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MINT Studio : Kendall Brandt/Janelys Camelo/Sarah Cantor/Ian Costello

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Index

Challenge

Pre-existing Tour Goal: To teach existing students, prospective students, faculty, and community members important and interesting facets of UF History (*we still want to continue this!*)

Pre-existing Tour Problems:
- The opportunity to take Carl's tour is not well known
- The tour can only be taken when Carl is available
- Can only take the tour in person, no opportunities for a remote audience

Challenge: Digitizing Carl's historic walking tour in an innovative way and make it's existence clear to the UF community and the greater Gator Nation.

Project Goal

Solution: A mobile app with interactive access points that incorporate augmented reality (AR)

> To create a digital archive that is more creative and accessible to everyone, including off campus students

> To store the information in Carl's head someplace more permanent

> Make UF History more fun and factual

Brand Strategy

> Showcase and integrate historic content in a clear, innovative, and fresh way

> Design an aesthetic that will last :

>> Strong, simple palette for simple organization

>> Room for color coding different categories of information

>> Very readable and simple to recreate across multiple platforms

What is C.A.R.L.?

C.A.R.L. is an immersive and interactive tour experience that guides users through the University of Florida campus. It was designed in collaboration with UF Libraries and MINT Design Studio.

C.A.R.L. stands for **C**ollections through **A**ugmented **R**eality **L**earning, and combines augmented reality technology with the university's rich history to create a tour experience like no other. The app can be used remotely or on campus, and follow along with the historian-approved digital tours.

3

C.A.R.L. Logo

Because the app stemmed from a historic campus tour, we centered the logo around a map marker icon. We combined it with a bold, sans serif C for C.A.R.L. The logo is easily reproducible and extremely flexible, and is clean, distinct, and timeless, like the app.

Alternate Logos

These logos feature the full C.A.R.L acronym, taking the typeface from the primary logo. They can be formatted to fit horizontal or square formats. These logos would be used on marketing materials for audiences that do not previously know of C.A.R.L., that way they can get to know the name of the experience.

CA
RL

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Peabody Purple
#502F88
RGB: 80, 48, 136
CMYK: 86, 99, 7, 1

Gator Gold
#F68B1F
RGB: 244, 138, 49
CMYK: 0, 56, 92, 0

Buckman Blue
 #0156A3
RGB: 1, 86, 163
CMYK: 97, 73, 3, 0

Reitz Red
#E93925
RGB: 233, 57, 37
CMYK: 2, 92, 99, 0

Turlington Teal
#1F897E
RGB: 31, 137, 126
CMYK: 82, 27, 55, 6

Ben-Hill Griffin Black
#1E1E1E
RGB: 30, 30, 30
CMYK: 72, 66, 65, 75

Color Palette

The color palette utilizes variations of the visible spectrum (ROYGBIV) and the official UF secondary color palette to create an identity flexible enough to include every category we envisioned while still feeling unified. The variety reflects the variety and vibrancy within UF's history. The names of the colors are also a tribute to UF's tradition and architecture. Because elements of the app are intended for use outdoors in Gainesville, it is designed on an off-black background to assist with visibility in bright sunlight.

Reitz Red
#E93925

Peabody Purple
#502F88

Buckman Blue
#0156A3

Turlington Teal
#1F897E

Gator Gold
#F68B1F

Gradient

The freeform gradient incorporates the entire color palette to allow for flexibility and is a visual asset that can be applied in various cases. It is showcased primarily in the loading screen to communicate to the users how C.A.R.L. has a variety of information yet comes together to create a unified whole.

Color Application

Pattern Textures

The pattern textures are used in the physical deliverables, like signage and the AR elements. They add dimension to the flat colored backgrounds, and unify all of the various collateral both on screen and in print, making it clear to students who may be seeing signage for the first time that it is a part of a larger branding system.

