



#Ex-Out

DESIGN SYSTEM

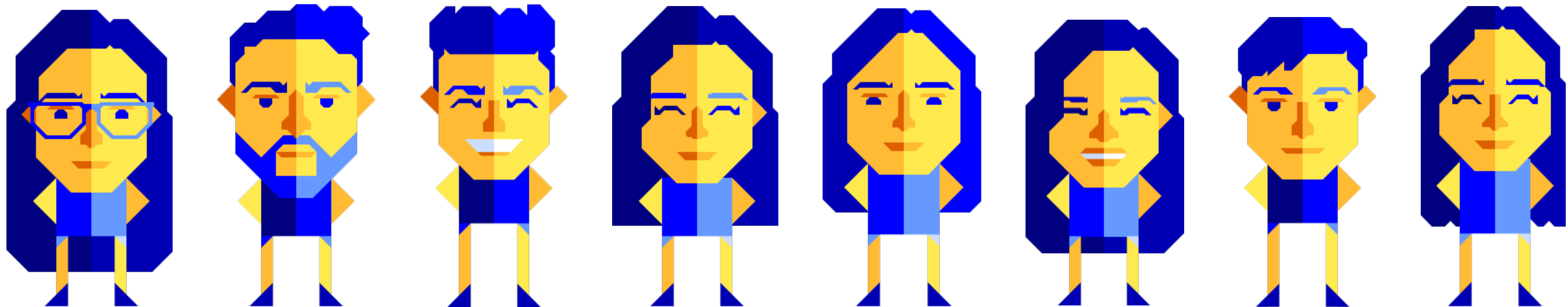
It's Time: #Ex-Out Violence
RIT | CAD School of Design

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WHO ARE WE?

The Ex-Out team is a small group of creators at the Rochester Institute of Technology in Rochester, NY. We hope that our content and design inspires and empowers people to spread messages of positivity and compassion.



THE BRAND

In this section, you will find an overview of the #Ex-Out brand.

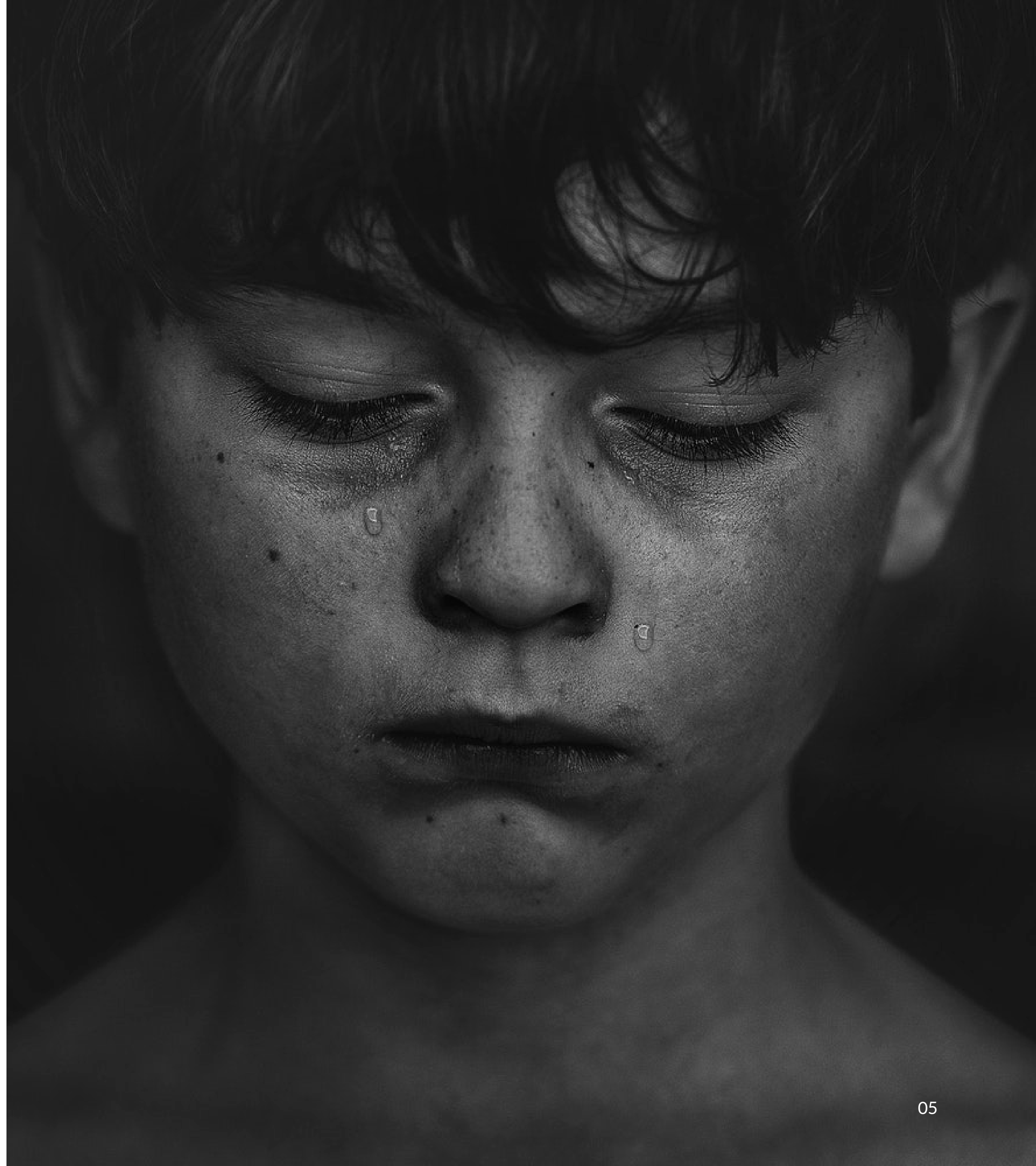


OUR BELIEF

People seek extremism “because they wanted to belong.”

—Christian Picciolini

We believe society has been driven apart by media, technology, and misinformation. We aren't sure what the solution is, but we know it's not hatred or violence. #Ex-Out is looking to take the first step against extremism by creating a community built on empathy because regardless of everything that has happened, we are all human.



OUR GOAL

Vulnerability, compassion, and support.

