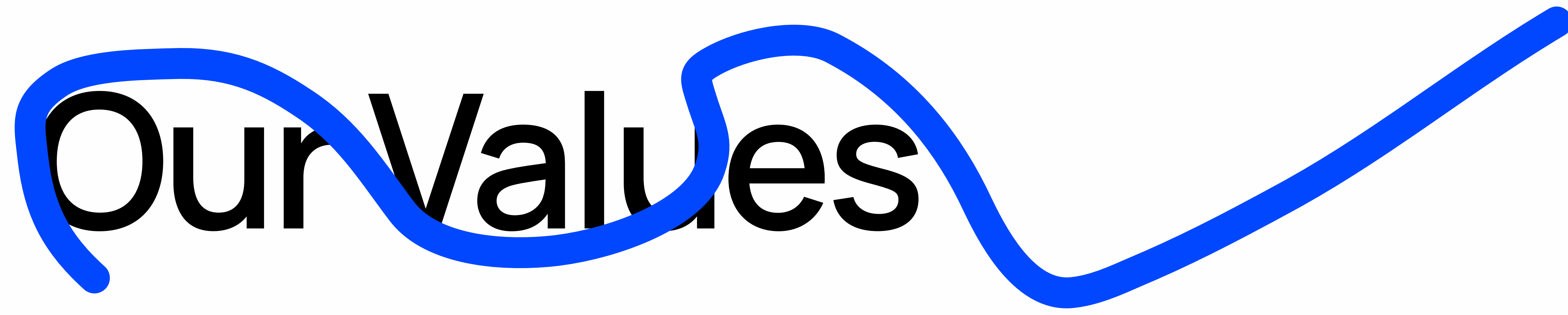


# Monet Design Strategy

2020.08.28

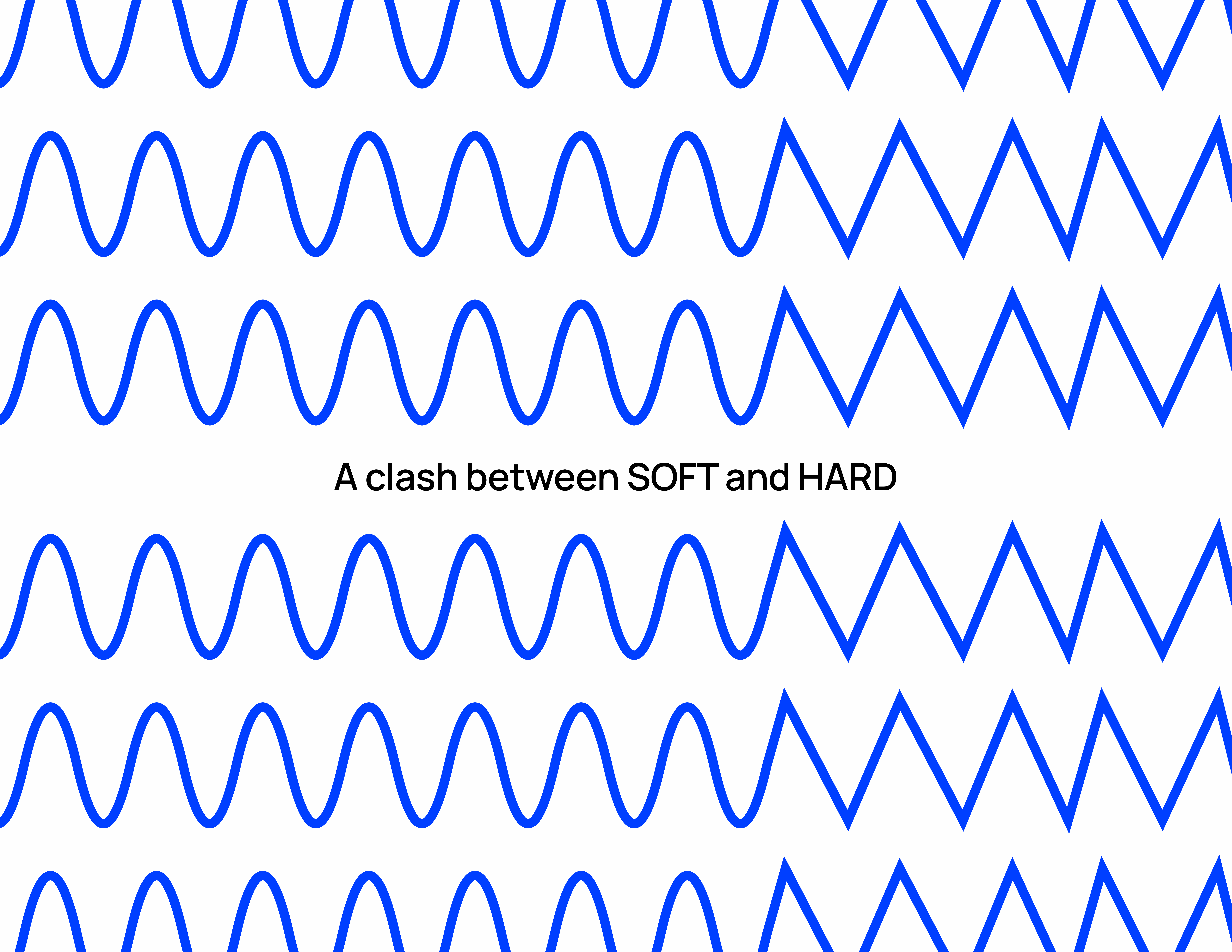
# Our Values



Approachable

Abstract

Juvenile



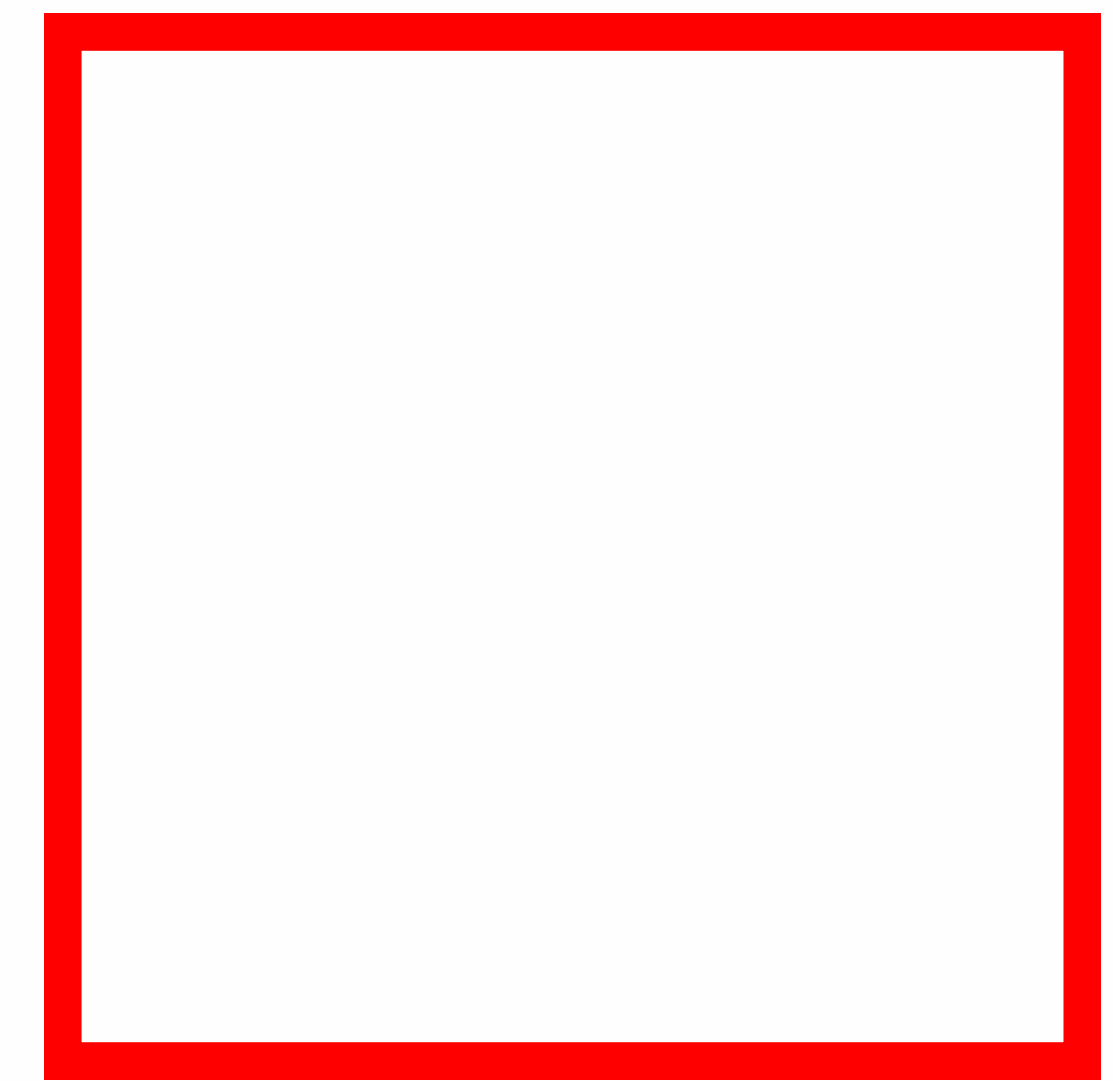
A clash between SOFT and HARD

