INSTITUTION OF DIGITAL MEMORY

CONCEPT

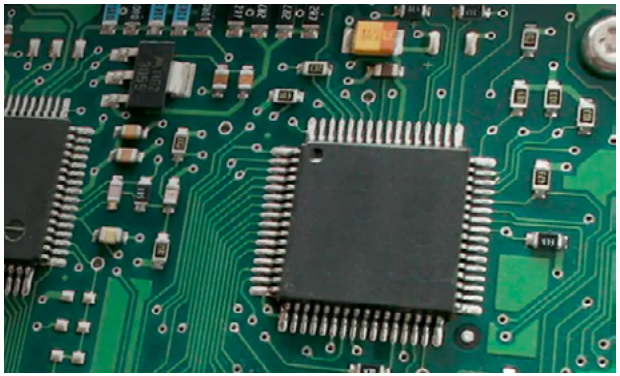
With the rapid advancement of technology, new inventions quickly become obsolete and forgotten. The Institution of Digital Memory is a museum commemorating technology that helps us to remember. This includes, hard disk drives, solid state drives, and cloud storage. IDM hopes to educate adults, while also celebrating the technological evolution of how we store virtual data.

Modern

Professional

Techy

Sleek



AUDIENCE

IDM appeals to young or middle-aged adults with basic knowledge in computing, taking them through the history and development of digital memory and storage. While IDM explains and summarizes how the various data storages, it hopes to focus more on the history and evolution of devices and technology rather than the mechanics. It welcomes visitors who are interested in the history rather than the science.

NAMING CANDIDATES

Stage 1:

Museum of Memory
Institution of Memory
Museum of Digital Memory
Digital Memory Museum
Hall of Digital Memory
Institution of Digital Memory
Institution of Digital Data
Digital Data Institution
Institution of Digital Data Storage
Hard Drive Museum

Stage 2:

Institution of Digital Memory
Institution of Digital Data Storage

Stage 3:

Institution of Digital Memory

LOGO DESIGN

Research

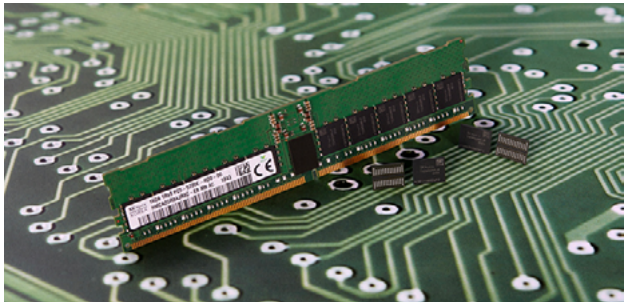
Sketches

Final

LOGO DESIGN RESEARCH













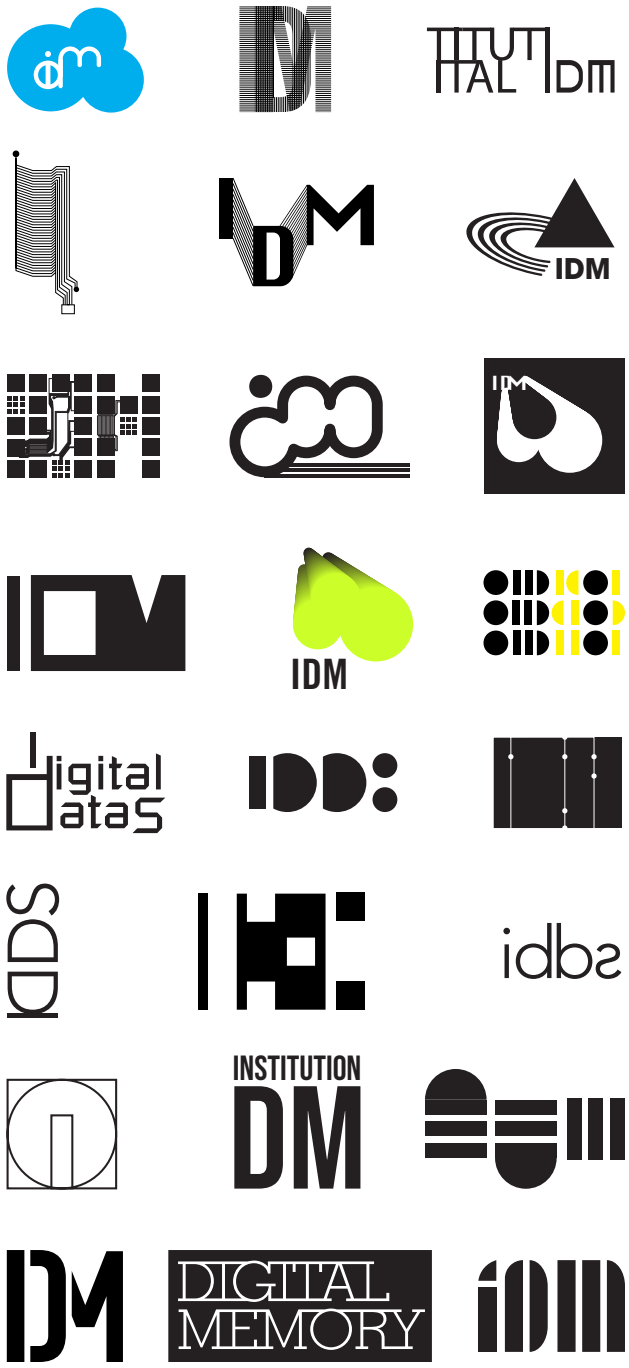




DESIGNING THE LOGO

Technology is complex and built piece by piece. In my designs, I wanted to echo this complexity, while also conveying the change and evolution of technology. In particular, data storage transitioned from physical storages to online, cloud storages within a century. In my designs, I wanted to emphasize the development, while also expressing connections of internal physical storage device parts. At the same tiime, I did not want my logo designs to feel boring and obsolete so I tried to incorporate a twist of modernity and sleekness into the different design sketches.

