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ByDesign

Client:  
Center for Science, Technology & Public Policy/  
Area for Science, Technology & Environmental Policy

Project:  
Identity

Stage:  
Direction Development

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Visual Audit  
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Color Palette  
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# Layers & Photography



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**Visual Audit:**

During this stage research is done with the focus of obtaining a wide variety of images and other information pertaining to the subject.

The images shown have inspired this direction.



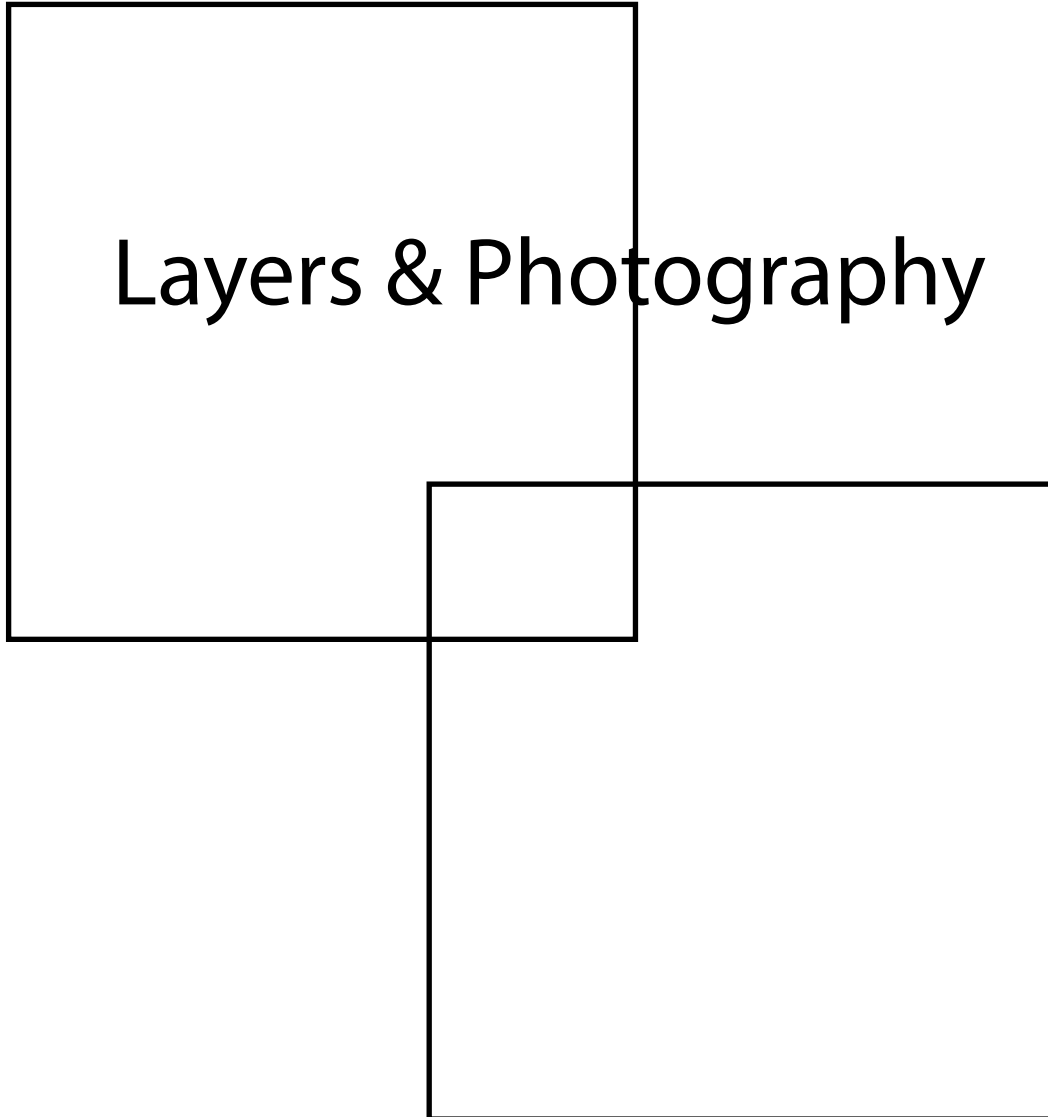
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# Layers & Photography



