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Glute University Branding Project

Identity Design + UX/UI Design

INTERNSHIP BRIEF

Tre Zamora

Art 293 / NMA Internship

Instructor: Chris Gargiulo

VERSITY

The background of the right half of the page is a photograph of a woman wearing a black racing helmet with the number '25' in white. She is looking to the left. The helmet has a silver visor. The background of the photo is a red brick wall. The image is partially obscured by a large, stylized, wavy graphic in shades of purple and magenta that flows from the left side of the page. At the bottom of this graphic, there are several small, white, plus-shaped symbols and a row of white dots.

Design System

Typography

HEADINGS

Factoria

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3 Styles: Book, Bold, & Italic

BODY

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3 Styles: Book, Bold, & Italic

TYPOGRAPHIC SCALE

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Headline Title

Subheading subtitle

META DATA

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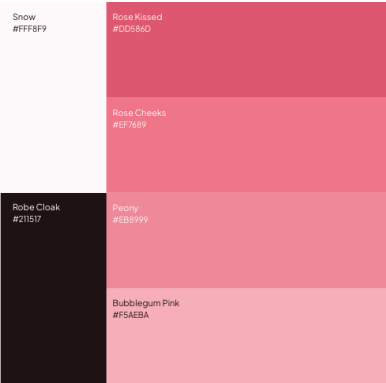
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Logo + Color Palette

LOGO

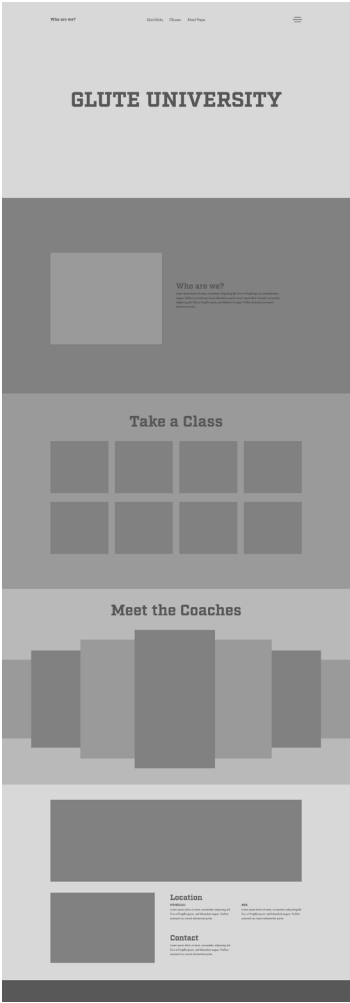


COLORS



Wire-framing

Lo-Fi Wire-frame



Hi-Fi Wire-frame

