

COMM1790

PORTFOLIO

Student ID: 201791772

ASSESSMENT 1A

Logo and Style Guide

Brand Statement



North America Travel Service is a privately owned company with 50 years of experience designing customised travel services. The group brings a wealth of knowledge and a strong enthusiasm for North America to the table. To ensure that clients receive objective, first-hand information from informed specialists, the sales team has travelled to this large continent multiple times for both familiarisation tours and personal vacations. For all kinds of travel, North America Travel Service offers its customers superbly designed plans.

This style guide outlines the rules and standards for writing and designing content, ensuring a consistent brand presentation.

Brand Statement



- TRAVEL SERVICE -

The redesigned company logo features the Earth, the North American continent, and an aeroplane. The Earth is outlined in blue, symbolising the oceans. The deep blue hue of the original logo is still present on the North American continent, signifying the attraction of the unknown and encouraging clients to learn more about and explore this enormous region. The bright red colour of the aeroplane represents the company's employees' dedication. The colour's striking contrast with blue immediately highlights the plane, which emphasises the idea of travel service. At the bottom of the logo, the words "Travel Service" are displayed in bold, sturdy font, adding a sense of professionalism and reliability.

Sizing and Margining

The logo's minimum size must not be less than 2×2.2cm (0.8×0.9 inches) to ensure that the content within it stays readable. As the logo is used correctly, there is no upper limit on its size.

A blank margin is necessary to keep the logo's components from mixing with other materials because the edges are filled with text and details. For the smallest logo size, the margin width should be 0.2cm (0.08 inches), increasing proportionally as the logo enlarges, with a maximum width of 3cm (1.2 inches) for larger sizes.



Positioning



The logo can be positioned in the centre of the page, centre aligned, if the content takes primacy over it.

When the logo is smaller, aligning it with the page edges is suitable, ensuring the margin is maintained as specified.

Versions

The logo can be converted to the above format when black-and-white printing is required. Please note to apply the white border with black text on a white background and the inverse for a black background.



Colour

The logo uses a total of three colours plus white. The digital and print formats for these three colours have already been provided, and no alterations to these four colours are permitted.



7ECBD5
R126 G203 B213
C51 M0 Y18 K0



E60012
R230 G0 B18
C0 M100 Y100 K0



172C52
R23 G44 B82
C100 96 Y55 K13

Typography

The font used for “- TRAVEL SERVICE -” in the logo is Copperplate Regular. This is the only font allowed to be used in the logo.

Please note that this font does not have lowercase letters, the only distinction is in the size of the letters. All text in this logo is in uppercase.

1 2 3 4 5 6 7 8 9 0

! @ # \$ % ^ & * () - = : ” ?

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

Usage



Do **NOT** place on a cluttered background.



Do **NOT** place on an unsuitable background colour.



Do **NOT** change the logo colours.



TRAVEL SERVICE

Do **NOT** crop the logo.



Do **NOT** stretch or distort the logo horizontally / vertically.



- TRAVEL SERVICE -

Do **NOT** alter the logo's transparency.

ASSESSMENT 1B

Design for Social Change

LGBTQ+ Rights and Visibility

Social change and LGBTQ+ rights and visibility are closely connected. Advancing LGBTQ+ rights and increasing visibility are essential to social transformation, contributing to broader progress and inclusivity.

The LGBTQ+ movement has challenged traditional gender and sexual orientation norms, promoting cultural and legal change. From anti-discrimination laws to marriage equality, these efforts have advanced equality and encouraged society to embrace diversity. Increased LGBTQ+ visibility in art and culture has enhanced understanding and acceptance. The movement has also drawn attention to marginalised groups and fostered greater openness, laying the foundation for wider social progress in fairness and human rights.

