



Brand Guidelines

Designed by Jade Byeon
ARTDES 349 Visual Identity and Branding
Franc Nunoo-Quarcoo
Winter 2025

Table of Content

1	Project Proposal
2	Process
5	Final Logo
6	Logo Variation
7	Color Palette
8	Typography
9	Logo Construction
10	Stationary
15	Powerpoint Template
16	TELL Tool Website
17	TELL Tool Social Media
18	TELL Tool 2027 Conference
22	Apparel

Project Proposal

The TELL Tool is a research-based digital resource founded by Dr. Patricia Hershberger at the University of Michigan. It is designed to empower parents, clinicians, and researchers to facilitate open, supportive conversations with children about donor conception. The TELL Tool combines scientific expertise with emotional care, offering an evidence-based approach to strengthen family communication and child well-being.

The TELL Tool primarily serves parents and caregivers of children aged 1–16 who were conceived through donor gametes, embryos, or surrogacy. Its audience includes a diverse range of families, including single parents, LGBTQ+ families, and multicultural households, as well as healthcare providers and academic researchers who promote early disclosure practices. As interest in genetic origins grows worldwide, the TELL Tool also has ambitions to reach international audiences through multilingual adaptations.

Because of its sensitive subject matter and diverse user base, the TELL Tool requires a brand identity that is professional, warm, and inclusive. The logo and visual system should convey trust, science, and emotional connection without alienating any family type or community. Overtly clinical, sterile, or exclusive imagery should be avoided, as should anything that might unintentionally suggest that the tool is only intended for certain family structures. Instead, the branding must balance credibility with care, creating a safe, approachable atmosphere for all users.

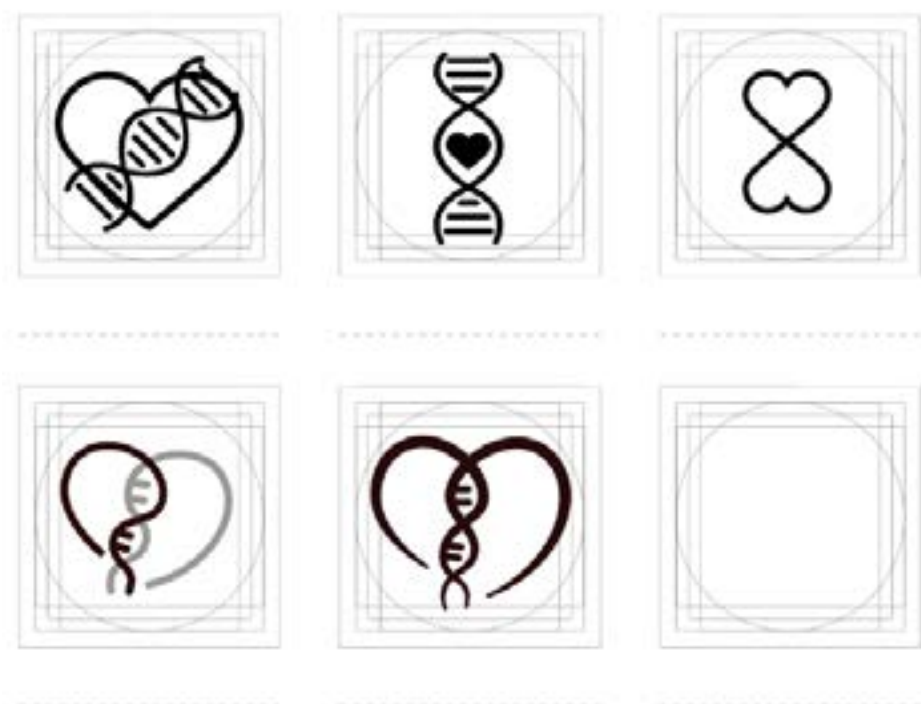
The goal of this project is to establish a cohesive, scalable, and adaptable brand identity for the TELL Tool — one that builds trust, reflects the tool’s mission, and resonates with a wide and growing audience.



