DIRECTORIA

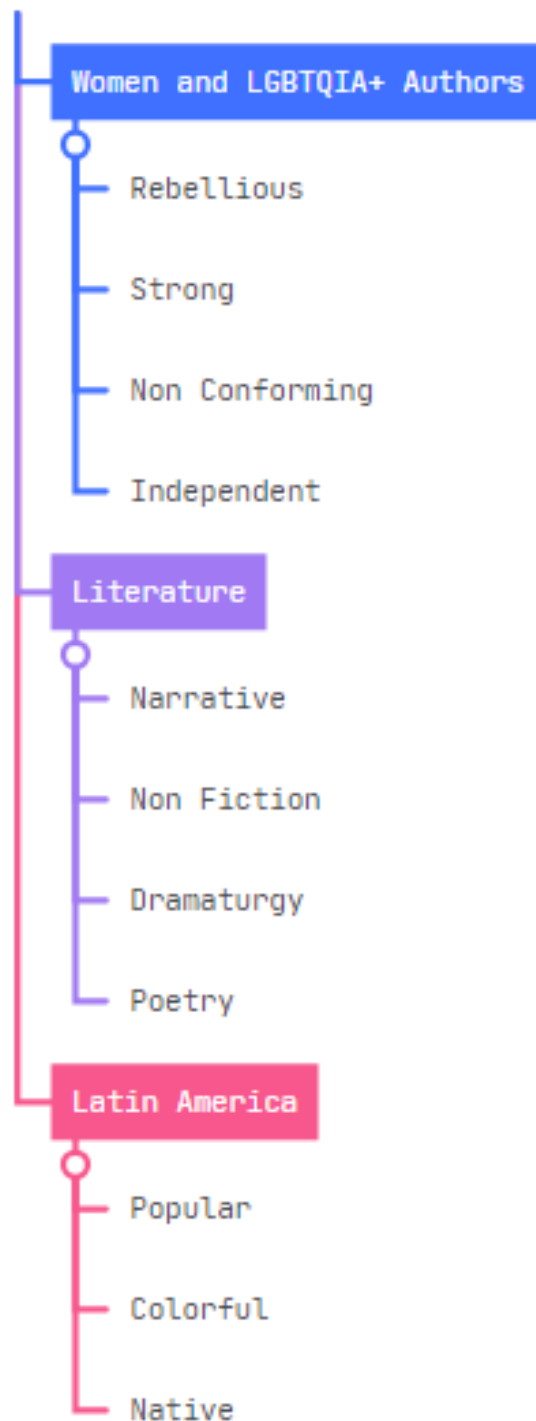## Brand Development Guide

TABLE OF CONTENTS

DESCRIPTION

My startup is a media and publishing house dedicated to producing books by women and LGBTQIA+ authors who are often underrated.

HISTORY

Directoria was born from a passionate vision to celebrate voices often marginalized within the literary world. It emerged in 2020 as a response to the lack of representation and recognition for Latin American women authors and LGBTQIA+ authors, fuelled by a desire to create a space that fosters dialogue and appreciation for their invaluable contributions, Directoria embarked on a mission to redefine literary conversations.

