

The Vera Project Redesign

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HCDE 308
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Our Mission

The **Vera Project** is a Seattle non-profit venue that engages in music and the arts. Vera sparks youth engagement, self-expression, and creative growth through various workshops, programs, events, and classes held at the venue.

Communication Goals

PASSION

Vera is a place of **thriving energy** and youth participation in various activities for personal and community transformation

BOLD EXPRESSION

Vera provides professional facilities for screen printing, print & design, DJing, photography, live & recorded music, and many more, providing opportunity for people to **freely express** themselves

CREATIVITY

Vera is a space for individuals to grow in their **musical and artistic passions**

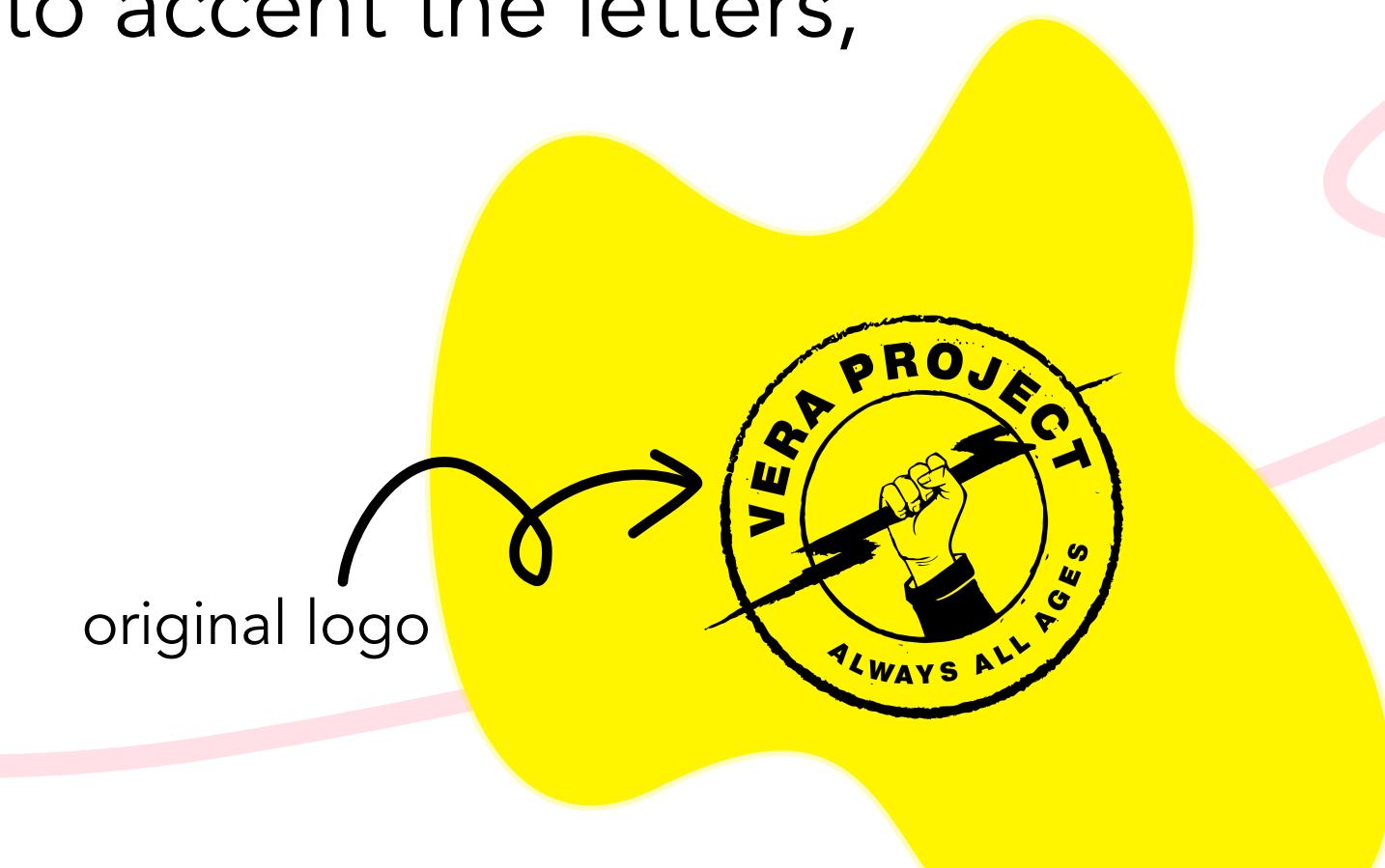
Logo

ENERGETIC, FUNKY, FRESH

The new logo embodies Vera's focus on music and the arts, as well as one of our core values of radical expression. The shape of the letter 'A' in Vera is visually similar to *music notes* seen in sheet music.

