

Fairphone Community Identity

Concept and Deliverables
Thursday December 7

FAIRPHONE

December 2017

Context

The community members needs a common identity to communicate about their events , projects and actions. These could be both online and offline.

The budget of these projects are generally small, therefore the identity must be easy to use and low key (home printer friendly).

Goals

This identity should be a tool for quick and easy ways to set-up projects, connect with Fairphone values and identity, while remaining independant.

We should sense an activist feeling at the core of the community.

Content

1. Community symbol
2. Typeface
3. System (guidelines)

1. Community Symbol

We will see the symbol of Fairphone Community as a bonding sign and mark of recognition more than a trademark logo.

1. Symbol

Inspired by the relationship between Fairphone and the Community, we brought back the star as a mark of the core values of Fairphone, shared from the first member of the community to the new ones. It emphasize the tagline of Fairphone “Change is in your hands”.



RGB: 44.167.223
HEX: #2CA7DF
CMYK: 70.17.0.0
PANTONE: 298 U

1. Symbol: use with copy

Here are some variations of the Community symbol.



FAIRPHONE COMMUNITY



FAIRPHONE ANGELS VIENNA



FAIRPHONE COMMUNITY

#wearefairphone



FAIRPHONE ANGELS VIENNA

#wearefairphone

1. Symbol: use with copy

We also created a square version that can be handy if you want to add contact details, etc.



FAIRPHONE
COMMUNITY

#wearefairphone



FAIRPHONE ANGELS VIENNA

Is a proud member of the Fairphone Community.

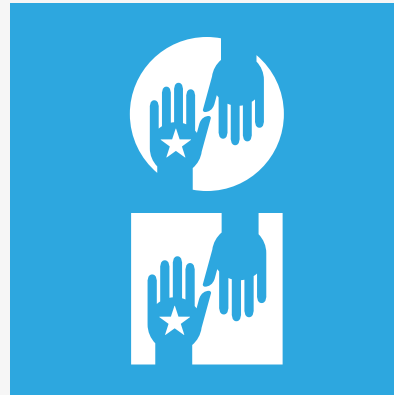
Contact: vienna@fairphone.community

1. Symbol: use of color

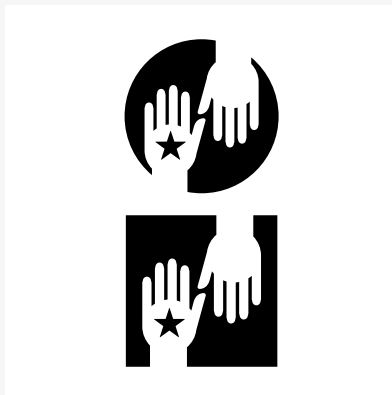
The community symbol will follow the same color use as the Fairphone logo.



On a white background, please use the Fairphone blue.



On a colored background (Fairphone blue, other colors, gradients, pictures, etc.) please use the white logo.



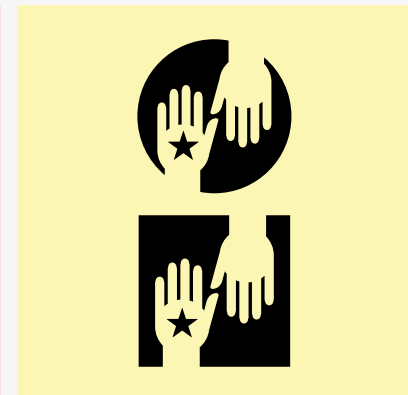
When black and white print only, please use the black logo on white.



On a black background, please use the white logo.



On colored paper, please use the black logo.



2. Typeface

A free and easy-to-use typeface, connected with the visual history of Fairphone; possibly combined with handwriting, as a nod to the golden age of independant and activist zine culture.

2. Roboto

For all content designed by the community, where typed text is needed, we will use the Roboto. Roboto was one of the original typeface in use on Fairphone website before the 2016 rebranding.

Roboto Regular Roboto Bold

A B C D E F G H I J K
L M N O P Q R S T U
V W X Y Z

a b c d e f g h i j k l m
n o p q r s t u v w x y z
0 1 2 3 4 5 6 7 8 9

**A B C D E F G H I J K
L M N O P Q R S T U
V W X Y Z**

**a b c d e f g h i j k l m
n o p q r s t u v w x y z
0 1 2 3 4 5 6 7 8 9**

Roboto Regular

Unt, arum eari tenis sequist, custis eatem
illab il et, corro cum et faccus, si quos et
maio. Gia voluptasin cum expeles dipsam,
cuptat es aut quaectiis eos aria con rae nit
qui illaborem sand em eliciderspel ere eatur
simol uptatem dolut Voluptati untur, cusam
volupta tium aditibus remposs itatem nesen-
diorest everib.

