Visual Design System for

The Vera Project

HCDE 308 Autumn 2015
Final Assignment: Gail Thynes

Standard Logo

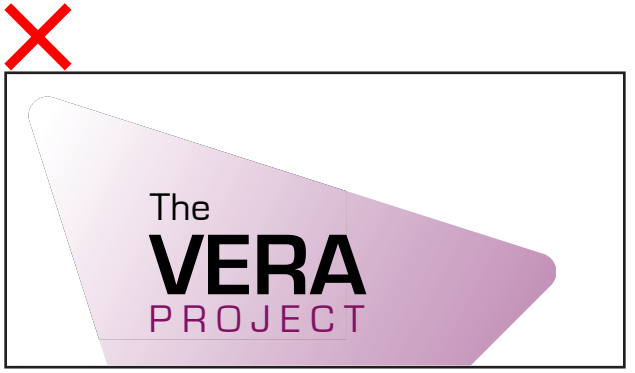
Brand Identity

These images show the appropriate use of the logos. Thes variations show how the logo should be used in white on black or black on white, whicj are text only. The spotlight shoudl only be used on the dark magenta background, such as a banner on the website.

When using the white on black logo, Project should be in Strong Magenta.

Black on White

White on Black



About the Client

VERA is an all-ages volunteer-fueled music and arts venue. By engaging participants at all levels of music production and community organizing, Vera fulfills its mission to foster a participatory creative culture through popular music concerts, arts programs, experiential learning and volunteer opportunities for all ages, especially young people. Vera's programs are always all ages, with a focus on young people ages 14 to 24.

VERA's Mission statement:
The Vera Project fuels personal and community transformation through collaborative, youth-driven engagement in music and art.

Community

Vera promotes the idea of community through their open access to all agens music shows. Theyshare that you become a part of hte Vera family of professionals and artists.

Education

Vera offers a wide range of classes to educate all ages about the various aspects of the music and concert production business.

Youth Empowerment

Vera engages with youth from all backgrounds. The promote equality, espcially in gender, sexual prefrences, and race. Vera is a member driven and volunteered powered organizations that encourages youth to get involved and direct the future of Vera.

White
Hex code #cc089b
RGB Values
R: 204 G: 8 B: 255
CYMK Values
C: 0 Y: 96 M: 24 K: 20

Black
Hex code #cc089b
RGB Values
R: 204 G: 8 B: 255
CYMK Values
C: 0 Y: 96 M: 24 K: 20

Strong Magenta
Hex code #cc089b
RGB Values
R: 204 G: 8 B: 255
CYMK Values
C: 0 Y: 96 M: 24 K: 20

Dark Magenta
Hex code #7f1264
RGB Values
R: 127 G: 18 B: 100
CYMK Values
C: 0 Y: 86 M: 21 K: 50

The
VERA
PROJECT

Brand Colors

The color palette is based on Black, White, and a monochromatic color scheme for pop of Dark and Strong Magenta. The colors were to keep the original Vera Pink and bring in an addtional color from concert lights.