Size: 1280 × 640 pixels

Software: Illustrator

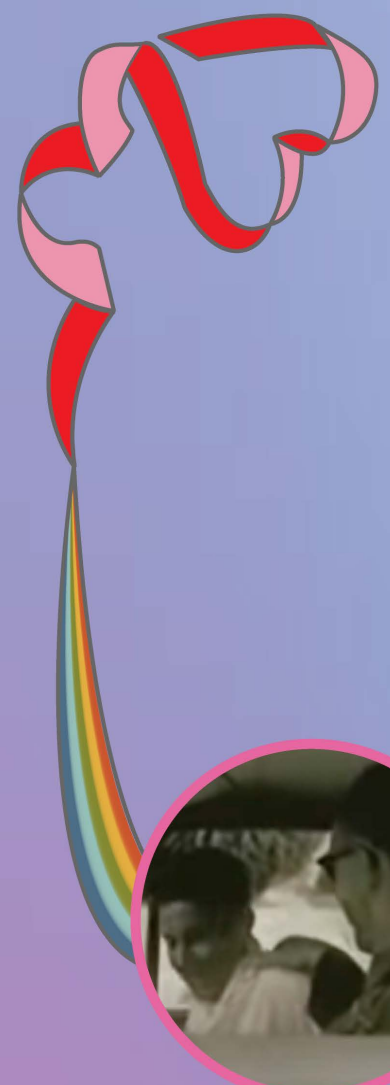
Format: PNG

Compression: Lossless

Resolution: 72DPI

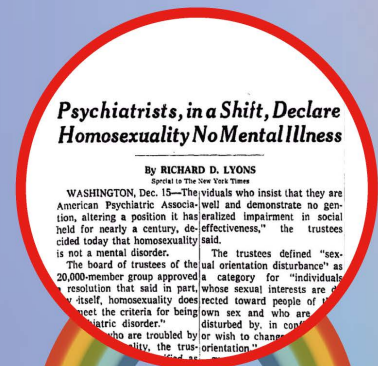
Colour Mode: RGB

LGBTQ+ RIGHTS and VISIBILITY



1961

A US short film portrays a young man sexually assaulted by a homosexual driver, advocating for heteronormativity.



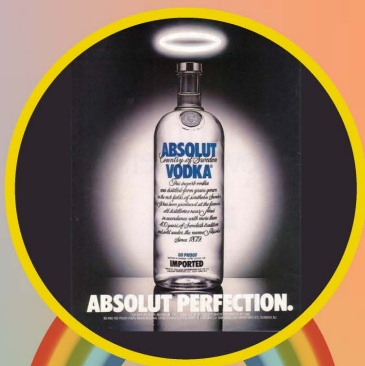
1973

The American Psychiatric Association declared homosexuality not a mental illness.



1978

The rainbow flag, symbolising gay pride, debuted in San Francisco.



1981

Absolut Perfection ads in The Advocate promoted LGBTQ+ diversity and inclusivity.



2001

The Netherlands legalised same-sex marriage and adoption rights.



2006

Washington Mutual pioneered by supporting a gay couple, David and Michael.



2014

Pride shows LGBTQ+ activists joining coal miners in the 1984 UK strike.

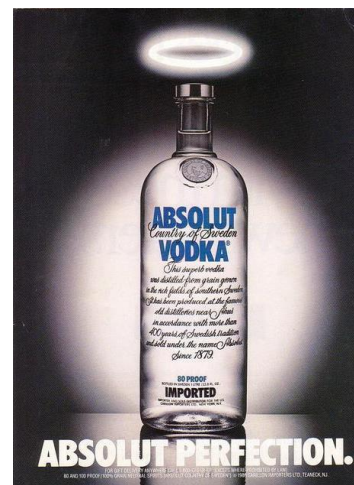


2016

Moonlight, about Chiron, became the first LGBTQ+ film to win Best Picture.

To Be Continued...

Additional image assets (click to view)



Psychiatrists, in a Shift, Declare Homosexuality No Mental Illness

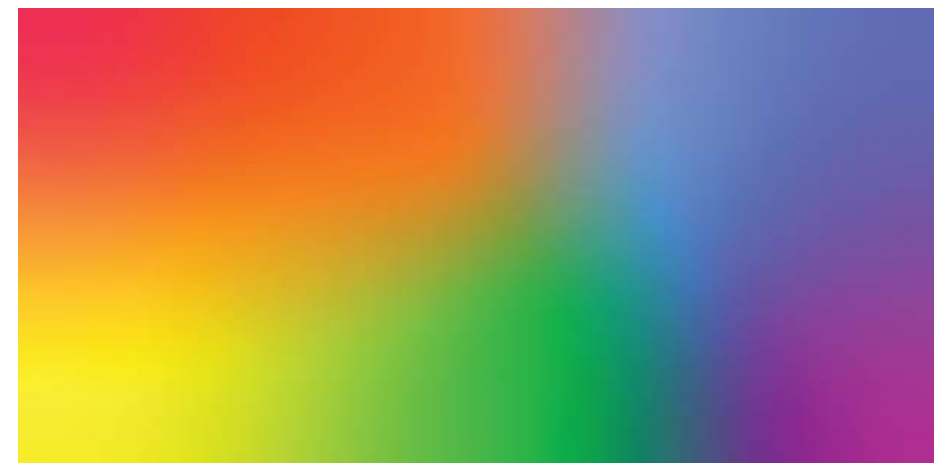
By RICHARD D. LYONS
Special to The New York Times

WASHINGTON, Dec. 15—The American Psychiatric Association, well and demonstrate no gen- tion, altering a position it has held for nearly a century, de- effectiveness," the trustees cited today that homosexuality is not a mental disorder.

