

Young Lions 2020

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1. Proposal description

Proposal description

Our proposal of the new visual identity for SthlmOp focuses on representation, new possibilities and discoveries. They are the essence that every visual element build from. They give character and relevance to every message and communication.

The goal has been to create a dynamic visual identity that is credible enough to appeal to the majority of companies, agencies and associations – and at the same time being visually interesting and compelling enough to engage youths and students.

Balancing credibility and playfulness is something most brands have to reflect on. What it has meant for us in this proposal is the way we have chosen to have a reliability as our fundamental communication, and using playfulness as a functional tool to create recognition, guidance and emotion.

2. Logotype & sub-wordmarks

Proposed brand name

Opan — a fusion between the words '*open*' and '*pan*', with the later meaning 'everything', is an attempt to communicate the brand's core purpose in a more intuitive and distinct manner, more specifically that the company initiative is open to any youth from any kind of background.

This proposal has left out Stockholm or Sthlm in order to open up for the possibility to have initiatives on other cities and towns.

OPANI®

The logotype is a multi-type wordmark. Every letter is set in a different style or setting, with a distinct character and expression. This is done in order to communicate diversity with a bold and dynamic expression.

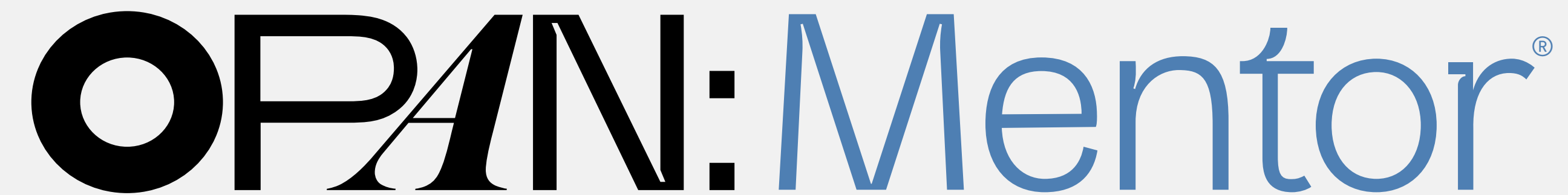
OPAN®

OPAN®

The logo for OPAN: Employer. The word "OPAN:" is in a bold, black, serif font. The word "Employer" is in a green, sans-serif font. A small registered trademark symbol (®) is located at the top right of the word "Employer".

Sub-wordmarks

The talents, companies, and mentors are each a fundamental part within this initiative. Therefore, each have been given a sub-wordmark. By doing so, the brand's different platforms are clarified and make up for more intuitive and distinct communication.

The logo for OPAN:Mentor. The word "OPAN" is in a bold, black, sans-serif font. The word "Mentor" is in a blue, sans-serif font. A colon ":" separates the two words. A small registered trademark symbol (®) is located at the top right of the word "Mentor".

Sub-wordmarks

The talents, companies, and mentors are each a fundamental part within this initiative. Therefore, each have been given a sub-wordmark. By doing so, the brand's different platforms are clarified and make up for more intuitive and distinct communication.

The logo for OPAN: Talent. The word "OPAN:" is in a bold, black, serif font. The word "Talent" is in a red, sans-serif font. A small registered trademark symbol (®) is located at the top right of the word "Talent".

Sub-wordmarks

The talents, companies, and mentors are each a fundamental part within this initiative. Therefore, each have been given a sub-wordmark. By doing so, the brand's different platforms are clarified and make up for more intuitive and distinct communication.

OPAN: Mentor[®]

OPAN: Employer[®]

OPAN: Talent[®]

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OPAN®

3. Typography

Typography

The display typeface is a customized font with a sleek and stylish look, meant to appear compelling towards the most corporate of companies. The typeface has at the same time been tweaked in its anatomy in order to add more character and recognition.

The body typeface has been selected in order to maintain a similar characteristic as in the display type, while adding a more functional and legible appearance.

Display

Opan Uxum
Grotesque

Body

IBM Plex Sans

Alterations

In addition to the slightly tweaked character of the typeface, the general anatomy has been altered in order to appear more consistent, defined and legible.

