



GRACE ZHU



SPREADING HAPPINESS ONE SMILEY FACE AT A TIME

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BOOK DESIGN & ILLUSTRATIONS BY GRACE ZHU.  
TYPESET IN CHALKDUSTER.

THIS BOOK IS A SHORT OVERVIEW OF OUR GUIDELINES, ILLUSTRATING HOW TO APPLY  
THE VISUAL COMPONENTS OF OUR BRAND. IT INCLUDES DIRECTIONS ON HOW TO USE  
OUR SIGNATURES, COLORS AND TYPEFACES.

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## INTRODUCTION

# "don't worry, BE HAPPY"

THIS PHRASE IS MOST KNOWN FOR BEING THE SONG TITLE TO BOBBY MCFERRIN'S HIT SONG, "DON'T WORRY BE HAPPY." HOWEVER, THE ORIGINS OF THIS PHRASE CAME FROM THE PHILOSOPHY OF INIDAN GURU, MEHER BABA. THE PHRASE IS A WAY OF TELLING SOMONE TO STOP FOCUSING ON WHAT'S WRONG WITH THEIR LIFE OR THE WORLD AND TO SEE THE BRIGHT SIDE. I CHOSE THIS PHRASE TO CREATE A LOGO WITH THE INTENTION TO SPREAD POSITIVITY DURING THESE HARD TIMES.

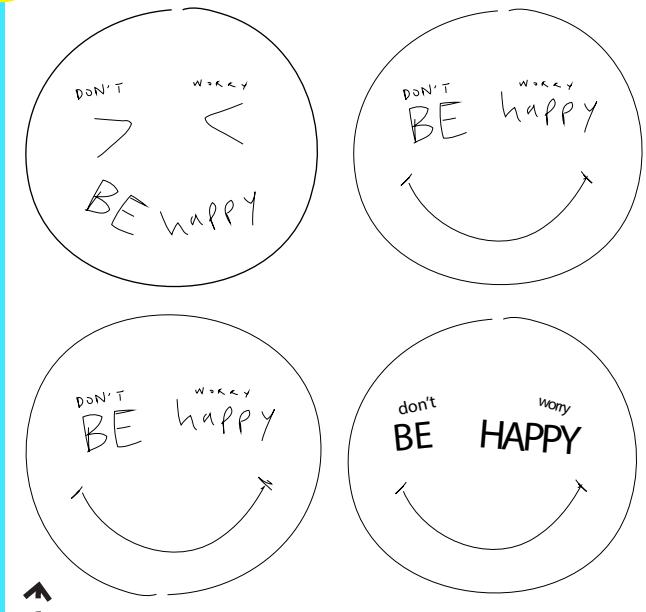
## INSPIRATION

I GOOGLE SEARCHED "don't worry, be happy" FOR SOME INSPIRATION ON WHERE TO GO WITH THE LOGO DESIGN AND THESE WERE SOME OF THE RESULTS



# LOGO DEVELOPMENT

1



2



3



## FIRST DRAFT

HAND DRAWN SKETCHES UTILIZING TEXT WITHIN THE SMILEY FACE. A COMBINATION OF THE SIMILARITIES FROM INSPIRATION TO CREATE A MORE SIMPLE DESIGN.

## TEXTURE

CHANGE BRUSH TO CHALK-SCRIBBLE. THIS HIGHLIGHTS THE CURVES AND EDGES FROM THE HAND DRAW AND MAKES THE LOGO LESS CLEAN CUT AND PERFECT.

## COLOR

YELLOW (#FFFF00), COLOR OF THE SUN, SMILEY FACES, AND SUNFLOWERS. IT'S A HAPPY, YOUTHFUL COLOR, FULL OF HOPE AND POSITIVITY.

BLUE (#42ECFF), COLOR OF THE OCEAN AND SKY. IT OFTEN SYMBOLIZES STABILITY, WISDOM OR HEALTH AND CAN BE A CALMING COLOR.

