AR 483

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Typeface Design:
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Exhibition Identity Design Guidelines

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Concept

Our exhibition identity is **inspired the individual and collaborative nature of gardens.**

As the class of 2025, each one of us holds a unique perspective that, when brought together, contributes to a **diverse and collective garden**.

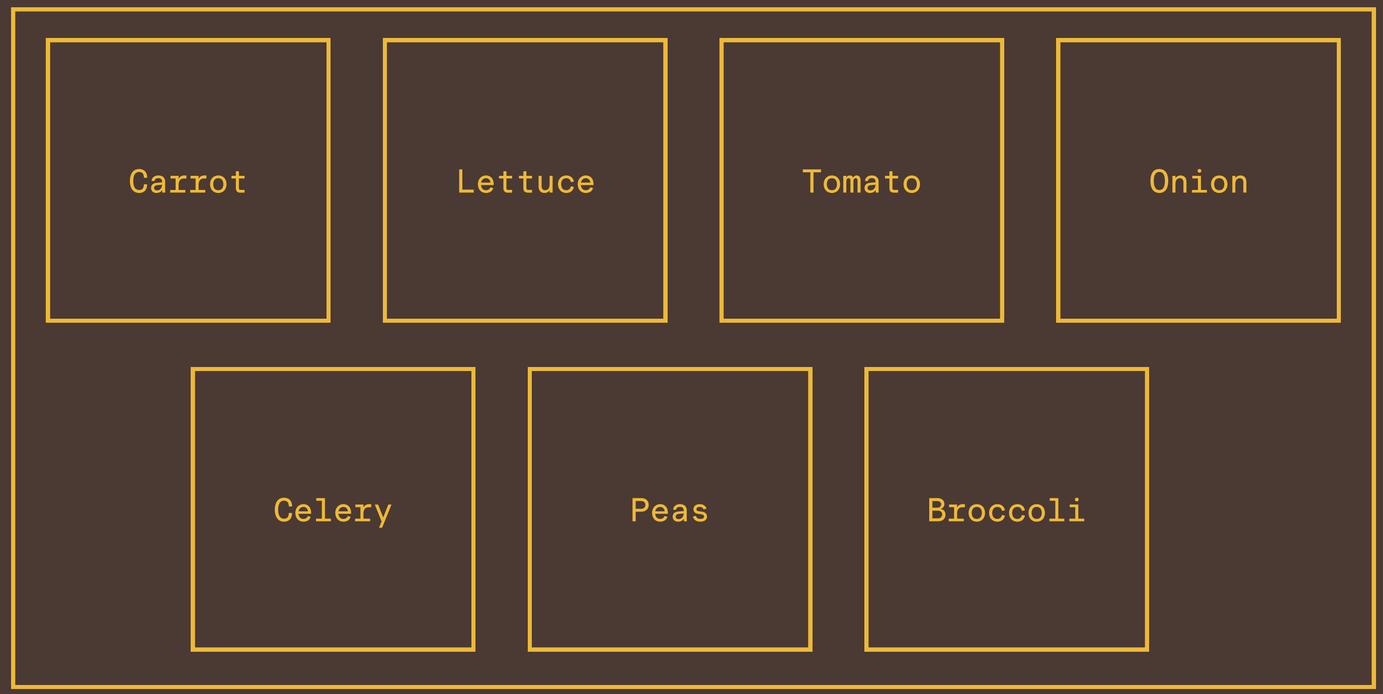
Our concept is **modular**, **playful**, and **connected**, containing multiple pieces that build the other up while maintaining their own individuality.

Collaborative, Playful, Modular, Inviting, Exploratory, Collective, Bright, Hopeful.

Inspired by the ways that complex gardens are organized, **our own garden follows a similar arrangement as that of a vegetable garden**.

Sections of the exhibition will be organized by “vegetable,” demonstrating **overlap** and shared ideas while still contributing to the greater GD2025 garden.

Visit here for more in-depth descriptions of the concept and vegetable sections.



Identity

We're sewing together the colorful textiles of our New Horizons projects and sowing the seeds of our sprouting future theses! **"Sown Together" is the title for our GarDen '25 exhibition this November.**

Inspired by cross stitch and pixel art, our identity celebrates interweaving analog and digital, individual and collective, and the past, present, and future.

