

# The HCI Group

Branding Proposal

# Branding and our current state

This effort is part of the Asset Consolidation Project. After ten years of work, the HCI Group is in need to communicate its achievements in a professional way to

- 1) establish its presence and foothold within the HCI community in the region and Europe,
- 2) signal its reliability to potential partners, grant institutions and clients
- 3) Attract better talent
- 4) Promote our team

# Notes before the proposal

Given the time constraints I chose an evolutionary approach instead of a new branding. We based our work on the previous Isotype and designed a set of elements to be used around it.

The aim of this work was to bridge the gap between what we had and the ideal state of it. To provide not only guidelines but also ready to use elements, and a powerful visual design language that helps our team to adapt this elements to their needs with little or no need from a professional graphic designer.

## The Original Logo

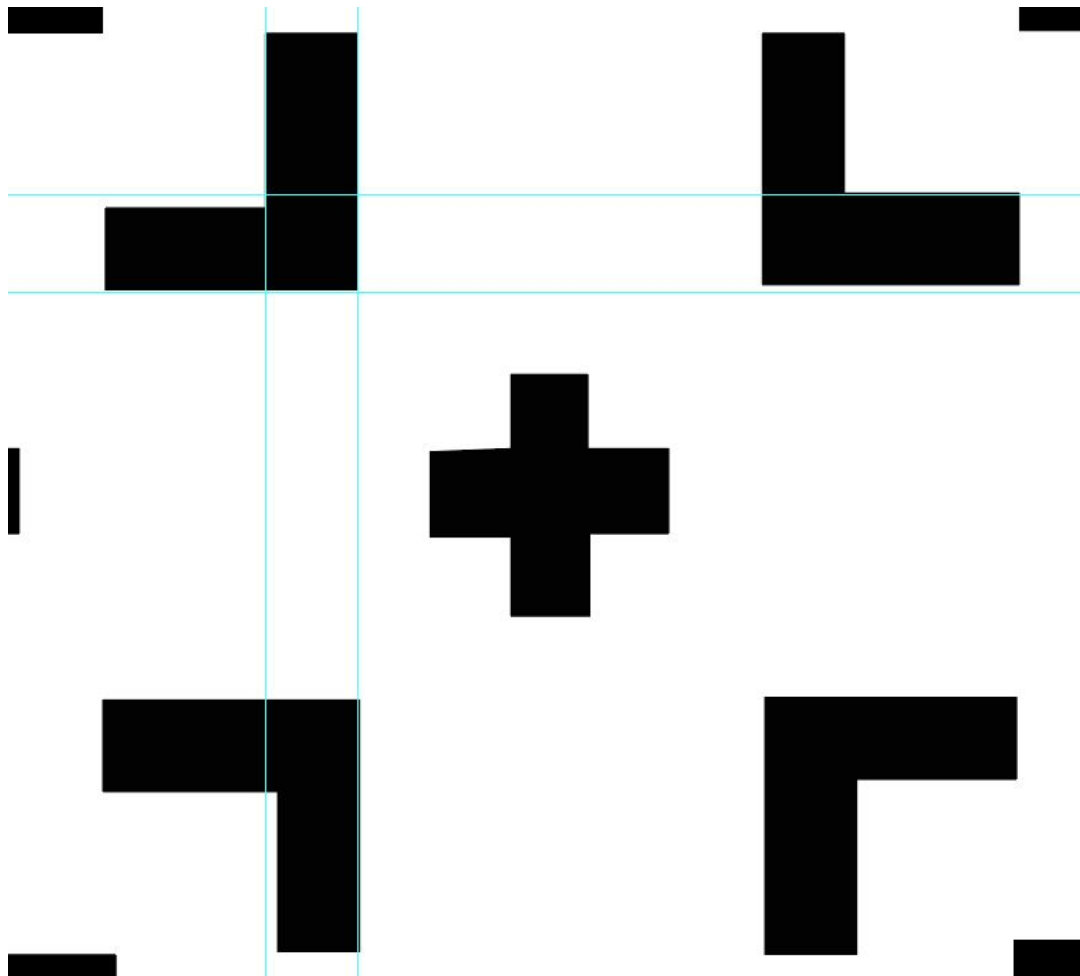


The original logo used the Helvetica typeface with a geometrical pattern around straight angles. Helvetica is a great typeface, but it is also a very common one. It is not good to express a personal identity.

