

The background is a solid magenta color. It is decorated with several thick, hand-drawn style teal lines. One line starts at the top left, curves down and to the right, then loops back. Another line starts at the bottom left, curves up and to the right, then loops back. A third line starts at the bottom right, curves up and to the left, then loops back. These lines create a sense of movement and flow.

Interwoven Branding Guidelines

Special Topics

Our Mission

Goals

Create an **interactive exhibition** showcasing **connection** of people while displaying Evanisko Projects

Tone of Voice

Tone of voice should reflect an **unspoken connection between people** of varying backgrounds in a playful and casual manner. With text and design it should create a **space people want to enter** and feel welcomed.

Slogans

Slogans are interchangeable. Subtext on posters and social media. Main element on merch.

Find Your Link.

Where Creativity Connects.

Connection Made.

It's not just you.

Phrases

Phrases below should be used on posters and social media as a way to hook people into reading more.

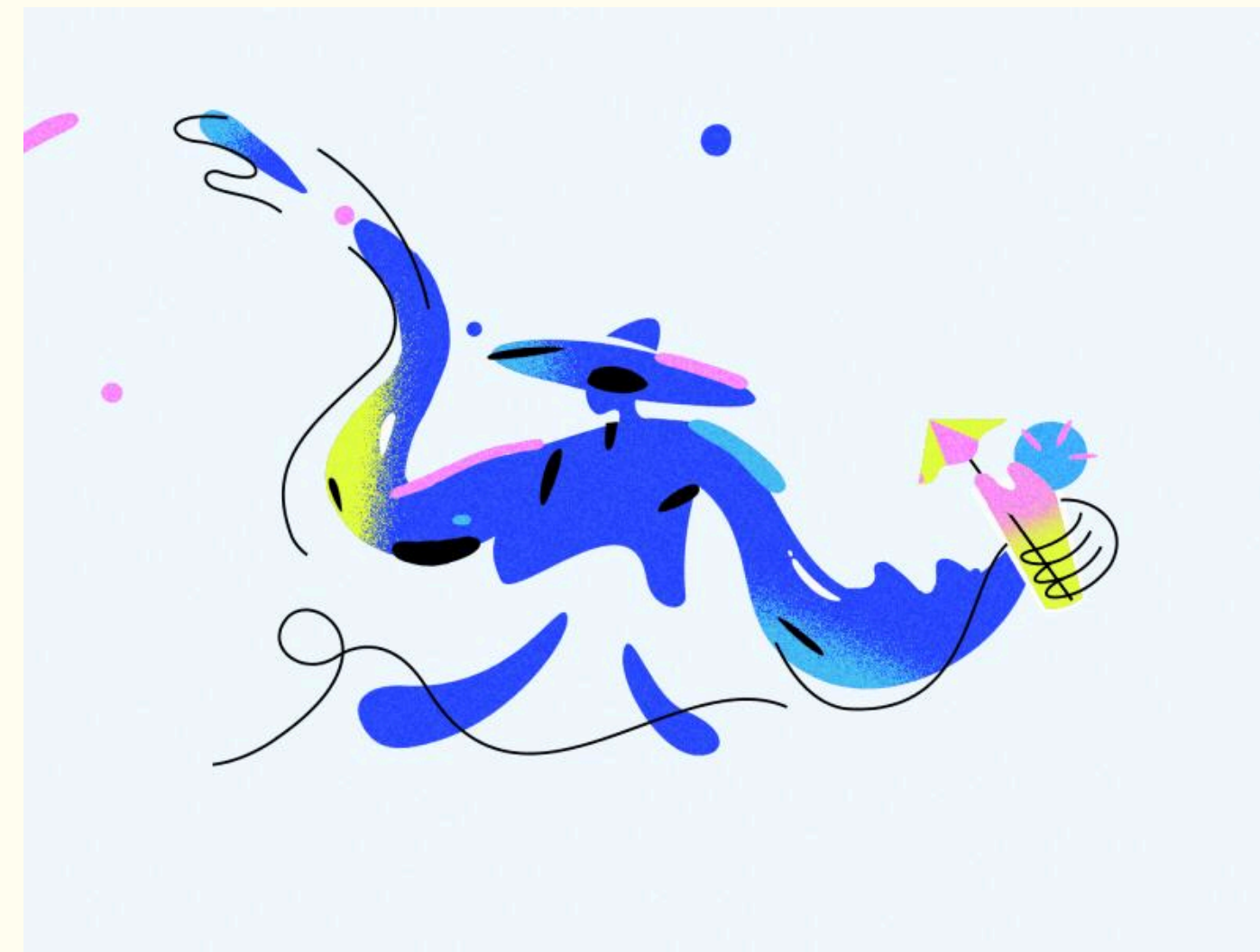
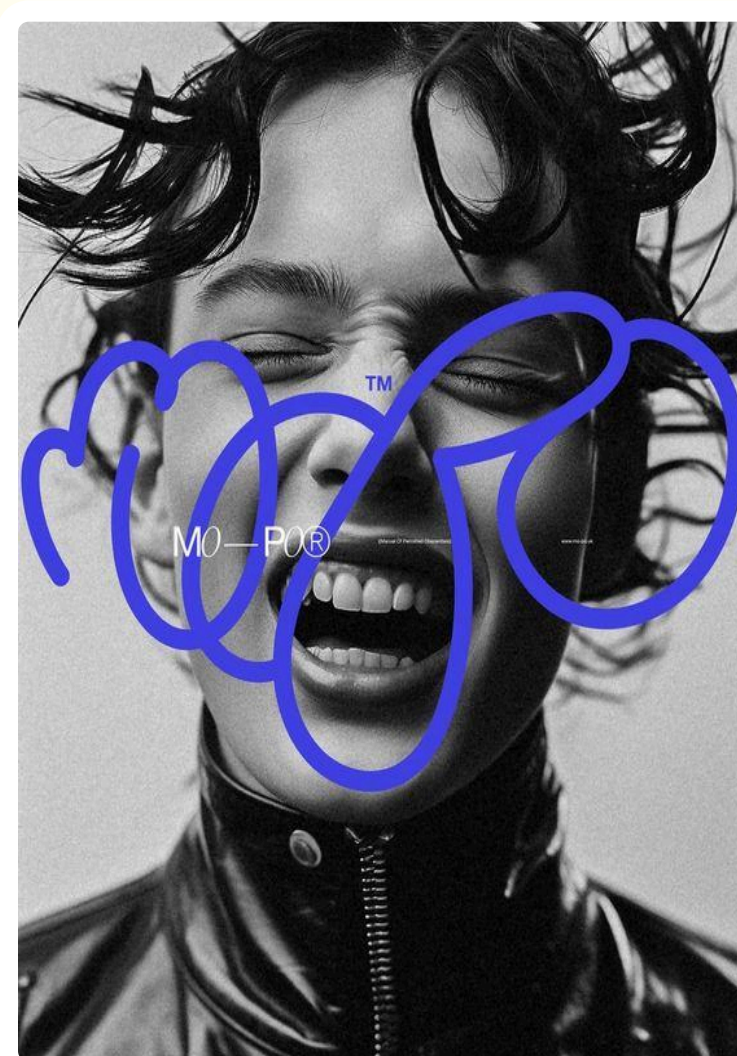
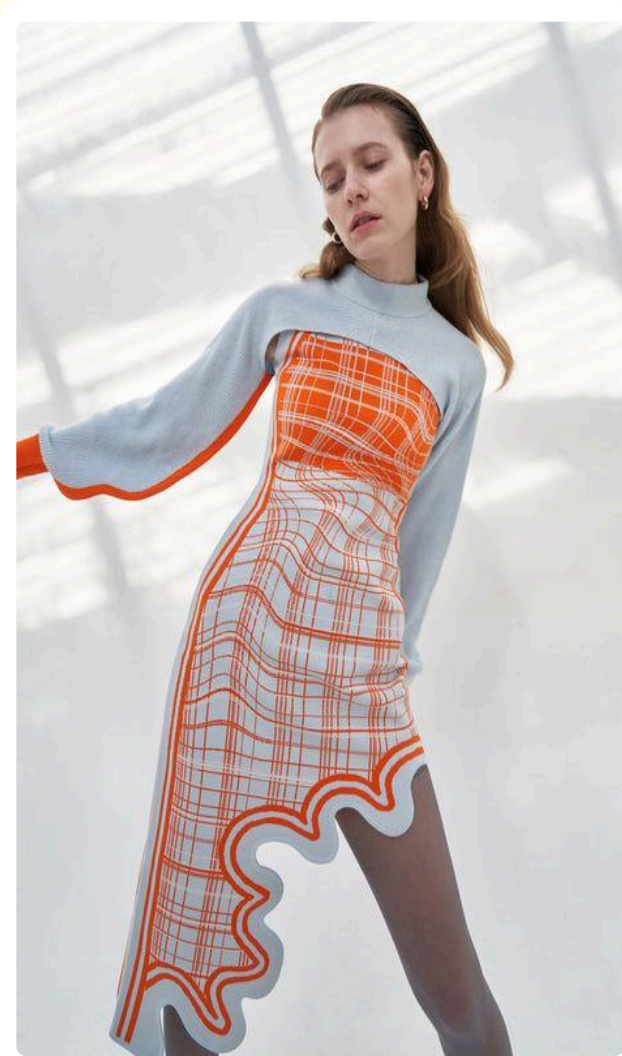
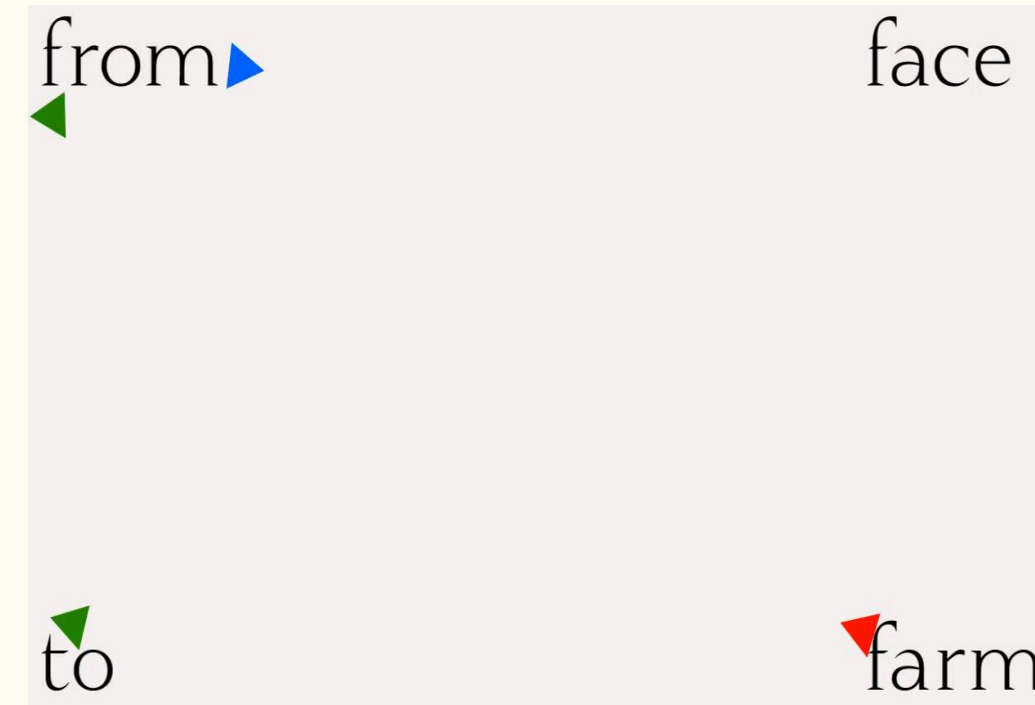
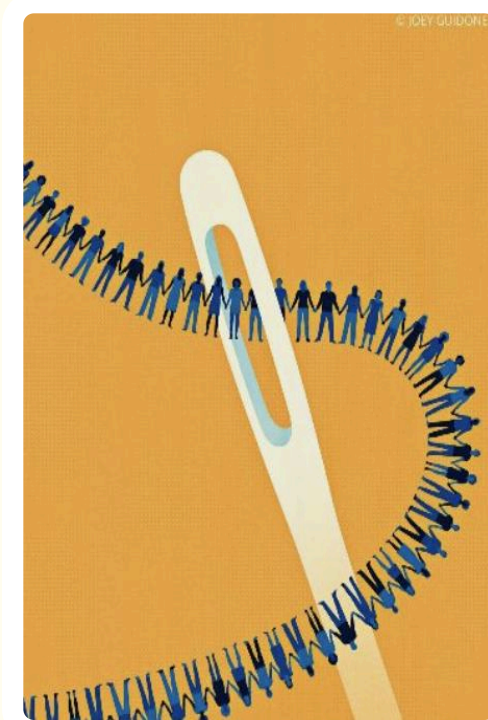
You and the person next to you are not hitting legs today

Two of you reading this have missed the buss

Key Words

Playful	Inviting	Informal
Organic	Optimistic	Bold
Humanistic	Dynamic	

Moodboard



Color Palette

This color palette creates **vibrant visuals**, adding a fun and playful touch for the audience.

<div><div>Emerald Exchange</div><div><div>RGB</div><div><div>R</div><div>187</div></div><div><div>G</div><div>214</div></div><div><div>B</div><div>134</div></div></div><div><div>CMYK</div><div><div>C</div><div>29.44</div></div><div><div>M</div><div>1.79</div></div><div><div>Y</div><div>61.65</div></div><div><div>K</div><div>0</div></div></div><div><div>HSB</div><div>BBD686</div></div></div>	<div><div>Together Teal</div><div><div>RGB</div><div><div>R</div><div>192</div></div><div><div>G</div><div>229</div></div><div><div>B</div><div>231</div></div></div><div><div>CMYK</div><div><div>C</div><div>23.34</div></div><div><div>M</div><div>0.05</div></div><div><div>Y</div><div>8.9</div></div><div><div>K</div><div>0</div></div></div><div><div>HSB</div><div>C0E5E7</div></div></div>	<div><div>Bonded Blue</div><div><div>RGB</div><div><div>R</div><div>4</div></div><div><div>G</div><div>21</div></div><div><div>B</div><div>79</div></div></div><div><div>CMYK</div><div><div>C</div><div>100</div></div><div><div>M</div><div>95.68</div></div><div><div>Y</div><div>32.3</div></div><div><div>K</div><div>42.48</div></div></div><div><div>HSB</div><div>04154F</div></div></div>	<div><div>Partnership Pink</div><div><div>RGB</div><div><div>R</div><div>255</div></div><div><div>G</div><div>193</div></div><div><div>B</div><div>223</div></div></div><div><div>CMYK</div><div><div>C</div><div>0</div></div><div><div>M</div><div>30.47</div></div><div><div>Y</div><div>0</div></div><div><div>K</div><div>0</div></div></div><div><div>HSB</div><div>FFC1DF</div></div></div>	<div><div>Cardinal Connection</div><div><div>RGB</div><div><div>R</div><div>197</div></div><div><div>G</div><div>60</div></div><div><div>B</div><div>88</div></div></div><div><div>CMYK</div><div><div>C</div><div>18.03</div></div><div><div>M</div><div>90.65</div></div><div><div>Y</div><div>56.16</div></div><div><div>K</div><div>3.35</div></div></div><div><div>HSB</div><div>C53C58</div></div></div>	<div><div>Personable Pearl</div><div><div>RGB</div><div><div>R</div><div>250</div></div><div><div>G</div><div>245</div></div><div><div>B</div><div>225</div></div></div><div><div>CMYK</div><div><div>C</div><div>1.69</div></div><div><div>M</div><div>1.84</div></div><div><div>Y</div><div>11.99</div></div><div><div>K</div><div>0</div></div></div><div><div>HSB</div><div>FAF5E1</div></div></div>
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Using the Color Palette



Bonded Blue



**Personable
Pearl**



**Together
Blue**



**Partnership
Pink**



**Emerald
Exchange**

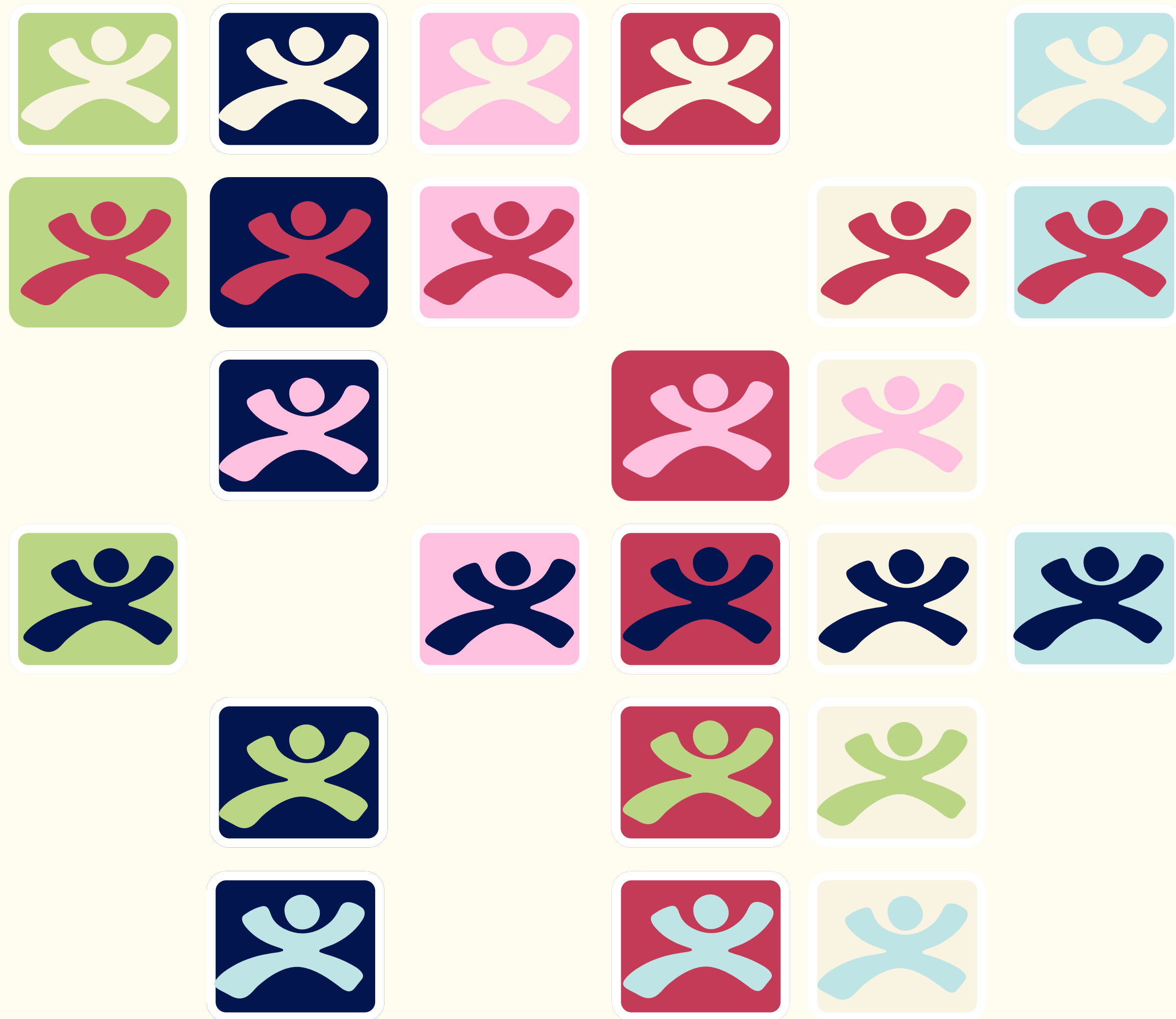


**Cardinal
Connection**

Colors are **primary used for background and text** because of their high contrast. Less commonly used for shapes and visual elements.

