

Brand Guidelines



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Design Proposal

The Client:

The client for this project is biomedical engineering professor, David Sept, and the Ann Arbor/University of Michigan branch of Institutional Research and Academic Career Development Awards (IRACDA). This organization focuses on preparing post-doctoral students involved in the biomedical field to become professors. It provides them with mentorship and the opportunity to develop the skills necessary to take on the role of a professor such as communication and teaching skills. In summary, within this collaborative network they train the next professors to be the best teachers.

The annual conference for this organization will be taking place in Ann Arbor the summer of 2019, for which the University of Michigan IRACDA program is asking for a visual identity and branding strategy. They would like this new identity to represent IRACDA as a whole in tandem with Ann Arbor. Through the communicative lens of the biomedical field, they would like to emphasize concepts which both define the host city and the four pillars of IRACDA: Research, Teaching, Diversity and Mentoring. Overall, the program would like an identity which communicates inspiration, believability, and makes the enterprise work.

The Audience:

This branding strategy will be utilized by the members of the 23 IRACDA programs around the United States. This consists of both fellows and mentors, all from the field of biomedicine with varying levels of expertise and education in their field. There are typically 350 mentors and fellows attending this annual national conference. The goal of this conference is to create a highly collaborative network of individuals while fostering learning and development of skills from one another. It is very much an exchange of knowledge within a shared field and common goal. This collaborative nature of the conference creates a familial aspect among the audience and strikes a chord in between formality and informality regarding the tone of the conference and audience.

Project Goals:

The client brought up initial ideas of developing an identity consistent with the past conferences to be geographically focused in relation to the host state. While I believe that a certain level of consistency should be maintained, the level of freedom and aesthetic variation observed in the branding of past conferences lends itself to an identity which resonates more strongly with the mission of the organization itself.

By shifting the design idea from prioritizing the host city to simultaneously conveying the essence of the organization, will allow representation of the core idea of the conference and IRACDA, as its focus is the coming together of great minds, through the secondary lens of the city in which it takes place. The actions of IRACDA are the most important signifiers, and will allow this identity to work across different levels for the different aspects of the conference.

The goal of my proposed identity will be to capitalize on the four pillars of IRACDA, allowing them to be the driving force in my design process. Themes of collaboration, communication, and advancement will be addressed through the new visual identity.

There will be a continuity between all components developed within the brand identity. Additionally, quality of materials (sustainability), mobility, and design aesthetic clarity will be prioritized in the final design.

Process:

The four pillars of Research, Teaching, Diversity and Mentoring, will serve as the primary inspiration for my design process. These pillars individually as well as areas where they intersect will be essential to developing a design solution.

How this identity will appear at multiple scales and on a variety of conference materials such as bags, name badges, booklets, t-shirts, and signage will be strongly considered during the design process.

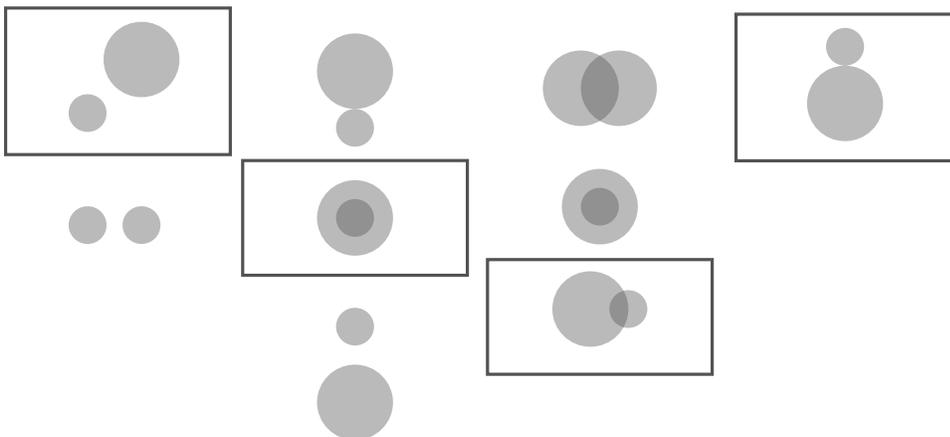
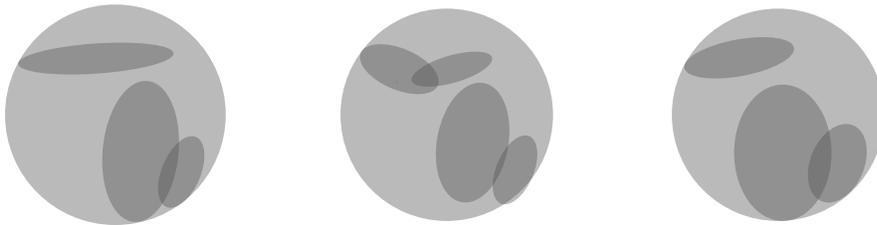
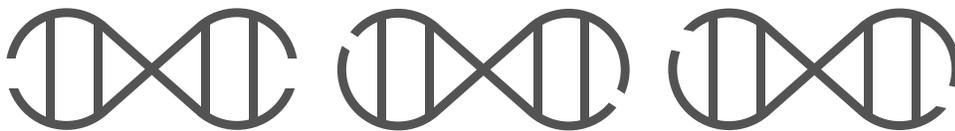
Executive Summary

