#### **LEADERSHIP CONFERENCE**

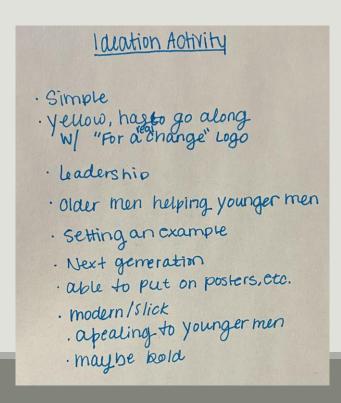
Sol Garced-Ortiz Art 331-Visual Thinking

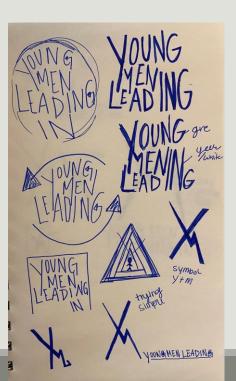
### Research

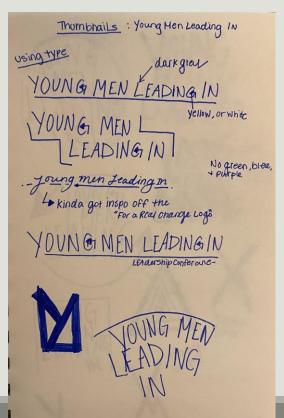
Target Audience: Young men in grades 6 - 12 and their parents

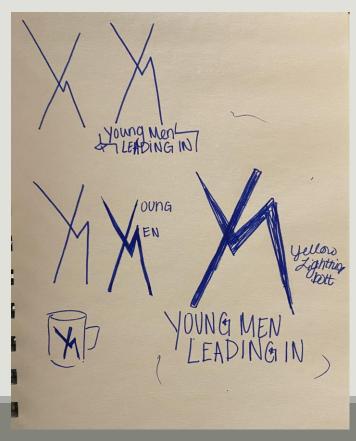
Main Goals: To represent leadership and comradery; increase participation in the event.

Tagline: Leadership Conference





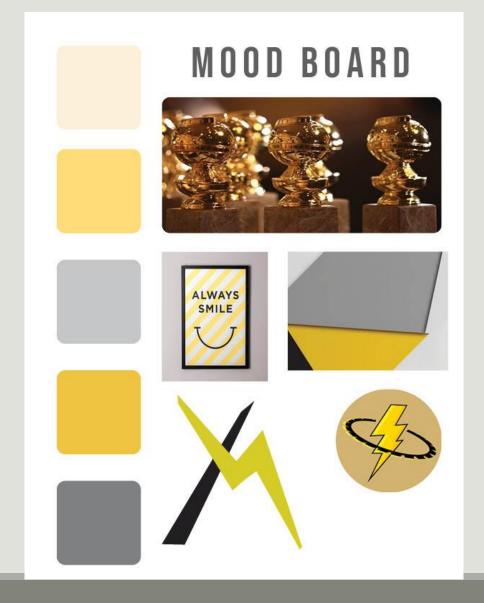




### **Mission Statement**

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**



### **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:00, Y:100, K:0

#### **VARIANT LOGOS**



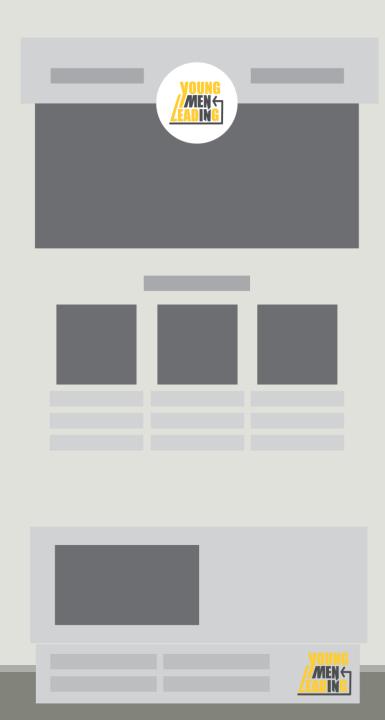




#### **FONTS**

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**





#### **EVENTS**



YOUND WELLEADING M, INC. VALUES PARTINESHIPS, AND BOWLING GREEN, RESTLUCKY IS HOME TO SEVERAL ORGANIZATIONS WHO SUPPORT HOUTH DEVELOPMENT ALONG WITH COMMUNITY LEADERS WHO WORK TOGETHER DIN DIFFERENT INITIATIVES.



