

# EVIL AI 01

EVILAI EVENT BRANDING  
BY CAROLINE AUSTIN

YR 12 S2 GRAPHIC DESIGN

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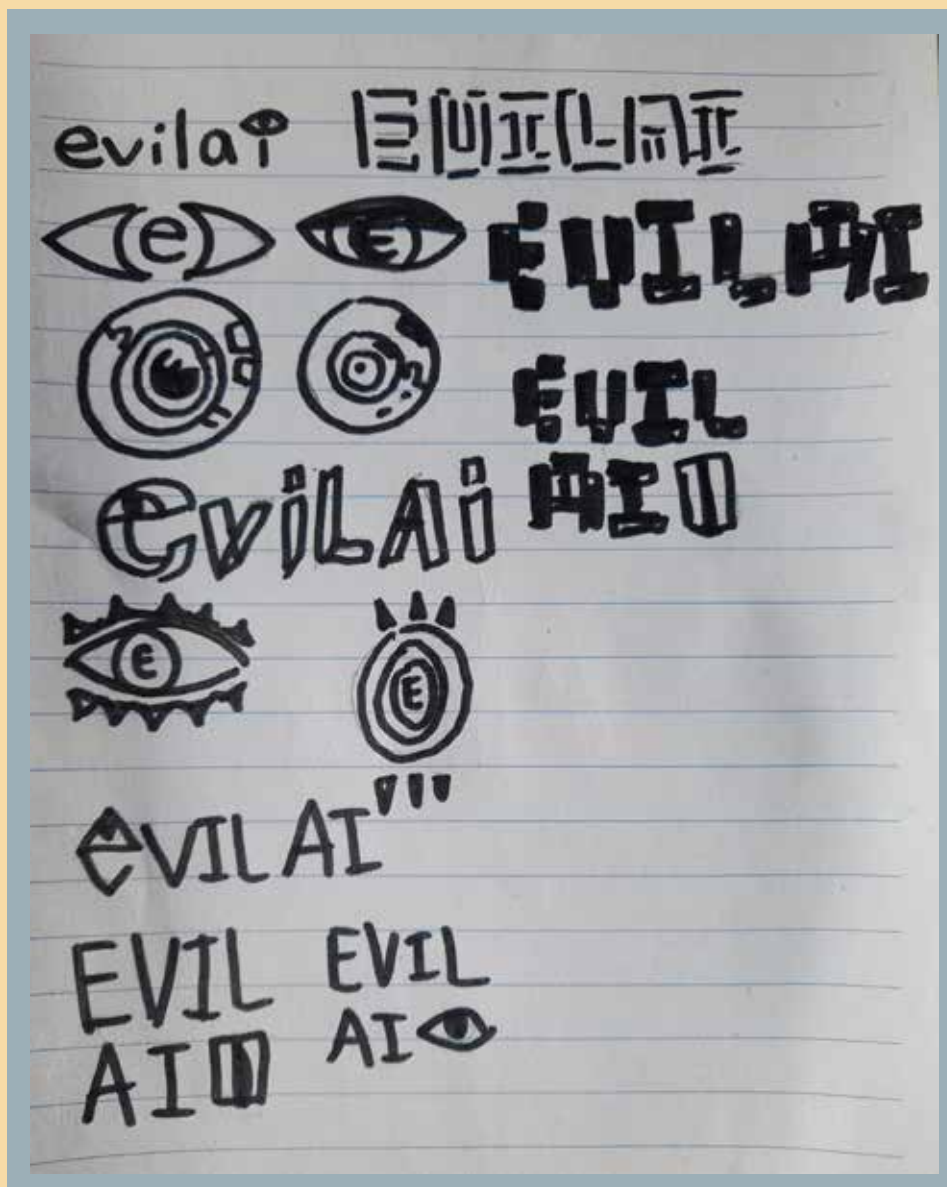
# LOGO CONCEPTS

Overall logo Design Philosophy and Key Criteria:

When creating the concepts for Evilai corp there were three aspects/elements that I wished to include into the logo design:

1. An element of technology, a visible link to nature of the technology company.
2. An element of an eye, acting as link to the hidden eye in the name and the dystopian elements of the company.
3. To be simple and monochrome compatible.

This is a general guideline used for making effective logos, by being simple and monochrome they can be printed in various colours and can be scaled easily, while still being recognizable and readable allowing for the logo to be printed across all different mediums. These three guidelines allow me to gauge if my logo design is effective.

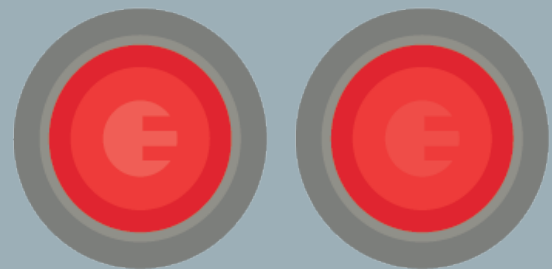


# LOGO DEVELOPMENT

## Design Option 1: Terminator Eye

This logo design was inspired by the terminator eye from the movie Terminator, specifically the glowing red robotic eye. I wanted to take inspiration from the movie as I see Evilai as the type of business to make this kind of dangerous and reckless technology like a time-travelling killer robot.

