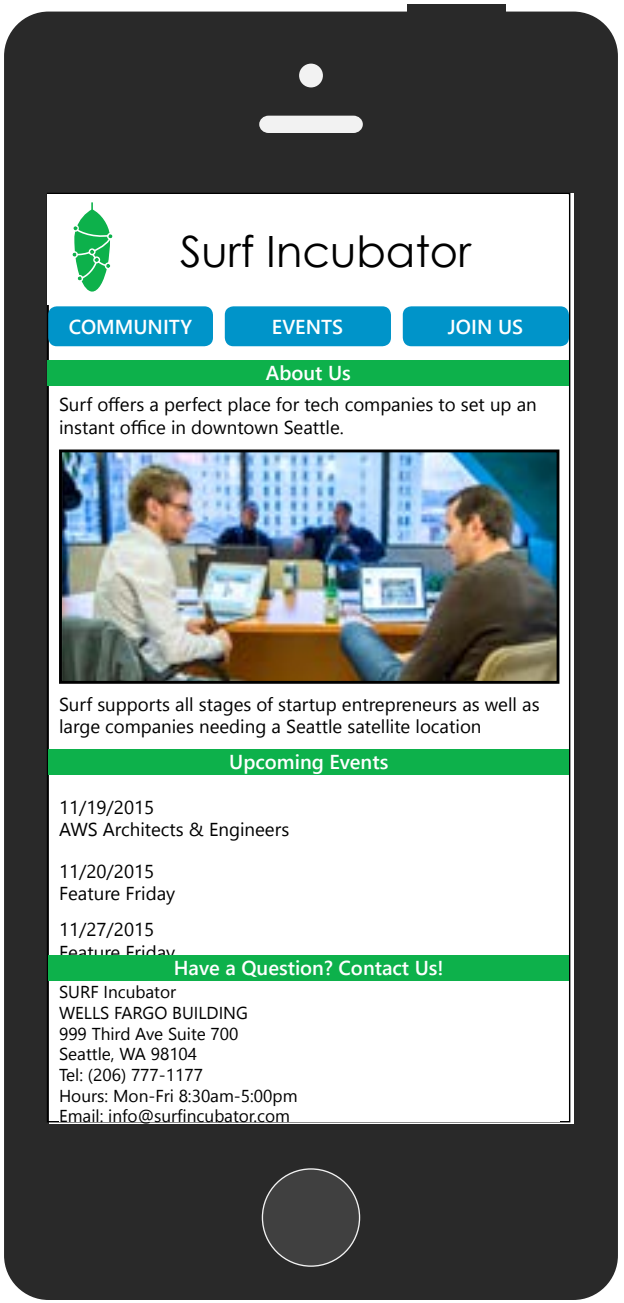
We like to riff on an old saying: "If you want to go fast, go alone. If you want to go far, go with friends – smart friends." Because the SURF ecosystem is so rich with incredibly smart, like-minded people, the network effect it creates is extremely powerful. You'll never have to worry about being the smartest person in the room here, which means there will always be an opportunity to learn something new from someone willing and eager to share their knowledge..

Volunteer

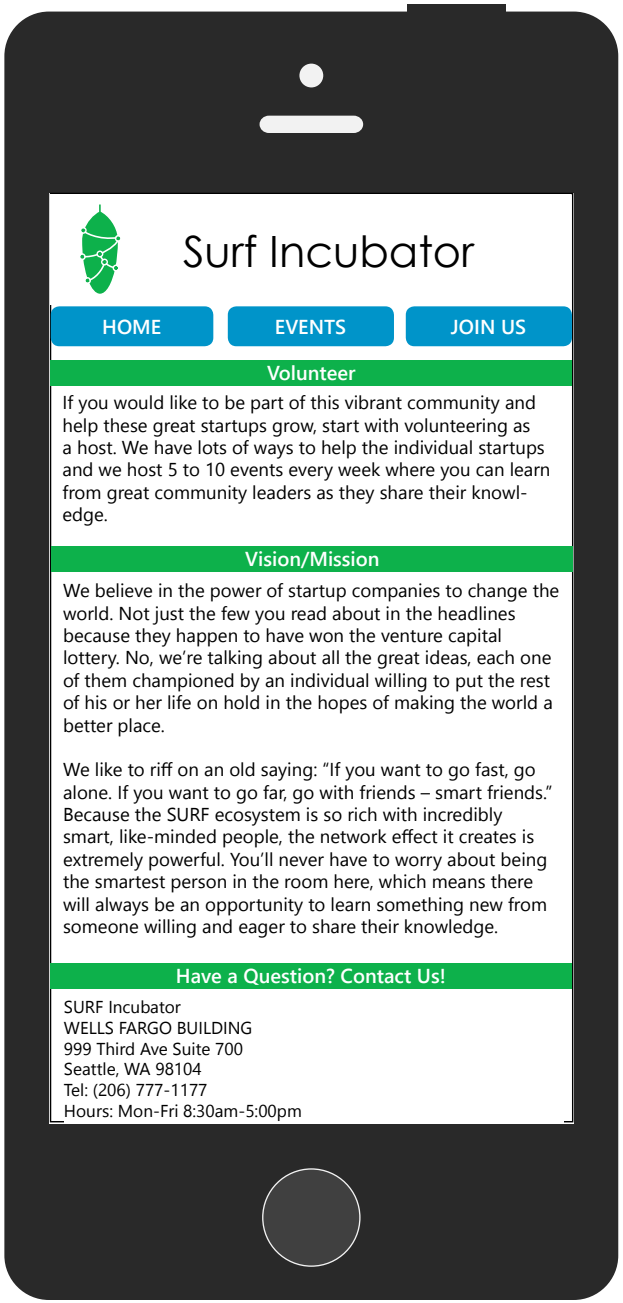
If you would like to be part of this vibrant community and help these great startups grow, start with volunteering as a host. We have lots of ways to help the individual startups and we host 5 to 10 events every week where you can learn from great community leaders as they share their knowledge.

For more details please contact: info@surfincubator.com

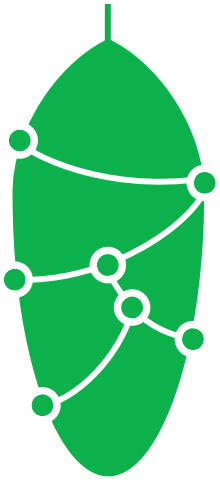
Mobile App Landing Page Example



Mobile App Sub Page Example



Surf Incubator



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We'd love to hear from you

Tel: (206) 777-1177
Hours: Mon-Fri 8:30am-5:00pm
Email: info@surfincubator.com

Come take a tour!

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999 Third Ave Suite 700
Seattle, WA 98104