SOWN TOGETHER

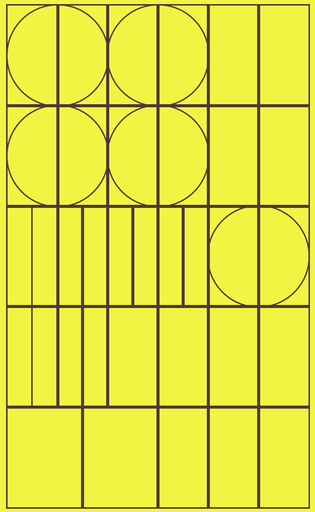
[our exhibition title! **This is a draft of our wordmark**, stay tuned for the final!]

Grid System

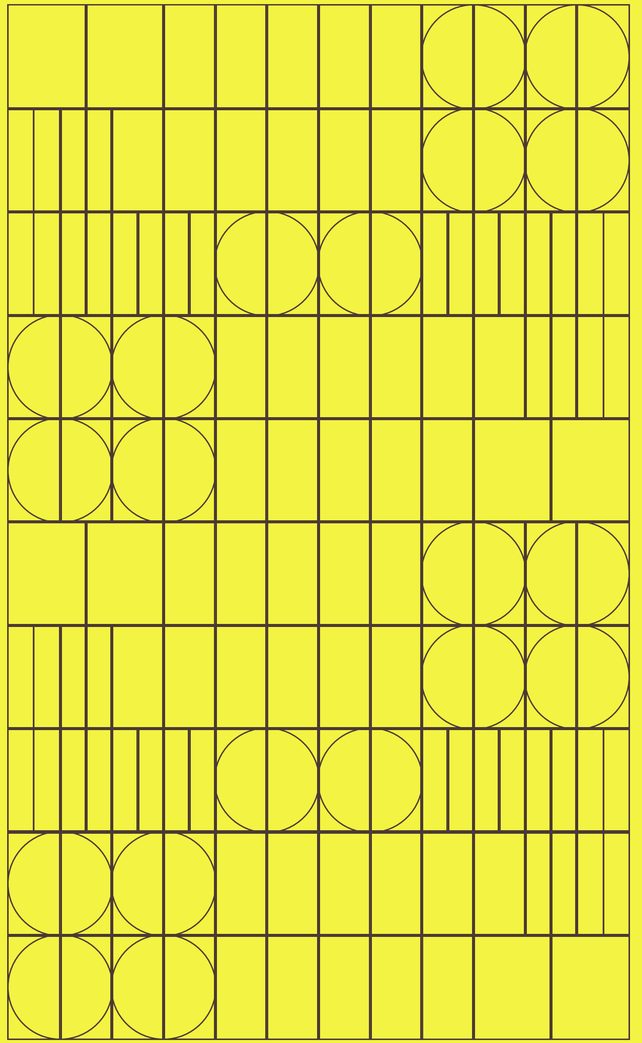
Grid System

Our grid system is inspired by aerial views of gardens and reflects our intial project, “Zooming Out.” Additional graphic elements and composition structure are based on this grid.

The grid can be rotated for more versatility.



6 columns, 5 rows



→ horizontally flipped grid creates movement of upward growth

Typography

Typography: Title

Our typography team is creating a custom modular display typeface for our exhibition title. Each glyph is built from our grid to show the individual and collective nature of our identity. **Stay tuned for the final draft of the wordmark!**

Dico Mono is shaped by compact proportions and open, yet restrained letterforms that gain in **friendliness and warmth** when accompanied by their more swinging italics.

The script acts as a thread, stitching together shared themes and building mutual support.

Headers should be typeset in Dico Mono Script, available to download here.

Aa Bb Cc Dd Ee Ff Gg Hh Ii
Jj Kk Ll Mm Nn Oo Pp Qq Rr
Ss Tt Uu Vv Ww Xx Yy Zz
*!?#@$&**

Muoto is the synthesis of a **sensitive and human approach to modernist design**. This variable sans serif font combines full curves and solid stems, showing that functionalism can actually be **warm and softly effective**.

