

LEADERSHIP CONFERENCE

**YOUNG**  
**MEN** ←  
**LEADING**

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Art 331-Visual Thinking



# **Mission Statement**

The Young Men Leading In... leadership conference creates a space for young men to explore lessons on leadership from male community leaders. The conference sets out to expand the participant's thinking of leadership going into a new academic year by learning about and discussing leadership qualities within the context of leading in groups (with friends, peers, and teammates), leading in difficult situations, and leading in the home.

# Mood Board

**MOOD BOARD**

The mood board consists of a vertical column of five color swatches on the left and a grid of five images on the right. The color swatches are: light yellow, yellow, light grey, yellow, and dark grey. The images are: a photograph of three gold trophies on a dark background with bokeh lights; a square sign with a yellow and white striped background, the text 'ALWAYS SMILE', and a simple smiley face; a graphic of a grey layer peeling away to reveal a yellow layer underneath; a stylized lightning bolt graphic with a black outline and a yellow fill; and a circular icon with a yellow lightning bolt and a black circular arrow around it.

# Brand board



## COLOR SCHEME



RGB = R:38, G:38, B:38  
CMYK = C:0, M:0, Y:0, K:85

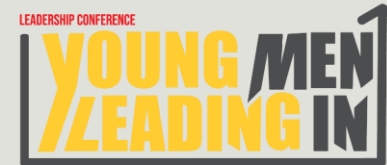


RGB = R:255, G:207, B:28  
CMYK = C:0, M:19, Y:89, K:0



RGB = R:255, G:0, B:0  
CMYK = C:0, M:0, Y:100, K:0

## VARIANT LOGOS

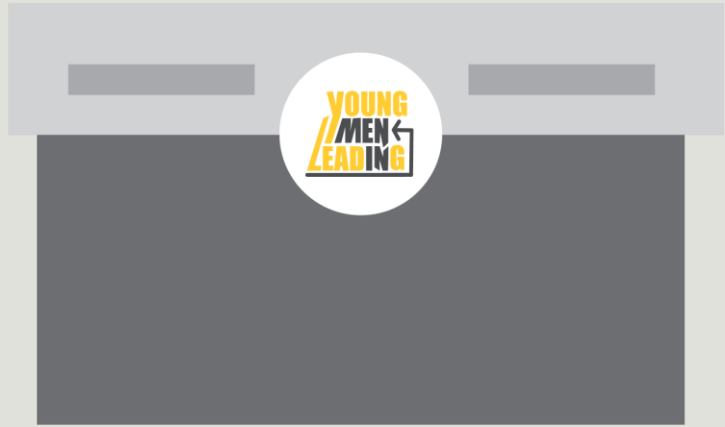


## FONTS

LEAGUE GOTHIC: REGULAR

BEBAS NEUE REGULAR

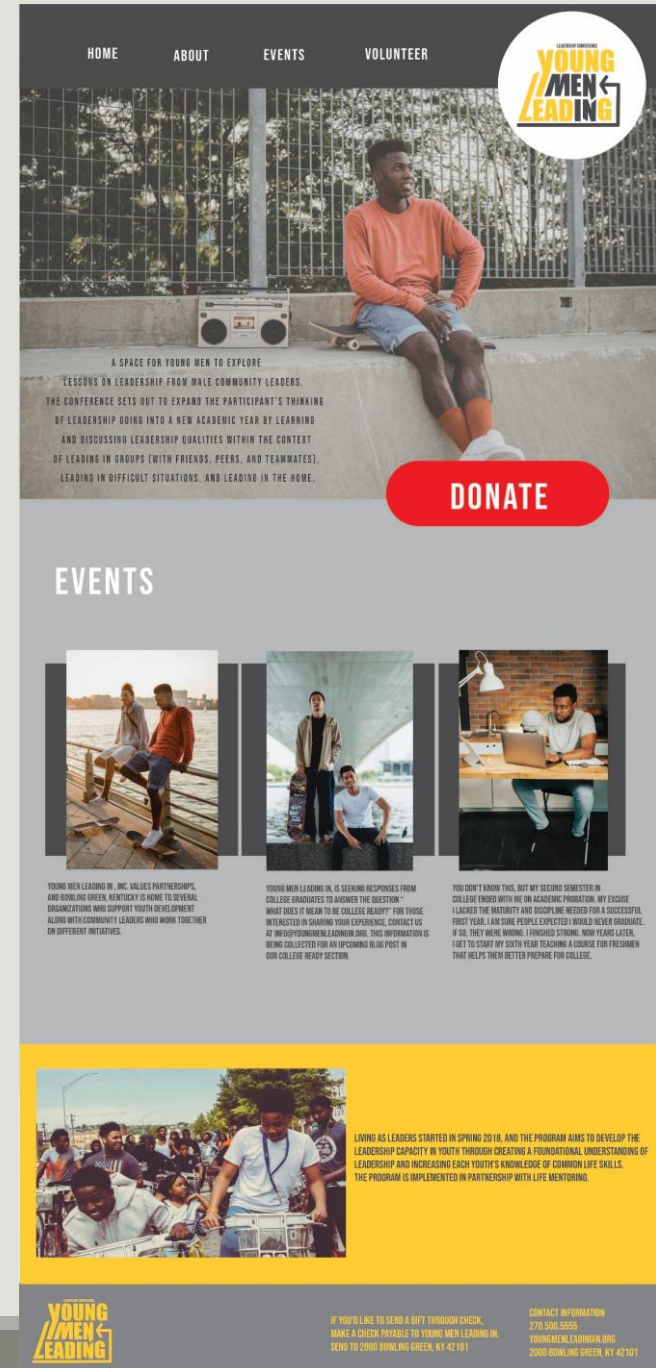
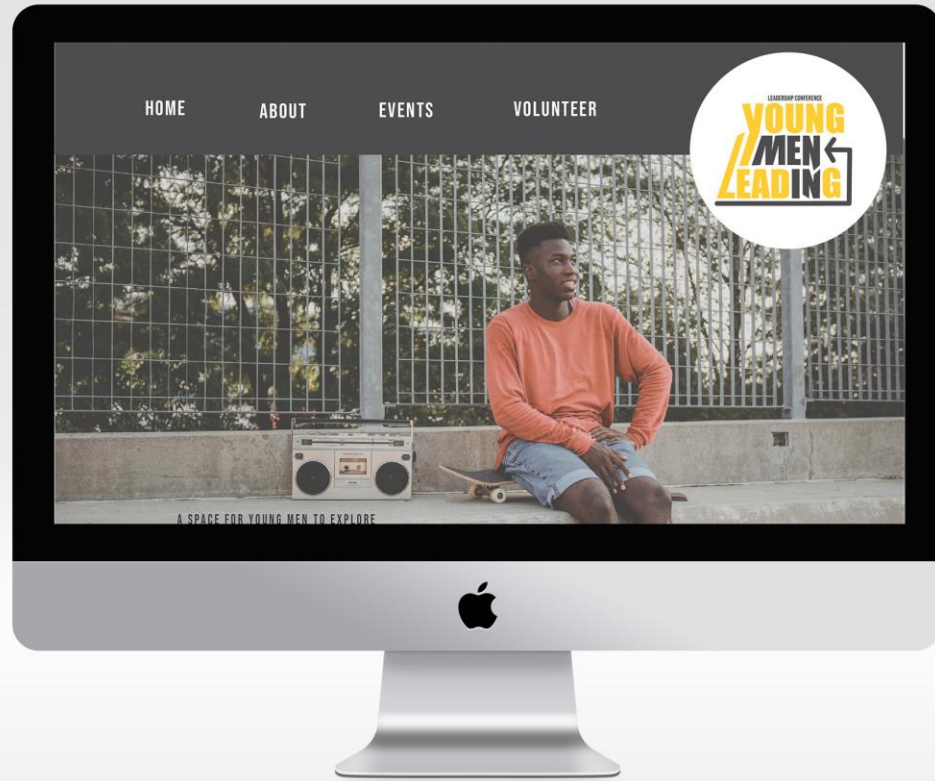
# Wire Frame



For my wire frame, I wanted to keep it clean and simple. Where it gets the point across. Where the clean and easy to read page grabs the attention of young men and their parents/guardians. Allowing easy navigation of the website.