# The Original Logo

There were also problems with tracing of the Original Logo, with elements having irregular widths and weights. This caused symmetrical problems and made an unbalanced logo.

Also the distribution was quite wide, and although it made the logo lighter, it does limit the minimum size it can have.



# What we did

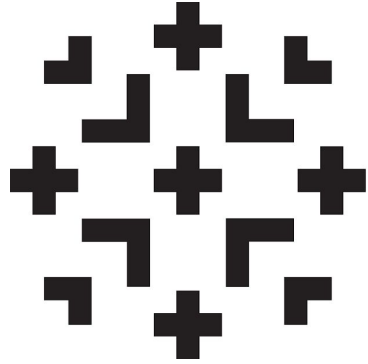
The first part of the work was retracing the logo in a more regular, symmetrical, balanced and compact shape.

The second part was to focus on updating the typeface for something more distinct but clear and easy to read. We wanted to preserve the clarity and quality of Helvetica but with a more unique and modern look.

This is the result.



## The updated logo



**The HCI Group**  
TALLINN UNIVERSITY

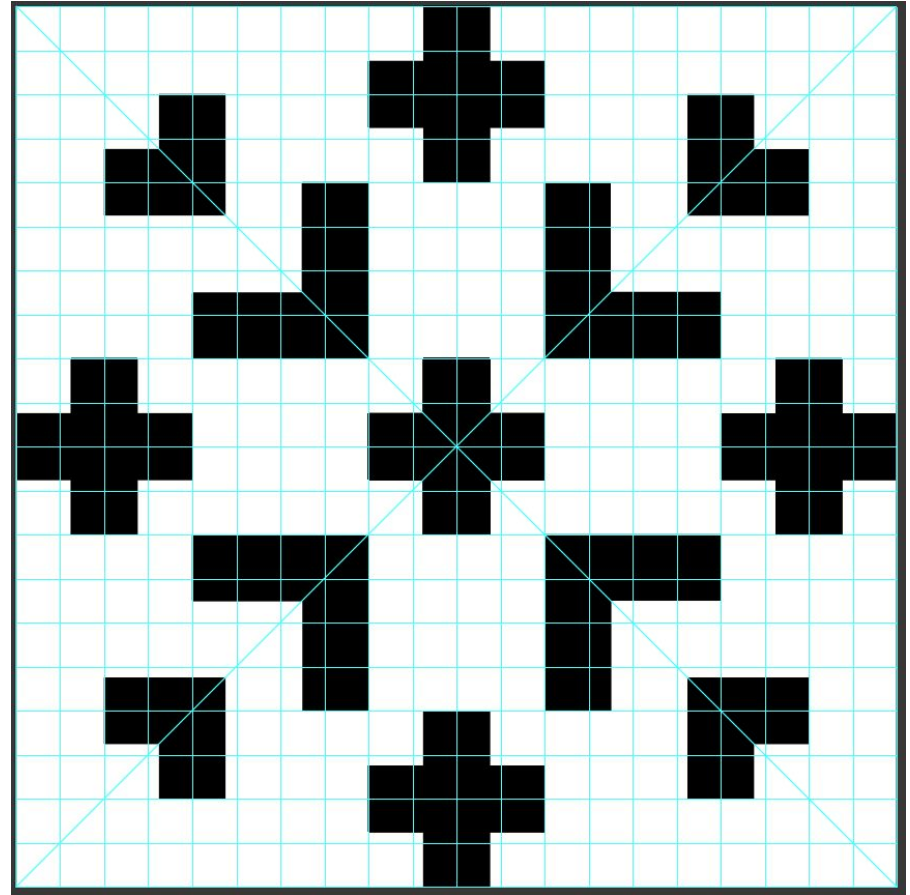
We chose to keep the logo in Black and White to make it easier to use and print, and to have a more neutral approach, more adaptable to the different needs from the group. The typeface is BW Modelica by Alberto Romanos. We use the Black font for the main Name and Bold for the Tallinn University byline.



