

# **the archetypal story**

visual design 2 - midterm

# echo

## Donation Matching Program

A company that is a platform for corporately backed charities and non-profits to use social media, specifically Instagram and Vine, to obtain \$1 donations from users who capture an image or video related to the charity presented every day.

### How It Works

Every day a new charity/non-profit is presented by Echo.

The users are given a brief summary and a theme/specific aspect of that charity/non-profit.

With that, users are asked to echo back with Instagram/Vine images relating to it.

By using the specified tags, each echo counts as \$1 towards that specific charity/non-profit.

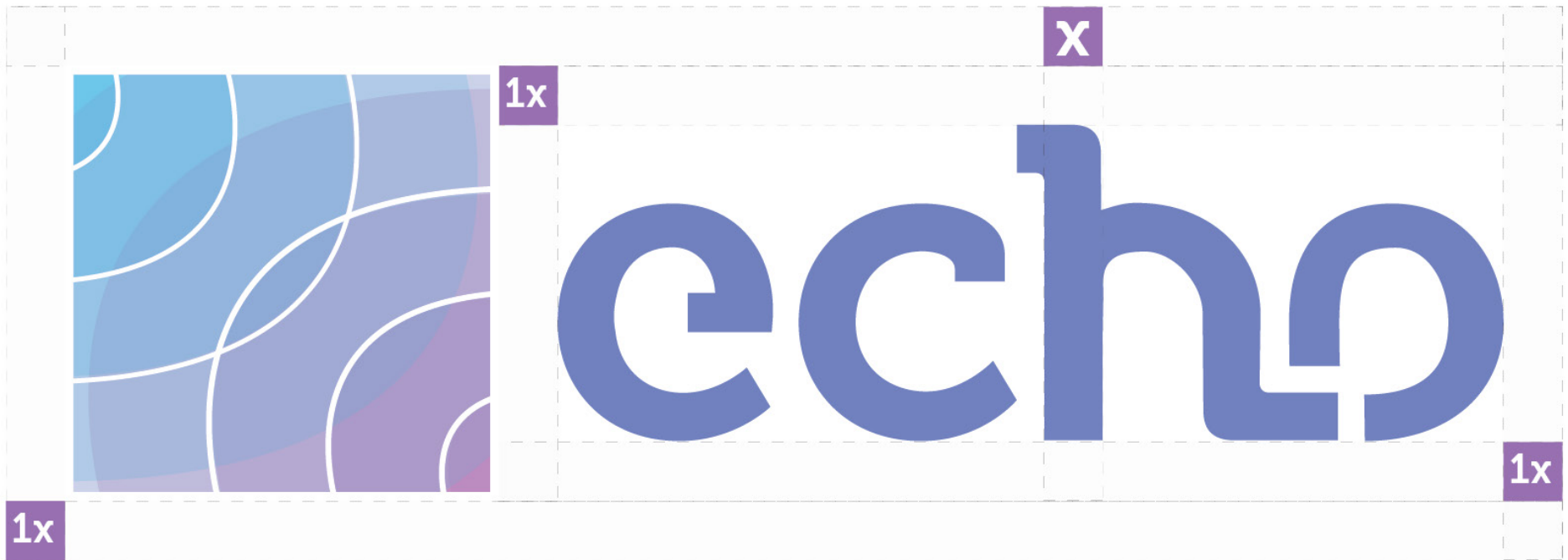
### For Example

Echo presents the Susan G. Komen for the Cure for today. Users are asked to capture something pink and tag “echo” and “alittlebitofpink”.

Echo presents The Princess Project for today. Users are asked to capture their best formal wear possibly “throwback thursday” and tag “echo” and “fancyformal”.



echo



**x** the width of the stem of the “h”

**spacing restrictions**

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**y** the height of the stem of the “h” including two x spaces will be used in determining correct proportions of the mark and logo relationship

**spacing restrictions** continued

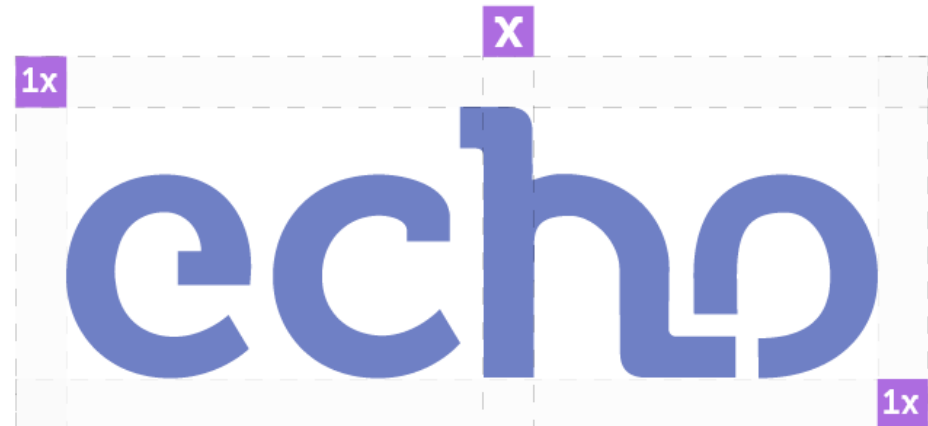
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when used individually

logo



mark



spacing restrictions continued

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**symmetry**

echo

echo

**logo**

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vs. the original font, Museo

echo



## correct usage



- echo logo and mark may used together with the correct spacing restrictions or individually with correct spacing restrictions
- both can be used on black or white solid background



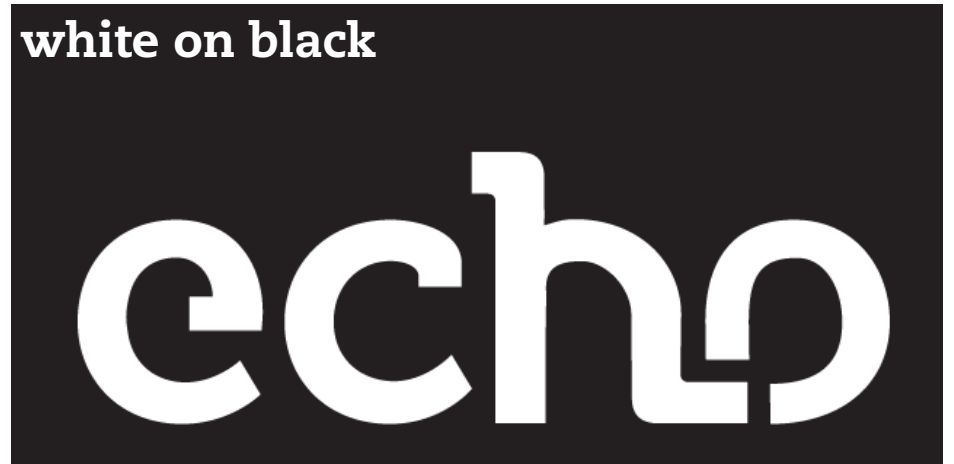
## correct usage, one-color

- when using one color, the mark must be used with white, black, or “Echo purple” and individually without the logo

single color



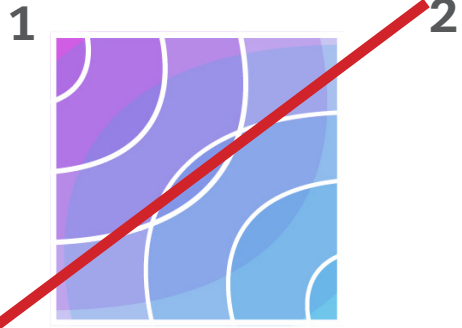
black on white



logo

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## logo no-go's



ec  
ho

3

echo



4

echo

5

echo

1. Do not rotate of the logo.
2. Do not break of the letters of the mark.
3. Do not reverse the order of logo then mark.
4. Do not use gradients of any color for the logo or mark.
5. Do not use the logo or mark on any gradients.

primary



## Echo Violet

RGB: 173, 108, 224

CMYK: 60, 48, 0, 0

Pantone COLOR Bridge: Pantone 2736

Hex: # 6F80C5

## Museo

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**

**abcdefghijklmnopqrstuvwxyz**

**0123456789 ? ! &**

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789 ? ! &

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789 ? ! &

secondary



## Fountain Blue

RGB: 90, 155, 198

CMYK: 65, 28, 8, 0

Pantone COLOR Bridge: Pantone 645

Hex: # 5A9BC6

## Soho Gothic Pro

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**

**abcdefghijklmnopqrstuvwxyz**

**0123456789 ? ! &**

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**

**abcdefghijklmnopqrstuvwxyz**

**0123456789 ? ! &**

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789 ? ! &

tertiary



## Hashtag Green

RGB: 232, 231, 69

CMYK: 12, 0, 85, 0

Pantone COLOR Bridge: Pantone 397

Hex: #E8E745



advertisements

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advertisements

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advertisements

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advertisements

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## location

- Basic, square ads to be featured in news feeds from Facebook, to Tumblr, and of course Instagram
- Hits target market across all platforms



advertisements

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# the echo booth

## description

A standing pillar/board display that would pick up key phrases or words heard by passerbys and then would change interface to a flow of related images from echo.

Users may also interact with display by following prompts within the interface to be shown images from echo.

