Rachel Langdon 2305545

Independent Project

Finals


WHILE


WHILE
WHILE
WHILE

WHAT
ARE YOU
MISSING?

WHAT
ARE YOU
MISSING?

R: 217
G: 161
B: 00

C: 06
M: 40
Y: 100
K: 01

#d9a100

R: 199
G: 51
B: 80

C: 00
M: 91
Y: 56
K: 00

#c73350

R: 34
G: 34
B: 34

C: 75
M: 65
Y: 62
K: 81

#222221

R: 183
G: 242
B: 231

C: 40
M: 00
Y: 19
K: 00

#b7f2e7

R: 204
G: 93
B: 76

C: 02
M: 75
Y: 69
K: 00

#cc5d4c

Primary Typeface

AGENDA

Available at Adobe Fonts

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
1 2 3 4 5 6 7 8 9 0
. , ! ? ’ ’ @ & *

Black, bold & semibold

Secondary Typeface

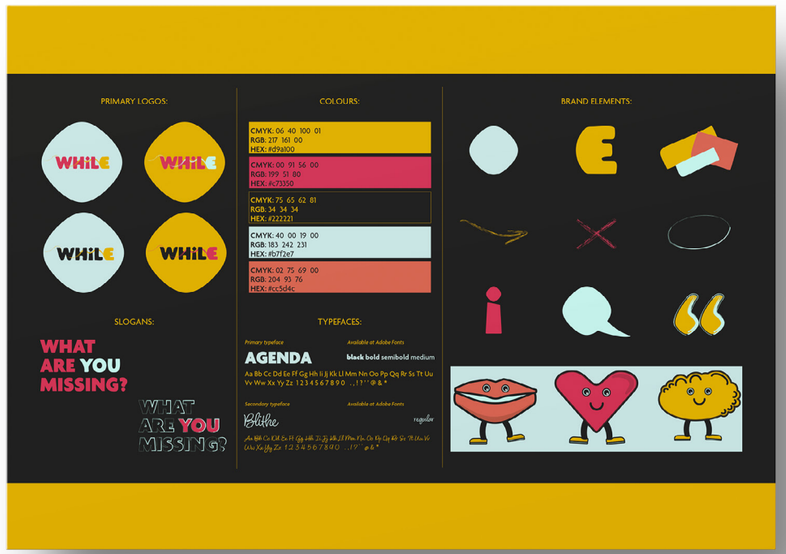
Blithe

Available at Adobe Fonts

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
1 2 3 4 5 6 7 8 9 0
. , ! ? ’ ’ @ & *

