

Social Anxiety Collective

Branding and Style Guide







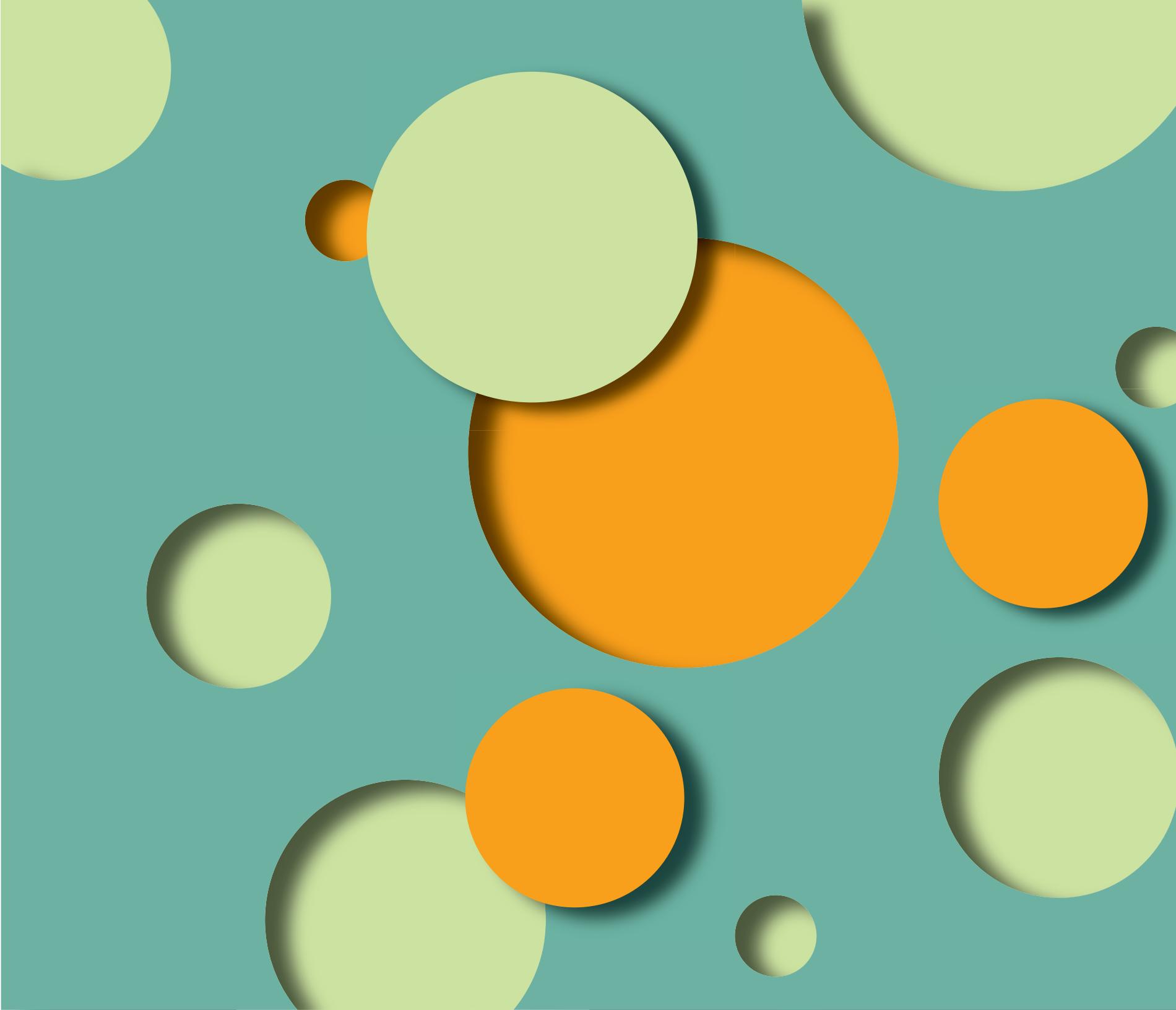
BRAND



STYLE GUIDE



TOUCH POINTS



BRAND



Help end the stigma.

Mission

Creating awareness that helps lessen the feelings of social anxiety by thoroughly educating those who do not suffer. **Help end the stigma.**

The Brand

It is important to understand the feelings of anxiety because it has different stages that can affect people mentally and physically. Anxiety is defined as “a feeling of worry, nervousness, or unease, typically about about an imminent event or something with an uncertain outcome.”

Feelings of Anxiety

Social Anxiety Collective is here to bring awareness and educate people about social anxiety. We have two voices, one speaks about the feeling of anxiety and the other addresses a way to comfort and help. We need this project to create a more comfortable environment which would have healthier outcomes.



STYLE GUIDE

Logo message

The purpose of the logo is to reflect the distortion and misconceptions of the feelings of social anxiety. While the letters are warped they are wrapped within a perfect circle representing unity, wholeness and community.



Color variant



◆ Gill sans is being used which is a lineal humanist font. I chose this font because it relates to social anxiety from the perspective of the perspective of the person who does have it. Anxiety is a bold feeling that greatly reflects physical appearance as well as mental. The modifications are cuts that resemble the physical appearance. The font was also picked for the even spacing because it is hard to identify someone with social anxiety because they appear normal before near interaction.

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CO L O R

Rested Green

Calm Blue

Depressed Gray

Caution Orange

Panic Red

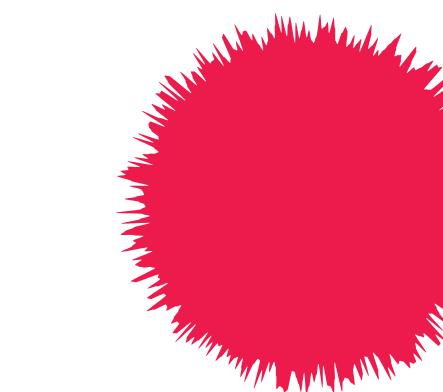
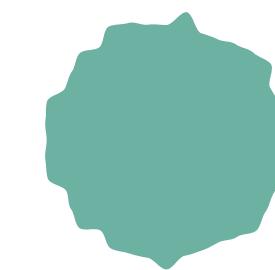
Sociable

Approachable

Nervous

Anxious

These graphic forms are made to express the feelings of social anxiety. It ranges from when a person is not calm to full anxiety attack. The brand has many different voices and uses specific colors and forms to express the tone of a situation.



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dissatisfied ss

confuse able

crushed discouraged

suffering weak

down devastating

unhappy Tired

weak gaunt inferior

tormented **traumatic**

dissatis pessimistic less

glum fied miserable

depression alone heartbroken

suffering down sad

pessimistic heartbroken inadequate

tormented negative

negative pressin

negative able

negative

Imagery

Images for the social anxiety collective needs to have text and the use of black or grays. The words must relate to the calm or frantic side of anxiety. The words can either be projected or placed on to an image. The purpose is to evoke a personal connection between the viewer and the image.



TOUCH POINTS

Poster series

The first promotional work for this campaign was to design a series of bus shelter posters that express what a person with social anxiety might feel. There are three separate tones to these posters, where it is quiet, direct and loud to the viewer. This promotion is important because it needs to be in a public area where people experience social anxiety. This is the first step taken to bring awareness and educate.