## FONT

CHALKDUSTER (REGULAR), TO MATCH WITH BRUSH STROKE. MORE CONSISTENT WITH FONT SIZE CHANGING AND EASIER TO READ

NEXT PAGE  
FINAL DESIGN VARIATIONS

don't worry  
BE HAPPY

don't worry  
BE HAPPY



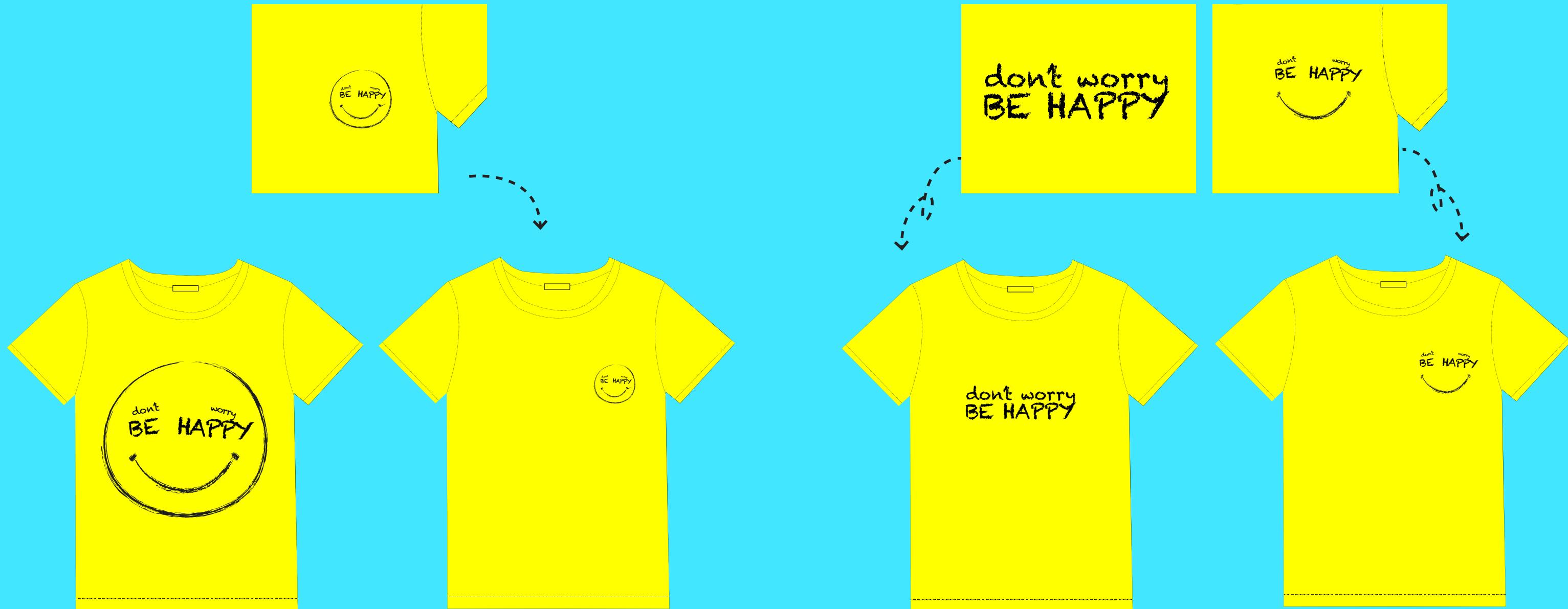
don't worry  
BE HAPPY

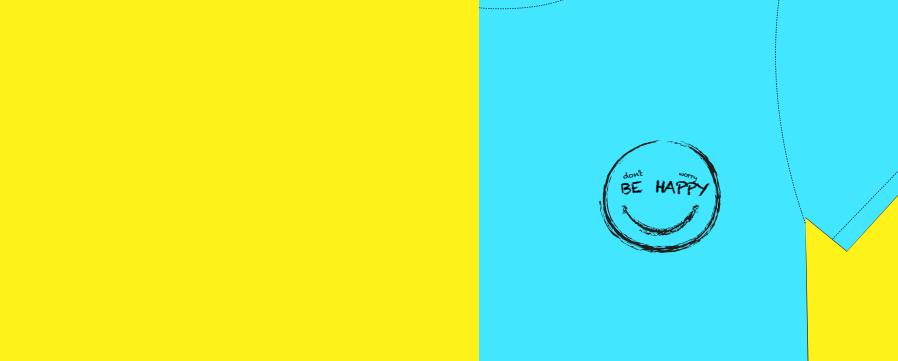
don't worry  
BE HAPPY



# PRINT FORMAT: T-SHIRTS

I WANTED THE TSHIRTS TO BE SIMILAR TO THE GRAPHIC TEES ONE WOULD TYPICALLY SEE AT A STORE SO I CREATED FOUR DESIGNS WITH TWO COLOR SHIRT CHOICES.





