



COMPANY BRAND BOOK

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COMPANY HISTORY

Ever since the early 1900's, San Francisco has been a hub for design, whether it be fashion, architecture, furniture, art and so much more. In 2006, AIGA San Francisco, in order to reach the diverse design community that resides in the city, organized San Francisco Design Week.

This week is dedicated to highlighting the 38,000 Bay Area professionals as well as local non-profits, small businesses, entrepreneurs, and students.

San Francisco Design Week is essentially a city-wide festival that showcases the unique hub of ideas, design, business & entrepreneurship that lives in the Bay Area. The idealist of the branded week, Maya Pratt, an executive at AIGA San Francisco, wanted a chance to reach out to the people of the city that did not necessarily have the prestige and title that most businesses have. Maya wanted to showcase historically free-spirited people who own these companies. Bay Area start-up companies and artists and considered pioneers of the new world of design and are now titled some of the most influential companies by producing different products, experiences, and services that change the everyday life of billions of people.

Maya wanted a week that acted as a festival, but not through booths and food trucks, but through studio tours and events that showcase exhibitions in the people's comfort zone of their business and studios, to intentionally show their true self.

This week, as Maya intended it, has become a way for young entrepreneurs to have a hope for a large and successful future in the design business world out of their small corner in San Francisco.

ONLINE STATEMENT

San Francisco Design Week is the only festival that focuses on small businesses and designers in order to promote community among its attenders by incorporating all areas of design like graphics, fashion, furniture, architecture, and more.

PERSONA #1



Name: Anna Pierce
Weight: 130 lbs.
Height: 5 ft 6 inch

Anna Pierce is a 30-year-old woman residing in San Francisco. She is a young and climbing business professional who works for a graphic design company. Ever since she was a little girl, she enjoyed designing which inspired her to become a design minor to accompany her business major.

She lives alone in a two-bedroom apartment located in a high-rise building in the bay area of San Francisco, only a 10 minute walk to her work. An advocate for the environment, she also owns a Prius that has an eco-boost.

She is constantly on Twitter and Pinterest which allows her to keep up with the latest design trends. Alongside scrolling through her favorite social medias, Anna likes to binge-watch Netflix shows. Every once in a while, she feels guilty for not exercising more, so she goes to the gym where she has a membership, though she only uses it approximately twice a month.

Being as healthy conscious as she is, she tries to eat healthy and cook homemade meals, but often resorts back to eating at her favorite fast food restaurants with her boyfriend of 10 months.

PERSONA #1



Name: Byran Allstead
Weight: 160 lbs.
Height: 5 ft 11 inch

Byran Allstead is 35-year-old male residing in the downtown area of San Francisco. He is a junior executive at the local branch of Adobe Software. While he has an interest in design, his main focus is on the business-side of things at his company.

Byran lives in a three-bedroom house in downtown San Francisco, where he often brings his work home with him, using one of his spare bedroom as his home office. He lives with his fiance, Becca, who also has a corporate job.

When he does get away from home, him and Becca like to go to nearby parks and hike. He also takes up a usual seat at the downtown coffee shop every morning before doing anything.

Byran loves to cook from home, subscribing to a meal box that sends him fresh ingredients to cook with. His presence on social media isn't the best, but he does scroll through Facebook and Twitter from time to time.

COLOR PALETTE

The color palette seen here is based off of the light blue color, Blizzard Blue, seen in the middle of the colors to the right. These colors are based off of a compound color scheme.

In reference to color psychology, blues emit a feeling of **intelligence**, **trust**, and **communication**, while the orange emits feelings of **friendliness**, **energy**, and **creativity**.



Ship Cove
CMYK: 42, 31, 0, 27
RGB: 107, 127, 185, 73
HEX: #6B7FB9



Bay of Many
CMYK: 74, 53, 0, 47
RGB: 35, 63, 134, 53
HEX: #233F86



Blizzard Blue
CMYK: 33, 7, 0, 7
RGB: 158, 219, 236, 93
HEX: #9EDBEC



Contessa
CMYK: 0, 34, 43, 27
RGB: 186, 122, 106, 73
HEX: #BA7A6A



Apricot
CMYK: 0, 38, 58, 6
RGB: 239, 148, 101, 94
HEX: #EF9465

san francisco
DESIGN WEEK
june 16-25, 2020

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FONT CHOICES

THE BOLD FONT

ABCDEFGHIJKLMNOPQRSTUVWXYZ

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890!@#\$%^&*()

Century Gothic

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!@#\$%^&*()

Century Gothic

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!@#\$%^&*()

These fonts contrast, yet compliment each other which is the main goal of mixing fonts: to compliment.