Process

I began my sketching process by focusing on two central concepts: the heart and the DNA helix. The heart represents love, care, and emotional connection, while the DNA strand symbolizes biological roots and scientific credibility. I deliberately avoided human figures to ensure the logo remained inclusive of all family structures. Throughout the process, I explored the relationships between curves, symmetry, and negative space, working to balance organic warmth with structural clarity. Iterations tested different levels of abstraction and enclosure, aiming for a form that is adaptable, legible, and emotionally resonant across a wide range of contexts.

Sketches

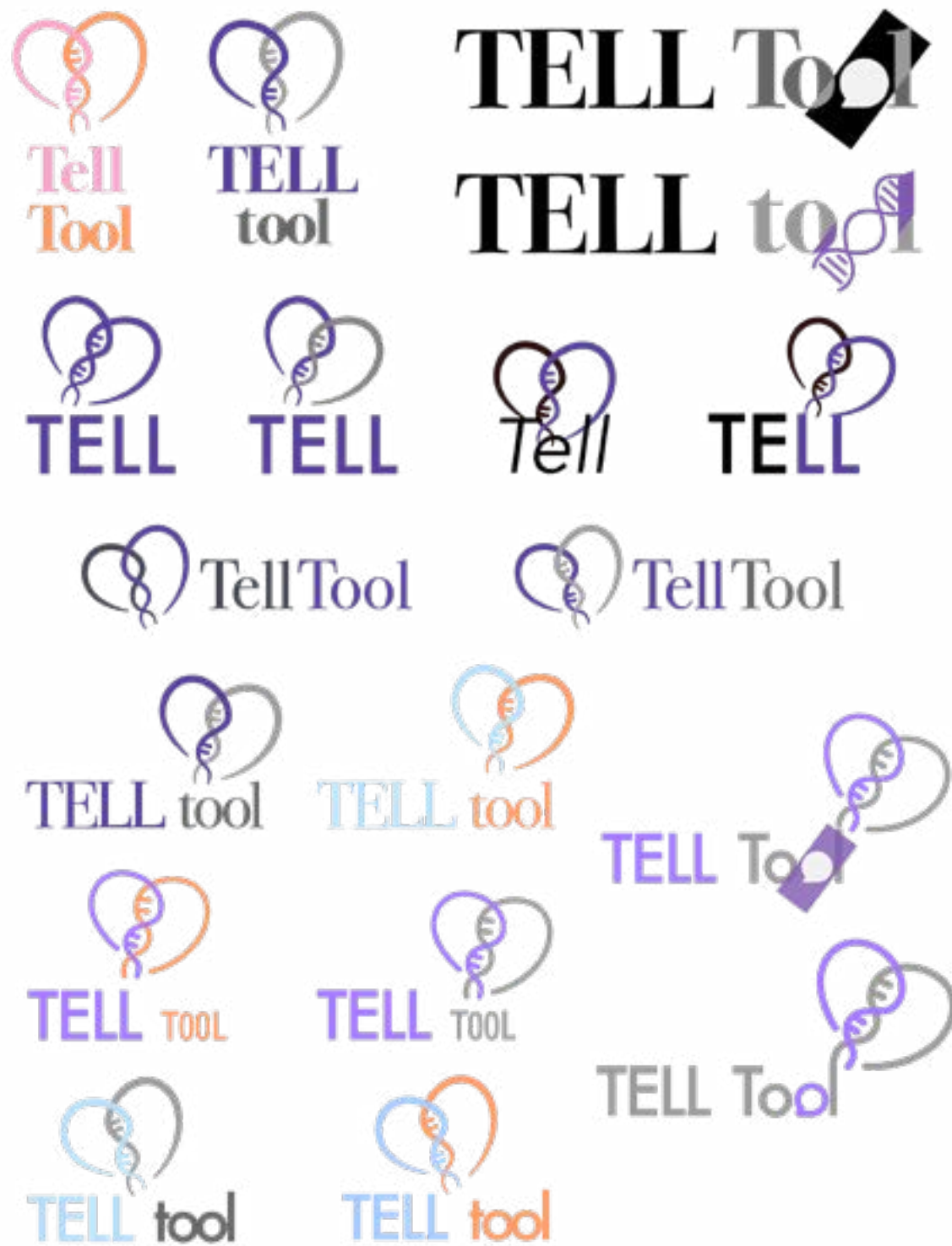


Explored how the heart and DNA helix could merge naturally, creating a unified symbol of connection and biological roots.



