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KEEN





## ◀ BRAND STORY

J loved to read books ever since he was a child. He loved animation, and aspired to be a cartoonist. He learned that every cartoonist had his or her own way of viewing certain people and objects. J was determined to create an artwork of his own. His interest in animated movies led him to all different kinds of films, and they had a big influence on him because pretty soon, creation and design became a part of his daily life. As a graphic designer, he influenced many aspiring design students as well as the society. It took many years of observation and studying of great designers' artworks. Through them, he found room for improvement in his designs and became more passionate. For more inspiration, the more sources he needed. He couldn't possibly buy every design related magazine out there. He wanted to create a magazine that would incorporate innovative, fun, creative, idea-inspiring arts and films. So he went on to founding a magazine that would do just that: KEEN.



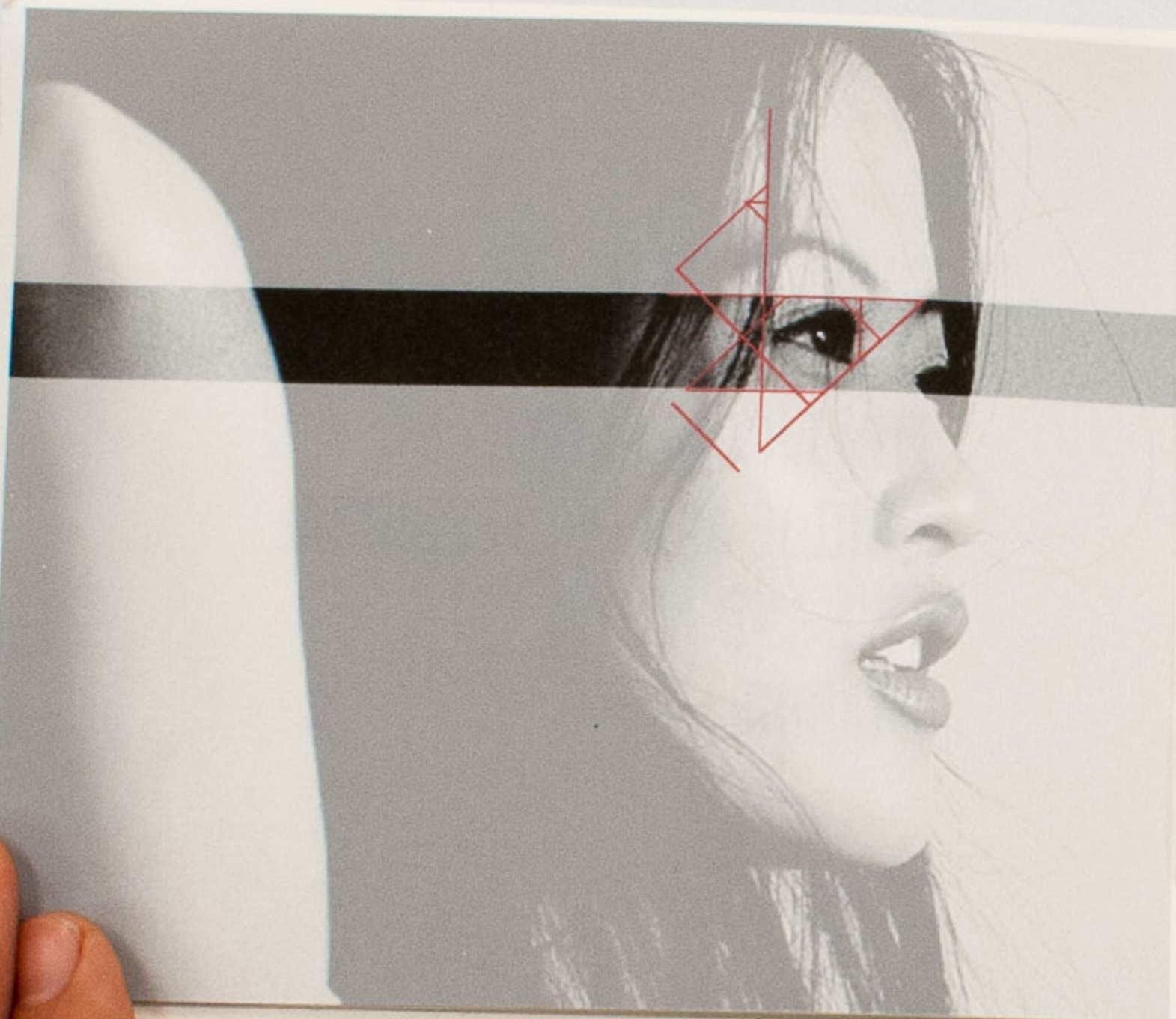
▲ VALUE

PASSIONATE  
CREATIVITY  
INDIVIDUALITY

▼ CHARACTER

FUN AND CREATIVE  
UNIQUE AND PROFESSIONAL  
LIVE AND ACTIVE  
IMAGINE





LOGO