## location

Prominent areas with lots of foot traffic, ideally shopping centers both indoor and outdoor that feature popular merchandise or products to hit target audience



## keeping with the market

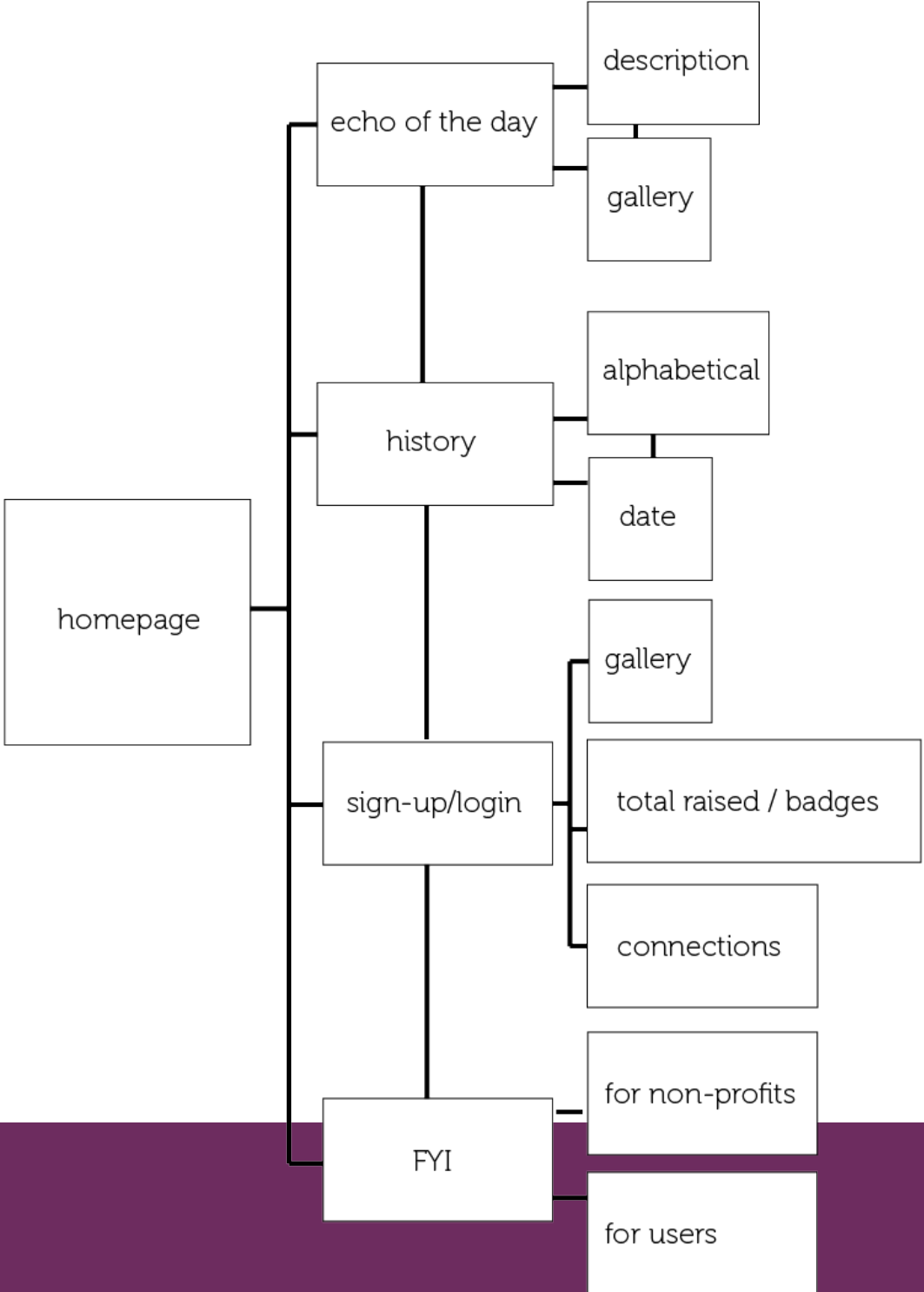
- T-shirts of course could be an option but Instagram photographers are getting to be obsessive
- Could easily team up with companies that print users Instagrammed photo for with discounts for being an Echo
- Also the idea of magnets from the photos; its becoming very popular and without costing a lot you get a ton personality expressed in 1x1" squares



**merchandise**

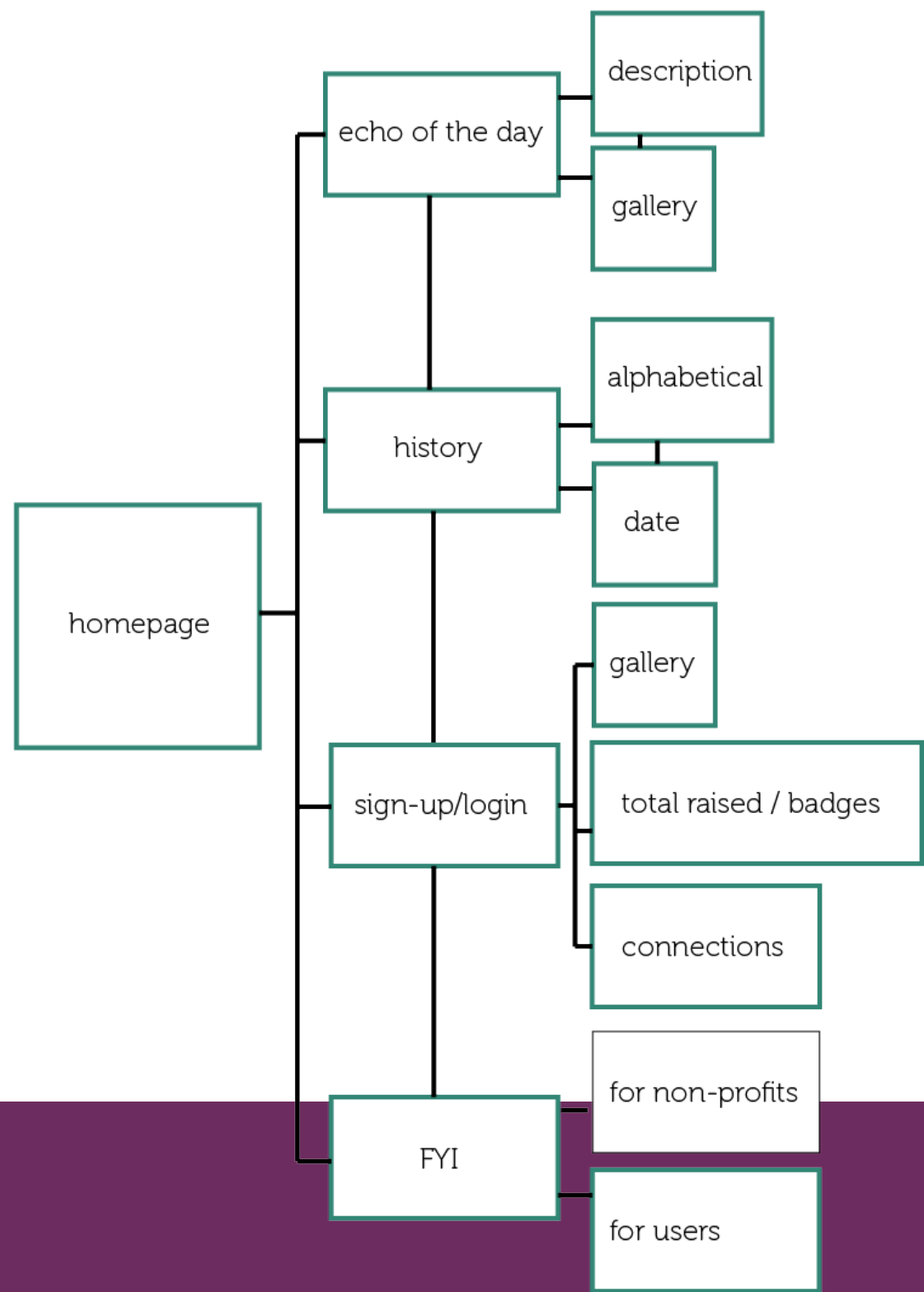
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# overview



