

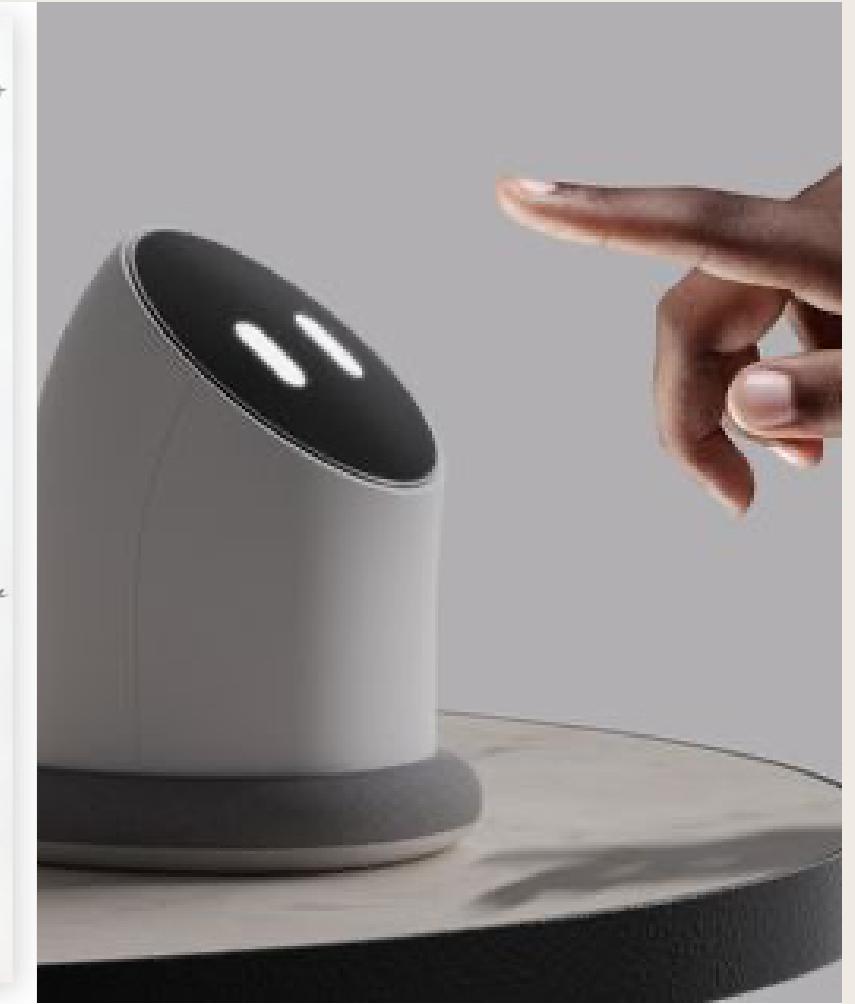
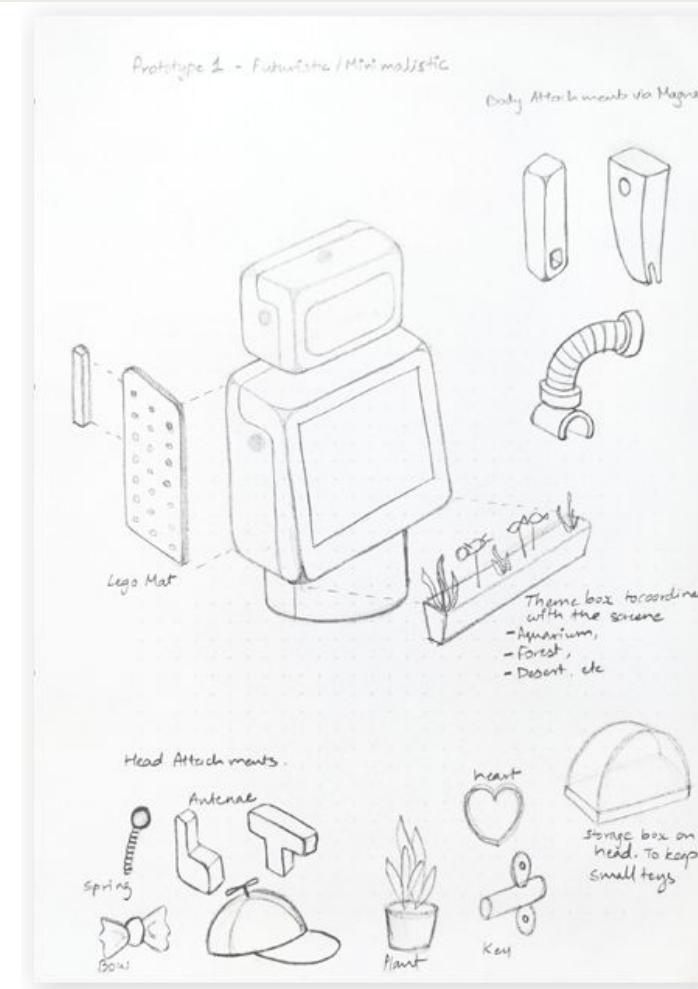
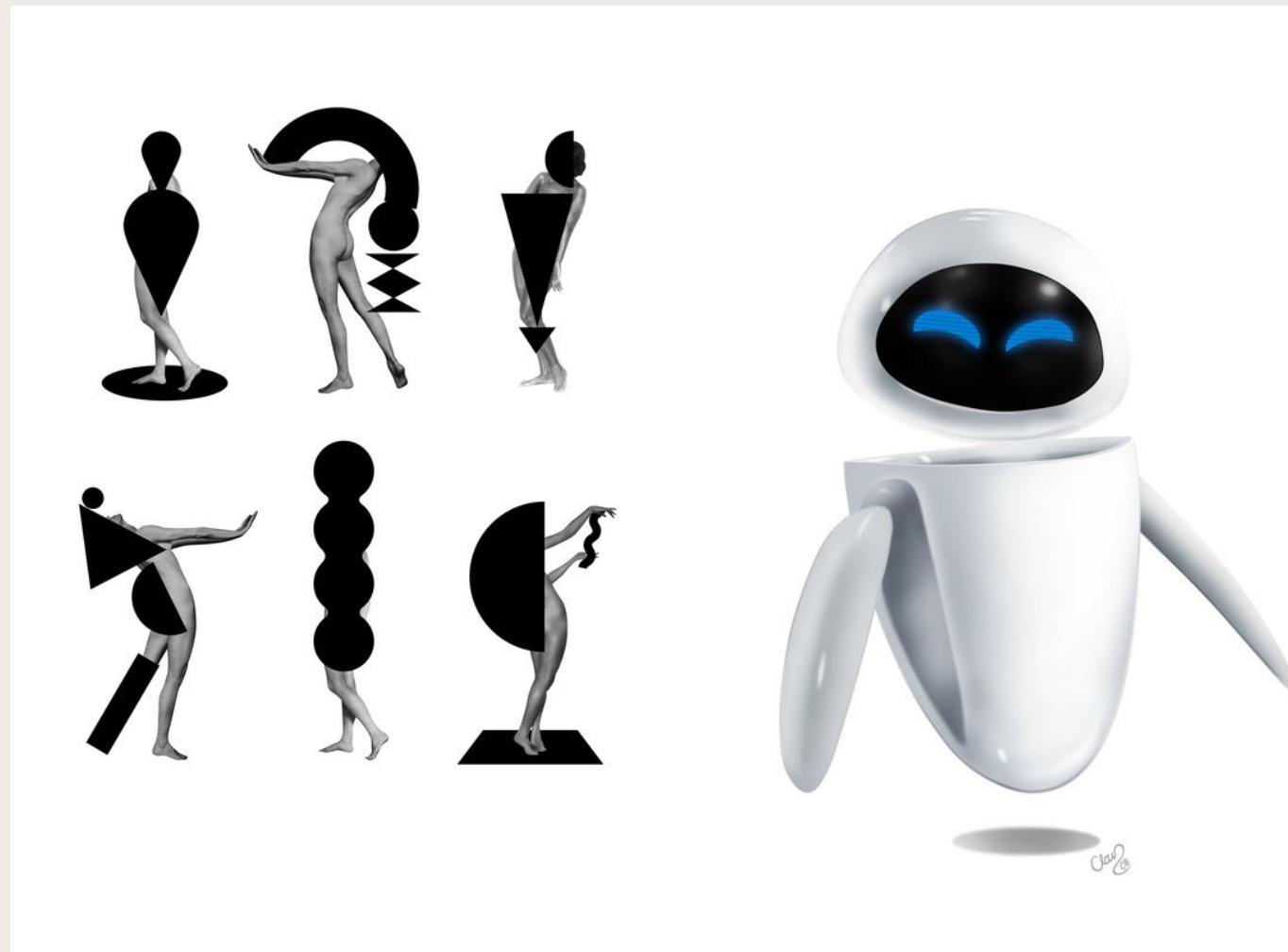
University of Michigan

