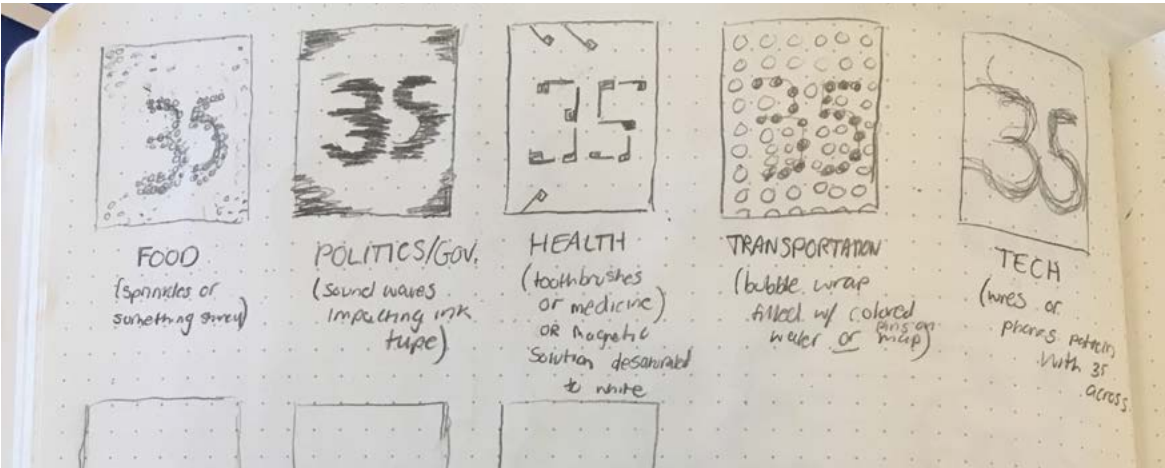
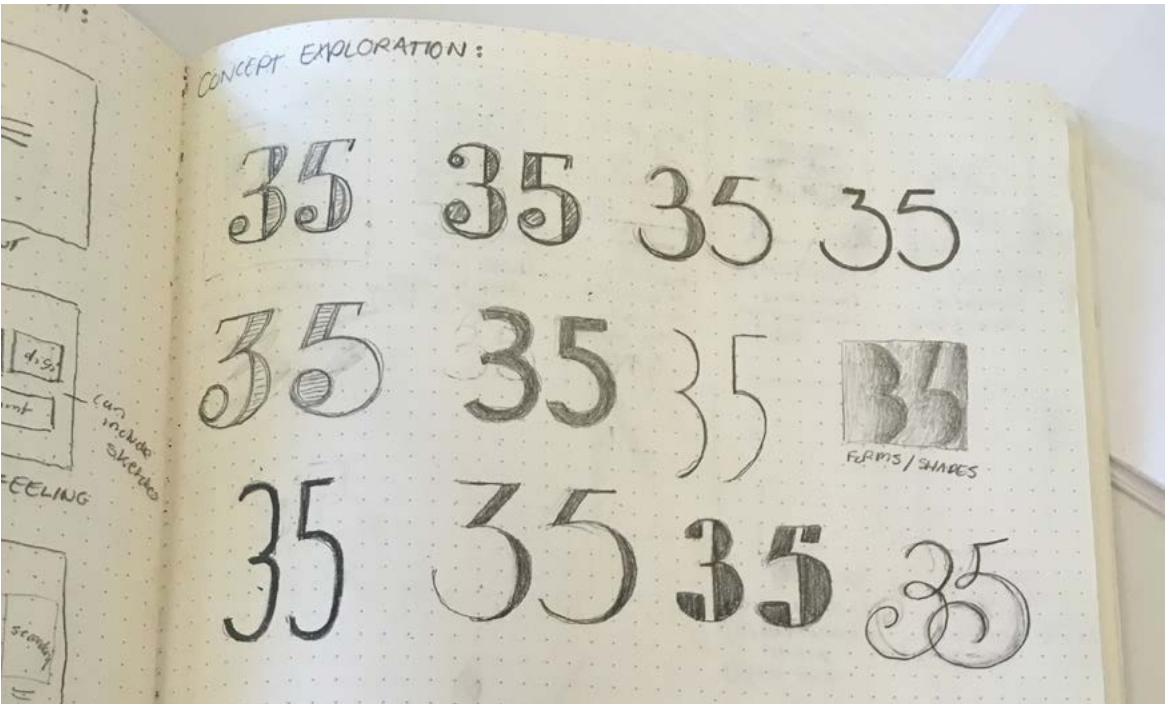


