

Monet Design Strategy

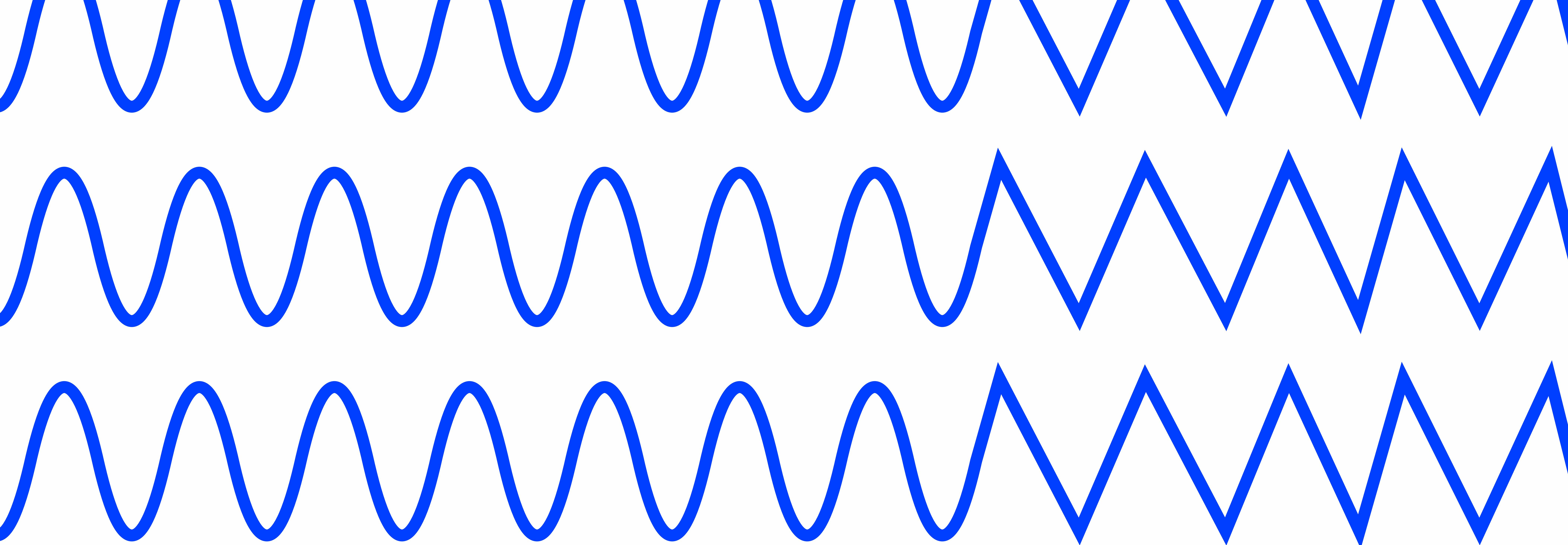
2020.08.28

Our Values

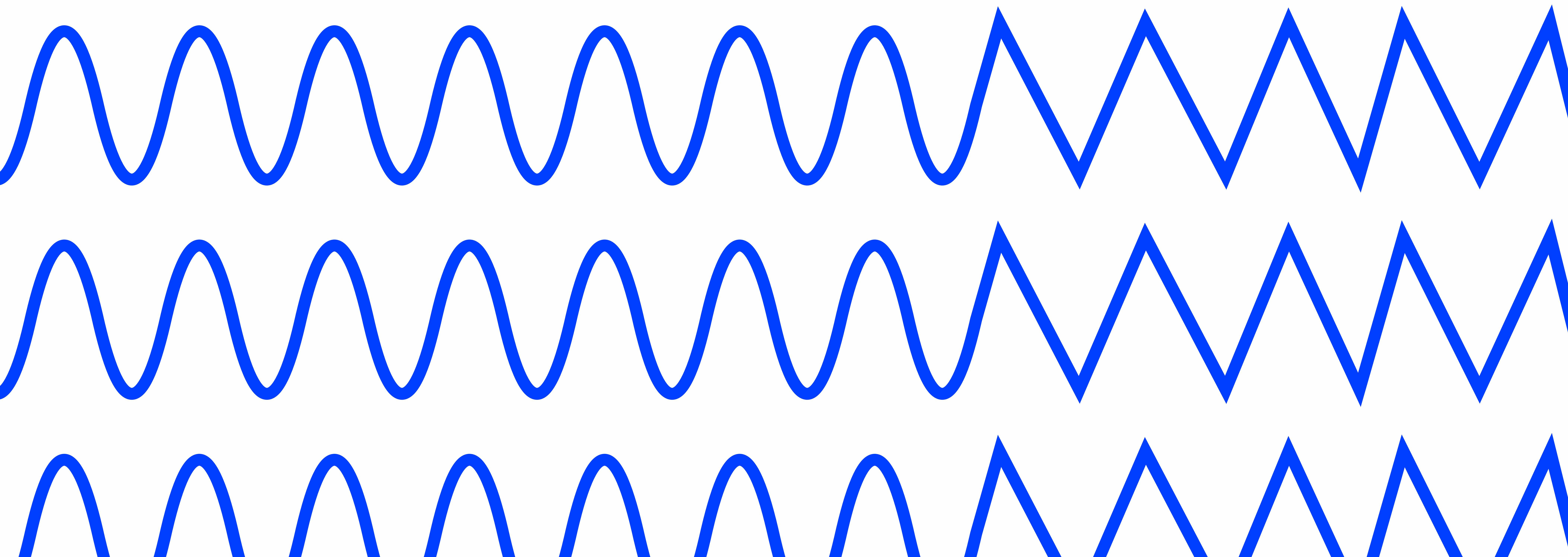
Approachable

Abstract

Juvenile



A clash between SOFT and HARD

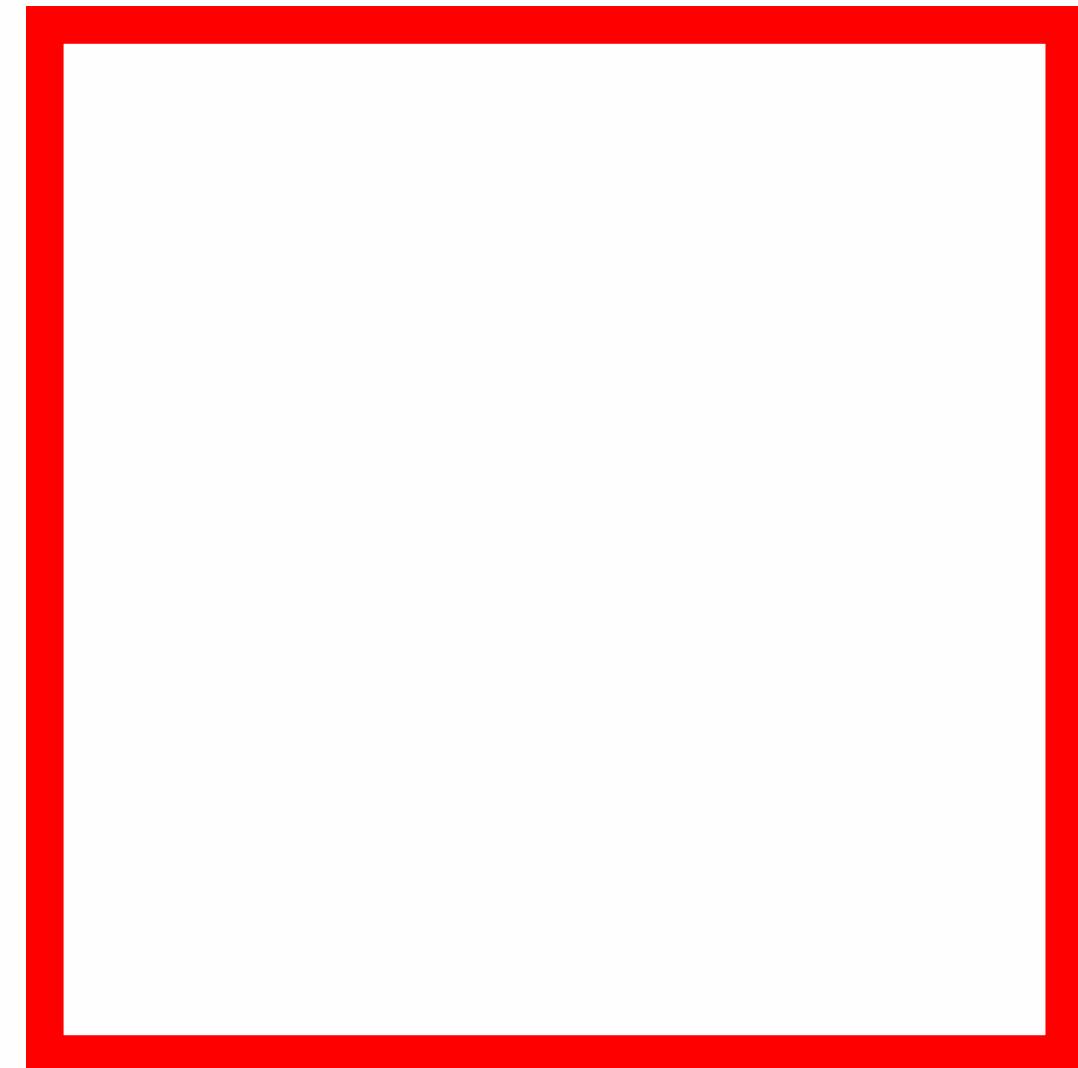


A clash between SOFT and HARD

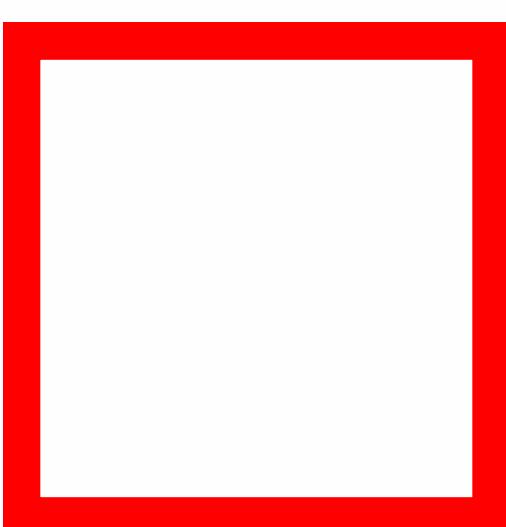
The tone of our brand is created on the basis of abrupt transitions:

“Monet’s interested in gradual transitions, with a smattering of abrupt transitions, which we call lillies”

This ethos is conveyed even in color pairings, type pairings, logo applications, etc.



