

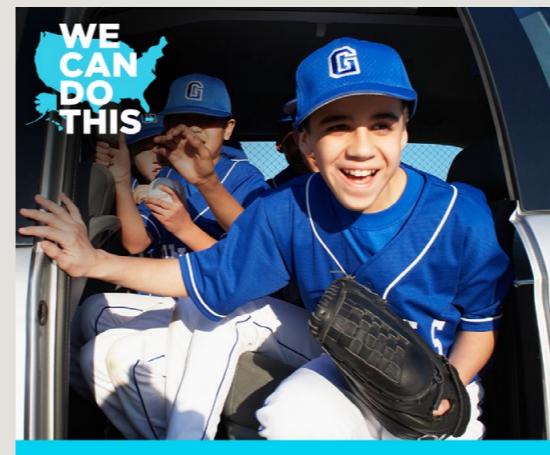
Design direction and interface design

Victor Hu





CÁC NGUỒN LỰC
để tìm hiểu
thêm về Liều
Vắc-xin COVID-19
Tăng Cườn



Say “Yes” to
filling more seats.



احصل على جرعة معززة للحماية للاصالح كوفيد-
19 الذي تلقيته

الجرعات المعززة متاحة الآن للجميع من عمر 12 عاماً فما فوق الذين تلقوا اللقاح.
لا تزال لحالات كوفيد-19 فعالة جداً في منع تفاقم المرض والدخول إلى المستشفى والوفاة. الجرعة
المعززة هي جرعة إضافية تساعد في الحفاظ على الحماية التي يمدك بها اللقاح.

موعد تلقي جرعتك المعززة

ابق بأمان أكثر هذا الشتاء. احصل على جرعة معززة في أقرب وقت تكون فيه مؤهلاً لذلك

- فايزرو بيونتك
(بعد مرور 5 أشهر على تلقي الجرعة الثانية)
- مودerna
(بعد مرور 5 أشهر على تلقي الجرعة الثانية)
- جانسن من جونسون آند جونسون
(بعد مرور شهرين على تلقي الجرعة الفردية)

اعثر على أماكن اللقاحات المجانية القريبة منك

- قم بزيارة vaccines.gov
- أرسل رمزك البريدي عبر رسالة نصية إلى الرقم 438829
- اتصل بالرقم 1-800-232-0233
- امسح رمز الاستجابة السريعة (QR)





The owner of Midwood Lumber is getting vaccinated for his daughter, his neighbor and his favorite barista down the street.

Let's get back to sharing everything COVID has taken away. FDA-approved COVID-19 vaccines that are proven safe and effective will help us end the pandemic. Get your vaccine when the time comes.

Learn more at combatCOVID.hhs.gov

Paid for by the U.S. Department of Health and Human Services

All in against COVID-19

We are all necessary.

Learn more

Brought to you by the U.S. Department of Health and Human Services.

Thuốc chủng ngừa covid an toàn, hiệu quả và có sẵn.

Learn more

It's time to push back

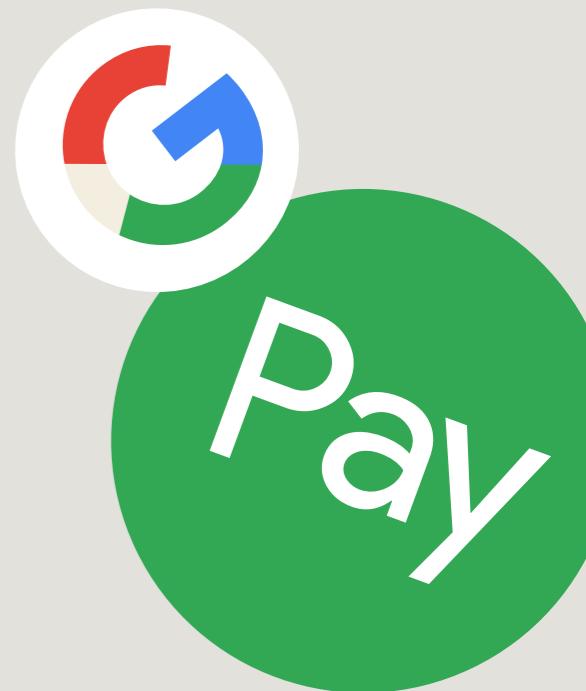
All in against COVID

All in against COVID

Google Pay visual identity



Buy with Pay



Google

≡ Partner Marketing Hub

Brands

Google Pay

Overview

Messaging

Visual Identity

Logo and identity elements

How our logos work together

Showcasing accepted payment methods

Color palette

Device screens

Photography

Use Cases

Press and Media

Legal and Trademarks

Logo and identity elements

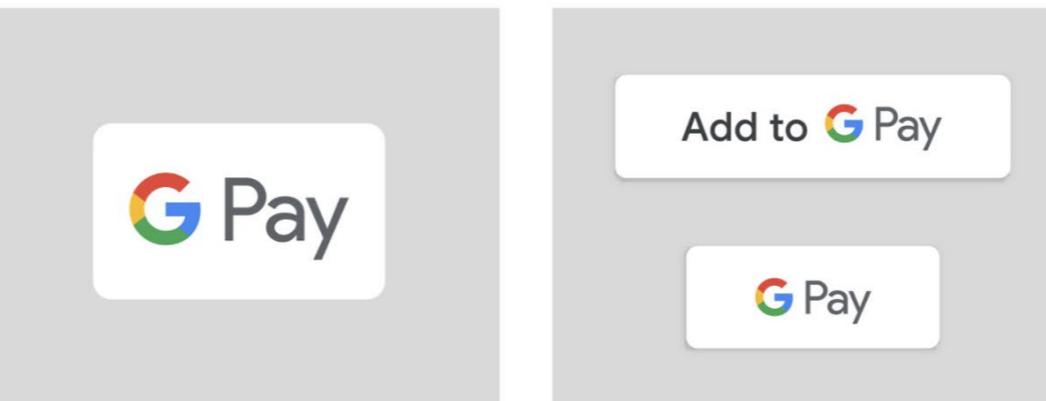
There is an appropriate asset available within the Google Pay visual system to accommodate all use cases. While similar in appearance, each element has a very specific function. It is important to understand their differences and when each is appropriate to use. Each one is outlined in detail below.



