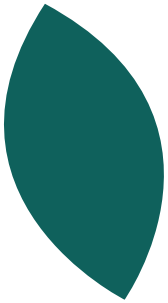
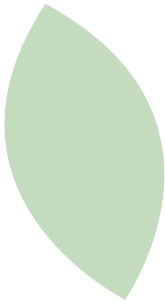




COLOR PALETTE



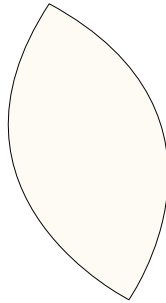
#00625D



#B2D1BB



#79CDCF



#FFFBF2

The color palette I created on Adobe Color started with a base color, the lighter green. As I was experimenting with gradients, my two other colors were created, the darker green and blue. The tan was chosen to not overstimulate my clients. As my business welcomes clients of all ages needing developmental services, I decided to use muted and calm tones to avoid overstimulating those triggered by bright colors. The greens and tan represent nature and growth, and the blue represents a clean and relaxed environment.



My texture is a very zoomed-in leaf that shows all of its veins. I chose to use this because, just like humans, it shows the veins that run through to nurture the plant. Without these veins, the plant would not gain the nutrients to grow successfully. I would consider evolve a source of nutrients for development, so this texture represented my company well.

My pattern was created when I could not find a good mix between organic shapes and the typical outline of a leaf. I could not find any pattern that cohesively matched my color scheme, so I created my own. My pattern resembles the shape of a leaf but has layers.



My organization is “evolve,” a developmental center for special needs individuals of all ages. My organization’s cause is to provide mental, physical, and speech therapy all under one roof. The company will aim to evolve our client’s daily capabilities and impact positive change in their lives and their families’ lives. The story that evolve thrives off of is due to the personal impacts of having a special needs family member. The company was created to reduce the stress of families and to make it easier to access the help that many families struggle to be approved for through typical developmental therapy systems. Evolve will allow wellness trips to be at one central location and will have many available resources to cater to our client’s busy schedules. My charge within the company would be as the business owner and manager. I will oversee and ensure evolve is operating at its highest standards by observing my employees and being present in the establishment daily.

SUBHEADS & LOGO

Regards

Aa

I chose regards as my typeface in my logo and to use as subheads within my documents. I chose this font because it has a wide variety of glyphs that give the feeling of movement. I think the soft edges and curves within the typeface have a natural feeling that matches the color and images of my brand.

BODY TEXT

Minion Variable Concept

Aa

I chose this serif typeface to complement my more busy typeface and provide a contrasting, more readable type. I felt the font provided a more professional mood that would complement my company’s informational documents well.

SYMBOLS

These ornaments and illustrations are used to add to my designs and further communicate my brand. My traditional leaf shape is an ornament that can be used to accent the leaves found in my logo. The floral “e” incorporates the second version of my logo while adding additional design elements. The layered leaf is used with my pattern but can stand alone as ornaments.



EVOLUTION OF THE LOGO:



This is an example of one of the many thumbnail sketches I made in the brainstorming process for evolve. This sketch correlates most with designs that I have made throughout my process. It uses the “e” that I continued to showcase throughout my brand and leaves. This original sketch looks bland; however, it gave me inspiration for what my logos were to come.

This was the first digital design of my logo for the “evolve” developmental center. I created an uneven circle surrounding my lowercase “e.” I added a gradient of leaves on top of the circle that increased in size to symbolize growth and change. I liked the idea and symbolism of the design; however, the visual weight and hierarchy of the shapes made it feel heavy on one side.



This was my final version of my logo and a variant I created to be used in other cases. This version of the logo uses the entire name of the business. I stuck to using a sage green to communicate a natural and calm vibe to attract the clients that evolve is created for. The font I used to create this logo has many glyphs which create movement within the logo and the growth aspect is communicated through the leaves.