Visual Design System

Heading 1 - Motto

Heading 2 - Section Headings

Heading 3 - Main Navigation

Heading 4 - Side Navigation

Text - Body text

Typographic System

Primary Font

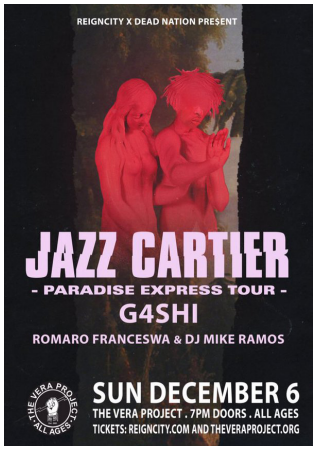
Aa

Eurostile Regular and **Bold**

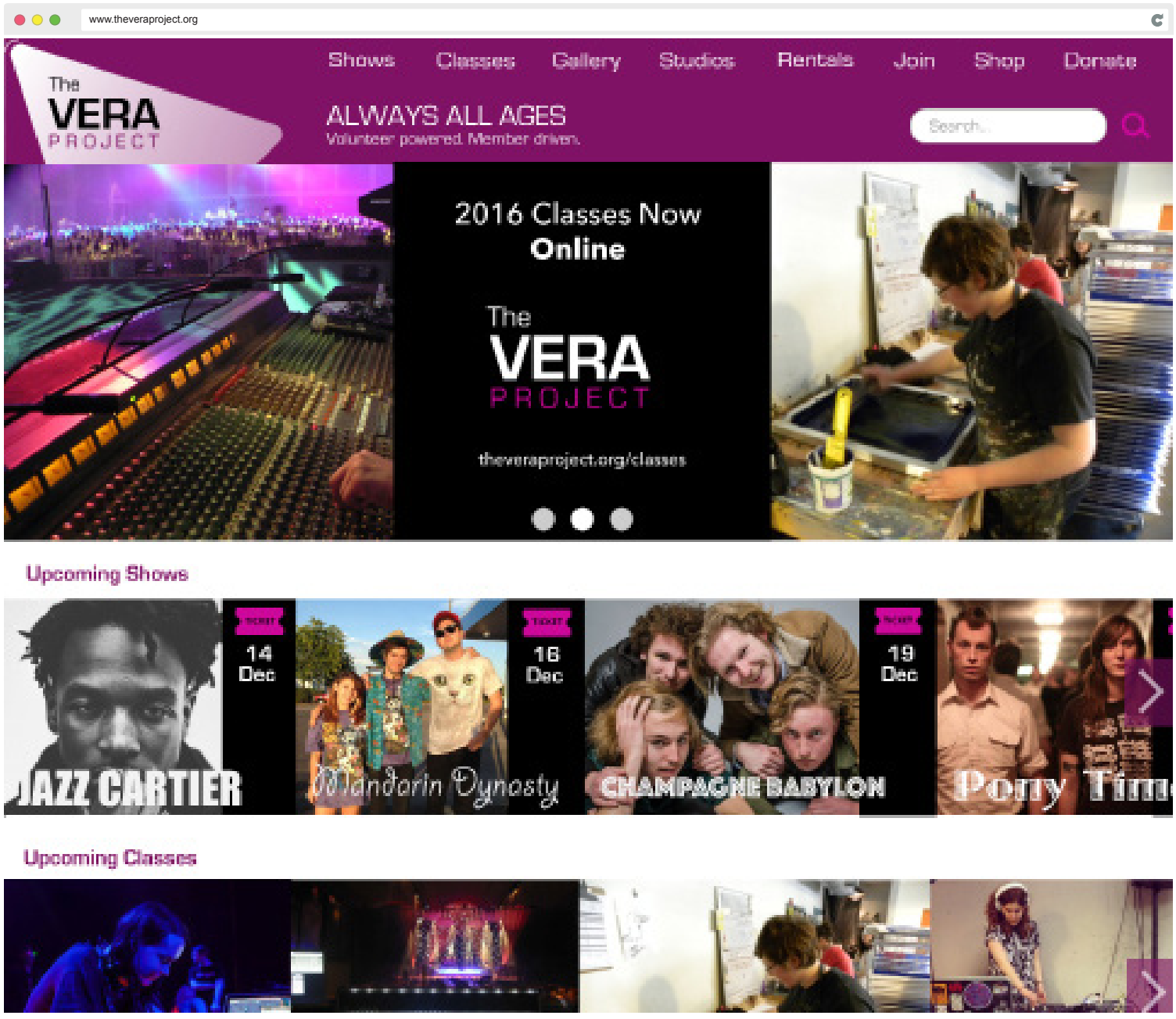
Alternative Mobile Font

Aa

Exo Regular and **Bold**


REIGNCITY X DEAD NATION PRESENT
JAZZ CARTIER
- PARADISE EXPRESS TOUR -
G4SHI
ROMARO FRANCESWA & DJ MIKE RAMOS
SUN DECEMBER 6
THE VERA PROJECT . 7PM DOORS . ALL AGES
TICKETS: REIGNCITY.COM AND THEVERAPROJECT.ORG

Website Landing Page Example



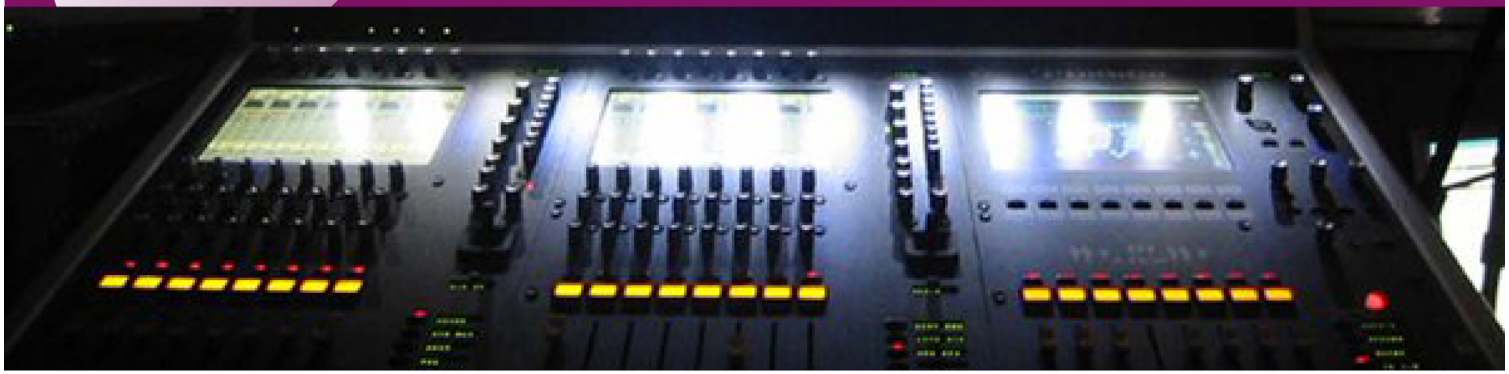
www.theveraproject.org/classes

The VERA PROJECT

Shows Classes Gallery Studios Rentals Join Shop Donate

ALWAYS ALL AGES
Volunteer powered. Member driven.

Search...



- Intro to Vera's Screen Print Studio
- SCREENPRINT: Private Groups
- Basics of Color Theory Screenprint Workshop
- Multicolor Garment Printing Workshop
- Basics of Live Sound
- SOUND: Private Classes
- DJ-ing
- Vera Concert Lighting
- Writing About Music
- Small PA Workshop
- Ableton Workshop presented by Foundry10

Basics of Live Sound

Basics of Live Sound is both an introduction to live audio engineering and an orientation to Vera Project's methods and equipment. Topics covered include an introduction to microphones and mic placement, signal paths, stands, cables, DI's, snake, sub-snakes and etiquette for working with bands. This class is designed for both the novices and experts of all ages and will give an overview of how a show is run at the Vera Project from the sound crew's point of view. Discover why the accommodating, open minded "Vera Attitude" of show production is appreciated world wide.

