FINDING FREEDOM SUMMER

Brand Guidelines

WHAT IS THE PURPOSE OF THIS GUIDE?

Solid branding is an essential part of a cohesive design. The point of this guide is to help set clear guidelines to how Finding Summer Freedom branding should be applied in the way intended.

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CLIENT BRIEF

Finding Freedom Summer is a traveling panel exhibit with the intention of teaching about the Freedom Summer Training Program of 1964 that occurred on the campus of Western College for Women (now part of Miami University). The Exhibit includes lesson plans intended for 4th and 5th grade students that focus on characteristics and traits related to engaged citizenship in the United States.

BRANDING

Throughout this guidebook will be instructions on how different designed aspects should be used in application through the Finding Freedom Summer Project. This includes the logo, photography treatment, Illustrative treatment, colors with specific Hex codes, as well as typography.

32x32px

LOGO

This brand's logo may be used in different applications. The logo should remain Western college blue. If the logo is placed on a transparent background the white highlights within the illustrated sprout should stay white and not be made transparent. Logo should not be placed on a dark background.

PHOTOGRAPHY

Photography will be gray scaled and an overlay of (Hex #ede9e1) will be applied over it with screen as well as (Hex #2d2c2a) applied with darken to help align with the color palette. Red accent colors (Hex #b8343) may be sparingly used in/along side the images.

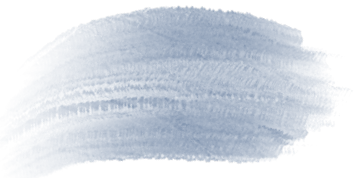
Incorrect

Correct

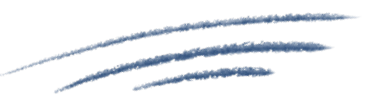
ILLUSTRATION

Parts of the exhibit will feature illustration heavy aspects. Due to the nature of using illustration these aspects cannot be vectorized and illustrated images will be saved at a high DPI and large canvas size to prevent pixelation when printed. Tree leaves are created with the watercolor brush and tree trunks and sketched details are created with the little pine brush in Procreate.

Watercolor Brush



Little Pine



COLOR SCHEME

All colors used should be pulled from this palette and Hex codes. Blue tones should always be Western blue. Red should only be used as an accent color and *See page 7.

#233f6c #cdc8c0 #908c86 #2d2c2a

#b0b9c9 #ede9e1 #b83431 #494947

TYPOGRAPHY

LOGO

Alfa Slab One Regular
Pridi Medium

HEADERS
Pridi Medium

BODY
Helvetica Neue Regular

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