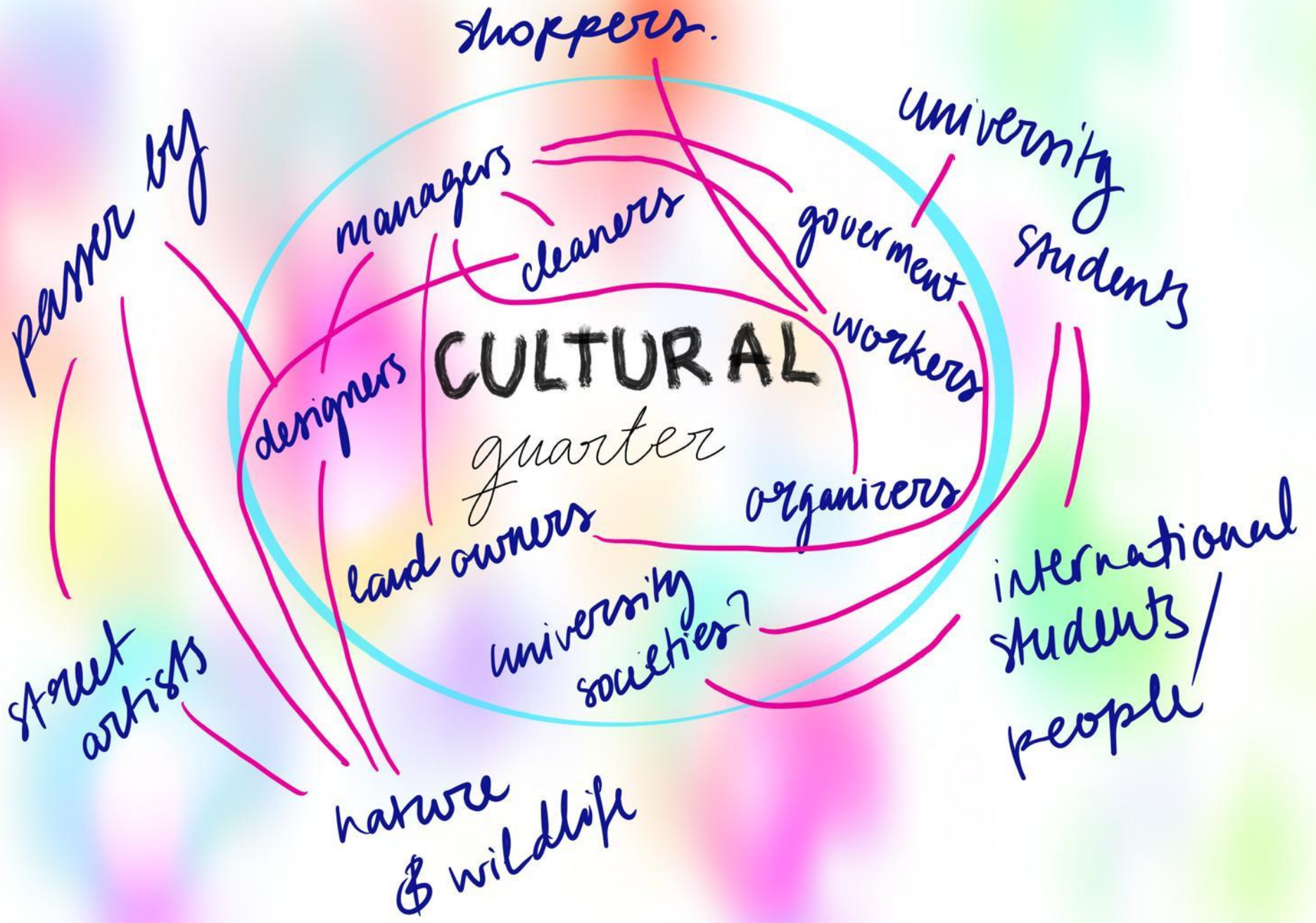
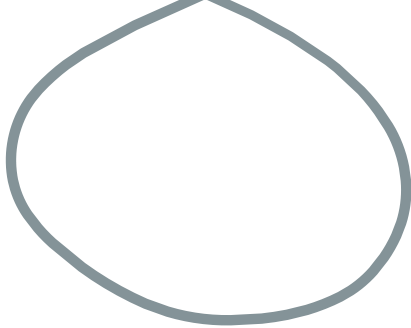


