

Design for Good project.

(5 x C)



Basic Intro



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Number

Meaning

C Join together

Concept

My creative work is focused on a symbol associating the idea of the number 5 and the meaning of the letter C joining together. Thus, an original symbol was born. The five-alphabet abstraction can be seen as large and small joining together, and to others, it can be seen as an echo.



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5 x C Lettering
Original 5 x C logo separated



Logo original together
Original 5 x C logo not in line

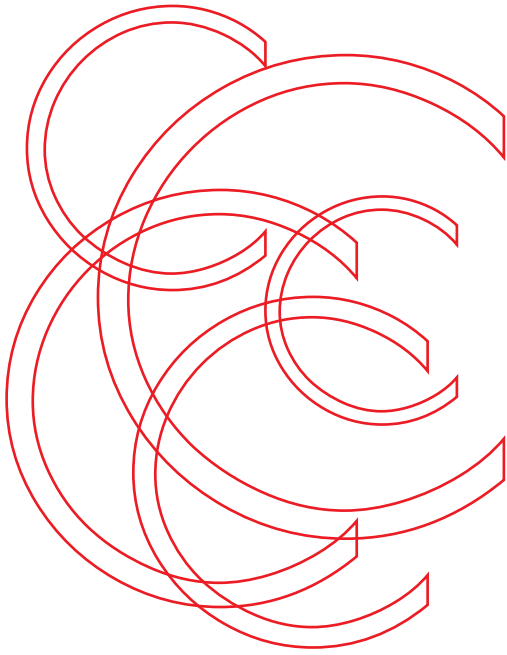


Logo develop
Original 5 x C logo join together

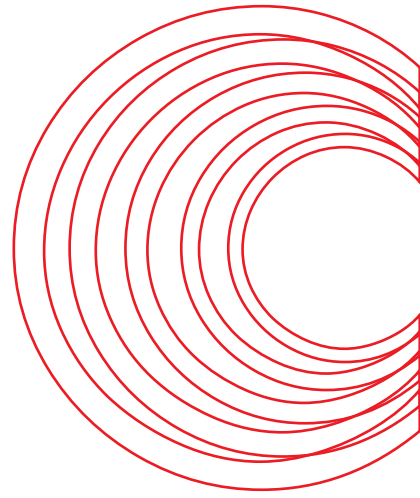


Logo after compound
Original 5 x C logo revert colour

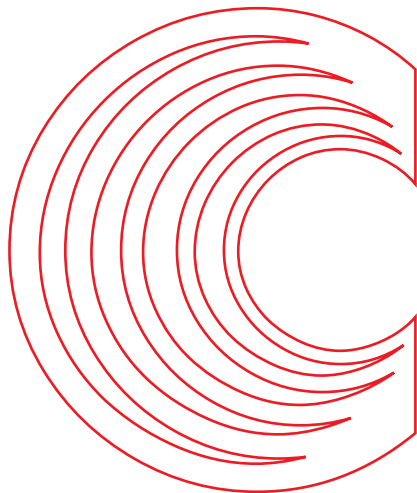




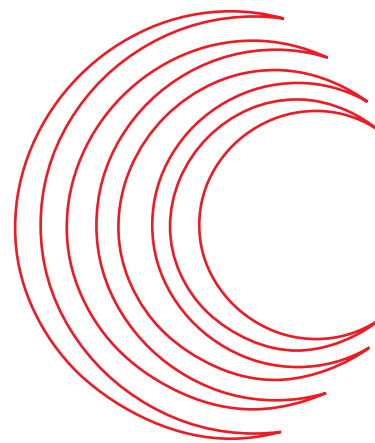
5 x C Lettering outline



Logo original together outline



Logo after compound outline

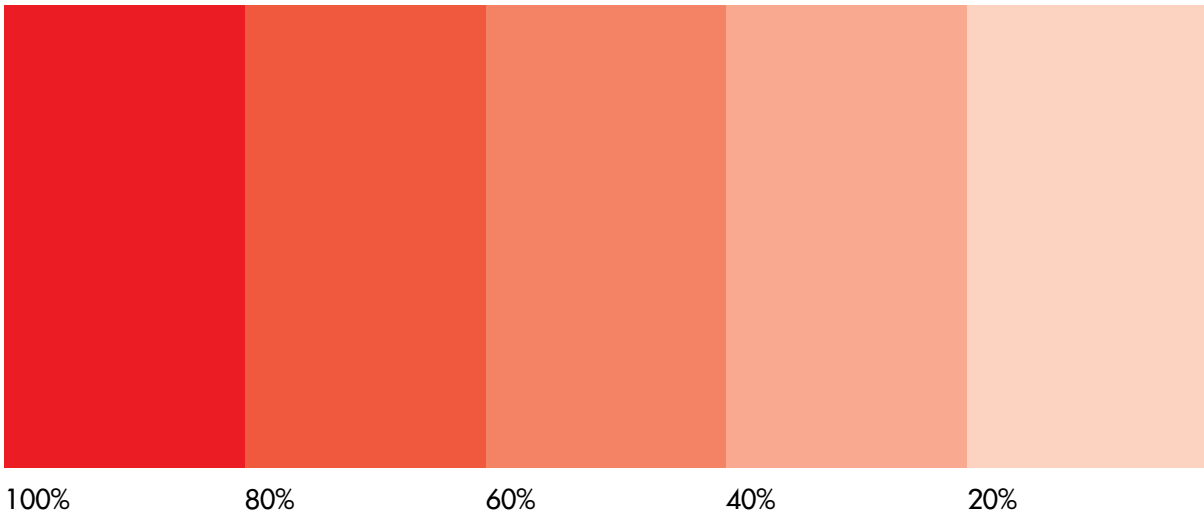


Logo another option



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Colour Theory

This illustrates the colour red value scale. The colour red means different things to different people. In Asian culture, the colour red is interpreted as lively, friendly, and powerful.