Explored variations in structure, weight, and logo composition to test how the heart and DNA motifs could integrate with different typographic treatments.

Focused on
evaluating hierarchy,
balance, and early
logo adaptability
without color.



Expanded the exploration by introducing brand color palettes, testing the emotional tone and legibility across diverse color and font pairings. Variations assessed contrast, accessibility, and consistency to guide the development of the final visual direction.



The Final Logo

The finalized TELL Tool logo captures the brand's core values through a refined, intertwined heart and DNA helix. The composition emphasizes balance, openness, and emotional resonance while maintaining clarity and professionalism. Careful adjustments to the structure and negative space ensure the logo remains legible across a range of applications and sizes. The design prioritizes flexibility, allowing for consistent and effective use across print, digital, and mobile platforms, while supporting the TELL Tool's mission of fostering trust and inclusive family communication.

Logo Variations

To ensure versatility and consistent visual impact across various backgrounds and contexts, three official logo variations were developed. These variations allow the logo to adapt seamlessly across print, digital, and environmental applications while preserving brand recognition and accessibility.



The standard logo is designed for use on light or white backgrounds, preserving clarity and brand colors.

A reversed (light) version is provided for dark backgrounds, maintaining strong contrast and readability.

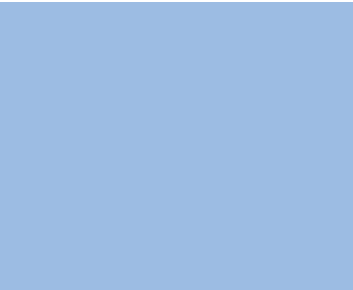
A colored background version uses the brand color to offer a softer alternative while maintaining legibility.

Color Palette

To ensure versatility, consistency, and visual impact across various applications, the TELL Tool brand uses a curated palette of primary and secondary colors. These selections support brand recognition, accessibility, and emotional resonance across print, digital, and environmental platforms.

The primary colors represent trust, openness, and care, while the secondary shades offer flexibility for varied backgrounds and represents other positions. Tints and opacities are used intentionally to create depth without overwhelming the design, maintaining a cohesive and approachable identity.

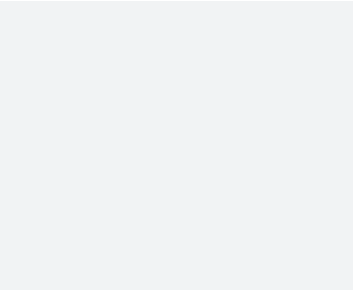
Primary



Pantone: 2708 C
HEX: #9CBDE5
RGB: 156, 189, 229
CMYK: 32, 17, 0, 10



Pantone: 7546 C
HEX: #173341
RGB: 23, 51, 65
CMYK: 65, 22, 0, 75



Pantone: Cool Gray 1 C
HEX: #F2F2F2
RGB: 242, 242, 242
CMYK: 4, 3, 3, 0

Secondary



Pantone: 652 C
HEX: #5D82A8
RGB: 93, 130, 168
CMYK: 45, 23, 0, 34



Pantone: 367 C
HEX: #9BCC83
RGB: 155, 204, 131
CMYK: 28, 0, 56, 0



Pantone: 7679 C
HEX: #8876B3
RGB: 136, 118, 179
CMYK: 24, 34, 0, 30

Typography

The TELL Tool brand uses Futura as the primary typeface across all materials to reinforce a clean, modern, and approachable tone. Futura Bold and Futura Medium are used for titles, headings, and emphasized text, ensuring strong hierarchy and visual clarity. Futura Condensed Medium is applied for body text, offering high readability while maintaining consistency with the geometric character of the brand.

The use of Futura across styles supports a unified and timeless aesthetic across both print and digital applications.