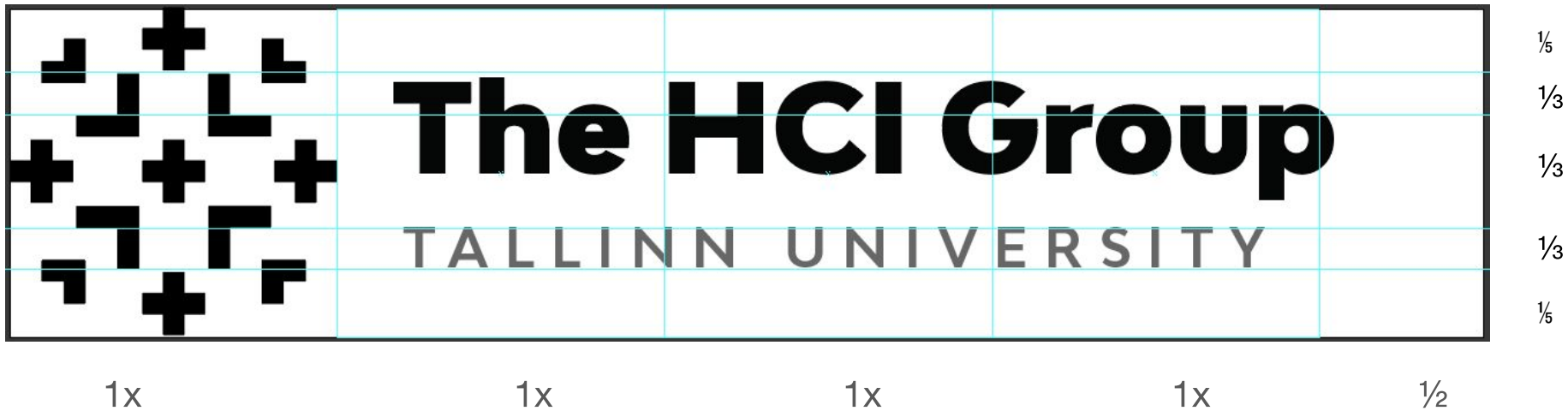
# The updated logo

The logo was retraced using a 20x20 grid, with a 4x4 main unit and 3x3 for the smaller elements.

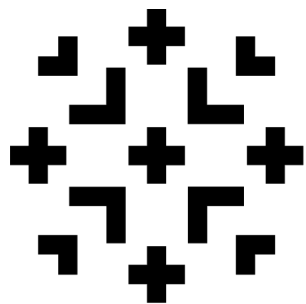
The horizontal and vertical weights were adjusted to correct for the optical illusions to clean its appearance to the eye.



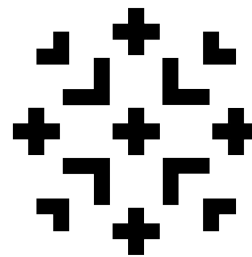
# Proportions of the Logo



# Logo Variations

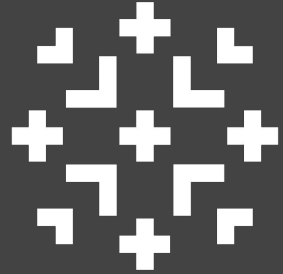


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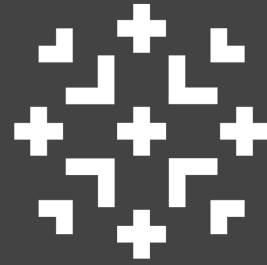


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# A flexible solution

One of our concerns was to provide a design system that would be flexible enough to be easily adaptable to the different teams, personalities and projects within the group, yet maintaining a coherent experience.

Instead of trying to regulate the kind of *right vs wrong* uses of the branding, we chose to develop a system based on the idea of a framing mechanism. A Lens of sort that represents our team vision and ideas.

The key element for this is the **pattern**. Based on the logo we created to different patterns that can be used as the integrating element in different graphic styles and elements, yet keeping everything under the same branding.