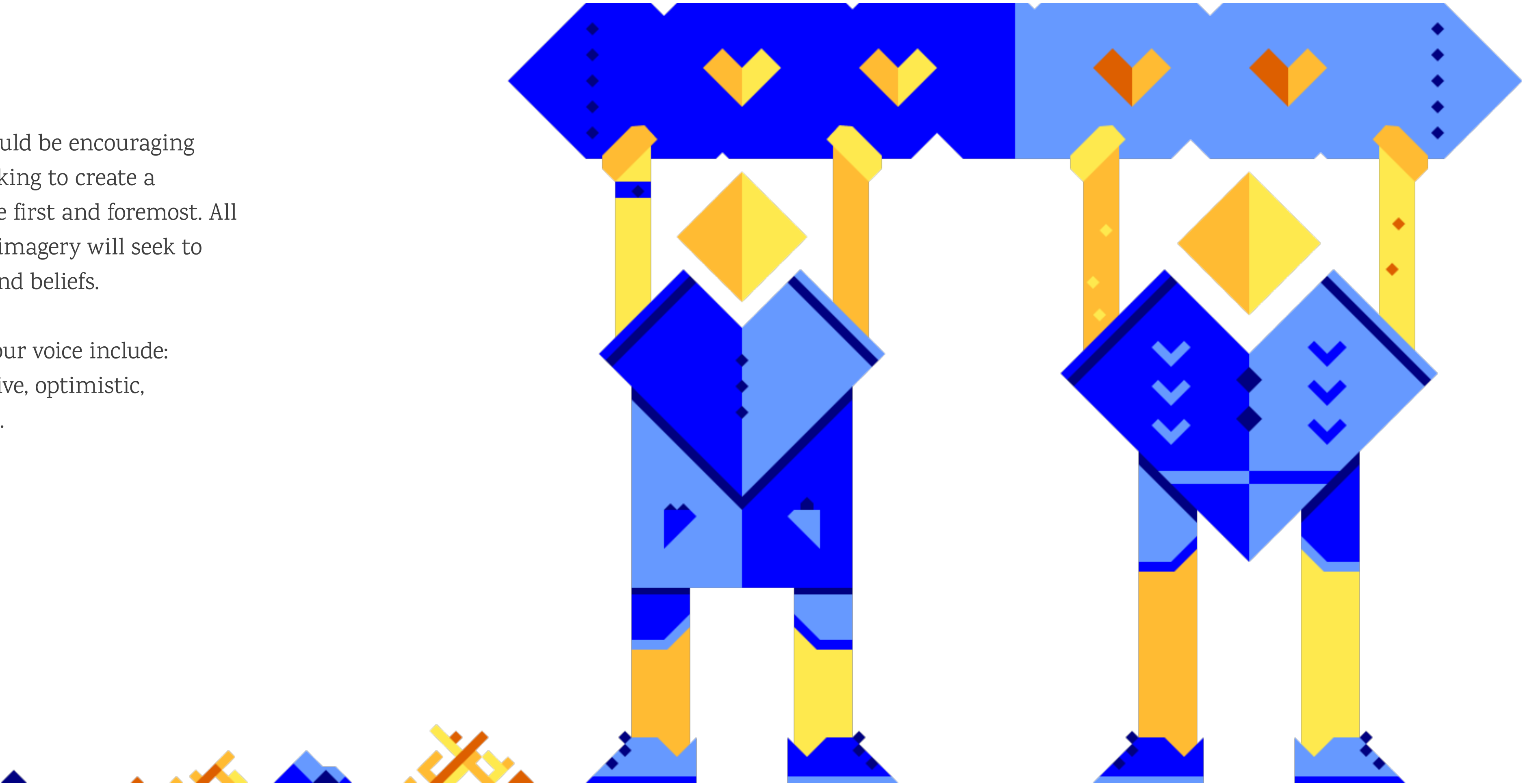
—Christian Picciolini

Our goal with #Ex-Out is to create a space that is able to support everyone. We hope our work will sow the seeds for future communities to come together and unite in their beliefs. We know it won't be easy, but we hope our handbook will help to make a change.

OUR VOICE

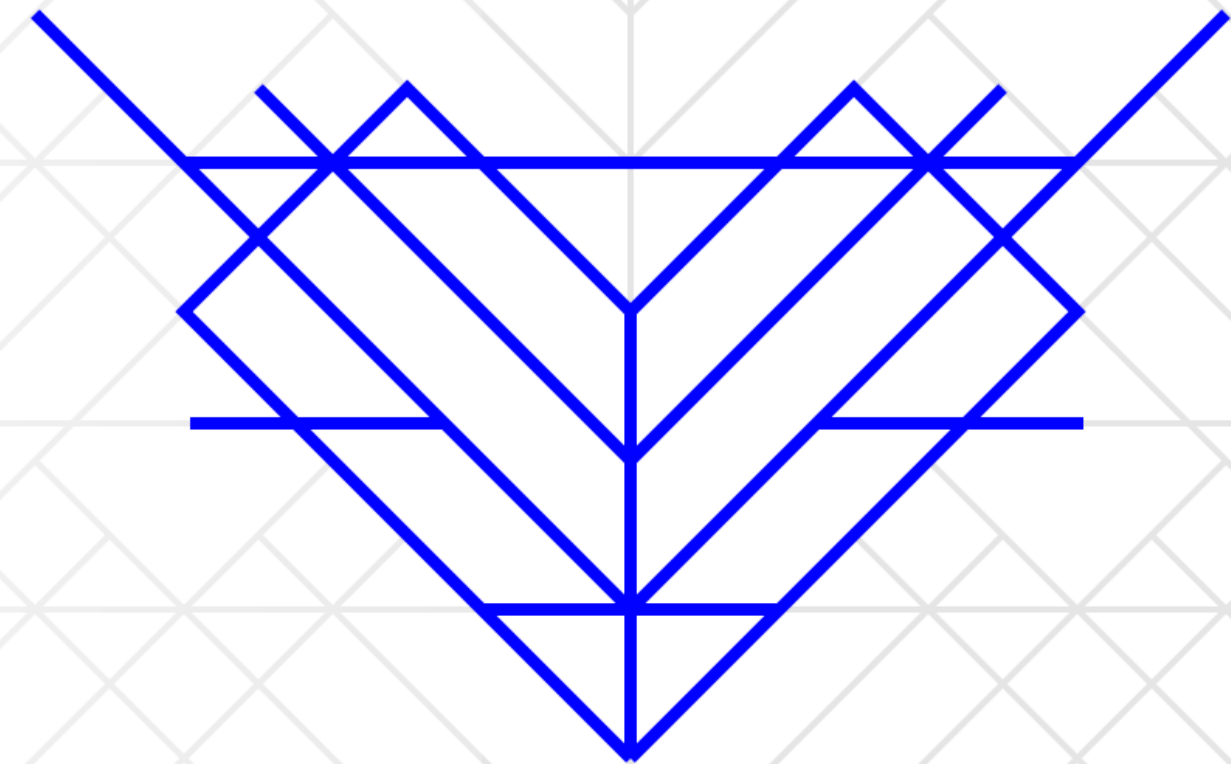
The voice of #Ex-Out should be encouraging and inclusive. We are looking to create a positive counter narrative first and foremost. All content, messaging, and imagery will seek to align with our purpose and beliefs.

Adjectives that describe our voice include: determined, open, inclusive, optimistic, welcoming, and forgiving.



