Spaces
Concept & Branding

Process Book

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About the Project

Spaces is a performance theatre based in India that hosts performances and productions of Indian classical art forms. In this project, I aim to elevate the experience for both the performers and the viewers through the branding, identity and initiatives of Spaces.

Target Audience

People in India who are interested in attending classical performances.

Perceived Problems

The classical arts are never easy to understand, for fellow classical themselves. This limits the audience to people who are generally frequent connoisseurs of these kinds of performances. **Bridging this gap between audience and performer** was an important problem to consider.

The classical arts of India are generally considered as ancient and historic. The brand identity needed to look modern and clean, while also not looking too flashy to go against that classicism of the artforms. **This balance had to be maintained.**

I perceived photography and motion media to be significant elements of the brand. Finding ways to **seamlessly bring together static visual design, photography, and motion graphics** was something to pay attention to.

Challenge

The brand requires a clean, modern, upscale identity in order to keep up a "classic" look for Spaces. This classic approach must be taken because the theatre only hosts Indian classical performances. The brands' vision of enhancing the connection between the audience and performer must be stressed upon through the visual identity and the experience on the whole.

Initial Thoughts

My initial ideas revolved around creating an immersive and fluid visual identity system using the name of the brand - "Spaces" - as a key concept. I received feedback that this might not be quite enough, and that digging deeper into the "experience" can bring about more exciting results.

A few other ideas that I toyed around with before narrowing down were:
- a VR extension of Spaces for the audience to experience what it feels like to be on stage from the performer's point of view

Why this didn't work: It seemed like something that could be done before or after a performance, but does not elevate the experience DURING a performance

- a more abstract and interactive performing experience where the lines between the audience and the performer are blurred (the performer engages in direct conversation with the audience, so that the audience understands completely what they are watching)

Why this didn't work: This would go against the traditional form of the performance itself, which seemed risky - and not worth the risk.

- using stage-position-diagrams as a point of inspiration where the audience somehow is made to experience the paths taken by an artist on stage

Why this didn't work: This might be interesting for some, but could seem absolutely pointless for many.
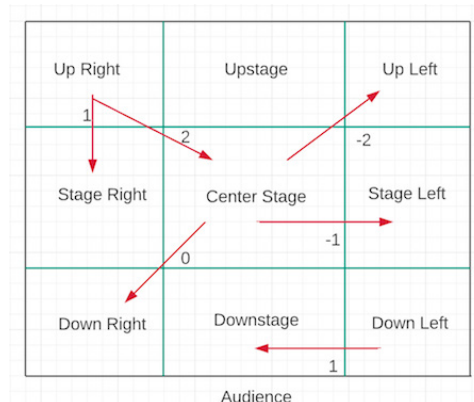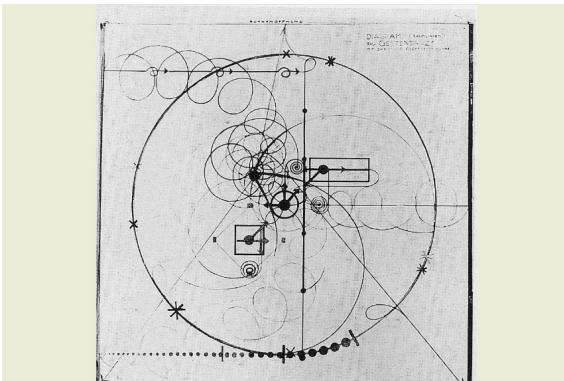

The Final Approach

The final approach to this project is summed up by the points below:
- Each and every brand element must convey meaning related to the vision of Spaces
- Bringing together motion graphics & photography is vital
- Focusing on how to bridge the communication gap between the audience and performer is a significant part of the brand. It must be **simple, yet effective.**