Technology  
for the  
benefit **of**  
**people.**

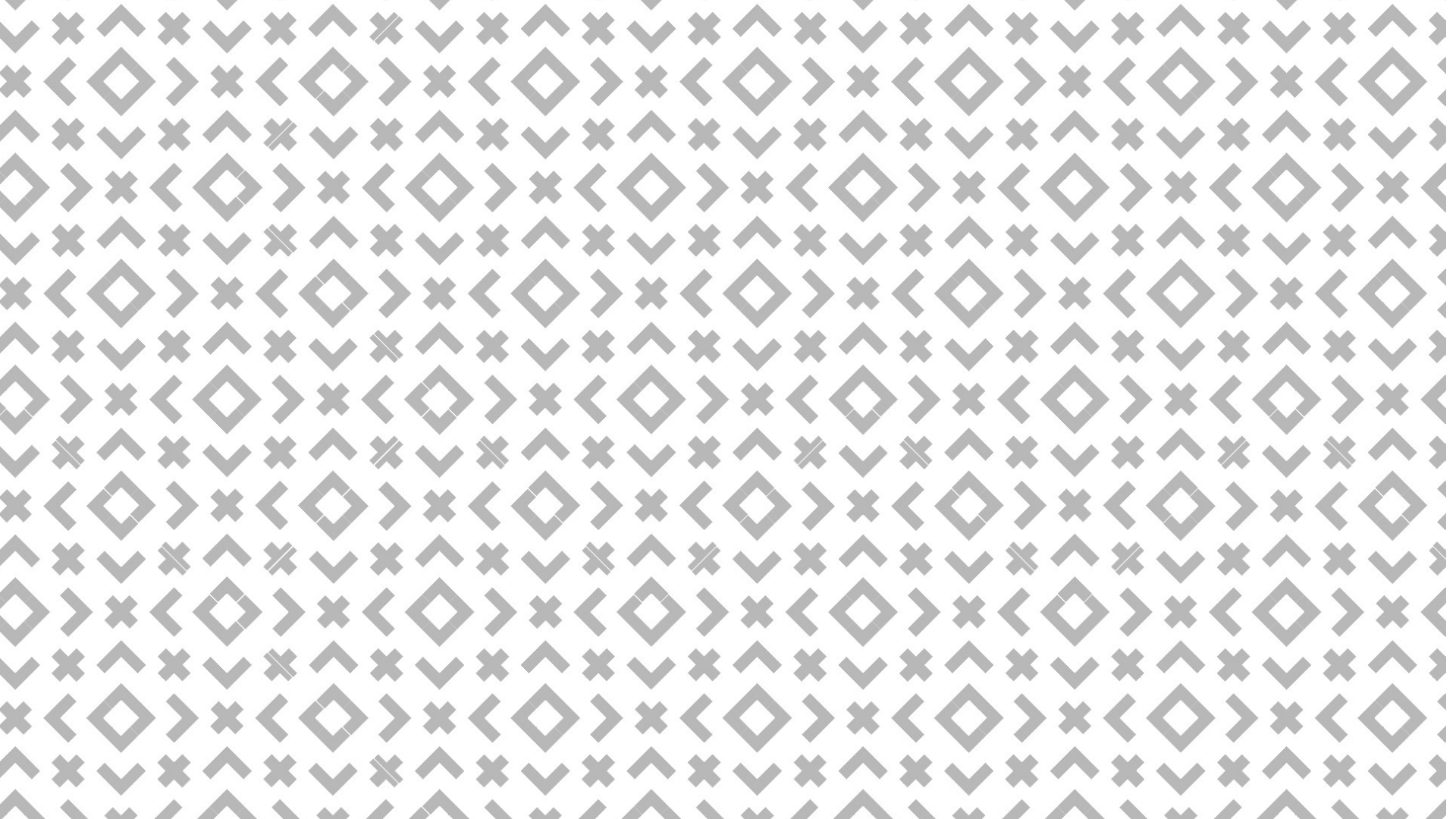
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# The pattern

The pattern can be used as a frame or as background element. It is a flexible and discrete way to brand every element and is easily adaptable in terms of transparency and colors.





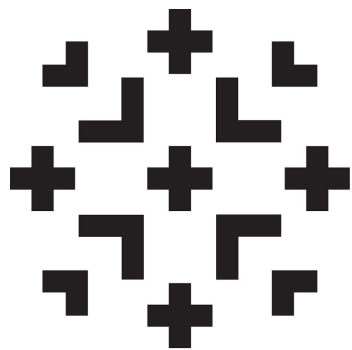


**Ideas Go Here**

# A brief comment about colors

We are proposing a set of colors for the standar branding, but this can be expanded or changed if needed. We recommend to use this colors for the more “institutional” branding experiences and as a quick guide in case of doubt.

