

BRAND GUIDELINES

Goals

Create an **interactive exhibition** showcasing the **connection** of people while displaying the 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. Used as subtext on posters and social media. A main element on the merchandise.

Find Your Link.

Where Creativity Connects.

Connection Made.

It's not just you.

Phrases

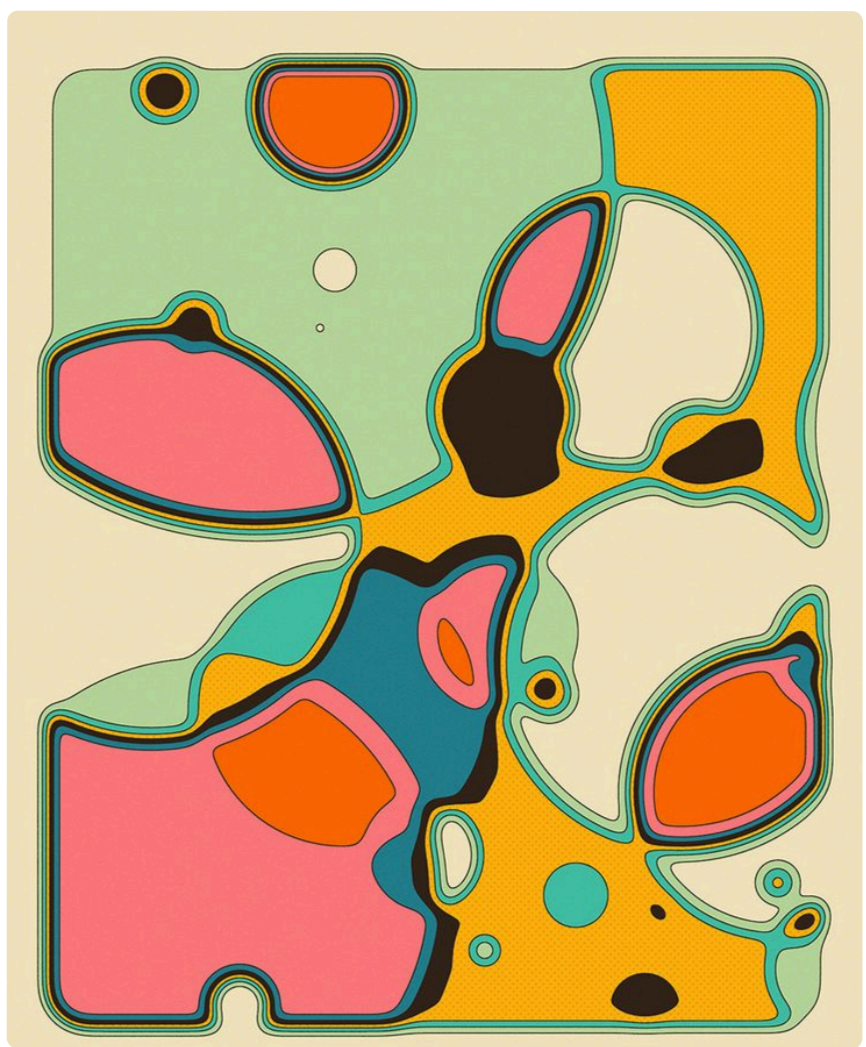
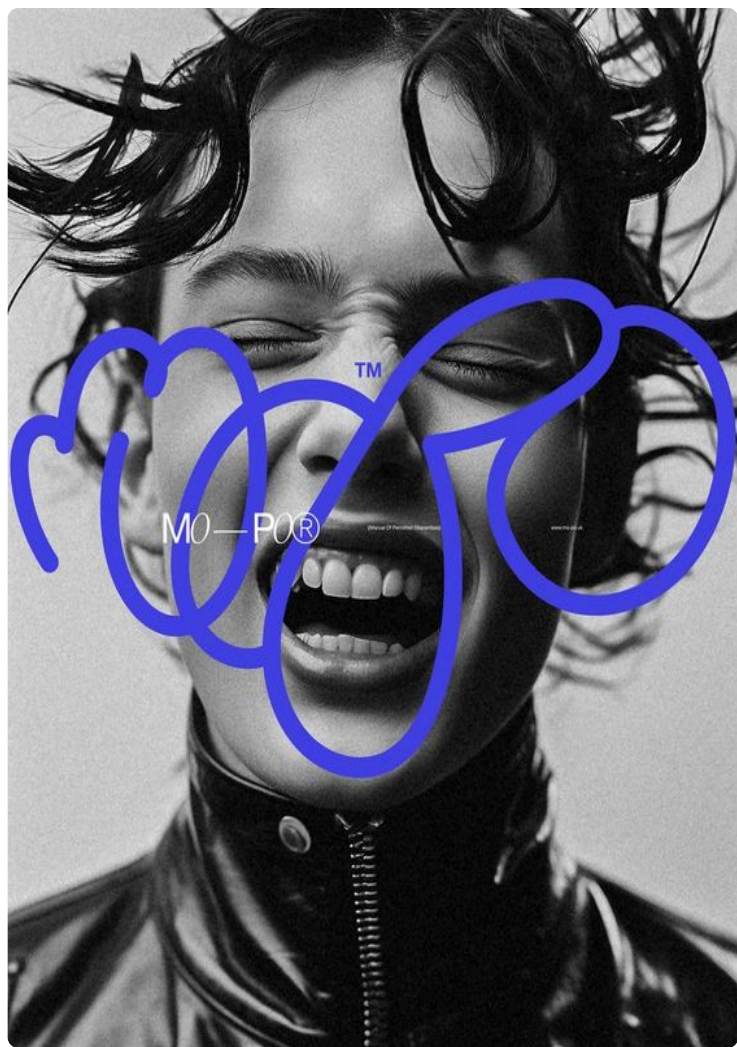
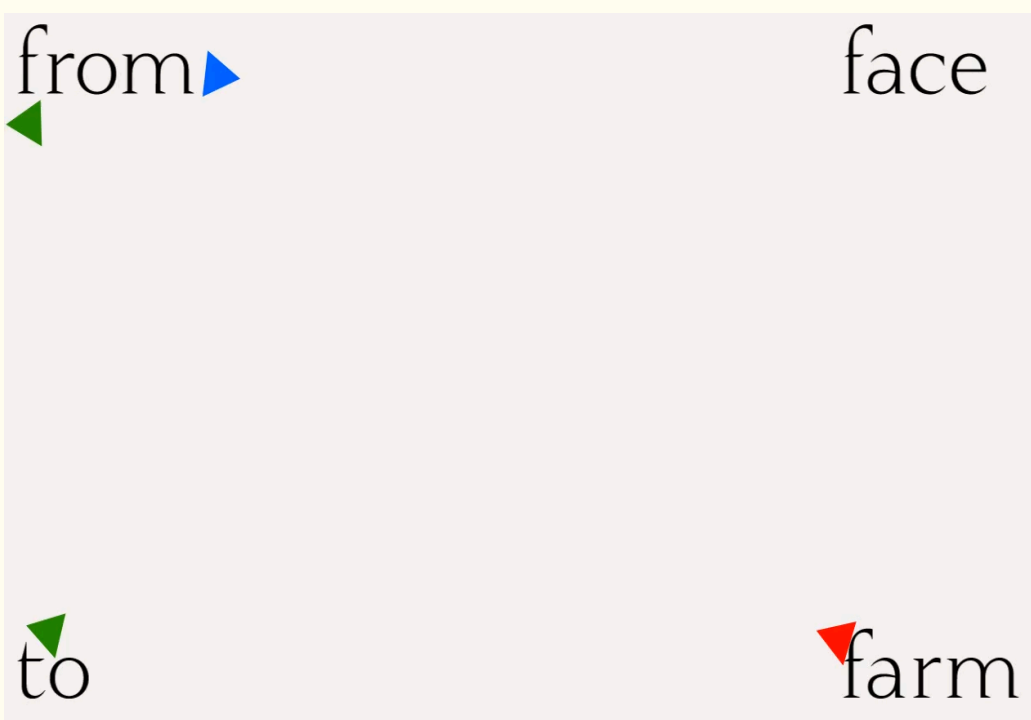
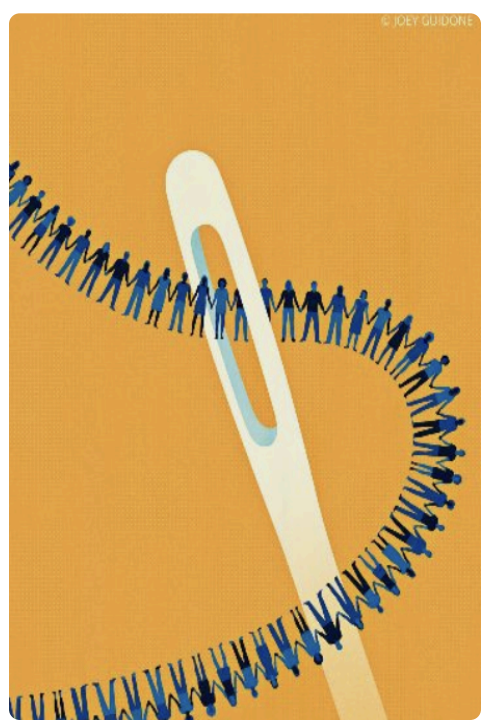
Phrases below should be used on posters and social media as a way to hook people into reading more information.

