

Begin project -

Vibra, a company utilizing AI to enhance media quality. Think “Instagram filter” except their app/website automatically finds best use filters and improves overall quality without a need for user creative intuition.

Note this is a mock company for purposes to display branding and design skill only

Platforms utilized in the making of this project: Figma, Adobe Premiere, Adobe After Effects, Adobe Illustrator, Adobe Photoshop, Adobe InDesign, Google Drive

Project length: 36 hours, including this document.

Video clips and photographs sourced from pixabay

Organize design realms -

- Typography x
- Logo x
- Color Palette x
- Social Media x
- Web assets x
- Motion graphics x
- Iconography x
- Print Media x
- Style / Mood Research Board x
- Advertising Content x

Style / Mood Research Board

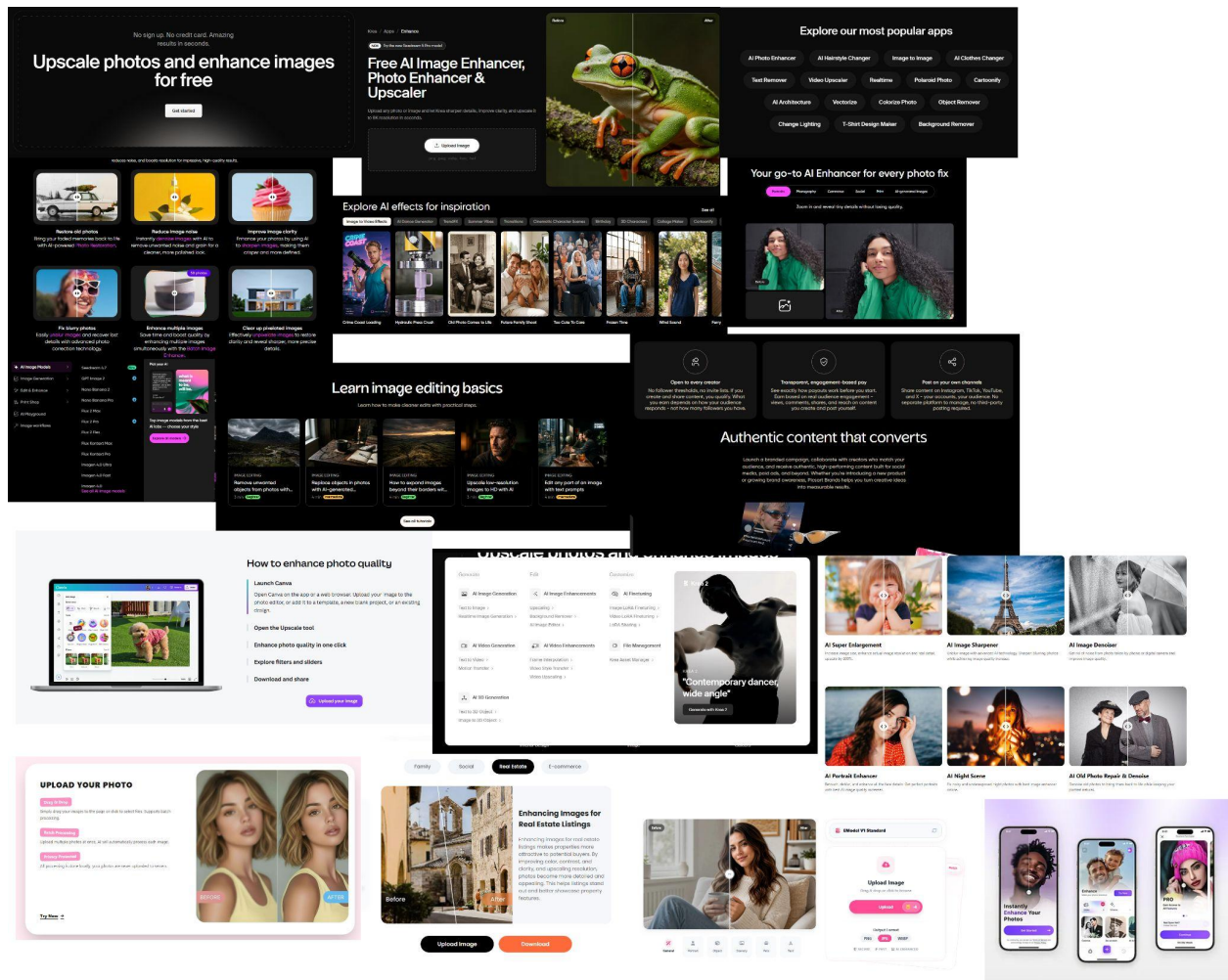
As a first thought you might think a company called Vibra should be using very bright and colorful aesthetics but actually it should be quite the opposite. This brand's identity should stay quite dim, using a mainly gray scale color palette with maybe a few hints of color. The reason being is it allows for the media this company enhances to speak for themselves and be the major focus of any branding material. In other words, the media should be the vibrant and colorful part while the overall brand aesthetic should compliment this with muted gray scale. Research of competitors proves this to be a true and working principle.