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- The attachments can be connected by pins  
- The prototype will have pores on the body

# LANGUAGE

Emotional + Caregiver + Helpful  
Abstract + Minimalistic + Elegant  
Student + Experiment + Unfinished

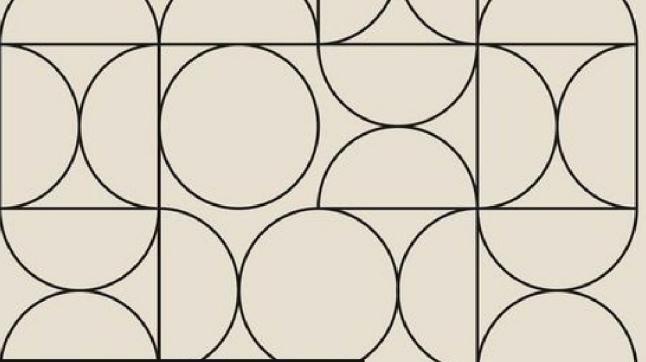


# AUDIENCE

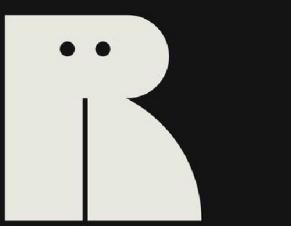
Student recruitment within the University of Michigan.  
Academics, NSF, Conferences, High School,  
Professional Artists + Engineers.