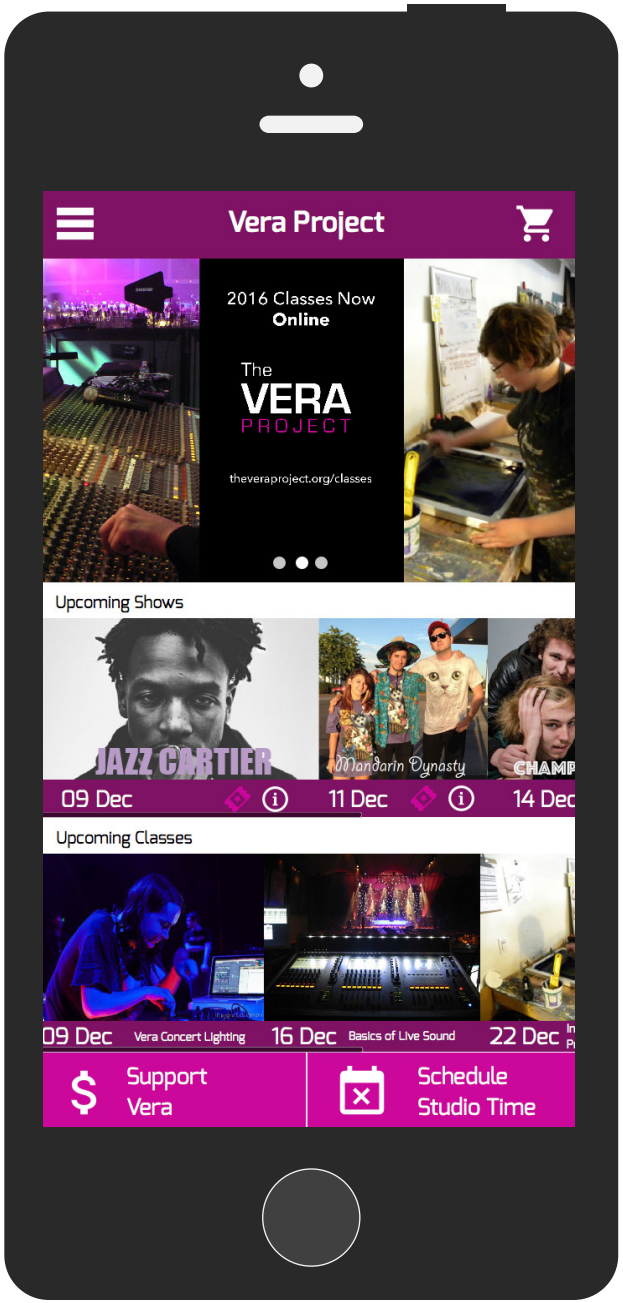
Prerequisites: None
Class Size: Minimum 4 / Maximum 12 (note: class may be canceled or rescheduled if minimum not reached)
Cost: $30 ($15 for members), which can be paid through the website, via card over the phone (206.956.8372), or cash/check/card in person. (we ask for advance payments to guarantee spots in a class.)

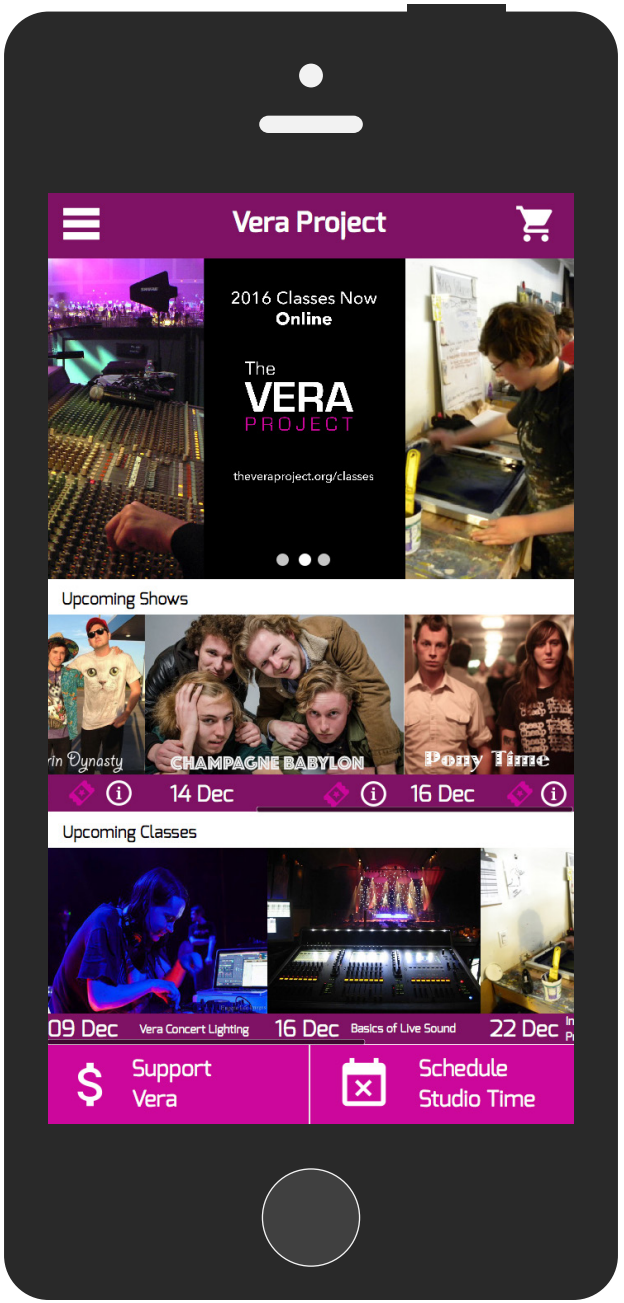
After a person has completed Basics of Live Sound, they are eligible to act as a Sound Runner for any Vera Project shows, to sign up for the Vera Audio Committee email list, and take advantage of opportunities that arise for our tech volunteers (tours, field trips, internships, etc).