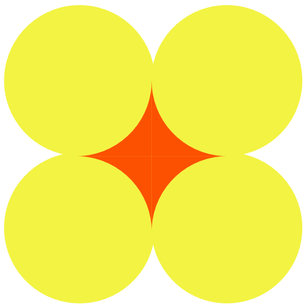
To support the modular grid, each monospace letterform fits comfortably in its cell.

Body text should be typeset in Muoto Mono Regular, available to download here.

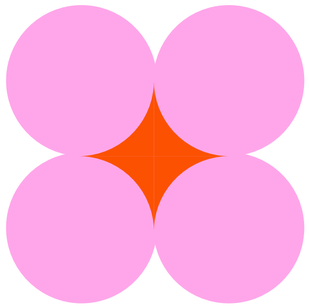
the counter of
the lowercase “a”
looks like a leaf!

Aa Bb Cc Dd Ee Ff Gg Hh Ii
Jj Kk Ll Mm Nn Oo Pp Qq Rr
Ss Tt Uu Vv Ww Xx Yy Zz
!?#@$&*

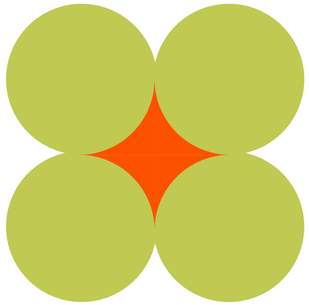
Color



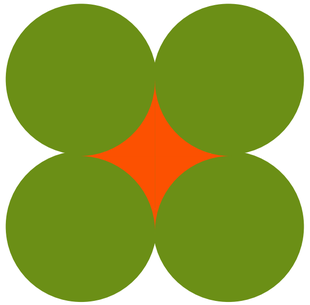
sun
F3F343



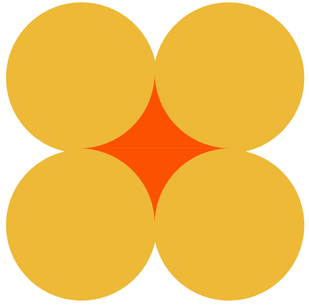
bloom
FFA6EA



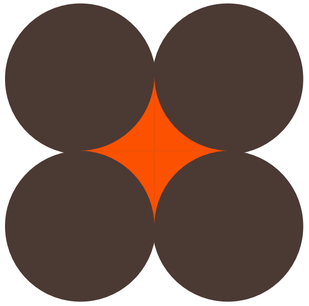
sprout
C0C952



growth
6B8F16



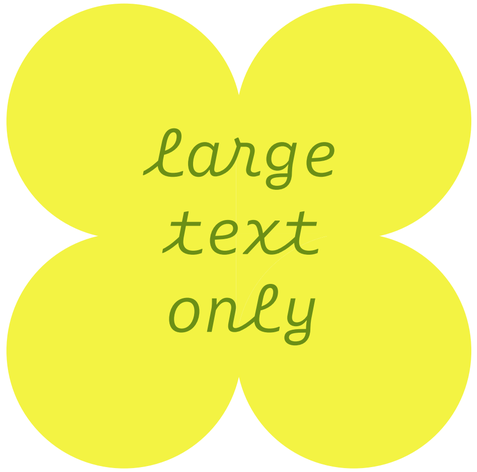
seed
EDB937



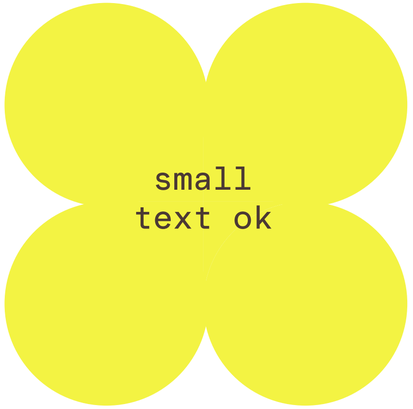
ground
4B3934

exploration
FC5101
(accent)

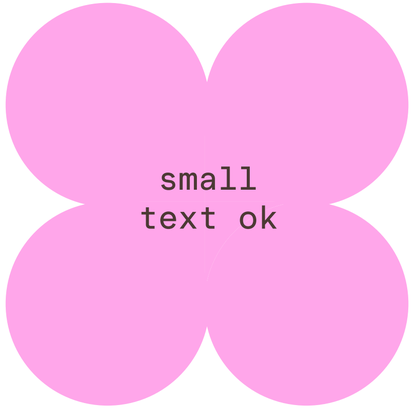
When applying color to type, only use color combinations that pass the web accessibility contrast checker.