# Mood Board



CLUB

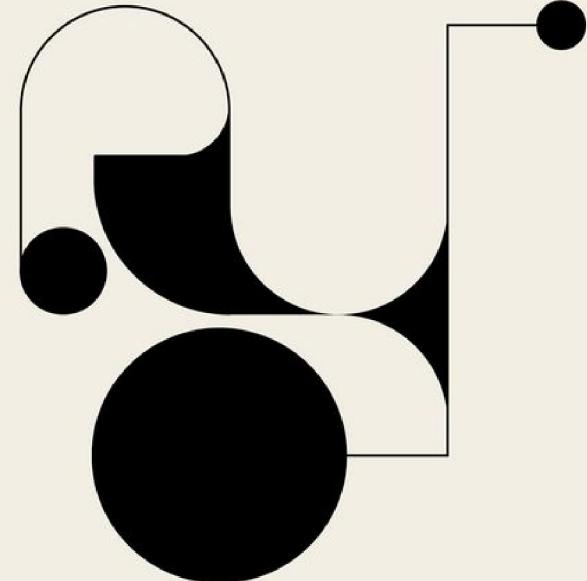


disrupt

octobre  
021  
Métis  
est dehors

ROBOT STUDIO - BRAND GUIDELINES

20 juillet  
3 octobre  
2021  
Jardins de Métis  
La magie est dehors  
22<sup>e</sup> édition



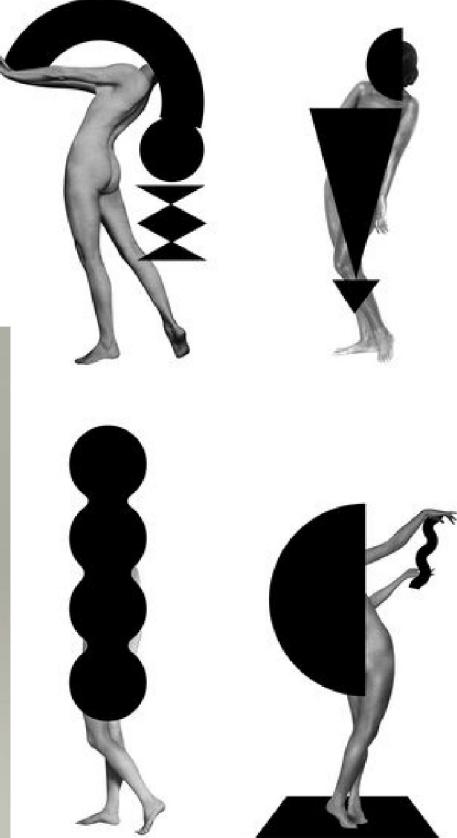
20 juillet  
3 octobre  
2021  
Jardins de Métis  
La magie est dehors  
22<sup>e</sup> édition

SWI

disrupt  
CONSULTANTS



disrupt



disrupt  
CONSULTANTS

SUMMER 2024 1 OF 4

## LOGO MAIN



University of Michigan



## TYPE

abcdefghijklmnopqrstuvwxyz  
abcdefghijklmnopqrstuvwxyz  
1234567890!@#\$%^&\*()

ABC MAXI PLUS VARIABLE, BOLD

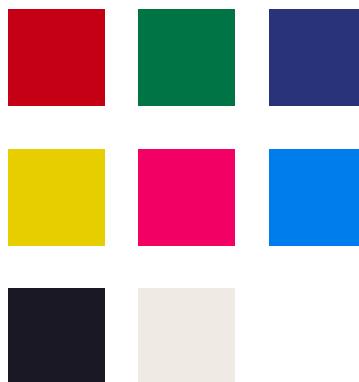
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FUTURA, MEDIUM

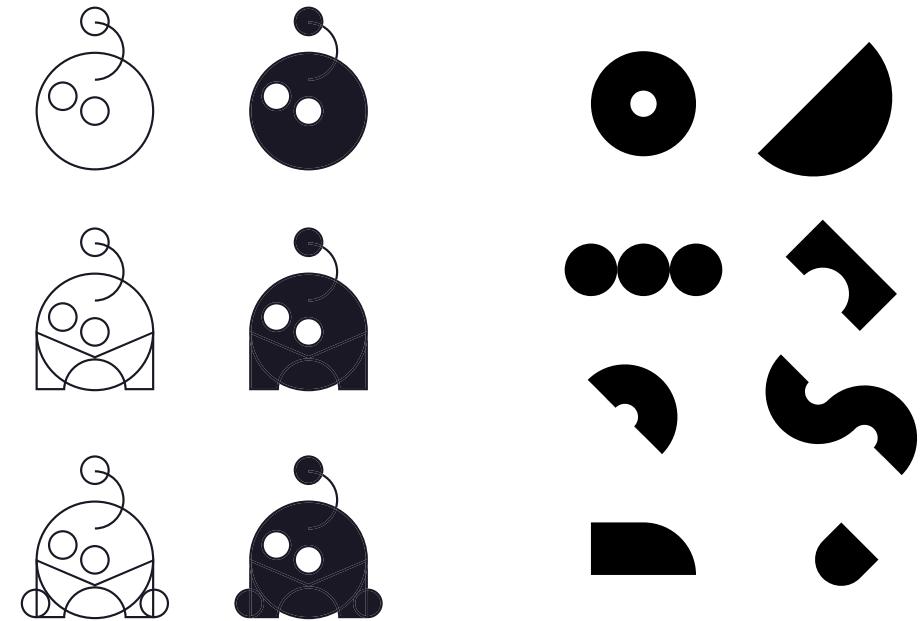
abcdefghijklmnopqrstuvwxyz  
abcdefghijklmnopqrstuvwxyz  
1234567890!@#\$%^&\*()

FUTURA, BOLD

## PALLETTE



## ICONS



## IN USE

# Course Curriculum

TITLES – ABC MAXI PLUS VARIABLE, TITLE CAPS

## User Experience

SUBTITLE – FUTURA, MEDIUM, TITLE CASE

From our research we have found...