Competitors to reference:

[Krea.ai](https://krea.ai)

picsart.com

airbrush.com

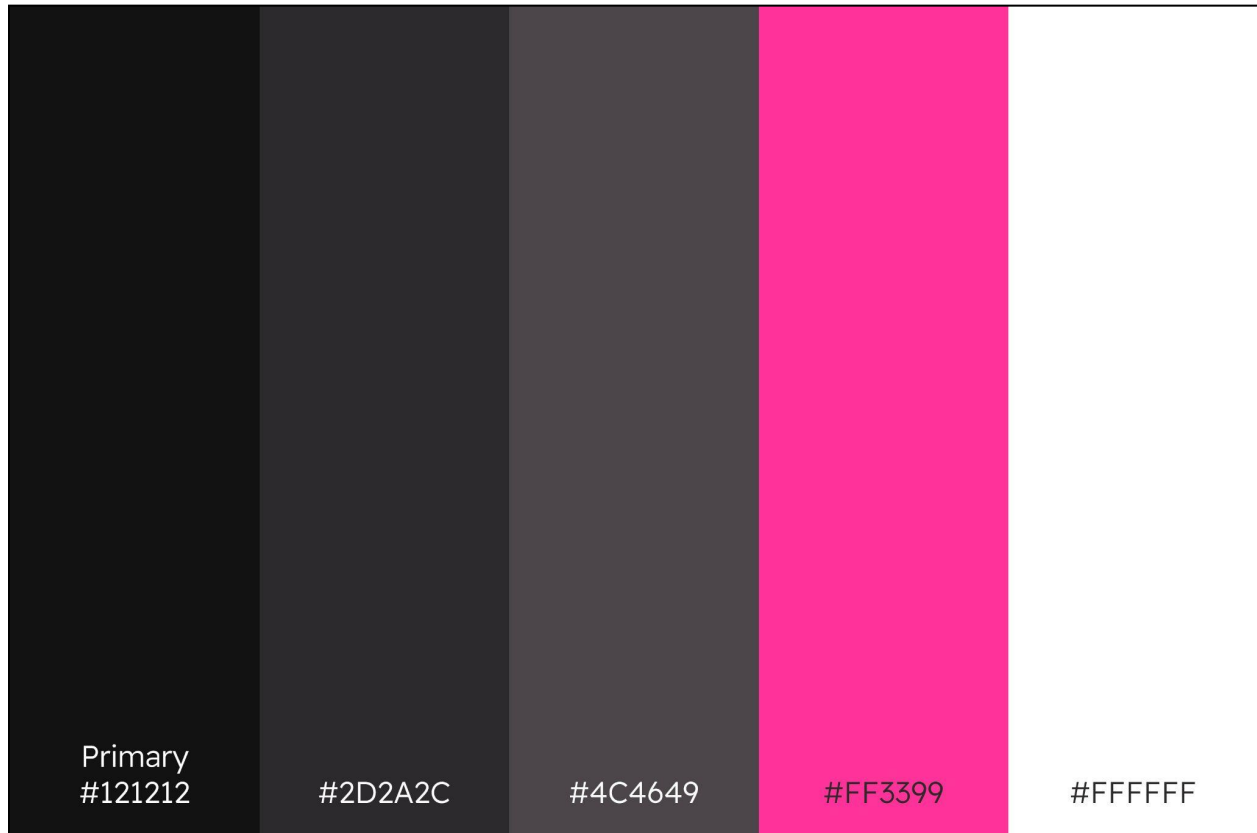


Further research shows successful companies in this industry pick generally between a bright aesthetic using whites and light grayscale with a splash of color or they go with a dark aesthetic with the same splash of color or white as a complimentary color.

Proceeding with dark aesthetics as vibrant photographs tend to stand out much stronger against a dark background. This darker aesthetic also provides a more professional and developmental appeal that has a more gender neutral target.

