

DECATUR BICENTENNIAL IDENTITY PROCESS

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GRDS 408: Portfolio
Campaign Identity
Winter 2023



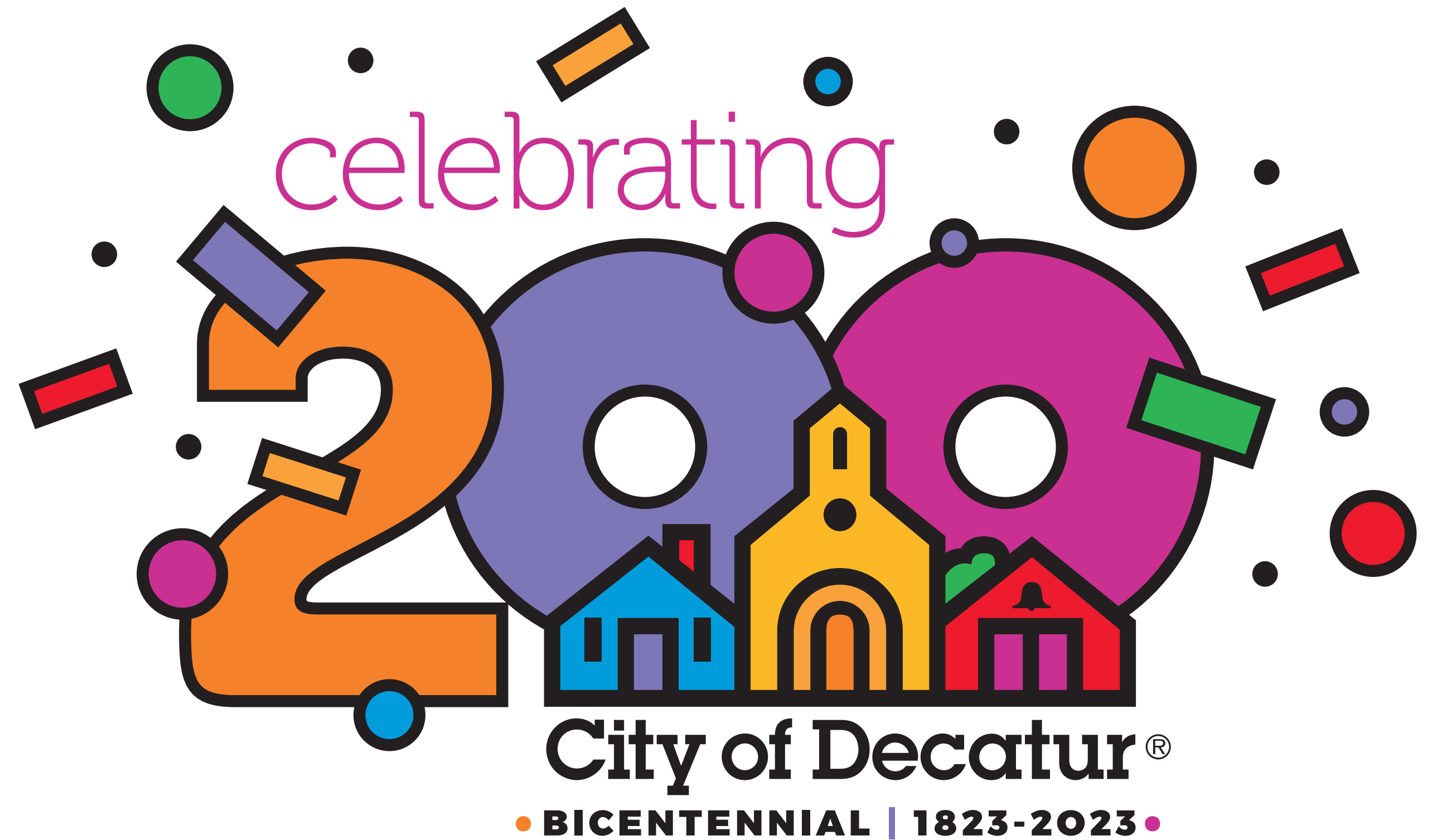
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INTRODUCTION

Celebrating 200 Years

As part of a year-long SCADpro, the City of Decatur needs help interviewing 200 residents about their stories to celebrate their 200th anniversary. To promote the campaign, SCADpro tasked a group of graphic designers, including myself, to design a year-long campaign with various materials and lots of moving parts. In the end, SCADpro will choose 1 direction to present to the City of Decatur.



PROJECT NEEDS

What do you need to deliver?

