

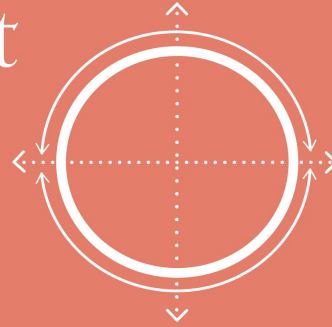
CONCEPT A • TRANSFORM



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The Gathering Effect

Lindsey Caplan



CLARIFY • CONNECT • TRANSFORM

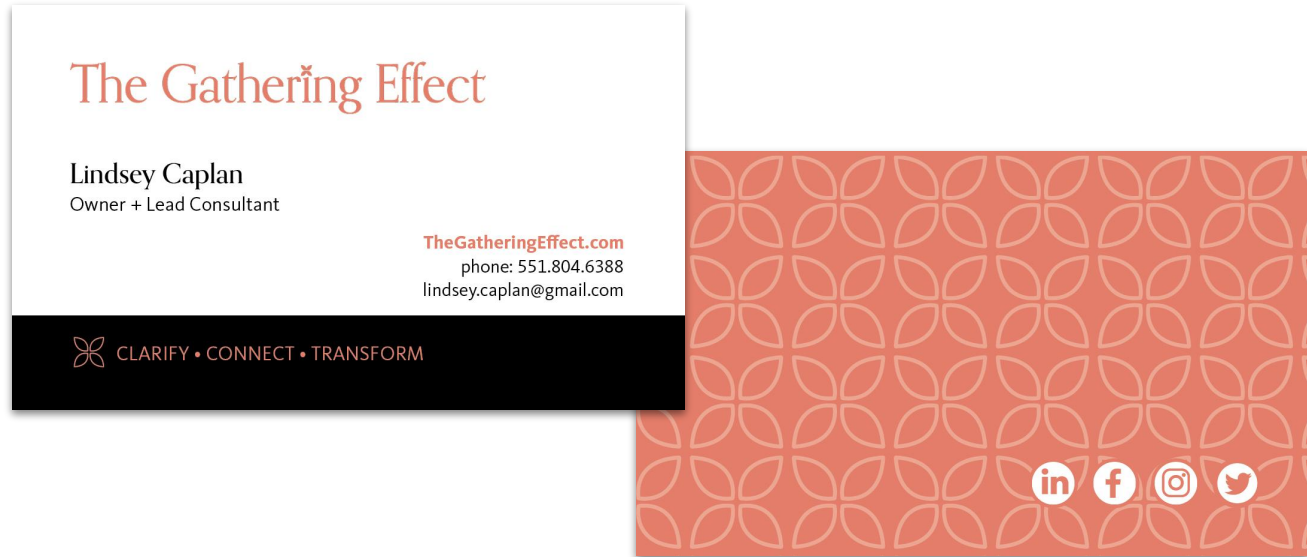
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CONCEPT A • TRANSFORM

Example: deck cover page

The Gathering Effect | Model + Brand Concepts

The Gathering Effect



CONCEPT A • TRANSFORM

Example: logo + business card

PALETTE

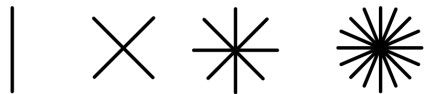


ICON

Option A: Butterfly



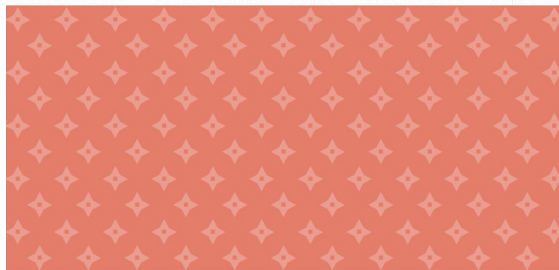
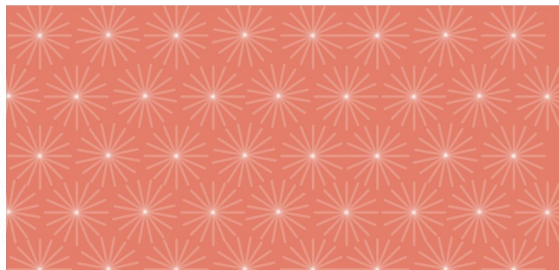
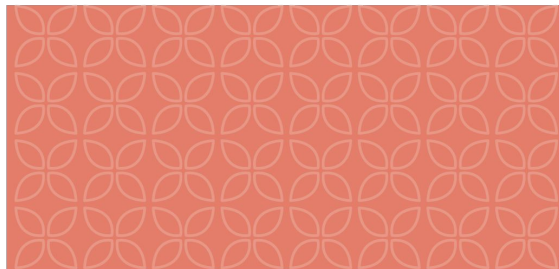
Option B: Additive Star