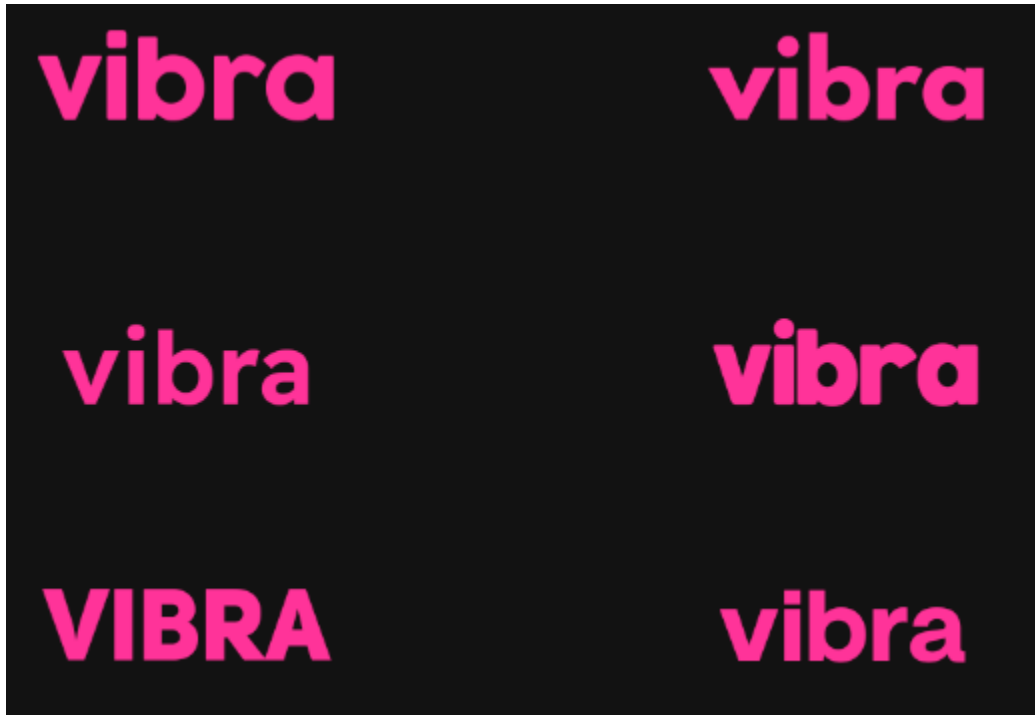
Color Palette

Primary focus will be on a dark palette with complimentary white tied with a “pop” color. Primary dark will need a secondary and tertiary color for layering assets. There is an argument for using pure white versus off-white. Ultimately I landed on pure white for two reasons: I am already using off-black as a primary color as well as a better look for use cases in which the primary dark off-black is used as text on a white background for any sort of “day mode” or other needs of a bright layout over a dark one. Pop color of choice was inspired by Instagram’s original color palette then adjusted to better compliment a dark aesthetic. This makes the pop color both relatable to the target audience and still keeps a new tech / modern image.

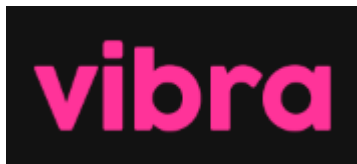


Logo

Aesthetics should stay minimal, sleek and modern. For the website landing page and most “full view” logo content, the logo should be the company name fully written, legible at an instant glance and stay clean. The color of the logo will use the pop color as a base with room to use either the full white or off-black in the color palette as alternatives for case by case scenarios. After looking through over 100 fonts, I landed on six options.

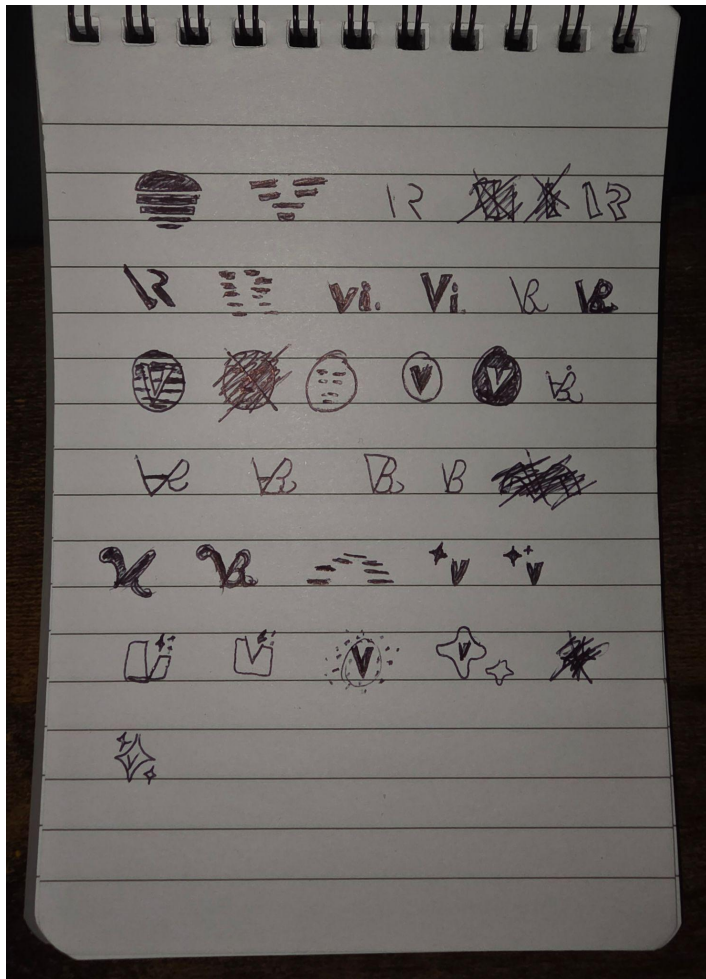


The reason for these options is because they all focus on being legible, modern and clean. Ultimately I first ruled out the “all caps” option. I decided this logo needs to be in full lowercase to lower the aggression of the logo. I then ruled out the bottom right option for having too sharp of corners and having too much of a “blocky” look. I then ruled out the middle right option for being “over bubbly”, it was too far in the other direction of sharpness. From the last 3 available, I decided to go with the top left option for its “slight rounded rectangle” look. I liked that the lowercase “i” was still using a square for its dot but was rounded. I also really liked the transition of the “r” and the “a” in this option. (Cocogoose Pro Regular)

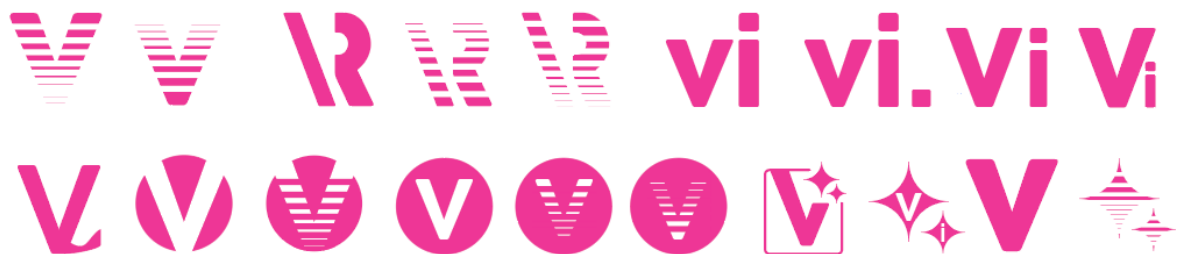


For “icon specific” and “half / partial logo” for things like app store icon, website tab icon, and so on, I needed to create a more compressed version of the logo. I started with a small

brainstorming session where I scribbled ideas into a memo pad.