Each designer will create a series of 3 design directions to present to SCADpro. Here are the following materials needed:

Poster

Size: 24" x 36"

Postcard

Size: 4" x 6"

Directional Signage Template

(flexible for different arrow directions)

Size: 50" by 24"

Social Media Template

(3 campaigns, one image-based, one copy-based, one with image and copy)

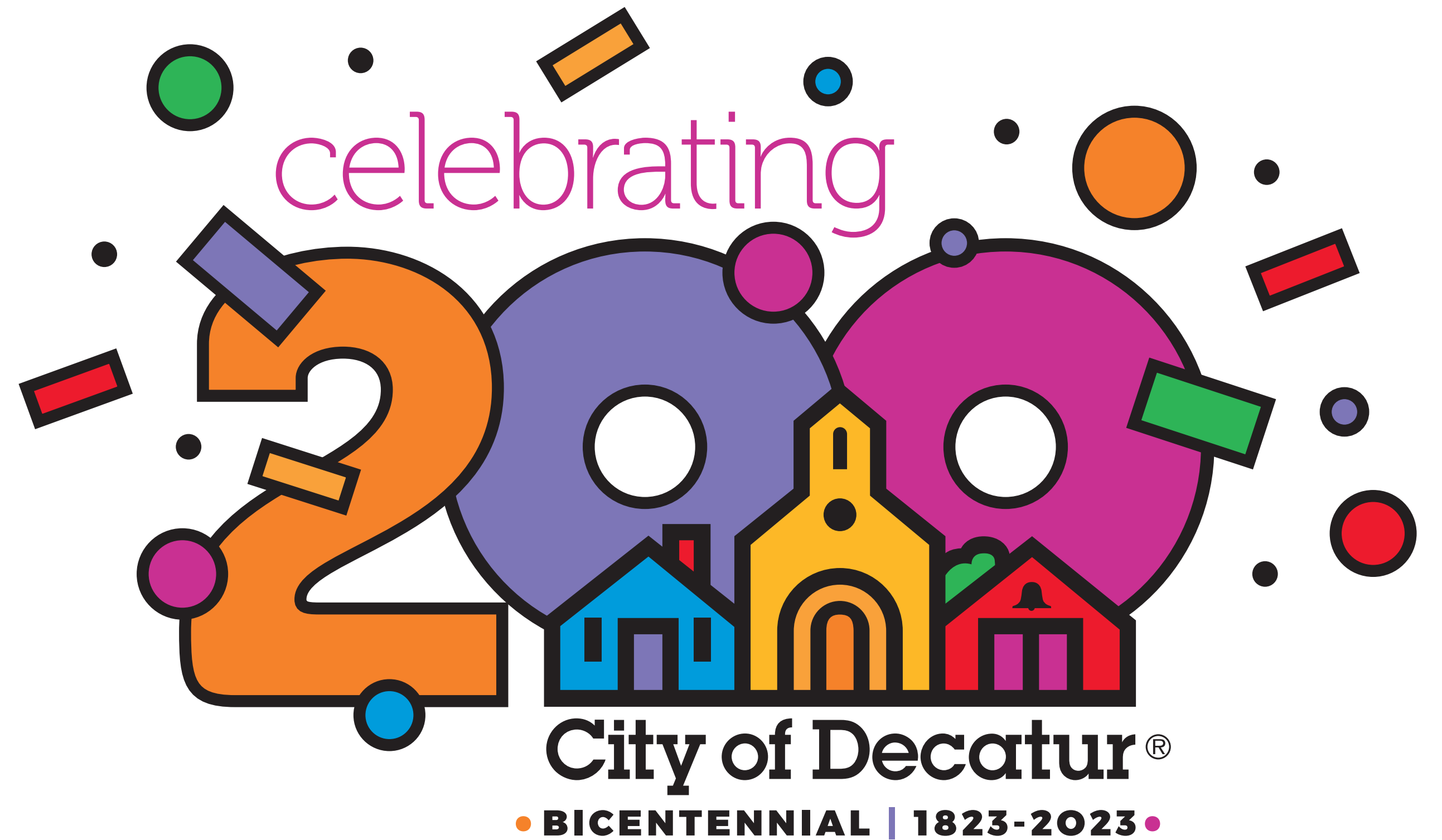
1080px x 1080px

For each direction, all designers must use the logos, typography, copy, and brand colors given by the City of Decatur (see slide 7).



Decatur Assets - Logo

The Bicentennial logo should be used on all branded material. It's a symbol that was created to celebrate 200 years of Decatur.



Decatur Assets - Typography

The type that needs to be used is Museo and Montserrat.