Water Lillies, 1916

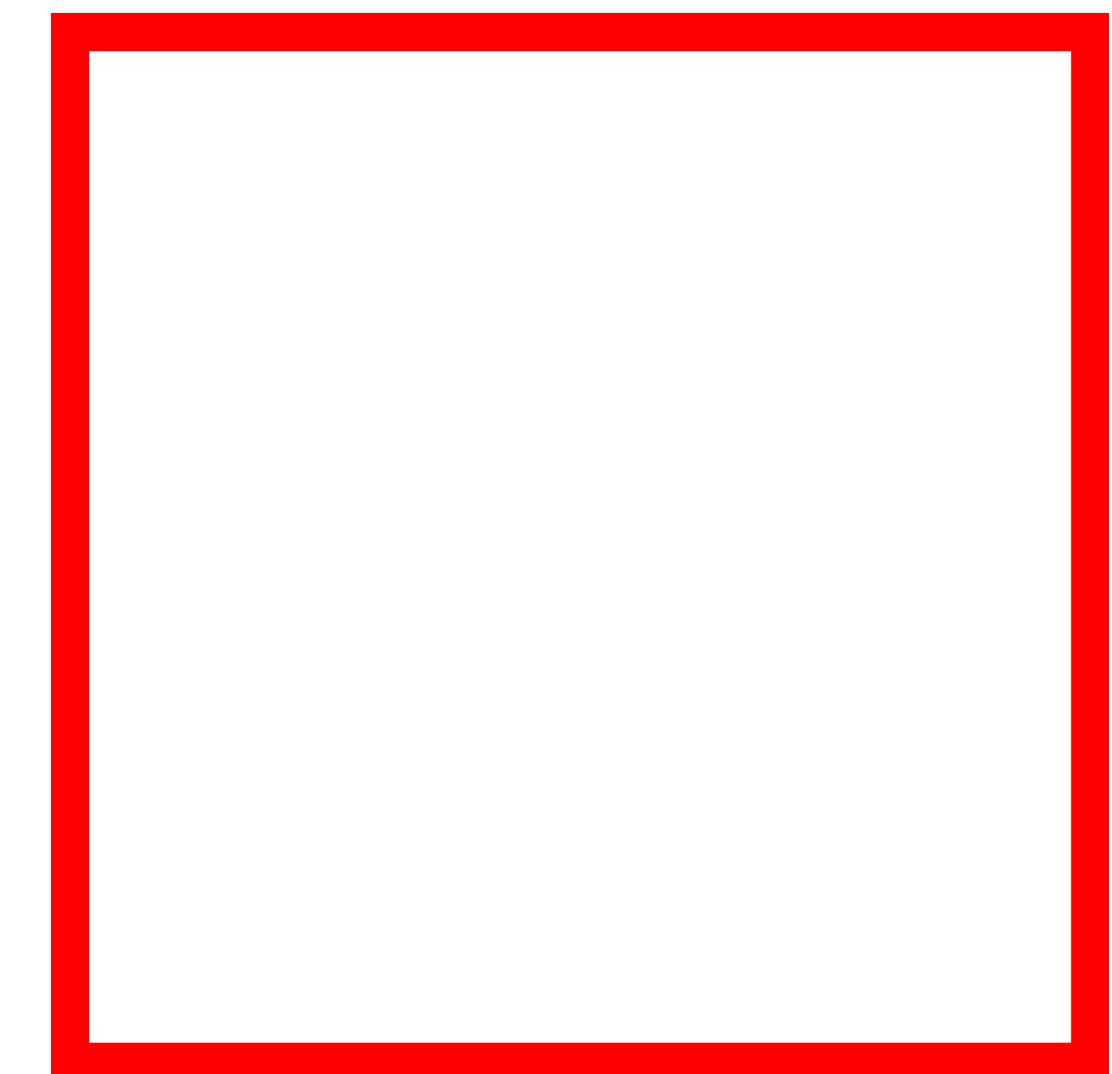


Sunset on the Seine at Lavacourt, Winter Effect, 1880

A. a clash between SOFT and HARD

The tone of our brand is created on the basis of abrupt transitions:

“Monet’s interested in gradual transitions, with a smattering of abrupt transitions, which we call lillies”



Water Lillies, 1916

Brand Principles

1. Monet is Approachable

Drawing is for all. Do not create designs that are esoteric or unapproachable for many. F*CK FINE ART

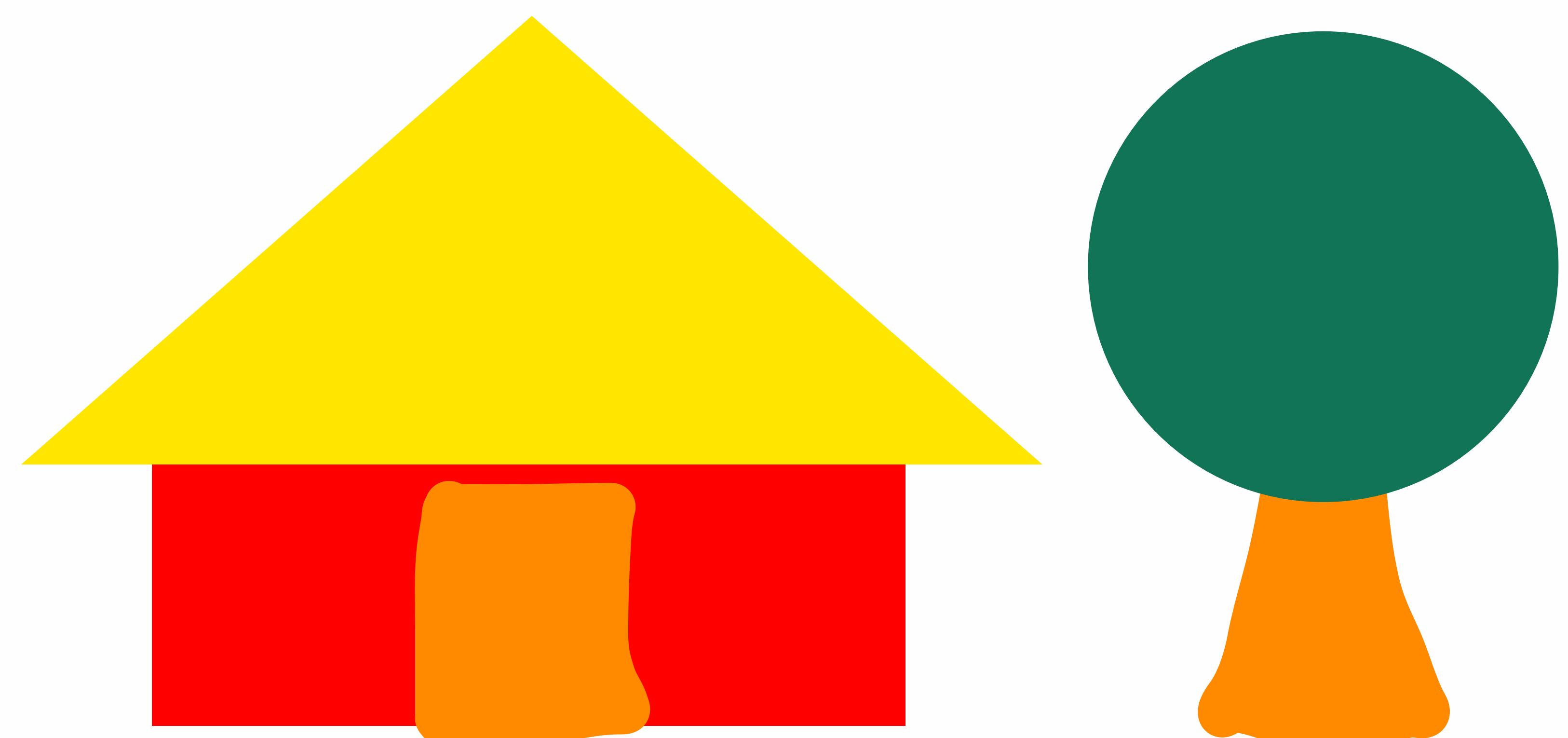


Brand Principles

2. Monet is Abstract

Claude Monet gave this advice: “Try to forget what objects you have before you – a tree, a house, a field, or whatever.

