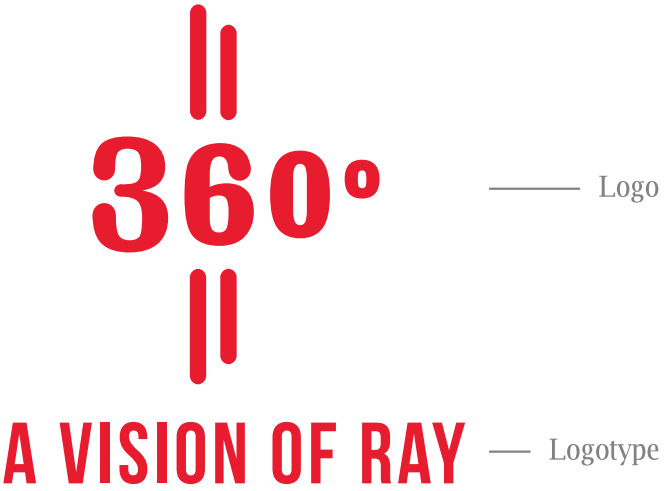




OUR CONCEPT

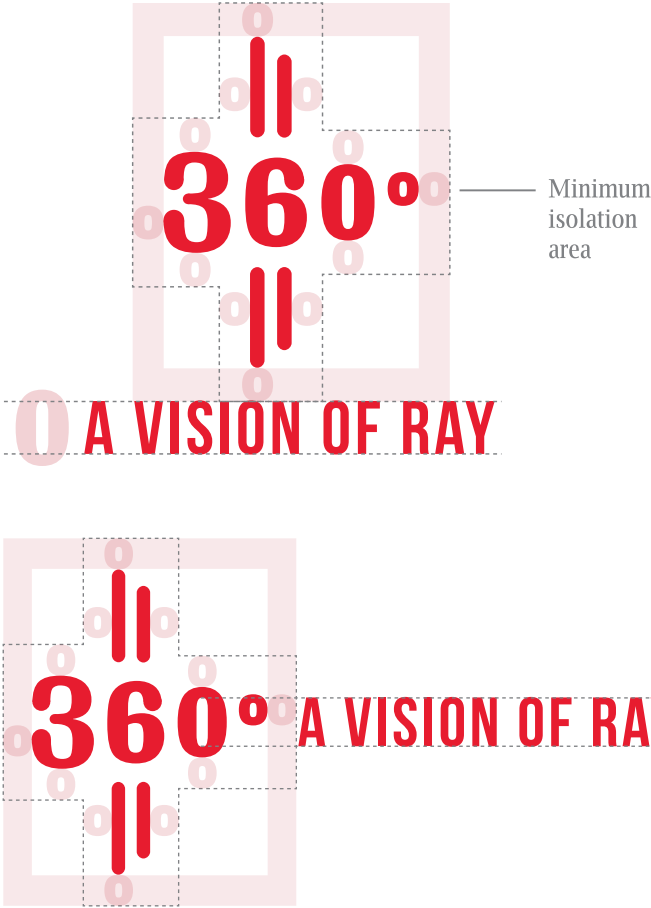
Our concept is based on “Ray’s vision on Aviation”. The idea we came up with based on our concept is the dragonfly. The reason we chose the dragonfly was because dragonflies are the insects that inspired Ray into Aviation. It was also his favourite flying insect. Ray always felt that dragonflies reminded him of planes and dragonflies best fitted our concept since Ray’s vision on planes were dragonflies.

THE LOGO



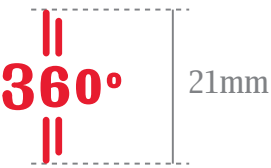
Our logo is based on Ray’s vision on aviation. He saw things very differently and that is what we wanted our logo to represent. We decided on 360° as our brand name based on the fact that Ray had no boundaries when it came to aviation. The 360° logo could symbolize either a plane or a dragonfly. The decision can be made by the viewer.

LOGO ISOLATION



Ideally, the logo and logotype is used together as shown above. However, the logo or logotype may be used as separate objects when desired.