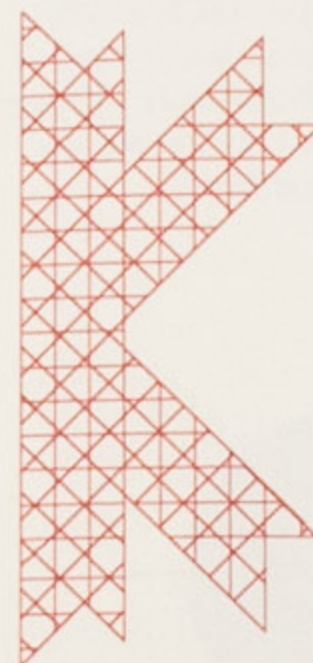




logo.eps

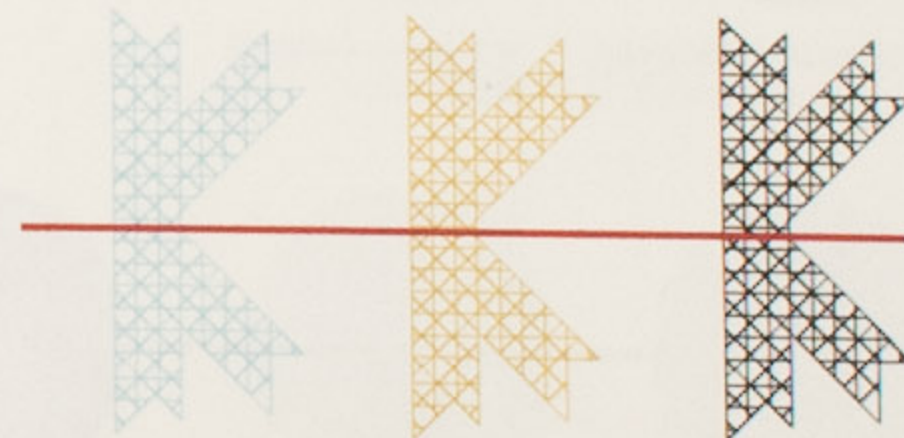
## LOGO

KEEN's unique logo signifies the 'different ways of seeing' things. Everyone has his or her own point of perspective in viewing and analyzing art. The eyes of artists are more sophisticated in that they see what others cannot. The overlapping lines in KEEN's logo forms different shapes and sizes. This was done in hopes of motivating passionate artists to look beyond their ideas and create unique works of art; this is also KEEN's number one goal as a designer's magazine.



### BASIC VERSION

logo.eps



### COLOR VERSION

logo\_blue.eps

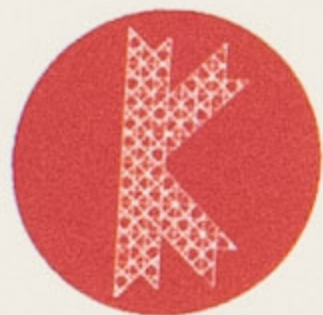
\* Do not change logo color

logo\_yellow.eps

logo\_black.eps



## ALTERNATE VERSION

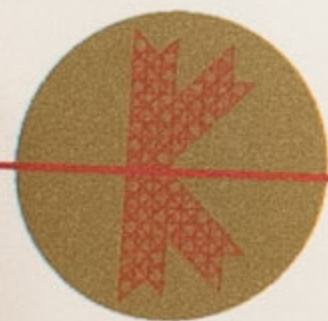


white logo on red background  
*logo\_red background.eps*

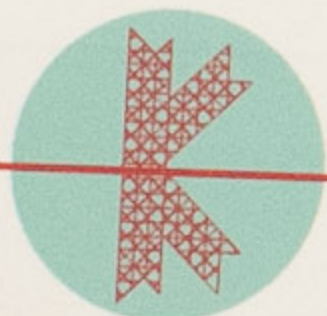


white logo on photograph  
*logo\_photo.eps*

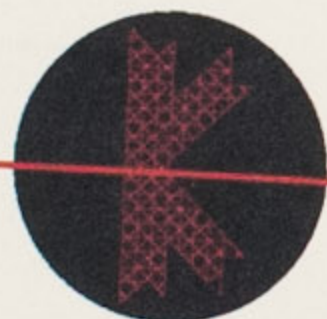
It is necessary to use variations of the KEEN logo to create the most visibility possible. Use the colored logo only when it is possible to place it on a white background. If a colored or photograph background is necessary, use a white version of the logo.