AIGA 35th Anniversary Brand Concepts

AUGUST 2019 | PRELIMINARY EXPLORATION

EXPLORATION

Preliminary Sketches



EXPLORATION

Wordmark



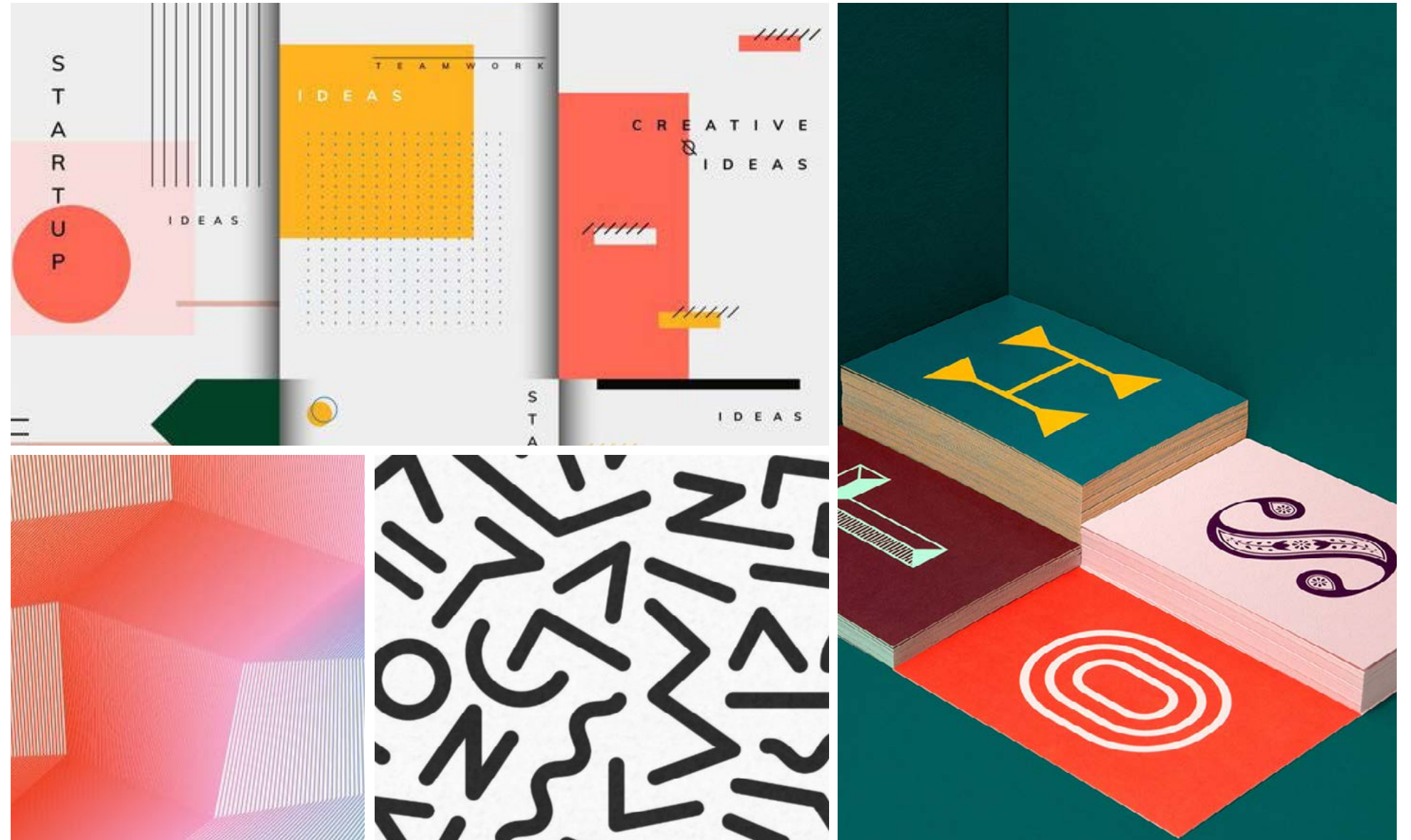
CONCEPT 01: PAST, PRESENT, FUTURE

Our 35th anniversary is represented through the stylistic lens of where we came from and where we are headed. These moments are captured through 3 styles: the past (retro 80s), present (minimalist, functional) and future (abstract, forms). Under a unified color palette, the “35” brand manifests through these various styles to celebrate various moments in time.