Aa

Museo 300

ABCDEFGHIJKLMN
OPQRSTUVWXYZ
abcdefghijklmnopqrs
tuvwxyz

Aa

Museo 700

**ABCDEFGHIJKLMN
OPQRSTUVWXYZ
abcdefghijklmnopqr
stuvwxyz**

Aa

Museo 700

**ABCDEFGHIJKLMN
OPQRSTUVWXYZ
abcdefghijklmnopqr
stuvwxyz**

Aa

Montserrat Bold

**ABCDEFGHIJKLMN
OPQRSTUVWXYZ
abcdefghijklmnop
qrstuvwxyz**

Aa

Montserrat Regular

ABCDEFGHIJKLMN
OPQRSTUVWXYZ
abcdefghijklmnopq
rstuvwxyz

Decatur Assets - Copy

Headline: Share Your Voice

Subline: Connect and Reflect

Body Copy: Decatur is turning 200! In celebration of the bicentennial, the City is recording 200 stories about life in Decatur. We can't wait to hear yours!

SHARE YOUR VOICE

Connect and Reflect

Decatur is turning 200! In celebration of the bicentennial, the City is recording 200 stories about life in Decatur. We can't wait to hear yours!

Decatur Assets - Color

In our projects, we are allowed to use colors from the City of Decatur's brand colors.