Logo Sketches



FINAL LOGO

This final logo represented both the old and new method of data storage. While echoing the shapes of servers for cloud storage, it also shares the node pattern of a circuit board found in physical data storages. It is a flexible logo that can be used modularly to build patterns and other shapes.

Institution of
Digital Memory

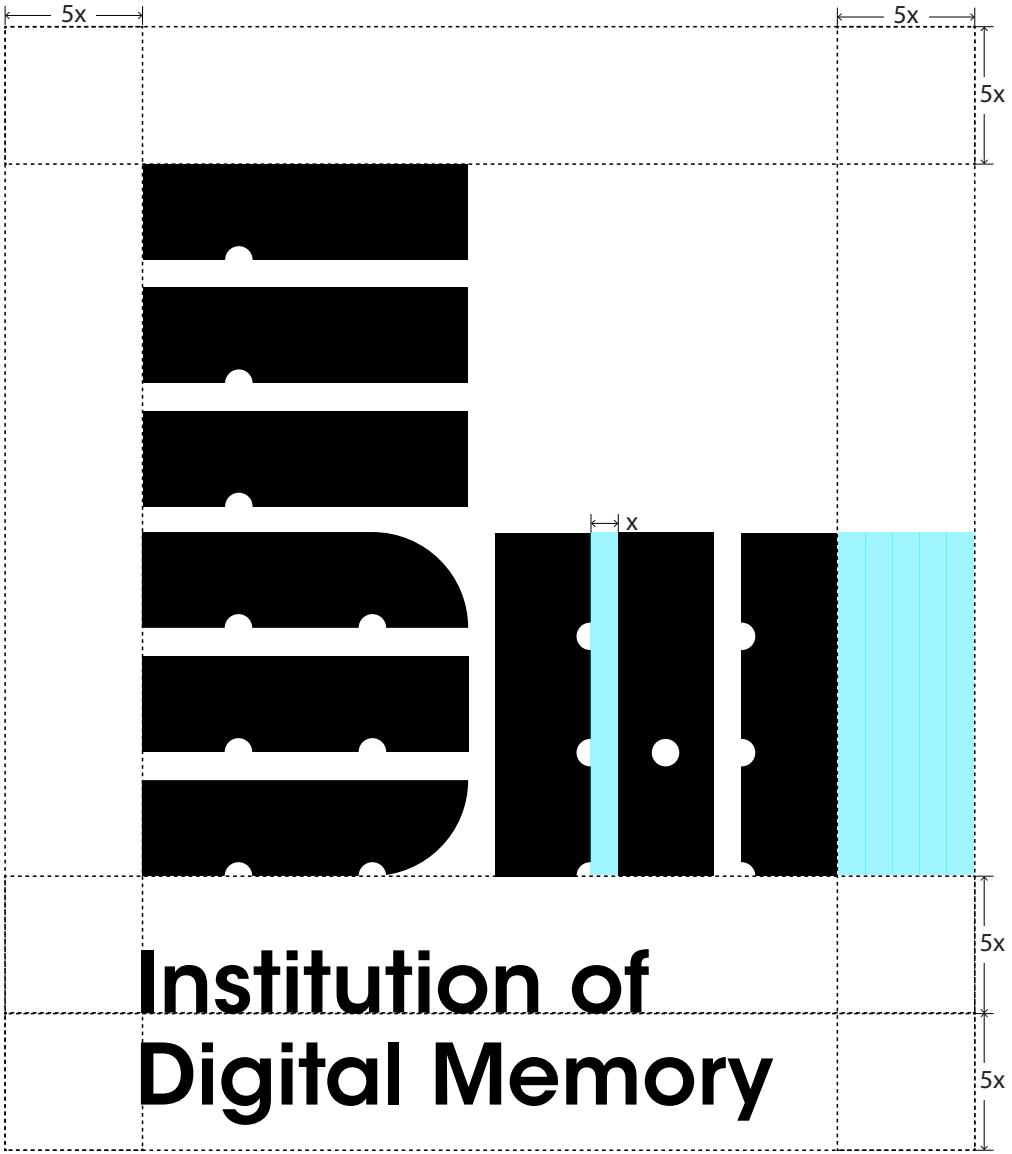
FINAL LOGO

DESIGN SYSTEM

Clear Space
Lock-Ups
Color Palette
Primary Typography
Secondary Typography

LOGO CLEAR SPACE

When the logo stands alone, the minimum space surrounding it should be 5 times the width of the white space between the black bars. When the logo is used with type, ensure a minimum space of 5 times the width of the negative space between the black bars around the logo. The type should sit on a line 5 times the width of the white space between the black bars below the logo.

