

ICON + TEXT

font:  
"Tenon"  
(manually  
rounded)

ocalicious

ocalicious

ICON



not filled

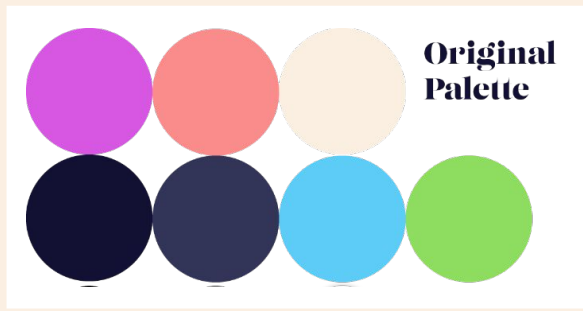


filled

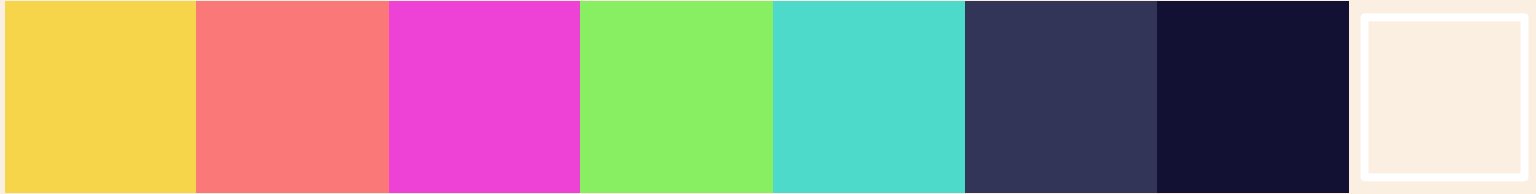
# ALT FORMATS



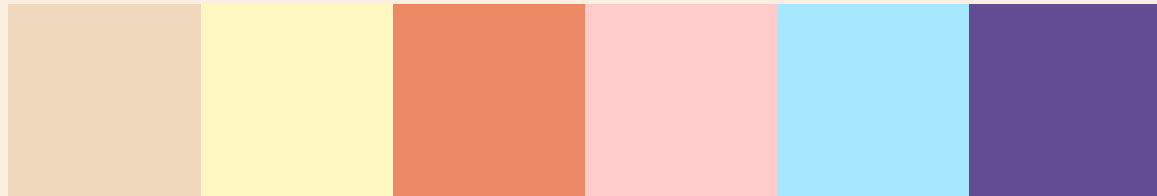
# COLOR



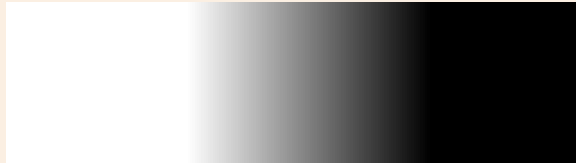
**Updated  
Palette**



**Supplemental  
Merch Palette**



**Grayscale**



# ALT COLORS (LIGHT)



# ALT COLORS (DARK)

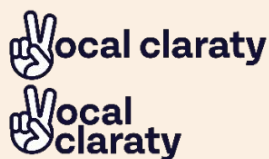


ALT NAME: VOCAL CLARATY

ocal claraty

ocal  
claraty

# OVERVIEW





# MOCKUPS









# **Design & Theming**

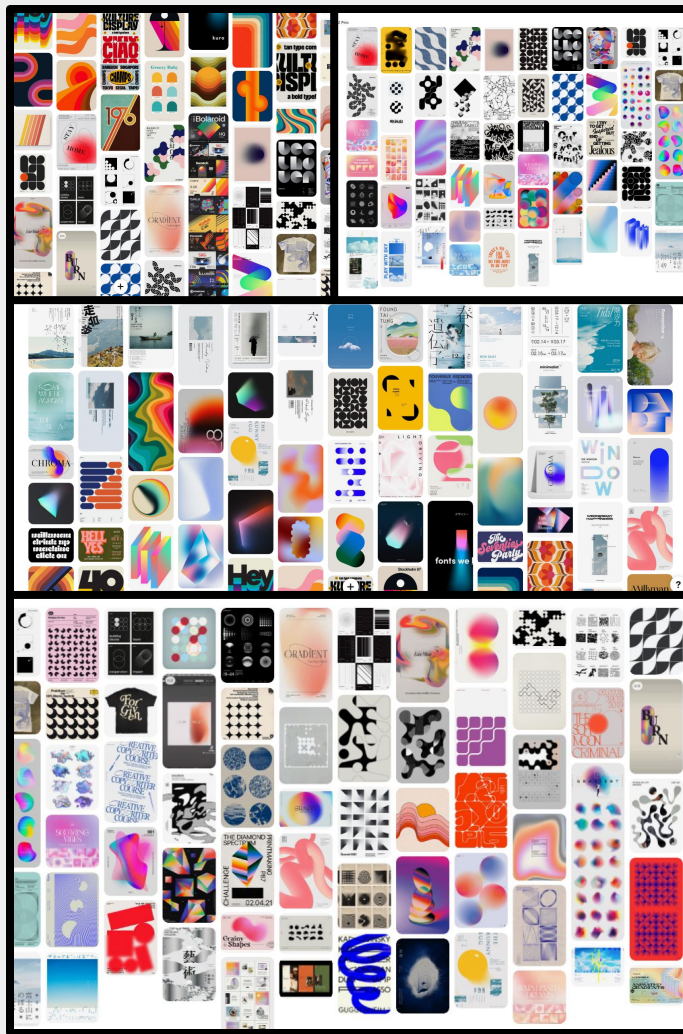
# Theming / Style

**Postmodern patterns**  
**Grainy Gradients**  
**Bold Minimalism**  
**Overlapping**

**Areas of clutter V. White space**  
**Saturated Colors**  
**Small details & text**

## *Detailed explanation:*

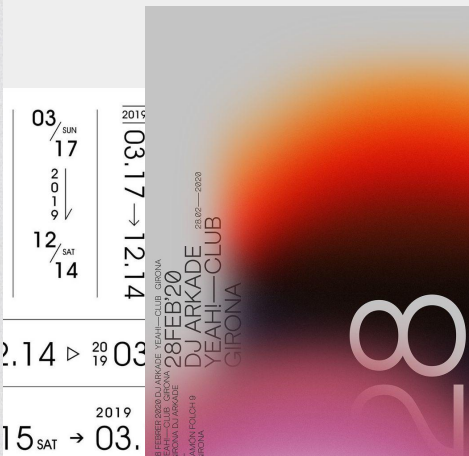
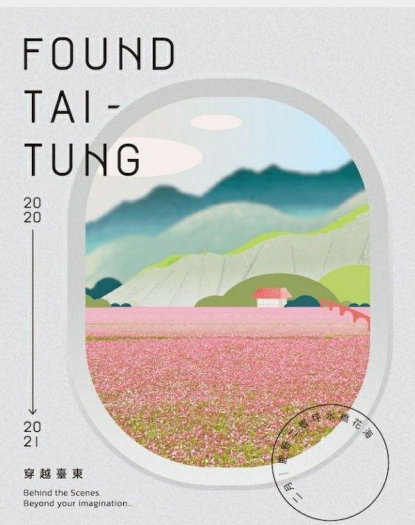
