

# **Graphic Charter :**



**One Brain**

# INTRODUCTION

*Hello and welcome to the graphic charter of the One Brain project.  
Here, you will find all the instructions and usage recommendations for the logotype  
and other graphical elements relative to our project, ranging from design variations to  
fonts used.*

# I/ LOGOTYPE

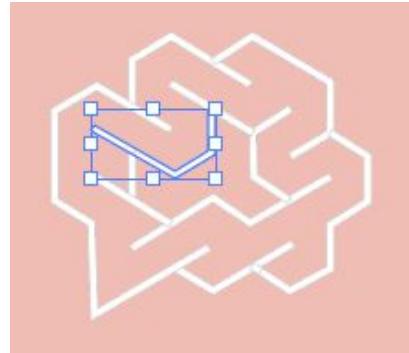


This is our logo.

As you can see, our logo is composed of 2 shapes: a simplified brain and the name of our project.

We chose to create a simple logo that would respect the identity of the service we offer, simple and clear: minimalist.

## 2/ Construction of the logo

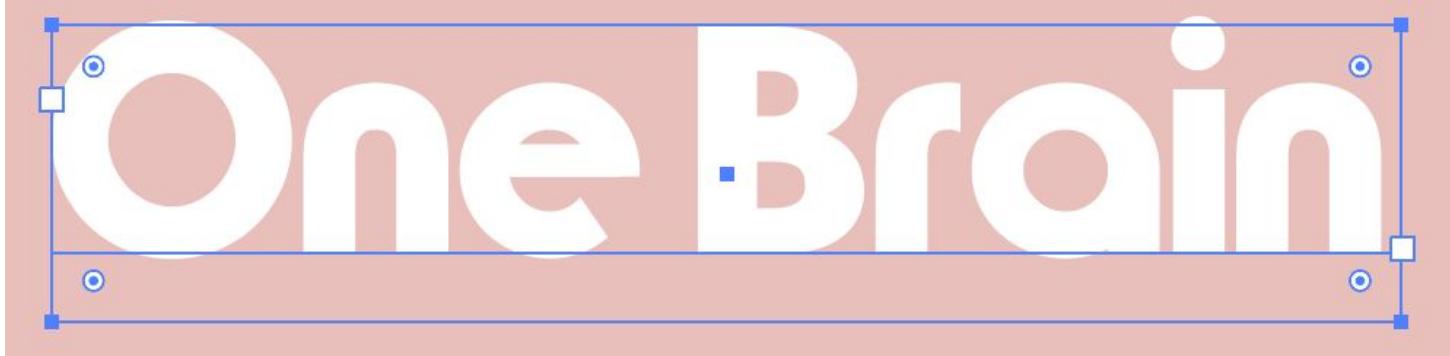


The logo was made with Adobe Illustrator.

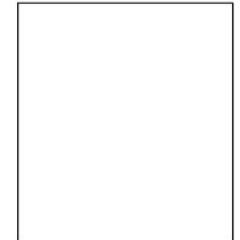
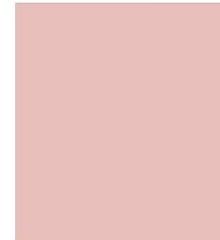
The logo consists of lines made with the pen tool. They are arranged in such a way as to compose a structure similar to the brain. The main idea was to represent this organ in a new, fresh way, and doing so while keeping the fundamental convolutions that exist around it.

The goal was to make a simple and clean logo, by mostly taking simple geometric shapes and combining them.

For the name of the project, it was written in the "TypoGraphica" font. We wanted a font that was bold enough to be visible, but that was still in harmony with the shape above.

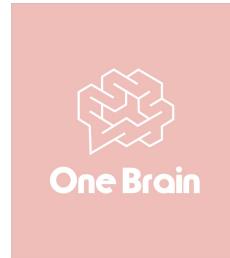


*We chose this pink because it obviously reminds us of a brain's real colour. We thought that as the predominant shape did not explicitly tell the viewer that it was a brain, we applied this colour to remind us of it and leave no doubt as to what was being represented. That being said, a viewer would usually understand what the shape was above the text by reading the text itself...*



## II/ EMPLOYMENT RULES

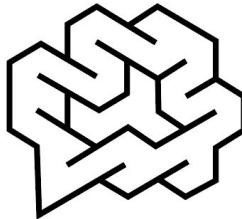
Our logo can be used in different ways depending on the location (the website, an object...) and background.