# the user

Allie and Sarah

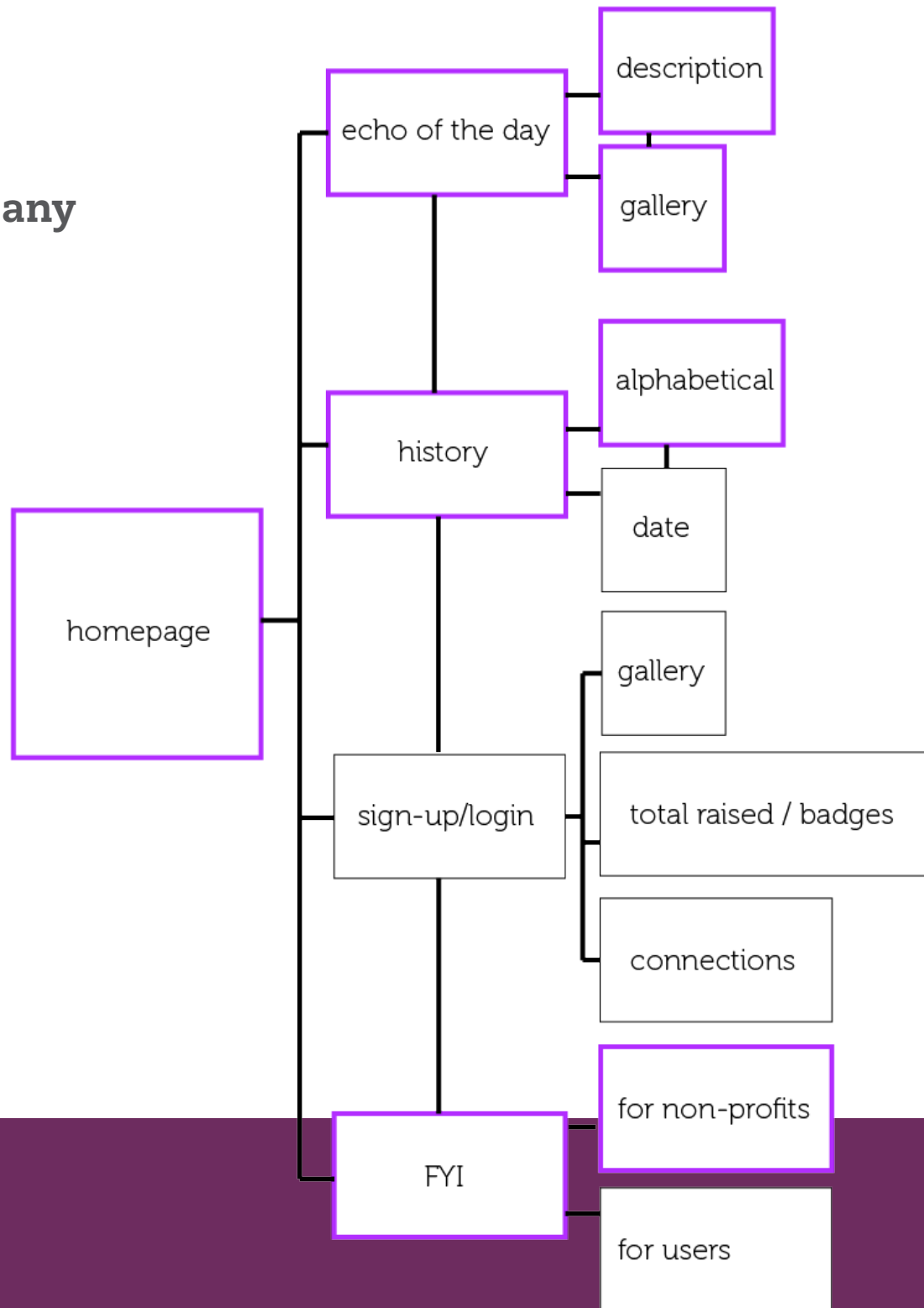


IA map

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# the client

TOMS shoe company



IA map

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today's echo

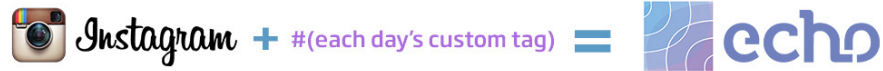
+ make sure to echo with...

#pinkismysignaturecolor

TOTAL ECHOES MADE TODAY:

# #35,382

GET IN ON THE ACTION



ECHOES IN THE SPOTLIGHT

	<p>"I will make a difference! one dollar does a lot so thanks #echo bc #pinkismysignaturecolor" @Kaaaaacie ❤️ 48</p>		<p>"this is a cause that i will never give up on. #fuckcancer #3day #pinkismysignaturecolor" @audreyk32 ❤️ 39</p>		<p>"getting ready for the #3day and drowning in ribbon, thank goodness #pinkismysignaturecolor" @x0alexis ❤️ 52</p>
--	--	--	---	--	---



# how Echo works

The screenshot shows the top navigation bar of the Echo website with tabs for "HOW ECHO WORKS", "OUR PAST ECHOES", "FYI", and "SIGN-UP / LOGIN". Below the navigation is the Echo logo and a "BE AN ECHO" link. A large video player is centered on the page, displaying the Echo logo with a play button. Below the video player is the section "GET STARTED TODAY" with a paragraph of text and a link "Need an Instagram account? Head over there now to sign-up!". Below that is the section "JUST SOME OF WHO HAVE HEARD OUR ECHOES" with logos for Susan G. Komen for the Cure, One Day Without Shoes, Make-A-Wish, American Cancer Society, and Big Brothers Big Sisters. At the bottom is a footer with links for "echo of the day", "how echo works", "past echoes", "for your information", "account", and "contact us".

HOW ECHO WORKS   OUR PAST ECHOES   FYI   SIGN-UP / LOGIN

echo

BE AN ECHO






echo

GET STARTED TODAY

To start making a difference all you need to do is follow @echo on your Instagram feed to see each daily non-profit we're focusing on and what custom tag will count to our hashtag count. Then go out into the world and show us and the non-profits we work with how you are here and ready to echo back for causes you believe in.

[Need an Instagram account? Head over there now to sign-up!](#)

JUST SOME OF WHO HAVE HEARD OUR ECHOES

[Want to see more? View our gallery of past echoes](#)

echo of the day   how echo works   past echoes   for your information   account   contact us

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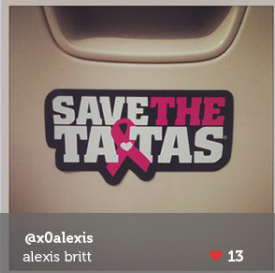
SEARCH THE PAST ECHOES

SEARCH

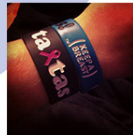
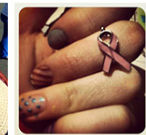
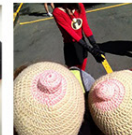
- NON-PROFIT
- HASHTAG
- USERNAME

sort by:   a-z  most recent

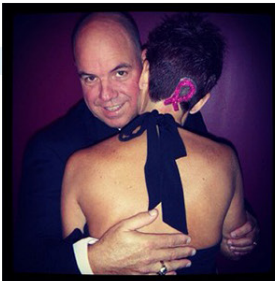
- #
- a
- b
- c
- d
- e
- f
- g
- h
- i
- j
- k
- l
- m
- n
- o
- p
- q
- r
- s
- t
- u
- v
- w
- x
- y
- z



100,000 women under the age of 40 are diagnosed every year with Breast Cancer. I was one of them. more importantly I am a Momma, a Wife, an Auntie, a Daughter, a Sister and a Friend I fight for all those reasons and will not let the fear overtake me I will Hope and Pray. I will trust my journey.  
Kris



Every dollar you raise helps to create a world with less breast cancer and more birthdays.



echo of the day

how echo works

past echoes

for your information

account

contact us

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FYI > ECHO BASICS > **NON-PROFITS**

GETTING STARTED

EXPLORING PHOTOS

PHOTO SHARING

**FOR NON-PROFITS** >

**BACK** >

### echo for non-profits

#### getting started

- > Getting started on Instagram
- > Tips and tricks for businesses/organizations using Instagram

#### using Echo for non-profits

- > Share echoes to your organization's Facebook page

#### Examples of how non-profits are using Echo

Here are some more examples of how brands are using Instagram, Echo and our API to create compelling visual experiences for their supporters. You can see a list of brands using Echo in our Notable Non-Profits Directory.

- > Find out who is using Echo
- > How to host a photo campaign on Echo

#### frequently asked questions

- > Custom format requests
- > Use of the Echo logo
- > Marketing and advertising opportunities
- > Partnership Proposal
- > Notable Non-profits Directory

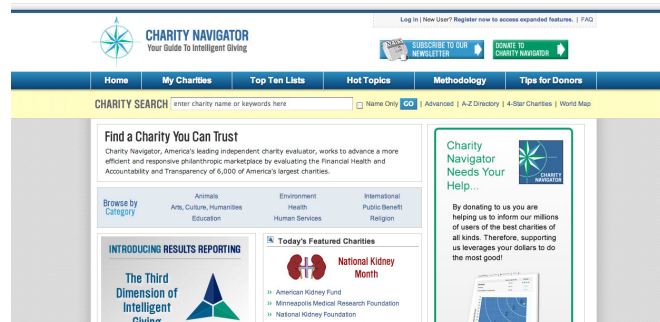
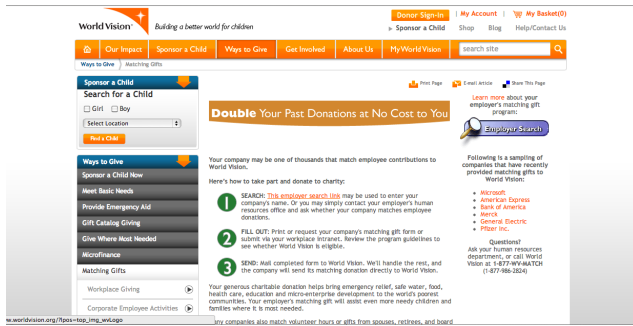


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process journal

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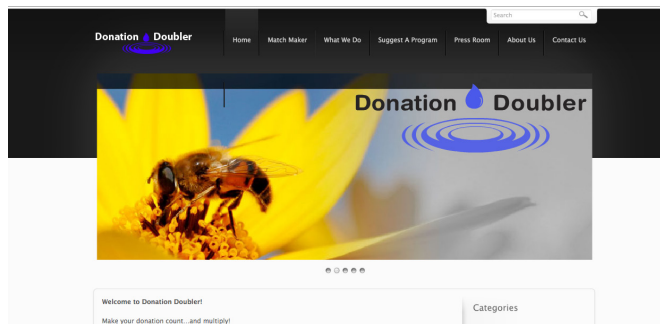
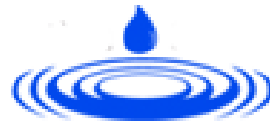
# Similar Platforms



-Main purpose is to navigate corporate matching programs for employees

-Easy, comfortable feeling, "corporate"

-Target audience would be 25-40 year olds with careers at large corporations throughout the United States