CONCEPT 01

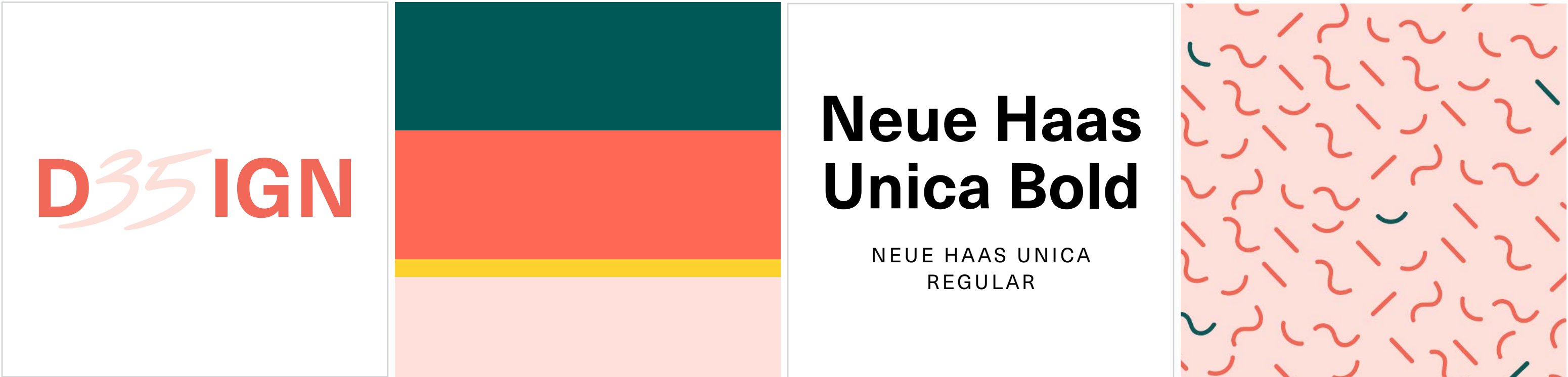
Mood/Inspiration

- Memphis 80s style to represent the past, simplified type and shapes for the present and abstract forms for the future.
- Darker, trusted colors paired with lighter value colors to symbolize the stature of past and the optimism of future knowledge.
- A unified color palette across time periods



CONCEPT 01

Style Sheet



Logo

Combining typefaces from different time “styles” to accentuate the 35 as a separate design element.

Color

Dark green represents historical and intellectual wisdom paired with optimistic, warmer pink and yellow accents that nod to colors associated both with current-day trends and Memphis-style palettes.

