**afk is a phygital (physi**
**adventure brand that t**
**into a playable map. it**
**hardware and your pho**
**helping city goers expl**
**and get “away from the**

**cal + digital)**
**urns the real world**
**uses the city as its**
**one as the interface;**
**lore their city more**
**eir keyboard”.**

# what’s our mission?

our mission is to inspire people to step away from their computers and rediscover their city through hidden gems and share stories to bring their communities to life.

# our name

afk is an acronym that stands for “away from keyboard,” telling the user to walk away from the digital space and their computers. representing the intentional act of severing the digital ties to engage with the physical world.

**afk uses the ancient logic of the guardians of the north pole the stars kochab and pherkad our urban pop-ups acts as a bridge between the screen and the streets.**

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# brand foundation


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# brand in use

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# logo lockup

## full lockup: sunset

### afk logo

our mission is to inspire people to step away from their computers and rediscover their city through hidden gems and share stories to bring their communities to life.

### tagline

follow the guardians is based off kochab and pherkad. how they’re seen as the original guardians of the north. the two stars serve as a guide through the city recommending quests (places to go) at pop ups.

### what are pherkad & kochab?

our mission is to inspire people to step away from their computers and rediscover their city through hidden gems and share stories to bring their communities to life.



## font family: arial

font weight: regular

line-height: 14.4 pt

# font family

## body:

afk is a phygital (physical + digital) adventure brand that turns the real world into a playable map. it uses the city as its hardware and your phone as the interface; helping city goers explore their city more and get “away from their keyboard”.





# logo primary colourways

## primary logo

our mission is to inspire people to step away from their computers and rediscover their city through hidden gems and share stories to bring their communities to life.

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## font family: arial

font weight: bold/regular

line-height: 62.4 pt

## hierarchy

# title

## primary heading

## secondary headding

sub heading

**mini subheading**

in order to blend the brutalism of a city and the north star theme. the use of typography is used as the brutalism theme and the graphics & colours for the north star theme. all text should be lower case and use arial.

# font family

**headings:**

# guardians





# logo primary colourways

## secondary logo

our mission is to inspire people to step away from their computers and rediscover their city through hidden gems and share stories to bring their communities to life.

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# typography

## font family & hierarchy

pg ##



# the logo

## tertiary logo

our mission is to inspire people to step away from their computers and rediscover their city through hidden gems and share stories to bring their communities to life.

### 1.

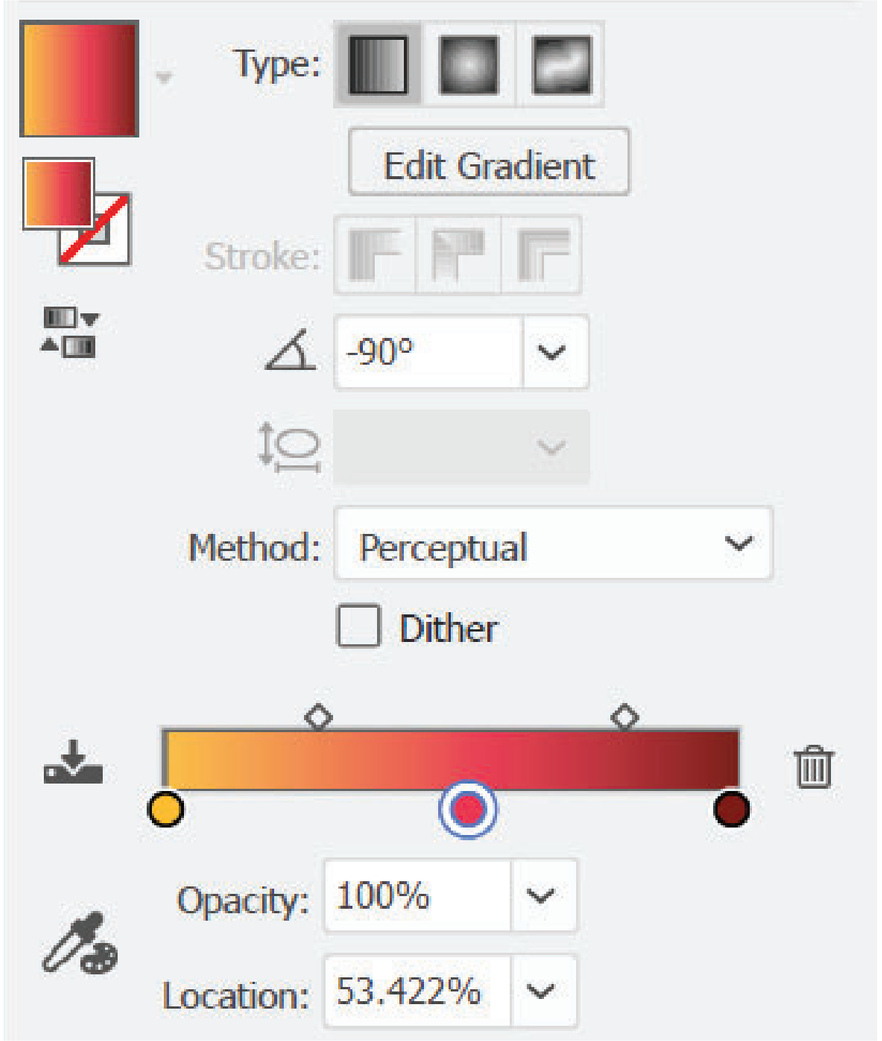
our mission is to inspire people to step away from their computers and rediscover their city through hidden gems and share stories to bring their communities to life.