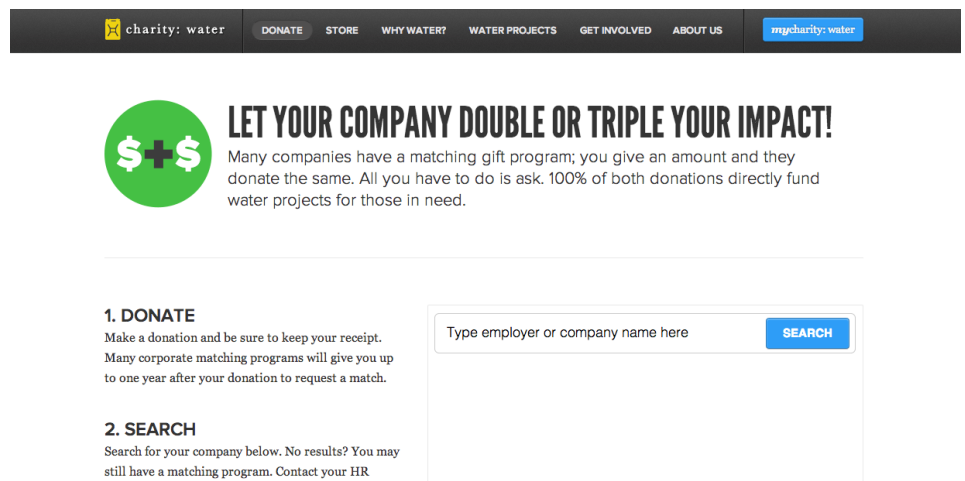
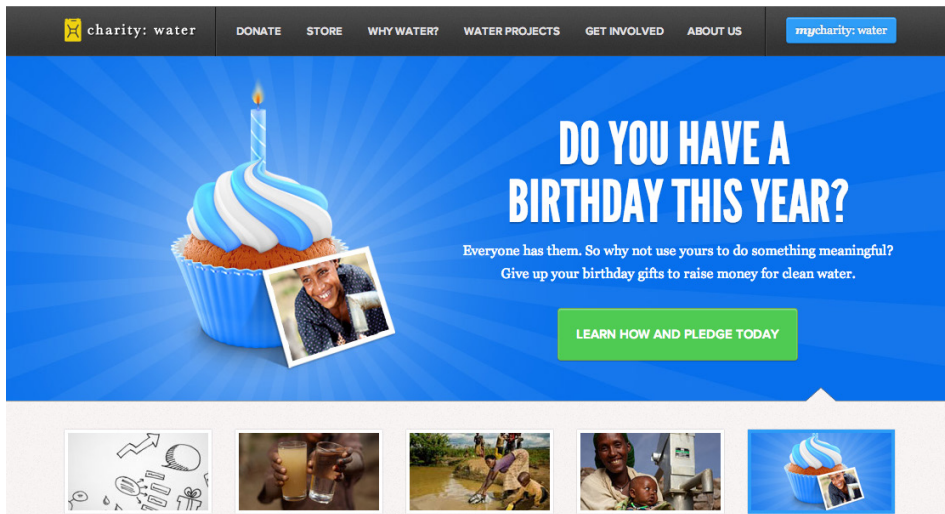


# Similar Platforms



## charity: water

charity: water is an organization who's mission is to bring clean and safe drinking water to developing nations all over the world.

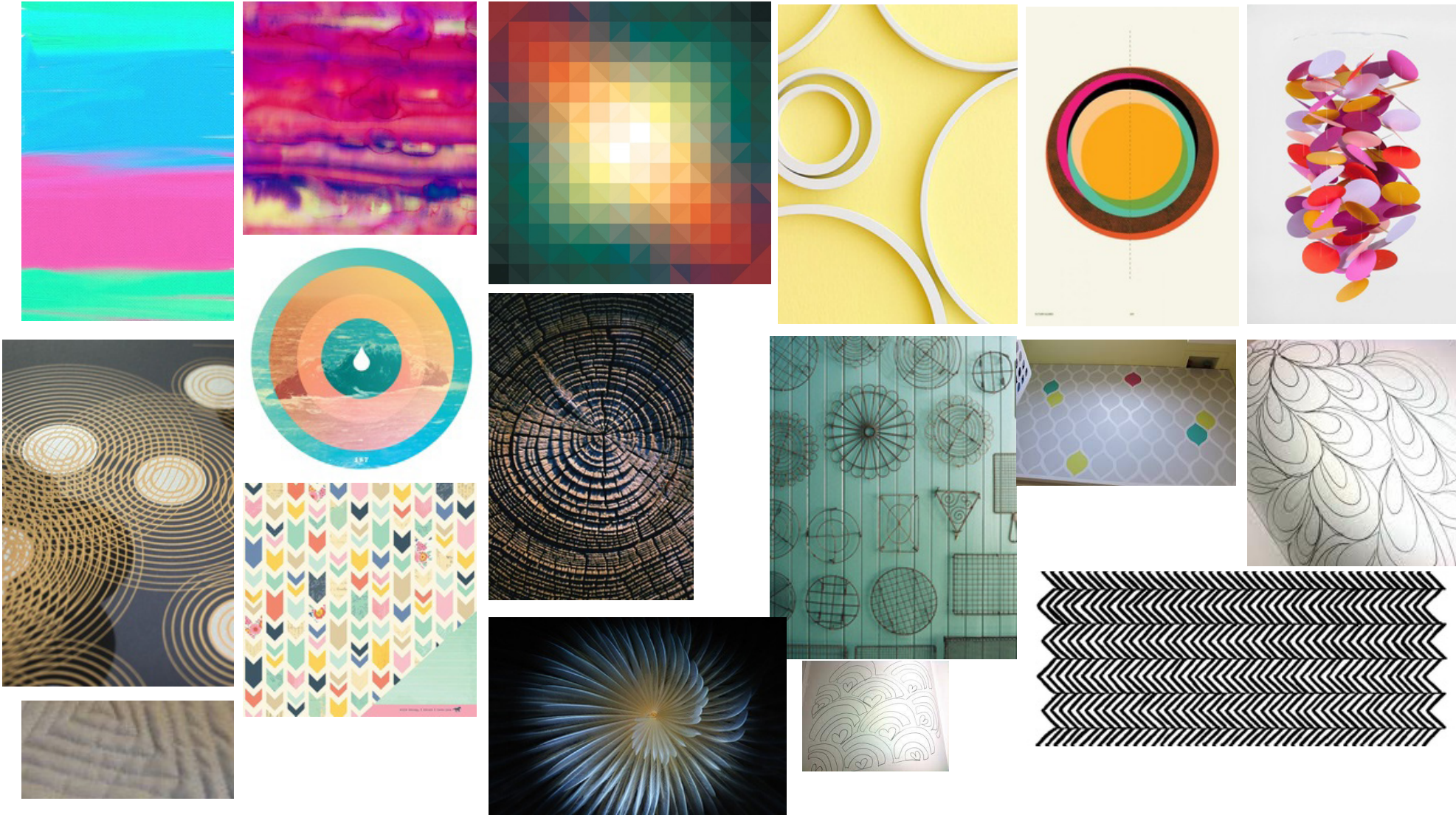


- approachable feel, but definitely has character/personality throughout
- visually based heirarchy throughout the site, company as a whole
- target audience is still the same
- has punch, an attitude that is progressive and relatable across generations

research

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color/pattern/shape

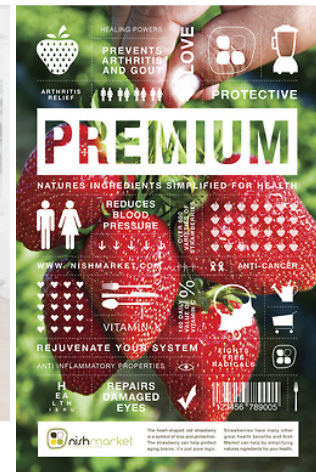
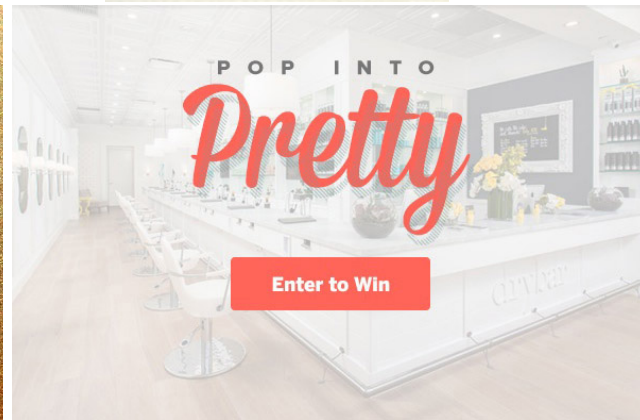
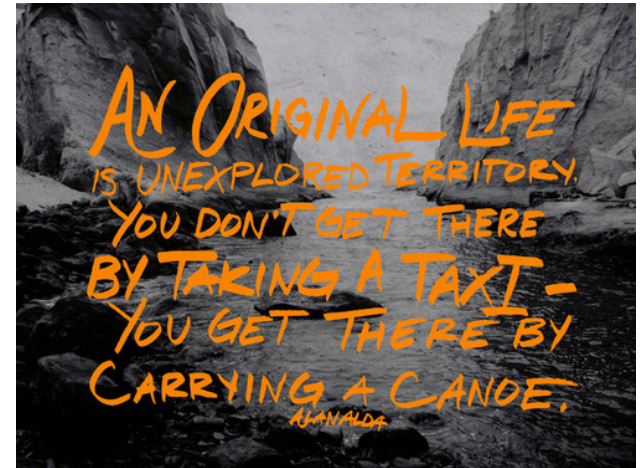
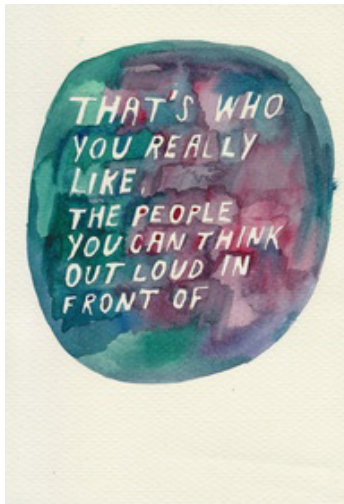
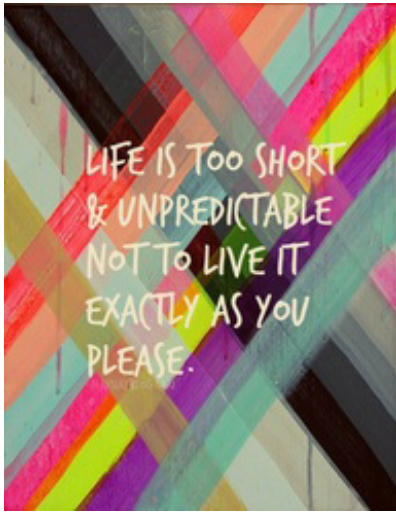