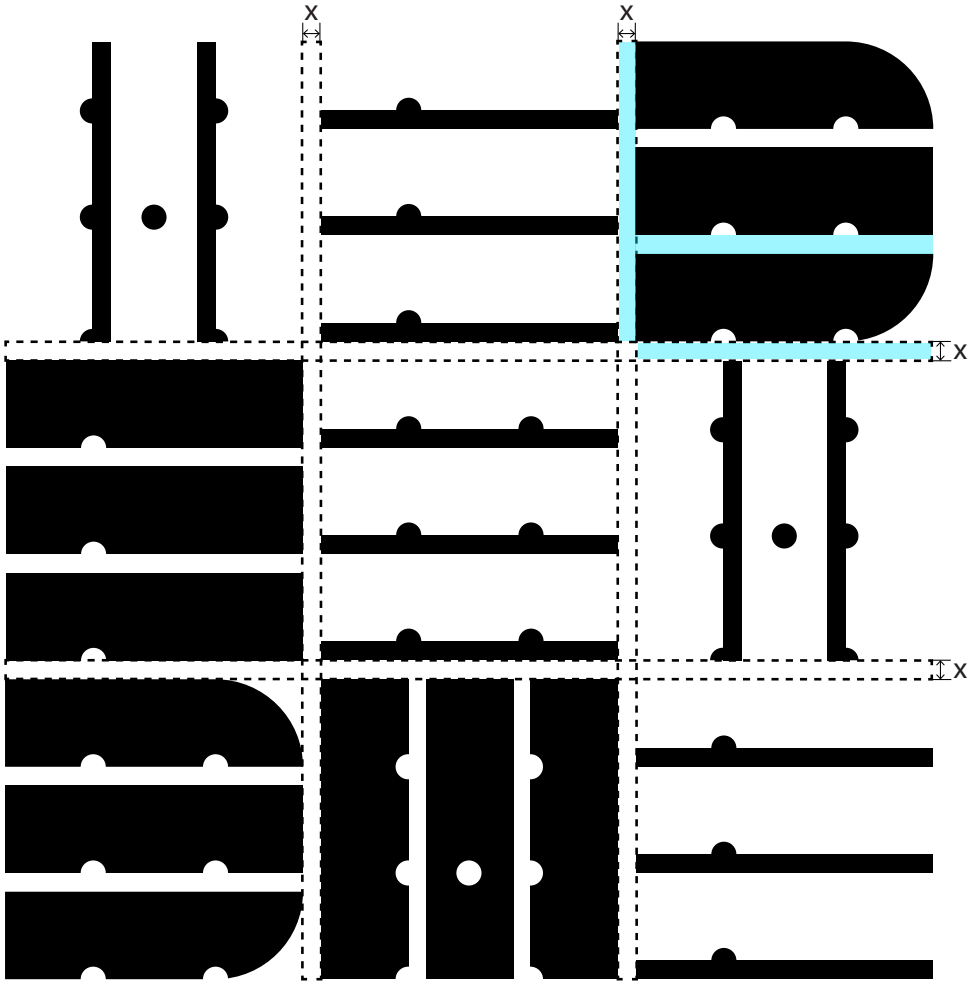


LOGO CLEAR SPACE

When using the logo horizontally, keep a minimum space of 5 times the white space between the black bars throughout. When the logo is used with type, the type should sit on a line 5 times the width of the white space between the black bars below the logo as shown on the right.

LOGO CLEAR SPACE

When using the logo as a pattern, keep a space of exactly 1 times the white space between the black bars throughout. No clear space is necessary for the border of the pattern.



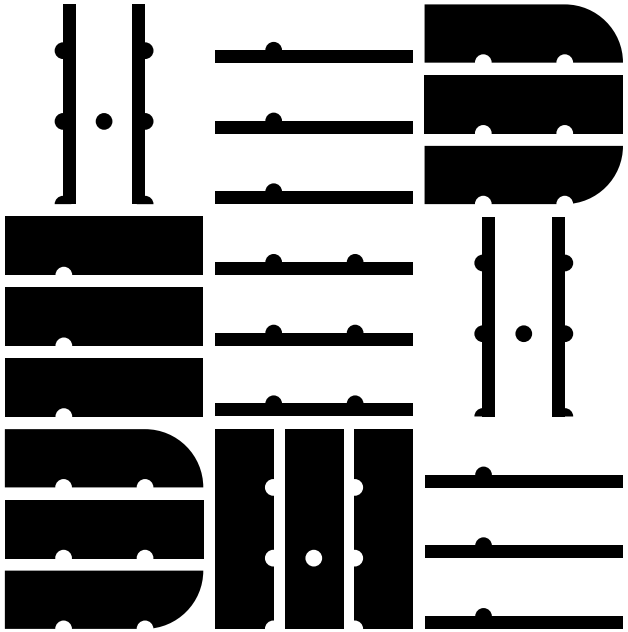
LOGO LOCK-UPS

The square blocks of the logo is designed to be used flexibly. However, it should always follow a grid and the space between each block should always be 1 times the white space between the black bars.

Institution of
Digital Memory

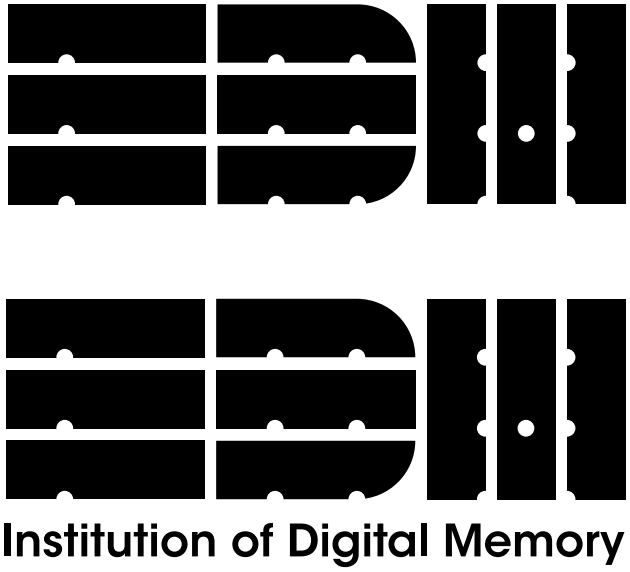
LOGO LOCK-UPS

The logo can be inverted to create a pattern. When the logo is used as a pattern, ensure that all blocks follow a strict grid, with 1 times the white space between the black bars as the space between the blocks. The blocks should never be stacked directly upon one another repetitively as a pattern, nor should there be a checkerboard pattern.



LOGO LOCK-UPS

The horizontal logo can be used on letter-heads or spaces when needed with or with-out the type. However, always ensure the the minimum amount of clear space around it and keep each block aligned horizontally and evenly spaced.



