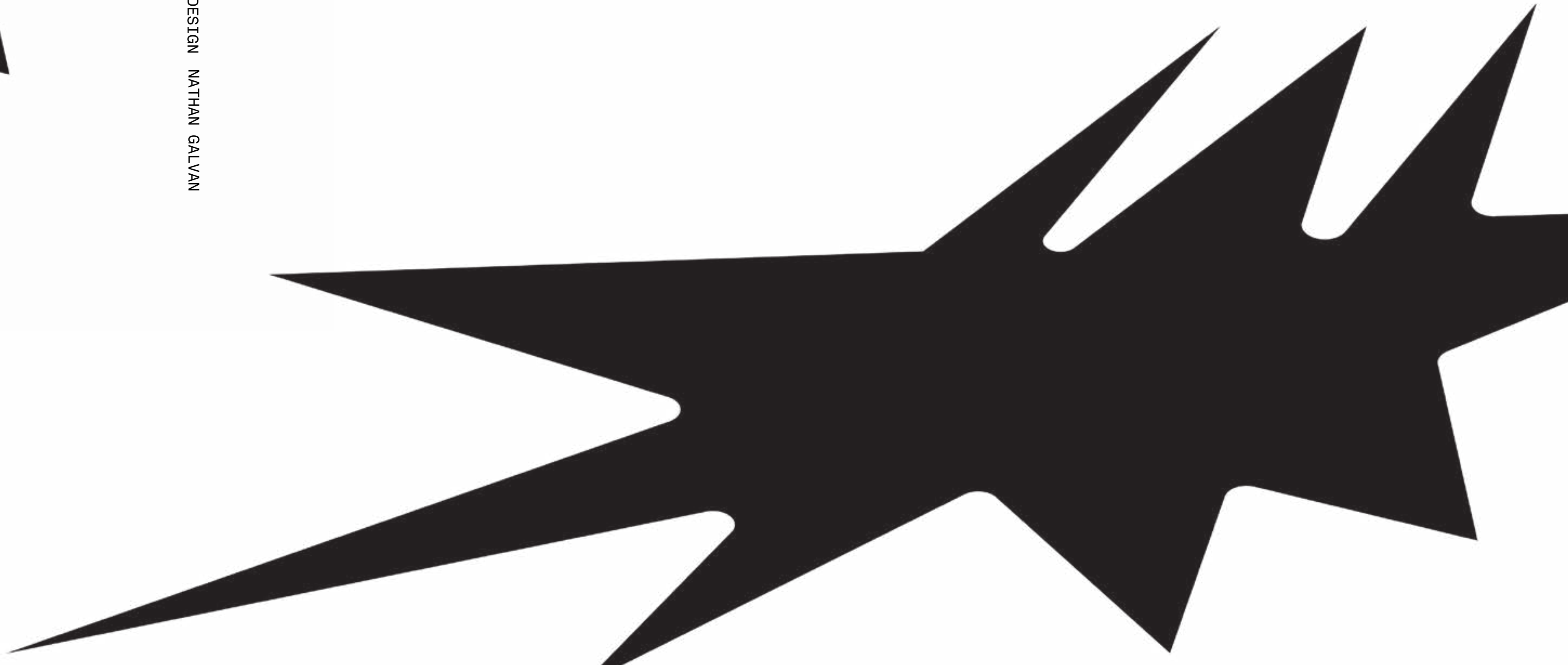






STASIS
GRAPHIC DESIGN NATHAN GALVAN



This brand book will guide you on how to use the **STASIS**© creative elements properly.

You'll find plenty of inspiration here to help you bring the brand to life.



STASIS IS A SPACE WHERE FUNCTIONAL TOOLS
ARE USED TO EXPRESS IDEAS OF THE SELF.

DECONSTRUCT IDEAS ABOUT YOURSELF.
BLUR LINES OF THE PAST, PRESENT & FUTURE.

BLURRING THE LINES OF FUNCTIONAL &
EXPRESSIVE ART IN THE PROCESS.





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STASIS
CREATIVE DIRECTION

NATHAN GALVAN



OVERVIEW

Through an interactive installation inspired from space age fashion, I'll use graphic design, light, space, and sound to blur the lines of expressive & functional art. I'll create a liminal space that will ignite a fully immersive & dreamlike experience, centered around the loss of the self & new beginnings.

STASIS© was influenced by the technological innovations happening today and intends to blur the lines between expression and functionality as we explore the different sets that will take us through a transformative journey.



MANIFESTO

1. We lose ourselves in the endless flow of moments. We become trapped in the past, or scared of the dizzying heights of the future. Losing sight of the present and the opportunity for new beginnings.

2. Don't chicken out because of past mistakes, don't let your own self image be dictated by others. Suspend yourself, and embrace the uncertainty of the present, and let it guide you towards a brighter future. Don't let the treachery of self images devour you. Take every moment as an opportunity for self-discovery and evolution.

3. Embrace the transformation, snap out of the illusion and shatter the chains of time, seize the moment and approach the swirling shitshow of uncertainty with courage. The moments lived are what makes us who we are. Only then can we master our journey of transformation. Then all we are left with is that moment of chronostasis.

4. Embrace the now, the unknown, the risk, for in it lies the potential to forge a new self, free from the shackles that ensnare us. Let us embrace the vibrant chaos of life and carve our own destiny. Let us revel in the eternal present, and blaze a trail of glory through time.

5. There is no future, there is no past. . . only **STASIS©**





VISION

**SUSPEND
YOURSELF**

**DECONSTRUCT
EVERYTHING**

**BLUR THE
LINES**

**EGO
DEATH**

**REALITY
IS NOW**

**EXPRESSION
IS
FUNCTION**



VOICE

ANDROID COUTURE

STASIS© examines the personal transformation and the effects that come with it. Dealing with the unknown can be hard. Our take is that is inevitable, so how much can we really stress about it? Get over it and enjoy the moment. Because that is what we control, the moment is the future and the past. There is no future or past. There is only **STASIS©**.

TONE

EFFORTLESS

Don't try. Remain functional without trying to make it seem like your trying to.

Even trying to make a tone and voice is too much.

OFFHAND

Be self aware and have slight nods to let the user in on inside information. Little hints of self awareness can spread.

killer quote right here.

DEADPAN

Self awareness will lead to a trust between the space and the users. This lends itself to deadpan humor once users are far enough in the space.

Let us move on.



THE TIMELINE

The visual language can be used to blur the lines of functional and expressive graphics. Instead of there being specific lines it is more like a spectrum.

-Mediateque for full installation
-5 "SETS" or interactive experiences
-5-10 feet per set
-Lots of wires



THE PAST

Grids provide control, and function to the posters by providing consistency expression is explored within a functional system.

THE PRESENT

We approach expression through exploration
Users see reflections while seeing themselves changing.

THE FUTURE

This relies heavily on textures, photography, minimal type and other elements applied through a myriad of techniques that evoke a sense of transformation. Like collage, repetition, and alteration in scale.



THERE IS ONLY STASIS

Even a linear way of thinking about the lines between functional and expressive art is not STASIS. It is a meshing of the places. There is no functional or expressive. There is only stasis



STASIS

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PHOTOGRAPHY

Imagery should be 80% black and white and 20 percent color.

Collaging is also pretty cool.





PHOTOGRAPHY

If their eyes do not have stars in them.
Then they are blinded.





POP CULTURE

STASIS uses pop culture to tap into the collective knowledge of places and moments. Use sparingly and in order for people to make visual connections.





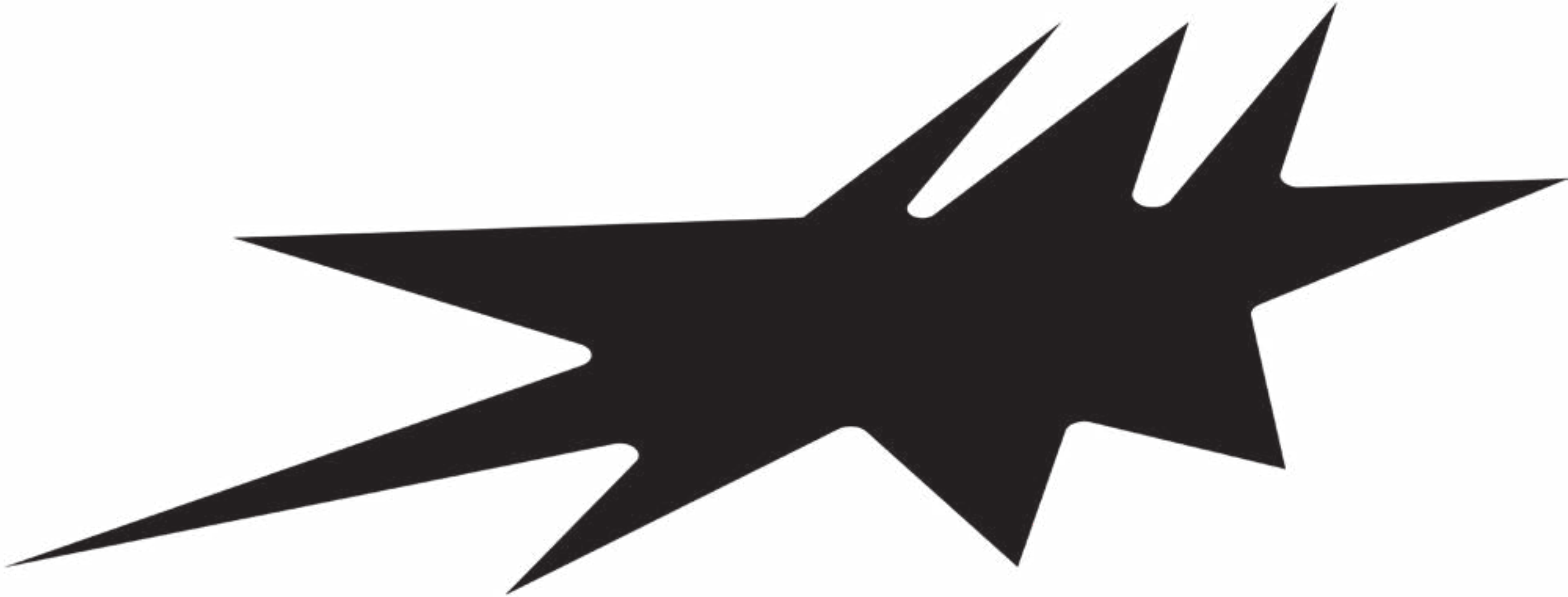
STASIS
CORE ELEMENTS

NATHAN GALVAN



LOGO

Shoutout to vincent van goh.