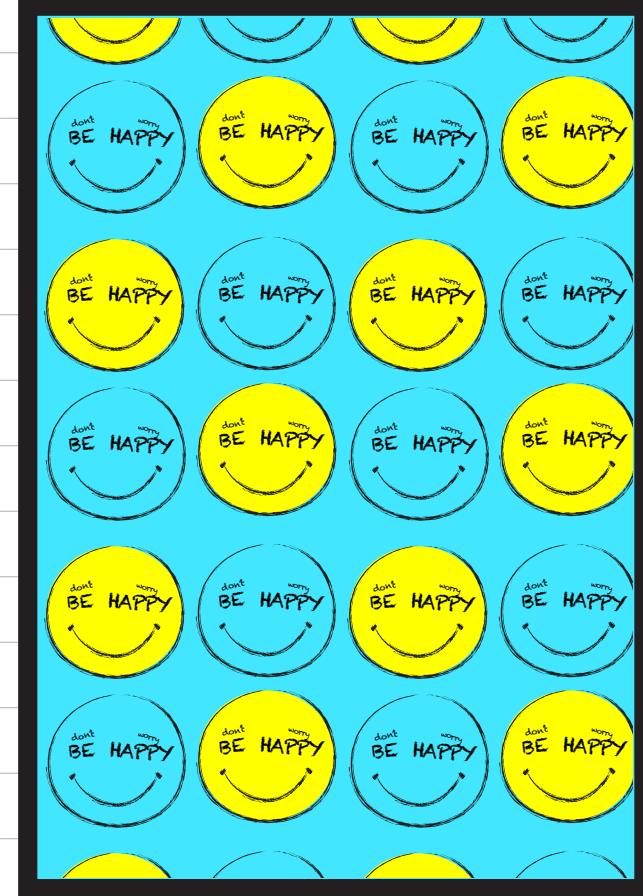
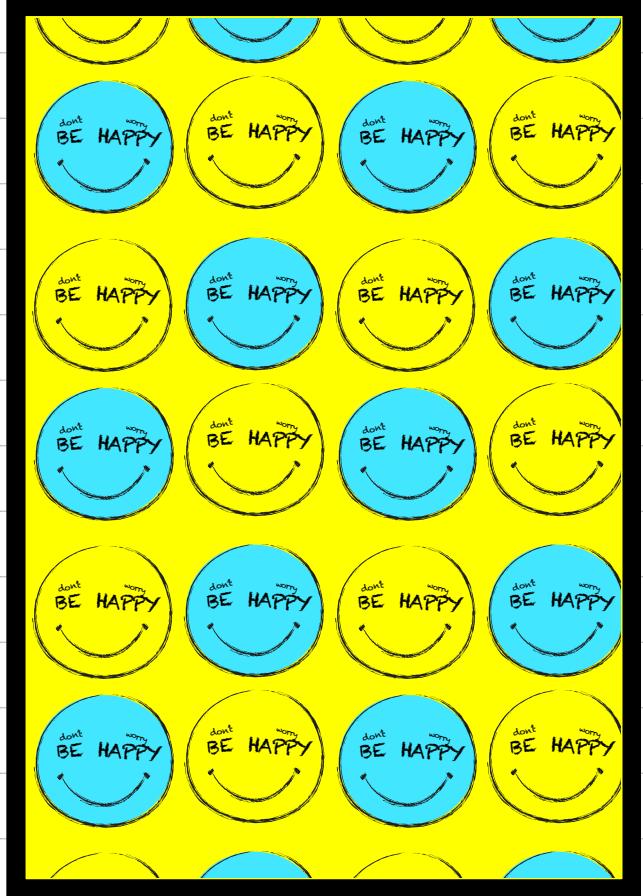
don't worry  
BE HAPPY

