



CAPSTONE
Visual Communications



Brand Identity

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MOOD

The mood of the Capstone Visual Communications course conveys a modern and geometric style combined with an artistic and organic playfulness that comes naturally with the artful focus of the course. All parts of the whole, while otherwise unrelated, bring together a unity that is calm inducing and inherently pleasing to the eye.



LOGO

The brand's logo is a unification of the style and tone indicated in the moodboard. A very structured and rigid geometric form of the V character is offset by the more organic brushstroke of the letter C. The word Capstone is made more prominent in its hierarchy, as that is the focus and the achieving characteristic of this course.

Original Logo Design



CAPSTONE
Visual Communications

VARIATIONS

Image Mark



Greyscale



Horizontal Variation



CAPSTONE
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VIOLATIONS

Rotation



Distortion



Alteration



Pigmentation



ALTERNATES

Original



CAPSTONE
Visual Communications

Alternate Streams



CAPSTONE
Animation



CAPSTONE
Digital Cinema

To allow for greater flexibility in the logo, alternate stream characters may be added in front of the C character (for Capstone). For example, the Animation concentration would display a geometric A in front of the C, or the Digital Cinema concentration would display a geometric D. This allows for the design to encompass a greater breadth and purpose.



PALETTE

The Capstone palette is a hue variation from the colour tones of the original NAIT logo. The true blues of the original are modified and revamped into refreshing turquoises and teals by adding hints of green. With just a little hint of change, we add a fresh appeal and new intrigue to the tried and true dependability of this course.

Peacock



#084161

Pompom



#60c2cd

Powder



#eff8fa



TYPOGRAPHY

The typography for the brand is simplified yet bold, in reference to the incredible designer minds that graduate from this program. Only one typeface is needed to convey many different ideas, utilizing a few distinct font thicknesses and styles for all primary headings, secondary headings, and body copy.

Muli Black

For primary headings
Uppercase

MULI BLACK

ABCDEFGHIJKLMN
OPQRSTUVWXYZ
1234567890

Muli Medium

For secondary headings

Muli Medium

ABCDEFGHIJKLMN
OPQRSTUVWXYZ
1234567890

Muli Light

For all body text

Muli Light

ABCDEFGHIJKLMN
OPQRSTUVWXYZ
1234567890



by Janet Brandon