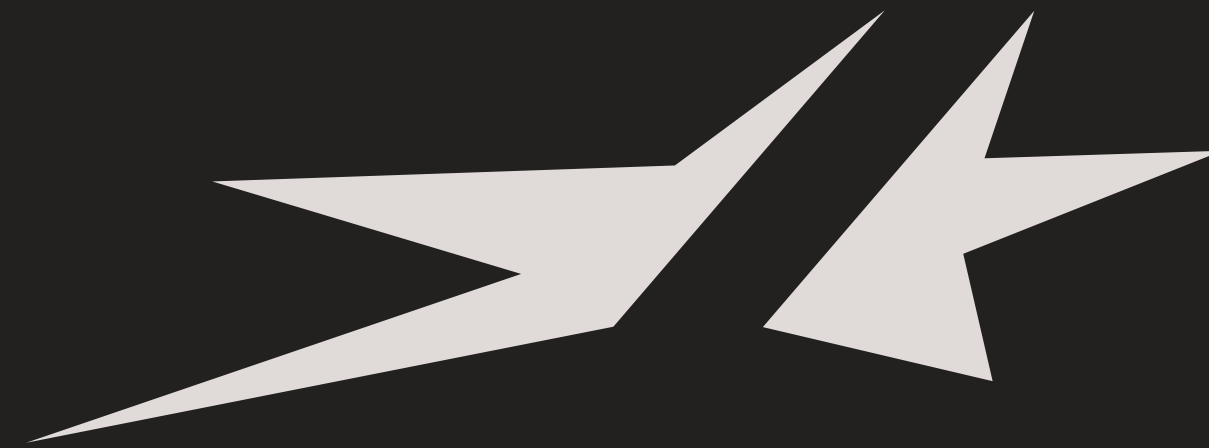


LOGOTYPE

The logo symbolizes our passage through time as humans. A star in the center being torn in two directions. Combining to form an abstract sparkling shooting star.

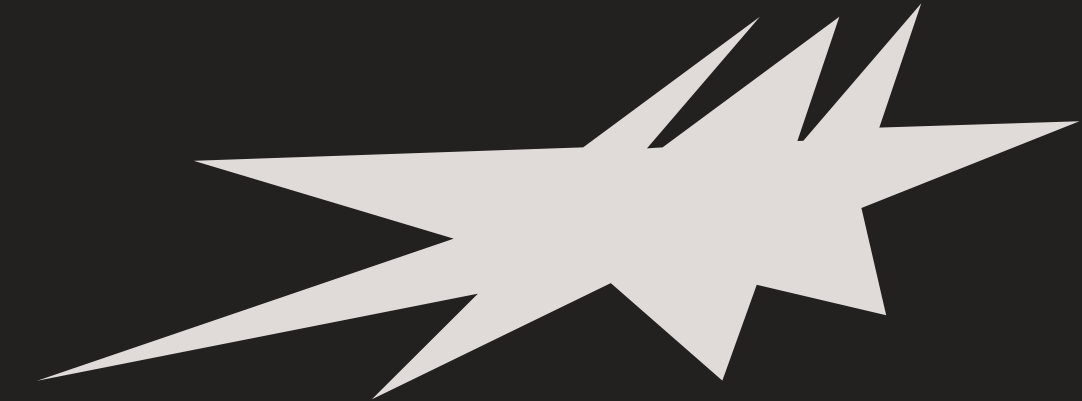


PRESENT



PAST

FUTURE



STASIS

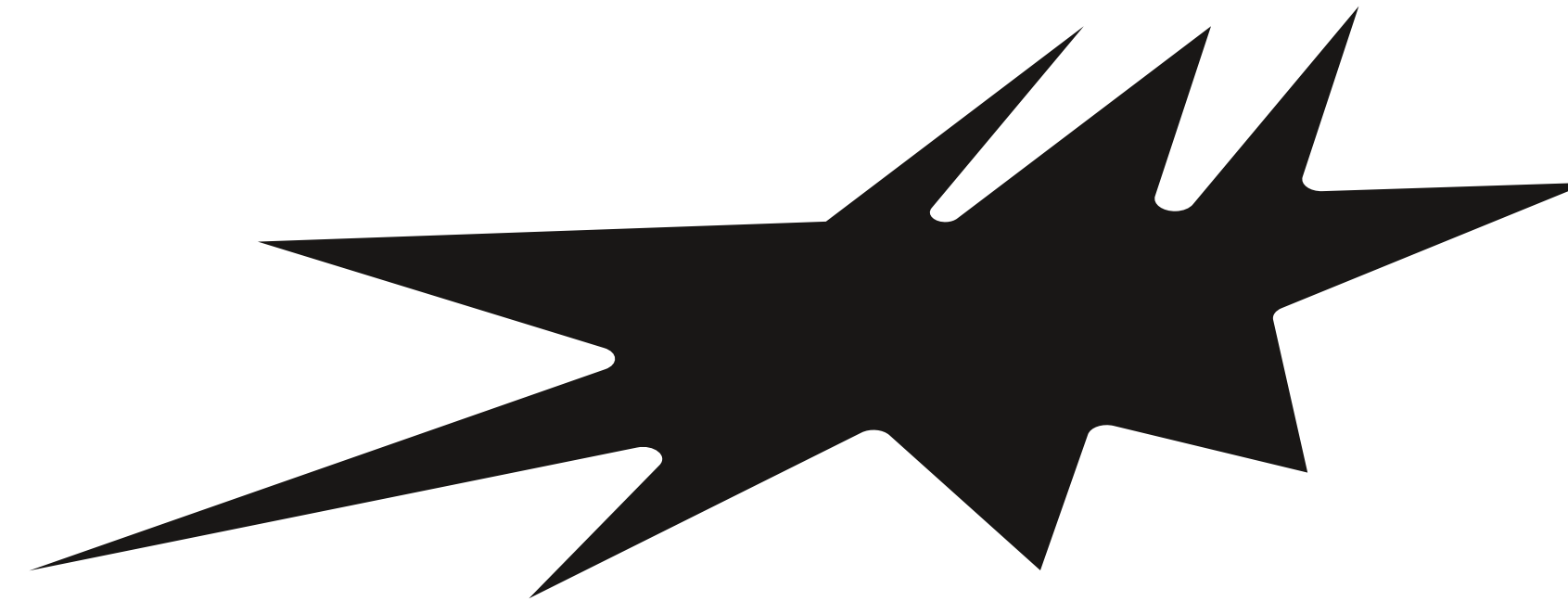


LOCKUPS

Lockup Style 1 is used as a base lockup.
For immediate symbolic identification.

Lockup Style 2 is more flexible. The body
copy can be swapped for needed changes.

> Lockup Style 1



STASIS

Interactive Installation
5 "SETS" In The Mediateque
Lots of wires

> Lockup Style 2



-MEDIATEQUE FOR FULL INSTALLATION
-5 "SETS" OR INTERACTIVE EXPERIENCES
-5-10 FEET PER SET
-LOTS OF WIRES



LOGOTYPE

The logotype is used for name recognition.

STASIS is short for CHRONOSTASIS.

Chronostasis is a subjective temporal lengthening of the first visual stimulus perceived after an eye movement, and is most commonly experienced as the “stopped clock” illusion.

This phenomenon “slows time down” for a brief second. This lengthens the current moment. Highlighting the importance of the moment is the goal of STASIS.



Inspired from the space age legend.