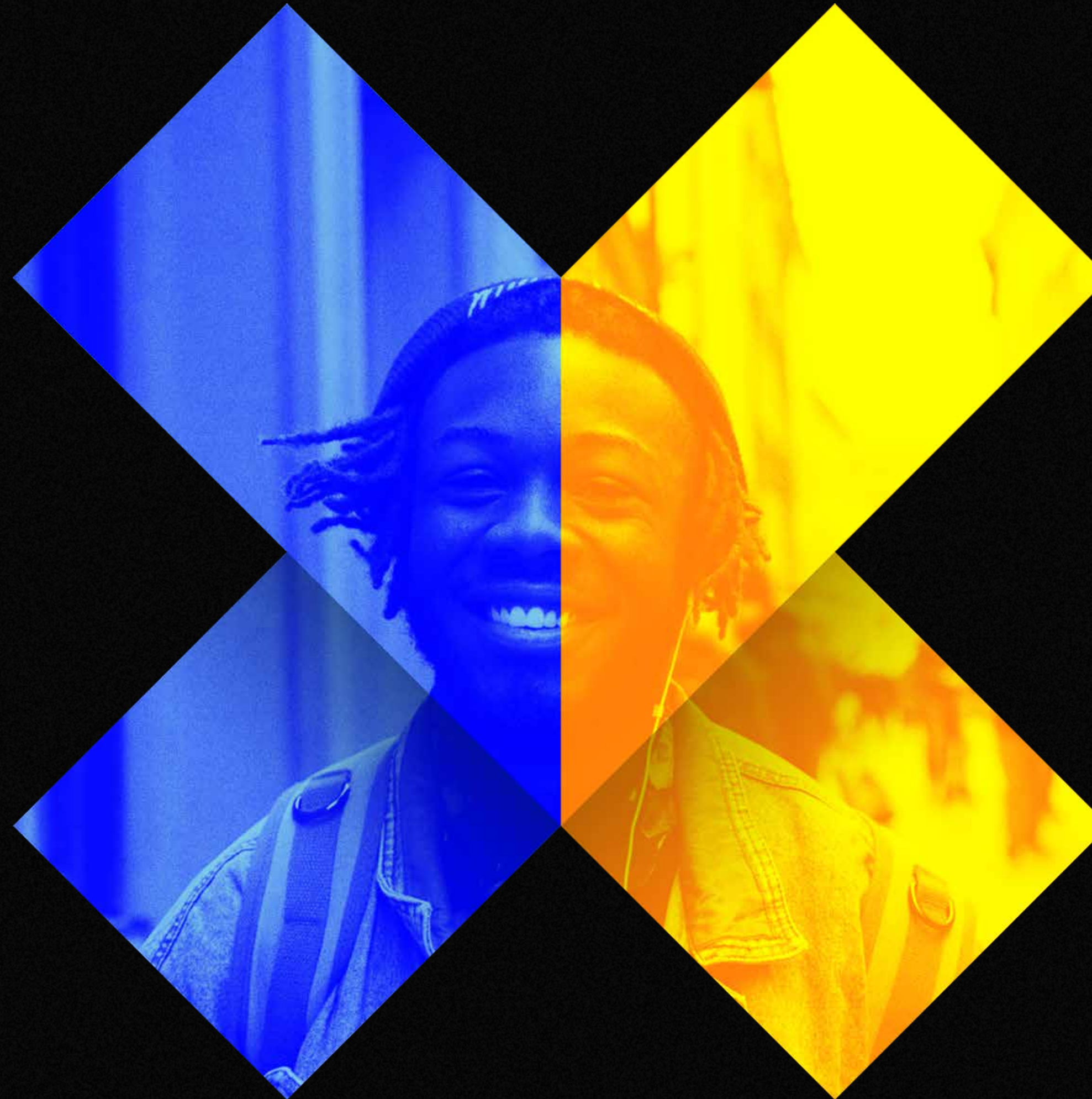
THE GRID

When initially creating the #Ex-Out brand we were looking to create a standardized system that could easily expand. To allow for this we began exploring various grids with which to build the brand on. From these explorations came the #Ex-Out heart grid. At its core it's a simple heart shape. But when combined and repeated it turns into a complex grid suited for illustrations. Every illustration for the #Ex-Out brand has been designed on this grid.



THE LOGO

In this section, you will learn about the #Ex-Out logo and how to use it.



WHAT IT MEANS

At the end of the day, a logo only has as much value as what people assign to it. Therefore, it only made sense to choose a heart to embody the #Ex-Out brand. Every human has one, and every human needs one. It is tied to no culture or community thus making it the perfect shape to represent our brand.



LOGO OVERVIEW



The #Ex-Out brand has three variations on its core logo. Each variation pairs two color opponents together within the heart (see p. 20 for more info about color opponents). There should be no other variations on the logo.

LOGO SIZING

The #Ex-Out logo is the face of our brand. It is the graphical representation of what we believe. The primary use of the logo is for promoting the #Ex-Out brand and it should therefore be used on any print and digital material related to #Ex-Out and the #Ex-Out initiative.

Our logo can be downloaded online in several formats including svg, png, and jpg. In no situation should the logo be modified in any other way than in size.

* The smallest width for the logo should be 1". In situations where you require a smaller logo please use the #Ex-Out mark.



4" wide



3" wide



2" wide

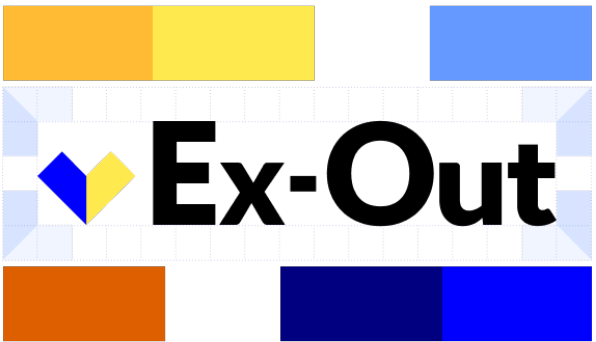


1" wide *

LOGO USAGE

Clear Space

To make sure that the strength and meaning of our logo is maintained we ask that you keep a small amount of space around the logo at all times, about the size of half a heart.



Correct spacing around logo



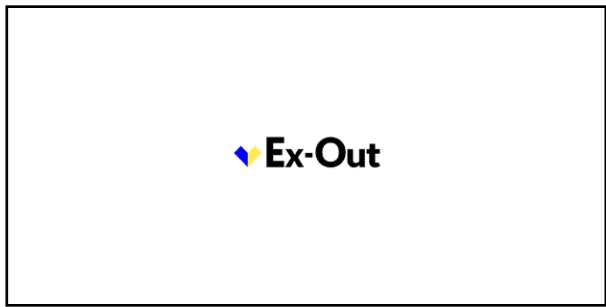
Insufficient spacing, cramped

Size

To make sure that the logo remains clear and readable, the smallest size should be 1 inch wide.



Logo 1" or larger



Logo smaller than 1"

Shape & Proportion

To ensure that the use of our logo is consistent, we ask that you refrain from altering or stretching the logo.



Correct proportion



Logo stretched out

Color

To make sure that the harmonious #Ex-Out color palette is maintained, we ask that you only use our established color opponents if you need to change the color of the logo.



Uses #Ex-Out color opponent



Not an #Ex-Out color opponent

LOGO VARIATIONS

The #Ex-Out brand is not static, it is a fluid voice of change. We made sure our logo accounted for the complexity of the world we live in by keeping it simple. Our main logo uses the Blue/Yellow heart, however we made sure to create variations to suit peoples needs. Black text should be changed to white text when necessary to create a stronger contrast and allow for better legibility.

Main Blue + Yellow Logo



Black logo



Red + Blue Logo



Purple + Green Logo



Grey logo



White Logo



AFFILIATE LOGO

When using the #Ex-Out logo, often times you will want to affiliate your community or group with the #Ex-Out brand. To do so we have provided a sample template that lets you change out the affiliate tagline. It should never exceed two lines.

The smallest size at which an affiliate logo should be used is 2” wide. Any smaller than that it becomes difficult to read the affiliate name. In situations that require a small logo we suggest the use of the small Ex-Out affiliate mark.



4” wide



3” wide



2” wide *



1” wide

AFFILIATE VARIATIONS

Just as with the #Ex-Out Logo, the #Ex-Out Affiliate Logo should be just as flexible and account for various situations. Select the logo that best fits your cause / voice. Please change the text color from black to white when necessary to allow for better legibility.

