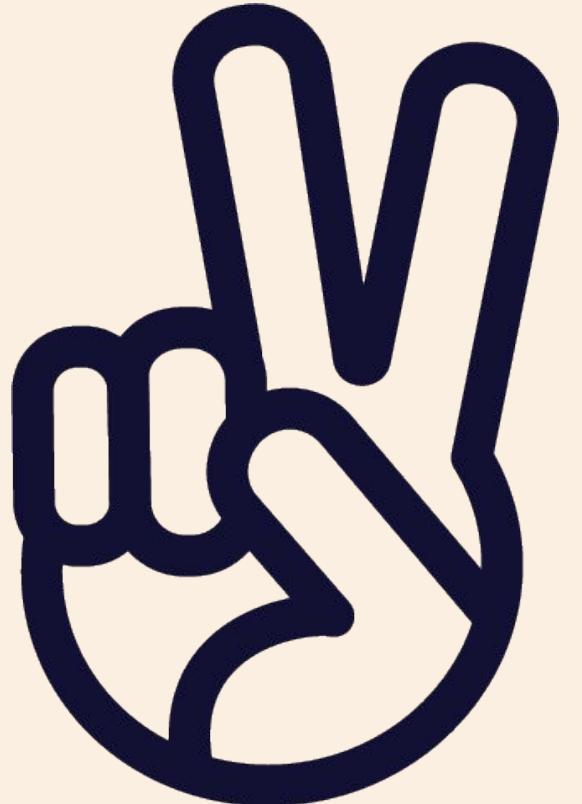


ICON + TEXT

font:
"Tenon"
(manually
rounded)



ICON

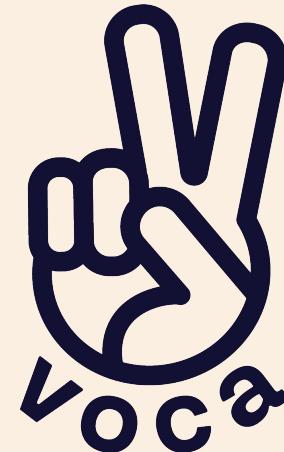


not filled

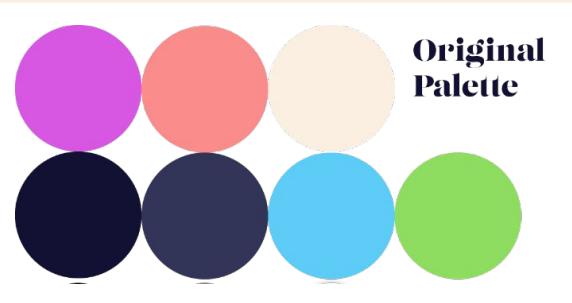


filled

ALT FORMATS



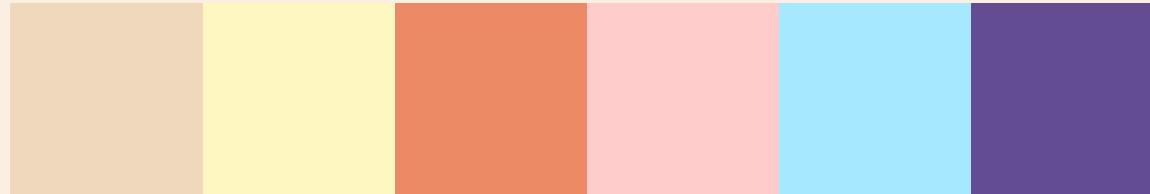
COLOR



**Updated
Palette**



**Supplemental
Merch Palette**



Grayscale



ALT COLORS (LIGHT)