The Brand Elements
Brainstorming
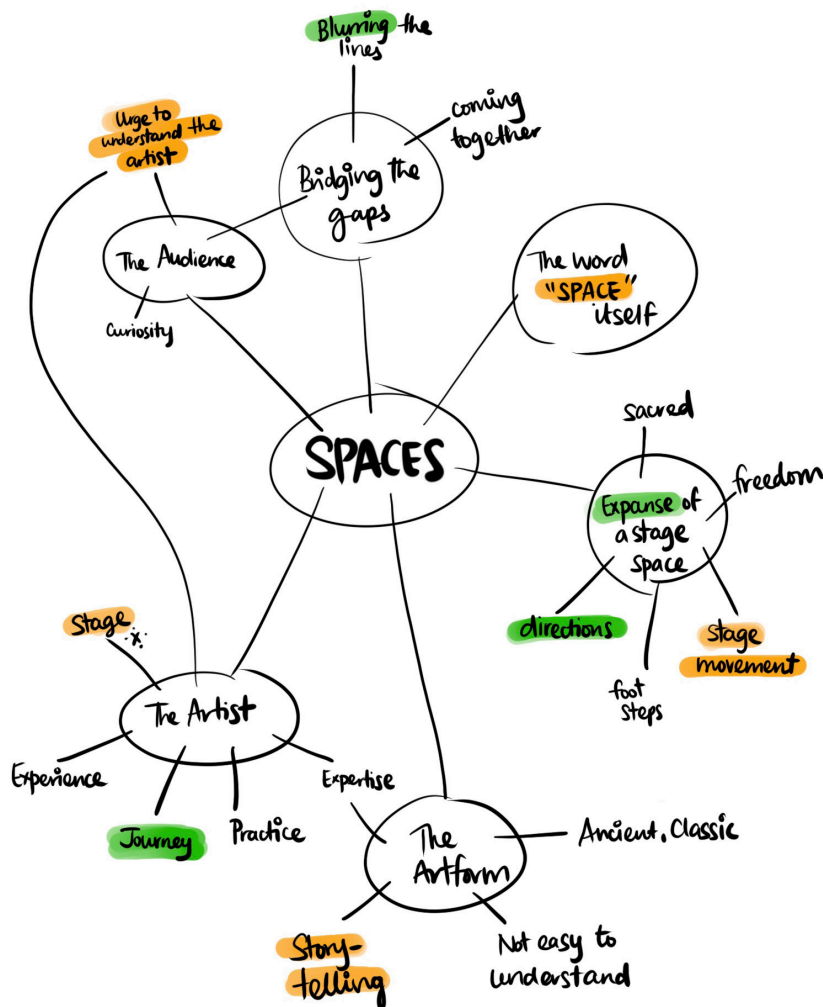
I did some initial brainstorming as an attempt to find some key terms that could lay the foundation for the design system. I tagged the words in green and yellow based on its potential to springboard bigger ideas.