To make the logo I used a series of overlapping circles with increasingly darker reds and greys to create a glowing effect. I used rectangles and the shape tool, to remove sections from the smallest circle to create an 'e' shape.



Developed Logo



Design Concept Sketch

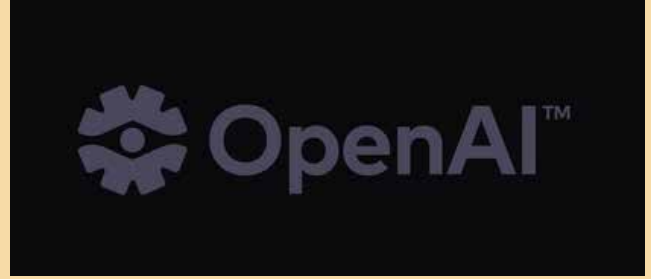


While creating the logo in adobe illustrator, I realised the design failed my third 'rule' - for the design to be monochrome and simple. In particular, I couldn't incorporate the smaller details included in the sketch such as divots and welding lines as this would be too detailed and fail to scale without being unrecognisable and cluttered. The logo design also incorporated a lot of colours (and wouldn't print nicely in black and white). Despite failing the third 'rule' it succeeds in concept in meeting the first two rules incorporating technology and an 'eye'. In my opinion, the concept of this design had potential, but in practice it was over-complicated and confusing and could really be simplified without losing the eye and technology elements, failing on all three guidelines.

## Design Option 2: E Eye

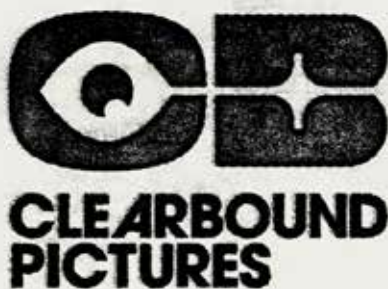
This logo concept used the eye shape, and the letter eye as the pupil, for this concept I was inspired by some logos I found on dribbble, a design sharing website (Dribbble 2023).

To make the logo, I created an eye silhouette using the pen tool and used a circle with a stroke, then with the shape tool I cut out the circle creating the sides of the eye. I then found a font where the e is closest to a circle shape, adjusted the size and expanded it into a vector.



Design Concept Sketch

This design follows rules two and three, it incorporates the eye visual, is monochrome and simple, allowing for easy use across different mediums. However, it isn't so good for rule one, with no visible link to technology. I tried fixing this with blocky eyelashes resembling cogs, but this looks visually cluttered and still no clear link between the company and technology. Without the link to technology, the viewer has no initial idea of what the company sells, and could easily assume it's a optometrist or glasses company, this creates confusion and makes the logo ineffective.



Developed Logo



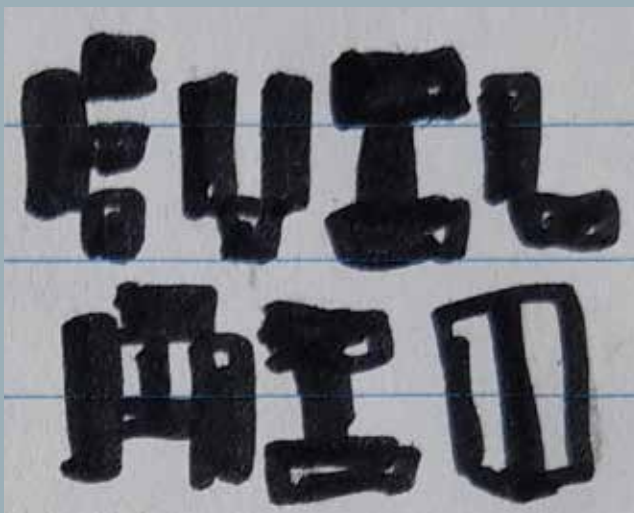
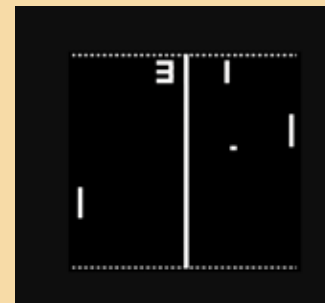
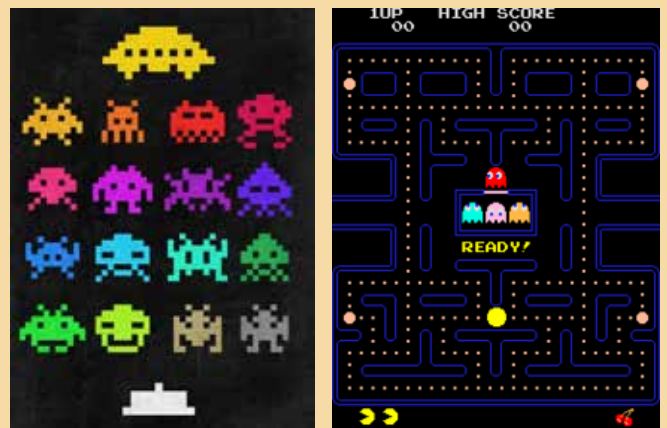
### Design Option 3: Blocky/Pixel Design

This design concept uses a pixel font and an 'eye' in the a and was inspired by 1980's video game graphics like the ones seen in Pong, Pac-Man and Space Invaders.

