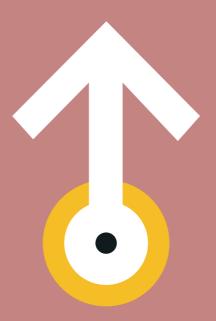
## I - Cork City

# How can I improve my community through visual identity?



Elisabeth Lammerschmidt Tigh Tuaithe Castleinch Ovens Co. Cork Ireland Email:

lisa@kreators.net

Web

www.kreators.net

Mobile:

+353 (0) 86 2668997

### **Contents**

- 4 Mood Board
- 4 Colour Palette
- 6 Type
- 10 Lettering and Symbolism as Visual Language for all Applications
- **16** Illustration Styles
- **22** Advertising
- **30** Inspiring Identities

still to come:

web

motion graphics

digital

clothing

environmental

packaging

marketing material

audio

My inspiration mood board.

work in progress

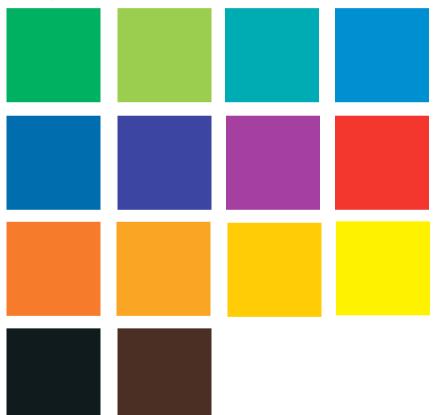
Mood Board

4

### **Colour Palette**

(Deriving from colour wheel see concept part 2)

Primary Colour Palette







Vista Sans and Vista Slab

### Type Choice - a Selection

The following typeface are the shortlist of fonts which could work as corporate font for I-Cork City according to its personality and identified attributes and values.

### Main typefaces shortlist:

- Vista Sans | Vista Slab
- FF Yoga Sans | FF Yoga Serif
- Museo | Museo Sans | Museo Slab
- Calluna Sans I Calluna Serif

#### **Complementary typefaces:**

- Phaeton
- Obre





### Font by Xavier Dupré

With its friendly quirks, Vista is a lot like Tarzana – another Emigre font – but succeeds everywhere Tarzana fails. The more distinctive glyphs feel harmonious with the rest of the font, never jarring. Gentle swashes and a large x-height make for a friendly sans that would work just right in so many settings.

Triang
Surya Nama
Hero
Downward Facing

FF Yoga Sans & FF Yoga Serif

Flying crow, cat, camel

COBRA POS

Unified the Physical, spirite Increasi ASHTANGA, HATH

#### Font by Xavier Dupré

Designed primarily for newspapers (though it will most certainly print well in numerous other environments). In the details it's sometimes idiosyncratic, or downright odd; but those details are not a type designer's whim – instead they work together to fulfill a purpose: a solid and rugged text typeface that sets beautifully on the page.

Museo, Museo Sans, Museo Slab

typography\*
These cheesecake's are forbidden

MUSEO

100 300 500 700 900

Typography <> Typography :: STRAßE <> straße

DRUNKEN HORSES

typógraphy?
These cheesecakes are forbidden.

MUSEO

100 300 500 700 900

Typography <> Typography :: STRAGE <> straße

**DRUNKEN** HORSES

To the best of my KNOWLEDGE fast food is not that healthy

HOWEVER did you eat hamburgers?

Because

#### Font by Jos Buivenga

The Museo Family is a very unique and beautiful balanced. The semi-serif is clean yet unconventional. With its sansserif companion, both typefaces are lucid and versatile, great for original-looking headlines but also effective in medium-sized texts. Above all this family works very well on web and digital displays. Elisabeth Lammerschmidt

**Mood Board** 

Calluna Sans, Calluna serif

### Type Choice - a Selection

...don't drop it, squeeze it too hard, hold it upside-down; in other words, don't abuse it, treat it respectfully, carefully. ilovetypography.com

[typography] is a craft by which the meanings of text (or its absence of meaning) can be clarified, honored and shared....

**Robert Bringhurst** 





### Font by Jos Buivenga

Calluna, a delightful text typeface. Relatively light on the page, replete with numerous subtle details that make for a beautifully even colour. Nice tension in the italic, a broad character set, and everything else you need for setting extended texts. Moreover, those serifs really come into their own when the type is used at display sizes.

Complementary typefaces: Phaeton





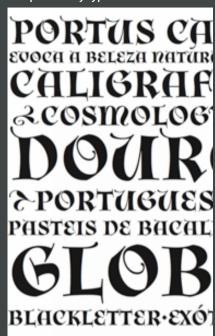
THEETON by KEVIN CORNELL & RAINDY JONES

### Font by Kevin Cornell & Randy Jones

ilovetypography.com

Looking hand-drawn and with its trousers pulled up high, this condensed serif display face is oddly wonderful. Wobbly cup serifs and a smattering of bouncy ball terminals combine to make this single cut a delightfully eccentric face that's really fun to use.