We have also updated selected diacritics (◯ ● ■) in order to arrange a subtle diversity within the typeface.

The typography used in the sub-wordmarks have been altered in more characteristic ways in order to create an enhanced character and distinction within the different segments.

Anatomy

asy → asy

Diacritics

å ä ö i

Sub-wordmark typography

Talent → Talent

Opan Uxum Grotesque

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj
Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt
Uu Vv Ww Xx Yy Zz Åå Ää Öö
1 2 3 4 5 6 7 8 9

4. Colors & gradients

Color palette

Colors are considered as emotional and guiding elements, and are therefore used sparingly. Texts, illustrations and backgrounds are only applied in grayscale in order to have a distinct but light appearance.

The palette is designed to give each of the brand segments an individual definition and appearance, as shown to the right.

Each segment use red, green, and blue (RGB) as its profile color. Together they cover the entire color spectrum, a diversity creating a complete entity.

OPIN:Mentor

Mentor Blue

RGB78/127/179

CMYK73/45/9/0

#4E7FB3

Gradient Violet

Background Gray

RGB210/212/211

CMYK16/11/13/0

#D2D4D3

OPIN:Employer

Employer Green

RGB123/184/128

CMYK55/7/64/0

#7BB880

Gradient Cyan

Background Gray

RGB210/212/211

CMYK16/11/13/0

#D2D4D3

OPIN:Talent

Talent Red

RGB213/96/82

CMYK55/7/64/0

#D56052

Gradient Orange

Background Gray

RGB210/212/211

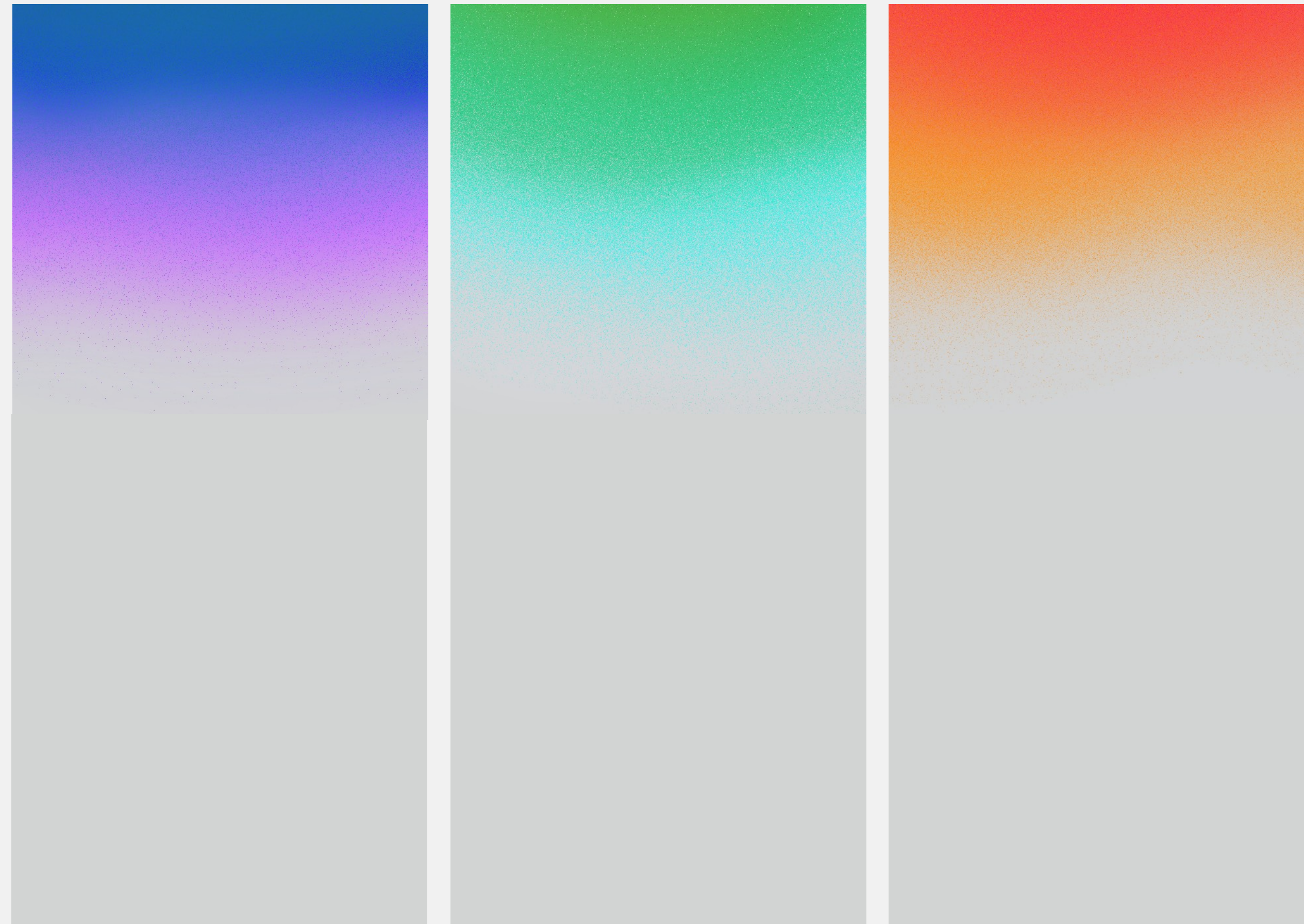
CMYK16/11/13/0

#D2D4D3

Gradients

The gradients are a vital part to this identity. They carry the most central idea of the company initiative – that diversity make up for new perspectives and unexplored possibilities. It is an adaptable element, adding just the right direction, depth and focus to any design. They also bring a great deal of brand recognition.

