Branding and Visual Identity

LIFE, THE UNIVERSE, AND EVERYTHING

Life, the universe, and everything (LTUE) is a writing symposium that seeks to help, market, build, & unite the science fiction, fantasy, and horror fan communities.

LIT HUBS
Nerd Vision
Fandomania
Fandom Wire
Geeks Unite

PROJECT TYPE
Branding Redesign
Website Redesign
Logo Redesign
Brand Guidelines
Promotional Collateral

PROCESS
User research, user interviews, user journeys, wireframes, prototyping, design systems, brand guidelines, logo design, web design, and web development

TOOLS USED
Figma, Jira
Google Docs, Sheets
Google Analytics
Wordpress

THE CHALLENGE

The LTUE website and branding faced a perfect storm: fragmented branding, broken links, and a site embedding thoughts and reactions in real time. This prevented attendees from finding critical information, and undermined credibility fears.

Project Goals:
- Unify branding across all recognizable brand identity.
- Ensure accessibility and usability are the foundation for future success information.
- Design an interface and time that reasonable with a younger demographic.
- Present content in clear, concise, and accessible formats.

THE RESEARCH

Our research was guided by a commitment to inclusivity, clarity, and ease of use—particularly for younger audiences. The strategies aimed to create a unified, recognizable identity and a more intuitive site experience that empowered visitors to make informed decisions.

USER INTERVIEWS

Interviews revealed that participants prioritized authenticity, clarity, and ease of use when evaluating thoughts and reactions in real time. This ensured attendees could focus on meaningful content rather than technical hurdles.

Research Objectives:
- Understand how attendees find the content and services.
- Identify frustrations and barriers to accessing information on different devices and age groups.
- Gather insights on preferred communication channels, content formats, and ticket purchasing behaviors.

Participant Demographics:
- 5 participants (ages 18–35, mix of students and professionals)
- Varied familiarity with conventions, ranging from first-time attendees to experienced visitors.

RESEARCH FINDINGS

Registration Efficiency	Registration Efficiency	Registration Efficiency	Registration Efficiency
90%	**55%**	**70%**	**65%**
of users struggled throughout the registration process	of users needed help from others to complete registration	of users encountered confusion at multiple steps	of users expressed confusion about ticket options

Key Takeaways:
- Attendees navigation challenges across key user types (e.g., confusion around vendor application & presenter onboarding).
- Ticket purchase process is overwhelming for first-time attendees, with unclear pricing and ticket options.
- Surface level UI issues highlighted deeper information architecture and content discoverability problems, influencing the revised design and flow strategy.

This research directly informed redesign decisions, leading to more intuitive navigation, clearer content hierarchies, and a streamlined ticket purchase experience—addressing both UX risks and brand alignment goals.

USER PERSONAS & JOURNEY MAPS

For the LTUE redesign, I created personas and journey maps grounded in research and user needs, revealing pain points like confusing ticket registration, inconsistent branding, and difficulty finding critical information. These tools helped prioritize design decisions that would reduce friction and support a more inclusive, accessible experience across all user types. Key insights included the need for clearer ticketing options, more consistent branding, and better information hierarchy on mobile.

Prospective Attendee
JORDAN LEE
Age Range: 21–25 | Tech Comfort Level: Mid-Level
Goal: Find the schedule, discover new DM or writing group
Tech: Uses Discord, Instagram, and Google Calendar

GOALS & MOTIVATIONS
- Connect with other fans to organize others
- Find the schedule and panel information
- Find the schedule and panel information
- Find the schedule and panel information

PAIN POINTS
- Cluttered panel pages for newcomers
- Schedule overwhelming, no beginner guide that
- Hard to find schedule on mobile
- Hard to find schedule on mobile

Prospective Attendee
MORGAN REYES
Age Range: 26–35 | Tech Comfort Level: Mid-Level
Goal: Find the speaking or DM, how does when crew
Tech: Uses Discord, Instagram, and Google Calendar

GOALS & MOTIVATIONS
- Find the schedule and panel information
- Find the schedule and panel information
- Find the schedule and panel information
- Find the schedule and panel information

PAIN POINTS
- Cluttered panel pages for newcomers
- Schedule overwhelming, no beginner guide that
- Hard to find schedule on mobile
- Hard to find schedule on mobile

Returning General Attendee
TAYLOR MORGAN
Age Range: 21–25 | Tech Comfort Level: Mid-Level | Role: Experienced Speculative Fiction Author | Key Goal: Find time spending at LTUE

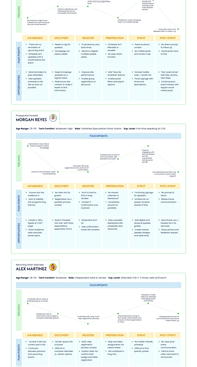
GOALS & MOTIVATIONS
- Find the schedule and panel information
- Find the schedule and panel information
- Find the schedule and panel information
- Find the schedule and panel information