# A clash between SOFT and HARD

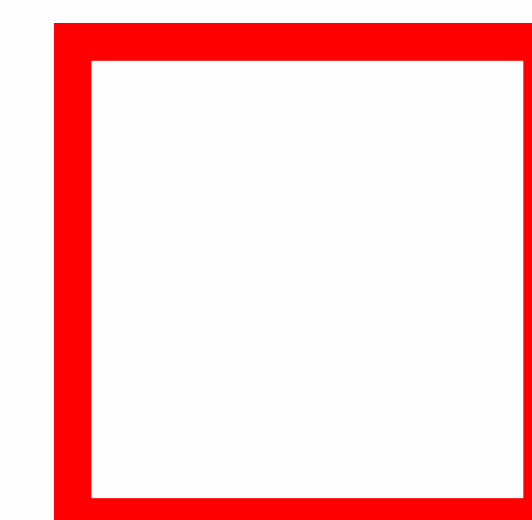
The tone of our brand is created on the basis of abrupt transitions:

“Monet’s interested in gradual transitions, with a smattering of abrupt transitions, which we call lillies”

This ethos is conveyed even in color pairings, type pairings, logo applications, etc.



Water Lillies, 1916

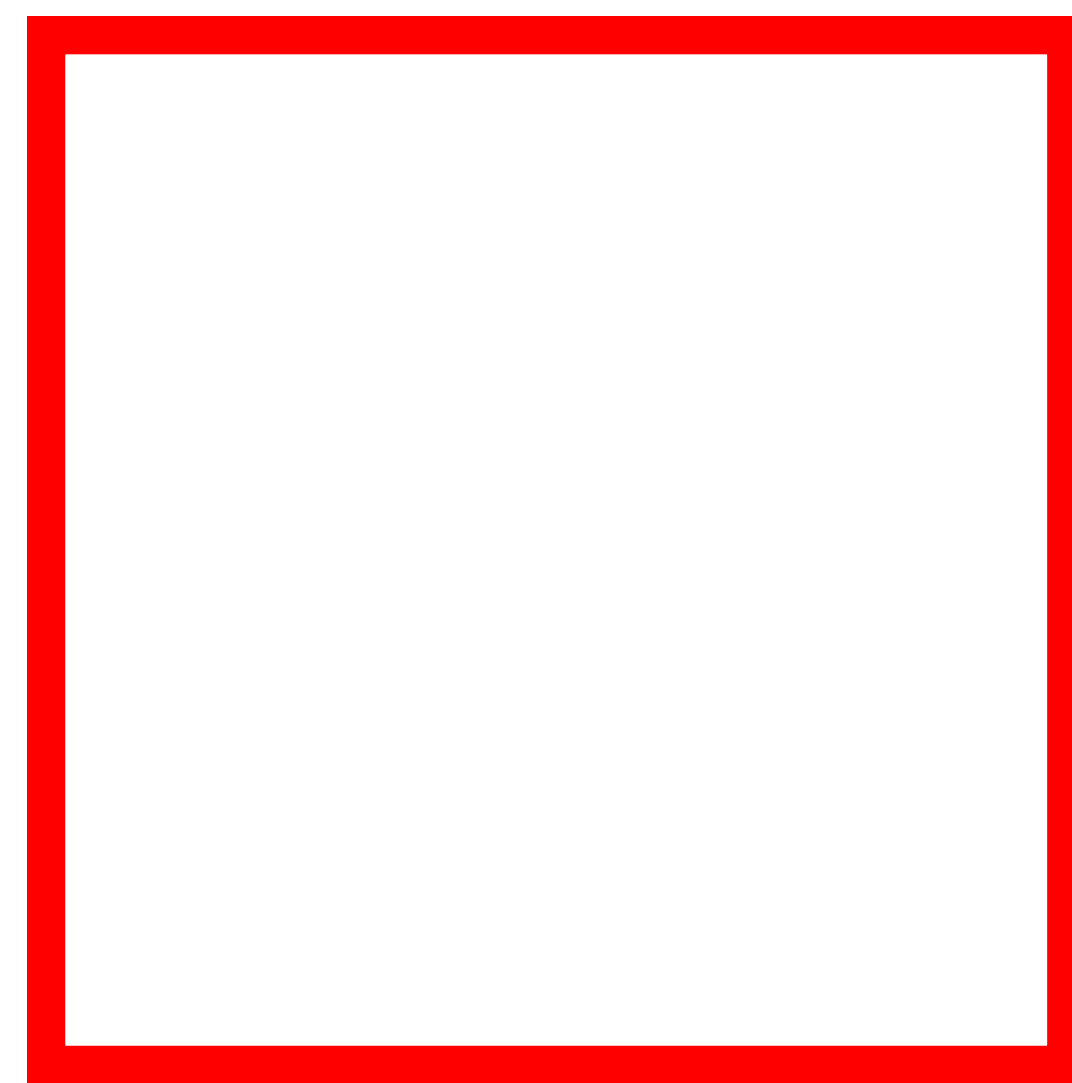


Sunset on the Seine at Lavacourt, Winter Effect, 1880

# A. a clash between SOFT and HARD

The tone of our brand is created on the basis of abrupt transitions:

“Monet’s interested in gradual transitions, with a smattering of abrupt transitions, which we call lillies”



Water Lillies, 1916



## Brand Principles

# 1. Monet is Approachable

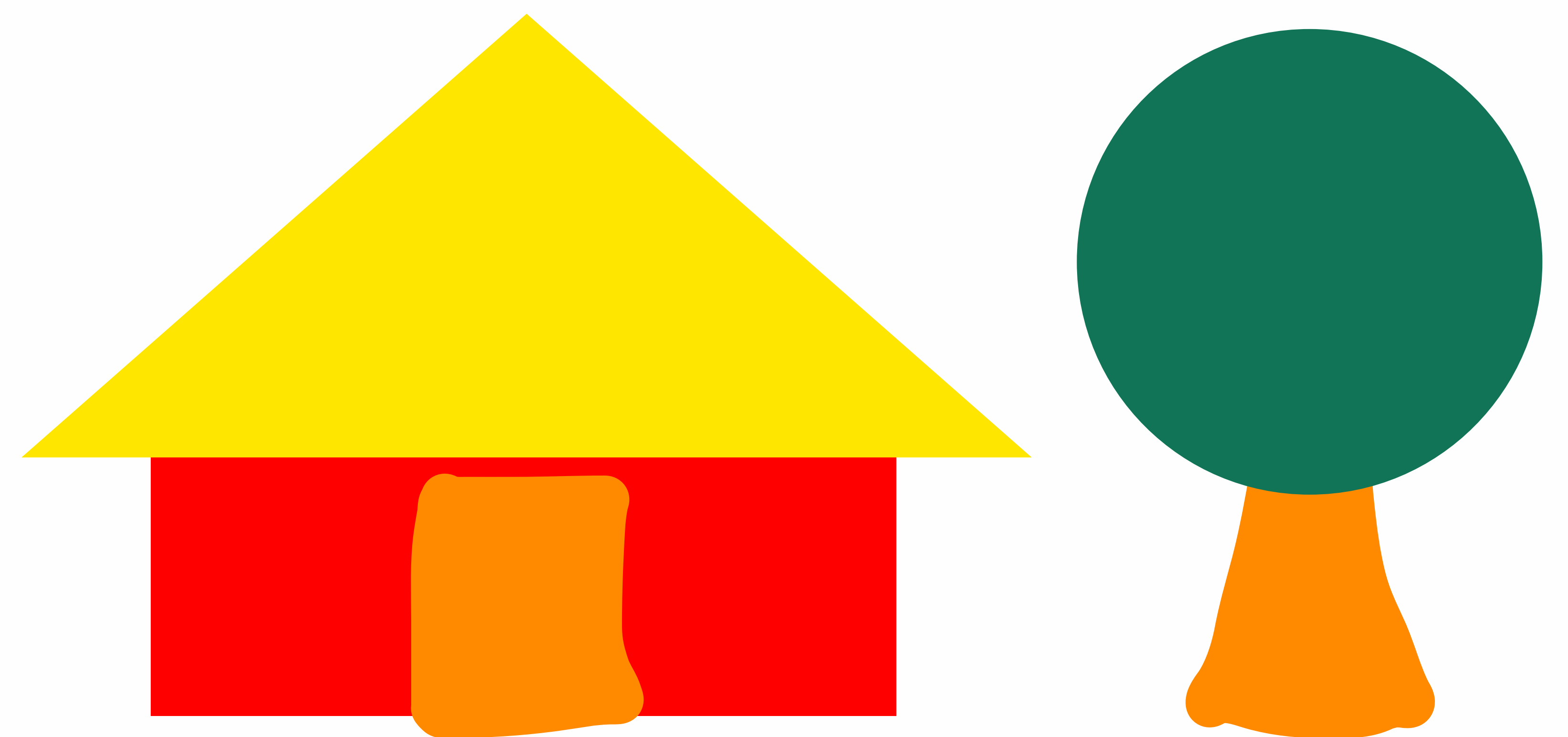
Drawing is for all. Do not create designs that are esoteric or unapproachable for many. F\*CK FINE ART



# 2. Monet is Abstract

Claude Monet gave this advice: “Try to forget what objects you have before you – a tree, a house, a field, or whatever.

Merely think, ‘Here is a little square of blue, here is an oblong of pink, here is a streak of yellow,’ and paint it just as it looks to you, the exact color and shape, until it gives you the impression of the scene before you.”

