



FINAL WORK PITCH DOCUMENT

WRITTEN BY NURHAYAT BAYRAKTAR

This document contains concepts for Brussels 2030, style guides, a small evolution and my thought processes behind ideas and mock-ups of those designs.

NURHAYAT BAYRAKTAR

NURHAYAT BAYRAKTAR

NURHAYAT BAYRAKTAR

My name is Nurhayat Bayraktar. I'm a student from Ehb Brussels. This document is created for my Design III class.



BRUSSELS 2030

BRUSSELS 2030

BRUSSELS 2030

My client is Brussels 2030. An organisation that is funded and supported by the government to make Brussels again the cultural capital of Europe.

WHAT'S THE PROBLEM?

WHAT'S THE PROBLEM?

WHAT'S THE PROBLEM?

Vulnerable youth doesn't have easy access to cultural attractions. They are in some way stuck. They might suffer from mental illnesses, have criminal backgrounds, perhaps simply don't master the languages spoken in the country....

The youth we speak of is 16-24 years old. Living in Brussels, familiar with technology and have atypical lifestyles. It's a difficult target to reach..

How can we make them aware of the existence of **affordable**, **non-discriminating** and **no-barrier** cultural events?

WHAT'S THE PROBLEM?

In this document I approached this question with a mix of traditional / digital mind. I want to reach this group through big screaming posters with strong typography, but also an engaging and informational online presence. The posters should be visible in places where this group frequents the most.

Concept, the prequel
Concept, the prequel

In my first concept, I combined love and the searching of love that is so present in the youth together with scrapbook aesthetics. In here I spend to much time thinking in the restrictive aesthetic culture that's present in the online communities.



One of the poster with a love pun inspired by picture on the right.



The light academia aesthetics

Needless to say, this was scrapped due to the full nature of it.

Concept, the prequel
Concept, the prequel

MAIN CONCEPT

MAIN CONCEPT

The loud, the bold, the multipersonal! This are the keywords of this concept. Calling to action anyone who has a strong inspiration. It breathes hope and confidence in the people reading it. Brussels 2030 is a creative concept, enamouring you with cheesy puns that makes you feel empathetic to what it has to give to you.

Don't
Dilly dally
and
join
me!

Say yes to culture

BXL
2030

YOU
MAKE
ME
VANGOGH
WOW

YOU
MAKE
ME
VANGOGH
WOW

YOU
MAKE
ME
VANGOGH
WOW

Say yes to culture

BXL
2030

Rembrandt
Rembrandt

me as your
me as your

own
own

Say yes to culture

BXL
2030

COME TO THE
BAR WITH ME
AND I'LL TREAT
YOU TO A RENÉ
MAGRITTE

Say yes to culture

BXL
2030

STYLEGUIDE



COLORS



60% Black
30% white
10% Turquoise

I'm using the color black to bring relatability to my target group. Most applications they use have dark-mode: YouTube, Instagram, Spotify...

Of course, I had to use white to bring stark contrast and direct attention to it. Finally, I decided to use light turquoise because the color blue signifies creativity. It's more of a pastel color. I chose this because it can be used to bring forth a softer, yet inspiring tone.



ASSETS

I decided not to include any pictures or illustrations to my posters. They would only distract people from the personal and direct gaze of the typography.

STYLEGUIDE

Aa FONTS

-MARVIN (REGULAR AND SHADOW)

ABCDEFGHIJKLMNOPQRSTUVWXYZ

ABCDEFGHIJKLMNOPQRSTUVWXYZ012345789

ABCDEFGHIJKLMNOPQRSTUVWXYZ

ABCDEFGHIJKLMNOPQRSTUVWXYZ012345789

-Suburban OT (Bold)

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz012345789

-Rokkitt (Bold)

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz012345789

-Prohibition (Regular)

ABCDEFGHIJKLMNOPQRSTUVWXYZ

ABCDEFGHIJKLMNOPQRSTUVWXYZ012345789

-DAZZLE UNICASE (BOLD)

ABCDEFGHIJKLMNOPQRSTUVWXYZ

ABCDEFGHIJKLMNOPQRSTUVWXYZ012345789



LOGO

It's quite straightforward, but it is a nice and clean logo. The tagline is right above the giant "BXL". I had many ideas for the logo, but ultimately chose for this one. As it is simple yet very dynamic. I placed the 2030 so that it creates a more diagonal perspective.



STYLEGUIDE

I tried multiple logo's to continue sending my message of this passionate project. However, I had to keep it clean and still readable.

BXL
2030

BXL
2030

BXL
2030

BXL
2030

BXL
2030

BXL
2030

BXL
2030

I shortened Brussels to BXL because that's how most people in Brussels refer to the city. Usually, people outside of the capital find it weird, but it's only more reflective of the uniqueness of the Brussels youth!

Stickers of the logo. It's quite popular to sticker lamp posts, stoplights and station walls in Brussels.



A lot of youth take the public transport. It's even made cheaper in the school year 2021-2022 to get an yearly ticket.

