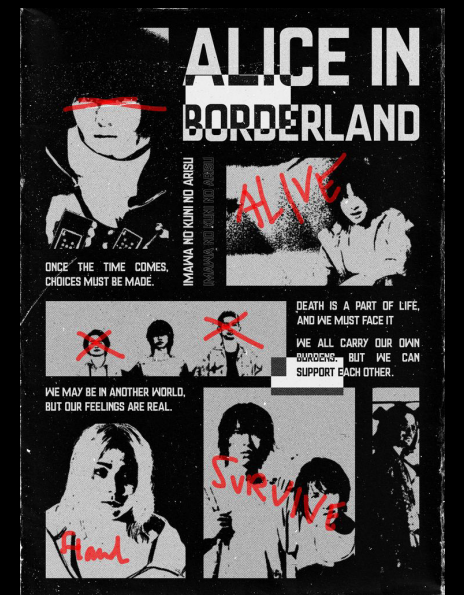
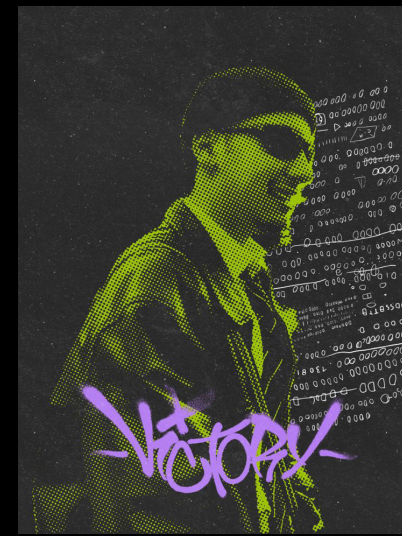
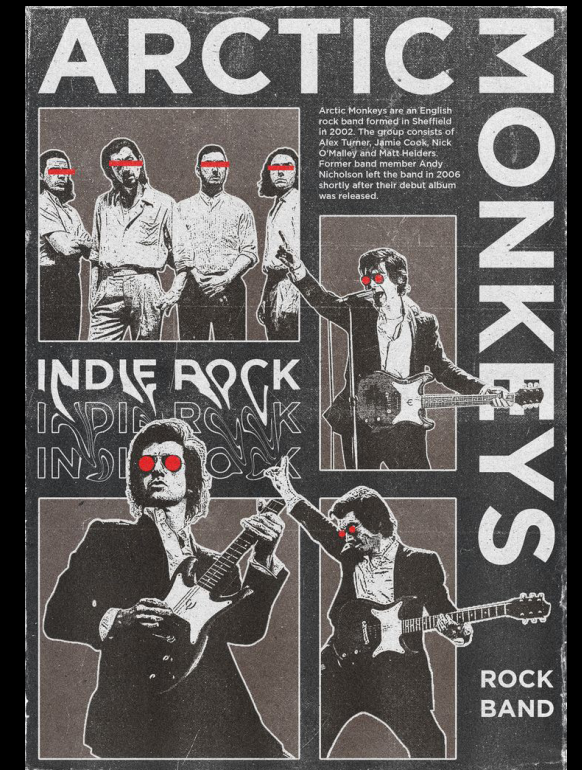


MICROMEDIA YEARBOOK 2024

Brand Guidelines

by Baptiste, Liliana, Kaycee

MOODBOARD



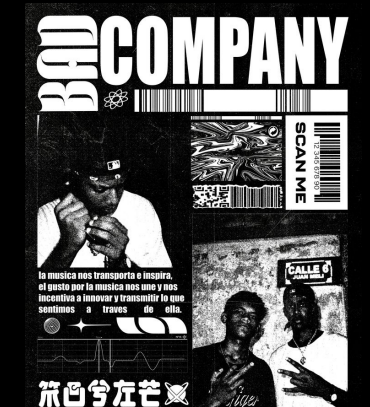
CONCEPT

A yearbook spread with rough textures and contrasty colors combining the chaos of anti-design with the minimalist layout used in brutalism.

CHAT GPT PROMPTS

Describe a poster with the combination of the brutalism and anti-design movement in one sentence.