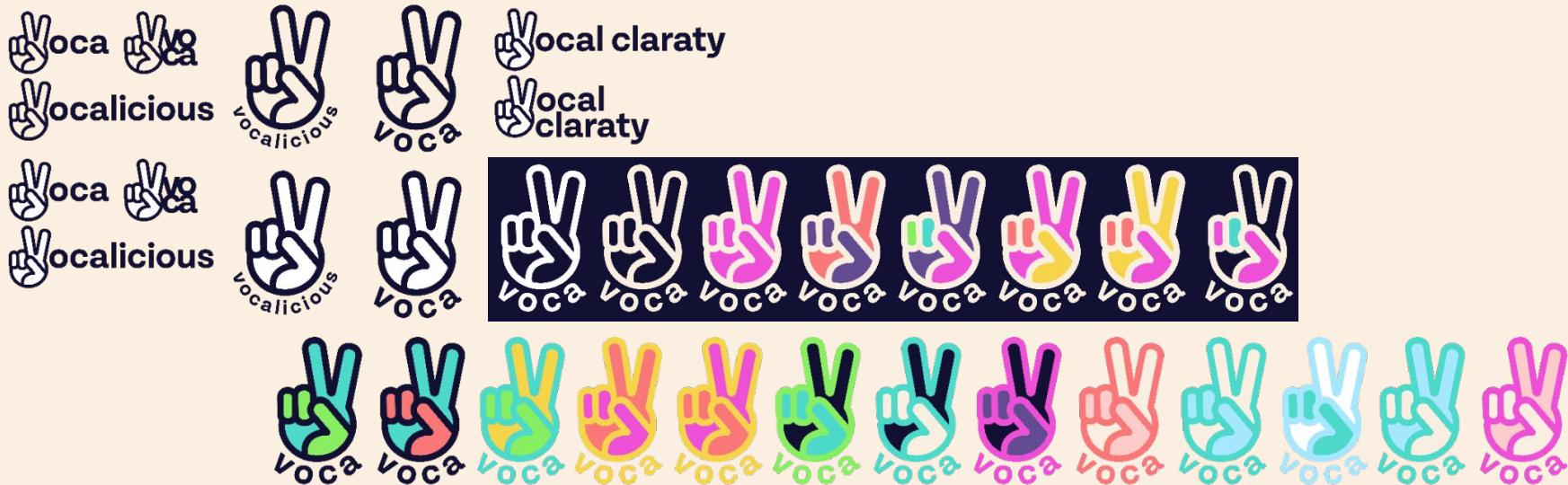
ALT COLORS (DARK)



ALT NAME: VOCAL CLARATY



OVERVIEW



MOCKUPS









Design & Theming

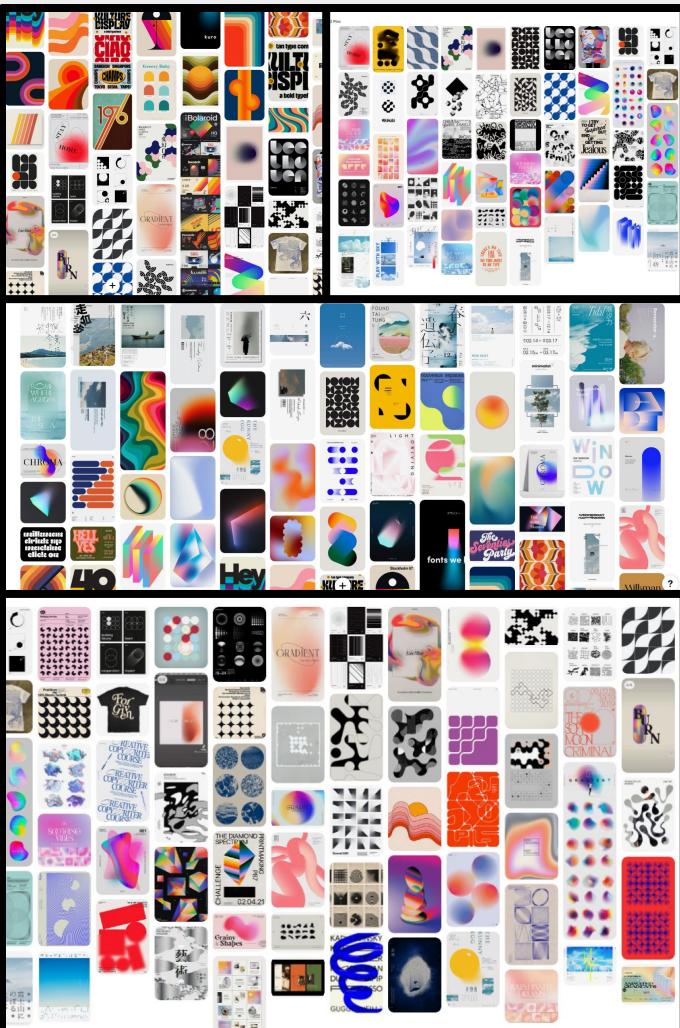
Theming / Style

Postmodern patterns
Grainy Gradients
Bold Minimalism
Overlapping

Areas of clutter V. White space
Saturated Colors
Small details & text

Detailed explanation:

- Grainy/detailed gradients
 - Gradient crystals & gradient impossible/small shapes
- Solid and dashed thin lines
 - Oval shaped
 - Archways
 - Straight lines along images
 - Impossible/small shapes (can have thicker lines)
 - Shine sparks, asterisk, circles, wavy lines, etc.
- Circles
 - Use for masking, patterns, small dots on page
 - Blurry gradient circles (only for bg)
 - Long cylinder (gradient) circles (pills)
- Text
 - Vertical and curved text
 - Along sides or corners of image
 - Small filler text that looks like nonsense/packaging info
- Other
 - Cluttered in some areas with negative space in others (cluttered yet minimalist)
 - Can use masking to get negative space within a gradient
 - Overlapping images and shapes
 - Often use straight edges unless a deliberate circle or arch



Theming / Style

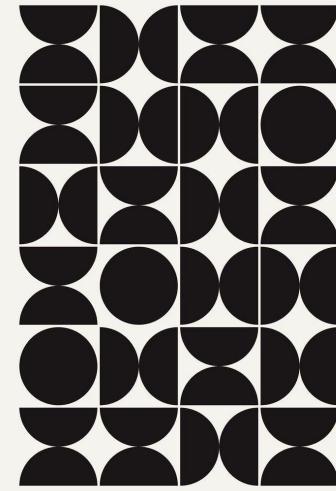
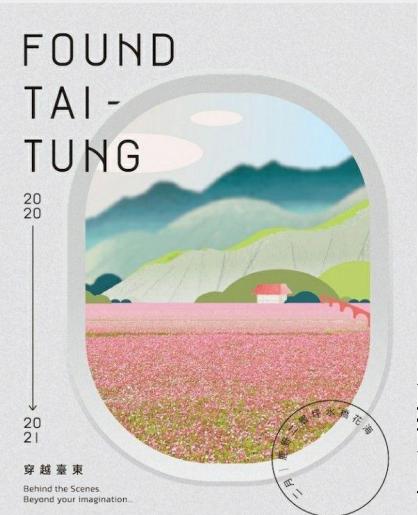
Postmodern patterns

