



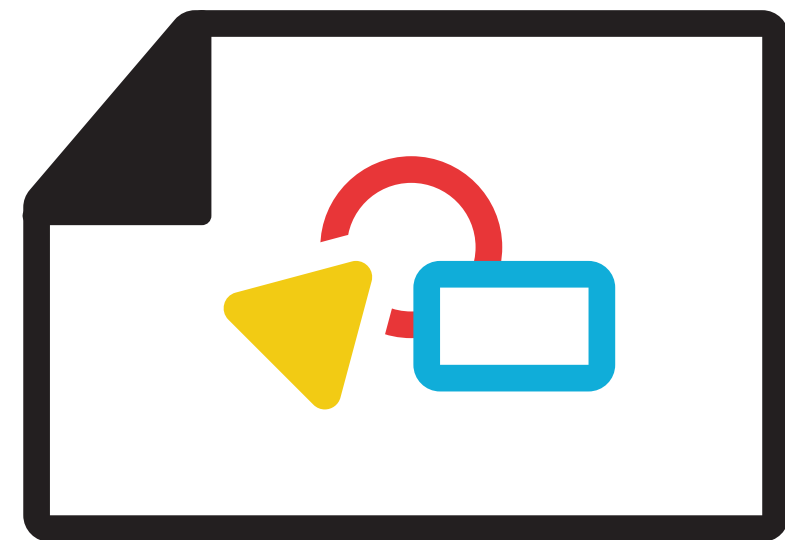
# NEXT STAGE GALLERY

**FINAL PRESENTATION**

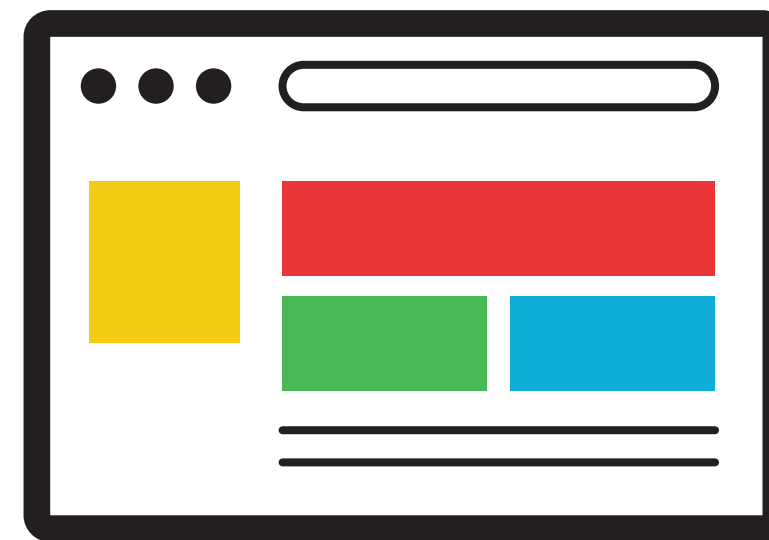


# OBJECTIVE

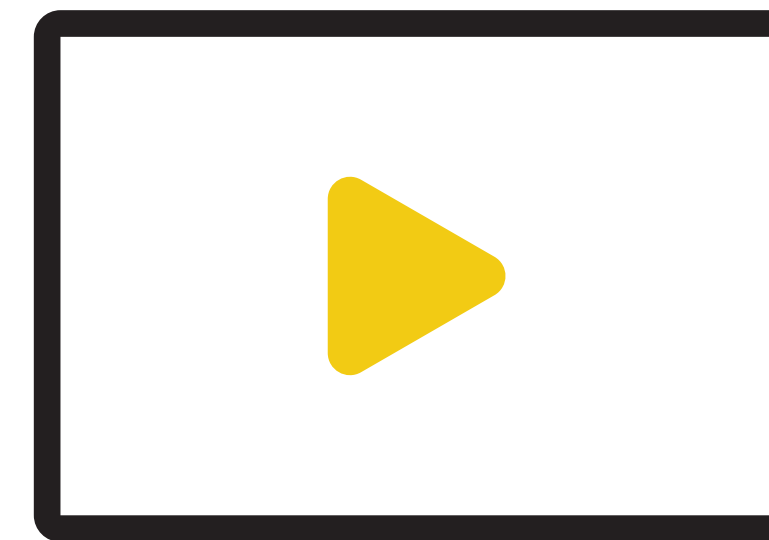
The objective of this project is to rebrand the Next Stage Gallery, which includes the redesigning of the logo and website, as well as creating a video promo. Through research, we should be able to offer the Next Stage Gallery a guided direction to their target audience, tone/image, and the message they want to convey to their audience. The deliverables of this project would be a Style Guide, Video Promo, and Website Redesign after the client decides on the final look of the style guide offered by the team.