Roboto Bold

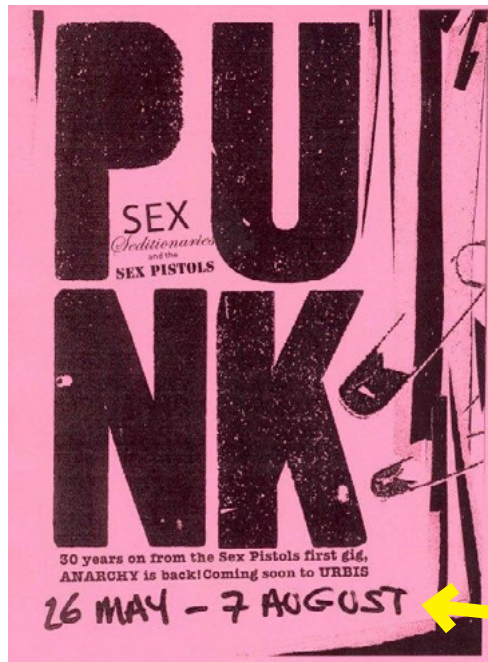
**Unt, arum eari tenis sequist, custis eatem
illab il et, corro cum et faccus, si quos et
maio. Gia voluptasin cum expeles dipsam,
cuptat es aut quaectiis eos aria con rae nit
qui illaborem sand em eliciderspel ere eatur
simol uptatem dolut Voluptati untur, cusam
volupta tium aditibus remposs itatem
nesendioREST everib.**

2. Handwriting

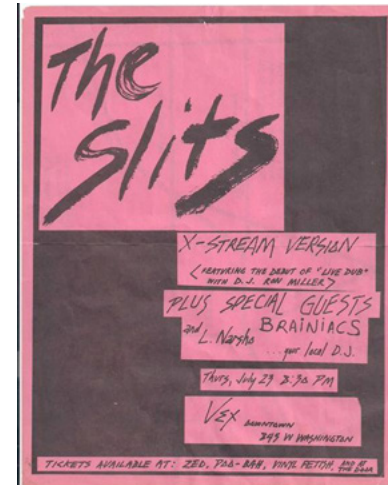
The use of handwriting is a way to bring a human touch in the identity. It may seem like an easy way out at first, but it is an authentic way to highlight the resourceful and crafty people of the Fairphone Community. It is a true mark of the individuals behind the community when used in printing.

Handwriting can also come in handy when details of an event are not known yet while designing the flyer /poster. It can be printed with blank space, and edited after by other people (and copied with a copy machine).