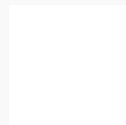


# COLOR SCHEME

"monet's wife fell terribly ill, so monet had to sell his paintings for practically nothing just to pay the bills - he was also in debt to his colorman - so in order to keep painting monet had to narrow his color palette from 15 colors down to 6.

**white lead, cadmium yellow, vermillion, deep rose madder, cobalt blue, and chrome green**

our colorscheme will be a playful rendition of this limitation monet had

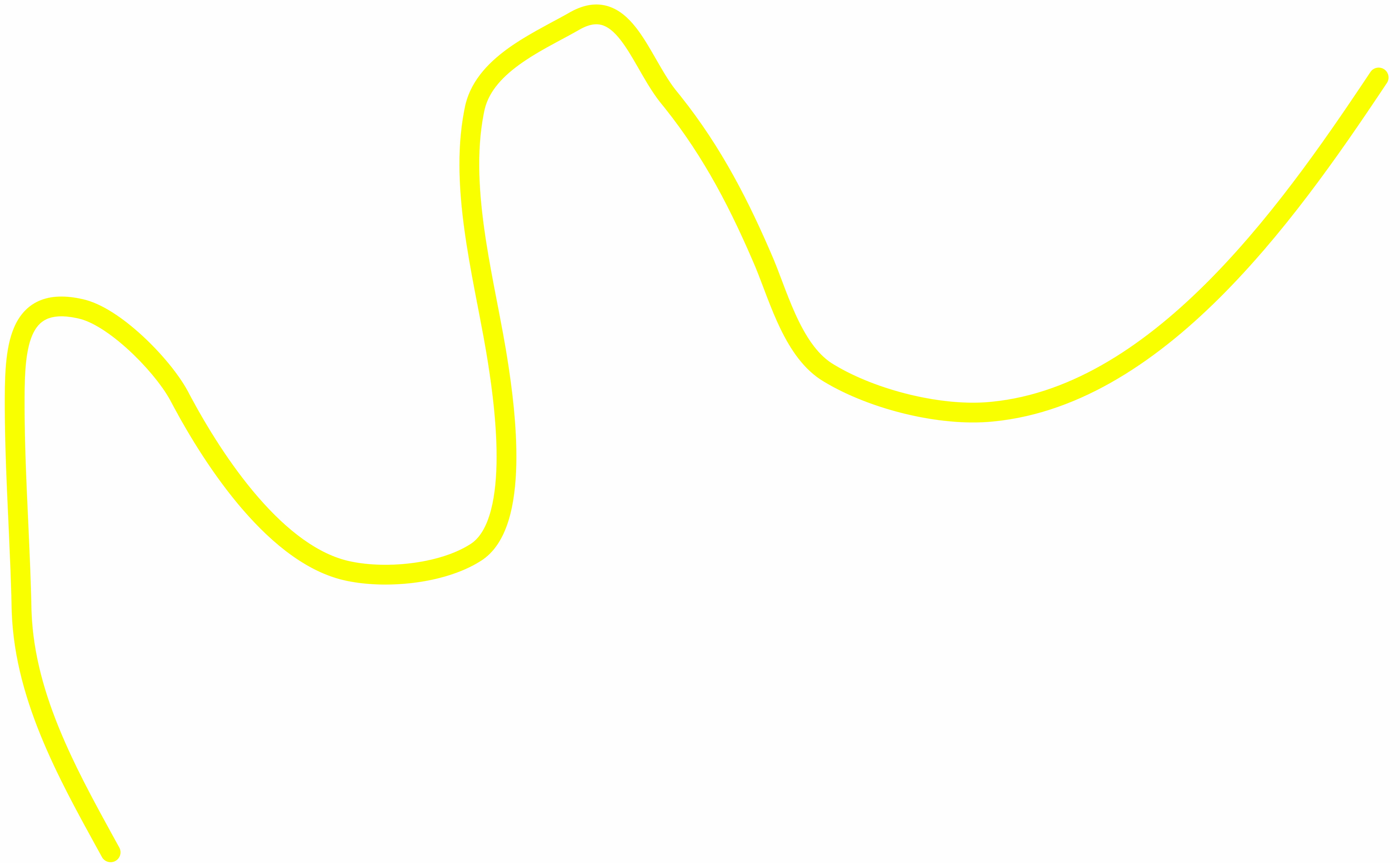




# 3. Monet is Juvenile

“My 5 year old could’ve done that!”

To some, this may be an insult. To us, it is truth.