The tilted positioning of the letters and the slant of the lightning bolt imply movement and activity. The letters are formed using rounded edges to imply warmth and our embodiment of a safe space for community building. The logo uses wide strokes and Vera Rose and Vera Ruby to accent the letters, conveying our bold and passionate atmosphere.

When using the logo at a smaller scale, only the 'V' remains for clarity.

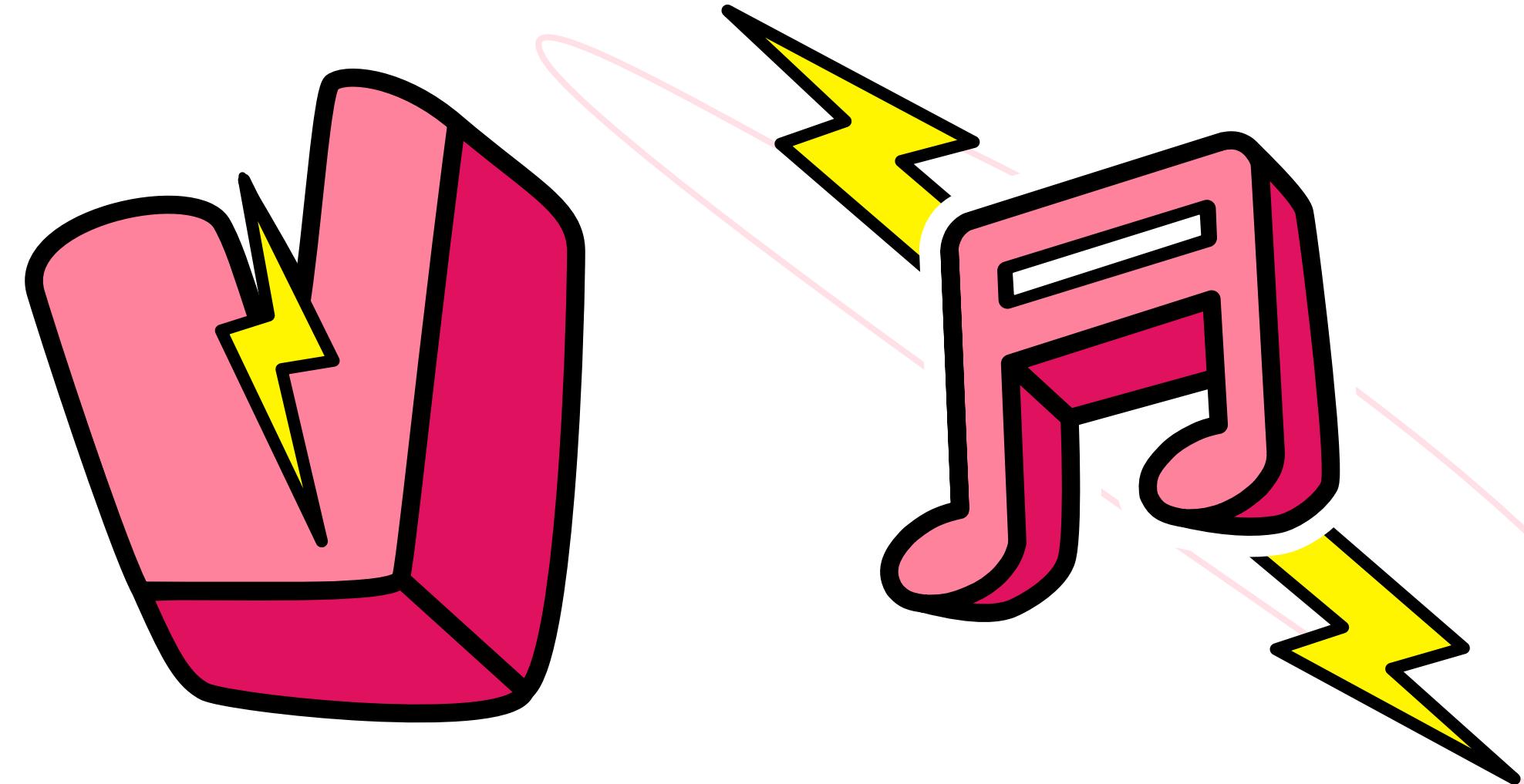


Refined Logo

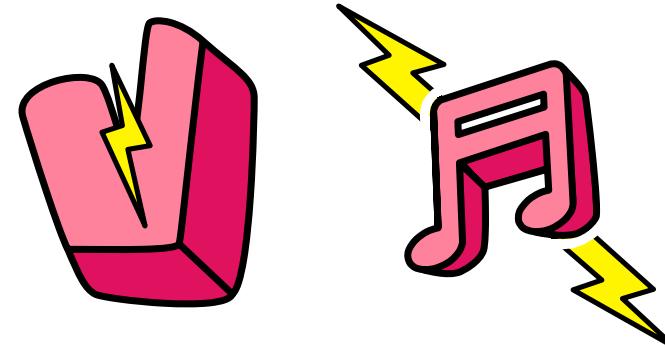
THE
VERA
PROJECT



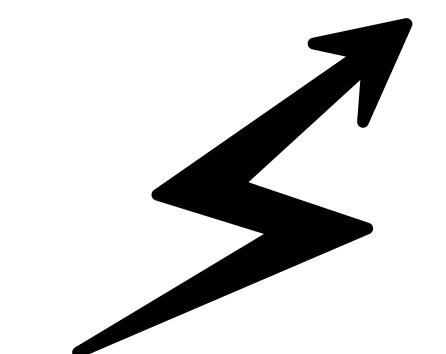
Iconography