BODY COPY – FUTURA, MEDIUM, SENTANCE CASE

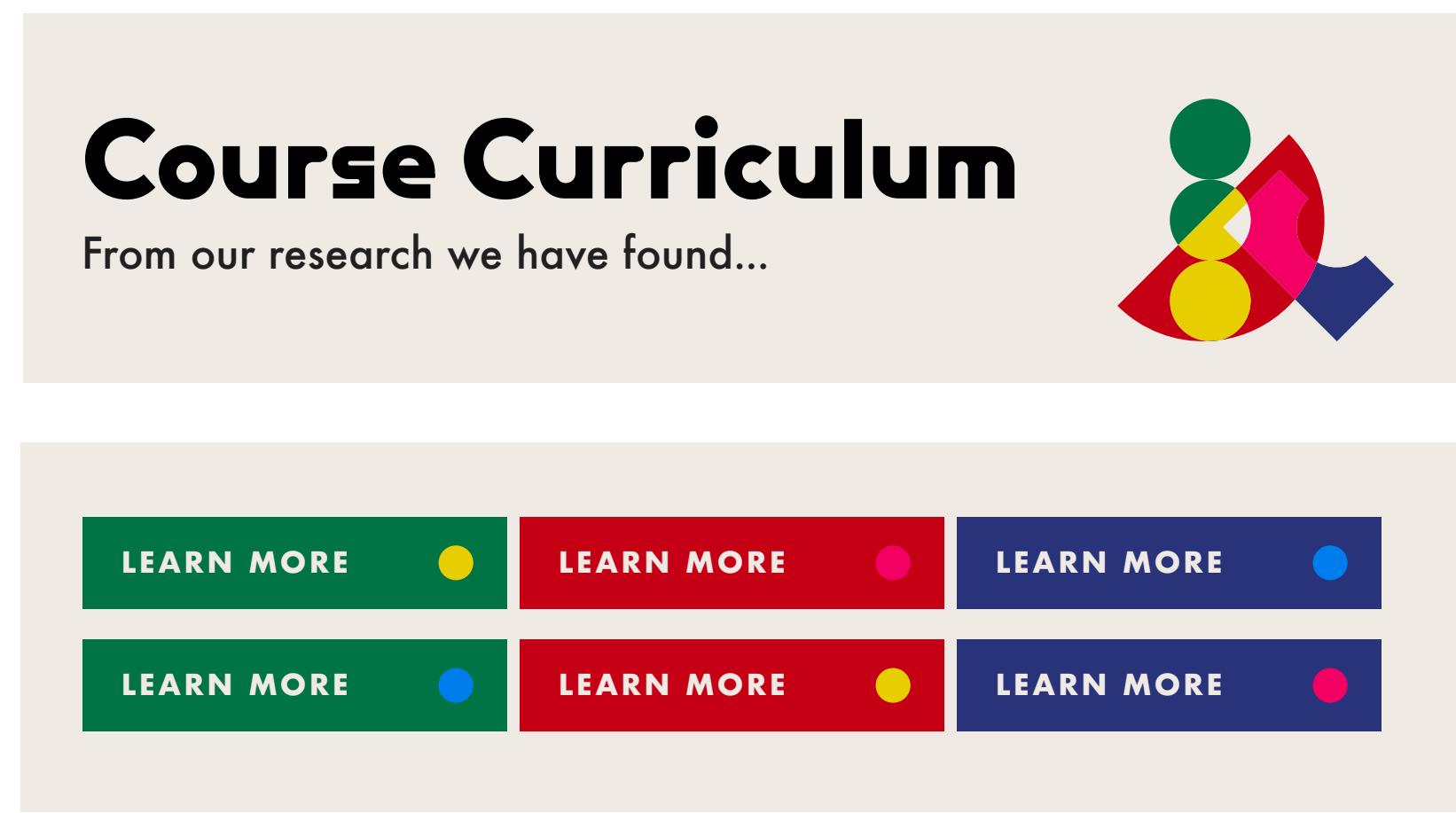
**CLASS OF 2025 – EXPLORING HUMAN ROBOTICS**

HIGHLIGHTS/BUTTONS – FUTURA, BOLD ( 100 TRACKING )

