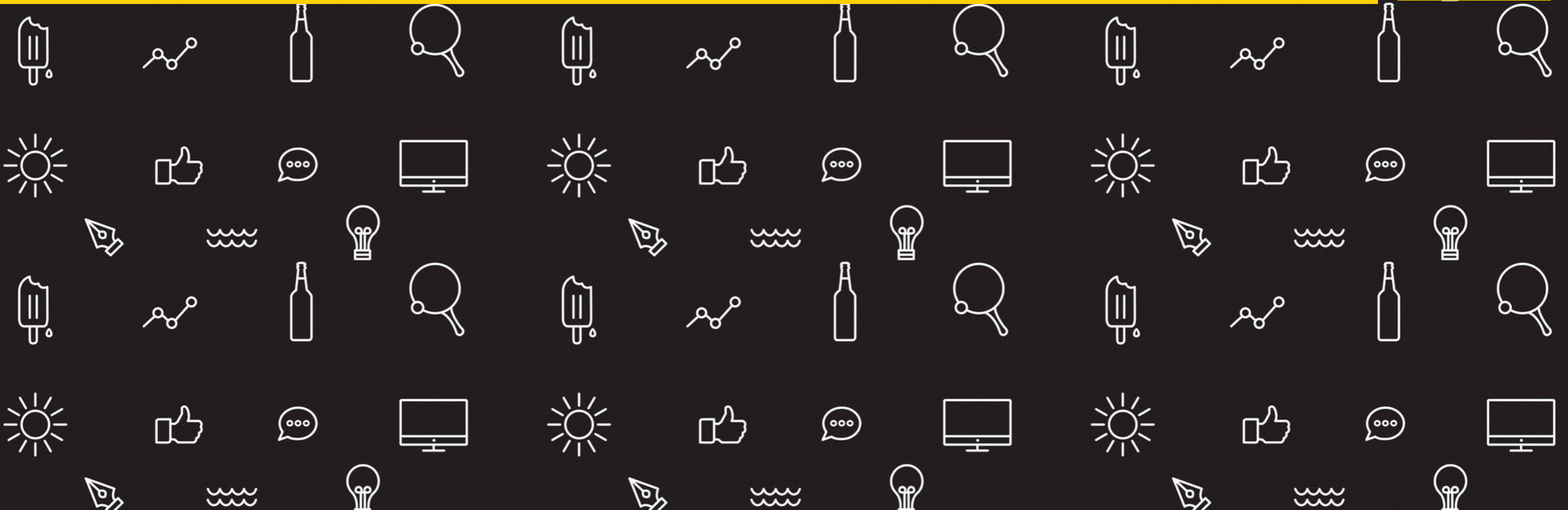
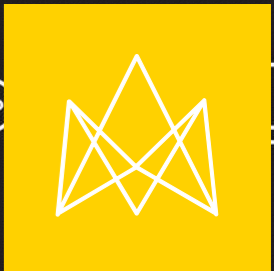




PROJECT DEEP DIVE





Moodboard

INSPIRATIONAL IMAGES, BRANDS & LABELS



THE LANDSCAPE:
 Screenshot of Cloudera's
 partner directory.

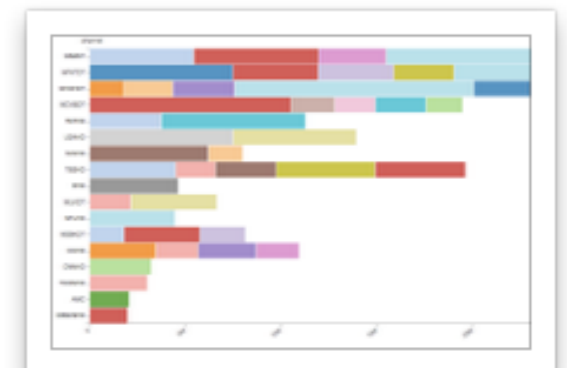
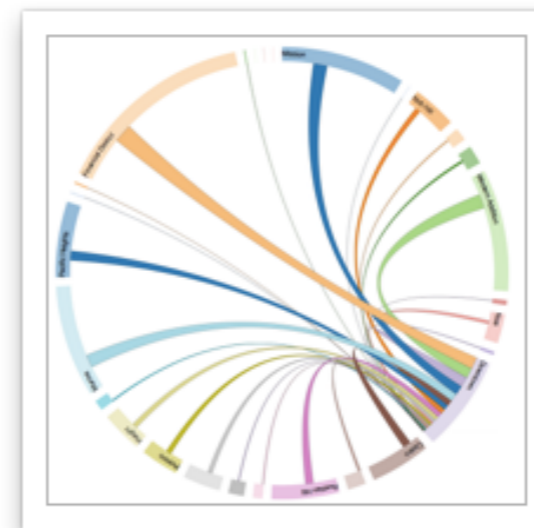
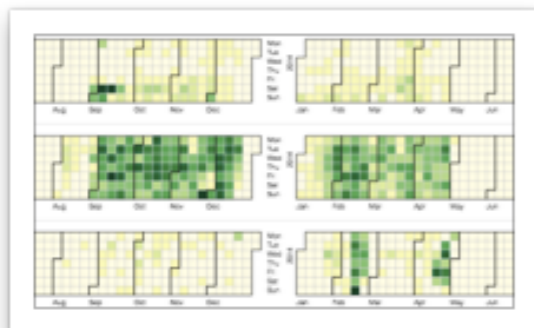
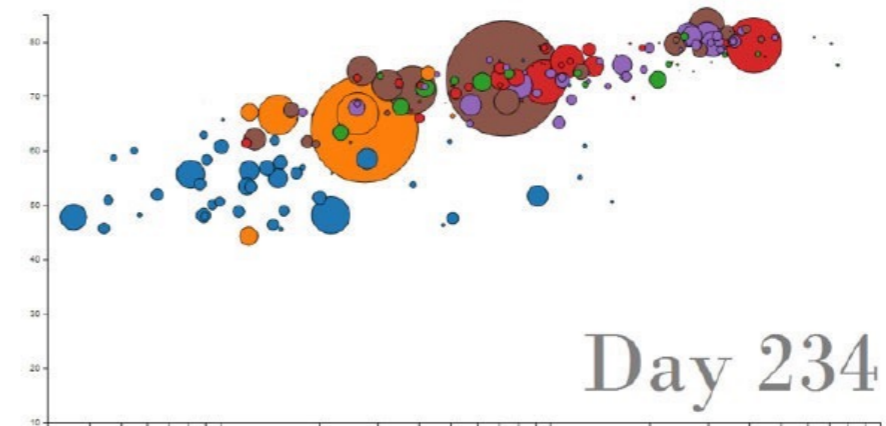
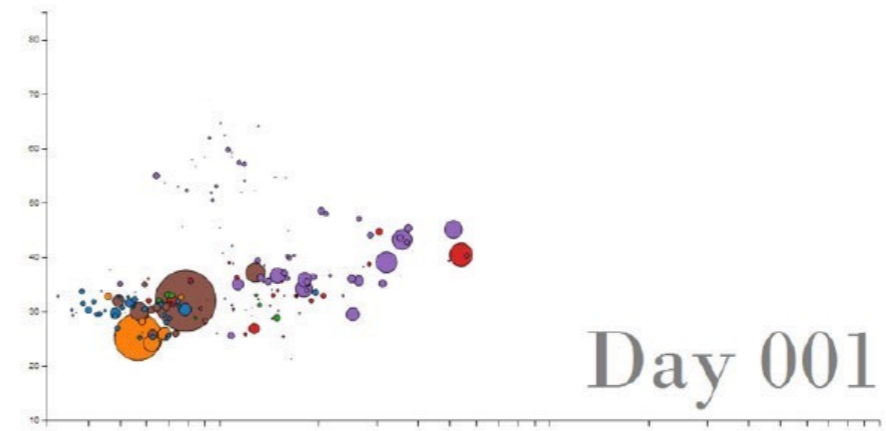
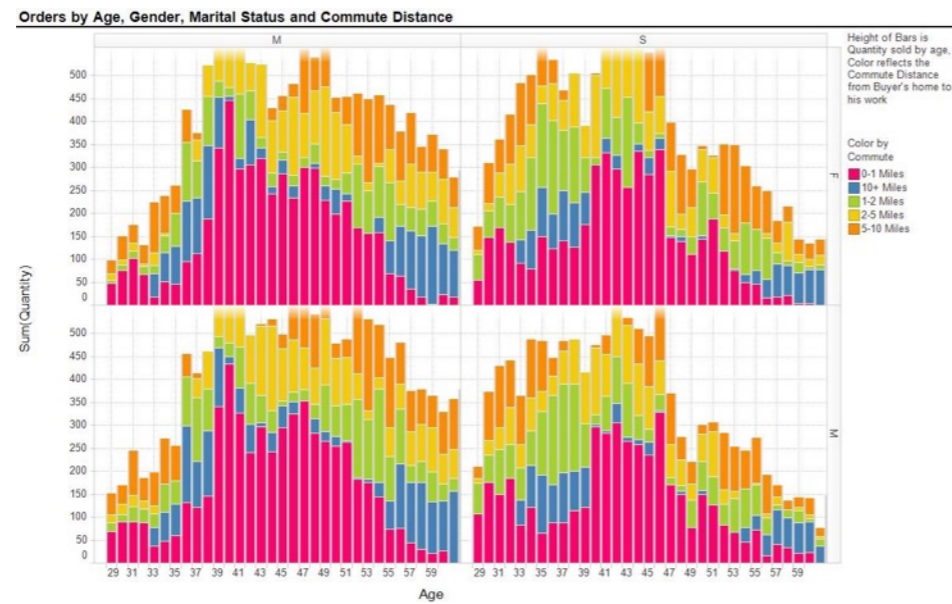
				
				
		you are here.		
				
				
				
				
				

BRAND TAGS

Play with data, exquisite,
enlightenment/insight,
instantaneous, **Amazing at scale,**
Magically fast

SWEET SPOT: Heaven for your data / Built for Big Data

VISUAL MOTIFS



SWEET SPOT: *Scatters, trellis, transition scatters, sparklines, simple line charts*

KEY ELEMENTS {POST-CALL}

LOGOS - POSITIVE RECEPTION



the Atlantic



LOGOS - POSITIVE RECEPTION



QUALITY OF LIFE
Top 25 cities: map and rankings

THE WAIT IS OVER —Global

Preface

Welcome to the fifth annual Monocle survey of top 25 liveable cities around the world. Here's how they rank.

ILLUSTRATOR
Stuart Daly

01 Helsinki: A city that is genuinely and fundamentally bettering itself, this well-designed capital in the north leaps up to number one for bravery alone.



Japan D&AD Winners 2013

D&AD awards the best commercial creative work in the world. This information graphic lists all of the winners of the **D&AD Awards 2013** as entered by organizations from Japan. The Awards are split by Age and divided by the level of Award won.

- In Book** The best work of the year and featured in the D&AD Annual
- Nomination** work that has proved winning potential
- Yellow Pencil** work that achieves the D&AD benchmark of creative excellence
- White Pencil** work that achieves creative excellence whilst demonstrating a positive social impact
- Black Pencil** work that is nothing short of groundbreaking

02 Yellow Pencils
07 Nominations
19 In Book
07 Juries



FEATURED PROJECT	JURY	ENTRANT	BRAND
Sticky Notes Annual	Book Design	Denkou Nagase Japan	Chaparral Club Japan
JA Miro	Branding	ED + K	JA Miro
The Ultimate Pencil	Crafts for Advertising	Denkou Tokyo	VIVIDEX
Catch the Moon, Catch the Blossom	Crafts for Design	Denkou Tokyo	Waku and Art Exhibition 2012
Fort Me	Digital Design	Bescom	Adobe Creative Cloud
Migatory Bird	Graphic Design	Nippon Design Center	Migatory
Etihad Top Level Miyake Shima Shipyards	Spatial Design	Drawing and Manual	Etihad and Miyake

For your chance to win, enter your best creative work into the **D&AD Awards**.
dandad.org/awards | @dandad



Flak jacket

Iran

Preface

Whether it's Kim Jong-il's jumpsuit and pompadour, or Hillary Clinton's newly conservative power-dressing, today image is all for politicians. In the first of our series decoding power dressing, we look at the semiotics of Iranian President Ahmadinejad's man of the people look.



Insights That Can Make the Familiar Seem **Alien**

yes 50/50



■■■■■■■■■■ Last 12
months of the U.S. unemployment rate,
which rose to 9% in April. More data:
<http://on.wsj.com/jkZPs9>

6 May via web ☆ Favorite ↗ Retweet ↻ Reply



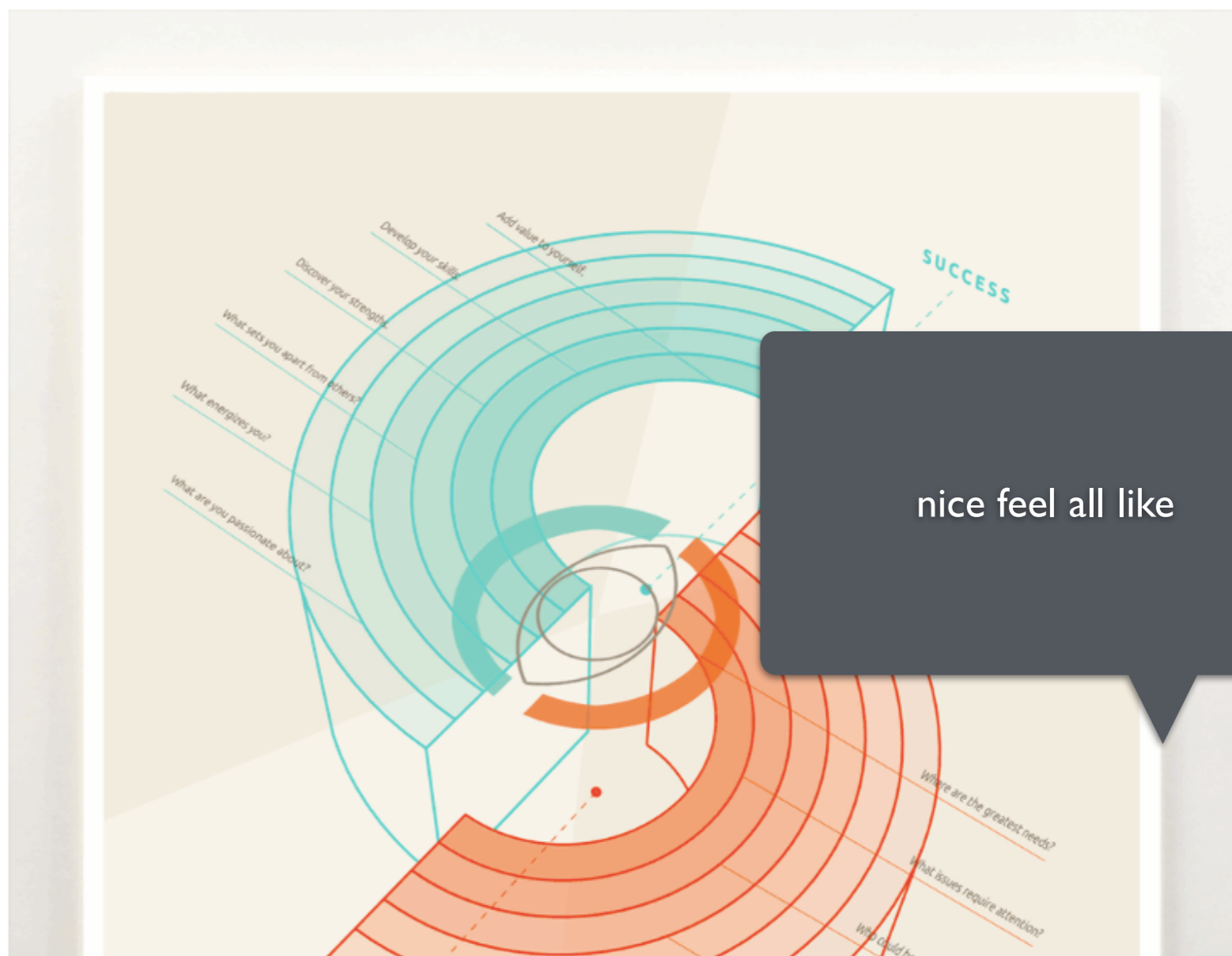
DESIGNERS FOR GOOD

This poster design was inspired by the statement "Success is adding value to yourself. Significance is adding value to others." As a designer and teacher, I encourage my students to be significant contributors to the success of their peers. In doing this each day they learn to be designers for the good of others as well as themselves.