These icons are taken from the 'V' and 'A' letters from the redesigned logo. These letters reference the lightning bolt from Vera's original logo, embodying Vera's mission of bold expression. These icons use bold strokes and Vera Rose and Vera Ruby to accent the letters, conveying our energetic climate.

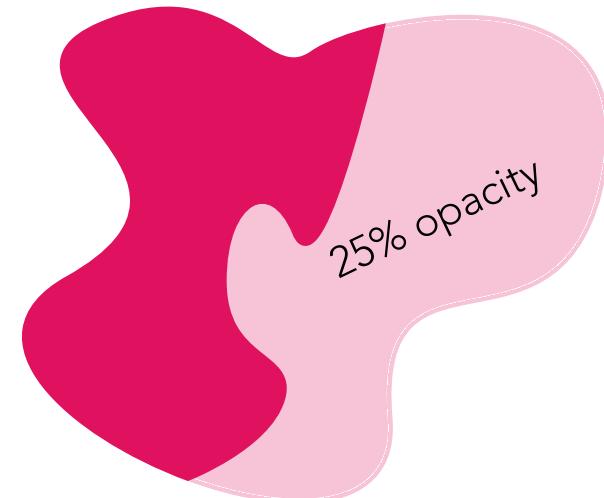


Additional Iconography



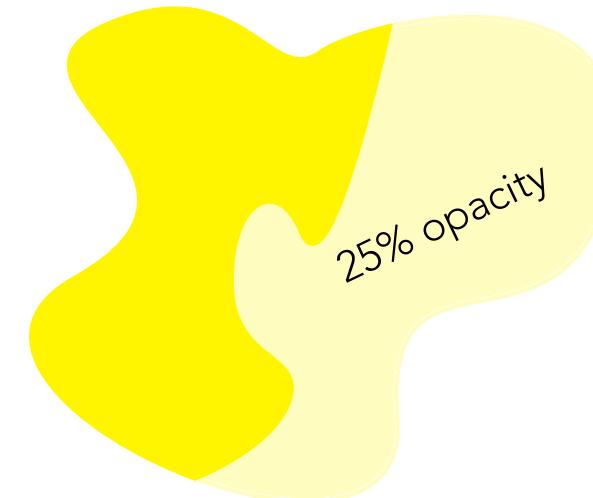
These are simple icons used as an accent for buttons and headings. They should use black to complement the text. They should be simple enough to not draw attention to themselves or take the focus away from the primary content.

