

H U E M A N

B R A N D B O O K

V!TOR

© 2021 Office of Vitor Bastos.

Office of Vitor Bastos
vitbastos[at]gmail.com
2165 Southwest Market Street Drive, Portland, 97201
Tel (503) 702-8978

H U E M A N

VISUAL INPUT



BRAND

+ INTERVIEWS



- Classic / Renaissance / History
- Jesse Owens Olympics 1936 / Lane 733
- Street Art / Murals

WEAREHUEMAN
AREYOUHUEMAN
YOUAREHUEMAN
IAMHUEMAN

CONCEPTUAL INPUT

BLACK EXPERIENCE
IN GERMANY / EUROPE

Feels Like

- Invisibility / Normalize
- Nationalism / Globalism (What does it mean to be German?)
- Immigrant v/s Ex-pat (\$)
- Plurality of Stories
- Culture Clash (Staring. From, from?) - Naivety
 - Concept of Micro aggression
 - Lost in Translation
 - Unification of Germany (1871)*
- Rise of the Alt. Right
- Embrace the German 'Every man'? Preaching to the coverted?0
- Colonization + Slavery + Refugees + "Modern immigration"
- Historical Apologies
- Multi Culti Didn't Work

WHAT DOES IT MEAN?



SYMBOL
MOVEMENT
MESSAGE
PARTICIPATORY



REVENUE
STREAM

WHAT DO
WE NEED
TO KNOW
ABOUT
GERMANY?



LANGUAGE
What is the best
language / medium
to achieve our goals?

TACTICS
How can we better understand
German culture in order to inte-
grate and add to it?

+ INTERVIEWS



INVISIBILITY TO VISIBILITY REFERENCES

- PROPAGANDA
- The American Dream
 - I WANT YOU!
 - German Multi Culti
 - Singapore Racial Housing Quota
 - Al Jazeera
 - Disney Latin America Expedition

- MUSIC
- Stromae
 - Rosalia
 - C. Tangana
 - Anitta
 - Montreux Jazz Festival
 - K Pop
 - Beyonce & Jay-Z Louvre

ULTIMATE GOAL

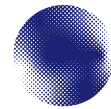


WHAT DOES IT MEAN?

- Multimedia Showcase
 - In depth analysis
 - 'Propaganda'
 - Call to Action
- WHAT COULD IT BE:
- Movies / animations?
 - TED talks / Conference
 - Arts/music +++ Festival
 - Platform Of Support For Creatives
 - Networking Space
 - Publication / Youtube Channel
 - Production Company / Agency
 - Seal of Approval

BRAND BOOK

WORKSHOP 01
Way Of Working



Defining WOW - Common Values
Research Panorama
Research Visibility Projects References
Visual References (Nike...)
Points for Manifesto

WORKSHOP 02
Brand Guides



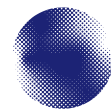
Manifesto Presentation
Visual Board Presentation
Research Product Opportunities
Define Partners
Define Target Audience

DESIGN SESSION
Brand Identity



Design Presentation
Design Review
Design Selection
Define Product

DESIGN SESSION
Product



Design Presentation

H U E M A N
WAY OF WORKING

WAY OF WORKING



C R E A T I V E



F U N



E T H I C A L



V I S I O N A R Y



P A S S I O N A T E



E N G A G E D

C R E A T I V E

V I S I O N A R Y

F U N

P A S S I O N A T E

E T H I C A L

E N G A G E D

S T Y L E

F E E L

W O R K



CONCEPTUAL INPUT

BLACK EXPERIENCE IN GERMANY / EUROPE

WHAT DOES IT MEAN?



SYMBOL
MOVEMENT
MESSAGE
PARTICIPATORY



REVENUE
STREAM

+ WORKSHOP

- Invisibility /Normalize
- ~~Nationalism~~ / Globalism (What does it mean to be German?)
- Immigrant v/s Ex-pat (\$)
- Plurality of Stories
- ~~Culture Clash (Staring, From, from?)~~ Naivety
- ~~Concept of Micro aggression~~
- ~~Lost in Translation~~
- ~~Unification of Germany (1871)*~~

- Rise of the Alt. Right
- ~~Embrace the German "Every man"?~~ Preaching to the coverted? / Talk to each other
- Colonization + Slavery + Refugees + "Modern immigration"
- Historical Apologies
- ~~Multi-Culti Didn't Work~~

WHAT DO
WE NEED
TO KNOW
ABOUT
GERMANY?



+ INTERVIEWS

● OPEN
EITHER / OR
EXCLUSIVE +

COMFORTABLE
EITHER / OR
● SLEEK

● REALIST
EITHER / OR
POSITIVIST

● HOME
EITHER / OR
BASE

● PEOPLE FOCUSED
EITHER / OR
SPACE FOCUSED

REACTIONARY
EITHER / OR
● CONSTRUCTIVIST

INDIVIDUAL
EITHER / OR
● COLLECTIVE

● NEWSPAPER
EITHER / OR
● NARRATIVE

● FRAMED
EITHER / OR
FREE

● LIGHT
EITHER / OR
DARK

● ACCESSIBLE
EITHER / OR
ELITIST

● FUTURISTIC
EITHER / OR
● CLASSIC

● WARM
EITHER / OR
COLD

● OPEN SPACE
EITHER / OR
CROWDED SPACE

MALCOLM X
EITHER / OR
● MARTIN LUTHER KING

LIGHT		
SLEEK		
REALIST		
NARRATIVE	CONTENT	
HOME		FEEL
NEWSPAPER		
PEOPLE FOCUSED		
ACCESSIBLE		
CONSTRUCTIVIST		
FUTURISTIC		
CLASSIC		
WARM		
OPEN		
OPEN SPACE		
COLLECTIVE		
FRAMED		
MARTIN LUTHER KING		

DESIGN GUIDES

H U E M A N
B R A N D G U I D E S

H U E M A N
S O C I E T Y

N E T W O R K

E V E N T

H U E M A N

M E R C H

L O G O
M O T T O
S L O G A N

H U E M A N
H U E S T O R Y

R E C L A I M
& W R I T E
H I S T O R Y

C O N T E N T

WITH

H U E M A N
S O C I E T Y



H U E M A N
H U E S T O R Y

W E W A N T T O _____



O B J E C T I V E S
(L O N G T E R M)



C R E A T E A
N E T W O R K



R E C L A I M
A N D
R E W R I T E
H I S T O R Y

WITH

HUEMAN
SOCIETY



HUEMAN
HUESTORY

WE WILL MAKE _____



GOALS
(SHORT TERM)



EVENTS



CONTENT
CURATION

W E - O N E P A G E R

HUEMAN, we hold history to be self-evident
of a need to expand, create consciousness
and a community of ideals to share the
excellence of black people in Europa. As
diasporic people living in Europe, we
borrow from the experience of the
Americas, Africa, of migration, of huestory
to amplify our shared experiences to excel
as a people each day.