Merely think, ‘Here is a little square of blue, here is an oblong of pink, here is a streak of yellow,’ and paint it just as it looks to you, the exact color and shape, until it gives you the impression of the scene before you.”



COLOR SCHEME

"monets wife fell terribly ill, so monet had to sell his paintings for practically nothing just to pay the bills - hhe was also in debt to his colorman - so in order to keep painting monet had to narrow his color palette from 15 colors down to 6.

white lead, cadmium yellow, vermillion, deep rose madder, cobalt blue, and chrome green

our colorscheme will be a playful rendition of this limitation monet had

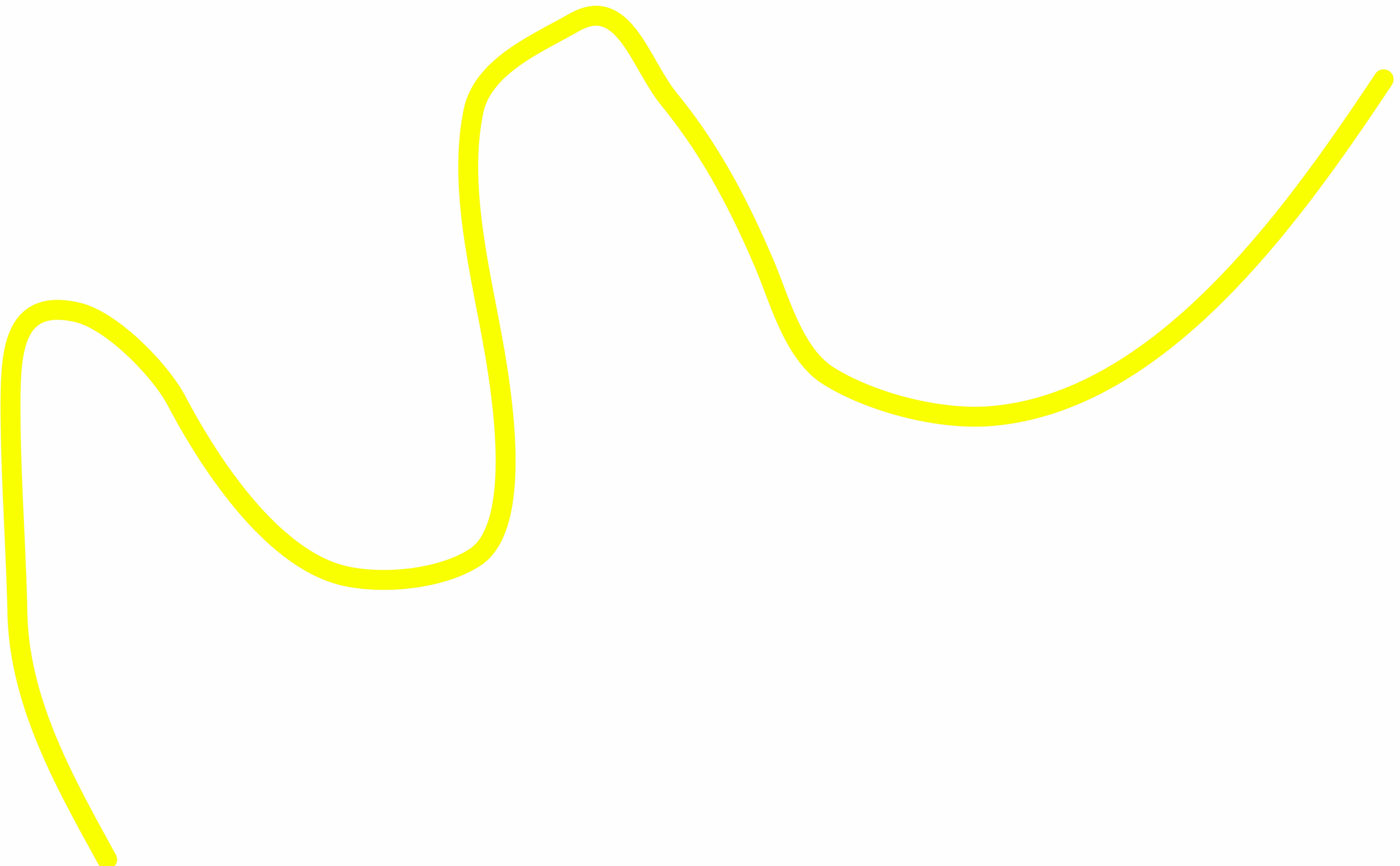


Brand Principles

3. Monet is Juvenile

“My 5 year old could’ve done that!”

To some, this may be an insult. To us, it is truth.