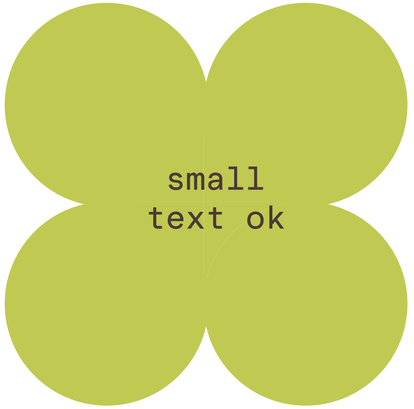
sun x growth



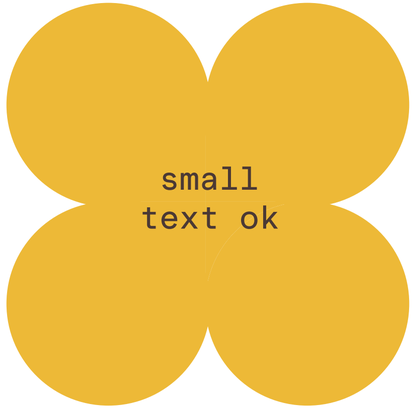
sun x ground



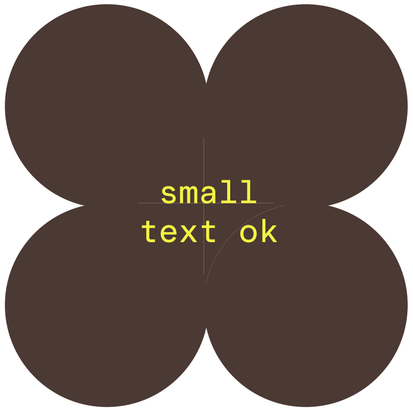
bloom x ground

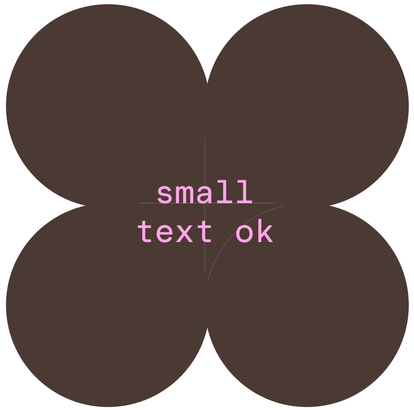


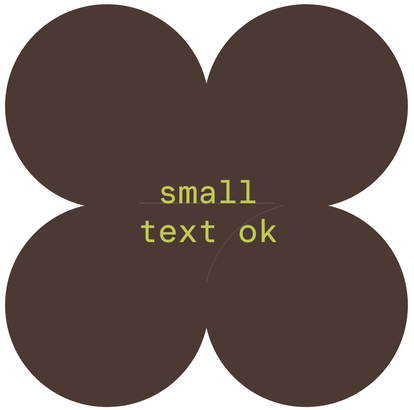
sprout x ground

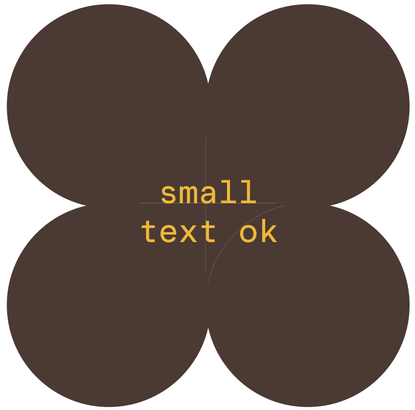


