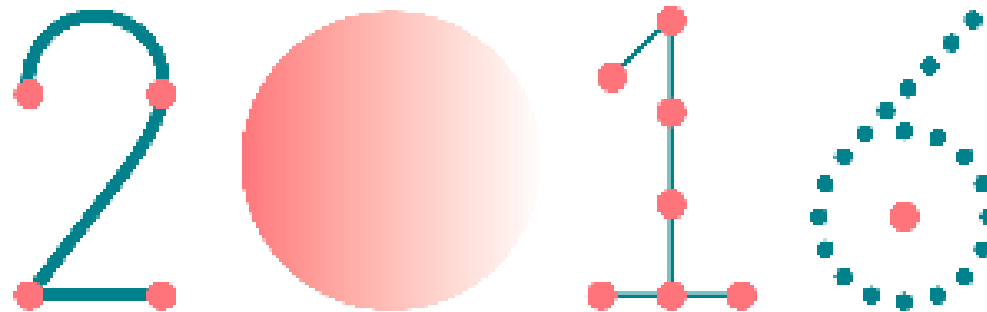
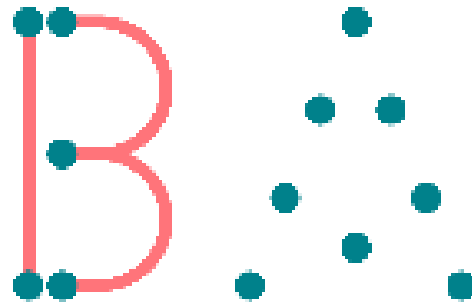
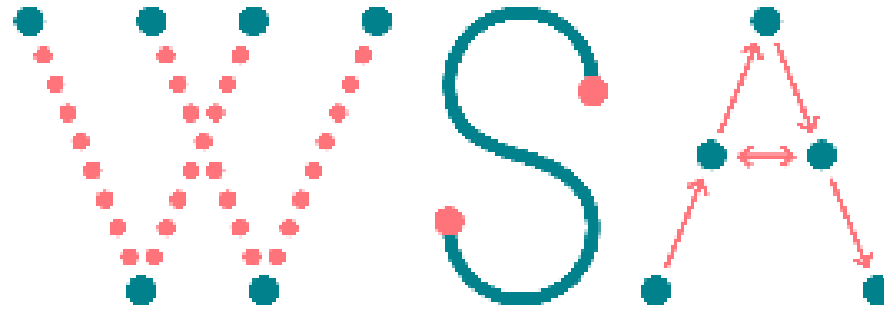


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Visual Language



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Typeface decisions

Pin has been adapted to become an evolving typeface that changes across different media.

WSA

Pin, Colophon (adapted)

Fugue is used for text that needs to be read at smaller sizes.

Winchester School of Art
2016 Degree Show

Fugue, Radim Pesko

Colour Palette & Breakdowns

Pantone

High quality printing.

Pantone 805

Pantone 321 U

CYMK

Colours for printed documents
such as signage and posters.

0, 33, 70, 0

100, 1, 40, 7

RGB

For online usage such as social
media, website and blogs.