Option C: Directional Arrows



PATTERN



TRANSFORM

A thorough or dramatic change.

A metamorphosis.

DESCRIPTION

Palette reflective of current brand.

Clean line, clear, warm and engaging.

Icon that can build, emblematic of a transformation, through simple steps, towards an evolved end-product.

The icons can then be used as individual design elements, details, and as patterns.

They could also be incorporated into the iconic version of the model.

CONCEPT B • ILLUMINATE

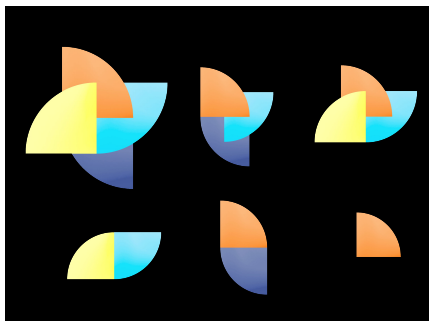
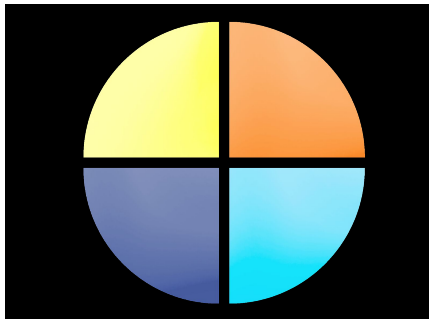


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PALETTE



ELEMENTS



LINES TO DEFINE

ILLUMINATE

Help to clarify or explain.

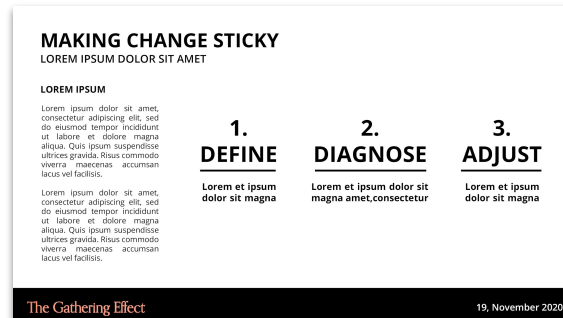
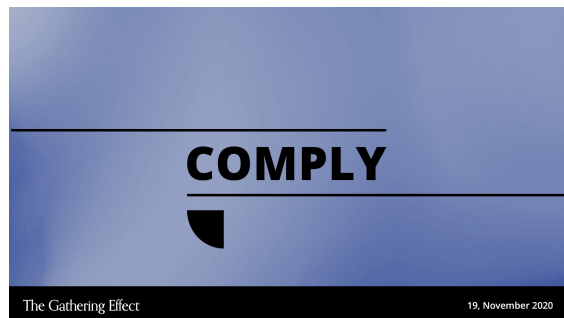
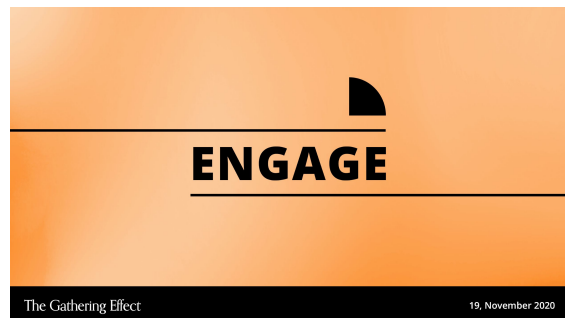
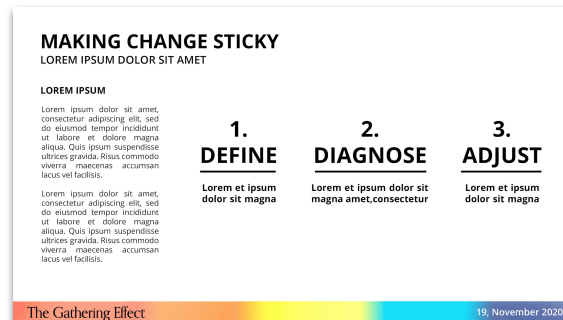
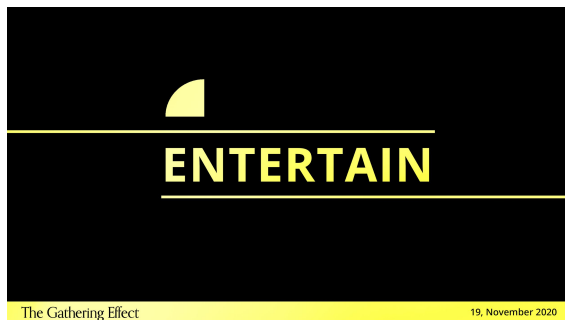
Make (something) visible or light, by shining light on it; light up.