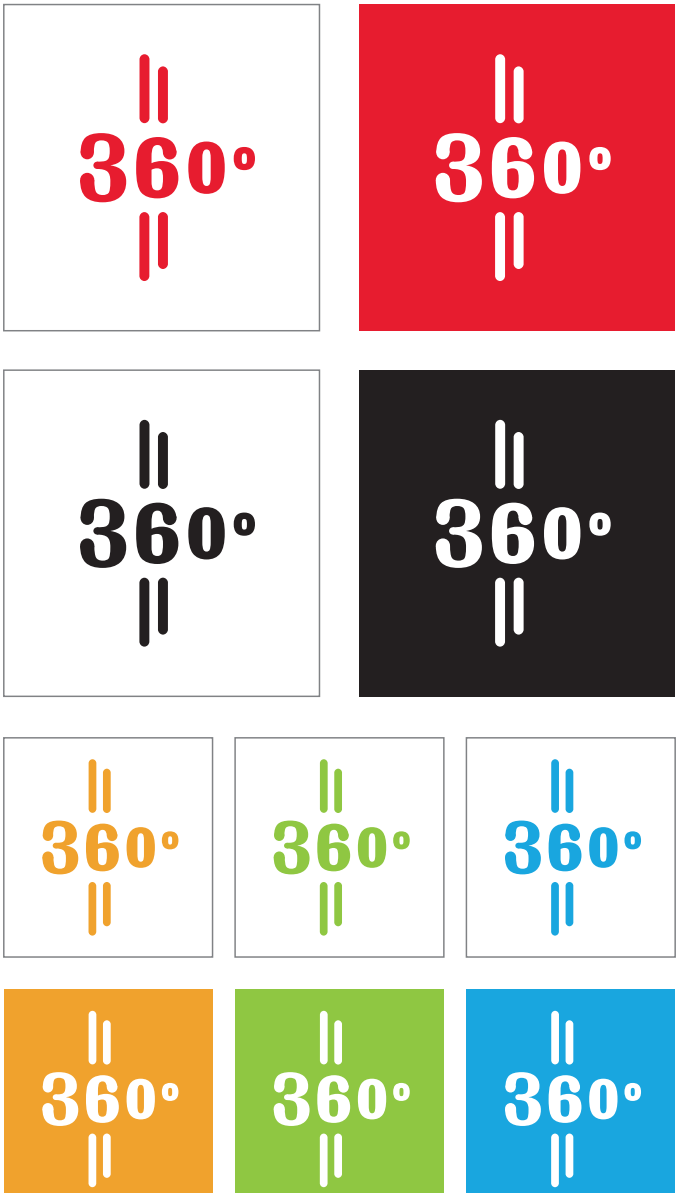
MINIMUM LOGO SIZE



MAXIMUM LOGO SIZE

No restriction

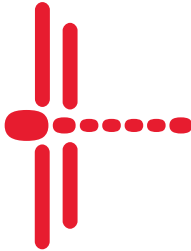
USING THE LOGO WITH COLOURS



Logo is always to be used with the main corporate colours, in black and white or with the support colours in the manner shown above.

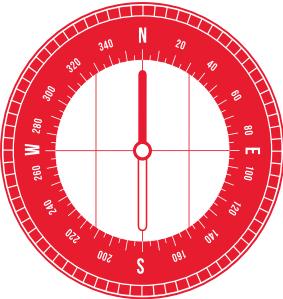
OUR MAIN GRAPHICS

DRAGONFLY



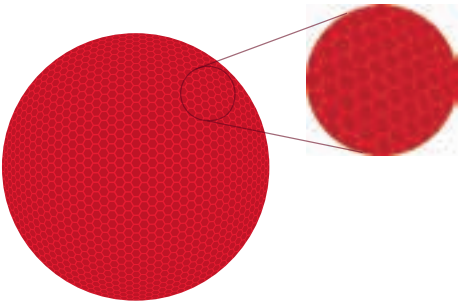
Our main graphic is the dragonfly because it inspired Dr. Ray Wijewardene into aviation and it was also his favourite out of all things that flew. Dragonflies also fitted our concept, since it was his vision on aircrafts.

COMPASS



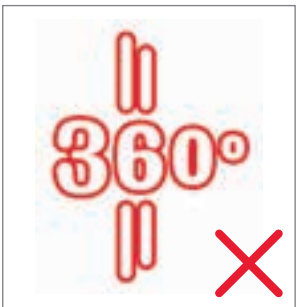
The compass was chosen as a graphic because Dr. Ray Wijewardena didn't focus on one particular direction. He was a man of many directions.

HEXAGONS



The idea for the hexagon was inspired by the dragonfly. When you look closely, you see that the eye of the dragonfly is full of hexagons. For the public invite, we have used a 3D effect to give the effect of the dragonfly’s eye.

DON'T MISUSE OUR LOGO



Stroke



Shadow



Reconfigure



Gradient



Outer Glow



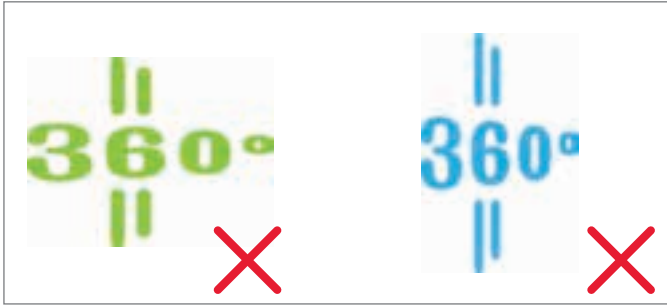
Inner Glow



Rotate



Pattern



Stretch / Squeeze

COLOURS

We used the colours from the Ray Wijewardene Trust logo. Ray has been associated with these colours and we decided that it is best to use these four colours since it also complements our concept and brand.

Main Corporate Colour

Supporting Corporate Colours

Firey Red

Sunny Yellow

Leaf Green

Sky Blue

Colour variations and recommended overlapping possibilities are shown below.

