

Re

Brand

(un)

true to form

THEATRE FROM SCRATCH

UTF Rebrand 2019, By Zev Pogrebin

Color Scheme Prototype

#ca1700

#f3b3a6

#c4b1ae

#119da4

#003459



(un)true

A decorative graphic consisting of a light gray circle with a diagonal line passing through its center. The line extends from the top right towards the bottom left, creating a large 'X' shape across the page.

to form



Quill in whitespace honors Bare Bodkin Logo

Proxima Nova Contrasts
handwriting style



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Unique gestures in the logo



Red Color Ties to previous graphics





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Fonts & Type

Bare Bodkin Has a New Name: *Untrue to form*

Can we all just agree as the greater design community to stop fucking talking about Comic Sans altogether? It's getting fucking old. Make your work consistent but not fucking predictable. Respect your fucking craft. Never let your guard down by thinking you're fucking good enough.

You can probably tell this is placeholder type

Widows and orphans are terrible fucking tragedies, both in real life and definitely in typography. Think about all the fucking possibilities. Dedicate yourself to lifelong fucking learning.

I: This is a subheading

Must-do is a good fucking master. Design is all about fucking relationships—the relationship of form and content, the relationship of elements, the relationship of designer and user. Sometimes it is appropriate to place various typographic elements on the outside of the fucking left margin of text to maintain a strong vertical axis. This practice is referred to as exdenting and is most often used with bullets and quotations. This design is fucking brilliant. Don't fucking lie to yourself. You need to sit down and sketch more fucking ideas because stalking your ex on facebook isn't going to get you anywhere.

Make your work consistent but not fucking predictable. Don't worry about what other people fucking think. Learn from fucking criticism. Can we all just agree as the greater design community to stop fucking talking about Comic Sans altogether? It's getting fucking old. Never let your guard down by thinking you're fucking good enough. Form follows fucking function.

II: Source sans is Highly Versatile

Don't get hung up on things that don't fucking work. Don't get hung up on things that don't fucking work. You need to sit down and sketch more fucking ideas because stalking your ex on facebook isn't going to get you anywhere. Don't get hung up on things that don't fucking work. The graphic designer's first fucking consideration is always the size and shape of the format, whether for the printed page or for digital display. Sometimes it is appropriate to place various typographic elements on the outside of the fucking left margin of text to maintain a strong vertical axis. This practice is referred to as exdenting and is most often used with bullets and quotations. Someday is not a fucking day of the week. If you fucking give up, you will achieve nothing.

To go partway is easy, but mastering anything requires hard fucking work. Remember it's

called the creative process, it's not the creative fucking moment. Respect your fucking craft. Respect your fucking craft. When you sit down to work, external critics aren't the enemy. It's you who you must to fight against to do great fucking work. You must overcome yourself. Saul Bass on failure: Failure is built into creativity... the creative act involves this element of 'newness' and 'experimentalism,' then one must expect and accept the fucking possibility of failure. You need to sit down and sketch more fucking ideas because stalking your ex on facebook isn't going to get you anywhere.

III: It has many weights, allowing for a variety of styles that harmonize with each other

Your rapidograph pens are fucking dried up, the x-acto blades in your bag are rusty, and your mind is dull. Stop clicking your mouse, get messy, go back to the basics and make something fucking original. What's important is the fucking drive to see a project through no matter what. Saul Bass on failure: Failure is built into creativity... the creative act involves this element of 'newness' and 'experimentalism,' then one must expect and accept the fucking possibility of failure. The graphic designer's first fucking consideration is always the size and shape of the format, whether for the printed page or for digital display.

Learn from fucking criticism. If you fucking give up, you will achieve nothing. A good fucking composition is the result

of a hierarchy consisting of clearly contrasting elements set with distinct alignments containing irregular intervals of negative space. Make your work consistent but not fucking predictable. Must-do is a good fucking master. Why are you fucking reading all of this? Get back to work. When you sit down to work, external critics aren't the enemy. It's you who you must to fight against to do great fucking work. You must overcome yourself. Practice won't get you anywhere if you mindlessly fucking practice the same thing. Change only occurs when you work deliberately with purpose toward a goal.