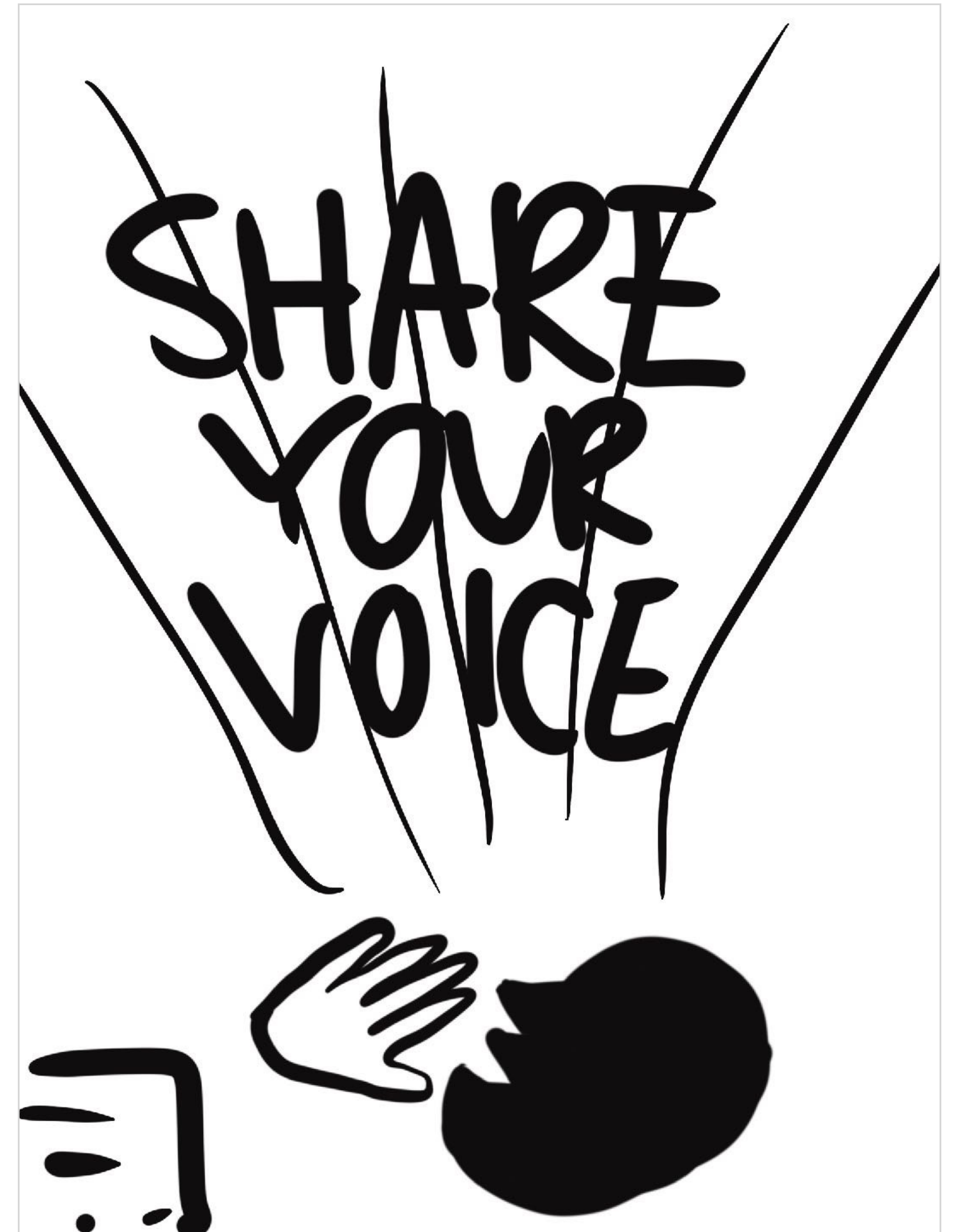
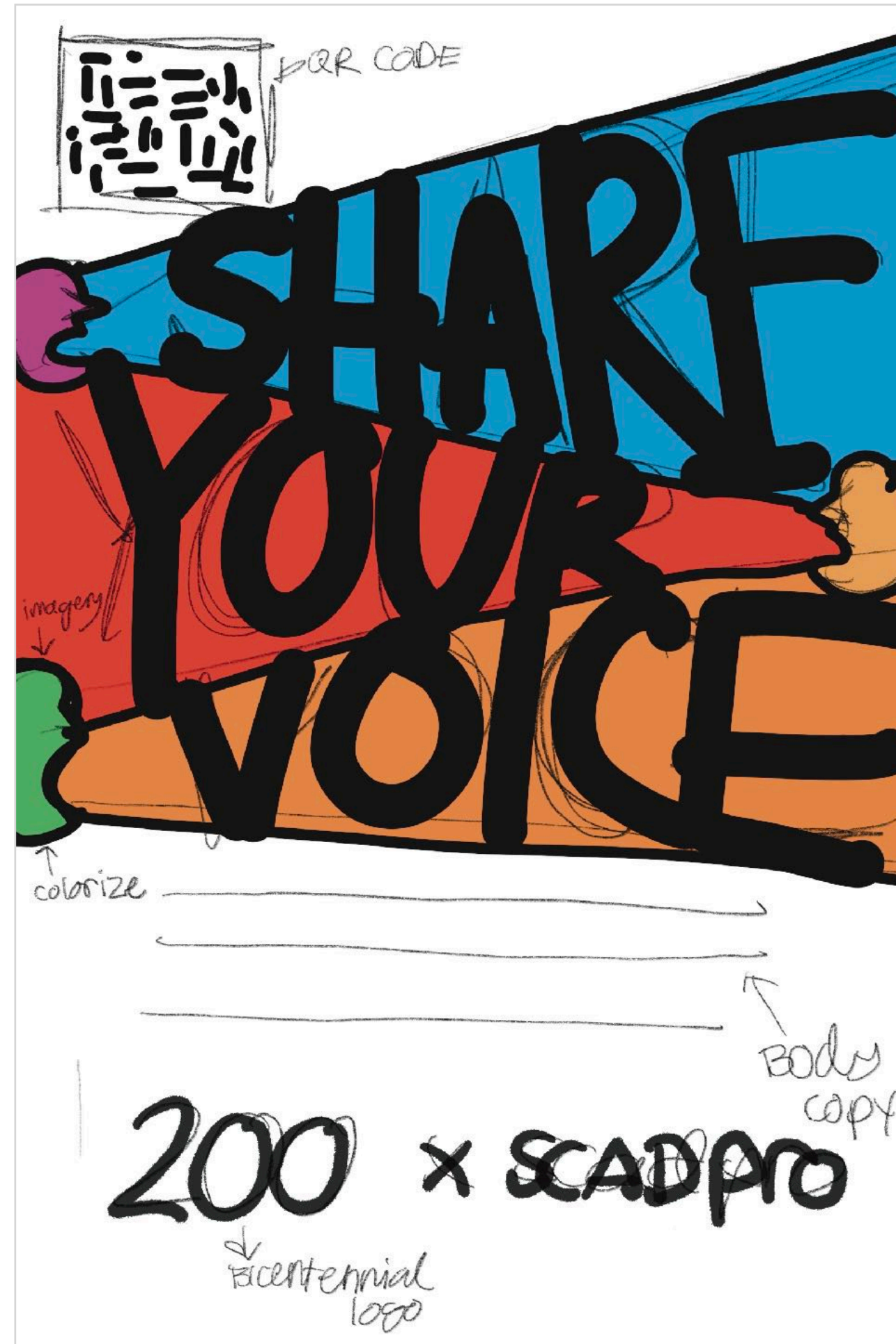
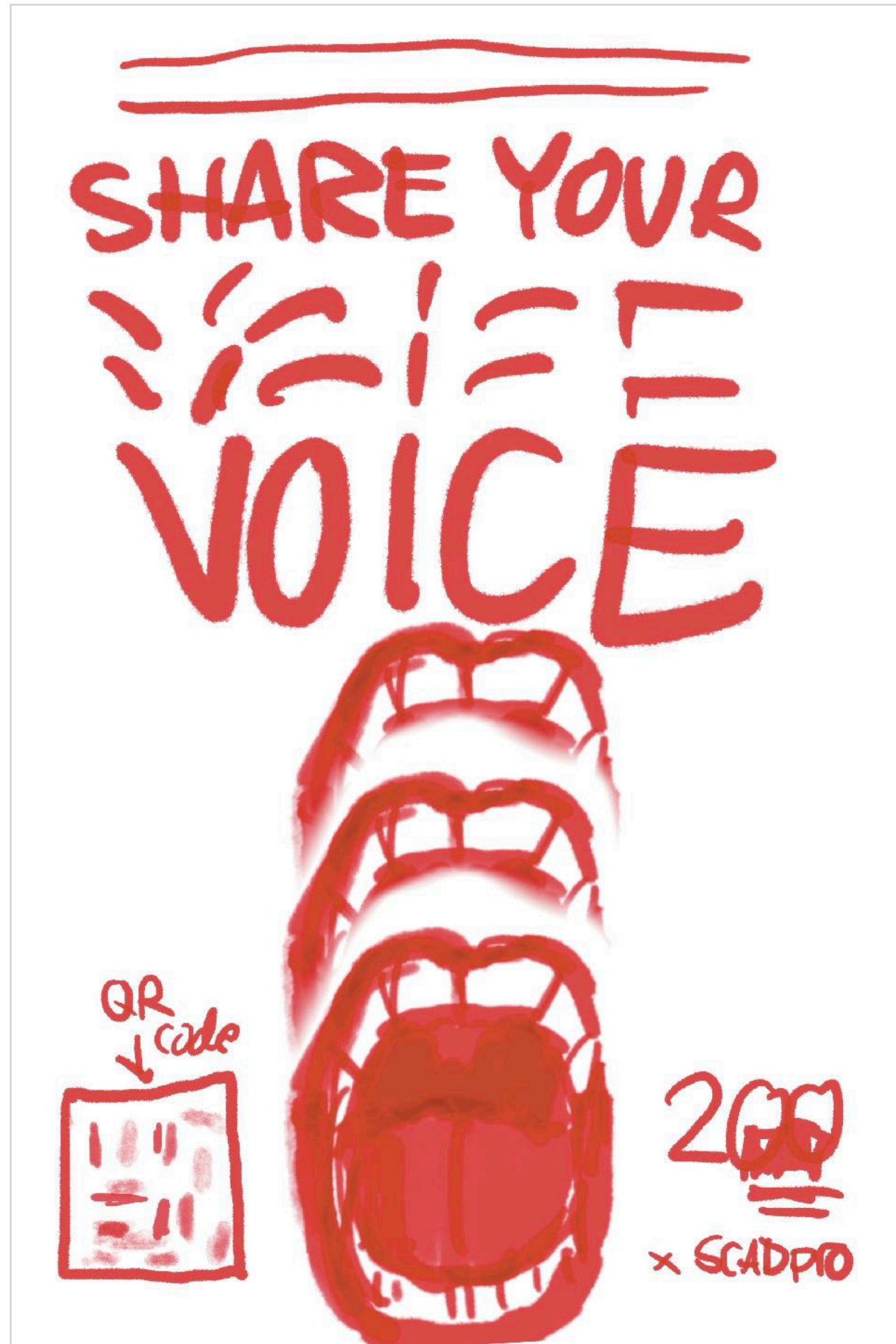
Pantone 229 Hex: #009DDC RGB: 0, 157, 221 CMYK: 87, 18, 0, 0	Pantone 265 Hex: #7C77B7 RGB: 125, 119, 183 CMYK: 56, 56, 0, 0	Pantone 123 Hex: #FDB728 RGB: 253, 183, 39 CMYK: 0, 31, 94, 0	Pantone 151 Hex: #F9A13A RGB: 249, 161, 58 CMYK: 0, 43, 87, 0	Pantone 158 Hex: #F5822B RGB: 245, 139, 43 CMYK: 0, 60, 94, 0	Pantone 361 Hex: #30B457 RGB: 47, 180, 87 CMYK: 76, 0, 91, 0	Pantone 485 Hex: #ED1B2E RGB: 237, 28, 46 CMYK: 0, 100, 91, 0	Pantone 239 Hex: #CA2D92 RGB: 202, 48, 146 CMYK: 18, 94, 0, 0
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INSPIRATION

