

Visual Identity

Type Specifications

Typography

Main

GT Sectra

“The Way We Ask”

*Graphic Design & Illustration
Senior Show Exhibition 2025*

Otis College of Art and Design

Body

Aperçu

As illustrators and designers, our mission is to ask, to imagine, to search for a better version of our current world, with our brush, pencil, cursor, and screen. Many many questions, knocking at the door of future for us, one after another.

Variable Type

Headline

128/128pt
-60 tracking

The *Way We* Ask

Subheadline

90/92pt
-50 tracking

*BFA Graphic Design + Illustration
Senior Show*

Body

24/25pt
-25 tracking

9045 Lincoln Blvd,
Los Angeles, CA 90045

Otis College of Art and Design

GT Sectra

Otis College of Art and Design	Senior Exhibition	May 09–10, 2025
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GT Sectra (Italics)

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Visual Identity

Logograms + Color

Logogram (Basic)

The *Way We* Ask Senior Show

The *Way We* Ask Senior Show

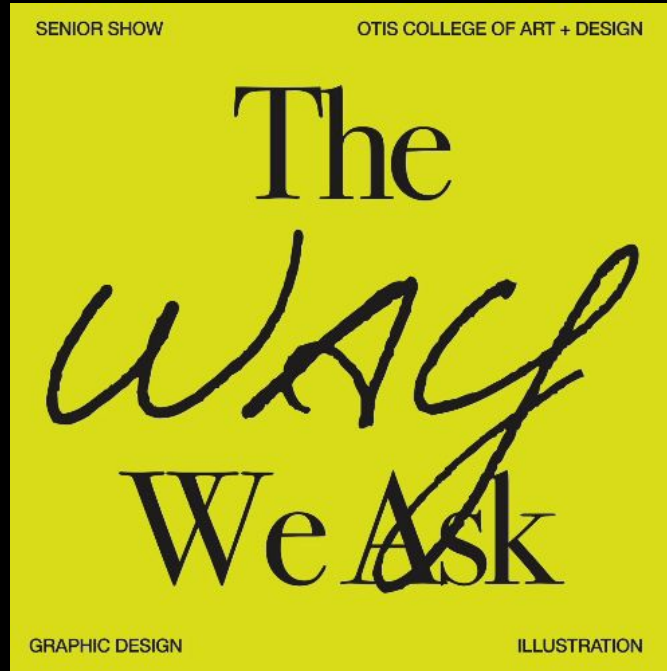
The
Way
We
Ask

Senior Show

The
Way
We
Ask

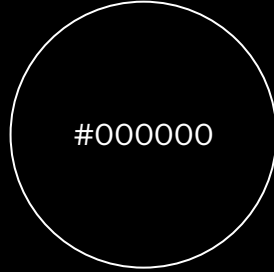
Senior Show

Logogram (Motion Graphics)



Color Palette

Primary



#000000



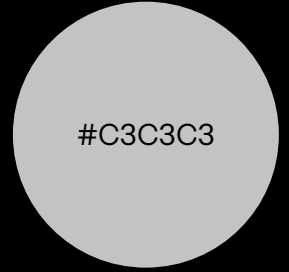
#444444



#6E6E6E



#8E8E8E

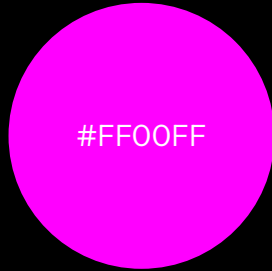


#C3C3C3

Secondary



#FFED24



#FF00FF

Visual Identity

Layouts (In Progress)

Layouts