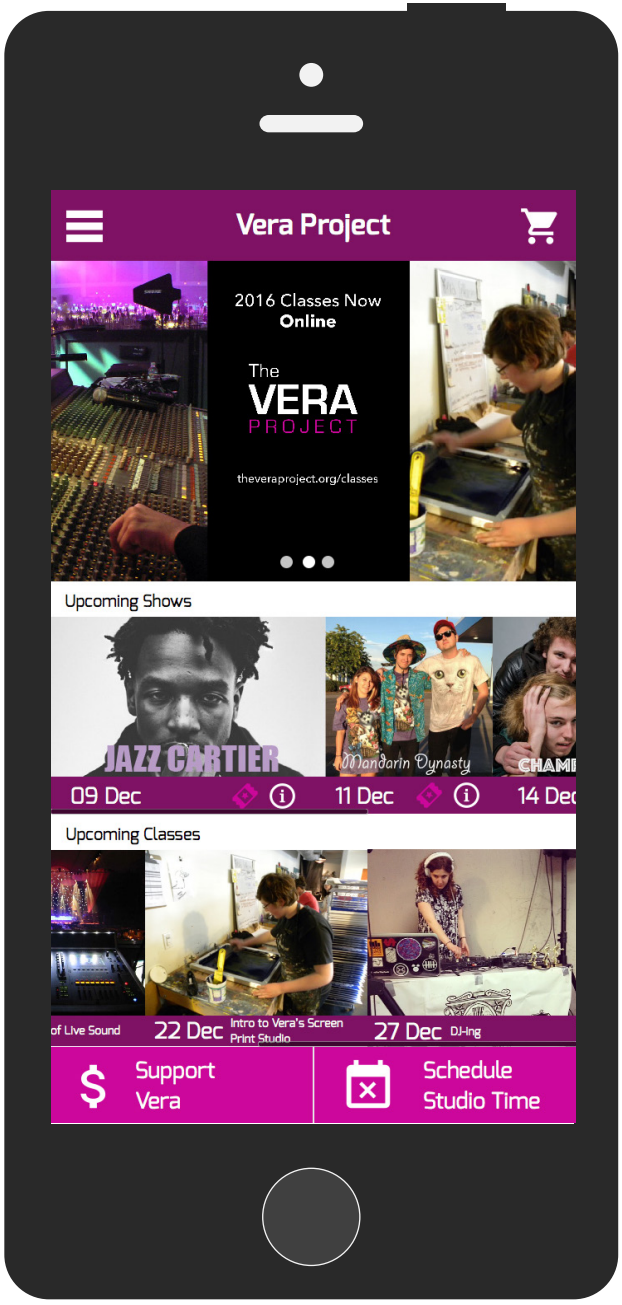
Available Classes

12/2/15 5-7pm	$30.00
1/30/16 12-2pm	$30.00
2/10/16 5-7pm	$30.00
2/13/16 12-2pm	$30.00
3/16/16 5-7pm	$30.00
3/26/16 12-2pm	$30.00
4/6/16 5-7pm	$30.00
4/23/16 12-2pm	$30.00