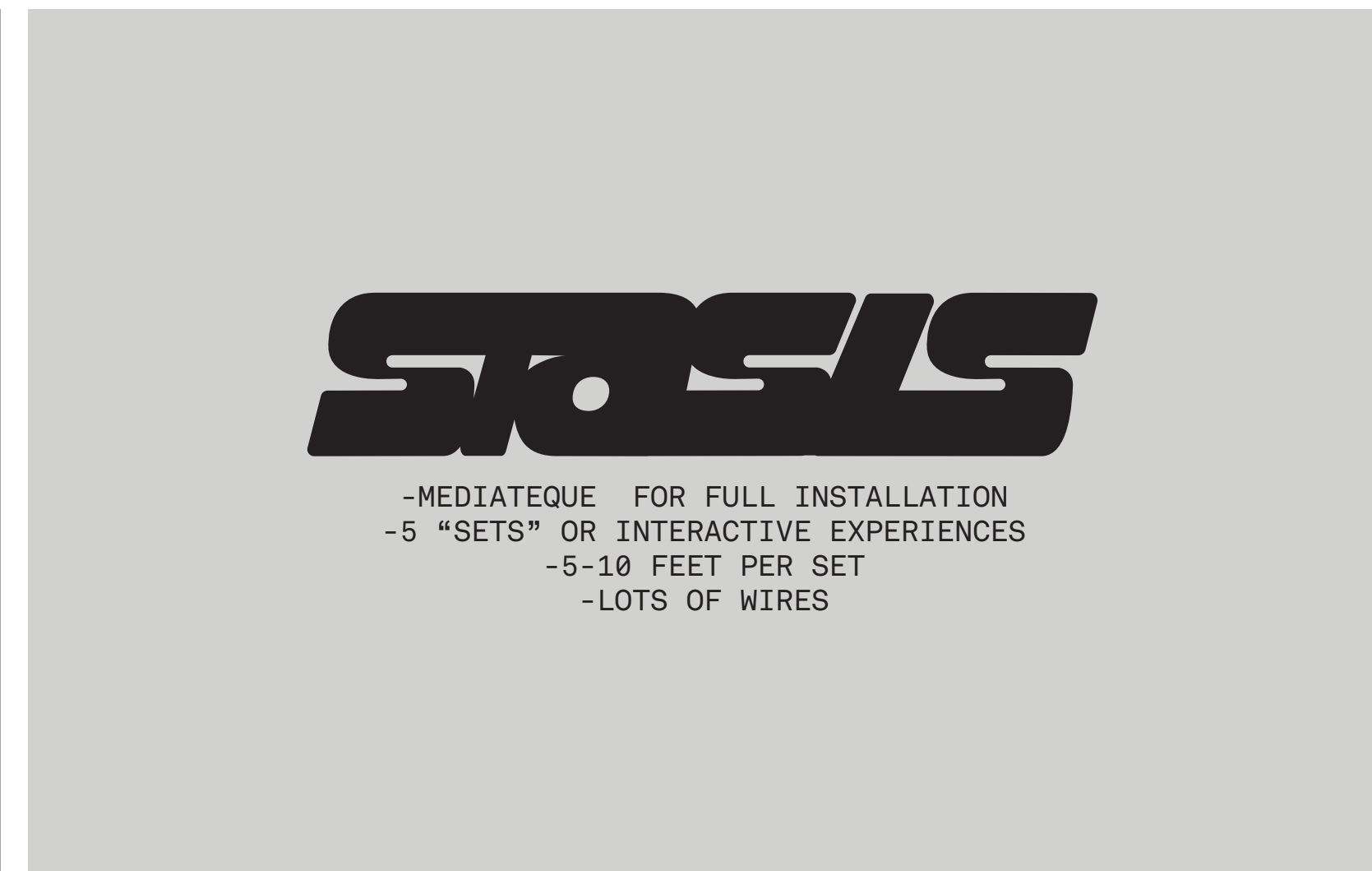
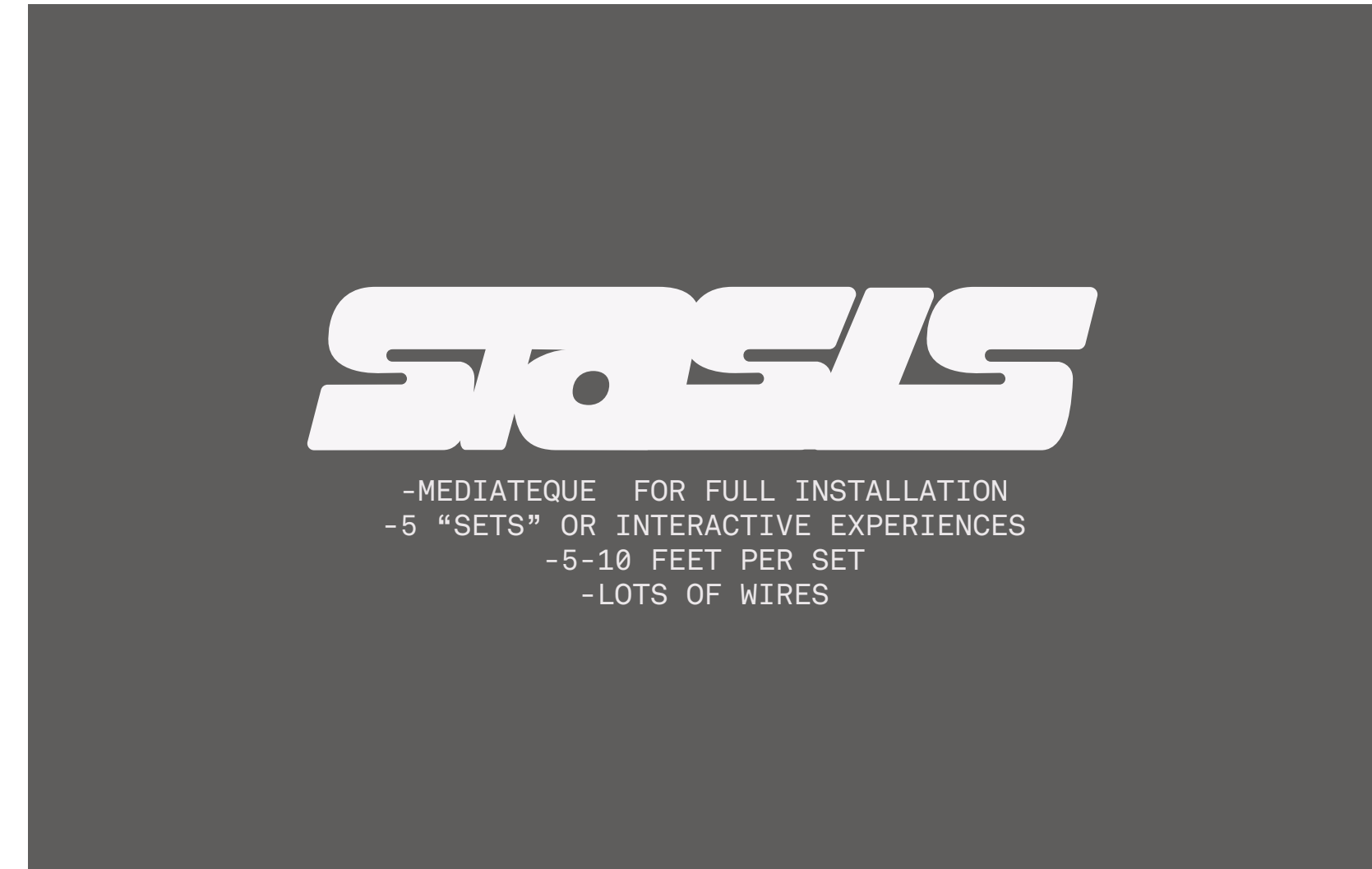
STASIS





LOGO

Make sure there is contrast between the logo and the background. The logo is always either SPACE DUST or STASIS GREY.





LOGO

Make sure there is contrast between the logo and the background. Especially when using photography. In some cases it is best to reduce the scale of the mark.





TICKERS

Tickers can be applied in creative ways across multiple applications.

The ticker combines the logomark, logo and important information.

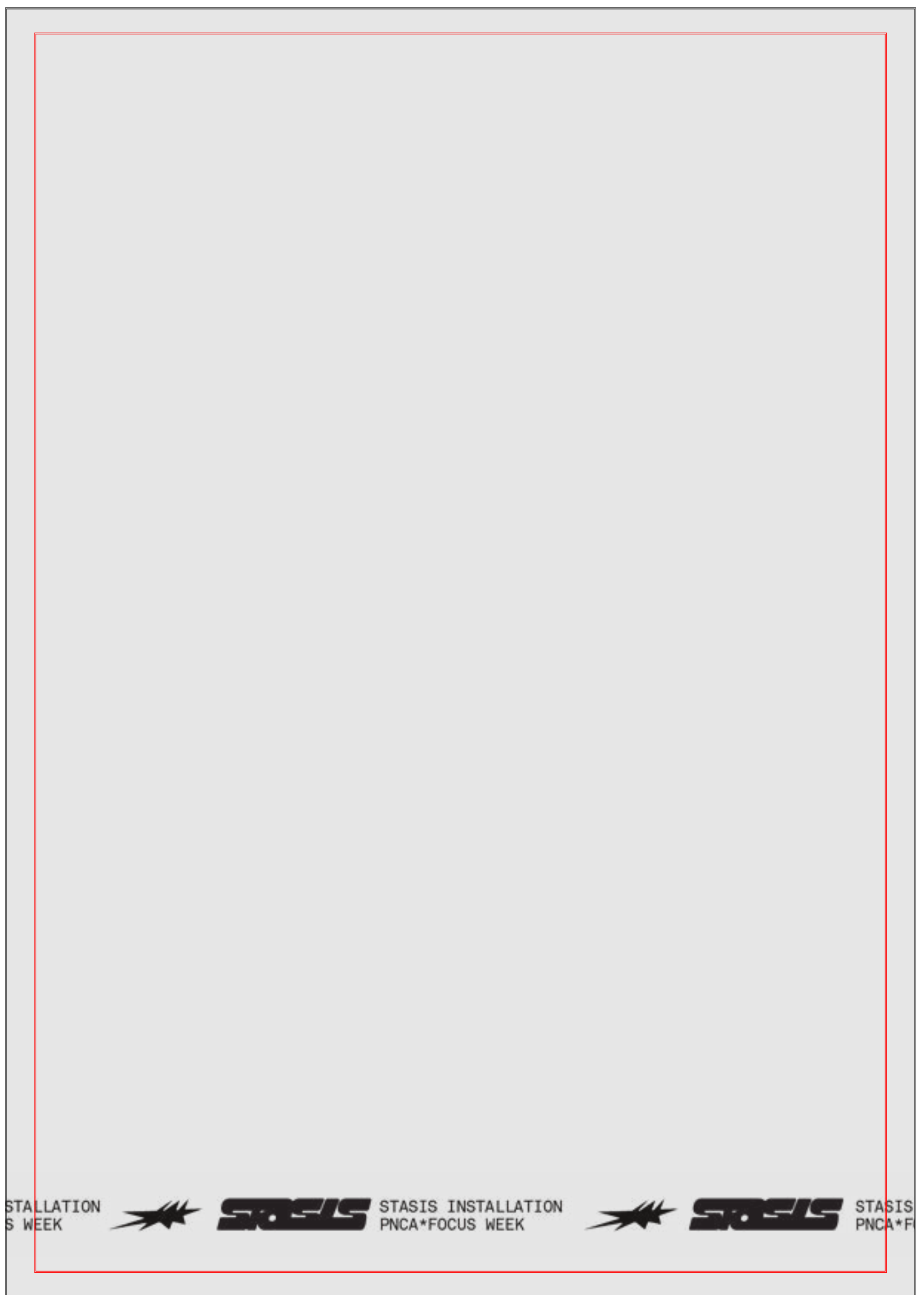
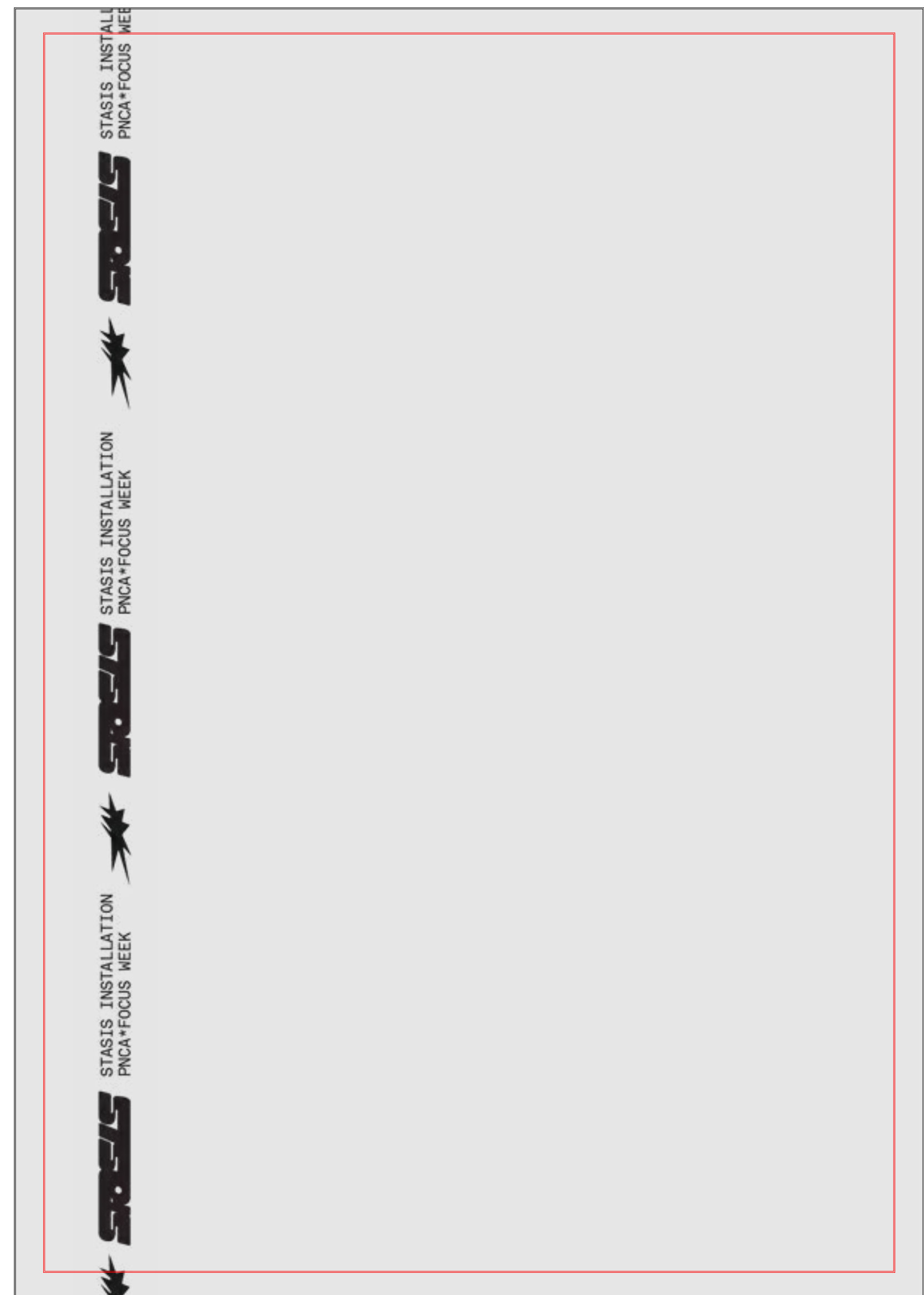