Main Blue + Yellow Logo



Black logo



Red + Blue Logo



Purple + Green Logo



Grey logo



White Logo



EX'D OUT

Sometimes the #Ex-Out logo is not enough. Sometimes you will need a little more help combating negativity and hate. In these situations, we suggest taking the idea you are looking to bring awareness to / fight against and cross it out.

The idea should be short, one word, and to the point. The line crossing out the word(s) should be roughly the thickness of the type.

The type should always be Lato Black. If possible the tracking on the words should be loosened slightly to help with readability.

~~VIOLENCE~~



T-shirt applicaiton of #Ex-Out Violence

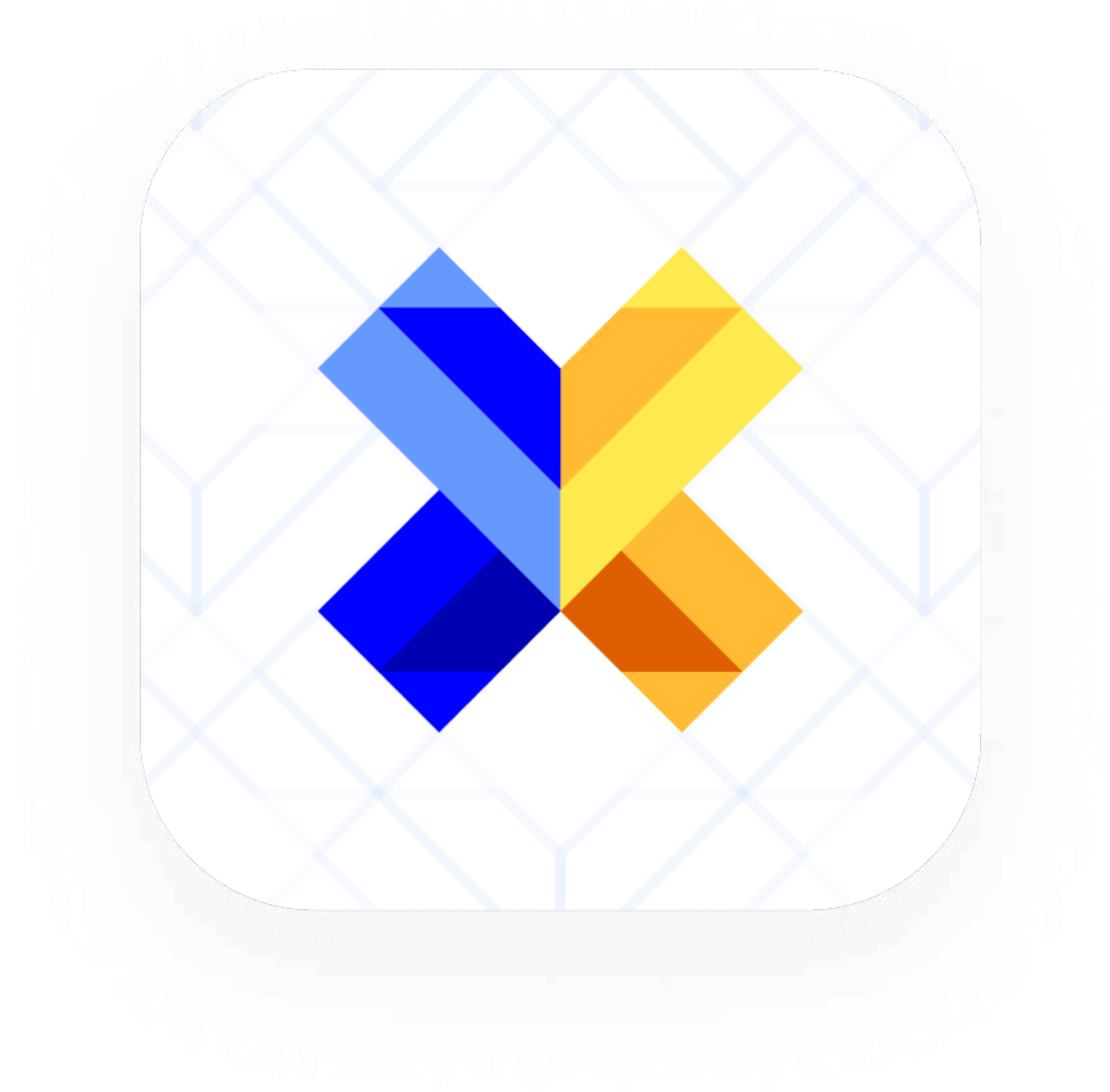


Tote applicaiton of #Ex-Out Violence

APPLICATION ICON

The app icon uses the 'x' symbol for #Ex-Out. Our blues and yellows are used on either side of the 'x'. Underlying the 'x' is the [#Ex-Out heart grid](#) representing our foundation of love and connection.

This icon should only ever exist on mobile platforms. It should never be used for anything other than app icons. If you are looking to represent the #Ex-Out brand, please refer to the [Logo Overview](#) on page 12.



VISUAL DESIGN

In this section, you will learn about the #Ex-Out colors and imagery.



COLOR OPPONENTS

In 1892, Ewald Hering proposed the idea of color opponents. In relation to a color wheel, color opponents are those colors which sit opposite to each other on the wheel. For instance, blue and yellow or green and purple.

When deciding on the brand colors for #Ex-Out we decided to combine these color opponents together to create a harmonious color system.



#EX-OUT MAIN COLORS

The primary colors for #Ex-Out are blue and yellow. As one of our color opponents, it puts two opposite colors together that, when added together digitally, make white- which is a symbol of unity and goodness.









RGB: 0, 0, 255
HEX: #0000FF
CMYK: 100, 100, 0, 0

RGB: 254, 233, 78
HEX: #FEE94E
CMYK: 0, 8, 69, 0

#EX-OUT COLOR PALETTE

As stated on page 20 the color palette has been derived from opponent color theory. As a result, specific colors should be used together. Sky Blue and Sunny Yellow, Heart Red and Bright Blue, and Deep Purple and Leaf Green. For easy access to the color palette check out the #Ex-Out Color Picker.

#000080	#6699FF	#B20000	#FF8080	#990099	#FF7DEB
#0000B2	#CCDDFF	#E50000	#FFB0B0	#CC00CC	#FF7DEB
					
Sky Blue	#0000FF	Heart Red	#FF0000	Deep Purple	#FF00FF
#DD5F00	#FEEF7E	#00B2B2	#80FFFF	#009900	#66FF66
#FFBB33	#FFF8C6	#00E5E5	#78FFEB	#00CC00	#CCFFCC
					
