



talentyeti

Brand Identity

March 3 2017

“Great vision without great people is irrelevant”

JIM COLLINS

CREATIVE BRIEF

Our goal is to create a unique, fun, engaging, and disruptive brand image that challenges the current industry standard. To do this, we will be brave in our approach, try to not take ourselves too seriously, and above all, remember that the success of TalentYeti will mean success for a lot of talented hard working people who at the end of the day deserve a great place to work and live.

The background is a dark navy blue. It features several thin, light grey diagonal lines scattered across the upper half. In the lower half, there are several overlapping triangles of different shades of blue and teal, creating a mountain-like silhouette. The largest triangle is a medium teal, with smaller triangles in lighter and darker shades layered on top and to the sides.

01 BRAND MARK

A journey into Your brand mark discovery

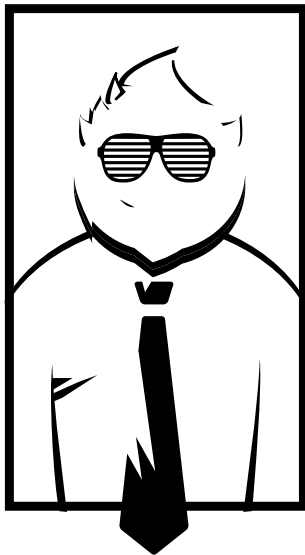
EARLY IDEAS



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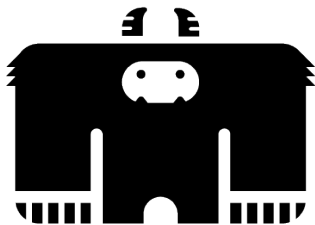


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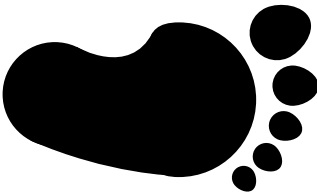
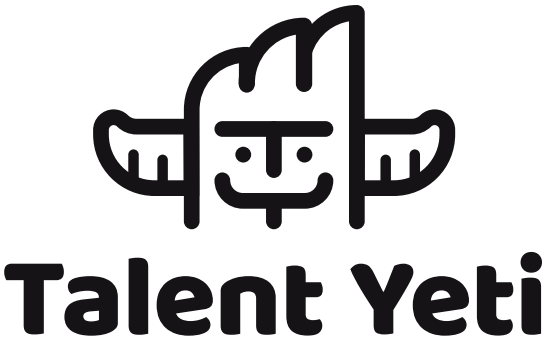


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**TALENT
YETI**



CONCEPT DIRECTION



Abstract



Industry



Disruptive, “Breaking Through”



Silhouette



Refined with Better Line Separations



Are you a wildly talented professional looking for a legendary job ? You bring the talent, we'll bring the jobs. Your next great professional adventure starts today.



Legendary Talent

COLLATERAL

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www.talentyeti.com





1102 A1A N. #203
Ponte Vedra, FL 32082



The background is a dark navy blue. It features several thin, light grey diagonal lines scattered across the upper half. In the lower half, there are several overlapping triangles of varying shades of teal and blue. One triangle in the lower-left is a bright cyan color, while the others are in darker shades of teal and blue.

02

LOGOTYPE & TAGLINE

A journey into the logotype and tagline discovery

THE DIRECTION

A Yeti is an interesting mythical creature. It is described as an ape-like entity taller than an average human that is said to inhabit the Himalayan region of Nepal, Bhutan and Tibet.

For the typeface, we wanted to explore headline fonts that were unique but legible. We also had the challenge of trying to stay away from the Yeti Cooler brand fonts.

Righteous was initially inspired by the all capitals letterforms from the deco posters of Hungarian artist Robert Berényi for Modiano. Grid based and geometric in execution, the letterforms are highly readable at a range of point sizes. Unlike that of the inspiration source, Righteous has a full lowercase to increase flexibility of use. It is modern, unique, bold, with sharp edges similar to mountains and peaks, and very legible at small sizes. A perfect compliment to the logo mark.

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FULL LOCKUP



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WITH TAGLINE



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The background is a dark navy blue. It features several thin, light grey diagonal lines scattered across the upper half. In the lower half, there are large, overlapping geometric shapes in various shades of teal and blue, creating a mountain-like silhouette. The text is positioned on the left side of the image.