# Elements



Overview

Logo

Type

Color

Illustration

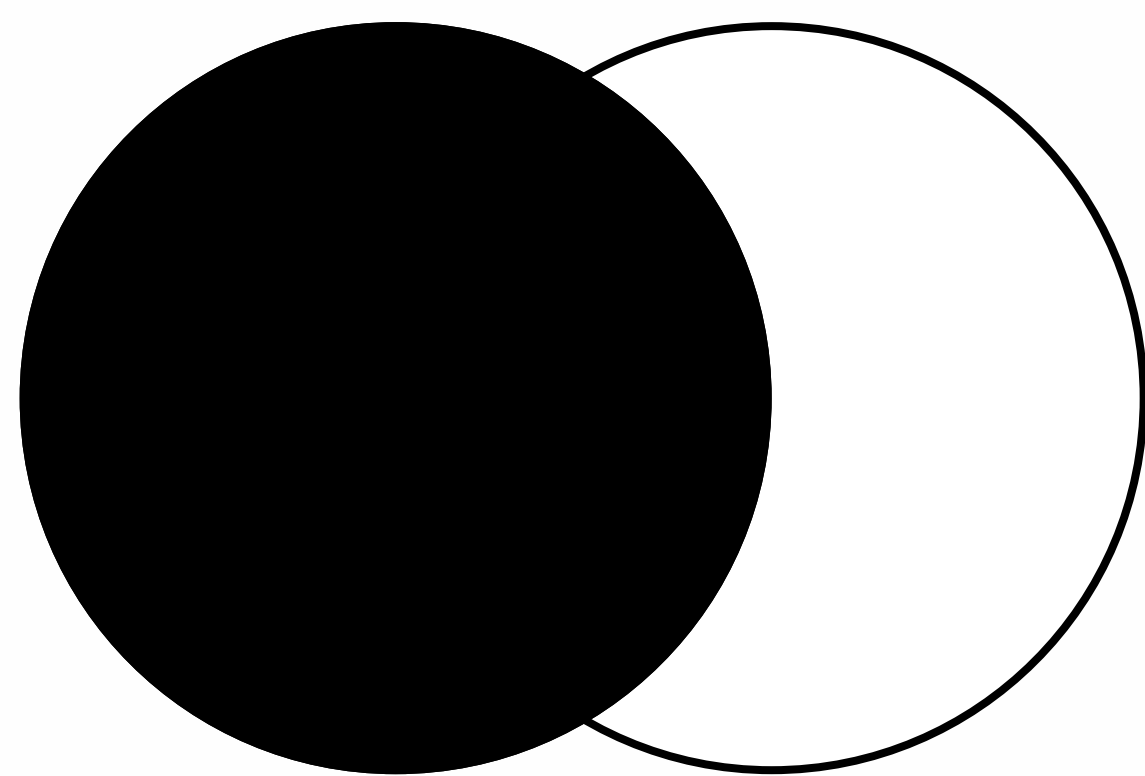
Voice and Tone

# Overview

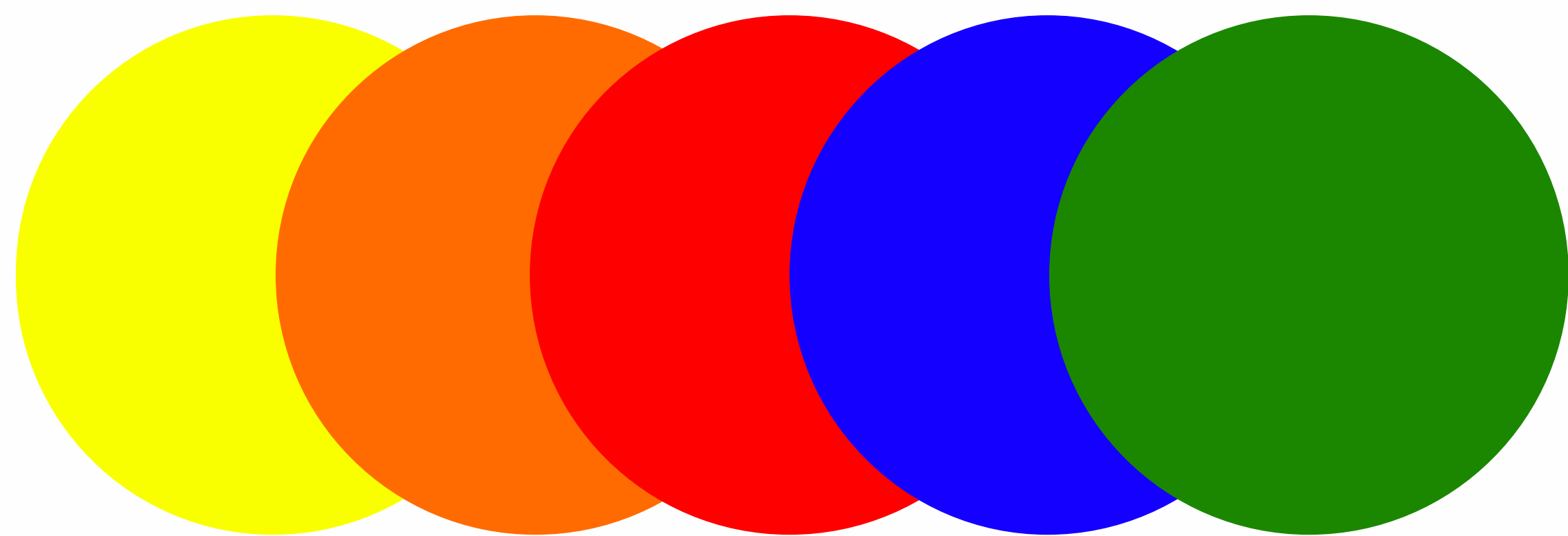
## Logo



## Color



Primary



Secondary