To make this logo I made squares and duplicated and aligned them to form letters, I made sure to remove squares when I could, specifically the e,v,l are missing corners, this emphasises the pixel effect I was going for. I repeated the process of duplication and centering/distributing spacing until I had done all the letters and then added a square in the a. The text remained legible despite having an extra element and heavily stylized.

EVILAI  
EVIL  
AI

Developed Logo



Design Concept Sketch

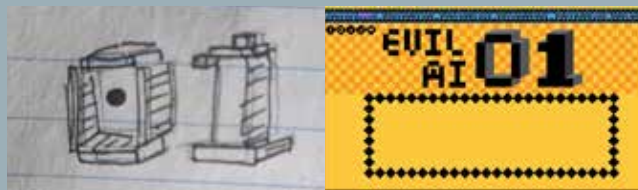
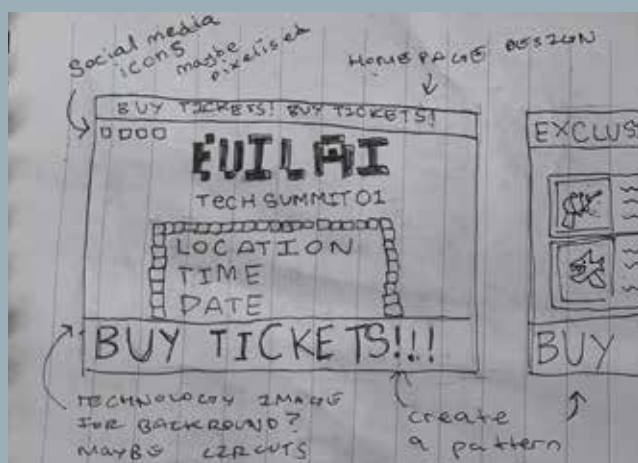


This logo succeeded at my three requirements, aspects of technology (1980s 8 bit style), a hidden eye seen in the 'a' and is monochrome and simple, allowing for printing and scaling across different mediums. In my opinion, this design best addresses all three criteria and, hence, was selected for the Evilai project. The design has two variations available, a one line and two line option. This design is highly effective, allowing for variation and better fitting designs depending on the use case.

# WEBSITE DEVELOPMENT

For the website I wanted to create an enticing design, with 8 bit/pixelated retro elements. Using bright and interesting colours with a maxmist style with limited empty space. The design should be not only aesthetically pleasing but work effectively as a website.

I created a number of colour pallets using Colors, a palette generator (Bianchi 2018). I knew I wanted to use black for my text and the most prominent parts of the design such as focal points. As seen in the palettes below, I wanted something really colourful similar to the 1980s games I took inspiration from. I created a banner using the 'A' character and Depixel a pixel font, that closest resembled the pixel typeface used in 1980s games.



As seen in my first start, I used the secondary logo prominently, featuring a 01 graphic (also pixelated). I wanted to feature that this was the first time the event had been showing, so decided to have it just as prominent as the logo. Subsequently I found images of social media icons and drew over them, using the same squares, creating a pixelated version. I made the chequered pattern by using the pattern tool in illustrator. Once all the elements were put together, I felt that the initial design was over cluttered, and not at all visually pleasing. Still liking and wanting to keep the elements and a colourful pixelated website, I muted the colours. By muting the colours, the design appeared less loud, and visually crowded. This choice allowed for the design to show off, and still use the large pixel elements.