seed x ground

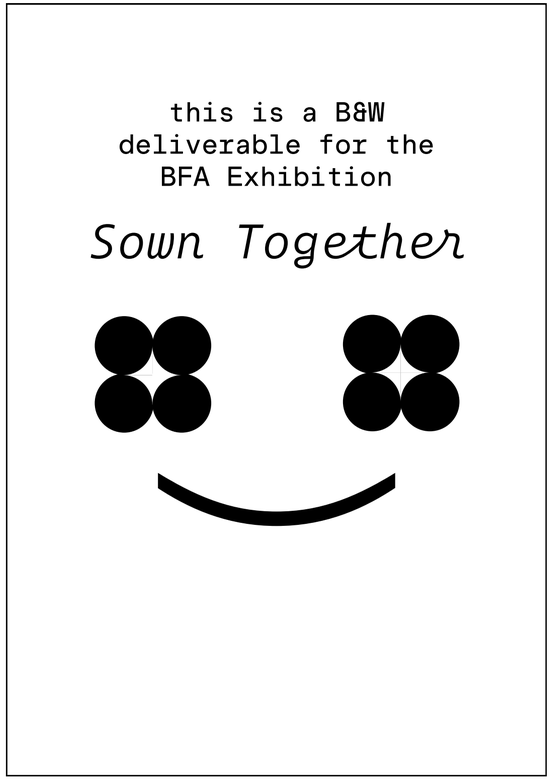




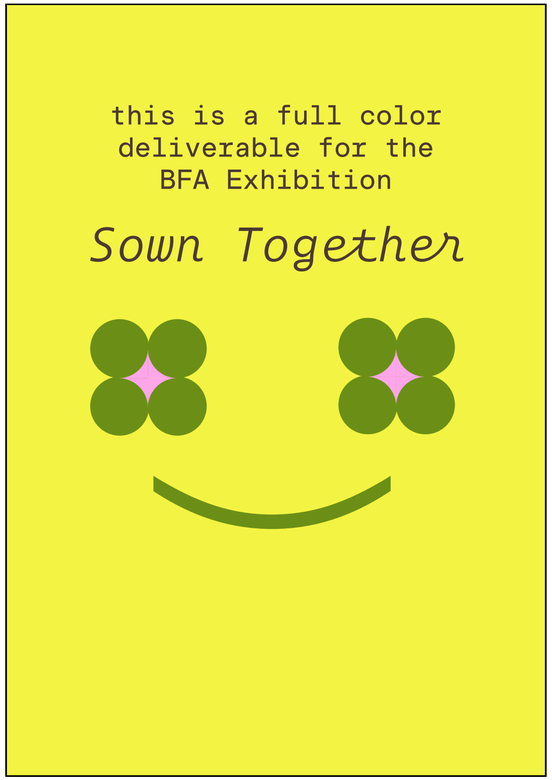




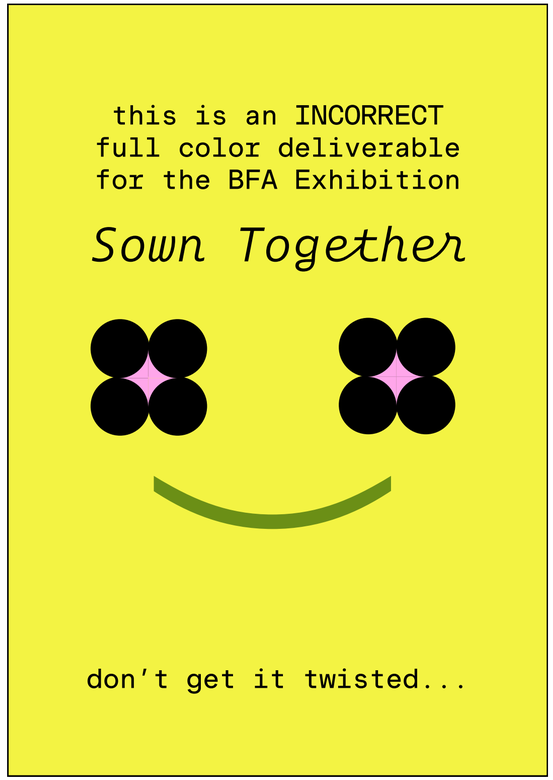
Black text should only be used on fully B&W deliverables. Otherwise use “ground” brown in full color deliverables wherever black would traditionally be used.