The trustees defined "sexual orientation disturbance" as a category for "individuals whose sexual interests are directed toward people of their own sex and who are either disturbed by, in conflict with or wish to change their sexual orientation."

The semantics of the resolution and exactly how it differed from the association's previous position were challenged by re-

Continued on Page 25, Column 1



ASSESSMENT 1C

Speculative Futures

MuscleGuard



As people value improving their quality of life, many turn to fitness to enhance their health. However, fitness carries three key risks: beginners may overexert themselves due to poor intensity control, heavy weightlifting without proper support can cause injuries, and muscle strain is common. This product is designed to address these risks and provide a safe, effective fitness experience.

The design primarily uses blue, symbolising calmness, reliability, and professionalism, aligning with our “scientific, safe, and efficient” principle. Blue also creates a focused atmosphere, helping users avoid distractions and accidents.

On the homepage, the product name and slogan are highlighted in bright orange, a complementary colour to blue, ensuring key information stands out. The background features a radiating balance pattern to emphasise core elements.

The second page introduces the product’s structure and functionality, with a blue wave-patterned background. Non-highlighted sections are dimmed in dark grey to focus attention on the featured content.



MuscleGuard

Your Safe and Efficient Training Assistant

Adheres to muscles, analyses movement precision and force in real-time, and customises training plans. With elastic fabric and liquid metal tech, it protects against strains and overexertion. Monitor muscle activity via your phone and achieve your fitness goals safely and efficiently!

