

Dear Open Institute team,

This pdf show some proposal for the graphic style update.

Normally a deep study is done before doing any graphic suggestions. For know these are more intuitive and base on the brief conversations had.

The idea is to see how these lines of design sit with you and take a few choices of what direction you want to go from here.

Please have a look at this pdf and hopefully we can meet before I leave on Wednesday morning.

Much gratitude and let know your thoughts.

Miguel

Exploration

The current logo has some issues. First, it doesn't endure the test of different sizes. When it is small we lose elements of it (like the star and the circular waves). It will very rarely that we see the logo on its own on a large size. All if not most of its elements must still be recognized when made small.

Also, I feel it is lacking strength. For example, next to the black letters OI (which is how it is displayed in the website), the eyes go to the letters the graphic becomes secondary. It could be simplified. We don't need that amount of lines to say the same thing. Or we could unite the OI black letters with the logo into one. The symbol itself echoes the letters, let's make that more obvious.

With this in mind I made a round of sketches to find stronger shapes. Most of these versions play with the concept of the OI letters. Some include the center star and radiation waves.

From these drawings I took a few that felt had potential and vectorized to see how they work as a silhouette. How they work in black against white let us know if the shapes will work in color.

Afterwards, I added some fonts to see how they would work in a complete logo. All fonts here are Google fonts which are free to use. There are a few different styles that convey different feelings. The shapes could later be matched to select final fonts to integrate them better, they would need refinement.

Then I moved on to color schemes, and then a few proposals on how they would be applied to layouts. These layouts are very simple at the moment, they intend to give just a taster of the logo, fonts, and colors working together.

All the drawings

A

B

C

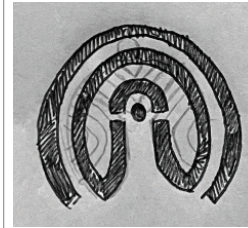
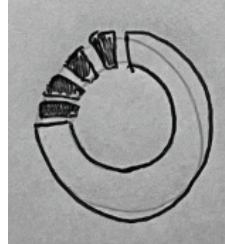
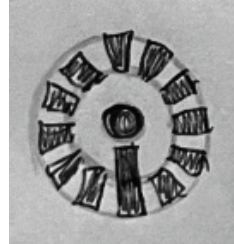
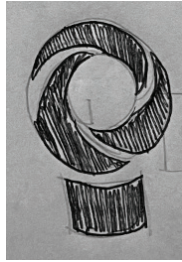
D

E

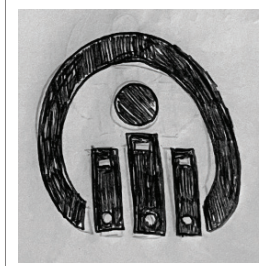
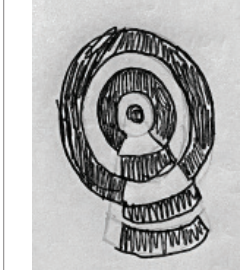
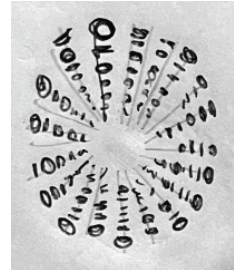
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G