# Landing Page

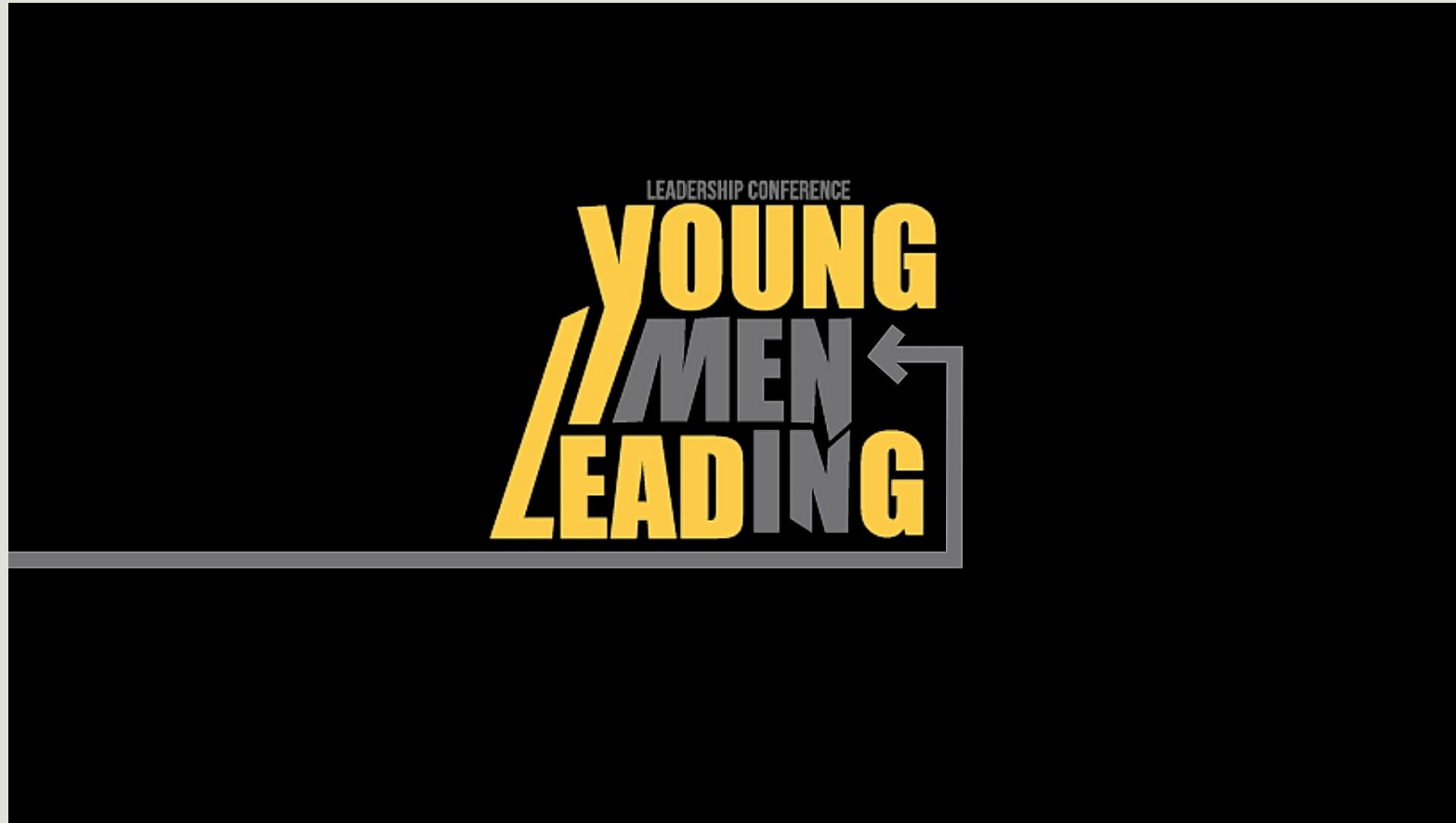


# Social Media Graphics





# Animated logo



<https://youtu.be/nlRUPZu6cLo>

# Project Outcome

All together I'm pleased with the overall project. I've learned a lot on how to develop a brand. Where everything goes together as whole a flows as one. Having a client was also something new to me. Having that resource that knows what they want and as a designer I had to adapt to the clients wants and needs.

## Pros

My pros are the building of the brand. The Brand Board and the number of variations I got with the logos really surprised me. Also, my landing came out well and consistent with the rest of brand.

## Cons

Some of my cons consist of my animated logo. I feel as if my animated logo didn't come as planned. No matter how many times I tweaked it. This just tells me if I were to make another one to set aside a lot of time to play with it. Maybe even play with After Effects on my own time.