REPAIR CAFÉ



EVERY 1ST FRIDAY
OF THE MONTH
7.p.m till 11.p.m



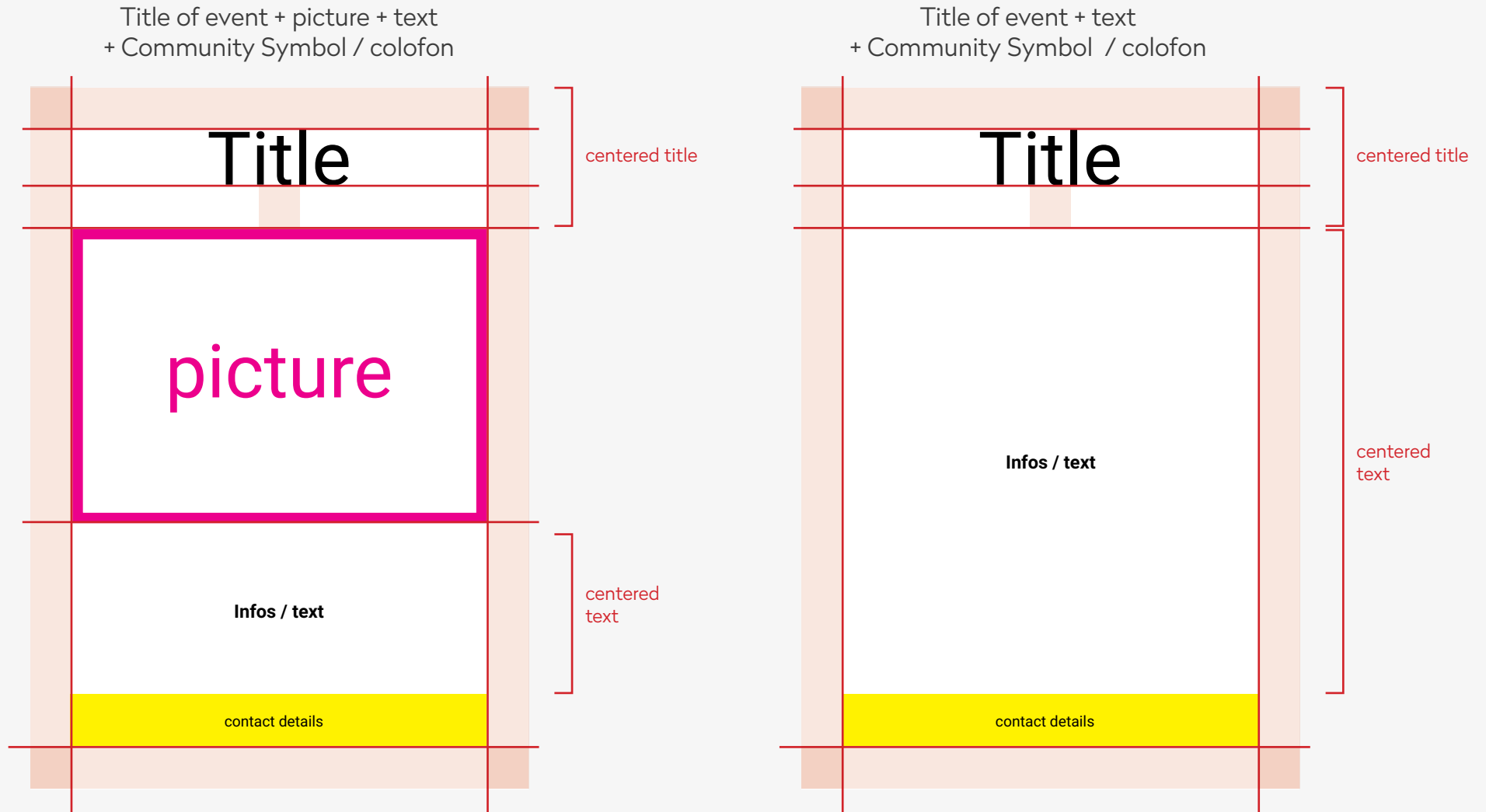
Handy way to add last minute info.

3. System

Here are some design notions that will help you create visual elements, such as guidelines to help the consistency of the identity, but also some insights on ways to save costs and be as sustainable as possible.

3. Grid

Everything centered. This grid will be usable for both print and online content.

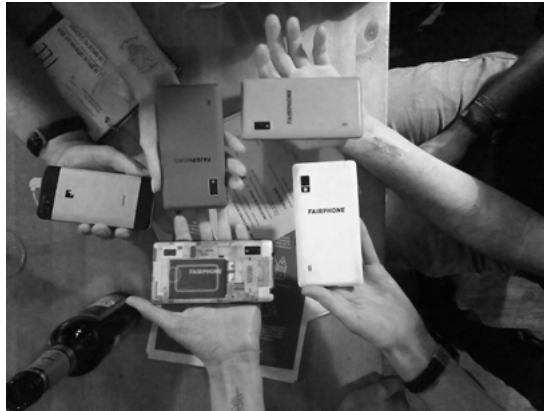


Tips: Start by placing your title and contact details. The rest will follow!

3. Print: black and white

A good way to save budget for other fun stuff!

REPAIR CAFÉ

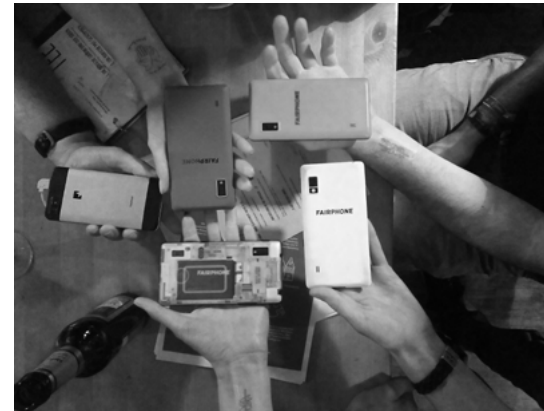


Every 1st Friday of the month
Maker Space Vienna
7.pm till 11.pm



FAIRPHONE ANGELS VIENNA
Is a proud member of the Fairphone Community.
Contact: vienna@fairphone.community

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* AND BRING YOUR FAIRPHONE!

