

**ALCOHOL.ORG**



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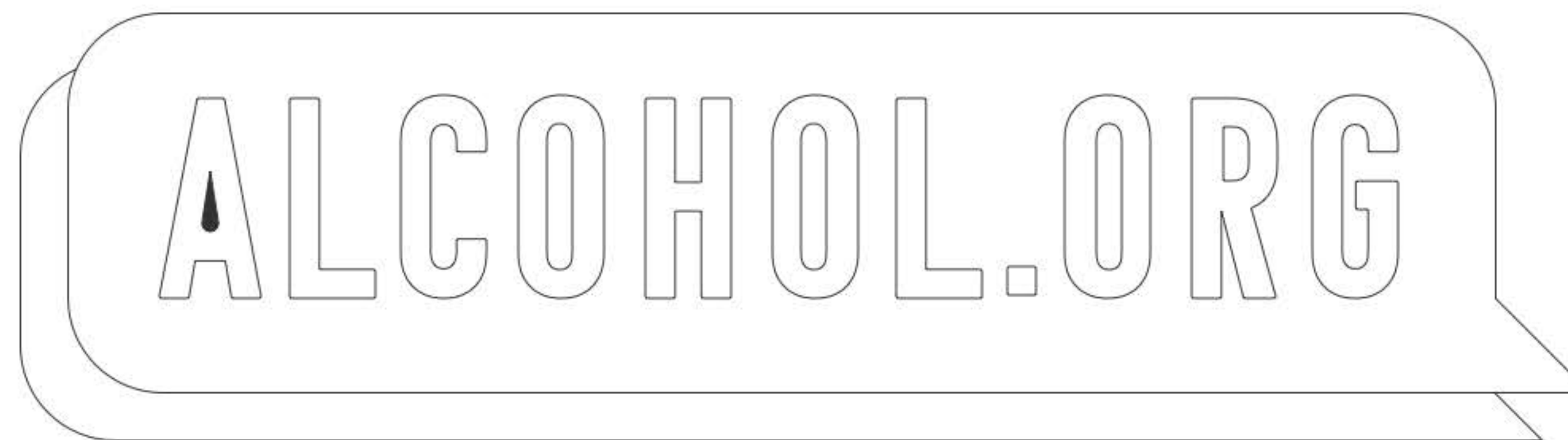
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## Outline

The shapes and lines that make up this mark (other than the font lettering itself) are geared toward conversation, advocacy, authority and education. Repeating block shapes, built on sturdy right angles, create a sense of order, structure, and solidness, while contrasting soft corners offer a level of approachability, both literally and figuratively taking the edge(s) off of the design.

The symbols present here are primarily a large speech bubble, and secondarily a small drop of alcohol. The former drives the idea that this site is about not just a substance, but a conversation and education about the substance itself, giving alcohol and the issues it represents a platform for discussion. The latter subtly alludes to a literal drop of alcohol, neither glorifying the substance nor giving it power or visual focus, and instead, housing it safely and restricting it appropriately within the context of a conversation.



*Primary Color**Secondary Color*

## Color

With this brand variant, we only subtly revamped the current alcohol.org color patterns, by first making each color more contrast compliant and accessible, and then updating color application to other current RB property UI component patterns. This allowed for more focus on the font and icon/symbol work, and serves as the smallest step from what alcohol.org has historically presented in terms of color. This color combination is already settled as unique against the rest of the RB portfolio, which was one of our design considerations.

The **Primary Color** is meant for core application to various static components throughout the site, as a way to directly create experiential associations to the brand and its tone of voice. The blue is calming and stable, and falls inline with many social media experiences, helping associate with the idea of conversation and social engagement. The **Secondary Color** is built as a complimentary accent that also serves as the default association for any interaction based elements, such as buttons and link text. This heavy autumn orange, paired with the primary soft blue, represents controlled energy and passion, careful not erring on the side of playfulness.