CONCEPTUAL INPUT

BLACK EXPERIENCE
~~IN GERMANY~~ / EUROPE

WHAT DOES IT MEAN?

■ ■ ■

SYMBOL
MOVEMENT
MESSAGE
PARTICIPATORY

+

REVENUE
STREAM

+ WORKSHOP

- Invisibility /Normalize
- ~~Nationalism~~ / Globalism (What does it mean to be German?)
- Immigrant v/s Ex-pat (\$)
- Plurality of Stories
- ~~Culture Clash (Clashing From, from?)~~ Naivety
 - ~~Concept of Micro aggression~~
 - ~~Loos in Translation~~
 - ~~Unification of Germany (1871)*~~
- Rise of the Alt. Right
- ~~Embrace the German "Every man"?~~ Preaching to the coverted? / Talk to each other
- Colonization + Slavery + Refugees + "Modern immigration"
- Historical Apologies
- ~~Multi Culti Didn't Work~~



+ INTERVIEWS

M A N I F E S T O



HUEMAN: A MANIFESTO

Human: adjective, hu man | phonetically, hyü-men or HUEMAN.

DRAFT 3HUEMAN: A MANIFESTO Human: adjective, hu man | phonetically, 'hyü-men or hueman. What does it mean to be a hueman in a world where the skin's hue seems to imply social class, economic status, or even character? In nearly 60 years after "I have a dream," why is it still seemingly a challenge for the recognition of content before color; and why does society continue to struggle with where we are from and our skin? And how does Europe, a perceived historical safe haven for the black African experience, now grapple with the challenges of color?

We see the hueman experience of black people at a worldwide tipping point, based upon certain truths*.

In creating hueman, we hold these truths to be self-evident of a need to expand, create consciousness and a community of ideals to share the excellence of black people in Europa. As diasporic people living in Europe, we borrow from the experience of the Americas, Africa, of migration, of huestory to amplify our shared experiences to simply be able to simply exist as a people each day.

As huemans we make manifest our existence to be.

As huemans we make manifest our visibility.

As huemans we make manifest our excellence as individuals and a collective.

As huemans we make manifest our network to be able to connect ideals to stories, which cannot be discounted or forgotten.

As hUemans we are connected by the same Sun. As huemans we are connected by the same Earth.

As hueman we choose flowers to represent our collective spirit as a representative bouquet of disconnected roots, reflecting the sun and our shared beauty.

C O N T E N T

R E A L I S T	
N A R R A T I V E	
N E W S P A P E R	
A C C E S S I B L E	
C O N S T R U C T I V I S T	
M A R T I N L U T H E R K I N G	

HUEMAN, we hold history to be self-evident
of a need to expand, create consciousness
and a community of ideals to share the
excellence of black people in Europa. As
diasporic people living in Europe, we
borrow from the experience of the
Americas, Africa, of migration, of huestory
to amplify our shared experiences to excel
as a people each day.

H U E M A N
H U E S T O R Y

F E E L

H O M E

P E O P L E F O C U S E D

O P E N S P A C E

C O L L E C T I V E

H U E M A N

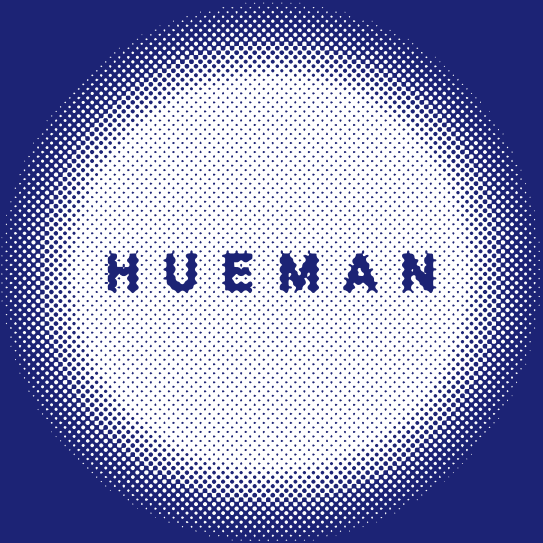
S O C I E T Y

H U E M A N
B R A N D I D E N T I T Y

DESIGN
GUIDES

LIGHT	
SLEEK	
REALIST	
NARRATIVE	
HOME	
FUTURISTIC	
CLASSIC	
WARM	
OPEN	
FRAMED	

NON APOLOGETIC SLEEK
NO DIFFERENCIATION WITH THE (E)
ALL CAPS / Not Title case
COLOR MINDFUL / NO HUE COLOR



U B U N T U

I A M
B E C A U S E
W E A R E

F O N T

D I N N e x t L T P R O - R E G U L A R : A L L C A P S T I T L E

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	1	2	3	4
5	6	7	8	9
0				

V A = 5 0 0

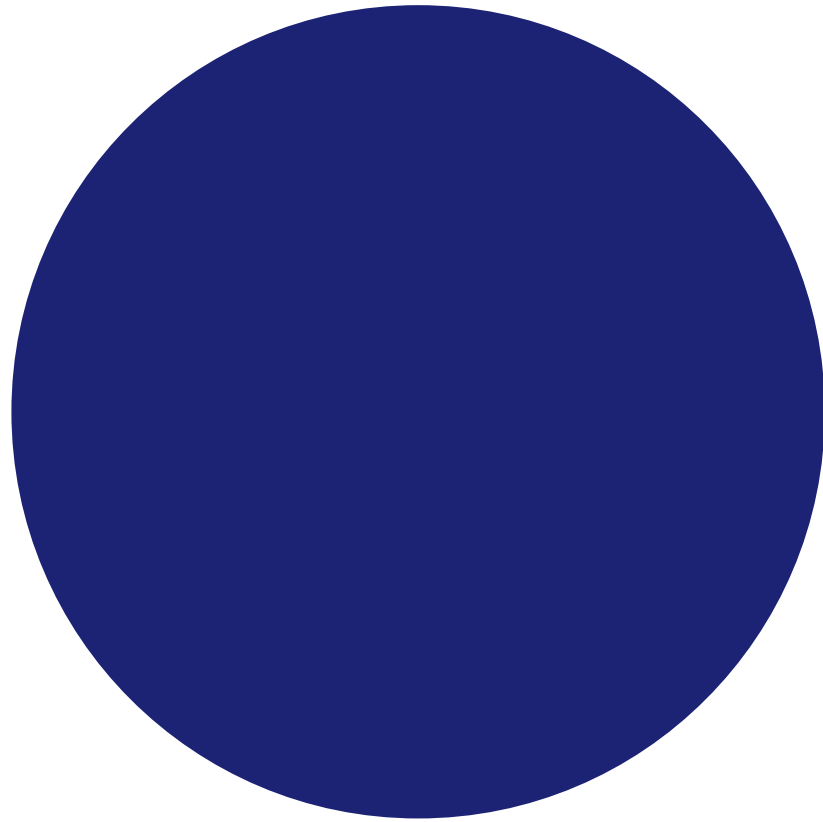
D I N N e x t L T P R O - R E G U L A R : S e n t e n c e c a s e