red logo on brown background  
*logo\_brown background.eps*



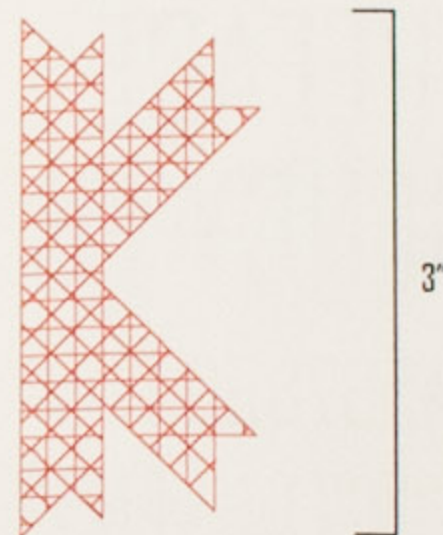
red logo on blue background  
*logo\_blue background.eps*



red logo on navy background  
*logo\_navy background.eps*

## ◀ LOGO SIZES

### RECOMMENDED SIZE



*logo\_standard.eps*

### MINIMUM SIZE



*logo\_minimum.eps*

The standard, appearing here in 3 inch, is used for the majority of uses. If the logo needs to be used in a size smaller than 3 inch, the alternative logo can be used. The minimum size is 1 inches. Do not use the logo in a size smaller than 1 inches.



## ▼ TYPOGRAPHY

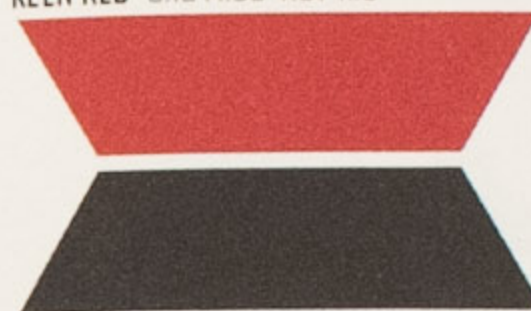
**KEEN**  
ART&FILM  
MAGAZINE

TYPEFACE :  
AGENCY FB

1234567890 ! @ #  
\$ % ^ & \* ( ) - + = [ ] { } ?  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

## ► COLOR PALETTE PRIMARY COLORS

KEEN RED C:13 M:99 Y:87 K:0



KEEN BLACK C:0 M:0 Y:0 K:93

Color is creating the proper look and feel of the KEEN brand. The color red is feeling sharp and passionate. The color black supports the text.