Typography

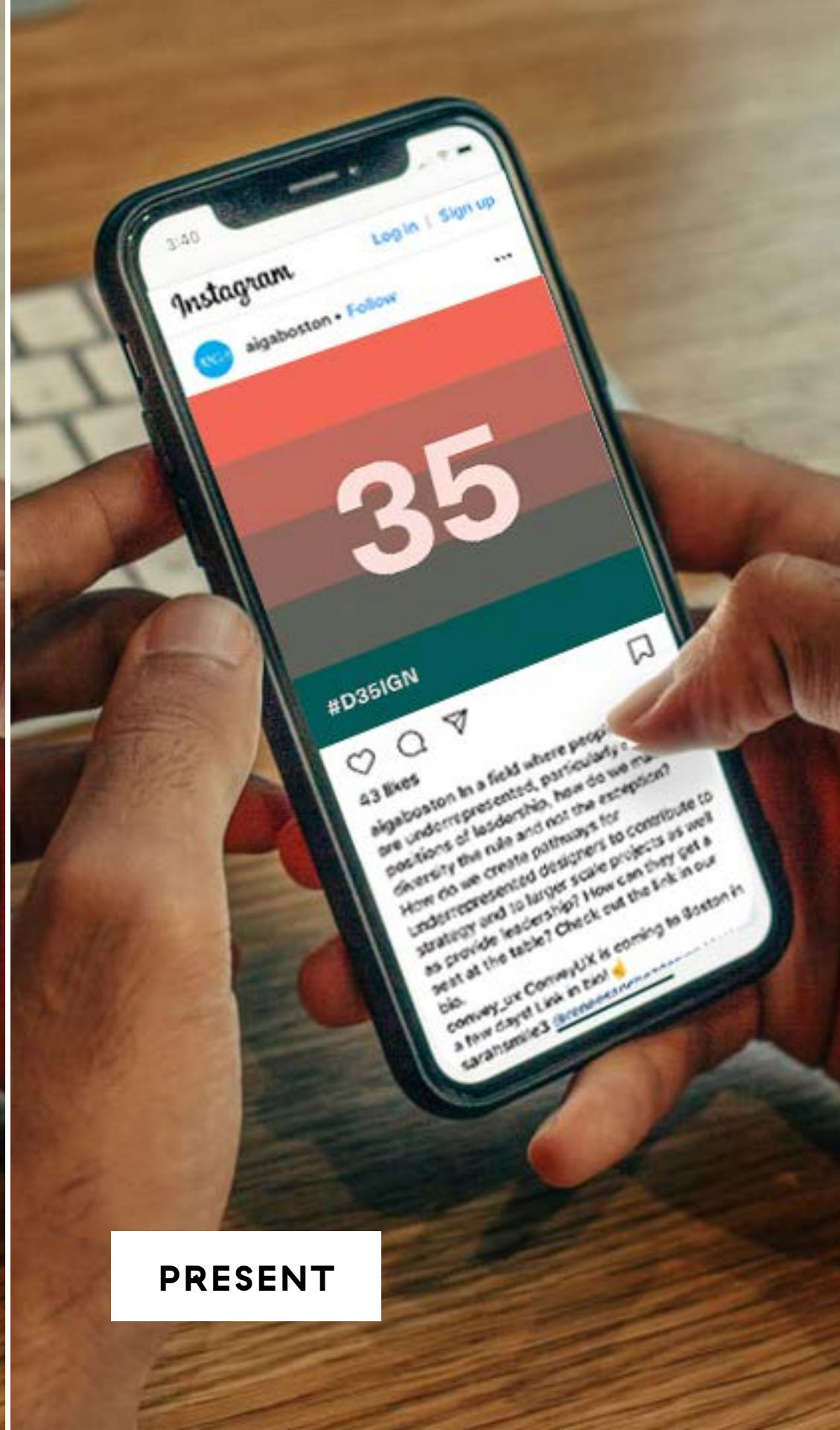
Designed in the late 70’s and hit its’ peak in the 80’s, this neo-grotesque typeface is inspired by a blend of Helvetica, Akzidenz Grotesk and Univers, creating a highly legible font that feels timeless.

Other Devices

Each moment in time is treated with a patterned background in the style of that corresponding time. For example, the past takes on memphis-style patterning while the present takes on overly simplified shapes and color.



PAST



PRESENT



FUTURE

CONCEPT 02: WE

Our 35th anniversary advocates for the connections we make across different backgrounds and perspectives. The brand photographically displays two objects paired together as metaphor for two entities collaborating. The “35” mark overlays these objects to represent the building of relationships, conversations, and discovering new things.

CONCEPT 02

Mood/Inspiration

- 2 monochromatic objects that contrast each other (based past vs. present or by their different meanings)
- 2–3 complementary color palette
- Overlapping, large “35” typography
- Solid backgrounds



CONCEPT 02

Style Sheet



Logo

A straightforward wordmark that has contrasting weights. D35IGN and 35 can be interchanged and re-configured to overlay and emulate the forms within the photo.