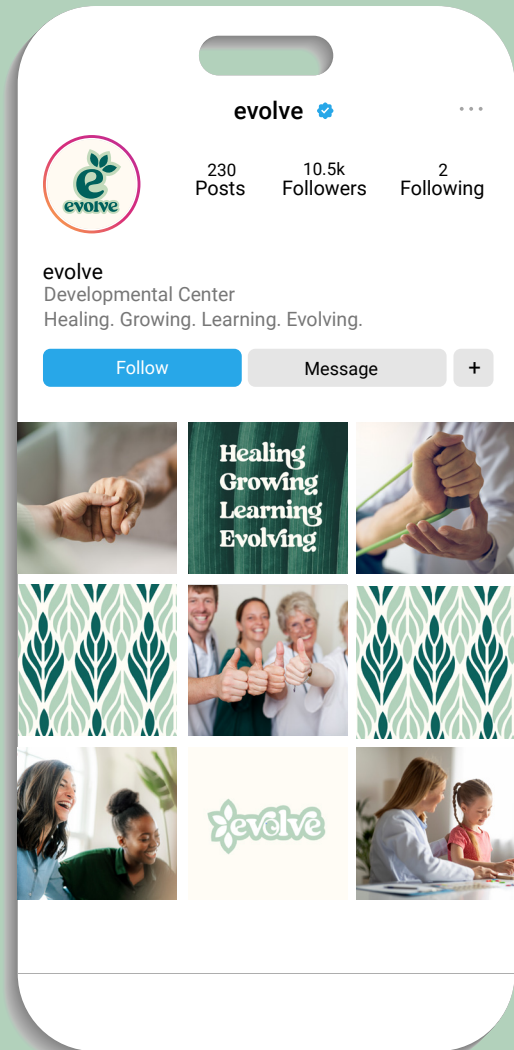
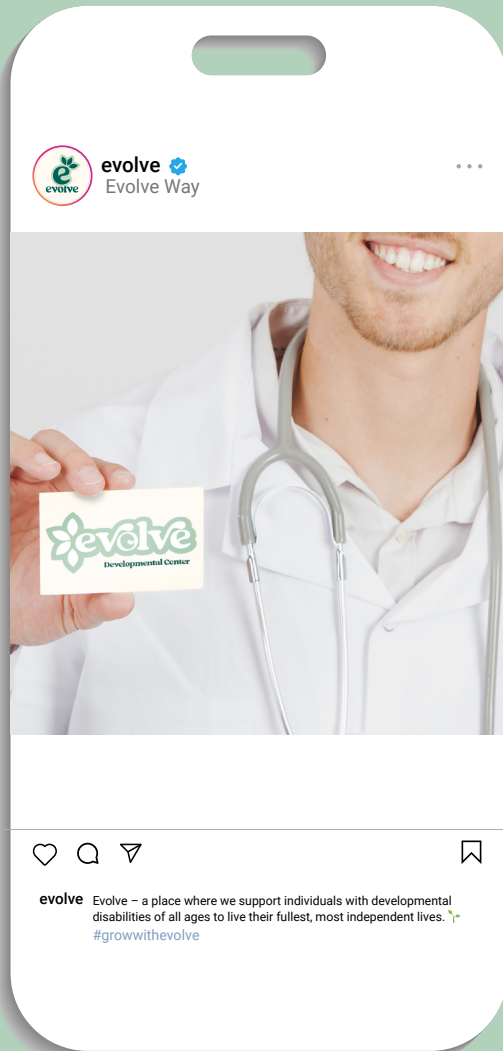
STATIONARY & BROCHURE:



POSTER:



SOCIAL MEDIA:





DESCRIPTION OF DESIGN:

STATIONARY:

My stationary design is very reflective of my brand. I decided to include many aspects used across my brand kit for this piece, as it could be one of my clients' first interactions with the brand. I ensured my logo was placed on all the documents to be easily identified.

BROCHURE:

The brochure design decision was to be informative. My brochure presents all of the necessary information for evolve while still being very appealing, using ornaments, my color palette, pattern, and texture.

SOCIAL MEDIA:

My social media design decision was to have content that directly correlates with pieces of my brand and feature photos that represent the services that exist within evolve. I wanted to represent growth and healing among all ages.

POSTER:

My design decisions on my poster piece for the assignment have been very indecisive. I have now completely revised and centered my poster around the National Month of developmental disabilities. I chose to take a minimalistic approach, as less is more. I kept with the cohesiveness of my other pieces by creating organic plant shapes and then accompanied those with my texture, acting as a shadow. I made the national month large to be the poster's focal point. My new design works better in a sophisticated and natural way.