Elements

Overview

Logo

Type

Color

Illustration

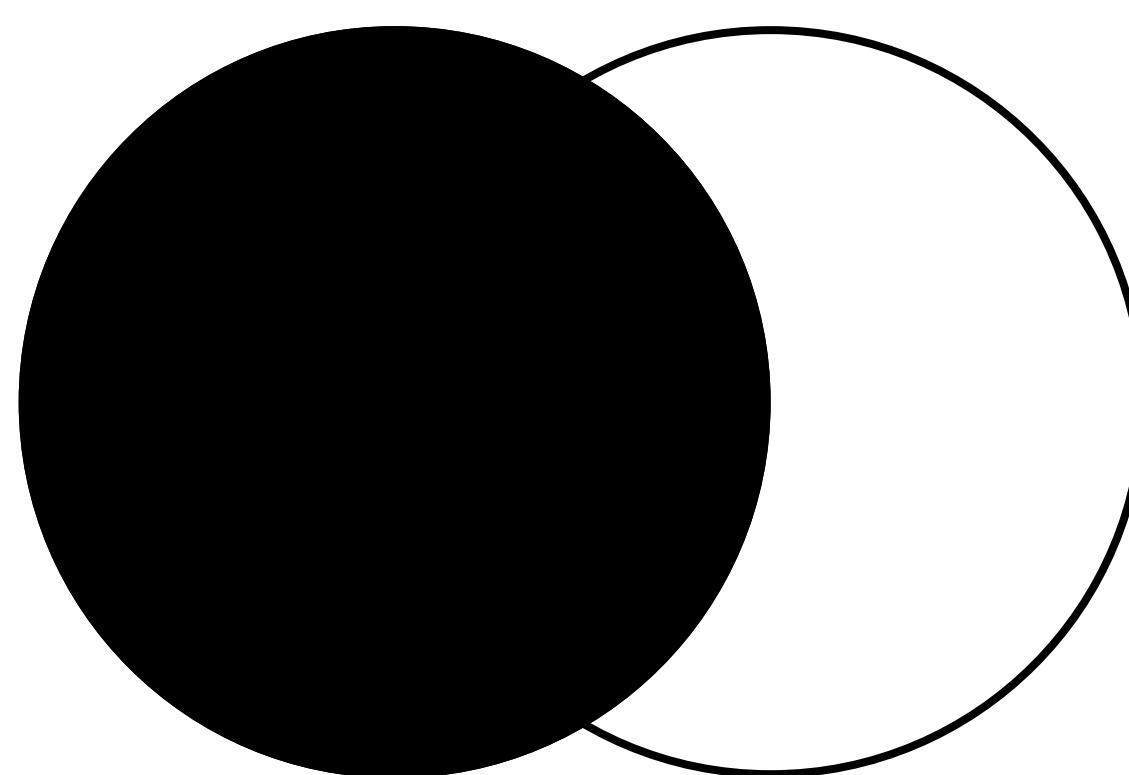
Voice and Tone

Overview

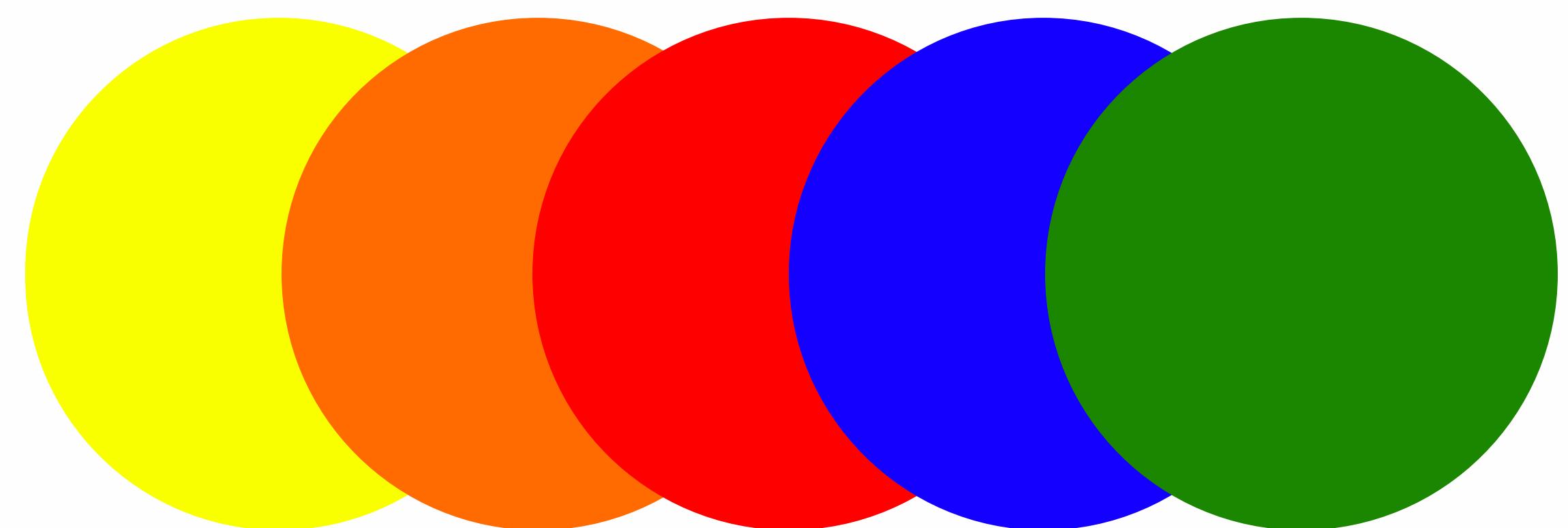
Logo



Color



Primary



Secondary

Type

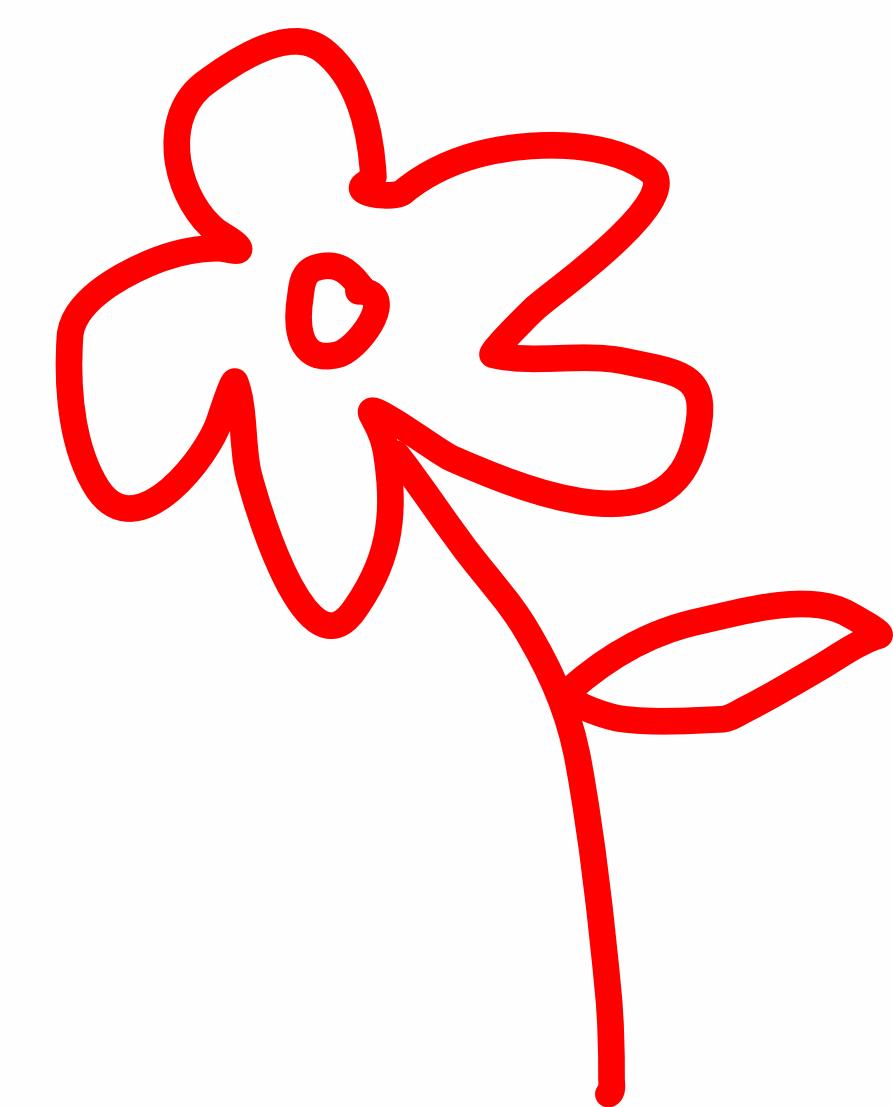
Manrope

A B C D E F G
H I J K L M N
O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p