255, 70, 77

0, 131, 138

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Wayfinding Signage



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Wayfinding Signage



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Wayfinding Signage



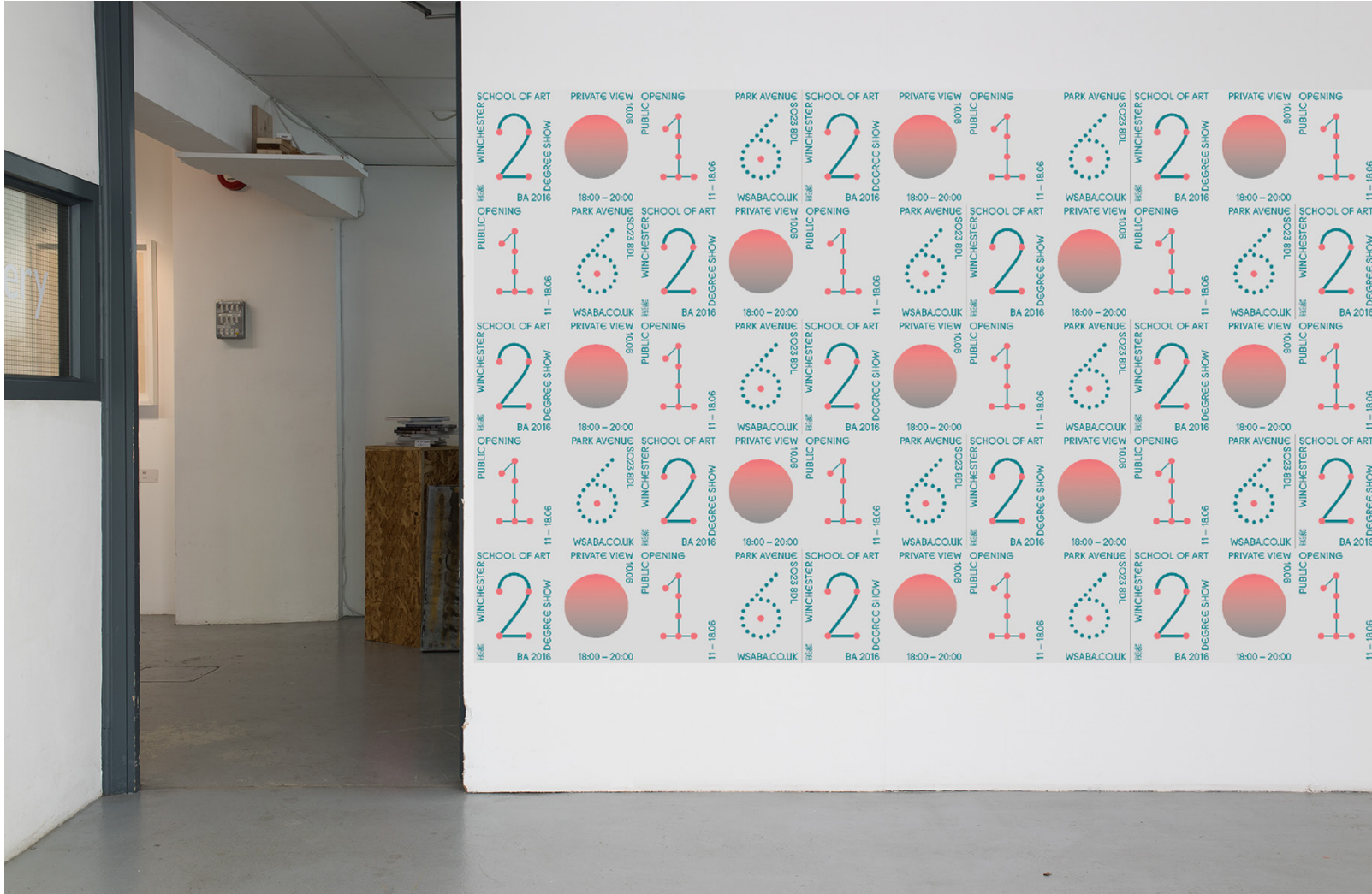
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Wayfinding Signage



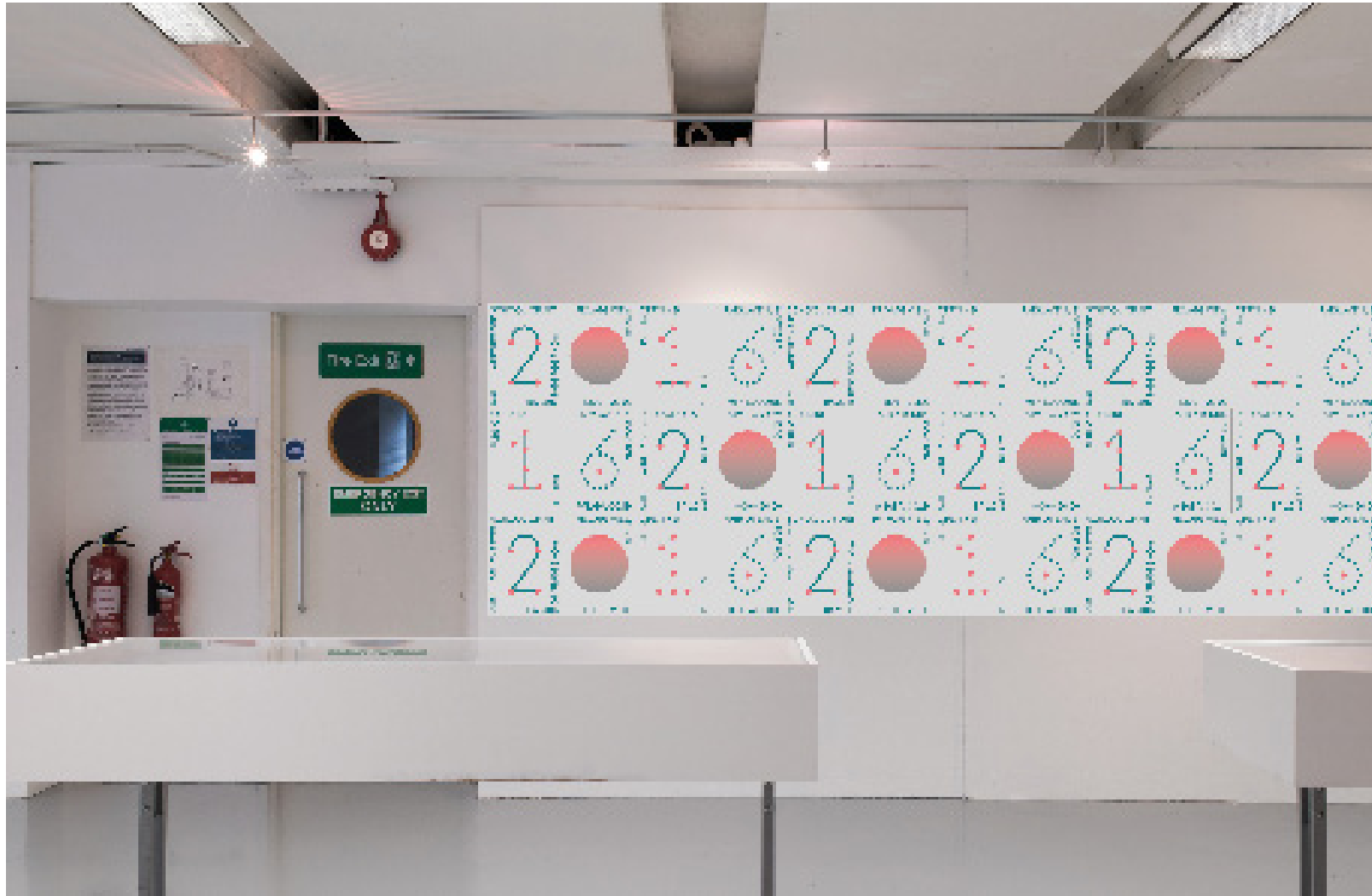
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Signage Flyposter



