



# **BUILDING A TREND ASSOCIATION**

**STRATEGY & DESIGN BY OLIVER UND ORKIDE**

# Corporate Identity Development // Global Trend Association Branding // Signet / Idea



Idea//

GTA's core value is uniting and connecting people of the trend industry.

**Inspirations:** network, coopetition, diversity, uniting and connecting

**Idea:** Intersections arise between the separate characters using transparency and different colors.

**Fonts:** Gill Sans Bold and Myriad Pro Regular

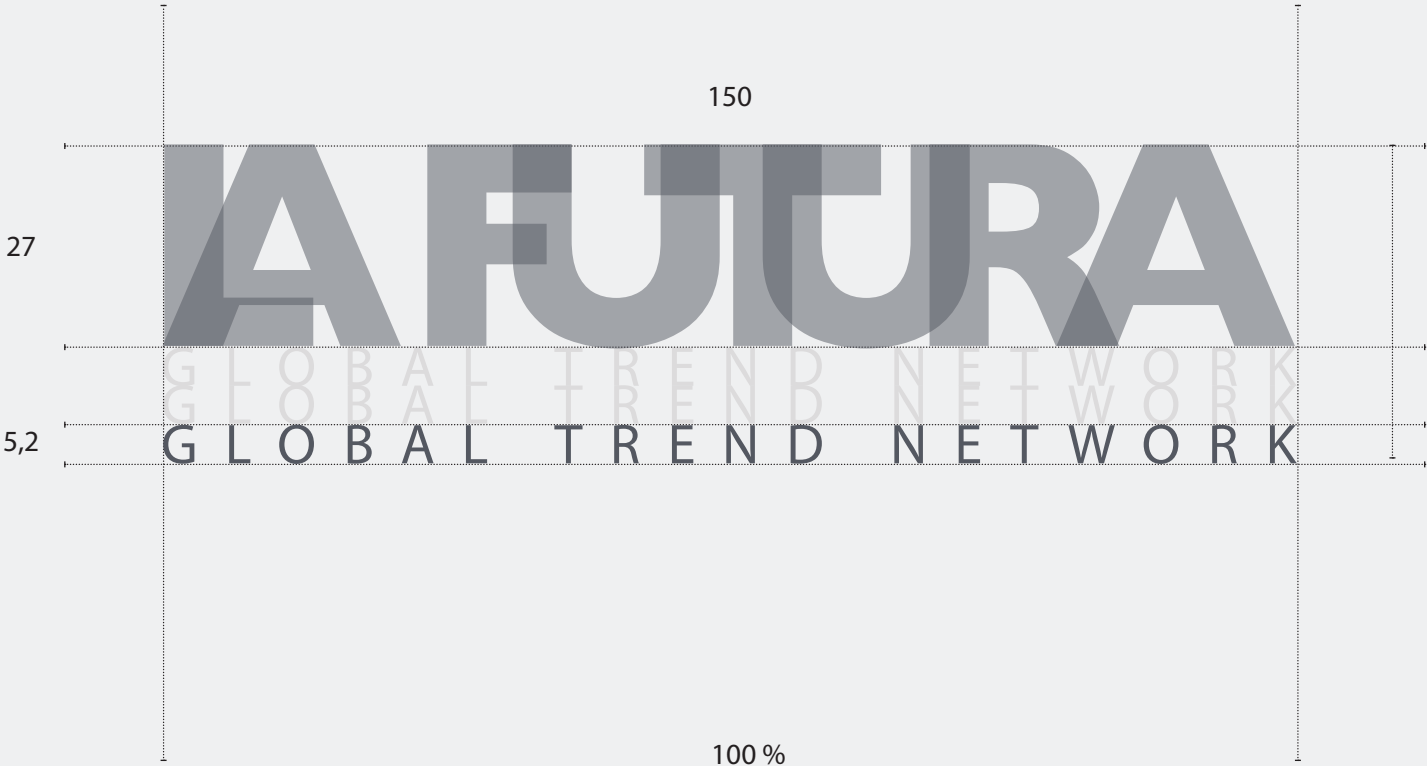
Corporate Identity Development // Global Trend Association  
Branding // Signet / Grey

# IA FUTURA

G L O B A L T R E N D N E T W O R K

100 %

Corporate Identity Development // Global Trend Association  
Branding // Signet / Vermassung



Alle Angaben in Millimeter

Corporate Identity Development // Global Trend Association  
Branding // Signet / Skalierung

**IA FUTURA**  
GLOBAL TREND NETWORK

70 %

**IA FUTURA**  
GLOBAL TREND NETWORK

50 %

**IA FUTURA**  
GLOBAL TREND NETWORK

30 %

Corporate Identity Development // Global Trend Association  
Branding // Signet in Farbe