don't worry  
BE HAPPY

# PRINT FORMAT: POSTERS

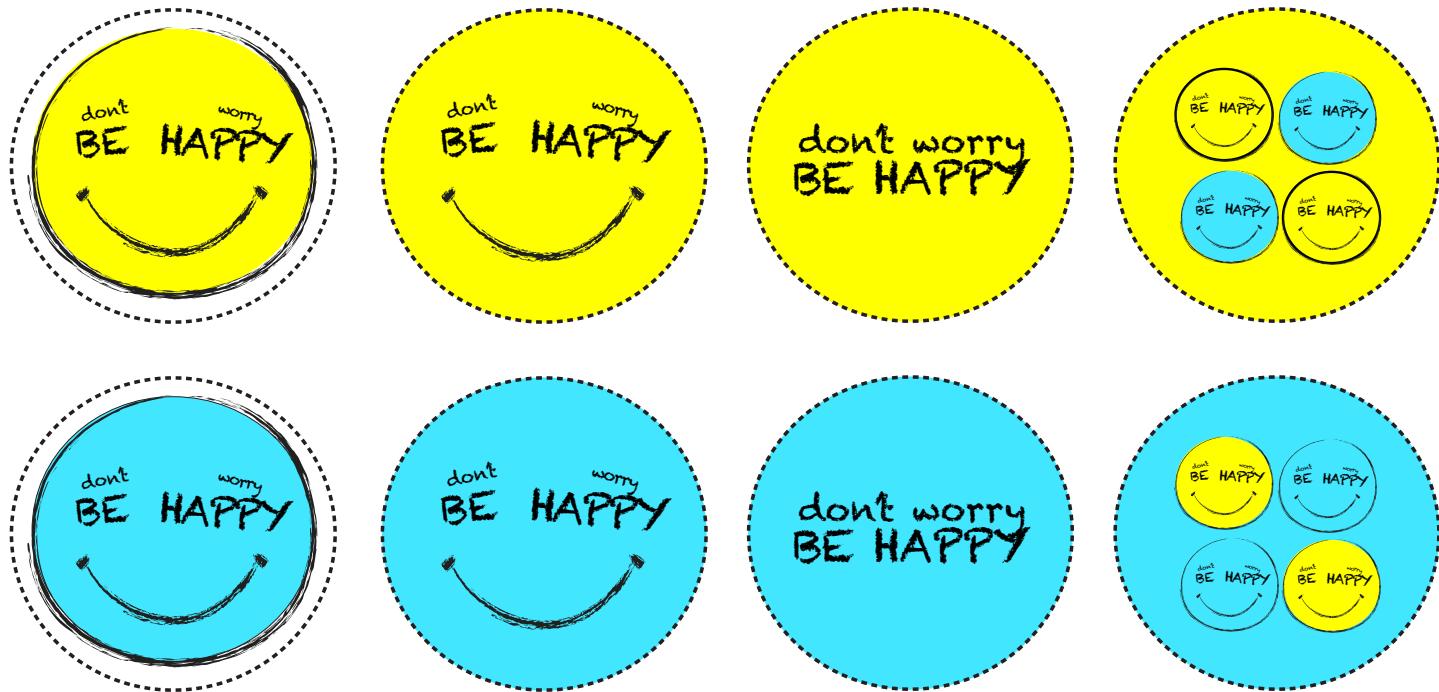
THESE POSTERS I CREATED CAN BE USED NOT JUST ON SUBWAY POSTERS SEEN HERE BUT ALSO FLYERS, BILLBOARDS, AND MUCH MORE.



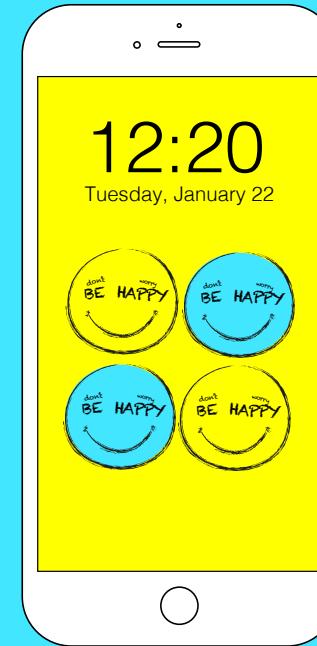
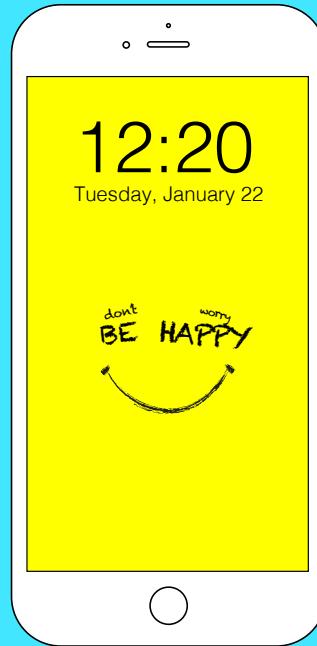
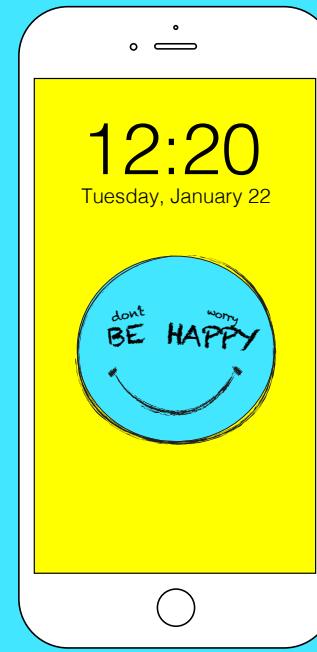
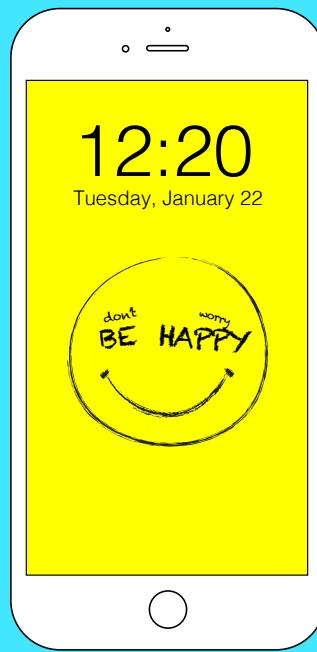