ACA145

Mia Alter F311288 – Pitch Document






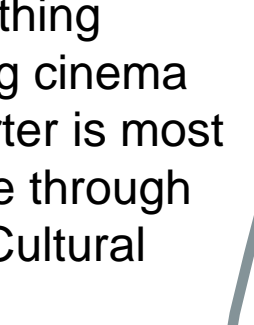
Inclusivity

FUN

Out of the box



The cultural quarter: a hub for radical art, cultural expression and community. This place was not only chosen for its vibrant modern outlook mixed with the classical architecture but for its purpose as the leisure centre of Leicester. These two brand options explore the values of inclusive, fun, out of the box. Option one presents a rich and expressive attitude in which it explores open-minded cultural expression. Option two elaborates on our history, placing an importance on listening to others' pasts before passing judgement. The persona: a university student from abroad, would visit the quarter most often at lunch or dinner and later times for leisure experiences. As international students they are looking for community, a place to belong, listen and learn. Thus, both brands explore combining the user's unique experience with that of the overall experience to make them feel welcome as who they are, and a part of something greater. The use of posters comes from the striking cinema at the centre of the quarter, which is what the quarter is most known for. In movie advertisements it is often done through posters, thus incorporating this fact connects the Cultural Quarter with the brand on a physical level.



ACA145 BRANDING AND STRATEGY Tone of Voice

Where does your chosen neighbourhood's tone sit on this spectrum?
Your tone of voice refers to how your brand communicates with your audience, which can include word choice, communication style, and emotional tone.



List of Tone Words

- Authoritative
- Caring
- Cheerful
- Coarse
- Conservative
- Conversational
- Casual
- Dry
- Edgy
- Enthusiastic
- Formal
- Frank
- Friendly
- Fun
- Funny
- Humorous
- Informative
- Irreverent
- Matter-of-fact
- Nostalgic
- Passionate
- Playful
- Professional
- Provocative
- Quirky
- Respectful
- Romantic
- Sarcastic
- Serious
- Smart
- Snarky
- Sympathetic
- Trendy
- Trustworthy
- Unapologetic
- Upbeat
- Witty

formal	<input type="radio"/>	casual
serious	<input type="radio"/>	funny
respectful	<input type="radio"/>	irreverent
matter-of-fact	<input type="radio"/>	enthusiastic

Formal vs casual

Is the writing formal? Informal? Casual? (Note that casual and conversational are not necessarily synonymous, but they do often appear together.)

Serious vs funny

Is the writer trying to be humorous? Or is the subject approached in a serious way?

Respectful vs irreverent

Does the writer approach the subject in a respectful way? Or does she take an irreverent approach?

Matter-of-fact vs enthusiastic

Does the writer seem to be enthusiastic about the subject? Is the organization excited about the service or product, or the information it conveys? Or is the writing dry and matter-of-fact?

notes

conversational, people should talk about it afterwards, simple but shocking & memorable

funny or more like fun, not too many jokes just very confident

irreverent, not hurtful nor discriminatory just casually inclusive, does respect the different cultures though

enthusiastic, poppy, bright, stands out.

ACA145 BRANDING AND STRATEGY Persona Task

Who is your audience and how well do you know them?



DEMOGRAPHIC DATA AGE, MARITAL STATUS, INCOME (+ ANY ADDITIONAL INFORMATION)

University age 18-26, any culture (international)
Dating or single, student income/
Part time job

PERSONAL DETAILS SHORT BIOGRAPHY, PHOTOGRAPH/IMAGE, NAME → international e.g. Jiya Hadid

people from mood board
Loves learning about new cultures, open minded, been in international environments before, loves their own culture, expressive

ATTITUDINAL & COGNITIVE PAIN POINTS, FEELINGS, MENTAL MODEL

Pain points:
→ racism → excessive
→ uninclusivity time spent on smth
→ muted tones

feelings:
→ happy → loves giving back.
→ extroverted
→ creative
→ kind

mental model:
growth mindset,
open, hunger for growth, knowledge, happiness

GOALS AND MOTIVATIONS FOR USING THE NEIGHBOURHOOD

goals: Meet new people, learn, engage,
motivations: find similar people, feel at home, make friends