MIND MAPPING AND BRAINSTORMING

Directoria

Women and LGBTQIA+ Authors

- Rebellious
- Strong
- Non Conforming
- Independent

Literature

- Narrative
- Non Fiction
- Dramaturgy
- Poetry

Latin America

- Popular
- Colorful
- Native

NAMING OPTIONS

Director

Directory

Directoria

KEY QUALITIES

Non Conforming

Colorful

Strong

CONTEMPORARY MOOD BOARD
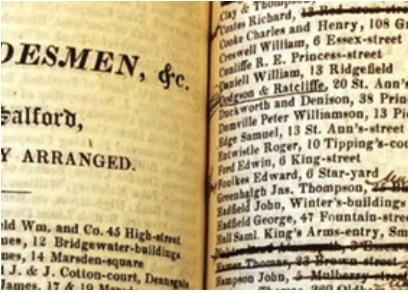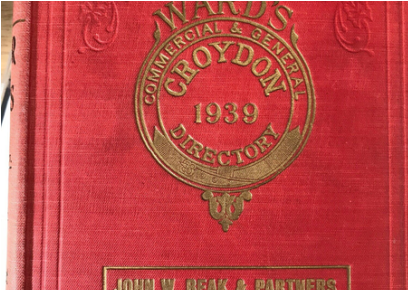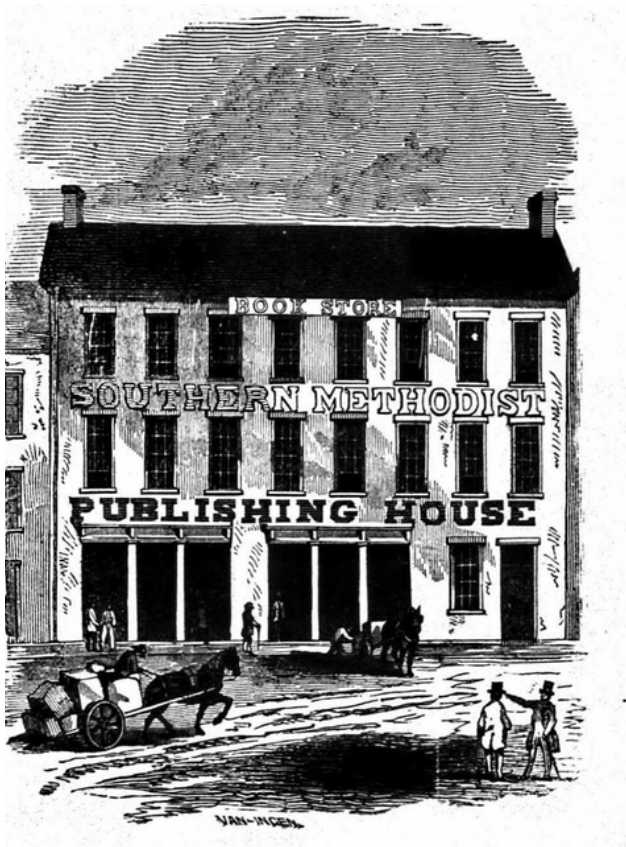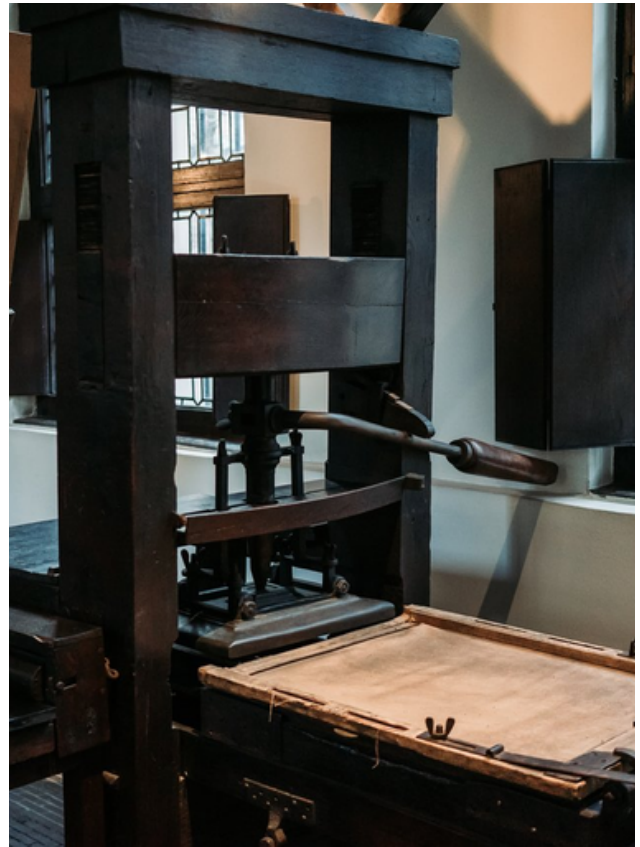
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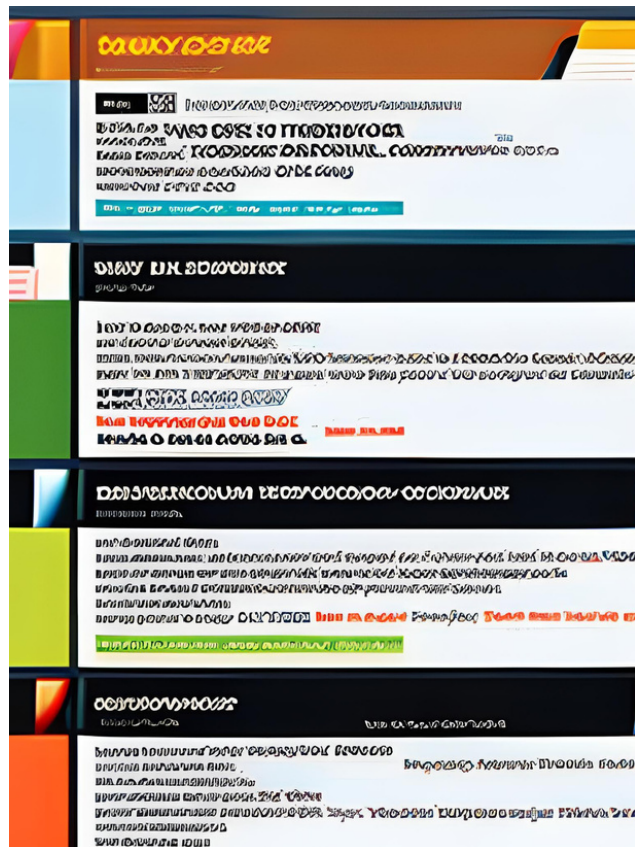
HISTORIC MOOD BOARD
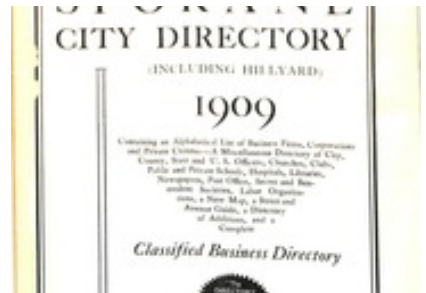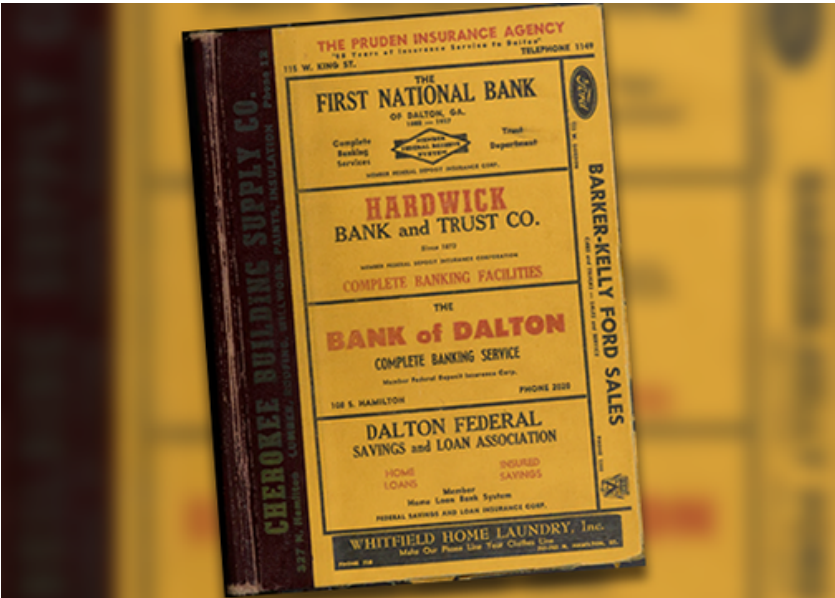
HISTORIC MOOD BOARD