Add to G Pay



G Pay

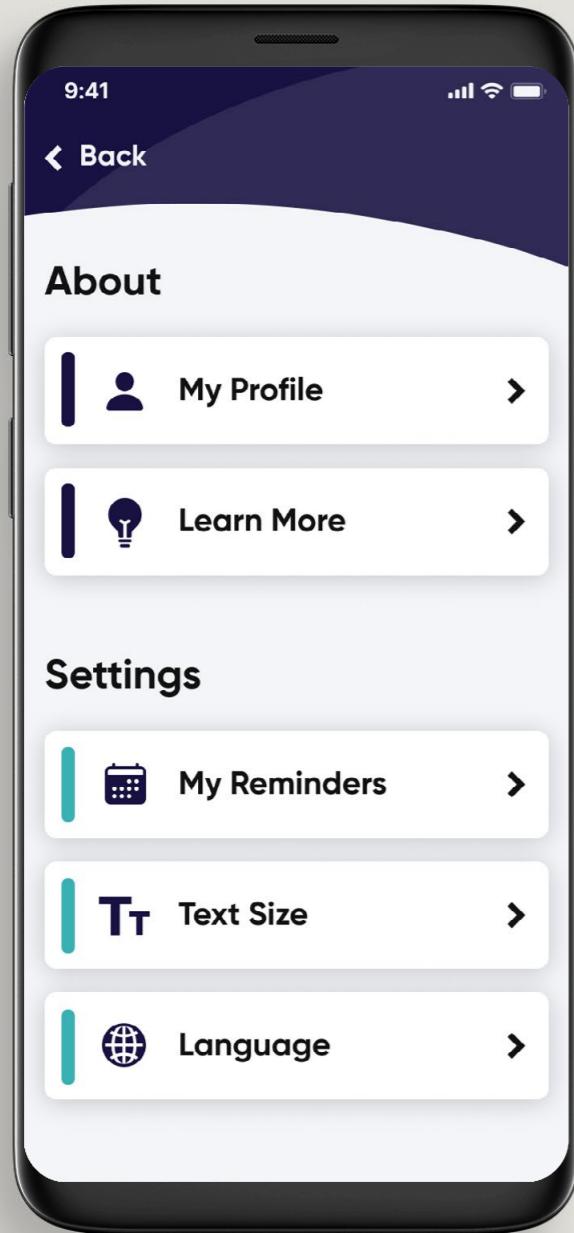


The Google Pay Logos

The Google Pay Buttons

Google Pay Logo





The myVisionTrack website landing page features a dark purple header with the company logo and navigation links for "What Is myVisionTrack?", "Download App", "Getting Started", and "Contact Us". The main visual is a large graphic of a stylized eye with a woman in a purple dress holding a magnifying glass over the iris. Below this, a heading reads "Monitor Your Vision at Home" with the subtext: "With myVisionTrack, you can help your doctor monitor changes to your vision." A descriptive paragraph explains the app is an FDA-cleared at-home vision test for maculopathy. It also states that the app monitors vision changes but does not replace regular office visits and can only be prescribed by an eye care professional. A "Download myVisionTrack" section provides instructions for downloading via the App Store or Google Play, accompanied by a QR code. A final section emphasizes early recognition of vision changes to prevent irreversible loss, featuring an illustration of a doctor and patient.

myVisionTrack is an FDA-cleared at-home vision test for people with maculopathy, which may include blurry or dark spots in a person's vision.

The myVisionTrack app is used to frequently monitor for changes in vision, but it does not replace regular office visits. myVisionTrack can only be prescribed by an eye care professional and is only available at qualified offices in certain regions.

Download myVisionTrack

Open the camera app on your Android or iOS device, and point it at the QR code to the right to download the app. Or search for "myVisionTrack" in the Apple App Store or Google Play on your device.

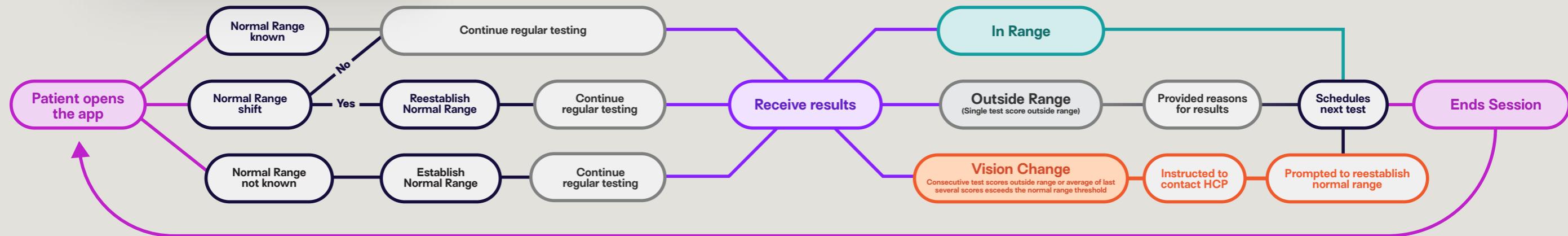
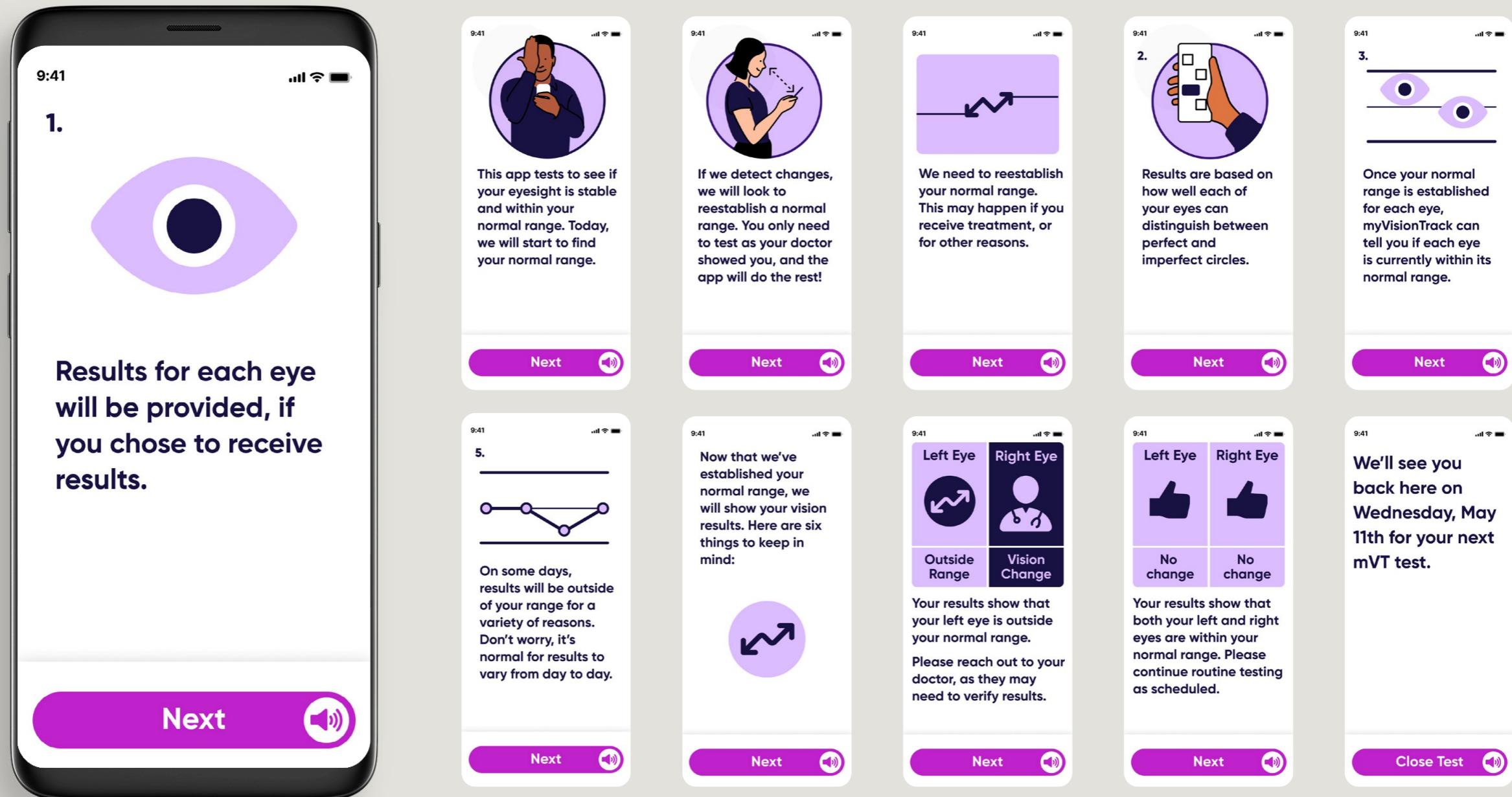
[Download on the App Store](#)