TICKERS

You can use a ticker either vertically or horizontally.

Just make sure it bleeds off the page.





COLOR

Color helps us tell the stories of those who once looked forward.

The primary colors are used for mainly for background colors.

The secondary colors are used for accents and high contrast. At times they may be used as a primary color. Just remember to keep contrast.

> Inspiration



SPACE DUST
191716

R: 25
G: 23
B: 22

C:71 M:67
Y:66 K:80

STASIS RED
fc3d21

R: 252
G: 61
B: 33

C:0 M:90
Y:95 K:0

STASIS GREY
ece8ea

R: 236
G: 232
B: 234

C:6 M:7
Y:4 K:0

GREEN
8cff06

R: 140
G: 255
B: 6

C:40 M:10
Y:13 K:0

TERRA
5d6059

R: 93
G: 96
B: 89

C:61 M:51
Y:58 K:26

SPACE FOAM
62f1a6

R: 150
G: 196
B: 211

C:40 M:10
Y:13 K:0

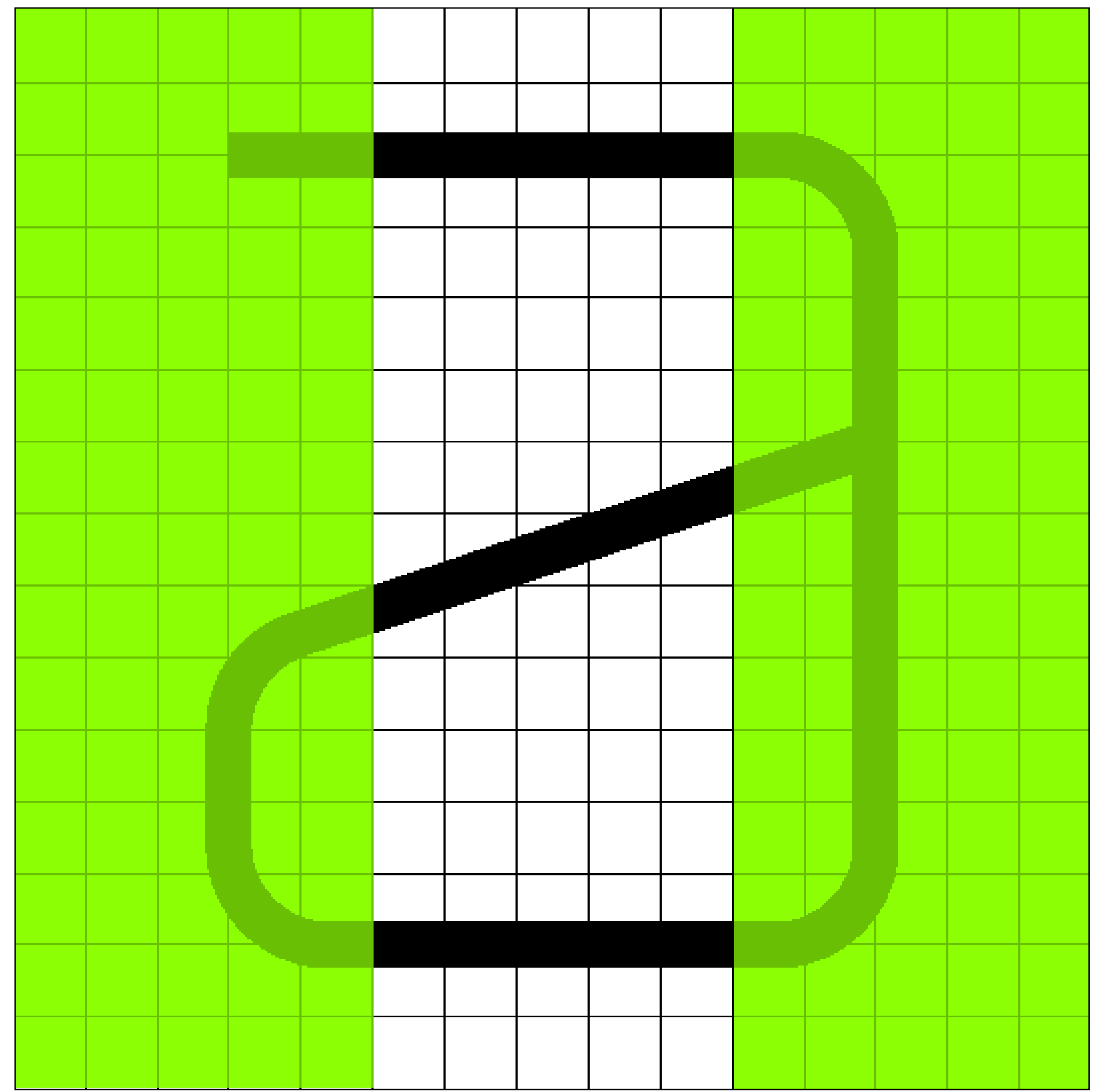






TYPOGRAPHY

Typography is used to send messages from
our brain to yours. Or yours to theirs.





Monoline type inspired from the space age legends from before.

stasis





TYPOGRAPHY

COSMOCORPS is a display typeface and should only be used for headlines & titles.

Mostly expressive.

Capital and lowercase letters

>FUTURESHOCK

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

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

stasis



PRIMARY TYPEFACE

AKKURAT MONO is the primary typeface for body copy. May also be used for headlines and titles.

Mostly functional.

>AKKURAT MONO

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890\$(&?!%.,:;-)

>AKKURAT MONO BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890\$(&?!%.,:;-)

STASIS



TYPOGRAPHY

For Google slides, web, and other cases, use space mono. This versatile typeface can be used for functional or expressive purposes.

Do what you want.