We based the colors around the Red, which we chose to connect with the University image and a set of two cold colors, cyan and turquoise, to provide a sense of rhythm and contrast.



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CYAN (00AEEF)

RED (ED1C24)

TURQUOISE (00A79D)

# Sub-brands

At the moment we are still exploring some of the possible options for creating distinctive isotypes for each of our sub-brands within the same family.

This is a project on its own and we couldn't accommodate it within the scope and timeframe for the branding update.

At the moment we are using the same designs for each sub-brand but we suggest we develop specific sub-logos, a color-code system or both for this goal.

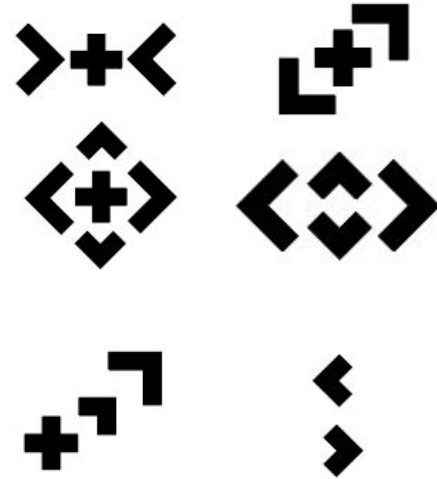


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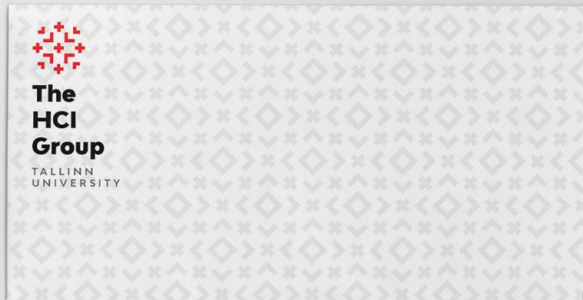
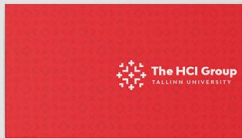


*Some initial explorations*


# **Examples of use**

**Stationary**





**The HCI Group**



**Open Lab - Demo Day**  
*by Sercan Selvi and Daniel Irabien*

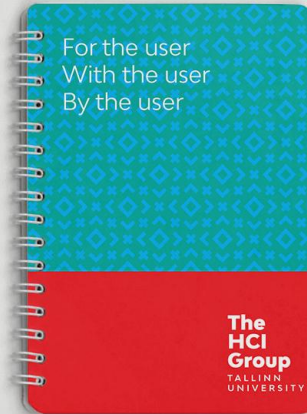
**Abstract**  
As a way to further our relationship with Industry players and establish our foothold within the local and regional community, we propose to organise an Open Lab Day on which we would showcase our capabilities as a Research Lab for UX Evaluation and Interaction Design, offering Demos of our principal equipment (i.e. Miramatrix, Bitalingo, Tobii) with our Students manning the different equipment and areas. This event would be open to people from our University, Industry Players and Students and Faculty from other Universities and would also serve for networking and business relationships for our new Industry Services Unit and for our Students for Internship and Job Opportunities.

**Organisation**  
We would need a Faculty member to help organising and structuring the event. Sercan can provide leadership from the Student's side, and Daniel will help with the technical organisation and setup of the equipment.

**Opportunities and Needs**  
This event is also an opportunity to vinctulate Students with the possibilities of our Lab and increase their awareness of our different equipment. It will also foster Team Spirit and Identity for all involved, by making them co-owners of our Lab success. We would require to provide Students with training for demoin the -equipment, so they could be the Technical Experts during the Open Lab Day. A secondary benefit from it would be to increase our capabilities as a team and inspiring new opportunities for research. We would require to invest time to reach out and create a list of Stakeholders to invite (Vanessa could maybe help with this?)

**Possible Dates**  
A week after WUD 2019. We could promote the event during WUD and use our new relationships to invite people to visit us and know us better. We would also benefit from the newer batch of Master and PhD Students. On a completely independent date, we could use WUD as a mini-version of this idea, with a booth. But it is important to show our spaces and possibilities.