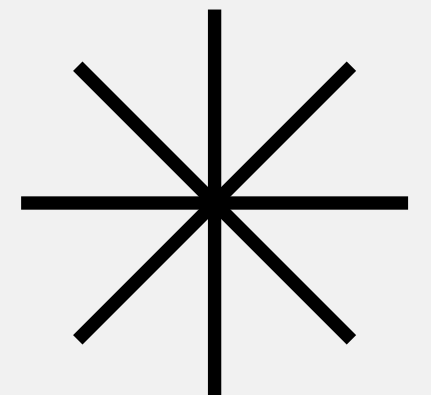
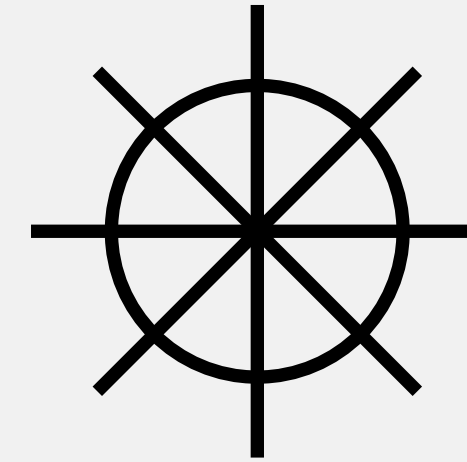
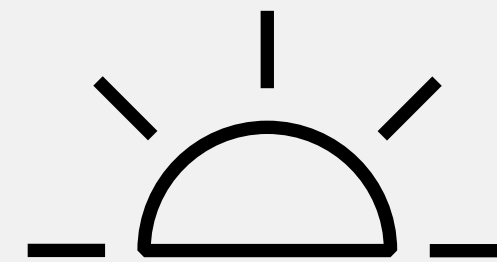
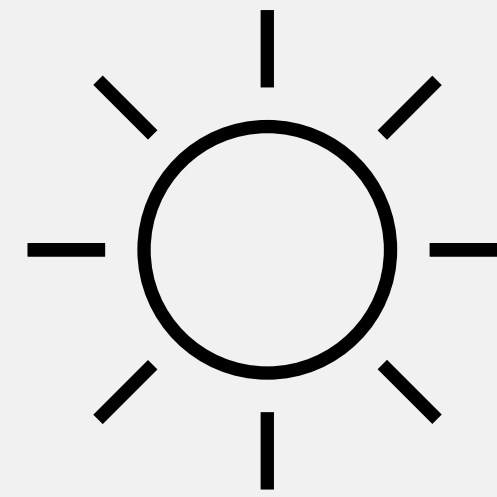
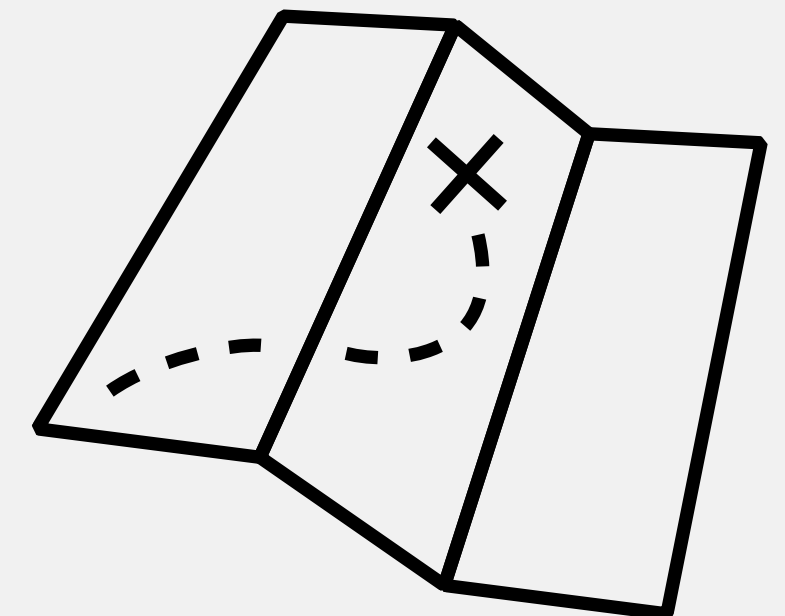
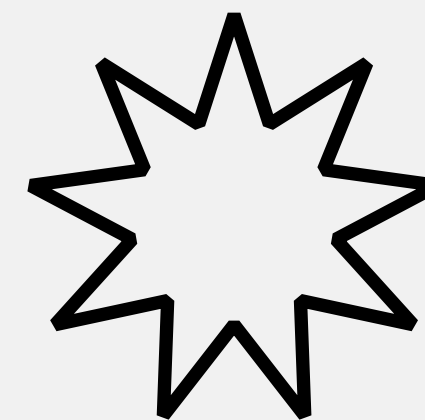
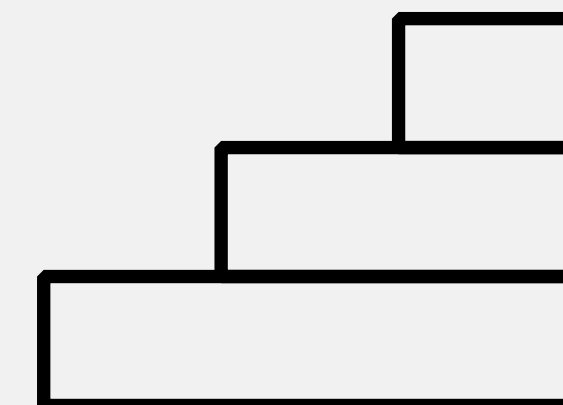