mood board

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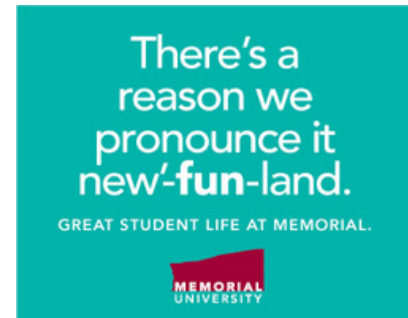
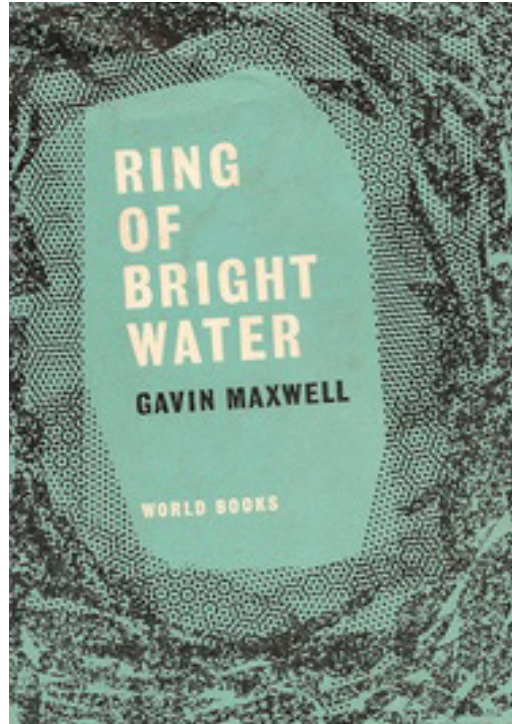
type



mood board

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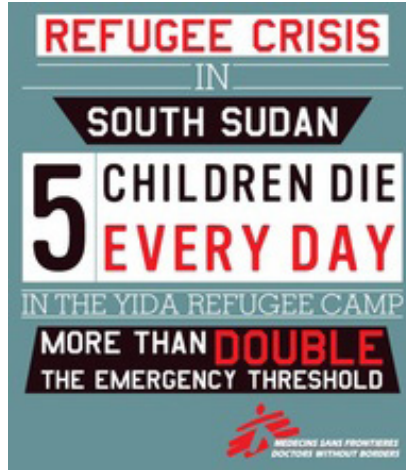
type



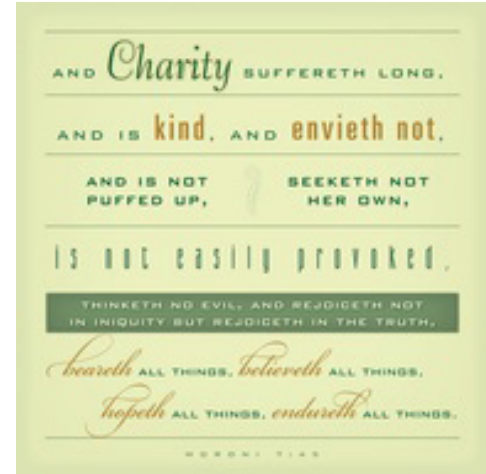
mood board

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type



unless someone like YOU cares a whole awful lot nothing is going to get better it's not  
- Dr. Seuss 'The Lorax'



««« SHE »»»  
is clothed in  
STRENGTH  
«and»  
DIGNITY  
and she  
LAUGHS  
without  
FEAR  
««« PROVERBS 31:25 »»»

IT IS GOOD TO LOVE MANY THINGS, FOR THEREIN IS STRENGTH, AND WHO SOEVER LOVES MUCH PERFORMS MUCH, AND CAN ACCOMPLISH MUCH AND WHAT IS DONE IN LOVE IS WELL DONE. VINCENT VAN GOGH

You know all THOSE THINGS you've always wanted to do? You should go DO THEM.

THOSE WHO DO NOT BELIEVE IN MAGIC WILL NEVER FIND IT.

mood board

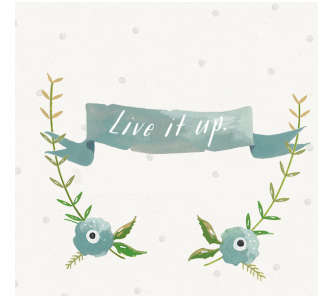
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type



Aiste.

(RED)<sup>TM</sup>



Enjoy the Little Things

I AM NOT LUCKY, I AM BLESSED

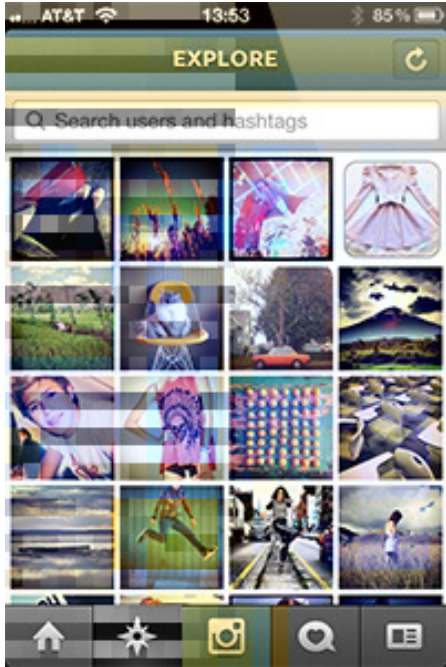
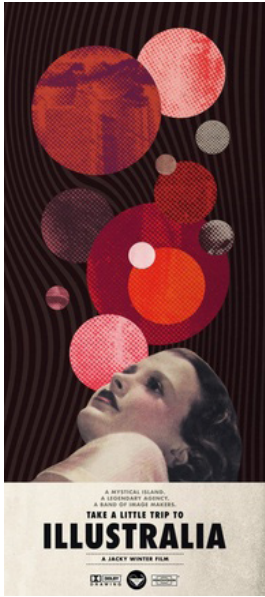
The Struggle is part of the Story



mood board

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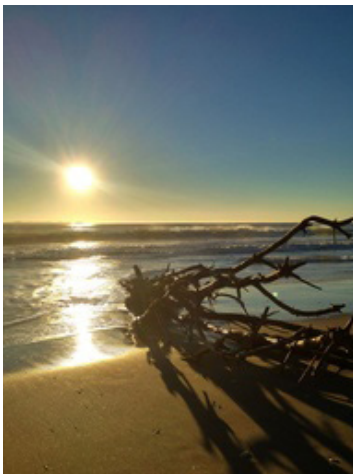
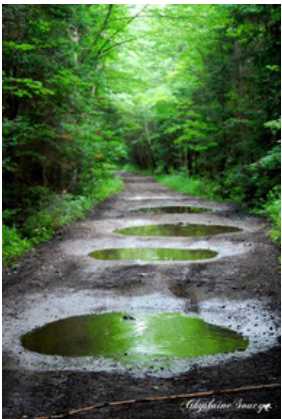
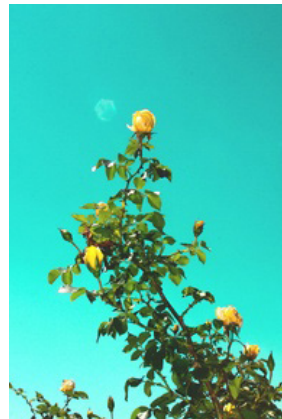
personality



mood board

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## environment/senses



mood board

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fresh	deserving	intelligent	current	enjoy
modern	concern	push	modern	instagram
fun	care	colored	youthful	vine
creative	compassion	colorful	feminine	display
individual	create	long-lasting	responsive	support
filter	fundamental	ripple	help	invite
interactic	goal	voice	karma	reply
repeat	clear	passion	need	global
echo	function	sincere	soft	think
constant	capture	earnest	comfy	use
engaging	react	hearts	home	share
clean	enjoyable	love	charitable	grow
simple	warm	volunteer	worthy	cause
direct	personality	rejoice	just	benefit
friendly	inviting	joy	connect	relaxed
approachable	receptive	light	vibrant	easy-going
quick	community	spirit	act	
efficient	driven	together	return	

## **connect**

**verb**

1. to bring together or into contact so that a real or notional link is established
2. to form a relationship or feel an affinity

## **capture**

**verb**

1. to record or express accurately in words or pictures
2. to absorb

## **light**

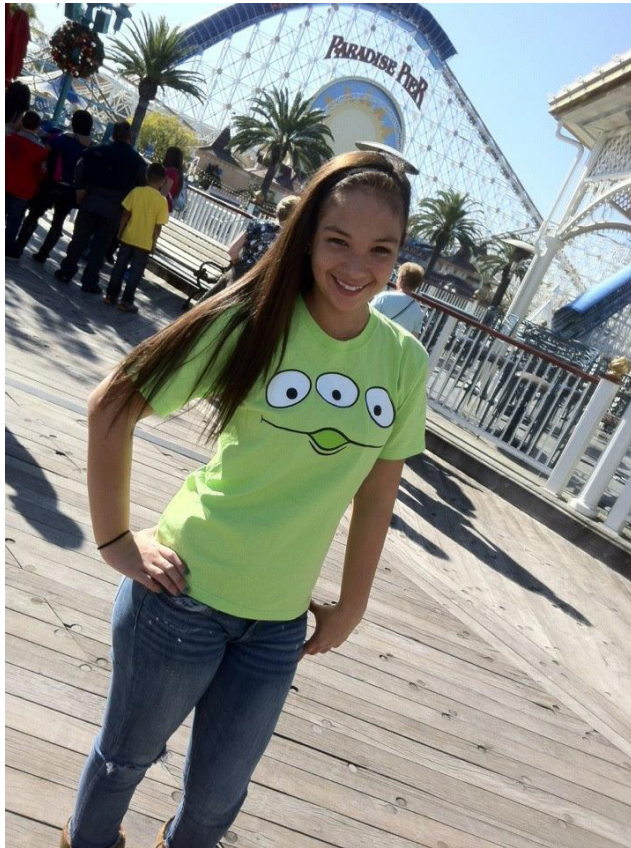
**verb, noun**

1. to ignite
2. the understanding of a problem; enlightenment
3. the natural agent that stimulates sight and makes things visible