A	B	C	D	E	a	b	c	d	e
F	G	H	I	J	f	g	h	i	j
K	L	M	N	O	k	l	m	n	o
P	Q	R	S	T	p	q	r	s	t
U	V	W	X	Y	u	v	w	x	y
Z	1	2	3	4	z				
5	6	7	8	9					
0									

V A = 2 0 0

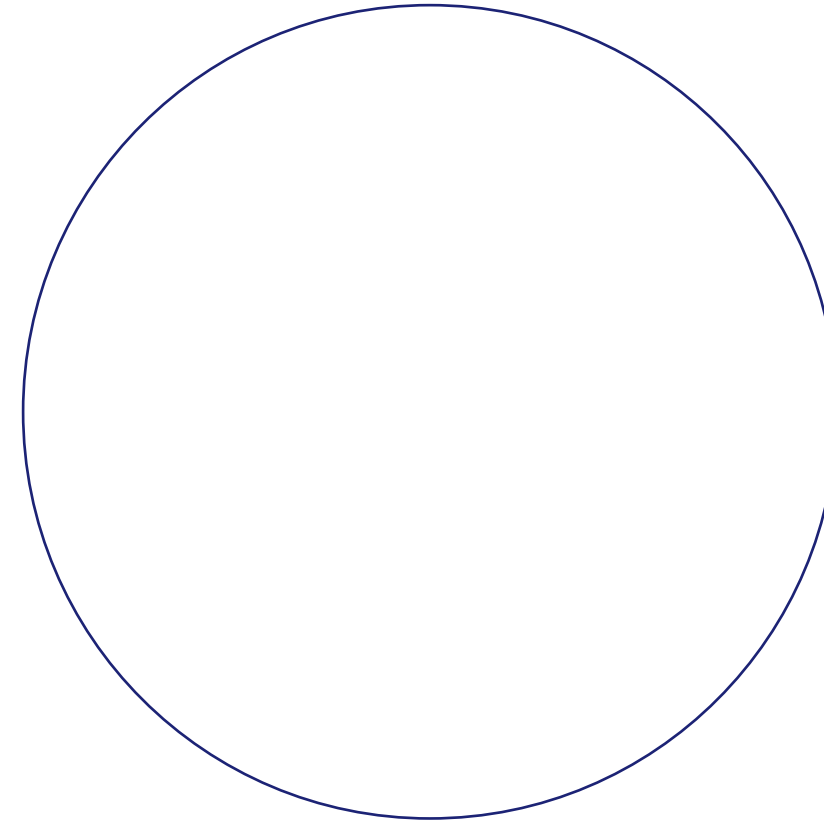
V A = 2 0 0

C O L O R W A Y



HUEMAN BLUE

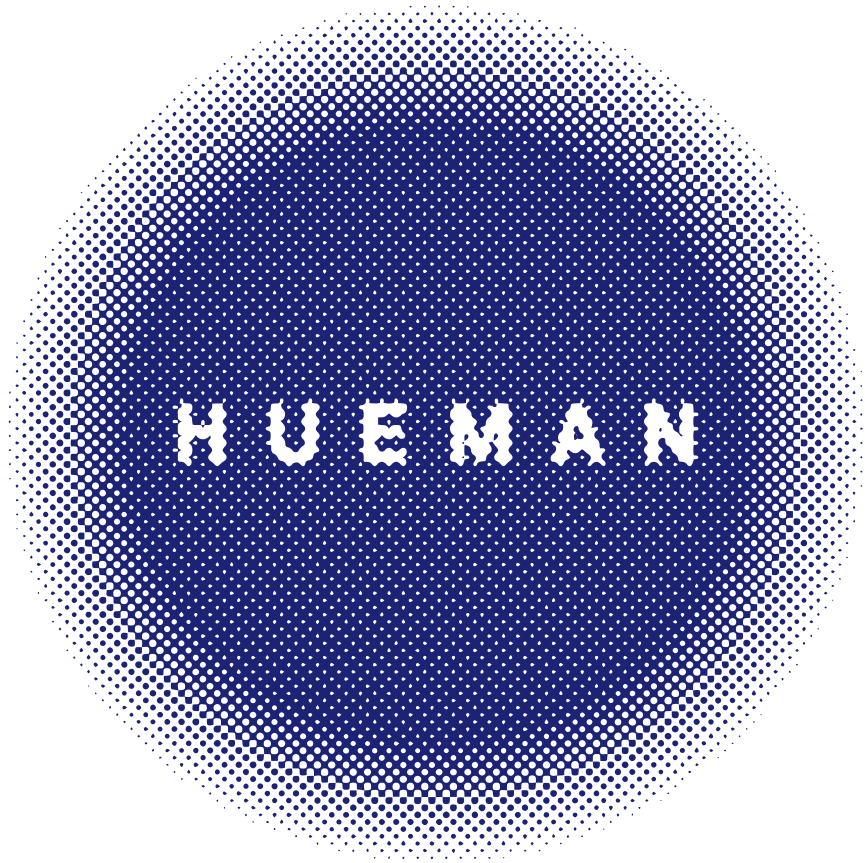
RED: 28
GREEN: 35
BLUE: 117
HEX: #1C2375