Two of you reading this have missed the bus.
You and the person next to you are not hitting legs today.

Key Words

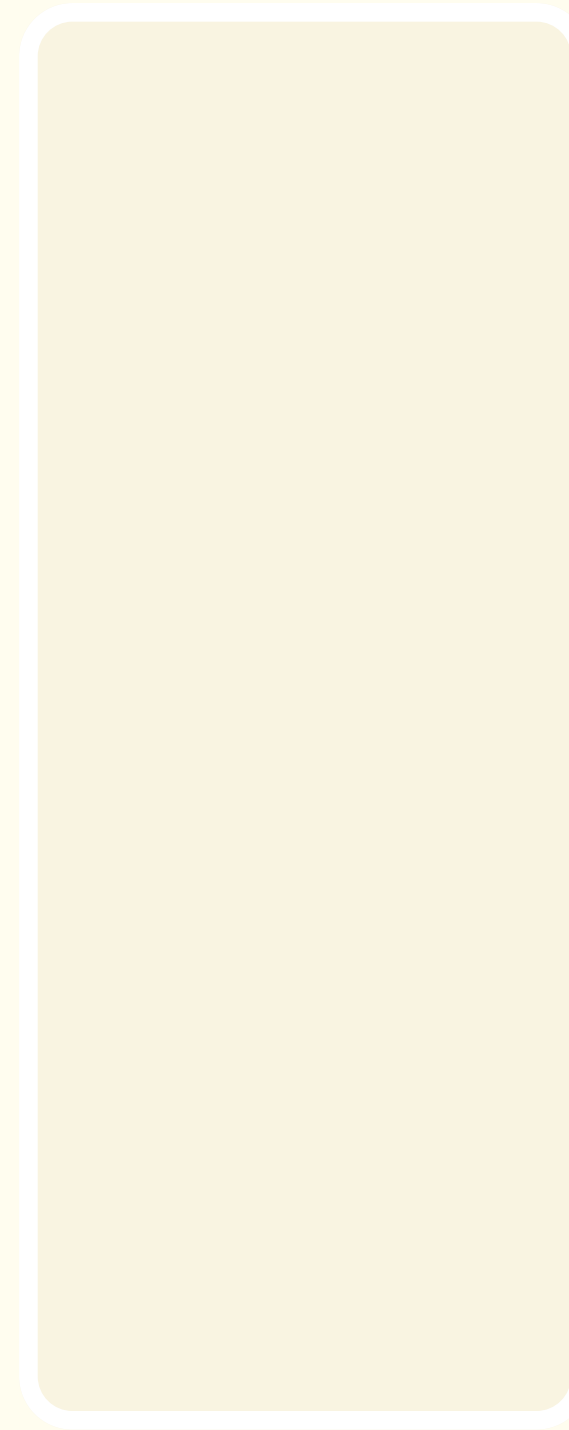
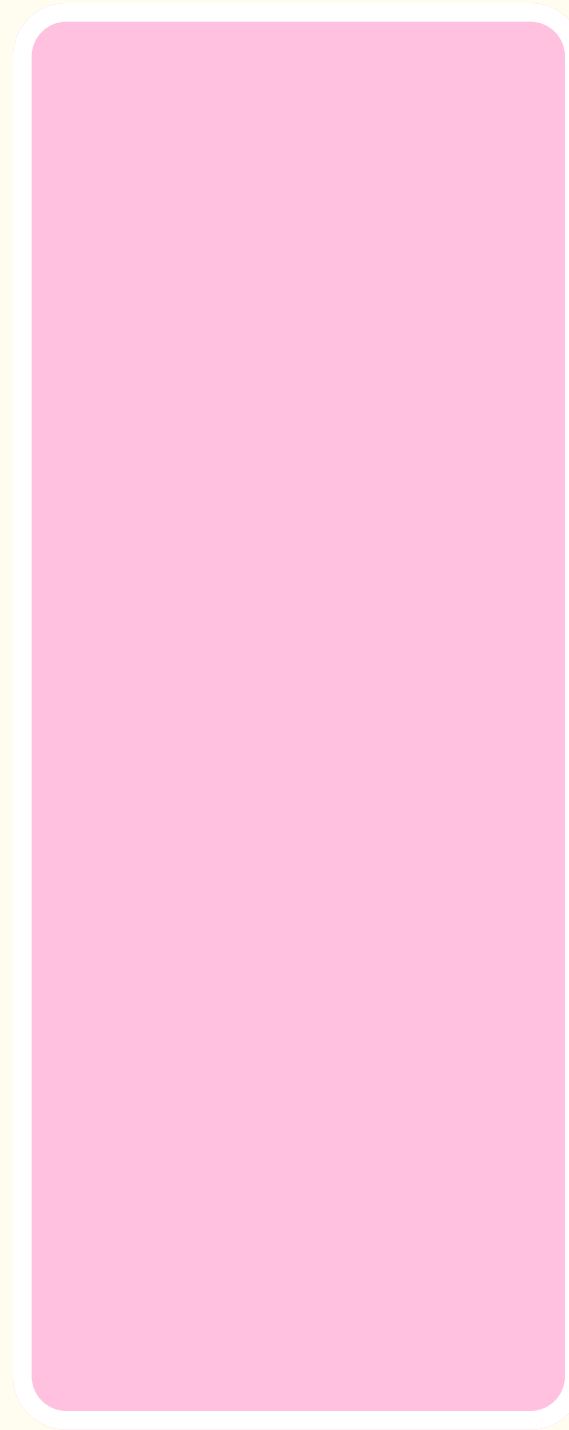
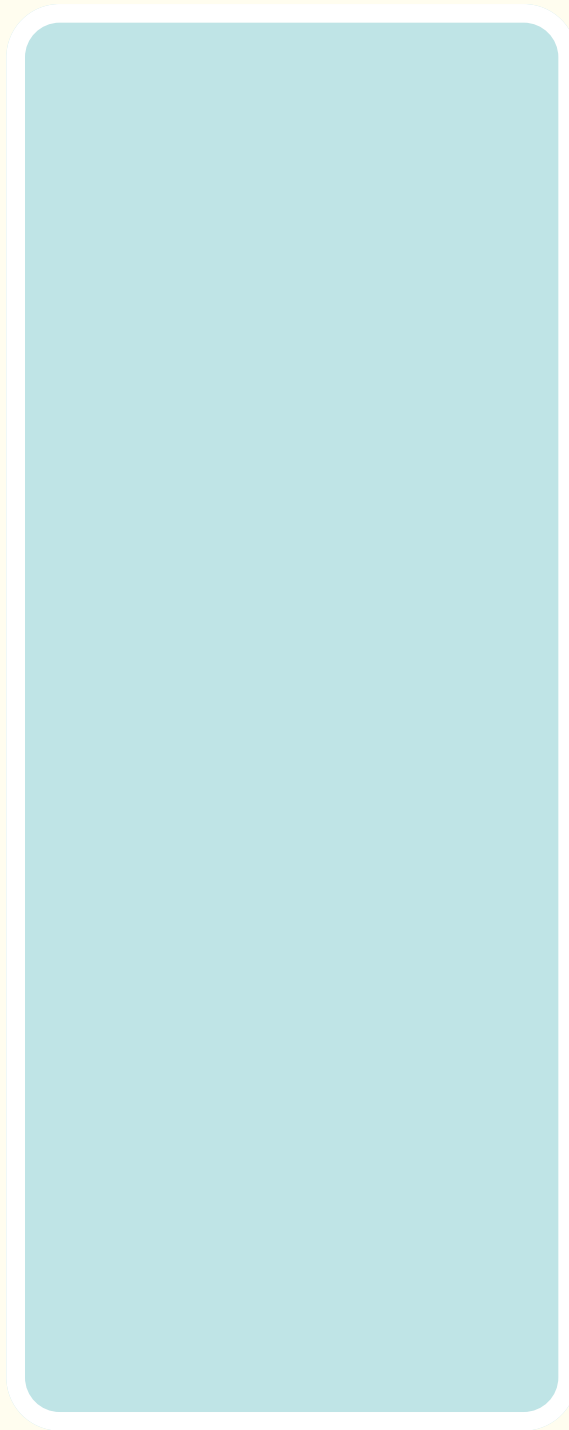
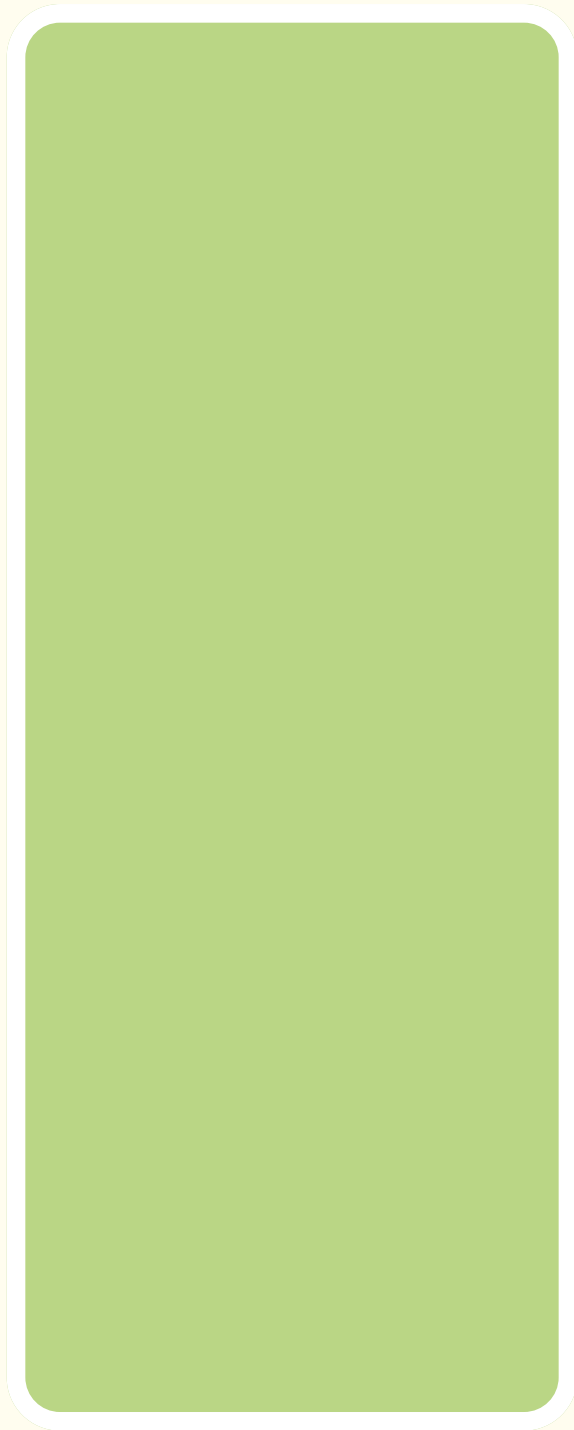
- | | |
|-------------------|------------|
| Playful | Informal |
| Organic | Optimistic |
| Inviting | Dynamic |
| Humanistic | Bold |

