

NATIVITY BRANDING & DESIGN PROPOSAL 2023

MEETING OVERVIEW & NOTES

This year's Nativity story follows sheperds on their journey to witness the birth of Jesus Christ. The confirmed title is 'Hope Revealed'.

There were two primary visual aesthetics discussed: 1) a rustic, farm-like theme with muted wood, hay, and burlap colors and 2) a starry night sky over a landscape that uses deep blues.

We settled on the second of these styles that incorporated some sort of visual to represent the shepherds in the story.

BRANDING VISION & PURPOSE

When creating branded content related to entertainment, it's important to consider the styles and approach of other entertainment sources that our target market is exposed to. This research can help guide branding and design choices and enhance our ability to stand out and compete effectively.

The individuals in our market all share one thing in common - they live in a culture full of Hollywood movies, social media, YouTube, Netflix, Spotify, and endless other segments of the entertainment industry.

The entertainment industry finds its branding and marketing success in highly cinematic and stunning visuals that catch and hold the eyes.

Understanding this, we can use these elements of branding and design to be successful in standing out and gaining the interest of the community.

BRANDING GOALS

- Create a striking and visually cinematic image that competes against the entertainment industry
- Incorporate a visual cue representing the theme of shepherds.
- Use a night sky, stars, and maybe a little bit of landscape
- Design a new Nativity visual while remaining familiar and paying homage to previous Nativity experiences

COLOR PALETTE

This color palette is drawn directly from a night scene, inherently calling to mind and calm, peaceful sense of midnight with highlights of the bright stars.



Color palette adheres to the 60-30-10 rule of color theory in design; using dark and mid-tones accented by a bright highlight color.