Color

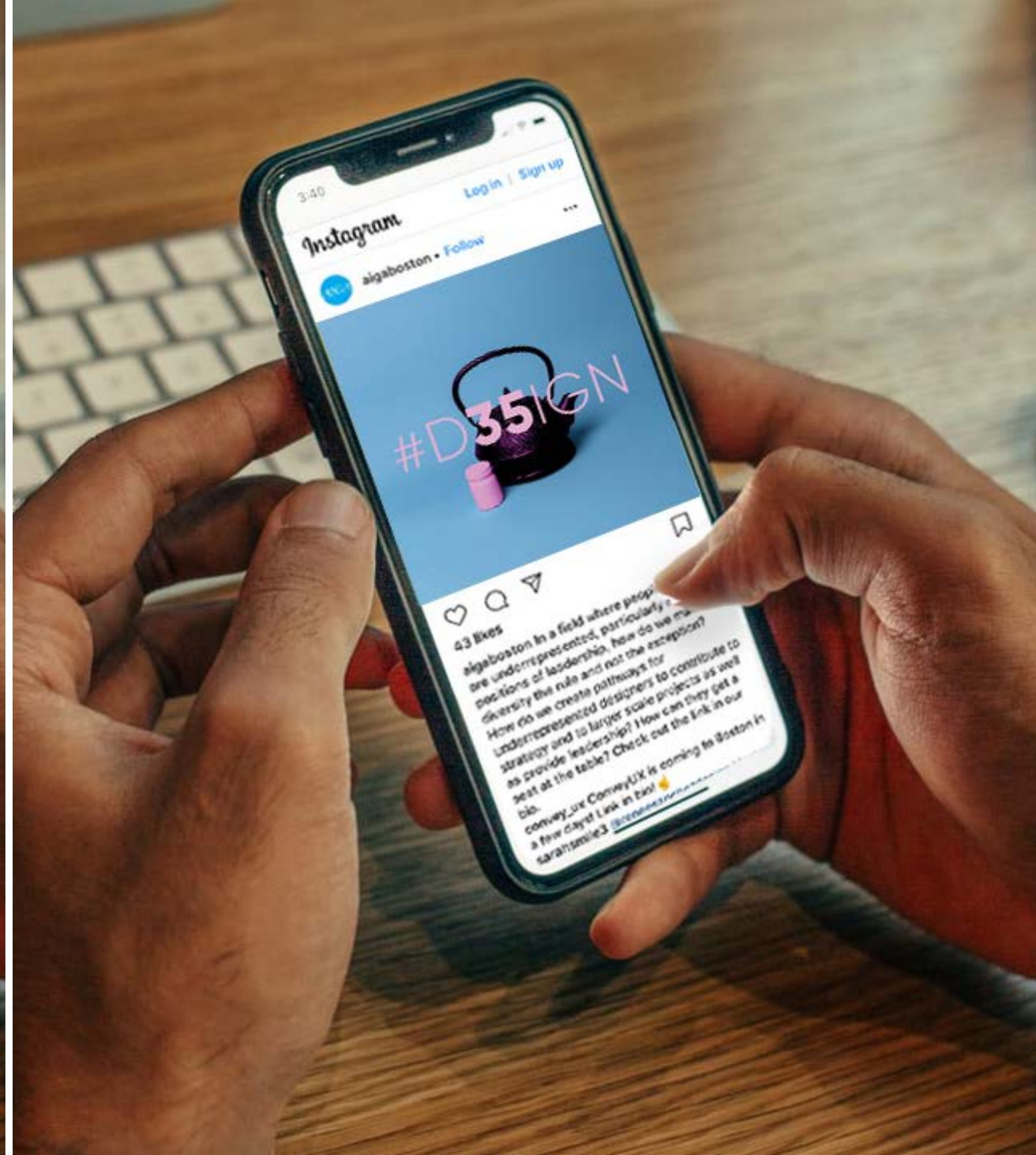
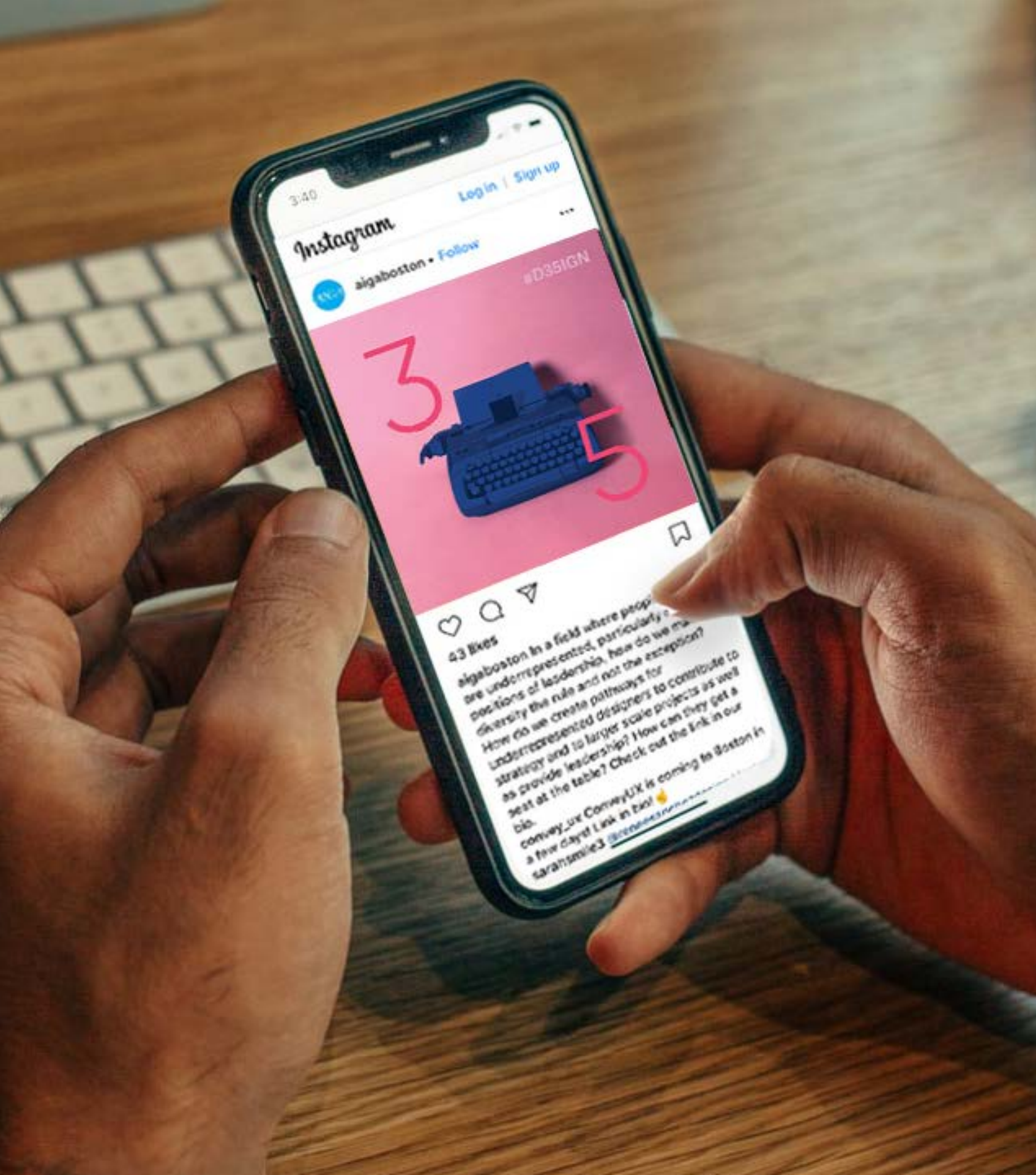
Two-tone values of blues and pinks represent two sides of the story and can be paired to provide contrast to both objects and type. All of these tones lean to have a cooler value to add a sense of