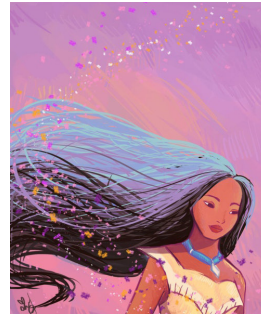


# user persona: “allie”

16 years old



- comfortable with technology and applications
- avid instagram user
- participates in community service events through school
- considered a very active social media user



user personas

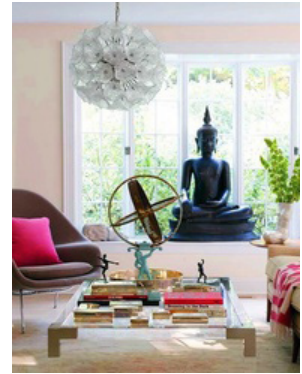
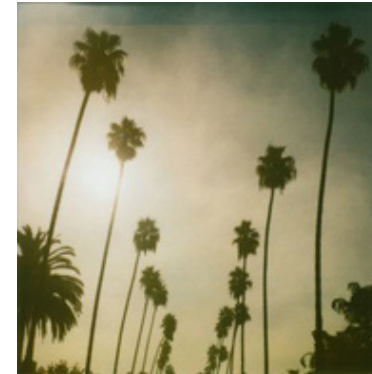
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# user persona: “sarah”

25 years old



- comfortable with technology and applications
- avid instagram and twitter user
- loves photography and being outdoors, very active social life
- donates to causes she believes in



user personas

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# user persona: one day without shoes

the charities

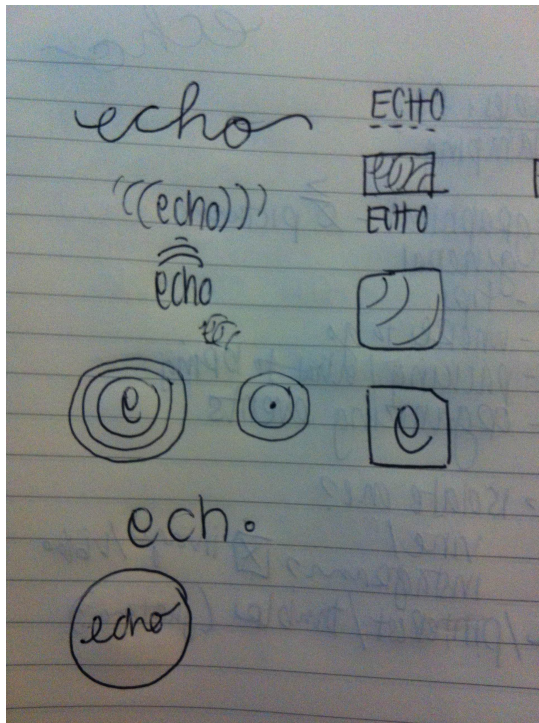
# ONE DAY WITHOUT SHOES



- a charity the uses heavy visual imagery
- already on or familiar with social media
- main target audience young adults, 13-30 year olds
- possible already has one or more corporate sponsors
- looking for a fresh take on getting new donations from new generation of users

user personas

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logo sketches

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1. ECHO

Unica One

2. echo

DIN

3. echo

Museo

4. echo

Berthold Imago

5. echo

AG Schoolbook

ECHO

echo

echo

echo

echo

ECHO

echo

echo

echo

echo

 Pantone 7474

logotype: round one

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At A Glance



logotype: round two

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Black & White

1.

echo



2.

echo



3.

echo



4.

echo

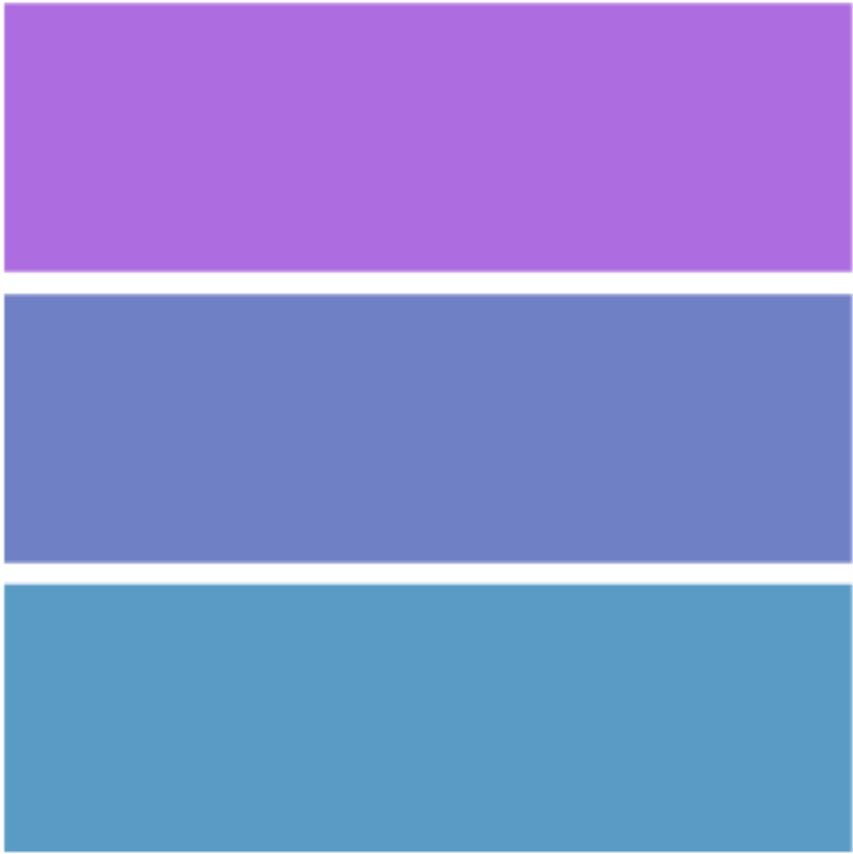


## Color Options

1.   
2.   
3.   
4.   



**Color Palette**



**Additional Mark**





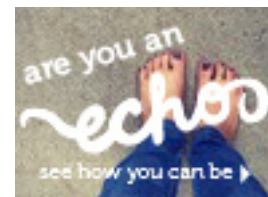
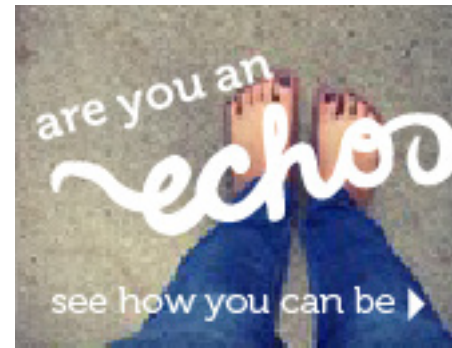
echo

logotype + mark

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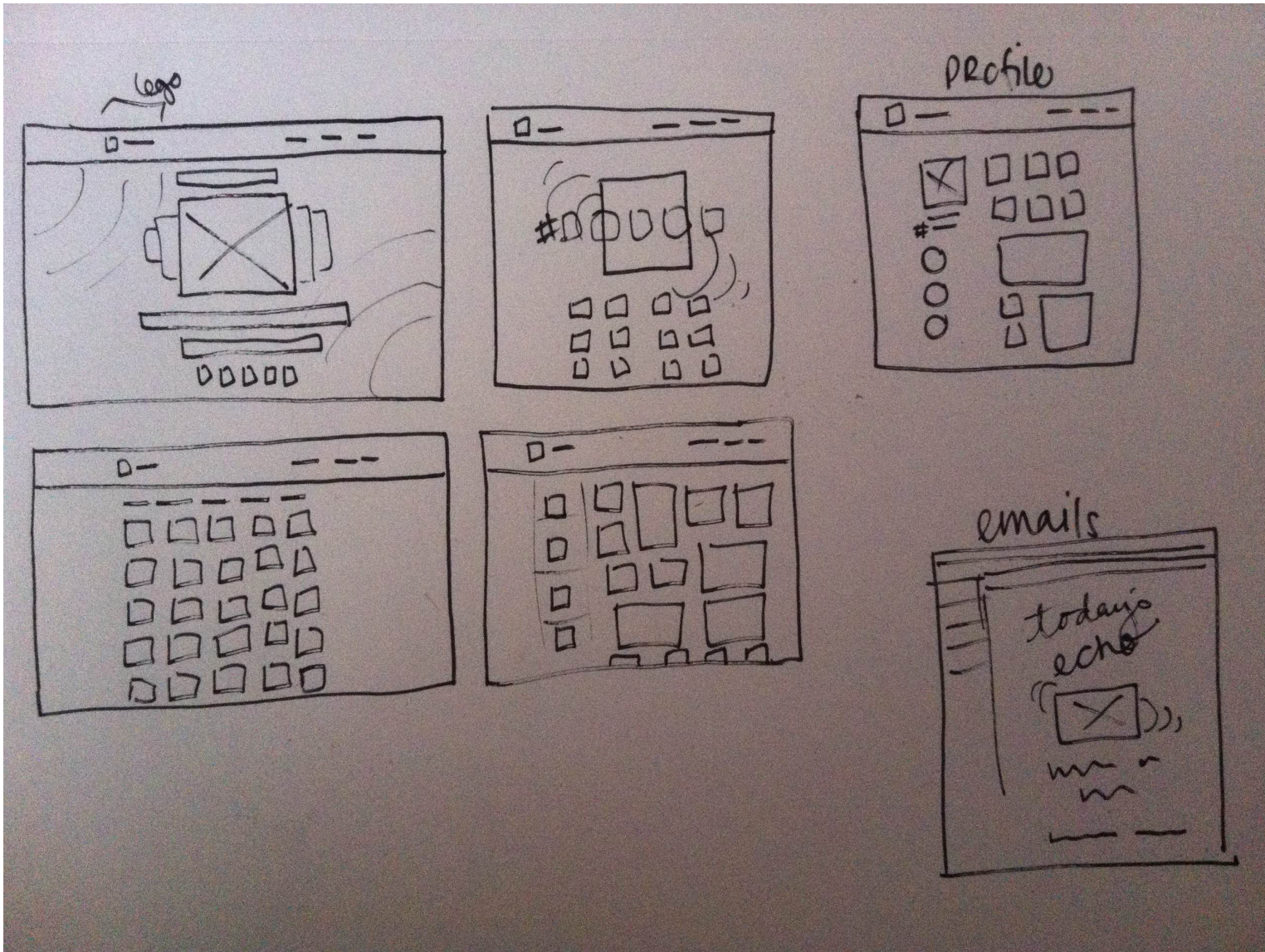
- simple images with text over top
- show up in the subscribers instagram, facebook and twitter feeds
- easy to put on multiple pictures
- functionality and personality



