Maya Kapur & Storey Pearson

Inspiration





All Together Now: Fridays with The 6 DAYS AGO **CORONAVIRUS** Heart DIARIES 51 MIN AUG 21 **All Together Now: Fridays with The**



A weird subway encounter.

A drunk story.

A crazy roommate.

An awful breakup.



Moth - Anne Moraa & Caroline Hu...

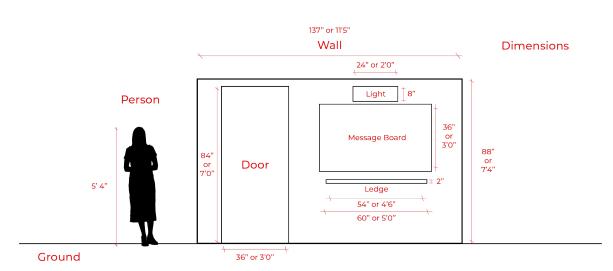
The Moth Radio Hour: Changes of

Moth - Isaiah Owens

Site Elevations

Site Selection #1: Apartment

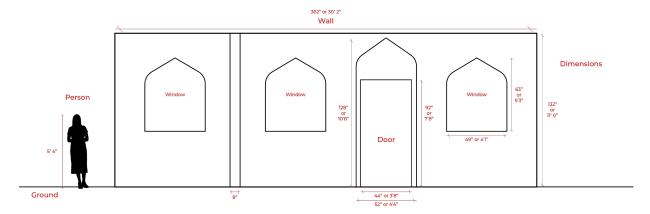
Elevation: 1/4" = 1' -0" Apartment





Site Selection #2: Bar

Elevation: 1/4" = 1' -0" Apartment

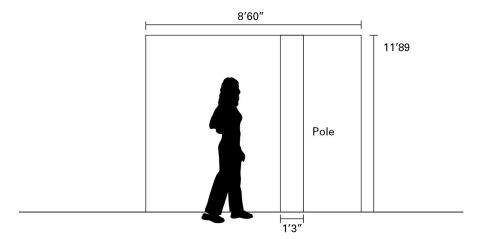






Site Selection #3: Subway Grand BD

Elevation: 1/4" = 1' -0"





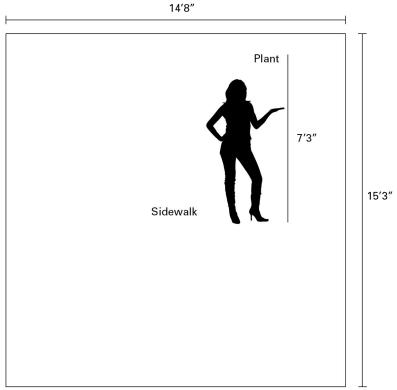






Elevation: 1/4" = 1' -0"

..





Final Identity Direction

Title + Moodboard + Sketches + Color + Type + Signage

Identity Direction: Moodboard + Sketches





















Our FONTS.

212 Moon Child Sans

Used for Display and Logo

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890~!@#\$%^&*()_+{{|:"<>?

Monserrat Bold

Used for Headers and Subheaders

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890~!@#\$%^&*()_+{{|:"<>?

Monserrat Light

Used for Body Text

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890~!@#\$%^&*()_+{{|:"<>?

COLORS.

These colors add to the personality of our brand. We are bright, colorful, and playful.

Primary Color Palette

Our primary colors should be the first choice to use in design so it reinforces our brand consistently across all of our communications.



Radical Red

#FF4359 R255 G67 B89 CO M87 Y56 KO



#333333 R51 G51 B51 C69 M63 Y62 K58



White

#FFFFFF R255 G255 B255 CO MO YO KO

Secondary Color Palette

Our secondary colors should be used sparingly in signage so our primary palette can be the most dominant.



Java

#1FB3CA R31 G179 B202 C73 M6 Y18 K0



Web Orange

#FFACOO R255 G172 B0 C0 M37 Y100 K0



Lime Green

#76CC1F R118 G204 B31 C57 M0 Y100 K0

Our LOGO.











Our APPLICATIONS.