[GET IT ON Google Play](#)

FPO

By recognizing vision changes early, your doctor can help to prevent irreversible vision loss.

myVisionTrack app onboarding









Blue Nile rebrand guidelines

We combine the art of the human touch with the science of technology, to unlock brilliance in every Astor stone.

In the Astor world, GIA and IGI certifications are supporting qualifications. The combination of the two, as well as our proprietary evaluation, are what indicated true superiority.

Diamonds are both mythological and magical – our role is to concentrate nature's intense force of light.

Borrowing language from optics allows us to leverage the idea of technologically advanced diamonds.

Blue Nile hand picks, expertly refines and double-evaluates every Astor diamond to concentrate nature's brilliant artistry, so the diamond's high-fidelity shine captures her eye, magnifies the emotion, and becomes the focal point of your shared promise.

2.0

Typography

Astor leverages the typeface Domaine Sans for title usage because it cues leading edge processes as well as classic elegance and simplicity.

Brandon Text adds a touch of playfulness and serves as the functional sans-serif for text and captions.

Diamond no. 8719023

At vero eos et accusamus et iusto odio dicimus qui bl

Ducimus qui blanditiis praesentium voluptatum deleniti atque corrupti quos dolores et quas molestias excepturi sint occaecati cupiditate non provident, similique sunt in culpa

LORUM
IPSUM DOLOR

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94

Brilliance Score

5.5

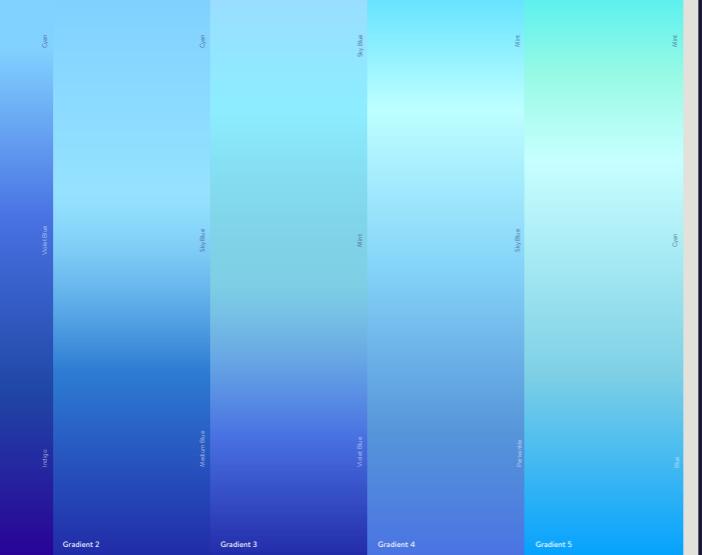
Slash Palette

Gradients come in range of tones dark to light so that one will work for variety of situations. The gradients can only be used on the Slash, and never as a background.

Always pick the background/Slash combo that brings the more contrast to ensure all elements are visible.

Never crop or modify the gradient.

Shared folder for slash gradient swatches



1.2

Sizing and Files: Screen and Print

The Astor Logo comes in three different iterations for screen and print, each individually optimized for different resolutions.

Please consult this chart to determine which logo file to apply.

AstorLogo.pdf/svg/png

Use for logo widths above:
screen: 170px
retina: 240px
print: 1.625"

iPhone Plus: 517px
XXHDPI: 450px
iPhone: 320px
XHDPI: 300px

ASTØR
BY BLUE NILE

AstorLogo_Sm.pdf/svg/png

Use for logo widths between:
screen: 105-170px
retina: 160-240px
print: 0.875-1.625"

iPhone Plus: 245-517px
XXHDPI: 300-450px
iPhone: 210-320px
XHDPI: 200-300px

ASTØR
BY BLUE NILE

AstorLogo_XS.pdf/svg/png

Use for logo widths below:
screen: 90-105px
retina: 130-160px
print: 0.625-0.875"

iPhone Plus: 265-345px
XXHDPI: 230-300px
iPhone: 160-210px
XHDPI: 155-200px

ASTØR
BY BLUE NILE

Shared folder for logo files

Lifestyle Photography

All Astor photography should look to emphasize the stone's natural beauty.



2.1

Typefaces

Care should be taken in all applications to preserve the typographic tone and texture outlined in this document. Domaine Sans in particular should be used with care as the thin, elegant, curves can disappear when reproduced at small sizes. Please avoid any applications smaller than 8pt.

In addition, Domaine Sans must always be set in all caps when used within the Astor system and used with tracking set to +30.

Chronicle Display should be used on subtitles and callouts. Brandon text light is the bold copy typeface.

To get the full typographic expression, use at least Brandon Text Light and Chronicle on each execution.

Display

DOMAINE
SANS DISPLAY

ABCDEFGHIJ
0123456789!@#\$%&*_+

Text

Brandon Text Light

Titling

Chronicle Display Lig

ABCDEFGHIJKLMNOQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!@#\$%&*_+

Captioning

Brandon Text Light

ABCDEFGHIJKLMNOQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!@#\$%&*_+

5.6

Slash in motion

The slash becomes a live element in motion, which means rules are more



Dos Equis college football campaign



COLLEGE FOOTBALL
FOOTBALL COLLEGE

Official Rules Explore Lessons Meet the Faculty TAKE THE EXAM

CERVEZA
XX
DOS EQUIS

OFFICIAL BEER SPONSOR OF THE COLLEGE FOOTBALL PLAYOFF

THE BEST IN FOOTBALL FACULTY

See why our faculty has been #1 in
beer-sponsored football programs for
over 100 years.