The Bold Font was chosen for headers of paragraphs and for titles.

Century Gothic Bold would be used for larger information, or for smaller headers.

Century Gothic Regular would be used for paragraphs and fine print.

LOGO SKETCHES



FINAL LOGOS

LOGO 1

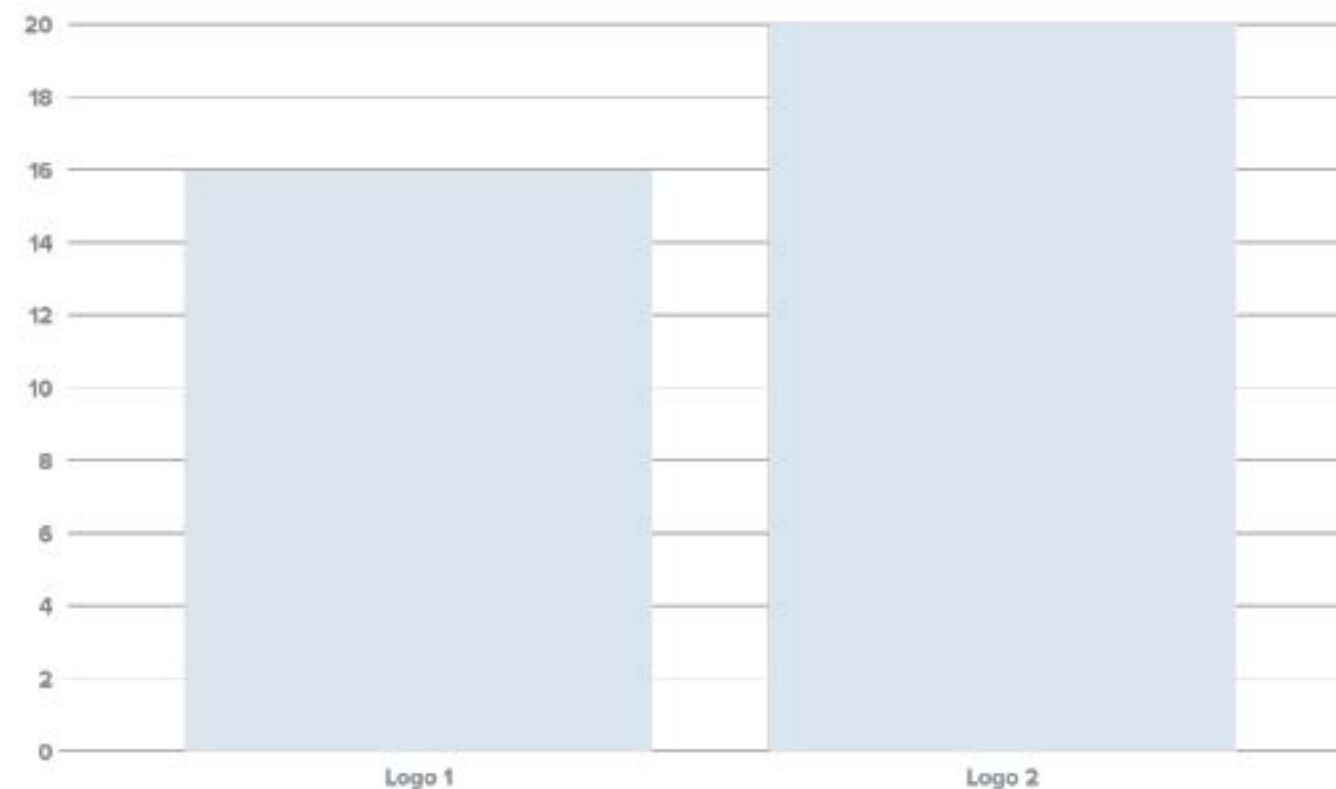
san francisco
DESIGN WEEK
twenty-twenty

LOGO 2

san francisco
