

wander

Branding Book

Table of Contents

- N WANDER
- N OUR BRANDING
- N BRAND CONCEPTUALIZATION
- N BRAND TYPE
- N BUSINESS CARD
- N LETTERHEAD
- N PRESENTATION SLIDES
- N PRESENTATION SLIDES
- N BRAND PERCEPTION SHEET
- N BRAND APPLICATIONS
- N REFLECTION
- N SOURCES

wander

Connecting people to the world
around them, naturally.

As a company, we prioritize getting people outside to destress, explore, socialize, and exercise. It's far too easy to get caught in the grind of everyday life, and forget the

beautiful wonders that surround us, no matter where we live. Our app allows users to intuitively discover hiking trails, parks, and other points of interest in nature.

Our Branding



CYMK 0, 0, 0, 100
RGB 0, 0, 0
HEX #000000

Black is used as the primary colour in the branding for visual clarity. It's important to be able to see the primary branding colour whether you're seated indoors, or out on the trail.

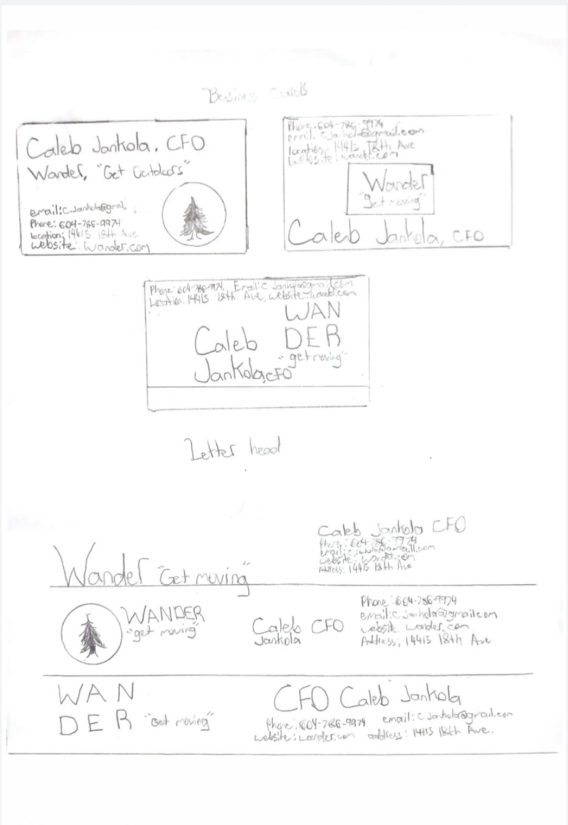
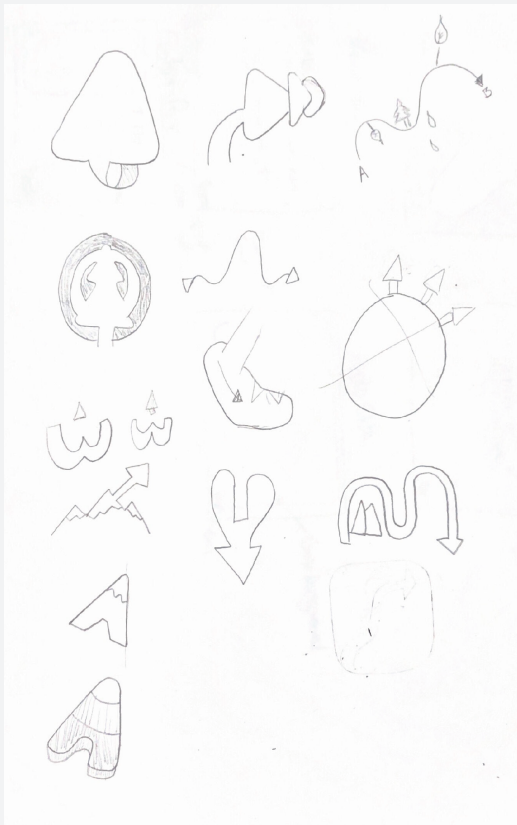


CYMK 0, 0, 0, 5
RGB 242, 242, 242
HEX #F2F2F2

In backgrounds and various page elements on print, this light grey is used as to not contrast the background too much.



Brand Conceptualization



Brand Type

RIGHTEOUS
REGULAR

A B C D E F J H I J K L M
N O P Q R S T U V W X Y Z

Righteous was the best choice for our logo because it exemplifies what our company stands for, visual clarity and ease of use.