## COLORS



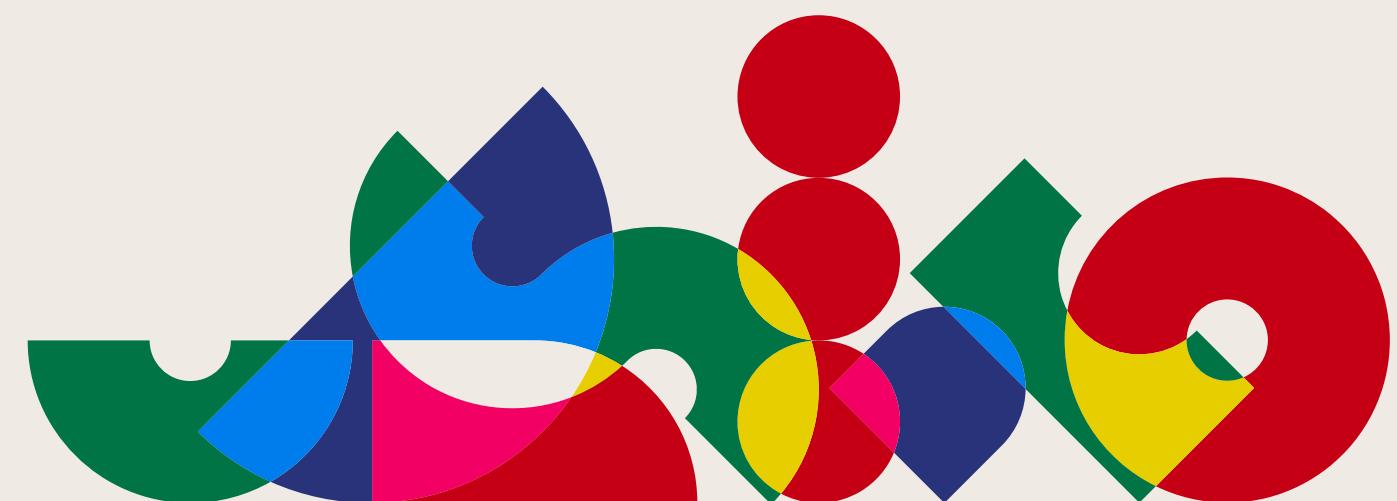
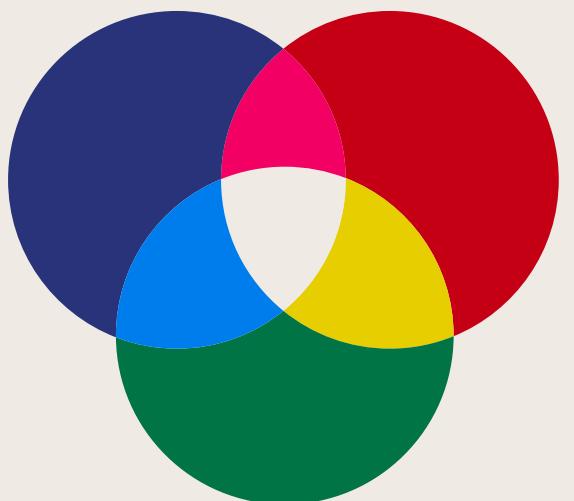
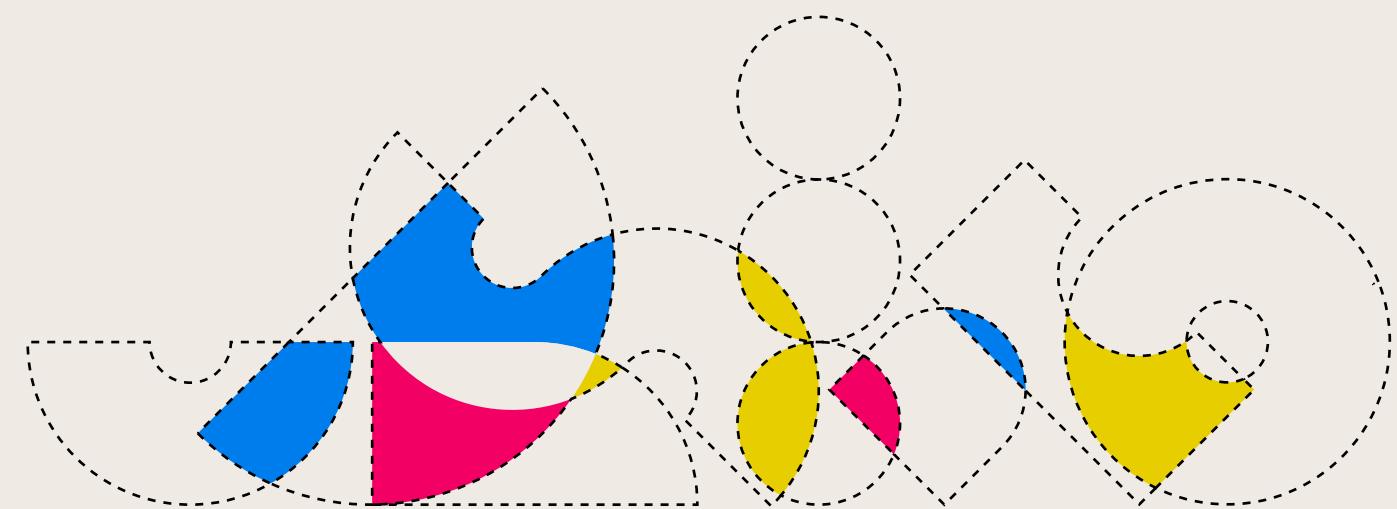