DESIGN WEEK
june 16-25, 2020

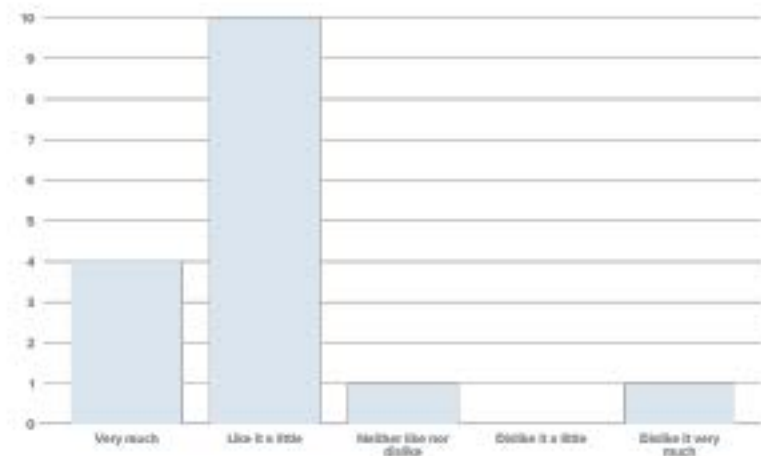
SURVEY RESULTS

Logo 1 or Logo 2?

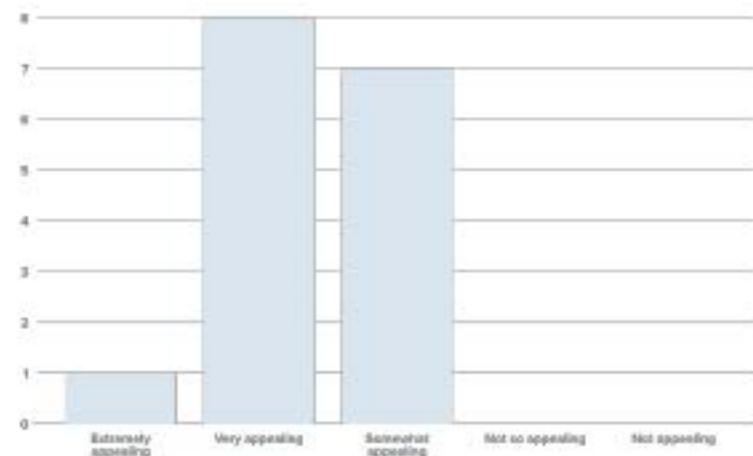


SURVEY RESULTS: LOGO 1

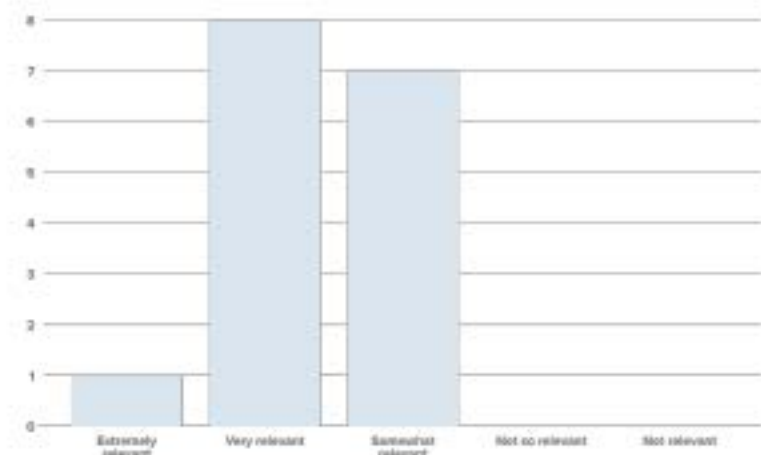
How much do you like the logo?



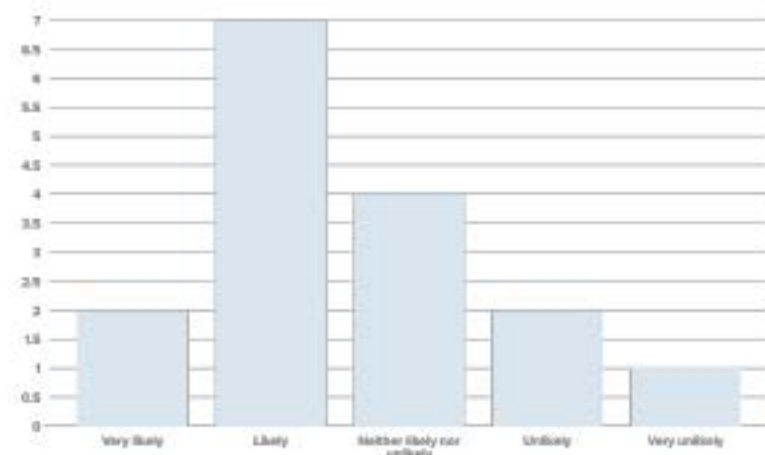
How visually appealing is the logo?



How relevant is the logo to the company?