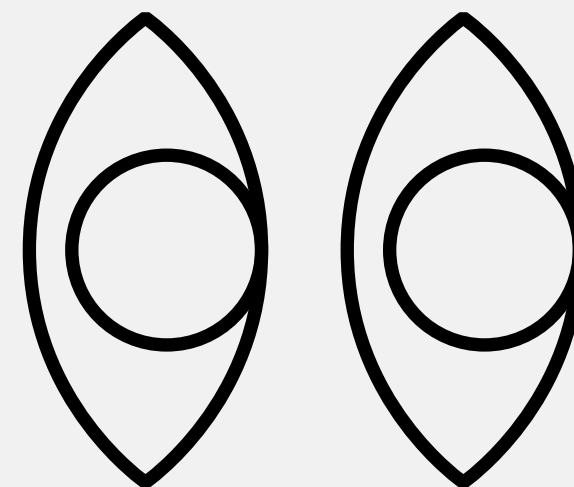
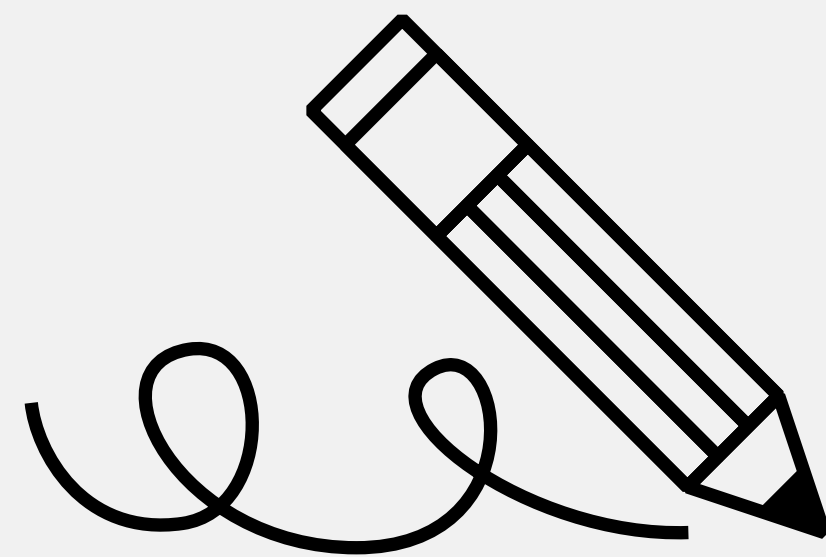
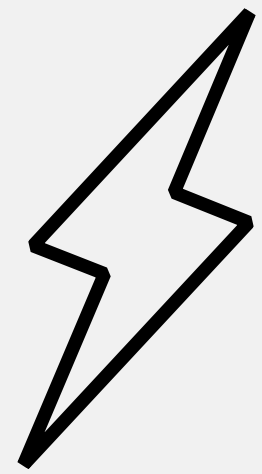
The gradients consists of two colors, two abstract entities that symbolize new meetings, possibilities and discoveries. The gradients are always applied in the outskirts of a gray field.