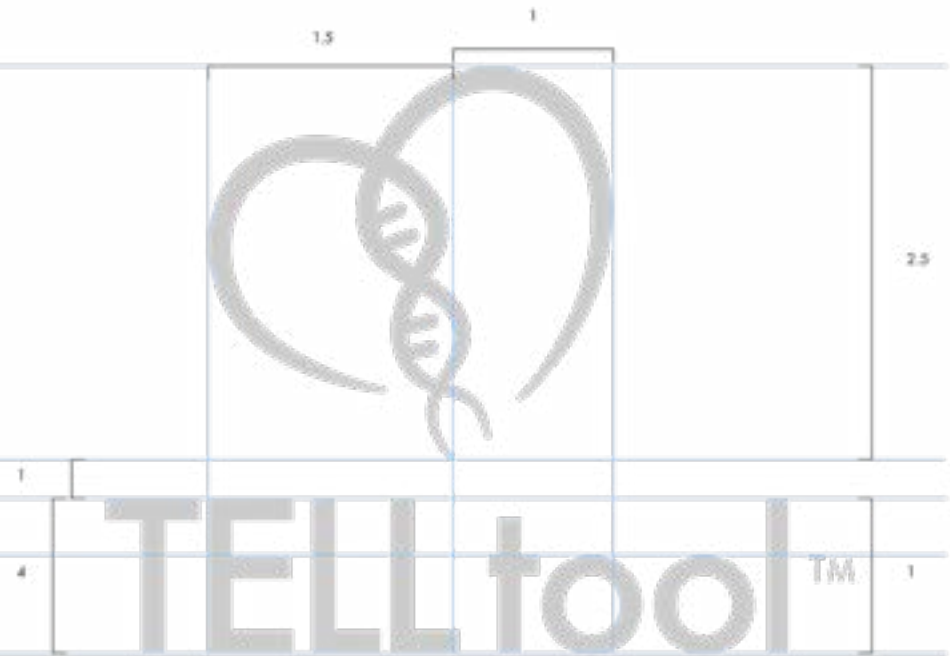
Heading: Futura Bold
AaBbCcDdEeFfGgHhIiJjKkLlMmNn
OoPpQqRrSsTtUuVvWwXxYyZz

Subheading: Futura Medium
AaBbCcDdEeFfGgHhIiJjKkLlMmNn
OoPpQqRrSsTtUuVvWwXxYyZz

Body: Futura Condensed Medium
AaBbCcDdEeFfGgHhIiJjKkLlMmNn
OoPpQqRrSsTtUuVvWwXxYyZz

Logo Construction

The symbol and wordmark have been carefully scaled, spaced, and aligned together to create the logo. Do not alter its construction.



The vertical arrangement creates a proportional hierarchy between the symbol and wordmark using a 1:1.5 width ratio. This alignment emphasizes vertical symmetry, creates a strong central axis, and ensures that the visual weight is evenly distributed for optimal stability in centered or compact applications.



The horizontal configuration leverages consistent modular spacing, with 1-unit margins and a 1.9-unit extension for balance. This proportion maintains fluid visual rhythm across wider compositions, preserving legibility, spatial harmony, and cohesive alignment between the organic form of the symbol and the geometric structure of the logotype.

Stationary

The TELL Tool stationary system includes letterhead & 2nd sheet, business card(s), envelope(s), and mailing label.

The cover page centers the logo within open space to evoke trust and approachability, while the letterhead uses strong top alignment and a light graphic base to balance structure with visual rhythm, reinforcing clarity and emotional warmth in official communications.



Cover Page

Letterhead



Business Card Front (Actual Size)

Business Card Back

The TELL Tool business cards maintain a consistent layout for clarity and brand cohesion, while strategically using color variations to distinguish different team roles—blue for principal investigators, purple for research team members, and green for other contributors. Each card incorporates a QR code linking to a personalized webpage, enhancing functionality without disrupting the clean, professional design.