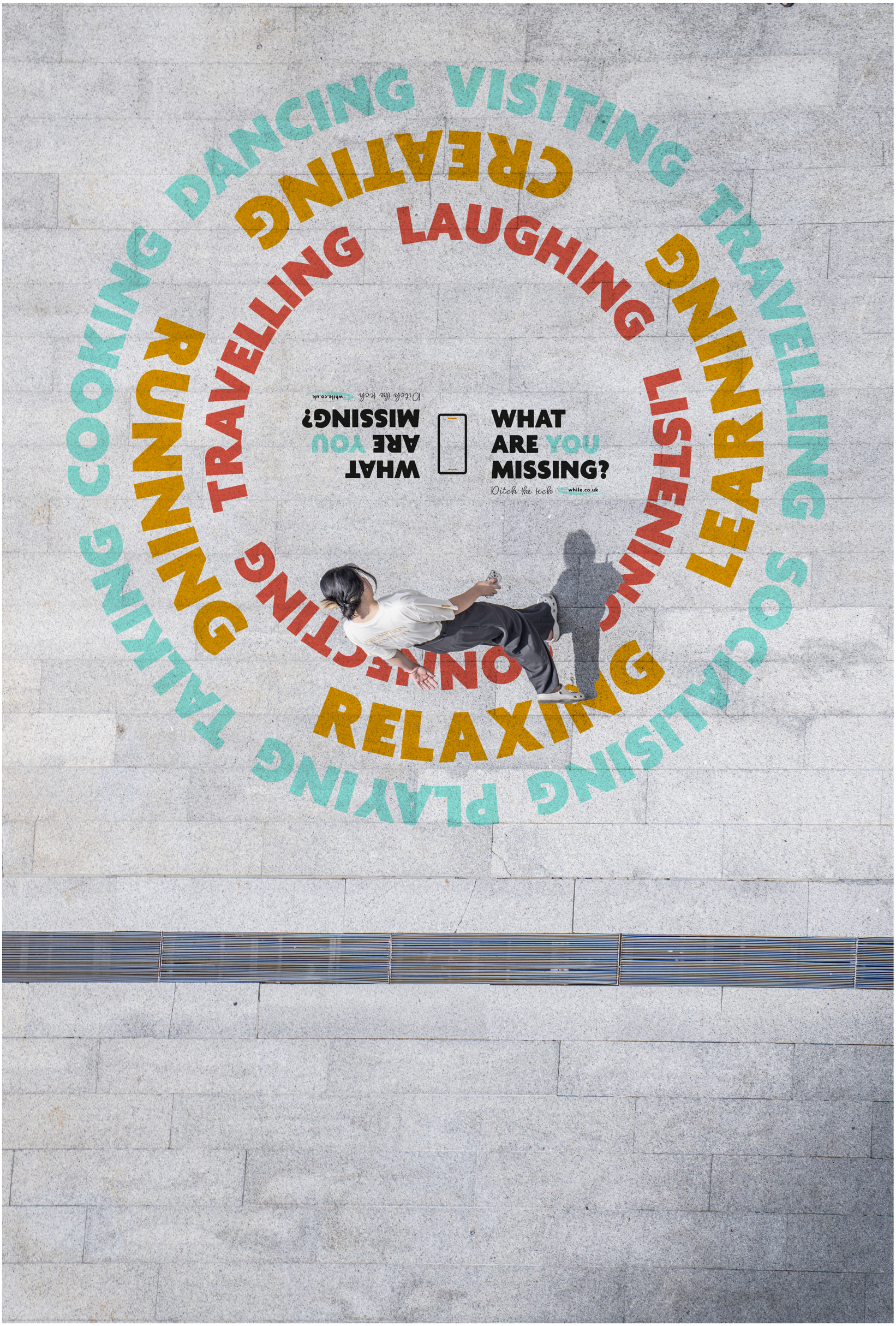
Regular


WHiLE
MINI BRAND GUIDELINES
Designer: Rachel Langton
Contact: rlgraphics@gmail.com


PRIMARY LOGOS:
SLOGANS:
WHAT ARE YOU MISSING?
COLOURS:
CMYK: 06 40 100 01
RGB: 217 161 00
HEX: #f9a100
CMYK: 00 91 56 00
RGB: 199 51 80
HEX: #c73350
CMYK: 75 65 62 81
RGB: 34 34 34
HEX: #222221
CMYK: 40 00 19 00
RGB: 183 242 231
HEX: #b7f2e7
CMYK: 02 75 69 00
RGB: 204 93 76
HEX: #cc564c
TYPEFACES:
Primary typeface
AGENDA
Available at Adobe Fonts
black bold semibold medium
Secondary typeface
Blithe
regular
BRAND ELEMENTS:


WHiLE
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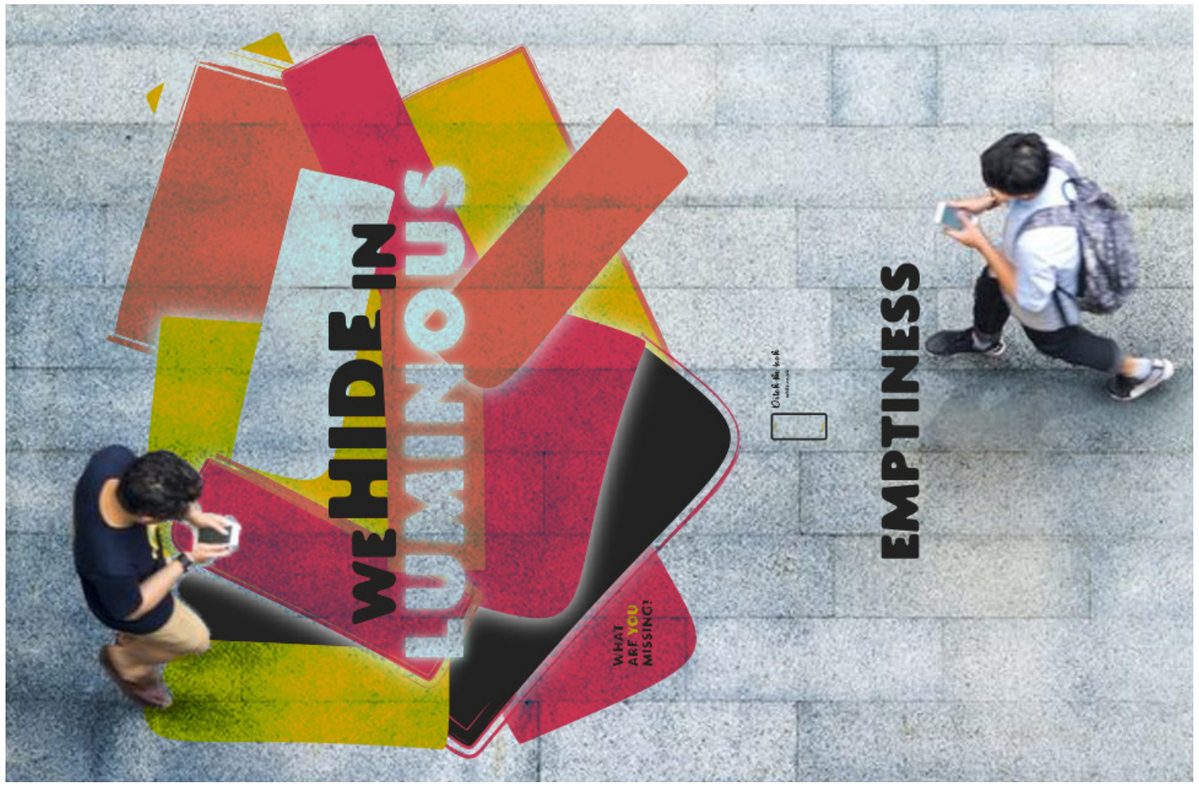

07 : 00
Hours
1 day
PLORING
CONNEC
So, what are
you missing?

