

Design Style Guide: Text

For you to succeed, please pay attention to the following:

- Make sure there is dialogue between the E2 and the 'body' illustration
- In the same way, the forms must be sympathetic to one another for the design to work and have a balance between 'masculine' straight lines and 'feminine' curves
- Balance between the colours: colour can work well but mustn't be overdone and if illustration uses colour it should not overshadow the E2 branding. Please provide both colour and grayscale versions. This is essential for a successful design, to know it works!
- **Colours I like: lighter shade of blue, grey, green, possibly orange, brown, red/pink**
- Illustration should be relatively small in comparison to E2 branding which means that the way spirals are depicted must be adapted and and blend in well... the direction of spirals should be clear, to add dynamism. It is not essential to represent the whole body.
- That said, the body itself should not have (limbs) very extended, should not be depicted running or in yoga or Tai Chi postures. The body must look neutral and not suggest any other activity other than standing or relaxed walking. *Why? Because audience for the project is broad; not just runners, martial artists etc.*

Some ideas that I like:

N.B. These are my own 'sketches' and of course the illustration is missing but the purpose is to illustrate styles and principles that I like. The positioning of the elements doesn't have to be as shown, could be more compact, one could be above the other etc.

e₂ the **energy**
efficient human

What I like about it and why:

- Good balance between e2 branding and other elements
- The e2 branding is nice and prominent, and the shape of the 'e' looks organic, has dynamism and it flows into the 2. Different sized text makes an element stand out.
- The e2 branding is echoed in the rest of the text; there is a relationship between the two.

E2 THE ENERGY EFFICIENT
HUMAN

What I like about it and why:

- Good balance between e2 branding and other elements. I like E2 & Human emphasised.
- The e2 branding is again prominent, very clean lines – indicates a serious project without being too intense and 'in your face'. Whilst it is bold, it retains some modesty, which is very important. Too 'flash' is bad!
- Even though the lines are quite hard, the way that the 2 is italicised suggests a subtle dynamism and organic/natural feel. This helps to complement the illustration, which should be in close relationship (and proximity) with the branding, offering compactness.