**Concept:**  
The logo and identity is designed to emphasize the differences between the Area and the Center but also have similarities to unify the two and demonstrate that they are related. The logo was designed with the curved stroke to signify

movement and how the Area and the Center are focused on making changes. The brochures feature assemblages of photography and illustration that depicts science and technology. They are designed to be inviting so that it becomes available to the public to bring about awareness.





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Logo/Symbol:  
The logo was designed to emphasize the differences between the Area and the Center, but still remain visually unified to show that they are connected. The middle logos show how the two can work together visually with the continuation of

the curved lines. The bottom logo variations were design to show how Science, Technology and Policy are encompassed within each the Center and Area as a whole.



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### Regular

A a B b C c D d E e F f G g H h J j  
K k L l M m N n O o P p Q q R r S s  
T t U u V v W w X x Y y Z z & 1 2 3 4

### Italic

*A a B b C c D d E e F f G g H h J j  
K k L l M m N n O o P p Q q R r S s  
T t U u V v W w X x Y y Z z & 1 2 3 4*

### Bold

**A a B b C c D d E e F f G g H h J j  
K k L l M m N n O o P p Q q R r S s  
T t U u V v W w X x Y y Z z & 1 2 3 4**

### Bold Italic

***A a B b C c D d E e F f G g H h J j  
K k L l M m N n O o P p Q q R r S s  
T t U u V v W w X x Y y Z z & 1 2 3 4***

### Small Caps

A A B B C C D D E E F F G G H H J J  
K K L L M M N N O O P P Q Q R R S S  
T T U U V V W W X X Y Y Z Z & 1 2 3 4

### Center for Science, Technology & Public

Reflexion Heavy

See characters

Center for Science, Technology & Public

Reflexion Light

See characters

Center for Science, Technology & Public

Reflexion Bold

See characters

## Divergently

Battle frizz with quick hair epoxy jel - mends broken strands,

**Battle frizz with quick hair epoxy jel - mends broken**

**Battle frizz with quick hair epoxy jel - mends broken**

#### Type Treatments:

The typetreatmentswerechosenbecauseoftheir geometricshapewhichgoalongwiththeidea ofscienceandtechnology,whilestillremaining legible and inviting to readers and viewers.



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**Color Palette:**  
The color palettes were chosen to signify the differences between the Center and Area. The Area has natural colors like greens and yellow to go along with environmental policy. Whereas the colors for the center are bright and inviting, and

designed to be eye-catching and interesting to the general public.

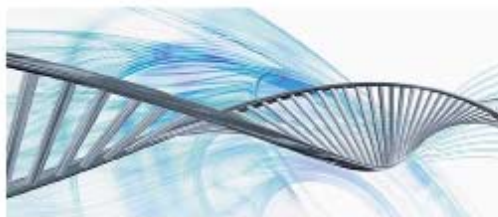
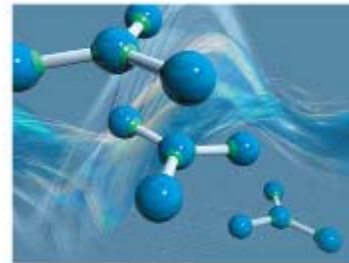
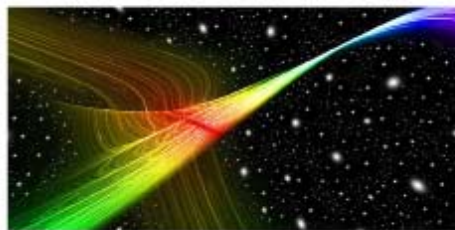
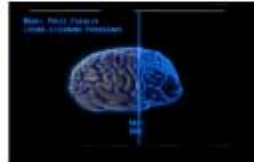
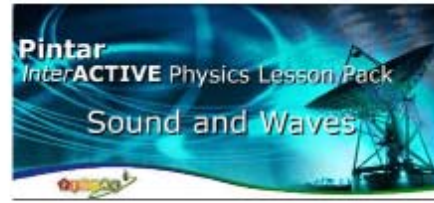
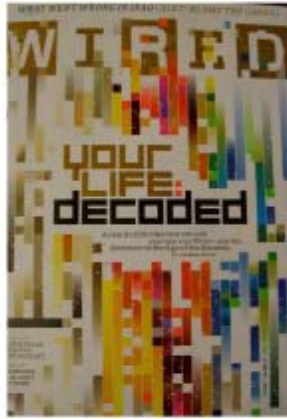


