

# STooPS

# visual identity overview.



Brian Polite



Design Consultant



Art Direction





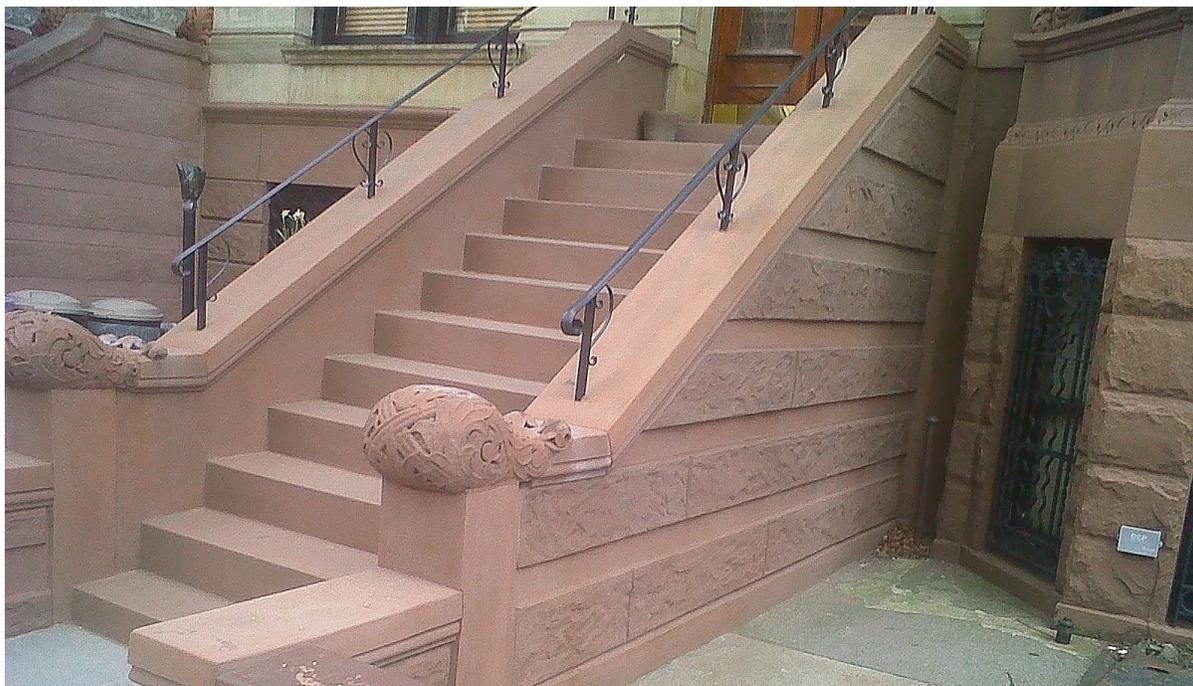
# What is STooPS?

## STooPS Project Proposal (an excerpt)

Traditionally, Stoops were the heart of communities. They provided neighbors, new and old, with an opportunity to meet and form a stronger community by sharing stories, playing games and looking out for each other. Today, due to the fast paced NYC society and constantly changing neighborhoods, this tradition has virtually been extinguished. STooPS, a community-building event, will bring it back.

STooPS is a community building event that will use the arts to bring people back outside and promote social interaction among artists, homeowners, residents, and businesses of Bed-Stuy. On June 23, 2013, from 2-6pm, various Bed-Stuy homeowners will collaborate with local artists to host mini performances and art showcases on their stoops, yards, or sidewalks. At the same time, various local vendors, businesses, and organizations will bring folks together at the event's main space, the Freebrook mansion. The event will culminate with performances by several Brooklyn based companies and arts organizations. STooPS will unite a community!

— Kendra Ross/ STooPS founder



# **Stoops is a creative and engaging way to build community.**

**Because the Bed-Stuy Community is ever changing, it takes more of an effort for the community to stay cohesive.**

**Having those within the community know each other helps community members realize the resources that already exist, so people can build partnerships and support each other instead of having to go outside the community. This helps the community to continually grow and be supported from within. Building a strong community will also continuously make the neighborhood safer, more attractive, and brings more outside attention and investment in the community. Additionally, if Bed-Stuy is united, the people of the community will have more agency in how those outside investments are able to change and benefit the community. STooPS is just one way to continuously help the Bed-Stuy community, and as SToopS expands, the entire, Brooklyn community, grow stronger.**

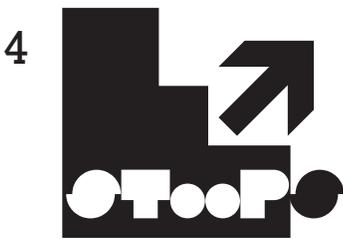
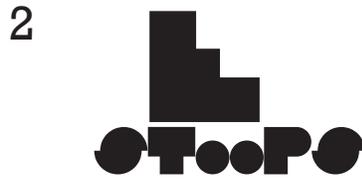
— Kendra Ross/ STooPS founder