Size: 600 X 715 pixels

Format: PNG

Resolution: 72DPI

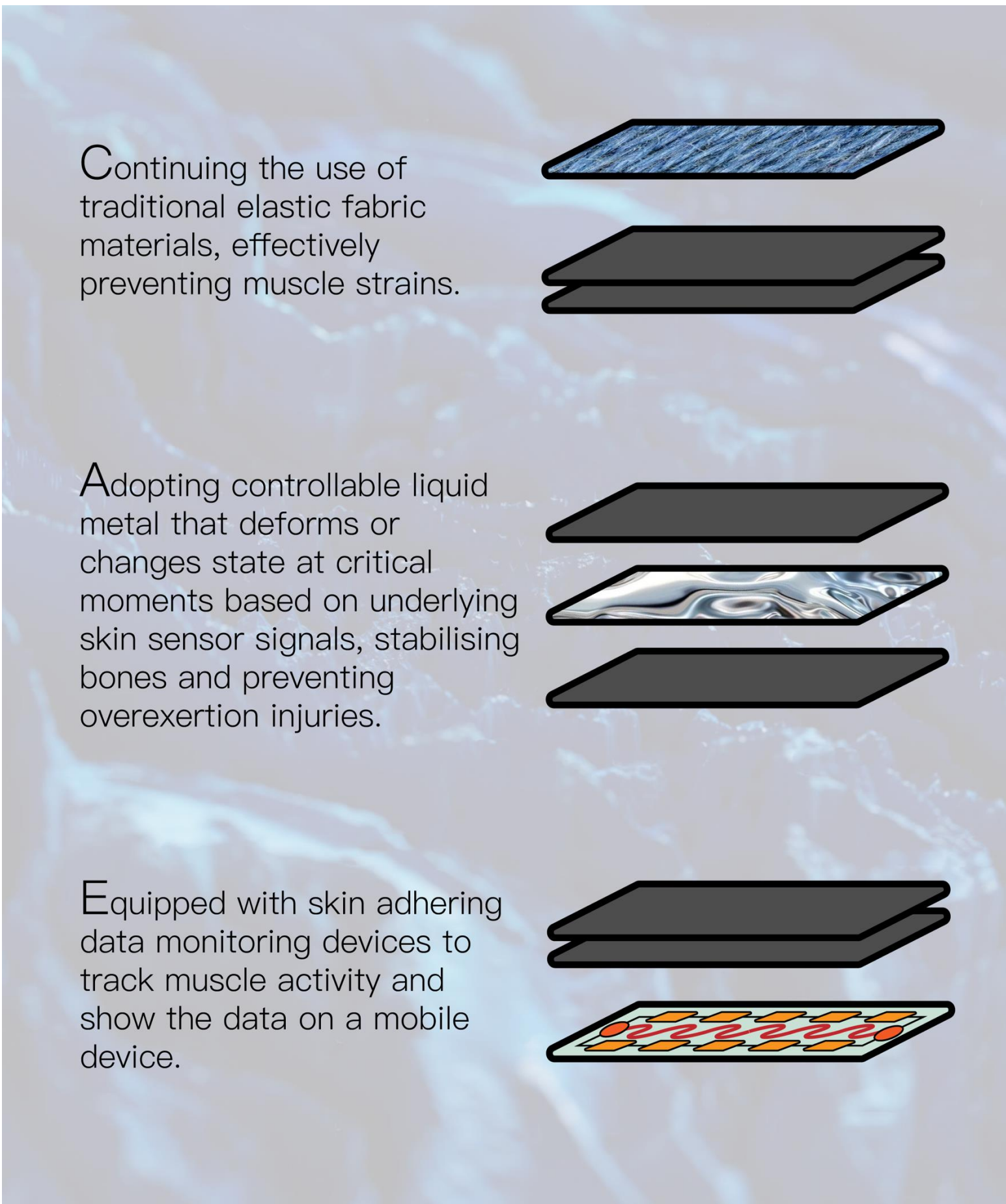
Software: Illustrator

Compression: Lossless

Colour Mode: RGB

Additional image assets (click to view)





Size: 600 X 715 pixels

Format: PNG

Resolution: 72DPI

Software: Illustrator

Compression: Lossless

Colour Mode: RGB

Additional image assets (click to view)



ASSESSMENT 1D

Multiformat Campaign

WEIFANG KITE FESTIVAL



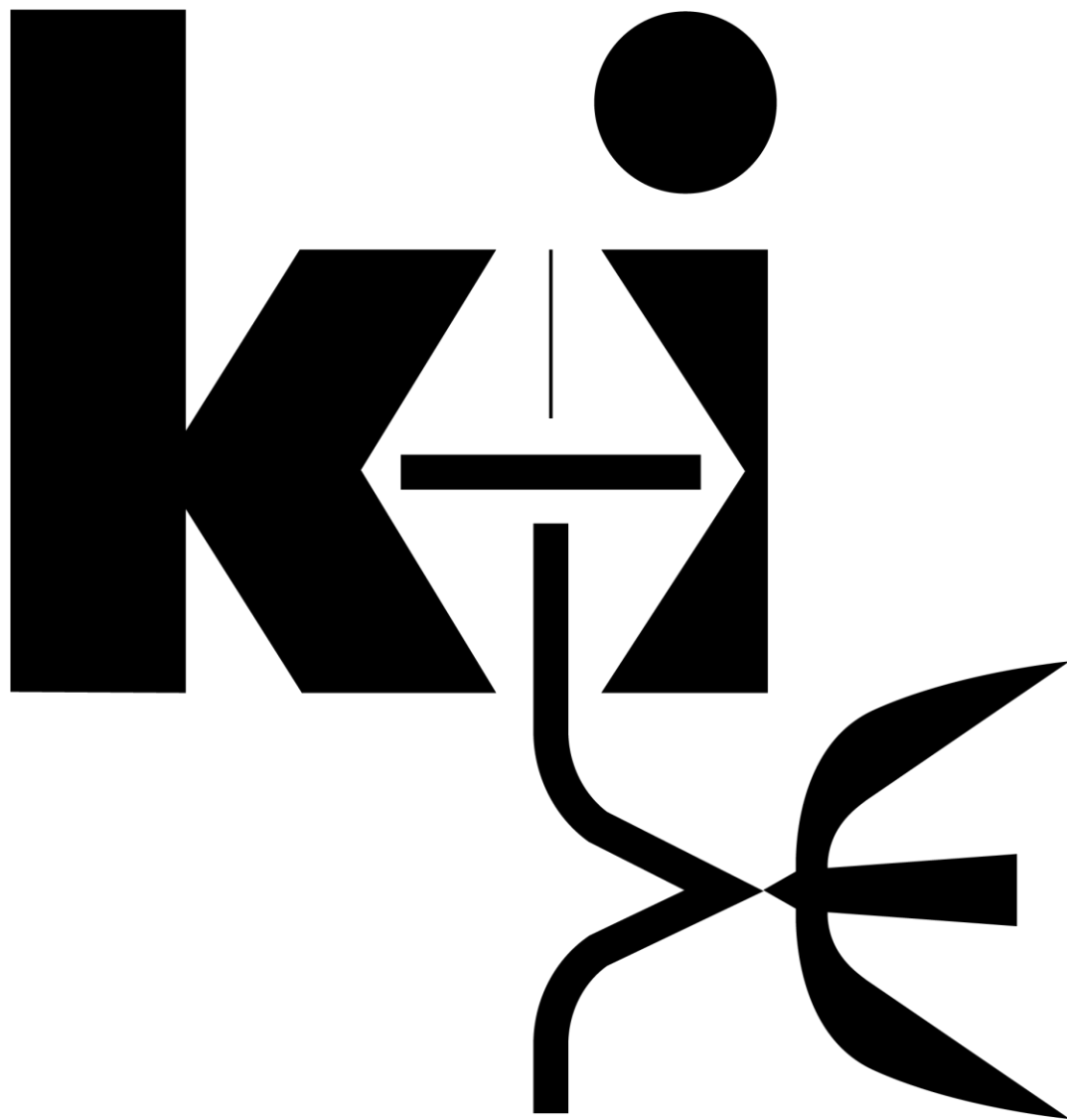
Weifang, known as the “Kite Capital of China”, is famous for its profound kite culture and rich historical heritage. It was chosen as the event location for this Multiformat Campaign because it embodies the perfect blend of tradition and modern energy. By creating a kite cultural event in Weifang, the project aims to highlight local heritage, showcase the city's identity and cultural confidence, and provide attractive and special content to promote kite traditions and regional culture.