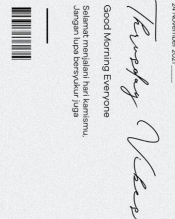
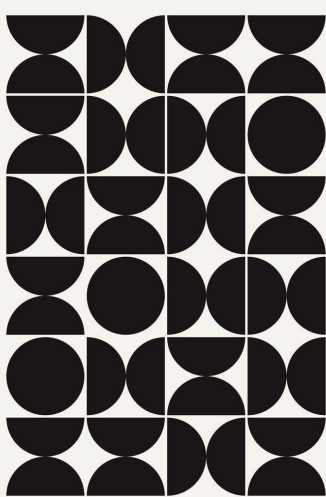
- **Grainy/detailed gradients**
  - Gradient crystals & gradient impossible/small shapes
- **Solid and dashed thin lines**
  - Oval shaped
  - Archways
  - Straight lines along images
  - Impossible/small shapes (can have thicker lines)
    - Shine sparks, asterisk, circles, wavy lines, etc.
- **Circles**
  - Use for masking, patterns, small dots on page
  - Blurry gradient circles (only for bg)
  - Long cylinder (gradient) circles (pills)
- **Text**
  - Vertical and curved text
    - Along sides or corners of image
  - Small filler text that looks like nonsense/packaging info
- **Other**
  - Cluttered in some areas with negative space in others (cluttered yet minimalist)
    - Can use masking to get negative space within a gradient
  - Overlapping images and shapes
  - Often use straight edges unless a deliberate circle or arch