C: 25.5 R: 153
M: 100 G: 25
Y: 95.8 B: 25
K: 25.1
Pantone: 484C

C: 3 R: 189
M: 100 G: 14
Y: 89 B: 28
K: 20
Pantone: 1797C

C: 2.7 R: 223
M: 100 G: 9
Y: 89 B: 35
K: 0.4
Pantone: 485C

C: 4.4 R: 226
M: 81 G: 77
Y: 64 B: 77
K: 0.4
Pantone: 711C

C: 26.3 R: 168
M: 54.7 G: 109
Y: 98.9 B: 23
K: 19.9
Pantone: 146C

C: 4 R: 207
M: 41 G: 143
Y: 93 B: 23
K: 18
Pantone: 1245C

C: 4.1 R: 240
M: 40.8 G: 164
Y: 92.8 B: 28
K: 0.1
Pantone: 143C

C: 0.4 R: 247
M: 38.4 G: 173
Y: 72.8 B: 84
K: 0
Pantone: 1365C

C: 60.4 R: 109
M: 31.6 G: 127
Y: 100 B: 40
K: 17.5
Pantone: 7491C

C: 49 R: 131
M: 0 G: 168
Y: 98 B: 33
K: 19
Pantone: 377C

C: 48.6 R: 153
M: 0 G: 195
Y: 97.6 B: 39
K: 0
Pantone: 376C

C: 4.4 R: 172
M: 81 G: 201
Y: 64 B: 73
K: 0.4
Pantone: 584C

C: 85.5 R: 153
M: 42.5 G: 25
Y: 28.5 B: 25
K: 12.2
Pantone: 7468C

C: 73 R: 30
M: 16 G: 142
Y: 0 B: 190
K: 20
Pantone: 7459C

C: 72.5 R: 38
M: 16.5 G: 165
Y: 0 B: 223
K: 0
Pantone: 2925C

C: 66.9 R: 65
M: 0 G: 187
Y: 21.3 B: 205
K: 0
Pantone: 631C

TYPOGRAPHY

TITLE FONT

BEBAS NEUE

ABCDEFGHIJKLMNOPQRSTUVWXYZ
XYZ1234567890{;(:!,@.#'\^\$
-/&=?>_<+)]"}

The font is available for download at,
<http://www.dafont.com/bebas-neue.font>

BODY FONT

Luxi Serif (Regular)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
XYZ abcdefghijklmnopqrstuvwxyz
1234567890 {;(:!,'^\$-/&=?>_<)]"}

Luxi Serif (Italic)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
XYZ abcdefghijklmnopqrstuvwxyz
1234567890 {;(:!,'^\$-/&=?>_<)]"}

Luxi Serif (Bold)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
XYZ abcdefghijklmnopqrstuvwxyz
1234567890 {;(:!,'^\$-/&=?>_<)]"}

Luxi Serif (Bold Italic)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
XYZ abcdefghijklmnopqrstuvwxyz
1234567890 {;(:!,'^\$-/&=?>_<)]"}

The font is available for download at,
<http://www.fontsquirrel.com/fonts/Luxi-Serif>

TITLE FONT (ALTERNATIVE)

IMPACT

ABCDEFGHIJKLMNOPQRSTUVWXYZ
XYZ1234567890{;(:!,@.#'\^\$-/
&=?>_<+)]"}

Impact is a system font that can be used as
an alternative title font, only if Bebas Neue
typeface is unavailable.

BODY FONT (ALTERNATIVE)

Georgia (Regular)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
XYZ abcdefghijklmnopqrstuvwxyz
1234567890 {;(:!,'^\$-/&=?>_<)]"}

Georgia (Regular)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
XYZ abcdefghijklmnopqrstuvwxyz
1234567890 {;(:!,'^\$-/&=?>_<)]"}

Georgia (Regular)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
XYZ abcdefghijklmnopqrstuvwxyz
1234567890 {;(:!,'^\$-/&=?>_<)]"}

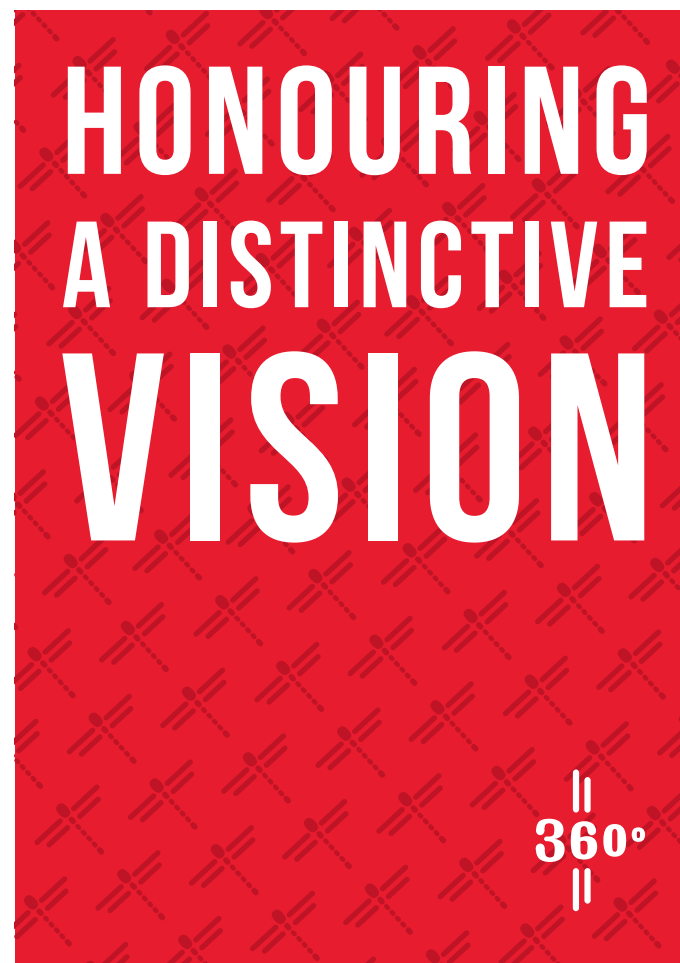
Georgia (Regular)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
XYZ abcdefghijklmnopqrstuvwxyz
1234567890 {;(:!,'^\$-/&=?>_<)]"}