# KOMU (B)

*Primary Font*

# Lato • Lato • Lato

*Secondary Font*

## DISPLAY - PRIMARY FONT “KOMU B”

### H1 - Secondary Font “Lato Bold”

### H2 - Secondary Font “Lato Bold”

### H3 - Secondary Font “Lato Bold”

### H4 - Secondary Font “Lato Bold”

Body - Secondary Font “Lato Regular” Lorem ipsum dolor sit amet, consectetur adipiscing elit. Aliquam auctor dignissim felis, egestas varius dui ultricies at. Nunc id diam congue, molestie ligula id, commodo purus. Pellentesque blandit id nibh at feugiat. Vestibulum at hendrerit justo. Maecenas enim erat, sollicitudin ac scelerisque eu, rhoncus et ante.

## Fonts

“Komu B” was chosen to help the logomark convey a strong and subtly commanding voice, with presence and authority, while at the same time having a degree of inviting stylization. This all-caps, bold-only font inherently achieves this, consisting of tall, geometric and uniform bold letters, creating a somewhat in-your-face, vocal visual effect, making a strong, signpost like statement. Space was given to each letter for better visibility at various scales, which also gives the brand another signpost like effect, almost alluding to the idea that this logo could appear in a crowd of alcohol education advocates on a poster board.

“Lato” is a great go-to font for achieving high readability, clean and elegant presentation, and robust utility, as both a Body font and Display font. It has a wide range of diversity in terms of styles, with over 10 different complimentary font weight options which all scale well and feel connected. We use Lato on a few other RB properties currently, so it was a natural choice to compliment alcohol.org content within the RB portfolio as a baseline option.