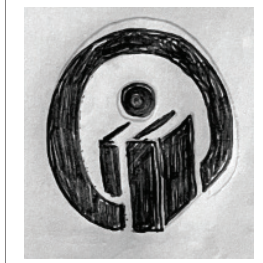
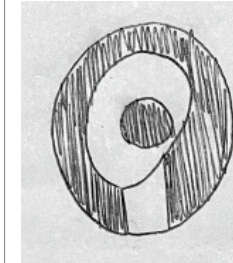
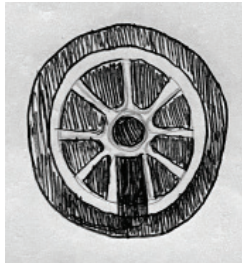
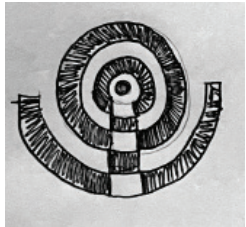
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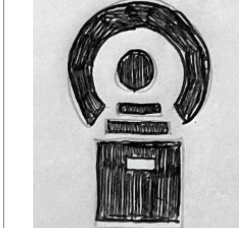
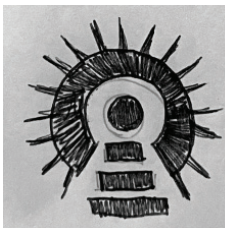
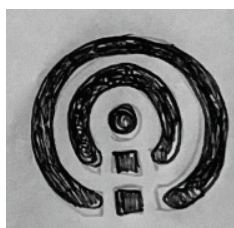
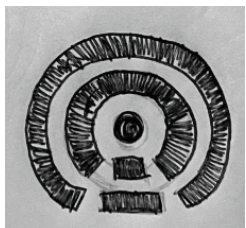
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3



4



All the drawings

A

B

C

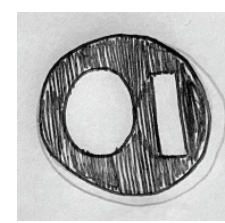
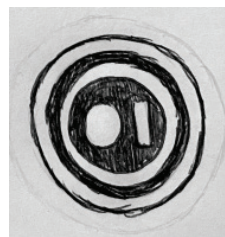
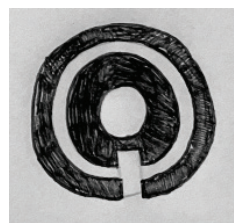
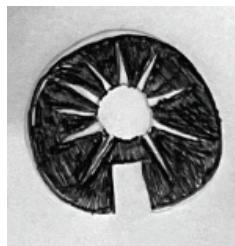
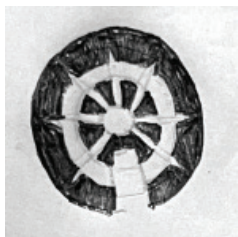
D

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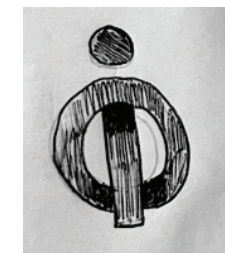
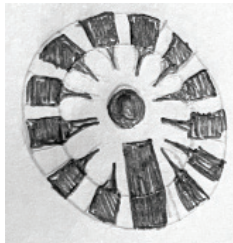
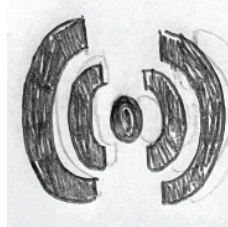
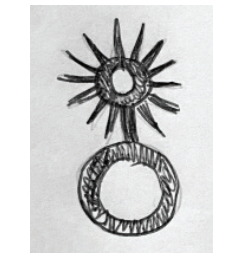
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G