BEHAVIOURAL DETAILS HOW THE PERSONA ACTS WHEN IN THE NEIGHBOURHOOD

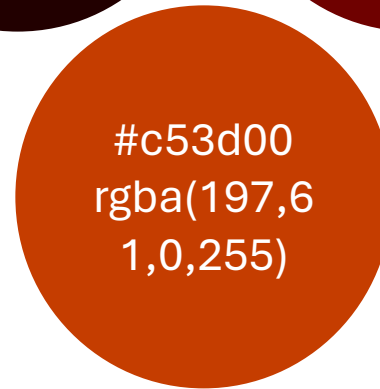
looks around, greets others, engages in conversation, asks questions, learns more

ADDITIONAL INFORMATION TO HELP THE DESIGNER UNDERSTAND THE AUDIENCE WITH DEPTH

diverse background → commonality: came to Leicester
Needs colour, sense of welcoming and friendly.

Logo must have at least a 5:1 contrast ratio when used

Theory: (Swan, 2022)



*Title text: 32 pt- Aptos
Serif font, italic*

Main body text: 18 pt – Aptos Serif font



Cultural
Quarter

Cultural
Quarter

Cultural
Quarter

Cultural
Quarter

Cultural
Quarter

Cultural
Quarter

Cultural
Quarter

Cultural
Quarter

Cultural
Quarter

Cultural
Quarter

Cultural
Quarter

Cultural
Quarter

Cultural
Quarter

Cultural
Quarter







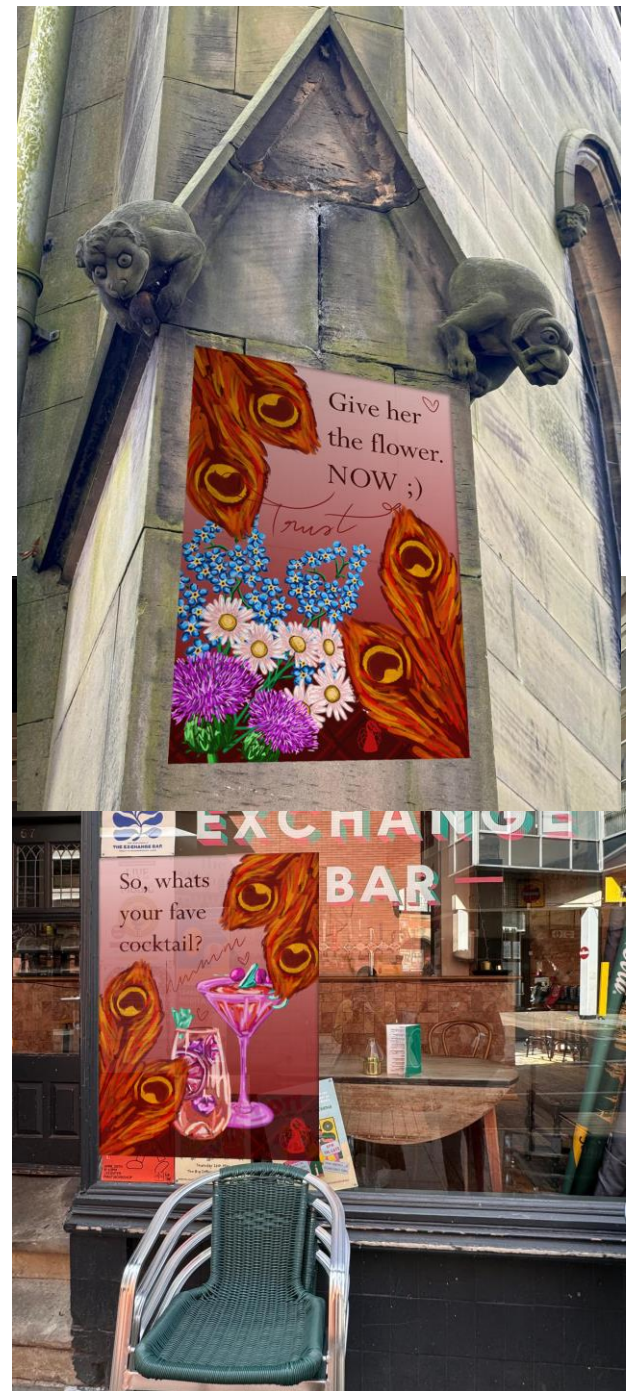
So, whats
your fave
cocktail?