Color Palette



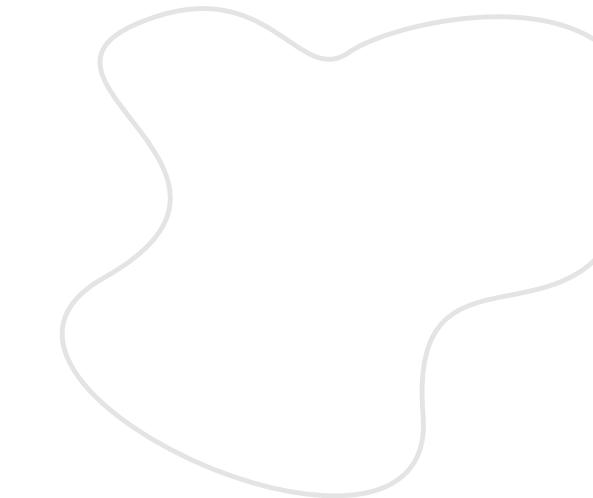
Vera Ruby

HEX E0115F
RGB 224/17/95
Primary Accent



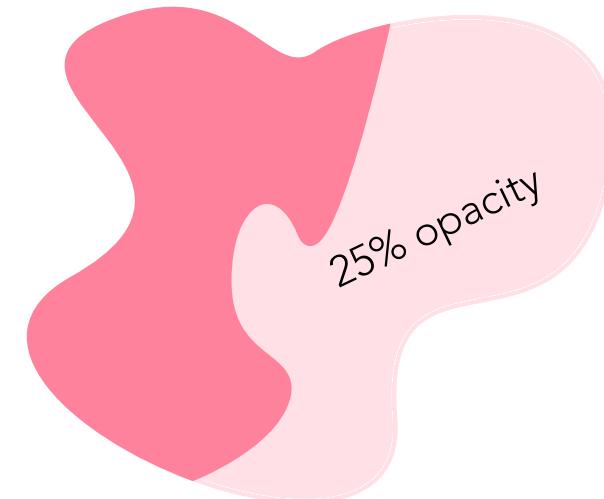
Vera Lemon

HEX FFF500
RGB 255/130/57
Visual emphasis



Vera Cream

HEX FFFFFF
RGB 255/255/255
Primary Background



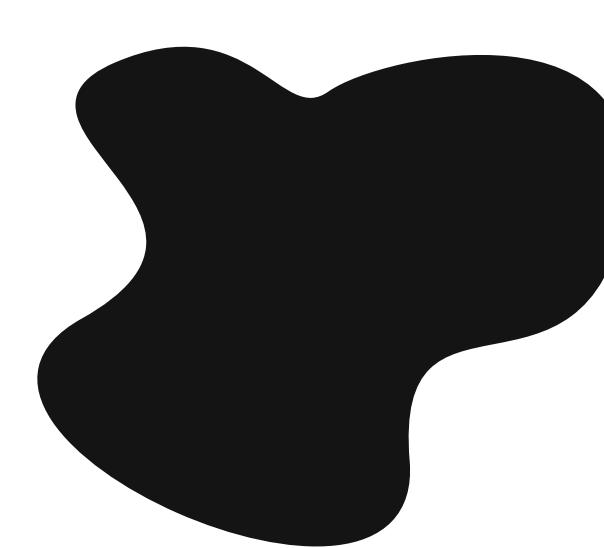
Vera Rose

HEX FF829D
RGB 255/130/57
Secondary Accent



Vera Silver

HEX E7E7E7
RGB 231/231/231
Background Accents



Vera Charcoal

HEX 141414
RGB 20/20/20
Body text

Vera's rebrand primarily uses Vera Ruby and Vera Rose to accent headings and subheadings. These colors are vibrant, to help make the text pop and catch people's attention. Vera Lemon and Vera Silver are used for accents and visual emphasis for icons and buttons. Vera Cream is the site's primary background color, while Vera Charcoal is used for the body text.

Typography

Our rebranded typeface uses Nanum Gothic and Avenir. Nanum Gothic is a sans-serif font, with strong curves that give off a sense of playfulness, fitting Vera's mission of bold expression and creative freedom. This font is used for headings and secondary headings. Avenir is a sans-serif font that is clean, easy to read, and quite versatile, making it a good choice for different types of text, including subheadings and body text.