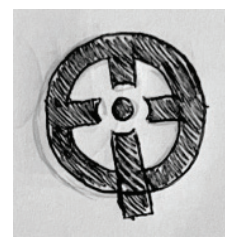
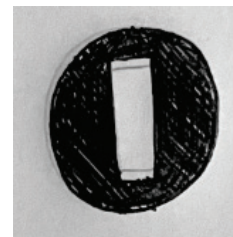
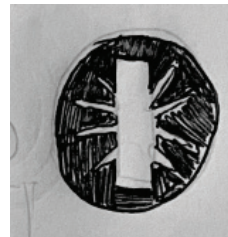
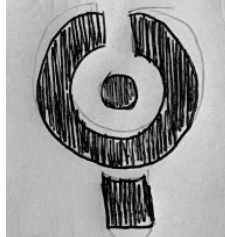
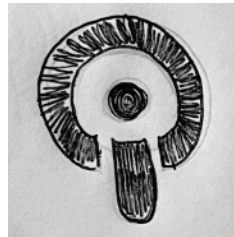
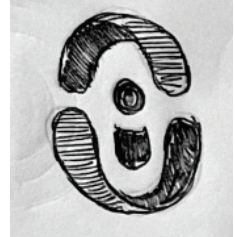
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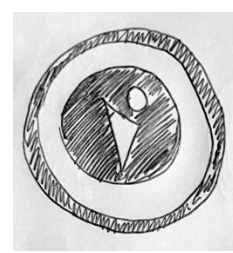
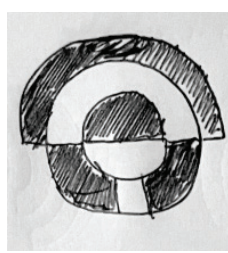
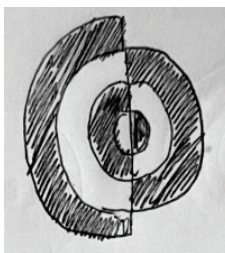
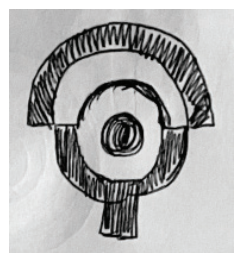
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7



8



Vectors

Original

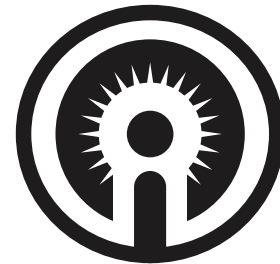
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A

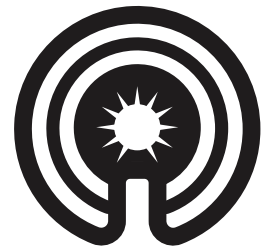
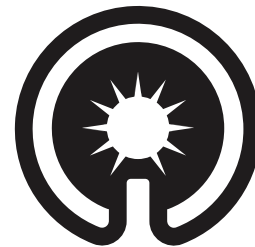
B

C

D



10



Vectors

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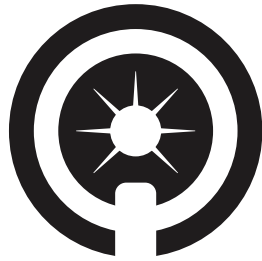
11

A

B

C

D



12



Font Options

f1

Open Institute

Forma Extra Bold

abcdefghijklmnopqrstuvwxy / ABCDEFGHIJKLMNOPQRSTUVWXYZ

Variations: Extra Light, Light, *Extra Light Italic*, *Light Italic*, Regular, *Italic*, Medium, *Medium Italic*, **Extra Bold**, **Black**, **Bold**, *Bold Italic*, *Extra Bold Italic*, *Black Italic*.

f2

Open Institute

Aleo Bold

abcdefghijklmnopqrstuvwxy / ABCDEFGHIJKLMNOPQRSTUVWXYZ

Variations: Light, *Light Italic*, Regular, *Italic*, **Bold**, *Bold Italic*

f3

Open Institute

Bitter Extra Bold

abcdefghijklmnopqrstuvwxy / ABCDEFGHIJKLMNOPQRSTUVWXYZ

Variations: Extra Light, Thin, *Extra Light Italic*, *Thin Italic*, Light, *Light Italic*, Regular, *Italic*, Medium, *Medium Italic*, **Semibold**, *Semibold Italic*, **Bold**, *Bold Italic*, *Extra Bold Italic*, **Black**, *Black Italic*.

f4

Open Institute

Martel Sans Extra Bold

abcdefghijklmnopqrstuvwxy / ABCDEFGHIJKLMNOPQRSTUVWXYZ

Sans Variations: Extra Light, Light, Regular, **Semibold**, **Bold**, **Extra Bold**, **Black**, **Serif Variations:** Ultralight, Light, Regular, Demibold, **Bold**, **Extrabold**, **Heavy**.