🟩 high potential
🟧 possible potential

The Logo

Through my explorations of the logotype and logo mark, I tried to visually capture the concept of **"expanse", "direction" and "space".** A few of the iterations also included wide tracking between each letter to show "space".
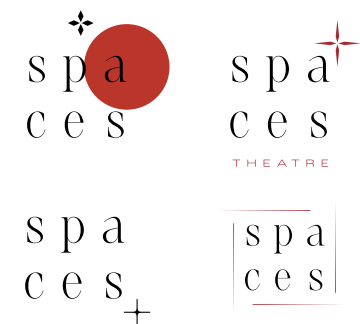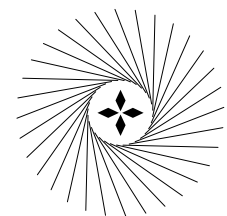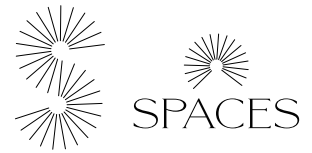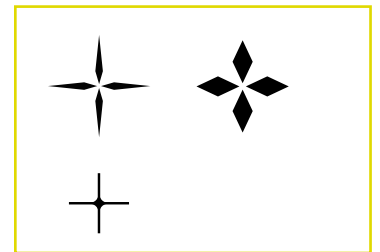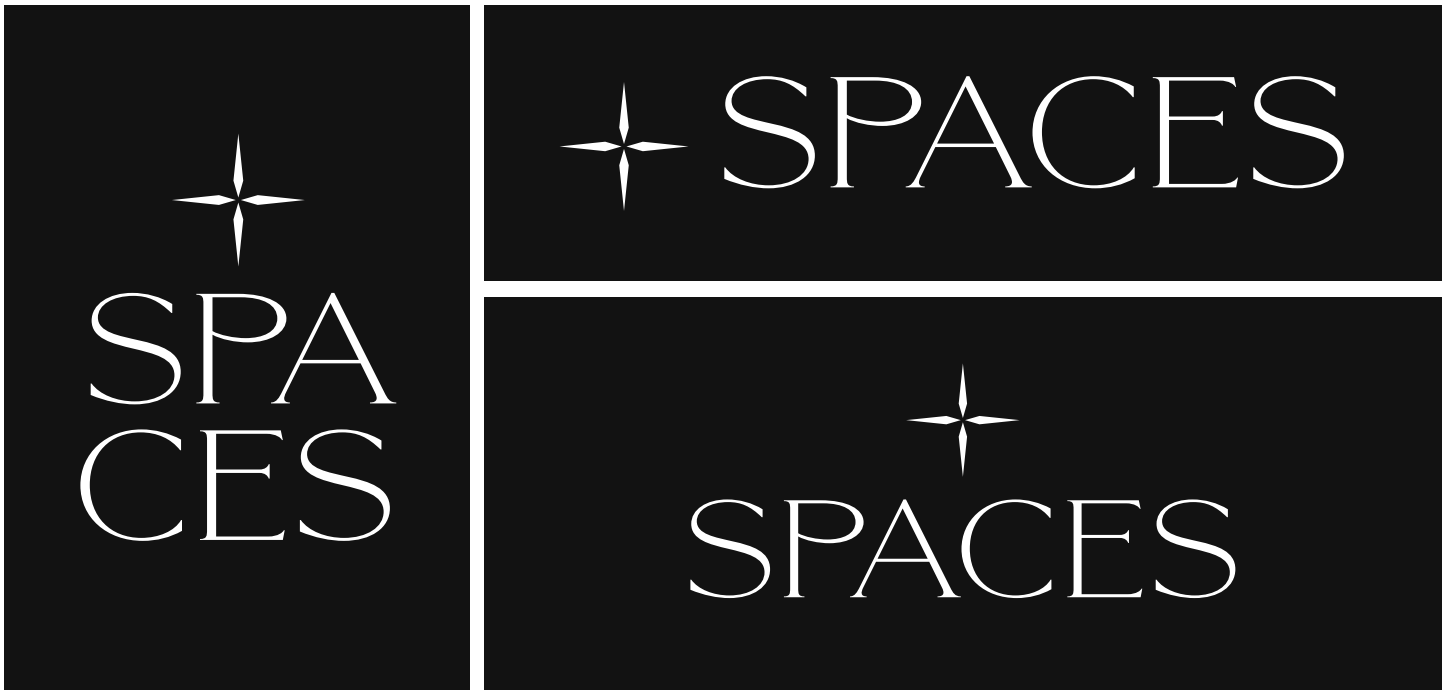
inspired by a *compass* (direction and expanse)

The Logo

The final logo consists of a clean, modern serif typeface and a **compass-inspired** logo mark to represent **expanse.** (Literal expanse and direction of the performing stage, and the figurative expanse of the endless possibilities of the art form)

