

Style Guide

Statue of Peace Plaza



Brand Guidelines

This guide supports **Statue of Peace Plaza** by providing visual strategies to express its mission. The style guidelines help people recognize and distinguish our brand. We hope that many members of our community will use the brand system and keep it alive.

Our brand is a system of parts that work together to create a memorable impression. Expressing who we are consistently creates a strong connection with our community.

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This document was created by Allison Hao and Ye Rin Kim for MICA Design Storefront in summer 2021. For more information, contact Brockett Horne at MICA bhorne@mica.edu

Brand Positioning

Statue of Peace Plaza is the world's first public space dedicated to the memories of girls and women coerced into sexual slavery in the 30s and 40s. Located in Philadelphia, it is a space for addressing gender based violence through art.

The brand is positioned to reflect strength and support of the diverse Philadelphia communities and reflect a peaceful future for women. In the short term, applications of the brand will help raise funds and awareness.

Brand Descriptors

Descriptors were identified through discussions with the community and responses to a community survey.

- **Love-centered justice and healing**
- **Honoring history**
- **Connecting**
- **Reconciliation and coexistence**

Colors

Colors expresses the **peace, healing,** and **strength** that Statue of Peace Plaza embodies.

Blue is a peaceful and trustworthy color.

Orange conveys a positive and playful feeling.



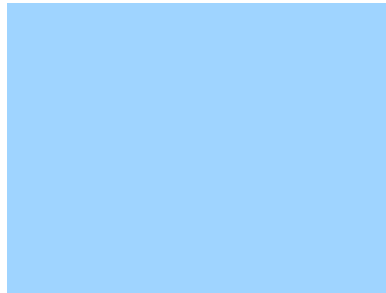
peace blue

HEX 042e99

RGB (4, 46, 153)

CMYK (100, 86, 7, 1)

Pantone 286C



reconciliation blue

HEX

9fd4

ff

RGB (159, 212, 255)

CMYK (40, 7, 0, 0)

Pantone 2975C



butterfly orange

HEX ff9f32

RGB (255, 159, 50)

CMYK (0, 46, 83, 0)

Pantone 1375C



buoyant orange

HEX fcd290

RGB (252, 210, 144)

CMYK (0, 21, 50, 0)

Pantone 7507C

Typography

Primary typefaces are **Obvia** and **Arvana**.

Arvana was created by Korean designer Noheul Lee and uses both Hangul and Latin scripts. It possesses some western calligraphic features but has grown around a Hangul brush core.

Designed by Marconi Lima, **Obvia** is a contemporary sans serif with eighteen styles appropriate for small sizes and a range of communications.

In the rare occasions when the primary fonts are unavailable, please use:

Rubik, a sans serif font most similar to Obvia
And **Vollkorn**, most similar to Arvana.

Both are available on fonts.google.com

Arvana _____ Arvana0.3 regular

Arvana _____ Arvana0.3 black

Obvia _____ Obvia Narrow Book

Obvia _____ Obvia Narrow Bold

Final Logo



**Statue of
Peace Plaza**

Logo Variations

Alternate versions of the logo are provided for various applications. Please see the handoff folder for a library of files.



Logo Variations

Alternate versions of the logo are provided in other languages, as well. While the Korean version is complete, others are in development.



필라델피아
소녀상 공원

Recommendations

To maintain the integrity of the visual identity system, avoid the following:



Always maintain the recommended colors.



Keep other graphics distinctive from the logo. Maintain a clearspace the size of the shape itself so nothing overlaps.



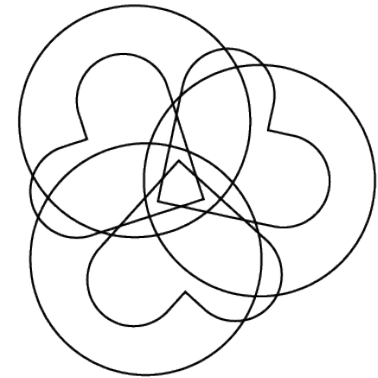
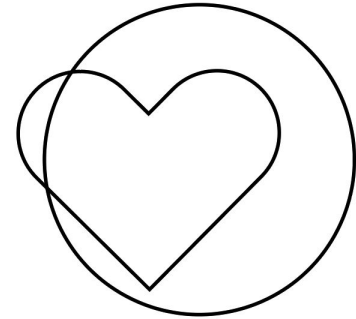
Always maintain the proportions of the logo.