PAIN POINTS
- Cluttered panel pages for newcomers
- Schedule overwhelming, no beginner guide that
- Hard to find schedule on mobile
- Hard to find schedule on mobile

Returning General Attendee
ALEX MARTINEZ
Age Range: 26–35 | Tech Comfort Level: Mid-Level | Role: Experienced Speculative Fiction Author | Key Goal: Find time spending at LTUE

GOALS & MOTIVATIONS
- Find the schedule and panel information
- Find the schedule and panel information
- Find the schedule and panel information
- Find the schedule and panel information

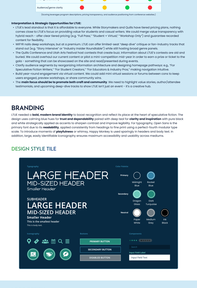
PAIN POINTS
- Cluttered panel pages for newcomers
- Schedule overwhelming, no beginner guide that
- Hard to find schedule on mobile
- Hard to find schedule on mobile



COMPETITIVE ANALYSIS

The next step was to create a competitive analysis to identify a clearer, more cohesive direction for LTUE. Because this event attracts a wide range of attendees—including students, vendors and freelancers, and participating in RP guides, emphasizing UX and engagement (scripts, community, affordability, fandom-driven vibes). This analysis also helped us make decisions about what features or content to prioritize, ensuring the site would meet the community's needs.

Comparable events to Texas artistically valued competitors (or amount) that fulfill value for attendees, such as **Amazonia Fandom** (annual conference), The Voyage of Light (similar to **Dallas Conference**), the **Writing and Illustrating Fun Fandom** (WIFF) conference, and the **Utah Arts Festival**.



Interpretation & Strategic Opportunities For LTUE

- **Overall Feedback & Usability:** Neutral across the board, with room for improvement. While Worldcons and Quills have formal pricing plans, nothing currently stands out. LTUE's pricing could be clearly outlined for students and casual attendees. We could leverage unique programming with "hybrid-teach - offer clear learning pricing. Full Pass," "Student + Virtual," "Workshop Only") and guarantee recorded sessions for virtual.
- **Friendly and Welcoming Staff:** Quills and Worldcons rate strong on staff and volunteer quality. Texas Art Festival and Texas Art Festival are "Artistically Valued" competitors (with leading lowest genre prices).
- **Organization & Ease of Navigation:** Worldcons and Quills are strong here, with clear schedules and apps. Texas Art Festival and Texas Art Festival are "Artistically Valued" competitors (with leading lowest genre prices). In order to score a perfect 10 (which is the goal), we need to improve our mobile app and ensure all schedules are easy to navigate.
- **Community & Networking:** Worldcons are strong in community building, with dedicated spaces for connection. Quills and Texas Art Festival are "Artistically Valued" competitors (with leading lowest genre prices). We could add more social sessions or discussion spaces to foster organic connections.
- **Recognition & Contribution:** Worldcons and Quills are strong here, highlighting volunteer efforts. Texas Art Festival and Texas Art Festival are "Artistically Valued" competitors (with leading lowest genre prices). We could partner with local artists or fandom groups to recognize contributors.
- **Specialized Services:** Worldcons and Quills are strong here, offering specialized services like accessibility and diverse programming. Texas Art Festival and Texas Art Festival are "Artistically Valued" competitors (with leading lowest genre prices). We could explore adding more specialized services, such as accessibility services or diverse programming, to stand out from the competition.
- **Pricing Value & Clarity:** Worldcons and Quills are strong here, highlighting value services. Texas Art Festival and Texas Art Festival are "Artistically Valued" competitors (with leading lowest genre prices). We could offer more transparent pricing options, such as tiered pricing or bundled packages, to enhance perceived value.
- **Audience Engagement & Loyalty:** Worldcons and Quills are strong here, with loyal communities. Texas Art Festival and Texas Art Festival are "Artistically Valued" competitors (with leading lowest genre prices). We could leverage social media and exclusive content to boost engagement and loyalty.
- **Overall Rating:** Worldcons and Quills are strong here, with high overall ratings. Texas Art Festival and Texas Art Festival are "Artistically Valued" competitors (with leading lowest genre prices). We could focus on improving all areas to achieve a perfect 10 and gain an edge.

BRANDING

Our brand's **Quills modern-forward identity** is bolder recognition and reflect its place at the heart of speculative fiction. The design uses contrasting blue for **trust and accessibility**, paired with deep red for **vivacity and inspiration** (with pious focus on accessibility and readability). The typography system combines Bebas Neue for bold headlines, Montserrat for clear, modern body text, and Quills for **creativity**, signaling creativity and storytelling to the pitch perfect fourth modular type scale ensures consistent, scalable typography across all devices. The logo's geometric, modern design reflects the event's evolution. In addition, large, easily identifiable iconography ensures maximum accessibility and usability across mediums.

DESIGN STYLE TILE

LARGE HEADER
MED-SIZED HEADER
Smaller Header
SUBHEADER
LARGE HEADER
MED-SIZED HEADER
Smaller Header
Text Text Text