COLOR PALETTE

HEX: #080B45

R: 8
G: 11
B: 69

C: 100
M: 98
Y: 33
K: 49

HEX: #080B45

R: 137
G: 101
B: 206

C: 57
M: 67
Y: 0
K: 0

HEX: #00E7FF

R: 0
G: 231
B: 255

C: 55
M: 0
Y: 7
K: 0

HEX: #FFD55D

R: 255
G: 213
B: 93

C: 0
M: 15
Y: 75
K: 0

HEX: #FF5300

R: 255
G: 83
B: 0

C: 0
M: 82
Y: 100
K: 0

PRIMARY TYPOGRAPHY

Termina Bold should be used in all-caps in title headings, while a lighter weight mixed with lower case letters may be used for a subheading. Body text should be set in Proxima Nova Regular. This system can be used (but is not limited) for brochures, any text in exhibitions, the website, emails etc.

headline

Aa

Termina Bold

body text

Aa

Proxima Nova 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 ?!@#&(),.\“”

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 ?!@#&(),.\“”

PRIMARY TYPOGRAPHY IN USE

Termina Bold
Size: 37 pt.
Leading: 19 pt.
Tracking: 0 pt.

Termina Regular
Size: 16 pt.
Leading: 22 pt.
Tracking: 0 pt.

Proxima Nova
Size: 11 pt.
Leading: 19 pt.
Tracking: 2 pt.

THE EVOLUTION OF DIGITAL MEMORY

Remembering the history of storing digital data.

With the rapid advancement of technology, new inventions quickly become obsolete and forgotten. The Institution of Digital Memory is a museum commemorating technology that helps us to remember. This includes, hard disk drives, solid state drives, and cloud storage. IDM hopes to educate adults, while also celebrating the technological evolution of how we store virtual data.

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SECONDARY TYPOGRAPHY

Secondary typography should be used sparingly and occasionally.The body text of the secondary typography should only be used for short content, such as a one-liners, running text, footers etc. It should not be used for large bodies of text.

headline

Aa

ITC Avant Garde Gothic Demi

body text

Aa

Andale Mono 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
?!@#&(),.\“”

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 ?!@#&(),.\“”

SECONDARY TYPOGRAPHY IN USE

ITC Avant Garde Gothic Demi
Size: 45 pt.
Leading: 48 pt.
Tracking: 0 pt.

Andale Mono
Size: 11 pt.
Leading: 15 pt.
Tracking: -4 pt.

Andale Mono
Size: 7 pt.
Leading: 9 pt.
Tracking: 0 pt.