Logo Story

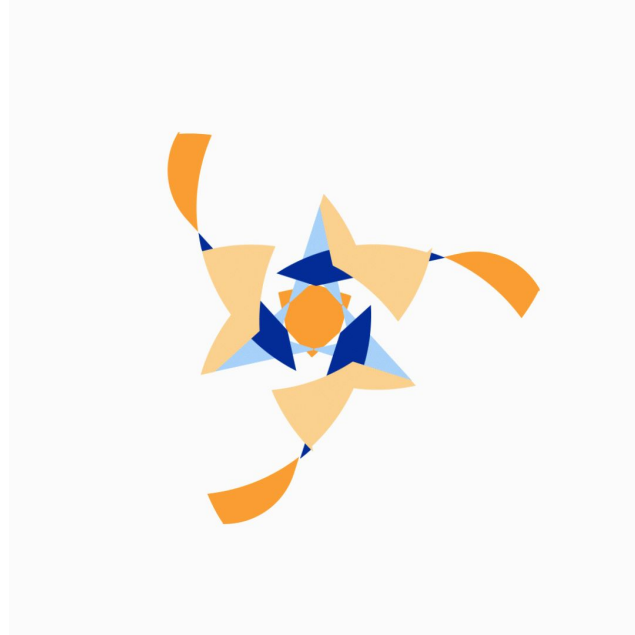
The concept of the mark illustrates that “love is in the center” and a signature shape is repeated to create the final logo form.

This custom mark represents inner strength, centering love, and unity with circles and hearts that merge together to form a knot. Connection and coexistence are expressed. The slightly tilted mark shows uniqueness and flexibility.



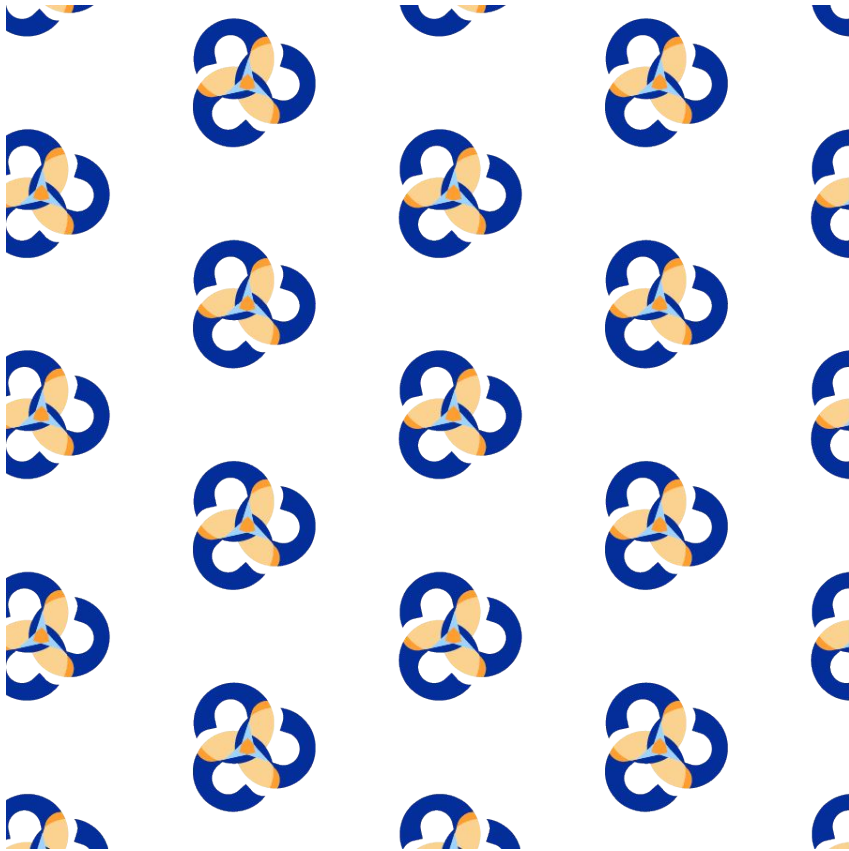
Animated Logo

An animated version of the logo is provided for motion graphics applications.



Pattern

A logo pattern can be applied to surfaces.



Applications

Various applications are available to use as templates for visual communications such as:

- Flyers
- Memos
- Social media graphics