Corporate Identity Development // Global Trend Association  
Branding // Signet in Farbe / Skalierung



70 %



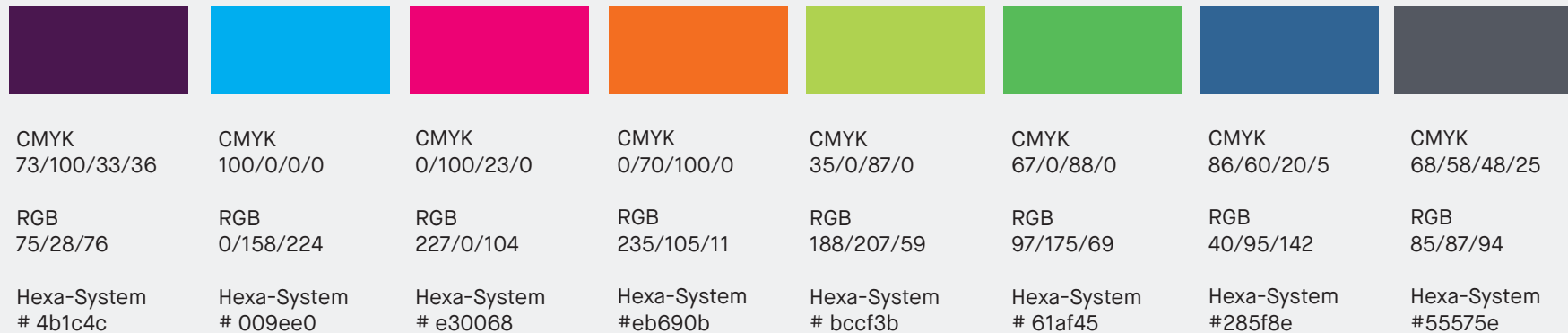
50 %



30 %

# Corporate Identity Development // Global Trend Association

## Corporate Farben // Prozessfarben





# Corporate Identity Development // Global Trend Association

## Corporate Type // Print / Myriad Pro

Corporate Type: Myriad Pro // Light

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ABCDEFGHIJKLMNOPQRSTUVWXYZ Ä Ö Ü ? ! &  
abcdefghijklmnopqrstuvwxyz 1 2 3 4 5 6 7 8 9 0

Corporate Type: Myriad Pro // Regular

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ABCDEFGHIJKLMNOPQRSTUVWXYZ Ä Ö Ü ? ! &  
abcdefghijklmnopqrstuvwxyz 1 2 3 4 5 6 7 8 9 0

Corporate Type: Myriad Pro // Semibold

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**ABCDEFGHIJKLMNOPQRSTUVWXYZ Ä Ö Ü ? ! &**  
**abcdefghijklmnopqrstuvwxyz 1 2 3 4 5 6 7 8 9 0**

Corporate Type: Myriad Pro // Bold

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**ABCDEFGHIJKLMNOPQRSTUVWXYZ Ä Ö Ü ? ! &**  
**abcdefghijklmnopqrstuvwxyz 1 2 3 4 5 6 7 8 9 0**

# Corporate Identity Development // Global Trend Association

## Corporate Type // Internet / Roboto

Google Fonts

### Roboto

Christian Robertson

Apache License, version 2.0

Roboto has a dual nature. It has a mechanical skeleton and the forms are largely geometric. At the same time, the font features friendly and open curves. While some grotesks distort their letterforms to force a rigid rhythm, Roboto doesn't compromise, allowing letters to be settled into their natural width. This makes for a more natural reading rhythm more commonly found in humanist and serif types.

This is the normal family, which can be used alongside the [Roboto Condensed](#) family and the [Roboto Slab](#) family.

**Updated January 14 2015:** Christian Robertson and the Material Design team unveiled the latest version of Roboto at Google I/O last year, and it is now available from Google Fonts. Existing websites using Roboto via Google Fonts will start using the latest version automatically. If you have installed the fonts on your computer, please download them again and re-install.

