Name: <u>Lauren Beck</u>   Time Spent <u>5 hours</u>

This is a printed submission

Homework 05 Part 2 - Identity Guide

Finalize one of your logo designs you completed for Part 1 - ideation - incorporate for the feedback you got from your peers and your instructional team. **Design challenge:** add a creative design for the t-shirt or hoodie appropriate for the scope of the identity package (use one of the templates from the .ai resource provided)

Deliverable	%
Concept: meaningful, practical, appropriate. Explain your choice for logo (message), color palette, typography, and your ideation and design process.	10
Logotype: readability, free space, balanced layout, consistent, logical alignment, unity, scalability, gestalt principles, practicality. Overall quality - your work demonstrates understanding of the best practices for the mark and logotype design.	10

Page 1 – logo guide cover. Include name of organization and client and the compact logotype
 Page 2 – complete mark design (in color)
     + logotype layout variations (at least 4 - extended and stacked, with and without the tagline), primary and secondary color palette with CMYK and RGB (or HEX) values indicated. You may include your design concept description here as well
 Page 3 – specify the typeface used for signature (for example, "Futura".)
     Provide identity typefaces pairings - one serif and one sans-serif.
     Provide typography guide for each (include regular, bold and italic, A-Z, a-z, and 1-0 glyphs)
 Page 4 – logotype: scalability – include logotypes (set the minimal width for extended and stacked variants with and without the tagline) and 0.5" version for mark only
 Page 5 – mandatory free space guide for extended and stacked variants, and for the mark
 Page 6 – 4 variants of color conversions for the logotype that follows mandatory free space guidelines and support the simultaneous contrast:
 	
   CMYK on white background,   CMYK adjusted for black background,
   Black only on white background   White only on black background
 	
 Page 7 – Identity photography assets - at least 8 (tell a story). Explain the type of shots and angles in use (maintain unity: exposure/ saturation, color, feel, composition, blur, angle; relevant message)
	70

Page 8 – design challenge: a t-shirt or hoodie design Include logotype size recommendations (inches). Attention to practicality for the size: your logotype cannot be less than 3", and mark less than 0.75" **up to +5**	
Overall guide looks and feel. Clean, balanced, uniform, grid-based layout for the guide package. Manuscript grid use. Gestalt. Consistent alignment. Consistent typographic solution.	10

Total   100+**5**

Incomplete submission (points are reduced based on the number of deliverables missed).
Assignments completed by less than 50% will be marked "Late."
Discussion comments are missed or are not meaningful (-5%) or Late submission (-10%)

UM DAISY
Your Wellness Companion

Identity Guide

University of Michigan
Well-Being Collective

Lauren Beck
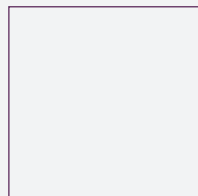
LOGOTYPE

PRIMARY

Peaceful Purple
#a868a6
C: 35.98% Y: 3.1%
M: 69.4% K: 0%

Maize
#ffcc06
C: 0.17% Y: 99.9%
M: 19.55% K: 0%

Soft White
#f1f2f2
C: 0% Y: 0%
M: 0% K: 5%

SECONDARY

Strong Purple
#603160
C: 66.76% Y: 33.98%
M: 90.97% K: 22.05%

Moody Orange
#f7941d
C: 0% Y: 100%
M: 50% K: 0%

LOGOMARK

ABOUT

UM Daisy is a wellness tracking app made for UM students. It is meant to be a safe space for students - a non-judgemental daily companion. The logotype furthers that idea. The flower logo reminds of bright days, and the petals come from the UM Well-Being collective, in the color that represents emotional health. The center is a bright wave of yellow, reminding users that brighter days are ahead and that feelings will wax and wane. The bright Maize connects to the UM Style Guide, as well as creates a sense of warmth and vibrancy to the tracker. Yellow and purple are complimentary colors; opposites to each other. This continues the feeling of varying emotions, but the appeal of the colors together completes the idea that there is in fact beauty in change and that UM Daisy will be right there with you.