Mobile App Landing Page Example



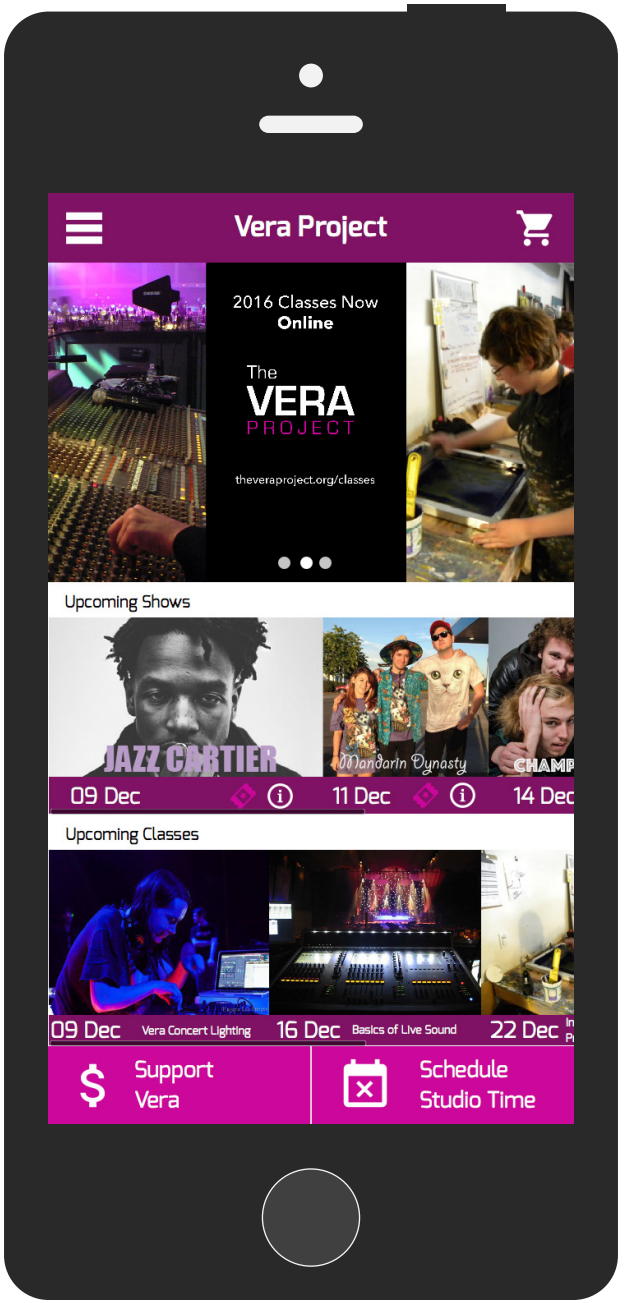


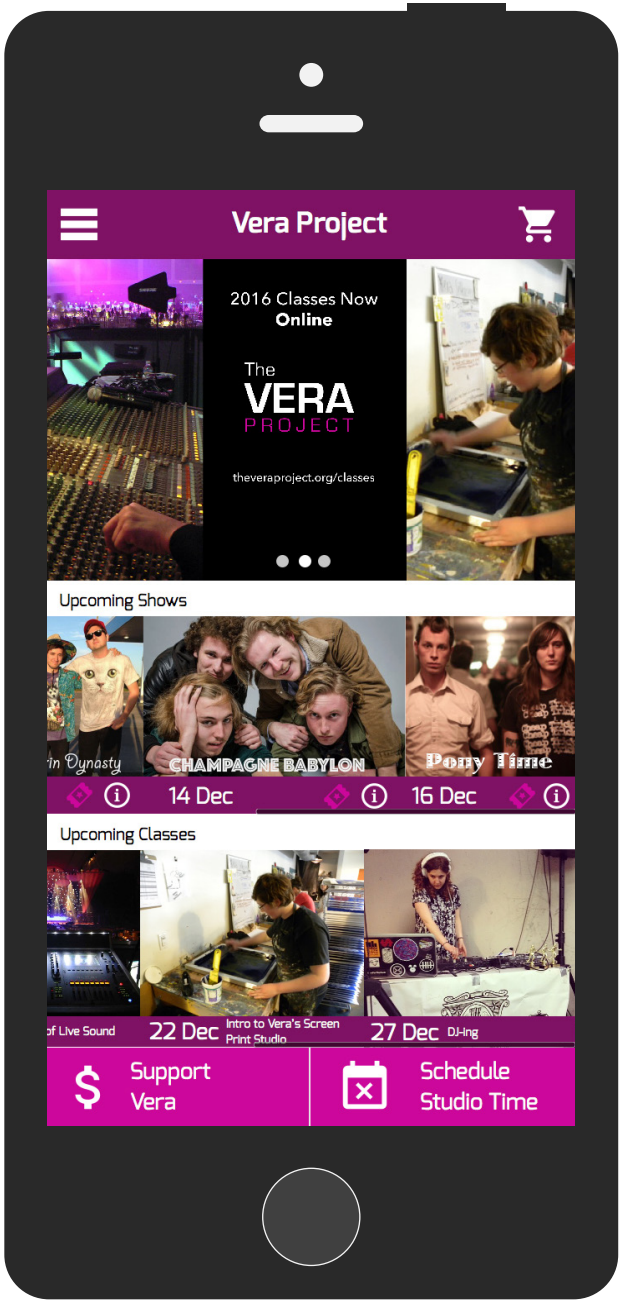


Web App
Interactive Prototype:
https://gailthynes2.proto.io/share/?id=db7dc85e-32fe-4b4d-92de-9230dd8c0f74&v=1

The main image should be a call to action or feature important and seasona content. The main images are on a carousel that can be scrollled through.

The shows and classes scroll horizontally as shown in the images to the right.





Mobile App SubPage Example

Upcoming Classes

Basics of Live Sound

Basics of Live Sound is both an introduction to live audio engineering and an orientation to Vera Project's methods and equipment. Topics covered include an introduction to microphones and mic placement, signal paths, stands, cables, DI's, snake, sub-snakes and etiquette for working with bands. This class is

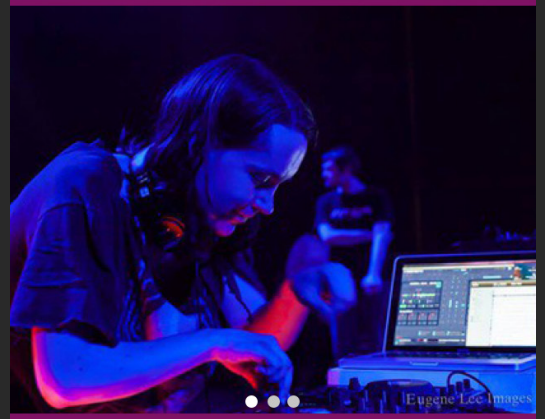
Wednesday 12/2/15 5-7pm $30.00

Saturday 1/30/16 12-2pm $30.00

Wednesday 2/10/16 5-7pm $30.00

Checkout | Register for Class

Upcoming Classes



Vera Concert Lighting

Vera Concert Lighting will introduce the basics of stage lighting. The class will focus on learning how to light a band on the Vera stage. Students will learn about different lighting instruments, how to hang and focus lights, as well as basic lighting console operation. A chance to control the lights to music and program

Wednesday 12/2/15 5-7pm $30.00

Saturday 1/30/16 12-2pm $30.00

Wednesday 2/10/16 5-7pm $30.00

Checkout | Register for Class

Upcoming Classes

Intro to Vera's Screen Print Studio

This comprehensive hands-on beginner class teaches you the basics of silkscreening, troubleshooting, working with fabric printing and basic registration. Get comfortable with the shop layout, equipment, and culture. Learn about techniques for creating screens, terminology, and techniques to be employed in