✦ SPACES

Three different lockups of the logo for horizontal and vertical spaces

The Brand Elements

The elements of the brand were a very important part of the process because they needed to have meaning and represent the vision of Spaces in some way or another. Here are a few excerpts of my exploratory sketches in the hope of finding a clear direction before digitizing my thoughts:
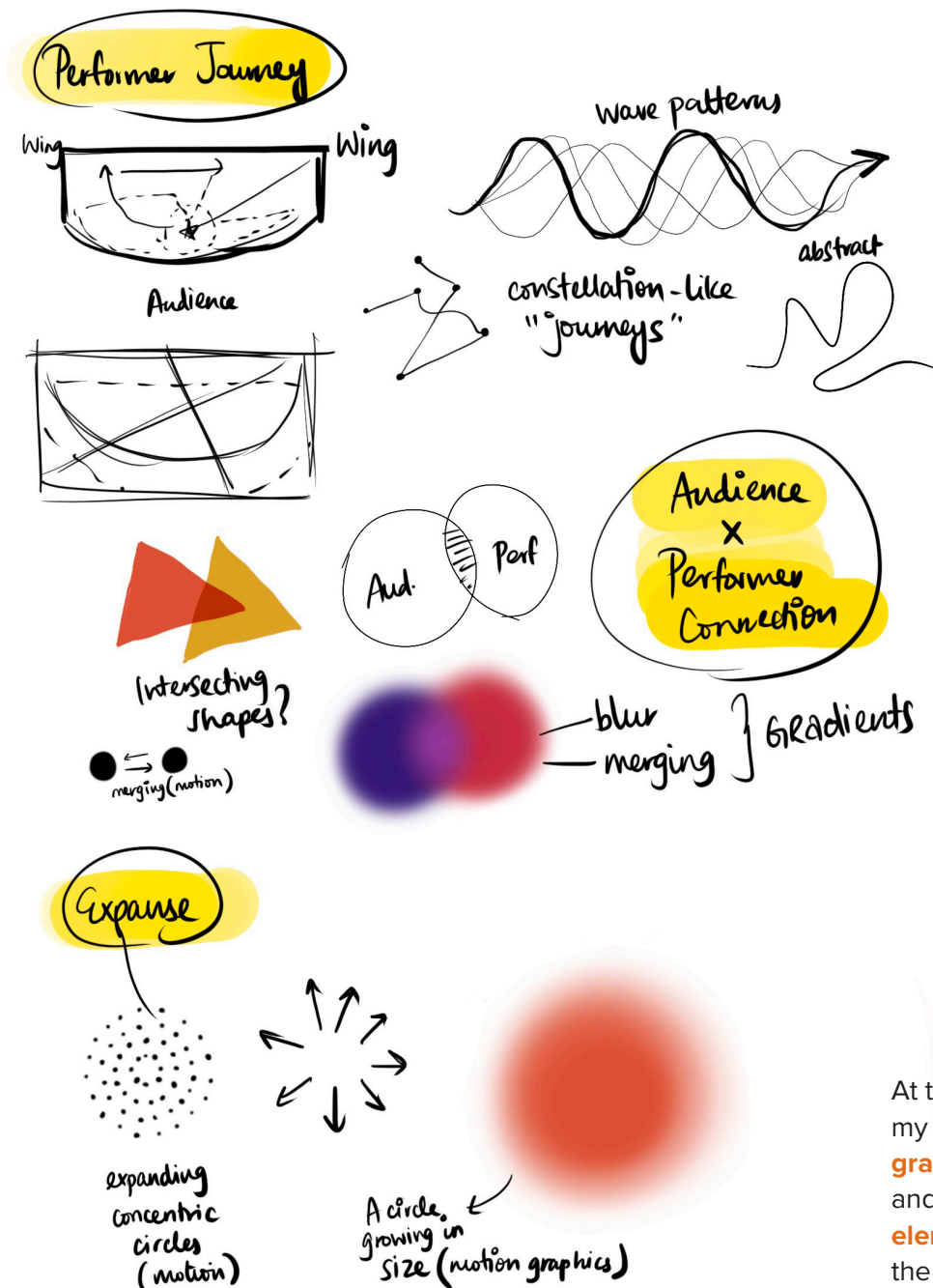
At this point, I realized that many of my ideas were **dependent on motion graphics.** Eventually, motion graphics and how it **interacted with static elements** became an important part of the visual identity.

The Brand Elements

The final elements of the brand each carried meaning. These elements were also designed to be used across various media for the brand.

the performer's
on-stage journey

connection between
performer & audience

expanse
and direction

Traced paths of an artist on stage

Gradients and blurs to denote "**blurring the lines** between the performer and audience" and "coming together"

The Compass (the logo mark) also acts as a visual element of the brand signifying "**expanse**" and "direction"

The color palette is **inspired by the "bindi" and "alta"** worn in Indian classical performances by the artist. This is worn for auspicious reasons but also to call attention to the face, hands and feet.
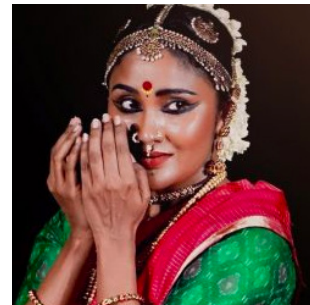
TANGERINE
#E74D00

OG ORANGE
#CE2700

MODERN MAROON
#910000

CLASSIC CHARCOAL
#161616

Typography

The typography was chosen to look both **bold and elegant.** For the primary and secondary typefaces especially, they had to be ones that would work well with motion graphics.