# Grumpy wizards make toxic brew for the evil Queen and Jack.

Thin 100

Grumpy wizards make toxic brew for the evil

Thin 100 Italic

*Grumpy wizards make toxic brew for the evil*

Light 300

Grumpy wizards make toxic brew for the evil

Light 300 Italic

*Grumpy wizards make toxic brew for the evil*

Normal 400

Grumpy wizards make toxic brew for the evil

Normal 400 Italic

*Grumpy wizards make toxic brew for the evil*

Medium 500

Grumpy wizards make toxic brew for the evil

Medium 500 Italic

*Grumpy wizards make toxic brew for the evil*

Bold 700

Grumpy wizards make toxic brew for the evil

Bold 700 Italic

*Grumpy wizards make toxic brew for the evil*

Ultra-Bold 900

Grumpy wizards make toxic brew for the evil

Corporate Identity Development // Global Trend Association  
Claim Type // Caflisch Script Pro

*shape the Future*

Corporate Claim Type: Caflisch Script Pro / 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 Ä Ö Ü ? ! &  
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



PANTONE  
Vibrant Orange

*shape the Future*

15 ° Grad

Corporate Identity Development // Global Trend Association  
Branding // Signet & Claim

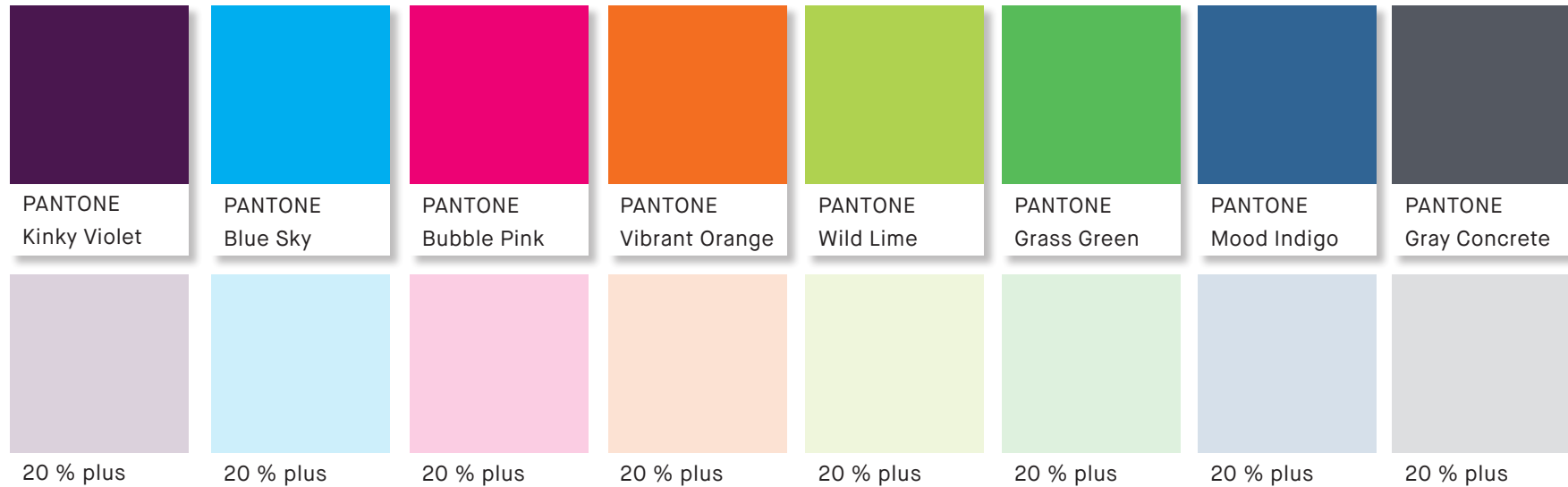


*shape the Future*



# Corporate Identity Development // Global Trend Association

## Corporate Farben // Subtraktive Farbmischung



Unter subtraktiver Farbmischung versteht man, dass durch übereinanderlagern von Farbfiltern, eine Vielfalt des Farbenraums reproduziert werden.

Corporate Identity Development // Global Trend Association  
Signet // Subtraktive Farbmischung



IA FUTURA

Corporate Identity Development // Global Trend Association  
La Futura Event // Signet

**LA FUTURA / 15**  
GLOBAL TREND NETWORK



PANTONE  
Bubble Pink

Corporate Identity Development // Global Trend Association  
Branding // Anwendung Flyer Print





# Corporate Identity Development // Global Trend Association Branding // Anwendung Newsletter

## LA FUTURA/15

GLOBAL TREND NETWORK

Dear LaFutura Community,

We would be really happy to see you all again at the LaFutura in Vienna this year.

The LaFutura will be held on October 14th. Like last year we would like to combine this with a meeting of our group to work on our association.

Therefore, I would like to invite you all to join us the day before, **on October the 13th.**

As well, the Austrian Innovation Forum will take place in Vienna on October the 15th (<http://austrian-innovation-forum.at/>). Combined tickets of this event and the LaFutura will be available, so you might also want to block that day in your calendar.

Thanks to Sascha we also have a beautiful new website for the LaFutura 2015:

<http://www.lafutura.de/>

Have a great weekend!  
See you in Austria,

Franziska

[more...](#)

*shape the Future*

# Corporate Identity Development // Global Trend Association Branding // Anwendung Website



say hello!

## Contact

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