# PRINT FORMAT: STICKERS

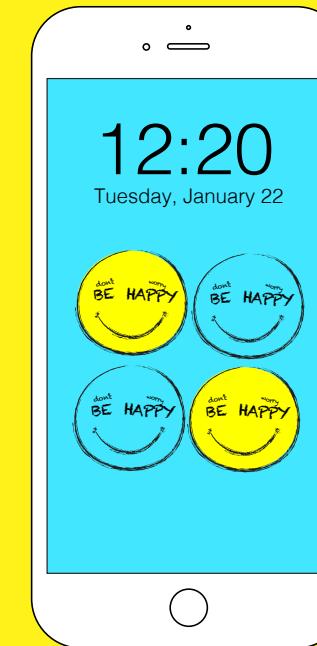
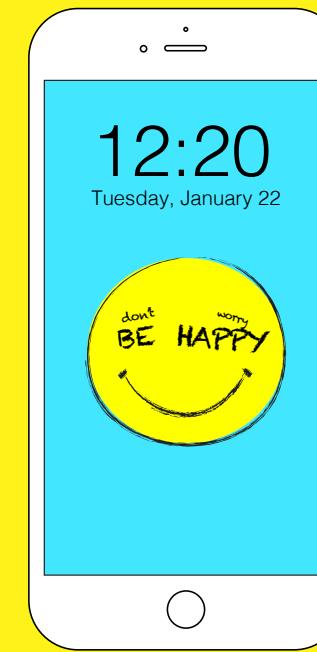
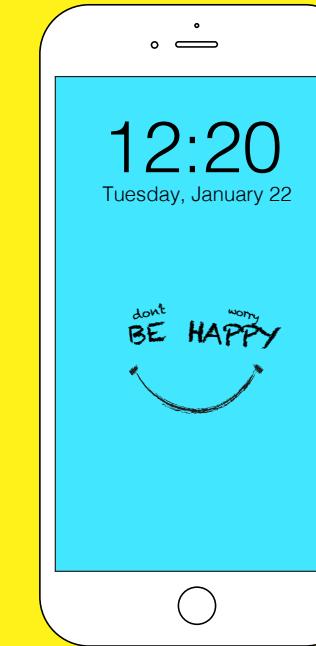
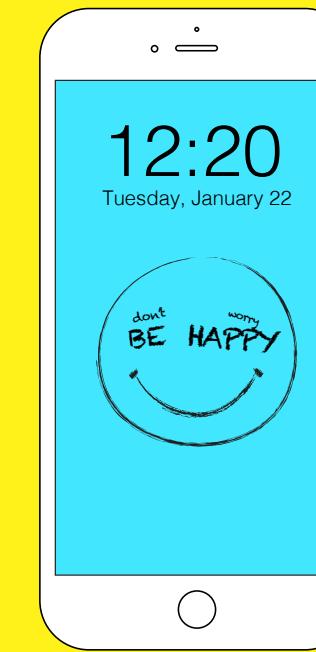
THESE STICKERS ARE THE PEEL OFF ONES USED FOR DECORATION AND I LIKE HAVING STICKERS ON NOTEBOOKS SO I INCLUDED THAT EXAMPLE ON THE RIGHT.