Moodboard



Color Palette

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



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Emerald Exchange

RGB
187, 214, 134

CMYK
29.44, 1.70, 61.65, 0

HSB
BBD686

Together Teal

RGB
192, 229, 231

CMYK
23.34, 0.05, 8.9, 0

HSB
C0E5E7

Bonded Blue

RGB
4, 21, 79

CMYK
100, 95.68, 32.3, 42.48

HSB
04154F

Partnership Pink

RGB
255, 193, 223

CMYK
0, 30.47, 0, 0

HSB
FFC1DF

Cardinal Connection

RGB
197, 60, 88

CMYK
18.03, 90.65, 56.16, 3.35

HSB
C53C58

Personable Pearl

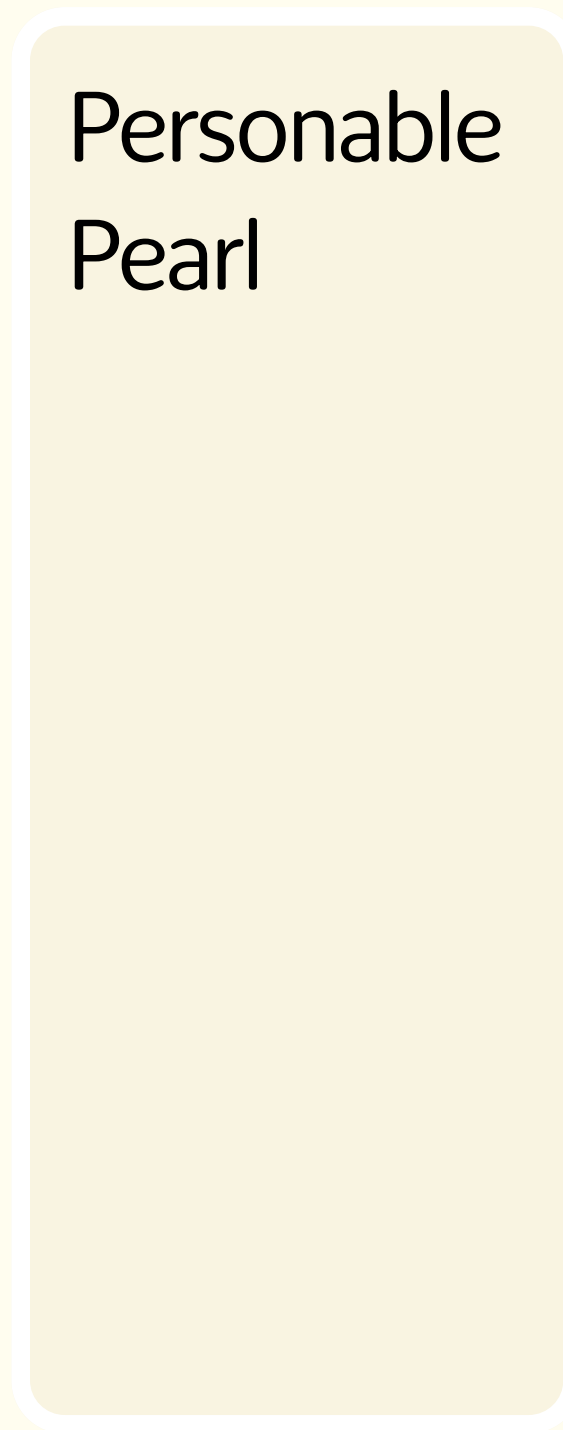
RGB
250, 245, 225

CMYK
1.69, 1.84, 11.99, 0

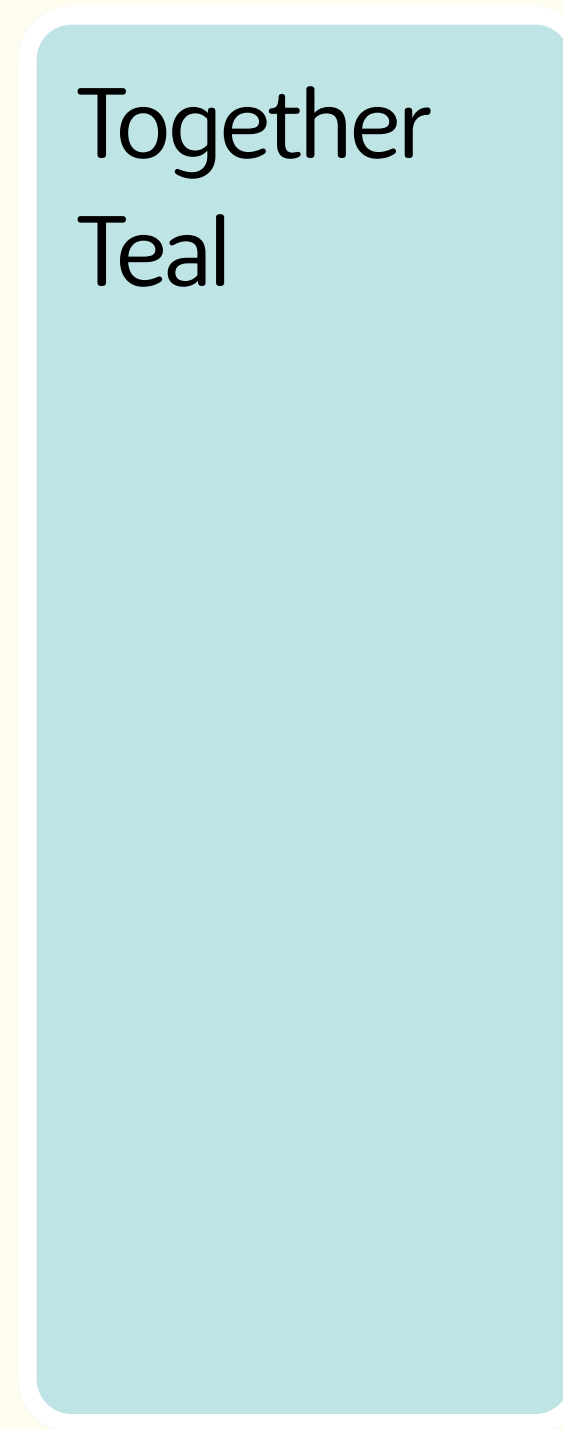
HSB
FAF5E1

Color Usage

Colors are **primarily used for text and background** because of their high contrast.