Editor's
Note Light

PRIMARY TYPEFACE

S U P P O R T I N G   T E X T

Proxima
Nova Thin

Merchant
Regular

This typeface is used for
body copy.

Exploring Motion Graphics

After deciding the typography, the main focus shifted towards ways to display artist names and other pieces of information using motion graphics. I experimented with **tracking, position, and opacity** of the letters. I wanted the motion on the primary text and supporting text to be different, but complementary. These initial explorations aided in visualizing what the final animation would look like.

FIRST NAME LAST NAME → FIRST NAME LAST NAME → FIRST NAME LAST NAME

↑Tracking   Fade out

FIRST NAME LAST NAME → FIRST NAME LAST NAME → FIRST NAME LAST NAME

Fade in   ↓Tracking

SELECTED OPTION

FIRST NAME LAST NAME → FIRST NAME LAST NAME → FIRST NAME LAST NAME

Fade in + Slide in   Scale up

SUPPORTING TEXT   SUPPORTING TEXT

Position → down to up
Fade in

SELECTED OPTION

SUPPORTING TEXT   SUPPORTING TEXT

↓Tracking

SUPPORTING TEXT   SUPPORTING TEXT

↑Tracking

FIRST NAME LAST NAME → FIRST NAME LAST NAME

Randomly positioned letters   Fall in place

FIRST NAME LAST NAME GNPSUPTIOR XTET → FIRST NAME LAST NAME SUPPORTING TEXT

First Letter drops from above   Randomize + Rearrange

Photography

Every photograph taken for this brand was captured by me. Throughout the brand, the style of photographs are **slightly desaturated, while highlighting only the reds**. Below are the four main categories of photographs that would be used for "Spaces".
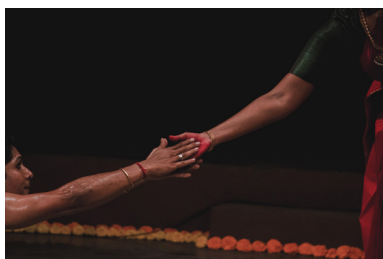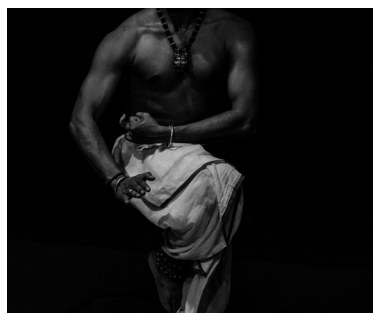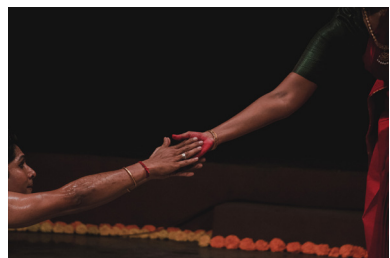
Close-ups of parts of the body
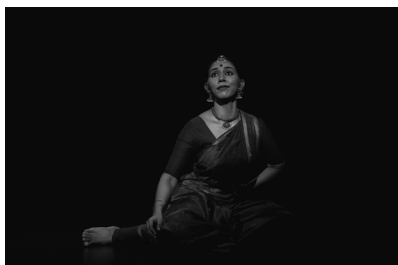

Full body images

Photographs showing **synergy,** connection on stage

Wider frame photographs of the stage and hints of the audience

Photography

The App

The Spaces app, though not developed in this project, **proposes a starting point for a wide range of potential for the brand.** The app can be used to **purchase tickets** and also solve the problem of **performer-audience disconnect** using an AI feature that uses the concept of AR (real-world environment overlayed with digital visual elements)

This feature is like a camera, but powered by AI. When the user holds his/her phone up to the performer and presses the "Play" button, **an annotation is generated, explaining exactly** what the performer is saying/doing through the dance.