tint + tone + shade





## ► COLOR PALETTE SECONDARY COLORS

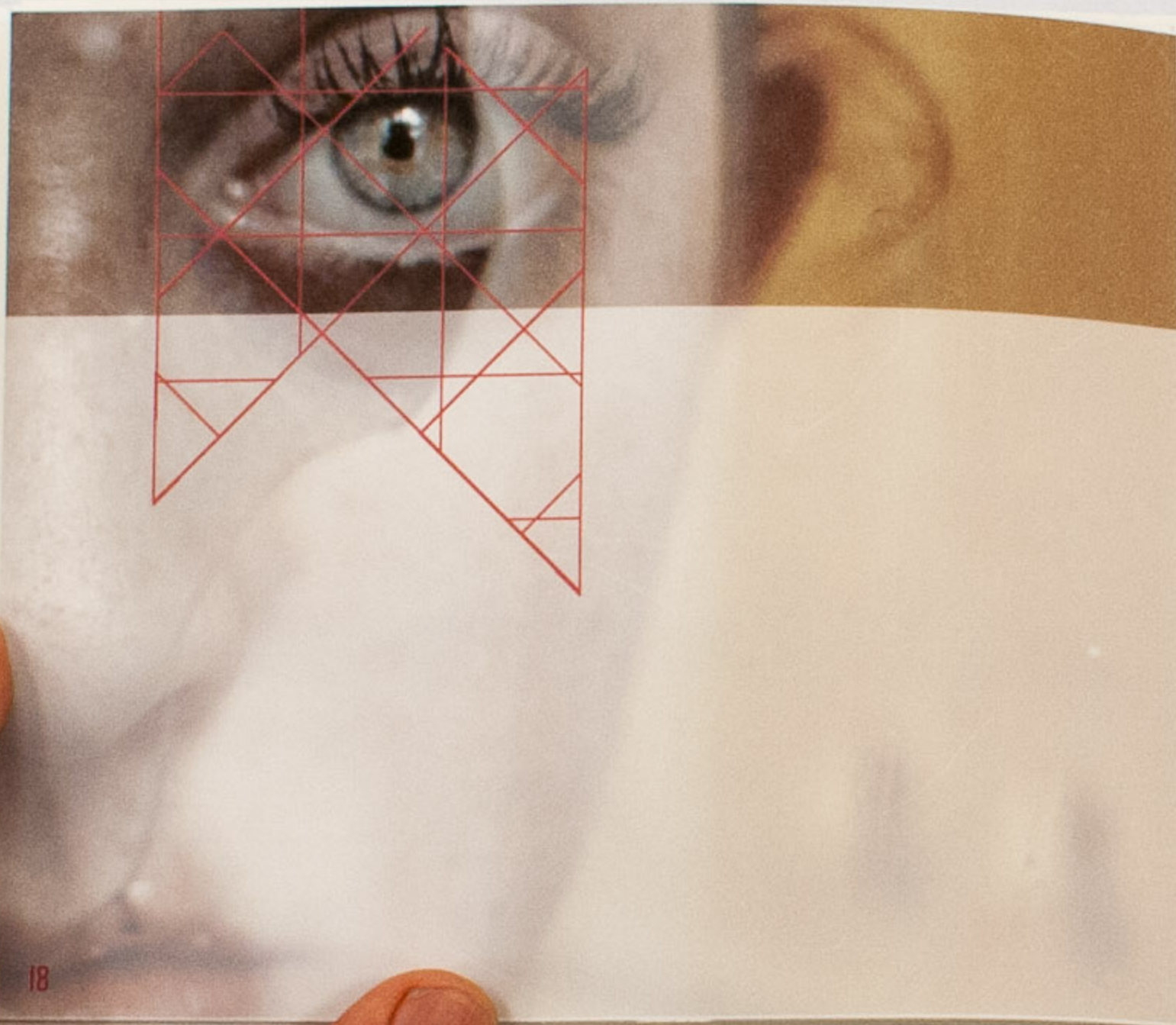


KEEN consists of one primary color palette. The color palette is used to support the brand color. The consistent use of the palette helps to create recognition and strengthen the identity.

■ C: 0 M: 35 Y: 85 K: 0	■ C: 78 M: 18 Y: 18 K: 12
■ C: 9 M: 33 Y: 100 K: 10	■ C: 83 M: 38 Y: 4 K: 0
■ C: 42 M: 100 Y: 17 K: 13	■ C: 77 M: 65 Y: 0 K: 15
■ C: 100 M: 100 Y: 25 K: 25	■ C: 0 M: 0 Y: 0 K: 57
■ C: 23 M: 100 Y: 100 K: 21	■ C: 82 M: 26 Y: 100 K: 13
■ C: 0 M: 66 Y: 100 K: 12	■ C: 87 M: 36 Y: 100 K: 32