As for pages with a white background, it will be this one that is much more visible:



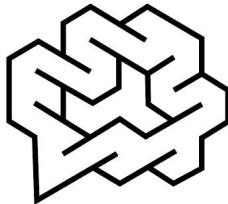
The one that we will find on all pages at the top, the one that will allow us to return to the homepage will be this one:



The idea was also to make it look like an intriguing button, which would incite interactivity with the user.

## II/ PROHIBITED USES

In addition, the logo is not allowed to be distorted, reused or even reproduced in a different colour.  
Here are some examples of usages that we do not allow



### III/ VARIATIONS

As well as appearing on our website and social media, our logo can also be used on a variety of objects such as t-shirts or bags



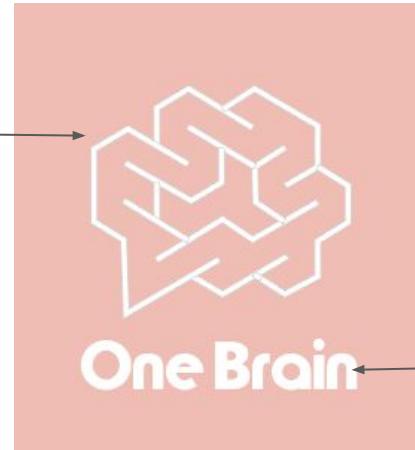
# **Colours**

# Logotype colors

C 4%  
M 33%  
J 25%  
N 0%

RVB:  
R:240  
V:189  
B:181

Hexacode  
#f0bdb5



Hexacode  
#000000

RVB:  
R:0  
V:0  
B:0

C 0%  
M 0%  
J 0%  
N 0%

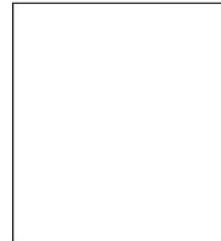


For the colours of the logo, we have chosen a small range, revolving around two main colors, a pale pink highlighted by white. Pale pink is a symbolic color of our project: it represents serenity and harmony between countries as the people involved share their experiences. On the other hand white is more direct and contrasts with the softness of the pink. A simple yet effective principle that we consider to be sufficient on its own. We take inspiration from the Facebook logo for its simplicity and clarity, and we know that it is widely recognized as a staple for social media.

# *Logotype colors*

As for the choice of background and foreground colours, we decided to go for pink in the background and not to use it for the color of the objects themselves, as readability became an issue. On white backgrounds, the logo would not have been as visible as it is now, where the white stands out against the pink.

Furthermore, the selected pink is very soft and not aggressive. Indeed, we went for a pale and light pink, as darker shades would not have been as close to the brain's real color and distracted us from other aspects of the logo.