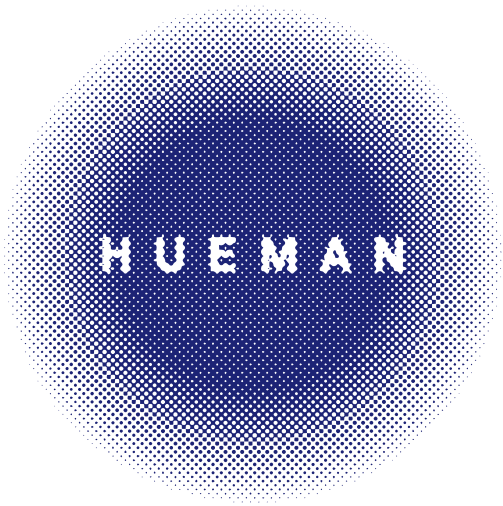
OPTIC WHITE

RED: 255
GREEN: 255
BLUE: 255
HEX: #FFFFFF

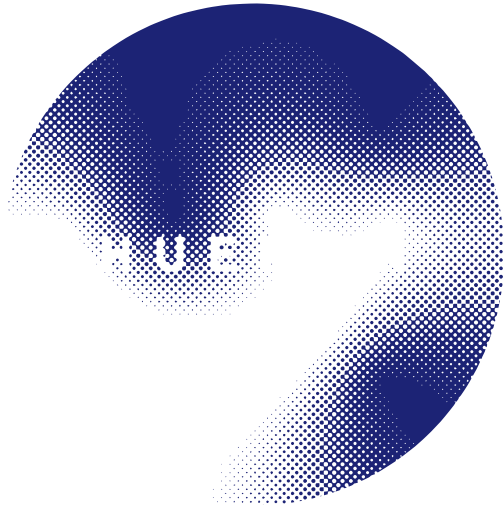
LOGO
LIGHT
BACKGROUND



OFFICIAL LOGO

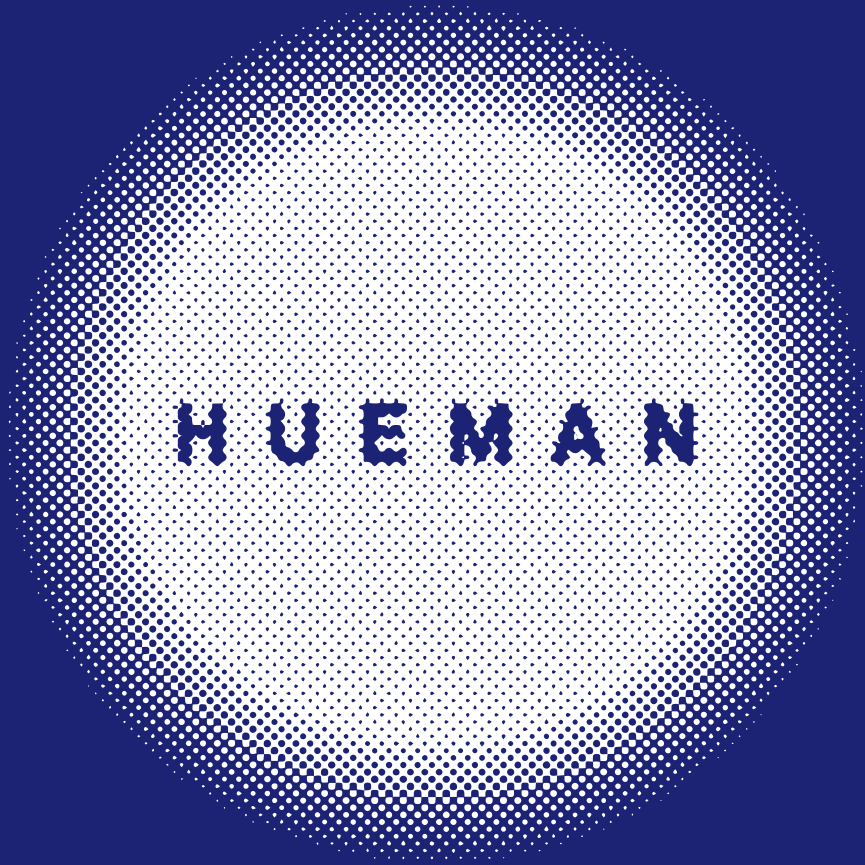


BRANDING LOGO
VARIANTS

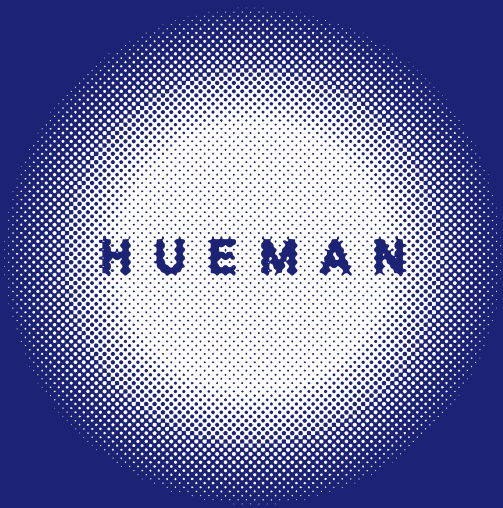


DECORATIVE
SUPPORT LOGO
NEVER TO USE FOR
BRANDING PURPOSES

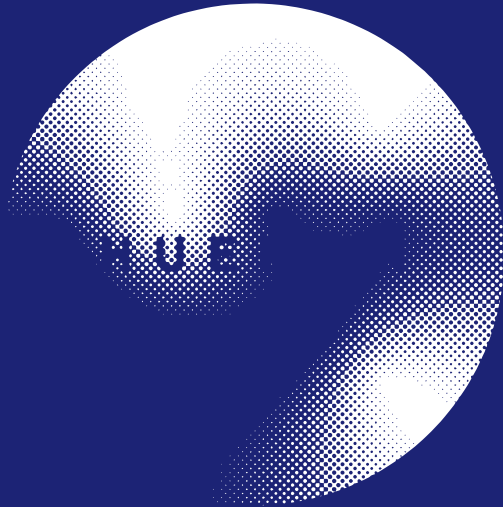
LOGO
DARK
BACKGROUND