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About the Typeface

Futura is a geometric sans-serif typeface designed by Paul Renner and released in 1927. It was designed as a contribution to the New Frankfurt-project. It was based on geometric shapes, especially the circle, similar in spirit to the Bauhaus design style of the period.

Futura Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

~!@#\$%^&*()_+`<>?:"{}

1234567890



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Concept

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COVID-19



CRISIS



COMMUNITY



CAREGIVERS

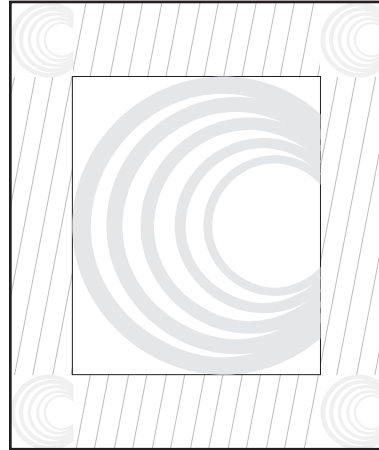
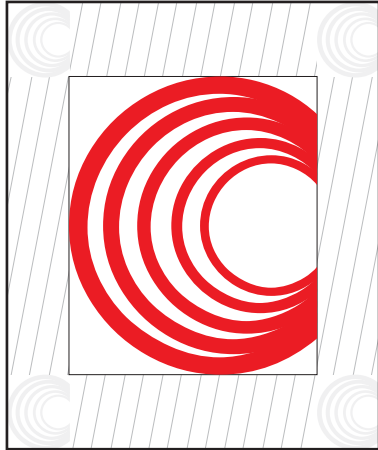


COMMUNICATE



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Safe Area

There are smaller sizes to use the symbol and logo. To ensure that the symbol and logo are legible, it is important to place them inside a space of sufficient size. The distance from the symbol and logo zones to other symbols and objects in the layout along the vertical must be no less than the X-height taken from the logo, and no less than two-letter X's along the horizontal.