# Logo design

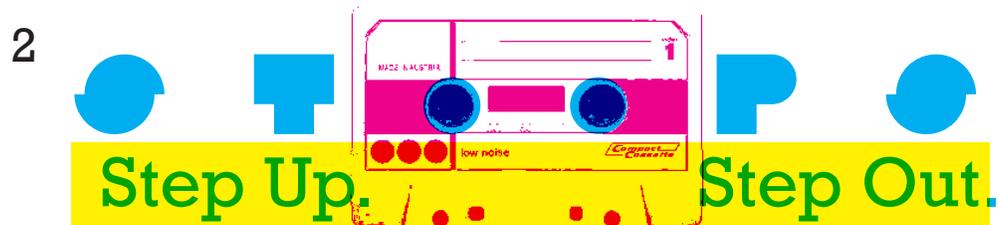


Step Up.  
Step Out.

# Logo development



Step Up. Step out.



## STOOOPS Creative Brief (an excerpt)

Who is the audience?

The general community; all ages, genders, ethnicities; special focus on Brooklyn and Bedford Stuyvesant Community (make it appeal to people of color)

What is the Brand Essence?

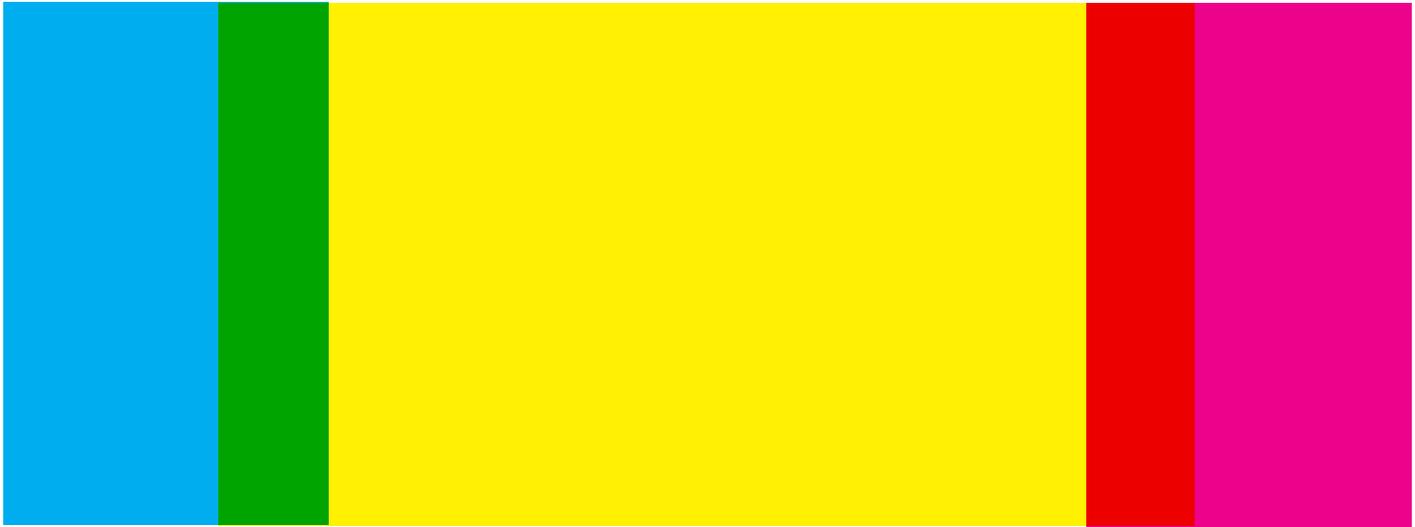
Community Art, Connecting, Going Outside, Culture, Diversity

Executorial Considerations:

Visually engaging; Use of bold and vibrant colors, design should encompass Brooklyn swag (polished grittiness); some angularity some roundness, I have been using STOOOPS on documents so we can keep with the all caps except the 'oo' design. I imagine some design or graphic over the 'oo' to fill the space.

— Kendra Ross/ STOOOPS founder

# **Color pallet & Typography**



**Process cyan, magenta, and yellow were selected primarily for their ease of reproduction. Additionally, the usage of bold shapes and the multiply transparency effect to produce a silk screen look evokes the street art of 1980's NYC without cliché, wannabe graffiti.**

Rockwell Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890&.,?!:;”

Rockwell Bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**

**abcdefghijklmnopqrstuvwxyz**

**1234567890&.,?!:;”**

Univers 55 Roman

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890&.,?!:;”

Univers 85 Extra Black

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**

**abcdefghijklmnopqrstuvwxyz**

**1234567890&.,?!:;”**

# Applied design



**Step Up.  
Step Out.**

**Sunday  
June 23, 2013  
2:00pm - 6:00pm**

**Our sponsors**

**@ The Freebrook Mansion (375 Styvesant Ave.)  
& BedStuy StooPS**

STooPSBedStuy.org • Facebook: STooPSBedStuy • Twitter: @STooPSBedStuy








# **STooPS visual identity overview.**