q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0
() & ? ! / * : ; , . - _

Vector Illustrated

A B C D E F G
H I J K L M N
etc.

Illustration



Draw things that can be drawn in app!

Logo Usage (suggestions)

Monet

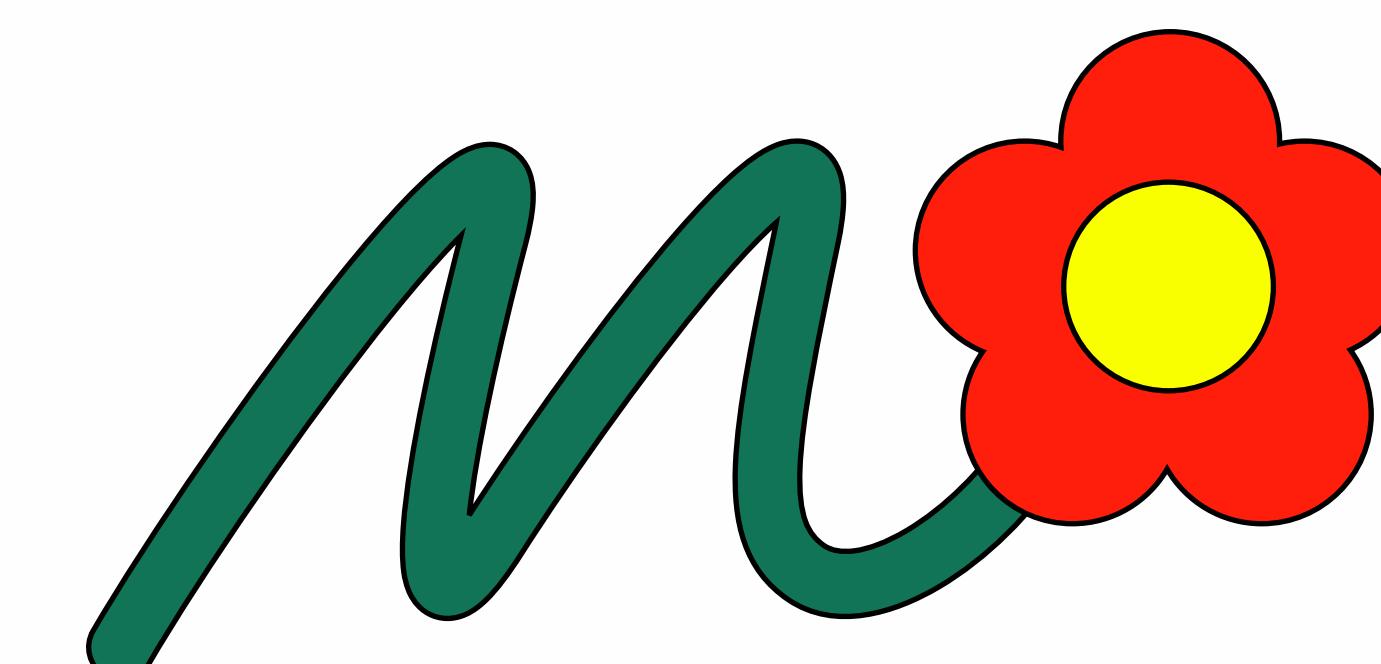
Use outlines often!



Layering is strongly encouraged!
Especially colored "M" on outlined "onet".