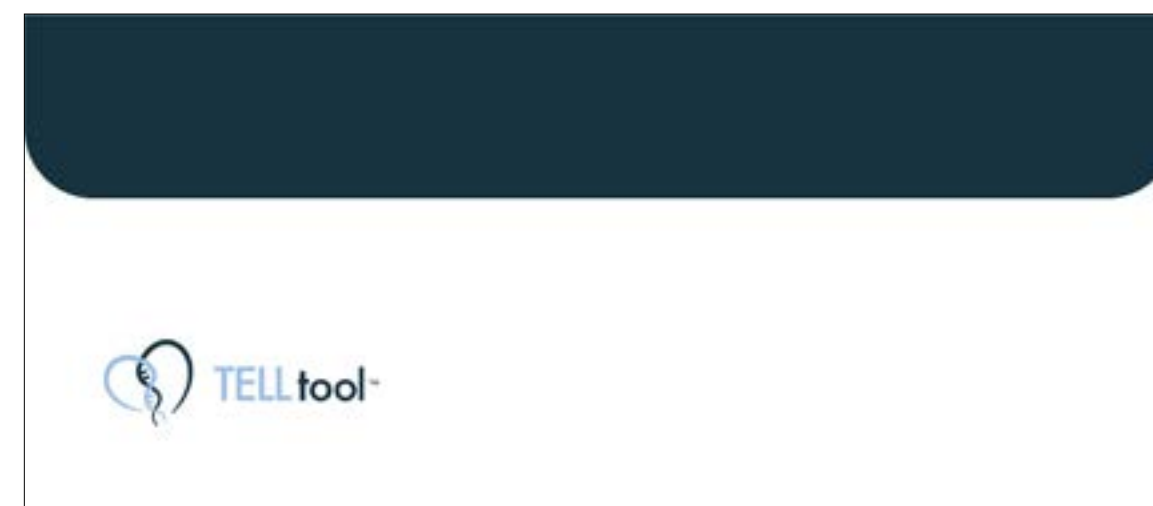


Business Cards for Research Team Members

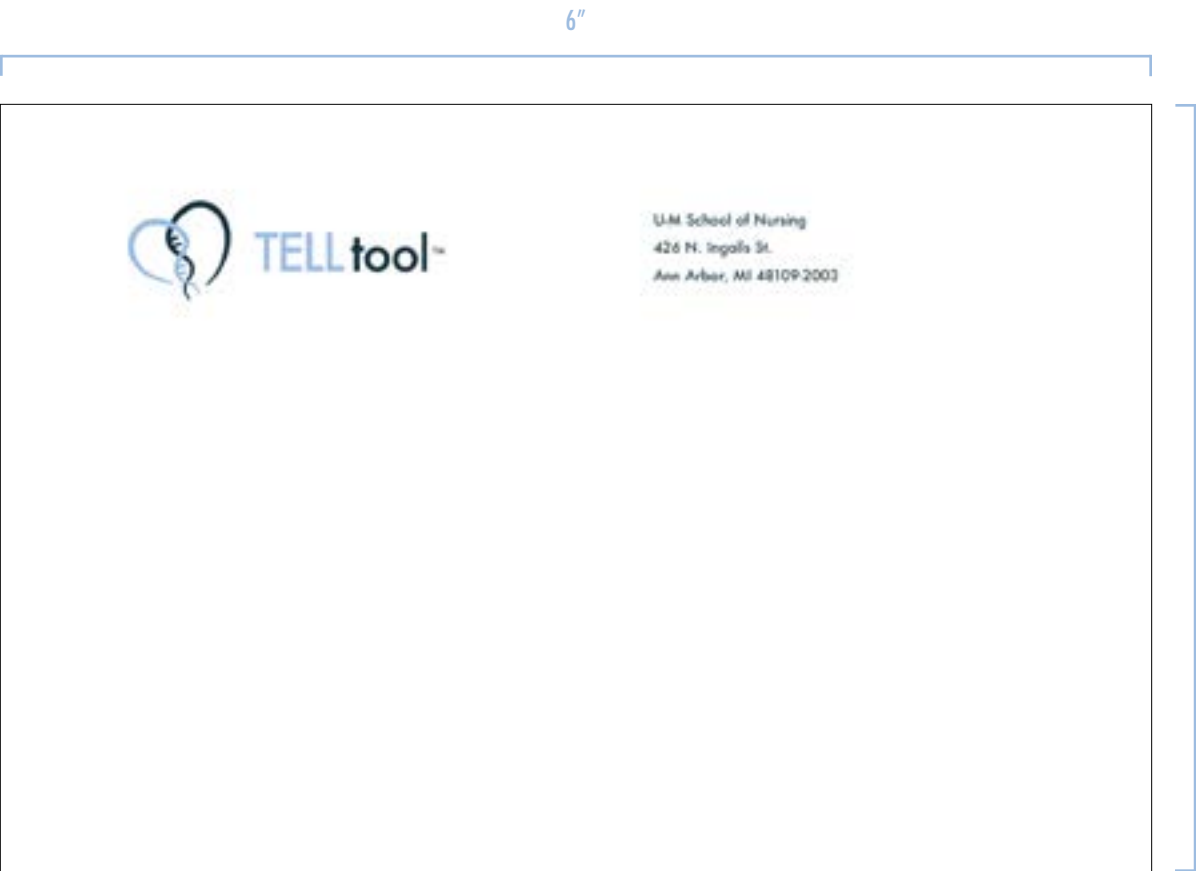