These rough ideas gave me a starting point and from here, I picked out selections to develop into full concepts.



I had a difficult time deciding between the thickest portion of the gradient being on the bottom of the V or the top of it. After numerous iterations, I went with a bottom heavy visual. Reason for this was for its easier legibility from a distance / when it's shrunk down.



The other decision was how thick the gaps would be and how spaced apart the gaps would be. It was difficult to balance this as some variations looked more visually appealing but harder to read from a far distance. I inevitably reached a middle ground and finalized the logo icon.



Typography

Typography was developed post-logo creation deliberately to make for a much faster process on deciding best font types for the core copy that would be found on main channels such as the website.



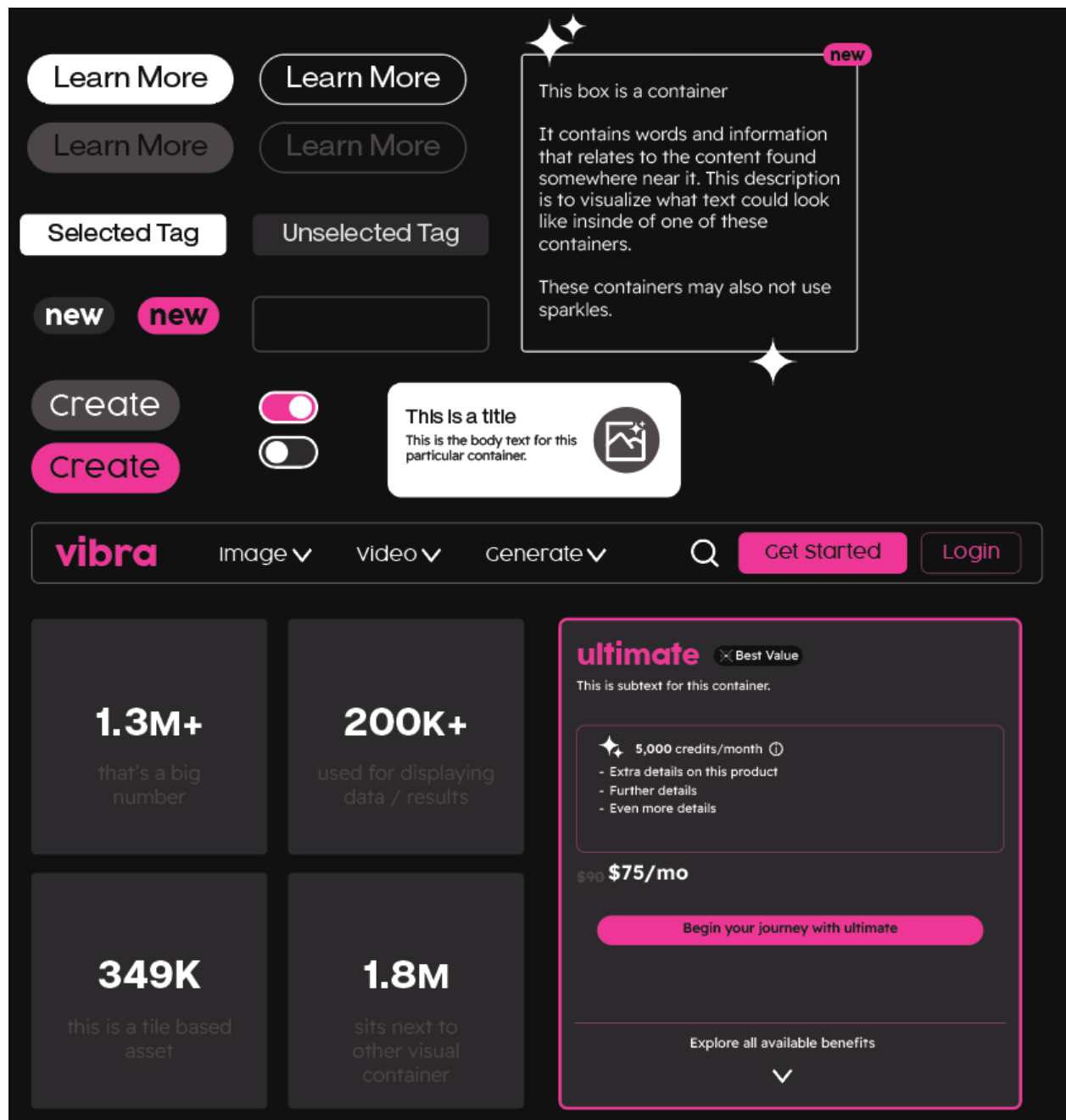
My choice of fonts was based around one simple principle - sharpness. The smaller the font gets, the sharper the font gets. This greatly improves legibility as the font size decreases. Fonts focused on staying within a similar design realm while improving sharpness, I did not at any stage want to reduce the modern aesthetic that the typography was retaining. I believe that these font choices achieved that goal. There's also not a lot of font variations to choose from. Overall I wanted to keep the fonts to a limited selection for use in order to maintain a consistent visual.