Sunny Yellow	#FEE94E	Bright Blue	#00EBE3	Leaf Green	#00FF00

PATTERNS

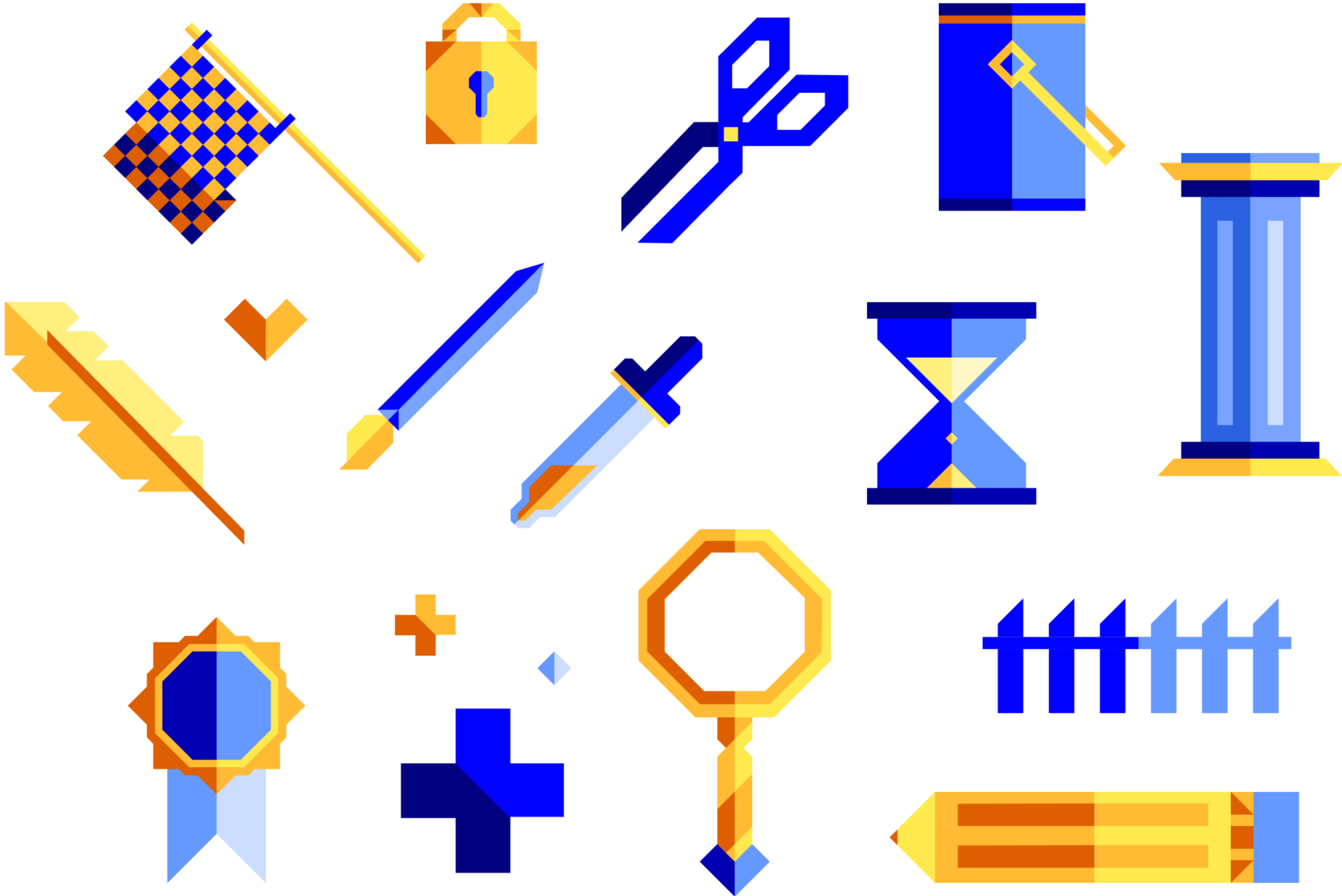
When we think of the #Ex-Out brand we think of little changes that build up to make big change. It's a pattern that starts out small and builds up into a mosaic as more people contribute. It only felt logical to adopt patterns into our graphical language.

All patterns should be built off the standard #Ex-Out heart grid. Don't worry if it is not perfect. It's just a starting point, feel free to explore and add what you need to make it right for your own use case. Start small.



ILLUSTRATION

Illustrations are an important part of the #Ex-Out brand. All #Ex-Out illustrations were made with the assistance of our heart grid. The use of the heart grid and #Ex-Out colors allows for a cohesive style across every illustration.



APPROPRIATE IMAGERY

The emotional language for #Ex-Out pulls its inspiration from the love and compassion that kids radiate. When choosing imagery for your campaign, make sure to select photos that feel optimistic. Photos should have a strong focal point and a clear message. We suggest images focus on love, community, or cooperation.



INAPPROPRIATE IMAGERY

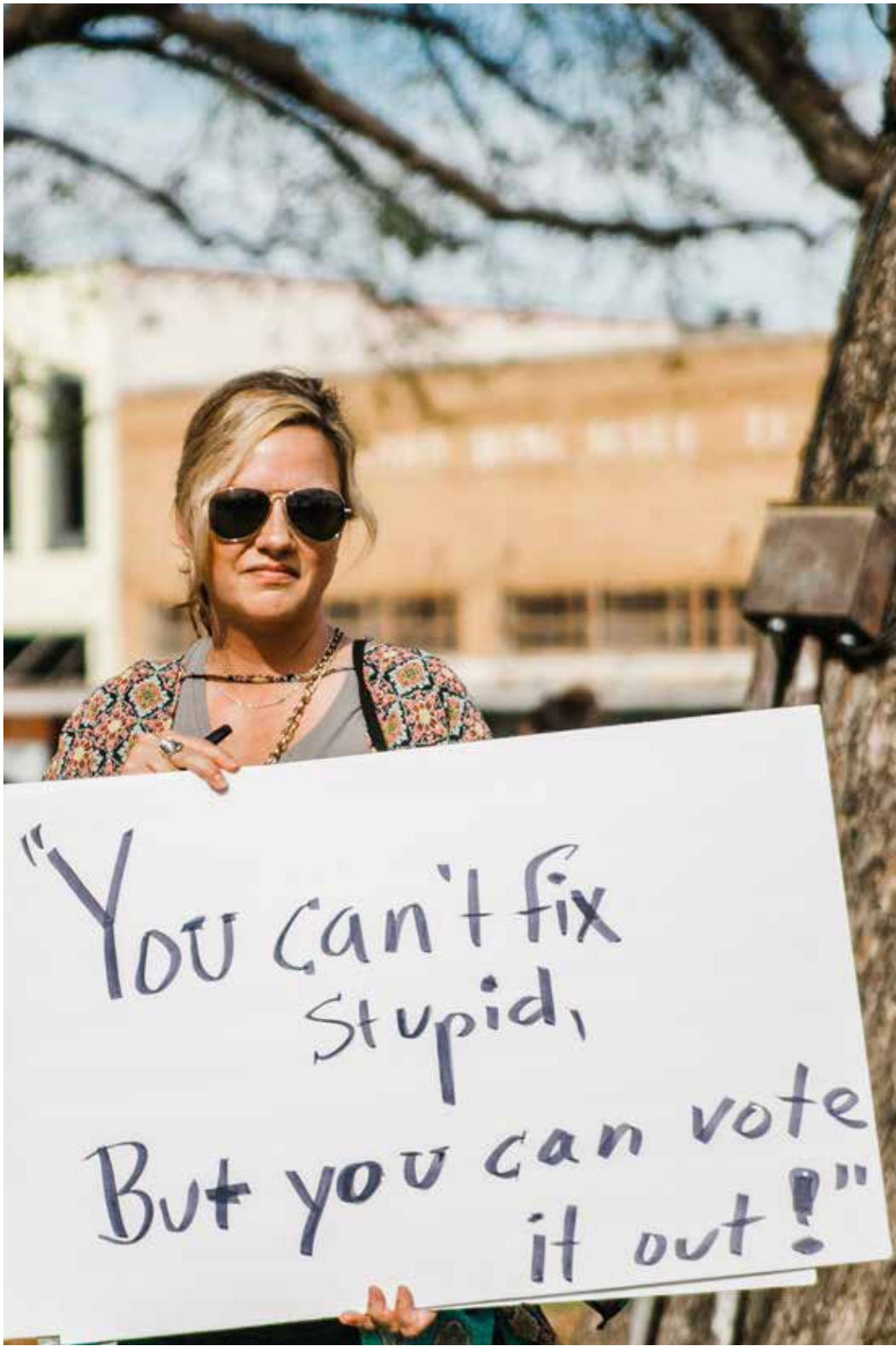
To avoid misunderstandings, it is important to be considerate of what your images might mean. When using the #Ex-Out Brand we suggest avoiding images of violence, hate, or exclusion. We also advise against using images that are blurry, lacking a focal point, dark / grungey, or confusing. We know it can be hard choosing the right image, but the right image can make all the difference.