:) B&W Deliverable

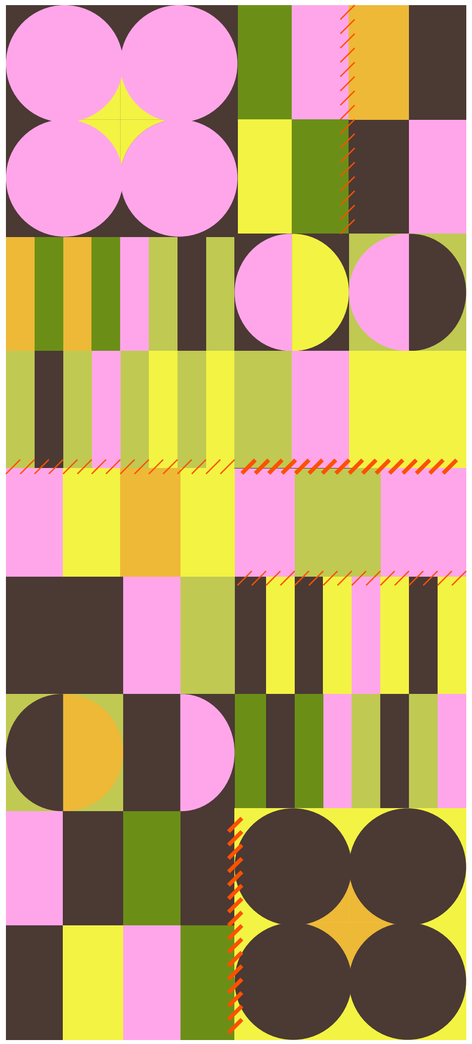


:) Full Color Deliverable

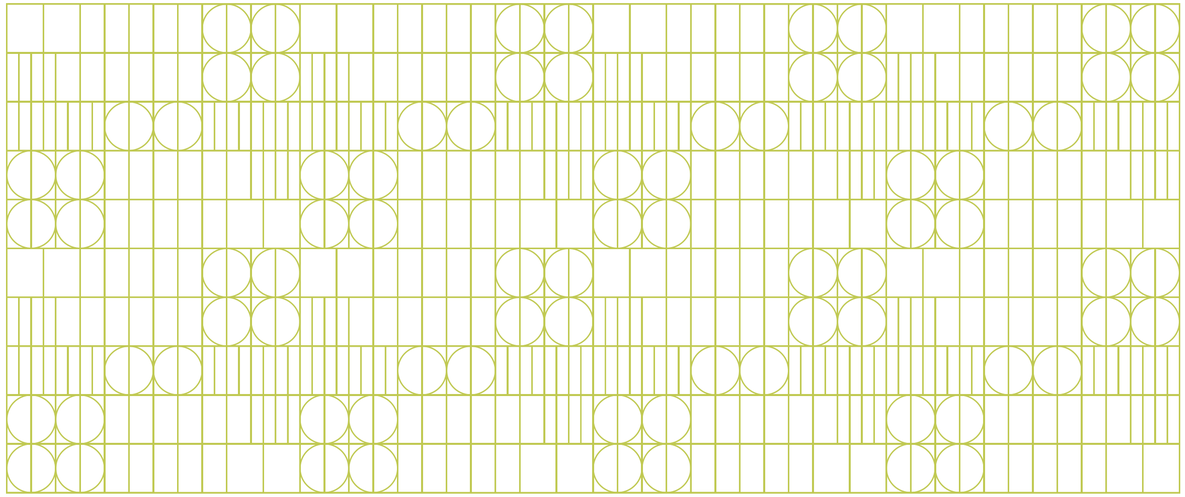


:(Black in Full Color Deliverable

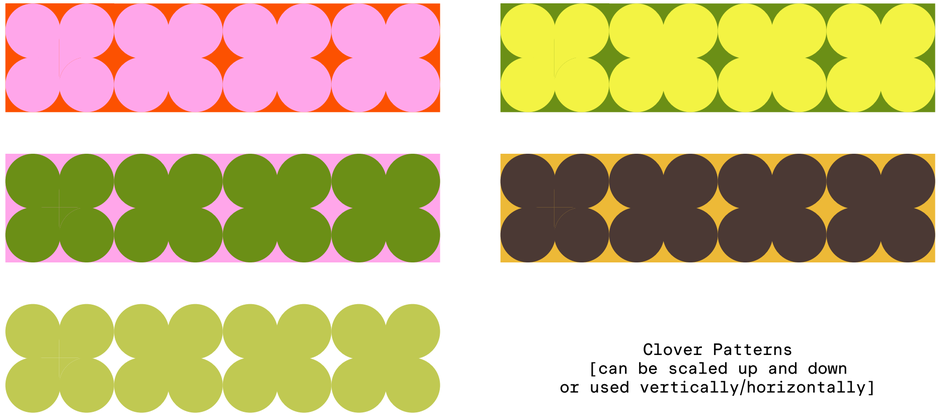
Graphic Elements



pattern based on grid (fill)



pattern based on grid (stroke)
[can also use a different stroke color!]