humm

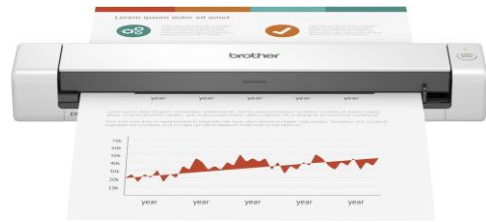


Give her [♡]
the flower.
NOW ;)

Trust



(Brother Store, n.d.)



(Aurora Store, n.d.)



Scanner and shredder implimented into the box



Card being scanned/written on

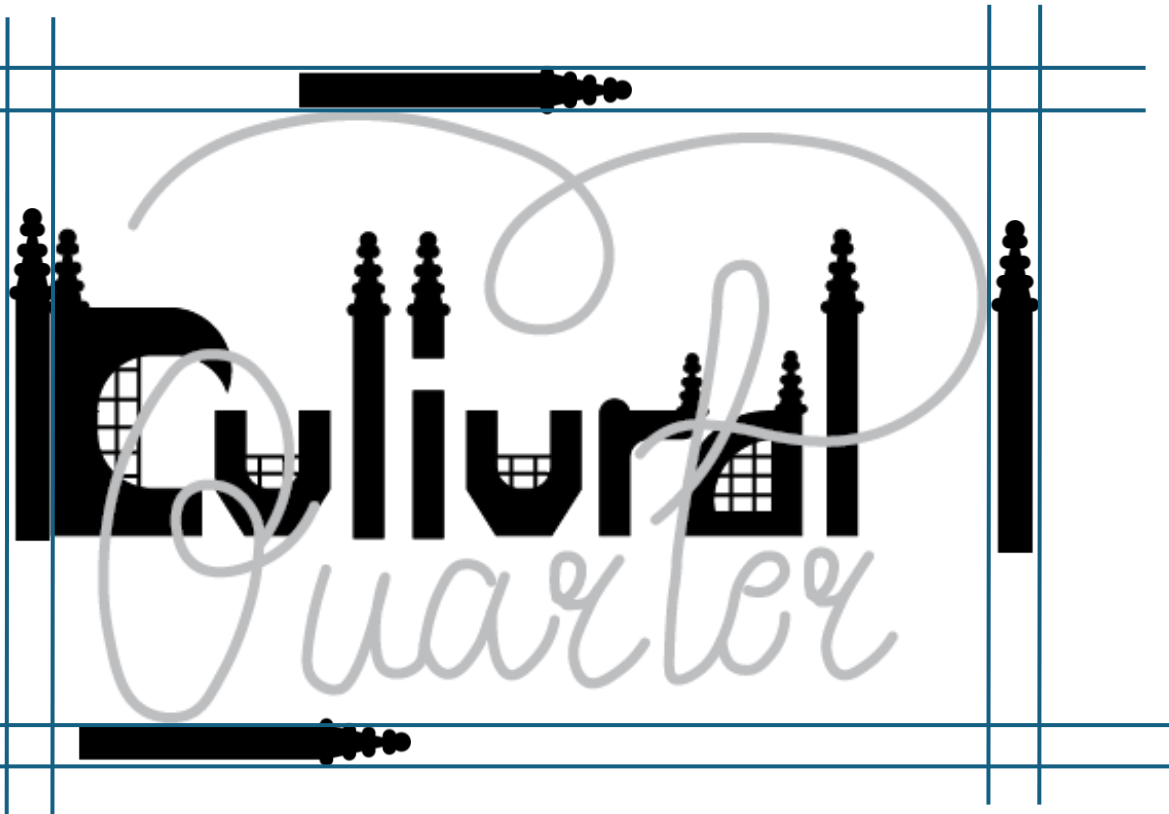


#849398
rgba(132,147,152,255)

#bebfc1
rgba(190,191,193,255)