10mm - minimum height
when printing at 300dpi



32px - minimum height
for screen resolution



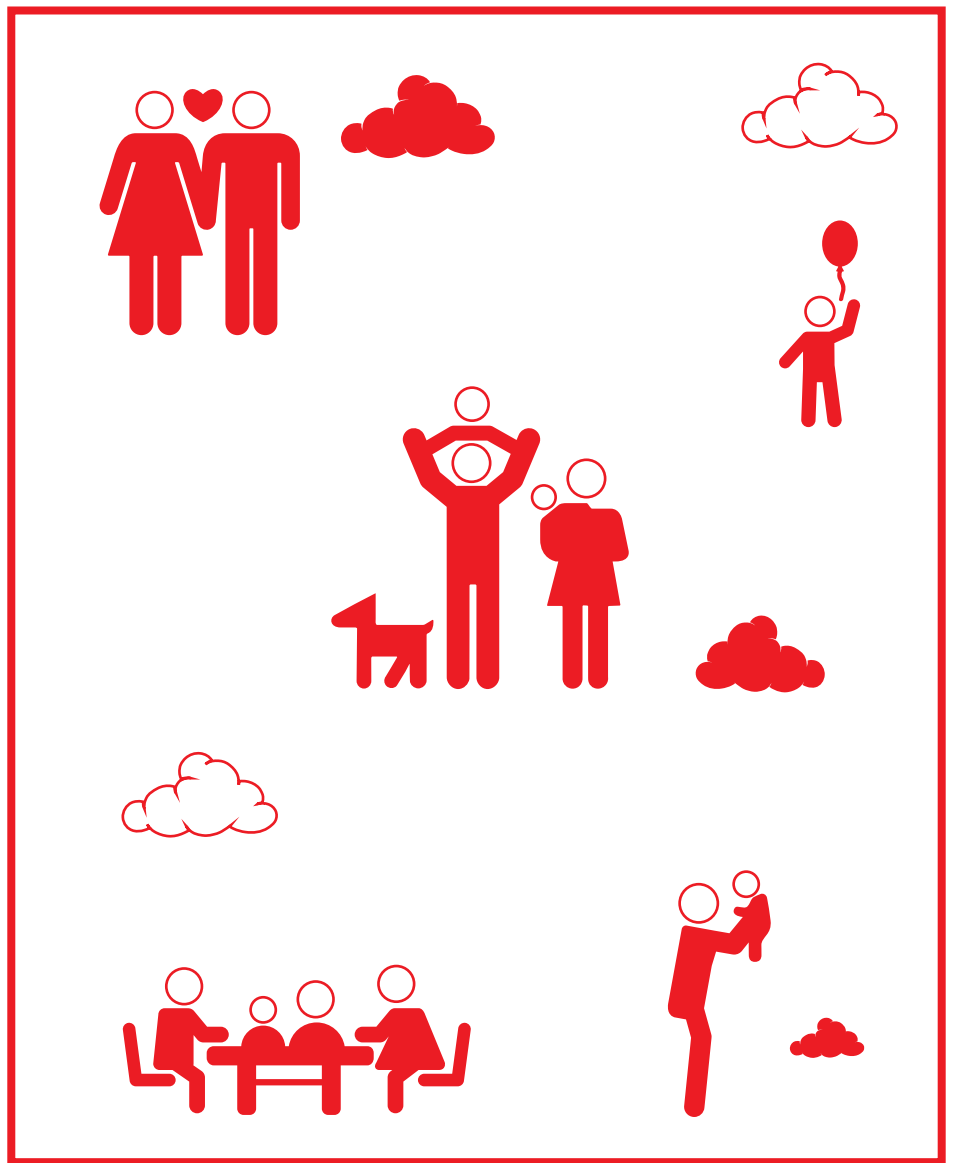
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About Pictograms

A visual language developed for people with limited or no ability to speak, read, and write. See these icons to understand their messages. In addition to illustrations, they may contain meaning that has been formatted in accordance with the provided examples.