Typography

Gilroy is a modern sans serif typeface with geometric forms that, when in a lighter weight, feel secondary to the photography/ color palette. Adelle Sans has humanist qualities that contrast the forms of Gilroy.

Other Devices

Monochromatic objects should be staged and paired with a complementary color from the palette. The objects appear as graphical elements and must consider their metaphorical representation.



CONCEPT 03: PERSPECTIVES

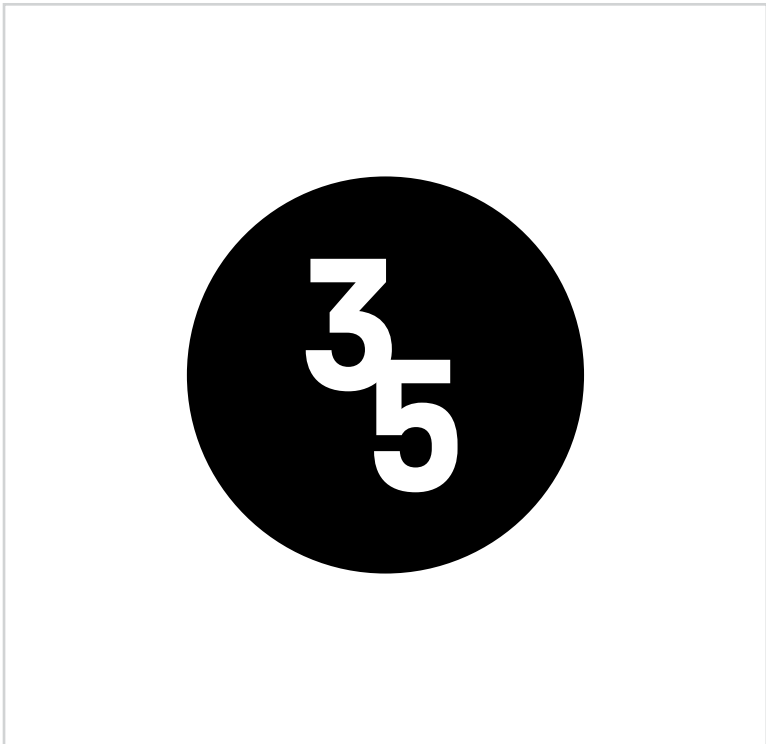
Our 35th anniversary represents a community of many talents across various industries and backgrounds. The brand showcases object and experimental typography to create the “35” mark through the lens of the different industries and conversations we have (e.g. food typography to represent the culinary industry, lipstick smudging for women in design).