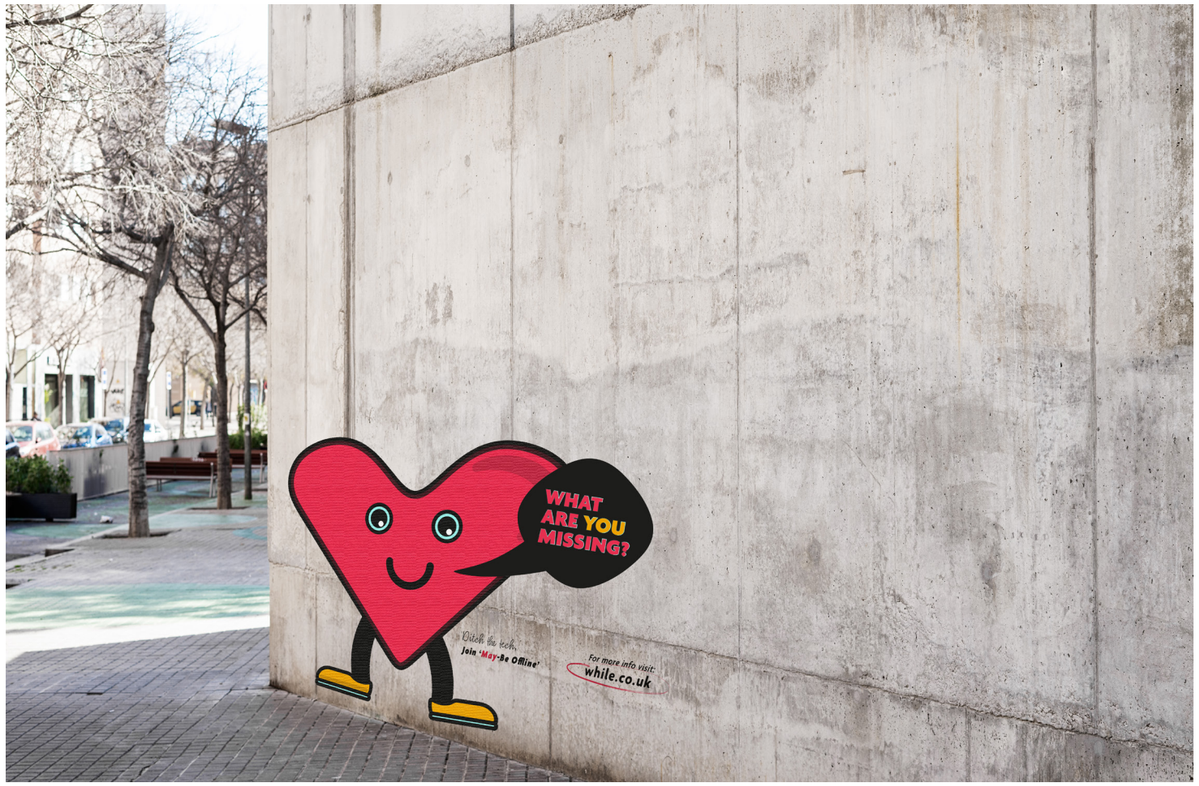


Guerilla style advertising


swipe and refresh, the real moments with living slip away
while we scroll
WHAT ARE YOU MISSING?


Please keep your distance
Maintain social distancing
WHAT ARE YOU MISSING?
TRAVELLING
SOCIALISING
PLAYING
TALKING
DANCING
EATING
CREATING
LAUGHING
LISTENING
LEARNING
CONNECTING
RELAXING
RUNNING
TRAVELLING
WHILE


WE HIDE IN LUMINOUS
EMPTINESS
WHAT ARE YOU MISSING?


WHAT ARE YOU MISSING?
Ditch the tech,
Join 'May-Be Offline'
For more info visit:
while.co.uk


WHILE
What are you missing?
Ditch the tech and put your physical, mental and social health first!
For more info visit:
while.co.uk



Billboard Animation

Please watch: 'While Billboard Ad' (In finals folder)


WIR ED
HAB ITS
INTE RRUPT
LI VED
EXPERI ENCE
Ditch the tech,
Join 'May-be Offline'
WHAT ARE YOU MISSING?
For more info visit:
while.co.uk