Match with Typeface

Creative work needs to be mixed and matched. It is because processes and paper types may impact the result. I used the font primarily for series play. These fonts are recommended for use mainly in with Futura typeface communications.



COVID-19

COVID-19 (Elephant Font)



CRISIS

CRISIS (Colonna MT Font)



COMMUNITY

COMMUNITY (Fugaz One Font)



CAREGIVERS

CAREGIVERS (Georgia Font)



COMMUNICATE

COMMUNICATE (Bloom Font)



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Icons Design

The basic design icons including consistency, legibility, and clarity. Web designers also call these icons vector. When reviewing icon sets presented to the website or print, we have a responsibility to make sure all premium icons on the website are of the highest attainable quality.



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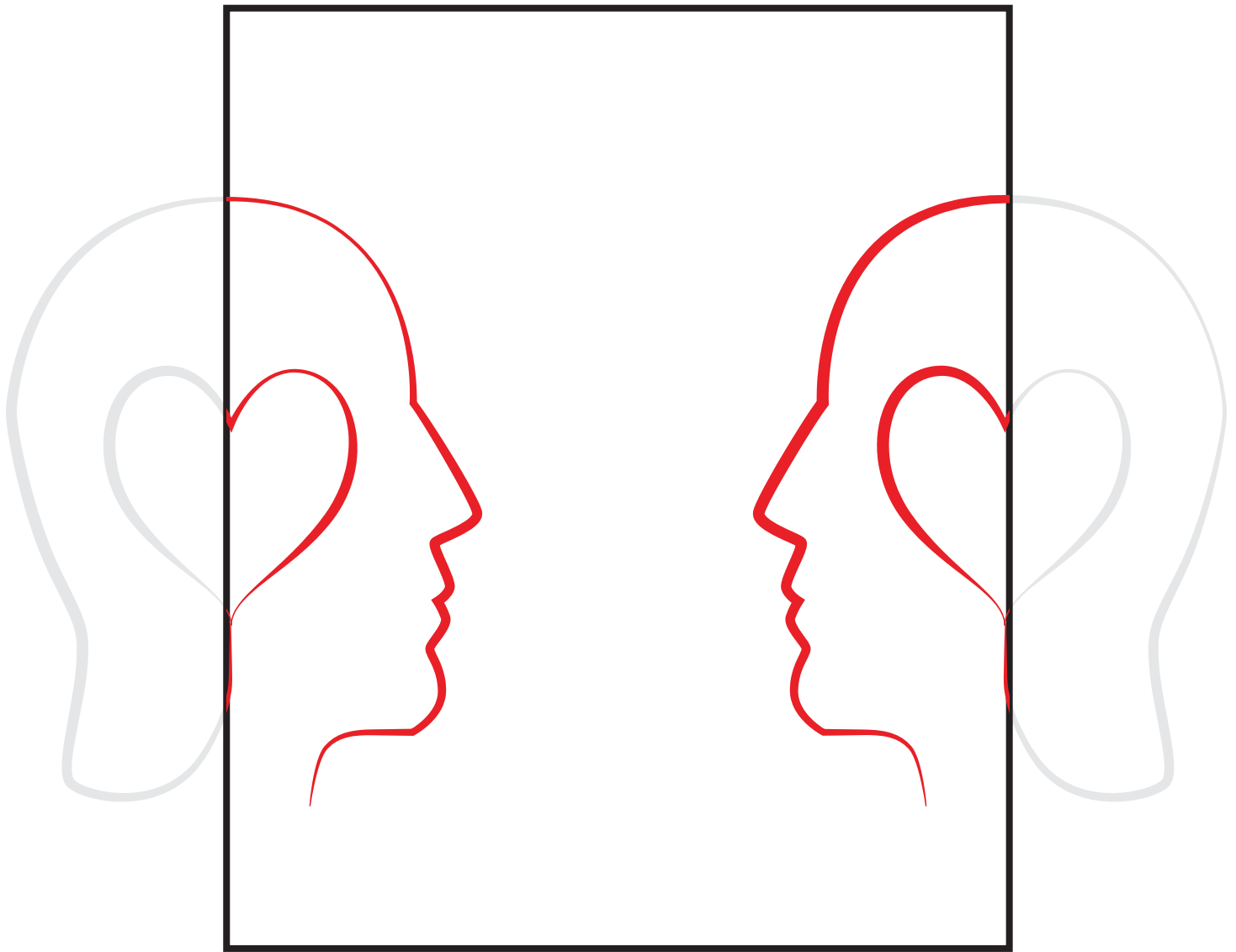