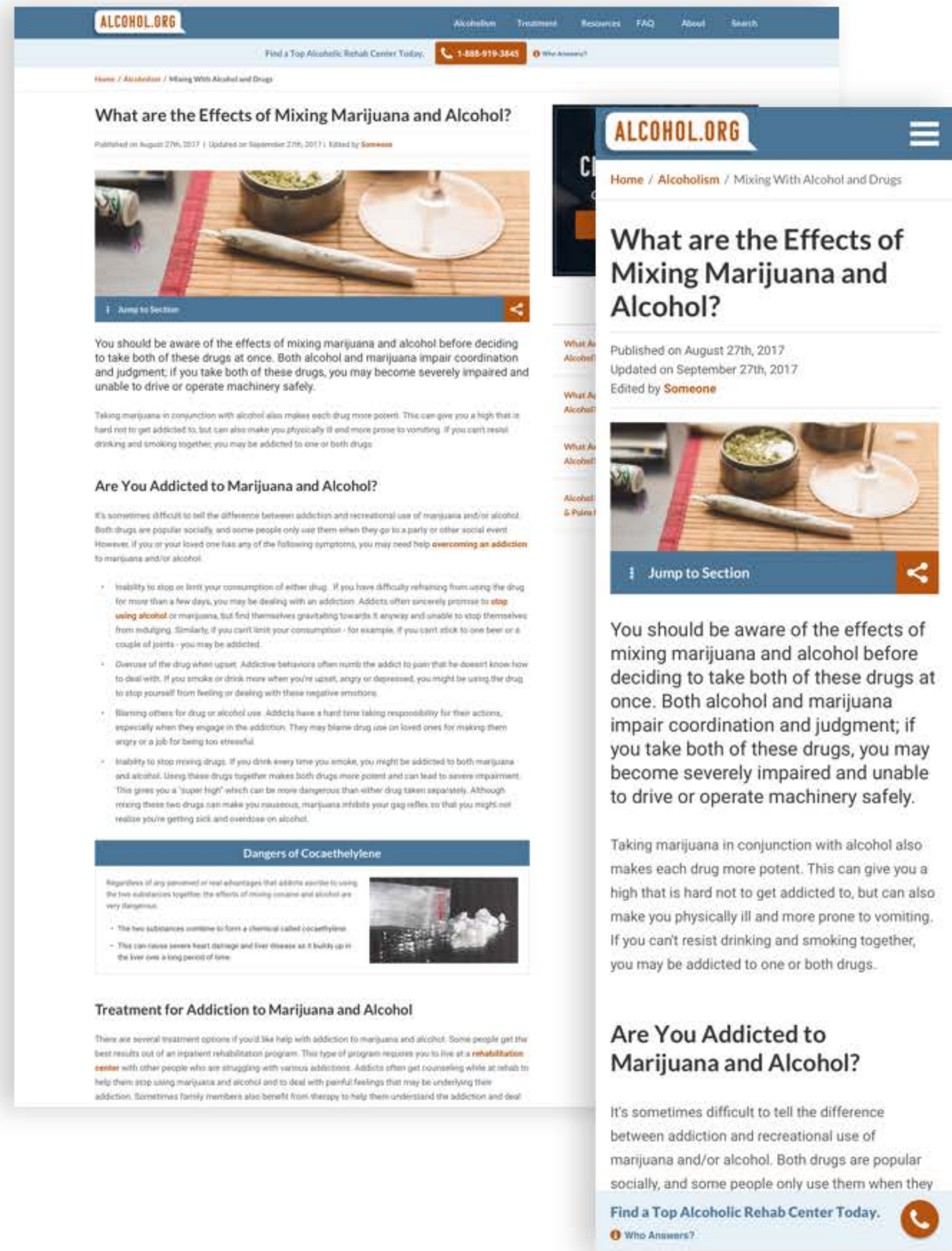


# Web Application

The aim here is to show an MVP version of what this brand could achieve and evoke when applied to our current alcohol.org content and page templates. It isn't necessarily a 1-to-1 representation of the intended final site design (or content), but gives a general idea of how this brand can be applied to alcohol.org (and other properties) in congruence with our many stabilizing design systems, production processes, and other technical considerations.

The following few slides will display both an simple article page and home page design with this brand's color and font choices applied to various UI systems, using real content and established project requirements as the main considerations.

In efforts to help brand on sites become memorable and build meaningful visual patterns and associations for users, color is at a comfortable and controlled level of subtly and prevalence, being moderately applied to various UI elements without too heavily distracting users from actual content or interaction areas.





## What are the Effects of Mixing Marijuana and Alcohol?

Published on August 27th, 2017

Updated on September 27th, 2017

Edited by [Someone](#)



☰ Jump to Section



You should be aware of the effects of mixing marijuana and alcohol before deciding to take both of these drugs at once. Both alcohol and marijuana impair coordination and judgment; if you take both of these drugs, you may become severely impaired and unable to drive or operate machinery safely.

Taking marijuana in conjunction with alcohol also makes each drug more potent. This can give you a high that is hard not to get addicted to, but can also make you physically ill and more prone to vomiting. If you can't resist drinking and smoking together, you may be addicted to one or both drugs.

### Are You Addicted to Marijuana and Alcohol?

[Find a Top Alcoholic Rehab Center Today.](#)

☎ 1-888-919-3845

👤 Who Answers?

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### Are You Addicted to Marijuana and Alcohol?

It's sometimes difficult to tell the difference between addiction and recreational use of marijuana and/or alcohol. Both drugs are popular socially, and some people only use them when they go to a party or other social event. However, if you or your loved one has any of the following symptoms, you may need help [overcoming an addiction](#) to marijuana and/or alcohol:

- Inability to stop or limit your consumption of either drug. If you have difficulty refraining from using the drug

**READY TO GET  
CLEAN & SOBER?**

*Give us a call anytime 24/7*

**1-888-919-3845**

👤 Who Answers?