The type based infographic features a large S shape surrounded by questions that allow the viewer to ask themselves how to first succeed as a designer and then evaluate how to successfully contribute to other people or other designers in their community.

Want a copy for your wall? Email **Courtney** with comments or for more information.

Notable Exhibitions // Exhibited at Omni Studio in the 2013 "Design for Good" poster competition hosted by AIGA Birmingham, Alabama.



nice feel all like

THE TWELVE

ABOUT PROJECTS CONTACT

SITE of
the MONTH



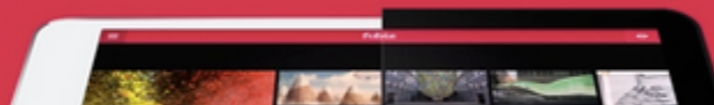
g



nice, could work
Product
visual...?...data analysis

fubiz™

FIRMENICH
OSMOZ 2014





[Read the Blog/](#) [Say Hello/](#)

APPS SCHMAPPS.

**There's 286,366 already out there.
Make yours count.**

imagine w/ graphics
text heavy? visuals centered
around product

→ **Latest release: Nizo coming to the app store. [View the site.](#)**

What makes a great app?

It's all about the experience. People love apps that are fun and simple to use. We make those apps.



The way we work

Our creative approach involves rigorous design and usability testing to create superior apps for everyone.



Meet the makers

Our team combine form and function to create visually appealing, easy to use apps people want to use.



hello@imagemechanics.com.au
Studio 11, 12 Brown Street
Newtown 2042, NSW, Sydney, Australia



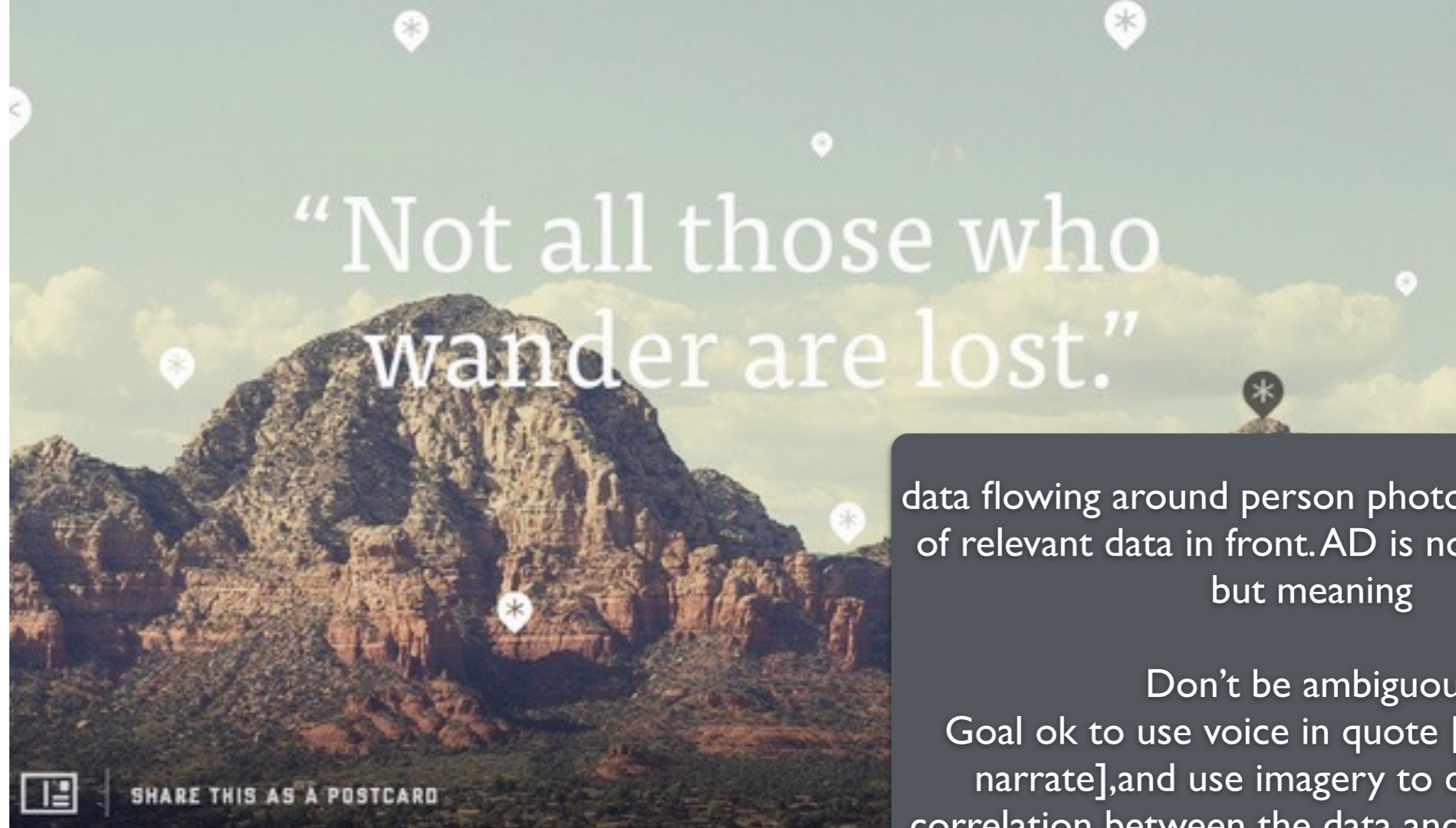


[ABOUT](#)

[PORTFOLIO](#) ▾

[CONTACT](#)





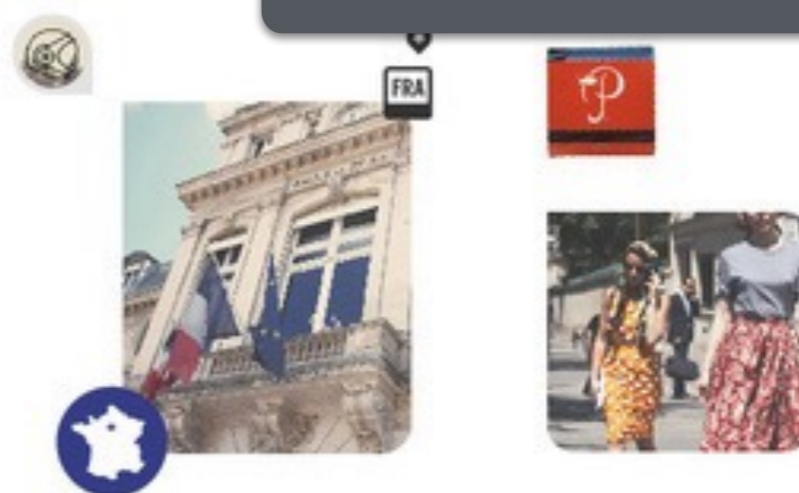
data flowing around person photo with one piece of relevant data in front. AD is not selling charts but meaning

Don't be ambiguous
Goal ok to use voice in quote [to humanize/narrate], and use imagery to describe the correlation between the data and the real world.

change the way you view hadoop cluster?

EVERY PLACE IS CONNECTED.

Every post about a place is connected to every other post about that place.