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Photography/IllustrationPointofView:  
Theseexampleshowphotographsthatrelate  
totheconcept.Theyareinterestingexamplesof  
scienceandtechnologythatcouldbesimilarto  
images used for the brochure.



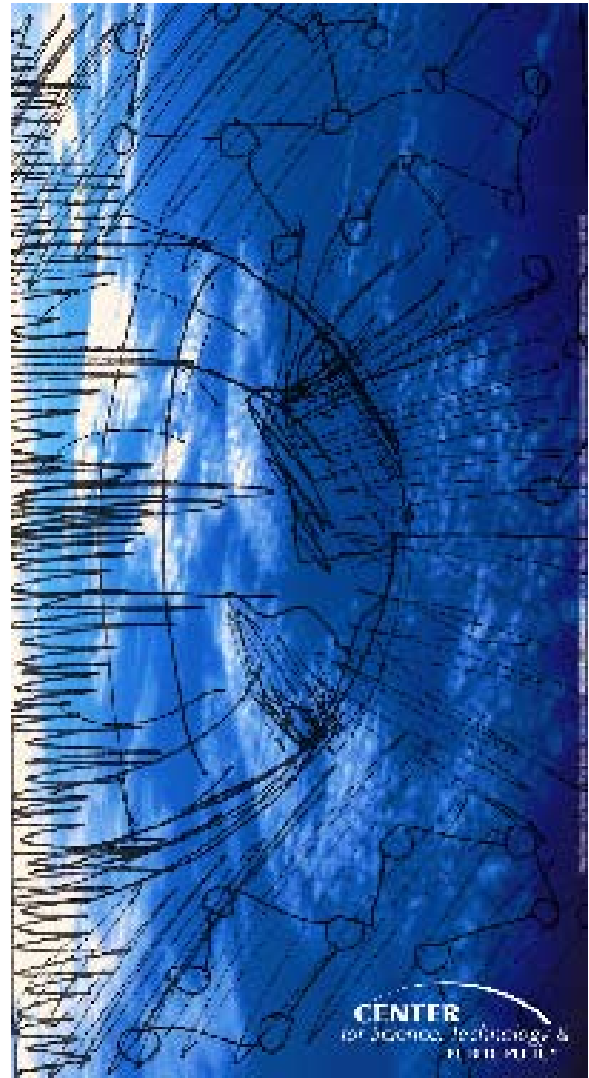
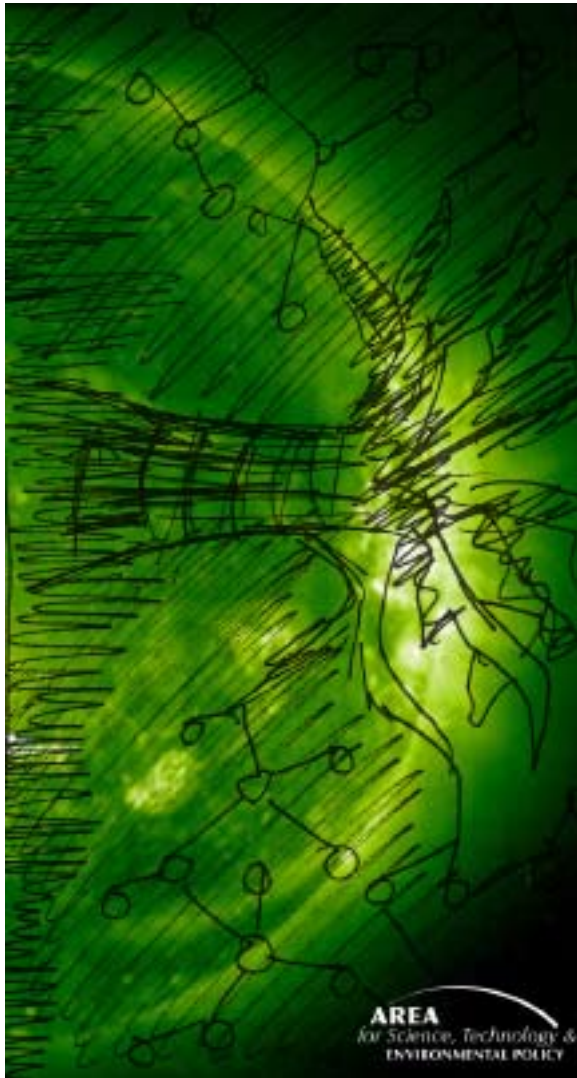