Illustration Style

The main illustration style consists of outlined human shapes created using spot colors to convey a message. Please note the simplicity of the human face fills with brushstrokes. An illustration must always be understood by connection and represent our community, as well as by the textual part of the message.



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Illustration Style 1

The main illustration style 1 consists of how to simplify our lives. And also discover positive images to share out.

Take a shower to make yourself comfortable during this pandemic.



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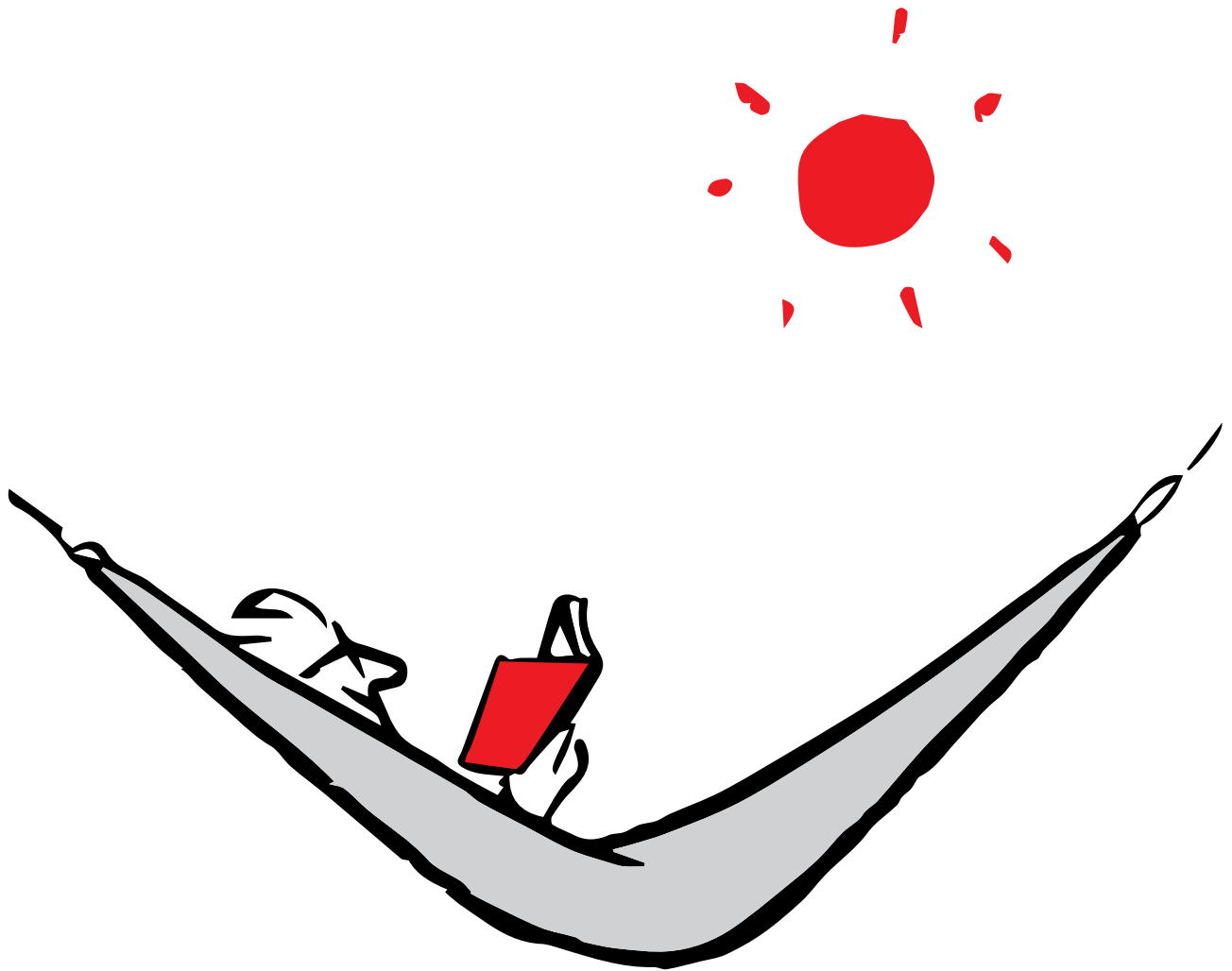