* IF YOU DON'T HAVE A FAIRPHONE AND YOU'RE JUST CURIOUS, YOU'RE WELCOME TO JOIN! *

Tips: The copy machine is your friend! You can make your own artwork at home, and just go to the closest copyshop once you know how many you need. No USB connection drama!

3. Print: colored paper

Colored print can become very fast very costly. But this doesn't mean we can't have color!
We can print black and white on colored papers.



Tips: Office supply shops often have cheap colored paper in stock.
Also, you may want to pick light colors to assure readability.

3. Print: color print

When the budget allows for the use of the Fairphone blue, we will use this color only:
CMYK 70.17.0.0 or Pantone 298 U.



Repair Café

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Repair Café

Come and learn how
to fix your Fairphone! Every
1st Friday of the month,
at the Maker Space, Vienna.
7.pm till 11.pm

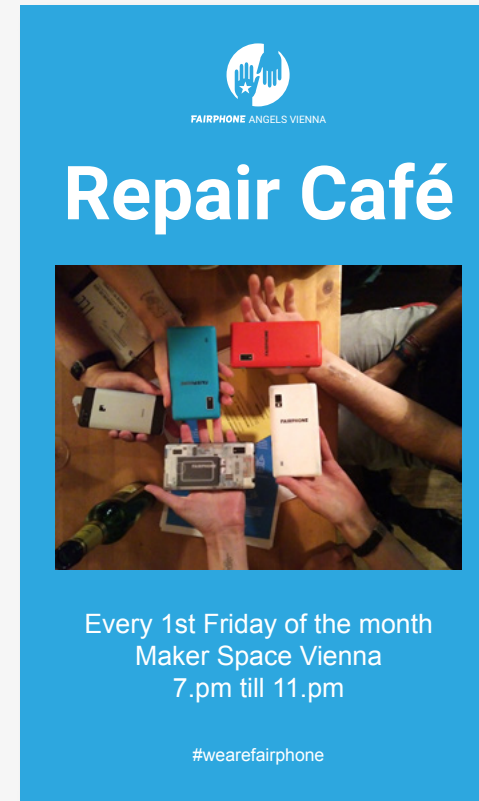


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Tips: Use the logo as a design element.

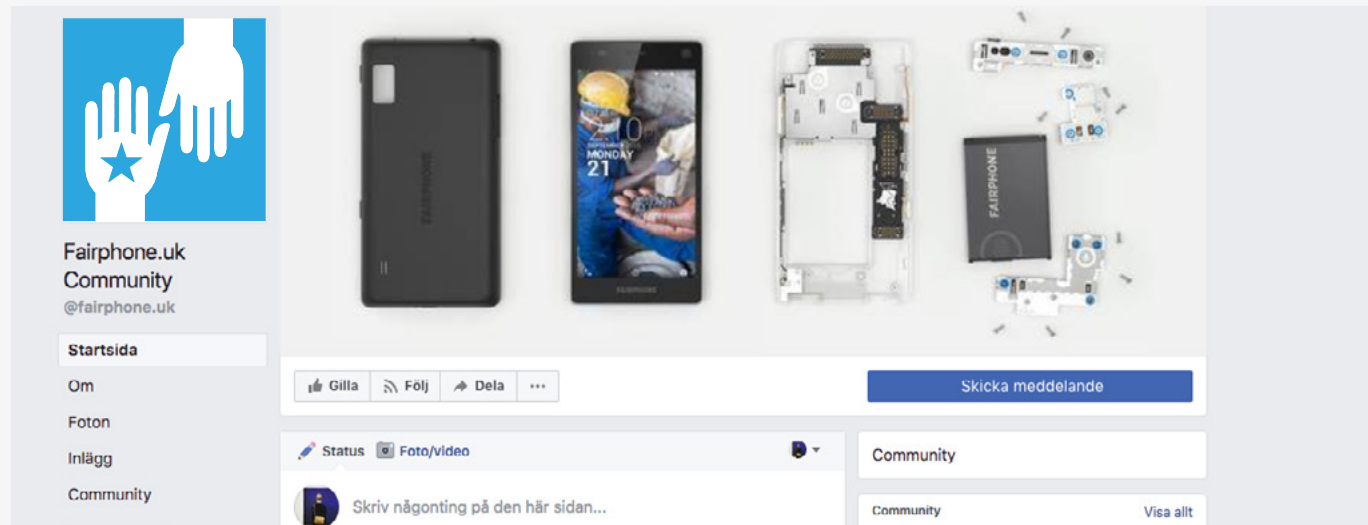
3. Newsletter

The newsletter follows the same grid system as the printed materials.