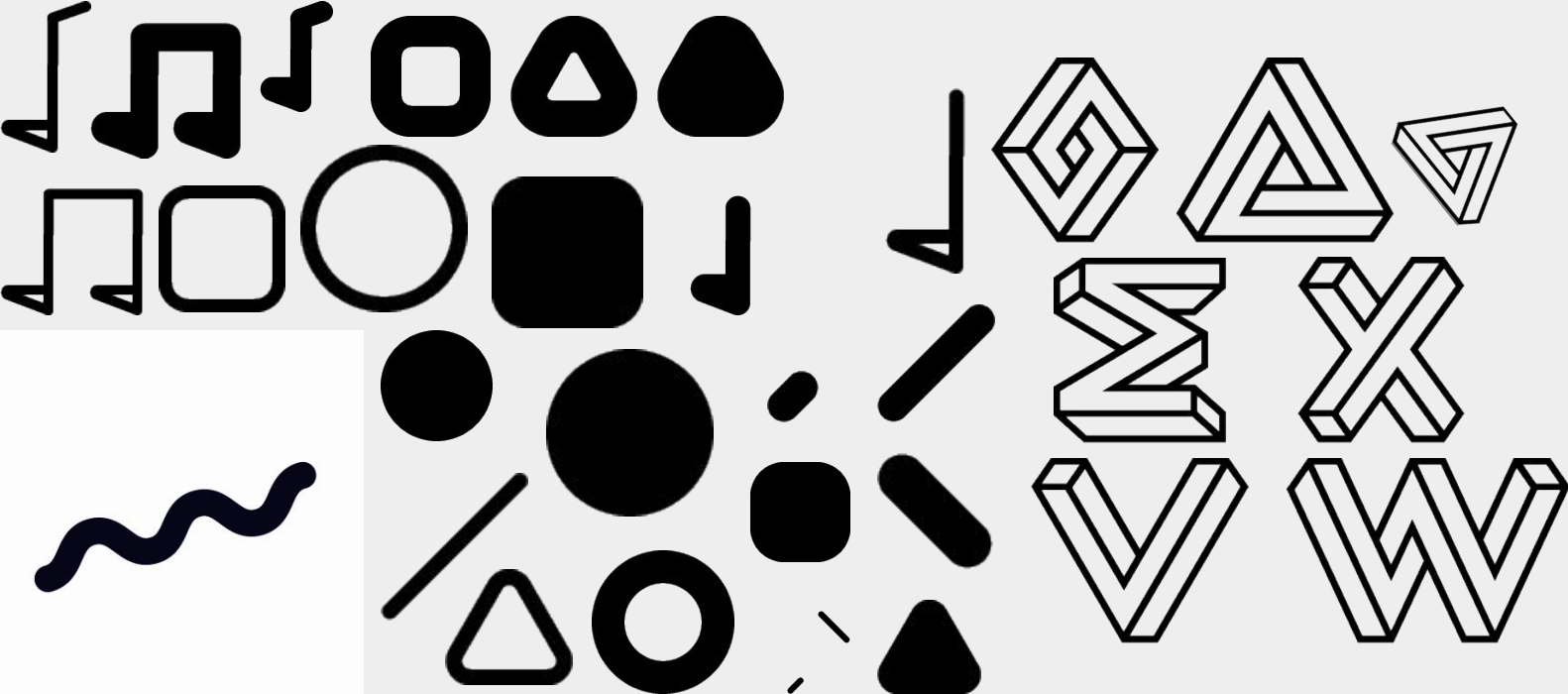
# Theming / Style

Postmodern patterns  
Grainy Gradients  
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Overlapping