AVENIR NEXT
DEMI-BOLD

A B C D E F J H I J K L M
N O P Q R S T U V W X Y Z

This font is primarily used in titles and large text in our branding because it retains the visual clarity and simplicity afforded by Righteous without quite the level of styling.

MYRIAD VARIABLE CONCEPT
REGULAR

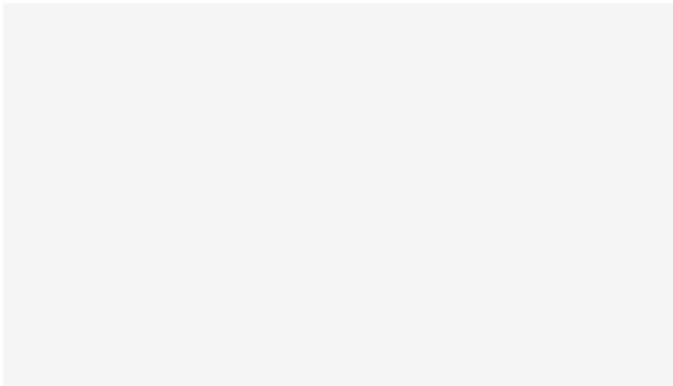
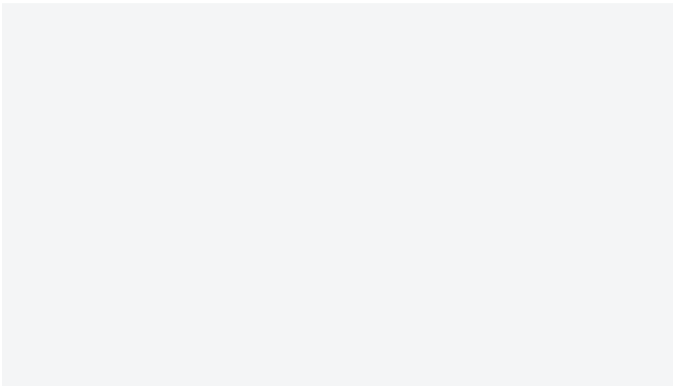
A B C D E F J H I J K L M
N O P Q R S T U V W X Y Z

For all our text, Myriad Variable Concept allows for easier visibility at smaller sizes, as a result of being less starkly geometric.

N



Business Card



Letter Head

Presentation Slides

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Caleb Jankola & Bowie Rheault

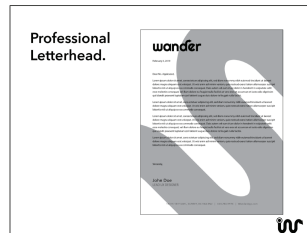
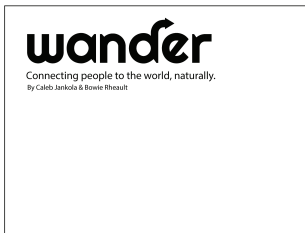
Application #1



Presentation Slides

Slide Design

Understandably simple, keeping communication of design functional over form.



Business Cards



Brand Perception Sheet

A01 IAT 102-DIOS

Bowie Rheault 301362204 Jan 16, 2019

Nature Travel Assistant



Exploration



Wildlife



Interactive



Peace



Surprise



Exercise



Backpack

Target Audience:

- Young mothers (25-35 y.o.)
- Health conscious people (22-40 y.o.)

Brand Applications



Reflection

As a designer, explain the most important considerations you faced when applying a monochromatic colour scheme to a brand. Some considerations may include legibility, scaling, contrast issues, etc.

Although legibility and scaling weren't particularly an issue encountered during the creation of our brand identity, contrast was absolutely something that had to be contended with. In particular, the tonal contrast between all of the elements of the brand informed many of our decisions when putting it all together.

How did these considerations relate to your current philosophy/ethos as a designer?

As a designer, the most important ethos is my design has always been clarity. Answering the question of why is one of the most important skills you can have, and by abstracting the colour layer away it allows your to more directly look at how tonal contrast impacts your designs.

Sources

TITLE	URL	DATE LAST ACCESSED
Phone Case	https://www.bhphotovideo.com/c/product/1394188-REG/rhi-noshield_ssa0307452_solidsuit_for_samsung_galaxy.html	Jan. 30, 2019
iPhone Outline	https://pngtree.com/so/iphone-x	Jan. 21, 2019
Blue Mountains	https://www.kisspng.com/png-desktop-wallpaper-material-design-blue-wallpaper-m-634882/	Jan. 21, 2019
Font in Logo (Righteous)	https://fonts.google.com/specimen/Righteous	Jan. 28, 2019