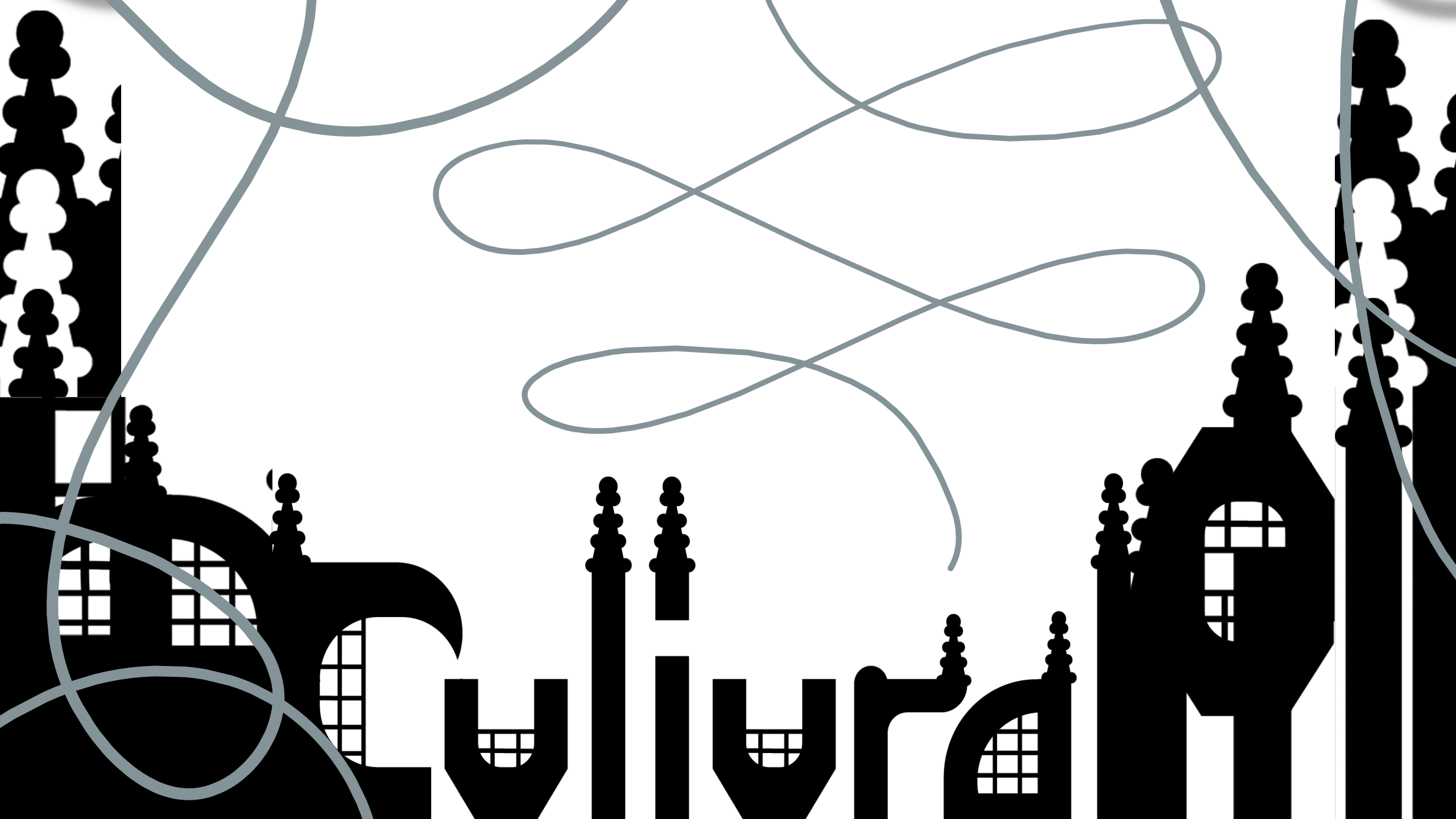
#000000
rgba(0,0,0,255)

#faf6d3
rgba(250,246,211,255)