# SCREEN FORMAT: WALLPAPER

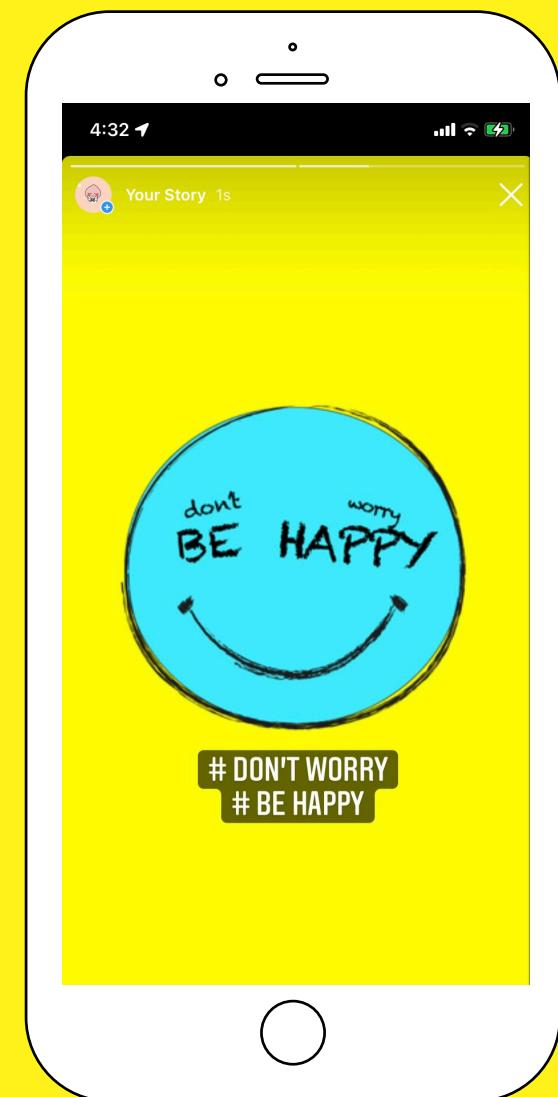


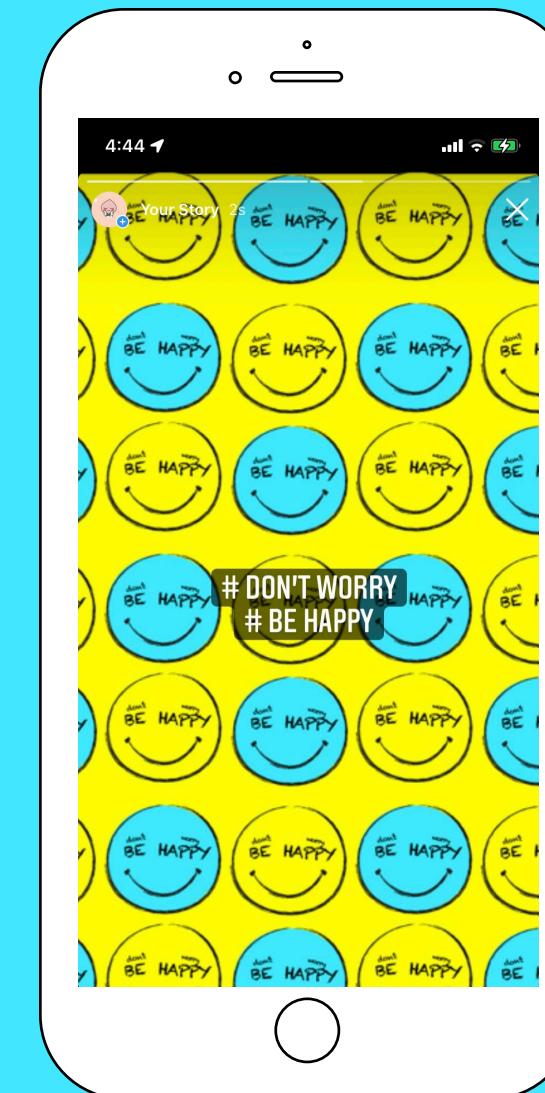
JUST LIKE HOW THESE DESIGNS WERE USED FOR POSTER, IT IS VERY MUCH SO SUITABLE FOR THE WALLPAPER ON YOUR PHONE BACKGROUND.