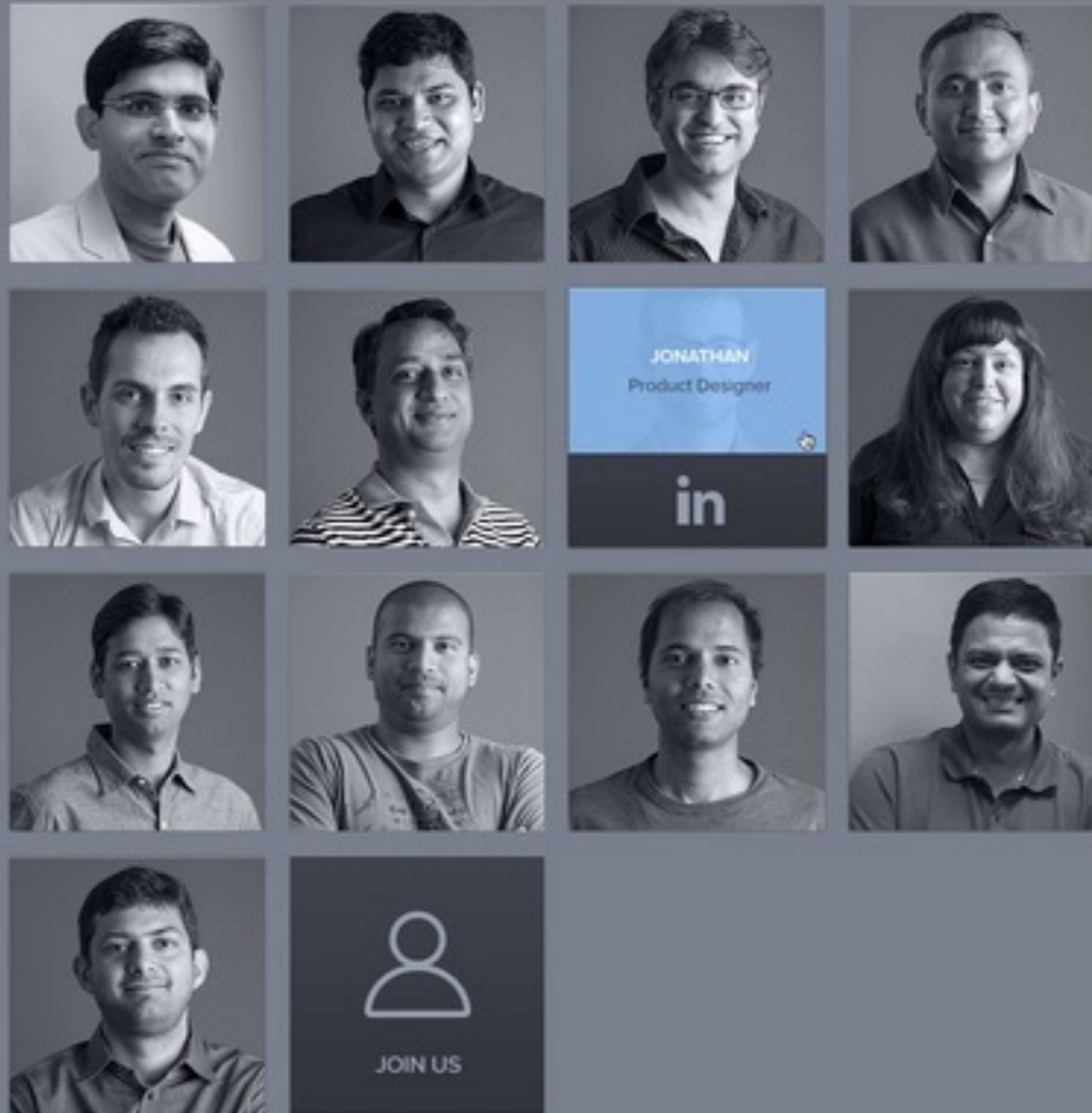


* **PARIS** *

* Note each place with the
Star Mention, an easy and

OUR TEAM HAS DEEP EXPERIENCE FROM COMPANIES SUCH AS

Google facebook Microsoft YAHOO! ORACLE amazon zynga



good photos

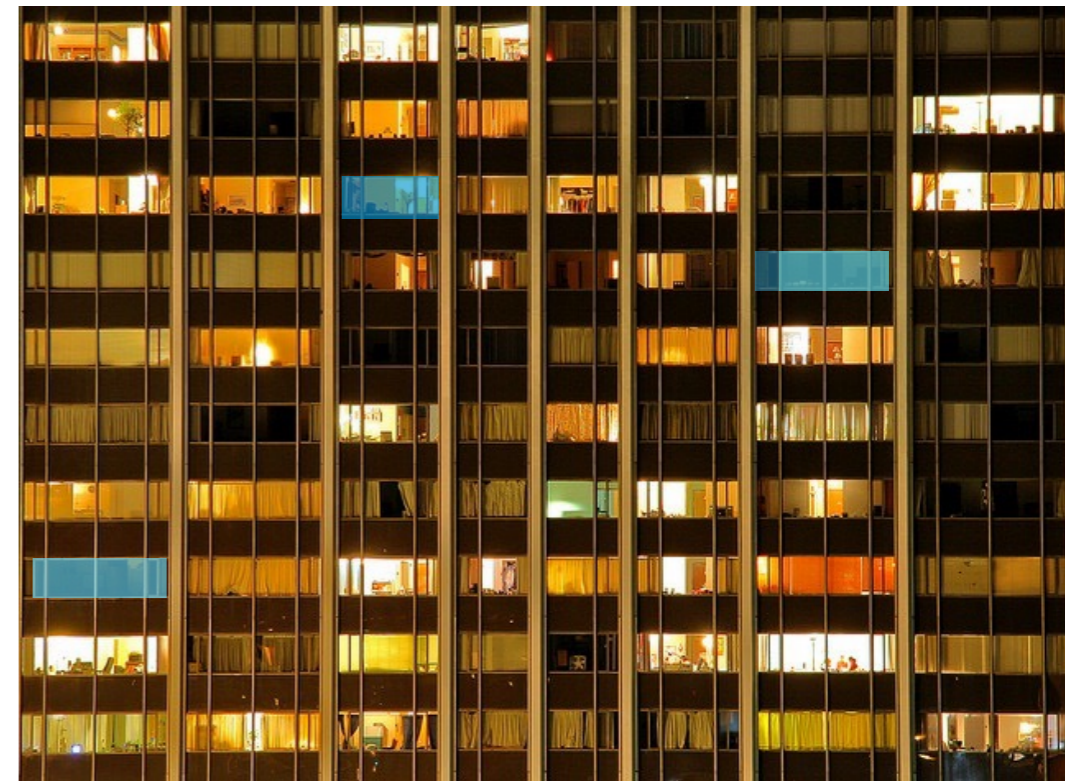
Some Numbers

213K
LINES OF CODE

1.2K
COFFEES

2.4K
* PUSH-UPS

DATA VISUALIZATIONS RESEMBLING REAL WORLD SOURCES

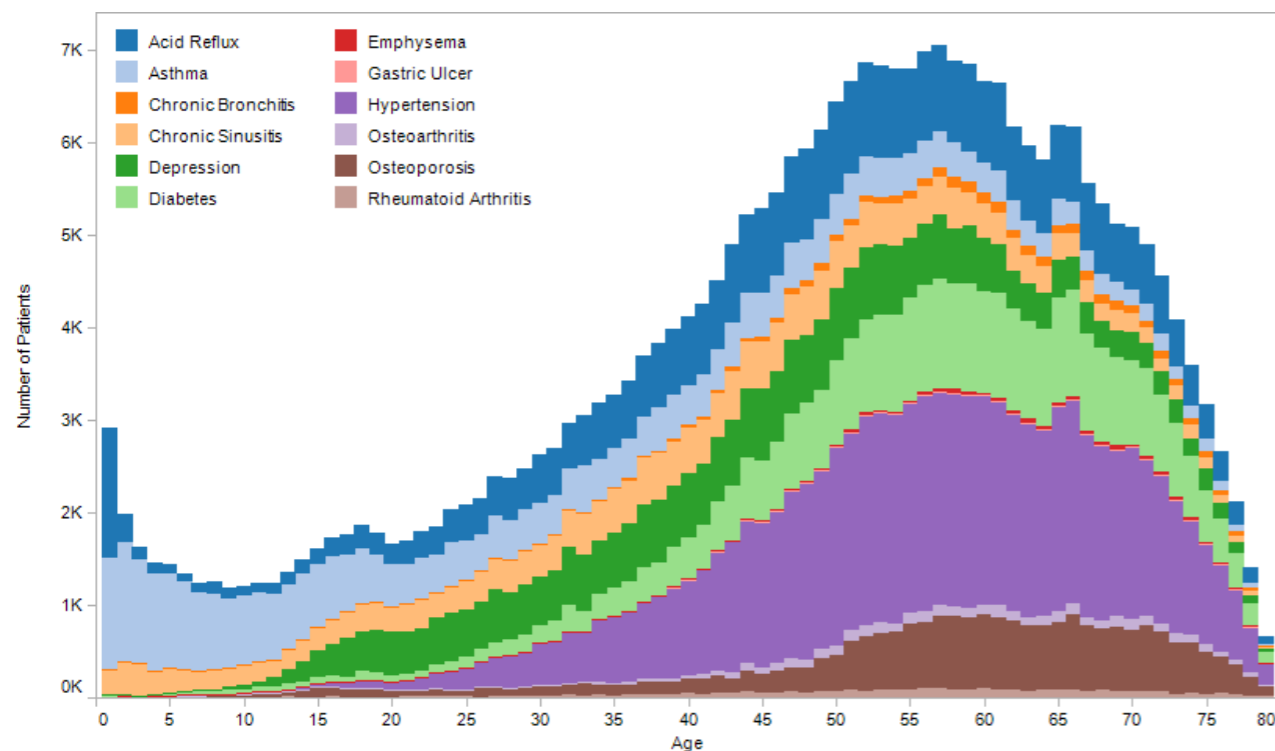


CASE: ROKU

QUOTE EXAMPLE: *"It's not what you look at that matters, it's what you see."*

—Henry David Thoreau

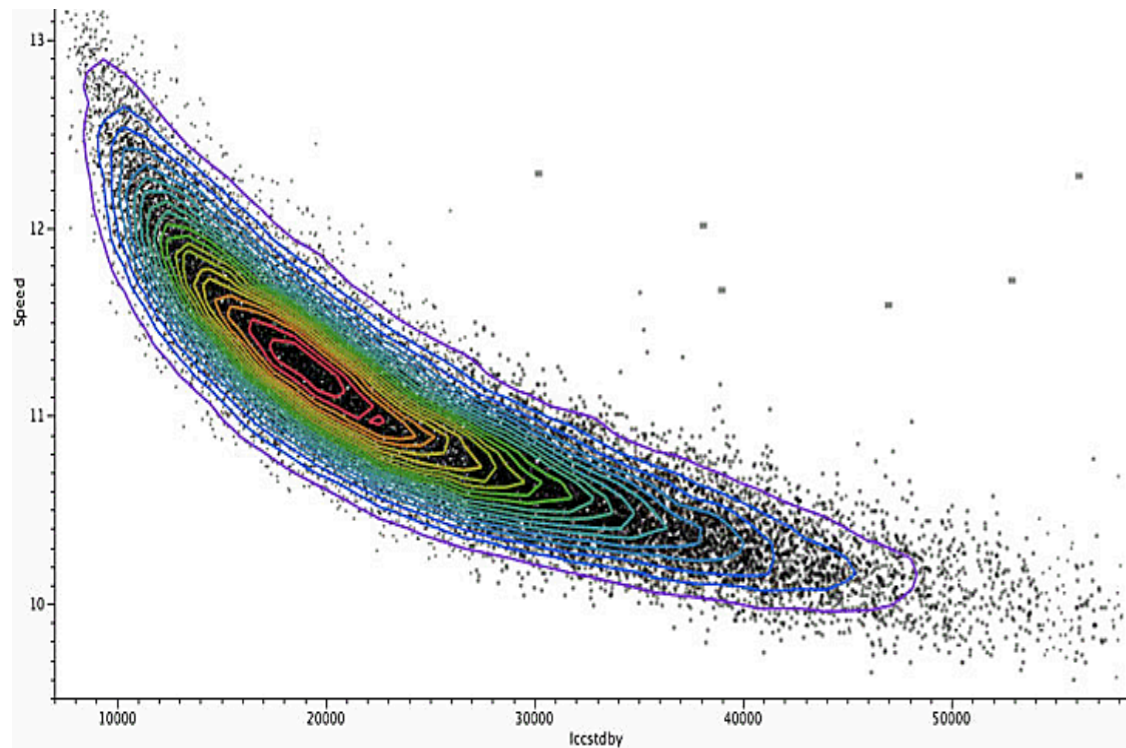
DATA VISUALIZATIONS RESEMBLING REAL WORLD SOURCES



CASE: *Climatologist / Health Study e.g. Intermountain Healthcare and ConvergeHEALTH*

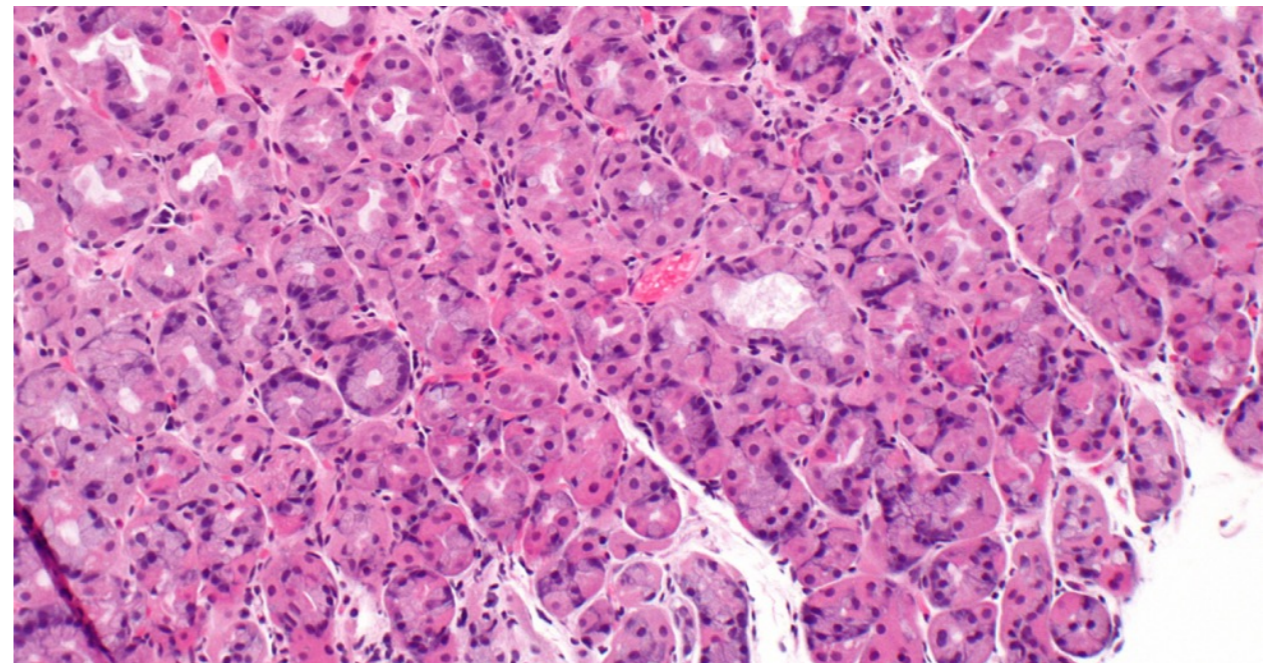
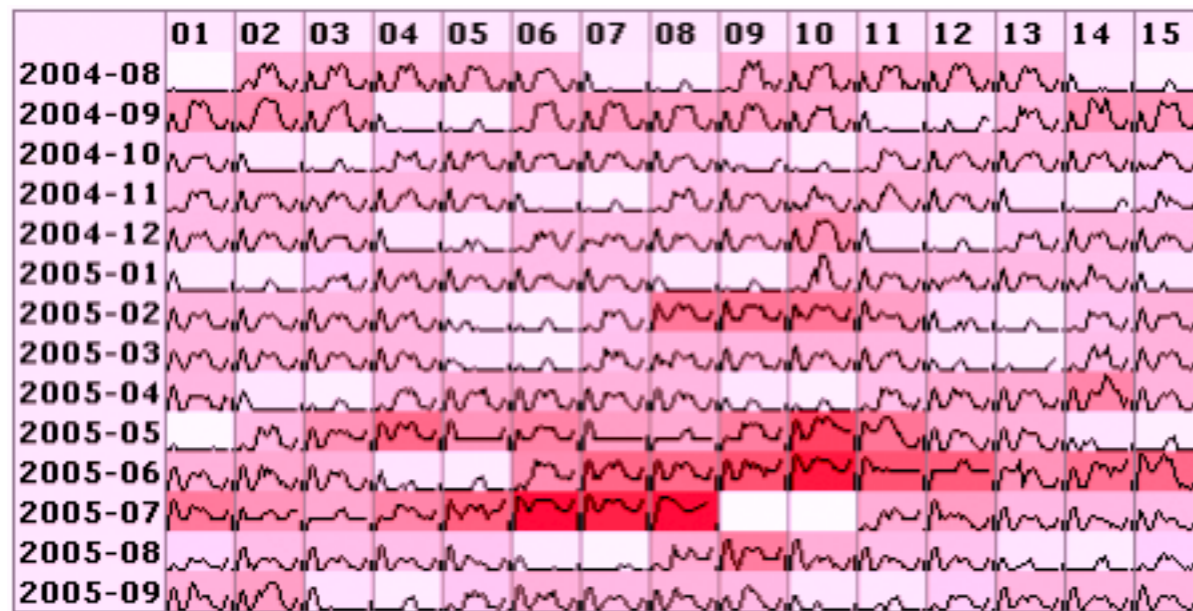
QUOTE EXAMPLE: *"Visualizing real world research has brought unforeseen insights into the impact of climate on the prevalence of respiratory diseases"*

DATA VISUALIZATIONS RESEMBLING REAL WORLD SOURCES



CASE: Meteorology
QUOTE EXAMPLE: "..."

DATA VISUALIZATIONS RESEMBLING REAL WORLD SOURCES



CASE: *Medical research lab / Pharma*

QUOTE EXAMPLE: *" Saving lives often depends on making sense of the immensity of clinical trials data"*

Logos

ALL ROUNDS

Color Palettes

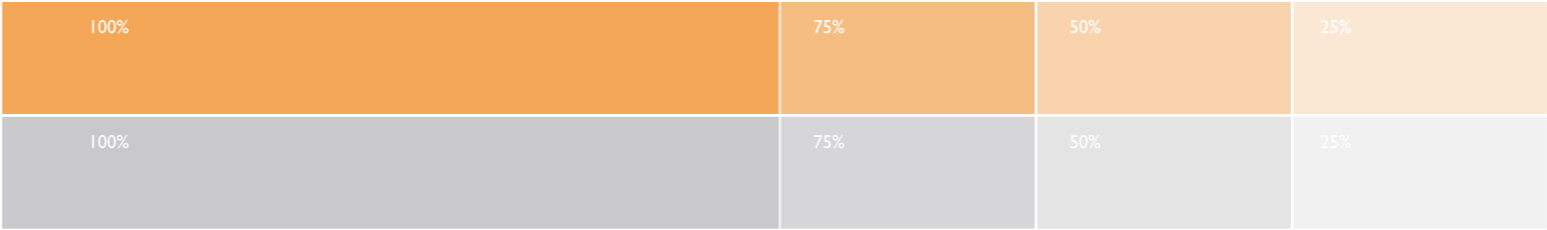
PROPOSED COLOR PALETTE A

Bold Color

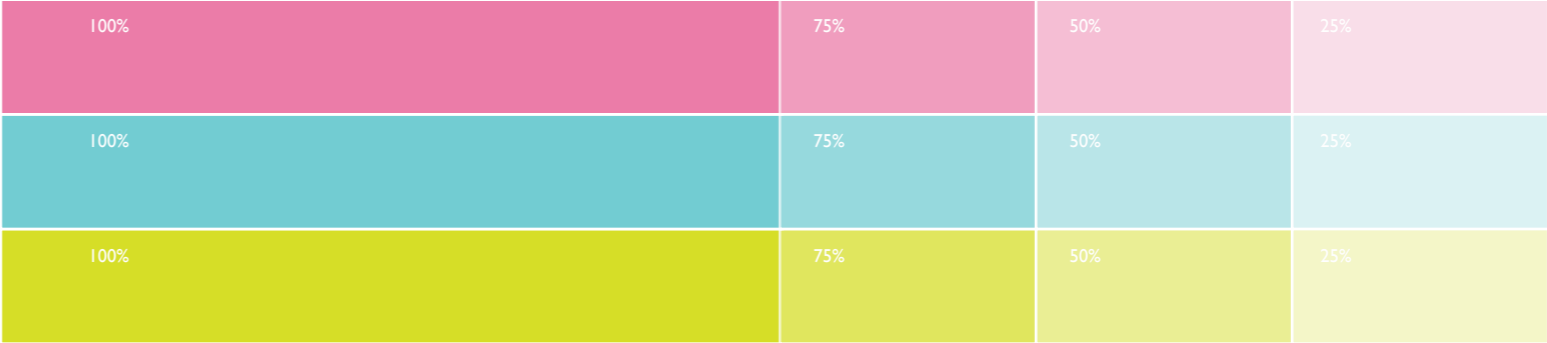
This palette is inspired by the bold combination of neutrals and vibrant, elemental colors seen in primarily text-focused periodicals like Monocle, The Atlantic, and the New York Times.