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**Example Brochure Covers:**  
These brochure examples are based on the idea of science and technology and how they work together and form changes. The left side of each brochure has sound waves that would morph into a tree (Area) and the earth (Center). The tree and

earth both form into molecules that stand for science. Each brochure would have colors from the corresponding color palettes.



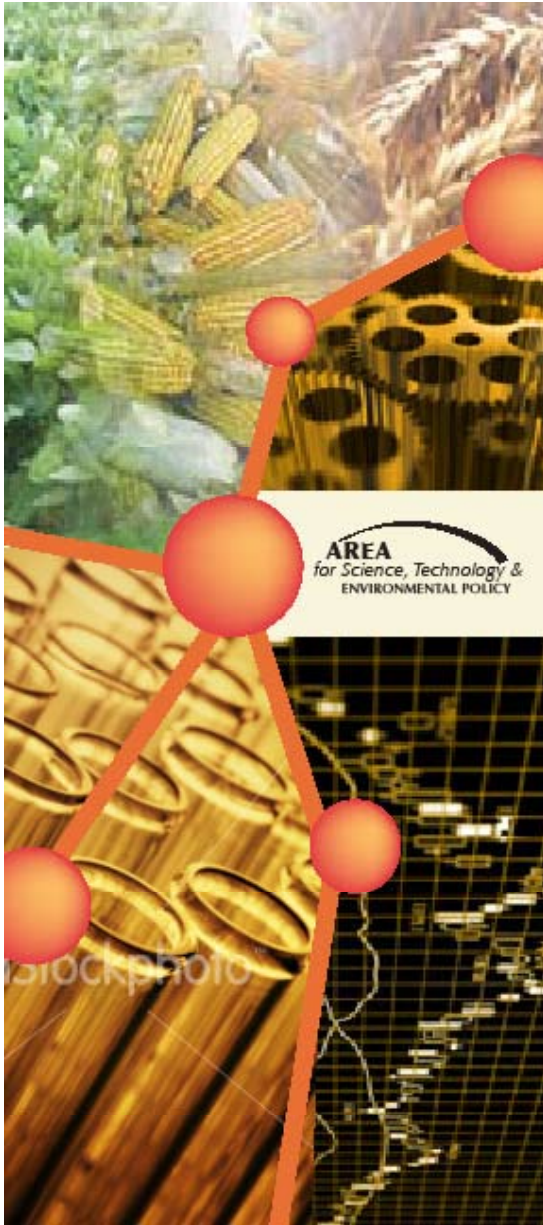


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**Example Brochure Covers:**  
Each of these brochure ideas would use photography and illustration assemblages. They would both have science (ex. test tubes) imagery and technology imagery. The Area would have additional imagery based on the environment and the

Center would have imagery related more towards the general public. These would also have colors based on the colors from their corresponding palettes.