>SPACE MONO

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890\$ (&!%.,:;-)

>SPACE MONO BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890\$ (&!%.,:;-)

STASIS



STASIS
ICONOGRAPHY

NATHAN GALVAN



ICONOGRAPHY

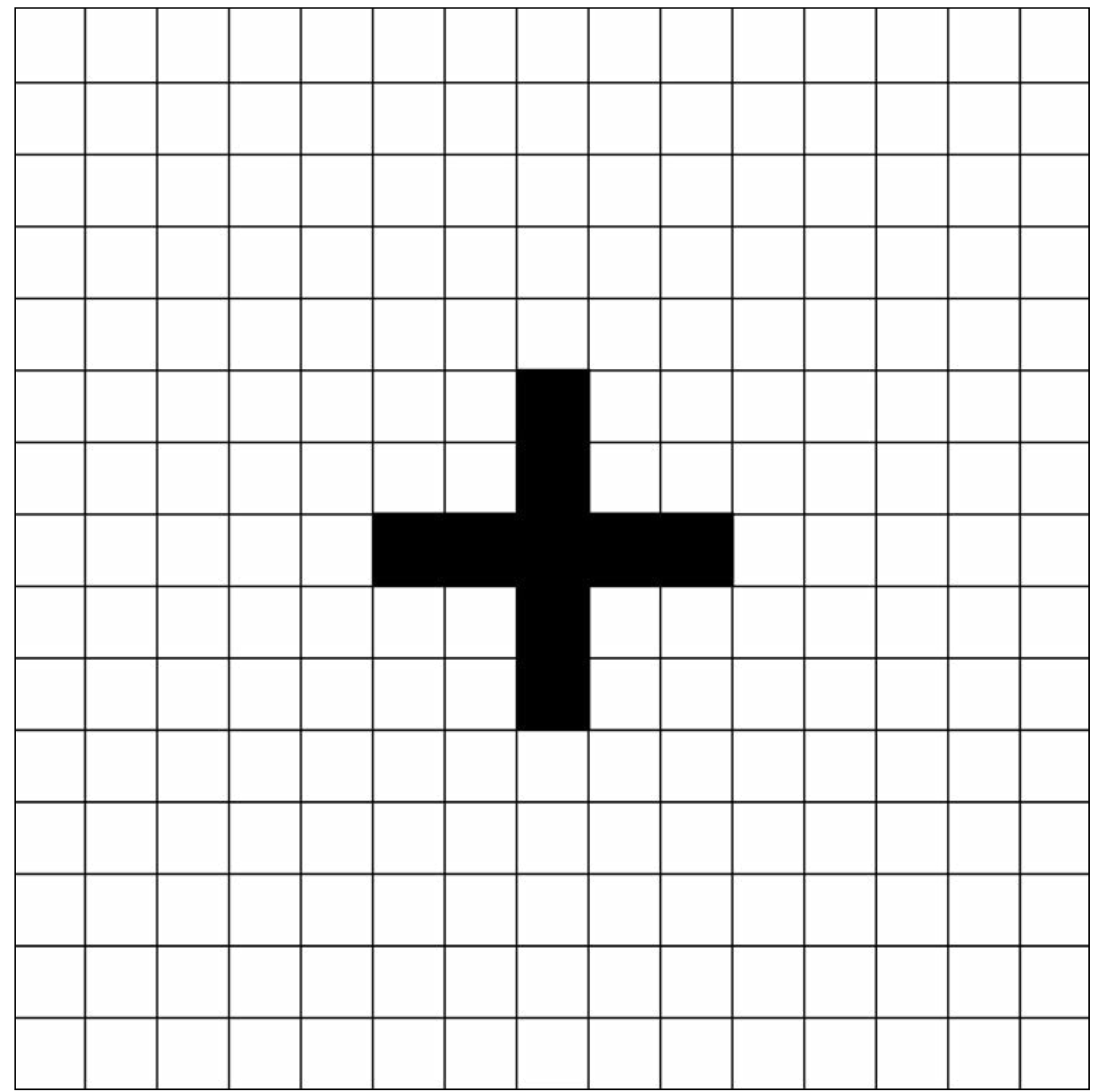
Iconography is used to identify sets, interactive areas, express ideas and tell stories. This is where lines are blurred.





ICONOGRAPHY

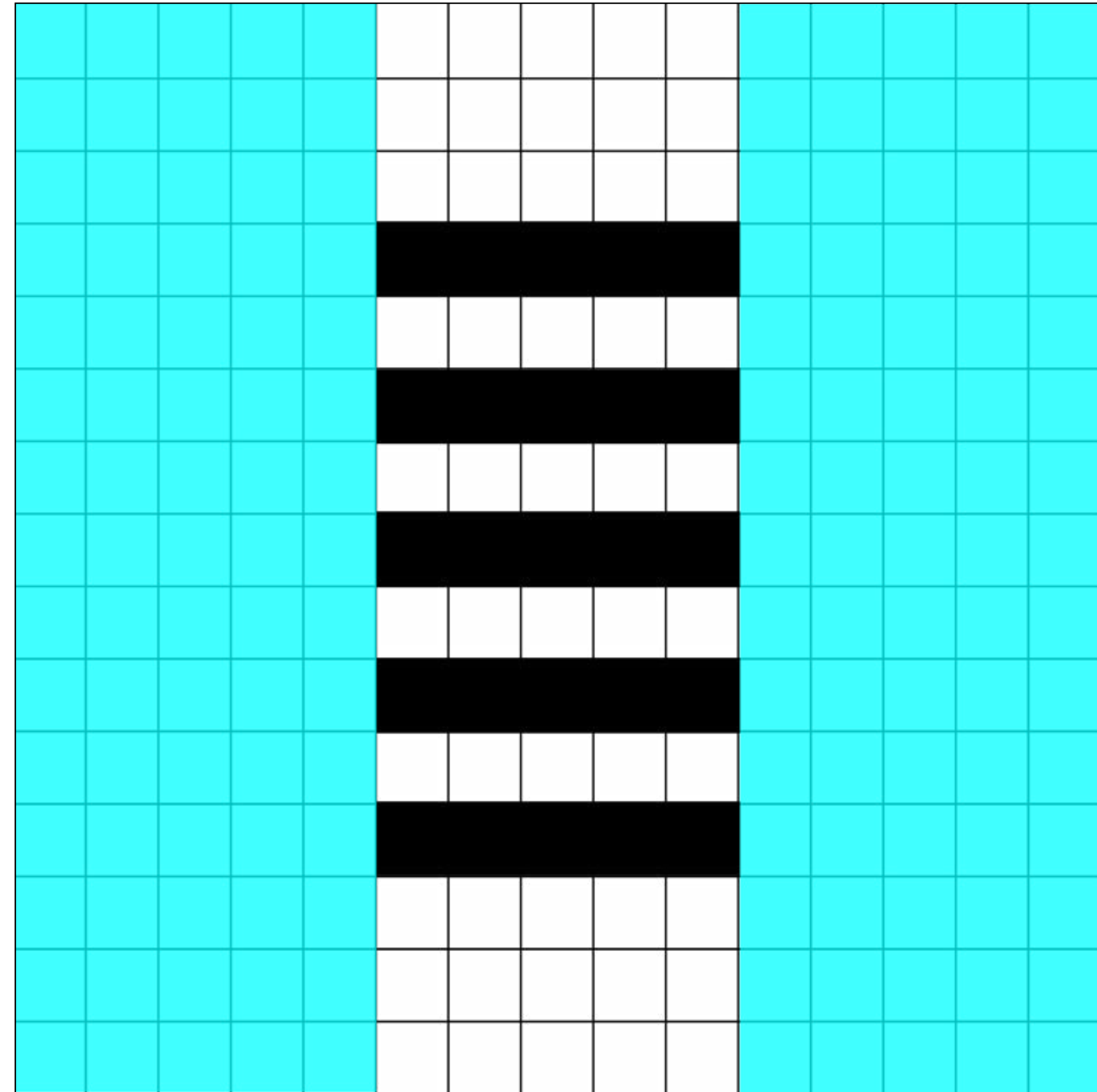
The grid system to use for iconography is 15x15. Using this grid system will ensure all icons have consistent features.





ICONOGRAPHY

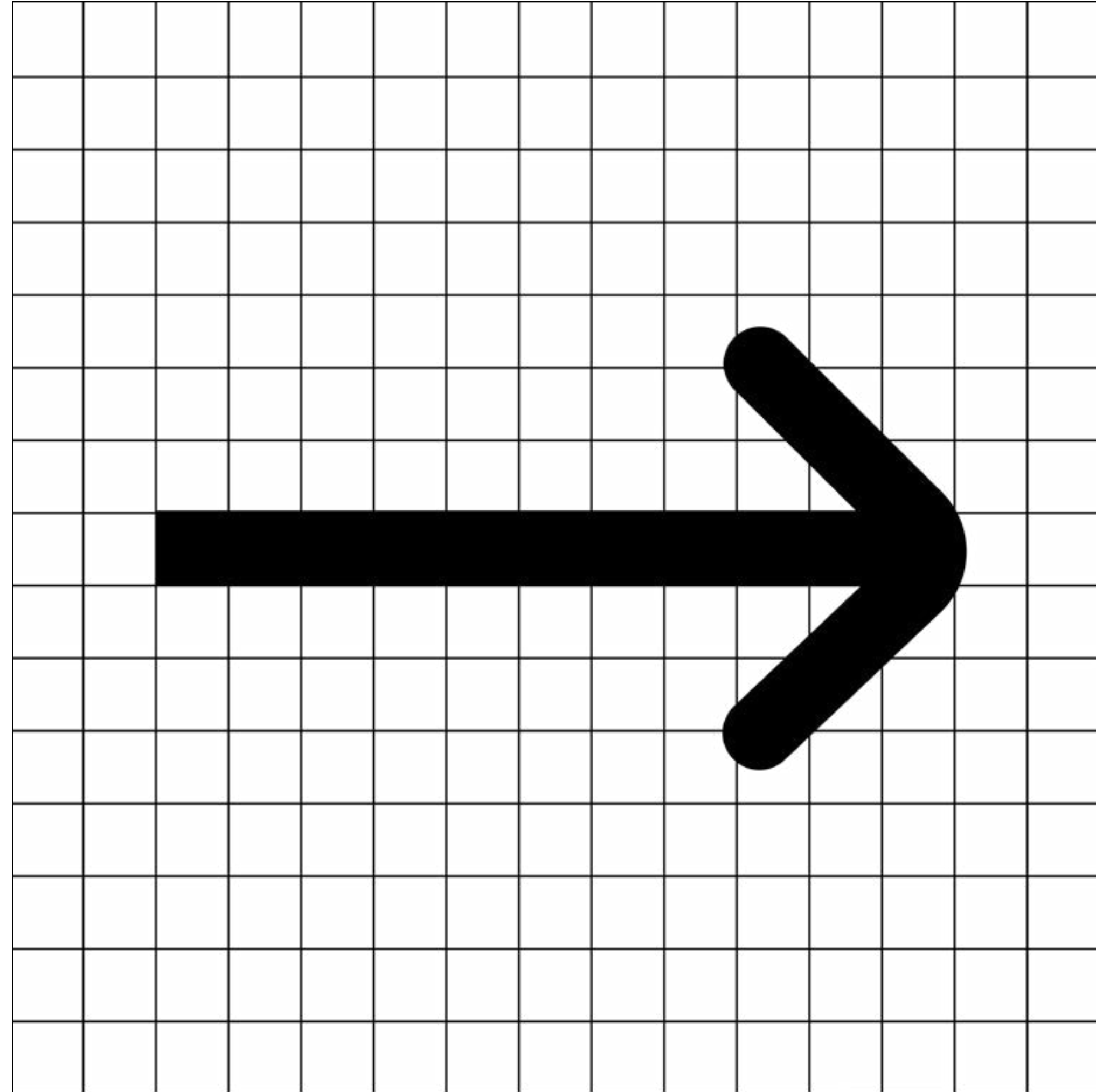
The 15x15 grid system allows the area to be divided into thirds. This represents our existence in the past, present and future.