Moodboard



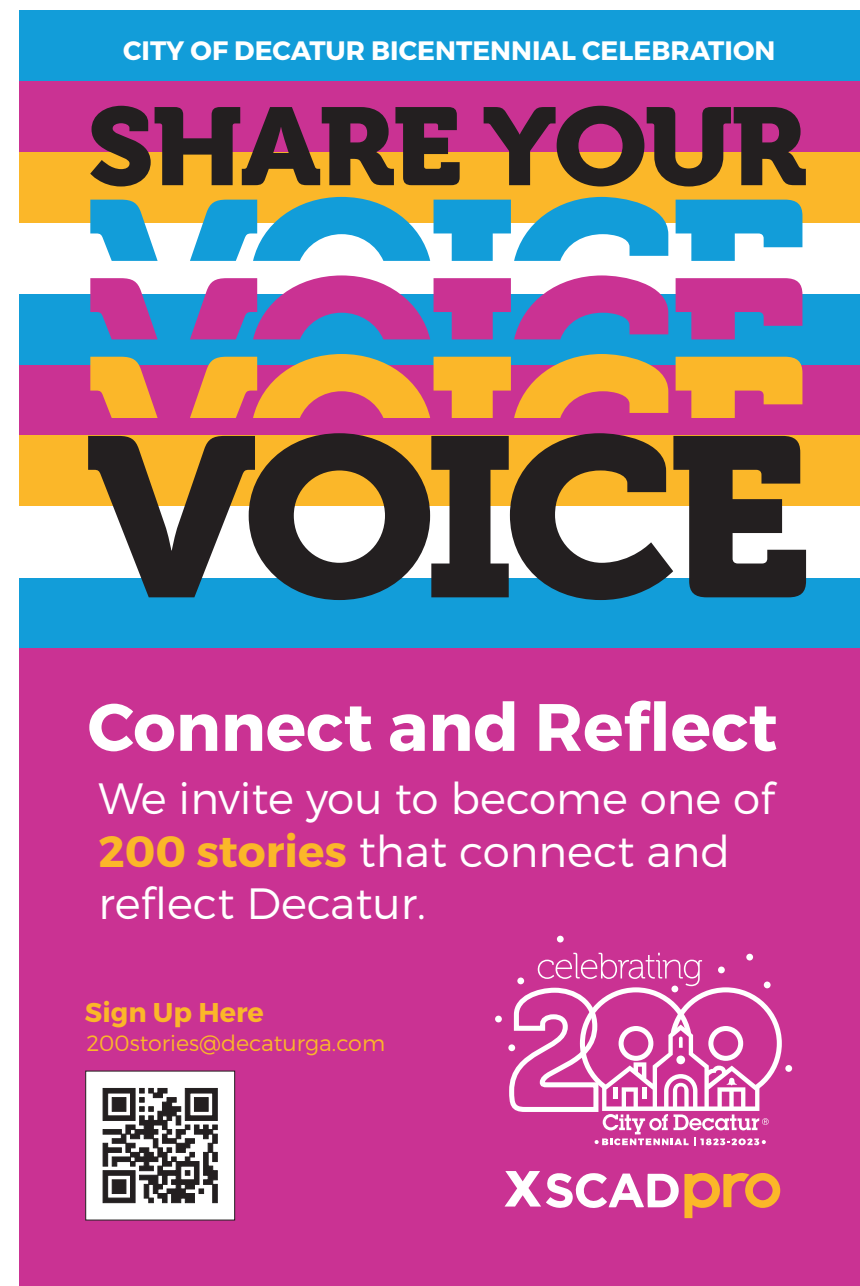
Sketches



MID-POINT DIRECTIONS

Direction 1

Direction 1 is the safe direction. I was inspired by repetitive typography and used a select few colors from their given color palette to create a different color palette.



Direction 2

This direction is centered around the people. I wanted the campaign to encourage Decatur residents to be empowered to share their stories about living there.



Direction 3

This direction is based on research of a monumental element in Decatur that speaks to the city/people. On the poster, I illustrated the hand of the statue, “What Sonia Said,” by Ellex Swavoni. This statue is located in Beacon Municipal Park. It challenges the narrative of structural racism and reflects the voices of people of color.



Direction 3 - A Closer Look



Connect and Reflect

SHARE YOUR VOICE

We invite you to become one of **200 stories** that connect and reflect Decatur.