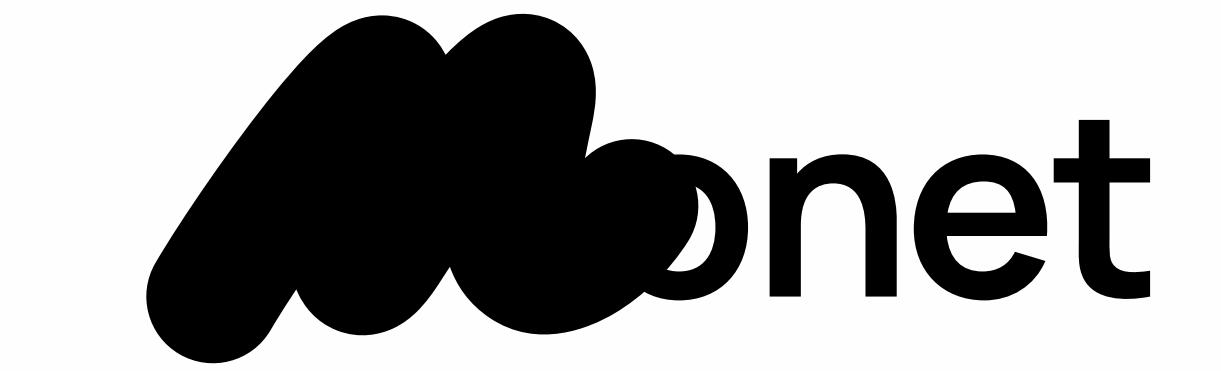
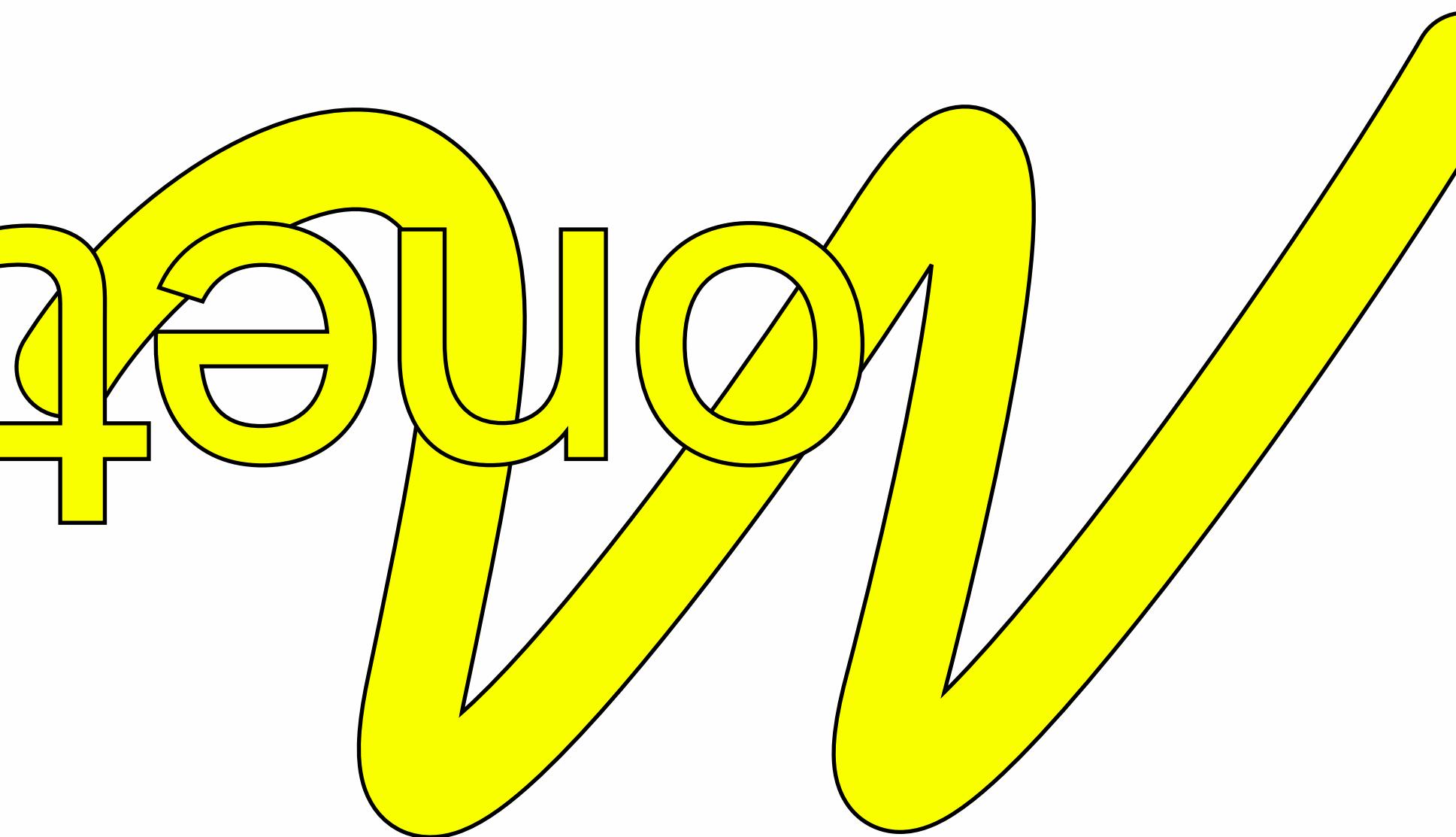
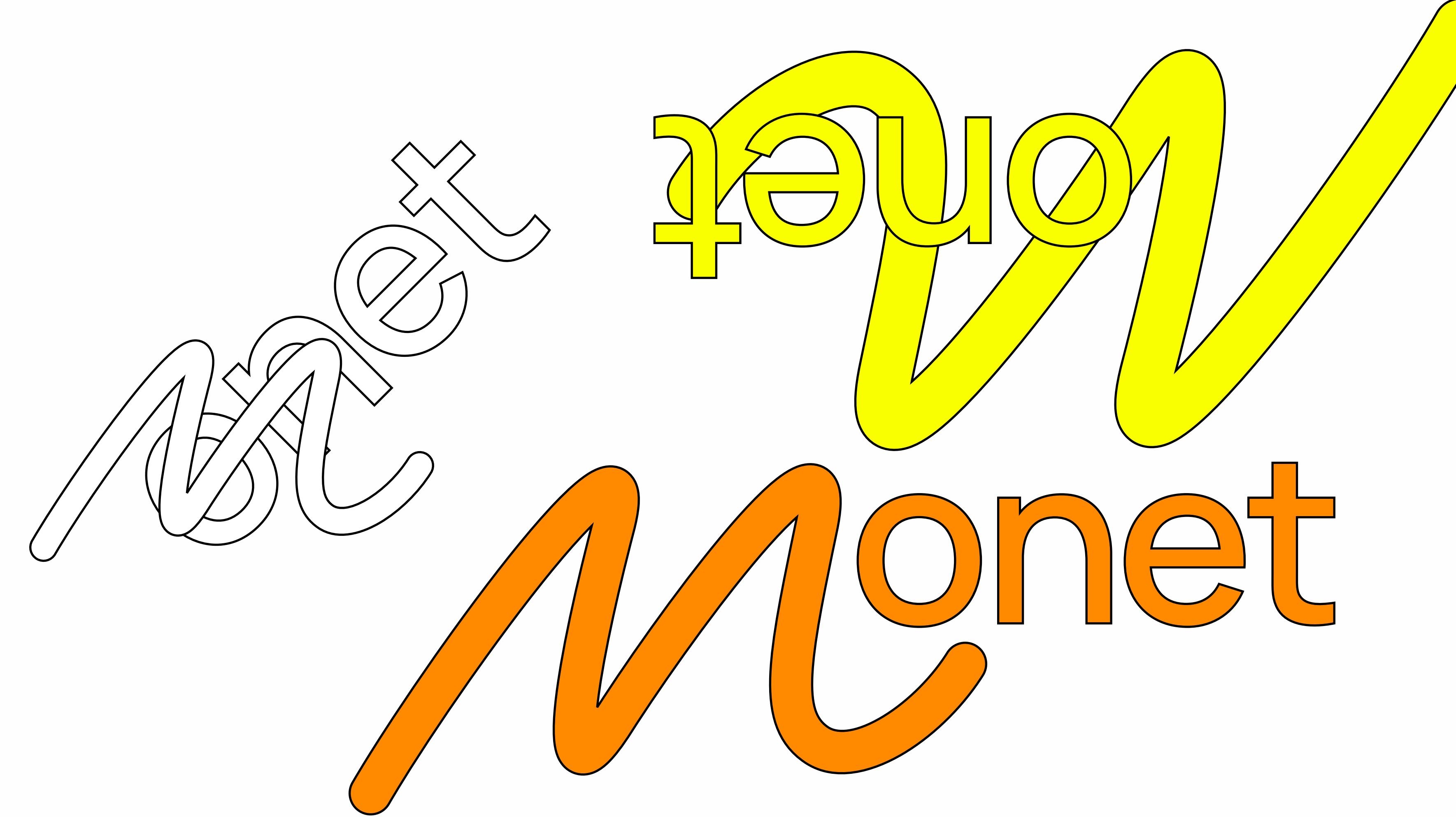
Monet