Colors are **secondary colors and used for visual elements and highlighting information**. Used to reinforce the playful mission.

Color Palette Matching



The given color combinations are the **only instances** in which the palette should overlap.

If combination is **not shown** it **should not be used**.

Typography

Let's Talk Type!

Headings IvySoft Black

Sub Heading IvySoft Regular

Body Text Monsterrat Regular

Find Your Link

Interwoven Exhibition

Come visit us in the Library Jan - May 2025
in the Pattee and Paterno Library!

Type can be used at **varying sizes** and on different paths depending on the deliverable.
Please do not stretch type or italicize it.

Tittles and Subtitles can vary from sentence case, title case, and upper case. Body copy should always appear as sentence case.

All text should have a boundary half of one margin in the design.

Visual Elements

Our Logo

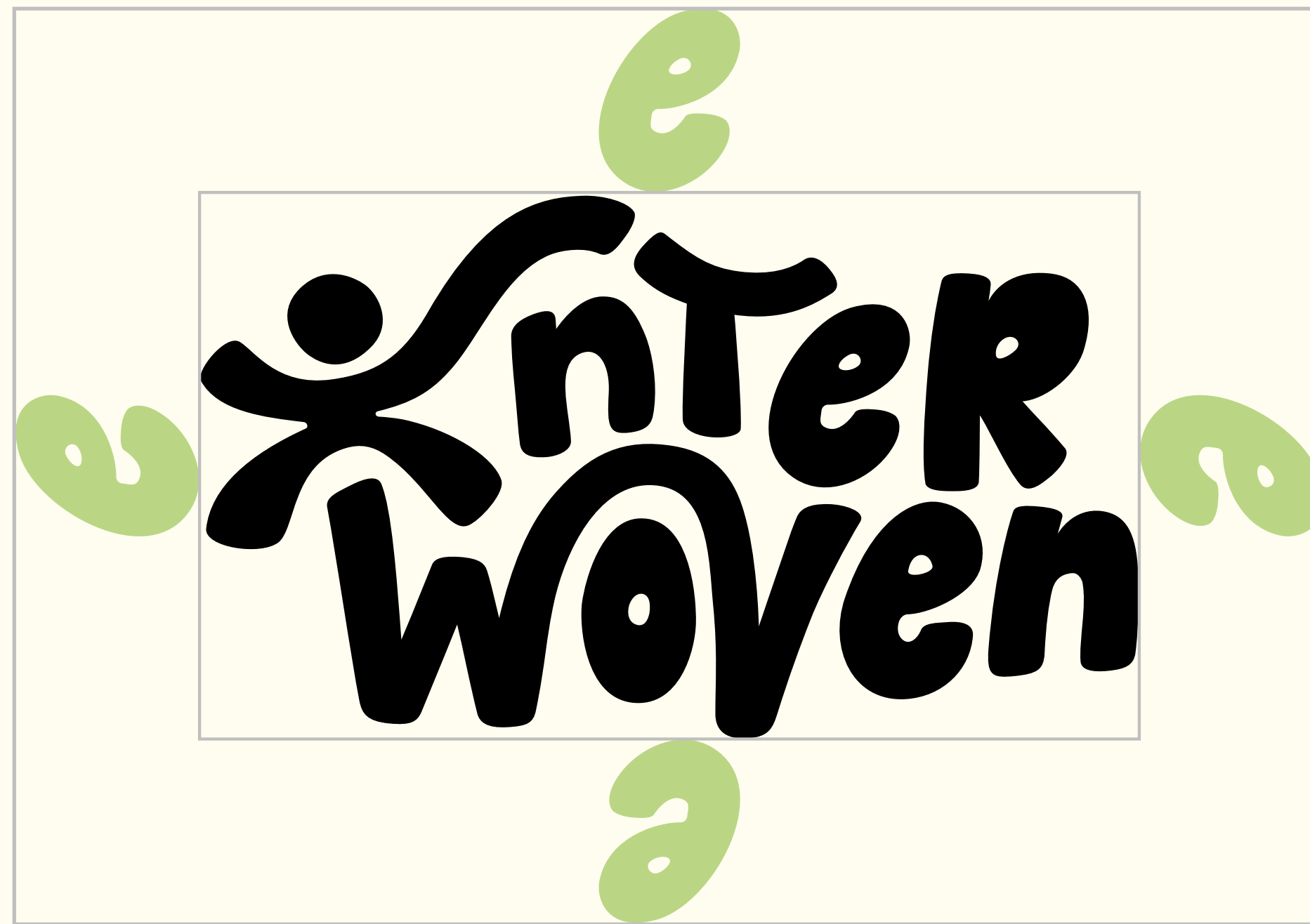


Interwoven Wordmark

Can be used on merchandise, social media, and additional promotional material. Works best for small scale items.

This wordmark acts as Interwoven's **primary logo**.

Padding



Reference the letter 'e' seen in "inter" as **padding**. Nothing should appear in this space.

Logo Variations



This lockup is Interwoven **secondary logo**.
Use for promotional material, deliverables,
merchandise when more context is necessary.



Separated Lockup can be
separated to frame promotional
material as long as they are
both present

Hey, Dude!

Dude is an **abstract illustration** of a person, used as a visual element across our designs to **represent connection** and highlight the playful spirit of our mission.

Scale Dude to fit deliverable as needed.

We love Dude and you should too! BUT Dude should not be overused and does not need to be in every design. Dude should be used just as much as other visual elements in the brand.

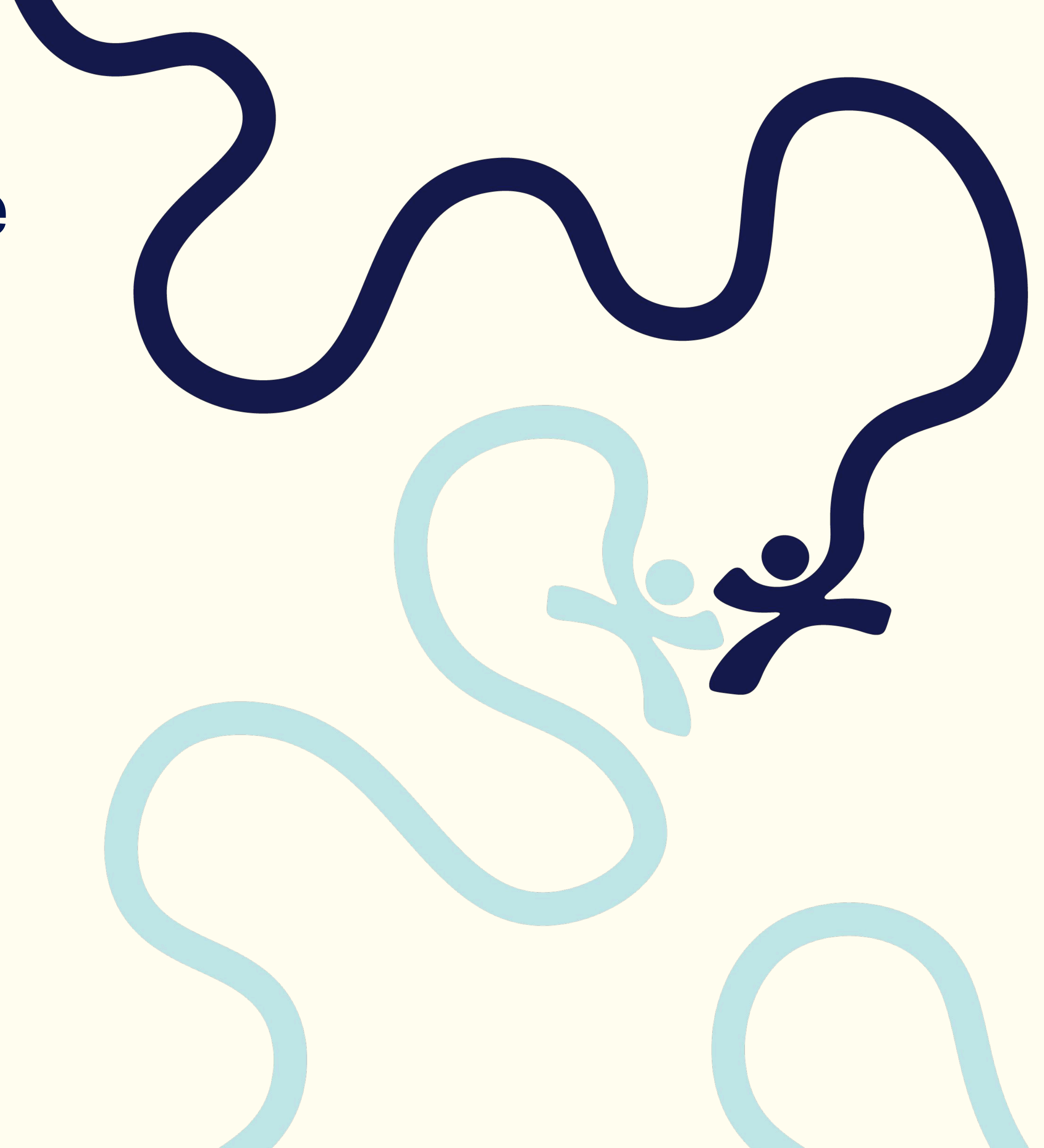


Getting to Know Dude

Dude's **limbs can be extended** and **connected to other** dude's for social media, wayfinding, posters, and more.

Lines should not overlap unless being used for pattern without Dude's.

When limbs are extended as lines they should **match the width of the limb** to make a seamless transition.



Dude Variations

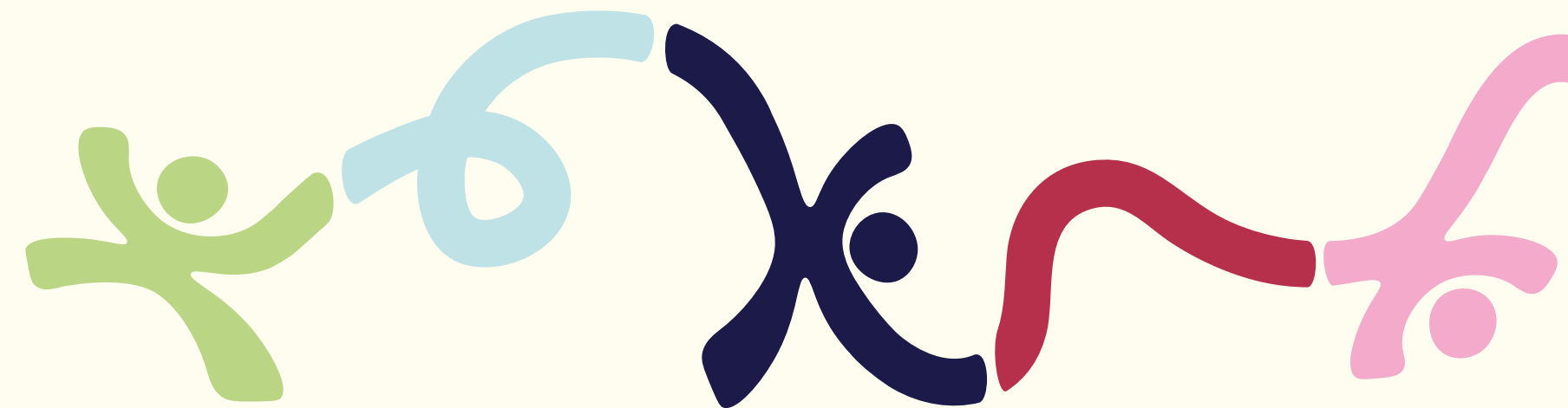
Directional Dude - wayfinding



Cartwheeling Dude - single usage on hat

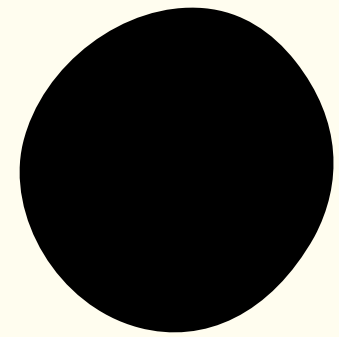


Patch Dude - single usage on patch



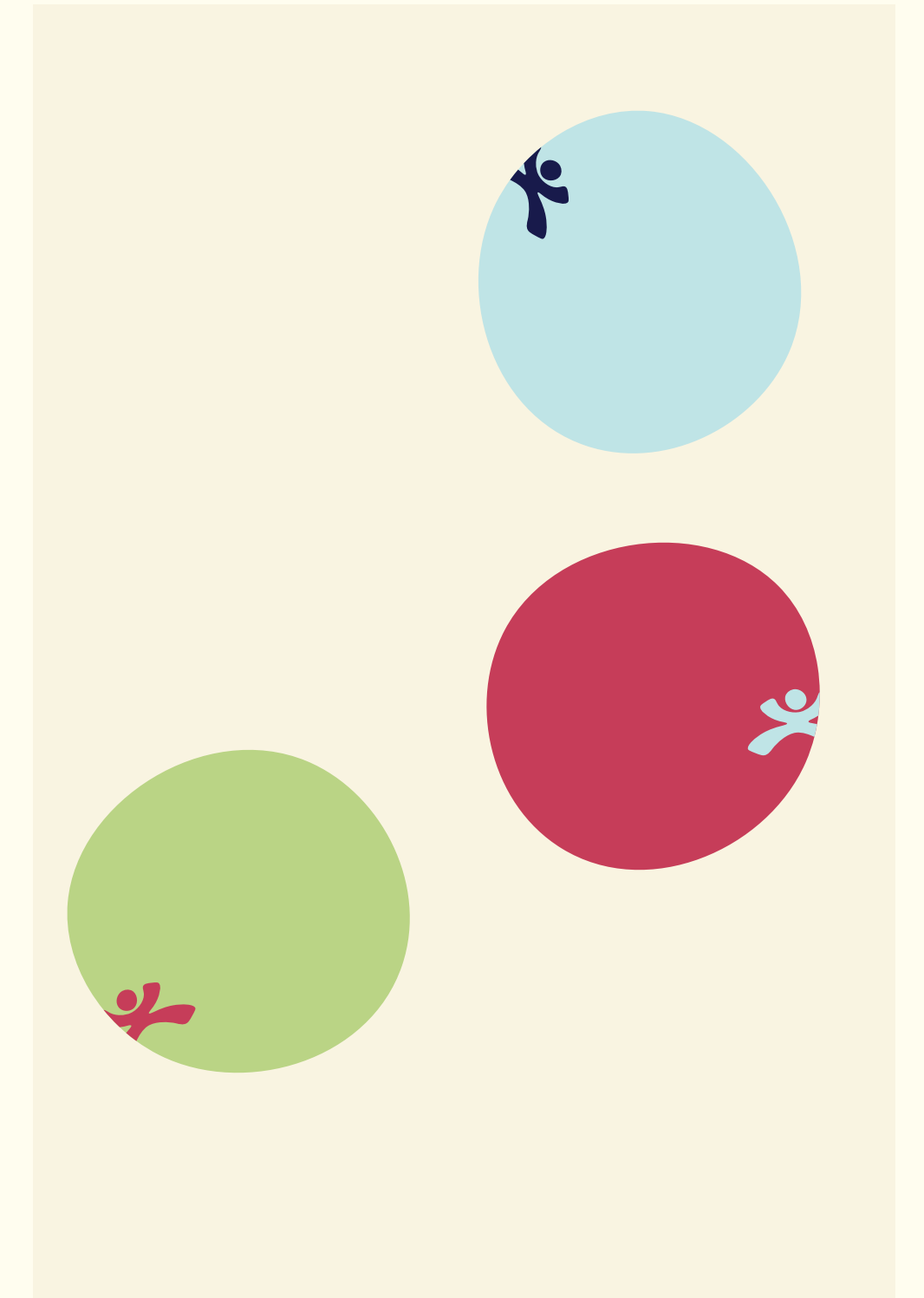
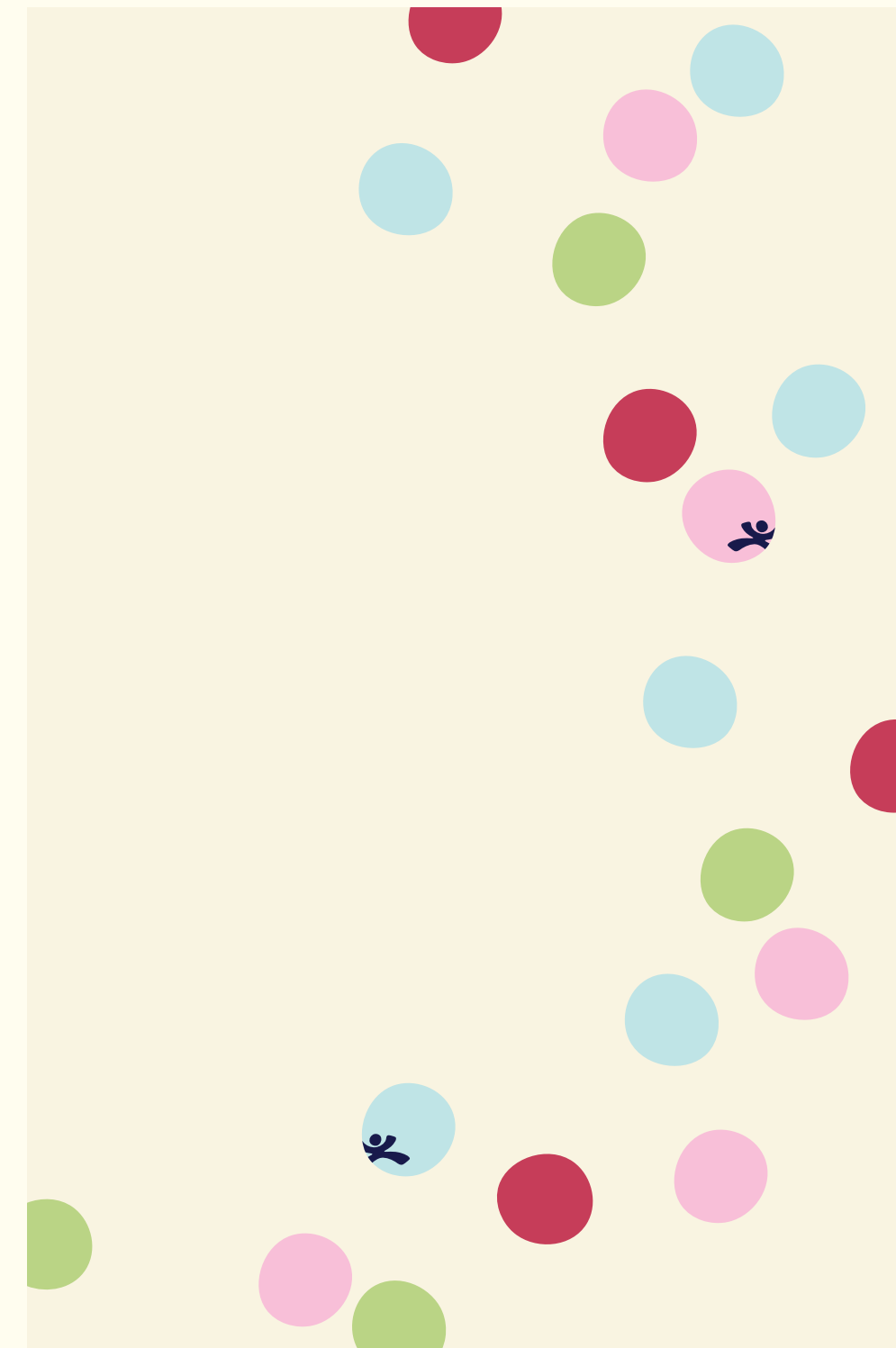
Dude Variations