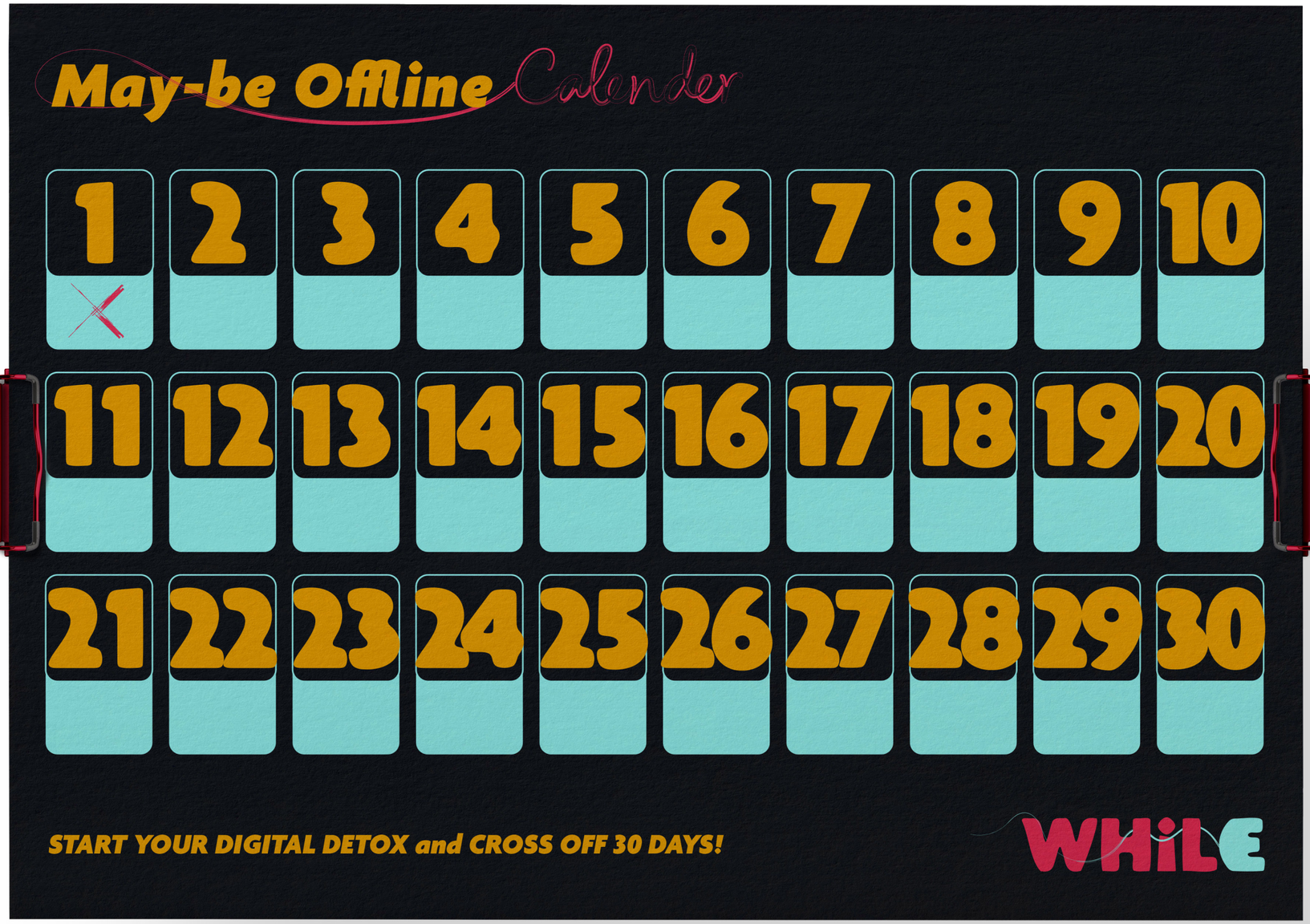

WHAT ARE YOU MISSING?
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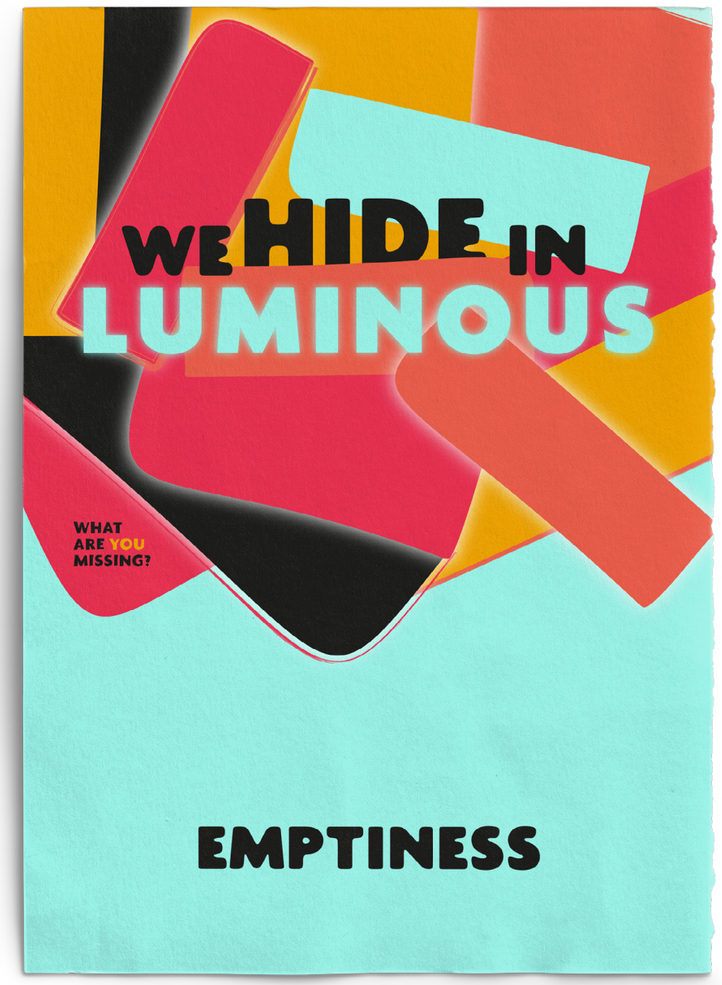