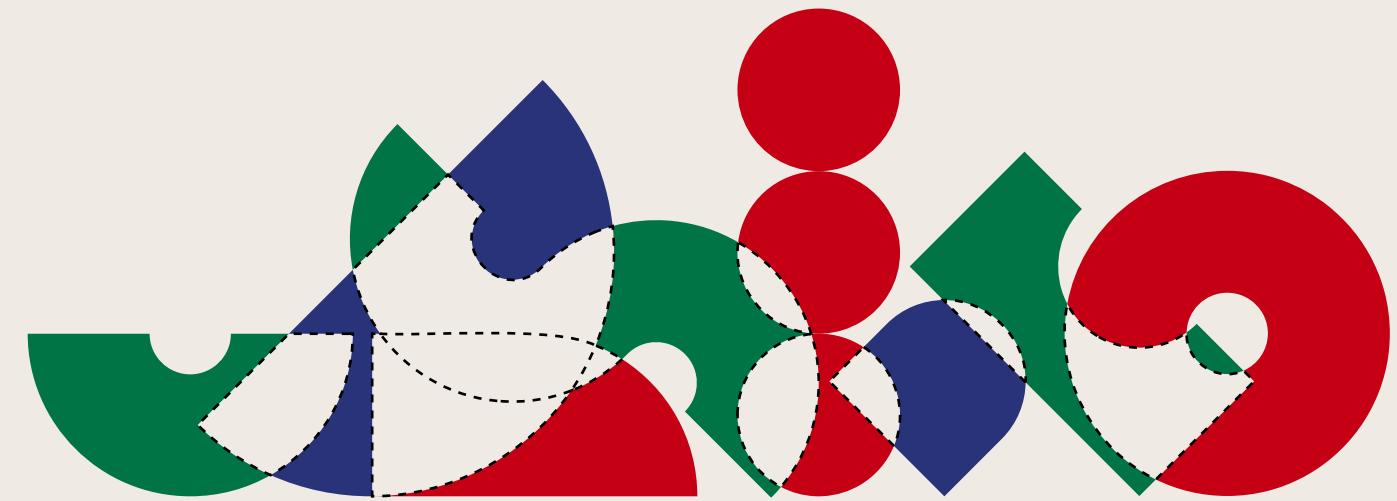
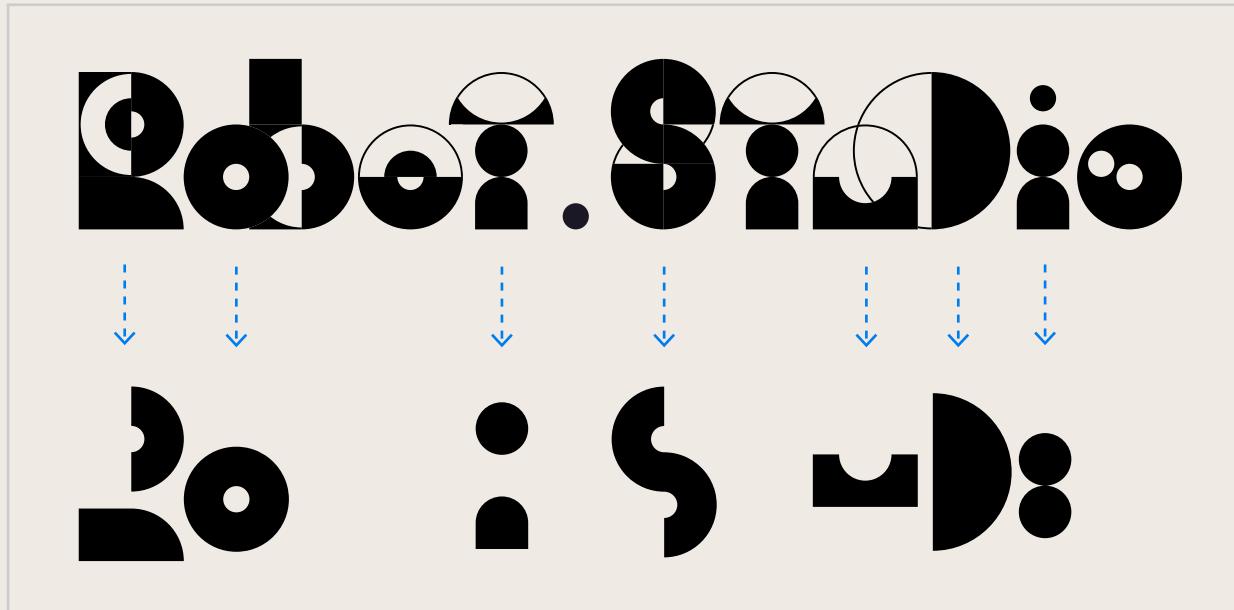
## IN USE