Complementary typefaces: Obre





#### Font by Jos Buivenga

Without hesitation, I chose to review Orbe. I based my choice on the quality of the drawing. The drawing is exquisite. The shapes are supple and mature. They resonate pleasingly. There are indeed many nice decorative letters in Orbe. They're ideal for starting words, not forming words. Rui Abreu

## 10

## Type Development for Special Occasions (Initials)

Briefing: the initials should be based on the books of kells brought into the 21st century and connect deeply to Cork City.

Inspiration: lettering, paper graphics, structure, surrealism connected to the identified attributes and values for I-Cork City.

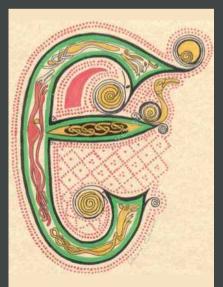


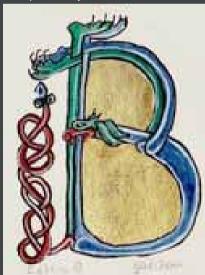


### Example from Valerie Vuthbert



Example from Sybil Archibald





## Type Development for Special Occasions (Initials)

A set of initals, reflecting the Cork City's values and attributes could increase identification, recognition value and communicate its persona at the same time.









## Type Development for Special Occasions (Initials)

A set of initals, reflecting the Cork City's values and attributes could increase identification, recognition value and communicate its persona at the same time.









## **Illustration Styles**

I want to use illustrations in the identity - here is a selection of a style/ styles which might work to be adapted and developed for the projects needs.



Example: Gail Amstrong





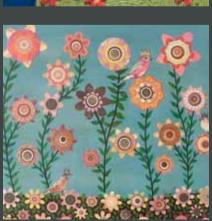




## **Illustration Styles**

The styles shown on the right are coming out of my inspiration folder, unfortunately the source or name of artists for those examples is unknown.















## **Illustration Styles**

The styles shown on the right are coming out of my inspiration folder, unfortunately the source or name of artists for those examples is unknown, except the two which are coming from my portfolio.

















Quirky, different and full of humour.









Unique, different, colourful.

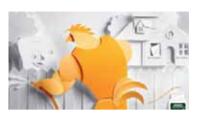








Simply different!













Funny and yammy!







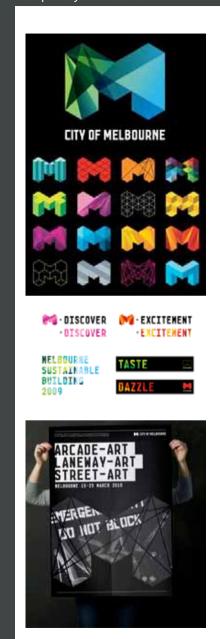


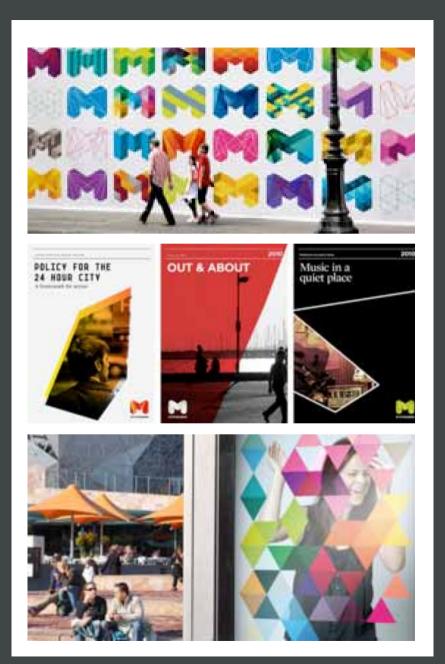




### **Inspiring Identities**

A selection of identities I find inspiring, unique and very well executed.

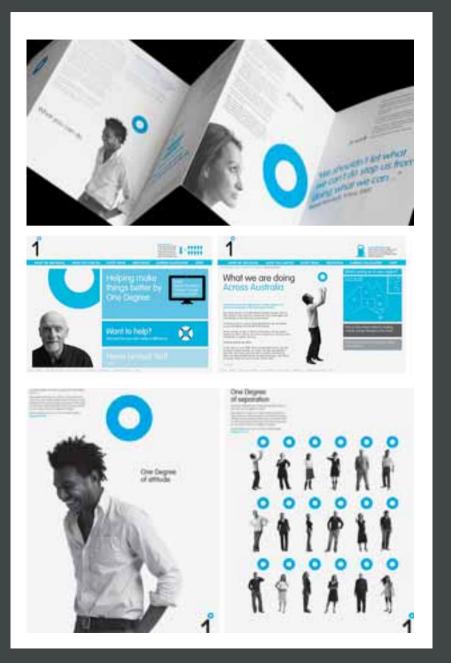




## **Inspiring Identities**

A selection of identities I find inspiring, unique and very well executed.





### **Inspiring Identities**

A selection of identities I find inspiring, unique and very well executed.



