



TIPI

LOGO



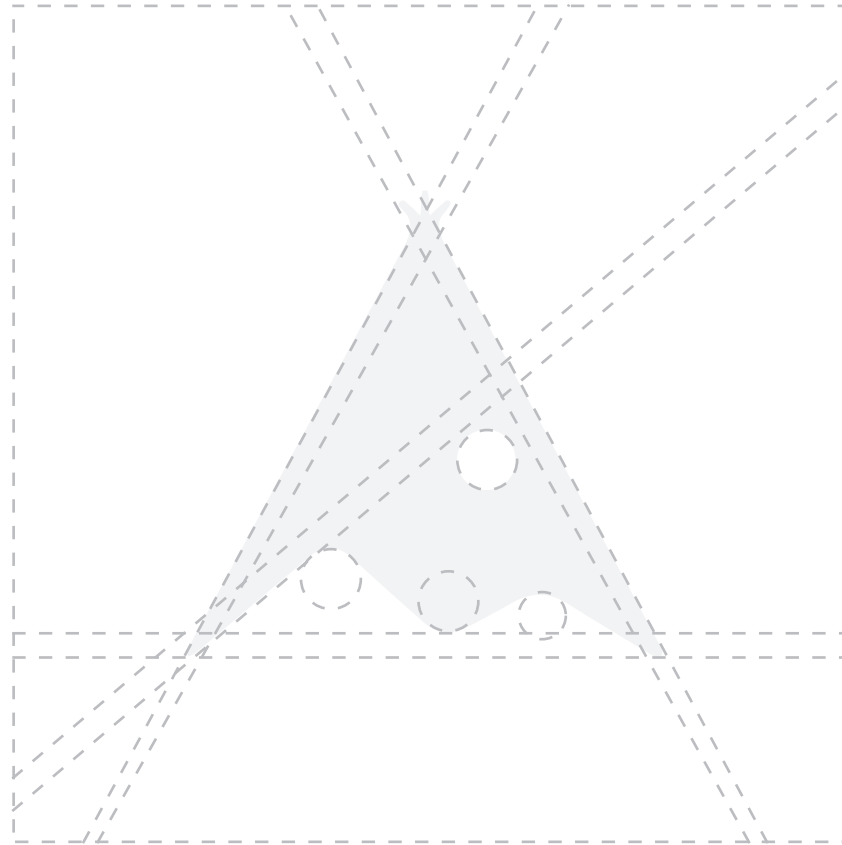
LOGO VARIANTS



ANATOMY OF LOGO

Ideology Behind the Tipi Logo.

The Tipi Logo incorporates a picture frame to show how the brand incorporates its photo sharing service at the root of its ideology. The Tipi within the logo embodies clusters of groups of people living in different cities. Each tipi represents a group whether that group maybe a university or a coffee shop.





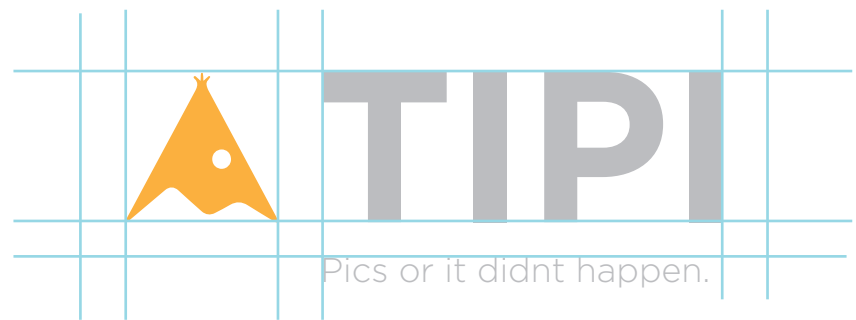






**TAGLINE
& TYPEFACE**

WITH TAGLINE



Pics or it didnt happen.

TYPE SPECIMEN

Brandon Grotesque Bold

Let's Get Moving to a Better
World. Just Do It.

Gotham Light

Hello world.

Brandon Grotesque Light

Lorem ipsum dolor sit amet, consectetur adipiscing elit. In pharetra ligula vel quam pellentesque elementum. In at rutrum sem. Nullam eleifend id quam hendrerit consectetur. Proin scelerisque mattis elementum. Nulla ut lacus ullamcorper, fermentum lacus nec, tincidunt massa. Praesent at gravida lorem, pharetra molestie libero. Suspendisse ac enim cursus, posuere arcu non, congue sapien. Suspendisse bibendum, turpis non maximus commodo, massa arcu tristique purus, in pellentesque eros nibh a libero. Etiam non hendrerit nulla, sed hendrerit risus. In mauris ante, molestie vel lectus ac, aliquet porttitor massa. Aenean eget iaculis enim. Etiam sollicitudin nisl ut feugiat rutrum. In ullamcorper enim in lacus ultrices, id egestas nulla cursus.

MAIN TYPEFACE

Brandon Grotesque

Brandon Grotesque is the typeface I decided to use for this brand as it is clean and minimal which suites the brand well. The Type itself also has a well balanced geometric design and an easy going look. Which is perfect for a social network.

AaBbCcDdEeFfGgHhIiJjKk
AaBbCcDdEeFfGgHhIiJjKk
AaBbCcDdEeFfGgHhIiJjKk
AaBbCcDdEeFfGgHhIiJjKk
AaBbCcDdEeFfGgHhIiJjKk

Numericals

0123456789!@#\$%^&*+?

SUPPORTING TYPEFACE

GOTHAM

Gotham is the perfect partner in crime to Brandon Grotesque. Gotham is very minimal But with its hard edges this san-serif type is the perfect Yang to Brandon grotesque's Yin.