03

TYPOGRAPHY

A journey into the typography discovery process

TYPE PAIRINGS

Heading

OSWALD BOLD

Sub Heading

OSWALD REGULAR

Body copy

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.

Source Sans Pro Light

Action items

JOIN NOW

Source Sans Pro Semibold

MAIN TYPEFACE

SOURCE SANS PRO

It's always important in today's digital world to leverage a good clean legible typeface. It's important that the typeface be clean and easy to read. Our goals was to find a readable sans serif font family that supported multiple line weights

Source® Sans Pro, Adobe's first open source typeface family, was designed by Paul D. Hunt. It is a sans serif typeface intended to work well in user interfaces.

AaBbCcDdEeFfGgHhIiJjKk

AaBbCcDdEeFfGgHhIiJjKk

AaBbCcDdEeFfGgHhIiJjKk

AaBbCcDdEeFfGgHhIiJjKk

AaBbCcDdEeFfGgHhIiJjKk

AaBbCcDdEeFfGgHhIiJjKk

Glyphs

ÀaßbĆcD̲dĘĚeßĞgHhΩjKœ

Tabular Numerals

0123456789%!.@#\$%^&*?+

SUPPORTING TYPEFACE

OSWALD

To support the boldness of the brand, we wanted to find a typeface that was also bold but modern and geometric. We chose OSWALD because it's shorter x-height and clean kerning provides a complimentary headline font to the TalentYeti logo, as well as our paragraph typeface, source sans pro.

AaBbCcDdEeFfGgHhIiJjKk

AaBbCcDdEeFfGgHhIiJjKk

AaBbCcDdEeFfGgHhIiJjKk

AaBbCcDdEeFfGgHhIiJjKk

AaBbCcDdEeFfGgHhIiJjKk

AaBbCcDdEeFfGgHhIiJjKk

Tabular Numerals

0123456789%![#]\$%^&*?+



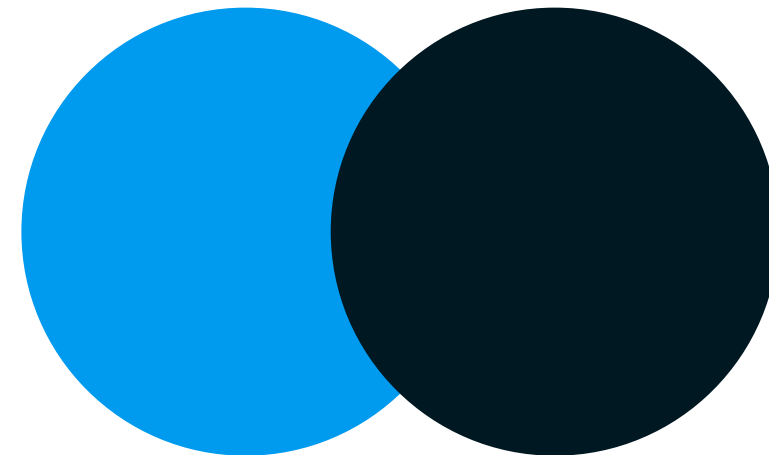
04 COLOR

A Journey into the color discovery process

COLOR THEORY

Out of the gate, our art direction has always been guided by the word yeti. Since the Yeti is based on Himalayan culture. We explored the colors in this mountaneous region. We tried mutiple variations of greens and blues to try to capture the rugged nature of the word yeti. However, we felt that finding a really strong icee blue was the best option for the brand. We also explored complimentary colors and found a dark almost black blue that would make the primary color stand out against the dark.

Facts about the color blue. Blue symbolizes trust, loyalty, wisdom, confidence, intelligence, faith, truth, and heaven. Blue is considered beneficial to the mind and body.