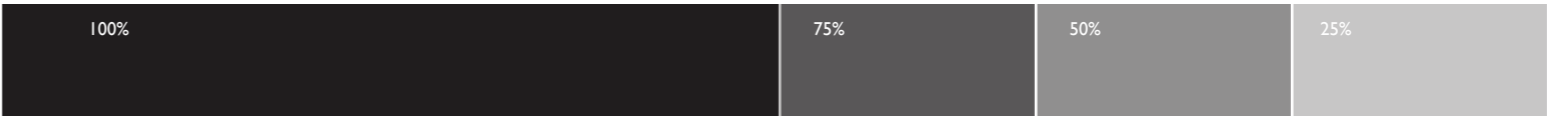
Primary



Secondary / Accents



Foundation / Base



Bold Color

This palette is inspired by the bold combination of neutrals and vibrant, elemental colors seen in primarily text-focused periodicals like Monocle, The Atlantic, and the New York Times.



Primary

100%	75%	50%	25%
100%	75%	50%	25%

Secondary / Accents

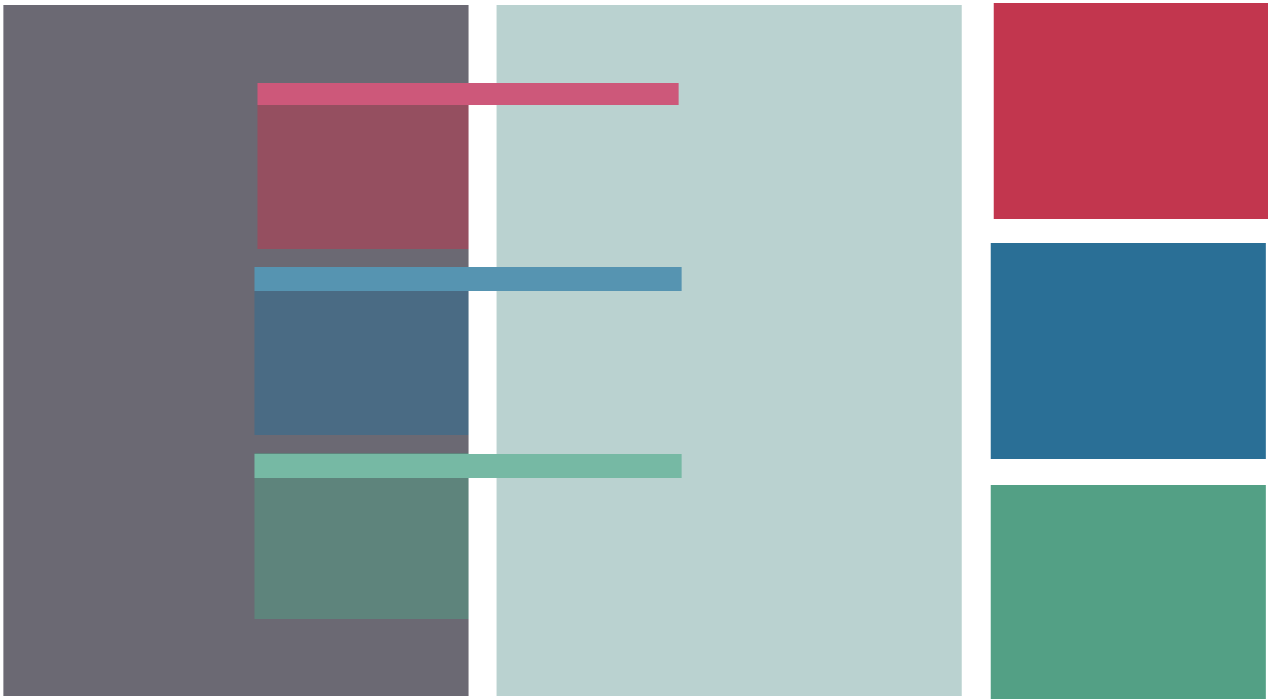
100%	75%	50%	25%
100%	75%	50%	25%
100%	75%	50%	25%

Neutrals

100%	75%	50%	25%
------	-----	-----	-----

Measured Color

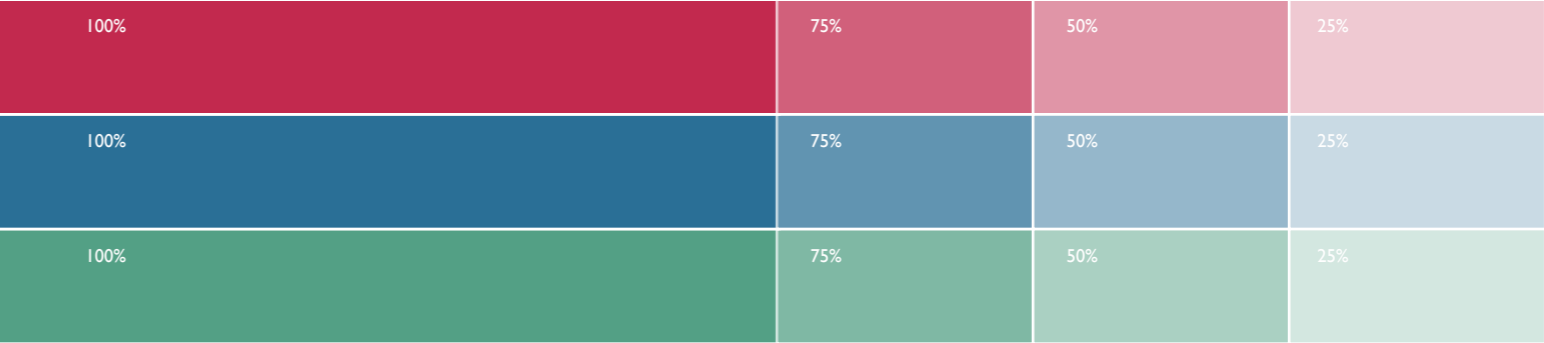
This palette is focused on creating a balanced and neutral pairing of 50% and 75% gray values and a triplet of more vibrant colors, nearly equal in tone but as different in value as possible.



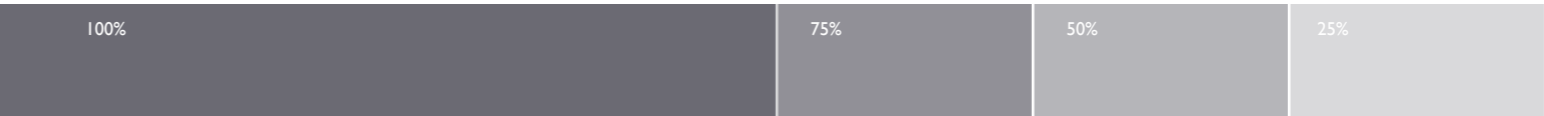
Primary



Secondary / Accents

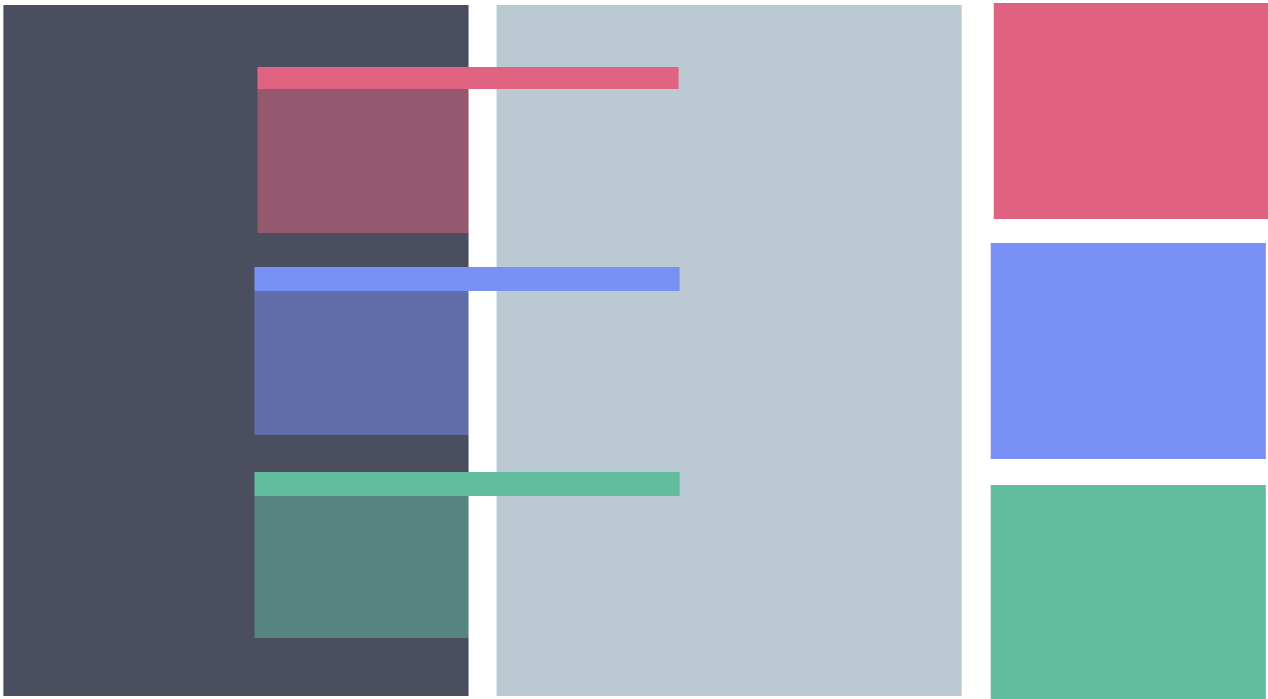


Neutrals



Measured Color

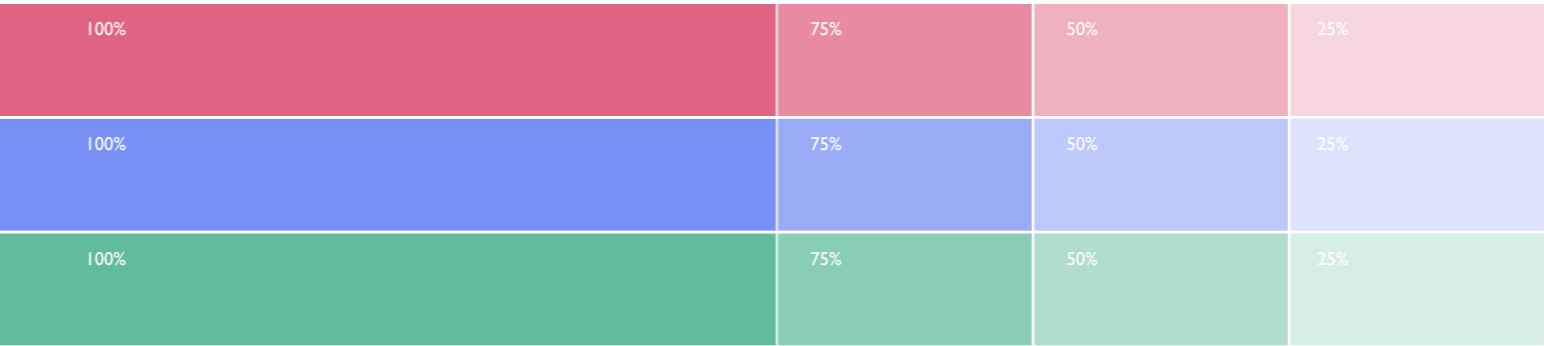
This palette is focused on creating a balanced and neutral pairing of 50% and 75% gray values and a triplet of more vibrant colors, nearly equal in tone but as different in value as possible.



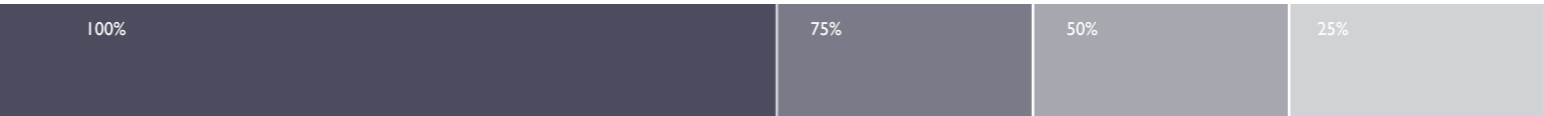
Primary



Secondary / Accents



Neutrals



PROPOSED COLOR PALETTE



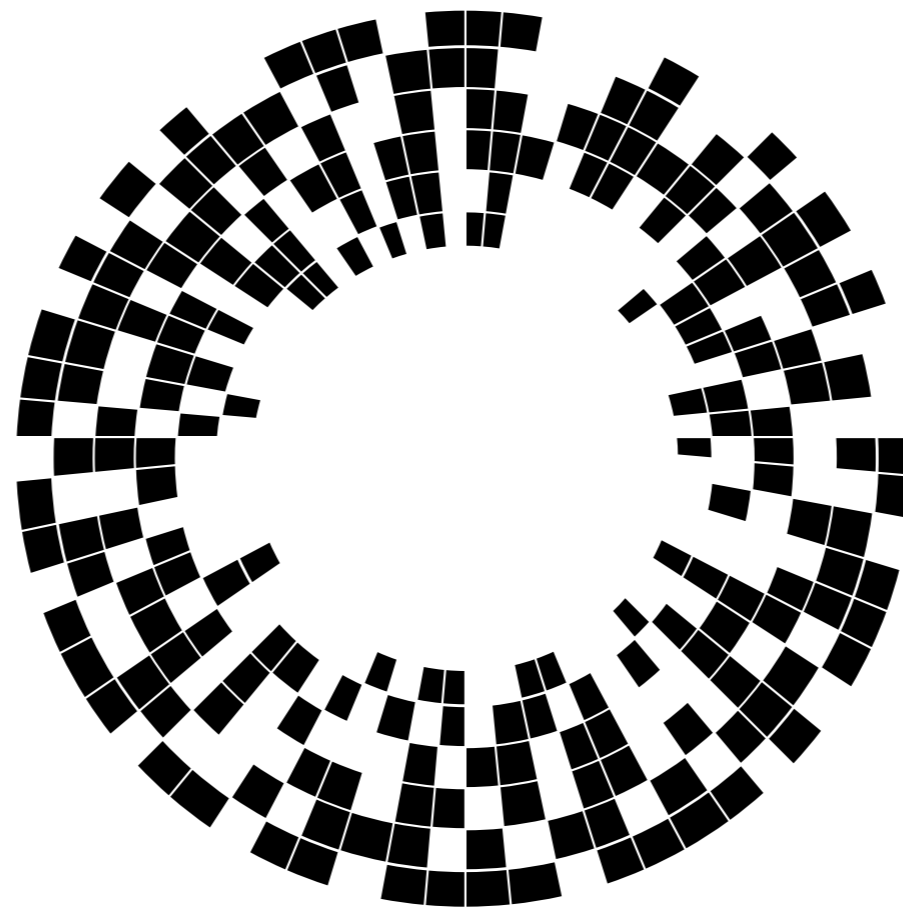
Round 1 - Favorites



Arcadia Data

OPTION
G1

revs based on type variations
colors, need long version, no
data if tagline exercise works

