

URCAS

Undergraduate Research & Creative Arts Symposium

Branding System

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Center for Undergraduate Research and Creative Activity

Artist statement



As a celebration of student art and research, the sky is the limit for URCAS. We designed our logo to exhibit this energy - a pencil rocket blasts into space, leaving in its wake a trail of objects ranging from beakers to music notes to convey that all are welcome. Our branding furthers this theme, with patterns of objects emphasized by cosmic purples and yellows. Through our imagery, students will be encouraged to attend URCAS and witness for themselves the creativity and passion that its presenters have to offer.

Logo Variations

Print

color



black



Dark Purle



Small Print



Horizontal orientation



Online



Single color Logo

Black version



Purple version



Pattern



Assets



Drama



Ingenuity



Art



Engineering



Music



Culture



Nature



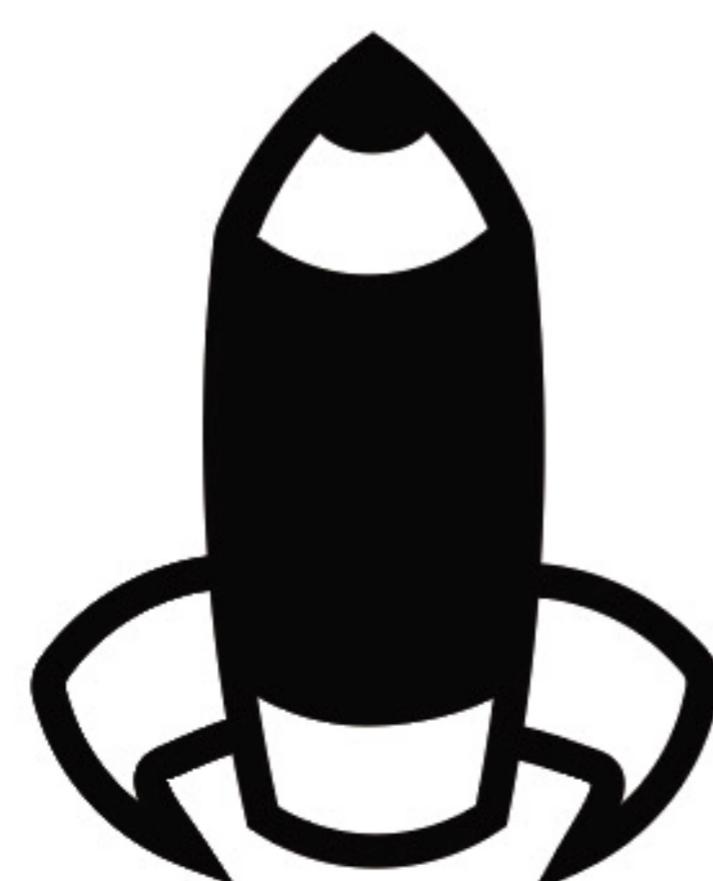
Scholar



Experiment



Science



Pencil Rocket



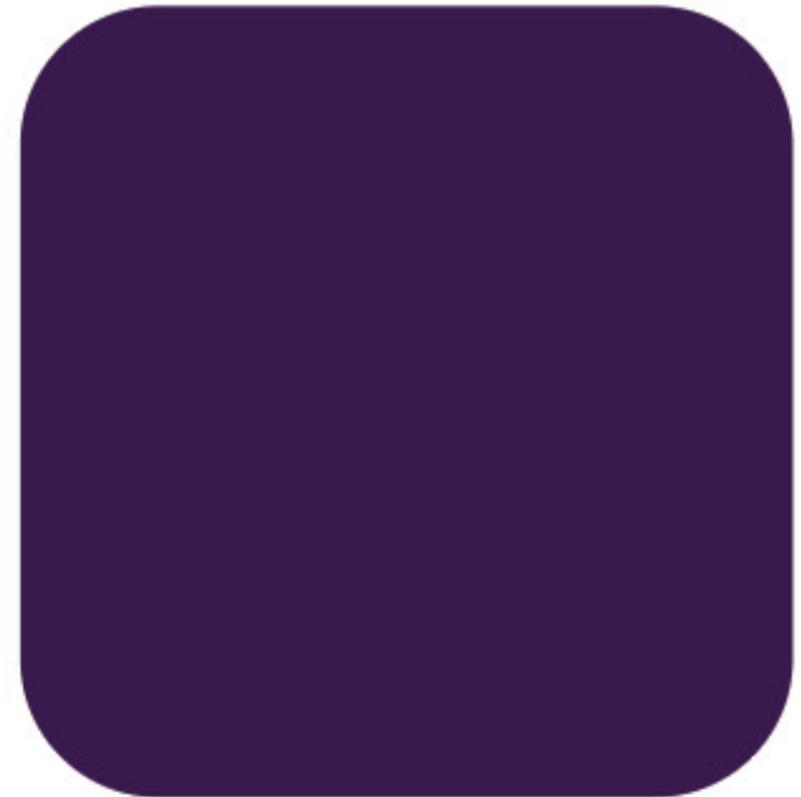
Rocket Tail & Planet

Color Pallet

Dark and pale purple are the dominant colors for designing deliverables, such as posters, flyers, and merchandise. White is used for bodies of text since it contrasts the purples for maximum illegibility. Pale yellow is for tiles, subtitles, important information, and certain design elements to highlight their importance.

Background color

This darker color is for background for text and the logo.



Dark Purple

C=81 M=86 Y=38 K=30

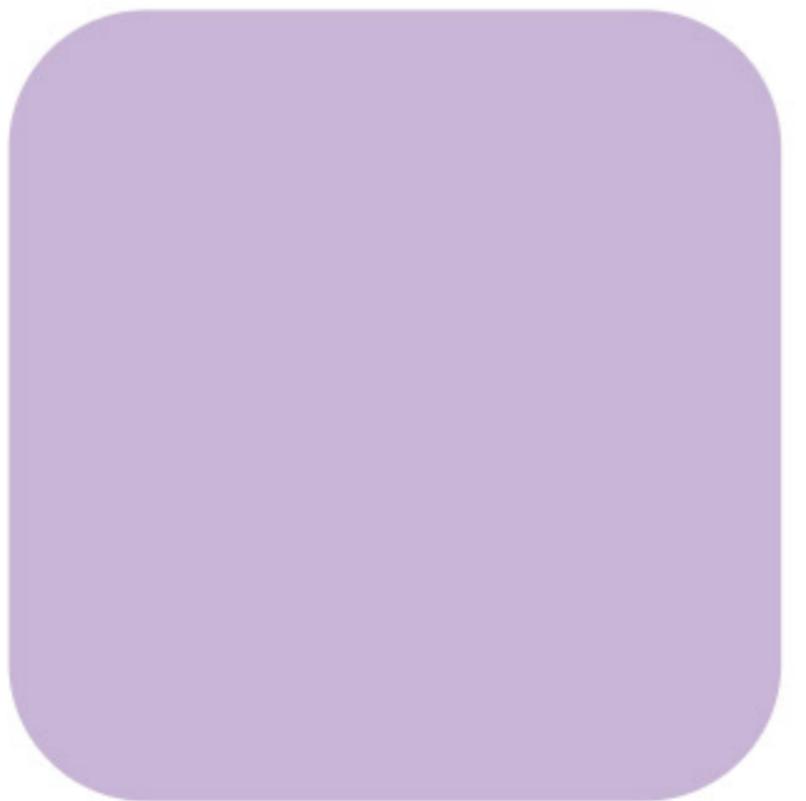
R=65 G=50 B=88

Web #413258

Logo/Elements color

This colors are used for the logo and for designing elements such as icons and text.