### 2.

our mission is to inspire people to step away from their computers and rediscover their city through hidden gems and share stories to bring their communities to life.

### 3.

our mission is to inspire people to step away from their computers and rediscover their city through hidden gems and share stories to bring their communities to life.



# gradients

## do’s and don’ts

our mission is to inspire people to step away from their computers and rediscover their city through hidden gems and share stories to bring their communities to life.



1

2

3

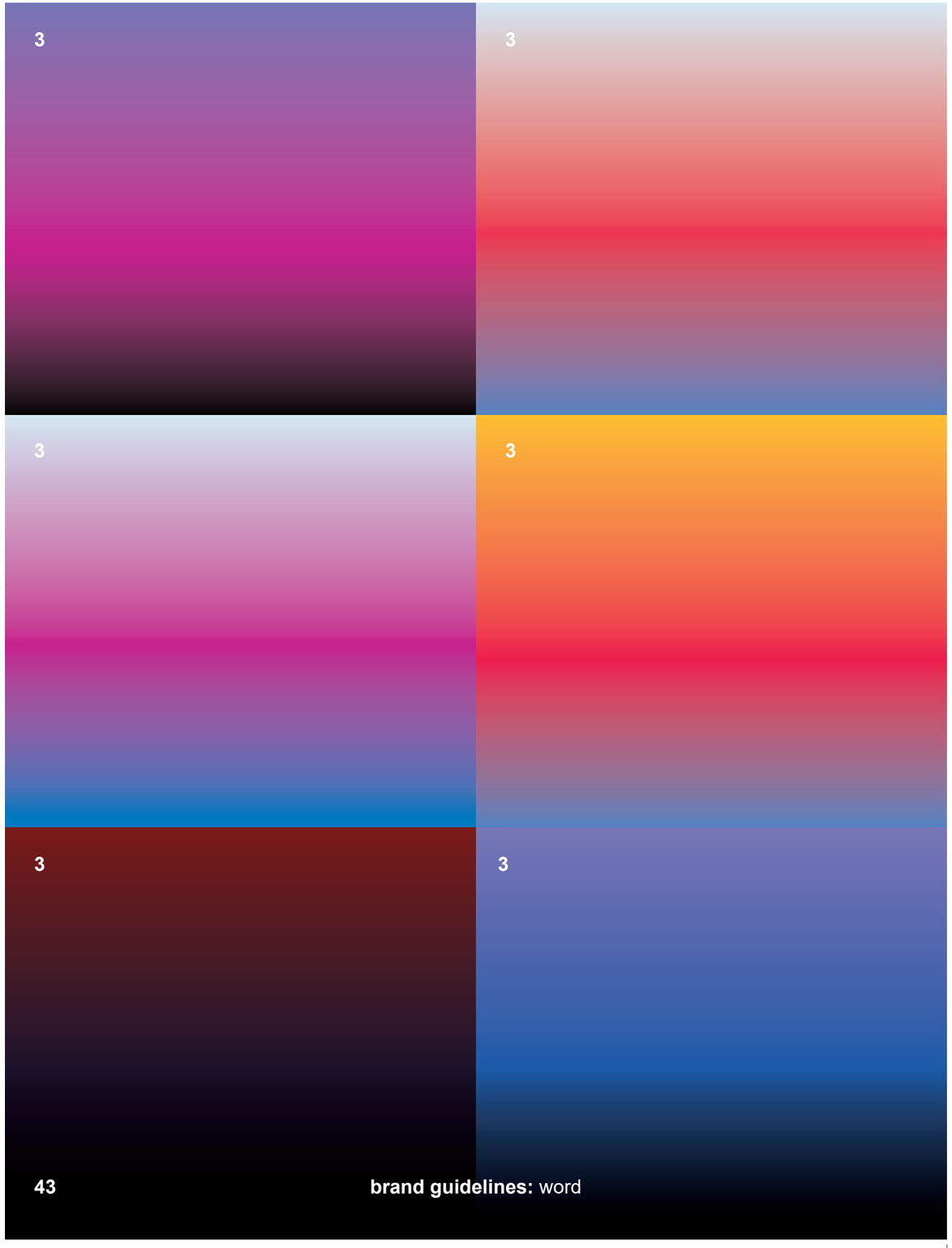
# the logo: clear space

adhere to logo spacing the “x” is .5 the height of the lower case f.
clear space should be .5 of the f.

x=







# gradients

## secondary

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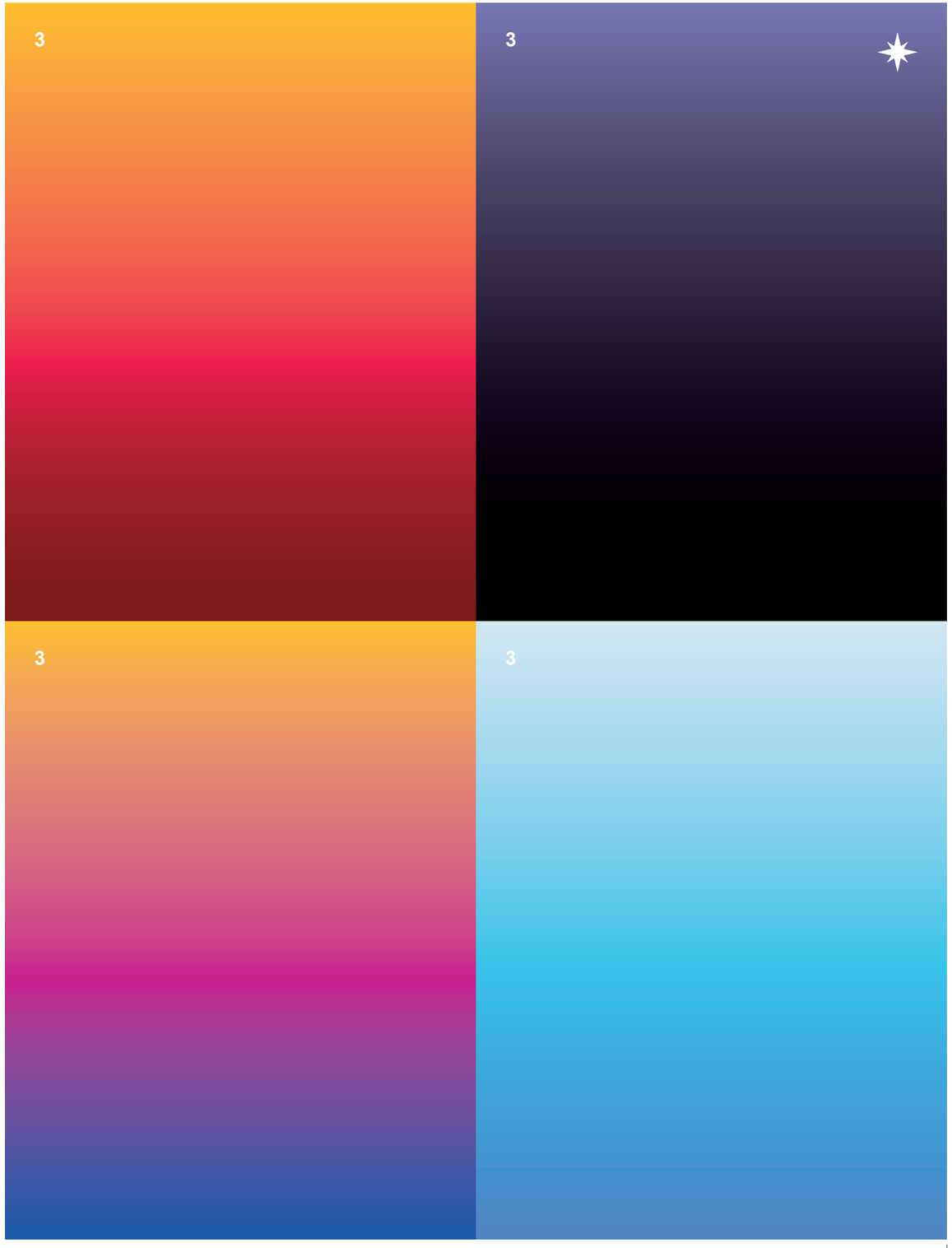