IRACDA serves as a teaching resource for postdoctoral students in the biomedical community across the United States, fostering a collaboration of great minds and constant discovery of learning. Within the visual identity, the typography, geometric icons, and minimalistic application provides a clean, modern aesthetic appropriate for this biomedical conference. This aesthetic is coupled with a bright color palette used in full bleeds across the different visual materials to capture the familial atmosphere of the conference.

Inclusivity serves as a driving factor throughout the identity by inspiring a characteristic variability in color choice and symbolic meaning behind the design. The identity is representative not only of what IRACDA stands for and the opportunities it fosters, but the people behind the organization and the rich youthful and cultural experiences the host city of Ann Arbor has to offer.

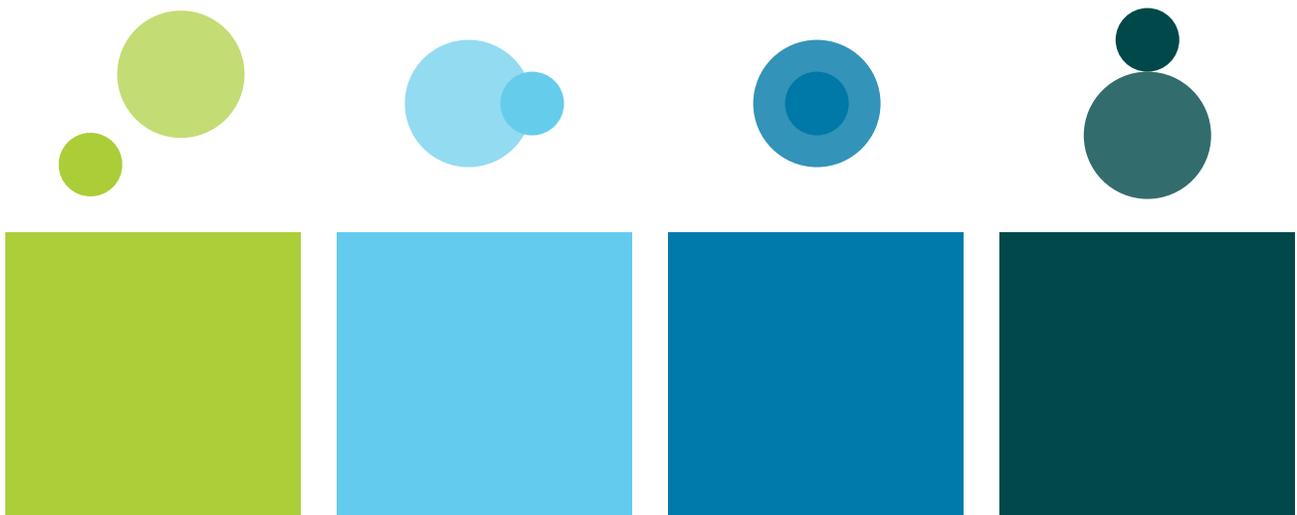
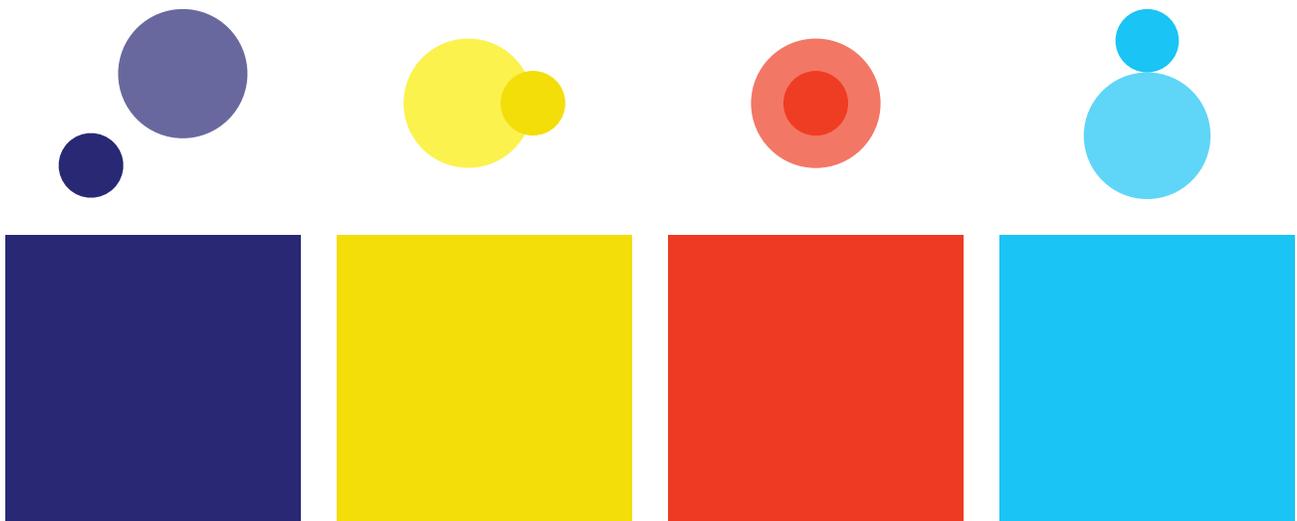
Digital Iterations