CONCEPT 03

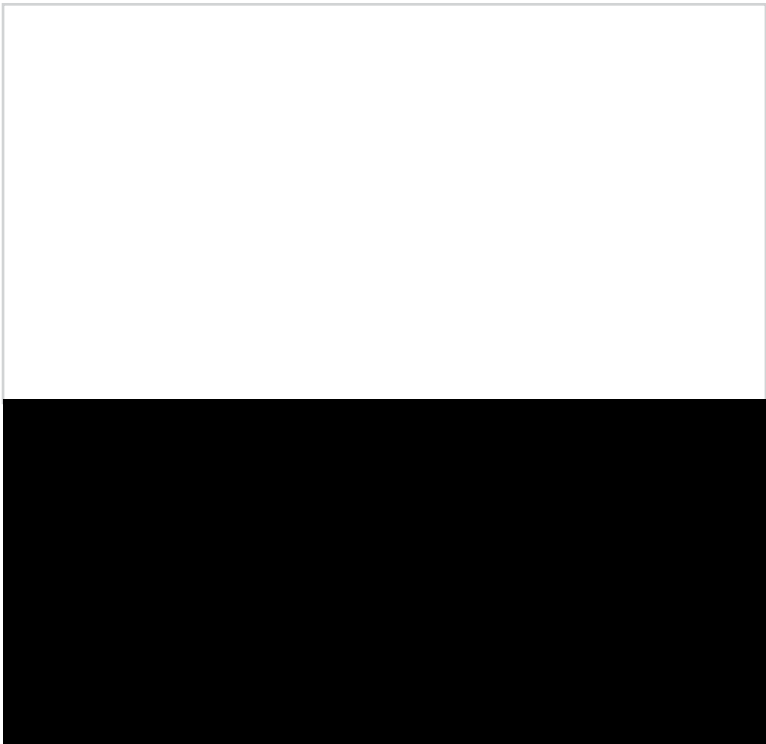
Mood/Inspiration

- “35” set in various environments and materials to represent specific industries or conversations
- Combination of 2D/3D typography
- Environment as color
- Sans serif, simple black typography copy and sub-headers to contrast





Logo
Focusing only on the 35, the #D35IGN becomes a secondary element that is seen on all graphics. The 35 overlaps to create a stamped carrier mark that can be overlaid and remain legible on photographs.