Original Print

Print Applied to C.A.R.L Palette

Annotation Marks

The circles and scribbles bring attention to the key takeaways in the body copy. They are to be used in instances where there is detailed or extensive body copy describing historic campus buildings and artifacts. Their intent is to bring a little more fun into the reading experience.

These marks are created with a textured brush to allow a break from the structure of the app.

Organizers

These shapes mimic the design of the GPS directional paths. We also utilize this look in the tour progress tracker map in the app. We use these shapes to organize layouts and guide readers eyes easily through information.

Typography

Header

Gentona Bold

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
_ ! @ # $ % & * ( ) + =

Accent

Steelfish

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
_ ! @ # $ % & * ( ) + =

Subheader

Gentona Medium

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
_ ! @ # $ % & * ( ) + =

Body

Calluna Sans

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
_ ! @ # $ % & * ( ) + =

Accent

Quadon

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
_ ! @ # $ % & * ( ) + =

Captions
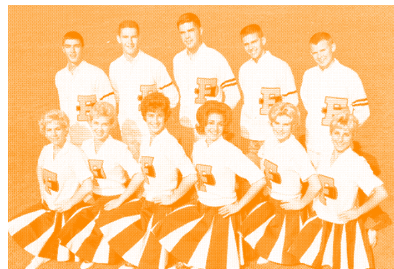
NovelMonoPro-Medium

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
_ ! @ # $ % & * ( ) + =

13

Image Treatments

Single Color Halftones

First, why halftones? For C.A.R.L. we are dealing with a large collection of images and documents. Half-toning images allows for a cohesive look and feel for a large collection of images that may be from various times, and that may be black and white or full color.

Single color halftones (pictured left), are utilized in C.A.R.L.'s categorization system. For example, half-toned images that are *Peabody Purple* are associated with the *Buildings + Spaces* category/tour.
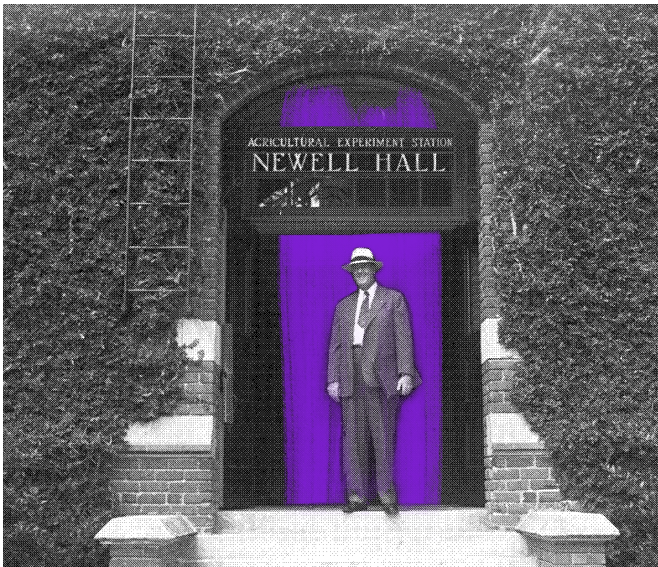
Halftones with Splashes of Color

These halftones are used in the tour section of the app, on the screens that provide more information about the building that the user scanned. The number of images is dependent on what the archivists see fit.

The splash's color is dependent on what category or tour the information is organized within. They are intentionally placed to add a pop of color and extra layer of depth to the screen.
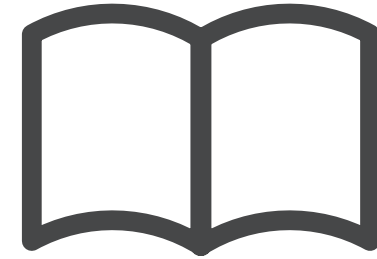
Menu Icons