Impact is a system font that can be used as
an alternative body font, only if Luxi Serif
typeface is unavailable.

MARKETING MATERIALS

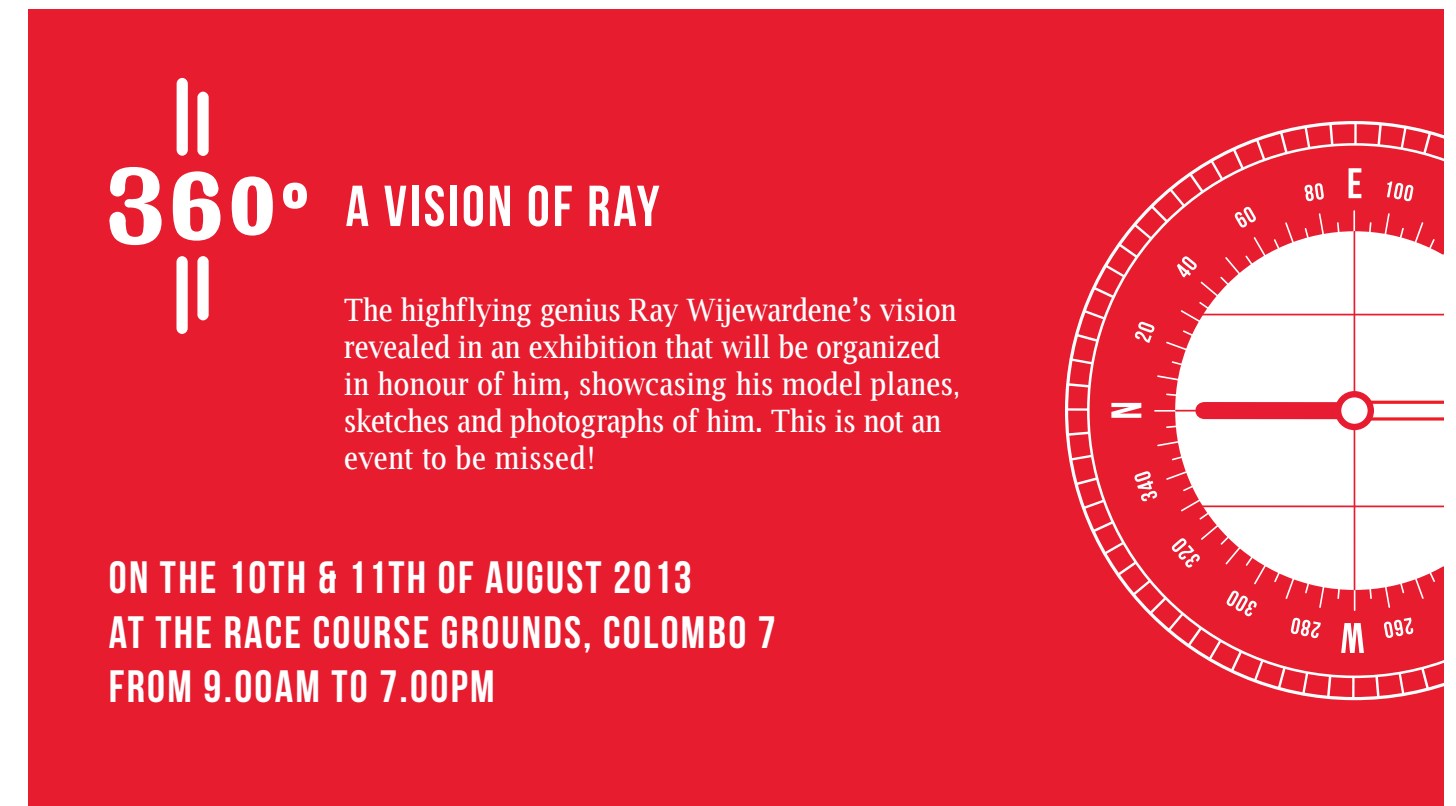
TEASER POSTER



The reason we designed a teaser poster was to promote the exhibition and create hype amongst the target citizens. The copy used in this poster, 'Honouring a Distinctive Vision' is to reflect what the exhibition is all about - Dr. Ray Wijewardene's vision. Our target citizen is meant to understand the meaning behind this tagline once the exhibition takes place.