5. Illustrations

Illustrations

The illustrations are a set of small doodle-like elements and are used to visually convey emotion and context in a quick and universal way. The illustrations have been drawn to have a contrasting connection to our gradients.



6. Imagery

Imagery

Imagery has the ability to communicate complex emotions and contexts in a way words aren't able to. They can add atmosphere and enhance visual messages in many ways.

The general look in our imagery are soothing and natural. The images does not use any added saturation and captures everyday compositions with ease and excitement.



People & context

Our imagery focuses on highlighting a diverse representation of people, and also the many branches within the creative industry.

The images centers around people in their everyday environment. The pictures uses variations of daylight to emphasize and enhance the one or many people within the frame.



When a single person is depicted, the image should focus on communicating happiness and excitement. This is done in order to complement any kind of communication with context and emotion.



When a group of people are shown, the image should focus on a certain task and within the right kind of context. This is done in order to communicate a process, system or event through the image.

7. Branded material

Talent kit

As part of our proposal, we suggest to hand out a *'talent kit'*. These should be handed out to any talent during their on-boarding process.

The purpose behind the kit is to emphasize and enhance the emotive part of starting a new job. It is also a great way to connect the talent with the initiative.

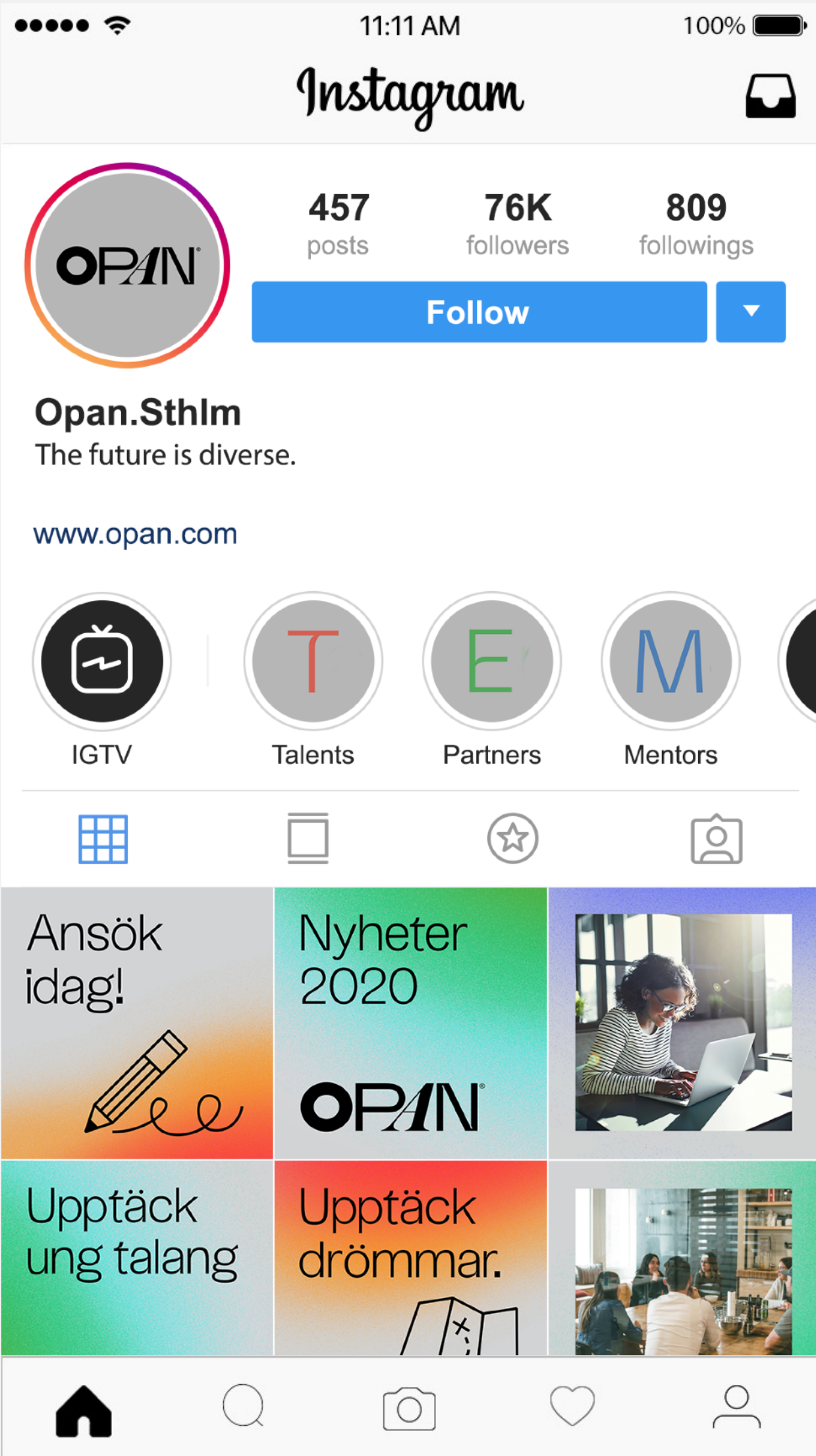


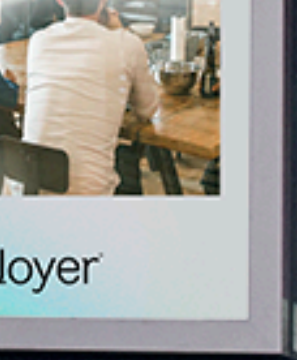
Wearables

Making branded clothes that are truly compelling and relevant to the youths and students within this initiative is a great way of creating a relationship between these peers and the brand.




8. Content & campaigns





Upptäck
dina nya
drömmar.



OPIN: Talent

Var med och
så fröna till
morgondagens
talanger.




OPIN: Employer

OPIN


OPIN är en del av det svenska utbildningsväsendet och är ett av de största utbildningsväsendena i Norden. Vi är en del av det svenska utbildningsväsendet och är ett av de största utbildningsväsendena i Norden. Vi är en del av det svenska utbildningsväsendet och är ett av de största utbildningsväsendena i Norden.

Dela med
dig av din
passion.



OPIN: Mentor

Vill du jobba som
kreatör,
kommunikatör,
entreprenör,
innovatör,
eller något annat -ör
i sommar?



OPIN: Talent

Inspirera andra
inom just det
som du
brinner för!



Clear Channel

Bidra till mångfald och nya perspektiv.

Besök **www.opan.com** för
att ta reda på hur du kan främja
mångfalden i Stockholm.



