

RAY - A MAN WITH A VISION

EXHIBITION BRAND GUIDELINES

5. LOGO RATIONALE

Ray being an engineer, math and geometric shapes were a part of his everyday life. A lot of math and shapes were behind all those helicopters that he designed.

Inspired from this we decided to use geometric shapes to create the three letters that make up his name and use it as a logo.

We combined this concept of using geometric shapes with our main concept for this project, viewing Ray's life as a kaleidoscope.

We thought that the workings of a kaleidoscope speak a lot about how all the disciplines that he was involved with and the different aspects of his life came together.

Inspired from all the patterns created by kaleidoscope, we created a grid using triangles. This grid was used to create the letterings for the logo. Different colors were used to represent all the disciplines that he had and to show the mixing of it.

6. COLOR SELECTION



CMYK: 6 8 99 0
#F5DC0A
Pantone 108 C



CMYK: 0 73 93 0
#F1682B
Pantone 1595 C



CMYK: 71 16 1 0
#24A8DE
Pantone 298 C



CMYK: 85 40 33 5
#197B93
Pantone 7697 C



CMYK: 53 1 98 0
#86C243
Pantone 367 C



CMYK: 79 14 61 1
#20A081
Pantone 7724 C



CMYK: 100 92 8 0
#273D8E
Pantone 7687 C

7. TYPEFACE SELECTION

Headlines

Basic Commercial LT Roman Regular

Basic Commercial LT Roman Italic

Basic Commercial LT Light Regular

Basic Commercial LT Light Bold

Basic Commercial LT Light Bold Italic

Body copy

Glypha LT Regular

Glypha LT Italic

Glypha LT Bold

Glypha LT Bold Italic

Glypha LT Black Regular

Glypha LT Black Italic

Glypha LT Light Regular

Glypha LT Light Italic

Web Headlines

Arial Regular

Arial Italic

Arial Bold

Arial Bold Italic

Web Body copy

Times New Roman Regular

Times New Roman Italic

Times New Roman Bold

Times New Roman Bold Italic

Headlines

Try to limit the number of type cuts to two in any one sentence headline. Light and Roman type offer the strongest contrast. The Italic type maybe used as an alternative and can be used to emphasize a key statement.

Web Headlines

Use Arial as a headline type in web and when the primary headline type is not available. Use Arial Bold with Arial Regular if there is a need to create a contrast. The Italic type maybe used as an alternative and can be used to emphasize a key statement.

Captions and Quotes

For captions and quotes Glypha LT Bold and Glypha LT Black should be used. Glypha LT Light maybe used depending on the visual aesthetic that is required. For web Times New Roman Regular and Times New Roman Italic can be used.

Body copy

The primary type Glypha LT or Glypha LT Light, in black color or white color can be used depending on the background. In some instances Glypha LT Bold or Glypha LT Black maybe used when added emphasis is required.

Web Body copy

Use Times New Roman in web and when the primary body type is not available. In some instances Time New Roman Bold may be used when added emphasis is required. Times New Roman Italic and Times New Roman Bold Italic can be used when needed to create a contrast.