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Department of  
School of  
Digital Technologies



## Open Lab - Demo Day

by Sercan Selvi and Daniel Irazán

### Abstract

As a way to further our relationship with industry players and establish our foothold within the local and regional community, we propose to organise an Open Lab Day on which we would showcase our capabilities at Research Lab for UX Evaluation and Interaction Design, offering Demos of our principal equipment and services. The event would be open to students from our university, industry players and students and Faculty from other Universities and would also serve to networking and building new relationships for our new Industry Services Unit and for our Students for Internship and Job Opportunities.

### Organisation

We would need a Faculty member to help organising and structuring the event. Sercan can provide leadership from the student's side, and Daniel will help with the technical organisation and setup of the equipment.

### Opportunities and Needs

The event is also an opportunity to circulate students with the possibilities of our Lab and increase their awareness of our different equipment. It will also foster team spirit and identify for all involved, by making them co-owners of our Lab spaces, the wide range of equipment available. We would require the technical experts during the Open Lab Day. A secondary benefit from it would be to increase our capabilities as a team and exploring new opportunities for research.

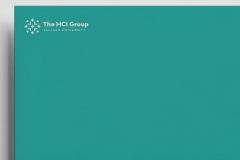
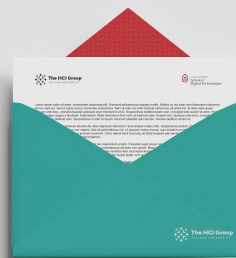
### Possible Dates

We would require to invest time to reach our end and create a list of stakeholders to invite (researchers could maybe help with this).

A week after 14/10 2018. We could promote the event during WUD and use our new relationships to invite people to visit us and know us better. We would also benefit from the newer batch of Master and PhD Students.

On a completely independent date, we could use WUD as a mini-version of this idea, with a booth, but it is important to show our space and possibilities.

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• +372 640 0842  
• Narva tee 27, Tallinn



# **Merchandising**



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**Daniel**

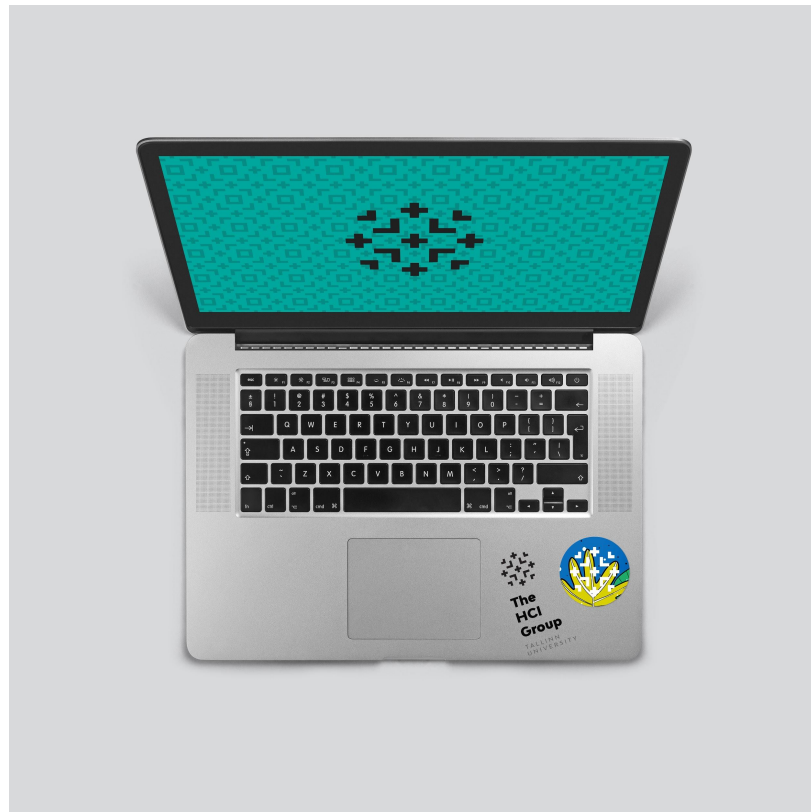












# Designed Elements

## Stationary

Presentation Cards  
Letterheaded Paper  
Envelope  
Email Signature (not shown)  
Notebook cover.

## Merchandising

Mugs  
T-Shirts  
Posters  
Tote Bag  
Backpack  
Hoodie  
Stickers

## Web and Video

Video Intro White BG  
Video Intro Dark BG  
YouTube Cover (in process)  
Profile Pictures