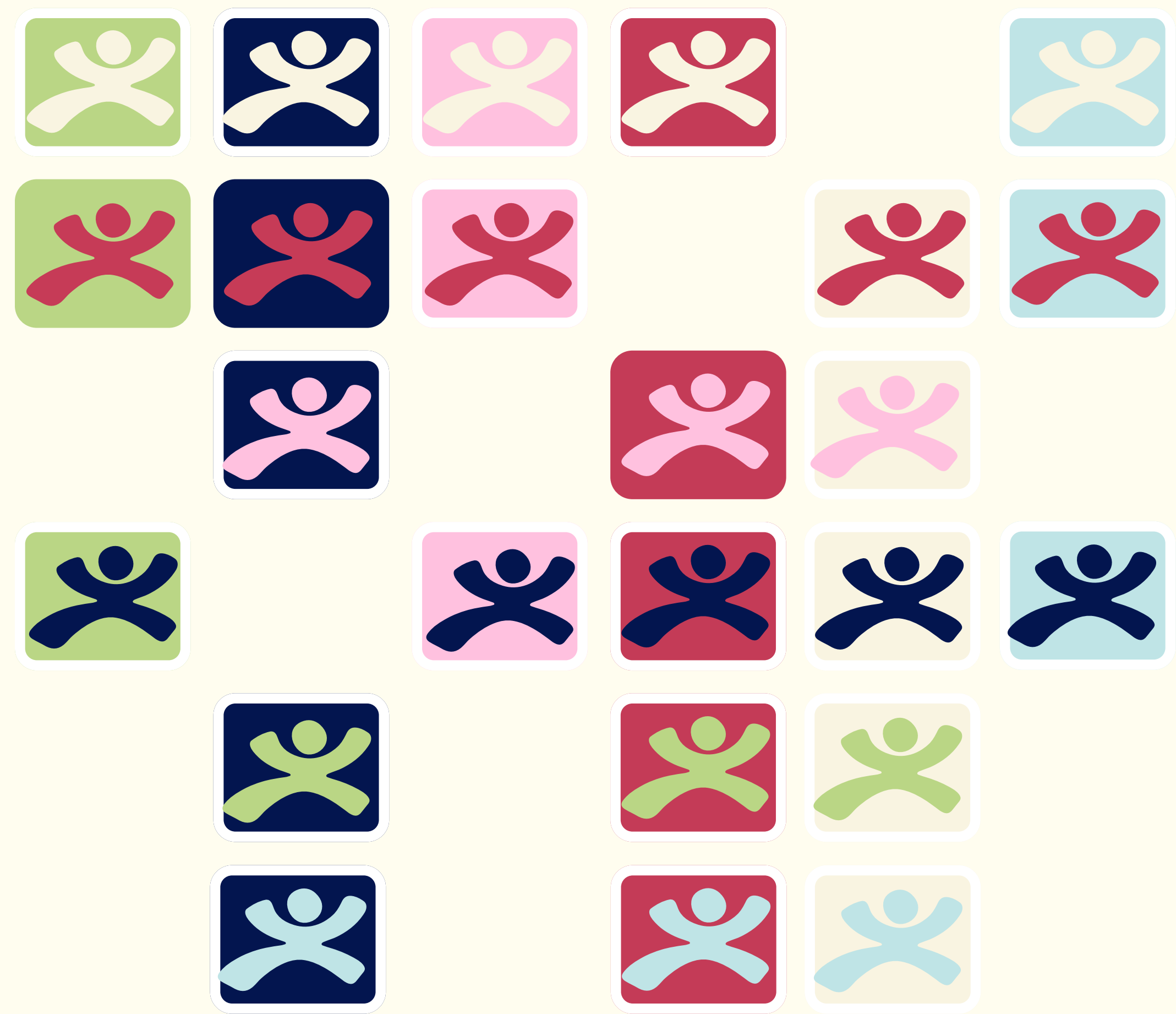
Colors are **secondary colors used for visual elements** and to highlight information.



Color Combos

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

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



Let's Talk Type!

Type can be **used at varying sizes** and on different paths depending on the deliverable.

Do not stretch or italicize type.

Titles 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.

Headings IvySoft Black

Sub Heading IvySoft Regular

Body Text Monsterrat Regular

Find Your Link

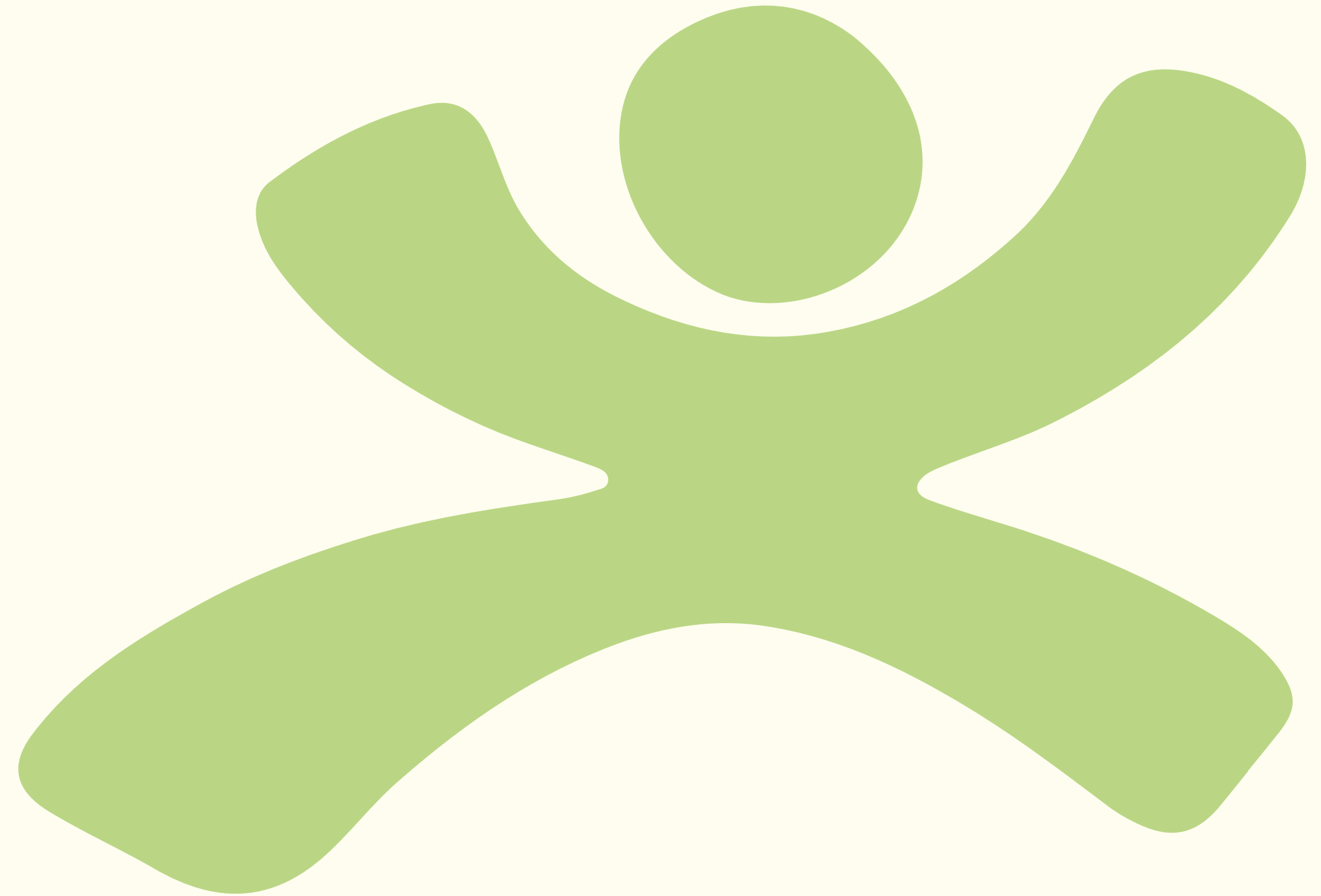
Interwoven Exhibition

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

Primary Mark: 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.