Title text: 32 pt-
Batang font, bold

Main body text: 20 pt – Batang font



द्विवर्द



2021

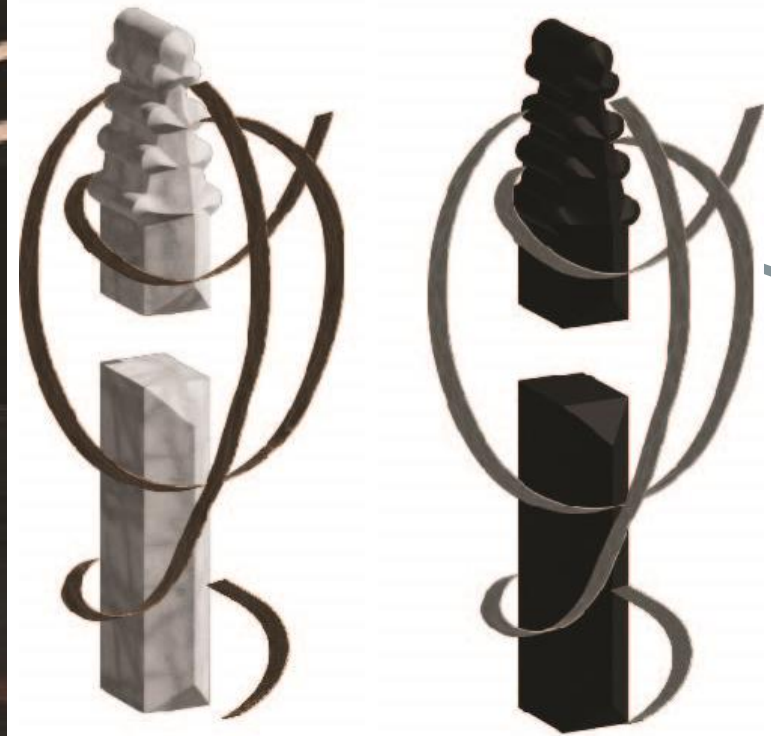


Cultural Quarter

File



Base image: (Leicester Museums, n.d.)



Bibliography

Aurora Store (n.d.). *Aurora AU800SD Professional Strip Cut Paper Shredder/CD/Credit Card Shredder Without Wastebasket, 8-Sheet Strip-Cut No Basket, Black*. [online] www.amazon.com. Available at:

<https://www.amazon.com/Aurora-AU800SD-Professional-Shredder> -

Wastebaske/dp/B01LWWLEET/ref=mp_s_a_1_4?crd=1TTI8TBVMD2XD&dib=eyJ2IjojMSJ9.vi2paQNmu_ftOSzLLNj9yR98YtFKZIJXETuCW2nqWH0_eNnRF2pTKg7PvxBSklErmNmycGIBOJzXy5YpBatNgMQMb7MDQ2nSP4oXUxacxcrqvBsjqVUAEQUZ_K7bU4yPfy3i0FOOLsg80TxwdlBmm7b-

NK8zuMdgDVfqGzJNk0wDEdOHKi0VwvgaAQkJUH9s4QLVgVG1jXFN6q4xlzQ.wyjTLU0tLZ5dScoMKjHsl06j7sDzysTBGoC9f4oPmmo&dib_tag=se&keywords=compact%2Bpaper%2Bshredder%2Bfor%2Brecycling&qid=1716211230&prefix=compact%2Bpaper%2Bshredder%2Bfor%2Brecycling%2Caps%2C149&sr=8-4&th=1.

Brother Store (n.d.). *Amazon.com: Brother DS-640 Compact Mobile Document Scanner, (Model: DS640) : Office Products*. [online] www.amazon.com. Available at: <https://www.amazon.com/Brother-DS-640-Compact-Document-Scanner/dp/B083R36CY4?th=1> [Accessed 31 May 2024].

Leicester Museums (n.d.). *St George's Cultural Quarter – Leicester Museums*. [online] www.leicestermuseums.org. Available at: <https://www.leicestermuseums.org/arts/st-george-s-cultural-quarter/>.

Swan, H. (2022). *Foundations: colour contrast*. [online] TetraLogical. Available at:

[https://tetralogical.com/blog/2022/02/04/colour-](https://tetralogical.com/blog/2022/02/04/colour-contrast/#:~:text=Contrast%20rules%20for%20text&text=Large%20text%20(at%20least%2024px)

[contrast/#:~:text=Contrast%20rules%20for%20text&text=Large%20text%20\(at%20least%2024px](https://tetralogical.com/blog/2022/02/04/colour-contrast/#:~:text=Contrast%20rules%20for%20text&text=Large%20text%20(at%20least%2024px) [Accessed 31 May 2024].