EXHIBITION 01

History of Hard Disk Drives_

GENERAL ADMISSION
MAY 18, 2021
$7,00

9028400392

POSTER DESIGN

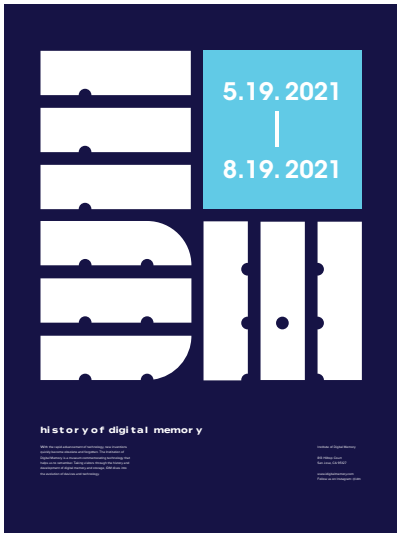
Research

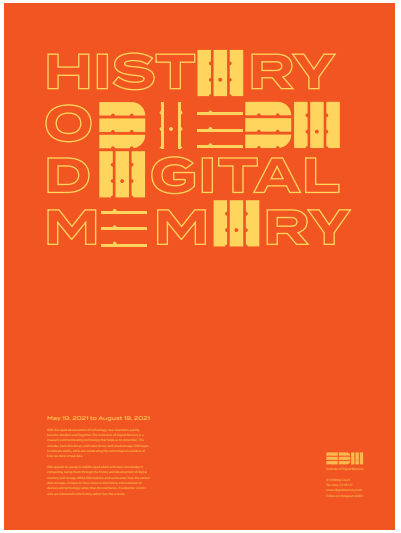
Sketches

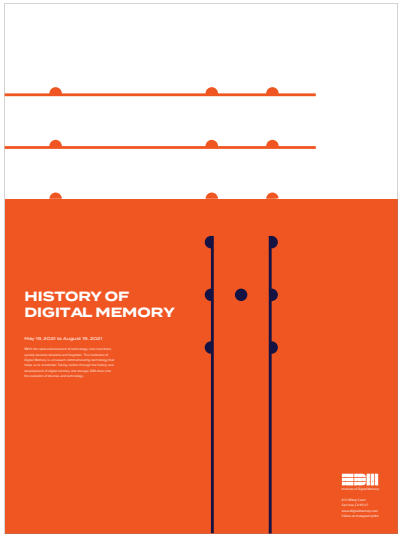
Final

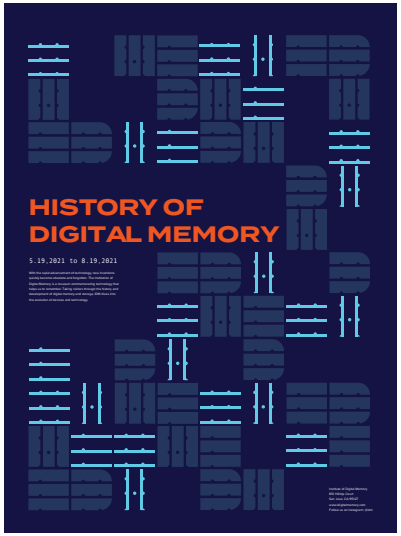
POSTER DESIGN RESEARCH

POSTER SKETCHES

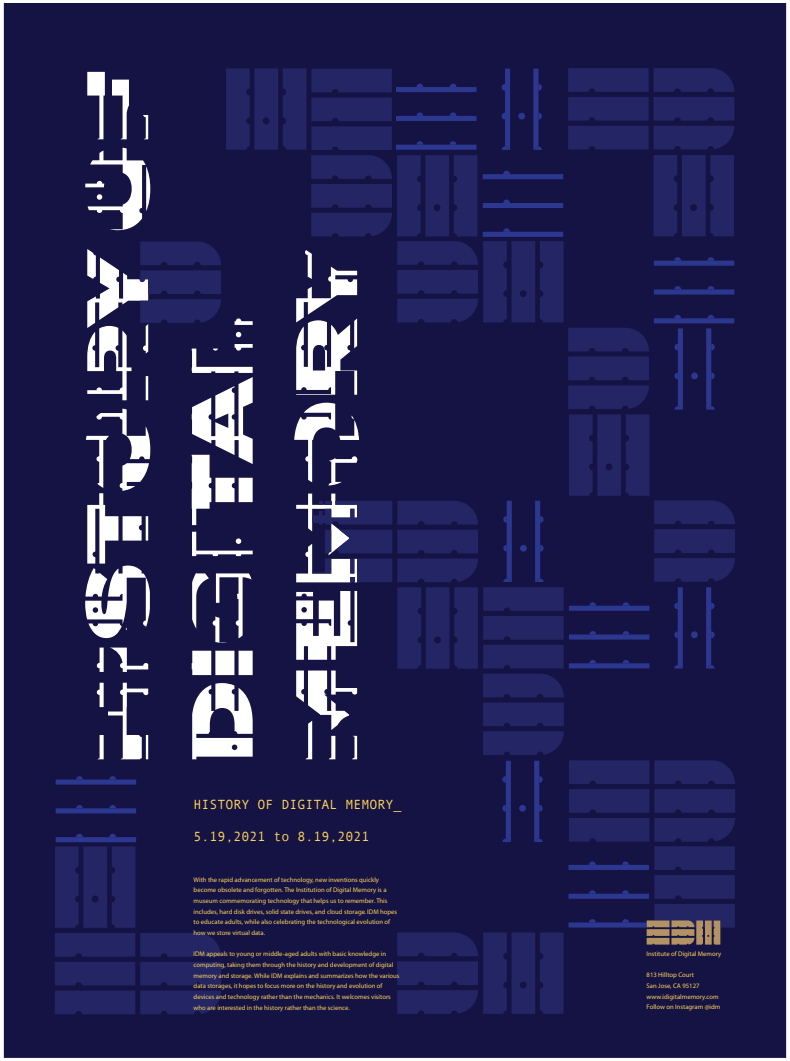








FINAL POSTER



FINAL POSTER

FINAL POSTER

ADVERTISEMENT & WEBSITE DESIGNS