## Type

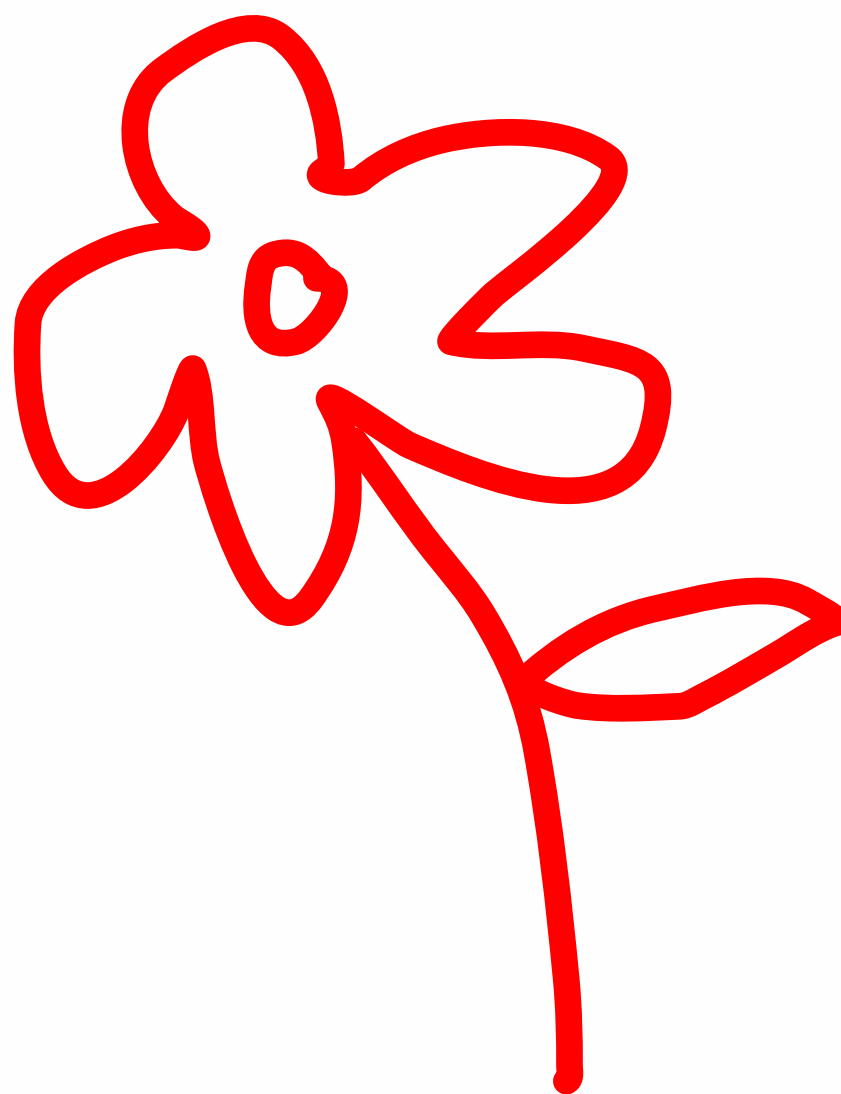
Manrope

Vector Illustrated

## Illustration

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890  
( ) & ? ! / \* ' : ; , . - \_

A B C D E F G  
H \_ \_ \_ etc.