DESCRIPTION

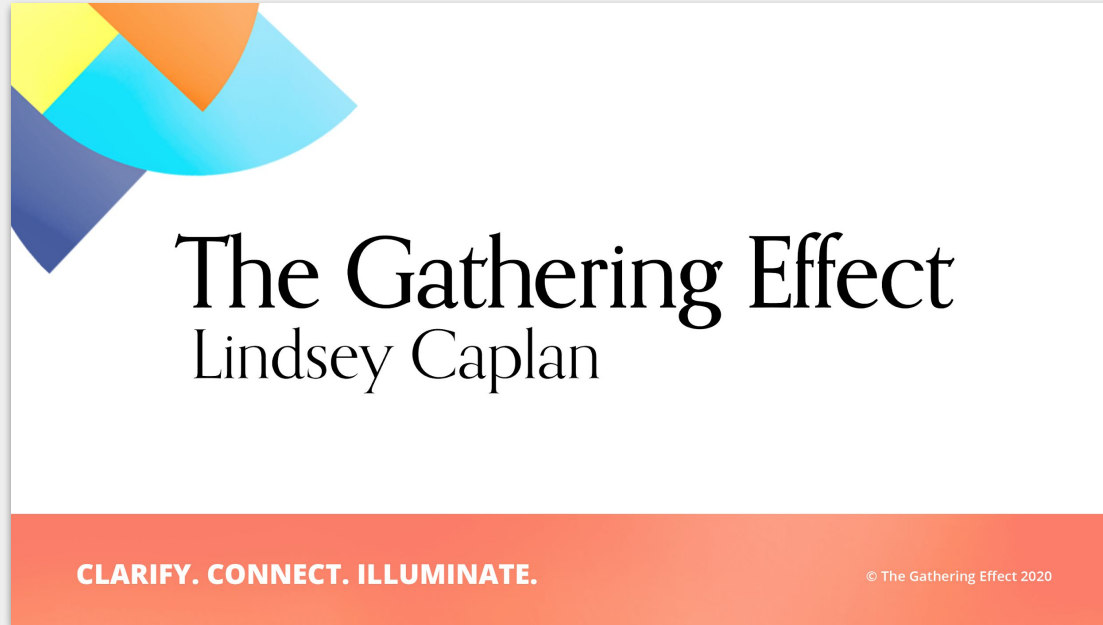
Radiant and glowing palette.

Crisp, dynamic, bold...**Memorable**

The vibrant, quarter-circles give us a versatile motif... Expressive of the notion that all meetings fall somewhere on this spectrum, and have unique challenges for the presenter... And that an understanding of the Gathering Effect is a tool that can make any meeting illuminating.



CONCEPT B • ILLUMINATE
Example: deck divider and typical pages



CONCEPT B • ILLUMINATE

Example: deck cover page



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CLARIFY. CONNECT. ILLUMINATE.

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CONCEPT B • ILLUMINATE

Example: deck cover page

THANK YOU!



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