HEADING

Nanum Gothic
Extra Bold
55 pt

SECONDARY HEADING

Nanum Gothic
Regular
35 pt

SUBHEADING ONE

Avenir
Black
25 pt

SUBHEADING TWO

Avenir
Medium
20 pt

BODY

Avenir
Book
15 pt

Images

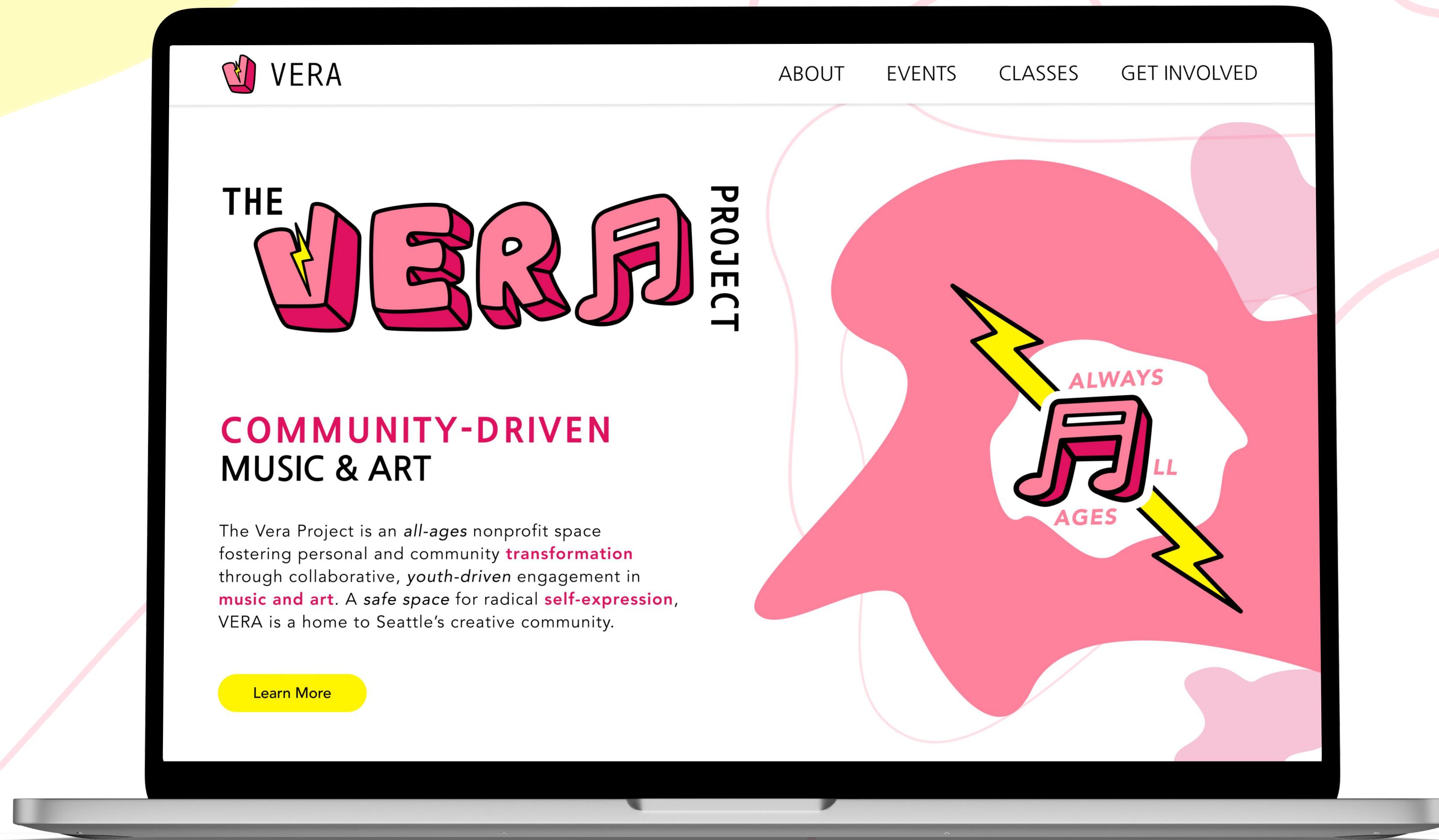


Images are used to promote upcoming shows and artists, as well as other events and activities held at Vera. The images provide color and visual expression, adding to Vera's story and brand. To complement Vera's color identity, the images should use a Vera Ruby filter as an accent. Images for upcoming concerts are outlined with the '**A**' musical note shape taken from the brand logo and icon.

Images should feature **people** to convey Vera's value of community building. Images with human subjects should be taken in action (ex: artists singing) to spark passion and excitement. Whenever possible, images should also depict music or the arts, which is inline with Vera's focus on musical and artistic activities.

*Additional Note: Use of organic shapes and vectors are used as background accents for body text and site information. These shapes and vectors are freeform in shape and use Vera's vivid color palette to evoke creativity and boldness.

Website Landing Page



Thank you

VERA

much!