OPAN[®]

Clear Channel

Upptäck dina nya drömmar.

Besök **www.opan.com** för att
upptäcka ditt nästa steg i livet.



OPAN[®]

⚠ Livsfarlig
ledning



OPAN[®]



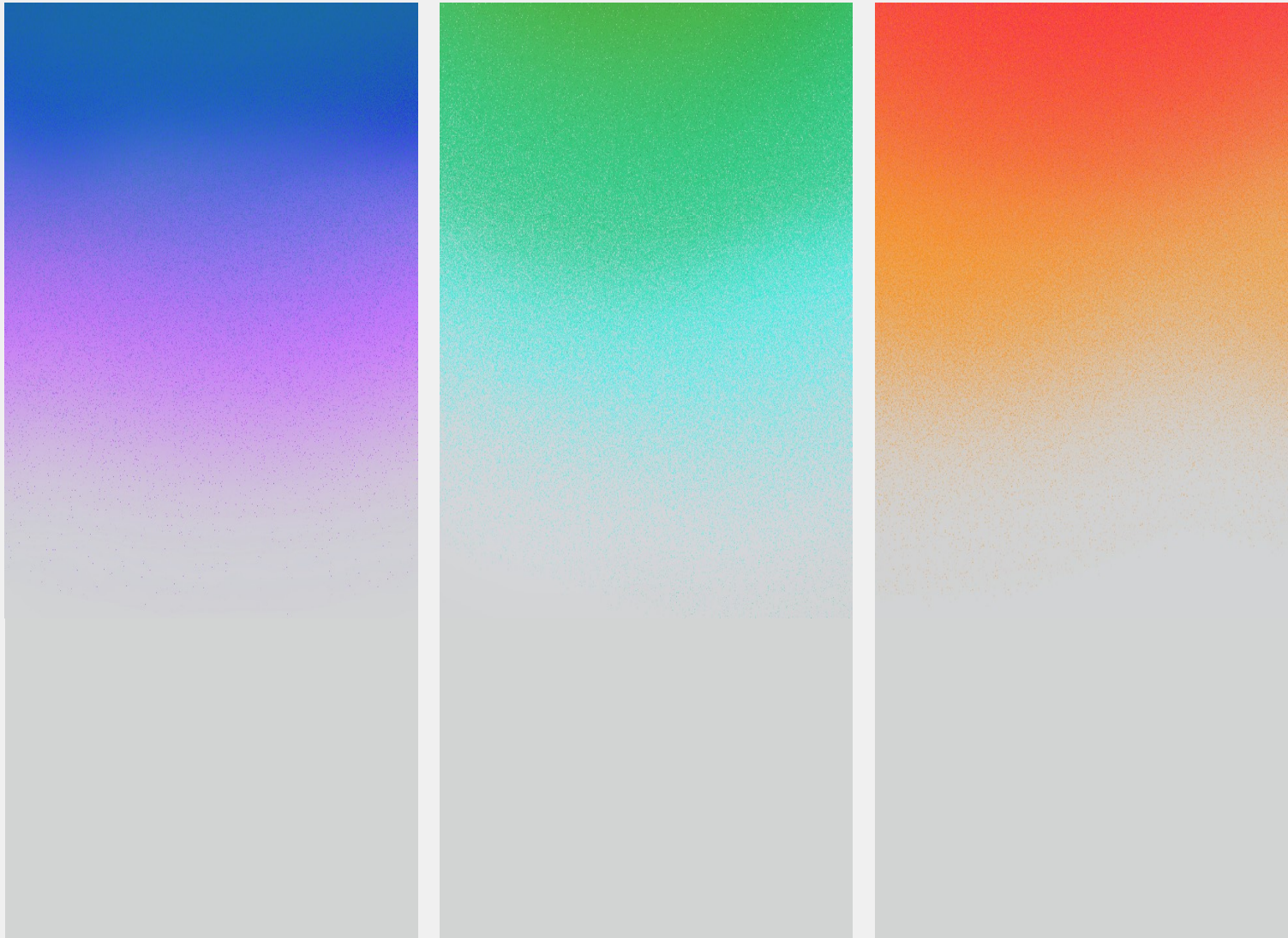
OPAN[®]