Illustration Style 2

The main illustration style 2 consists of how to stay calm our lives. And also discover positive images to share out.

Relax when it is a sunny day during this pandemic.



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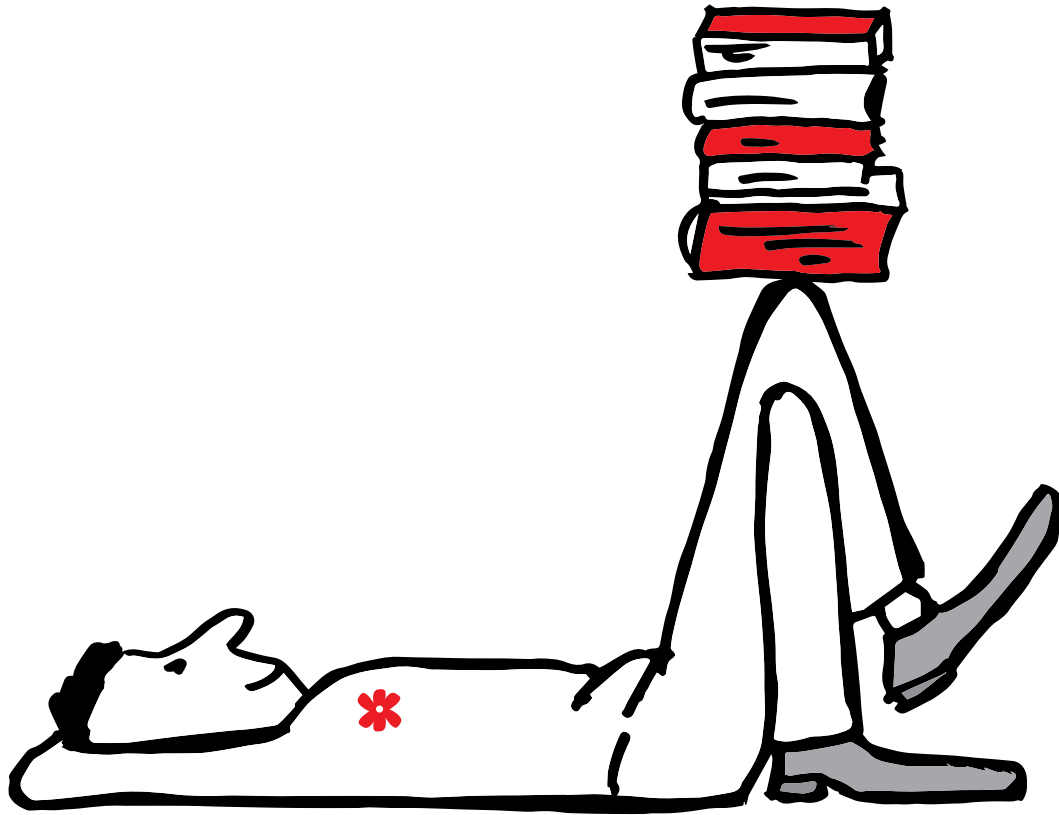


Illustration Style 3

The main illustration style 3 encourage us stay home. And also discover positive images to share out.

Simple life is even more important during this pandemic.



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