The menu icons were designed with simplicity, unity, and recognizability in mind. Each features a slightly rounded edge and a 5px rounded cap stroke. Their outline aesthetic contrasts from the black, content filled aesthetic of the app, creating breathability.
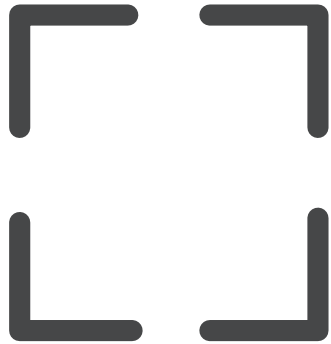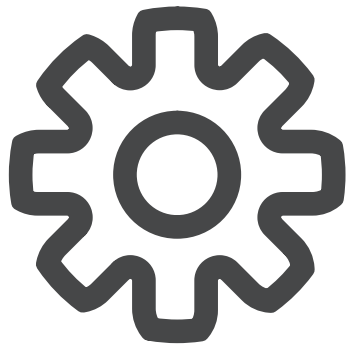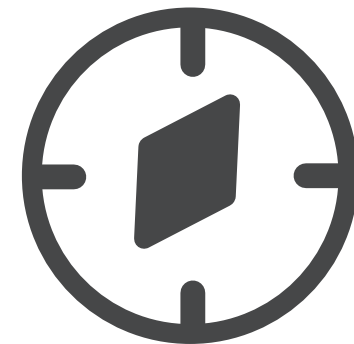
Scan