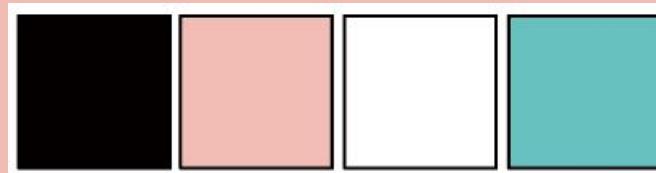


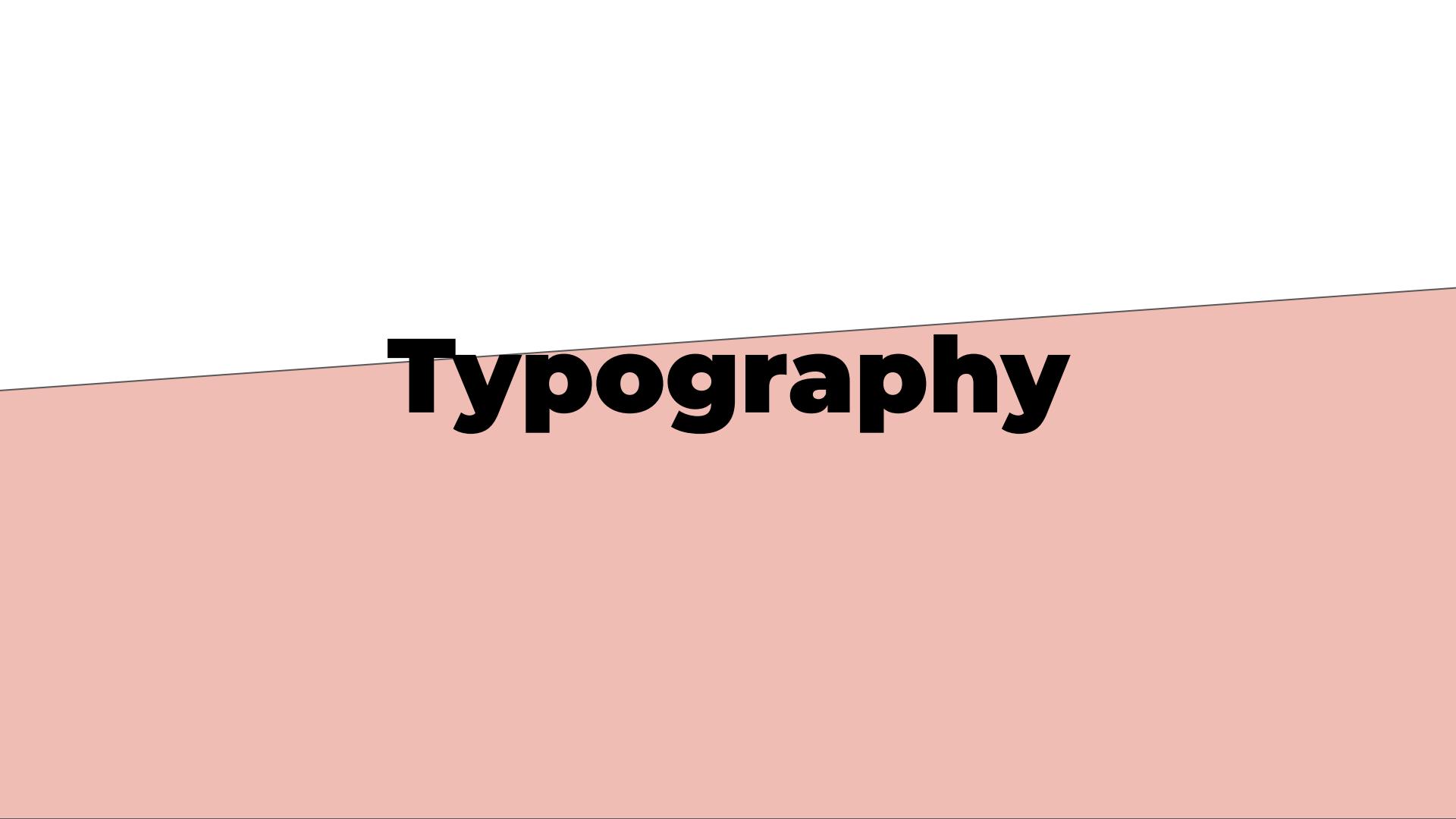
# Other Colours

*The complementary colours of the website and other print documents will be the same as those used for the logo, ie pink for most menus and posts.*

For more diversity, blue will be another colour on our site. It could also be sued as a variation of the logo but will mainly be a complementary color to the main pink of our logo. It is not just to look pretty, this blue is in line with the theme of our project because neurons are often represented with the color blue. Blue represents harmony and uniqueness two important values for One Brain. Blue also adds contrast to the otherwise pale feeling that pink and white offer, while being a visually enjoyable combination.

*Then, we would go for a classic white and a classic black, and their respective shades, for the rest of the website or online elements.*





# Typography

# Typography

First of all, the typography of the logo.