Dude can be scaled to fit deliverable as needed and taken apart to be use as other visual elements.



Logo

Our **primary logo was made based on the proportions of Dude**. It can be used on a variety of deliverables including social media, merchandise, and promotional material.



Padding

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



Lockup

nter
woven

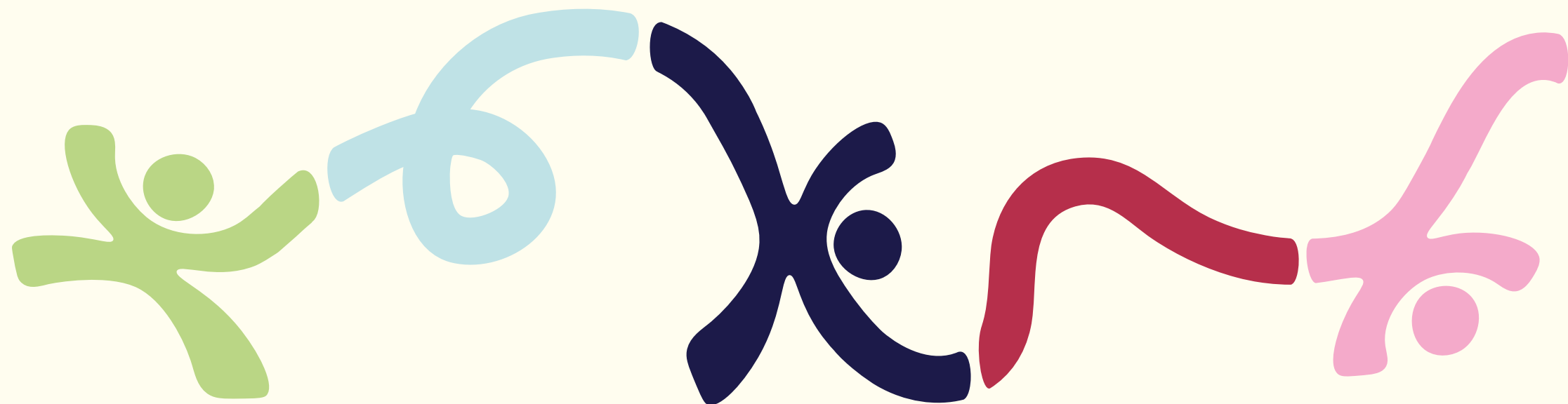
EVANISK●PROJECT

Dude Variations

Cartwheeling Dude



Connected Dude



Dude's Head

Dude's imperfect head is used as a visual element in patterns and as the "O" in "Evanisko".

EVANISK●PROJECT

EVANISK●PROJECT



Patterns

Squiggle Pattern



Lines

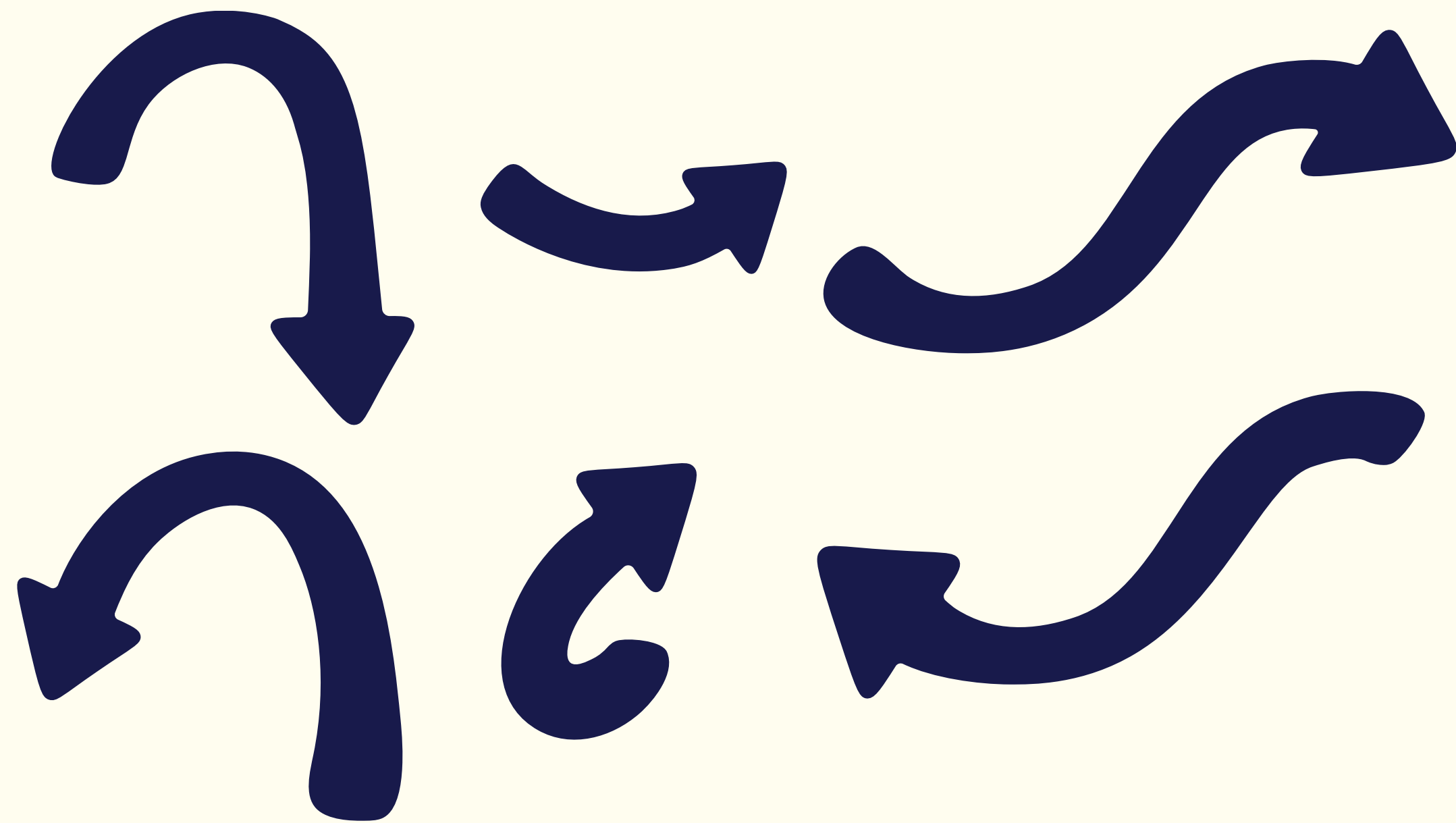


Dots



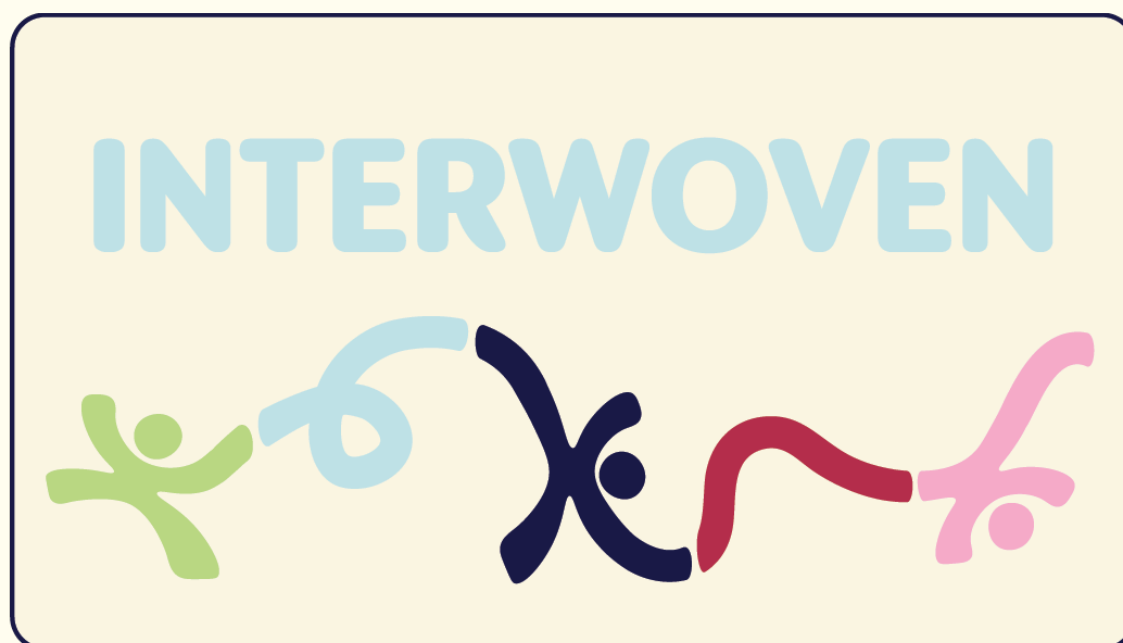
Pointing The Way

Based off of the logo and Dude's proportions, we created arrows that are used as a visual element to direct people to information.



