# STILL WE RISE

## LOGO/IDENTITY SYSTEM

# THE TASK

Create a logo, identity system,
and website for “Still We Rise.”

## ADJECTIVES/ DESCRIPTORS

- Fluid
- Uplifting
- Greenery/earth
- Garden
- Still
- Honor experience
- Rising + earth
- youthful/modern
- Table
- Beauty
- Rustic farmhouse
- Sophisticated
- Magical
- Vegetables
- Growth
- Earthy
- Nature
- Flowers
- Feminine

## STAY AWAY FROM:

- Masculine
- Concrete
- Explicit messaging
- Condescending
- Tacky

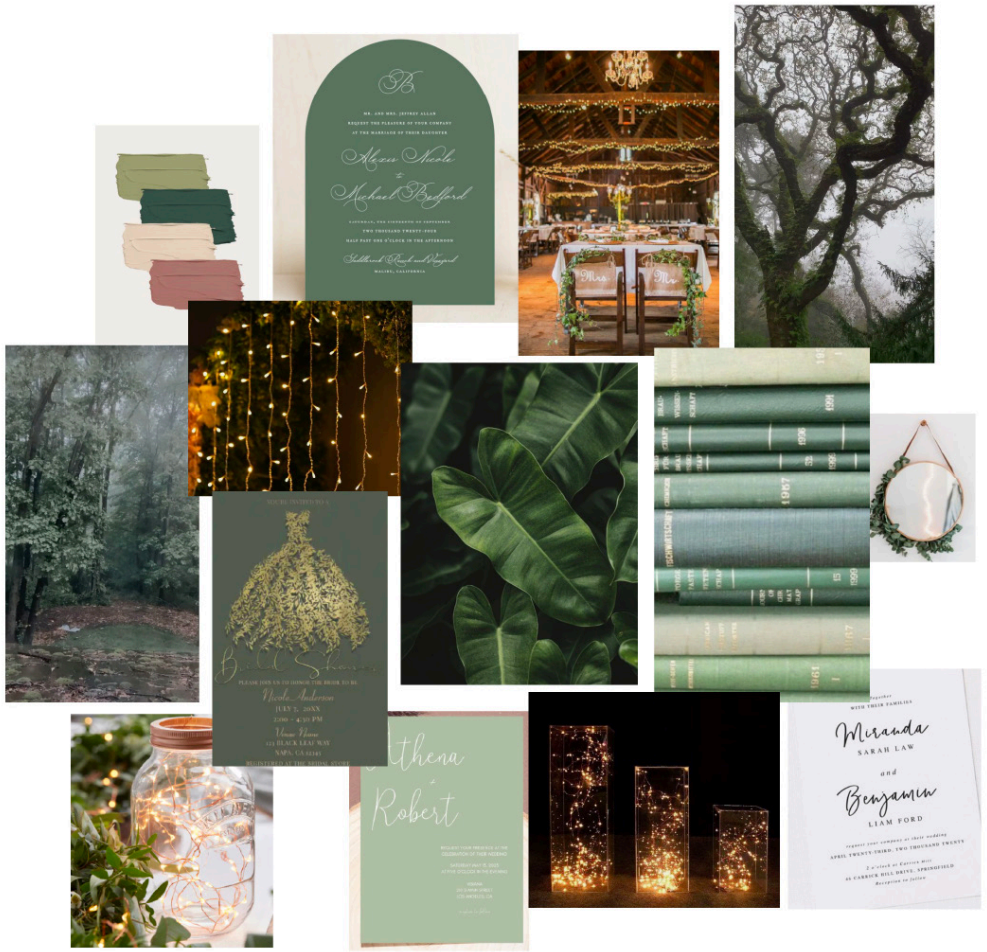
## TARGET VIEWER:

- Church community
- Woman 18-45

- Earthy
- Subtle femininity
- Clean, sturdier type

# MOODBOARD 1:

## MOTHER EARTH




- Magical/mystical
- FLowy, elegant type
- Plants on plants threw up more plants

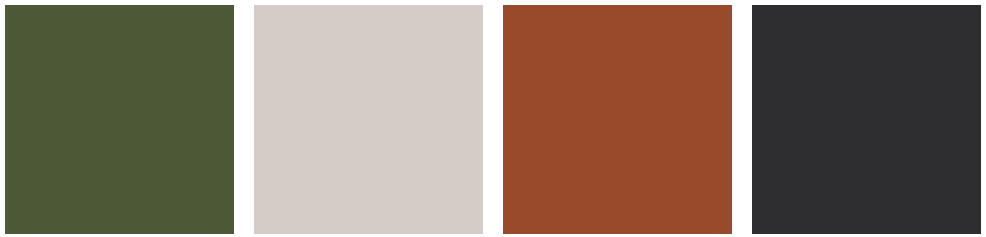
# MOODBOARD 2:

## FAIRY-LIKE GREENERY EXPLOSION

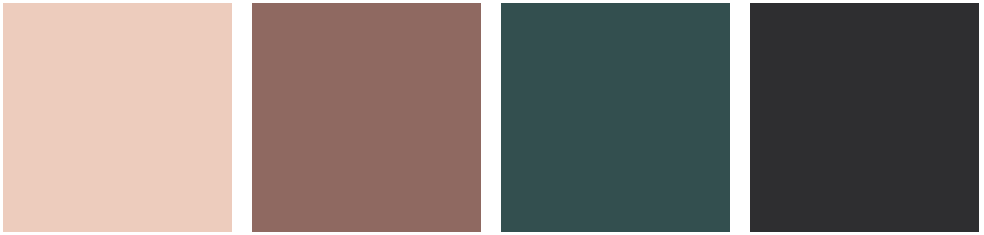
- Womanly
- Delicate, graceful lines
- Traditionally feminine plants