IV: In the future, we can also select a font for decorative features

The details are not the details. They make the fucking design. If you're not being fucking honest with yourself how could you ever hope to communicate something meaningful to someone else? When you design, you have to draw on your own fucking life experiences. If it's not something you would want to read/look at/use then why fucking bother? Saul Bass on failure: Failure is built into creativity... the creative act involves this element of 'newness' and 'experimentalism,' then one must expect and accept the fucking possibility of failure. Don't get hung up on things that don't fucking work.

Why are you fucking reading all of this? Get back to work. To surpass others is fucking tough, if you only do as you

This is a caption with a bunch of captioney shit in it

Now, obviously UTF will never put out a publication like this, but we want the type that we select to be able to be used in this manner.

“*Maybe even a quote or something*”

are told you don't have it in you to succeed. Paul Rand once said, “The public is more familiar with bad fucking design than good design. It is, in effect, conditioned to prefer bad design, because that is what it lives with. The new becomes threatening, the old reassuring.” If you fucking give up, you will achieve nothing. Design as if your fucking life depended on it. Think about all the fucking possibilities. To go partway is easy, but mastering anything requires hard fucking work. You need to sit down and sketch more fucking ideas because stalking your ex on facebook isn't going to get you anywhere.

In a website, the layout would be different but the overall language would be the same

Someday is not a fucking day of the week. Respect your fucking craft. You won't get good at anything by doing it a lot fucking aimlessly. You need to sit down and sketch more fucking ideas because stalking your ex on facebook isn't going to get you anywhere. When you design, you have to draw on your own fucking life experiences. If it's not something you would want to read/look at/use then why fucking bother? Don't fucking lie to yourself.

Don't get hung up on things that don't fucking work. Make your work consistent but not fucking predictable. Design is all about fucking relationships—the relationship of form and content, the relationship of elements, the relationship of designer and user. To go partway is easy, but mastering anything requires hard fucking work. You are not your fucking work. Use your fucking hands. Never, never assume that what you have achieved is fucking good enough.

When you sit down to work, external critics aren't the enemy. It's you who you must to fight against to do great fucking work. You must overcome yourself. Fuck. Don't fucking lie to yourself. Fuck. The details are not the details. They make the fucking design. Respect your fucking craft. The graphic designer's first fucking consideration is always the size and shape of the format, whether for the printed page or

THE ISLAND

Are you getting sad hearing about his poor sick family? Do you want other people to lose five hundred for a glossy slip of paper so that little Phillip gets an insulin pump or whatever pathetic instrument he needed? A flute?

MAN

I can't help you

WOMAN

Can't you?

THE ISLAND

Think about at your death how many lyrics you'll have been singing wrong throughout your life and never learned what the correct lyrics were. You don't even know that lyrics you were singing were completely wrong and you never will

WOMAN

I'm waiting.

MAN

Why

THE ISLAND

Think about how much easier it is to never take a political stance and work for change than take one and risk it being the wrong one in ten years

WOMAN

This can be your good deed for the year

THE ISLAND

Think about how when homeless people die it's probably a little bit before someone realizes they're dead and the city takes their body. Think about how many dead homeless people you walk by on the street during a year in

Good deed, I misspoke

THE ISLAND

Think about all the people walking around whose highlight of their day is seeing OTHER people's kids or OTHER people's dogs
How does that make you feel? Sad? And it's cold outside. And everyone's a fat tourist. Not all the tourists are fat, but you just body shamed all tourists. And how does that feel? So sad seems appropriate

MAN

Please leave.

WOMAN

I'm not bothering anyone

THE ISLAND

Are you getting sad hearing about his poor sick family? Do you want other people to lose five hundred for a glossy slip of paper so that little Phillip gets an insulin pump or whatever pathetic instrument he needed? A flute?

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*Example Text from
"We're Here." By
Megan Rivkin (UTF
President) Produced
in 2019*