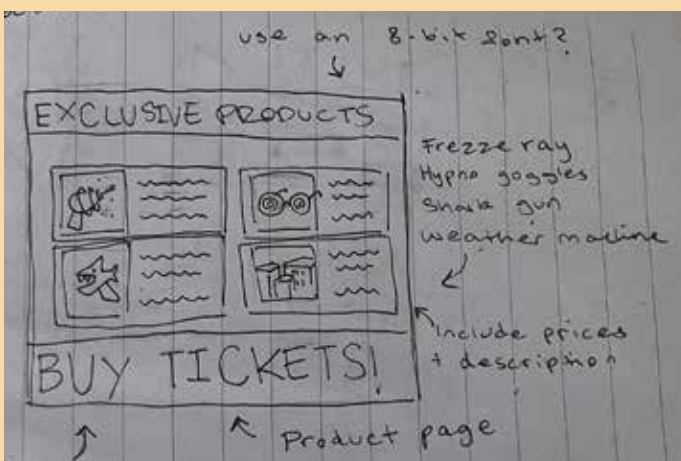
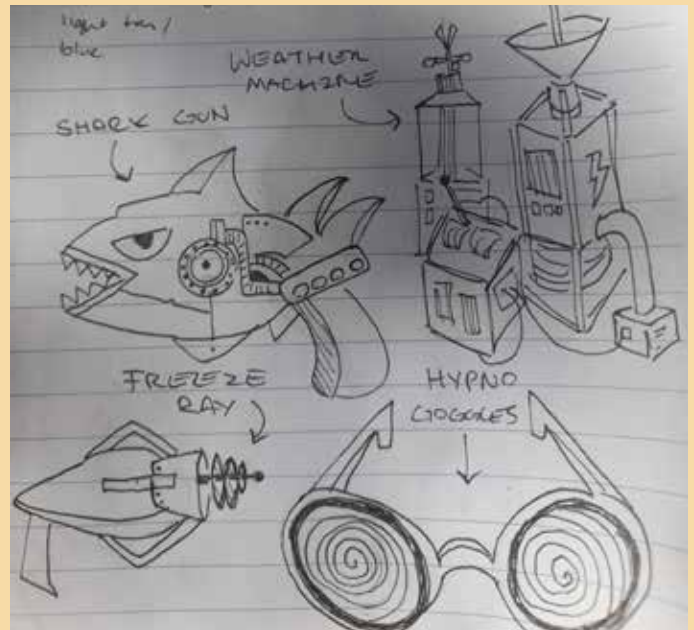
Using a technology wormhole image that I altered in photoshop, I created a background replacing the initial chequered pattern. I created the circle element, it was made using squares and the radial tool intentionally mirrors the eye in the A, a key foundation of the brand.



After these changes, I was happy with the new colour scheme and I started on the second page - the exclusive products page. I used the checked pattern as a title banner, after this I started on the individual products, for each product I found an image I liked and drew out a design, which I then followed in illustrator.

After completing the elements, I placed and added text, instead of the boxes seen in my sketch I thought the use of the star shape (seen in comics and in old TV advertisements) would fit the retro style, as well as be more visually exciting. Finally I added text, including sales and TV ad language to fit the sketchy business, and smaller elements near the text for an extra detail, snowflakes for the freeze ray, clouds for the weather machine ect. This extra detail helped fill up the space as well as draw attention to each individual product.

By making changes to the original choice in colour palate I was still able to embrace the maximalist and exciting website, this choice allowed for a balance between elements. The website design is not only visually appealing but displays all the information needed for audiences making it a successful design.





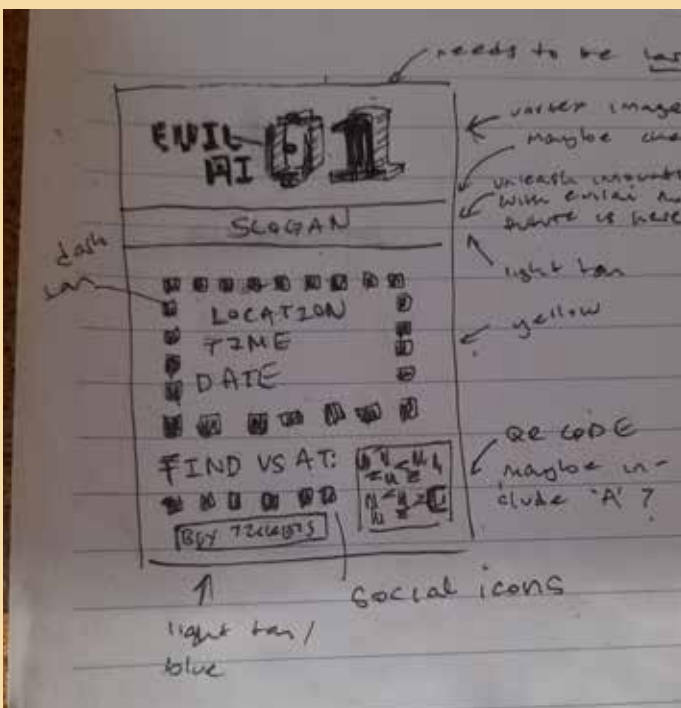


# POSTER DEVELOPMENT

After creating the website, I continued the same overall design across to a poster format. I largely reused the key design elements as well as typography choice, colours and images. It was just the matter of fitting the elements together in a different way - and in particular, adjusting the design for a poster rather than website format. A poster design is different from a website design. A poster needs to work at both long range and close up. Posters need to draw attention from a distance and have more information available at a closer range. In addition, a poster needs to include all information, unlike a website where there are multiple pages, buttons and a scroll function. Understanding the difference in medium and its limitations, is crucial to having an effective design.