After sketching, I narrowed down my visual approach, exploring select ideas digitally. This included a concept of the double helix manifested as the infinity sign, seen as IRACDA's continuous exchange of knowledge. I also refined a concept consisting of four elements combining to create a single entity of Michigan like the four pillars creating IRACDA. Lastly, led by a cellular influence, I investigated how the four pillars can be depicted symbolically using geometric forms in guiding ways.



Color

With regard to color, I focused on a scientific-based color palette inspired by heat maps, and to pay homage to the host state of Michigan, a color palette inspired by deep earth tones of the trees and the Great Lakes.



Typography

I considered clean sans serif typefaces to emulate the modern and clean feel requested by the client. Furthermore, I chose fonts which have a strong geometric influence and circular “C” to mirror the circular forms within the logomark.

IRACDA

Avenir

IRACDA

Circular Std

IRACDA

Gill Sans

IRACDA

Keep Calm

IRACDA

Lato

IRACDA

Montserrat

IRACDA

Raleway

IRACDA

Soleil

Primary Logo

The circular icons of the logo formally symbolize each of the four pillars in an abstract way, allowing attendees to connect these elements to their work through the conference. The result is an identity which is recognizable and clean while offering bright splashes of color to highlight the familial nature, inclusive culture and relationships formed at the conference. Additionally, the vibrancy and variability of color that this identity provides reflects the youthfulness of the Ann Arbor area.



Ann Arbor 2019

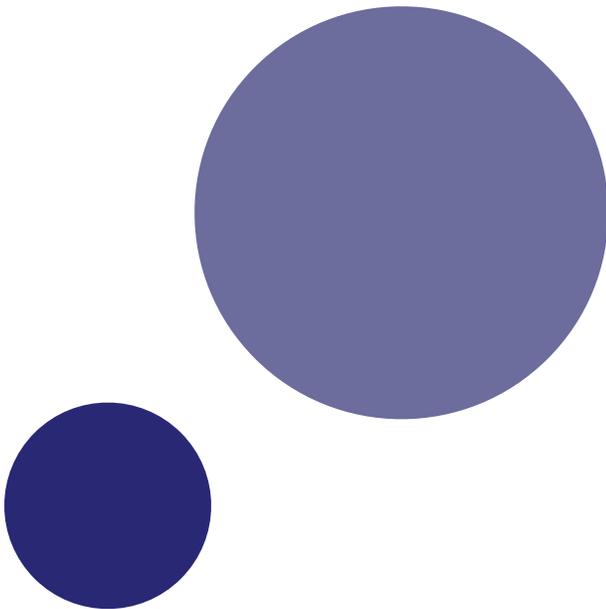


IRACDA

Ann Arbor 2019

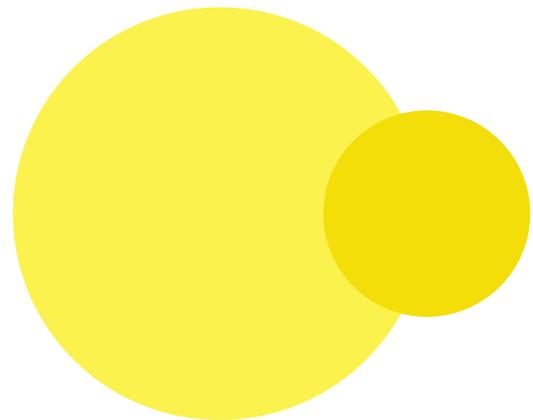
Icons

The icons created for each pillar of the IRACDA organization are at the forefront of the visual identity and keep these values at the core of the organization. The four pillars encapsulate the goals and mission of the organization best, ideal for visually representing the identity of the conference. Forming each pillar out of the same two circles demonstrates how each individual has the opportunity to experience each of the four pillars.