YOUR PRO PROFESSOR

PROFESSOR

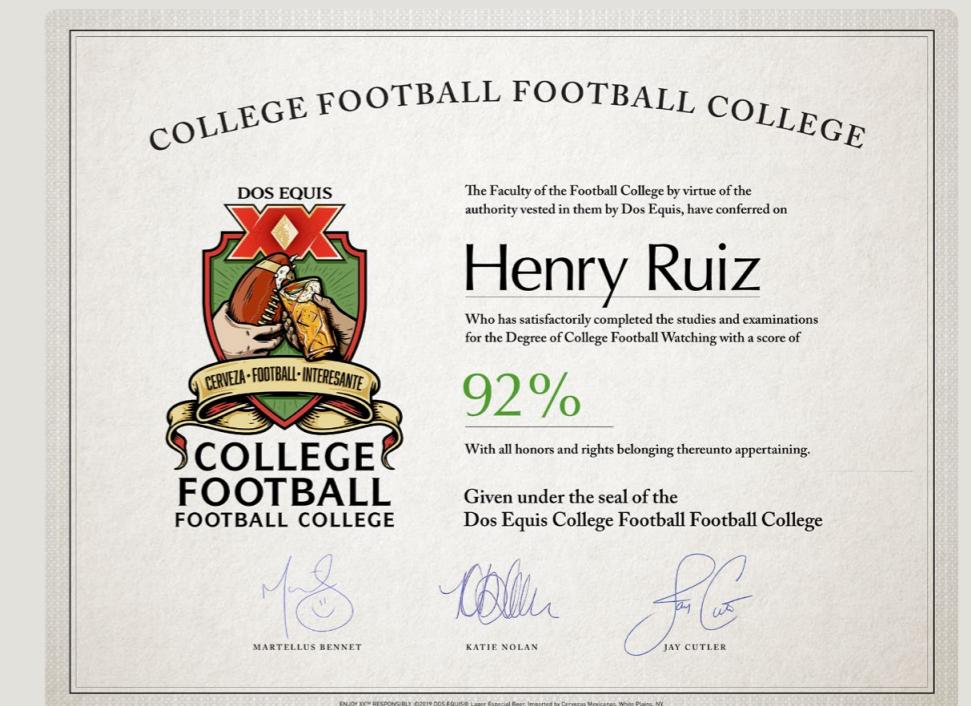
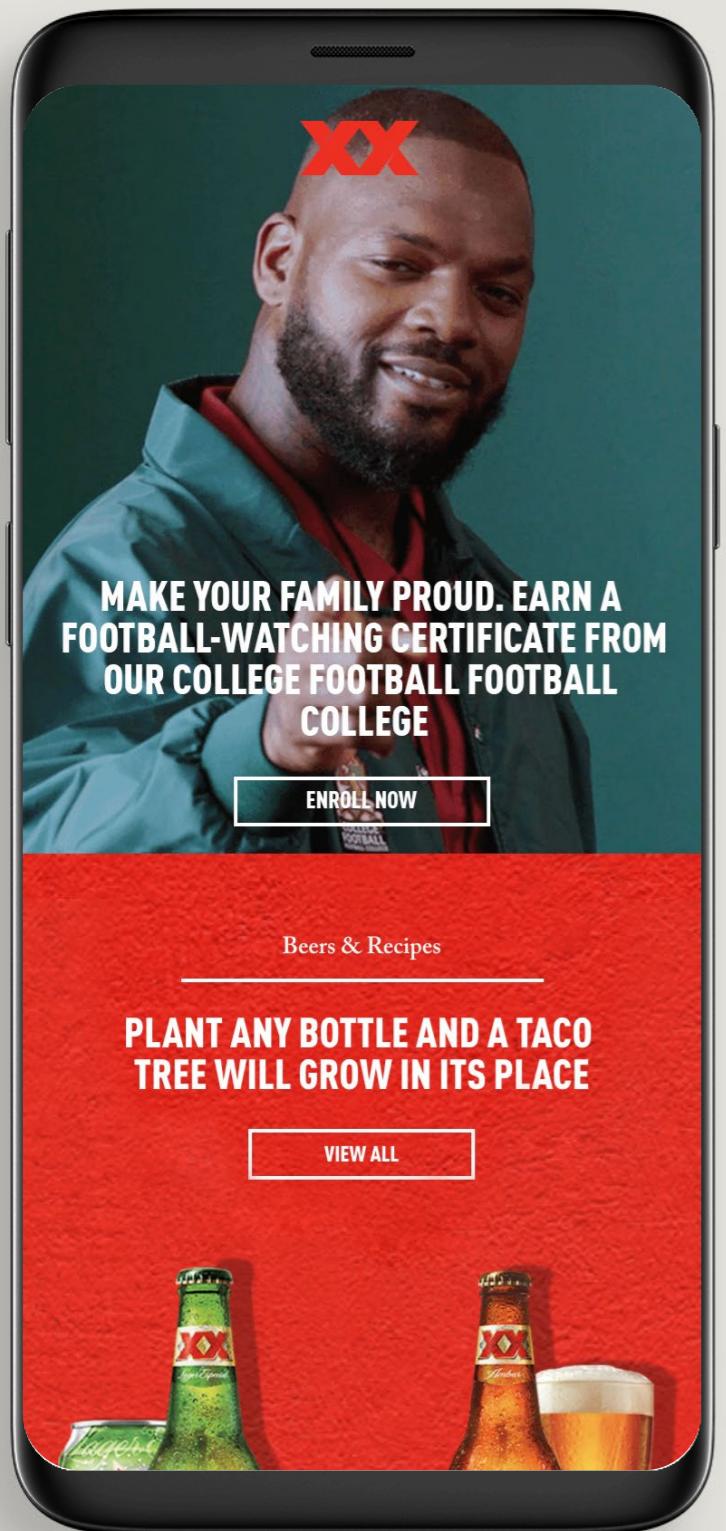
JOHN U. BACON

The author of eight books on the sport, John Bacon has been teaching college football for over ten years. He knows the sport like the back of his hand. And now, you can get a taste of the class that has the longest wait-time on campus without turning off the game or putting down your Dos Equis. He literally wrote the book on football, and will transform you from a fan who's yelling nonsense at their television into someone who's yelling at an expert level.