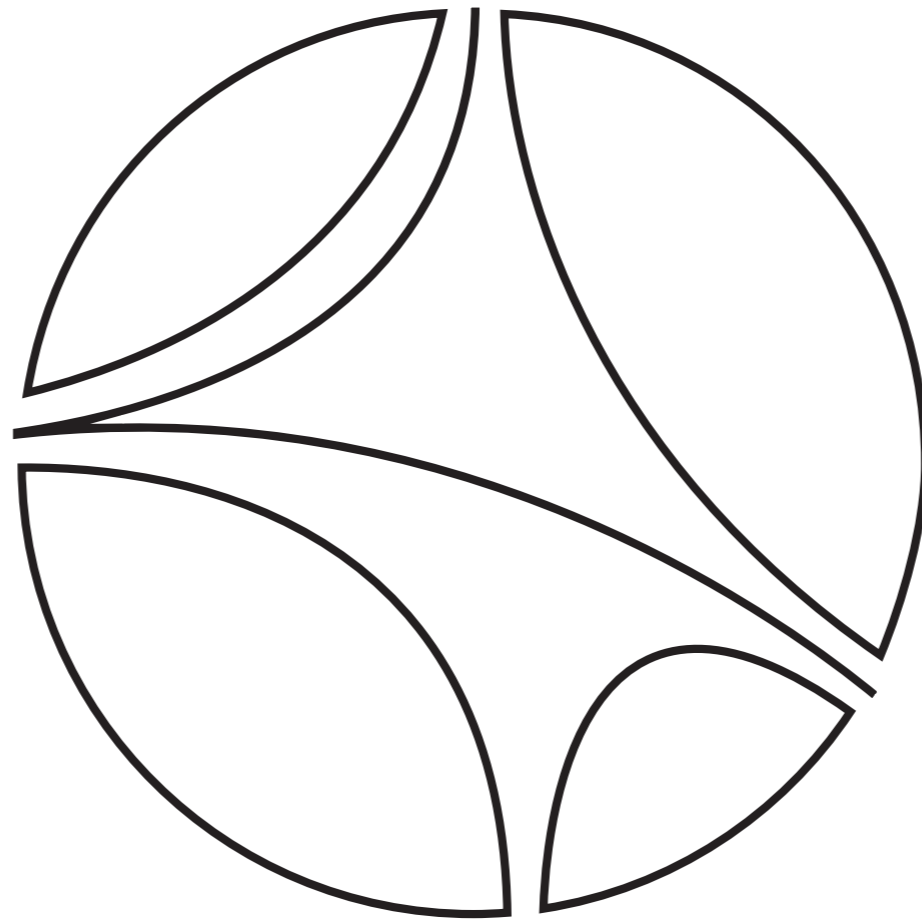


A R C A D I A

OPTION
G1



ARCADIA



A R C A D I A

Arcadia Data
Visual & Brand Identity

Round 2

OPTION
A2





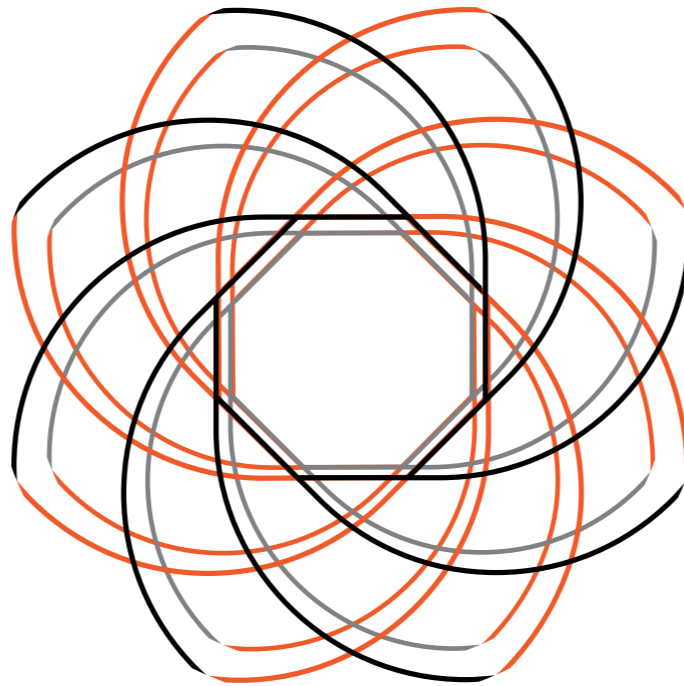
ARCADIA
DATA



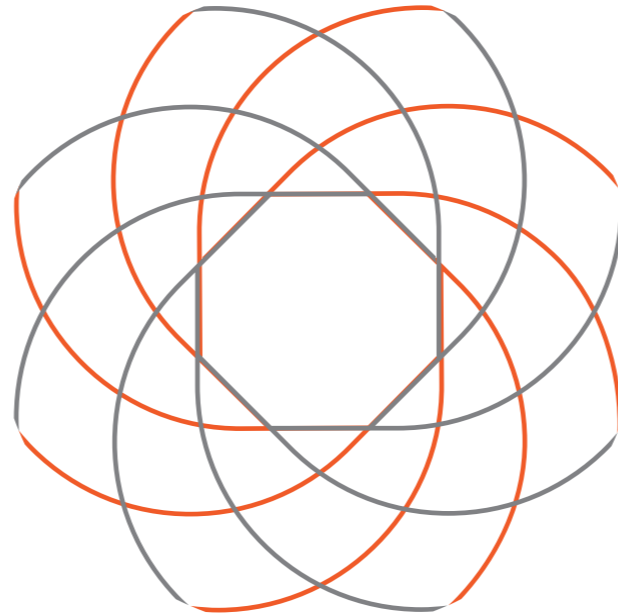
ARCADIA
DATA



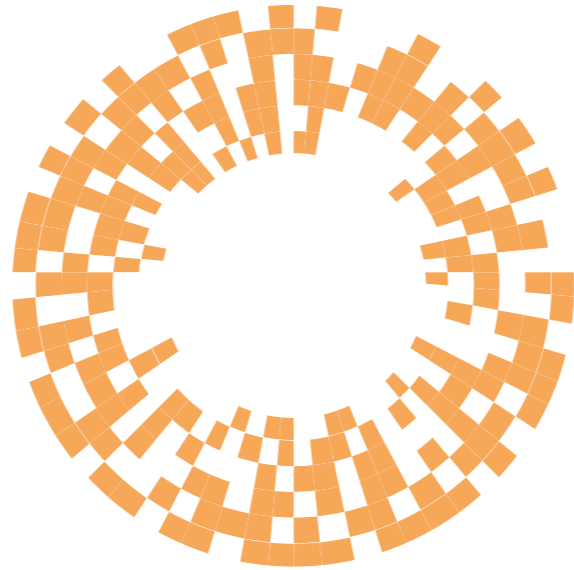
ARCADIA
DATA



ARCADIA
DATA

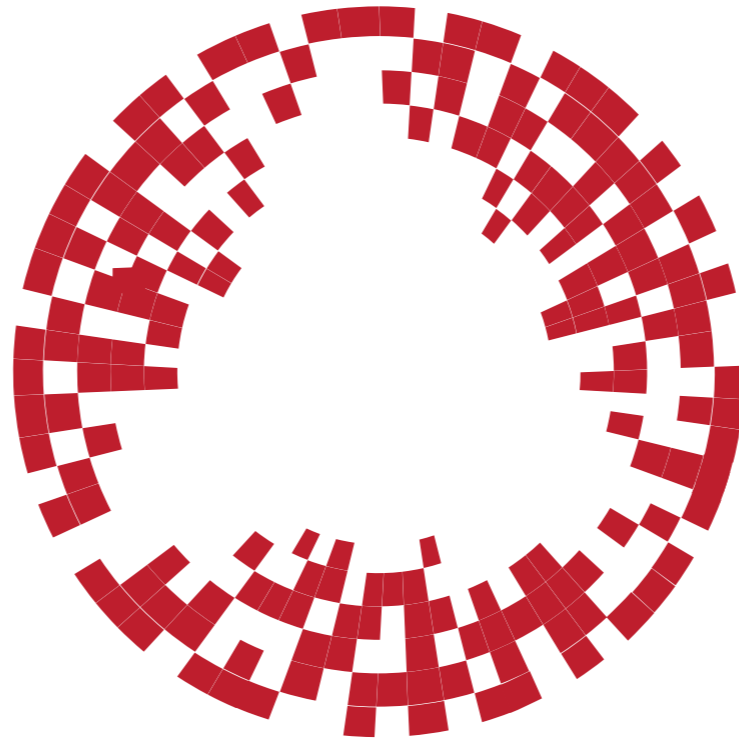


A R C A D I A
D A T A



ARCADIA

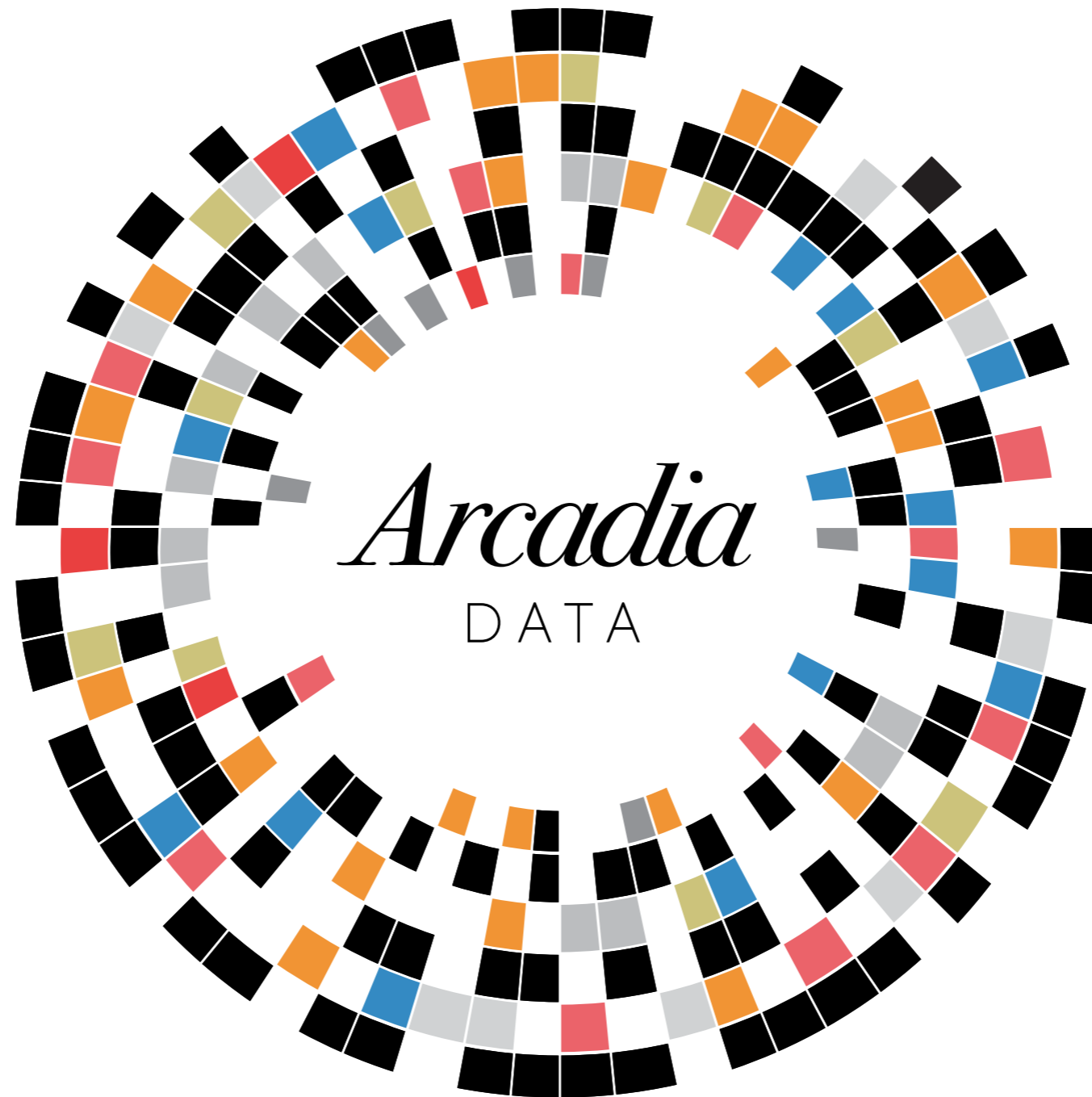
D A T A



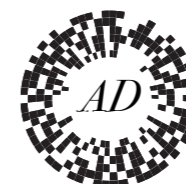
ARCADIA
D A T A

Arcadia

DATA



Arcadia
DATA





ARCADIA
DATA



arcadia
DATA



A R C A D I A



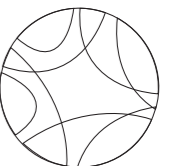
ARCADIA DATA



OPTION
K1-4



a r c a d i a



OPTION
ALT

▲ R C ▲ D I ▲

▲ R C ▲ D I ▲



ARCADIA

DATA

Website

ALL ROUNDS

Arcadia Data
Visual & Brand Identity

Site Map

SITE MAP

```
graph TD; LP[LANDING PAGE<br/>1. Launch message<br/>2. Brand narrative<br/>3. Product Message] --> PO[PRODUCT OVERVIEW<br/>- description, screenshots,<br/>- links to demo request and<br/>Arcadia Instant Trials]; PO --> DRF[DEMO REQUEST FORM<br/>1. ]; PO --> FT[FREE TRIAL /<br/>ARCADIA INSTANT<br/>1. Sign up [partner link]<br/>2. Request Demo<br/>3. Contact]; DRF --> PO; FT --> PO;
```

PRODUCT FUNNEL

LANDING PAGE

1. Launch message
2. Brand narrative
3. Product Message

PRODUCT OVERVIEW

- description, screenshots,
- links to demo request and Arcadia Instant Trials

DEMO REQUEST FORM

- 1.

FREE TRIAL / ARCADIA INSTANT

1. Sign up [partner link]
2. Request Demo
3. Contact

COMPANY

1. About / Culture
2. Team
3. Careers
4. Why Arcadia

- # COMPANY
1. About / Culture
 2. Team
 3. Careers
 4. Why Arcadia

PARTNERS

1. Technology partners
2. Distribution & Instant Partners

- ## PARTNERS
1. Technology partners
 2. Distribution & Instant Partners

CONTACTS

1. Contact Sales
2. Contact for Partners / Media / Careers
3. Sign up for updates

- # CONTACTS
1. Contact Sales
 2. Contact for Partners / Media / Careers
 3. Sign up for updates

LANDING PAGE

1. Launch message
2. Brand narrative
3. Product Message

- # LANDING PAGE
1. Launch message
 2. Brand narrative
 3. Product Message

PRODUCT OVERVIEW


- description, screenshots,
- links to demo request and Arcadia Instant Trials

- # PRODUCT OVERVIEW
- description, screenshots,
 - links to demo request and Arcadia Instant Trials



DEMO REQUEST
FORM

I.

- 
- DEMO REQUEST
FORM
- I.