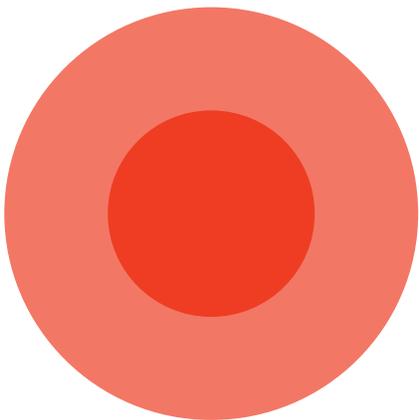
Research

The research icon is reminiscent of the form of a thought bubble, symbolic of the investigative mindset and constant search for knowledge in the process of research.



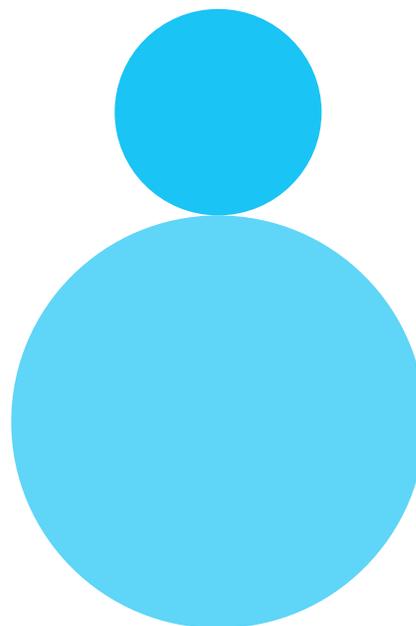
Teaching

The two circles overlapping in the teaching icon exemplify the interdisciplinary aspect of the academics and experiences encapsulated in the IRACDA organization.



Diversity

The small circle centered in the larger circle in the diversity icon is representative of the intersectionality and inclusivity of identities which IRACDA embraces.



Mentoring

Within the mentoring icon, the large circle is seen supporting the small circle. It highlights the elements of leadership and guidance within the mentor-fellow relationships fostered in IRACDA.

Logo Variations

The pillar icons can be combined in different combinations to create a more compact and linear logo design. The resulting clustered icon can be used as a pattern for other applications throughout the identity. To be scalable, the font size ratio is reduced to maintain legibility at small sizes.



Small Scale Logo & Minimum Size

25.572 px

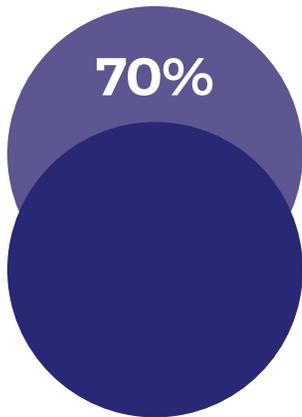


Reverse Logos

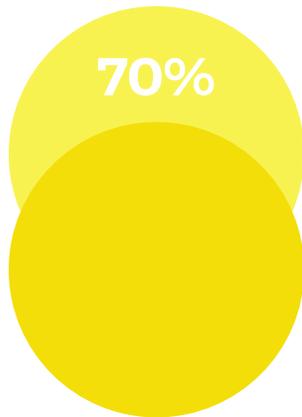


Color Palette

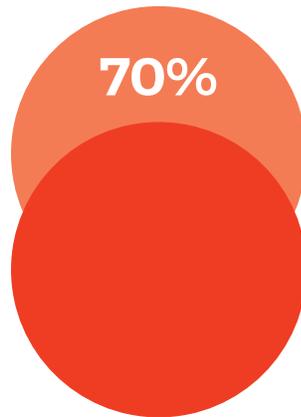
Biomedical-inspired, the warm, bright nature of the four colors and their 70% opacities capture the familial atmosphere of the IRACDA conference. Each color is distinct from one another, valuing the inclusivity of the unique perspectives and identities of each member the organization. Purple is maximized when possible. White may also be used in reverse logo variations.