Classical art forms are often difficult to deeply understand and appreciate without training. This is a starting point to **overcome and bridge that gap.**

Re-visiting Perceived Problems and How They Were Solved

The classical arts are never easy to understand, for fellow classical artists as well. This limits the audience to people who are generally frequent connoisseurs of these kinds of performances. **Bridging this gap between audience and performer** was an important problem to consider.
Solution: The AI-AR app feature that generates annotations of what is happening on stage.

The classical arts of India are generally considered as ancient and historic. The brand identity needed to look modern and clean, while also not looking too flashy to go against that classicism of the art forms. **This balance had to be maintained.**
Solution: A modern, clean approach to the visual identity inspired by elements from the classical arts. (red alta, bindi)

I perceived photography and motion media to be significant elements of the brand. Finding ways to **seamlessly bring together static visual design, photography, and motion graphics** would be something to pay attention to.
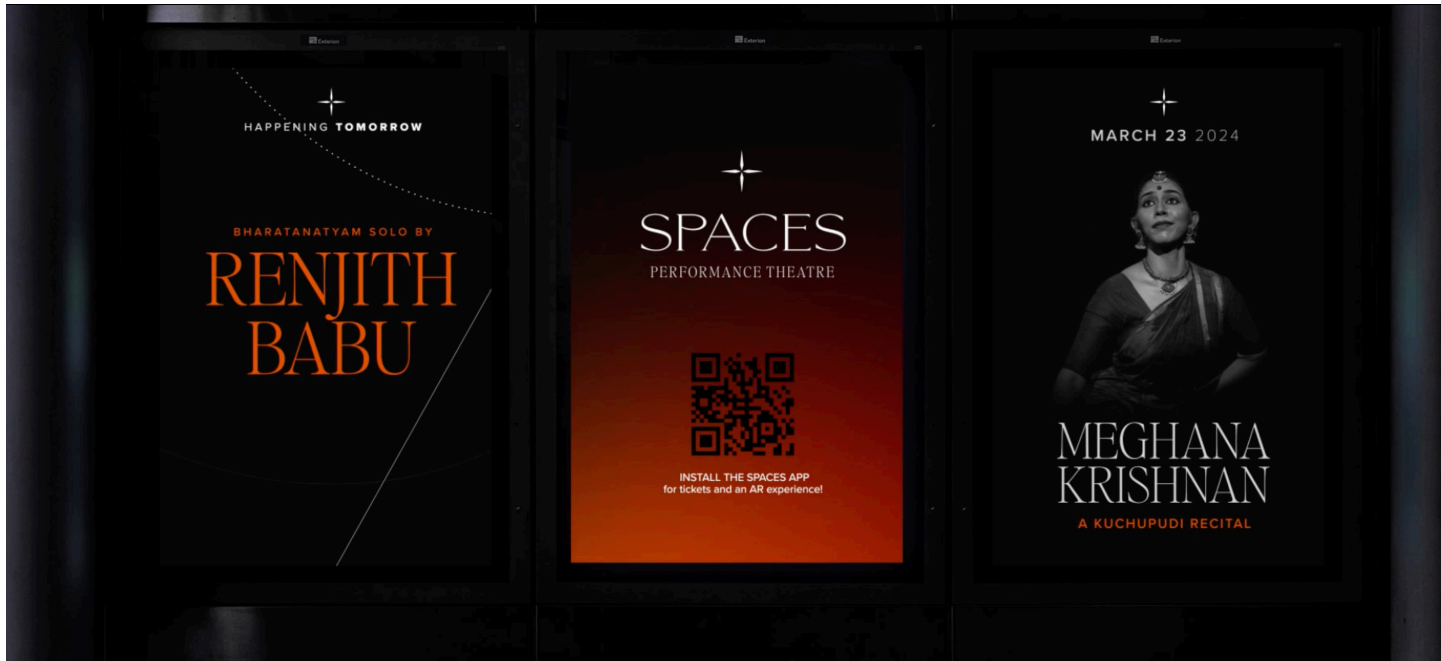**Solution: Creating guidelines for how text and image would move together alongside photography, while maintaining the simplicity of the visual identity.**