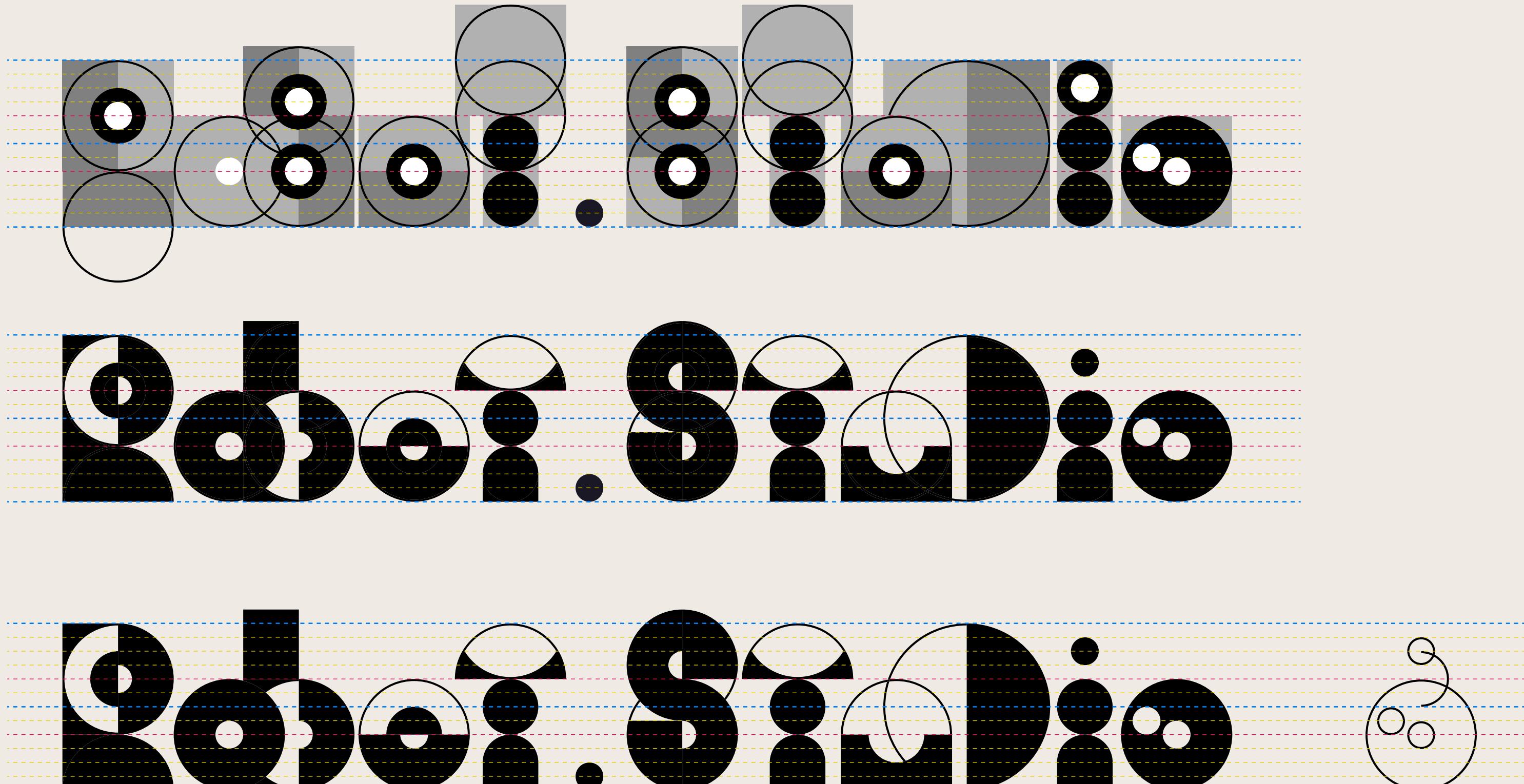
TEXT ALWAYS BLACK ON WHITE + WHITE ON BLACK AND ALL COLORS WITH PLAYFUL COLOR IN SHAPES/ICONS