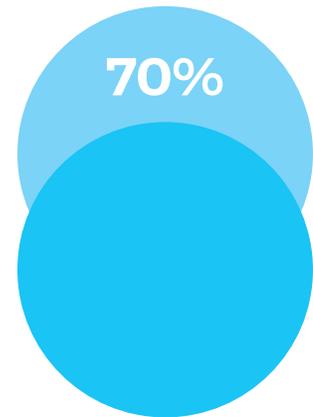
Pantone 2372 C
#282875
R41 G40 B117
C100 M99 Y11 K17



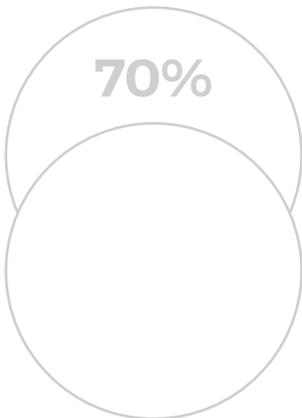
Pantone 3955 C
#F3DE09
R243 G222 B9
C7 M6 Y100 K0



Pantone Bright Red C
#EF3D23
R239 G61 B35
C0 M91 Y100 K0



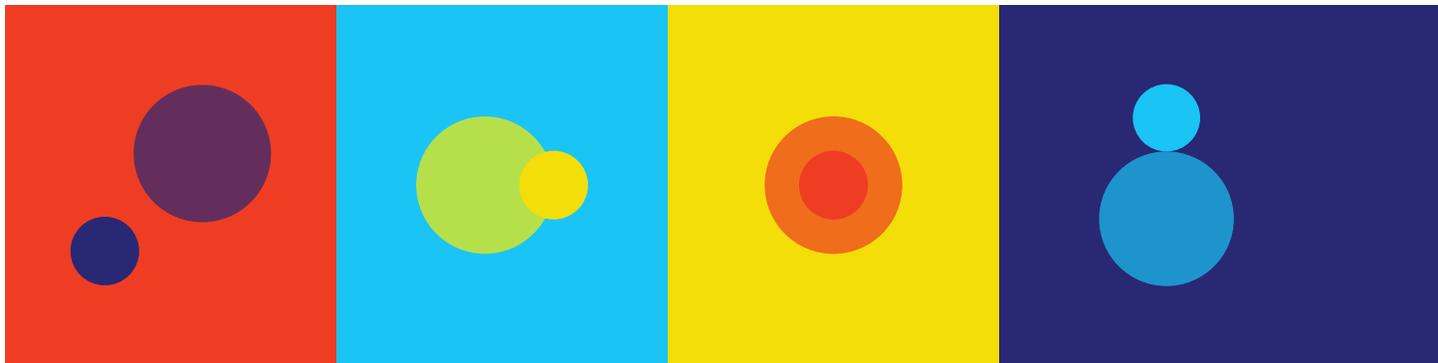
Pantone P 115-6 C
#1AC4F4
R26 G196 B244
C65 M0 Y0 K0



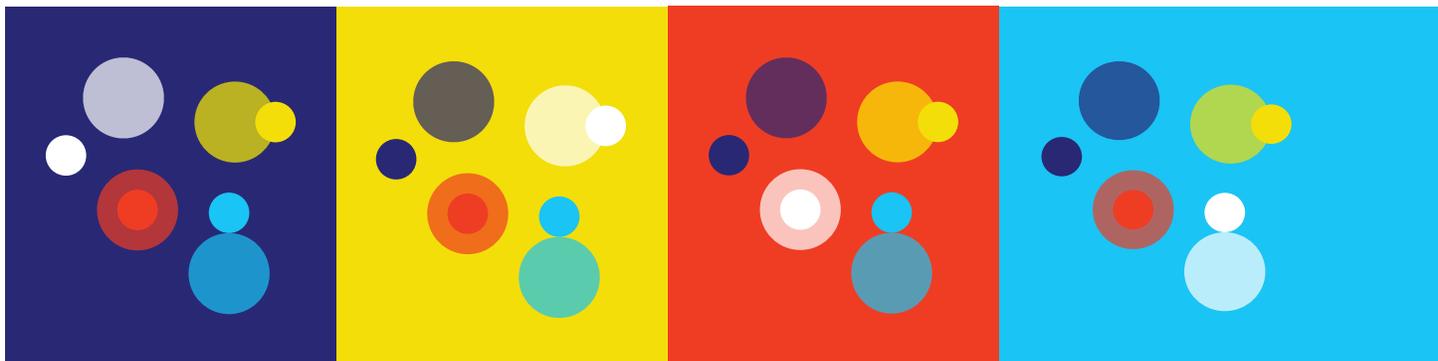
Pantone P 1-1 C
#FFFFFF
R255 G255 B255
C0 M0 Y0 K0

Color Usage

Each pillar icon has an assigned color background on which it should be used when applied individually. The research icon is placed on red, teaching on blue, diversity on yellow, and mentoring on purple. These rules give a consistency when all four colors are not present.