Pale Purple

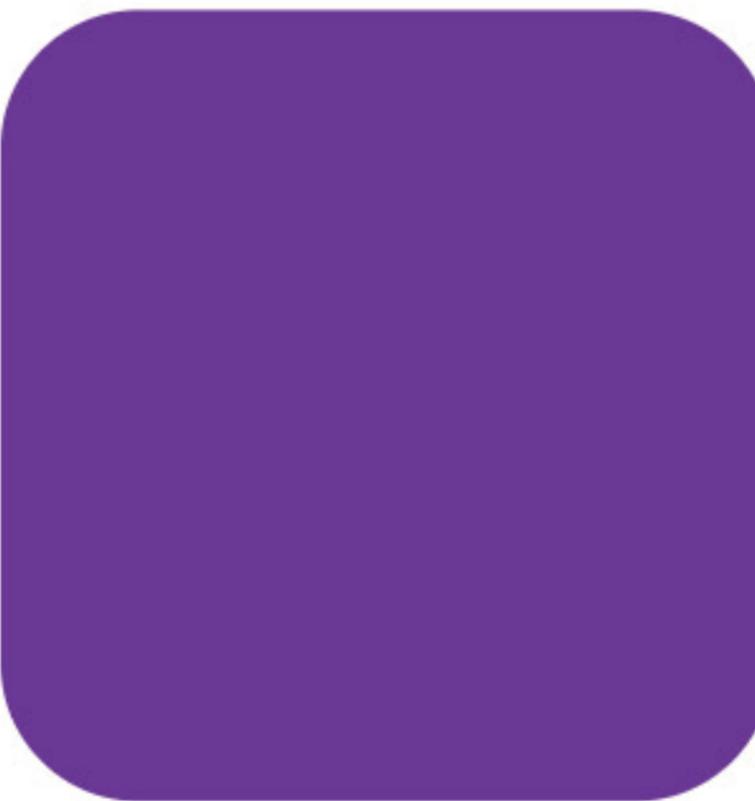


C=27 M=27 Y=0 K=0

R=183 G=178 B=217

Web #B7B2D9

Purple

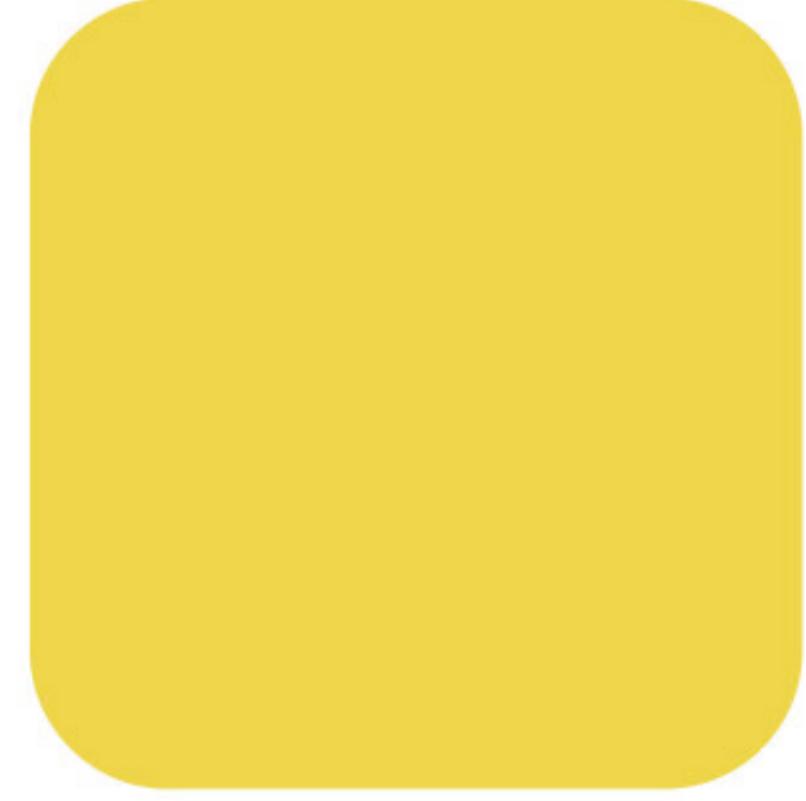


C=75 M=81 Y=0 K=0

R=95 G=78 B=150

Web #5F4EA0

Pale Yellow



C=4 M=18 Y=80 K=0

R=264 G=204 B=81

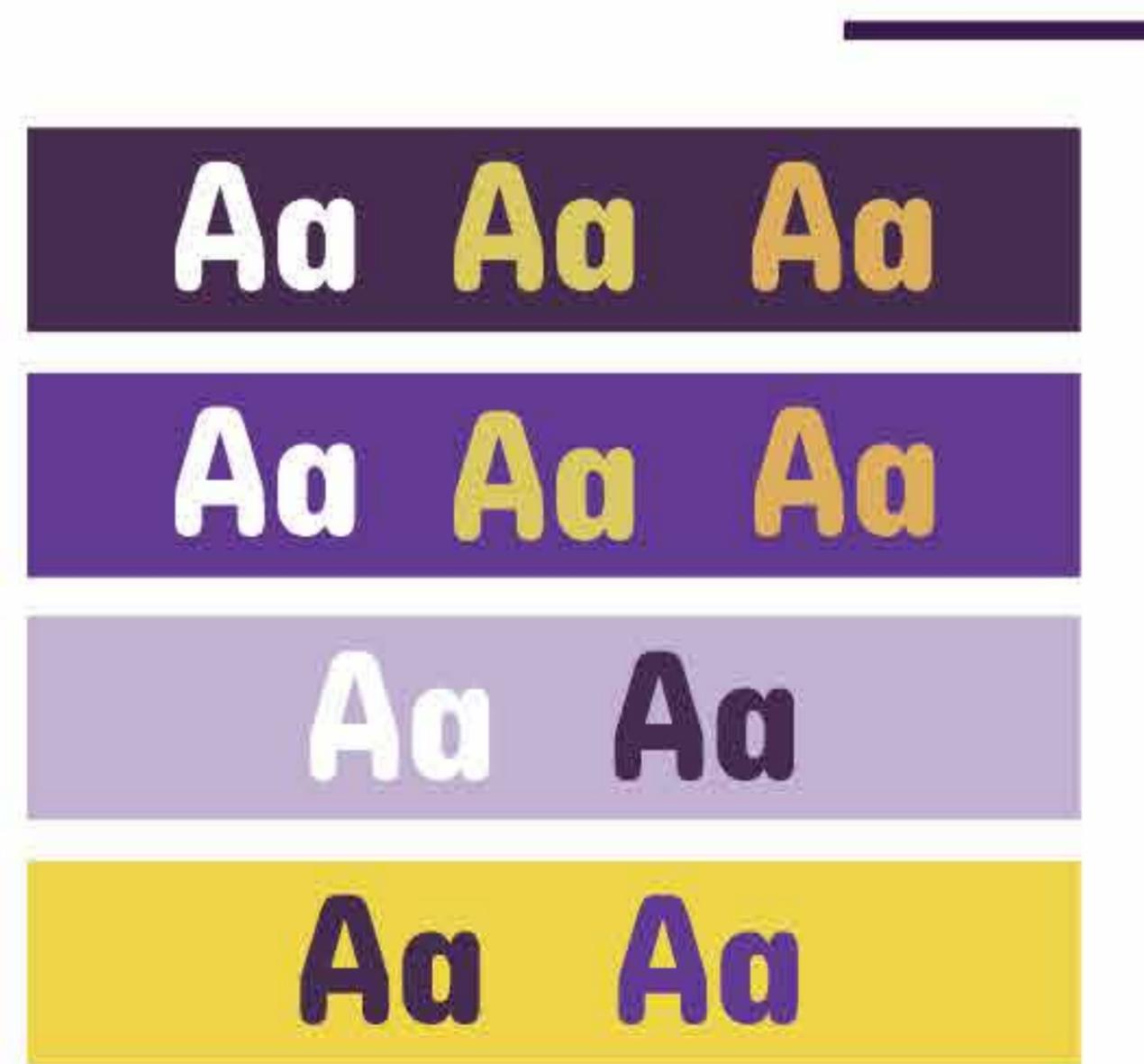
Web #F6CC51

Typeface

Aa
Concert One
Regular 400

There is only a single font for this branding system with size determining hierarchy. For online purposes, the Lato font is a good backup for the Concert one. However, there is one exception: with the larger posters, the font size increases. Such as, body text is going to be 40 point, while subheadings are 50 to 60 point, and titles are going to be 70 point and above.

Heading ---- 30pt and above
Subheading ---- 25pt and above
Paragraph ---- 15pt and below



Allowed text color and background color combinations

Prints



Large Mockups



Small Mockups





Thank you
for seeing our design.