The festival design adopts green and beige as its primary colours. Green symbolises energy and hope, reflecting the vitality we wish to bring to participants. Meanwhile, beige preserves the traditional kite style, adding a cultural touch.

The poster features a Chinese calligraphic character “鸞”. The horizontal and diagonal strokes of the character resemble a kite's frame, and the added strings create a sense of the character taking flight.

The webpage is divided into five sections to present the event details. Key software used includes Illustrator and Photoshop. Along with Illustrator's “3D and Materials” tool, transforming flat graphics into 3D designs, enhancing the overall visual appeal.

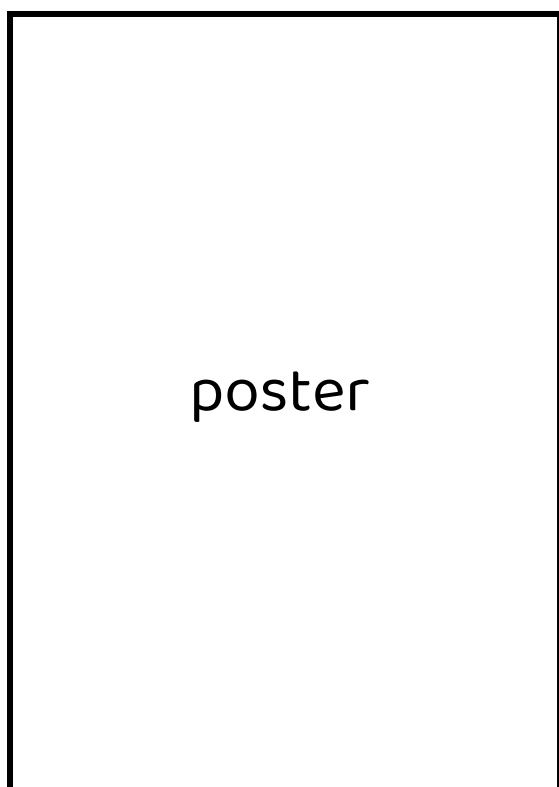
LOGO



Software: Illustrator Format: SVG
Colour Mode: RGB

Basic design information

(detailed designs are on the following pages)



Software: Illustrator
 Format: TIFF
 Compression: Lossless
 Colour Mode: CMYK
 Size: 297 X 420 mm (A3)
 Resolution: 300 DPI



Software: Illustrator
 Format: TIFF
 Compression: Lossless
 Colour Mode: CMYK
 Size: 200 X 80 mm
 Resolution: 300 DPI