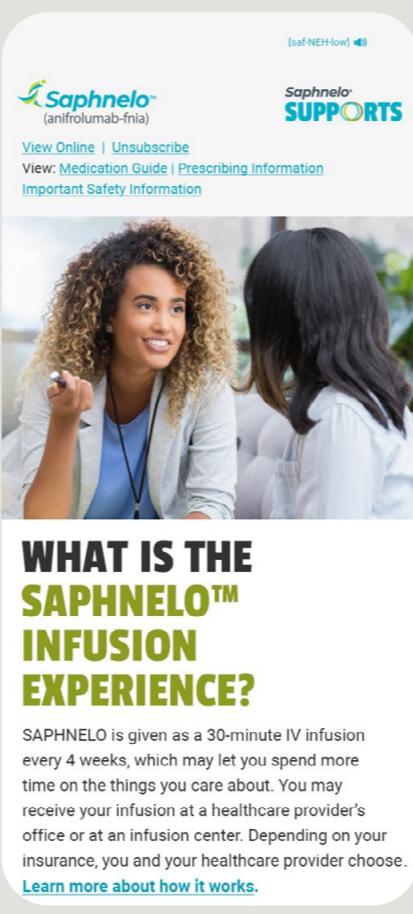
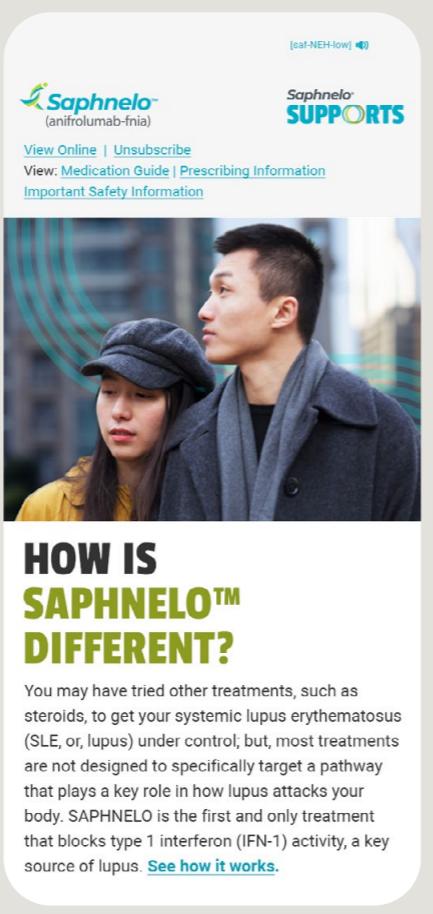
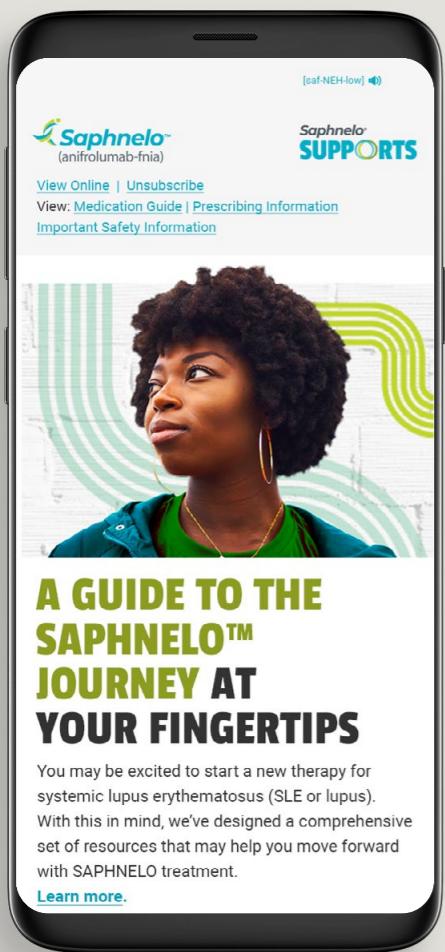
WATCH LESSONS

COLLEGE FOOTBALL
FOOTBALL COLLEGE

Dos Equis college football campaign



Saphnelo UI and visual system



A desktop browser window titled "Saphnelo SUPPORTS". The main heading is "A GUIDE TO THE SAPHNELO™ JOURNEY AT YOUR FINGERTIPS". Below the heading, a paragraph explains the purpose of the guide and provides a link to "Learn more". To the right, there is a large image of a woman with curly hair looking upwards. Below the main heading, there is a section titled "WHY SAPHNELO MAY BE RIGHT FOR YOU" with a photo of a smiling woman and a bulleted list of benefits. At the bottom, there is a section titled "WHAT YOU CAN EXPECT" with a list of frequently asked questions.

Style Guide: Saphnelo CC Emails. US-51315-8

COLORS:



HEADLINES:

**PASSION ONE REGULAR 38/36PT
#333333; #8D9C21 FOR EMPHASIS**

PARAGRAPH:

Roboto Regular 12/18pt #333333

FOOTER:

Roboto 11/14pt, #FFFFFF

Header:



05/05/2021

INFOGRAPHICS MODULES:



CTA MODULE:



CTA BUTTON:

PASSION ONE 18PT, TRACKING=100 >

Background: #009FB8



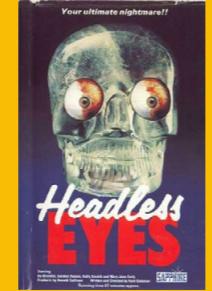
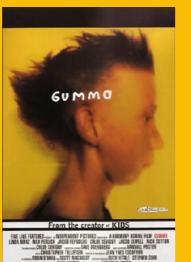
WHAT YOU CAN EXPECT

You may have a lot of questions when starting a new treatment, and we've got your back. Frequently asked questions may include:

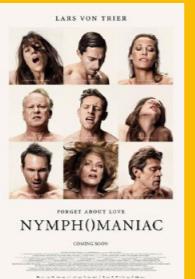
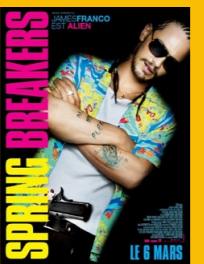
- How will I know SAPHNELO is working?
- When may I expect to see or feel improvements?
- How often will I receive SAPHNELO?
- Are there side effects I should look out for?
- How often should I check in with my healthcare provider after I start treatment?

Although you should always discuss any concerns you have with your healthcare provider, the SAPHNELO treatment guide provides a broad overview of what you may expect.





My Collection



Sort by

Most Loved

Most Hated

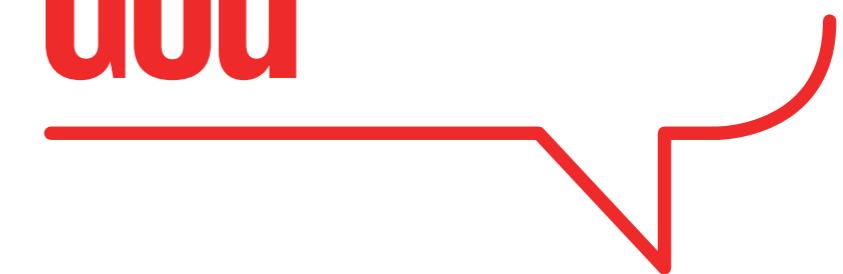
Matt Damon wastes everyone's time by being a dumb ass in need of rescuing