TYPOGRAPHY

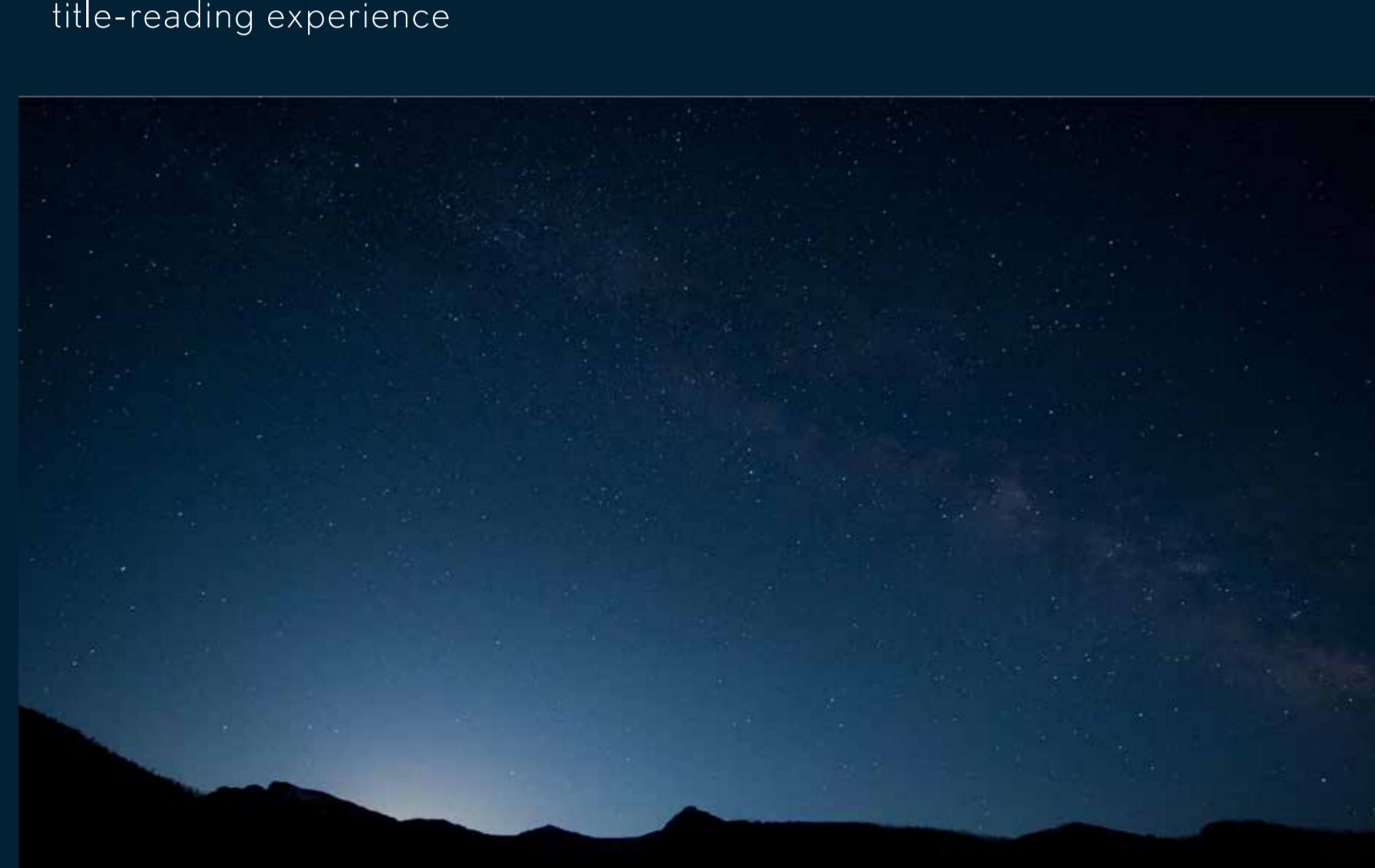
Orpheus Pro

Zapfino

- Orpheus Pro is rooted in two late 1920s designs by Walter Tiemann, who had an impressive talent for combining classic Roman proportions and Art Deco sensibilities. It has become a standard font in packaging and entertainment design.
- This font is reminiscent of the font used for the 2021 Nativity branding. By using this font, we maintain an element of design consistency and familiarity for those who've experienced Nativity branding in the past.
- Designed by typeface designer Hermann Zapf in 1998, Zapfino is based on an alphabet Zapf originally penned in 1944.
- This calligraphic font is highly elegant and combines the aesthetic of ancient quill writings and modern serif fonts.
- By introducing this font for the 2023 Nativity, we're able to highlight the new 'Revealed' name while complimenting the familiar 'Hope' text.

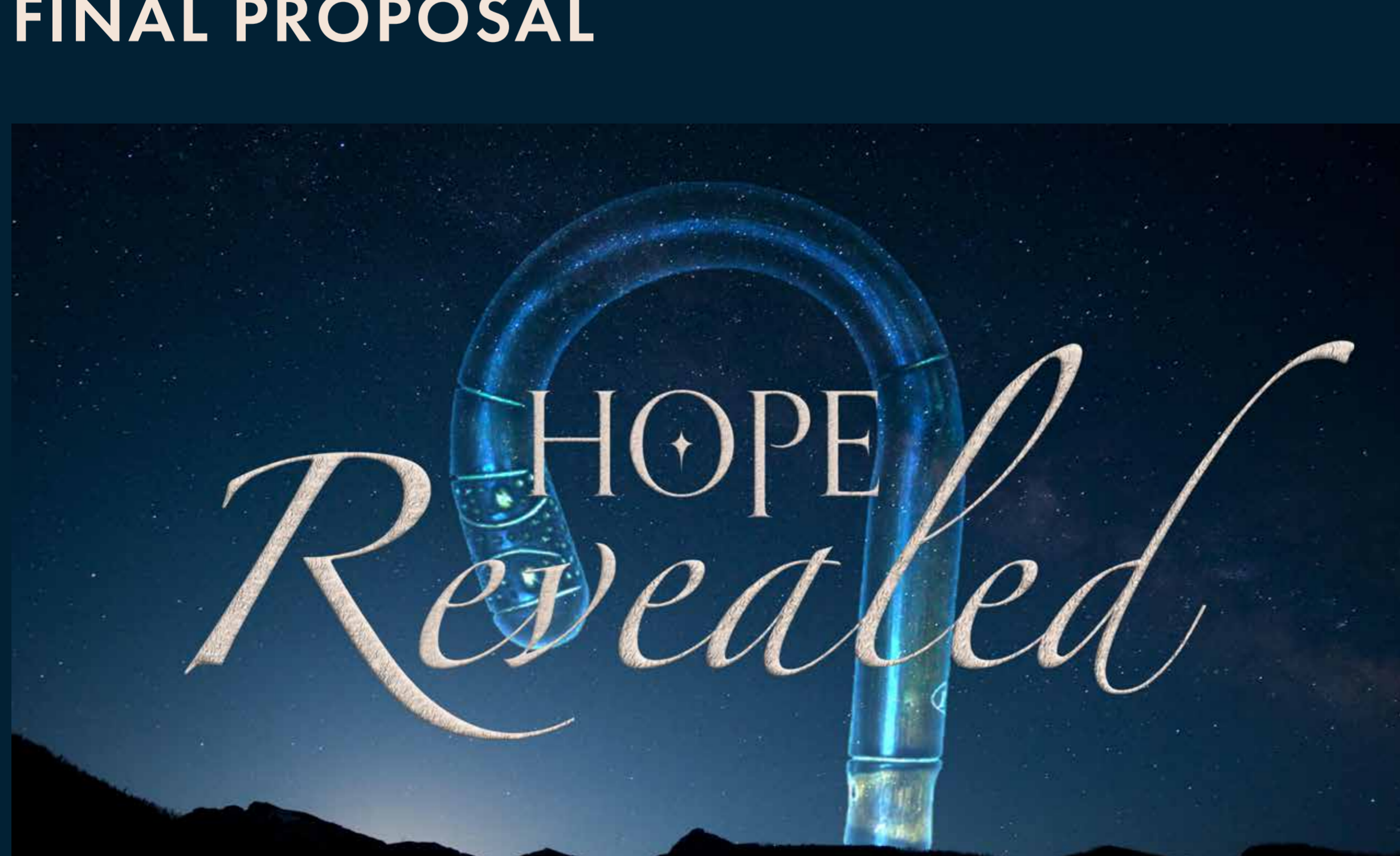
VISUALS

- A perfect image of a night sky with deep, dramatic blues and starry highlights
- Dense stars in the distance add beauty while preventing excessively bright distractions
- Extensive negative space provides plenty of room for a large title as the focal point
- A minimal, darkened landscape underlines the main portion of the image, framing where our title will go
- A hidden moon provides directive light up and across the image for a natural title-reading experience