Dude's Head



Used as a visual element in circular patterns shown to the right. Also used as the filled-in circle in the “Evanisko Project” lockup, shown below.

EVANISK●PROJECT



Patterns

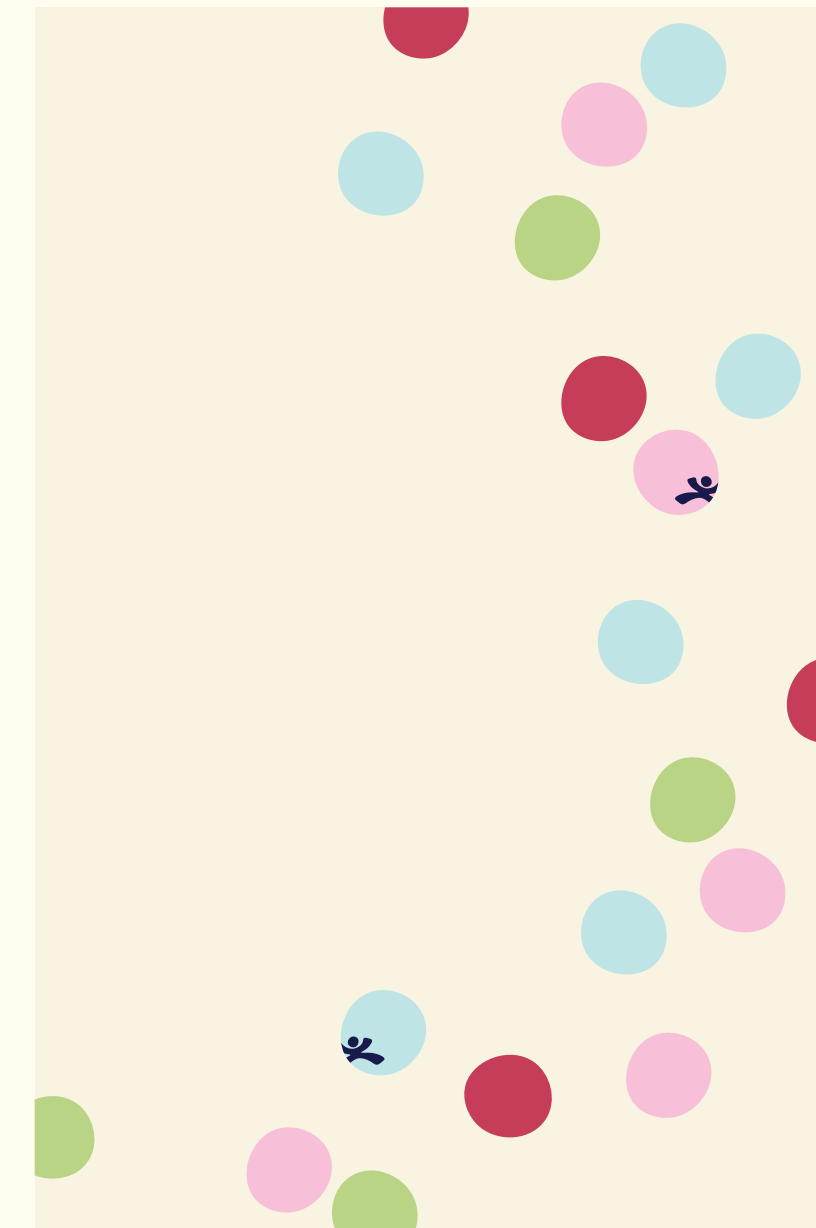
Squiggle Pattern



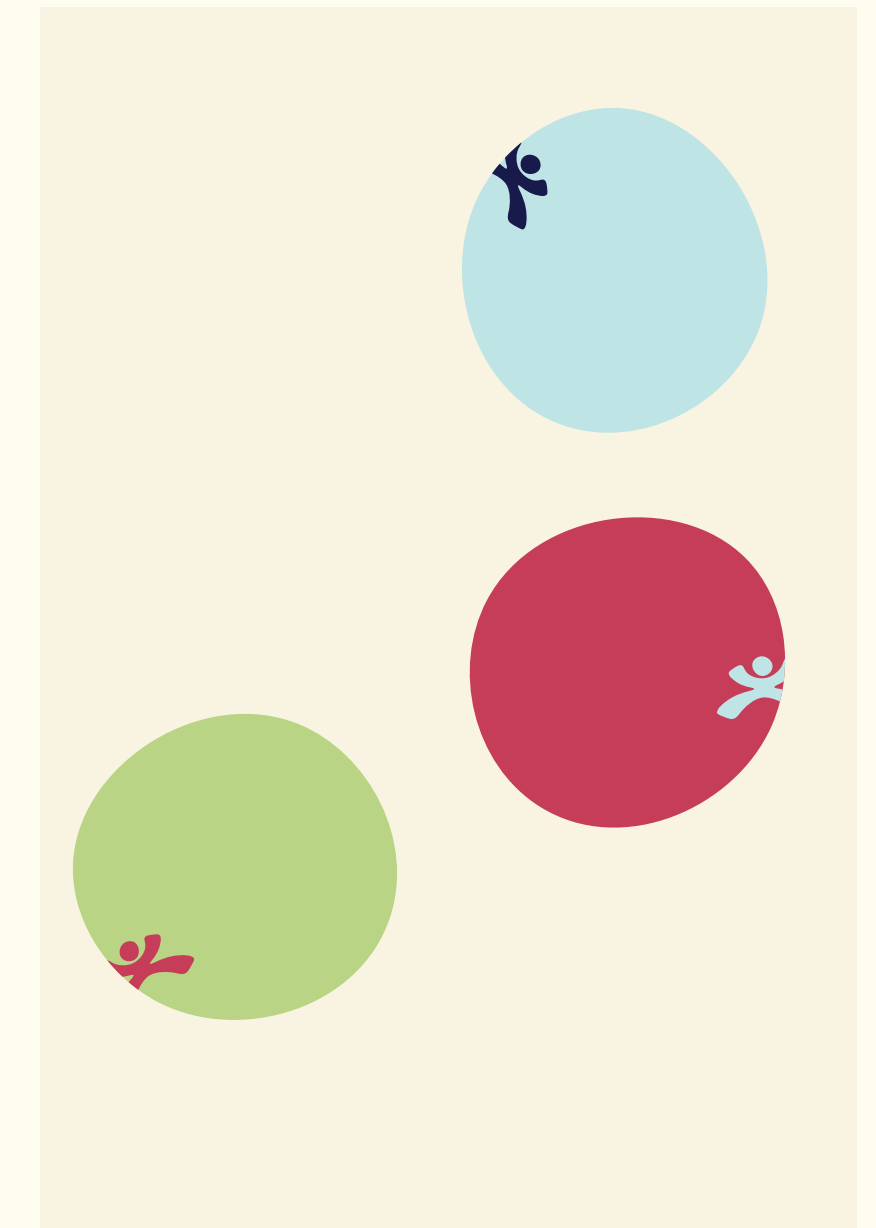
Lines Lines Lines



Small Dots



Big Dots

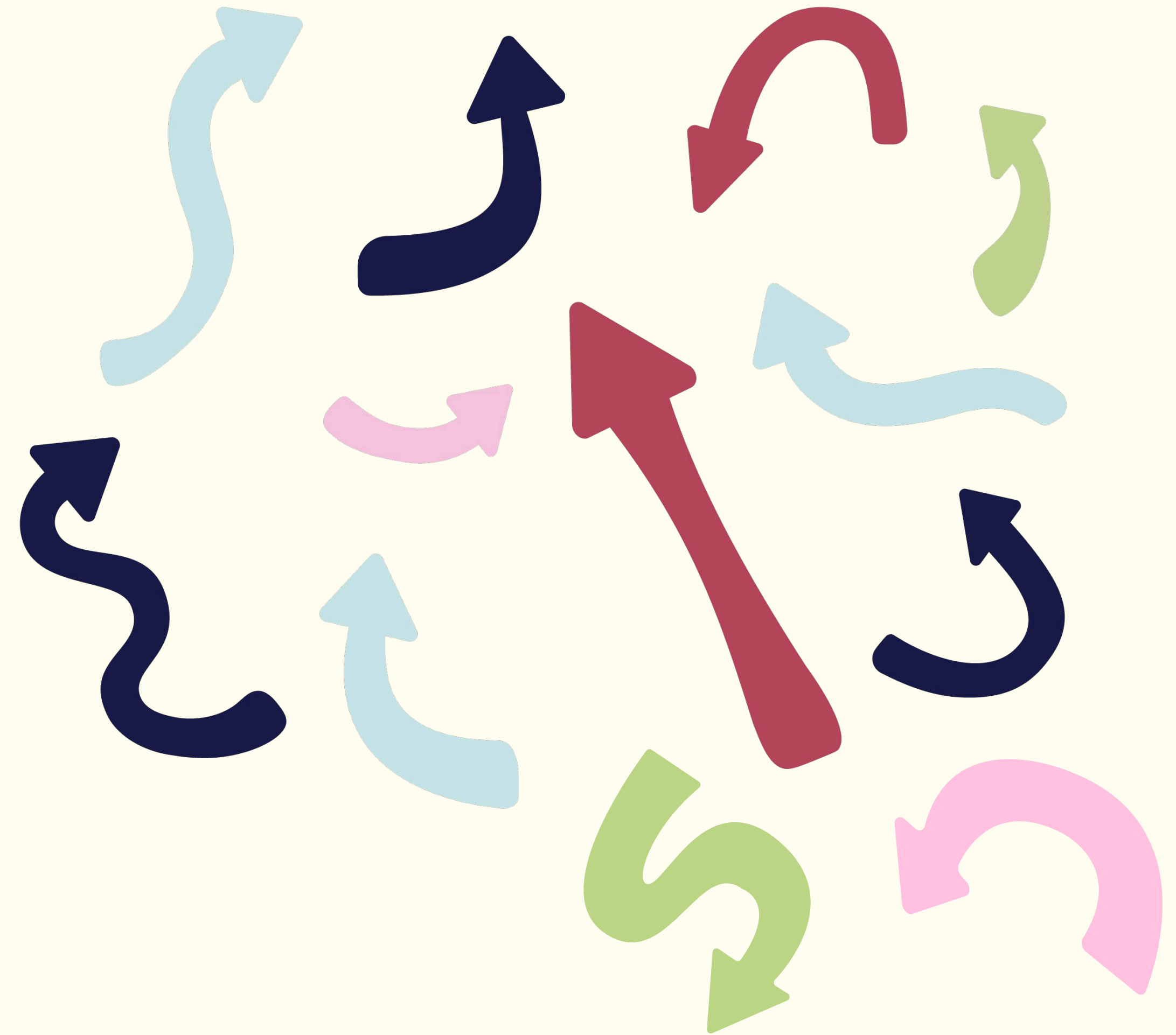


For these two patterns, you can have them with or without dude.

Pointing the Way

Chunky arrows are used as a visual element to **direct people to information**.

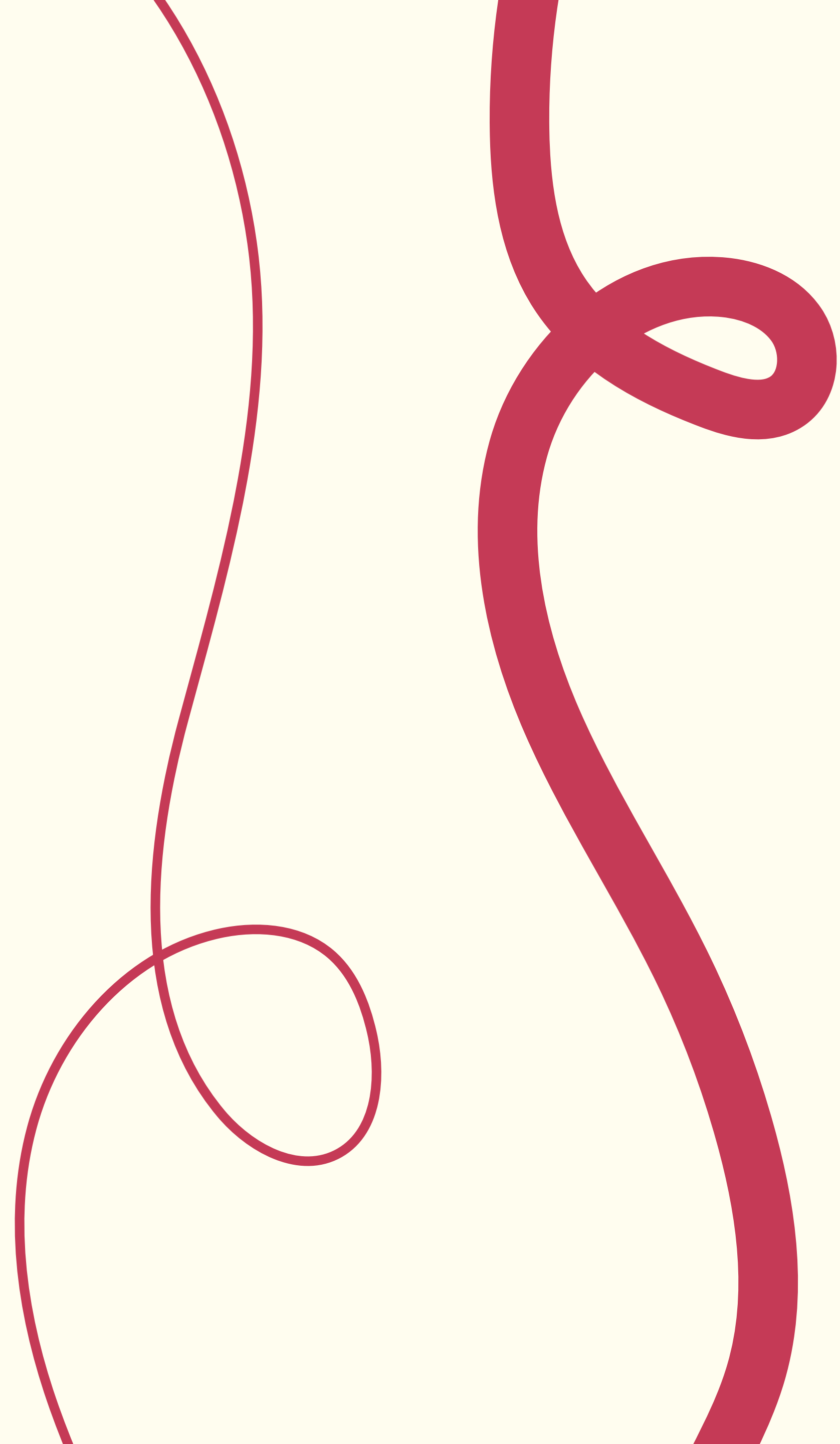
Arrows can also be added as an extension of Dude's limbs. Arrows should appear funky and flow in designs.