Scarlett Johansson movies with "Ghost" in the title that feature no ghosts

Jake Gyllenhaal movies ranked by how much he creeps everyone tf out

Budget

Lynch is officially God

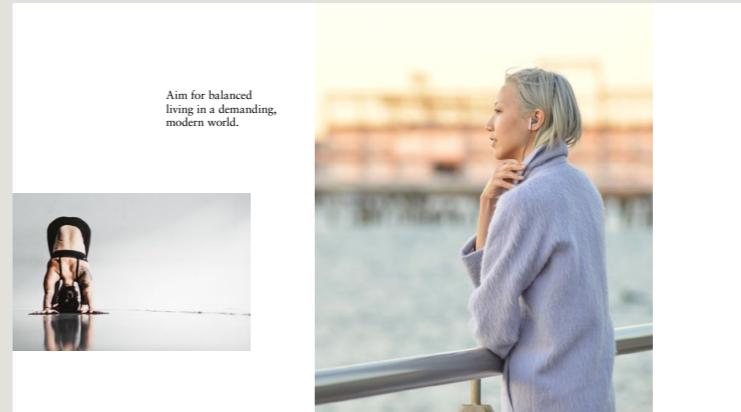


Dennis 'Kaos' Kaun DJ & Producer, Berlin

Caeden brand and design direction



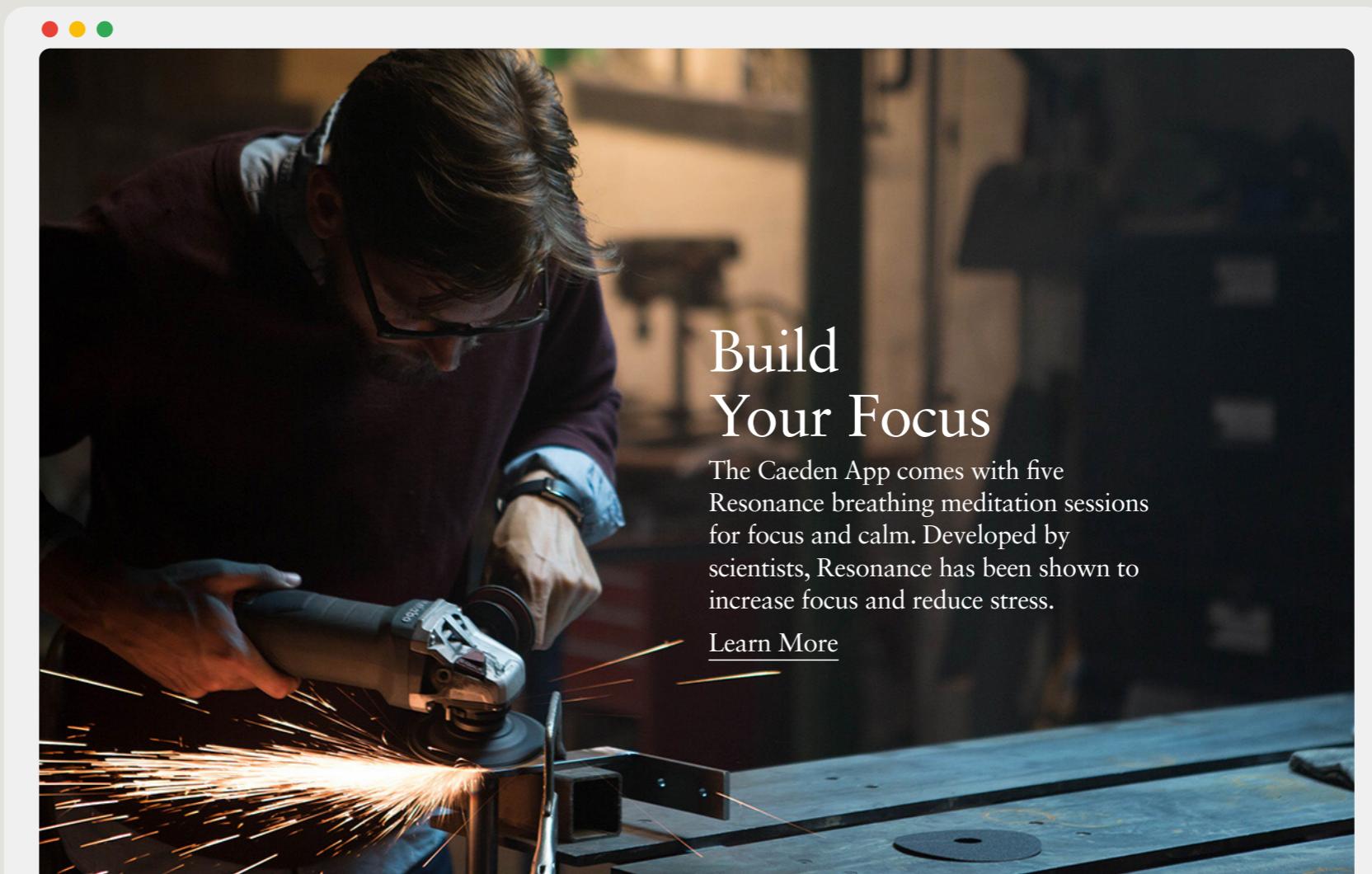
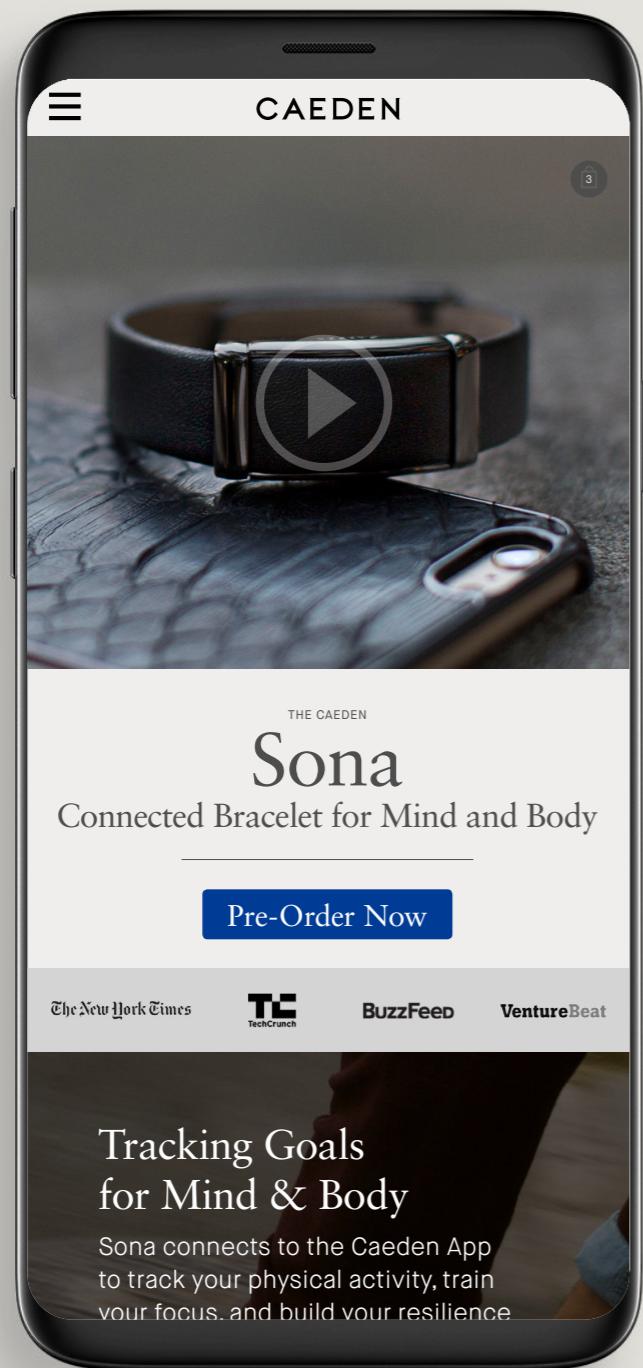
Creative, driven individuals who influence the world around them.



Sabon Maison Neue

Old-style serif typeface designed by the German born typographer Jan Tschichold from 1964-67 as a font to modernize the classics and hone each letter's fine details.

A functional typeface with roots in an nonfunctional ideology, straddling geometric principles and usability in a peculiar, but pleasurable, and highly contemporary, design.



Sona Connected Bracelet

Wearable technology to optimize mind and body performance. Connects to the Caeden App to help you achieve your wellness goals. For iOS.