Wednesday 12/2/15 5-7pm $30.00

Saturday 1/30/16 12-2pm $30.00

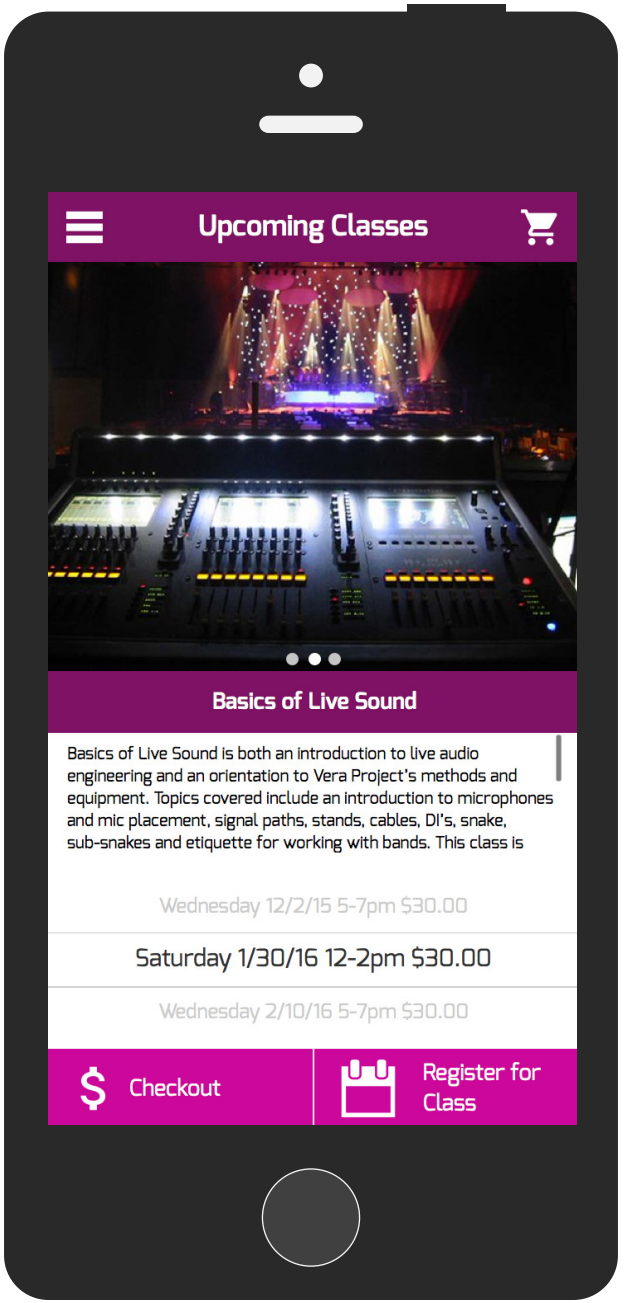
Wednesday 2/10/16 5-7pm $30.00

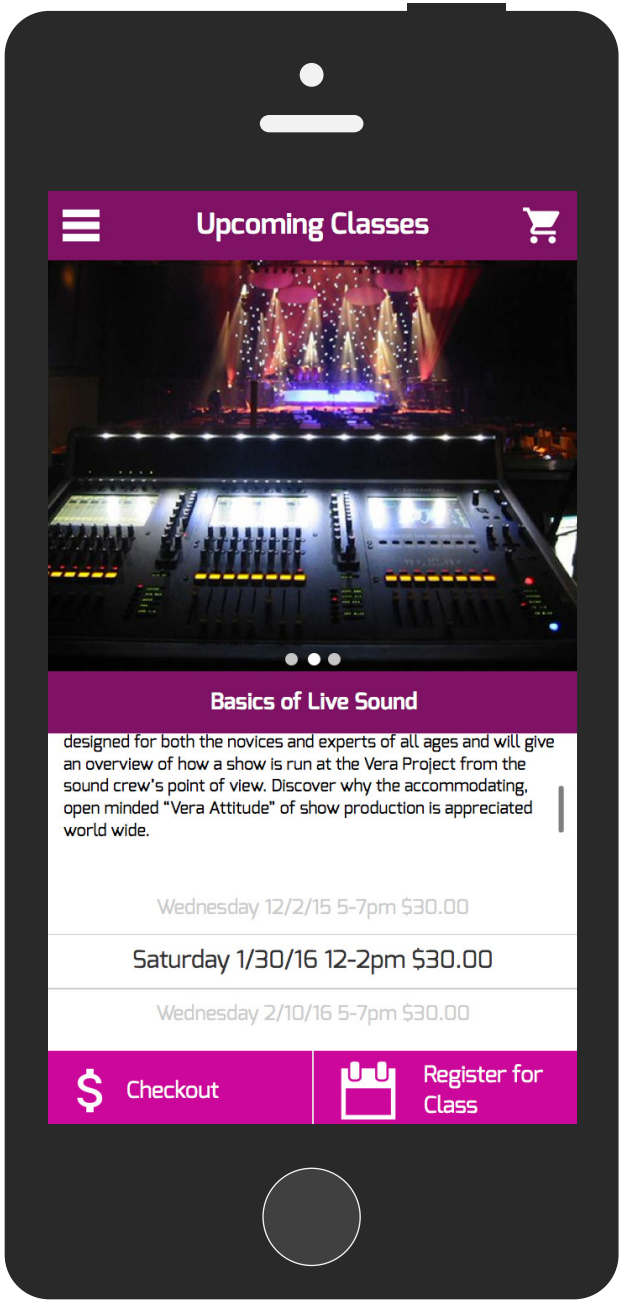
Checkout | Register for Class

Web App
Interactive Prototype:
https://gailthynes2.proto.io/share/?id=db7dc85e-32fe-4b4d-92de-9230dd8c0f74&v=1

The subpage image should be descriptive or feature important and seasona content. The subpage navigation images are on a carousel that can be scrollled through as seen on the previous page.

The body text can scroll verticallu as shown in the images to the right. Included is a vertically scrolling selection tool for the class schedules.