Follow the Line

Flowy lines can be used at different weights to create visual interest, patterns, and direct the eye of the audience to information.

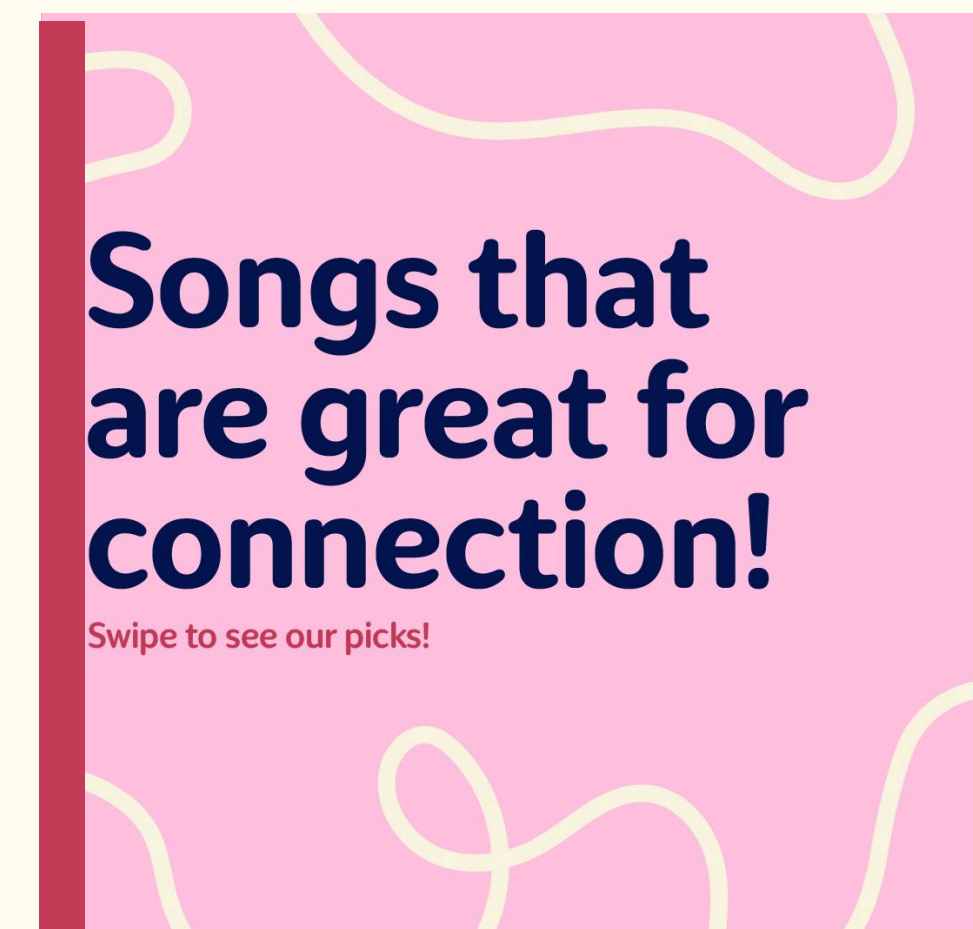
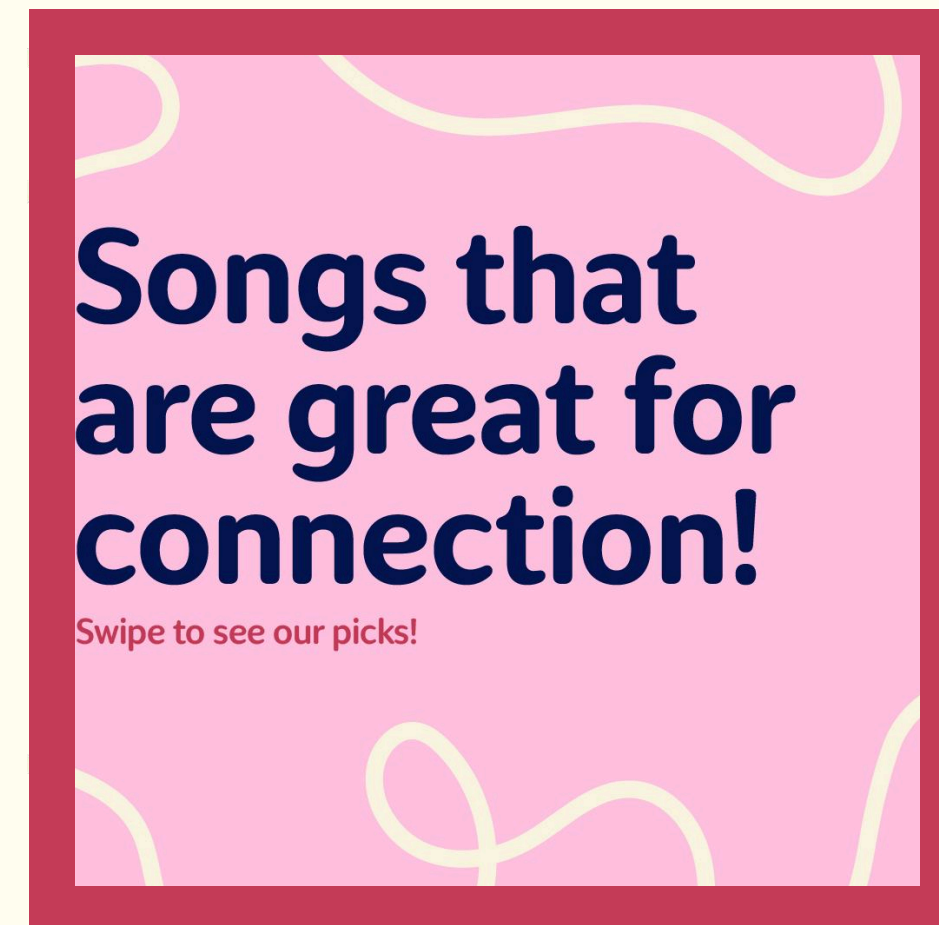
Think Lines should be the same width of Dude's limbs in deliverable. Thin lines should be 1/6 the width of think lines.



Margins

Margins for text should **never be smaller than 5% (1/18th)** of the width or height of design on any side

Example



└ 1/18th of Design

Merch

Apparel



Embroidered **patches** can be purchased separately from the shirts.



Apparel Mockups



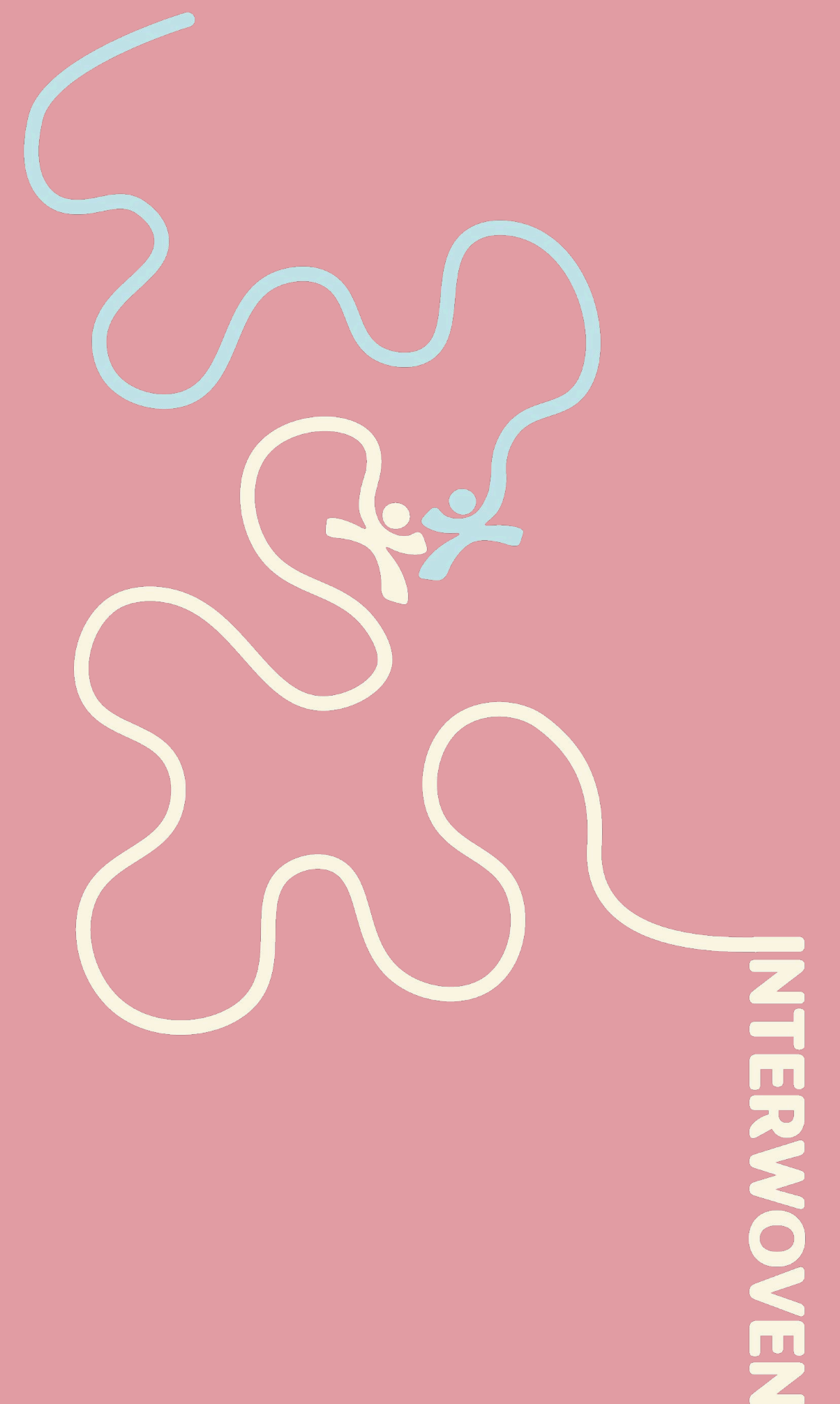
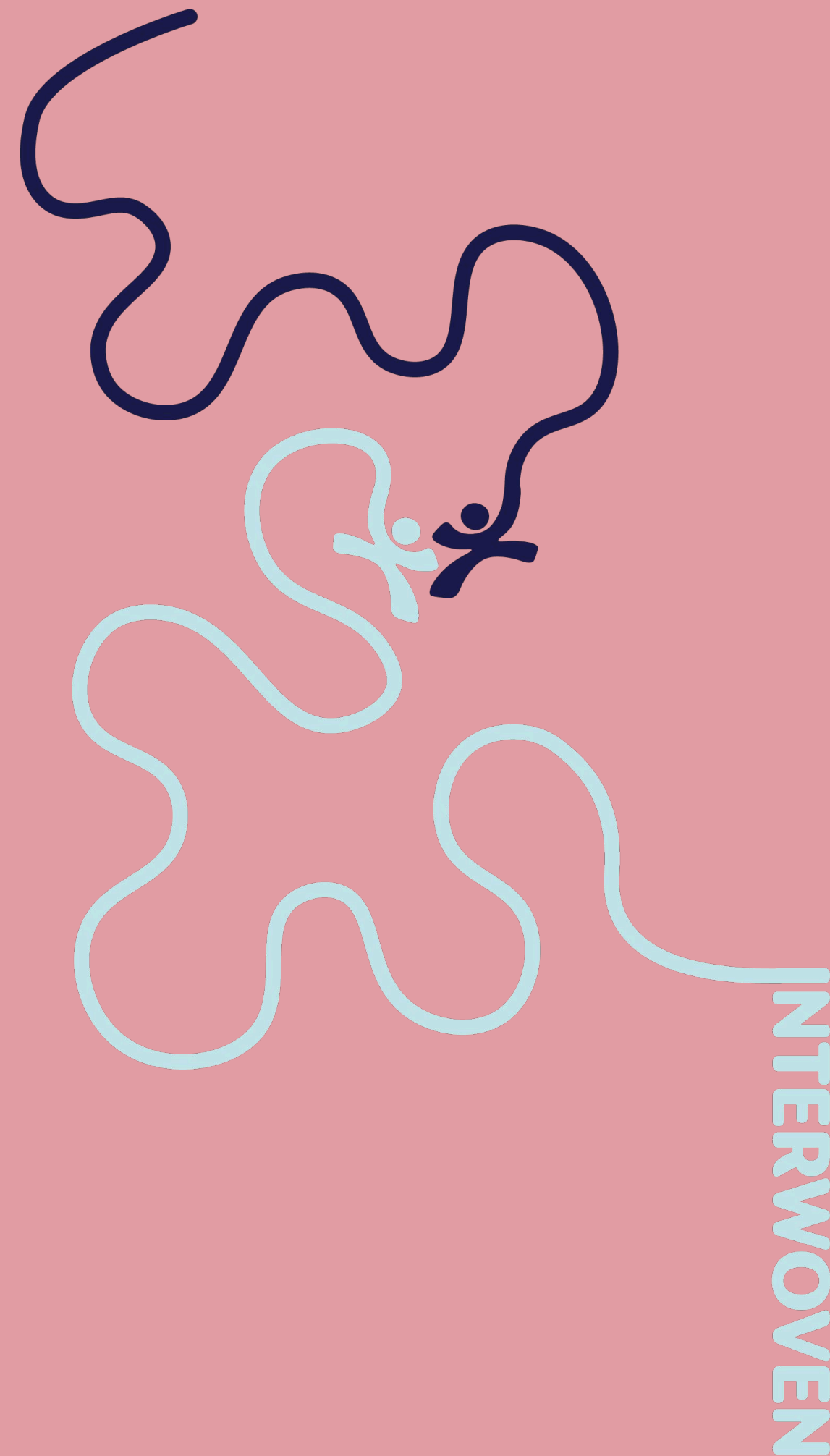
Apparel Mockups



Apparel Flats



Patches are 3.5" x 2" and
are embroidered



Hat



Hat Mockup



Hat Flats

INTERWOVEN



CONNECTION MADE

Extras

Stickers

Stickers are given out as a prize for completing the scavenger hunt.



Extras

Key Chains

Key chains are made out of “dude.” Each dude has a magnetic hand so that when two key chains are close they make a connection.



Extras



Button Pins

Plastic pins for shirts, backpacks, and tote bags.

These function as a scavenger hunt completion prize.

Flats



Posters

Poster Designs



Poster Designs



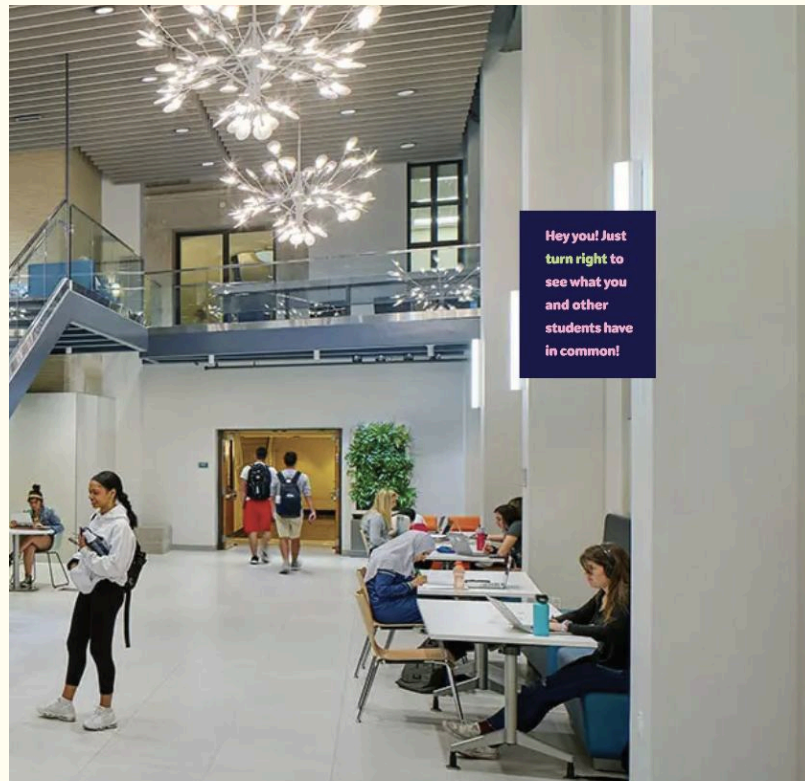
Posters are displayed in the library and campus in **high-traffic areas**. These areas include the Hub, the IM, and at bus stops.

Posters are scaled to 24" x 36". Can be bigger or smaller.

QR Codes linking to more information about the Exhibition should be placed on black squares in design.