TYPOGRAPHIC SELECTIONS

At this stage, the typefaces I chose had to reflect the concept of strength and be bold enough so that they could balance out the colorful palette. I also thought of including typefaces that echoed threads or textiles. In the end, I chose "Lot" as it can balance the visual weight of the color palette. Also, its rounded form evokes both strength and femininity.

DIRECTORIA

Sifonn Outline

DIRECTORIA

Hussar Ekologiczy

DIRECTORIA

Lovelo Line

DIRECTORIA

Waffle Soft

DIRECTORIA

Intro

DIRECTORI

Lot

▲

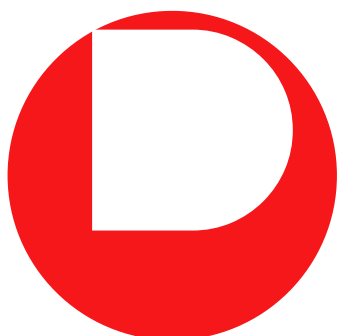# TYPOGRAPHIC VARIATIONS

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TYPOGRAPHIC VARIATIONS

DIRECTORIA

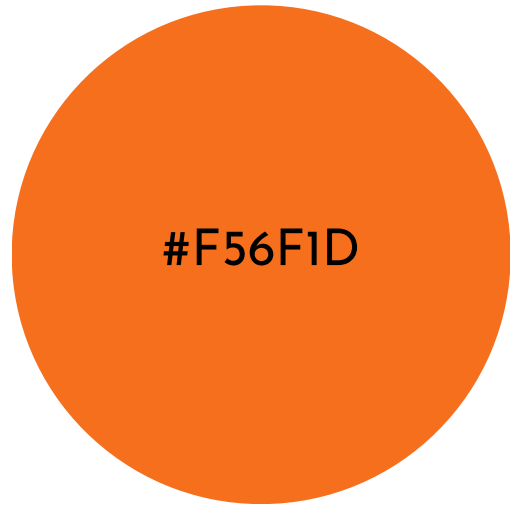## DIRECTORIA

DIRECTORIA

DIRECTORIA

FINAL LOGOTYPE

After a number of iterations, I decided to use the rainbow LGBTQIA+ colors as the background and the letter "D" as the typographic form. This creates a figure contrast where the figure appears to be negative space and the background colors draw attention without overwhelming the senses.
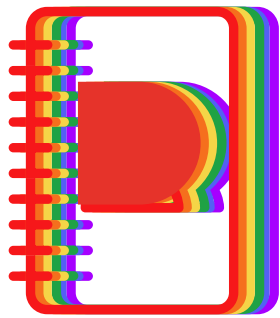
COLOR PALETTE

#F6171A

#F56F1D

#F5D547

#1FA245

#5360F4

#4C1CB0

CUSTOM MARKS OR ICONS

At this stage of the process, I came back to the idea of a directory, archive, tabs, and played with various shapes representing those things.

SELECTED CUSTOM MARK OR ICON

SECONDARY TYPEFACES

Considering this is a media and publishing startup, it would make sense to use cursive and serif forms, but seeing that these might also be interpreted as overly feminine and romantic, I thought they would not align with the "Strenght" value of my startup. So I looked for rounded, accessible, easy-to-read, modern sans serifs. In case I needed a more decorative typeface for details, I chose cursives that had a manuscript, irregular, non-overly romantic quality to them.

FOR TEXT

Josefin Sans Regular
Josefin Sans Bold
Josefin Sans Italic
Josefin Sans Bold

Glacial Indifference Regular
Glacial Indifference Bold
Glacial Indifference Italic
Glacial Indifference Italic Bold

FOR DETAILS

Holiday

Besom

Lemon Tuesday

USE OF IMAGERY

I chose black and white photographs for two main reasons: first, B&W's timeless quality would allow the brand to convey the idea that they publish authors from different times and places. Second, this type of photography allows the eye to focus on textures and expression rather than color. Third, by using this type of imagery we ensure the colors from the logotype can stand out.