Business Card

The
VERA
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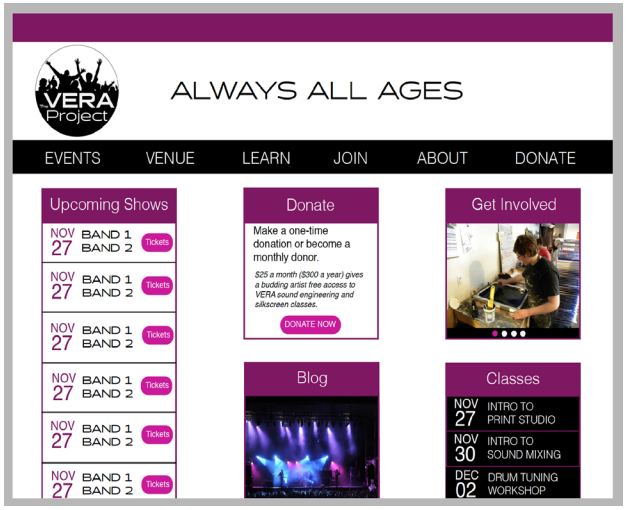
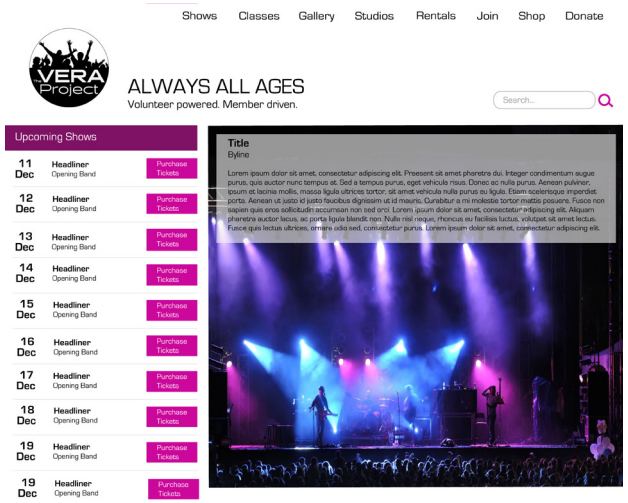
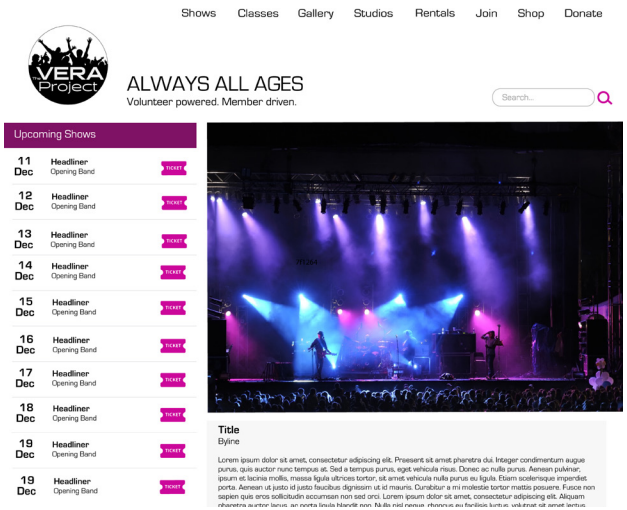
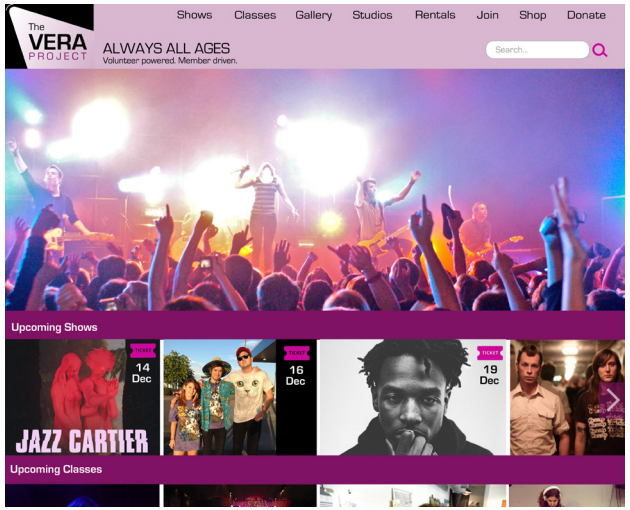
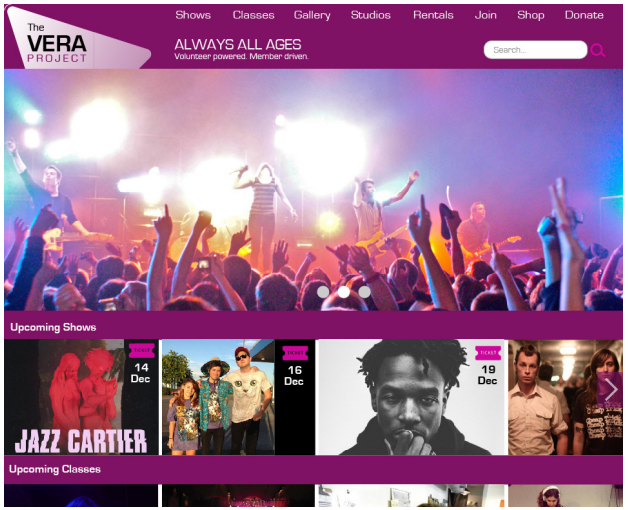
Web Page Layout Process











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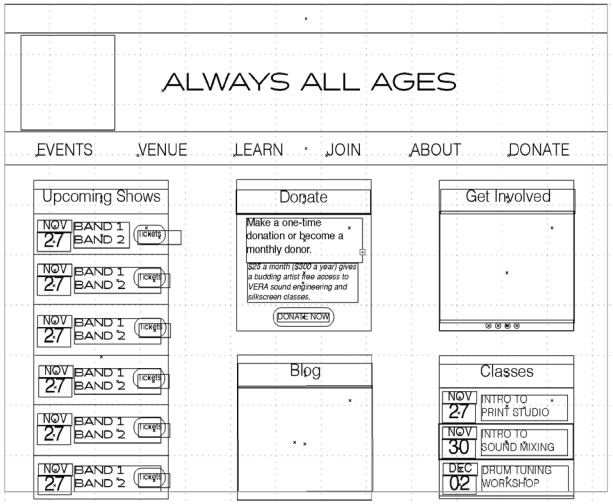