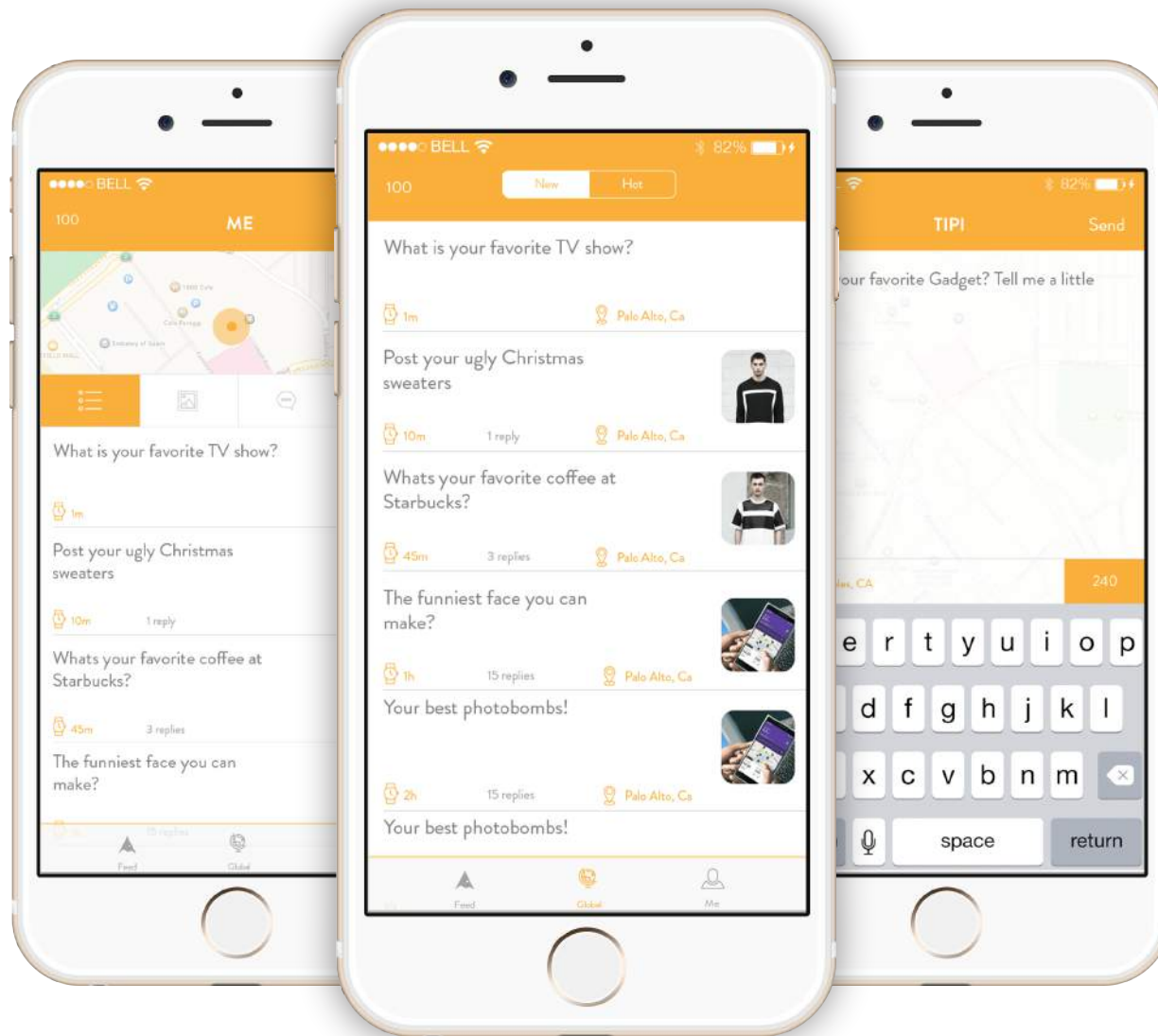
AaBbCcDdEeFfGgHhIiJjKk
AaBbCcDdEeFfGgHhIiJjKk
AaBbCcDdEeFfGgHhIiJjKk
AaBbCcDdEeFfGgHhIiJjKk
AaBbCcDdEeFfGgHhIiJjKk

Numericals

0123456789!@#\$%^&*+?

USER INTERFACE & COLORS

APP SCREENS



PRIMARY COLORS



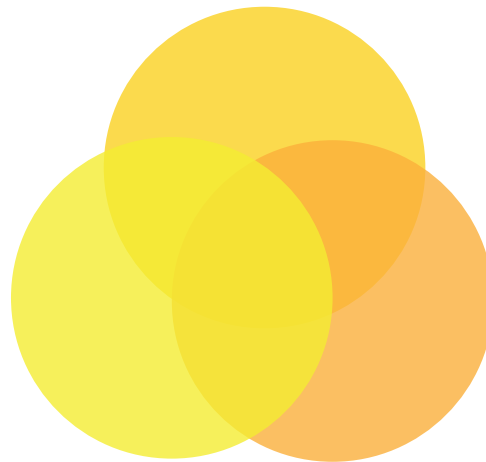
CMYK 75 90 10 0
RGB 0 167 157



CMYK 0 35 87 0
RGB 251 209 33



CMYK 5 0 90 0
RGB 249 237 50



COLOR PALETTE

The color palette chosen for Tipi was based off of the landscapes that these tipis would be found. The Yellow is meant to symbolize the dried out grass along with the sun. The Darker tones is meant to symbolize the night sky. While the Reds and greens are to symbolize peppers and face paint.