# MOODBOARD 3:

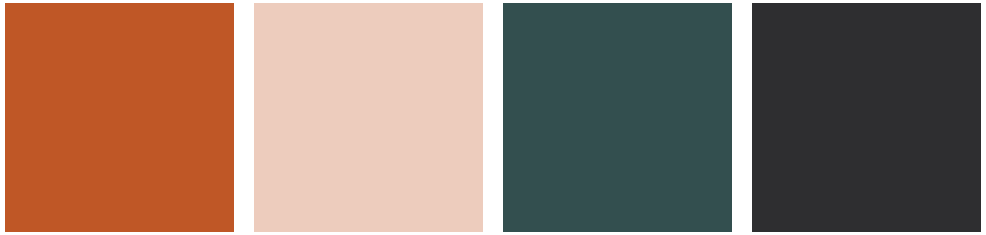
## THE GENTLE GODESS



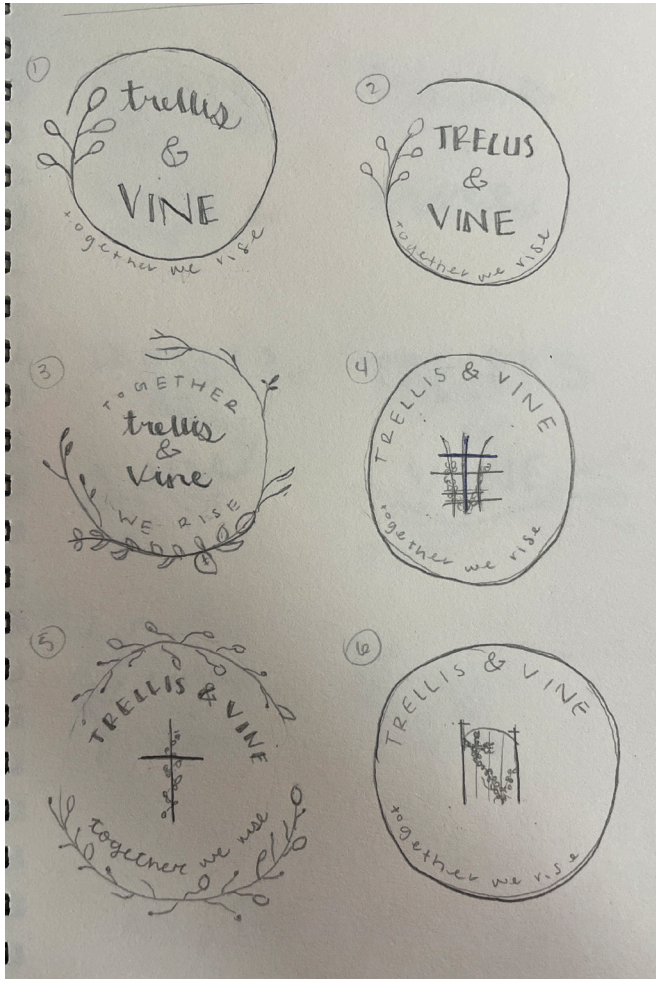
PALETTE 1

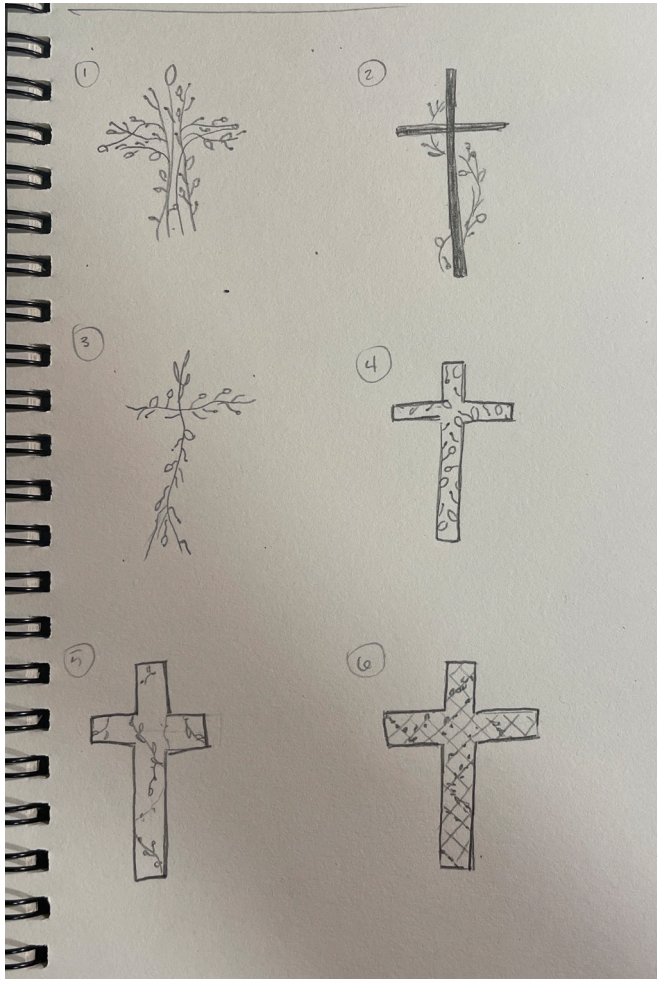


PALETTE 2



PALETTE 3


1
trellis & VINE
together we rise
2
TRELLIS & VINE
together we rise
3
together
trellis & vine
WE RISE
4
TRELLIS & VINE
together we rise
5
TRELLIS & VINE
together we rise
6
TRELLIS & VINE
together we rise


1
2
3
4
5
6

1
TRELLIS & VINE
2
3
TRELLIS & VINE
4
TRELLIS & VINE
trellis & vine
6
TRELLIS & VINE

## SKETCHES

1.

2.

3.

4.

5.

6.

## COMPUTER COMPS

DIRECTION 1

TRELLIS
&
VINE
Still We Rise

2.

TRELLIS
&
VINE
Still We Rise

3.

TRELLIS
&
VINE
Still We Rise

PALETTE 1

1.

2.

3.

# PALETTE 2

1.

2.

3.

## PALETTE 3

DIRECTION 2

TRELLIS
&
VINE
Still We Rise

2.

TRELLIS
&
VINE
Still We Rise

3.

TRELLIS
&
VINE
Still We Rise

PALETTE 1

1.

2.

3.

## PALETTE 2

1.

2.

PALETTE 3

FINAL LOGO

COLOR PALETTE

#f1eee8 #302e29 #4a5a31 #a44620

TYPOGRAPHY

bondoni-urw 48pt

# HEADING 1

itc-bondoni 36pt

## heading 2

futura pt book 24pt

small text

realistic 27pt

*Big Handwrite Text*

itc-bondoni 175 18pt

SECTION NAME

futura pt light 18pt

Lorem ipsum dolor sit amet, consectetur Pellentesque mollis justo id augue blandit, elementum. Etiam posuere ullamcorper erat ac rhoncus vulputate, metus nunc.

# VISUAL IDENTITY

THANK YOU