Explain how I can create a design that combines the elements of brutalist and of anti-design in simple words.



COLORS

PRIMARY COLORS



Used for:

- Background (Black)
- Last name (White)
- Main picture (Black & White)
- "About me" text (White)
- Other text (White)
- QR Code (Black & White)
- Elements over color to create contrast (Black)

SECONDARY COLORS

Choose your own color, must be in contrast with black, but it has to be only ONE (1) color.

See below for examples.



Used for:

- First name
- Two other sub pictures
- Elements over black and white (to create contrast)

TYPOGRAPHY

DM SERIF DISPLAY

Regular

Used for:

- LAST NAME:

Around 89pt, name has to fit in the margin.

CANNOT OVERLAP WITH FIRST NAME

Italic

Used for:

- FIRST NAME:

Around 89pt, name has to fit in the margin.

CANNOT OVERLAP WITH LAST NAME

- WORDS THAT DESCRIBE YOU OR YOUR DESIGN STYLE:

36pt

MONTSERRAT

Regular

Used for:

Paragraphs/Body:

12pt

Leading: 15pt



PHOTOGRAPHY STYLE

- Smiling/laughing
- Simple pose
- Eye level
- Half body shot



WHAT TO WEAR:

- Preferably a white shirt
- Background will be black/dark so it has to be a lighter color.
- Accessories can be dark to add accents

- CANDID
- More movement
- Different poses
- Head shot



FIRST NAME

LAST NAME

Lorem ipsum dolor sit amet, consectetur adipisicing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum. Sed ut perspiciatis unde omnis iste natus error sit voluptatem accusantium doloremque laudantium, totam rem aper...

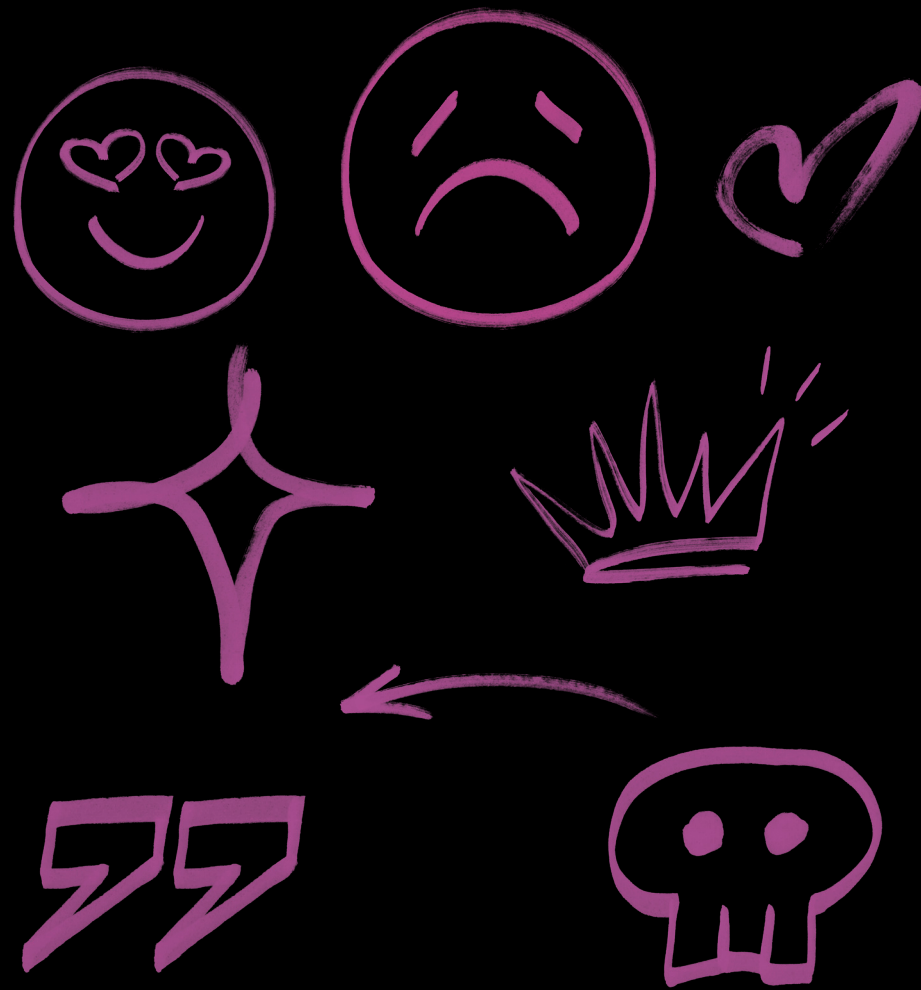
**BRANDING
PACKAGING
EDITORIAL
LAYOUT**

Check out my web portfolio!

