

Visual Language of Tirgan 2011

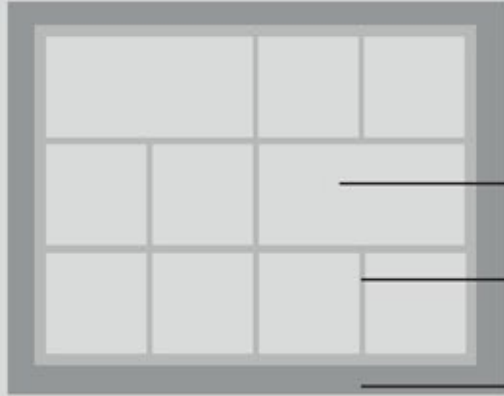
Elements



- Tiled Grid
- Patterns
- Color

The idea is to mimic a nomadic rug and use a tiled grid layout, lots of rich patterns, and colors, to communicate vibrance, energy, and diversity.

Overall Layout



The basic layout of our visual assets starts with the square grid layout.

The grid
(can combine squares to make larger ones)

Grid background
(usually black or a dark shade to bring out the colors used in the grid)

The Border
A thick border surrounds the entire grid, reinforcing the 'rug' concept.

Building Blocks

The design affords a lot of flexibility to the blocks that make up the grid. Like a quilt woven by different people, they are meant to represent the various aspects of culture, and are therefore required to be varied and diverse themselves. For example, the blocks could be:



Image Block
The entire block could be made of an image. It could be an image of an artist, or anything that fits the theme.



Shape Block
A block could be made of simple color-filled geometric shapes. Shapes can be inspired by traditional Persian motifs. Shapes can also be used to mask photos within the block.



Pattern/Texture Block
Patterns and textures form an integral part of the visual Language of Tirgan 2011. Colorful fabric and tile textures should be used prominently.

Colors

Tirgan 2011 does not restrict you to a narrow pallet of colors. In fact, you are encouraged to explore the full spectrum. There are only a few points to consider:



Festival name goes on teal
Whenever you need to show the festival name (Tirgan), it should be used on a the teal-colored block shown to the left.



Use textures for saturated colors
Whenever possible, it is preferred to use texture images when you need to display a saturated color. If you are using a solid-colored block without an image, try to use pastel colors instead.

Sample Shapes

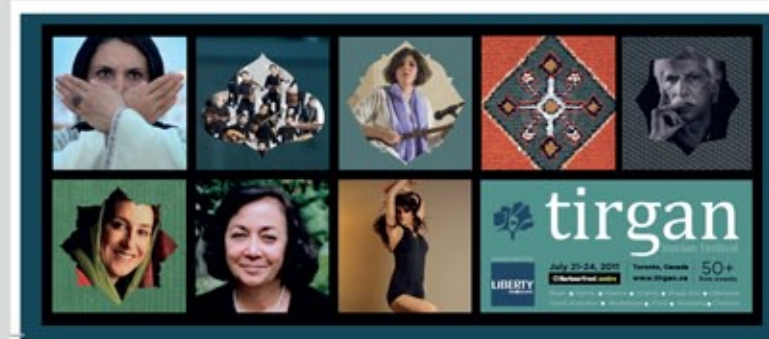
Here are some simple vector shapes you can use. Feel free to add to this collection and come up with your own.



Sample Design



Sample Design



Sample Design