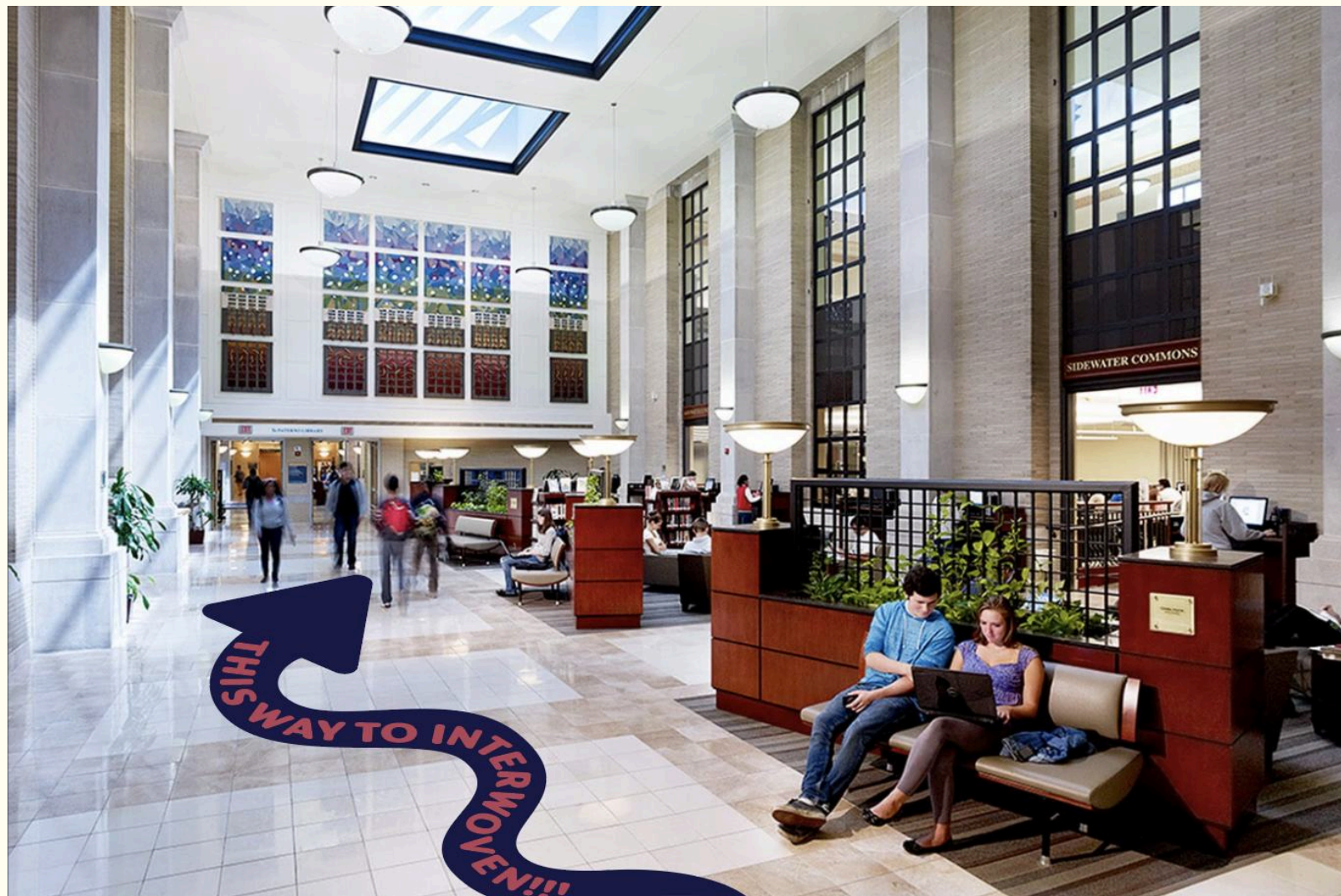
Wayfinding

Wayfinding



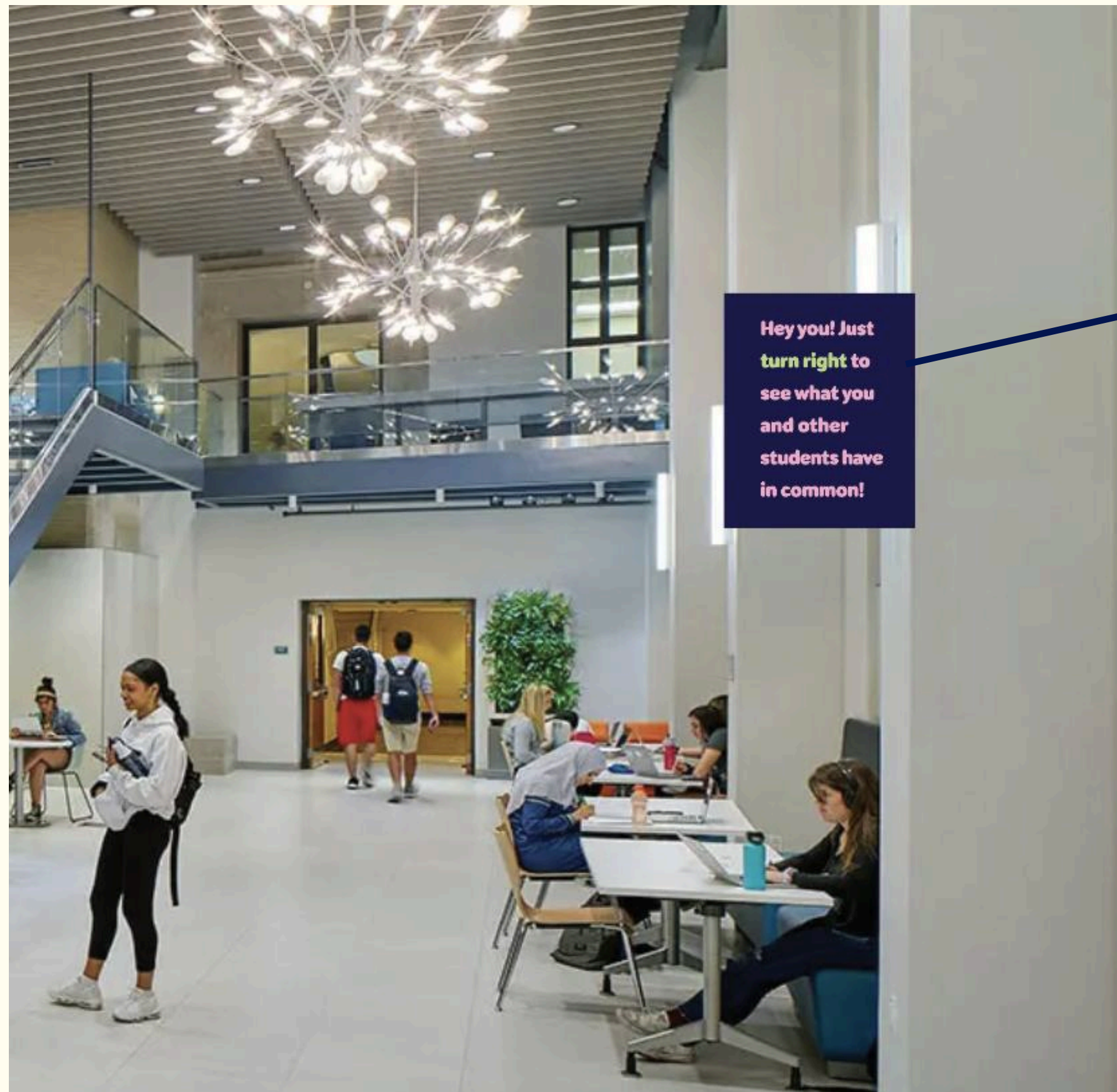
Vinyl signage that sticks to the floor and library columns

For more informational signage signs can be installed in a square format, that protrude from the wall.



For strictly directional signage there are floor arrows that do not include "the dude."

Wayfinding



Hey you! Just
turn right to
see what you
and other
students have
in common!

Hey you! Just
turn right to
see what you
and other
students have
in common!

Hey you! Just
turn right at
Starbucks to
make some
connections!

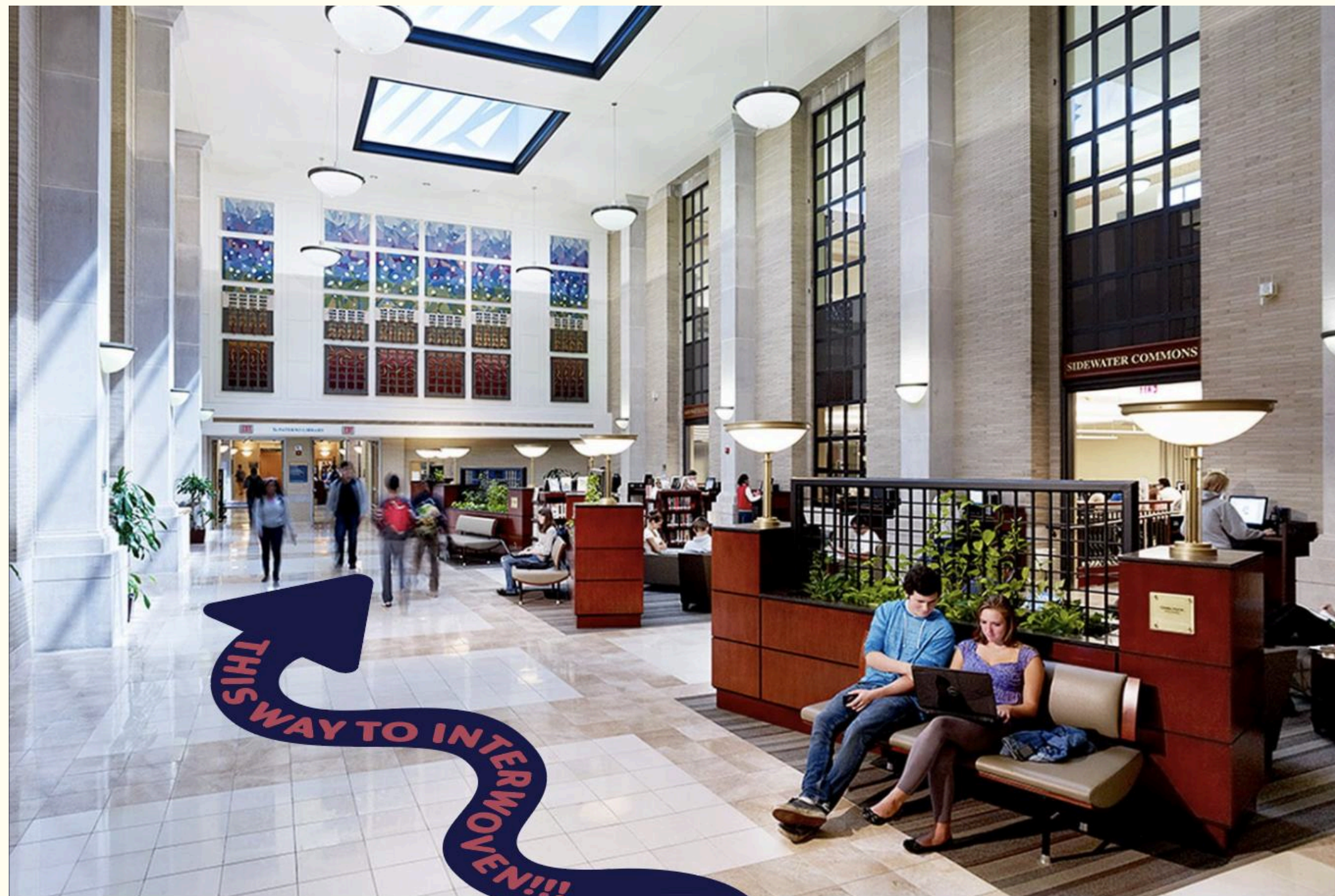
Hey you! Just
turn left to
find a connection
between you
and a friend!

For signage with **more information** a **rectangle format** can be installed, that will protrude from the wall.

Wayfinding



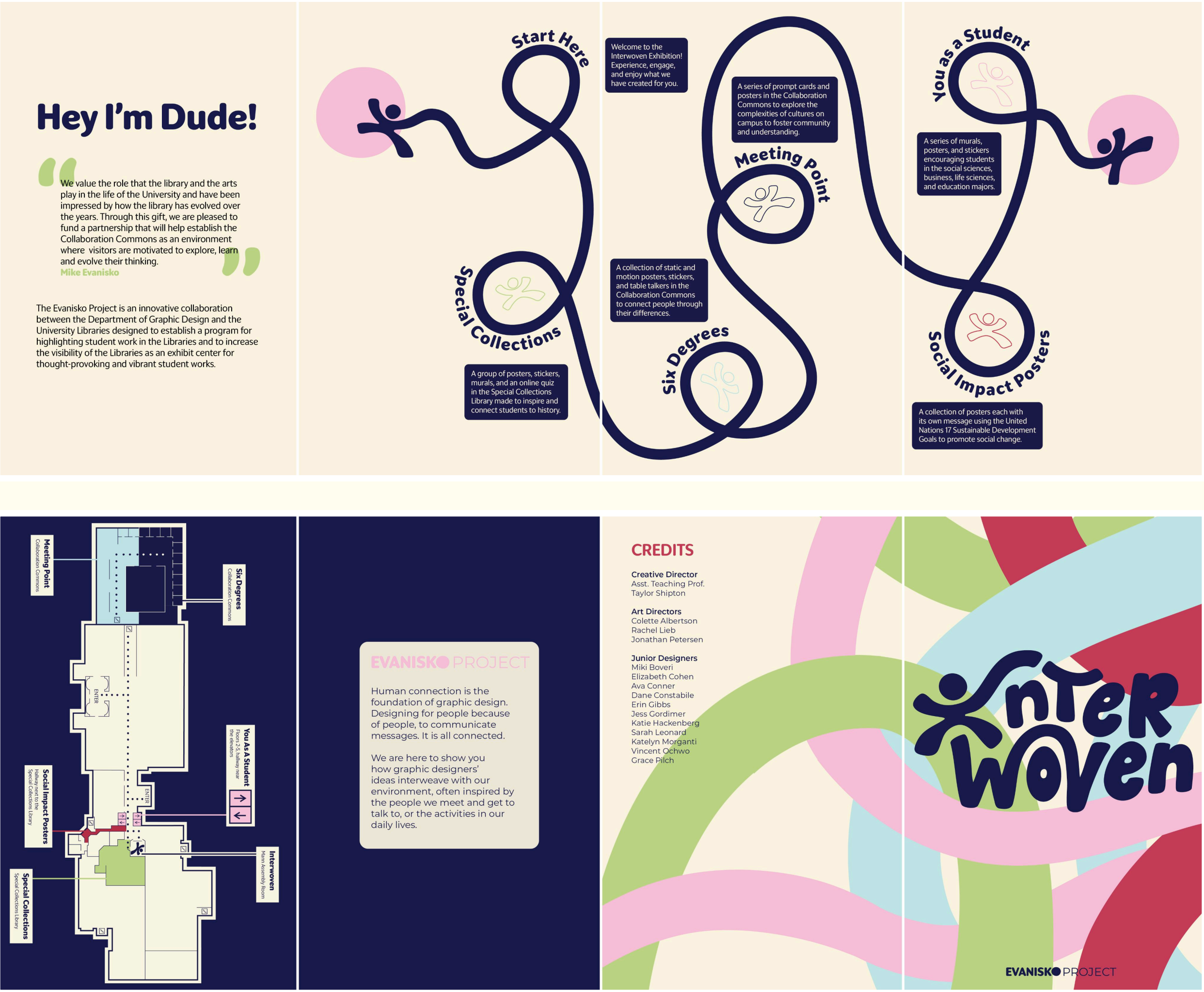
Wayfinding



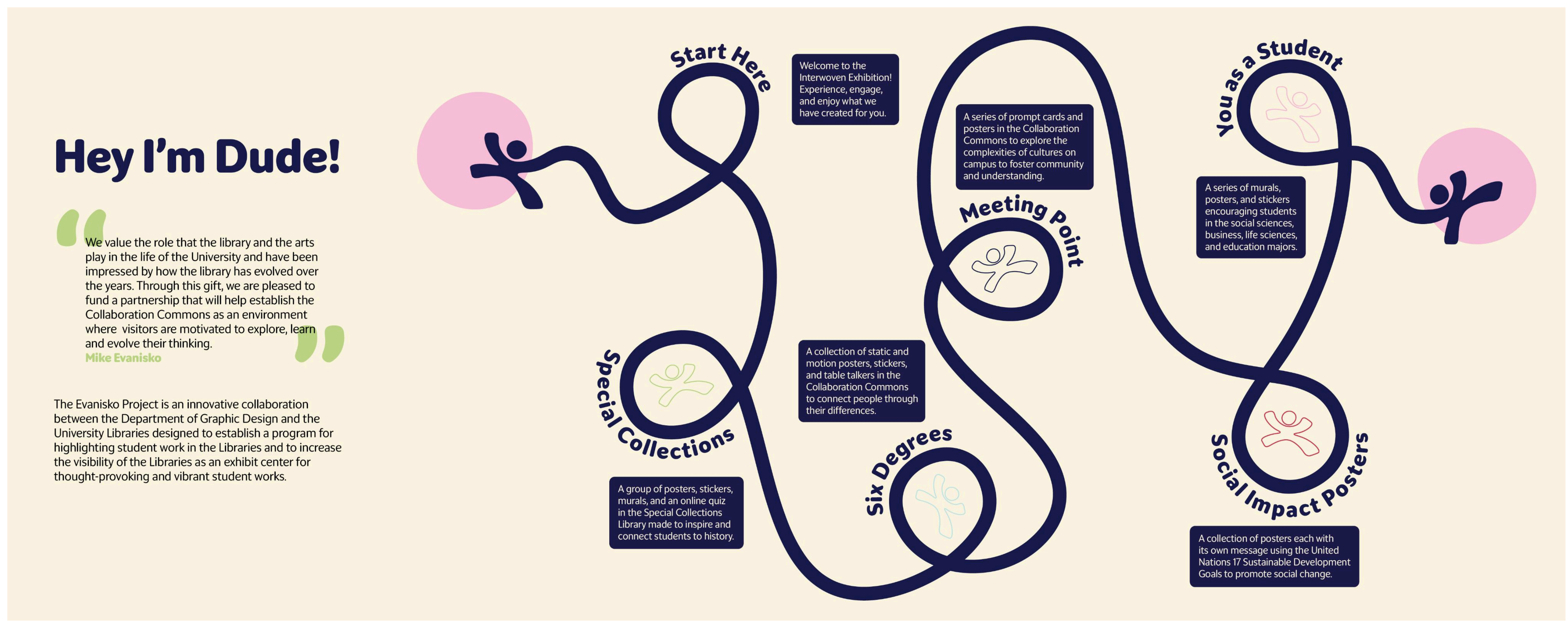
Brochure

By including a brochure it can help people **locate projects** in library, complete **scavenger hunt**, and **learn more** about exhibition.