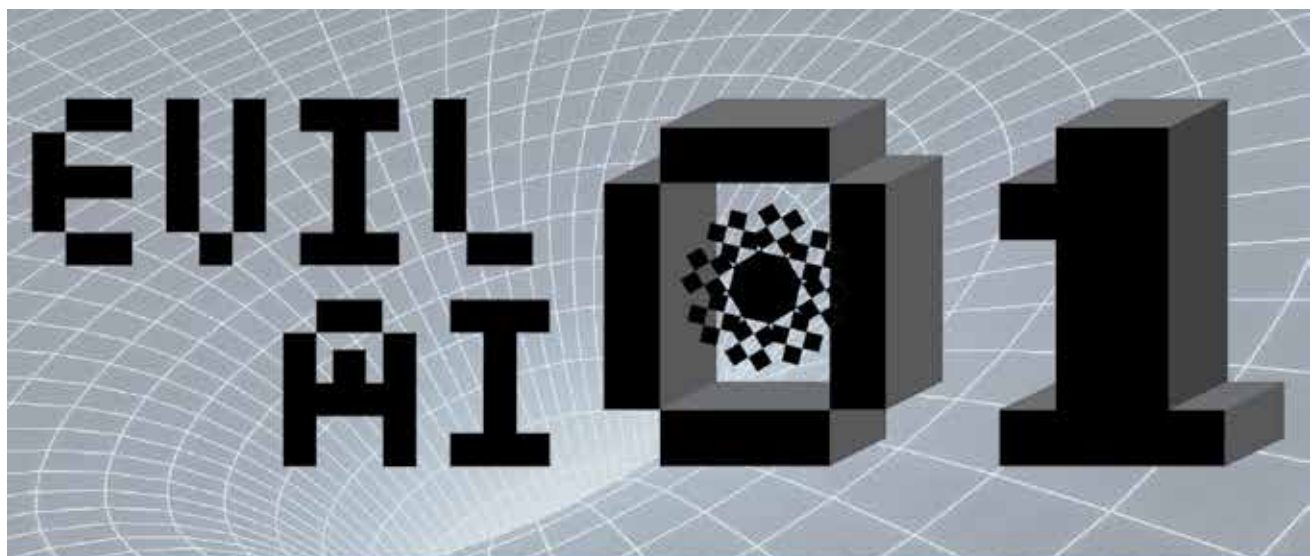
The vortex image is used behind the graphic as an interesting background, I scaled the logo and the 01 graphic larger for passersby in hope of gathering attention and remaining legible from a long distance. I then placed the slogan over the cheque pattern lowering the opacity of the graphic for legibility. I added the box with location, date and time changing the size and shape to fit the a4 size. Adapting the text to better fit the format, I used a mix of Depixel regular and Depixel Breit in hopes of standing out to the audience and splitting up the information becoming more digestible. Subsequently the social media icons and a small tickets available banner were added to the design. Because of the innovative nature of the business I used an qr code instead of url, this fits the company's outlook and slogan. I used a character in the centre, intriguing the audience and being more interesting than a regular qr code.

By considering the difference in mediums and size and making adjustments when necessary, the difference in medium does not affect the aesthetics of the design or the effectiveness of the design. The design utilises balance, patterns and repetition to create a successful design for Evilai.





# FINAL POSTER DESIGN



UNLEASH INNOVATION WITH EVILAI  
THE FUTURE IS HERE

19/05/23 @  
13:30 - 19:30 AEST

NATIONAL PORTRAIT GALLERY  
KING EDWARD TERRACE,  
PARKES ACT 2600

FIND US AT:



TICKETS  
AVAILIBLE NOW



# TICKET, BAG & STICKERS DEVELOPMENT

## TICKET:

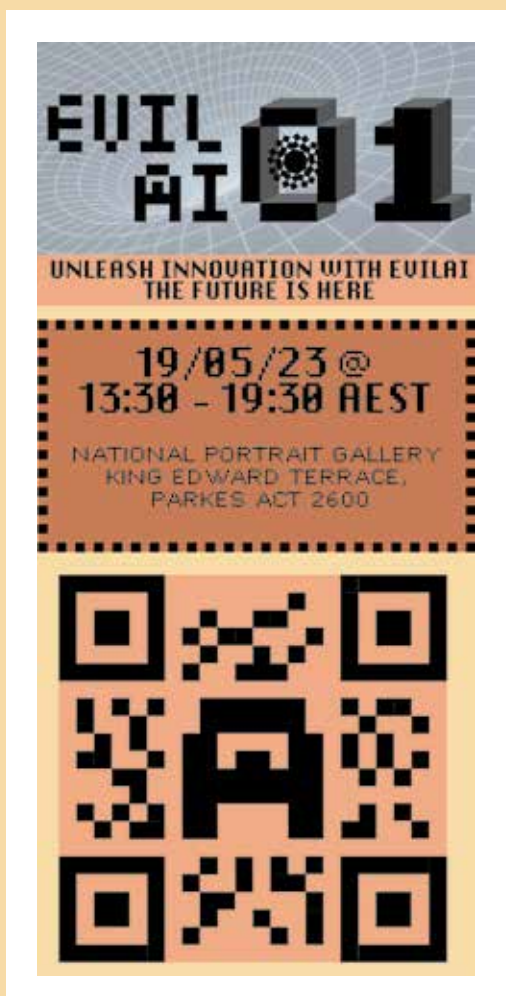
The ticket is very similar visually to the poster design. I changed the size of certain elements to suit the ticket medium (larger qr code, smaller logo, location info and slogan). Because of the nature of Evilai a company is seen as producing the most innovative technology. It doesn't fit the brand style to use printed tickets and would expect consumers to show their ticket on the phone, as seen in the mockup. I used the same premade psd mockup as the bag and just placed my design onto a smart layer (Andrew 2018).