UM DAISY
Your Wellness Companion

EXTENDED LOGOMARK WITH TAGLINE

UM DAISY

EXTENDED LOGOMARK
WITHOUT TAGLINE

UM DAISY
Your Wellness Companion

CONDENSED LOGOMARK WITH TAGLINE

UM DAISY

CONDENSED LOGOMARK
WITHOUT TAGLINE

TYPEFACE

PRIMARY (Sans Serif) - MONTSERRAT:

Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789 !@#$

Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
**abcdefghijklmnopqrstuvwxyz**
123456789 !@#$

Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789 !@#$

Montserrat is a font part of the
UM Style Guide. The font is designed by
Julieta Ulanovsky, Sol Matas, Juan Pablo
del Peral, Jacques Le Bailly in 2011,
inspired by early 20th century posters.
It has clear strength with its wide letters
and comfort with its widespread use
throughout the world. It is easy to read
and is known as an accessible typeface
giving UM Daisy the ability to help all.

SECONDARY (Serif) – Playfair Display:

Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789 !@#$

Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789 !@#$

Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789 !@#$

Playfair Display is a font part of the
UM Style Guide. The font is designed by
Claus Eggers Sørensen in 2011, inspired
by the 18th century trend of high
contrast lettering with delicate hairlines.
This typeface has a unique charm of
joyfullness with a backbone in classic
designing. It matches well with
Montserrat and brings a playful energy
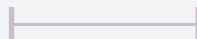to the classic font.

SCALABILITY

CONDENSED LOGOMARK

EXTENDED LOGOMARK

UM DAISY
Your Wellness Companion

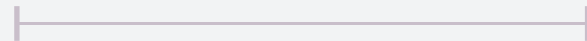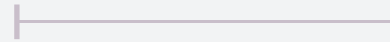Minimum width with tagline: 2in

UM DAISY
Your Wellness Companion

Minimum width with tagline: 3in
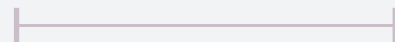
UM DAISY

Minimum width with tagline: 2in
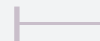
**UM DAISY**

Minimum width no tagline: 1in

LOGOMARK

Minimum width: 0.5in

FREE SPACE

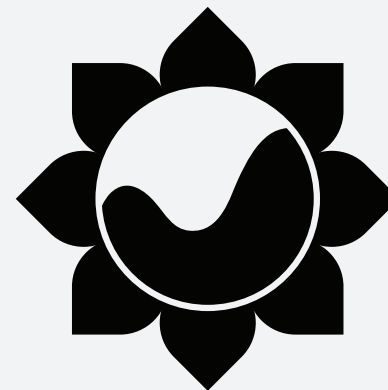The UM Daisy logo should be accompanied by mandatory white space.

For the stand alone logomark, it must be accompanied byt 1/3x of the size used for the mark.
For all logotypes, the whitespace is defined by the "U" of UM Daisy.

UM DAISY
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UM DAISY

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UM DAISY
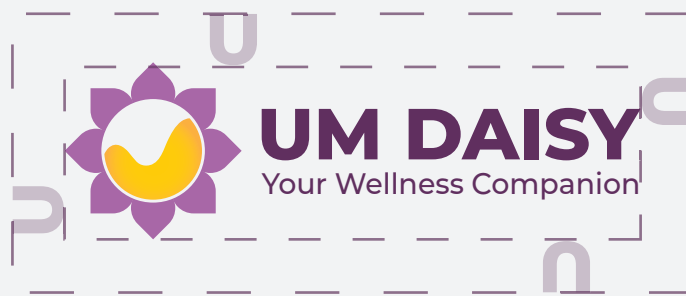
COLOR VARIANTS

CMYK ON WHITE BACKGROUND

BLACK ONLY ON WHITE BACKGROUND

CMYK ON BLACK BACKGROUND

WHITE ONLY ON BLACK BACKGROUND
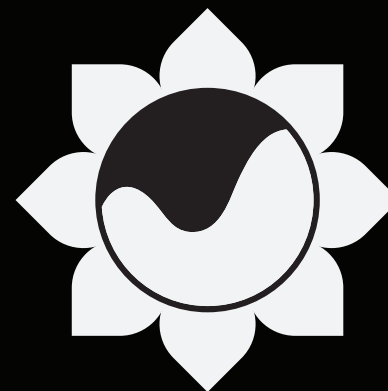
PHOTOGRAPHY

APPAREL

Sizing for apparel should be as follows:

LOGOMARK: Width 3in

CONDENSED: Width 3in

EXTENDED: Width 6in