Software: Illustrator, Photoshop
 Compression: Lossless

Format: PNG
 Colour Mode: RGB

Size: 1280 X 640 pixels
 Resolution: 72DPI

**WEIFANG
KITE
FESTIVAL**



2025

0 2 / 0 3

Vernal Equinox

Weifang Culture and Art Center

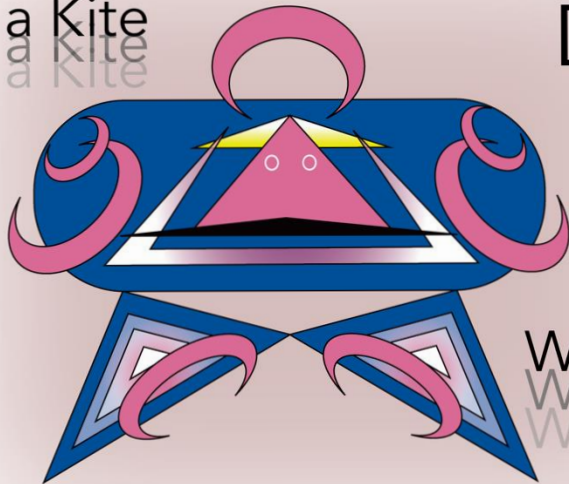
FLY A KITE AT WEIFANG



THE WORLD CAPITAL OF KITES

VIP
Ticket

Fly a Kite
Fly a Kite



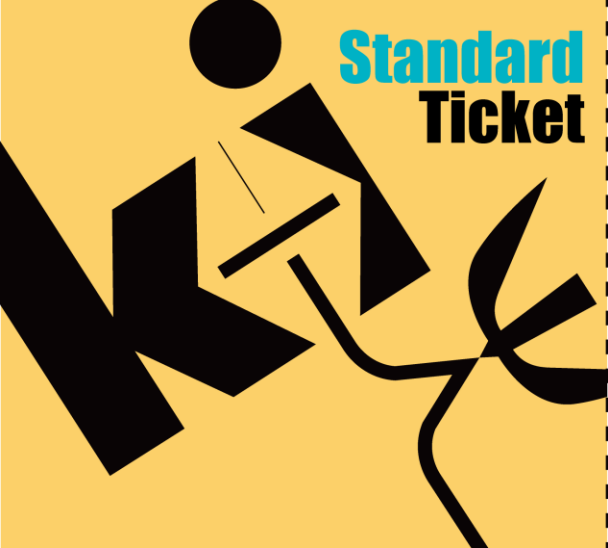
Date

2025

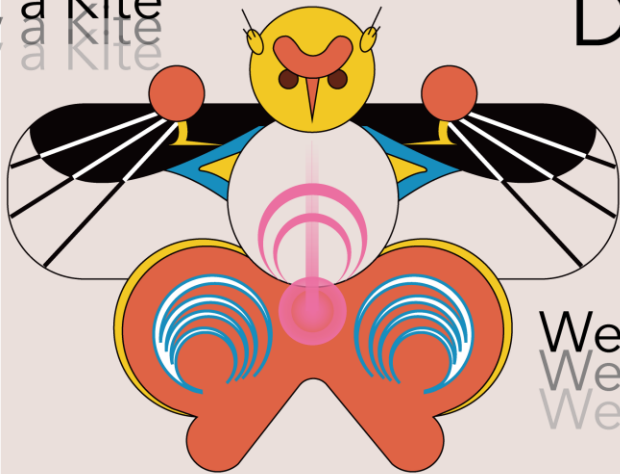
02.03

at
Weifang
Weifang
Weifang

**Standard
Ticket**



Fly a Kite
Fly a Kite



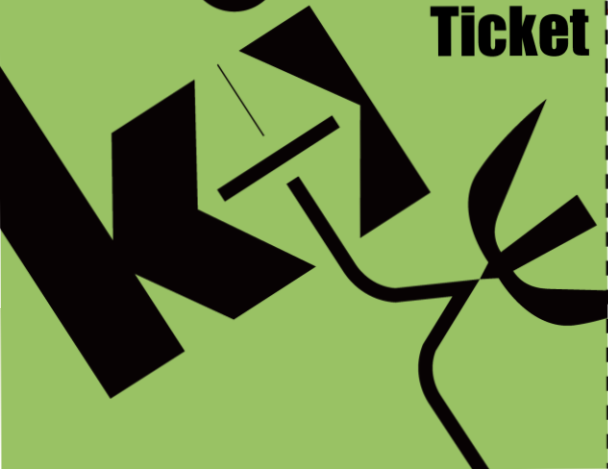
Date

2025

02.03

at
Weifang
Weifang
Weifang

**Discounted
Ticket**



Fly a Kite
Fly a Kite

Date

2025

02.03



at
Weifang
Weifang
Weifang



WEIFANG KITE FESTIVAL

GET TICKETS

Weifang Kites – Feel the Breeze, Fly with Ease.

About the Event

Taste Weifang Cuisine

From traditional snacks to regional delicacies, let your taste buds explore the culinary heritage of the city.

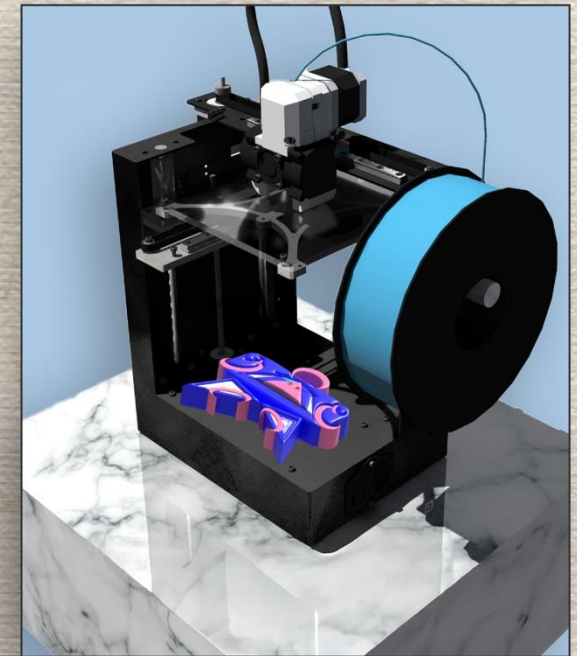
[#LocalFlavours](#) [#Foodie](#)



3D-Printed Kite Models

Explore the art of modern kite-making by printing and customising your own 3D kite model.