## OVERLAPING SHAPES / COLOR RULES

SOURCED FROM LOGO



## LOGO BUILD



University of Michigan

## ROBOT ICONS



## POTENTIAL APPLICATIONS



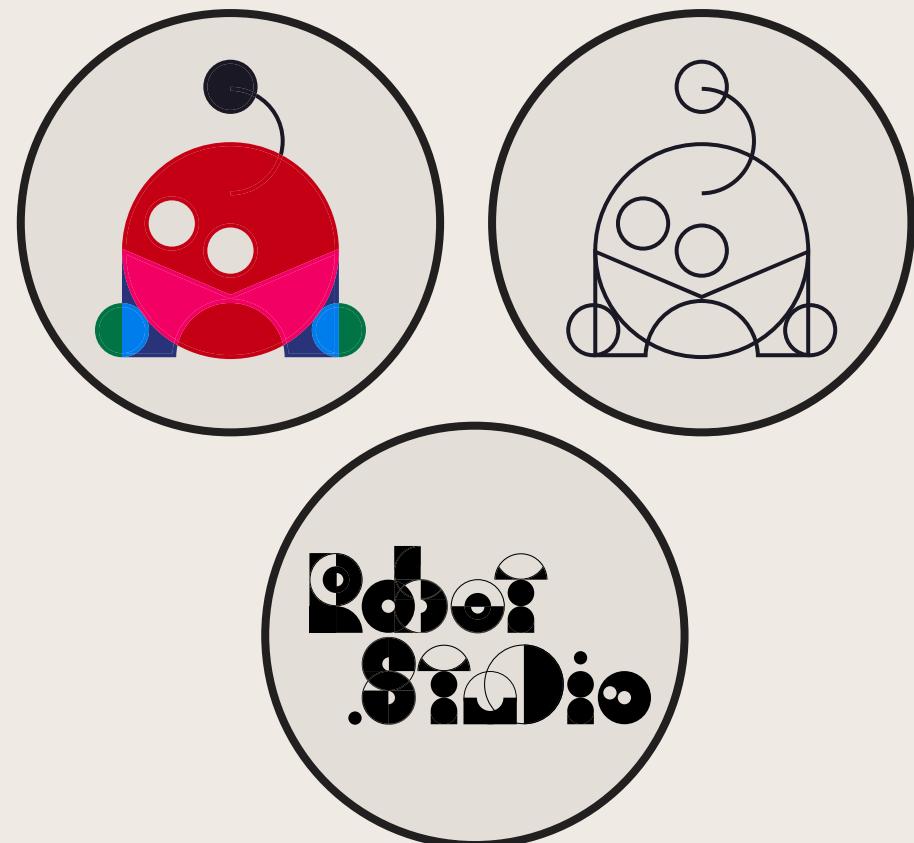
CLASS T-SHIRTS

## BUSINESS CARDS

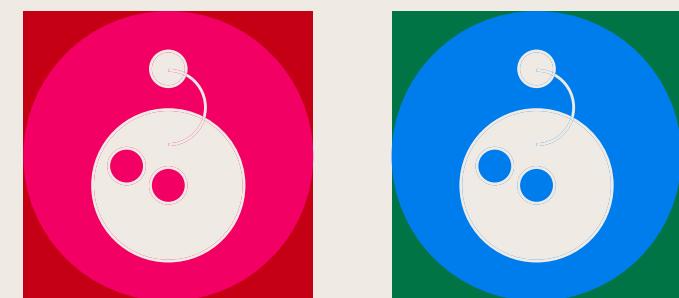
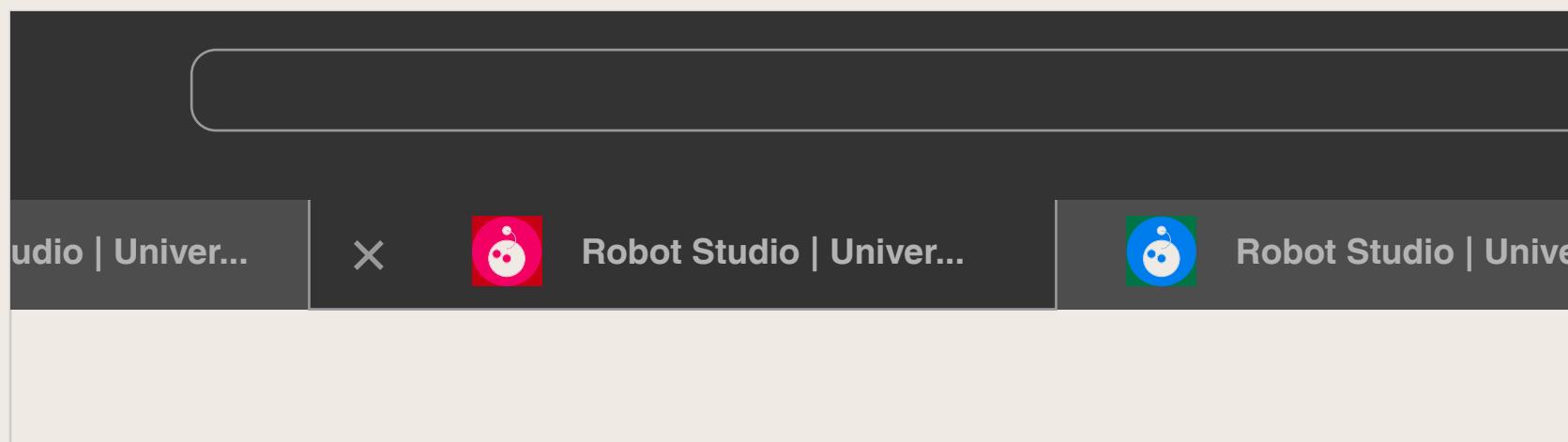


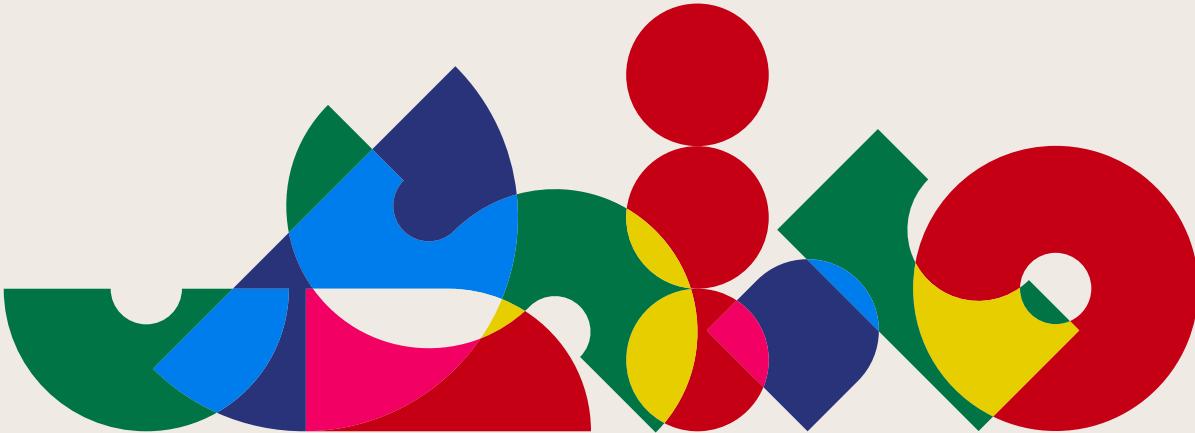
## SOCIAL PROFILE ASSETS

### TWITTER



### WEBSITE FAVICON





**PREPARED BY BLAKE JURAS DESIGN**

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