Entire brochure is 20” x 8” with each page being 5” x 8”.



Brochure



Brochure



Install

Location



The **Mann Room** is conveniently located next to the Special Collections and Starbucks in the Library, offering **excellent visibility and high foot traffic**.



Its prime location makes it an ideal starting point for exploring other nearby projects and areas.

Front Door Decal

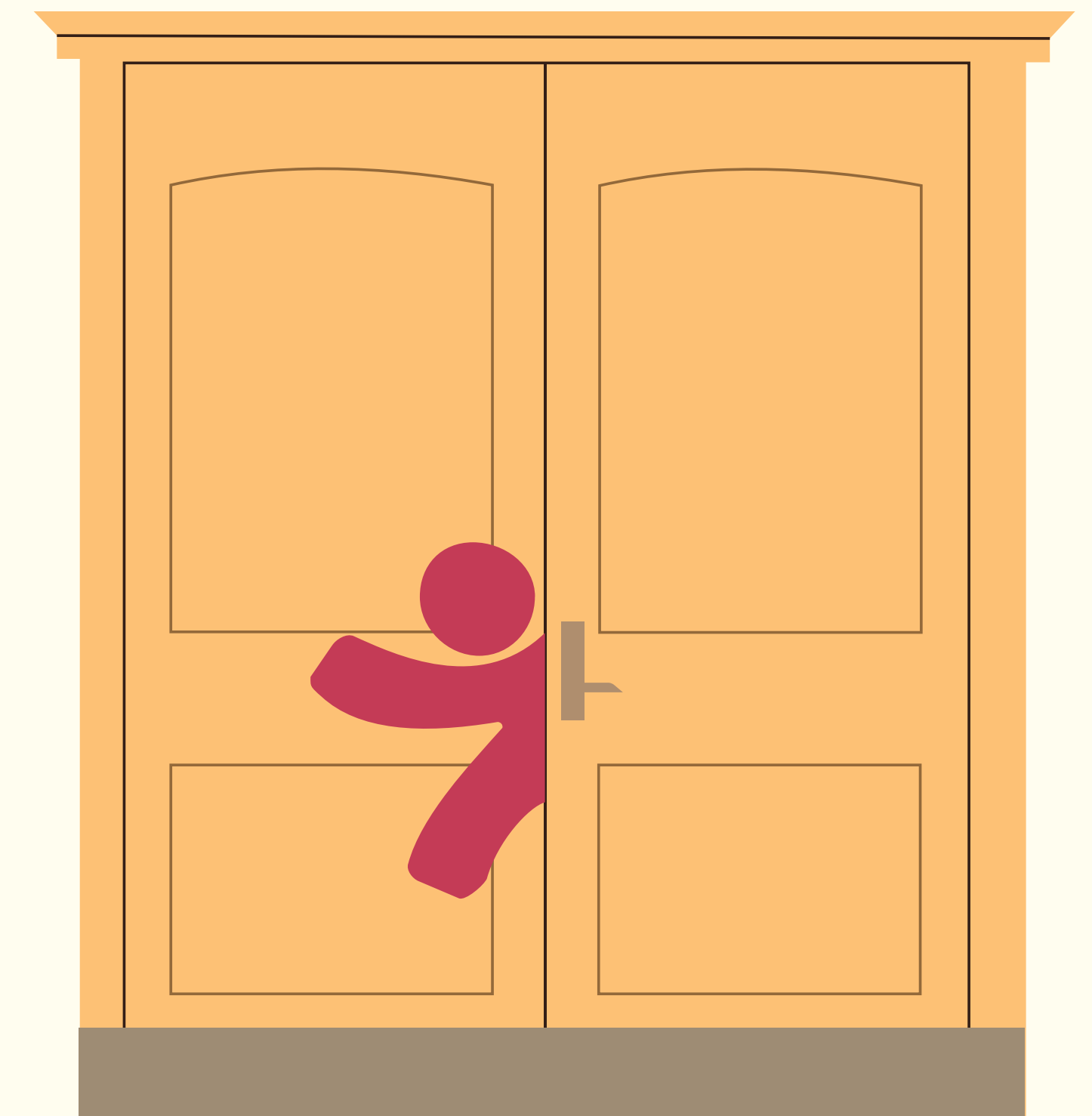
Text

come in,
you are needed

Measurements

Dude: scaled **2.5 feet long**
(width scaled to length).

Text: **0.75 feet long** (width
scaled to length).



Exhibition Information on Walls

Possible locations for decal:



Graphic designers create for people because of people. Just as the elements of design come together to tell a story, people form connections to feel whole.

Interwoven reveals how design is more than creativity—it's connection. By showcasing five examples of student works, we see how each piece highlights the relationships, ideas, and collaborations that weave us together. This exhibit shows how every detail within a project contributes to a...

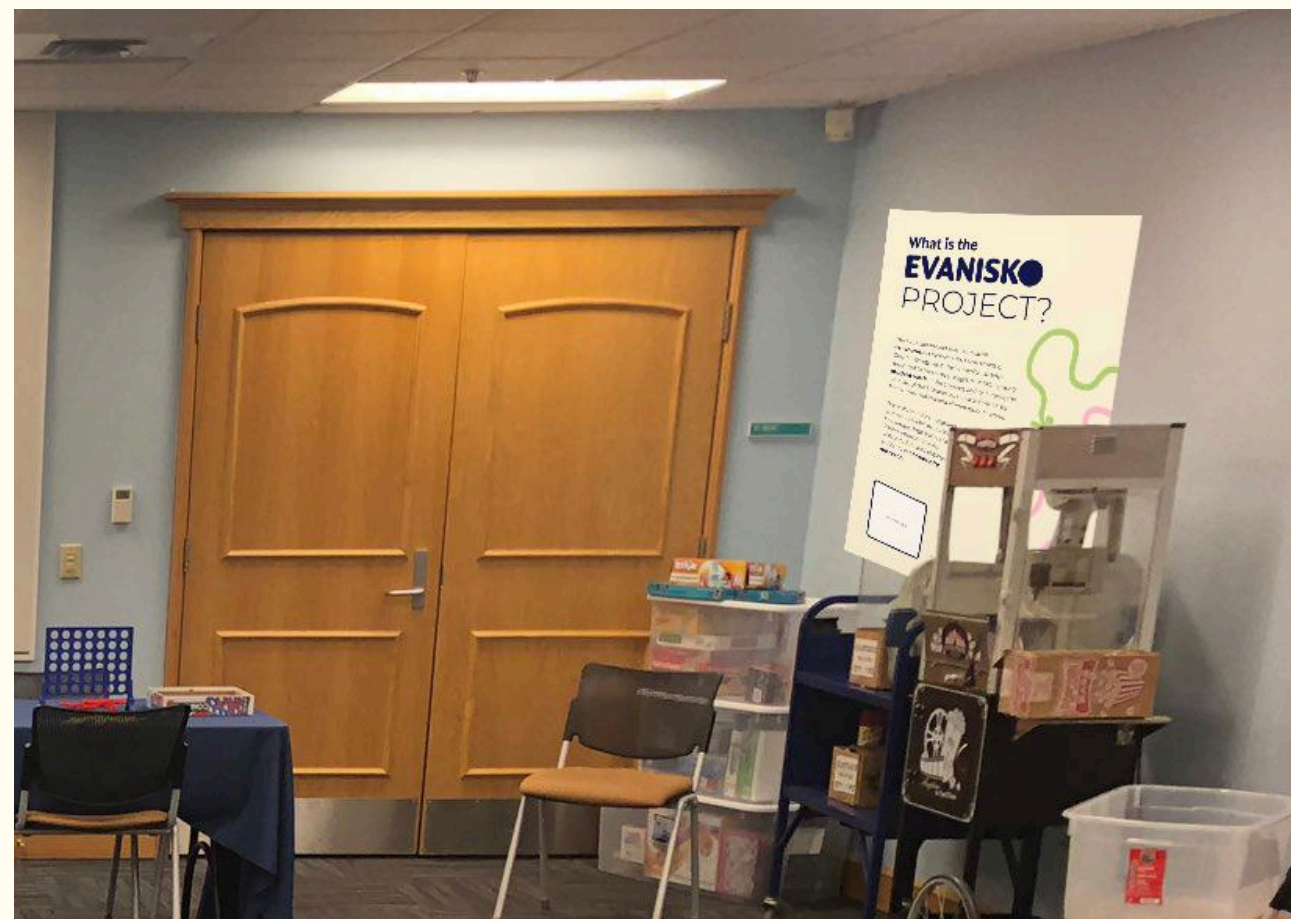
connection made.



Evanisko Infographic

The 24×36 inch poster will be displayed in the exhibition space for people to better **understand the mission** and goals of the brand.

Possible locations for poster:



What is the **EVANISKO** PROJECT?

The Evanisko Project is an innovative **collaboration** between the Department of Graphic Design and the University Libraries designed to establish a program for highlighting **student work** in the Libraries and to increase the visibility of the Libraries as an exhibit center for thought-provoking and vibrant student works.

This collaboration integrates curriculum, addresses social issues through design challenges, highlights student work, fosters interdisciplinary collaboration, and engages students in **community outreach**.

QR code here.

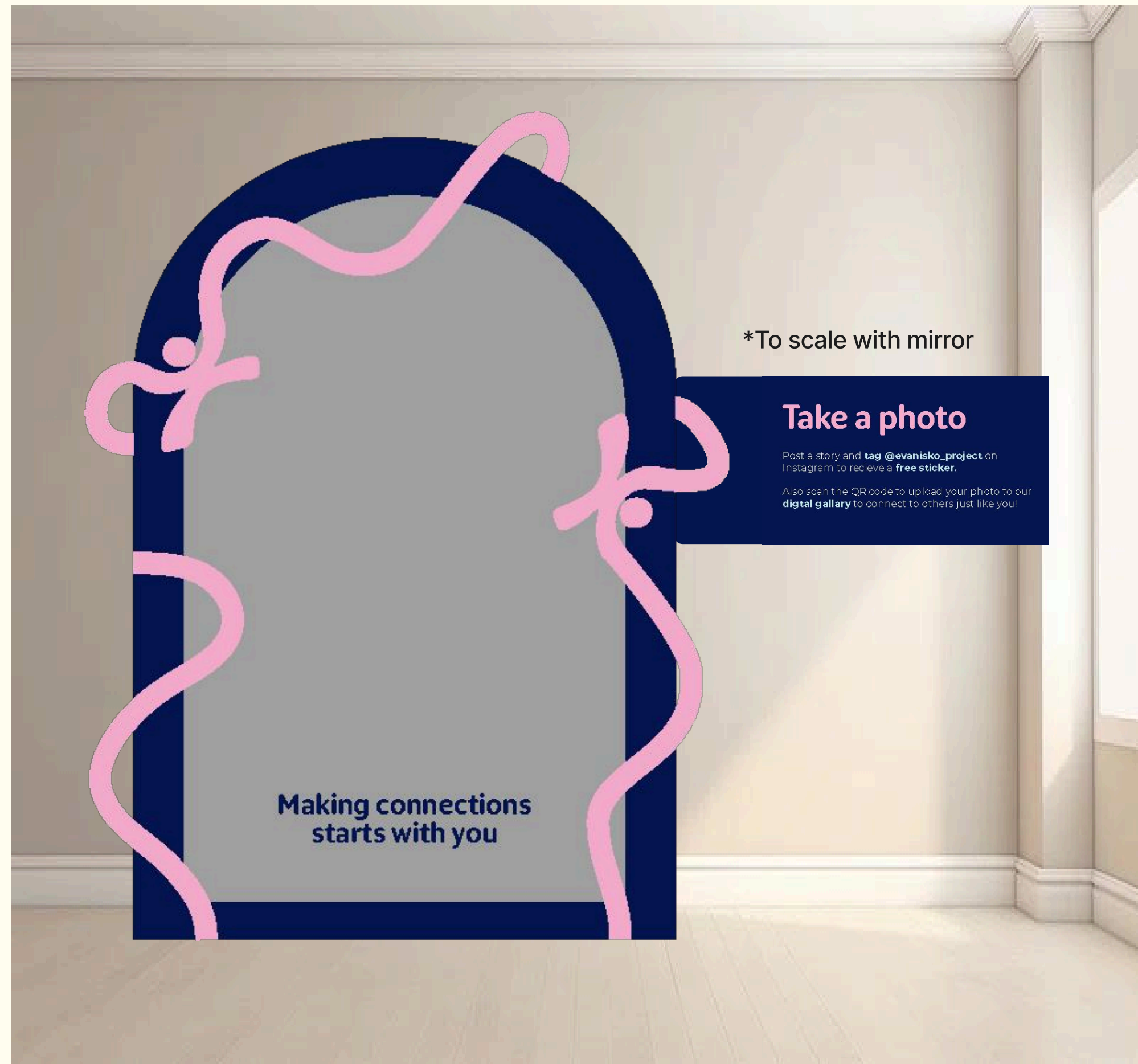
Learn more about the Evanisko Project's development over the years at <https://sites.psu.edu/evaniskoproject/>

Wall Design

The design of the display allows visitors to **easily view the projects featured** in the exhibition, offering a glimpse into the Evanisko Projects. This would be on the wall adjacent to the door inside.



Instagram Moment



This **mirror photo opportunity** will create something people want to **post on social media** can help market our exhibition.

Painted Wood would be used to create the outline of the mirror. The quote would be made using vinyl and the sign can be made on paper.

Mirror should be 6 feet high and width to scale with height. Sign should be 2 feet high and width to scale with height.

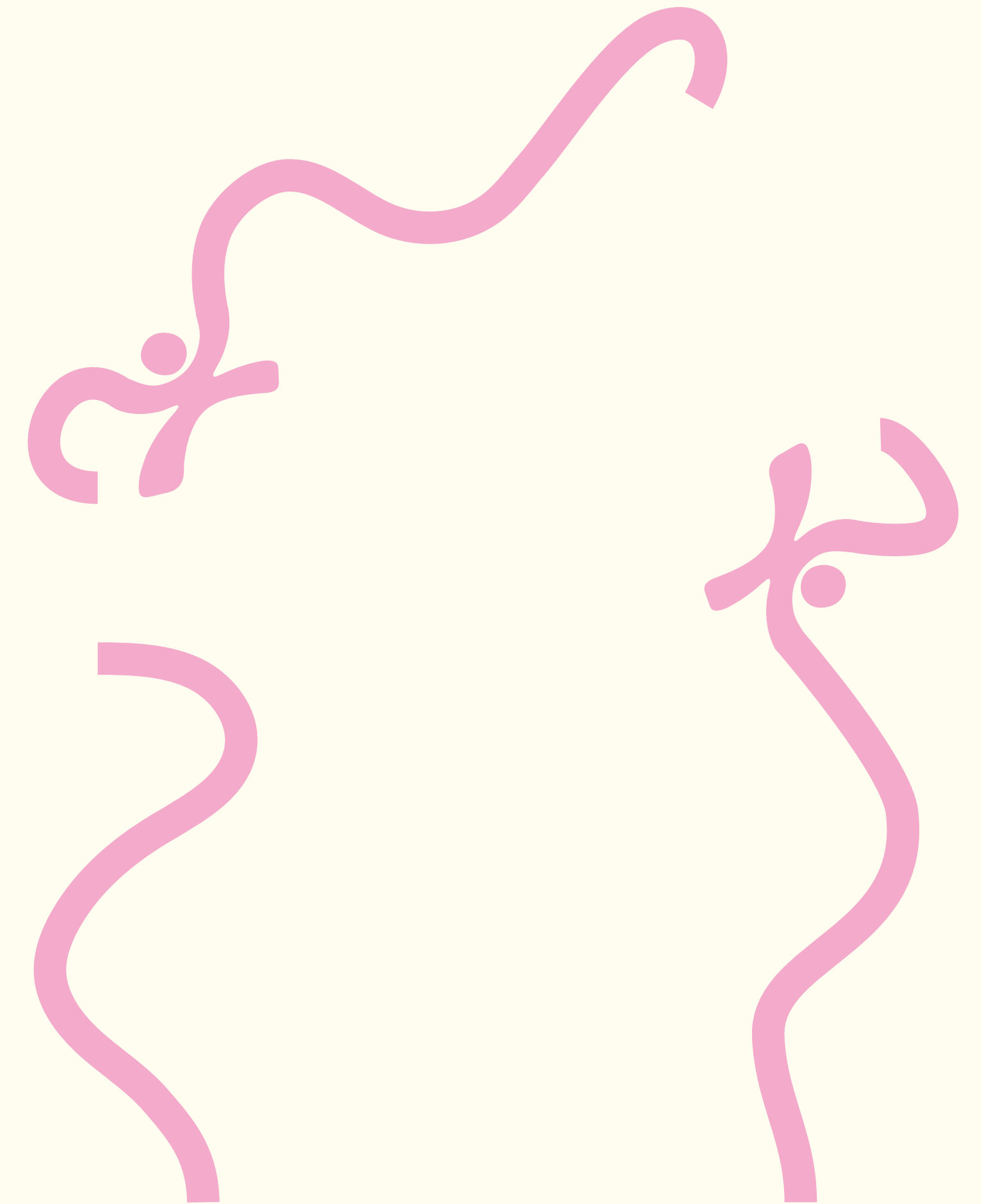
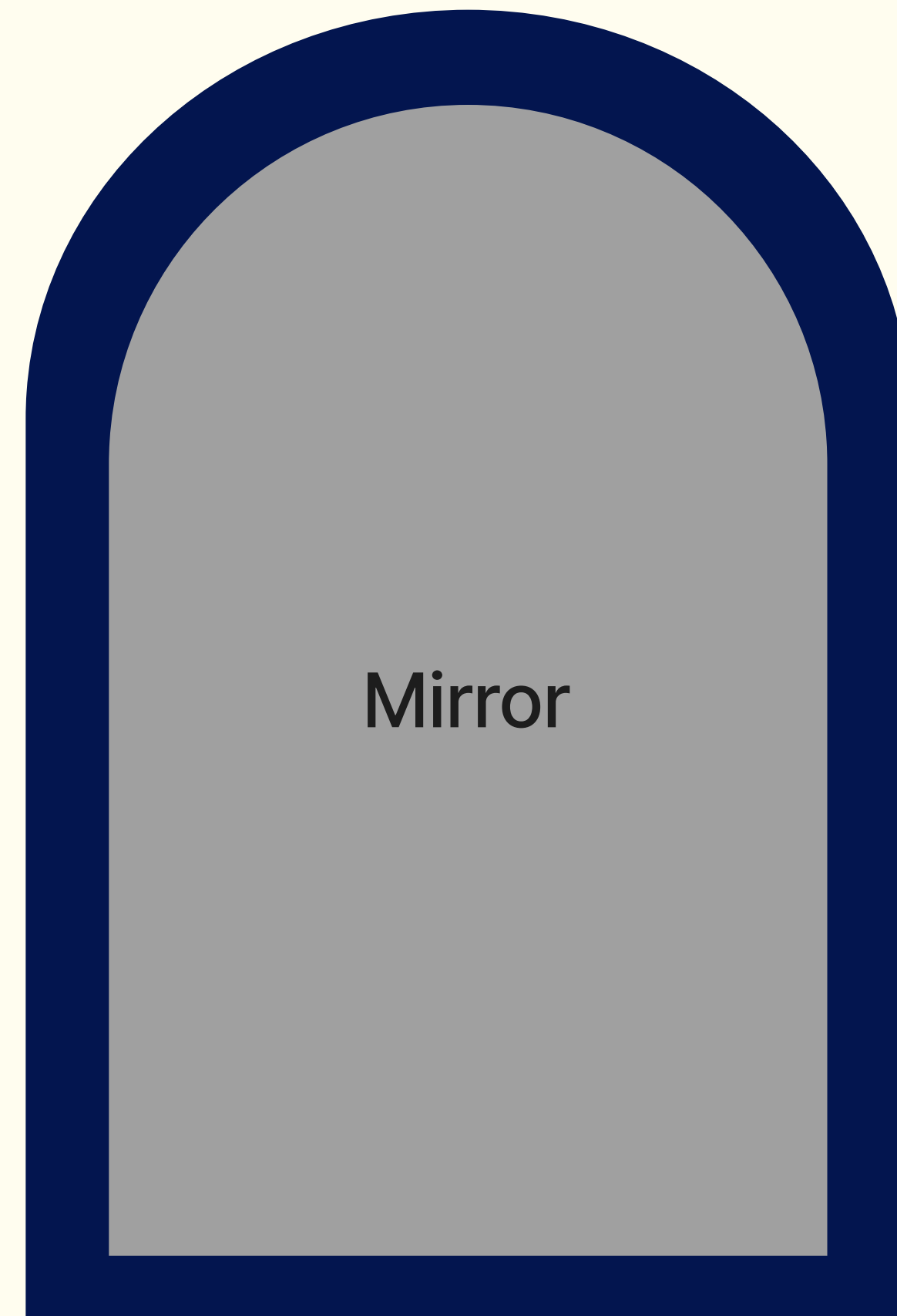
Instagram Moment Flats