SELECTING IMAGERY



Do use colorful, positive imagery



Don't use negative, hateful imagery

When selecting images for your campaign, make sure to find images that convey a positive message. Avoid negative words, libel, hate speech, or anything that might make someone feel attacked. Hate begets hate.

SELECTING IMAGERY



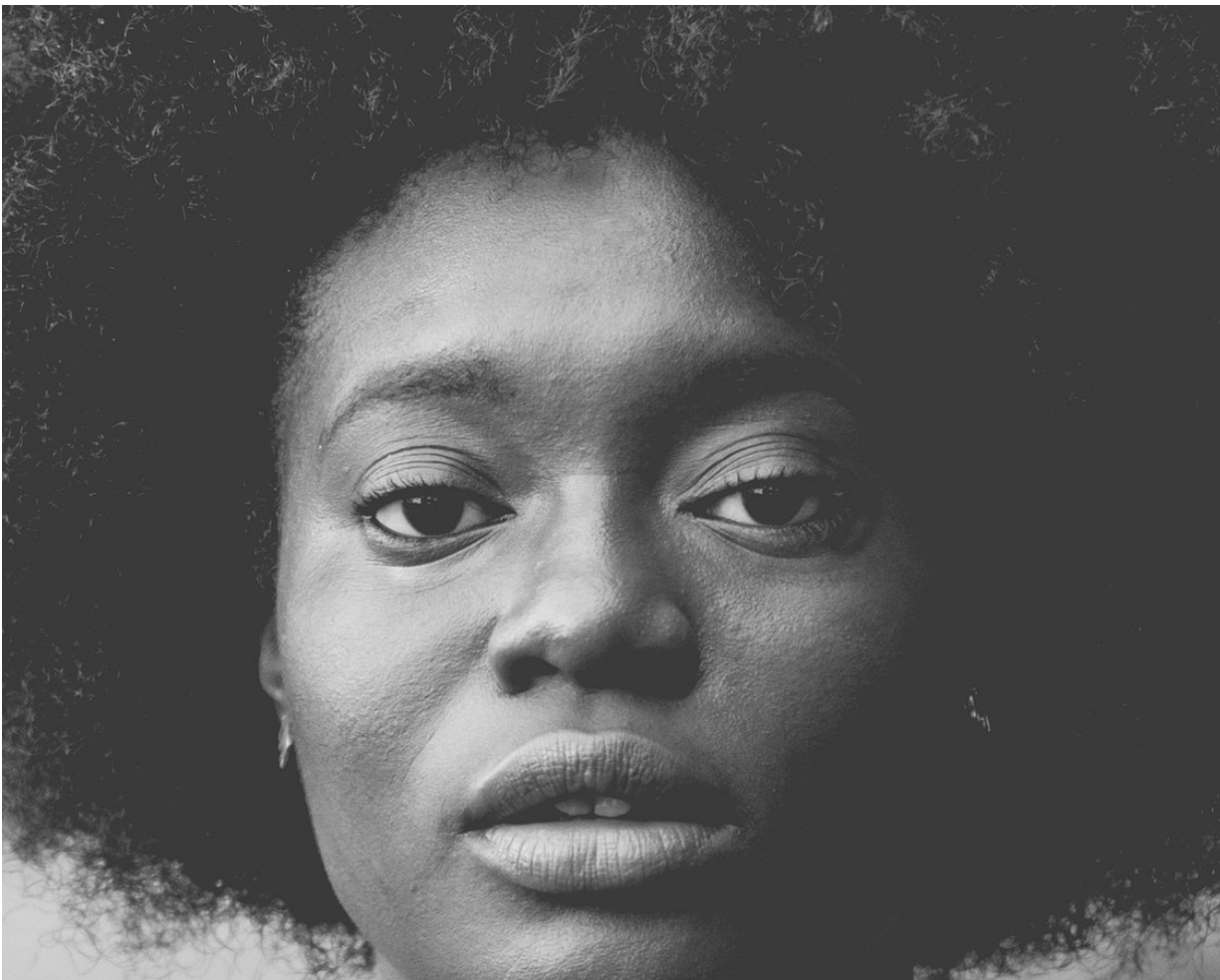
Clear and concise message



Confusing image, unrelated to #Ex-Out

Make sure your content is related to the message you are trying to enforce. Unrelated, or confusing imagery might weaken your message and leave viewers confused. Humor has it's place, and if you feel it works, try it out. However, make sure it makes sense.