Iconography



Minimalistic style, utilizing an “outline” illustration style. Line thickness determined based on visibility when shrunk down to a very small size but wanted to keep a clean and thin aesthetic. Deliberate corner roundness to match overall theming with logo. Illustrations were designed to be immediately recognizable and generally follow design trends with other successful UI iconography to keep users from guessing what message an icon is trying to broadcast.

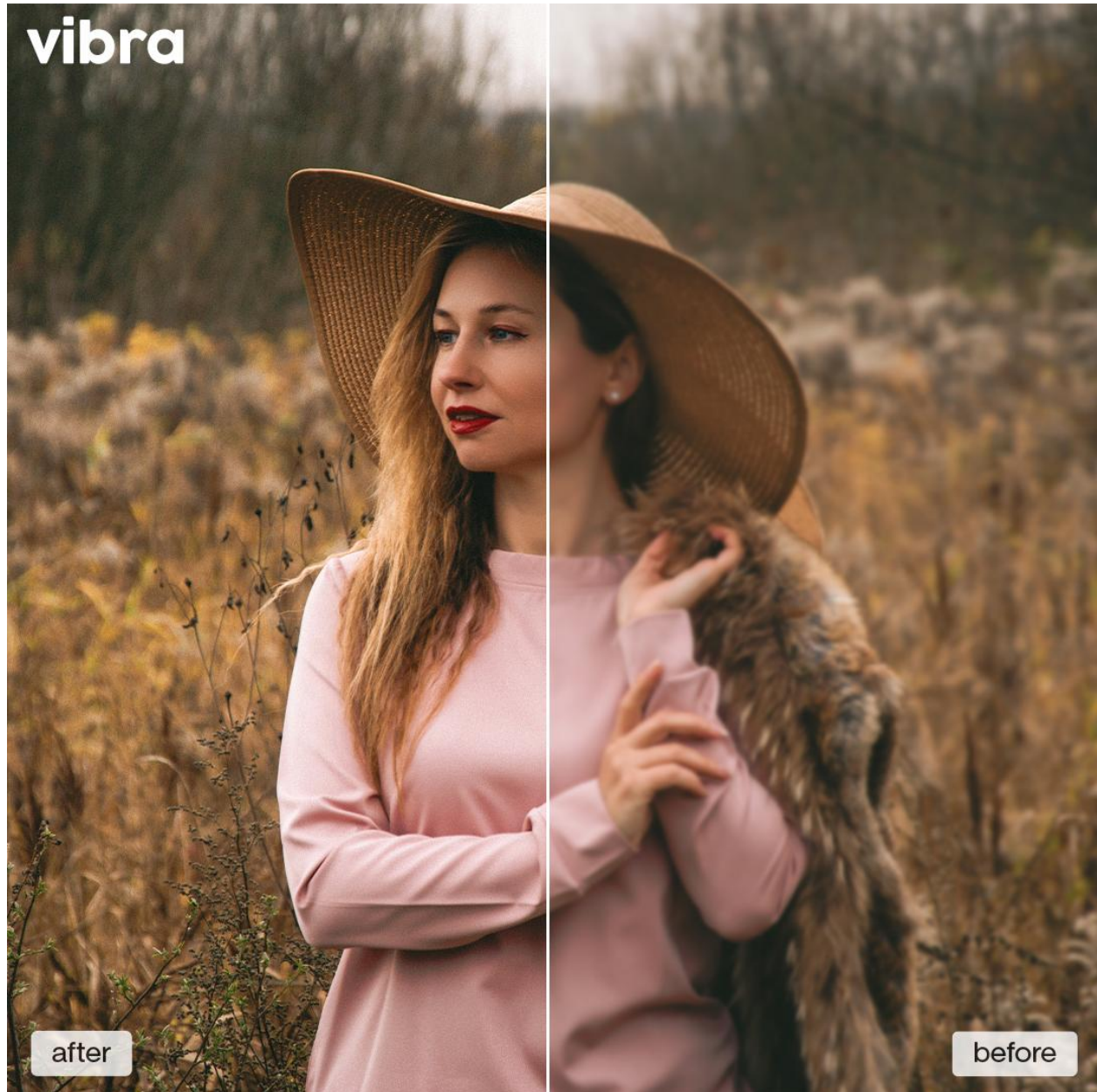
Web assets



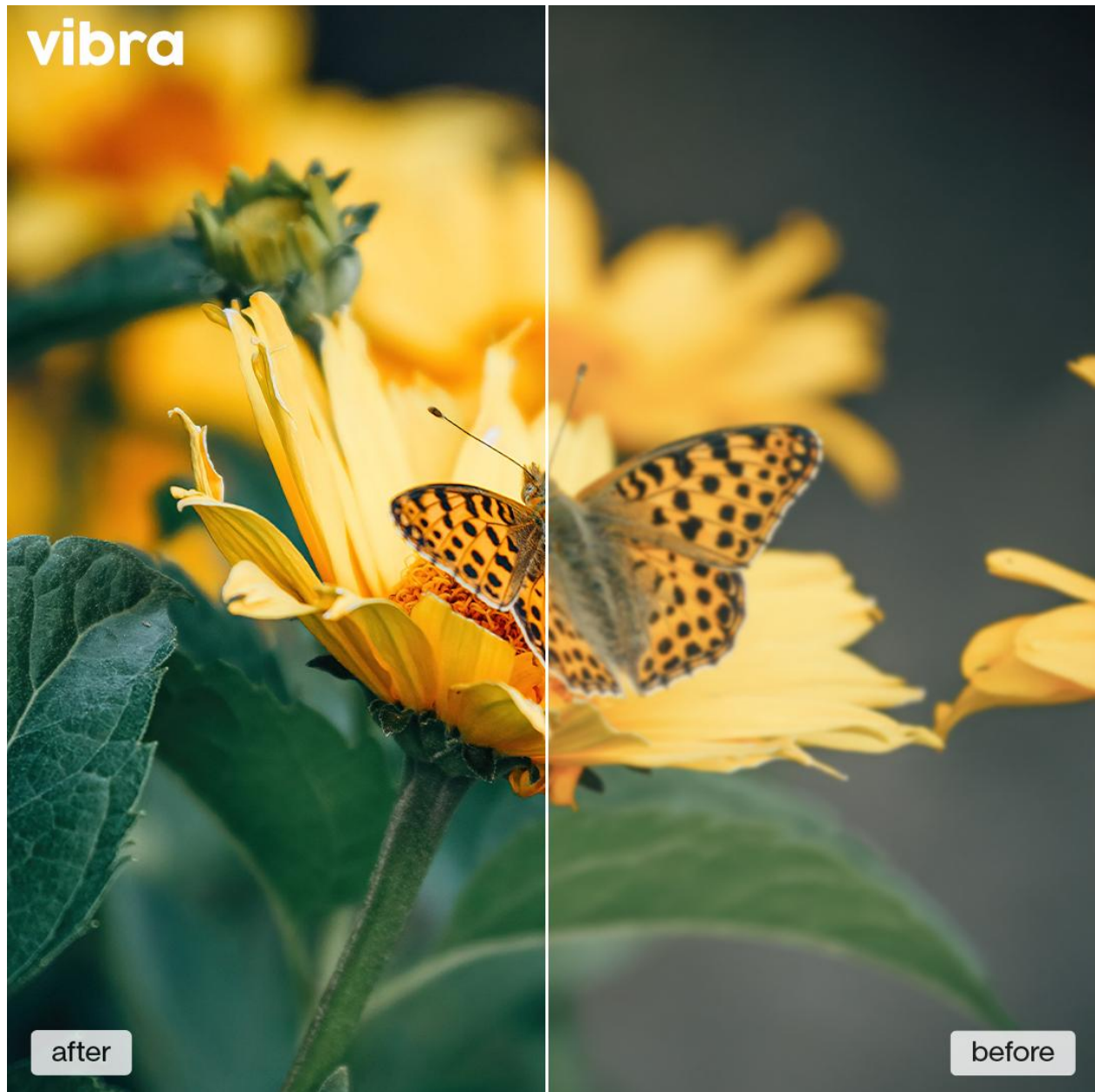
Utilizing developed typography, iconography, and color palette, I was able to develop various asset options for use on a website. Following this brand's trend of using a "sharp rounded" aesthetic mixed with some more rounded options for buttons. At this stage, I'm able to reassess the color palette and make certain that these colors are what I'm moving forwards with. Usually I tweak colors slightly but I am quite satisfied with how this palette looks still.

Social media

Most daily content for this platform would use “before and after photographs” displaying the effects of the AI enhancer. Although a majority of the post is a photograph, there are still critical design choices made. The before and after tag, the dividing line and how the signature should look. After numerous iterations, I landed on this style. Color choice of plain white to easily compliment any colors that are being shown on the social media platform’s UI / Feed.