FREE TRIAL / ARCADIA INSTANT

1. Sign up [partner link]
2. Request Demo
3. Contact

- ## FREE TRIAL / ARCADIA INSTANT
1. Sign up [partner link]
 2. Request Demo
 3. Contact

NEWS & EVENTS

1. Press
2. Events
3. [media placements]

- # NEWS & EVENTS
1. Press
 2. Events
 3. [media placements]

CUSTOMERS

1. Logos & Descriptions
2. Case studies

- # CUSTOMERS
1. Logos & Descriptions
 2. Case studies

Arcadia Data
Visual & Brand Identity

Wireframes



Hero:

Launch Message

Descriptive copy and quote

[learn more](#) *(to News & Events#Press)*

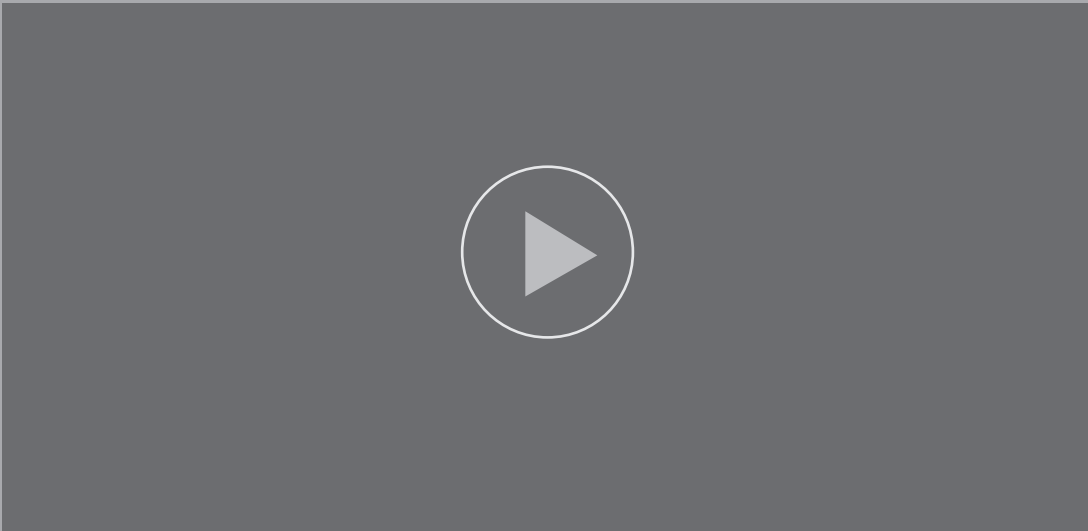
Brand Narrative

- "real world" data visualization w/Roku customer
- visuals / copy

[learn more](#) *(to Company)*

Product Message

- copy and screenshot / video



Product Overview

- description, screenshots

Free Trial / Arcadia Instant

- description

[learn more](#) *(to Free Trial)*

Request a Demo

- description

[learn more](#) *(to Request Demo)*

Still Have Questions?

- description - link to contact [#sales?]

[learn more](#) *(to Contact)*



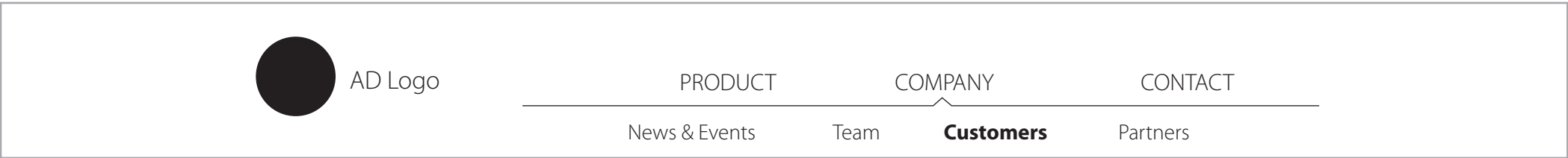
Top Menu Navigation



Menu - Collapsed



Menu - Expanded



Menu - Expanded



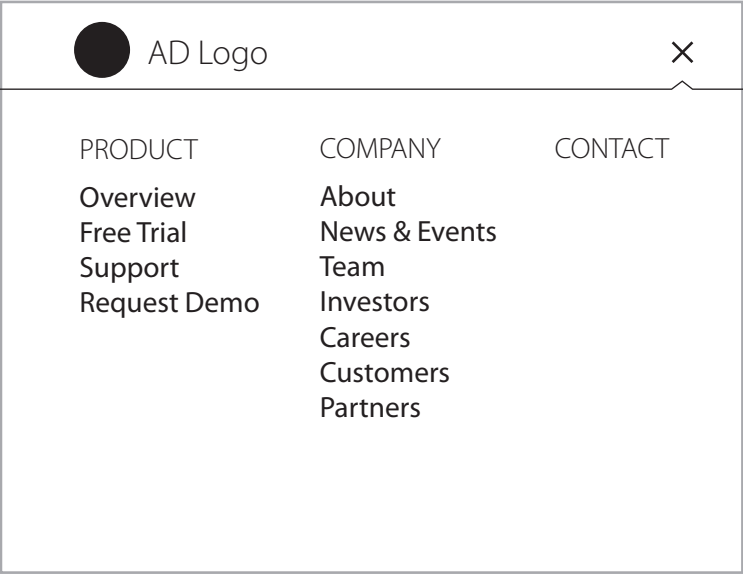
Floating / "Sticky" Menu - Collapsed







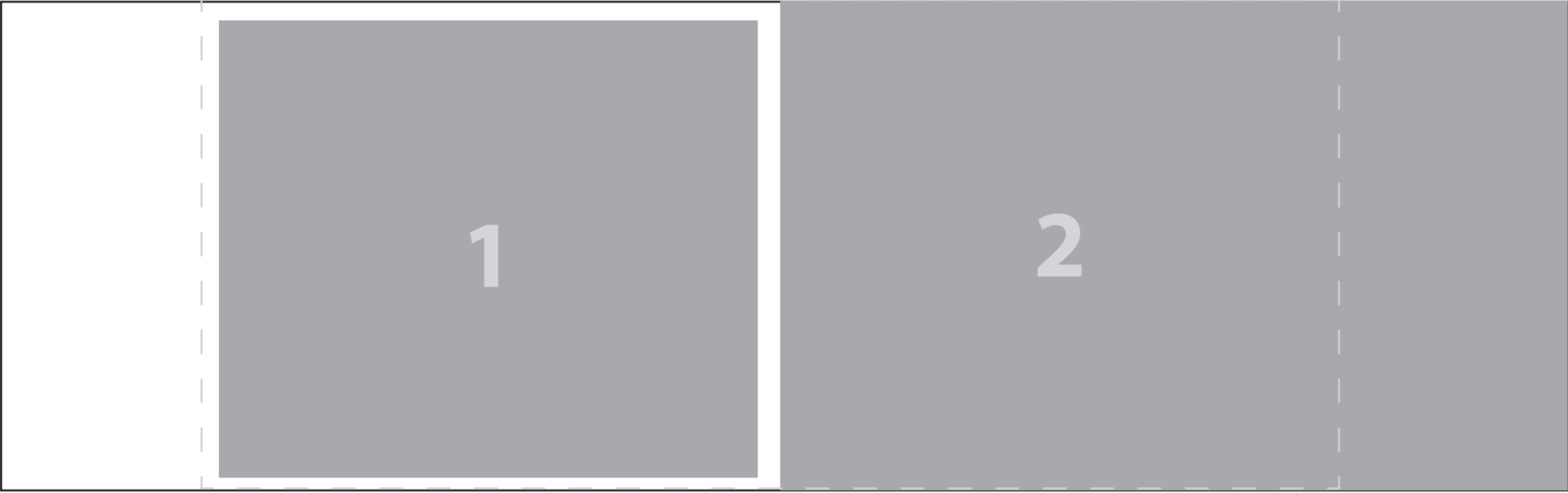
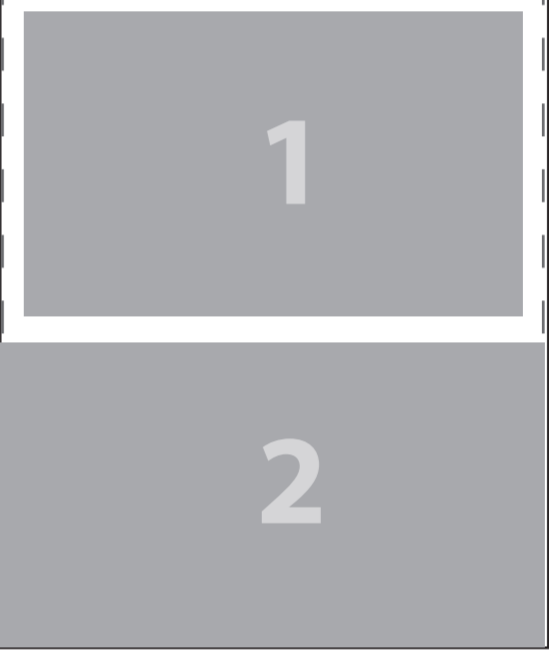
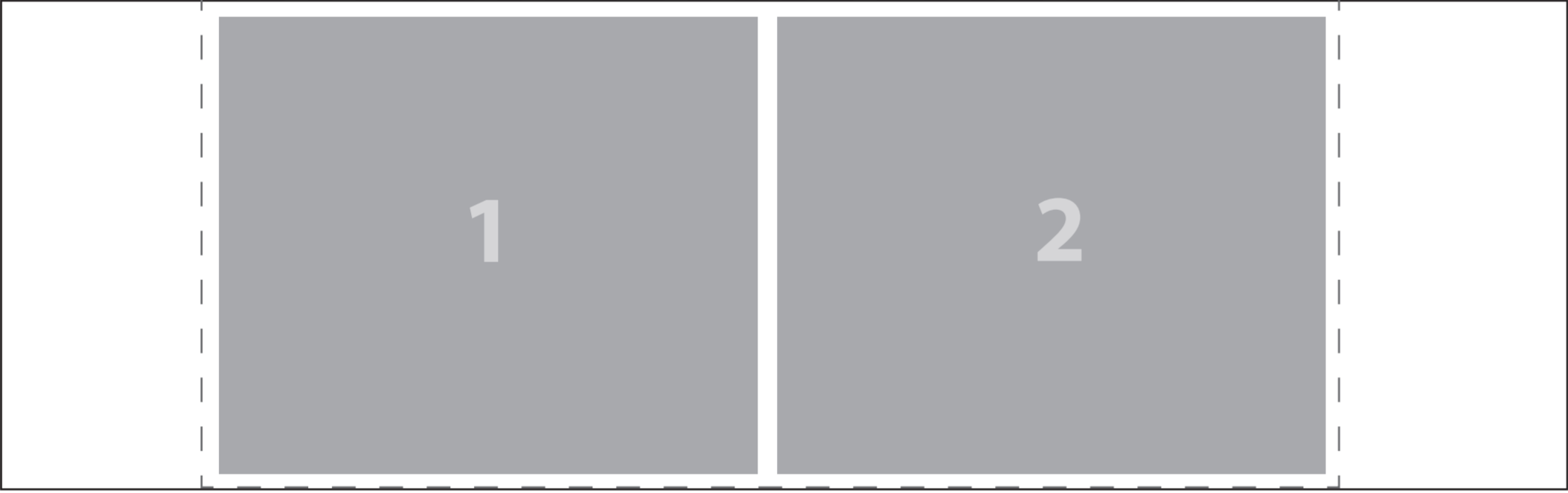
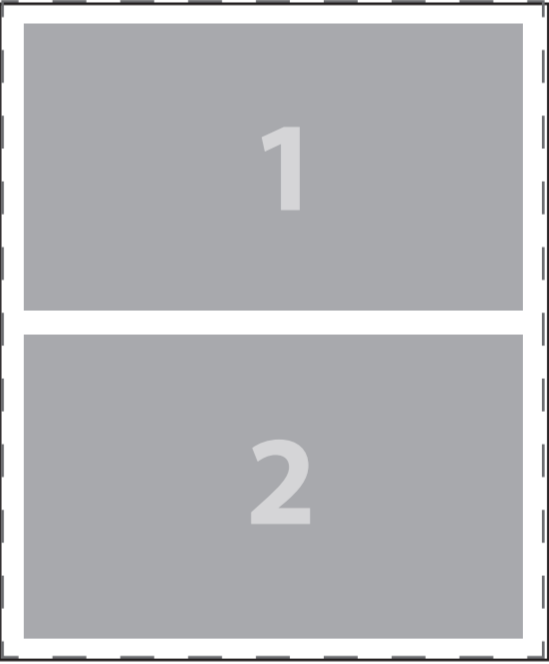
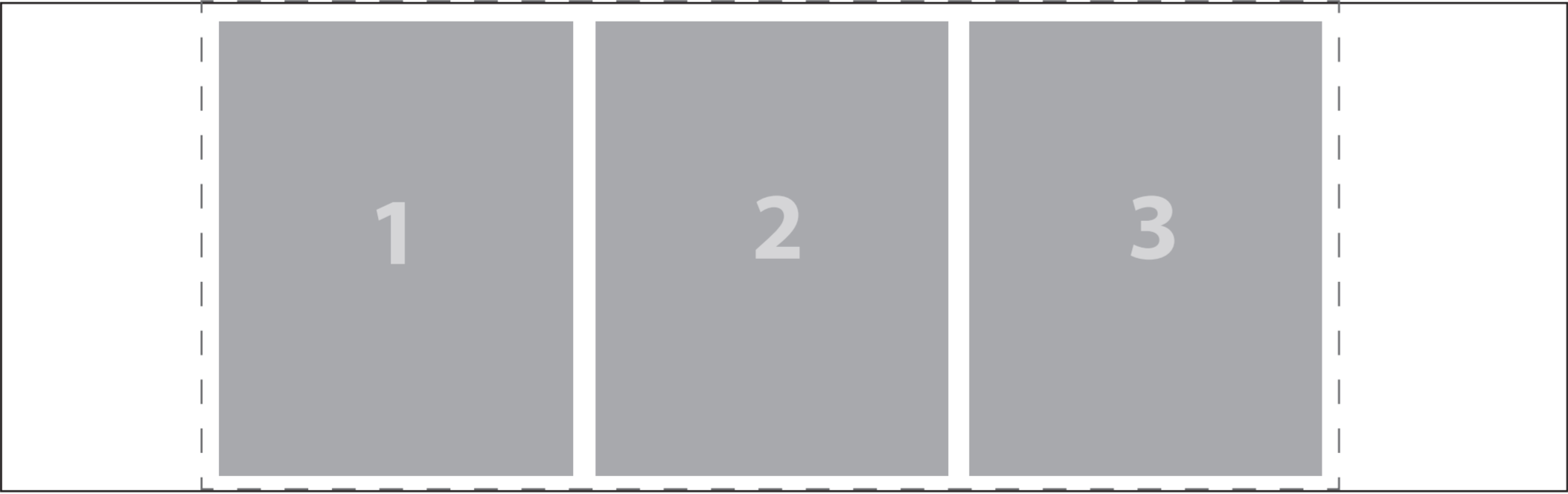
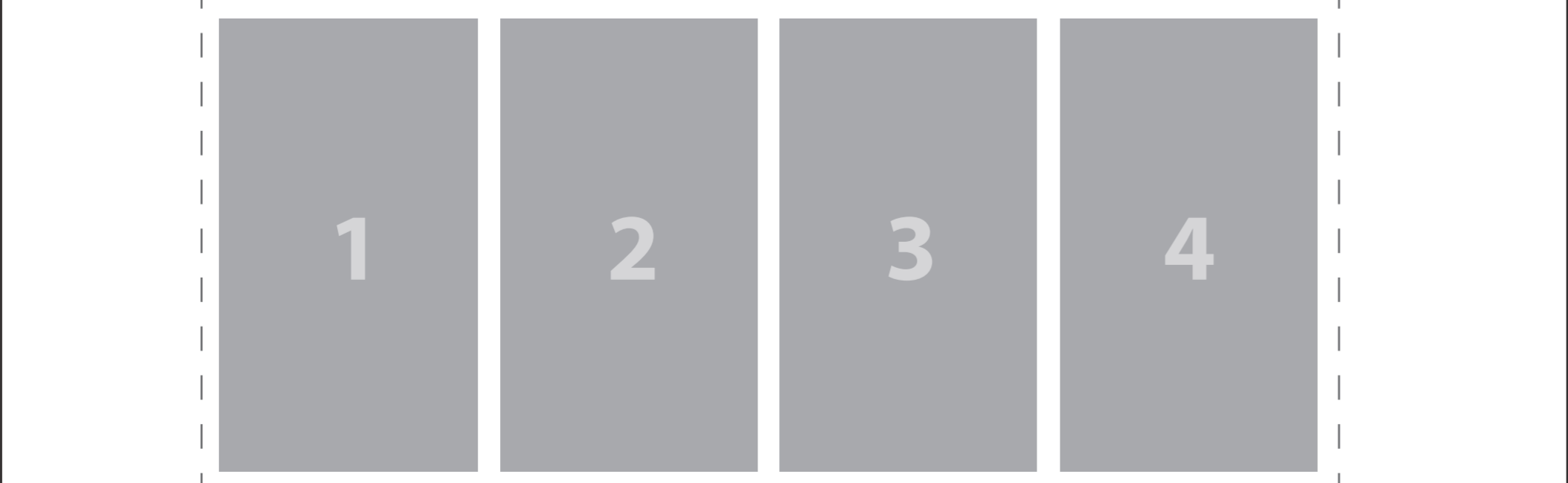
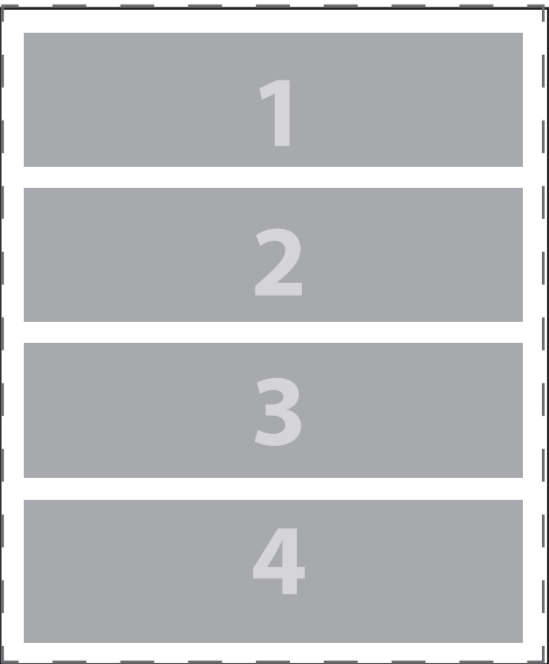
Floating / "Sticky" Menu - Extended