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Signage Flyposter

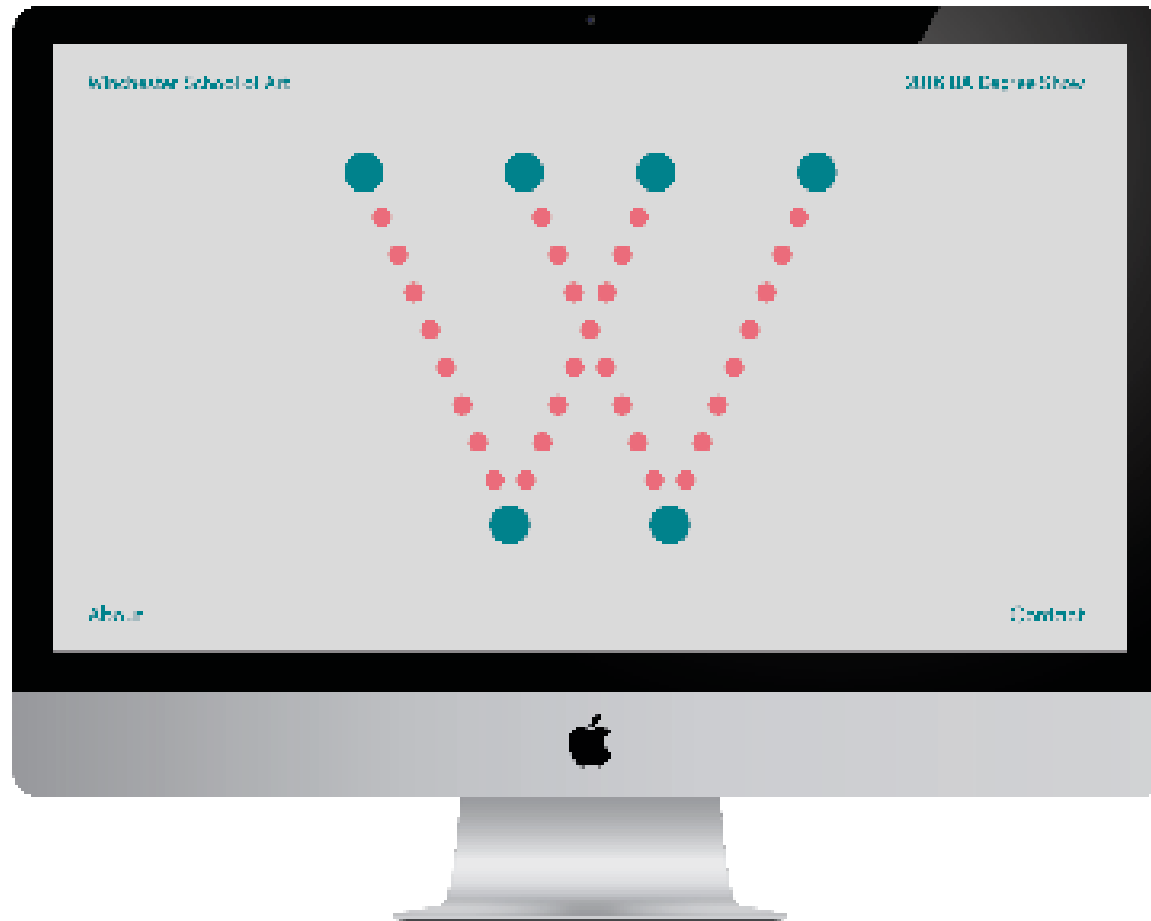


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Website

www.wsaba.co.uk is live



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Environment

Animation of WSA BA 2016 logotype is live