## BAG:

For the bag I wanted something simple and used the 'a' character, the character is cute as well as interesting. The bag aims to pique interest in the viewer's as well as trigger an urge to find out more about Evilai. With the event's success, this 'A' character could be extremely effective and recognisable on its own, like the Apple apple. To make the design I used a pre-built mockup and pasted my 'A' character onto a smart layer to create the effect of being printed on fabric (Andrew 2018).

## STICKERS:

For the stickers I wanted to feature the elements used on my other designs, I used the featured inventions over the star shape with a white stroke giving the sticker-look. For the character stickers, I altered the eye placement, almost creating different expressions for the character. I thought this would be a fun design to see on computers and phones. I used the blue wormhole image as a background with a white stroke.



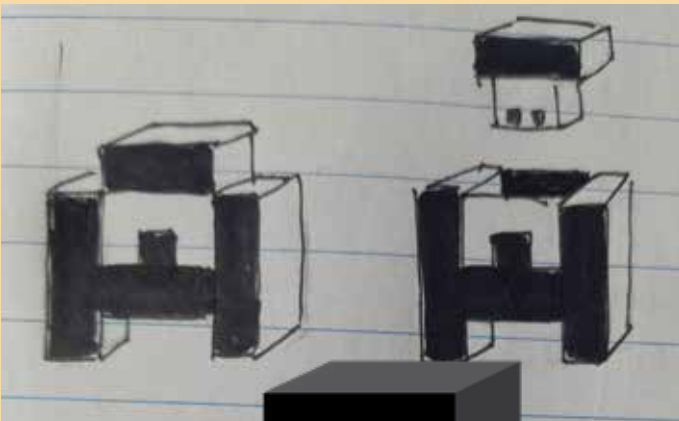


# USB DEVELOPMENT & DESIGN

My chosen product for the event was a usb, specifically a novelty usb with a unique shape. Because of this I made sure to consider this in the creation of my logo, needing something that would work as a unique usb, such as the 'A' character. Perfect for a branded usb that isn't just a logo printed on a blank usb. I considered the best way to design the usb, how it would work and function. I decided on the head of the character being the usb, with the eye acting as a cap or cover for the usb. This worked perfectly as the usb was almost hidden in the character, blending into the design.

To create a mockup I used my logo, and created a 3d effect by adding slanted rectangles in lighter shades of grey. Afterwards I moved the head up and added the usb using the shape tool, creating that same 3d effect with slanted rectangles. I added the shadow by using a light grey low opacity oval with the blur effect in illustrator.

This USB offers a unique design that people will continue to use and hold on to, creating a close relationship with the target audience and the brand.



# PRODUCTION SKILLS AND PROCESSES

Poster: The company is seen as the peak of innovation in the tech industry. Because of this, using the print medium doesn't fit the brand. Instead the posters will be shown digitally on electronic billboards (like the billboards built into payphones in Sydney and Melbourne) Due to lack of information I was unable to estimate the cost for advertising on these billboards. Evilai will also be using Facebook and Google advertising. This would cost around \$60,000 for three months of google and facebook advertising leading up to the event (Maake 2023) (Webapex 2023).

Stickers - The stickers will need a mix of custom die-cut printing and standard oval shape printing. With the company aiming to give the 5000 participants 2 stickers each 10,000 stickers would need to be printed. This would cost around \$4,000 from Print-Yo an Australian printing business (Print-Yo 2023).

Bag- The bags will be offered as a limited edition item only available at this event with only 1,000 available. These will cost \$17,990 total from Print-Yo at \$17.99 each and will be sold for \$35 individually at a 51% markup with \$17 in profit per item (Print-Yo 2023).

Ticket- The ticket will be given through email, after purchasing from the website and, hence, will have no printing cost.

Website - The website will cost \$10,000 as the business will hire a professional web developer, as well as a high quality domain name (Webalive 2021).

USB - Limited edition Evilai USBs will be given to the first 2,500 ticket buyers. The USB's will cost \$6.13 from Promotions Only, this will cost a total of \$15325 (Promotions Only 2023).