f5

Open Institute

Merriweather Sans Bold

abcdefghijklmnopqrstuvwxy / ABCDEFGHIJKLMNOPQRSTUVWXYZ

Sans Variations: Light, *Light Italic*, Regular, *Italic*, Medium, *Medium Italic*, **Semibold**, *Semibold Italic*, **Bold**, *Bold Italic*, **Extrabold**, *Extrabold Italic*.
Serif Variations: Light, *Light Italic*, Regular, *Italic*, **Bold**, *Bold Italic*, **Black**, *Black Italic*.

f6

Open Institute

Montserrat Bold

abcdefghijklmnopqrstuvwxy / ABCDEFGHIJKLMNOPQRSTUVWXYZ

Variations: Thin, *Thin Italic*, Extra Light, *Extra Light Italic*, Light, *Light Italic*, Regular, *Italic*, Medium, *Medium Italic*, **Semibold**, *Semibold Italic*, **Bold**, *Bold Italic*, **Extra Bold**, *Extra Bold Italic*, **Black**, *Black Italic*.

Font Options

f7

Open Institute

Philosopher Bold

abcdefghijklmnopqrstuvwxy / ABCDEFGHIJKLMNOPQRSTUVWXYZ

Variations: Regular, *Italic*, **Bold**, **Bold Italic**.

f8

Open Institute

Play Fair Extra Bold

abcdefghijklmnopqrstuvwxy / ABCDEFGHIJKLMNOPQRSTUVWXYZ

Variations: Regular, *Italic*, Medium, *Medium Italic*, Semibold, *Semibold Italic*, **Bold**, **Bold Italic**, **Extra Bold**, **Extra Bold Italic**, **Black**, **Black Italic**.

f9

Open Institute

Vollkron Extabold Italic

abcdefghijklmnopqrstuvwxy / ABCDEFGHIJKLMNOPQRSTUVWXYZ

Variations: Regular, *Italic*, Medium, *Medium Italic*, Semibold, *Semibold Italic*, **Bold**, **Bold Italic**, **Extra Bold**, **Extra Bold Italic**, **Black**, **Black Italic**.

f10

Open Institute

Pt Serif Bold

abcdefghijklmnopqrstuvwxy / ABCDEFGHIJKLMNOPQRSTUVWXYZ

Variations: Regular, *Italic*, **Bold**, **Bold Italic**.

f11

Open Institute

Red Hat Display Black

abcdefghijklmnopqrstuvwxy / ABCDEFGHIJKLMNOPQRSTUVWXYZ

Variations: Light, *Light Italic*, Medium, Semibold, **Bold**, **Extrabold**, **Black**, *Light Italic*, *Italic*, *Medium Italic*, *Semibold Italic*, **Bold Italic**, **Extrabold Italic**, **Black Italic**.

f12

Open Institute

Roboto Slab ExtaBold

abcdefghijklmnopqrstuvwxy / ABCDEFGHIJKLMNOPQRSTUVWXYZ

Variations: Extra Thin, Thin, Regular, Medium, Semibold, **Extra Bold**, **Black**, **Light**, **Bold**. / **NOTE: this fonts also has a sanserif version handy.**

Some mixes next to the original

Note: these versions would netter better integration between shapes and fonts.

v1



Open Institute

 **Open Institute**

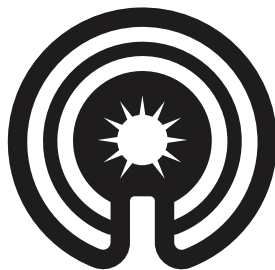
v2



Open Institute

 **Open Institute**

v3



Open Institute

 **Open Institute**



 **OI**

Color Schemes

As talked with Alexander, I am staying in the area of darker blues (adding some purples too); not sure yet how colorful you want to go.

c1



c2



c3



c4



c5



c6



c7




c8




Layouts Website

L1

All Users ▾ All Projects ▾  **Open Institute** SEARCH CONTACT LOGIN EN ▾

Making fundraising accessible to anyone, any person or project!



Delivering accountability and transparency in the world of fundraising for non-profit initiatives.