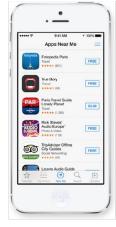




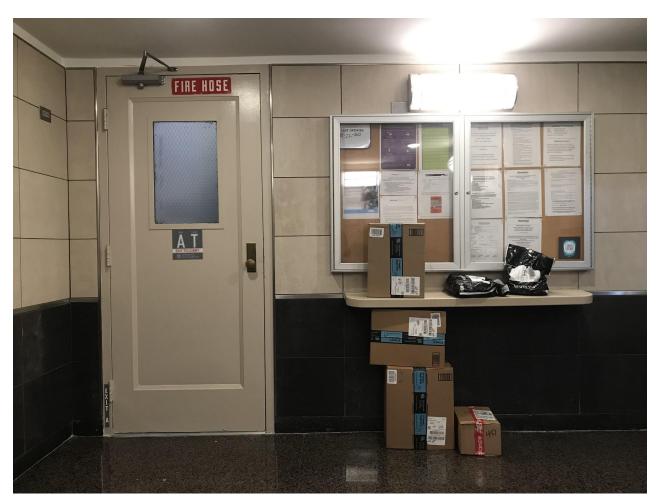




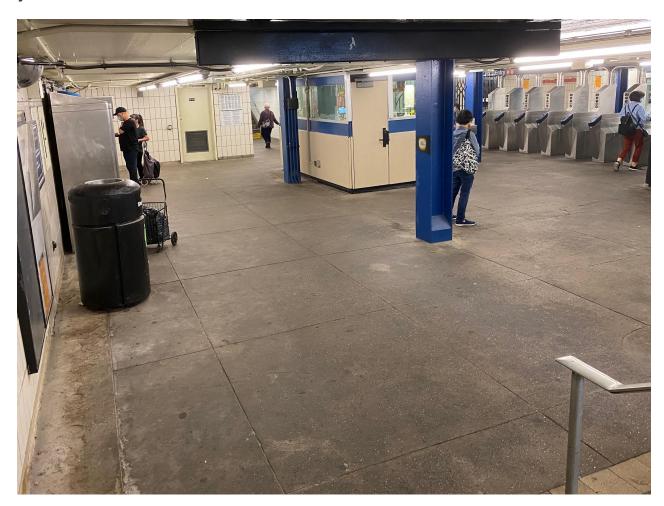




Site Renderings









Companion Piece

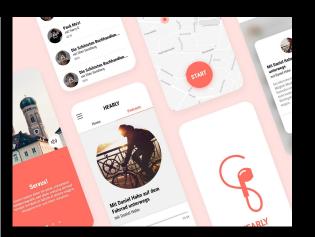
Moodboard + Wireframes + Content (audio)

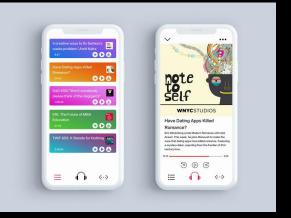
Moodboard











Initial Wireframes

Walk to a story TCHEN to unlock see Square Commodore is a description of the app and what the walking tour's purpose is.

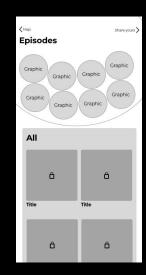
Logo

This is a description of the app and what the walking tour's purpose is.

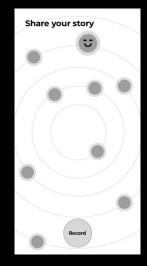
Market Flatiron Building Annual Period Park Sparrment Union Science Park Sparrment Commodore Trailed Brook Sparrment Museu TRIBECA Williamsburg Bridge New York

Brooklyn Bridge Unlock Manhattan Bridge Commodore Brown park Sparrment Museu TRIBECA Commodore Brown park Sparrment Museu TRIBECA Commodore Commodore Brown park Sparrment Museu TRIBECA Commodore Brown park Sparrment Museu TRIBECA Commodore Commodore Brown park Sparrment Museu TRIBECA Commodore Commodore Brown park Sparrment Museu TRIBECA Mulliamsburg Bridge Commodore Brown park Sparrment Museu TriBECA Mulliams









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Map

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Episodes

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Working Prototype

