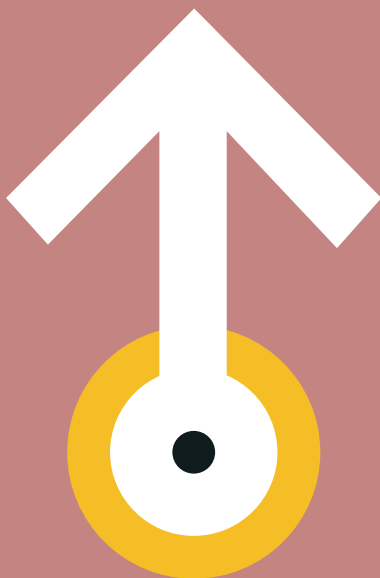


How can I improve my community
through visual identity?



Contents

4 Mood Board

4 Colour Palette

6 Type

10 Lettering and Symbolism as Visual Language
for all Applications

16 Illustration Styles

22 Advertising

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still to come:

web

motion graphics

digital

clothing

environmental

packaging

marketing material

audio

My inspiration
mood board.
work in progress

Colour Palette
(Deriving from colour wheel see concept part 2)

Primary Colour Palette



Secondary Colour Palette



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 | Calluna Serif

Complementary typefaces:

- Phaeton
- Obre

Vista Sans and Vista Slab



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

Calluna Sans, Calluna serif



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.

ilovetypography.com

Complementary typefaces: Phaeton



Font by Kevin Cornell & Randy Jones

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.

ilovetypography.com

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](http://RuiAbreu.com)

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.

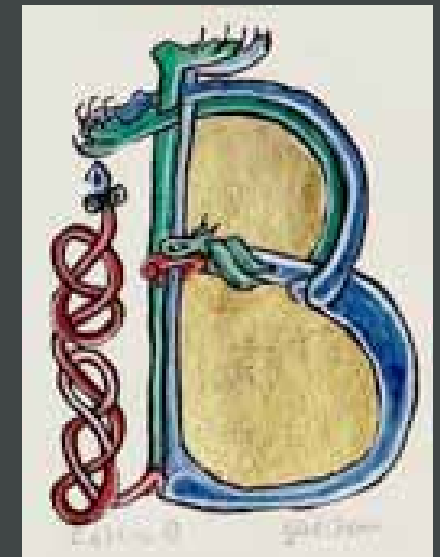
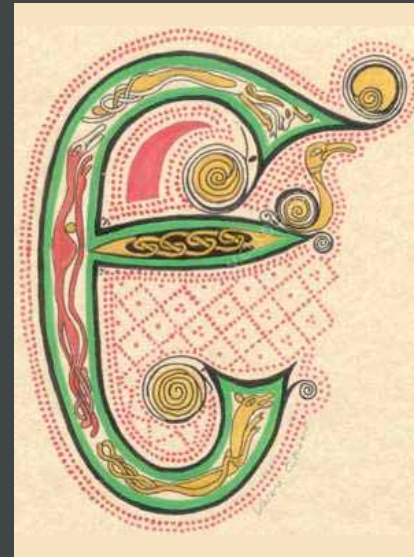
Example: Book of Kells



Example from Valerie Vuthbert



Example from Sybil Archibald



Type Development for Special Occasions (Initials)

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

example: Jessica hirsche



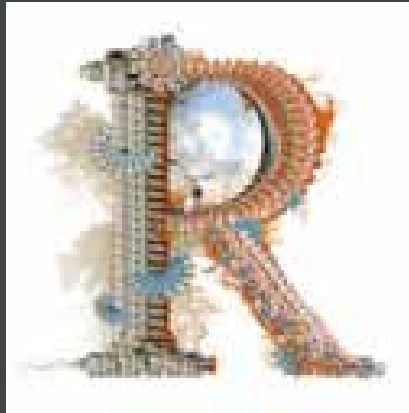
Example: Yulia Brodskaya (paper graphics)



Type Development for Special Occasions (Initials)