POSTER / HOARDING / NEWSPAPER ADVERTISEMENT



The poster, hoarding and newspaper advertisements are to promote the exhibition informing our target citizen about the date, venue and time and to give them a glimpse of the exhibition even before they become a part of it. The same poster has been repeated in advertising materials mentioned above to maintain consistency and get the attention of our target citizen faster, based on memory and familiarity.

DIRECT MAILER

V.I.P. INVITATION

STEP 1



STEP 3



STEP 2



INVITATION FOR PUBLIC ROTATION



EXHIBITION VENUE

WAY FINDING



OFFICIAL PASSES

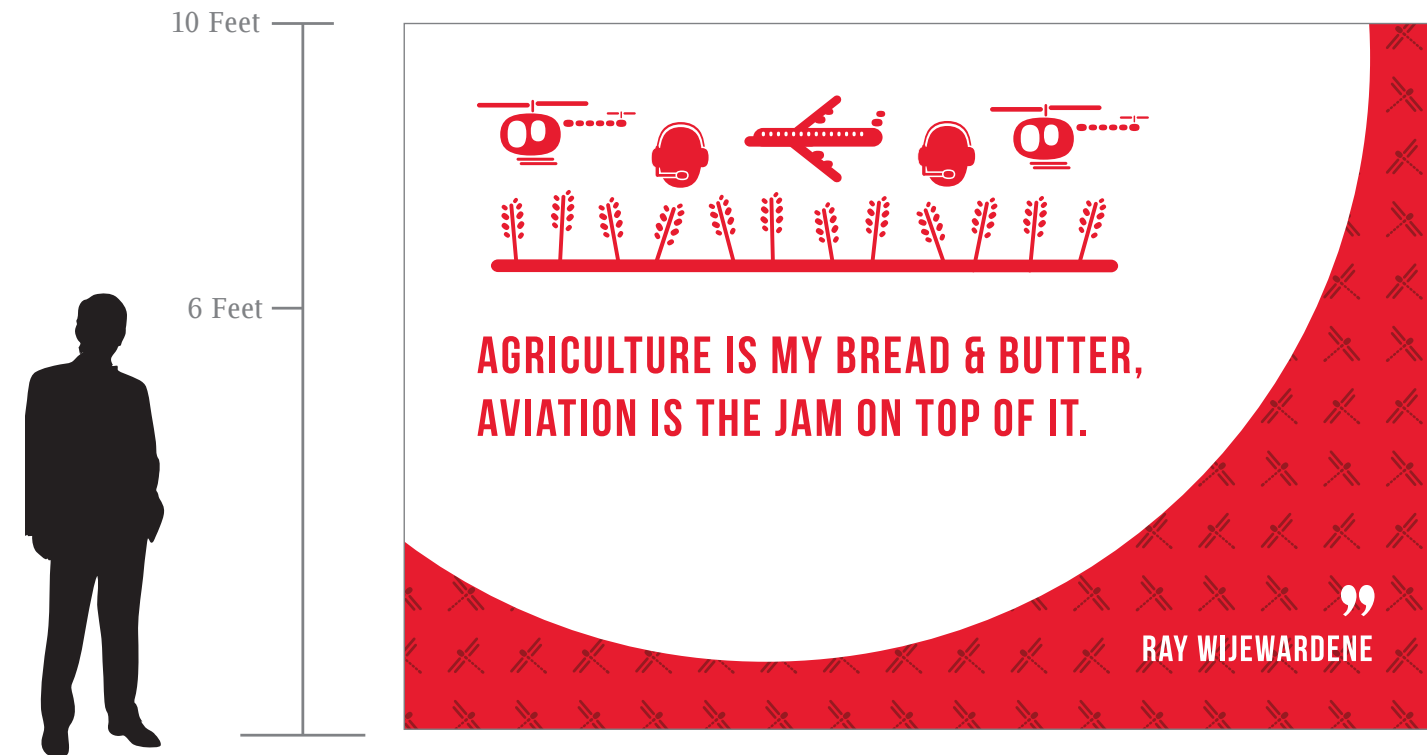


BROCHURE

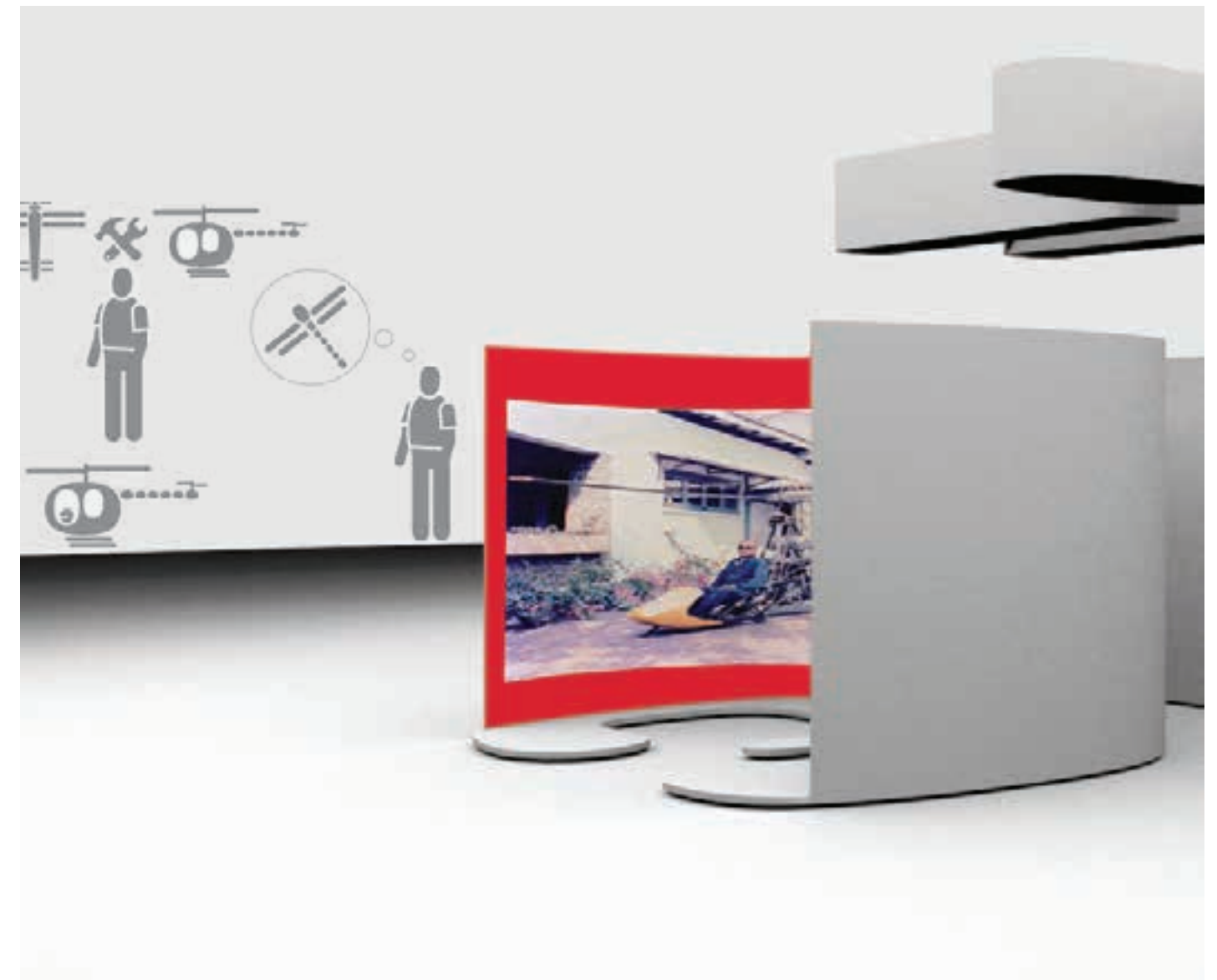
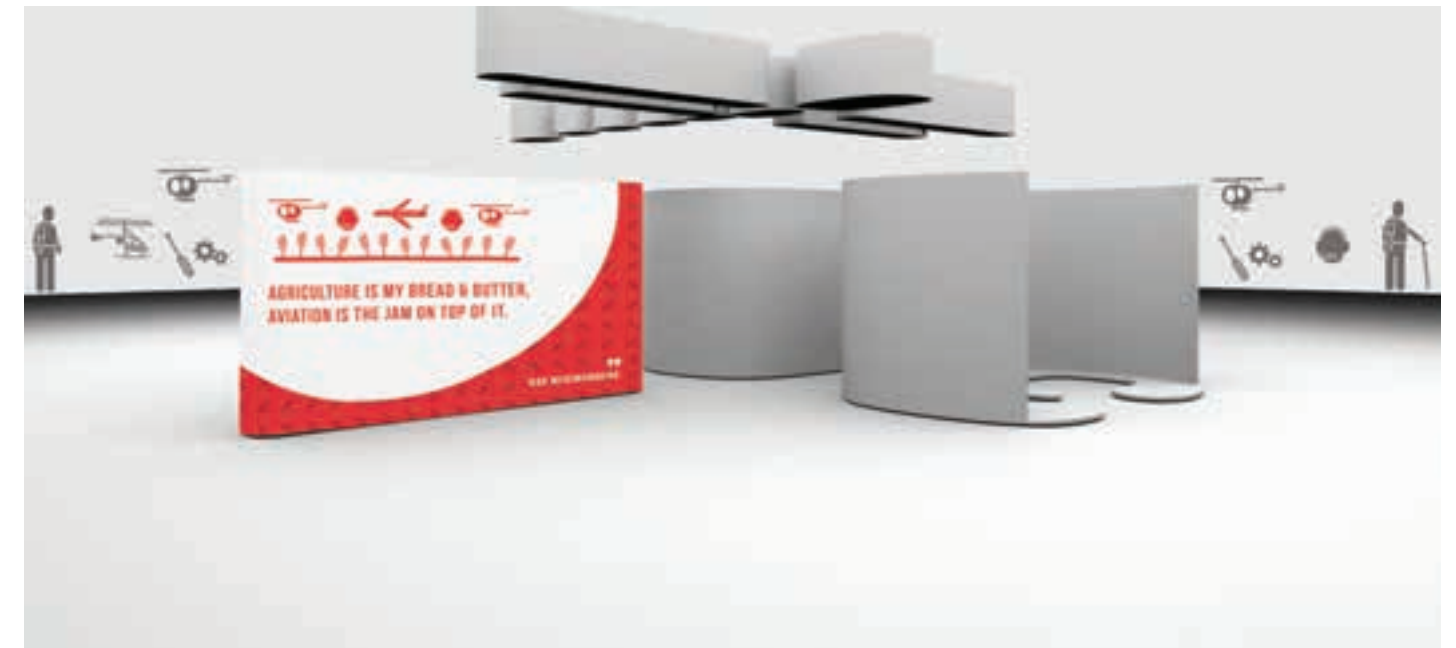