OFFICIAL LOGO



BRANDING LOGO
VARIANTS



DECORATIVE
SUPPORT LOGO
NEVER TO USE FOR
BRANDING PURPOSES



IMAGE FILTER
HALF HALF TONE

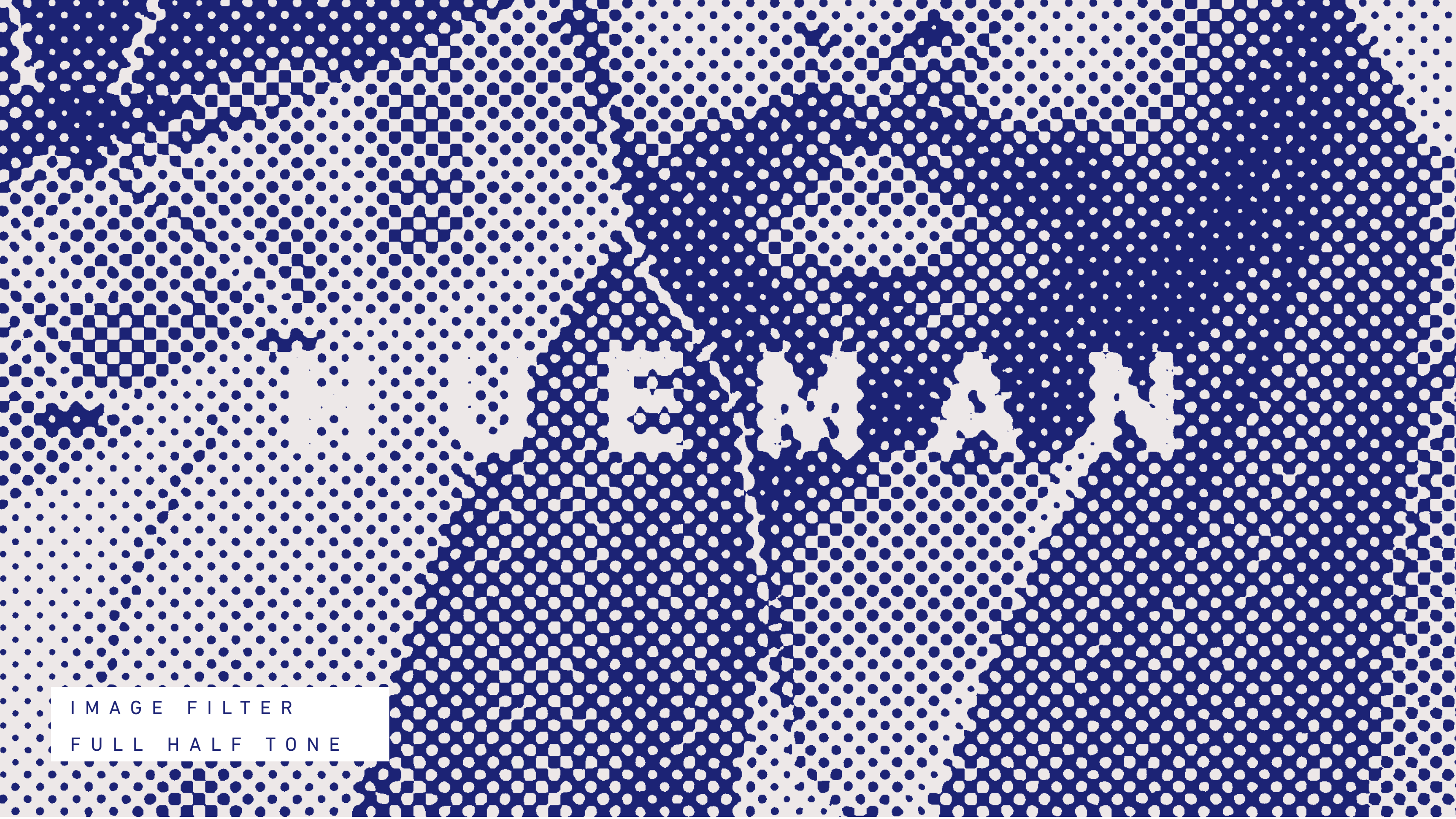


IMAGE FILTER
FULL HALF TONE

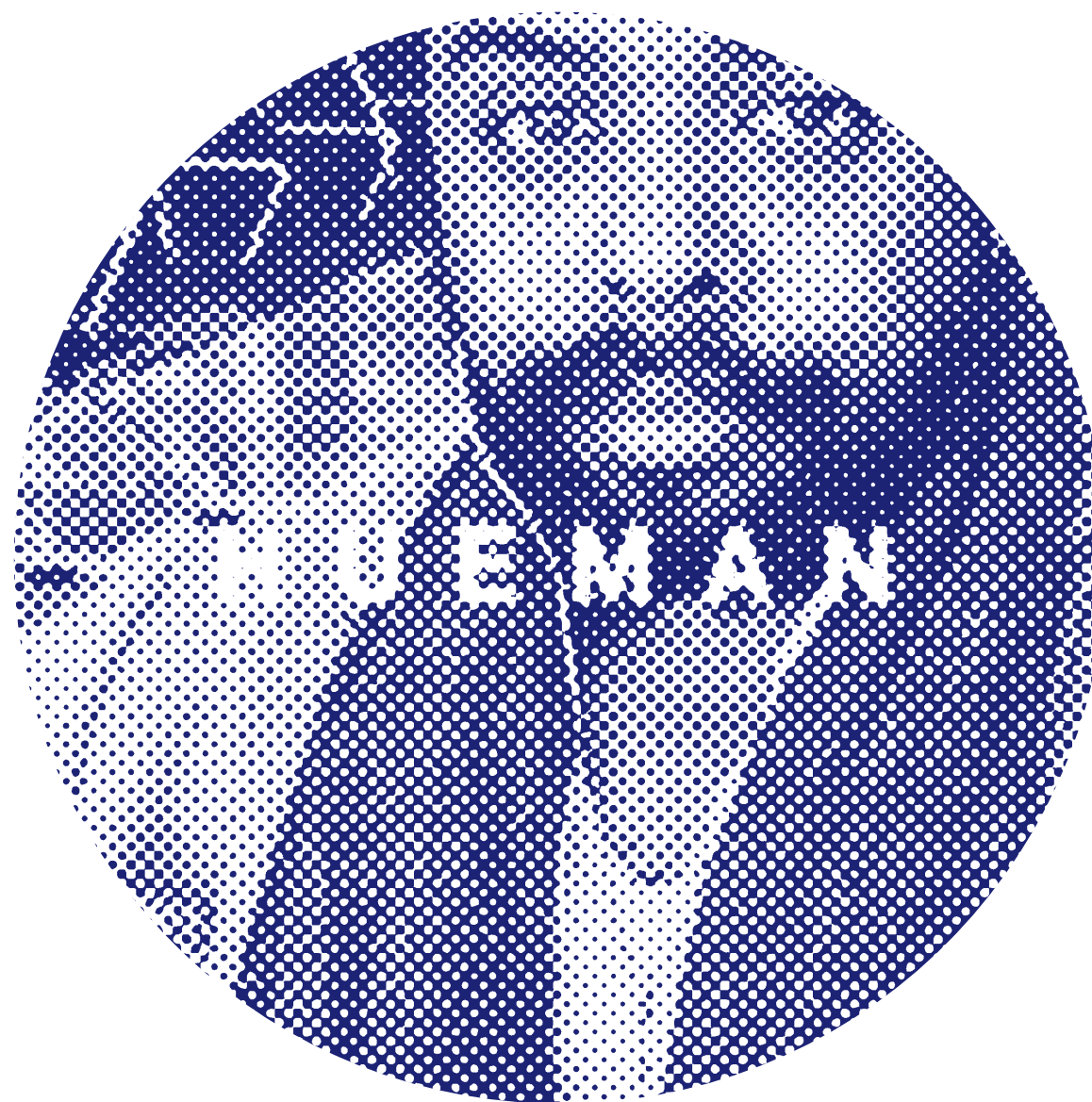
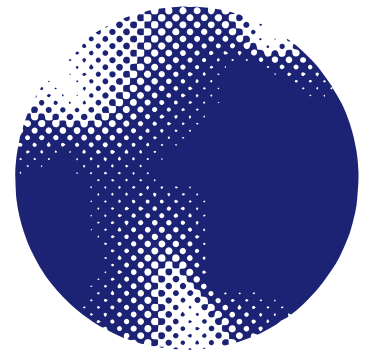
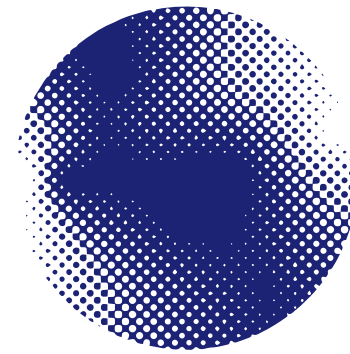
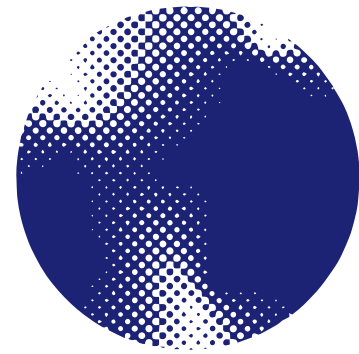
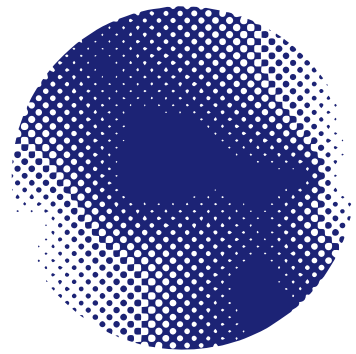