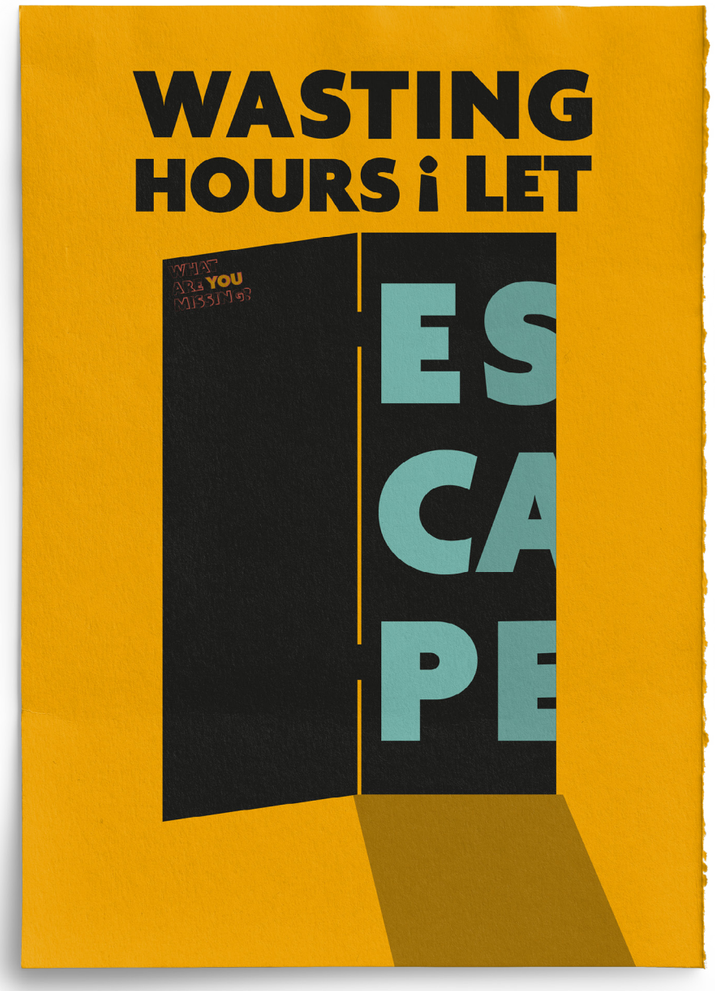
Website for Desktop

Please see full website pages in finals folder (Home, About, Newsletter and Challenge Pages)


May-be Offline Calender
1 2 3 4 5 6 7 8 9 10
11 12 13 14 15 16 17 18 19 20
21 22 23 24 25 26 27 28 29 30
START YOUR DIGITAL DETOX and CROSS OFF 30 DAYS!
WHiLE


WIRED
HABITS
INTERRRUPT
LIVED
EXPERIENCES


WE HIDE IN
LUMINOUS
WHAT
ARE YOU
MISSING?
EMPTINESS


WASTING
HOURS i LET
WHAT
ARE YOU
MISSING?
ES
CA
PE