Social Media

Brochure

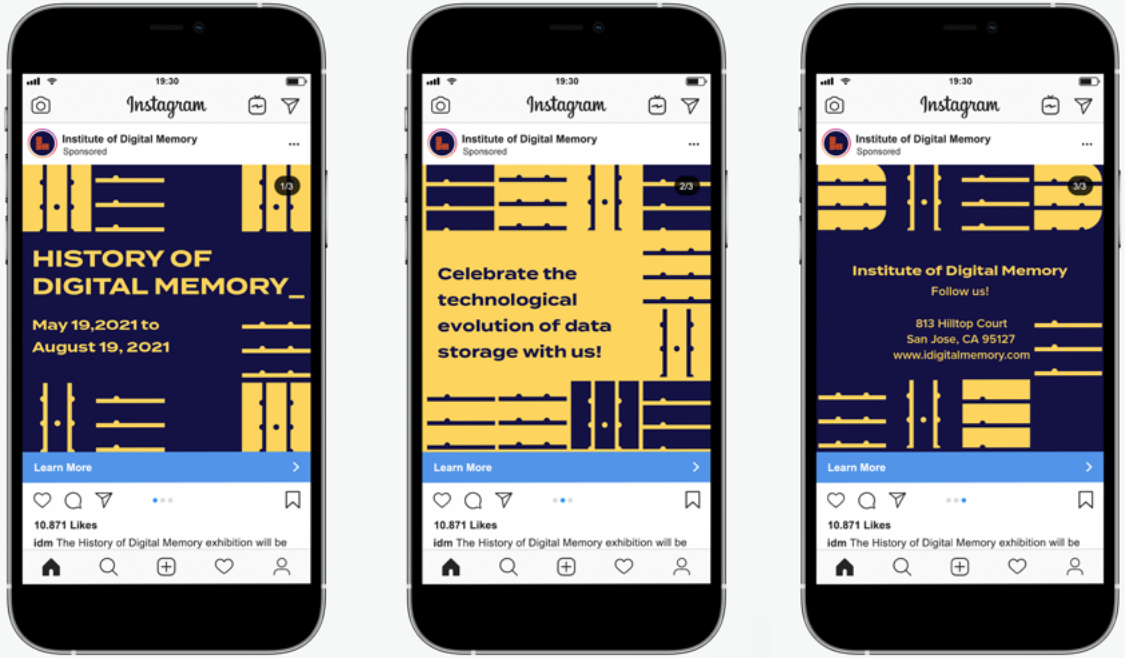
Desktop Website

Mobile Website

SOCIAL MEDIA

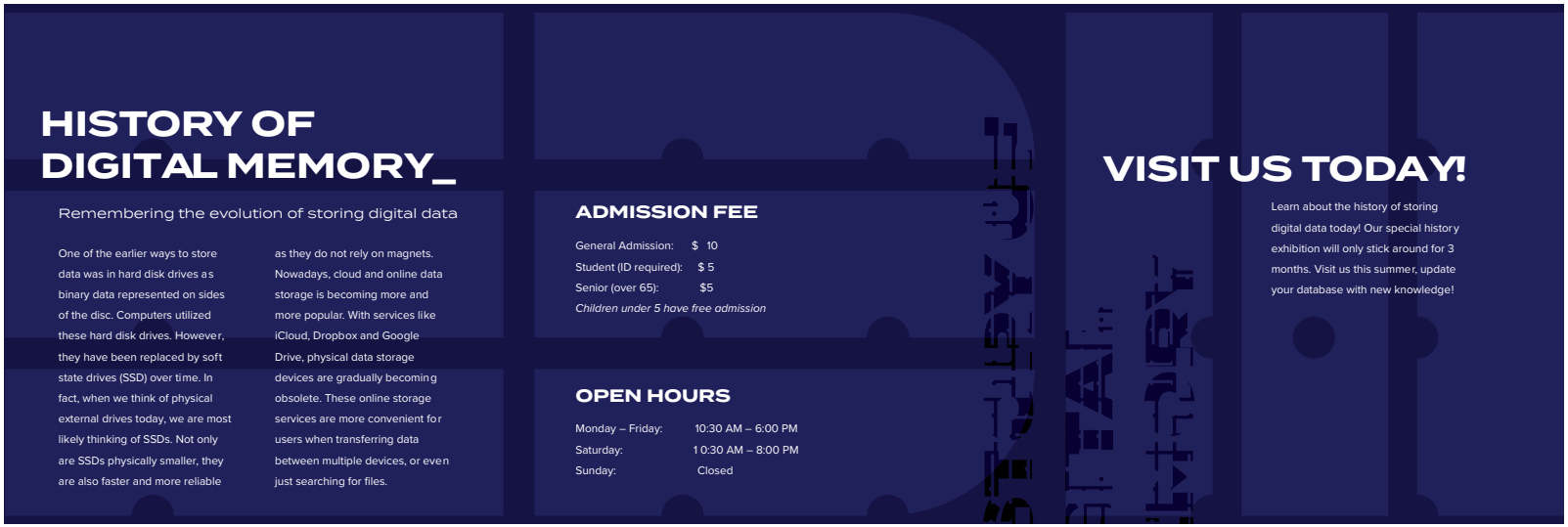
Instagram Story

Instagram Posts



BROCHURE

Inside



Outside

BROCHURE


5.19.2021 to 8.19.2021

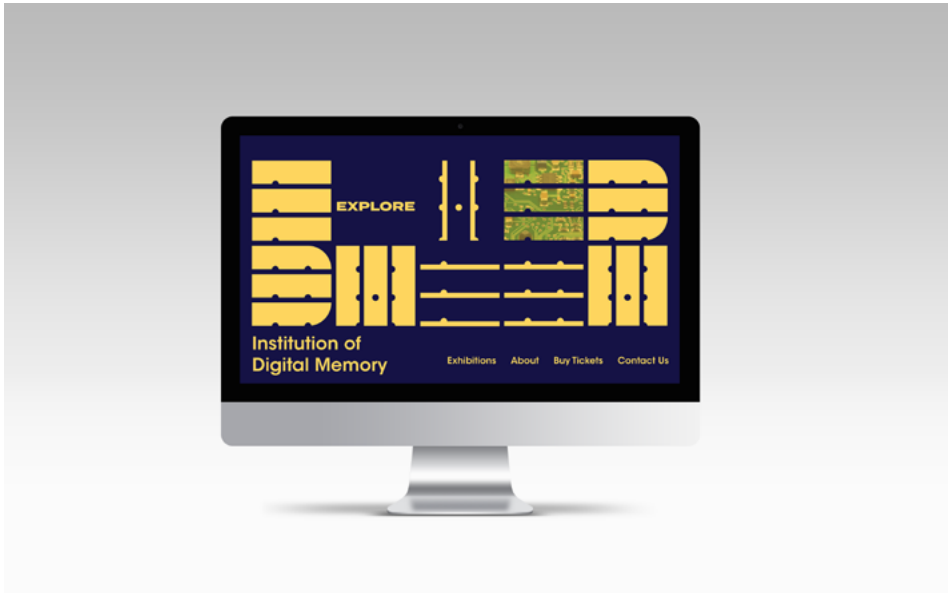

HISTORY OF
DIGITAL MEMORY_
INSTITUTE OF
DIGITAL MEMORY

BROCHURE

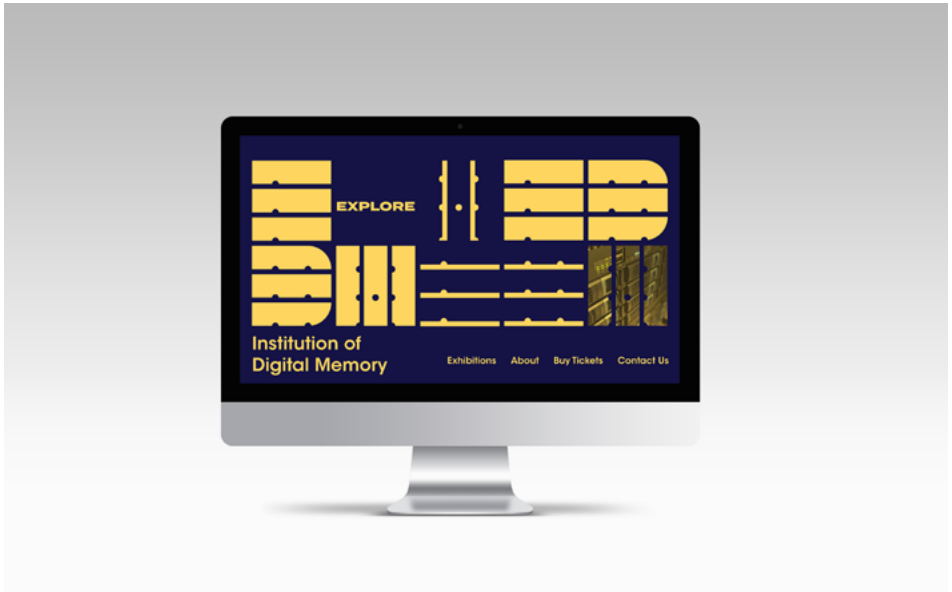

HISTORY OF
DIGITAL MEMORY_
ADMISSION FEE
OPEN HOURS
VISIT US TODAY!