Clover Patterns
[can be scaled up and down
or used vertically/horizontally]

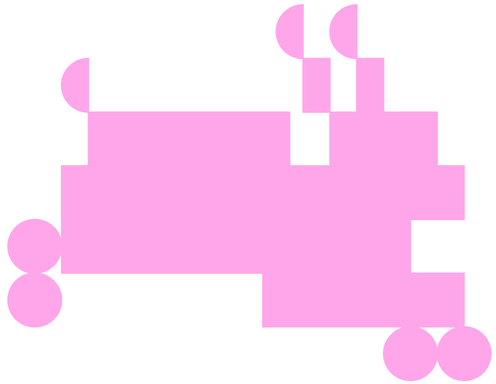
Sowing

More Sowing

Grass Pattern

Grass Blowing in the Wind

More Grass Blowing in the Wind



GarDen Bun Bun

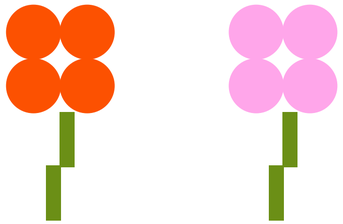
Clover

Sprout

Seed

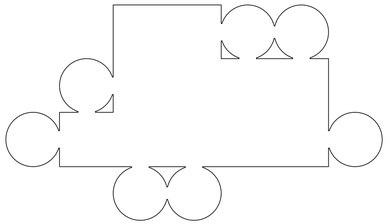
stitch marks
[use as a small element to
stitch other pieces together]