DIRECTIONAL

This grid system serves as a starting point for graphic elements. However the system should be strictly followed for directional graphics. Purely functional.

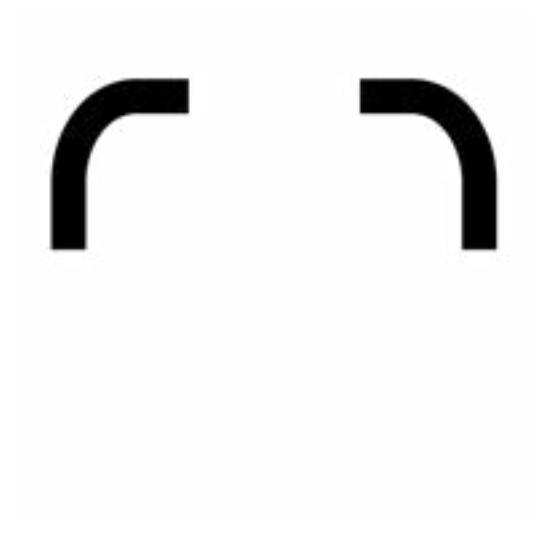
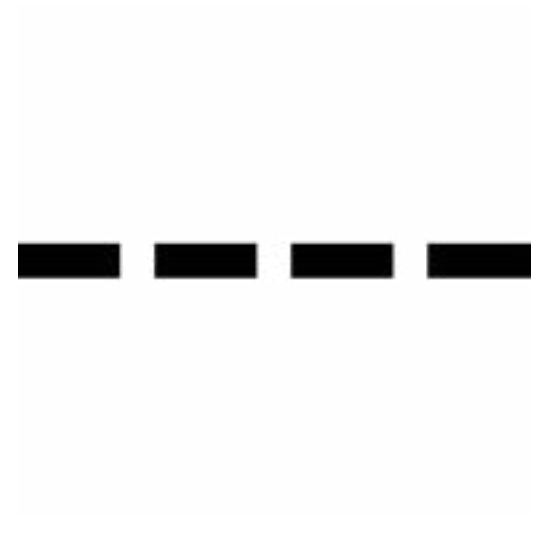
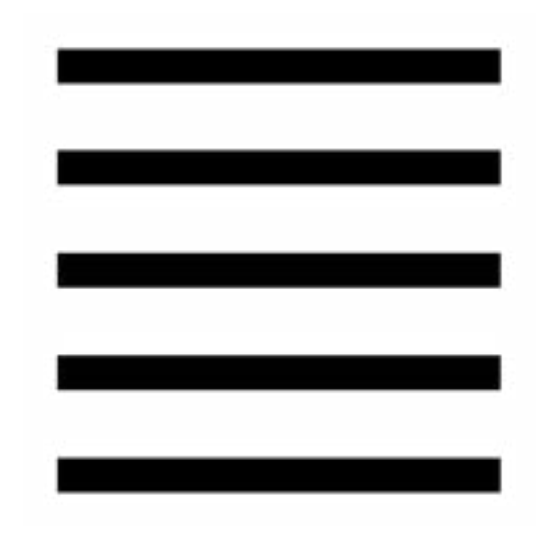




DIRECTIONAL

JUST BE FUNCTIONAL.

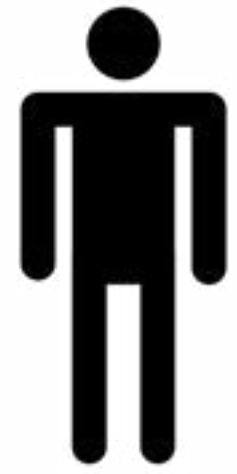
KEEP THE SAME STROKE WEIGHTS.





SET IDENTIFICATION

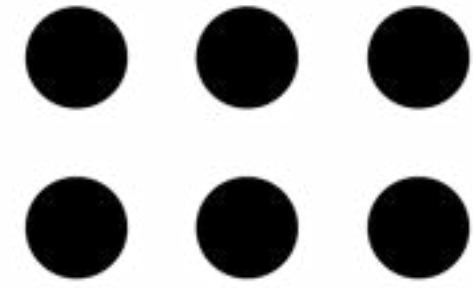
Start to blur the lines by altering stroke weights. Then begin to tell the stories of the sets.



before stasis



liminal door



screens



the crawl



HAL 9000



leia



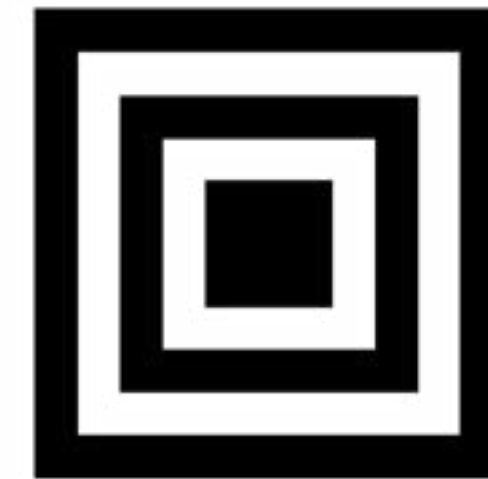
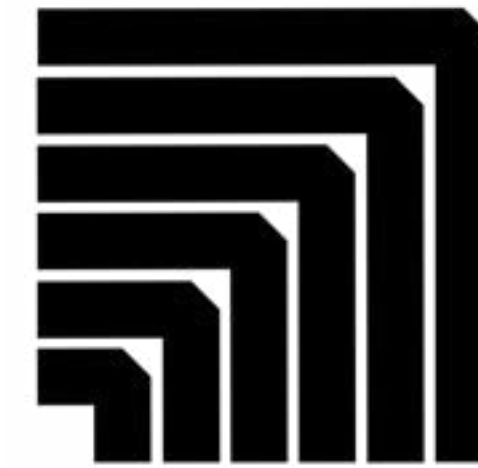
neo-tokyo



GRAPHIC ELEMENTS

USE THE GRID AS A STARTING POINT. BUT BE EXPRESSIVE.

SYSTEMS BREAK DOWN.