- An ancient shepherd's staff represents the main characters in the 2023 Nativity story
- This single, recognizable tool instantly evokes the idea of shepherds without relying on a more complex image of literal shepherds and sheep
- The minimal nature of using a lone staff fuels the viewer's imagination and takes advantage of the power of 'show, don't tell'

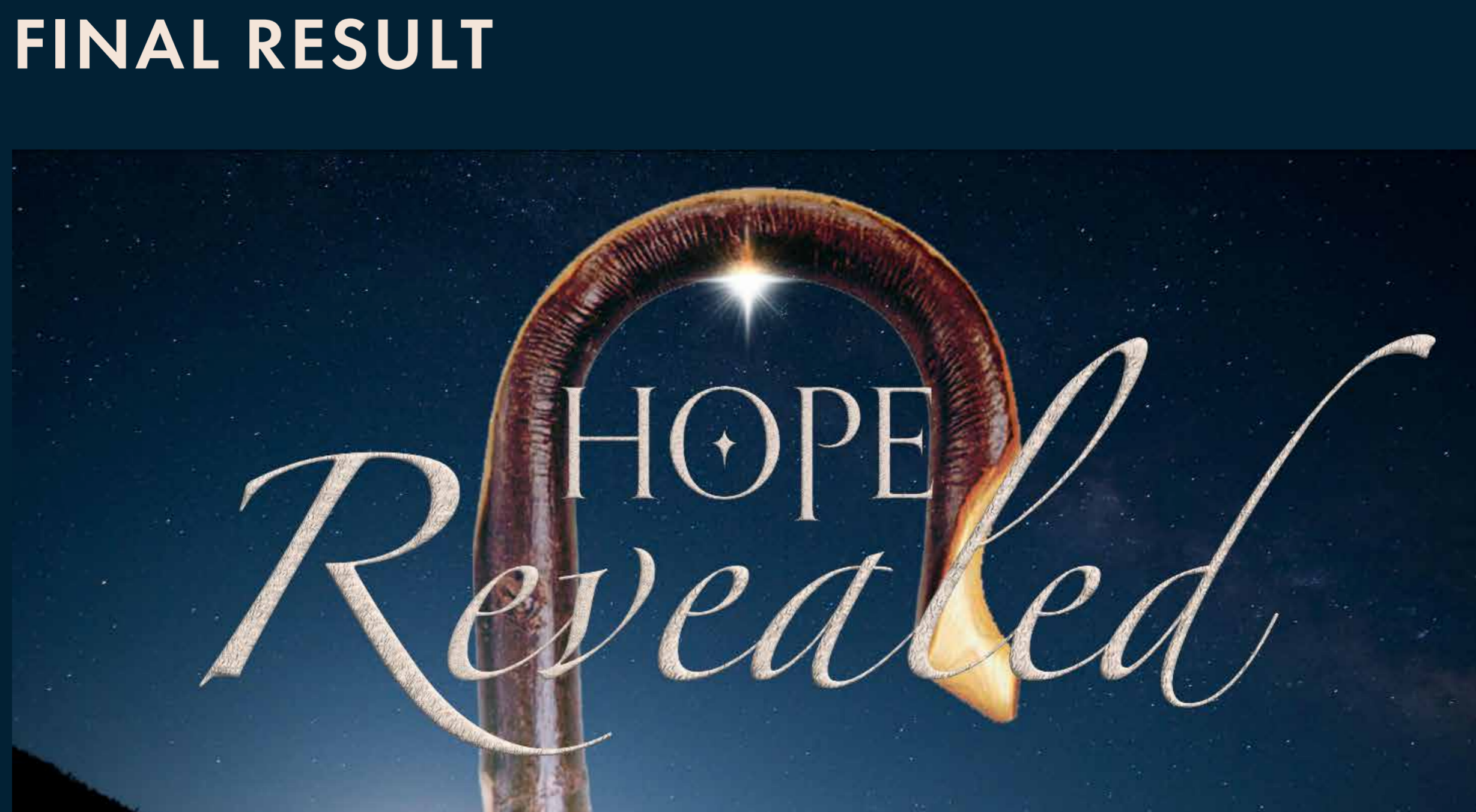
FINAL PROPOSAL



A striking image that:

- Effectively utilizes the elements of cinematic design and visual storytelling
- Incorporates a visual cue representing the theme of shepherds
- Uses a night sky, stars, and a landscape
- Provides a new Nativity visual while remaining familiar and paying homage to previous Nativity experiences

FINAL RESULT



After making the initial project proposal, it was identified that the first iteration of the staff appeared too 'alien' or 'sci-fi.'

By exchanging the staff, removing the previous style, and bringing out the chesnut browns of the natural wood, the final result is a more grounded, realistic image that introduces an attractive wood accent that complements the deep blues of the night scene.