### Top Related Articles

[What Are The Effects of Mixing Cocaine and Alcohol?](#)

[What Are The Effects of Mixing Tramadol and Alcohol?](#)

[What Are The Effects of Mixing Tobacco and Alcohol?](#)

[Alcohol Hangover: How to Deal with the Aches & Pains from a Night of Drinking](#)

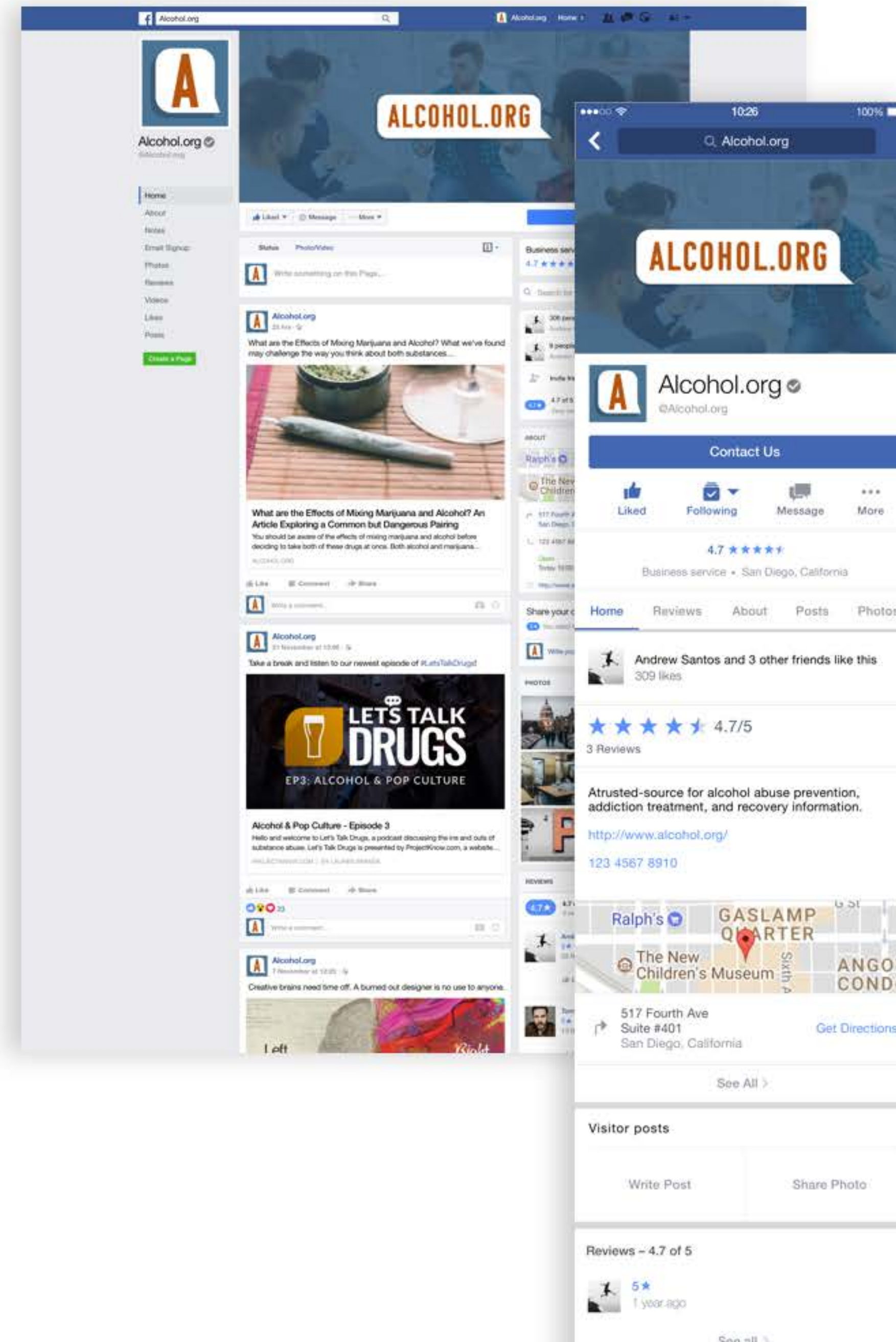


## Social Media

As a supplemental focus and effort, representation of brand on social media is something we considered from the ground up as what could be a standard practice when creating our site brands. This requires extra steps that inherently make our brand and logo systems more robust and utility focused, while also creating a richer and more multifaceted brand packages, as starting points for potential media kits and marketing materials.