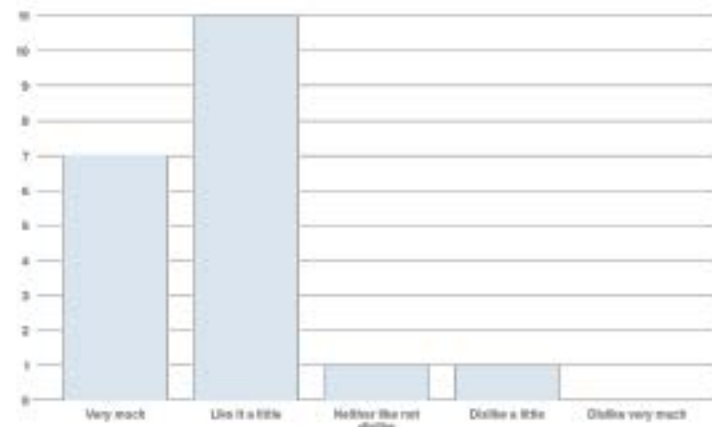


How likely are you to wear this logo on a t-shirt?

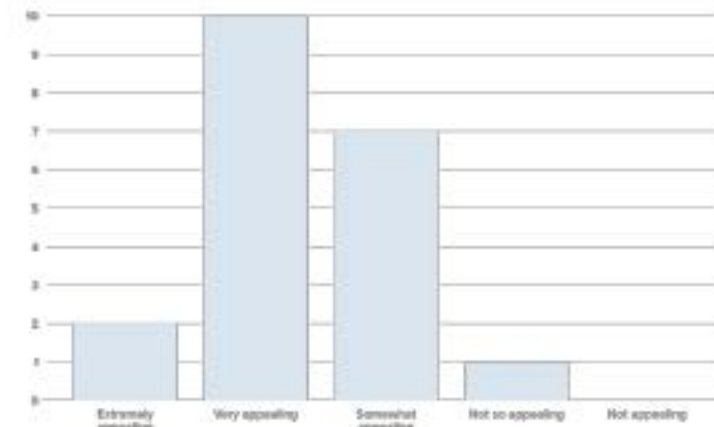


SURVEY RESULTS: LOGO 2

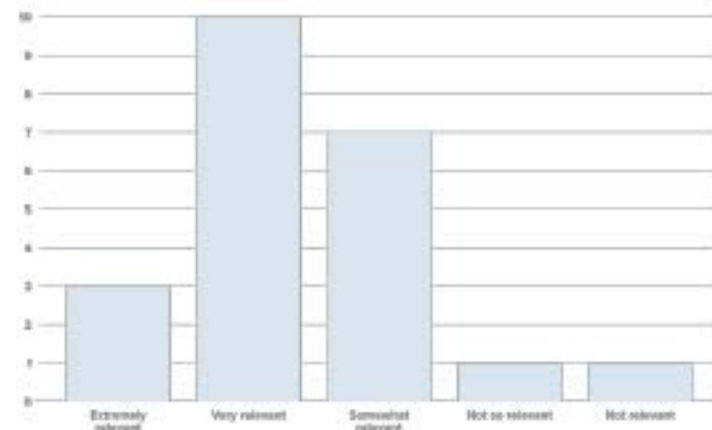
How much do you like the logo?



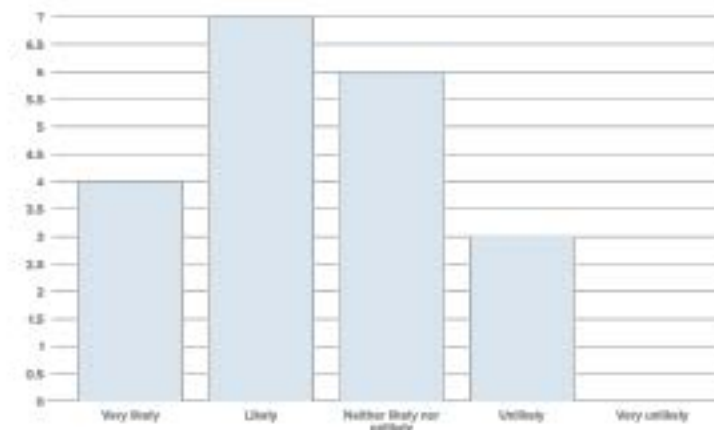
How visually appealing is the logo?



How relevant is the logo to the company?



How likely are you to wear this logo on a t-shirt?



OTHER DIGITIZATIONS