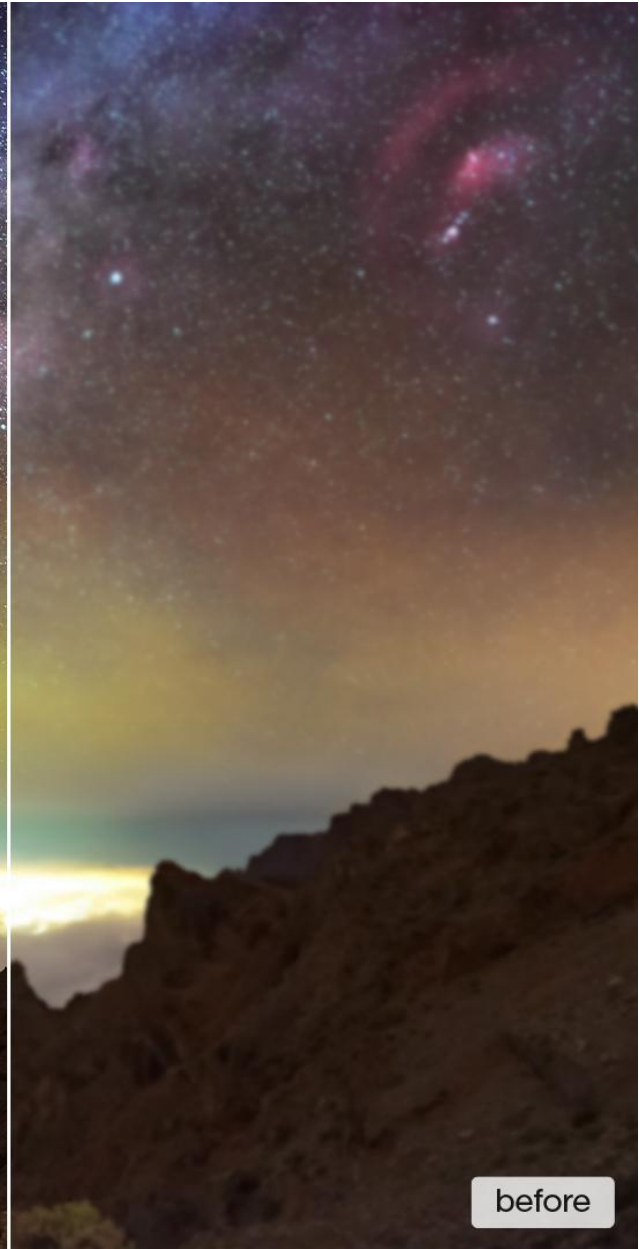
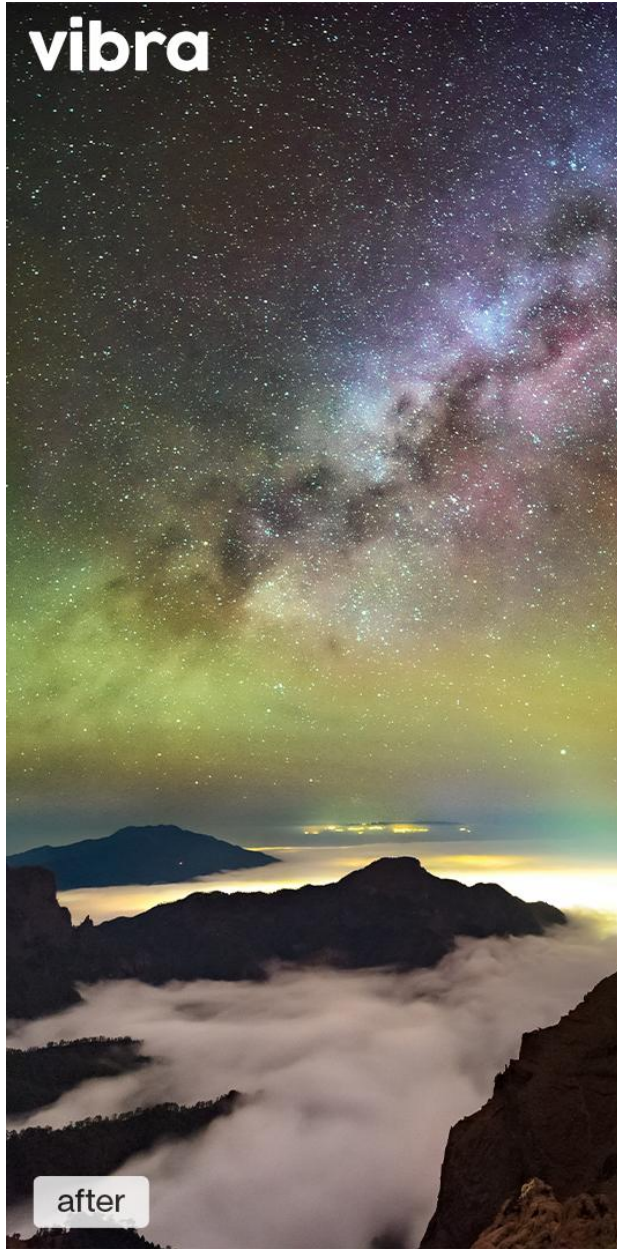


This style once designed is very easy to replicate to quickly develop social media output.



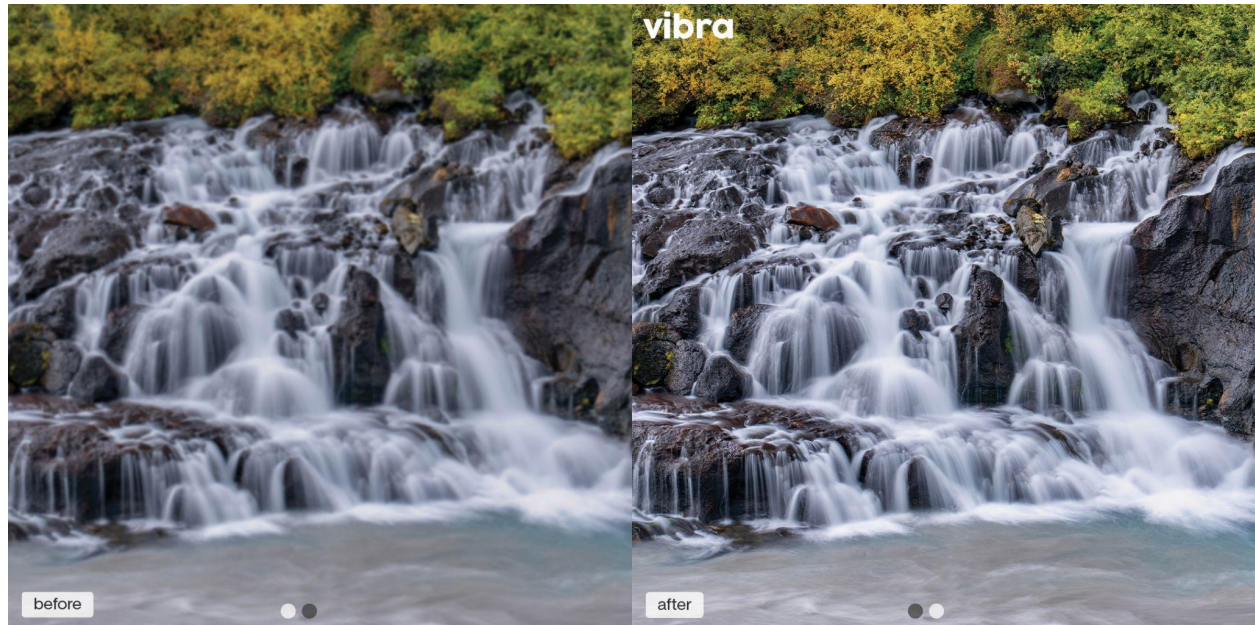
From this point the main component decision is what photos to use. Relatable, vibrant, colorful. Images with high contrast displaying a subject that any person can see and either recognize or relate to and provide some form of vibrancy in color.