Grainy Gradients

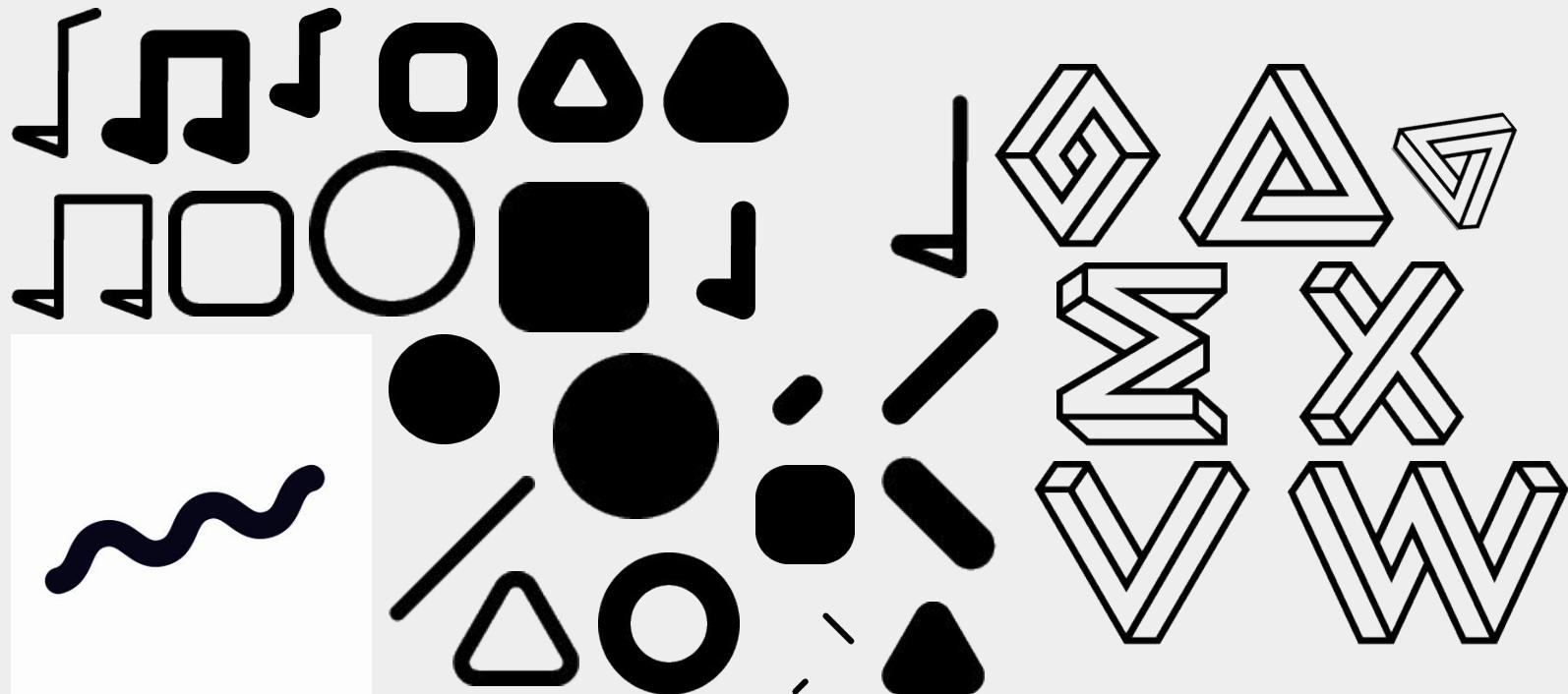
Bold Minimalism

Overlapping

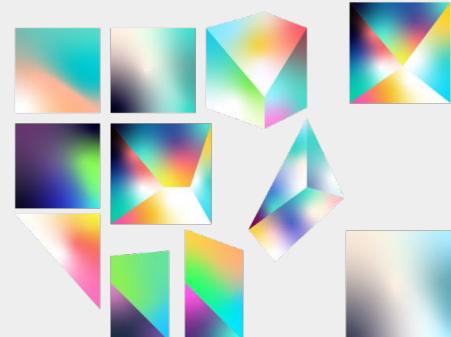
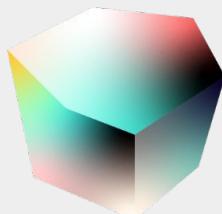
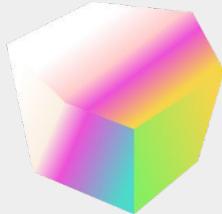
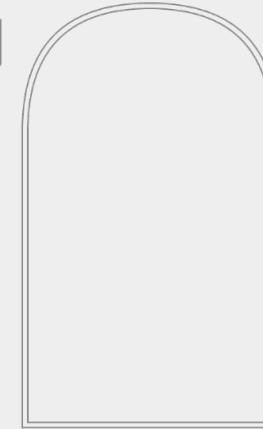
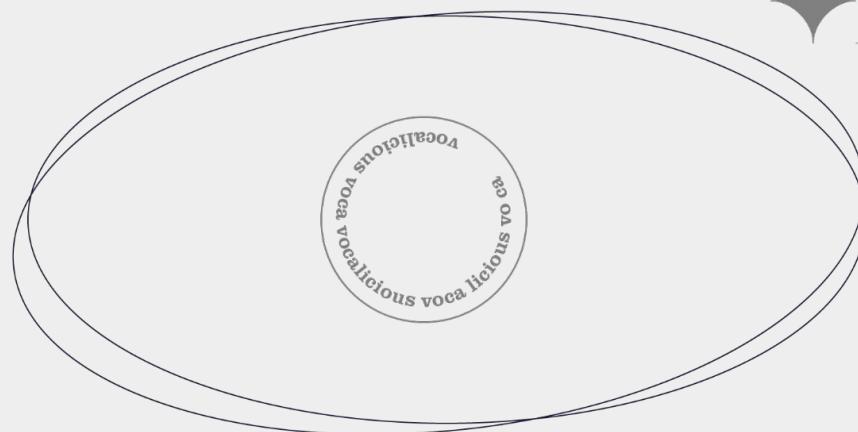
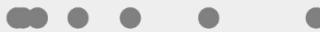
Areas of clutter V. White space Saturated Colors Small details & text



Design Elements : Small icons



Design Elements : Larger Elements



LT Intro. Post Templates!

Internal Coordinator
Shayna Fallon

Summer Playlist

Title - Artist
Title - Artist
Title - Artist
Title - Artist
Title - Artist

Section | pro/nouns | Grade

Social Co-Chair
Maisie Lopez

Summer Playlist

Title - Artist
Title - Artist
Title - Artist
Title - Artist
Title - Artist

Section | pro/nouns | Grade

External Coordinator
Annie Yaeger

Summer Playlist

Title - Artist
Title - Artist
Title - Artist
Title - Artist

Section | pro/nouns | Grade

Social Co-Chair
Keanu Dayton

Summer Playlist

Title - Artist
Title - Artist
Title - Artist
Title - Artist

Section | pro/nouns | Grade