# EVALUATION

There are five criteria I considered when evaluating my rebrand design;

1. Does the design fulfil its purpose?
2. Is the message easy to understand?
3. Is it aesthetically pleasing?
4. Is the style appropriate for your audience?
5. Is the design original?

By succeeding at all 5 criteria you can confidently know that the design is successful.

Does the design fulfil its purpose?

Looking at my brief from the first part of this assignment, the main objective of the rebrand is to advertise, promote and inform the target audience. The design should represent the identity of the brand which is innovation and high quality. The brand should use interesting colours and visually exciting elements.

My rebrand succeeds at this: it displays the information necessary such as the location, time and date (seen in the website, poster and tickets) informing the target audience as well as advertising and promoting the event to those unaware. The brand's colours are exciting and colourful while not overwhelming the audience and taking away from the elements. The elements, such as the banners, product illustrations and backgrounds allow for a unique and

captivating look displaying the innovative and exceptional brand that is Evilai seen across the entire rebrand. My rebrand archives this criteria, fulfilling and following the brief.

Is the message easy to understand?

This criteria is asking if my design is not only legible but makes sense, is it obvious to the audience that my Evilai is hosting a technology event? My rebrand successfully does this, by balancing the nature of the font Depixel, a display font, by using it for only small amounts of text, not big paragraphs it remains legible across all designs. I found a balance between having a unique and exciting display font while remaining legible. This balance is crucial for a successful design, I adjusted the typeface to each design of the rebrand allowing for best legibility. The ticket and poster uses Depixel regular and Depixel Breit, while the website uses just Depixel regular. As well as a legible typeface I used technology elements such as blue wormhole image, and the company's slogan to best avoid all confusion to what the business/event is, while still retaining intrigue for the upcoming event. By balancing the font and its legibility while reinforcing the technology and innovative nature of the brand, I successfully displayed an understandable message to the target audience.

Is it aesthetically pleasing?

While visual aesthetics are quite subjective, I believe my design is visually appealing. By balancing colour and elements, I was able to create a colourful yet stable design, featuring unique illustrations done in illustrator. Using patterns and images the website, posters and tickets showcase information in a unique and interesting way. The use of typeface reinforces Evilai's brand identity and successfully pairs with my logo. The 'A' character allows for promotional opportunities while becoming the staple of the brand. By balancing a simple logo, with complicated illustrations and elements the designs not only are unique but stand out from the competition and become memorable for its unique and beautiful style.

Is the style appropriate for your audience?

Looking at the brief for the rebrand the target market is described as all genders aged between 20-45 years with high disposable income and willingness to pay more for higher quality. The target market cares about innovative products, they want the "new thing". I kept this in mind when creating the design, people in the older range of the age bracket will recognise the 1980's video game inspiration, and the young people in the range will appreciate the stylised illustrations and the pixelated style and font. Both distinct age ranges will appreciate the unique design characteristics seen in the branding, from the logo with its 8 bit A character to the functionality of the qr codes and website. The branding shows and emphasises the innovative nature of Evilai, appealing to this target market values, and the distinct and

creative branding communicates the brands high quality. By recognising both unique age groups and their different experiences I created a rebrand that would be recognisable to the older group and exciting, stylised towards the younger group, creating a rebrand that is perfect for all of Evilai's target market.

Is the design original?

Yes, despite finding brands and logos for inspiration, I have yet to find anything that resembles my logo design, and branding. I took inspiration from the Groovin the moo website, but there is little resemblance apart from the homepage information placement, the elements, imagery and colour palette are wildly different (GTM 2019). My design is extremely creative, using unusual elements, fonts and colours to create an exciting and visually pleasing rebrand for Evilai.

My branding for Evilai succeeds at all five criteria, it follows the brief, is understood easily, is aesthetically pleasing, is suited for the target market and is creative and unique. So I can confidently conclude that my rebrand design is successful and effective.



# CLIENT CONNECTION

**Mike Jackson** <mike@inklab.com.au> to me Thu, 30 Mar, 21:42

Hi Caroline

Thanks for the updated calendar and the clarification of the brief. Your moodboard looks very interesting, with a lot of very contemporary and progressive design collected. I wonder if you could list to me one or two tech companies that have a brand look and feel in the same contemporary style?

Otherwise, great, keep going!

**Caroline AUSTIN** <0305293@schoolnet.act.edu.au> to Mike Tue, 9 May, 09:17

Hi Mike

Sorry for the late reply.

My best friend has recently been diagnosed with cancer so graphic design hasn't been my number one priority. But after acknowledging that doing nothing isn't going to help anyone I'm back at school and working on my assignments. Here are some events that I found interesting design wise:

<https://www.2021.telusce.be/>

<https://2023.slypact.org/>

<https://www.gym.net.au/>

I have created a logo and would love to hear your thoughts. I have started on the website design, but find it crowded and noisy and will most likely scrap/ change it.