[#Innovation](#) [#DIYFun](#)



Fly a Kite

Enjoy flying kites and support the environment by choosing eco-friendly materials.

[#EcoFriendly](#) [#OutdoorFun](#)



Visit the Kite Museum

Uncover the art and history of kites, marvel at intricate designs, and learn about their cultural significance.

[#Heritage](#) [#Art](#)

Get Your Tickets Now



Fly a Kite
Fly a Kite



Date
2025
02.03

at
Weifang
Weifang
Weifang

VIP Ticket Guidelines:

- All-Access Pass.
- Free one 3D printed small kite model (up to 30g).

[Book](#)

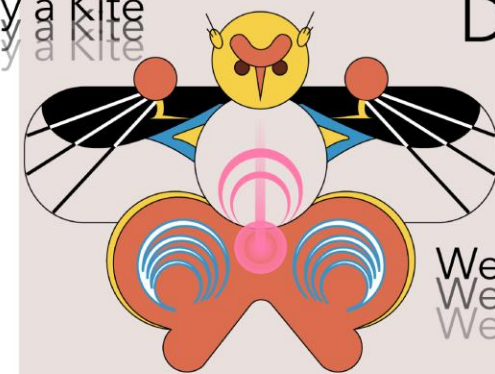
Standard Ticket Guidelines:

- All-Access Pass.

[Book](#)

Standard
Ticket

Fly a Kite
Fly a Kite



Date
2025
02.03

at
Weifang
Weifang
Weifang

Discounted Ticket

Fly a Kite
Fly a Kite



Date
2025
02.03

at
Weifang
Weifang
Weifang

Discounted Ticket Guidelines:

- All-Access Pass.
- Valid for students, seniors, or specific groups.
- Proof of identity required.

[Book](#)

Recommended links:

[Weifang Museum](#)

[Weifang Culture and Tourism Bureau](#)

[Weifang Art Museum](#)

Contact Us: +12 3456 7890

Find Us Online: [Instagram](#) [YouTube](#) [Facebook](#) [Email](#)

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Chinese Tea Flavours

- Jasmine Tea
- Oolong Tea
- Pu-erh Tea
- ...

Discover More →



What's New?

Kite Pattern Blanket



Free Gift

with Purchases Over £15

Reusable Fabric Bags →



Recommended links:

[Weifang Museum](#)

[Weifang Culture and Tourism Bureau](#)

[Weifang Art Museum](#)

Contact Us: +12 3456 7890


Find Us Online: [Instagram](#) [YouTube](#) [Facebook](#) [Email](#)

About Us


We hope to celebrate culture, creativity, and community during the Weifang Kite Festival.


Beyond just showcasing kites, the festival serves as a bridge between countries, a celebration of imagination, and confirmation of the enduring charm of this ancient art form. Join us in exploring the colourful skies and rich heritage of Weifang.


Weifang Culture and Art Center


Activity Center for the Elderly · 


Overview
Brief introduction



Route



Save



Nearby



Send to mobile phone

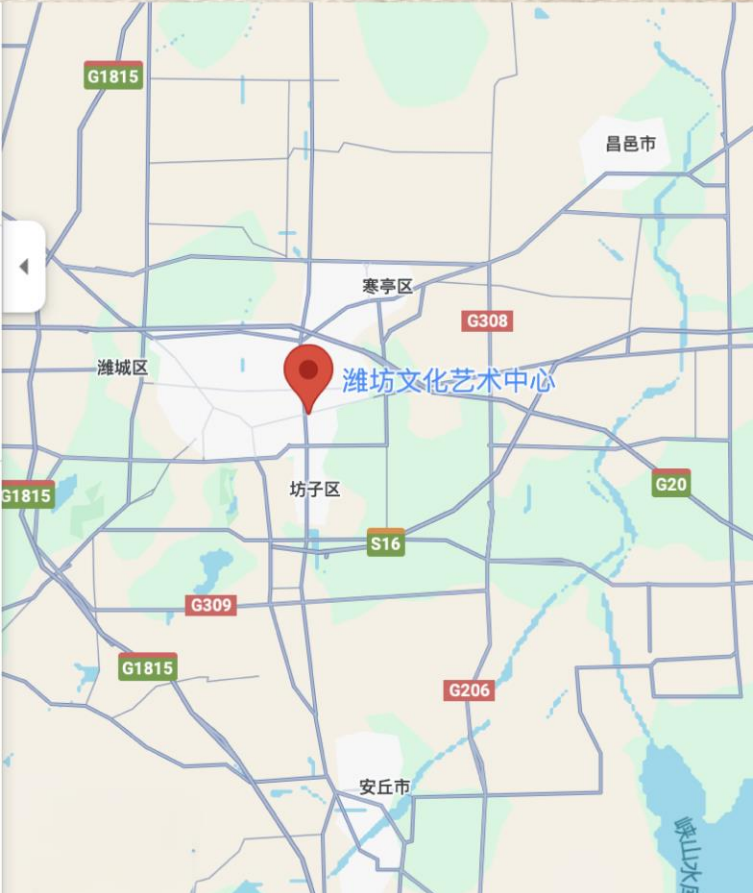

Share


 No. 5213 Dongfang Road, Kuiwen District, Weifang City, Shandong Province, China Postal Code: 261091