Areas of clutter V. White space  
Saturated Colors  
Small details & text

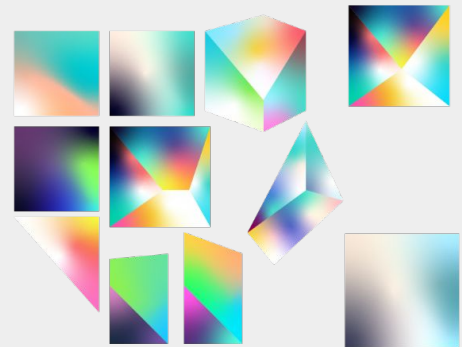
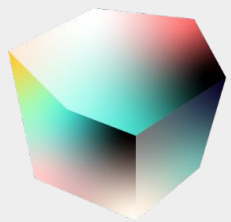
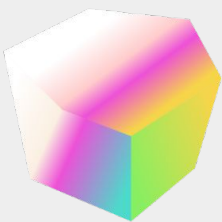
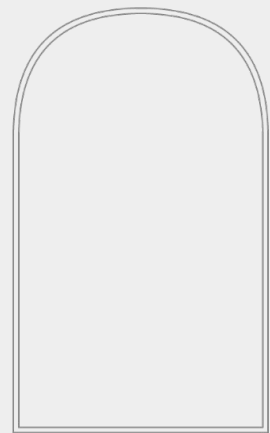
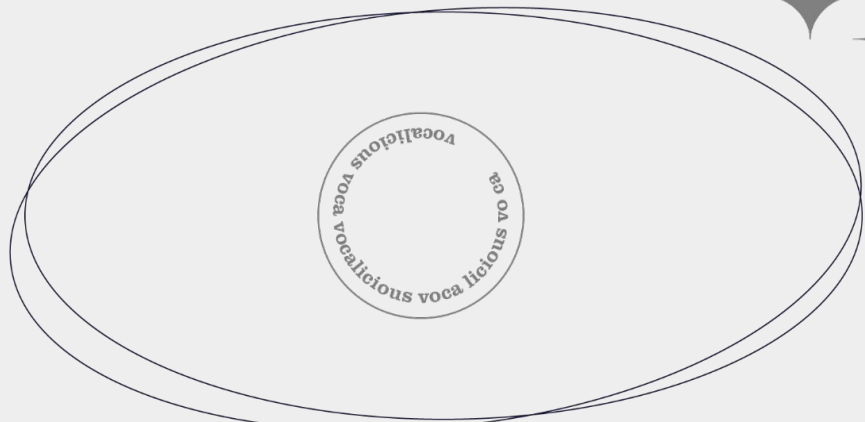
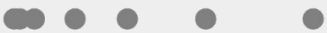


# Design Elements : Small icons





# Design Elements : Larger Elements



# LT Intro. Post Templates!



  
**Internal  
Coordinator**  
*Shayna Fallin*

**Summer  
Playlist**  
Title - Artist  
Title - Artist  
Title - Artist  
Title - Artist

Section | pro/nouns | Grade

This template features a light blue background with a white cloud pattern and a rainbow prism graphic. It includes a Voca logo in the top left, a title and name section, a summer playlist section with four lines for entries, and a footer section. A large white oval is positioned at the top right, and a white circle with the Voca logo is at the bottom right.



  
**Social  
Co-Chair**  
*Maisie Lopez*

**Summer  
Playlist**  
Title - Artist  
Title - Artist  
Title - Artist  
Title - Artist

Section | pro/nouns | Grade

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**External  
Coordinator**  
*Annie Yaeger*

**Summer  
Playlist**  
Title - Artist  
Title - Artist  
Title - Artist  
Title - Artist

Section | pro/nouns | Grade

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**Social  
Co-Chair**  
*Keanu Dayton*

**Summer  
Playlist**  
Title - Artist  
Title - Artist  
Title - Artist  
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