Water+Nutrients

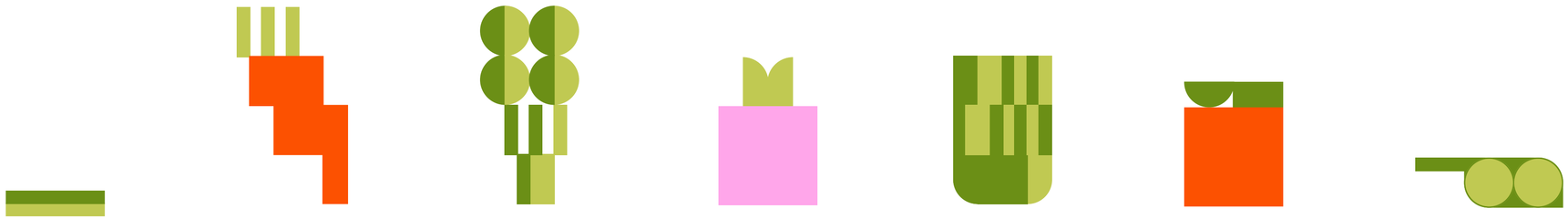


Flowers

Sunshine

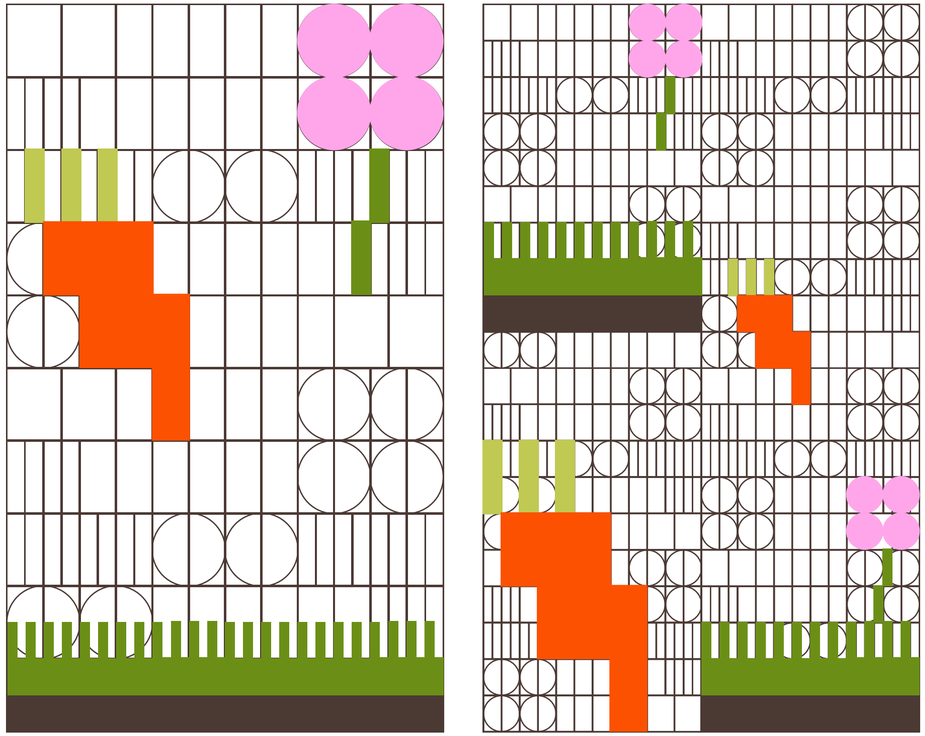


Cloud [remove stroke and set
against color fill background]

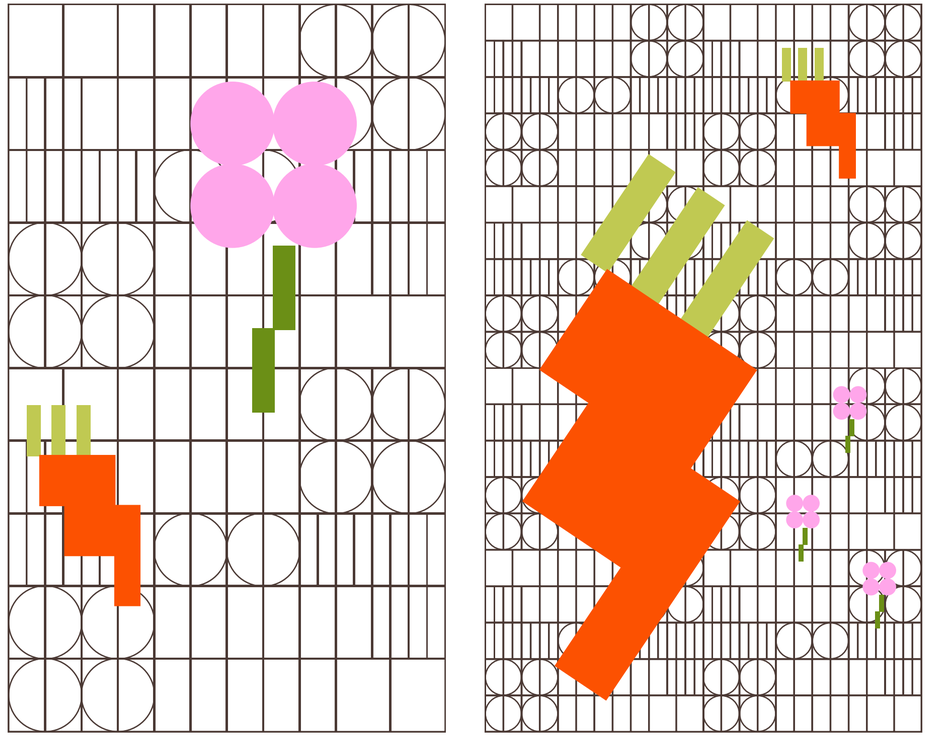


Celery Carrot Broccoli Purple Onion Lettuce Tomato Peas

Elements should always be **scaled** in proportion to the grid.



YES! This looks great and is perfectly scaled. Try to fit elements where they come from in the grid when possible. However, no need to keep them in their exact spot in every instance... This is especially true in the case of patterns that repeat a section of the grid. (see grass)



OH NO! The grid has been disregarded and all of the elements are misaligned, inconsistently scaled, and askew :(

End.