YOUND MEN LEADING IN, IS SEENING RESPONSES FROM COLLEGE GRADUATES TO ARKINES THE GRESTION MINATO DOES THAN TO BE COLLEGE RELIENCY FOR THOSE INSTRUCTION OF SHARING YOUNG EXPERIENCE, CONTACT US A THE OFFICE MINATORIES AND EXPERIENCE, CONTACT US SEEN OF CONTACT US THE OFFICE OFFICE AND EXPERIENCE AND AND AND ASSOCIATION OF THE OFFICE OFFICE OFFICE AND ADMINISTRATION OF THE OFFICE OFFICE



YOU DON'T WHOM THE, BUT AN SECOND SEMESTER IN COLLEGE FREIN'S THE ONE ACCESSIVE PROMISENS MY EVENING FLAGGES THE MATERIAL THE ONE ACCESSIVE METERS THE A SUCCESSIVE FREIN'S TYPE. I AM SING FEORM CEPTURE THE SUBJECT HE MATERIAL PROMISE STRIME, NOW FLAGGE GRADUAL IN COLLEGE STRIME, NOW FLAGGE GATE, USET TO STREET WE SUSTE THE MICHIGAN COLLEGE.

102T TO STREET WE SUSTE THE MICHIGAN COLLEGE.

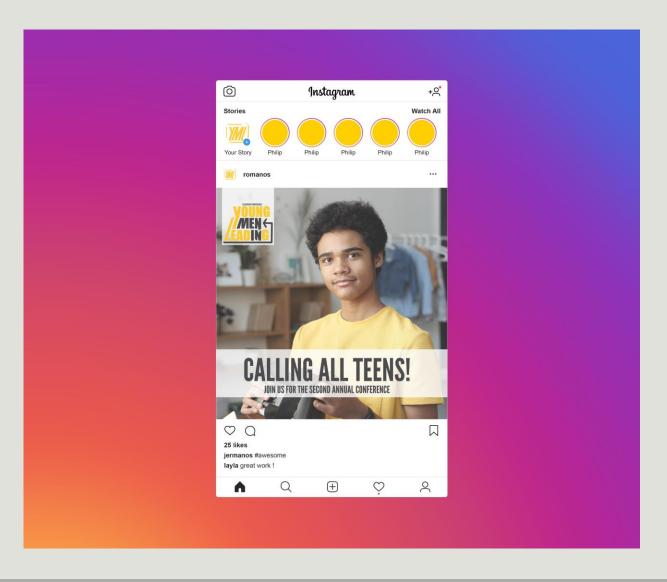


LIVING AS LEADERS STARTED IN SPRING 2018, AND THE PROGRAM AIMS TO DEVELOP THE LEADERSHIP CAPACITY IN YOUTH THROUGH CREATING A FOUNDATIONAL UNDERSTANDING OF LEADERSHIP AND INCREASING EACH YOUTH STANDAY CROSS OF THE SKILLS.



IF YOU'D LIKE TO SEND A DIFT THROUGH CHECK, MAKE A CHECK PAYABLE TO YOUNG MEN LEADING I SEND TO 2000 BOWLING GREEN, KY 42:101 CONTACT INFORMATION
270.500.5555
YOUNG MENLEADINGIN ORG
2000 BOING INS CREEN MY 42103

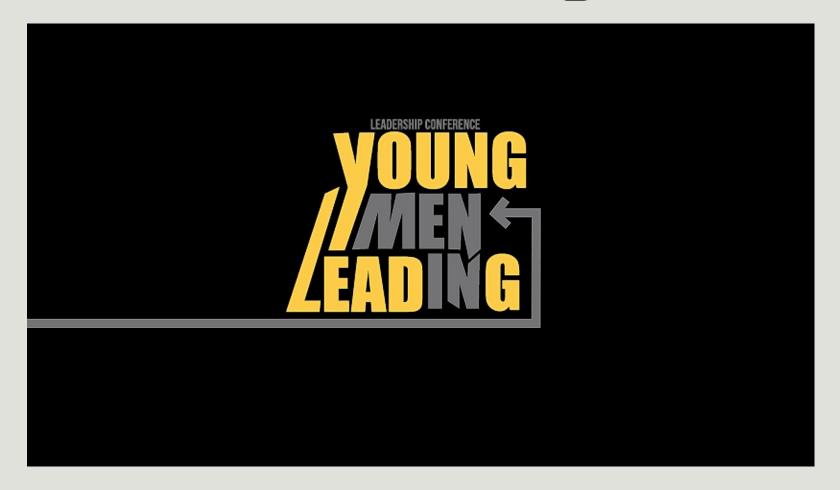
## **Social Media Graphics**







## **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.