The typography used for the logotype is “TypoGraphica”. It is a “sans serif” font so quite sober and goes well with most things. It's not striking at first glance and doesn't take away from the simplicity of the design. We are a social network whose main purpose is to bring people together, so this font is suitable for the OneBrain project, as we don't believe that anyone would have a hard time reading it !

White typography on a plain and pale pink background: a principle that makes our logo typography easy to use and read, not distracting us from the rest of the OneBrain universe.



# Typography

After deciding which font would be used for the logo, we opted for two accompanying ones for the rest of the project:

TypoGraphica

**abcdefghijklmnopqrstuvwxyz**

This typography is one of the main elements that makes the visual identity of our project. The main titles will be in this font. The typography does not have a serif our site or applications: we will be in tune with today's trends and easily readable.

Tahoma

**abcdefghijklmnopqrstuvwxyz**

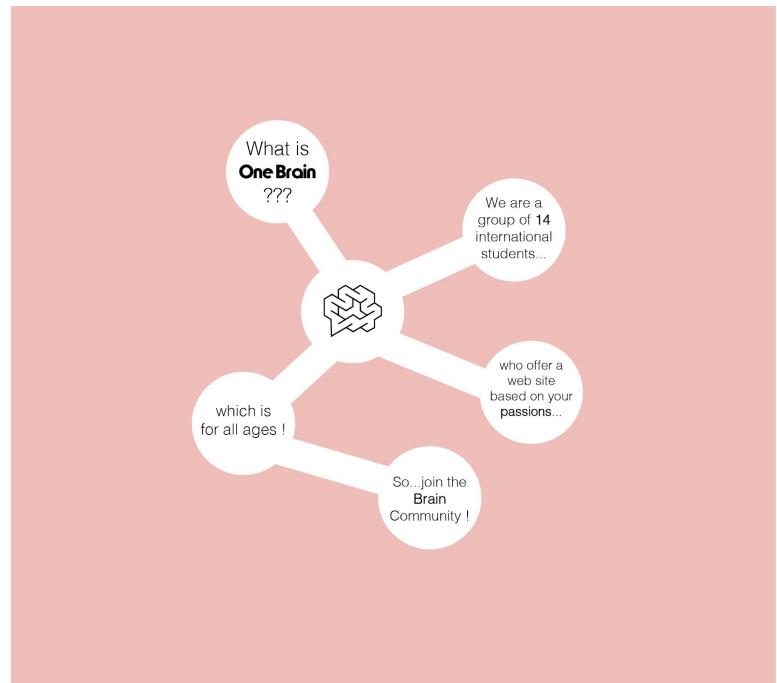
The bold variant of the Tahoma typography, a “humanist linear”, will be used for the subtitles and other texts. The regular or light version will be used in all types of website text, applications and other official project documents.

# Social media

For the different social networks, we thought about different designs related to the brain and its neural structure in particular.

The idea was to create Instagram posts and flyers with neuron designs presenting certain aspects of our project or communication strategy that we wanted to promote, or simply to link things together within our project's scope.

We also thought of a banner for our YouTube channel whose design would revolve around the same neural structure idea, therefore showing a link between us and our international community, grouped around the same project: One Brain.



# Usage of other graphical elements

The image is a composite of two screenshots. On the left, there's a sign-in form with fields for Email and Password, both with placeholder text. A large 'Sign In' button is below. On the right, there's a diagram of a brain with various text bubbles connected by lines, describing the 'One Brain' community.

**Sign In**

**Email**  
Enter your mail address

**Password**  
Enter your password

**Go to One Brain**

What is  
**One Brain**  
???

We are a group of 14 international students...

which is for all ages !

who offer a web site based on your passions...

So...join the Brain Community !

You don't have a account? Sign up here

© One Brain 2021



# Sign Up

First name

Enter your first name

Last name

Enter your last name

Username

Enter your username

Email

Enter your email address

Password

Enter your password

Confirm your password

Location

Country, City, Postcode, Address

Experience

What is your experience ?

Skills | Select one

Select a skill

Skills | Free text

What are your skills ?

Language | Select one

Select your language

[Go to One Brain](#)