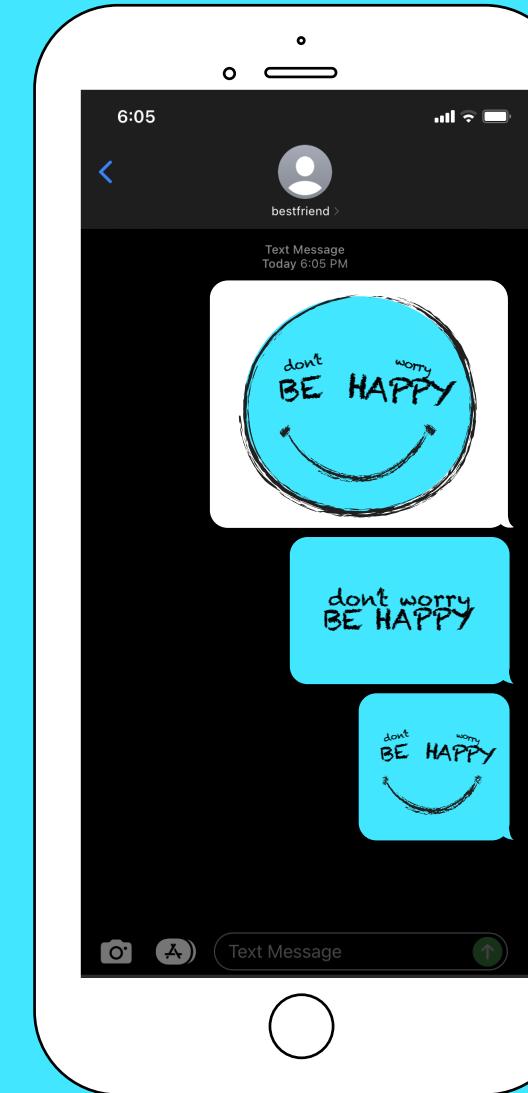
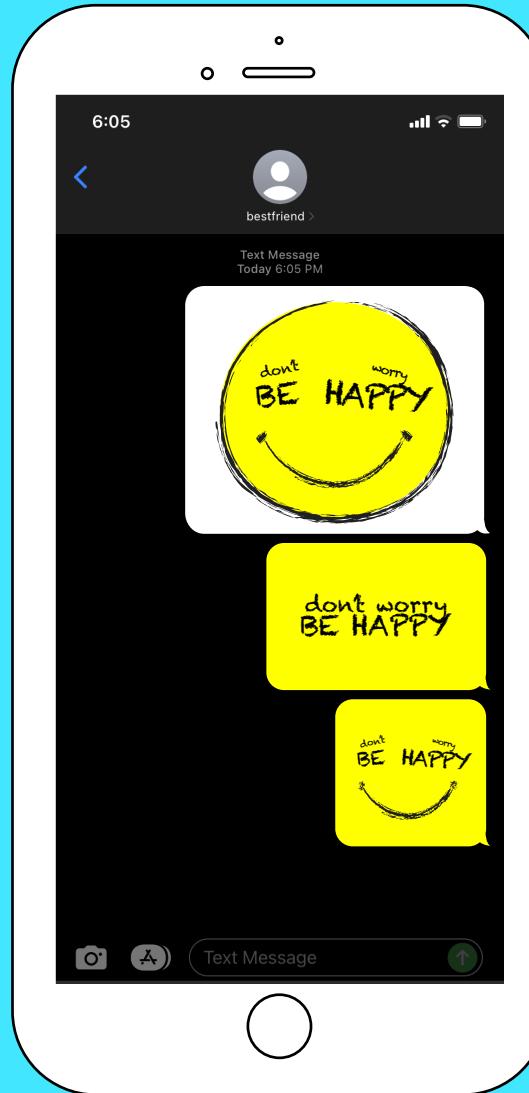
# SCREEN FORMAT: IG STORY

THE FOLLOWING IG STORIES WERE POSTED AND SCREENSHOTTED FROM MY PHONE.  
(THE HASHTAG FONT WITHIN THE STORY IS DIRECTLY FROM INSTAGRAM.)