- resizes easily
- from square to facebook ads

ads: round one

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website/interface: sketches

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## **guerilla marketing**

### **reflections in the mirror**

- appliques/vinyls on public mirrors or in the corporate sponsors restrooms asking the viewers “what do they echo?” with the information on where they can find more information

## **merchandise**

### **t-shirts and stickers**

- easy to reproduce and can feature their own user photos
- both would state “i echo \_\_\_\_\_” and users can write in their own answers

## **A Long Story Short...**

Echo is cursed to only repeat what she hears as a punishment for her mindless chatter. Echo falls in love with Narcissus, but Narcissus isn't into it. Echo proceeds to pine over him until her body withers away and only her voice is left. Meanwhile, Narcissus stops for a drink at a small pond. When Narcissus sees his reflection in the water of the pool he falls hopelessly in love—with himself. Unable to capture his reflection, Narcissus stays by the pond until he starves to death.

## **Summation of the Facts**

### **Story Archetypes**

The story is a cautionary tale about both Echo's and Narcissus's fatal flaws: excessive chatter and the destructive nature of one's own vanity, which will always end in tragedy.

### **Character Archetypes**

Nope, no hero, no prize, no happy ending, there's not even an evil nemesis. Both characters are seemingly the fools of their own fate.

## Evident Themes

Pride & Vanity

Love & Lust

Transformation

## Strong Imagery Present

Mirror-like lake/pond/fountain

Narcissus, the flower

Lush forest setting

## Continuing A Bit Further

Echo's opinions and voice is silenced due to it's unthoughtful, unending nature. Implications can all be made that because Echo is a female she should be seen rather than heard.

Both Echo and Nemesis are really only attracted to what is seen on the surface and because of the unrequited love it leads to both of their demise.

Echo hides from society because words really can hurt; Nemesis tells Echo he'd rather die than to let her have him.

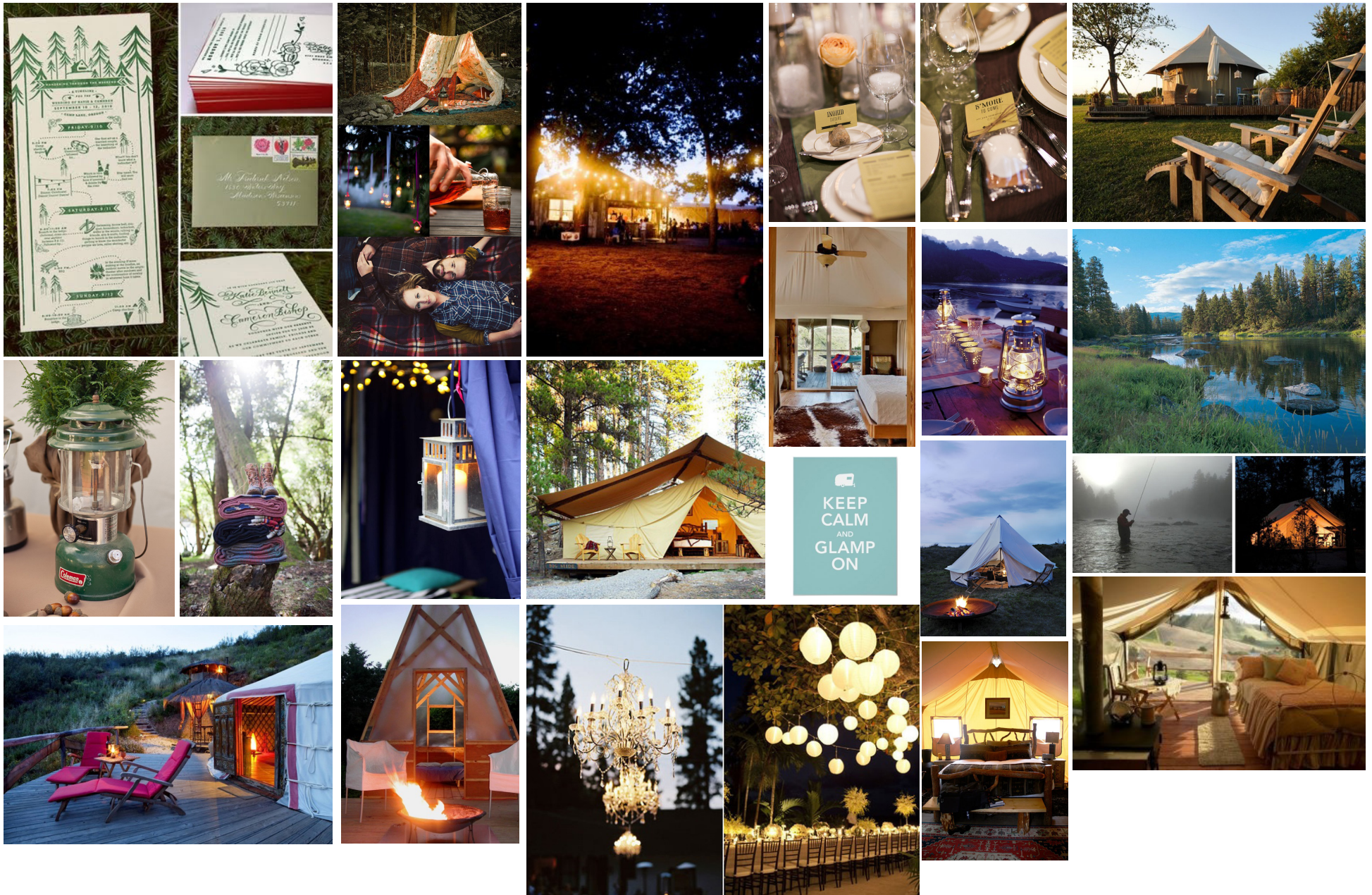
Obsessions like Echo's and Narcissus's can have diasasterous consequences and result in unsavory transformations like one to just bones or to a flower.



love	curse	<i>reflect</i>	forest	unsympathetic
romance	crush	mirror	Rome	destruction
lust	single	time	nymph	appearance
silence	hurt	bones	seduction	perfection
stubborn	damaged	dust	spying	shadow
appearances	lush	malnourished	communicate	beauty
voice	search	affair	bully	fixated
chat	dismissal	spring	harsh	expectation
pinning	ensnare	bloom	vanity	last
foliage	trap	abundant	magic	death
fountain	vindictive	restricted	infidelity	funeral
water	punishment	green	gender	<i>echo</i>
glass	self-love	blue	asexual	fantasy
clear	pure	trees	alone	judge
hidden	purple	green	dedication	obsession
surface	flower	<i>nature</i>	study	first
tension	delicate	mountains	follow	last
repeat	sensitive	plants	misguided	wasteful