IMAGE FILTER
FULL HALF TONE



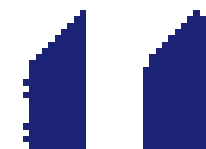
ITEM OBJECTS


Q U O T E S A M P L E

“ DARKNESS CANNOT DRIVE
OUT DARKNESS; ONLY
LIGHT CAN DO THAT. HATE
CANNOT DRIVE OUT HATE;
ONLY LOVE CAN DO THAT. ”

M A R T I N L U T H E R K I N G J R .

QUOTE SAMPLE



DARKNESS CANNOT DRIVE
OUT DARKNESS; ONLY
LIGHT CAN DO THAT. HATE
CANNOT DRIVE OUT HATE;
ONLY LOVE CAN DO THAT. 

MARTIN LUTHER KING JR.

S O C I A L M E D I A S A M P L E

8:33 PM

Instagram

HUEMAN

Your Story

Lorem Ipsum

Lorem Ipsum

Lorem Ipsum

Lorem Ipsum

HUEMAN

Hueman Talk



Liked by Lorem Ipsum

User Caption

#Hashtag

View All Comments

8:33 PM

User

HUEMAN


Hueman Talk

100 posts

100 followers

100 following

Edit Profile



8:33 PM

User

HUEMAN

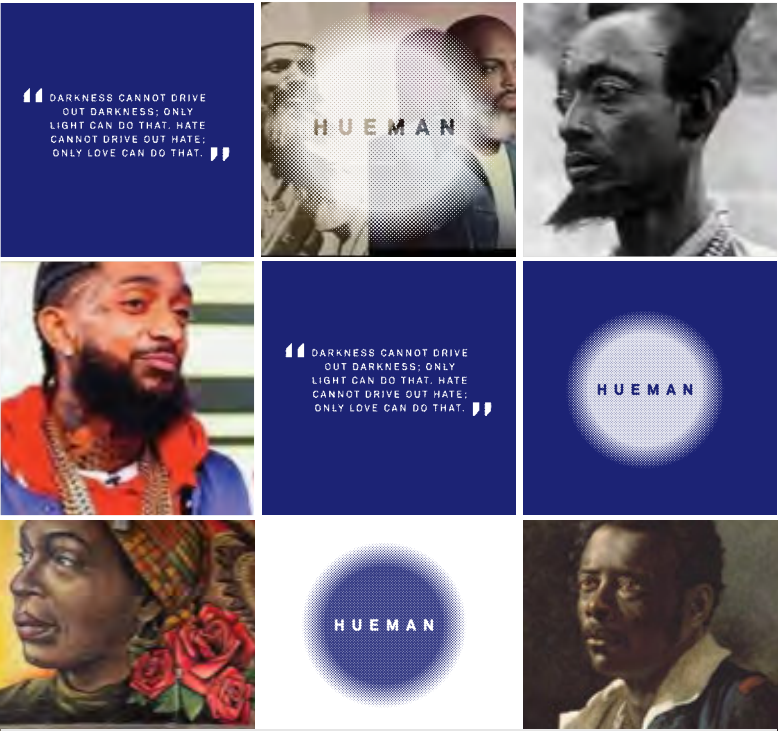
Hueman Talk

100 posts

100 followers

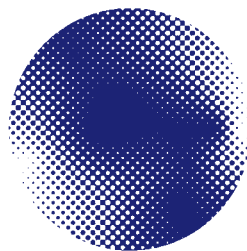
100 following

Edit Profile

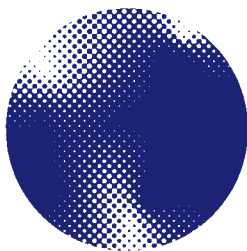




DESIGN THINKING



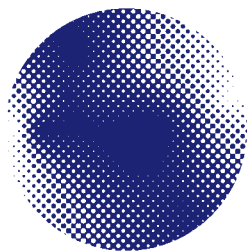
EMPATHIZE



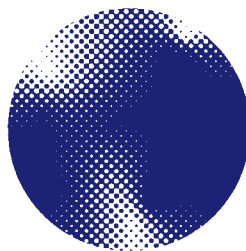
DEFINE



IDEATE



PROTOTYPE

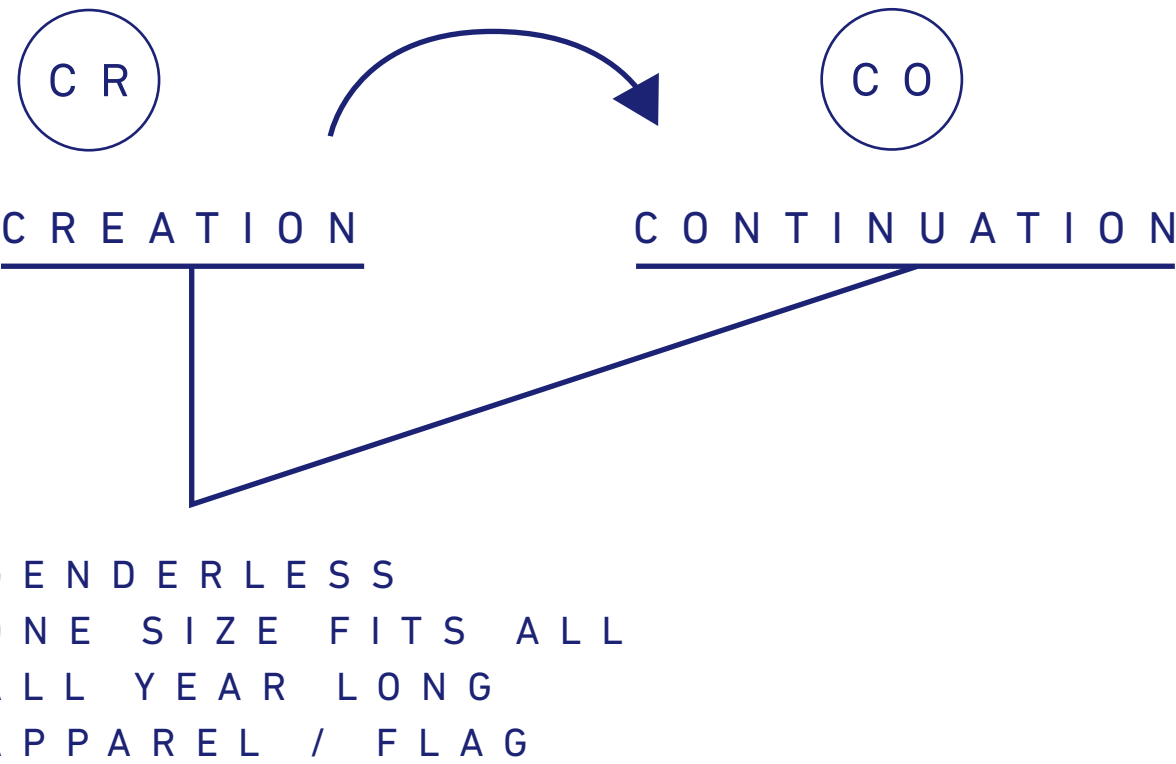











TEST

M E R C H B R A I N S T O R M

- C A R D
- G R E E T I N G C A R D
- L E T T E R O P E N E R
- A P P
- K E Y H O L D E R
- O N L I N E S P A C E
- P H O T O F I L T E R
- C A N D L E S
- T O T E B A G S
- A W A R D S
- P R O D U C T
- P A R T N E R S H I P
- C O F F E T A B L E B O O K
- C A T A L O G U E
- H O M E S T U F F
- U M B R E L L A
- C H O C O L A T E
- K I D S B L O C K S
- SCARF
- W O R K O U T G E A R
- Q U O T E P O S T
- M U G
- R O L L I N G P A P E R

H E R O



Key Partners 	Key Activities 	Value Propositions  Story (Meaning) Quality Sign of Network + Identity	Customer Relationships  Acquiring - Instagram Thank You Note (Mantaining) Exchange Policy (Mantaining) Mailing list (Mantaining) Expanding	Customer Segments  Genderless One Size Fits All Global Mission Oriented Design Oriented
	Key Resources  Design Material Sourcing Manufacture Sorcing Print Sourcing Packaging Sending Maintaining Links		Channels  Word of Mouth Online	
Cost Structure  Design Promotion Production Sending Exchange Margin Donation Margin			Revenue Streams  <div>● I C O N S C A R F</div>	