9. Summary

Logotype



Colors & gradients



Sub-wordmarks

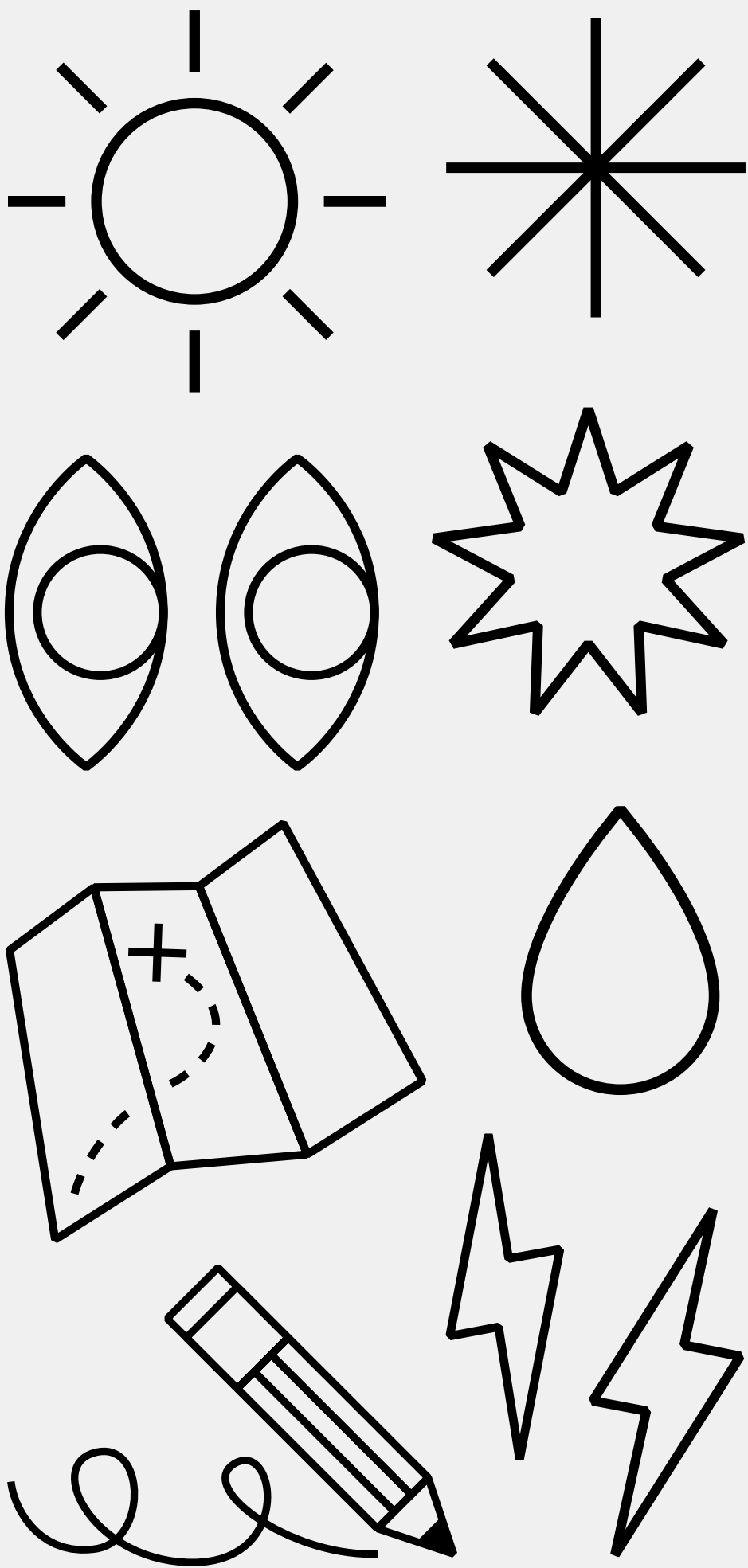


Opan Uxum Grotesque

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj
Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt
Uu Vv Ww Xx Yy Zz Åå Ää Öö
123456789

Lorem ipsum dolor sit amet, consectetur adipiscing 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.

Illustrations



Thanks Tack

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