

BLOOM IN THE THEATER

MOODBOARD



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LOGO EXPLORATIONS



I used color from the flag to create a logo for the event, bloom like a flower, because the festival name is Bloom in the Theater.



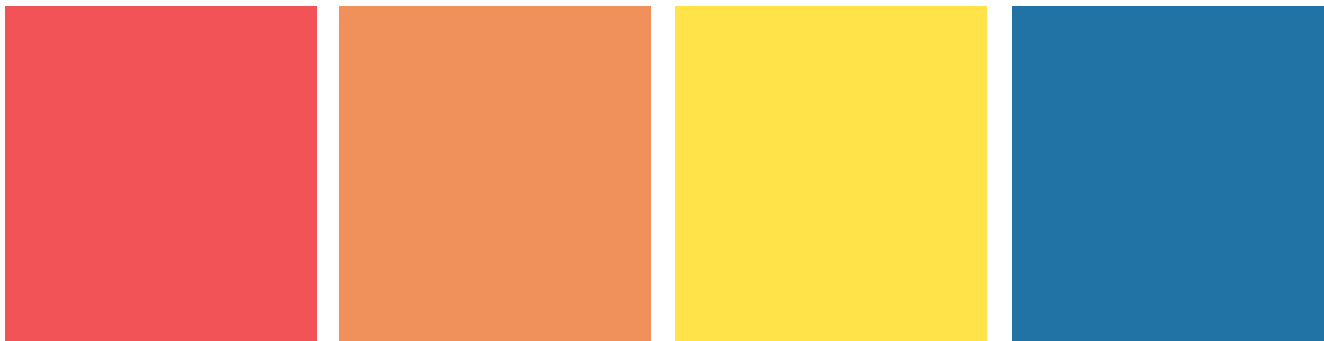
The 3 ideas are the flowers with 6 colors from the flag. Create fun and colorful feel for the page.



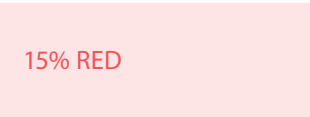
BLOOM IN THE THEATER

COLOR

PRIMARY



CMYK
0 83 63 0
RGB
241 83 86



CMYK
0 35 100 0
RGB
252 175 23



CMYK
2 7 82 0
RGB
255 227 73



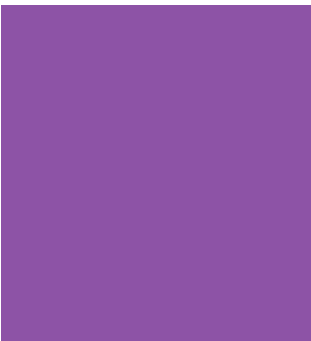
CMYK
86 50 15 1
RGB
33 115 166



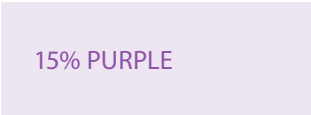
PRIMARY



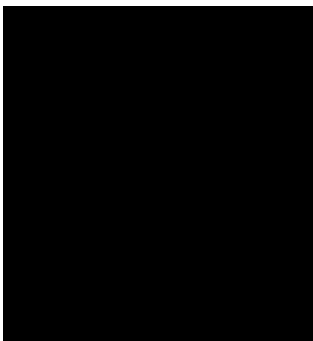
CMYK
49 0 77 0
RGB
133 219 107



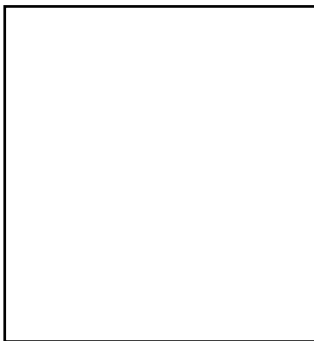
CMYK
51 79 0 0
RGB
141 83 166



ACCENT



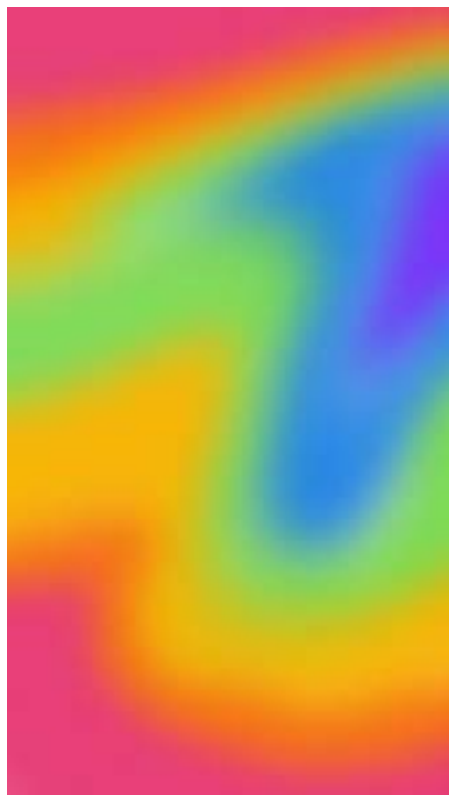
Black



White

BLOOM IN THE THEATER

PATTERNS & OTHER DESIGN ELEMENTS



BLOOM IN THE THEATER

TYPOGRAPHY

Typography is a powerful brand tool when used consistently: the typefaces below should be used across all print and web applications.

----- **Sauna Pro (50 pt)**

Sauna Italic: Dates and Bylines (15 pt)

Sauna is a super friendly family. Light weights for small sizes, black weights flourish in large poster sizes. Two different italics offer typographic extravaganza flair. Sauna is your best friend.

FUTURA BOLD, ALL-CAPS: HEADER 2 (15 PT)

FUTURA Medium: Body Copy (13 pt)

Futura is a registered Trademark of Bauer Types

MYRIAD PRO BOLD, ALL-CAPS: HEADER 2 (15 PT)

Myriad Regular: Body Copy (13 pt)

An Adobe Originals design first released in 1992, Myriad has become popular for both text and display composition. As an OpenType release, Myriad Pro expands this sans serif family to include Greek and Cyrillic glyphs, as well as adding oldstyle figures and improving support for Latin-based languages. The full Myriad Pro family includes condensed, normal, and extended widths in a full range of weights.

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SAMPLE TYPE LAYOUT

Test out your type styles together here!

Telling Stories of Lives in Transition

02.04.2018 • Micheline Marcom

WHAT IS THE NEW AMERICAN STORY PROJECT?

The New American Story Project is a collaboration of artists presenting oral histories and stories of immigrants and refugees in order to bear witness, raise awareness, and provoke transformative conversation.

The Northern Triangle of Central America, comprised of Guatemala, El Salvador, and Honduras, has become one of the most violent regions on earth. Since 2009, over 165,00 Central American children have fled their Central American homelands and arrived at the southern U.S. border seeking protection.