Linear Tours

Archives

Settings

Achievements

Map

Accomplishment Badges

Badges are used to symbolize the user's accomplishments within the app. These collectible incentives can be earned for completing tours, scanning check points, following along with app updates, etc. After obtaining a certain amount of accomplishment badges, users can pick up commemorative stickers from the front desk at Smathers Library on UF's Campus.
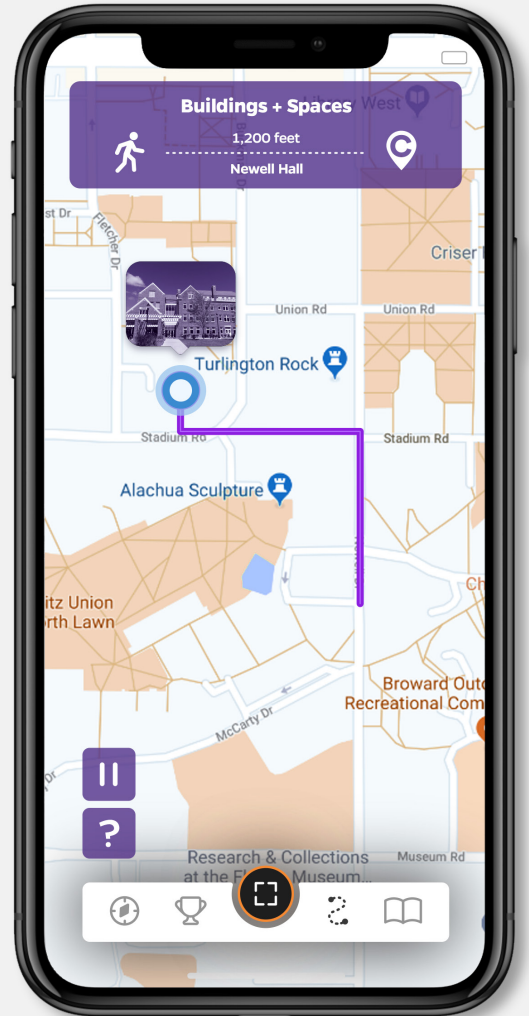
Blank badge templates for customizing any new updates and badges that become available for C.A.R.L. in the future!
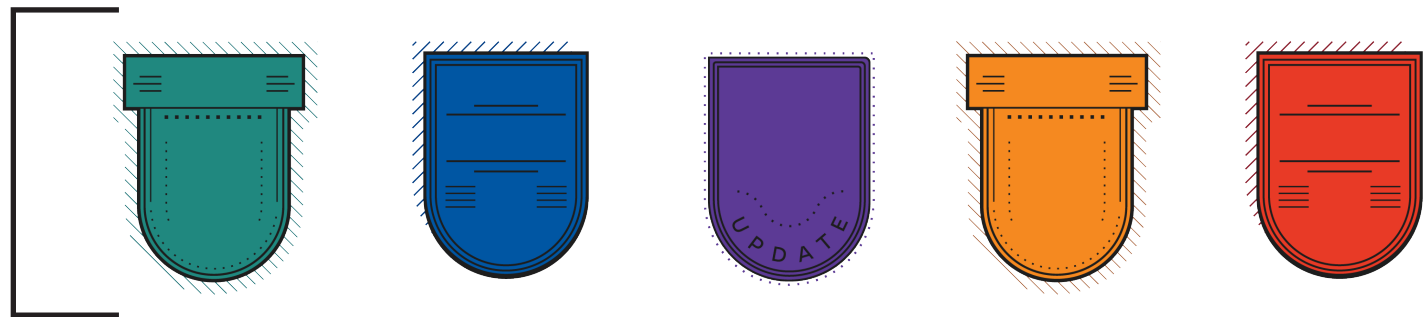
System @ Work
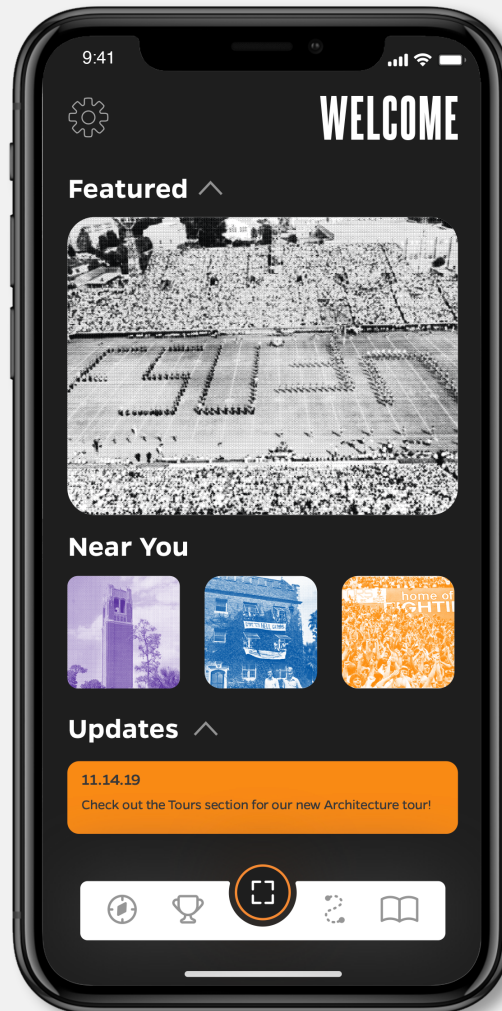
Environmental Signage

The signage is located in front of historic buildings and notable places on campus and functions as an access point between the user and the augmented reality function of the app. They educate passersby on the history of the building or place as well. The signage features scannable elements that open augmented reality timelines relative to the location of the building and/or artifact. The background color of the sign coordinates with the color of the category in the app the building or place falls into.

Newell Hall
BUILDINGS + SPACES

The Agricultural Experiment Station opened in what is now known as Newell Hall in 1910 with surrounding fields serving as a hands-on laboratory for students. After renovations in 1943, the building was renamed Newell Hall after noted entomologist, Director of the Station, and Provost for Agriculture Dr. Wilmon E. Newell. The building was again renovated in 2017 and reopened as a 24/7 study space for students.

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Research, conceptualization, wireframing and design by Kendall Brandt, Janelys Camelo, Sarah Cantor, and Ian Costello (UFGD '20) for Mint Design Studio. Facilitation, instruction, and art direction by Gaby Hernandez, UFGD Assistant Professor of Graphic Design. Fall 2019.

For new recommendations, edits, and the development/ production of this interactive project, please contact the designers above at:

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