A graphic illustration of a hand reaching up towards a stylized sun. The sun is a bright orange circle with blue, flame-like rays extending outwards. The background is a gradient of pink and purple.

Sign Up Here
200stories@decaturga.com

celebrating
200
City of Decatur
BICENTENNIAL 1823-2023
X SCADPRO

REFINEMENT

SCADpro Changes

Direction 2 was the best direction. Based on feedback, it was the most empowering because it's centered around Decatur residents.

When moving forward, changes to the headline were made:

Headline: Share Your Stories



FINAL DIRECTION

Poster - 24" x 36"



Postcards - 4" x 6"



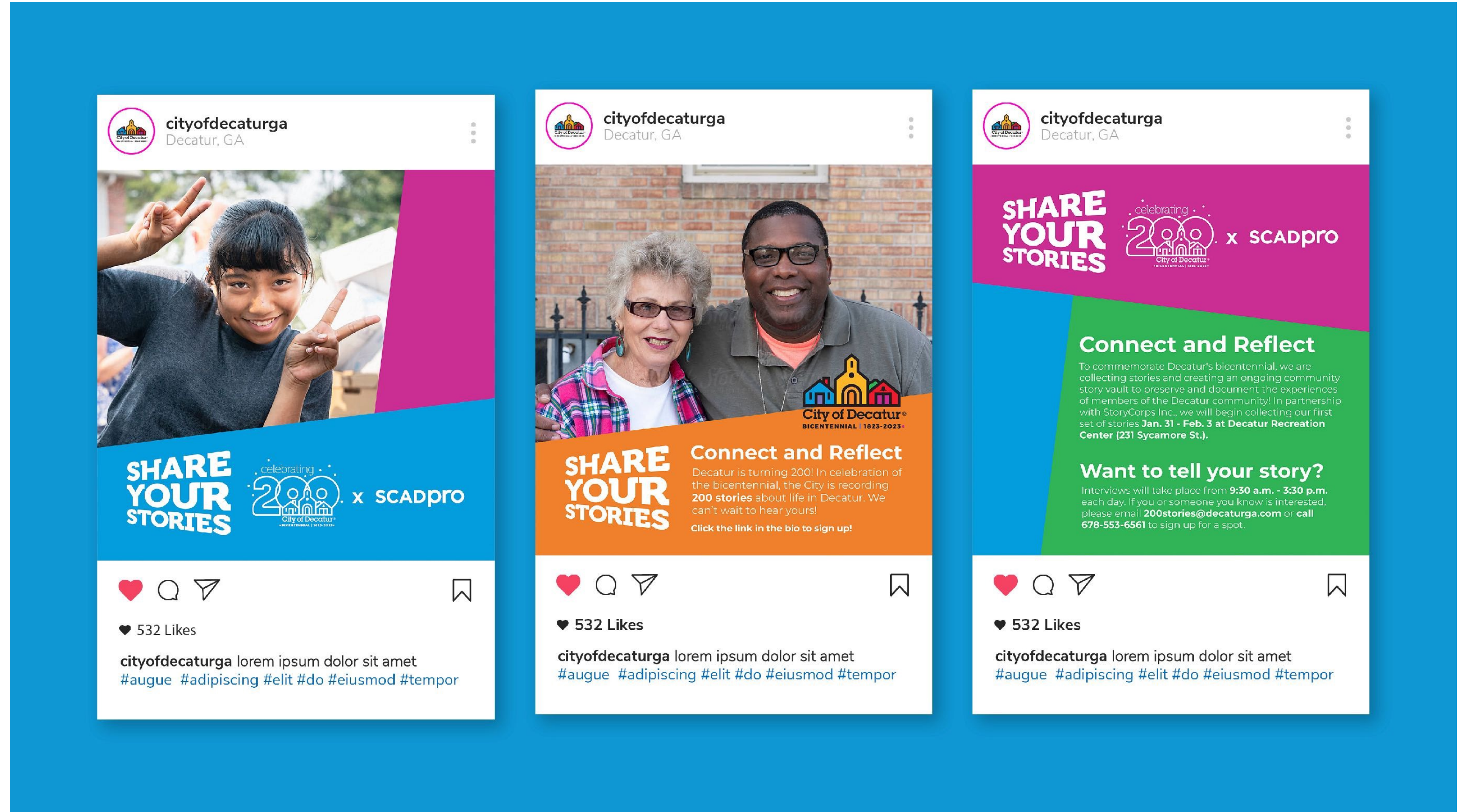
Postcards - 6" x 4"



Directional Signage - 50" x 24"



Social Media Posts



NOTES & LESSONS

Feedback

Even though SCADpro did not choose my direction, I put in a great effort based on feedback. Below is a list of things that can improve on:

- Center the campaign around celebrating Decatur rather than the people.
- The “200 logo” gets lost in the poster
- Be more vocal about 200 years of Decatur.