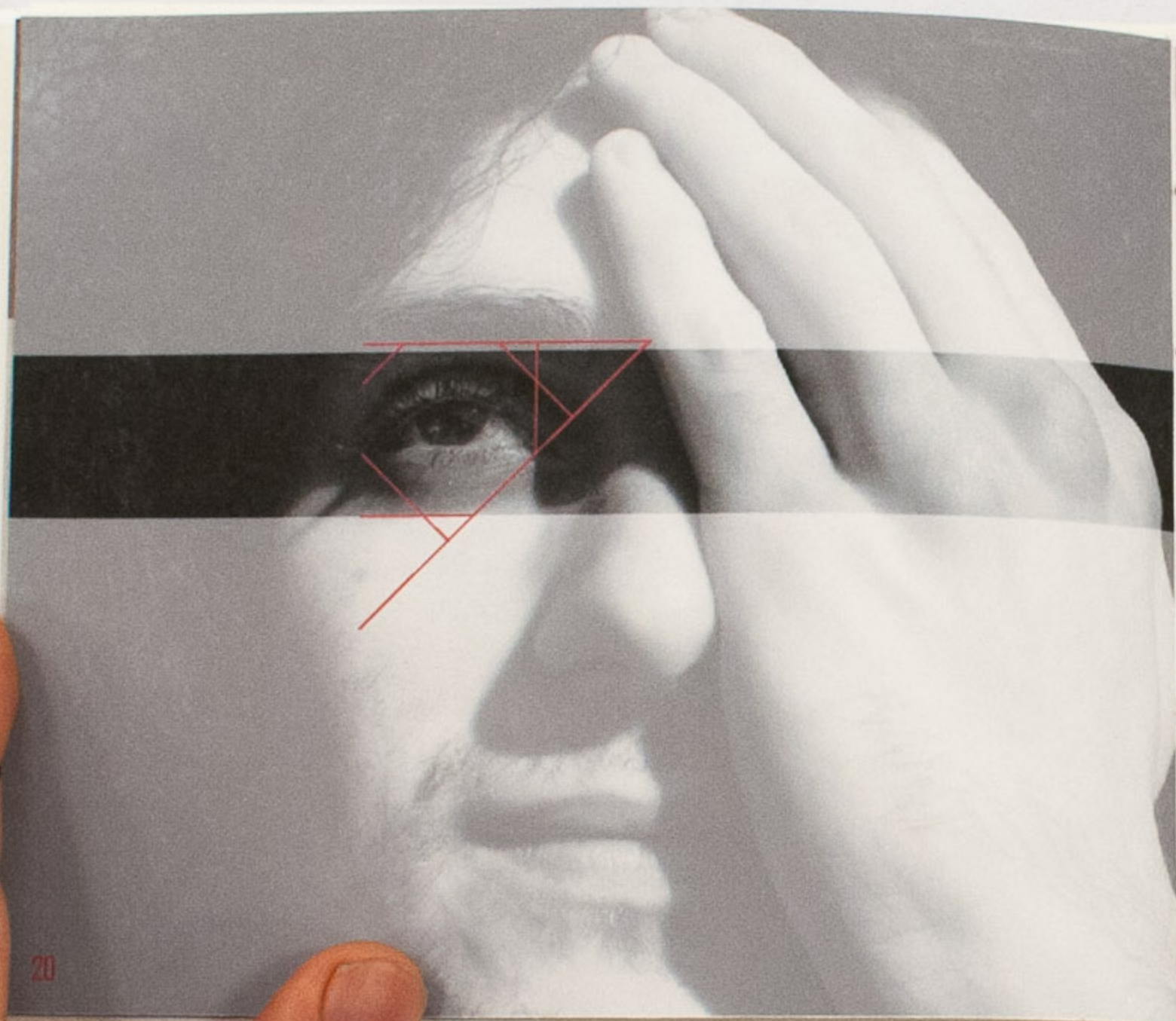
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## ▼ VISUAL ELEMENTS