# the icon: clear space

adhere to logo spacing the “x” is .5 the height of the lower case f.
clear space should be .5 of the f.

x=





# gradients

## primary

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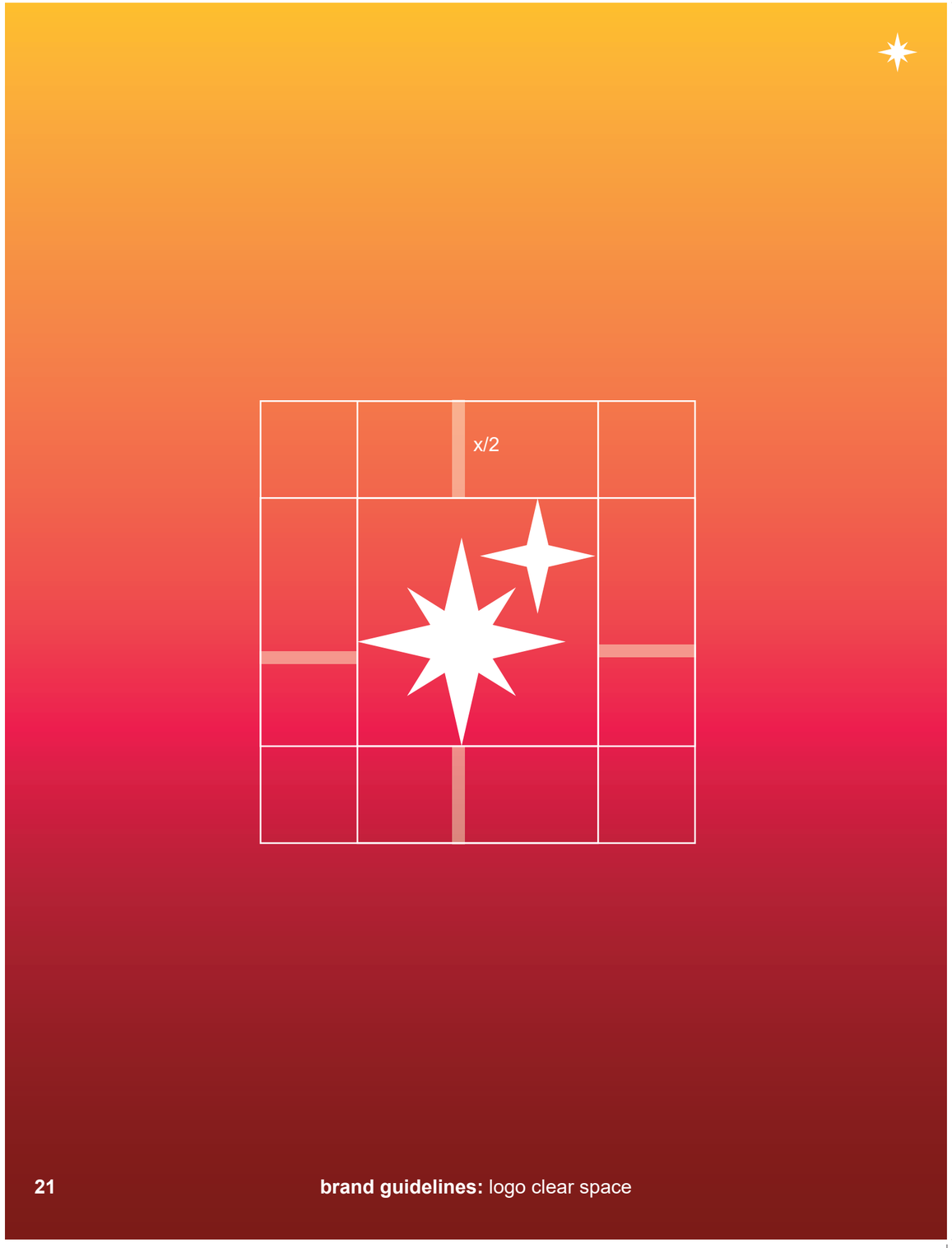
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# visual assets