STASIS
PATTERNS

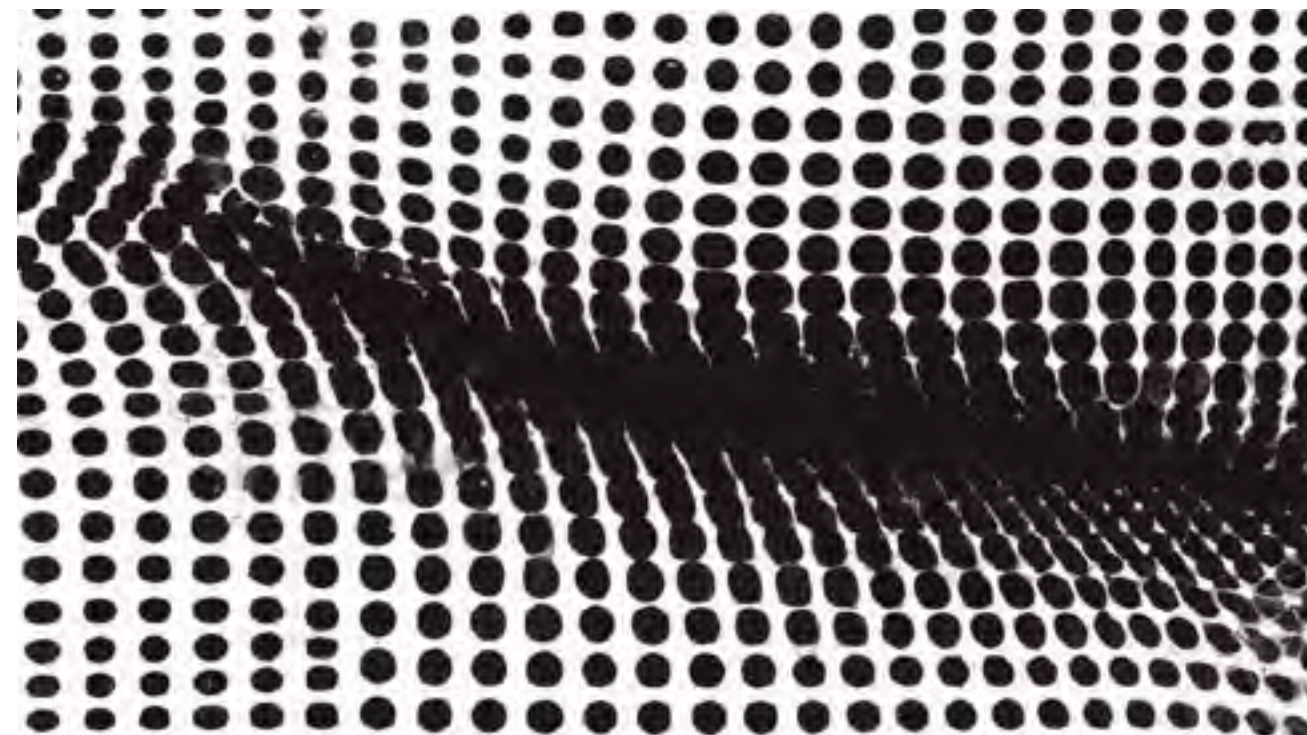
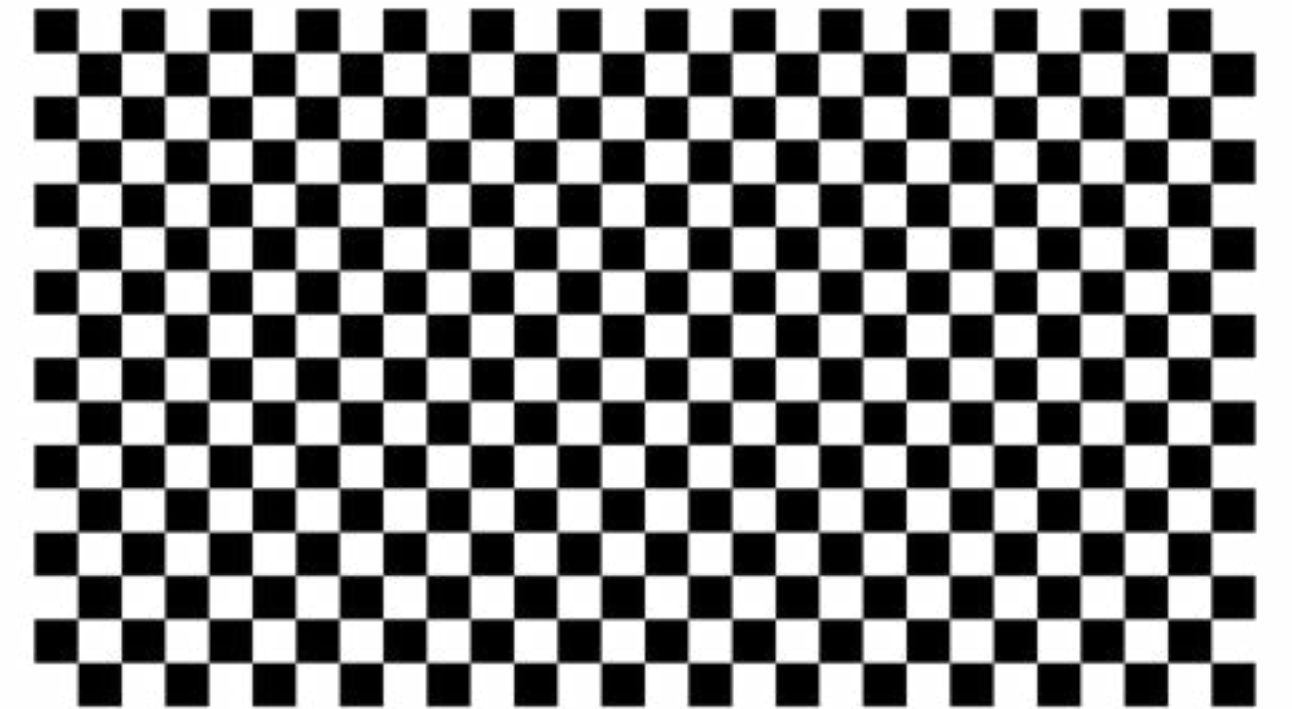
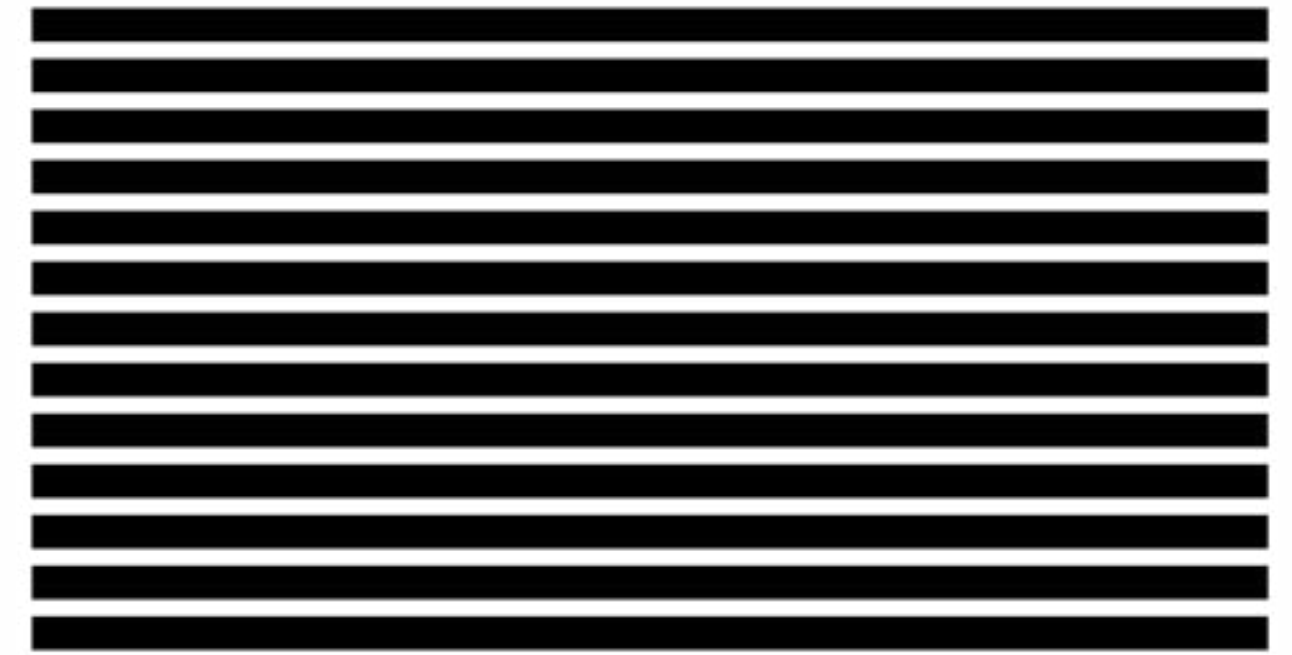
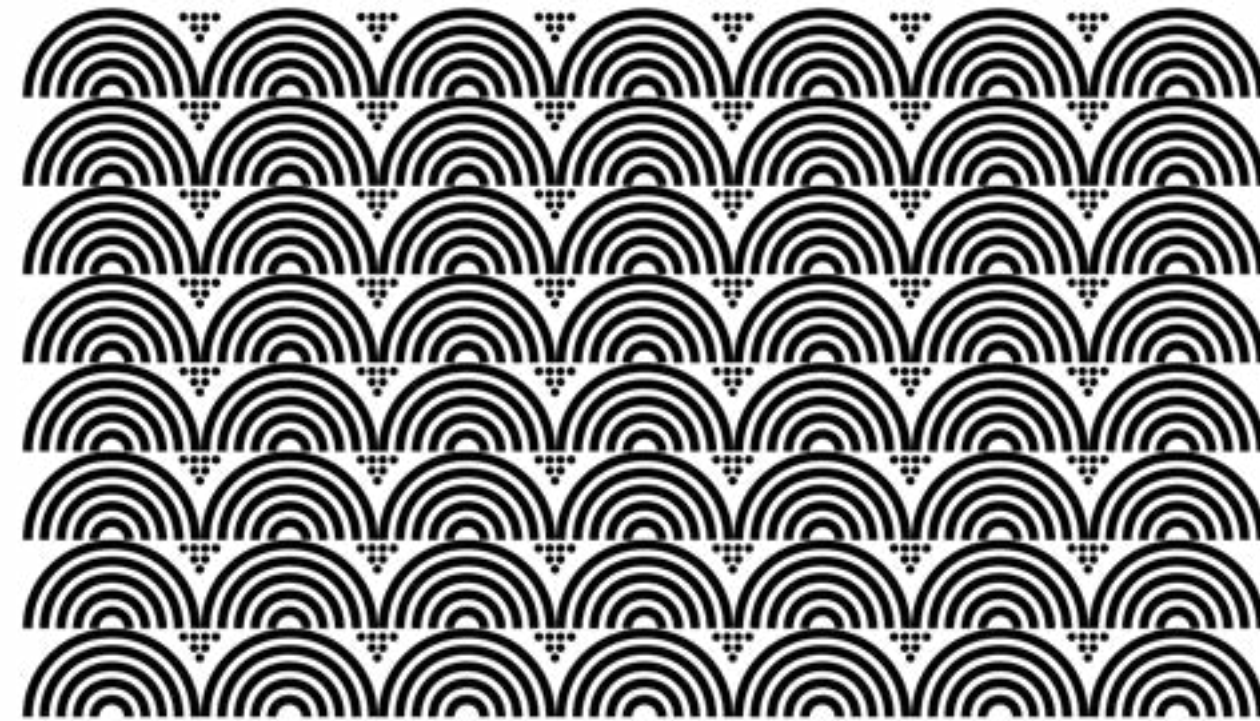
NATHAN GALVAN



PATTERNS

Patterns are used to add dimension and movement to designs. However they are used mostly for expressive designs.

Patterns may make your designs hard to read. So make sure that there is enough open space in compositions.





PATTERNS

Some patterns are graphics elements in repetition. Others are AI generated.

Future is now regardless of what we think.