vibra



This post style can easily be converted into motion graphics as well:
<https://www.youtube.com/shorts/XLy1cClcw3g>

Can also use “before and after” 2 panel Instagram posts where the user can swipe between the two.



Advertising content

Conceptually, for my first advertising video, I wanted to take the idea of having a long work process that needed enhancing in post production to save a large amount of time. I figured timelapses are undisputed for how long the process takes since it is a lapse of time that can't be expedited and if something were to go awry with the focus during this process, it translates directly to lost time. With this concept in mind, this is what I came up with.

<https://www.youtube.com/watch?v=CzRgRIhSrC8>

Past this, another strong use case is for “opportunity costly shots.” Also known as a one in a million shot. Some videos can't be replicated and if your camera isn't prepared for it, AI enhancement could help in this situation. Using this as a subject matter, I came up with this.

<https://www.youtube.com/watch?v=E8Wql7oQnKo>

Email newsletter:

For the newsletter, brand voice through the copy can be a driving force for results. Beyond that, design should follow brand standards and topics discussed should go further than just surface level “what's new with the company.” Although it's important to relay updates and new features with the company, it's equally important to engage with the viewer and give them a personal connection to the content in order to, in a way, earn their trust. Here's an iteration of a weekly newsletter concept for vibra.

the weekly **vibe**

by vibra



this week's vibe is **growth**

It's time to start that **big project** of yours. No more waiting! Take that creative brain of yours off the shelf and shake the rust off. Big projects don't need to be daunting. Simply put they're just made up of a bunch of little projects and **ANYONE** can do little projects. No one said it needed to be done overnight! Let's take it day by day, it's all about pushing the needle forwards.

let's get **motivated**

Today's the **best day** to start because it is the day you start. Your first small project should be exciting! Why don't we start by brainstorming? Spend **30 minutes** writing down all your incredible ideas for the overarching project (that's less time than it takes to watch a TV show.) If that's all the time you have today, no worries! Let's aim to carve out an hour tomorrow to start working on your first brainstorming idea. Be sure to break things down into steps, it'll make for an easier development process!

what's happening at **vibra** this week

We've begun a little project of our own this week and we're rolling out the first iteration today! The enhancement algorithm has been **improved** to have better stability and results with **pixelated photographs**.

Try It Out



see you next week

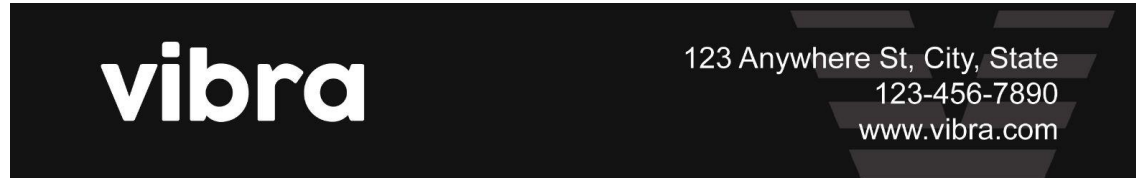
Questions? [Contact Support](#)

If you have any questions about your account, please use our secure message center by logging in on our website.

[View Online](#) | [Unsubscribe](#)

Print Media

Letterheads should portray a more professional business / executive facing appearance while still adhering to brand standards. For this reason, leaving the pop color out of the letterhead felt necessary. Here is an example letterhead.



John Doe

Senior Executive
123 Anywhere St., Any City
hello@vibra.com

12 January 2031

Dear Mr. John Doe, _____

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Aria Evergreen

General Manager



Since vibra uses quality as its driving selling point, I can use this concept in tandem with any subject that involves the need for high quality photography, such as modeling.



Here's a simple yet impactful concept for a business card without using any photograph material.

can't focus?

vibra.com



The best business cards are the ones that speak one thousand words but use as little words to do so. This business card is very straightforward and gets the point across but leaves the user with a curiosity that will influence them to take action and check out the website.

Motion graphics

Various motion graphic concepts were made with color palette and brand standards in mind:

https://www.youtube.com/watch?v=wg-F_4U2nS0

<https://www.youtube.com/watch?v=V2sGJj8mm68>

<https://www.youtube.com/watch?v=zTnbtmIA48w>