Business Cards for Other Contributors



Envelope Front



Envelope Back



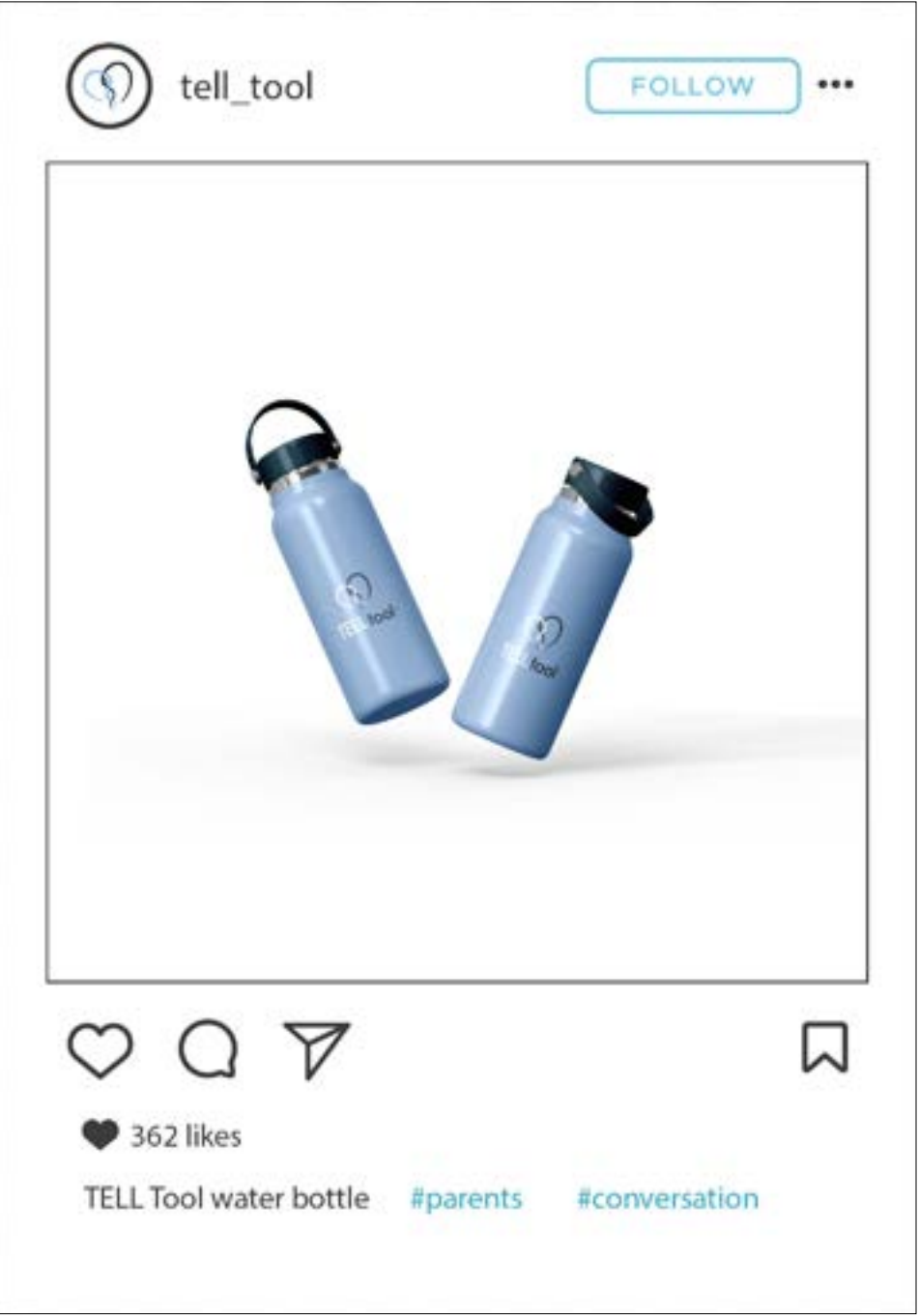
Mailing Label (Actual Size)