STASIS
TEXTURES

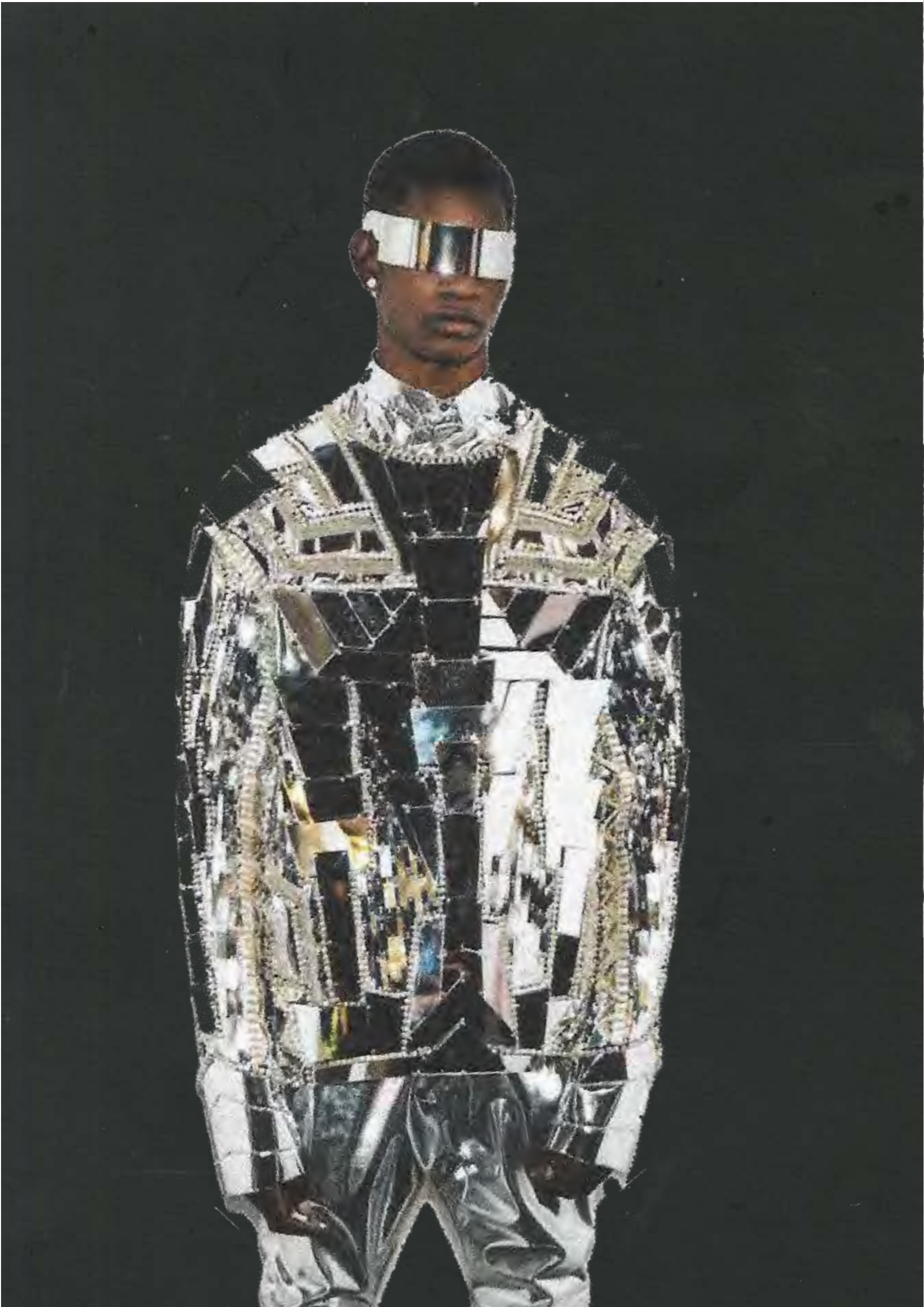
NATHAN GALVÁN



TEXTURE

Texture can help STASIS feel more tactile and tangible.

Most texture should be applied to a finished design. Texture should only be used as a finishing touch. Try not to let the texture over-power the main focus of a design.



STASIS INSTALLATION
PNCA*FOCUS WEEK

STASIS INSTALLATION
PNCA*FOCUS WEEK



TEXTURE

Texture can be applied to logos and marks.
Along with graphic elements. This is a
managable way to give elements dimension.



STASIS
Interactive Installation
5 "SETS" In The Mediateque
Lots of wires



STASIS
Interactive Installation
5 "SETS" In The Mediateque
Lots of wires



The Liminal Space That Is

SP 23 / PNCA / FOCUS WEEK

SAVOIRS



- Mediateque for full installation
- 5 "SETS" or interactive experiences
- 5-10 feet per set
- Lots of wires





STASIS
TEXTURES

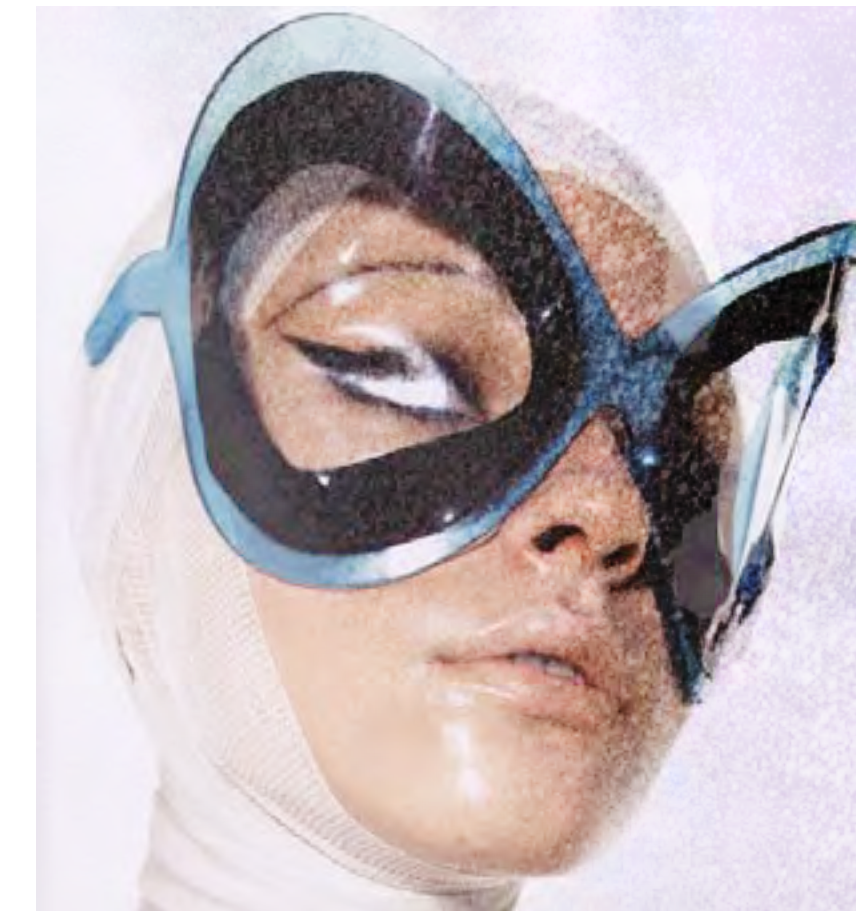
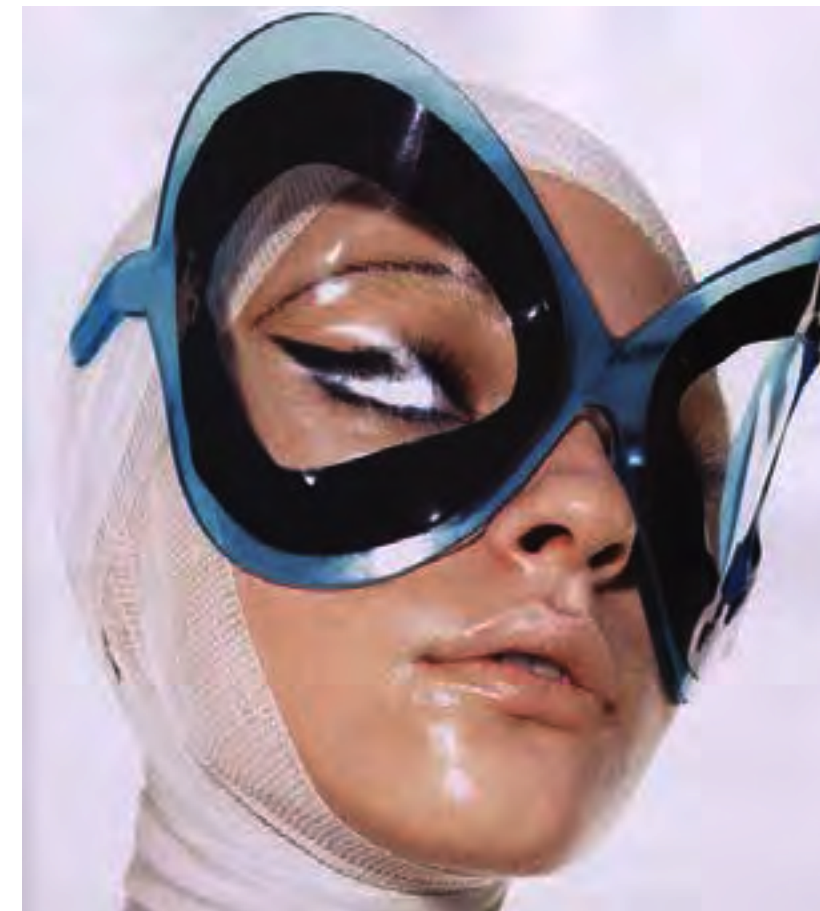
NATHAN GALVAN



TEXTURE AND IMAGERY

Imagery can either be in black or white or in color. However there are two types of textures to use for imagery.

Make sure the texture doesn't distract you from the main subject on any imagery.



TEXTURE A - B/W

Make sure the texture doesn't distract you
from the main subject on any imagery.



TEXTURE B - B/W

Make sure the texture doesn't distract you from the main subject on any imagery.



TEXTURE A - COLOR

Make sure the texture doesn't distract you from the main subject on any imagery.



TEXTURE B - COLOR

Make sure the texture doesn't distract you from the main subject on any imagery.