Select a Size:

Small/Med circumference 5-7.5"	Med/Large circumference 7.5-10"
-----------------------------------	------------------------------------

Select a Color:

Rose Gold	Gold	Gunmetal
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\$149

Add to Cart

Pre-Order now for \$149

MSRP \$199.99

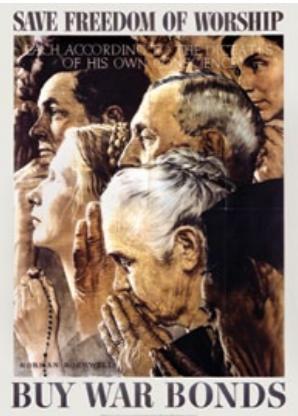
Ships in June



The website for Art Against Displacement features a large, bold title "Art Against Displacement" in the center. To its right is a "ABOUT" section containing a detailed paragraph about the group's mission and history. On the far right, there are language selection buttons for "EN", "ES", and "中文". Below the "ABOUT" section is a callout for the "Coalition to Protect Chinatown & the Lower East Side" and the "Chinatown Working Group's Rezoning Plan". Contact information is provided, along with social media links for Twitter, Instagram, and Are.na. At the bottom of the page are three promotional graphics for voter registration:

- Elecciones Municipales Tu voz cuenta!** (Municipal Elections Your voice counts!) in Spanish. It includes a call to "Registrarse para votar" (Register to vote) by October 13th, and a link to "En línea en dmv.ny.gov".
- 紐約選民登記十月十三日** (New York Voter Registration October 13th) in Chinese. It features a cartoon character and the "Art Against Displacement" logo.
- Elecciones Municipales Tu voz cuenta!** (Municipal Elections Your voice counts!) in Spanish. It includes a call to "Registrarse para votar" (Register to vote) by October 13th.

1000 People



Art in America

12 issues—only \$34⁹⁵!

- I prefer 24 issues for \$64.95, a savings of \$167 off the cover price.
- Send me 12 issues for \$34.95, a savings of \$81 off the cover price.

