



GENERATIONAL INFLUENCERS

Brand Identity • Molly Lee • Art 331 Visual Thinking

OUR MISSION

We strive to encourage high school student leaders to develop their knowledge and communication skills to impact the world.

RESEARCH



WHO THEY SERVE

High school student leaders



INITIATIVE

To inspire high school students to be leaders in the areas of journalism, digital story telling, and social media

BRAND PERSONA



CORE VALUES

Local
Educational
Meaningful
Empowering



AESTHETIC

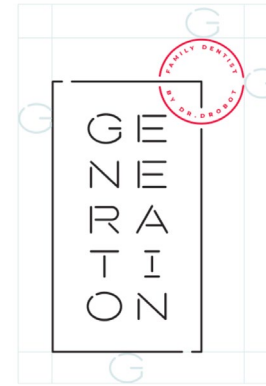
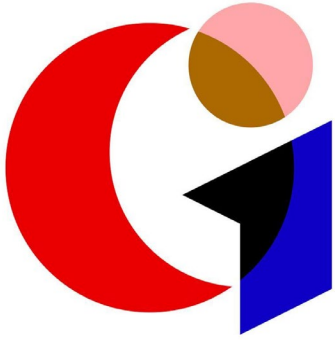
Modern
Vibrant
Youthful

BRAND STRATEGY



I took a contemporary and youthful approach to the branding. My goal for the primary logo was to create a stylized G that could imply both a G and I. I also included digital media icons in the submarks.

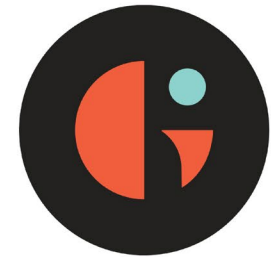
MOOD BOARD



BRAND BOARD



GENERATIONAL INFLUENCERS
by For a Real Change



GENERATIONAL INFLUENCERS
by For a Real Change



GENERATIONAL INFLUENCERS
by For a Real Change

trueno semi bold

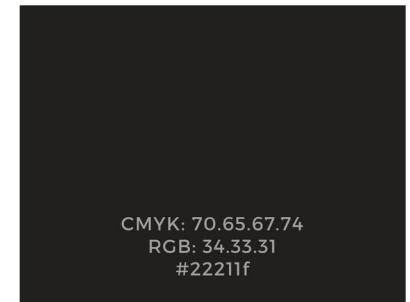
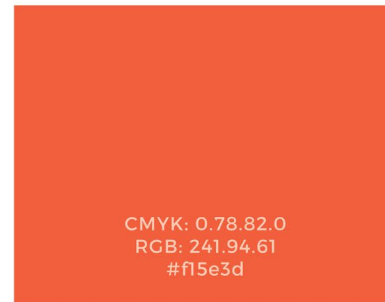
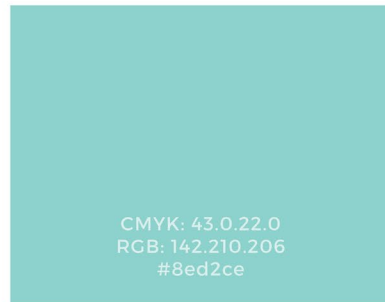
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opqrstuvwxyz

ABCDEFGHIJKLMN
OPQRSTUVWXYZ

century gothic

abcdefghijklmn
opqrstuvwxyz

ABCDEFGHIJKLMN
OPQRSTUVWXYZ



ANIMATED LOGO



CONCEPT

For the animated logo, I wanted to find a way to incorporate both the primary logo and submarks. I chose to have each logo spin in and finally end with the primary logo and text.



[click here to view](#)