With the help of your donation, we will be able to launch the mobile app and you become our OI sponsor. Sponsor the development of our mobile app here:




Current Campaigns


Atitlán Lake Preservation Campaign 22 DONATIONS RECEIVED SO FAR!


For the lake to be ENJOYABLE for ALL, it must be SAFE for ALL. Please consider a gift to help us complete this very important initiative!



Familia Utz Corazon Burkey Collective Inter. Vida Munay



11:11  Fundraising  




 Dieneke S



49 Days

Clothes and shoes were delivered in the school patio in San Marcos La Laguna. Local women received the donations as you can see in the photos. The remaining donation was shipped to San Pedro, where a team of...

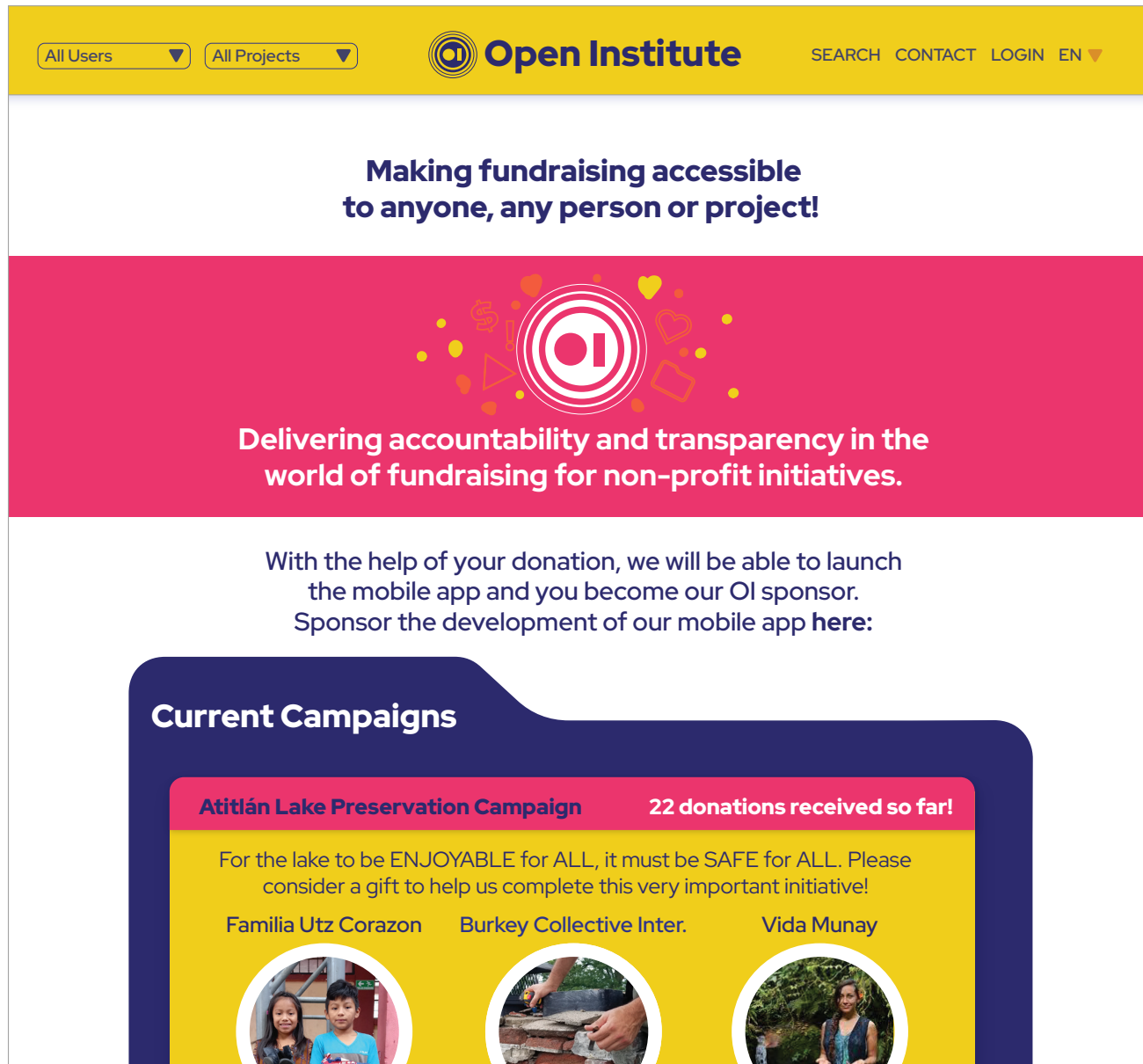
Fundraising   

Using:

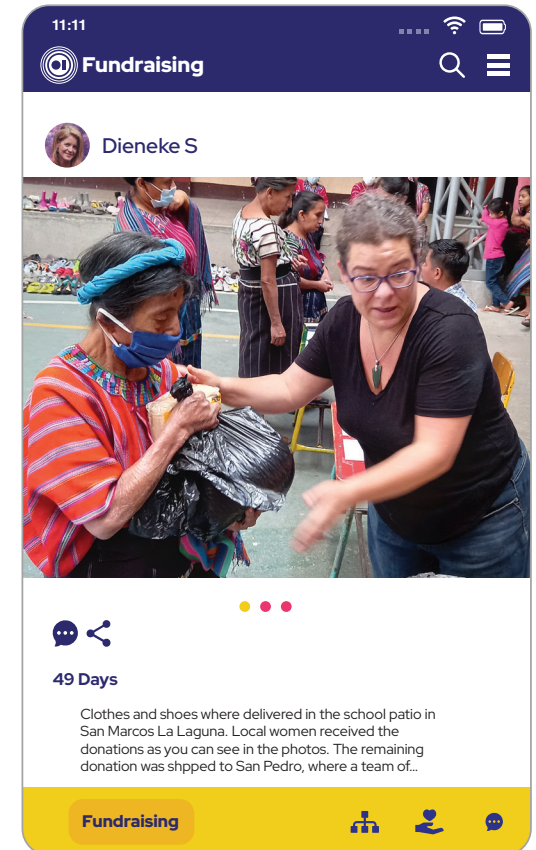
- Logo 10D
- Font F9
- Color Scheme C2

Layouts Website

L1



The website layout features a yellow header with navigation options: 'All Users', 'All Projects', the 'Open Institute' logo, and links for 'SEARCH', 'CONTACT', 'LOGIN', and 'EN'. The main content area has a white background with a central pink banner. The banner contains the text 'Making fundraising accessible to anyone, any person or project!' and 'Delivering accountability and transparency in the world of fundraising for non-profit initiatives.' Below the banner, there is a call to action: 'With the help of your donation, we will be able to launch the mobile app and you become our OI sponsor. Sponsor the development of our mobile app here:'. A dark blue section titled 'Current Campaigns' features a pink header for the 'Atitlán Lake Preservation Campaign' with '22 donations received so far!'. The campaign description reads: 'For the lake to be ENJOYABLE for ALL, it must be SAFE for ALL. Please consider a gift to help us complete this very important initiative!'. Below the description are three circular images representing different groups: 'Familia Utz Corazon', 'Burkey Collective Inter.', and 'Vida Munay'.



The mobile app screenshot shows a fundraising post by 'Dieneke S'. The post features a photo of a woman in a black shirt handing a bag of donations to an elderly woman in a red and white striped shirt. The post includes a share icon, a '49 Days' timer, and a description: 'Clothes and shoes were delivered in the school patio in San Marcos La Laguna. Local women received the donations as you can see in the photos. The remaining donation was shipped to San Pedro, where a team of...'. The bottom of the screen shows a yellow bar with the 'Fundraising' label and icons for a group, a person, and a message.

Using:

- Logo 10D
- Font F11
- Color Scheme C6

Looking forward to see what you guys think of these :).

Much love and gratitude.

Miguel

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