INSTITUTE OF
DIGITAL MEMORY
Institute of Digital Memory
813 Hilltop Court
San Jose, CA 95127
www.idigitalmemory.com
Follow on Instagram @idm

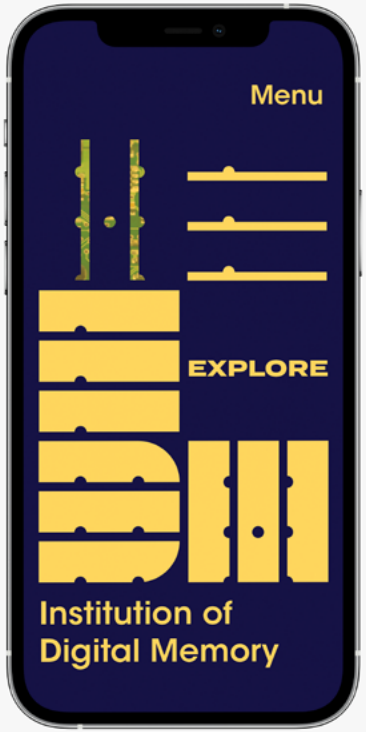
DESKTOP WEBSITE

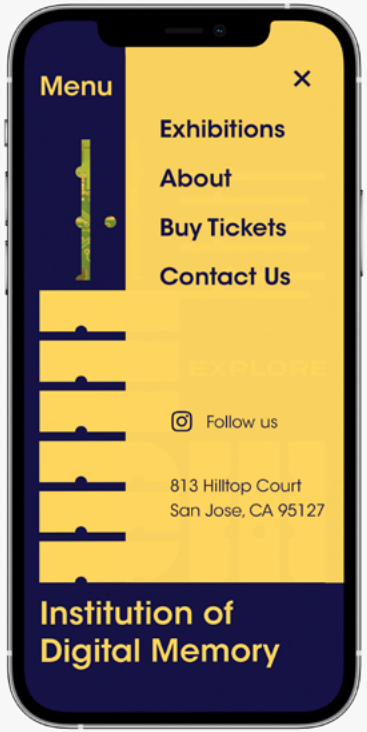


DESKTOP WEBSITE



MOBILE WEBSITE





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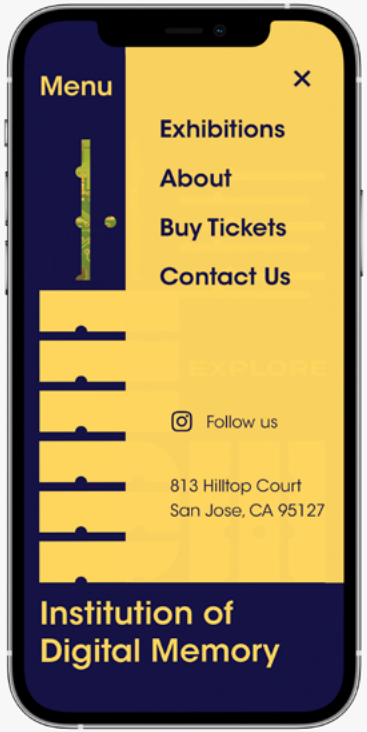

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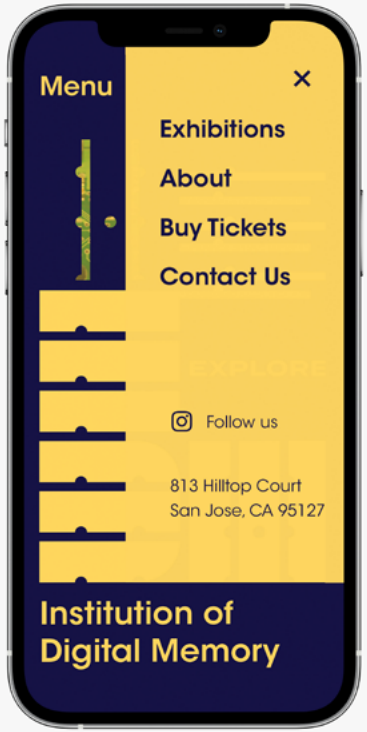