IF TIME, EMBROIDER PATCHES IN
PHOTOSHOP :)

Apparel



Embroidered **patches** can
be purchased separately
from the shirts. Patches are 3.5" x 2" and
are embroidered



IF TIME, MOCKUP ON REAL SHIRTS :)

Apparel Mockups

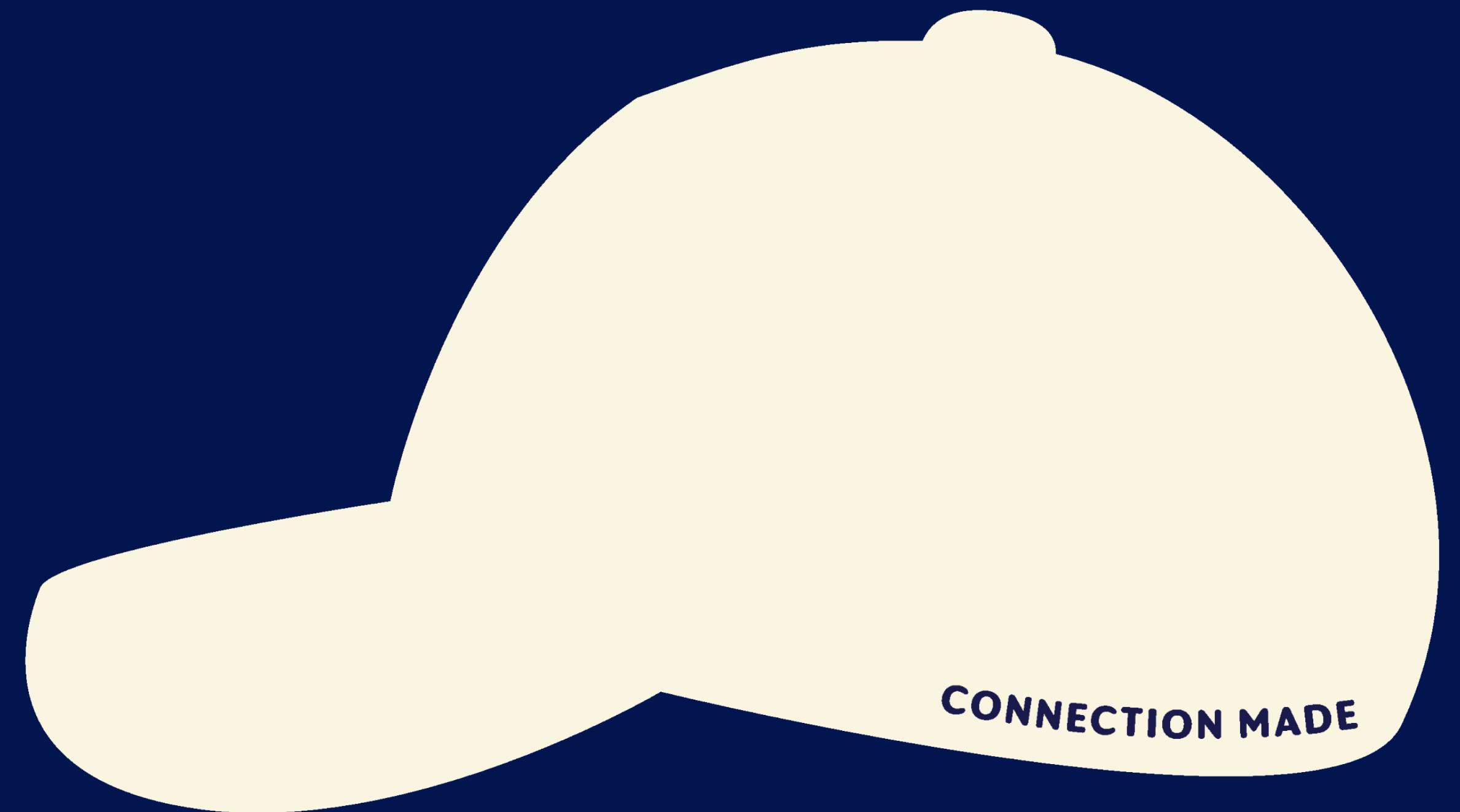


IF TIME, MOCKUP ON REAL SHIRTS :)

Apparel Mockups



Hat



IF TIME, MOCKUP ON NEW HAT :)

Hat Mockup



Stickers

Stickers

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



Keychains

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.