Take a photo

Post a story and **tag @evanisko_project** on Instagram to receive a **free sticker**.

Also scan the QR code to upload your photo to our **digital gallery** to connect to others just like you!

**Making connections
starts with you**



Digital Guest Book



Guests will be able to **scan a QR code** with a mobile device, and a screen will appear that prompts users to “**sign**” **their name** in the book and provide a response to the question “What does connection mean to you?” **Users will also generate photos to be displayed with their name.** It moves horizontally as if it were pages of a book.

Material will be displayed on a standard tv screen in the Mann Room. For scaling, the format should be the size of a tv screen, **1920 pixels wide, and 1080 pixels high.**

Web Address: **connectionmade.com**

Digital Guest Book Flats

Welcome! Welcome! Welcome!

alex

Officipsunt invel er-fersperci voloria qui nimolorera con-sercil ium aribus

jamie

Officipsunt invel er-fersperci voloria qui nimolorera con-sercil ium aribus

crystal

Officipsunt invel er-fersperci voloria qui nimolorera con-sercil ium aribus

bryce

Officipsunt invel er-fersperci voloria qui nimolorera con-sercil ium aribus

ginger

Officipsunt invel er-fersperci voloria qui nimolorera con-sercil ium aribus

paul

Officipsunt invel er-fersperci voloria qui nimolorera con-sercil ium aribus

What does connection mean to you?

Scavenger Hunt

Custom **stamps pads** of a small scale Dude will be at each project around the library. Each project will have a different color designated to it.



Stamps Pads Color Code

Special Collections

Six Degrees

Meeting Point

You as a Student

Social Impact Poster

The brochure will be used to house the stamps from the different locations

Merch Rack

Will be used to **display our merchandise** available.

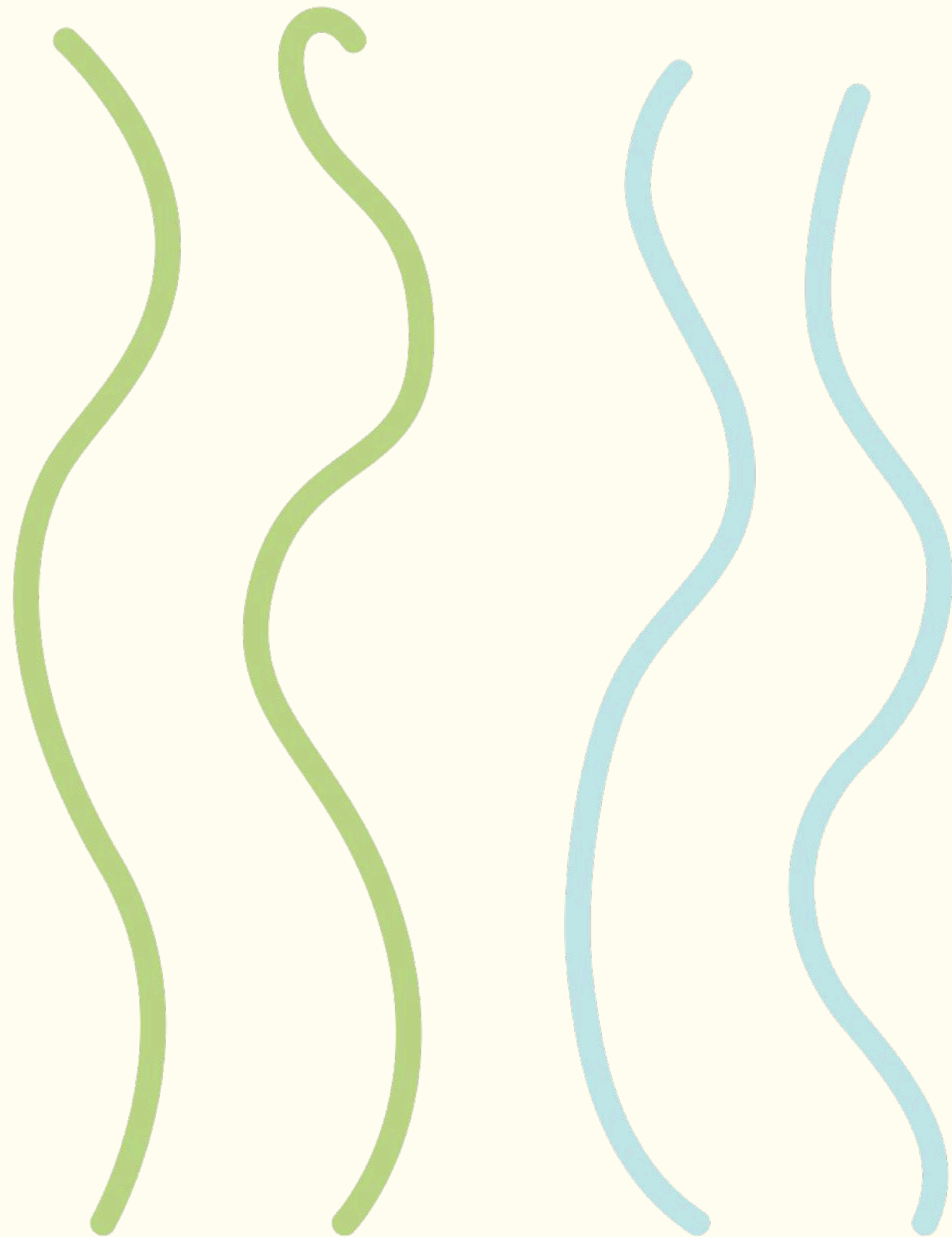
Merch rack in mockup is from Uline called: Heavy Duty Rolling Z-Rack. Vinyl wrapped in Bonded Blue.

Flexible PVC piping would be used to create the sides of the merch rack. They would be four to five inches in diameter. Eight total, two of each color wrapped in vinyl.



Merch Rack Flats

70 inches
when curved



80 inches
when straight



Guerrilla Marketing

Trash Cans

Vinyl material for the logo advertisements on the top of trash cans, and cardboard cut out material for the dude designs on the sides of the trash cans.



Top of Trash Cans Flats

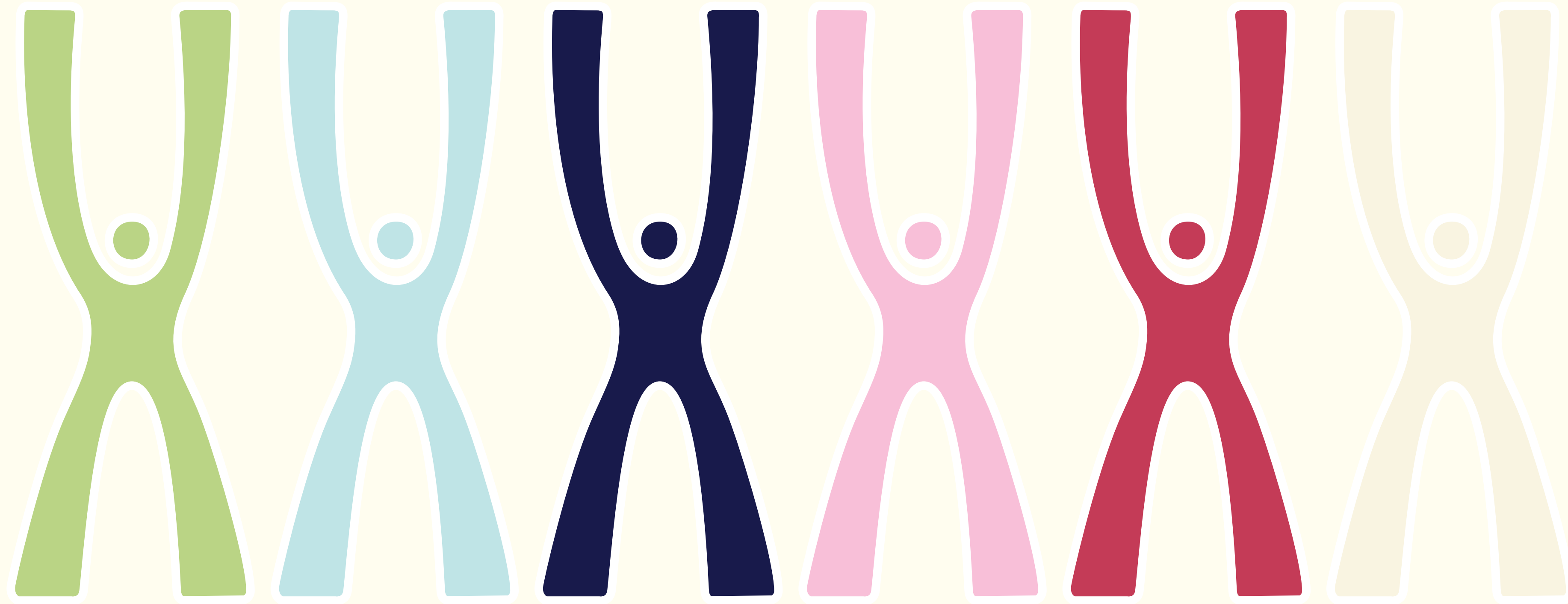
The concept our trash can top designs were inspired by the **strong knit connections** Interwoven has to offer.

One logo variation emphasizes that one person's trash can be another person's treasure. That **encourages** us to look at things from a **different perspective** of where we place our **value** on things versus someone else.

The other logo variation that emphasizes taking out the trash and keeping who matters, is a metaphorical phrase that highlights the **importance** of the mindful choices we make in our lives that could influence our future.



Side of Trash Cans Flats



Library Tunnel



This **optical illusion** design will be made using vinyl and will be a playful and **intriguing** way to make people interested in learning more.

Library Tunnel Flats



Text Perspective

4 feet in height per word (width scaled). Text will be stretched to show perspective.

10×10 inches for QR code.



Line

about 20 feet in length (width scaled).

Dynamic Dudes

7 feet in length per dude (width scaled) along the back of steps.



Bus Stops

On glass panels of campus bus stops, vinyl stickers can be **used to add a brand tagline and encourage** users to take action and follow the path to the exhibition. Paint could be used for the sidewalk, along with other stickers or spray paint for the arrow and text on the ground.



Bus Stop Flats

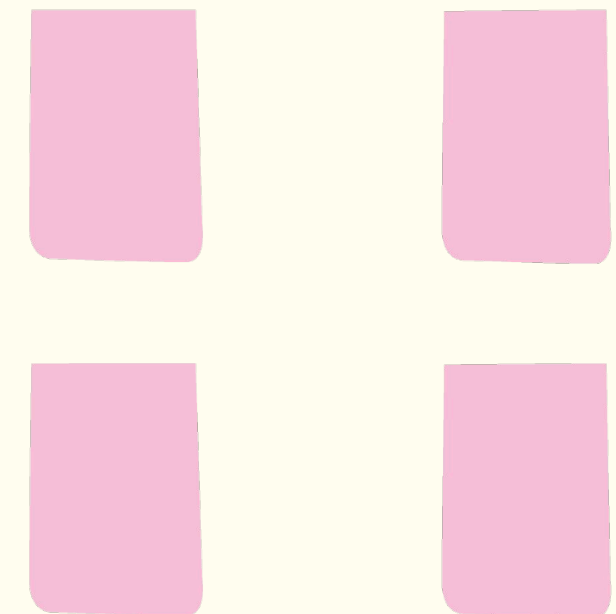
Use mockup to scale
to the bus stop.

WAITING FOR A
CONNECTION?

FOLLOW ME!



THIS WAY!



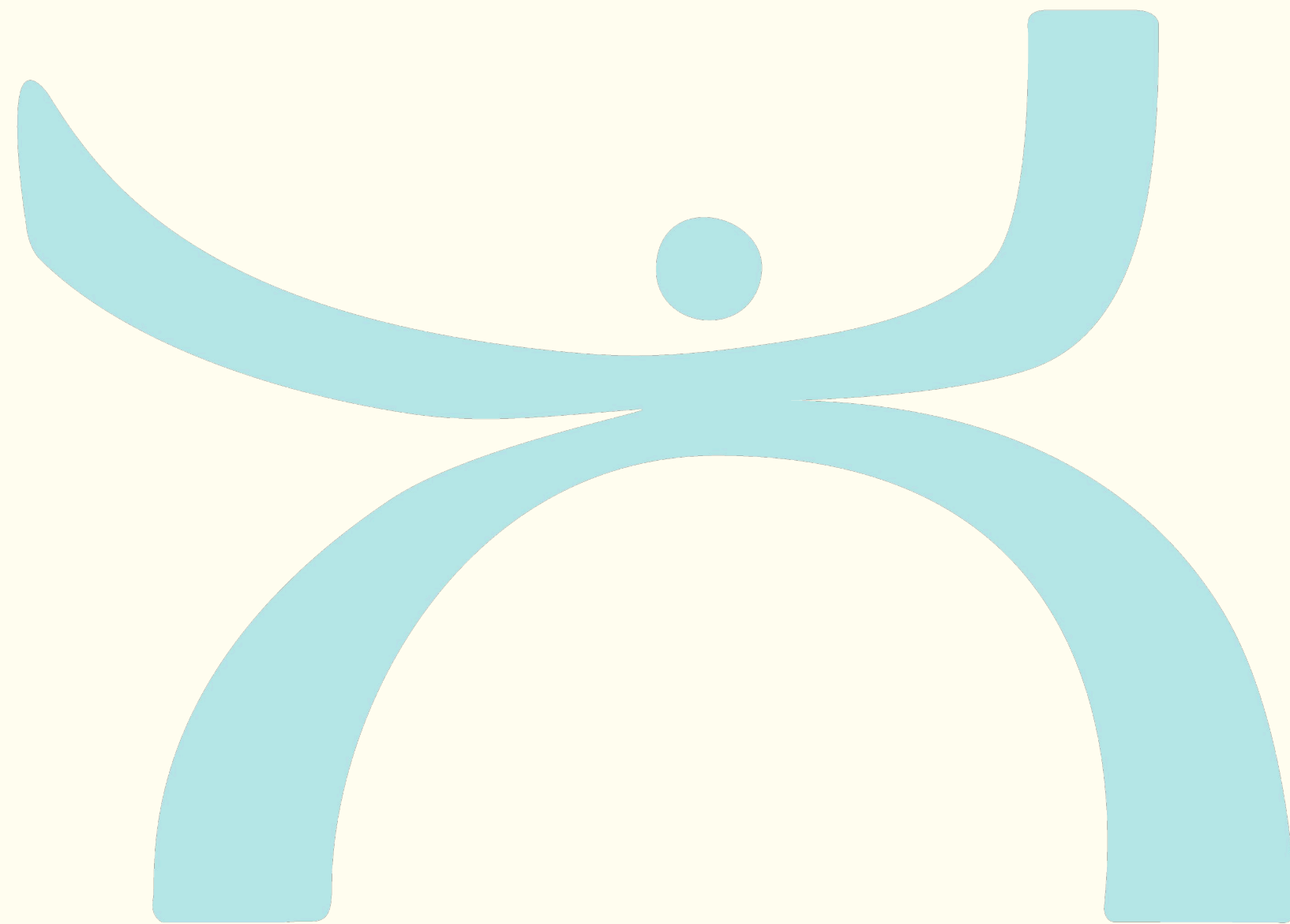
HUB Dudes



Large-scale versions of Dude made from stiff, lightweight material (cardboard or foam). They function as **archways for people to interact** with by walking through. A tagline is used as a call to action, leading viewers towards the exhibition.