Thanks,

Caroline

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3 Attachments - Scanned by Gmail



**Caroline AUSTIN** <0305293@schoolnet.act.edu.au> to Mike Fri, 12 May, 15:38 (13 days ago)

Hi Mike!

Since my last email I have updated my website's design and colour scheme as well as creating a second page. With the more muted colours the design looks less loud, while still retaining the retro feel. What are your thoughts?

Thanks,

Caroline

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2 Attachments - Scanned by Gmail



**Mike Jackson** to me Mon, 15 May, 12:12 (10 days ago)

Hello Caroline

Great to see this progress, thanks for sharing it!

I think the logo is great and I can see an idea or two happening within such as the 'eye' in the A and also reflected in the O graphic which has the floating orb inside. It communicates artificial intelligence very well, and in a not very comfortable way. I mean we are meant to worry.

The website is also well developed. You could move the logo off the centre of the picture to one side and allow it to be smaller, this way the content has the stage (which is your vortex image). That way you get more out of the website design rather than having the logo at the time.

The illustrations are really good too! What software are you using to create these website layouts?

RE: colour, I like what you have but also think the bright yellow was interesting. When you bring grey into a colour scheme it really helps balance out your design, so you don't have bright colours fighting each other everywhere, which is tiresome. So grey is a great choice to allow quiet moments happen in your layout and creates neutral spaces.

Well done!

Best, Mike

**Caroline AUSTIN** <0305293@schoolnet.act.edu.au> to Mike Fri, 11 May, 11:37 (6 days ago)

Hi Mike

Thanks for the feedback, I really appreciate it and am glad you like the design!

I have shrunk the logo slightly on the website. For the illustration I find an image online, and sketch a variation on paper (blocking out the main shapes) then I use Adobe Illustrator to turn it into a vector graphic. All of my designs have been done in Illustrator. I have also finished the designs for the various elements needed for the event: stickers, posters, tickets, bag and usb. If you wish to take a look I have attached them below.

Caroline

[website-evil-02.jpg](#)

[website-evil-03.jpg](#)

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7 Attachments - Scanned by Gmail



# CLIENT CONNECTION

M

Mike Jackson

to me

Fri, 19 May 11:48 14 days ago

Hi Caroline

The scheme is looking really excellent! I think you're showing a lot of natural talent by both combining a well considered communication concept – being your AI logo and the voice image, your choice of typography is still quite pictorial, it is still very relevant, together with a really well worked out illustration methodology around how you are creating your visuals. It's all very convincing and you are already showing signs of a professional level of application as a graphic designer.

Excellent work! Keep me posted on any further updates.

Best  
Mike

*inklab*

The feedback I received from Mike Jackson was positive and supportive, I made adjustments to my website design to have the logo less prominent which he suggested in email 4. By changing the size of the logo and 01 graphic the wormhole image became more prominent to the viewer.

# DISPLAY POSTER

# EUILAI

BRANDING GUIDE

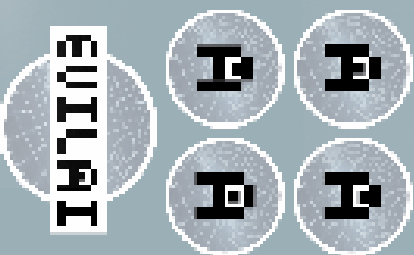
WEBSITE HOMEPAGE



WEBSITE PRODUCTS PAGE



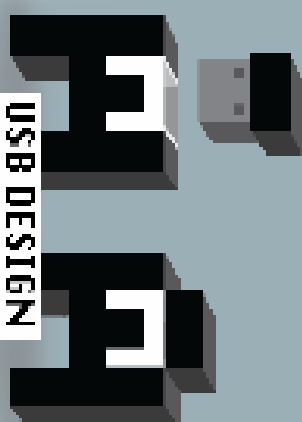
MORE STICKERS



STICKERS



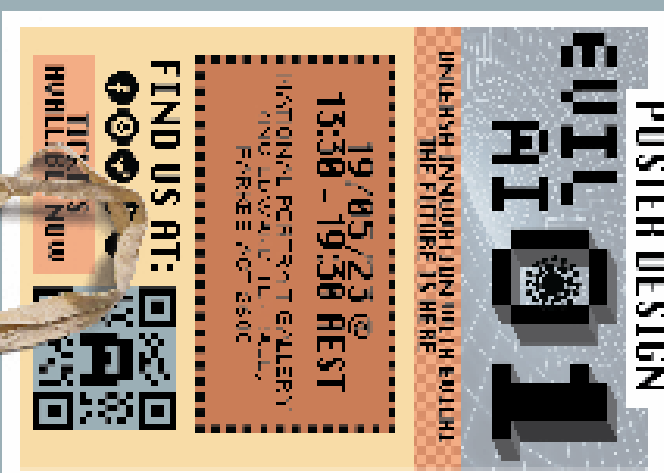
USB DESIGN



TICKET DESIGN



POSTER DESIGN



TOTE BAG DESIGN



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