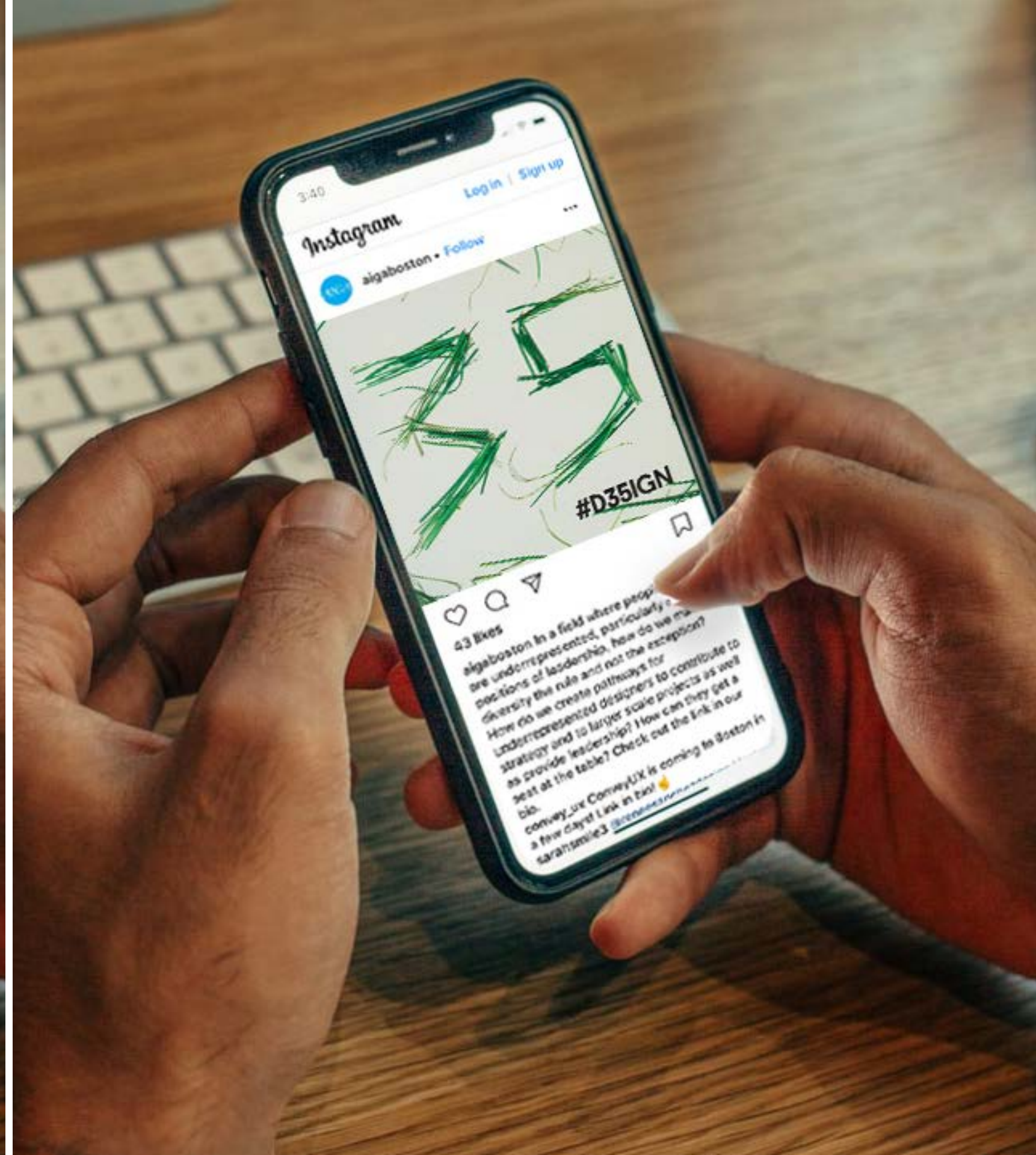
Color
The color palette is primarily black and white to support the full color imagery of the typographic environments. Color within photography should consider values and lighting that have a consistent style/tone.



Typography
Platform is a geometric sans serif with an exaggerated x-height. This is a secondary typeface that is to be used as supporting body copy to primary object-type graphics.



Other Devices
Use of materials (both 2D and 3D) that represent industry/conversation specific themes. These materials can be used as both background texture and typography to create individual compositions. Use of these materials can appear within printed collateral to add texture



ADDITIONAL

Other Concepts

35 VOICES

Our 35th anniversary gives voice to fearless practitioners working in design today. The brand heroes high-contrast, silhouetted imagery of today's most powerful talents, processes, and notable moments as a reflection on what inspires us. Through 35 different hand-drawn marks, our community co-creates a brand identity that is represented through a balance of impactful color and simplified graphics.

COMMON THREAD

Our 35th anniversary brings together the threads of different practitioners, all continuously overlapping and weaving together to create our vibrant community. The brand uses thread graphic patterns to represent the diversity of our chapter. It uses these carefully placed threads to hero our craft through a re-construction of various compositions and letterforms.

HAPPY DAYS

Our 35th anniversary is a celebration. With many pressing concerns in our field, locally and globally, we pause to recognize the good things. The brand uses a combination of objects and mark-making paired with bright combinations of color and bold type to celebrate the power of design. The “35” mark is strong and straightforward but spontaneously “morphs” into other forms of its happy self.