STYLE GUIDE



WEBSITE



PROMOTIONAL  
VIDEO

ORIGINAL LOGO



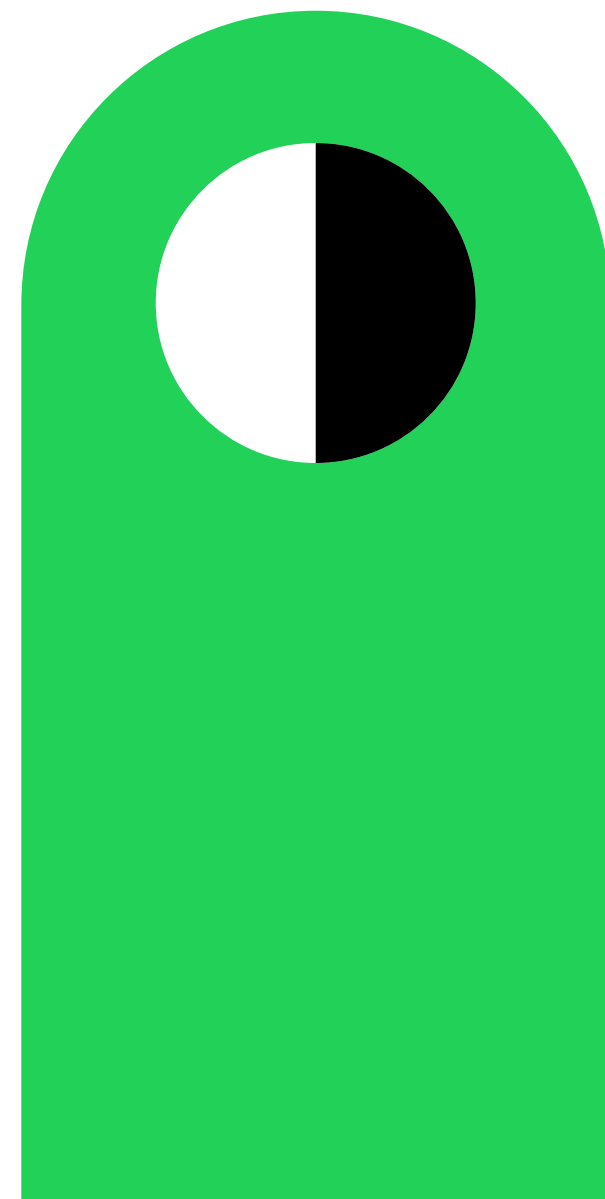
# COLOR PALETTE



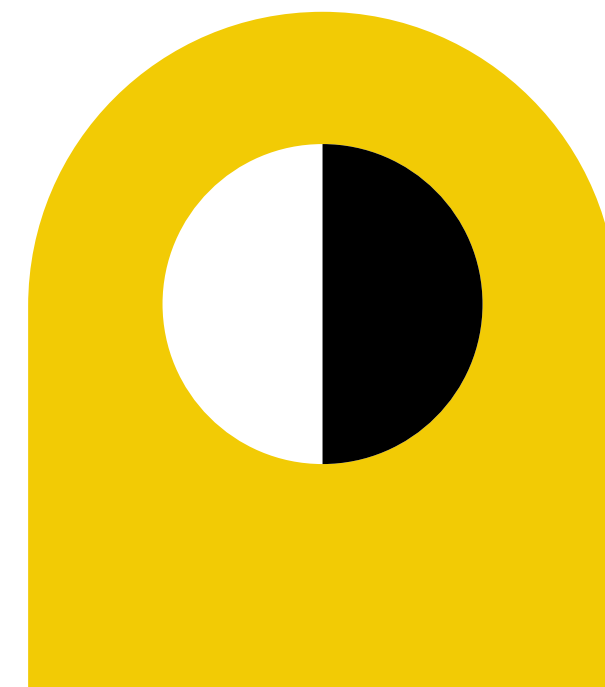
HEX: #E83A3A  
R:232 G:58 B:58  
C:3 M:92 Y:83 K:0