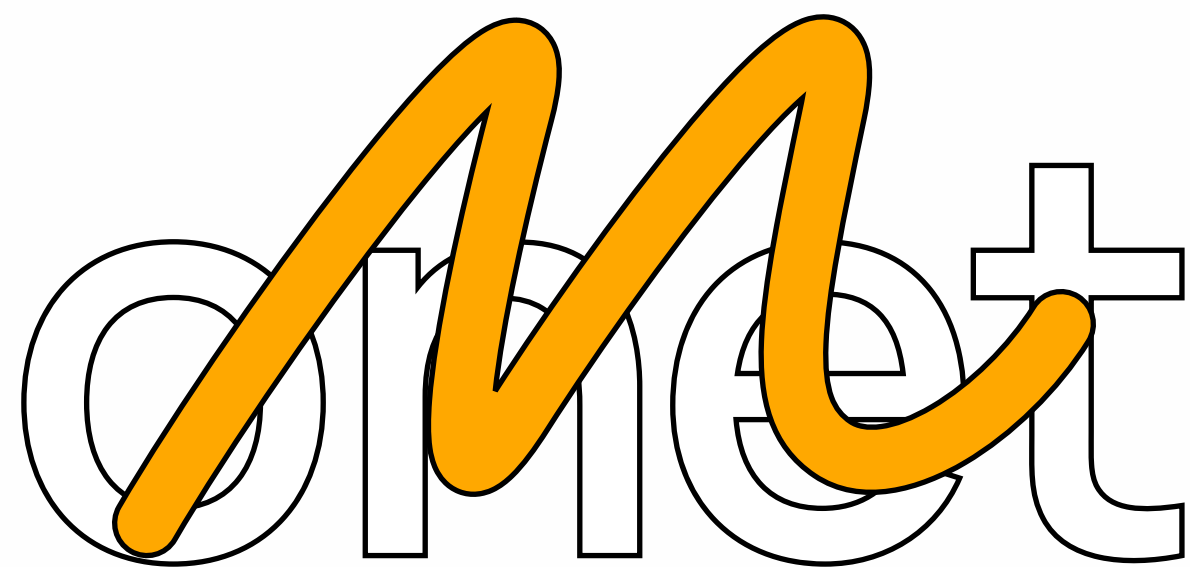


Draw things that can be drawn in app!

# Logo Usage (suggestions)



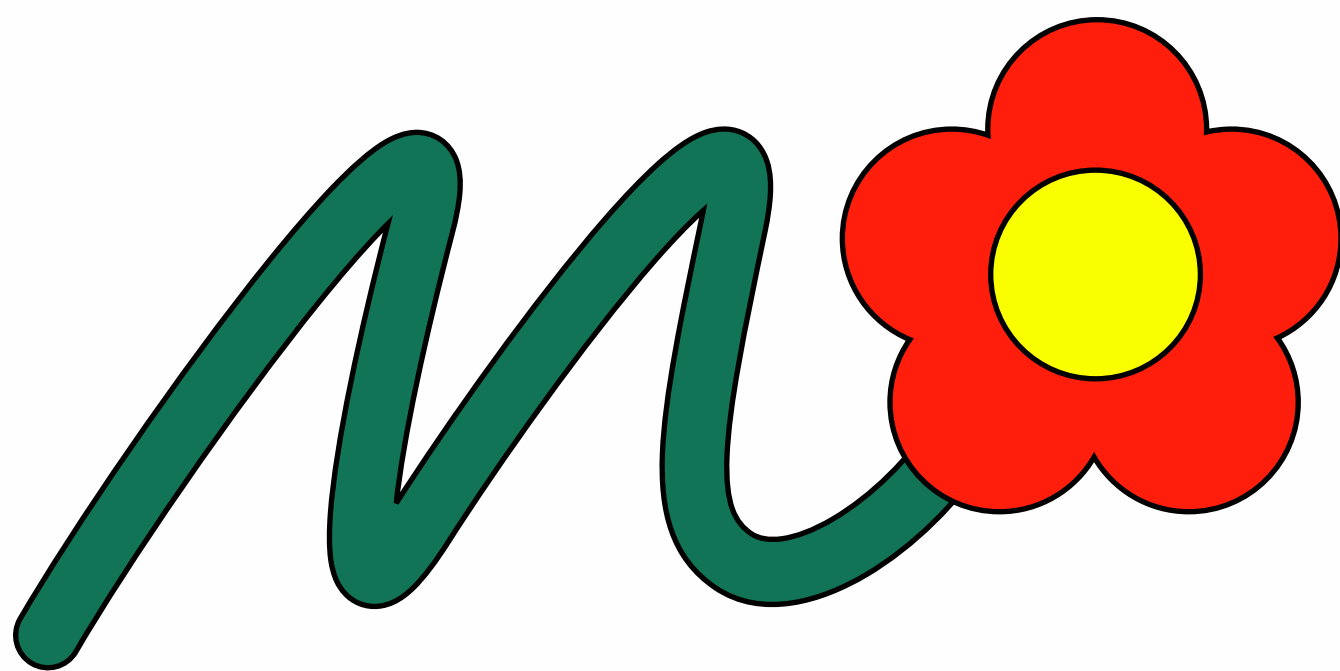
Use outlines often!



Layering is strongly encouraged!  
Especially colored “M” on outlined “onet”.



Use scale to create interesting  
compositions



????????????????



# Logo Usage



show multiple, layer, rotate, do it all, break all the rules, our  
recognizability is in our name, font, color, ethos, freedom, not rigidity



# Social