Glute University Branding Project

Identity Design + UX/UI Design

INTERNSHIP BRIEF
Tre Zamora
Art 293 / NMA Internship
Instructor: Chris Gargiulo

Design System

Typography

Factoria

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
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3 Styles: Book, Bold, & Italic

BODY

Futura PT

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TYPOGRAPHIC SCALE

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Subheading subtitle

META DATA

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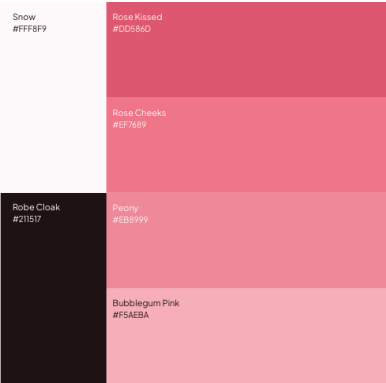
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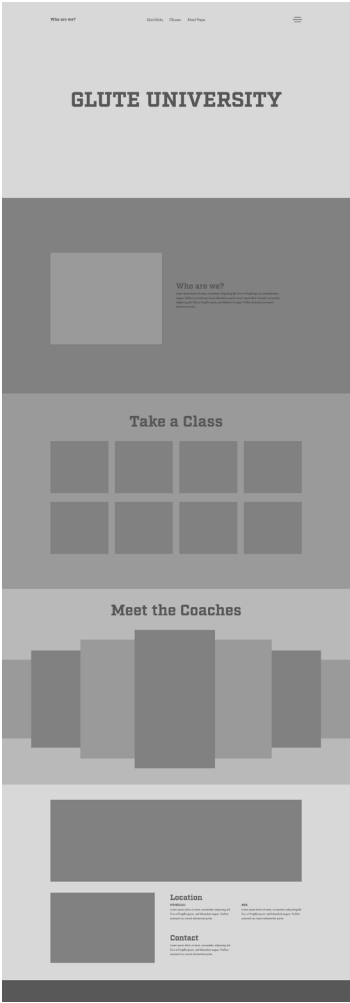
Logo + Color Palette

LOGO

COLORS

Snow #FFF8F9	Rose Kissed #DD586D
	Rose Cheeks #EF7689
Robe Cloak #211517	Peony #EB8999
	Bubblegum Pink #F5AEBA

Wire-framing

Lo-Fi Wire-frame

Hi-Fi Wire-frame