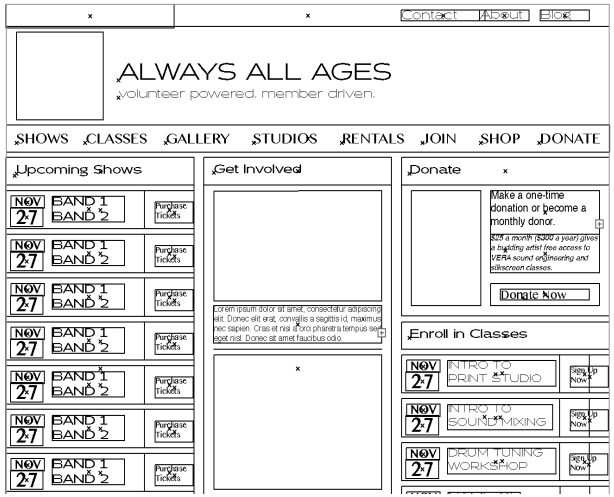

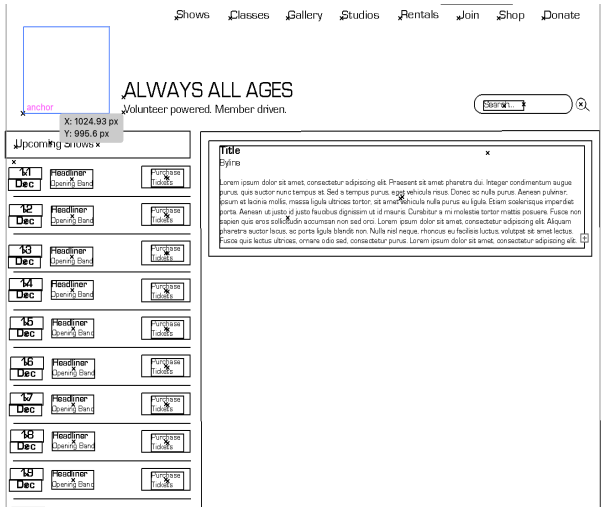

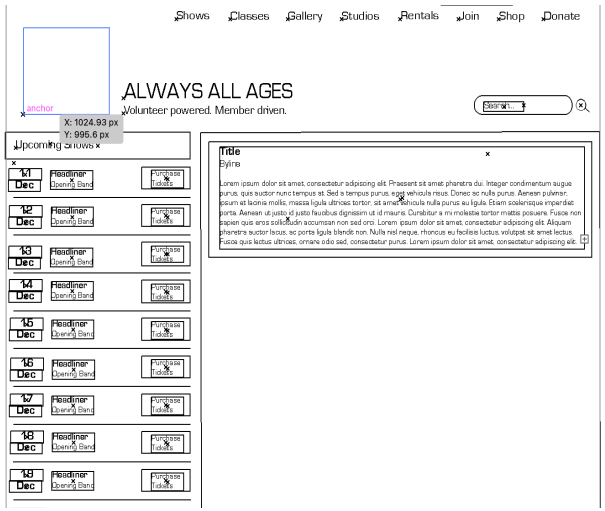

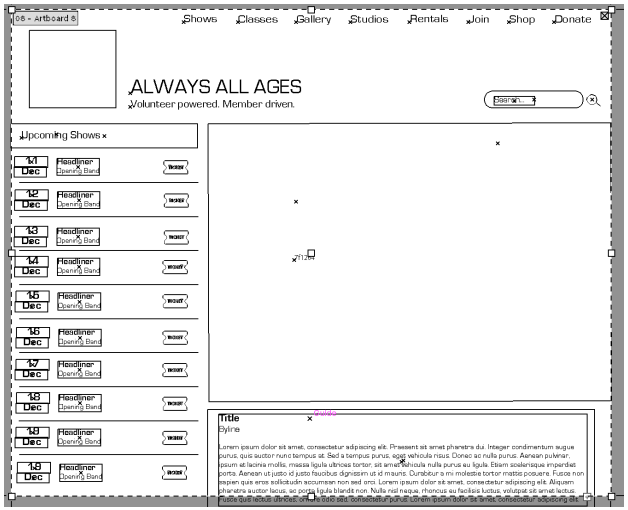

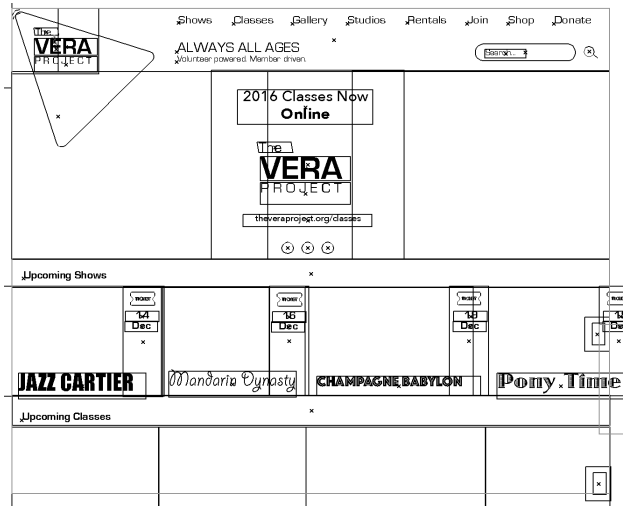
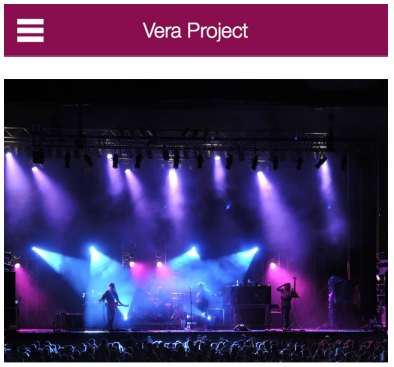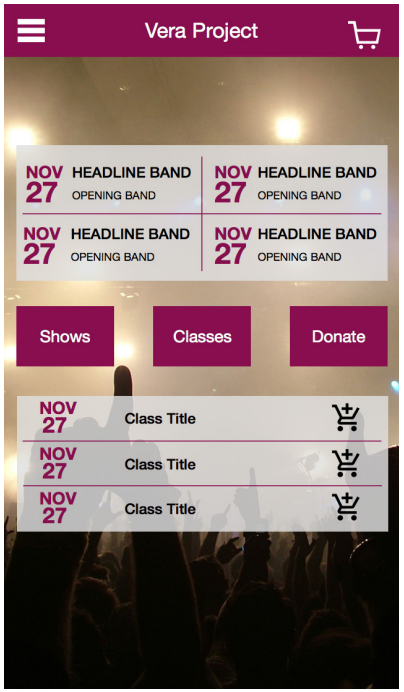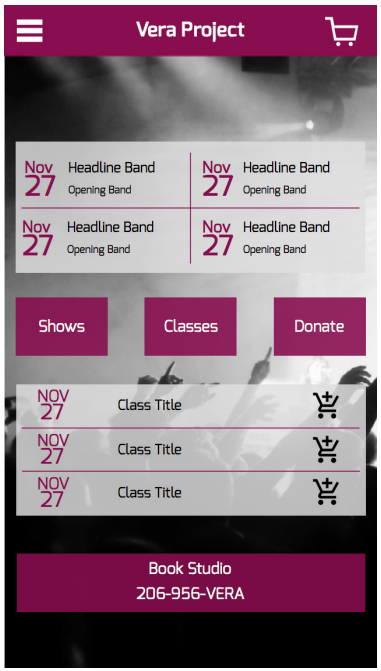
Mobile Site Layout Process