Pins

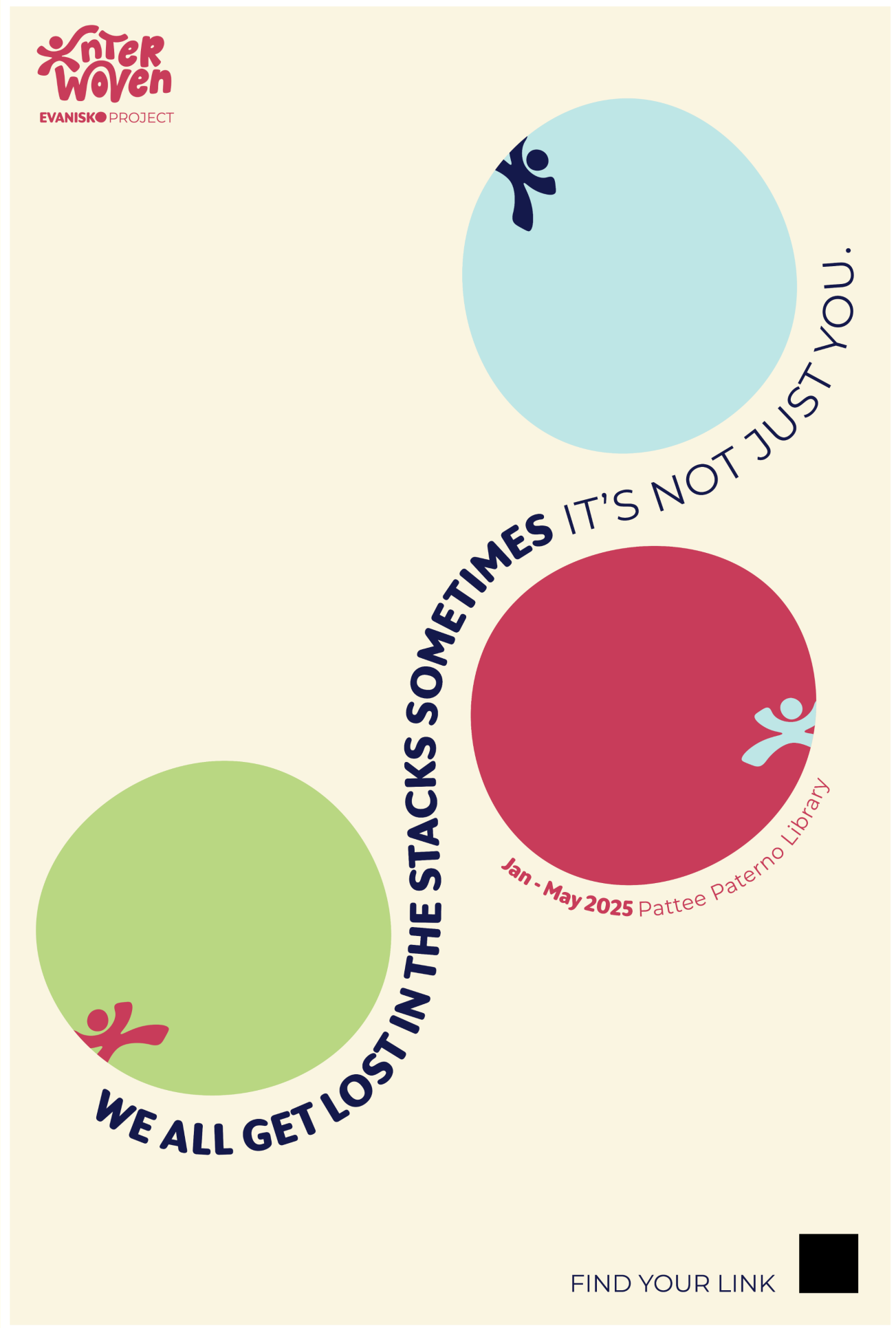


Button Pins

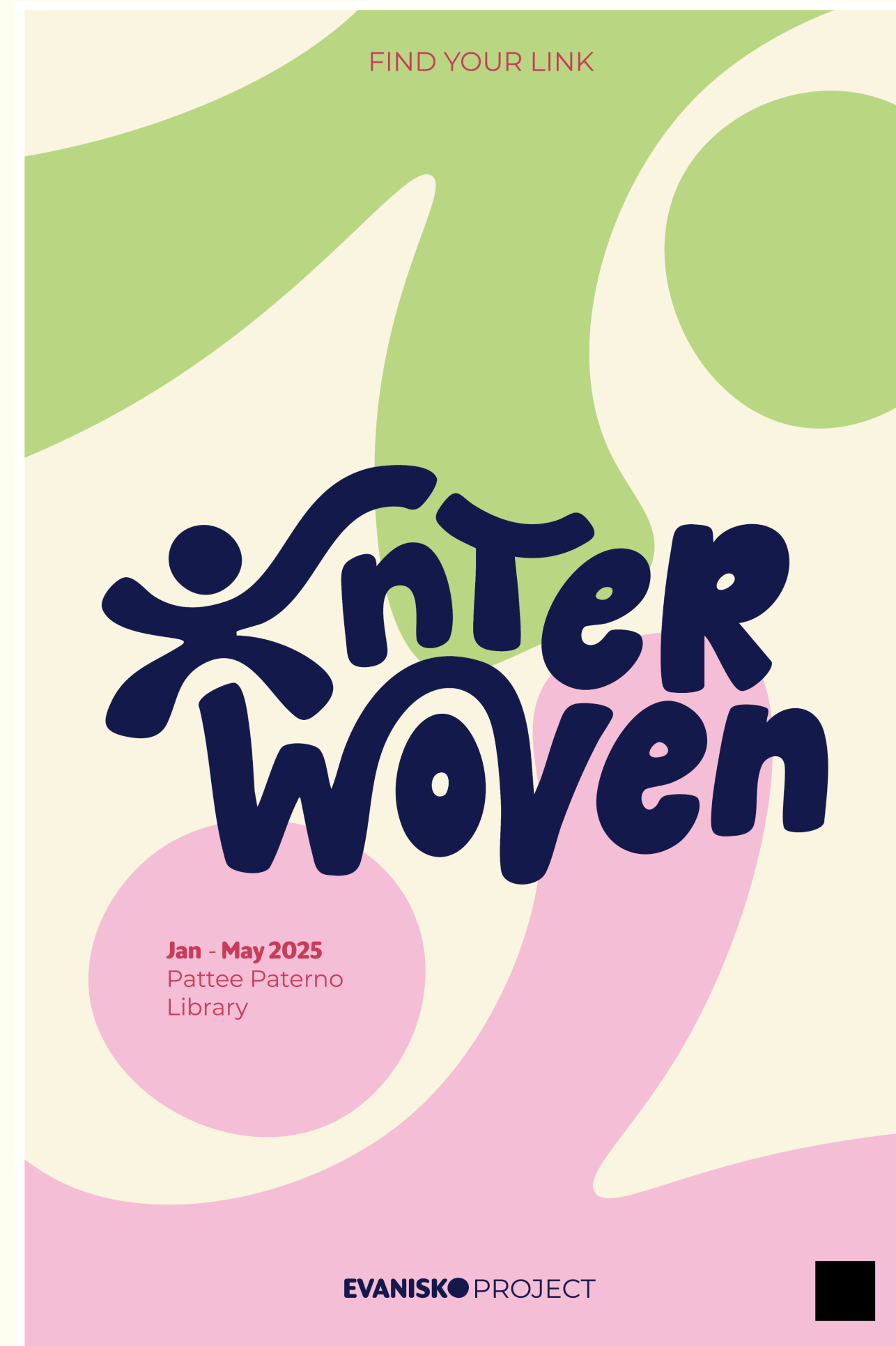
Plastic pins for shirts, backpacks, and tote bags.

These function as a scavenger hunt completion prize.

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.

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.

REMAKE :)

Front Door Decal

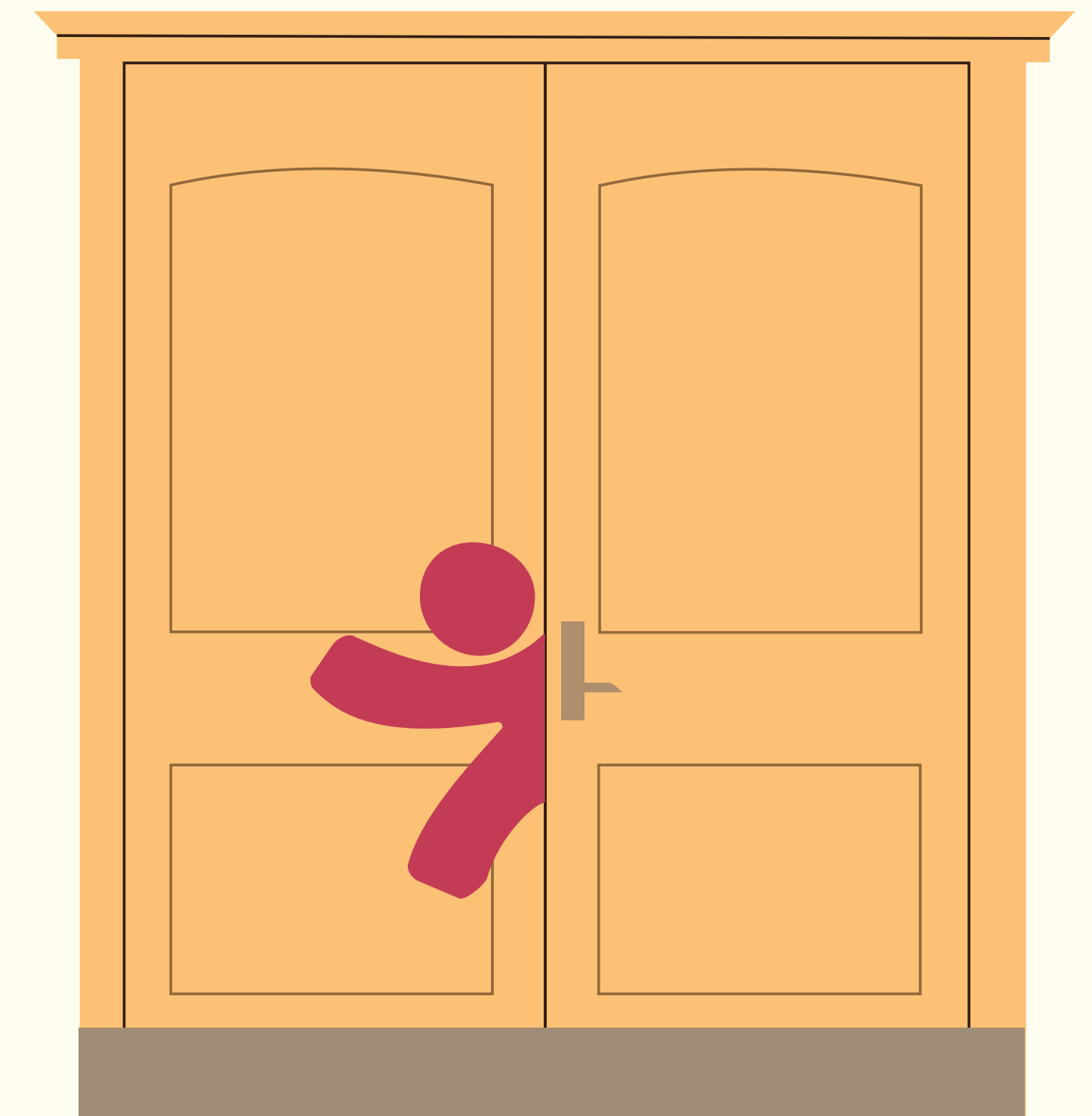
Text

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).