MERCH
PRODUCT EXPANDED



HERO MERCH



H U E M A N

D E S I G N



SCARF STORIES
LAPIS LAZULI

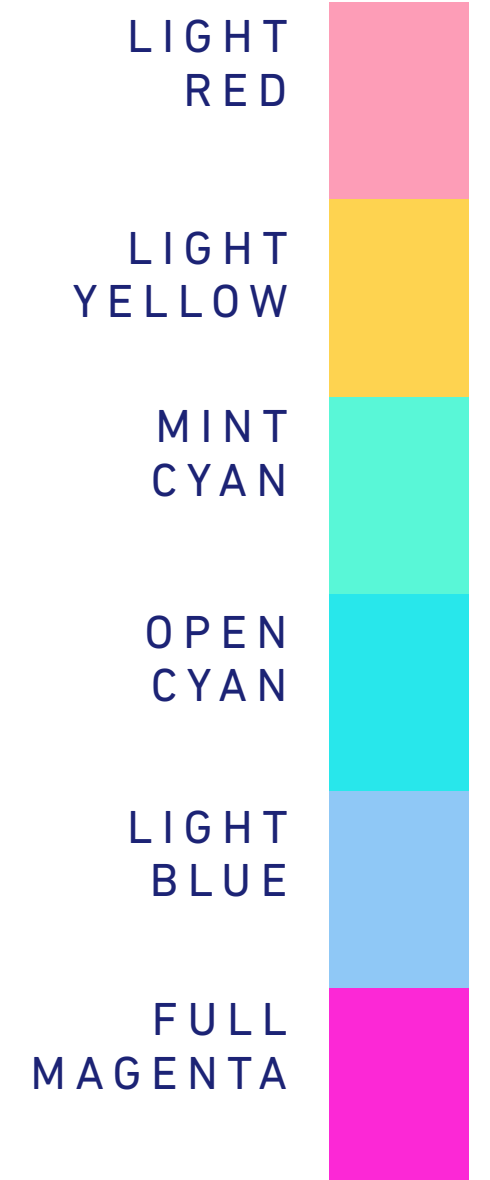
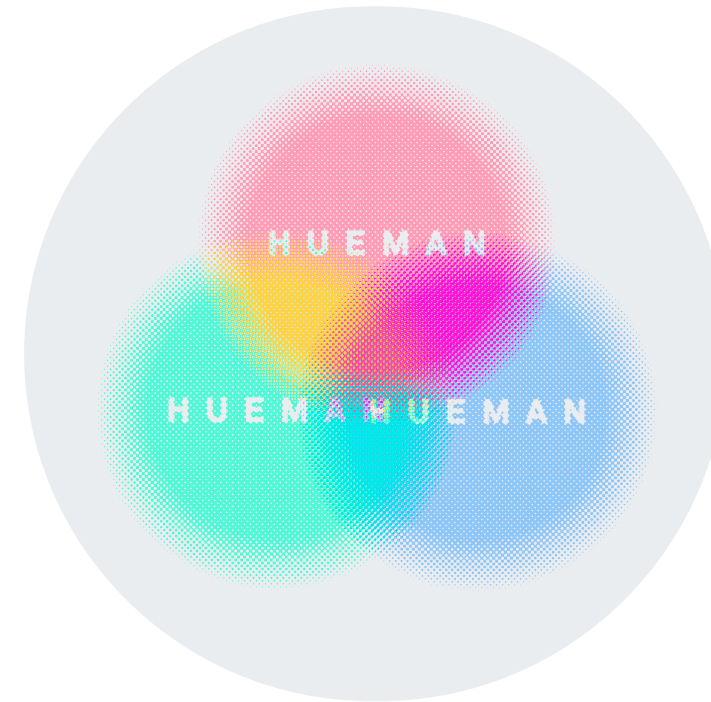
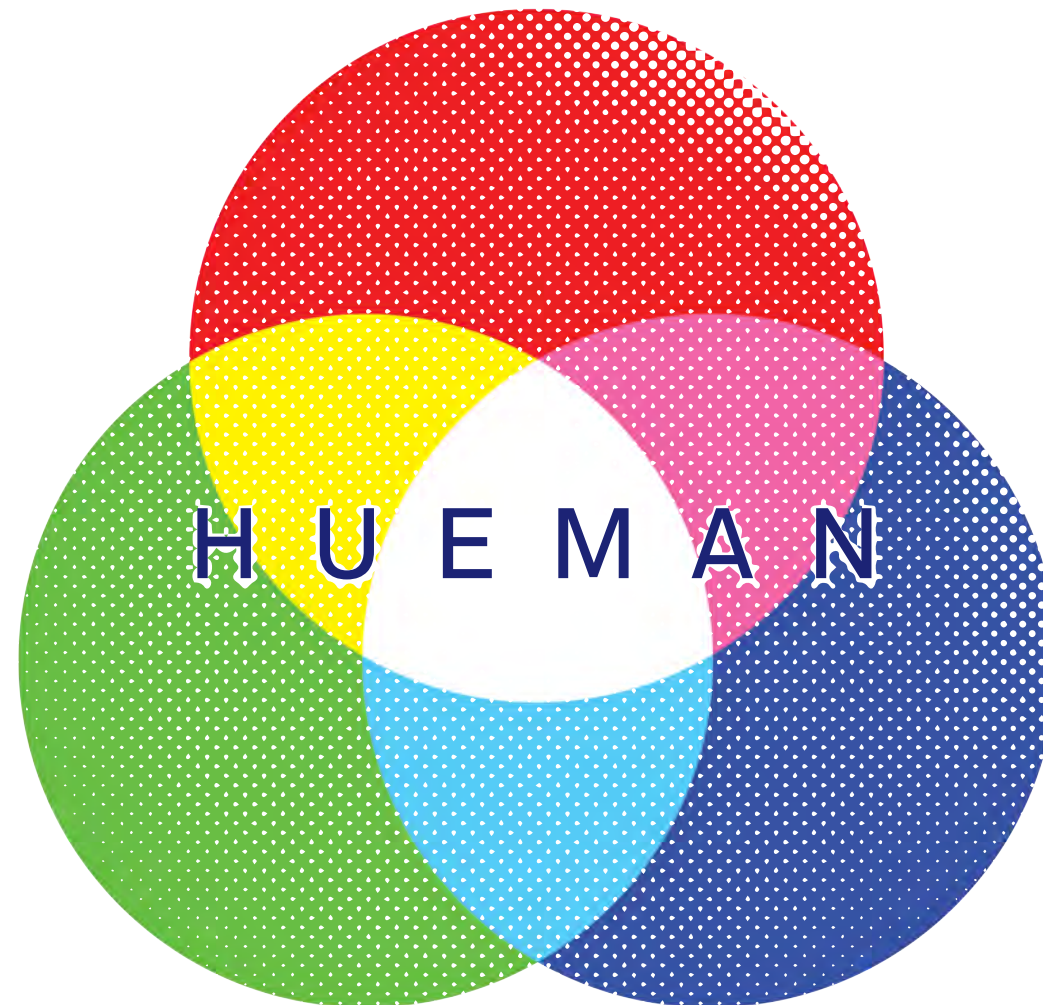
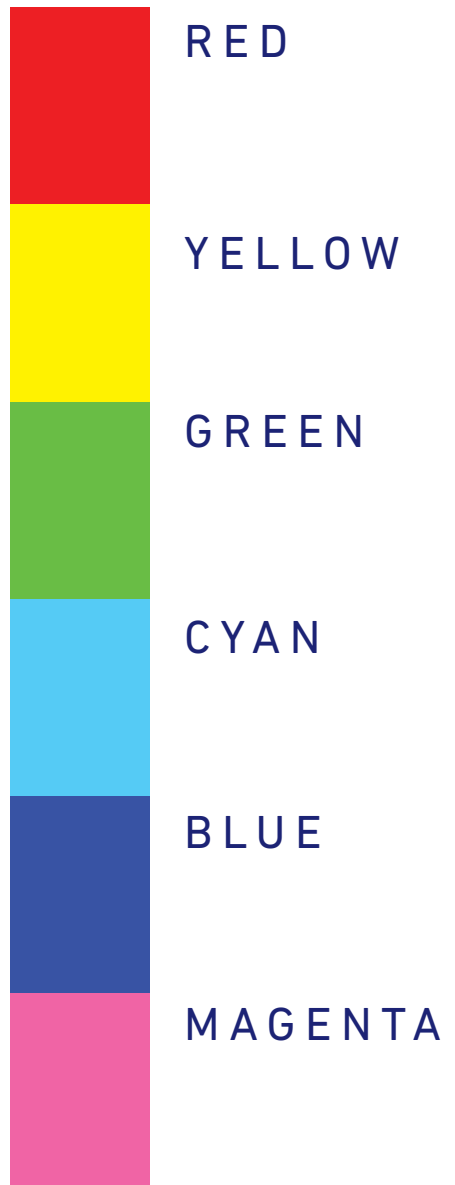