 +86 536 867 5502


 P526+6C Kuiwen District Weifang City, Shandong Province, China

 Declare the ownership of this merchant



Bus Services 

Take bus 3, 13, or 21 to reach the location.

Parking Areas 

Parking areas are by the north and east gates. Bicycle parking is in the northeast corner.



Recommended links:

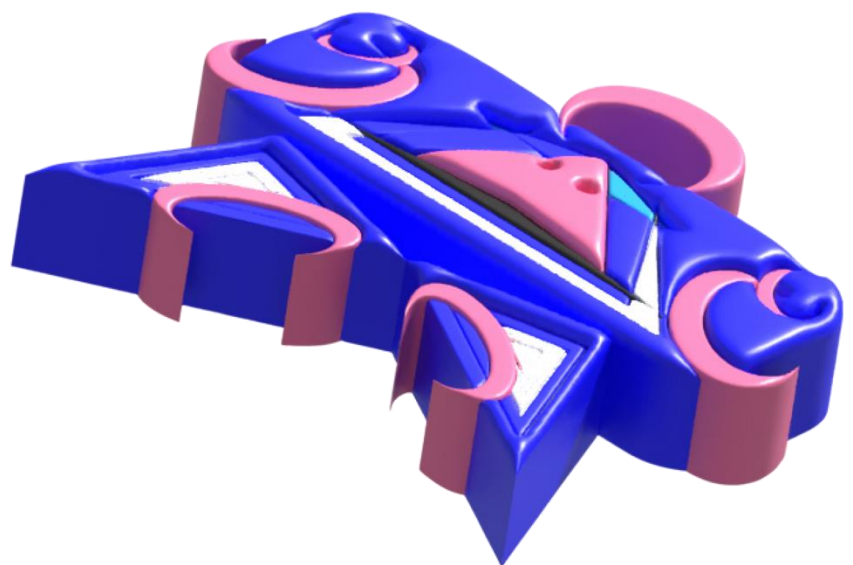
- [Weifang Museum](#)
- [Weifang Culture and Tourism Bureau](#)
- [Weifang Art Museum](#)

Contact Us: +12 3456 7890

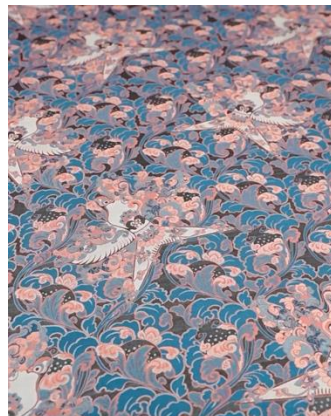
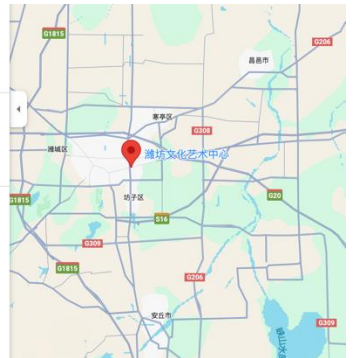
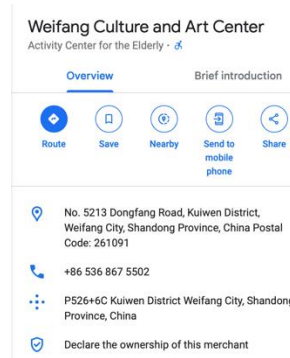
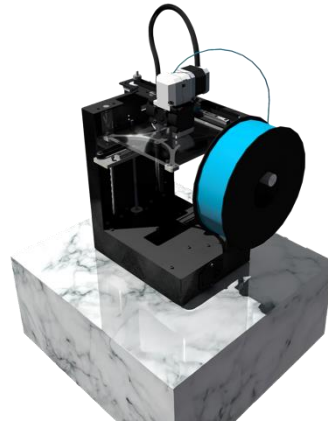
Find Us Online:    

Vector Graphics and Generated 3D Effects

(created in Illustrator)



Additional image assets (click to view)



Photoshop →



Photoshop →



(adapted from the poster)