When the clustered or linear logomark is used on another color, the icon within the logomark that is the same as the background is changed to white.



Typography

Montserrat provides a clean, modern aesthetic which not only mimics the circular geometry of the pillar icons, but additionally strikes a nice balance between the clean, modern aesthetic and familial, playful appearance.

Montserrat Bold

**Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj
Kk Ll Mm Nn Oo Pp Qq Rr Ss
Tt Uu Vv Ww Xx Yy Zz**

Montserrat Bold

Montserrat SemiBold

Montserrat Medium

Montserrat Regular

Hierarchy

Montserrat SemiBold
Title Text

IRACDA

Montserrat Bold
Subtitle Text

Ann Arbor 2019

Montserrat Medium
Application/Digital Body Copy

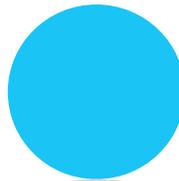
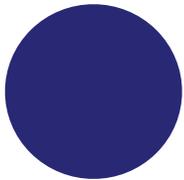
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat.

Montserrat Regular
Print Body Copy

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat.

Photography

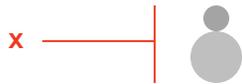
When photography is used within the identity, it should be applied within the frame of the larger circle of the pillar icons. The icons should be kept at a large scale. Colorful images capturing the city of Ann Arbor are favored in promotional materials.



Architectural Grid

The logo is required to have an exclusion zone the size of the height of the mentoring icon on all sides of the mark. Other elements should not invade this space.

Exclusion Zone



Logo Misuse

These examples demonstrate how the identity should not be applied or manipulated. To preserve the visual identity of the IRACDA conference, do not alter the logo beyond what is outlined in these guidelines.



Do not rotate the pillar icon.



Do not rotate the logo.



Do not distort or warp the logo.



Do not outline the logo.



Do not stack the pillar icon and the logo text.



Do not change the placement or the order of the pillar icons.

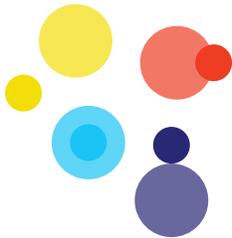


Do not pair the colored variation with the white variation.

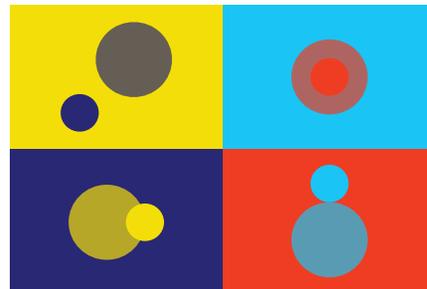


When using the colored variation, do not change the pillar icon from its multi-colored version.

Color Misuse



Do not change the assigned colors of the pillar icons.



Do not change the paired background colors for their corresponding pillar icons.



Do not change the logotype of the colored variation from purple.



Do not use colored text on a colored background.

Photography Misuse



Do not place photography in the smaller circle.



Do not place photography in both the large and small circles.