HEX: #00ADD9  
R:43 G:173 B:217  
C:73 M:11 Y:7 K:0



HEX: #22D157  
R:34 G:209 B:87  
C:70 M:0 Y:91 K:0



HEX: #F2CB05  
R:242 G:203 B:5  
C:6 M:17 Y:100 K:0

# TYPOGRAPHY

TISA SANS PRO  
THIN

# HEADER

RIFT BOLD

## SUB HEADER

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Odio facilisis mauris sit amet massa vitae. Viverra accumsan in nisl nisi scelerisque eu. Accumsan in nisl nisi scelerisque eu ultrices vitae auctor. Aliquet porttitor lacus luctus accumsan tortor posuere ac ut. Euismod nisi porta lorem mollis aliquam ut porttitor leo a. Fermentum leo vel orci porta non pulvinar neque laoreet. Mattis molestie a iaculis at erat.

Proxima Nova  
Regular

Mauris nunc congue nisi vitae suscipit tellus mauris a diam. Potenti nullam ac tortor vitae purus. Est sit amet facilisis magna etiam tempor. Montes nascetur ridiculus mus mauris vitae ultricies. Sollicitudin aliquam ultrices sagittis orci a. Vulputate ut pharetra sit amet. Feugiat vivamus at augue eget arcu dictum varius duis at. Arcu cursus vitae congue mauris.



# CHOSEN LOGO



This logo used a logotype and combines it with a clean, modern typeface that conveys professionalism and playfulness. This logo also uses an eye-catching color palette that should be memorable to visitors of the Next Stage Gallery.

# BLACK AND WHITE LOGOS

BLACK W/  
OPACITY



GREY SCALE



BLACK W/ NO  
OPACITY



WHITE W/ NO  
OPACITY



WHITE W/ OPACITY



# LOGO SPACING

44 px



Our logo should have space to breathe, this illustration shows where to place anything outside of the logo.



# WEBSITE



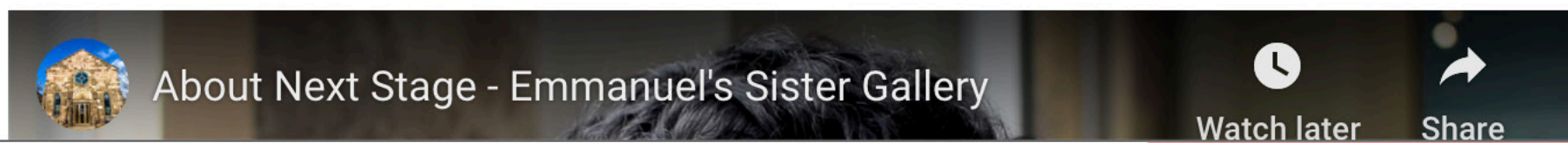
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## FROM THE PAGES OF PETER PAN

Check out our current exhibition! Open to the public from January 31st through April 1st, 2020.

[LEARN MORE](#)


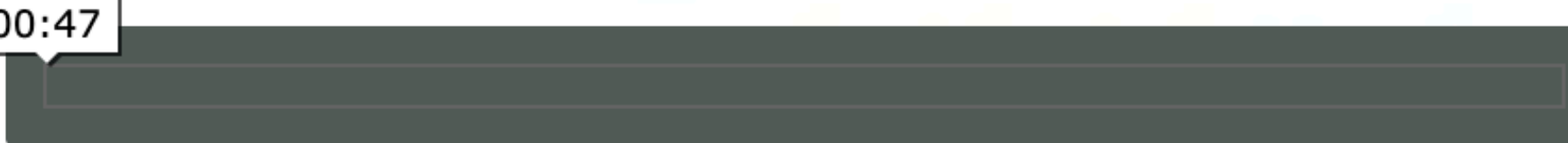





# PROMO VIDEO

 **Next Stage Gallery Promo**  
from [Aaron Nay](#)



**NEXT**  
STAGE GALLERY

 00:47     **vimeo**

<https://vimeo.com/414976405>