## icons

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## how to design

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afk is an acronym that stands for “away from keyboard,” telling the user to walk away from the digital space and their computers. representing the intentional act of severing the digital ties to engage with the physical world.

**afternoon haze**

**hex** d2e6f1
**cmyk** 16, 3, 2, 0

**afternoon blue**

**hex** 34c4e9
**cmyk** 64, 0, 5, 0

**pherkad white**

**hex** 4f83c3
**cmyk** 71, 43, 0, 0

# colour palette

## secondary

**relaxing pink**

**hex** c8258d
**cmyk** 19, 97, 1, 0

**morning blue**

**hex** 1d5aa7
**cmyk** 93, 71, 1, 0

**shadow indigo**

**hex** 7776b5
**cmyk** 59, 56, 1, 0

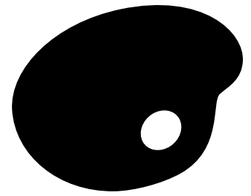
**void purple**

**hex** 1d132b
**cmyk** 83, 85, 50, 67

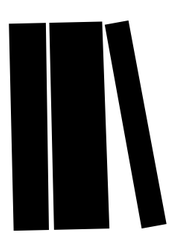




bakeshop



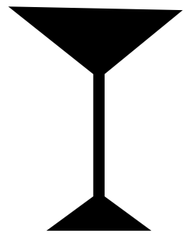
full lockup



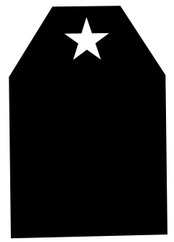
book/records



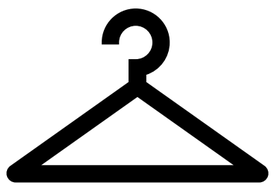
restaurants



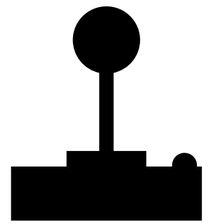
bars



boutiques



thrift stores



gaming



kochab



pherkad



user

# partnerships

## horizontal

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afk is an acronym that stands for “away from keyboard,” telling the user to walk away from the digital space and their computers. representing the intentional act of severing the digital ties to engage with the physical world.