SELECTING IMAGERY



Strong lighting, powerful emotions



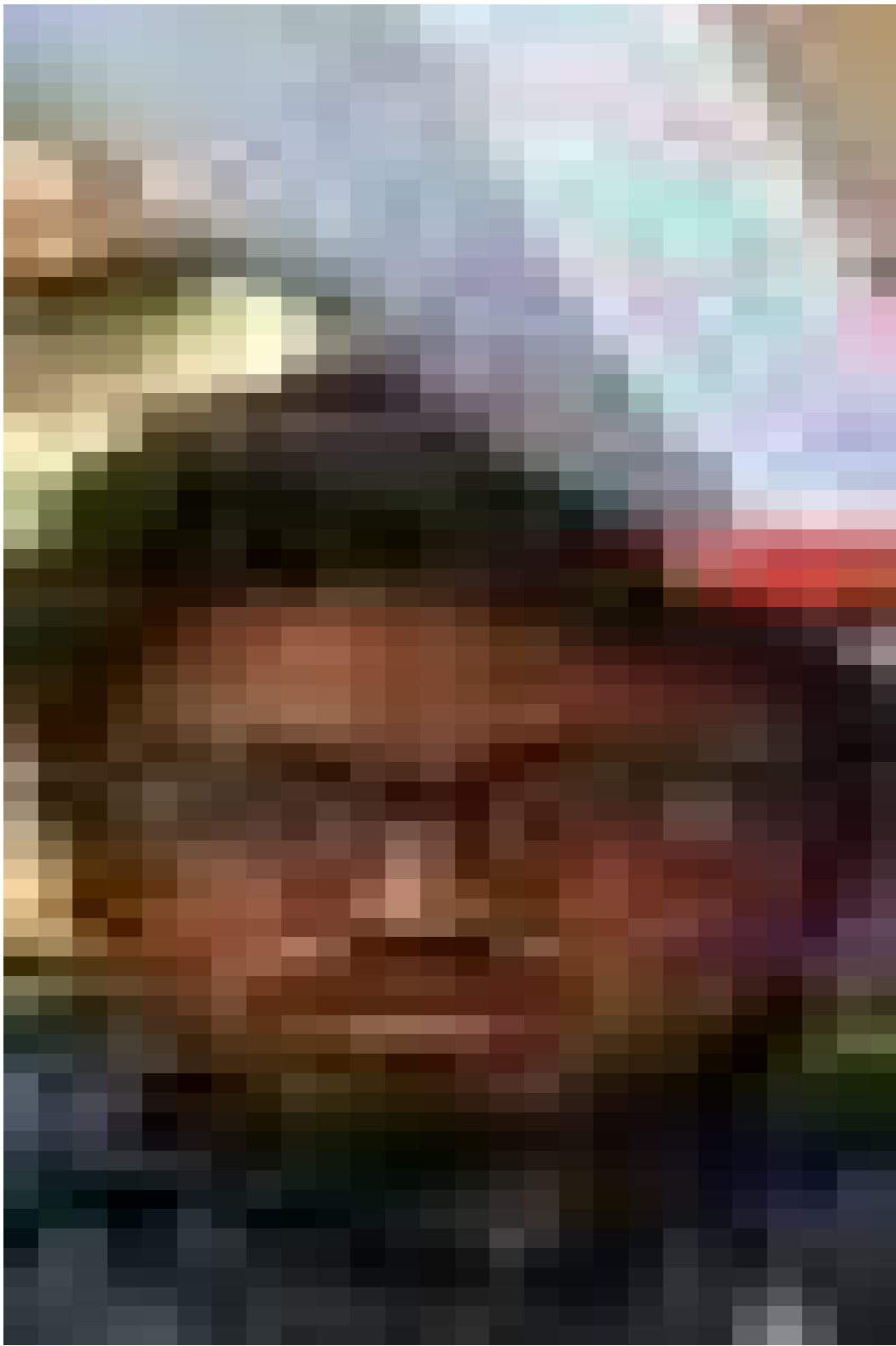
Over exposed, no strong emotions

To convey powerful emotions, black and white imagery can often be very helpful. However, if the image itself has no strong emotion or is poorly composed, it can be detrimental. Make sure to use black and white imagery sparingly and if you do make sure it has heart.

SELECTING IMAGERY



High quality photography



Low quality photography, stretched

Low-quality imagery should never be used. If you have a photo, make sure it is high quality for what you are doing. That means photos that are going to be print should be 300dpi if possible. Furthermore, do not squash or stretch images just to make them fit. This leaves the image looking bad and illegible.

TYPOGRAPHY

In this section, you will learn about the #Ex-Out typographic system.



TYPE OVERVIEW

In selecting the type for the #Ex-Out brand, we were looking for typefaces that were powerful but not harsh. We wanted a certain softness to them that would not be found in a strictly geometric font, or in a sharp serif. We also wanted to pick typefaces that were free and accessible, that allowed for various languages, and were versatile.

Through all these limitations we ended up selection Lato and Karma as our main typefaces for the #Ex-Out brand.

Lato Black

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

Lato Regular

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

Karma Regular

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

LATO

When choosing the display font for #Ex-Out we wanted to find a powerful font that was elegant, warm, and robust. Furthermore, we wanted to make sure it was accessible to everyone. Lato quickly became the obvious choice for #Ex-Out.

Lato Black
Display font

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789!@#\$%^&*(){}|:”<>?/.,

Lato Black

KARMA

After deciding on Lato, the goal was to find a body copy font that would complement its power and warmth. With its tall x-height and rounded terminals it makes for a nice companion to Lato. As well as Lato, it too is free for everyone.

Karma Regular —
Body font

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
0 1 2 3 4 5 6 7 8 9 ! @ # \$ % ^ & * () { } | : " < > ? / . ,

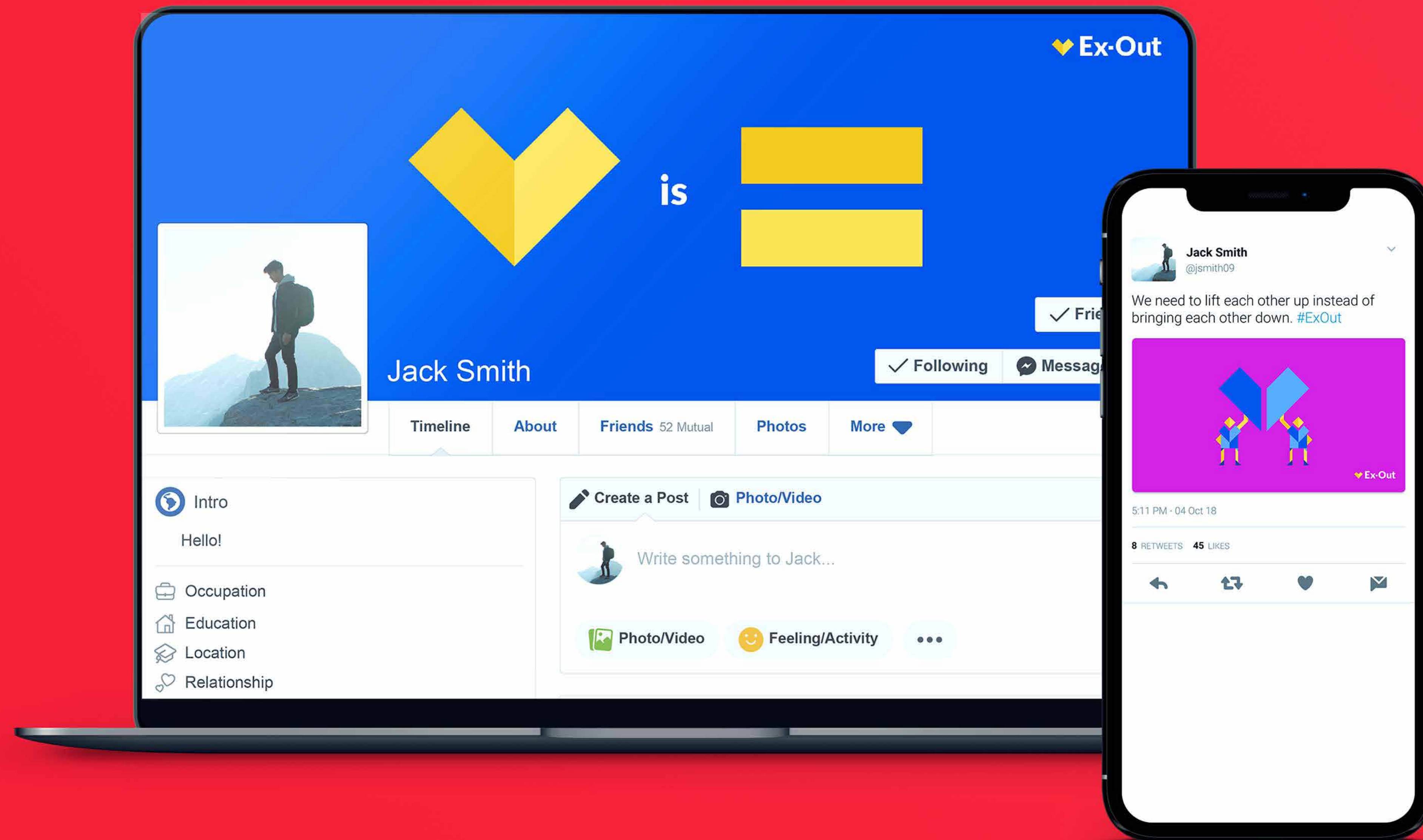
Karma Regular

BRAND CONTENT

In this section, you will find applications of the #Ex-Out brand.