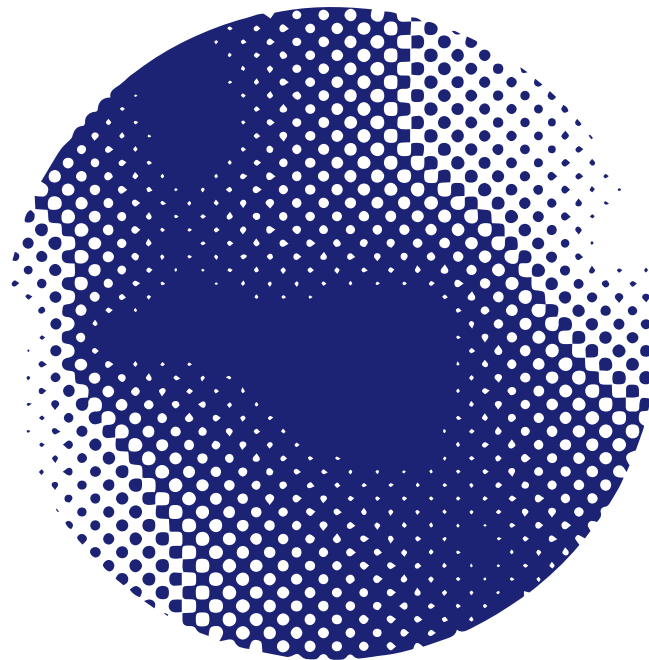


SCARF STORIES
BENIN BRONZES



SCARF STORIES
R G B





T H A N K Y O U

V!TOR

© 2021 Office of Vitor Bastos.

Office of Vitor Bastos
vitbastos[at]gmail.com
2165 Southwest Market Street Drive, Portland, 97201
Tel (503) 702-8978