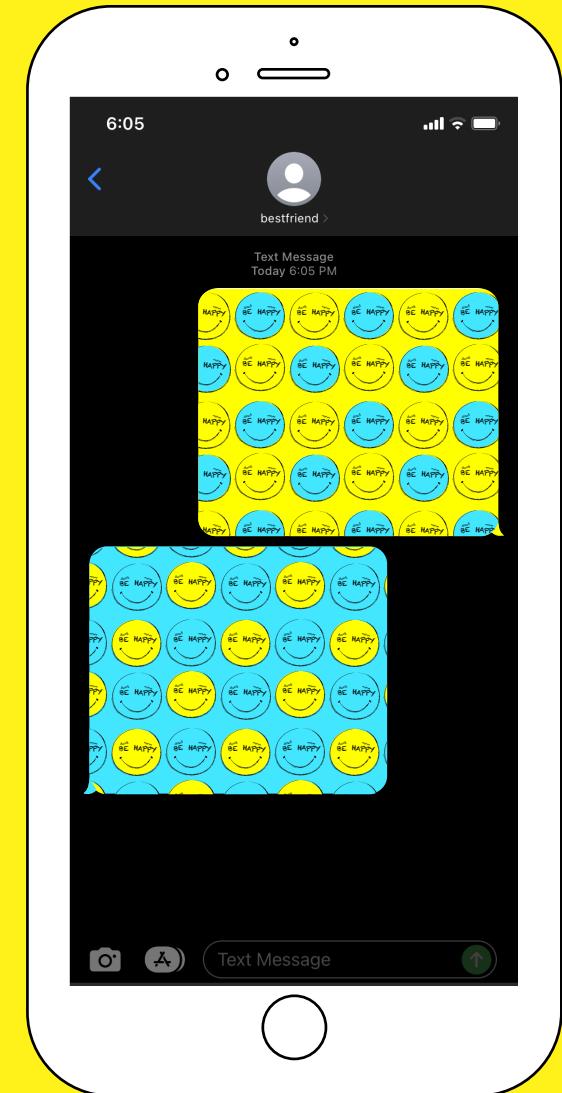




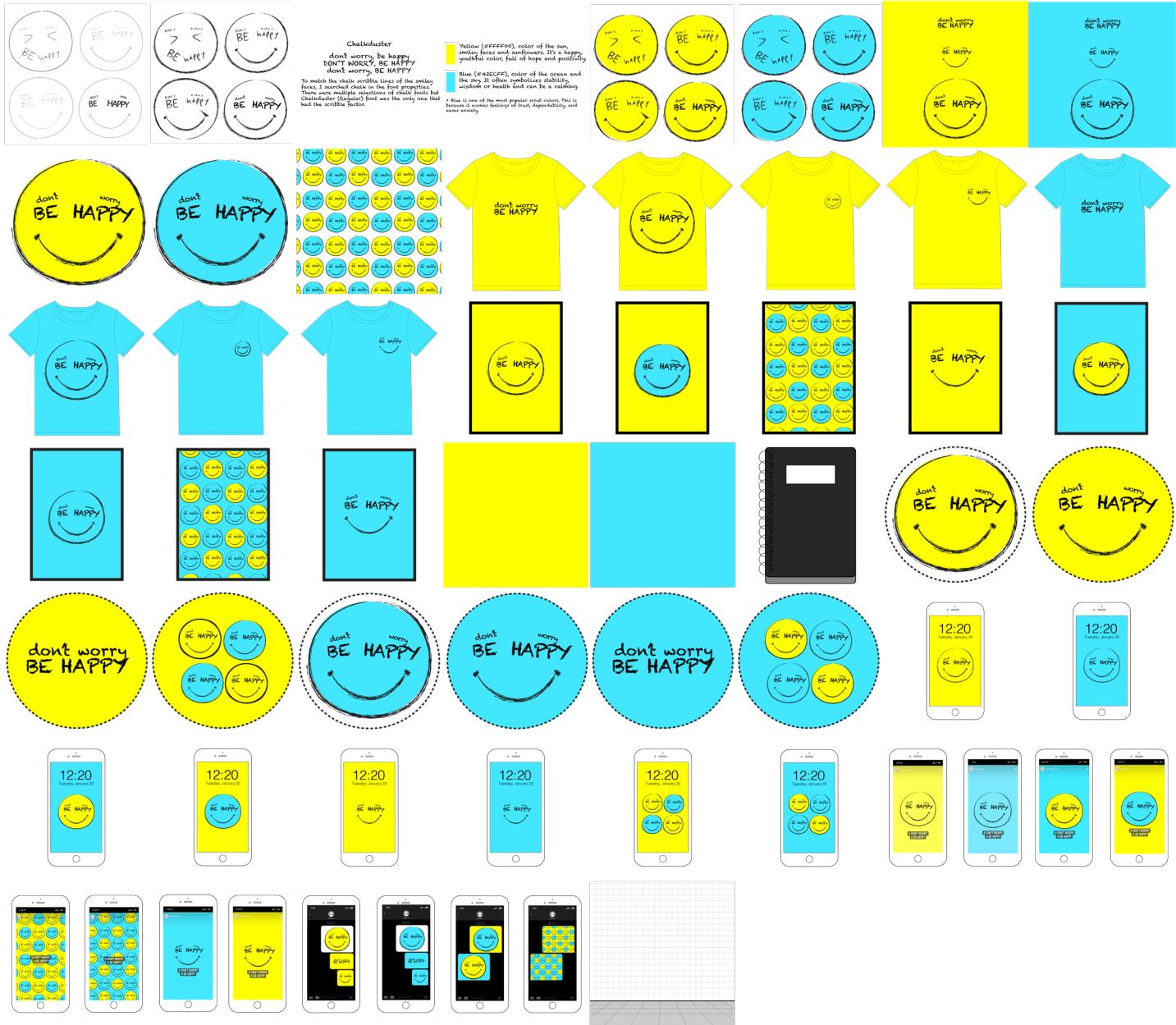
# SCREEN FORMAT: STICKERS



JUST LIKE HOW THERE ARE PEEL OFF STICKERS, I CREATED PHONE STICKERS TO USE WHEN SENDING MESSAGES TO FRIENDS AND LOVED ONES.







GRACE ZHU