Dudes should stand at about **9 feet tall**. There should be a **6.5 foot opening for the arches**. Limbs are **approximately 1-1.5 feet wide**. Heads and limbs are supported by clear fishing line. Some limbs attach to the walls and surrounding fixtures.

HUB Dude Flats

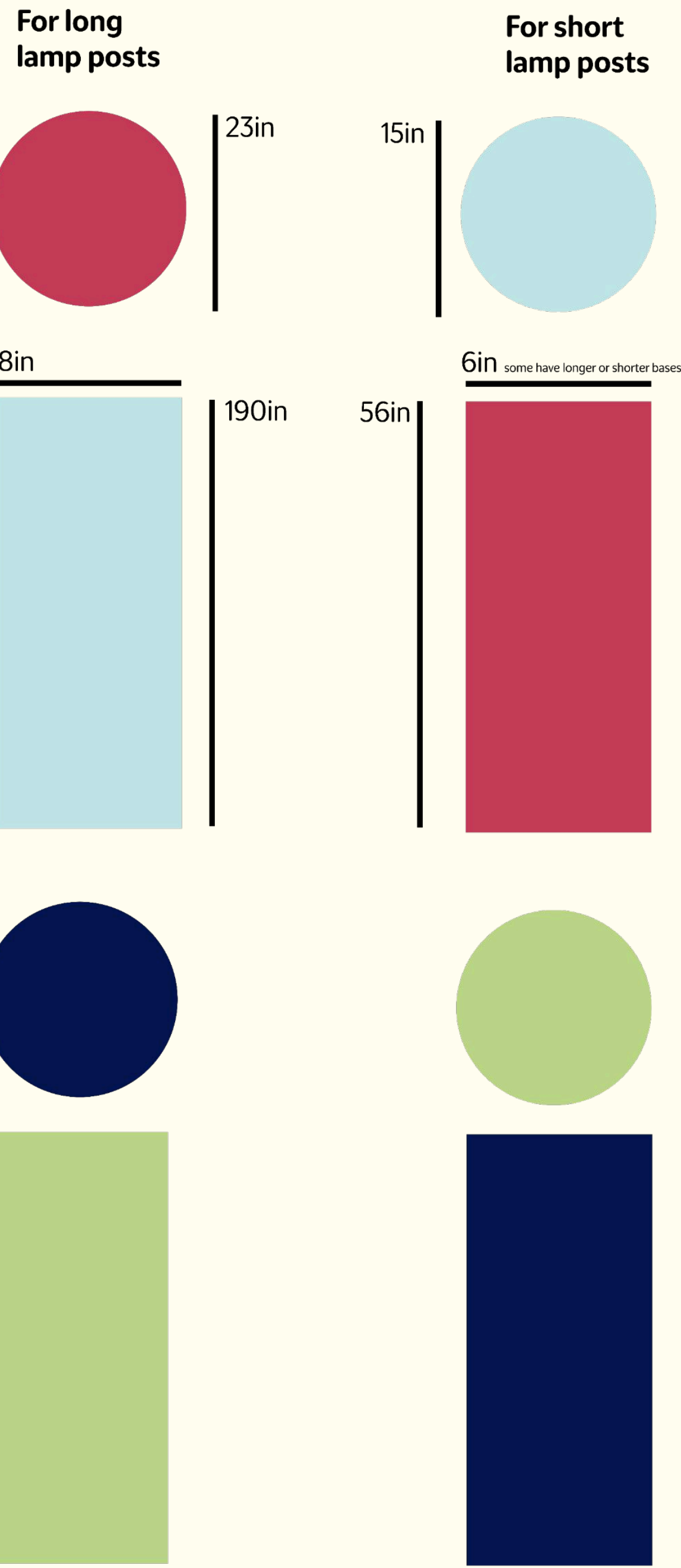
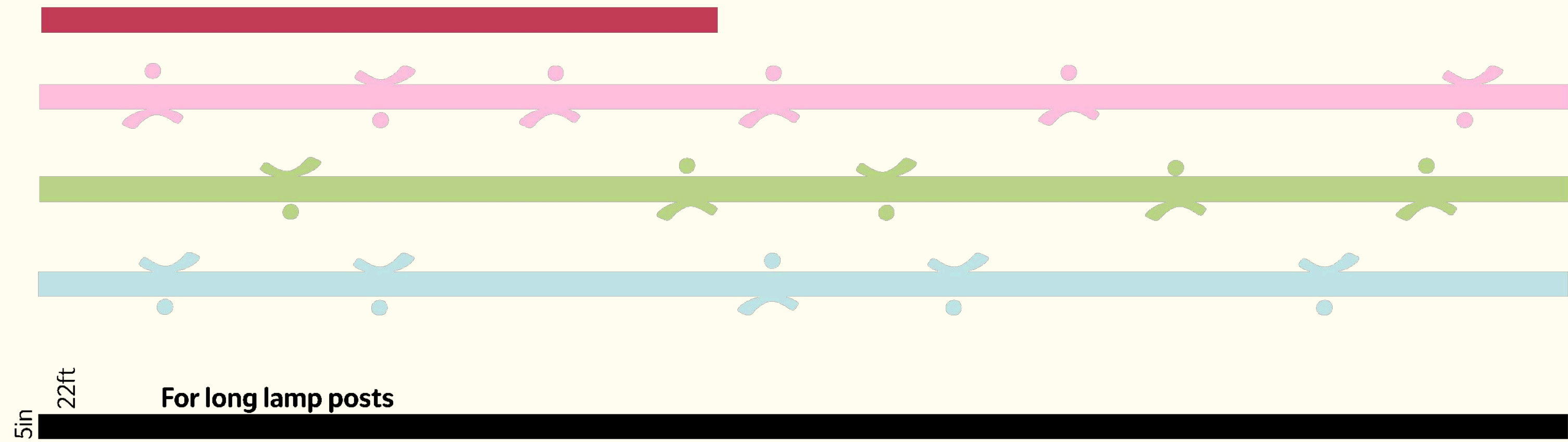
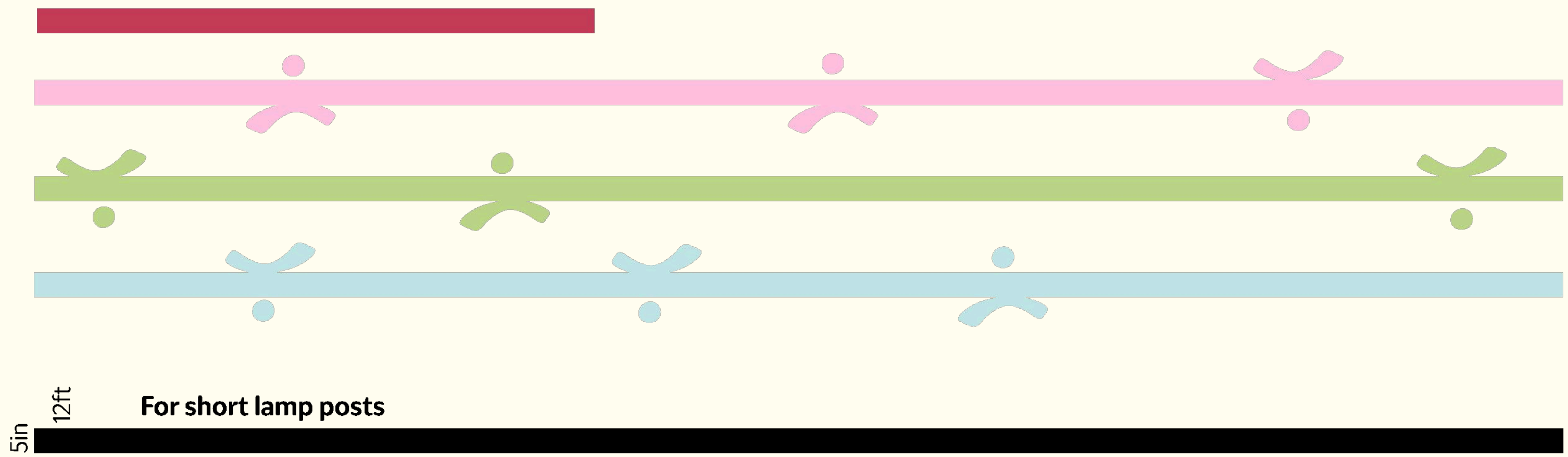


Lamp Posts



Long strips of vinyl plastic would be wrapped around lamp posts. The bases would be two colors, also plastic vinyl wrapping.

Lamp Posts Flats



Social Media

Social Media Guidelines





Treat media platforms **like close friends**, with casual, informal, and friendly posts. Main form of social media will be **Instagram** to relate to the target audience of students. **Follow brand guides set for other deliverables.**

Finding your Connection

Post 1

Two of you reading this didn't hit legs today	Two of you reading this hate doing math	Two of you don't know how to do laundry	Connect at the Interwoven Exhibition
			

Post 2

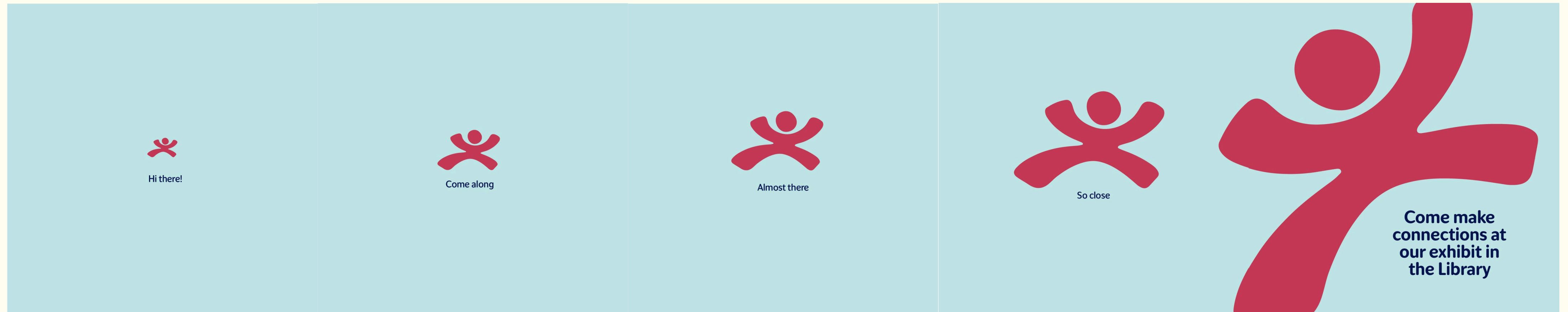
Two of you reading this have missed the bus	Two of you reading this pulled an all nighter	Two of you reading this like Dunkin a little too much	Connect at the Interwoven Exhibition
			

Post as Two Separate Carousels

Caption 1: Who do you have a connection with? Find out at the Interwoven Exhibition Jan-May 2025

Caption 2: Trying to find your connection? Find out at the Interwoven Exhibition Jan-May 2025

Swipe for more!



Post as Carousels

Caption: Swipe for a surprise!

Merch Giveaway

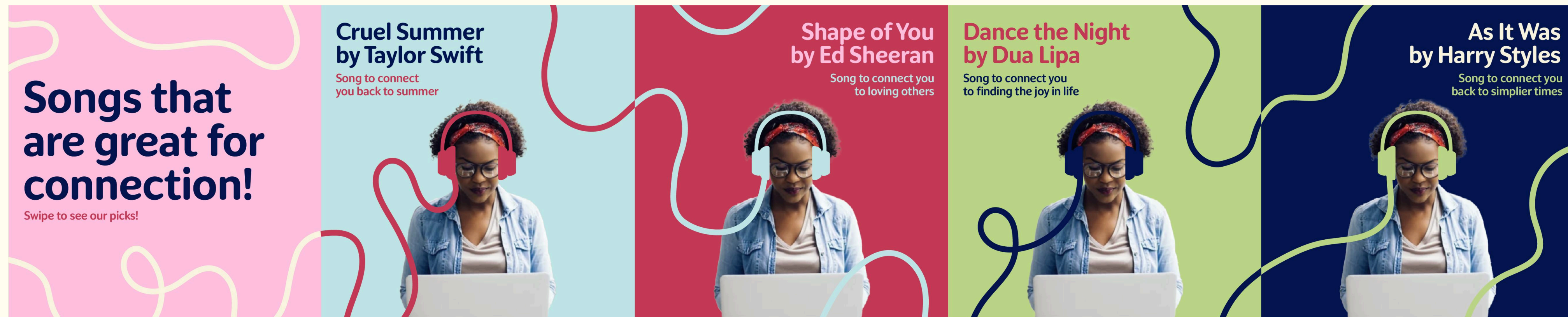


Post as Carousels

Caption: We know how much you love FREE STUFF

*take photo with team in merch

Connect Playlist



Post as Carousels (don't change order posts)

Caption: Music is a great way to connect & we got some suggestions!

*take photo of people working and listening to music

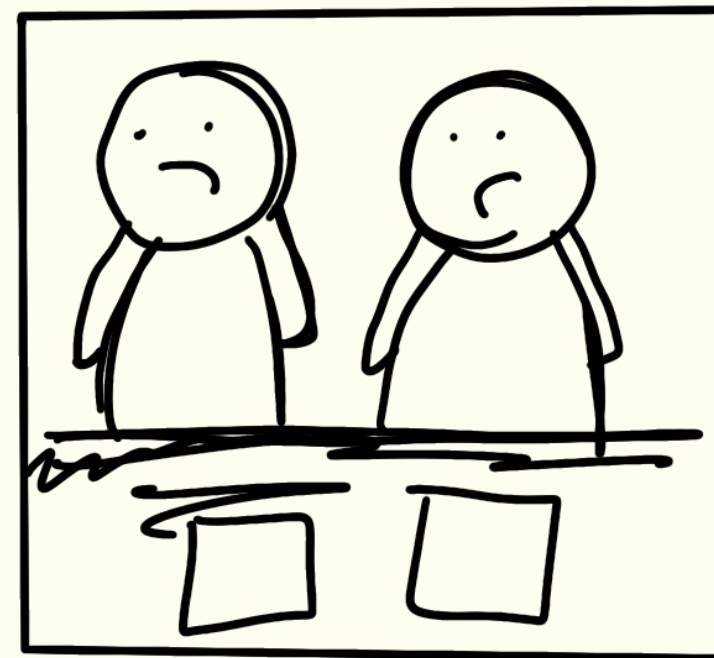
Short Video Content Idea

Why? Grabs attention quickly, is easily shareable, and performs well on social media

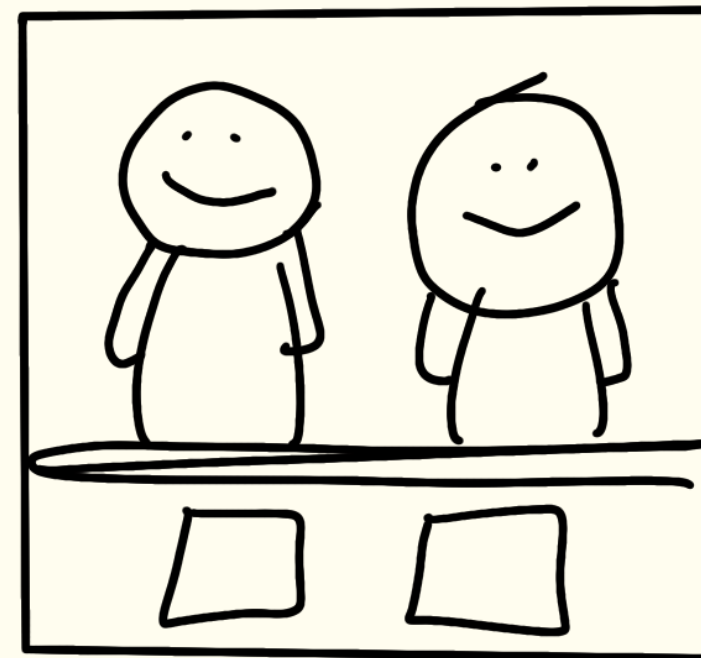
Form Post as Instagram Real



walking to
class worried



Sit down
to another
worried person



Turns out neither
of you did the
homework

Concept You are stressed because you didn't do the homework but then you sit down in class and find out the person next to you didn't either.

Caption Never know where you will find a connection!

Collaborations

Using **partnerships or influencers** to promote our exhibition can help expand the reach and **credibility** of the event, tapping into pre-established audiences and **building excitement**.

PSU Influencers

Students, alumni, faculty, or local community members who have a **strong online presence** and a significant following within the Penn State community. **Voice people can trust** on platforms like Instagram and TikTok.

Possible Collaborations



Doggies Bar & Grill attracts high foot traffic, making it an ideal location to reach our target audience. Additionally, **community focused mission** align with the values and goals of the exhibition.

Possible Collaborations

@katiefeeneyy

Known for being “the” PSU influencer and welcoming personality.



@nickythecowboy

Known for his love of everything Penn State and brings great energy.



Student Athlete

Known by students on campus and trusted figures on campus.



Ideas for Collaborating

Invite **influencers to attend opening event** and create **short video content** featuring highlights from the exhibition. Showcase key pieces, merchandise, and the overall mission, helping to build awareness and **generate buzz** around the event.

Q & A

The background is a solid pink color. There are three decorative teal-colored wavy lines. One line is in the top left corner, curving downwards and to the right. Another line is in the bottom left corner, curving upwards and to the right. The third line is in the bottom right corner, curving upwards and to the left.

Hope to see *you* at Interwoven!

Thank you!