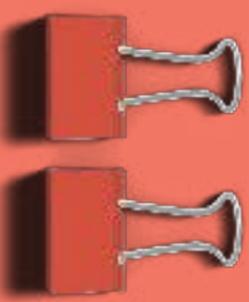
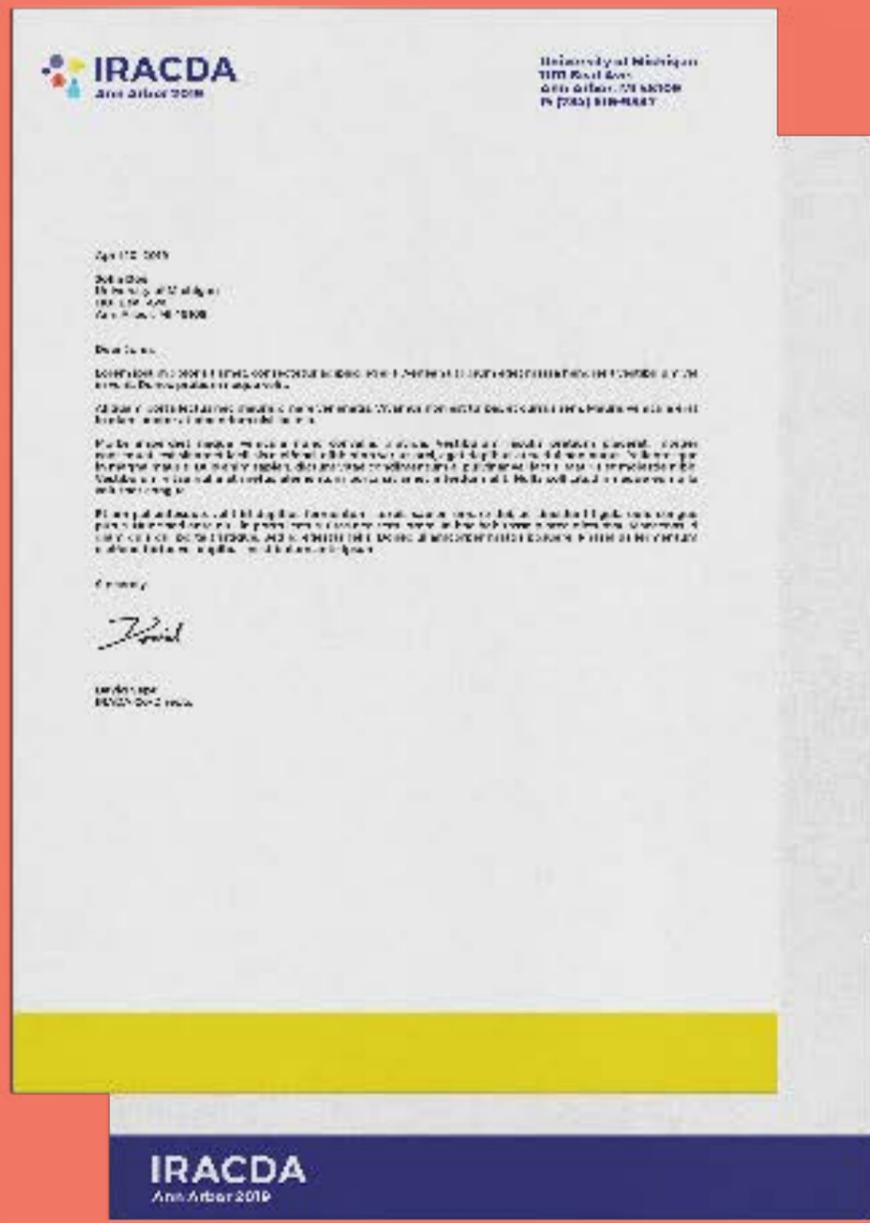
Stationery System

The stationery system consists of a variety of materials including a letterhead, business cards, and an envelope. To maintain cohesiveness, a marriage of solid washes of color and white backgrounds with the colored logo and purple text are used across all materials.

Business Cards

The business cards are icon and color-coded to distinguish between the mentors and the fellows of the IRACDA organization. The purple cards with the research icons belong to the fellows and the blue cards with the mentoring icon belong to the mentors.





Stationary Extras

Additional takeaways such as stickers and pens were created to provide attendees with the option to express their IRACDA affiliation in a number of ways. The mailing label has a splash of blue around the border to make it stand out among the packaging when applied.