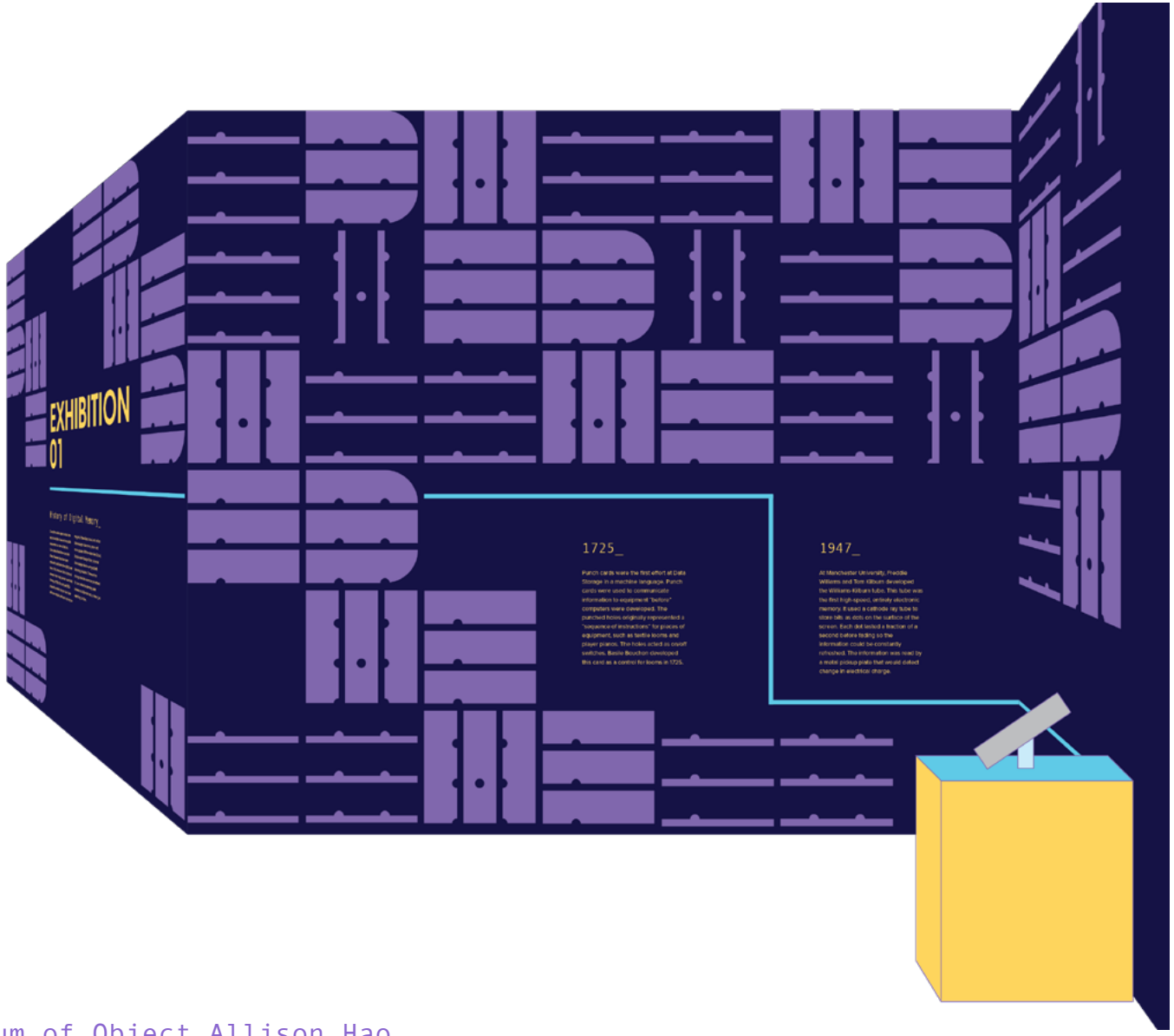
MOBILE WEBSITE

OBJECTS & SPATIAL DESIGNS

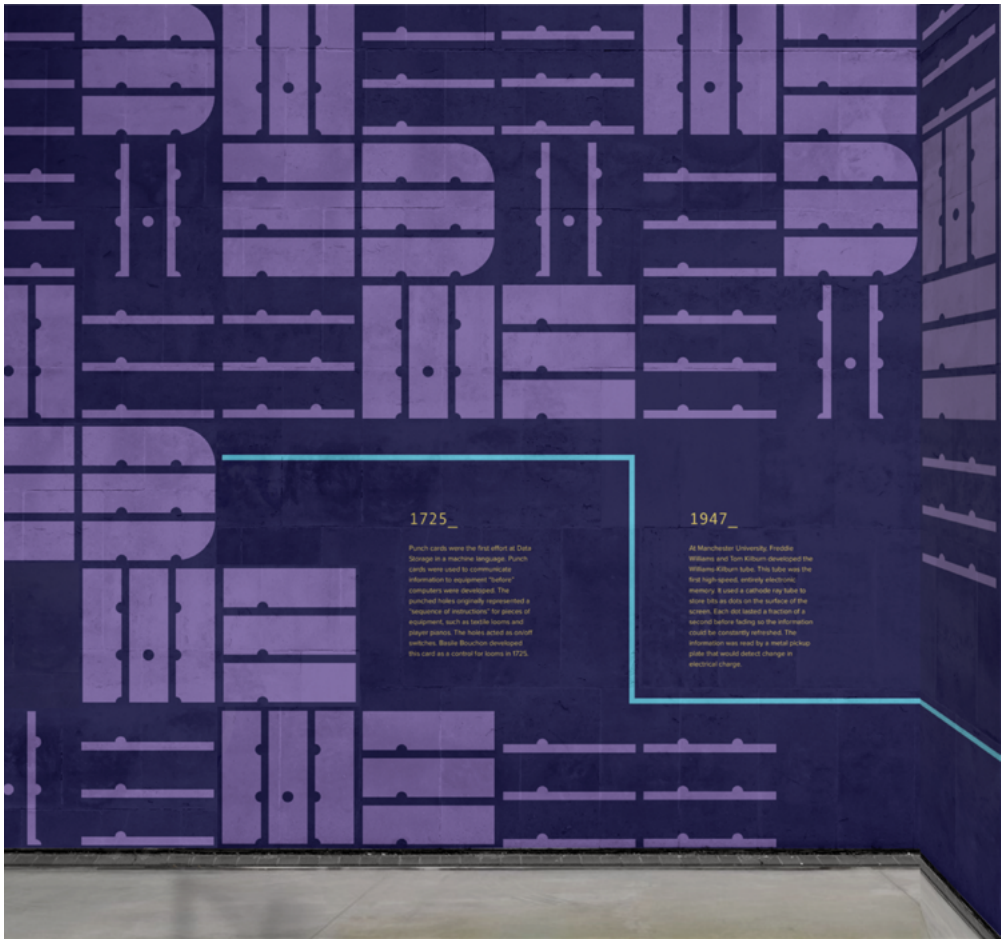
Object

Spatial

SPATIAL DESIGN



SPATIAL DESIGN



OBJECTS


Institute of Digital Memory
WWW.IDIGITALMEMORY.COM


Institute of Digital Memory
www.idigitalmemory.com

OBJECTS


5GB
USB
USB 3.0
5GB
Super fast!
30mb/s
Institution of
Digital Memory