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

Example: www.letterplayground.com



Example: Source Unknown

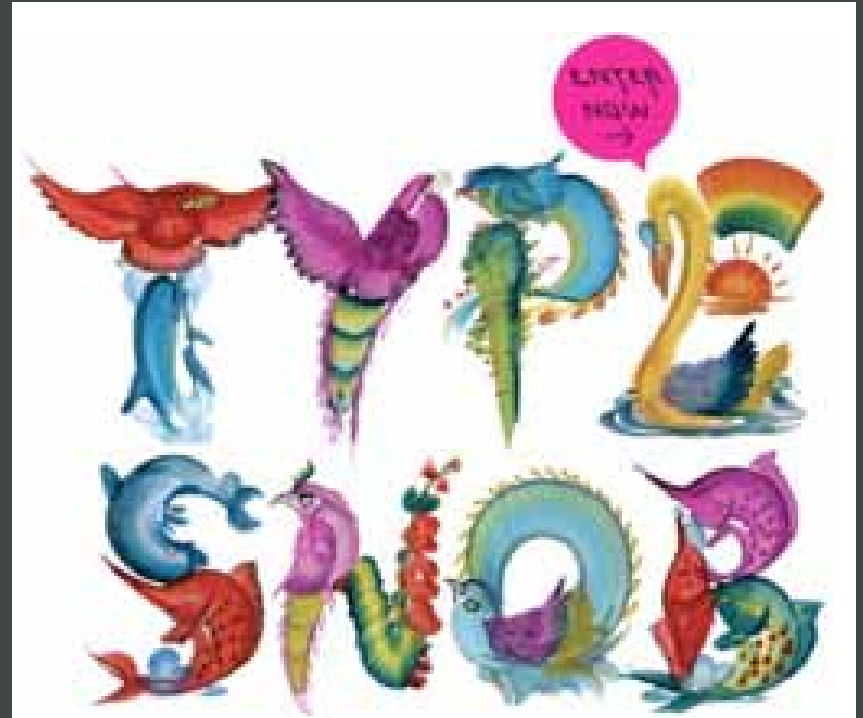
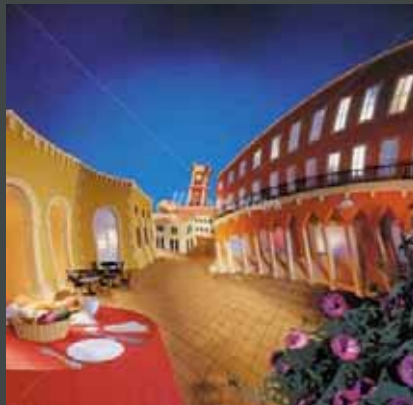


Illustration Styles

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 Armstrong



Example: Alex Beltechi



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.

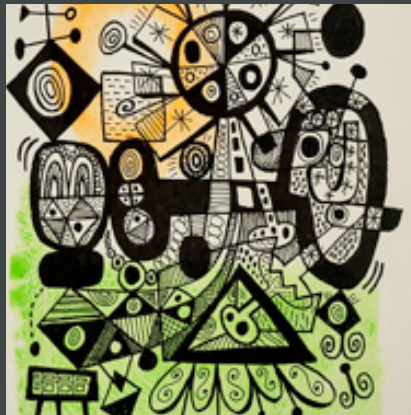
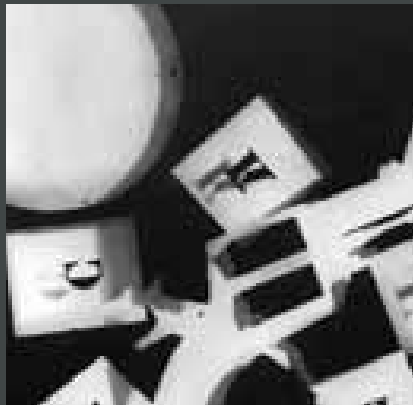


Illustration Styles

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.



Advertising

Quirky, different and full of humour.

Example: Kaunas International film festival



Example: Active Life Movement



Advertising

Unique, different, colourful.

Example: Westin Hotels



Example: Karnataka Tourism



Advertising

Simply different!

Example: Guardian Dental Floss



Example: Prefeitura Do Recife



Advertising

Funny and yammy!

Example: pastélite

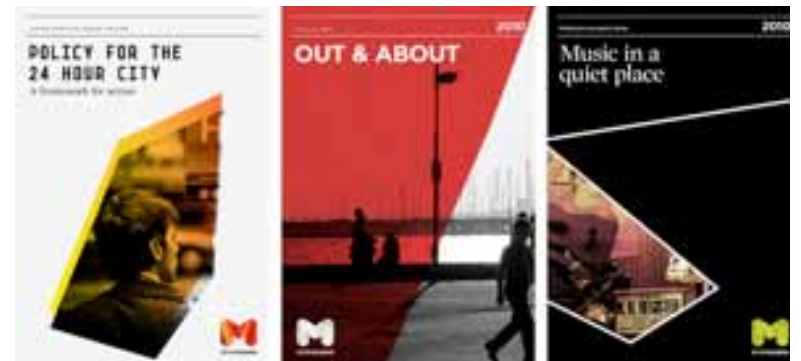


Example: pastélite



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.

cous
snou
cous
snou