This step also forces us to be able to boil down our brand(s) to an easily identifiable icon or symbol that can be carried to various platforms and applications. Here, the core brand-focused alcohol.org elements carrying the most meaning are all represented: “A” for “alcohol” showcasing the primary brand font, along with the knock-out droplet shape (which then becomes stronger and more prominent), the conversational and advocacy leaning speech bubble symbol, as well as clear brand color presentation.


*NOTE: For simplicity's sake, I have narrowed down the MVP social application to focus on Facebook, with the idea that this social brand work - things like creating a scalable icon, styled "cover photos", etc. - could then easily be replicated for other similar social platforms, if and when they are required.*






10:26100%

Alcohol.org





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Contact Us

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4.7

★★★★★

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Home

Reviews

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 Andrew Santos and 3 other friends like this  
309 likes

★★★★★


4.7/5

3 Reviews

Atrusted-source for alcohol abuse prevention, addiction treatment, and recovery information.

<http://www.alcohol.org/>

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San Diego, California

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Alcohol.org  
23 hrs ·

What are the Effects of Mixing Marijuana and Alcohol? What we've found may challenge the way you think about both substances...



What are the Effects of Mixing Marijuana and Alcohol? An Article Exploring a Common but Dangerous Pairing

You should be aware of the effects of mixing marijuana and alcohol before deciding to take both of these drugs at once. Both alcohol and marijuana...


ALCOHOL.ORG


Business service • San Diego, California

4.7

★★★★★

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 306 people like this  
Andrew Santos and 3 other friends

 9 people have been here  
Andrew Santos


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4.7

4.7 of 5 stars 3 reviews

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ABOUT



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San Diego, CA 92101

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Open

Today 10:00-18:00



# THANK YOU!

You have reached the end... of the v1 pitch deck for the alcohol.org re-brand, which focuses and pivots alcohol.org toward **advocacy, conversation, information, and authority.**

## Next Steps & Notes...

Specifically, this v1 pitch deck preserves some subtly revamped site brand elements (specifically color) in order to both keep its current unique positioning within the RB portfolio, as well as ideally ease the transition for current site users toward related and established brand familiarity. At the same time cases have been built on how to give these existing colors real targeted meaning and intent that connects to our overall brand goals and requirements. The logo mark itself then builds on that foundation and additionally pushes toward brand goals.

Alternative brand pitch decks are being developed concurrently for alcohol.org, but this v1 pitch deck is first serving as the prototype for RB brand design process and application work becoming formalized, documented, tested, and templatized. It also showcases the current alcohol.org brand that internally was decided on as the most developed option and potentially a path of least resistance, aiming to build off of what alcohol(ic).org already is and has been, while incorporating as many new brand initiatives, processes, and requirements as possible.

The next steps of this brand process (past review, feedback, iteration and approval stages), head toward developing brand usage guidelines and media kit type packages, which in turn will need to be scoped out and handled as separate but related projects and processes. These items will also need to be formalized, and ideally templatized, with similar levels of both detail and scalability, in order to eventually streamline our brand development process moving forward. Please feel free to reach out and offer any and all feedback, questions, and concerns as we aim to make this process and scope of work viable and valuable for the company at large moving forward! Thanks again!



A background image showing three people in a meeting. On the left, a woman with glasses is writing in a notebook. In the center, a man in a blue and green plaid shirt is looking towards the right. On the right, the back of a man's head is visible as he looks towards the center. The image has a blue tint and a white speech bubble containing the text.

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