As an alternative to B&W, colorful photography can be used as long as it matches the brand color palette.
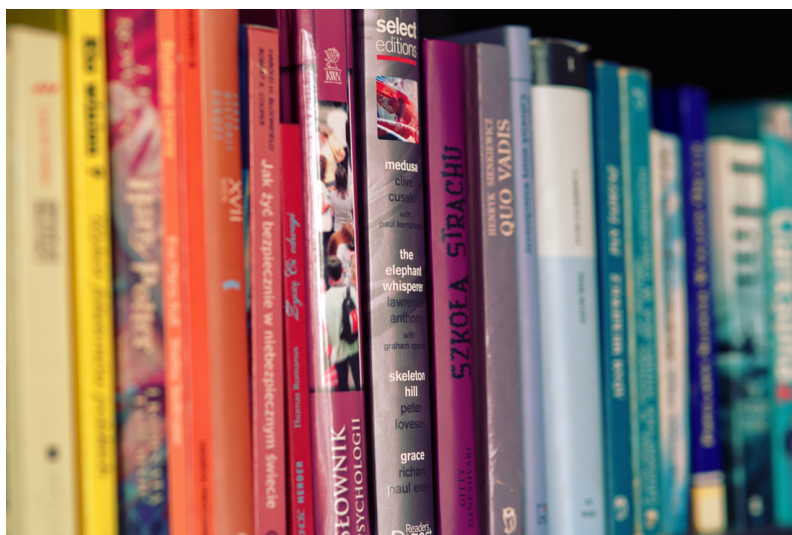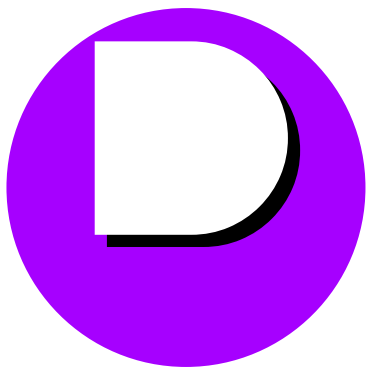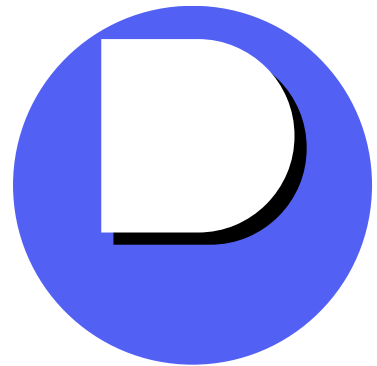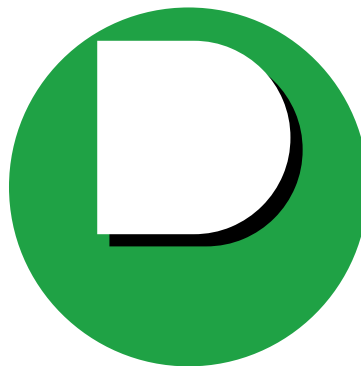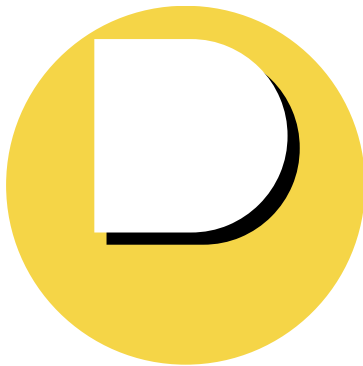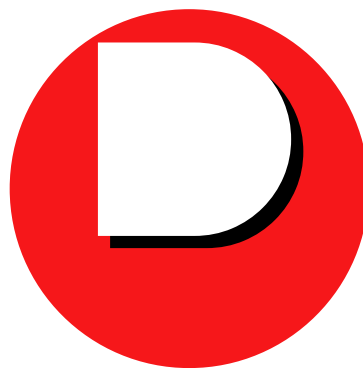
Don't conform

Trust your
voice

SECRET INGREDIENT

Certainly, the strength of this system is its colorfulness. Therefore, the logotype can be used in different colors depending on the cover of the published material. This can also be useful for icons, social network content, etc.

BRAND APPLICATION MOCKUP: MAGAZINE

BRAND APPLICATION MOCKUP: BOOK

BRAND APPLICATION MOCKUP: CARD

BRAND APPLICATION MOCKUP: CATALOGUE

DIRECTORIA

Brand Development Guide

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