Mobile Menu - Collapsed



Mobile Menu - Expanded

Modular Sections: Desktop	Label	Modular Sections: Mobile
	Full width	
	Full width extended to full screen width	
	$1/2 + 1/2$ extended	
	$1/2 + 1/2$	
	$1/3 + 1/3 + 1/3$	
	$1/4 + 1/4 + 1/4 + 1/4$	



Phase 2 Collateral

ALL ROUNDS



Arcadia Data
PowerPoint

Proposed

This is a Headline

A Very Important Sub-headline is Here



ARCADIA

D A T A

This is a Headline

A Very Important Sub-headline is Here



ARCADIA
DATA

This is a Headline

A Very Important Sub-headline is Here

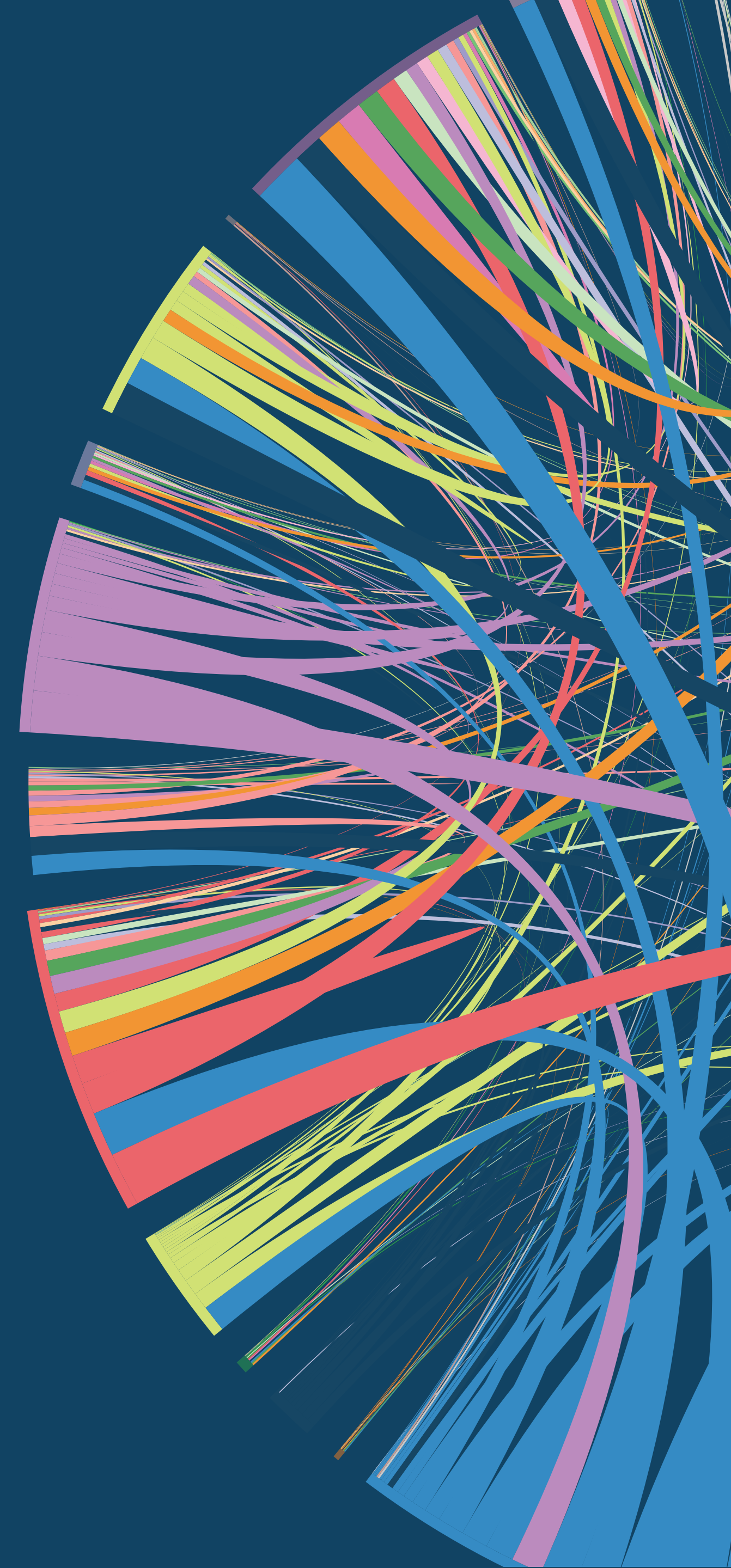


ARCADIA
DATA



This is a Headline

A Very Important Sub-headline is Here



This is a Headline

A Very Important Sub-headline is Here

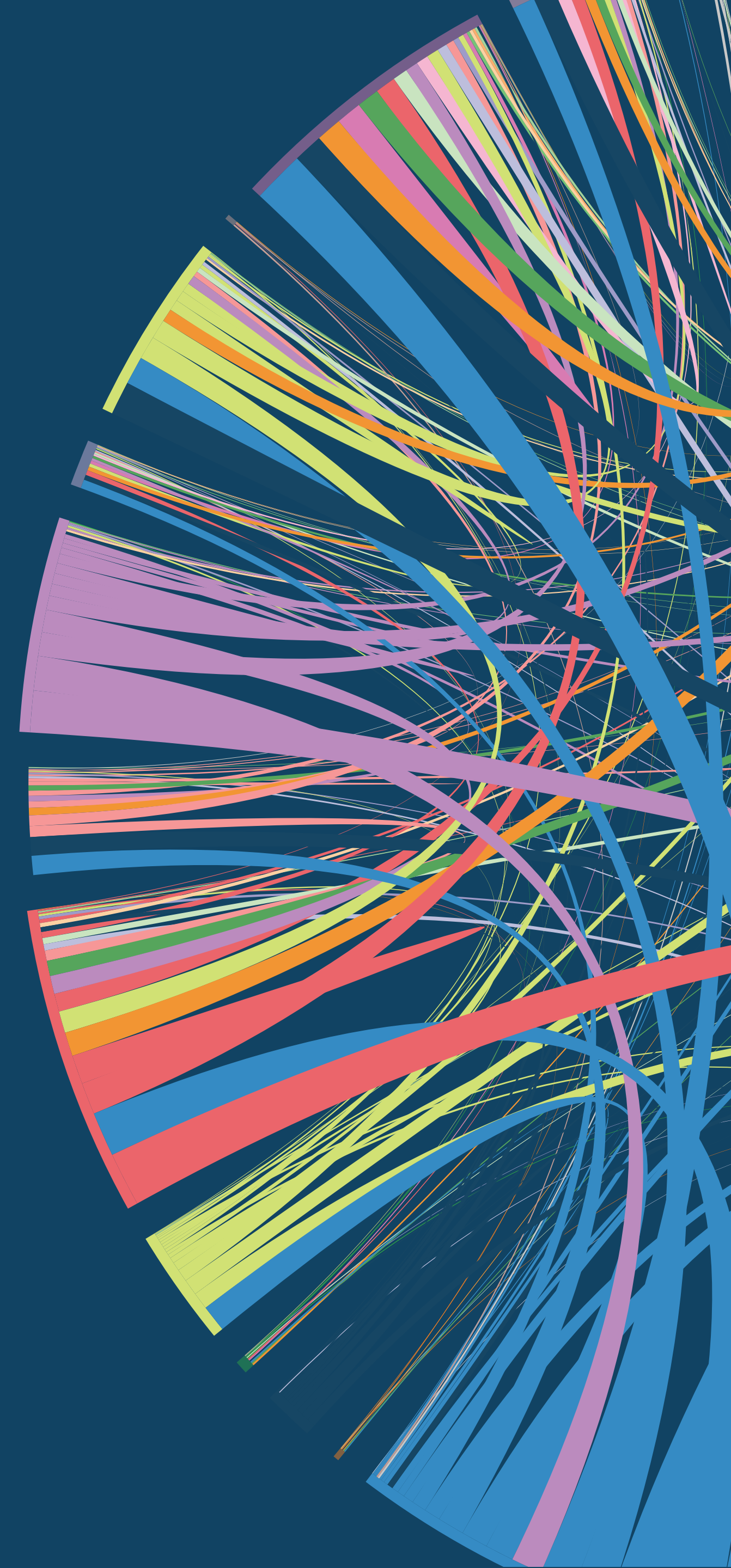


- Bullet 1 - Lorem ipsum dolor sit amet puisque curarium est
- Bullet 1 - Lorem ipsum dolor sit amet puisque curarium est
- Bullet 1 - Lorem ipsum dolor sit amet puisque curarium est

This is a Headline

A Very Important Sub-headline is Here

- Bullet 1 - Lorem ipsum dolor sit amet
- Bullet 1 - Lorem ipsum dolor sit amet
- Bullet 1 - Lorem ipsum dolor sit amet



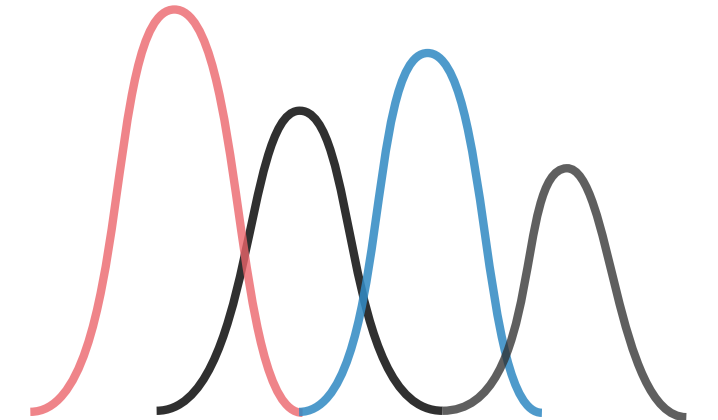
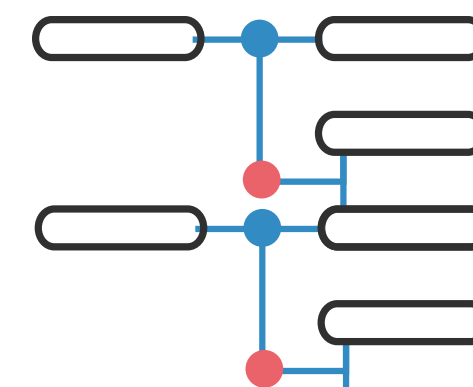
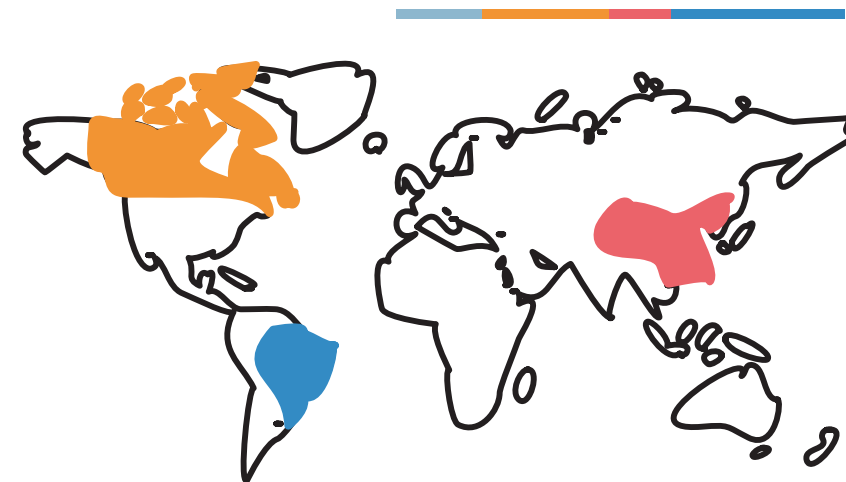
This is a Headline

A Very Important Sub-headline is Here

- Bullet 1 - Lorem ipsum dolor sit amet puisque curarium est
- Bullet 1 - Lorem ipsum dolor sit amet puisque curarium est
- Bullet 1 - Lorem ipsum dolor sit amet puisque curarium est