Powerpoint Template



TELL Tool Website

The TELL Tool website applies principles of clarity, hierarchy, and emotional engagement. A strong typographic hierarchy paired with ample white space ensures high readability across devices. Soft brand colors reinforce approachability without sacrificing professionalism. The visual rhythm and consistent spacing across screen sizes create a user-centered experience that balances informational clarity with emotional resonance, supporting the tool’s mission of empowering family communication.

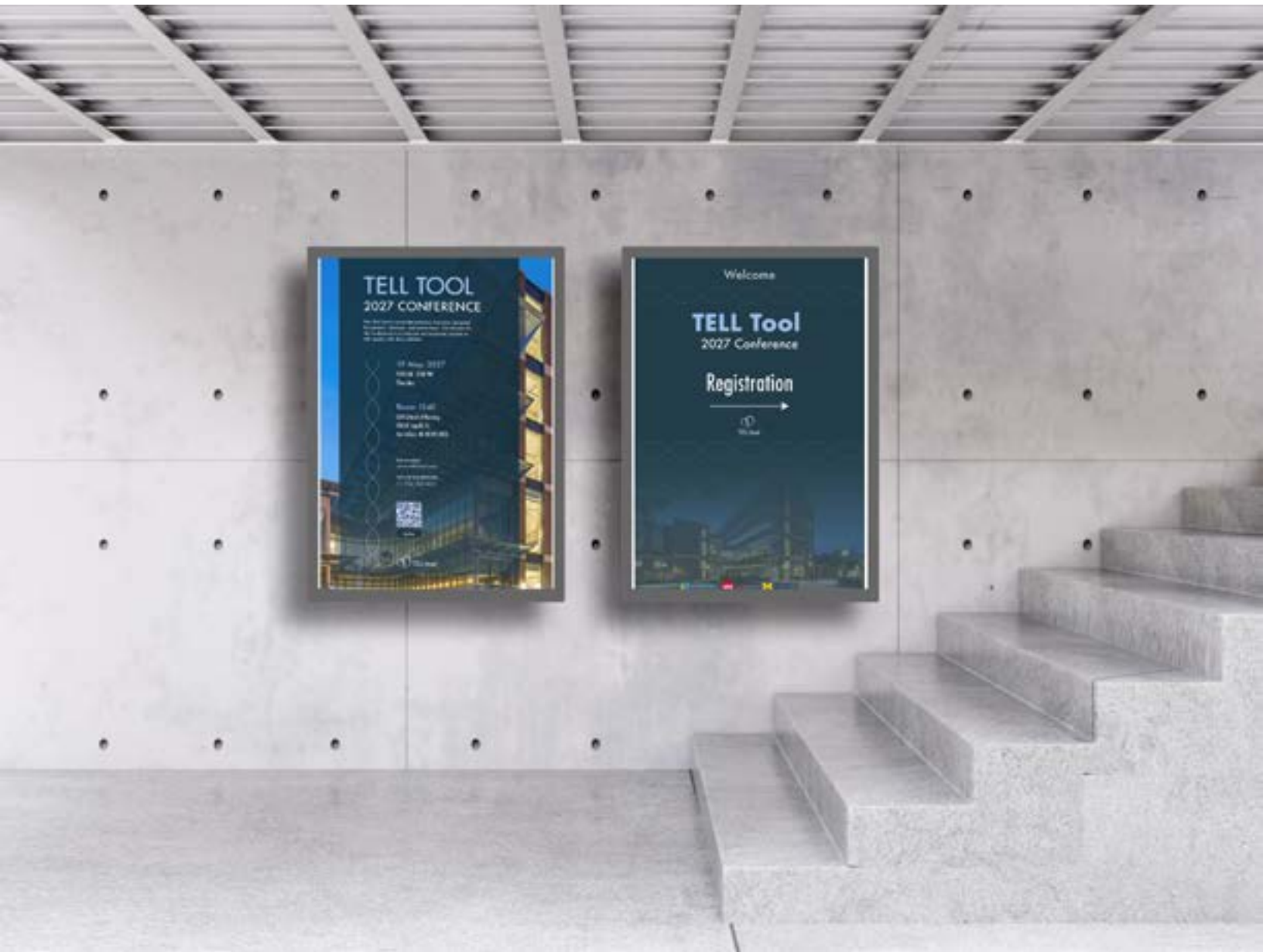


TELL Tool Social Media

TELL Tool’s social media design embraces minimalism and clarity, using clean compositions and brand colors to reinforce trust. Visual simplicity ensures adaptability across platforms, while maintaining a cohesive brand presence that supports emotional engagement and accessibility.

TELL Tool 2027 Conference

The TELL Tool 2027 Conference signage system enhances wayfinding, communication, and atmosphere through a cohesive interior identity. Clear typographic hierarchy, consistent color use, and minimalist layouts ensure intuitive navigation across rooms, facilities, and information walls. The design emphasizes legibility, emotional warmth, and brand continuity, creating a welcoming and easily navigable environment for all attendees.