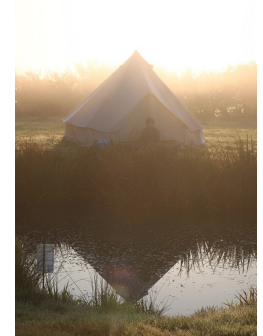
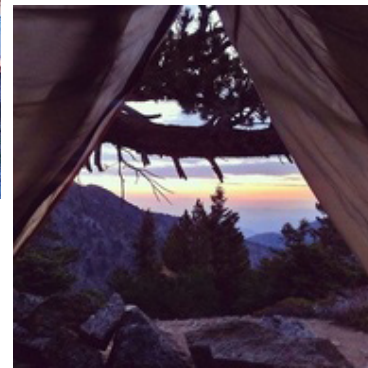
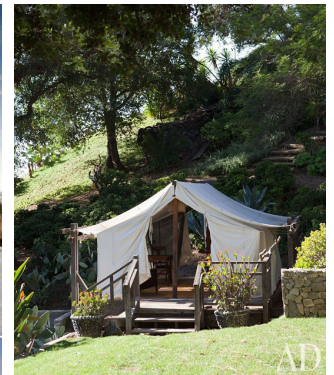
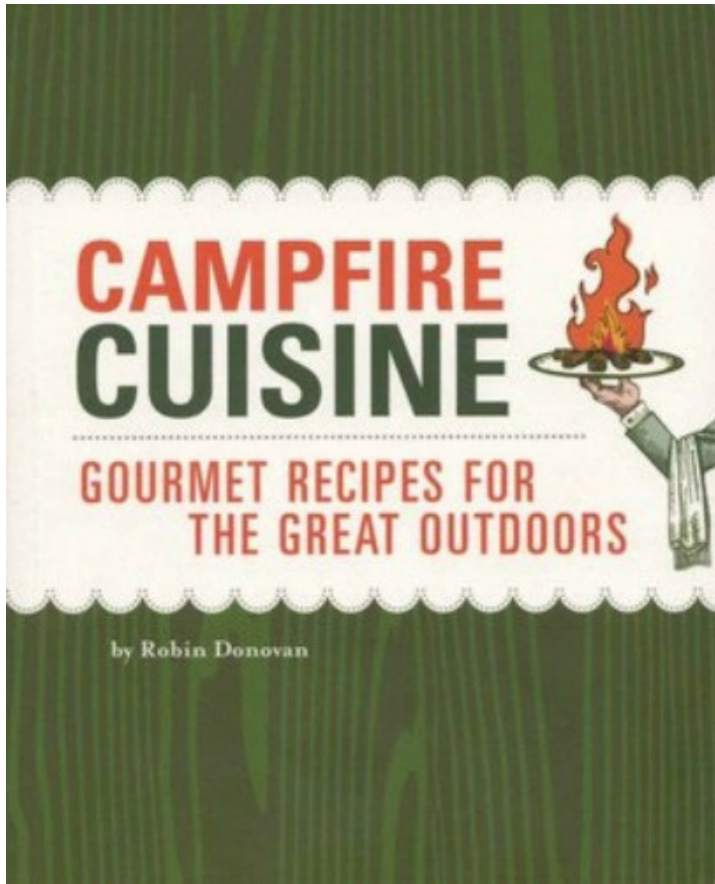
# Brand Concepts

- 1) **Reflections:** a high-end salon and spa
- 2) **Keeping Up Appearances:** an interior and exterior landscape design company
- 3) **The Water Cooler:** a single events coordinating company
- 4) **Echo:** a donation matching charity
- 5) **First Impression:** a speed-dating organizer
- 6) **The Last Word:** a feminist writing journal
- 7) **Fables and Folly:** a glamorous camping resort



“fables and folly”

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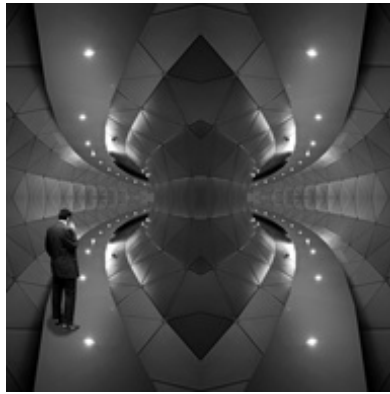
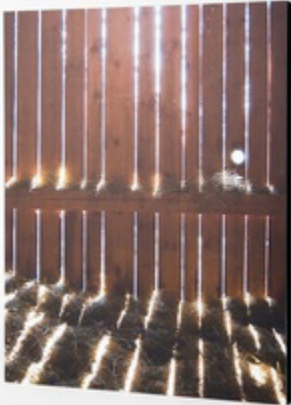


“fables and folly” continued

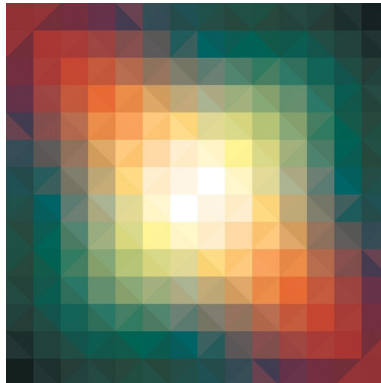
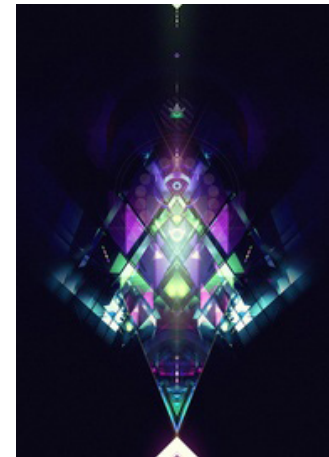
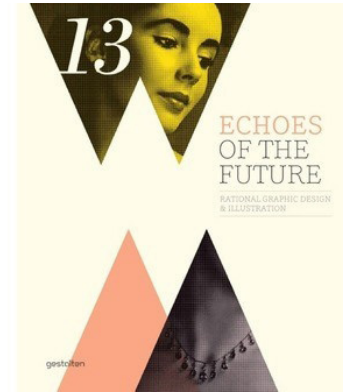
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"Perhaps the greatest charity comes when we are kind to each other, when we don't judge or categorize someone else, when we simply give each other the benefit of the doubt or remain quiet. Charity is accepting someone's differences, weaknesses, and shortcomings; having patience with someone who has let us down; or resisting the impulse to become offended when someone doesn't handle something the way we might have hoped. Charity is refusing to take advantage of another's weakness and being willing to forgive someone who has hurt us. Charity is expecting the best of each other."

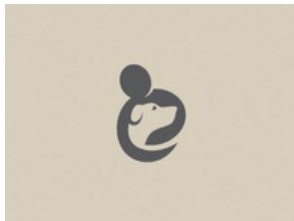
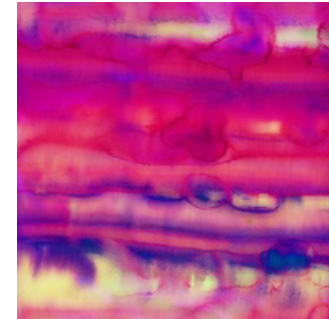
*—C. S. Lewis, Letters*



KIND WORDS CAN BE SHORT & EASY TO SPEAK, BUT THEIR ECHOES ARE TRULY ENDLESS



Life is like an ECHO what you send out comes back chinese proverb



echo

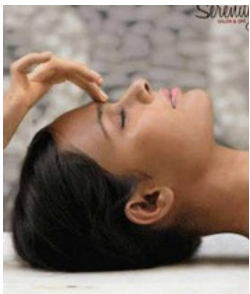
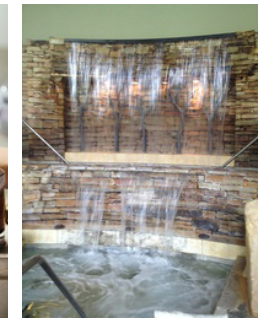
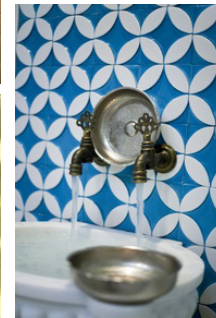
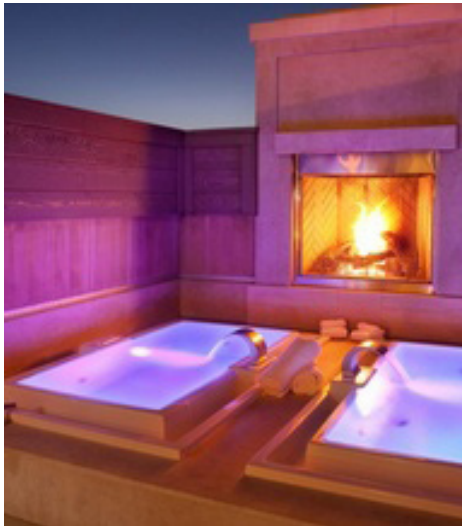
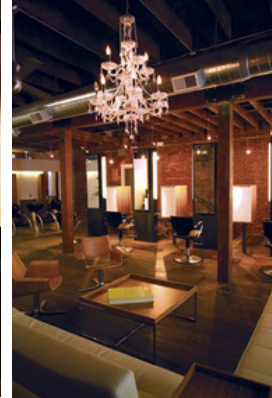
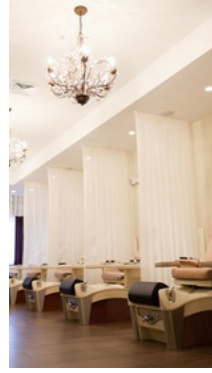
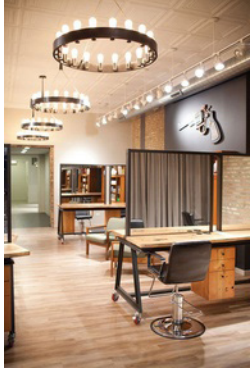
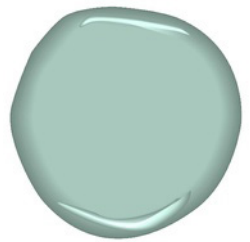
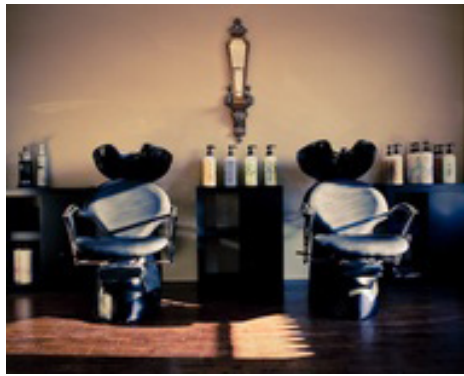


Handwritten text in various scripts, including Latin and Chinese characters.

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“echo”

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“reflections”

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“keeping up appearances”

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