**city black**

**hex** 000000
**cmyk** 75, 68, 67, 90

**royal red**

**hex** 7d1d19
**cmyk** 30, 96, 96, 38

# colour palette

## primary

**pherkad white**

**hex** ffffff
**cmyk** 0, 0, 0, 0

**concrete gray**

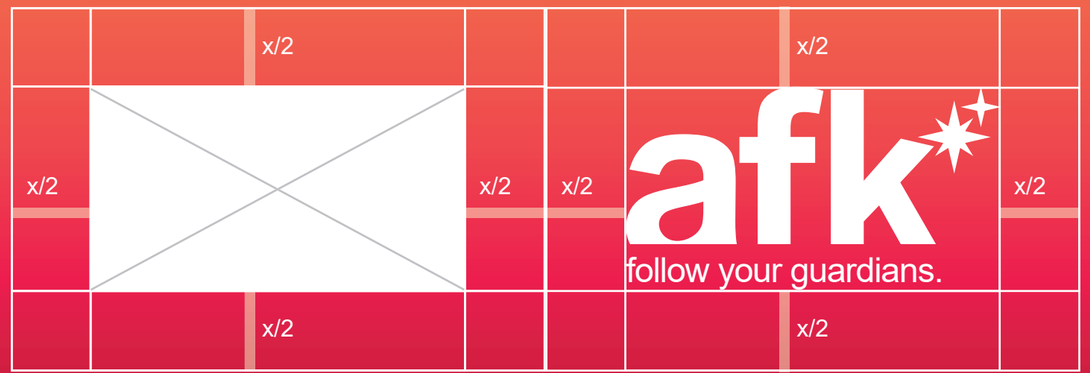
**hex** c5c5c6
**cmyk** 22, 18, 18, 0

**kochab yellow**

**hex** fcbe30
**cmyk** 1, 27, 92, 0

**oxidized iron**

**hex** ee3751
**cmyk** 0, 92, 62, 0



# partnerships

## vertical

our mission is to inspire people to step away from their computers and rediscover their city through hidden gems and share stories to bring their communities to life.

## colour schemes

pg ##

# brand colours

**colour palette**
pg ##

**gradients**
pg ##



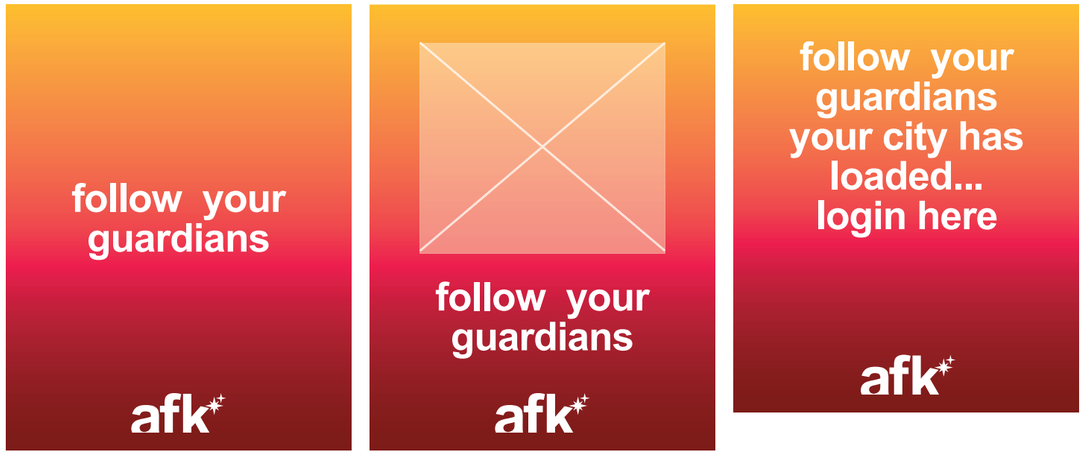
# photography

photography must have city buildings somewhere in the image. photographs should look like a nice overview of the city or even vague areas around the city.

with the exception specific locations then showing the inside or the location is priority.

the goal is to promote the different business’ and the city.








# logo placement

Aim to place



# incorrect logo usage

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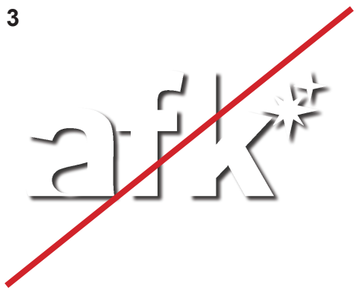
1



2



3



4



5



6