Use scale to create interesting
compositions



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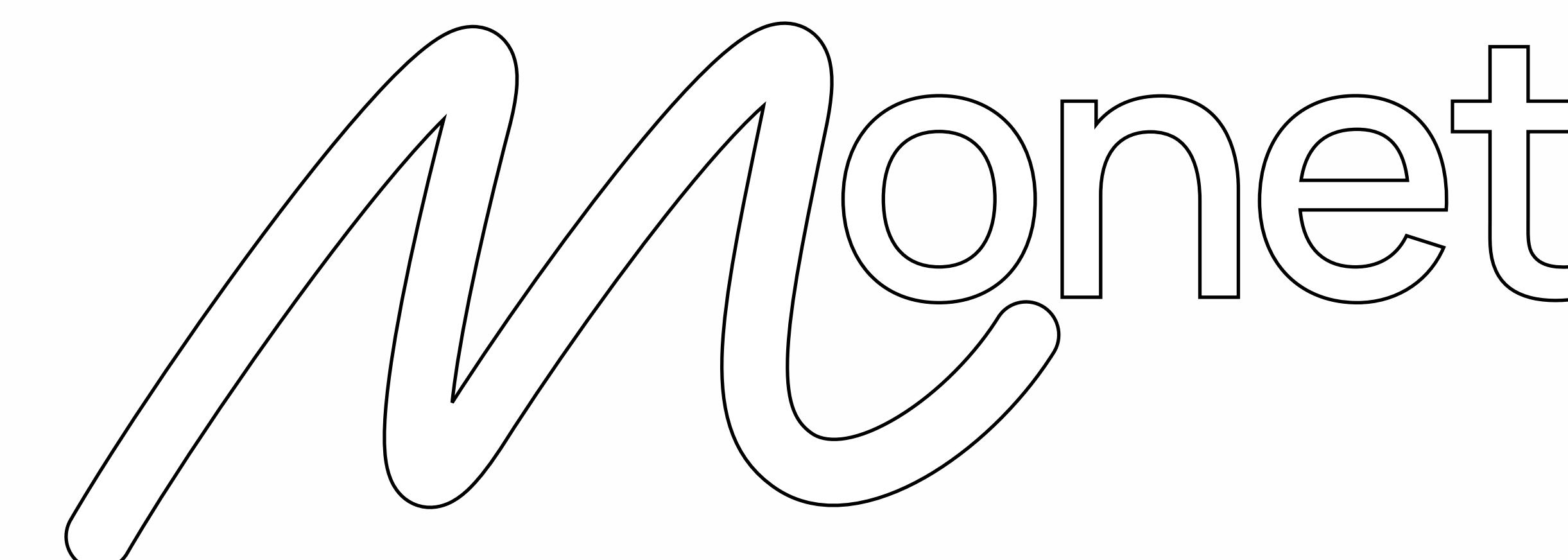
Logo Usage



Do literally anything

except for show **onet** on its own

as long as it looks good, and makes sense and is readable



show multiple, layer, rotate, do it all, break all the rules, our
recognizability is in our name, font, color, ethos, freedom, not rigidity

Social