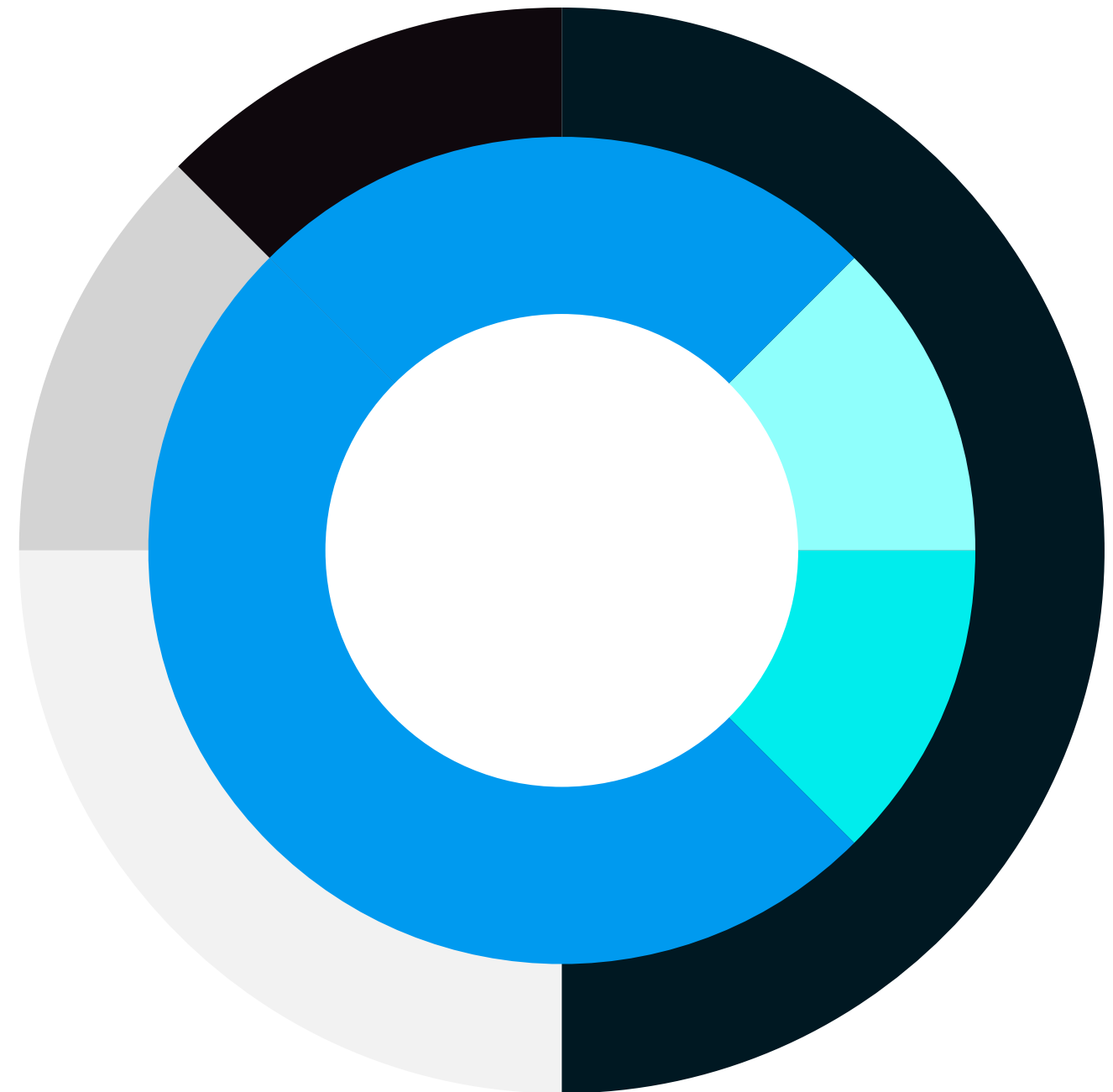
INSPIRATION

Icee Blue, Rich Dark Shadows, and White



COLOR PALETTE

Once we narrowed down our primary blue, we worked to create a color palette that allowed all colors to stand on their own. We wanted a simple color palette, leveraging only a few key complimentary colors



SKY BLUE
#009AEF



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SHADOW BLUE
#061822



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05

FINAL THOUGHTS

Wrapping it all up

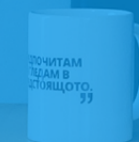


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Thank you for letting us take you on this journey and allowing us to do what we love. We are very excited for you and your future business. This document represents the brand delivery. With it, you will receive all your logo assets, and supporting print assets as well as a basic email template design. We wish you the best, and if at anytime you need anything from the Hammock Creative team, please reach out. We'd love to work with you again.

The Hammock Creative Team,



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