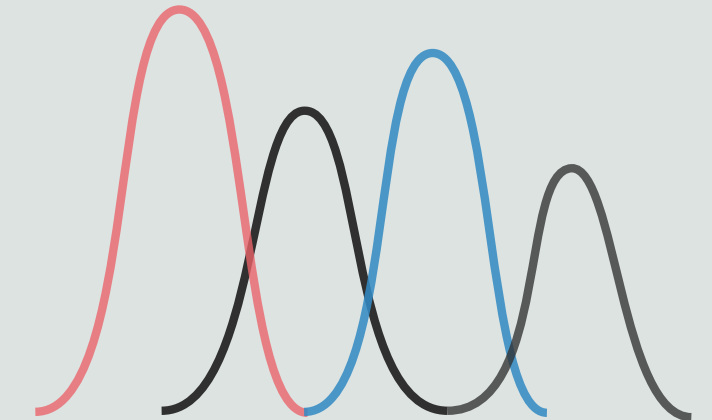
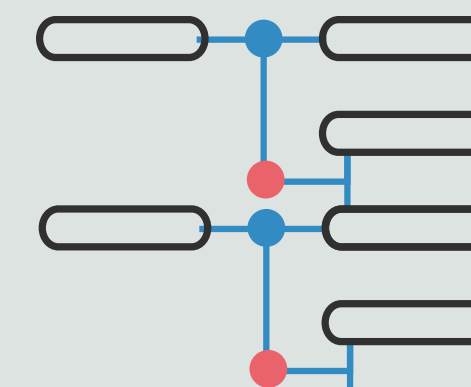
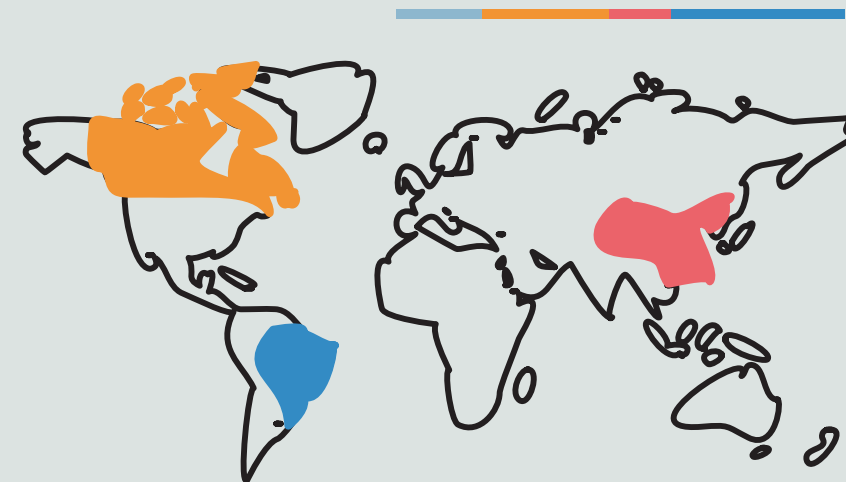
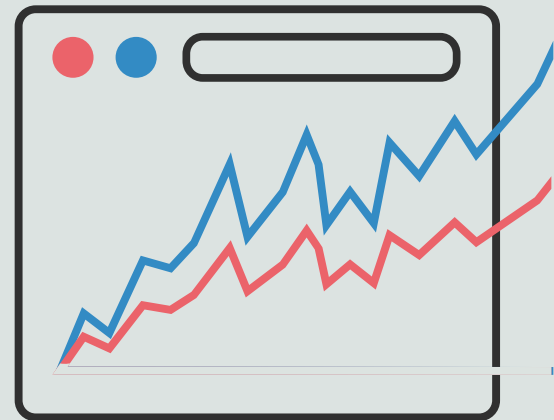
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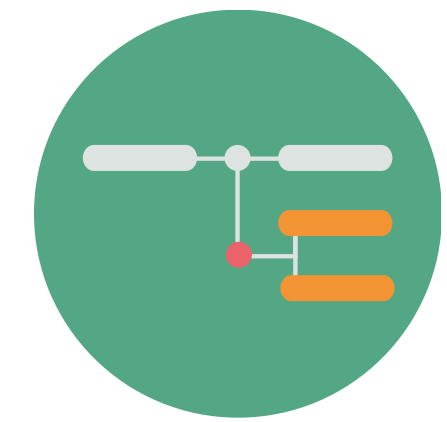
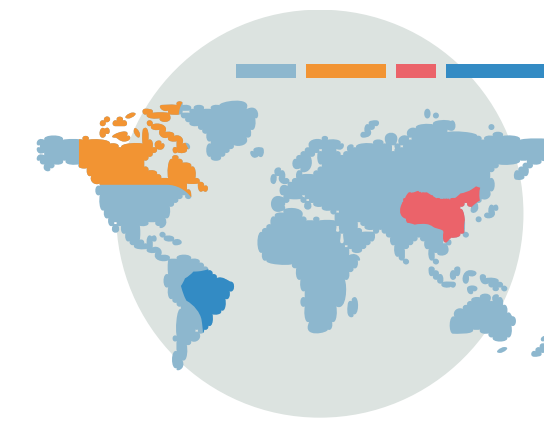
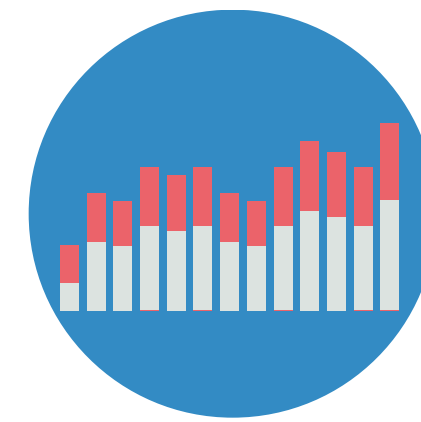
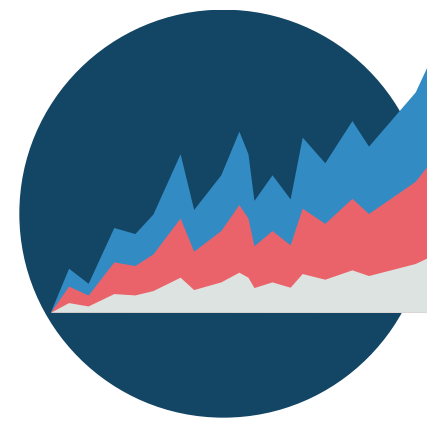
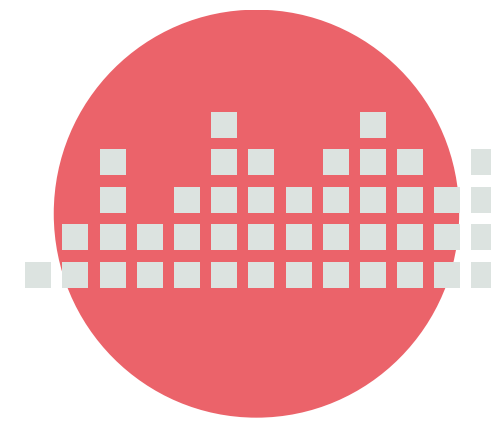
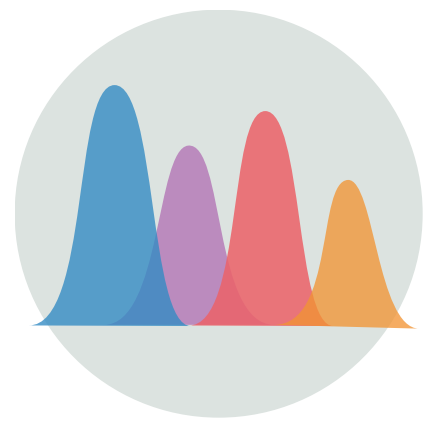
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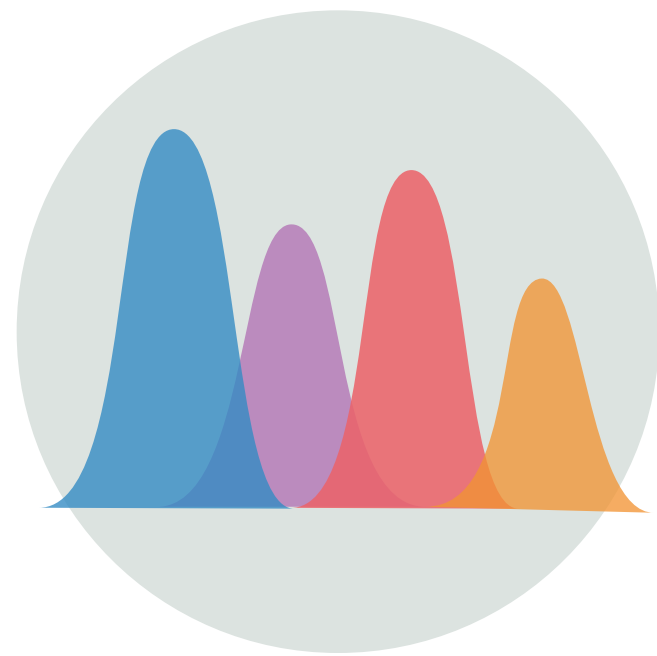


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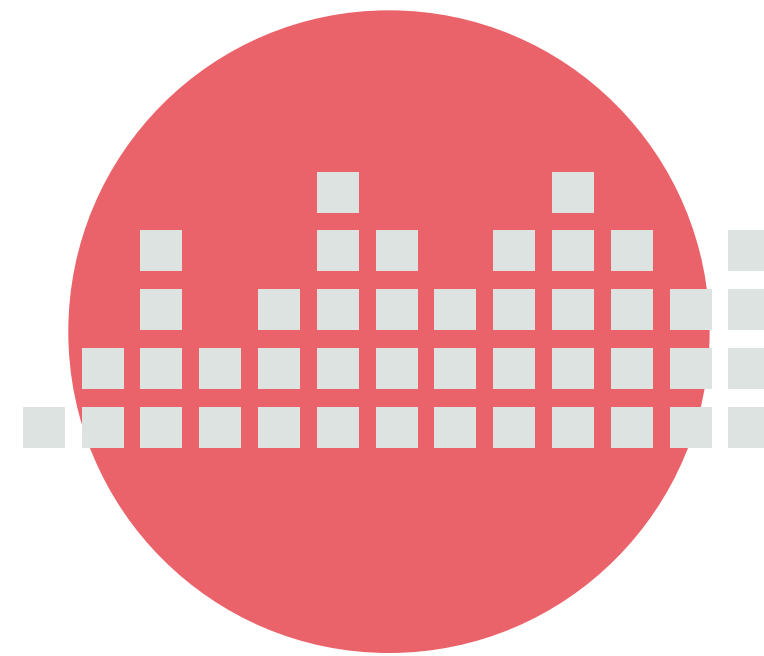
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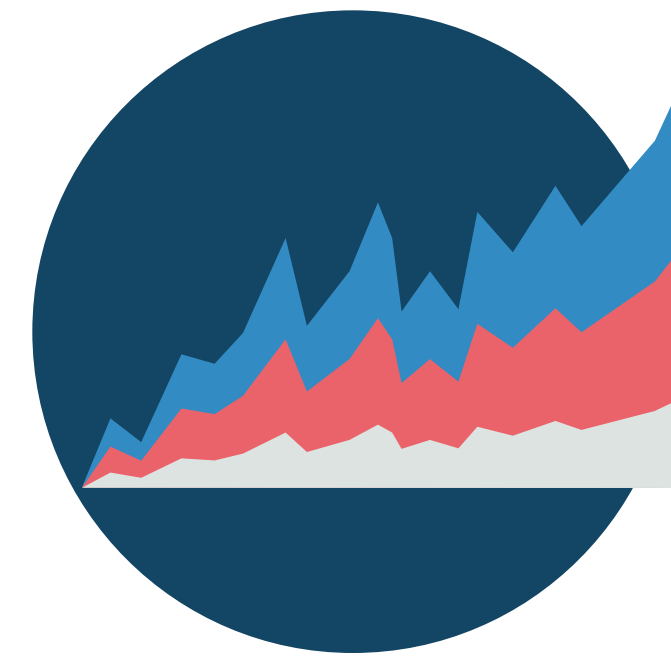
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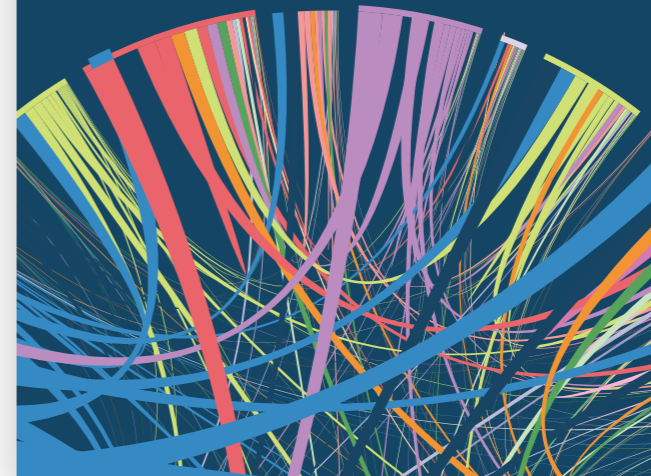
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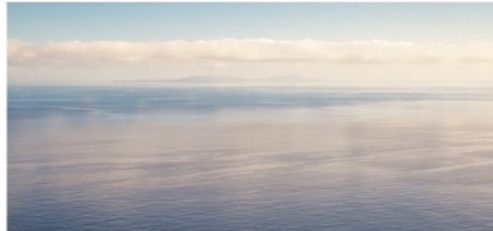
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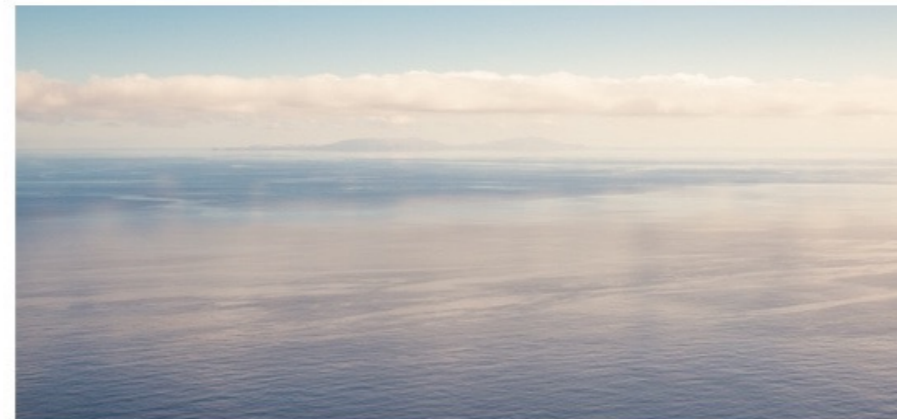
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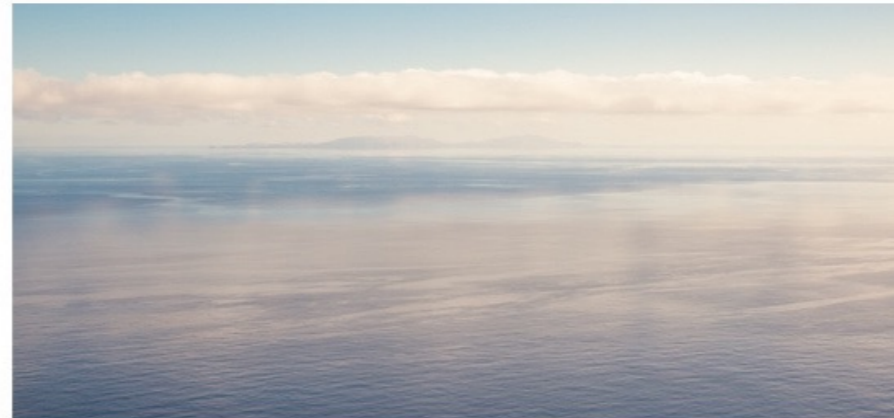
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