Name _____

Address _____ Apt. _____

City _____ State _____ Zip _____

email _____

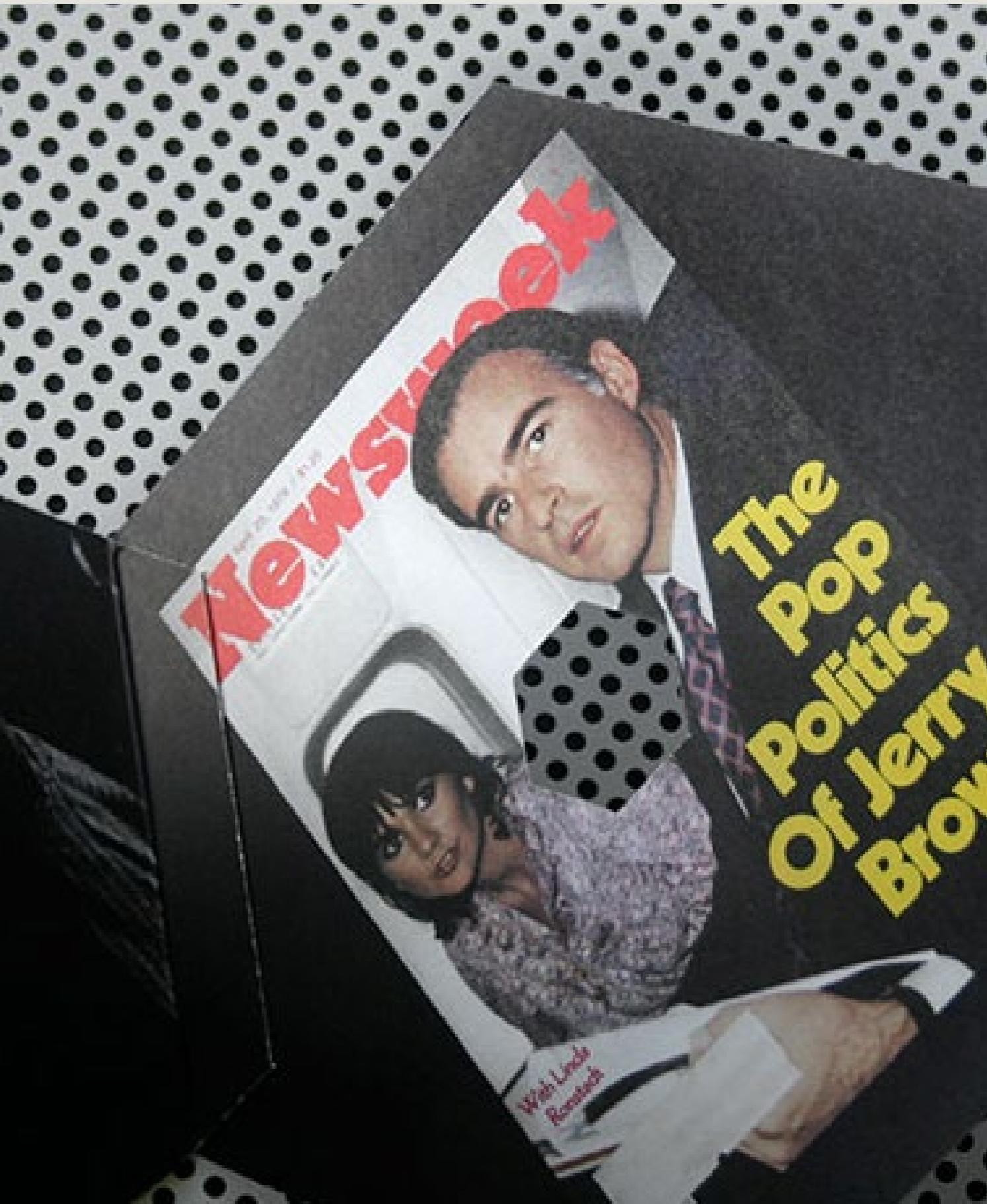
- Payment enclosed
- Bill me later

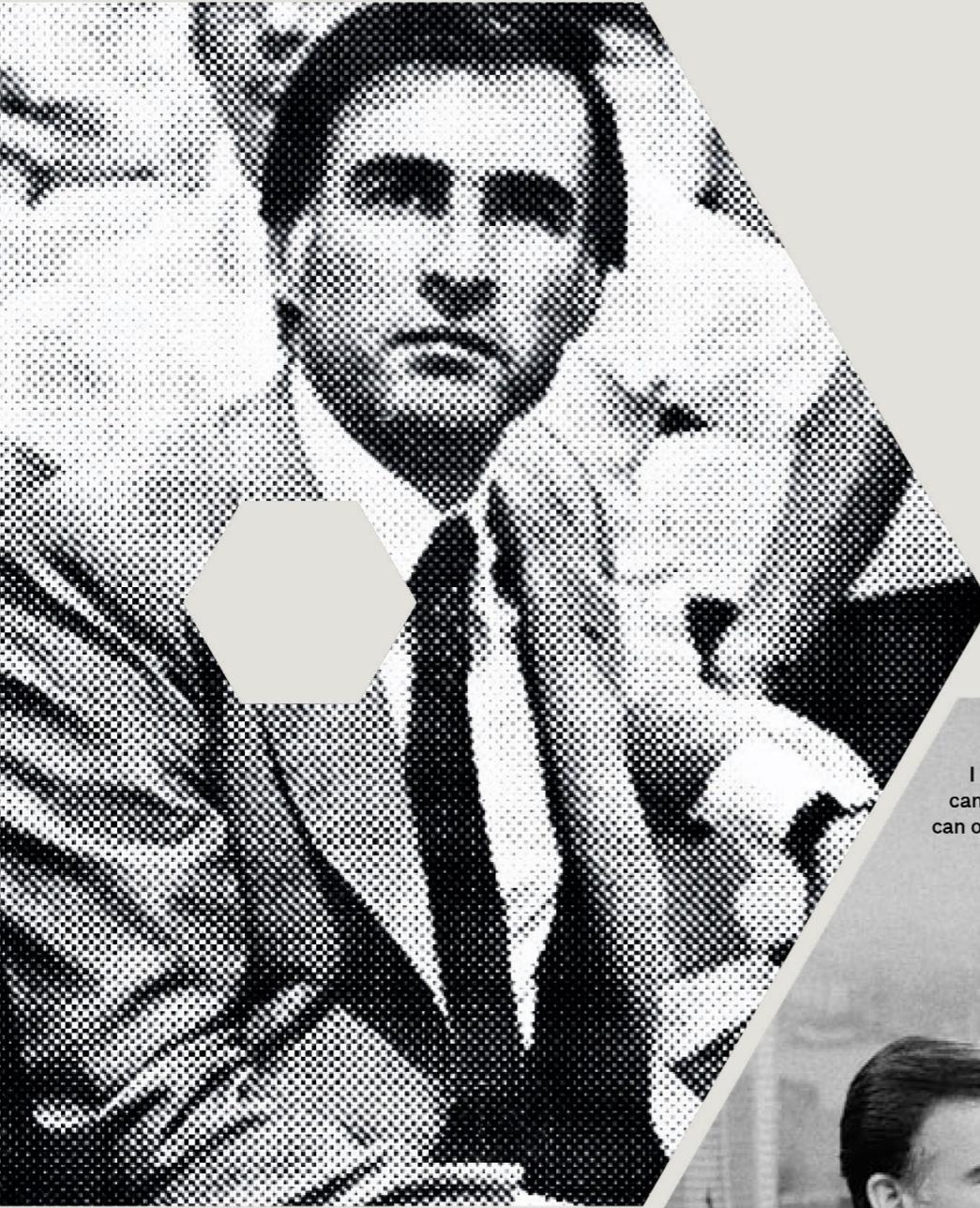
Canada subscriptions are \$79.95/year (includes GST). Foreign, \$95/year, payable in advance, in U.S. dollars. Allow 6-8 weeks for delivery of first issue.
Newsstand price is \$116/year. Art in America is published monthly, including the June/July double issue.

UCLA Department of Art announcement cards

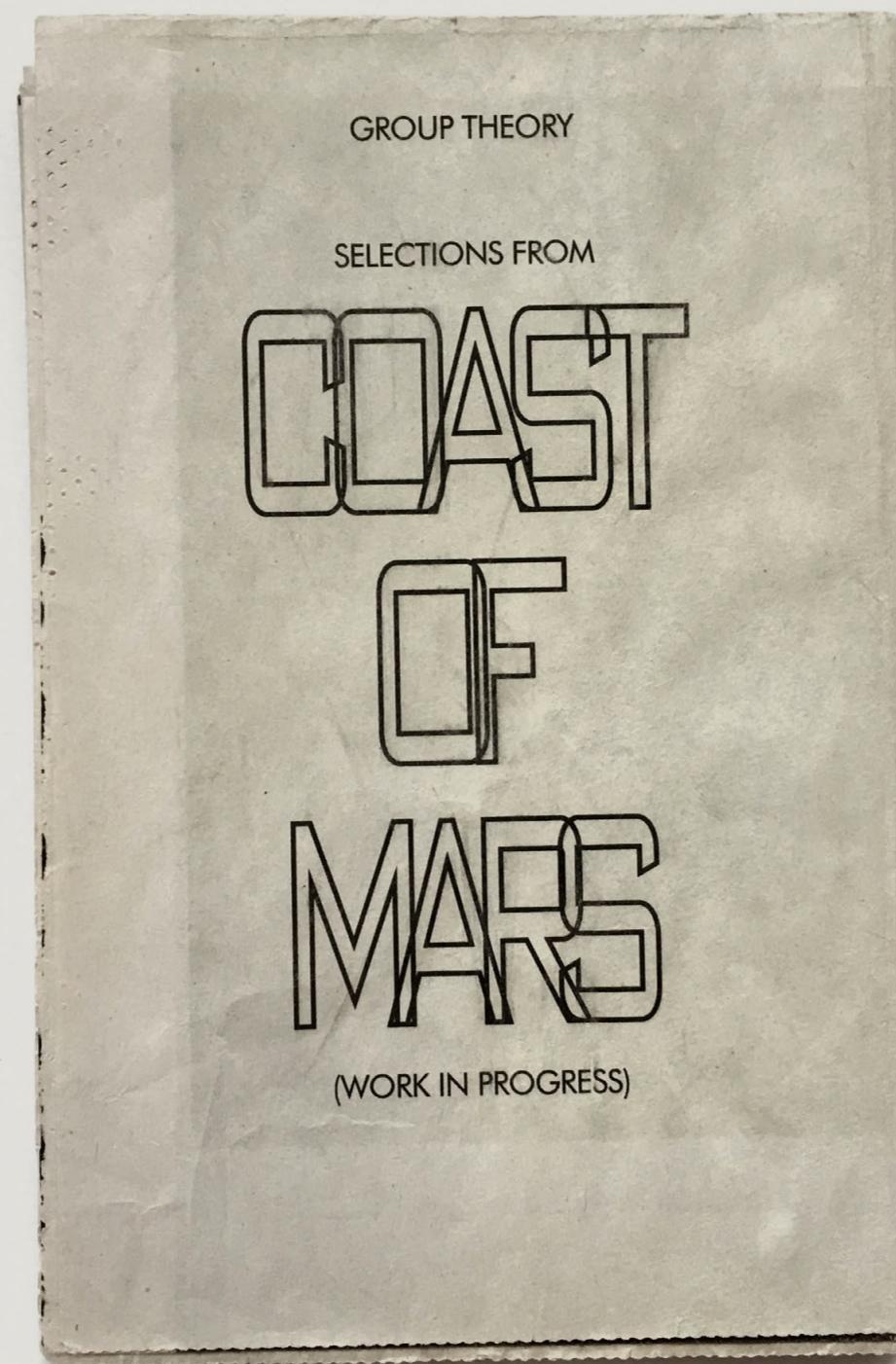


Doug Aitken artist book for Museum of Modern Art





I think we have to walk with humility.
I think we have to realize that our technology
can only take us so far; that our government
can only give us so much.



Coast of Mars theatrical script