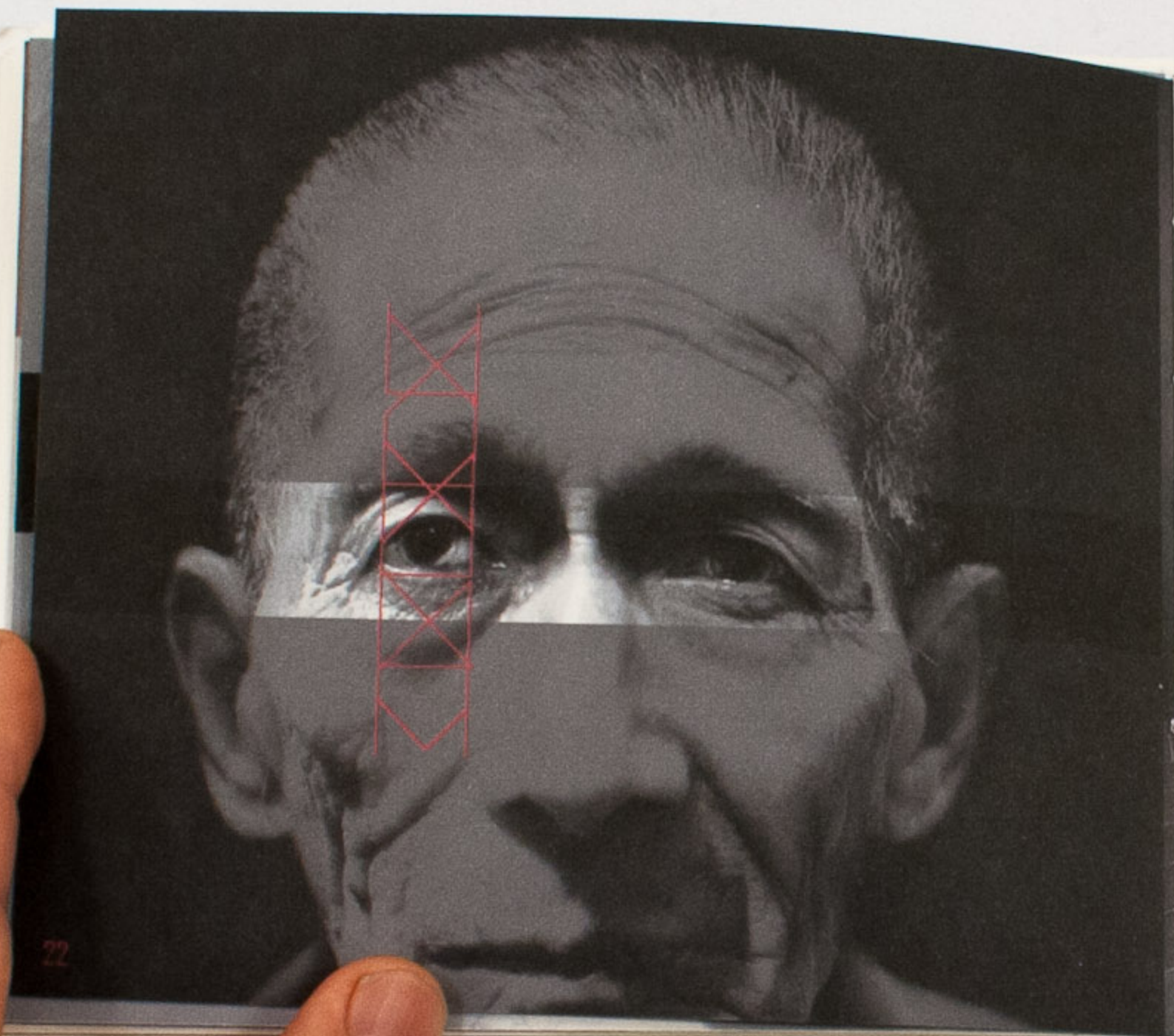
'different ways of seeing' things. Everyone has his or her own point of perspective in viewing and analyzing art. The eyes of artists are more sophisticated in that they see what others cannot. The overlapping lines in KEEN's logo forms different shapes and sizes.

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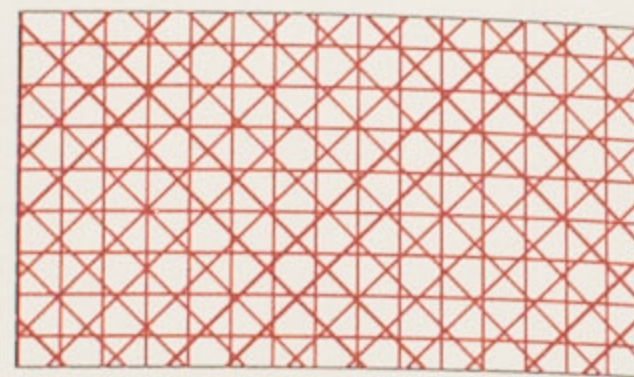
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## ► APPLICATIONS



BUSINESS CARD  
*application\_business card.eps*



MAGAZINE COVER  
*application\_magazine.eps*

T-SHIRTS  
*application\_tshirts.eps*











MAGAZINE SHELF

application\_magazine1.eps

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MUG

application\_mug.eps



SHOPPING BAG

application\_shopping bag.eps

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## ◀ APPENDIX

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<i>logo_yellow.eps</i>	11
<i>logo_black.eps</i>	11
<i>logo_red background.eps</i>	12
<i>logo_photo.eps</i>	12
<i>logo_brown background.eps</i>	12
<i>logo_blue background.eps</i>	12
<i>logo_navy background.eps</i>	12
<i>logo_standard.eps</i>	13
<i>logo_minimum.eps</i>	13

Application	
<i>application_magazine.eps</i>	24
<i>application_business card.eps</i>	29
<i>application_mug.eps</i>	29
<i>application_shopping bag.eps</i>	27
<i>application_store.eps</i>	30
<i>application_store1.eps</i>	26
<i>application_building.eps</i>	25
<i>application_magazine1.eps</i>	28