♥ Ex-Out



♥ Ex-Out

Two vertical panels are shown against a light blue background. The left panel has a yellow background with a large blue triangle containing various geometric patterns like circles, stripes, and small hearts. The right panel has a blue background with a large yellow triangle containing similar geometric patterns. Both panels have text at the bottom.

LOVE IS ALWAYS
THE ANSWER

♥ Ex-Out







Phone +44 (0) 20 9994 7740
4767 Blackwell Street, Dry Creek, Alaska
unfu.designagency.xz

Mark Flexier
Blackwell Street
Alaska

14 September 2020
Stationery & Branding Mockup

Dear Human,

Cras venenatis, ex ut rhoncus semper, velit dolor finibus dui, eget volutpat elit dui nec lectus. Suspendisse facilisis lacus ligula, et viverra lectus laoreet vel. Morbi ullamcorper urna semper, accumsan nulla eu, iaculis lacus. Nunc iaculis arcu a scelerisque luctus. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Aliquam ut tempor dolor, id varius ante. Sed interdum sit amet nulla venenatis suscipit. Nunc tellus ipsum, fermentum quis interdum non, posuere imperdiet nibh. Vivamus avec faucibus et dui ut laoreet. Aliquam scelerisque lectus metus, nec aue interdum odio volutpat eget. Nullam a arcu ac ex volutpat tempus. Phasellus at pharetra tortor, eu convallis mauris.

Vestibulum dictum volutpat magna non ultricies. Praesent mcus ligula ex, ac venenatis felis tincidunt id. Sed aliquet sed odio in tristique. Sed sed ullamcorper velit. Class aptent taciti sociosqu ad litora torquent per conubia nostra, per inceptos himenaeos. Mauris bibendum in felis zero egestas faucibus. Curabitur sollicitudin varius lorem id semper.

Regards,

Mark Flexier



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Mark Flexier
Blackwell Street
Alaska

14 September 2020
Stationery & Branding Mockup

VIOLENCE

VIOLENCE

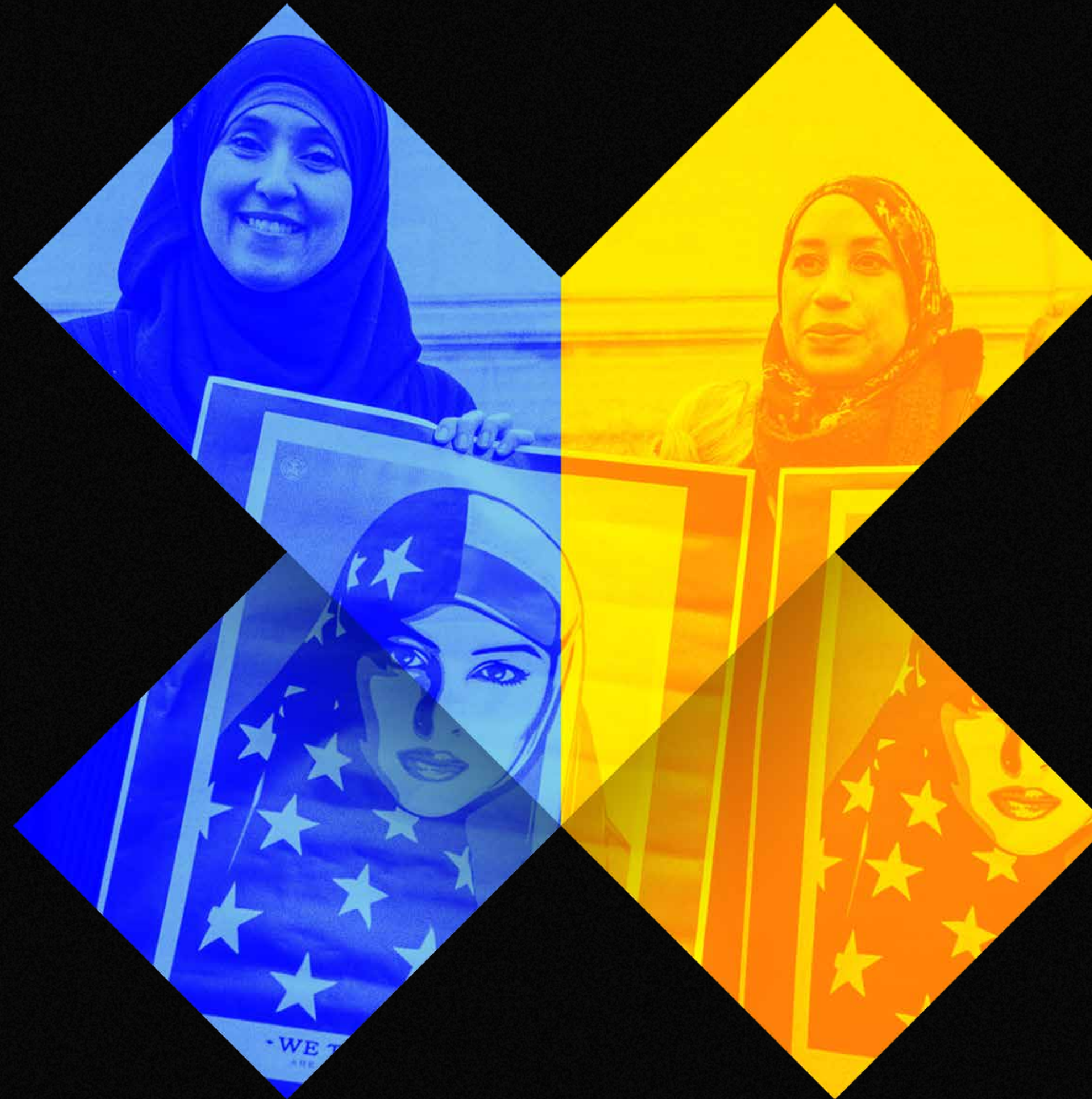


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Principal Investigator

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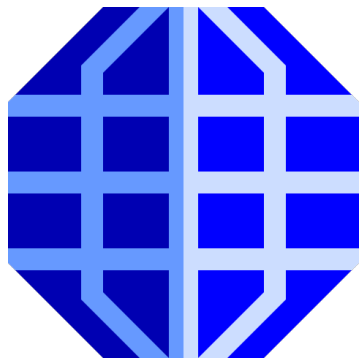
SOCIAL MEDIA

In this section, you will learn where to find #Ex-Out on social media.

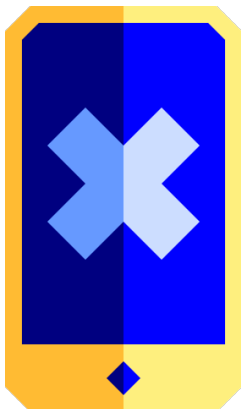


WHERE TO FIND US?

Check out our website, mobile app, and social media for various creative assets, shareable content, and help for spreading your message and making your voice heard.



Website
ex-out.org



App
Ex-Out: iOS & Android



Twitter
@exoutapp



Instagram
@exoutapp



Facebook
/exoutapp



Unsplash
/@exoutapp