EXHIBITION INTERIOR

QUOTES



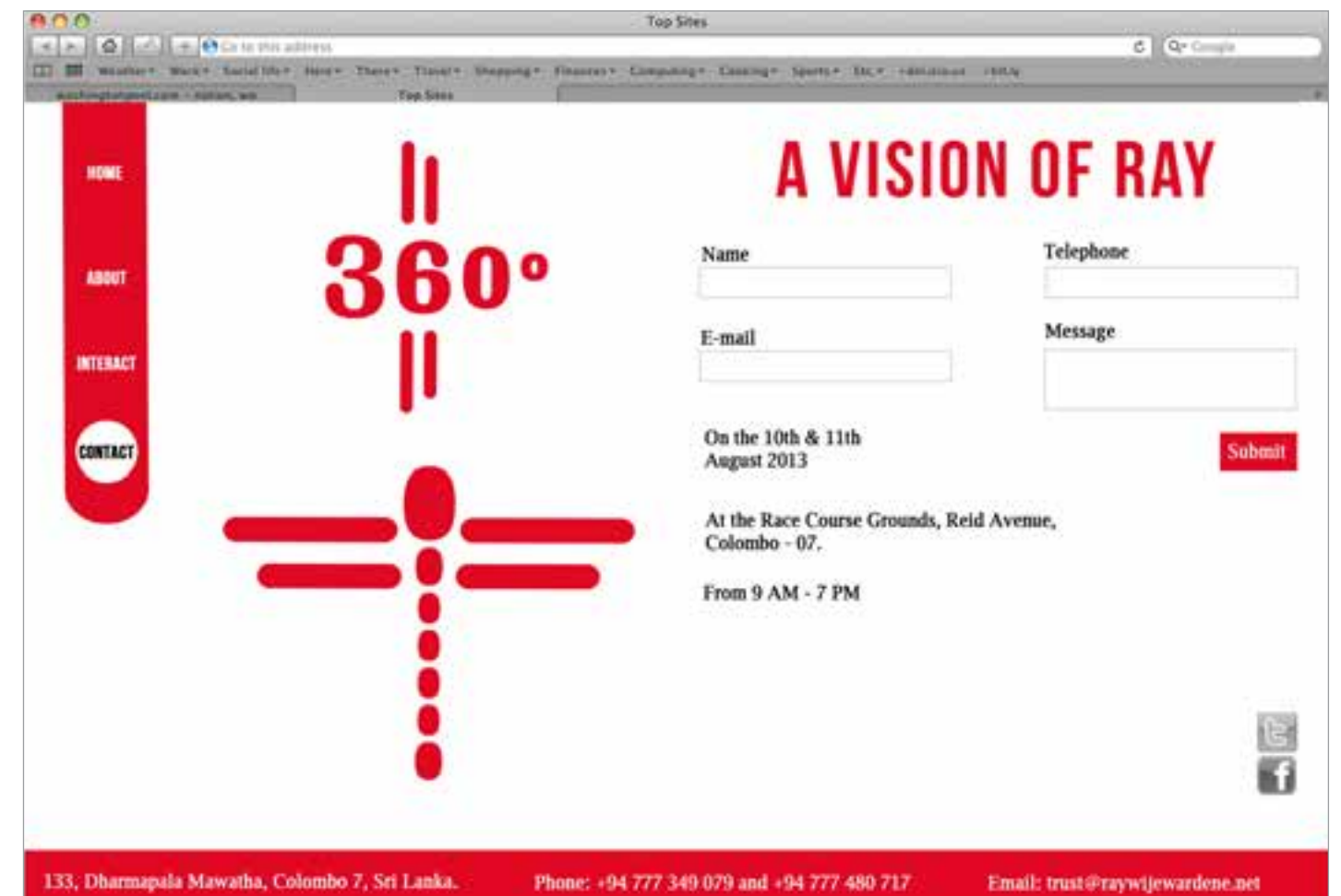
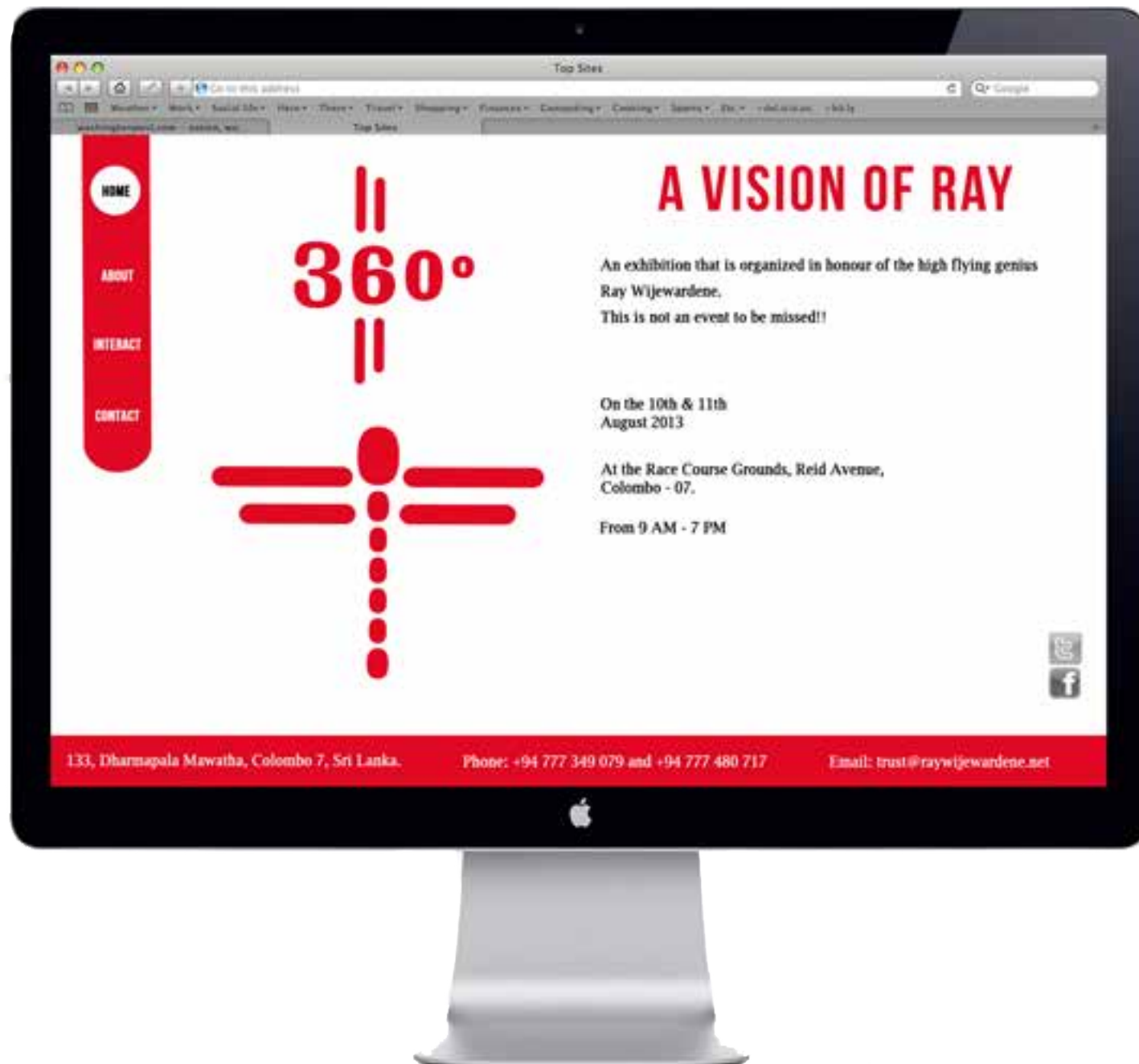
VISUALS AND SUPER GRAPHICS



For the exhibition interior, we wanted to have the same concept, feel and look of the rest of the marketing materials. When you step in, you see different graphics but the highlight of the super graphics is the life-story of Dr. Ray portrayed using the same graphics used for the entire branding project and other marketing materials.

WEBSITE

This website was designed to promote the exhibition - 360° organized in honour of Dr. Ray Wijewardene. Another reason for this website is to help the target citizen get to know more information about Ray and the exhibition. This website features interactive pages and also gives them the opportunity to contact the trust and also the exhibition organizers for more information. This website is also meant to talk about the brand and give the target citizen a sense of the exhibition and provoke them to be a part of it.



WEBSITE INTERACTIVE PAGES

1

The first interactive page is a game that the users can play. The concept of this game is based on our brand - aviation, where the player must fly the helicopter using the arrow keys, making sure to fly the helicopter to the end by trying not to hit the trees, which will keep growing. The outcome of this game is to give the target citizen a better understanding of aviation.

2

The second interact page is a quiz, which allows the player to test his or her knowledge on aviation. The outcome of this game is to increase the knowledge of the user at the end of the game.

