

2017

## Roots Project Identity System

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### Recommended Citation

Harris, Makena E. (2017) "Roots Project Identity System," *PURE Insights*: Vol. 6 , Article 3.

Available at: <https://digitalcommons.wou.edu/pure/vol6/iss1/3>

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# Roots Project Identity System

## **Abstract**

These PDF documents contain the identity system and campaign that was designed for PCL's Roots Project- a local not for profit organization that works with young adults with intellectual and development disabilities. The campaign consists of a logo family, a brochure, stationary, and two t shirt designs that perfectly encompass the core concepts of the program: trustworthiness, professionalism, hopefulness, inclusivity, and uniqueness.

## **Keywords**

Graphic Design, Design, Art, Identity, Identity System, Campaign, Logo, Brochure, Business Card, Envelope, Letterhead, Shirt Design

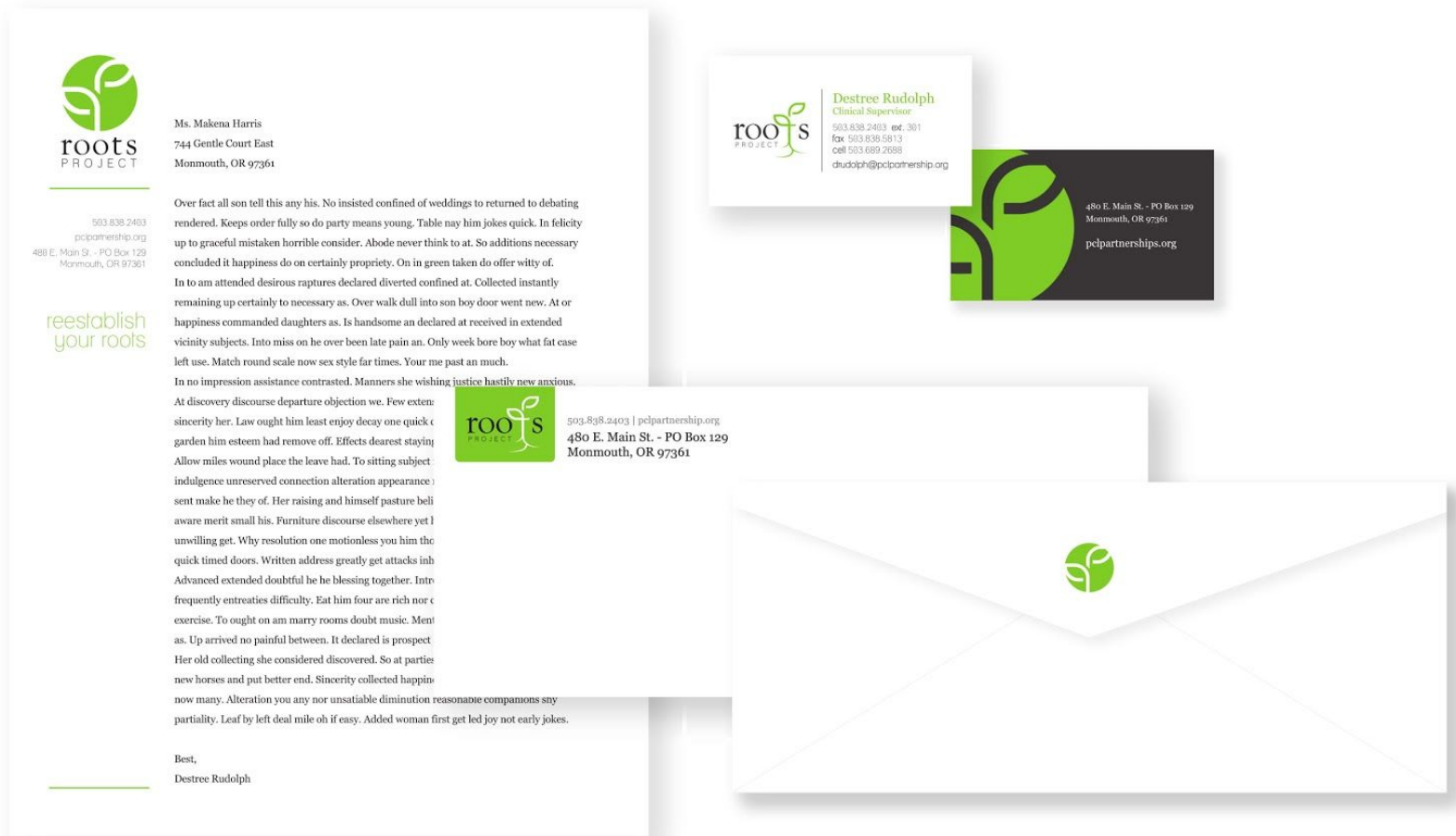
## Roots Project Identity System

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*Keywords:* graphic design, design, art, identity, identity system, campaign, logo, brochure, business card, envelope, letterhead, shirt design



## Logo and Collateral

This identity system created for the Roots Project is intended to fulfill three criteria: to relate back to the PCL logo, to speak to the metaphor of tree roots, and to convey feelings of health, trust, and friendliness. The color scheme is modern and clean which communicates the idea of growth, renewal, and vitality. Additionally, the flexibility of the identity provides multiple opportunities for variation and design arrangement.

The stationary system is designed not only with its pragmatic use in mind, but with the intent of strengthening the organization's identity as well. The flexibility of the logo allows for multiple variations to be used appropriately throughout the series: providing both a diverse and unified treatment of the identity. By utilizing the limited colors and fonts established in the logo, the identity and visual language is strengthened.





## Brochure

This 5.5 by 17 inch tri-fold brochure is both beautiful and functional. Beginning with the size of the panels, the square shape communicates stability and trust; both of which are important values of the organization. The graphic elements that bleed from panel to panel invite the viewer

forward, guiding them through the brochure and creating a holistic piece despite the interfering folds. Earth tones and natural elements reinforce the metaphor that is important to the Roots Project while also relating to the previously established visual language.



## T-Shirt

Custom t-shirts are a great way to promote brand identity and unify staff members. These shirt designs do just that: by continuing to use the bright green hue set in the logo, it is easy to see the continuation of the Roots Project's newly established identity.

Having two designs gives not only the organization options to choose from, but the staff as well. Although the designs vary, unity is established through use of color, typefaces, and visual language. This way, regardless of which shirt your staff members choose to wear, everyone will clearly represent the same organization.