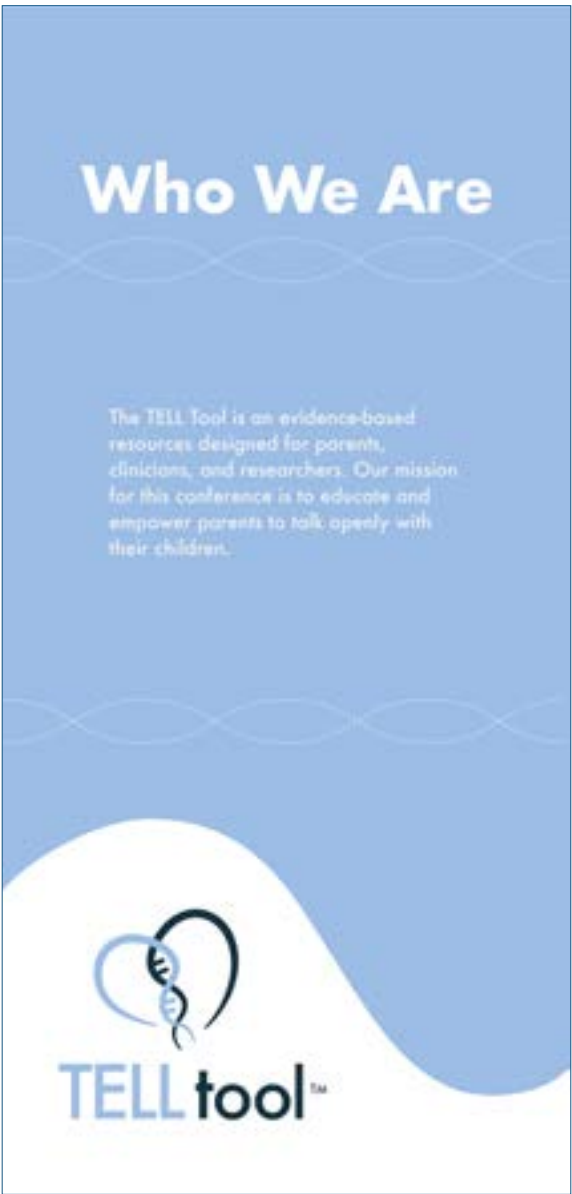
Conference Poster/Information Wall
The School of Nursing building imagery anchors the conference to its specific location, creating an immediate sense of place. A flowing DNA strand motif guides the viewer’s eye downward, establishing a visual rhythm that connects key information points organically.



Registration Wayfinding Sign
The signage uses a centered vertical layout to create a waterfall-like flow, leading visitors smoothly from the welcome message to the registration direction. Consistent alignment, soft color contrast, and integration of the conference setting image reinforce clarity and ease of navigation.



The TELL Tool 2027 Conference informational signs use color, form, and vertical rhythm to create an inviting and accessible presence. The organic wave and DNA motif create motion and connection between banners while maintaining strong readability for navigation and identity reinforcement in the urban environment.



Informational Sign 1



Informational Sign 2

Apparel



T-Shirt White



T-Shirt Black



Tote Bag Design 1



Tote Bag Design 2



Umbrella



Water Bottle