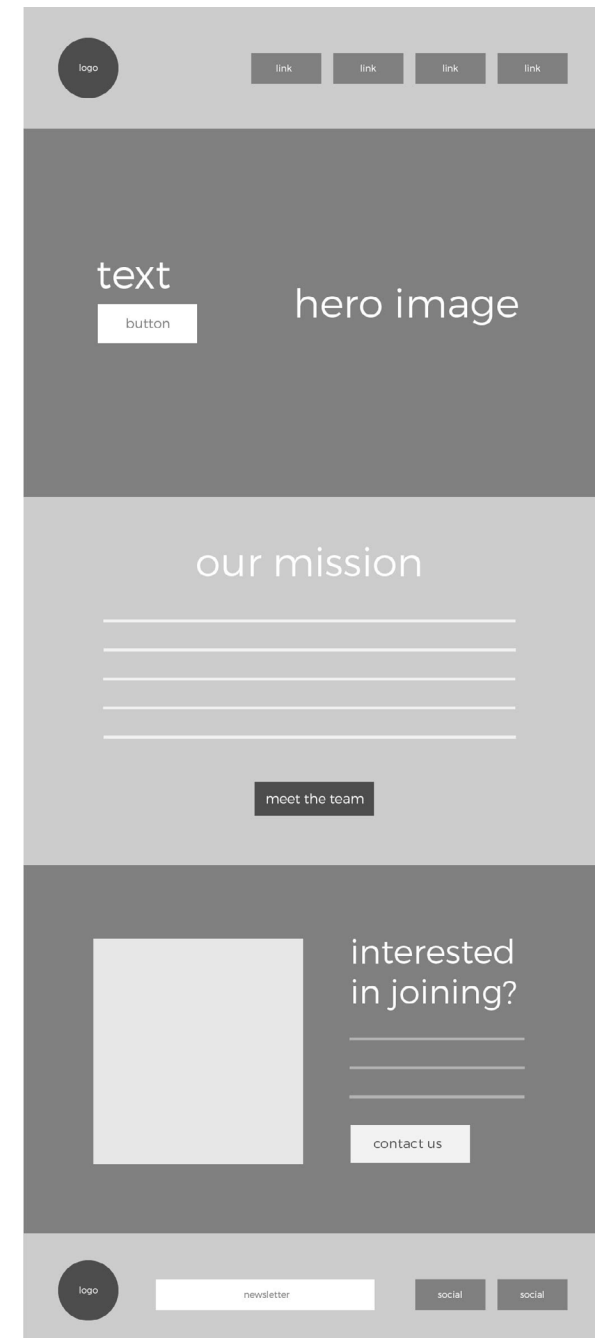
WEB CONTENT

STRATEGY

To create a static landing page that is vibrant, modern, and youthful.

My goal was to keep the design clean and organized so it would be easy to navigate. It's likely a student or parent would be accessing the website so keeping it straight to the point was crucial in the design.

wireframe



STYLE TILE

Aa
Trueno Bold

Aa
Trueno Light

THIS IS A HEADER

This is a subheader

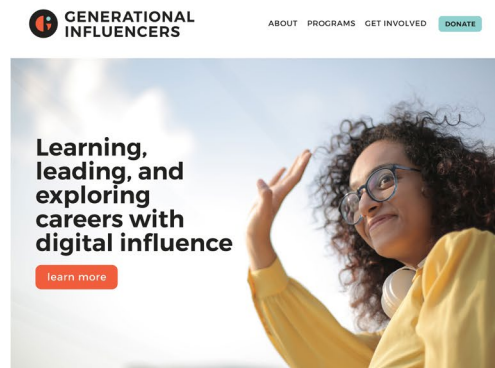
This is an example of body copy. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exercitation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse

this is a button

this is a button

this is a button





LANDING PAGE: STATIC AND MOCKUP

OUR MISSION

We strive to encourage high school student leaders to develop their knowledge and communication skills to impact the world.

[meet the team](#)

UPCOMING EVENTS



Virtual Meet and Greet

May 3, 2021; 2PM CT

Meet our leadership team! Parents and students welcome

[reserve a spot](#)

SIGN UP FOR OUR NEWSLETTER

email address

[sign up](#)



GET INVOLVED

VOLUNTEER
DONATE

FOLLOW

INSTAGRAM
FACEBOOK



SOCIAL MEDIA



STRATEGY

To design two instagram posts and captions aimed at promoting the program. I chose to create one promotional post for an upcoming event and one post including a quote about student leaders. I kept the same color palette and fun, vibrant approach to the designs.

INSTAGRAM POST ONE





INSTAGRAM POST TWO



Join us for our
**Virtual
Meet &
Greet**

May 3, 2021; 2PM CT
Meet our leadership
team! Parents and
students welcome

OUTCOMES



I was really pleased with the final outcome of the logos and other components. It was exciting to take the branding elements and implement them in a website and social media content. The final designs execute the modern and youthful approach I intended from the beginning of the project.

THANK YOU