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:



REMAKE :)

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/>

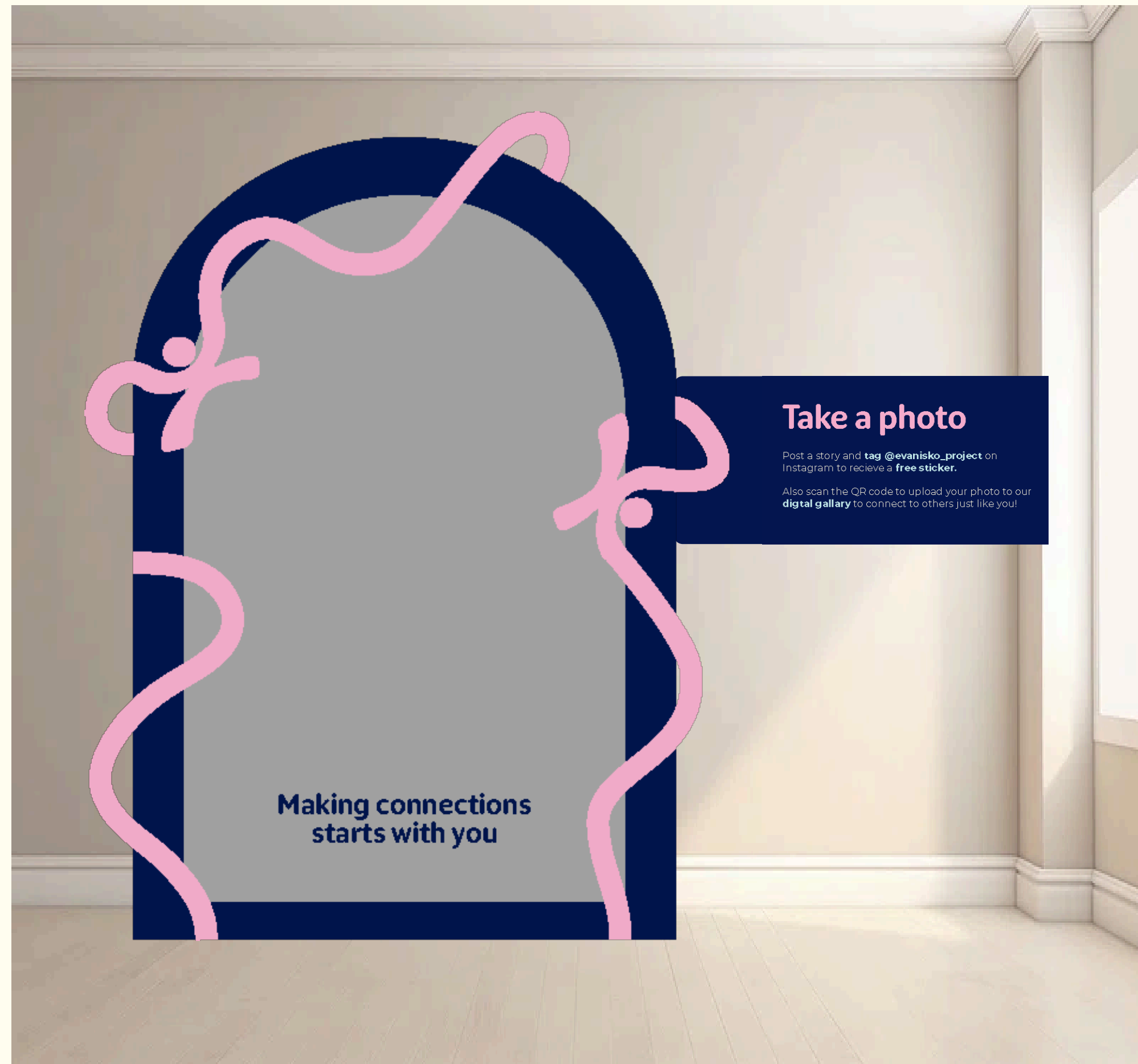
REMAKE?

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

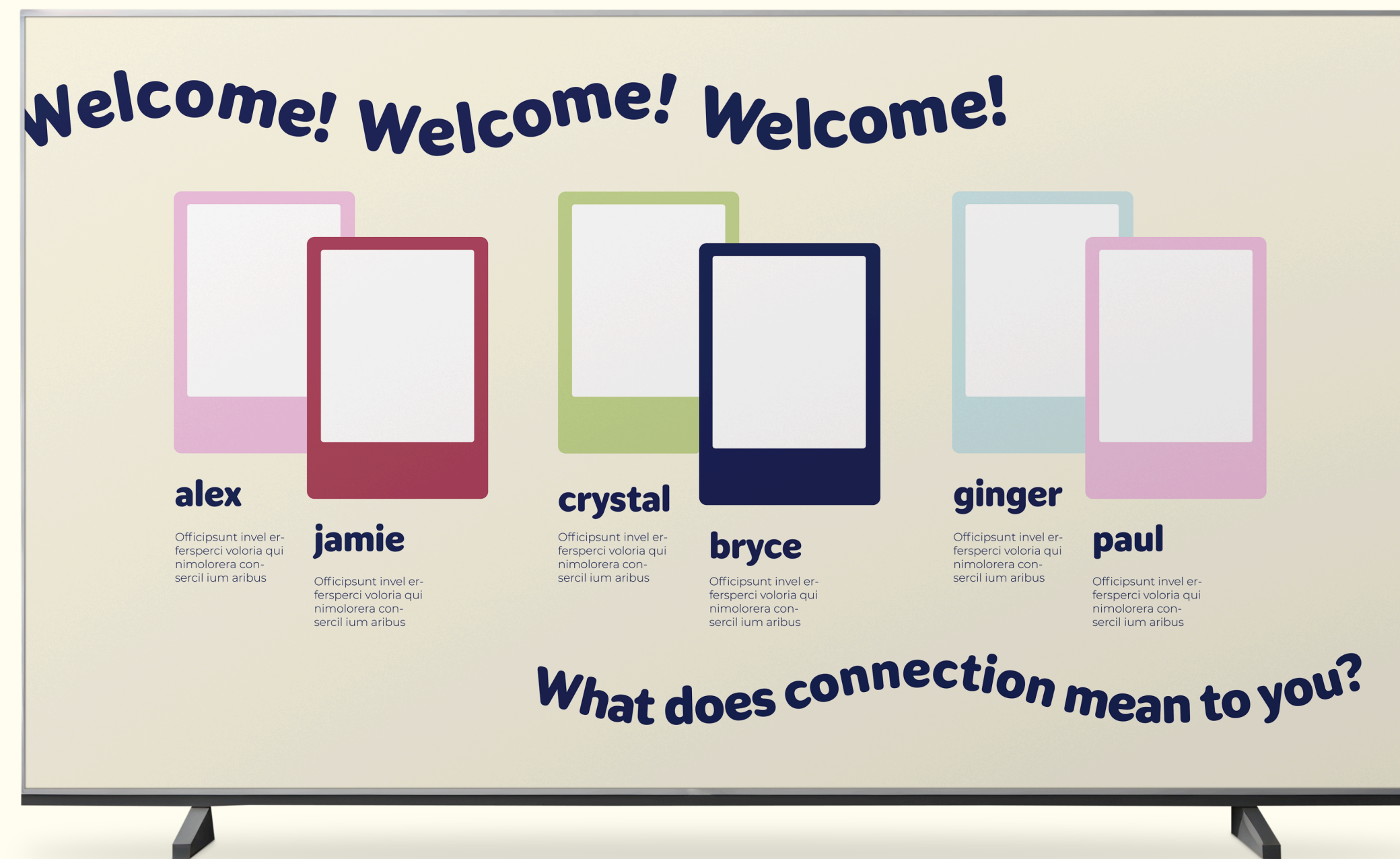


This **mirror photo opportunity** will create something people want to **post on social media** can help market our exhibition.

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.

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**

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.

REMAKE?



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**.



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.



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.

Lamp Posts







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

Finding your Connection

Post 1

<p>Two of you reading this didn't hit legs today</p> <p></p>	<p>Two of you reading this hate doing math</p> <p></p>	<p>Two of you don't know how to do laundry</p> <p></p>	<p>Connect at the Interwoven Exhibition</p> <p></p>
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Post 2

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

Scavenger Hunt

Custom **stamps pads** of a small scale
Dude will be at each project around the
library. Each project with 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