Moving Forward

Since Direction 2 didn't get chosen, I have the freedom to continue in my creative direction. I can add or take away what I would like. However, a big lesson I've learned from this project is to prioritize the needs of a client.



UPDATES

Posters



Mesh Fence



Wall Mural



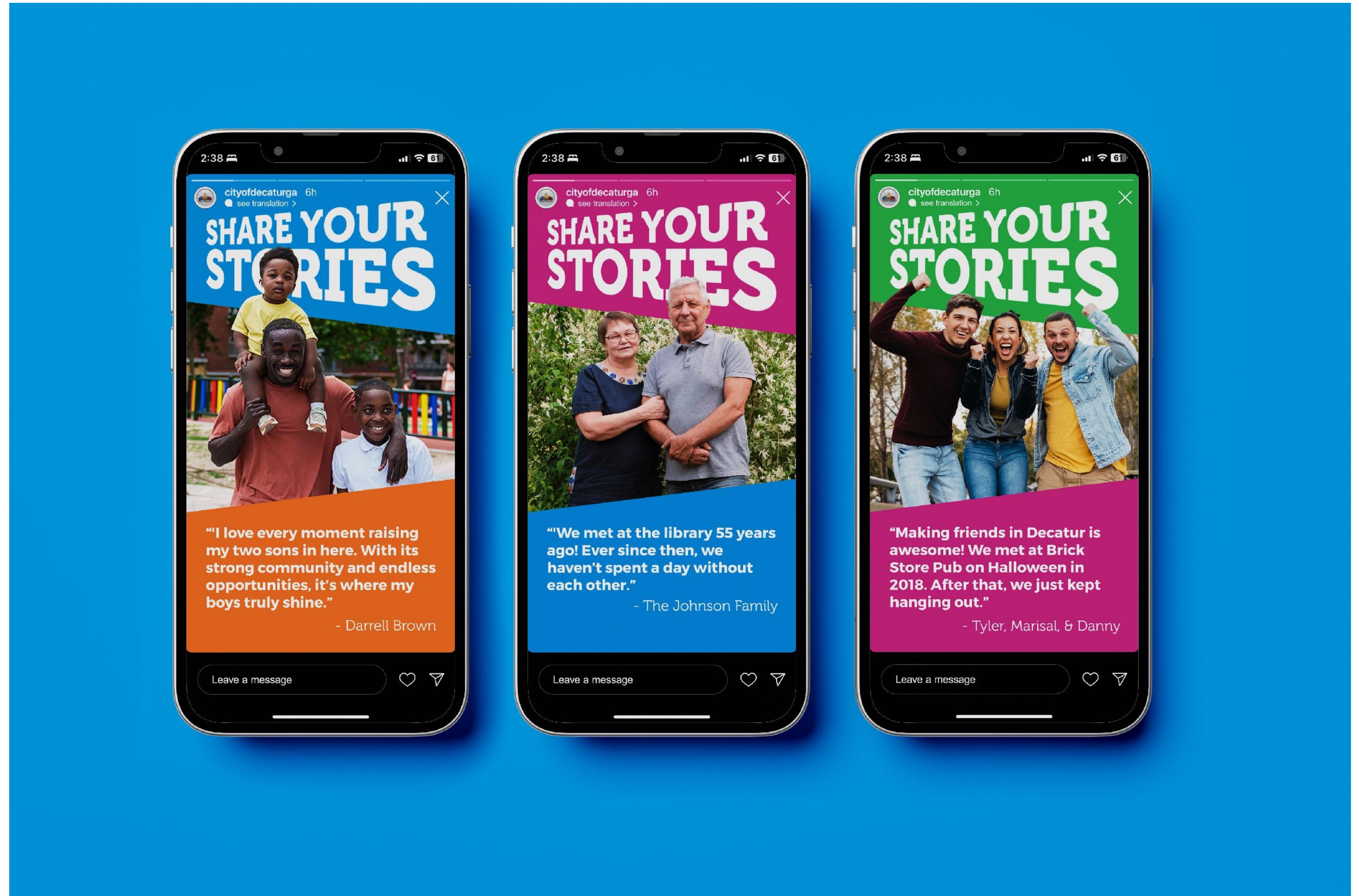
Stickers



Social Media Post



Instagram Stories



Stage Setup



**THANK YOU FOR
YOUR TIME!**

LET'S CONNECT

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