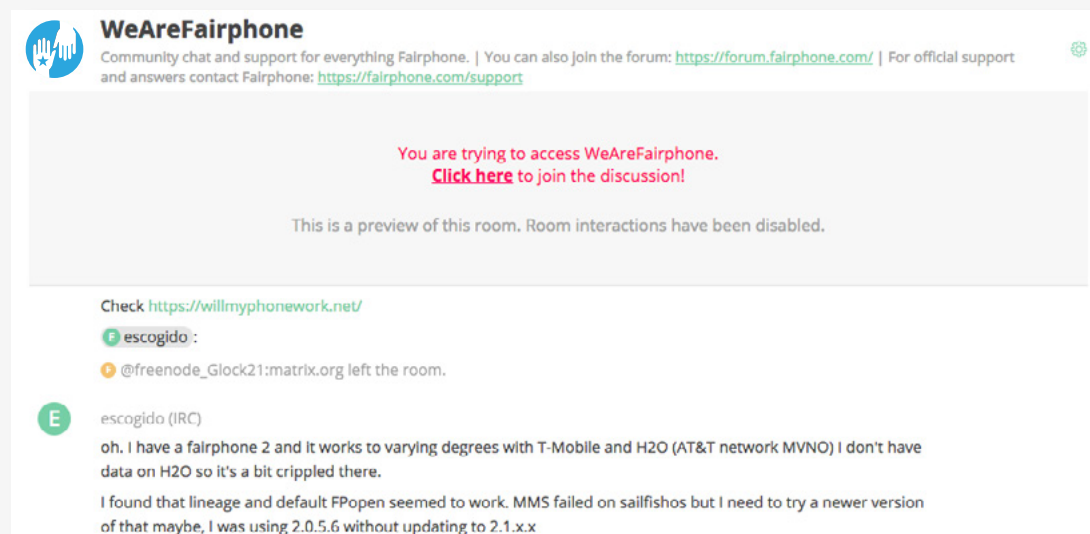
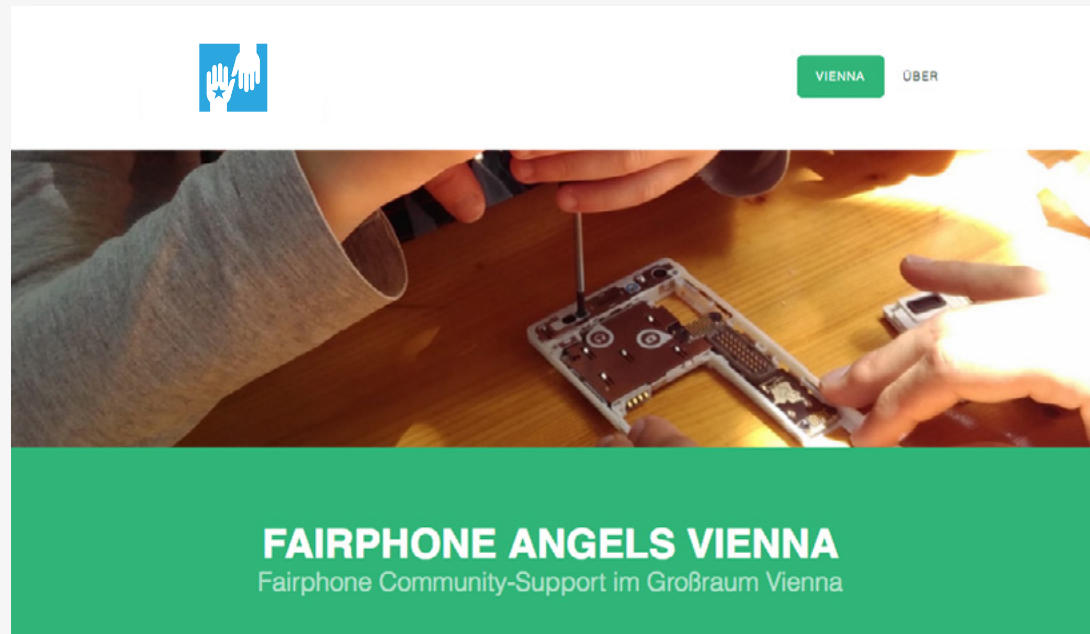
3. Social media

The symbol can be use as an avatar or a background image/banner.



3. Web

The symbol can be used for all community websites.



3. Goodies

The symbol can be used for all community materials, such as t-shirts, flags, pins etc.



Thank you!
:)