Sticker



Mailing Label



Pens



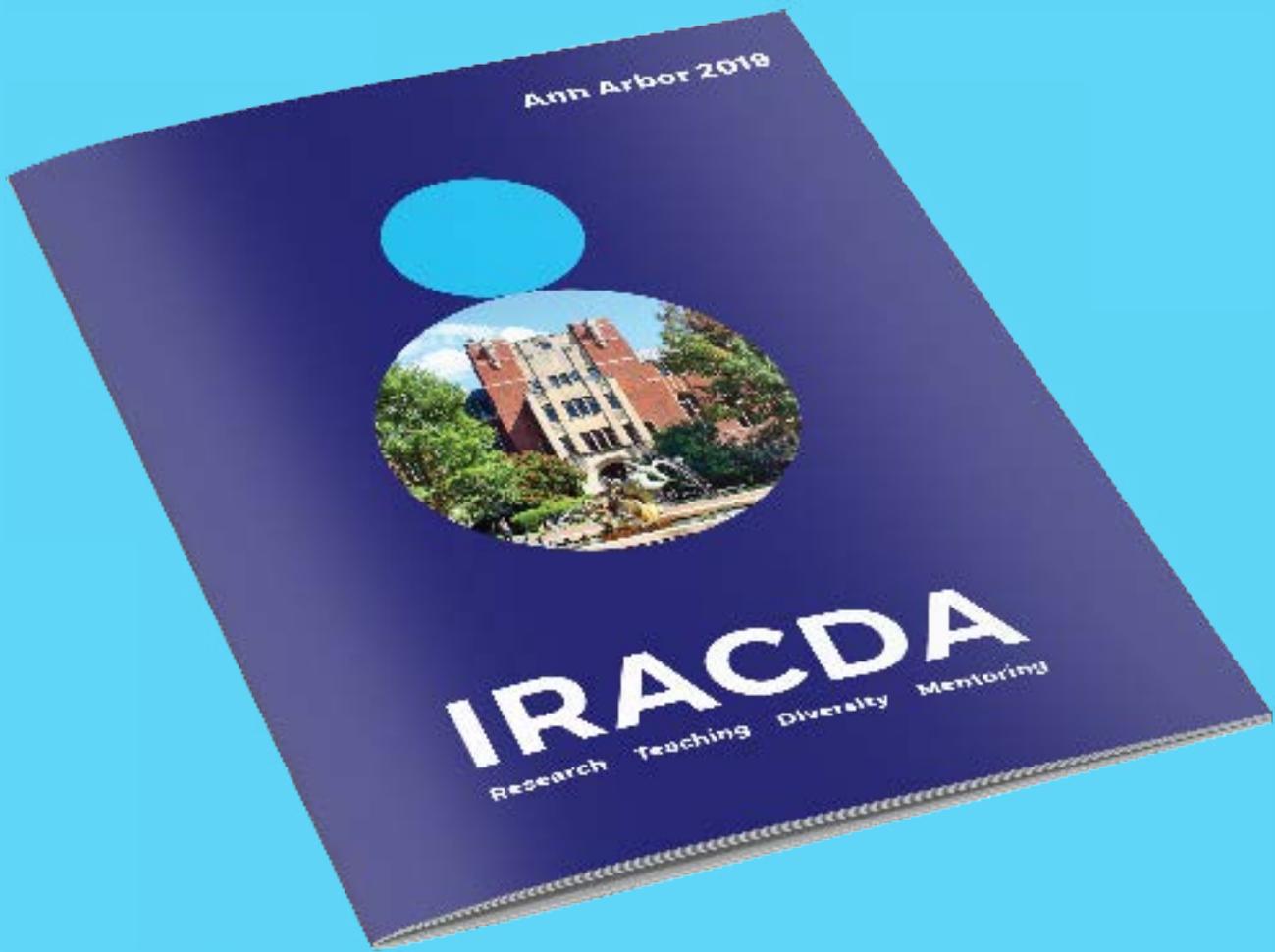
Folder

The folder is created to organize the various paperwork, business cards and program received while at the conference. The blue color on the pockets of the folder maximize the visibility of the splash of color once papers are placed in the folder.



Program

The conference program is used to highlight information regarding the Ann Arbor area and events of the conference. Minimal stripes of color across the edges of the page mirrors the color usage among the stationary system. Photography is used in this more intimate application to provide a closer connection to the city of Ann Arbor.





Name Badge

Name, preferred pronouns, position and institution are to be included on the badge. However the first name should be the primary element within this design. A lanyard style badge is used to give an ease of mobility throughout the days of the conference. The badges come in different colors to add elements of uniqueness and fun among the members of the conference.





T-shirts

The T-shirts apply the same clean aesthetic as the other applications, but the logotype is removed to create a more graphically focused design. Purple shirts are given to the attendees, while blue shirts are worn by the conference staff to make them easily identifiable.



Tote Bags

The minimal design of the posters is carried over to the tote bags, providing them with the same iconic traits to display a recognizable affiliation with the conference.



Posters

The clustered logo poster is accompanied by two series's of posters highlighting each of the pillar icons and a giving variety of options. The design of the posters is kept bright and minimal to create an iconic and recognizable promotional campaign.





Signage

Like the posters, the signage has a minimalistic aesthetic. This allows both the colorful posters and signage to stand out against the surrounding architecture and collegiate environment.



Billboard



Street Banners



Posters



Bus Stop

Wayfinding

The wayfinding takes influence from the colored icon poster series. White space breaks up the colorful elements to make the information clear and easy to read. Welcome elements are treated consistently with reversed text on a stripe of color.



Banners



Transportation

The IRACDA bus will be used to transport attendees and staff from the airport and hotel to the conference events. The large scale pillar icons are designed to be recognizable from a distance and at speeds when the vehicle is in motion.



Digital Application

The web layout highlights the logo and ties together the fun elements of color and pattern while keeping the pillars as an important element. The pillar icon pattern decreases in scale and shifts outward from the screen to provide more white space to read the text as the screen decreases in size.



