The Widen The Screen Design World

Widen The Screen is a distinct message that can be paired with an equally fresh visual language to help the idea to be spread across multiple platforms.

Logo

Widen The Screen

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Widen
The
Screen

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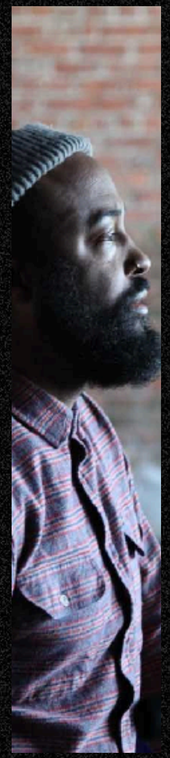
A minimal typographic approach that features a bold and expanded serif font. This type was chosen for it’s natural widening effect. The logo subtly communicates the idea while allowing for it to be paired with images and film in an elegant way and not have visuals be overpowered by it.

Imagery



Whether it’s stills taken from the film footage, or behind the scenes shots, the imagery should feel considered and crafted. In key moments we’ll also use imagery in our screen widening mechanic to show a narrow view expanding into a full more beautiful picture.

Color

The color for our campaign is inspired by the variety of skin tones from the African Diaspora.
This is an elegant homage to all different kinds of Blackness.

Typography

font-Coconat regular

a b c d e f g h i j k l m n o p q r s t u v w x y z

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

1 2 3 4 5 6 7 8 9 0 ! @ $ % ? & +

The typography should be consistent with the logo type as well.

Tone of Voice

Avoid terms like “normalize” or “normalcy” in all communications.
This is what we’re doing but we don’t want that to be our consumer facing language.

We’re showing the beauty of life that happens between the extremes we most commonly see in film and media

Language should be pointed but not “preaching” or “finger wagging.” We don’t want to tell people what to do. We want to confront them with truth and provoke an internal realization.

Language shouldn’t feel interrogating or shaming. It should feel like an invitation to broaden your own perspective and challenge your own views.