Frontal lighting

- Lighting is behind the camera, illuminates the subject without creating a lot of shadow behind.

GRAPHIC ELEMENTS



Marker doodles

Can be used anywhere on the spread.
Keep in mind to not block text and make it not readable.

You can make your own doodles or you can find them at Resource Boy (Marker Elements)

Colors: Should be black on colored picture, should be colored over black and white picture



TEXTURE

Photocopy
Grain
Noise

Used for:
The entire spread.

How:
On Photoshop, put the texture over your final page and set the opacity to SCREEN.

EXAMPLES

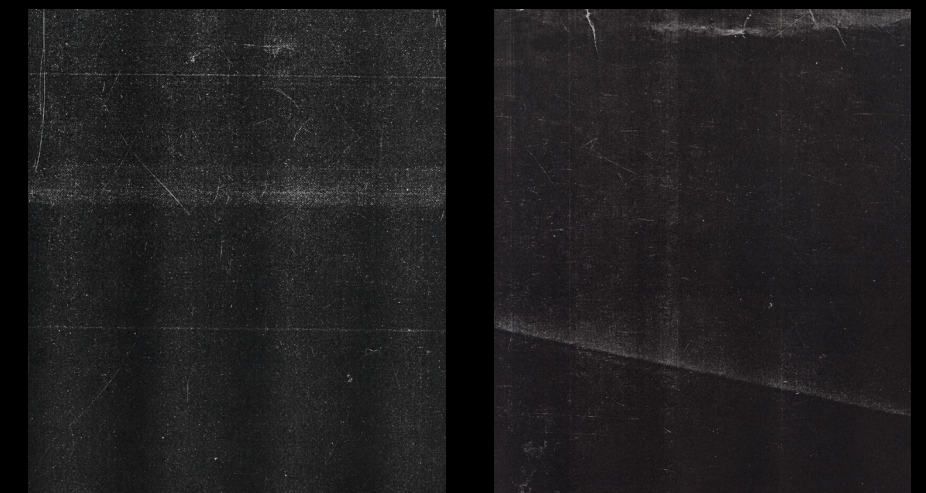


PHOTO EDITING

MAIN PHOTO

Should be BLACK AND WHITE
Cut out style (Background is erased)

HALF TONE EFFECT:

Can be done through Photoshop.

Covers half of the page
(vertically and horizontally)



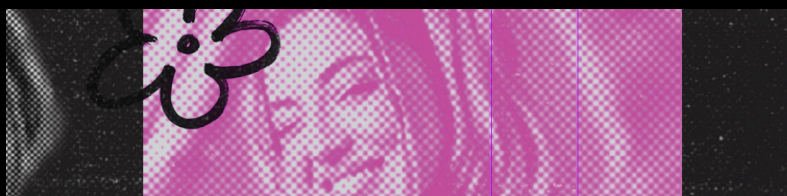
TWO OTHER PHOTOS

Should be in COLOR OF CHOICE
Square ratio

HALF TONE EFFECT:

Can be done through Photoshop.

One photo should be half the main photo in size.



PAGE VARITATION



SPREAD SAMPLE

FIRST NAME

LAST NAME

Lorem ipsum dolor sit amet, consectetur adipisicing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum. Sed ut perspiciatis unde omnis iste natus error sit voluptatem accusantium doloremque laudantium, totam rem ape-



BRANDING
PACKAGING
EDITORIAL
LAYOUT



Check out my web portfolio!



2

3

Number of work shown on this page does not matter. Make sure the pictures do no overlap and that the same textured background on the left page is used.